ARBITRON SUBSTITUTES ON THE WAY?

There are a host of new entries in the ratings field which have submitted their proposals to the NAB task force. Jhan Hiber takes a look at each of them and their methodology.

BIRCH SPRING RATINGS CONTINUED

WRKS holds the lead in New York, but WHTZ is moving up. New York Birch results plus figures for San Diego, Washington, Boston, Cleveland, and

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AGREEMENT NEAR ON AM QUALITY

Potential good tidings for AM, as the National Radio Systems Committee, a joint venture of NAB and the Electronics Industry Association, approach a consensus on AM reception quality improvement.

FUTURE GOLD

Sean Ross concludes his five-part examination of the Gold rush with a look toward the format's future survival, while Reed Bunzel gets the viewpoints of the 24-hour Oldies network proprietors. Page 27, 48

IN THE NEWS THIS WEEK

- Bill Gardner PD at WLTF as Dave Popovich forms consultancy
- David Pederson GM at KWJJ
- KSFO adopts Gold format
- Zak Phillips PD at KAZY
- Andre Fuller PD at WZEN
- Gary Parks PD at WCZE John Olney GM, Chester Benton OM, Johnny Hart GSM at WRAP
- Bill Stoeffhaas GM at WMJJ
- WZKC switches to Classic Hits
- Drake Hall Station Manager at KBER
- Elliot Goldman raps record, radio lemming syndrome
- KMZK returns to Classical
- EMI America, Rounder in new pact •21 markets artist futures
- Keymarket buys KOKE-FM, completes Amaturo takeover
- WMTG goes up for auction
- Study finds 25% of stations held for less than three years
- Dennis Patrick claims deregulation spurs minority ownership Page 3, 4, 6, 10

CLASSICAL RADIO UPDATE

Guest editor Bob Goldfarb reports on the happenings at the recent Concert Music Broadcasters' Association convention for Classical stations

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NEXT WEEK IN R&R

The CMA has launched a unique meeting of radio, retail, and record minds in a series of traveling workshops. Lon Helton reports on the first one.





Osterhout Elevated To Edens Exec. VP

WRBQ-AM & FM/Tampa VP/GM Michael Osterhout has added Executive VP duties for parent Edens Broadcasting, which also owns KOY-AM & FM/Phoenix and WRVA & WRVQ/Richmond.

Noted President Gary Edens, "We have tremendous confidence in Michael's abilities, and hope he'll spread his magic elsewhere, as he's built one of the top ten stations in America with WRBQ. Michael will assume additional involvement in all of the Edens stations, and



Michael Osterhout will be one of the key people in our acquisition strateg

Osterhout joined WRBQ as Local Sales Manager in 1978, moved up to GM in 1981, and earned his VP stripes the following year. Having worked with the other Edens GMs since the company's leveraged buyout from Harte-Hanks in 1984, Osterhout sees no drastic changes. "This is a great group of people and a great company," he said. "I'm just proud to be part of it."

EZ Buys Nine Affiliated Stations For \$65 Million

EZ Communications' sealed bid offer to purchase all nine Affiliated radio properties for \$65.5 million has been accepted, pending FCC approval. The sale takes Affiliated, a subsidiary of Affiliated Publications, out of radio broadcasting, and gives EZ 16 stations, 12 FMs and four

According to Mike Biondi, an

Robertson **Directs** KIKK **Operations**

Jim Robertson has transferred from PD at WRVR-AM & FM/Memphis to become Operations Director for sister Viacom Country outlet KIKK/ Houston. Robertson succeeds longtime KIKK morning man Ron Foster, who became PD two years ago. Foster will stay with the station as morning

VP/GM Nick Trigony com-mented, "There's no way you can do justice to either position when you're doing a 5-9am morning show and then programming an AM-FM combo after that. There just aren't enough hours in the day.

"We wanted somebody to come in who could devote his fulltime energy to programming the radio station . . . and do a little more than that. Jim will be involved in the marketing, research, engineering, and everything else we do."

Robertson told R&R, "KIKK is an industry legend, regardless of format. It's a dynamic operation with lots of highly talented people. It's exciting to come in here and be part of this great war in Houston.

Robertson spent the last five and a half years as WRVR-AM & FM PD, earlier serving as Operations Director/morning man at WDIF/Marion, OH.

associate with the New Yorkbased investment firm First Boston, who handled the transaction, "There were over 140 interested parties, over 40 preliminary bids, and six final bids. It was a close auction and both parties feel extremely good about the deal."

EZ President Alan Box told R&R, "To get a full complement of FMs in one move in such strategic markets is the opportunity of a lifetime. The Affiliated properties are wellrun, well-programmed, and well-established within their markets. They'll require little change and will fit perfectly within the EZ group." Box added he expected the transaction will close in November or De-

Affiliated Exec. VP/COO Leonard Bolton remarked, "Affiliated Publications, which owns 45% of McCaw Communications (with assets in cellular phones and TV cable outlets) and the Boston Globe newspaper, is now entirely out of radio broadcasting. We wanted to make our future acquisitions in the areas we're still in. We're delighted a company like EZ made a competitive bid. They're a great group of people, and our stations and the people who work in them will be in good hands with EZ."

The sale encompasses Country-formatted KMPS-AM & FM/Seattle and KRAK-AM & FM Sacramento, News/Talk-AC combo WOKV & WAIV/ EZ/See Page 4

KQYT Adopts AC **KOY-FM Identity**

By Donna Brake

Music/Easy Listening format, KQYT/Phoenix has switched to AC, changing call letters to KOY-FM and simulcasting with KOY (AM) from morning drive through 6pm. Most KQYT staf-fers have been let go.

VP/GM Mike Horne related the reasoning behind the switch. "It's a longterm decision. Our company has found a lot of success in doing this. We did it in Tampa when we took WNSI, which was an AM talk, and folded it into WRBQ, and now it's WRBQ-AM & FM. And we also did it in Houston, when we took KULF and pulled the plug on a successful Easy Listening station to create KKBQ-AM & FM.

"Another thing that came into play was that KOY, even with a four share vs. KQYT with an 8.4, had always outbilled KQYT. It's a more salable product in terms of the things that are just naturally there that we have to offer, like traffic sponsorships, news sponsorships, personali

After 22 years in the Beautiful ties. It's a much more visible presence in the market

With KQYT, you're looking at a station that can only run eight units an hour. You're also dealing with a natural built-in prejudice against Easy Listening. For the longterm, this move will allow us to present the best profit picture for Edens Broadcasting in Phoenix

"Basically all we're doing is what we were doing on AM. The only difference is we're patching into the FM station. The way we're packaging it and selling it and presenting it to the public is as one radio station. Now KOY is not just 55 AM, it's 95 5 FM too.

KOY OM Chick Watkins, who will also oversee the FM operation, explained, "We will be simulcasting the music dayparts, then we'll split at six. KOY-AM will maintain exactly as it did before with the talk elements, and KOY-FM will be a music station with a couple of

KOYT/See Page 4

Grady RCA's VP/Sales



Jim Grady

Jim Grady has been named VP/Sales for RCA Records US. He will direct the label's new national sales force, which is currently being organized, and report to Exec. VP Rick Dobbis.

Grady was Director/Special Sales at RCA under its previous management structure, and then reported to Division VP/ Sales Pete Jones. Jones is now VP with the newly-created RCA/A&M/Arista Distribution, under President Sal Licata.

Dobbis commented, "Jim is an energetic, creative, and respected record man. His experience on the street and at RCA Distribution and his love and knowledge of product clearly demonstrate that he is the right man in the right job.

Grady's new post includes responsibility for RCA sales efforts for compact disc and midprice product.

He joined RCA in 1977 as a Field Sales Representative in Chicago and Washington, DC. He became Director/Video-Sales in 1984, and Director/Special Sales in May 1985. Prior to RCA, Grady worked at ABC Records and Pickwick DistribuOH WHATAFEELING!

1986 Motown Record Corporation

PAGE THREE

JULY 4, 1986

AOR'S NEW ARTIST DILEMMA

Steve Feinstein talks to a trio of promotion execs about the difficulty new artists have getting their music played on AOR stations. And Adam White previews the New Music Seminar's lineup of events.

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Olney, Benton, Hart Upped At WRAP

In concurrent appointments at Black-formatted WRAP/Norfolk, GSM John Olney has been elevated to GM, PD Chester Benton has advanced to OM, and longtime broadcaster Johnny Hart has stepped in as GSM from an AE post at cross-town WMYK.

A former major market executive in magazine and newspaper
advertising, Olney told R&R,
"We've been informing the black
community here since 1953, but a
year ago, the format switched to a
laid-back, less-talk direction. We
suffered some ratings losses, and
therefore the owners felt it was
time for a change. Our plans are to
continue the WRAP tradition and
go about our business in a very professional manner. The morale is
extremely high now; it's a real
team effort."

A 12-year staffer and former PD at competitor WOWI, Benton also handles mornings on WRAP. He said, "This gives me the chance to broaden my view on broadcasting, instead of looking at radio only from the music end. I'll be more involved in regional sales calls and in WRAP/See Page 6

POPOVICH SETS CONSULTANCY

Gardner Joins WLTF As PD

Veteran major market PD/personality Bill Gardner has been named PD/morning man at Booth's AC-formatted WLTF/ Cleveland. He succeeds former PD Dave Popovich, who has formed the Cleveland-based consulting firm Radio Consulting Services, Inc., with WLTF its first client station. Popovich will leave WLTF July 9 and commence his new business August 4.

WRMR & WLTF VP/GM Roger Turner commented, "We're going to help Dave in every way we can, and we hate like hell to lose him. His final assignments were to replace himself and give us a morning personality who'd be more competitive. Both Dave and I are confident that Bill, a truly outstanding radio professional, is

Phillips PD At KAZY



Zak Phillips

Zak Phillips, acting PD of KAZY/Denver since last April, when KAZY & KLZ OM Chuck Browning left to become PD of WIOQ/Philadelphia, has been named PD of the Group One AOR. KAZY, one of three AORs in Denver has in recent years trailed tight AOR KBPI and progressive KBCO in the ratings race.

Phillips has been working in Denver radio since 1978, including six years at rival AOR KBPI, where he rose to MD. He joined KAZY in the summer of 1984, and was music assistant before becoming acting PD.

PHILLIPS/See Page 10

Stoeffhaas Manages WMJJ

After three years as VP/GM at WMKJ & WQUE/New Orleans, Bill Stoeffhaas leaves to join Capitol Broadcasting AC outlet WMJJ/Birmingham in the same nosition.

position.

Stoeffhaas has also been GM at WOWD/Taliahassee (now WTHZ) for three and a half years, and worked at WZGC/Atlanta for eight years as GSM. At WMJJ, he replaces Ray Quinn, who left the station to pursue other opportunities.

Stoeffhaas told R&R, "I've known (Capitol President) Ken Johnson for a number of years and have talked to him about getting with the company through the years. He's always known that BirSTOEFFHAAS/See Page 6



Dave Popovici

firmly committed to moving WLTF to its rightful number one ratings position and assuming the programming responsibilities that go along with it."

Popovich told R&R, "It was a very difficult decision leaving one of the best situations I've been in. I've been very fortunate over the years to have been in great situations and work with many fine programmers, GMs, companies, and consultants. I felt this was a good time to take that experience and

KSFO Goes For The Gold

Following the recent arrival of PD Bob Hamilton, King Broad-casting's KSFO/San Francisco has announced plans to switch July 7 from its variety format to oldies, targeting 35-54 demos. KSFO morning man Gene Nelson will now simulcast his show on KSFO and KYA, which already offers a gold presentation aimed at 25-49 adults.

According to Hamilton, KSFO & KYA will also simulcast occasionally on weekends and for special programming. "This move KSFO/See Page 6

Parks PD At WCZE



Gary Park

After five years as PD at WBNS-AM & FM/Columbus, OH, Gary Parks has been named PD at WCZE/Chicago. He will also handle morning drive for the Transtar Format 41 station.

At the same time, WCZE announced several other appointments, including former WKBW/Buffalo Chief Engineer John Rosso as CE, industry veteran B. Jay Kaplan as Production Director, and three-year station sales executive Mark Wilson as Sales Manager.

PARKS/See Page 10



Bill Gardner

form my own company." He added that RCS can presently be reached through WLTF.

Although WLTF has hired Popovich as a consultant, WLTF is also consulted by E. Alvin Davis, Bob Henabery, and Peter Mokover's Market Perceptions. "Since I'll be GARDNEN/Seo Page 6

Fuller PD/MD At WZEN

Top-rated KMJM/St. Louis evening personality Andre Fuller is the new PD/MD at Unity Broadcasting's Black/Urban outlet WZEN/St. Louis. Fuller, who earlier worked at crosstown WESL, will also handle morning drive.

An eight-year broadcaster in his first programming position, Fuller's task is to catch up with format-leading KMJM, which holds a considerable lead over its competition. "I hope I'm coming in with some fresh ideas and new innovations," he told R&R. "We're quite satisfied with the people we have here — everybody seems to FULER/See Page 6



David Pederson

Pederson GM At KWJJ

KJJO-AM & FM/Minneapolis GSM David Pederson has been named GM of KWJJ-AM & FM/ Portland. He succeeds Ray Mirabella, GM for the past year, who is leaving the industry to form his own manufacturers' rep business.

Park Communications Radio Broadcasting VP William Fowler said, "Ray did a great job making KWJJ successful again. We're really sorry to see him go. We are confident Dave's solid background and experience will prove to be a valuable asset in Portland."

Pederson told R&R, "I'm looking forward to a very fulfilling experience. Coming from Minneapolis, which is very underradioed. Portland is an exciting, vibrant radio market. Ray and PD Larry Coates have the station headed in the right direction, which is dominating the Country market in Portland."

Pederson was with KJJO from mid-1961 to 1965 as an AE, then joined WLTE/Minneapolis as an AE. He rejoined KJJO as GSM in January of this year.

NEW CALLS WKLX

WZKC Drops Country For Classic Hits

After a little over a year as a Country station, WZKC/Rochester has shifted to Classic Hits. Now known as WKLX, it kicked off the new format at midnight on June 27 under the consultation of Gary Guthrie. Its key positioning statement will be "Where all the good songs have gone."

Since going Country at the end of March 1985, WZKC went from a spring '85 Arbitron rating of 2.5 to a 5.3 in fall '85. The 5.3 was good for eighth place 12+ (7th 25-54) and first in the Country race against WNYR.

Explaining the reasoning behind the format switch, GM Jim Meltzer told R&R, "We were doing fine with Country, but the revenues just weren't where we wanted them to be. Unfortunately, we couldn't make a bunch of money being the number one Country station in Poobester.

"Our research told us we'd do a lot better in the Classic Hits format. We decided the bigger bucks would be in a more mass appeal format. especially in Rochester."

format, especially in Rochester."
WZKC is in the process of being
transferred from Josephson

Broadcasting to Saga Communications, with the new owners set to take over at the end of August. Asked how much the sale affected the format change, Meltzer replied, "Very little. It's something we've been thinking about the last six months."

W/K//Sae Page 6

Hall KBER's Manager

Devine Communications VP/ Programming Drake Hall has been named Station Manager for the company's four-month-old AOR KBER/Salt Lake City. Hall will continue his group programming duties, which presently involve WBYR/Buffalo and a forthcoming Southwestern property.

Hall joined Devine four months ago after two years with MusicVision. Before that, he worked in programming and on-air at KTXQ/ Dallas, KPRI/San Diego, and two stints with WLRS/Louisville. "There aren't any real AORs

HALL/See Page 6

Goldman Hits Labels/ Radio 'Lemmings' Mentality

RCA/Ariola President Elliot Goldman took the record and radio industries to task for their past dependence on independent promotion, and called upon both communities to stand up and commit themselves "to controlling their own destinies" in the future,

Delivering the keynote address at the 15th annual Bobby Poe radio/records convention in Atlanta June 27, Goldman said that radio should exercise better judgment in music selection ("put yourselves back on the line") and that record manufacturers should pledge continued responsibility for their own promotion activities.

The executive, pointing out that independent promotion has long been part of the music industry, said that all indies should not be 'smeared with the broad brush of innuendo," and that the industry should not be a whipping boy for the news media. "But worst of all, it's wrong for the industry to lose control of its own destiny by allowing a single marketing technique to dominate its activities to the point of threatening its economic existence, and permitting itself to be portrayed as a corrupt and irresponsible business."

Goldman continued, "We, the senior record executives of our industry, have no one to blame but ourselves for the lemming-like, shortsighted, insecure, financially irresponsible way in which we all came to view independent promotion as the panacea for success."

The music business has a habit of adopting "this year's revelation as next year's panacea." he commented, citing past examples: the independent producer, unlimited and unrecoupable studio time, massive personal tours by "unknown and often untalented artists," indie promotion, and music videos.

Goldman charged, however, that radio programmers have been "equally lemming-like in foregoing your responsibility and authority to select music that you believe is appropriate." He said, "You became just as caught up in the syndrome of 'I'd better play it if 100 other stations are."

The way new music is added to the airwaves is "not a two-week process," Goldman stated. "Sometimes it's not even a two-month process." He said that audience response should be a greater part of the equation, and called it

EZ Communications

Jacksonville, AC KAMJ/Phoe-

nix and Religious AM KFLR/

Phoenix (pending sale from

Family Life Radio to Affiliated,

due to close in late July), and AC outlet KFYE/Fresno. EZ

owns WBMW/Washington, WHQT/Miami, WBZZ/Pitts-burgh, KYKY/St. Louis,

WEZB/New Orleans, WEZC/

Charlotte, and WEZS/Rich-

Continued from Page 1

healthier if "the build is by 10 and 20 stations a week, so that we all know exactly what is happening."

Goldman concluded, "We should continue to promote you ad nauseum on our records, as that remains the key to our success. Be receptive to that promotion, accept it when it is valid, reject it when it is not, and evaluate all of it in the context of your obligation to secure the largest audience you can.

"It is out of that dynamic that we both will achieve not only our greatest commercial success, but more importantly will bring the best possible music to the consumer."

EMI America, Rounder Unite In New Deal



READY TO GO — After concluding the details of their new agreement, EMI America executives joined Rounder principals to take the deal for a spin around the block. Front seat (i-i): EMIA VP Colin Stewart, and Rounder's Ken Irwin and Marian Leighton. Back seat (i-i): EMIA VP/Creative Services Frenchy Gauthier, VP/Business Affairs Merk Berger, VP/Administration Dave Palacio, VP/ABR Nell Portnow, and Rounder attorney Gerry Margolis. Standing is EMI America President Jlm Mazza.

EMI America and Boston indie Rounder Records have reached agreement to sign and develop acts together. The new deal introduces an EMI America/Rounder label, which will be distributed through the Capitol branch system. The first release under the arrangement features the just-shipped debut album by Austin band True Retievers.

Rounder is not leaving indie distribution, but will work with EMI America on specific artists for the cooperative venture. The Boston firm's 15-year-old catalog of over 600 titles continues through independents, as will new releases.

Talent to be signed and marketed via the joint label may originate
from either side, but both must
agree on an act's suitability. "It's
by mutual agreement," explained
Marian Leighton, one of Rounder's
three owner/founders. "There may
be some instances where EMI
would even suggest artists to us
that they feel would be appropri-

ate. It's a two-way street."

The deal calls for no fixed number of acts on EMI America/

Rounder, said Leighton, nor will they be of a specific type. "It may be anything from rock and roll to black music. But the emphasis will be on new and developing artists, or acts that've been lost to indie distribution but which haven't really been proven in the marketplace."

The new label builds on the relationship established when George Thorogood & the Destroyers signed to EMI America in 1982. Said Leighton, "When EMI signed George, they signed both him and Rounder. It's our signature as well as his. They signed a team, in essence, and that continues as it did with the first record."

Commented EMI America President Jim Mazza, "This next step of growth is simply an extension and an expansion of our current and successful progressive working relationship. We welcome the executive and creative talent that Rounder brings to the world of EMI Music."

EMI will distribute the EMI America/Rounder label internationally as well as domestically.

21 Uses Euro Bonds To Fund New Talent

The 21 Entertainment Group is raising capital to develop recording acts via an unusual overseas bond issue. The concept has been developed by 21 President Fred Haayen with Allison Securities, a Denver-based investment banking firm.

It's a \$25 million offering, according to Allison's John Lehman, through American Dominion (a bond service firm) in Europe. Investors can buy a recording artist's "futures contract" representing 5% of the gross revenues of the act's next five albums. Attached is a seven-year annuity, guaranteeing the full face value of the initial investment.

Explains Lehman, "The bond issue is floated as a blind pool, which means that the money is earmarked for future-designated artists." Those acts are "designated" and developed by 21 Entertainment, and placed either through its own record label or others.

The goal is to raise sufficient capital to start "four or five acts in the course of this year," according to Haayen, and cover recording and promotion — among other costs — up front.

The dividend is allocated from the artist royalties or the record company revenues, depending on whether the contracts are sold on behalf of the artist or label. The issues also carry a warrant entitling the investor to purchase a percentage of gross revenues received by the artists for merchandising receipts over a seven-year period.

For each album sold worldwide, approximately 40 cents goes back to the pool of investors. The break-even point for the contract holders, excluding the annuity, is approximately 300,000 unit sales per release.

Lehman notes that bond holders will benefit from the inauguration of a secondary trading market, the Entertainment Bond Exchange, in Luxembourg Sept. 1. Also proposed, he says, is an Entertainment Futures Fund, which would permit US investors to buy and sell on the Luxembourg exchange.

Haayen notes that all current 21 assets (the company was formed in 1983) are being handled through 21/Amor, his joint venture with the Amor Group. Still to be determined is the status of the 21/Amor venture as it relates to acts developed via the 21 Entertainment bond issue. Haayen is a former President of Polydor Records US, and was Sr. VP at WEA International before launching 21.

KOYT

Continued from Page 1

new personalities."

Horne anticipates only slight erosion on KOY (AM) during simulcasted dayparts, saying, "I think it says a lot for KOY that it's maintained the type audience it has on the AM doing a music-oriented format during the daytime hours. We're also keeping the talk programming on the AM at night, and the talk programming has consistently been in the top one or two."

The winter '86 Arbitron shows KQYT in a tie for third place 12+ with an 8.4, leading sole B/EZ competitor KMEO-FM by over two full points.

Into The Shopping Center

KOY is a full-service radio station, a form of AC not frequently programmed on FM. Edens Broadcasting Director/ AC Programming Bob McNeill and Watkins see that distriction as a positive. Said McNeill, "ilt's not like the Coca-Cola story. The classic Coke formula isn't changing. We don't want to fool with the formula. We feel it's a tested product and that it works well. Now we're just putting it into the shopping center where 70% of the shoppers are."

The switch was made at midnight Tuesday morning (July 1). The advertising campaign includes a heavy television schedule, bus boards, and painted billboards. A direct mail promotion is also planned for the near future.

Watkins, discussing the former KQYT staffers, said, "We're obviously concerned about the people who we had to let go, but on the other hand, we feel very confident that these are extremely talented people, tremendously successful with what they did here. They're not going to have a lot of difficulty finding jobs.

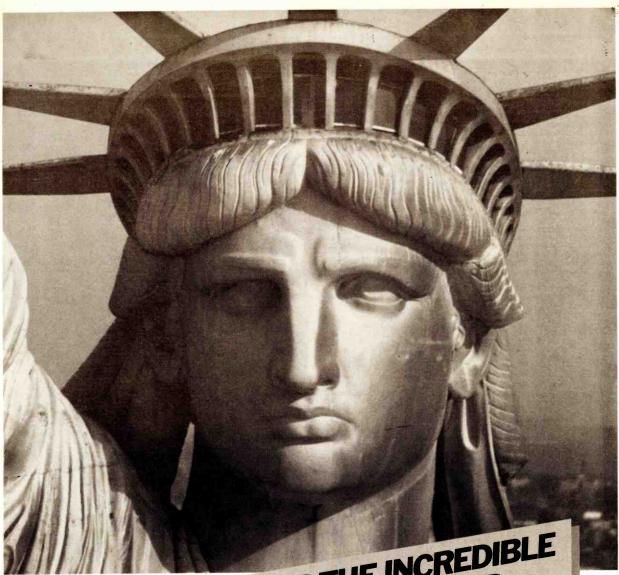
"KQYT PD Dave McKay came to the market and did what he was supposed to do. He got the numbers and the change had nothing to do with him. Dave is an excellent programmer"

Spandau Signs To CBS



CBS has signed Spandau Ballet worldwide, with a single, "Fight For Ourselves," due shortly, and an album to follow. Pictured with the group are (standing i-r, starting with second from left) attorney Brian Carr, CBS UK's Richard Rowe, Sr. Director/A&R Muff Winwood, and Managing Director Paul Russell, who announced the signing; manager Steve Dagger is seated in front.

4/R&R FRIDAY, JULY 4, 1986



OU SHOULD HEAR THE INCREDIBLE THINGS THEY SAY ABOUT HER.

Starting June 9th, Ronald Reagan, Warren Burger, Richard Nixon and 17 others will take part in a special AP Network News series— The Liberty Minutes.

They'll each take 60 seconds to share their feelings about Lady Liberty on her 100th birthday.

President Reagan begins the series on June 9th. Then, one Liberty Minute runs each weekday until July 4th.

Williams at 800-821-4747. And make your station part of America's greatest birthday celebration.

AP ASSOCIATED PRESS BROADCAST SERVICES THE NETWORK NEWS LIBERTY MINUTES:
PRESIDENT REAGAN PLUS 19 OTHERS, JUNE 9-JULY4

NEWS IN BRIEF

KMZK Returns To Classical

By Lon Helton

Following a seven-month fling with Country, KMZK/Phoenix will return to a Classical format be-tween July 8-14. Here's the rather complicated scenario:

Affiliated Broadcasting took over Classical KHEP in early 1985. Assuming that Affiliated wouldn't retain the Classical format, KMZK changed from Oldies to Classical. However, Affiliated, which changed calls to KONC, affirmed its Classical commitment to the Phoenix marketplace.

In March of that year, Affiliated and-Larry Mazursky, owner of Big Band KLFF and KMZK, struck a deal for Affiliated to buy KLFF. It included a provision that KMZK would not compete in the Classical

As this was transpiring, K.I.I.I-AM & FM dropped Country. Perceiving a hole, KMZK moved to Country to honor the contract. Soon after, however, the sale of KLFF to Affiliated fell through. Then, about seven months ago, KONC dropped Classical for Transtar's Format 41.

In the meantime, KMZK was able to improve its 3000-watt signal, licensed to Sun City, so it would cover the entire valley. Armed with a stronger signal and without the competition from KONC, which had been Classical for 18 years, KMZK decided to return to the format.

Station Manager Rick White told R&R, "From a business viewpoint,

we're very pleased with how this whole thing shakes out. We feel we're giving something back to the community. Mr. Mazursky was very committed to Classical and had it not been for the serious offer, we would have stayed with it.

"We went Country because he saw it as an opportunity. Of course, KNIX is a legendary station and very difficult to go up against, but we felt we could benefit by being the only other FM Country station.

"We're really returning to our original game plan, which was to be able to sell the Music Of Your Life and Classical formats in com-

KSFO

Continued from Page 3

provides a solid oldies option in San Francisco," he said, "which until now there really hasn't been. KYA was basically oldies, but has since been streamlined to make a great combination with the AM."

As part of the switch, several staffers were let go, including KSFO night personality Al Collins, KYA evening talent Amir Mansbacher, KYA morning man Jeff Clark, and KYA News Director George McManus. Joining KYA on-air are former KHYT/Tucson PD Scott Forrest and former KRTH/Los Angeles talent Pat Evans, who will also handle pro-duction duties. Further staff changes are expected.

WZKC

Continued from Page 3

No personnel changes have taken place, with PD Bobby Hatfield and the entire airstaff remaining.

Meltzer also announced he'll be leaving the station upon the ownership change and is looking for new opportunities. Prior to WZKC, Meltzer spent five years with Mid America Media, including a fouryear stint as GM of WTRX/Flint before being named Mid America's

Continued from Page 3

ASK DR. RUTH

IF JERRY GALVIN GIVES GOOD PHONE.

Stations are preceding Dr. Ruth's phone-in sex-therapy show with Jerry Galvin's phone-in

humor show. Others are programming Jerry

Galvin against Dr. Ruth. Either way, Jerry Galvin

and Dr. Ruth are changing Sunday evening

radio in America.

"TalkTalk with Jerry Galvin" is fed on Satcom 1R,

Transponder 23, Ghannel 10 on Sundays from

9-11pm Eastern Time. The program is formatted

so you can take one or both hours. For a demo

tape and information phone 513-751-0991.

mingham is where I really wanted "WMJJ is very successful just

Stoeffhaas

the way it is. It's really a tight race now with WZZK, a very well-run Country station that has consistently been number one here. I'd like to break out of the pack and move ahead. We have a few ideas on how we can do that and take the station to the next level

than either MOYL and oldies or MOYL and Country. Virtually the entire FM staff is

being let go (see Pros On The Loose) on the date of the change.

bo. The psychographics fit better

Hall

Continued from Page 3

here," Hall said, pointing to Salt Lake City's AC/CHR saturation. "KRSP-FM has been winning by default for the past several years as a pretty tight AOR, if it can be called that. KBER has a broaderbased format appealing to 25+ males. We're about 60/40 noncurrent/current, going as far back as Elvis."

Observed Devine President Chris Devine, "Everybody at the station reports to Drake, and as we grow he'll assume more responsibilities with each acquisition. Although the duration of our relationship with Drake has been short, he's demonstrated an ability to take on these responsibilities: Drake displays not only a dedication to the company, but also the management style we try to maintain on a corporate level.

Fuller

Continued from Page 3

be a family. They pull together because they know the job we have

Said WZEN GM Jim Gates, "The sound turnaround Andre's developed in only two days is bigger than I've seen in three months. The response from the audience and the street is unbelievable. When you look at the numbers Andre had acquired, he had to know what he was doing. Andre has complete control over everything: whatever he wants to do, we run with it. As he says, 'We've been number one in everybody's hearts; now we'll be number one on paper.'

WRAP

Continued from Page 3

helping set up promotions with clients, as well as the overall station operations. We'll continue to be consistent and remain very involved in the community."

Gardner

Continued from Page 3

based in Cleveland," Popovich said, "I'll be able to very closely monitor the competitive situation in this market.'

A former PD at K101/San Francisco, Gardner fills the airshift vacancy created by the recent departure of seven-year WLTF morning man Ken Morgan. Gardner has also worked on-air in Dallas, San Antonio, San Diego, and Salt Lake City.

 Twenty-year broadcast and record industry veteran LEE SILVERSIDES has been appointed President/Director of Island Records of Canada Ltd. During the past two years he served as VP/Promotion for the company. Silversides succeeds Doug Chappell, who took on a similar post at Virgin Records of Canada.

· GARY GROSS is named VP/Division Manager of Riviera Broadcast Leasing, an L.A.-based commercial finance company specializing in equipment leasing, term loans, and acquisition and receivables funding for the motion picture, broadcast, and recording industries. Gross is a former White House film photographer to presidents John Kennedy and Lyndon Johnson.

• Longtime broadcasting veteran DON GORDON has been appointed GM at KEYW-FM (KEY/98)/Pasco,

• WALT BROWN has been named PD at WHHY-AM & FM/Montgomery. He replaces Bob Raleigh, who leaves to pursue other interests.

 PETER FALCONI has resigned as PD at WGAN/Portland, ME to become PD at WERZ/Exeter. He succeeds Jack O'Brien, who moves to sister station WJBQ/Portland.

• ALEX MILLER is promoted from National College Representative and Retail Assistant to National Album Promotion Coordinator at Atco Records.

· JAMES GREENWALD, Chairman of Katz Communications, has been elected President of the International Radio and Television Society, succeeding EDWARD BLEIER of Warner Bros. BETTY HUDSON, VP/Corporate Relations & Advertising at NBC, was

• THEODORA ZAVIN has been elected President of the Copyright Society of the USA. She is BMI Sr VP, Special Counsel and Assistant to the President, and has served as Trustee, Treasurer, and VP of the society

• CRAIG ROBERTS joins Century Broadcasting Corp. as Sr. Corporate Engineer for the company-owned radio stations, based in Denver. Roberts had been Director/Engineering for Storz Broadcasting since 1980.

• JUDITH SAFFER has joined BMI as Assistant General Counsel, and will be involved in all aspects of the performing rights organization's legal affairs. She was Senior Counsel at ASCAP, which she joined in 1968.

