

I N S I D E:

SHOULD RADIO PICK SINGLES?

Adam White consults a panel of promotion executives on how they view radio input into the selection of new priority tracks.

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STATE OF THE NETWORKS ADDRESS

A recent workshop focused on networks and their history. Among the presenters was Reed Bunzel, who adapts his remarks into a summation of the state of the art.

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FULL-SERVICE WITH ZIP

Sr. Associate Editor Hurricane Heeran sits in for Donna Brake with a look at a pair of full-service ACs using distinctive and colorful nonmusic programming.

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IN THE NEWS THIS WEEK

- Thunder Bay buys KIXI-AM & FM; Gordon Stenbeck manages combo
- Peter Smyth GM at WMEX & WMJX
- Doug Gilmore PD at KJLH
- Chrysalis expands promotion team; Charlie D'Atri heads singles, eight others appointed
- Susan Bice, Jim Votaw VP/GMs for Aries; Garth Stern KIK-FM GSM
- Lee Masters VP at VH-1; Gerry Tabio VP/GM at KWEN
- Randy Hock National Album Promotion Director for MCA
- Tom Graye PD at WRKA
- Bob Scott PD at WZAM & WMYK
- WJZR goes AOR, becomes WRFX
- Dean Lindsay GM at KLRZ
- PolyGram revives Smash, pacts Chips Moman's America label
- Capitol distributes Enigma
- Sage buys eight stations for \$5.4 million

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SALUTE TO WVON

Walt Love takes a fond look backward at one of the departed giants of Black radio, WVON/Chicago.

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SMALL MARKET PROMOTION SPLASHES

There are a lot of stations making a real dent in their markets without elephant-dollar promotion budgets. Steve Feinstein looks at a few smaller AOR outlets and tells you how they do it.

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THE MEDIA IS THE MESSAGE

How up to date is your media kit? A few helpful tips on developing a selling kit are offered by Harvey Mednick.

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NEXT WEEK IN R&R

Capitol President Don Zimmermann talks to Adam White in an in-depth, wide-ranging interview.



Sutter, Sherry Upped To VP At Shamrock



Diane Sutter

In twin promotions at Shamrock Broadcasting Co., WTKN & WWSW/Pittsburgh GM Diane Sutter and WFOX/Atlanta GM Martin Sherry have been elevated to Corporate VP posi-



Martin Sherry

tions. A longtime station executive, Sutter moved up from VP/Station Manager to VP/GM in late 1983, while Sherry has managed WFOX/Atlanta since 1984.

In making the announcements, Shamrock Exec. VP/COO James Mixon commented, "These outstanding managers have helped to produce rapid, significant growth at their stations while preserving the integrity and level of quality consistent with Shamrock's high standards. They have earned the admiration and respect of both their staffs and their peers in the broadcasting industry."

NAB Ropes A Winner

NAB staged the smoothest, and what may turn out to be the largest, annual spring convention in recent years this week in Dallas. Unlike the last several meetings in Las Vegas, which were plagued by strikes and hotel snafus, this week's Dallas affair went off with virtually no apparent hitches. The final attendance tally could approach a record 40,000.

While the official theme of the convention, "Tuning In America," stressed community serv-



NAB HONORS TINKER — At its annual convention in Dallas this week NAB bestowed its highest honor, the Distinguished Service Award, upon NBC Chairman/CEO Grant Tinker (center) shown with NAB Chairman Ted Snider (left) and President Eddie Fritts.

Lindsey PD At XHRM



Duff Lindsey

XHRM/San Diego Asst. PD/MD Duff Lindsey has been promoted to PD/MD for the Urban outlet, filling the vacancy created when former PD Darryl Cox stepped up to GM in early January.

Cox told R&R, "You couldn't ask for a better person to be your PD, and we should've done this months ago. Nobody in this company has worked harder than Duff has. I'm expecting him to continue the positive approach we've taken with programming, one which has moved us up to the number one Birch and number five Arbitron position."

XHRM's afternoon personality for five years, Lindsey has been Asst. PD/MD the last two. During his 17 years in radio, he's also programmed WOKB (now WBLZ)/Cincinnati and worked at WICC/Bridgeport, WNLK/Norwalk, and WVIP/Mt. Kisco, NY.

LINDSEY/See Page 7

ice, there were no dominant issues or logistical problems to distract attendees. The meeting could perhaps best be summed up as businesslike, with an emphasis on management and programming excellence, and how to boost revenues and profits.

Libyan Crisis Grabs Attention

Not surprisingly, busy broadcasters were eager for any

news they could catch of the dramatically unfolding crisis in Libya. CBS VP/Radio News Joe Dembo climbed a chair to announce the news to a hushed CBS hospitality suite in the Anatole Hotel.

Mutual News VP Ron Nessen, only partially packed, rushed back to Washington minutes after the news broke to direct his network's coverage.

NAB/See Page 7

Kidwell Transfers To WZGO VP/GM Post

Cox Broadcasting Executive VP/Radio Don Kidwell has transferred to the VP/GM chair at the company's Philadelphia CHR outlet WZGO. He fills the vacancy created when Bill Phippen left in February to join Susquehanna's WARM-FM/Atlanta as VP/GM.

Cox Broadcast Division President Walter Liss Jr. remarked, "Don has 25 years of experience in radio, including operations, sales, and station management. He was doing a good job as VP/GM of our Dayton stations, WHIO-AM & FM, when we asked him to come to Atlanta last year to join the divisional staff. The staff position requires a lot of travel, and for family and other personal reasons Don wants to return to radio management. We're pleased to have his extensive radio experience



Don Kidwell

at work for us in the nation's fourth largest market."

Prior to joining Cox in 1984, Kidwell was President of Commcor, Inc., a broadcast company, and had been with WONE & WTUE/Dayton for over 20 years, the last eight as VP/GM. Kidwell was unavailable for comment at presstime.

Horner FairWest President



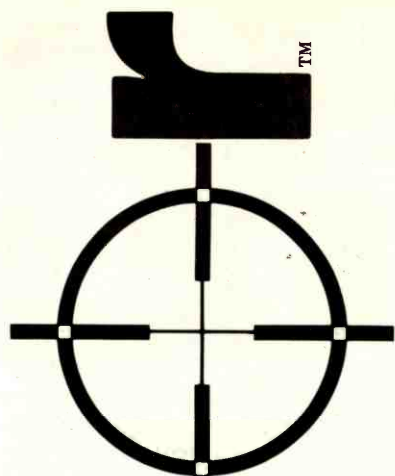
Dana Horner

After four years as VP/GM at Sandusky's KLSY-AM & FM/Seattle, Dana Horner will become President of George and Reg Johns's FairWest Enterprises, Inc., beginning May 1. In his new capacity, Horner will oversee the FairWest AC "Class" consultancy (of which KLSY is a client) and its radio O&O division, operator of KKCW/Portland and WZPL/Indianapolis.

Partner George Johns remarked, "Dana brings a wealth of experience in marketing and national sales to FairWest. He's a great example of management by values."

Prior to KLSY, Horner served ten years with King Broadcasting as an Account Executive and GSM at KING/Seattle, and as an AE in Spokane at KREM-AM & FM. He also managed KSPO there. "Obviously, I'm really excited about the prospects that exist for FairWest," Horner said. "We will continue our evolution as a full-service consultancy, with growth in our marketing, research, engineering, and sales areas. The future of our own stations is very exciting, and there will be further announcements forthcoming."

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APRIL 18, 1986

AN INSIDE LOOK AT ARBITRENDS

Arbitron VP Rip Ridgeway provides some useful perspective on evaluating Arbitrends, warning of the distortion superficial analysis can cause.

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STERN KIK-FM GSM

Bice, Votaw Aries VP/GMs



Susan Bice

Aries Communications has promoted Susan Bice and Jim Votaw, Station Managers at KTIM-AM & FM/San Rafael (San Francisco) and KIK-FM/Orange (Anaheim-Santa Ana), respectively, to VP/GM. At the same time, KIK-FM National Sales Manager Garth Stern moved up to GSM.

Aries President Art Astor told R&R, "These people are all bright, young, ambitious, and loyal. With

STENBECK MANAGES

Thunder Bay Buys KIXI Combo

KIXI-AM & FM/Seattle has been purchased by newly-formed Thunder Bay Communications for \$8 million from KIXI, Inc. Gordon Stenbeck, formerly VP/GM of Booth American's WLTF & WRMR/Cleveland and a principal of Thunder Bay, will manage

KIXI-AM & FM. Booth American is assisting in the transaction, and has joined Thunder Bay as a limited partner.

Stenbeck told R&R, "I'm really excited about moving to Seattle and managing the first property for our new company. I'm equally as excited about Booth's coming along and joining us in the purchase. I can only hope that all of us at Thunder Bay do as well and operate as successfully as Booth."

Booth American President John Booth II said, "Booth American is

pleased to be of assistance with Thunder Bay's purchase. The partnership continues Booth's relationship with Gordon Stenbeck, who served our company for 12 years. Further, it is Booth's first broadcast investment outside the Midwest, and fits very well with our ongoing acquisition plans."

KIXI (AM) operates on 880 kHz, 50 kw days and 10 kw nights, and has been owned by KIXI, Inc. since 1949. KIXI-FM operates on 97.5 Mhz at 100 kw with an 1150-foot antenna.

Gilmore Returns As KJLH PD

KJLH/Los Angeles midday personality Doug Gilmore, who programmed the Urban outlet for nine months before leaving briefly last December, has stepped back in as PD. He takes over for Steve Woods, who's becoming a video retailer.

Prior to programming KJLH, Gilmore had been MD and an air talent for the station. He previously served on-air at competitor KACE, and earlier worked as PD at WCAS/Cambridge, MA, and as a personality at WILD/Boston. Regarding his position against new Urban competitor KPWR (Power 106), Gilmore told R&R, "(KPWR PD) Jeff Wyatt and I go back to Boston together and I find it interesting that we're facing each other as PDs. We'll definitely have to make some adjustments with Power. It's gonna be an alley fight, to say the least, because if we take them lying down they'll have our audience."

"I can't disclose the total plan," Gilmore continued, "but there will

GILMORE/See Page 7

Chrysalis Expands Promotion Force

Chrysalis has reorganized and expanded its promotion department, recruiting from independent promotion and radio as well as from the label's own ranks. The new team, as announced by VP/Promotion Daniel Glass, includes the following appointments:

Charlie D'Atri is elevated to Director/National Singles Promotion, based in New York, and Jan Teifeld joins as Assoc. Director/Singles, West Coast. D'Atri was Regional Promotion Manager for Chrysalis in New England, and Teifeld came from indie firm All-Pro Record Promotion.

Chrysalis's AOR promotion team under Director/National Album Promotion Kevin Sutter expands as well:

Jeff Laufer becomes Assoc. Director/Albums, West Coast, and Roger Mayer is named Assoc. Director/Albums, Midwest. Laufer was West Coast Director/Album Promotion for Arista; Mayer was



Charlie D'Atri

OM/PD at WIZN/Burlington, VT.

Jerry Blair is appointed New England Regional Promotion Manager, from College Marketing Manager for CBS in the region.

CHRYSLIS/See Page 9

Scott New PD At WZAM & WMYK



Bob Scott

Twenty-five year broadcaster Bob Scott has been named PD at Urban outlet WMYK (K94)/Norfolk and OM for co-owned 50 kw Gospel AM property WZAM.

GM William Bennis III noted, "We were impressed with the rec-

SCOTT/See Page 7



Peter Smyth

Smyth GM At WMEX & WMJX

Three-year WOR/New York GSM Peter Smyth has been appointed GM at Greater Media's Oldies-AC combo WMEX & WMJX/Boston. He succeeds Bill Campbell, who left in mid-March to become GM at WSNE/Providence.

Greater Media Group VP Herb McCord told R&R, "We were looking for somebody who knew the market and the people up there. Peter really fits in with that perfectly. He's spent seven years in Boston, and is very well-known in the market. Peter can hit the ground running and, in fact, has done so."

SMYTH/See Page 9

Graye PD At WRKA



Tom Graye

After just over a year as PD of AC WLTE/Minneapolis, Tom Graye has accepted the PD post at WRKA/Louisville. Graye replaces Robb Roberts, who recently became PD at KSMG/San Antonio.

WRKA VP/GM Mike Kirtner told R&R, "It's a perfect marriage for us. He meshed very well with the staff, and we needed someone who would come in and grab the reins. He'll do that."

Graye commented, "(Capitol

GRAYE/See Page 9

MCA Promotes Hock To National Album Position



Randy Hock

Randy Hock has been elevated to the new position of National Director of Album Promotion/Marketing for MCA. He had been Director, Album Promotion/Marketing, East Coast since mid-1985, and will now take on national promotion duties while remaining based in New York.

MCA VP/Album Promotion John Schoenberger stated, "Randy is a dynamic, take-charge individual who has added much to MCA's efforts in the short time he's been with the label."

Before joining MCA, Hock held a national promotion position with Arista for five years and a variety of posts with Atlantic for five years before that.

WJZR Becomes AOR WRFX

After two-and-a-half years of CHR, WJZR/Charlotte switched to AOR with new call letters WRFX ("The Fox") Monday (4/14). The station, taken over by Metroplex two weeks ago, had been third in a three-way CHR contest, behind WROQ-FM and WBCY. It now faces AOR competition from WXRC, located in nearby Hickory.

Bob Chrysler, who remains as PD, told R&R, "Research pointed to a drastic hole in the Charlotte market - nobody was doing AOR." He added that his research

WJZR/See Page 7

TABIO NEW KWEN VP/GM

Masters New VH-1 VP



Lee Masters

Lee Masters has been appointed VP of VH-1, joining the MTV Networks' adult music channel from the post of GM at Katz Broadcast-



Gerry Tablo

ing's KWEN/Tulsa. He succeeds Kevin Metheny, who's left the company.

MASTERS/See Page 9

For The Record


Owing to computer error, the five-book Arbitron trend, audience rankings, and turnover/minutes listened data listed for the Chicago metro in the April 1986 R&R "Ratings Report & Directory" are incorrect. A corrected Chicago page will be mailed with next week's newspaper and will be included in all future mailings of the "Ratings Report."



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NEWS

Scott
Continued from Page 3
ord Bob had in other markets. The AM is working very well, and, while not planning major changes, we want to improve the fine points of WMYK — a little smoother sound and a better flow. Bob has a lot of expertise in that."

Scott, a veteran personality, brings programming experience from WOL/Washington, WBMX/Chicago, WKND/Hartford, and most recently, WPDQ/Jacksonville. "This is a family-owned operation," he said, "and it's nice to be working for people who have their hands on the day-to-day operations. Our goal is to deliver the music people want to hear, and we'll be instituting a few research devices and promotions to find that information." Scott, who is handling the 2-6pm airshift, added that he sees WMYK's on-air staff "coming to the forefront more than they have in the past."

Gilmore
Continued from Page 3
be some fine-tuning, and then it'll be an all-out war. When I was here before, we were the king, so to speak, of the Urban scene. Now there's someone out there with a bigger signal and probably more money, so I've got to really work hard. We don't have as strong a signal, but all things considered, we can still do some damage, if we're intelligent about it."

WJZR
Continued from Page 3
indicates "only a minimal awareness factor" for WXR. Chrysler says WRFX, consulted by Fred Jacobs, targets purely 25+. It emphasizes library material, but is not a pure "Classic Rock" outlet, as is the case at sister Metroplex station WCXR/Washington, also consulted by Jacobs. WCXR plays no currents, while WRFX plays a conservative list of 26 currents, primarily proven records that have charted. In staff changes resulting from the format switch, AM drive will be handled by Jefferson Stone and Gina Benacchio and middays belong to Chris Corley (from WKRR/Greensboro), who will also serve as Assistant PD. All-nighter Mary London has been named Music Director.

NAB
Continued from Page 1

In his live teleconference from an international AM conference in Geneva, Mass Media Bureau Chief Jim McKinney said, "There are Marine guards in our very office building."

Fowler Retirement Rumors

Another Dallas pastime was "Fowler-watching." The FCC chairman was noticeably more nonchalant than usual, and there was considerable idle speculation that he might announce his retirement in a Wednesday speech.

Fowler's term expires in June, and the recent departures of two top aides, Tom Herwitz and Dan Brenner, have fueled speculation that Fowler is about to step down.

At Sunday's opening session, NAB President Eddie Fritts, hoarse from an ill-timed bout of laryngitis, noted that NAB radio membership is now close to a record 4700 stations. He hailed the upcoming merger with NRBA as a marriage "that honors independence within the union."

Fritts was interrupted by applause only when he vowed that the battle for full First Amendment rights for broadcasting "will not cease until we have equal standing, equal rights." He said a new challenge facing the industry is an attempt to restrict the deductibility of expenditures.

NBC Chairman/CEO Grant Tinker, in accepting NAB's annual Distinguished Service Award, warned broadcasters not to cave in to paranoia, fear, and negativism about industry change: "There are too many

Lindsey
Continued from Page 1

Lindsey told R&R, "Over the last couple of years we've continued to strengthen ourselves, not only as San Diego's only Urban Contemporary station, but also as one of the market leaders. With a little luck and talent, we have the chance to take XHRM farther than anyone in their right mind thinks we can. We're shooting for the top."



ENGAGED — NRBA Chairman Bill Clark (right) and other NRBA officials were much in evidence in Dallas, as their merger with NAB nears. With Clark are NAB Radio Chairman John Dille III (left) and Joint Board Chairman Ted Snider.



EX-OFFICIALS — Former NAB Radio Vice Chairman Ed Giller, Gicom Stations, pauses to chat with former Radio Board Chairman Marty Beck, Beck-Ross Communications.



MOYES ON MEGA-RATES — Bill Moyes of the Research Group presented a major radio research project, "MegaRates: How To Get Top Dollar For Your Spots."

overwhelming positives all around us, and it seems to me that we should learn to savor them far more than we do."

Increasingly popular Saturday afternoon radio sessions were packed, which also contributed to earlier and busier suite and exhibit floor activity over the weekend, prior to Sunday's official convention kickoff.

Excellence Reprise

A standing-room-only crowd jammed in to hear Sharon Patrick update last year's McKinsey & Co. report and book, "Radio In Search of Excellence."

Patrick delved into the "seven s's" she said underlie superior radio management — strategy, shared values, staff, skills, structure, systems, and style.

A follow-up panel featured managers and programmers from stations featured in last year's book. KGO/San Francisco OM Jack Swanson spoke of the need to look ahead: "We believe the answers are not based on what got us here. There are all new questions now." Added KOSI/Denver VP/GM Lee Stewart, "We got here through consistency, quality, and running scared. We're always concerned we're not changing enough to stay up with the times."

Getting MegaRates For Spots

The other major radio study released in Dallas was the Research Group's intensive look at stations that get "mega-rates" for their spots. Bill Moyes outlined the basics of "demand curve pricing," and said being sold out is the surest signal that rates are too low.

Moyes advised stations to "test the rate ceiling aggressively" and have the guts to "walk away from business, to

leave money on the table" rather than discount rates.

RAB Targets New Business

In other sales news, RAB President Bill Stakein called on stations to join RAB in a "grass-roots new business development effort in every state spearheaded, guided, and supported by RAB."

Daytimer Relief, ASCAP Negotiations

At the "Surviving In AM Radio" panel, KOMO/Seattle's Ken Kohl objected to the title, which he suggested should have been "AM Success." Kohl told the AM broadcasters, "We've got to beat FM at their own game. We have to become narrowcasters."

All Industry Music Licensing Committee Chairman Bob Henley announced in Dallas that ASCAP has agreed to return to the bargaining table in the radio rate dispute that now rests with a federal judge in New York.

Heavy Floor Traffic, Exhibitor Grumbling

Traffic on the two levels of exhibit floors was quite heavy, and many vendors reported doing record business. However, some radio-only exhibitors were unhappy that their booths were scattered among the more numerous TV exhibits. In past years there were separate radio and TV halls.

An NAB exhibits office official said the exhibitors themselves chose this year's arrangement as a way of benefiting those who sell products to both radio and TV.

Freberg Unveils New Spots

At Tuesday's radio luncheon, sportcaster Mel Allen and commentator Earl Nightingale were inducted into the NAB's Radio Hall of Fame. Keynote and creative adman Stan Freberg unveiled a new spot to promote radio. It features a narrator walking through the "theater of his own mind." With trademark Freberg sound effects, he encounters elephants, a train, a merry-go-round, a pterodactyl taking a bite out of the Superdome, and Inca ruins.

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REVIVES SMASH IMPRINT

PolyGram Signs Moman Label

PolyGram has signed a licensing deal with Chips Moman's America Records. First release will be "Class Of '55," the Memphis-recorded reunion album featuring former Sun Records rockabilly/country pioneers Johnny Cash, Jerry Lee Lewis, Roy Orbison, and Carl Perkins.

The pact may extend to other acts from Moman's company, according to PolyGram Sr. VP/Nashville Operations Steve Popovich. "We're going to play that by ear," he said. "Right now, we're concentrating on maximizing this album."

"Class Of '55" also marks the revival of Smash Records, the pop/country label owned and operated by Mercury in the '60s. The album will appear under the America/Smash imprint.

"We'd wanted to reactivate Smash," said Popovich, "going back about three months. We decided to make this the project to do it with."



A NEW SMASH — Pictured celebrating the new America/Smash pact are (l-r) PolyGram/Nashville Sr. VP Steve Popovich, artist Carl Perkins (featured on the debut LP under the deal, "Class Of '55"), and America President Chips Moman.

Chrysalis

Continued from Page 3

Mike Van Orsdale joins as Central/Cleveland Regional Promotion Manager, from indie AOR firm New Avenues Music.

Greg Thompson moves to Chicago to become Midwest Regional Promotion Manager, from covering the Central region for Chrysalis.

Ralph Carroll is appointed Upper Southeast Regional Promotion Manager, based in Charlotte, NC; he was PD at WCGQ/Columbus, GA.



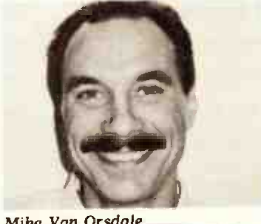
Jan Teifeld



Jeff Laufer



Roger Mayer



Mike Van Orsdale



Geina Horton



Greg Thompson



Jerry Blair



Ralph Carroll

Geina Horton is named Mid-Central Regional Promotion Manager, based in Denver; she was MD at Y-108/Denver.

Commenting on the appointments, Glass stated, "We are entering into the most productive 24 months Chrysalis has ever experienced. The music releases will increase significantly, and now we're ready. The state of the business on the streets is one of fierce competition, and we believe we have the most qualified and aggressive people in the marketplace."

PRODUCTION PACT PART OF DEAL

Capitol Distributes Enigma

Capitol has signed a production and distribution deal with Enigma Records, the three-year-old independent label owned and operated by Bill and Wesley Hein.

First releases through Capitol will be new albums by Alan Holdsworth, Creepers, Dangerously Close, Peter Hamill, Poison, and Stryper. Likewise, Enigma catalog becomes available through the major's branches.

The pact also provides for certain artists to be jointly produced by the two companies, and involves further collaboration in marketing and promotion. Such acts could be placed on Capitol in North America and worldwide.

"Capitol and EMI affiliates around the world are pleased with the opportunities of this new alliance, and welcome Enigma Records," said Capitol President Don Zimmermann.

Enigma President Wesley Hein commented, "We're very excited about the prospect of working with Capitol." It gives the label the opportunity "to work our artists on a level previously unavailable to us as an independent," he added.

Masters

Continued from Page 3

Reporting to MTV/VH-1 Sr. VP/GM Tom Freston, Masters becomes VH-1's key programming executive, responsible for its production, editorial content, and on-air promotion. He was unavailable for comment at presstime.

Before serving at KWEN, Masters purchased and managed KISO & KLOZ/EI Paso and WAVE & WLRS/Louisville in partnership with Henson Broadcasting. Previously, he was an air personality at WNBC/New York, and also covered and costarred on the weekly rock TV show, "Album Tracks," broadcast on NBC-owned stations. Earlier experience includes positions with Y100/Miami, WAKY/Louisville, WIFE/Indianapolis, and WAMS/Wilmington.

Succeeding Masters as VP/GM at KWEN is Gerry Tabio, who joins the Country outlet after five years with sister station WFTQ/Worcester, the last two as Station Manager. Tabio told R&R, "It's nice to have your first experience in Country be with a great station, as well as a great company."

Smyth

Continued from Page 3

Before WOR, Smyth worked in Boston at RKO sister station WROR for seven years as an Account Executive, Local Sales Manager, and GSM. "I've always worked towards becoming a GM in Boston," he said. "I'm thrilled to represent a great company like Greater Media and look forward to helping WMJX and WMEX become Boston's primary contemporary and oldies stations."

KLRZ Taps Lindsay As GM

General Broadcasting Corp has named Dean Lindsay GM of recently-acquired CHR KLRZ/Salt Lake City.

A market veteran, Lindsay was VP/GM at KSL for six years and most recently GSM at KLUB & KISN. He told R&R, "I believe we have a great deal of untapped potential in the market, and we are in the process of correcting some minor signal problems. Once this is complete, we will have a city-grade signal over the entire market and be ready to move forward." Lindsay indicated he was in the process of interviewing candidates for the programming position at the station.

Graye

Continued from Page 3

VP/Programming) Bill Thomas asked me if I would be willing to get into a gorilla suit for a promotion and stand in a department store window. I answered by asking him what size he wanted me to get. Whatever it takes, we'll get it done.

"I've never seen a GM so promotionally-oriented. Mike understands the battle is out on the street, where we need to press flesh. Mike exudes that attitude around the radio station. The radio station is on a tremendous roll, and there's a very good chance we'll get into double digits."

Prior to programming WLTE, Graye was OM at WROK & WZOK/Rockford for two years and Assistant PD at WLS/Chicago for two years.

Aries

Continued from Page 3



Garth Stern developed beautifully into a competent executive, and her expansion was necessary because she's taken on more responsibility. Garth has done a great job as a top salesman and in building national business. With these promotions, I'll now have more time to devote to expanding the company."

Bice has been Station Manager for the Marin County properties for the past two and a half years. A nine-year staffer, she was previously Business Manager and Office Manager for KIK-FM. Votaw became Station Manager at the Orange County outlet in 1984, having worked his way up from GSM and Account Executive positions during his seven years with the company. Stern was an AE with KIK-FM prior to becoming NSM over two years ago.

STAFF

Founder: BOB WALSON
 Publisher: DAUGHT CASE
 Executive Vice President: DICK KIRDMAN
 Editor: [Name obscured]
 Los Angeles Office (213) 553-4330
 Senior Vice President & Editor: KEN BARNES
 Art Director: RICHARD J. BARNAL
 Managing Editor: JEFF GREEN
 Executive Editor: GAIL MITCHELL
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 Controller: MARGARET BECKWITH
 Accounts: WENDY YANG
 Accounting Assistant: MARIE VISTROM
 Legal Counsel: JASON SHERIDAN

New York Bureau: (212) 605-0355, 575 Madison Avenue,
 New York, NY 10022
 Bureau Chief: ADAM WHITE
 Office Manager: BARBARA SARUBB

Washington Bureau: (202) 662-7488, National Press Building,
 Suite 807, 529 14th St. NW, Washington, DC 20045
 Bureau Chief: Washington Editor: BRAD WOODWARD/ABC

Nashville Bureau: (615) 292-9982, 292 4th St., 1610 16th Avenue
 South, Nashville, TN 37217
 Bureau Chief: SHARON ALLEN
 Associate Editor: KATY WEL
 Receptionist: DEBBE FENWELL

San Francisco: (415) 774-2892, 774-2893
 Assistant Director: SHARON ALLEN

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Hosted by Bob Coburn

ARISTA RECORDING ARTISTS



GTR-

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MAX BACON, formerly of Bronz,
PHIL SPALDING, formerly of Original
Mirrors, Mike Oldfield and Toyah,
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NEWS IN BRIEF



Bill Williamson Greg Raab Tom Taylor Brenda Romano

● **BILL WILLIAMSON** becomes VP/Broadcast for **Woodward Communications**, which owns **KDTH & KATF/Dubuque, KLMS & KFMQ/Lincoln,** and **WHBY & WAPL/Appleton.** Williamson was previously President/GM/partner of **Marathon Communications**, operator of **WIBX & WIBQ/Utica.**

● **BRENDA ROMANO** is named Manager/National AC Promotion for **PolyGram Records.** Most recently Regional Promotion Manager for **Island Records** in Chicago, Romano previously worked with **RCA Records** as Local Promotion Manager in San Francisco and Miami.

● **GREG RAAB**, former PD at **WCXI-AM & FM/Detroit**, becomes Director/Advertising & Promotion for cross-town **WRIF.** Raab has also been Promotion Director at **WCXI, WXYZ/Detroit,** and **WKTQ/Pittsburgh.**

● **CLIFFORD MATIS** is named VP/Sales for **CNN Radio** in Atlanta. Matis has served as Director/Advertising Sales for **CNN Radio** in New York since 1983, and formerly worked with **John Blair & Co.** and the **CBS Radio Division.**

● **PAM COHEN** is promoted to Exec. Director of the **National Association of Recording Merchandisers (NARM).** She was Director/Administration & Association Programs, and joined **NARM** in 1985 after 12 years with **WEA Corp.** Also, **PATRICK GORLICK** rejoins **NARM** as Director/Creative Services. He operated his own marketing consultancy, and previously served as the association's Director/Marketing.

● **TODD CAVANAHA**, who leaves the PD slot at **KTRS/Casper** after a year, is the new MD at **KRXY (Y108)/Denver.** He replaces **GEINA HORTON**, who joins **Chrysalis Records** (see Page 3).

● **BOB CARON**, General Manager at **Fuller-Jeffrey Group's WBLM/Portland, ME,** will transfer to the company's forthcoming acquisition **KSCO-AM & FM/Santa Cruz, CA** as VP/GM upon completion of the transaction.

● **RICK BLASKEY** has been appointed to the new post of VP/European Marketing for **RCA/Ariola.** Blaskey, who'll relocate to London, was VP/International Operations for **Arista**, and joined the company in the UK in 1979. Also, **DORUS STURM** is named **RCA/Ariola European VP/Marketing Licensed Labels**, based in Munich. He was VP/Marketing for the **Ariola International Group.**

● **JACK SWART**, PD at **WGRD/Grand Rapids** for the past two years, is leaving to become GM at cross-town **WJFM.** Swart is a former PD at **WKFR/Kalamazoo** and **WBNQ/Bloomington.** **WJFM** is presently **CHR**, but Swart said, "We're examining all options."

● **SUSAN O'CONNELL**, programming assistant at **WXKS-FM/Boston**, has been promoted to Music Director.

● **GORDON MASON**, a 30-year broadcaster, has been named Executive Director of the **Southern California Broadcasters Association.** Mason has managed L.A. stations **KJOI** and **KBIG**, and also headed his own sales promotion firm.

● **TOM TAYLOR**, an 11-year staffer and Station Manager/PD at **WPST/Trenton**, has moved up to VP/GM/PD. At the same time, 13-year staffer **JOHN ANASTASIO** was promoted from PD to Station Manager for co-owned **WHWH**, and Asst. PD **JACK FAULKNER** advanced to PD.

● **JOEL NEWMAN**, formerly President of **SPN Entertainment**, a marketing/production firm, has joined **Motown Records** to become its Los Angeles Regional Promotion Manager.

● **RICH PIOMBINO** has been named Marketing Director at **Westwood One Radio Networks.** He formerly was PD at **KMET/Los Angeles**, and also served in various promotion capacities at **WLLZ/Detroit, WKLS/Atlanta,** and **WKTU/New York.** Piombino will assist local stations in setting up promotions around **WW1** programs.

CBS Honors Promotion Aces



CBS recently announced its local promotion manager awards for 1985 at the company's Los Angeles meetings. Pictured (top, l-r) are Columbia Sr. VP Bob Sherwood, Southeastern Branch winner Alan Oréman, and VP John Fagot; (center, l-r) E/P/A Sr. VP Ray Anderson, L.A. Branch winner Lori Anderson, and E/P/A VP Walter Winnick; (below, l-r) E/P/A Nashville award winner Tom Genetti of the Midwest Branch and CBS/Nashville VP Roy Wunsch.



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

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FIRST-TIME BUYING — Offering pointers at the NAB Convention in Dallas on buying a first radio station were (left to right) Fred Baker, Baker-Communications Systems, Ft. Smith, AR; Susan Ness, American Security & Trust Bank, Washington, DC; Randy Jeffrey, Chapman Associates; Robin Martin, Deer River Group; Erwin Krasnow, Verner, Lipfert, Bernhard, McPherson & Hand.

Sage Buys Eight For \$5.4 Million

Sentry Broadcasting, Inc. and Stevens Point Broadcasting Co., a Stevens Point, WI-based subsidiary of Sentry Insurance Co., have sold eight of its 13 radio stations to Sage Broadcasting Co. for approximately \$5.4 million.

The properties include WXYQ &

WSPY/Stevens Point, WI; WTAX & WDBR/Springfield, IL; KMNS & KSEZ/Sioux City, IA; and WJKK & WBIZ/Eau Claire, WI. Sage Broadcasting is principally owned by Gerald Poach, Gerald Lebow, Leonard Fafflar, and Asher Levitsky. Sage also owns WNAQ/Naugatuck, CT and

WZFM/Briarcliff Manor (White Plains), NY. Brokering the sale was Barry Sherman & Associates.

Gammon & Ninowski Opens Three New Offices

In order to provide the industry with more complete brokerage services, Gammon & Ninowski Media Investments, Inc. have opened new regional offices in Philadelphia, Kansas City, and Denver.

The Associate Brokers operating

out of these new offices include Jack Satterfield in Philadelphia (215) 525-8767; Richard Wartell in Kansas City (316-442-9370); and Mark Hand and Al Perry in Denver at (303) 534-3513 and (303) 239-6670, respectively.

HITS MARKET "ANARCHY"

Quello Would Reinstate Trafficking Rule

FCC Commissioner Jim Quello said during a panel discussion at the Dallas NAB Convention this week that the three-year trafficking rule for broadcast properties should be reinstated.

Quello said allowing immediate turnarounds on station sales has created "anarchy" in the station acquisition field. He charged that operators looking for a "fast buck" are snatching up properties for instant sale at a profit,

showing no concern for serving the community of license.

However, it appears Quello has little or no support for his position on the FCC. Commissioner Dennis Patrick told R&R later, "I don't think it's created anarchy. Obviously, I thought it was the right decision at the time and I haven't had any reason to reconsider it."

Commissioner Mimi Dawson said she might only change her mind if it was proven public service was being hurt, but even then reimposing the traf-

ficating rule for three years or any other period might not be the best solution.

In fact, Dawson said she still thinks the Commission erred in forcing those who win CPs in comparative hearings to hold them for a year before selling. She favors abolishing the limit altogether.

Commissioner Mimi Dawson said she might only change her mind if it was proven public service was being hurt, but even then reimposing the traf-

KOTE & KKZZ/LANCASTER-PALMDALE, CA

PRICE: \$2,250,000. The price includes a note for approximately \$1 million and assumption of liabilities approximating \$400,000.

BUYER: Valley Wide Broadcasting, Inc., owned by George Schrader, Laurence Rutter, James Baker, and Lindsay Schnyder. Schrader and Rutter control California stations KNGT/Jackson and KDHI & KOYN/Twenty-nine Palms. Baker manages and has interest in these stations as well. Schnyder is GM for KOTE & KKZZ.

SELLER: Antelope Broadcasting Corp., which is affiliated with Bill Sanders and Wagontrain Enterprises, Inc. Sanders & Wagontrain have interests in KHEI & KVIB/Maul;

KAAP & KKBZ/Santa Paula, CA; and KPER/Hobbs, NM. Wagontrain also owns Drake-Chenault Enterprises, Inc. and has contracted to purchase TM Programming, Inc.

DIAL POSITION: 1380 kHz; 106.3 MHz

POWER: 1 kw daytime; 3 kw at 210 feet

FORMATS: Nostalgia; Easy Listening
BROKER: Chapman Associates

KJAS/JACKSON & KJAO/GORDONVILLE, MO

PRICE: \$500,000 cash

BUYER: Target Media, Inc., headed by Ralph Newquist and Dale Rollings.

SELLER: Cape Girardeau County Communications, headed by Alfred Sikes, who also has interests in Missouri stations KRMS & KYCL/Osage Beach and KGBX/Springfield.

DIAL POSITION: 1170 kHz; 99.3 MHz

POWER: 250-watt daytime; 3 kw at 300 feet

FORMATS: Nostalgia/Easy Listening; CHR

BROKER: Blackburn & Company, Inc.

KESY-AM & FM/OMAHA

PRICE: \$6.25 million, with payment in the buyer's stock and the assumption of existing term notes and liabilities.

BUYER: SunGroup, Inc., which also owns WERC-AM & WKXX/Birmingham and Texas stations KEAN-AM & FM/Abilene and KYXX/Longview. Acquisitions pending FCC approval are KAFE & KKSS/Santa Fe-Albuquerque and KKQV/Wichita Falls, TX.

SELLER: MediaOmaha, a limited partnership.

DIAL POSITION: 1420 kHz; 104.5 MHz

POWER: 1 kw; 32 kw at 285 feet
FORMATS: Easy Listening (simulcast)

KFMF/CHICO, CA

PRICE: \$1.2 million; approximately \$600,000 down with an eight-year note on the balance.

BUYER: Fuller-Jeffrey Group, which also owns WOKQ/Portsmouth-Dover, NH; WBLM/Portland, ME; KRCC & KPOP/Sacramento; KJJY/Des Moines; and, pending FCC approval, KSCO-AM & FM/Santa Cruz, CA.

SELLER: Kragwood Broadcasting

DIAL POSITION: 93.7 MHz

POWER: 15 kw at 330 feet
FORMAT: AOR

WKZY/FT. MYERS, FL

PRICE: \$1.1 million

BUYER: Paton/Cramer Broadcasting, Inc., headed by N.E. (Pat) Paton, Jr., President/CEO. Paton and Associates, the parent company, owns WREN/Topeka and Paton/Cramer/Paton Broadcast Consultants.

SELLER: Southern Star Broadcasting Company, Inc.

DIAL POSITION: 770 kHz

POWER: 10 kw days/2.5 kw nights.
FORMAT: Full-service AC/Nostalgia

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AM/FM in small market with little competition. Excellent cash flow; stable economy. \$725,000 with \$175,000 down.
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Fulltime AM w/ Class C FM. Dominating signals. Single station market. Asking \$1,150,000 with \$300,000 down.
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FM in small market rich in history and tradition. Well-equipped, attractive studios. Asking \$400,000 with 25% down.
Contact - Ernie Pearce (404) 998-1100

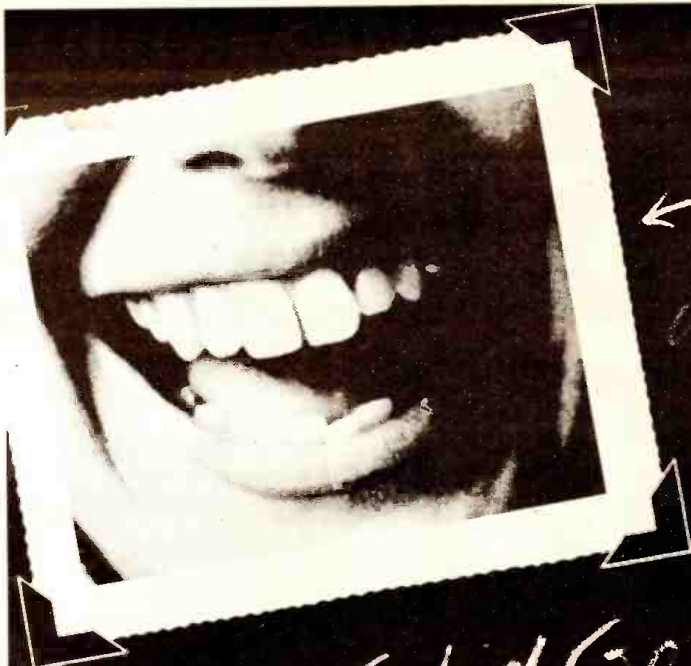
SOUTHEAST

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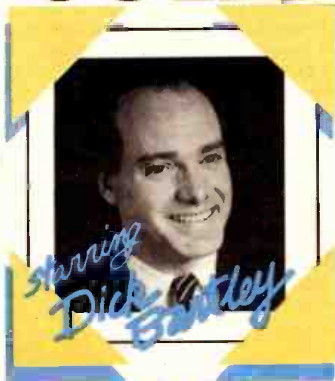
Back in March, 1984 we launched "Solid Gold Scrapbook" with Dick Bartley, as a spin-off of Bartley's top-rated live oldies show, "Solid Gold Saturday Night." And you've been telling us the same thing ever since:

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

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

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

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

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THE TIM MCCARVER SHOW, a sure-fire hit two-minute sports commentary, will air every day, Monday through Saturday. And the charm, wit and in-depth knowledge that have made Tim a winner on TV are guaranteed to make him MVP of the radio broadcast booth.

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"... best color man on television right now—baseball, football, politics or anything else." *ESQUIRE*

"New York is fortunate to have . . . Tim McCarver with the Mets who prove(s) it is possible to move from the playing surface to the broadcasting booth and take on the critical, information-sharing role for which others have trained for years." *NEW YORK TIMES*

"There is no end to the entertainment provided, game in and game out on telecasts by Tim McCarver." *NEWSDAY*

"If you're a baseball fan, watch this man; if you don't like the game, watch McCarver anyway—you'll get hooked." *VOGUE*

Great as those reviews are, they're nothing compared to the raves McCarver gets from his millions of fans. He's got the kind of following most of us would give our best pitching arms for.

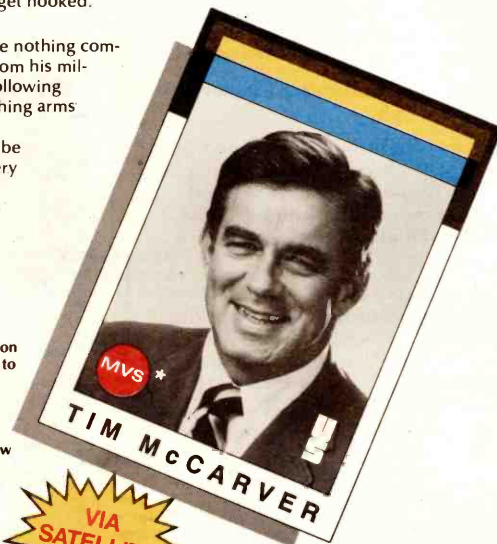
But the best thing is, now he can be part of your broadcasting team, every single day.

So call today to have THE TIM MCCARVER SHOW go to bat for your station. Then, whether you know who's on first or not, you can be sure you'll be first in the ratings.

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New York Washington, D.C. Chicago Detroit Dallas Los Angeles London

"GOOD NEWS" NAB CONVENTION

Daytimers Get Nighttime Relief April 22

Things are looking up for daytimers. At this week's NAB Convention in Dallas they learned that a long-delayed AM agreement with Mexico will be signed next week, April 22, giving them authority to broadcast for two hours past local sunset.

In addition, about 350 daytimers on Mexican clear channels will become fulltime stations after U.S. and Mexican officials sign the agreement in Mexico City.

The daytime relief has been a long time coming. It was approved by the FCC 18 months ago, but couldn't be implemented until a new AM accord with Mexico was reached. Just when that seemed imminent, an earthquake devastated Mexico's AM data base, setting the process back by months

and forcing daytimers to sign off at 6pm all winter.

In Dallas there was also considerable discussion of the FCC AM report, which, among other things, suggests fulltime hours for daytimers on Class 3 channels, and a possible cutback in clear channel skywave protection that would benefit daytimers.

Power Up To 500 Watts

Announcement of the Mexican signing was made Tuesday (4/15)



TV MUSIC LICENSING — Members of Congress attending the NAB Convention in Dallas debated the pros and cons in the current battle over TV music licensing. The television industry wants to shift the way composers and lyricists are paid for works used on syndicated TV shows, prompting a major lobby campaign by ASCAP, BMI, and other music industry groups to preserve the status quo. Shown (left to right) at the Dallas panel are moderator Donna Zapata, WHAS-TV/Louisville; Rep. Pat Schroeder (D-CO); Sen. Dennis DeConcini (D-AZ); Rep. Rick Boucher (D-VA); Rep. Henry Hyde (R-IL); Sen. Charles Mathias (R-MD); Sen. Edward Zornsky (D-NE); Rep. Howard Berman (D-CA).

in a technically flawless, live teleconference from Geneva, where FCC Mass Media Bureau Chief Jim McKinney is heading up the American delegation to an international conference that will begin extending the AM band from 1605 to 1705 kHz.

ating hours to two hours after sunset are sealed in envelopes at the FCC and will be mailed the moment the ink is dry on the pact Tuesday. Stations can begin using the new hours as soon as they sign the orders. While some stations will get very low power, many others will get from 250 to 500 watts.

McKinney said even Cuba, America's AM nemesis, is backing allotment planning. However, Cuba wants the new AMs limited to 5 kw, while the U.S. is pushing for 10 kw.

DAYTIMER RELIEF

- Mexico pact allows broadcasts two hours past sunset
- 350 daytimers to become fulltime
- AM expansion, new stations on the way

McKinney, who had hoped to show the signing on the satellite teleconference, said "show-cause" orders changing daytimers' oper-

Geneva Conference Starts Strongly

Regarding the Geneva talks, McKinney reported that the U.S. already appears to have won its major objective for the meeting — convincing other countries to adopt "allotment planning" for the new spectrum, which will give the U.S. maximum flexibility in siting its new AMs.

