THE INDUSTRY'S WEEKLY NEWSPAPER

MARCH 28, 1986

N S D Ε:

SENATE DAZZLED BY **DECODER CHIPS**

Senators at the home taping debate expressed enthusiasm toward CBS's decoder chip plan to prevent taping encoded music. Several see it as the way out of a thorny situation.

Page 13

PUTTING YOUR SALES HEAVYWEIGHTS **ON THE SCALE**

Sales consultant Norman Goldsmith provides a few handy ways to tell if your heavy hitters are pulling their weight. Page 38

CONTESTING A CONTEST

Lon Helton observes a tense courtroom battle in Charlotte, where WSOC-FM and WLVK are contesting the rights to the Carolina Lottery Page 58

IN THE NEWS THIS WEEK

- Rick Shaw Exec. Director, Kenny Lee PD at WAXY
- Tom Hunter PD at KBPI
- Support group formed by Nashville indies
- Harry Nelson PD at WZOU
- LP releases up for first time in seven vears
- Scott Jameson PD at KYYS
- MCA, Scorpio exchange lawsuits
- Kevin Fennessy PD at WWKB .
- Brian White OM at KONO & KITY: 4 John Dakins PD at KONO
- Dave Bishop PD at WSNY .
- . Carol Reilly Station Manager at WTRY & WPYX
- Mike McKay PD at KLTQ
- Allen Steiglitz GSM at WSHE
- Rocky Blumhagen GSM at KGW
- Mark Lennartz programs "interactive" KLOK-FM format
- Kamasami Kong PD at KKUA Glenn Mahone's Paco-Jon buys

Richmond combo

Page 3, 4, 5, 6, 9, 10

AOR INDEPENDENTS' OUTI OOK

As Nashville's independents band together (see Page 3), AOR independents have their say in Steve Feinstein's column, along with some thoughtful words from programmers. Page 55

RETAIL REPORT FROM NARM

Music returned to the spotlight at the recent NARM convention. Adam White keys in on the top topics in his report from the L.A. gathering.

Page 46

PERSONALITY PERSPECTIVES

Dan O'Day furnishes a firsthand report from the Country Radio Seminar's air personalities panel

Page 48

NEXT WEEK IN R&R

Harvey Mednick discusses the "Hands Across America" radio simulcast.



NINE STATIONS FOR \$285 MILLION

Metromedia Radio Sold

To Brazell Group Setting an alltime record for a ture of these properties all but radio group transaction, Metromedia has agreed to sell nine radio stations and the Texas State Networks to an investor group headed by Radio President Carl Brazell Jr. and the investment banking firm Morgan Stanley & Co. for about \$285 million. The leveraged-buyout deal is subject to FCC approval, signing of a definitive agreement, and completion of financ-

ing Stations involved include WNEW-AM & FM/New York, KMET/Los Angeles, WIP & WMMR/Philadelphia, WOMC/ Detroit, WASH/Washington, KRLD/Dallas, and WWBA/ Tampa. Metromedia will retain WCBM/Baltimore; its sale of KHOW/Denver to Legacy Broadcasting is expected to close shortly. The Texas State Networks provide news and sports in English and Spanish to

Irwin New WYNY GM

over 200 affiliates. The divesti-

John Irwin will leave the VP/ GM post at Group W's KOSI/ Denver next week to replace Harry Durando, who resigned a few days ago, as VP/GM of WYNY/New York.

NBC Sr. VP/Radio Bob Mounty commented, "John has one of the most unique balances of background I've seen. He's done just about everything that needs to be done at a radio station, and that brings to us a very special opportunity. I'm de-lighted to have him." Mounty added, "I do not an-

ticipate any significant changes at the station. Certainly the AC idiom today has so many shadings and variations that adjustments and reviews are con-stantly in order. And again, because of John's background, I am very comfortable with his overseeing any format adjustments, underscoring adjust-

IBWIN/See Page 6

ends Metromedia's involvement in broadcasting, which dates from the early '50s. Metromedia sold its seven TV stations last year for nearly \$2 billion In addition to Brazell, who

will continue to oversee the stations, the new investor group also includes other unnannounced members of the Radio Division's management team, and will be organized by Morgan Stanley & Co., which also will take an equity position. The company will assume a new name at a later date.

than 40 years, but we have decided to concentrate on Metromedia's substantial telecommunications business. The radio stations have enjoyed strong growth under Carl Brazell's leadership, and I'm confident the new company will flourish under the continued direction of Carl and his management team." The com-pany retains its interests in long-distance telephone services, electronic pagers, and METROMEDIA/See Page 6

Metromedia Chairman/Pres-ident John Kluge said, "It's dif-

ficult to leave radio after more

Kakoyiannis Adds WNEW GM Duties

WNEW-FM/New York VP/ at the level that's expected for both stations," adding that he intends to ensure that "nothing GM Michael Kakoyiannis has assumed management duties happens to the FM. It's also a for co-owned Big Band/popular very successful operation that standards outlet WNEW. He takes over for former VP/GM has a lot of people with good Vicki Callahan, who left Metromedia last Friday (3-21). depth, so I know I can put it in good hands while I'm running both stations."

Metromedia Radio President Carl Brazell observed, "Mike is one of the premier performers, not only in our company, but in the entire radio industry. I feel he's eminently qualified to lead WNEW-AM."

Kakoyiannis has been with Metromedia since 1972. He served as WNEW-FM's GSM from 1976-81, worked briefly as GSM for the AM, and in 1982 returned to the FM AOR as VP/GM. Prior to Metromedia, he sold for CBS Spot Sales and worked in sales and marketing for Procter & Gamble.

Kakoviannis told R&R he plans to "evaluate the AM and get it in the best possible marketing and profit position. WNEW is a very successful station in terms of its call letters: I just want to make it a little more focused."

When asked how long he expects to serve the combo, he added, "As long as I can perform \$68.3 MILLION DEAL **Ferguson Heads** Katz Station Buyout

Katz Communications has agreed to sell its broadcast operations to an employee group headed by Katz Broad-casting President Dick Ferguson for \$68.3 million cash, pending FCC approval.

The properties include WEZN/Bridgeport, WFTQ & WAAF/Worcester, WZZK-AM & FM/Birmingham, WSYR & WYYY/Syracuse, WYAY/ Gainesville-Atlanta, WDBO & WWKA/Orlando, KWEN/Tulsa, and the syndication company American Comedy Network.



Dick Ferguson

Ferguson will be President of the as-yet-unnamed company, which will continue to be headquartered in Bridgeport. No other officer titles have been established yet, although additional principal investors include Katz Broadcasting Sr. VP James Morley, VP/CFO Michael Weinstein, Group VPs FERGUSON/See Page 10

Weinhaus VP/GM At WMAL

WPAT-AM & FM/New York VP/GM Fred Weinhaus has been named to the same post at WMAL/Washington, replacing longtime VP/GM Andy Ockershausen, who resigned to pursue entrepreneurial plans. Ockershausen had been with WMAL since 1950.

Cap Cities/ABC President/ Owned Stations Don Bouloukos said, "Fred proved his ability as an outstanding broadcaster and manager at WPAT, and I know he will continue his success at WMAL.

Weinhaus told R&R, "I'm going from one great station to another." He said any other comments regarding his new station would be premature.

Weinhaus had been with WPAT for 23 years, the last five as VP/GM. Prior to that he spent 11 years as GSM and the remainder in sales. No replace-ment has been named at WPAT.

TURNER NEW CLEVELAND VP/GM

Booth American Ups Four To VP

Four GMs of Booth American Broadcasting have been elevated to VP, while one new VP/GM has come aboard the Radio Division. The newly-promoted managers include WJLB/Detroit's Verna Green, WWNK-AM & FM/Cincinnati's Jim Wood, WKKO & WTOD/Toledo's Clyde Roberts, and WZZP/South Bend's Vince Ford. At the company's WRMR & WLTF/Cleveland, Roger Turner has succeeded Gordon Stenbeck, who has left to pursue station ownership.

John Booth II, President of the Detroit-based company, said, "This is an extremely



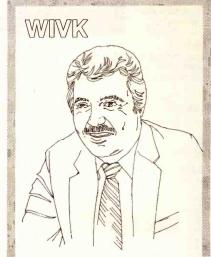
Roger Turner

hardworking group of managers who have all peformed outstandingly. I'm delighted to re-BOOTH AMERICAN/See Page 5

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

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> Bobby Denton General Manager WIVK-AM and FM



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

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PAGE THREE | Shaw, Lee Promoted At WAXY

MARCH 28, 1986 DIAMONDS ARE RADIO'S BEST FRIEND

In his quarterly sports special, **Richard Agata** takes a look at the Louisville Redbirds, the most successful franchise in minor league baseball and they owe it all to radio! Plus **Reed Bunzel** interviewing **NBC's** "Sportscaster of the Year," **Bob Costas**.

Page 27, 32
Transactions
Washington Report
What's New
Street Talk
Ratings & Research: Jhan Hiber 23
Ratings Results
Sports On Radio: Richard Agata 27
Networks: Reed Bunzel
Sales
Image & Marketing:
Harvey Mednick
On The Records: Ken Barnes42
Datebook: Sean Ross
Records: Adam White
Air Personalities: Dan D'Day 48
Calendar: Brad Messer
CHR: Joel Denver
ADR: Steve Feinstein
AC: Donna Brake
Country: Lon Helton
Nashville: Sharon Allen
Black/Urban: Walt Love63
Marketplace
Opportunities
National Music Formats
Jazz Chart
Country Chart
AC Chart
AOR Chart
Black/Urban Chart
CHR Chart

Jameson PD At KYYS



Scott Jameson

KOMP/Las Vegas PD Scott Jameson has been appointed PD at Taft AOR KYYS/Kansas City. The position had been vacant since Joe McCabe exited in late January. Jameson takes over April 14.

Jameson's programming experience includes positions at KAZY/ Denver from 1983-85 and an earlier stint at KOMP from 1981-83. Before that, he was an air talent at WKLS/Atlanta and WIOT/Toledo.

Jameson told R&R, "KYYS needs to have its great heritage reestablished. All the components are there — it's a Burkhart/Abrams station, a Source affiliate, it's got a great signal and call letters but it's kind of like a big ship that's strayed into Libyan waters and has to be navigated back into Mediterranean water space.

"I'm also very excited about being associated with and sharing ideas with the group of great Taft PDs." Legendary air personality/programmer Rick Shaw and longtime WAXY/Miami staffer Kenny Lee have been promoted to Executive Director of Programming and PD, respectively, at WAXY.

VP/GM Doug Donoho commented, "Since Rick Shaw's activities cut across so many areas of WAXY, he has certainly earned not only the gratitude of WAXY and **RKO Radio**, but deserves this promotion to the unique position of Exec. Director of Programming." Donoho added, "Because of the

Donoho added, "Because of the quality of his work in the past, which has impacted so favorably on the audience levels WAXY attains, it's only fitting that Kenny be promoted to PD, reporting directly to Rick Shaw."

Shaw, who recently celebrated 25 years of broadcasting in South Florida, will oversee all program-

Neison Upped To WZOU PD



Harry Nelson

WZOU/Boston afternoon personality Harry Nelson will leave the air to become PD for the CHR outlet. He replaces Jim Cutler, who steps down to resume Production Director duties. Both report to OM Pat McKay.

McKay noted, "Jim is one of the best production people in the whole country, and he's been itching to do that again. I didn't want to move him until I had someone who could take over the programming, and Harry is the obvious choice." McKay continued, "We are now

McKay continued, "We are now a bit more rock-oriented than we have been, similar to KEGL in Dallas. Until now all three CHRs (including WXKS-FM and WHTT) have been doing basically the same thing, and I think this will set things apart. With WBCN the only AOR in town, there is a bit of their



Brian White, most recently an air personality at KKBQ-AM & FM/Houston, has been named OM at Duffy Broadcasting's newly-acquired Oldies/CHR combo KONO & KITY/San Antonio. White will also serve as PD at KITY (Power-93), while John Dakins, who recently left the PD chair at crosstown A/C outlet KTSA, will program KONO. Former KONO & KITY PD Dan (Rick) Upton remains as Production Director.

VP/GM Terry Rodda told R&R, "With Brian's background and programming skill, fresh from being under the wing of (KKBQ PD)



ming and coordinate sales promotions and fundraising events. Shaw will also be working with engineering on new ways to improve the station's on-air sound.



Kenny Lee

Lee, who has been with WAXY since 1980, will continue to oversee the music department at the station. He will also work more closely with the air talent.

Nashville Independents Form Association

At a general meeting held Friday (3/21) in Nashville, a group of independent professionals representing a variety of music fields formed a new support group association called the Organization of Entertainment Independents.

Explaining the name and membership guidelines, OEI's newlyelected Vice Chairman Carolyn Parks said, "We wanted to make our name as general as possible to cover as many areas of independent work as we could. Those eligible for membership at this point are any independents working in promotion, marketing, publicity, or video. We want it to be a support group for all independents in any format. The only criterion is that you must be working for more than one client."

The OEI stems from a series of meetings held by independent record promoters over the past couple of weeks in hopes of forming a support group in the wake of the major labels' across-the-board cutbacks on independent promoters. However, it was decided that rather than a short-term alliance, an ongoing organization which could provide longterm benefits in a variety of areas, including an insur-

MCA, Scorpio Trade Suits Over Cutouts

we all three CHRs Music business deals which allegedly involved the manufacture of counterfeit records and tapes, and fraud in the sale of vith WBCN the only album cutouts, were the subject of separate lawsuits filed in federal NELSON/See Page 6 courts last week.

ton. NJ-based wholesaler, of allegedly producing and marketing counterfeit albums by such MCA recording acts as the Who, Jimmy Buffett, Tom Petty, and Lynyrd Skynyrd. The company also refuted specific charges which it be-

> about the sale of MCA cutouts to the New Jersey firm. Such action by the latter did, in fact, occur a day later in U.S. District Court in Philadelphia. Scorpio sued MCA and several of its senior executives, charging that the major solicited orders for cutout recordings in 1984, and then defrauded the wholesaler by not supplying what was ordered and paid for. Among those accused was MCA Records & Music Group President Irv Azoff.

The suit further claimed that these dealings involved an in-MCA/See Page 6



Torn Hunter Hunter New PD

At KBP

WIRE/Indianapolis PD Tom Hunter has been named PD at Sandusky AOR KBPI/Denver, effective April 14th. No replacement has been set at WIRE.

Sandusky National PD Jeff Sattler told R&R, "Tom has the multiformatted background to carry on the hybrid tradition of KBPI. He brings a lot to the party: great people skills, a positive attitude, and infectious energy."

Hunter commented, "They're a fantastic radio station – you can see and hear the tearmwork and enthusiasm. When I flew in and listened to them, I thought to myself, HUNTER/See Page 5

New LP Releases Up – First Time Since '78

- The number of new LPs released by US record companies rose by 9% last year - the first such increase since 1978. Figures made available Tuesday (3-25) by the Recording Industry Association of America (RIAA) show that its member labels issued 2360 LPs in 1985, compared to 2170 in 1984.

Seven-inch and 12-inch singles also registered significant increases. There were 2200 new 7-inch releases, compared to 1980 the year before (up 11%), and 900

The first action was taken Wed-

nesday (3/19) by MCA Records in

U.S. District Court in Los Angeles.

It accused Scorpio Music, a Tren-

lieved Scorpio would be making

to 1155 in '84. The miniscule rise reflects the current CD manufacturing shortage. New releases on cassette were also flat, decreasing to 2395 in 1985 from 2400 in '84, while reissues on cassette declined 11% to 1015 from 1135.

in '84 (up 29%). The number of

album reissues rose 32% to 705,

RIAA labels issued 1160 new

compact discs last year, compared

from 535 the previous year.

The RIAA has been reporting the industry's release patterns since 1978. That year, labels issued 4170 new LPs – a number which has been declining steadily until now. In singles, there were 2950 seveninch releases in '78, and 160 12-inchers.

Fennessy WWKB PD

Veteran programmer Kevin Fennessy has been named PD at Price Communications AC outlet WWKB/Buffalo. He succeeds Sandy Beach, who left the station earlier this month.

WWKB GM Peter McCoy told R&R, "WWKB has become more service-oriented, as we've added a midday talk show and Yankees baseball; our personalities also remain very important to us. Kevin has extremely good marks in fullservice AC radio, as well as a fine touch with people. He's aggressive, bright, and eager, and that's exactly what we needed here."

Fennessy, who was in transit at presstime and unavailable for comment, brings programming experience from San Antonio, WHAM/Rochester and, most recently, WKBO/Harrishurg.



Brian White

John Lander, he's exactly what we were looking for. With John Dakins, we have a programmer al-WHITE/See Page 6 ance plan, would be more useful. Chairman of the Board Gene Hughes told R&R, "Tve always felt people who work on an independent basis need an organization not only to make statements or to act in times of crisis, but to continually provide its members with support. I prefer to call this a fellowship which allows an exchange of ideas while helping the business to progress."

INDEPENDENTS/See Page 10 1985 RIAA STATS

NEWS

Moodies Sign With PolyGram

Lennartz Directs 'Interactive' KLOK-FM

"This is interactive radio, in the sense that one listener can make a difference." said new KLOK-FM/ San Francisco PD Mark Lennartz, who oversees the station's unusual "Yes/No" telephone voting approach to music selection.

Lennartz, who joined the 25-54-targeted outlet last August after three years as PD/morning man at KOWL/Lake Tahoe, explained, "Yes/No voting distinguishes us

Steiglitz Upped To WSHE GSM

WSHE/Miami Local Sales Manager Allen Steiglitz has been promoted to GSM of the TK Communications AOR. Steiglitz replaces Gary Eaves, who left late last year and has since relocated to Orlando.

Steiglitz, a six-year station staffer, will not be replaced as LSM. Account Executive Sheila Mulcahey has been named Retail Sales Manager, a newly-created position.

WSRF & WSHE VP/GM Chuck Bortnick commented, "He's a seasoned veteran of South Florida radio who's been an integral part of our growth." from the other stations. Our music is the best on the radio because the listeners pick it."

Added GM/PD Bill Weaver, "Most stations use auditorium testing or callout, but this is very controversial: can you really allow the listeners to decide what records to play? We put all kinds of songs on – country, R&B, album cuts – an accumulation of all formats. We don't control what's too hard, soft, too country, or whatever. KLOK-FM is going away from the mood format idea because we feel people are ready for variety. And our phone calls from new listeners are increasing like mad."

Even with strong listener response and an encouraging Arbitrend, KLOK-FM still trails the other AC stations in the San Francisco ratings. Lennartz said, "We're still a relatively new station, but we're moving up slowly and surely. I think we can be the number one AC in the market – that's our goal."

Weaver added that he has copyrighted KLOK-FM's "Yes/ No" and "You Pick The Hits" concepts, and plans to establish a national "Yes/No" network for interested stations around the country.



The Moody Blues have re-signed directly with PolyGram, with a new album on Polydor to be released in April. Pictured (I-r standing) are Concerts West Management President Tom Hulett, PolyGram President Dick Asher, company VP Jim Lewis, and Exec. VP Mel Ilberman; (I-r seated group's John Lodge, Graeme Edge, and Justin Hayward.

Platinum Brown



James Brown was presented with a platinum album for his contribution to the "Rocky IV" soundtrack during the singer's Fairmont Hotel/San Francisco performance. Scotti Bros. Records also announced Brown's signing to a live-year contract. Foctured (I-I) are Rock 'n' Roll Records President Tad Dowd, Brown's manager David Brokaw, Scotti Bros. Industries Viće Chaliman Ben Scotti, Fairmont President Rick Swig, Brown, Brown's MC Eddie Ray, and Scotti Bros. Records President Johnny Musso.



4/ R&R FRIDAY, MARCH 28, 1986

NEWS

NYMRAD Delight



The 11th annual Big Apple Radio Awards were presented by the New York Market Radio Broadcasters Association (NYMRAD) last week, recognizing achievements in radio commercials. Awards Chairman George Wolfson (left), WLTW VP/GM, presents a gift to event MCs Anne Winn (right) and Garrett Brown, voices of the Molson Beer and American Express radio ads. Both are apparently overcome with sheer astonishment.

Capitol Stars Congregate



Pictured at Capitol/EMVManhattan's post-Grammy party are (I-r) Duran Duran's Nick Rhodes, Kim Carnes, Freddle Jackson, Capitol President Don Zimmermann, and Capitol-EMI Chairman Bhaskar Menon.

Booth American

ward their efforts on behalf of Booth American."

Green, who joined the company four years ago as GM in Detroit, previously worked in health care/human resources and the auto industry in Detroit. Roberts has been with Booth for 11 years. He joined the Toledo combo as GSM and earlier worked at crosstown WOHO & WWWM. A ten-year company veteran, Ford previously managed KUDL/Kansas City. Wood has worked for Booth since 1968, serving as GM in Toledo before transferring to Cincinnati four years ago. The majority of Turner's 28 years in radio have been in management. He spent 13 years with Park Broadcasting in Seattle, Minneapolis, and Portland.

Hunter

Continued from Page 3 'If you handed me a hundred thousand watts at 105.9 and KBPI didn't already exist, I'd create it.'''

Hunter started in radio in 1976 and began his programming career in 1978 at AOR WZOK/Rockford, which he turned CHR. He programmed then-AOR WMJQ/Rochester and AC WPJB/Providence (now WWL1), and joined WIRE in September 1985.



Verna Green



Clyde Roberts



Jim Wood



Vince Ford



NEWS

Bishop Transfers To WSNY PD Post

After five months as PD of Josephson Communications' Classic Rock outlet WKLH/Milwaukee (formerly AC WMGF), Dave Bishop is transferring to WSNY/Columbus as PD. He fills the post left vacant by former WVKO & WSNY Station Manager Harry Lyles, who recently became OM at WAIA/Miami.

WVKO & WSNY VP/GM AI Fetch said, "We conducted a border-to-border and coast-to-coast search and found the most qualifed candidate in our own company. Dav's experience and knowledge of the Columbus radio market will insure Sunny 95's continued growth and dominance."

Josephson VP/Programming Steve Goldstein added, "Dave is a natural for the Columbus position given his programming background in the market. He's done a great job for us kicking off Classic

MCA

Continued from Page 3 dividual alleged to have ties with organized crime, Sal Pisello. As a result, the Scorpio suit was brought under the provisions of the Racketeer Influenced and Corrupt Organizations (RICO) Act.

Scorpio's complaint seeks approximately \$50 million in damages. MCA asks actual damages of an amount to be determined and punitive damages of \$10 million. Also, MCA seeks declaratory relief from the RICO charges which it anticipated Scorpio would (and subsequently did) make.

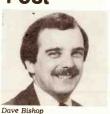
Scorpio has denied the counterfeiting charges via attorney Dennis Eisman, who has been quoted as saying that MCA undertook its action "to insulate them from criminal liability" and to move the case venue from Philadelphia to Los Angeles.

An MCA spokesperson said the Scorpio charges are "made up of scurrilous allegations, lies, and innuendo," and commented that its own lawsuit – "as well as CBS Records' already-successful legal action against Scorpio for illegally importing records" – demonstrates the defendant's questionable business practices.

A spokesman for CBS Records told R&R that legal action against Scorpio in 1981 involved recordings manufactured in the Philippines and illegally imported into the US. The company won a judgment against the Trenton firm, he said, and the matter was settled before the case came to trial.

Record counterfeiting and the penetration by organized crime of the music business is being investigated by grand juries in three cities. A report Monday (3-17) by the Knight-Ridder News Service quotes sources as saying that a grand jury in Newark is "preparing an extensive case that will link certain organized-crime figures to the record industry."

Such criminal activity continues to be probed by NBC- TV's "Nightly News." The network is thought to be preparing further reports on the subject to follow segments aired last month.



Hits 96 in Milwaukee, and we're looking forward to having him reapply his AC expertise on our market-leading station in Columbus."

Before joining Josephson in Milwaukee, Bishop programmed fullservice WBT/Charlotte for more than three ayears. Prior to that he was PD at WLEE/Richmond for two and a half years, and was PD and MD at WCOL/Columbus for five and a half years. He has also programmed WINW/Canton and WCUE-AM & FM/Akron.

Continued from Page 3 fringe we can take without sacrificing our own CHR cume."

Nelson

Nelson, a former PD at WRK0/ Boston, KSLQ/St. Louis, and KFRC/San Francisco, and more recently an air personality at KBKC/Kansas City and WAPP/ New York, said, "T've always wanted to work with (WHDH & WZOU VP/GM) Al Brady Law, and I got to know Pat real well from his days at KBEQ/Kansas City. With the three of us, the creativity and experience will make for a very healthy programming situation."

Nelson added, "We're going to do something within the CHR format that has never been done before. Either this will work, or we'll be back on the pages of this newspaper talking about how excited we. are about joining our next station."

White

Continued from Page 3 ready familiar with San Antonio, who will be valuable as our AM programmer/midday personality. Having both gentlemen here makes for a good mix to assure success."

White previously programmed WDRQ/Detroit, KGG1/Riverside, and WEFM/Chicago, and served on-air at KCBQ/San Diego, WXLO/New York, and KIIS-FM/ Los Angeles. He commented, "Working with a heavily-weighted ethnic situation isn't new to me. There seems to be a void for a true, clearly-defined CHR; the others seem to skirt around the edges of the format. With that strategy, we can win big."

Dakins (aka Chuck Roberts), who programmed KTSA for the past year, said, "The opportunity to work with Brian and Duffy was too good to pass up. The current personnel and format are going to remain in place. Many of our big plans to make KONO the most visible and successful AM in the market are still under wraps for the moment." Dakins earlier programmed WVBF/Boston, KCBQ/ San Diego, and KSLQ/St. Louis.

Metromedia

Continued from Page 1 cellular telephone systems. A 30-year broadcaster, Braz-

ell started with Metromedia in 1969 as morning news anchor at KLAC/Los Angeles, and worked his way up through the management ranks to became President of the Radio Division three years ago. Brazell told R&R, "This is an unprecedented opportunity. The acquisition of so many well-established stations in so many of the nation's largest and most attractive markets clearly provides the foundation for continued growth. We don't anticipate any changes in station operations. We will continue to operate in the finest tradition of Metromedia Radio."

Brazell, who will become President of the new company, said he hopes takeover can occur by September or October. For now he can be reached through WNEW-AM & FM.

Irwin

Continued from Page 1 ments, that might be made. We will not go out of the basic format.

"I think John's programming strengths are just what the doctor ordered for 'YNY, and I'm the doctor," Mounty concluded.

the doctor," Mounty concluded. Irwin has been VP/GM at KOSI since 1983. Prior to that he was GM at WOWO/Ft. Wayne for about six months. He was PD at WOWO a year earlier, and served from 1976-1981 as GM of WERK/Muncle and. News Director for six years prior to that.

COLLINS NEW LSM Reilly Station Manager At WTRY & WPYX

WTRY & WPYX/Albany, NY GSM Carol Reilly has advanced to the newly-created Station Manager's post for the Great Scott "Classic Hils"/AOR combo. She will oversee sales, programming, and general station matters, and will continue directing national sales. Following her appointment, Reilly promoted Account Executive Kathleen Collins to Local Sales Manager.

Reilly joined WTRY & WPYX in 1984 from nearby WWOM, where she was Asst. GSM/Sales Manager for three years and AE for 18 months prior to that. "It's fun after



Carol Reilly

a while to get into new areas where you can learn, stretch, and accomplish," she told R&R. "I certainly appreciate being put in that position."

Kong Programs KKUA

Veteran Honolulu air personality Kamasami Kong (aka Bob Zix), who last programmed neighboring AC/CHR combo KIK & KMAI, has rejoined AC outlet KKUA as PD. He replaces Bob Barrett, who will step down but remain with the station on-air.

Additionally, former KKUA morning personalities Kelly Randall & Dan Cooke have returned for mornings, starting March 24. Current "Morning Madness" hosts Michael Gseng & Danielle Tucker, whose show had been carried on both KKUA and co-owned FM CHR KQMQ, will remain on KQMQ in the same time slot.

KKUA & KQMQ VP/GM Don Metzger told R&R, "It's like a dou-

BMI Hall Of Famers

ble homecoming for us. Bob was with us last in 1980, and we felt he was the person to lead us forward as we split the simulcast with KQMQ completely. And when Kelly and Dan were with us last back in spring 1983, they had phenomenal numbers.

"Our position as an AC leader, targeting adults 25-49, is one which Kong will strengthen within the community. With the split we now feel both stations are strong enough to go it on their own."

Kong, just arrived at the station, declined comment except to say, "It's really wonderful to be back here. I'm not ready to let everyone know what's in the works."

REPORT

BMI honored its inductees into the Songwriters Hall of Fame at a recent SHF banquet. Pictured (I-r) are honoree Chuck Berry, BMI Sr. VP Frances Preston, BMI President Ed Cramer, Buddy Holly's widow Maria Elena Holly, and Hall of Fame writing team Felice & Boudeaux Bryant.

Warwick Wins Gold Single



Dionne Warwick was awarded a gold record for "That's What Friends Are For" following a performance at the Martin Luther King memorial Radio City Music Hall concert in New York. Pictured (I-r) are Arista Exec. VP/GM Sal Licata, unidentified, Sr. VP Don lenner, President Clive Davis, Warwick, and VPs Tony Anderson and Abbey Konowitch.

6/ R&R FRIDAY, MARCH 28, 1986



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Digital — The new benchmark of superior quality.

The way you judge production libraries has just changed forever. DIGITAL is the Rolls Royce of this genre — the first production library with all-new music, all recorded and mastered exclusively for the new technology of compact digital discs. DIGITAL's magical qualities will transform your production. DIGITAL is 1,032 tracks that will turn you on, and energize your on-air sound. Each track

is impeccably produced by the same heavy-weight writers that create music for blockbuster movies, top TV shows, and recording artists from Madonna to Kenny Rogers... even the London Symphony!

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The easiest way: Call us at 1-800-858-8880 in Texas/Alaska call collect (214) 934-2222 and ask for the DIGITAL demo. The next easiest: Fill out this coupon and send it today. If you'd like to own a Rolls Royce, as well as preview the Rolls Royce of production libraries, check the appropriate box.

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Yes, I want to hear a demo and register to win a Rolls Royce.

Please send 🗋 cassette or 🗋 compact disc.

No, I don't want a demo but register me to win a Rolls Royce.

Complete contest rules available in writing upon reques

NAME	TITLE		
COMPANY	-		
ADDRESS			
CITY	STATE	ZIP	-
TELEPHONE			-
First Com			

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TRANSACTIONS

Paco-Jon Buys Richmond Combo For \$6.5 Million

WSSV & WPLZ/ PETERSBURG (RICHMOND) PRICE: \$6.5 million

BUYER: Paco-Jon Broadcasting Corp. The President is Glenn Mahone, who has no other broadcast interests. For five years until his resignation last summer. Mahone was President of the Sherldan Broadcasting Network, headquartered in Pittsburgh. Mahone plans to relocate to Richmond after closing, and will be seeking other acquisitions.

SELLER: Eure Communications, William L. Eure, President, Eure also owns 65% of WDDY/Gloucester, VA. DIAL POSITION: 1240 KHz; 99.3

POWER: 1 kw; 3 kw at 328 feet FORMAT: Gospel/Urban Contemporary: UC

BROKER: Blackburn & Co.

Reporting

Transactions

Corky Cartwright

Palm Desert, CA (619) 346-0742

Brian Cobb

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

WIIN & WFPG/ ATLANTIC CITY, NJ PRICE: \$5 1 million

BUYER: H&D Wireless, a Hartford, CT-based partnership of Joel Hartstone and Barry Dickstein. It also owns WDOV & WDSD/Dover, DE; WUHN & WUPE/Pittsfield, MA; WSUB & WQGN/Groton, CT. They also have interests in TV stations in Buffalo, Birmingham, and Sioux City,

SELLER: Atlantic County Radio, owned by Allan Roberts, who has no other broadcast interests. DIAL POSITION: 1450 KHz; 96.9

MHZ POWER: 1 kw days/250 watts nights;

50 kw at 385 feet FORMAT: News/Talk; AC

KSLE/SEMINOLE, OK

PRICE: \$425,000 BUYER: 110 Broadcasters. Owners, who have no other broadcast interests, are Elleen Howard (90%), William George (5%), and Barbara Schachter. SELLER: Prima Media Group, owned by Oklahoma oilman Melvin Moran.

DIAL POSITION: 105.5 MHz

NAB: Loews-Anatole

CHAPMAN ASSOCIATES[®]

nationwide media brokers

FORMAT: AC BROKER: Bill Whitley, Chapman Associates

POWER: 3 kw at 300 ft.

CID Awarded Chicago **AM License**

In an initial decision, FCC administrative law judge John Fryslak has granted permission for CID Broadcasting, inc. to build a new AM station on 1200 kHz in Chicago. The frequency was opened up in 1980 when the Commission decided to license more stations on the clear channels.

CID's President and 55% owner is Joseph Antelo, now Exec. VP of Tribune Entertainment of Chicago. He will be GM of the new station. The company's 45% owner and the station's proposed VP/Business & Finance. Arthur Velasquez, is employed by Pillsbury Corp. Both are Hispanic males

In granting CID's application, Judge Frysiak denied competing applications by two existing stations to move to the new channel, WAWA/West Allis, WI and WMRO/Aurora, IL.

Factors weighing in favor of CID included its lack of other media interests, proposed 100% integration of owners into station management, and 100% minority ownership.

Orlando FM, 15 Others Available Praque, MN; Broadway, VA; on 98.3

IN

The FCC has opened an April 7-May 7 window to file applications for 16 new FM stations, including one in Orlando, FL, the nation's 51st largest radio market.

During the 30-day window period, applications will be accepted for Class A (3 kw) stations on 95.5 MHz in Lafayette, LA; Topsham, ME; New

CALL SIGN CHANGES

Columbia, SC; WDPN to WMMC (requested)

Deland, FL; WELE-FM to WOCL (effective 3/14)

Des Moines; KMGK to KKXI (3/31) Dubuque, IA; KIYX to KQKX (3/19) Lynchburg, VA; WJJS-FM to WXYU

(3/31) Lynchburg, VA; WHRQ to WJJS (3/31)

Pasco, WA; KTCW to KEYW (requested)

Richmond, VA; WRJY to WANI (4/1) Rochester, NH; WXKZ to WCYT (3/19)

Mike McKay has been named PD of "Light Rock" KLTQ/Salt

Lake City, replacing Shawn Mul-hern. McKay was most recently host of RKO's Nighttime America

for a year until the show was can-

celed last June. Prior to that he

McKay PD At KLTQ New York for five years and morning man at WTIC/Hartford for two and a half years.

MHz in Oraibi, AZ; on 98.9 MHz in Or-

lando; Jefferson, IA; Dwight, IL; Salis-

bury, MD; Grand Rapids, MI; Kings-

ford, MI; Vassar, MI; Windsor, NC;

Upper Arlington, OH; Millersburg, PA;

WPGW-AM & FM/PORTLAND,

BUYER: WPGW VP/GM Robert

Weaver and Ronald and Joyce Bran-

don. They have purchased 54.56%

of the stock in WPGW, Inc. to take

SELLER: WPGW, Inc.; majority stock-

holders are Robert and Frank Bran-

don and their wives. They are uncle

and father, respectively, of buyer

DIAL POSITION: 1440 KHz; 100.9

POWER: 500-watt daytimer; 3 kw at

total control of the company

and Lawrenceville, VA.

PRICE \$261.000

Ronald Brandon

FORMAT: AC; Country

MHz

180 feet

KLTQ President/GM Richard Elliott said, "Salt Lake is a very competitive market. There are a lot of signals here - approaching 40. We need to be better to compete. We conducted a nationwide search, and we're delighted Mike has decided to join our little company.

McKay, who will be program-ming for the first time, com-mented, "The people at Sunrise Media are terrific. Salt Lake City is such a beautiful place to be and the market is probably the most competitive in the country. All in all I couldn't be more pleased."

Blumhagen Upped To KGW GSM

Having set a number of local sales records for the King Broadcasting AC outlet, KGW/Portland Account Executive Rocky Blumhagen has been promoted to GSM.

Said VP/GM Alan Mason, "Rocky brings a positive, enthusiastic approach to the position. Undoubtedly, he will be a key ingredient to the continued success of the 62 KGW sales team."

Blumhagen began his radio career at crosstown KXL-AM & FM in 1980, joining KGW as an AE two years later. Prior to radio, Blumhagen toured as a professional singer throughout Europe and the West Coast.

Independents

Continued from Page 3 Elected as Vice-Chairmen along with Parks were Ken Woods and Jack Pride. Other officers are Treasurer Roy Perry, Secretary Tari Laes, and Sergeant-At-Arms Bob Witte Sr.

Yearly dues for the Organization of Entertainment Independents are \$30. For more information, contact Tari Laes at (615) 297-9507.

Washington, DC (202) 822-8913 Why Not Paul Crowder ...set up an appointment Nashville, TN (615) 298-4986 during NAB to talk to our Associate in your area. Elliot Evers San Francisco, CA (415) 495-3516 He will discuss current **Charles** Giddens Washington, DC (202) 822-8913 availabilities. He will tell you if now Warren Gregory Sharon, CT (203) 364-5659 is the best time to sell. He will answer all

your questions.

Randy Jeffery Orlando, FL (305) 295-2572

Ron Hickman

Jamestown, RI (401) 423-1271

David LaFrance Denver, CO (303) 234-0405

Bill Lochman Kansas City, MO (816) 941-3733

Mitt Younts

Los Angeles, CA (818) 366-2554

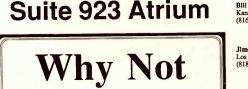
Bill Whitley Dallas, TX (214) 680-2807

Jim Mergen Los Angeles, CA (818) 366-2554

Ernie Pearce Atlanta, GA (404) 998-1100

Ray Stanfield Los Angeles, CA (818) 366-2554

Peter Stromquist



Greg Merrill Logan, UT (801) 753-8090

Washington, DC (202) 822-8913

was an air personality at WABC/ Ferguson Continued from Page 1 Richard Reis and Robert Longwell, and VP Steven Marx, as well as all of the station GMs. Morgan Stanley has been re

tained by the management of the new company to assist in arranging financing for the transaction, which is expected to close early this summer. The company also plans to give its fulltime employees the opportunity to purchase common stock.

Katz Communications Chairman/CEO Jim Greenwald commented, "We're pleased that this well-managed, exciting broadcast company will continue to be operated by what we consider the premier group of broadcasters in the radio business." Added Katz Communications President/COO Dick Mendelson, "Our investment has been most successful and provides Katz additional resources with which to intensify its commitment to excellence in station representation. There will be no personnel changes involved in this transaction."

Ferguson noted, "The people of Katz Broadcasting are grateful for the opportunity to continue building what we believe is one of the finest radio broadcasting companies. We have an outstanding group of professionals who've proven they know how to build winning, pro-fitable stations. In the Katz tradition, this company will be owned by its employees and will be positioned to purchase additional properties in the near future."

Bill Lytle Kansas City, MO (816) 941-3733

MORE AUDIENCE!

RADAR 32 is out...the results are in...and there's more great news for Mutual! In its first ratings report since being acquired by Westwood One, Mutual showed a phenomenal 25% increase in the allimportant adult 25-54 demographic. This makes Mutual number one in audience growth and number three overall among the 18 measured networks. With a 51% increase in women and a number one ranking in upper-income men, Mutual's balance in the key 25-54 category is unparalleled. For innovation and information...it's the Mutual Broadcasting System. MUTUAL SALES OFFICES: New York (212) 661-8360 • Chicago (312) 938-0222 • Detroit (313) 354-4270 • Los Angeles (213) 204-5000



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shows for trivia contests, Today In History Features, newscasts and drop-ins. ABC Radio Networks delivers programming

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more programming that wins from ABC Radio Networks. For more information about all the services of the ABC Radio Networks, call John Axten, Vice President ABC Radio Networks, (212) 887-5688.

WASHINGTON REPORT

Senate Intrigued By Decoder **Chip Home Taping Solution**

Use of a new encoding system to thwart home taping of audio recordings emerged as a major new element in the ongoing home taping royalty debate at a hearing of the Senate Copyright Subcommittee Tuesday (3/25). If the technology catches on, one senator said Congress may have to require radio stations to air only encoded music.

Also at the hearing, the music community for the first time unveiled a specific plan for exactly how home taping royalties would be distributed. All copyright holders would get payments based on amount of airplay and sales. However, those whose works get the least exposure would also get additional "creative incentive grants.

"This seems like a double, if not a triple whammy to me."

- Charles Ferris

CBS Demonstrates **Coding Device**

A highlight of the session was a demonstration by officials of the CBS Technology Center in Stamford, CT of an anti-home taping system they've developed (R&R 1/24/86). After listening, Subcommittee Chairman Charles Mathias

(R-MD) said he could detect no difference between regular and en-coded versions of "You Don't Bring Me Flowers" by Barbra Streisand & Neil Diamond.

CBS Inc. VP/Technology Donald McCoy said the new process in-volves removing a tiny fragment of sound in the upper frequencies that are inaudible to the human ear. A recording device equipped with an IC chip to scan for the "copy code notch" will record for no more than 20 seconds before a 25-second interruption begins.

"With interruptions of that sort. it would effectively limit the value of the recording," McCoy predicted. He said chips will be ready for mass production in a few months, and will add no more than \$5.00 to the retail price of recorders.

Non-Copyable Music **Cheaper For Consumers**

Recording Industry Association of America (RIAA) President Stan Gortikov said the new process could eventually lead to a "market-

place solution" to the home taping problem. Under RIAA's plan, consumers would have a choice of buying encoded recordings at a cheaper price, or paying an extra royalty for nonencoded recordings that could be copied. Gortikov resisted repeated attempts by Mathias to extract an estimate of what the price differential might be.

Consumers would have still further choices when buying equipment, under the RIAA proposal. Recording devices with encoder chips would have no royalties added to their sale price. Non encoding recorders would be subject to onetime royalties in the Mathias home

"It fosters a marketplace solution so that only those who tape pay for the privilege of doing

- Sen, Charles Mathias

taping bill (S. 1739) equal to 5% of their wholesale price, or 25% for dual decks designed specifically for recording.

Tape Tax Called "Transitional"

Gortikov acknowledged that use of the chips is a "prospective solution" because pre-existing music and recorders will be in use by consumers for many years. During the transition period, Gortikov said there should be a royalty of one penny per minute on blank tape to compensate copyright owners.

Electronics Foes Decry "Triple Whammy" Tax

Representing the consumer electronics industry's Audio Recording Rights Coalition, former FCC Chairman Charles Ferris attacked the encoding plan as unwarranted. "The consumer ends up paying the record companies for the right to tape records he has already bought. But let's not forget that consumers pay yet again when they pay the tax on blank tape This seems like a double, if not a triple whammy to me," Ferris declared.

Sen. Mathias said the encoding process would allow record com-panies "to distribute a copyable recording for the home taping enthusiast, and offer others a less expensive, uncopyable recording It fosters a marketplace solution so that only those who tape pay for the privilege of doing so.

Sen. Howard Metzenbaum (D-OH) praised the technological advance as "a major step in the right direction." Metzenbaum called for a legislatively mandated phaseout of the transitional tape tax, observing, "Once somebody starts collecting money, they never stop."

Sen. Dennis DeConcini (D-AZ) suggested the encoding process may only work if Congress:

· Requires radio stations to air only encoded music • Requires manufacturers to

make and sell both coding and nonencoding recorders

· Requires record companies to offer both copyable and uncopyable product.

Who Gets How Much?

Composer and former Songwriters Guild of America President Ervine Drake testified that the "music community has reached what it believes to be a workable and fair arrangement" for royalty distribution:

• 2% divided equally between the Musical Arts Endowment and the National Endowment for the Arts.

• 80% of the remaining pool shared by 100% of copyright beneficiaries, in proportion to airplay and sales of their recordings.

• The other 20% in the form of Creative Incentive Grants "to

"Once somebody starts collecting money, they never stop."

- Sen. Howard Metzenbaum

those who received the smallest share - about the lowest third" of those who shared the 80% block.

Further, Drake said royalties for each recording would be distributed as follows:

45% to the record company

 30% to the performer or artists • 23% shared equally by song-

writers and music publishers • 2% to union funds for musi-

cians and vocalists. Another industry witness, RCA Red Seal President Bob Summer, said the royalties would be divvied up by a private music industry organization, limiting the government to an oversight role.

NEW/S BRIEFS

Congress Clears FCC Stations Fee

Legislation imposing a variety of "cost of regulation" fees on broadcasters finally cleared Congress last week and headed to the White House for President Reagan's signature.

When the fees take effect, probably next year, the largest single charge for radio stations would be \$6000 for a comparative hearing. Applying for a new FM or a major change in an existing one would cost \$1800, while the similar levy for AMs is \$2000. Selling a station will carry a \$500 fee.

When first proposed by the Commission last spring, the package included a schedule of annual fees to be paid by all broadcasters. But that notion was quickly dropped after strong protests from the broadcast industry

NAB. ABES Seek 50 kw For Class 3 Regionals

Class 3 AM stations, now limited to 5 kw of power, should be allowed to have power as high as 50 kw as long as nearby stations are fully protected from interference. That's the thrust of a rulemaking petition filed with the FCC last week by NAB and the Association for Broadcast Engineering Standards (ABES).

The two associations also proposed that daytimer Class 3s be granted full nighttime operating status at the power level they now use in the second hour after local sunset. NAB and ABES say new international agreements make the changes possible.

They warned, "The majority of Class 3 stations continue to labor under more than 30-year-old power limits which have prevented them from maximizing their operating facilities and thus enhancing their ability to compete under present-day conditions in the broadcast marketplace."

Other Key Developments:

• FCC Chairman Mark Fowler's legal assistant, Thomas Herwitz, will Jeave the Commission March 28 to become VP/Corporate & Legal Affairs for Fox Television Stations.

· WBSS/Pompano Beach, FL has been ordered to pay a \$10,000 fraudulent billing fine previously issued by the FCC Mass Media Bureau.

· Leonard Kahn has filed a complaint with the FCC charging that Motorola's AM stereo type acceptance should be revoked because the firm's exciters produce signals that violate Commission bandwidth occupancy regulations.

NATIONAL ASSOCIATION OF BROADCASTEL 17.71

NEW YORK DELEGATION - Three dozen broadcasters from New York State were in Washington last week. In addition to carrying out their fifth annual "Call on Congress" lobbying visits, they attended NAB meetings that included a briefing by FCC Mass Media Bureau Chief Jim McKinney

SO 1

WHAT'S NEW

"I Hear You Knockin" Tells It Like It Was

For the better part of three decades, New Orieans functioned as a virtual hit factory. From such prerock giants as **Roy Brown and Professor Longhair** to such future rock 'n' roll Hall of Famers Fats **Domino and Little Richard and** '60s soulmasters like Allen Toussaint and the Neville Brothers, the Crescent City's tradition surpasses almost any other metro in America.

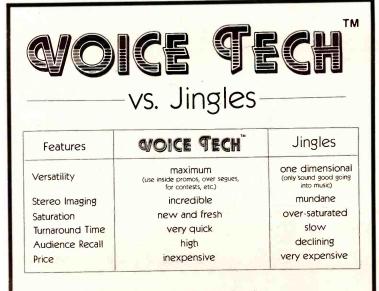
While certainly no single New Orleans record company developed into anything irvaling Berry Gordy's accomplishments with Motown in Detroit – which is one reason New Orleans's contributions tend to get overlooked – a recently published book by Jeff Hannusch (åka AHmost Silm), entitled "I Hear You Knockin". The Sound Of New Orleans Rhythm and Blues" (Swallow Publications, \$13.95), should set the record straighter.



Basically, the 375-page paperback is an oral history; a collection of interviews with 31 of New Or-

leans's major music makers. Included are piano players, bluesmen, singing soul sisters, one-hit wonders, and behind-the-scenesters ranging from session hit men to early record moguls (Ace's Johnny Vincent and Minit's Joe Banashak) and DJs (Vernon Winslow aka "Doctor Daddy-O"). Hannusch has a workmanlike style, but his ability to extract an apparently endless supply of anecdotes from his subjects, most of whom haven't exactly been overexposed in the first place, makes for entertaining if not engrossing reading.

Along with the rare photos and regrettably incomplete discography there's a lot of great stories here. What's more, they'il make you want to play the records mentioned. Write to Swallow Publications at P.O. Drawer 10, Ville Platte, LA 70586. Doncha just know it.



The research is quite clear... jingles aren't working for radio That's why smart radio stations (like WBBM-FM, KS103-FM, WBSB, KRXY, WCAU-FM, WPXY, WNOR-FM, WHRK, WQFM, CIRK and many more) are switching to VOICE TECH at an unprecedented rate. Get the most amazing vocal creations ever on a buy-out basis ... VOICE TECH Call for your demo today!

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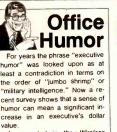


Surf 'N' Sound



Now you can surf, swim, or even skinny-dip to the accompaniment of your favorite songs with the "Aqua Tunes" waterproof radio pouch. Manufactured by Denver-based Product Masters, the see-through sack holds your personal stereo flat against the small of the back, fitting snugly around your waist by means of an adjustable belt.

Volume, tone, and tuning controls remain easily operable through the soft, transparent package. For further information, contact *Potentials In Marketing* at (612) 333-0471.



As reported in the Wireless Flash radio news service, Robert Half, who conducted the survey for Working Woman magazine, found that 84% of the U.S. executives polled feel employees with a sense of humor do a better iob. What's more, employees with a sense of humor are viewed as being more creative, less rigid, and more willing to embrace new ideas. Half notes that one doesn't necessarily need to be a clown to be The Boss (or else every MBA program would require classes titled, "The Bottom Line On One-Liners"), but an ability to look at life from the lighter side is essential.

After all, even more important than the ability to laugh at oneself is the ability to chuckle over the boss's jokes. That can make a B/G difference come raise and promotion time. Funniest thing we've ever heard...

POLLSTAR
TOP 20
CONCERT PULSE
LW TW ARTIST
1 1 ZZ TOP
4 2 RUSH
3 3 KENNY ROGERS -
5 4 ALABAMA
4 5 JOHN C. MELLENCAMP
6 6 PAT BENATAR
7 7 AEROSMITH
8 8 HEART
9 9 LOVERBOY
11 10 JANK WILLIAMS JR.
13 11 RATT
- 12 WILLIE NELSON
12 13 DAVID COPPERFIELD
15 14 DIO
10 15 MOTLEY CRUE
14 16 KISS
16 17 TWISTED SISTER
17 18 THOMPSON TWINS
AN AN CONFETE

19 20 NIGHT RANGER

The CONCERT PULSE is a weekly computerized report ranking each artist by their average box office gross reported per venue. Courtesy of POLLSTAR, a publication of Promoters' On-Line Listings. (800) 344-7383, or in California, (209) 224-2631.



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SOLID GOLD SATURDAY NIGHT starring Dick Bartley. The original, and the most successful, live music request call-in show in the U.S. featuring five hours of nen-stop party music

non-stop party music from the Golden Age of Top 40. Where every Saturday night,

thousands of fans from Baltimore to Hawaii call the tollfree hotlines to request their favorite hits from the 50's, 60's, and 70's.

TARRING

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The man who brings it all together is host Dick Bartley, America's leading authority on vintage rock, playing the original stereo recordings of the classics many of which are rare collector's items from our own spectacular library. That library of thousands of selections is indisputedly the best, most complete stereo collection of oldies in the nation.

The party goes on all night with listener participation, trivia, quizzes and incredible hits. And each week Dick spotlights a different artist, group or theme from the Golden Age of Top 40. In fact, it's not unusual for the superstars themselves to call in

and join the fun. In short, there's nothing like the music . . . the loyal following . . . the drawing power of SOLID GOLD SATURDAY NIGHT. So, come on! Join

the more than 250 affiliates nationwide that air the leading live oldies call-in show in America. SOLID

GOLD SATURDAY NIGHT. SOLID GOLD SATURDAY NIGHT is transmitted live, in stereo, via satellite, and is available on a barter basis.

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



Chicago Detroit

С

Dallas





(Pictured from left to right) James "Squirrel" Stadtmiller—Account Executive/Air Personality, Scott Shively—News Director, Chris O'Brien—Air Personality, Jim Fox—Operations Manager/Air Personality.

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

PRO:MOTIONS

Elektra Ups Pellegrino, Steinberg



Tony Pellegrino



Peter Steinberg

. 1

Elektra Records' National Single Sales Manager Tony Pellegrino has been promoted to East Coast Regional Marketing Manager. The nine-year WEA veteran has also served as single specialist/special projects coordinator at the WEA Philadelphia branch. Succeeding Pellegrino as National Single Sales Manager is Peter Steinberg. He joined the label in 1984 as an assistant to the VP/Sales.

PROS ON THE LOOSE

Ed Chandler - PD/middays Transtar Country Network (818) 764-7695

Pattl Cheeks - Assistant PD/MD WJXQ/Lansing (904) 788-2599

George Federick - Nights KLSC/Denver (303) 777-8654

Roger Piper - PD KXJX/Des Moines (515) 627-5959 or (515) 279-8630

Stacey Ruben - Overnights KVEG/Las Vegas (702) 734-7956

Melanie Woodward - News Director KOSO/Modesto (209) 545-3732

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I.R.S. Names Kelly, Blumenthal



Karen Kelly

Karen Kelly has been appointed National Director of Video Promotion for I.R.S. Records. The fouryear label veteran most recently served as Western Video Promotion Director/Tour Publicist/Tour Coordinator. Kelly will continue her Tour Coordinator duties. In addition, Lori Blumenthal comes aboard as National College Promotion Director. Before this she logged experience in the publicity department at Elektra Records, as an intern at A&M, and as a promotions representative for Columbia Pictures.

Hamilton Handles WLIF Co-op Sales

Frederic Hamilton Jr. has been tapped as Co-op Sales Coordinator at WLIF/Baltimore. Before accepting this post, he was Exec. VP at advertising agency Griffin, Hamilton & Thompson, Inc. Hamilton's career includes stints as Media Drrector for Mathis, Burden & Charles, Inc. and VP/Media Director at Griffin, Gottenkieny & Daly, Inc.

NYRN Promotes Two

The New York Radio Network. the joint sales division of WHN & WAPP/New York, has upped Davina Greenspan to Retail Sales Manager and Rae-Carole Fischer to National Sales Manager. Fischer joined NYRN as an AE in 1985, moving over from neighboring WNBC. Before coming to NYRN as an AE, Greenspan held similar posts at crosstown WBLS and WKHK.

Suite Beat **Bows Chameleon**

The Suite Beat Music Group has established a new subsidiary label, Chameleon Records. The label's first release is "Poison Love" by Blood On The Saddle, Chameleon may be reached at (213) 973-8282

Ferris Joins Wolfe Company



Wendy Ferris

The Wolfe Company, Inc. welcomes Wendy Ferris as Director of Public Relations. Prior to joining the firm, she held a similar post at Kragen and Company; before that Ferris served as West Coast Director of Public Relations for ASCAP.

Schlesinger New Allied Artists VP



Bob Schlesinger

Bob Schlesinger has been ap pointed VP/Marketing for Allied Artists Records. His background includes an internship at Los Angeles's Original Sound Studio and a period as partner/owner of BAM Management.

MCA Promotes Sobo



Morley Beth Sobo

Morley Beth Sobo has been upped to Manager/Product Services at MCA Records. She was previously Coordinator/Product Services. Before that Sobo spent two years as Art Coordinator for CBS Records/West Coast



Jack Gold

Jack Gold, whose record-business career dates back to 1957, has been named Song Consultant to Manhattan Records. He's a former Columbia VP/A&R who, prior to his retirement from CBS in 1982, worked with Johnny Mathis, Barbra Streisand, and Gladys Knight, among others

Friedman Creates Firm

Carol Friedman has exited as Elektra/Asylum's Creative Director to form her own company, which will specialize in full-scale visual services for recording artists. Friedman may be reached at (212) 925-4951

West Shifts To IVE

Former KMGG/Los Angeles personality and current media consultant Randy West has signed with International Video Entertainment to develop and implement radio advertising and promotional campaions

CHRONICLE Born To:

Christal Radio/New York Research Manager Art Salisch and wife Laura, a second daughter. Elizabeth Brooke, February 22.

• WOUR/Utica GM Jeff Chard and wife Kathy, their first child. Jennifer Alyssa, March 13.

KKLT/Phoenix PD Sam Church and wife Paula, daughter, Emma Grace, February 12,

EMI Records Assistant to the President Claire Paul-Cook and husband Steve, son Devon Charles, March 10.

Married:

KESI/San Antonio Assistant PD Jim Robinson to Ann Cherkis, March 3

KAAK/Great Fails PD Ted Rose to Diane Lindgren, on the air. March 21.

WRCK

K104

95XIL

MCA Names Kenswil, Fenelon



Lawrence Kenswil



Carol Fenelon

Lawrence Kenswil has been elevated to Director/Business and Legal Affairs at MCA Records. He was previously Associate Director/ Business and Legal Affairs. Kenswil joined the label two years ago from the law firm of Mitchell, Silberberg & Knupp. Succeeding him in his most recent post is Carol Fenelon. She most recently served as an associate at the San Francisco-based law firm of Orrick, Herrington & Sutcliffe.

CHANGES

Monique Smolonsky, Editorial Assistant for CBS Records/New York, has been promoted to Foreign Language Editor.

Barbara Rose Aglietti, former Executive Secretary at CBS Records/New York, rejoins CBS as Product Coordinator.

Roy Coates, former Customer Service Representative for CBS Music Theatre International/New York, joins CBS Records/New York as Product Coordinator

Stacy Banet, National Dance Club Promotion Director for I.R.S. Records/New York, adds East Coast Publicity Coordinator to her responsibilities.

Stevie Burk, former Sales Manager at KIRK & KRYL/Kirksville. joins KKLT/Phoenix as AE.

Frie



R&R FRIDAY, MARCH 28, 1986/17

WCKN

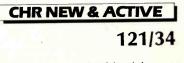
99KG



When It Feels This Good, Once Is Not Enough.

"Feel It Again" By Honeymoon Suite From Their Album *The Big Priz*e

This Week's Summary:



44 Up Moves 18 Debuts 34 Adds



Produced by Bruce Fairbairn Management: Stephen Prendergast/Head Office Management © 1986 Warner Bros. Records Inc. STREET TALK

After a few months of peace and quiet, CBS was back at the center of the rumor mill early this week. One report had oil baron MARVIN DAVIS eyeing the company, while another said LOEW'S CORP,, which already owns 11% of CBS, wants to take control. Chairman TOM WYMAN responded that CBS is not engaged in any negotiations, and plans to continue its path as an independent enterprise.

An enormous fire destroyed the 10,000-sq. ft. building housing KUPL-AM & FM/PORTLAND's four transmitters, knocking the Country combo off the air. A nearly-new FM transmitter is the suspected "culprit." PD BILL BRADLEY reports, "The phone call telling you it's on fire does not prepare you for what you see when you get there. But the whole market has shown incredible support. Listeners have called in offering to send in contributions. Our jocks are working regular shifts answering phones, which have been ringing off the hook. We want to maintain touch with the listeners." While both stations are expected back on next week, the AM will be at reduced power because the equipment controlling its directional array literally melted.

After two decades with WJR/ DETROIT, we understand VP/GSM JIM LONG is being promoted to President/GM for Cap Cities-ABC sister station WPRO-AM & FM/PROVIDENCE And advance congratulations to WGCLAM & FM/CHICAGO GSM ABE THOMPSON, who's moving up to VP/Station Manager. Details on both stories next week.

BIRCH has reset the timing of its quarterly surveys, moving up each sweep one month to more realistically tie in to the actual season cycle. March-May will now constitute the spring survey, June-August will represent summer, etc. As a result, Birch's quarterly reports will arrive a month earlier than Arbitron's.

Meanwhile, **ARBITRON** is considering conducting customized station qualitative research for subscribing stations as a new service. The idea involves "re-interviews" of diarykeepers, which could give stations detailed profiles of their listeners. Look for a decision by August.

Industry watchdogs are sniffing for clues to the new name for the METROMEDIA radio group when CARL



A LITTLE BIT O'SOLE — WXLP/Quad Cities Asst. PD/aftemoon man Gene Olson (above) leit sorry for former Philippine "Queen" imelia Marcos, who had to skip town and leave behind her 3000 pairs o' pumps. So, in tonguein-shoe fashion, Gene asked his weil-heeled listeners to send in their orthopedic offerings. In live days, folks forked over a live-foot flotilla (1500 pair) of waffle-stompers, work boots, and wingtips, from which a select sample will head for Hawaii. The AOR outjet laced up national publicity, and local charities will walk away with a ton of extra footwear.

BRAZELL & Co. complete their leveraged buyout (see Page 1). "We have a name selected but haven't announced it yet," said Carl. "We're searching to make sure it's available in all 50 states before we announce it." Could it be METROPOLITAN? After all, that was Metromedia's original name when Chairman JOHN KLUGE joined the company back in 1959.

Word on Wilshire is that former L.A. GM GORDON MASON is coming down from the "mountain of 'JOI" to become Executive Director of the SOUTHERN CALIFORNIA BROADCASTERS ASSQCIATION. Ratification of Gordon's appointment is expected next week, which will place BOB LIGHT, a longtime SCBA resident, into the organization's political arena with a nice, longterm contract.



Across town, DEAN GOSS has indeed left his morning show on RKO oldies outlet KRTH/LOS ANGELES for the same shift on crosstown AOR KMET, where he'll be teamed with DENISE WESTWOOD and newsman PARAQUAT KELLY. Taking over for Dean at KRTH on an

interim basis is JAY GARDNER (might ROBERT W. MORGAN get the Continued on Page 20





Siz.







UNITED KINGDOM

EBUT









SADE **RAY DAVIES** SY KENSIT E COUNCIL



Produced by Clive Langer and Alan Winstanley except "Absolute Beginners" and "That's Motivation" produced by David Bowie, Clive Langer and Alan Winstanley







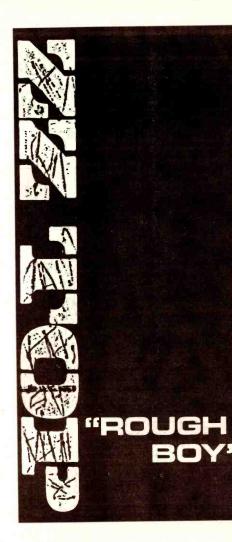


The soundtrack features: **DAVID BOWIE** and more.



[©] 1986 EMI America Records, a division of Capitol Records, Inc.

STREET TALK







C1996 Warner Bros. Records Inc. 20/ R&R FRIDAY, MARCH 28, 1986

Continued from Page 18

permanent slot?). Meanwhile, KRTH-AM & FM PD PHIL HALL has hired WTIC/Hartford's DAVE MICHAELS as Creative Services Director for the combo, which leaves 'TIC PD DAVID BERNSTEIN seeking someone who likes to make big productions out of things.

Newly-appointed FAIRWEST VP/ Programming REID REKER (R&R 3-21) is taking over as PD at AC outlet KEY103/ AUSTIN, and will set up shop for his consultancy work from there. "It makes sense to be at a station so we can put our ideas to practical use," says Reid. But, oops! KEY103 is a McVAY MEDIAconsulted station! So it looks like a consultant will be consulting a consultant. Maybe a consulting firm should buy the station ... but probably only after a thorough consultation.

JULIAN LENNON found himself backed up in traffic en route to a Concorde flight for an NBC Live Album Party broadcast March 20. So his taxi driver drove along the shoulder of the road to attract police attention (and an escort). Instead, a cop gave him a ticket, and J.L. missed his plane. But thanks to the assistance of NBC London Bureau Chief FRED KENNEDY, a live Transatlantic broadcast was wired up at the last minute with host DAN NEER in N.Y. and Lennon in London. NBC even managed to hook up phone call capability for its listeners, making the whole event a real "close call."

MICHELLE WALKER, a parttime DJ on WDTX/DETROIT, found herself out of work after winning a trip to Daytona Beach from competitor WCZY-FM. Michelle told the local paper that her bosses LORRAINE GOLDEN and JIM HARPER gave her the choice of accepting the prize and being off the team or declining the gift and staying on. "I asked when I'd work again," she said, explaining she hadn't been on 'DTX for two weeks. "I was told they didn't know. I decided not to remain on their team if it meant being on hold." Said Jim, "It's quite common and well-known that employees at one station do not accept prizes from another station. It will be interesting to see if she's going to end up working over at WCZY.

To heck with "The Price Is Right" professional contest players can make more money on L.A. AOR radio. Drive away one of **KLOS**'s Porsche 944s (they're giving away #11 now), or try **KMET**'s current key-song promotion, the "Million Dollar Minute." The winner gets 60 seconds in a bank vault to carry out up to \$1 million in cash.

WXRK/NEW YORK has a neat "Easter Sunday Acoustic Extravaganza" (make that Eggstravaganza) planned. Over 20 New York-area musicians, including SUZANNE VEGA and TOM PAXTON, will be playing live in the studio on VIN SCELSA's Sunday (3-30) morning show.

A tip of the hat to KLOL/HOUSTON's "Rock 'n' Roll Auction" that raised \$13,000 for the RONNIE LANE FOUNDATION, which helps distribute information on developments in research on Multiple Sclerosis.

Who are the gainers in the latest L.A. **ARBITREND?** New Urban **KPWR** (Power 106) climbed 1.9-2.6, while "Format 41" **KIQQ** rose again 3.2-3.9. AOR **KLOS** slipped 4.4-3.4 and CHR **KIIS-FM** dipped 8.5-8.0 but it's still #1 and back to giving away up to \$5K a day.

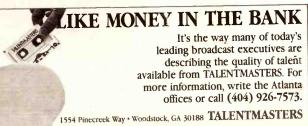
Are you a "gut-slamming" talk host? "You know who you are," says KFYI/ PHOENIX PD TOM LEYKIS, describing his idea of a good talent. Latest to come aboard is former WWDB/Philly PD/PM driver STAN MAJOR, who's now handling 9-noon.

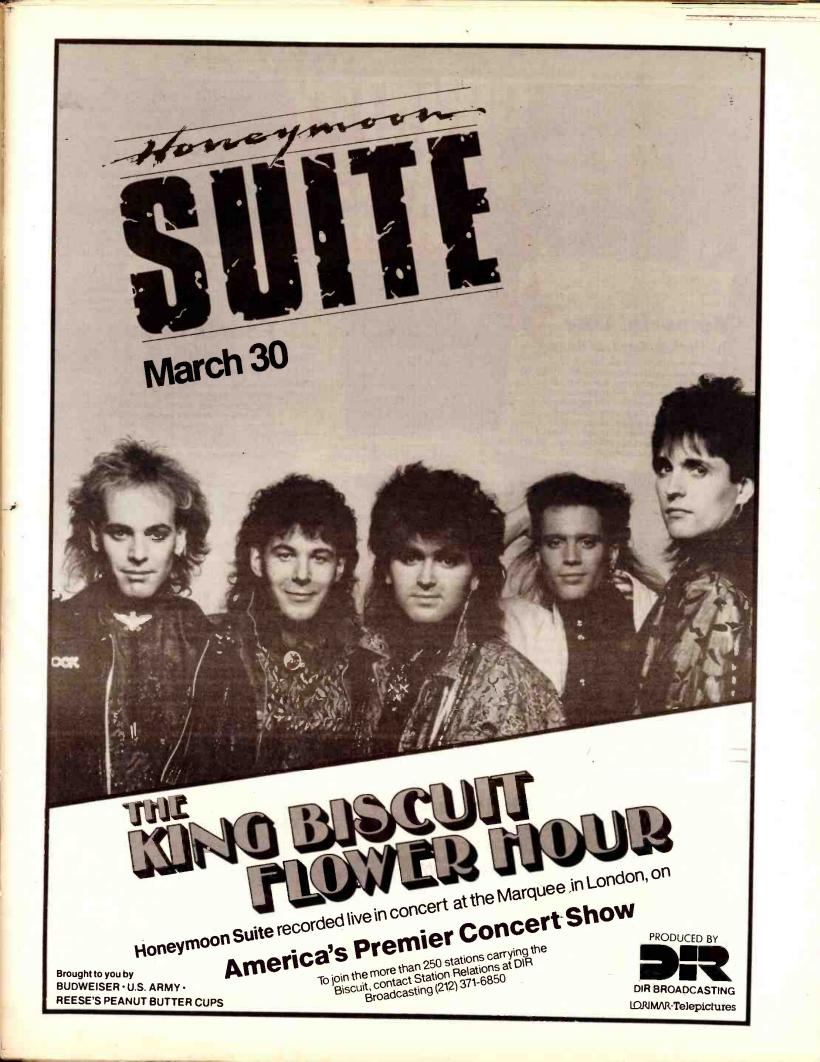
And speaking of good news talkers, one of America's best-known personality newscasters/morning sidekicks is coming out of a year's sabbatical. JIM REIHLE, remembered well for his years with Bill Tanner at Y100/Miami and WASH/ Washington, can be contacted at (406) 287-5608.

The new morning man at KKLI/ PORTLAND is none other than TOM PARKER, who made it "big" in San Francisco at KFRC, KYUU, K101, and KGO-TV after starting his career in the City of Roses at KGW.

Hopes for a speedy recovery to WGRD/GRAND RAPIDS MD SEAN STEVENS, who's in the hospital for back surgery. Sean'll be back in action in a few weeks.

And get-well wishes to **FRED KELLY**, who's recovering in Nashville's St. Thomas Hospital from a heart attack he suffered March 20. Fred is married to independent promoter **BARBARA KELLY**.





Memorial Day The Hank Williams, Jr. Story

May

Having recorded lifty albums, there is no doubt that this artist, who once existed in the 24 success in his amous father, has achieved success in his own right. His presence on the charts since 1964 is evidence of his ability to consistently please the audience, although his "outlaws" image has probably inhibited him in receiving his share of industry awards. He is one of country music's best selling album artists and draws some of its most youthful audiences

November Thanksgiving The Alabama Story 8

It was only a few short years ago that these four young men became the first successful country group to play their own instruments, as well as sing. Possessing songwriting talent, and the ability of find hit material written by others, quickly established them as recording stars. Their energetic live performances drew crowds comparable to the most popular rock acts and brought a new youthful audience to country music - in fact the 1985 Gallup poll even ranked them as one of the top five favorite groups among teens! Alabama has achieved one of the longest unbroken string of number one singles ever on the country charts.

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

For station clearance information call United Stations Programming Network Affiliate Relations De-partment in Washington, D.C. at (703) 556-9870.



6

13 14

27 28

21

25

20

27

18

The Award Winners

This year, more traditional forms of country music, albeit performed by fresh young stars, swept the Country Music Association Awards. Top male vocalist George Strait, top female vocalist Reba McEntire and group/duo win-ner The Judds tell their stories in exclusive one hour music/interview profiles. These three stars have been voted as the best in country music today.

Christmas **Christmas** Around 17

December

The Country 1986

This program has become an annual Christmas tradition with Country radio. In a newly produced show every year—not metely an update—country artists share their christ-mas plans and holiday memo tes. The lates seasonal songs, as well as old favorites by country radio's biggest stars, provide the musical reason for each artist's appearance

2 3 Fourth of July Ricky Skaggs!8 The Great Entertainer His reverence for traditional forms of coun-

try music coupled with his ability to successfully update them, contributed to this artist's immediate acceptance with his major label debut in 1981. His years on the bluegrass circuit and as a session musician had well equipped him for success and he became country music's fastest rising star. Still in his early thirties, he is recognized as a top record-ing artist, producer and this year's Country Music Association Entertainer Of The Year.

New Years 17 The Willie Nelson Silver Anniversary Special 18

Lanuar

delebrate a milestone with country music's Oelebrate a milestone with county music's most revered singer/softgwitter on the occa-sion of the 26th anniversary of his first national hit records "Touch Me" and "Willingly". Of course, the story begins even earlier with Willies first songwriting successes and will include not only his solo hits, bút his collaborations with such artists as diverse as Merle Haggard, Ray Charles, Ray Price and Waylon Jennings. This commemorative radio special with the superstar himself will be an important radio event.

RATINGS AND RESEARCH



JHAN HIBER

The Next Generation Of Research

The last few years have seen a dramatic increase in the sophistication of radio programming, marketing, and selling. As the sophistication has increased, the need for accurate, action-oriented research has also increased. Today, telephone perceptual studies, focus groups, and music tests are not only common but considered mandatory by most major broadcasters. However, in spite of the growth in the use of radio research and the multiplication of techniques, research has not responded to the growing complexities of modern broadcasting.

Research continues to examine listeners' perceptions of stations and look at the differences between radio stations in a broad sense. This type of general, broadbrushstroke information was sufficient when there were fewer radio competitors. With one Top 40, one Adult Contemporary, a rock, and a Country station in a market, differences between stations were large; the "big picture" was sufficient to formulate better programming and target marketing.

Now most markets have several stations in each format. For example, a single market can have three or four AC stations, each attempting to appeal to a slightly different audience. There is an urgent need for research to be more specific, concrete, and action-oriented.

The next generation of research must address areas that have not been examined at all or inadequately. Advertising is rarely investigated in market research. Music trends are generally ignored. And personality has been given little attention. Let's look at a few

of the issues, which should be the focus of the next generation of market research for radio.

Marketing And Advertising Advertising can represent a large percentage of station operation. Yet, in spite of the large dollar amounts spent, less is understood about effective advertising than most other aspects of radio. To make the most efficient use of the advertising dollar, stations must know how much money to spend, where to spend it, and what to say.

The next generation of advertising research must answer these questions:

 Is it better to buy a few expensive prime time commercials or a larger number of less expensive commercials? Can we buy around prime time?

 Do we need 30-second commercials? When are 15-second commercials as effective?

· Is it possible to spend too much money on advertising?

By Jon Coleman

· What types of messages will motivate listeners to try our station? Does the message vary by different age groups or listeners to different formats?

· Can outdoor be a cost-effective alternative to television in certain situations?

Personality

Music research has reached a high level of sophistication. Time and again music research has demonstrated its value in aiding broadcasters in determining the songs that listeners like and dislike.

An equally important element of radio is personality. However, personality has been virtually ignored. Research measures the awareness of personalities, but it does not help in determining the best approach for personality on a radio station. Research tells us that humor is important, but it does not tell us what is funny.

The next generation of personality research must answer these questions:

- Is a specific disc jockey right for our station?
- · Should he be alone or should we put him together with a team?
- . When is a "morning zoo" right for a particular station?
- Can we test humor bits like we test songs?
- Is some humor too blue or too corny for my listeners?



 What is the listener reaction to laugh tracks and how often should they be used?

· What is the listener reaction to preproduced character bits?

· Are phone bits funnier than preproduced hits?

Trends In Music

Some people believe that radio is very good at reacting to changes in music tastes. Unfortunately, radio stations more often react to changes slowly and inappropriately. Consequently, many radio stations fail to be fully in synch with its listeners' tastes. Determining the future of every format depends on being able to anticipate changing trends in music

The next generation of music research needs to answer these questions:

· Do formats really die? What is the future of Easy Listening, Country, and every other format?