• MARCY DREXLER has been promoted to Director/Professional Activities, East Coast for Chappell/Intersong Music Group USA. She was Professional Manager at the company and previously Manager/A&R at MCA



Lee Silversides

 RICK FLETCHER assumes the PD post at KUZZ/Bakersfield, following OM/PD Buddy Owens's move to sister outlets KNIX-AM & FM/Phoenix. Fletcher served as KUZZ's MD prior to becoming head of computer operation and research coordinator for KUZZ and sister station KKXX in

STAFF

orks & Species Editor REED BUNZEL gs & Research Editor JHAN HIBER e & Marketing Editor HARVEY MEDNICK

ANE ONLIER JOHN ERVENHUTSCH Tambur Services LEE CLAR ARKE LANE ARKE ONLIER JOHN ERVENHUTSCH Tamb Director. JOAN

Production Director, RCHARD AGATA
Associate And Director, RCHARD AGATA
Associate And Director, MARRITH FRANCISEN
Photography, RCGREZ TUMBUALS
TYPOORTHY RENT THOMAS, LUCIE MORRE, BILL MOHR
Standiss GART VAN DER STEUR, MARIA DUNIONES.
TAN RUMMERDUM.

THE QUINNERS OF THE STANDER AND ARCHARDAR ARCH

ASSOCIAE EGROP. RUGERT LUBREN Machiville Bureau (6/5), 292-8982, 292-8983, 1610 1601 Ave Soutin. Nashville. Th 37212 Sucesa Chell SHARON ALLEN ASSOCIATE ÉGRE KANT BEL RECEDIONIST DESE FERNELL

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6/R&R FRIDAY, JULY 4, 1986



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Keymarket Acquires KOKE-FM For \$15 Million

KOKE-FM/AUSTIN, TX

PRICE: \$15 million

BUYER: Keymarket Broadcasting of Texas, Kerby Conter, Paul Rothfuss, and Donald Alt, principals. It is affiliated with Keymarket Communications, which also owns KMJO/Houston; KMJM/St. Louis; WLTI/Detroit; WSKR & WIZD/Atmore, AL; WNNK/Harrisburg, PA; and WTCB/Orangeburg, SC.

SELLER: KOKE, Inc., owned by Iva Lea Worley Barton and her son, David Worley. They are in the process of selling KOKE (AM) (see next transaction).

DIAL POSITION: 95.5 MHz
POWER: 100 kw at 1000 feet (new tower construction underway).
FORMAT: AC.

BROKER: R.C. Crister & Co.

KOKE (AM)/AUSTIN, TX

PRICE: \$1.5 million

BUYER: Jim Ray, former Station Manager. He also owns KGNB & KNBT/New Braunfels, TX and KSET/EI Paso.

SELLER: KOKE, Inc. (See previous transaction for ownership details.)
DIAL POSITION: 1370 kHz
POWER: 5 kw
FORMAT: Urban

WNFI/PALATKA, FL (JACKSONVILLE)

PRICE: \$8.5 million
BUYER: Norman Drubner, who also
owns WNLC & WTYD/New London,
CT and WPAP/Panama City, FL.
SELLER: Ronette Communications

SELLER: Ronette Communications
Corp., Carl Como Tutera and Ronald
Samuels, principals. It also owns
KXYQ/Salem, OR.
DIAL POSITION: 99.7 MHz

DIAL POSITION: 99.7 MHz POWER: 100 kw at 1249 feet FORMAT: AC

KFIM/EL PASO

PRICE: \$1 million
BUYER: ELP Broadcasting Association, Les Robertson, principal.
SELLER: KFIM, Inc., which is owned
by Ronald Marks, John Parry, John
Thompson, and Lewis Overstreet.
DIAL POSITION: 92.3 MHz
POWER: 100 kw at 1860 feet
FORMAT: AC
BROKER: Donald R. Clark, Inc.

KOMS/REDDING, CA

PRICE: \$750,000
BUYER: Redding FM, which is owned
by Eugene and Joy Hill, Hill's möther,
Emma, and Jerry McGee. It also owns
KSHA/Redding.

SELLER: Radio Redding, Inc., George Johnson, owner. It also owns KMFR/Phoenix, OR and KTMT/Medford, OR.

DIAL POSITION: 1400 kHz POWER: 1 kw days/250 watts nights FORMAT: AC

KNWZ/PALM DESERT, CA

BUYER: Kelth and Kenneth Bass
SELLER: Media Women, Inc., Mary
Nelswender, principal.
DIAL POSITION: 1270 kHz
POWER: 1 kw.daytimer
FORMAT: News/Talk

WKXR/ASHEBORO, NC

PRICE: \$500,000
BUYER: Edward Swicegood, longtime GM of the station.

SELLER: Dick Broadcasting, James Dick, President. It also owns WKRR/ Asheboro, NC; WIVK-AM & FM/ Knoxville, TN; and WKDA & WKDF/ Nashville.

DIAL POSITION: 1260 kHz POWER: 5 kw days/500 watts nights FORMAT: Country

WCNH-AM & FM/ QUINCY, FL

PRICE: \$400,000

BUYER: Capital Broadcasting Inc., Bruce Houston and Stanley Karas, principal owners. It also owns WIKX/ Immokalee, FL.

DIAL POSITION: 1230 kHz; 101.7 MHz POWER: 1 kw days/250 watts nights;

POWER: 1 kw days/250 watts nights 3 kw at 200 feet FORMAT: Urban

KZIQ-AM & FM/ RIDGECREST, CA

PRICE; \$335,000
BUYER: Bel Air Broadcasting, Robert Rosenthal, President and owner.
SELLER: Space-Time Broadcasting
Co., John Murrau, President.
DIAL POSITION: 1360 kHz; 92.7

POWER: 1 kw daytimer; 3 kw at 235 feet

FORMAT: Country; AC BROKER: Gammon & Ninowski

WTYN/TRYON, NC

PRICE: \$310,000
BUYER: John and Cathy Calure
SELLER: Polk Country Broadcasting
Corp., K.C. Smart, President.
DIAL POSITION: 1160 kHz
POWER: 10 kw days/500 watts
nights
FORMAT: AC

KQAI/CHILDRESS, TX

PRICE: \$250,000
BUYER: Steven White
SELLER: Dream Communications,
W.W. Best, President.
DIAL POSITION: 95.6 MHz
POWER: 3 kw at 297 feet
FORMAT: AC

WBEM/WINDBER, PA

PRICE: \$140,000 BUYER: Greater Johnstown Radio, Inc. SELLER: Baughman Media Inc., prin-

cipally owned by David Wolff. He also owns WRTA/Altoona, PA. DIAL POSITION: 1350 kHz POWER: 2.5 kw daytimer FORMAT: AC

Parks

Continued from Page 3
In addition to setting up the
44-station Ohio State Sports Network while at WBNS, Parks brings
programming and on-air experience from stations in Cleveland,

ence from stations in Cleveland, Providence, Charlotte, and Dayton. "At the age of 41," he said, "it's exciting to be a part of the scene at COZY and help provide a music product targeted for my age

Noted VP/GM Al Wilson, "Gary is a consummate professional. He's been around and knows what it takes to successfully put together our intricate format and give it that great sound we deliver."



Dennis Patrick

Patrick Says Deregulation Spurs Minority Ownership

Calling the "effort to create a marketplace where competition and new entry are unimpeded" a "hall-mark" of the current FCC, Commissioner Dennis Patrick hailed the benefits of the FCC's deregulatory policies to minority ownership in broadcasting.

Speaking before a conference of minority entrepreneurs in New York City last week, Patrick said, "By stripping away outdated and unnecessary rules, and simplifying others, the Commission has lowered barriers to entry — all of which benefit the minority entrepreneur."

He added, "Deregulation has been viewed by some as at odds with the goal of minority ownership. I disagree. Regulation can create barriers to entry that hurt minorities the most. Why? Because to overcome regulatory barriers to entry, Washington attorneys and substantial capital are often required."

Patrick's comments came at a conference, "Broadcast Opportunity Partnership," sponsored by the White House Office of Private Sector Initiatives, the Broadcast Capital Fund (BROADCAP), NAB, the FCC and the US Department of Commerce. The meeting was the final in a series of three minority ownership conferences conducted jointly by the groups this year.

Phillips

Continued from Page 3 KLZ & KAZY VP/General Manager Marvin Rosenberg told R&R, "Zak's pulse on the Denver market, combined with his people skills, should add another dimension to KAZY programming. He understands the Colorado mentality and knows how to program to the lifestyle."

KIZ & KAZY VP/Station Manager Ellen Berk added, "It's part of our philosophy to promote from within. Zak understands the market and our competitors, has a good head on his shoulders, and he and I work well together."

Phillips commented, "The unique diversity of programming styles keeps Denver radio interesting and fun to work in. There's no other market in the country that presents the programming challenges that can be found here. I'm looking forward to continuing KAZY's tradition of excel-

WMTG On Auction Block

WMTG/Gaithersburg, MD will be auctioned off by creditors on Wednesday (7/9) at noon at the Gaithersburg, Marriott Hotel. The suburban Washington, DC AM gained national prominence several years ago when it became WJOK, then the country's first all-comedy station.

WMTG broadcasts on 1150 kHz with 1 kw days/500 watts nights. The sale will be conducted by Michael Fox Auctioneers, the same firm which recently auctioned off WNTR/ Washington. For information, call the firm at (301) 853-4000.

25% Of Stations Held Less Than Three Years

Preliminary figures compiled by the FCC show that about 25% of broadcast stations that are sold have been owned for less than three years by the sellers. The statistics cover station sales for the three years since the Commission dropped its anti-trafficking rule, which required stations to be held for three years before they could be sold at profit.

Commissioners Mark Fowler and Jim Quello requested data on station trading rates in May, and Mass Media Bureau Chief Jim McKinney says the final report will be ready in a few weeks.

The preliminary figures cover all types of radio and television stations, while the final version will also include newly-built stations and construction permits.

Keymarket Closes Amaturo Deal

Keymarket Group, completing a transaction announced last fall, was set earlier this week (7/1) to assume control of three stations formerly owned by the Amaturo Group. In the \$65 million deal to be closed this week, Keymarket picks up KMJQ/Houston; KMJM/St, Louis; and WLT/Upetroit.

Completion of the sale was delayed by a petition-to-deny filled against Amature by Carlisie Communications, which claimed that it had reached agreement to buy the stations. That dispute has been settled out of court, according to a Keymarket official

Reporting Transactions To R&R

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

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Peter Stromquist Los Angeles, CA (818) 366-2554

Bill Whitley Dallas, TX (214) 680-2807

Mitt Younts Washington, DC (202) 822-8913

WASHINGTON REPORT

UNIFORM PRE & DEEMPHASIS STANDARDS

Set Makers, Broadcasters Near AM Quality Accord

The radio and electronics industries, which seldom if ever work together, appear close to reaching an agreement that could substantially improve the sound that comes out of AM radios. Under the plan, AM signals and receivers would be coordinated at little or no cost to improve reception quality and reduce interference.

The promising news comes only two weeks after AM got another boost — word that the latest RADAR sweep shows that AM erosion and FM growth have finally levelled off.

The proposal to bolster AM reception quality has been under development since last year by the National Radio Systems Committee (NRSC), a joint undertaking of NAB and the Electronics Industry Association (EIA).

The two sides are close to reaching a consensus on uniform standards for preemphasis by broadcasters on the transmitting end and deemphasis by AM sets at the receiving end.

According to NAB staff engineer Michael Rau, one of the main reasons AM reception today is so poor is that stations broadcast a wider band signal than even the highest quality radio sets are equipped to receive. The extra signal slops over and creates interference elsewhere on the AM band, especially on adjacent channels. NRSC's standard would reduce or eliminate the spillover effect by synchronizing the bandwidth transmitted and received.

"Much Superior Sound"

Rau says the committee is strongly leaning towards recommending a standard that would result in "a much superior sound" by specifying:

- A 75 microsecond deemphasis curve for AM receivers, with a notch filter at 10 kHz
- A 75 microsecond preemphasis curve for AM transmitters, with a ceiling on radiated power spectrum at 10 kHz

Better AM Sets In 1986

Formal approval of the standard by the committee is expected to occur at NAB's Radio '86 convention in New Orleans in September. After a 90-day comment period, the voluntary standard would undergo a final committee vote in January. Existing radio sets wouldn't be affected, but new sets reflecting the agreement could begin entering the marketplace later in 1987.

Two weeks ago NAB's board heard a partial test of the new system, and a more complete demonstration will be available in New Orleans.

Little Or No Conversion Cost

Once the standard is in place, receiver manufacturers can begin building it into sets at virtually no

extra cost. Broadcasters would need to do some minor "retrofitting" of their audio processors, also at no cost, or buy new processors for \$5000 or less.

NAB's Rau predicts set makers will rally around the new standard because "there are no economic considerations at stake here.

"I am so excited about this Radio Systems Committee work," Rau concluded. "I think it's really going to fly."

Meanwhile, NAB's Radio Board has given its informal backing to several pro-AM steps. While not adopting a firm resolution, the board expressed its sense that NAB comments (due August 1) on the FCC's recently-released AM report should urge giving AM stations "additional flexibility and cost savings in terms of ownership of AM stations, operation of station studio facilities and origination of programming."

AM Quality Awareness Campaign Planned

The board also called on NAB's staff to launch a "public awareness campaign" to educate the public, plus radio set wholesalers and retailers, on "how good AM radio can sound on quality radio receivers." The board explained, "The campaign would be designed to stimulate production and consumer purchase of improved AM radios, including those equipped to receive AM stereo broadcasts."



LEG UP — Veteran radio and television broadcasters offered tips on how minorities and women can advance their broadcast careers last week at an NAB seminar in Washington. Sharing their experiences as broadcast managers were (left to right) Jonathan Rodgers, WBBM-TV/Chicago; Judy Conrad, WPGC & WCLY/Washington; Ronald Townsend, WDVM-TV/Washington; Richard Lobo, WMAQ-TV/Chicago; and Michael Douglass, WTOP/Washington.

NEWS BRIEFS

Mexican AM Pact Still Unsigned

The month of June has closed and there's still been no signing of a new AM agreement with Mexico that will open up new nighttime broadcasting opportunities for hundreds of day-timers. NAB had received a letter several weeks ago from a high Mexican official giving assurances that the new pact would be signed by June 30.

Bill Jahn of the US State Department will be in Mexico next week on other business, and says he is seeking a meeting with government officials there to work out any remaining obstacles. Jahn said the delay is not unusual in dealing with the Mexicans, whom he described as "very cautious." He added that the AM agreement is also one of the most complex ever negotiated.

Under the pact awaiting formal approval, most daytimers could broadcast for two hours past sunset, while 350 daytimers on Mexican clears would get fulltime status.

House Okays Daylight Savings Extension

The House last week joined the Senate in approving an extra three weeks of daylight savings time each spring. On a voice vote, the House adopted a bill identical to one passed by the Senate in late May.

Daytime-only broadcasters opposed the change on grounds that an extra hour of darkness for three weeks in the spring will hurt their ability to serve their communities because they'll be restricted to lower power until local sunries.

Under the new law, which President Reagan is expected to sign, daylight savings time will start on the first rather than the third Sunday of April.

McKinney Targets Broadcast, Land Mobile Conflicts

FCC Mass Media Bureau Chief Jim McKinney says in the next few months he'll be working towards a solution to a growing interference problem involving some broadcasters and the rapidly developing mobile telephone industry.

According to McKinney, thousands of car phones can suffer severe transmission and reception difficulties when the Commission allows land mobile antennas to be placed close to TV antennas.

nas, high-powered FM antennas, and even some AM towers.

"The Commission typically does not do a very good job, when it's issuing licenses, of worrying about electromagnetic compatibility," McKinney commented When the various antennas are placed in close proximity, on a "favored mountaintop," for instance, McKinney said "enormous dislocations can occur" to mobile phone service.

"As an engineer that bothers me," he added. "We'll be opening some kind of inquiry."

Comments Sought On FCC Fee Schedule

The FCC last week issued a Notice of Proposed Rulemaking (NPRM) seeking comments on how it should implement a new schedule of application fees for commercial stations. The actual fee rates are written into law, but the Commission wants guidance on other aspects of the new program.

The fees will go into effect no later than April 2, 1987 — one year from passage of the legislation creating the program. The fees will yield an estimated \$30 million yearly for the U.S. Treasury.

From 1963 to 1977 the Commission collected fees under a program that was struck down in the courts because the charges weren't directly related to the cost of processing specific applications. Between 1979 and 1985 the FCC was forced to refund \$59 million it had improperly collected from 162,000 applicants.

Other Key Developments:

• FCC Commissioner Patricia Diaz Dennis was sworn into office by Vice President George Bush last Wednesday (6/25) and attended her first Commission meeting the next day.

 The Senate Judiciary Committee has scheduled a hearing July 18 on hard-fought legislation to institute "source" licensing to compensate composers and songwriters for works used in syndicated television shows.

 The FCC is reportly getting close to final action on a longstanding proposal to alter the criteria_used to choose winners in comparative renewal hearings.

NAB's Radio Audience Measurement Task Force will meet July 15 and 16 to hear formal presentations from eight groups it is encouraging to develop alternatives to existing radio ratings methodologies.



KUDOS — Four networks and broadcast groups were honored by BROADCAP last week in New York for their assistance to minority entrepreneurs. Accepting the awards were (seated, left to right) Dan Britchie, Westinghouse Chairman CEO; Andy Jackson, Cap Citiles/ABC VP; Ray Timothy, NBC Group Executive VP; and Bob Hosking, CBS Radio President. Also in attendance were (standing, left to right) John Phelan, New York Stock Exchange Chairman CEO; Fred Ryan, White House Office of Private Sectior Initiatives; John Oxendine, BROADCAP President; Eddie Fritts, NAB President; Dennis Patrick, FCC Commissioner; and Altred Sikes, NTIA Administrator.





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See you in New Orleans!

Taking The Soft Shoulder Route

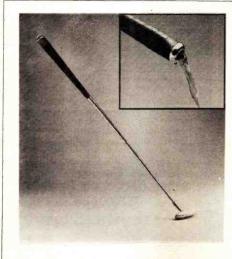
Now that many states require drivers to wear seat belts under penalty of law, maybe someone somewhere will make those overthe-shoulder harnesses more comfortable. Operating under this ye olde build-a-better-mousetrap philosophy, that's exactly what those enterprising souls at Phoenix, AZ-based Soft Shoulder have done.

Made of high quality sheepskin, this auto safety belt cushion is installed as easily as 1-2-3. Simply open the cushion, wrap it around your seat belt, and press the corresponding Velcro strips together to close. Voila! No more wrinkled clothes. No more uncomfortable chafing of the collarbone. And we hope - lots more people wearing their seat belts.

The Soft Shoulder pad not only retracts along with your seat belt, but also becomes softer with use. Available in either gray or cream, the item is priced at \$5 per unit retail and \$3 per unit wholesale.

with a minimum order of 24 units required for the latter. For more information, contact the company at (602) 971-4169





19th Hole Putter

The noble sport of golf was invented by the Scotch, a fact only reinforced by a close inspection of this combination putter/flask manufactured by Sporting Designs Ltd., an official licensee of the Royal and Ancient British Open golf tournament

The center-shafted putter sports a solid brass 4¼" head, an all-steel shaft, and padded D-shaped grip, the last of which can be filled with up to 3.38 fluid ounces (about two good snorts) of your favorite libation. The screwcap and inner flask are stainless steel, so there's only your cheap hootch to blame for that rusty taste, no matter how many times you come home too sloshed to wash the darn thing out.

Furthermore, the portable potable putter's shaft plate and brass head are ripe for engraving. Length: three feet. Weight: 1.44 pounds. Order via the Hammacher Schlemmer catalog at (800) 543-3366; for additional information, call (312) 664-7745.

Rx: Disposable Phones

The latest cost-cutting measure to be adopted by U.S. hospitals is disposable telephones. Selling for approximately one-sixth the cost of your ordinary telephone, these throwaway items are currently manufactured by several phone firms, including Midland, TX-based Mini-Phone Inc., Dallas-based Interline, and Boca Raton, FL-based American Cointel

Interestingly, preventing the spread of disease is secondary to the health care industry's sudden interest in disposable 'telephones. According to Dr. Robert Haley of the University of Texas, 90% of hospital-acquired infections occur in the patient's urinary

tract and blood or stem from surgical wounds or pneumonia. Quoted by the Associated Press, Haley claims "there is no documented evidence of diseases having been transmitted through a telephone," although he does note it is "possible" albeit "very, very unusual" for a patient to catch a cold via a hospital phone

What makes disposable telephones attractive to hospital administrators is their average price of \$7 to \$8 per unit. That in itself is somewhat remarkable when one considers that these throwaway phones must meet all FCC regulations and be hearing-aid compatible, while including such features as pulse or touch-tone dialing and a

buzzer on-off switch for patients who must remain undisturbed.

Factoring in the lower costs in manhours spent repairing damaged telephones, not to mention theft, it's easy to see why the hospital patient of tomorrow may add his or her own telephone to the familiar bedpan, water jug, and plastic wrist bracelet souvenir



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"Start Me Up" Covers Computers' Role In Rock

Anyone still wondering what computers have to do with the music business hasn't been listening to the radio since Buddy Holly died. Indeed, if such a novice exists, he or she is hereby directed to "Start Me Up," a 167-page illustrated paperback written by journalist Benjamin Krepack and former Rubber City Rebels leader Rod Firestone

Along with the usual glossary of computer and music terms, a music business/computer resource directory and answers to the mostasked questions, the book contains interviews with dozens of musicians, tour managers, business managers, producers, accountants, public relations representatives, booking agents, sound engineers, roadies, retailers, and record executives. What's unusual about "Start Me Up," however, is the book's focus on the use of personal computers within the rock 'n' roll machinery, detailing how the same unit can be used to control a synthesizer, calculate expenses, design an album cover, assign hotel rooms, and

much more.



START ME UP!

by Benjamin Krepack and Rod Firestone foreword by Joe Walsh

Especially useful to the selfmanaged local rock band or independent record entrepreneur. 'Start Me Up" retails for \$12.95 and is available from Mediac Press, P.O. Box 3315, Van Nuys, CA 91407

POLL STAR

TOP 20

CONCERT PULSE

LW TW ARTIST

- 1 AMNESTY TOUR
- 2 ZZ TOP
- 3 3 RUSH
- S. NICKS/P. FRAMPTON
- 5 ALABAMA 6 OZZY OSBOURNE
- 7 KENNY ROGERS
- 8 HEART 9 VAN HALEN
- 10 10 JUDAS PRIEST
- 11 11 FIRM
- 12 12 NEW EDITION 13 13 AEROSMITH
- 14 14 LOVERBOY
- 17 15 KISS
- 15 16 AMY GRANT
- 16 17 ROBIN WILLIAMS
- 18 18 SIMPLE MINDS 19 19 HANK WILLIAMS JR.
- 20 20 ANNE MURRAY

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

IF LOOKS COULD KILL
IS THE NEW SINGLE FROM

HEAR

Produced and Engineered by Ron Nevison .



Menagement Roses Lane Management Fredy Green Managemen

PRO:MOTIONS

Columbia Names Two

Phil Sandhaus assumes the newly-created post of Director/National Marketing Development, East Coast, for Columbia Records. Sandhaus joined the label in 1977 as Manager/Artists Services, later advancing to Director/Artist Development and then Director/Product Marketing. In 1984 Sandhaus was named Director/Product Development, East Coast.

In other label activity, Jack Rovner segues to the Director/Product Development, East Coast slot. A former concert producer/promoter, Rovner joined Columbia in 1981 as Manager/Artist Development. Three years later he became Director/Product Marketing, East Coast.

PROS ON THE LOOSE

Buddy Baker - Afternoons KSTM/Phoenix (602) 983-0303 Mark Bolke - PD KPKE/Denver (303) 771-2344

 Mornings Bobby Butler KMZK/Phoenix (602) 861-4022 Tim Higgins - Evenings KMZK/ Phoenix (602) 274-2502

Mike Korchak WZOU/Boston (212) 549-1741 Mark Lapidus - PD KBAT/Midland, TX (915) 689-7907

Mike Lee - Swing KMZK/Phoenix (602) 258-5437

Pat McKay - Operations Manager WZOU/Boston (603) 432-3156 Jim O'Neill - Afternoons KMZKI Phoenix (602) 839-2014

Joe Owens — VP/Marketing Mu-sicon Management/Toronto (416) 858-1945

Todd Parker - Swing KKHR/Los Angeles (213) 396-0505

Robin Robert - Overnights KMZK/Phoenix (602) 992-9236 Joni Silverman - Artist Relations United Stations (212) 874-

Jon Town - PD/Middays KMZK/ Phoenix (602) 252-3493

MCA Canada Realigns; Hill Promoted



Christy Hill

Following a recent reorganization, MCA Records Canada has announced six new appointments. Randy Lennox becomes Director/Sales after serving as Ontario Branch Manager/National Accounts: Stephen Tennant is named Director/Marketing and will continue to market Chrysalis product in Canada. In addition, Lesley Soldat is tapped as Director/National Promotion, Doug Spence is Ontario Branch Manager, and Kevin Frenette becomes Atlantic Sales & Promotion Manager.

And in conjunction with the realignment of MCA Records' International division, Christy Hill has been promoted to Director/Product Development, MCA Records International. She was most recently Director/Operations (Marketing), having worked in various capacities within the International division for the past four years.

Concert Entertainment **Enlists Masters**

Nick Masters has joined Concert Entertainment as a concert promoter. Masters most recently headed the Black Music Department at the William Morris Agency.

Allow 2-3 Weeks For Delivery

NBC Radio Nets Tap McCarthy

Tracey McCarthy comes to NBC Radio Networks as Manager/Advertising & Promotion. She joins NBC from Don Jagoda Assoclates, Inc. in New York, where she had been an AE since 1984. Her background includes serving as Assistant Account Executive at Mulr Cornellus Moore, Inc. in New York. Prior to that she was WNET/New York's On-Air Promotion Writer & Assistant Promotion Producer.

Brooks Manages WNDE & WFBQ Sales

Lee Anne Brooks has advanced to the Sales Manager post at WNDE & WFBQ/Indianapolis. She joined the combo three years ago as an Account Executive.

WRIF Ups Prain

Jim Prain is promoted to Local Sales Manager at Silver Star Communications' AOR WRIF/Detroit. Prain's background includes a tenure as KSRR/Houston Director/ Advertising & Promotions before joining WRIF in 1985 as Co-Op Sales Manager. He most recently served as WRIF's Retail Sales Manager.

CHANGES

Patrick Casssidy, former AE at WSMN/Nashua, joins WIZN/Vergennes as AE

Cindy Mercer-Thompson, former AE for WTRK/Philadelphia, ioins WMMR/Philadelphia as AE.

Suzy Eichenbaum, formerly in sales at Cable AD Net Group, joins WMMR/Philadelphia as AE.

Susan Hurst, former AE for-WIYY/Baltimore, joins Katz Radio/ San Francisco as AE

Bill Kehlbeck, former VP/GM of Supernet/New York, joins Katz Radio Group Network as AE.

Riza Appoints Three

Three-year-old Riza Records promotes Pearl Shelby to Assistant to the Executive VP. Concurrently, Cheryl Schmidt and Herbie Holland join the label, with Schmidt replacing Shelby as Marketing Manager and Holland serving as Southeast Marketing Man-

Chappell/Intersong Raises Blum



Linda Blum

Linda Blum advances to Director/Professional Activities, U.S., for the Chappell/Intersong Music Group - USA. Having joined the company in 1985 as Director/Professional Activities, West Coast, Blum had previously served as Arista's Director/Creative Activities for six years.

Mallard Rejoins Halsey Company

After nearly a three-year absence, George Mallard returns as VP with the Jim Halsey Company. The former promoter first joined the company in 1982 as a booking agent in the Tulsa office. In late 1983 he moved to Nashville as a VP at ICM. During the past year Mallard had been associated with Headline International.

Medaris Named KONO & KITY LSM



Joyce Medaris

Joyce Medaris has been tapped as Local Sales Manager at KONO & KITY/San Antonio. Prior to joining the Duffy Broadcasting stations, she was National Sales Manager for KOSI/Denver, Her background includes retail, co-op, and TV sales experience.

CHRONICLE

• WXLP/Davenport midday jock J.J. Scott, his wife Cindy, daughter Halley Kathleen, June 14.

 KFI/Los Angeles morning newsperson Barbara Whitesides, husband Don, son James Blake, June 17.

•WLLT/Cincinnati PD John Robert, wife Denise, daughter Kristine Daniele, June 19

•PolyGram VP/Promotion John Betancourt, wife Diane, son Gregory James, July 19.

•WAAV & WGNI/Wilmington, NC Continuity Director Margaret Wright to Steven Bowen, June 13.

•Survivor drummer Marc Droubay to Westwood One Programming/Clearance Representative Bonnie Benson,

DIRECTORS PROGRAM GENERAL MANAGERS THE LONG AWAITED AND MUCH OVERDUE first time offer NATIONAL INDEPENDENT MUSIC RESEARCH STUDY NOW AVAILABLE MARKET RESEARCH SPRING 1976 PARTY 17.0 SHOW ME THE WAY Drier Frammon (AGM) 29.0 LET YOUR LOVE I FOOM SEALING STORTS (WEIGHT) 18.5 SHOW BE THE WAY DRIER FRAMMON (AGM) 19.0 LET YOUR LOVE I FOOM SEALING STORTS (WEIGHT) 19.5 SHOW BE SEAL STORTS) 19.5 19 • ACTUAL CHART STRENGTHS OF ALL SONGS TO REACH THE TOP 15 POSITIONS LISTED CHRONOLOGICALLY 4th QUARTER 1975-1st QUARTER 1986 NOT TAKEN FROM NOR AFFILIATED WITH ANY TRADE PUBLICATION BASED ON 10 YEARS OF ONGOING WEEKLY RETAIL SALES REPORTS A MUST INVESTMENT FOR EVERY POPULAR FORMATTED RADIO STATION ONE OF A KIND COLLECTION OFFERED ONLY ONCE • 1986 SUPPLEMENT AND ALBUM PACKAGE AVAILABLE EARLY 1987 \$1000.00 Checks Payable To: Tycon Marketing & Research Co. • 3000 East Colfax, Suite 356 • Denver, CO 80206

While the nation sleeps, Mutual gets ready for...

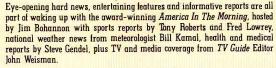




INTERNATIONAL

RADIO FESTIVAL

NEW YORK



It's no wonder the International Radio Festival of New York recently awarded the program - and the Mutual Broadcasting System - the prestigious Gold Medal for the most outstanding radio news show in the magazine format.

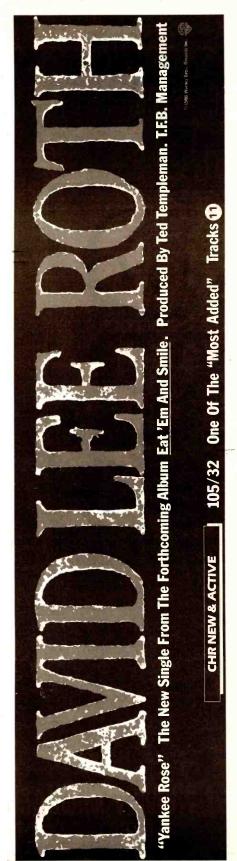
And now, there's even *more* news on *America In The Morning!* The program now features our brand-new Focus series - special investigative reports focusing on major controversies and exposés.

America In The Morning airs Monday through Friday from 5-6 a.m. (ET) and is designed as a lead-in for local morning drive programming. The show contains cut-away cues for insertion of local weather, traffic and news

While most of America sleeps, Jim Bohannon and the Mutual News team are awake and getting ready for another sunrise on national news, sports, weather, information and entertainment. America In The Morning gets you ready for the world every day.

> For more information, contact the Mutual Broadcasting System at (703) 685-2000.







Times are tense with the spring ratings results around the corner, and already changes are evident. In Boston, looks like OM PAT McKAY is no longer with WZOU, which according to market observers is moving towards a more mainstream CHR direction. Expect PD HARRY NELSON to call the shots ... Also in Beantown, 20-year broadcaster JACK CASEY has resigned as PD at AC WMJX as of July 15, due to philosophical differences with management ... Longtime KPKE/DENVER programmer MARK BOLKE will be leaving July 15 to pursue other interests. Operations Manager DOUG ERICKSON will assume the programming duties.

Back in Boston, rumor is that CHR WHTT will flip formats July 8, using its new calls WMRQ. Word is that the CBS FM will highlight a lot of new age/jazz music. New PD BARBARA TEMPLE hints only to unique formatic adjustments.

WOL/WASHINGTON owner CATHY HUGHES is trying to organize a grassroots effort in Washington's black community to buy WKYS, as the Urban outlet must be spun off now that GE has taken over NBC. Nearly 500 people showed up at a recent strategy meeting for the proposed purchase, which Hughes estimates will require \$45 million.