"Allotment planning is enjoying widespread support here in Geneva," said McKinney. "I'm somewhat surprised." Smaller nations had been expected to back "assignment planning," which locks new stations into specific locations.

"Show-cause" orders changing daytimers' operating hours to two hours after sunset are sealed in envelopes at the FCC and will be mailed the moment the ink is dry on the pact Tuesday."

Another member of the U.S. delegation, consulting engineer Wally Johnson, predicted from Geneva that the new AMs will begin going on the air in 1990. And McKinney said he believes new AM sets built to receive the expanded channels will begin appearing in cars in the 1988 model year.

NEWS BRIEFS

Studio, Program Violations Cost KGOL \$10,000

KGOL/Lake Jackson, TX has been hammered with a \$10,000 FCC fine for violations of Commission rules requiring that each station keep a main studio and originate at least 51% of non-network programming in its community of license. KGOL was also hit for numerous violations of FCC technical rules.

Meanwhile, WWIW/New Orleans was fined \$500 for failing to file its license application in a "timely manner."

And the Mass Media Bureau refused to reconsider a \$10,000 forfeiture dealt last August to KRZE & KRAZI Farmington, NM.

WYEN Hit With EEO Reporting Conditions

After taking a second look at WYEN/Des Plaines, IL's license renewal, as ordered by a federal court, the FCC has renewed the station's license again, but imposed EEO reporting conditions on the renewal.

After the National Black Media Coalition (NBMC) appealed the station's renewal on grounds of alleged discrimination, a federal court sent the case back to the Commission to explain why it had credited WYEN with EEO progress made after the license term in question had closed.

In its latest ruling, the FCC reiterated that it found no evidence of intentional discrimination, but rather a failure to aggressively recruit minorities. It renewed the license again and ordered WYEN to submit seven detailed EEO progress reports through the remainder of its license term in 1989.

Other Key Developments:

• President Reagan has signed into law legislation establishing a series of

"cost-of-regulation" fees to be paid by broadcasters and applicants.

• WEAT/West Palm Beach has been found eligible for \$14,397.50 in U.S. funds as compensation for changing facilities to offset Cuban interference.

• FCC foreign affairs advisor Edward Jacobs has been named Special Assistant to Chairman Mark Fowler.

FCC NOMINEE

Goldwater To Dennis: "You're In"

FCC nominee Patricia Diaz Dennis breezed through a Senate confirmation hearing last week without having to disclose her views on any issues pending before the Commission. Her confirmation by the Commerce Committee and the full Senate is now a formality.

"I've looked into your background and found nothing in the world to hold against you," Communications Subcommittee Chairman Barry Goldwater (R-AZ) told Dennis. "You're in."

Apparently startled by the brevity and ease of the hearing, Dennis asked aloud, "That's it?" When Goldwater asked if she wanted to volunteer anything, Dennis drew laughs by responding, "Absolutely not."

Dennis, a 39-year old Democrat, was introduced by her home state senator, Jeff Bingaman (D-NM), as a "highly skilled attorney with a wealth of experience, particularly in the public sector."

Currently a Reagan appointee on the National Labor Relations

Board (NLRB), Dennis was formerly a labor attorney for ABC.

Bingaman cited her involvement in the Hispanic Bar Association, her service as a U.S. delegate to the United Nations Conference on Women in Nairobi, and her selection in 1984 as the Mexican-American Opportunity Foundation's Woman of the Year.

Dennis said in her prepared statement, "While I have much to learn, I am confident that I can fulfill my duties at the FCC and I look forward to learning more about telecommunications. If confirmed, I will address issues at the FCC in a fair, open-minded, and impartial manner just as I strive to do in my current position as a member of the National Labor Relations Board.

"My overall philosophy, which I have applied at the NLRB, would continue to be to limit government regulation to that appropriate to achieve a statutory goal. In this

manner, the intended beneficiaries of the regulation can participate in determining for themselves what is in their own best interests.

"Regulatory agencies, I believe, should clearly and fully state the rules by which they make their decisions, so that the affected parties can be guided in their future actions to regulate themselves without the uncertainty and inefficiency caused by ad hoc regulatory interference.

"My starting point will be the Communications Act itself, which mandates that the Commission make available, so far as possible, to all people of the United States, a rapid, efficient nationwide and worldwide wire and radio communication service with adequate facilities at reasonable charges. I will further adhere to the act's requirement that the Commission promote the public interest, convenience, and necessity."



Patricia Diaz Dennis

Willie Nelson / Wrangler[®] BRAND

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Invitational
Rock • Country • Rhythm & Blues

Help Launch The Careers Of The Top Acts In Your Area!

Willie and Wrangler Jeans have put together a nationwide talent search, and **your** station can be a part of it. The new "Invitational" format offers you a unique opportunity to get involved with local talent in three key music areas. Your station becomes an integral part of the staging of the event: you pick the contest site, provide a DJ to serve as host and air

"There are thousands of new artists all over the U.S. in rock, R&B and country. I remember how it was when I got started and I'd like to help out these new acts if I can."

— Willie Nelson.

promos which highlight your active role in this unique talent search.

Only one radio station in Atlanta, Chicago, Denver, Detroit, Houston, Los Angeles, Nashville, New Orleans, New York and Seattle will be a part of this event.

Make sure it's yours by calling Bob Gordon of Susan Hackney Associates, Inc. at (615) 244-7976.

 *Susan Hackney*
ASSOCIATES, INC.
7 MUSIC CIRCLE NORTH
NASHVILLE, TN 37203
615-244-7976

Juke Box Music Game Available

"Play It Again Juke Box," billed as a "non-trivia game," is a unique board game for those who love the hits of the '50s, '60s, and '70s. The object of the game is to complete the lyric of a song, after having been given the song's title, its artist, the year it came out, and the beginning of the lyric.

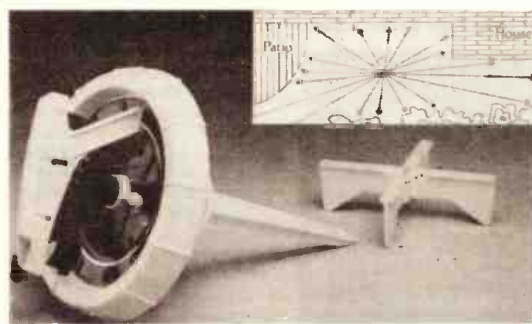
The game board is modeled after a Wurlitzer jukebox, and questions are read or sung from an 8-inch disc designed like a 45rpm record with the answers on the reverse. The six musical categories are each represented by a single disc, all of which store in a rack like an old 45rpm holder. Similarly, the player's tokens resemble 45rpm racks and the object is to fill these racks with colored disc-like tokens representing each category.

There are more than 2100 lyrics in the game, which can be played by two to 24 players. "Play It Again Juke Box" is the brainchild



of Des Plaines, IL resident Mark Bonk, and is officially represented and distributed by Bala Cynwyd, PA-based **Welsman & Associates**.

Retailing for under \$30, "Play It Again Juke Box" is currently being test-marketed in Philadelphia, Denver, Phoenix, and Salt Lake City. For further information on this useful promotional tie-in or giveaway item, contact Hal Weissman at (215) 667-6290.



Programmable Sprinkler Gets The Corners

Using a programmable memory disc that allows you to control the length of spray and the speed of rotation, this sprinkler enables you to water any shape of lawn without wetting buildings, sidewalks, patios, or driveways, thereby saving water and eliminating the constant repositioning required by conventional sprinklers. Unlike perman-

ently-installed watering systems, this unit can be reprogrammed using the adjustable 7/8" diameter track to control the angle of the impulse head. This allows one to change the spray length to between 16-43 feet; the sprinkler automatically adjusts the speed of rotation so that the head rotates more quickly over both long and short distances to insure even coverage without overwatering.

This natural summertime promotion item covers lawns up to 5000 square feet. Available from the NYC-based **Hammacher Schlemmer** firm, the unit comes with an additional memory disc so that you can program for two different lawns. Price: \$29.95; an additional set of four programmable memory discs is available at \$19.95. For more information, contact Hammacher Schlemmer at (800) 543-3366.

AM-FM Cassette Clock Radio



Taking the conventional clock radio a step further, this veritable home entertainment system from **Randix** combines a cassette player and alarm with an AM-FM-TV audio-weather broadcast radio. Additional features include an ear-phone jack, choice of buzzer or radio alarm, touch-sensor snooze control, and automatic shut-off for bedtime listening.

The unit sports a three-inch, 8-ohm speaker and three built-in antennas, one of which telescopes. The digital time display can be adjusted for brightness and the three-pound item plugs easily into any household outlet. Available from the NYC-based **Hammacher Schlemmer** firm at (800) 543-3366.



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In its first six months, **STARFIRE™** has been field-tested like no other production library in the world. On stations like **WHYT, WMMS, WQXI, KRTH, WCLR, WCAU-FM, WAPP, WBSB, WHQT, KRXY, WPRO-FM, WTIC-FM, KOME, WYYY, WBLI** and dozens more. The results are as clear as **STARFIRE'S** remarkable sounds and music. For powerful promos, amazing IDs, exciting contests and much more, **STARFIRE™** is quite simply the best production library ever created.

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BROWN BAG PRODUCTIONS

4134 S. EUDORA STREET
ENGLEWOOD COLO. 80110
(303) 756-9949



8mm Video Films To Hit U.S. Market

In a move that may render current VCRs obsolete, **Kodak** and **Sony** recently announced that 61 films will appear in the new 8mm videotape format. Priced at \$29.95 each, the 8mm videotapes are not compatible with either VHS or Beta videocassette players.

According to a recent *USA Today* report, the firms believe that the smaller 8mm videotapes will be a full-fledged competitor to the half-inch Beta and VHS videotapes within two or three years. The 8mm videotapes feature stereo sound on tapes the size of audiocassettes.

Kodak begins distributing 46 titles in the 8mm format this June, while Sony has slotted 15 titles in the 8mm format for a summertime debut. One obstacle to the 8mm revolution is that 8mm videotape players currently cost around \$1000, compared to an average \$350 for VHS or Beta VCRs. However, Sony plans to have a comparably-priced 8mm player on the market by June. Stay tuned . . .

POLLSTAR

TOP 20 CONCERT PULSE

LW TW ARTIST

- | | | | |
|----|----|--------------------|---|
| 1 | 1 | ZZ TOP | — |
| 4 | 2 | RUSH | — |
| 5 | 3 | FIRM | — |
| 4 | 4 | ALABAMA | — |
| 6 | 5 | PAT BENATAR | — |
| 7 | 6 | JOHN C. MELLENCAMP | — |
| 8 | 7 | AEROSMITH | — |
| 9 | 8 | LOVERBOY | — |
| 10 | 9 | HEART | — |
| 12 | 10 | WILLIE NELSON | — |
| 11 | 11 | HANK WILLIAMS JR. | — |
| 13 | 12 | DAVID COPPERFIELD | — |
| 15 | 13 | TWISTED SISTER | — |
| 14 | 14 | AMY GRANT | — |
| 18 | 15 | THOMPSON TWINS | — |
| 16 | 16 | KISS | — |
| 17 | 17 | DIO | — |
| 19 | 18 | CONWAY TWITTY | — |
| 20 | 19 | STEVIE RAY VAUGHAN | — |
| — | 20 | ANNE MURRAY | — |

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.

PRO:MOTIONS

Rhino Expands Publishing Division

Rhino Records has expanded its publishing division with the formation of **Orange Skies Music**. **Graham Daddy** and **Louis Naktin** are co-managers. Rhino has also purchased the **Lazy Day/Apricot Music** catalog for Orange Skies.

Chappell International Promotes Dodes

Susan Dodes has been elevated to International Acquisition Manager at **Chappell International**. She joined the company in 1983 and advanced two years later to the post of International Repertoire Coordinator.

Crounse To KLYF LSM

Pat Crounse has been appointed Local Sales Manager at **KLYF/Des Moines**. Prior to accepting this appointment she was GSM of neighboring **KIOA & KMGK**. Crounse's radio background includes posts as Continuity Director at **WEBC/Duluth** and OM at **WOW & KEZO/Omaha**, as well as sales positions at **KFAB & KGOR/Omaha** and **WBCS-FM/Milwaukee**.

PROS ON THE LOOSE

Rick Beckett — Mornings **WAAY/Huntsville, AL** (616) 453-6611

Kevin Broadbin — Assistant PD/MD **WICC/Bridgeport, CT** (203) 377-4473

Mark Carrillo — Assistant PD/Middays **KSJL/San Antonio** (512) 340-0321

Bill Gardner — Programming Executive/Mornings **KLCY-FM/Salt Lake City** (801) 943-4171

Keith Isley — PD **KLRZ/Salt Lake City** (801) 261-5647

Keith Jacobs — MD **KEYI/Austin** (512) 448-3374

Murray New KYNO LSM



Dwayne Murray

Dwayne Murray has been appointed Local Sales Manager for **KYNO-AM & FM/Fresno**. He joins the station after two years with neighboring **KJEO-TV**, where he was an Account Executive.

Silhan Named KTXQ LSM

Gallya Silhan has been tapped as Local Sales Manager at **KTXQ/Dallas-Ft. Worth**. She moves from crosstown **KPLX & KLIF**, where she spent seven and a half years in local/regional sales and promotions.

Capaldi Orphan VP

Jerry Capaldi has been named VP/A&R at **Orphan Records**. He comes to the Sterling Heights, MI-based label with ten years' artist management experience.

CBS Ups Williams

Mark Williams has been promoted to Director/Technical Operations for the CBS Owned Stations. Prior to this, he had served in a similar post for CBS owned **WSUN & WYNF/Tampa-St. Petersburg** for two years. Williams was also Chief Engineer for **WKES & WGNB/St. Petersburg** for 12 years.

Lorimar-Telepictures Music Group Taps Stone

Steve Stone has been appointed GM/Music Publishing for the **Lorimar-Telepictures Music Group**. Stone's background includes 11 years at **ATV Music**, producer for the **Mike Curb Organization** and **Capitol Records**, and GM of **Central Songs**.

WNYS & WEZO Up Martin

John Martin has been promoted to National Sales Director at **WNYS & WEZO/Rochester**. Martin, who joined the **Grace Broadcasting** outlets in February 1985, will retain his local sales duties.

CHANGES

Bob Weaver, former Regional Sales Manager of **KSPZ/Colorado Springs**, joins **KDKB/Mesa** as AE.

Mark Hanny, former AE at **KADQ/Rexburg**, joins **KDKB/Mesa** as AE.

Pamela Franchesci, former GM at **Creative Media/Phoenix**, joins **KLZI/Phoenix** as AE.

Priscilla F. Mooney, formerly in the Rochester retail industry for 18 years, joins **WEZO/Rochester** as AE.

Hendrik vanderBurgh, former AE for **American Business Communications/Portland**, joins **KGW/Portland** as AE.

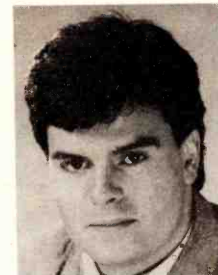
Susan Martin, former AE at **KWJJ/Portland**, joins **KGW/Portland** as AE.

Geoff Koonin, Director of Financial Operations, **CBS Records/New York**, has been promoted to Director of Royalty Operation.

For The Record

Raymond "Rip" Pelley, who was named **Exclusive International Agent for Superspots'** Entertainment Services Division, continues as President of **Advance Marketing Concepts, Inc.**

CBS Raises Venable



Dane Venable

Dane Venable has been appointed Manager/College Marketing for **CBS Records**. Most recently an Account Service Representative in the label's Southeast branch, Venable previously worked as a CBS Records College Marketing Representative at Georgia State University.

Silver Named Zylon GM

Press/media specialist **Morton Silver** has been appointed GM of **Zylon Records**. Working with him is local independent booking agent and former club booker **Teresa Chandler**.

Papesh Segues To Telarc

Pat Papesh has joined **Telarc International Corp.** as VP/Marketing and Sales. She comes to the classical recording company from **American Greetings Corporation**, where she was VP/Account Services.

Seres New Viacom VP

William Seres has been named VP/Human Resources Development for **Viacom International, Inc.** He joined the communications/entertainment firm in 1981 as Director/Human Resources Development.

Setos Viacom Sr. VP

Andrew Setos has been appointed Sr. VP/Engineering and Operations for the **Viacom Networks Group**, which consists of the **MTV Networks, Inc.** and **Showtime/The Movie Channel, Inc.** Before this appointment, Setos worked in a similar capacity for **MTV Networks**.

CHRONICLE

Born To:

● **WHLG/Stuart** morning man **Nick White** and wife **Mary**, daughter **Brie Anne Marie**, March 27.

● **KRTH/Los Angeles** Production Engineer **David Gartin** and wife **Lori**, daughter **Keri Lynn**, March 24.

● **MCA Distributing** VP/Sales **Harold Schulman** and wife **Alice**, son **David Gottlieb**, March 29.

● **WEA** VP/National Operations **Larry Weiss** and wife **Sheri**, son **Michael Jordan**, April 3.

● **A&M** VP/Marketing Services **Bob Reitman** and **WEA** Director/Advertising **Barbara Reitman**, son **Jack Andrew**, April 9.

● **Atlantic Records** Washington Promotion Manager **Rick Miller** and wife **Deb**, son **Zachary Graham**, March 23.

● **CBS Songs** staff writer **Eric Kaz** and wife **Leonarda**, daughter **Sara Matisse**.

Married:

● **WSTF/Orlando** Program Manager **Jim Ballard** to **Monica Snyder**, April 5.

● **A&M** Director/Advertising **Rob Gold** to **Ava Rosenthal**, April 20.

ACCELERATE YOUR RATINGS!

High performance is on the air...with **"The Car Show Coast To Coast"**, now available to radio stations across the nation. This one-hour weekly program, hosted by two of the country's most knowledgeable and entertaining car experts, **Lon Frank**, Editor-at-Large of "Motor Trend" magazine, and **John Retsek**, automobile expert, is right on track with insightful car reviews and timely interviews, fascinating features and listener phone-in questions. Get better mileage from your format and learn more about this unique new outlet for America's flourishing love affair with the automobile.

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THE Z MORNING ZOO KKRZ PORTLAND, OREGON

From left, Gary Bryan, Lorna Dee, Tony Martinez, and Dan Clark

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.

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PLAY FAVORITES

YOUR LISTENERS WON'T HEAR IT ANY OTHER WAY

WAX

"Right Between The Eyes"



WHHT deb 38	Z93 29-26	93Q add
WXKS-FM 35-30	I95 add	WKRZ-FM add
WKSE 33-29	Y100 38	WOKI add
WPHD 39-33	WRSR on	WFBG add
CKOI on	WMMS on	WZON 30-22
WCAU-FM 35	92X 25	WYKS add
PRO-FM deb 34	WCZY deb 38	KWES 14-11
94Q 30-27	WLOL-FM 34-30	KWTO-FM add

From the album "Magnetic Heaven"

BLOW MONKEYS

"Digging Your Scene"



WHHT
KMEL
K104
RI104
WXLK
95XXX
OK100
95XIL
KWES
WHSL
WVBS

"Awesome... Defines the term mass appeal...
Possibly the best song I've heard this year!"
Keith Naftaly, MD, KMEL/San Francisco

From the album
"Animal Magic"



R&R STREET TALK

Remember last week's tip about **BOB BUZIAK** joining a major East-coast label as president? Well, **RCA** has issued a statement that it's "upset about the rumors circulating," but the company did not deny them. So, expect not only Bob's appointment, but some VP shuffling as well. It's also said that another big name will join the Nipper: **ARISTA** Exec. **VP SAL LICATA**.

Z100/NEW YORK may find itself back in the winter **ARBITRON** results after all. While Arbitron chief **RICK AURICCHIO** told ST, "We're not seeking a middle-ground," informed sources report that an agreement's been reached between Arbitron and Z100 parent **MALRITE** that would have the CHR flagged and listed below the line. At presstime, a federal judge in NYC was still weighing Z100's injunction bid that would prevent the ratings firm from releasing the winter book with Z100 delisted. Malrite officials couldn't be reached for comment regarding this possible settlement.

INFINITY's purchase of **KROQ/LOS ANGELES** from **KEN ROBERTS** appears imminent. KROQ was L.A.'s highest-rated AOR in the latest Arbitrend, which also placed it in the top five stations in town 12+. This will give Infinity two stations with "K-Rock" slogans — **WXRK/NEW YORK** and KROQ — and puts it in six of the top seven markets: N.Y., L.A., Chicago, Philly, Houston, and San Jose-San Francisco.

JERRY WEINTRAUB may have left his post as Chairman/CEO of the new United Artists after only five months, but **UA RECORDS** President **JERRY GREENBERG** says the label is proceeding "full steam ahead." Jerry told ST, "I've been informed by the UA board that they want the executive management team to stay in place, and to continue to build this company as we've been planning it." First album from UA, the soundtrack from "The Karate Kid 2," is slated to ship in June.

Any day now we expect to hear from **JOSEPHSON COMMUNICATIONS** regarding the rumored leveraged buyout involving Broadcast President **ED CHRISTIAN** and the station GMs in Norfolk, Columbus, Milwaukee, and Rochester.

Label expansions continue, and now it's **ARISTA** that will soon announce some new appointments. Word is that **PHIL QUARTARARO**, who just left **ISLAND** as VP/Promotion, will join the "A-Team," while Director/National Singles **RICK BISCEGLIA** is also expected to move up. In addition to **JOANIE LAWRENCE** taking nat'l secondaries

out of L.A., already confirmed are reps **PETE SCHWARTZ** (West Coast regional), **JOHNNY POWELL** (Balt.-DC-VA), **GEOFFREY SHULMAN** (West Coast AOR), and **TONY GATES** (Midwest AOR). And is something nice about to happen to Sr. VP **DON IENNER**?

The **NAB's** radio audience measurement task force has received 21 suggestions for new radio ratings techniques. Three ideas involve participants wearing some sort of electronic device to record listening. By the way, **BIRCH** submitted a proposal, while Arbitron (not surprisingly) did not. The task force's technical subcommittee's will decide by May 13 if any merit further study and possible market testing. As many as four should be recommended to the NAB Board in June.

Former RCA Records President **BOB SUMMER** is expected to be named President of **CBS RECORDS INTERNATIONAL** soon. He'll succeed current CRI chief **ALLEN DAVIS**, who reportedly will retire. Since **ELLIOT GOLDMAN** took over the RCA top slot last December, Summer has been President of the company's Red Seal classical unit. Ten years ago, Bob headed RCA Records' international division.

After seven years with **EZ COMMUNICATIONS**, **BOB REICH** has resigned as VP/Sales to pursue other interests. He'll still consult the company on a temporary basis, and will announce future plans soon.

ST hears that **CHRIS BLACKWELL** will shortly name **JOEL WEBBER** as **ISLAND's** new VP/A&R and Artist Development. Joel will put his **UPROAR** label into mothballs but continue as one of the three directors of the annual New Music Seminar. The **LOUNGE LIZARDS**, a band Webber has been managing, are now signed to Island. It's also said that AOR promo ace **BOB CATANIA** is the lead candidate to succeed Phil Quarataro as VP/Promotion.

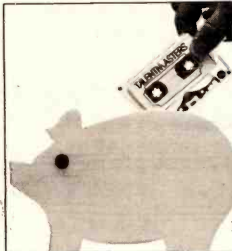
WAPP/NEW YORK's latest format flux has the station moving from CHR back to an AOR direction. After serving as acting PD for almost a year, **STEVE ELLIS** was quietly upped to PD recently. **EMMIS** is expected to take over WAPP from **DOUBLEDAY** by the fall.

After presiding over **WMMR/PHILADELPHIA's** ascent to the top of the ratings race, VP/GM **MICHAEL CRAVEN** has been given the added duties of managing sister **AM WIP**, from where **HAL SMITH** has resigned as VP/GM.

Continued on Page 22

LIKE MONEY IN THE BANK

It's the way many of today's leading broadcast executives are describing the quality of talent available from **TALENTMASTERS**. For more information, write the Atlanta offices or call (404) 926-7573.



1554 Pinecreek Way • Woodstock, GA 30188 **TALENTMASTERS**

From The LP Anywhere You Go

SHE'S GOING, GOING...

"That Girl Is Gone"

The New Single From David Pack



© 1984 Warner Bros. Records, Inc.

ZAK PHILLIPS PM driver **ZAK PHILLIPS**

has been upped to acting PD following **OM** **CHUCK BROWNING'S** departure to **WIOG/PHILADELPHIA**.

Our condolences to the family and friends of **BOB "GATOR" LENIHAN**. A former promoter for London Records, the 70-year-old "Gator" was a longtime radio veteran of Athens, GA outlets **WBIE** and **WDOL**.

Bon voyage: *Penthouse* is reportedly planning to follow *Playboy's* expose on beautiful female broadcasters with one of its own. One of the mag's photographers was seen scouting at the NAB in Dallas. Word is that published models will get up to \$500; a centerfold will net up to \$50K.

Rumor at the NAB in Dallas was that former **KELI/TULSA** owner/**GM FRED WEINBERG** is trying to reach a settlement with Arbitron over his station's ad campaign last fall that brought on a \$60 million lawsuit. Don't bet on Arbitron to let this one go.

While **TRANSTAR** confirms it's "locked up" such major markets as L.A., Philly, and Boston for its new "Gold" format, the net won't say which stations until May 1. We heard **KRLA-LA** would be picking it up, and although **GM ROBERT MOORE** confirms he's been talking with **Transstar**, he says he hasn't even heard a demo yet, much less signed on the dotted line.

KRTH (AM/LA), morning man **DAVE HULL**, who went home minutes before his April 4 show, was so upset about a general staff memo that he felt too ill to go on-air. Later that day, he received a letter from **KRTH's** legal dept. that found him to have "breached his contract." PD **PHIL HALL** says, "As far as I'm concerned, he quit." Dave, who points out that he had seven months left on his deal, has sought legal counsel to resolve the matter.

Did ex-Philippines President Ferdinand Marcos try to buy **KAZISAN FRANCISCO** for \$1.7 million? The *Washington Post* says that in '79 officials allegedly fronting for the Marcos regime arrived with a "suitcase full of cash" to make a \$25,000 deposit on **KJAZ**. The station's lawyer sent 'em back to bring a check, but the deal fell through. Imelda had probably gone shopping and spent it all.

US Naval and Marine personnel aboard the USS Paul were leaving the Mediterranean off the Libyan coast and tuned in **WIOD/MIAMI** via shortwave. On-air talk host **SANDY PATTON** took many calls from listeners who supported the bombing, and their comments inspired several soldiers to call in to share their feelings. PD **JERE SULLIVAN** reported that the guys who called were proud of their role and many made very moving comments. We've figured it out: it **R&R's DONNA BRAKE** married **TED-DANSON**, her name would become **Donna Brake-Danson**.

LEE BABY SIMMS

AVAILABLE

Major Markets and Resort Towns Only

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Continued from Page 20

Seems like Dick and John are getting along just fine. **POLYGRAM** Sr. VP/Promotion **JOHN BETANCOURT** has signed a new contract with the company, retaining his current title and responsibilities. Meantime, **PolyGram** President/CEO **DICK ASHER** is still expected to fill an Exec. VP/GM-type post.

On April 11, **KAERSACRAMENTO** became the metro's fourth AC station, launching a "Love Songs" format with the same "Care" call letters. That leaves **KRAK-AM & FM** as the market's only Country outlets.

GREG PECK had departed **EIA** as VP/Special Markets, and label West Coast Promotion/Marketing Manager **PRIMUS ROBINSON** is expected to move East to fill the slot. Also, a promotion is in motion for **DOUG DANIEL**, who'll become Sr. Director/Special Markets.

Reports out of Washington, DC are that **News/Talker WNTB** will be put up for auction in the near future.

Veteran personality **CLARK RACE** has sold a game show to **Winn**, where contestants called, "License To Win," whose contestants try to identify the famous owners of cryptic are manifold, and the show auto be a smash, at least until all the names are exhausted. What does Clark think? "UCB4UAGR8IDA."

It's a gas, gas, gas: **WNNK/CINCINNATI** one-upped rival **Q102.5** 19.8-cents/gallon giveaway by offering fuel free for four hours. But even that wasn't cheap enough for **MIKE WSKS**, whose traffic reporter from his cross-town **"MAD DOG" REDDEN** descended from his copter to give \$5 each to 80 people listening to **SKS** while waiting in line. In its own tank-you-for-listening bit, **WAAF/WORCESTER-BOSTON** got one operator to actually pay drivers two cents to fill up.

A&M's planning a promo CD single from the new **38 SPECIAL** album, possibly a "first" from a US pop label. Classical indie **TELARC** distributed a two-cut promo CD to radio earlier this year.

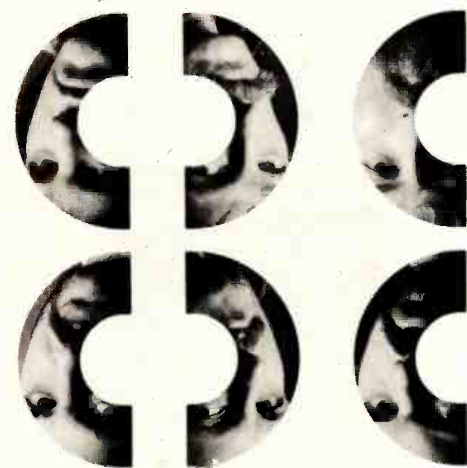
N.Y. indie PROFILE RECORDS is moving downtown to larger quarters. After April 21, Profile will be at 740 Broadway, NYC 10003; (212) 529-2600.

Aside from the formidable **CASH/PERKINS/ORBISON/LEWIS** foursome, the upcoming "Class Of '55" reunion album (on **AMERICA/SMASH**; see Page 9) includes what may be the last recorded appearance of **RICK NELSON**. He appears on the album's finale, a version of **JOHN FOGERTY's** "Big Train (From Memphis)."

38 SPECIAL

FROM THE FORTHCOMING ALBUM
STRENGTH IN NUMBERS

PRODUCED BY
KEITH OLSEN FOR POGOLOGO CORPORATION
MANAGEMENT:
THE MARK SPECTOR COMPANY, INC.
ON A&M RECORDS



IF YOU MISSED YOUR COPY OF THE VERY LIMITED EDITION "LIKE NO OTHER NIGHT" PROMOTIONAL CD SINGLE, CALL (212) 469-2414 EXT #420 THERE ARE ONLY A FEW LEFT!



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Radio Update #8

HANDS ACROSS AMERICA™

Hands Across America Single A Hit

The recently-released Voices of America recording of "Hands Across America," the theme song for the May 25th event which will cross the country, is a hit. According to R&R charts, the record has been reported in the "New & Active" category in the two key formats of A/C and CHR. These formats represent over 40 percent of all radio stations nationally. Airing of the song reinforces your station's commitment and also serves as an excellent staging for one-liners or other information about Hands Across America.



One-Hour Radio Special Set By USRN

"The Hands Across America Story" has been set for broadcast on the weekend of May 3-4. Hosted by WPLJ's popular morning personality Jim Kerr, who anchored the historic Good Friday simulcast, the one-hour pre-produced national radio special tells the story of the event from inception through formulation and planning for May 25th, when six to 10 million Americans will join hands in an unbroken line stretching from coast-to-coast. Joining Jim on the "Hands Across America Coca-Cola Radio Network Special" are over a dozen celebrities including Christopher Reeve, Bernadette Peters, Kevin Bacon, Chita Rivera and event co-chair Lily Tomlin. They will not only discuss how Hands Across America came about, but also their personal commitment to the project. To ensure that the program bridges all formats, musical highlights of the guests' appearances on TV and in films will be inserted in addition to the playing of "Hands Across America" and "We Are The World." The program is available via satellite from United Stations Radio Networks and other networks. To be a part of this special broadcast call 212-764-3900 or your local network.

Join The Hands Across America Coca-Cola Radio Network

Free programming on Hands Across America is now available to all stations through United Stations Radio Networks. Celebrity-hosted, 60-second updates have been developed for use in a number of ways: as fully-produced 60's, they are effective PSAs; they can also be aired as two stand-alone 30's owing to a natural break at the mid-point. The updates are also fed in a version without production overlay making them solid news inserts.

Program Availabilities:

- Daily Updates Monday - Friday
6:35AM, 8:35AM, 11:35AM (EST)
One-day advance pre-feed 1:05PM
Monday - Friday
Channels 12 and 13 15 kHz Mono
Channels 14 and 15 15 kHz Stereo
- Updates For Saturday and Sunday
Pre-fed on Friday 1:05PM (EST)
Channels 12 and 13 15 kHz Mono
Channels 14 and 15 15 kHz Stereo

Programming is supplied free to all stations. ABC and Westwood One affiliates will need to change their transponder assignments. CBS and NBC affiliates already receive Transponder 19 but will need to change channel assignments. USRN affiliates are already on-line. The telephone number for all affiliate information is 212-764-3900.

National Theme Park Sign-Up Day A Star-Studded Event

Theme parks all across the country have set April 19th as "Sign-Up Day" and will be distributing hundreds of thousands of Hands Across America sign-up forms in conjunction with their local Coca-Cola Bottlers. Among the parks and celebrities participating are: Magic Mountain, Valencia, Calif., with Sheena Easton and L.A. Ram Eric Dickerson; Six Flags Great Adventure, Jackson, N.J., with Robin Strasser of "One Life To Live," Matthew Ashford and Jeffrey Meek of "Search For Tomorrow" and Gloria DeHaven of "Ryan's Hope"; King's Island, Cincinnati, with Gregg Marx of "As the World Turns" and Patty Weaver of "The Young and the Restless"; Opryland USA, Nashville, with Nicolette Larson; Six Flags Over Texas, Arlington, with T.G. Shepherd and Sylvia; Liberty Land, Memphis, with Page Mosley of "Santa Barbara." You can feel the momentum building!



NATIONAL THEME PARK DAY STAR —
Recording artist Nicolette Larson will be
appearing at Opryland USA in Nashville.



To join the Hands Across America Coca-Cola 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



JHAN HIBER

RATINGS AND RESEARCH

Handling Rating Stress

An outbreak of the radio disease "rating stressitis" is about to happen. It's caused by:

- 1) Stations trying to predict their audience futures
- 2) Greed for more, with an up book
- 3) Ways to compensate (to save their job), with a down book.

Continuous Measurement began April 3 in 75 radio markets. With audience measurement covering 48 weeks of the year, radio broadcasters need better ways to monitor their station's performance. Arbitrends will help many broadcasters handle the available information. But they should not expect to take all the stress out of getting the ratings.

Ratings stressitis has no simple cure. It's the result of many different misconceptions. One common misconception is that audience estimates in general, and Arbitrends in particular, can predict future station performance. We leave prediction to the experts in that area... Arbitron does not consult. Using Arbitron as a predictor is like pulling out of the race before the finish line is even in sight. A lot of things can affect the outcome of any race. Competitors may pull out or change their strategy, which may affect your ability to finish where you wanted. Aspirin doesn't help mitigate the pains of ratings stressitis - knowledge and data turned into information do:

There are a variety of forces which affect audience listening habits and, ultimately, a station's audience estimates. Listening habits are affected not only by the activities of one station, but by the activities of all stations in the market and other outside, unrelated factors.

Station Control

That's why audience estimates are not predictors, nor are they intended to be predictors. Predictions are for earthquakes and the weather, things over which no one has any control. But stations do have control over their own performance. That control is tied to the decisions made by general managers, general sales managers, program directors, and promotion directors.

It's the job of station decision-makers to maintain and increase profits, revenues, audiences, prestige, and visibility. Failure to cover all the bases in concert with the competition causes audience erosion. If a station's audience slips, something was done by somebody at some station, which causes losses for some stations and gains for others.

If Arbitrends shows the numbers going down, the station management should make moves to reverse the situation. With the right changes properly executed, Arbitrends will not be able to "predict" the next report. If you're greedy for even higher numbers, you overreact. You've just added more acid, and rating stressitis continues.

As soon as Arbitron releases Arbitrends audiences, stations look for trends. If the audiences go up, stations assume an upward trend.

By R.R. (Rip) Ridgeway

If the numbers go down, stations assume a downward trend. But they should look for ways to make changes. In both situations, the key is identifying trends that are actionable.

While Arbitrends cannot "predict" station performance, it can show the direction (not magnitude) of trends. The real trick is to have sufficient measures, or points over time, to make a trend... two or three points just won't do it.

Using Rolling Average Trends

Let's look at an example of how incorrect conclusions could be drawn from using only a few points when determining trends:

Rolling Average AQH	April-May-June
	625

May-June-July
521

If only two rolling average periods are selected, you may assume that the estimates are trending down. This may not be the case.

Now let's look at an example where eight rolling average trends are selected for analysis using AID to get the monthly information needed. (See box, upper right corner.)

As you can see, April had the highest average quarter-hour estimate for any month. So long as the estimate for April appears in the average, there's an exaggeration of reality in the trend. Illustrated here are the effects of peaks and valleys by month on the AQH persons estimates. When a month with a higher AQH becomes part of a rolling average and a month with a

January	February	March	Rolling Average
385	450	590	475
February	March	April	Rolling Average
450	590	810	610
March	April	May	Rolling Average
590	810	570	657
April	May	June	Rolling Average
810	570	495	625
May	June	July	Rolling Average
570	495	500	521
June	July	August	Rolling Average
495	500	440	478
July	August	September	Rolling Average
500	440	460	466
August	September	October	Rolling Average
440	460	490	463

lower AQH persons estimate is deleted, the estimates increase and vice versa.

In this example, between the winter book and the Feb-Mar-Apr rolling average, the station shows a significant increase in the audience estimates, particularly with the inclusion of April data. Once the April data is deleted from the rolling average periods, the estimates for May-Jun-Jul and Jun-Jul-Aug appear to fall more closely in line with those for the winter book. The station also begins to show a downward trend toward the summer book. Subsequent trends show this downward trend is real.

Consequently you must use at least five audience rolling averages to draw actionable conclusions as to the trend's direction. The large increase between Jan-Feb-Mar and Feb-Mar-Apr provides some warning that the month added is very high or that the month deleted is very low.

Arbitrends provides three-month rolling averages to smooth out much of the "bounce" in the individual month's estimates; it's not necessary to have the individual month's data for proper interpretation.

Determining Direction Of Estimates

Arbitron has been tracking two Arbitrends markets with very different in-tab samples. We wanted to examine the probability of determining the direction for all stations

reported in each book. Where the samples are the largest, we should expect the trendability to be the greatest. The converse is also true. In this analysis we assumed a plus or minus 10% is not a real change in direction. Average quarter-hour estimates are the basis of this analysis.

The study showed that for the smallest and largest market, persons 12+, Monday-Sunday 6am-midnight there is a 91% to 99% chance that the direction indicated in Arbitrends is the direction of the trend. When analyzing a smaller demographic group, women 18+, for a smaller daypart (Monday-Friday 6-10am), there is an 80% to 89% chance that the direction indicated is the direction of the trend. It's evident that a larger sample size and larger daypart can improve determining the direction of the estimates as seen in Arbitrends.

The key to successful interpretation of Arbitrends estimates is to use a sufficient number of points to trend the audience data and to understand the effects of peaks and valleys by month on rolling average estimates. With this knowledge in hand, you can effectively use Arbitrends to determine the direction of listening trends and overcome the effects of rating stressitis.

Rip Ridgeway is VP/Radio Sales Development at Arbitron Ratings.

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The Dream Academy

PRODUCED BY ALAN TARNEY
 MANAGEMENT: TARQUIN GOTCH



CHR NEW & ACTIVE 70/39

WBEN-FM add 40	WKQB add	WJAD add
WPHD on	WANS-FM add	WCGQ deb 38
CKOI add	WCKN add	KISR add
94Q add	94TYX add 39	Q104 add
I95 add	WOKI add	Q101 deb 39
WRNO add	WXLK deb 37	KNOE-FM add
WRSR on	WKDD 38-32	WPFM add
WMMS on	WNCI deb 28	WHSL deb 38
KKRZ deb 36	KIKK add 35	Y94 add
KMLJK add	Z104 deb 40	KKLS-FM add
KITS add	KIYS deb 39	WDBR add
KMEL on	KSND add 32	WSPt add
KUBE deb 39	WZON add	KDVV add
Q100 add	95XXX add	KGOT deb 34
98PXY deb 40	WIKZ add	KBOZ-FM add
WBBQ add	100KHI add	KZOZ add
KHFI add	WGAN add	KZOZ add
KZZB add	WOMP-FM add	SLY96 add
	WFXX add	

RATINGS

FALL '85

Arbitron Demographic Rankings

Seattle

KUBE On Top Of Young Adults; KISW Runner-up In 18-34 & 18-49; KIRO Repeats Performance With Older Adults, Gains With 18-34; KPLZ Remains Teen Favorite.

Sum Fa 12-17		Sum Fa 18-34		Sum Fa 18-49		Sum Fa 25-54				
'85	'85 Rank	'85	'85 Rank	'85	'85 Rank	'85	'85 Rank			
1	1	KPLZ (CHR)	2	1	KUBE	1	1	KIRO		
5	2	KNBQ (CHR)	1	2	KISW	2	2	KOMO		
2	3	KISW (AOR)	5	3	KLSY-FM	3	3	KUBE		
3	4	KUBE (CHR)	7	4	KMGJ (AC)	6	4	KOMO		
6	5	KHIT (CHR)	3	5	KNBQ	7	5	KLSY-FM		
8	6	KLSY-FM (AC)	10	6	KIRO (N/T)	10	6	KMGJ		
7	7	KZOK (AOR)	6	7	KZOK	4	7	KMPS-FM		
18	8	KMPS-FM (Ctry)	8	8	KPLZ	9	8	KNBO		
4	9	KKFX (B/U)	12	9	KEZX (AOR)	11	9	KZOK		
19	10	KOMO (AC)	9	10	KMPS-FM	13	10	KPLZ		
								13	10	KING-FM (Clas)

Minneapolis-St. Paul

KSTP-FM Sweeps All Adult Demos; KDWB-FM New Teen Idol; KQRS-FM Runner-up With Young Adults; WCCO Second Choice With 25-54, Slips In Other Demos.

Sp Fa 12-17		Sp Fa 18-34		Sp Fa 18-49		Sp Fa 25-54				
'85	'85 Rank	'85	'85 Rank	'85	'85 Rank	'85	'85 Rank			
2	1	KDWB-FM (CHR)	2	1	KSTP-FM	1	1	KSTP-FM		
1	2	WLOR (CHR)	3	2	KQRS-FM	4	2	WCCO		
3	3	KQRS-FM (AOR)	1	3	WLOR	3	3	KEEY		
5	4	KSTP-FM (AC)	8	4	WLTE	2	4	WAYL		
7	5	KJJO (Gold)	9	5	KJJO	7	5	KEYE		
8	6	KEYE (AC)	4	6	KDWB-FM	8	6	WLTE		
4	7	WCCO (AC)	7	7	KEYE	9	7	WAYL		
6	8	WLTE (AC)	5	8	KTCZ (AOR)	11	8	KJJO		
9	9	KQRS (AOR)	6	9	WCCO	5	9	KDWB-FM		
12	10	WAYL (BEZ)	12	10	WAYL	6	10	KTCZ		
								13	10	KSTP (Talk)

Anaheim-Santa Ana

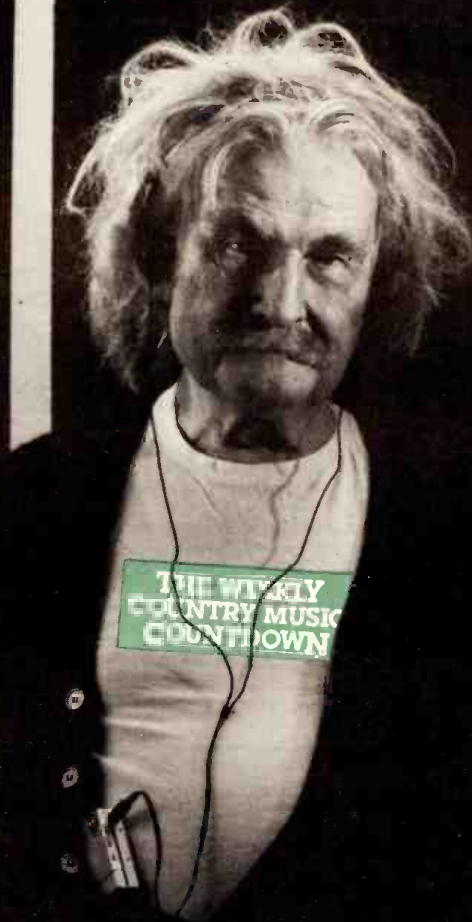
KIIS-FM Steady As Gibraltar; KROQ Gets Teen Control, Rises In Young Adults; KLOS Remains Runner-up In Young Adults; Increases In Other Demos; KRTH Solid Second With 25-54, Makes Other Adult Gains.