· Is a change in music tastes temporary or permanent? Is it a trend or a fad?

Where is my format going?

. If my listeners' music tastes are changing, will I need to change formats, or can I evolve?

Sales

Advertising, personality, and music trends are only three of the areas that research has not addressed adequately. There is one area, however, that research has not touched. Except for rating services, radio sales has been virtually ignored. Yet, research can help

Jon Coleman is President/founder of Coleman Research, Inc. His 11 years' experience in radio research and marketing includes work with Frank N. Magid Associates, From there he went on to found Audience Development, Inc., a subsidiary of TM Productions. A year later he established The Media Associates, which handled both radio and TV stations: in 1980 Audience Analvsts was created from The Media Associates to exclusively serve radio stations. In 1983 the name Audience Analysts was changed to Coleman Research.

sales as much as it has helped programming.

Radio serves two customers, the radio listener and the radio time buyer. Over the years we have learned much about the radio listener. Isn't it time we learned as much about the radio buyer? The next generation of sales research must answer these questions:

· How do advertisers perceive different radio stations? · What kinds of services are time

buyers looking for? · Should I put my money into time buyer cruises or into qualita-

tive audience research? · How can we make radio advertising more effective for our customers?

Conclusions

Research continues to ask the same questions and come up with the same answers. Within the re-search business, it has been the methodology that has been the focus of change. Research companies have changed the methods by which they ask the same old questions, rather than closely examining the needs of radio stations and developing ways of addressing the demand for more sophisticated information.

There are literally hundreds of questions in programming, marketing, and sales where we need more specific and concrete answers to take radio to the next level of sophistication. The next generation of research requires that we answer these questions

Flexible. Complete. **DC**a

Every week we will supply your station with all the necessary materials and information to construct your very own "network-style" weekly music interview/profile special hosted by your own station's air talent and today's hottest and brightest music artists. Each week your station could be rolling out the red carpet for such super performers as Huey Lewis, Whitney Houston, Journey, Lionel Richie, Hall & Oates, Michael Jackson, Phil Collins, Starship, Wham!, Tina Turner - a virtual Who's Who from the music world!

U HOST IT is flexible and local. You title the show, and program the music that fits your station. We have inventively formatted U HOST IT for both CHR and uptempo AC stations. For your demo and exclusively in your market, call our National Sales Office:



Post Office 22 Boston, Massachusetts 02168 Tel. (617) 449-0885 or in Los Angeles (818) 880-6105 **BOOKSHELF**

345) THE PROGRAM DIRECTOR'S HANDBOOK. Bob Paiva The author strips away mystique and misinformation to provide a wealth of practical information and thoughtful examination of the program director's functions, the creative, the administrative, and the profit-making responsibilities, as well as special latents required for success. 162 pp.(P) 59.95

341) AN INSIDERS GUIDE TO ADVERTISING MUSIC. Walt Woodward An excellent reference for advertising music professionals which goes right to the heart of the ingle industry. Detailed, informative, and naisghthul, it covers how and why music works in advertising, when and how to use it, and all crucial elements of production for quality radio and TV campaigns 126 pp.(H) \$14.95 Optional cassette \$5.95 extra

310) HOW TO MAKE AND SELL YOUR OWN RECORD. Diane Sward Rapaport This brand new edition offers technical information, practical tips, and business guidance for sell-production of record and cassette releases. Every aspect of a recording project is covered, from planning and budgeting through sales and promotion. Includes sample forms and worksheets as well as advice on raising morey and negotiating contracts. 167 pp.(P) \$12.95

306) THE PLATINUM RAINBOW. Bob Monaco, James Riordan The best book on approaching the music industry rationally and realistically, it includes sections on self-pormotion and finding a manager, producer, agent. Complete analysis of rehearsals, the stage, the song, the demo or master, studio prepartion and recording, the deal, record labels, radio, charts, critics, etc. With directories. 240 pp.(P) \$9.95

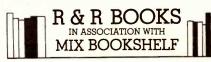
 161)
 1985
 PROFESSIONAL AUDIO BUYERS GUIDE. SIE Publishing

 This audio product reference yearbook profiles thousands of products from scores of manufacturers. It is Indexed both by brand and generic names for instant accessibility, including model numbers, pictures, features, technical specifications, and retail prices for comparison.
 178 pp.(P)
 \$14.95

131) HOW TO BUILD A SMALL BUDGET RECORDING STUDIO FROM SCRATCH. F. Alton Everest Presents the information needed for design, construction, and operation. The emphasis is on budget studios suited to efficient production of audio/visual, radio, television, and film material stressing function, economy, and good sound quality. Includes 12 tested designs. 336 pp.(P) \$11.95

120) CRITICAL LISTENING COURSE. F. Alton Everet: This invaluable course specifically addresses the important nuances of the audio world. The 106 page training manual with ten pre-recorded lessons on cassette tapes lead you from basic to advanced listening techniques in increasing progression. Topics include estimating frequency, frequency band limitations, sound level changes, components of sound quality, frequency response irregularities, various types of distortion, reverberation effects on speech and music, signal vs. noise, and voice colorations. \$129.95

104) RECORDING STUDIO HANDBOOK. John Woram A complete handbook dealing with every major aspect of recording technology, including transducers, compressors, lape recorder alignment, mike techniques, limiting and expanding, noise and noise reduction, signal processing, magnetic recording, and recording consoles and techniques. 481 pp.(H) \$39.50



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CREDIT CARD			EXP. DATE

RATINGS

FALL '85

Arbitron Demographic Rankings

Philadelphia

WMMR Sweeps All Adult Demos; WUSL Retains Teen Control, But Sinks In Older Demos; WKSZ Grows In Older Adult Demos; WSNI Posts Gains With All Adult Demos.

Sur	n Fa	12-17	Sum	Fa	18-34	Sun	ı Fa		Sun		25-54
'85	'85	Rank	'85	'85	Rank	'85	'85	Rank	'85	'85	Rank
1	1	WUSL (B/U)	1	1	WMMB	1	1 -	WMMR	1	1	WMMR
2	2	WCAU-FM (CHR)	2	2	WUSL	3	2	WMGK	2	2	WMGK
3	3	WMMR (AOR)	5	3	WIOQ	2	3	WUSL	6	з	WSNI
4	4	WYSP (AOR)	3	4	WDAS	6	4	WSNI	8	4	WIOQ
6	5	WDAS (B/U)	4	5	WMGK	5	5	WIOQ	11	5	WKSZ
5	6	WZGO (CHR)	9	6	WSNI	4	6	WDAS	5	6	WEAZ (B/EZ)
8	7	WPST (CHR)	6	7	WYSP	13	7	WKSZ	7	7	KYW
7	8	WMGK (AC)	7	8	WCAU-FM	10	8	KYW (News)	9	8	WXTU
9	9	WSNI (AC)	10	9	WKSZ (AC)	9	9	WYSP	3	9	WUSL
18	10	WIOQ (AOR)	8	10	WZGO	-	10	WXTU	4	10	WDAS

Detroit

WJLB Now Top Choice Of 18-49, Runner-up With Teens And 18-34; WHYT Now Teen Champ; WRIF Leads With 18-34, Slips In Other Demos; WDTX Makes Good Debut

						with reen	S Allu	10-0	4.			
-	um 35 '	Fa '85	12-17 Rank	Sur '85	n Fa '85	18-34 Rank		Fa '85		Sun '85	7 Fa '85	25-54 Rank
		0.5				WRIE	2	1	WJLB	1	1	WJR
2		1	WHYT (CHR)	1			4				-	
1		2	WJLB (B/U)	2	2	WJLB	1	2	WRIF	5	2	WNIC
3	- 2	3	WCZY-FM (CHR)	5	3	WLLZ	4	3	WNIC	3	3	WJLB
5		4	WLLZ (AOR)	3	4	WNIC	5	4	WCZY-FM	6	4	WCZY-FM
-		4		-	5	WCZY-FM	8	5	WLLZ	8	5	WOMC
4	:	5	WRIF (AOR)	4	-			-				WJOI (B/EZ)
-		6	WDTX (AC)	6	6	WHYT	3	6	WJR (Misc)	4	6	
8		7	WNIC (AC)	8	7	WKSG (Gold)	9	7	WHYT	2	7	WRIF
6		8	WGPR (B/U)	10	8	WOMC (AC)	10	8	WKSG	11	8	WKSG
10		9	CJOM (AOR)	13	9	WJZZ (Jazz)	6	9	WOMC	18	9	WLTI
		~					18	10	WLTI (AC)	8	10	WWWW (Ctry
11	1	0	WMJC (AC)		10	WDTX	10	10	WEIT (AC)	0	10	

Boston

WBZ Now On Top Of 25-54 Demo; WBCN First With Young Adults, Second Choice Of Older Adults; WXKS Places Second in 18-34 & 18-49; WSSH Achieves Good Adult

					Gro	win.					
Sur '85	n Fa '85	12-17 Rank		1 Fa '85	18-34 Rank	Sun '85	Fa '85	18-49 Rank	Sun '85	'85	25-54 Rank
1	1	WHTT (CHR)	1	1	WBCN	1	1	WBCN	3	1	WBZ
4	2	WZOU (CHR)	2	2	WXKS	2	2	WXKS	1	2	WBCN
2	3	WXKS (CHR)		3	WZLX (Gold)	9	3	WBZ (AC)	2	3	WHDH
5	4	WAAF (AOR)	5	4	WROR	3	4	WROR	8	4	WSSH
3	5	WBCN (AOR)	7	5	WMJX (AC)	10	5	WSSH (AC)	3	5	WROR
7	6	WROR (AC)	6	6	WVBF	4	6	WVBF	5	6	WVBF
8	7	WILD (B/U)	4	7	WHTT	8	7	WHDH (AC)	6	7	WXKS
9	8	WVBF (AC)	16	8	WILD	1	8	WZLX	13	8	WBOS
16	9	WBOS (Ctry)	3	9	WAAF	5	9	WMJX	10	9	WJIB (B/EZ)
11	10	WHJY (AOR)	13	10	WSSH (AC)	6	10	WHTT	13	10	WRKO (Talk)

Houston-Galveston

KKBQ-FM Now Leads With Teens, Steady Second With Young Adults; KMJQ Maintains Dominance With 18-34 and 18-49, Slips to Second With Teens and 25-54; KFMK Grabs

	7 Fa '85	12-17 Rank	Sun '85	n Fa '85	18-34 Rank	Sun '85		18-49 Rank	Sun '85	n Fa '85	25-54 Rank
'85	.92			0.5	KMJQ	- 4	1	KMJQ	4	1	KEMK
2	1	KKBQ-FM (CHR)	1	1						4	KMJQ
1	2	KMJQ (B/U)	2	2	KKBQ-FM	4	2	KKBQ-FM			
3	3	KRBE-FM (CHR)	5	3	KSRR	6	3	KFMK	2	3	KIKK-FM
4	4	KSRR (AOR)	4	4	KLTR	2	4	KLTR	7	4	KODA -
6	5	KYOK (B/U)	3	5	KLOL	3	5	KIKK-FM	5	5	KKBQ-FM
5	6	KLOL (AOR)	8	6	KFMK (AC)	7	6	KSRR	3	6	KLTR
9	7	KILT-FM (Ctry)	6	7	KIKK-FM	10	7	KODA	6	7	KILT-FM
7	8	KIKK-FM (Ctry)	7	8	KBBE-FM	-5	8	KLOL	8	8	KTRH
'			9	9	KILT-FM	8	9	KILT-FM	10	9	KSRR
8	9	WLTR (AC)	-	-		-	-		0	10	KQUE (AC
	10	KXKX (Span)	10	10	KODA (B/EZ)	11	10	KTRH (News)	9	10	KOUE (A

24/ R&R FRIDAY, MARCH 28, 1986

FROM LOS ANGELES TO LONG BRANCH . . . FROM MIAMI TO MARQUETTE . . . FROM SALT LAKE TO SOUTH BEND . . .

In the past 90 days CONCERNED STATION MANAGEMENT in more than 25 markets signed WEISS & POWELL, INC. as their National Representative.

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Radio Update #5 HANDSACROSSAMERICA[™]

Federal Express To Distribute Hands Across America Record

"Hands Across America," the official anthem of the coast-to-coast human chain introduced to the U.S. during the March 28 Good Friday simulcast, has been released as a single by EMI-America.

To make the song available for promos and other Hands related events, Federal Express has donated their services and is overnighting the single to 500 key R&R reporting stations nationwide.

Jim Mazza, President of EMI-America, who provided the record to Federal Express said, "All of us at EMI-America are delighted to be a part of this once-in-a-lifetime experience. And we couldn't think of a better, and faster way to get the record in the hands of program directors than by Federal Express."



Celebrities Record Radio Updates

Starting this Monday, March 31, United Stations Radio Networks will begin supplying daily news-and-information updates to the thousands of stations that have affiliated with the "Hands Across America Coca-Cola Radio Network."

Stations will find these reports extremely useful in keeping listeners aware and involved in the progress of the historic event taking place on May 25th. Film Stars Kathleen Turner, Glen Close, Christopher Reeve and Susan Anton recently visited the USRN studios in New York to add their support for the project by recording updates.

Ohio Hands Office Opens

Ohio Governor Richard F. Celeste adds his name to the thousands of Ohioans backing Hands Across America. Governor Celeste was joined by singer Judy Collins at the official inauguration of the "Hands" office in Columbus on March 12th.



Food Industry Back Hands Across America

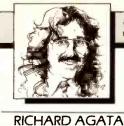
Safeway Stores and Famous Amos Cookies have given their support to the 4000 mile human chain stretching from the New York to Los Angeles on May 25th.

All bags of Famous Amos Cookies sold between March and the event will include an invitation to "Join Wally (Amos) in Line." Famous Amos is also providing counter sign-up cards in all Famous Amos Cookie stores along the Hands Across America route.

Beginning in April, Safeway Stores will include information about Hands Across America on 62,000,000 grocery bags used in their 2000-plus stores nationwide.



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



SPORTS ON RADIO

BROADCASTING TRIPLE-A CHAMPION REDBIRDS BASEBALL

WAVG: Louisville's Slugger

WAVG is fighting a tough ratings battle in Louisville. The AC-formatted AM (WAV 970) is pitted against WHAS and WRKA, both of which can throw a mean fastball. But WAVG has a power hitter in its programming lineup – the Louisville Redbirds.

When the Henson Broadcasting Co. purchased the station in 1981, it simultaneously announced the Redbirds would be coming to Louisville, and that WAVG would be carrying their broadcasts. Since teaming up, WAVG has watched its ratings steadily improve, while the Redbirds have won three AAA minor league baseball championships, including two in a row.

Station Manager Ed Henson says. "At night in the spring book, we've been in the top three or four every year we've had the Redbirds." The latest Arbitron shows WAVG up from 5.5-6.8, 12+. "We're real ex-

"Phil Donahue should be glad A. Ray Smith didn't become a talk show host. Frankly, you wouldn't want to put a lot of team owners or presidents of businesses on the radio."

-Ed Henson

cited because now that Arbitron is doing continuous measurement. we'll finally get a summer book. So it's going to be interesting to see how baseball does in the summer."

A Major League Broadcast

"From day one," continues Henson, "our approach has been that the Louisville Redbirds were going to be a major league product, and we wanted a major league broadcast." To ensure this WAVG, to gether with the encouragement and support of Redbirds President A. Ray Smith, employs two announcers at home and on the road for every game.

WAVG does two pre-game and two post-game shows. Art Metzler, WAVG Sports Director and Redbirds play-by-play antiouncer,





A. Ray Smith Art Metzle.

Jim Fregosi



A WINNING TEAM — WAVG and the Redbirds have shared a cozy nest in Louisville since 1981, when the Henson Broadcasting Co. purchased the station and announced its affiliation with the ball club that same night. Pictured above is a bumper sticker copromotion; in the center photo are (I-r) Redbirds President A. Ray Smith, WAVG Sports Director/play-by-play man Art Metzler, and Redbirds Manager Jim Fregosi; below is the newly-renovated and always packed Cardinal Stadium.

"If you're talking about any one feature, radio is very important to whatever success we've enjoyed here." --A. Ray Smith

says, "It's a pattern set by the majors." Metzler, a radio veteran of nearly 40 years, used to call the plays of the Knoxville Smokies. He recalls, "That was a real bus ride through the mountains league." Describing the Redbirds, he notes, "They are, without question, the most successful minor league franchise in the country, ever."

WAVG added to last year's success by joining forces with Delta Airlines to pull off a unique promotion. The Redbirds are the St. Louis Cardinals' affiliate, so WAVG conducted continuous registration at the ballpark to send four people to New York in June for a Mets-Cardinals game. Four more people were then dispatched to Minnesota for the July All-Star game. And, finally, four more fans were flown to St. Louis for the October World Series against the Kansas City Royals.

> Mr. Smith Comes To Louisville

Radio's role in the Redbirds' success is best expressed by club owner A. Ray Smith. He says, "No question about it. If you're talking about any one feature, radio is very

"The Louisville Redbirds are without question the most successful minor league franchise in the country, ever."

-Art Metzler

important to whatever success we've enjoyed here." In fact, the outspoken Smith even has his own radio call-in show on WAVG.

"Phil Donahue should be glad A. Ray Smith didn't become a talk show host," adds Henson. "Frankly, you wouldn't want to put a lot of team owners or presidents of businesses on the radio." But Smith is decidedly different. The quick-Continued on Page 28

R&R FRIDAY, MARCH 28, 1986/27

SPORTS ON RADIO

WAVG: Louisville's Slugger

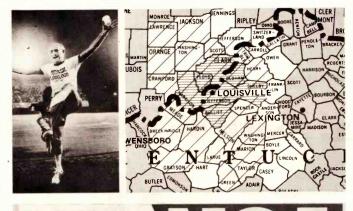
Continued from Page 27

witted owner brought his Springfield Redbirds to Louisville after the city had gone for ten years without a baseball team. "The chief thing that's really made him successful," says Henson, "is the city was really crying for baseball."

"We have promotions almost every weekend," says Smith. "We copied the Dodgers all the way. Most of our promotions are based

"We integrate ourselves within the community problems . . . it's just part and parcel of being one big family."

on radio communication; we put great emphasis on it." Although Smith champions the Redbirds' big league approach to radio coverage, his opinion of most radio play-byplay is less than flattering. "In general it's lousy. But there are some good ones. It runs the gamut from bad to outstanding. In the major





Competitor. (kom peti ter)

1. one who competes, as a business rival **2.** he who strives to be the best, through intelligent use of IDB satellite transmission facilities



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leagues it's mediocre; in the minor leagues it stinks."

One Big Family

Metzler, who's been with WAVG since 1959, believes success is owed to the fact that Smith "has couched his whole operation in the context of a big family." The announcers make public appearances with the ballplayers at hospitals, and "we try to make ourselves as visible as possible.

"We integrate ourselves within the community problems, if we can. It's just part and parcel of being one big family. I think the fans recognize that we are the station with the broadcast. No matter what type of promotion we do, we tie in our call letters with the Redbirds." "From day one our approach has been that the Redbirds were going to be a major league product, and we wanted a major league broadcast."

-Ed Henson

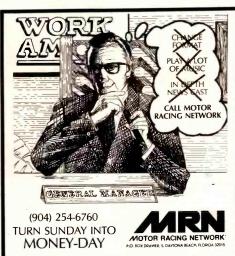
Another ingredient of the winning formula in Louisville is Jim Fregosi, the field manager. Fregosi toiled 11 years at short stop for the Los Angeles and California Angels. He was often the teams' only all-star before being traded to the Mets for Nolan Ryan. Ironically, it was with Ryan's help that Fregosi, as manager, led the Angels to their first Western Division crown in 1979. But since it's baseball's rule that managers are hired to be fired, the Angels did just that with Fregosi. Then Smith hired him, and the Redbirds found themselves a skipper with bona fide cre-dentials. In fact, the Sporting News named him AAA Manager of the Year for 1985.

Record-Breaking Attendance

The Louisville Redbirds have set four of the top five attendance records in minor teague basehall history – and in as many years. The best year was 1983 when over one million fans helped the Redbirds break by nearly 400,000 the previous record set in 1946 by the San Francisco Seals. "WAVG does an outstanding job in publicizing our ball club," comments Fregosi, "and they really help our attendance."

Renovating Cardinal Stadium (named for the University of Louisville's Cardinal football team and not the Redbirds' parent club) has also boosted attendance figures. Continued on Page 31

Continued on rage of



From Seattle Mariners' baseball to New England Patriots' football, from basketball to hockey to big-city marathons, the Sports Division of CBS Radio Representatives is a non-stop winner, with play-by-play fifty-two weeks a year!

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.

WEEI BOSTON New England Patriots Football Boston College Eagles' Football and Basketball Boston Marathon Sports Scope Sports Final S.z.

WCBS NEW YORK St. John's Univ. 'Redmen' Basketball New York City Marathon

WCAU PHILADELPHIA Philadelphia Philles Baseball Tempie Unix: 'Owls' Football Villanova Unix: 'Wikicats' Basketball Big Five Basketball Sportsline Sports Final

WSUN TAMPA/ST. PETERSBURG Tampa Bay Buccaneers' Football Florida State Univ. 'Seminoles' Football and Basketball NFL Report

WWJ DETROIT Univ. of Michigan 'Wolverines' Football and Basketball Detroit Pistons Basketball

WBBM CHICAGO Chicago Blackhawks Hockey Univ. of Illinois Illini' Football America's Marathon Bear Taik' 'Hawk Taik' Sportsline

WCKY CINCINNATI Univ. of Cincinnati 'Bearcats' Football and Basketball Sportstalk

KMOX ST. LOUIS St. Louis Cardinals Baseball St. Louis Cardinals Football Univ. of Missouri 'Tigers' Football and Basketball St. Louis Univ. Basketball Sports Openline

WCCO MINNEAPOLIS/ST. PAUL Minnesota Twins Baseball Univ. of Minnesota 'Gophers' Football, Basketball and Hockey Twin Crites Marathon Prep Parade Outdoor Seasonal Sports Sports Huddie Sports Hudline

KTRH HOUSTON Houston Astros Baseball Houston Rockets Basketball Southwest Conference Football Sportsbeat

KTAR PHOENIX Arizona State Univ. 'Sun Devis' Football, Basketball and Baseball Phoenix Suns' Basketball Los Angeles Dodgers' Baseball Arizona Outlaws USFL Football Soortsline

KIRO SEAT TLE Seattle Seahawks Football Seattle Mariners Baseball Seattle Supersonics Basketball Univ. of Washington 'Huskies' Football and Basketball Sportsline

KCBS SAN FRANCISCO San Francisco 49ers' Football Stanford Univ. 'Cardinal' Football and Basketbali San Jose State 'Spartans' Football

KNX LOS ANGELES Univ. of Southern California 'Trojans' Football and Basketball KFMB SAN DIEGO

San Diego Padres Baseball

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- Assists with pricing, packaging, merchandising and sales development
- Teams up with client stations to cultivate new advertisers and account opportunities and work on local endorsements to solidify sports sales

Christal Katz Republic Katz Radio Group. The best.

SPORTS ON RADIO

WAVG: Louisville's Slugger

Continued from Page 28

The stadium can now seat about 35,000. "It's an exciting ballpark; the fans are great," adds Fregosi.

Fregosi hosts a pre-game show on WAVG and beginning this season will emcee his own television show. He may also get the chance to manage his son, since Jim Jr. is a shortstop for the Cardinal organization. "He would probably have an easier time adjusting to it than I would," points out Fregosi. "When he gets ready for AAA ball, it may be the time I'm ready to get out of

"WAVG does an outstanding job in publicizing our ball club, and they really help attendance."

—Jim Fregosi

here. I'm really in no hurry. I'd like to go back and manage in the big leagues someday, but right now I'm in kind of an ideal situation."

Historical Notes Professional baseball in Louisville dates back to 1875 when the

· p

BIG LEAGUE BROADCASTERS Baseball's Radio

Announcer Lineup

Following is a complete listing of major league baseball teams, the radio stations they broadcast on, and their announcers. All employed ex-players are printed in bold type.

National League

Atlanta Braves/WSB — Ernie Johnson, Pete Van Wieren, Skip Carey, and John Sterling.

Chicago Cubs/WGN — Milo Hamilton, Vince Lloyd, and Lou Boudreau.

Cincinnati Reds/WLW — Marty Brennaman and Joe Nuxhall. Houston Astros/KRBE & KRBE-FM — Gene Elston and Dewayne Staats.

Los Angeles Dodgers/KABC — Vin Scully, Jerry Doggett, and Ross Porter. Montreal Expos/CFCF (English) and CKAC (French) — Dave Van Horne,

Duke Snider, Tommy Hutton, and Ron Reusch; Jacques Doucet and Claude Raymond.

New York Mets/WHN.— Bob Murphy and Gary Thorne. Philadelphia Phillies/WCAU — Harry Kalas, Andy Musser, Richie Ashburn, and Chris Wheeler.

Pittsburgh Pirates/KDKA — Larry Frattare and Jim Rooker.

St. Louis Cardinals/KMOX — Jack Buck, Dan Kelly, and Mike Shannon. San Diego Padres/KFMB — Jerry Coleman and Dave Campbell. San Francisco Giants/KNBR — Hank Greenwald and Phil Stone.

Ameircan League

Baltimore Drioles/WFBR — Jon Miller and Tom Marr. Boston Red Sox/WPLM — Ken Coleman and Joe Castiglione. California Angels/KMPC — Bob Starr and Ron Fairly.

Chicago White Sox/WMAQ — Joe McConnel, Don Drysdale, and Early Wynn. Cleveland Indians/WWWE — Herb Score and Steve Lamar.

Detroit Tigers/WJR — Ernie Harwell and Paul Carey. Kansas City Royals/WIBW — Denny Mathews and Fred White. Milwaukee Brewers/WTMJ — Bob Uecker and Pat Hughes. Minnesola Twins/WCCO — Herb Cameal and Joe Angel. New York Yankees/WABC — Phil Rizzuto. Frank Messer, and Bill White. Oakland Athletics/KSFO — Bill Long, Lon Simmons, and Wayne Hagin. Seattle Mariners/KVI — Dave Niehaus and Rick Rizza. Texas Rangers/WBAP — Mark Holtz and Eric Nadel. Toronto Blue Jays/CJCL — Tom Cheek and Jerry Horwarth.





YEARBOOK

National League was formed; the city was a charter member. Hall of Famer Honus Wagner played three years there until the franchise moved to Pittsburgh and became the Pirates.

Louisville also holds the distinction of being a charter member (in 1901) of the American Association, to which it now belongs. The team was always known as the Colonels and had a permanent home in Louisville until 1972, when a string of unusually successful University of Louisville football teams forced baseball out. Only when public outcry became a roar and the right owner was found did Louisville resume a 110-year tradition.

In 1884 a Louisville player also helped keep the tradition alive and made a noteworthy contribution to the sport at the same time. Slugging outfielder Pete Browning broke a bat he had made himself, and went to woodworker J.F. Hillerich to craft a new one. Hillerich to craft a new one Browning performed so well the next day that his teammates wanted custom bats, too. That was the birth of the Hillerich & Bradsby bat manufacturing company and the Louisville Slugger.



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THE JOYS OF SUMMER

Bob Costas: "An Almost Perfect Game"

He drinks milk. He smiles too much. He's too young to be doing this. He doesn't take his profession seriously. He's too good-looking, and wears argyle sweaters. All he can do is call the playby-play of Ahmad Rashad's Thanksgiving Day marriage proposal to Phylicia Ayers Allen. And his approach is too Lettermanesque (of the late-night David-type).

These are all fashionable criticisms about sports announcerbroadcaster Bob Costas. He's the host of Clayton Webster's "Sports Flashback," baseball play-by-play announcer for KMOX/St. Louis (and television), and "NFL '85" (and '86, most likely) host on NBC TV. He is one of sports announcing's brightest stars, attested by his recent receipt of the "Sportscaster Of The Year" award bestowed by the National Sportscasters and Sportswriters Association. With opening day coming up just next week and over six months of major league action pending with the first pitch, Costas speaks candidly about the profession of playby-play and the current state of the game of baseball.

Ear vs. The Eye

R&R: Having worked in both radio and television, which medium do you believe best translates the true action of a same?

true action of a game? BC: I honestly believe that in many ways radio is the superior medium to television. There is no doubt that the great radio announcer must have greater powers of description than does the great TV announcer. As Vin Scully and Red Barber have both said, "They give you a blank canvas, a bucket of paint, and a brush, and you create the picture. On TV the job is different: the picture is already there, and you have to write a caption." Each job is a challenge, but radio probably allows a truly good announcer to show a greater range of skills than TV does.

R&R: What makes or breaks the great play-by-play announcer?

BC: Outstanding announcers each have a distinct style. Up to a point you can call it craftsmanship, but beyond that you need a flair, as well as talent and style – something that sets you apart from the rest. This is the difference between the -very good, competent professionals and the memorable stylists. R&R: How does one become a memorable stylist?

BC: I always shy away from giving advice because I think every 32/ R&R FRIDAY, MARCH 28, 1986

Bob Costas

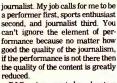
person's situation is different. I don't know how it is that I've done what I've done. I didn't have any particular plan to do it, and what has worked for me might not work for someone else. Still, I'd have to say that the number one rule is you can't go into any sports broadcast unprepared. Sports fans will spot a lack of knowledge or slipshod preparation very quickly.

You also have to find a situation where you're allowed the chance to develop your own style, to be yourself. If given the chance not everyone will develop a pleasing style, but if you're going to be truly good you have to get into more of a situation than just announcing "Cleveland 3, Minnesota 2." You have to be able to put your personal stamp on things.

Hit Your Marks . . .

R&R: To what degree is the job of a sportscaster really that of an actor?

BC: Any good broadcaster is a performer, which no one should be afraid to acknowledge; there's nothing wrong with it. I am much more of a performer than I am a



R&R: Are most broadcasters really experts in just one sport? BC: Sure. Some great baseball

announcers either can't do other sports or don't do them nearly as well. Baseball is the hardest sport to do well. It's simple if all you do is just call the action, a lot easire than calling a fast break in basketball. But capturing a sense of basketball history and the color of the games is the hardest thing to do. A lot of guys you like to hear for football or basketball would be disastrous announcing baseball.

"There aren't any real baseball announcers anymore. There's a bunch of young kids who are sports announcers. They do five minutes on the news at night, then decide they're going to do playby-play, and they approach baseball the same as they approach football or basketball."

R&R: Does this distinction also apply to the differences between radio and television?

BC: Exactly. A great television announcer could possibly be a terrible radio broadcaster. The very strengths that work so well on TV and make an announcer one of the best could really hurt him on radio. To paraphrase Harry Caray, there aren't any real baseball announcers anymore. There's a bunch of young kids who are sports announcers. They do five minutes on the news at night, then decide they're going to do play-by-play, and they approach baseball the same as they approach football or basketball. They don't have a feel for the game of baseball.

A Positive Presence

R&R: Do you think Peter Ueberroth has a feel for the game?

BC: Mr. Ueberroth has contributed a lot of controversy to the game, and he's definitely been a presence. He's created both the perception and reality of action, and in sports perception often is reality. On balance, he has been a positive factor for baseball. For instance, with the drug situation you have to look at the large picture. Some of his individual actions are criticized, but the net result is more than just lip service. It's movement, however imperfect, toward dealing with this problem. He seems to have maneuvered the situation to a point where he's got the players boxed in. They have to respond in some way: either agreeing to a drug program or instituting a drug program of their own. In the end, even though he might be criticized on small points, something is going to happen. And he's going to be the guy who not only got the ball rolling but keeps it rolling.

R&R: Do you think baseball is a different sport from what it was before free agency and designated hitters?

BC: Baseball is definitely different today than it once was. Because baseball was as nearly perfect a game as any that's ever been devised, it only follows that most changes would have to be for the worst. I'm a traditionalist, so I don't care how much money players make. What bothers me more is that the game is played on astroturf in multipurpose stadiums that are void of the personality of a Fenway Park or a Wrigley Field.

R&R: Is it this personality that makes "Sports Flashback" as appealing as it is?

BC: Absolutely. "Sports Flashback" works because of the memories. We associate sports with memories; a lot of us marked time in our lives by sports events. When Roger Maris died and they showed the clips of Phil Rizzuto's call of the 61st home run, people had a powerful emotional reaction for two reasons. They were saddened that someone they admired had died, and it reminded them of their own mortality. It marks a time in their lives when they first experienced something. Sports has an emotional hold on people.

R&R: So do hot dogs. In your estimation, is there one ballpark that has the absolute best hot dog? BC: No question, if we can ex-

pand the definition of hot dog to include bratwurst and sausages. The undisputed winner is County Stadium in Milwaukee. Their bratwurst with red sauce is the best. It is boiled in some kind of sauce that contains a dash of beer, and then it's grilled and adorned with this secret red sauce. It is so good that about a year ago I was in line to get a bratwurst in the 4th inning of a game, and I looked up and saw three Brewers in line in uniform. That's how good it is. It's like Secretariat in the Belmont - the battle is for 2nd place. Which belongs to the smoky link at Wrigley Field in Chicago

Pre-Season Major League Predictions

While sports fans were predicting a "Subway Series" (Yankees-Mets) or "Freeway Series" (Dodgers-Angels) in 1985, no one called for Missouri madness. The Kansas City Royals are sitting on top of the major league heap, but no team has repeated its performance since the early-70s Oakland A's. **Bob Costas**, who's spent the last few weeks in spring training, handicaps the leagues and the divisions for a preseason pick for the Fall Classic:

NL West

"The Dodgers should be the favorite in the NL West. They have a great depth of pitching, even if they do have some flaws. Still, the Reds could be formidable if things break right for them. If **Soto** bounces back from last year and wins 18-19 games, they might do well. They ve also added some pitching depth through trades, so they could be a force to reckon with. But I don't see any other NL West team in the running."

NL East

"In the East the Mets and Cards will go at it tooth-and-nail again, and if the Cubs' starting pitching is healthy they could give them a run. The Cubs took an early 1st place lead last year, and they could be back, but the action will probably be between New York and St. Louis."

AL East

"Toronto has the edge in the East because they're such a young team and haven't lost any key people. You have to like them, But the Yankees are stronger than last year, and they haven't had in the last few years. I also think the Tigers will bounce back and could be the surprise team of the division if their starters are healthy."

AL West

"Kansas City has to be the favorite because of their pitching. They have the best group of young pitchers in baseball, so they are the number one choice. But a lot of clubs are on the rise; they might not be coming fast enought to catch KC, but Minnesota will play better than .500 ball, and Seattle has some very good, young players. Still, you have to give the edge to the Royals."

There's one hit four-hour weekly show that hits home with everyone who's ever tapped their feet to Tommy Dorsey... or slow-danced to Johnny Mathis... or swooned at a love song from one of the legendary crooners.

It's THE GREAT SOUNDS from United Stations Programming Network. Where every week host Ray Otis takes listeners on a sentimental journey through the 30's, 40's, 50's and on into recent years, playing the hits and standards by the greatest performers ever recorded.

Each week on THE GREAT SOUNDS Ray welcomes one of the most important musical stars of our time as a special guest. Listeners are treated to not only the hit songs, but behind-thescenes stories direct from the artists. Other top



performers appear throughout the show as well, spicing up the almost non-stop music with firsthand accounts of their lives and careers. And, to top it off, a special segment in

every show is devoted to the music of the greatest of them all— Frank Sinatra.

> With all this going for it, it should come as no surprise that THE GREAT SOUNDS is the mosf successful show of its kind.

THE GREAT SOUNDS. Call United Stations Programming Network to-

day to find out how you can reserve this hit show in your market.

THE GREAT SOUNDS is available on a market exclusive swap/exchange basis to stations in the top 170 Arbitron-rated metro markets.

For national sales Information call our New York office at (212) 575-6150.

For station clearance information call our Washington, D.C. Affiliate Relations office at (703) 276-2900.

Chicago Detroit Dallas Los.

THE

N

Los Angeles London

NETWORKS/PROGRAM SUPPLIERS

CBS: One Won, One Hit, No Errors

Forget arbitration. Forget the multimillion-dollar free agent salaries and contract disputes. Forget the ever-looming threat of player strikes and umpire brawls. The snow is melting and baseball is back. The boys of summer have limbered up in Southern climes. ready to take the 1986 Major League season deeper into October than ever before. Opening day is upon us, and the players are ready to take the field.

While pre-season bats were swinging down in Vero Beach, the CBS Radio Network was polishing up its second year of "Game Of The Week" broadcasts. Revived last year to the delight of millions of baseball fans and hundreds of radio stations, "GOTW" will again cover 20 weeks of the regular season – from May 24 through October 4. In addition, CBS will also broadcast the All-Star Game live from Houston (7/15), both league championship series (10/7), and the World Series (scheduled to start 10/17).

As with last year's schedule, CBS will actually be broadcasting two games each Saturday – one afternoon and one evening game. This arrangement allows stations to select games which are of more interest in their coverage area and better fit their own broadcast schedule; it also solves many problems inherent to the East-West three-hour time difference. Each Saturday's broadcasts will include one American League and one National League game.

CBS Radio Networks Sr. VP Dick Brescia cites the "1985 Game of the Week" as one of the network's bright spots, claiming that this year should be no excep-



tion. He explains: "When you team baseball with the radio in the summertime, add the talents of top professionals, over 220 stations, six million listeners and 25 sponsors, you can't help but have a winner. We're very excited about this year's return of regular season baseball to CBS Radio and look forward to widening our audience even further."

VP/Sales Steve Youlios contends that baseball attracts listeners and thus advertisers - that traditionally do not comprise the network's audience and clientele. "Now that we have a year of history under our belts we know who our audience is. The stations and advertisers are very comfortable with the product, and we are attracting a number of youth-oriented summer advertisers which we normally don't have access to on the CBS Radio Network."

CBS had already set the schedule for the first six weeks of broadcasts, leading off with Toronto vs. Cleveland and New York vs. San Diego over the Memorial Day weekend. Later in the season – as the pennant races heat up – games will be selected according to impact on the standings, and additional weekday broadcasts may be added to augment the Saturday action.

Providing play-by-play and analysis for the summer baseball schedule is the core of last year's CBS announce team: Brent Musburger, Dick Stockton, Curt Gowdy, John Rooney, Bob Murphy, Lindsey Nelson, Johnny Bench, Jerry Coleman, Bill White, Howard David, and Ted Robinson.

IDB: Point-To-Point Baseball Backhaul

Banking on the breakup of AT&T and on the inconsistent transmission systems of "ad hoc" baseball networks, Los Angeles-based **IDB Communications** is beginning its second year in the network baseball distribution game. The company has erected uplink-downlink facilities in every major league city in the U.S., to supply away game coverage for 22 of the 26 major league baseball teams, as well as plus transmission services for the CBS "Game Of The Week."

Every major league team has its own web of interconnected radio stations, but the hefty schedule of away games increases the complexities of broadcasting that team's schedule. Half of the 162 regular season games are played on the road – a cumbersome number considering the varied cities and ballparks involved. In the recent "old days" these games were delivered via low-quality land lines or through a complex system of individually-contracted distributors – until IDB recognized the great potential in conquering the baseball backhaul business.

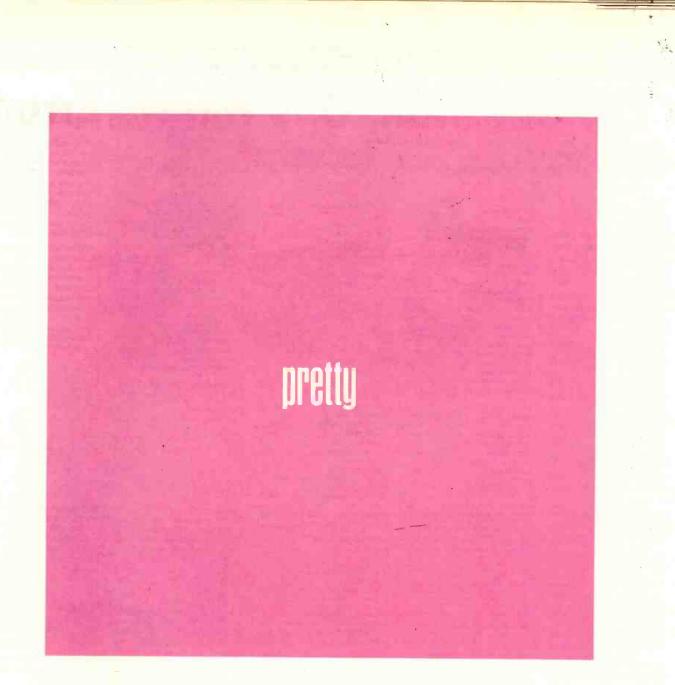
The regular Major League season includes 2106 games, each of which is an away game for one of the 26 American and National League teams. By providing backhaul for 22 of these teams (1782 games in all), IDB covers 85% of all scheduled games. The company also handles the Spanish-language broadcasts for the Los Angeles Dodgers and French coverage of the Montreal Expos.

Here's an example of how it works: If the Cincinnati Reds are playing on the road, the game is uplinked via Westar 3 back to flagship station WLW. At that point the broadcast is produced, commercials are inserted, the network feed is prepared, and the game is fed back out onto Westar 3 for additional affiliates. IDB can also transmit via Satcom 1-R for stations that are looking at that satellite.

"This arrangement has created a national unified system," says IDB VP Peter Hartz. "Before now all this backhaul had been accomplished in a very brokered, hodgepodge manner – a little of the phone company, a little bit of satellite, and a lot of inconsistent quality. Now that we have an uplink in every city we can provide end-toend transmission with no hasle and high quality."

While this network of send-receive facilities is used primarily for baseball broadcasts, IDB also provides transmission for NFL football broadcasts and other sports as well.





What's Pink And Gold And Turning Platinum?

NETWORK FEATURE FILE

NEWS & INFORMATION FEATURES

March 31-April 4

MUSIC FEATURES

The Weekend

T

	Apr	il 5-6		April 7-11	
American Christian Countdown	(0.0)	On The Radio	(NSBA)	American Music Maga	zine Wit
Roby & Duke	(SP)	Bryan Adams		Rick Dees	(US
	(0.0)	Pioneers In Music	(DIR)	Simple Minds (4/7)	
American Eagle Mel McDaniel/John Conlee	(DIR)	Paul Rodgers		David Bowle (4/8)	
		Power Cuts	(GSN)	ZZ Top (4/9)	
Countdown America Dick Clark		ZZ Top/Julian Lennon/Van H	alen (4/6)	Hooters (4/10) Katrina & The Waves (4/11)	
Starship	(US)	Rick Dees' Weekly To	00 40 (USP)	The Concert	
	(0)10	Robert Tepper		Steve Arrington	(WC
Conway Twitty/Merle Hagga	(CW)	Rock Chronicles	(WO)		
		Roger Daltrey/John Cougar I	Mellencamp/	Country Report	(WRI
Country Music Coun Steve Wariner	tdown (USP)	Aerosmith		Rosanne Cash (4/7)	
Country Report Court	Ada	Rock Over London	(RI)	Marty Stuart (4/8) Carl Jackson (4/9)	
Ron Martin		Clannade		John Schneider (4/10)	
Forester Sisters/Reba McEn	(WRN)	Scott Muni's Ticket T		Rosanne Cash (4/11)	
The Countdown		Justin Hayward/Rick Wakema		Earth News	(WC
Stephanie Milts/Lisa Lisa	(WO)	Scott Shannon's Roo	kin'	Howie Deutch/Mason Adams/Ad	
Dr. Demento	(1110)	America Countdown	(WO)	Christopher Lambert/Charlie	Sheen
Wally Wingert	(WO)	Falco/Robert Palmer/INXS		Encore With	
Future Hits	(14(0))	Sinatra Special	(CRN)	William B. Williams	(WC
Howard Jones/Starship	(WO)	Cole Porter scrapbook		1951: Perry Como	
Great Sounds	(1100)	Solid Gold Saturday	Night (US)	Innerview	(IP
Bobby Vinton	(USP)	Bobby Vee		Alan Parsons Project	
Hot Rocks	(USP)	Soupy Sales' Moldy		Line One	(WC
John Cougar Mellencamp	(USP)	Oldies	(NBCE)	Robert Palmer (4/7)	
Jazz Show With		Soupy Sales		Live From Gilley's	(WC
David Sanborn	(NBCE)	Super Gold	(TRAN)	Bayou City Beats	
Earl Klugh	(NBCE)	Bobby Vinton/Kinks (4/5)-		Live From	
King Biscuit Flower H	lour (DIR)	That's Love	(WO)	Walt Disney World	(NBCE
Hooters/Mel McDaniel/John		Heart/Michael McDonald/And		Forester Sisters	
Musical	(WO)	Top 30 USA	(CBSR)	Off The Record	(WO
Don Ameche/"Porgy & Bess'		April fools		John Cougar Mellencamp/Eivis C Honeymoon Sulte	ostello/
				Off The Record Special	(WO
AA = Audiophile Audition (4 ABC = ABC Direction Net (2	15) 457-2741	MS = Musical Starstreams (415) 388-0622	Jackson Browne	
AP = Associated Press (20)	2) 955-7200	NBC = NBC Radio (212) 66 NBCE = NBC Radio Enler	tainment (212)	Shootin' The Breeze	(WO
ASR = All Star Radio (213)	850-1169	664-4444		Patti Austin/Bernard Wright/	
BRE = Barnett-Robbins (818 CB = Continuum Broadcast		NP = Narwood Produ	ctions (212)	"Jellybean" Benitez	
9525		755-3320 NSBA = NSBA Network (21	21 206 8000	Solid Gold Country	(USP
CBS = CBS Radio (212) 97	5-4321	PRN = Progressive Radio	Network (212)	Bobby Bare (4/7) April Gold (4/8)	
CBSR = CBS RadioRadio (2 CCA = Christian Countdown	12) 975-4321 America (312)	585-9400		Feature year: 1961 (4/9)	
820-1369		PIA = Public Interest Affilia 8888	tes (312) 943-	David Frizzell & Shelly West (4/1	0)
CRS = Creative Radio Sho	ws (818) 787-	RI = Radio International (21)	2) 696-2350	Jim Ed Norman (4/11)	
CW = Clauton Wahatar (2)	122 000 000	SB5 = Strand Broadcast (21		Solid Gold Scrapbook	(USP
DCA = DC Audio (202) 638	4222	SC = Syndicom (415) 366-	1781	Superstar birthdays (4/7)	
DIR = DIR Broadcasting (21)	2) 371-6850	SI = Syndicate It (818) 841 SLP Steve Lehman Pro	ductions (213)	This week in 1972 (4/8)	
ESG = Emfana Syndication 5 7 8 - 6747	Group (209),	467.2346		Early rock & roll giants (4/9)	
GSN = Global Satellite Net (8	318) 906-1888	SP = "The Spirit" Production	ons (518) 371-	This week in 1966 (4/10)	
IN = Innerview (213) 652-8	710	SPI = Spin Publication:	s Inc. (212)	Group members go solo (4/11)	000
KSE = Kris Stevens Enterpri 8255	ses (818) 981-	496-6100		Special Edition	(WO
LBP = Lee Bailey Prod. (21)	3) 256-2778	TRAN = Transtar (213) 460		Star Trak	(WO
LW = London Wavelength (9	14) 961-7600				
MBS = Mutual Broadca	asting (703)	5922			(WO
	21 245-5010	WO = Westwood One (213)	204-5000		(WO
LW = London Wavelength (9	14) 961-7600 asting (703)		vork (213) 462-	Star Trak Jackson Browne/Dennis DeYoung Star Trak Profile Jermaine Jackson	ı/F

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(4/9)		Mark Schiff/
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& The Waves (4/11)		True Facts
Concert	(WO)	Horse sense/tak
Arrington		fishy brew/se
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Palmer (4/7)		
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COMEDY

Computer Program (PRN) I-O ports/printers/mode (AP) Ed Busch Talk Show

GENERAL

INFORMATION

Nutrition/John Birch Society (3/29) Artificial intelligence/sleeping habits (3/30)

NBC Extra (NBC) Baseball '86

News Blimp (PRN) NOW/street fights/cigarette imagery/Ninia mania/blue collar writers

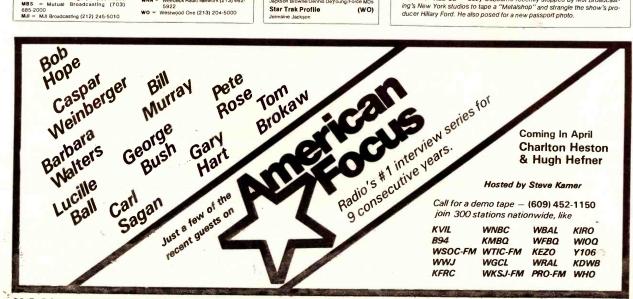
Sound Advice (P Stereo separation/AM stereo/selectivity/ (PRN) tuners

Waldenbooks Review (WO) hana Alexander/Ginny Foat/Patti Davis: "The Great Getty"

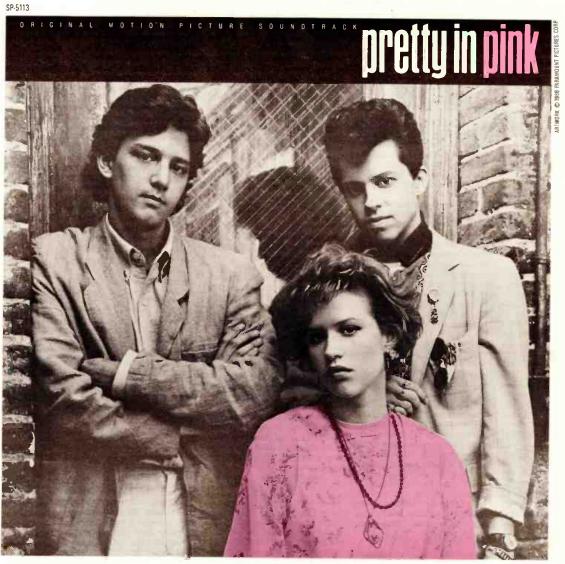
#



AGAINST ALL OZ — Ozzy Osbourne recently stopped by MJI Broadcast-ing's New York studios to tape a "Metalshop" and strangle the show's producer Hillary Ford. He also posed for a new passport photo



36/ R&R FRIDAY, MARCH 28, 1986



Siz.

pretty in pink

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Thanks For Your Support Of This Album And These Great Hits:

Orchestral Manoeuvres In The Dark "If You Leave" Produced by Orchestral Manoeuvres In The Dark with Tom Lord-Alge

> The Psychedelic Furs "Pretty In Pink" Produced by The Psychedelic Furs and Charles Harrowell

Suzanne Vega featuring Joe Jackson on piano "Left Of Center" Produced by Steve Addabbo and Arthur Baker

> New Order "Shell-Shock" Produced by John Robie (SP-12174)



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all sections

SALES

You're In Charge; Are You In Control? **By Norman Goldsmith**

If someone were to ask you how good your sales staff is, how would you answer? Most sales managers would probably say that it's good. After all, what else can they say? "It's bad, but so what?" or "It's lousy because I just can't hire and train very well" or "It's terrible, but I can't seem to control them, so I guess I can't cut it as a sales manager." Sure they would.

Then when asked about the salespeople, they might say something like this, "Well, I've got a couple of heavyweights, a few hitters, some killers, a streetfighter, and two rookies." Dig a little deeper and you might hear. 'One of my heavyweights is terrific, but the other one is a little hard to manage. Hates paperwork, won't make new business calls, and argues about everything. But he's the top biller and does a good job in his agencies, so what can I do?"

"Most of my hitters are great, but one is getting to be the heavyweight. If she weren't the number three biller, she'd be history. But I'll live with it. I've got more to worry about than her. My killers are super, well, two of them are anyway. One is starting to get fat and lazy. He wants more accounts, but won't work like he used to. He thinks he's paid his dues. I've got my eye on him, and if he doesn't shape up in the next six months, he's out of here."

"One of my rookies will be a heavyweight, hitter, killer, streetfighter (pick one), but the other one is on probation. She can't seem to close, and I don't think she'll make it. I wish I had more time to spend training them, but you've gotta be where the bucks are. It's tough for rookies here. All the good agencies and big accounts are assigned, so they basically just have the yellow pages. But that's how I started and I did all right, so I'll see if they've got what it takes. I've got the best horses in town. Nobody outsells us

Guess what, he's probably right. Nobody does outsell him, but what kind of commentary is that about our business? This guy's competition isn't the other radio stations

in town, it's all the advertising dollars in town. Nobody has to outsell this turkey, he's outselling himself. More to the point, he's conning himself and underselling his conscientious salespeople and his station

What's a heavyweight? Andre the Giant is a heavyweight, not some guy who's inherited the top list because he's been there five years and the other four people who were there when he started got hit by trucks. And he has managed to increase it by 5% a year, but what does he care because he's making sixty-two five without breaking a sweat. (P.S. As the sales manager you're accountable for increasing billing on the station by 17% a year. Does he care? Should he?)

Hitters? Louis and Marciano were hitters, but not every salesperson who gets 30% of a radio budget that's only 5% of the advertising budget in the first place. Killers and streetfighters? They're great in Beirut, but this is Denver, so who's kidding whom?

If you want to call some of these hotshot salespeople killers or hitters or psychotic black belt Nazi Iranian terrorist assassins, that's fine. But let's keep things in perspective. Let's look at what salespeople do, not just what they bill. Let's talk about what they create, not just what they write; what they earn, not just what they get.

he Ideal Salesman

Are there great salespeople out there? You bet there are. A lot of them. They work hard and smart. They plan and are organized. Do they love systems and paperwork? No, but they understand it's part of their business so they do

AT LAST!

what you ask. They think and act like businesspeople. They are respected in the advertising community and in the station. They are on time for meetings and contribute positively to them.

These outstanding salespeople cover all of the marketplace, not just their lists. They get new business because the station needs it and they need it. They get the tough orders, and get the rate, the spread, and the share the station needs without giving away the store in merchandising and promotions. When you have a sales contest, they compete not just for the money but because you need them to.

They help all the other salespeople, particularly the newer ones. In short, they are PROFESSION-ALS. These are the real heavyweights. Please don't insult them by even using the same terminology you use for the other big billers who think they have it made now, and are just looking for a warm place to sleep.

Should you expect each of your salespeople, particularly the ones making the most money, to have all of the aforementioned qualities? Certainly. Why should you expect less? Look around. How many of your four top billers fit the description? If the answer isn't "all of them," if you have any salespeople who should be arrested for grand larceny everytime they pick up a paycheck then think about this. If your top salespeople aren't really helping you, they're hurting you.

Managing The Sales Manager

Believe it or not, there are actually some sales managers who justify problem salespeople by ra-tionalizing: "I know he won't do the things I need, but look at his billing. He makes up for it there. Besides, I don't have anyone who's ready to take over his top shops, and there's nobody in town I'd want that I could get without having to guarantee the world. So on balance he's really not hurting me that much, and I don't need any more turnover right now.'

I hope none of that sounds remotely familiar to you. If by chance it does, then consider a few questions. One, are you really, honestly in control of the sales operation? Two, are you manag-ing or being managed? Three, are you willing to live with mediocrity and bet your future on it?

If all your salespeople, particularly the top three or four billers, aren't making the effort you need in the areas of new business development, selling all the inventory, and getting the rates you require, then you may very well not be in control. It's quite possible you're being managed rather than managing.

Why all of the salespeople? Why not? Why the emphasis on the top billers? They're the only ones you have trouble with, because people who aren't top billers are easy to deal with, aren't they? So just how much billing earns a salesperson the right to manage the sales manager? To choose not to develop new business? To refuse to sell all the inventory? To resist systems and reportage? To be a negative influence on the sales staff? Well, for any one salesperson to earn those rights, he or she had better be billing a lot more than everyone else combined. Because the negative impact on everyone else is going to be very expensive.

1 + 1 = 3

A lot of sales managers don't seem to realize the true cost of the big billers who are management problems. They're a cancer in the department, undermining morale and respect for management. Their true cost is incalculable for several reasons. First, they have a demotivating effect on the others, particularly the newer salespeople who see them making a lot of money for doing it their way rather than yours.

Second, they're sitting on top of major agencies and accounts without developing anything new.

They're skimming the cream. This restricts your options in terms of bringing in proven new people or moving up mid-level ones. Imagine what you could do by dividing that list up among two aggressive salespeople. You'd probably find that one plus one is three

Third, you run the risk of losing some of your good young people who see their upward mobility at the station blocked by a fat cat or two who isn't going anywhere and controls everything. Fourth, your options in account assignment may in reality be controlled by the top billers because of what they tell you they need to make to stay, and the accounts you have to let them have to make it. This wouldn't be so bad if these top billers were contributing in all areas, but we're talking about those who don't.

Fifth, and maybe most important of all, at what point is the general manager, group head, or owner going to start questioning your managerial judgment when one or more of your top-dollar makers are guilty of this kind of behavior and performance? I'm always amazed to see sales managers defend salespeople who, with no apparent remorse, are having a negative impact on that sales manager's earnings, potential upward mobility, and future with the company.

Maybe you're fortunate enough not to have anyone like this on your staff. Count your blessings. If on the other hand, some of this strikes home, what should you do about it? The first and most important step is to qualify the salespeople in terms of effort, attitude and real contribution. We'll look at some ways to do this in a subsequent article.

Look closer at your top billers. Are they all certified heavy-weights, or is it possible that you have a deadweight or two hiding in the crowd?

in a playback machine.

Consistent cart quality, play after play. Without this kind of sacrifice.

Think of the hours spent testing, adjusting and aligning carts. Now consider this: phase error or flutter can degrade any one of them the very next time it goes

The Harris Audio Time Base Corrector is an ingeniously simple, digital encoding/decoding system that eliminates the drudgery of individual cart surveillance. In addition, it guarantees flutter-free, phase corrected reproduction as true to the master as possible. Nothing else works as effectively or as efficiently.

Get cart confidence with the Harris Phase Fixer. Contact Harris Corporation, Broadcast Group, P. O. Box 4290, Quincy, IL 62305. 217-222-8200.

HARRIS

FOR YOUR INFORMATION, OUR NAME IS HARRIS

38/ R&R FRIDAY, MARCH 28, 1986

The Top Three Radio Stations In The Number One Market On The Continent Use The Digitally-Controlled Texar Audio Prism[™] Audio Processing System.*

New York City. The ultimate radio market. Fiercely competitive. The ultimate proving ground for programming, promotion, air talent and engineering. More than 14,000,000 people live in the Metro Survey Area (MSA) alone.

The rewards to those who can stand out are enormous. Just one-tenth of one share point is estimated to be worth over \$100,000. The competition is merciless. Twenty-six stations are licensed to the City, and 46 stations are rated in the MSA.

With that kind of stakes and that kind of competition, you want your on-air signal to be the absolute best that it can be. Money is not an issue. Not surprisingly, New York's three highest-rated radio stations chose the digitally-controlled TEXAR AUDIO PRISM[™] for their on-air audio processing system.

They, like many of today's most successful broadcasters have discovered that they can break out of the old quality-versus-loundness trap. The TEXAR AUD IO PRISM™ delivers unbelievably potent audio punch without producing listener-fatiguing grunge. The secret is DIGITAL CONTROL. Digital control delivers on-air clarity simply not possible with analog-based processors. The instrument triangle sounds like "Ting!" not "Tssst!" All of this is possible without sacrificing modulation or audio punch.

Does tomorrow's technology come at a price only a New York station can afford?

Not at all. The digitally-controlled TEXAR AUDIO PRISM[™] costs no more than the analog-based processing system it replaces.

Convinced that the TEXAR AUDIO PRISM[™] can improve your air sound? You shouldn't be. Talk is cheap. Make us prove it to you. Come see and hear the AUDIO PRISM at Booth #2571 (Radio Floor) at the Dallas NAB Convention. Or, call Barry Honel or Glen Clark at (412) 85-MICRO.

Try the digitally-controlled TEXAR AUDIO PRISM™ in your station for 10 days with no obligation. See if you don't agree that digital control isn't just the latest high-tech buzzword. It really does make a difference.

TEXAR

TEXAR INCORPORATED 616 Beatty Road Monroeville, PA 15146-1502 (412) 856-4276 (412) 85-MICRO

"Summer and Fall 1985 Arbitron Ratings, Total Persons 12+ Share Mon-Sun, 6A-12M. (Used with permission.)"



IMAGE & MARKETING

HARVEY MEDNICK

THE FIRST YEAR IS THE HARDEST



Looking Back With Pleasure

I'm a great fan of "synchronism." That's when you get stuck in the middle of doing something, and a solution pops up as if by magic at the exact same time. When I sat down earlier this week, I was suffering from a minor case of writer's block. But I figured that was to be expected after a year of ferreting out topical issues and meeting deadlines

Then synchronism kicked in. How about a look back over the first year of this column? Let me begin this trip down memory lane by telling you first how much I really enjoy writing this column and sharing my thoughts and those of my marketing, promotion, and advertising peers.

Proudest Moment

There's no doubt that one of last year's proudest moments came when 8000 radio stations simultaneously aired "We Are The World" on Good Friday. There was a spirit of cooperation and fellowship I've never before experienced during my 25 years in the broadcasting industry. From a marketing perspective, it was a clear example of how a good idea knows no bounds or restraints. It was not AM or FM, rock & roll or Beautiful Music, live or automated. It was simply a way to signify support for a project of

"There seems to be a real lack of skilled promotion directors ' -Rick Sklar

R&R 5-10-85

universal value and benefit. That radio broadcast's popularity also prompted other simulcast projects. among them Martin Luther King Jr.'s speech, Merle Haggard's Farm Aid song, and the Canadian African Relief tune.

Controversy

An interview with Rick Sklar about the promotion director shortage he was encountering in his newly-formed consultancy spawned some controversy. He contended that it's critical for the promotion director to report directly to

ONE YEAR AGO TODAY

- Richard Sands PD at KITS/San Francisco
- Donna Brake R&R A/C Editor
- Lorraine Golden WNIC/Detroit GM
- Chick Watkins KOY/Phoenix OM
- •#1 CHR: "One More Night" Phil Collins (Atlantic) •#1 AC: "One More Night" Phil Collins (Atlantic) (2 wks)
- •#1 B/U: "Be Your Man" Jesse Johnson's Revue (A&M)
- #1 BO: Be for main Jesse Joinson's Neve (xdm)
 #1 Country: "There's No Way" Alabama (RCÅ) (2 wks)
 #1 AOR Track: "Forever Man" Eric Clapton (WB) (2 wks)
 #1 LP: "No Jacket Required" Phil Collins (Atlantic) (2 wks)

FIVE YEARS AGO TODAY

. Ine Parish VP/GM WPLJ/New York

- Jack Patterson PD WBMX/Chicago
- •#1 CHR: "Kiss On My List" Hall & Oates (RCA) • #1 AC: "What Kind Of Fool" - Streisand & Gibb (Columbia)
- •#1 B/U: "Being With You" Smokey Robinson (Tamla/Motown) (2 wks) •#1 Country: "Old Flame" Alabama (RCA)
- •#1 LP: "Arc Of A Diver" Steve Winwood (Island) (2 wks)

TEN YEARS AGO TODAY

Chuck Morgan PD WLCY-FM/Tampa

Rick Carroll PD KEZY/Anaheim

- #1 AC: "Lonely Night" Captain & Tennille (A&M) (2 wks)
- •#1 B/U: "Disco Lady" Johnnie Taylor (Columbia) (5 Mks) •#1 Country: "You'll Lose A Good Thing" Freddy Fender (ABC/Dot)
- #1 LP: "Comes Alive" Peter Frampton (A&M) (2 wks)

the GM and not be a subordinate of the PD or GSM. (I concurred then and do now.)

Not surprisingly, PDs responded that if they were responsible for onair promotion, then the promotion director should be part of their department. On-air contesting is certainly one small element of the promotion director's responsibilities, but it shouldn't be the basis by which the job is positioned. Following that line of reasoning, the promotion director should report to the GSM because he produces onesheets and sales packages - and so on down the line with almost everyone at the station. The controversy continues. I recently talked to a couple of managers: one manager's promo person reported to the PD and the other to the GSM. We'll continue to strive toward a direct line reporting status.

Cloudiest Picture

The hands-down winner in this area is direct mail.

Nothing I've written about has as many forks in its rocky road to success/failure. It seems that at every decision point in the formulation of a campaign, you have a choice to make. Do I mail to resident or by name? Do I employ a response card and callout names or use numbered tickets? Do I coupon in the piece or not? Well, you get the idea.

The problem is further compounded by the results. Some stations claim few or no measurable results; others have enjoyed great success. Some feel the promotion is extravagant; others say it's priced fairly for the number of pieces you need to distribute in the market.

BPME picked up the ball and has scheduled a panel on the subject during the upcoming Dallas seminar in June. I have been asked to participate together with several users/suppliers, and will report the panel results to you. If you have any questions for either side to address, let me know.

The Cause

Everyone should have a cause; it can help you make a difference. And, by making a difference, you reinforce your own worth. As the Image & Marketing Editor, my cause has been to achieve greater recognition for the promotion/marketing/creative services director and the valuable part he or she plays in a station's overall success.

There's a double-edged situation in our industry: New promotion di-rectors aren't being hired and when they leave, they aren't being replaced. This situation will cease to exist if the true value of an inhouse marketing/advertising person is realized.

One way we can work from within to rectify this positioning problem (isn't it ironic that the persons responsible for positioning should be the prime victims) is to actively support BPME. It's unrealistic for us to expect the organization to help when we can only muster 123 representatives (from a total population of over 2000) to attend the annual seminar

After talks I've had with the last two BPME presidents (Lee Pocock/Beryl Spector) and the membership director (Lance Webster),

"USA For Africa didn't hit high gear until radio staged the Good Friday broadcast of 'We Are The World.""

> -Ken Kragen R&R 9-27-85

I strongly believe they want to do more for radio. I've seen the agenda for the 1986 seminar, and there is more planned for radio. In return we must do more and double our radio attendees. If you have any thoughts about this, please let me know so I can pass it along to the appropriate BPME people.

The Most Fun

This category ended in a tie. It seems the readers may have had as much fun looking at my picture as they did reading the subject matter. During face-to-face meetings many of them have commented, "You look just like the little sketch on the top of the page." I leave it to you to decide whether or not that's a compliment.

I had the most fun writing my first annual "letter to Santa Claus." I'd be delighted to include your wishes and names on this year's letter. Just drop me a line about the gift you'd like jolly old St. Nick to leave under your tree:

Remember, this is your column. If there's a topic you'd like to see discussed, let me know. I thank you for the positive support and encouragement you've given me during 1985. And I'm indeed looking forward to my second year as the Image & Marketing Editor.

DATELINES

1986

April 13-16 National Association of Broadcasters 64th Annual Convention

Dallas Convention Center, Dallas April 13-17 National Public Radio Annual Conven-

tiòn Town and Country Hotel, San Diego April 19

9th Annual Great Lakes Radio Conference

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

Pleasant MI May 2-4

2nd Annual Music Business Symposium

Ambassador Hotel, Los Angeles May 14-17

American Association of Advertising Agencies' Annual Meeting Greenbriar, White Sulphur Springs,

May 21-25

wv

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

5th Annual International Radio Festival of New York

Sheraton Centre Hotel. New York June 11-15

Broadcast Promotion and Marketing Executives/Broadcast Designers Association's Annual Seminar Loew's Anatole, Dallas

June 26-27

Atlanta Badio Forum '86 Burkhart/Abrams/Douglas/Elliot & Associates programming conference. Atlanta

June 26-29

11th Annual Upper Midwest Communications Conclave Radisson Plymouth, Minneapolis

August 26-29

Radio-Television News Directors Association's International Conference Salt Palace Convention Center, Salt Lake City

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ON THE RECORDS

REVIVED LABELS, PT. III

Reprising Reprise A Quarter-Century On

Third in this series of restored record labels is Reprise, now relaunched by Warner Bros. for artists like A-Ha, Dream Academy, and Dwight Yoakam. Reprise was home for some of the WB family's most successful acts in the '60s and early '70s.

It was founded by Frank Sinatra around the turn of the '60s as a vehicle for his own recordings and those of friends and family: Dean Martin, Sammy Davis Jr., Nancy Sinatra. Other early artists included Soupy Sales, Count Basie, the Chiffons (pre-"He's So Fine"), Jimmy Griffin (who would go on to Bread), Dodgers pitcher Don Drysdale, and the Trustin Howard Players, with their novelty "Disc Jockey Meeting," a subject rarely covered in song.

Reprise was not exactly a hitmaking machine (for singles) in its early days, with Davis scoring a hit with "What Kind Of Fool Am I" in 1962 and Trini Lopez starting a string of hits in 1963. Former hit acts Dorsey Burnette, Ral Donn Donnie Brooks, and Thurston Harris did not recapture their form.

Jack Nitzsche, then known for arranging Phil Spector's records and later for his film score work, did have a moderate hit in 1963 with "Lonely Surfer," but hot rod/ surf records by the Timers ("No Go Showboat") and Mike Curb were not hits, nor were a couple of excellent girl-group records by the Rev-Lons and Pat Powdrill.

In 1964 Reprise signed a local duo named Caesar & Cleo, who changed their name to Sonny & Cher and had an L.A. hit with "Baby Don't Go" before going to Atco for national fame. There was also a su-



A look at the Reprise label, exemplified by Sonny & Cher's "Walkin' The Quetzal." Sonny Bono had a fetish for these colorfully-plumed Central American birds, and they could be found on the flip sides of several records he performed on or produced.

42/R&R FRIDAY, MARCH 28, 1986



One of the last Reprise records before the revival

persession of super session singers posing as Hale & The Hushabyes on a fully-Spectorized version of "Yes Sir That's My Baby," and a foray into latino East L.A. rock with the Blendells' "La La La La

But this was the time of the British invasion, and Reprise landed one of the big acts, the Kinks. Starting with "You Really Got Me" in summer '64, the Kinks contributed hits through mid-1966, came back in 1970 with "Lola," and stayed with the label until 1972.

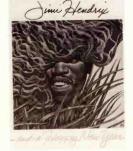
Reprise dabbled a bit more in British signings, but while Sandie Shaw had a couple of hits, the Rockin' Berries and the Riot Squad failed to emerge. Meanwhile, the label was still a potpourri of styles, with girl groups like the Blossoms (featuring Darlene Love, who also had a solo single on Reprise) and the Paris Sisters; Detroit garage rockers like the Underdogs and the Spikedrivers; L.A. area garage rockers like the Road Runners, the Dovers, and Ernie & The Emperors, who later went on to near-superstardom in Santa Barbara as Ernie's Funny's (sic) and then the Giant Crab; past hitmakers like Brook Benton and Bobby Rydell; and showbiz types like Tammy Grimes.

Hits came from showbiz scions Dino, Desi & Billy (Martin, Arnaz, and Hinsche, whose father wasn't a star but did live near the other two), Nancy Sinatra (whose 'These Boots Are Made For Walkin' " came over four years after her label debut), and the evermemorable Electric Prunes with "I Had Too Much To Dream Last Night.

The Electric Prunes were on the borders of Reprise's graduation into its mature phase, signalled by the signing of psychedelic groups like the West Coast Pop Art Exper-imental Band and the Jimi Hendrix Experience, who of course became massive album sellers for the label. Randy Newman and Neil Young came aboard in 1968. Re-prise signed "progressive" UK bands Family and Jethro Tull, multi-instrumentalists and songwriters like Ry Cooder and Allen Toussaint, and rock pioneers Fats Domino and Little Richard.

Hits came from the First Edition (featuring, of course, Kenny Rogers), Norman Greenbaum (whose first Reprise single was as "Dr. Norman Greenbaum," a reference to his earlier band, Dr. West's Medicine Show & Junk Band), and the Vogues, while Joni Mitchell, Arlo Guthrie, and Fleetwood Mac sold albums.

The Beach Boys and Frank Zappa signed distribution deals for their Brother and Bizarre labels, the latter also bringing Reprise such stars as Wild Man Fischer and the Mothers Of Invention. (Zappa later distributed his Disc-Reet label through Reprise, with Tim Buckley and Ted Nugent & The Amboy Dukes among the acts.)



A promotional holiday single from Hendrix

Even through the early and mid-'70s Reprise remained an eclectic mix of artists: Georgie Fame & Alan Price, Mother Earth, Moby Grape (past their prime), Brave Belt (before their prime as BTO), Neil Young's backup band Crazy Horse, former Turtles Flo & Eddie, Pearls Before Swine, composer Jimmy Webb, Goldie Hawn, Captain Beefheart & His Magic Band, Bob Seger (through his Palladium label), Australian sensations Daddy Cool, deified country-rock pioneer Gram Parsons, Emmylou Harris, Roxy Music, Sopwith Camel, Jimmy Cliff, Slade, former soul hitmakers Mary Wells and



Barbara Lewis, and the list goes on.

don Lightfoot and John Sebastian,

Michael Franks and Pratt & Mc-

Clain ("Happy Days"). Eventual-

ly, aarund 1977 or so, Reprise was

folded into WB and used only occa-

sionally for Sinatra or Neil Young

releases. Now it's back and hoping

to reprise the same sort of success

and artistic vision that it maintain-

"Harlem Shuffle" History

"Harlem Shuffle" is an interest

ing choice to revive. In America it

was kind of a minor pop hit, big

R&B hit, performed by Bob & Earl

and released in late 1963. In Eng-

land it became one of those hip soul

records for in-the-know scenemak-

ers, much like the Valentinos' "It's

All Over Now" or Solomon Burke's

"Everybody Needs Somebody To Love," both of which the Stones

covered practically instantaneous-

ly. But what's another 22 years

Bob & Earl were an interesting

pair as well. Earl also recorded as

Earl Cosby, Jay Dee (under the

sponsorship of Barry White), and,

most notably, as Jackie Lee, creat-

ing the 1965 dance sensation "The

Duck" (another good Rolling

Bob recorded as Bob Relf and

Bobby Garrett, and is widely

claimed to have been Robert Byrd,

who had a number of hits as Bobby

Day ("Rockin' Robin") and also

masqueraded as the Hollywood

"Harlem Shuffle" was covered

widely by British and American

acts, but for some reason the only

Flames ("Buzz Buzz Buzz").

when you're having fun?

Stones cover possibility).

ed for so many years.

Hits came from the likes of Gor-

Rex and Maria Muldaur,

Very early Nancy, only the 17th release on the label

one that comes to mind is one by the Pack from Michigan, after they parted with Terry Knight but be-fore they became Grand Funk.

Greenfield In Memoriam

Howard Greenfield, best-known as Neil Sedaka's longtime songwriting partner, died recently. Looking back, he had quite a remarkable run of hits, dating from the first songs he wrote in the '50s to successful records in the '80s.

Among the first group were "Stupid Cupid" and "Where The Boys Are," written with Sedaka for Connie Francis, plus Connie's "Everybody's Somebody's Fool," cowritten with one of his many other collaborators. He cowrote most of the first generation of Sedaka hits: "Breaking Up Is Hard To Do," "The Diary," "Oh Carol," "Happy Birthday Sweet 16," "Calendar Girl." With Carole King he wrote the heartrending Everly Bros. ballad hit "Crying In The Rain," and he also cowrote "It Hurts To Be In Love" by Gene Pitney, "Venus In Blue Jeans" by Jimmy Clanton, "Foolish Little Girl" by the Shirelles, and "Charms" by Bobby Vee.