The Washington Post reported that WCLY has fired half of its highly-paid morning team of (JEFF) BAKER & (DAVID) BURD. David was let go June 30 due to the usual Ph.D., unfortunately on his first day back from his honeymoon. Ironically, the day David was blown out, he received a congratulations note on his marriage from RON & NANCY REAGAN. Baker & Burd are known for doing lots of political voices on-air, and have been invited to the White House several times. Meamwhile, WCLY's morning show will continue as a sofo gig known as "Baker & Co."

Houston had its own shakeup this week, as famed KSRR morning man MOBY split the MALRITE AOR. Reportedly, he wanted to renegotiate the terms of his seven-year contract 16 months into it; the station didn't. Moby's still on the payroll but off the air; a court will decide the validity and length of his noncompete clause. The move comes as "97 Hock" continues moving in a CHR/AOR hybrid direction guided by consultant JOHN GORMAN. For now, afternoon ace COLONEL ST. JAMES is being paired with newsman JON MATTHEWS in mornings.

A new appointment at GE means a reporting change for RCA/ARIOLA's worldwide recorded music operations, and for President/CEO ELLIOT GOLDMAN. He was previously responsible to RICHARD MILLER, RCA Corp. Exec. VP/Consumer Products & Entertainment. Miller has now been named GE Sr. VP/Consumer Electronics, reporting to the mega-company's Chairman/CEO JOHN WELCH. Taking over responsibility for the record division is GE Exec. VP PAUL VAN ORDEN, who had been in charge of its consumer electronics business. RCA/Ariola staff learned of the change July 1.

By the way, Elliot Goldman will be honored with the 1986 Humanitarian Award presented by the AMC Cancer Research Center at the its annual music industry fundraiser December 13 in New York. Theme and venue will be announced soon at special kickoff receptions in L.A., Nashville, and NYC.

CHR WBCY/CHARLOTTE's search for a PD and morning talent has expanded to include a GM as well. VP/GM BILL JENNINGS resigned from the JEFFERSON-PILOT CHR to pursue station ownership. At the same time it seems a deal to rehire former morning talent JOHN-BOY ISLEY and partner BILLY JAMES fell apart at the last minute. Looks as if the popular duo has inked a deal at crosstown AOR WRFX. But, they are not allowed on-air until December 1 when their noncompete clause with WBCY ends. Back at 'BCY, acting PD JACK DANIEL is said to be the frontrunner for the PD chair.

Last-minute changes on Farm Aid II brought about a third (and final) resting spot: Manor Downs, a 40,000-seat racetrack ten miles from Austin, TX, became the July 4 benefit concert site after insurance liability axed two earlier locations. Music fans were urged to bring non-perishable food items as donations to area food banks.

From the CAPITOL Tower comes word of PAULETTE McCUBBIN, who's entered as National Secondary Promotion Manager from New York's DU ART VIDEO.

Full-service AC programmers might be interested in WTVN/COLUMBUS, OH, where Operations Director JACK FITZGERALD is planning to return to his native Michigan by Labor Day to manage his new station WGER/SAGINAW-BAY CITY.

Continued on Page 20



THE NEW SINGLE FROM PARADE • MUSIC FROM THE WARNER BROS. MOTION PICTURE "UNDER THE CHERRY MOON"

"HANGING ON A HEART ATTACK" From The Album CHR BREAKERS Adds Include: KKRZ KTKS KWOD KABE WHTT WXKS WCZY WPHD

STREET TALK

Continued from Page 18

A new hutch for the WARNER BROS. RECORDS bunny, as the company has joined ATLANTIC/ATCO and E/A in the 75 Rockefeller Plaza building. The zip is NY 10019, and the new phone number is (212) 484-6800.

WOAI/SAN ANTONIO raised \$55,000 during a 38-hour radiothon last weekend to help erect a statue honoring Vietnam veterans. NBC TALKNET'S BRUCE WILLIAMS flew in to help out, while broadcasters from competing radio and TV stations pitched in to make the event a success.

KFI & KOST/L.A.'s traffic pilot wings, formerly held by BRUCE WAYNE, who died in a plane crash a month ago, go to MIKE NOLAN August 4. An area native influenced in part by Bruce, Mike has called the Phoenix traffic play-by-play for the last five seasons at KOY, and describes his new position as "a real honor."

Lonely? Y106/ORLANDO VP/Programming GERRY CAGLE is. His morning show is on the lookout for a female rock & roll morning personality to make great bucks and enjoy the Florida sunshine. Gerry should get a few offers.

WMZQ/WASHINGTON's been hunting for a new PM drive talent by going through tapes and holding live auditions. Who got it? FM Promotion Director JEANNIE JACKSON, a former station receptionist who was filling in between auditions.

The 1986 radio architect's award goes to crosstown WBMW, which is combining 22 miles of nylon tape and 3000 feet of steel cable to create the world's largest birthday card for the Statue of Liberty, who turns 100 today.

Congrats to **Z100/NEW YORK** PD **SCOTT SHANNON** and his wife Trish on last week's arrival of daughter Kathleen Hunter.

Care to keep up with Prince **ANDREW**'s royal wedding? The number to dial is 011-44-81-LOVE-818. A new tape message by the **BBC**'s **GODFREY TALBOT** is done daily.

Detective time: **3WM/TOLEDO** is trying to locate the **MOJO MAN**, who worked at **WOHO** in 1970. To claim your reward, call **JAY MATTHEWS** at (419) 255-1470.

Eeeek! It's **RICK DEES** in *Playboy!* There he is, fondling a . . . golf club? He's featured in "Fastforward," a column on interesting, successful people. Weird photo, though. Playboy's photographers placed Rick on an artificial grass pedestal holding his driver in front of a satellite dish. He's wearing a blue sports sweater over grey flannel slacks with white golf shoes. Fore!



BEST EARS IN TOWN — AIR's Alan Smith (I) hands over the keys to a brand new Porsche 944 to KIIS' Los Angeles MD Gene Sandbloom, the grand prize winner of AIR's pick 'em competition. Gene completed a double-play by taking the Major Market MD of the Year award at last weekend's Bobby Poe convention.

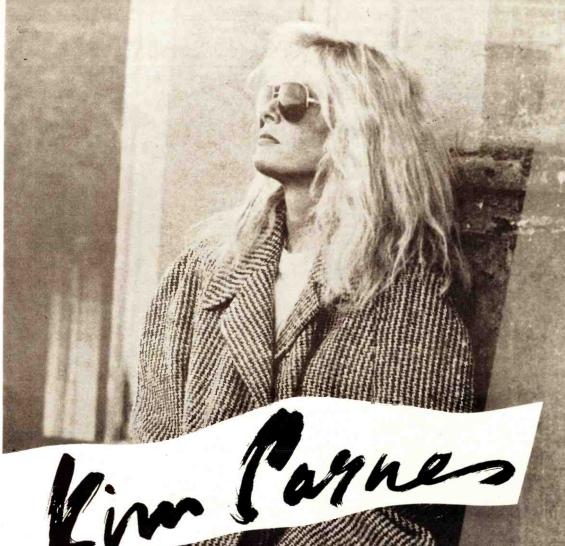
Highway 85 Department: The Duluth City Council has decided to name a street along the Lake Superior waterfront BOB DYLAN Drive.

KYRK/LAS VEGAS personality ANTHONY MILES apparently set a world record 97-hour nonstop radio marathon to raise money for the March of Dimes. The exhausted veteran radio marathon jock said, "if I'm not awake in two weeks, sublet my apartment."

The buzz in St. Louis is that **JOHNNY RABBITT**, who owned the town when he was on **KXOK** in the '60s, may come back on the air soon.

At nearby AOR KSHE, morning madman J.C. CORCORAN was questioned by Secret Servicemen after he did a bit about going to Washington to shoot President REAGAN. Seems J.C. has a thing for actress HELEN "SUPERGIRL" SLATER, who's guested on his show. When he learned she was seeing MICHAEL J. FOX, J.C., acting like a jilted lover, threatened to pull a JOHN HINCKLEY JR. to get her attention. The Secret Service is obligated to investigate any threat to harm the President. Though making those threats is a felony, no charges were pressed against J.C., who says, "A mentally-retarded kid with an IQ of 65 could've realized it was a satire."

The 15th Annual BOBBY POE Convention in Atlanta was a big success ... and so was the big cheesecake fight between A&M Sr. VP/Promotion CHARLIE MINOR and BURBACH BROADCASTING VP/Programming and K104/ERIE PD BILL SHANNON. Armed with slices at 50 paces, Shannon "creamed" Minor, fatally wounding one of Charlie's fine silk suits. Unfortunately, no one had a camera, but if you were there it wasn't hard to notice both were sporting evidence of the bout. And to think, it all started over who was going to pick up the tab for drinks.



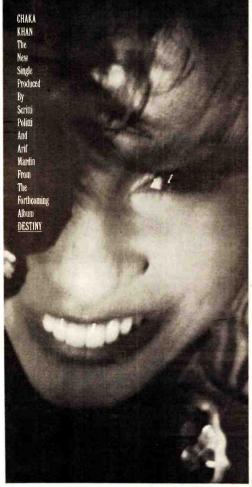
I'd Lie To You For Your Love

The single and 12" from the album LIGHT HOUSE. Produced by Val Garay.



RATINGS

It All ADDS Up To Be The "LOVE OF A LIFETIME."



Look At These Khan-sized Adds:

KHAN	KPLUS	KIYS
K106	WVSR	KATD
WKSE	K104	WZYQ
CKOI	WNOK	95XIL
Y100	KAMZ	WGAN
B97	WANS	WJAD
B96	WDJX	Q101
Z95	BJ105	WPFM
KHTR	94Z	WGLF
FM102.	WKZL	KKLS
KMEL	WGRD	KOZE



On Warner Bros. Records, Cassettes and Compact Discs • Management: Burt Zell

Birch Spring Quarterlies

New York

WRKS Holds Lead As WHTZ Zooms To Second; WPLJ Up Slightly To Hold Third; WINS Moves To Fourth; WXRK Gains On WNEW-FM

	Winter '86	Sp '8
WRKS (B/U)	9.7	9.2
WHTZ (CHR)	5.9	7.
WPLJ (CHR)	6.2	6.
WINS (News)	4.5	5.0
WBLS (B/U)	6.4	4.9
WNEW-FM (AOR)	5.1	4.
WXRK (B/U)	3.2	3.6
WCBS-FM (Gold)	3.3	3.3
WLTW (AC)	3.3	3.2
WNEW (BBnd)	2.5	3.2
WOR (Talk)	3.4	3.2
WCBS (News)	2.4	2.8
WPAT-FM (B/EZ)	2.1	2.8
WABC (Talk)	2.1	2.8
WHN (Ctry)	1.9	2.4
WPIX (AC)	2.2	2.4
WAPP (CHR)	2.2	2.
WNBC (AC)	1.7	2.0
WNSR (AC)*	2.3	1.8
WQXR (Clas)	1.6	1.3
WSKQ (Span)	1.5	1.1
WYNY (AC)	1.6	1.1
*Formerly W	RFM (B/EZ)	

Boston

WBCN Up A Point To Retake First; WRKO Rolls Into Third; WAAF, WBOS Score Solid Moves

	Winter 86	Sp 86
WBCN (AOR)	9.2	10.2
WXKS (CHR)	9.9	8.4
WRKO (N/T)	7.1	8.1
WBZ (AC)	8.8	8.0
WJIB (B/EZ)	4.4	4.6
WHDH (AC)	5.5	4.5
WSSH (AC)	4.5	4.2
WAAF (AOR)	2.5	3.8
WEEI (News)	4.1	3.8
WZLX (Gold)	4.7	3.8
WBOS (Ctry)	2.1	3.6
WROR (AC)	3.7	3.4
WZOU (CHR)	3.7	3.3
WHTT (CHR)	3.7	3.2
WMJX (AC)	1.7	2.7
WILD (B/U)	2.6	2.6
WGBH (Clas)	2.3	2.3
WVBF (AC)	2.5	2.1
WFNX (AOR)	1.0	1.7
WMEX (Gold)	.4	1.7
WCRB (Clas)	1.8	1.2
WBUR (Misc)	1.0	1.1
WCGY (Gold)	.8	1.1
WHJY (AOR)	.8	1.0

Washington, DC

B/U Stalemate At Top Broken As WKYS Vaults To 5-Share Lead; WCXR Roars Into Third Just Ahead Of WWDC-FM; WGAY Up Solidly; WAVA Takes CHR Lead

	Winter '86	Sp '86
WKYS (B/U)	9.1	12.5
WHUR (B/U)	9.1	7.5
WCXR (Gold)	5.1	6.7
WWDC-FM (AOR)	6.6	6.6
WGAY (B/EZ)	5.2	6.0
WMZQ-FM (Ctry)	6.2	5.9
WAVA (CHR)	4.2	5.5
WMAL (AC)	5.8	5.1
WRQX (CHR)	5.0	
WDJY (B/U)	5.1	4.2
WTOP (News)	4.0	3.8
WBMW (CHR)	2.7	3.5
WASH (AC)	2.7	2.2
WLTT (AC)	3.2	2.2
WGMS-FM (Clas)	3.0	2.0
WCLY (AC)	1.6	†.7
WETA (Clas)	2.3	1.7
WWRC (B/EZ)	1.2	1.7
WXTR (Gold)	. 1.8	1.6
WTKS (AC)	.8	1.3
WYCB (Rel)	1.4	1.2
WHFS (AOR)	1.5	1.1
WAMU (Misc)	1.4	1.0

Denver-Boulder

AORs Dominate As KBPI Climbs Four, KBCO-FM Gains One; KOSI Up A Bit; KMJI, KRXY-FM Move Upward

Opi	ai u	
	Winter '86	Sp '86
KBPI (AOR)	8.2	12.1
KBCO-FM (AOR)	7.8	8.8
KOSI (B/EZ)	7.8	8.0
KMJI (AC)	4.9	5.9
KRXY-FM (CHR)	4.6	5.5
KPKE (CHR)	6.3	5.3
KDKO (B/U)	4.2	4.5
KEZW (BBnd)	3.0	4.4
KOAQ (AC)	3.6	4.3
KAZY (AOR)	4.8	4.2
KOA (Talk)	4.2	3.9
KYGO (Ctry)	7.5	3.7
KVOD (Clas)	4.1	3.6
KLZ (Ctry)	1.9	2.8
KHOW (AC)	3.6	2.7
KIMN (CHR)	4.1	2.7
KCFR (Clas)	2.8	2.4
KADX (Jazz)	1.3	1.4
KBRQ (Ctry)	2.1	1.4
KNUS (N/T)	1.9	1.4
KRZN (Gold)	2.3	1.3
KWBI (Rel)	.8	1.2
KLSC (AC)	.6	1,1
KLTT (Rel)	.6	1.1
KDEN (News)	.8	1.0

San Diego

XHRM Down But Holds Edge; AORs Down; KSDO-FM Climbs To Fourth; KFMB Combo Gains Three; KWLT Doubles

	Winter '86	Sp '86
XHRM (B/U)	14.2	9.7
KGB (AOR)	10.3	9.2
XTRA-FM (AOR)	7.4	6.8
KSDO-FM (CHR)	5.5	6.2
KFMB-FM (AC)	5.3	6.0
KSDO (N/T)	5.5	5.7
KFMB (AC)	3.1	5.3
KJQY (B/EZ)	5.5	5.1
KSON-FM (Ctry)	4.1	4.6
KWLT (AC)	1.8	3.7
XTRA (Gold)	3.2	3.3
KCBQ-FM (Ctry).	2.3	3.1
KPQP (BBnd)	3.3	2.7
KHITZ (AOR)	2.2	2.7
KIFM (AC)	4.6	2.5
KLZZ (AC)	2.9	2.5
KCBQ (Ctry)	2:0	2.1
KYXY (AC)	2.3	1.9
KFSD (Clas)	2.0	1.6
KNX (News)	1.9	1.6
KPBS (Misc)	1.4	14
KECR (Misc)	.3	1.0

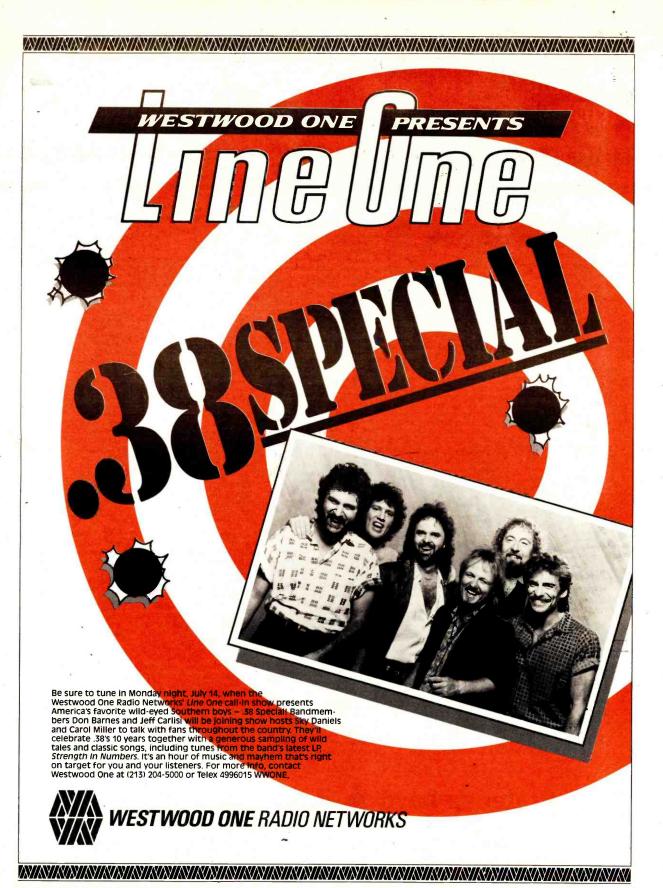
Cleveland

WMMS Soars To 21 Share; WWWE Up Two For Third; WMJI Improves; WJMO Takes Big Jump

	Winter '86	Sp '86
WMMS (CHR)	19.0	21.0
WZAK (B/U)	7.7	7.5
WMJI (AC)	5.6	6.2
WWWE (AC)	4.2	6.3
WGCL (CHR)	8.0	5.6
WDMT (B/U)	6.4	5.3
WERE (N/T)	4.5	4.4
WDOK (B/EZ)	5.4	4.2
WBBG (BBnd)	3.2.	4.0
WLTF (AC)	3.6	3.8
WGAR-FM (Ctry)	5.6	3.6
WQAL (B/EZ)	4.7	3.4
WONE-FM (AOR)	2.0	2.7
WJMO (B/U)	.7	2.5
WRQC (CHR)	2.7	2.5
WCLV (Clas)	1.6	2.3
WCPN (Misc)	1.4	2.0
WCRF (Rel)	2.4	1.7
WABQ (Rel).	.3	1.6
WHK (Gold)	1.9	1.6
WRMR (B/EZ)	1.9	1.6
WGAR (Ctry)	1.7	1.1

Format Legend

AC—Aduit/Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Bik—Black, BM/Easy—Beauthul Music/Easy Listening, CHR—Contemporary Hit Radio, Class—Classical, Ctry—Country, Gold—Oldies, Jazz—Jazz, Misc— Miscellaneous, News—News, N/T—News/Talk, Rel—Religious, Span—Spanish, Talk—Talk, Urbn—Urban Contemporary.



RATINGS AND RESEARCH



JHAN HIBER -

New Ratings Proposals: WEEK IN REVIEW The First Look

Well, the rush is on. Pretenders to the throne of ratings kingdom Arbitron have surfaced. The NAB Radio Audience Measurement Task Force, which had as its unspoken mission the urge to find a high-quality, lower-cost alternative to Arbitron, has now culled its first batch of preliminary radio proposals. Let's take a look at eight companies whose projects might eventually find their way to the marketplace.

The Contenders

Of the initial letters received by persons or companies interested in heeding the NAB's call, the eight which stood out are, in alphabetical

- · Audits and Surveys. Some of you may remember that in the late '70s this firm conducted tests sponsored by the RAB. Its approach was known as "Trac 7," a sevenday telephone call methodology. The A&S effort fizzled in 1979, and the company has in the meantime concentrated on its other research projects. Key contact is Dick Leisinger; (212) 683-3500.
- · Birch Radio. Obviously, these folks already consider themselves an alternative to Arbitron. Contact Bill Livek; (201) 585-7667.
- Decision Making Information. A company located outside Washington, DC. Contact Harry Seymour; (703) 556-0001.
- The Elra Group. Contact is Bob LaRose; (415) 781-1191.
- · Impact Resources. This retail media study firm has Gary Drenick as its key contact; (614) 899-
- · Market Opinion Research. Barbara Bryant is the connection for this consumer/political research firm based in the Detroit area: (313) 963-2414
- · McNair Anderson. This is the leading ratings firm in the South Pacific, handling Australia and New Zealand. In Sydney, you may reach Don Neeley.
- · N.P.D. Research. Contact James Call, who was unavailable at presstime. (516) 625-0700.

You may also want to get additional information from the key officials at the NAB. Keeping closest track of the developments at the Task Force is Rick Ducey; (202) 429-5382

Let's now take a look at the range of ratings alternatives that have reached the Radio Audience Measurement Task Force table.

New "Personal Meter"

Ducey mentioned that "some of the proposals received involve new technology; others were variations of the diary or telephone." Perhaps the most interesting proposal, among the people we were able to reach for this article, comes from the Elra Group in San Fran-

Elra Group's Bob LaRose de-scribed the firm's technology as "essentially a personal meter." Given that his company is located near Silicon Valley it's not outlandish to expect that his firm's effort would involve a tiny microchip.

As LaRose describes it, the radio listener would "wear the meter with him wherever he goes. It would record what he listened to, when they were listening, and naturally would be able to track the location where the listening was being done. The microchip would fit into a necklace or wristband. The data would be encoded and returned for tabulation after the relevant survey period."

When asked whether this would be a survey of a weekly, daily, or other time frame, LaRose stated that was still an item to be determined. "Naturally, the longer the person is able to wear the meter and be involved in the survey, the more cost-effective it is for us. However, certainly a one-week survey period for each respondent would be reasonable."

Does LaRose's firm have any experience in radio audience measurement? It turns out that Elra has not dabbled in radio, but according to LaRose, has quite a bit

of experience measuring cable audiences. It will be interesting to see if its more detailed proposal to the NAB this summer qualifies it as one of the five or so designated for minimal NAB funding.

A lot of us have always felt there had to be some sort of electronic gadget that could discreetly measure radio listening without causing an invasion of privacy. Perhaps Elra's personal meter would be a step in that direction.

McNair Anderson Returns

You may remember the Radio Advertising Bureau Managing Sales & Conference in 1982 when Don Neeley, a director of the Sydney-based ratings firm, made a presentation. There was some initial interest in McNair's version of the diary, but the company has yet to make a significant effort here in the US. However, in my work overseas, I developed a respect for McNair's diary operation in Australia and New Zealand.

The McNair Anderson technique involves personally delivering and retrieving a seven-day diary. As with Arbitron, all persons over a certain age (in Australia it's 10+. as opposed to 12+ in the US) receive their own diary. However, there are differences between the McNair Anderson and Arbitron di-

You may have seen a column I did in late 1984 which showed how the McNair Anderson diary works in Australia. But in case you missed that piece, let me spell out the key differences. In Australia, even in the large cities such as Sydney and Melbourne, there are relatively few commercial radio stations. Each of these cities, with more than two million in population, has only nine commercial radio stations.

Thus, McNair can list on each diary page all the stations to which a person could possibly listen. Down the left-hand margin of the page, there is also a quarter-hourby-quarter-hour listing of timeframes from 6am-midnight. Thus, all the diarykeeper has to do is make a checkmark next to the appropriate station for a specific time-frame. The McNair editors assume that the person who listen-

NAB Extends Ratings Task Force

NAB's Board of Directors has agreed to extend the life of its Radio Audience Measurement Task Force. The committee, which is investigating alternative methods of measuring radio, was due to go "sunset" last month. However, at the recent NAB board meeting, the group was granted another year in which to explore alternative ratings techniques. Given this extension, the next step will be to review eight detailed proposals later this month from the companies outlined in the accompanying article

ed in that quarter-hour listened long enough to at least garner 15 minutes worth of credit for the sta-

In some US markets it will be quite difficult for the McNair diary to succeed. Arbitron discontinued personal placement/retrieval of diaries several years ago (it used this technique for Hispanics) because of survey implementation difficulties. It is likely that McNair would run into similar problems using this approach in certain areas of some large markets.

Another difficulty might be that there are many more stations in most US markets than is the case in Australia. It would be difficult to have them all prelisted across the top of each diary page. Perhaps, however, McNair has devised a way to address these concerns, and we shall await their more detailed proposal to the NAB

Interestingly, McNair is a subsidiary of International Audience Measurement Firm, A.G.B., which in this country is in the TV meter ratings business. They pioneeered the so-called "People Meter." Thus, the company is certainly not without resources here in the US and should not be discounted.

Various Telephone Approaches

From what we've been able to glean so far, several of the suggestions to the NAB Task Force have to do with telephone alternatives to the diary. Birch certainly has mounted a notable alternative effort. Tom Birch tells us that he just wanted to make sure the NAB's committee didn't overlook the fact that there is already a significant alternative at less expense to the Arbitron diary, "Indeed, as Tom put it, "if they are looking for a reasonably priced and credible ratings alternative, one aleady exists

— Birch Radio."

It was interesting to see the revival of interests from Audits and Surveys. Many people, including the RAB, were excited by the Trac 7 promise in the late '70s. Unfortunately, that promise that could have been delivered by the seven consecutive days of audience measurement over the telephone could not be realized fully. The issue here is how serious A&S is with this new proposal.

Decision Making Information and Market Opinion Research both have extensive telephone survey experience. Decision Making Information does much of the polling for a certain fellow at 1600 Pennsylvania Avenue. MOR has also done work in an extensive number of political campaigns. Given the WATS Centers these companies probably have at their behest, it'll be fascinating to see what they propose as they look at their first foray into the radio audience measurement field.

As I noted above, we were unable to learn anything about the effort suggested by N.P.D. Research. As for Impact Resources, our chat with Gary Drenick touched on the fact that his firm primarily does mall interviews for sales research and studies. These retail media studies, while delving briefly into media usage, are, as Drenick admitted, "not a ratings service. We don't want to get into the ratings business per se." Perhaps, however, they have some suggestions that could be appropriate to one of the other seven companies.

Arbitron Mum

Interestingly, there was no proposal submitted by Arbitron. Either the company felt that its current diary was state-of-the-art, or it was unwilling to tip its hand to some new methodological approach. However, Arbitron officials must feel as though they have been down this road before. After all, the RAB's interest in new ratings technologies in the '70s was generated by member unhappiness with Arbitron's practices and rates. (The Trac 7 and Burke telephone ratings technologies came out of the RAB study.)

The companies mentioned above have promised to send along copies of their NAB proposals, and I'll review these later this summer as they are generated. Will anything end up facing the test of the marketplace? Certainly Birch has been through that crucible. It remains to be seen whether any of these other companies have the stamina and the credibility to hang in there with Birch and Arbitron.

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*Source: Winter 1986 Arbitron and May 1986 Arbitrends. All figures 12+.6em-12m Mon-Sun.

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NETWORKS/PROGRAM SUPPLIERS

REED BUNZEL

PYSCHOLOGY TODAY

24-Hour Networks: After The Gold Rush

How things change. Time was when a 409 referred to the size of an eight-cylinder engine and a satellite was better known as a gas-guzzling Plymouth. Now 409 is just a household cleaner which outsells every formula except maybe Comet (which also did a short stint on the wheels of Mercury), and satellite is a distribution method for the newest of oldies formats. From Bill Haley's Comets to the Beach Boys's "409," good ol' rock and roll has found its network niche.

Delineating the start and finish of the "classic rock era" is a difficult undertaking, but one thing is certain: the day after the end of the era the enthusiasm for oldies started to surge. Many radio stations have programmed any number of Gold variations, and even more consultants have offered to expose (for a price) the "real secret" to oldies success. A recent resurgence in oldies programming is due more to rekindled programmer interest than audience enthusiasm; listener interest has never waned. Instead, it has grown, a fact which has led to a groundswell of syndicated and network oldies pro-

A lot of industry watchers have looked at the Gold phenomenon with considerable curiosity, placing the blame on everything from the aging baby boom generation to the distillation of contemporary music. Whatever the reason(s), Gold provides a lucrative alternative to more contemporary radio programming — and one which both the Transtar Radio Network ("Oldies Channel") and Satellite Music Network ("Pure Gold" and "Heart and Soul") have approached with zest.

Neo-Nostalgia?

"Gold has always been an audience phenomenon, not a trend. says SMN VP/Programming Robert Hall. "It has never been very trendy except for the non-psychological way radio programmers approached it in the past. What it really adds up to is a 'music of your younger life,' which is just a part of a natural phenomenon of psychology." That phenomenon, Hall explains, is the fact that as people grow older their ability to take in and process new environmental experiences diminishes. "It's called the reticular activating system, which naturally shuts down new environmental input.

Hall leans toward the philosophy that most people tend to be less receptive to new stimuli, a situation which helps them discern "good" from "bad" and what is appealing and not appealing. "People



Robert Hall

"In the past people were programming the wrong songs in tight rotation and clubbing the audience over the head with a built-in nostalgia factor that every three minutes said, 'Hey, wasn't that song from 1957 just super?' That nostalgia factor ended up depressing people by reminding them how old they were."

-Robert Hall

just naturally tend to be more comfortable with information they have acquired in the past, and music is just another form of information," he explains.

Concurrent with this programming psychology is a negativist attitude toward nostalgia. "Oldies programming of any kind should be very careful of nostalgia," insists Transtar Director/Programming and Operations Craig Hines. "This format should not be done in a nostalgia documentary style. Most of the audience already lived through John F. Kennedy's assassination, but a song that was popular in 1963 never died. It may

still be a good song, so why ruin it by bringing up past history — good or bad? Just because you are playing old music doesn't mean you have to sound old."

The Comfort Zone

Sounding old is what caused so many earlier attempts at Gold to fail. "Most people tried to do Oldies formats that came on real strong and then died," Hines continues. "A lot of this failure, again, is because they pumped too much nostalgia into it and made oldies radio sort of a genre unto itself."

"Music isn't the only thing that makes this format complete," adds Hall. "We're talking about an overall environmental comfort zone. In the past people were programming the wrong songs in tight rotation and clubbing the audience over the head with a built-in nostalgia factor that every three minutes said. 'Hey, wasn't that song from 1957 just super?' That nostalgia factor ended up depressing people by reminding them how old they were.'

Radio stations should opt for a contemporary sound instead of dredging up memories, Hall elaborates. "Even if you are playing old music there are many elements which will make the format fly in the 1980s," he says. "An oldies station needs to be a 1986 station, one that knows what is going on, one that talks about movies and what's happening today. The audience is a 'today' audience, not one that is rooted in the past. Their comfort zone may be there, but they're still living for today just like they were back then."

From Rock To Research

Deciding "how to play" is one element to conquer: "what to play" is a decidedly different one. The research challenge is a long-standing dilemma which perturbed the programming community long before anyone ever knew what a focus group was. Developing the perfect playlist is the self-professed dream of every Oldies programmer, yet its necessary combination of research and gut feel makes it an elusive one. How important is research when weighed against instinct and personal taste?

"Research gives what we're doing a different direction right out of the chute." Hines says. "From the initial stages your gut feeling will tell you what you want to do, but gut feeling also calls for a basic list — a list that research is very instrumental in developing. Our gut feeling is to stick with our research

AU NATURAL

Picks And Pans: Mining The Gold

Picking and playing the gold is more than just a whim or a matter of personal preference. It's also a science. Considerable research, in addition to gut instinct, has let programmers sift through the silt to find the gold nuggets of rock and roll. Every PD or consultant or producer or music librarian has "unique" methods for divining the consummate oldies collection; following are two views on what makes and breaks a band of gold.

Charlie Quinn, National Programming Consultant, Drake Chenault: "We specifically go into the field and test the songs. We play hooks of songs to target demographics, male and female and combined, and they are rated on a scale from favorite to totally unfamiliar. Based on these results we have a formula by which we come up with an acceptance ratio margin. Any type of library oldies or otherwise - needs to be based on research, but the final product relies a lot on instinct. I'd say if you were to put a numerical value on it you'd go 85% research and 15% gut feel.

. Neil Sargent, Sr. VP, TM Pro-

gramming: "When we put together 'Gold Picks' we researched a list of about 2500 songs. We wanted to boil that list down to what we considered to be the 1000 top records of the rock era. After the research came in we then had a committee go over the findings; after looking at the final analysis we then used some subjectivity as to whether or not we would include a record in the IIbrary. 'Lola' by the Kinks is a good example; it did not test too well but we felt it was a classic so we included it. Still, in the long run, it's 99% research and 1%

and let it be our guide."

Hall also believes in the importance of research, but he also believes in gut feel for giving the format a sense of direction. "Research is your guide, but you have



Craig Hines

"You have to keep the format dynamic. The music list should never just sit there and stagnate; it's not possible, for instance, that 'The Boxer' by Simon & Garfunkle will be as popular today as it was when you tested it. It's a changing thing and you have to keep that in mind."