Sp Fa 12-17		Sp Fa 18-34		Sp Fa 18-49		Sp Fa 25-54				
'85	'85 Rank	'85	'85 Rank	'85	'85 Rank	'85	'85 Rank			
3	1	KROQ (AOR)	1	1	KIIS-FM	1	1	KIIS-FM		
2	2	KIIS-FM (CHR)	2	2	KLOS	2	2	KRTH		
1	3	KKHR (CHR)	4	3	KROQ	6	3	KRTH		
6	4	KMET (AOR)	5	4	KRTH(Gold)	7	4	KROQ		
11	5	KEZY (CHR)	3	5	KMET	5	5	KBIB (B/EZ)		
7	6	KLOS (AOR)	6	6	KOST (AC)	3	6	KOST		
17	7	KMGJ (AC)	7	7	KKHR	4	7	KMET		
21	8	KYMS (Rel)	11	8	KBZT (AC)	9	8	KKHR		
15	9	KFI (AC)	9	9	KMGJ	8	9	KABC (Talk)		
10	10	KULH (B/U)	21	10	KFI	10	10	KBZT		
								15	7	KJJO (B/EZ)
								16	8	KFI
								12	9	KNX (News)
								27	10	KKGO (Jazz)

San Diego

KFMB-FM New 25-54 Champ, Runner-up With Young Adults; KGB Still Young Adult Leader; KSDO-FM Retains Teen Control, Slips With Adults; XHRM Makes Good Growth With 18-34 And 18-49.

Sum Fa 12-17		Sum Fa 18-34		Sum Fa 18-49		Sum Fa 25-54				
'85	'85 Rank	'85	'85 Rank	'85	'85 Rank	'85	'85 Rank			
1	1	KSDO-FM (CHR)	1	1	KGB	1	1	KFMB-FM		
2	2	XTRA-FM (AOR)	4	2	KFMB-FM	2	2	KFMB		
3	3	KGB (AOR)	2	3	XTRA-FM	4	3	KJUY-FM		
4	4	XHRM (B/U)	8	4	XHRM	7	4	KGB		
5	5	KFMB-FM (AC)	5	5	XHITZ (AOR)	10	5	XHRM		
6	6	KLZZ-FM (AC)	9	6	KLZZ-FM	3	6	KLZZ-FM		
12	7	KLZZ (AC)	7	7	KIFM	9	7	KIFM		
8	8	KFMB (AC)	3	8	KSDO-FM	6	8	KIFM		
15	9	KFI (AC)	11	9	KSON-FM (Ctry)	11	9	XHITZ		
20	10	KIFM (AC)	10	10	XTRA (Gold)	12	10	XTRA		
								11	6	KSON-FM
								12	5	KLZZ-FM
								12	6	KLZZ-FM
								11	5	KIFM
								10	8	XTRA
								7	9	KSDO (N/T)
								9	10	KYXY (AC)



3 GREATER
IS GREATER
THAN
4

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

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For station clearance information call United Stations Program Network Affiliate Relations Department in Washington, D.C. at (703) 276-2900.

**THE WEEKLY
COUNTRY MUSIC
COUNTDOWN**



New York Washington, D.C. Chicago Detroit Dallas Los Angeles London



REED BUNZEL

NETWORKS/PROGRAM SUPPLIERS

ATTENTION: MEDIA PLANNERS

The World According To Networks

As part of an ongoing education process for media planners and buyers, the Media Directors Advisory Council recently sponsored a workshop on "Network Radio and Syndicated Programming." The aim of the seminar, whose speakers included several network/syndication execs (and a certain trade paper network editor), was to provide background on the program distribution industry. Included in the three-hour presentation was a brief history of the network business, several profiles of networks and/or syndication companies, and an "unbiased" overview of trends and caveats to be aware of. The latter was presented by the trade paper network editor, and has been condensed into the following text targeted toward planners and buyers:

Television folks would like to convince you that radio is an ineffective background medium. Newspaper protagonists point to the tangible print ad as their strong suit. The fact is that for every side of the mass media industry there is a different argument as to what works and what doesn't. This is the "World According To Radio Networks" version.

When you're buying (or planning to buy) network or syndicated radio, it's important to understand three things. Wired networks really aren't wired anymore, unwired networks really aren't unwired networks at all, and syndicators would rather be called anything other than syndicators.

Wired networks are the traditional news organizations (which at one time were connected by now-antiquated landlines). Unwired nets are sales tools established by rep firms to ease the overhead and complexities of spot buys. Syndicators are syndicators but don't want to be labeled as such because it seems Madison Avenue doesn't understand what syndication is.

Buying network and syndicated radio sometimes appears to be more complicated than it really is. All you have to do is learn the basics. It's said that any task worth doing is worth doing well, and this holds true for any aspect of radio sales. In order to understand what you're doing you have to become familiar with the programming and services of radio networks. You need to become acquainted with the RADAR and Arbitron nationwide figures and understand how they apply. You must be well-versed in network CPMS, reach, frequency, and all the arguments for (and against) network radio.

If you are not familiar with network radio, don't be upset; we're

all still learning the game. As with most industries, we're making this up as we go along. Sure, there are set rules to follow and definite approaches to take, but the syndication business is relatively new and experimental. The fact is, those in the syndication and network field

"Depending on the criteria you use, there are today between five and 500 companies supplying barter syndication to radio stations. A few are large and well-known; many are one-shot garage operations that have a handful of affiliated stations."

can tell you this is a simple business to understand; programming is given to radio stations in exchange for commercial air time, which in turn is sold to advertisers.

As with every other facet of the entertainment business, syndication follows certain trends. The most popular of these (continuing now for 15+ years) is the countdown show. No syndicator or network would be caught dead without one CHR countdown (eight are now in distribution); countless other Country, AC, Black/Urban, and Christian versions are also in circulation. Why are countdowns so popular? Because they hold the audience over quarter-hours, and because advertisers and stations are familiar with them.

Countdowns aren't the only trendsetters, however. Concert series, simulcasts, artist profiles,

DIR Broadcasting Produces "Success"



DIR Broadcasting recently signed writer-sportsman **George Plimpton** as host of "Success In America," a new weekly one-hour feature targeted to News/Talk stations. "Success" focuses on the achievement of success (in business, science, sports, and the arts), and probes how certain successful individuals have reached the pinnacle of their field.

Peter Kauff, DIR President, says "George Plimpton is well-known for doing those things that the rest of us only dream about — including playing quarterback for the Detroit Lions, basketball for the Celtics, percussion with the New York Philharmonic, and photographing centerfolds for *Playboy*. He's the perfect host for this program because he personifies success."

Scheduled guests include **Hugh Hefner**, "60 Minutes" producer **Don Hewitt**, publisher **Nelson Doubleday**, **Arthur Ashe**, and couturier **Mary McFadden**. Plimpton comments: "I look forward to the experience of talking to people about success, and I expect to learn a great deal myself."

Pictured (above, l-r) are "Success" producer **Janis Ginsberg**, Kauff, and Plimpton.

live call-in shows, entertainment features, and comedy programs have all proven their effectiveness with audiences. Satellite delivery has eliminated many of the old program distribution problems, and should also pave the way for more innovative programming in the future. Most long-form programming is targeted toward the young adult, FM-oriented audience, a trend which should continue even after the market becomes saturated.

Indicative of syndication's value in the radio industry is the commitment the major networks have made to independent programming. **ABC Radio Networks** purchased **Watermark** in 1982, and has recently expanded its role in special programming. **NBC's** recently-formed **Radio Entertainment** wing has moved heavily into the arena, and **CBS RadioRadio** has made a significant commitment to expanded long-form product. With **United Stations'** purchase of the **RKO Radio Networks** and **Westwood One's** acquisition of the **Mutual Broadcasting System**, every major network is now deeply involved with special programming.

Depending on the criteria you use, there are today between five and 500 companies supplying barter syndication to radio stations. A few are large and well-known; many are one-shot garage operations that have a handful of affiliated stations.

Over the past six months the **R&R** network desk has handled over 150 unsolicited demo tapes; less than five ever made it to the air. Some are good, most are not. Good or bad, syndicated programming covers the spectrum of radio

formatics, audience demographics, lifestyles, and (ugh!) psychographics. Are all these companies good buys? No. Are some of them good buys? Definitely.

"There's a certain amount of trust that builds up between an established syndicator and its advertisers and radio stations. This doesn't mean only the million-dollar corporations can survive (although it helps); certain smaller operators also have an excellent grasp on the business."

The key to the success of a network or syndicator is not the producers' creative prowess; it's marketing. Syndicators know it, advertisers know it, and stations know it. There's a certain amount of trust that builds up between an established syndicator and its advertisers and radio stations. This doesn't mean only the million-dollar corporations can survive (although it helps); certain smaller operators also have an excellent grasp on the business and have demonstrated their ability to hold their own. Syndication does not survive on a good idea alone; it takes a lot of hard work and sleepless nights.

The perception (largely a misconception) is that the needs of the listener are the top consideration when a program is in development. The interest of the audience is definitely important, but the fact is that the advertiser and station

come first in the R&D process. Syndication is a business, and all businesses must answer to the bottom line. Successful syndicated programming is developed to fit the advertiser's (and the station's) financial goals; astute advertisers and stations realize this and see special programming as a good, efficient, cost-effective buy.

Radio is not the background medium as suggested by the folks at **TvB**; neither is network and syndicated programming. In fact, the main reason stations interrupt their normal programming with syndication is because it traditionally draws audiences that increase the numbers the station would normally pull. Whether it's a Saturday morning countdown or a late-night talk show, millions of listeners habitually tune in, and actually listen. Market-by-market ratings studies prove that audiences swell during periods when stations air network material. It doesn't serve as background noise, and listeners don't head for the bathroom when a commercial comes on.

What this all leads to is the old caveat: buyer beware. If you're buying into a three-hour artist profile, check which format it's covering and compare that to the consumer profile you're targeting. If a show claims to cover CHR and AOR with an AC and Country skew, better treat it with skepticism. Ask for a station list, and spot-check the call letters and formats on it. Experience shows that some station lists include stations that changed call letters two years ago and have never heard of a program, let alone run its spots. Know what you're buying, and buy what you know!

RUSH

April 19
11 pm Eastern



A Special Edition of

THE KING BISCUIT FLOWER HOUR

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NETWORK FEATURE FILE

NEWS & INFORMATION FEATURES

April 21-25

MUSIC FEATURES

The Weekend

April 26-27

American Christian Countdown (SP) Steve Camp	Musical Stereotreams (MS) Deuter
American Eagle (DIR) George Jones	Pioneers In Music (DIR) Stones/Who/Kinlg
Christian Countdown America (CCA) Fritz Petersen	Power Cuts (GSN) GTR/Moody Blues/Van Halen (4/27)
Countdown America With Dick Clark (US) Jeppagne Jackson	Profile '86 (NBCE) Joe Jackson
Countdown USA (CUSA) Salle	Reelin' In The Years (GSN) Chris Hillman (Byrds)
Country Calendar (CW) Mark Gray/Eddy Raven	Rick Dees' Weekly Top 40 (USP) Robert Palmer
The Countdown (WO) Evelyn "Champagne" King	Rock Chronicles (WO) Grace Slick/Geddy Lee/T-Birds
Dick Clark's Rock, Roll & Remember (USP) Elton John	Rock Over London (RI) Blow Monkeys
Future Hits (WO) Robert Tepper/Moody Blues	Scott Muni's Ticket To Ride (DIR) Blü Wyman
Great Sounds (USP) Frankie Lane	Scott Shannon's Rockin' America Countdown (WO) Culture Club/Madonna/Phil Collins
Hot Rocks (USP) Tears For Fears	Sinatra Special (CRN) Rare Columbia recordings
In Concert (WO) Alarm/Marlton	Solid Gold Saturday Night (US) Brook Benton
Jazz Show With David Sanborn (NBCE) Chlorosourc	Super Gold (TRAN) Beattles/Brenda Lee
King Biscuit Flower Hour (DIR) Marlton	That's Love (WO) Jack Wagner/Bess Armstrong/Atlantic Starr
Musical! (WO) Josh Logan/"Damn Yankees"	Weekly Country Music Countdown (USP) Charley Pride

The Week Of

April 28-May 2

American Music Magazine With Rick Dees (USP) A-Ha (4/28)	Country Calendar (CW) Michael Johnson (4/28) Almost Brothers (4/29) Wille Nelson (4/30) Te. Mara & The Steen (5/1) John Cougar Mellencamp (5/2)
Earth News (WO) James Woods/Olive Stone/Mr. Mister/Victoria/Balfour/Marilyn Wilson	Encore With William B. Williams (WO) 1953: Patti Page
Off The Record (WO) David Bowie/Simple Minds/Marlton	Interview (IN) Blue Oyster Cult
Off The Record Special (WO) Stevie Nicks	Live From Gilley's (WO) Gene Watson
Rockline (GSN) GTR (4/28)	Metalsop (MJJ) Black Sabbath
Shootin' The Breeze (WO) Cherrelle/Juicy/Freddie Jackson	Off The Record (WO) David Bowie/Simple Minds/Marlton
Solid Gold Country (USP) Feature year 1959 (4/28) Wille Nelson (4/29)	Off The Record Special (WO) Stevie Nicks
Solid Gold Scrapbook (USP) Superstar birthdays (4/28) The week in 1971 (4/29)	Rockline (GSN) GTR (4/28)
Special Edition (WO) Stephanie Mills	Shootin' The Breeze (WO) Cherrelle/Juicy/Freddie Jackson
Star Trak (WO) Janet Jackson/Mike & The Mechanics/Level 42	Solid Gold Country (USP) Feature year 1959 (4/28) Wille Nelson (4/29)
Star Trak Profile (WO) Elton John Pt. 1	Solid Gold Scrapbook (USP) Superstar birthdays (4/28) The week in 1971 (4/29)
Superstars Rock Concert (WO) Supertamp	Special Edition (WO) Stephanie Mills

COMEDY

Comedy Hour (MJJ) Joe Piscopo/Carl Reiner/Mel Allen/Weird Allen Bill Cosby/Tim Conway/George Carlin	Comedy Show With Dick Cavett (CW) Country life
Live From The Improv (DIR) Jeff Casario/Tom Dreesen/ Brandi Von Hoffman/Paula Poundstone/ Keenan Walyans	Laugh Machine (PRN) Gallagher/George Carlin/Emo Philips/ Rodney Dangerfield/Woody Allen/ Bill Cosby
National Wayans's True Facts (SLP) Murderous monkeys/that's the wrong end/ war between the states/sorry, I slipped/ do it with a stranger	Party Drop-Ins (ASR) Home computers/MTV/Capt. Kangaroo workshop/powder fluff/perinent pursuit
Radio Hotline (ASR) They're on to us/home/work assignment/I really roughed it/I'm an author/you and I are related	Radio Hotline (ASR) They're on to us/home/work assignment/I really roughed it/I'm an author/you and I are related
Stevens & Grdnic's Comedy Drop-Ins (ASR) African beef saw/lucky Louie's school of broadcasting/with me here today/ quick pick cup o' pup/Columbian school of deprogramming	Stevens & Grdnic's Comedy Drop-Ins (ASR) African beef saw/lucky Louie's school of broadcasting/with me here today/ quick pick cup o' pup/Columbian school of deprogramming
United Spots Of America (ASR) Vicarious travel/national check line/ boogoooo stereo/bad dinner theatre/ depth charge	United Spots Of America (ASR) Vicarious travel/national check line/ boogoooo stereo/bad dinner theatre/ depth charge

GENERAL INFORMATION

Computer Program (PRN) Class act/home environment/service with a smile/now or later/for sale	Ed Busch Talk Show (AP) US-Nicaragua/US-made products/ missing children (4/19) Vampires/women iconoclasts/eating disorders (4/20)
NBC Extra (NBC) Life in the 21st century	News Blimp (PRN) Giant controversy/star wars games/ how do you spell relief/singles barred/ mesquite
Sound Advice (PRN) Speaker placement/feedback/volume down/ headphones/phase	Sporting News Report (CW) Harvey Martin/Billy Conn/Walter Byers/ Pele Rose
Sports Flashback (CW) 1979 Cotton Bowl/Martina Navratilova/ 1979 Sugar Bowl	Westwood One Book Review (WO) Rod McKuen/Gloria Steinem/"Confession Of A Pregnant Father"

PROGRAM SUPPLIERS KEY

AA = Audiophile Audition (415) 457-2741
ABC = ABC Direction Net (212) 897-7777
AP = Associated Press (202) 955-7200
ASR = All Star Radio (213) 850-1189
BRE = Bennett-Rozman (818) 768-2331
CB = Contour Broadcast (212) 580-9525
CBS = CBS Radio (212) 975-4300
CBRS = CBS RadioRadio (212) 975-4301
CCA = Christian Countdown America (212) 820-1389
CRS = Creative Radio Shows (818) 78-0410
CUSA = Countdown USA (415) 985-2022
CW = Clayton Webster (314) 728-0905
DCA = DC Audio (202) 638-4222
DIR = DIR Broadcasting (212) 371-8850
ESG = Entree Syndication Group (209) 578-6747
GSN = Global Satellite Net (818) 906-1866
IN = Interview (213) 652-8710
KSE = Kris Stevens Enterprises (818) 981-8255
LBP = Lee Bailey Prod. (213) 256-2778

LW = London Wavelength (914) 981-7800
MB = Mutual Broadcasting (703) 865-2000
MJ = MJJ Broadcasting (212) 245-5010
MS = Musical Stereotreams (415) 383-7827
NBC = NBC Radio (212) 684-4444
NBCE = NBC Radio Entertainment (212) 684-4444
NP = Narwood Productions (212) 755-3320
NSBA = NSBA Network (213) 308-8009
PRN = Progressive Radio Network (212) 585-9400
PIA = Public Interest Affiliates (312) 943-8680
RI = Radio International (212) 302-1670
SBS = Strand Broadcast (213) 318-1668
SC = Syndicom (415) 366-1781
SI = Syndicate II (818) 841-9350
SLP = Steve Lehman Productions (213) 487-2348
SP = "The Spirit" Productions (518) 371-0808
SPI = Spin Publications Inc. (212) 496-6100
TRAN = Transar (213) 460-6383
USP = The United Stations (703) 276-2900
WRN = Wrecked Radio Network (213) 452-5922
WO = Westwood One (213) 204-5000



BOUND AND GAGGED — Syndicated comedy team Ron Stevens and Jay Grdnic hijacked the KTYD/Santa Barbara morning team, bound them, and tortured them with endless gags during a recent guest appearance. Pictured (l-r): KTYD's Jay Fowler and Dave Helfman, and Stevens and Grdnic.

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TEN'S A CROWD — Things were a little crowded in the United Stations Programming suite at the recent Country Radio Seminar in Nashville. Sharing in the intimate spa-side festivities were (sort of clockwise from back): Tom Wopat, USP's Joni Silverman, T.G. Sheppard, "Almost Brothers" member, Judy Rodman, "Girls Next Door" member, USP's Tom Roland, CRS Agenda Chairman Susan Storms, USP's Ed Salamon, and another "Almost Brothers" member.

RAB MEDIA DIRECTORS ADVISORY COUNCIL

Raising Radio Awareness

Two years ago, the Radio Advertising Bureau created a "Media Directors Advisory Council." The aim? To reaffirm radio's positive elements and power as an advertising medium through educational seminars between senior media directors and agency planners/buyers.

Its inaugural New York effort proved such a success that a spin-off was launched on the West Coast. Chaired by Nelda Chambers, Sr. VP/Media Director at Bozell Jacobs Kenyon & Eckhardt, the West Coast Media Directors Advisory Council kicked off its own five-part series of radio workshops on March 13.

Comfort Zone

Like their New York predecessors, the West Coast seminars are planned, written, and presented by senior media directors. RAB Western Region VP/Marketing & Sales J. Ray Padden says the sessions are designed for those who have logged at least two years in the business, and are targeted toward making "planners and buyers more comfortable in planning and buying radio time."

"Agencies are comfortable with TV planning," adds Chambers, "but radio is a different animal. (We want) to educate planners so they'll know how radio works and not be intimidated by it."

The March 13 session attracted over 40 participants. Moderated by Chambers, the "Radio Media Planning" seminar featured three panelists: McGavren Guild VP/Sales Mary Beth Garber, Blair Radio VP/L.A. Manager David Adams,

networks, RADAR, barter vs. cash, and short form vs. long form programming.

More On Tap

On April 17 D'Arcy Masius Benton & Bowles VP/Manager Spot Broadcast Faye Youngmark led "Agency Buyer Level Education." The session addressed radio reach/listenership, research/measurement, ways to purchase radio, and the qualitative/quantitative steps taken in making a radio buy.

Rounding out the five-part series are:

- May 1 - "Radio Salespeople" - The workshop's objective is to help planners and buyers better understand radio account executives and vice versa. It's presented by HCM Sr. VP/Media Director Jack Valente, who will explain how to negotiate and lead roleplaying exercises.

- May 15 - "Creative Success Stories/Case Histories" - Emil Iannaccone, Sr. VP/Director of Media Resources at Needham, Harper & Steers Worldwide, will examine past and present radio success stories involving commercials, schedules, promotions, and merchandising.

Held at Los Angeles's Michel's Entourage Restaurant, each seminar begins promptly at 8:30am and concludes at noon. Thus far, comments have ranged from "I feel more comfortable with radio" to "Learned things I didn't know before" and "Want to attend more seminars." For further information, contact RAB/L.A. at (213) 936-5515.

And speaking of more, the New York Media Directors Advisory Council, under the chairmanship of BBDO Exec. VP/Director of Media Services Arnie Semskey, resumed its seminar series on March 20. Starting with "Radio Planning & Buying," this year's first round of consecutive Thursday sessions also explored unwired and wired network radio, rep firms and computer services, and case histories. RAB is also pleased to report that an Advisory Council has been established in Chicago.

Acting as a conduit, RAB hopes to see Advisory Councils in more markets. As organization President Bill Stakelin notes, "We are looking forward to continuing these efforts to build mutual understanding and an exchange of knowledge between the radio community and our allies at the nation's leading ad agencies."



On hand for the March 13 kickoff seminar were (l-r) RAB's J. Ray Padden, Blair Radio's David Adams, Bozell Jacobs Kenyon & Eckhardt's Nelda Chambers, McGavren Guild's Mary Beth Garber, and Media Research Graphics' Allen Klein.

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"Radio is a different animal. We want to educate planners so they'll know how radio works and not be intimidated by it."

—Nelda Chambers
Sr. VP/Media Director
Bozell Jacobs Kenyon
& Eckhardt

and Media Research Graphics President Allen Klein. Various topics were addressed, including an in-depth look at formats (their appeal and composition), what reps can do for planners, an explanation of the Arbitron and Birch ratings services, and customized or specialized research.

"Network Radio/Syndication Programming" was the focus of the April 3 workshop, led by J. Walter Thompson Sr. VP/Media Director Mary Flatie. Panelists Norm Pattiz, Westwood One President; Sue Swensen, United Stations' VP/West Coast Sales; and R&R Networks/Program Suppliers Editor Reed Bunzel discussed, among other subjects, wired and unwired



HARVEY MEDNICK

YOUR IMAGE IS IN THE MAIL

Creating An Effective Media Kit

I recently attended a conference sponsored by the publishers of Folio. While this conference was primarily directed toward the publishing industry, there was one session which addressed a problem we all share - developing a media kit that effectively boosts sales efforts.

The session was chaired by Julie Laitin, President of Julie A. Laitin Enterprises, which specializes in sales promotion and advertising for magazines. Her company has also assisted in the preparation of media kits for various companies, as well as the health care, grocery, and telephone industries. She presented many interesting and useful ideas that I'd like to pass along.



Julie Laitin

The First Step

First, you should answer these questions honestly:

- Do I like my present media kit?
• Is it a selling document?
• Does it contain all of the necessary elements?

If the answer to any or all of these questions is no, then I suggest you're a member of a large and very exclusive club. So let's follow Julie's guidelines and build a prototypical kit. We will be designing a sales-based document that can be used as a resource for addressing a potential advertiser's needs.

An effective media kit is comprised of these principal elements:

- A "master" folder
• An editorial profile(s)
• A market profile
• A listenership (circulation) piece
• A rate schedule/card
• Success stories

Under each one I'll note some shortcuts to success, which will avoid high initial costs and repeat printing expenses.

Master Folder

This is the traditional 9" x 12" cover folder. Make sure you repeat your positioning statement (i.e., "One Great Song After Another") and call letters on the cover. This gives you immediate sales reinforcement every time the folder is handled.

Think about putting a tab on the side - it gives the folder greater prominence when it's filed horizontally. Consider having the folder varnished or coated to extend its lifespan, especially if you anticipate sending more pieces to update the existing document.

Editorial Profile

This is your station's "statement of objective." It tells: what you are doing (format), who you are (marketing/advertising/promotion philosophy), who delivers for you (jocks/networks/special programming), whether you are active or passive (contesting), and what sets you apart from your direct competitors.

Market Profile

Here's your opportunity to get in some hard sell - coverage map, tower height, market rank, principal industry, tourist influx, and other pertinent information (i.e., inches of snow if you're a ski resort community), which will positively influence buyers.

Listenership Information

This includes ratings stats, a demographic breakdown of population overlaid against station profile, average income, home ownership, and car/major appliance purchases. Try to develop the clearest (and most desirable) picture of your typical listener.

Rate Schedule

Most rate cards these days are grid cards. I only advise that your card be clearly marked as to effective date and be numbered in sequence. I'm also a personal fan of having the names of the GM, GSM, National Sales Manager (if you have one), OM/PD and Promotion Director listed. They can then be asked for by name when an agency calls.

Handy Tips For Media Kits

- Think of the kit as a selling document.
• Keep it simple and direct.
• Make sure your kit reflects station objectives.
• Research extensively for credibility.
• Don't let the visual effects supersede the message.

Success Stories

These are: the plum promotions that attracted large crowds and raised substantial money for charity; letters from clients who were sold out immediately after placing a schedule on your station; reprints of local/national radio columnists' articles about your sta-

"stacking" the pieces to form a visual staircase. While it looks nice, it also carries a pair of built-in disadvantages: 1) As you work the copy from the full-sized back piece to the smaller front piece, you greatly diminish your usable copy space.

Folio:West

tion; copies of mayoral/gubernatorial proclamations citing your station for outstanding community efforts.

Coordinated Effort

Every piece in your media kit - save your master folder - should fold down to 3 1/2" x 9". As a result, everything will fit in a number 10 envelope. So you can do single-piece mailings and reserve your master folder for detailed presentations, where you need the extra dimensions for cover letters and pitches.

One thing you should resist is

effect; 2) When you need to change a piece, a gaping hole will remain until the replacement arrives.

Your goal of presenting a coordinated effort and a "buttoned-up" station operation is defeated if every piece you produce is a different size, color, or shape. Your agency, designer, or printer can be of tremendous help in these areas.

Once you've developed a thoughtful program, you'll find it very easy to maintain. And you'll be relieved of the pressure of having to outdo yourself with each succeeding piece.

ONE YEAR AGO TODAY

- Bob Craig OM at WMGK/Philadelphia
• C.C. Matthews OM at KWK & KGLD/St. Louis
• Paul Rappaport VP/Album Promotion Columbia
• Bill Bennett VP/Album Promotion EPIA
• #1 CHR: "We Are The World" - USA For Africa (Columbia)(3 wks)
• #1 AC: "Crazy For You" - Madonna (Geffen) (2 wks)
• #1 B/U: "We Are The World" - USA For Africa (Columbia)(2 wks)
• #1 Country: "Somebody Should Leave" - Reba McEntire (MCA)
• #1 AOR Track: "Don't Come Around..." - Tom Petty (MCA) (3 wks)
• #1 LP: "Southern Accents" - Tom Petty (MCA) (3 wks)

FIVE YEARS AGO TODAY

- Bill Cataldo VP/Pop Promotion PolyGram
• Tom Burchill RKO Network President
• Don Pettibone GM WIOQ/Philadelphia
• Elyyn Ambrose, Dick Penn VP/GMs at NBC Source and NBC Radio
• #1 CHR: "Just The Two Of Us" - Grover Washington Jr. (Elektra)
• #1 AC: "Her Town Too" - James Taylor and J.D. Souther (Columbia)
• #1 B/U: "A Woman Needs Love (Just Like You Do)" - Raydio (Arista)
• #1 Country: "A Headache Today..." - Mickey Gilley (Epic)
• #1 LP: "Face Dances" - Who (WB) (2 wks)

TEN YEARS AGO TODAY

- #1 CHR: "Disco Lady" - Johnnie Taylor (Columbia)(2 wks)
• #1 AC: "Right Back Where We Started..." - Maxine Nightengale (UA)
• #1 B/U: "Disco Lady" - Johnnie Taylor (Columbia)(8 wks)
• #1 Country: "Drinkin' My Baby" - Eddie Rabbit (Elektra)
• #1 LP: "Takin' It To The Streets" - Doobie Brothers (WB)

DATELINES

1986

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, WV

May 21-25

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

June 9-10

Burns Media 18th Annual Radio Studies Seminar Sheraton Crystal City Hotel, Washington D.C.

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 Radio Forum '86 Burkhardt/Abrams/Douglas/Elliott & Associates programming conference. Atlanta

June 26-29

11th Annual Upper Midwest Communications Conclave Radisson Plymouth, Minneapolis

July 13-16

7th Annual New Music Seminar Marriott Marquis, New York.

August 26-29

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

Sept 4-7

5th Annual Jazz Times Convention Roosevelt Hotel, New York

Sept 10-13

Radio '86 Management, Programming, Sales, and Engineering Convention, sponsored by NAB and NRBA. New Orleans Convention Center, New Orleans



KEN BARNES

ON THE RECORDS

Country Number Ones Compared, Part II

Picking up where I left off last week, I've compared the R&R Country No. 1 hits for 1984 and 1985 to those designated by *Billboard*. As you can see below, the trend that surfaced at the start of the '80s continues — significantly more records reaching the top in *Billboard*, essentially at the rate of a new No. One each week.

1984

- Total R&R No. 1s: 30
- Total BB No. 1s: 50
- No. 1 R&R But Not BB**
- Barbara Mandrell/Happy Birthday Dear Heartache
- T.G. Sheppard/Somewhere Down The Line
- No. 1 BB But Not R&R**
- Alabama/If You're Gonna Play In Texas
- John Conlee/In My Eyes
- Earl Thomas Conley/Don't Make It Easy For Me
- Earl Thomas Conley/Angel In Disguise
- Exile/Woke Up In Love
- Exile/I Don't Want To Be A Memory
- Exile/Give Me One More Chance
- Janie Fricke/Your Heart's Not In It
- Jim Glaser/You're Gettin' To Me Again
- Vern Gosdin/I Can Tell By The Way You Dance
- Lee Greenwood/Going Going Gone
- Merle Haggard/That's The Way Love Goes
- Merle Haggard/Someday When Things Are Good
- Merle Haggard/Let's Chase Each Other Around The Room
- Judds/Mama He's Crazy
- Kendalls/Thank God For The Radio
- Johnny Lee/You Could've Heard A Heart Break
- Ronnie Milsap/Still Losing You
- Eddy Raven/I Got Mexico
- Ricky Skaggs/Don't Cheat In Our Hometown
- Ricky Skaggs/Uncle Pen Statlers/Elizabeth
- George Strait/You Look So Good In Love
- George Strait/Right Or Wrong
- R&R drops back to 30, closer to its average, while/***Billboard* holds at 50, with two two-week No. 1s, one of them again thanks to a frozen chart week.
- 1985**
- Total R&R No. 1s: 33
- Total BB No. 1s: 51
- No. 1 R&R But Not BB**
- Bellamy Bros./Lie To You For Your Love
- Glen Campbell/A Lady Like You
- Lee Greenwood/You've Got A Good Love Comin'
- Sylvia/Fallin' In Love
- No. 1 BB But Not R&R**

- Rosanne Cash/I Don't Why You Don't Want Me
- Earl Thomas Conley/Honor Bound
- Earl Thomas Conley/Love Don't Care
- Exile/Hang On To Your Heart
- Merle Haggard/Natural High
- Merle Haggard & Janie Fricke/A Place To Fall Apart
- Jennings, Nelson, etc./Highwayman
- Judds/Have Mercy
- Charly McClain/Radio Heart
- Reba McEntire/How Blue
- Willie Nelson/Forgiving You Was Easy
- Juice Newton/You Make Me Want To Make You Mine
- Oak Ridge Boys/Little Things
- Kenny Rogers/Crazy
- Sawyer Brown/Step That Step
- John Schneider/Country Girls
- Ricky Skaggs/Country Boy Statlers/My Only Love
- Statlers/Too Much On My Heart
- George Strait/Does Ft. Worth Ever Cross Your Mind
- George Strait/The Chair
- Conway Twitty/Ain't She Something Else

R&R is up a little to 33, while *Billboard* hits a new high with 51. That's still not quite the maximum; "Lost In The Fifties Tonight" was the sole two-week No. 1 (*Billboard* didn't freeze the last chart of the year in 1985, and if that practice continues, there's still a chance for 52 No. 1 records in a single year). Two records that made No. 1 in R&R in 1985, "Morning Desire" and "Bop," became No. 1 in *Billboard* in 1986 and thus weren't listed with the records that were No. 1 only in R&R.

Peak Dates

That last point leads into the question of when a No. 1 record peaks in each trade. Because R&R factors in airplay only, rather than airplay and sales information as *Billboard* does, and because industry wisdom holds that airplay precedes and happens faster than sales, you would expect the R&R chart to lead *Billboard*'s to an extent. Whether you'd expect the extent to be as great as it is is another question.

I looked at the peak dates for all 51 *Billboard* No. 1s in 1985 and compared them with those records' peak dates in R&R (whether they hit No. 1 in R&R or not). It averages out to just a hair over 4 weeks between the R&R peak and the *Billboard* pinnacle. Three times the gap was narrowed as



Four of the 22 records that went No. 1 in *Billboard* but not in R&R last year

close as a two-week difference, while twice it was as far apart as seven weeks. Here's how it went in more detail:

- 7 wks apart: 2
- 6 wks apart: 4
- 5 wks apart: 8
- 4 wks apart: 20
- 3 wks apart: 14
- 2 wks apart: 3

Extreme Differences

Finally, most records that don't go No. 1 in both trades usually peak at No. 2 or 3 in one or the other. But every once in a while there's a surprising difference. Following, I ranked the records with the largest disparities in peak position (title of song followed by peak position in the trade where it didn't go No. 1) from 1980-85.

- R&R No. 1s**
- You've Got A Good Love Comin' (9 BB)
- Falling Again (6)
- Same Ole Me (5)
- A Lady Like Me (4)
- A Love Song (3)

- Beautiful You (3)
- Daydream Believer (3)
- Don't Fall In Love With A Dreamer (3)
- Happy Birthday Dear Heartache (3)
- If I Needed You (3)
- Listen To The Radio (3)
- Prisoner Of Hope (3)
- Somewhere Down The Line (3)

- Billboard No. 1s**
- Wild & Blue (13 R&R)
- Can't Even Get The Blues (12)
- I Will Always Love You (11)
- Rest Your Love On Me (11)
- 14 Carat Mind (10)
- Thank God For The Radio (10)
- Elizabeth (9)
- I Keep Coming Back (9)
- Yesterday's Wine (8)
- Country Boy (7)
- Does Ft. Worth Ever Cross Your Mind (7)
- Fire & Smoke (7)
- Midnight Hauler (7)
- One Day At A Time (7)
- Redneck Girl (7)
- Uncle Pen (7)

Well, that's about it. I found out a few things I hadn't suspected, and I hope you do as well. Let me know what you think.

Getting A Bead On The Bangles

The *Bangles* started off not with a bang, but with three bangs. The group, formed in L.A. from the remains of a few nonrecorded outfits, was originally a trio, featuring present members *Susanna Hoffs* and sisters *Debbi* and *Vicki Peterson*, called the *Bangs*.

Like many of the pop-oriented L.A. bands of the early '80s, they announced their presence with a homemade single in 1981, on their own *Downkiddle* label. Shortly after its release, they learned an East Coast band had a prior claim to the *Bangs* name, so they switched to *Bangles* and rereleased the record, with a different package.

Adding a bass player, *Annette Zilinskas* (now with country punk group *Blood On The Saddle*), the *Bangles* landed a deal with *IRS* and made a five-song EP. *Columbia* signed them and released the first album in early 1984. *Ex-Runaway Michael Steele* joined, the second, and current, album was released early this year, and the rest is manic history. Originally a strongly '60s-based



Vicki, Debbi, and Susanna kept their hairstyles true to the spirit of their original name

band, the *Bangles* recorded covers of "How Is The Air Up There" (an obscure 1966 number by the *Changin' Times* which followed

up their original version of "Pied Piper"), "Live" by the *Merry-Go-Round* (one of L.A.'s biggest local '60s hits that didn't spread nationally), and, on a B-side, the *Grass Roots'* "Where Were You When I Needed You." Although there are four outside songs on the current album, none is a '60s number: "Manic Monday" is new, *Jules Shear's* "If She Knew What She Wants" appeared on his last album in 1985, *Liam Sternberg's* "Walk Like An Egyptian" is current (the demo, for true minutiae freaks, was sung by *Marti Jones*, who had an LP on *A&M* last year), and "September Gurls" was a 1973 classic by *Big Star*.

Aside from the *Bangs* single and "Where Were You..." the only other oddball *Bangles* track is a cut on the "Goonies" soundtrack, although another is coming up on a new charity anthology. And there are also, on an anthology called "Rainy Day," two tracks of *Susanna Hoffs* singing *Velvet Underground* and *Nico* favorites.

WBEN FM add
WKSE deb 39
WNYS add
WCZY add
WXKS on
FM102 add
WERZ on
WNNK add
WSPK add
WBBO deb 40
KMGX add
WGAN add

Five Top

PATTI
AUSTIN
"THE HEAT
OF HEAT"

© 1986 Qwest Records



DATEBOOK

SEAN ROSS

What About Today?

Even with a sequel to the "Broadway Album" promised, it's not out of the question that **Barbra Streisand** may be a rock artist again for her next birthday. Two years ago, she was still pushing the very MOR-bent soundtrack from "Yentl"; last year, she allegedly told her people to "make her look like **Madonna**" on the "Emotion" video. Streisand will be 42 on Thursday. On 4/25/75, she was still finalizing "A Star Is Born" and, on that day, reports surfaced that **Elvis Presley** would definitely costar with her in that movie, which would then be retitled "Rainbow Road." (Most recent Elvis bios do confirm that he was asked but that demands from his management made his participation impossible.) Another artist, who describes Streisand as her hero, **Sheena Easton**, will be 27 on Sunday.

MONDAY, APRIL 21

1978/**Kenny Rogers**'s foray into duet-mania begins as the **Dottie West** duet, "Every Time Two Fools Collide," goes #1 Country. On the same day, another **Bee Gees** collaborator, **Yvonne Elliman**, has the third straight CHR #1 from "Saturday Night Fever" with "If I Can't Have You."

1981/Why some of us are business writers and some are in A&R: The **Plimsouls** get a Page 1 profile in the *Wall Street Journal*. Souls leader **Peter Case** and wife **Victoria Williams** were in a recent *L.A. Weekly* piece on promising local acts.

1985/**Westwood One's** "Radio USA For Africa" broadcast runs on more than 500 radio stations.
Birthdays: **Iggy Pop** 1947, **Robert Smith (Cure)** 1959.

TUESDAY, APRIL 22

1977/With **Bill Conti** finally the clear winner of a four-way/four-month cover fight over the theme from "Rocky," his label takes an ad to thank "all the programmers who realized that the **UA vs. Columbia** battle was the story of 'Rocky' itself." This doesn't stop **Maynard Ferguson** and CBS from trying again with "Rocky II Disco."

1980/Newly returned to **Motown**, the **Temptations** perform the politically-oriented "Power" on **George Schlatter's** short-lived "Speak Up America."

1981/Five days after being released from the hospital, **Eric Clapton** is injured in a Seattle car crash.
1985/**Soupy Sales** begins as a jock on **WNBC**.

Birthdays: **Glen Campbell** 1936, **Peter Frampton** 1950.

WEDNESDAY, APRIL 23

1968/With **Mitch Ryder** gone, the **Detroit Wheels** release the LSD-tribute "Linda Sue Dixon" on **Motown's Inferno** label.

1975/**Badfinger's Peter Ham** commits suicide.

1978/**Peter Brown** and "Dance With Me" are profiled as part of a "60 Minutes" report on Disco.

1981/In the first of two recent collaborations, **Johnny Cash, Carl Perkins, and Jerry Lee Lewis** record "The Survivors" LP in Stuttgart.

Birthdays: **Roy Orbison** 1936, **Narada Michael Walden** 1952.



Barbra Streisand, Bobby Rydell, Iggy Pop, Roy Orbison

THURSDAY, APRIL 24

1957/The first **Rick(y) Nelson** single, "I'm Walkin'" b/w "Teenager's Romance," is issued on **Verve**.

1970/**Grace Slick** is invited to a White House tea party by **Tricia Nixon** but tries to bring **Abbie Hoffman**, who is turned away at the gate.

1984/The Hollywood Walk Of Fame Committee decides to grant **Rick Dees** a star.

Birthdays: **Richard Starban (Oak Ridge Boys)** 1944, **Robert Knight** 1945, **Doug Clifford (CCR)** 1945, **Fish (Marillion)** 1958.

FRIDAY, APRIL 25

1974/With "Midnight Rider," the last big hit by an **Allman Brother**, on the charts, **Gregg Allman** assures his solo audience in Cincinnati that his group *Isn't* breaking up, then brings the Brothers on stage for an encore.

1979/"Rock & Roll High School," featuring the **Ramones** and giant lab mice, premieres.

1980/Right after the news of the aborted Iranian hostage rescue mission breaks, **Pacifica's WPFW/Washington** runs a 19-minute dramatization of a nuclear attack to promote the next day's peace march. Those who miss WPFW's disclaimers head for bomb shelters, call the FCC, and so forth.

SATURDAY, APRIL 26

1977/New York's **Studio 54** opens.

1980/New York's **Studio 54** closes . . . for now.

1982/Fortunately, they're a hot giveaway car now, so he can win a new one: **Rod Stewart** has a \$50,000 Porsche stolen while walking his three-year-old daughter in Hollywood.

1985/**Paul Young's** "Every Time You Go Away" is released. So is "Sussudio," despite the fact that **Atlantic** had intended "Don't Lose My Number" to be the second **Phil Collins** 45.

Birthdays: **Duane Eddy** 1938, **Roger Taylor (Duran Duran)** 1960, **Gary Wright** 1945, **Bobby Rydell** 1942.

SUNDAY, APRIL 27

1977/**Southside Johnny** appears in **Joan Micklin Silver's** "Behind The Lines," a comedy about a *Village Voice*-type underground paper which uncovers a major "resale of promotional cutouts" scandal.

1981/A Brigham Young professor shoots **KSL/Salt Lake City** talk host **Doug Wright** twice — with blanks — to demonstrate the need for gun control. Wright manages to laugh the incident off before the armed guard can reach the studio.

1984/Shortly before deciding to singlehandedly aid East-West relations with "Nikita," **Elton John's** Polish tour takes him through Gdansk, where he meets **Lech Walesa**.

Birthdays: **Marco Pirroni (Adam Ant band)** 1959, **Ann Peebles** 1947, **Cuba Gooding (Main Ingredient)** 1944, **Ace Frehley (ex-Kiss)** 1950.

RECORD OF SUCCESS

AMERICAN
MUSIC
MAGAZINE



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TOP SECRET DOSSIER

DESTROY AFTER READING

RE: Campaign To Stamp Out Rock Music
CODE NAME: "Ike Was Right"
STATUS: 30-Year War Continues

PRIOR ACTIVITY

1. Alan Freed successfully hounded and destroyed by payola scandal.
2. New Jersey governor bravely bans insurrectionist Elvis Presley from appearing in his state.
3. Beatles lead British invasion, catch us napping. Major, but temporary, setback.
4. Harassment campaign against Stones, Beatles, Doors, Hendrix and others keeps devil music in check.
5. Woodstock Festival catches us off guard. Largest gathering of subversive elements to date.
6. Liberal Democratic administration ends our funding for covert action.

CURRENT ACTIVITY

1. Republican administration revives funding for renewed efforts to fight rock.
2. Religious leaders and parents up in arms over satanic messages in lyrics.
3. Local communities throughout the Midwest and Southwest restrict & ban rock music performances as community support for our efforts appears to grow.
4. Congressional wives form PMRC, join fight to censor music -- record industry forced to introduce warning labels for subversive lyrics.
5. NBC reports of alleged payola and organized crime in music business helps our campaign.
6. Band Aid, Farm Aid, Live Aid, and other charities undermine all our hard work, give music industry good image again.
7. MOST DANGEROUS DEVELOPMENT YET!! An obviously subversive organization, THE MUSIC BUSINESS SYMPOSIUM, has been formed in Los Angeles with the intent of opening lines of communication in factionalized music industry. First meeting in 1985 attracted 700 participants, including 160 well-known panelists. Now the 2nd Annual Music Business Symposium has been announced for May 2-4, 1986 at the Ambassador Hotel, and promises to undo all the good we have done. It aims to bring together all the divided areas of the music industry and unite them; expecting over 1000 participants. Clive Davis, major leader of music industry, to deliver keynote address. Also, 200 of the most prominent people in the industry will be panelists, motivated by their concern for the future of the music industry, and plan to counter our campaign. They're going to discuss independent promotion and, if successful, could counteract our current strategy.

This is a very serious development.
What can we do about this?

REGISTER NOW FOR \$205

Make checks payable to

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8961 Sunset Boulevard Los Angeles, California 90069
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BRAD MESSER

CALENDAR

Courting The X Factors

There is a certain wonderful magic that can light up a chosen radio station, a magic that seems to make all luck good and all breaks lucky. It is the X factor.

When you have it, you're sizzling hot. Hardly anything can go wrong. Favorable publicity comes, ratings elevate, community movers-and-shakers cooperate, employees buy new cars, and the management team calls meetings to discuss upping the rate card yet another time.