Teaming up with Sedaka during the latter's '70s renaissance, Greenfield collaborated on "Love Will Keep Us Together" and the later Captain & Tennille hit "You Never Done It Like That." He also cowrote Air Supply's "Two Less Lonely People In The World."

Spanning nearly 30 years, Greenfield wrote for scores of other artists as well. He leaves us with quite a legacy.

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Capitol RRHCG

BOOKSHELF

373) ALL YOU NEED IS EARS, George Martin The fascinating autobiography of the man who recorded and produced The Beatles from the start. He describes what it was like in the studio from the first audition of "Love Me Do" to the wild experimeniation of Sergeant Pepper. 285 pp.(P) \$7.95

372) THE BIG BEAT. CONVERSATIONS WITH ROCK'S GREAT DRUMMERS. Max Weinberg Weinberg, drummer with Springsteen and the EStreet Band since 1974, has written an insightful thibute to 14 premiter rock drummers. The drummer-to-drummer interview format offers compelling and distinct perspectives on a wide range of subjects, with lots of behind-the-scenes views. 197 pp.(P) \$59.95

 S45) THE PROGRAM DIRECTOR'S HANDBOOK. Bob Paiva The author strips away mystique and misinformation to provide a wealth of practical information and thoughtid examination of the program director's functions, the creative, the administrative, and the protit-making responsibilities, as well as special talents required for success.
 162 pp.(P)
 \$9.95

344) PROMOTING ROCK CONCERTS. Howard Stein & Ronald Zalkind The step by step guide to staging major musical events, topics include getting into the business, putting together capital, securing talent, costs and contracts, selling tickets, advertising and publicity, budgeting and profits. Appendices in-Clude letters of agreement and contracts.

341) AN INSIDERS GUIDE TO ADVERTISING MUSIC. Walt Woodward An excellent reference for advertising music professionals which goes right to the heart of the lingle industry. Detailed, informative, and insightful, it covers how and why music works in advertising, when and how to use it, and all crucial elements of production for quality radio and TV campaigns. 126 pp.(H) \$14.95 Optional cassette \$5.95 extra

306) THE PLATINUM RAINBOW. Bob Monaco, James Riordan The best book on approaching the music industry rationally and realistically it includes sections on self-promotion and linding a manager, producer, agent. Complete analysis of rehearsals, the stage, the song, the demo or master, studio preparation and recording, the deal, record labels, radio, charts, critics, etc. With directories. 240 pp. (P) 59.95

202) SMALL STUDIO VIDEO TAPE PRODUCTION, 2ND ED., J. Quick& H. Wolff. A thorough grounding in professional production standards which goes step by step through the video tape process from program planning to post-production. Contains advice on purchasing equipment and practical suggestions on staffing and budgeting for the small studio producer. 234 pp.(P) \$9.95

161) 1985 PROFESSIONAL AUDIO BUYERS GUIDE. SIE Publishing This audio product reference yearbook profiles thousands of products from scores of manufacturers. It is indexed both by brand and generic names for instant accessibility. Including model numbers, plctures, features, technical specifications, and retail prices for comparison. 178 pp.(P) \$14:95

141) PRACTICAL GUIDE FOR CONCERT SOUND. Bob Heil Covers the fundamentals of pro sound reinforcement, efficient speaker enclosures, mixers and equalizers, digital delays, compressors, limiters, microphones, hardware, and construction tips. 141 pp.(P) \$10.00

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DATEBOOK

Charo & Other April Fools Jokes

MONDAY, MARCH 31

1967/Let me stand next to your guitar: At a London concert, Jiml Hendrix lights his instrument on fire on stage for the first time.

1969/John Lennon's "Rape (Film No. 6)" is world-premiered on Australian National Television. 1977/Charlene releases what was probably the only tribute record to Freddie Prinze. "Freddie," with a verse in Spanish, is the single before the first version of "I've Never Been To Me."

1982/A year and a half after their last studio LP, the Dooble Brothers announce their breakup.

1982/C MF/Quebec City, ordered of the air for illegally running a CHR format on FM, goes dark for a few months ... then returns as CHR again.

Birthday: Herb Alpert 1935.

TUESDAY, APRIL 1

1980/KEZY/Anahelim creates a "War Of The Worlds"-type invasion of Orange County by Martians who sink the "Oucen Mary" and eventually demand that KEZY's signal be boosted so they can hear the station at home. 1983/A Phoenix policeman fires blanks at then-KZZP morning man **Dave Otto** as an April Fool's Joke and is fired. 1984/Marvin Gaye is shot to death by his father one day before his 45th birthday.

1985/WNIC/Detroit demands that listeners either return their prizes from the station or pay for them.

WMMR/Philadelphia stages its first annual "Louie Louie" parade.

Birthdays: Mark White (ABC) 1961, Rudolph Isley 1939.

WEDNESDAY, APRIL 2

1969/Marvin Gaye's "Too Busy Thinking About My Baby," by then several years old, is released as a single. The flip side is the pre-Paul Young "Wherever I Lay My Hat."

1976/RKO announces its plans to use KFRC-FM/San Francisco (now KMEL) as an "all-record research" station with constant Top 20 countdowns.

1976/You might want to recreate most of this as a fantasy concert: tonight's "Midnight Special" lineup includes the Bee Gees, Earth Wind & Fire, KC & the Sunshine Band, Gwen McCrae, and Charo.

1976/After David Bowle's arrest for marijuana possession in Rochester, NY, WBBF runs a "Bring Back Bowie" weekend where the signal to win is the sound of clinking jail doors.

Birthdays: Emmylou Harris 1948, Larry Coryell 1943, Keren Woodward (Bananarama) 1961, Leon Russell 1941, Chris Steffler (Platinum Bionde) 1959. Marvin Gaye would be 46.



Jan Berry, Major Lance, Gail Davies, Emmylou Harris

d

THURSDAY, APRIL 3

1969/A month after exposing himself to Miami, Jim Morrison surrenders to the FBI for interstate flight to avoid prosecution by Florida authority.

1979/Jimmy Carter submits a bill to ban newsroom searches

1979/Kate Bush makes her live debut at the Liverpool Empire. 1981/R&R reports that Burkhart-Abrams is ready to launch the 24-hour live programming Country/AC services

that eventually become Satellite Music Network.

Birthdays: Jan Berry 1941, Richard Thompson 1949.

FRIDAY, APRIL 4

1968/Bobby Goldsboro's "Honey" is awarded a gold record.

1974/A Diana Ross record you might not have heard, "Sleepin'," in which the narrator's heroin-addict boyfriend dies of an overdose in the last verse, was released today.

1975/R&R reports that Randy Bachman has secretly planted a roadie at BTO's live shows to catch his guitar when he throws it into the audience.

1980/"Phantom 309"/"Teddy Bear" singer Red Sovine dies in a car crash. Every now and then, at the same intersection, some hitchiker reports Red giving them a ride and a dime for a cup of coffee.

Birthdays: Dave Hill (Slade) 1953, Major Lance 1941, Steve Gatlin 1951, Gall Davies 1948.

SATURDAY, APRIL 5

1974/As promotion for AI Green's "Let's Get Married," PDs at KJR and KING/Seattle both get telegrams announcing their marriage to a woman who then arrives eight months pregnant with champagne, a cake, and a marriage license.

1976/Canned Heat's Bob Hite dies of a heart attack.

1982/Record World, the third "slick" trade, files for bankruptcy

1985/Big hits from films about male strippers dep't: Bryan Adams's "Heaven" finally becomes a single, a year after its inclusion in "(A Night In) Heaven."

1985/"We Are The World" is played simultaneously by more than 5000 radio stations. It goes #1 CHR the same

day. Birthday: Agnetha Faltskog 1950

SUNDAY, APRIL 6

1974/Weyton Jennings "air-jacks" WNCR/Cleveland (now WGAR-FM) to raise money for victims of the Xenia, Ohio formado.

1979/Rod Stewart and Alana Hamilton are married.

1979/The Kenny Rogers & Dottle West version of "All I Ever Need Is You" goes #1 Country.

1982/Stevie Wonder and Motown announce a new eight-figure contract. 1984/The remix, previously a factor in B/U radio only, gets a new life as Duran Duran's "The Reflex" is finally released as a single. Steve Perry's "Street Talk" also comes out on this day, as does Rick Springfield's "Hard

To Hold" movie. Birthday: Merle Haggard 1937

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44/R&R FRIDAY, MARCH 28, 1986

BAM MAGAZINE AND MBS PRODUCTIONS PRESENT The Second Annual

C BUSINESS SYMPOSI MUS at the Ambassador Hotel, Los Angeles, Calif., May 2nd-4th

KEYNOTE SPEAKER: CLIVE DAVIS President, Arista Records

FRIDAY, MAY 2

A & R: TRENDSETTERS OR FOLLOWERS (BMI sponsored) Moderator: Howie Klein - 415/Columbia Records Paul Atkinson - RCA Records Gary Gersh - Getten Records Steve Moir - MCA Records William Hein - Enigma Records Eddie Lambert - Motown Records John Guarnieri - EMI Records Albhy Galuten - producer Jeff Evrich — producer Ron Oberman — Columbia Records

AGENTS & PROMOTERS:

Moderator: Claire Rothman - The Forum Jav Marciano - Universal Amp. Larry Larson - mgr., Kenny Loggins Steve Rennie – Avalon Attractions Alex Hodges – I.C.M. John Baruck - mgr., R.E.O. Speedwagon, Survivor John Huie - H-1 Agency Andrew Hewitt - Nederlander Ian Copeland --- FBI

THE SONGWRITER/PUBLISHER

RELATIONSHIP (BMI sponsored) Moderator: Ron Anton - B.M.I. Bobby Hart - songwriter Tony Haynes - songwriter Glenn Friedman - Music Umbrella Bruce Roberts - songwriter Lionel Conway - Island Music Allee Willis – songwriter Dale Kawashima – Dale Kawashima Music Martin Page - songwriter Jay Morgenstern - Warner Bros. Music'

MERCHANDISING

ź.

Moderator: Mark Fleischer - atty Ira Socolof - Great Southern Al Ross - Virgin Merchandising Rob Biniaz - CBS Records, Business Affairs Larry Johnson - Nice Man Merchandising Wendy Dio – Niji Management Herbie Herbert – mgr., Journey John Lemke - FAME Inc. Del Furano - Winterland

PRODUCERS: ART versus COMMERCE

(BMI sponsored) Moderator: Allan McDougall - BMI Roy Thomas Baker Rick Derringer Skip Drinkwater Al Kooper Ray Manzarek Tom Werman Richte Zito Michael Masser Michael O'Martian

SMALL VENUE MARKET:

Moderator: Spencer Davis Robert Stein - Beverly Theater John Harrington - Palace Brendan Mullen – Club Lingerie Robert Biggs – Slash Records Alan Oken – A & M Records Paul Goldman - Monterey Peninsula

WOMEN IN MUSIC

Opening meeting of the Los Angeles Women in Music Association addressing its new membership and setting an agenda for the future.

A & R PRIVATE MEETING

A closed door meeting for members of the A & R departments in the major and independent labels. - Malcolm McLaren, Guest Speaker

SATURDAY, MAY 3

CORPORATE SPONSORSHIP Moderator; Gary Firth

Robin Rothman - Geffen Records James Vail - The Vail Company Curtis Shaw, Atty. R.C. Bradley - VP, Jim Halsey Co. RECORD MARKETING Moderator - Spence Berland - Cashbox Harold Childs - Qwest Records Jeff Gold - A & M Records Sandra Gustchen - Enigma Records Stix Hooper - Crusaders Steve Meyers - MCA Records Mike Shalett – Street Pulse Group Michael Sembello – Recording Artist INDEPENDENT LABELS:

Moderator: Eric Greenspan, Atty Billy James - Encore Records Lisa Fancher - Frontier Records

Dave Roeder - JEM West Mark Kates - Big Time Scott Bergstein – Allegiance Records Harold Bronson – Rhino Records Craig Sussman - Cypress Records Fred Bourgoise -- Bug Music

TOUR MANAGEMENT

Moderator: Kim Guggenheim, Atty. Gary Smith - Pollstar Wade Perry - Fox Productions Fred Wolinsky - Laventhol & Horwath Steve Mendell - IMC Perry Leopold - PAN Howard B. Luckman

INDEPENDENT LABEL ASSOCIATION -INTRODUCTORY MEETING

The first public meeting of those independent labels who are proposing the establishment of a trade association almed at increased benefits and opportunities for the independent record companies

ALL-DAY SEMINAR - 'MUSIC IN FILM' (Sponsored by ASCAP)

Making The Music Work With The Film. Moderator: Lyn Jackson – ASCAP. Dir. Film Music Gary LeMel – Columbla Pictures. Senior V.P., Music Craig Safan - film composer Lee Holdridge - film composer Stephen Bishop - recording artist

Making The Deal: A Different Kind Of Creative Challenge Moderator: Todd Brabec - ASCAP, Western Reg. Dir. Ron Gertz - The Clearing House. President Ross Schwartz - atty. Al Bart - Bart/Milander Christie Barnes - ICM

Case Study: The Anatomy Of A Soundtrack. Russ Regan - Polygram Records

Talking The Filmmakers Language: The Unique Demands of Writing For Film. Moderator: Gaylon Horton — Indep. Music Supervisor Robin Garb — Disney Studio, V.P., Music Stan Milander - Bart/Milander Alan Silvestri – composer Film Producer, TBA

'CAREERS IN THE MUSIC INDUSTRY' Kent Klavens, atty Al Schlesinger, atty

Bob Monaco, author "The Platinum Rainbow"

SUNDAY, MAY 4

RADIO: REACHING YOUR DEMOGRAPHIC Moderator: Joel Denver — Radio & Records Lee Abrams — Burkhart/Abrams/Douglas/Elliot Harold Gandy — KUTE Gene Sandbloom - KIIS

5 :-

Tommy Nast — Album Network Lee Bailey — Radioscope Tom Yates — KKCY (The City) Richard Sands

John Sebastian - J.S. Inc

MANAGERS: ISSUES IN THE ARTIST/MANAGER RELATIONSHIP

Moderator: Milt Olin – A & M Records Derek Sutton – Stardust Enterprises Dave Lumian - manager, Untouchables Eric Gardner - Panacea Ent. Mgt. Artist TBA Peter Paterno - Attorney Ron Weisner - Weisner-DeMan Trudy Green - Frontline

Paul Fishkin - Modern Records

PRESS & PUBLICITY

Moderator: Dave Adelson – Cashbox Cary Baker – IRS, Dir., Publicity Noreen Friend - Entertainment Tonight Jeff Silberman - BAM; RockIt. Howard Bloom - Howard Bloom Co. Mikal Gilmore - L.A. Herald-Examiner Danny Sugarman – author, "No One Here Gets Out Alive"

Fran Musso - Chrysalis Records

THE FUTURE OF MUSIC VIDEO

Moderator: Bob Emmer - MGM/UA, Home Video Roberta Perry – Edwards Tech. Roxy Myzal – V 66 Steve Leeds - U 68 Jerry Kramer – Producer Glen Goodwin - Producer Cella Hirschman - Vis-Ability Michelle Peacock - Capitol Records Carl Grasso - Cutting Edge

CREATING MUSIC FOR JINGLES Joe Lubinsky, H.L.C.

THE ROLE OF MUSIC & MEDIA IN SHAPING CULTURE Dennis Erokan — BAM publisher Bob Guccione, Jr., — SPIN publisher

INDEPENDENT PROMOTION: Due to the recent controversies in this area, the relevant topic will be announced closer to the date.

A & R PUBLISHERS (All Day)

One of the services provided by the Symposium for professionals in the industry is the closed door meeting format, includding this all-day series of meetings between A & R personnel and representatives from the major publishing companies.

A & R: WHAT THEY LOOK FOR

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date as a nAM AND more as



ADAM WHITE .

NARM CONVENTION REPORT

Bread And Butter Of Retail

plored during NARM by Jan Tim-

mer, President of PolyGram In-

ternational. He predicts that by the early '90s, worldwide CD sales will

exceed one billion units, and that

the CD player universe will top 60

World CD Sales

For the near term, Timmer pro-

jects that CD shipments in the US

will reach 38-40 million this year, of

which 34-36 million will be sold

through to the consumer. This compares to shipments of 20 mil-

lion (16 million to consumers) in

1985. Added the PolyGram chief,

"World sales of CD in 1986 will

RECORDS

Music regained the dominant role at the 1986 National Association of Recording Merchandisers (NARM) convention, after a couple of years of being upstaged – or so it seemed – by home video. Keynote speeches, panel sessions, product presentations, and cocktail talk throughout the March 7-10 event in Los Angeles focused mostly on music business issues. The mood wasn't entirely harmonious, but it was generally upbeat.

million

Most record manufacturers and retailers present seemed to feel that second and third-quarter releases will chase away the firstquarter blues. And the growth of the compact disc continues to fuel excitement at just about every level of the industry, despite shortterm supply problems. As one speaker noted, "We have a configuration here that has essentially allowed us to do what other industries would love to be able to do: reinvent the wheel, and have everybody go out and buy everything."

The development of the CD and its impact on the consumer was ex-

reach something like 110 million pieces – an impressive figure, but still small in comparison to the total market."

On the global shortages of compact discs, Timmer commented that these may last until the end of 1987. "Supply problems will probably be over by 1988." he noted, and referred to the relief expected when the Philips/DuPont joint venture (for optical disc technology) comes on stream. "We in Poly-Gram could not possibly make up for all the shortages that exist... I'd like to see as many factories as possible."

Timmer acknowledged that the introduction of the digital cassette may interfere with the natural growth of the compact disc market, while another convention speaker worried about the "perfect master" quality of digital software. "Just as we have seen the market develop for cassette decks with two-transport duplicating machines," said RCA's John Ford, Johnes, Tay John Ford,

Stations And Stores

One of several seminars at the NARM convention dealt with the relationship between retail stores and radio stations. Participating were **Mike Schaefer**, Assistant PD of **KIIS-FM/Los Angeles** and PD of **KIIS (AM); Ralph King**, Sr. VP/Marketing for the **Record Bar** retail group; Ira Heilicher, owner/President of **Great American Music**, Minneapolis; **Tom Noonan**, Director/Charts and Associate Publisher for *Billboard*; and R&R Managing Editor Jeff Green. The moderator was **Barbara Firstman of Macey Lipman Marketing**.

The nanel explored how stores and stations can work together, and why they should. Said Ralph King, "We share a common purpose: to develop a market for music. We also share information Record Bar strongly encourages store managers to support and work with radio, and there are two key points that help that relationship. The first is visibility. Even the most powerful stations in the country are still invisible, so they need to be seen via local record stores: bumper stickers and playlists on your counter, cross-promotions and so on. Second, the retailer's primary buyer is radio's target audience.

A Lot Of Questions

Ira Heilicher noted another aspect of the relationship. "We want to make sure where people are giving information — and offering feedback on promotions — that fit's true information. That sometimes takes "more than a phone call that says, "Hey, we'd like you to report to our station." We ask stations a lot of questions: how do you want the information, what kind of detail, do you prefer units, percentage of sales or whatever. We ask a lot so we can give good information."

Explained Mike Schaefer, "We're a sales-intensive radio station. We depend on retail to help us determine not only what we're going to add, but also if there's something selling that we're not playing." Retai activity influences the amount of exposure a record gets, too, said Mike. "If a record is selling fast, it gets into a power rotation a lot quicker."

Talking about the trades, the KIIS programmer commented, "Any kind of significant chart movement is, news to us, especially if we're not playing the record. One of the first things I do with charts is circle in red those records in the top 40 which we're not playing, and check into the reason why. It may be a record that's not right for our market or not selling, but I'll definitely track it. If it continues up the top 20, I have to talk to the VP/Programming and the MD, and we'll make a decision. It could be a na tional hit, but not a hit in L.A. That's happening more and more." Added Tom Noonan, "From my days in promotion, I love the idea of the PD who makes up a list of the records he's not playing. That's not what you usually get, but it's mouth ealthier for our business."

A Matter Of Leverage

Questions about consultants provoked various remarks from the panelists, with Jeff Green observing that retail information can often help a local PD gain some leverage in programming decisions "when the consultant doesn't want to add a record." It's data which can be used to counter any lack of national chart activity, he said. That kind of information can help get the PD on the retailer's side, agreed Tom Noonan. "We have a problem in the industry with consulted stations Radio was, is, and always will be local. Unless it's programmed locally, a station is not really paying attention to what it can and should deliver to the market

Jeff also stressed the importance of personal contact between radio and retail personnel. "Do you have regular meetings with the stations you talk to? Do you go out to lunch, say, once a month to talk things over and get their feeling for the market? Find out exactly how much input your store has when it comes to the station's research. Evaluate the station to see if they're really doing the job."



SPECIAL MOMENT — Kenny Rogers accepts NARM's Harry Chapin Humanitarian Award, in recognition of his charity work fighting world hunger. Making the presentation is NARM President Jack Eugster, who announced during the convention that the association is contributing \$13,000 to the "Hands Across America" fundraiser.

"similar CD hardware is on the way and, in fact, has arrived in some cases. Two Japanese companies already have CD-to-tape duplicating portable on the market." More will come, said the RCA VP_who called them "home, dorm, and corner factories."

Home Taping Hurts

Label marketing executives addressed the issue of home taping while introducing their product presentations - the result of a preconvention request by Stanley Gortikov, President of the Recording Industry Association of America. Typical were comments made by Paul Smith, Sr. VP/GM of Marketing for CBS Records: "Home taping of our products robs you of sales at your cash registers, sales that you do not recoup through the sales of blank tape. We also believe that home taping saps creativity by limiting the number of new artists we can afford to sign and develop, which also hurts you in the long run."

Neither Smith nor others asked retailers to stop selling blank tape, however. "My request to you is that you do not throw your support to the electronics industry, the lobby that is fighting this legislation. Second, that you urge your congressman to support our legislation," he said, referring to proposals currently under consideration in the House and Senate.

Aside from the home taping pitch, label presentations dutifully and enthusiastically reviewed sales/chart achievements of the recent past, and previewed upcoming releases. Motown Records President Jay Lasker departed from the norm when he told retailers that not everything in his company's product wrap-up "will be a 'He candidly continued, "We hit ' hope for the best and that our average will be good. We know that some of [these releases] are sure shots, and some are not that good. Most companies won't tell you that. but you already knew it."

A New Future

This year's NARM convention drew some 1700 participants, significantly more than in 1985 (1250) and 1984 (100). That it was held in a music business capital for the first time in four years obviously helped, as did a special rate for store managers and branch personnel. But the best boost to attendance was the industry's overall good health, and home video as well as music was given credit in NARM President Jack Eugster's "state of the association" address. "A new future is emerging in entertainment merchandising," he said. "The partnership of audio/ video is reshaping the mission of record stores, record departments, and distribution organizations."

Continued Eugster, "As merchants, we are involved in selling records, movies, movie sound tracks, TV soundtracks, music videos, movies based on TV series, soundtracks based on TV series, comedy audio/video products, etcetera, etcetera, Our stars are singers, actors, TV personalities, and Broadway players, who often are performing in multiple formats. The future of the record and video retailing business certainly is a veritable cornucopia of entertainment. In NARM, our goal must be to facilitate the improved marketing of these diverse interests, to be in the middle of the development of these new approaches, and yet be ever mindful that our bread and butter is music.

RPM

Little Richard is on MCA for the "Down And Out In Beverty Hills" soundtrack (including the "Great Gosh A'Mighty" single), but the vintage rocker is making an album for Warner Bros, in the UK. Some recording was done in London with producer Stuart Colman before Richard's auto accident. Among the seasion players: Billy Preston. Colman hopes to finish the project with the rocker in L.A. before too Iona.

Emergency Records President Serglo Cossa says that European dance (don't mention that other word) music is on the upswing once more. The British dance/soul scene is stronger than ever, he notes, and there's "an abundance" of top quality product coming from the Continent. Emergency has a deal to release product in the U.S. from Italy's Ibiza Records, a prominent, Milan-based indie. "This is really just the start of a new Euro invasion," says Sergio, "simply because the sounds are really energized and different to a lot of dance music that's being produced in the States.

Thank You . . ABC AFRTS AP CBS NBC National Black Network NPR RFE/RL Satellite Music Network Sheridan Broadcasting Network Transtar UPI United Stations Radio Networks VOA and special thanks to WPLJ . .

For volunteering to participate in the Good Friday simulcast of "Hands Across America." This demonstration of unity is clear evidence of network radio's concern for the hungry and homeless in America.



Radio Network Association, Inc.





DAN O'DAY

Personality Probed At CRS

I had a great time in Nashville a few weeks ago at the Country Radio Seminar. As always, it was a pleasure to meet lots of folks who previously had been only names in the trades or voices on the phone. During the seminar, I was pleased to take part in a panel presentation entitled, "Air Personalities: How To Find Them . . . How To Build Them."

The moderator was Johnny Biggs of ABC Watermark. The other four distinguished panelists were Doug Enlow, PD/PM drive jock at WCOS/Columbia; Ron Foster, PD & morning jock at Mitchell, KllK/Houston: Joey morning jock at KRAK/Sacramento; and Moon Mullins, PD of WHN/New York. For those of you who were unable to attend, here are some of the session's highlights.

Mitchell: Personality radio to me isn't just being a crazy guy, because to a lot of very successful personalities it's just communicating, being topical, being part of the community . . . and also being consistent. That's the hardest part for me. Because I don't have a great voice, I decided I'd better do something to be recognized; I've got to be a little different. And I picked the "crazy man" routine and that's the hardest when you don't feel good, when you're a couple of months late on the Mastercard payment and the bank is waiting outside, when your wife is mad at you, and you go in at 4:00 in the morning and you've go to be the same guy you were yesterday because the audience doesn't give a damn about your Mastercard payment or if you're having a fight with your wife. They want that radio show that they're used to. So for me personality is con-

sistency and being topical. Enlow: Not everybody can be funny on the air. But I think we have touched on a very important issue for personalities, and that's consistency. You have to decide what type of personality you're going to be, what you're going to be to your audience, and then be that every day

Looking For Talent

Question: How do you go about finding and developing talent? Foster: First we look within the staff. Then we go to ads in R&R.

We go to comedy workshops. But I think most of the talent we've had, especially in our morning show, has come from within the station itself

Mullins: The most preferable way is parttimers will move into fulltime slots. A parttimer can be trained in the station philosophy, the programming elements, the ins and outs of how you want things done. If you don't have the luxury of having a parttimer who will wait that long for you, one of the favorite ways I used to have of recruiting was to get in the car and start driving down through one or two states in the area and spend about a week out on the road, just listening to the different disc jocks in the smaller markets.

Mitchell: So many times program directors want to form a newly-hired jock's personality in the first couple of days. They hired this personality and they "Okay, I hired you because I sav. liked you on your tape, but this is what I want you to be." The jock ends up confused and out of a job in a while. Give the guy a little while to acclimate to the station, to the format, to the surroundings, and let the people get to know him.

It's going to take a while. The sales staff is going to have a heart attack if the guy's a personality. If he's criticizing a song, the music director's going to have a heart attack. But if he's just given some time to develop and to be original, I think he'll succeed - if he's good. If you hired him in the first place because you liked him, give him time to express himself.

Definining A Personality

Question: How do you know if a younger guy in a smaller market is going to be able to develop into a personality? What traits do you look for?

O'Day: Someone who first of all has a pretty good idea of who he or

she is. Everyone has a personality. If you think about people whom you find interesting in real life whether it's a co-worker or your mailman or the person who repairs your shoes - odds are they're not necessarily funny. They might tell a good story, they might have interesting opinions on world affairs, they might just happen to know what's happening in the neighborhood, they might be good gossips; everyone has a personality.

First you have to decide, "Who am I? What are my strengths? What are my weaknesses? And of those strengths and weaknesses, which do I want to highlight and present to my audience? Which do I want to develop more?" For more people – maybe for most people – being sarcastic is a weakness. There are some jocks who are very successful using their natural tendency to be sarcastic

So the first thing is who are you, and the second thing is who do you want to be on the air? If I were

Radio **Stories**

From Smilin' Jack, WLWI/Montgomery: I was News Director at WFMB/Springfield, IL when some of the guys decided to play a little prank on me. They came in while I was on the air, tied me to the chair. and set my news copy on fire. The mike was on, I was blowing on the CODY

R&R: If I had been listening, would I have been able to detect anything?

S.J. Yeah! I was trying to do something and then I started laughing and had to tell everybody what was going on. I said it was the hottest news story of the day.

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

looking at a jock from a smaller market or at someone who's in his first couple of years in the business, I would want to make sure that person knows what kind of personality he wants to be and considers himself to be right now. And if he says, "Well, I don't know, I could be Al Wyntor or Rick Dees or I could just play all music or you tell me and I'll do it" - I probably wouldn't hire that person

Going One-To-One

Mitchell: I think there has to be an incredible rapport between the program director and the personality. I think there is a magical moment when you hear your disc jockey turn into a personality; you can actually hear it happen.

I have a program director to thank for whatever success I've had - and that's when he told me, "Joey, stop announcing and start talking." I had to actually visualize one person on the other side of the microphone. Because I was saying, "LADIES AND GENTLE-MEN, HAVE I GOT A GREAT SONG FOR YOU" I was talking to Yankee Stadium. I was just screaming into a microphone and going nowhere.

And then one day I just pictured my wife and I said, "(soft, intimate voice:) Oh, I've got a beautiful song from Don Williams that's just gonna drive you crazy. It is so nice'' All of a sudden the phones lit up and people were going, "I really like that song!" I started getting a response, and all of a sudden Yankee Stadium was gone and I was starting to do a one-to-one. That was the turning point for me, when I started communicating instead of announcing

Mullins: Sometimes when dealing with air talents, who have very sensitive egos, you have to accentuate the positive. You have to go after the things that they're doing right and just totally ignore what they're doing wrong. If you can just build on what they do right, automatically those things that are done wrong just start to go away, they dissipate. It's beautiful thing to observe.

Then you can start getting together and brainstorming. No matter what idea is presented, you don't just automatically discount it. You don't say, "That's stupid." Every idea is a good idea; you take them and build upon them. If they've been there 20 years or two months, they'll still respond the same way to positive stroking and positive development. And forget about the things they do wrong! Some of the best disc jockeys I've ever heard make the biggest booboos on the

Enlow: Very few people are born personalities; most of them are made. If you're having problems with a personality, you have to encourage him to take chances. And if he takes the chance and does the bit and it bombs, you don't jump all over him. You find the good things and you encourage him to take those chances and develop his personality.

Question: What about show prep?

Foster: It's extremely important to prepare every day and to have a backlog of generic stuff. A couple of days ago there was no particular topic going on, so we came up with the situation where I had not paid my gravity bill, and when I got home everything was on the roof ... and the audience played along with it great.

It might be a great bit for you; just open your phone line: "Have you ever had your gravity shut off? It's terrible" Have some generic stuff like that in your backlog just in case you run into a day when USA Today is blank and the local papers are kind of grim.

Enlow: I think it's important to encourage your air personalities to prepare. Some of them don't like to do it. When I first started years ago, I didn't like to do it. I felt like I could go on the air and do my show off the cuff. Now if it's a day when things are so busy that I can't spend an hour or so preparing my show before I go on the air, I feel naked. I think you can encourage your air personalities to where they'll get to that point where they'll want to prepare, and their show will be much better because of it.

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48/ R&R FRIDAY, MARCH 28, 1986

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Rock Roll &

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CALENDAR

BRAD MESSER

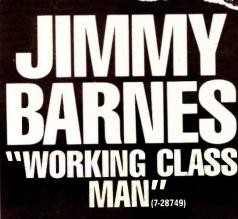
Computer Prints Jokes

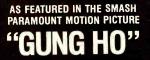
Five in the morning. Jock turns on the station computer, dials a phone number, punches in a few codes . . . and while the morning show host has a cup of coffee, his printer types out fresh celebrity news from Hollywood, the day's show prep sheet, plus several sheets of topical and generic jokes. What could have been two or three hours of homework is complete at a quarter past five.

Yes, the future is almost here. Computers are beginning to work their way into on-air programming by offering timely database services, but stations are not exactly scrambling onto the bandwagon. Industry sources tell me the radio database business is building up, but they say across-the-board growth is slower than many insiders (and entrepreneurs) had anticipated. The consensus is that as more stations become familiar with the services now available, use will increase dramatically.

Consider the example of Dave Biondi's year old Broadcast Data Base company in Houston. A station pays a \$25 startup fee to access the BDB menu, then pays individual line charges and varying perfeature fees to get services that include One to One, Wireless Flash, Hollywood Hotline, Phantastic Phunnies, M Street Journal, and Galaxy. (BDB also offers the "Talk Show Guest Directory" and several services for management, engineering, news, etc.) The money splits like this. The individual supplier, such as Del Gundlach of Cheep Laffs, feeds his data into Biondi's computer via modem. When a station downloads a month's supply of Cheep Laffs. (about eight pages that take 10-15 minutes to print out) Gundlach gets the \$4 fee. Biondi gets the line charge money, which ranges from 10-35¢ per minute. BDB claims about 400 users overall. Between four and five dozen subscribers regularly download Cheep Laffs. The \$2 Hollywood Hotline is used by about 15 subscribers daily.

A bit of in-head multiplication indicates that no one is getting rich yet, but the broadcast database entrepreneurs sincerely believe the key word is yet... and that an exponential increase in subscriber volume is just over the horizon.







THE ALBUM: BILLBOARD 144*-114*

SEE JIMMY BARNES ON TOUR WITH ZZ TOP

Mutrony

Produced by Jonathan Cain; Remixed by Bob Clearmountain Management by Bruce Allen/Lou Blair



Electric Street Lights

MONDAY, MARCH 31 — Wabash, Indiana became the first town with electric street lights in 1880, over the protests of farmers who were afraid that chickens would be confused by artificial daylight and wouldn't know when to lay their eggs. The play "Oklahomai" premiered on Broadway in 1943. Congress authorized carving a mountainside into Rushmore National Memorial in 1925. The entire nation went on Daylight Savings Time for the first time in 1918. The Eiffel Tower was completed in 1889. Today is Seward Day, a state holiday in Alaska.

Birthdays: Gable Kaplan 41. Rhea Perlman ("Cheers") 42. Christopher Walken 43. Gordie Howe 48. Richard Chamberlain and Herb Albert 51. Shirley Jones 52.

Epidemic Kills Millions

TUESDAY, APRIL 1 — The deadliest outbreak of disease in the US began 68 years ago. It was swine flu. It killed at least 1.5 million Americans and spread around the world where it eventually took a total of 21 million lives (1918). Tiros-1, the world's first weather satellite, was put into orbit in 1960. Pacifist Bertrand Russell introduced the "chickenfoot" peace symbol at an Easter march in 1958. Tupperware was trademarked in 1949. Louis Marx marketed his first yo-yo. Andi Ecols Day.

April Fools Day. Birthdays: All MacGraw 47. Marie Francis "Debble" Reynolds 54. Jane Poweli (Suzanne Burce) 57. George Grizzard 58. Henry MancIni 64.

Electric Theater

WEDNESDAY, APRIL 2 — The world's first movie theater opened 84 years ago in Los Angeles (1902). "The Electric Theater" (at 262 S. Main Street) was an added attraction to a carnival run by Thomas Tally, a former cowboy from Texas who is credited with creating the term "moving pictures."

One year ago Congress repealed IRS rules which required detailed daily logs of car mileage for tax purposes (1985). Mass civil rights and desegregation demonstrations began at Birmingham Alabama in 1963. Minnesota Valley Canning Company (became Green Giant Corporation) formed in 1903. The first human was shot from a circus cannon in 1877. Birthdays: Swimmer Brian Goodell 27. Emmylou Harris 39. Don Sutton 41. Leon Russell 45. Sir Alec Guiness 72.

Prime Hit Twenty

THURSDAY, APRIL 3 — Six years today, with the prime interest rate at its all-time high of 20 percent, President Jimmy Carter predicted "a short recession" (1980). Later that month the Dow Jones Industrial Average bottomed out at 759 13.

25th anniversary of the 23rd Amendment giving Washington DC residents the right to vote for President (1961). TV Guide was founded in in 1953. Bob Ford shot Jesse James in 1882 for a \$10,000 reward. The Pony Express began operating in 1860. Oxford University researchers believe this was the date Jesus was crucified (on a Friday) in the year 33. Birthdays: Eddle Murphy 25. Tony Orlando (Michael Anthony Orlando Cassavitis) 42. Marsha Mason and Wayne Newton 44. Doris Day [Dons von Kappelhoff] 62.

King Assassinated

FRIDAY, APRIL 4 — Dr. Martin Luther King Jr. was assassinated 18 years ago, shot by a sniper as he stood on a motel bakony in Memphis, Tennessee (1968), King's murder touched off major street demonstrations that turned into riots in over 100 cities. RCA dropped videodisc players in 1964 because it thought VCRs would be more popular. In 1980 over 10,000 Cubans converged on the US embassy in Havana seeking asylum. Star Trek was cancelled in 1969. Vitamin C was isolated at the University of Pittsburgh in 1932. US declared war on Germany in 1917 (WWI). Los Angeles was incorporated in 1850.

Birthdays: Trumpeter Hugh Masekela 47. Sen. Richard Lugar and Tony Perkins 54. Runner John Landy 56 Dancer/businessman Arthur Murray 91.

50/R&R FRIDAY, MARCH 28, 1986

The 1st INTERNATIONAL MUSIC & MEDIA CONFERENCE Montreux, Switzerland May 7-10, 1986



A HIGH-LEVEL INTERNATIONAL CONFERENCE

Respected panelists from around the world will take part in concurrent sessions dealing with music in relation to television, radio, and home video. Topics to be covered include the future of multi-national television broadcasting, the protection of national culture, the syndication supermarket, marketing the radio station, the role of music videos on television, the impact of new technologies on programming, plus other relevant music-related subjects.



AN INTERNATIONAL MUSIC VIDEO FESTIVAL

The definitive international music video competition, with a distinguished international jury, and with categories for clips and long-forms. Awards will be presented during a gala evening on May 10.



A MARKETPLACE FOR MUSIC PROGRAMMING

A meeting place for programmers, producers, and distributors of music programming for television, home video, and radio. The market will take place in the Montreux Convention Center and will have listening and viewing facilities, as well as an exhibit booth area.



SUPERSTAR ROCK TV SPECIALS

The Golden Rose of Montreux Television Festival, held concurrently with the IM&MC, brings to Montreux today's leading pop stars for the recording of a world-class TV special co-produced by Swiss Television and the BBC's Michael Hurll. A good opportunity for participants to meet the artists.



NEW ARTIST SHOWCASES

IM&MC will present six emerging international artists who will appear in conjunction with the superstars in the rock TV specials. Other new artist presentations will take place at various Montreux venues during the event.



THE GOLDEN ROSE OF MONTREUX TELEVISION FESTIVAL

Europe's most important TV competition for light-entertainment programming. IM&MC participants will have free access to daily screenings and to the presentations of top-rated international TV programs, as well as to an all-night screening of rock films and classic videos.

Meet your business partners at the

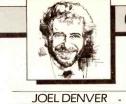
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CONTEMPORARY HIT RADIO

THE BRIDGE BETWEEN DRIVES

Middays: Not Just For Housewives Anymore



Steve Conley, FM100/Memphis

"Radio has a certain glamour appeal, and letting people interact with me on the air gives them a chance to feel that glamour."

-Steve Conley



John Harrison, WKTI/Milwaukee

"I try to get into the minds of my listeners, not by overpowering them with personality, but by making my words count."





Joe Folger, KEGL/Dallas

"It's a whole different mindset nowadays ... I imagine myself talking to people at work rather than to those at home." —Joe Folger



Jock Blaney, KTRS/Casper

"It's like doing two shows . . . You do half a morning show and half an afternoon show, so you try to position the music in that direction." —Jock Blaney

So you tipped a few last night. Actually, you tipped more than a few. You stayed for last call, got a ride home, and hit the bed \dots but not the alarm clock! Suddenly, the bright sunshine streaming through your window becomes your worst nightmare — you're almost an hour late for your morning show!

No need to go on any further ..., you get the picture. Doing mornings isn't everyone's ideal shift, especially if you're the kind of person who enjoys the late-night circuit around town, spins records at a local club, or can't live without seeing David Letterman. So where does that leave you?

Chances are you could probably use at least one of the above excuses to explain why you do middays. But do you really need to? Could it be that, perhaps, you're an honest-to-goodness midday personality at heart? There was the time when most midday talents used the shift as a jumping-off point to get to mornings or afternoons, but all that's changed.

Life Between Drives

Interviewed this week were four midday pros: Steve Conley of FM100/Mernphis, Joe Folger, MD at KEGL/Dallas, John Harrison at WKTI/Milwaukee, and Jock Blaney of JKTRS/Casper. All are very happy with their daypart, and have proven to themselves and their stations that the shift can be more than just a bridge between the drivetimes. All right, so everyone isn't out on the road with their radios on. But when midday starts, so do most peoples' workdays. As Joe Folger puts it, "These people have driven to work hearing a great morning show, and are now in the office trying to keep up the momentum. That's what my job is."

No longer is it only the "little homemaker" tuning in. This is the 20th Century, and both sexes are busy fulfilling their intellectual and financial needs. "It's a whole different mindset nowadays," says Joe. "I imagine myself talking to people at work, rather than those at home."

Intimate Relationships

Steve gets a bit more specific. "I imagine talking to a 28-year-old secretary," he chuckles. "Although our midday listeners belong to almost every demographic, I get most of my calls from women." While it's safe to assume you're talking to adults during middays and that a majority of those adults are female, don't forget your men.

One of the biggest benefits to working middays is the fact that a large number of people listening are stationary rather than mobile. This has an advantage in helping you build an intimate relationship with your audience, a feat not as easily achieved in morning or afternoon drive. Jock Blaney explained, "Radio is an addiction. If you give people a chance to participate, it's hard for them not to."

FEARL

Especially if they're sitting right next to a telephone in an office. Maybe the overall audience numbers are smaller, but the potential for an active audience is overwhelming, and all of our midday masters seem to take advantage of those listening ears.

Glamour Appeal

While mornings or afternoons are usually the strongest shift on a station, Steve Conley doesn't have to worry about his numbers, as his midday show is the highest-rated daypart at FM100. "I try to give my show as much energy as any morning guy, without making it a morning show," he explained.

He also attributes his success to high audience involvement. "Radio has a certain glamour appeal, and letting people interact with me on the air gives them a chance to feel that glamour. It also develops loyalty and lets them know they have access to their local station."

Steve has an all-request lunch hour, a lunch giveaway, and a sort of "open forum"; when community events deserve airtime, he lets listeners get on the soap box and talk about them. Joe Folger puts at least one listener an hour on the air, and Jock Blaney holds a trivia contest to keep his listeners calling. All of these things are in addition to their stations' regular happenings.

Playing Along

While people like to be trendy, they also like familiarity. Jock says, "Since my people are used to me, they're willing to expand their listening guidelines." The product can constantly change, but if it sticks to the same formula, the audience will be comfortable enough to hang out and play a trivia game, for instance. Even store shoppers will take a mental stab at a question. So while you're working to attract and maintain some individual interest, also keep the needs of local merchants in mind and you'll have that many more game players when they're at home.

Another angle for content is to pay attention to the local buzz around town. If you're upset about the new dog leash rule in the local park, chances are lots of other dog owners feel the same way. How about the transit strike, and where carpools are forming in the interim? What about this year's school reunions? Then there's the local blood drive, etc. Joe says, "It's important to localize. When something's going on around town, I make sure ti gets talked about."

Fun Facts

And keep up on the PSAs. Many of the people listening may work odd hours, or have the time to get involved with day events, whereas the regular 9-to-5'er won't. And since you do have time in the morning, read the local and national papers so you can interact on social issues with your callers.

"Fun facts" are what John Harrison calls them. "I try to get into the minds of my listeners, not by overpowering them with personality, but by making my words count." John, who's not yet 23, is getting his first shot at a major market gig with WKTI, and he's very excited about the response he's getting. He spends about two hours filling up on "fun facts" for his show.

He observed, "My key to personality is listener-friendliness. It's always been easier to relate to people in my age group. With a daypart primarily reaching that demo, I feel comfortable relating my own thoughts and feelings because I know lots of others probably feel the same way."

Can You Relate?

A standard characteristic of midday philosophy used to be to "shut up and play the hits; leave the personality to mornings and afternoons." John is by no means a time-and-temperature jock, but realizes that being sandwiched between the morning team of Reitman & Mueller and afternoon personality Danny Clayton means his show has to be consistent musically

52/R&R FRIDAY, MARCH 28, 1986

Y TOP 40

1.00

Faster than a speeding Studebaker ... More draw ing power than any other personality in radio ... Able to leap to the highest day-part ratings in a single bound.

heroî

well ... no. Not exactly. But you're close.

. ×

It's Rick Dees, starring in RICK DEES' WEEKLY TOP 40, the single most successful long-form program pro-duced today. And while we can't say for sure that Rick can bend steel with his bare hands, his abli-ity to keep listeners coming back, week after week, is nothing short of a super-power.

The WEEKLY TOP 40 brings you Rick Dees in all his glddy glory, counting down the hits with the help of his entire cast of wacky characters. Between the tunes, the chart-topping artists offen drop in to share inside info on their lives, their music, and their latest concerts and videos. It all adds up to a four-hour blockbuster that keeps listeners riveted to their radios.

No wonder RICK DEES' WEEKLY TOP 40 is the top. rated long form show in the nation, aired in more major markets than any other.

RICK DEES' WEEKLY TOP 40. It's not a bird, It's not a plane. But it's just about guaranteed to make your ratings soar. RICK DEES' WEEKLY TOP 40 is available on a swap/ exchange basis to radio stations in the top 170 Arbitron-rated metro markets.



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

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

SSEALS PRICALL, MARCH 23, 1986

CONTEMPORARY HIT RADIO

Middays: Not Just For Housewives Anymore

Continued from Page 52

and entertaining enough so there isn't a radical departure from 'KTI's overall presentation.

Most of our midday personalities admit that the music keeps the pace consistent with the station's regular flow. But because it's an older audience listening, they tend to beef up on the oldies to a small degree and avoid the teen trends. Steve Conley's all-request lunch hour invariably ends up to be an oldies show. "It didn't start out that way," he says, "but that's what they ask for. We give the listeners what they want."

After the basic morning dayparts, however, all four men say they're playing more music altogether, and try to adjust according

MOTION

Jeff Davis is named Production Director at Z95(WYTZ)/Chicago, moving from the swing shift at sister station WLS For the record former KKQV/Wichita Falls PD K.J. Stone is doing nights at KMGZ/Lawton OK, and Andy Savage, from KMOD/Tulsa is doing nights at KOFM/Oklahoma Ci-Paco leaves Q105/Tampa for nights at Y100/Miami ... J.T. Stevens is upped to PD at WZZR/Richmond, former WNVZ/Norfolk morning man Dave Sanborn moves into the MD/afternoon slot, and WRXL/Richmond's Bob Kaufman takes on Production Director duties Reed Kittredge, last at WVIC/Lansing, is now Assistant PD/MD at WKDD/Akron . . Tim Watts exits the MD/Production Director slot at K106/Baltimore for mornings across town at WWIN-FM.

For dear friends of outgong WBAM-FM/Montgomery PD Mike Rainier, he's not in ailing health; but says thanks very much for the concern. to what time it is. "It's like doing two shows," explains Jock, "You do half a morning show and half an afternoon show, so you try to position the music in that direction. I start out slow after the morning show, build up to my noon hour, and then go all out getting revved for PM drive."

Tea Time

Then afternoon arrives, and everybody can relax, do their production, and go home, right? Wrong! All four men make outside appearances, and lots of them. In fact, all make multiple weekly appearances. Some are paid, some are freebies, some are station events. But each realizes the importance of beating his own drum in the race for market recognition. These midday pros are successful because they've got a clear-cut understanding of the changes their audience goes through hour by hour, day by day. Gone are the traditional concepts of programming to the little lady of the house who's having a second cup of coffee before ironing a stack of hubby's shirts.

By grasping a realistic impression of the daytime audience profile – housewives and househusbands, shoppers, workers in cars and offices, and teens who are on spilt-shift – these talents understand the nature of the midday time slot and their part in it. They know the midday daypart is a doorway upon which a large segment of those precious morning and afternoons numbers is hinged.

He's switching his career emphasis to computers, but will be retained as a consultant to the station Mike Bradford is new to middays, and Kelly Iris gets a full time boost to evenings at WSPT/Stevens Point ... Greg Cole is now working weekends at WAVA/Washington ... WMMS/ Cleveland bids a fond farewell to weekender Betty Korvan, who's leaving for KSKY/Rapid.City ... 96X/Miami welcomes Mark Mosley to mornings, from WRNO/New Orleans . Mike Phillips is out at KRKE/Albuquerque; PD Frank Jackson fills the afternoon slot as former PM-driver Jonathon Stewart moves into mornings.

95XXX/Burlington names Dena Yasner MD... Steve Cox is the new morning news anchor at WBBQ/Augusta ... Jeff Howe exits, and WRQN/Toledo welcomes Middays/ Production Director Brad Hanson, from across town's WMHE... Chris Lash takes over middays at OK100/ thaca... At KDXU/St. George, UT, Jerry Allen is appointed PD/MD, Kent McGregor is named News Director, and Jim King begins the overnight shift... WFLY/Albany announces a few changes: PD Todd Martin segues from PM-drive to 1-3pm, former night announcer Michael Morgan moves Into afternoons, overnighter Joe Moss takes on 7-midnight, and parttimer Kristin Karr gets upped to full time on the all-night show.

BITS

 Are You A Clown? — WAVA/ Washington and Ringling Bros. Barnum & Bailey Circus celebrated April Fool's by summoning all possible fools in town to participate in their "Clown Of The Night Contest." Entrants applied by doing 20 seconds of their best material over the air. Every caller won tickets to WAVA's "Night At The Circus,"while the best funsters qualified for a drawing to perform as WAVA's special clown. • Stretch, Jumo, Buro, Breathe

Stretch, Jump, Bump, Breathe
 — KX104/Nashville recently

sponsored a Jazzercise Marathon for the Anderbilt Leukemia Foundation. Over 300 aerobicisers jumped and bumped to the groove in the Nashville Memorial Gym. When it was over, \$23,000 was raised.

WRANGLER AND WILLIE NELSON WANT YOU!

Wrangler Jeans is joining Willie in sponsoring a nationwide search for the best rock, country and rhythm and blues artists!

Ten stations across the country will be a part of the promotional event of the year and help launch the careers of the most talented acts in their areas.

For more information, watch R&R and the May issue of Sound Management magazine.

Willie Nelson / Wrangler

54/R&R FRIDAY, MARCH 28, 1986

AOR



A backstage rendevous in Portland, ME brings out the best in WBLM PD RANGER MAKES HIM STRANGER -Jose Diaz (far left), as well as (I-r) WBLM MD Robin Mathiews, the band's Jack Blades, Jeff Watson and Kelly Keagy (obscured), WIGY/Bath MD Christina Alticker, and MCA's Roman Marcinkiewizz.

RADIO ACTIVITY

That's The Spirit

WXRK/New York's School Spirit contest drew 22 million entries from 20 schools in the New York, New Jersey, and Connecticut area. The winning school got a Bon Jovi concert and \$5000. Three interesting wrinkles:

. The winner was determined by who sent in the most entries on a per capita basis

· Rather than mailing in the entries, students were required to use four drop-off points

· All entries had to be handwritten; no reproductions or carbons were allowed

Shazam, Shazam

WZZO/Allentown listeners qualified for a "Nervous Night" with the Hooters

dinner with the band, the group's video and album, and a chance to MC a Hooters concert - by calling in when they heard Gomer Pyle exclaim, "Hoot-ee-hoot!" on 'ZZO.

Guest Shot

KNAC/Long Beach's "Pure Rock Music Industry Guest Disc Jockey Show" has quests from the music biz come on the air for an hour Sunday nights at 10 to discuss their profes sions and spin tunes. Interested? Call PD Jimmy Christopher at (213) 437-0366

You Axed For It

WNEW-FM/New York got a hold of a custom-made guitar from Keith Richards's private collection and gave it to one of 50 finalists who had won copies of the Stones' new album the weekend 'NEW-FM premiered the "Harlem Shuffle" 12'



SEGUES

ton, SC.

KLZS. PD .

new PD

KKFM/Colorado Springs changes

from a CHR-AC hybrid to "Colorado

Classics," an adult AOR programmed by Mark Seger and consulted by Jeff

Pollack ... KXZL/San Antonio adopts

new call letters - KZEP - and adds

husband and wife morning team Chris

Winston & Alice lan from WAVF/Charles-

WHMD/Hammond's new PD is Ron

Chatman, formerly Research Director

and evening man at WQUE(AM)/New

Orleans . . . KICT/Wichita names Ron

Eric Taylor, from crosstown AC

PD Drake Hall will oversee the pro-

gramming at co-owned WBER/Buffalo (currently WUWU) when it goes on the air with AOR . . . Ex-WHJY/Provi-

dence PD lan Grace has returned

from Australia for a few weeks to

assist the station in its search for a

ton, WV PD R.G. Jones takes on MD

chores at WFXR/Charleston, SC,

where Kris King leaves middays

KBER/Salt Lake City

Former WKLC/Charles

Greg Morrison is new to the MD slot

Betty Korvin, ex-WMMS/Cleveland,

After seven years, Otis XII leaves

mornings at KEZO/Omaha, where

parttimer Paul Rhodes is upped to

overnights ... KKGR/Anchorage promotes weekender Art Lewis to PM drive and brings on Harry McKnight

from crosstown KBYR for overnights.

Marilyn Mee joins WQFM/Milwau-

kee as News Director, with Fred

Felder jumps to WXRK/New York as

Assistant Promotion Director from the

Bill O'Brien is new to KGB/San Diego weekends Roberto Angot-

ti joins KROQ/Los Angeles for a

weekly "Reggae Revolution" show

KRKE/Albuquerque weekends WWTR/Ocean City brings on Ken

Barnett as Production Director.

Bill Stambaugh returns to

Max

Mudd moving to weekends .

same post at crosstown WPLJ.

ioins KSQY/Rapid City middays

at WRQK/Canton

HEART IS WHERE THE HOME IS - Heart came home to Seattle for a show at the Coliseum. Pictured are (I-r) the band's Mark Andes, Capitol's Stan Foreman, KZOK personality Connie Cole, Heart's Nancy Wilson, Ann Wilson, and Howard Leese, PD Phil Strider, Promotion Director Jane Kopecky, and MD Larry Sharp.





REZ ON THE RISE — Backstage after a Philadelphia appearance by Sparrow Records artist Rez are (I-r) WMMR's Cindy Drue, Capitol sales rep Joe Pszonek (bless you), and Rez's Wendi Kaiser, John Herrin, and Stu Heiss



LENO ME YOUR EARS - CHOM/Montreal put two contest winners in the first row for comedienne Jay Leno's performance. While Leno leans on a mean machine, he gets backup support from (I-r) morning personali ty Terry Di Monte, the winners, and morning personality Peppermint Pat-

56/ R&R FRIDAY MARCH 28, 1986



ADULT CONTEMPORARY

LETTERS TO THE EDITOR

Concerned About AC's Future

I have finally seen addressed in a recent R&R a very important view that until now has been all but ignored. This is the increasing overlap between AC and CHR (and to some extent, AOR). Unfortunately, this topic popped up not in one of the programming columns, but in Al Teller's comments in Adam White's column. While a recording industry president is raising some important questions about the contemporary formats all trying to "fit through the same door," AC consultants comment, "The future of AC is CHR without the teens." I feel this attitude, especially when taken by the alleged leaders of the format, could have unfortunate longterm consequences.

What Is AC?

What these people, and obviously many program directors, have forgotten is that AC radio began and continues to exist today as an alternative for people who, by dint of age or lifestyle, are not served by CHR or AOR (or any other format for that matter). AC came about as many people "grew out" of the clutter and hype of Top 40. If we try to be all things to all people, we run the same risk CHR did six years ago when it reached out for adults and lost its core. We may be trying to do the reverse right now, but with identical consequences.

, pi

Despite what we hear about the audience growing up with rock, and "graying rock and rollers," the fact remains that as people grow a little older, the focus of pop culture moves to their younger siblings and later to their children. Right now, AC is not providing a haven for this massive segment of the audience growing out of the other contemporary formats. The most casual inspection of the Music-Intensive AC chart will show most of us are just giving them a watereddown version of that from which they are trying to escape.

Adventurous Or **Treacherous?**

Rarely does a week go by that I don't read the profile of a programmer who characterizes his station as an "adventurous" AC. His defi-nition of adventurous? "We're not afraid to go on CHR hits early." Granted there are many songs.

certainly more than there used to be, that are truly multiformat hits. But I don't think it takes "guts" or amazing programming to know how to add a record that has already sold a million copies. Attitudes like this will lead to a compromising of the AC sound. CHR is a "hits" format. AC and AOR are 'sound" formats. We need to be playing songs based on how they sound within our music mix, not on a chart position or "hitbound" status. Adults buy records they like, regardless of what's trendy,

Here at WMT-FM we have a different definition of "adventurous." We have successfully introduced, with excellent audience reaction, several types of nontraditional AC music programming. We eschew, except in rare cases, MTV-style pop and most rock. We look to independent labels if the majors aren't offering selections compatible with our format.

Also, we don't write off established adult artists who still gross millions in record and concert ticket sales just because they aren't currently in vogue. We still

consider ourselves a music-intensive station, but certainly not one for whom the R&R AC chart is representative

AC Should Lead, Not Follow

We are also not afraid to look to the innovative music with a jazz flavor, and that of Windham Hill. I was very pleased to read a very good column on this music, but why on earth did I read it in the AOR column? The reason Lee Abrams suggested that his clients should look into this music is because his company has seen these records selling among adults in AC's target audience - one that AOR covets. The audience has figured out, even if alleged "adult music" programmers haven't, that this is a new kind of AC music that is not comprised of leftovers from another format.

AC should be leading the way with this kind of innovation. Woe to us if we let someone else take the risks and gain the glory. Naturally, this won't work for everyone, but our resistance as a format to do something that could partially insulate us from ratings erosion on the part of CHRs that daypart and play oldies is shocking.

The future of AC is not in blurring the lines between it and other. formats. It lies in providing music and entertainment for adults that they can't get from other formats. If we don't give it to the audience, AOR and Country are poised to strike, ready to be tomorrow's "adult" formats. Unless we act, AC will make it easy for them.

Dennis Green Assistant PD WMT-FM/Cedar Rapids

ACCELERATION

John Frost, formerly with KLSh Kansas City, becomes PD and morning man at KITT/Shreveport ... Tom Michaels is new nighttime personality Dave Rickards at WRRM/Cincinnati takes over evenings at WMET Chicago. At KKLT/Phoenix. Barry Chase from WASH/Washington and Clndy Wine from KOPA/Phoenix are the new morning team. Jack McKay is named fulltime Production Director

Chris Kay is doing evenings at KWLT/San Diego ... Tom Dean becomes afternoon driver at WFMK/Lansing. Lee Taylor joins WVAF/Charleston for nights and Jeff Clark returns for evenings.

Collin Garrett moves to mornings and Mike Donovan shifts to afternoons at WRAL/Raleigh Dave Tyler is new to overnights at WSUL/ Monticello Andy Friedman joins KUIC/Vacaville CA as anchor reporter, leaving KBLF & KALF/Red Bluff, CA as News Director

To replace Charile Hanson, who retired after 30 years from WISN/Milwaukee, Mike Murphy is moved from middays and teamed with former Milwaukee TV anchor Jerry Taff for the "Murph and Jerry" morning show. Also at WISN, Kelly Wallace fills the midday slot and becomes MD.



GOING FOR THOSE YOUNGER DEMOS - KEFM/Omaha was the official radio station in conjunction with a performance of "Sesame Street Live." Prior to the show, over 200 kids and their parents attended a special party complete with cookies, soft drinks, and, of course, photo sessions with the Sesame Street stars. KEFM personnel decided to get in on the act too. From left: Cookie Monster, MD Steve Lundy, Public Affairs Director Bill Henry, Burt, air talent Bill Martin, and Ernie

A Unique AC Dear R&R:

I've been reading with a great deal of interest detailing "alternative" radio formats of late. The AC format seems to have the most hybrid offspring, but I've yet to discover any other station doing the hybrid that WAHR is gaining success with here in Huntsville, AL. Lee Greenwood - "I.O.U."

Basically, we have an AC-crossover Country format. But the refining goes further. We shy away from "rock"-sounding songs, preferring smoother, more melodic sound. Also, we stay out of the realm of more traditional "twangy" country tunes. And we look for a certain "love" song message in each tune, trying to touch the listener's emotional button. Our mix of pop to country songs is 60/40

A Little Country -**A Little Rock**

This format works for us because of our unusual market situation, although I'm sure there are other markets where it could be a winner. We deliver those important female adult demos that everyone seems to be after, and we continue to improve on those numbers.

Our 100 kw FM signal blankets six counties in North Alabama and three in South Central Tennessee. This gives us a real challenge to overcome, since we serve many rural farm areas yet originate our signal from one of the fastestgrowing cities in the US. WAHR has two very different needs to satisfy.

I've heard other stations try this approach, but they tend to just clump the top country hits together with the top AC tunes, and go seesawing from one extreme to the other

While we include Stevie Nicks's "Talk To Me" in our playlist along with Don Williams's "We've Got A Good Fire Going." our on-air presentation of these songs prevents them from ever being played backto-back. WAHR uses what we call middle-ground tunes (anything from Air Supply to Kenny Rogers. the Carpenters or Anne Murray) as "buffer" songs between the extremes.

Before they leave my desk, all songs are classified according to their individual merits, not simply because they appear on the AC or Country charts.

While all this may sound like a lot of hard work (it is), over the past few years it's been polished almost to a science Here's a typical hour of music:

Barbra Streisand "Somewhere" "When The Going Billy Ocean -Gets Tough" Simon & Garfunkel - "Wake Up Little Susie' John Denver - "Dreamland Express" Alabama - "She & I" "Truly" Lionel Richie Crystal Gayle - "Nobody Wants To Be Alone' Stevie Nicks - "Talk To Me" Barry Manilow -"Ships' Eddie Rabbitt - "Burnin Up With Love' Anne Murray - "Now And Forever" Sade - "The Sweetest Taboo" Peter, Paul & Mary - "Leaving On A Jet Plane' "Peaceful Easy Eagles -Feeling"

Steve "Dallas" Lovig Music Director WAHR/Huntsville, AL

For The Record

In the AC column of March 7, I listed stations classified as "Runaway Successes" and a second list of "Movers and Shakers."

The Runaway Successes list was comprised of AC stations which led their AC competitors in their respective markets by large margins (adults 25-49)

"Movers and Shakers" were stations that had shown impressive growth over the past few ratings periods

Some corrections: WCRZ/Flint should have been included on both lists. KEFM/Omaha should have been included in the Movers and Shakers, and WF8C/Greenville should have been listed as a Runaway Success. WHNN/Saginaw was included in Movers and Shakers instead of Runaway Successes. Under Movers and Shakers, KMZQ/Las Vegas was incorrectly listed as WMZQ.

We've received much positive response to the K-Lite/Oklahoma City comic strips. For more information, you might try PD Pam Finn at (405) 478-7000: And the call letters are KLTE, not WLTE.



THE POWER OF GLOVE --- (Team Captains) San Francisco 49er Dwight Clark, Huey Lewis, and (center) KYUU/San Francisco personality Don Bleu take time for the camera during drafting of celebrity players for the sold-out KYUU/Dwight Clark All-Star Challenge Celebrity Softball Game. The event benefitted three Bay Area missing children's organizations. Other drafted celebs include Joe Montana, Eddie Money, and Greg Kihn.



CHARLOTTE STATIONS IN LITIGATION

WSOC And WLVK Go A'Courtin' In Carolina

COUNTRY

Welcome to the "Radio Court." For the next few minutes, I, your Roving Reporter, will be your host as you, the jury, decide the case between WSOC-FM and WLVK.

This courtroom drama takes place in Charlotte, NC, heretofore a serene, though competitive market where perennial powerhouse WSOC-FM has had its way for quite some time. WSOC has been number one 12+ in Charlotte the majority of the last six years, with shares as high as 17.3. WLVK went Country in January 1985, providing one of the first intense challenges of 'SOC's dominance. 'LVK's first full book was a 6.6 (spring '85), tollowed by a 7.3 last fall. WLVK also improved its 25-54 rankings from sixth to fourth, while WSOC-FM remained number one.

Order In The Court

Roving Reporter (R&R): The litigants are WLVK, represented by PD Doug McGuire, and WSOC-FM, represented by OM Don Bell.

At this point in the case, WLVK has previously been granted a cease-and-desist order stopping WSOC-FM from using a direct mail promotion called the "Carolina Lottery." WLVK claimed it had service-marked the name as its own to use exclusively. This trial is to determine which station has the rights to the name "Carolina Lottery" and the promotion.

Let's listen as da judge (DJ, hereafter) questions the participants.

DJ: Mr. McGuire, please detail your involvement with said promotion in a chronological fashion. And remember, you are under oath. LVK: We do the lottery direct

mail campaign in all of our other markets. (Capitol Broadcasting also owns WKSJ/Mobile, WMJJ/ Birmingham, and WRKA/Louisvile. WRKA's promotion was detailed in Donna Brake's column in last week's R&R.) We started working on this last September. In October, we determined the number of households we were going to mail it to and the price per household. In late December, we began making client presentations. We had clients lined up by the end of January. As a matter of fact, our pieces were printed up before WSOC even pitched the promotion in the market. They pitched the "Carolina Lottery" to several agencies on February 28.

We went on the air with the "Carolina Lottery" promotion at 3:55pm, Friday February 28. At 5:00pm, going into the news, WSOC did a live liner. At 5:22 they did **58**/ R&R FRIDAY, MARCH 28, 1986



On the left is the original WLVK direct mail brochure. More than 370,000 pieces had to be destroyed following a complaint that they werent in exact compliance with the law. The problem: the Treasury seal was printed in its true green color, something not permissible under current rules. On the right is a sample of the "mini-flyer" WSOC has been passing out since February 28. Note the use of "The Janitor" for this major promotion, tying in with WSOC's "Janitor" TV spots from Blore-Flichman.

their first produced promo and later that night 'SOC ran its first TV spot.

DJ: Mr. Bell, please tell the court the chronology of your plans for this promotion.

SOC: "Our GM and local sales manager went to the RAB in Dallas in January. They saw this pro-

"When we heard WSOC using the promotion, WLVK filed suit against them for infringement of service mark. We obtained a temporary restraining order instructing 'SOC to 'cease and desist' in its usage of 'Carolina Lottery.'"

—Doug McGúire

motion and were impressed with the way it ran in other markets and thought it was something we could use. That's when it began to materialize for us. By the first week in February the decision had been made and we were rolling.

What we have here is two stations doing the same promotion unbeknownst to one another. We were ready to launch ours on February 28. We were very secretive. We announced it to the staff and sales department on that day. They all left about 1:30pm. Somewhere between then and 4pm, WLVK found out we were gonna do the "Carolina Lottery" so they went on the air with it, even though I don't think they were totally ready at the time.

We planned to launch ours at 5pm on radio and had a TV spot set to run at 6pm. When we heard they started theirs, we just moved ours up. They ran a liner at 3:55pm and we hit at 4:24pm with our fully produced piece.

DJ: Mr. Bell, were you aware that WLVK was planning a similar promotion using the name "Carolina Lottery?" SOC: No.

DJ: Mr. McGuire, why is it you would like this court to uphold the earlier cease-and-desist motion preventing WSOC from using this contest?

LVK: WLVK service-marked the phrase "Carolina Lottery" on February 25, backdated to January 2, because we had our first usage of the year on that date.

When we heard WSOC using the promotion, WLVK filed suit against them for infringement of service mark. On Wednesday, March 5, WLVK obtained a temporary restraining order instructing 'SOC to "cease and desist" in its usage of "Carolina Lottery." WSOC took it off the air until a judge could decide who had the right to the promotion. That's why we are here today, March 6.

"We responded to their allegations and then turned it around by claiming we were the ones who had demonstrated the usage, so the service mark should actually be ours." —Don Bell

DJ: Mr McGuire, why do you think WSOC would go on the air with this if you had it servicemarked?

LVK: WSOC's position was that WLVK did not have prior usage of "Carolina Lottery" because we hadn't put our promos on the air when we were pitching it to clients. We maintain that in radio you put the promotion together first and then you put the product on the air. Our position is that making client presentations, printing the piece, and having documented plans for distribution constitute prior usage.

The key here is that "usage" determines the effective date of a service mark. Our lawyers interpret our selling it in the marketplace as usage. Their lawyers claim usage began when we used it on the air, which was only an hour before they did. DJ: Mr. Bell?

SOC: Our attorney's interpretation was that before one could get a service mark one had to demonstrate substantive usage. All WLVK had sent to indicate such usage was a tear sheet. We were actually in the process of going for the service mark, but in wanting to demonstrate said usage, we felt we had to have it on the air, run TV spots, and pass out the actual lottery numbers. The sum of all that together would demonstrate the needed substantive usage and we. would then get the service mark.

They wanted us to cease and desist because they had a service mark. We responded to their allegations and then turned it around by claiming we were the ones who had demonstrated the usage, so the service mark should actually be ours.

DJ: I'll be back to render my decision in a few minutes, right after this word from the Sears Legal Network.

The Plot Thickens

R&R: While we wait for da judge's ruling, let's talk with Mr. Bell and Mr. McGuire about a new twist in the rivalry. Mr. McGuire, 1 understand there's a legal problem with your direct mail brochures. What happened?

DM: Our printer called the Treasury Department in Washington, DC and asked what we could and couldn't do when printing pictures of \$100 bills. They said they normally don't pay any attention to it as long as the pictures are reduced by at least 30% and the complete bill isn't shown. The printer gave us that information but printed the bills in color, which you can't do; it must be in black and white. We believe WSOC took the brochures to the Secret Service which controls the currency. According to the Secret Service, they usually don't get involved in these matters. However, if someone complains, they are compelled to take action. At that point, they must order a ceaseand-desist, which meant we had to reprint all of our mail pieces.

WLVK had distributed about 11,000 of the brochures at shopping malls, etc. But more than 370,000 that were ready for mailing had to be destroyed. Continued on Page 60



Academy of Country Music

AWARDS NOMINATION SPECIAL

There's hardly a country music fan in America who won't be listening eagerly for the results of one of the most prestigious awards presentations of the year —THE ACADEMY OF COUNTRY MUSIC AWARDS.

" j

And you can capture a giant's share of that audience in your market with the three-hour pre-awards radio program, THE ACADEMY OF COUNTRY MUSIC AWARDS NOMINATION SPECIAL.

THE ACADEMY OF COUNTRY MUSIC AWARDS NOMINATION SPECIAL spotlights all the great music and artists that have made it to the final countdown in this year's competition. The show is set to air the weekend of April 12, the weekend before the winners are

Hosted ann citer by Hos ality Aca from sive Weed hon

announced—a point at which the excitement will be building to its peak.

Host Gene Weed, popular radio personality and Chairman of the Board of The Academy will play the nominated tunes from all the top categories, plus exclusive interviews with many of the superstars who are vying for this year's top honors.

To sum it up, THE ACADEMY OF COUNTRY MUSIC AWARDS NOMINA-TION SPECIAL is a guaranteed blockbuster one that will keep listeners glued to their

Don't miss the chance to reserve this sure-fire hit special in your market. For national sales information call our New York office at (212) 575-6100.

radios for a solid three hours.

For station clearance information call our Washington, D.C. Affiliate Relations office at (703) 276-2900.

THE ACADEMY OF COUNTRY MUSIC AWARDS NOMINATION SPECIAL is produced by Dick Clark Productions and United Stations Programming Network.





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COUNTRY

WSOC And WLVK

Continued from Page 58

The printing error was on the part of the printer, so it's not really impacting us except for delaying our mailing date. I think we have a great deal of public sentiment on our side. The audience is very aware of what has been going on due to the extensive newspaper and television coverage

R&R: Mr. Bell, would you comment on this situation?

DB: I don't know how the Treas ury Department found out about the illegality of 'LVKs brochure. We had gone to the trouble of checking with the Treasury before we did our one-sheet, and found out -that you can't reproduce money in its true color. So all of our materials were done using the gray scale

R&R: Mr. Bell, did WSOC turn in WLVK to the feds?

DB: No, not to my knowledge. R&R: The judge has called the litigants to his chambers to give them his verdict. We'll hear the results and the reaction after this short break

The Verdict

R&R: The litigants are leaving the courtroom now. Mr. McGuire, what happened in there?

LVK: "The judge said he was going to let a jury decide whether our service mark was valid or not. In other words, he decided not to make a decision.

At that point, WSOC asked that if he was going to refer it to jury, would he remove the temporary restraining order until the trial The judge granted that motion and effectively gave WSOC the use of the "Carolina Lottery" promotion and phrase.

"The problem with the decision for us, and the victory for 'SOC, is that the civil court system in Charlotte is backed up from six to eight

CLOSE-UPS

months. Thus, WSOC effectively has use of the promotion for at least two books. Except for claiming damages, the court trial will do us no good whatsoever. SOC: So we're both doing it. With

a couple of other mail pieces in town, this should be a fun book. Unfortunately, we're gonna confuse the hell out of everybody. R&R: Mr. McGuire, what do

think of the decision? LVK: "Obviously, the decision

was disappointing. But if anything, it has our staff more fired up than WSOC told the judge it was just

an amazing coincidence that both stations were doing this promotion at the same time. To some degree that chance may exist, but I have my doubts. I think it's a blunting move on their part. If they can take away any unique thing we're doing in the market, they hope it can cause some confusion or at least less of a reason for preference for my radio station.

R&R: Mr. Bell, does it make sense for both of you to carry on? SOC: We're both to the point

where we have so much money invested in the thing that neither wants to cut the losses and do something else. We're in the situation where if we stop it looks like they won, and vice-versa. This is, something neither side wants to do. If there's any truth to the Arbitron, I've got a 13 and they have a 7. So my 13 worth of "Carolina Lottery" numbers will carry a stronger impact than their 7.

We're playing radio wars here.