-Craig Hines

to have a good idea where you're going," he says. "When you load all the research you've collected into your brain. it should provide you with the instinct to determine those which people regard as classic songs they want to hear over and

over, and those they could easily live without. Your research should give you a good indication of this, but — and this is important — you also can't let that research overcome what you really feel is right."

Maintenance-Free?

Keeping an oldies format current is an oxymoronic task. Some songs test so well in focus groups that programmers view them as eternal favorites, while others perform so poorly that they are relegated to bird cage status. Choosing the size of an oldies library is equally important; proper rotation must allow a song to remain popular without burning out. This calls for a delicate balancing act.

"Using common sense and research we decided to arrive at a list somewhere between 2500 and 344 songs," says Hines. "What we tried to do was find the 1200 records that test very well and run with them without letting them get stale. That's the key: you have to keep the format dynamic. The music list should never just sit there and stagnate; it's not possible, for instance, that 'The Boxer' by Simon & Garfunkel will be as popular today as it was when you tested it. It's a changing thing and you have to keep that in mind."

"A lot of people view oldies as just programming old music," adds Hall. "The music may be old, but the format is very fresh. It is certainly different in terms of contemporary music and energy, but we're looking for more of a comfortable appeal. Programmers are finally beginning to realize what the audience wants from this type of radio station, and our job is to be in tune with that."

And the best way to do that, Hall concludes, "is on a firm psychological footing"

NETWORK FEATURE FILE

MUSIC FEATURES

The Week Of

July 14 - 18 American Music Magazine (USP) Mile & the Mechanics (7/14) Billy Ocean (7/15) Benenerame (7/16) George Michael & White David Lee Roth (7/18) The Concert Hour (WO) (CW) **Country Calendar** Pake McEntire (7/15) Ricky Skagos (7/18) Billy Swan (7/19) T.G. Sheppard (7/20) **Country Closeup** (NP) **Country Report** Nitty Gritty Dirt Bend/Lacy J. Delton (7/14)
Weylon Jennings/Roy Orbison (7/15)
Henk Williams Jr./Nitty Gritty Dirt Bend (7/16) Lacy J. Dalton/Roy Orbison (7/17) Nitty Gritty Dirt Band/Wayton Jennin **Country Today** (MJI) **Earth News** (WO) Berry Shandling/Steve Hackett/Robin Mike Rutherford & Tony Banks/ Emilio Estevez **Encore With** William B. Williams (WO) 1948: Key Kyeer Live From Gilley's (WO) Billy Joe Royal **Walt Disney World** (NBCE) Metalshop (MJI) (WO) Off The Record Off The Record Special (WO) (DIR) **Pioneers in Music** Rock Rebels/Rolling Stones/Clash/U2

Pop Concerts & Star'Trak

Rocklina

Rock Today

Solid Gold Country

'The Spoken Word' (7/17)

Solid Gold Scrapbook

"Don't" touch that dial! (7/16) This week in 1976 (7/17) Eagles (7/18)

ek in 1966 (7/15)

Ricky Skaggs (7/16)

Special Edition

Bill Joel/Blow Monkeys/ Miemi Sound Machine

Weekly Country Music

Star Trak

yer Bro

Wireless Flash

(WO)

(GSN)

(MJb)

(USP)

(US)

(WO)

(WO)

(USP)

(CRN)

The Weekend

American Eagle (DIR) Nicolette Larson/Mel Tillis	
Christian Countdown America (CCA) Randy Linnear	
The Countdown (WO) Midnight Starr/Billy Ocean	
Countdown America With Dick Clark (US) Neil Diemond	
Country Report Countdown (WRN) Lacy J. Delton/Dwight Yosken/ Barbara Mendrell	
John Lesder's Countdown USA Top Summer Hits of the 80's	
Dick Clark's Rock, Roll & Remember (USP)	
Doors Dr. Demento (WO) Frantica	
Elvis Hour (CRN)	
Entertainment Coast-to-Coast Rupert Hines (CBSR)	
Future Hits (WO) Daryl Hell/Lionel Richie	
Gary Owens' Supertracks (CRN) B.J. Thomas	Γ
Great Sounds (USP)	
Hot Rocks (USP)	l
Jezz Show With Devid Senborn (NBCE)	
John Abercrombie King Biscuit Flower Hour (DIR)	l
Blue Öyster Cult (7/13) Musicall (WO)	
Novels: Gwen Verdon/Kiss Me Kate Musical Starstreams (MS)	l
Emerald Web On The Radio (NSBA)	
Journey Power Cuts Journey/Fjxx/Steve Winwood (7/13)	

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0450
CUSA = Countdown USA (415) 383-7302
CW = Countdown USA (415) 383-7302
CW = Cutyton Website (314) 728-9006
DCA = DC 204do (202) 688-822
DM = DIR Binosticasting (212) 371-8550
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GSR = Global Seletine Net (818) 906-1888
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LBP = Les Basiny Prod (213) 256-2778
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MAI = MJ Broadcastrager 431 665-2000 MS = Nuscal Starstream (415) 383-7827 NBC = NBC Rado (212) 664-4444 NBCE = NBC Rado Entertainment (212) 684-4444

864-4444

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NSSA = NSSA Network (213) 306-8009
PRII = Progressive Radio Network (212) 585-9400
PIA = Public Interest Affiseles (312) 943-8888

8888
RI - Radio International (212) 302-1670
885 - Strand Broadcast (213) 318-1866
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8I - Syndicom (415) 368-1781
8LP - Steve Lehman Productions (213) 467-2346
8P - "The Spirit" Productions (518) 371-8868

0608
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TRAN = Transtar (213) 460-6383
USP = The United Stations (703) 276-2900
WRN = Weedeck Radio Network (213) 482-5922

ood One (213) 204-5000

NEWS & INFORMATION FEATURES

(PRN)

July 7 - July 11

GENERAL INFORMATION

Advice columns/computerized farm technology/outer apace/worksholics. Computer Program (PRN) Reelin' In The Years (GSN) vere piracy/anti-piracy/discount & Rick Dees' Weekly Top 40 (USP) **Rock Chronicles** (WO) (MBS) Storm Warnings For The Nevy Scott Muni's Ticket To Rida (DIR) **NBC Extra** (NBCE) Scott Shannon's Rockin' America Countdown (WO) Sound Advice (PRN) Diec recording/digital processi performance/sound & time Sinatra Special (CRN) Solid Gold Saturday Night (US) Sports Flashback (CW) Rev Charles (7/12) trolt Tiger Pitcher No-hitter in '84/ 4000th hit for Pete Rose/Cubs winning Spirit of Summer es Tsylor/Johnny Rivers/ Robert "Kool" Bell (7/13) pitcher '84/Dan Quisenberry's pitching Superstars Rock Concert (WO) **Sporting News** (CW) en Rven/Gene Tenece/Gene Mici Pete Inceviglis/Yogi Ber v/Vanity/John Hughes (CBSR) Wireless Flesh (CRN)

The Blimp

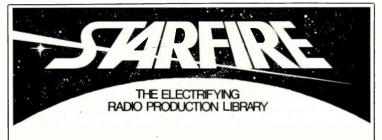
COMEDY

Comedy Hour	(MJI)
Rodney Dengerfield/Lily Tomlm/	
Eddle Murphy/Bette Midler/Ho	wie Mandel
Comedy Show With	
Dick Cavett	(CW)
Parenting: Howie Mendel/Richard	
Erms Bombeck/Monty Python	
George Carlin	
Daily Food	(DCA)
Tax the middle/Menion update rev	
August summit in DC/more Cas	
amendment curbs/Heig in che	
Jackie the Joke Man	(OHR)
Sone of britches/red heir & bangs/r	
briefs/showing lots/knight after	
Laugh Machine	(PRN)
Rodney Dengerfield/Steven Wright	
George Cerlin/Groucho Marx/	om occoy,
Jackie Meson/Smothers Broth	ers/
Henny Youngmen/London Lee	
Live From The Improv	(DIR)
Billy Reeback/Tom Dreesen/Tomn	
John Keelr/JoAnn Deering	,
Mel Blanc's	
Blankety Blancs	(ASR)
Banana/limpout/cocktail dip/prince	es and the
warthog/single fly	
National Lampoon's	
True Facts	(SLP)
Playin' possum/skip to my loo/wron	
rain/solitary sucker/kill for pee	DB .
Party Drop-ins	(ASR)
Party channel surgery/price 'n sev	re/relief/
lazy Eddle's appliances/air gui	tar lessons
Radio Hotlina	(ASR)
Broadcasting school/fan club/merr	led two
yeers/Mr. Goldevoice/bowling	
Stevens & Grdnic's Com	edy
Drop Ins	(ASR)
Texas seesaw massacre/Pis beer	
beby/twenty-second workout/	pick-up
in a bar	

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NEWS/TALK



BRAD WOODWARD

AVOIDING TOPIC BURNOUT

Knowing When To Say Goodbye

Choosing exciting, stimulating topics in Talk radio is an art unto itself. But what about the companion skill of knowing when it's time to drop a topic and move on? Programmers and hosts need to know when a subject has run its natural course. The importance of dropping a burned-out topic applies to long-running national stories like the shuttle catastrophe, as well as the pacing of a single three-hour talk show.

At WBAL/Baltimore (which has dropped music and become a full-fledged News/Talk station), PD Jeff Beauchamp says conversation on a specific topic averages two hours and is often much shorter. "After that you start to burn out on it," he explains.

Boring Phoners Cut Short

Phone guests are kept on an especially short leash. They're not promised an interview of any specific length, preserving for the station the flexibility of cutting short a yawner. "Quite frankly, if it's not clicking we blow them out right away," says Beauchamp. "It's not worth boring the hell out of your audience."

He warms against the tendency of some hosts to judge a topic's appeal by the volume of phone calls. Most listeners never call, he points out, and a host must be able to judge when a discussion begins to wear out for the audience, even if the phone lines are still jammed. "A lot of it is gut," he admits.

Divisive Issues Too "Predictable"

In fact, Beauchamp says some issues are so inherently divisive and overworked that he only allows them on the air in the rare instance that a truly fresh or unique "twist" comes up. Beauchamp's list of sub-

"You have to be an exceptional observer of what's going on around

- Bob Grossfeld

jects bound to yield "trite" and "predictable" dialogue includes abortion, gun control. race relations, and religion. Lazy hosts who "haven't done their homework" fall back on these old standbys as a surefire way of provoking calls during a lull.

Beauchamp also singles out psychic shows for generating lots of calls while putting callers to sleep. Others put "swap shop" shows in the same category; although such programming has its advocates, too.

Seeking Fresh Angles

When the United States bombed Libya in April, WBAL stayed with the story continuously for two and a half days. According to Beauchamp, the time to finally drop such a dominant issue is when you "can't think of any new angles to keep it fresh." During the extended coverage, Talk stations must always be bringing up new perspectives. Says Beauchamp, "It's like a news guy trying to retop a story with a new angle."

COLUMN SUIT

CHICAGO COMEDY — WGN/Chicago set out to discover the town's funniest comedian by staging the Bob Collins Comedy Bowl. Celebrity judges selected winner Jonn Tambirino (above) from a field of finalists who'd won preliminary competitions at eight local comedy clubs. Tambirino won an all expense paid trip for two to California, where he'll audition for a network television variety show.

News/Talk consultant and former KTAR/Phoenix programmer Bob Grossfeld (currently President of Grossfeld Media Associates in Phoenix) agrees: "The main focus needs to be the angle. The challenge is to find a new angle, a new way of looking at it that relates to people on a visceral level."

Warning Signs: Repetition, Silence

Within a particular show, Gross-feld identifies two warning signs of topic burnout. "The first is if you're not getting any calls. Unfortunately, a lot of hosts feel a need to persist at it. The bottom line is the audience leads, and a good host knows both how to lead and follow them.

"The other sign is when you start to get repetition, when it's stuck on a single focus and there's no development." That often occurs when an inexperienced host isn't really

TALK TAKES

Talk, News/Talk, or all-News stations should direct press releases, photos, suggestions, comments, and complaints to Brad Woodward, News/ Talk Editor, R&R, 529 14th St. NW, #807, Washington, DC 20045; 202-662-7484.

Producers may want to check out Congressional Quarterly's "News Ahead-Lines," a bimonthly listing of hundreds of upcoming news events, conferences, elections, government reports to be issued, festivals, anniversaries, and birthdays for the next 60 days. Write Sandra Stencel, Publications Division, CQ, Inc., 1414 22nd St. NW, Washington, DC 20037-KCMO/Kansas City originates Jerry Fogel's show from Israel the week of June 23 . . . KFBK/Sacramento's Rush Limbaugh on the road in Washington, June 9-13; Don Ross, Ann Schmidt host new KFBK "After noon Report.

WWWE/Cleveland taps growing car phone market for traffic reports through Cellular One Phone Force . . Boston radiothon nets \$81,000 for Jimmy Fund's cancer research and child care ... WABC/New York's Bob Grant takes 60 female listeners to a porno flick, then takes several back to studio for on-air discussion of pornography ... WMRO/Aurora, IL sets up permanent drunk driving hotline for free cab rides, help referrals WXYT/Detroit airs trans-Atlantic simulcast with LBC/London . . Sigma Delta Chi awards to KYW/Philadelphia's Tony Hanson, Richard Maloney, Larry Litwin for radio reporting; KGO/San Francisco for public service; KCBS/San Francisco's Nicholas Deluca, Joan Margailth for radio editorials



KMOX LIFTS OFF — KMOX/St. Louis personality Bruce Bradley (center) took his show aloft when McDonalds brought its "McBlimp" to town. In the photo it appears that listeners Joe Ryan and Brian Grupe, who won a chance to go along for the ride, also won the privilege of lugging Bruce's equipment!

paying attention to the callers, says Grossfeld. "The real pro is actually listening and sensing where the conversation is going. Those who are new at it kind of tune out. They're worrying about the temperature or the next break."

Observation Pays Off

Perhaps the most obvious way of avoiding topic burnout is to pick hot subjects. "Pay attention to what people are telling you, verbally and by their behavior," Grossfield recommends. "You have to be an exceptional observer of what's going on around you. "If it's not clicking, we blow them out right away."

Jeff Beauchamp

"That's where the best one or two-hour shows come from. They rarely come from a newsletter or the latest guy on the book circuit. More often they come from what you hear in the supermarket or at the mall. And when you hit with one of those, the phones just explode."



QUAKE, RATTLE AND ROLL — Nearly 100 survivors of the famous 1906 San Francisco earthquake recently joined KGO/San Francisco for an outdoor event commemorating the quake's 80th anniversary. KGO host Ronn Owens (with crossed arms) hosted the event, which preceded an even bigger KGO "Shake, Rattle and Roll" party. An estimated 5000 guests at that gala experienced a recreation of the earthquake through a special effects display of lasers, slide, film, and sound.

THE PICTURE PAGE

Dangerous Encounter



Shown backstage at Madison Square Garden during a recent cross-country tour coinciding with Ted Nugent's new Atlantic album "Little Miss Dangerous" are (I-r) Atlantic Exec VP Dave Glew, label President Doug Morris, drummer Cliff Davies, Nugent, Atlantic VP Judy Libow, the band's Dave Amato, Atlantic VPs Lou Sicurezza and Perry Cooper, Nugent's manager Doug Banker, and Nugent's booking agent Dennis Arfa.

Sputnik Liftoff



Sigue Sigue Sputnik just released their debut single "Love Missile F1-11" on the Manhattan label. Tony James (seated in center), founder and leader of Sigue Sigue Sputnik, is flanked by label President Bruce Lundvall and A&R VP Bruce Garfield, along with the Manhattan staff.

Solid Bricks Mortar



Signing to the Sutra Records label is Bricks Mortar, a New Jersey band whose debut single is set for imminent release. Standing (I+1) behind Sutra Records President Art Kass (seated) are Bricks Mortar's Charles Collins, manager Chuck Dembrak, Sutra's Joanne Corden, and the group's Vladmin's Seveenko, Glen McClelland, and Ricky Collins.

U2 Goes To Chappell



At the Dublin office of U2 Manager Paul McGuinness, U2 was joined by execs of Chappell*International. The band signed a longterm international sub-publishing deal for the world — excluding the UK — with Chappell. Shown (seated I-r) are: U2's The Edge, Bono, Larry Mullen, and Adam Clayton. Standing (I-r) are: U2 attorney Owen Epstein, Chappell & Co. Preit, Freddy Bienstock, McGuinness, and U2 financial advisor Ossie Klikenny.

Taming The Video Jungklas



Taking a break during the completion of the video for Rob Jungklas's "Boystown" single, directors Kevin Godley and Lol Creme share a smile in the studio. Shown (i-r) are: Jungklas, Creme, Manhaltan Sr. VP Steven Reed, and Godley.

Great Scott



Songwriter Scott Wilk, currently musical director/arranger & keyboardist for Charlie Sexton's world tour, signed a music publishing agreement with Qwest Music. Shown with Wilk (2nd from r) are (i-r) Qwest's Deborah Dill, Jonathan Stone, and Wilk's manager Mark Meinhardt.

Deniece's Gospel Gladness



Deniece Williams takes a break at Mama Jo's Recording Studio in L.A. while working on her first contemporary gospel album, "So Glad I Know." Shown with Williams are (I-r) album producer Brad Westering and Sparrow Records' Peter York

Acute Flute



Riza Records Exec. VP Chip Donelson is shown with flautist Valarie King as she signs a contract with Riza Records. Her Patrice Rushen-coproduced LP will be out in the summer.

R&R FRIDAY, JULY 4, 1986/29

COMPETE BY MOVING SLOWER?

Battling Media Overamp — Part 2

By Nikki Wine

Consider: It's not without due cause and motivation that Adult Contemporary has been one of the fastestgrowing, most lucrative formats of the past several years. And it's naive, at best, to suggest the growth of such formats is directly and solely attributable to the aging of the first baby boom generation. Even boomers have proven they still like to rock. But as they fight their way through the jungle of simple survival, they also need more opportunities to rest and recharge. In that context, then, maybe what radio needs most at this juncture is a more imaginative use of the existing traditional elements, rather than a frantic rush to find bizarre or off-the-wall new twists to tantalize its audiences.

The Countdown Component

For example, one of the basic feature components of many contemporary music formats is the time-venerated countdown. Its success depends on two basic assumptions: 1) that people are inherently competitive and that consumers really care how "their song" is doing on the national or local chart, and 2) that a count-down's additional factual or

statistical material enhances a listener's enjoyment and appreciation, thereby increasing his/her attention to the music and response to the station.

The second of those assumptions may contain the most obvious and contemporary accuracy. As to the competitive factor, that may bear some reexamination. It may just be that after all these years of artificial "races" to the top of the charts, the average listener may not give a flying wombat what any song is doing on any chart on any station in the universe.

"Sometimes progress isn't so much a matter of aggressively seeking out the newest possibilities as it is finding new uses for the old ones."

In fact, given today's complex, product-glutted market, it might just be that the average listener tunes into a countdown for one simple reason: the unwritten guarantee that he will almost certainly hear

more of the specific music he likes, in a condensed package and with less extraneous rap, than would normally be available in the station's usual program and music mix.

If that's the case, how can you keep your local count-down fresh, relevant, and viable? Perhaps the key lies in greater localization. Maybe listeners aren't really all that interested in what's number one on your station in West Chicken-Pluck, Heartland this week. But they might be very interested to know the top five songs at their own and/or rival high schools.

While loval fans of Bruce, Madonna, or the latest Van Halen incarnation might appreciate some up-to-theminute news flashes on upcoming concert info or their heroes' latest antics, they might be even more tuned in to the skinny on major events and activities in their schools and community. Who won the football game between the two biggest schools in town last night? Which school is sponsoring a concert by the Alarm, and how can you get tickets? Whose gymnastics team made the national finals? The possibilities are endless. It's an old hack listener and community appeal/involvement - but it still works

Tie A Yellow Ribbon

An older demographic skewing format like AC or Oldies might appreciate some creative nonmusic-oriented history and information along with the hits. Not just the hackneyed "what happened-on-this-date-in-history" drivel. How about localized drops relating to some major community events, dates, celebrations, accomplishments, etc.?

In a format spotlighting softer, more romantic music, some of the traditional artist actualities used to spice up countdowns, artist profiles, and other syndicated features might be replaced or augmented with listener actualities. These would be very brief cuts maybe only two or three lines - in which listeners recall what they were doing when they first heard a particular song you're about to play. Think of it as the "Tie A Yellow Ribbon" approach. Imagine a baby boomer remembering the hit song she and her husband danced to the night before he was shipped off to Vietnam. When he came home, their emotional welcome back celebration included a special moonlight dance to that same song.

"Maybe what radio needs most at this juncture is a more imaginative use of the existing traditional elements, rather than a frantic rush to find bizarre or off-the-wall new twists to tantalize its audiences."

Hokey? Maybe, but that's also potentially powerhouse stuff and can be guaranteed to spark other listeners' memories. It may not be the most off-the-wall concept since Chicken McNuggets; however, it might be just enough creative tweaking of familiar program elements to provide your own programming with fresh, rewarding new appeal.

In any event, the specific examples are less important than the concept itself. There's already far too much repetition. And simply shifting into high gear and trucking out even greater quantities of whatever's deemed most outrageous or trendy this week is clearly not the solution.

Novel Approach

What does all of this suggest for those of us who create and deliver informational or entertainmentbased products and services? Perhaps a revolutionary response for a devotedly capitalistic enterprise: that we now attempt to compete by moving slower than the competition; that we take steps backward, sideways, and occasionally in circular patterns rather than always charging blinding forward at top speed.

Perhaps the artists who insist they need one, two, three, or even four years between albums are right. Maybe their audiences need at least that long to be genuinely hungry for their new product. A slower speed might allow less emphasis on the simply slick and superficial, and more opportunity to explore the spectrum of possibilities within the various ideas, images, and products we've already created.

The really revolutionary discovery may be that progress is fine and just as vital as ever to our ability to sustain, persevere, and prosper. So is creativity. But sometimes progress isn't so much a matter of aggressively seeking out the newest possibilities as it is finding new benefits, options, creative combinations, and new uses for the old ones. Which is just another way of saying that the truly successful farmer is often the one who ignores the grey flannel-suited speculators of bean futures, concentrating instead on reaping the maximum harvest from the crop he's already planted.

Nikki Wine operates an independent production firm, which handles radio/television programs, nonfiction books, and consumer publications. Her industry background Includes a five-year stint as producer/writer/director of Casey Kasem's "American Top 40," a year as a KHTZ/Los Angeles talk host, and three years as VP/Special Projects for Goodphone Communica-

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HARVEY MEDNICK

NEW LOOK AT AN OLD MEDIUM

Film House Markets Direct TV

About a year ago Film House, which produces TV spots for radio stations, began looking at its medium and ours and wasn't very happy. There wasn't anything new being done. Sure, stations were snapping up its spots as fast as it could churn them out, but something was missing.

"In order to retain the leader position, you have to constantly move forward," Film House President Curt Hahn said at the BPME seminar in Dallas. "So we decided to investigate our options and started brainstorming the possibilities.

As part of that process the staff studied their competitors and found that most production companies were simply "producing TV spots. We were marketing radio stations." remarked Curt. "We then took a PD's-eve view and asked ourselves, 'If we were sitting in their chair, what would we want from Film House.' The answer was a high cume promotion spot with quarter-hour possibilities.

Direct Mail Refined

The first order of business was to identify potential targets of opportunity. Where would a significant number of station dollars be spent on a marketing effort with a nonmeasurable or unclear expenditure/result ratio? Where could



The Direct-TV "Birthday Promotion is a registered product of Film House, Inc.

they find a successful promotional technique to attack? And where was there an opportunity to successfully compete head-to-head on a sales/marketing basis? Seven months of research and development, plus a careful dissection of industry trenda, helped determine the opponent - direct mail.

As a big fan of "Marketing Warfare" by Ries and Trout, Curt immediately began creating a strategy to conquer the enemy. "I was told by a number of broadcasters that they weren't altogether thrilled with direct mail." The most frequent complaints were high initial cost, seemingly great waste, and mediocre results. Direct mail was, as Curt labeled it, 'liability-intensive." So Film House set out to build on the idea and transfer it to our medium of choice, TV."

Innovative broadcasters such as Ron Chapman at KVIL/Dallas have previously used live TV as a recycling vehicle. For example, Chapman shifted the Monday night football TV audience into his morning show via spots he appeared in during the halftime program. Trading on that concept, Filmhouse began to zero in on direct

Direct TV Is Born

While refining this takeoff on direct mail, Curt and his staff invited broadcasters to take their best shot. "To my amazement and that of my staff," noted Curt, "people like Scott Shannon heard the pitch, shook their heads, and told us A) they loved it and B) how soon could they have it for their station.1

Direct TV employs a series of carefully-constructed TV spots. These are voiced by the client station's morning personality, who invites viewers to listen to the radio at a specific time to win a large cash amount or another top prize. (7:20 on Thursday morning seems to be popular for diary purposes.) Curt advises the station to buy no fewer than 300 GRPs for five weeks. This formula guarantees an 85% reach with a 12 frequency.

Curt also puts together a media plan as part of the direct TV program. This technique is obviously a

"In order to retain the leader position, you have to constantly move forward."

-Curt Hahn

cume builder and, in that sense competes head-on with direct mail. When asked about direct TV's main virtue, Curt said, "It's been designed to attract the non-contest player. It works well because of its extreme simplicity. Nothing to fill out, nothing to return, and no numbers to listen for. You win if you have the same birthdate as the one in the envelope the jock holds up in the TV spot. Everyone has a birthday, so they assume they have a chance to win."

And here's a neat thought: Because of the birthday mechanic,





FILM HOUSE VISITS THE ZOO - Filmhouse President Curt Hahn (I) visits Scott Shannon on the set of the Z100 direct TV spots; Shan makes the \$15,000 winning offer.

"It's been designed to attract the non-contest player, It works because of its extreme simplicity."

-Curt Hahn

ewers assume the odds are 365-1. That definitely sounds good when compared to say 500,000 direct mail pieces flooding a market.

It's Working

Response has been fantastic. Film House is selling it from the top down on a market-exclusive basis So far the firm has already signed 15 of the top 50 markets, including Country KLAC/Los Angeles, CHR Z100/New York, and AOR KSRR/ Houston

Direct TV is an innovative approach to radio advertising that can be used to great advantage. But it's not a replacement for direct mail, since it doesn't place a diary mechanic in the hands of a potential diarykeeper. And if you analyze the two methodologies side-by-side, you'll come up with about the same dollar amount. The rub is that most stations cannot afford to do both. If you could support direct TV with a print piece, you'd have the best of both worlds.

Whatever the case, direct TV does offer a new way to use an old medium. And it will be interesting to watch participating stations ratings results. Stay tuned.

DATELINES

7th Annual New Music Seminar Marriott Marquis, New York

August 9

2nd Annual Broadcasting Seminar The Business of Radio: The People Who Make It Work Southampton Campus, Long Island University Long Island, New York

August 26-29

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

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

1987

February 7-10

Radio Advertising Bureau 7th Annual Managing Sales Conference Hyatt Regency, Atlanta

April 1-5

Alpha Epsilon Rho 45th Annual Convention Clarion Hotel, St. Louis

R&R FRIDAY, JULY 4, 1986/31

FIVE YEARS AGO TODAY

e #1 AC: "Everytime You Go Away" - Paul Young (Columbia)

e #1 B/U: "Hangin' On A String" — Loose Ends (MCA)
e #1 Country: "Forty Hour Week" — Alabama (RCA) (2 wks)
e #1 AOR Track: "Power Of Love" — Huey Lewis & The News

• #1 LP: "Dream Of The Blue Turtles" - Sting (A&M) (3 wks)

ONE YEAR AGO TODAY

Roger Fairfax VP/GM at Sheridan Broadcasting

Michael Lonneke VP/GM KHOW/Denver

• #1 CHR: "Raspberry Beret" - Prince (WB)

- John Gehron VP/GM at WLS-AM & FM/Chicago
- Jim Waters PD at CHUM (AM)/Toronto
- #1 CHR: "The One That You Love" Air Supply (Arista)
- . #1 AC: "The One That You Love" Air Supply (Arista)
- #1 B/U: "Love On A Two-Way Street" Stacy Lattisaw (Cotillion/ Atlantic)
- #1 Country: "Feels So Right" Alabama (RCA)
- #1 LP: "There Goes The Neighborhood" Joe Walsh (Asylum) (2 wks)

TEN YEARS AGO TODAY

- #1 CHR: "Afternoon Delight" Starland Vocal Band (Windsong/RCA) (2 wks)
- #1 AC: "Afternoon Delight" Starland Vocal Band (Windsong/RCA) (3 wks)
- #1 Country: "All These Things" Joe Stampley (ABC/Dot)
- #1 LP: "Fly Like An Eagle" Steve Miller (Capitol) (5 wks)





KEN BARNES

CREATIVE MARKETING APPROACHES

Great Moments In R&R Advertising, Pt. II

This second installment in my new, occasional series salvaging the best, the worst, and the most amusing ads in R&R's colorful history has a unifying theme of sorts. Spotlighting a half dozen ads taken from the pages of R&R's 1974 issues (I'm trying to do this in a vaguely chronological fashion, and probably won't go much past 1978 or so, or the aura of antique quaintness that makes it work, I think, will be lost), this column isolates some of the more bizarre slogans, concepts, or images employed to promote records, and attempts to answer the musical question "Is bad taste timeless?"

By the way, I don't intend to offend anyone with these. They are 12 years old, after all, and all the ads on this page, for instance, are from defunct record companies (except for the Stealers Wheel, and that's here less for reasons of questionable taste than for the weird artist image projected). I think ads of this type can be instructive (in a historical sense, though for all I know I'll be seeing the taglines recycled in a new generation of record ads).

But enough rationalization. A good chunk of my columns are planned as comic relief, and this series falls into that "just for fun" bag. Back to more useful matters next week.





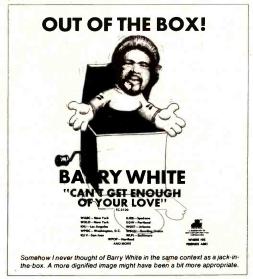
HAVE YOU GOT YOURS YET? IF HOT CALL YOUR LOCAL

HE'LL BRING ONE RIGHT OVER





The copy line was underscored by actual shirts distributed to industry notables on Paul Davis's behalf in the hopes that the FCC couldn't tell shirt from payola.





Those 1974 stars had something the tawdry acts of the '80s have lost: real glamor. Not to mention cows.

The NAKED Truth...



WHERE YOUR FRIENDS ARE!

For such a fleeting fad (one flash and it was gone), streaking was an all-consuming passion for radio. Radio was on streakers like a duck on a june bug, staging sturts and promotions with barefaced glee. Record companies shed their inhibitions as well; R&R printed a few photos of entire promotion staffs streaking memily away. And the novelty records profilerated, too, cluding the one above. Ray Stevens, with "The Streak," had the biggest hit, while Down Under, Rick Springfield released "Streakin' Australia." It was a great streak while it lasted.

We're Behind Fanny.

"I've Had H"

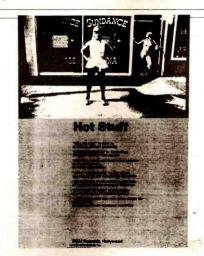


WAYS

WISM WISC

ORL KI

I wonder if a marketing meeting spent three hours coming up with this



The Medium is The Massage: That's the theory MGM must have subscribed to in concocling this tasteful multiple ad for several of its country releases, hoping that some of the heat might rub off on the records.

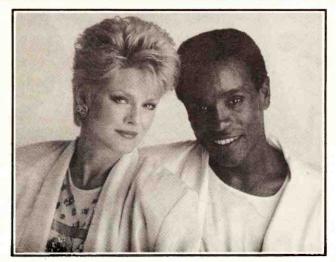


WANT A HIT? LOOK NO FURTHER.

"FRIENDS & LOVERS"

WSPK 1-1 93FM deb 28 Q105 deb 25 KBEQ 26-19 ZZ99 33-29 WKEE 19-16 Y107 on B104 on

Added This Week At: K106 add WNVZ add 37 K104 add B106 add 25 WSSX add



KAMZ add WANS add WCKN add 21 BJ105 add WRVQ add KSND add OK100 add 100KHI add 95XIL add WGAN add Q104 add KWES add 17 Z102 add KNIN add

GLORIA LORING CARL ANDERSON

Featured in the forthcoming Carl Anderson album due to be released Mid-July.

STEVE PERUN, PD KBEQ/KANSAS CITY, MO

'After only two plays, it was the #1 requested record by a four-toone margin. It's the quickest 18+ phones I've ever seen. After 10 days, #13 in teen requests."