Some folks believe the X factor is just haphazard good luck; wait around long enough and it's bound to be your turn some day.

But pragmatists believe that people make their own luck through hard work, and argue that

the factor that sends a station into the stratosphere is the predictable and logical result of taking care of basics and takin' care of business.

A management team can be extremely proud of organizing and nurturing a station to the point where the staff is stable, the format is widely accepted, all departments run efficiently and smoothly, net income meets or exceeds projections, and the community is well-served. And competitors are kept appropriately respectful. Such is the goal of many good managers.

Can a dream of that nature possibly come true just because of a whim of Lady Luck? Surely not, do you think?

Naw, luck can't be trusted at all. Hear about the fellow who was lucky all his life, right till the end. He was at a restaurant, eating oysters, and choked on a pearl. Doctors tried to remove it, but he died during the operation. The guy was lucky, though: the pearl turned out valuable enough to pay for both the operation and the funeral.

It isn't luck that makes a station magic, it's determination. There is probably nothing on Earth more magical than a bunch of fairly normal people doing their very best to be abnormally good at what they do.

San Francisco Fire Extinguished

MONDAY, APRIL 21 — Three days after the Great San Francisco Earthquake — which was the worst ever to hit an American city — the fire that destroyed two-thirds of the town was finally put out, 80 years ago today (1906). The quake and fire killed at least 674 people and left 250,000 homeless. The first bridge across the Mississippi was completed 130 years ago in 1856. 150th anniversary of the Battle of San Jacinto, in which Texas won independence from Mexico in 1836. City of Rome founded 753BC. Meteor shower tonight.

Birthdays: Elaine May (E. Berlin) 54. Silvana Mangano 56. Anthony Quinn 70.

Germany Began Chemical Warfare

TUESDAY, APRIL 22 — Germany introduced chemical warfare 71 years ago against Allied troops in Belgium (Second Battle of Ypres, 1915). The deadly chemical agent used in World War One was chlorine, the same stuff we use to prevent algae in swimming pools. Earth Day was first observed in 1970. The U.S. Navy fired the first shots in the Spanish-American War in 1898. The phrase "In God We Trust" was authorized on all U.S. coins and currency in 1864. Roller skates were patented in 1823.

Birthdays: Peter Frampton 36. Golfer Deane Beman 48. Glen Campbell 48. Jack Nicholson 49.

Coca-Cola Changed Formula

WEDNESDAY, APRIL 23 — A year ago today, Coca-Cola abandoned the original secret formula which had been successful for 99 years, replacing it with a formula which the company promised would be "smoother" (1985). Less than three months later, Coke brought the original formula back as "Classic Coke" (July 10, 1985). Congress approved using U.S. troops to protect the mass evacuation of Saigon, Vietnam in 1975. Scholars guesstimate William Shakespeare was born on this date in 1564 and died (same date) on his 52nd birthday in 1616.

Birthdays: Valerie Bertinelli 26. Herve Villechaize 43. Sandra Dee (Alexandra Zuck) 44. Lee Majors 46. Roy Orbison 50. Shirley Temple Black 58. Janet Blair 65.

Iran Hostage Rescue Abandoned

THURSDAY, APRIL 24 — America's attempt to rescue hostages from Iran was aborted six years ago when eight members of the rescue team died in an aircraft collision on the ground (1980). The first death of a human during a space mission was 19 years ago: Soviet cosmonaut Vladimir Komorov died when a parachute malfunctioned during reentry (1967). Tonight's total eclipse of the Full Pink Moon will not be visible from North America.

Passover.

Birthdays: Barbra (Barbara Joan) Streisand 44. Jill Ireland 50. Shirley MacLaine (Shirley Beatty) 52.

First Car Tags

FRIDAY, APRIL 25 — New York became the first state to require automobile license tags 85 years ago today (1901). Car owners had to make their own, so some licenses were wood, some were metal and others were just painted right onto the car.

The U.S. Supreme Court ruled that race cannot be considered a factor in child custody cases in 1984. Twelve-year-old Tricia Razy stopped sneezing in 1980, after sneezing nonstop for 194 days, a world record.

The world's deadliest mine disaster occurred in Manchuria in 1942, killing 1549 men.

Birthdays: Talle Shire 40. Al Pacino 46. Ella Fitzgerald 68.

Saturday (4-26) Bobby Rydell 44. Duane Eddy 48. Carol Burnett 50.

Sunday (4-27) Sheena Easton 27. George Gerwin 33. Coretta Scott King 59. Jack Klugman 64.



ADAM WHITE

RECORDS

PRACTICAL OR PROBLEMATIC?

Picking New Music With Radio

Some weeks ago, the subject of album programmers' input into record company release decisions surfaced in one of the trades. A prominent, respected PD said that a panel of program directors and music directors might be established for this purpose. Another broadcaster offered a related comment about poor 12-inch decisions and how to avoid them.

Those suggestions provoked various reactions from a cross-section of album promotion execs with whom I spoke recently. They pointed out some of the creative and political pitfalls, while contending that programmers with the inclination to get so involved in the decision-making process are in the minority.

All the label people interviewed here say they often solicit programmers' opinions upfront about new music, either through advance cassettes, personal visits, or other means. It's an informal process which varies in degree and effectiveness according to the individual as well as the project.

E/P/A VP/Album Promotion Bill Bennett comments, "You can do advance cassettes and judge the feedback, and weight some PDs more than others, but to use a panel, to pick singles is just unrealistic. It would be the same as if I went to PDs and said 'You should let every record guy come in and play two records apiece on your station, then let the audience judge to see whether to add them or not.' It's just not practical. The time factor is also prohibitive."

Total Homogenization

Bill adds, "Our biggest complaint as promotion guys is that so few people at radio think. I send cassettes out, and there are seven or eight PDs whose input I really value. But I have to admit that number is diminishing." This is partly due to what he calls the "total homogenization" of the format. "It may be that everyone is playing so many oldies again. Also, the one trend I've seen since all the indies were unplugged is that big names are flying, and baby acts are dying. Now we've gone back to really planting the seed, watering it, mas-

out. There are hundreds of examples of releases that shouldn't happen but do, and that's why you have to leave those decisions the way they are. I've spent ten years in the business fighting with A&R people, saying 'That's not right for radio' and so on, but in the end I have to respect their judgment."

Facing Reality

A&M Director/National Album Promotion J.B. Brenner refers to the realities that labels have to face when dealing with new music — the realities of artists and management. "If you're a major act like a Journey or a Supertramp, you're not going to let radio people tell you what to do. Mark Spector, who manages 38 Special, wouldn't want a panel of PDs telling his band, which has been working on an album for a year, what the first single should be. Plus, I don't think a lot of people would be comfortable entrusting radio with a new piece of product. There's obviously a security aspect that would need to be dealt with."

J.B. agrees that new talent could benefit from the advice of programmers. "but the new bands are the same bands that, for the most part, people don't have the time to deal with when we put the records out." The A&M executive recognizes that suggestions for more radio input stem from a genuine concern and passion for the music. But he doesn't "think PDs always understand what goes on at a major record label: from signing the band and the whole A&R function to putting a producer together, finding the songs, what interaction there might be with the publishing company, and how the record company gets geared up to market the product. It's not just pressing the record and throwing it out there."

Arista National Director/Album Promotion Sean Coakley says, "We do poll radio extensively in our selections, and we have our few people out there whose ears we really respect and count on. I've even had instances where I've come into my office one day, and someone says, 'We've got to know between these two songs. Go fly and play it for so-and-so, and let us know right away.' I used to do that with WMMS/Cleveland. (Music Director) Kid Leo has terrific ears. Everybody at record companies has their few people they count on, and the rest, well, it's just another opinion."

Losing Records

Arista, like other labels, uses different means of song testing. At radio there's what Sean calls a "qualification." He explains, "The radio business often doesn't understand the record business and how we put

out singles. You'll often hear radio people say, 'Oh, they lost that record.' They'll say that about a release which people inside know simply wasn't the case. Those people took it as far — and even farther — than it should have gone.



Bill Bennett

But because a programmer liked it and wanted it to be a bigger hit, he'll turn it around on the record company and blame it. Record people do it, too, and a lot of the time, it's unfair."

When it comes to picking first singles on new acts, the traditional wisdom is to come with the strongest cut. "Because you know you may not get your second chance if the first one doesn't fly," says Sean. "With Cruzados, for example, we had a real debate going here as to which song to pull for the first 12-inch. I ended up flying around the country and I sent a couple of my guys out, too. We all came back with about 30 different responses from people, and made the decision from that. But we probably do it less than we used to a few years ago, because we like to leave it a little more open. Our marketing guys are out there playing stuff for people, too."

For second singles and beyond, album radio programmers' influence obviously increases. It's inherent to the format, and people in promotion count on it. "We just released the Bob Seger album to radio," notes Capitol Director/National AOR Promotion Bill Bartlett. "There isn't a focus track for the next release, so we're going to let radio come back to us and tell us. Whatever that is, it'll probably be the next single." Likewise, programmers indicated the next Joe Cocker track after "Shelter Me," namely "You Can Leave Your Hat On." Says Bill, "Radio response told us that. We picked up nine stations on the track without even soliciting the adds."

Quality, Not Quantity

The "12-inch mentality" is a phrase that gets thrown around in any discussion about tracks. Bartlett says the number of Capitol

Who Owns Publishing?

Aside from the quality of the music or the record company's evaluation of its commercial prospects, there are other factors involved in choosing the single. Here's a lighthearted look at some:

- The band wrote the song.
- The lead singer's brother wrote the song.
- The manager owns the publishing.
- The record company owns the publishing.
- It's a great concept for a video.
- The album's other nine cuts are garbage.
- The entire album is garbage, so what's the difference?
- The promotion VP's kids like it.
- It sounds like the last single.
- The group ought to have a ballad.
- The group has had too many ballads.
- It's in the soundtrack to "Rapping In Action 3."
- The song features the other half of the duo, who would
- Like to appear on an A side before 1990.



Sean Coakley

saging it, and protecting it from the sun."

Island Director/National Album Promotion Bob Catania calls the programmer advisory panel "a wonderful concept," but one that would end up coming back to haunt radio. "As a promotion guy, I like to have input too, but the danger is that we all tend to go with things that seem very safe. And you can take a lot of creativity out of the entire process. Safeness is what creates problems in our industry; we all get very stale."

"Someone somewhere has to be saying, 'This isn't the fashion but we're going to do it.' A good A&R person finds those things. Chris Blackwell found Frankie Goes To Hollywood, who didn't fit anywhere but sold 750,000 records in America. When I was at RCA and people there first heard 'Sweet Dreams' by the Eurythmics, everyone said it was great but it doesn't fit anywhere. The next step is, 'It doesn't fit anywhere, so let's not do it,' which would obviously be a mistake."

"I'm sure there must have been some eyebrows raised in promotion at Warner Bros.," continues Bob, "when the A-ha record came



Bob Catania

12-inch releases has been cut by "at least" 50%. "We feel like there are so many out there, and at that point they lose their impact. I'd rather have quality as opposed to quantity, which means if you get a 12-inch in the mail, there's a reason. It's something special, it's focused, and we're going to chase the record."

Besides Cocker ("You Can Leave...") and Heart (in line with the new 45), Bill says his next 12-inch probably won't be until a three-track in May by new signing Walk The West. "Our philosophy on a new act is to offer three cuts: the A side being the focus track with the most potential, and the B side mainly for dimensional purposes; to give programmers a sense of where the band is coming from. We don't want to give them the album yet."

J.B. Brenner is someone else who'd like the 12-inch volume reduced. "A lot of times it's just an expensive mailgram. But compact discs could eliminate that whole thing once they're more easily available. I've found mailing out the CD a couple of months into a project worked. It also blows away the 12-inch quality excuse, so we can probably trim the number of those quite a bit more when we get enough CDs."



J.B. Brenner

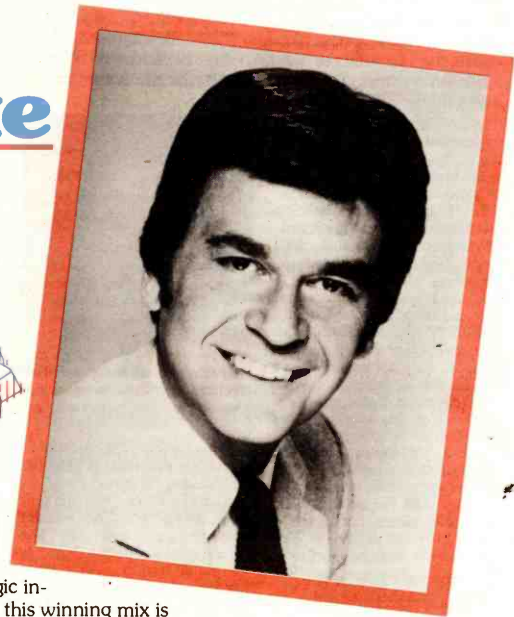


Bill Bartlett

Play Favorites!

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America's favorite
host!



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

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

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

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topping artists, week after week. Nobody else has Clark's phenomenal track record in the entertainment industry.

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JOEL DENVER

CONTEMPORARY HIT RADIO

Devoting Enough Time To The Music ?

The changes occurring within the industry during the last several weeks have been, to say the least, mind-boggling. One thing, however, hasn't changed — the interdependence of the radio and record industries.

As a PD or MD, you're responsible for programming those records which, by your judgment, will fit your format needs. The goal is to generate ratings and revenue.

As a label promotion representative, you're responsible for promoting and/or marketing your company's music through radio station airplay. Again, the goal is to generate sales and revenue.

More One-On-One Time

Since severing their ties with independent promoters, record labels are hiring and/or creating positions to fill the void. This expansion is taking place at all levels — local, regional, and national.

Just how does this affect you as a programmer or record rep? In my opinion, it simply means spending a bit more time with each other —

"A record promoter's job is to get records played. If a record doesn't get added, he/she should be given a legitimate reason as to why. But remain flexible enough to add it should the record prove to be a hit."

either on the phone, in person or, preferably, both. You're going to have to pay more attention to the other person's needs and goals.

If you are a PD without a music director, the volume of record label calls is certain to increase in the coming days and weeks (if it hasn't

already). It might be time to consider hiring an MD or promoting someone from within. And if you already have an MD, then it might be time to take some of the load off his or her shoulders.

As a local rep, it means you're going to have to spend more time at more stations. It means firming up your relationships and fully grasping a station's needs and abilities. Once again, you're the main day-to-day representative for your label. The ball is in your court.

Communication

When I was programming, my MD and I saw the reps together on Monday. No appointment; just first come, first served. Virtually the entire day was devoted to music. After all, it's over 90% of the programming.

Spending this much time with the record reps eliminated many of the usual complaints brought up by both sides. The label reps knew we

"If you are a PD without a music director, the volume of record label calls is certain to increase in the coming weeks (if it hasn't already). It might be time to consider hiring an MD or promoting someone from within."

were genuinely interested in their music and were available to let them know where a particular record stood.

Besides letting the reps know when you're available, encourage them to provide you with artist tidbits for your airstaff and information about future releases. Keep an open ear and take the time to listen to new product. As an industry, we must continue to break and expose new artists.

Remember, a record promoter's job is to get records played. When a record doesn't get added, he/she should be given a legitimate reason as to why. If you don't like it, say so. But remain flexible enough to add it should the record prove to be a hit.

Support And Respect

As a programmer, you need credible data to make informed music decisions. Reps who do no more than regurgitate trade information aren't performing a valuable function. Let them know what kind of information you require to make an educated decision.

Also make yourself available to the labels' regional and/or national reps should they come to town or phone you. Just because you don't recognize someone's name isn't an excuse not to return a phone call or acknowledge a visit. Chances are a lot of unfamiliar people are going to be contacting you soon. Show your support and respect.

TEENS, WOMEN, OLDIES EXPLORED

A Programmer's Think Tank, Part II

In part two of the Programmer's Think Tank, KIIS-AM & FM/Los Angeles VP/Programming Gerry DeFrancesco, B104/Baltimore PD Steve Kingston, KUBE/Seattle programmer Bob Case, and B106/Washington programming honcho Bob Kaghan ponder the logistics of adding older demos at the expense of teens.

You'll also learn why a strong teen share can signal a golden sales opportunity, how losing the 18-24 female audience is a sure sign of problems, why you shouldn't overreact to a competitor using oldies, and how to deal with a panicky manager/sales department.

Keeping Your Base

R&R: We've talked about spreading out the demos and protecting the 25+ franchise. But have you noticed in the last couple of books how many PDs are hurting their stations overall by actively shedding teens?

BC: Sure, but it may have been subject to another station simply picking off the teens, since they are so fickle. In our case we messed around at night for so long, got hit upside the head, figured out what to do, and won our teens back. It's not a question of what you do to lose the teens, but what you do to get them back.

R&R: Those stations that cop a "we won't play those teen records" attitude eventually see their 12+ numbers slip. Just a few months ago these same stations were boasting of dominating their mar-

"It's not a question of what you do to lose the teens, but what you do to get them back."

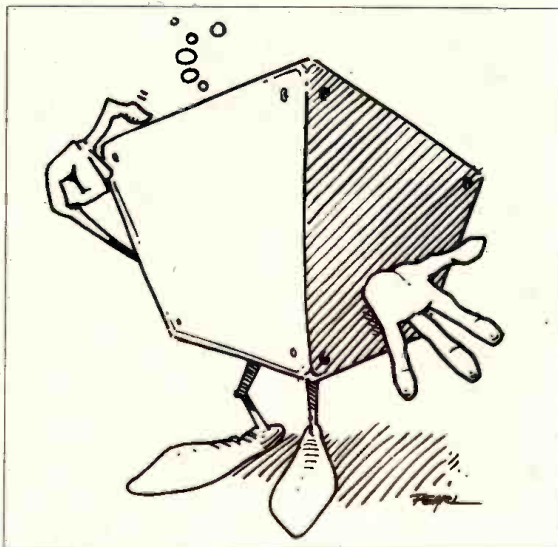
— Bob Case

kets with awesome 12+ shares. Any thoughts?

SK: That's the difference between an AC and a CHR station. When you're looking to control the majority of the bodies in a market, and your format is wide enough to include 12+, 18-34 and 25-44, then you have a demographic profile of a CHR. If your only concern is 25+, then you've crossed the boundary from CHR to AC.

R&R: According to the latest Rand Research figures, teens account for over \$49 billion in expenditures, double the 1975 figure. So why do stations say they don't want teens?

GD: I don't think they're saying "we don't want the teens." No one wants to be stuck with just teens because they are so fickle. A new competitor will always draw the teens away first. If they are all you have, then you have nothing left.



BK: I agree. If they give up the teens, then it's the kiss of death.

SK: Right. They are out of the format. They need to move to AC.

Stay Mass Appeal

GD: The key to this format is programming to the masses. We don't program toward one specific demo. We just play the hits. We know that Heart will appeal to adults and teens. Falco will initially be teens... sometimes you have to selectively daypart these rec-

ords. We played the Streisand in midday and didn't play it on weekends, where we knew teens would hear it. But it helped us maintain our adults in midday.

BK: A hit is a hit is a hit is a hit. SK: Did you ever notice that CHR is controlled by mood? You can play a Streisand on KIIS-FM in midday and the audience would react in a positive way, Monday through Friday. Then yank it on the weekends because, hopefully, it's a lot of the same audience, but

the mood is much different.

We do the same thing here in Baltimore with the computer, assigning options to dayparts. Weekends, the people have their windows down, the radio turned up. At 9am on Saturday I pretend it's like 3pm during the week. At 3pm on Saturday, I treat it like 7pm during the week in an effort to reflect the mood shift from weekdays to weekends.

R&R: Some programmers categorize music based solely on its sound, saying, "That's too hard for me." I've heard that about Z.Z. Top, Van Halen, the Rolling Stones, and many others.

"The key to this format is programming to the masses. We don't program toward one specific demo. We just play the hits."

— Gerry DeFrancesco

BC: That's stupid. Those are all teen and adult records.

BK: The problem lies inside the station. Everyone becomes so intent on going after the 25-54s that it becomes an overriding mentality from sales and management. You have to be aware of it. But if you let it influence your programming too much, you'll get caught in a trap.

Continued on Page 40

A Programmer's Think Tank, Part II

Continued from Page 39

18-24 Females

SK: There's one thing I tell my people at every meeting. When they crack that mike or play that record, they are not, under any circumstances, to alienate an 18-24 year-old woman. Pretend she is looking directly at you as you speak. Whatever you do, don't turn her off. But the sales department could care less, even though that's the way to attract a 25+ audience. We try to be everyone's station but are ultra-sensitive to the 18-24 year-old woman.

GD: That's a real pivotal group. We program the same style, figuring that an 18-24 year-old woman is still young and hip. At the same time, people in this group have developed some preferences which are mass appeal.

BK: That's a danger signal for CHR if you're not controlling this area. It's a flashing sign that you're in big trouble and being fragmented.

SK: Absolutely. You better make sure you control those female 18-24s. If you don't, it says you've gone too AOR, too AC, too Urban, or too something.

BK: We're seeing some defection to a "Classic Rock" station, but it's probably short-lived.

R&R: Should you play more oldies to combat that problem, or keep your franchise intact?

BK: You have to maintain the integrity of your format, or you'll be gone.

Stemming Management Fears

R&R: We've all been pressured by the sales staff, who might say, "Look at those numbers. They're playing more oldies. Shouldn't we be doing that?" Of course, the answer is no.

BITS

• **SLY96 Goes AC** — All Client, that is. SLY96/San Luis Obispo got merchants and advertisers into the April Fool spirit by inviting them to be on the air. Each "April Fool Announcer" bought a half hour out of the day to do his or her thing, including weather, IDs, PSAs and, of course, regularly scheduled commercials. In case of trouble or "mike fright," SLY96 jocks were on hand to help out. And to top it off, all announcers received an official document certifying their April Fool status.

• **Seven Year-Old Eggs** — KKRD/Wichita Falls and TV-10(KAKE-TV), put on their 7th Annual Easter Egg Hunt for the kids of Wichita. Over 10,000 little people scouted the grounds of the Sedgwick County Zoo, searching for plastic eggs filled with goodies. Those goodies weren't just candy, however. Each egg contained coupons good for all kinds of prizes. KKRD & TV-10 gave away bicycles, dolls, toys, gift certificates, and other fun stuff. The day's highlight came when lucky coupon holders got their chance to ride the TV-10 Sky-copter.

"Everyone becomes so intent on going after the 25-54s that it becomes an overriding mentality. If you let it influence your programming too much, you'll get caught in a trap."

— Bob Kaghan

BC: Then the question becomes, "How do you convince management not to panic?" You know they will. I'm fortunate that First Media and my GM Mike O'Shea believe in what I'm saying. But I know a lot of them don't. They'll demand to

know, "What are you going to do to get this back? Are you simply going to wait for the cycle to reverse?" Most companies aren't willing to live with a down year. They mistakenly gamble everything for the sake of off numbers.

R&R: So what do you tell them, Bob?

BC: CHR is a chameleon. It needs to be a lot of different things at a lot of different times. Gerry can be selective with certain records, and so can we. I can do an occasional old Rolling Stones or Beatles tune in mornings or mid-days and satisfy a portion of this audience.

R&R: These become an "oh wow!" type of record more than a programming staple, correct?

BC: Absolutely.

"I tell my people at every meeting . . . when they crack that mike or play that record, they are not, under any circumstances, to alienate an 18-24 year-old woman."

— Steve Kingston

Can't Sell These Numbers

R&R: What about your management, Steve?

SK: The bottom line is the bottom line. If I want to take this thing and play records backwards, and it will maintain the demos and our business stays intact, it's okay. I don't work for knee-jerk reaction companies. If they are committed to radio and this format, that's all I need to know. For that reason, I'll be here for a long time.

I've worked for people who react to every book. B104 is the number one cuming and billing station in Baltimore, so we are hitting all of my personal and professional goals. If they are going to worry about more than this then they don't need me. But if I can bring it home to them and deliver these numbers, then I've done my job.

R&R: All too often I'll hear about a GSM telling his GM, "I can't sell these numbers." I wish I'd hear about more GMs having the balls to reply, "Okay, I'll find someone who can."

SK: That's what would happen here. B104 is really a cooperative effort.

GD: If you're in a situation where the heat is on to get adult demos and management doesn't care about the teens anymore, then maybe it's simply time for a format shift.

No Ivory Towers

R&R: Sure. But what about the manager who takes a holler-than-thou attitude about spreading the demos and offing the teens, and then tells you, "No one can beat us because we're XXXX. We've been number one for years."

SK: You're only as good as your last book. I saw this happen when I was at WPGC (Washington). It was on the air as a CHR for 27 years. For greed and lack of foresight, as far as I'm concerned, they thought they were invincible. They went from third or fourth in the market to 15th, which is okay. But then lose half your billing, and you've made a major mistake. The rest is history. They own the station and exercised their options, right or wrong.

Next Week: Stay tuned for part 3 of the Programmer's Think Tank.



HAPPY ANNIVERSARY — The Buzzards of WMMS/Cleveland honored Pat Benatar & Neil Geraldo's fourth wedding anniversary with a huge decorated cake. Shown (l-r) are Neil Geraldo and WMMS MD Kid Leo.



A PASSIVE LISTENER — WGGZ/Baton Rouge celebrated John Cougar Mellencamp's recent appearance in town with a Best Scarecrow Contest. Band members judged 25 different entries, and the scariest crowd builder won an after-concert party for 20 of his friends, along with Cougar and his band. Here is the winning entry, with "Dead To The Family Farm" in front and "Your Local Banker" posted in back.

MOTION

Lisa Giles moves crosstown from KSAQ/San Antonio to KITY as MD/midday talent . . . WNAF/Indianapolis becomes WEAG "Eagle 93" with a new airstaff: Chris Conner returns for mornings, middays is Greg Hendricks, afternoons is Rick Jensen from Q102/Cincinnati, Fast Eddie Ashton (former PD at KC103 (WHKC)/Evansville), is the night jock, and late nights is John Cinnamon . . . Glenn McGee is now MD at KWTF-FM/Waco . . . Tramontte Watts exits Y100/Miami for nights at WHYY/Detroit . . . WKSE/Bufalo welcomes MD Dave Gillen, and PD Scott Robbins trades airshifts with Boom Boom Cannon, who'll now do mornings . . . Dr. Steve Ludwig joins PM drive at WTLQ/Wilkes-Barre . . . SLY96/San Luis Obispo PD Joe Collins switches from afternoons to mornings . . . Jim Wilson returns to programming WCKN/Greenville as Beau McClood moves into sales.

KEZB-FM/EI Paso sister station KKMJ adopts calls KEZB-AM and will now simulcast with the FM. Since it was an automated station before, no jobs were lost in the changeover . . . Nadine Sherman becomes Assistant MD at WLVI-FM/Elmira . . . WIXX/Green Bay MD Michael T acquires the Assistant PD title . . . Former KC103/Evansville is now WGBF-FM, under the new ownership of Joe Koehler and Randy Bell. Steve O'Brien moves in from WLFAN-FM/Lancaster as PD/MD . . . Dana Michaels leaves KK105/Sacramento to join the morning show at crosstown



Tramontte Watts

KROY . . . Former Network Indiana OM Diane Shannon is the new Promotions Director at KWK/St. Louis . . . Q92/Rochester adds morning personalities Dee Alexander and Jim Macey to the current morning team of Dr. John Potter and Bob Lynch.

98ESA/Charlottesville Assistant PD/MD Brian Cleary to PD, following the exit of John Randall to BJ105/Orlando. For the record, PM driver Tim Sherman's former station was WLSW/Scotdale, not WLSL . . . At 100KHI/Ocean City, Jeff Moore joins for mornings, Rick Kimball moves in to middays, Kevin Ocean comes to afternoon drive from C93/Seaford, DE, former WDKX/Rochester morning man Jeffrey Isaac takes over nights, and Colleen Kennedy acquires the overnight show.

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CBS

radio

WITH THE CBS DIFFERENCE



DONNA BRAKE

NOT NECESSARILY AN AC COLUMN

Service With A Smile

After two weeks of talking about new age music, it's time for something completely different. So this week Sr. Associate Editor Hurricane Heeran looks at two full-ser-

A Different Zoo

Thanks to the ongoing work at WTVN/Columbus, one radio myth is being thrown to the lions — successful stations have a morning basic talk show. The difference is the things we talk about, the way I view things, and people we reach, and the way I view things."

— Drew Hayes

ing his act. "Imagine a guy in the studio yelling 'Grrraahh,' groaning as he's getting out of a straitjacket in the studio; banging off the walls. I have to say it was pretty cool."

And how did Drew follow up that straitjacket segment? With three hours of open phone discussion and drove back here to the radio station with the Danger Brothers.

Zoo Tales

The problem of getting good local radio talk show like the Drew Zoo. Where else could you hear Twisted Sister's "We're Not Going To Take It" being played as sing-along? Or a discussion about Elvis Presley, which spurred death threats for the host? If you know of let us know.

Media Madness

Beyond a doubt, most of R&R's readers make "Street Talk" one of their first reading stops each week. Now imagine a radio show that's comparable to "Street Talk," and you've got the makings of WGWV/Chatanooga's popular "Media Madness."

It features juicy items about media personalities around town, together with interesting and outrageous predictions/speculations about their individual futures. PD Dale Deason and MD Garry Mac host "Media Madness." They work with a large board on which they chart new faces and new jobs. They also maintain individual cards on each media player.

Date said it all started in 1982. "There was a very popular anchor in town. Then an up-and-coming TV station hired that person away started charting changes in the TV business, and moved into radio and a little bit of newspaper, too." The show features a number of reporters, most of whom are fiction. There are some key people at other Chattanooga stations who



Holly Lewis leaves WLTW/New York to join WPIX for the evening "Plex Penthouse" show. Tom Collins joins WING/Dayton as MD/overights. At WHYR/Saco, ME Doug Foster is PD and Jon Paradise Assistant PD/MD. Lori Sanders is the new weekender at KOST/Los Angeles. Hunter Herring joins WEZC/Charlottesville as MD/afternoon drive. Robin Hart is overnight personality at KIOI/San Francisco.

Ken Van Durand is named Promotions Director at WAVE/Sarasota. At WTMG/Nashville Reggie Woods is named MD, and Lisa Tidwell becomes News Director.

Holly Lewis



ACCELERATION

Dale noted, "We've never gotten into any trouble with Media Madness. But some stations with a revolving door reputation make for easy targets." For example, there once was a Weather Channel meteorologist who joined a Chattanooga station. His card, according to Dale, "was name being banded about. You just might hear your own give WGWV a listen at 7:35am, then a Tuesday or Friday morning, happen to be in Chattanooga on either a Tuesday or Friday morning, So if you're not a lawyer and just to Garry and me if we ever leave."

— Dale Deason

"If we're going to pick on everybody else, the audience expects the same for our people. Otherwise, it would hurt our own credibility."

as informants, feed "Media Madness" with various station changes and other gossip. Dale recalled that one corporate office had been planning some major changes for its Chattanooga outlet. The company instructed its station to tape "Media Madness" in the hope of catching the WGWV guys making erroneous or slanderous remarks. Once again, however, Dale was tipped off in time. He even mentioned the corporate executive's name during the feature.

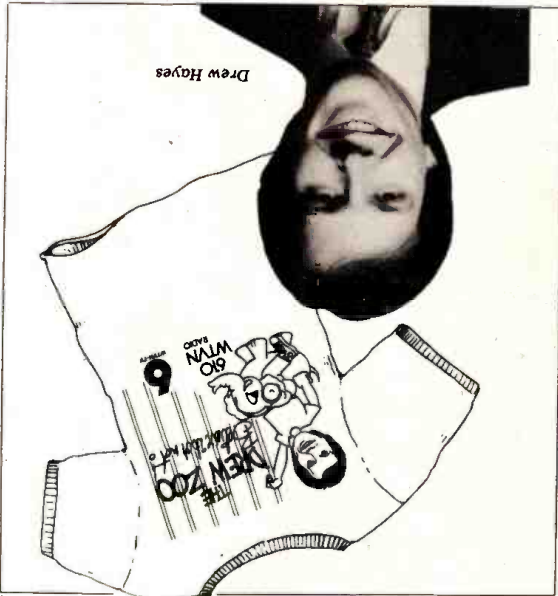
Despite the use of teletype back-ground sounds, "official newsmen Dale said "Media Madness" does operate with a sense of integrity. When asked if WGWV program-meaning changes receive the same brutal treatment as other stations, Dale said, "We have to give ourselves the same treatment. Otherwise, we'd be hurting our own credibility. If we're going to pick on everybody else, the audience expects the same for our people. But I admit I'd hate to see what happens to Garry and me if we ever leave."

Credibility Gap? The use of teletype back-ground sounds, "official newsmen Dale said "Media Madness" does operate with a sense of integrity. When asked if WGWV program-meaning changes receive the same brutal treatment as other stations, Dale said, "We have to give ourselves the same treatment. Otherwise, we'd be hurting our own credibility. If we're going to pick on everybody else, the audience expects the same for our people. But I admit I'd hate to see what happens to Garry and me if we ever leave."

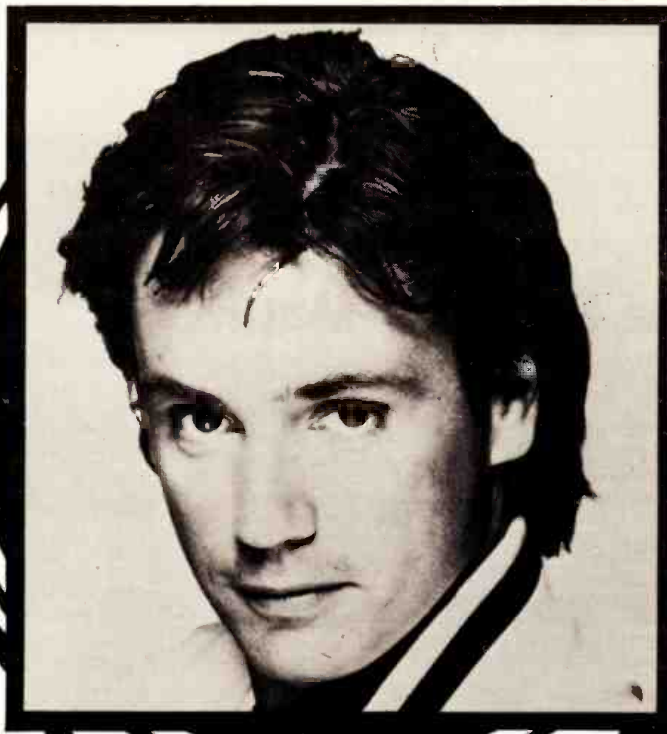
out the producer was on the phone with the chef's PR woman, who was claiming Chef Tell would be unable to do the show. Drew put the PR person on the air live as she explained they'd have to reschedule the interview.

Thinking fast, Drew suggested the listeners should decide whether to have the chef on, and he'd send the PR person a tape with the results. The audience voted 50 to 50 not to have Chef Tell on the show. Another feature, "Stump The Band," runs four hours every six weeks and features a popular local dance band, the Danger Brothers. Drew explained, "The band's recording studio is wired up, and the listeners call up with rock tunes to stump them. The feature works because it plays really well."

Drew recently hosted the "Drew Zoo, Believe It Or Not" simulcast on TVN and WTVN-TV. "I did the first hour of the show from the TV station with the Danger Brothers. Presley, which spurred death threats for the host? If you know of let us know."



Drew Hayes



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RENDEZVOUS IN HOUSTON A CITY IN CONCERT

On Saturday April 5th, Jean Michel Jarre staged a spectacular multi-media event in Houston, Texas.



Tapping every known form of entertainment technology, Jarre captivated a live audience of over one million people with musical and light effects cast against the city skyline and visible 50 miles away.

Jean Michel Jarre's new album RENDEZ-VOUS, specially written for this event, includes "Last Rendez-Vous: Ron's Piece," a tribute to astronaut Ron McNair, who was to have played saxophone on this album.

PolyGram's salute to Jarre and this brilliant musical creation is supported by a full scale major marketing campaign, including television, radio and print advertising plus a massive point-of-purchase program.

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LON HELTON

SPRING VACATION SPECIAL

Gone Fishin'; Be Back To-Maui

Hi. My name is Amanda Helton and I'm ten years old. Me and my brother Brad have gotta write another of Dad's columns 'cause he won't come back from vacation. He says he needs more time to recover from the pressures of the intensive meetings at this year's Country Radio Seminar. Mom says he just needs more time than usual after seminar week to dry out.

Actually, he always seems pretty half-baked to us. Especially this past week, just sitting on the beach for hours and hours looking off to sea. As far as we know he's still sit-

tin' on a sandbar in Kihei with a pitcher of homemade Mai Tais and a can of macadamia nuts. We figure he just needed a couple extra

days to recover from his "Magnum" disappointment. First, he couldn't believe he'd have to spring \$28 for an Aloha shirt (which he didn't do.) Then he was real bummed out when he found out how much it cost to rent a Ferrari 308 for a week. It's tough on an older person's ego to have to "go for it" in a Nissan Sentra wagon.

Anyway, we thought we'd go through his picture file once again and pick out our favorites.



This radical picture of WKKX/St. Louis personality Buddy Van Arsdale is very similar to the position Dad occupied through much of our vacation. KIX104's tub is filled with losing lottery tickets from Missouri and Illinois. Drawing from the losing ducats, the station offers cash and prizes to those whose names are read on the air and respond within ten minutes and four seconds. Buddy looks like he wants more entries. Dad kept yellin' for somethin' too. What kind of drink is a "Wahinee?"



Like, hey, we didn't know they wore Aloha shirts in Texas! Looks like Dad isn't the only one who thinks he can be transformed into Tom Selleck by wearing a shirt with flowers on it. Anyway, from the archives comes this photo of a going-away party thrown by the KLL & KEND/Lubbock staff for departing GM Jim Thompson and wife Jane (seated in front). Surrounding the guests of honor and looking rather native are (l-r) Sales Manager Greg Heitzman, FM talent Julie Reeves, engineer Cliff Gibson, DM Jon Steele, FM PD Chuck Luck, FM jock Jim Plummer, AM personalities Bill Pettit and Tommy Jenkins, and AM PD John Wells.



Dad spent a lot of time this trip visiting Burger Kings in Maui. He said he was lookin' for Herb; Mom says it's 'cause he's cheap and didn't wanna take us to any nice restaurants. Whatever the case, his search was in vain because Herb was spotted in New York with WHN's Asa Dorfman. (Herb's the one on the right.)



This picture reminded us of the laughs we had when Dad rented a sailboat; thought he was the Huck Finn of the Hobie set. You shoulda seen the look on the guy's face when Dad asked where the pole was. Talk about lame! Shaking hands in front of a poster of the real thing is WHN/New York PD Neal Mullins-with Broadway cast member and Tony Award-winner Ron Richardson. By the way, "Big River" is hitting the road this spring and summer with Ron in the touring cast. Just having finished its Chicago run, the musical is in Detroit through May 15, San Francisco May 20-July 13, and L.A. from July 15-October 5. See it if you can, it's awesome.



At least these guys are listening to tape. The ol' man had us sticking our heads in conch shells the last few days. To hear the ocean, no less. Gimme a break. Of course, we had as much chance of hearing the ocean as these guys do of hearing Lee Greenwood's latest album. On the left is WDAF/Kansas City MD Dave Bryan and on the right is PD Don Crawley. The Scotch 250 they're reviewing contains an interview which ran through March and will continue 'til the end of April as a TWA Lee Greenwood in-flight special on all headset-equipped flights worldwide.

Judy



*Thank you for
all your support
Judy Rodman*

**ACM Top New Female
Vocalist of The Year!**

Judy Rodman "Until I Met You"

B-72065

R&R **Breaker** (37) BB (44)


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CLOSE-UPS

• **WLLR/Quad Cities** "Round Ball Wizards" played the Chicago Bears in a charity basketball game. With a lot of sweat and a packed house, over \$5000 was raised. The Bears beat 'LLR, but not by a Super Bowl margin, 70-67.

• The lottery is something new to Florida and **WQYK/St. Petersburg** is participating by announcing the seven-digit numbers at various times throughout the day. A full seven-digit number is worth \$1000 to the holder. If a partial number is announced, the first caller wins \$100. Another seven-digit number is posted at the vendors' display for another chance for one grand. All winners qualify for the \$50,000 grand prize.

• You've heard of petitioning to support a write-in candidate for election. Well, **WKKN/Rockford** is in pursuit of a concert. The station has set out with a goal of 10,000 signatures to bring **Alabama** to town. 'KKN is almost to the halfway mark with an April 30 deadline.



SCHOOL BELLS RING FOR WDXE — The Tennessee Education Association awarded WDXE/Lawrenceburg the "School Bells" award for outstanding coverage of education. The station received its 20th and 21st School Bells for best news coverage and best locally produced programs. Pictured with the awards (l-r) are: Tennessee Education Association President Theresa Brown, WDXE ND Joe Baxter, Lawrence County Education Assn. President Dan Hollander.

• **WWW/Detroit** had a **Kris Kristofferson** concert at Southfield's Civic Center Pavilion last month. The proceeds for the show went to build a handicapped children's playground

for the city of Southfield. It's the same park where the W4 baseball team lost to the Oak Ridge Boys in a benefit ballgame last year.

HAVE YOU HEARD

... About the changes at WMC/ Memphis? Afternoon man **Jim McCloud** moves into mornings with **Aunt Eloise Louise**. Filling Big Jim's size 13's is **Jim Tabor**, PD/morning man at WGCN/Gulfport. ... **Bob Madison**, a 20-year vet in the Odessa market, has been named Station Manager there at KYXX. Also, **Dave Gibson** joins the station for MD/afternoons. Former MD **Dave Richards** stays on in mornings. ... At KMGK/Des Moines (Yes, those "magical" calls belong to a Country station. I know a few AC-types who'd kill for those.) **Tom Oakes** comes in from WZOK/Rockford as OM. Also, overnighter **Carole Gassaway** has been named Production Director for KMGK and sister KIOA, while **Jackie King** is upped to ND for both.

Movement at WKQK/Duluth following an ownership change: five-year air talent **Bill Betz** moved up to PD and two-year personality **Kelly Richards** was upped to MD. ... Meanwhile, KXXY/Oklahoma City Asst. PD/MD **Steve Rogers** has left to become PD/MD at KPSA/Alamogordo. Que pasa, Steve? ... WYNG/Evansville moves **Shay Daniels** from weekends to overnights. Filling weekends is **P.J. Meyer**. ... **J. Wolf** has joined WIXY/Springfield, MA for evenings. ... KFRY/Fresno has changed calls to

KFRE-FM and will remain Country. New to mornings on the FM is **James Holley** from KSON/San Diego. New KFRE (AM) middayer is **Stacy Rubln**, replacing **Jo Anthony**, who moves to middays on the FM. **Jerry Lee** joins for AM afternoons from crosstown KMAK. ... **Rocker WFXZ/Pinconning, MI** has gone Country with new calls **WWRM**.

New Lineups

KWJJ-AM & FM Portland AM
Morning — **Larry Coates**, PD (simulcast)
Midday — **Bob MacMab**
Afternoon — **David Austin Thomas**
Evening — **Graig Kelly**
Overnight — **Don Perry** simulcast
FM
Midday — **Mark Andrews**, Asst. PD/MD.
Afternoon — **Dave McKay**
Evening — **Cyn Bolsta**

WIRK/West Palm Beach

Morning — **Terry Slane**
Midday — **John Miles**
Afternoon — **Steve Cody**
Evening — **Jack Albert**
Overnight — **Dave Wise**
Keep me posted on what you have heard!

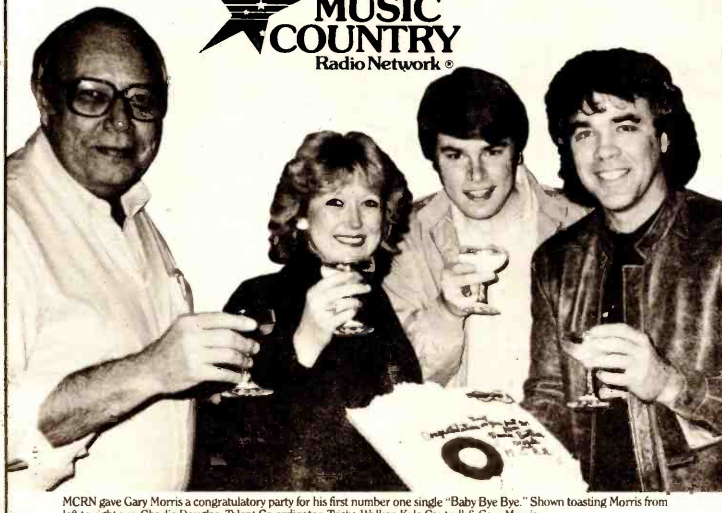
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features, bi-weekly Trivia Night, Saturday night oldies, MCRN week in review and live concerts. It can only happen in Nashville! It's happening all night, every night on the Music Country Radio Network and can happen on your station too!

For additional information call **Jim Williams** at (202) 955-7214 or **Jeff Lyman** at (615) 885-6789.



MCRN gave Gary Morris a congratulatory party for his first number one single "Baby Bye Bye." Shown toasting Morris from left to right are: Charlie Douglas, Talent Co-ordinator Trisha Walker, Kyle Cantrell & Gary Morris.



HERSHEY MEMORIES — In town for a concert, **John Schneider** stopped by WRKZ/Hershey for a visit. Left to right are MCA's **Bill Catino**, **John**, station mascot **Z-Bear**, and MD **Dandalon**.