Editor's note: This text was not taken from court transcripts. The judge's comments are my own, constructed from conversations with Don Bell and Doug McGuire, whose lines are direct quotes from **R&R** interviews

HAVE YOU HEARD

As mentioned in Street Talk a week ago, KVEG/Las Vegas let its entire airstaff go and has changed call letters to KFMS-AM. It'll be simulcast with KFMS-FM. The new talent lineup: PD Doug Shane, who's been off the air for five years, takes over morning drive; 10am-2pm is Randy Hood; 2-7pm Ted Cramer; 7pm-midnight is Bill Roberts, who comes to the station from crosstown KKLZ; and overnights is Tom Murphey . . . Changes at WCMS/Norfolk as Janie Cotrell is upped to Asst. PD for the AM & FM from AM Coordinator. Eva Marie was promoted from overnights to Project Coordinator. New to 'CMS for all-nights is Lin Roberts, and Chris Michaels is aboard for swing work

WQHK/Fort Wayne's Jim Patricks has been named PD and hires Rod Tanner to do afternoons Steve Holmes is the new PD at KGEM/Boise, coming from crosstown KLCI WKMF/Flint afternoon jock Tim Murphy has been promoted to Assistant

J.J. Jackson has left WQXI/Atlanta for mornings at KSON/San Diego. Jackson's a 15-year yet, also having put in airtime at WGCL/Cleveland and CKLW/Detroit ... Dade Moore exits KXKZ/Ruston, LA for KYKS/Lufkin, TX overnights KKYX/San Antonio adds Jim Casey to the 3-7pm slot . Ken Ball is now MD for WIAI/Danville,

IL . . . A new lineup for WIXL-FM/Newton: 5-10am is Dr. Johnny Fox, 10am-3pm Ed Sobotor, 3-7pm Pete Montana, 7pm-midnight Lori Stewart (who comes from WJRZ-FM/Manahawkin, NJ), and midnight-5am Ed "The Mole" Cavanagh. The weekend staff is "Gentleman" Jim Murphey, Dom Durante, and Dan Hoffman.

Other news of note . Mike Smith promoted to Public Service Director at KKOW/Pittsburg, KS ... Dennis Rooney joins the KFKF/Kansas City

KEEP TCALL WORKING. BUY AMERICAN! H Coi K97 WANTS TO BUY AMERICA - K97-FM/Charlotte had an extensive "Buy American" campaign to aid the textile

Industry. Over four weeks the station obtained 40,000 signaltures on two giant billoards that read "Help Keep Us All Working, Buy American." The billoards were then taken to the state capitol in Raleigh for Governor Jim Martin to sign. Then it was off to D.C., where 12 Congressmen piedged their support to the textile industry by adding their signatures. The following day the bill was passed in the House. Pictured with one of the billboards (H) are K97 morr ing man Steve Harmon, chief engineer Art Bussure, 7-midnight jock Jim Reary, PM driver Mike Terry, Promotion Director Mark Gullett, PD Doug McGuire, and middayer Gary Michaels.

 The Federation of Advertising pre sented WOW/Omaha the "Golden Addy" Award for its public service campaign against drunk driving. The series received recognition for its use of "real" people telling their accounts of

driving while under the influence of alcohol or drugs. Pictured here with the "Golden Addy" are (I-r) WOW's Creative Director Shel Fredericks and Production Director John David Dixon • KILT-FM/Houston was the first

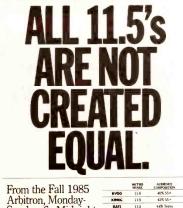
Country station in Houston to play compact discs. The station premiered the CDs on February 28 on Chuck Joseph's afternoon show and now features select CD cuts in all dayparts. They're working toward total compact disc operation



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staff as News Director And congrats to the staff of KXKW/Lafayette, recently named by the Louisiana Asso-

ciation of Broadcasters as its "Station Don't forget to keep of the Year" me posted on what you have heard!



From the Fall 1985	KYOO	11.6	40% 55*
Arbitron, Monday-	KRMG	11.5	42% 55 *
Sunday, 6a-Midnight,	KAYI	11.5	44% Teens
Total Persons, 12+	KWEN/K95FM	11.5	10% 55+ 4% Teens 86% 18-54



TULSA TUGGLE - What do you do when the top four stations in your market are with 1 of one another? Why, you set out to separate them in the buyers' minds, of course. KWEN's unique way of doing that is shown above and speaks for itself. Another creative eye-catcher from this Katz station sales team and GM Lee Masters.



HAIL, HAIL ... — It looks like the entire gang stopped by the WWWW/Detroit studios when the Nitty Gritty Dirt Band's Jeff Hanna and Jimmy Ibbotson paid a visit. On hand are (I-r) W4 PD Barry Mardit, afternoon jock Ken Morss, Hanna, midday talent Katy O'Neill, Ibbotson, and MD Kevin Herring

BEAVERWOOD STUDIOS has tapes of all the Country Radio Seminar and MIPS sessions. Included are the opening addresses of Sam Phillips and Jack Clements plus the closing 'review' by



NASHVILLE THIS WEEK



Country Hands Across America

A dozen-plus country music acts will represent Nashville and country music May 25 when the hands of millions of Americans will join the "Hands Across America" anti-hunger fundraiser.

Artists pledged to participate and/or promote in the event so far include the Oak Ridge Boys, Lee Greenwood, Hank Williams Jr., Sylvia, Johnny Rodriguez, Cristy Lane, Terri Gibbs, Earl Thomas Conley, Brenda Lee, the Bellamy Brothers. Marshall Tucker, Billy Joe Royal, Dickey Lee, Bruce Channel, Billy Chinnock, and Karen Taylor-Good.

Ken Kragen, the man behind the USA For Africa fundraiser, is also heading this event and promoters are expecting 6-10 million people, each contributing \$10 to participate in a human chain reaching from Los Angeles to New York, following the Olympic Torch relay path.

Plans call for the celebrity buses to leave Music Row at 8am May 25 and lead participants in private cars to West Tennessee. The linkup with the national human chain is to take place at 2pm in a 125-mile stretch between South Fulton, Tennessee and Memphis. Sharon Hodge, a songwriter and WLRQ DJ is Nashville's organizer along with Ed Morris of Billboard.

NSAI Awards

Bob McDill added two more notches to his songwriter hit belt when he was named "1985 Songwriter of the Year" by Nashville Songwriters Association International, with his "Baby's Got Her Blue Jeans On" named "Song of the Year" that same evening. Known for his laid-back, nonflamboyant style, the gentlemanwriter was inducted into the NSAI Hall of Fame and named BMI Writer of the Year this past October during Country Music Week celebration.

Paul Davis, Dave Loggins, Tom Schuyler, and Troy Seals were other finalists for the NSAT's pinnacle award. Mae Boren Axton, composer of "Heartbreak Hotel," was honored with the World Special Recognition Award. NSAI Achievement Awards were handed out to the following country songs and their writers: "Bop" (Paul Davis and Jennifer Kimball), "Baby's Got Her Blue Jeans On" (Bob McDill), "Dixie Road" (Don Goodman, Pam Rose, and Mary Ann Kennedy), "Forgiving You Was Easy" (Willie Nelson), "Highwayman" (Jimmy Webb), "I Fell In Love Again Last Night" (Tom Schuyler and Paul Overstreet), I Tell It Like It Used To Be' (Bucky Jones, Ron Hellard, and Michael Garvin), "Lost In The Fifties Tonight" (Troy Seals, Mike Reid, and Fred Parris), "Meet Me In Montana" (Paul Davis), "My Old Yellow Car" (Tom Schuyler), "Old Hippie" (David Bellamy), "Old School" (Don Schlitz and Russell Smith), "Seven Spanish Angels" (Troy Seals and Eddie Setser), "Somebody Should Leave" (Harlan Howard and Chick Rains), and "The Chair" (Hank Cochran and Dean Dillon).

BITS & PIECES: John Anderson is participating in the NAB's nationwide radio campaign against drugs and alcohol. He's cut promos titled "Operation Prom/Graduation" encouraging young people to "celebrate sober – the best is yet to come"... The Forester Sisters' new fiddle and backup acoustic guitar player is Jimmy Mattingly. FYI – Mattingly was the 1981 Grand Master and three-time Tennessee and Kentucky State Fiddling Champion ... Tammy Wynette will join the cast of John Con-

boy's CBS daytime soap opera "Capitol," playing the role of Darlene Stankowski, a waitress who becomes the romantic interest of the "Capitol" character player by Rory Calhoun . . . Nitty Gritty Dirt Band member John McEuen has been selected to score the music for the upcoming motion pic-ture "Solitary Man," set for summer '86 release and featuring Kathleen Quinlan, Bradford Dilman, Robert Logan, Levon Helm, and other members of the Band. McEuen says, "I plan on combining musical elements as diverse as heavy metal and traditional folk music. Needless to say, the film will be a real challenge for me.

Members of Exile were recently named Ambassadors of Kentucky. With honors awarded at a session of the State House of Representatives in Kentucky Birth Note: Crystal Gayle and husband/personal manager/attorney Bill Gatzimos added a new member to the family. His name is Christos James Gatzimos. He was born at 5:31am on March 10 at Nashville's Baptist Hospital ... Bobby Witte of Bob Witte Promotions and wife Rebecca have a brand new son. His name is Patrick Ryan Witte. Patrick is the grandson of singer Jan Gray.

Just thought you'd like to know!



KENTUCKY'S NEW AMBASSADORS-IN EXILE — Shown (I-r), Exile's Steve Goetzmain, Les Taylor, Marlon Hargis, Sonny Lemaire, and J.P. Pennington, with Kentucky's Speaker of the House Donald J. Blandford looking on.



62/R&R FRIDAY, MARCH 28, 1986

Nashville Platinum Sparkles

By Katy Bee

The world of country music joined forces with the classical realm as the Nashville Symphony hosted Ricky Skaggs, Mickey Gilley, Charlie Daniels, Danny Davis, Charlie McCoy, and others for a gala fundraiser event March 11.

The Tennessee Performing Arts Center was a full-house setting for a 16-song digitally recorded album to be titled "Nashville Platinum."

The musical forces performed songs, all instrumentally, from the classic catalogs of country music. Davis offered his famous Nashville brass on "I Can't Stop Lovin' You," McCoy moved the hall with his harmonica rendition of "Shenandoah," and Gilley tickled the ivories with "You Don't Know Me."

Later in the four-hour show/recording session, Skaggs picked a powerful acoustic guitar on the John Hartford classic, "Gentle On My Mind" (stretching out on his second take), the pop standard "Dance With Me" merged effortlessly with guitar master Chet Atkins and the symphony, and Daniels kicked out the stops with

or Special." Producer Buddy Killen, head of Tree International and member of the Symphony Board, made sure

the Symphony Board, made sure there were several takes to choose from for the recordings, making some non-session-oriented symphonygoers antsy. Country connoisseurs may not

the fiddle favorite "Orange Blossom

have recognized some of the Nashville staples' like "Crazy," "King of the Road," and "San Antonio Rose" from their new symphonic arrangements. Other highlights included the bluesy Willie Nelson number "Night Life," Simon & Garfunkei's "Bridge Over Troubled Water" and Kristofferson's "For The Good was spent on the recording session, and Killen says possible singles may follow the two-album package.

Grammy Country Coverage "Insignificant"

This letter is in response to comments made in the February 21 Nashville section of R&R. Author Randy Jackson is Janie Fricke's husband and manager. Dear R&R.

ear R&R:

LETTER

When I learned that only one country award would be presented on the three-hour Grammy telecast, I was disappointed, disheartened, and disgusted. It is obvious to me that the Grammys are none too proud of our country art form and as a result have continuously put country in a position of insignificance.

When I read your article applauding NARAS for allowing one country song to be aired and two country artists to present awards in the course of a three-hour program, I was irritated by your lack of realism and angered by your positive approach to another obvious slap in the face.

For whatever reasons, you found it necessary to appease Nashville with this ludicrous article... The final insuit was your attempt to convince us that James Taylor and Linda Ronstadt are presenting awards on behalf of country music.

Your mention of **Ronnie Milsap's** nine-minute segment was indeed exciting, until you revealed that it was a tribute to rock & roll stars.

Why don't we be perfectly honest and say, in three hours, no song will be sung as a country song, two country artists will present awards, and one country award will be accepted? If you can construe this into meaning that country music is fairly represented at the Grammy Awards, then you certainly have an active imagination.

WHO'S NEW



Dwight Yoakam

Dwight Yoakam's music comes from a background deeply rooted in the Kentucky hills timberland and coal mines. Before arriving in Nashville for a second time, he was a well-known act on the Los Angeles club scene. He proudly says, "Our fans were blue-collar, middle-aged country fans that came to see us because we represented something that's a dying part of their heritage. I'm proud of my heritage," concludes Yoakam, "and I have an obligation to my parents and grandparents who did not have the opportunities I have. I want to champion my people, mountain people. I got to where I am because someone crawled down a dirty black mine every day, and I don't plan to forget that." Dwight's remake of Johnny Horton's "Honky Tonk Man" is currently charted and appears on his album "Guitars, Cadillacs, Etc., Etc.' on the Reprise/WB label.

Who's New is a recurring Nashville This Week feature spotlighting artists making their debut in R&R's Country New & Active section,



BLACK/URBAN

WALTLOVE

WOWI's Hampton Inroads

By Sean Ross

Roshon Vance, self-pro-claimed "Ugly DJ," gets around. He's been at KALO/Little Rock with Barry Mayo, WMAK/Nashville under Mayo and Jim Maddox, Detroit's WDRQ and WJLB, WBMX/Chicago, KMJQ/Houston, a handful of CHRs, and WOWI (FM103)/Norfolk twice. Roshon - who uses only that name on the air - rejoined WOWI last fall as PD in time for a 7.1-7.6 ratings increase. In doing so, he stepped into a hot B/U battle with rival WMYK (K94) which, with the new arrival of PD Bob Scott, could stay hot for awhile.

Tony Gray, whom Vance calls "one of my mentors," gets around too. Gray brought Roshon to Norfolk in fall 1984, and under them WOWI's modern age really began. As the secular flagship of a mostly Religious chain, WOWI had been a B/U giant since 1975. Programming was mostly automated, ratings were in the 7-8 share range and, at the time, there was no apparent need to spend money on the station.

That changed dramatically with K94's debut. K94 shot up 3.5-6.9 in one book, and WOWI fell 7.8-4.8. K94 Owner/GM Robert Benns told R&R then that WOWI "was just maintaining the barest adequate programming. Its automation system seemed to break down every hour for five-minutes, the audio chain was weak, and the staff earned minimum pay." After losing in AOR to market leader WNOR-FM, Benns "decided it was smarter to battle somebody that didn't battle so well."

Return Volley

Somebody at WOWI must have beard that. In the fall, it was FM103 with a 7.5 and K94 at 5.0. From then on, both Tidewater B/Us have been through changes. K94, for example, played few raps; after losing to WOWI, it added a rap category. (Now both stations tend to avoid rap, leaving it to appropriately named AM veteran WRAP.)

WOWI also changed throughout the next year. Gray's station was relatively teen-oriented. His successor. Chris Turner, mellowed FM103 somewhat. And in the two months that followed between PDs, Vance says WOWI was suddenly scrambling again.

"They were playing too much music and talking too much. There were over 150 records in the studio,



not including recurrents. So I cut the list way down — to about 50 songs initially. And I cut down on the talk breaks. I have it a little more structured, but the station does have personality so it's not

just jocks reading liner cards." Special Import

But the most distinct change at WOWI has been in the music mix, with the addition of LP cuts and many imports, a practice taken from the Detroit battle. FM103 might be the only U.S. station playing an Arpeggio record since "Love & Desire" seven years ago. And while Zinno's "What's Your Name" may be out here by the time you read this, Roshon is already on a follow-up, "Money Is Honey."

Much of WOWI's music isn't on any chart. So where does Vance find these songs? "One source is an import service in London; there are also a couple in the New York area." He also spends a lot of time sharing info with other PDs, among them Gray, Mayo, Brute Bailey, Steve Harris, J.C. Floyd, Mike Stradford, and James Alexander, and occasionally trades

	Sp '84	F '84S	ip '85	F '85
WOWI	4.8	7.5	7.1	7.6
WMYK	6.9	5.0	6.1	5.7
WRAP	3.9	3.1	3.4	4.5

Federal Express packages of records with them. "Most of the time, I'll get three or four copies. Depending on how a song does, I'll mail them out since they're more accessible here than they would be in St. Louis or Houston."

One reason that it's difficult to gauge imports' or LP tracks' success here is that they're rarely reported to trades by other PDs. Vance says he "constantly gets flak" from promotion people who wish he'd use his playlist slots for the songs they *are* working. "A lot of people might say I'm playing unfamiliar music, but when I see a Breaker that's never been played here, in this market, that's unfamiliar.

"I play imports to be competitive and up to 90% so far – and that's not an exaggeration – have been successful for me. I'm not in the business to please record people; I'm into pleasing the audience I'm trying to serve. And I believe in reporting everything I play and playing everything I report."

WOWI Vs. K94

One indication that WOWI does legitimize some of this music in Norfolk is that K94 has sometimes followed it on LP cuts or imports. (For instance, a recent PM drive check found both outlets on the Stylistics' "Let's Go Rockin'.") And while WOWI is somewhat more cold segue-oriented, there are certain formatic elements the stations share: i.e., combination synth/a cappella jingles.

Where WOWI and K94 have differed most is on CHR material. "We play crossover too," states Vance, but "probably not as much as them. I heard them play 'You Belong To The City' today. And they play 'Sara' by the Starship like it was the national anthem. I want as many non-blacks to listen as possible, but I'm not going to cater to them. I'm going to play the music the audience wants to hear, and if some of it happens to be crossover, fine." The crossover issue represents, to many, the crucial difference between the two. WOWI owner Rev. L.E. Willis is a major figure to local blacks; his "Crusade For Christ" still comprises the 6-7am hour of morning drive. And while K94 has strived over the past year to entrench itself in the black community, it's still assailed, perhaps unfairly, as an interloper by many B/U radio people. Roshon is careful to point out that differences between the two aren't as simple as black and white.

"WOWI is a minority-owned station. And having been in this format since 1974, we are entrenched in the community. But it's not a 'Power To The People' station by any means. Ironically, four of our last six major promotion winners have been white. (The station has also had contest entrants from Bermuda. where WOWT's signal occasionally skips in at night.) This is a station that tries to serve all the areas of Hampton Roads.

"K94 has a serious geographical disadvantage. Their studios are in the 'Moyock' past Elizabeth City, NC. They've got a great signal (100 kw to WOWT's 50), but geographically they haven't been able to get into the community like we have.

"We do an annual 'Teacher Appreciation Day' and a 'Mothers Of Hampton Roads Day.' On both occasions, we rent out the 13,000-seat Norfolk Scope. For Mother's Day, we paid a winner's house note for a year and gave her free groceries, gasoline, and utilities for a year." On Teachers Day, we gave away a car to the best teacher in Hampton Roads."

The Big Car Pool

WOWI is pretty free with its cars, having handed out three since the beginning of the fall book. K94 countered with a Porsche 944. Roshon hopes that big-ticket prizes finally get Tidewater some of the respect he feels it deserves as market #34. But he doesn't put his full emphasis on them.

"A car won't automatically get you numbers. When I came here, they told me, 'We're not worried about the book, we've got three cars.' I told them. 'You'd better start worrying about the book. It's going to take a lot more than cars.' Look at what happened to WDRQ with its 12-car promotion.

"It's not what you give away. Music, production, personality, and promotions all add up to one thing. Even though the point spread here is different from Detroit, I still feel that K94 might be within striking distance. I have to be on top of things so I won't become lax."

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We can give your clients or your stations contemporary new sound for a song. Original music packages start as low as \$3,000. Customized re-sings from just \$1,500. Give us a jingle and we'll send you a demo reel of ours. SOURCE 615 E. Pike Seottle, WA 98122

OPPORTUNITIES

OPENINGS

OPENINGS

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 stations with whom we deal 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:

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

Regional Manager

Industry leader and creator of the first compact disc Digital Production Library, The World's Best and The Creative Department sales pack-ages, Rock & Roll Oldies format, and station ID packages has an opportunity for an experienced salesperson with successful telemarketing background 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



Program Director For New Zealand

We're Auckland's hottest CHR FM station and soon to launch another in Christchurch. We're looking for a dynamic programmer who has strong management skills, is aggressive and has a winning track record. The market is one million with three other format competitors. No on-air work (you won't have time). No "format fly-by-nights" need apply, no beginners. We want the best and the salary is there to match. If you'd like to work in Nuclear Free New Zealand, please send a resu me to:

ROB McKAY Managing Director, Magic 91FM P.O. Box 33 664 Auckland New Zealand



One of America's leading research consultancies is looking to expand. The success ful applicant for this position will have sav-eral years of broadcast experience and good skills at applying research in the context of the radio industry. Excellent appearance, writing and verbal skills important. Competitive salary, desirable Sunbelt location Resumes to: Jhan Hiber, Jhan Hiber & Associates, 26384 Carmel Rancho Lane, Suite 202, Carmel, CA 93923.



Regional Sales Representative Fortune 500 Company Subsidiary, leader in the industry; producing Station (Ds, Sales and Production Libraries, Music Commercials and and Television Commercials, has opening for Sales Representativa.

has opening for Sales Representative. Candidates must have successful track record in Radio and TV sales, Advertising Agency sales, or related fields. Position requires extensive travel. Company provides ex-cellent salery, commission plan, plus company automobile, full expenses and outstanding benefits.

Please send resume and salary history to: Jack Adkins VP/Oirector Human Resources Media General Broadcast Services, Inc 2714 Union Ave, Extended Memphis, TN 38112 EOE M/F

OPENINGS

SALES

Growing AOR FM on New England's West Coast/Burlington, VT seeking experienced Account Executive. Possible advancement to Sales Manager. Contact Art La-Vigne (802) 877-6800. EOE

1500 Stations Looking For New Talent

Exposure is now available for radio announcers to 1500 sta-tions in the top 200 markets. One-oi-alkind company will pro-mote you. Unique marketing concept, Applicants are limited. **Call 24 hours (305) 435-9225.**

AUDITIONS INTERNATIONAL. A radio broadcast divi-sion of Morning Show Productions. 740 N.E. 167th Street. Suite 95. Miami, Florida 33162.

FIRST CLASS BROADCAST GROUP

With stations in East, West, and Midwest seeking top notch talent. We're looking for professionals to fill full-time and parttime swing positions . . . as well as dedicated news talent and News Director. If your talent can rise above the crowd, we'd-like to hear from you. Send tape, resume and salary history to: Radio & Records, 1930 Century Park West, #295, Los An-geles, CA 90067, WE AR AN EQUAL OPPORTUNITY EMPLOYER.



WAEB-AM/Allentown is looking for two more adult communicators. Excellent salary, extensive benefits package, and guaranteed market appearances. Send tape and resume and recent photo to: Mickey Hager-ty, WAEB Radio, 700 N. Fenwick Street, Allentown, PA 18103. EOE M/F

OPENINGS

ARE YOU:

A smart manager? A good motivator? A little twisted? A major market thinker?

Call about programming WHJY/Providence. PD experience required; AOR background helpful but not a must.

Janet Karger, GM (401) 438-6110

WGRX seeks parttime air personalities. Adult AOR format. C&R: Bob Payne, Ste. 2815, World Trade Ctr., Baltimore. MD 21202. EOE M/F (3-28)

Commercial Jazz FM seeks M/F jock. 7pm-midnight, Monday-Saturday, Commensurable salary. T&R: WYRS, Rick Petrone, 117 Prospect St., Stamford, CT 06901. EOE M/F (3-28)



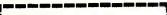
Morning personality for A/C leader in beautiful New York college town. Highly profes-sional environment. Minimum one (1) year experience. C&R: Dan Lagani, WZOZ, Box 1030, Oneonta, NY 13820, EOE, no calls

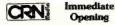
temporary Country in 200K market needs drivatims jock. t format/Contemporary Country music, T&R: Jim Wils, WCHA, Box 479, Chambersburg, PA 17201. EOE M/F (3.28)

Long Island Oldies seeks parttime announcers. Weekends/fillins. Must know oldies/have five years' experience. T&R: Bill Trotte, 1290 Peconic Ave., Bebyion, NY 11704. EOE M/F (3-28)

ME's fastest-growing city needs mature, rock-oriented an-nouncer. Production skills good, air delivery real. T&R: WCLZ, Box 7130, Portland, ME 04112, (207) 775-6446 EOE M/F (3-28)

Suburban NY City sales opening, Selary + commission + benefits. Resume: Chuck Weigel, WJOM, 9 Caldwell PL, Eliz-abeth, NJ 07201. EQE M/F (3-28)





l

Network recruiter for one of the largest radio network/syndication companies in the coun-try. Requires a true professional with experience in radio and/or syndication sales and management. We need a highly organized individual who will work hard to make an excellent living. Outstanding fringe benefits. Salary and incentive plan negotiable. Contact: Dick Kalt or Barry Berman, CRN, 1125 Dixwell Avenue, Hamden, CT 06514. (203) 562-9400. EOE

OPPORTUNITIES

OPENINGS

Program Director/Morning Anchor. Southeastern Connecticut Aduit Contemporary FM seeking PD & AM announ-er, Primary responsibilities to motivate al staff and coordinate promotions. Must work long hours (and love fill) and tend to lor-matic details. An attit requires warm and friently AC personal-ity with seese of community. Excellent opportunity for assistant topol lovaling to advancement and tutier gound tutier gound table. PD lovaling to advancement and tutier gound tutier gound table. PD lovaling to advancement and tutier gound tutier. Bei Staff table. De lovaling to advancement and tutier gound tutier. Bei Staff table. De lovaling to advancement and tutier gound tutier. Bei Staff table. De lovaling to advancement and tutier gound tutier. Bei Staff Windt. PD. Bos 97. Mystic, CT 05355. EOE



musically creative program director to anchor afternoon drive, manage airstaff, and direct an effective community-oriented promotional campaion. you are looking for an association with a group

of experienced entertainment professionals who promote management from within, send T&R: Paul Simon Music 1619 Broadway, New York, NY 10019 ATT: WWHB

WLAN-AM/FM has m M has news opening. Experience a must. T&R: I, ND, 252 N. Queen St., Lancaster, PA 17603. EOE M/F (3-28)

PD for dominant FSA AM. Experience a must. Airshift requir-ed. T&R: Thom Willaims, WGHQ, Box 1880, Kingston, NY 12401. EOE M/F (3-28)

Top-notch CHR morning man needed. Adult, witty, good pro-duction. C&R: Walt Speck, 95 XXX, Box 9530, South Bur-lington, VT 05401. EOE M/F (3-28)



The Boston Combination ... (WMJX, Maglc 106.7 and All-Oldies WMEX) is looking for an aggressive, accomplished Promotions Director for Boston's hottest AM/FM combination. An ability to work creatively with Programming and Sales a must. Salary commensurate with experience. Resumes and work samples to: Jack Casey, WMJX/WMEX, 330 Stuart Street. Box 352, Back Bay Annex, Boston, MA 02117. No calls please

A GREATER MEDIA STATION

If you've taken Major Vows In Radio: POVERTY - We Don't Pay Much CHASTITY - Bad Hours: Nobody Will Have You OBEDIENCE - I'm A Tyrant To Work For

Send T&R to this Full-Service A/C station and I'll almost guarantee you a major market gig in two ycars. Address: 6537 St. Helena Avenue, Baltimore, MD 21222. EOE

66/ R&R FRIDAY, MARCH 28, 1986

OPENINGS

New England **Drivetime Communicator**

for uptempo ADULT CHR. No beginners, good production a must. If you don't nor-mally respond to blind box ads, give this

one a shot. You'll thank yourself later. Send T&R to: Radio & Records, 1930 Cen-

tury Park West, #293, Los Angeles, CA

SOUTH

ND needed for morning drive. Be part of top-rated show in 100k + market. Must be go-getter. T&R: Kyle Dewberry, Box 3289, Jackson, TN 38303. EOE M/F (3-28)

Immedlate opening for night rocker. Excellent communicator, good with phones. No beginners. Top-rated in eight-station market. T&R: Kyle Dewberry, Box 3289, Jackson, TN 38303. EOE M/F (3-28)

WHRKMemphis seeking strong personali-ties with winner instincts, phone skills and

wit plus to join the #1 Urban station in Mid-South. Rush tapes and resumes to: Pam

Wells, 112 Union Avenue, Memphis, TN

Perttime Jazz/Classical announcer. 25-30 hrs./wk. T&R: Joe Lowrey. PD, WHRO-FM. 5200 Hampton Bivd., Norfolk, VA 23508. EOE M/F (3-28)

TX Gulf Coast Country combo needs experienced personality to be part of successful morning drive team. T&R: KRYA AM/FM, 702 McBride Ln., Corpus Christi, TX 78408. EOE M/F (3-28)

Program Director

FM XL-102 Richmond's Only AOR

Need strong motivator who can maximize on-air talent, and has understanding of research/

marketing concepts. Send resume to: Claire

Shaffner, General Manager, WRXL 102 AM,

3245 Basie Road, Richmond, Virginia 23228.

Sunbelt CHR seeks air talent for AM/PM drive. T&R: Greg Stevens, Box 1430, Morgan City, LA 70381. EOE M/F (3-28)

A Capitol Broadcasting Co. station.

0.8

: Al Kahn, Box

Sales/announcer combo sought. C&R/photo: . 2265, Lumberton, NC 28359. EOE M/F (3-28)

90067. EOE

38103 EOE



OPENINGS

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 McGinley. Operations Manager. WPLO. 360 Interstate North, Atlanta, Georgia 30339. EOE

Writer/producer to join three-person creative department. Versatile voice necessary. Four-track helpful, T&R: Mary Dabney, WSK2/WGOW, Box 11202, Chattancoga, TN 47301. EOE M/F (3-28)

"SPACE COAST"

AM/FM in Florida looking for News Director with strong motivation skills and pro-fessional attitude towards leadership. T&R to Radio & Records, 1930 Century Park West, #287, Los Angeles, CA 90067. EOE M/F

MIDWEST WQID/BiloxI seeks evening personality with production skills. T&R: Bob Lima, Box 4606, Biloxi, MI 39535. EOE M/F (3-28)

Wanted passionately. Experienced newsperson to work with lovable morning maniac. CHR leader. Females encouraged. T&R: KWTO, Box 4568, Springfield, MO 65808-4568. EOE T&R: KWT M/F (3-28)



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/major market experience is necessary for this key on-air position!

Tapes & Resumes to: Gary Berkowitz, Operations Manager

WHYT

2100 Fisher Building

Detroit, Michigan 48202 Capital Cities/ABC. Inc. is an Equal Opportunity Employer

Seek ND for all-new 96-HUM-FM. C&R: Chuck Urban, Bo 16, Ottowa, KS 66067, (913) 242-1220 EOE M/F (3-28)

WZ20 has rare and immediate drivetime opening. Pros only T&R: Don Rivers, 1301 Ohio Blvd., Terre Haute, IN 47807 (812) 232-5034 EOE M/F (3-28)

MAJOR BLACK/URBAN We are looking for dynamic air talents for possible future openings. Announcers must be aggressive and community-oriented. Send tapes and resumes: Radio & Records, 1930 Century Park West, #294, Los Angeles, CA 90067. EOE Females encouraged



OPENINGS

15-person AM/FM/TV News Department as a Radio/Reporter/Anchor. We offer good pay, solid benefits, excellent facilities, the chance to advance. We need a contemporary writer/reporter/thinker who lives news and loves to dig. Send tape, resume, writing samples. Duane Wallace, WMBD-AM-TV, 3131 N. University, Peoria, IL 61604. EEO/M/F



Fulltime gig available. All night, 1am-6am. Announcer/pro-duction. T&R: Ric Morgan, PD, KIZZ, Box 2188, Minot, ND 58702. EOE M/F (3-28)

re openings for AM/FM news/talk/air talent, production Rob Ryan, WMNI/WRMZ, 1458 Dublin Rd., Columbus OH 43215. EOE M/F (3-28)



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 Program Director with knowledge of Full-Service Radio, including News, Personali-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 Badio

2100 Fisher Building

Detroit, Michigan 48202

Capital Cities/ABC, Inc. is an Equal Opportunity Employe

AM N/T seeks show host, other news openings & board oper ator/sports for possible future openings. T&R: Val Wallace, ND, WKRS, 3250 Belvidere Rd., Waukegan, IL 60085. EOE M/F (3-28)

Top-rated AOR seeks creative production pro. Multitrack ex-perience helpful. T&R: Mark Miller, WWCK, 3217 Lapeer Rd., Flint, MI 48503. EOE M/F (3-28)

Production Pro needed immediately. WAIT Radio will soon become Chicago's Format 41 station and you can become a part of the excitement. Must be a creative genius and a team player with copy writing experience. Make your mark in Chicago! Call Al Wilson at (312) 440-3100. EOE



KPNY-FM CHR/AOR seeks fulltime eir talent. Beginners consi-dered. T&R: Paul Browning, Box 245, Allience, NE 69301. EOE M/F (3-21)



We're a rapidly expanding broadcasting group with existing state of the art #1 facilities throughout the country. We're looking for radio pros who eat, sleep and breathe radio.

If you're currently a GM, GSM, PD, Production Director, or Engineer who's interested in joining a progressive broadcast company intent on being the best, we would like to talk to you.

Send resume and salary history in confidence to:

Radio & Records, 1930 Century Park West, #291, Los Angeles, CA 90067





WBHP Radio in Huntsville 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 it in an understandable way, and represent us well with our dommunity 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 com-pany that can offer you longevity and an atmosphere where you can grow, send resume, tape, and salary requirements to: Dana Webb, P.O. Box 1230, Huntsville, A1, 35807.

OPPORTUNITIES

OPENINGS

Do You Thrive On Gathering And And Reporting News? Are You Aggressive And Motivated From Within To Be The Best?

If so, WDIF/Marion/Ohio has an opportunity for you to be part of our award winning radio news organization, while gaining valuable print media experience with out twiceweekly newspaper. It's an excellent growth position that'll take you as far as YOU want to go. Call Ray Reynolds. Operations Ma-nager. today (614) 387-9343.



WEST

Warm, southern Top 100 ADR seeks high energy rocker to pull winning numbers for 7pm-12am. SHARON: (213),459 pull winning numbers 8556 EOE M/F (3-28)

KILO 94 seeka sales manager. Minimum five years' sales management experience. Resume/cover (ener: Lou Mellini, Box 2080, Colorado Springs, CO 80901. EOE M/F (3-28)



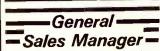
Production Director Air Talent

KVON/KVYN in the beautiful Napa Valley (40 miles from S.F.) seeks Production Pro/Air Talent. Creative writing, more than Voice-Over-Music techniques and strong organizational skills combined with a warm, friendly on-air approach are a must. If you can do it all, and give us 110%, then send your best **cas**-sette samples to: Tom Young, P.O. Box 2250, Napa, CA 94558. Females encouraged. EOE

Creative copywriter/production manager. Top-rated station seeks pro. Two & four-track studios. T&R: Dave, KSEI, Box 40, Pocatello. ID 83204. EOE M/F (3-28)

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Reporter/anchor needed now! Ce. Coast CHR. Women & mi-norities encouraged to apply, T&R: Tom Hiscox, ND, KOON. 80x 81460, Salinas, CA 93912, EQE M/F (3-28)



One of America's top Adult AORs is looking for a GSM. AM/FM combo is #1 in target, men 25-44. Locally-owned, desirable top 25 market. A rare opportunity for the GSM who knows how to value a quality station. Resumes to: Jhan Hiber, Jhan Hiber & Associates, 26384 Carmel Rancho Lane, Suite 202, Carmel, CA 93923. EOE M/F 🔳

Contemporary Christian Satellite Network needs air talent at U.A. studios. Tape: Gem O'Brien, PO. 1748 W. Katella. Orange, CA 92667. EOE M/F (3-28)

AC morning news co-anchor needed for Seattle Area. Experi-enced only! Women & minorities encouraged. T&R: Bill Lew-is, ND, KSLY, 12011 NE 1st S1., Bellevue, WA 98005. EOE M/F (3-28)

Advertising sales for syndicated radio magazine show. Work on your own time schedule. Top commission paid. Contact: Rozen Productions, (213) 854-4914 EOE M/F (3-28)

MOR AM seeks conversitional, relatable morning news co-anchor. Duties include news gathering. Females encouraged. T&R: Den McColiv, KIDO, Box 63, Boise, ID 837D7. EOE M/F (3-28)

AM 95 KJR. We're searching for a premiere afternoon drive ENTERTAINER. You can become part of the Northwest's most respected radio station - KJR. Submit resume and tape to Rick Scott - P.O. Box 3726. Seattle, WA 98124. EOE M/F



OPENINGS

...... **KALI/Los Angeles**

Spanish Contemporary seeking bilingual Air Personalities for active music/news format. Heavy community involvement, production skills & knowledge of Spanish contemporary music and oldies. T&R by April 4 to: Gary Mercer, OM, KALI, 1104 S. San Gabriel Blvd., San Gabriel, CA 91776, EOF/M/F

If you have trouble producing a concert spot, don't send a tape, Jock that knows production? T&R: Z-104, 2600 N. Main, Logan, UT 84321. EOE M/F (3-28)

POSITIONS SOUGHT

Associate Editor Radio & Records seeks same/Asst, Promo-tion/sales in New Haven area, Available 4/10, PAMELA MAR ITZER: (213) 279-1364, 553-4330 (3-28)

rmer National Director of Marketing Services Macey Lip-in Marketing. Seek opportunity within record industry. ven-year merketing/lebel vet. JULIE FREEMAN: (213) 6:1079 (3-29) Seven-year merke 826-1079 (3-28)

Experienced announcer seeks rock 'n' roll oldies. AM station preferred, will travel. Knowledgeable/reasonable. JACKSON DOUGLAS; (803) 554-4663 (3-28)

I want work. Three years' experience small/medium market. I know my music. Will relocate. OEREK ST. JOHN: (303) 625-0434 (3-28)

Drivetime entertainer, Warm, friendly, funny communicator. Great phones, appearances. A pro willing to work hard. Top 50 only. BRIAN: (504) 469-4779 (3-28)

) went to rocki Experienced AOR, Top 60. Fluid, conversa-tional. Raised by walves. AOR/Hybrid. JOHN: (312) 262-3773 (3-28)

Ressonable, eager five-year yet itching for Hot CHR. Good production. Willing to relocate. GIDEON SCHERY: Box 10, Arkport. NY 14807, (507) 295-7214 (3-28)

MORNIN & KRANTZ

It all started at WJOK/Washington. Then we played nothing but love songs at WPIX. In 1985, the Morning Zoo on WZOU/ Boston, We're warm, outrageous, original All markets welcomed (617) 566-7028.

arge market jock seeks fulltime on-air at Hot Hits station. Good pipes, many character voices. JOHN: (414) 961-1353 Good (3-28)

Top rated DJ wants to build track record. Three years' CHR/ AC/Oldies. Will relocate anywhere, prefer TX/OK, JIMMIE JAMES: (405) 622-3709 (3-28)

tation. Five years' experience Have manager's recomme atile, depend Seek sports opening medium/large market. Versatile, able. Want evenings. BOB: (308) 436-3704 (3-28)

Must Sell, Like-new CHR jock with all the options. Marketing degree, radio savvy, looking to sell. Best offer. PHIL: (216) 882-3387 (3-28)

ning show. Good bits, banter, phones. Guaranteed a publicity for your station. Will relocate to any top to generate publicity for your station 100, J. C.: (914) 965-5079 (3-28)

16 years' announcer. I-95, WZZK-FM, Q-102. Experienced in people. Ready. GEORGE RIVERS: (205) 328-2588 (3-28)

Station not hitting 12+ in your market? That's because I'm not part of it yet. Seek programming/morning position eny-where, CHR/AC/Oldies talent. THE VIC: (313) 398-2818 in any where. (3-28)

Fun loving, warm, FSA/AC personality who likes entertaining adults, Great pipes, very real, MARK ALLEN; (216) 964-8577 (3-28)

t years' WGCI/Chicago, Seek announcer B/U, CHA. Ex-nt ratings/teferences. EVAN LUCK: (312) 871-3638 (3-28)

MW-mejor market talent available now. 12 years' AC/CHR Country. Past two CBS 0&0. Desire PD/drive position. Con-tact: (314) 469-0881 (3-28)

Hey TNI I can make your mornings smoke. If you need a herd workin', good rockin' get-down jock, try DOC: (615) 538-5697 (3-28)

You want talent? Experienced medium market CHR/AC. Pre-fer SE CHR/AOR/AC. JOHN MARTIN: (305) 671-7886. 4849-8 N. Goldenrod Rd., Winter Park, FL 32792. (3-28)

Three-year pro with top-rated morning show in small market Seek winning team. Small/medium market. Programming production. TOM: (214) 938-7476 (3-28)

Sportcaster. Young, energetic, experienced with exciting PBP. Seek radio/TV/cable station, college/pro P8P. GARY: (319) 283-3994 (3-28)

Attention Arbitron shoppers. Do you seek one more personal-ity with six years' experience to shore up a good spring book? RICK: (305) 574-3579 (3-28)

DJ with eight years' experience has sincere desire to re-enter radio. Seek PD small market. RALPH: (209) 584-4565 (3-28)

POSITIONS SOUGHT

News/entertainment talent seeks growth gig. Two years' partitime major market experience. Degree. PAUL: (716) 834-0429 (3-28)

DJ, news, sports, Five years' experience. Good communica-tor, enthusiastic, hard working, Will relocate, JEFF: (303) 522-2731 (3-28)

Attention all small/medium markets in West. Nine years' in ra-dio. Seek. position PD/ND/air talent. Have tape. DAVID 8AX-TER: (702) 388-7511 (3-28)

Black (emaile & melle enchor/reporter college gréduate seeks re-entry at all-news, AM/FM combo. Contact: (419) 865-1222 (3-28)

STATION SOLD

High-profile female Country-Rock personality, good phones, four years Top 10 market. Ready for new major market challenge in May. Call Jyl (513) 626-1189.

Has the theatre of your mind been turned into condos: Grouchoesque jock writes/voices. Turn black & white radio into color 3-D. JOHN: (602) 782-2746 (3-28)

Attention So. FL programmeral Seasoned vet seeks parttime gig. WSHE, WVCG end others. Why settle for wimpy part time talent? JOHN FORD: (305) 771-2476 (3-28)

market promotions/programming/air telent. Three years' experience. Will relocate. AOR preferred. Team plays seeks solid team. JON MICHAELS: (201) 349-8047 (3-28)

Eight years' radio. Let's make it nine. Military electronic train ing. Country/CHR. DON: (317) 284-5547 (3-28)

Need a job. Female DJ prefers IA/IL. News, copywriting, pro-duction. Have license. CARI: (319) 355-4212, 289-3873 (3-28)

Name your prices Veteran personality will relocate for fulltime employment. Six years' experience, LEE VERNOY: 1305 First Ave. SW, #2, Greet Fails, MT 59404-3922 (3-28)

Moming personality/newsperson. Experience in both areas Seek work in MW. Consider myself a professional. DAVE (402) 245-5904 (3-28)

Serious about experience7 Nine-year vet seeks AC/CHR/MOR AM/PM drive. Ventura County, CA. PD/production. Team player, TOM: (805) 933-3192 (3-28)

Bring a breath of fresh air to your medium/small station. Hus-bend/wife programming team wants to help you. STEVE & PENNY: (303) 625-5403 (3-28)

Currently working parttime in Miemi market, Four years' ax perience CHR/AOR/AC, Small/mejor market, Razor sharp SANTO; (305) 752-8303 (3-28)

22 Years C&W, AC, Oldies Vet .

Lots of personality, humor, trivia, phones, information. No Juke Boxes. No minor sta-tions/markets. Jay (512) 684-4631 or 692-2403

Warm, friendly, netural Adult communicator. AC/Jazz/MOR. Seek gig Ce. upstate NY. RICK: (315) 476-1782, 458-8419 (3-28)

Aggressive female ready for gig in sales/production. Will relo-cate. WENDY SANDERS: (602) 87D-1518, 9417 N. 2nd St. Phoenix, AZ 85020. (3-28)

ND with 10 years' experience wants new market. Desi dium/major markets MW/West only. Contact: 235-1483 (3-28)

14 years' experience includes WLAC, WIRK, WSUN, Three years' as programmer. Name your format. MITCH: (305) 387-4127 (3-28)

I need out of a hopeless place. Incredible production skills, solid airwork. Prefer AC. BOB: (915) 673-2545, 695-2697 solid a (3-28)

Programmer/talent from the original KYA, WWDJ, WFUN AC/Didies/Country. Mornings/afternoons. Let's get serious BWANA JOHNNY: (503) 289-0415 (3-28)

Dn WII Also neighboring states. Experienced small market an-nouncer seeks position. Sports-minded/dependable. Any format. RUOI: (818) 446-8963 (3-28)

NW OR, Portland and vicinity! The Captain the top. Will he be on your winning team? 1 KIRK: (701) 838-4728 (3-28). is on his way to ning team? That's up to you.

ersatile announcer seeks next challenge. Experien cludes programming/Country/Ad DOCK: (305) 275-6054 (3-28) ry/AC/Oldies/sports. DAVE MUR-

12-year major market professional tired of reading cards & pushing buttons. Seek PD/MD, on-air, Any format, Prefer Bal-timore/DC area. IRA: (3D1) 655-2641 (3-28)

Seesoned newshound seeks yard to dig int Desire static with serious commitment to news. 8.A. Journalism, legisl tive reporting experience, TOM: (505) 266-6967 (3-28) legisla

Seeking killér CHR/AC on-air or first PD/asst. PD gig. Experi enced PM drive/music/programming. Prefer IN/OH. 8RAD (217) 223-8437, (317) 474-9212 (3-28)

POSITIONS SOUGHT

1 20

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Experienced MD seeks MD/Asst. PD medlum/large market. Creative, good listener, motivated, Extensive music know-ledge. People person, GARY: (301) 759-3264 (3-28)

MISCELLANEOUS

Need AC & Country music service from all labels. Contact: Mike Bissell, KLDN, Eldon. MQ 65026 or (314) 392-3793

Eastman Redio/Atlanta has relocated to 2635 Century Park-way. Suite 560, Atlanta, GA 30345; (404) 321-5136 (3-28)

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Radio & Records provides free (24 words) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Postiona Sought. All other adve-'tising must run display. Changes must be mailed in on com-

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R&R FRIDAY, MARCH 28, 1986/67

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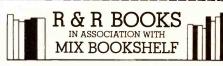
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303) MUSIC BUSINESS HANDBOOK AND CAREER GUIDE, David Baskerville, Ph.D. This is the required text in over 90 colleges and univer-sities. Exhaustively thorough coverage of all phases of the industry divided in 7
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160) DICTIONARY OF CREATIVE AUDIO TERMS, CAMEO The first comprehensive dictionary of creative audio terminology containing over 1,000 definitions for those without much technical training. Focuses on creative audio/ musical equipment, techniques, systems, and practices. Illustrated to give a quick and comprehensive grasp of meanings. 100 pp.(P) \$4.95

131) HOW TO BUILD A SMALL BUDGET RECORDING STUDIO FROM SCRATCH. F. Alton Everest Presents the information needed for design construction, and operation. The emphasis is on budget studios suited to efficient production of audio/visual, radio, television, and film material stressing function, economy, and good sound quality. Includes 12 tested designs. 336 pp.(P) \$11.95

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NATIONAL MUSIC FORMATS

Added This Week

Bonneville Broadcast

DIONNE WARWICK "Whisper In The Dark"

NICK INGMAN "Lollipops And Roses" 'Call Me Irresponsible

SADE "Never As Good As The First Time"

LEVEL 42 "Something About You" SADE "Never As Good As The First Time"

DOBIE GRAY "That's One To Grow On"

Concept Productions

DAVID BOWIE "Absolute Beginners" HOOTERS "Where Do The Children Go'

SADE "Never As Good As The First Time" WHITNEY HOUSTON "Greatest Love Of All"

MARK GRAY "Back When Love Was Enough" DAN SEALS "Everything That Glitters..."

WHITNEY HOUSTON "Greatest Love Of All" MIKE & THE MECHANICS "All I Need Is A Miracle"

DIRE STRAITS "So Far Away" PHIL COLLINS "Take Me Home" WHITNEY HOUSTON "Greatest Love Of All"

STEVE WARINER "Life's Highway" EDDIE RABBITT "Repetitive Regret" WILLIE NELSON "Living In The Promiseland"

LEVEL 42 "Something About You" NYLONS "The Lion Sleeps Tonight" WHITNEY HOUSTON "Greatest Love Of All"

SHELLY WEST "What Would You Do" JOHN ANDERSON "You Can't Keep A Good Memory...

OSMOND BROTHERS "Baby Wants"

Great American Country

OAK RIDGE BOYS "Juliet

Media General **Broadcast Services**

ALAN PARSONS "Limelight"

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JANET JACKSON "What Have You Done For Me Lately"

CHARLIE DANIELS BAND "Drinkin' My Baby Goodbye'

SMOKEY ROBINSON "Hold On To Your Love"

System

Kevin McCalithy (800) 631-1600

Alpha Sounds

Easy Listening

Century 21

The Z Format

The A/C Format

Super-Country

Elvin Ichivama (916) 782-7754

ZZ TOP "Rough Boy"

ED BRUCE "Nights" JUICE NEWTON "Old Flame"

Drake-Chenault

Bob Laurence (818) 883-7400

ZZ TOP "Rough Boy" MR. MISTER "Is It Love"

Contempo 300

CHR

Country

XT-40

JUICE NEWTON "Old Flame"

Greg Stephens (214) 934.2121

MEDIA GENERAL BROADCAST SERVICES

Hit Rock

ZZ TOP "Rough Boy" OMD "If You Leave" MR. MISTER "Is It Love" WHITNEY HOUSTON "Greatest Love Of All" MIKE & THE MECHANICS "All I Need Is A Miracle"

Peters Productions, Inc.

Country Lovin'

ROSANNE CASH "Hold On' DAN SEALS "Everything That Glitters..." WILLIE NELSON "Living In The Promiseland" J. LEE & L. BRODY "I Could Get Used To This"

The Great Ones FORCE MDs "Tender Love" MIAMI SOUND MACHINE "Bad Boy"

Radio Arts edict (818) 841-0225

Country's Best

DOBIE GRAY "That's One To Grow On" KEITH STEGALL "I Think I'm In Love" WILLIE NELSON "Living In The Promiseland" C. McCLAIN & W. MASSEY "When It's Down To You..."

Soft Contemporary

MIAMI SOUND MACHINE "Bad Boy" SADE "Never As Good As The First Time"

Sound 10

MR. MISTER "Is It Love" STEVIE NICKS "I Can't Wait" LEVEL 42 "Something About You" WHITNEY HOUSTON "Greatest Love Of All" SADE "Never As Good As The First Time"

Satellite Music Network

The Starstation

ELO "Calling America" PHIL COLLINS "Take Me Home"

Country Coast-To-Coast

TANYA TUCKER "One Love At A Time" FORESTER SISTERS "Mama's Never Seen Those Eyes"

Rock 'N' Hits

OMD "If You Leave ZZ TOP "Rough Boy" MP MISTER "Is It Love" JERMAINE JACKSON "I Think It's Love" MIKE & THE MECHANICS "All I Need Is A Miracle"

TM Programming Cal Casey (214) 634-8511

Stereo Rock

OMD "If You Leave JULIAN LENNON "Stick Around" MIKE & THE MECHANICS "All I Need Is A Miracle"

TM A/C DENNIS DeYOUNG "Call Me" PHIL COLLINS "Take Me Home"

TM Country

JOHN CONLEE "Harmony" EDDIE RABBITT "Repetitive Regret"

68/ R&R FRIDAY, MARCH 28, 1986

RADIO & RECORDS NATIONAL AIRPLAY



TOP 30

Last	¢	MARCH 28, 1986
1	1	PAQUITO D'RIVERA/Explosion (Columbia)
3	Ø	MUSIC FROM THE BILL COSBY SHOW/A House Full of Love (Columbia)
2	3	OAVIO BENOIT/This Side Up (Spindletop)
4	0	JON FAOOIS/Legacy (Concord)
9	Ō	EOOIE OANIELS & LONOON PHILHARMONIC ORCHESTRA Breakthrough (GRP)
8	Ğ	JOE WILLIAMS/I Just Want To Sing (Delos)
7	Õ	RAY BROWN ALL STARS/Don't Forget The Blues (Concord)
10	ŏ	TEO PILTZECKER/Destination (Seabreeze)
11	ø	CABO FRIO/Right On The Money (Zebra/MCA)
5	10	HARVIE SWARTZ/Urban Earth (Gramavision)
6	11	TONY WILLIAMS/Foreign Intrigue (Blue Note)
12	Ð	JUSTO ALMARIO/Forever Friends (Meadowlark)
24	Ð	JOHN SCOFIELO/Still Warm (Gramavision)
19	Ø	ZAWINUL/Dialects (Columbia).
15	Ð	RALPH TOWNER/GARY BURTON/Slide Show (ECM)
25	Ð	KEITH JARRETT/Standards Live (WB)
17	Ð	PHAROAH SANDERS/Shukuru (Theresa)
13	18	PERRI'/Celebrate! (Zebra/MCA)
28	-	DOC SEVERINSEN & XEBRON/Doc Severinsen & Xebron (Passport)
20		DOUG CAMERON/Freeway Mentality (Spindletop)
DEBUT	• 🛛	LARRY CARLTON/Alane/But Never Alane (MCA)
18		PETE PETERSEN & COLLECTION JAZZ ORCHESTRA/P yin' In The Park (Pausa)
16		GRP LIVE IN SESSION/GRP Live In Session (GRP)
27	्र्	CLIFF SAROE/Waiting (MCA/Curb)
DEBUT	• 🔁	JONATHAN BUTLER/Introducing Jonathan Butler (Jive/Arista)
14		BENNIE WALLACE/Twilight Time (Blue Note)
DEBUT		RUSS FREEMAN/Nocturnal Playground (Brainchild)
29	-	CONTE CANOOLI w/PHIL WOOOS/Old Acquaintance (Pausa)
DEBUT		STEVE KUJALA/Fresh Flute (CBS)
22	30	GENE HARRIS/Nature's Way (Jam)

Black/Urban stations contributing to Jazz WKND/Hartford, Melonae McClean, KJCB/Lafayette, Horatio Handy, WYLDw Orleans, Dell Spencer; WDMT/Cleveland Dean-Dean Rufus

NEW & ACTIVE

IRA STEIN & RUSSELL WALDER "Transit" (Windham Hill) 16/6 Rotations: Heavy 1/0, Medium 8/3, Light 6/2, Exita Adds 1, Total Adds 6, KUOP, WLVE, WVPE, KLCC, KIFM, KLSK, Heavy: KPLU, Medium: WFAE, WLOO, WNOP, WKSU, KWMU

SKYWALK "The Bohemians" (Zebra/MCA) 15/8 Rotations Heavy 2/0, Medium 9/4, Light 1/1, Extra Adds 3, Total Adds 8, WBEE, WNOP, WDET, KBEM, KMHD, KUOP, WHRO, Heavy KERA, KIFM, Medium: KTCJ, KKGO, WFSS, KRVS, WLVE.

WHRU Heavy KEHA, KIMA Medulim KICJ, KNGJ, MYSJ, KNGJ, KNGJ, KNGJ, JONATHAN BUTLER "Introducing Jonathan Butler" (Jive/Arista) 15/5 Rojations Heavy 30, Medium 7/2, Light 4/2, Extra Adds 1, Total Adds 5, WBGO, KERA, WBBY, WJZZ, WFSS. Heavy P, KKGO, KPLU, Medium WYRS, WFAE, WLOO, WKSU, KIFM.

INVDF, KNOU, REELMAN "Nocturnal Playground" (Brainchild) 15/5 Russ RetEMAN "Nocturnal Playground" (Brainchild) 15/5 Rotations Heavy 4/0, Medium 3/71, Uph 5/3. Extra Adds 1, Total Adds 5, KMHD, KUOP, WVPE, KLCC, KXPR. Heavy. KERA, KBEM, KCL, KPLU Medium 3/71, UNDO, WNOP, WLVE.

KEHA, KBEM, KICJ, KPLD, Medulm: WPL, WCDL, MICH, NCH. STEVE BROWN "Good Lines" (Cale Records) 11/1 Rotations: Heavy 210, Medium: 70, Light 21. Extra Adds 0, Total Adds 1, WNUR, Heavy: WVPE. Medium: WRTI, WFPL, WKSU, KBEM, KADX, KJZZ, KMHD, WUSF.

GEORGE HOWARD "Love WIII Follow" (TBA/Palo Alto) 10/2 Rotations: Heavy 5/0, Medium 3/1, Light 2/1, Extra Adds 0, Total Adds 2, KUOP, WDMT. Heavy: WNOP, WBBY, KKGO. KPLU, KIFM. Medium X10, IWVE.

Rotations Heavy 10, Medium 5/0, Light 5/0, Extra Adds 1, Total Adds 1, KJZZ, Heavy: KPLU, Medium: KKGO, KJAZ, WENDELL HARRISON "Birth Of A Fossill" (Repirinf) 10/0 Rotations: Heavy 00, Medium 5/0, Light 5/0, Extra Adds 0, Total Adds 0, Medium: WGBH, WFPL, WJZZ, KTCJ, KLCC, INTERIOR "Interior" (Windham Hill) 10/0 Rotations: Heavy 10, Medium 5/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: KLCC Medium: WMOT, WLOO, WDET, KMHD, WNUR. AFLO, AIRMI MEDUIIII ATOJ, HEVE SADAO WATANABE "Parker's Mood/Live At Bravas Club" (Elektra) 10/1 Rotations Heavy 1/0, Medium 2/0, Light 6/0, Extra Adds 1, Total Adds 1, KJZZ. Heavy: KPLU. Mediumi KKGO, KJAZ.

ALL ACROSS THE COUNTRY, PEOPLE ARE GETTING TO KNOW Jonathan Butler.

Introducing Jonathan Butler debuts at #25 on the R&R Jazz Chart.

5 Adds This Week! WJZZ, WBGO, KERA, WFSS, WBBY.

Already playing and reporting: KKGO, WKSU, WYRS, WFAE, WMOT, WLOQ, WNOP, KTCJ, KPLU, KIFM.

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ARISTA

MOST ADDED

LARRY CARLTON (11) Alone/But Never Alone (MCA) CHICK COREA (9) Elektric Band (GBP) CABO FRIO (8)

Right On The Money (Zebra/MCA) SKYWALK (8) The Bohemians (Zebra/MCA)

CHICK COREA "Elektric Band" (GRP) 9/9 Rotations: Heavy 0/0, Medium 3/3, Light 2/2, Extra Adds 4, Total Adds 9, WBGO, KERA, WMOT, WJZZ, KJAZ, KPLU, WHRO, KIEM

HOTTEST

PAQUITO O'RIVERA (20)

Explosion (Columbia)

OAVIO BENOIT (15)

This Side Up (Spindletop)

JON FAOOIS (13)

Legacy (Concord) MUSIC FROM THE BILL COSBY SHOW (13)

A House Full Of Love (Columbia)

JOHN JARVIS "So Fa So Good" (MCA) 9/6 Reary, WLOO, KIFM, Medium 10, Light 5/5. Extra Adds 1, Total Adds 6, WMOT, WNOP, KTCJ, KMHO, KLCC, KLSK, Heavy, WLOO, KIFM, Medium KKGO.

KENNY BARRON "Autumn In New York" (Uptown) 9/0 Rotations, Heavy 2/0, Medium 5/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy, KUHF, WUWM, Medium, WGBH, WRTI,

MISTER SPATS "Love Speaks" (Pausa) 8/4 Rotation: Heavy 2/0, Medium 2/1, Light 2/1, Extra Adds 2, Total Adds 4, WYRS, WJZZ, KJZZ, KMHD, Heavy: WBGO, KLSK. rieavy 2/0. Me WUSF

RITZ "Born To Bop" (Pausa) 8/0 Rotations: Heavy 2/0, Medium 4/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: WJZZ, WHRO, Medium: WRTI, WYRS.

WBBT, KLON. MARK O'CONNOR "Meanings Of" (WB) 7/0 Rotalians Heavy 110, Medium 310, Light 310, Extra Adds 0, Total Adds 0, Heavy: KLSK, Medium: WFPL, KKGO, WVPE TED SHUMATE W/IRA SULLIVAN "Guitstream" (Pausa 1700 - 170 Bratelins: Harvy 4/0, Medium 2/0, Light 1/0, Exita adds 0, Total Adds 0, Heavy: WNOP, WHRO, WUSF, KLCC, M

NABIL TOTAH "Double Bass" (Consolidated Artists) 6/2 ds 2, WKSU, WUSF, Heavy, KLON, Medium, WBEE,

Rotations: Heavy 1/0, Medium 2/1, Light 3/1, Extra Adds V, Iven Joba S, Harsen Heavy 1/0, Medium 2/1, Light 3/1, Extra Adds V, Iven Joba S, Harsen Heavy MyRS, Medium: WRTI, WNOF BURNARME Heavy 1/0, Medium 3/0, Light 2/1, Extra Adds 0, Total Adds 1, KERA. Heavy: WYRS, Medium: WRTI, WNOF

MARC JOHNSON "Bass Desires" (ECM) 6/0 Rotations: Heavy 1/0, Medium 4/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: KJAZ, Medium, WBGO, WRTI, WDET,

NUCE. RICHARD SOUTHER "Heirborne" (Meadowlark) 6/0 Rotations: Heavy 2/0, Medium 2/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy, WNOP, KNHD, Medium: WMID, WLVE

REGIONALIZED ADDS & HOTS

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R&R FRIDAY, MARCH 28, 1986/69

RADIO & RECORDS NATIONAL AIRPLAY

BLACK/URBAN

BREAKERS

CONTROLLERS Stay (MCA)

68% of our reporting stations on it. Rotations: Heavy 1/0, Medium 28/1, Light 29/11, Total Adds 12, WVEE, WHRK, KMJM, WNHC, OC104, WHYZ, WZAZ, WJJS, WBLX, WPLZ, Z103, WDAO. Debuts at number 38 on the Black/Urban chart.

TRINERE

I'll Be All You Ever Need (Music Specialist)

62% of our reporting stations on it. Rotations: Heavy 6/0, Medium 21/2, Light 26/7, Total Adds 9, WYLD-FM, WLUM, WKXI, WJYL, WJJS, WBLX, WANT, WAAA, WCKX. Moves 39-36 on the Black/Urban chart.

WHITNEY HOUSTON The Greatest Love Of All (Arista)

60% of our reporting stations on it. Rotations: Heavy 4/1, Medium 18/9, Light 29/18, Total Adds 28 including WWIN, WILD, WUSL, WVEE, K104, WHRK, WBMX, WGCI, WBLZ, WDMT, KACE, KDAY, KSOL. Tied for this week's Most Added Record. Debuts at number 39 on the Black/Urban chart.

MELI'SA MORGAN

Do You Still Love Me (Capitol)

60% of our reporting stations on it. Rotations: Heavy 0/0, Medium 17/2, Light 34/12, Total Adds 14 including WiLD, WAMO, K104, K94, WOWI, WPEG, WJJS, WTLC, WZEN, KDKO

DIONNE WARWICK

Whisper In The Dark (Arista)

60% of our reporting stations on it. Rotations: Heavy 4/0, Medium 17/3, Light 30/7, Total Adds 10, WHRK, WBMX, WZAK, WLUM, XHRM, WAOK, JET94, WJMI, KHYS, Z103. Debuts at number 40 on the Black/Urban chart.

NEW & ACTIVE

Caper Clinton "Do Fries Go With That Shake" (Capitol) 49/15 Rotalfors: Heavy 30, Medium 18/2, Light 28/13, Total Adds 15, WXYV, WBMX, WGCI, WKND, KOXL, WPEG, WOMG, WOFK, KICB, WUJS, WBLX, 7130, WOAO, WTLC, KBUZ.

WOFK, KIOB, WUJS, WEIX, ZTOS, WDAO, WTLC, KEUZ. ANTA BAKER "Watch Your Stop" (Elektraf 9/7 Rotations: Heavy 10, Medium 251, Light 238, Total Adds 7, WANO, KIJLH, WNHC, WDKX, KOXL, WOFX, WPLZ. Heavy: WGFR, Mediums include WINN, WXVV, WD/X, KIAN, WDIA, WONT, KACE, XHRM, KSOL. ALFIE "Just Gets Better With Time" (Motown) 66/7 Realistors: Heavy 00, Medium 120, Light 3/47, Total Adds 7, WDIX, WOAX, KOXL, WLOU, WJJS, KHYS, WDAO. Medium: KTOA, WEER, WFXA, WFEG, WOFX, WAAZ, WBLX, KAPE, WANN, WAAA, WZEN, KDKO.

K LIG, WEDH, WITAK, WIEQ, WUTA, WIZA, WIEU, KUH, KUH, WINK, WUSA, WIEL, KUHOU ALEXANDER O'NEAL 'WHATE' MISSing' (Tabu/DB) 459, WINK, WUSL, WVEE, WEDR, WBMX, KJLH, OC104, WBLX, WOCK, Medium incluide: WAMO, WIHR, KTOA, WUSA, HOTTOS, WLAB, KACE, WKAD, WINC, WENN.

READY FOR THE WORLD "Slide Over" (MCA) 43/2

READY FOR THE WORLD "Sille Over" (MCA) 432. Reations Heavy 60, Medium 180, Light 192, Cala dads 2, WOMG, KUKO, Heavy K104, WATV, WJMI, WANM, WGPR, WTLC, Mediums include WWIN, WDAS, WDJY, WDJA, WTLD-FM, WENN, WFEG, WFXC, WVDI, MICOLE "Don'T You Warth WyLow" (POrtisil/CB3) 373. Rotations: Heavy 10, Medium 17/3, Light 1935, Total Adds 8, WDAS, WEDR, WOM, WOPN, WZAZ, KJCB, WLOU, WAAA Heavy WFES, Mediums include WWIN, WLD, WHL, HICTIGS, WONT.

neavy mrcs. Molumis include winn, witc), witch, Ho Tios, Wolf. ROSE BROTHERS '' I Get Off On You'' (Malaco) 37/5 Rotalione Heavy 7/0, Medium 182, Light 123, Total Adds 5, WZAK, WKXI, KHYS, WPLZ, WAAA, Heavy, K104, WOWI, WAOK, WTKL, WRKC, WOMS, WUMI, Mediumis Include WDAS, WAMO, WDJY, WHUR, WVEE, WDIA.

TEASE "Firestarter" (Epic) 33/5 Rotations: Heavy 1/0, Medium 20/1, Light 12/4, Total Adds 5, WZAK, KJLH, WAOK, WTKL, WDAO. Heavy: WJMI. Medium WWIN, WDAS, WUSL, WVEE, WYLD-FM, WDMT, KMJM.

WWIN, WOAS, WUSL, WYLE, WYLD-FM, WDMT, KNAM. Diana Sharaka Sh

WEST COAST CREW "Jailbalt" (KMA) 30/4 Total Adds 4, WBMX, WNHC, WTKL, WGPR. Heavy: K104. Medium: WDIA, Rotations: Heavy 1/0, Medium 7/0, Light 22/4, WEDR, WDMT, WATV, WENN, WKXI, WANT.

STEVE ARRINGTON "Jammin' National Anthem" (Atlantic) 29/28 Rotations: Heavy 00, Medium 7/6, Light 22/22, Total Adds 28, WDAS, WHUR, WDIA, WHRK, WTMP, WBLZ, WDMT, WZAK, KMJM, OCTO4, WTKL, WFXC, WDMG, WKXI, KJCB, WLOU, WJJS, WALT, WQGK, WANT, KAPE, WANM, WAAA, WGPR, WKXM, WTLC, WZEN, WVOI.

THUST, HARME, ITLC, HELD, WYOL FIRE STAR "Love Take Over" (RCA) 27,25 Stations: Heavy 00, Medium 398, Liph 1817, Total Adds 25, WDAS, WUSL, WAMO, WHUR, WDIA, K94, WDNT, WZAK, KDAY, WHON, WKOK, KOKL, WATV, WENN, WDFN, WFXC, WOMG, WHYZ, KIIZ, KJOB, KAPE, WCKX, WTLC.

ARNIE'S LOVE "Natural High" (Profile) 27/1 Rolations: Heavy 1/0, Medium 7/0, Light 19/1, Total Adds 1, WCKX. Heavy: WBLX. Medium: WEDR, WXOK, WPEG. WFXC, MORRIS DAY "The Character" (WB) 26/19

Potations Heavy 10, Medium 73, Liph 1416, Total Adds 19, WWIN, WAMO, K104, WDIA, WNHC, WATV, WENN, FXC, WHYZ, WOFX, WJMI, WJYL, WJJS, WPLZ, KAPE, WCKX, Z103, WVOI, KDKO, Heavy WYLD-FM. Medium: WOWI, VDPN. KIIZ

MARANAT "Players Ball" (WB) 256 Rotators Heavy 20, Medium 80, Light 156 Kart, Medium Hull, Kitok, Kay, WILM, KWJM, KSOL, WOPN, KJOS.

MOST ADDED

STEVE ARRINGTON (28) Jammin' National Anthem (Atlantic) WHITNEY HOUSTON (28) Of All (Arista) The Greatest Love FIVE STAR (25) Love Take Over (RCA) MORRIS DAY (19) The Character (WB) **SADE (19)** Never As Good As . . . (Portrait/CBS)

HOTTEST

PRINCE (74) Kiss (WB) JANET JACKSON (46) What Have You Done For Me Lately (A&M) NU SHOOZ (34) I Can't Wait (Atlantic) GAP BAND (29) Going In Circles (Total Experience/RCA) NEW EDITION (25) A Little Bit Of Love (Is All It Takes) (MCA)

SIGNIFICANT ACTION

LISA-LISA & CULT JAM w/FULL FORCE "Can You Feel The Beat" (Columbia) 23/3 y 5/0, Medium 10/1, Light 8/2, Total Adds 3, WHUR, WDMT, WANT, Heavy: WXYV, WEDR, WBLZ, KDAY, WWIN, WRKS, WDAS, WUSL, WDJY, WDIA, KJCB, KHYS, WANM.

TKA "One Way Love" (Tommy Boy) 22/3 Rotations: Heavy 0.0, Medium 8/0, Light 14/3, Total Adds 3, WWIN, WDPN, KUKO, Medium: WDAS, HOT105, WEDR, KDAY,

KURTIS BLOW "A.J. Is Cool" (Mercury/PolyGram) 21/4 Rolations: Heavy 0/0, Medium 7/0, Light 14/4, Total Adds 4, WYEE, WANM, WGPR, WYOI, Medium: K104, KDAY, KOXL.

WZAZ WZEN WXOK

TA MARA & SEEN "Thinking About You" (A&M) 20/4 Rotations: Heavy 2/0, Medium 4/0, Light 14/4, Total Adds 4, KMJM, WATV, WCKX, WKWM. Heavy: WDPN, WQQK. Medium SLY FOX "Let's Go All The Way" 20/3

Medium 9/2, Light 5/1, Total Adds 3, WZAK, OC104, KDLZ. Heavy: WBLZ. KSOL. JET94, WQGK, m: K94, WLUM, KJLH, WFXA, Z93, WHYZ, Z103. WPLZ WWDM Media

MAURICE WHITE "Lady Is Love" (Columbia) 20/3 Rotations: Heavy 0/0, Medium 5/0, Light 15/3, Total Adds 3, WENN, WOFX, KDKO. Medium: WHUR, WTMP, KACE, KQXL

JULIAN FLENOY "Turn Me Out" (KMA) 18/2

Total Adds 2, WATV, KIIZ, Medium; WEDR, WTMP, KOXL, JE194.

Hotainofe Heary Old, Medium 40, Light 142, Tolai Aulos 2, WAYK, NAL, Medium, Heur, Hiner, Naka, Selas S. B.S. & O. BANO "On The Sheff" (In Your Face) 173 Rotainone Heary 20, Medium 70, Light 83, Tolai Ados 3, KSOL, WGFX, KIIZ, Heary: WOWI, WGMG Medium: WWIN, WYVY, WRSK, WHICH, WOMT, WGAX, WANT,

PRECIOUS WILSON "I'll Be Your Friend" (Jive/Arista) 16/5 Roteinous: Heavy 00, Medium 01, Light 8/4, Total Adds 5, WILD, WDAS, WOW, WNHC, WOFX. Medium: WRKS, KMJM, WMND WENN LIGHT. WAAA WITSON AND A Statement of the Statement of 0/0, Medium 8/1, I

Notations International March 1997 August 1997 August

NEWCLEUS "Na Na Beat" (Sunnyview) 15/5 Rotations: Heavy 1/0. Medium 3/1. Licht 11/4. Total Adds 5, WDIA, WPEG, WOMG, WKXI, WBLX. Heavy: WJMI. Medium: EDR WZA

REUN, UZAR REANDMASTER FLASH "Style (Peter Gunn Theme)" (Elektra) 14/2 Rotations Heavy 20, Medum 7/1, Light S/1, Tonia Adds 2, WILD, KNAM. Heavy, WKND, WANM. Medium: K104, WDPN, WFCC, WOMA, WOM, WZEN, LITTLE RICHARD "Great Gosh A'Mighty (It's A Matter Of Time)" (MCA) 13/2 Rotations Heavy 10, Medium 40, Light 82, Tonia Adds 2, WDAO, KDKD, Heavy, WTKL, Medium: WLUM, OC104, WPEG, Rotations Heavy

JOYCE SIMS "All & All" (Sleeping Bag) 12/2 Rotations: Heavy 1/0, Medium 5/0, Light 6/2, Total Adds 2, WWIN, WILD. Heavy: WDKX. Medium: WRKS, HOT105, WOWI,

MASAYOSHI TAKANAKA "Teaser" (Amherst) 12/1 Rotations: Heavy 0/0, Medium 6/0, Light 6/1, Total Adds 1, W WENN. Medium: WTMP, WDMT, WDKX, WKXI, WBLX, WTLC.

MAAR VOID I JOONTATION CONTRACTOR CONTRACTOR OF A CONTRACT OF A CONTRACT

OC104, WFXA, WXOK, MAI TAI "Female Intuition" (Critique) 11/7 Rotations: Heavy 000, Medium 010, Light 11/7, Total Adds 7, WENN, WBLX, WANT, WANM, WAAA, WTLC, WZEN, ORIGINAL CONCEPT "Can You Feel II" (Del Jam/Columbia) 11/5 Rotations: Heavy 000, Medium 11, Light 104, Total Adds 5, WDIA, WZAK, WATY, WENN, WKXI. JENNIFER HOLIDIAY "Dreams Never Die" (Geffen) 11/3 Rotations: Heavy 000, Medium 30, Light 83, Total Adds 3, WTMP, KDLZ, WOMG. Medium WJMI, WDAO, WTLC.

SLAVE "Thrill Me" (ichiban) 11/2 Rotations: Heavy 00, Medium 40, Light 7/2, Total Adds 2, WENN, WTLC. Medium: WEDR, WTMP, WKXI, WLOU.