STEVE KINGSTON, PD WBSB/BALTIMORE, MD

"My #1 phone record for 2 weeks straight. Massive female

RANDY KABRICH, PD Q105/ORLANDO, FL

"#1 female adult-requested record first week out!" BOB WEIL, MD, WSPK/POUGHKEEPSIE, NY
"The fastest-moving record since Falco. Out-requests all other

records by a 3-to-1 margin. Huge female demos and retail reports

JOHN CLAY, PD/MD KWES/MIDLAND-ODESSA, TX
"Played once at 10:00pm. By 12 noon the next day, it was #1 request and that's where it's stayed. I added it at #17. This is the highest numbered addition in the history of the station.

CARRERE®

JHANI KAYE, PD KOST103-FM/LOS ANGELES, CA

"'Friends & Lovers' is a song our listeners demanded we play, and from the incredible response, we're glad they did! #1 request 3 weeks in a row."

BRIAN BURNS, PD KSND/EUGENE, OR

"My God! They're coming out of the woodwork for this. Instant #1

CHUCK BECK, PD KNIN/WICHITA, FALLS, TX

'Immediate phone response (men & women). After one play, I had to move 'Friends & Lovers' up in rotation!'

LEO DAVIS, PD Q104/GADSDEN, AL

" 'Friends & Lovers' is Top 5 phones in 3 days. Males & females 25+ - guys like the soaps, too!

MICHAEL ST. JOHN, PD Y107/NASHVILLE, TN

"Immediate female reaction on the phones.

KEITH DAVIS, MD KJ103/OKLAHOMA CITY, OK

'Last time we've seen requests like this, it was 'Rock Me, Amadeus.' We played it at 9:20 on our 'Hit Or Miss' show; by 10:00pm the record was the #1 request."

Answering Machines & More CBs

MONDAY, JULY 7

1954/At 9:30pm, WHBQ/Memphis announcer Dewey Phillips premieres Elvis Presley's "That's All Right

1968/A year and a half after Jeff Beck's departure, the Yardbirds officially break up.

1978/Paul Evans's semi-comeback, "Hello This Is Joanie," in which the narrator repeatedly calls his dead girlfriend so he can hear her answering machine, debuts on the Country chart. Evans's single is already #1 in New York and Montgomery

1984/Frankie Goes To Hollywood's "Relax" becomes the UK's best-selling single of all time. Birthdays: Ringo Starr 1940, Joe Zawinul (Weather Report) 1932

1970/Near the end of their first career, the Everly Brothers get an ABC summer replacement series. 1977/Shaun Cassidy's "Da Doo Ron Ron" goes #1 CHR; on the same day, Dean Friedman's "Ariel" debuts on the CHR chart after an incubation period of several months. And the Sex Pistols' "Pretty Vacant" is released, the first single of theirs that all three of Britain's major drug/record store chains will carry 1985/Madonna/War Complex Dep't: Playboy and Penthouse both announce plans to carry different sets of

Madonna pictures. Penthouse's pix are from her earlier semi-porn film, which sister magazine Spin has already

Birthdays: Andy Fletcher (Depeche Mode) 1961, Carlos Cavazo (Quiet Riot) 1958.

WEDNESDAY, JULY 9

1971/Jim Morrison is buried in Paris; his death is finally announced to the press.

1976/Even more great CB novelties: Red Sovine's "Teddy Bear" goes 27-7-1 Country

1977/The Damned are attacked in their dressing room; Bob Geldof and the Boomtown Rats are attacked on

olige." 1982/Survivor's "Eye Of The Tiger" goes #1 AOR and CHR. Birthdays: Jim Kerr (Simple Minds) 1959, Marc Almond (Soft Cell) 1959. Bon Scott (AC/DC) would be 40.



Christine McVie, Ringo Starr, Marc Almond, Jim Kerr

THURSDAY, JULY 10

1954/WINS/New York announces the hiring of Alan Freed.

1968/Eric Clapton announces the breakup of Cream, citing "a lack of direction." On the same day, Keith Emerson and the Nice stomp and burn an American flag and are banned from Albert Hall.

1974/David Bowie's live LP is recorded at Philadelphia's Tower Theatre. 1979/Chuck Berry is sentenced to four months in prison for tax evasion.

Birthdays: Ronnie Dio 1949, Arlo Guthrie 1947

FRIDAY, JULY 11

1967/Kenny Rogers leaves the New Christy Minstrels to form the New Edition. On the same day, Dame Margot Fonteyn and Rudolph Nureyev are among those arrested at a pot party

1975/Johnny Wakelin's Muhammad Ali tribute, "Black Superman," does what none of Ali's own records could do, debuting on the CHR chart.

1979/Neil Young's "Rust Never Sleeps" concert film opens in Los Angeles on the same day that the remnants of Skylab touch down in Australia

Birthdays: Jeff Hanna (Nitty Gritty Dirt Band) 1947, Peter Brown 1953.

SATURDAY, JULY 12

1970/Johnny Cash presents Judge Sue Hicks, the inspiration for "A Boy Named Sue," with a Gold record. 1979/Minnie Riperton dies of breast cancer. On the same day, Steve Dahl holds his "disco demolition" re riot at Chicago's Comiskey Park.

1985/Black amazons on film department: Tina Turner's "Mad Max III - Beyond Thunderdome" opens. Duran Duran's "A View To A Kill" (in which Grace Jones co-stars, but doesn't sing) goes #1 CHR. Also, Scott Shannon and Z100 sponsor "Imus Aid," with \$50 for listeners who'll monitor Don Imus for a half hour on WNBC, then call him and tell him how good he sounds

Birthdays: Bill Cosby 1937, Christine McVie 1943, Eric Carr (Kiss) 1950, Walter Egan 1948, Cheryl Ladd

1976/13Q/Pittsburgh changes studios. Its last record is "Funeral For A Friend," during which jock Ray Zoller is raced across town in a cop car so he can be at the new studio in time for the next segue. 1977/NRBQ, whose nearest hit was an energy crisis novelty, plays through the New York blackout with

candles 1984/Ex-Spinners lead Philippe Wynne dies of a heart attack while onstage in Oakland.

1985/"Live Aid" takes place in Philadelphia and London featuring, among other things, the Who reunion, a semi-Led Zeppelin reunion and Teddy Pendergrass's return to the stage with Ashford & Simpson. The Live Aid broadcast Is also the broadcast with which former "Disco 92" WKTU (which had also called itself "Number One On Earth") segues into "K-Rock" WXRK.

Birthdays: Louise Mandrell 1954, Roger McGuinn 1942.





WHAT DOES IT TAKE"

WBEN add 37 WNYS add WPHD 40-35 CFTR on WERZ add

WANS 30-28

KIKX add **KSND 38-31** KXYQ add KZZU add

WGUY deb 38 95XXX add

Q104 36-30 WHSL deb 35 WBWB add Y94 21-15 WAZY deb 40 OK95 31-24

FROM THE ALBUM THE BIG PRIZE

PRODUCED BY BRUCE FAIRBAIRN MANAGEMENT: STEPHEN PRENDERGAST/HEAD OFFICE MANAGE-MENT FROM THE ALBUM THE BIG PRIZE ON WARNER BROS. RECORDS AND CASSETTE'S





DEPECHE MODE "A QUESTION OF LUST"

KIYS 20-12 **KSND 32-23** KKRZ 39-36

KMIK on **KMEL 17-16**

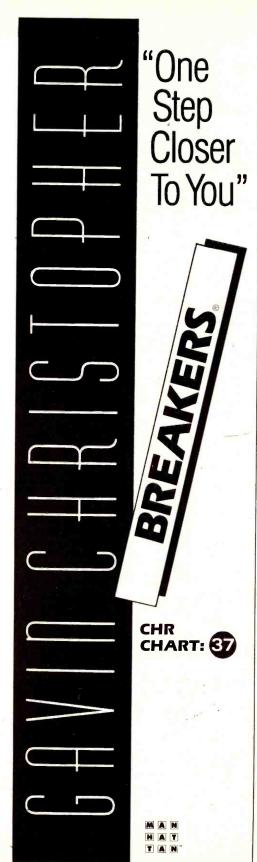
KXYQ 36-32 KZZU deb 38 **KOZE deb 33**

KPLUS on KCAQ add

FROM THE ALBUM **BLACK CELEBRATION**



© 1986 SIRE RECORDS COMPANY





CALENDAR

BRAD MESSER

More Newsroom Ethics

A poor person worries about getting money, then when he gets some, he immediately and automatically shifts to worrying about losing it. That same always-worry formula also applies to radio stations which lust after major league sports broadcast rights, and therein lies today's "What Would You Do?" example of journalistic ethics in real-life radio.

This true story happened at a major station which has the rights to a big team run by a powerful man whose anger is perceived as being terrible and unpredictable.

Into the station's newsroom came a cut-and-dried wire story saying a former employee was filing a lawsuit against his old team. Somewhere between the time the newsman on duty ripped the story and the time it would have gone on the air with the rest of the day's news, someone in management decided that the sports mogul might feel the home station lacked loyalty by broadcasting news of the lawsuit.

Serious words were exchanged among the home station news-

people. Other local stations were, of course, carrying the wire report. One station higher-up was consulted, then someone even higher up than him, and the word came down unanimously that the home station would not run a news story that might possibly anger the sports mogul. Nothing was to be aired that might somehow eventually put the precious broadcast contract in jeopardy.

The newsman on duty, I'm told, considered the kill order a clear-cut textbook case of news management for self-interest. If you were him, what would you have done?

Next week this column will reveal what he did. In the ethical dilemma presented here last week, the management of an independent station ordered its news staff to rehash out-of-town newspaper stories about a buyout offer aimed at a conglomerate which owns a dominant station in the indie, Smarket

As it turned out, the News Director did use the story, and defended his decision by stressing that although the competitor's majority stockholders had in fact already declined the proposed deal, some minority shareholders in favor of the offer had yet to meet to push for the sale. "The story was forced on us for all the wrong reasons," he explained, "but because it did contain one legitimate news element — the fact of the upcoming meeting — I wasn't willing to die fighting that one."

First American Draft

MONDAY, JULY 7 — The first American military draft began in 1863 for the Civil War. The conscription plan openly favored men with money, because anyone who was drafted could pay a fee to have someone else take his place in the army.

Five years ago the human-powered "Challenger" aircraft was pedaled across the English Channel, and Sandra Day O'Connor was named as the first woman on the Supreme Court (1981).

The original Morris the Cat died in 1978 at age 19. After a brief military operation, the U.S. took California from Mexico in 1846

Birthdays: "Hill Street Blues" actor Joe Spano 37 (?). Ex-Beatle Ringo Starr (Richard Starkey) 46. Actor Vincent Edwards 58. Bandleader Carl "Doc" Severinsen 59. Designer Pierre Cardin 64.

Liberty Bell Cracked (Again)

TUESDAY, JULY 8 — The Liberty bell has earned an honored spot in American history despite the unarguable fact that it is defective merchandise. Although the big bell had already cracked two times, the folks at Independence Hall, Philadelphia, rang it loudly on this date in 1835 for the funeral of Supreme Court Chief Justice John Marshall, and the Liberty bell cracked a third time. Since then, there's been a rule against loud ringing.

Ex-President Richard Nixon was disbarred in NY state in 1976. The Ziegfield Follies opened in NYC in 1907. John L. Sullivan won the last bare-knuckle heavyweight championship fight in 1889, beating Jake Kilrain in the 75th round.

Birthdays: Actress Kim Darby 38. Singer Steve Lawrence (Sidney Leibowitz) 51. TV exec Roone Arledge 55.

Worst Train Wreck

WEDNESDAY, JULY 9 — America has had only one train wreck in which more than 100 people were killed: it happened 68 years ago near Nashville, Tennessee, when two trains collided head-on causing 101 deaths and 171 injuries (1918). The world's worst railroad accident was the derailment of a troop train in Europe in 1917 in which 543 nepole filed.

The first successful human open-heart surgery was performed 93 years ago in 1893. An automatic donut-making machine was patented in 1872.

President Zachery Taylor died in the White House of a typhus infection, only 16 months into his term, in 1850. Birthday: Orenthal James "O.J." Simpson 39.

Return of "Classic Coke"

THURSDAY, JULY 10 — It was one year ago that the Coca-Cola Company did a complete about-face and announced it would bring back the original Coca-Cola formula (1985). Three months earlier, the Coke people had said they would abandon the original recipe which had been successful for 99 years. The old formula was reintroduced as "Classic Coke."

One person died when the Greenpeace ship "Rainbow Warrior" was bombed in New Zealand in 1985. American frogman Fred Baldasare swam the English Channel underwater (42 miles in 18 hours) in 1962.

Birthdays: Arlo Guthrie 39. Sue Lyon 40. Actor Ron Glass and tennis vet Virginia Wade 41. Tennis pro Ārthur

Ashe 43. Fred Gwynne 60. Newsman David Brinkley 66.

Vice President In Duel

FRIDAY, JULY 11 — The Vice President of the United States and a former Secretary of the Treasury fought a duel with pistols in 1804. Vice President Aaron Burr was the better shot and mortally wounded Alexander Hamilton, who died the following day.

In 1980 Iran hostage Richard Queen was released on Day 250 after developing multiple sclerosis. Skylab fell from orbit onto Australia in 1979. The U.S. Marine Corps was created in 1798.

Birthdays: Tab Hunter (Arthur Andrew Gelien) 55. Yul Brynner would have been 66.



ADAM WHITE

PROGRAMMING SENILITY?

Radio Gets The Seminar Workover

"As the Baby Boom generation nears 40, it's buying condos, co-ops, and computers instead of records. Unfortunately, the liveliest and most creative segment of the record-buying public — those under 20 — is being treated as a persona non grata by radio, as programmers follow the baby boomers into musical senility."

And so it is that the directors of the New Music Seminar urge you to attend the 1986 version of what's become the largest such event in the music business calendar. It takes place July 13-16 at New York's Marriott Marquis Hotel. The above paragraph is an excerpt from a recent NMS bulletin, and makes it clear that there'll be no less radio-bashing at this year's seminar than in past years which may or may not be a productive pursuit, depending on your point of view and perhaps even your age.

Actually, radio and records (ahem) and their mutual dependence will be primary themes in this year's seminar program. That's obvious from the choice of one of the keynote speakers: WBCN/Boston GM Tony Berardini. But the other keynoter, WEA UK Managing Director Rob Dickins, also holds strong views about American radio, and what he calls its "ghetto effect."

No AOR Apologies

Tony has long experience in a format (AOR) which has been attacked for its conservatism at every New Music Seminar. He says, "If you're a broadcaster in your community, you really ought to exchange ideas and be prepared to defend whatever position you have, or attack whatever position you feel is inappropriate in your



Tony Berardini

market. You've got to go to these things to challenge people and be challenged. That's one of the ways you learn."

Tony stresses that he's not keynoting as an "apologist" for rock radio. He dislikes generalizations too. "To say that AOR is thus and such is an attempt by the industry to oversimplify and categorize, because that's the way they deal best with things. The only thing that's true about a generalization is that it's false in every specific situation you point out.

"I don't know what AOR radio is: I can debate you on any definition you give me and point out 15 exceptions. There are a lot of good AOR stations, and probably more which suck. The same is true of CHR radio. The ones that are winning are probably the ones that are doing it best."



MIAMI SOUND MACHINISTS — EMI Music staffers from the US and Europe recently participated in a worldwide A8R meeting in Miami, chaired by Roel Kruize of EMI Music/Europe & International. The delegates included Tim Carr, David Cole, Wayne Edwards, Don Grierson, Stephen Powers, Steve Ray, Lynn Schults, Ray Tusken, and Tom Whalley from Capitol US; Michael Barackman, Jeff Forman, John Mwros, and Neil Portnow from EMI America; Deane Cameron and Tim Troubley from Capitol Canada; Bruce Garfield and Gerry Griffith from Manhattan; Tom No from Pathe France; Helmut Fest from Electrola Germany; Caroline Rogers from EMI Music; and Clive Black, Nick Gatifield, Alasonne Lewis, David Munns, and Rob Sawyer from EMI Records UK.



Tony suggests that record companies would be better off looking at radio not from the format standpoint, but on a market-by-market basis. "Instead of trying to generalize and pigeonhole a station in a market, find out if it does what you need it to do for you."

The 'BCN GM continues, "Relying on the crutch of a category which says, 'This format generally has an active audience, and therefore we'll give them more advertising and promotional support than this format,' is a cop-out. It's poor marketing."

Dickins' Credentials

Tony Berardini has been to every New Music Seminar since the first. Britain's Rob Dickins has been to none, although he has "new music" credentials via the Sex Pistols, Echo & the Bunnymen, and The Teardrop Explodes. He signed publishing deals with those acts, among others, as Managing Director of Warner Bros. Music in the UK from 1974-83. He also formed Korova Records in 1979, essentially for the Bunnymen "because I couldn't get them a record deal."

Rob was promoted to head WEA's British record operations in June 1983, and has since been involved in the signing and development of Jesus & Mary Chain, Everything But The Girl, Aztec Camera, and the Screaming Blue Messiabs

Tom Silverman, one of the seminar's three directors, asked him to keynote, Rob says, largely because of his association with those type of acts within the Warner environment. "He feels I'm indicative that corporations can successfully be involved in new music," and that the key may be those majors' involvement at an early level, "as opposed to signing something five years after it's started."

The idea, according to Rob, is to illustrate for people who are anti-corporate — or for those in a corporate environment but frustrated — that "it can work."

The "Ghetto" Effect
The WEA chief says he also

Panels To Provoke

Every New Music Seminar features panels on radio. The quality of debate and the level of audience interest has varied considerably in the past. This year, the panels are considered especially important by NMS organizers Mark Josephson, Tom Silverman and Joel Webber, given that the radio/records relationship is one of the event's central themes.

Four sessions are scheduled to tackle, respectively, CHR, Black/ Urban, AOR, and Urban/Pop crossover. If they go as planned by the organizing committee, the results should be provocative. The following panel lineups may be modified or updated before the seminar, of course. At the time of writing, they comprise:

Pop Radio — July 14, 5:30pm.
Moderator: Columbia VP/Promotion John Fagot. Panelists: 894/
Pittsburgh PD Nick Bazoo,
FM102/Sacramento Asst. PD
Chris Collins, 94Q/Atlanta PD
Jim Morrison, Arista VP/Singles
Promotion Phil Quartararo, Z100/
New York PD Scott Shannon, and
WXKS-FM/Boston PD Sunny Joe
White.

Album Radio — July 15, 11am. Moderator: FMQB Album Report Editor Bill Hard. Panelists: KZEW/ Dallas PD Rob Barnett, Epic VP/ Nalbum Promotion Bill Bennett, KBCO-FM/Denver MD Doug Clifton, WNEW-FM/New York PD Charlie Kendall, WLIRL/Long Island PD Denis McNamara, KRQR/ San Francisco PD Chris Miller, and WBCN/Boston PD Oediplus.

Chris Miller, and WBCN/Boston PD Oedipus.

Rhythm Radio — July 15, 2:30pm. Moderator: MCA V2. 30pm. Moderator: MCA V2. 30pm. Moderator: MCA V2. 30pm. Moderator: MCA V2. 30pm. Moderator: MJLB/Detroit PD James Alexander, KMJC/Houston PD Roh Atkins, K104/Dallas PD Terri Avery, RCA Product Director Sharon Heyward, Capitol VP/Black Music Promotion Ronnie Jones, Don Kelly Associates' Don Kelly, Atlantic Director/National Black Music Promotion Sylvia Rhone, and WZAK/Cleveland PD-Lynn Tolliver.

Urban/Pop Crossover — July 15, 5:30pm. Moderator: Frankle Crocker. Panelists: WPLJ/New York PD Lerry Berger, WRKS/ New York PD Tony Gray, WGCI/ Chicago OM Lee Michaels, and WLUM/Millwaukee PD Bernie Miller.

Radio people are participating on other NMS panels, such as one devoted to college radio that's moderated by Rockpool's Mark Josephson. If you're going to the seminar, check your program for exact details.

plans to talk about the effect of heavily-formatted radio in the US. "I like listening to Echo & the Bunnymen and the Jesus & Mary Chain, but I don't want to listen to Husker Du, the Bunnymen, the Mary Chain, the Violent Femmes, and nothing else. I'd like to hear Prince and Van Halen in there, for example. You can't break new music or black music by ghetto-ing it into one radio format, on one radio station. Nothing is great en masse.

"The mixture is the only real solution to breaking anything. People can listen to a variety of music. The switch-off effect that everyone worries about could actually be a switch-on effect"; that is, music which doesn't "fit" a preexisting format isn't necessarily a tuneout factor. Adds Rob, "It doesn't exist in Britain because we only have one (national) radio station. It's forced into integration -because there's only one. This may be naive and an outsider's point of view, but it has to be made. SomeBody might pay attention."

Since he was invited to the seminar, Rob has acquired another corporate responsibility — that of Chairman of the British Phonographic Industry, the record companies' trade organization. His first meeting in that role requires a speech too.

RPM

The Independent Label Association is taking an exhibit booth at this month's New Music Seminar and will unveil its 1-800 number. This is designed to link record buyers, retailers, wholesalers, and distributors with indie label release information, as well as related news. The scheme is being funded by ILA-sponsored benefit concerts, the first of which took place in Los Angeles recently.

The Women In Music organization will also have a seminar booth, with a membership directory available. WIM is planning an industrywide salary survey, and forms for this will be at the booth. Two further facts: There'il be a WIM panel discussion at the seminar, July 14 at 7:30pm; and there's a WIM hotline at (212) 627-1240.

New York's Mosquitos got a lucky break with the inclusion of their song, "That Was Then, This Is Now," on the Monkees' new Arista Compilation (R&R 6/13) — and now as a single. The original was on the Mosquitos' 1985 debut EP on Valhalla Records.

Sal Abbatiello's Fever Records has formed a new dance label, Nest-Al. First release is by German band Moskwe-TV, entitled "Generator 7/8." Nest-Al, like Fever, is distributed through Sutra Records.

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CONTEMPORARY HIT RADIO

JOEL DENVER

You're A Terrific Talent, A Swell Guy, A Real Pro, You're Fired!

Steve Kelly, former PD of CHR-formatted WZXR (Z103)/Memphis (now AOR outlet WEGR), sent in the following article. It sums up nicely the feelings of so many people I talk to each week.

Someone I worked for once told me there are only "two types of people in this business — those who've been fired, and those who will be fired." I suppose there's a lot of truth to that.

The hardest kind of "firing" to take is that which occurs when you're working hard and doing a good job. The kind where they come in, even involve you in their discussions, and then announce plans to change "direction," one that won't include you.

At first you feel a sense of outrage and confusion — then injured pride sets in. They've taken away "your" radio station and didn't give you a shot. Your competitors call you, offer their condolences, and tell you that you did a great job and even had them sweating a bit. Then you wonder why some more.

Analyze & Realize

The best thing you can do is take two steps back and analyze the whole situation. First, you must come to the realization that this is your first love, the career and life you chose. If you're good, you'll get your next challenge and sooner than you might think. Probably the hardest part is waiting out a book or waiting for an acquisition to go through.

Second, remember that no matter how good your situation was or could have been, it's not "your" station. Radio is and always will be a business, and tough decisions are made every day for bottom-line business reasons. Let's hope you'll get into a company that is peopleoriented enough to take reasonable care of you if the decision goes against you through no fault of your own. Thank goodness I was working for people like that.

Take the proper amount of time to "mourn" your loss, then get on with finding your next job. Set aside time every day to prepare packages, make phone calls, write letters; set aside the time you'll push away the paperwork and call it a day. Spend quality time with your family. They need your support as much as you need theirs.

Patient But Persistent

Keep accurate records: phone bills, printing expenses, trips for interviews are all tax deductible. Reduce your monthly expenditures as much as possible, but leave a lit-



Steve Kelly

"Any time you find yourself without a job, there's always a 50/50 chance the next challenge will be even bigger and better."

tle for dinner out or a movie once in a while. The worst thing you can do is sit around waiting for the phone to ring and feel sorry for yourself. This is a great time to buy a phone answering machine, so you can get away from the house without feeling guilty. By the way, you can deduct the machine expense. too.

Be patient but politely persistent in making your contacts. Remember that most of the time it's "being at the right place at the right time." But keeping that top-ofmind awareness with a potential new employer takes careful planning and regular contact. They'll appreciate your interest as long as you don't become a pain in the ass.

When the offers do start to come in (and don't expect much more than condolence calls the first week or two), don't jump at the first firm offer you receive. Be courteous and open-minded about anything that is presented to you. But don't hesitate to turn down anything that is past your level of experience or a job that doesn't really interest you. Take a bit of time to make the right decision, Nothing could be worse than taking something you might leave after a month or two when something better comes along.

Ask Questions

Remember to do your homework. Rest assured your new employer will check you out. You owe it to yourself to do the same. The interview process works both ways. Ask the right questions. There's more to be concerned about than salary. Are they committed to the format for which you've been hired? Is it a long-term commitment? Are they willing to provide the support both in dollars and time to allow you to do the job? What are their goals? What will it take to win? What is the competitive situation of the market? Who will you be up against? Is winning realistic? What will they expect of

Get it in writing. A good letter of intent will be just as good as a contract and just as binding. Cover your bases should they decide to terminate you. Get a severance agreement up front. It's an unpleasant thought but cover your bases before the wedding, because honeymoons don't last forever. If the answers to all your questions come back feeling good, go for it.

Any time you find yourself without a job, there's always at least a 50/50 chance the next challenge will be even bigger and better than the last. So start planning now. The next time the phone rings, it might be the one.



HELLO DOWN THERE! — KAY107/Tulsa morning man Johnny Rivers waved hello to listeners from the KAY107 Hot Air Balloon during the Tulsa Indoor Fun Fair. The seven-story balloon carries the station logo and is used at all its promotions.



\$25,000 FOR YOU! — KKYK/Little Rock's afternoon man Craig O'Neill (I) was the proud announcer who awarded lucky Lynda Kinsey (r) \$25,000 in a recent bumper sticker promotion. She was one of many listeners to be awarded either \$104 by displaying a bumper sticker, or \$1000 by flashing a KKYK "Gold Card," and hence registered for the big drawing.



HEY, BIG GUYS — WKFR/Kalamazoo honored the Salvation Army's 100th anniversary in town by planting morning man Jerry Lord and PM driver Terry Michaels on a billiboard. The two announcers camped out the whole weekend until three truckloads of clothing, food, and other items were collected.



HOW YA BEEZ? — 894/Pittsburgh and Roy Rogers Restauants threw a "Chicker Party" to celebrate a "Fatality-Free Memorial Day Weekend" in the city. Citizens were challenged to drive safely before the weekend started. As a result, that weekend turned out to be one of the safest in the county's history. The B94 Bee welcomed over 10,000 people.

CONTEMPORARY HIT RADIO

THE MAILBAG

Do You Copy My Copy?

Receiving mail lets me know the column is being used for more than just lining the bottom of the family bird-cage. All jokes aside, here's an interesting perspective about a recent column.

the order at 4pm.)

Dear R&R:

I appreciate R&R, I_really do. But you folks in L.A. . . . you've been breathing too much bad air. Let me respond to your "Production Whiz At Work" column (5/23).

I agree good production is more fun than an airshift. I agree that what you say and how it's said are important. Now let me introduce you to reality, buddy.

I'm working at a Country AM/ CHR FM. We have ten fulltime jocks and 12 fulltime salespeople. We have no copywriter/creative director and no fulltime production director, so the sales reps write their own copy. I think you know where I'm headed.

Writing copy is not their forte. They are out to hustle the commission, not be creative. They want that contract signed by Mr. Advertiser . . . copy's an afterthought. You think we have time for creativity???? Come on! It was sold today . . . it goes on the air tomorrow at 6am. (The sales rep comes in with

the order at 4pm.)
And about all that fancy-jazz
equipment. I have two production
rooms to work in. A.real luxury in
this market. I have a Broadcast
Audio and an LPB console, some

Audio and an LPB console, some two-track Otaris, a couple of ITC 99s and some direct-drive tables, one equalizer per room, and EV mics. Are you getting a feel for what's going on here?

It's nice to see how the elite do things in their state-of-the-art studios. Now, let's be real. You've got a bunch of listeners (readers?) who make do with hum, RF, pops. clicks, buzzing, poor sound insulation, no ventilation, and a music/SFX library that was tired years ago. Joel, you've got to get out of your "ivory tower" and see how life is in 90% of the radio stations in our galaxy. Yqu've got to give us news we can use. I've been on the inside for almost two decades.

Sincerely,

Mike Forrester, Air Talent KYAK/Anchorage, AK

Editor's Comments

Most stations I've been with also lacked a copywriter, but fortunately we did have a production director. And I understand copywriting isn't a salesperson's first priority, although a station's staff structure may deem that one of his responsibilities

Like others reading this column, I've also worked in situations where the production room is held together with chewing gum and thumbtacks. It really isn't fun trying to do great production in an inferior environment. And there's no creative thrill in grabbing a sound effects album on which every track sounds like a bowl of Rice Krispies.

If I wrote about that, however, nothing would be gained. But an article showing a state-of-the-art operation can serve as an example and future goal. In fact, some PDs have taken such articles to their GMs and have been able to turn their heads around about spending money to upgrade existing facilities.

Klemm Suggests . . .

Dave Klemm, President of Warren, CT-based Klemm Media, offers some points for air talent to consider.

Before going on the air:

- Research what's going on each day in your market relevant to your target demo.
- Dig up the names of local people for use a couple of times every hour, every show.
- Randomly send ten postcards with your name and station calls to area people suggesting they listen or call for a request. At least one will call you.
- Offer to help people and organizations on and off-air. Ask people what you can do. Introduce yourself.
- Tackle the TV weatherman, anchorperson, or sports personality in jest.
- Make your show sizzle by preplanning everything you say. Plot if out. Write it in advance. Ad-lib from your notes.
- Read a book, see a movie, watch a TV show . . . prepare to say something about it.

While on the air:

- "Welcome" listeners every hour. Invite them to stick with you.
 Specify and identify what you'll be playing in the next 30-45 minutes.
- Keep the chatter concise.
 Learn to say it in headlines, not

complete sentences.

- · Avoid talk just to talk
- Try not to talk about yourself alone. Place yourself in with other people. Talk about "being there."
- Put the listener first. What does the listener need? Give it to him.
- Never mention station problems . . . jammed cart machines, typos in copy, etc. If you're prepared, you'll avoid apparent errors.
- Don't apologize for your appearance. Look sharp, be sharp, feel sharp.
- Sell the benefits of listening ... cash, best rock, chance to call and win, 30 minutes of nonstop music, etc.

Dave adds, "The daily challenge of creative communication is never easy. But success comes to those who diligently invest effort into preparation. Your positive preparation efforts will be contagious to listeners. Personalities should remember that success follows effort in the dictionary... and in reality!" You can reach Dave at (203) 868-0505.



HANDS ACROSS D.C. — Q107/Washington participated in Hands Across America, giving out 1000 "I stood in line with 0107" hats to listeners in front of its studios. The entire event was broadcast live by personalities Sandy Weaver and Chris Jagoer.

MOTION

Stormin' Steve Davis leaves KXCZ/Waterloo for 7pm-midnight af WVBS/Wilmington, while Stephanie Loftus takes over afternoon news...
Former WZEZ/Nashville PM driver Gary Moss becomes PD of WKRM & WKOM/Columbia, TN ... KFMW/Waterloo MD MIke Dee exits, and PD Mark Hansen takes over the music

... 96X/Miami changes calls to WPOW, but will keep the 96X slogan until further notice . . Andy Shane is new to overnights at WSPK/Pough-keepsie . . Kevin Kei is named PD/MD of KF95/Boise from FM102/ Sacramento. He replaces Larry Doss, who moves into sales and continues with his morning shift . . 95INZ/Miami overnighter George Corey acquires executive producer duties for



DO IT IN THE JUNGLE — Columbia recording artist John Eddle stopped by WPST/Trenton to talk about his new self-titled album and single, "Jungle Boy." Here he is (I-r) with WPST PM driver Tom Cunningham.

the morning show ... Mike Morin and Brad Krantz return to Boston as the morning team for WCGY.

BITS

- Well, Hello Mr. Governor WMMS/Cleveland recently welcomed Ohio Governor Richard Celeste as a guest DJ on the morning show. According to WMMS Head Zookeeper Jeff Kinsbach, the Governor arrived promptly at 5:30am for show prep. He answered phones, ran contests, and kept listeners up-to-date with news and promos. When it was all over, he paid tribute to the WMMS Zoo by reflecting, "I didn't realize how hard it is to be a morning man."
- 2 + 2 = 4 WGCL is the hot concert connection in Cleveland this summer. To win four seats in the front row, listeners can call in whenever they hear two songs by the same artist. Among the concerts G98 will be covering are Jackson Browne, Loverboy, Jullan Lennon, and the Eurythmiles.
- Happy Birthday To Zoo KZOUI Little Rock wished the local zoo (the real one) a happy 60th birthday with a six-foot, multipage birthday card signed by thousands of townspeople. While everyone entertained themselves with carnival rides and attractions, the station broadcast from the zoo all day and later presented officials with a \$5000 check to purchase a pair of red kanagroos.