TAR HEELIN' — With the **Judds** after a concert are members of the WLK/Charlotte staff. Left to right are MD **Lisa Manning**, **Naomi Judd**, personality **Jim Reary**, **Wynnona Judd**, and staffer **Steve Harmon**.



OKIE HONORS — During a recent concert in Oklahoma City, **KXXY PD Clay Daniels** presented **Merle Haggard** with a proclamation from Governor **George Nigh** declaring last February 4 as "Merle Haggard Day." The state legislature also made Merle Oklahoma's "Favorite Adopted Son." The plaque Clay is handing to Merle lists all of his career achievements.



SHARON ALLEN

NASHVILLE THIS WEEK

Patriotic Celebration Spurs Disc

A forthcoming commemorative album of patriotic music in various formats has been announced here by Word, Inc. Licensed through the Statue of Liberty Foundation, the musical collection is a "celebration of the freedoms we have," said Word Senior VP Dan Johnson.

The album, titled "They Come to America," will include cuts by Glen Campbell, gospel act Sandi Patti, Broadway's Betty Buckley, Windham Hill pianist Mark Isham, and the Kate Smith classic "God Bless America." Word is now negotiating with several pop artists for involvement in the album project.

Country radio will be serviced with noted author Will Campbell's narrative presentation "Let America Be America Again," featuring duet tradeoffs featuring Johnny Cash & Willie Nelson and Waylon Jennings & Jessi Colter.

Stations should be serviced the third week of May, while the album will arrive in stores June 1. "They Come to America" will carry a retail price of \$9.98 and will be distributed in the religious marketplace by Word Distribution and general market by A&M and RCA. The different works - recorded in New York, Nashville, Chicago, and Los Angeles - are being produced by Sheldon Curry of 19th Street Productions in Nashville.

Johnson said that Word will pay \$1.50 per unit to the Statue of Liberty/Ellis Island Foundation, above and beyond royalties to be paid to participating artists. "Historically,

patriotic albums have not been big in sales," Johnson stated, "but we feel the potential for this project is significant due to the unique nature of the collection, the Centennial celebration, and our wide distribution."

CMA Board Meets

CMA's Board of Directors holds its second 1986 meeting in Chicago this week, April 16-17. Topics under discussion include:

- Changes in the voting procedure for the annual CMA Awards
- A recap of the Music Industry Professional Seminar, held in conjunction with the CRS
- Final plans for the fall Talent Buyers Entertainment Marketplace
- Details outlining a series of marketing-oriented professional growth workshops to be held in selected regions of the country beginning in June
- A review of the preliminary results from the CMA's national research project
- The 1986 Fan Fair event.

Gary Morris entertains at an invitation-only luncheon on Wednesday (16), and the CMA cohosts the appearance of Willie Nelson at the Art Institute of Chicago the same evening.

BITS & PIECES: Michael Martin Murphey will be featured in a nationally-televised special titled "First Texan," the story of Sam Houston and the history of Texas. It concludes with a ten-minute segment hosted and narrated by Murphey discussing a more contemporary Texas, in honor of the state's 1986 sesquicentennial celebration. The special airs this weekend, April 18-20. And, April 28, Murphey will be honored as one of Texas's distinguished stars in an ABC-TV prime time event titled "The Texas 150th Birthday Celebration." The performance will include material from his latest album, "Tonight We Ride," which Murphey conceived in recognition of Texas's 150th Birthday.

Ricky Skaggs will appear on "Late Night With David Letterman" April 29. The next day, he goes to Kentucky to attend the Derby festivities as the special guest of Governor Martha Layne Collins. He will serve as Grand Marshal of the 1986 Kentucky Derby Festival Pegasus Parade in Louisville... Bobby Bare's current EMI America single, "Better Not Look



OF ALL THE LUCK — Gathered to do radio spots for Luck's Country Concert Tour were (l-r) recording artists Wayne Massey, Charly McClain, and Eddy Raven.

Down," was first recorded by B.B. King in 1979 on MCA... Buck White married off his youngest daughter Melissa, the one sibling who is not a part of the family band. The groom, David Wilson, is the son of James "Spider" Wilson, musical director on Ralph Emery's WSMV-TV morning show and a member of the Opry staff band.

Every now and then we whistle while we work, and then there are those who whistle while they sing. You've noticed the ending of Dan Seals's current single, "Everything That Glitters," and if you'll look on side two of Eddie Rabbit's first RCA album, "Rabbit Trax," you'll find a cut where Carly Simon added her whistling talents. Phil Ramone, who produced four cuts on the LP, was in the studio in New York mixing songs when Carly dropped by. On the spur of the moment, Ramone asked if she would add something special to one of Eddie's tracks, and whistle she did on "Threw It Away." Speaking of whistle while we work, the Seven Dwarfs "Hi-Hoed" it to work; Sheriff Taylor and Opie whistled their way on and off your TV screen; and remember the "Col. Bogey March," a '50s instrumental hit from "Bridge Over The River Kwai?" In '62, Gene Pitney's "Only Love Can Break A Heart" whistled through the heartbreak. 1967 featured Whistling Jack Smith's "I Was Kaiser Bill's Batman," Otis Redding's whistling concluded "Sittin' On The Dock Of The Bay," and Mickey Newbury has surely whistled on more of his songs than he hasn't. One that readily comes

to mind is "San Francisco Mabel Joy." Can you think of other whistling hits?

Just because I'd like to know!

WHO'S NEW



Sweethearts Of The Rodeo: Janis Gill, Kristine Arnold

Harmony begins at home, as the Sweethearts Of The Rodeo prove with their chart debut, "Hey, Doll Baby." These singing sisters first got their taste of music in church and went on to perform throughout their school years around Southern California.

Their colorful name was inspired from an album titled "Sweetheart of the Rodeo," the landmark Byrds album featuring the late Gram Parsons. It was this critically acclaimed work that helped build a bridge between young rock listeners and the country music world of the seventies. Kristine Arnold and Janis Gill represent this musical sound today, with influences including Crosby, Stills, Nash & Young; the Everly Brothers; Beatles; Beach Boys; Bob Wills; and bluegrass.

These 1986 Wrangler Country Showdown winners now record for CBS. Janis's husband is RCA recording artist Vince Gill and Kristine's husband Leonard backs up Pinkard & Bowden.

Who's New is a recurring Nashville This Week feature spotlighting artists making their debut in R&R's Country New & Active section.

NASHVILLE IN MOTION

Robert Frye has been appointed to the new position of Product Director for MCA Records/Nashville. Frye will coordinate all elements of the release, marketing, and sales of all product. Other changes at MCA/Nashville include elimination of the publicity department. Director of Publicity Kay West immediately becomes an independent marketing and PR consultant for the label. She will be responsible for advertising coordination, special projects, press functions, and writing assignments for the Nashville division... Larry Ray, President of recently reactivated Tumbleweed Records, has moved his base of operations from Seattle to Nashville. He can be reached at (615) 385-2123... Headquarters of the International Bluegrass Music Association have been established in Owensboro, KY. IBMA's new address is: 326 St. Elizabeth St., Owensboro, KY 42301... Telstar Productions/Pegasus Records have opened offices in the Music Row area. Their new address is 1211 Division St., Nashville, TN 37203; (615) 255-9704.



RONNIE FINDS GRAMMY — RCA Ariola Pres. Elliot Goldman (left) and RCA V.P. USA & Canada John Ford (right) celebrate Ronnie Milsap's award for Best Country Vocal Solo Performance/Male — "Lost In The Fifties" at the Grammys.



DUKE OF PADUCAH — Members of the Nashville Assoc. of Talent Directors call on 84-year-old B.F. (Whitey) Ford, who has been nominated for induction into Country Music Hall of Fame. Shown (l-r) Billy Deaton Talent's Billy Deaton; World Class Talent's Don Fowler; Top Billing International's Tandy Rice; Ford.



WALT LOVE

A Goodbye To The WVON We Knew

Formats and call letters fall by the wayside all the time, but when a legend passes on it's worth some special attention. This week, we take a nostalgic look back at one of the most famous and powerful Black radio-stations in America. WVON/Chicago, the "Black Giant" founded by Chess/Checker/Cadet President Leonard Chess, is down and done. I programmed WVON twice during the mid-'70s and most of the country's major black talents came through at least once.

Approximately two years ago station management changed the WVON calls to WGCI (AM) in an effort to develop an adult-oriented black music format on AM. It hasn't done as well as expected, so the Gannett outlet is now picking up SMN's "Heart & Soul" format for most dayparts. WGCI simulcasts drivetimes with their heavy hitters from WGCI-FM, Bob Wall and Tom Joyner. (By the way, two former employees of WVON back in its heyday — Wesley South and Pervis Spann — applied for and got the old WVON calls for their Midway Broadcasting station across town.)

The Stations Who Started It All

Any of us who've been around for a while can remember when WVON, along with WWRL/New York, WOL/Washington, and KGFI/Los Angeles were the stations that most blacks interested in radio broadcasting strived to work at. These facilities no longer dominate the Black/Urban music format as they once did in their respective cities. Today, AM Black music-formatted stations are trying a number of different programming approaches in hopes of finding the correct chemistry that will bring the listeners back one more time.

Pegue Takes Us Back

Richard Pegue, now looking for a new position, was until recently the OM at WGCI-AM & FM. Pegue has worked his entire 18-year career in the Chicago market, most of those years at WVON in different capacities. As a Chicago-land radio personality, Pegue's name is synonymous with an oldies music show he's done for years. (In the Chicago area, oldies are referred to as "dusties.") Following is a brief interview with Richard and an outstanding pictorial of WVON's bygone days.



Operation PUSH Choir in 1978

WVON promotion

Marv Dyson & community organizer

Marv Dyson

Velma Brazelton

Richard Pegue

Abe Thompson

Herb Kent

April 1, 1963 was when Richard and other Chicagoans first heard a new sound on the radio. Black music being played by black announcers, affectionately known as DJs. At that time WYNNR was a station that would broker air time to blacks who wanted to play the jams for those who liked that kind of music. Richard had an interesting observation. "I've always felt that WYNNR was one of the true forerunners of the Urban Contemporary format," he said. "They were the only station at that time that was integrated with its air sound and staff. All of the programming was blocked. Sometimes you heard a black music show and sometimes you didn't. You might hear some jazz at a certain time for weeks and then it would be gone for a while."

WVON Was First

"WVON was the first station we had ever heard which let black announcers sound and do things the same way they were done on Top 40. Make no mistake about it, WVON was definitely black. At that time in our history, black was fast becoming the thing to be in our society. At that point in time, there was Beatles music on this

side of the radio and all other music on the 'other side of the tracks.' Remember how quickly whites picked up on that golden Motown music sound during the early, mid and late '60s? Motown music helped to attract a wide variety of listeners from all segments of society. And believe me, WVON had its white and black listeners." Indeed, back in the late '60s and early '70s 'VON always showed in the top five of whichever ratings service you looked at.

Talk About The Dusties

One of the alltime winning approaches in Chicago radio is the weekend oldies show, and, in my opinion, WVON had the best. "The Cool Gent," Herb Kent, is still a household word in the Windy City. Said Richard, "He was the originator of the first oldies show on WVON. Weekends were made for dusties and WVON; it's still that way. At one time both Herb and myself were doing weekend oldies shows on WVON. It was exciting."

The Cool Gent:

Herb Kent Remembers

Herb, who started working at WVON in 1959, recalls that before Chess purchased the station its

calls were WHFC. "Former owner (Congressman) Hoffman paid me a small salary to do what was then called the 'Race Music Show.' I also got 30% of what I could sell. You see, at that time most of us would sell our own shows." Herb mentioned that WHFC was known as a "family" station with such black programming as the Polish American Hour, the German Hour, etc.

The Split Airshift & Leonard Chess

Herb continued, "Back then you came to work from 2-6pm. I'd then go have lunch and come back to do the night show from 7-11pm. I knew Leonard Chess, who had become a millionaire from the music of Chuck Berry, the Moonglows, Bo Diddley, and others. Leonard had risen from an obscure tavern owner who liked 'race music' to an owner of a successful record company. He could see the value in owning a radio station with a black-only format.

"When Leonard mentioned to me that he was interested in buying the station I hooked him up with Mr. Hoffman, and he bought both facilities for \$1 million. The FM was something we turned on whenever

we felt like it." Can you believe that!

"Every now and then I'd go a little early and tell Leonard that I'd like to be on FM that night. He'd say, 'Let me go turn it on for you. Make sure you let the people on AM know that we have the FM on tonight.' That's the way things were done here at that time."

Longevity Lets You Experience A Lot

Herb related some of his radio past, including his start back in 1949. "I used to work at WGES where the most famous black DJs came from. People like Al Benson and Sid McCoy used to be on the air there." Did the handle start with the creation of WVON? "Man, I've been froze in my clothes much longer than that. I became the 'Gent' back in '54."

Regarding the Reverend Jesse Jackson, founder of Operation Push, Herb said, "E. Rodney Jones was the first to hip the rest of us to Jesse. With the Black Power movement getting started at that time, Jesse fit right in. Rodney brought him by the station and just put him on the air to talk to the people because what he was saying was what blacks folks needed to hear."

Helping The Black Community

WGCI-AM & FM VP/Personnel Velma Brazelton, who started as a secretary, has been with the organization for 18 years. When asked the importance of WVON in the black community, Velma reminisced, "WVON was the place to go to find out whatever you needed to know about the city. They helped the needy, the senior citizens, and others — from all walks of life. When I first started here we'd give away around 2000 baskets of food at Thanksgiving and Christmas. The people were chosen by local ministers who knew exactly who the needy were.

"WVON has always meant a lot to the kids in this community. At times we've been its own personal referral service. We've now picked up the same ball and are trying to do some of the same things within today's society."

Velma is one of the few professional broadcasters who's had the chance to grow within an organization over the long term. Most of us in this industry never get the opportunity to work for the same company more than two years. While working with Velma at WVON she showed me in no uncertain terms who to count on.

"I'd like to thank the management of WGCI-AM & FM for helping us put this retrospective together. And for those who don't know, WVON's calls stood for "Voice Of The Negro."

JOEL RAAB
PROGRAMMING
CONSULTANT

Now accepting tapes and resumes from Program Directors and Air Talent for major and medium market openings for Country, Oldies and AC formats. Send your information to: Joel Raab, 666 Fifth Avenue, M/J Suite, New York, NY 10103.

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THE BEST JOBS ARE ON THE LINE

If you need a job, you need Medical Line. Medical Line is the broadcast industry's daily updated job listing service. We scout out the new job openings coast-to-coast and report them daily to our clients. For job leads to advance your career, call Medical Line 312-855-6779.

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The industry's fastest-growing research firm is looking for an exceptional sales professional to join our senior management team. Position reports to CEO. Candidate should have successful track record in sales. Radio management background also preferred. We offer you the opportunity to work in an exciting, challenging entrepreneurial environment. You'll represent a firm committed to providing clients with the highest-quality research services available. Compensation package commensurate with experience. Travel required. Qualified sales professionals only, please send resume, salary history, and references to:

Kurt Hanson, President
STRATEGIC RADIO RESEARCH
211 E. Ontario, Chicago, IL 60611

Washington's Classic Rock
WCXR
105.9 FM

Accepting applications for Production Director, WCCR, 510 King Street, Alexandria, Virginia 22314. EOE

and resume to: DON HAGEN, Program Director, with benefits. Federal. Tape, copy and college education preferred. Tape, copy and resume to: DON HAGEN, Program Director, 3877 Lundy, VA 22835. EOE M/F (4-11)

Announces/seeking AC WLCC & WRMA. Great place to live and work, with benefits. Federal. Tape, copy and resume to: DON HAGEN, Program Director, 3877 Lundy, VA 22835. EOE M/F (4-11)

EAST

THE SEARCH IS ON
For an Afternoon Drive/Production Director. Great company... Great situation for the right person. New England. Send T&R samples to: Radio & Records, 1930 Century Park West, #312, Los Angeles, CA 90067. EOE

VP-Sales/Marketing

Qualified sales professionals only, please send resume, salary history, and references to:

Kurt Hanson, President
STRATEGIC RADIO RESEARCH
211 E. Ontario, Chicago, IL 60611

DON'T SIGN ON THE LINE...

You took the new air shift. On the third day, the boss asks you to sign "standard" papers. You balk. No one ever mentioned this. You made the deal yourself. The only lawyers you know are Uncle Sid's cousin in Milwaukee, a geek you went to junior high with and Joyce Davenport. Something's not kosher. Back yourself up. Hire a pro. For \$100 this Radio/TV/FCC lawyer will review the contracts to protect you. A fast, confidential once-over will let you work without worry.

Jane Shohmamesh, Esq., (212) 362-4598
To find out more call

Tom Owens, WMBET
444 N. Michigan Ave., Chicago, Illinois 60611

Golden opportunities occur... only a few times in your life!

We've just taken over ownership and management of WMBET Chicago. We'd like to talk to you if you are creative, hard-working and dependable. We guarantee a winning, positive environment in which you can grow professionally and economically. Now is your opportunity to work with an innovative, people-oriented company in beautiful, exciting, #3 Chicago! Let's talk. Please send a letter, resume and tape to: Tom Owens, WMBET 444 N. Michigan Ave., Chicago, Illinois 60611

Tom Owens
Program Director
Bill Hazen
General Manager

NATIONAL

SOUTH

WCCC
PROGRAM DIRECTOR

WCCC AM-FM/Hartford, CT - A Rocket, Seeking Aggressive Professional Program Director. IMMEDIATE OPENING. Contact Manager, 202-233-4426. an equal opportunity employer

EAST

WLAN AM/FM has immediate opening in news. Experience & creativity a must. EOE M/F (4/18)

Seek experienced morning drive CHR in No. Pa. Good pay/benefits. WCCD, Box 248, Dubois, PA 15801. EOE (4/18)

Seek News show Producer/Reporter for morning newscast. T&R: Don Hurt NO. WGAN, Box 10139, Portland, ME 04104. EOE (4/18)

WDEL radio 150

Delaware's Radio News leader, WDEL (AC format), will pay Top Market salary & fringes to two mature, conversational news anchor/reporters, who write clear concise copy and produce short contemporary audio. Minimum 3-years medium or major market experience plus stable employment record. Resume & uncable attachments to BOB MERFORD, WDEL, 2727 Shipley Road, Wilmington, DE 19803. EOE

"DYNAMIC RADIO NEWSPERSON"

Experienced, career-minded professional for first class Western New York AC. Must be highly motivated, creative, and able to interact. Management potential. EOE. Tape and resume to: Radio & Records, 1930 Century Park West, #311, Los Angeles, CA 90067.

Afternoon news anchor/reporter in beautiful Shandou Valley. Production experience. T&R: Bob Bradley, WXVA, Box 700, Charleston, WV 25414. EOE M/F (4-11)

News anchor wanted for PM drive at WZEM in NYC suburbs. Good salary, write copy for AC audience. Steve Reggie: (914) 747-1071. EOE M/F (4-11)

News Director in Northeast

We need a leader who understands what the word "reactive" means. If you can teach the skills necessary to improve delivery, writing and gathering to make our news exciting: We will provide an incredible work environment with all the tools you need, an ample salary, and a growing company that will make a commitment in your future. Rush tape, sample copy, salary history, news philosophy and resume to: Radio & Records, 1930 Century Park West, #302, Los Angeles, CA 90067. EOE

Classy 101 is building Pittsburgh's newest "Slick AC." Bright air talent needed. T&R: Mark Rivers, 224 North Avenue, Pittsburgh, PA 15209. EOE (4/18)

NY AC accepting tapes from cancelled announcers for future full/parttime shifts. T&R: John Cancro, WUUU-FM Box 67, Home NY 13440. EOE (4/18)

GREAT JOB!
KTSA

66 KTSA is looking for ADULT PERSONALITIES. Experience in AC music, News, and talk helpful. If you fit in, send tape & resume NOW. Please, no calls. TERRY WARD, 4080 Ebenhauser Rd., San Antonio, TX 78218. EOE

SW top-rated CHR WINK-FM seeks solid weekend air talent. Station fill-in. CHR experience preferred. T&R: Alex Stone, Box 331, Ft. Myers, FL 33902, or (813) 337-2346. EOE M/F (4-11)

Announcer/shift engineer needed for fast-growing 100kW WJNR, Brunswick, GA 31520-9119, or (912) 264-3820. EOE M/F (4-11)

WOL

One of America's most-respected Urban AC radio stations is in search of a Program Director who understands the importance of teamwork and excels in an appreciation for one of the most exciting new formats of the 80's, then this is your opportunity to put your expertise to work. Jacksville is a HOT market and the competition is vulnerable. If you have what it takes, you'll join a young dynamic group of professional broadcasters. WOL-AM is a Metropolitan station. Send resume to: Paul B. Rogers, General Manager, 9080 Hogan Road, Jacksonville, FL 32216. EOE

PD needed for WZLQ. Must have proven AC experience. Contact: Ray Cross, (803) 799-8896

WE NEED ANOTHER HERO!

THE HOTTEST HITS

If you're a bright, energetic CHR NEWS PERSONALITY, then we're looking for you. High salary, fringes, benefits. Minimum approach a must! Learn the hottest CHR in Memphis today! Express mail your best plus photo and salary requirements to: Steve Kelly, PO, 2-102, 203 Beale Street, Memphis, TN 38103. EOE no calls.

SUMMIT COMMUNICATIONS, INC.

TOP 20 MARKET

Needs enthusiastic, energetic Promotion Director. Must have good people skills. Work with PD and Sales as a marketing team. Experience with TV, Outdoor, Direct Mail and Guerrilla Warfare desirable. Resume to: Radio & Records, 1930 Century Park West, #313, Los Angeles, CA 90067. EOE

Nextville market 100kW Country has future openings for all shifts. Adult community only. T&R: Bob Cleaver, Box 298, Russellville, KY 42278. EOE M/F (4-11)

76111. EOE M/F (4-11)

KDLZ/dialing shift expanding. Seeking dynamic, warm individuals and production people. Aggressive & creative individuals only. T&R: Kelly McCann, Box 7118, Ft. Worth, TX

WGW

Commercial Production Specialist
T&R, May Dabney
Your Name Here

EOE M/F

Future full/parttime shifts at 100kW AC WTFM, in Top 100 T&R: Cities market. T&R: Bruce Golden, Box WTFM, Kingsport, TN 37662. EOE (4/18)

OPENINGS

OPPORTUNITIES

OPPORTUNITIES

OPENINGS

SALES REPRESENTATIVE

Complete broadcast traffic and accounting system utilizing IBM AT and XT type computers. Strong nationwide market. Heavy sales, radio and computer background required. Earnings above 50K. Send resume to: **Bill Waller — Decision Data Systems**, P.O. Box 1648, Jacksonville, Texas 75766. Phone outside Texas 1-800-261-6677, inside Texas 214-586-0557. EOE



"Southern Country Cooker"

is looking for the best Morning Drive Small/Medium Market Talent in the Country. If you're a motivated, creative, listener-responsive Jock who needs to be #1... Rush T&R to: Radio & Records, 1930 Century Park West, #301, Los Angeles, CA 90067. EOE

MIDWEST

Need morning communicator for top-rated, Modern Country station. Lots of involvement. Smooth/confident/personable. T&R: Peg Mason, KRGI, Box G, Grand Island, WI 68902. EOE M/F (4-11)

Oklahoma City took my morning man; I need one now! Personality AC FM. Team players and pros only. T&R: Jim Davis, KHME, Box 216, Comanche, OK 73533. EOE M/F (4-11)



MORNINGS TOP 50 ADI

Talented Morning Drive Personality needed for 50,000-watt dynamic FM, #1 Rated AC-formatted Country, \$25,000 and up. T&R to: WNNN, 6123 S. Westnedge, Kalamazoo, MI 49002. EOE

Seek sharp, conscientious parttime. Experience with automation helpful. T&R: Dave Carew WDUZ, Box 36, Green Bay, WI 54305. EOE (4/18)

WOHK/Ft. Wayne seeks full/parttime Country jocks. One year experience. T&R: Jim Patricks, Box 6000, Ft. Wayne, IN 46896. EOE (4/18)

WJMO PD

We're still accepting candidates for our PD opening. PD experience desirable. • Black music and information format • Airshift • Challenge • Previous applicants need not re-apply. Tapes and resumes by April 29 to Curt Shaw, GM, WJMO, 11821 Euclid Ave., Cleveland, OH 44106. EOE M/F

US3 needs energetic CHR morning entertainer to maintain double-digit market dominance. C&R: Steve Delaney, WNDU, Box 1616, South Bend, IN 46634. EOE M/F (4-11)

Z-92 AOR seeks 7pm-12mid star. Well versed in rock 'n' roll. No time & tempers. T&R: Bruce McGregor, 11128 John Galt Blvd., Omaha, NE 68137. EOE (4/18)

Top 10 Market-Morning Drive

Major Midwest station (Major broadcast group) looking for a morning entertainer who is reliable, topical, friendly, sincere, creative, and who possesses a quick wit and a strong desire to be the leadoff hitter on a winning team. Minimum 2 years Major/Medium Market experience an absolute MUST... TAPES A MUST with resumes to: Radio & Records, 1930 Century Park West, #304, Los Angeles, CA 90067. EOE M/F

OPENINGS

MOR/Talk AM. Modern Country FM have immediate openings. Experience preferred. Airshift/production. T&R: Bob Belcher, KTTR, Box 727, Rolls, MO 65401. EOE M/F (4-11)

Sales/announcer. Best of both worlds. Base + commission. C&R: Micheal Shannon, PD, WAMJ, 1129 N. Hickory, South Bend, IN 46615. No calls. EOE M/F (4-11)



INDIANAPOLIS COUNTRY LEADER

Has first fulltime opening in seven years! Can you cut it in the 36th market? WFMS, currently rated in double digits 12+ and ready to explode! Salary very competitive, great benefit package, females and minorities encouraged to apply. Send cassette, resume, references, and photo to: **RUSS L. SCHELL, PROGRAM MANAGER, WFMS, 8120 Knue Rd., Indianapolis, Indiana 46250.**

Seek not-time Personality with lots of excitement. No beginners. T&R: Charlie Conover, WAHC, 3480 N. Shore Dr., Oshkosh, WI 54901. EOE (4/18)

MOR/Nostalgia seeks parttime production/air talent. T&R: Mike Shepherd, WCWA, 124 N. Summit St., Toledo, OH 43604. EOE (4/18)

EVENING TALKER

We have double-digit shares, great demos and a host so talented we're giving him a promotion. We're an excellent career move for a versatile personality who can anger, amuse, inform and entertain. We'll back you with talented producers, excellent facilities and a superb support staff. 17K. Rush T&R to: Robb Westaby, PD WMBD Radio, 3131 N. University, Peoria, IL 61604. EOE/MF



Personality with strong copywriting/production skills needed for FM Country. T&R: Chris Michael, WBZ1, Box 99, Xenia, OH 45385. EOE (4/18)

KLIK Country seeks experienced air talent/production immediately. T&R: Brian Miller, Box 414, Jefferson City, MO 65102. EOE (4/18)

Experienced ND needed for AM/FM. T&R: Brian Miller, KTXF/KLIK, Box 414, Jefferson City, MO 65102. EOE (4/18)

Midday personality. Phones/community involvement. Three-five years' experience. Also need multitrack production pro. T&R: Bill Garcia, KS94-FM, St. Louis, MO 63132. EOE M/F (4-11)

WEST

Newsperson for Ventura County FM. Writing/voice experience preferred. T&R: GM, Box 5053, Ventura, CA 93003. EOE M/F (4-11)

KRKT-AM & FM has opening for fulltime staff announcer. 6-12 midnight slot. T&R: Bill O'Brian, OM, 1207 E. 9th, Albany, OR 97321. EOE M/F (4-11)

Kings country seeks a morning personality to localize morning drive. T&R: Scott Huskey, KNGS, Box 49, Hanford, CA 93232. EOE (4/18)

CALIFORNIA AOR

Seeks AIR TALENT plus! Experience & knowledge in any of the following: Programming, Music, Production, Promotion. Looking for you to fill an airshift & contribute to our team. Warm & friendly personality helps. Three years experience required. Excellent pay for the right person. Cassette & resume to: Radio & Records, 1930 Century Park West, #305, Los Angeles, CA 90067. EOE

OPENINGS

Need engineer for AM/FM combo. Knowledge of directional antennas, automation, RF, SCA a must. T&R: John King, GM, KBIM, Box 2308, Roswell, NM 88201, (505) 623-9100 EOE M/F (4-11)

Future opening at KSMA/Santa Maria. C&R: Jeff Harris, Box 1240, Santa Maria, CA 93456. EOE M/F (4-11)

Major market adult FM accepting T&Rs for future parttime openings. No beginners. HITZ-FM, Box 23915, San Diego, CA 92123. EOE (4/18)

You Think It's Funny?

Then tell us about it. We're looking for an exciting morning show. Our ambitions are no joke. We're in a major market battle in a picturesque medium market. We need a topical, friendly approach to humor to round out our staff of pros. If you want to work for a stable company that offers management support and a creative environment then send your C&R to: Radio & Records, 1930 Century Park West, #308 LH, CA 90067. EOE

Seek modern Country personality with future management potential. Nice facilities, great area for family. T&R: Dennis Conrad KLIX, Box 1259, Twin Falls, ID 83303. EOE (4/18)

Seek copywriter. Creative/clever/imaginative/prolific. Production & announcing helpful. KTHO/KZFR, Box AM, S. Lake Tahoe, CA 95705. EOE (4/18)

HIGH-PROFILE MORNING PERSONALITY

With the WORKS, needed for Coastal Southern California AM. Creative — Humorous — Great phones — Lots of community talk. Live and work in a highly desirable area. Tapes & resumes to: Radio & Records, 1930 Century Park West, #307, Los Angeles, CA 90067. EOE.

KJQ seeks natural-sounding pro. Creative copywriting, production required. T&R: Paul Wilson PD, 1506 Gibson Ave., Ogden, UT. EOE (4/18)

Need newsperson in service-oriented Country format. T&R: KGA, Art Sanders OD, Box 8348, Spokane, WA 99203. EOE (4/18)

COLORADO AM/FM COMBO

Looking for experienced News Director, Job description includes: Anchoring and News, and directing three-person news department. Salary Negotiable — Great benefits in beautiful Rocky Mountain City. Send T&R to: Radio & Records, 1930 Century Park West, #309, Los Angeles, CA 90067. EOE

Seek salesman. Chance to advance to sales manager. Highest commissions in area. Larry Schneider: (505) 864-7447 EOE (4/18)

Seek Production Director now. Also, air talent for future openings. T&R: Ken Adams KTHO, Box AM, S. Lake Tahoe, CA 95706. EOE (4/18)

KAMJ 101.5 FM

Morning personality for new soft AC. Casual, friendly, topical, able to take direction and get along with people. Cassette, resume, and photo to: **Tory Malatia, KAMJ, 4745 N. 7th St., Ste. 135 Phoenix, AZ 85015. EOE**

MAJOR MARKET/EVENINGS

Marlitz's KNEW in San Francisco continues to look for an outstanding 6-10pm personality with Country or AC background. If you are skilled at working within a full-service music-based format and have something unique to offer, beyond the basics, send T&R to Harry Valentine, KNEW, Box 910, Oakland, CA 94604. No calls. EOE/MF. KNEW 910AM.

OPENINGS

Afternoon drive whiz needed now for #1 CHR — Excellent production skills a must — No Beginners. No Calls. Tapes and resumes to: **John Langan KZZU FM & AM S. 5505 Regal Spokane, WA 99223**

Future on-air FSA openings in central CA. T&R: PD, KSMA, Box 1240, Santa Maria, CA 93456. EOE (4/18)

Afternoon air talent for small central CA market. Chance to advance as interest/ability permits. Ann Zawile: (209) 935-1470 EOE (4/18)

**THIS IS IT!
\$1000 A WEEK.
NO EXPERIENCE NECESSARY
JOIN #1**

We're expanding and have been in business 10 years. Full benefits, vacations, paid holidays, company cars & bonuses. If you're ready to give your selling potential & phone personality a chance **WE WANT YOU!**

Call for private interview (213) 202-4044 Ask for Marc Anthony

800 KIIX, Modern Country in Fort Collins, CO seeks morning personality. T&R: Dale Sparks, PD, Box 2204, Fort Collins, CO 80522. No calls. EOE M/F (4-11)

MAJOR MARKET FM

We need a Morning Entertainer/Communicator for our Major Market FM station. Experienced only need apply. *Rush* tape and resume to: Radio & Records, 1930 Century Park West, #310, Los Angeles, CA 90067. EOE

LA's only morning drive sports show seeks talented salesperson/copywriter/announcer. Commission, on-air experience. Kyle Mehn: (213) 545-8488, suite 307 EOE (4/18)

POSITIONS SOUGHT

Hello SE NY. Announcer with eight years' experience seeks gig CHR/AC. Currently employed. STEVE: (401) 596-8961 (4-11)

'Mac The Knife,' 'Hot Rockin' CHR/AOR jock. Mornings/afternoons/evenings. MD experience. SCOTT 'THE DOG': (415) 449-4751 (4-11)

I want to do my best to make you the best. Broadcast school graduate with experience. Mold me to what you need. KENT SUNDERMAN: (402) 687-2893 (4-11)

PD/MD with 14 years' experience. Want to relocate. D. JENKINS: (502) 866-3173 8-12pm (CS11) (4-11)

Top-rated morning talent seeks move up. Stable, great production. Medium/large market. Serious inquiries only. GARY: (716) 741-2414 (4-11)

ND seeks medium market sports/talk. Experienced. MIKE: (414) 248-1550, 248-6701, or 1026 Wisconsin St., Lake Geneva, WI 53147 (4-11)

Major market programmer. Strong research background. Marketing/management degree. Presently employed, ready to move to committed Country/AC South/SW. ANDY: (318) 221-9882 (4-11)

Experienced MD seeks same/Asst. PD in medium/large market. Hardworking, creative, organized. Extensive music knowledge. GARY: (301) 758-3264 (4-11)

Country personality/MD seeks same. Hard worker. Vast knowledge of Country music. MICHAEL: (615) 729-3844 (4-11)

Talent with 14 years' experience. CHR/AC/AOR. Versatile talent, good production, enthusiastic. BILL: (205) 381-7336 (4-11)

Harrisburg 12 year talent coming your way soon, with or without radio career. Experienced AOR/CHR/Country/AC. MARK: (814) 536-3874 (4-11)

Funny morning show. Guaranteed to generate good publicity for your station. Good bite, biter, experience. Will relocate top 100/CHR/AOR/AC. J. C.: (914) 955-5079 (4-11)

Sharp, dedicated midday communicator. Seek opportunity to rock your city. Five years' experience. BU, CHR/AC. Team player, good production. SANDY: (205) 457-6523 (4-11)

NATIONAL MUSIC FORMATS

Added This Week

Bonneville Broadcasting

Kevin McCarthy (800) 631-1600

Alpha

FORCE MD'S "Tender Love"
BARRY MANILOW "He Doesn't Care (But I Do)"
PATTI LABELLE & MICHAEL McDONALD "On My Own"

Broadcast Programming

John Sherman/Bob English (800) 426-9082

Adult Contemporary

MADONNA "Live To Tell"
HOWARD JONES "No One Is To Blame"
MOODY BLUES "Your Wildest Dreams"

Modern Country

ED BRUCE "Nights"
GIRLS NEXT DOOR "Love Will Get You Through..."
JOHN ANDERSON "You Can't Keep A Good Memory..."

Century 21

Greg Stephens (214) 934-2121

The Z Format

DREAM ACADEMY "The Love Parade"
MOODY BLUES "Your Wildest Dreams"
GEORGE MICHAEL "A Different Corner"

The AC Format

MOODY BLUES "Your Wildest Dreams"
STEPHEN BISHOP "The Heart Is So Willing"
ATLANTIC STARR "If Your Heart Isn't In It"
JANET JACKSON "What Have You Done For Me Lately"

Super-Country

RONNIE McDOWELL "All Tied Up"
STEVE EARLE "Hillbilly Highway"
RANDY TRAVIS "On The Other Hand"
DOLLY PARTON "Tie Our Love (In A Double Knot)"
MICHAEL JOHNSON "Gotta Learn To Love Without You"

Concept Productions

Elvin Ichiyama (916) 782-7754

CHR

NU SHOOZ "I Can't Wait"
HONEYMOON SUITE "Feel It Again"
SIMPLE MINDS "All The Things She Said"
BILLY OCEAN "There'll Be Sad Songs (To Make You Cry)"

Country

RONNIE McDOWELL "All Tied Up"
RANDY TRAVIS "On The Other Hand"
MICHAEL JOHNSON "Gotta Learn To Love Without You"
EMMYLOU HARRIS "Today I Started Loving You Again"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

NU SHOOZ "I Can't Wait"
JULIAN LENNON "Stick Around"
HONEYMOON SUITE "Feel It Again"

Contempo 300

HOWARD JONES "No One Is To Blame"
BILLY OCEAN "There'll Be Sad Songs (To Make You Cry)"

Great American Country

ED BRUCE "Nights"
LEE GREENWOOD "Hearts Aren't Made To Break"
CHARLIE DANIELS BAND "Drinkin' My Baby Goodbye"
GEORGE JONES "Somebody Wants Me Out Of The Way"

Media General

Broadcast Services

Bob Dumas (901) 320-4433

Action

MR. MISTER "Is It Love?"
GRAHAM NASH "Innocent Eyes"
MARILYN MARTIN "Move Closer"
MOODY BLUES "Your Wildest Dreams"
ATLANTIC STARR "Your Heart Isn't In It"
JONATHAN BUTLER "Baby Please Don't Take It"
BILLY OCEAN "There'll Be Sad Songs (To Make You Cry)"

Your Country

ED BRUCE "Nights"
SOUTHERN PACIFIC "Reno Bound"
STEVE EARLE "Hillbilly Highway"
LEE GREENWOOD "Hearts Aren't Made To Break"
GEORGE JONES "Somebody Wants Me Out Of The Way"
C. McCLAIN & W. MASSEY "When It's Down To Me And..."

MEDIA GENERAL CONTINUED

Hit Rock

HEART "Nothin' At All"
TEARS FOR FEARS "Mothers Talk"
SIMPLE MINDS "All The Things She Said"
PATTI LABELLE & MICHAEL McDONALD "On My Own"

Peters Productions, Inc.

George Junak (800) 255-8511

Country Lovin'

KEITH STEGALL "I'm Made To Love"
LEE GREENWOOD "Hearts Are Made To Break"
JOHN ANDERSON "Can't Keep A Good Memory Down"

The Great Ones

MOODY BLUES "Your Wildest Dreams"
STEPHEN BISHOP "The Heart Is So Willing"
BARRY MANILOW "He Doesn't Care (But I Do)"
BILLY OCEAN "There'll Be Sad Songs (To Make You Cry)"

Radio Arts

John Benedict (818) 841-0225

Country's Best

SOUTHERN PACIFIC "Reno Bound"
CHARLIE DANIELS BAND "Drinkin' My Baby Goodbye"
JOHN ANDERSON "You Can't Keep A Good Memory..."