SLAVE "Infili the (uninverse), and a standard st

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

BLACK/URBAN ADDS & HOTS

EAST

WUSL/Philade Tony Gray

ALEXANDER O'NEAL WHITNEY HOUSTON GAP BAND Hottest; JANET JACKSON RENE & ANGELA NEW EDITION PRINCE FALCO

WDAS/Philadelphia Joe Tamburro

Joe Tamburro STEVE ARRINGTON PRECIOUS WILSON FIVE STAR NICOLE STEADY B DISCO FOUR MILDRED SCOTT HOLLEST RINCE NU SHOOZ SHIBLEY MURDOCK WHISTLE TEDDY PENDERGRASS

WAMO/Pittsburgh

Woodson/Anthony FIVE STAR ISLEYS ANITA BAKER MORRIS DAY MELL'SA MORGAN HOTLESE: FULL FORCE STEPHANNE MILLS LABELLE & MCDONAL PRINCE SOS BAND

WDKX/Rochester Andre Mercel FIVE STAR JOHNNY KEMP ANITA BAKER ALFIE ATLANTIC STARR MAZARATI Hottest:

MAZARATI Hottest: JANET JACKSON PRINCE CHERRELLE FALCO STEVIE WONDER

WHUR/Weehington Mike Archie

MILE AFCDIE LISA LISA LOU RAMIS ATLANTIC STARE SHEILA E GEORGE HONARD GEORGE HONARD STUDIES E.T. JOHNNY KEMP FIVE STAR CLEDONS ZEUNION HOLLEGEI STARPOINT CHERELIE CHERELIE PATTI AUSTIN PRINCE

WDJY/Washington Brute Balley STEVIE WONDER SIMPLY RED O'CHI BROWN LABELLE & MCDONAL CASHFLOW

CASHFLOW ALFONSO MILDRED SCOTT VOICE IVY

IVY Hottest: COLONEL ABRAMS RUN D.M.C. ARETHA FRANKLIN TA MARA & SEEN PRINCE

KJEH/Los Angeles Steve Woods

Steve Woods GEORGE HOWARD ALEXANDER O'NEAL LABELLE & MCDOWA TEASE ANITA BAKER ANITA BAKER ANITA BAKER HOLTest: PRINCE JANET JACKSON HELI'SA MORGAN ZAPP

KUKQ/Phoenia Robert Widem

Robert Wideman STEPHANIE MILLS PATTI AUSTIN ALEEN/LEROY BURGE VANITY ATLANTIC STARR TKA READY FOR THE WOR Hottest: JANET JACKSON PAINCE PAINCE CHERRELLE GAP BAND

WXYV/Beltimore Roy Sampson STARPOINT GEORGE CLINTON NICHAEL NENDERSON JDHNNY KEMP HOTLBEL JETS JANET JACKSON PRINCE SADE EUGENE WILDE

www.W/Battimore WHITNEY HOUSTON WHITMEY HOUSTON TKA JOESKI LOVE JORCE SINS ALEXANDER O'NEAL MORRIS DAY HOTLEBL JANET JACKSON TEDDY PENDERGRASS NU SHOOZ PRINCE PATTI AUSTIN

WILD/Boston SmHU/Thomes WHITNEY HOUSTON JOYCE SIMS PRECIOUS WILSON JOHNNY KEMP FORCE MD'S GRANDMASTER FLASH MELL'SA MORGAN HOTLENE: NEW EDITION PRINCE COLONEL ABRAMS STEPHANLE MILLS WALLY BADAROU Smith/Thomes

WKND/Hartford Jordsn/McLean JORDSNIMELEAN JOHNNY KEMP PIVE STAR GEORGE CLINTON D'CHI BROWN HOTLEST: CHERRELLE PRINCE NU SHOOZ ZAPP JANET JACKSON

WNHC/New Haven James Jordan ANITA BAKER WEST COAST CREW CONTROLLERS PAUL LAURENCE PRECIOUS WILSON MORRIS DAY Hottest: JANET JACKSON JUICY E.T. SHIRLEY MURDOCK NU SHOOZ

WRKS/New York Tony Gray Tony Gray SOS BAND LABELLE & MCDONAL JANET JACKSON HOTLEST, WHITNEY HOUSTON WEITYS HOUSTON WEITYS HOUSTON USHOOZ BILLY OCEAN CHERRELLE

OC104/Ocean City Dave Allan

Dave Allan CONTROLLERS SLY FOX ALEXANDER O'NEAL STEVE ARRINGTON FULL FORCE HOLLEGT: FALCO STEVIE WONDER PRINCE NU SHOOZ JETS

WEST

KOKONDerver Jey Johnson SADE MELL'SA NORGAN FIVE STAR MORRIS DAY LITTLE RICHARD HAURICE WITOPHEL GAVIN CHRISTOPHEL BOLLE FILL HU SHOZ FATTI AUSTIN STEPHANIF MILLS FMLCO

FALCO KDAY/Los Angeles KDAYLGA Angeles WHITNEY KOUSTON THMER SOCIAL CLUB JOHNNY KEMP MAGIC TRICK SWARKEY DEE FIVE STAR STEADY B HOLLEGE JANET JACKSON PRINCE REME & ANGELA WHISTLE TRINERE

KACE/Los Angel Pam Robinson whiTNEY HOUSTON MARVIN GAYE RENE & ANGELA Hottest: PRINCE CHEREFILE PRINCE CHERRELLE JANET JACKSON JERMAINE JACKSON PATTI AUSTIN

SOUTH

WVEE/Atianta Scotty Andrews SADE WHITNEY HOUSTON VANITY STEPHANIE MILLS SHIRLEY MURDOCK ALEXANDER O'NEAL E.G. DAILY CONTROLLERS KURTIS BLOW HOLLERS RURTIS BLOW Hottest: PRINCE ATLANTIC STARR LABELLE & MCDONAL SOS BAND TEDDY PENDERGRASS

WAOK/Atlanta Larry Tinsley Michael Sur Michael Sur Marka heel Star Lery Tinsley DIONNE KAMPICK TEASE FALCO COLOREL ABRAMS BOONNER BROTHERS HOTLESE INSTELLE ATLANTIC STARR JANET JACKSON

WFXA/Auguste Tony Sewell none Hottest: PRINCE JAMET JACKSON NEW EDITION JETS NU SHOOZ 293/Cheriet Hottest: PRINCE JANET JACKSON NEW EDITION GAP BAND ARETHA FRANKLIN

WTKL/Beton Rouge E. Rodney Jones TEASE JOHNNY KEMP WEST COAST CREW WINANS SADE WPEG/Cheriotte WINANS SADE STEVE ARRINGTON BOBBY BLAND Hottest: PRINCE GAP BAND TEDDY PENDERGRASS ROSE BROTHERS LITTLE RICHARD

KQXL/Baton Rouge Guy Broady GEORGE CLINTON FIVE STAR SADE FIVE STAR SADE FREDDIE JACKSON ANITA BAKER LABELLE & MCDONAL LUTHER VANDROSS WINANS ALFIE Hottest: JET94/Chattanood

ALFIE Hottest: JANET JACKSON NU SHOOZ PRINCE FALCO E.T.

WXOK/Baton Rouge Al Wallace NONE Hottest: GAF BAND LUTHER VAMDROSS CHERRELLE FORCE MD'S JANET JACKSON

XHRM/San Diego Duff Lindsey DIONNE WARWICK SADE JOHNNY KEMP Hottest: PRINCE JETS NU SHOOZ NEW EDITION JANET JACKSON

KSOL/Sen Francisco Robinson/Moody Robinson/Moody MIAMI SOUND MACHI WHITNEY HOUSTON BB&O Hottest JANET JACKSON CHERRELLE PRINCE NEW EDITION ARETHA PRANKLIN

WOMGIGREENEDOOD DOG FOSTER STEADY B STEADY B TONEY LES NAME HOUSTON SADE MITTHEY HOUSTON BRENDA & BIG DUDE SENCION SENCE SENCION SENCI

McCanniMadison MARZ JENNIFER HOLLIDAY SLY FOX IVY TONEY LE Hotteat: PRINCE TEDDY PENDERGRASS JANET JACKSON STEPHANIE MILLS PATTI AUSTIN

KDLZ/Ft Worth-Dallas

WHY2/Greenville Michael Taylor WENN/Birmingham

WQFX/Gulfport-Bliox

WOFX/Guilport-Bloxi Jim Lucas GEORGE CLINTON NORRIS DAY ANITA BARER MAURICE WHITE PRECIOUS WILSON BB40 Hottest: PRINCE JANET JACKSON TEDDY PENDERGRASS NEW EDITION GAP BAND

WPEGICharlotte Doug Maria MICHAEL JEFFRIES WHITWEY HOUSTON SADE DENCLEUS NEMCLEUS MELL'SA MORGAN GEORGE CLIMTON MELL'SA MORGAN HEINE FAINT DAVIS HEINE CHERRELLE GAP BAND JAMET JACKSON E.T. WKXI/Jackson Tommy Marshall TRINERE NEWCLEUS JOHNNY KEMP Hottest: JANET JACKSON GAP BAND TEDDY PENDERGRASS NEW EDITION PRINCE

JET94/Chattanoogs Frank SL James SADE WHITNEY HOUSTON LABELLE & MCDONAL DIONNE WARWICK STORED HEN KED HEN KED KEW EDITION CARMFLOW STARPOINT ATLANTIC STARR

WDPN/Columble Chaz Sunders WHITNEY HOUSTON FIVE STAR BERNAK STEMART KA NICHAEL KENDERSON NICOLE PRINCE OKSON JAMET VENDERGRASS CAP BAND JETS WZAZIJacksonville

Net Jackson PAUL LAURENCE STEVIE WONDER HICOLE FALCO COMTROLLERS SHIRLEY MURDOCK HOLESE: GAP BAND TEDDY PENDERSRASS PRINCE NEW EDITION PREDDIE JACKSON

KIG4/Dailas Teri Avey MITTHEY HOUSTON SADE NORRIS DAY JUNIOR & WCDONAL MELI SA MORGAN HOLLESI SA MORGAN FOLTESI PRINCE TEDDY PENDERGRASS JERALIE STEMART STEPHANIE HILLS

Hottest: JANET JACKSON PRINCE TEDDY PENDERGRASS GAP BAND STEVIE WONDER KilZ/Killeen Bill St. John

BHISLJOHN THUMBS & THE HOE ATLANTIC STAR BB40 FIVE STAR JULIAN FLENOY HOTEMEL FULL FORCE GAP BAND TEDDY PENDERGRASS NU SHOOZ FALCO

WLOULDUINHI Tony T. Fields LABELLE & MCDONAL SADE NICOLE ALFIE ANKINGTON SAL YOUNG CAP BAND REME & ANGELA NU SHOOZ CASHFLOW JUICY

WJYL/Louiaville Jim Williema

WISH VACHOUR Lad Goine Lad Goine LARELLE & MCDONAL L.L. COOL J TRINERE CONT NOLLERS CONT NOLLERS VELTINE BELIS STEVE ANGRAM MIZARATI STEVE ANGRAM MIZARATI NOT CONT PRINCE FALCO NE JACKSON MATI ANISTIN WALLY BADAROU

WHRK/Mamphie Weils/Smith LABELLE & NCDONAL DIONNE WARNTCK PET SHOP BOYS WITTWEY WOUSTON STEVE AREINGTON CONTROLLERS JOCHAELERS JOCHTROLLERS JOCHTROLLERS JOCHTROLLERS JOCHTROLLERS JOCHTROLLERS JAMET JACKSON FALCO VISION FALCO NU SHOOZ CASHFLOW

WDIAIMemphis Bobby O'Jay JOHNNY KEMP NADE DOBAT STEVE AREINSTON STEADY B NORTS DAY STEVE AREINSTON STEADY B NORTS DAY STEVE AREINSTON STEVE AREINSTON STEVE AREINSTON STEPHANIE HILLS NIN EDITION

WALT/Meridian Aundre Russeli

HOT105/Miami JANET JACKSO. CULTURE CLUB 2 LIVE CREW 911 Bet

911 Hottest; TRIMERE PRINCE ATLANTIC STARE FIVE STAR JANET JACKSON

KHYS/Port Arthur Petry/Davis

WANTRICHMOND Anncy Williams CULTURE CLUB BARBARA HITCHELL MICHARL HENDERSON MAI TAI STEDIE AN HORGAN LISA LISA LISA LISA JOHNIY KEMP HOLEWEI PRINCE DEGREG CLINTON BERLE & MCDONAL

WPLZ/Richmond Crumbley/Danieis ANITA BÄRER MORRIS DAY ROSE BROTHERS JANICE CONTROLLERS JOESKI LOVZ RAINY DAVIS HOLTESI CABHELOM PALCO NU SHOOZ PRINCE STEPHANIE NILLS

KAPE/Sen Antonio Mike Kelly FIVE STAR STEVE ARRINGTON MELL'SA HORGAN HUMBAS & HILE HOL WHISTLE HORRIS DAY HENDEL HENDEL HENDEL STEPHANIE MILLS CASHFLOW

WWDM/Sumte Dean/McHugh Hottest: FALCO TEDDY PENDERGRASS ZAPP GAP BAND JANET JACKSON WAAA/Winston-Salem Benny Jones

Benny Jones ROSE BROTHERS NICOLE TRINEXE BRINGTON SUPURE CLUB FAUL LAURENCE WHITTNEY HOUSTON MAI TAI BOLLest: NEW EDITION PRINCE EEDTY PENDERGRASS E.T. E.T. STEPHANIE MILLS

WTLC/indianapolis Jay Johnson PAT LARRY'S BAND PAT LARRY'S BAND RATIN CREATORNER GEORGE CLINTON STEVE ARRISTONIER FILE TR TROY JOHNSON SLAVE HOLLOST: CHERAELLE DELLE PRINCE PRINCE PRINCE CASHFLOW

WLUM/MIlwaukee Bernie Miller

2.52

WTMP/Tamps Chris Turme G.C. SHITH G.C. SHITH G.C. SHITH VASITY CULTURE CLUB JOHNNY KERLINGTON HASTEREDON COMMITT MASTEREDON COMMITT MASTEREDON COMMITT MASTEREDON COMMITS HALCO STEVILE MONDER STEVILE MONDER PRINCE



WGCVChicego Lee Michaels WHITNEY HOUSTON GEORGE CLINTON JUNIOR MICHAEL HENDERSON HOLLEWE: JANET JACKSON JUICY NU SHOOZ PRINCE VAL YOUNG

Z103/Columbus Keih Antoine Mitthey Houston Commoultar Cont Date Rect Date Rect Marked And Marks Day Marks Day Marks Day Marks And Marks Day Marks And Marks Day Marks And Marks Day Marks And Marks WBMX/Chicago Marco Spoon WEST COAST CREW WHITNEY HOUSTON GEORGE CLINTON DIONNE WARWICK ALEKANDER O'NEAL ALEXANDER O'NI Hottest: JANET JÄCKSON CHERRELLE EUGENE WILDE PRINCE NEW EDITION WDAO/Deyton

WB.Z/ClncinnetI Brian Ceetle WHITNEY HOUSTON HIAMI SOUBD MACHI STEVE ARRINOTON VAL YOUNG ARAND JUNIOR HANDT JACKSON SLY FOX FRINCE HU SHOOZ FALCO Lankford Stephens

WDMT/Cleveland WDMTCLeveland Deen Deen ATLANTIC STARR RALPH HACOSNALD FIVE STAR WHITNEY HOUSTON BABBARA MITCHELL ALPIE STEVE ARRINGTON HOLLESL LISA LISA LISA LISA HOLCEST: JALCO PRIDCE JACKSON L.L. COOL J

WJL8/Detroh

WGPR/Detro Joe Spencer Jes Spanor WEST COAST CREW PETITE BARBARA MITCHELL STRVZ ARRINGTON STARPOINT ATLANTIC STARR KURTIS BLOW PREDDIE JACKSON WHISTLE HOLTESI PRINCE GAF BAND STEPHANIE WILLS COLONEL ARRANS ANITA BARAS

Bernie Miller OMD DIONNE WARNICK MR. MISTER ATLANTIC STAR SOS BAND ATLANTIC STAR NU SHOOZ PET SHOP DOYS VAN HALEN COLONEL ABRAMS Lanktord Stephens SADE MICHARL HENDERSON CONTROLLER CHAPTER 8 VANITY GEORGE CLINTON ALFIE TEASE LITTLE RICHARD HOLING: LITTLE RICHARD HOLING: JAMET JACKSON TEDDY PENDERGRASS NU SKOZ STEPHANIE MILLS

CMIMIS: Louis Mike Stradford SADE GRANDMASTER FLASH STEVE ARKINGTON PET SHOP BOYS STEVE ARKING CONTROLLERS TA MARA & SEEN ANITA BARER LATEADY & MCDONAL TEADY & MCDONAL OCLOMEL ARRAMS PRINCE SCIENCE FREDDIE JACKSON

WULBODerrot Alexander/Whitmore 94 EAST FULL FORCE L.L. COOL J LABELLE & HCDNAL SOS BAND WHISTLE HOTLEGIE JANET JACKSON JANET JACKSON STEPHANIE MILLS NEW EDITION STEVIE WONDER WZENJSL Louis Billy Kyan FULL PORCU HITTMEY HONETON WHITTMEY HONETON WELL'SA HONETON FELL'SA HONETON GAVIN CHRISTOPHER MAI TAI HOLTESE HIDE EUCENE WILDE EUCENE WILDE EUCENE WILDE HOLTE ARAMS WHISTLE WZEN/SI, Louis

WVOLToiedo Robert Holiday STEVE ARRINGTON FIVE STAR KURTIS BLON MORRIS DAY MORNIS DAY Hotteti PRINCE JANET JACKSON STEPHANIE MILLS NU SHOOZ LABELLE & MCDONAL

KBUZ/Wichita Bruce Adamek Bruce Adamek GEORGE CLINTON LABELLE & MCDON MAZARATI Hottest: NU SHOOZ CASHFLOW STARPOINT JANET JACKSON PRINCE

85 Reporting Stations 80 Current Reports The following reported a frozen list this week: WFXA/Augusta WXOK/Baton Rouge **Z93/Charleston** KMJQ/Houston wwpM/Sumter

WKWMIGrand Rapids Grant/Franklin GEORGE HOWARD TA MARA & SEEN STEVE ARRINGTON NAGAZINE 60 HOLTOEL PRINCE JANET JACKSON NEW EDITION NU SHOOZ TEDDY PENDERGRASS

R&R FRIDAY, MARCH 28, 1986/71



KMJQ/Heuston Ron Atkins Hottest: PRINCE JANET JACKSON GAP BAND SHILLEY MURDOCK JETS

TRINEME MENCLEUS FALCO BARBARA MITCHELL VANITY ROGE BROTHERS FREDDIE JACKSON STEVE ARRINGTON WHITNEY HOUSTON ORIGINAL CONCEPT MASTERDON COMGITT MUTH DAWES JOHNNY KEMP HOLLERS!

WJMUJackson Cerl Haynes WHISTLE DIONNE WARWICK NORRIS DAY HAR2 JUNIOR Hottest: FALCO TRAMAINF

FALCO TRAMAINE EUGENE WILDE JERMAINE STEWART ROSE BROTHERS

WPDQ/Jacksonville

WPDQJACKBONVINE MercLittle EVELYN KING WHITNEY HOUSTON SOS BAND MELI'SA MORGAN MICHAEL HENDERSON

WFXCiDurham Aivin Slove STEVE ARRINGTON BARBARA HITCHELL FIVE STAR JOHNNY KEMP MORRIS DAY HOCTEST: NEW EDITION PRINCE NU SHOGZ ROSE BROTHERS CASHPLOW

KJCB/Lafayette Horstio Handy

Horstio Handy GEORGE CLINTON GAVIN CHRISTOPHER NICOLE VAL YOUNG SADE FIVE STAR HOTLGETTAR HOTLGETTAR HOTLGETTAR JANET JACKSON JANET JACKSON JANET JACKSON JANET JACKSON JANET JACKSON JANET JACKSON

WBLX/Mobile Vernor Wells TRINERE SOS BAND ALEXANDER O'SFAL ALYSON WILLIAMS OUDBEL CLINFORMERE BOBBY WENACK HEVCLEUS AAI TAI HEVCLEUS AABARA HITCHELL HOCTOSE ARBARA HITCHELL HOCTOSE TEDDY PENDERGRASS FALCO COLOREL ABARS

WQQK/Nashville J.C. Floyd STEVE ARRINGTON EVELYN KING JOHINY KEMP STEVIE WONDER SADE MASTERDON COMMITT SAUE MASTERDON COMMITT MARZ BARBARA MITCHELL Hottest: FALCO SOS BAND SLY FOX PRINCE L.L. COOL J

WBLX/Mobil

WYLD-FAMINew Orleans Doll Spencer ATLARTIC STARR WINANS SADE SOS BAND TRINERE HOLTERE HOLTERE PRINCE GAP BAND NEW EDITION NEW EDITION TEMOY PENDERGRASS STEVIE WONDER

WOWI/Norfolk Roshon Vance Roshon Vence NICOLS BRENDA & BIG DUDE PRECIOUS WILSON MELL'SA NORGAN SEPTEMBER Hottests PRINCE NEW EDITION NU SHOOZ GAP BAND JETS '

K94/Nortoli Bob Scott

Bob Scott 52ND ST. PHIL COLLINS MELL'SA MORGAN MELL'SA MORGAN ATLANTIC STARR PIVE STAR WHISTLE RAINY DAVIS HOCTest: PRINCE PRINCE PALCO NU SHOO2 STARPOINT STEPHANIE MILLS

WORL/Oriendo Earl James VAL YOUNG WHITNEY HOUSTON SHIRLEY MURDOCK HOLLES'L JANST JACKSON PRINCE TEDDY PENDERGRASS ARETHA FRANKLIN NEW EDITION

WALINGHOUDH PALCO ZAMSEY LEWIS ANJER LEWIS NARE RALPH MACDONALD STEVE ARRINOTON NELLEAN HOGOAN MELLEAN HOGOAN MITHEY HOUSTON HOLTAS! MITHEY HOUSTON HOLTAS! STEPHANIE NILLS KHYSGPort Arthur PetryToavis WALLY BADAROU ALFIE DIONNE WARWICK BRENDA & BIG DUDE ROSE BROTHERS MAZARATI HOtteet PRINCE JANET JACKSON NEW EDITION NU SHOOZ GAP BAND

WANTRichm WEDR/Miami Jackson/Jones NICOLE L.L. COOL J RUTH DAMES WALLY BADAROU STRATU B ALEXANDER O'NEAL STRATU B ALEXANDER O'NEAL JANET JACKSON NEW EDITION GAP BAND TRIMERE E.T.

WANM/Tallehessee Joe Bullard STEVE ARRINGTON KORTIS BLOW HAI TAI STEADY B TROY JOHNSON HOLTERI PRINCE TROY PENDERGRASS JANET JACKSON L.L. COOL J CASHFLOW

RADIO & RECORDS NATIONAL AIRPLAY

FULL-SERVICE AC

TOP 20	MA	RCH	28, 1	986	MOST ADDED WHITNEY HOUSTON (19) The Greatest Love Of All (Arista)
Mich Las	Total Reports/Adds	Heavy	Medium	Light	SADE (13) Never As Good As (Portrait/CBS)
6 3 STEVIE WONDER/Overjoyed (Tamla/Motown)	48/0	41	6	1	SIMPLY RED (9)
3 2 2 ATLANTIC STARR/Secret Lovers (A&M)	45/0	40	5	o	Holding Back The Years (Elektra)
1 1 1 3 HEART/These Dreams (Capitol)	44/0	38	6	0	PATTI LABELLE/MICHAEL McDONALD (6 On My Own (MCA)
	43/0	33	10	0	BARRY MANILOW (6)
	43/0	30	9	3	He Doesn't Care (But I Do) (RCA)
11 7 S FORCE MD'S/Tender Love (Tommy Boy/WB)	42/3	28	10	2	MIAMI SOUND MACHINE (6)
2 3 4 6 ELTON JOHN/Nikita (Geffen)			15	1	Bad Boy (Epic)
5 4 6 7 JAMES TAYLOR/Only One (Columbia)	39/0	23		· ·	
13. 11 DIONNE WARWICK/Whisper In The Dark (Arista)	41/3	21	19	1	
11 9 8 9 DAN SEALS/Bop (EMI America)	34/1	22	1.1	1	HOTTEST
17 15 12 10 MELISSA MANCHESTER & AL JARREAU/The Music Of Goodbye (MCA)	37/1	11	24	2	
4 7 9 11 STARSHIP/Sara (Grunt/RCA)	31/0	15	14	2	ATLANTIC STARR (37)
18 🕑 DENNIS DEYOUNG/Call Me (A&M)	35/4	8	23	4	Secret Lovers (A&M)
14 14 14 19 JACK WAGNER with V. CARTER/Love Can Take Us All Away (Owesl/WB)	31/0	10	20	1	STEVIE WONDER (31)
- 17 10 DIRE STRAITS/So Far Away (WB)	30/2	5	23	2	Overjoyed (Tamla/Motown)
_ 20 15 BARBRA STREISAND/Send In The Clowns (Columbia)	30/1	4	20	6	HEART (28)
9 8 10 16 EVERLY BROTHERS/Born Yesterday (Mercury/PG)	30/0	15	13	2	These Dreams (Capitol)
12 13 17 SMOKEY ROBINSON/Hold On To Your Love (Tamla/Motown)	30/0	9	20	1	ANNE MURRAY (23)
19 DERMAINE JACKSON/I Think It's Love (Arista)	23/0	12	9	2	Now And Forever (Yow And Me) (Capit
EAKER I WHITNEY HOUSTON/The Greatest Love Of All (Arista)	32/19	2	15	15	FORCE MDs (18)
	26/0	7	12	7	Tender Love (Tommy Boy/WB)
20 😨 ROSANNE CASH/Hold On (Columbia)	20/0	'			
WHITNEY HOUSTON The Greatest Love Of All (Arista) 57% of our reporters on it. Rotations: Heavy 2, Medium 15, Light 15,	WWKB, WBT, WP NYLONS "The Rotations: Heavy KYJC, KVEC. TEDDY PENDE	3/0. Mediu OE, WGBI Lion Sie 0, Medium	m 8/1. Lij R. WJBC. eps Ton 6/1, Ligh "Love	oht 2/0, Total Add WCIL ight'' (Open A t 3/2, Total Adds 1/2'' (Elektra)	 WFBR, WHBY, WJBC. Medium Including WCCO. WSTU.) 9/3
The Greatest Love Of All (Arista) 57% of our reporters on it. Rotations: Heavy 2, Medium 15, Light 15, fotal Adds 19 including WCCO, KHOW, KFMB, KJR, WCHS, WTIC, WELI, WBT, WBOW. Debuts at number 19 on the Full-Service chart. BARRY MANILOW He Doesn't Care (But I Do) (RCA) 6% of our reporters on it. Rotations: Heavy 2, Medium 17, Light 8, fotal Adds 6, WTMJ, WCCO, KHOW, KFMB, WTIC, WGOW. SADE Never As Good As The First Time (Portrait/CBS) 50% of our reporters on it. Rotations: Heavy 0, Medium 13, Light 11.	Rotations: Heavy www.KB, WBT. WP NYLONS "The Rotations: Heavy KYJC, KVEC. TEDDY PENDE! Rotations: Heavy JACKSON BRO Rotations: Heavy MAURICE WHI Rotations: Heavy LOVERBOY "T	3/0. Mediu OE, WGBI Lion Sie 0, Medium RGRASS 0, Medium .eave'' (0, Medium WNE "F 0, Medium TE "Lad 0, Medium his Couk 3/0, Medium	im 8/1. Lig A, wJBC, eps Ton 6/1, Ligh "Love 4/0, Ligh 3/0, Ligh or Amer 4/0, Ligh y Is Lov 1/1, Ligh B & The m 2/1, Ligh	ph 2/0, Total Add WCIL (ght" (Open A 1 3/2, Total Adds 1/2" (Elektra) 1/3, Total Adds 1/1 16/1, Total Adds 1/3, Total Adds 8" (Columbia) 7/0, Total Adds 8" (Columbia) 1/3/0, Total Adds	Ir) 9.3 WWRB, WHBY, WJBC, Medium Including WCCO, WSTU, P 9.3 WWNR, WMTR, WASK, Medium, WWKB, WHBY, KSL, KT WSPD, Medium, WPOE, WSTU, KTWO 9.0 Medium, WWKB, WICC, WWNR, KFOD, 1, wPOE, Light Including WHBY, WHBC, WIBA, WGBR, WA
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The Greatest Love Of All (Arista) 57% of our reporters on it. Rotations: Heavy 2, Medium 15, Light 15, fotal Adds 19 including WCCO, KHOW, KFMB, KJR, WCHS, WTIC, WELI, WBT, WBOW. Debuts at number 19 on the Full-Service chart. BARRY MANILOW He Doesn't Care (But I Do) (RCA) 6% of our reporters on it. Rotations: Heavy 2, Medium 17, Light 8, fotal Adds 6, WTMJ, WCCO, KHOW, KFMB, WTIC, WGOW. SADE Never As Good As The First Time (Portrait/CBS) 10% of our reporters on it. Rotations: Heavy 0, Medium 13, Light 11, fotal Adds 13 including WTMJ, WCCO, WHO, WHSC, WING,	Ristlande, Heavy, WWKR, WBT, WP NYLONS "The Ristlande, Heavy I Ristlande, Heavy I Ristlan	3/0. Media OE, WGBI Lion Sile 0. Mediam RGRASS 0. Mediam RGRASS 0. Mediam WNE "F 0. Mediam TE "Lad 0. Mediam Nis Couk Sile MELLEI 1/0. Media mething 0. Mediam	mi Brit, Lig A, wyBC, eeps Ton 6/1, Ligh "Love 4 4/0, Ligh or Amer 14/0, Ligh or Amer 14/0, Ligh y Is Lov 1/1, Ligh Be The m 2/1, Ligh GN NCAMP m 5/1, Lig About Yi 4/2, Ligh	pri 20. Total Add Will. Ught" (Dgen A 32. Total Adds 132. Total Adds 133. Total Adds 133. Total Adds 133. Total Adds 134. Total Adds 135. Total Adds	If J 93 WYER, WHE, WUBC, Medium Including WCCO, WSTU, I S WYER, WMTR, WASK, Medium, WWKB, WHEY, KSL, KT WSPD, Medium, WPOE, WSTU, KTWO, 90 Medium, WWKB, WICC, WWNR, KFOD, MAT WYER, Ugat Including WHEY, WHEC, WIBA, WGBR, WA Mibla) 84 WYTAE, Heavy, WWNR, WMTR, KTWO, Medium Including WITAE, Heavy, WWNR, WMTR, KTWO, Medium Including WITAE, Heavy, WWCC, Medium Including WTAE, WHAS, V PolyGram) 56 S, KHOW, WSTU, KYUC, Medium Including WFBR, KTWO,
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The Greatest Love Of All (Arista) 57% of our reporters on it. Rotations: Heavy 2, Medium 15, Light 15, fotal Adds 19 including WCCO, KHOW, KFMB, KJR, WCHS, WTIC, WELI, WBT, WBOW. Debuts at number 19 on the Full-Service chart. BARRY MANILOW He Doesn't Care (But I Do) (RCA) 6% of our reporters on it. Rotations: Heavy 2, Medium 17, Light 8, fotal Adds 6, WTMJ, WCCO, KHOW, KFMB, WTIC, WGOW. SADE Never As Good As The First Time (Portrait/CBS) 50% of our reporters on it. Rotations: Heavy 0, Medium 13, Light 11, fotal Adds 13 including WTMJ, WCCO, WBT, WHBY, WHBC, WING, WSPD, WSTU, WJBC, KVEC. NEW & ACTIVE BMAINE JACKSON "I Think II's Lave" (Arista) 230	Ristlande, Heavy, WWKR, WBT, WP NYLONS "The Ristlande, Heavy I Ristlande, Heavy I Ristlande, Heavy I MAURICE WH Ristlande, Heavy I MAURICE WH Ristlande, Heavy I Ristlande, Heavy I COVEROD' T Ristlande, Heavy I COVEROD' T Ristlande, Heavy I Ristlande, Heavy I R	3/0. Media OE, WGBU Lion Sie 0. Median RGRASS 0. Median Save" (0. Median WNE "F 0. Median TE "Lad 0. Median his Couk 3/0, Media Si Median his Couk 3/0, Median his Couk 3/0, Median si 0, Median his Couk 3/0, Median his	Imi Brit, Ci, A, WJBC, epps Ton 671, Liph "Love a 470, Liph A&M) 9 370, Liph or Amer 470, Liph A&M) 9 3 8 171, Liph Be The m 2/1, Lip MCAMP m 5/1, Lip About Y 4/2, Liph Aln't MI	pri 20. Total Add Will. Ught" (Dgen A 32. Total Adds 132. Total Adds 133. Total Adds 133. Total Adds 143. Total Adds	Int J 93 3. WFBR, WHBY, WUBC. Medium Including WCCO. WSTU, J 93 3. WWNR, WMTR, WASK. Medium. WWKB, WHBY, KSL, KT 1. WSD, Medium. WPOE, WSTU, KTWO. 90 0. Medium. WPOE, WSTU, KTWO. 90 0. Medium. WPOE, WSTU, KTWO. 91 1. WSDE, Light Incuding WHBY, WHBC, WIBA, WGBR, WA Milal 81 1. WTAE. Heavy: WWNR, WMTR, KTWO. Medium including NUTAE. Heavy: WWNR, WMTR, KTWO. Medium including WTAE. NUTAE. Heavy: WWNR, WMTR, KTWO. Medium including WTAE. NUTAE. Heavy: WWNR, WMTR, KTWO. Medium including WTAE. NUTAE. MEDIC. Medium including WTAE. WHAS, W NUTAE. Heavy: WICC. Medium including WFBR, KTWO. NUTAE. MEDIC. Medium including WFBR, KTWO. NUTAE. MEDIC. Medium including WFBR, KTWO. NUTAE.
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The Greatest Love Of All (Arista) 57% of our reporters on it. Rotations: Heavy 2, Medium 15, Light 15, fotal Adds 19 including WCCO, KHOW, KFMB, KJR, WCHS, WTIC, WELI, WBT, WBOW. Debuts at number 19 on the Full-Service chart. BARRY MANILOW He Doesn't Care (But I Do) (RCA) 66% of our reporters on it. Rotations: Heavy 2, Medium 17, Light 8, fotal Adds 6, WTMJ, WCCO, KHOW, KFMB, WTIC, WGOW. SADE Never As Good As The First Time (Portrait/CBS) 10% of our reporters on it. Rotations: Heavy 0, Medium 13, Light 11, fotal Adds 13 including WTMJ, WCCO, WBT, WHBY, WHBC, WING, WSPD, WSTU, WJBC, KVEC. NEWE ACCOV, WM, WWC, WGC, WBT, WHBY, WHBC, WING, VSPD, WSTU, WJBC, KVEC. RMME FACKSON "Think I's Love" (Intel 230 Biome Heavy 180, Medium 80, Light 220, Tolandsto / New Policing KTMB, KJR, WCCB, WELL, WBT, WING, KBOI, TV, VUC, Medium 80, Light 220, Tolandsto / New Policing KTMB, KJR, WCCB, WELL, WBT, WING, KBOI, TV, VUC, WELL, WELL, WHS, WING, KBOI, WWW, WSTU, WCCL, KFOD. Medium Heavy 180, Medium 80, Light 220, Tolandsto / New Policing KTMB, KJR, WCCB, WELL, WBT, WING, KBOI, TV, VUC, WELL, WHS, WING, KBOI, WWW, WSTU, WCL, KFOD. Medium Medium 80, Light 20, Tolandsto / New Policing KTMB, KJR, WCCB, WELL, WBT, WING, KBOI, TV, VUC, Medium 80, Light 20, Tolandsto, VINEW, WSTU, WCCL, WFDD, Heavy: KYJC, Medium MEDIS ************************************	Ristlanden, Heavy, WWKR, WBT, WP NYLONS "The Ristlanden, Heavy I Ristlanden, Heavy I ACKSON BRO Ristlanden, Heavy I MAURICE WH Rotations, Heavy I Ristlanden, Heavy I Ristlanden, Heavy I Ristlanden, Heavy I Ristlanden, Heavy I Ristlanden, Heavy I Ristlanden, Heavy I MAURICE WH Ristlanden, Heavy I WH Ristlanden, Heavy I Nite & THE M Ristlanden, Heavy I Nite & Schull Ristlanden, Heavy I Ristlanden, Heavy I Nite & Schull Ristlanden, Heavy I Nite & Schull Ristlanden, Heavy I Nite & Schull Ristlanden, Heavy I Ristlanden, Heavy I Nite & Schull Ristlanden, Heavy I Ristlanden, Heavy I Nite & Schull Ristlanden, Heavy I Ristlanden, Heavy I Ristlanden	3.0. Media DE, WGB Lion Site O, Mediar RGRASS 0. Mediar RGRASS 0. Mediar 0. Mediar NE "Lad 0. Mediar SI MELLEE 0. Mediar SI 0. Media SI 0. Media SI	In St. Light 4, wUBC, in Love 6, 61, Light 4, 40, Light 6, 41, 41, 41, 41, 41, 41, 41, 41, 41, 41	yn 20. Total Add With. Ugent (Ggen A 23. Total Add 23. Total Add 24. Total Add 25. Total Add 24. Total Add 25. Total Add 25. Total Add 25. Total Add 26. Total Add 26. Total Add 26. Total Add 26. Total Add 26. Total Add	(Ir) 93 3. WFBR. WHBP, WUBC. Medium Including WCCO. WSTU, 1 9 3. WFBR, WHBP, WUBC. Medium Including WCCO. WSTU, 1 9 3. WWNR, WMTR, WASK. Medium. WWKB, WHBP, KSL, KT 1. WSD, Medium WPOE, WSTU, KTWO. 90 0. Medium WPOE, WSTU, KTWO. 90 1. WSD, Medium WHP, WHBC, WIBA, WGBR, WA mibal 3/1 1. WFGE, Heavy WWNR, WMTR, KTWO. Medium including VITAE. Heavy WWNR, WMTR, KTWO. VITAE. WHILL, VALG. Medium including WTAE. WHAS, W VITAE. MEDIUM. WCCO. Iracle ¹⁷ , (Ntantic) 4/70, WSTU. 1, WWNR, Medium: WCCO. 30 WHP, KUGA. WFGE VICAE. MEDIUM. YUGC. 30 WHP, KUGA. WFGE VICAE. MEDIUM. YUGC. 30 WHY, KUGA. WFGE VICAE. MEDIUM. YUGC. 30 WHY, KUGA. WFGE VICAE. VICAE. MEDIUM. YUGC. 30 WHY, KUGA. WFGE VICAE. VI
The Greatest Love Of All (Arista) 17% of our reporters on it. Rotations: Heavy 2, Medium 15, Light 15, 15% of our reporters on it. Rotations: Heavy 2, Medium 15, Light 15, 15% of our reporters on it. Rotations: Heavy 2, Medium 15, Light 15, 16% of our reporters on it. Rotations: Heavy 2, Medium 17, Light 8, 16% of our reporters on it. Rotations: Heavy 2, Medium 17, Light 8, 16% of our reporters on it. Rotations: Heavy 2, Medium 17, Light 8, 16% of our reporters on it. Rotations: Heavy 0, Medium 13, Light 11, 16% of our reporters on it. Rotations: Heavy 0, Medium 13, Light 11, 16% of our reporters on it. Rotations: Heavy 0, Medium 13, Light 11, 16% of our reporters on it. Rotations: Heavy 0, Medium 13, Light 11, 16% of our reporters on it. Rotations: Heavy 0, Medium 13, Light 11, 16% of our reporters on it. Rotations: Heavy 0, Medium 13, Light 11, 16% of our reporters on it. Rotations: Heavy 0, Medium 13, Light 11, 16% of our reporters on it. Rotations: Heavy 0, Medium 13, Light 11, 16% of our reporters on it. Rotations: Heavy 0, Medium 13, Light 11, 16% of our reporters on it. Rotations: Heavy 0, Medium 13, Light 11, 16% of our reporters on it. Rotations: Heavy 0, Medium 13, Light 11, 16% of our reporters on it. Rotations: Heavy 0, Medium 13, Light 11, 16% of our reporters on it. Rotations: Heavy 0, Medium 13, Light 11, 16% of our reporters on it. Rotations: Heavy 0, Medium 13, Light 11, 10% Medium 10, Medium 142, Ignt 82, Total Ads 4, Micc, WEL, WHS, WOL, WEL, WHS, WING, WEL, WHS, WING, KED, WEL, WHS, WOL, WEL, WHS, WOL, WEL, WHS, WOL, WEL, WHS, WING, KED, WHS, WING, WEL, WHS, WOL, WEL, WHS, WOL, WEL, WHS, WING, KED, WHS, WING, WEL, WHS, WOL, WEL, WHS, WOL, WEL, WHS, WING, WEL, WHS, WING, WEL, WHS, WOL, WEL, WHS, WING, WEL	Ristlanden, Heavy, WWKR, WBT, WP NYLONS "The Ristlanden, Heavy I Ristlanden, Heavy I ACKSON BRO Ristlanden, Heavy I MAURICE WH Rotations, Heavy I Ristlanden, Heavy I Ristlanden, Heavy I Ristlanden, Heavy I Ristlanden, Heavy I Ristlanden, Heavy I Ristlanden, Heavy I MAURICE WH Ristlanden, Heavy I WH Ristlanden, Heavy I Nite & THE M Ristlanden, Heavy I Nite & Schull Ristlanden, Heavy I Ristlanden, Heavy I Nite & Schull Ristlanden, Heavy I Nite & Schull Ristlanden, Heavy I Nite & Schull Ristlanden, Heavy I Ristlanden, Heavy I Nite & Schull Ristlanden, Heavy I Ristlanden, Heavy I Nite & Schull Ristlanden, Heavy I Ristlanden, Heavy I Ristlanden	3.0. Media Dec. wGBB RGRASS asawe'' () Mediam RGRASS asawe'' () Mediam RGRASS asawe'' () Mediam Sawe'' () Me	International and a set of the se	yn 20. Total Add Woll. Ught" (Ügen A 32. Total Add 12. Total Add 12. Total Add 15. Total Add 17. Total Add	III) 93 3. WFBR. WHBY, WJBC. Medium Including WCCO. WSTU. J 93 3. WWNR, WMIR, WASK. Medium. WWKB, WHBY, KSL, KT 1. WSPD. Medium. WPOE, WSTU, KTWO. 90 3. Mining, WASK. Medium. WWKB, WHBY, KSL, KT 1. WSPD. Medium. WPOE, WSTU, KTWO. 90 91 92 92 93 93 94 94 95 96 97 98 98 99 91 1. WORE, Heavy, WWR, WMTR, KTWO. Medium including WTAE, WHAS, W 97 98 98 99 94 94 94 94 94 94 94 94 94 95 96 97 98 98 99 94 94 9

WRANGLER AND WILLIE NELSON WANT YOU!

Wrangler Jeans is joining Willie in sponsoring a nationwide search for the best rock, country and rhythm and blues artists!

Ten stations across the country will be a part of the promotional event of the year and help launch the careers of the most talented acts in their areas.

For more information, watch R&R and the May issue of Sound Management magazine.

Willie Nelson / Wrangler



RADIO & RECORDS NATIONAL AIRPLAY

ADULT CONTEMPORARY

BREAKERS

OMD

If You Leave (A&M) 50% of our reporters on it. Rotations: Heavy 5, Medium 26, Light 23, Total Adds 2, KEZR, KWEB.



BARRY MANILOW "He Doesn't Care (But I Oo)" (RCA) 52/14 Notations: Heavy 1/0, Modium 24/5, Light 27/9, Totei Adds 14 including WCLY, KVIL-FM, KKLT, KIFM, KEY103, KIOA. WTRX, WAEV, Heavy, WBOW, Modium Including WSFL, KWFM, WEIM, WKNER, WGLL, WSN, KOSW, KALE.

U102

U102, KO99, WLHT, WHMK, WMGN, KWHM, Medium including Wolk, WHLA, KUL-H, KUL-H,

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KEY103, KIOA, WTRX, Heavy: WWAA. Medium including WSNI, KIOI, sowAve, mwon, Kerm. CHERRELLE with ALEXANDER O'NEAL "Saturday Lyve" (Tabu/CBS) 47/1 Rotations Heavy 5/0, Medium 18/0, Light 24/1, Total Adds 1, WOHO, Heavy: 97AIA, KOST, KELT, WSFL, KALE, Medium including WSB-FM, WLTS, KHYL, B100, KIOI, WKYE, KWAV, KFSB.

ALABAMA "She And I" (RCA) 44/3 Rotations Heavy 40, Medium 17/1, Light 32/2, Total Adds 3, WAEB, WSFM, WEZS, Heavy; WEIM, WAHR, KRLB, WORG, Medium Including WKYE, WEZC, KLYF, WTRX, KWFM, WWRA, WJON, WBOW, KKLV, KALE:

Medium including WKYE, WEZC, KLYF, WHX, KWFM, WWZA, WOOM, HEWH, RKGF, RKC., BARBRA STREISAND "Send in The Clowns" (Columbla) 42/2 Rotations: Heavy 10, Medium 17/0, Light 24/2, Total Adds 2, KMJI, KKLT, Heavy WEIM, Medium including WPIX, KVIL, WLTF, KLOL, KOW, KIFM, WAEB, WKYE.

WLTF, KUDL, KWW, KHM, WAEB, WKTE, JOHN CDUGAR MELLENCAMP "R.O.C.K. In The U.S.A." (RIva/PolyGram) 39/0 Rotations: Heavy 12/0, Medium 16(0, Light 11/0, Total Adds 0, Heavy Including WKYE, U102, KO99, WMGN, WSKI; WWPA, WSKY, WCKO, KOSW, KALE, Medium Including KVIL-FM, B100, KIOI, KEY103, WRKA, WAVE, WNAM, WFMK, KVUU,

KWFM. MIKE & THE MECHANICS "All I Need Is A Miracle" (Atlantic) 30/18 Rotations: Heavy 0, Medium 13/3, Light 17/15. Total Adds 18 including WKYE, 96WAVE, U102, WLHT. WENS, WFMK. KWAV, WEIM, WWPA, Medium Including WHTX, WSFL, WMGN, WJON, KALE.

Total

ROTATION BREAKOUTS

	Reports/Adds	Heavy	Medium	Light	
	109/0	89	19	1	
O STEVIE WONDER	107/1	89	15	3	
O FORCE MO'S	104/0	92	10	2	
3 ATLANTIC STARR	97/0	82	11	4	
4 HEART	90/0	59	26	5	
5 ELTON JOHN	104/2	62	33	9	
G JERMAINE JACKSON	98/7	37	50	11	
O DIONNE WARWICK	95/5	44	46	5	
DIRE STRAITS	86/2	60	19	7	
O ANNE MURRAY	104/19	22	60	22	
O PHIL COLLINS	83/2	37	42	4	
C ELO	78/0	33	31	14	
12 JAMES TAYLOR	71/0	28		13	
13 STARSHIP	97/31	20		32	
WHITNEY HOUSTON	73/1	34		5	
D JACK WAGNER W/VALERIE CARTER	67/0	24		11	
16 MIKE & THE MECHANICS	92/10	11		26	
D CENNIS DEYOUNG		21		13	
18 DAN SEALS	70/0	17		11	
BANGLES	74/17	17		19	
O SIMPLY RED	80/8	1		34	
3 SADE	86/25	19		16	
2 MELISSA MANCHESTER & AL JARREAU	75/2	30		13	
23 SMOKEY ROBINSON	75/0			10	
24 CARS	66/0	17		25	
B MIAMI SOUND MACHINE	71/5	5		25 8	
25 MR. MISTER	45/0	14		a 15	
	52/3	14			
28 THOMPSON TWINS	47/0	8		12	
29 WHITNEY HOUSTON	40/0	11		10	
TEDDY PENDERGRASS	60/5	3	3 31	26	

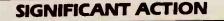
MOST ADDED PATTI LABELLE/MICHAEL MCDONALD (37) On My Own (MCA) WHITNEY HOUSTON (31) The Greatest Love Of All (Arista) CULTURE CLUB (29) Move Away (Virgin/Epic) SADE (25) Never As Good As ... (Pórtrait/CBS) PHIL COLLINS (19) Take Mo Lebore (Attentic) Take Me Home (Atlantic) LEVEL 42 (19) Something About You (Polydor/PolyGram

HOTTEST

ATLANTIC STARR (75) Secret Lovers (A8 **STEVIE WONDER (70)** Overjoyed (Tamla/Motown) FORCE MOs (62) Tender Love (Tommy Boy/WB) HEART (58) These Dreams (Capitol) ANNE MURRAY (30) Now And Forever (You And Me) (Capitol)

ALAN PARSONS PROJECT "Limelight" (Arista) 30/4 Rotations: Heavy O, Medium 8/0, Light 22/4, Total Adds 4, WCLY, KGMG, KWFM, WBOW, Medium: KEY103, 96WAVE, WSKI, WOHQ, WTMY, WCKO, KYVL, KALE

WSKI, WOHO, WINY, WOKO, KIYE, INALE. CULTURE CLUB "Move Away" (Virgin/Epic) 29/29 Rotations: Heavy 0, Medium 6/6, Light 23/23, Total Adds 29 including KOST, WKYE, KEY103, WSFL, WAVE, WNAM. WMGN, KWFM, WOHO, WWPA, 194, KFSB, WJON, KOSW, KMGO, KALE.



NYLONS "The Lion Sleeps Tonight" (Open Air) 24/3 Rotations: Heavy 1/0, Medium 8/0, Light 15/3, Total Adds 3, 96 Total Adds 3, 96WAVE, KWFM, WGSV, Heavy: WBOW, Medium: WEIM avy 1/0, Medium 8/0, Light 15/3, Tota WAHR, WMT-FM, WJON, KKLV, KALE

WAX "Right Between The Eyes" (RCA) 14/6 Orations Heavy 0, Modum St, Light 95, Total Adds 6, WKYE, WAVE, WWMJ, WGLL, WGSV, KALE, Medium including WHTX, WSKI, WJON, KOSW.

GRAHAM NASH "Innocent Eyes" (Atlantic) 14/6 Rotations: Heavy O, Medium 4/1, Light 10/5, Total Adds 6, 96WAVE, WNAM, WGLL, WSKY, WFFX, WMT-FM, Medium Rotations: Wildow Katl, Wildow A/1, Light 10/5, Total Adds 6, 96WAVE, WNAM, WGLL, WSKY, WFFX, WMT-FM, Medium WION. KALE.

ROLLING STONES "Harlem Shuffle" (Rolling Stones/CBS) 13/3 Rotations: Heavy 1/0, Medium 4/0, Light 8/3, Total Adds 3, WLHT, WFMK, WCKO, Heavy, WSKY, Medium: V100, WKYE,

KTYL: KALE: ZZ TOP "Rough Boy" (WB) 9/4 Pertelione: Heavy 0, Medium: 20, Light 7/4, Total Adds 4, WHTX, KEY103, WORG, KOSW, Medium: 96WAVE, KALE:

Rotations: Heavy 0, Medium 20, Ugin 1/4, Total Adds 1, KALE, Medium, WSFM, KOSW, Model, McGur, McGur

Breakers are those records that have achieved concurrent airplay at 50% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 8-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the A/C chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.



AC ADDS & HOTS

KRAV/Tulas Reynolds/C Reynolds/Cape MIAMI SOUND Nottest: BILLY OCEAN STARSHIP MIKE & THE : MR. MISTER HEART MACHT

SADE SADE WHITNEY HOUSTON HOLLOSI HITNEY HOUSTON ELTON JOHN ATLANTIC STARR HEART HEART HEART

PARALLEL

WMT-FM/C WHITNEY HOUSTON LABELLE & MCCONA GRAHAN NASH HARILYN HARTIN LEVYL 42 SADE

IS4JEau Claire Rick Roberts NGE HODETS HIKE & THE HE CULTURE CLUB MARILYN MARTI LARELEE & NCD Nottest: ATLANTIC STAR ANNE HURRAY LOWERBOY PORCE HD'S STEVIE WONDER

KFSB/ NESHLOOMIN Sieve Scott LEVEL 42 LABELLE & MCD DIANE SCHURK NOTESTI NOT

Bob Vizza, HIKE & THE HEC BARRY HANILOW LEVEL 42 LABELLE & HCDO

WBC STRATS WBCW/Terre Haule Mark Edwards GIRLS MENT DOOG FHIL COLLINS WHITHEY HOUSTON LEVEL 42 ALAN PARSONS SAD2 TEDDY PENDERGAN MOLESE! ATLANTIC STARE HEART STEVIE WONDER DIR STRAITS ANNE HURRAY

Manual State						Statistics of the		
F	AST		SOUTH		WEIZ/Columbus Jim Jacobs			_
	7.51	Taxaba Contractor	the second second		BANGLES HIKE & THE NECHAN	MIL	WEST	
PARALLEL		PARALLEL	WAVF/Charleston	WLAC-FM/Nashville Nichols/Sergent	CULTURE CLUB HOLEBEL FORCE MD'S JACK WAGNER HEART ELO . ATLANTIC STARR	DADALLEL	PARALLEL	JWM/Toledo Jey Matthews
ONE	THREE	ONE WSB-FM/Atlanta John Chappell	Jeff Kent DIONNE WARMICK LABELLE & HCDONAL SYLONS	JOHN COUCAR PHIL COLLINS WHITNEY HOUSTON HOLLANEY ATLANTIC STARE ANNE MURRAY LLTON JOHN JARES TAYLOR HEART	ATLANTIC STAR	ONE	TWO	SADE
WPIX/New York Wendy Silvershein ATLANTIC STARR PHIL COLLINS	WWMA/Bengor Haskel/Miller HAX LABELLE & MCDONAL	John Chappell none Hottesti	NYLONS MINE & THE MECHAN GRAMAM NASH Hottest: Heat	HOLLEBLI ATLANTIC STARN ANNE MURRAY	WGSVIQunteraville	WLLTiCincinneti John Roberts	WNAM/Appleton	HHITNEY HOU HOLLEST WHITNEY HOU ELTON JOHN ATLANTIC ST HEART HIRE & THE
WHITNEY HOUSTON	CULTURE CLUB	NONE CHAPTER NOTESTI PORCE HD'S STEVIE MONDER DIRE STRAITS DIRNE MARMICK MANCHESTER & JARR	ILEART DIRE STRAITS JAMES TAYLOR FORCE MD'S STEVIE MONDER	ALTON JOHN JAKES TAYLOR HEART	BANGLES CULTURE CLUB	MANCHESTER & JARR	Oshkosh Bennet/Collins GRAHAM NASH CULTURE CLUB	HEART HEART HIKE & THE
Hottesti Heart Force HD'S SADE	HOLLOBLI HEART ATLANTIC STARR SANGLES		STEVIZ WONDER	WSFL/New Bern	Jackson/Bell RANCLES CULTURE CLUB LABELLE & MCDONAL MAX NYLONS LEVEL 42 Mottaget:	ANNE HURRAY PHIL COLLINS	PET SHOP BOYS	KRAV/Tulas
JACK WAGNER STEVIE WONDER	LOVERBOY PORCE ND'S	KVIL-FM/Delles Rhodes/Chapmen	WKTCACharleston Duincy10'Brien SADE MHITINEY HOUSTON HOELEBALI ATLANTIC STARR STARSHIP JAKES TAYLOR ELTON JOHN STEVIZ WONDER	LABELLE & HCDONU LEVEL 42 MR. HISTER CULTURE CLUB	HOLLEST ATLANTIC STARE	ANNE MURRAY PHIL COLLINS	HOLLOST - HURRAY ANNE HURRAY ATLANTIC STARR JACK WAGNER	MIAMI SOUND Hottest: BILLY OCEAN STARSHIP MIRE & THE MR. MISTER HEART
WSNUPhiladelphia Tyler/Cennon	WEIM/Fitchburg Jack Raymond	SADZ BARRY HANILOW Nottest: STARSHIP	HOLTANEY HOUSTON	CULTURE CLUB	I HEART ATLANTIC STARR JAMES TAYLOR STEVIE WONDER FORCE HD'S	WARM96/Cincinnati Wester/West	PORCE HD'S	STARSHIP NIKE & THE I
SANGLES MOUSTON	HAME WILLIAMS JR. MIKE & THE MECHAN CULTURE CLUB	NOTEST STARSHIP HEART THOMPSON TWINS ELTON JOHN STEVIE WONDER	STARSHIP JAMES TAYLOR ELTON JOHN	HOLTORE CLUB HOLTORE STRAITS DIRE STRAITS JERMAINE JACKSON ATLANTIC STARE FORCE MD'S	WANGED	PHIL COLLINS MHITWEY HOUSTON HIANI SOUND HACHI	KIOA/Des Moines Mite Judge	HEART
Nottest: HEART STEVIE WONDER FORCE MD'S	HARK WILLIAMS JR. MIAE & THE MECHAN CULTURE CLUB JENNIFER HOLLIGAY LARELLE & MCDONAL MARILYN MARTIN HOTLEGEL STEVIE MONDER CARS	STEVIE WONDER	STEVIZ MONDER WEZC/Charlotta Bill Conway	FORCE MD'S	Hottests	PHIL COLLINS MHITWEY HOUSTON HIANI SOUND HACHI NOLLEALI HEANT STEVIZ WONDER FORCE HD'S JERNAINE JACKSON ELO	MRE Judge WHITNEY HOUSTON PHIL COLLINS SADE LEVEL 42 BARGLES LOVERADY HOITESL ATLANTIC STARE ELO DIRE STRAITS JEBNAIME JACKSON	PARAL
JERMAINE JACKSON	Nottest: STEVIE MONDER CARS		DIONNE NAINTON	Jim Ballerd	ATLANTIC STARE	FORCE MD'S JERHAINE JACKSON ELO	BARRY MANILOW BANGLES	THREE
WHTX/Pmsburgh Reth Abrems	CARS ATLANTIC STARR DIONNE WARWICK ANNE MURRAY	HERYLYNG LABELLE & MCDONAL BANGLES HOTTEST: ELTON JOHN PHIL COLLINS	Hottest; ATLANTIC STARE ELTON JOHN HEART STARSHIP STEVIE WONDER	HOLLESI HOLLESI MRITNEY HOUSTON NEART ELTON JOHN STARSHIP HIKE & THE MECHA		WLTF/Cleveland Wilson/Popovich	Hottest: ATLANTIC STARR ELO	WMT-FM/Ceda
SADE ZZ TOP HOLLESS: FORCE ND'S HEART	WKNE/Keene Mike Trombly	DIONNE WARWLCK	STARSHIP STEVIE WONDER	STARSHIP HIKE 4 THE MECHA	WAGELessburg Steve Porter J-CULTURE CLIB LABELLE & MCDONAL NOTEVEL STEVIE WONDER FORCE MUNEAY DIRE STRAITS ATUANTIC STARR	Wilson/Poporich BANGLES FORCE MD'S DENNIS DEYOUNG HOLLast: NEART NEART	DIRE STRAITS JERMAINE JACKSON STEVIE WONDER	Green/Sellers
NEART PHIL COLLINS BANGLES ELTON JOHN	LABELLE & MCDONAL PHIL COLLINS		WJDX/Jackson Dave Pertina	WRAL/Rateigh	LABELLE & MCDONAL Hottest: STEVIE MONDER	Hottest: HEART MB. HISTER	KLYF/Dee Moines Bob Majors	LABELLE & M GRANAM NASH MARILYN MAR LEVEL 42 SADE Nottesti ANNE MURRAY
	COLFORE CLOB NOTE RURRAT FORCE MD'S ATLANTIC STARR STEVIE WONDER SIMPLY RED	Moer Johnson WHITHEY HOUSTON SADE	W JDR/Jackson Dars Perkins MHITNEY HOUSTON HANGLES NOTEREL: ATLANTIC STARR STEVIE WONDER FORCE HD'S JERNAINE JACKSON ANNE MURRAY	Nottest:	DIRE HURRAY	HEART NR. MISTER JAMES TAYLOR ANNE HURRAY ATLANTIC STARR	SIMPLY RED	SADE Hottest: ANNE HURRAY
WCLY/Washington D.C. Hotler/Foxx PHIL COLLINS	ATLANTIC STARR STEVIE WONDER SINPLY RED	SADE PHIL COLLINS DIRE STRAITS Hottest:	ATLANTIC STARR STEVIE WONDER FORCE HD'S	BEART ELTON JONN MR. MISTER MIKE & THE MECHA JAMES TAYLOR	KRLBAubbock	WMJUCIeveland	Hottest: ATLANTIC STARE HEART STEVIE NONDER	ATLANTIC ST. JACK WAGNER FORCE HD'S STEVIE WOND
PHIL COLLINS LABELLE & MCDONAL ALAN PARSONS BARRY MANILOW HOLESET ANNE MURRAY	WOLL Mercershurp	Nottesti ATLANTIC STARR ELTON JOHN STARSHIP HEART		JAHES TAYLOR	DON WILLIAMS	PHIL COLLINS SIMPLY RED WHITNEY HOUSTON SADE	FORCE HD'S ANNE HURRAY KQ99/Evensville	STEVIE WOND
Hottesti ANNE MURRAY DIONNE MARHICE	LOWFSchmidt LANELLE & HCDONAL HOWARD JONES	HEART STEVIE MONDER	WIVY/Jacksonville. Ryan/Sherwood		RONNIE MILSAP	SADE Nottest:		Rick Roberts
DIONNE MANHICE SNOKEY ROBINSON FORCE MD'S STEVIE WONDER	GRAHAN HASH MAX LOU REED	WLTS/New Orleans Scott/Mitchell	RyaniSherwood WHITNEY HOUSTON JACK WAGNER DENNIS DEYOUND	ALABAMA Notteet:	HOLDERI HOLDERI ATLANTIC STARR ALARAHA STEVIE MONDER PORCE MO'S N ANNE HURRAY	SADE Nottest: HEART ELTON JOHN JAMES TAYLOR ATLANTIC STARE ANNE HURRAY	PRINCE SADE MR. MISTER	HIKE & THE H CULTURE CLUU HARILYN HAR LABELLE & H
PARALLEL	STARSHIP DAN SEALS	DIRE STRAITS PHIL COLLINS SINPLY RED	BOTLest:	SADE PHIL COLLINS ALABAMA Nottest: HEAT HIKE 4 THE HECHA STEVIE MONOFR	PORCE MD'S N ANNE HURRAY		JANET JACKSON Hottesti HEART	ATLANTIC STA
TWO	Greene Low Bishnidi LABELLE & HCDONAL HOMARD JOWES GRANNA NASH NOTESET STARSHIP DAN SEALS ATLANT (STARR HTLANT (STARR HTLANT (STARR	SINGLY RED HIGTERT STEVIE MONDER FORCE HD'S DIONNE MARMICK JACK WAGNER	MHITNEY HOUSTON ELTON JOHN HEART ATLANTIC STARR	JERMAINE JACKSON DIRE STRAITS ANNE MURRAY	WORG/Orangeburg	WSNY/Columbus Steve Edwards	LERICLINISOPHER WHITTIELY HOUSTON PRINCE SADE MA. HISTER JAMET JACKSON HOLIGEN HEART JOIN COUGAR ATLANTIC STARR LOVERDOY DAMELYS	PORCE MD'S STEVIE WONDS
WAEB/Alientown Mick Hegerty	WSKUMontpeller Bruce Stebbins	PORCE MD'S DIONNE MARNICE JACK WAGNER	U102/Knowlife	WAVE/Saresota Tellons/Huntington		SIMPLY RED	BANGLES WTREFLet	KFS8/Jopin Steve Scott
TEDDY PENDERGRASS DIRE STRAITS HUNCHESTER & JARE ALASAMA DENNIS DETOUNG Nottest:	LABELLE & MCDONAL	2WD/Norfolk Cempheli/Allen	Hobbs/Trotter	CULTURE CLUB.	ALABAMA	SADE RANGLES Nottes: PORCE HD'S ATLANTIC STARR	Patranoliurta	Stave Scott LEVEL 42 LABELLE & MC B.J. THOMAS DIANE SCHURI CULTURE CLUB
ALABAMA DENNIS DEYCONG Nottest:	CULTURE CLUB BOTLEST JEMAINE JACKSON BANCLES ANTE MURRAY DIONNE WARMICK ELO	WHITNEY HOUSTON	SINPLY RED NIKE & THE MECHAN	MAX Hottest: HEART ATLANTIC STARR	JERMAINE JACKSON ALABAMA	ATLANTIC STARR ELTON JOHN JAMES TAYLOR JERMAINE JACKSON	SADE BARAY HANILOW LIVEL 42 LABELLE & MCDONAL HOLDESI ANNE MURRAY FORCE ND'S STRVIE MOMPLE	DIANE SCHURI
HOLLOSI HEART FORCE ND'S STEVIE WONDER ANNE MUERAY ATLANTIC STARR	DIONNE WARWICK BLO	SADE BANCLES Nottest:	Hottest: PHIL COLLIN PHIL COLLINS	ATLANTIC STARR STEVIZ WONDER FORCE MD'S SMOKEY ROBINSON	WKYX/Paducah Frank Carvell		Hottest: ANNE HURRAY FORCE MD'S	COLTORE CLUS Nottest: ANNE HURAY ATLANTIC STJ FORCE HD'S STEVIE MONDE JERHAINE JAC
ANNE MURRAY ATLANTIC STARR	WOHQrSellabury Dennis/Walsh	NOLES NOLESSI STEVIZ WONDER FORCE HD'S JERMAINE JACKSON ATLANTIC STARR HEART	SADE SIMPLY RED MIRE & THE MECHAN MOTIENT PHIL COLLIN PHIL COLLINS ATLANTL STARE FORCE NO'S LOVERBOY JOHN COUGAR	PARALLEL	WKYX/Padiscab Frank Carvell LABELLE & MCDONAL Notteel HEART ATLANTIC STARR STEVIZ WONDER JAMES TATLOR MANCHESTER & JARR	WNIC/Detroit Errin/Kuykendali LABELLE & HCDONAL DENNIS DEYDUNG Hottest: STARHIP HOTTERY NUCLEON	STEVIZ WONDER ATLANTIC STARR DIONNE WARMICK	STEVIE MONDE JERMAINE JAC
V100/Charleston Ron Brandon	LABELLE & HCDONAL		WRKALouisville	THREE	ATLANTIC STARR STEVIZ WONDER JAMES TAYLOR	Hottest: STARSHIP		WXU5/LaF syste
None . Notteet: NEART	BARRY MARILON CULTORE CLUB LEVEL 42 CHEFWELLE HOTEGES ATLANTICONCE DIGNES STARTS DIGNES FRANCS DIGNES HARDICK PEIL COLLINS	W101/Tempe DeCerto/Williams WIITNEY HOUSTON	Jeff Crawford HIAHI SOUND HACHI		WANCHESTER & JARR	MITNEY NOUSTON ATLANTIC STARR HEART STEVIE WONDER	WLHT/Grand Rapids Brown/Ashford DIONNE WARNICK ROLLING STONES MIKE 6 THE MECHAN Hottests ZLTON JOHN STEVIE MONDER	Bob Vizza
ATLANTIC STARR STARSHIP FORCE MD'S JOHN COUGAR	ATLANTIC STARR STEVIE WONDER	Notteet: ATLANTIC STARR	HOLLEST ATLANTIC STARP	GRAHAM NASH MARILYN MARTIN	Phillip West LEVIL 42	WOMC/Detroil	HIKE & THE MECHAN Hottests ELTON JOHN	LEVEL 42
WEEMBlarriaburg	DIRE STRAITS DIONNE WARWICK PBIL COLLINS	Nottesti ATLANTIC STARR HEART ELTON JORN DAN SEALS JAMES TAYLOR	HEART STEVIE WONDER ANNE HURRAY JERMAINE JACKSON	WSK TALEPSTIE Brien Les GRAHAM NASH HARELYN MARTIN LABELLE & HCDONAL CULTURE & HCDONAL JENNIFER RUSH Notlest: STEVIE WONDER JOHN COUGAL HEART	WAE VISANANAN Philip West LEVEL 42 JENNIFFER RUSH BARRY ANNILOW RANGICE WHITE LABELLE MCDOMAL MIKE 5 THE MCHAN Hottett		ELTON JOHN STEVIE WONDER ATLANTIC STARE BANGLES NIGHT RANGER	WXUSALAF syste Bob Vizza, NIKE & THE H BARRY HANILO LEVEL 42 LABELLE & HC HOLLE&LE & HC HOLLE&LE & HC HOLLE&LE & ATLANTIC STA PORCE HD'S STEVITE MONDEY
Ray Messey ALABAMA LEVEL 42 SADE			JERMAINE JACKSON	STEVIE NONDER	HABELLE & MCDONAL MIRE & THE MECHAN Hottest:	SADE LABELLE & HCDONAL HOTTORTI ATLANTIC STARR	WENSIndianapolis	ANNE HURRAY
LEVEL 42 SADE HIAMI SOUND MACHI WHITNEY HOUSTON	WTNY/Watertown George Meher WHITMEY HOUSTON PHIL COLLINS LOVERBOY	PARALLEL	Keith Cherry	DIRE STRAITS PHIL COLLINS	SHOKEY BOBINSON STEVIE WONDER	NEART ELTON JOHN DIONNE WARMICK STEVIE WONDER	Grey/Eagan WRITNEY HOUSTON MIKE & THE MECHAN DIANA ROSS	KWEE/Rocheste Dahl/Azelson
Nottest: PorcE MD'S	LOVERBOY SARBY MANILOW BOTCHET, HEART ATLANTIC STARB ELTON JOHD STARSHIP	TWO KEY 103/Austin	DIRE STRAITS PHIL COLLINS SIMPLY RED HOTLest:	WCKQ/Cempbellsville Smith/McClendon	JACK WAGNER DIRE STRAITS	KLS4Kanses City	DIANA ROSS	BANGLES BARRY HANILO
Nottest: PORCE MD'S BANGLES STEVIE MONDER DIRE STRAITS JERMAINE JACKSON	ATLANTIC STARE	Keith Jacobs	SIMPLY RED Notest: HEART ELTON JOHN DREAM ACADEMY JAMES TAYLOR PORCE MD'S	ROLLING STONES	WZLQ/Tupelo C.L Hunter		DIANA HOSS Hottesti WHITNEY HOUSTON STARSHIP MR. MISTER HEART ATLANTIC STARR	BANGLES BARRY MANILO HOWARD JONES OND, HOILEBLI NEART ATLANTIC STA
	DAN SEALS	BARRY MANILOW LEVEL 42 . CULTURE CLUB		SMITHTWECHENGER CULTURE CLUB ROLLING STONES MARILYN MARTIN HOMARD JONES Notteeti ATLANTIC STARR JOHN COMGAR	PATTI AUSTIN	Hottest: HEART ATLANTIC STARR		ATLANTIC STA PORCE MD'S STEVIE WONDE DIRE STRAITS
WKYEJahnatown Jeck Michaels JOHN COUGAS CULTURE CLUB	WWPA/Williamsport Sawyer/Messolier CULTURE CLUB	Nottest:	KELT/McAllen Griffin/Allen	ELO STEVIE MONDER FORCE MD'S	CULTURE CLUB MIRE & THE HECHAN PATTI AUSTIN HOMARD JONES HOOTERS HOOTERS HOLTERS! ATLANTIC STARE	Balley/Alan SADE DIONNE WARNICK Nottest, HEART ATLANTIC STARR ELTON JOHN THOMFSON TWINS FORCE ND'S	WFMK/Lansing BIII Fution ROLLING STORES	
NAX	MIKE & THE MECHAN ANNE MURRAY	FORCE MD'S ELTON JOHN NEART DAN SEALS	DENNIS DEVOUNG RENE & ANGELA Hottest:	WCHV/Charlottesville	ATLANTIC STARR		HIKE & THE MECHAN DIONNE WARMICK	WJON/St. Cloud John Fine/M.Die SADE
Nottesti ATLANTIC STARR	CULTORE CLUB NIKE A THE MECHAN ANEL MURRAY HOLLESEL HEART CARS JOHN COUGAE	K106/Beaumont	Notteet: WHITNEY HOUSTON CHERRELLE FORCE HD'S HIANI SOUND HACHI	Uravas/Mediak	PORCE MD'S BANCLES STEVIE WONDER	KUDL/Kenses City Dans Hallem none Hottest: STARSHIP	MINT ONES MINZ & THE MECHAN DIONNE WAINICK PET SHOP BOYS HOLLGEL LOVERHOF STEVIE MONDER BANGLES	SADE CULTURE CLUB DIANE SCHURE Notteets
HIRE & THE HECHAN Nottesti ATLANTIC STARR JOHN COUGAR PORCE MD'S ELTON JOHN DIRE STRAITS	LOWERBOY JERNAINE JACKSON	KICODEELGINGHI KEYN Keel None Hottesti STEVIE WONDER ATLANTIC STARR	MIANI SOUND MACHI	Hottest: JERMAINE JACKSON STEVIE WONDER CARS	WFFX/Tuscaloosa Sander Welker	STAREBIP MR. MISTER HEART WHITNEY HOUSTON EDDIE MURPHY	STEVIE WONDER BANGLES ATLANTIC STARR	DIANE SCHURE Hottasti ATLANTIC STAI STEVIZ MONDE FORCE HD'S JERMAINE JACI DIRE STRAITS
WKQW/Utica-Rome		Hottesti STEVIE MONDER ATLANTIC STARR JONN COMGAR		ELO LOVERBOY	GRAHAM NASH CULTURE CLUB LABELLE & HCDONAL		WMGN/Madison	JERMAINE JACI DIRE STRAITS
Carpenter/Cerr		CARS DIRE STRAITS			LABELLE & MCDONAL HOLLOSTI ATLANTIC STARR HEART STEVIE MONDER FORCE ND'S ANNE MURRAY	WMYX/MIWsokes Seth Fast MRITNEY HOUSTON SANGLES	TABLET IN A MOREOWAY	WBOW/Terre Ha Mark Edwards
WHITNEY HOUSTON LEVEL 42 Hottest: ANNE HURRAY DAN SEALS					FORCE HD'S ANNZ MURRAY	SANGLES PHIL COLLINS	Hottest: FORCE HD'S DIRZ STRAITS	GIRLS NEXT DE PHIL COLLINS WHITNEY HOUST
SHOKEY ROBINSON JERMAINE JACKSON					KTYLTyler	SANCLES PHIL COLLINS LABELLE & MCDONAL SADE TEDDY PENDERGRASS Nottest: HEART	JERMAINE JACKSON STEVIE WONDER SIMPLY RED	LEVEL 42 ALAN PARSONS SADE
JERMAINE JACKSON					LABELLE & MCDONAL CULTURE CLUB	HOLLEST HEART ATLANTIC STARR	WLTE/Minneepolie	Mark Edwards GIRLS NEXT DE PHIL COLLINS WHITNEY HOUSE LEVEL 42 ALAN PARSONS SADE TEDDY PENDER HOTLS 42 ALAN PARSONS SADE TEDDY PENDER HOTLS 42 ALAN PARSONS STEVIE WONDEN DIRE STRAITS ANNE MURRAY
					HIRE & THE MECHAN BONNIE TYLER HOOTERS	ATLANTIC STARR FORCE ND'S STEVIE WONDER JERMAINE JACKSON	Graye/Sommers ELO WHITHEY HOUSTON	HEART STEVIE WONDER DIRE STRAITS
	WEST			-	KTTLTY John Room LABELLE & MCDONAL CULTURE CLUB MIRE & THE MECHAN BONNE TTLA BONNE TAN HOOTERS MOLTERS JACK HURRAY ATLANTIC STAR JACK MAGHER STEVLE MONDER	KS94/SI. Louis		ANNE MURRAY
L.	VEST	KKUAA		RALLEL	SMOKEY ROBINSON STEVIE WONDER	Watermann/Garcia DIRE STRAITS PHIL COLLINS DENNIS DEVOUNG	Hottest: JACK WAGNER DIRE STRAITS JERMAINE JACKSON PHIL COLLINS FORCE ND'S	
PARALLEL	KHYL/Secramento KEZF	R/San Jose JERMA	INE JACKSON	REE		DRU/L		
ONE	Pall, coldings Fick	Knox HEART ATLAN STEVI	ALI ALI INE JACKSOM TIC STARR WONDER R WONDER R GENNEON, LAARE BOOL HEAR	Wilkinson 5 THE HECHAN	KMGQ/Sente Barbers Slephen Meede	HOINET HOUSTON HEART ATLANTIC STARR STEVIE WONDER FORCE HO'S ANNE HURRAY	WHNN/Saginaw Nixon/Martin	
Kill A/Denver Eliliott/Brady		SHOKET	Y ROBINSON, LABE Bott- HEAP	Anchorage Wilkinson 5 THE HECHAN LLE 5 MCDONAL BAT I	CULTURE CLUB	PORCE HO'S	PHIL COLLINS Hottest: HEART	
	DREAN ACADENY TEDD STEVIE WONDER LEVE HEART Note	DY PENDERGRASS KWAVA	Reading ATLA	HURRAY LE MONDER	CULTURE CLUB LABELLE & MCDONAL LOVERBOY Nottests FORCE MD'S JERMAINE JACKSON MANYHYTER & JACE	KYKY/SI: Louis	ATLANTIC STARR	
BARBRA STREISAND DIONNE WARNICK LEVEL 42 Nottest HEART	FORCE HD'S ATLA ATLANTIC STARR STEV PORC	TIC STARE HIKE A	at a PEDORAL		JERHAINE JACKSON HAMCHESTER & JARR SIMPLY RED ELO		FORCE ND'S	
HEART ELTON JOHN MIKE & THE MECHAN DAN SEALS JAMES TAYLOR	B100/San Diego JERH Rich/Knight S1HP	AINE JACKSON DIRE SINPLY RED SINPLY	TRAITS KONGE STRAITS KONG F RED Stare ESTER & JARR BAJRT FS HOLER HOLE	Kollar MANILLOW	ELO KALE/Tri-China	SADE LABELLE & MCDONAL DENIS DEVOUNG HOLLBEI ATLANTIC STARR FORCE MD'S STEVIE WONDER JENAINE JACKSON BANGLES		
JAHES TAYLOR	HOT LABELLE & HODONAL PA	ARALLEL HEDPLI	TS Note			JERMAINE JACKSON		
KOSTLos Angeles KayaKiley CULTURE CLUB DENNIS DEYOUNG	FORCE HD'S		Deenside HIRE steve	A THE HECHAN	BOB SEGER CULTURE CLUB JULIAN LENNON	BANGLES		
DENNIS DEYDUNG Nottest: FORCE ND'S	STARSHIP KCIX	Ulicise JULIAN Duqueene ALAN S	LENNON PARSONS		BHI Templeson WAX BOD SKGER CULTURE CLUB JULIAN LENNON STARSHIP Notleat HIAHI SOUND HACHI PORCE MD'S EGO			
DENNIS DEYDUNG Nottest: FORCE MD'S ATLANTIC STARR WHITNEY HOUSTON SIMPLY RED PHIL COLLINS	KaFMrSen Diego Deve Mari Zegan JACE LEVEL 42 PHIL RANOLES HIAT	NIS DEYOUNG LEVEL KSON BROWNE Hottes L COLLINS FORCE RI SOUND HACHI ANNE P FREY HOUSTON STEVIE	Head PORCI 55 ELO 1 LENNON 42 KRNO 41 Jmn O ND'5 SIMPI 10075 SIMPI 10076 SIMPI 10077 PHIL 11 Jmn O 12 MONDER 5 SIMPI 11 Jmn O 12 STANDER STARE Notes	Neal Y RED REY HOUSTON COLLINS	PORCE MD'S ELO DIRE STRAITS SIMPLY RED			
NEL TOPponeria	RANGLES HIAR MARILYN MARTIN WHIT SARRY MARILOW Note	AL SOUND MACH! ANNE P ENEY HOUSTON STEVIE Lest: JERMAN	URRAY WHITE WONDER SADE INE JACKSON PHIL	COLLINS	STAPLY RED			
Church/Thomas BAREY HANILOW DARBRA STREISAND	Nottesti ELTO PORCE MD'S ATLA DIRE STRAITS ELO		TIC STARE Notte STEVI	E WONDER		1	09 Reporters	
BARBRA STREISAND Hottest: STEVIE WONDER HEART	DIONNE MARMICE FORCE	SEALS Chris R: PYLONS	Tucean JAMES yan ANNE DAN S	COLLINS Het I E WONDER TTIC STARR I TAYLOR MURRAY EALS		105	Current Repo	orts
HEART ATLANTIC STARE ELTON JOHN FORCE MD'S	K101/Sec Emprison	ALAN F	ARSONS			True at-1		o (++++++++++++++++++++++++++++++++++++
KOW Portland	SADE Hott BANGLES HEAR	eet: ATLANT T STEVIZ	TIC STARE JENNI IC STARE JENNI I WONDER Z2 TO INE JACKBON CULTU INE JACKBON CULTU INE JACKBON HIKE	PER NUSH			ons reported a st this week:	a frozen
SectorWilliama	Hottest: STEV	ATTIC STARR JERMAI TE MONDER MANCHE S TAYLOR SIMPLY	RED HIKE	Moch Springs Alexander PER RUSH IP RE CLUB IISTER & THE MECHAN WIGHT BOOR		K	06/Beaumont	t i
Sector/Williams WHITNEY HOUSTON BANGLES TEDDY PENDENGRASS HOLLEBLI ATLANTIC STARE	THOMPSON TWINS KONK		GIRLS Hotte MANCH	NTOTT DOOR st; ESTER & JARR COUGAR E WARNICK			(UA/Honolulu	
ATLANTIC STARR ANNE HURRAY STEVIE WONDER JERMAINE JACKBON JACK MAGNER .		L 42	JOHN DIONN PORCE	COUGAR E WARNICK MD'S E WONDER			tions falled to ek. Their rota	
JACK MAGNER .	ATLAS	WELL NTIC STARR IE MONDER AINE JACKSON WAGNER	STEVI	UNDER			were frozen.	
	JACK	MAGNER					00/Charlestor	
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FULL-SERVICE AC