STEVE FEINSTÉIN

PROMOTION EXECS SPEAK

Breaking New Artists: Tougher Than Ever?

It's never been easy getting airplay on new artists. Most programmers gravitate towards playing established artists with whom their audience is familiar. But of late, many promotion reps seem to feel it requires significantly more time and effort to break new acts on AOR radio than ever before.

Their reasons:

 A glut of albums by core artists get multiple-track play, taking up playlist spaces that might otherwise go to new acts

 A perception that AOR is playing a smaller ratio of currents to older product than ever before. Stations are seen as upping their gold in response to "Classic Rock"-formatted competitors or in order to preempt another station from adopting that approach

A heightened musical conservativism regarding new acts. Those that do get added are usually relegated to slower rotations until they cross over to CHR.

Saying it's more difficult to break new acts on AOR "is one of the minor understatements of all time," according to Elektra AOR chief Brad Hunt. "When the number of currents is restricted to begin with, and then stations devote all their adds to the Genesis album, how many slots are left for new artists?"

Capturing a slot for a new act is only half the battle, says Hunt. "It's not just a matter of getting the record on. It's then extremely tough to get the rotation upped when a station's playing only ten heavies and they're all acts like Genesis, Seger, Journey."

Applecart Mentality

Hunt feels programmers are currently "looking to do what's safe. Everybody's looking to not upset the applecart, whether they're at the top or trying to get



Brad Hunt

there. One station in a market won't take chances because what they've done has put them on top; the other station trying to unseat the leader thinks playing it safe is the way to get there."

Still, Huni notes that his label has developed new acts that get almost exclusively AOR play. He reports that Dokken has sold over 700,000 albums without a hit single, while the Call has moved 130,000 records on just its first track so far, doubling any of the group's previous releases on another label.

Island's Bob Catania notes that it's only temporary for most albums to get airplay on five or more tracks. After the first few weeks, stations narrow their focus to the two or three leading cuts. "But during that initial overreaction, new artists' records can be caught in the middle and lose their slot."

He also sees other reasons that

the progress of new acts is sometimes impeded:

Reasons To Be Doleful

 Consultant influence: He estimates that a higher percentage of stations are consulted than ever before. Many, particularly those in smaller markets, are "clones" that slavishly follow the recommendations of conservative consultants who put the damper on new artists, says Catania.

• Programmers less involved with music: "Ds who have moved up in the management ranks have less time to deal with music, and have yet to entrust people under them to make decisions," he says. "They walk into a music meeting with the attitude of, 'Tm really busy,' I've got to meet with the GM and a sales guy. What's the obvious stuff this week?' His MD may suggest checking out a new artist, but the PD says, 'We'll deal with it next week. Put on six Genesist racks. I gotta go.'"

Vanishing criteria for promoting airplay: Record sales have long ceased to be a factor to many programmers, and Catania sees the remaining criteria — charts and success stories in other markets — also becoming ineffective tools of persuasion.

Loss Of Motivation

"Tm at a loss," he says. "Great charts don't motivate them, callout stories don't motivate them, and neither does gut feel. I've had incredible success stories with Danny Wilde in such major markets as Los Angeles with stations that do callout research. I tell these stories to other analogous stations that do research and they go. Ho hum."

research and they go, 'Ho hum.'"
As far as trade charts are con-

cerned, Catania says. "People use them these days only as an excuse to get out of playing something. You tell someone, 'I got a Breaker and an eight-point jump,' and he says 'Big deal.' But if a record falls next week, he uses it as a convenient excuse to bail out."

But Catania feels the record industry is partly culpable for new artists sometimes "falling in the cracks," due to overloaded release schedules. "Record companies can be their own worst enemies. There's simply too much product out there sometimes."

Is AOR actually playing a significantly lower percentage of currents than in days gone by? "Me-



Bob Catania

diascan," a publication that monitors a station's music for 18 hours and then breaks down statistics such as the ratio of currents to older material, shows 18 monitored stations playing an average of 37.7% currents. That's more than one in every three songs, even with oldies features like the Electric Lunch, Psychedelic Psupper, etc. included in the body of music under consideration.

Current Percentage Steady

I'm going out on a limb here, but I can't recall an era when the majority of mainstream AORs played a much higher percentage of new music than that, other than in response to the short-lived, "80% new/20% old" prescription. (Bob Catania answers: "Maybe it's still the same percentage, but from a record company standpoint, there's a format - CHR - which plays 90% currents and rotates records very heavily. That's the reason that companies sometimes pay an inordinate amount of attention to CHR. I don't begrudge an AOR programmer from doing what he has to do, but he can't give a record company grief for feeling it sells a lot of records through

My observation is that AOR may seem to be playing less "new" music not just because of the quantity of superstar music taking up playlist slots, but also because of the nature of the music those acts tend to produce. Most artists are making high-quality but very safe music that, in a sense, doesn't sound new, though, of course, is. Superstar acts, rather than forging new artistic territory, are releasing what amount to refinements or updates of previously successful efforts. Hence, their new product often sounds instantly familiar and, in a sense, "old" to those of us in the business who enjoy being stimulated by fresh sounds and new artists.

This is in no way meant to be judgmental of these artists, who certainly deserve to mine the successful musical identities they've established through hard work. I'm not advocating that artists overhaul their musical styles with every release. Everyone wins because of those clearly-defined styles — record companies sell huge quantities of product, radio is provided with invaluable programming tools, and the listening public seems content with an artist staying within familiar territory as long as the songwriting quality is

An Illusion Of Sound?

But when the most-played albums generally sound like they could'we been released five years ago, that may foster the impression that there's less "new" music on the air, when it's actually the case that there's less "new-sounding" music being played. And it's difficult to condemn the format for leaning heavily on these core artists or for going deep on their albums, which is one of the characteristics that defines AOR.

However, that does raise the question of whether programmers should, at times when there's an abundance of instantly-recognizable, must-play product by established artists, consider increasing their ratio of current music or expanding their playlists in order to include deserving new artists who otherwise would be ignored for lack of space on a fixed-length playlist.

We'll examine that issue and check memory as to whether the ratio of current to old music has changed significantly, when we talk with programmers in two weeks. Next week, though, it's a look at format-faithful KISW/Seattle on its 15th anniversary.



TURN IT (RIGHT-SIDE) UP! — WAQX/Syracuse's billboard campaign includes some boards that were "mysteriously" posted upside down. A "Billboard Bounty" contest asked listeners to "round up" the boards by sending a postard with the locations of the errant boards. \$2000 was awarded to the sender of a randomly drawn card during a live broadcast from one of the boards. From left, morning maniacs Chris Rivers and Lisa Walker and Promotion Director "Smokin" Joe Simpson.

RADIOACTIVITY

WNEW-FM Programs Music (!) On Sunday Nights

WNEW-FM/New York came up with a novel programming idea for Sunday mights — music. While most other outlets are running special shows, 'NEW-FM will counterprogram by having Rey White simply spinning the station's regular music mix on "Sunday Music Night" from 8-midnight. The idea, of course, is to increase the probability of people leaving their radios set at 102.7 for Monday morning.

WHMD/Hammond's "Three Decades Of Rock 'N' Roll" weekend

played tunes from the past 30 years and gave away copies of a new board game, "Play It Again, Jukebox," based on lyrics from vintage pop songs. A grand-prize winner got the best old tunes on the best new technology—compact discs by Creedence, Dylan, Monkees, et al and a new CD player. The game is manufactured by the M.T. Bonk Company at (312) 298-1632.

WRCN/Long Island's grand prize in a tie-in with "Back To School," starr-

ing Rodney Dangerfield, was a limo ride to a night at Dangerfield's club in New York and a campus-sized fridge loaded with candy, pizza, and beer.

Not too long after taking their show on the road to Disneyworld, WPYX/ Albany morning team Bob Mason & BIII Sheehan jetted off to London for a week of live broadcasts with such celebs as Dave Clark, Ian Anderson, Vanessa Redgrave, and Michael Pallin of Monty Python.



STRAIT MAN — Columbia rep Alan Oreman makes it a manic Monday while dropping off the Bangles' album at WKLS/Atlanta. From left, MD Bob Balley, Oreman, and PD Bill Wise.



KOME GOES FOR BUSSED — San Jose's transit department customized a KOME Rock Bus to publicize a youth pass program. Kids under 18 can purchase a discount ticket to ride all county buses the entire summer. The bus is scheduled to travel a different route each week, and is available for station promotions all summer.



KIX GIVES GAS — WKFM/Syracuse filled up 104 tanks of gas for \$1.04 a tank. (Can you guess the station's frequency?) From left, personality Lois Burns, Business Manager Judy Tracz (kneeling), Promotion Director Brian Illes (with hose), PD Steve Becker, alr staffer John Schrack, and the owner of the 104th car.

SEGUES

WEBN/Cincinnati is no longer consulted by Jeff Pollack.

_WGLU/Johnstown PD Garrett Hart leaves for airwork at WXXP/Pittsburgh ... KRIX/McAllen, TX MD Ace Peladino is upped to PD, as Michael T. Parker leaves to program KVMT/Vail, CO. KRIX also names "Smokin" Joe Kelly Assistant PD ... KBAT/ Midland, TX PD Mark Lapidus resigns

... WTPA/Harrisburg ups MD Chrls James to Assistant PD ... KDKB/ Phoenix hires Chuck Gelger as Assistant PD/afternoons.

In Los Angeles, KNX-FM PM drive goes to MD Lou Simon, while Dusty Street returns to KROQ for weekends WRDU/Baleigh late-pights belong

... WRDU/Raleigh late-nights belong to **Tom Gongaware**, who was once with ex-AOR WQDR in the market Chrls Alexander (CassIdy) joins WBSW/Kankakee weekends.

Former KZYR/Avon-Vail, CO PD Fred Moore joins KRQR/San Francisco as Production Director/weekender ... WXRT/Chicago ups Programming Coordinator Chrls Marsh to Director/Advertising & Promotion replacing Jocelyn Clark, who leaves to join a

tor/Advertising & Promotion replacing Jocelyn Clark, who leaves to join a local bank. ... WHMD/Hammond Promotion Director Alan Rider shifts to the same post at KKFM/Colorado Springs, where he's reunited with ex-'HMD PD Mark Seger.

Marty Acuff joins WBCN/Boston as Chief Engineer from the same position at co-owned KOME/San Jose . . . John Caracclolo of WLIR-FM/Long Island's engineering department is upped to Chief Engineer.

CHANGE OF ADDRESS ORDER

1. Change of Address is for (Check one)

Firm

☐ Family

☐ Individual

Group

2. Print Name of each individual covered by this order

NIICK SEYMOUR

Old Address

THE MULLANES

4. New Address

CROWDED HOUSE

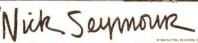
5. Album Occupancy Date

7

Dy.

86

6. Sign here



AOR PICTURE PAGE



SYMBOLISM NOTED — It's only fitting that a station that calls itself the "Jersey Giant" would have its own Jersey Giant microphone. From left, WDHA/Dover PD Mike Boyle, morning man Kevin Cottrell, 38 Special's Jeff Carlisi, and A&M National Promotion Director Al Cafaro.



IT'S ALL PARDO THE PLAN - Source affiliate WOOJ (Orange 107)/Ft. Myers, FL wanted to rename a major boulevard after Don Pardo in appreciation for all the liners and show opens he's provided them. Governmental red tape got in the way, so instead 'OOJ chose an unnamed road near



MELMAN MEN - KFMX/Lubbock morning ace Dale Dudley (left) has been taking abuse from colleages who say this shot with Larry "Bud" Melman looks like a family photo.



CHOM'S BREAKFAST TOUR — CHOM/Montreal's morning show has been broadcasting live from the homes of real-life listeners every Friday morning. Peppermint Patti (standing, far left) and Terry Di Monte (seated, left) serve breakfast in bed, but draw the line at washing the dishes.



WHCN TOOTS ITS OWN HORN — When newsman Gary Lee Horn (left) returned to WHCN/Hartford's morning show, partner Michael Picozzi met him at the airport in a stretch limo. The duo broadcast its first show from the limo enroute to the station.



SOUNDCHECK — Night Ranger's Kelley Keagy (center) checks his answering machine while WYNF/Tampa Assistant PD Ron Diaz (left) and the group's Jack Blades eavesdrop.



IROC & ROLL - WIXV (I-95)/Savannah OM Bill Weston (left) hands over the key to an IROC Camaro to the winner of a key song promotion.



RED ROCKER, COME HOME! - KCAL/Redlands, CA wants local-boymade-good Sammy Hagar to live up to his reported promise to return home in concert. That's why (I-r) midday star Randy Childs, Promotion Director Lynda Clayton, and MD Kelli Cluque have collected 10,000 signa-tures so far in an effort to convince him to add a stop on the Van Halen

AVID LEE RO

mpleman Featuring The Single "Vankee Rose" KFB. Management | 1986 Warner Bros. Records Inc.





ADULT CONTEMPORARY



DONNA BRAKE

PART ONE: THE PLAYERS

Overheating In The Motor City

AC radio in Detroit has gone through more changes in the last few months than many markets see in years.

Owner and PD changes, personality swiping, legendary personalities returning to the market, format switching, threats of lawsuits, and myriad other events have kept the local press busy reporting on each new delicious piece of news, or gossip, as it were.

This week you'll get a look at three of the more contemporary players, WNIC, WOMC, and WMJC. Next week, a look at the amazing success of soft AC WI.TI, and Detroit's newest kid on the block, WNTM. Next week, I'll also cover the "love songs" battle going on between WNIC and WM.JC.

WNIC

During the past year, WNIC has changed ownership from Josephson to Price Communications. It lost morning man Jim Harper, and GM Loraine Golden, who became partners with financial executive Harvey Deutch in Metropolis Broadcasting, Inc., Metropolis acquired former AC WCIS, and switched it to "Pop Radio" WDTX with Harper as PD/morning man and Golden as GM.

Next, WNIC midday personality Pat Holiday left to program WLTI. WNIC then lost a successful nightime legend and host of 'NIC's 'llove songs''-formatted show. 'Pillowtalk.'' After ten years with the station, Alan Almond jumped to WMJC for a reported \$300,000 a year.

Different, Yet The Same

Devastating stuff, eh? Just when everybody was ready to kiss 'NIC goodbye. 'NIC surprised the competition by hanging in there very well. WNIC 'VP'Operations Dave Ervin explained, "The station changed completely, but didn't really change. Jim Harper and Steve Gannon had been a team. Gannon had left a few months before, then Harper left to do WDTX. After that, Steve came back to do the show solo. When Pat Holiday left, we put Gene Maxwell on middays. He'd been at the station for years so he too was familiar to the audience.

"At night, after Alan Almond left, we put Johnny Williams on evenings, keeping the name 'Pillow-talk,' which we owned the rights to. Johnny is a 14-year veteran of CKLW in its heyday, so we were able to get another familiar Detroit talent. In all, there were a lot of changes, but we were able to make, the replacements with recognizable personalities."

Keep Promoting

But it wasn't just grabbing ing familiar personalities that's held sha

the station together. Dave went on, "We looked at the strength of the station from days gone by, and "NIC had been very promotionally active. One of the things it had done to really stir up the Motor City was



Dave Ervin

give away cars. We decided to continue with that, and made an arrangement with Dodge to shoot a commercial with Steve Gannon at the Dodge plant. He walked down the assembly line, explaining to the viewer how we were going to continue the tradition and give away more automobiles. We have a 'Great American Car Giveaway' that's been ongoing since we've been here."

The on-air slogan for WNIC is "Detroit's Nicest Rock." The FM simulcasts almost 100% with WNIC (AM). Dave considers 'NIC the "hottest" of the Detroit ACs, and feels the station is competitive with both the neighboring ACs and CHRs. And as far as the station's image is concerned, Dave commented, "We're warm, friendly, and promotionally exciting. We're entertaining and humorous in the morning, and fascinating and alluring at night. WNIC really has several images because of its heavy dayparting. But the overriding image is of being a music station.

What's The Deal With WLTI?

When asked to explain why he thought 'NIC was down in the winter and why WLTI was doing so well. Dave said, '''NIC has always been down in the winter. It's a historical pattern. As for WLTI, there were just so many things going on in the market — a lot of shakeups and mixing up. They

were able to take advantage of that."

Can Detroit stand another AC? Dave doesn't think so. "Someone's not going to survive. I think too many people have thrown their hats in the AC ring. It's going to impact the AC pie, but it's also going to impact the CHR pie, and Easy Listening to some degree. When you have competition like this in one format, some stations move right, some move left. When the dust settles, somebody's not going to be doing AC. In my view, there are really two new ACs: WNTM and CKLW-FM, which was CKLZ, and is now programming an oldies/AC hybrid.

WOMC

Of the more contemporary ACs, WOMC has always had the posture of being the most oldies-based. It has also always given WNIC a good run for its money in the ratings battle.

Jay Clark became PD of 'OMC two months ago, and commenting on his competition said, "I think of WDTX, WKSG (oldies), and CKLW as competitors, as well as the ACs. Musically, we're softer than 'NIC and WMJC, and in middays we're close to WLTI and WNTM. WMJC is a little blacker in product mix than we are."

"To pick out one station as our chief competitor would be doing a disservice to the others. I track them all to find out what they're doing, and try to beat them to the punch."

WOM-CEE

Clark views the station as very competitive in the area of promotions and advertising. In its TV promotion, WOMC is using a "mascot" called WOM-CEE. He's sort of a "Gremlins"-looking critter who keeps turning the dial to WOMC. Jay feels the campaign has been successful and plans to incorporate WOM-CEE more into the promotions and marketing plans.

Since his arrival, Jay has not made a lot of staff changes, with the exception of adding an oldiesoriented request show at night with former WKSG PD Kevin O'Neil.

Are more changes on the horizon? Said Jay, "I've been in the business a long time now. The first thing you do is take a look at your talent and evaluate them. Then, if they can do what you want them to do, you keep them. Sometimes we're too quick to shoot from the hip and blow people out. Especially in a format like this, that's very unfair. As it turns out, our staff is a very cohesive one. They're real happy and want to win."

Cultivating A Softer Edge

Using the slogan "Detroit's Original," Jay has made some adjustments musically, returning to a softer approach than in recent months. He said, "I think that for a time WOMC hardened the sound a bit to go more after WNIT, and that allowed a hole to be created in the marketplace for WLTI to come in. But WOMC still has a soft image, and I know we're back on the rise.

WMJC

Bill Roth has been WMJC's PD for about 16 months. He feels his station is positioned on the hard-soft scale as the hardest, but close to WNIC. Said Bill, "Musically, there are several subtle differences that each of us have to have that are terrifically important. It's the soft versus hard, current versus oldies, then the way it's all put together."

Personality

"Anyone who knows anything about radio on a national level comes to Detroit and says it's definitely the most competitive radio market. Because it is so competitive and the music differences are so subtle, yet important, and because everyone has the money to promote, one thing you really have to think about in this city is personalities. It's important to have



Bill Roth

an Alan Almond, or to go out and bring back to the market a Tom Shannon, who is dearly loved. If you can find the right personalities and pay them, you have to."

Shannon is the second replacement since the departure of popular morning team Jef & Jer, who left around a year ago for mornings at WFYR/Chicago. But recently Jef & Jer began syndicating some of their bits, and WMJC became their pilot station. Bill explained, "We're using a couple of bits with Tom each morning. The positive acceptance to Jef & Jer is still great in Detroit. Another

Detroit Overview

The following represents the rankings of Detroit's ACs over the last three **Arbitrons** in adults 25-49 through Winter '86:

		Sp85	F85	W86
	WLTI	4	3	1
	WNIC-FM	1	1	2
į	WOMC	2	2 tie	3
	WMJC	3	4	3
	WNTM			

Using Transtar's Format 41, WLTI took the AC lead over WNIC-FM in the 25-49 demo by a full point. WLTI also led the ACs for 25-54s and 35-64s. WNIC-FM won the 18+ war due to its first place showing among 18-34s and 18-49s.

WMJC enjoyed one of its best books in a long while, climbing two full shares in adults 25-49 to the WOMC and trail WNIC by a half-point. WMJC was also up in all dayparts over the previous fall, but improved most dramatically at night with the addition of Alan Almond, formerly with WNIC. Interestingly, WNIC was also up at night with veteran personality Johnny Williams replacing Almond for "Pillowtalk."

WOMC held with women but was off in men 18+. bringing its overall ratings down by nearly half a point.

WNTM recently joined the AC race with an automated customized format developed with Drake Chenault. It has not yet gone through an entire ratings period.

reason it works is because we don't try to hose people. We call the bits 'Comedy Visits from Jef & Jer.'"

Promoting Can Be Tricky

Bill is in agreement with Dave and Jay that their respective stations are the biggest spenders promotionally, but noted there are certain trappings. "It becomes such a jungle," he said. "You have to ask yourself if you're going to use the same media at the same time as the other guys. Then you have to pick the medium and do your best to dominate it. The easiest way to do that is to use it when the other guys aren't. That can really be a crap shoot. If it were a whole lot less competitive, you could just realize you have to promote, then go on TV and promote. But because there are five of six other guys out there looking at the same demo, you have to make sure you're getting the biggest bang for your buck.'

Can all the ACs survive? Remarked Bill, "My goal for our station is to dominate the other four. If you want to have the best odds of surviving you have to shoot for that goal. Other than that, as long as the differentiation is strong between the stations, and as long as the dollars are out there (there are more for our demos than any other), I guess everyone can survive. But I don't want to survive, I want to dominate in the survive, I want to dominate in the survive, I want to dominate in the survive.

WARNER BROS. RECORDS WANTS TO THANK AC RADIO FOR LEADING THE WAY!



PETER CETERA "GLORY OF LOVE"

FEATURED IN KARATE KID II

AC CHART: 0 #1 HOTTEST!



ROD STEWART "LOVE TOUCH"

AC CHART: @ 99 AC REPORTERS — 93%





MADONNA "PAPA DON'T PREACH" ""

A/C BREAKERS AC CHART: DEBUT > 25

GORDON LIGHTFOOT "ANYTHING FOR LOVE"





A/C BREAKERS AC CHART: ORD #1 MOST ADDED!

SURVIVAL STRATEGIES FOR VINTAGE ROCKERS

Rearming The Golden Goose

At a time when many Gold broadcasters would rather luxuriate in their format's revival for a while, nobody really wants to hear about the boom/bust cycle — especially not as relentlessly as it's been discussed here over the past month. Many of us, especially those who've been waiting 12 years for this format to rebound, would like to think that Gold will somehow be exempt.

But anybody who's watched the format flux of the last six years knows better. Three years ago, we were willing to talk very seriously about the coming death of AOR. Now there are CHR stations (and some very healthy ones) trashing their formats to go AOR. In CHR's 18 months of supernatural growth, there was no way to tell anybody that it couldn't last forever, even having watched every format from Disco to Country to New Wave zoom in and nova out . . . or that many of the stations glutting the format would weaken CHR, not strengthen it.

Rather than crashing and burning outright, CHR has mostly returned to business as normal in most places. But the point stands. If we could have had some intelligent discussion during the orgy of self-congratulation, things might be different now.

Remember also that CHR went through roughly a three-year period when its future was in serious doubt. Then it went through a three-year boom. The graffiti revival lasted roughly from 1972 to 1975. The period of dormancy that followed lasted at least ten years. And most people in this format don't want to tough out another ten to twelve years the way WCBS-FM or KRTH-FM/Los Angeles did. So if the boom/bust cycle is to be fought, it had better start now.

How Deep Is Your Love

The basic appeal of any Gold station is that it plays hit music which, for the most part, is no longer available anywhere else. For 15 years the strength of this format has not been the "masterpieces" of rock, the "Bridge Over Troubled Water" records that anybody else can use. The records that have kept this format going are the ones that nobody else plays. And by 1983, the rest of radio was willing to let this format have a lot of records to itself, even "Reach Out (I'll Be There)" and "Honky Tonk Woman."

In recent months, as other formats, AC and AOR especially, have moved back onto Gold's turf, the musical exclusivity of the format has been threatened. And many Gold broadcasters have responded not by fighting to keep their territory but by compromising it by tightening their libraries and relying more than ever on the 300 most overplayed songs of all time.

There is, in fact, a lot of stuff that could readily be removed from many stations' gold libraries. (Nobody, in 1986, should be too upset about losing "Johnny Get Angry" or "Speedy Gonzales" -

ing themselves off as footstomping rockers and playing "Turn Around, Look At Me" or "Don't Cry Daddy."

(Much of Gold's softening happened because many of the genres that gave it texture - bubblegum and garage-band rock chief among

7.4.

both of them still heard in L.A.) There are also many legitimate hit records that would sound good now and which aren't being heard. There are ways to clock any type of Gold station to combine familiarity and depth — and they need to be learned quickly before Gold's uniqueness evaporates entirely.

Nobody is suggesting that any Gold station be programmed to record collectors — only that Gold stations mark their turf by playing "Something About You" or "Seven Rooms Of Gloom" or "Standing In The Shadows Of Love" or any Four Tops hit instead of "Reach Out (I'll Be There)" for the nth-millionth time.

That sort of overkill has always been boosted by the assumption that the casual Gold listener - the person who spent 54 minutes a day with KRLA last fall - isn't tired of 'Reach Out" yet. That's probably changed now. After all, these people spend the rest of their time with TV where they can hear "Reach Out" seven or eight times a night. Not only do we need to give the big 300 a rest (or use them only under very controlled circumstances), it might not be a bad idea to back off anything that's been used as a TV commercial lately.

Draw The Line

The Gold format has often failed to mark its turf in other ways. One reason AOR Gold formats have done so well is that many other Gold outlets were really AC stations in disguise, having long since excised anything that resembled rock & roll. Some stations were deliberately designed and imaged as AC/Gold hybrids. Many others, however, were (and still are) pass-

them — were deleted. "Gimme Gimme Good Lovin" by Crazy Elephant (which would sound very good on the radio now) didn't have enough permanence, we were told, even for Gold radio. But somehow, softer and equally ephemeral schlock like "Navy Blue" stayed in the format

"Sailing" and "All Out Of Love" are the property of AC. Those who want them go there, not to a Gold station. That they can still be heard in this format brings to mind 1982-83, when CHR wasn't quite itself again and still played things like "All Right" or "Love Will Turn You Around." Most of us would agree now that those records didn't really fit. And they're not very good records for mainstream Gold stations now, although not everybody knows that yet. There are other things Gold programmers can use for female balance besides AC music.

Soul Survivors

The best chameleon records, in fact, are R&B songs. Smart CHR programmers have long understood the utility of black music for audience balance. Even in 1981-82, when B/U product rarely crossed over, a record like Ray Parker Jr.'s "The Other Woman" could go anywhere from AC to some AORs and sound like it belonged. Yet most of the new Gold formats virtually ignore any black music outside Aretha Franklin and Motown. (And who knows if there'd be any black gold here at all if the "Big Chill" soundtrack had been on another label)

To ignore the importance of black music, as AOR generally

has, is one thing. Trying to rewrite R&B out of the history books, as the AOR Gold format threatens to, is a more serious offense. And the possibility that mainstream Gold stations may follow this example is the worst news of all.

As the music windows of many "Top 40 Oldies" stations move into the mid-'70s, much of the R&B backlash stems from programmer confusion about how to handle the Disco era. Again, the secret is in knowing how to clock a station. On a broad-based Gold rocker, where other '70s genres are represented, there should be room for "Turn The Beat Around" or "It Only Takes A Minute." These records did sell enough to have some sort of non-ethnic constituency. (I've heard "Don't Leave Me This Way" blaring from the jukebox at too many blue-collar bars to believe otherwise.) Besides, blacks and Hispanics have always been an integral part of the Classics audience in Southern California they've carried this format near-singlehandedly through its doldrums. They're also the least likely to leave a mainstream Gold outlet for its new quasi-AOR competition. For Top 40 Gold stations to chase them away is to deliberately court

Lessons 83 & 72

This whitening of the Gold format is a lesson that many broadcasters mislearned from KRQX/ Ft. Worth-Dallas. Without ever going above a two.share, Fred Jacobs's first gold outlet strongly influenced most of those stations that turned on after KRQX's debut in late '83.

Most of what KRQX did for the Gold format was positive. (And what wasn't positive wasn't really its fault.) It showed us that vintage rock could stand as music . . . not just nostalgia. And that it was possible to focus the universe of a Gold station on songs that sound good today — without records that are embarassments now (i.e., "Battle Of The Green Berets," "Dominique," etc.), just because they were hits at one time.

KRQX did include some R&B Gold – as much as could be mixed in with "I'd Love To Change The World." The change came when others began cloning the format without entirely understanding it. Or, as has happened recently, just slapping the "Classic" tag on their existing AOR formats.

The lessons of KRQX, those that were really intended to be learned, are valuable to Gold stations of all stripes. At the same time, Jacobe's format has evolved from KRQX into a very AOR entity that stands far apart from mainstream Gold. (As Jacobe's clients became FMs instead of AMs, the demands became different. Even a hybrid like Gary Guthre's "Classic Hits" has a clear turf marked away from dead center. There are plenty of places for a Gold station to stand

now and have its own territory. Instead, as Phoenix has demonstrated, what we often have is all stripes of Gold threatening to meld some-

By Sean Ross

where on the border of AOR, which probably isn't healthy for anybody. One of Top 40's now acknowledged big gaffes was the infamous "album cut experiment" of 1972. Now Top 40 Gold outlets are making the same mistakes, often with the exact same records. Even with an increased rock quotient, there's still plenty of room for mainstream

ing the same mistakes, often with the exact same records. Even with an increased rock quotient, there's still plenty of room for mainstream Gold stations to stand by themselves. In fact, that may be the only way that all of Gold's different permutations can expect to be healthy in 1988 — by finding their own act and then working to keep it special.

A Hundred Pounds Of Clay

Once we all come to grips with our music mixes, then the real building can begin. Because of Gold's "last-ditch" format status in recent years, it has not always had the budget or professionalism it might have. Some might find the segueing of records into commercials (as still happens in many places) charmingly iconoclastic. The rest of us know better. One reason this format has become so dominated by consultants and networks in recent months is because not everybody else has a game plan.

There is not much of a presentational aesthetic now except using a lot of cold segues to put a lot of very dissimilar music together. To develop some sort of game plan, there is a deep need for communication between Gold programmers of all stripes and the building of some sort of communi-

We also need to develop superstar announcers. Most of Gold's star jocks are Top 40's stars of 1986. Some sound vital now. Many sound like they'd be a lot happier doing old-line MOR. The alternative is often first-job announcers who don't always know what they're playing. (There's an old story about a jock back-selling "'You're My World' by Black Cilla" that could take place today.) The first gold boom did have its stars who could've worked any other format. We must train and recruit their

Having A Party

If the newly-expanded Gold populace works together to fend off the boom/bust cycle, it will have done something unique - protect its own livelihood without waiting for half its outlets to get bored and drop out. (But not before the weak stations stay around long enough to hurt everybody else.) There's no reason it can't happen - If we resolve to do it now. When the Gold format is standing and healthy in 1988, playing vintage rock for those who remember it, and those who are discovering it, then there will be time to celebrate, safe in the knowledge that this success can't be easily usurped.

48/R&R FRIDAY, JULY 4, 1986





LON HELTON

Balloons, Banners, And Buses



Whatever the mode of transportation, Country radio stations are in the forefront when it comes to getting involved with the audience on a personal level. This is especially true in the summer, with the countless county fairs, parades, outdoor concerts, and picnics promoted by stations in our format.

The epitome of this involvement had to be Hands Across America.

Some examples: KLAC/Los

Angeles put its "Hot Bus" into action. It found a gap in the line atop the hills of Southern California's

Sepulveda Pass and unloaded a bus full of listeners to fill the space.

KNIX/Phoenix marked the beginning of its one-mile stretch with a cold air balloon, some 30 miles west of Phoenix in the middle of the Arizona desert. From this vantage point, KNIX provided live reports of the festivities, including a Phoenix couple who were married in the balloon's shadow.

According to station staffers, the local HAA office reported more requests for line assignments on the KNIX section than any other Phoenix organization or radio station. Consequently, KNIX's "onemile" leg ended up stretching for more than seven miles?

And WAJR/Morgantown joined with the local paper and West Virginia University to form the "Morgantown Connection to Hands Across America." Together they raised in excess of \$7000. A huge "well done" to all of you

A huge "well done" to all of you who got involved with this project and encouraged your listeners to become part of a historic event.