Soft Contemporary

DREAM ACADEMY "The Love Parade"
MOODY BLUES "Your Wildest Dreams"
STEPHEN BISHOP "The Heart Is So Willing"
BILLY OCEAN "There'll Be Sad Songs (To Make You Cry)"

Sound 10

DREAM ACADEMY "The Love Parade"
MOODY BLUES "Your Wildest Dreams"
STEPHEN BISHOP "The Heart Is So Willing"
BILLY OCEAN "There'll Be Sad Songs (To Make You Cry)"

Satellite Music Network

Pat Clarke (214) 991-9200

The Starstation

CULTURE CLUB "Move Away"
SADE "Never As Good As The First Time"

Country Coast-To-Coast

EXILE "Super Love"
MARIE OSMOND "Read My Lips"
EVERLY BROTHERS "Born-Yesterday"

Rock 'N' Hits

HEART "Nothin' At All"
FORCE MD'S "Tender Love"
MODELS "Out Of Mind, Out Of Sight"
SADE "Never As Good As The First Time"
STARSHIP "Tomorrow Doesn't Matter Tonight"

TM Programming

Cel Casey (214) 634-8511

Stereo Rock

NU SHOOZ "I Can't Wait"
CULTURE CLUB "Move Away"
TEARS FOR FEARS "Mothers Talk"
JOURNEY "Be Good To Yourself"
HOWARD JONES "No One Is To Blame"

TM AC

MIAMI SOUND MACHINE "Bad Boy"
SIMPLY RED "Holding Back The Years"

TM Country

ED BRUCE "Nights"
GENE WATSON "Carmen"
SOUTHERN PACIFIC "Reno Bound"
KEITH STEGALL "I Think I'm In Love"
LEE GREENWOOD "Hearts Aren't Made To Break"

Transtar

Adult Contemporary

Dave Bogart (303) 578-0700

PHIL COLLINS "Take Me Home"
WHITNEY HOUSTON "The Greatest Love Of All"

Country

Ed Chandler (213) 460-6383

OAK RIDGE BOYS "Juliet"
EDDIE RABBITT "Repetitive Regret"
RESTLESS HEART "Til I Loved You"
WILLIE NELSON "Living In The Promiseland"

Talking

JOSEPH



"Once in a Lifetime"
From the motion picture
Down And Out In Beverly Hills



©1986 Sire Records

KEGL deb 20	RI-104 add	KXYQ deb 40
WHIT on	WPST on	WCGQ add
Y108 on	WRQJ on	WZYP on
KKRZ on	WKZL on	WHSL on
KPLUS 30-29	WZPL on	KCMQ on
KUBE 30-27	Z104 27-25	KOZE 29-26
WAMX on		OK95 29-26

janet jackson

HAVE YOU HEARD

JANET'S

BIG

NASTY

BREAKER?

nasty

BREAKER®

"NASTY" AM 2630. THE NEW SINGLE FROM JANET JACKSON'S ALBUM CONTROL SP 5105

PRODUCED BY JIMMY JAM AND TERRY LEWIS FOR FLYTE TYME PRODUCTIONS, INC.
EXECUTIVE PRODUCER JOHN McCLAIN

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ON

A&M

RECORDS

R&R/RB/ND&S & JOTS

EAST

WV/Baltimore
Newman/Dunn
52ND ST.
JANET JACKSON
JANICE
JANICE
MAI TAI
PAUL LAURENCE
ALFONSO
TENTATIONS
HOTTEST:
LABELLE & MCDONAL
STEPHANIE MILLS
PRINCE
NO SHOOS
SOS BAND

WV/Baltimore
Roy Sampson
none
HOTTEST:
LABELLE & MCDONAL
STEVE WONDER
STEPHANIE MILLS
NO SHOOS

WLD/Boston
Smith/Thomas
KARVIN GAYE
RENE & ANGELA
ANTHONY & CAMP
PAT BOY
HOTTEST:
STEPHANIE MILLS
LABELLE & MCDONAL
SOB BAND
JOYCE SIMS

WLD/Boston
Jordan/McLean
BILLY OCEAN
STEPHANIE MILLS
STEVE ARRINGTON
JANET JACKSON
HOTTEST:
PRINCE
I.E.T.
GRANDMASTER FLASH
SOB BAND
JETS

WNC/New Haven
James Jordan
YARBROUGH & PEOP
TEASE
MASTERDON CHOPITT
TROY JOHNSON
JULIAN FLEMING
ROCKEY MOSEBY
JANET JACKSON
HOTTEST:
PRINCE
SHIRLEY MURDOCK
COLONEL ABRAMS
STEPHANIE MILLS

WRKS/New York
Tony Quaranteo
WHITNEY HOUSTON
PRINCE
FIVE STAR
JUSTICE
HOTTEST:
CEREBELLE
MELI'SA MORGAN
JANET JACKSON
PRINCE
PALCO

OC104/Ocean City
Dave Allen
EL DEBARGE
DREAM ACADEMY
RENE & ANGELA
JANET JACKSON
NEW EDITION
HOTTEST:
WHITNEY HOUSTON
PRINCE
NO SHOOS
SOS BAND
JETS

KDY/Denver
Jay Johnson
ALEXANDER O'NEAL
EL DEBARGE
WHODINI
FORCE MD'S
RENE & ANGELA
HOTTEST:
PATTI AUSTIN
LABELLE & MCDONAL
SOS BAND
VANITY
WHITNEY HOUSTON

KDAY/Los Angeles
Patterson/Mack
MAI TAI
JULIE
SKINNY BOYS
HOTTEST:
NO SHOOS
L.L. COOL J.
JOSEKI LOVE
LABELLE & MCDONAL
PALCO

KAC/Los Angeles
Pam Robinson
TENTATIONS
STACEO/COACH
PRECIOUS WILSON
HOTTEST:
LESLIE DRAYTON
STEPHANIE MILLS
PATTI AUSTIN
SOS BAND

KJL/Mos Angeles
Steve Woods
PET SHOP BOYS
CASHFLOW
STEVE ARRINGTON
ALFIE
MARVIN GAYE
FIVE STAR
GAVIN CHRISTOPHER
PAUL HARCOSTE
NICOLE
BILLY OCEAN
JANET JACKSON
HOTTEST:
RENE & ANGELA
HOTTEST:
PRINCE
JANET JACKSON
LABELLE & MCDONAL
NO SHOOS
TEDDY PENDERGRASS
CASHFLOW

KUK/Oakland
Robert Whidman
none
HOTTEST:
NO SHOOS
JANET JACKSON
LABELLE & MCDONAL
NO SHOOS
TEDDY PENDERGRASS
CASHFLOW

SOUTH

WATV/Birmingham
Larry Tinsley
LARRY TINSLEY
FIVE STAR
EL DEBARGE
RENE & ANGELA
FORCE MD'S
BRENDA & BIG DUEE
YARBROUGH & PEOP
HOTTEST:
LABELLE & MCDONAL
SOS BAND
ATLANTIC STARR
CEREBELLE

WVEI/Atlanta
Scott Andrews
EL DEBARGE
GAVIN CHRISTOPHER
PAUL HARCOSTE
SKINNY BOYS
SMOKEY ROBINSON
HOTTEST:
LABELLE & MCDONAL
SOS BAND
CASHFLOW
STEPHANIE MILLS
PRINCE
GAP BAND

WFXA/Augusta
Jasper Owens
MICHAEL HENDERSON
JOYCE SIMS
PHILIP BAILEY
MAI TAI
RENE & ANGELA
BILLY OCEAN
YARBROUGH & PEOP
WHODINI
HOTTEST:
PRINCE
SOS BAND
LABELLE & MCDONAL
STEPHANIE MILLS
PRINCE

WTKL/Baton Rouge
R.D. Rodney Jones
FREDDIE JACKSON
VANITY
PAT BOYS
MELI'SA MORGAN
GRANDMASTER FLASH
SHIRLEY MURDOCK
PRECIOUS WILSON
BILLY OCEAN
TRAMANE
PHILIP BAILEY
HOTTEST:
BILLY OCEAN
HOTTEST:
LABELLE & MCDONAL
WHITNEY HOUSTON
CONTROLLERS
JETS

WXOK/Baton Rouge
Al Wallace
VANITY
PATTI AUSTIN
WHITNEY HOUSTON
HOTTEST:
TRANCE
TRA
3ND ST.
PHILIP BAILEY
STEVE ARRINGTON
HOTTEST:
GAP BAND
CASHFLOW
NO SHOOS
STEPHANIE MILLS

KQJL/Baton Rouge
Guy Broady
MILIE COLLINS
PRECIOUS WILSON
MAIN ATTRACTION
TENTATIONS
HOTTEST:
PET SHOP BOYS
E.P.F.
ROSE BROTHERS
PALCO

K104/Dallas
Terri Avery
PAUL HARCOSTE
MAIN ATTRACTION
PRECIOUS WILSON
JAPP
HOTTEST:
NO SHOOS
CASHFLOW
TIMEX SOCIAL CLUB
JUNIOR
ALEXANDER O'NEAL

WPO/Jacksonville
Marc Little
JANET JACKSON
BILLY OCEAN
HOTTEST:
STEVE WONDER
NO SHOOS
STEPHANIE MILLS
LABELLE & MCDONAL

WFCO/Durham
Alvin Snow
TENTATIONS
JULIAN FLEMING
ROY AYERS
PAUL LAURENCE
HILBERD SCOTT
STROKE
MAIN ATTRACTION
JANET JACKSON
HOTTEST:
RENE & ANGELA
HOTTEST:
PRINCE
JANET JACKSON
LABELLE & MCDONAL
SOS BAND

KDLZ/Forth-Dallas
McCann/Maddison
FIVE STAR
GAVIN CHRISTOPHER
WHITNEY HOUSTON
PHILIP BAILEY
ALEXANDER O'NEAL
EL DEBARGE
HOTTEST:
MAIN ATTRACTION
HOTTEST:
PRINCE
NO SHOOS
STEPHANIE MILLS
PATTI AUSTIN
LABELLE & MCDONAL

WGMG/Greensboro
Doc Foye
BILLY OCEAN
EL DEBARGE
FORCE MD'S
YARBROUGH & PEOP
52ND ST.
ROY AYERS
WILLIE COLLINS
HOTTEST:
NO SHOOS
CASHFLOW
STEPHANIE MILLS
LABELLE & MCDONAL
ROSE BROTHERS

WHY/Louisville
Jim Williams
SHIRLEY MURDOCK
FORCE MD'S
PHILIP BAILEY
ROY AYERS
YARBROUGH & PEOP
HOTTEST:
LABELLE & MCDONAL
STEPHANIE MILLS
PRINCE
JETS

WLOU/Louisville
Tony T. Fields
BILLY OCEAN
RENE & ANGELA
EL DEBARGE
ARETHA FRANKLIN
ZAPP
HOTTEST:
ARITH'S LOVE
TEASE
HOTTEST:
NO SHOOS
PRINCE
PET SHOP BOYS
LABELLE & MCDONAL
WHITNEY HOUSTON

WJLS/Lynchburg
Lad Gohns
TEASE
HILBERD SCOTT
JOHNNY KEMP
RENE & ANGELA
HOTTEST:
RENE & ANGELA
HOTTEST:
JETS
JETS
JETS
JETS
JETS

WOW/Norfolk
Ronson Vance
RENE & ANGELA
BILLY OCEAN
PAUL HARCOSTE
MAGAZINE
E.G. DAILY
JANET JACKSON
WILLIE COLLINS
HOTTEST:
JETS
LABELLE & MCDONAL
NO SHOOS

WOR/Oakland
Earl Jamison
LABELLE & MCDONAL
COLONEL ABRAMS
JANET JACKSON
YARBROUGH & PEOP
HOTTEST:
STEPHANIE MILLS
WHITNEY HOUSTON
JETS
STEVE WONDER
TEDDY PENDERGRASS

KHYSOP/Arthur
Patty Davis
JANICE
YARBROUGH & PEOP
TIMEX SOCIAL CLUB
MART
TROY JOHNSON
FALCO
RENE & ANGELA
BLACKFOOT
HOTTEST:
MAZATARI
STEPHANIE MILLS
EVELYN KING

WANT/Richmond
Nancy Williams
none
HOTTEST:
PRINCE
GAVIN CLINTON
L.L. COOL J.
GAP BAND
LABELLE & MCDONAL

WPLZ/Richmond
Crumley/Daniels
RENE & ANGELA
52ND ST.
ROY AYERS
CONNIE
ALISHA
ARETHA FRANKLIN
HOTTEST:
ATLANTIC STARR
TRA
JOYCE SIMS
WHITNEY HOUSTON
LABELLE & MCDONAL

KAPE/San Antonio
Mike Kelly
ARETHA FRANKLIN
ROY AYERS
PRECIOUS WILSON
HOTTEST:
STEPHANIE MILLS
LABELLE & MCDONAL
EVELYN KING
PATTI AUSTIN
SOS BAND

WBLW/Mobile
Vernon Wells
COLONEL ABRAMS
ROSE BROTHERS
BILLY OCEAN
PET SHOP BOYS
PAUL CARBON
EL DEBARGE
CORNIE
HOTTEST:
JETS
LABELLE & MCDONAL
SOS BAND
EVELYN KING

WDM/Sumer
Dean McHugh
none
HOTTEST:
PALCO
JETS
CASHFLOW
LABELLE & MCDONAL
L.L. COOL J.

WAN/Tallahassee
Joe Butler
JOHNNY KEMP
E.G. DAILY
FURBER WILDE
3ND ST.
MELI'SA LINTINS
EL DEBARGE
ALEXANDER O'NEAL
STEPHANIE MILLS
RAPHONATIC, LTD.
HOTTEST:
NO SHOOS
PRINCE
JETS
STEPHANIE MILLS
SOS BAND

MIDWEST

WGCI/Chicago
Leo Michaels
MILBERD SCOTT
JANET JACKSON
BILLY OCEAN
EL DEBARGE
BILLY OCEAN
PET SHOP BOYS
HOTTEST:
JETS
JETS
JETS
GAP BAND
NO SHOOS
COLONEL ABRAMS
LABELLE & MCDONAL

WCKJ/Columbus
Rich Stevens
PAT BOYS
JANET JACKSON
PHILIP BAILEY
HOTTEST:
DREAM ACADEMY
ARETHA FRANKLIN
TRAMANE
HOTTEST:
LABELLE & MCDONAL
STEPHANIE MILLS
CASHFLOW
WHITNEY HOUSTON
PRINCE

WKW/Milwaukee
Bernie Miller
EL DEBARGE
TEASE
HOTTEST:
DREAM ACADEMY
ARETHA FRANKLIN
HOTTEST:
LABELLE & MCDONAL
STEPHANIE MILLS
CASHFLOW
WHITNEY HOUSTON
PRINCE

WKW/Columbus
KC Jones
STEVE ARRINGTON
GAVIN CHRISTOPHER
EL DEBARGE
HOTTEST:
SLY FOX
PRINCE
STANFORD
CASHFLOW
STEPHANIE MILLS
SOS BAND
SLY FOX
FREDDIE JACKSON
JETS

WZLZ/Cincinnati
Bilan Casale
RENE & ANGELA
ALEXANDER O'NEAL
JANET JACKSON
JOKERI LOVE
STEADY B
HOTTEST:
WHITNEY HOUSTON
STEPHANIE MILLS
CASHFLOW
STEPHANIE MILLS
NO SHOOS

WZLZ/Cincinnati
WZLZ/Cincinnati
RENE & ANGELA
ALEXANDER O'NEAL
JANET JACKSON
JOKERI LOVE
STEADY B
HOTTEST:
WHITNEY HOUSTON
STEPHANIE MILLS
CASHFLOW
STEPHANIE MILLS
NO SHOOS

WZLZ/Cincinnati
WZLZ/Cincinnati
RENE & ANGELA
ALEXANDER O'NEAL
JANET JACKSON
JOKERI LOVE
STEADY B
HOTTEST:
WHITNEY HOUSTON
STEPHANIE MILLS
CASHFLOW
STEPHANIE MILLS
NO SHOOS

WZLZ/Cincinnati
WZLZ/Cincinnati
RENE & ANGELA
ALEXANDER O'NEAL
JANET JACKSON
JOKERI LOVE
STEADY B
HOTTEST:
WHITNEY HOUSTON
STEPHANIE MILLS
CASHFLOW
STEPHANIE MILLS
NO SHOOS

WZLZ/Cincinnati
WZLZ/Cincinnati
RENE & ANGELA
ALEXANDER O'NEAL
JANET JACKSON
JOKERI LOVE
STEADY B
HOTTEST:
WHITNEY HOUSTON
STEPHANIE MILLS
CASHFLOW
STEPHANIE MILLS
NO SHOOS

WZLZ/Cincinnati
WZLZ/Cincinnati
RENE & ANGELA
ALEXANDER O'NEAL
JANET JACKSON
JOKERI LOVE
STEADY B
HOTTEST:
WHITNEY HOUSTON
STEPHANIE MILLS
CASHFLOW
STEPHANIE MILLS
NO SHOOS

WEST

WZLZ/Cincinnati
WZLZ/Cincinnati
RENE & ANGELA
ALEXANDER O'NEAL
JANET JACKSON
JOKERI LOVE
STEADY B
HOTTEST:
WHITNEY HOUSTON
STEPHANIE MILLS
CASHFLOW
STEPHANIE MILLS
NO SHOOS

WZLZ/Cincinnati
WZLZ/Cincinnati
RENE & ANGELA
ALEXANDER O'NEAL
JANET JACKSON
JOKERI LOVE
STEADY B
HOTTEST:
WHITNEY HOUSTON
STEPHANIE MILLS
CASHFLOW
STEPHANIE MILLS
NO SHOOS

WZLZ/Cincinnati
WZLZ/Cincinnati
RENE & ANGELA
ALEXANDER O'NEAL
JANET JACKSON
JOKERI LOVE
STEADY B
HOTTEST:
WHITNEY HOUSTON
STEPHANIE MILLS
CASHFLOW
STEPHANIE MILLS
NO SHOOS

WZLZ/Cincinnati
WZLZ/Cincinnati
RENE & ANGELA
ALEXANDER O'NEAL
JANET JACKSON
JOKERI LOVE
STEADY B
HOTTEST:
WHITNEY HOUSTON
STEPHANIE MILLS
CASHFLOW
STEPHANIE MILLS
NO SHOOS

WZLZ/Cincinnati
WZLZ/Cincinnati
RENE & ANGELA
ALEXANDER O'NEAL
JANET JACKSON
JOKERI LOVE
STEADY B
HOTTEST:
WHITNEY HOUSTON
STEPHANIE MILLS
CASHFLOW
STEPHANIE MILLS
NO SHOOS

WZLZ/Cincinnati
WZLZ/Cincinnati
RENE & ANGELA
ALEXANDER O'NEAL
JANET JACKSON
JOKERI LOVE
STEADY B
HOTTEST:
WHITNEY HOUSTON
STEPHANIE MILLS
CASHFLOW
STEPHANIE MILLS
NO SHOOS

84 Reporting Stations
77 Current Reports
These stations reported a frozen list this week:
WV/Baltimore
WVO/Toledo
WJMI/Jackson
WEDR/Miami
WANT/Richmond
KUKQ/Phoenix
KUKQ/Phoenix failed to report and its information was frozen.

COUNTRY

APRIL 18, 1986

TOP 50

Three Weeks
WEEKS

Rank	Weeks	Artist	Title	Label
14	7	5	1 RONNIE MILSAP/Happy Birthday Baby (RCA)	
6	4	3	2 HANK WILLIAMS JR./Ain't Misbehavin' (WB/Curb)	
11	5	4	3 KENNY ROGERS/Tomb Of The Unknown Love (RCA)	
2	1	1	4 JUDD'S/Grandpa (RCA/Curb)	
17	11	9	5 TANYA TUCKER/One Love At A Time (Capitol)	
12	9	7	6 JANIE FRICKE/Easy To Please (Columbia)	
4	3	2	7 EARL THOMAS CONLEY/Once In A Blue Moon (RCA)	
16	12	10	8 WAYLON JENNINGS/Working Without A Net (MCA)	
19	13	11	9 REBA McENTIRE/Whoever's In New England (MCA)	
22	15	13	10 NITTY GRITTY DIRT BAND/Partners, Brothers, And Friends (WB)	
21	14	12	11 ROSANNE CASH/Hold On (Columbia)	
23	19	14	12 STEVE WARINER/Life's Highway (MCA)	
27	22	16	13 FORESTER SISTERS/Mama's Never Seen Those Eyes (WB)	
29	24	18	14 EDDIE RABBITT/Repetitive Regret (RCA)	
24	21	17	15 KEITH WHITLEY/Miami, My Amy (RCA)	
31	27	20	16 OAK RIDGE BOYS/Juliet (MCA)	
25	23	19	17 GIRLS NEXT DOOR/Love Will Get You Through... (MTM)	
30	26	22	18 DWIGHT YOAKAM/Honky Tonk Man (Reprise/WB)	
28	26	21	19 JOHN CONLEE/Harmony (Columbia)	
38	31	23	20 WILLIE NELSON/Living In The Promiseland (Columbia)	
1	2	6	21 BELLAMY BROTHERS/Feel'n' The Feel'n' (MCA/Curb)	
37	32	25	22 RESTLESS HEART/'Til I Loved You (RCA)	
10	8	8	23 MERLE HAGGARD/I Had A Beautiful Time (Epic)	
3	5	15	24 ANNE MURRAY/Now And Forever (You And Me) (Capitol)	
45	37	31	25 DAN SEALS/Everything That Glitters (EMI America)	
44	38	32	26 BARBARA MANDELL/When You Get To The Heart (MCA)	
50	43	35	27 JUICE NEWTON/Old Flame (RCA)	
40	36	33	28 EVERLY BROTHERS/Born Yesterday (Mercury/Pg)	
48	42	37	29 MARIE OSMOND/Read My Lips (Capitol/Curb)	
BREAKER	30	38	30 LEE GREENWOOD/Hearts Aren't Made To Break (MCA)	
46	41	36	31 CHARLIE DANIELS BAND/Drinkin' My Baby Goodbye (Epic)	
—	47	40	32 EXILE/Super Love (Epic)	
43	40	38	33 JOHN ANDERSON/You Can't Keep A Good Memory... (WB)	
47	44	41	34 DOBIE GRAY/That's One To Grow On (Capitol)	
BREAKER	35	42	35 CHARLY McCLAIN & WAYNE MASSEY/When It's Down To Me And You (Epic)	
BREAKER	36	43	36 ED BRUCE/Nights (RCA)	
BREAKER	37	44	37 JUDY RODMAN/Until I Met You (MTM)	
5	16	24	38 ALABAMA/She And I (RCA)	
BREAKER	39	45	39 SOUTHERN PACIFIC/Reno Bound (WB)	
32	30	26	40 CONWAY TWITTY/You'll Never Know How Much I... (WB)	
9	20	29	41 RANDY TRAVIS/1982 (WB)	
—	50	46	42 STEVE EARLE/Hillbilly Highway (MCA)	
7	17	30	43 DON WILLIAMS/We've Got A Good Fire Goin' (Capitol)	
8	10	27	44 SAWYER BROWN/Heart Don't Fall Now (Capitol/Curb)	
15	18	28	45 GEORGE STRAIT/You're Something Special To Me (MCA)	
DEBUT	46	49	46 KATHY MATTEA/Love At The Five & Dime (Mercury/Pg)	
DEBUT	47	50	47 JOHNNY LEE & LANE BRODY/I Could Get Used To This (WB)	
18	25	34	48 RICKY SKAGGS/Cajun Moon (Epic)	
DEBUT	49	50	49 MARK GRAY/Back When Love Was Enough (Columbia)	
DEBUT	50	51	50 SWEETHEARTS OF THE RODEO/Hey Doll Baby (Columbia)	

Total Reports/Adds Heavy Medium Light

163/0	126	36	1
156/1	136	14	6
162/0	129	26	7
156/1	129	16	11
161/1	115	42	4
153/1	114	29	10
153/0	117	26	10
156/1	106	40	10
161/1	93	59	9
160/0	81	73	6
155/2	79	69	7
161/1	63	94	4
161/1	46	103	12
159/1	39	104	16
151/6	62	73	16
159/0	27	107	25
142/2	50	67	25
153/5	40	86	27
145/2	34	88	23
162/4	13	116	33
132/0	88	31	13
150/6	18	93	39
131/1	88	27	16
95/0	49	30	16
155/16	10	86	59
141/11	7	88	46
144/15	2	87	55
129/12	10	73	46
136/17	3	76	57
137/45	4	54	79
122/17	5	73	44
118/19	3	68	47
111/7	3	66	42
100/6	4	56	40
97/13	6	46	45
117/23	0	43	68
106/19	0	49	57
65/0	13	33	19
106/30	0	35	71
67/0	10	36	21
55/1	12	23	20
93/10	2	41	50
56/0	18	16	22
56/0	8	34	14
52/0	11	22	19
84/19	1	31	52
72/3	2	38	32
46/0	9	20	17
66/14	1	26	39
65/7	3	18	44

MOST ADDED

- LEE GREENWOOD (45)
Hearts Aren't Made To Break (MCA)
- MICHAEL JOHNSON (36)
Gotta Learn To Love Without You (RCA)
- SOUTHERN PACIFIC (30)
Reno Bound (WB)
- RANDY TRAVIS (30)
On The Other Hand (WB)
- T. GRAHAM BROWN (29)
I Wish That I Could Hurt... (Capitol)
- GEORGE JONES (28)
Somebody Wants Me Out Of... (Epic)
- RONNIE McDOWELL (28)
All Tied Up (MCA)
- GLEN CAMPBELL (24)
Cow Poke (Atlantic America)
- ED BRUCE (23)
Nights (RCA)
- BILLY SWAN (20)
You Must Be Lookin'... (Mercury/PolyGram)

HOTTEST

- HANK WILLIAMS JR. (93)
Ain't Misbehavin' (WB/Curb)
- JUDD'S (90)
Grandpa (RCA/Curb)
- RONNIE MILSAP (69)
Happy Birthday Baby (RCA)
- KENNY ROGERS (55)
Tomb Of The Unknown Love (RCA)
- EARL THOMAS CONLEY (51)
Once In A Blue Moon (RCA)
- BELLAMY BROTHERS (37)
Feel'n' The Feel'n' (MCA/Curb)
- MERLE HAGGARD (37)
I Had A Beautiful Time (Epic)
- REBA McENTIRE (30)
Whoever's In New England (MCA)
- TANYA TUCKER (29)
One Love At A Time (Capitol)
- JANIE FRICKE (24)
Easy To Please (Columbia)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

LEE GREENWOOD

Hearts Aren't Made To Break (MCA)

On 84% of reporting stations. Rotations: Heavy 4, Medium 54, Light 79, Total Adds 45 Including WBOS, WYRK, WPOR, WEZL, KPLX, KILT-FM, KISS-FM, WWKA, WFMS, WMIL, WIL, KWEN, KUPL, KRAK, KMPS. A most added record. Moves 44-30 on the Country chart.

ED BRUCE

Nights (RCA)

On 68% of reporting stations. Rotations: Heavy 0, Medium 43, Light 68, Total Adds 23 Including WBOS, WDSY, CHOW, KASE, WSOC, WSM, WQDR, WUBE, WDG, WXCL, K102, KGHL, KUGN, KFMS, KMPS. Moves 49-36 on the Country chart.

SOUTHERN PACIFIC

Reno Bound (WB)

On 65% of reporting stations. Rotations: Heavy 0, Medium 35, Light 71, Total Adds 30 Including WCAO, WQBE, WAJR, WXTU, WYNK, KKYX, WQYK, WUBE, KTTS, KFDI, KUZZ, KYGO, KZLA, KSON, KGA. Debuts at number 39 on the Country chart.

JUDY RODMAN

Until I Met You (MTM)

On 65% of reporting stations. Rotations: Heavy 0, Medium 49, Light 57, Total Adds 19 Including WRKZ, WTCR, WYNK, KYKR, WKSJ, KYXX, KRMD, WTOR, WUBE, WDAF, WBOS, KWEN, KFRE, KFMS, KCKC. Moves 47-37 on the Country chart.

CHARLY McCLAIN & WAYNE MASSEY

When It's Down To Me And You (Epic)

On 60% of reporting stations. Rotations: Heavy 6, Medium 46, Light 45, Total Adds 13 Including WYNK, WZZK, WCOS, KLL, WMC, WKSJ, WRNL, WONE, WGEE, KFKF, WWJO, KYAK, KKAL. Heavy: WTSV, WCVR. Moves 46-43-35 on the Country chart.

BREAKERS

39 ... Top 10 Bound!



"RENO BOUND"

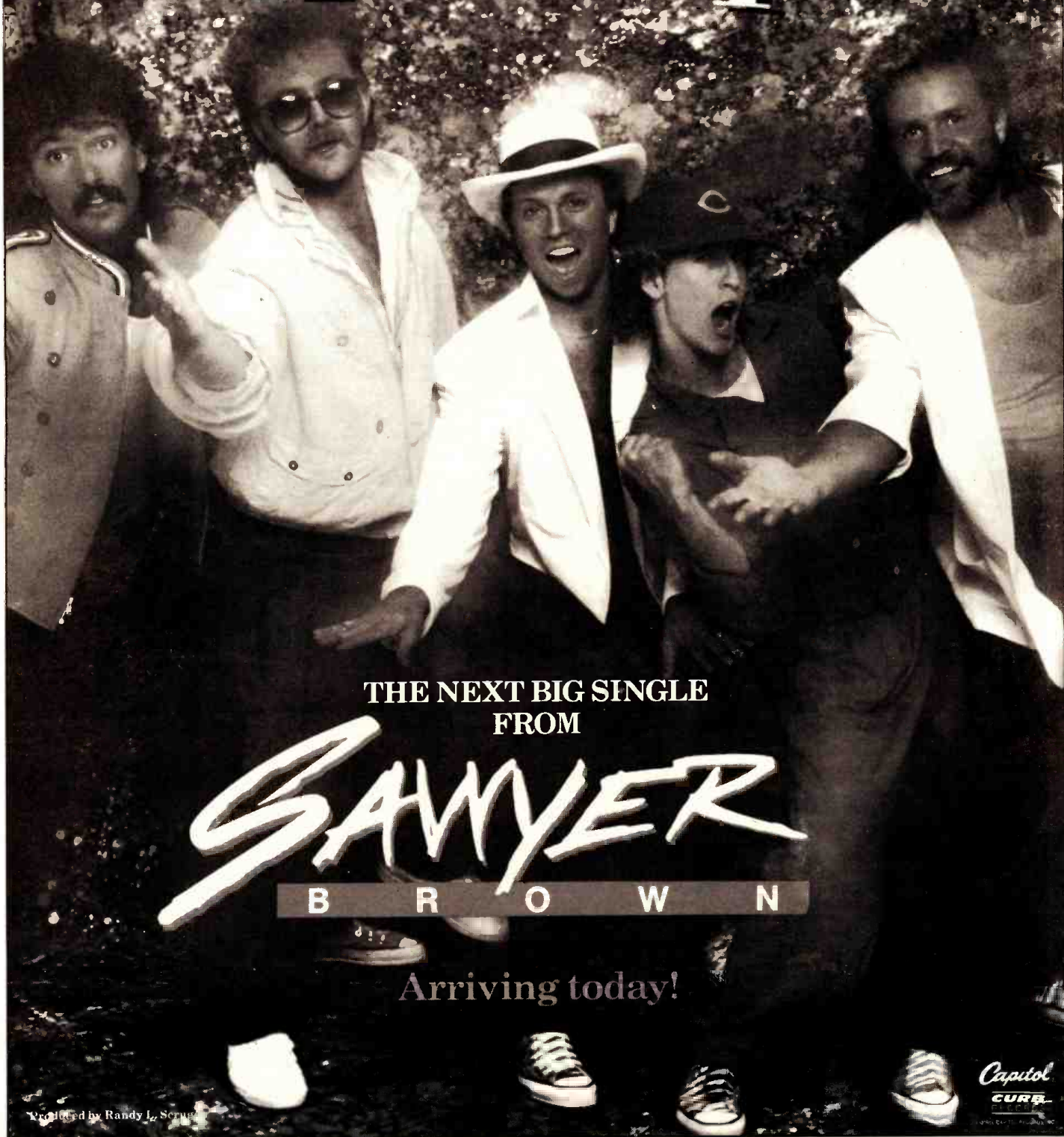
From the album "Southern Pacific"
Produced by: Jim Ed Norman

T-28722-A



GET SET TO GET

SHAKIN'



THE NEXT BIG SINGLE
FROM

SAWYER BROWN

Arriving today!

Produced by Randy L. Scruggs

Capitol
CURE

COUNTRY

NEW & ACTIVE

STEVE EARLE "Hillbilly Highway" (MCA) 93/10
 Rotations: Heavy 2, Medium 41, Light 50, Total Adds 10, WBSY, WVMI, WKLO, WWKA, WOYK, WKQO, WTHI, WTDQ, KOKC, KIGO, Heavy: WCVR, KRKT, Move: 50-45-42.

KATHY MATTEA "Love At The Five & Dime" (Mercury/PolyGram) 84/19
 Rotations: Heavy 1, Medium 31, Light 52, Total Adds 19, including WTCR, WDSY, WVA, WEZL, WKLO, WOYK, WUSQ, WONE, WKQO, WYNG, KOXY, KKAL, KKCS, KTOA, KMPS. Debuts at number 46.

JOHNNY LEE & LANE BRODY "I Could Get Used To This" (WB) 72/3
 Rotations: Heavy 2, Medium 38, Light 32, Total Adds 3, WGEI, KUUY, KGA, Heavy: KSO, WOUZ, Medium: WCAO, WTSV, WXY, WTVY, KKYX, KTTS, KEA, KGL, KOLO. Debuts at number 47.

GEORGE JONES "Somebody Wants Me Out Of The Way" (Epic) 66/29
 Rotations: Heavy 0, Medium 22, Light 44, Total Adds 29 including WQBE, WAJR, WPOP, WEZL, WUSY, WESC, KIKK, KKYX, WDAF, WTHI, KVOO, KYGO, KOLO, KRAK, KOKC.

MARK GRAY "Back When Love Was Enough" (Columbia) 66/14
 Rotations: Heavy 1, Medium 26, Light 39, Total Adds 14, WBGW, WQBE, WVMI, WBXO, WSOE, KIKK, KSSN, WSIX, WYNG, WTL, WKCO, KIK-FM, KYOC, KLZ. Debuts at 49.

SWEETHEARTS OF THE ROODEO "Hey Doll Baby" (Columbia) 65/7
 Rotations: Heavy 3, Medium 18, Light 44, Total Adds 7, KIKK, WCXI, WTL, KKAL, KLZ, KUGN, KWJJ, KALF. Heavy: WTSV, WOKK, KFDI. Debuts at number 50.

MICHAEL JOHNSON "Gotta Learn To Love Without You" (RCA) 64/37
 Rotations: Heavy 0, Medium 8, Light 56, Total Adds 37 including WDSY, WPOP, WCVR, WBXO, KKYX, WWKA, WIXL, WUSQ, WOUZ, WTHI, KGL, KEA, KOLO, WJMI.

RANDY TRAVIS "On The Other Hand" (WB) 60/30
 Rotations: Heavy 2, Medium 20, Light 38, Total Adds 30 including WBGW, WRKZ, WVA, KASE, WESC, KIKK, WLVI, WSIX, WONE, WXCL, KTKP, KYGO, KFPE, KFMS, KTOA.

GLEN CAMPBELL "Cow Pokes" (Atlantic America) 52/25
 Rotations: Heavy 0, Medium 10, Light 42, Total Adds 25 including WTCR, WPOP, WCVR, KRRV, KYKR, WTOR, WCXI, WAOX, WTSO, WKCO, WTHI, KGL, KEA, KOLO, WJMI.

ROBIN LEE "I'll Take Your Love Anytime" (Evergreen) 49/6
 Rotations: Heavy 0, Medium 15, Light 34, Total Adds 6, WYXK, WWKA, WUSQ, WJMI, KFPE, KALF. Medium: WYAM, WUSY, WTVY, WPAF, WSLR, KFGO, WDW, KRWO, KIGO.

CHANCE "I Need Some Good News Bad" (Mercury/PolyGram) 49/4
 Rotations: Heavy 1, Medium 20, Light 28, Total Adds 4, WPOP, KHEY, WESC, WPNL. Heavy: WOUZ, Medium: KYKR, WEZL, WTVY, KSSN, WLVI, WIRK, WDW, KTTS, KFDI, KALF.

SIGNIFICANT ACTION

T. GRAHAM BROWN "I Wish That I Could Hurt That Way Again" (Capitol) 46/29
 Rotations: Heavy 1, Medium 8, Light 37, Total Adds 29 including WQBE, WKYK, KYKR, WVMI, WSX, WWKA, WWWV, WBCS, KYOC, KOKC.

VEGA BROTHERS "Heartache The Size Of Texas" (MCA) 40/9
 Rotations: Heavy 0, Medium 9, Light 31, Total Adds 9, KEAN, WCMS, KFGO, WTL, WWJO, WTHI, KFDI, KUUY, KKCS.

ROY CLARK "Tobacco Road" (Silver Dollar) 31/7
 Rotations: Heavy 0, Medium 9, Light 22, Total Adds 7, WJXL, WVA, WJMI, WTL, WTCM, KRKT, KVOC. Medium: WTVY, KKYX, KOLO.

BILLY SWAN "You Must Be Lookin' For Me" (Mercury/PolyGram) 30/20
 Rotations: Heavy 0, Medium 3, Light 27, Total Adds 20 including WIKY, WYII, KEAN, KRRV, WPAF, WONE, KWMT, WXCL, KRKT, KOLO.

RONNIE McDOWELL "All Tied Up" (MCA) 29/28
 Rotations: Heavy 0, Medium 2, Light 27, Total Adds 28 including WTSV, WNYR, WYII, KEAN, KIKK, WIRK, KOXY, K102, KYAK, KQZZ.

JIM GLASER "The Lights Of Albuquerque" (NobleVision/MCA) 29/17
 Rotations: Heavy 1, Medium 5, Light 23, Total Adds 17 including WCVR, WIXY, WLVI, WCMS, KFGO, WWJO, KUUY, KCCY, KTOA, KRPM.

TOM WOPAT "True Love" (EMI America) 28/5
 Rotations: Heavy 1, Medium 7, Light 20, Total Adds 5, WTVY, KKYX, WOW, WXCL, KKCS. Heavy: WOUZ. Medium: WTSV, KRRV, KEA, KIGO.

BILLY JOE ROYAL "Boardwalk Angel" (Atlantic America) 26/19
 Rotations: Heavy 0, Medium 3, Light 23, Total Adds 19 including WYAM, WTSV, WEZL, KIKK, WDXE, KFGO, WDW, KCCY, KALF, KKKC.

MALCHAK & RUCKER "Let Me Down Easy" (Alpine) 23/2
 Rotations: Heavy 1, Medium 5, Light 17, Total Adds 2, WCAO, WWJO. Heavy: WOUZ. Medium: WPAF, KRWO, KGL, KALF, KIGO. Light: WBGW, WGTQ.

JAMES & MICHAEL YOUNGER "Back On The Radio Again" 23/1
 Rotations: Heavy 0, Medium 9, Light 14, Total Adds 1, KTTS. Medium: WIKO, KKYX, WIRK, WCXI, KFGO, WTCM, KRWO, KOLO.

CHARLEY PRIDE "Love On A Blue Rainy Day" (RCA) 21/0
 Rotations: Heavy 0, Medium 9, Light 12, Total Adds 0, Medium: WBGW, WTSV, KHEY, KKYX, KTTS, WTDQ, KRKT, KRWO, KALF.

DOLLY PARTON "Tie Our Love (In A Double Knot)" 20/19
 Rotations: Heavy 0, Medium 3, Light 17, Total Adds 19 including WTSV, WFRZ, WVA, KSSN, WIRK, WJMI, WCXI, KUZZ, KKCS, KALF.

RANDY TRAVIS "Can't Stop Now" (WB) 20/13
 Rotations: Heavy 1, Medium 3, Light 16, Total Adds 13 including WTSV, WOKO, KRRV, WYXK, KBYR, WAXX, KYAK, KRWO, KTOA, KCBQ.

TARI HENSLEY "Oh Yes I Can" (Mercury/PolyGram) 20/13
 Rotations: Heavy 0, Medium 4, Light 16, Total Adds 3, KEAN, WONE, KSO. Medium: WTVY, WPAF, KRWO. Light: WLVI, KKYX, WDAF, KLZ.

EMMYLOU HARRIS "Today I Started Loving You Again" (WB) 19/19
 Rotations: Heavy 1, Medium 2, Light 16, Total Adds 19 including WBGW, WYII, KASE, WDXE, WAXX, KOXY, KRKT, KUZZ, KEA, KIKK.

JAN GRAY "Cross My Heart" (Cypress) 18/11
 Rotations: Heavy 0, Medium 1, Light 17, Total Adds 11, WIKY, WGTQ, WDXE, KFGO, WGEI, WTCM, KVOO, KRKT, KKAL, KRWO, KALF.

JOHNNY GUNCAN "The Look Of A Lady In Love" (Parade) 18/0
 Rotations: Heavy 0, Medium 5, Light 12, Total Adds 11, Heavy: KSO. Medium: KKYX, WDAF, WDW, KRKT, KRWO. Light: WOKK, WLVI, KTTS, KOLO.

WRAYS "I Don't Want To Know Your Name" (Mercury/PolyGram) 16/6
 Rotations: Heavy 0, Medium 2, Light 12, Total Adds 6, WBGW, WGTQ, KWMT, WTHI, KVOO, KUUY. Medium: KRKT, KRWO. Light: WYAM, KASE.

JOHNNY RODRIGUEZ "Maxine" (Epic) 16/4
 Rotations: Heavy 0, Medium 3, Light 13, Total Adds 4, WCMS, KFDI, KVOO, KRWO. Medium: WDW, KRKT, KKAL. Light: WCVR, WIXY, WWJO.

CAL SMITH "I Know It's Not Over" (Step One) 15/1
 Rotations: Heavy 0, Medium 2, Light 13, Total Adds 1, KWMT. Medium: KIGO. Light: WBGW, KRRV, WYXK, KSO, KVOO, KKAL, KRWO.

BOBBY BARE "Better Not Look Down" (EMI America) 14/4
 Rotations: Heavy 0, Medium 2, Light 12, Total Adds 4, WCMS, KKYX, KFGO, KRKT. Medium: WCVR. Light: WTSV, WIXY, WTCM, KIK-FM, KCBQ.

J.O. MARTIN "Running Out Of Reasons To Run" (Capitol) 13/4
 Rotations: Heavy 0, Medium 4, Light 8, Total Adds 4, WIRK, WAXX, WXCL, KVOC. Medium: WCMS, KRWO. Light: WYAM, WCVR, WDW, KALF.

KAREN TAYLOR-GOOD "Come In Planet Earth" (Mesa) 13/3
 Rotations: Heavy 0, Medium 0, Light 13, Total Adds 3, WIXY, KALF, KIGO. Light: WBGW, WYII, WDXE, WOUZ, WXCL, WTCM, KRWO.

RAY GRIFF "What My Woman Does To Me" (RCA/Canada) 13/2
 Rotations: Heavy 1, Medium 0, Light 12, Total Adds 2, WFRK, KFGO. Heavy: WCVR. Light: WOKK, WLVI, KKYX, WDW, KTTS, KVOO, KFDI.

LISA CHILDRESS "This Time It's You" (AMI) 12/3
 Rotations: Heavy 0, Medium 4, Light 8, Total Adds 3, WOKK, KFGO, WDW. Medium: WTVY, KTTS, KFDI, KUGN. Light: WLVI, WPAF, WAXX, KVOO.

BRUCE HAUSER & SAWMILL CREEK BAND "Somethin' Old Fashioned" (Cross Country) 12/2
 Rotations: Heavy 0, Medium 1, Light 11, Total Adds 1, WKYG. Medium: KRWO. Light: WYAM, WCAO, WBGW, KRRV, KBMR, WWJO, KYOC, KUUY, KEA.

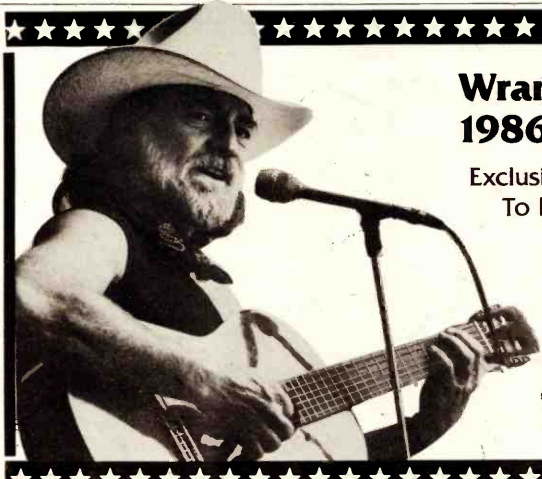
BILL THORNBURY "Time And Time Alone" (MTM) 11/1
 Rotations: Heavy 0, Medium 2, Light 9, Total Adds 1, WKKK. Medium: KRKT, KRWO. Light: WYAM, WBGW, WYII, KKYX, KALF, KIGO.

CARLETTE "Sugar Shack" (Luv) 11/0
 Rotations: Heavy 0, Medium 4, Light 7, Total Adds 0, Medium: WTVY, KSO, KFGO, KIGO. Light: WESC, WLVI, KKYX, KWMT, KVOO, KFPE.

TONY ARATA "Same Old Story" (NobleVision/MCA) 8/0
 Rotations: Heavy 0, Medium 3, Light 5, Total Adds 0, Medium: WYAM, KTTS, KRWO. Light: WBGW, KRRV, WPAF, WIXY, KKYX.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
DWIGHT YOAKAM/Guitars, Cadillac (Reprise/WB)	Guitars, Cadillac, Etc.
MICHAEL MARTIN MURPHEY/Rollin' Nowhere (WB)	Tonight We Ride
CONWAY TWITTY/Lay Me Down Carolina (WB)	Chasin' Rainbows
JUDDS/Rockin' With The Rhythm... (RCA/Curb)	Rockin' With The Rhythm
DON WILLIAMS/Then It's Love (Capitol)	New Moves
REBA McENTIRE/Can't Stop Now (MCA)	Whoever's In New England
GEORGE STRAIT/In Too Deep (MCA)	Something Special
WAYLON JENNINGS/Will The Wolf Survive (MCA)	Will The Wolf Survive
WAYLON JENNINGS/Shadow Of Your Distant Friend (MCA)	Will The Wolf Survive
REBA McENTIRE/One Thin Dime (MCA)	Whoever's In New England
EMMYLOU HARRIS/Just Someone I Used To Know (WB)	Thirteen
REBA McENTIRE/Little Rock (MCA)	Whoever's In New England



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TOP 20

Three Two
Weeks Weeks

Three Weeks	Two Weeks	Rank	Artist/Title	Label
19	12	5	1 WHITNEY HOUSTON/The Greatest Love Of All (Arista)	
1	1	2	2 STEVIE WONDER/Overjoyed (Tamla/Motown)	
5	3	3	3 FORCE MD'S/Tender Love (Tommy Boy/WB)	
6	6	4	4 DIONNE WARWICK/Whisper In The Dark (Arista)	
14	11	9	5 DIRE STRAITS/So Far Away (WB)	
12	9	7	6 DENNIS DeYOUNG/Call Me (A&M)	
10	8	8	7 MELISSA MANCHESTER & AL JARREAU/The Music Of Goodbye (MCA)	
2	2	3	8 ATLANTIC STARR/Secret Lovers (A&M)	
3	4	9	9 HEART/These Dreams (Capitol)	
—	19	13	10 PHIL COLLINS/Take Me Home (Atlantic)	
18	16	12	11 JERMAINE JACKSON/I Think It's Love (Arista)	
—	—	15	12 SADE/Never As Good As The First Time (Portrait/CBS)	
—	20	16	13 BANGLES/Manic Monday (Columbia)	
—	18	14	14 BARRY MANILOW/He Doesn't Care (But I Do) (RCA)	
4	5	10	15 ANNE MURRAY/Now And Forever (You And Me) (Capitol)	
6	7	11	16 ELTON JOHN/Nikita (Geffen)	
—	—	20	17 PATTI LABELLE/MICHAEL McDONALD/On My Own (MCA)	
DEBUT	—	18	18 MIAMI SOUND MACHINE/Bad Boy (Epic)	
DEBUT	—	19	19 SIMPLY RED/Holding Back The Years (Elektra)	
BREAKER	—	20	20 MADONNA/Live To Tell (Sire/WB)	

APRIL 18, 1986

Total Reports/Adds	Heavy	Medium	Light
47/2	36	11	0
44/0	34	10	0
42/0	37	5	0
39/0	33	5	1
41/3	25	15	1
40/1	29	10	1
36/1	23	13	0
38/1	19	15	4
36/0	18	16	2
32/2	19	12	1
31/3	21	9	1
38/5	12	23	3
30/5	17	12	1
35/0	4	27	4
32/0	15	15	2
27/0	9	16	2
35/5	4	24	7
29/4	5	20	4
29/5	7	17	5
34/13	1	22	11

MOST ADDED

- BILLY OCEAN (17)
There'll Be Sad Songs... (Jive/Arista)
- MADONNA (13)
Live To Tell (Sire/WB)
- MOODY BLUES (13)
Your Wildest Dreams (Polydor/PolyGram)
- GEORGE MICHAEL (10)
A Different Corner (Columbia)
- HOWARD JONES (7)
No One Is To Blame (Elektra)
- MIKE & THE MECHANICS (7)
All I Need Is A Miracle (Atlantic)

HOTTEST

- FORCE MD'S (28)
Tender Love (Tommy Boy/WB)
- WHITNEY HOUSTON (28)
The Greatest Love Of All (Arista)
- STEVIE WONDER (24)
Overjoyed (Tamla/Motown)
- DIONNE WARWICK (22)
Whisper In The Dark (Arista)
- MELISSA MANCHESTER & AL JARREAU (16)
The Music Of Goodbye (MCA)

BREAKERS

MADONNA

Live To Tell (Sire/WB)

71% of our reporters on it. Rotations: Heavy 1, Medium 22, Light 11, Total Adds 13 including WPRO, WDBO, WTVN, KFMB, KJR, WCHS, WRVA, WIBC, KOIL, WSPD. Debuts at number 20 on the Full-Service chart.

BILLY OCEAN

There'll Be Sad Songs (To Make You Cry) (Jive/Arista)

54% of our reporters on it. Rotations: Heavy 0, Medium 12, Light 14, Total Adds 17 including WWKB, WDBO, KFMB, KJR, WICC, WCHS, WING, WIBA, KOIL, WSPD.

CULTURE CLUB

Move Away (Virgin/Epic)

52% of our reporters on it. Rotations: Heavy 1, Medium 14, Light 10, Total Adds 6, WWKB, KJR, WCHS, KOIL, WTKO, WASK.

NEW & ACTIVE

- LEVEL 42 "Something About You" (Polydor/PolyGram) 19/5
Rotations: Heavy 1/0, Medium 13/1, Light 5/4, Total Adds 5, KFMB, WHBC, WPOE, WTKO, WGBR. Heavy: KTWQ. Medium including WFBT, WTVN, KHOW, KJR, WCHS, WGOV, KBOI.
- MIKE & THE MECHANICS "All I Need Is A Miracle" (Atlantic) 18/7
Rotations: Heavy 0, Medium 6/0, Light 12/7, Total Adds 7, WWKB, KFMB, WCHS, KOIL, WTKO, WCIL, KFOD. Medium: KHOW, WICC, WPOE, WMTR, WSTU, KYJC.
- MOODY BLUES "Your Wildest Dreams" (Polydor/PolyGram) 17/13
Rotations: Heavy 0, Medium 8/6, Light 9/7, Total Adds 13, WWKB, KHOW, KFMB, WICC, WING, WSPD, KUGN, WPOE, WGBR, WSTU, KTWQ, KYJC, KVEC. Medium including WFBT, WTKO.
- HOWARD JONES "No One Is To Blame" (Elektra) 14/7
Rotations: Heavy 0, Medium 6/2, Light 8/5, Total Adds 7, WHBC, KOIL, KUGN, KSL, WMTR, WJBC, WASK. Medium including WISN, WPOE, WGBR, KYJC.