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PARALLE	L PARALLEI	WGY/Schenectedy Nike Net Botcests HEART ATLANTIC STARR ANNE MURRAY STEVIE NON DE R EVERLY BROTHERS	Gienn Summers PORCE MD'S MAURICE MEITE CHERTL MEELLER CULIUNG EQ.48 ATLANTIC STABR MATT HIANDO PIA JADORA SIMPLY RED MATHYIC STARP HOLLESI HEART ATLANTIC STARP	
ONE	TWO	ATLANTIC STARR ANNE HURRAY STEVIC MEMORY	CULTURE CLUB ATLANTIC STARR BATT BIANCO	
WFBR/Baltimore Bob Moke	WICC/Bridgepoint Peters/Broadbin	EVERLY BROTHERS	PIA ZADORA SINPLY RED MARILYN MARTIN	
NYLONS SIMPLY RED HOLLANT IC STARR ATLANT IC STARR ANNE MORDAR STEVIE WONDER FORCE MO'S	DIGNE WARMICE PHIL COLLINS Bottest: JGNN COUGAR ATLANTIC STARM STEVIE WONDER BANGLES FORCE AD'S	PARALLEL	HOLLEST HEART ATLANTIC STR.RR	
ATLANTIC STARS ANNE MURRAT STEVIE WONDER	ATLANTIC STARS STEVIZ MONDER BANGLES	THREE	ATLANTIC STARP STEVIE WONDER ANNE MURRAY FORCE HD'S	
	FORCE HD'S	WWNR/Beckley Tom Bowers	WMTR/Morristown	
WWKB/Buffalo Sendy Beach Done	WCHS/Charleston Rocky Steele WHITNEY HOUSTON	MANCHESTER & JARR TEDOY PINDERCRASS MHITMEY NOUSTON II TOP NOB SECER SIMPLY RED BOOLER	Emergenoyae HIRE & THE MECHAN BORN LE TYLER CULTURE CLUS TEDDY PENEE MORASS HOTS GRAN ATLANTIC STARS LOVENSOY FORCE MD'S STEVIE MONDER BANGLES	
DORE Hotest: ATLANTIC BTARR MR. MISTER ELTON JORN THOMESON THINS HEART	HITNEY HOUSTON HOTLASTI ATLANTIC STARR HEART STEVIE HONDER FORCE HD'S ANNE HURRAT	TI TOP NOB SECER SIMPLY RED	HOTLEST ATLANTIC STAR	
THOMPSON THINS	FORCE HD'S ANNE HURRAY	ATLANTIC STARR LOVERBOT	FORCE MD'S STEVIE MONDER BANGLES	
WTAE/Pittsburgh Dave Mason	WTIC/Hartford	SIMPLY RED HOLLMER: ATLANTIC STARR LOVERBOT ELO STEVIE MONIER JACK MACHER WIKONDACA		
LOVERBOY Rottest: ATLANTIC STARS FORCE NO'S REART ELTON JORN MUITNEY ROUSTON	Devid Bernstein BARDY HENTLON WITTNET HOUSTON Hottest BEART STEVIE MONDER DIGNES AND CE DENIS OF MONG FORCE HD'S	Wayne Fisk SADE		
FORCE ND'S REART ELTON JOEN	START STAVIE MONUER DIONNE NA RAUCE	MARIE OSHOND MARIE OSHOND MARIE YN MARTIN		
	PORCE AD'S	ROBANNE CASH BANGLES		
WPRO/Providence Tom Cuddy none Hottest: NEA RT	WEL/New Haven Groes/McCormick	WTKORTHAGE WEYNG FIBA SADE HAITHEY RUUCTON NARIE CENTON ROTEBE RO		
HEART ANNE MURRAY	PRIL COLLINS Bottests	48 Re	eporters,	
ANNE MURRAY ATLANTIC STAR DAN SEALS EVERLY BROTHERS	WELSING HAVEN GROGAMIC Cormick MITTINEY HOUSTON PREL COLLDIS HOLLENS HOLLENS FORCE HO'S JERMINE MO'S JERMINE MO'S DIGNE MARGER	41 Curr	ent Reports	
	DIGNNE NA RHICK			
SOU	тн	WHAS/Louisville Bruce/McEhrein	PARALLEL	
PARALLE	L PARALLEL	Bruce/MicEhusin Note st: ATLANTIC STARS STARS RIP NEART ALADAMA ZLT CH JOHN	THREE	
ONE	TWO	NTA RE REP REA RT ALABAMA	WGBR/Goldsboro Mike Ruble STIPLY RED	
WSBVAttants Greg Picclano DE NN IS CE YOUNG	WBT/Charlotte Mike Collins DE NN IS DE YOUNG	WRVA/Richmond	SATE Nottest: HEART	
Notesti ATLANTIC STARK STEVIE NONDER PORCE NO'S DENNIS DE YOUNG DIGNNE NA ANG CE	WRITHEY HOUSTON SADE Nottest:	DIRE STRAITS	SINE LY RED SAUE ROLLest: MLA RT ATLANTIC STA SR ANNE MURRAY JAMES TOTIC R EVERLY SKOTHERS	
DENNIS DEVOUNG	MARCONING GENIS DEYDUNG WRITHEY HOUSTON SADE NOLLEST: ANNE HORAY ATLANTIC STARR STEVIE HONGER FORE NO'S WGOW/Chatecours	DENNIS DE YOUNG Hottest: HEART ATLANTIC STARR DAN SEALS STEVIE MONDER FORCE HD'S	EVERLY BROTHERS WSTU/Stuart McGuire/Michaels	
WDB OrDutan da	STEVIE WONDER FORCE MD'S WGOW/Chattanoopa	DAN SEALS STEVIE HONDER FORCE HD'S	McGuira/Michaels	
Mark Hellinger DIRE STRAITS Hottesti ATLANTIC STARS JAMES TAYLOR MERAT ANNE MURRAY			LEVEL 42 SADE FREDDIE JACESCH	
JAMES TAYLOR HEART ANNE NURRAY STEVIE MONDER	SARRY MANILOW MIANI SOUND MACHI Nottest:		Hottest: ATLANTIC STARK DAN STALS	
STEVIE MONDER	UNE DESCRIVENT MERC WHITNEY HOUSTON ARRY MANILOW HIAHE SCUND MCHI NOLE41: STEVIZ MONER SMOREY HOS INSON FORCE HO'S ANNE MURRAY ATLANTIC STR RE		HECONTRINCTION HELTREY HOUSTON DIGNEY MARNICH LEVEL 42 SAGE FREDDIE JACHSON HOLLWEL ATLANTIC STAR ATLANTIC STAR STRVIE MONTER JERMEINE JACHSON	
_	ATLANT IC STAR			
MIDW		WIBC/Indianapolia Mary June Rosa RANK with taws to	PARALLEL	
PARALLEL	WCCOMlinneapolla Denny Long	Mary June Rosa RANK WILLIAMS, JR WHITNEY ROUSTON FORCE ND'S ROLLEBLI	THREE	
ONE	WCCOMMINAMEDIA Denny Long BARRY MANILOW DIANE SCHURR SADE MHITNEY HOUSTON Hottest; none	FORCE MD'S Hottest: HEART ANNE HURAT STEVIE MONDER ATLANTIC STARM MANCHESTER & JARR	WJBC/Bloomington Monson/Salowitz GIRLS NEXT DOOR	
SSKRC/Cincinnall Danny Nugent JOBN COUGAR			Munson/Salowitz GIRLS WEXT DOOR NYLCHS SADS GARY HORRIS Botteati STEVIE WONGER FORCE NO'S DAN SEALS BAREY MONICOW HIITNEY HOUSTON	
Danny Rugant John Couga R Rottest: Atlantic Sta SR SEA AT Miltner Rouston ELTON JOHN STA REALP	PARALLEL	WIBA/Madiaon Doug Lane	STEVIE WONDER PORCE MD'S DAN SEALS	
HITNER HOUSTON ELTON JOHN STARSKIP	WH8Y/Appleton Oshkosh Salem/St. John	HITNEY BOUSTON MIANI SOUND MACHI BOTLANEI ATLANTIC STD RR DAN SEALS HEART ANNE KURRAY STEVIE WONDER	BARRY MANILOW WIITNEY HOUSTON	
WTVN:Columbus John Lane	SalenvSt. John MATT BIANCO NYLONS	DAN SEALS HEART ANNE MURRAY	WCIL/Carbondale Rich Bird	
NONE Hottest: THOMPSON TWINS HEART	NATT BIANCO NYLONS DON DORSEY PIA SADORA SADE NOTTGETI	MORE INC.	MITTET BOOSTON MIANI SOUND MACHI Hottesti ISLEY, JASPER, IS	
HEART MIRE & THE MECHAN STARS MIR- MR. MISTER	SAUE HOLLGELI ELTON JOHN ANNE HUBCAY EVERLY BROTHERS ATLANTIC STARS HANCHESTER 5 JARR WHECKENSON Chembershows		WCILUC arbondele Rich Bird MITX2Y BOOSTON NARE SOUND AN CHI NOTCERI ISLEY, JASPER, IS ATLANTIC STRIO BANGLES ELTON JORN DAN SEALS	
MR. HISTER WISN/Milwaukee Wallace/Elliott	EVERLY BROTHERS ATLANTIC STARS MANCHESTER & JARR	NONE HOLLESTI ATLANTIC START FORCE NO'S STEVIE HONDER CARS DIONNE HARMICE		
Wallace/Elliott HOMARD JONES Hottest:	Chambers/Dorn SADE	CARS DIONNE NA PHICE	WASK/Lafayetta Harria/Johnson LASELLE & MCDONAL TEDDY PENDE RGRASS	
NONA RD JONES HOTEAT: ANNE MURRAY HEART BARBRA STREISAND STEVIZ MONDER DIONNE MARRICE	PHIL COLLINS Notteet: ATLANTIC STAMP	WSPD/Toledo		
	STEVIZ WONDER EVERLY BROTHERS DAN SEALS	SADE OMD PHIL COLLINS MULTINEY HOUSTON	SADE HOTERSEI ATLANTIC STARR HEART JAMES TAYLOR ANNE KORRAY STEVIE HONDER	
WTMJMilwaukee Max McDoneid	WING/Deyton Johnson/Michaels	OND PHIL COLLINS MULTARY HOUSTON Sottest: ATLANTIC STARS MILTON JOHN BEART LANDE TO YOU	STEVIE HON DER	
LABELLE & MCOOMAL BARRY MANILOW SACE Hottest: ANNE MURRAY ELTON JOEN JAMES TRICOR ATLANTIC STR PA STEVIE NONDER	MAITNEY HOUSTON SADE MIAMI SOUND HACHI	BEART JAMES TAYLOR STEVIE WONDER		
ANNE HURRAY ELTON JOHN JAMES TAYLOR	ATLANTIC STARS			
ATLANT IC STARA	MINECULARISON Chambiswiddown SAEL COLLING Rottwest Arturric Sthie Arturric Sthie Rotanse Chambischer Chambischer Salt Notanse Chambischer Notanse			
WES	T	KSUSah Lake City Lemich/Jessop	KYJC/Medford Key/O'Brien	
the second se	PARALLEL	ALABAMA Bottest: STAREIP ANNE MURRAY BLART ELTON JOBN	NERVE DELONG LEVEL 42 LABELLE & MCDONAL CRAINAN HASE MR. MISTER NOTERAL ATLANTIC STR.RE ANNE MURRAT HEASE	
ONE	TWO	HEART ELTON JOBN	AR. MISTER Bottest:	
		PARALLEL	ATLANTIC STAR ANNE NURBAT BEART STEVIE MONCER THOMPSON THINS	
NHITNEY HOUSTON	DIGNNE NA RWICK DERNIS DEVOUNG Nottents	THREE KFOD(Anchorage	KVEC/Sec Lule Oblace	
KHOW/Denver Hal Moore SIMPLY RED HITHKY ROUSTON LEVEL 42 BARRY RNNILOW ROLLENT ATLANTIC STARR STEVIE MONDER DERNA DIE JACTSON ANNT HURRAY FORCE HD'S	KOBLAIDuquerque Finch/M. Schreiber DIONNIX MINICK DEINNIX MINICK DEINNIX MINICK DEINNIX DE YOUNG HOLLEN ELTON JOHN JAMES ON YOOR STEVIS MONCER	Bredley/Ford	CULTURE CLUB	
JERNA DIE JACKSON ANNE HURRAY FORCE ND'S		BANGLES NIANI SOUND MACHI SIMPLY RED	BELLANY BROTHERS SADE Nottest: STEVIE MONDER ANNE HURRAY BANDRA STREISAND NANCKESTER & JARR SINDLY RED	
KOY/Phoenix Jeck Blair	Drew Harold SIMPLT RED WHITHE HOUSTON HIARL SOUND NCCHI BANGLES LABELE & NCDONAL SOTUBIL ATLANTIC STARE MEART FORCE NO'S STARELP DIGNE KARECE	BANGLES MIANE SOUND MACHI SIMPLY RED HOTERE: STEVIE WONDER DAN STALS ATLANTIC STAR ANNE MURLAY NANGLESTER & JARR KANGLESTER & JARR	ANNE NURRAY BARD RA STREISAND	
DAN SEALS FORCE ND'S Notest: none KFMNSen Diego	BANGLES	ANNE MURRAY MANCHESTER & JARR	SIMPLY RED	
KFMINSen Diego	ATLANTIC STARS	Bob Young		
ART MANILOW	STARS HEP DICHNE NA RHT CE	none Rotteat: none		
TEVIE MONDER		Five stations reported a frozen list this week:		
TLANT IC STARR	SINPLY RED LABELLE & MCDONAL	KOIL/Omaha WGY/Schenectady		
UNSeettie Nan Moore NITNIT HOUSTON	HEART ELT CH JOHN ANNT HURBAY	WHAS/Louisville WPRO/Providence		
ARD RA STRE ISAND	Multiviannes PIA IABORA MATT BIANCO SIMPLY RED LABELLE & HCDONAL HOLLER & HCDONAL HOLLER ELTON JOHN ANNE HURRAY FVERLY BOTHERS JAMES TATLOR	WWKB/Buttalo Two stations talled to report		
Jan Moore MITNEY HOUSTON SINPLY RED JARGRA STREISAND JARCLLE & NODONAL TOLLEUL LACLION LITCH JOHN ANNE HURBAY TTEVILE WONDER STEAMILE WONDER STEAMILE WONDER STEAMILE STA MA		this week. Their rotations		
		were frozen; KTWO/Casper WTVN/Columbus		
ATLANTIC STAR		WTVN	columbus	

74/ R&R FRIDAY, MARCH 28, 1986

RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

NEW & ACTIVE

EVERLY BROTHERS "Born Yesterday" (Mercury/PolyGram) 93/15 EVERLY BRUTHENS "Born testeruey (mercu) rend to the convert with work with work with the country chart. Rotations: Heavy 5, Medium 37, Light 51, Tatal Adda 51 55 WSEN, CHOW, WMM, WXRD, WEZL, WKLO, KILT-FM, KSSN, WKSJ, WGAR-FM, WML, WTH, WTOD, KFRE, KTOM, Moves 48-43-40 on the Country chart. BARBARA MANDRELL "When You Get To The Heart" (MCA) 55/31 Rotations: Heavy 0, Medium 26, Light 59, Tatal Adda 31 including WBGW, WHN, WPOR, WZZK, WSOC, WUSY, WTVY, WSIX, WUSO, WMNG, WML, KTTS, KCBO, KGA. Debuts at number 44 on the Country chart.

JOHN ANDERSON "You Can't Keep A Good Memory Down" (WB) 85/16

Rotations: Heavy 0, Medium 37, Light 48, Total Adds 16 Including WGNA, WCAO, WOBE, WYNK, 1 WUSQ, WTQR, WSLR, WCUZ, WFMS, WITL, KUUY, KMPS, KIIM. Moves 47-43 on the Country chart. AO, WOBE, WYNK, WXBQ, KSSN, KYKX,

WUSC, WTOR, WSLR, WCUZ, WEMS, WTL, KUUT, KMES, INM, MOVES 57 AND A SEALS "Everything That Giltters" (EMI America) 82/57 DAN SEALS "Everything That Giltters" (EMI Adds 57 including WVAM, WNYR, WWA, WAMZ, WCMS, WTOR, Rotations: Heavy 1, Moduler IG, Light 55, Catel Adds 57 including WVAM, WNYR, WWA, WAMZ, WCMS, WTOR, WONE: WOW, WKCO, WIL, KLZ, KZLA, KNIX, KRPM, KIM, Debuis at number 45 on the Country chart.

WONE, WOW, WRCD, WIL, KLZ, KZLA, KNIK, KRPM, KIM, Debuts at number 45 on the Country chart.
 MARE OSMOND "Read My Lips" (Capitol/Cuch) 78/35
 Rotations: Heavy 0, Modium 16, Uph 62, Total Adds 35 including WCAO, WHN, WWNA, WWNA, WKSJ, KKYX, WMNI, KSO, WCA, WCOD, KYGO, KFRE, KGAO, Debuts at number 46 on the Country chart.

DOBIE GRAY "That's One To Grow On" (Capitol) 77/13 Rotations: Heavy 1, Medium 25, Light 51, Totaj Adds 13, WTCR, CHOW, WZZK, KYKX, WAMZ, WSIX, KBMR, WMNI, WITL KKCS, KLZ, KCIL, KRPM Heavy, WCUZ, Debuts at number 47 on the County Chart.

KKCS, KJZ, KOIL, KIPM, Heavy, WCUZ, Debuis at number 47 on the Country chart. CHARLIE DANIELS BAND "Orinkin" My Baby Goodbys" (Epic) 74/15 Rotations: Heavy 2, Medium 23, Upti 49, Total Aods 15 inclusing WAJR, WVMI, WEZ, WUSY, KKIX, WWKA, WKIX, WAXX, KWMT, WTL, KUOX, KKCS, KYCO, KTOM, KCA, Debuis at number 46 on the Country chart.

JUICE NEWTON "Old Flame" (RCA) 69/56 Medium 9, Light 60, Total Adds 56 including WCAO, WRKZ, WDSY, KASE, WZZK, WESC, WIVK, 2L, KVOO, KLZ, KCCY, KTOM, KSON. Debuts at number 50 on the Country chart.

OSMDND BROTHERS "Baby Wants" (EMI Americ/Curb) 59/5 ium 30, Light 28, Total Adds 5, WKYG, KLLL, WUSQ, WTQR, WCUZ, Heavy: WTSV. Medium: WTVY, KCQ, KTTS, KKAL, KALF, KSOP. Debuts at number 49 on the Country chart.

CHARLY McCLAIN & WAYNE MASSEY "When It's Down To Me And You" (Epic) 58/20 Rotations: Heavy 2, Medium 13, Lipin 43, Total Adds 20 including WGNA, WOBE, WWVA, KRRV, WXBO, WEZL, WYNG, WML, WTH, KRKT, KRFR, KIN, KTOM, KSOP, KIGO.

JUDY RODMAN "Until I Met You" (MTM) 52/21

Rotations: Heavy 0, Medium 12, Light 40, Total Adds 21 including WGNA, WDSY, WTVY, WDXE, WOKK, WSIX, WWKA, WKIK, WMNI, WAXC, KXXY, WXCL, WKCG, KTTS, KVOO, KFDI, KOLL JOHNNY LEE **6 LANE SROUTY 'I Could Get Used TO This!' (WB) 51/23** Rotations: Heavy 1, Medium 9, Light 41, Total Adds 23 including WCAO, WBGW, WPOR, WTVY, WLWI, WAXX, KWMT, KGJB, WXCL, KTPK, WTON, KK-M, KYAR, KFBE, KIGO.

SIGNIFICANT ACTION

STEVE EARLE "Hillbilly Highway" (MCA) 46/7 Rotations: Heavy 0, Medium 15, Light 31, Total Adds 7, WGNA, KEAN, WCMS, WTSO, KKAL, KWJJ, KTOM. Medium: WCVR, RRRW, WOW, KFDI, KRN A.J. MASTERS "Back Home" (Bermuda Dunes) 45,5 Rotations: Heavy 0, Medium 16, Light 29, Total Adds 5, WWKA, WIRK, WTIL, KVOC, KKCS-Medium: WVAM, WWVA, WDXE, WXXC, KALF.

RAY PRICE "You're Nobody Till Somebody Loves You" (Step One) 40/1 Rotations: Heavy 1, Medium 18, Light 21, Total Adds 1, WCUZ, Heavy: KSOP, Medium: dium: WGNA, WBGW, KILT-FM, KKYX

NICOLETTE LARSON "Let Me Be The First" (MCA) 39/5 . Rotations: Heavy 0, Medium 16, Light 23, Total Adds 5, WCAO, WXBO, WCUZ, KFKF, WKCO, Medium: WBGW, KRRV, WPAP KOIL KALE

CHANCE "I Need Some Good News Bad" (Mercury/PolyGram) 35/9 Adds 9, WGNA, KRRV, WEZL, KYKX, WOKK, KTPK, KRKT, KVOC, KSOP.

EXILE "Super Love" (Epic) 33/29 Rolations: Heavy 0, Medium 5, Light 28, Total Adds 31 including WQBE, WRKZ, KEAN, WDXE, WLWI, WIRK, WCUZ, KXXY, KLZ, KOLO, KRPM.

SWEETHEARTS OF THE RODEO "Hey Ooli Baby" (Columbia) 29/9 Rotations: Heavy 1, Medium 4, Light 24, Total Adds 9, WUSY, KKYX, KSO, WAXX, KXXY, WKCO, KFDI, KQIL, KSOP, Heavy

CHARLEY PRIDE "Love On A Blue Rainy Day" (RCA) 27/15 Rotations: Heavy 0, Medium 4, Light 23, Total Adds 15 including WTSV, WH

WHN KEAN KILT-EM KKYX KEGO KTPK KYOO KIK-FM, KBWO MAINES BROTHERS BAND "Danger Zone" (Mercury/PolyGram) 27/1

ns: Heavy 1, Medium 9, Light 17, KRWQ, KEIN. Total Adds 1, WXCL, Heavy: KLLL, Medium: WBGW, WTVY, WLWI, KKYX, KJNE

ROBIN LEE "I'll Take Your Love Anytime" (Evergreen) 26/7 Rotations: Heavy 0, Medium 6, Light 20, Total Adds 7, WCAO, WPOR, KRRV, WUSY, WTVY, WESC, WSLR. Medium: WXCL KSOP KIGO



KATHY MATTEA "Love At The Five & Dime" (Mercury/PolyGram) 23/16

eavy 0, Medium 5, Light 18, Total Adds 16 including WAJR, WPOR, KYKX, WLWI, WPAP, WAXX, WOW, KTTS, BAMA BAND "I've Changed My Mind" (Compleat/PolyGram) 21/5 Rotations: Heavy 1, Medium 8, Light 12, Total Adds 5, WEZL, WLWI, KKYX, KWMT, KTTS, Heavy: WCUZ, Medium: WTSV

KRKT, KRWQ, KALF. JERRY REED "Country's Alive And Doing Weil" (Capitol) 20.5 Country's Alive And Doing Weil' (Capitol) 20.5

VERN GOSDIN "It's Only Love Again" (Compleat/PolyGram) 20/0 Rotations: Heavy 0, Medium 7, Light 13, Total Adds 0, Medium: WTSV, KRRV, WOW, WTCM, KFDI, KRKT, KRWO, Light

MARK GRAY "Back When Love Was Enough" (Columbia) 19/16 Rotations: Heavy 0, Medium 1, Light 18, Total Adds 16 including WVAM, WYII, KEAN, WESC, WCMS, WPAP, WGEE, KVOO

DON KING "All We Had Was One Another" (Bench Mark) 18/4 Rotations: Heavy 0, Medium 5, Light 13, Total Adds 4, WAXX, KFGO, KTPK, WTCM, Medium: WTVY, WDXE, KKYX, WOW,

MILCHAK & RUCKER "Let Me Down Easy" (Alpine) 17/8 Rotations: Heavy 0, Medium 2, Light 15, Total Adds 8, WVAM, WBGW, WDXE, WCUZ, WXCL, WTCM, KVOC, KRWQ

JAMES & MICHAEL YOUNGER "Back On The Radio Again" (Air) 15/4 avy 0, Medium 3, Light 12, Total Adds 4, KKYX, KJNE, WAXX, WTCM. Medium: WOKK, KFGO. Light: KRST

ROY CLARK "Tobacco Road" (Silver Dollar) 14/7 Rolations: Heavy 0, Medium 5, Light 9, Total Adds 7, WKLO, KKYX, KSO, WTOD, KALF, KOLO, KSOP, Medium: WOW,

DAVID FRIZZELL "Celebrity" (America) 13/2 Rotatlons: Heavy 0, Medium 2, Light 11, Total Adds 2, WCAO, KFGO. Medium: KKYX, KSOP. Light WWVA, WDXE, WLWI,

TOM WOPAT "True Love" (EMI America) 12/11 Rotations: Heavy 0, Medium 0, Light 12, Total Adds 11, WE 11 WEZI WIVK WIWI WCMS WPAP WIRK WAXX KVOC KRWO

PATTY LOVELESS "I Did" (MCA) 12/2 Rotations: Heavy 0, Medium 3, Light 9, Total Adds 2, KWNT, KTOM, Medium: KRRV, WTCM, KRWQ, Light: WCVR, WIXY, WYII. WOW, KALF.

ED BRUCE "Nights" (RCA) 10/10 1. Medium 1. Light 8. Total Adds 10. WBGW, WNYR, WIRK, KEDI, KRKT, KUZZ, KRWO, KALE, KSOP

RENNY WILSON "If You Wanna Talk Love" (Columbia) 10/0 Rotations: Heavy 0, Medium 4, Light 6, Total Adds 0, Medium: WTSV, WOW, WTCM, KRWO, Light: WPOR, WYII, WIVK

WWA, KTU, KALF. JOHNNY DURCAN "The Look Of A Lady In Love" (Pharoah) 9/4 Rotations. Heavy 0. Medium 1, Light 8, Total Adds 4, KKYX, KWMT, KRKT, KSOP. Medium: KSÖ. Light: WOW, KTTS, KVOO.

ALBUM TRACKS

ARTIST/Song Title (Label)

CONWAY TWITTY/Lay Me Down Carolina (WB) MICHAEL MARTIN MURPHEY/Rollin' Nowhere (WB) GEORGE STRAIT/Dance Time In Texas (MCA) GEORGE STRAIT/In Too Deep (MCA) JUDDS/Rockin' With The Rhythm ... (RCA/Curb) REBA MCENTIRE/Can't Stop Now (MCA) MICHAEL MARTIN MURPHEY/Fiddlin' Man (WB) EMMYLOU HARRIS/Just Someone I Used To Know (WB) SAWYER BROWN/Shakin' (Capitol/Curb) DON WILLIAMS/Then It's Love (Capitol) JUICE NEWTON/Cheap Love (RCA) STEVE WARINER/She's Crazy For Leaving (MCA)

ANNE MURRAY/My Life's A Dance (Capitol)

Chasin' Rainbows Tonight We Ride Something Special Something Special Rockin' With The Rhythm Whoever's In New England Tonight We Ride Thirteen Shakin' New Moves Old Flame Life's Highway

Album Title

Something To Talk About

76/ R&R FRIDAY, MARCH 28, 1986

COUNTRY ADDS & HOTS

MOST ADDED EAST

Juise Newton (RCA) Marie Osmond (Capitol/Curb) Barbara Mandrell (MCA)

Judds (RCA/Curb) Bellamy Brothers (MCA/Curb) Julce Newton (RCA) Dan Seals (EMI America)

MOST ADDED SOUTH HOTTEST

Judés (RCA Curb) Randy Travis (WB) Alabama (RCA) MOST ADDED MIDWEST Wille Nelson (Columbia) Dan Seals (EMI America)

Judds (RCA/Curb) Alabama (RCA)

HOTTEST

MOST ADDED WEST Dan Seals (EMI America) Julice Newton (RCA) HOTTEST Judds (RCA/Curb) Alabama (RCA)

1.10

R&R FRIDAY, MARCH 28, 1986/77

AOR ALBUMS

	Three Two Last Wreeks Weeks Week				157 Reports
	DE	BUT		0	ROLLING STONES/Dirty Work (Rolling Stones/Columbia)
Ľ	DE	BUT		0	VAN HALEN/5150 (WB)*
ł	2	2	1	3	JACKSON BROWNE/Lives In The Balance (Asylum)
	3	3	3	4	ZZ TOP/Afterburner (WB)
	4	4	4	5	ROBERT PALMER/Riptide (Island)
	1	1	2	6	
	DE	BUT		0	JULIAN LENNON/The Secret Value Of Daydreaming (Atlantic)
	9	.7	6	8	FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)
1	10	8	7		HONEYMOON SUITE/The Big Prize (WB)
	6	5	5		MIKE & THE MECHANICS/Mike & The Mechanics (Atlantic)
		27	11		PHIL COLLINS/No Jacket Required (Atlantic)
	11	9	9		DIRE STRAITS/Brothers In Arms (WB)
T	21	18	13		SIMPLE MINDS/Once Upon A Time (Virgin/A&M)
	DE	BUT	♪		JOE COCKER/Cocker (Capitol)
L	16	11	10		BRIAN SETZER/The Knife Feels Like Justice (EMI America)
Ł	5	6	8		INXS/Listen Like Thieves (Atlantic)
1	17		12		OZZY OSBOURNE/The Ultimate Sin (CBS Associated)
	DEI	BUT	▶		ABSOLUTE BEGINNERS/Soundtrack (EMI America)
	25	19	16		CALL/Reconciled (Elektra)
	13	16	14		PETE TOWNSHEND/White City (Atco)
	3†	25			MR. MISTER/Welcome To The Real World (RCA)
	40	35			PRETTY IN PINK/Soundtrack (A&M)
	39	31	23		TED NUGENT/Little Miss Dangerous (Atlantic)
	12	10	15		BLUE OYSTER CULT/Club Ninja (Columbia)
	DE	BUT	♪		JUDAS PRIEST/Turbo (Columbia)
	20	17	17		OUTFIELD/Play Deep (Columbia)
ŀ	7	12	19		JOHN C. MELLENCAMP/Scarecrow (Riva/PG)
	32	32	26		ELVIS COSTELLO/King Of America (Columbia)
Ĩ.	_	37	29		MARILLION/Brief Encounter (Capitol)
	23	20	20		TALK TALK/The Colour Of Spring (EMI America) JIMMY BARNES/Jimmy Barnes (Geffen)
	33	36	32		ELO/Balance Of Power (CBS Associated)
ŀ		15	21	32	DOKKEN/Under Lock And Key (Elektra)
	26	24	24		LEVEL 42/World Machine (Polydor/PG)
	00	-	37		HOOTERS/Nervous Night (Columbia)
	LUE	39			GLEN BURTNICK/Talking in Code (A&M)
	22	39 29		37	STEVIE NICKS/Rock A Little (Modern/Atco)
	28	29			ALARM/Strength (IRS/MCA)
	15		31		HEART/Heart (Capitol)
		20			GREG KIHN/Love And Rock & Roll (EMI America)
		101	~	-	ense ministerro ministron de non (cim minorod)

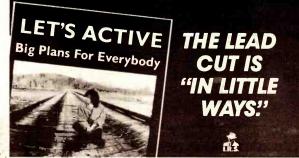
MARCH 28, 1986	Total Reports/Adds	Power	Heavy	Medium
"Harlem" (142) "One Hit" (87) "Winning" (78)	153 /0	60	142	9
"Why Can't" (136) "Worlds" (86) "Dreams" (75)	137 /1	70	125	10
"For America" (135) "Lives" (60) "Lawless" (29)	147-/0		112-	35+
"Rough Boy" (124) "Delirious" (38) "Velcro" (18)	129-/2		103+	
"Addicted To Love" (130) "Hyperactive" (13)	137-/1		124-	11+
"Live" (84) "All The King's" (74) "Tear Down" (27)	131-/1	11-	72-	55+
"Stick Around" (144) "You Got What You" (10)	148 /7	20	87	56
"Tuff Enuff" (139)	141+/4	19+	90+	46-
"Feel It Again" (126) "Bad Attitude" (18)	130-/1	11+	66+	59 -
"All I Need" (85) "Hanging" (49)	113-/2	20+	64 -	43+
'Take Me Home" (105)	105+/7	26+	85+	17-
"So Far Away" (86) "The Man's" (26)	105+/6	17=	63+	37=
"All The Things" (104) "Sanctify Yourself" (14)	117+/9	4-	35+	79=
"Shelter Me" (121)	124 /5	4	38	81
"The Knife Feels Like Justice" (123)	123-/2 ·		51+	
"What You Need" (70) "Listen" (39)	100-/4	16-	54 -	41+
"Shot In The Dark" (107)	107-/0	5-	48-	55+
"Absolute" (116)	116 /21	9	37	67
"I Still Believe" (118)	122 +/11	3+	34 +	75+
"Secondhand" (81) "Crashing" (15) "Give" (11)	99+/11	3-	28 -	
"Is It Love" (102)	105+/9	8+	35+	
"Left Of Center" (35) "If You" (26) "Do Wot" (18)	67+/7	6-	29+	
"Little Miss Dangerous" (96)	98+/7	1+		74+
"Dancin' In The Ruins" (73)	75-/1	4+	31 -	
"Locked In" (90)	91 /17	1	7	64
"Your Love" (55)	60-/2	10-	37-	
"R.O.CK." (25) "Minutes" (21)	51 - /4	5-	33-*	
"Don't Let Me Be Misunderstood" (68)	71 = /4	4 =	22+	
"Lady Nina" (86)	86+/10	1 =	11=	
"Life's What You Make It" (64)	67-/0	1 -	20-	
"Working Class Man" (79)	85+/8	2+	7+	
"Calling America" (39) "Sorrow" (19)	61-/0	4-	22-	
"In My Dreams" (62)	63-/2	3=	13-	
"Something About You" (54)	55+/1	6+	18+	
"Where Do" (62)	66 + / 19 72 - /7	2=	13+	
"Little Red House" (61)	50-/2	0 =	.o- 17=	46+
"I Can't Wait" (25) "Imperial Hotel" (22) "Spirit of '76" (57)	50-/2 57-/0	5+ 4+	17-	
"These Dreams" (32)	$\frac{37-70}{39-72}$	4+ 6=	21-	
"Love And Rock & Roll" (57)	39 - /2 59 /6	0= 1	7	44
LOVE AND HOCK & HOIR (37)	39 /0	'	1	+4



MITCH EASTER CO-PRODUCED THE FIRST 3 R.E.M. ALBUMS

MITCH EASTER'S DRIVE-IN STUDIO REVOLUTIONIZED THE AMERICAN MUSIC SCENE.

• MITCH EASTER IS THE NEW GUITAR HERO.



78/ R&R FRIDAY, MARCH 28, 1986

BREAKERS

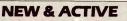
ROLLING STONES Dirty Work (Rolling Stones/Columbia) 98% of our reporters on it.

JULIAN LENNON The Secret Value Of Daydreaming (Atlantic) 95% of our reporters on It

VAN HALEN 5150 (WB) of our reporters on it. 79% of our reporters on it.

JOE COCKER Cocker (Capitol)

ABSOLUTE BEGINNERS Soundtrack (EMI America) 74% of our reporters on it.



- UFO "Misdemeanor" (Chrysalis) 68/7 (64/16)

- UFD "Misdemeanor" (Chrysalis) 85/7 (04/19) Adds: KLOL, WOLZ, WAPL, KICT, KMBY, WOOJ, WZZD, Heavy 2: WOFM, KISS, Medium 41 including WHJY, WYNF, WLVQ, WRIF, KSHE, KUPD, KGB, WPYX, KNCN, KLD, KLPX. WAX, "Magnetic Heaver" (RcA) 56714 (45/16) Adds including WBLE, WMBT, KIND, WKIY, WUCQ, WFIX, WSKS, WXLP, Heavy 4 including WLUP, KPOI, KRQU. Medium 42 including WSHE, KMBT, KIND, WKIY, WUCQ, WOFM, KXZY, 91X, KGB STARSHIP "Knee Deep In The Hoopla" (Crunt/RCA) 47/13 (35/19) Adds including WSDE, WMBR, KIXD, WXRF, KIXOD, FWMS I, Heavy 8 Including KINK, WKLC, WPDH, KLBJ, KFMG, Madium 33 including WDE, WYNF, WLL2, WRDK, KGD. PJ BJ JACKSON, "Big World" (AAM) 45/45 (00) Adds including WSDE, WMBR, WXRF, KKZO, KRGD, KEZO, KLPX, Powers 2: Heavy 6 WNEW, KBCO, 91X, WLR, WPDH, WOBK, Medium 29 including KRDR, KISW, WPX, WHCN, WOUR, KLBJ, WROK, WLAV. FILONA "Bavond The Pair" (Altania) 45/12 (00)

91X, WLR, WPDH, WOBK, Medium 29 including KR0R, KISW, WPX, WHCN, WOUR, KLBJ, WROK, WLAV. FIOA. "Beynof The Paie" (Altatic) 65/12 (0.0) Medium 29 including WISW, WARK, WHX, WSH, KER, KARET, KIPO, Rowers 1: Heavy 3: WBCN, WZZO, KR0U. Medium 29 including WISW, WARK, WHX, WSH, KER, KMET, KIPO, KZAP, KNON, KLRX, MODELS "Out 01 MInd Out 01 Sight" (Gerfen) 37/11 (25/7) Adds snicularing WISCN, WARR, WGY, WSHO KILO, KOJK, KSTM, KIPX, Powers 1: Heavy 4: WLUP, WLIR, WCPZ, KR0U, Medium 23 including WNSW, KLOS, KR0O, 91X, WHS MODERN ENGLISH "Stog Start" (SignWB) 26/1 (25/2), Adds KN0HE, Powers 1: Heavy 8: KR0O, 91X, WLR, CRNV, KT0C, KN0U, KCQL, KVRE, Medium 10 including WXRT, NS, DROVER, DROWERS, MERCH, Start "(Sechl Brace, URS) 25/14 (UR).

WHRS WEZX WITLE, KYD ROBERT TEPPER "No Easy Way Out" (Scotti Bros./CBS) 25/14 (0.0) Adds including WHAB, WHLY, WPDH, WADX, KLAQ, KLPX, Heavy 4: WSKS, WXKE, KFMZ, WZZO. Medium 13 including WHRS, WILZ, WPLR, WILZ, KRGQ.

BG AUDID DYNAMITE "This is Big Audio Dynamite" (Columbia) 24/8 (15/7) Adds including KZEW, KORS KISW, WHS WAAF, WWW, Powers 2: Heavy 7: WBCN, WXRT, KROO, 91X, WLIR, KTCL, KCGL Medium II including WCM, KEOC, KROP, KLAO, KTVO Continued on Page 80 Continued on Page 80

AOR TRACKS

			_		
Three" Two Last Weeks Weeks Week	157 Reports	Total Reports/Adds	Power	Heavy	Medium
	ROLLING STONES /Harlem Shuffle (Rolling Stones/Col.)	142 - /0	58 +	132-	9-
7 3 3	VAN HALEN/Why Can't This Be Love (WB)	136=/0	69+	125+	10-
	BOB SEGER & THE SILVER/American Storm (Capitol)	147-/0	38-	120+	26 -
	ROBERT PALMER/Addicted To Love (Island)	130-/0	57+	121-	9+
	5 JACKSON BROWNE/For America (Asylum)	135-/0	35 -	103-	28-
	TZ TOP/Rough Boy (WB)	124 = /4	25+	102+	21 -
	FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)	139=/3	19+	90 +	44 -
	JULIAN LENNON/Stick Around (Atlantic)	144 =/3	20+	86+	54 -
	HONEYMOON SUITE/Feel It Again (WB)	126 -/1	11+	65+	57 -
49 27 13	PHIL COLLINS/Take Me Home (Atlantic)	105+/7	26+	85 +	17-
14 13 12	BRIAN SETZER/The Knife Feels Like Justice (EMI America)	123-/2	7+	51+	64 -
- 33 17	BOB SEGER & THE SILVER/Fortunate Son (Capitol)	111+/11	4 =	52+	52-
23 16 15	JOE COCKER/Shelter Me (Capitol)	121 - /3	3-	38+	78 -
15 15 14	4 OZZY OSBOURNE/Shot In The Dark (CBS Associated)	107 - /0	5-	48	55 +
21	DAVID BOWIE/Absolute Beginners (EMI America)	116+/21	9+	37+	67+
26 23 19	G CALL/I Still Believe (Great Design) (Elektra)	118+/11	3+	33+	72+
B 9 11	7 MIKE & THE MECHANICS/All I Need Is A Miracle (Atlantic)	85-/3	18+	57-	28 -
DEBUT	B ROLLING STONES/One Hit To The Body (Rolling Stones/Columbia)	87 /86	4	44	37
32 22 20	DIRE STRAITS/So Far Away (WB)	86+/6	15 =	56+	27+
59 35 23	SIMPLE MINDS/All The Things She Said (Virgin/A&M)	104+/13	3+	26+	74 =
1 6 10	FIRM/All The King's Horses (Atlantic)	74 - /0	10-	52 -	18-
	MR. MISTER/Is It Love (RCA)	102+/10		32+	65 -
	23 INXS/What You Need (Atlantic)	70-/0	15-	46 -	21+
36 6	2 GRAHAM NASH/Innocent Eyes (Atlantic)	111+/29		12+	81+
	VAN HALEN/Best Of Both Worlds (WB)	86 /86		35	42
29 28 26	FIRM/Live In Peace (Atlantic)	84+/8	0 -		51+
37 30 28	TED NUGENT/Little Miss Dangerous (Atlantic)	96+/7	1+	11=	74 +
DEBUT	B ROLLING STONES/Winning Ugly (Rolling Stones/Columbia)	78 /78		31	41
DEBUT		75 /75		29	40
60 44 32 (PETE TOWNSHEND/Secondhand Love (Atco)	81+/16			53+
44 39 31 (MARILLION/Lady Nina (Capitol)	86+/10		11=	
11 11 18	32 BLUE OYSTER CULT/Dancin' In The Ruins (Columbia)	73-/1	4+	31	36 -
	JUDAS PRIEST/Locked In (Columbia)	90+/16		6+	64+
16 19 22	34 OUTFIELD/Your Love (Columbia)	55-/2	10-	36 -	17 -
38 38 35	ELVIS COSTELLO/Don't Let Me Be Misunderstood (Columbia)	68-/4 64 (0	4+	19=	38- 40-
22 21 24	36 TALK TALK/Life's What You Make It (EMI America)	64 - /0	1-	19-	
55 45	JIMMY BARNES/Working Class Man (Geffen)	79+/10	2+ 4+		55+
	JACKSON BROWNE/Lives In The Balance (Asylum)	60 + /8		23=	34+ 43-
28 26 27	39 DOKKEN/In My Dreams (Elektra)	62-/2	3=	13-	
	LEVEL 42/Something About You (Polydor/PG)	54 +/1 57 -/0	6+ 4+	18+	30 - 27 -
27 24 29	41 ALARM/Spirit Of '76 (IRS/MCA)	62+/19		.17- 13+	42+
55	HOOTERS/Where Do The Children Go (Columbia)		4=	19+	42 T
57 51	PET SHOP BOYS/West End Girls (EMI America)	49+/6 57+/4	4= 1+	7+	24 = 44 +
	GREG. KIHN/Love And Rock & Roll (EMI America)	61-/6	0=	6-	38+
	GLEN BURTNICK/Little Red House (A&M)	47-/18		15-	25-
	46 ROLLING STONES/Had It With You (Rolling Stones/Columbia)	49+/8	1 =	16-	28+
	MIKE & THE MECHANICS/Hanging By A Thread (Atlantic)	49 +/8 66 +/7	0=	2=	39+
52	UFO/This Time (Chrysalis) BUSH (Martin Bhathman (Marcum/PG)	47-/0	0=		39-
25 <mark>25 30</mark>	49- RUSH/Mystic Rhythms (Mercury/PG) 50 DEL FUEGOS/I Slill Want You (Slash/WB)	46-/2	4+	12-	30 -
36 36 39	51 JOHN C. MELLENCAMP/Under The Boardwalk (Riva/PG)	37-/0	4-	25	10-
13 17 33	WAX/Right Between The Eyes (RCA)	50+/12		4+	39+
		38-/0	1-	14-	
18 29 43	53 ZZ TOP/Delirious (WB) SUZANNE VEGA/Left Of Center (A&M)	35+/3	4-	18=	13-
54	55 HEART/These Dreams (Capitol)	32-/1	5=	18-	10-
19 37 47	KATRINA & THE WAVES/IS That It? (Capitol)	47+/13		5+	38+
	TANHALEN/Love Walks In (WB)	35 /35		13	17
	58 ELO/Calling America (CBS Associated)	39-/0	3	13-	21-
17 20 34 DEBUT	S FIONA/Living In A Boy's World (Atlantic)	45+/12			29+
21 21 22	60 DREAM ACADEMY/The Edge Of Forever (Reprise/WB)	42-/0	0-		27-
31 31 37					

MODELS

"OUT OF MIND OUT OF SIGHT"

PRODUCED BY MARK ORTIZ FOR PACIFIC DELUXE FRY ITO



GRAHAM NASH Innocent Eyes (Atlantic) 71% of our reporters on It.

zi.

SIMPLE MINDS All The Things She Said (Virgin/A&M) 67% of our reporters on It.

TED NUGENT Little Miss Dangerous (Atlantic) 62% of our reporters on It.

BREAKERS

R&R FRIDAY, MARCH 28, 1986/79

AOR TRACKS

MOST ADDED

ROLLING STONES (86) One Hit (To The Body)(Rolling Stones/Col. VAN HALEN (86)

Best Of Both Worlds (WB) ROLLING STONES (78) Winning Ugly (Rolling Stones/Col.) VAN HALEN (75) Dreams (WB) VAN HALEN (35) Love Walks In (WB)

VAN HALEN (69) Why Can't This Be Love (WB) ROLLING STONES (58) Shuffle (Rolling Stone ROBERT PALMER (57) ones/Col.) Harlen Addicted To Love (Island) BOB SEGER & THE SILVER BULLET BAND (38) American Storm (Capitol) JACKSON BROWNE (35) For America (Asylum)

HOTTEST

CHART CLIMBERS

JUDAS PRIEST "Locked In" (Columbia) 90/16 (75/24)

KLPX Mores 36-33.
ROLLING STONES "One HIT To The Body" (Rolling Stones/Columbia) 87.66 (0,0) adds including KR00, KSI0, Wr-EB, WADY, WBA, WRLF, Heavy 44 including WARK, WMMR, WDVE, WHLM DOTON KTON, KRYEK, KLOU, WLLP, WATH, WLO WRRF, KSHE, KOB, KROG, KROR, KISH, Medium 37 including WARS, WKLS, KYYS, KMET, KUPD, KGON, KZAP, WZZO, WPDH, WOUR, WAAF, KLBJ, KNON, WROK KEO, WICZEL, KLEY,

Debuts # #18 Debuts # #18 Acts including W3HE, WACY, WOUR, RLAO, WBR, WWTR, WRUF, KSGY, KZOO, Heavy 35 including WXBK, MWMR, MOVE, CIOT, DCTOT, MLVO, KMET, KGB, KROR, KOME, KSW, WPYX, WHCN, WEZX, WFYY, KSS, WAEL, MLAV, WWOT, NLO, KEL, Medium #3 including WBAB, WKS, KKOA, WNOR, WHEN, KYS, KUPO, KZAP, KSJO, WPDH, WAAF, KLSJ, KHOL, WKCF, WOZ, WROL, WHCH, WGO, KEZO, KLPA, Debuts at #25.

ALBJ, HONEY, WILLE, WILLE, WILLE, WILLE, WILLE, WILLE, MUL, REV, ALEVA, BERG, MARTHUEN, WILLE, WILLE, WILLE, WORK, WORK, WORK, WORK, WORK, WORK, WORK, WILLE, KIER, KEB, KISW, KWOD, KOMP, WOOJ, WILL, KITO, Heavy 11 Including KZEW, WORK, WILLE, ALEVA, KIEL, KSTM, WOLL, KISK, KIEL, KSTM, WOLL, KIEL, KSTM, WILLE, KEB, KSHE, KZAP, KSJO, WYY, WINK, CONT, WILLE, KIEL, KSHE, KSHE, KZAP, KSJO, WYY, WINK, CONT, WILLE, KIEL, KSHE, KSHE, KSHE, KSHE, WARK, WORK, WORK, KIEL, KSTM, WILLE, KRE, KSHE, KSHE, KSHE, WARK, WORK, WORK, KIEL, KSTM, WILLE, KSHE, KSHE, KSHE, WARK, WARK, KSHE, WARK, KIEL, KSTM, WILLE, KSHE, WARK, WORK, WORK, KIEL, KSHE, KSHE, KSHE, KSHE, WARK, KSHE, WARK, KIEL, KSHE, WARK, KIEL, KSHE, WARK, KSHE, WARK, KSHE, WARK, KSHE, WARK, KIEL, KSHE, WARK, KSHE, KSHE,

431. DIRE STRAITS "So Far Away" (WB) 85/6 (82/11) Adds WAR, WAAF, KUAQ, KNOD, KZOK, WZEW, Heavy 56 Including WBDN, WBAB, WNEW, WAMAR, WKLS, WNOR, WBR; KBPR, KUPN, KGON, KINK, WHON, WEZZ, WOLP, KWIZ, WKGGO, WWCT, WIDT, KLPX, Medium 27 Including WDVE, KTXO, WSHE, WLVD, KSJO, WPYX, WHEB, WARL, WFBO, WIBA, KMBY, Moves 20-19.

WOVE, KIXO, WHE, WIYO, KSUO, WPYX, WHEE, WARL, WED, WIBA, KMBY, Moves 20-19. FIRM "Live In Peace" (Altanile) E44.6 (80-10) Adda: WUY, KLAQ, WKOQ, KATT, KIYAG, WZEW, WZZO, KIYO, Heavy 27 including WUYE, WHIY, WHF, KGB, KFOG, KMBY, WEX, WOUR, WARX, KLBJ, WOIZ, WHXI, WARL, WHEO, KEZO, WIOT, KZEL, KMBY, KLPX, Remains at #26. PETE TOWNSHEMD "Secondhand Love" (Altoo) 51/16 (67-25) Adds including WIYT, CDIOI, WHOR, WARK, KLDQ, WDIZ, WARL, WWOT, WDILL, Heavy 22 including WIMAR, MDVE, WULE, WART, KKB, KLBJ, WOLG WEAK, KLDQ, WDIZ, WARL, WWOT, WDILL Heavy 22 including WIMAR, MDVE, WULE, WART, KKB, KLBJ, WOLG WEAK, KLDQ, WDIZ, WARL, WWOT, WDILL Heavy 22 including WIMAR, MDVE, WULE, WART, KKB, KLBJ, WOLG WEAK, KLDQ, WDIZ, WARK, WYOT, WDILL Heavy 22 including WIMAR, MDVE, WULE, WART, KKB, KLBJ, WOLG WEAK, KLDQ, WDIZ, WARK, WYOT, WDILL Heavy 22 including WIMAR, MDVE, WHOR, WKRY, WKDF, WROR, WEEDQ, KEZO, WIOT, KLDZ, KIPK, MOves 32, 30.

 KNCN, WFY, WKCP, WRACK, WFBO, KEZO, WIOT, KILO, KLEX, Moyes 32-30

 JIMMY SARKES' "Working Class Man" (Gerling: 79/10 (7116)

 Ads. WNOR, KGB, KRAR, KILBJ, KNJX, WOZ, KICT, KMBY, WBLJ, Heavy 7; KMET, WZZO, WDHA, WOUR, WXRC, KKK, KROL, WKLAG, MSL, SZEW, WYO, WRIF, KURO, KIZAP, KSJO, WPYX, WPDH, WZZK, KNCN, KILAQ, WFYY, WKCF, WARP, WROC, WLAY, KILO, KLPX, Moves 45-37

 MIX SARIA STORES "WINAING DUBY, WARP, WORD, WLAY, KILO, KLPX, Moves 45-37

 MASL including KROO, KSJO, WAOY, KLAO, KODS, KSPH, Heavy 31 Including WARP, WDWE, DC10, KYO, WCRO, KBAP, KAPA, KROR, WYX, WHON, WEZX, WYYY, WAN, Medium 41 Including VBAB, WKLS, WSHE, KYO, KSD, WEZY, WOYD, KILO, KSZ, WSHW, WINA, Medium 41 Including WARP, WCRS, KSWHE, KYO, KSBP, KUPD, KZAP, WDH, WOUR, WAAF, KLBJ, KNCN, WMZ, WDZ, WROK, KEZO, KILO, KZEL, KDKB, KLPX, Debus at #23

Debus et #28. VAN HALEN "Dreams" (WB) 75/75 (0.0) Colon, WLO, Korks, KHEE, KWOY, WWTR, WRUF, WZO, Heavy 29 including KLOS, WHER, MOUR, MUTR, WKOF, WYOF, WYOF, WKOF, W

UFO "This Time" (Chrysalis) 66/7 (62/15)

ICT, KMBY, WOOJ, WZZQ, Heavy 2: WQFM, KISS. Medium 39 including WHJY, KZEW, WYNF, KGB, WPYX, WHEB, WLAV, KILO, KLEX, Moves 52-48.

Adder KIOL, WULZ, WHEY, KIUT, KINDT, IT-USU, WILZ, WILZ, KIUT, KIU

WITY, KZEW, WEZX, KOJK, WWTR, WXRC, WHMD, KSOY, Heavy 23 including WLVO, KAZY, KFOG, KROR, WHCN, Q. WONE: WLAV, WBLM, WWWV, KTVO. Medium 34 including DC101, KLOL, WLUP, KYYS, KGON, KZAP, WPYX, WTUE, KILO, KZEL, KLPX, Moves 42-38

WDIZ, WILD, KILD, KZEL, KIZK, KONES 42,38 GREG KIHM "Love And Rock & Roll" (EMI America) 57/4 (54/10) Adds incuding RBCD, WIZH, WIXF CHEMY 7: WBCN, KORS, KIMET, KROR, KOME, WHMD, KRQU, Medium 44 including WNEW, WXRK, WMMR, WHLY, KLOL, WNOR, WOFM, KLOS, KGON, KZAP, KOB, KFOG, KSJO, KLBJ, Moves 49-44

URLU ALLAND RECO, WIZN, WXRC Heavy / WORM, KLOS, KGON, KZAP, KGB, N-VAN, WAEW, WKRK, WMAR, WHIZY, KLOL, WNOR, WORM, KLOS, KGON, KZAP, KGB, N-VAN, EVERL 42, "Something About You" (Polydor/PolyGram) 54/1 (53/8) Adds: WZZQ, Heavy 18 Including CHOM, KAZY, KINK, 91X, KFOG, CFOX, WZZO, WKLC, WONE, WTUE, WLAV, Medium Adds: WZZQ, Heavy 18 Including CHOM, KAZY, KINK, 91X, KFOG, CFOX, WZZO, WKLC, WONE, WTUE, WLAV, Medium Adds: WZZQ, Heavy 18 Including CHOM, KAZY, KINK, 91X, KFOG, CFOX, WZZO, WKLC, WONE, WTUE, WLAV, Medium Adds: WZZQ, Heavy 18 Including CHOM, KAZY, KINK, 91X, KFOG, CFOX, WZZO, WKLC, WONE, WTUE, WLAV, Medium Adds: WZZQ, Heavy 18 Including CHOM, KAZY, KINK, 91X, KFOG, CFOX, WZZO, WKLC, WONE, WTUE, WLAV, Medium Adds: WZZQ, Heavy 18 Including CHOM, KAZY, KINK, 91X, KFOG, CFOX, WZZO, WKLC, WONE, WTUE, WLAV, Medium Adds: WZZQ, Heavy 18 Including CHOM, KAZY, KINK, 91X, KFOG, CFOX, WZZO, WKLC, WONE, WTUE, WLAV, Medium Adds: WZZQ, Heavy 18 Including CHOM, KAZY, KINK, 91X, KFOG, CFOX, WZZO, WKLC, WONE, WTUE, WLAV, Medium Adds: WZZQ, Heavy 18 Including CHOM, KAZY, KINK, 91X, KFOG, CFOX, WHON, WZX, KLAQ, KZEL, Moves 46:40.

30 resoluting range, mixed, natur, natur, natur, mixed, mixed, mixed, mixed, natur, natur, natur, natur, natur, MAX "Injuh Selveen The Eyes" (RAS) 50/12 (59/31) Adds including ISRE, KINK, WOJK, WITK, WISS, WILP, WWCT, KOZZ, Heavy 4 including WLUP, KPOI, KROU, Madum 39 schuling WHSF, winker, KING, ACREY, WITE, WICH, WUCY MGM, KARY, KGB, KING, NALO, WLAY, KIP, Moves

57-52 ETHE MECHANICS "Hanging By A Thread" (Allantic) 49/8 (45/12) Mass. WTXH. WHER. WACK ILEJ. KRIEF, KMSF, KSTM, KOLA Haayy 16 including WHER, WLVQ, KFOG, KROR, WPYX, Marson January 1, January 1, January 1, Kola, WHYN, Walani Zê including WHYR, KICL, WCKG, KYTS, KGON, WOUR, WFCQ WITT, KCQ, Yawas 40, January 1, Kicl, WHYN, Walani Zê including WHYR, KICL, WCKG, KYTS, KGON, WOUR,

KEZC WORT, KOZZ MOWES 5047 PET SHOP BOYS "West End Giris" (EMI America) 49/6 (43/1) Adds wireW, WKOQ, WMCK, KSY, WHID, KZOQ, Heavy 19 Including WBCN, WSHE, KAZY, 91X, CFOX, WPYX, WZZO, WOWE WRCK, WTUE, WWCT, Medium 24 Including WBAB, WXRT, KSCO, KBPI, WPDH, WXLP, KGGO, Moves 51-43. Let diverte dwice week the duits (Let Anterios and Vertice) and Vertice Vertic

Medura 38 including WBAB, WNEW, WXRK, WSHE, WXRT, KORS, KAZY, CFOX, WKOF, KILO, Debuss at #56. FIONA "Living in A Boy's Work" (Atlantic) 45712 (3333) adds including WMEW, WXRK, KAB, WHEB, KLAO, WBLM, KTVD. Heavy 3: WBCN, WZZO, KROU, Medura 29 including wHEW, WXRK, WHJY, WSHE, KMET, KUPD, KZAP, WPYX, WHCN, WPDH, WEZX, WOUR, KNCN, MLAV, KLEX, Martines at 460.

Debuta # 499 WAN HALEN "Lave Walks In " (WB) 35/35 (0/0) XAN HALEN "Lave Walks In " (WB) 35/35 (0/0) KGB, KROR, WCCC, WRCH, WYN, WLOV, MCH, WICZ, WCKF, WOT, Heavy 13 including WMMR, D107. KGB, KROR, WCCC, WRCH, WYN, WLOV, MCH, MICH, MCHARD, WCKF, WDT, Heavy 13 including WMMR, D107. SUZAMK VEGA. "Left OI Center" (A&M) 35/3 (34/4) Add. WSHE, KLIS, KIXP, Heavy 16 including WRMF, KAZY, KRCC, 91X, WHES, WDHA, WONE, WTUE, Medium 13 including WBAB, KZEW, WOEM, KBP, WHCN, KLAQ, WLAV, WWWV, Remains at #54.



STARSHIP "Tomorrow Dossn't Matter Tonight" (Grunt/RCA) 40/13 (28/21) WHMD Median Borchaing WFMK KSDN. KGB. WEEX, WKDK WKMCK, MKDD. Powers I Heavy S. WPDH. KLBJ, KFMG, KPDI. WHMD Median Borchaing WHYE HULZ, WARY MKAR, KWBC, KRDD.

INXS "Listen Like Thieves" (Atlantic) 39/9 (33/21)

RUF, KTYD. Powers 1: Heavy 9 including 91X, KGB, KILO, IG, WHCN, KISS. WRQK, KEZO. STM, WRU WIZN, WWWY, Medium 26 including Krav, work, provent many, how many heat with a second seco 1

 Adds including WEEN, KUSA, WMMR, WOAM, WISS, NLUS, KUJA, KUZA, KUZA, YOMERS I. RESTY = THAP, THAP, THAP, AND WAILY AS INCLUDING WEEN, KUSA, WGAO, STX, WISS, NLUS, AUX, AND WAILY AS INCLUDING WEEN, WGAS, WGAO, WGA, WGAS, WGA, WGA, WGAS, WGAS,

ALAN PARSONS WORK, WORK, Medium 21 including WHCN, WOUR, WOUR, MUT, ALAN ALAN PARSONS PROJECT "In The Real Work" (Arista) 32/2 (32/9)

KMOD, KUPZ, WWWY, JACKSON BROWNE "Lawless Avenues" (Asylum) 29/4 (29/1) Adde: D107 VBCD WE7X KYZI Heavy 10 including WOFM, KMET, KUPD, KROR, KOME, KTYD, Medium 17 including

Addis OTO7, KBCO, WEZK, KKZL, Helavy To liceutang worke, exc. KLOL, WCKG, WPOH, KNCN, WIOT, KZEL, KLPK, KCZZ DI**ER STRATTS 'The Man't Sto Strong'' (WB) 26/4 (27/1)** DIER STRATTS 'The Man't Sto Strong'' (WB) 26/4 (27/1) DIER STRATTS 'The Man't Sto Strong'' (WB) 26/4 (27/1) DIER STRATTS 'The Man't Sto Strong'' (WB) 26/4 (27/1) DIE STRATTS 'The Man't Sto Strong'' (WB) 26/4 (27/1) DIE STRATTS 'The Man't Sto Strong'' (WB) 26/4 (27/1) DIE STRATTS 'The Man't Sto Strong'' (WB) 26/4 (27/1)

L ROOB, WPYX, WHEB, WOIT, KZEL "I'' You Lasver" (A&M) 250 (25/3) wysik: WPLR, WCPZ, Powers 1, Heavy 9, WSHE, WXRT, KBCO, KROQ, 91X, WLIR, CHEZ, KFMX, KCGL, Medium 15 Adds: WIRK, WER, WCR2, Powers 1 Heavy 9: WSHE, WXRT, KBCO, KROQ, 91X, WLIR, CHEZ, KFAK, KCGL, Medium 15 mouding WBA, KarX, KBP, CFOX, WONE MODERN ENGLISH "Ink And Paper" (Sira/WB) 26/1 (25/2) MODERNE THE START ST

WEZX, WTUE, KTYD. ROLLING STONES "Back To Zero" (Rolling Stones/Columbia) 24/23 (0/0) Adds including WBAB, KLOS, CFOX, KNCN, KZEL, Heavy 9: CHOM, WWMR, DC101, KTXO, WLVO, KORS, KFOG, WBLM, WHMD, Medium 13 including WKLC, WBRU, WHTF, WIOT.

WBLM, WTMAD, MEDUIN 13 INCOURT WILLS, WDM, WTM, WDM, 23/11 (11/8) BIG AUDIO DYNANTE "Medicine Show" (Columbia) 23/11 (11/8) Adds including KORS, KISW, WAAF, WWWY, Powers I: Heavy 7: WBCN, WXRT, KROO, 91X, WLIR, KTCL, KCGL

Adds including KORS, KISW, MARK, WWKP, Works 1: Heavy 7: WBCN, WXRT, KROO, 91X, WLIR, KTCL, KCGL Modium 10 including WCFK, KBCO, KROR, KLAO, KTVO **ARCINSMIT**, WHY, Fisty Yuar Face' (Gathen) 23/7 (19/3) Adds: WBAB, KGB, WYSP, KICT, KMBY, KEZE, KTAL Heavy 4: WHYY, WHEB, WAOX, WAAF, Medium 12 including WLIZ.

ROLLING STORES "Oliny Work" (Rolling Stones/Columbia) 22/22 (0/0) Adds including KROQ, KZAP, WAOY, WOUR, WOIZ, Powers 3: Heavy 9 including 0107, DC101, KZEW, KROR. E. WAOK, WALA, Wedim 9 including WAAF, KLO. KZAP, WAQY, WOUR, W m 9 including WAAF, KILO

STEVIE NICKS "Imperial Hotel" (Modern/Atco) 22/4 (23/0) Adds: WBRU, KLPX, KFMX, KTAL Heavy Sincluding WPLR, KPOI, WIZN, WGIR, Medium 15 including KUPD, WHEB, KLBJ,

BRYAN FERRY "Is Your Love Strong Enough" (MCA) 20/7 (14/2) Adds including Q107, KBCO, CHEZ, WPDH, CFNY, Powers 1; Heavy 5 Including WBCN, WXRT, WLIR, KCGL, Medium 11

INDUDING ALCULE 21A, INLU. JACKSON BROWNE "In The Shape of A Heart" (Asylum) 20/2 (20/2) Adds: DC101, WCKG, Powers 3: Heavy 10 Including KINK, KILO, KZOK, KESI, KKGR, Medium 10 Including WBAB, WLUP, WIOT, KZEI

WAPL, WIOT, KZEL. KEEL "Because The Night" (MCA) 19/2 (19/8)

ELU Borrow Robert Hawy 7 Including KAZY, WONE, WTUE, KVRE, Medium 11 Including Network Medium 10 Including KMET, WDHA, WOMF, KILO, HONEYMODN SUITE "Bad Attitude" (WB) 16/9 (9/2)

Nos including Nos , MCVC, NOV, NOV, NOV, NASA, PRAVISIONAL, WOMM, MICHAEL IN INCLUDING NASA, WOMA, WOMP, NILO, INXS "Do Wot You Do" (A&M) 18/4 (14/3) Adds: KZEW, KLOL, WHEB, KMJX, Heavy 6 Including KROQ, 91X, WLIR, KILO, KOLA, Medium 10 including WLUP, KORS,

KAZY KLOS KWET MENTAL AS AVITHING "Live it Up" (Columbia) 17/2 (18/3) MENTAL AS AVITHING "Live it Up" (KTCL KCGL Medium 11 Including WHJY, KROO, WHEB, WEZK, WAAF BOURGEOIS TAGG "Mutual Surrender" (Island) 16/3 (13/1) Arde: CHEZ WORK WHILD Dware? Heavy 3: WIIR KCGI KVRF Mer

dium 12 including KROQ, KZAP, 91X, WHFS, SWIMMING POOL 0's "Now I'm Taiking About Now" (&&M) 16/2 (14/1) Adds: WBCN, WOUR, Powers 1: Heavy 4 including WHFS, KTCL, KVRE, Medium 9 including ING KZEW, WXRT, KBCO. KLAQ.

Adds: WBCN, WOUH, Powers 1; neasy 4 including Whrte, NTAL, NTAL, NTAL, Michael Statushing Alexan Anti-VAN HALEN "Good Enough" (WB) 15/15 (0.0) Adds including KTXQ, KUPD, WAQY, KTYD. Powers 1: Heavy 5: KRQR, WCCC, WAPL, KPDI, WXRC. Medium 8

including WBAB, WROK. VIOLENT FEMMES "Children Of The Revolution" (Slash/WB) 15/1 (14/1) Andre VSTI: Magao & WRON, Willie CRYY, KTCL, Medium 8 including WXRT, WCFM, KROO, WHEB, KFYV.



Soundtrack (EMI Amer HOOTERS (19) Nervous Night (Columbia) JUDAS PRIEST (17) Turbo (Columbia

No Easy Way Out (Scotti Bros/CBS) WAX (14)

HOTTEST VAN HALEN (70) 5150 (WB) ROLLING STONES (60) Dirty Work (Rolling Stones/Columbia) **ROBERT PALMER (58)** Riptide (Island) JACKSON BROWNE (39) Lives In The Balance (Asylum) ZZ TOP (30) Afterburner (WB)

NEW & ACTIVE

Continued from Page 78

Contention normality of the second se

KEEL "Final Frontler" (MCA) 21/4 (0/0)

Adds: WNEW, WXRK, WYSP, WXLP, Heavy D, Medium 13 including O107, WLL2, KNCN, KLAO, KISS, KLPX, MENTAL AS ANTTHING "Fundamental" (Columbia) 21/2 (22/3) Addr WOBK, KSPN Heavy 43 VI. WIZN, KTCL KGCL, Medium 14 including WHJY, KROQ, WHFS, WLIR, WHEB, WEZX.