KYXX To The Rescue

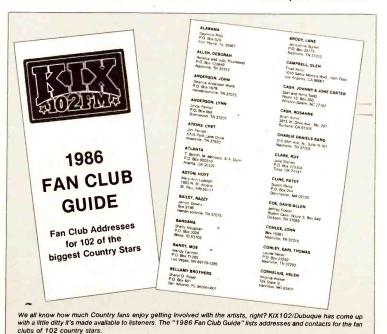
KYXX/Odessa has come up with a neat idea, which provides a useful service while creating walking mini-bill-boards.

During the local Boomtown Days Festival, a "Lost Parents Booth" was set up. Station staffers tagged all kids attending the festival with stickers reading "II I lose my parents, find me at the KYXX/Red Cross Lost Parents Booth."

PD Bill Troy said, "We were able to show people we care and got some great exposure at the same time. You can't beat that. Parents loved the idea. We did have some lost kids at the festival, so we felt great knowing we made a difference."



KYXX morning man Dave Richards is shown tagging kids as they enter the festival area.



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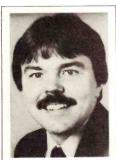
More On Duplication

On the heels of a recent article (R&R 6/6) regarding the FCC rule on simulcasting and duplication, I received the following commentary from Burkhart/Abrams/Douglas/Elliot partner Bob Elliot:

Over the last six years, I've personally worked with over a dozen stations that did some sort of partial simulcasting. In none of these cases was the simulcasting done to improve the quality of the AM programming. In fact, it was used as a cost-cutting method. There were a few select situations where a low power FM took advantage of its AM sister's signal advantage to reach areas it could not serve during simulcast drivetimes, but these situations seem to be rare.

A problem that develops is that, during simulcast times, the AM is generally treated as a stepchild. I'm aware of many situations where the FM frequency and calls are mentioned throughout the hour and yet the AM only gets mentioned during the legal ID. This tends to have a strange affect on listening patterns.

Tve noticed in focus groups, as well as in actual Arbitron diary reviews, that because of this overselling of the FM, people who are indeed listening to the AM believe they are listening to FM – even if they only have an AM radio.



Bob Elliot

They write they're listening to FM in their diaries, and the AM audience continues to appear to erode.

We also have the problem of continuously promoting FM on AM.

We end up convincing the listeners that FM is better and that AM is only there as a second choice.

When you look at the truly successful AM stations in America, you see that they offer a superior product, particularly in terms of information and personalities. In essence, these successful AMers are giving people a reason to tune from FM to AM, rather than just cloning the FM sound on AM.

After reading all of the positioning and strategy books, I thought we had all learned by now that offering a comparable product is not enough to make a consumer change his mind. We must offer a real difference. As I stated before, in some specific situations the difference may be a superior signal on the AM, but this is rare. For the most part, the only difference we are offering on the AM in a simulcast situation is lesser fidelity. I feel very strongly that this move will be primarily thought of as cost-cutting rather than a way to enhance one's AM programming.

It's the differences between AM and FM programming that will keep each viable — not the similarities



FELINE FINALE — At the conclusion of the first MTM Records showcase at Fan Fair, the roster rallied together for the closing Girls Next Door number "Made In America."



THE PERFECT MIX — Marie Osmond congratulates Loretta Lynn for her "Music City News" Living Legend Award.

Tragedy Strikes Strait

Tragedy struck the family of George Strait last week, when his 13-year-old daughter Jenifer was killed in an automobile accident near the family's home outside San Marcos, TX.

The recording artist was at home when he and his wife Norma were called to the scene of the accident. Three other teenagers were in the car. Two received minor injuries and the driver, who was not injured, was charged with criminally needligent homicide.

Memorial condolences may be sent to P.O. Box 2459, San Marcos, TX 78667

A show at the Carlton Dinner Theater in Bloomington, MN was cancelled, and at presstime cancellation of forthcoming July dates are pending.

NASHVILLE THIS WEEK



SHARON ALLEN

CMA VISION

Country's Worldwide Market

It's been just about a year since the Country Music Association debuted its United Kingdom album chart. Compiled for the CMA by the Gallup Organization, it is the only systematically-organized country chart outside the U.S. Every two weeks it gathers the top 30 LPs, cassettes, and compact disc titles, derived from sales.

This new CMA-funded chart has been a major step in the continuing effort to develop country music throughout Europe and the world. And 1986 has begun to see a payoff, says CMA Associate Exec. Director Ed Benson.

The CMA's international committee has devised several marketing campaigns through the London CMA office over the past several months. The CMA/NARM Point of Purchase campaign, "Country's Brightest Stars," and the recent "Discover New Country' focused on ten contemporary country artists to stimulate consumer awareness in European markets.

CMA's London Board meeting last January spelled out the industry's 1986 goals: attract a broader audience, address image problems, improve retail shelf space, generate artist development, coordinate industry personnel, and concentrate on international trade. These priorities coincide with CMA's vision of a global music business while sharing and expanding musical avenues.

"We're trying to get people who make things happen over there thinking about it more. It's an educational process," Benson says, "to develop an overseas market. I'm thoroughly convinced that an artist can become more valuable overall in an international marketplace. It makes more sense to spread your career out. They can face a burnout factor here in the U.S. But being popular here doesn't mean they will be [automatically recognized] there. It has to be done with logical, careful planning. You build on the return. Then it can become a moneymaking situa-

Long Range Benefits

"Publishers have the biggest immediate advantage in worldwide marketing." Benson notes, adding that London-based Dick James Music opened in Nashville because of CMA's presence in the UK.

"Performers should forego the short-term gain for the long-run benefit." Benson explains, acknowledging it is often the artist's manager or booking agent looking out for his 15% and not wanting to make concessions on new, foreign turf. It becomes a question of economics after an act establishes a comfortable following in America.

"It takes an unusual combination of people to pull it off," Benson

says, citing Ricky Skaggs as the first country artist to accept such losses and aggressively take on independent tours overseas. Skaggs saw the potential of a European market while still a member of Emmylou Harris's Hot Band, having met his manager Chip Peay (then managing the Bellamy Brothers) in Germany. Peay was knowledgeable about European concert dates thanks to the Bellamys' overseas success, so they mapped out their strategies together. Skaggs is now tailoring his music for an overseas au-dience, with a different music mix which downplays vocals and features the instrumentation.

Skaggs's commitment to Europe has paid off. He was asked to host a five-part British BBC Radio 2 special beginning the week of July 10. "Hit It Boys," produced by Nick Barraclough, examines the roots of American country music and features Loretta Lynn, Chet Atkins, Bobby Bare, Jeff Hanna (of the Nitty Gritty Dirt Band), and songwriters John D. Loudermilk and British native Roger Cook. The show, taped at Nashville's Treasure Isle studios, represents "a big new surge of interest in roots music and country music record sales," the producer relates.

Media Blitz

The CMA's "Discover New Country" campaign has paved the way for higher visibility and sales of country product to British record buyers. The ten focal acts were specially selected by five major labels. With TV marketing, promotional visits, and concert appearances, the expanded threemonth program took new country acts into media areas where they normally wouldn't benefrate.

Benson credits CMA's Jana Talbot and Manager of European Operations Cynthia Leu. "We wouldn't have come this far without the London office opening in 1982," he states, "but we still have a long way to go."

CMA's future goals include developing the base it's built in the UK to carry over into other European countries. One factor in its favor, Benson points out, is that like in America, the European populace is aging, making it easier to market Country music to them.

Still. Benson feels country music hasn't gotten a fair shake at label headquarters, at least commensurate with its potential. "There's a great void of understanding here. But it's not just a country music problem. It's intrinsic to all formats here."

Communication Needed

Benson would like to tie Nashville and London much closer. "I would like to see the labels hire a liaison just to handle the international territories."

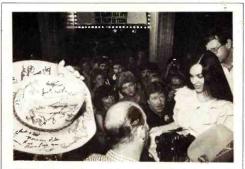
With all the groundwork already laid, he admits there has not been the artist reaction he'd like to see: "There's still a lot to be done."

Capitol Confab

But while Nashville tackles the world, the music world is coming to Music City. Nashville's first international record industry convention hits town the week of August 3. Capitol Records hosts a worldwide conference on marketing, management, and promotion of all types of music distributed by its associated labels.



M-M-MIGHTY GRATEFUL — It was a Dwight Yoakam appreciation party hosted by Tillis Musiplex Group, thanking the WB artist for "keeping the traditions of country music alive and well." Shown (I-r) are Mel Tillis and Yoakam.



CRYSTALIZED — Crystal Gayle signs autographs following her induction into the Country Hall of Fame and Museum Walkway of Stars during this year's Fan Fair.

'It's the first meeting of such magnitude for Music City, chosen because it represents more different types of music emerging than ever before. Presidents of all divisions — Capitol/EMI America/Manhattan — will attend with delegates from around the world for the event.

Three nights of showcases at the Exit/In will highlight national talent in jazz, rock, country, and pop.

It's A Jungle

Then again, world touring can get tedious. Ask MTM staff song-writer Billy Aerts and Kent "Lobo" Lavoie. They recently toured Indonesia and were accepted by fans everywhere. But one got a little too frisky. Their "monkey jungle" tour in Bali earned Lobo a bite on the finger from one friendly primate—apparently too much handshaking for the singer. But oh, show business is their life ...

BITS & PIECES: The Country Music Foundation has voted Willie Nelson the recipient of the 1986 Roy Acuff community service award Nelson is being recognized for "his leadership in the development of the Farm Aid concert, which brought unprecedented attention to the plight of the American farmer. and for his personal involvement in the varied and innovative programs of Farm Aid, for his close supervision of the artistic and financial integrity of the event, and for his pivotal role in creating a unique musical gathering which reveals the links connecting all forms of American grass roots music." Kris Kristofferson is filming a five-day miniseries for ABC-TV. Due to air late this summer, the series is titled "Amer-. . You already have on your desk the duet by RCA labelmates Juice Newton and Eddie Rabbitt. The song,"Both To Each Other (Friends and Lovers)," has an interesting background in that it has been used as a theme song between characters in the NBC daytime series "Days Of Our Lives." And you can expect another-duet from RCA labelmates Anita Pointer of the Pointer Sisters and Earl Thomas Conley to cross your desk this week. In 1974, the Pointer Sisters had a country crossover hit with "Fairytale," which was written by Anita and recorded in Nashville. Elvis later cut the song. She says of the song, "It was part fic-tion, part fact." Anita was very



ETC offers country pointers to

flattered that Country radio accepted the Pointer Sisters and looks forward to another country project, this time with ETC... Helen Cornelius is working on her first gospel album, titled "For Him I Sing," which is scheduled for mid-July release... The Whites will go into the studio with producer Larry Butter this week... John Anderson has added Nash-ville studio drummer Milton Sledge to his band... Congratulations to Wild Choir member and coproducer Peter Pendras on his recent marriage to Marihy Bennet...

Just thought you'd like to know!
(This column cowritten by Katy

NASHVILLE IN MOTION

Dennis Edgmon and Garrett Alden have formed an independent label. EAO Records, with offices in Eureka, CA and Nashville. Their addresses are: 1590 Myrtle Ave., Eureka, CA 95501; phone (707) 443-9020; and 50 Music Sq. W., Suite 100/34, Nashville, TN 37203. Jimmy Olson is the first artist signed to the label . . Mason Dixon has set up its own booking situation. The address is: Mason Dixon Music, Route 4, Box 407, Flint, TX phone (214) 825-2418 . . Maggie Cavender, through Maggie Cavender Enterprises, inked a career coordination/management agreement with Doublespur. J. Dalton signed with the Jim Halsey Company for exclusive worldwide representation

BLACK/URBAN



WALTLOVE

DOUBLE-EDGED SWORD

How Continuous Measurement Affects You

Arbitron is now providing four books a year (continuous measurement) in the top 75 markets — 50 more in winter and 61 more in summer than before. If your market has previously been measured only during the spring and fall, you'll be interested to hear comments from the following-industry professionals who are familiar with the four-book experience.

I spoke with GM Ernest Jackson Jr. and PD Bobby O'Jay of WDIA/ Memphis; WMMC & WOIC/Columbia, SC GM Chuck Dunaway, and R&R's Jhan Hiber. Each had his personal thoughts on whether or not this is a good or a bad idea. Admittedly, this situation could be a double-edged sword for some organizations.

Changes

A 14-year broadcaster, Bobby O'Jay has been PD at WDIA/Memphis for four years, and earlier worked in Chicago, Dallas, and Milwaukee. "When I first heard about the continuous measurement," he acknowledged, "I didn't care for it, and I still don't. This sort of thing can't help us," he said flatly, "because WDIA has been here a long time.

"Our station's credibility in this city speaks for itself. We do sell our numbers, but we also sell results to our clients. We'll continue to put most of our efforts behind the spring and fall books, and we won't spend our heavy advertising dollars outside those rating periods. Our plan is to continue what I call updated maintenance. We don't think the addition of two books will bring the Memphis market that many more national advertising dollars for it to be worth it to us or any other station here."

WDIA & WHRK GM Ernest Jackson Jr. observed, "I think computer technology has allowed Arbitron the liberty of being financially cost-effective enough to offer this service to the additional markets. Remember, Birch has a lot of



Ernest Jackson Jr.

momentum in the industry presently. I think Arbitron is trying to head off some of that competition."

R&R's Jhan Hiber offered several suggestions to programmers and GMs facing additional surveys this year. He said, "There are two important things that stations should keep in mind as this transition is being made:

"1. Even if you're not interested in buying the book, do you want to look good in that book? Here's why I bring this up: Advertisers might not buy from these new summer and winter books, but they will be looking at station trends. Some advertisers buy on a four-book trend or a combination thereof. So, they shouldn't just totally ignore the two new books.

"2. The second thing station executives should think about is perhaps not spending as much money promotionally as they



would on the spring and fall books, but certainly wanting to do well in any survey that's taken."

When asked whether or not a market affected by the expanded measurement would benefit with additional advertising dollars, Jhan took a different view than that of Bobby O'Jay. He said, "Arbitron makes a point that markets with more surveys generally get more radio dollars. It may not always work out that way, but in most cases the market shows more available dollars.

"Even if there aren't more dollars," Jhan continued, "it's possible for some formats to capitalize on the additional books by being more aggressive. I think some of the stations in the Black/Urban format could make a strong showing in these summer books. To me, they should make an effort to be more involved in visible activities such as outdoor concerts, recreational activities, and maybe even athletic events. I think they could score big sponsoring or cosponsoring these types of events."

Working The Kinks Out

Discussing the value of the new surveys, Jhan said, "You have to remember that when Arbitron first

goes into a new market it's a bit of a crap shoot for them. They have no way of knowing how many diaries they'll get back from the public. Because this will be the first summer book under this system, most advertisers won't look at it with an extreme amount of importance. The first winter book will probably get the same treatment, only because it's the first time around. It is true that the books are usually used in a year-'round, fourbook context, so they will be important as time goes on. And one must also remember that this new book will also give people the rolling monthly Arbitrends. So that will be more info for programmers to util-

Will Anyone Use The New Books?

Jhan pointed out that not too many buyers are going to be making Christmas buys from the summer books. "This first summer book (released in October) might be used by some agencies next spring when they're planning their buys for soft drinks, beers, and theaters — buys aimed at the youthful audience."

How will the new sweeps be looked upon in terms of accuracy? Said Jhan, "It's very possible that if this first sampling looks a bit out of line, some organizations will just throw it out the window and not pay any attention to it. One never knows how things will turn out the first time you survey a market during a different time of the calendar

Dates To Remember

For those unclear as to the specific start/stop times of this year's rating periods, here's how the lineup looks:

Summer survey: June 26-Sep tember 17

Fall survey: September 25-December 17
Winter survey: Starts the first

Thursday in January '87; delivered sometime in late April.

Is It Cost-Effective?

An original WABC/New York personality, Chuck Dunaway has been in and around the industry for 33 years — mostly in the CHR arena. Chuck, now GM at WMMC & WOIC/Columbia, SC (a two-book market), said, "The additional surveying is terrific, but the initial cost factor, in my opinion, is not so terrific. The surveying costs are a tremendously expensive part of your budget and it's a cost that begins to escalate itself in time. That's the kind of straw that can break your back. So it's important to keep such costs under control.



Bobby O'Jay

"Td like to have the additional research information more books would give you, but I still wonder if it'd be cost-effective. Back in the old days when the monthly Hooper survey would come out, it'd give you the opportunity to make some mid-course adjustments to your programming. I'm sure this new information is going to help some people. The more quality research info available, the better chance you have of doing the correct things to obtain a larger audience."

As you can see, everyone has an opinion. We'll have to wait and see what's going to happen over the next few sweeps to see what impact continuous measurement has on radio programming and revenues in these additional markets. If you'n have any thoughts on this subject, get in touch!



HALE THE CONQUENING TUR-NER — At a recent concert appearance in Rochester, Tina Turner (c) was greeted by the Jewish Community Center's Fitness Director Linda Cufari (i) and WDKX PM ditiver Renie Hale. Notice the message to like on Tina's T-shirt.



MCA VISITS THE COLONEL — MCA threw a party for Colonel Abrams at New. York's Armory Club. Pictured (I-r), WRKS's Paul Peralta, MCA VP Enine Singleton, IDRC's Eddie Rivera, Abrams, and MCA's Michael Halley, Sr. VP Jheryl Busby and Bobby Shaw.



EASY LISTENING RADIO

GAIL MITCHELL

CMBA CONVENTION UPDATE

Classical Hones Its Special Advantages

By Bob Goldfarb

The rapid changes in the radio industry are catching up with Classical radio. But Classical broadcasters see cause for optimism, as evidenced at the Concert Music Broadcasters' Association recent two-day convention. Station owners, managers, and programmers acknowledged that the accelerated pace of station trading and the rapidly rising value of licenses sometimes made other formats seem more attractive. But many also pointed to Classical's special advantages in an increasingly fragmented marketplace.

Two recent format changes were on everybody's minds: KONC/Phoenix and KLEF/Houston. Both opted for Transtar's Format 41 within a few weeks of each other. It was said neither station was losing money; they were simply worth more with a format of wider appeal. Commenting on format changes in general, WQXR/New York President Warren Bodow observed, "Some stations have become more concerned with servicing debt than servicing listeners."

Continued Health

KONC's format change left its market without a Classical outlet. But in Houston, a 3kw suburban station adopted the format and took the KLEFc call letters shortly thereafter. (Much the same thing happened a few years ago in Milwaukee, when Classical WFMR was reincarnated as a Class A station in Menomenee Falls.)

There were other indications of the format's continued health. Two stations in smaller California markets - KIWI-FM/Bakersfield and KHYV/Modesto - have launched Classical programming. KIWI-FM is reportedly operating in the black just a few months after starting with the format. A new Palm Springs station is planning to offer a large Classical schedule once it's on the air. Perhaps most significantly, KFAC-AM & FM/Los Angeles has been sold to a group, headed by current Executive VP Ed Argow, which intends to keep its nearly 50-year-old commitment to classical music.

Ed Davis, co-owner of KDFC-AM & FM/San Francisco, notes that stations can program classical music profitably by using what he calls "state-of-the-art technology" — computers and automation, operated by a "small, versatile" staff. KIWI-FM uses his service, and the new KLEF likewise draws on outside programming — from KKSN/Portland.

More stations will have more choices of prepackaged classical



Bob Goldfarb

Consultant Bob Goldfarb was recently named VP/Radio at WEBR & WNED/Buffalo. He has over 15 years' experience in Classical radio and is currently working on a research project in that area for the Corporation for Public Broadcasting.

music programming when the Beethoven Satellite Network, offered by WFMT/Chicago, kicks off this summer. The service's overnight segment takes to the air on July 28, with plans to go 24 hours in the fall. Unlike most satellite-delivered formats, the Beethoven Network will not carry advertising; it will be entirely supported by subscriber fees. One of the purposes, avows WFMT President Ray Nordstrand, is to allow more stations to try the Classical format without having to assemble the record library, recruit the staff, or find an experienced music programmer. The Beethoven format will consist of classical music from records introduced by a live announcer, with availabilities for local sale.

New Opportunities

Consultant Bob Henabery, who was a panelist at the CMBA convention, saw a new opportunity for Classical radio in today's marketplace. He sees much radio programming as derivative, with a lack of creativity. Stations are dependent on records for programming, and the record companies aren't producing new product for



ILEFT MY HEART...— While promoting his latest LP "Art Of Excellence," Tony Bennett dropped by KJOl/Los Angeles. On hand were (I-r) CBS Records' Bob Garland, KJOl VP/GM Bob Griffith, Bennett, KJOl's morning host Roger Barkley and Promotions Director Robert Lyle.

the 30-64 age group. Classical radio, he believes, can step into that void and offer advertisers unique demographics.

KFAC's Argow, who will be Chairman of the station once its license transfer is completed, had several tips for selling the format. To answer the argument that the classical audience is old, Argow notes that 75% of the format's listeners became interested in it while still in high school; and the largest single demographic in the audience is the 25-34 bracket. For clients who don't think they want an upscale audience. Argow points out that the largest purchasers of generic products are well-educated, the kind of people this format delivers. Among KFAC listeners, the most commonly owned cars are Fords and Chevrolets, not Mercedes or BMWs.

The format offers other distinct advantages. It can be used as an adjunct to television advertising since, Argow indicated, Classical listeners watch television less than the average viewers. Since 89% of the audience (at least in the case of KFAC) is college-educated, the format can be sold as a good value for clients who seek that hard-to-reach group. "Address yourself to who, not how many, advises Argow. "And take your case to the client the decisionmaker - not the time buyer." KFAC has made its case in its own market: Its rate card is among the top six in Los Angeles.

Other stations reported success in attracting mass-audience advertisers to classical music. WNCN/New York has a 52-week buy from Crazy Eddie ("His prices are insane!"), a discount consumer electronics retailer. The copy takes advantage of the surprise factor: "I'll bet you never thought Crazy Eddie would find you on WNCN," runs one spot. KVOD/Denver has run schedules for Pizza Hut, tying in the product with the music by staging a contest where listeners match Italian composers with their birthdays. WQXR was part of a two-station buy from Quaker Oats (the other station was top-rated CHR WHTZ)

Idea Exchange

Convention attendees exchanged ideas about successful promotions. Several stations routinely schedule contests, some in connection with sponsor merchandising, some to encourage direct audience re-

sponse to programming. WGMS/Washington reported great success with contests soliciting entries via four-color counter cards, which increase store traffic and enhance station visibility. Contest questions are uncomplicated to elicit the broadest response; i.e., voting on classical favorites or identifying mystery music.

WQXR is using its 50th anniversary as the springboard for several promotions. In addition to producing a commemorative booklet and a weekly hour drawn from archival material, the station has commissioned a new composition to be premiered by the New York Philharmonic. WQXR has turned the anniversary celebration into a commercial opportunity by airing over 100 historical/nostalgic vignettes over 26 weeks, for a total of 728 program units available for sponsorship. Clients such as British Airways, NYNEX Yellow Pages, Stock Vermouth, Paine Webber, White Rock importers, and Astoria Federal Savings have come

One of the most widely admired promotions originated with KKSN/ Portland. The AM station stages a fireworks display on the Willamette River, to the accompaniment of such classical warhorses as Handel's "Royal Fireworks Music" and Tchaikowsky's "1812 Overture." Sponsor logos are placed on the barge, in conjunction with spot schedules on the station. The biggest dividend is the value of the promotion to the 100,000 people who attend

KING-FM/Seattle has adopted the same idea with extraordinary results. Manager Bob Gallucci explained that co-owned KING-TV gave advance promotion ("It's going to blow you out of the water") of the FM station's Fourth of July fireworks display, timed to music played over KING-FM. The "Fireworks and Masterworks" event attracted coverage from all the major TV stations in the market, and induced sampling of KING-FM by spectators who had to tune in to hear the music. The promotion was self-liquidating, charging sponsors \$12,000 each for participation.

Positives & Negatives

What of the future? Not everyone at the CMBA convention was as bullish as the station managers about the format's marketplace niche. Station broker Joseph Sittrick of Blackburn & Company answered the question "Is there a future?" by answering, "Yes, but it's hard to predict what it will be." Although he cited several positive aspects of the format, he also pointed out that the ratings are low, and Classical stations bring lower multiples in sales.

Rainer Kraus of the firm Koteen & Naftalin asked rhetorically whether rising station values were putting minority-interest formats at risk. And he noted a net decline in the number of commercial Classical FMs from 56 in 1975 to 45 in 1005

Indications have always been mixed. Classical stations have always prospered in spite of doom-sayers' dire predictions and the demise of marginal operations. The stations that survive are the ones that design a good product, know how to cut costs, and can sell and promote with persistence and imagination. But then, that's how radio works.

FLOW/

Carol Stanford-Stahl joins KJQY/ San Diego as Advertising and Promotion Manager . . . Steve Jankowski is named News/Public Affairs Coordina tor at WRTH & KEZK/St. Louis Veteran Washington, DC personality Ed Walker joins WRC in the weekday 4-7pm slot; his "Play It Again, Ed" show airs Sundays 8am-1pm die Hubbard rejoins WJJD/Chicago on weekends . . . WWDC/Washington selects Charlie Slowes to handle play-by-play duties for the '86 Bullets Marty Glickman will announce Seton Hall basketball games for WNEW-AM/New York



Carol Stanford-Stahl

nouncer **Tom Dixon** celebrates his 40th anniversary on KFAC-AM & FM/Los Angeles . . . **Nina Anderson** upped to WQAL/Cleveland Promotion Director.

R&R FRIDAY, JULY 4, 1986/53

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//15/86. STILL AVAILABLE: #S-78 (San Diego), #S-79 (Houston), #S-80 (Atlanta), #S-81 (Denver) at \$5.50 each.

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Off Hour Rockers, Box 62, East Norwich, NY 11732

Disk Jockey Comedy

Over 1000 different comedy bits delivered to your mouth, 25 pages per month, to make you a legend in your own market. For FREEBEE, write: HYPE, INK., 7805 Sunset Blvd., #206, Los Angeles, CA 90046.

Free Samples from DAVE DWORKIN's

GHOSTWRITERS ***Call Toll Free***

24 hours, from any touch-tone phone: 1-800-525-0016, wait for tone, then dial 040925-or write GHOSTWRITERS, 2301 Unity Ave. North, Dept. 80, Minneapolis, MN 55422.



Hundreds renewed again! Free sample!

Write on station letterhead to Contemporary Comedy

5804-D Twi Dallas, TX 75227

CALL NOW

TO GET YOUR RATINGS UP WITH DR. RUTH, PRESIDENT RONNIE, HOWARD COSELL JOHNNY CARSON, GEORGE BURNS, JOY STICK, BARBARA WALTERS AND MORE

. I feel like you live in our city . Your voices are on target, and they're live!!!'

DEMO? 513-429-5152 "IN-KHA-HOOTS"

54/R&R FRIDAY, JULY 4, 1986

COMEDY

the Electric WEENIE RADIO'S MOST RESPECTED DJ GAG SHEET SINCE 1970

RICK DEES, KIIS-FM: "Tom, you really are The Best, Really look forward to the rrival of The Weenie, such a shot in the rm for our Morning Team!"

FOR FREE SAMPLES WRITE

P.O. Box 2715 Quincy, MA 02269

160 Comedy Sound Effects CONNOR P.O. Box 5432, Playa del Rey, C USE THIS COUPON AND SAVE SHIPPING CH



Liners

FREE SAMPLE ISSUE of radio's most popular humor service For sample, write on station letterhead to: O'Liners 1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025

CONSULTANTS

"DROPINZ"

50 wild tracks for your show each month only \$20. Semi-annual and yearly rates too. Sample cassette \$4. Station consulting, aircheck critique and production by a 22-year major market veteran. Call or write for rates.

Stu Collins Broadcast Services

174 King Henry Court, Palatine, IL 60067 (312) 991-1522

EMPLOYMENT/INSTRUCTION

WANTED

ENTRY LEVEL ANNOUNCERS

(Male & Female)

ProgrammersNewspeople

B.T.A. wants you for radio stations that NEED you. For complete details and registration, send \$2.00 postage



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MARKETPLACE

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 The most current and complete radio and television job publication in America.
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Many openings for those men and women with little experience
Money Back Guarantee.
as; One week \$6.00. SPECIAL 6 weeks \$15.95 — you save \$20.00



FEATURES

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Entertainment News For Radio

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MORNING SHOW COMPLETE PACKAGE IN 30 DAYS Where do Scott Shannon (Z-100), Cleveland

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For that fresh one-of-a-kind creative sound, phone or write J.L. RITTER PRODUCTIONS PO Box 6994, Stateline, NV 89449 (702) 588-4542

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Marketplace

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MARKETPLACE

JINGLES/ID S

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HIGH QUALITY IMPACT Stingers- ID, feature & promo beds 95 Stingers, 14 music beds \$495.00 **FREE** sampler

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PERSONALITY

INF(9):3175

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Free Sample Of RADIO'S DAILY ON-AIR PREPARATION SERVICE! Airshift-ready music

calendar more!

TIMIMA THERVIA ILOOD

Presents "USED CARS." Used by a little old disk jockey who worked weekends at an automated Beautiful Music station. Good material CHEAP. Sample

> 1395 Overlook Ave., N.W., Salem, OR 97304

PROGRAMMING

Introducing ... **NEWS HORIZONS**

Fred Walters, Radio News Consultant

N. Hollywood, CA (818)506-5793 & Mt. Kisco, NY (914) 241-3120.

PROGRAMMING

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is going to press!

Instantly locate 15,000 songs on 450 subjects 60 years of popular music - only \$40 delivered

RSVP Now - Send No Money.



To reserve/for info, write: Professional Desk References 2246 Maiden Lane Altadena, CA 91001

COUNTRY OLDIES 1950-1985

1590 Hits on tape with cue-tones

Call or write for information and free list of titles.



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Massachusetts 01151 • 413-783-4626

INSTANT MORNING SHOW

A regular cast of characters (Not iust wild tracks or drop-ins) will interact with your morning personality.

Already sold to one major group before national release

You provide a good basic jock



For Free Demo Cassette call (312) 382-7551

Or Write: Chicago **Entertainment Source** 1449 South Shore Ct.

Suite 382 Barrington, IL 60010

PROGRAMMING

Christian Countdown America



A weekly two-hour Christian Top 20 Countdown complete with artist interviews. Currently heard in 37 states! Host JIM CHANNELL is a former WCFL PD and was Captain Whammo at WMET. Call for demo: (312) 820-1369.

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CHR "Power Package"

Digitally recorded stingers and sounders that cut through the radio dial will make your station stand out. Crisp, hot, clean grooves to grasp listener's attention using the latest musical digital technology. Call or write Marcus Graham at Digitals for a deem control.

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BROADCAST SYSTEMS CORPORATION 701 NW 22nd St. Ft. Lauderdale, FL 33311

OPPORTUNITIES

OPENINGS

OPENINGS

NATIONAL



SunGroup is expanding. We have acquired KAFE and 97 KISS FM Albuquerque/Santa Fe and are looking for the nation's most qualified broadcasters to fill the following positions:

Program Director to implement format and supervise talent at AM/FM Combo ning Talent/Producer for Oldies format.

Production Manager to produce killer commercials for eager AM/FM sales staff. Marketing Manager to oversee AM/FM promotion/marketing efforts.