OMD "If You Leave" (A&M) 12/1

Rotations: Heavy 0, Medium 10/1, Light 2/0, Total Adds 1, KHOW. Medium including WWKB, WING, WSPD, WWNR, WPOE, WMTR, WSTU, KTWQ, KYJC.

TEDDY PENDERGRASS "Love 42" (Elektra) 12/0

Rotations: Heavy 0, Medium 10/0, Light 2/0, Total Adds 0, Medium: WWKB, KHOW, WHBY, WING, KOIL, KSL, WWNR, WGBR, WASK, KTWQ.

ATLANTIC STARR "If Your Heart Isn't In It" (A&M) 11/4

Rotations: Heavy 0, Medium 5/2, Light 6/2, Total Adds 4, WHBY, WIBA, WTKO, WSTU. Medium including WPOE, KYJC, KVEC.

NYLONS "The Lion Sleeps Tonight" (Open Air) 11/1

Rotations: Heavy 1/0, Medium 8/0, Light 2/1, Total Adds 1, WASK. Heavy: KTWQ. Medium: WCCO, KHOW, WGOV, WHBY, WPOE, WJBC, KYJC, KVEC.

GEORGE MICHAEL "A Different Corner" (Columbia) 10/10

Rotations: Heavy 0, Medium 4/4, Light 6/6, Total Adds 10, WFBT, WICC, WHBY, KBOI, KUGN, KSL, WPOE, WMTR, WJBC, KYJC.

DREAM ACADEMY "Love Parade" (Reprise/WB) 8/5

Rotations: Heavy 0, Medium 6/3, Light 2/2, Total Adds 5, WIBA, WMTR, WSTU, KTWQ, KVEC. Medium including WWKB, WPOE, KYJC.

VOICES OF AMERICA "Hands Across America" (EMI America) 8/3

Rotations: Heavy 0, Medium 3/1, Light 5/2, Total Adds 3, KOIL, WWNR, WASK. Medium including WFBT, WJBC.

MARILYN MARTIN "Move Closer" (Atlantic) 8/0

Rotations: Heavy 0, Medium 5/0, Light 3/0, Total Adds 0, Medium: WFBT, WHBY, WPOE, WTKO, WSTU.

SIGNIFICANT ACTION

MATT BIANCO "Half A Minute" (Atlantic) 6/1

Rotations: Heavy 0, Medium 3/1, Light 3/0, Total Adds 1, KTWQ. Medium including KUGN, WPOE.

HANK WILLIAMS JR. "Ain't Misbehavin'" (WB) 5/2

Rotations: Heavy 0, Medium 3/1, Light 2/1, Total Adds 2, WIBA, WJBC. Medium including WCCO, KTWQ.

WILLIE NELSON "Living In The Promiseland" (Columbia) 5/1

Rotations: Heavy 0, Medium 2/0, Light 3/1, Total Adds 1, WSPD. Medium: WHBY, KSL.

PET SHOP BOYS "West End Girls" (EMI America) 5/0

Rotations: Heavy 0, Medium 4/0, Light 1/0, Total Adds 0, Medium: WTVN, KHOW, WICC, WWNR.

GRAHAM NASH "Innocent Eyes" (Atlantic) 4/1

Rotations: Heavy 0, Medium 1/1, Light 3/0, Total Adds 1, KTWQ. Light: WING, WWNR, KYJC.

WAX "Right Between The Eyes" (RCA) 4/0

Rotations: Heavy 1/0, Medium 1/0, Light 2/0, Total Adds 0, Heavy: KTWQ. Medium: WPOE. Light: WING, KYJC.

JANET JACKSON "What Have You Done For Me Lately" (A&M) 3/2

Rotations: Heavy 0, Medium 0, Light 3/2, Total Adds 2, WICC, KYJC. Light including WWNR.

SHEENA EASTON "Magic Of Love" (EMI America) 3/1

Rotations: Heavy 0, Medium 2/1, Light 1/0, Total Adds 1, KUGN. Medium including WPOE. Light: WHBY.

CHUCK MANGIONE "Save Tonight For Me" (Columbia) 3/1

Rotations: Heavy 0, Medium 2/1, Light 1/0, Total Adds 1, KVEC. Medium including WHBY. Light: WJBC.

DON DORSEY "Prestel!" (Telarc) 3/1

Rotations: Heavy 0, Medium 0, Light 3/1, Total Adds 1, WHBC. Light including WCCO, WHBY.

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108 Reporters
106 Current Reports

One station reported a frozen list this week: WFMK/Lansing

Two stations failed to report this week. Their rotations were frozen: KVIL/Des Moines WRAL/Raleigh

AOR ALBUMS

157 Reports

APRIL 18, 1986

Total Reports/Adds Power Heavy Medium

Three Weeks	Two Weeks	One Week	Rank	Artist/Album (Label)	Total Reports/Adds	Power	Heavy	Medium
1	1	1	1	ROLLING STONES/Dirty Work (Rolling Stones/Columbia)	152-0	59-	138-	13+
2	2	2	2	VAN HALEN/5150 (WB)	136-0	71-	131-	5+
3	3	3	3	BOB SEGER & THE SILVER.../Like A Rock (Capitol)	151+3	39-	126-	25+
7	5	6	4	JULIAN LENNON/The Secret Value Of Daydreaming (Atlantic)	150=1	26+	111+	35-
4	4	5	5	ZZ TOP/Afterburner (WB)	123-0	30-	89-	32+
3	3	4	6	JACKSON BROWNE/Lives In The Balance (Asylum)	130-1	14-	72-	56+
9	9	9	7	HONEYMOON SUITE/The Big Prize (WB)	125+2	28+	90+	31-
8	7	7	8	FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)	126-1	23-	85-	41+
5	6	8	9	ROBERT PALMER/Riptide (Island)	105-5	21-	70-	30+
13	12	10	10	SIMPLE MINDS/Once Upon A Time (Virgin/A&M)	124+6	11+	62+	58-
18	13	11	11	ABSOLUTE BEGINNERS/Soundtrack (EMI America)	129-1	12=	55+	66-
21	18	12	12	MR. MISTER/Welcome To The Real World (RCA)	111-1	23+	75+	36-
19	15	13	13	GRAHAM NASH/Innocent Eyes (Atlantic)	134+6	6+	36+	90+
26	19	14	14	JOE JACKSON/Big World (A&M)	111+12	5+	32+	67+
10	10	13	15	MIKE & THE MECHANICS/Mike & The Mechanics (Atlantic)	98-3	13+	45-	48-
19	17	17	16	CALL/Reconciled (Elektra)	107-4	8+	29-	70=
11	11	14	17	PHIL COLLINS/No Jacket Required (Atlantic)	78-0	23-	62-	15+
16	21	21	18	INXS/Listen Like Thieves (Atlantic)	100+10	7+	31=	62+
6	8	16	19	FIRM/Mean Business (Atlantic)	83-2	4-	31-	46-
39	33	33	20	HEART/Heart (Capitol)	97+26	4+	31+	62+
22	22	22	21	PRETTY IN PINK/Soundtrack (A&M)	78+8	6=	36+	34=
14	14	18	22	JOE COCKER/Cocker (Capitol)	90-1	9=	32-	55-
25	25	23	23	JUDAS PRIEST/Turbo (Columbia)	107+1	2+	18+	72+
31	27	27	24	JIMMY BARNES/Jimmy Barnes (Geffen)	106=4	2=	16+	79-
23	24	24	25	TED NUGENT/Little Miss Dangerous (Atlantic)	90-3	1-	15-	64-
20	23	25	26	PETE TOWNSHEND/White City (Atco)	75-2	4+	18-	52-
35	29	29	27	STARSHIP/Knee Deep In The Hoopla (Grunt/RCA)	83+3	4+	30+	48-
35	30	30	28	HOOTERS/Nervous Night (Columbia)	84+7	2=	18+	57-
12	15	20	29	DIRE STRAITS/Brothers In Arms (WB)	52-0	11-	29-	21-
17	20	28	30	OZZY OSBOURNE/The Ultimate Sin (CBS Associated)	63-0	1-	21-	39-
20	34	34	31	HOWARD JONES/Action Replay (Elektra)	71+6	7+	23+	42+
27	34	34	32	JOHN C. MELLENCAMP/Scarecrow (Riva/PG)	62+41	1-	21+	35+
15	16	26	33	BRIAN SETZER/The Knife Feels Like Justice (EMI America)	63-5	4+	16-	41-
15	31	31	34	PET SHOP BOYS/Please (EMI America)	49-1	6-	30+	18-
34	32	32	35	MODELS/Out Of Mind Out Of Sight (Geffen)	79+18	2=	15+	44+
34	32	32	36	LEVEL 42/World Machine (Polydor/PG)	55-2	8+	23+	29-
38	35	35	37	KATRINA & THE WAVES/Waves (Capitol)	68+3	1-	16+	42-
38	35	35	38	WAX/Magnetic Heaven (RCA)	58-4	0=	11+	39-
26	33	34	39	TEARS FOR FEARS/Songs From The Big Chair (Mercury/PG)	71+11	1+	5+	54+
26	33	34	40	OUTFIELD/Play Deep (Columbia)	45+11	4=	22-	17+

BREAKERS

No albums qualified for Breaker status this week.

NEW & ACTIVE

- KROKUS "Change Of Address" (Arista) 60/15 (0/0)**
Adds including WXRK, KTXQ, KLOS, WHEB, WEZX, KATT, KOMP, KTYD. Powers 1. Heavy 6. WOFM, KQRS, KNKN, KISS, WGIR, KRIZ. Medium 38 including WMMR, WHJY, KZEW, KLOL, WLLZ, WRIF, KGB, KOMA, WPKX, WPKV, K100.
- ROBERT TEPPER "No Easy Way Out" (Scotti Bros./CBS) 44/3 (44/11)**
Adds: WRQK, WHMD, WCXT. Heavy 0. Medium 28 including WNEW, WHJY, KSRR, KSHE, KGB, KROR, KISW, WHEB, WPOH, WEZX, KNKN.
- BIG AUDIO DYNAMITE "This Is Big Audio Dynamite" (Columbia) 36/1 (37/7)**
Adds: WHIT. Powers 2. Heavy 6. WBCN, WXRT, KROQ, 91X, WLIR, KCGL. Medium 15 including WNEW, WMMR, KZEW, WOFM, KBCO, KISW, WPKX, WEZX, KTYD.
- ELO "Balance Of Power" (CBS Associated) 32/4 (33/3)**
Adds: WZZO, WPLR, WPDH, KOWB. Heavy 10 including WOFM, KAZY, WIMZ, WONE, WTUE, KTCZ, KPOI. Medium 17 including KSRR, WXRT, KBCO, KINK, KISW, KLBJ, K100, KSTM, WOBK, KGRO.
- LOVERBOY "Lovin' Every Minute Of It" (Columbia) 27/12 (15/9)**
Adds including WDDA, KLBJ, KNKN, WRDU, KRSP, WBLM, WWWW. Heavy 4 including WKLC, WHMD, KROQ. Medium 14 including KSRR, KSHE, K100, KEZE, KRIZ, KOZZ.
- ALARM "Strength" (IRS/MCA) 27/8 (24/0)**
Adds including WBAB, 91X, WHEB, KDJK. Heavy 5. KMET, WLIR, WAAF, KNKN, KVRE. Medium 17 including WLLZ, WOFM, KLOS, KROQ, KZAP, WEZX, WRQK, KTYD.
- JEFF PARIS "Race To Paradise" (Mercury/PolyGram) 27/4 (25/5)**
Adds: WBAB, WOFM, KMET, KMOD. Heavy 1. KRIZ. Medium 15 including WXRK, WLLZ, KGB, WHEB, WEZX, WHIT, WDJZ, WLAV, KMBY, WRUF.
- LEGEND "Soundtrack" (MCA) 26/8 (20/1)**
Adds: WONE, KEZE, WOBK, KESI, KKGR, KGRO. Powers 3. Heavy 6. WBCN, CHOM, KBCO, WLIR, CFNY, KCGL. Medium 17 including KLOL, WOKG, WXRT, 91X, CPOX, WHFS, WPDH, KTCZ, K100, KSTM.

Continued on Page 72

MODELS



Album Debut **35**
Track **55 - 44**



BRIAN SETZER

"BOULEVARD OF BROKEN DREAMS"
The new track from the album *The Knife Feels Like Justice*



Billboard **53**

New Track Hitting Now! Already on KAZY, WHFS, WEZX, WAQX, KSPN, KTCL, WONE, WTUE, WIZN, WRKI

DAVID BOWIE

ABSOLUTE BEGINNERS

The original motion picture soundtrack featuring: Ray Davies & Style Council



R&R Albums **11**

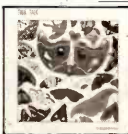
Tracks **10**

Album Network Albums **9**

Power Cuts **9**

TALK TALK

"LIVING IN ANOTHER WORLD"
The new 12" from the album *The Colour Of Spring*



R&R New & Active Track. On KAZY, KLOL and MORE! Album Network Power Cuts **7**



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70/R&R FRIDAY, APRIL 18, 1986

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

Three Weeks	Two Weeks	Last Week	157 Reports	Total Reports/Adds	Power	Heavy	Medium
2	1	1	1 VAN HALEN/Why Can't This Be Love (WB)	126-0	63-	120-	6=
-	11	2	2 JOURNEY/Be Good To Yourself (Columbia)	135+2	47+	115+	17-
8	4	3	3 JULIAN LENNON/Stick Around (Atlantic)	146=1	26+	110+	32-
18	8	7	4 ROLLING STONES/One Hit (To The Body) (Rolling Stones/Columbia)	135+3	29+	94+	38-
6	6	8	5 ZZ TOP/Rough Boy (WB)	112-0	28-	85-	25+
-	-	19	6 MOODY BLUES/Your Wildest Dreams (Polydor/PG)	141+21	11+	54+	83+
7	5	4	7 FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)	115-0	22-	79-	36+
3	2	6	8 BOB SEGER & THE SILVER.../American Storm (Capitol)	103-1	25-	88-	15+
9	12	10	9 HONEYMOON SUITE/Feel It Again (WB)	107-4	28+	86+	19-
15	14	11	10 DAVID BOWIE/Absolute Beginners (EMI America)	129-1	12=	54+	67-
20	15	13	11 SIMPLE MINDS/All The Things She Said (Virgin/A&M)	122+6	11+	61+	57-
22	19	12	12 MR. MISTER/Is It Love (RCA)	110-1	11	23+	74+
28	18	15	13 ROLLING STONES/Winning Ugly (Rolling Stones/Columbia)	118+7	2=	56+	59+
1	3	5	14 ROLLING STONES/Harlem Shuffle (Rolling Stones/Columbia)	94-0	29-	79-	14+
-	-	23	15 BOB SEGER & THE SILVER.../Like A Rock (Capitol)	113+24	12+	62+	48=
24	21	16	16 GRAHAM NASH/Innocent Eyes (Atlantic)	131+5	6+	34+	90+
25	22	18	17 VAN HALEN/Best Of Both Worlds (WB)	108+4	8+	47+	54+
4	7	9	18 ROBERT PALMER/Addicted To Love (Island)	76-0	20-	61-	14+
10	10	14	19 PHIL COLLINS/Take Me Home (Atlantic)	78-0	23-	62-	15+
16	20	20	20 CALL/I Still Believe (Great Design) (Elektra)	102-4	8+	28-	66-
29	24	22	21 VAN HALEN/Dreams (WB)	93+11	1+	42-	46+
DEBUT	22	22	22 GTR/When The Heart Rules The Mind (Arista)	112 /112	1	12	85
-	45	37	23 JOE JACKSON/Right And Wrong (A&M)	98+21	5+	25+	63+
33	29	25	24 JUDAS PRIEST/Locked In (Columbia)	104=1	2+	18+	70+
37	31	29	25 JIMMY BARNES/Working Class Man (Geffen)	106=4	2=	16+	79-
-	-	50	26 HEART/Nothin' At All (Capitol)	90+31	4+	26+	59+
5	9	17	27 JACKSON BROWNE/For America (Asylum)	72-0	10-	44-	25-
13	17	21	28 JOE COCKER/Shelter Me (Capitol)	77-0	7-	32-	43-
27	27	26	29 TED NUGENT/Little Miss Dangerous (Atlantic)	87-3	1-	15-	63-
38	33	33	30 JACKSON BROWNE/Lives In The Balance (Asylum)	74+5	2-	32-	40+
17	25	31	31 MIKE & THE MECHANICS/All I Need Is A Miracle (Atlantic)	58-1	13+	37-	18=
-	-	39	32 BOB DYLAN with THE HEARTBREAKERS/Band Of The Hand (MCA)	82+12	4+	14+	58+
-	-	38	33 STARSHIP/Tomorrow Doesn't Matter Tonight (Grunut/RCA)	77+3	4+	28+	46-
42	35	35	34 HOOTERS/Where Do The Children Go (Columbia)	82+7	2=	18+	55=
-	58	41	35 HOWARD JONES/No One Is To Blame (Elektra)	70+6	7+	23+	42+
30	30	32	36 PETE TOWNSHEND/Secondhand Love (Atco)	71-2	4+	17-	50+
26	28	28	37 FIRM/Live In Peace (Atlantic)	68-3	2+	21-	42-
57	40	40	38 VAN HALEN/Love Walks In (WB)	61+7	3+	25+	35+
-	56	44	39 INXS/Listen Like Thieves (Atlantic)	76+11	1-	14+	55+
14	23	30	40 OZZY OSBOURNE/Shot In The Dark (CBS Associated)	59-0	1-	20-	36-
12	13	24	41 BOB SEGER & THE SILVER.../Fortunate Son (Capitol)	49-0	10+	28-	20-
-	-	43	42 BOB SEGER & THE SILVER.../Tightrope (Capitol)	56+12	1=	26+	27+
40	37	42	43 LEVEL 42/Something About You (Polydor/PG)	51-2	8+	23+	25-
-	57	55	44 MODELS/Out Of Mind Out Of Sight (Geffen)	75+18	2=	14+	42+
56	49	45	45 KATRINA & THE WAVES/Is That It? (Capitol)	65+2	1-	16+	39-
11	16	27	46 BRIAN SETZER/The Knife Feels Like Justice (EMI America)	53-1	4+	15-	33-
-	-	53	47 TEARS FOR FEARS/Mothers Talk (Mercury/PG)	71+11	1+	5+	54+
43	36	36	48 PET SHOP BOYS/West End Girls (EMI America)	46-1	4-	27+	18-
52	48	49	49 WAX/Right Between The Eyes (RCA)	52-5	0=	11+	34-
DEBUT	50	50	50 ROBERT PALMER/Hyperactive (Island)	50+14	1=	16+	30+
-	-	59	51 HONEYMOON SUITE/Bad Attitude (WB)	56+9	0-	14+	31+
19	26	34	52 DIRE STRAITS/So Far Away (WB)	36-0	7-	22-	12-
23	34	52	53 INXS/What You Need (Atlantic)	31-0	6+	20-	11=
DEBUT	54	54	54 JOHN C. MELLENCAMP/Rain On The Scarecrow (Riva/PG)	51 /48	0	12	32
DEBUT	55	55	55 KROKUS/Burning Up The Night (Arista)	59+14	1+	6+	37+
47	46	46	56 MIKE & THE MECHANICS/Hanging By A Thread (Atlantic)	54-4	0-	10-	39+
59	54	54	57 FIONA/Living In A Boy's World (Atlantic)	52-1	0=	3-	38-
DEBUT	58	58	58 GIUFFRIA/I Must Be Dreaming (Camel/MCA)	54+23	1+	5+	33+
54	53	-	59 SUZANNE VEGA with JOE JACKSON/Left Of Center (A&M)	37+4	2=	14-	20+
-	55	56	60 OMD/If You Leave (A&M)	33+5	2-	19-	11-

BREAKERS

BOB SEGER & THE SILVER BULLET BAND
Like A Rock (Capitol)
72% of our reporters on it.

GTR
When The Heart Rules The Mind (Arista)
71% of our reporters on it.

JOE JACKSON
Right And Wrong (A&M)
82% of our reporters on it.

REGIONAL AIR ACTIVITY

PLAYLISTS — An artist's name is listed once per playlist in the highest rotation that of 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 are included in a station's heavy rotation. Of a station's lights, only those added this week — its light adds — are printed.

Symbols:
 (a) — Record is newly reported or additional tracks have been added.
 (B) — A single's B-side.
 (M); (L) — Other tracks from that album are in those rotations (medium or light).

An artist's name with no abbreviations means all airplay is in the listed rotation.
 A "froze" list indicates that a current report was not received, and last week's rotations were included in the data base.

PARALLELS — Stations arranged by market size, according to Arbitron's MSA population figures.
 Parallel One: 1,000,000+
 Parallel Two: 200,000-1,000,000
 Parallel Three: under 200,000
 Stations at a significant ratings disadvantage to their in-format competitor(s) are assigned a lower parallel.

EAST

PARALLEL ONE

- WYTY/Baltimore** (301)889-0098
 PD: TOM EVANS
 MD: CHRIS STARY
- Heavy**
 JULIAN LENNON
 JOCK MACRAE
- Medium**
 JULIAN LENNON
 JOCK MACRAE
- Light**
 JULIAN LENNON
 JOCK MACRAE

PARALLEL TWO

- WBCN/Boston** (617)266-1111
 PD: JEFFREY ADAMS
 MD: BOB KRAMES
- Heavy**
 JULIAN LENNON
 JOCK MACRAE
- Medium**
 JULIAN LENNON
 JOCK MACRAE
- Light**
 JULIAN LENNON
 JOCK MACRAE

PARALLEL THREE

- WBAB/Long Island** (516)587-1023
 PD: BOB BROTHMAN
 MD: GARY ALBRITTON
- Heavy**
 JULIAN LENNON
 JOCK MACRAE
- Medium**
 JULIAN LENNON
 JOCK MACRAE
- Light**
 JULIAN LENNON
 JOCK MACRAE

- WMMR/Philadelphia** (215)561-0933
 PD: TUD UTE
 MD: ERIN SILVEY
- Heavy**
 JULIAN LENNON
 JOCK MACRAE
- Medium**
 JULIAN LENNON
 JOCK MACRAE
- Light**
 JULIAN LENNON
 JOCK MACRAE

PARALLEL ONE

- WHUP/Providence** (401)438-6110
 PD: JOHN GLENN
 MD: STEWART
- Heavy**
 JULIAN LENNON
 JOCK MACRAE
- Medium**
 JULIAN LENNON
 JOCK MACRAE
- Light**
 JULIAN LENNON
 JOCK MACRAE

PARALLEL TWO

- WVEV/Pittsburgh** (412)837-1441
 PD: GREG GILLISPIE
 MD: MRS. HULL
- Heavy**
 JULIAN LENNON
 JOCK MACRAE
- Medium**
 JULIAN LENNON
 JOCK MACRAE
- Light**
 JULIAN LENNON
 JOCK MACRAE

PARALLEL THREE

- WBALB/Long Island** (516)587-1023
 PD: BOB BROTHMAN
 MD: GARY ALBRITTON
- Heavy**
 JULIAN LENNON
 JOCK MACRAE
- Medium**
 JULIAN LENNON
 JOCK MACRAE
- Light**
 JULIAN LENNON
 JOCK MACRAE

- WGLC/Charleston** (304)722-3308
 PD: ERIN SILVEY
 MD: BOB KRAMES
- Heavy**
 JULIAN LENNON
 JOCK MACRAE
- Medium**
 JULIAN LENNON
 JOCK MACRAE
- Light**
 JULIAN LENNON
 JOCK MACRAE

PARALLEL ONE

- WDAH/Dover, NJ** (201)328-1055
 PD: BOB LEIDER
 MD: NICK ROSE
- Heavy**
 JULIAN LENNON
 JOCK MACRAE
- Medium**
 JULIAN LENNON
 JOCK MACRAE
- Light**
 JULIAN LENNON
 JOCK MACRAE

PARALLEL TWO

- WTPA/Harrisburg, PA** (717)697-1141
 PD: SIMON JEFFRIES
 MD: CHRIS JAMBS
- Heavy**
 JULIAN LENNON
 JOCK MACRAE
- Medium**
 JULIAN LENNON
 JOCK MACRAE
- Light**
 JULIAN LENNON
 JOCK MACRAE

PARALLEL THREE

- WCCC-M/Hartford** (603)283-4426
 PD: DAVID BRONSON
 MD: JAMES MURPHY
- Heavy**
 JULIAN LENNON
 JOCK MACRAE
- Medium**
 JULIAN LENNON
 JOCK MACRAE
- Light**
 JULIAN LENNON
 JOCK MACRAE

- WPRN/New Haven** (203)287-9070
 PD: REAL HISSAY
 MD: MARIAM TEFER
- Heavy**
 JULIAN LENNON
 JOCK MACRAE
- Medium**
 JULIAN LENNON
 JOCK MACRAE
- Light**
 JULIAN LENNON
 JOCK MACRAE

PARALLEL ONE

- WSPH/Philadelphia** (215)965-9460
 PD: BOB LEIDER
 MD: NICK ROSE
- Heavy**
 JULIAN LENNON
 JOCK MACRAE
- Medium**
 JULIAN LENNON
 JOCK MACRAE
- Light**
 JULIAN LENNON
 JOCK MACRAE

PARALLEL TWO

- WPHS/Harrisburg, PA** (717)697-1141
 PD: SIMON JEFFRIES
 MD: CHRIS JAMBS
- Heavy**
 JULIAN LENNON
 JOCK MACRAE
- Medium**
 JULIAN LENNON
 JOCK MACRAE
- Light**
 JULIAN LENNON
 JOCK MACRAE

PARALLEL THREE

- WCCC-M/Hartford** (603)283-4426
 PD: DAVID BRONSON
 MD: JAMES MURPHY
- Heavy**
 JULIAN LENNON
 JOCK MACRAE
- Medium**
 JULIAN LENNON
 JOCK MACRAE
- Light**
 JULIAN LENNON
 JOCK MACRAE

- WZLX/Saratoga Springs** (717)861-1842
 PD: DAVE LINDEN
 MD: JAY DANIELS
- Heavy**
 JULIAN LENNON
 JOCK MACRAE
- Medium**
 JULIAN LENNON
 JOCK MACRAE
- Light**
 JULIAN LENNON
 JOCK MACRAE

PARALLEL ONE

- WAZQ/Syracuse** (315)472-0200
 PD: BOB LEIDER
 MD: NICK ROSE
- Heavy**
 JULIAN LENNON
 JOCK MACRAE
- Medium**
 JULIAN LENNON
 JOCK MACRAE
- Light**
 JULIAN LENNON
 JOCK MACRAE

PARALLEL TWO

- WPHS/Harrisburg, PA** (717)697-1141
 PD: SIMON JEFFRIES
 MD: CHRIS JAMBS
- Heavy**
 JULIAN LENNON
 JOCK MACRAE
- Medium**
 JULIAN LENNON
 JOCK MACRAE
- Light**
 JULIAN LENNON
 JOCK MACRAE

PARALLEL THREE

- WCCC-M/Hartford** (603)283-4426
 PD: DAVID BRONSON
 MD: JAMES MURPHY
- Heavy**
 JULIAN LENNON
 JOCK MACRAE
- Medium**
 JULIAN LENNON
 JOCK MACRAE
- Light**
 JULIAN LENNON
 JOCK MACRAE

- WZZM/Canton** (717)861-1842
 PD: DAVE LINDEN
 MD: JAY DANIELS
- Heavy**
 JULIAN LENNON
 JOCK MACRAE
- Medium**
 JULIAN LENNON
 JOCK MACRAE
- Light**
 JULIAN LENNON
 JOCK MACRAE

PARALLEL ONE

- WAZQ/Syracuse** (315)472-0200
 PD: BOB LEIDER
 MD: NICK ROSE
- Heavy**
 JULIAN LENNON
 JOCK MACRAE
- Medium**
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PARALLEL TWO

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PARALLEL THREE

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- Light**
 JULIAN LENNON
 JOCK MACRAE

- CFNY/Toronto** (416)593-7422
 PD: DAVE LINDEN
 MD: JAY DANIELS
- Heavy**
 JULIAN LENNON
 JOCK MACRAE
- Medium**
 JULIAN LENNON
 JOCK MACRAE
- Light**
 JULIAN LENNON
 JOCK MACRAE

PARALLEL ONE

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 PD: BOB LEIDER
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- Heavy**
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PARALLEL TWO

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 PD: SIMON JEFFRIES
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PARALLEL THREE

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 MD: JAY DANIELS
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- Medium**
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PARALLEL ONE

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- Light**
 JULIAN LENNON
 JOCK MACRAE

CHR PARALLEL ONE PLAYLISTS

EAST

BIO4 WBSB Baltimore

PD: Steve Kingston MD: Amy Kronthal

- 1 1. JAY-Z - Black Album
2 2. THE NOTORIOUS B.I.G. - Ready To Die
3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
5 5. THE NOTORIOUS B.I.G. - Ready To Die

POWER 95 WPLJ-FM RADIO New York

- 1 1. JAY-Z - Black Album
2 2. THE NOTORIOUS B.I.G. - Ready To Die
3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
5 5. THE NOTORIOUS B.I.G. - Ready To Die

Hot Hits 103.5 WMMR FM Baltimore

- 1 1. JAY-Z - Black Album
2 2. THE NOTORIOUS B.I.G. - Ready To Die
3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
5 5. THE NOTORIOUS B.I.G. - Ready To Die

Kiss 98.7 WKSE-FM Buffalo

- 1 1. JAY-Z - Black Album
2 2. THE NOTORIOUS B.I.G. - Ready To Die
3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
5 5. THE NOTORIOUS B.I.G. - Ready To Die

Philly 103.1 WYCA-FM Philadelphia

- 1 1. JAY-Z - Black Album
2 2. THE NOTORIOUS B.I.G. - Ready To Die
3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
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1050 chum Toronto

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5 5. THE NOTORIOUS B.I.G. - Ready To Die

ckoi 97 Montreal

- 1 1. JAY-Z - Black Album
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103 WPHD Buffalo

- 1 1. JAY-Z - Black Album
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3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
5 5. THE NOTORIOUS B.I.G. - Ready To Die

Hot 104.1 Buffalo

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3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
5 5. THE NOTORIOUS B.I.G. - Ready To Die

Philly 103.1 WYCA-FM Philadelphia

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3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
5 5. THE NOTORIOUS B.I.G. - Ready To Die

1050 chum Toronto

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ckoi 97 Montreal

- 1 1. JAY-Z - Black Album
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103 WPHD Buffalo

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Hot 104.1 Buffalo

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POWER 103 WYCA-FM Boston

- 1 1. JAY-Z - Black Album
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3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
5 5. THE NOTORIOUS B.I.G. - Ready To Die

92 PRO-FM Providence

- 1 1. JAY-Z - Black Album
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3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
5 5. THE NOTORIOUS B.I.G. - Ready To Die

CFTR 680 Toronto

- 1 1. JAY-Z - Black Album
2 2. THE NOTORIOUS B.I.G. - Ready To Die
3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
5 5. THE NOTORIOUS B.I.G. - Ready To Die

WBLI 106.7 FM Long Island

- 1 1. JAY-Z - Black Album
2 2. THE NOTORIOUS B.I.G. - Ready To Die
3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
5 5. THE NOTORIOUS B.I.G. - Ready To Die

Q107 Washington D.C.

- 1 1. JAY-Z - Black Album
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3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
5 5. THE NOTORIOUS B.I.G. - Ready To Die

POWER 103 WYCA-FM Boston

- 1 1. JAY-Z - Black Album
2 2. THE NOTORIOUS B.I.G. - Ready To Die
3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
5 5. THE NOTORIOUS B.I.G. - Ready To Die

92 PRO-FM Providence

- 1 1. JAY-Z - Black Album
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3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
5 5. THE NOTORIOUS B.I.G. - Ready To Die

CFTR 680 Toronto

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2 2. THE NOTORIOUS B.I.G. - Ready To Die
3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
5 5. THE NOTORIOUS B.I.G. - Ready To Die

WBLI 106.7 FM Long Island

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2 2. THE NOTORIOUS B.I.G. - Ready To Die
3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
5 5. THE NOTORIOUS B.I.G. - Ready To Die

Q107 Washington D.C.

- 1 1. JAY-Z - Black Album
2 2. THE NOTORIOUS B.I.G. - Ready To Die
3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
5 5. THE NOTORIOUS B.I.G. - Ready To Die

POWER 103 WYCA-FM Boston

- 1 1. JAY-Z - Black Album
2 2. THE NOTORIOUS B.I.G. - Ready To Die
3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
5 5. THE NOTORIOUS B.I.G. - Ready To Die

92 PRO-FM Providence

- 1 1. JAY-Z - Black Album
2 2. THE NOTORIOUS B.I.G. - Ready To Die
3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
5 5. THE NOTORIOUS B.I.G. - Ready To Die

CFTR 680 Toronto

- 1 1. JAY-Z - Black Album
2 2. THE NOTORIOUS B.I.G. - Ready To Die
3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
5 5. THE NOTORIOUS B.I.G. - Ready To Die

WBLI 106.7 FM Long Island

- 1 1. JAY-Z - Black Album
2 2. THE NOTORIOUS B.I.G. - Ready To Die
3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
5 5. THE NOTORIOUS B.I.G. - Ready To Die

Q107 Washington D.C.

- 1 1. JAY-Z - Black Album
2 2. THE NOTORIOUS B.I.G. - Ready To Die
3 3. RUN-DMC - Raising Hell
4 4. LL COOL J - 1984
5 5. THE NOTORIOUS B.I.G. - Ready To Die

CHR PARALLEL ONE PLAYLISTS

WJOL 99.7

OM: Tac Hammer
Asst. PD/M: Gregg Swedberg

Minneapolis

1 1. J. LOVING/Don't Stop Believin'
2 2. J. LOVING/Don't Stop Believin'
3 3. J. LOVING/Don't Stop Believin'
4 4. J. LOVING/Don't Stop Believin'
5 5. J. LOVING/Don't Stop Believin'
6 6. J. LOVING/Don't Stop Believin'
7 7. J. LOVING/Don't Stop Believin'
8 8. J. LOVING/Don't Stop Believin'
9 9. J. LOVING/Don't Stop Believin'
10 10. J. LOVING/Don't Stop Believin'

Wmms 100.4 FM

Ops Mgr. John Gorman
MD: Kid Leo

Cleveland

1 1. J. LOVING/Don't Stop Believin'
2 2. J. LOVING/Don't Stop Believin'
3 3. J. LOVING/Don't Stop Believin'
4 4. J. LOVING/Don't Stop Believin'
5 5. J. LOVING/Don't Stop Believin'
6 6. J. LOVING/Don't Stop Believin'
7 7. J. LOVING/Don't Stop Believin'
8 8. J. LOVING/Don't Stop Believin'
9 9. J. LOVING/Don't Stop Believin'
10 10. J. LOVING/Don't Stop Believin'

KWSS 94.5 FM

PD: Dave Van Stone
MD: Robin Kippis

San Jose

1 1. J. LOVING/Don't Stop Believin'
2 2. J. LOVING/Don't Stop Believin'
3 3. J. LOVING/Don't Stop Believin'
4 4. J. LOVING/Don't Stop Believin'
5 5. J. LOVING/Don't Stop Believin'
6 6. J. LOVING/Don't Stop Believin'
7 7. J. LOVING/Don't Stop Believin'
8 8. J. LOVING/Don't Stop Believin'
9 9. J. LOVING/Don't Stop Believin'
10 10. J. LOVING/Don't Stop Believin'

KS 103 FM

VP/Ops: Dave Parks
PD: Mike Preston

San Diego

1 1. J. LOVING/Don't Stop Believin'
2 2. J. LOVING/Don't Stop Believin'
3 3. J. LOVING/Don't Stop Believin'
4 4. J. LOVING/Don't Stop Believin'
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8 8. J. LOVING/Don't Stop Believin'
9 9. J. LOVING/Don't Stop Believin'
10 10. J. LOVING/Don't Stop Believin'

KMEL 100.7

PD: Steve Rivers
MD: Keith Natty

San Francisco

1 1. J. LOVING/Don't Stop Believin'
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9 9. J. LOVING/Don't Stop Believin'
10 10. J. LOVING/Don't Stop Believin'

105.5 KITS

PD: Richard Sands

San Francisco

1 1. J. LOVING/Don't Stop Believin'
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9 9. J. LOVING/Don't Stop Believin'
10 10. J. LOVING/Don't Stop Believin'

6104 KBEQ

THE HIT MUSIC STATION

PD: Steve Perun
MD: Karen Barber

Kansas City

1 1. J. LOVING/Don't Stop Believin'
2 2. J. LOVING/Don't Stop Believin'
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9 9. J. LOVING/Don't Stop Believin'
10 10. J. LOVING/Don't Stop Believin'

75 WYZZ

PD: Jan Jeffries
MD: Brian Kelly

Chicago

1 1. J. LOVING/Don't Stop Believin'
2 2. J. LOVING/Don't Stop Believin'
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4 4. J. LOVING/Don't Stop Believin'
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9 9. J. LOVING/Don't Stop Believin'
10 10. J. LOVING/Don't Stop Believin'

KNBS 104.9

PD: Ric Hansen
MD: Sandy Louie

Seattle

1 1. J. LOVING/Don't Stop Believin'
2 2. J. LOVING/Don't Stop Believin'
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10 10. J. LOVING/Don't Stop Believin'

KUBE 93 FM

PD: Bob Case
MD: Wendy Christopher

Seattle

1 1. J. LOVING/Don't Stop Believin'
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10 10. J. LOVING/Don't Stop Believin'

Z100 FM KKZ

Ops Mgr: Gary Bryan
MD: Sean Lynch

Portland

1 1. J. LOVING/Don't Stop Believin'
2 2. J. LOVING/Don't Stop Believin'
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10 10. J. LOVING/Don't Stop Believin'

KPKE 104.7 FM

PD: Mark Bokke

Denver

1 1. J. LOVING/Don't Stop Believin'
2 2. J. LOVING/Don't Stop Believin'
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10 10. J. LOVING/Don't Stop Believin'

WLS 104.7 FM

Ops Mgr: John Gehron
Asst PD/M: Chuck Crane

Chicago

1 1. J. LOVING/Don't Stop Believin'
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4 4. J. LOVING/Don't Stop Believin'
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9 9. J. LOVING/Don't Stop Believin'
10 10. J. LOVING/Don't Stop Believin'

WEST 101.5 FM

PD: Casey Keating
MD: Ron Harris

Seattle

1 1. J. LOVING/Don't Stop Believin'
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10 10. J. LOVING/Don't Stop Believin'

K-PLUS 101.5 FM

PD: Casey Keating
MD: Ron Harris

Seattle

1 1. J. LOVING/Don't Stop Believin'
2 2. J. LOVING/Don't Stop Believin'
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10 10. J. LOVING/Don't Stop Believin'

FM 102

PD: Rick Gillette
MD/Asst PD: Chris Collins

Sacramento

1 1. J. LOVING/Don't Stop Believin'
2 2. J. LOVING/Don't Stop Believin'
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9 9. J. LOVING/Don't Stop Believin'
10 10. J. LOVING/Don't Stop Believin'

Y108

Ops Mgr: John Driscoll
MD: Todd Cavanah

Denver

1 1. J. LOVING/Don't Stop Believin'
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10 10. J. LOVING/Don't Stop Believin'

KWOD 108

PD: Tom Chase
MD: Mr. Ed

Sacramento

1 1. J. LOVING/Don't Stop Believin'
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9 9. J. LOVING/Don't Stop Believin'
10 10. J. LOVING/Don't Stop Believin'

MIDWEST
MOST ADDED
John Cougar Mellencamp
Billy Ocean
George Michael

HOTTEST
Pet Shop Boys
Robert Palmer
Van Halen

CIRADS & HTS

WEST
MOST ADDED
George Michael
Billy Ocean
John Cougar Mellencamp

HOTTEST
Pet Shop Boys
Robert Palmer
Van Halen

MIDWEST

PARALLEL TWO

WDDA/Akron, OH
Patric/Kittredge
FALCO
JOHN COUGAR
MARILYN MARTIN (dp)
BOYS DON'T CRY (dp)
GIUFFRIA (dp)
DAVID BOWIE (dp)
Hottest:
ROBERT PALMER 2-1
PHIL COLLINS 4-2
VAN HALEN 7-3
DIRE STRAITS 5-4
OUTFIELD 6-5

WKLA/Appleton-Oakshock, WI
Roe/Bradleigh
GEORGE MICHAEL
JOHN COUGAR
HOWARD JONES
LABELLE & MCDONALD
SIMPLE MINDS
Hottest:
ROBERT PALMER 3-1
PET SHOP BOYS 4-2
INXS 2-3
VAN HALEN 10-5
OMD 17-12

WGCI/Cleveland, OH
LoCascio/Bumper
JANET JACKSON
NU SHOOS
MIKE & THE MECHAN
MR. HISTER
Hottest:
PRINCE 1-1
PET SHOP BOYS 8-6
PHIL COLLINS 10-7
ROLLING STONES 14-9
VAN HALEN 15-10

WNCN/Columbia, OH
Richards/Fox
CULTURE CLUB
SADK
HOWARD JONES
VAN HALEN (dp)
Hottest:
SLY FOX 2-1
PET SHOP BOYS 5-2
ROBERT PALMER 8-4
WHITNEY HOUSTON 13-7
GIUFFRIA 15-11

KIK/Davenport, IA
Jim O'Hare
NU SHOOS
LABELLE & MCDONALD
JOHN COUGAR
DREAM ACADEMY
BOYS DON'T CRY (dp)
SIMPLE MINDS
Hottest:
PHIL COLLINS 9-5
OMD 18-9
LEVEL 42 17-15
WHITNEY HOUSTON 20-16
MIAMI SOUND MACHI 24-17

WTMZ/Dayton, OH
John Robertson
BILLY OCEAN
LEVEL 42
JOHN COUGAR
FALCO
BOYS DON'T CRY
GEORGE MICHAEL
Hottest:
ROBERT PALMER 1-1
VAN HALEN 8-3
PRINCE 5-4
PET SHOP BOYS 11-8
JANET JACKSON 17-12

WDRD/Grand Rapids, MI
Sward/Stevens
HONEYMOON SUITE
JOHN COUGAR
B.E. TAYLOR GROUP
Hottest:
ROBERT PALMER 1-1
BOB SEGER 5-3
PHIL COLLINS 6-4
ROLLING STONES 11-7
PET SHOP BOYS 19-12

WZLW/Indianapolis, IN
Simon/Brown
MADONNA
HONEYMOON SUITE
SIMPLE MINDS
STARPOINT
JOHN COUGAR
LABELLE & MCDONALD
MOODY BLUES
CULTURE CLUB
Hottest:
ROBERT PALMER 3-1
PET SHOP BOYS 4-2
INXS 2-3
VAN HALEN 10-5
OMD 17-12

WKYC/Kalamazoo, MI
Terry Weistach
TEARS FOR FEARS (dp)
MOODY BLUES
BILLY OCEAN
JOHN COUGAR
ROBERT TEPPER (dp)
Hottest:
PET SHOP BOYS 7-2
PHIL COLLINS 12-5
WHITNEY HOUSTON 19-4
MIKE & THE MECHAN 27-19
HALL D-28

WVXI/Lansing, MI
Bonneville/Meloney
FALCO
FABULOUS THUNDERB
B.E. TAYLOR GROUP
SLY FOX 2-1
HOTT
GRANM NASH
GEORGE MICHAEL
GIUFFRIA
Hottest:
BOB SEGER 2-2
OUTFIELD 4-3
VAN HALEN 6-4
PET SHOP BOYS 8-6
WHITNEY HOUSTON 12-8

Z104/Medison, WI
Little/Hudson
CULTURE CLUB
GEORGE MICHAEL
LEVEL 42
JOHN COUGAR
HEART
Hottest:
ROBERT PALMER 1-1
SLY FOX 5-5
OMD 13-12
MIAMI SOUND MACHI 15-13
SIMPLY RED 21-14

WYZZ/Detroit, MI
Tony Richards
BILLY OCEAN
LEVEL 42
JOHN COUGAR
FALCO
BOYS DON'T CRY
GEORGE MICHAEL
Hottest:
ROBERT PALMER 1-1
VAN HALEN 6-2
PRINCE 1-1
WHITNEY HOUSTON 17-11
MIAMI SOUND MACHI 25-19

WY4/Fargo, ND

Anderson/Palmer
HOWARD JONES
BOYS DON'T CRY (dp)
TEARS FOR FEARS
DREAM ACADEMY
LABELLE & MCDONALD (dp)
JOHN COUGAR
Hottest:
ROBERT PALMER 2-1
PRINCE 4-2
PET SHOP BOYS 6-5
PHIL COLLINS 13-7
MIKE & THE MECHAN 25-15

KKXLFM/Grand Forks, ND
Nordmo/Right
STARSHIP
BILLY OCEAN
NU SHOOS
GRANM NASH (dp)
TEARS FOR FEARS
KATFIRA & THE WAV (dp)
Hottest:
PET SHOP BOYS 1-1
VAN HALEN 9-7
WHITNEY HOUSTON 17-11
BOYS DON'T CRY 10-19