BOURGEOIS TAGG "Bourgeois Tagg" (Island) 18/2 (17/3)

14 including KBOQ, KZAP, 91X, KLBJ, KDJK SWIMMING POOL Q's "Blue Tomorrow" (A&M) 17/2 (15/1) edium 10 including KZEW, WXRT, KBCO, KLAQ Adds: WBCN, WOUR, Powers 1: Heavy 4 including WHFS, KTCL, KVRE, Me DENNIS DeYOUNG "Back To The World" (A&M) 17/1 (16/4) Adds: WATL Heavy 5: WBCN, KZEW, WLUP, WOFM, KROU, Medium B in

DENISO DB JOING JOER KEW, WUP, WOFM, KROU, Medium B including Works, micro, and dads wirkit Heavy S WBCN, KEW, WUP, WOFM, KROU, Medium B including Wirks, micro, and VIOLENT FEMMES "The Blind Leading The Naked" (Siash/WB) 16/1 (15/1) Antie: KSTM, Heavy 6: WBCN, WHES, WUR, CFNY, KTCL, KCGL, Medium 7 including WRT, KROO, WHEB, WFYV, DEL LOBOS "Johnny Comes Marching Home" (EMI America) 15/4 (11/6) Adds: WXRK, wLLZ, WHFS, WPDH, Heavy 0, Medium 12 Including WXRT, CHEZ, KSTM, KFMX

80/R&R FRIDAY, MARCH 28, 1986

2.

MOST ADDED JOE JACKSON (45) Big World (A&M) ABSOLUTE BEGINNERS (21) **BOBERT TEPPER (14)** Magnetic Heaven (RCA)

REGIONAL AOR ACTIVITY

VAN HALDN PT SHOP ROYS PT SHOP

ELO JULIAN LERNON Z. TOP DIR FOLK MOLTON PARA COLLING MIRE 4 THE NECK-MELONICS MELONICS STARSING LLO STARSING LLO STARSING LLO STARSING LLO MELONICS MELONI

WCMF/Rochester (716)262-4330 Ph: GRC AUSHA MBC, LWTE KARE Meany PHIL COLLING BLUE OFFER ST COLLING OUTCAILURE BUS STARTS FINA TERM MARINE TOWARTS FINA TERM MARINE TOWARTS COLLING TOWARTS VAR MALEM GLUE BUTTICR MALEM CLUE BUTTICR

WCMF/Rochester

WEZX/Scranton (717)961-1842 PDL DAVE LONDON NDL JAY DRNIELS

LAT LANL LANL AN LENNOW NOS SICCA BOS SICCA BO

WAQY/Springfield,

WHTF/York (717)266-6606 PD: HIRE ONDATKO HD: TIM DRAYER

RDITIN DEVELO Basyy Van Hallen (H) ROLLING STORES (H) ROLLING STORES (H) ROLLING STORES (H) ROLLING STORES STORES STORES STORES STORES STORES STORES STORES SHARS SHARS

WZZO/Allentown (215)694-0511 PD: GENE BOMANO ND: RICK STRAUSS

WRKi/Denbur (203)775-1212 PD: BOB KOCAK HD: MARK DEVINE

HO: ((ARK DEVINE Heavy The HECK. () INECOM BROWNE OUTFIELD VAN HALEN (M) BOB SEGZE ROLLING STOKES (M) ZITAN LEMMON JULIAN LEMMON JOE JACKSON Light

WGIR-FM/Manchester

(603)625-6915 PD: BOB COX MD: KAREN ANDERSEN

PLAYLISTS - An artist's name is listed once per playlist in the highest rotation that any of an album's tracks are reported. For example, if tracks from the same album are reported in both heavy and medium, the artist will appear in heavy. Records being played in power

(215)561-0933 OK: TED UT2 MD: ERIN RILEY

WXRK/New York (212) 750-6400 PD: PAT EVANS ND: HARK DIDIA

are included in a station's heavy rotation. Of a station's lights, only those added this week - its light adds - are printed. Symbols:

"j

Symbols:	a surface and and a second sec	ON: TED UT2 MD: ERIN RILEY	(212) 750-6400	PD: GREG AUSHAM MD: DAVE KANE (PROZEN)	B JOE JACKSON A PRETTY IN PINK B ROBERT TEPPER	WAQY/Springfield,	WZZO/Allentown (215)694-0511	(603)625-6915 PD: BOB COX	VAN HALEN BOLLING STONES	JOE COCKER
'a' - Record is		Heavy	PD: PAT EVANS ND: NARK DIDIA	Heavy PHIL COLLINS	B ROBERT TEPPER	MA (413)525-4141	PD: GENE BOMANO	PD: BOB COX MD: KAREN ANDERSEN	ROLLING STONES JULIAN LENNON ABSOLUTE REGINGERS BOB SEGER	DIRE STRAITS CRARAN SOLSH BOD SEGER BOD SEGER
or additional trac	KS Have Deen	PETE TOWNSHEND DIRE STRAIT	1 1		CHEZ-FM/Ottawa	PD: BRTAN HALE	Manury	JACKSON BROWNE (H)		BOB SEGER
(B) — A single's	R aide	ABSOLUTE BEGINNERS ROLLING STONES	HOATY VAN HALEN JACKSON BROWNE	ROBERT PALMER JONE COUGAR MEL. QUICKBILVER	(613)563-1919	HARVY ROBERT PALMER VAN HALEN (L)	RHATER	VAN BALEN (M)	JACKSON BROWNE ROBERT PALMER	ABSOLUTE BEGINNERS
(M); (L) - Oth		JACKSON BROWNE	HZART LNXS		PD: STEVE COLWILL HD: GREG TORRINGTON	BOB SEGER	FIONA NOBERT PALMER ROLLING STONES (M)	DIRE STRAITS HONEYMOON SUITE	INCO DIRE STRAITS	THE NUGENT
		FIRM	OZEY OSBOURSE	DIRE STRAITS EE TOP FIRM INCS	Heavy CHARLIE SEXTON	22 TOP BLUE OYSTER CULT	LEVEL 42	HONEYMOON SUITE	ALARM	a LEGU DIAMOND
that album are in	inose rotations	FIRM JOHN COUGAR MEL. PHIL COLLINS NIRE 6 THE MECH. ROBERT PALMER	BOB SEGER ABSOLUTE BEGINNERS		SRUCE COCREURS	ALUE OYSTER CULT DIRE STRAITS FABULOUS T-BIRDS	PET SHOP BOTS		OZZY GRBOURIE BANGLES	
(medium or light).	na with no ob	ROBERT PALMER	JULIAN LENNON 25 TOP ROBERT PALKER	NIRE & THE MECH. BOLLING STONES	ROBERT PALMER	BOLIAN LEMNON	ZZ TOP MR. MISTZR JULIAN LEMNOR	BOR SEGER BOR SEGER BLUE OVETER CULT	PRIL COLLINS	
	ne with no ab-	BOB SEGER	FIRM	VAN HALEN GLEN BURTNICK	HR HISTER (L) Level 42 (L)	PHIL COLLINS Medium Light	BOB SEGER	LOR COCKER	BOR SEGER Hedium Pete townshend Granam Hash	KSRR/Houston
breviations means	as an play is in	Madium JULIAN LEMNON	DOKKEN GLEN BURTHICK ELVIS COSTELLO	HONEYHOON SUITE Medius	ELVIS CONTELLO PETE TOWNSHEND MEDGE URE (L)	a GRANAN MASH	BOB SEGER JACKGON BROWNE FABULOUS T-BIRDS	ELVIS CONTELLO DEL FUEGOS FABULOUS T-BIRDS	B GRANAM NASH	(713)797-0097
the listed rotation.	Concernent of the	BLO GREG KINN	ELVIS COSTELLO Medius			a CALL B ROLLING STONES	ABOULTERS	FABULOUS T-BIRDS FIRM ROLLING STONES (M)	GLEN BURTNICK	PD: ABDY BEAUBLEN HD: WARREN NILLIAMS
A "frozen" list		SIMPLE MINDS	Hediue Joe Cocker Gres Kihn		MIRE & THE MECH. BANGLES		JINNY BARNES Medice # wax	NOLLING STONES (H) MR. HISTER	A JINNY BARNES	(FROZEN)
current report wa		SIMPLE MINDS BRIAN SETER STEVIE HICKS	B DISE STRAITS		FINE YOUNG CAN. (L) BRIAN SETTER		* WAX 8 GRAHAM NASH	NE. HISTER STEVIE WICKS ROBERT PALMER		(FROZEN) Reavy 22 TOP HEART
and last week's ro		GRARAM NASH HEART ELVIS COSTELLO	a PRETTY IN PINK	WDHA/Dover, NJ	CLANNAD LLOYD COLE	WAQX/Syracuse	Light	a JUDAS PRIEST		INXS
cluded in the data	base.	RUSH	MR. MISTER FIONA	(201)328-1055	JACKSON BROWNE [L]	(315)472-0200		R HIRE & THE MECH.	1	ROBERT PALMER PETER FRAMPTON
	1	INXS FABULOUS T-BIRDS	HONEYMOON BUITE	CM: BOS LINDER PD: WIRE BOYLE	CULT WATERBOYS TALK TALK	PD: 20 LEVINE ABST. PD: NY DARLMAN				DIDT STRAITS
		OTTIELD CHARLIE SEXTON	HOOTERS	Heavy	TALK TALK FEARGAL SHARKEY (L) STAN BLOOMAY	Beavy VAN HALEN	WLIR/Long Island	SOU		JACKSON BROWNE HONEYHOOD SUITE VAN HALER
PARALLELS -			JEPP PARIS RATRINA 5 THE NAVE	ROLLING STONES [L]	STAN RIDGWAY Nedium a LEGEND		(516)485-9200	300		VAN HALEN FABULOUS T-BIRDS
ed by market size,		JINNY BARNES	RUSH NIGHLANDER	FIRM (M) BOB SEGER	B JOE JACKSON	ROLLENG STONES	PD: DENIS HEHAMARA HD: LARRY "THE BUCK"			STEVIE NICKS
bitron's MSA popu	ulation figures.	PRETTY IN PINK SRARKS BANGLES	BRIAN SETEER PABULOUS T-BIRDS	ZE TOP	A JIM POSTER	DIRE STRAITS	Reavy			BOB SEGER ROLLING STONES
Paratlel One: 1,0	00,000+.	A HODELS	CALL Light	FABULOUS T-BIRDS HONEYMOON SUITE (R)		OZZY OSBOURNE (N) ROBERT PALMER	a BIMPLE HINDS ELVIS COSTELLO		1	Hedius HIKE & THE MECH. JOHN COUGAR MEL.
Paratiel Two. 200	000 1,000,000	a JOE COCKER a FIONA	a KEEL	ROBERT PALMER (M) BLUE CYSTER COLT		NERE & THE MECH. (L) CHARLE SEXTON	CULT	PARALLEL	NARILLION CHARLIE SECTOR	JORN COUCAR NEL.
Parallet Three: ur				BRIAN SETZER	WYSP/Philadelphia	AEROSHITH	A BIG AUDIO DYNA.	ONE	OTTY OSBOURNE RUSH	a modern d
Stations at a signif	icant ratings dis-	· · · ·	Q107/Toronto (416)967-3445	PRETTY IN PINK	(215)668-9460 PD: ANDY BLOOM	FABULOUS T-BIRDS	BANGLES BOURGEDTE TAGG	ONE	PHANTON, ROCKER	MARILLIOU CHARLIE SEXTON MR. MISTER
advantage to their			PD: GARY SLAIGHT ND: ANDY PROST	CALL PHIL COLLINS	ASST. PDI MIKE WOLF	PHIL COLLINS BOB SEGER	PUBLIC IMAGE LTD FINE YOUNG CAN.	WKLS-FM/Atlanta	OPUS MR. MISTER TED MUCENT	BANCI FF
etitor(s) are assign		WDVE/Pittsburgh	1		Heavy DIRE STRAITS	BOB SEGER STEVIE NICKS	PRETTY IN PINK WHITE NIGHTS	WKLS+M/Atlanta (404)325-0960	TED MUGENT ELO	BOCKY IV STARSHIP
liel.		(412)937-1441 PD1 GREG GILLISPIE MD1 HERGCHEL	Heavy ISKS PETE TOWNSHEND	GLEN BURTNICK JINNY BARNES JULIAN LENNON	FINA COSTELLO	OUTFIELD	TALK TALK (N) HODERN ENGLISH	POL BILL HISE HDE BOB BAILEY	STAR COCKER	IRON TAGLE BRIAN SETTER CALL
	!			A JOE JACKSON (L)	JOHN LENNON BOB SEGER	a ROBERT TEPPER a AUTOGRAPH a GRAHAN NASH	PET SHOP BOYS CURE (L)		JULIAN LENNON SIMPLE MINDS	TOT COCKER
		BOB SEGER	ROBERT PALMER BOB SEGER				CURE (L) ALARN FALCO	HEAVY RIKE & THE RECH.	SIMPLE MINDS LEGEND JUDAS PRIEST	VAN STEPHENSON OZEY OGGOURDE TED MACENT
		BOB SEGER 22 TOP VAN HALEN	VAN HALEN SIMPLE MINDS	a BONNIE TYLER BOBERT TEPPER B AUTOGRAPH	WIKE & THE WECH.	SIMPLE MINDS	EUROGLIDERS	ROBERT PALMER	ABSOLITZ BEULNNERS	TED NUCENT MARILYT MARTIN JULIAN LENNON
EAS		MIKE & THE MECH.	TALK TALK	A KING KOBRA A JOE LYNN TURNER	RUSH		CALL ECHO & BUNNYMEN	PABULOUS T-BIRDS	DEL PUEGOS a GRANAM NASH s PRETTY IN PINK	
	No. of Concession, name	ROBERT PALMER	a HEART CULT (M) JOHN COUGAR MEL.		JACKSON BROWNE ABSOLUTE BEGINNERS		TALKING HEADS	BOB SEGER		NODELS JIMYY BARNES GLEN BURTHICK
		FIRM ROLLING STONES JULIAN LENNON	JOHN COUGAR MELLEN	1	ROLLING STONES	CFNY/Toronto-	B ROLLING STONES	BOB SEGER VAN MALEN (H) PHIL COLLINS	a UPO	PET SHOP BOYS
PARALLEL	CHOM-FM/Montreal		DIRE STRAITS		Medium e NR. NISTER a AEROSHITN	(416)453-7452	MODELS (M) LEGEND DEPECHE MODE	DIPP STRAITS		DORKEN TALK TALK
ONE	(514)935-2425	BUTT CONTINUE	ABSOLUTE BEGINNERS BRUCE COCKBURN	WTPA/Harrisburg, PA	A ACROSHITH	ASST PD. I DON BERNS		JULIAN LENNON SIMPLE MINDS		EXPORT
WIYY/Baltimore	PD: NOB BRAIDE ND: BENOIT DUFRESNE	Nedium STEVIE NICKS CLANNAD	BRUCE COCKBURN HONEYMOON SUITE (L) LOVERBOY (L) GLASS TIGER (L)	(717)697-1141	Light a wax	Heavy STAN REDOWAY	VIOLENT PENNES (M) ERASURE	JOHN COUGAR MEL.	WSHE/Miemi	CTHOPP MINDS
(301)889-0098	HEATY PETE TOWN SHEND	GRAZIAN NASH		PDI SIMON JEFFRIES ND, CHRIS JAMES	a KEEL a JEFF PARIS	JOHN HARTYN	MOVIELAND A HOWARD JONES	PIRM OZZY OBBOURNE BRIAN SRTEER	(305)581-1580	ABSOLUTE BEGINNERS
PD: TON EVANS MD: CHRIS EMRY	OPUS ELVIS COSTELLO	DIRE STRAITS SIMPLE MINDS	JIN FOSTER (L) IAN THOMAS (L) ANNOWS	HEATY ROBERT PALMER		TALE TALK NODERN ENGLISH VIOLENT FEMMES	A PLOCK OF STACILL	BRIAN SETEER HONEYHOON SUITE JINNY BARNES	PD: MICHAEL DALPANZO	GRAHAM SASM SHIL COLLINS Light
	BRIAN SETIER	HOOTERS BRIAN SETZER	J LIMMY BARNES	1825		VIOLENT PEMMES PRETTY IN PINK	Nedium a KING a LET'S ACTIVE		Nesty ROBERT PALMER	Light
Heavy PHIL COLLINS JOHN CORDAR ME:	FEARGAL SHARKEY TALK TALK	HONEYMOON SUITE	ELVIS COSTELLO PRETTY IN PINK	VAN HALEN (M) DIRE STRAITS	WHEB-FM/Portsmouth (603)436-7300	SPICE COCKDUBN	A LET'S ACTIVE A NUSKER DU	HR. MISTER JOE COCKER 908 SEGER	JOHN COUGAR MEL.	
JOHN COUGAR MEL. DIRE STRAITS (M) MIRE & THE MECH. (M)	TALK TALK HEART LEVEL 42	JOHN COUGAR MELLEN JIMMY BARNES	PRETTY IN PINK a LEGEND a JUDAS PRIEST	DEL FUEGOS EZ TOP	MDI CHRIS GARRETT	ABSOLUTE BEGINNERS VICIOUS PINK CRAEY 8:8	Light JOHN LENNON		FIRM STEVIE NICKS	
ROBERT PALMER ROLLING STORES (M)	DOUBLE WICTED	STARSHIP TEO MIGENT	BLACK SABBATS	EZ TOP BLUE OYSTER CULT JACKSON BROWNE HONETHOON SUITE	Heavy BOBERT PALMER	DRUN THEATER		ABSOLUTE BEGINNERE	STEVIE NICKS ROLLING STOKES (M) VAN HALEN (L)	WNOR-FM/Nortolk
OUTFIELD	ROLLING STORES CLAINAD ARSOLUTE BEGINNERS	HEART JUDAS PRIEST	TED NUGENT ZZ TOP OZZY OSBOURNE	JULIAN LENNON SHARKS	ROBERT PALMER DEL PUEGOS VAN HALEN (L)	Medium a BILL NELSON a ART OF NOISE a RED GUITARS		a CALL	PET SHOP BOYS PHIL COLLINS DELY OGBOURNE	(804) 623-9687
BOB SEGER VAN HALEN			A JACKSON BROWNE	SHARKS NOLLING STONES MR. MISTER FABULOUS T-BIRDS		A ART OF NOISE	PARALLEL			VP PROG. 1 RON REEGER ND: DAVID HILLARY
Mediou ABSOLUTE BEGINNERS	9 1/2 WEEKS (M)		DOWN AND OUT	MR, MISTER	BOB SEGER					
	KATRINA & THE WAVE		JOE COCKER	FABULOUS T-BIRDS	BRIAN SETZER		THREE		FABULOUS T-BIRDS	Handrid
	KATRINA & THE WAVE Medium CULT		JOE COCKER	SOB SYGER	BRIAN SETZER	a PET SHOP BOYS			OUTFIELD	Heavy
JACKSON BROWNE JOHN COUGAR MELLEN PABULOUS T-BIRDS JULIAN LENNON	Nedium CULT PLATINUM BLONDE	WHJY/Providence	JOE COCKER	SOB SYGER	BRIAN SETZER PABULOUS T-BIRDS ALARM CZZY OSBOURNE ROLLING STONES [L]	A PET SHOP BOYS	THREE WOBK-FM/Albany, NY (518)462-5555	KZEW/Dallas	OUTFIELD BANGLES JULIAN LENNON PRETTY-IN PINK (M)	Heavy
JACKSON BRONNE JOHN COUGAR HELLEN PABULOUS T-BIRDS JULIAR LENNON STEVIE NICKS OZEY OSBOURNE POD STOPS	Medium CULT PLATINUM BLONDE CATS CAN FLY HONEYMOON SULTE	(401)438-6110	JOE COCKER Light a HAYNIRE a GRANT PULLERTON	BOB SZGER SOB SZGER PHIL COLLINS Medium a CALL a BOOTERS	BRIAN SETZER PABULOUS T-BIRDS ALARM QZZY OSBOURNE ROLLING STONES [L] JOHN COUGAR MEL. NORM COUGAR MEL.	a HINESTRY A HOWARD JONES	WOBK-FM/Albany, NY (518)462-5555	(214)748-9898	OUTFIELD BANGLES JULIAN LENNON PRETTY-IN FINK [H] Medium	Heavy BOB SECER ROLLING STORES FIRM (M) VAN HALEN (N) ME MITTER
JACKSON BRONNE JOHN COUGAR HELLEN PABULOUS T-BIRDS JULIAR LENNON STEVIE NICKS OZEY OSBOURNE POD STOPS	Modium CULT Platinum Blonde Cats Can FLY Honeymoon Suite Firm Glass Tiger	(401)438-6110 ASET. PD: GLENN STEWART	JOE COCKER		BRIAN SETZER PABULOUS T-BIRDS ALARM QZZY OSBOURNE ROLLING STONES [L] JOHN COUGAR MEL. NORM COUGAR MEL.	a HINESTRY A HOWARD JONES	WOBK-FM/Albany, NY (518)462-5555 PD: JOHN COOPER ND: PEGGY APPLE	(214)748-9898	OUTFIELD BANGLES JULIAN LENNON PHETTIN PINK (M) Modium JACKSON BROWNE NIKE & THE MECH. PETE TOMMSHEND CALL	Heavy BOB SECER ROLLING STORES FIRM (M) VAN HALEN (N) ME MITTER
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(214)528-5500 PD: AMOY LOCKRIDGE ASST. PD: REDBEARD

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WWTR/Ocean City (301)289-4545

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REGIONAL AOR ACTIVITY

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VAN HALFN (M)	HIKE & THE MECH.		NOSERT PALMER ZZ TOP JACKSON BREDME (L) BOB SEGER PRETTY IN PINK SIMPLE HINDS Medium Dire Straits RATHINA 1 THE MAYE ABSOLUTE BEGINNERS Light		Heavy ROBERT PALMER VAN RULEN (M) BOB STORE SALEN (M) DISCORE JOE COCKER UPO MARILLION HONTIMOON SUITZ DISNIS DITUNIS JACKSON BROWNE CARAULE SEXTON	JULIAN LENNON BRIAN SETZER JOE COCKER		HD: JOE BLOOD Heavy MIKE & THE MECH. (M	Heavy ELO	THREE
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PDI BOB PAZIO ASST. PDI BONNIZ STACEY Neavy	WRDU/Raleigh	BRIAN SETZER MIKE & THE MECH. JOE COCKER	KXZL/San Antonio (512)226-6444		FARULOUS T-BIRDS	E.I.E.I.O. HODERN ENGLISH DEL LORDS ANIHOTION DREAM ACADEMY JIMMY JOHNSON	ELO Medium a KATRINA & THE WAVE a YOUNGBLOOD Light a MICHAEL TOMLINSON		SINPLE NINDS (N) BOB SEGER	Medium Light s JUDAS PRIEST s STEVIE NICKS s JEFF PARIS a AUTOGRAPH a BIG AUDIO DYNA.
TACEY Neavy ROLLING STONES (M) VAN HALEN (M) BOB SEGER JULIAN LENNON OZZY OSBOUNNE ROBERT PALMER	(919)782-1061 ON BEN BALL HD: BOB WALTON	JULIAN LENNON	PD: DANIEL COOR ND: ANGELA WRIGHT	ABOLDUES T-BIRDS ELO Medium SIMPLE MINDS A ABSOLUTE BEGINNERS MIKE & THE MECH. A AEROSHITH A CALL	ALARN PAT BENATAR GLEN SURTNICK	JINY JOHNSON MARK JOHNSON TONNER & BURTON LONG KTOERS CROSERDADS Light DIMMIS DEVOUNG & CLARENCE GATEMOUTH JOE JACKSON & GREG KIMN			JOZ COCKER (M) ALARH PET SHOP DOYS ROLLING STONES JACKSON BECOME (M) Hediam N YOUNGBLOOD A KATRINA & THE WAVE MODENN ENCLISH Z TOP Linpe	a JEFF PARIS a AUTOGRAPH a RIG AUDIO DYNA.
OZIY OFBOURNE ROBERT PALMER JACKSON BROWNE (M)	(PROZEN)	PETE TOWNSHEND FIRM ELO DIRE STRAITS DIRE STRAITS DIRE STRAITS DIRE STRAITS ROLLING STONES SIMPLE HINDS B BOD SPECE	Heavy PHIL COLLINS VAN HALEN (M) ROLLING STONES (M) FABULOUS T-BIRDS DIRE STRAITS (M) ROBERT PALMER	a AEROSMITH a CALL	INKS MODELS NING KOBRA LEGS DIAMOND NOOTERS STARSHIP GREG KINN PRETY IN PINK RICK AXE RLO	CROSSROADS Light DENNIS DEVOUNG		WWCT/Peoria	JACKSON BROWNE (M) Hedius B YOUNGBLOOD	
ALARM	JOHN COUGAR MEL. JOHN COUGAR MELLEN OUTFIELD	JIMMY BARNES ROLLING STONES	ROLLING STONES (H) FABULOUS T-BIRDS		A LEGS DIAMOND	a CLARENCE GATEMOUTH a JOE JACKSON a GREG KIEN	KGGO/Des Moines (515)265-6181	(309)674-2000 PD: JEFF MURPHY MD: PHIL MANICKI	A KATRINA & THE WAVE A MODERN ENGLISH # 22 TOP	WKLT/Kalkaska
DOKKEN BRIAN SETZER HONEYHOON SUITE	ROBERT PALMER JACKSON BROWNE (M) VAN HALEN	HOOTERS	ZZ TOP (M)		GREG KIHN PRETTY IN PINK		PDI JACK EMERSON		Light a CHURCH	(616)258-2800 GM1 CHUCK POET ASST. PD1 TERRI RAY
PABULJUS T-BIRDS CALL DOKKEN BRIAM SETIER HONETHOON SUITE FIRM (M) 12 TOP TALK TALK JOE COCKER MR. HISTER DEL FUECOS MOOTERS	INS 57 JOHN COMCAR MEL. JOHN COMCAR MEL. ROBERT PALMER JACKSOM BROWNE (M) VAN ROLEN DIEL STRAITS IZ TOP PTI SHOE BOYS ROLING STONES HOGING STONES HOGING	HOULENS Hedium a GRAHAM NASH a STARSHIP a JACKSON BROWNE a JUDAS PRIEST a GREG KIHN	JULIAN LENNON HINE & THE MECH. (N) HEGIUS CALL	WHMD/Hammond (504)345-1070	TOUR OF BUT	WEBN/Closinnati	Heavy ROBERT PALMER INXS VAN HALEN	Reavy VAN HALEN (L) ROLLING STONES ROBERT PALMER BOG SEGER		Beavy BOR SEGER
JOE COCKER NR. MISTER DEL PUEGOS	BOR SEGER ROLLING STONES	a JUDAS PRIEST a GREG KIHN Light	a CALL	ROLLING STONES	CALL ABSOLUTE BEGINNERS BIG AUDIO DYNA. DEL PUEGOS	(513)871-8500	ROLLING STONES DIRE STRAITS (H) PHIL COLLINS	BOB SEGER MIKE & THE MECH, PHIL COLLINS		ROLLING STONES (M)
SIMPLE MINDS MIGHLANDER				Heavy ROLLING STONES JACKSON BROWNE (H) JOHN COUGAR MEL. PALCO STEVIE NICKS	BIG AUDIO DOWNA. DEL PUEGOS JON BUTCHER AXIS BRIAN SETZER BAD BOY JUGAS PRIEST	PD: TOM OWENS HD: CURT GARY (FROZEN) Heavy	INXS VAN HALEN ROLLING STONES DIRE STRAITS (M) PHIL COLLINS NIRE & THE MECH. 22 TOP (M) Medium Light * FABULOUS T-BIRDS	BOBERT PAIMER BOB SECER MIKE & THE MECH, PHIL COLLINS JACKSON BROWNE HORETWOON SUITE DIRE STRAITS JULIAN LENNON ELO JAC COCKER	WRQK/Canton (216)492-5630	ROBERT PALMER 22 TOP (H) FIRM (M)
BEL FORCES SIMPLE MINDS MIGHLANDER PRETTY IN PINK Medium 6 KATRINA L THE WAVE Light				HINE & THE RECH.	WAX	Heavy INCS RODERT PALMER JOHN COUCAR HEL. 22 TOP (M) OUFFIELD ROGER DALTREY DIRE STRAITS HEART VAN HALTM	a FABULOUS T-BIRDS a CALL	Et Bull grad an attand	PD: RICK SINGER	JACKSON BROWNE (M) VAN HALEN (M) ROBERT PALMER II TOP (M) PIRM (M) OUTFIELD MIKE & THE MECH. Medium MARILLION
WFYV/Jacksonville,	WIM2-FM/K noxyl(le (615)525-6000	WWWV/Charlottesville	KESI/San Antonio (512)337-4550	STARSHIP PHIL COLLINS ROBERT PALMER 12 TOP ELVIS COSTELLO BOB STOEP N BOB STOEP	CHARLIE CHARLIE DOWN AND OUT., RAINBOW VIOLENT FEDMES RUSH JAMES YOUNG DOWREN	OUTFIELD ROCER DALTREY DIRE STRAITS		FIRM ZZ TOP MR. MISTER PET SHOP BOYS Medium A ASOLUTE BEGINNERS A GRANAM NASH B HOTTERS	VAN HALEN (M) ROLLING STONES (M) BOB SEGER	· MARILLION
(904)642-1055 PD: CHRIS JONES HD: LEX STALLEY	PD: KERRY LAMBERT ND: HIKE CAPPS Heavy	(804)971-4057	AST PD: JIM ROBINSON	BOB SEGER BOB SEGER DREAM ACADEMY	RUSH JAMES YOUNG DOKKEN	NEART VAN HALEN BOB SECER		PET SHOP BOYS Nedius a ABSOLUTE BEGINNERS	JACKSON SHOWNE (H) OZZY OGBOURNE ZZ TOP (H)	
HD: LEX STALEY Heavy ROLLING STONES	ELO HEART LOVERBOY	Heavy ROLLING STONES	Neavy JACKSON BROWNE (L) CHINA CRISIS ELO (M) EUROGLIDERS EVERLY BROTHERS	JOE COCKER	PETER FRAMPTON JOHN LENNON OUTFIELD	HCART VAN HALEN BOB SECER JULIAN LENNON MAX HONEYMOON SUITE FIRM	KQDS/Dututh (218) 728-6421	A SIMPLE MINDS	FIRM (M) ROBERT PALMER TALE TALE	KFMQ/Lincoln
ROLLING STONES VAN HALEN INXS \$2 TOP JACKSON BROWNE	ILLO MEART LOVERDY INKS VAN HALEN (M) LEVEL 42 ROBERT PALMER NIGHT SANCE	VAN HALEN JACKSON BROWNE BOB SEGER		CALL. VAN HALEN PABULOUS T-BIRDS	Light	FIRM Hedium ROLLING STORE	PDA MIKE KELLER MD: JOHN TOWER	a PETE TOWNSHEND a TED NUGENT a WAX a JUDAS PRIEST	Neary Via (A) (A) Noa FARES (A) Nob SECORE (M) Nob SECORE (M) OIT OBOUTREE TO TO (M) NET (M) N	(402)476-8585 PD: TOM BARKER MD: BOB ALLEN
JACKSON BROWNE FIRM BOB SEGER	ROBERT PALMER NIGHT RANGER STEVIE NICKS (M)	ROLLING STORES VAN HALEN JACKSON BROWNE BOB SEGER ROBERT PALMER 22 TOP JULIAN LENNON PABULOUS T-BIRDS FIRM	JUSTIN HAYWARD JOHN COUGAR MELLEN GRAMAM NASH	DREAM ACADEMY OPUS JOE COCKER MR. NISTER CALL VAN RALEN PABULOUS T-BIRDS ABSOLUTE ADDINNERS JULIAN LENON LEVEL 42 SIMPLE MINDS GREG RINN		FIRM Madium Rolling Stones FABULOUS T-BIRDS BLUE OTSTER CULT STEVIE NICKS VAN STEPHENSON CALL JACKSON BROWNE	Heavy VAN HALEN (M) ROLLING STONES (L) ROBERT PALMER	a JUDAS PRIEST	ABSOLUTE BEGINNERS	
JACKSON BROWNE FIRM BOB SECER JULIAN LERNON MIKE 4 THE MECH. PHIL COLLINS HORETMOON SUITE BABLUT MAMER PADLUT RATIONAL THE HAVE 4 CATER NA THE HAVE JUDAS PRIEST	ROBERT FALMER NIGHT RANGER STEVIE NICKS (M) PETER FRAMFTOM HOMETMOD SUITE OUTFIELD HIRE & THE RECH. JACKSON BROMME EDD SEGER DISF GTRAITS	BRIAN SETZER	SADE SADE MICRAEL TOMLINSON (L) PRETY IN FINK Medium JOI COCKER (L) B DODIE JORSON (L) D JULIAN LENNOD N JULIAN LENNOD N JULIAN LENNOD	a DOWN AND OUT	16121645-5601	VAN STEPHENSON CALL JACKSON BROWNE	JULIAN LENNON		JULIAN LENNON PET SHOP BOYS MR. MISTER DOKKEN PHIL COLLINS CALL MARILLION	HARTY PARULOUS T-BIRDS JACKSON RROWNE NOBETHICON SUITE BOB SECEN VAN NALEM (M) NOLLING STORES METE TOMESTRING JOE COCKER JULLIAN LEMMON BRIAN SETZER
ROBERT PALMER PABULOUS T-BIRDS	JACKSON BROWNE ZZ TOP BOD SPOTD	BIKE & THE MECH.	A JOE COCKER (L) E EDDIE JOBSON (L)	A CHARLIE SEXTON Hed Lus a PET SHOP BOYS	PD: DAVE HAMILTON MD: WALLY MALKER		JULIAN LENNON ABSOLUTE BEGINNERS CALL JACKSON BROWNE	WSKS/Cincinnati (513)868-3696	PHIL COLLINS CALL	NON HALEN (M) ROLLING STONES
A RATRINA & THE WAVE a JUDAS PRIEST	DIR STRAITS ROLLING STONES (M) Medium Light e CALL	JOHN COUGAR MELLEN PETE TOMNSHEND KONEYHOON SUITE	STEVIE WONDER (1) MATT BIANCO NYLONS (1)	A BOURGEOIS TAGO	BOB SZGER BOB SEGER		ABSOLUTE BEGINNERS CALL JACKSON BROWNE Hedius a SIMPLE MINDS a INXS	PDI MARTY BENDER	SIMPLE STRAITS	PETE TOWNSHEND JOE COCKER JULIAN LENNON
WKQQ/Lexington	e CALL	INXS JOHN COMGAR MEL. JOHN COMGAR MELLEN PETE TONSSIEND KONETHOOK SUITE ASSOLITE BUGINNERS JOE COCKER OZY COSBOURKE PHIL COLLINS	a SADE Light	A TED NUGENT	RADUE SUCCEP FABULOUS T-BIRDS BLUE OYSTER CULT (M. ROBERT PALMER JOE COCKER VAN HALEN CALL	WLL2/Detroit (313)855-5100		OUTFIELD SLY POX	Medium a GRAHAM NASH a JOE JACKSON	BRIAN SETZER DIRE STRAITS Medium
(606)252-6694 PD: DAVE KRUSENKLAUS MD: ROB ELLIS		ELVIS COSTELLO	1		JOE COCKER VAN HALEN CALL	ACT. PD: DOUG PODELL ACT. ND: ROI		POBERT TEPPER FIRM OZZY OSBOURNE		a HOOTERS a ABSOLUTE BEGINNERS Light
Heavy	KMJX/Little Rock	Hediom a HOOTERS Light	MIDM	VEST	FIRM (M) ROLLING STONES (M) GRAHAM NASH GREG KIHM	Heavy VAN HALEN (M) BOB SECER ROLLING STONES (M) DIRE STRAITS (M)	WLAV-FM/Grand Rapids	Heavy OUTFIELD SLY POX NALEN (N) ROBERT TEPER FIRM OZZY OSBOURNE INXS (M) PHIL COLLINS ROBERT PALMER FALCO		JULIAN LEHRON BRIAN SETZER DIRE STRAITS Medium HOOTERS ARSOLUTE BEGINNERS Light JULAS PRIEST STRAINE ANAX A DO SIGER
Heavy Jackson Browne Van Halen Bor Seger Julian Lennon	(501)470-0088 PD: TON MOOD MD: TONOT SMITH	Light a JOE JACKSON a BIG AUDIO DYNA. a DOKKEN			CREC FINH Red JUP PRETTY IN PINK DIRE STRAITS JACKSON BROWNE JULIAN LEMMON NARILLICH THE WAVE NARILLICH THE WAVE DORKEN DEL FUECOS 22 TOP HUSKER DO JUDAS PRIEST 1005	NOLLING STONES (M) DIRE STRAITS (M) NONEYNDON SUITE	(616)456-5461 PD: DAVE LANGE MD: ARIS HAMPERS	RUBERT PALMER PALCO 22 TOP MIKE 4 THE MECH. JACKSON BROWNE JOEN CONGAR MELLEN LLO PET SHOP BOYS BOORY	WXKE/Ft. Wayne (219)484-0580	A NON SECEN
JULIAN LEMOON ZZ TOP ROLLING STORES HOMETORNS NUTE HOMETORN SUITE HOMETORN NASH PHIL COLLINS PHIL PHIL PHIL COLLINS PHIL PHIL PHIL PHIL COLLINS PHIL PHIL PHIL PHIL COLLINS PHIL			PARALLEL		JACKSON BROWNE JULIAN LENNON KATRINA & THE WAVE	DIRENTRATIS (N) MORETWON SUITE I COBERT PALMER COEST COBOUNCE HEART TFINE (L) Medium BOB SECER JOHN COUGAN MEL. ROBERT TEPPER STARSHE STARSHE ABROWNITH	Beavy MD MICPPD	JACKSON BROWNE JOHN COUGAR MELLEN	PDI BICK WEST MDI HAL BRANDT	
HONEYHOON SUITE HOOTERS GRANNH NASH	Heavy ROBERT PALMER JACKSON BROWNE ROLLING STONES OUTFIELD INXS		ONE	Hedium FIRM STEVIE NICKS LEVEL 42	DOKKEN DEL FUEGOS	TED NUGENT (M) FIRM (L) Madium	YOUNCELOOD FIRM HIKE & THE MECH. FABULOUS T-BIRDS PETE TOWNSHEND II TOWNSHEND JACKSON BROMER NGLINGERONES BOB STOCE BOB STOCE VAN HALEN JULIAN JENNOH	PET SHOP BOYS BOCKY IV BOB SEGER VAN STEPHENBON MR. MISTER BOLLING STOMES (N) DIME STRAITS I JOHN COUCAR MEL. S JOHN COUCAR MEL. A DONN AND MICHAEL SENELLO A CHARLIE SENELLO A WAX	HEAVY VAN NALEN (M) ROLLING STONES (M) ZZ TOP	
A FIRM PHIL COLLINS PETE TOWNSHEND	BANGLES	WOOJ/Ft. Myers (813)275-9665		PETER PRAMPTON	22 TOP HUSKER DU JUDAS PRIEST	BOB SEGER JOHN COUGAR MEL. ROBERT TEPPER	PETE TOWNSHEND	NR. MISTER ROLLING STONES (M)		WZZQ/Terre Haute (812)232-5034
JOHN COUGAR HEL. CALL	FLO	PD: PAT DEISCH MD: CHARLIZ KEEN	WCKG/Chicago (312)781-7300	DIRE STRAITS PETE TOWNSHEND	a BIG AUDIO DYNA. JOHN COUGAR MEL.	STARSHIP BLUE OYSTER CULT INXS AEROSMITH	ROLLING STONES	a JOHN COUGAR MEL. Hedium a DOWN AND OUT	ELO JACKSON BROWNE JOHN CONGAR HELLEN	PD: DON RIVERS ND: DAN MICHAELS
CALL PABULOUS T-BIRDS SIMPLE MINDS Medium # ROBERT PALMER 4 PET SHOP BOYS	JOHN COUGAR MELLEN TLO PABULONS T-BIRDS BLUE OYSTER CULT OZY OSBOURNE BOB SEGER SIMPLE MINDS FIRM	Heavy ROLLING STONES ROBERT PALMER	PD: DON DAVIS HD: TOR DANIELS	DIRE STRAITS PETE TOWNSHEND BLUE OFSTER CULT GLEN BURTNICK HONEYHOON SUITE FABULOUS T_BIRDS CALL	NEART OUTFIELD TON PETTY	AEROSHITH JULIAN LENNON JOE COCKER DEL LORDS HARILYN MARTIN CHARLE SEXTON ALARM JUDAS PRIEST HIGHLANDER JUMAS PRIEST	JULIAN LENNON LEVEL 42	a MICHAEL SEMBELLO a CHARLIE SEXTON a WAX	ROBERT PALMER ELO JACKSON BROWNE JONN CONGAR HELLEN PHIL COLLINS ROBERT TEPPER PABULOUS T-BIRDS Medius A NOOTERS A DIFE STRAITS Light Light	BBARY FIRM (L) INXS JOHN COUGAR MELLEN ROBERT PALAGE VAN MALEN (L) DOWARD & BOLSHOL STOMES DIRE STATIST ALAN PARSONS (L) ROBERT TEPPER JACKSON BROWNE 22 TOP (L)
4 PET SHOP BOYS	PIRM Medium Light	BOB SEGER JACKSON BROWNE	ABSOLUTE BEGINNE(H) FIRM (H)	VAN STEPHENSON	IN PETT	HARILYN MARTIN CHARLIE SEXTON	a JEFF PARIS a JOE JACKSON		Medium a HOOTERS a DIRE STRAITS	VAN RALEN (L)
WDIZ/Orlando	PIEN Hedium Light Jight Abanes Jight Abanes Jight Abanes Jight Abanes All Abanes Abanes Abanes Abanes Banes Abanes Bane	ROBERT PALAGRE VAN HALEN BOB SEGER JACKEGON BROWNE ZZ TOP JULIAN LENNON HELAET PHIL COLLINS FIRM	Heavy ABSOLUTE BEGINNE(H) FIRM (H) JULIAN LENNON ROBERT PALHER ROLLING STONES (H) ROB SEGER BOB SEGER Medium	CHARLIE SEXTON		JUDAS PRIEST HIGHLANDER JIMMY BARNES	a box thereas		Light a INXS	BOB SEGER ROLLING STONES DISE OTBATES
(305)645-1802	A PRETTY IN PINK a BOB SEGER A ABSOLUTE BEGINNERS	FIRM Medium * ABSOLATE BEGINNERS Light * DOXXEN	JACKSON BROWNE	EXPORT BOS SEGER BOB SEGER	KSHE/St. Louis (314)842-1111	JIMAY BARKES FABULOUS T-BIRDS GARY MOORE UPO BRIAN SET2ER		WIOT/Toledo		ALAN PARSONS (L) ROBERT TEPPER JACKSON BROWNE
PD: RAD MESSICK	a AUTOGRAPH	Light a DORKEN a MARILLION a UPO	CALL	TED NUGENT EXFORT BOS SECTR BOS SECTR BOS SECTR JULIAR LENNON OZIY OSBOURNE GRAHAM NASH ANSOLUTE REGINNERS A SINFLE MINOS B BRIAN BETIER B NOTLEY CHILE	ON'S RICK BALLS ASST. PD: AL HOFER	BRIAN SETZER RUSH EXPORT GRANAM NASH KEEL		(419)248-3377 PDI NICHAEL HUGHES MDI RICK VAN GIL	WWCK/Flint	
Heavy 22 TOP (M) ROBERT PALMER HIKE 4 THE MECH. (M) VAN BALEN (M) ROLLING STONES (M)		a 090	A PHIL COLLINS ELVIS COSTELLO DENNIS DEYOUNG DIRE STRAITS MARILLION MIRE & THE MECH. A MR. MISTER	ABSOLUTE BEGINNERS	HEAVY VAN HALEN INXS ROBERT PALMER	REEL & FIONA a MARILLION	WFBQ/Indianapolis (317)257-7565	MDI RICK VAN GIL Henvy	(313)744-1570 PD: MARK MILLER ASST. PD: LECIA	UULIAN LENNON PHIL COLLINS Medius Light a UFO (L) a LEVEL 42
ROLLING STONES (M) BOB SEGER PABULOUS T-BIRDS	WQMF/Louisville (502) 589-4400		MIKE & THE MECH. & MR. MISTER & GRANAM NASH	. NOTLEY CRUE	BOB SECER ROB SECER & ROLLING STORES JACKSON BROWNE BLUE OYSTER CULT	AUTOGRAPH ABSOLUTE BEGINNERS GLEN BURTNICK	PDI THE BEARMAN HD: JAY BAKER	Heavy ROBERT PALMER JACKSON BROWNE (M) MIKE L THE MECH. (M) VAN HALEN (M) ROLLING STONES (M) BOB SECEP IZ TOP (M) PHIL COLLINS DIRE STRAITS (M) Medium	ASST. PD: LECIA MACRYN Neavy	a LEVEL 42
JULIAN LENNON HONEYHOON SUITE MR. MISTER	PD: DUKE HEYER	WRUF-FM/Gainesville (904)392-0771	a MR. MISTER GRANAM NASH ALAN PARSONS RUSH BRIAM SETZER SIMPLE HINDS PETE TOMNSHEND JAMES YOUNG ZZ TOP		JACKSON BROWNE BLUE OTSTER CULT BRIAN SETZER DIRE STRAITS		Heavy MIRE & THE HECH. (H) ZZ TOP (H) JACKSON BROWNE (H) ROLLING STONES BOB EFERTE	ROLLING STONES (H) BOB SECER	MACRYN Neavy zz TOP (M) CALL BOB SEGER PHIL COLLINS OUTFIELD JACKSON BROWNE (M) YAN MALER (M)	
Mediua PETE TOWNSHEND	JOHN COUGAR MEL.	PDI HARRY GUSCOTT MD: VIRGIL THOMPSON	SIMPLE MINDS PETE TOWNSHEND JAMES YOUNG	WRIF/Detroit (313)827-9505		PARALLEL	ROLLING STONES BOB SEGER VAN RALEN (M)	PHIL COLLINS DIRE STRAITS (M) Medium & GLEN BURTNICK	OUTFIELD JACKSON BROWNE (H) VAN HALEN (H)	KSQY/Rapid City (605)578-3533
VAN JALEEN (H) ROLLING STORES (H) DOG BECOM JULIAN LENRON HOMETHOOR SUITE HS. HISTER Medius A PETE FOMSHERD Light Light S JUPO	INXS. ROBERT PALMER JACKSON BROWNE	Heavy PHIL COLLINS DEL FUEGOS	ZZ TOP	PD: MICHAEL MAYER ASST. PD: JOE URBIEL	OZZY OSBOURNE Nedius FIRM HEART ALAN PARSONS HOREYMOON SUITE FABULOUS T-BIRDS	TWO	ROBERT PALMER JULIAN LENNON PABULOUS T-BIRDS	a GLEN BURTNICK	VAN HALEN (M) ROLLING STONES (M) ROBERT PALMER MIRE & THE HECH.	PD: JACK DANIELS MD: JEFF MICHAELS
	Heavy II TOP JOHN COUGAR MCL. RODER DALTMEY INKS. ROBENT PALMER JACKSON BROWNE VAN HALEN (N) Hediue Light	DIRE STRAITS PABULOUS T-BIRDS	WLUP/Chicago	VAN HALEN (H) FIRH (H)		WAPL/Appieton- Green Bay	NAN HALEN (M) NORERT PALMER JULIAN LENNON PABULOUS T-BIRDS PHIL COLLINS HONEYMOON SUITE Nedius		Hedium NR. MISTER PET SHOP BOYS	Heavy BLUE OVETER CULT HONEYMOON SHITE (1)
WTKX/Pensacola		OZZY OSBOURNE ROBERT PALMER BRIAN SETZER	(312)440-5270	BOB SEGER	SIMPLE MINDS DOKKEN JULIAN LENNON	(414)734-9226 PDI BRIAN TAYLOR HDI RICK PANNECK		KMOD/Tulsa		Heavy BLUE CYSTER CULT NONEYHORN SUITE (L) BOB SEGER FABULOUS T-BIRDS BRIAN SETZER ROBERT PALMER FIRM (N)(L) BOLING STONES (M)
(904)438-7543 PD1 NARK DAGWELL MD1 J.D. STONE		VAN HALEN (L) ZZ TOP Medium	HEAVY	DIRE STRAITS (H) TED NUGENT (H) AEROSMITN (M)	JOE COCKER MARILLION 22 TOR			(918)664-2810 PD: CHARLIE WEST MD: JIM JONES		ROBERT PALMER FIRM (M)(L) ROLLING STONES (M)
	WKDF/Nashville (615)244-9532	DEL FUECOS DIRE STRAITS FABULOUS T-BIRDS JOHN COUGAR MEL. OZIY OBDOURNE NOBET FALMER VAN HALEN (L) ZZ TOP Hedius ARSOLUTE BEDINNERS INVS INVS INVS	JACKSON BROWNE (M) MODELS VAN HALEN	HARY VAN HALEN (H) FIRT (H) BOB STOER HOART (H) DIRE START (H) DIRE START (H) ACCOMMENT (H) ACCOMMENT (H) ACCOMMENT (H) ACCOMMENT (H) JOHN COUCAR MEL. PETTER FRANGTON INKS	ELO MIRE & THE NECH. JOHN CONGAR MET	Heavy VAN HALEN ROLLING STONES JACKSON BROWNE (M) BOS SECER FABULOUS T-BERDS HONEYMOON SUITE TALE TALE	WIBA-FM/Madison	Heavy	KTCZ/Minneapolis	JACKSON BROWNE (H) (L) JOE COCKER (L) HIKE & THE MECH. (H)
Heavy PHIL COLLINS VAN HALEN ROLLING STONES (M) 22 TOP MR. MISTER PABLOUS T-BIRDS	PDI BILL PUCK ASST. PDI DAVID HALL	a CALL (L) Light a ROBERT TEPPER	Heavy JACKSON BROWNE (M) MODELS VAN HALEN ROBERT PALMER BOB SEGER BOD SEGER BOD SEGER	TALKING HEADS PETER FRAMPTON INXS	SIMPLE MINDS DOWKEN JULIAN LEAMON DEL FURCOS JUE COCKIE MIRE SON EXCLOSE FURCOS MIRE STHE MECH. JOHN COUGAR REL. PETE TOMOSHEN PETE TOMOSHEN TED MOLENT RUCH	FABULOUS T-BIRDS HONEYMOON SUITE TALK TALK BRIAN SETZER	(608)274-5450 PD: JACK MITCHELL MD: CHRISTA LANE	Heavy BOB SEGER BOB SEGER JACKSON BROWNE PHIL COLLINS PABULOUS 7-BIRDS CZZY ORBOURDE	(612) 339-0000 PD: BORBY CHRISTIAN (FROZEN) Heavy BLOW HONKEYS	FIRM (M)(L) ROLLING STONES (M) JACKSON BROWNE (M)(L) JACKSON BROWNE (M)(L) JOE COCRER (L) MIKE & THE MECH. (M) LE TOP VAN MALER (M)(L) PHIL COLLINS Medium Light FIONA
	Heavy HEART INXS (M) FIRM (L)	-	BODI STGER ROLLING STORES FABULOUS T-BIRDS HIRE 4 HE HECH. (M) JULIAN LENNON PETE TOWNSHEND DREAM ACADERY DOWN AND OUT WAX OUTFIELD PHIL COULTNE	PETER FRAMPTON INKS JULIAN LENNON BOLL'ING STONES BULT OFFER CULT Medius HOMETMOON SUITE JACKSON BROMME PABULOUS T-BIRDS IFON EAGLE JOE COCKER DOKKEN		OZZY OSBOURNE	Heavy JOHN COUGAR HEL	BORFOT DALAFS	DEGEND	Hedium Light FlowA
	PIRH (L) OUTFIELD ROBERT PALMER PHIL COLLINS	1	DREAM ACADENY	HONEYHOON SUITE	OUTFIELD GLEN BURTNICK & ABSOLUTE BEGINNERS	ZZ TOP NR. HISTER CALL JULIAN LENNON ABSOLUTE BEGINNEPS	JOHN COUGAR MELLEN HEART	MOLLING STORES VAN HALEN (M) IZ TOP (N) Medium a MR. HISTER a STARSHIP	ECHO & BUNNYHEN ZLO (H) ELVIS COSTELLO (H)	JUDAS PRIEST
Hedium Bon SZCZR a STARSHIP a MAX Light a NorTERS	VAN HALEN (H) BOB SEGER JACKSON BROWNE	KFMX-FM/Lubbock	WAX OUTFIELD PHIL COLLING	TRON EAGLE JOE COCKER DOKKEN	a WAX	ABSOLUTE BEGINNERS Medium	ZZ TOP ROBERT PALMER INXS JACKSON BROWNE ROLLING STORES (L)	a DINE STRAITS	ECHG & BUNNYHEN ELG (H) ELG (H) EURSCOSTELLG (H) EURSCIERS (H) GRAHAH NASH JACKSON BROMNE (H) STARSHIP	
a WAX Light a Hooters	JOHN COUGAR HEL. JULIAN LENNON Medium	(806)747-1224 PDI WES NESSMAN MD: BILL BATEMAN	ABSOLUTE BEGINNERS DENNIS DEYOUNG Hedius	RUSH JIMMY BARNES JUDAS PRIEST		ABSOLUTE BEGINNEPS Medius * PETE TOWNSHEND Light a UFO # MOMARD JONES	ROLLING STONES (L) BOB SEGER BOB SEGER VAN RALEN (L) OUTFIELD	a MARILLION Light a AUTOGRAPH	STARSHIP JOHN LENNON (M) JUSTIN HAYMARD (M) LEVEL 42 (M) 9 1/2 MEEKS	
	OUTFILED ROBERT PALMER PHIL COLLINS VAN HALLEN (M) BOB SEGER JOHN COUGAR MEL. JOHN COUGAR MEL.	Beavy	OUTFILLD PHIL COLLINS ABSOLUTE REGINNERS DERNIS OFFOUND Nedius FIRM JOE COCKER JOE COCKER JOE COCKER MATTRIJONES MATTRIJONES MATTRIJONES MATTRIJONES MATRI	UFO & BITTER SWEET ALLEY	WXRT/Chicago		VAN BALEN (L) OUTFIELD Redium	a BARILLION Light a LEOS DIAMOND a ROBERT TEPPER a JOE JACKSON	9 1/2 WEEKS	WCPZ/Sandusky
WRXL/Richmond	Light	PHIL COLLINS BOB SEGER ROBERT PALMER	GRAMAN NASH GOLDEN PALONINOS		(312)777-1700 PDI NORH WINER MDI LIN BREHMER	WXLP/Davenport	Medium Light a MR. MISTER a ABSOLUTE BEGINNERS		NYLONS PETE TOWNSHEND (M) SADE (M) STING (M) VIRTIM Nedium	(419)625-1010 PD1 RANDY HUGG HD1 KEVIN YOUNG
(804)282-9731 HD: PAUL SHUGRUE		JACKSON BROWNE (H) VAN MALEN (M) DOWN AND OUT.	PRETTY IN PINK ELVIS COSTELLO	KYYS/Kansas City	Manvy ELVIS COSTELLO PETE TOMNSHEND PRETTY IN PINK JACKSON BROMME	(319)326-2541 OM/PDI TERRY DUGAN MDI GARY JAMES			Medium	Heavy JULIAN LENNON
Neevy ROLLING STONES	KLAQ/EI Paso	DRIAN SETZER JULIAN LENNON CALL	CALL CALL TALK TALK ARIAN SETZER 22. TOP ELO PETER PRAMPTON MARILLION RUSH	(816)561-9102 MD: SKID ROADIE	PRETTY IN PINK JACKSON BROWNE ROLLING STONES			KICT/Wichita		ROLLING STONES MR. MISTER
JACKSON BROWNE 22 TOP VAN HALEN (H)	(915)544-8864 PD: PEPE LOPEZ	JOHN COUGAR MELLEN PET SHOP BOYS PRETTY IN PINK MIKE & THE MECH.	PETER PRAMPTON	Neavy ROLLING STONES (M)(L) VAN NALEN (M) MIKE & THE MECH. (M) JACKSON SPONNE (M) BOB SEGER	JACKSON BROWNE NOLLING STORES ROBERT PALAGE ABSOLUTE BEGINNERS BANGLES MIRE & THE MECH, PABULOUS T-BIROS TALK TALK BIR ORVILLE BUR SECER BUG ADDIO DYNA. INNS	Heavy ROBERT PALMER ROLLING STONES VAN HALEN ZZ TOP (M) NIKE & THE MECH.	KATT-FM/Oklahoma City	(316)722-5600		NATRINA & THE WAVE BOB SECEP FABULOUS T-BIRDS ZRIC CARMAN VAN RALEN ELO
NUNCER' PALMER	Haavy VAN HALEN (L) JACKSON BROWNF	ALARM JINOY BARNES	RUSH	JACKSON BROWNE (M) BOB SEGER ROBERT PALMES	MIRE & THE MECH. PABULOUS T-BIRDS TALK TALK	INKE & THE MECH. INKS DIRE STRAITS (M) OUTFIELD	(405)848-0100 PD: PAT WELSH HD: SCOTT DOUCLAS	Haavy ZZ TOP (H)		VAN RALEN ELO ZZ TOP
22 TOP VAN HALEN (H) RORENT PALMER INXS BOB SEGEN BOB SE	Nawy VAN NALEN (L) JACKSON BAGWRZ ROBERT PALATER ROLLING STORES (L) STEVIE NICKS BOB SECTE OUTFIELD MIRE L THE MECH. PHIL COLLINS PARLICUS T-BIEDS	HIRE & THE HECH. ALARH JIMMY RARNES ELVIS COSTELLO BLUE OYSTER CULT Medium • STEVIE NICKS • GLUN BURTNICK • HOOTERS		BOB SECER ROBERT PALAFE HONEYHOON SUITE MARILYN MARTIN JULIAN LENNON PHIL COLLINS 12 TOP - Hedium BOB SECER FIRM (L) FABIRDS ALARM	BLANCHANGE MINK DEVILLE BOB SECER	OUTFIELD Medium a KEEL		BRAVY ZZ TOP (H) VAN HALEN (H) BOB SEGEN ROLLING STONES (H) JACKSON BROWNE (H) DIEN STALTS (H)		ZZ TOP FIRM MIDGE URE JOE COCKER
Light	BOB SEGER OUTFIELD MIRE & THE HECH.	a GLEN BURTNICK	WLVQ/Columbus, OH (614)224-1271	PHIL COLLINS 22 TOP . Medium	BIG AUDIO DYNA.	Hedium KEEL Light ABSOLUTE BEGINNERS DEL PUECOS BLUE OYSTER CULT VAY	HEAVY POBERT PALMER VAN HALEN (M) HOOTERS HEART PHIL COLLINS DOD COMMENT	MIRE & THE MECH. (M)		MIDGE URE JOE COCKER GRANAM NASH LEVEL 42 MIRE & THE MECH. MARILLION DEL FUECOS PETE TOMNSHEND CALL
	PHIL COLLINS FABULOUS T-BIRDS 022Y OSBOURNE		PD: PAT STILL MD: LEE RANDALL	FIRE (L)	RIG AUDIO DYNA. INXS PRINCE SIMPLE HINDS GOLDEN PALONINOS CLANNAD SIOUXSIE & BANSHEE HOMAD JONES LEDERD	A KATRINA & THE WAVE	PHIL COLLINS BOB SEGER ROLLING STONES (M)	OZAY OSBOURNE		MIRE & THE MECH. MARILLION DEL FUEGOS
KISS/San Antonio (512)223-6211	Light a ROBERT TEPPER a AUTOGRAPH	WTENA	Haavy VAN HALEN ROLLING STONES 22 TOP	BRIAN SETZER	HOMARD JONES	a SADE	FABULOUS T-BIRDS	Medium BRIAN SETZER		
PD: TRIP REE ASST. PD: TOM SCHEPPRE	PARLOSS T-HIRDS OZIY GEBOURNE Nedius Light a ROSERT TEPPER a AUTOGRAPH a FIRM a GRAMAN NASH a PITE TOWNSHEND a FIRM a DIRE TURNSHEND a DIRE TURNIS	WZEW/Mobile (205)432-0102		TED NUCENT GRANAM NASH RUSH	JOHN LENNON ECHO & BUNNYMEN VIOLENT FEMMES	WTUE/Dayton	PHEL COLLINS BOB SECER ROLLING STORES (M) 22 TOP FABULOUS T-BIRDS OZ2Y OBOURNE Medium SIMPLE MINDS Light	Light JUDAS PRIEST HOOTERS FIONA HR. HISTER		JOHN COUGAR HEL. TALK TALK
	a FIONA a DIRE STRAITS a ABSOLUTE BEGINNERS	PD: CATT STONE MD: PHIL COULLOUDON	JORN COLLINS JORN COLGAN MEL. NIKE & THE MFCH. ROBET PALMER (M) a JACKSON BROWNE a OUTFIELD MR. MISTER MARILYN MARTIN	JOE COCKER CALL JUDAS PRIEST DEL QUEGOS Light	LECOND Heddus John LENNOM ECHO & BUNNYMEN VIOLENT FEMENS FIAM LLOYD COLE ELO SOOP BOYS PENEXL SMAREY PAUL SMAREY PAUL SMAREY DOUB LOUDON MAINWRIGHT	(513)224-1501 PD: TOM CARROLL MD: JOHN SEAULIEU		HR. HISTER		
VAN HALEN POLLING STONES JUDAS PRIEST UFO		HEAVY VAN HALEN (M) JULIAN LEMNON (L) ROLLING STONES (M)	NR. HISTER MARILYN MARTIN	Light	PLI SHOP BOTS FEARGAL SHARKEY PAUL BRADY LOUDON WATHERCOM	HD: JOHN BEAULIEU Heavy ROLLING STORES		ARNEYHOON SUITE	Continued o	n next page
						NOWNING STORES				. ,
							1	1		

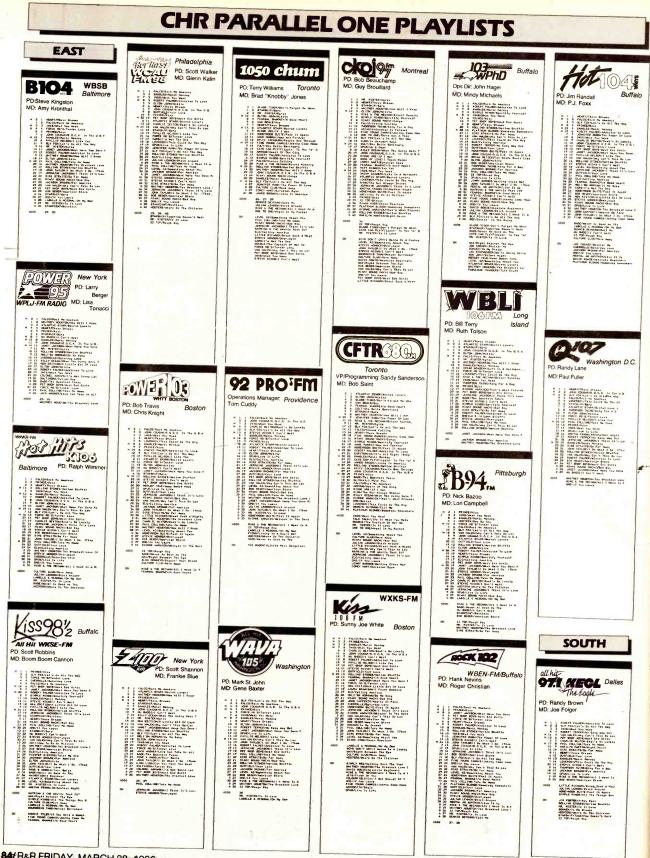
82/R&R FRIDAY, MARCH 28, 1986

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REGIONAL AOR ACTIVITY

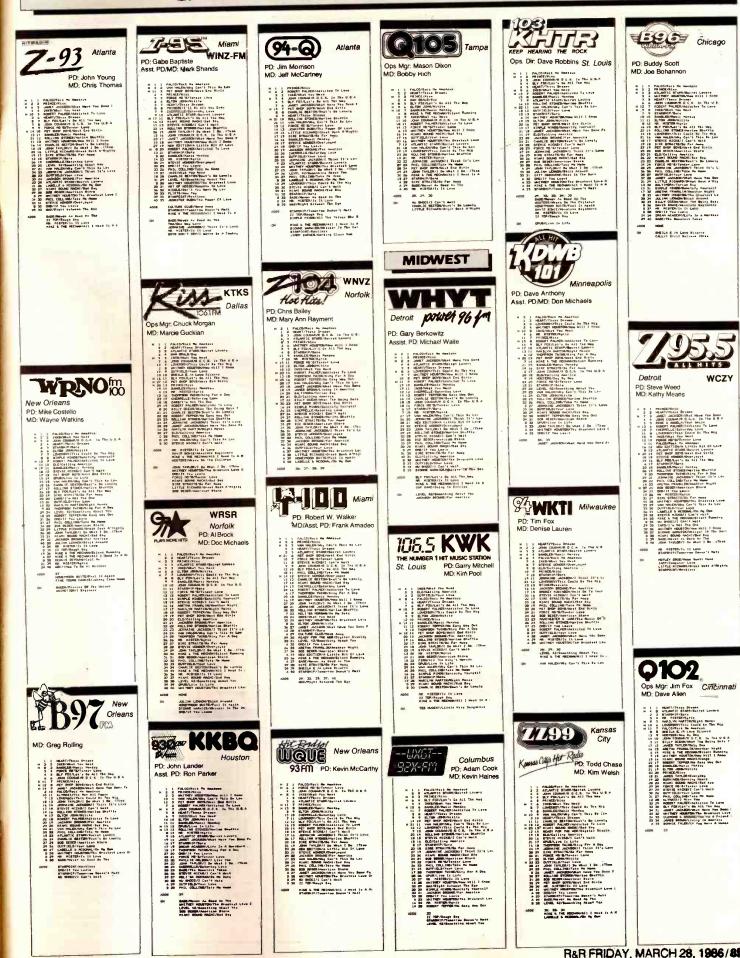
Continued)	DOWNEN BOB SEGER VAN MALIEN Madium Light	JIMMY BARKES CALL HOOTERS NUSH & JOE JACKSON & BIG AUDIO DYNA.	JIMMY BARKES BOURGEOIS TANG SIMPLE MINDS HONETHOON SUITE ALAN PARSONS BRIAN SETZER	ABSOLUTE BEGINNERS GREG REHN JOE COCKER TALK TALK ALARM	ROLLING STONES FIRM (H) STRENTP BRIAN SETERP JACKSON BROWNE (H) BLUE OVSTER CULT	KMBY/Monterey (408)394-9000 PDI RICH BERLIN NDI JANICE TAYLOR	KLPX/Tucson (602)622-6711 PD: ARIN HICHAELS ND: MARGIE WRYE	HICHARL TORLINSON ELO (H) EUROCLIDERS (H) JUBTIN HATMARD SADE TATEEN BOOME (L)	PETER PRAMPTON ROLLING STORES BLUE OYSTER CULT HONEYMOON BUITE PRETTY IN PINK	KVRE/Sente Rose (707)544-5873 Por cristry Paulos
	a JINNY BARNES a GLEN BURTNICK a FABULOUS T-BIRDS	a BIG AUDIO DYNA. a MARILLION	GRANAN NASH	Hedium thxs guicksilver Dokken	SINPLE HINDS	Beavy VAN HALEN	Heavy ROLLING STONES (M) JACKBON BROWNE (M) VAN HALEN (M)	ACKSON BROWNE (L) Nedium a JULIAN LENNON (L)	Medium Light a ABSOLUTE BEGINNERS	HARVY JACKSON BROWNE ROLLING STONES BOB SECER
HONEYHOON SUITE Medium JOZ JACKSON ABSOLUTE BEGINNERS	WCXT/Muskegon-		FIONA JULIAN LENNON JOE COCKER	PETE TOWNSHEND	DIRE STRAITS BOB SEGER BOB SEGER	ROLLING STORES BOB SEGER JACKSON BROWNE PABULOUS T-BIRDS	VAN HALEN (M) FIRM (M) ROBERT PALMER	a MATT BIANCO a STEVIE WONDER Light		BOB SEGEN
POBERT TEPPER	Hart, Mi (616)873-7129	KMET/Los Angeles	BOB SEGER GREG KIHN CALL ALARM	BRIAN SETZER JIMMY BARNES a TED NUGENT JUDAS PRIEST	JULIAN LENNON		JOHN COUGAR MEL. JOHN COUGAR MELLEN	Light		PAGULOUS T-BIRDS PRETTY IN PINK BANGLES KATRINA & THE MAY
Light PRETTY IN PINK IN PURSUIT	PD: MARK ANTHONY MD: TOM WILSON	(213)464-5538		SIMPLE HINDS	DEL FUEGOS	HONEYHOON SUITE ROBERT PALMER BRIAN SETZER	PHIL COLLINS ZZ TOP (M) OZZY OBBOURNE (M)	1.		SWIPPING POOL
	Heavy VAN HALEN JACKSON BROWNE (L)	PD: LARRY BRUCE HD: JUDY HONDTT- FREEDMAN	91X/San Diego (619)291-9191	a ELVIS COSTELLO GLEN BURTHICK OZEY OGBOURNE	Medium a JOHN COUGAR MEL. Light a JOE JACKSON	A MEDLEYS	UNXS OUTPIELD MIKE & THE MECH.	KTCL/Ft. Collins		JOR COCKER PADL BRADY ELVIS COSTELLO
Ì	PABULOUS T-BIRDE ROLLING STONES BOB SEGER	FREEDMAN BOATY ALARM JINOY BARNES (M) BLUE OVETER CULT	PD: NAD MAX MD: STEVE WEST	ZZ TOP	KRKE-FM/Albuquerque	CALL PHIL COLLINS ALARM MR. MISTER	HONEYMOON SUITE FABULOUS T-BIRDS DISE STRAITS	(303)571-1232 PD: JOHN NAYES		TALK TALK
ENTICAL HOLE	ST TOP	PABULOUS T-BIRDS HONEYHOON SUITE (H) OZZY OSBOURNE ROLLING STONES (M)(L)	HAAVY SINPLE MINDS PRETTY IN PINK		(505)765-5400 PD: FRANK JAXON MD: JESSIE BRYCE		DISC STRAITS BOB SEGER Medium, a STEVIE NICKS	HRAVY a PETE TOWNSHEND a ROBERT PALMER	KCGL/Selt Lake	ELO MIDGE URE 9 1/2 WEEKS
FMZ/Columbia, MO 314)874-3000	FIRM (M) JOHN COUGAR MELLEN JULIAN LENNON DIRE STRAITS (L)	ROLLING STONES (M)(L) BOB SEGER BRIAN SETZER	PRETTY IN PINK INXS ROLLING STONES PET SHOP BOYS ABSOLUTE BEGINNERS	KINK/Portland (503)226-5080		Hedium Light a AEROSNITH a JIMPY BARNES	a AUTOGRAPH a MODELS a ROBERT TEPPER	INXS BIG AUDIO DYNA. JACKSON BROWNE	(801)298-1142	BOURDEROIS TACC
D: BRYAN JEFFRIES D: CRAIG STEVENS	JOE COCKER BRIAN SETZER CALL ALARM	VAN HALEN (N) L) SZ TOP JOHN COUGAR MEL. (L)		PD; CARL WIDING PRG ASST: KELLY NARSHALL	HOBAYY ROLLING STONES (M) VAN HALEN (M) FOBERT PALMER	KOKB/Phoenix	a JOE JACKSON a ELVIS COSTELLO	LLOYD COLE	PD: DEL WILLIAMS Neavy	CALL PET SHOP BOYS ABSOLUTE BEGINNI Medium BEYAN PERRY
Heavy OLLING STONES' OBERT PALMER	ALARM Nedius ABSOLUTE BECINNERS	TED SUGEST	BANGLES CALL BRIAN SETZER GINGO BOINGO	Hesey a PHIL COLLINS a JULIAN LENNON (M)	BUIL COLLINS	(602)897-9300	a PRETTY IN PINK	TALK TALK ELVIS COSTELLO FABULOUS T-BIRDS STAN RIDGHAY	HOAVY DEPECNE MODE PRETTY IN PINK ABSOLUTE BEGINNER'S	a BRYAN FERRY a JOE JACKSON a LAURIE ANDERSON a LET'S ACTIVE
DES DERT TEPPER	a GRANAM MASH Light a FIONA (L)	CALL ABSOLUTE BEGINNERS		JACKSON BROWNE (M)	Z2 TOP (H) DIRE STRAITS (H) JULIAN LENNON PARILONS T-RIEDS	PD: JOHN LARSON HD: NICK SOMMERS	KRSP-FM/Sell Lake	CHURCH MENTAL AF ANY	LEGEND	a PHILIP GLASS
TFIELD DHN COUGAR MEL.	a HOOTERS	PIRM (M)	HR. HISTER JULIAN LENNON LEVEL 42 BIG AUDIO DYNA.	WILDCATS (M) DIRF STRAITS ST. ELNO'S FIRE JUSTIN HAYWARD (M)	PASULOUS T-BIRDS HONEYMOON SUITE (N) Nodium TED NUGENT	Henvy FIRM (M) INXS	City (801)262-5541	VIOLENT FENDES SWIMMING POOL. PRETTY IN PINK	DREAM ACADENY WHITE NIGHTS CALL PET SHOP BOYS	MCA JAZZ SAMPLE a TODD SHARP a BLOW HONKEYS a SKYWALK
		JUDAN PRIEST (M) GREAT WHITE JULIAN LENNON JACKSON BROWNE (L)	PABULOUS T-BIRDS MENTAL AS ANY. MODERN ENGLISH ROBERT PALMER	HEART HIROSHIMA (M) ELTON JOHN STANLEY JORDAN	a HOOTERS KILO/Colorado	DIRE STRAITS (H)	PD: RANDY ROSE MD: JONS FLORENCE	NODERN ENGLISH	BANGLES ROBERT PALMER (M)	a SKYWALK
WES	ST I	JACKSON BROWNE (L) GREG RIHN Med Lun JORN LENNON		STANLEY JORDAN LEVEL 42 JOHN COUGAR MEL. (M)	Springs (303)634-4896	JACKSON BROWNE Medium a JOHN COUGAR MEL.	HOAVY VAN HALEN ROBERT PALMER- JACKSON BROWNE	FINE YOUNG CAN. RAIN PARADE CLANNAD ROLLING STONES	ANINOTION	KTYD/Santa Barb
-		RUSH [L] DEEAH ACADEMY	Medium a TALK TALK a KATRINA & THE WAVE a HOEV CHARLIE SEXTON	MR. MISTER STEVIE NICKS (M)	MD: RICH HAWK MD: ALAN WRITE		TED AND STONES	ROLLING STONES Medium e DWIGHT YOAKAM	PUBLIC IMAGE LTD COLOUR FIELD RAIN PARADE	(805)967-4511 PD1 BICK WILLIAM
		PRETTY IN PINK SIMPLE MINDS FIONA DEL PUEGOS		SADE SIMPLY RED	Beavy VAN HALEN (M) BOD SECER	KSTM/Phoenix (602)835-1767	BOB SEGER BOB SEGER PHIL COLLINS	Medius • DWIGHT YOAKAM a JOE JACKSON a KATRINA & THE WAVE • LAURIE ANDERSON a DEBORA LYALL	REPLACERENTS	
1	TUTE COMMENTS	DEL PUEGOS Light a WAX	STAN RIDGWAY FINE YOUNG CAN, PUBLIC IMAGE LTD LEGEND	a MUSIC FROM THE COS STEVIE MONDER (M) Nuclium WAX	BOB SEGER BOB SEGER ROLLING STONES (M) JULING STONES (M)	PD: JEFF PARETS ASST. PD: MENDY WESTON	HEART	a DUMPTRUCK Light	 BIG AUDIO DYNA. HOMARD JONES NENTAL AS ANY, ROLLING STONES VIOLENT FEMMES (N) 	BORYY VAN HALEN (M) JACKSON BROWNE ROLLING STONES BOBERT PALMER
PARALLEL	ELVIS COSTÈLLO JOHN COUGAR MELL JOHN COUGAR MELLEN ROBERT PALMER	A BLEN BURTNICK	FALCO MODELS 9 1/2 WEEKS BUROGLIDERS	a SADE a JONATHON BUTLER	JULIAN LENNON (M) 22 TOP (M) FIRM (M) FABULOUS T-BIRDS	JACKSON BROWNE (M) ELVIS COSTELLO (M)	JOHN COUGAR HELLEN NIKE & THE MECH.	A ROEV A GREG KIHN	ELVIS CONTELLO	FABULOUS T-BIRDI BOR SEGER BOB SEGER
DNE	TALK TALK PRETTY IN PINK		BOURGEOIS TAGG	CHRISTOPHER CROS	SINPLE MINDS	PETE TOWNSHEND (H) ROLLING STONES PRETTY IN PINK BRIAN SETZER	FIRM BLUE OYSTER CULT MR. MISTER DIRE STRAITS		TALE TALE (H) NODERN ENGLISH A FLOCK OF SEAGULL	12 TOP FIRM
	ROLLING STONES		LATIN QUARTER BLUE IN MEAVEN PETE TOWNSHEND CLANNAD	HICHAEL MCDONALD HIKE & THE MECH. DAVID PACK ALAN PARSONS	DESY DEBOURNE MIKE & THE MECH. INCS PRETTY IN PINK	CALL	MR. MISTER DIRE STRAITS HONEYMOON SUITE Hedium		A PLOCK OF SEAGULL CULT Medium a NEIGHBORHOODS	MIKE & THE MECH HONEYMOON SUITE
AZY/Denver 03)759-5600	PABULOUS T-BIRDS - JULIAN LENNON BRIAN SETZER	KROQ-FM/Los Angeles (818)578-0830	PHIL COLLINS	ALAN PARSONS GRP a JAMES TAYLOR	PRETTY IN PINK DOKKEN JACKSON BROWNE [M] MARILLION	JOE COCKER ABSOLUTE BEGINNERS MARILLION	a JULIAN LENNON a GRAHAM NASH	KRQU/Laramie-	A MAX	JOE COCKER
ASST: 2AK PRILLIPS	JOE COCKER	PDI RICK CARPOLL	RUEPREX Light a HOOTERS	KGB/San Diego		Hedius		Cheyenne (307)745-7396	DEBORA EYALL LAURIE ANDERSON DEL PUEGOS a JOE JACKSON	INXS PHIL COLLINS ABSOLUTE BEGINN ELVIS COSTELLO
Heavy	Hedium JONI MITCHELL SADE	MD: LARRY GROVES	a EDOIE JOBSON	(619)292-1360 PD1 TED 20MARDS	Hedium B GRAHAM NASH A ALAN PARSONS B MODELS	NATRINA & THE WAVE B JOHN COUGAR MEL. Light B MODELS	DADALLEI	PD: JOHN EDWARDS		TED NUGENT BLUE OFSTER CUL MR. MISTER Medium & JOE JACKSON
LIAN LENNON LIAN LENNON BULDUS T-BIRDS (L)	BOB SEGER BIMPLE MINDS PETE TOWNSHEND A STEVIE NICKS	NOLLING STONES (L) SIMPLE MINDS INKS	KRQR/San Francisco (415)785-4045	Heavy FIRM	K97/Edmonton	A GRAHAM NASE A LET'S ACTIVE A VIOLENT FEMMES	PARALLEL	HOAVY BOB SECEN GREG KIHM JIMHY BARNES	Light a DUMPTRUCK a TRANSLATOR a RUEFREX	
AHAN NASH	DEL PUEGOS	PRETTY IN PINK ROCKY IV	PD: CHRIS MILLER MD: JOHN MCRAE	NARILYN MARTIN	(403)428-8597 PD: HEIL ZDWARDS			JIMMY BARNES CHARLIZ SEXTON ROBERT PALMER OZZY OSBOURNE		a MARILLION a AUTOGRAPH
IAN SETZER ETTY IN PINK (M) VEL 42	GINGO BOINGO a ALAN PARSONS a LEGEND JOHN LENNON LLOYD COLE	DIVINYLS PUBLIC IMAGE LTD ERASURE	Heavy BLUE OYSTER CULT JACKSON BROWNE	STING PETE TOWNSHEND VAN HALEN 22 TOP	HD: TED KENNEDY	KEZE/Spokane	KWHL/Anchoraga (907) \$44-9622	PET SNOP BOYS		
SOLUTE BEGINNERS EVIE NONDER RM IL COLLINS		OPUS PERMAN SHARKEY	MIKE & THE MECH.	ZZ TOP FABLILOUS T-BIRDS BOB SEGER BOB SEGER	Heavy E2 TOP JOHN COUGAR MEL. SIMPLE MINDS (L)	(509)448-1000 ON & JONAH CUNNINGS MD: BREW HICHAELS	NDI KEVIN VARGAS	JIM POSTER SIMPLE MINDS JACKSON BROWNE		
HELE MINDS (N)	EUROGLIDERS NYLONS PET SHOP BOYS	PRINCE ANIMOTION FALCO	POBERT PALMER	BOB SEGER JOHN COUGAR MEL. JOHN COUGAR MELLEN ROLLING STONES	MR. MISTER FALCO JENNIFER RUSH		BRAVY VAN HALEN ROBERT PALMER	RODE ION ENGLISH		
NE SEGER	ABSOLUTE BEGINNERS	BIG AUDIO DYNA. MODERN ZNGLISH 9 1/2 WEEKS	VAN HALEN BOS SEGER BOB SEGER SIMPLE MINDS	NOLLING STONES Medius JUDAS PRIEST BLUE OVETER CULT ABSOLUTE BEGINNERS	ARA PRANTING PHANE PHA	HEAVY VAN MALEN JOE COCRER (L) ROLLING STONES (M)	ROBERT PALMER BRIAN SETZER BOB SEGER HONEYMOON SUITE	JOE COCKER MODELS VAN MALEN OUTFIELD		
ARE T SHOP BOYS DLLING STONES CESON BROWNE (L)	4 STING BIG AUDIO DYNA. BOYS DOW'T CRY EVERLY BROTHERS	ALARN	GREG KIND Hedium Absolutte BEGINNERS		STEVIE NICKS JACKSON BROWNE ROLLING STONES (L)	BOB SZGER	HOLLING STONES (M)	DENVIS DEVOUNG		
Hedius Hedius LX TALK SUNGBLOOD LVIS COSTELLO		ROBERT PALMER Hedius DREAN ACADEMY a DREAN TEAM COLOUR FIELD	CLEN BURTNICK	JQE COCKEN UFO PHIL COLLINS GZZY GESCURNE DIRE STRAITS	BOB SEGER BANGLES INXS COREY HART	HONEYMOON BUITE	JULIAN LENNON MR. MISTER JOE COCKER ABSOLUTE BEGINNERS	POLLAND ORDANDO		
AN STEPHENSON	PACE TO PACE LEON REDBONZ SWIJHING POOL HOWARD JONES GRAHAM NASH		CALL JOE COCKER FABULOUS T-BIRDS HONEYMOON SUITE	OZZY OBBOURNE DIRE STRAITS HONEYHOON SUITE HOOTERS	ONE TO ONE	BLUE OTSTER COLT Nudium a JACKSON BROWNE a TALE TALE	OZZY OGBOURNE HIKE & THE MECH.	ABSOLATE BEGINNERS BRIAN SETZER BASSOLATE BEGINNERS Hedius B HOMEYHOON SUITE A FLOCK OF SEAGULL		
ATRINA & THE WAVE	GRAHAM NASH BRUCE COCKBUNN CROSSROADS JUSTIN HAYWARD	PINE YOUNG CAN. BIOUX1E & BANSHEE SIGUXSIE & BANSHEE		NOOTERS GREG KINN JULIAN LENNON MIKE 6 THE MECH.	HONEYHOON SUITE (L) GLASS TIGEP Medium Light A JUDAS PRIEST (L)	a TALK TALF Light B PHIL COLLINS A AEROSMITH B DEL FUEGOS	FIRN FABULOUS T-BIRDS Medium & PETE TOWNSHEND			
VERLY BROTHERS	JUSTIN HAYWARD Light a DOWN AND OUT A GREG KENG	BAD MANNERS	JULIAN LENNON ALARH SIG AUDIO DYNA. TED NUGENT DZZY OSBOURNE	A AEROSHITH		a DEL FUEGOS	a PETE TOWNSHEND a FIGHA a STARSHIP	a JEFF PARIS a ROBERT TEPPER a TED MAGENT a KATRINA & THE WAVE		
	A GREG KEHN A LAURIE ANDERSON A LATIN QUARTER A JOHN JARVIS A JERRY DOUGLAS	TALK TALK ELVIS COSTELLO ASC LEVEL 42	DZZY OSBOURNE Light JIMMY BARNES	TED NUGENT JEFF PARIS DOKKEN	A PHIL COLLINS A PET SHOP BOYS			- THE WAVE		
	a JERRY DOUGLAS	NOVIELAND PETE TOWNSHEND & A FLOCK OF BEAGULL ABSOLUTE BEGINNERS	KFOG/San Francisco	RUSH BRIAN SETZER a Starship Pat Benatar	KPOl/Monolulu	KZEL/Eugene (503)342-7096	KKGR/Anchorage			
BPI/Denver 03)936-2313		A PLOCK OF BEAGULL ABSOLUTE BEGINNERS REPLACEMENTS MENTAL AS ANY.	(415)986-1045	GLEN BURTHICK	(808)524-7100	PD: KEN HARTIN HD: VINCE HERTZ	(907)278-4631		158 Rep	orters
DI LYNN WELLS		GOLDEN PALONINOS STAN RIDOWAY CULTURE CLUB	PD: JOHN RIVERS	DEL PUEGOS a MARILLION SIMPLE HINDS PETER FRAMPTON	PDI BILL HIMS MDI ANDY PRESTON	Heavy EZ TOP (M) ROBERT PALMER	PD: JOHN ROBERTS ND: DAVE VAN DYRE Neavy		152 Current	
Beavy IFE STRAITS IRM	KUPD/Phoenix		Beavy JACKSON BROWNE FABULOUS T-BERDS FIRM	ALARM SANCI TE	HORVY ROLLING STONES VAN HALEN MIKE 6 THE MECH.	ROUTESELD ROLLING STONES (M)	Neavy JACRSON BROWNE ELO SADE	KZOQ/Missoula		
IRM UTFIELD AN HALEN NKS	(602)838-3062 PD: VAL MCINTOSH ASST. PD: CURTISS	VIOLENT FORES DEPECHE HODE SLY FOX PANDORAS	JULIAH LENNON JOHN COUGAR MEL, JOHN COUGAR MELLEN MIKE 6 THE MECH.	a JIMMY BARNES 4 PIONA RAINBOW WAX	JACKSON BROWNE	NUBERT PALMER OUTEEELD ROLLING STONES (M) VAN HALEN BOB SEGER BOB SEGER	SADE	(406)728-5000		
BERS BIL COLLINS OBERT PALMER ALKING HEADS	JOHNSON Heavy	DOWN AND OUT.	BOB SECER	***	ROBERT PALMER CARS DIRE STRAITS	MINE & THE MECH. (M) PHIL COLLINS	JUSTIN HAYWARD EUROGLIDERS MICHAEL TOMLINSON	PD1 VERN ARGO		
Medium INE & THE HECH.	VAN HALEN (M) ROLLING STONES (M) ROBERT PALMER	EUROCLIDENS BOUNCEDIS TAGG PHIL COLLINN	BOB SECER 22 TOP LEVEL 42		PHIL COLLINS		FUTDIN BROWNING	Heavy		
CALIFY INCOMENTATION	DOKKEN			0.000-	BOB SEGER BOB SEGER	Hedius Light	EVERLY BROTHERS	ROBERT PALMER		
ACKSON BROWNE	JACKSON BROWNE	MODELS PETE SHELLY KATE BUSH	ABSOLUTE BEGINNERS	CFOX/Vancouver (604)684-7221	BOB SEGER JULIAN LENNON PIRN STEVIE NICKS	Hadium Light	CUIPS SAUCE SUCCESSION CONCERNMENTS	ROBERT PALMER EZ TOP MIKE & THE MECH. VAN HALEN (L) BOB SEGER JULIAN LENNON		
ET SHOP BOYS	JACKSON BROWNE INXS TED NUGENT DIRE STRAITS	PETE SHELLY RATE BUSH Light & PABULOUS T-BIRD® a TALKING MEADS	ABSOLUTE BEGINNERS JOE COCKER ELVIL COSTELLO	(604)684-7221 PD: DON SHAPER MD: KAREN HEWKO	BOB SEGER JULIAN LENNON PIRM STEVIE NICKS PETER FRAMPTON 21 TOP	Neolus Light	EVERLY BROTHERS CNINA CRISIS JOHN COUGAR MELLEN CLIFF SARDE PRETTY IN PINX Nedium Light	ROBERT PALMER EZ TOP NIKE & THE MECH. VAN HALEN (L) BOB SEGER JULIAN LENNON ROLLING STONES		
ET SHOP BOYS DB SEGER DKKEN ULIAN LENNON RETEY IN PINK	JACKSON BROWNE INXS TED NUGENT DIRE STRAITS BOB SEGER BOB SEGER BOB SEGER	PETE SHELLY KATE BUSH Light & FABULOUS T-BIRDS a TALKING MEADS DOF TACKED	Hedium ABSOLUTE BEGINNERS JOE COCKER ELVIL COSTELLO DREAM ACADEMY HONEYMOON SUITE INXS GREG KIHN	(604)684-7221 PD: DON SHAPER MD: KAREN HEWKO Heavy BANGLES JOHN COUCAR MEL.	BOB SECER JULIAN LENKON FIRM STEVIE NICKS PETER FRAMPTON 12 TOP INXS STARSHIP BLUE OVSTER CULT PETE TOMSHEDD	KKDJ/Fresno (200)226-5901	CUIPS SAUCE SUCCESSION CONCERNMENTS	ROBERT PALMER EX TOP MIKE 6 THE MECH. VAN HALEN (L) BOB SECER JULIAM LENNCH ROLLING STORTS JOE COCKER PHIL COLLINS BRIAM SETZER ABSOLUTE RECIWERS RABILIST-RIGS		
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TY SLOP ON US OFFICE SCHEME	JACKSON BROWE TOTAL STATUS BOARD STATUS B	Performance and a second	АВБОЛИТЕ ВКОТИЧЕСТВО ОС СОСКВЕ И DE COCKERS DE COC	(604)8684-7221 PD-1008 INFER ND-1008 INFER ND-10	Rob RECET FINAL SECTION OF THE SECOND STORE FICK STORE FICK STORE FICK STORE FICK STORE STORE SECURITY FILSE OFFER SECURITY FILSE OF SECURI	К. С	CURLING ADDRESS CONTROLOGIE ADDRESS CONTROLOGI	ROGET PAJEES RIFE 5 IN HERCH. VAR WALES HERCH. VAR WALES HERCH. VAR WALES HERCH. VAR WALES HERCH. NULLAS LENGTH ROLLING STORES FABULCUS HERCH. NOT AND A CONTROL MALES	rotations KSRR/ KTCZ/M WEBN/ WRDU	were frozen. Houston inneapolis Cincinnat /Raleigh /Raleigh orted a frozei Rochester
THE SUCRY AND	JACKSON BROWE JACKSON BROWE DIRE FFALTS DIRE FFALTS DIRE FFALTS DIRE STATS DIRE STAT	Peter BHILLY I HAR PARADUSE T-BIRD PARADUSE T-BIRD PARADUSE T-BIRD PARADUSE T-BIRD CALLEN REAVEN LOAD BURNE MATTRONA KGONPOrtland (SO3855-9181 MATTRONA KGONPOrtland (SO3855-9181 MATTRONA NEW TESSA 1000 MATTRONA NEW TESSA 1000 NEW TESSA 10000 NEW TESSA	АВБОЛИТЯ ВКОЗНИКТВ СОСКАТА ОС СОСКАТА ОС ОС СОСКАТА ОС СОСКАТА ОСОСКАТА ОСОКАТА ОС СОСКАТА ОС	(60A)REG-7221 Pro LOB SHOPER HOL RAREA HEMPIC HEAREN HEMPIC HEAREN HEMPIC HEAREN HEMPIC HEAREN HEMPIC HEAREN HEMPIC HEAREN HEMPICAL HEAREN HEMPICAL HEMPICAL SHARPY HEMPICAL SHARPY HIM HEMPICAL HEMPICAL SHARPY HIM HEMPICAL HEMPICAL SHARPY HIM HEMPICAL HEMPICAL SHARPY HIM HEMPICAL HEMPICAL SHARPY HIM HEMPICAL HEMPICAL SHARPY HIM HEMPICAL HIM HEMP	кол вкосте и ток и тток и втоге иссе и и ток и втоге иссе и и ток и и и ток и и и и ток и и и и и и и и и и и и и и	KEDJ/Freeno (209)228-5991 For Dog 19 Scheme For D	CULTURY ADDED CULTURY ADDED CULTURY ADDED CULTURY ADDED CULTURY ADDED CULTURY ADDED ADD	ROGET PALMES EVER IN HEREN VALUER ILS NET TO THE HEREN VALUER ILS NULLAS STONES PALLONS TRONES BELANS STONES BELANS STONES BELANS STONES BELANS STONES BELANS STONES BELANS STONES NULLAS STONES PABLICAS TRANSFORMATION BELANS STONE NOT AND AND AND AND KOZZARENO (7021329-9251 PASTER TRANSFORME STOLES STOLES TALEDA IN NULLAS STOLES IN ALLES (N) PASTER TRANSFORMATION PASTER TRANSFORMATION IN ALLES (N) PASTER TRANSFORMATION IN ALLES (N) IN ALLES (N)	rotations : KSRR/ KTCZ/M WEBN/ WRDU	were frozen. Houston inneapolis Cincinnati- /Raleigh orted a frozei Rochester d not report f coutive week.
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Tr BADON TO SAME TABLE T	JACKSON BROWE JACKSON BROWE DER STATUS DER STATUS	Perte BRILLY Light Particles Particles Particles Particles Construction Constru	АВБОЛИТЕ ВКОЗИЧЕТА ОС СОСКВЕ ОС ОС СОСКВЕ ОС ОС ОС ОС ОС СОСКВЕ ОС ОС ОС ОС ОС СОСКВЕ ОС	(60A)REG-7221 PD-1008 REFFE No. 2008 REFFE HENRER HEMMO HENRER HEMMO H H H H H H H H H H H H H	Rob RECET FIGN AND ADDRESS AND ADDRESS ADDRES	KLGAL KKDJ/Freeno (200)228-5991 Pot por Fischer Rb. JEFF ALEDATION March Stranger No. Links Fischer <	CURLY ADDIE CONTRACT ADDIE C	Renerit PALALES RIFE THE HEALES RIFE THE HEALES NALES IN THE HEALES BILLAS LEANER BILLAS LEANER BILLAS LEANER BILLAS LEANER BILLAS THEN BILLAS THEN BILLAS THEN BILLAS THEN BILLAS THEN BILLAS THEN BILLAS THEN BILLAS THEN HEALES HIGH STATUS BILLAS BILLAS THEN HIGH STATUS HIGH STATUS	One station rep WEBM/ WRDU	were frozen. Houston inneapolis Cincinnati- /Raleigh orted a frozer Rochester d not report fr coutive week.
THE BLOCK MAYS THE DECOMPANY AND	JACTGON BROWE TO MADE FRANCES DIRE FRANCES DIRE FRANCES DIRE STATUS DIRE CONCERNING TO DIRE AND AND AND AND DIRE CONCERNING DIRE CONCERNING DIRE STATUS DIRE CONCERNING DIRE STATUS DIRE CONCERNING DIRE TO DIRE TO DIRE DIRE TO DIRE TO DIRE DI	Perte BULLAY Light PARADOR T-BIRD ADDRESS COMPORTANCE KGONPORTANCE		(6040868-7221 Pro DOS NEWFER NO DOS NEWFER NO DOS NEWFER N	Rob RECET FIGN AND AND AND AND AND AND AND AND AND AN	KEDJ/Freeno (209)228-5991 Por Dor 12028-5991 Por Dor 12028-599 Por Dor 12028-59 Por Dor 12028-599 Por Dor 12028-59 Por Dor 12028-5	CURLING STATES SUBJECT STATES SUBJECT SUBJECT	Renert PALALES WIFE IN HERCH. VAN HALES (L) SHIFT ELEMENT BALLAS INSTITUTE RENERT MARKING MARKI	One station rep WEBM/ WRDU	were frożen. Houston inneapolis Cincinnati- //Raleigh orted a frozen Rochester d not report fo scutive week, not included i ek's data.
THE BACK STATES	JACTGON BROWE TO MADE FRANCES DIRE FRANCES DIRE FRANCES DIRE STATUS DIRE CONCERNING TO DIRE AND AND AND AND DIRE CONCERNING DIRE CONCERNING DIRE STATUS DIRE CONCERNING DIRE STATUS DIRE CONCERNING DIRE TO DIRE TO DIRE DIRE TO DIRE TO DIRE DI	Perte BULLAY Light PARADOR T-BIRD ADDRESS COMPORTANCE KGONPORTANCE	ABEDITTE BOLISTIC BALLING AND ADDRESS AND ADDRESS ADDR	(604)REGATE221 Pro LOB REVERS NEARCH INSTALL Pro LOB REVERS NEARCH INSTALL PROVIDE CONCAR WELL PROVIDE CONCAR CONTINUES CONTROL CALL CONTENT CONTINUES	Rob RECET FIGN AND AND AND AND AND AND AND AND AND AN	KLGAL KKDJ/Freeno (200)225-5991 Pol Dor Fischen Hervy Market	CURLY ADDIE CONTRACT ADDIE C	Renert PALALES WIFE IN HERCH. VAN HALES (L) SHIFT ELEMENT BALLAS INSTITUTE RENERT MARKING MARKI	One station rep WEBM/ WRDU	were frozen. Houston inneapolis Cincinnati- //Raleigh orted a frozer Rochester d not report fr scutive week, not included ek's data.
ACCEGOR SECONE NYS 18M (LUC)S (LUC)S (LUC)S (LUC)S (LUC)S (LUC)S 2 TOP 8 CALL 2 TOP 8 CALL 2 TOP 8 CALL 2 TOP 8 CALL 2 TOP 8 CALL 2 TO 8 COLL 2 TO 8 T	JACKSON BROWNE JACKSON BROWNE DIRE FFARTS DIRE FFARTS DIRE FFARTS DIRE STATS DIRE ST	Perte BRILLY Light Particles Particles Particles Particles Construction Constru		(604)888-7221 Pro DOS REPER NO DESCRIPTION Pro DOS REPER DESCRIPTION DESCRIPTION Pro DOS REPER DESCRIPTION DESCRIP	Rob RECET FIGN AND AND AND AND AND AND AND AND AND AN	KLON'See the KKDJ/Freeno (200)225-5991 Pol Dow Tischen Hey Jerr Altonia Heavy Moduling Stokes (H) JULIAL SHARE SE TOT JULIAL SHARE SE TOT SE TOT JULIAL SHARE SE TOT JULIAL SHARE JULIAL SHARE	CURTOR ADDRESS CURTOR ADDRESS CONTRACTION ADDRESS ADD	Renert PAURES Rifet 5 me Hech. Van Bucken LLD Mark 5 me Hech. Van Bucken LLD Mark 5 merson Rolling Constraints Renert Collision Renert Collision Renert Collision Renert Collision Renert Collision Renert Collision Renert Renert Renert Collision Renert Renert Renert Renert Renert Renert Renert Renert Renert Renert Renert Renert Renert Renert Renert Renert Rene	One station rep WEBM/ WRDU	were frožen. Houston inneapolis Cincinnati- //Raleigh orted a frozen Rochester d not report fo scutive week. not included i ek's data.

R&R FRIDAY, MARCH 28, 1986/83



84/R&R FRIDAY, MARCH 28, 1986

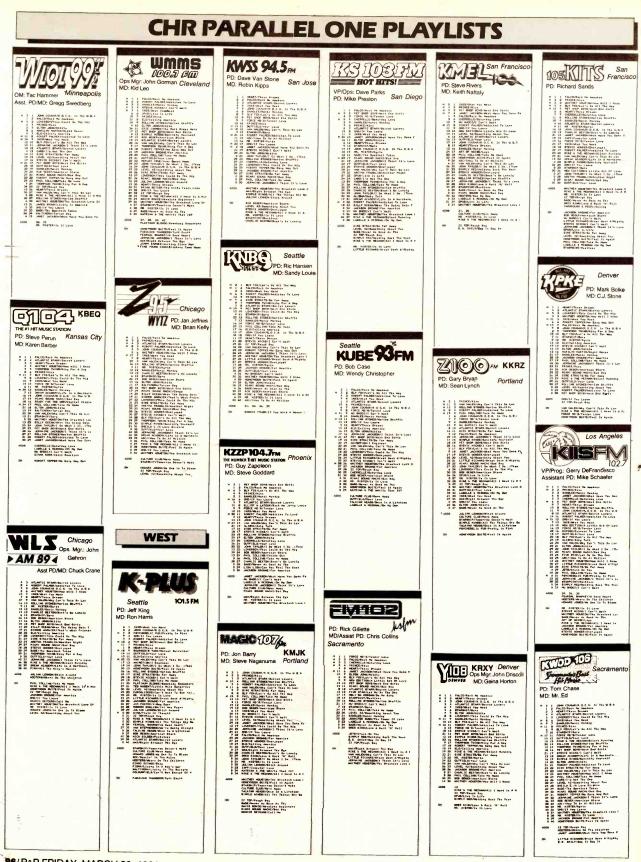
CHR PARALLEL ONE PLAYLISTS



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R&R FRIDAY, MARCH 28, 1986/85

5.4



86/ R&R FRIDAY, MARCH 28, 1986

MIDWEST MOST ADDED Mr. Mister ZZ Top Robert Palmer Whitney Houston Prince & Revolution Starship

WKDD/Akron, OH Patrick/Kittredge

OMD MR. MISTER MARILYN MARTIN SADE Hottest; PALCO 3-1 SLY FOX 2-2 INXS 5-4 ROBERT PALMER 11-6 BANGLES 12-7

Ross/Bradleigh

SADE WHITNEY HOUSTON

WHITNEY HUGH 22 TOP LITTLE RICHARD HONEYMOON SUITE (dp)

HONEYMOON SUITE (d Hottest: BANGLES 2-1 INXS 4-2 SLY POX 9-5 ROBERT PALMER 12-7 VAN HALEN 27-18

WGCL/Cleveland OH

LOCESCIDEUMOPER VAN HALEN JERMAINE JACKSON JACKSON BROWNE Bottest: FALCO 1-1 JOHN COUGAR 4-2 SLV FOX 5-3 ROBERT PALMER 19-4 BANGLES 13-6

WNCI/Columbus, OH

Richards/Foxx OUTFIELD 22 TOP MR. MISTER Hottest: PALCO 2-1 JOHN COUGAR 5-3 PRINCE 7-4 SLY FOX 9-6 FORCE MD'S 12-9

KilK/Devenport, IA Jim O'Hare

JIM O'HAR MR. MISTER DAVID BOWIE HOOTERS JULIAN LENNON (dp) HOTLERS 6+2 ROLLING STONES 13-9 DIRE STRAITS 17-12 PET SHOP BOYS 20-1B PHIL COLLINS 32-23

WGTZ/Dayton, OH

John Rob WHITNEY HOUSTON SIMPLE MINDS STARSHIP Hottest: PALCO 1-1

Richards/Form

LoCascio/Bumpe

WKAU/Appleton Oshkaph Wi

STARSHIP

HOTTEST

WZPLiIndian Jim Miles

JOHN TAYLOR LEVEL 42

DENNIS DEYOUNG

DENNIS DEYDDNG SADE NU SHOOZ NEW EDITION STARSHIP Hottest: JCHN COUGAR 3-1 BANGLES 12-8 PRINCE 15-11 STEVIE NICKS 21-13 ROBERT PALMER 22-14

WKFR/Kalemezoo, MI

WAX Hottest: PALCO 3-1 PET SHOP BOYS 21-13 ROLLING STONES 31-18 PHIL COLLINS 39-27 JOHN TAYLOR D-34

WVIC/Lansing, MI Bennetti/Maloney

Terry Weinecht

ZZ TOP (dp) JULIAN LENNO. SIMPLY RED CULTURE CLUB WAX

MIDWEST

PARALLEL TWO

Fairo

KAY107/Tulse OK

none Hottest: MR. MISTER 1-1 HEART 2-2 MIKE 4 THE MECHAN 3-3 STARSHIP 4-4 PHIL COLLINS 17-17

KEYN-FM/Wichita KS

Land/Paerman WHITNEY HOUSTON CULTURE CLUB SADE (dp) HOOTERS (dp) HOOTE

KKRD/Wichita, KS O'lver/Williems

SADE PLATINUM BLONDE

OHD MIKE & THE MECHAN Hottest: PALCO 5-1 SLY POX 8-4 INXS 9-5 PRINCE 10-6 BANGLES 11-7

WHOT/Youngsto Dick Thompson

CULTURE CLUB

Land/Pearman

CHR ADDS & HOTS

KKLS/Repid City, SD

In/Kallaway

Hottest: Hottest: ROBERT PALMER 2-2 FALCO 6-6 STEVIE WONDER 10-10 VAN HALEN 12-12 SLY POX 23-23

99KUSSMINA.KS Danny Coller JANET JACKSON PLATINUH BLONDE (dp) MR. MISTER HOOTERS LODELS, MCDONAL LODELS, MCDONAL JOHN COUGAR 4-2 BANGLES 15-9 ROLLING STONES 32-21 PHIL COLLINS 38-29

KKRC/Sioux Fells. SD

Dan Reserv HOOTERS MR. HISTER 22 TOP JANET JACKSON HOLTEAL: HEART 1-1 SLY FOX 10-8 ROBERT PALMER 17-10 OUTFIELD 28-16 ROLLING STONES 31-17

Dan Kielev

KSND/Eugene, OR Burna/Hyatt

STARSHIP ZZ TOP CULTURE CLUB MIKE 4 THE MECHAN HOOTERS (dp) HOTERS (dp) HOTERS (dp) FALCO 1-1 PRINCE 5-2 OMD 9-5 ROLLING STONES 12-6 PET SHOP BOYS 14-10

KBOS/Fresno, CA Kris Ven Kemp

CHERRELLE JANET JACKSON SADE

KMGX/Freeno, CA Berry/Carter

SADE SADE HONEYMOON SUITE KATRINA & THE WAV HOTLESE: PALCO 1-1 BANGLES 5-2 INXS 8-3 PET SHOP BOYS 17-9 ROBERT PALMER 22-10

STEVIE NICKS VAN HALEN STAPPOINT ALISHA HOttest: CHERRELLE 2-1 FALCO 1-2 PRINCE 4-3 ROBERT FALMER 17-8 ATLANTIC STARR 12-16

KYNO-FM/Freeno, CA

Walker/Davia KATRINA & THE WAV OHD ZZ TOP Hotteat: FALCO 1-1 LOVERBOY 7-2 SLY FOX 8-3 PRINCE 15-4 CHERRELLE 21-11

KQMQ/Honokuku Hi Kimo Akana

NU SHOOZ (dp) ART OF NOISE (dp) CULTURE CLUB Hottest: HEART 2-1 ATLANTIC STARR 4-2 FALCO 5-3 SLY FOX 7-4 FORCE ND'S 9-5

KLUC/Las Vegas, NV

CULTURE CLUB SADE ZZ TOP JANET JACKSON Hottest: FALCO 2-1 FALCO 2-1 PET SHOP BOYS 9-6 SLY FOX 8-7 VAN HALEN 15-9 ROLLING STORES 16-11

KFIV/Modesto, CA Russ Novak

Deen/Taylo MR. MISTER CULTURE CLUB

Walker/Davis

SIMPLE MINDS STARSHIP

99KG/Saline, KS

KKXL-FM/Grand Forks. ND

MIAMI SOUND MACHI JANET JACKSON HOOTERS PABULOUS THUNDERB (dp)

PABULOUS THUNDERB (Hottest: ATLANTIC STARR 2-1 FALCO 3-2 SLY FOX 9-8 ROBERT PALMER 16-13 OUTPIELD 19-14

WAZY-FM/Lafayette, IN Kristi/Louizos

HONEYMOON SUITE

TARSHIP CULTURE CLUB STAYSHIP CULTURE CLUB STEVIE WONDER (dp) JANET JACKSON HOLLES (dp) ATLANTIC STARR 2-2 JONN COUGAR 4-3 HOTLEY CRE 5-4 ROBERT PALMER 8-6

KFRX/Lincoln, NE

m/Meya

ZZ TOP MIRE & THE MECHAN CULTURE CLUB JANET JACKSON HOLTEST: HEART 1-1 FALCO 3-2 INNS 5-4 PRINCE 10-7 JERMAINE JACKSON 13-10

KNMQ/Albuquerque-Sents Fe, Stucker/Rountree NM

MR. MISTER JANET JACKSON WHITNEY HOUSTO JULIAN LENNON HOCLESSI FALCO 1-1 SLY FOX 4-3 INXS 7-4 PRINCE 16-6 BANGLES 10-8

KKXX/Bakersfield, CA Squiree/Kemper

SQUIMENKAMPAR ROBERT PALMER PHIL COLLINS CULTURE CLUB Hottest: FALCO 1-1 SLY FOX 9-2 ATLANTIC STARR 2-3 FORCE MO'S 22-12 VAN HALEN D-17

KQXR/Bakersfield, CA Martino/DaRoo

STEVIE NICKS PET SHOP BOYS ROLLING STONES HOTEMET: FALCO 2-1 ATLANTIC STARR 3-3 SLY FOX 9-5 PRINCE 10-6 BANGLES 12-8

Doskifregory JANET JACKSON MR. MISTER SADE JULIAN LENNON CULTURE CLUB PRICEST: NOBERT PALMER 11-5 PET SHOP BOYS 13-6 BAKGLES 13-7 MIAMI SOUND MACHI 22-14

KF95/Boise, ID

Dosa/Gregory

KIYS/Bolse, ID Tom Evans

Tom Evans STARSHIP SIMPLE MINDS DAVID BOWIE JULIAN LENNON GRAHAM NASH HOLTEST HEART 2-1 ROBERT PALMER 5-3 RENDE 18-10 VAN HALER 24-13 PET SHOP BOYS 25-14

KIKX/Colorado Springs. CO

JOHN Dantrer MIKE 4 THE MECHAN JULIAN LENNON PLATINUM BLONDE Hottest: FALCO 1-1 INXS 2-2 FORCE MD'S 11-6 ROBERT PALMER 12-7 PET SHOP BOYS 13-8

KIMN/Denver, CO Erickson/Perez

EncloyPere WHITNEY HOUSTON WIKE 4 THE MECHAN HOOTERS HONETMOON SUITE HONETMOON SUITE MR. MISTER HOT 2-1 INKS 10-6 BANGLES 13-9 ROLLING STOMES 16-13 BOB SECER 18-14

John Dentrer

WEST

PARALLEL TWO

WEST MOST ADDED HOTTEST ZZ Top Falco **Culture Club** Pet Shop Boys Prince & The Revolution Sade

KFMW/Waterloo, IA

KATRINA & THE WAV WHITNEY HOUSTON CULTURE CLUB HOTLERIL JERMAINE JACKSON 20-13 PET SHOP BOYS 24-18 VAN HALEN 29-23 AUD 36-27 LEVEL 42 38-31

KHTZ/Reno. NV

John Chomr

PHIL COLLINS

KWNZ/Rano, NV Shakee/Ryan

PHIL COLLINS STARSHIP BONNIE TYLER HOTERS PALCO 3-1 JOHN COUGAR 2-2 PRINCE 14-5 PRINCE 14-5 PRINCE 14-5 ROLLING STONES 26-16

PARALLEL THREE

KDVV/Topeka, KS

DENNIS DEYOUNG

CULTURE CLUB STARPOINT HOOTERS JULIAN LENNON Bottest: FALCO 2-1

PALCO 2-1 ROBERT PALMER 7-6 MELI'SA MORGAN 9-8 OUTFIELD 21-14 JANET JACKSON 28-17

Kevin Raba

KGOT/Anchorage, AK J.D. Chandler J.D. Chandler SIMPLE WINDS STARSHIP JULIAN LENNON WAX WHITNEY HOUSTON BALTIMORA NOTES: PALCO 4-1 JOHN COUGAR 7-4 ROBERT PALMER 13-7 DIRE STRAITS 15-10 ROLLING STONES 20-16

JORGEWINNEN VAX ZZ TOP STARSHIP WOOTERS HOTERS HOTERS FORCE MD'S 4-4 PRINCE 8-5 PET SHOP BOYS 9-8 JERMAINE JACKSON 14-11 Charle Foxx John TAYLOR JULIAN LENNON STARSHIP Hottest: FALCO 2-1 INXS 9-2 PRINCE 13-7 BOYS DON'T CRY 25-15 VAN HALEN D-27 KRIM/Ro

SLY96/Sen Luis Obiepo, CA

Joe Colline MHITNEY HOUSTON CHERRELLE SIMPLY RED BOURGEDIS TAGG KATRINA & THE WAV HOSTEAT: FALCO 1-1 JOHN COUGAR 4-2 INXS 6-4 PET SHOP BOYS 18-7 BANGLES 13-9

KZOZ/San Luis Obispo. CA D.A. Collins

U.A. Colline WHITNEY HOUSTON MR. HISTER SADE ZZ TOP HONEYNOON SUITE (dp) HOLTENE: FALCO 9-4 ROBERT PALMER 14-9 PRINCE 20-12 PRINCE 20-12 STEVIE NICKS 25-16

OK95/Tri-Cities, WA Lemaster/O'Brien

Lernator/O'Brien CULTURE CLUB STABSHIP JANET JACKSON BONNIE TYLER LABELLE & MCDONAL CHERRELLE (dp) SINPLE MIONS HOLTGES: MOLTGES: AL (d)

Chuck Mertin Chuck Martin 22. TOP CULTVRE CLUB SADE HOOTERS ENNON JULIAN LENNON JULIAN LENNON HOREYMOON SUITE BOYS DON'T CRY HOEtest: FALCO 1-1 STENCE X168 16-8 STENCE X2-14 PET SHOP BOYS 26-15 ROLLING STONES 30-17

Joe Colline

Todd Cavangugh PHIL COLLINS STARSHIP (dp) CULTORE CLUB SIMPLE HINDS DAVID BOLL DAVID BOLE (dp) HOCTEST: FALCO 3-1 BANGLES 7-2 INNS 5-3 ROBERT PALMER 14-11 ELO 13-14

237 Reporters

WGGZ/Baton Rouge KAY107/Tulsa

The following stations failed to report this week, and therefore their playlists were frozen:

WRSR/Norfolk KHFI/Austin

WKSi/Greensboro WOKI/Knoxviile KKLS-FM/Rapid City

KWTO-FM/Springfield

NOTE: WZUU/Milwaukee has

changed formats and is no longer a CHR reporter.

KKAZ/Cheyanne, WY Dava Hunter

ZZ TOP (dp) BOURGEOIS TAGG (dp) BOURGEOIS TAGO SADE JANET JACKSON HOOTERS

KTRS/Casper, WY Todd Cavanaugh

HOOTERS Hottest: PALCO 3-1 INXS 5-3 PRINCE 9-5 BANGLES 13-9 STEVIE NICKS 14-11 KOZE/Lewiston, ID Jay McCall Jey MCCall STARSHIP CULTURE CLUB HOOTERS (dp) TALKING HEADS SIMPLE MINDS HOTEMIS FALCO 1-1 VAN HALEN 10-4 OUTFIELD 16-6 PT SHOP BOYS 19-10 HOMEYMOON SUITE 23-14

John Lenger John Lengen CHEERELLE GRAHAM NASH FABULOUS THUNDE SIMPLY RES NU SHOOZ WAX HOItesti FALCO 2-1 JOHN COUGAR 3-2 HEART 1-3 PRINCE 9-4 INNS 11-5

GUNEJohnson MR. HISTER VAN HALEN (dp) CHERRELLE PRINCE (dp) HOOTERS (dp) HOOTERS (dp) HOOTERS (dp) HOOTERS (dp) BANGLES 10-5 ROBERT PALMER 13-7 ROBERT PALMER 13-7 ROLLING STONES 28-19

KBOZ-FM/Bozo Roger Nelson NIKE & THE MECHAN JOHN TAYLOR OMD 22 TOP Hottest: FALCO 4-1 JOHN COUGAR 5 INXS 8-4 ELO 9-6 BANGLES 13-8

KXYQ/Salem, OR

XATE CHAIL ZZ TOP SADE WAX MR. MISTER Hottest: INNS 3-1 PET SHOP ROYS 8-5 JANET JACKSON 18-11 CHERRELLE 27-12 PHIL COLLINS 31-19

KCPX/Selt Lake City, UT Stone/Smith

Stone/Smith JULIAN LENNON (dp) JOHN TAYLOR Hottest: PALCO 3-1 JOHN COUGAR 7-4 BANGLES 14-10 PET SHOP BOYS 20-15 ROLLING STONES 28-19

KZZU/Spokane, W/

228 Current Reports The following stations reported a frozen playlist this week: WMJQ/Rochester

ZZ IOF SADE JULIAN LENNON JANET JACKSON HOTERELD 1-1 FALCO 3-2 ROBERT PALMER 11-6 CHARLE SEXTON 14-1D VAN HALEN 23-13 KYYA/Billings, MT Charlie Foxx

Brian Casery COMPACT PALMER LEVEL 42 MIAMI SOUND MACHI MIKE & THE MECHAN (dp) Hottasti JERMAINE JACKSON 8-4 FORCE MD'S 11-5 INNS 12-8 STEVIE WONDER 28-21

KOS3/Modesto, CA

KWTO-FM/Springfield, MO T.K. O'Gredy

none Hottest: HEART 1-1 PALCO 2-2 ATLANTIC STARR 4-4 PRINCE 6-6 INXS 7-7

HOWARD JONES WAX KATRINA L THE WAV BALTIMOR FINE YOUNG CANNIB (dp) HOTEGEL FALCO 1-1 FALCO 1-1 FALCO 1-1 FALCE 7-4 NOBET FALMER 9-6 PET SHOP BOYS 15-9 PET SHOP BOYS 15-9

WSPT/Stevens Point, WI Bouley/Staffen

22 TOP

WDBR/Springf Hd II Moore/Lawley

CULTURE CLUB SIMPLE MINDS STARSHIP HOWARD JONES

KCAQ/Oxnerd-Venture, CA 22 TOP MR. MISTER

JETS Hottest: PRINCE 5-1 INXS 7-2 BANGLES 9-4 SLY FOX 10-5 PET SHOR BOYS 20-10

Jim Ryan

Jim Ryan Whitney Houston JANEY HOUSTON JANEY HOUSTON JANEY HOUSTON SUITE HOB SEGRE HOB SEGRE HOB SEGRE HOB SEGRE HOB SEGRE HOB SEGRE JOHN COUGAR 3-2 PRINCE 4-3 ROBERT PALMER 14-9 VAN HALEN 16-10 PET SHOP BOYS 22-13

KDON-FM/Sellnes, CA Kirk Cliatt

KRO/Tucson, AZ

MR. MISTER (dp) E.G. DAILY SADE MIKE 6 THE MECHAN HOTEGST: INXS 2-1 SLY FOX 4-3 PALCO 13-8 CHERRELLE 14-10 PET SHOP BOYS 24-18 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.

Dick Thompson PHIL COLLINS JANET JACKSON JOHN TAYLOR Hottest: FALCO 1-1 BANGLES 14-10 SLY POX 13-12 ROBERT PALMER 21-15 STEVIE NICKS 20-17 PARALLEL THREE KYYY/Blamarck NO Bob Beck BOD Beck SIMPLE MINDS CULTURE CLUB STARESHIP JANET JACKSON BOYS DON'T CRY HOTEsti FALCO 3-1 PRINCE 11-6 STEVIE NICKS 19-13 STEVIE NICKS 19-13 ROBERT PALMER 22-16 PET SHOP BOYS 28-22 WSNQ/Bloomington, IL Justin/Robbins Justin/Robbins 22 TOP MR. MISTER SIMPLE MINDS (dp) Hotteat: JOHN COUGAR 3-1 FALCO 7-2 INXS 6-3 PRINCE 6-4 BANGLES 12-5 WBWB/Bloomington IN Im Clouse Jim Cloure 22 TOP JOHN TAYLOR MR. MISTER JULIAN LENNON SIMPLE MINOS HOTLERI PALCO 1-1 PRINCE 2-2 BANCLES B-4 SLY PCX 9-5 PET SHOP BOYS 20-11

WCIL-FM/Carbondale, IL Tony Waltekus MHITNEY HOUSTON MIRE 6 THE NECHAN MR.MISTER JOHN TAYLOR Hotteat: PALCO 1-1 SUF FOX 10-6 ROBERT PALMER 12-7 ROLLING STORES 15-9 PET SHOP BOYS 19-12 Tony Waitakus HOEETMOON SUITE (dp) HEN HISTER CULTORE CLUB COLOURPIELD DEL FUEGOS (dp) ELIJOT 6 LATOUR HOLTAS: PRINCE 2-2 MOTLEY CRUE 5-3 VAN HALEN 10-7 JANET JACKSON 27-13

ANDE EXPERT JANET JACKSON MR. MISTER OHD NU SHOOZ HOLEEAL: LOVERBOY 3-1 FALCO 7-3 INXS 5-4 BANGLES 13-6 PHIL COLLINS 23-10 KQCR/Ceder Rapids, IA Bred Fuhr

WZOK/Rockford, IL

NEW EDITION SADE HONEYMOON SUITE BOURGEOIS TAGG HOWARD JONES HONETHNON SUITS BOURGEDIS TAGG HOWARD JONES NU SHOOZ PALCO 2-1. PRINCE 8-5 ROBERT PALMER 9-7 FORCE MD'S 20-15 PET SHOP BOYS 23-17

Y94/Fargo, ND STARSHIP (dp) 22 TOP 22 TOP HONEYMOON SUITE (dp) HOOTERS JULIAN LENNON (dp) JULIAN LENNON WAX Hottest: JOHN COUGAR 3-2 INXS 6-3 ROBERT PALMER 12-4 OUTFIELD 8-7 BANGLES 15-8

88/ R&R FRIDAY, MARCH 28, 1986

PALCO J-1 ROBERT PALMER 6-4 SLY FOX 7-5 PRINCE 9-7 ROLLING STONES 21-12 CooperCasey BOYS DON'T CRY (dp) STARSHIP (dp) SIMPLE MINDS (dp) SADE (dp) ADC (dp) HOCTER: JOHN COUCAR 6-3 INXS 8-6 SLY FOX 12-7 PRINCE 16-10 PHILE COLLINS 21-12 KRNQ/Des Moines, IA Gillen/Finch KQKQ/Omeha, NB Mark Evans

Gilan/Finch PET SHOP BOYS 22 TOP BORREDIST TAGE (dp) BORREDIST TAGE (dp) HOTENEL (dp) HOTENEL (dp) JOHN COUGAR 6-4 SLY FOX 22-12 BANGLES 21-17 WHITNEY HOUSTON 33-2 ON 33-26 KZIO/Duluth, MN Michaels/Harman

Michaels/Herman WHITNEY HOUSTON (dp) HR. HISTER SADE WAX GRANAM NASH Hotteat: FALCO 3-1 SUF YOX 8-5 PRINCE 14-7 PR

WMEE/Ft. Wayne, IN Tony Richards WHITNEY HOUSTON OMD MR. MISTER

MR. MISTER Hottest: FALCO 2-1 PRINCE 5-2 SLY FOX 10-5 VAN HALEN 16-10 PET SHOP BOYS 23-16

WGRD/Grand Rapids MI

ZZ TOP SIMPLE MINDS SIMPLE MINDS MAX Hottest: JOHN COUGAR 3-1 SLY FOX 8-4 BANGLES 11-7 BOB SEGER 22-14 PHIL COLLINS 26-17

WIXX/Green Bay, WI WIXXGreen Bay, WI McCarthy/Michael T. ROBERT PALMER SADE JULIAN LENNON WAX Hotteat: FALCO 1-1 JOHN COUGAR 3-2 BANGLES 7-4 PEINCE 12-6 PET SHOP BOYS 24-10

110

BdillDent

Brillowit WHITNEY HOUSTON 22 TOP MR. MISTER HONEYMCON SUITE DAVID BOWNET STARSHIP HOttaat; PRINCE 10-4 BANGLES 12-5 ROBERT PALMER 17-7 PET SHOP BOYS 20-10 STEVIE NICKS 14-11 WRQN/Toledo, OH Joe Thomas WHITNEY HOUSTON 22 TOP CULTURE CLUB STARSHIP JIMMY BARNES HOTERS HOTERS FALCO 2-1 ELTON JOHN 4-2 JOHN COUGAR 6-3 INKS 13-4 ROBERT PALMER 10-5

K293/Peoria, IL Keith Edwards

BennettVMaloney ZZ TOP SIMPLE MINDS JIMTY BARNES JIMTY BARNES JIMTY BARNES HONEYNOK CANNIB HONEYNOK SUITE HONEYNOK SUITE HONEYNOK CANNIB PHIL COLLINS 13-8 PHIL COLLINS 13-8 PRINCE 30-13 Z104/Madison, W Little/Hudson LTEMPILY RED TALKING HEADS JIMMY BARNES JAMET JACKSON WAX HOttest: ATLANTIC STARE 2-1 PRINCE 11-8 BANGLES 13-9 OUTFIELD 15-12 PET SHOP BOYS 17-13

KJ103/Oklahoma City OK

Cahill/Davia

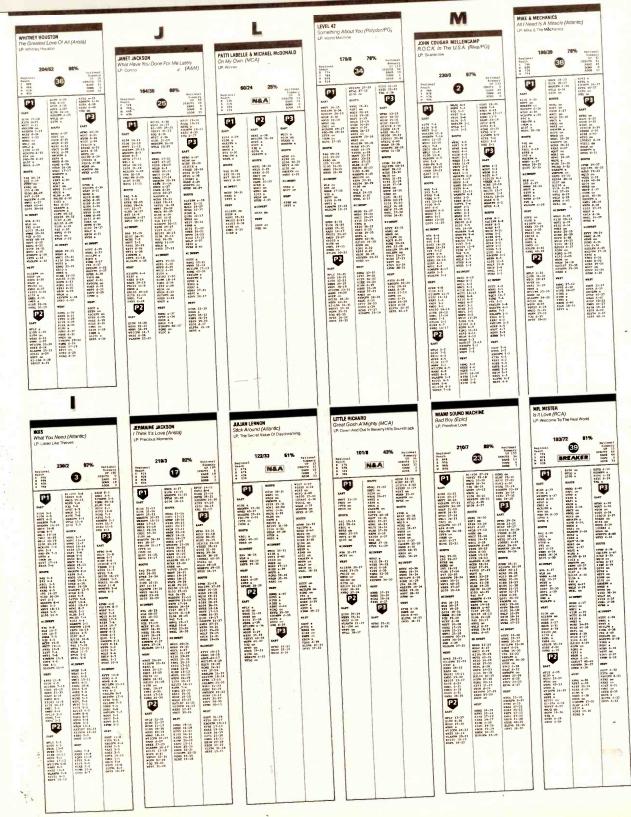
CanillDavis SADE NEW EDITION SIMPLE MINDS CHERRELLE NU SHOOZ HOSTEC: FALCO 1-1 FALCO 1

KOFM/Oklahoma City, OK Cooper/Casey

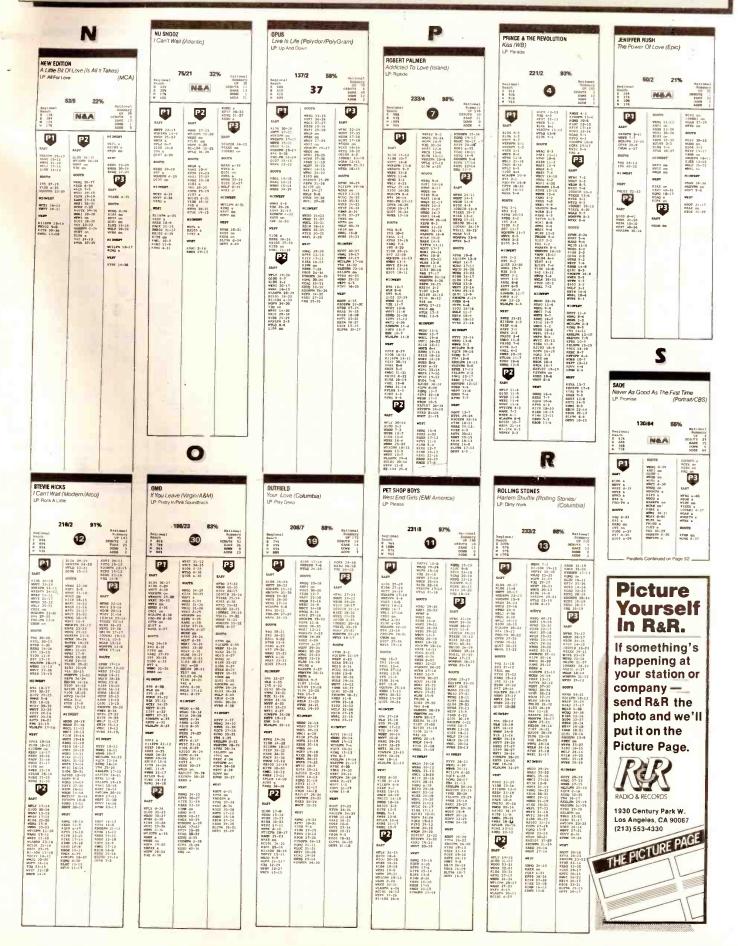
KCMQ/Columbia, MO Tuttin/Baker

PALCO VAN HALEN PET SHOP BOYS WHITNEY HOUSTON Hottest: none

PARALLELS



PARALLELS

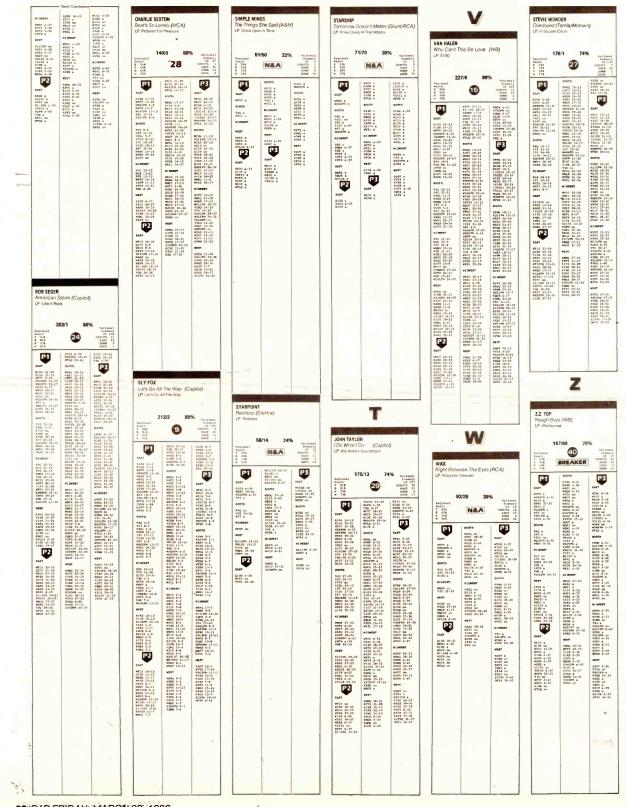


R&RFRIDAY, MARCH 28,11986/91

R.

2.00

PARALLELS



92/R&R FRIDAY, MARCH 28, 1986

CONTEMPORARY HIT RADIO

BREAKERS

MR. MISTER Is It Love (RCA)

81% of our reporters playing it. Moves Up 15, Debuts 62, Same 44, Down 0, Adds 72 including B104, WPHD, WAVA, Z93, Q105, KHTR, KMEL. See Parallels, debuts at number 39 on the CHR chart.

ZZ TOP

Rough Boy (WB)

70% of our reporters playing it. Moves: Up 19, Debuts 52, Same 30, Down 0, Adds 66 including WHTT, PRO-FM, 94Q, 92X, KWK, Y108, KS103. See Parallels, debuts at number 40 on the CHR chart.

JANET JACKSON What Have You Done For Me Lately (A&M)

69% of our reporters playing it. Moves: Up 92, Debuts 28, Same 8, Down 0, Adds 35, WBLI, WKTI, KDWB-FM, WLOL-FM, KZZP, KWOD, Z104. See Parallels, moves 37-25 on the CHR chart.

NEW & ACTIVE

SADE "Never As Good As The First Time" (Portrait/CBS) 130/64 wows: Up 4. Debus 27. Same 35. Down 0. Adds 64 including K106, WHTT, WPHD, PRO-FM, Z98, Y100, Q105, WINKS, Z298, KHTR, KITS, KNOB, B94 -303, KBFM 36-29, KNMO 40-35. JULIAN LENNON "Stick Around" (Atlantic) 122/33 JULIAN LENNON "Stick Around" (Atlantic) 122/33 KBFM, WKFR, KCPK, WZP, KBM, WBEN FM, 39-2, B86 38-34, KPLUS 38-29.

HONEYMOON SUITE "Feel It Again" (WB) 121/34 NCTIMUUN SUITE FEBI IN Again (HD) 12:139 yes: Up 44, Debuts 18; Same 25, Down O, Adds 34 including KEGL, WRNO, WNVZ, KHTR, KMJK, KNBQ, 98PXY, VIC, KBOS, WOMP.FM, KZOZ, WXKS-FM 29-24, KPLUS 20-15, WBBQ 24-19.

LITTLE RICHARD "Great Gosh a Mighty" (MCA) 101/8 Moves: Up 46, Debut 13, Same 32, Down 2, Adds 8, KEGL, WNVZ, WSKZ, KZPS, WDCG, WKAU, KFMN, WQID, 94Q 19-14, 293 20-16, KISFM 30-27, KPULS 31-26, NNBO 37-26, 94TXY 40-35.

WAX "Right Between The Eyes" (RCA) 92/29

WAX "Right Between The Eyes" (RCA) 92/29 Worse, Up 14. Doubs 12, Same 37, Down 0, Adds 29 including WHT, WXKS-FM, WKSE, Y100, KWSS, Bi104, WSSX, [942, WKFR, K22U, OK100, WDBR, 92X 32:29, KKR2 37:34, O100 98:31. **CHERRELLE WHI ALEXANDER O'NEAL** "Saturday Love" (Tabu/CBS) 80/11 Moves: Up 45, Debus 4, Same 17, Down 3, Adds 11, KBEO, WKEE, WDCG, K103, K22U, KRO, O101, KNOE-FM, SLY96, OKS9, WXKS-FM 35:24, WOLE-FM 15-10, WBBO 16-11, KYNOE-M 21-11.

DR99, WXKS-HW 39-23, WUDE-FW 15-10, WBDC 16-11, KHWO-FW E-FTFF. DENNIS DEVUDING "Call M&" (A&M) 73-10, MOEN-M, WNYS, CHUM, 930, WKR2-FM, WNOK-FM, KTUX, WZPL T00KH, ICXW, MERZ 34-27, WGR 40-33, KANZ 4-17, KYS 31-25, KIX 38-29.

CULTURE CLUB "Move Away" (Virgin/Eplc) 78/75 Moves: Up 0, Debuts 1, Same 2, Down 0, Adda 75 including K1 KZZP, KKRZ, KMJK, KMEL, KPLUS, KUBE, WOUT. ing K106, WHTT, WXKS-FM, WKSE, WNYS, 195, Y100, Z95,

Moves: Up 0, Deutors, KNBE, KPLUS, KUBE, WOUT.
 NU SHOD2. "I Can't Wait" (Atlantic) 75/21
 NU SHOD2. "I Can't Wait" (Atlantic) 75/21
 Noves: Up 30, Debusts 11, Same 12, Down 1, Adds 21 including WNYS, 894, 897; KBEO, KIIS:FM, KZZP, KNBO, 2103,
 KJIO3, KOMO, KZZU, KCMO, WHTT 22-14, WXKS-FM 14-7, KMEL 10-7.
 STARFHP "Tomorrow Desent Matter Tonlght" (Grunt/RCA) 71/70
 Noves: Up 0, Debus 0, Same 1, Down 0, Adds 70 including WPHD, WCAU-FM, 940, 195, Y100, 897, WOUE-FM, Z95,
 WMMS, 922, WCZY, KHTR, KKRZ, KMMK, KPUD.

Moves: Up 8, Debuts 12, Same 16, Down 0, Adds 24 including K106, WXKS-FM, WKSE, WNYS, PRO-FM, WAVA, KBEO, Z299, KZZP, KUBE, WSPK, WCKN, 293 31-26, WCZY 36-31, KKRZ 35-32.

HOOTERS "Where Do The Children Go" (Columbia) 59/39 Moves: Up 1, Debuts 7, Same 12, Down 0, Adds 39 including K106, WXKS-FM, KIIS-FM, KWOD, KPLUS, Y106, KSND, B94 d-26, WTIC-FM 31-29, KX104 d-33. ~ WXKS-FM, WCAU-FM, PRO-FM, KTKS, WLS,

KHTR KISFM, KWOU, KPUUS, TUD, KSNUL, DBLUGD, WHOTM SHEE, KOLLSKUL STARPOINT "Restless" (Elektra) 56/14 Moves: Up 16, Debus 7, Same 21, Down 0, Adds 14 including B104, WCAU-FM, B94, B97, KC101, WBCY, WDCB, WANS-FM, 922, KTUX, WKGX, KSMB, KOVV, B5 39-39, KWEL 35-29, WNRK 40-32

FM; BHZ, FILLA, FILLA, MARGA, NAME, KLVV, BD 3994, FILLE SPEES, HINRA 40042.
FMC BOTTON 'A Little BI to Love (14 All It Takes)' (MOA) 53/5
Moves: Up 29, Debus 5, Same 13, Downj, Adda 5, Y100, Y116, W2PI, Killog X6MO, WXKS-FM 25-17, WKSE 15-12, 2100 14-12, IBS 2-19, WCXY 16-12, WHT 2BS-11, KMSE 13-10, WCMB 75, WSSX 28-15, KSND 33-28.

2100 1412, (85.2-19, WC27 16-12, WHY1 (82-21, KMEL 13-10, WKC8 1-3, WSA, K8-13, KANU 34-68, SIMPLE MINDS "All The Things She Sald" (A AM) 51.50 WSKZ, WHIC, KAND, WGY, WZY, WDBR, KBIM, MARKAN, KWSS, WZOU, WGFM, WSKZ, WHIC, KAND, WGY, WZY, WDBR, KBIM, MARKAN, KWSS, WZOU, WGFM,

LINNIER, MUS, AND AND THE FUNCTION ADDITION (Fight) 50/2 JUNNIER, MUSNIEW THE POWER Of Love" (Fight) 50/2 Moves Up 21, Debus 1, Same 23, Down 3, Adds 2, CHUM, KOOC, CFTR 20-9, IS5 40-35, WPST 40-34, WKRZ-FM 30-24, Moves Vac28, Bunds 22-X HOS 44, KSNA 40-31, CHOIA 33, KNOE-FM 14-11, WGIF 26-22, WPST 9-8, KGOT 21-17.

MOST ADDED

CULTURE CLUB (75) Move Away (Virgin/Epic) MR. MISTER (72) is It I ove (BCA) STARSHIP (70) Tomorrow Doesn't Matter... (Grunt/RCA) ZZ TOP (66) Rough Boy (WB) SADE (64) Never As Good As: . . (Portrait/CBS)

HOTTEST

FALCO (165) Rock Me Amadeus (A&M) PRINCE & THE REVOLUTION (120) Kiss (WB) **ROBERT PALMER (113)** Addicted To:Love (Island) INXS (89) What You Need (Atlantic) BANGLES (77) Manic Monday (Columbia)

SIGNIFICANT ACTION

DAVID BOWIE "Absolute Beginners" (EMI America) 43/16 Moves: Up 2, Debuts 4, Same 21, Down 0, Adds 16 including KTKS, WNNK, RI104, WROD, WXLK, KIIK, WZOK, KIYS, KOIZ-MARKER, WEND d.36, B96 d.36, WMMS 40.35, WZOU 35:30.

FM, KNOEHM, KITS, WITHD USB, OBV GOV, (Geffen) 40/6 JIMMY BARNES 'Working Class Man' (Geffen) 40/6 Noves: Up 5, Debus 7, Same 22, Down 0, Adds 6, WIC, 2104, WEAK, KXYO, 0101, WVBS, 940 on, WMMS on-dp, WZOU raza v Ktol 2774, WSSK 435, WANSFM 433, VKTS 4034, OKTO 038-29, WOMP-FM 40-38.

94-32, K104 27-24, WSSK d35, WANS-FM d-30, KIYS 40-34, OK100 38-29, WOMM-FM 40-36.
KATRINA & THE WAYES "IS That It?" (Capitol) 34/15
Moves Up 2, Debus 4, Same 13, Down 0, Adds 15 including WKSE, WMMS, Q100, WPST, WTLQ, KBFM, KTUX, KBOS, KYNO-FM, WOBB, KFMW, SLV39, WPHC d30, WLANF-MA 23-13, KFM-FM 40-38.
FINE YOUNG CANHIBALS "Johnny Come Home" (IRS/MCA) 34/11
Moves: Up 6, Debus 5, Same 12, Down 0, Adds 11, WRNO, RI104, WKR2-FM, KZZB, KTUX, WVIC, OK100, WOMP-FM, WZYP, WGLE, WDBR, WBEHW 24-39, WMMS, On, WHSL 35-30.

SIMPLY RED "Holding Back The Years" (Elektra) 24/13 FM102, KS103, Q100, KAMZ, WKFR, Z104, KZUU.

SIMPLI TICD HUMINg Data Nov Weeks Up 2. Double 3. Same 17. Down 0. Adds 13 including Y108, FM102, KS103, 0110, KAMZ, WKFR, Z104, KZUU, WJAD, WCGO, 0101, WFFM, KIISFIM 034, KKEL 31-23, WYB3 380, 24 GREG KIHM - Hove & Rock 'N' ROI' (EMI America) 24/1 Moves: Up 4. Dobus 5. Same 14, Down 0. Adds 1, KITS, KMAK 32-29, FM102 d-25, WKZL on, Z104 34-31, WRQN on, 95XXX n.d., 10 Abuta 5. Same 14, Down 0. Adds 1, KITS, KMAK 32-29, KOZE d-34, KHTZ d-39

950XX on-dp. 100KHI on. W.Yth an-dp. WHSL on. 194 40-96. KTHA bes, Notz bios, Nithe Dool BOURRECUS TAGE "Mutual Surrender" (181and) 22/9 Moves: Up 1, Debuts 2, Same 10, Down 0, Adds 9, WKSE, 0100, RH04, WXLK, KRNQ, WZON, KCMQ, KKAZ, SLY96. KFULD 18-9, WERZ d37, KZZB on. KZD d35, KKMN on, WDBR on dp. BONNIE TYLER "If You Were A Woman (And I Was A Man)" (Columbia) 20/13 Moves: Up , Debuts 0, Same 7. Down 0, Adds 13 including 0102, K104, WTLO, WSSX, WBCY, OH

WTLD, WSSX, WBCY, OK100, 95XIL, WOMP-FM,

Q104, WPFM, KH1Z, OKBB, WKSE on Nakou an Kasho UKSE FABLOUST HUMDERBIRDS, "Turl Fault" (CBS Associated) 19.6 Moves: Up 1, Debuts 4, Same 8, Down 0, Adds 6, WRCK, KZZU, KFMN, KSMB, O101, KKKL-FM, WPHD an, WMMS on dp, KPLUS on, KH0 4 635, KRN4 0, OK100 4-36, KRN4 404, KBM 4-37, OK85 4-37.

342.47 PLATINUM BLONDE "Somebody Somewhere" (Epic) 18/12 Moves: Up 3. Debus 1. Same 1. Down 1. Adds 12, WMNK S. IN14, WERZ, WRCK, WKRZ-FM, WCKN, KKRD, KIKX, WGUY, 95XX, 95XL, 194XL, 194K, WHCJ 28: 10. CKOI 39-37, KPLUS 21-10.

BATHINGA "Living in The Background" (Manhattan) 16/3 Moves Up 1, Ocbus 3, Same 9, Down 0, Adds 3, KPLUS, WOBR, KGOT, O100 on, KBFM d-38, WXLK on, WRON on, KEYN KM 4d 0, 95XXX on, KDVX 4d-0, KTRS on, KBIM 40-36.

FM d-40, 95XXX on, KDVV d-40, KTRS on, Kbim 40-50, BOYS DON'T CRY "I Wanna Be A Cowboy" (Profile) 15/6 BOYS DON'T CRY "I Wanna Be A Cowboy" (Profile) 15/6

KZZB, KOFM, WGLF, KYYY, KBIM, CKOI on, 195 on, KJ103 CIL-FM-23-19, KYYA 25-15. ts 2, Same 4, Down 0, Adds 6, WXKS-F WGAN d-40, KWES 2-2, WPFM 15-12,

MENTAL AS ANYTHING "Live It Up" (Columbia) 15/1 Moves: Up 4, Debuts 0, Same 10, Down 0, Adds 1, WCGO, WBEN-N.EM 38.33 WNYS on WPHD 31-29, Q100 29-24, WBBQ Moves: Up 4, Debuts 0, Same 10, Down 0, Adds 1, on-dp, KMGX on, WGAN 34-31, KFMN on, WDBR PT on-de

TALKING HEADS "Once In A Lifetime" (WB) 11/9 TALKING HEADS "Once In A Lifetime" (WB) 11/9 Money Lin O Debuts 2 Same 0 Down 0, Adds 9, KKRZ, KMJK, KUBE, WPST, 94Z, WKZL, Z104, WHSL, KOZE, KPLUS

GRAHAM NASH "Innocent Eyes" (Atlantic) 11/8 Moure: Lo.0. Debuts 1, Same 2, Down 0, Adds 8, K104, WLRS, KZIO, KIYS, KZZU, OK100, 95XIL, Q101, KSMB on, WHSL

a-36. RENE & ANGELA "Your Smile" (Polydor/PolyGram) 11/0 Moves: Up 1, Debuts 0, Same 9, Down 1, Adds 0, Z100 27-24, WNNK on, Rii04 on, WTLQ on-dp, 95XXX on, WZYP on-dp,

WPFM on, WVBS on, HOWARD JONES "No One Is To Błame" (Elektra) 10/8 Mouse: Un 0, Debuis 0, Same 2, Down 0, Adds 8, KIIS-FM, KPLUS, WGFM, KZPS, BJ105, KFMN, KCMO, WDBR, WLS on, Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 8, Z95 on.

New & Active incluces songs reported by at least 50 of our CHR reporters. Significant Action incluces songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/the (label) designation in dicate the total number, how many added if of the first time this week. Woes indicate the total number, low any added in its time time time, Woes indicate the total number is a sampling of individual statement satistic (label) designation in data for the number is a sampling or individual statement activity. Down for downward chart activity, and data for the number is a sampling or individual statement activity. Down for downward chart activity, and adds for the number is a sampling or individual statement activity. Deven for downward chart activity, and points from high chart poststron a for side state and/or One; four plays in a 24-hour period, three of them before midingHr. Devented H date onlice: Date: Indiase India 24-hour period, three of them before midingH. syparted Adda and/or Ons: two plays in a 24-hour period, both of them before midnight.

> Parallels Begin on Page 89 Adds & Hots Begin on Page 87 P-1 Playlists Begin on Page 84

2

THE NEW SINGLE WRITTEN AND PRODUCED BY MADONNA AND PAT LEONARD FROM THE FORTHCOMING MADONNA ALBUM ON SIRE RECORDS AND THE ORION MOTION PICTURE "AT CLOSE RANGE."

vice to take

MANAGEMENT: FREDDY DEMANN + @ 1986 WARNER BROS. RECORDS INC.

MAD

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- 21 O PHIL COLLINS/Take Me Home (Allantic) - 32 PATTI LABELLE & MICHAEL McDONALD/On My Own (MCA)	21 0 PHIL COLLINS/Take Me Home (Atlantic)	22 PATTI LABELLE & MICHAEL McDONALD/On My Own (MCA)
24 19 14 (D) ELD/Calling America (CBS Associated) 5 5 12 JAMES TAYLOR (Columbia) N&A Begins on Page 73 N&A Begi	24 19 14 BELO/Calling America (CBS Associated)	²³ A 27 SADE/Never As Good As The First Time (Fordal (CDS)
STARSHIP Care (Crust/RCA)		SHIRLEY MURDOCK/No More (Elektra)
- 26 WHITNEY HOUSTON/The Greatest Love Of All (Arista) 31 29 25 😨 ET (EDDIE TOWNS)/Best Friends (Iotal Experience/RCA)	26 WHITNEY HOUSTON/The Greatest Love Of All (Arista)	31 29 25 29 ET (EDDIE TOWNS)/Best Friends (Total Experience/RCA)
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Stupping BED Holding Back The Yoars (Elektra)		20, 22, 21 S WHISTLE/(Nothing Serious) Just Buggin' (Select)
DEPUT SADE/Never As Good As The First Time (Portrait/CBS)	DEBUT SADE/Never As Good As The First Time (Portrait/CBS)	34 3 ATLANTIC STARR/If Your Heart Isn't In It (A&M)
26 24 22 29 MELISSA MANCHESTER & AL JARREAU/The Music Of Goodbye (MCA) _ 39 36 29 L.L. COOL J/Rock The Bells (Def Jam/Columbia)	26 24 22 29 MELISSA MANCHESTER & AL JARREAU/The Music Of Goodbye	(MCA) 38 36 E.L. COOL J/Rock The Bells (Def Jam/Columbia)
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- 4 D JUNIOR/Oh Louise (Mercury/PG)	29 29 29 MIAMI SOUND MACHINE/Bad Boy (Epic)	40 CB JUNIOR/Oh Louise (Mercury/PG)
8 10 18 26 MR. MISTER/Kyrie (RCA) BREAKER 😳 TRINERE//11 Be All You Ever Need (Music Specialist)	8 10 18 26 MR. MISTER/Kyrie (RCA)	BREAKER TRINERE/I'll Be All You Ever Need (Music Specialist)
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