WYZZ-FM/Lafayette, IN
Kris/Holmes
JOHN COUGAR
TEARS FOR FEARS
FALCO (dp)
LABELLE & MCDONALD (dp)
NU SHOOS (dp)
HOTT
PRINCE 1-1
ROBERT PALMER 2-2
VAN HALEN 5-4
PET SHOP BOYS 7-5
OUTFIELD 8-6

KKRW/Wichita, KS
Olivari/Williams
GEORGE MICHAEL
HEART
SIMPLE MINDS
LABELLE & MCDONALD
HOTT
VAN HALEN 12-2
PET SHOP BOYS 14-3
ROBERT PALMER 19-4
PHIL COLLINS 14-6
OUTFIELD 18-7

WHOT/Youngstown, OH
Dick Thompson
MIKE & THE MECHAN
NU SHOOS
CULTURE CLUB
HOTT
Hottest:
BOB SEGER 2-2
OUTFIELD 4-3
VAN HALEN 6-4
PET SHOP BOYS 8-6
WHITNEY HOUSTON 12-8

WYZZ/Blount, OH
Justin/Hobbes
BILLY OCEAN
LABELLE & MCDONALD
GIUFFRIA (dp)
JOHN COUGAR (dp)
Hottest:
PRINCE 2-1
ROBERT PALMER 4-2
VAN HALEN 7-4
OUTFIELD 11-5
ROLLING STONES 12-6

WBWB/Bloomington, IN
Jim Closser
JOHN COUGAR
NU SHOOS
HEART
STARPOINT
BOURBOIS TAGG
HOTT
PRINCE 2-1
VAN HALEN 4-2
MIAMI SOUND MACHI 10-5
OMD 20-12
WHITNEY HOUSTON 29-18

KFRX/Lincoln, NE

Johnson/Palmer
GEORGE MICHAEL
NU SHOOS
FALCO (dp)
BILLY OCEAN
HOTT
PRINCE 3-1
VAN HALEN 9-5
FORCE MD'S 11-7
OMD 13-8
WHITNEY HOUSTON 16-11

KKSL/Repsic City, SD
Sherwin/Kalidway
DREAM ACADEMY
BOURBOIS TAGG
JETS
TEARS FOR FEARS
DAVID BOWIE
GRANM NASH
STARSHIP
HOTT
PRINCE 2-1
PHIL COLLINS 11-4
FORCE MD'S 7-6
BANGLES 12-7
ROLLING STONES 17-10

99K/Dallas, KS
Denny Collier
JOURNEY
BILLY OCEAN
HEART
HOWARD JONES
HOTT
PRINCE 1-1
PHIL COLLINS 15-11
MIAMI SOUND MACHI 23-20
JANET JACKSON 26-21

KSNDD/Eugene, OR
Burns/Hayatt
TEARS FOR FEARS
HEART
GRANM NASH
HEART
FABULOUS THUNDERB
FALCO
GEORGE MICHAEL
HOWARD JONES
HOTT
MIAMI SOUND MACHI 11-6
OUTFIELD 13-7

KXQX/Bakersfield, CA
Martino/Simon
MIAMI SOUND MACHI
HOWARD JONES
HOTT
PRINCE 2-1
SLY FOX 1-2
ROBERT PALMER 8-4
VAN HALEN 10-6
PET SHOP BOYS 14-8

KF86/Boise, ID
Doss/Gregory
BILLY OCEAN
GEORGE MICHAEL
JOHN COUGAR
BOYS DON'T CRY
GIUFFRIA (dp)
HOTT
PRINCE 1-1
JANET JACKSON 3-2
PET SHOP BOYS 4-3
PHIL COLLINS 6-4
WHITNEY HOUSTON 12-7

KIVS/Boise, ID
Tom Evans
FALCO
NU SHOOS
GEORGE MICHAEL
HOWARD JONES (dp)
JOHN COUGAR
LOVERBOY (dp)
BANGLES 1-1
PRINCE 3-2
MIAMI SOUND MACHI 8-5
OMD 10-4
WHITNEY HOUSTON 18-15

KKRC/Sioux Falls, SD

Dan Kisley
CULTURE CLUB
JULIAN LENNON
NU SHOOS
BILLY OCEAN
Hottest:
ROBERT PALMER 5-1
PET SHOP BOYS 11-3
VAN HALEN 13-8
PHIL COLLINS 15-9
MIKE & THE MECHAN 22-12

KWTO-FM/Springfield, MO
T.K. O'Grady
BILLY OCEAN
JOHN COUGAR
GEORGE MICHAEL
DREAM ACADEMY
ELO
GIUFFRIA (dp)
BOYS DON'T CRY
Hottest:
PRINCE 1-1
PET SHOP BOYS 5-2
PHIL COLLINS 9-6
OUTFIELD 12-10
JANET JACKSON 21-12

WDBS/Springfield, IL
Dan Hansen
JOHN COUGAR
SIMPLE MINDS
RICK GILDER
BILLY OCEAN
BOURBOIS
GRANM NASH (dp)
HOTT
PRINCE 1-1
PHIL COLLINS 21-12
MIAMI SOUND MACHI 27-19
WHITNEY HOUSTON 31-21
ZZ TOP 29-23
JANET JACKSON 38-27

KFVV/Moorest, CA
Ruff/Levek
JOURNEY
BILLY OCEAN (dp)
SIMPLE MINDS (dp)
JOHN COUGAR
EL DEBARGE
ROBERT MICHAEL
HOTT
CHERRILLE 4-1
PRINCE 3-2
JANET JACKSON 8-3
JANET JACKSON 7-4
PET SHOP BOYS 9-5

KQSD/Moorest, CA
Brian Casey
JANET JACKSON
JOURNEY
BILLY OCEAN
STARSHIP (dp)
HOTT
EL DEBARGE 3-1
ROLLING STONES 7-5
PHIL COLLINS 10-7
WHITNEY HOUSTON 15-12
MR. MISTER 19-15

KCAO/Oxnard/Ventura, CA
Robbie/Williams
JIMMY BARNES
KING
GEORGE MICHAEL
ART OF NOISE
MOODY BLUES
HOTT
PET SHOP BOYS 2-1
PRINCE 3-2
JANET JACKSON 7-5
WHITNEY HOUSTON 18-10
OMD 20-15

KYXQ/Salem, OR
Jim Ryan
TEARS FOR FEARS
HOWARD JONES
GEORGE MICHAEL
LOVERBOY
FALCO
OZZY OSBOURNE (dp)
HOTT
VAN HALEN 11-4
JANET JACKSON 15-9
DREAM ACADEMY
MADONNA 30-21

WEST

WSPT/Stevens Point, WI
Bouley/Stuffen
GEORGE MICHAEL
DREAM ACADEMY
BOURBOIS TAGG
JOHN COUGAR
HOTT
VAN HALEN 1-1
OUTFIELD 2-2
SLY FOX 5-4
CHARLIE HEXTON 6-7
ROLLING STONES 9-5

KKAZ/Chenay, WY
Dawn H. Meyer
NU SHOOS
HEART (dp)
BILLY OCEAN
ELO
GIUFFRIA (dp)
ROBERT PALMER 4-2
PET SHOP BOYS 12-7
PHIL COLLINS 15-8
OUTFIELD 14-11

KOZJ/Lewiston, ID
Jay McCall
GEORGE MICHAEL
JOHN COUGAR
FALCO
DREAM ACADEMY
LABELLE & MCDONALD
HOTT
VAN HALEN 2-1
MIKE & THE MECHAN 10-5
HONEYMOON SUITE 7-7
WHITNEY HOUSTON 16-9
MADONNA 23-14

KWZT/Reno, NV
John Chormie
DAN HANSEN
MIKE & THE MECHAN
BOURBOIS TAGG
MR. MISTER
HEART
GEORGE MICHAEL
GIUFFRIA
HOTT
PHIL COLLINS 4-3
VAN HALEN 11-5
JOURNEY 27-18
STARBUCK 28-23
MADONNA 38-28

KWZD/Reno, NV
Shakea/Ryan
JOHN COUGAR
GEORGE MICHAEL
FALCO
HOTT
ROBERT PALMER 1-1
ROBERT PALMER 7-4
VAN HALEN 8-5
OMD 9-7
OUTFIELD 10-8

KBIM/Roswell, NM
Chuck Martin
LABELLE & MCDONALD
GIUFFRIA
PSYCHEDELIC PUR
ELO
DAVID BOWIE (dp)
VANITY
BONNIE TYLER
BARRY MANLOW (dp)
HOTT
PET SHOP BOYS 3-1
VAN HALEN 12-2
ROBERT PALMER 10-3
PRINCE 9-4
WHITNEY HOUSTON 25-14

SLY/San Luis Obispo, CA
Joe Collins
BILLY OCEAN
MOODY BLUES
DREAM ACADEMY
PSYCHEDELIC PUR
JOHN COUGAR
GEORGE MICHAEL
HOTT
PET SHOP BOYS 3-1
ROBERT PALMER 5-2
PRINCE 2-2
VAN HALEN 11-4
PHIL COLLINS 13-8

PARALLEL THREE

KGOT/Anchorage, AK
J.L. Chandler
JOHN COUGAR
KING
HOTT
MOODY BLUES
ELO
HOWARD JONES
HOTT
ROBERT PALMER 1-1
DIRE STRAITS 4-2
ROLLING STONES 9-5
VAN HALEN 12-6
PET SHOP BOYS 18-11

KYVA/Billing, MT
Charlie Fox
BILLY OCEAN
SIMPLE MINDS
GEORGE MICHAEL
TEARS FOR FEARS
HOWARD JONES
HOTT
ROBERT PALMER 6-1
PRINCE 3-2
BOYS DON'T CRY 7-3
PET SHOP BOYS 8-4
VAN HALEN 17-14

KB02/Farmington, MT
Roger Nelson
JULIAN LENNON
HOWARD JONES
SIMPLE MINDS
EL DEBARGE
HOTT
PRINCE 1-1
ROBERT PALMER 7-2
PET SHOP BOYS 10-4
OUTFIELD 9-6

KTRS/Casper, WY
Todd Cavanaugh
JULIAN LENNON
GEORGE MICHAEL
FALCO (dp)
PET SHOP BOYS (dp)
LOVERBOY (dp)
SIMPLE MINDS
HOTT
PRINCE 5-1
PET SHOP BOYS 7-3
VAN HALEN 13-3
OUTFIELD 13-9
WHITNEY HOUSTON 18-13

237 Reporters
235 Current Reports

The following stations failed to report this week, and therefore their playlists were frozen: - Q106/York
KOFM/Oklahoma City

PARALLELS

HONEYMOON SUITE

Feel It Again (WB)
LP: The Big Prize

174/9 73% National Summary

Regional Rank	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Station	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC

JANET JACKSON

What Have You Done For Me Lately (A&M)
LP: Control

214/10 90% National Summary

Regional Rank	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Station	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC

HOWARD JONES

No One Is To Blame (Elektra)
LP: Action Replay

156/47 66% National Summary

Regional Rank	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Station	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC

PATTI LABELLE & MICHAEL McDONALD

On My Own (MCA)
LP: Win

178/38 74% National Summary

Regional Rank	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Station	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC

LEVEL 42

Something About You (Polydor/PG)
LP: World Machine

204/6 86% National Summary

Regional Rank	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Station	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC

JOHN DOUGAR MELLENCAMP

Rain On The Scarecrow (Riva/PolyGram)
LP: Scarecrow

94/92 40% National Summary

Regional Rank	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Station	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC

WHITNEY HOUSTON

The Greatest Love Of All (Arista)
LP: Whitney Houston

227/3 96% National Summary

Regional Rank	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Station	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC

JETS

Crush On You (MCA)
LP: The Jets

84/39 36% National Summary

Regional Rank	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Station	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC

JOURNEY

Be Good To Yourself (Columbia)
LP: Raised On Radio

220/11 83% National Summary

Regional Rank	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Station	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC

JULIAN LENNON

Stick Around (Atlantic)
LP: The Secret Voice Of Daydreaming

154/11 66% National Summary

Regional Rank	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Station	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC

MADONNA

Live To Tell (Sire/WB)
LP: Live To Tell Soundtrack

230/5 97% National Summary

Regional Rank	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Station	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC

MIAMI SOUND MACHINE

Bad Boy (Epic)
LP: Premium Love

221/4 83% National Summary

Regional Rank	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Station	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC	WABC

PARALLELS

MIKE & MECHANICS All I Need Is A Miracle (Atlantic) LP Mike & The Mechanics

222/10 97% National Summary Chart with station call letters and signal strengths.

Regional chart for MIKE & MECHANICS showing local stations and their signal strengths.

Regional chart for MIKE & MECHANICS showing local stations and their signal strengths.

Regional chart for MIKE & MECHANICS showing local stations and their signal strengths.

Regional chart for MIKE & MECHANICS showing local stations and their signal strengths.

GEORGE MICHAEL In My Corner (Columbia) LP

110/109 48% National Summary Chart.

Regional chart for GEORGE MICHAEL.

Regional chart for GEORGE MICHAEL.

Regional chart for GEORGE MICHAEL.

Regional chart for GEORGE MICHAEL.

MR. MISTER If It Love (RCA) LP Welcome To The Real World

226/8 86% National Summary Chart.

Regional chart for MR. MISTER.

Regional chart for MR. MISTER.

Regional chart for MR. MISTER.

Regional chart for MR. MISTER.

MOODY BLUES Your Wildest Dreams (Polygram) LP The Other Side Of Life (PolyGram)

58/26 24% National Summary Chart.

Regional chart for MOODY BLUES.

Regional chart for MOODY BLUES.

Regional chart for MOODY BLUES.

Regional chart for MOODY BLUES.

NU SHOZ I Can't Wait (Atlantic)

182/42 77% National Summary Chart.

Regional chart for NU SHOZ.

Regional chart for NU SHOZ.

Regional chart for NU SHOZ.

Regional chart for NU SHOZ.

BILLY OCEAN There'll Be Sad Songs (Jive/Arista) LP Love Zone

177/83 76% National Summary Chart.

Regional chart for BILLY OCEAN.

Regional chart for BILLY OCEAN.

Regional chart for BILLY OCEAN.

Regional chart for BILLY OCEAN.

OND If You Leave (Virgin/A&M) LP Pretty In Pink Soundtrack

231/4 97% National Summary Chart.

Regional chart for OND.

Regional chart for OND.

Regional chart for OND.

Regional chart for OND.

OUTFELD Your Love (Columbia) LP Play On

223/3 84% National Summary Chart.

Regional chart for OUTFELD.

Regional chart for OUTFELD.

Regional chart for OUTFELD.

Regional chart for OUTFELD.

ROBERT PALMER Adjusted To Love (Island) LP Riposte

234/2 86% National Summary Chart.

Regional chart for ROBERT PALMER.

Regional chart for ROBERT PALMER.

Regional chart for ROBERT PALMER.

Regional chart for ROBERT PALMER.

PET SHOP BOYS West End Girls (EMI America) LP Please

237/0 100% National Summary Chart.

Regional chart for PET SHOP BOYS.

Regional chart for PET SHOP BOYS.

Regional chart for PET SHOP BOYS.

Regional chart for PET SHOP BOYS.

ROLLING STONES Harlem Shuffle (Rolling Stones/Columbia) LP Dirty Work

228/0 87% National Summary Chart.

Regional chart for ROLLING STONES.

Regional chart for ROLLING STONES.

Regional chart for ROLLING STONES.

Regional chart for ROLLING STONES.

SADE Never As Good As The First Time LP Promise (Portrait/CBS)

181/7 81% National Summary Chart.

Regional chart for SADE.

Regional chart for SADE.

Regional chart for SADE.

Regional chart for SADE.

John Taylor Continued

BOB SEGER
American Storm (Capitol)
LP: Like A Rock

2000 84%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

STARPOINT
Restless (Elektra)
LP: Restless

746 31%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

STARSHIP
Tomorrow Doesn't Matter (GrunT/CA)
LP: Knee Deep In The Hoopla

180/18 78%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

SIMPLE MINDS
The Things She Said (A&M)
LP: Once Upon A Time

165/28 86%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

JOHN TAYLOR
I Do What I Do (Capitol)
LP: Big Winks Soundtrack

163/0 88%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

TEARS FOR FEARS
Mothers Talk (Mercury/PolyGram)
LP: Songs From The Big Chair

177/32 76%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

Continued on Next Column

WAX
Right Between The Eyes (RCA)
LP: Magnetic Heaven

116/3 48%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

ATLANTIC STARR
"Your Heart's In It (A&M)
LP: As The Band Turns

116/3 48%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

PATTI AUSTIN
The Heat Of The Heat (Quest/WB)
LP: Gettin' Away With Murder

116/3 48%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

BLOW MONKEYS
Diggin' Your Scene (RCA)
LP: Animal Magic

116/3 48%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

ZZ TOP
Rough Boys (WB)
LP: Alternative

198/2 83%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

YAR HALEN
Why Can't This Be Love (WB)
LP: 5150

233/2 98%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

BALTIMORA
Living In The Background (MCA)
LP: Living In The Background

198/2 83%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

Continued on Next Column

TEARS FOR FEARS
Mothers Talk (Mercury/PolyGram)
LP: Songs From The Big Chair

177/32 76%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

YAR HALEN
Why Can't This Be Love (WB)
LP: 5150

233/2 98%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

YAR HALEN
Why Can't This Be Love (WB)
LP: 5150

233/2 98%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

YAR HALEN
Why Can't This Be Love (WB)
LP: 5150

233/2 98%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

YAR HALEN
Why Can't This Be Love (WB)
LP: 5150

233/2 98%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

YAR HALEN
Why Can't This Be Love (WB)
LP: 5150

233/2 98%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

YAR HALEN
Why Can't This Be Love (WB)
LP: 5150

233/2 98%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

YAR HALEN
Why Can't This Be Love (WB)
LP: 5150

233/2 98%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

YAR HALEN
Why Can't This Be Love (WB)
LP: 5150

233/2 98%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

WAX
Right Between The Eyes (RCA)
LP: Magnetic Heaven

116/3 48%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

ATLANTIC STARR
"Your Heart's In It (A&M)
LP: As The Band Turns

116/3 48%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

PATTI AUSTIN
The Heat Of The Heat (Quest/WB)
LP: Gettin' Away With Murder

116/3 48%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

BLOW MONKEYS
Diggin' Your Scene (RCA)
LP: Animal Magic

116/3 48%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

ZZ TOP
Rough Boys (WB)
LP: Alternative

198/2 83%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

YAR HALEN
Why Can't This Be Love (WB)
LP: 5150

233/2 98%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

YAR HALEN
Why Can't This Be Love (WB)
LP: 5150

233/2 98%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

YAR HALEN
Why Can't This Be Love (WB)
LP: 5150

233/2 98%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

YAR HALEN
Why Can't This Be Love (WB)
LP: 5150

233/2 98%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

SIGNIFICANT ACTION

ATLANTIC STARR
"Your Heart's In It (A&M)
LP: As The Band Turns

116/3 48%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

PATTI AUSTIN
The Heat Of The Heat (Quest/WB)
LP: Gettin' Away With Murder

116/3 48%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

BLOW MONKEYS
Diggin' Your Scene (RCA)
LP: Animal Magic

116/3 48%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

ZZ TOP
Rough Boys (WB)
LP: Alternative

198/2 83%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

YAR HALEN
Why Can't This Be Love (WB)
LP: 5150

233/2 98%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

YAR HALEN
Why Can't This Be Love (WB)
LP: 5150

233/2 98%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

YAR HALEN
Why Can't This Be Love (WB)
LP: 5150

233/2 98%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

YAR HALEN
Why Can't This Be Love (WB)
LP: 5150

233/2 98%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

JIMMY BARNES
Working Class Man (Geffen)
LP: Jimmy Barnes

116/3 48%		
Regional		National
R 18		18
Weekend LP 14		
S 22		
M 18		
W 18		
Th 16		
F 16		
S 16		

PATTI AUSTIN
The Heat Of The Heat (Quest/WB)

PARALLELS

SIGNIFICANT ACTION

D E.G. DAILY <i>Say It Say It (A&M)</i> LP: E.G. Daily			G GIUFFRIA <i>I Must Be Dreaming (Columbia)</i> LP: Silk & Steel			L LOVERBOY <i>Lead A Double Life (Columbia)</i> LP: Love A Minute Off It			O OZZY OSBOURNE <i>Shot In The Dark (CBS Associated)</i> LP: The Ultimate Sin			S SIMPLY RED <i>Holding Back The Years (Elektra)</i> LP: Picture Book		
P1 EAST WKLF 38-33 WOJZ on BOOTH WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P2 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P3 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P1 EAST WKLF 38-33 WOJZ on BOOTH WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P2 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P3 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P1 EAST WKLF 38-33 WOJZ on BOOTH WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P2 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P3 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P1 EAST WKLF 38-33 WOJZ on BOOTH WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P2 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P3 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36			
F FABULOUS THUNDERBIRDS <i>Tuff Enuff (CBS Associated)</i> LP: Fabulous Thunderbirds			K KATRINA & THE WAVES <i>Is That It? (Capitol)</i> LP: Waves			M MODELS <i>Out Of Mind, Out Of Sight (Geffen)</i> LP: Out Of Mind, Out Of Sight			P PLATINUM BLONDE <i>Somebody Somewhere (Epic)</i> LP: Alien Shores			T TALKING HEADS <i>Once In A Lifetime (WB)</i> LP: Stop Making Sense		
P1 EAST WKLF 38-33 WOJZ on BOOTH WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P2 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P3 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P1 EAST WKLF 38-33 WOJZ on BOOTH WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P2 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P3 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P1 EAST WKLF 38-33 WOJZ on BOOTH WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P2 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P3 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P1 EAST WKLF 38-33 WOJZ on BOOTH WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P2 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P3 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36			
N GREG KINN <i>Love & Rock 'N' Roll (EMI America)</i> LP: Love & Rock 'N' Roll			N GRAHAM MASH <i>Innocent Eyes (Atlantic)</i> LP: Innocent Eyes			N PSYCHEDELIC FURS <i>Pretty In Pink (A&M)</i> LP: Pretty In Pink Soundtrack			N ROBERT TEPPER <i>Don't Walk Away (Scotti Bros./CBS)</i> LP: No Easy Way Out			V VANITY <i>Under The Influence (Motown)</i> LP: Sen On Skin		
P1 EAST WKLF 38-33 WOJZ on BOOTH WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P2 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P3 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P1 EAST WKLF 38-33 WOJZ on BOOTH WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P2 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P3 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P1 EAST WKLF 38-33 WOJZ on BOOTH WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P2 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P3 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P1 EAST WKLF 38-33 WOJZ on BOOTH WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P2 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36	P3 EAST WJOL on WJOL 21-29 WJOL 29-37 WJOL on WJOL 4 WEST WJOL on WJOL 29-36			

WEEK #10

AIR Priorities

WEEK #10

Listen to the selections listed below. Decide if each has the potential to attain Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, April 23, 1986.

TITLE	ARTIST	LABEL
THE HEAT OF THE HEAT	PATTI AUSTIN	QWEST/WB
HOLDING BACK THE YEARS	SIMPLY RED	ELEKTRA
DON'T WALK AWAY	ROBERT TEPPER	SCOTTI BROS./COLUMBIA
VIENNA CALLING	FALCO	A&M
YOUR WILDEST DREAMS	MOODY BLUES	POLYDOR/POLYGRAM

COMPETITION # 5

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR music for artist managers, producers and record companies.

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AIR

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CONTEMPORARY HIT RADIO

BREAKERS

NU SHOOZ

I Can't Wait (Atlantic)

77% of our reporters playing it. Moves: Up 96, Debuts 31, Same 12, Down 1, Adds 42 including 94Q, B96, Z95, WKTI, KPLUS, WGFM. See Parallels, moves 31-27 on the CHR chart.

BILLY OCEAN

There'll Be Sad Songs (To Make You Cry) (Jive/Arista)

75% of our reporters playing it. Moves: Up 9, Debuts 42, Same 43, Down 0, Adds 83 including B94, Q107, Z93, Z95, WKTI, KIIS-FM, KS103. Complete airplay in Parallels.

PATTI LABELLE/MICHAEL McDONALD On My Own (MCA)

74% of our reporters playing it. Moves: Up 73, Debuts 46, Same 19, Down 0, Adds 38 including WBLI, CHUM, WLS, Z95, KHTR, WLOL-FM. See Parallels, moves 39-32 on the CHR chart.

HEART

Nothin' At All (Capitol)

71% of our reporters playing it. Moves: Up 13, Debuts 50, Same 36, Down 0, Adds 69 including B104, Z100, WNVZ, Q102, WLOL-FM, KIIS-FM, KWSS. Complete airplay in Parallels.

HOWARD JONES

No One Is To Blame (Elektra)

66% of our reporters playing it. Moves: Up 34, Debuts 41, Same 34, Down 0, Adds 47 including WHTT, PRO-FM, Q107, WQUE-FM, 92X, WCZY, FM102. See Parallels, debuts at number 39 on the CHR chart.

SIMPLE MINDS

All The Things She Said (A&M)

65% of our reporters playing it. Moves: Up 51, Debuts 30, Same 46, Down 0, Adds 28 including WXKS-FM, WBen-FM, Z93, KTCS, KDWB-FM, Y108, KWOD. See Parallels, debuts at number 40 on the CHR chart.

NEW & ACTIVE

HOOTERS "Where Do The Children Go" (Columbia) 118/13
 Moves: Up 48, Debuts 14, Same 41, Down 0, Adds 13 including WRNO, KPKE, KS103, KITS, WFLY, BJ05, KFMW, WCAU-FM 30-24, 994 14-11, PRO-FM 30-24, KEGL d-18, KWSS 26-17, WSP1 31-26, K1YS 39-32, WHSL 31-24.
WAX "Right Between The Eyes" (RCA) 116/8
 Moves: Up 60, Debuts 15, Same 32, Down 1, Adds 8, 195, WFLY 93Q, WKRR-FM, WOKI, WFBG, WYKS, KWTO-FM, WXKS-FM 35-30, WPHD 39-33, WLRF-FM 34-30, Q100 25-14, WSSX 28-22, WZON 30-22, KWES 14-11.
GEORGE MICHAEL "A Different Corner" (Columbia) 110/109
 Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 109 including B104, WXKS-FM, PRO-FM, 93FM, Y100, WQUE-FM, Q105, B96, WMMS, KBQE, KHTR, KIIS-FM, FM102, KS103, KNBQ.
BOYS DON'T CRY "I Wanna Be A Cowboy" (Profile) 104/39
 Moves: Up 21, Debuts 20, Same 24, Down 0, Adds 39 including WHTT, WCAU-FM, WRFR, WMMS, KDWB-FM, KITS, KUBE, WLAN-FM 35-27, KZZB 25-18, WVIC 30-22, FM103 17-11, KSND 29-12, WZON 39-29, KFMN 19-5, KWES 1-1.
JOHN COUGAR MELLENCAMP "Rain On The Scarecrow" (Riva/PolyGram) 94/92
 Moves: Up 1, Debuts 0, Same 1, Down 0, Adds 92 including K106, WHIT, WPHD, WRNO, WRSR, WMMS, Z299, WKTI, KDWB-FM, KHTR, Y108, KMJ, KWOD, KPLUS, B96 36-31.
DENNIS DeYOUNG "Call Me" (A&M) 92/1
 Moves: Up 50, Debuts 5, Same 1, Down 1, WNVZ, WRNO 30 27, WLOL-FM 33-28, K104 17-8, WPST 33-29, WKBN 39-29, KTUX 36-33, WKDD 35-27, KCPC 31-28, 103CR 29-24, 95XIL 10-7, KFMN 28-24, KQCR 24-18, KGOT 23-17, WCMN 22-19.
JETS "Crush On You" (MCA) 84/39
 Moves: Up 16, Debuts 13, Same 18, Down 0, Adds 39 including WBen-FM, B97, Z299, KKRZ, KUBE, KRBE, KJ103, KSND, WXKS-FM 33-28, WKSE 37-31, Y100 36-31, FM102 20-15, WKBO 29-25, WRFM 17-10, KMGX 12-7.
STARPOINT "Restless" (Elektra) 74/5
 Moves: Up 41, Debuts 6, Same 22, Down 0, Adds 5, B106, WNOK-FM, WZPL, WIGY, WMBW, WKSE 10-9, B97 25-20, KMEL 12-7, Q100 33-25, KZZB 28-22, KAMZ 2-2, WVIC 22-18, KFVJ 26-19, WQGO 24-19, KDVV 31-23.
CHERRELLE with ALEXANDER O'NEAL "Saturday Love" (Tabu/CBS) 74/1
 Moves: Up 43, Debuts 2, Same 13, Down 15, Adds 41, WNOK-FM, WHTT 39-32, WXKS-FM 13-9, Z93 12-10, KBQE 30-26, FM102 1-1, KEZB 9-4, BJ105 18-12, KBOS 20-15, KYNO-FM 3-1, KFVJ 4-1, KDON-FM 7-5, Q104 9-8, Z102 8-7, KTRS 26-23.
DREAM ACADEMY "Love Parade" (Reprise/WB) 70/39
 Moves: Up 1, Debuts 11, Same 19, Down 0, Adds 39 including WBen-FM, KCOI, 940, 195, WRNO, KMJ, KITS, Q100, KIK, KSND, KKRZ d-36, KUBE d-34, WKDD 38-32, WNCI d-28, K1YS d-39.
DAVID POWIE "Absolute Beginners" (EMI America) 68/7
 Moves: Up 23, Debuts 5, Same 33, Down 0, Adds 7, KEGL, WCKN, WOKI, WKDD, WOIL-FM, KKLS-FM, KBIM, WXKS-FM 27-22, WNY5 28-23, B96 30-27, WZOU 23-19, WPST 39-36, WOLK 28-24, KOIZ-FM 37-32, WHSL 35-29.
MOODY BLUES "Your Wildest Dreams" (Polydor/PolyGram) 58/26
 Moves: Up 4, Debuts 6, Same 22, Down 0, Adds 26 including PRO-FM, WLS, WMMS, KWK, KNBQ, WAMX, WDCG, WFMI, WFRF, KCAO, WRNO 38-33, KHTR 26-33, 95XIL d-35, WVB5 40-37, KOZE d-35.
FALCO "Vienna Calling" (A&M) 56/51
 Moves: Up 3, Debuts 2, Same 0, Down 0, Adds 51 including WKSE, B96, 92X, WCZY, KBQE, Z299, KIIS-FM, KZZP, KMEL, X103, CKOI 4-2, CFR 11-10, CHUM 13-12, KPLUS d-34, KUBE d-32.

MOST ADDED

GEORGE MICHAEL (109)
 A Different Corner (Columbia)
JOHN COUGAR MELLENCAMP (92)
 Rain On The Scarecrow (Riva/PolyGram)
BILLY OCEAN (83)
 There'll Be Sad Songs (Jive/Arista)
HEART (69)
 Nothin' At All (Capitol)
FALCO (51)
 Vienna Calling (A&M)

HOTTEST

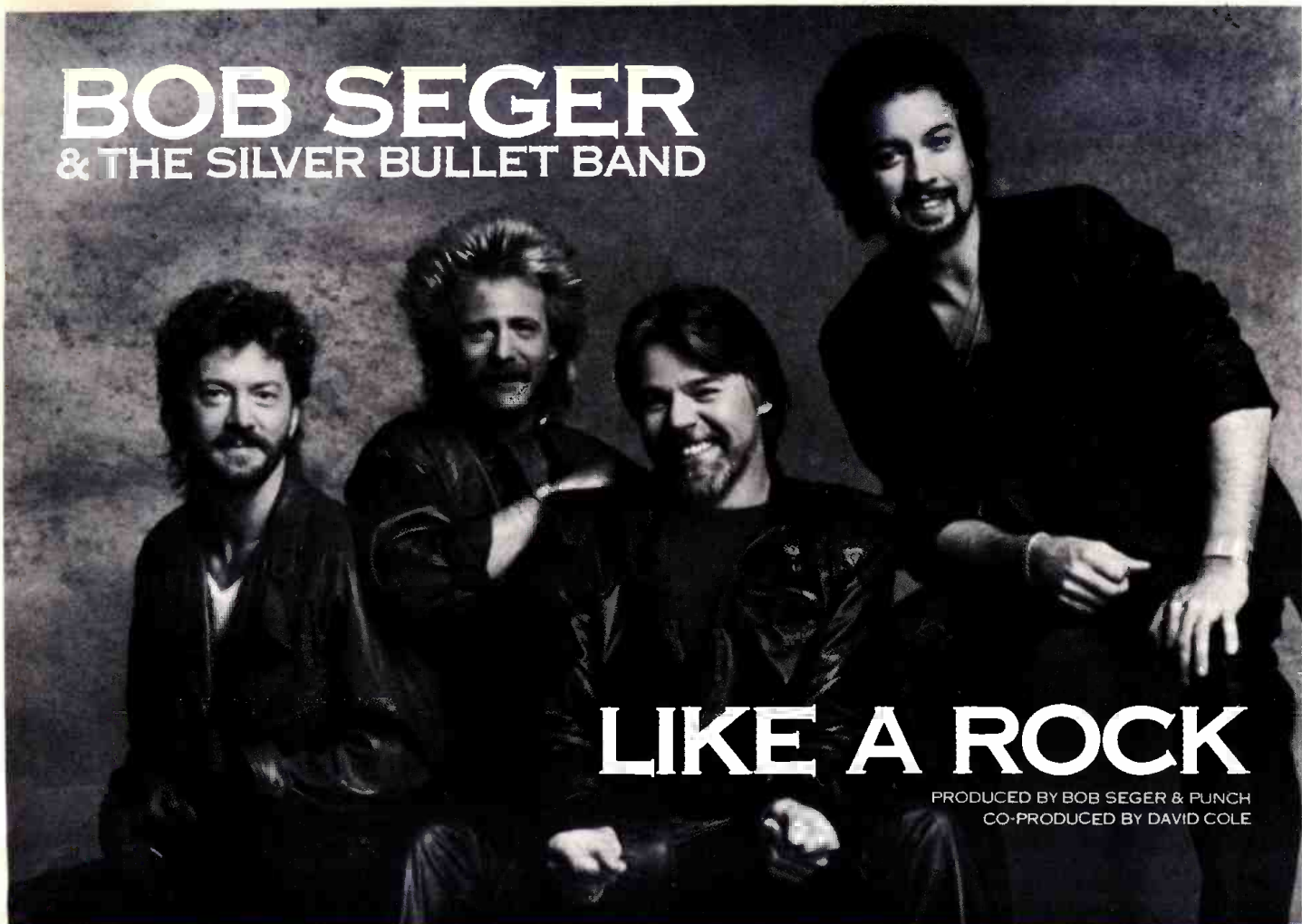
PET SHOP BOYS (150)
 West End Girls (EMI America)
ROBERT PALMER (128)
 Addicted To Love (Island)
VAN HALEN (123)
 Why Can't This Be Love (WB)
PRINCE & THE NEW POWER GENERATION (114)
 Kiss (WB)
WHITNEY HOUSTON (114)
 The Greatest Love Of All (Arista)

SIGNIFICANT ACTION

SIMPLY RED "Holding Back The Years" (Elektra) 49/8
 Moves: Up 15, Debuts 8, Same 18, Down 0, Adds 8, WHIT, WNNK, KBOS, KDON-FM, KRO, WZON, 100KHI, Y108 30-26, KIIS-FM 26-17, KS103 24-18, KITS 28-15, KWSS 26-17, Q100 40-30, Z104 21-14, SLY96 38-35.
EL DeBARGE "Who's Johnny" (Gordy/Motown) 47/46
 Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 46 including B104, K106, CFR, WAVA, Y100, WRSR, KBQE, FM102, KMEL, KWSS, KUBE, WNNK, KC101, WKBQ, WRQO.
FABULOUS THUNDERBIRDS "Tuff Enuff" (CBS Associated) 46/18
 Moves: Up 11, Debuts 7, Same 10, Down 0, Adds 18 including WXKS-FM, PRO-FM, WRNO, KNBQ, WOUT, KTUX, WVIC, WZON, KSND, WPHD 37-34, WMMS 39-35, OK100 29-23, KFMN 37-34, KXKL 40-34, KXKL 40-34, W104 36-31.
BONNIE TYLER "If You Were a Woman (And I Was a Man)" (Columbia) 44/8
 Moves: Up 8, Debuts 4, Same 24, Down 0, Adds 8, WPST, WANS-FM, WCKA, KZ10, KZ11, WJAD, Q101, KBIM, WCAU-FM d-40, Q102 30-26, KNBQ 37-35, K104 32-29, KSND 38-31, OK100 40-35, Q104 36-31.
KATRINA & THE WAVES "Is That It?" (Capitol) 44/3
 Moves: Up 10, Debuts 7, Same 24, Down 0, Adds 3, WGVY, 100KHI, KXKL-FM, WKSE 34-30, WPHD 18-17, CHUM 24-20, WQVI 30-26, WLOL-FM d-33, Q100 39-28, KBFM 37-29, KTUX 40-39, KF95 d-35, KYNO-FM 33-30, OK100 34-31, SLY96 39-37, WMM5 32-30, WLOL-FM d-33, Q100 39-28, KBFM 37-29, KTUX 40-39, KF95 d-35, KYNO-FM 33-30, OK100 34-31, SLY96 39-37.
VOICES OF AMERICA "Hands Across America" (EMI America) 43/1
 Moves: Up 11, Debuts 3, Same 28, Down 0, Adds 1, 98X, K106 29-26, KDWB-FM d-34, WNNK 37-35, WOUT 33-23, FM100 35-31, KBFM 39-30, WGL 29-28, Z104 30-26, KYNO-FM 34-31, 95XXX d-34, KOIZ-FM 32-30, KISR 27-25, WRNO 34-31, SLY96 d-40.
BOURGEOIS TAGG "Mutual Surrender" (Island) 42/8
 Moves: Up 11, Debuts 2, Same 21, Down 0, Adds 8, WXKS-FM, WNY5, WPHD, WCGQ, WMBW, KKLS-FM, WSP1, KHTZ, KWOD 40-33, WERZ 30-25, KZZB 36-26, WOLK 40-36, KFMV 39-35, KZZU 22-18, KFMN 30-25, WHSL 38-31.
PSYCHEDELIC FURS "Pretty In Pink" (A&M) 37/12
 Moves: Up 6, Debuts 4, Same 15, Down 0, Adds 12 including WHTT, WZOU, WRCK, WKRF-FM, KHFI, WZON, 100KHI, 195 d-27, WMMS d-40, KIIS-FM 18-12, KS103 29-22, KMEL 19-15, KSND 20-16, XKYQ 30-26, OK95 26-20.
VANITY "Under The Influence" (Motown) 36/7
 Moves: Up 4, Debuts 6, Same 19, Down 0, Adds 7, WKSE, WCAU-FM, WCZY, WTLO, KMGX, KZZU, KBIM, KKRZ 35-31, KMEL 28-25, WNNK d-37, WLAN-FM d-28, KAMZ 30-27, KF95 d-34, K1YS d-36, KSND 40-35.
LORRENBOY "Lead A Double Life" (Columbia) 34/15
 Moves: Up 0, Debuts 4, Same 15, Down 0, Adds 15 including Q100, KHFI, WSSX, WOKI, WZON, 95XXX, KEGL on, KKRZ on-dp, KMJ, KHTZ d-29, KPLUS d-40, KUBE d-35, K104 on, KZ10 on, OK95 d-36.
JIMMY BARNES "Working Class Man" (Getten) 34/1
 Moves: Up 22, Debuts 2, Same 9, Down 0, Adds 1, KCAO, WMMS 40-37, Q100 35-31, WERZ 37-35, WSSX 30-27, WOKI 34-32, WVIC 28-23, Z104 34-32, WRQO 32-27, KIKX 37-35, OK100 22-17, 95XIL 22-18, WOMP-FM 31-27, WHSL 34-32, KTRS 35-33.
MODELS "Out Of Mind, Out Of Sight" (Getten) 33/17
 Moves: Up 2, Debuts 1, Same 13, Down 0, Adds 17 including WPHD, WMM5, Q100, WSPK, WGF, WSSX, WANS-FM, WXLK, KEGL on, B96 40-37, KKRZ on-dp, KWOD on-dp, KPLUS on, Q101 d-38, OK95 39-30.
OZZY OSBOURNE "Shot In The Dark" (CBS Associated) 30/2
 Moves: Up 12, Debuts 4, Same 10, Down 2, Adds 2, 93Q, KXYQ, 93FM 25-21, KHTR 28-25, Q100 18-15, WRCK 30-26, WKRR-FM d-38, WTLO 31-27, KZZB 27-19, KDON-FM d-40, 95XXX 31-28, KOIZ-FM 13-9, Q104 6-5, KSM 38-33, OK95 24-22.
GUIFFRIA "I Must Be Dreaming" (Camel/MCA) 29/29
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 29 including WPHD, WMM5, WMJQ, WRCK, KZZB, WSSX, WANS-FM, WKZL, WKDD, WVIC, WRQO, KF95, KIKX, KKAZ, KHTZ.
GRAHAM NASH "Innocent Years" (Atlantic) 28/9
 Moves: Up 6, Debuts 2, Same 11, Down 0, Adds 9 including KZZB, WVIC, KIKX, KSND, KCPC, KKLS-FM, WLol-FM 31-27, Q100 on, K104 34-32, WVB5 d-40, WBEZ d-39, KZIO d-36, WZPL 26-25, K1YS 40-38, OK100 36-29, WHSL 29-22.
PLATINUM BLONDE "Somebody Somewhere" (Epic) 28/1
 Moves: Up 5, Debuts 3, Same 19, Down 0, Adds 1, Z103, WPHD d-42, CHUM on, WRNO on, WMM5 34-32, KPLUS 16-15, K104 39-37, WERZ d-38, WRCK d-40, WANS-FM on, WVIC d-38, WRQO 35-32, KKRZ on, KIKX on-dp, KBIM on.
ATLANTIC STARR "If Your Heart Isn't In It" (A&M) 24/6
 Moves: Up 4, Debuts 2, Same 12, Down 0, Adds 6, WCKN, Z103, KMGX, KYNO-FM, KGQD, WGLF, WKSE d-38, WTLO on, WKQB 34-29, WSSX 35-31, WRQO on, WZPL on, Z104 27-25, KXYQ d-40, KOZE 29-26, OK95 29-26.
BALTIMORA "Living In The Background" (Manhattan) 20/5
 Moves: Up 4, Debuts 1, Same 14, Down 1, Adds 0, WCAU-FM 33-32, KPLUS on, Q100 36-29, 96X on, KTUX on, KJ103 on, WRQO on, KQMO on, 95XXX 27-23, KOIZ-FM d-36, WDBR on, KGOT 34-27.
E.G. DAILY "Say It Say It" (A&M) 16/5
 Moves: Up 5, Debuts 0, Same 6, Down 0, Adds 5, WSSX, Y106, KTUX, KMGX, WVB5, WKSE 38-33, CKOI on, FM102 on, KQOZ on-dp, KMEL 28-26, WKBH on, WRQO on, WZPL on, Z104 27-25, B105 on, KVF 32-28.
PATTI AUSTIN "The Heat Of Heat" (West/WB) 12/8
 Moves: Up 0, Debuts 2, Same 2, Down 0, Adds 8, WBen-FM, WNY5, WCZY, FM102, WNNK, WSPK, KMGX, WGAN, WXKS-FM on, KHSE d-39, WBBQ d-40.
GREG KINNE "Love & Rock 'N' Roll" (EMI America) 12/0
 Moves: Up 4, Debuts 3, Same 4, Down 0, Adds 0, WKS-FM on, FM102 21-20, K104 d-36, WERZ on-dp, KFVJ on-dp, KDON-FM 40-39, OK100 d-40, 95XIL 38-22, WGAN on, KYVA 24-25, KTFS d-36, KOZE 31-30.
BLOW MONKEYS "Diggin' Your Scene" (RCA) 11/4
 Moves: Up 1, Debuts 2, Same 0, Down 0, Adds 4, R1104, 95XXX, WHSL, WVB5, WHTT 36-34, KMEL d-35, K104 on, WXLK d-38, OK100 on, 95XIL on, KVES on-dp.

Parallels Begin on Page 81
 Adds & Hits Begin on Page 79
 P-1 Playlists Begin on Page 76

BOB SEGER & THE SILVER BULLET BAND



LIKE A ROCK

PRODUCED BY BOB SEGER & PUNCH
CO-PRODUCED BY DAVID COLE

THE ALBUM THAT'S GOT RADIO AND RETAIL ROCKIN'!

AIRPLAY:

AOR ALBUM CHARTS
LIKE A ROCK **3**

AOR HOT TRACKS
LIKE A ROCK BREAKER **15**
TIGHTROPE **42**

AOR MOST ADDED
LIKE A ROCK

AOR NEW & ACTIVE
AFTERMATH
SOMETIMES
MIAMI
IT'S YOU

CHR CHARTS
AMERICAN STORM **18**

"LIKE A ROCK" SETS FRIDAY MORNING QUARTERBACK
TUNE TONNAGE RECORD, CHARTING 8 ALBUM TRACKS!

SALES:

RECORD BAR #11

MUSICLAND #5

RECORD TOWN #4

Norman Hunter—Record Bar
"Bob Seger's impressive debut at #11
on our charts proves the boy can still
rock with the best!"

Lew Garrett—Camelot Enterprises
"Best work Seger's done in years."

BILLBOARD ALBUM CHARTS
LIKE A ROCK #9*

ON HIGH QUALITY CASSETTES, ALBUMS AND COMPACT DISCS. FROM *Capitol*

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