No telephone calls . . . send detailed information to: Richard Holcomb, General Manager

KKSS Radio 300 Central SW, Suite 1200W Albuquerque, NM 87102

OPENINGS

EAST

Reporter/producer. Street reporting & produce PM news block. T&R: Roy Frank, 117 Prospect St., Stamford, CT 06901. EOE (6-27)

Swing position opening for Maryland Eastern Shora's top-rat-ed Q-105. Production a must. T&R: Ken Medek, Q-105, Box U, Salisbury, MD 21801. EOE (6-27)

Need edult, funny, bit-orientated, warrn, creative morning man. Winning company. Great bucks & great place to live. T&R: Box 929, Lewiston, ME 04240. EOE (6-27)

Future opening for fulltime news & sports. Pros only. T&R: Jerry Wiese, WNNJ/WIXL, Box 40, Newton, NJ 07860. EOE (6-27)

AC AM seeks weekend, possibly fulltime jocks. Experience necessary. T&R: Linda Mason PD, WSER, 192 Maloney Rd. Elkton, MD 21921. EOE (6-27)

OPENINGS

Philadelphia AC seeks relief newsperson. Must be converse-tional & have lots of experience. T&R: Paul Tyler, WSNI, One Bala Plaza, Bala Cynwyd, PA 19004. EQE (7-4)

WQBE. Cherieston's top-rated Country, seeks an evening personality who likes to have fun on the radio. T&R: Bob Jones, Box 871, Charleston, WV 25323. EOE (7-4)

Original hits WATD FM/Boston combo seeks full/parttime air personnel. No beginners. T&R: Steve Pelkey, Box 487, Marshfield, MA 02050. EOE (7-4)

PM drive newscaster for NYC suburban FM. Two years' experience; strong, crisp delivery for young adults. T&R: WZFM, 444 Bedford Rd., Pleasentville, NY 10562. EQE (7-4)

Seek edult, funny, bit-oriented, warm, creative morning man. Winning company, great bucks. Great place to live. T&R: Box 929, Lewiston, ME 04240. EQE (7-4)

Seek take-charge, reactive, experienced news pro. Winning company, great bucks. Great place to five. T&R: Box 929, Lewiston, ME 04240. EOE (7-4)

R&R FRIDAY, JULY 4, 1986/55

OPPORTUNITIES

OPENINGS

Partitime news opening in two-man newsroon, Primarily Saturday mornings, T&R: Newsroom, 100 Rt. 46, Hackettstown, NJ 07840, EOE (7-4)

VT's premier AC/Oldles WVMT seeks night personality to be a friend to Burlington. No beginners. T&R: Mark Esbjerg, Box 620, Colchester, VT 05446. EOE (7-4)

WCFR/Springfield seeks news anchor/reporter Interested in continuing a strong news tradition. T&R: Bob Flint, Box 800, Springfield, VT 05156. EOE (7-4)

Mid-Atlantic AC seeks announcer with production skills. T&R: Pete Low, WGLL, Box 92, Mercersburg, PA 17236. EOE (7-4)

Solid NE MOR seeks bright copywriter/producer/announcer with two years' pro experience. T&R: Rick, WBRK, 100 North 4St., Pittsfield, MA 01201. EOE (7-4)

Seek experienced newsperson to complete a staff of three in 109th rated market. Top pay & benefits, five day work rate, T&R: Don Briand, WTSN, Box 400, Dover, NH 03820. EOE

PERSONALITIES WANTED

WESTERN MARYLAND CHR station now accepting resumes & tapes. Class A FM, #1 in County, lots of public contact. PDs & MDs encouraged to apply. Near Balt/ Wash. Group owners seeking high achievers. Radio & Records, 1930 Century Park West, #383, Los Angeles, CA 90067.

Small Market Radio Salaries **Befit Human Beings**

Morning, Midday and Afternoon personalities who can endear themselves to a 30 + audience AC in Eastern Long Island. Send resume and tape to: Station Manager, P.O. Box 1089, Riverhead, NY 11901. EOE

WCAP

MORNING DRIVE ANCHOR

Local news leader seeks dedicated and creative newsperson to write, produce, and deliver newscasts; feature work a plus. T&R to Julie Stinneford, News Director, WCAP 243 Central St., Lowell, MA 01852. EOE M/F

CHR PD NEEDED

Opening for enthusiastic PD who wants to prove himself (or herself) for several years in a Top 60 New England market. The suc-cessful applicant will have marketing vision, both on-air and regarding community involvement. Will also need to guide on-air morning team. Mid-20s salary with benefits. Join an up-and-coming station!
T&R to Radio & Records, 1930 Century
Park West, #375, Los Angeles, CA 90067, EOE

57 WSYR RARE CAREER OPPORTUNITY, KATZ

Program Manager, perennial full-service leader, **57 WSYR**. Match the community with a great mix of News, Personality, Sports, and Talk. Talents and traits: customer focus attitude; research; music; formatics; compatible leadership and strong planning abilities. Resume, tape. Please describe what strengths you would bring to the situation and how you would omly to the situation and flow this position can help you attain your career goals. Hugh Barr, VP-GM, WSYR-WYYY, 2 Clinton Square, Syracuse, NY 13202. Equal Opportunity Employer.



NEWS DIRECTOR: Central Maine's Number One Adult Contemporary station looking for motivated News Director. Pros only. Minimum three years writing, reporting and anchor experience to join progressive staff in the state capital. Send T&R to: Deb-orah Younes, News Director, WABK, P.O. Box orah Younes, News Director, WA 1280, Gardiner, Maine. 04345. EOE

OPENINGS

RADIO ENGINEER POSITION

SHAMROCK BROADCASTING is seeking a very special radio engineer. This people-oriented individual must be able to supervise the engineering department for a leading AM & FM in Pittsburgh, PA and must have extensive experience with AM directional systems. EOE, send resume to **Bert Goldman**, **8500 W. 63rd Street**, Shawnee Mission, KS 66202, (913) 722-2866.

______ LATE-NIGHT ROMANCE

Soft rock leader with great image looking for big-voiced male or female personality for late-night love songs show. Romance - imagination - ad lib feel - sense of good taste all required. Northeast major market. Send tape and resume to: Bob Henabery & Assoc., Inc., Radio & Records, 1930 Century Park West, #372, Los Angeles, CA 90067. EOE _____

SOUTH

combo. T&R: Greg Allen, Box (806) 297-2771 EOE (6-27)

One of the South's hottest CHRs has two fulltime & one part-time opening. T&R: Bob Releigh, WHHY, 3435 Normanbridge Rd., Montgomery, AL 36196. EOE (6-27)

Air personalities, not DJs. Country or AC background. Big bucks for community-minded individual. T&R (picture): WBHP, Box 1230. Huntsville, AL 35807. EDE (6-27) Top-rated adult CHR has openings. Come work for a winner. Take: Steve Sutton, Box 1327, Valdosta, GA 30603. EOE (7-4)

Rock personality with production skills sought for AOR on Carolina coast. T&R: Kris Kelly, Box 1356, Jacksonville, NC 28541, EOE (7-4)

Fairwest Consultants 100kw FM seeks PM drive talent. Entertain the adults of West TX & learn Fairwest programming philosophies. T&R: KORQ, 8ox 2201, Abilene, TX 79604. EOE (7-4)



On the way up? We're looking for you to fill our day-Un the way up? We're looking for you to till our day-time opening in August on coastal North Carolina's fastisst-growing station. 100,000 watts of HOT CHR and you. Could be a great combination. Send tape and resume to Gary Jackson, WDLX, Box 1707, Washing-ton, NC 27889. EOE

BE A STAR!

The right personality can be a star at our medium market mid-South CHR FM. Send T&R-to Radio & Record, 1930 Century Park West, #351, Los Angeles, 90067. EOE



A rare opportunity for the right personality to join our great AC airstaff in Jacksonville, FL. First major opening in two years. MORNING DRIVE. Have the talent and experience to build on a number one morning drive 14 share? Then talk with us about joining our morning team. Send T&R to SCOTT SHERWOOD, WIVY FM. 3100 UNIVERSITY BLVD. SOUTH, JACK-SONVILLE, FL 32216. A Gilmore Broadcasting

Station, EOE M/F

OPENINGS

CHIFF ENGINEER

Florida! East Coast Class C FM. If striving for the competitive edge excites you, we've got the right climate. A chance to join a young, aggressive broad-cast group. Resume & salary to Paul Clancy, 600 At-lantic Avenue, Fort Pierce, FL 33450. Call (305)

MORNING

COUNTRY PERSONALITY

For South Florida Gulf Coast station. MUST BE EXPERIENCED DJ. Send tape & resume to PO Box 278, Ft. Myers, FL 33902. A 300,000 metro community. YES, the money is very good! EOE

MORNING PERSONALITY

Contemporary Country FM seeking Adult Morning Personality, strong on local in-volvement, phones; good production; team oriented, yet independent enough to carve out a name for yourself in this nice Deep South city. Growing company, good benefits, new facilities. Tape, resume and photo to Radio & Records, 1930 Century Park West, #381, Los Angeles, CA 90067. EOE

PROGRAM DIRECTOR

For 100,000-watt Central Virginia FM . . . people-oriented, with strong management skills. Send tape, resume and references to Roger Ingram, General Manager, WYYD, Box 522, Amherst, VA 24521. EOE

10Y 100 FM ANNOUNCER

Mornings available to communicator with excellent production skills. Number 2 in top 50 Southeastern Market Also, opening for evening producer. Cassette and resum Jeff Bowen, P.O. Box 2808, High Point, N.C.

KBST 1490

Afternoon professional needed, strong production a must! Money no problem at this #1 Sta-Rush T&R to PD of KBST, Box 1632, Big Spring, TX 79721. EOE



Southwest Louisiana's premier CHR station has rare opening. Our PM Driver is off to New Orleans Are you a team player, and serious about winning? Send tape, resume and photo: CHRIS BAKER, PROGRAM DIRECTOR, KBIU, LAKE CHARLES, LA 70601 FOE



WJLQ POWER 100-FM

The hottest station on the Gulf Coast, Q-100 FM, wants you now for the morning personality slot. We are a fun-sounding, high-intensity CHR 100,000-watt POWER STATION covering Mobile and Pensacola. Work and live the good life on the Florida Gull Coast. Salary and bonuses commensurate with the top fifty markets and better. Total promotional support. Tapes and resumes mediately to J.D. North, Program Director, WJLQ-FM, P.D. Box 12487, Pensacola, FL 32573. (904)



SUMMIT COMMUNICATIONS, INC.

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OPENINGS

MIDWEST WHYT/Detroit seeks telented parttime/weekend air telent T&R; Michael Waite, 2100 Fisher Bldg., Detroit, MI 48202 EOE (7-4)

WJR/Detroit has opening for parttime/weakend air talent. T&R: Gary Berkowitz, 2100 Fisher Bldg., Detroit, MI 48202. EOE (7-4)

KFMH/Davenport seeks copywriter capable of production. Females encouraged. Write or call: Stave Bridges (319) 263-2442 or 3218 Mulberry, Muscatine, IA 52761. EOE (7-4)

WCOL/Columbus' news leader seeks morning news anchor. T&R: Kevin Young, 22 S. Young St., Columbus, OH 43215. EOE (7-4)

100,000wt CHR FM/AM seeks news personality. No beginners. T&R: Blake Patton. Box 145B, St. Cloud, MN 56302. EOE (7-4)

KGEM/Boise has Immediate full/parttime openings. No calls. T&R: Steve Holmes, 8ox 5278, Boise, ID 83705. EOE (7-4)

New top 15 CHR PD sought. T&R, salary history & programming philosophies: Day communications Consultants, Box 2542, Naperville, IL 60566. EOE (7-4)

Sales manager for suburban Detroit AM. Must sell local & agency, plus direct staff, Resume: Box 288, Mt. Clemens, MI 48046. EOE (7-4)

Research/MD sought for Class FM. Resume with references: Chuck Robson, KLZS, 104 South Emporie, Wichita, KS 67202. EOE (7-4)

Midday personality/production talent sought now. T&R: Chuck Robson, KFH, 104 S. Emporia, Wichita, KS 67202. EOE (7-4)

PD sought. Seek good on-air & great production ability. Management ability a must. Experience with satellite programming helpful. T&R: Box 917, Arkansas City, KS 67005. EOE (7-4)

Rare opportunity for morning person. Energetic, warm. A re-latable performer with a team attitude. MW University mar-ket. T&R: PD, Box 728, Ames IA 50010. E0E (7-4)

LEADING CHICAGO AC

Looking for America's BEST Morning Telent. Fun, entertaining, original. Individual or team. Send tapes & resumes to Radio & Records, 1930 Century Park West, #374, Los Angeles, CA 90067



Our morning guy is headed to San Diego. The search is on for a topical, funny, friendly talent for our nationally top-rated, music, ACtalent for our nationally top-rated, fillost, op-FMI if you qualify, we offer a stable com-pany, management support, good salary, and the finest working conditions. Send T&R (NO CALLS) to: MARK THOMAS OPS. MCR., WCRZ, BOX 1080, FLINT, MI 48501.

MORNING NEWS PERSONALITY K95FM **TULSA**

K95FM seeks morning news personality/entertainer who can keep the listener up-todate with the style of a great storyteller, add sparkle to an already highly successful, immensely entertaining, slightly bent morning show and still maintain credibility.

Send tape and resume to Jim Davis, KWEN (FM), 1502 South Boulder, Tulsa, OK

> K95FM Is an Equal Opportunity employer.

OPPORTUNITIES

OPENINGS

FM W 108

Top-rated CHR needs Morning Man! At least three years experience. Great pay, benefits and facility. Send tape and resume to Mark Hansen, KFMW, PO Box 1330, Waterloo, 18 50704 FOF

CHIEF ENGINEER

Chicago suburban station needs Chief Engineer with hands-on D.A. experience. Requires heavy maintenance. Send qualifications, references and salary requirements to: Radio & Records, 1930 Century Park West, #352, Los Angeles, CA 90067. FOR

WEST

50kw CHR in Sacremento ADI wants to hear talent for possible opening. Minimum three years'. T&R: Scott Mitchell, K100, Box 631, Marysville, CA 95901. EOE (7-4)

Experienced newsman sought for top-rated AC news & information station. T&R: Ed Huot; WTRC, 8ox 699, Elkhart, IN 46515, EOE (7-4)

Lake Tahoe's T-94 AC seeks AC communicator. T&R: KRLT. Box 5310, Stateline, NV 89449 or call Dave Stone between 1-3pm at (702) 588-5107 EOE (7-4)

Sales menager sought by dominant, aggressive Northern CA medium market station. Excellent advancement potential. Bob: (916) 673-1600 EDE (7-4)

KBOY/Medford is now accepting T&Rs for future full & parttime CHR jocks. A growing station in a growing market, T&R: Programming Consultant, 107 E. Main St. Suite 12, Medford, OR 97501. EDE (7-4)

Selem area small market seeks ND/jock combo. Minimum two years' experience. T&R: Scott Preston, Box 158, Woodburn, OR 97071. EOE (7-4)

Top 20 Christian AC seeks right talent & sales rep for new exciting format. T&R: KKRE, Box 1385, Monument, CO 80132. EOE (7-4)

Experienced announcer? Send us your T&R for future openings. Mark Rollings, Q-99, Box 1654, Cape Girardeau, MO 63701, EOE (7-4)

Top-reted CHR in Pacific NW seeks creative jocks, all shifts. Are you my next morning man? T&R: Bill Brooks, KGAL, Box 749, Albany, OR 97321. EOE (7-4)

Air talent/production wizard. Fulltime opening. Pros only. 100,000kw. T&R: Jim Nelly, KXGO, Box 1131, Arcata, CA 95521. EOE (7-4)

I'll hire the best AE or SM in CA's history! Help build "radio empire." Be rewarded lavishly. Experience secondary to drive. (707) 822-7223 Now! EOE (7-4)



US 98/San Luis Obispo, CA, a top-rated Transtar AC station, seeks ND. Must have experience. We want someone with good delivery who understands the value of sound (actuallities, etc.) in a newscast Must be able to communicate intelligently with 25-54 year-olds. Send tapes and resumes to GM, US 98, 396 Buckley Road, San Luis Obispo, CA 93401. EOE

ALASKA BROADCAST OPPORTUNITY!!

NEED NOW for AM/FM radio operation looking for mature-sounding, experienced Midday Personality. We need someone who can relate to 30+ AUDISNOE. Rush T&R to Paul Ryder, 1107 W. 8th Street, Suite 2, Juneau, ALASKA 99801. EOE

TOP RATED PACIFIC NORTHWEST AM/FM Seeks quality News Director. Rare opening in an excellence-oriented growing company. Requires experience, talent and good news instinct. T&R to Radio & Records, 1930 Century Park West, #378, Los Angeles, CA 90067. EOE M/F

OPENINGS

HOT SOUTHERN CALIFORNIA FM

Looking for dynamic morning personality. A team player and an adult communicator. Please include tape, resume w/references and salary requirements to Radio & Records. 1930 Century Park West, #365, Los Angeles. CA 90067 FOE M.F.

.....

MORNING PERSONALITY

Major market Sunbelt Easy Listening station seeks bright entertaining morning personality. Need a solid pro with production experience. Rush cassette & resume to Radio & Records, 1930 Century Park West, #348, Los Angeles, CA 90067. EOE

SOUTHERN CALIFORNIA RESORT CITY

Bright, conscientious, witty, adult personality for AC Morning Show, Must love radio, able to localize show, clean production, use of telephone, live remotes, desire to be part of a winning team. Send tape, references, and desired salary to Radio & Records, 1930 Century Park West, #382, Los Angeles, CA 90067. ECE

KFMB

San Diego's leading full-service AC/personality station is updating the "future file." If you'd like to be considered for any possible future openings at a radio station with major league baseball, consistently strong ratings, and you've got what it takes to relate, send your tape and resume to MARK LARSON, KFMB RADIO, SAN DIEGO, CA 92138. (NO CALLS, PLEASE,) EOE

.....

NEWS IN ALASKA

Alaska opportunity!! Small market AM/FM needs news help. Applicant must be voice-oriented go-getter. No 9-to-5 types. Typical smaller market coverage, government emphasis, state capital. This is not an isolated backwoods environment so serious inquiries only. Tape & resume to Paul Ryder. 1107 West 8th Street, Juneau. Alaska 9801. EOE



Denver's KIMN is looking for a very special nighttime entertainer. If you can attract and hold an adult audience by working the phones, being topical, relating to Denver, all within a contemporary music format. KIMN offers the chance to work in the nation's finest facility with outstanding broadcast professionals. Send tape and resume to Bob Call, Operations Manager, 1095 S. Monaco Parkway, Denver, CO 80224. No Calls, EOE. Jefferson-Pilot Communications

KUPL K98fm IESUAM

MORNING ENTERTAINER NEEDED IN PORTLAND, OREGON

(Team or Individual) If you are a team-player, willing to work hard, do consistent showprep and can be bright, topical, rigitable, community involved, and have fun without being windy, send cassette and resume immediately to: BILL BRADLEY, RUPL, 640 SW CANYON, PORTLAND, OR 97221, EED M/F

OPENINGS



Phoenix and all its opportunities await the new morning "King of The Hill"!! KLZI is a 100,000-wait FM AC with an ownership & management committed to winning looking for an individual willing to make the same commitment. You must know what CONCISE content means and be able to localize your content." Your on-air performance is important & so is your off-air involvement & preparation. We have an extremely competitive salary package, good benefits & one of the best working environments in any market. RUSH your tape, resume & picture to Bob Glasco, program director, KLZI, 5220 N. 7th St., suite 121, Phoenix, Arizona 85014. ABSOLUTELY NO CALLS! All replies held in strictes confidence. We are an equal opportunity employer.

POSITIONS SOUGHT

Experienced MD seeks MD/asst.PD in medium market. Extensive knowledge In AOR/CHR/AC. Pro & winning attitude. Great communicator, reliable, people person. GARY: (301) 759-3264 (7-4)

Your consultant suggests a female. Here I am. Talented, intelligent with large market experience. Seeks medium/large market. STACEY: (702) 734-7956 (7-4)

Award-winning ND interested in new challenge. TERRY: (205) 478-6571 (7-4)

Ready to work! Four years' experience CHR/AOR/AC. Also do production. Write & carry a sharp razor. SANTO: (305) 752-8303 (7-4)

14-year pro with eight in Detroit. WCXI, WTWR, WCAR. Experienced MD/DJ/production in Country/AC/Oldies/CHR. KEVIN SANDERSON: (313) 393-2607 (7-4)

Over 20 years' experience. AC big voice pro with major market background seeks production director or on-air spot. Available now. BOB: (702) 795-0543 (7-4)

Take the game to your listeners with descriptive PBP that enables your audience to visualize the action, 12 years' experience. STEVE: (614) 868-8604 (7-4)

Aggressive young talent who wants to live & breathe radio. Production skills, six-month internship & Columbia School of Broadcasting, JOHN (412) 938-7323 (7-4)

> CHICAGO - SAN FRANCISCO -LOS ANGELES
> Now I'm looking for a good market!

THE SLIM ONE CULT OF PERSONALITY (213) 666-9111

Experienced AOR personality who wants to be the best, seeks to spend two years' at medium/large market rocker. JOHN (312) 262-3773 after 7pm (7-4)

Does anybody still do news? Telented, versatile anchor/ND seeks new challenge in top 100 S/SW market. DAVE: (512) 462-9360 (7-4)

North TX OM seeks position in Austin/San Antonio/Dallas

area. Excellent production/on-air skills. Available now. SCOTT: (817) 382-4840 (7-4)

Six-year pro with top 50 experience seeks AC/CHR/AOR any shift or PD, Will consider all, Currently employed, MIKE: (317) 659-3917 (7-4)

Hot rockin' major market female is ready to give you her best. CAT: (206) 630-5429 (7-4)

Fresh new morning show. Two pros bringing good numbers together for your mornings. Try it, you'll like it. CALL: (317) 659-3917 (7-4)

I can make your Oldies &/or AC station a winner with personality, music trivla & specials. ROB: (312) 577-5771 (7-4)

Formers include WNOE/KILO/KVI. News, too. STEVE: (503) 772-6243 (7-4)

Versatile telent available. AC/Oldies/Country/sports, programming background. AM/PM drive experience. Team player ready for challenge. DAVE MURDOCK: (305) 275-6054 (7-4)

Dave "Metthews in the morning." WHFM, KAAY, Y106, Q102, Y100 experience seeks medium/major market, CHR/AC. Proven numbers. CALL: (305) 334-7214 17-4)

Four-year pro with announcing/programming experience seeks a futtime career. Willing to relipcate. Currently at WBT/ Charlotte. MARK DUNCAN: (704) 553-8521 (7-4)

Submitted for your approval is the 'Mighty Kidd.' Not an ordinary DJ. High energy CHR Jock who should be locked up in ... the Twillight Zone. CALL: (213) 350-7246 (73) 350-7426 (73)

Hardworking PD/MD seeks a long-term commitment with your Country station. Plenty of references. MICHAEL: (615) 729-3844 (7-4)

G. Michaels of V-103/Atlanta, HOT-105 & WINZ/Mismi, KWK/St. Louis seeks production, programming or Urban airshift. CALL: (404) 226-1088 (7-4)

POSITIONS SOUGHT

Seven-year pro, who shut out WTIC/Hertford in Birch, seeks CHR/AC gig anywhere, any shift. Jock of all trades. BRIAN: (203) 673-4537 (7-4)

Put me on the airl Degree & experience. Single male ready to relocate. MARK STUART: (414) 533-8470 (7-4)

DOUBLE YOUR DIGITS!

Morning jock wants to win double digits for you. Sean Marshall has had consistent double-digit ratings since 1978 in two different markets! Would like salary tied to performance. Also three years of programming experience. (304) 424-5173.



Six-year Milemi pro. Team player formerly with Y-100, 96-X. K-102, WKGR. Know how to win. Willing to relocate, al areas considered, JEFF: (609) 646-4790 (7-4)

Currently at 100kw FM in East TX, seek to relocate soon. Prefer TX, others welcome. Programming & more. Country/AC. DADE MOORE: (409) 634-2099 (7-4)

Four-year pro seeks gig in Atlanta, full/parttime. Major market/MD experience. Call for T&R. TOM: (404) 242-9367 (7-4)

Major market ND/anchor available. Network experienced, excellent voice. CALL; (602) 946-9455 (7-4)

Attention warm climate medium/major markets: Morning man, news, production, copywriting, PD, ND. 18 years' experience. Available today! LARRY KAY: (717) 653-2500 (7.4.)

Book on this. Large metro jock drive, MD & phone experience seeks medium/major gig. Any shift. Northeast or anywhere. CALL: (609) 655-0740 (7-4)

Best undiscovered radio reporter in CA wants to leave small town, Experienced In reporting, anchoring & DJ work, DAVID MELLO: (408) 385-0194 (7-4)

Equal Opportunity Employee

I am a Full-Service, Contemporary Music Personality with 10 years experience. I use the phones to involve and entertain. Let's talk! TONY CLYBURN, (504) 542-6498.

Attn. small markets: Seek first GM position. Currently OM at Western New York station. Ten years' experience. Write: Box 43, Dunkirk, New York 14048, (7-4)

Newsman seeking to work for management serious about news. Several years' experience. MW preferred. CALL: (309) 833-3129 (7-4)

THINKING ABOUT GOING CLASSIC HITS? I've already got major market experience with this new format. Looking for PD and/ or talent position. Excellent references. Replies to Radio & Records, 1930 Century Park West, #380, Los Angeles, CA

Experienced air personality seeking new position. Good on-air voice & excellent board skills. T&R on request. JOHN: (315) 245-0556 (7-4)

Experienced newsperson seeks any airshift in the Pittsburgh area. Broadcasting school grad also has valuable production experience. DAVE: (412) 233-3067 (7-4)

Mark Sebastian

B-96 Z100 WHTT

Call (312) 670-4308

MISCELLANEOUS

European Publishing-Management firm expanding to US seeking new talent, composers & musicians. Please send demos to: Interpool, 8ox 1709, Venice, CA 90294. {7-4}

Daniels (205) 586-9300 (7-4)

Comedy albums are sought for Saturday comedy show. Albums will be spotlighted. L.L. King, 2235 Eismeade Dr. #478, Montgomery, AL 36116. (7-4)

Dates appearing at the end of each listing signify first week listed.

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

R&R FRIDAY, JULY 4, 1986/57

Life's a Beach... But Don't Fight It!

Surrender to the good times and great music of

CHET ATKINS

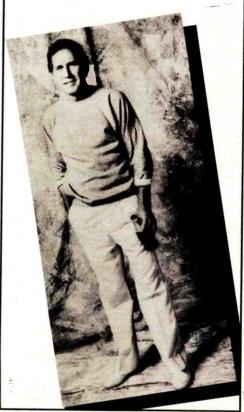
The New Single

"The Official Beach Music"

(38-06165)



On Columbia Records, Cassettes, and Compact Discs From The New Age Album Street Dreams Produced by Ronnie Foster and Darryl Dybka



NATIONAL MUSIC FORMATS

Added This Week

Broadcast Programming

John Sherman/Jay Albright (800) 426-908

Adult Contemporary

EL DEBARGE "Who's Johnny"
WHAM! "The Edge Of Heaven"
STEVE WINWOOD "Higher Love"
MICA THE MECHANICS "Taken in"

Modern Country

JOHNNY PAYCHECK "Old Violin" GENE WATSON "Bottle Of Tears" DWIGHT YOAKAM "Guitars, Cadillacs" OAK RIDGE BOYS "You Made A Rock..." JANIE FRICKIE "Always Have Always Will"

Century 21

Greg Stephens (214) 934-212

The Z Format

BANANARAMA "Venus"
DAVID LEE ROTH "Yankee Rose"
DEVICE "Hanging On A Heart Attack"

The AC Format

MIKE & THE MECHANICS "Taken In" GORDON LIGHTFOOT "Anything For Love" MONKEES "That Was Then, This Is Now" LARRY CARLTON "Smiles & Smiles To Go"

Super-Country

STEVE EARLE "Guitar Town" GENE WATSON "Bottle Of Tears" SYLVIA "Nothin' Ventured Nothin' Gained" E. RABBITT & J. NEWTON "Both To Each Other"

Concept Productions

Elvin Ichiyama (916) 782-7754

CHR

BANANARAMA "Venus" WHAM! "The Edge Of Heaven" TIMEX SOCIAL CLUB "Rumors" DAVID LEE ROTH "Yankee Rose"

Country

ROSANNE CASH "Second To No One"

AC

BANANARAMA "Venus"
ANITA BAKER "Sweet Love"
WHAMI "The Edge Of Heaven"
GORDON LIGHTFOOT "Anything For Love"
G. LORING & C. ANDERSON "Friends & Lovers"

Drake-Chenault

BOD Laurence (818) 883-

XT-40

WHAM! "The Edge Of Heaven"
BELINDA CARLISLE "Mad About You"

Contempo 300

ROD STEWART "Love Touch"
MICHAEL McDONALD "Sweet Freedom"
JACKSON BROWNE "In The Shape Of A Heart"

Great American Country

FORESTER SISTERS "Lonely Alone"
GIRLS MEXT DOOR "Slow Boat To China"
JANIE FRICKIE "Always Have Always Will"
K. ROGERS & N. RYDER "The Pride Is Back"
N. LARSON & S. WARINER "That's How You Know..."

Media General Broadcast Services

3ob Dumais (901) 320-4433

ACtion

BANANARAMA "Venus"
ANITA BAKER "Sweet Love"
WHAM! "The Edge Of Heaven"
MADONNA "Papa Don't Preach"
MIKE & THE MECHANICS "Taken In"
MONKES "That Was Then, This Is Now"
GORDON LIGHTFOOT "Anything For Love"

MEDIA GENERAL CONTINUED

Your Country

VINCE GILL "With You"
KEITH WHITLEY "Ten Feet Away"
LACY J. DALTON "Working Class Man"
LOUISE MANDRELL "I Want To Hear It..."
K. ROGERS & N. RYDER "The Pride Is Back"
N. LARSON & S. WARINER "That's How You Know"

Hit Rock

WHAM! "The Edge Of Heaven" ANDY TAYLOR "Take It Easy" JERMAINE STEWART "We Don't Have To..." GAVIN CHRISTOPHER "One Step Closer To You"

Peters Productions, Inc.

George Junak (800) 255-8511

Country Lovin'

TANYA TUCKER "Just Another Love"
LYLE LOVETT "Farther Down The Line"
PAKE McENTIRE "Savin' My Love For You"

The Ultimate AC

HIROSHIMA "One Wish"
MIKE & THE MECHANICS "Taken In"

Radio Arts

Country's Best

GENE WATSON "Bottle Of Tears"
DWIGHT YOAKAM "Guitars, Cadillacs"
OAK RIDGE BOYS "You Made A Rock..."
SYLVIA "Nothin' Ventured Nothin' Gained"

Soft Contemporary

MONKEES "That Was Then, This is Now" GORDON LIGHTFOOT "Anything For Love" LARRY CARLTON "Smiles & Smiles To Go"

Sound 10

BANANARAMA "Venus"
WHAM! "The Edge Of Heaven"
MONKEES "That Was Then, This Is Now"
GORDON LIGHTFOOT "Anything For Love"
LARRY CARLTON "Smiles & Smiles To Go"

Satellite Music Network

The Starstation

MICHAEL McDONALD "Sweet Freedom"

JACKSON BROWNE "In The Shape Of A Heart"
MIAMI SOUND MACHINE "Words Get in The Way"

Country Coast-To-Coast

REBA McENTIRE "Little Rock"
CONWAY TWITT" "Desperado Love"
JOHN CONLEE "Got My Heart Set On You"
MERLE HAGGARD "A Friend In California"
K. ROGERS & N. RYDER "The Pride Is Back"
NITTY GRITTY DIRT BAND "Stand A Little Rain"

Rock 'N' Hits

BANANARAMA "Venus" STARSHIP "Before I Go" BERLIN "Take My Breath Away" DAVID LEE ROTH "Yankee Rose"

Transtar Adult Contemporary Mike Tanner (213) 460-6383

PETER CETERA "Glory Of Love" HOWARD JONES "No One Is To Blame"

RADIO & RECORDS NATIONAL AIRPLAY

IAZZ

TOP 30

JULY 4, 1986

- **IMMY SMITH/Go For Whatcha Know (Blue Note)** BOB JAMES & DAVID SANBORM/Double Vision (WB)
- MAKOTO OZONE/After (Columbia)
- INDRA LESMANA/For Earth & Heaven (Zebra/MCA)
- MICHEL PETRUCCIANI TRIO/Pianism (Blue Note)
- AHMAD JAMAL/Rossiter Road (Atlantic)
- YELLOWJACKETS/Shades (MCA)
- FREDDIE HUBBARD/WOODY SHAW/Double Take (Blue Note)
- BILLY COBHAM/Powerplay (GRP)
- LESLIE DRAYTON & FUM/What It Is Is What It Is (Esoteric/Optimism)
- ROS MULLINS/Nite Street (RMC) 11
- BOBBY HUTCHERSON/Color Schemes (Landmark) 12
- ALPHONSE MOUZON BAND/Back To Jazz (Pausa) 16
- PHIL WOODS/Heaven (Black-Hawk)
- SPECIAL EFX/Slice Of Life (GRP)
- STEVE BACH/Holiday (Cale) •
- DAVE BRUBECK QUARTET/Reflections (Concord)
- SHADOWFAX/Too Far To Whisper (Windham Hill)
- BUDDY RICH/Mr. Drums-Live On King Street (Cale) FATTBURGER/One Of A Kind (Golden Boy Jazz/Optimism)
- LYLE MAYS/Lyle Mays (Geffen)
- EDDIE HARRIS & ELLIS MARSALIS/Homecoming (Spindletop)
- ARTHUR BLYTHE/Da-Da (Columbia) 22
- KENNY BARRON/1+1+1 (Black-Hawk)
- MAYNARD FERBUSON/Body & Soul (Black-Hawk)
- SANDY DWEN/Boogie Woogie Rhythm & Blues (Ivory)
- SCOTTY YOUNG/Outside In (Space Administration) DEBUT > 3
- 28 CHUCK MANGIONE/Save Tonight For Me (Columbia) 23
- DEBUT > @ SPHERE/On Tour (Red/PSI) DEBUT ABDULLAN IBRAHIM/Water From An Ancient Well (Black-Hawk)

Black/Lirben stations contributing to Jazz WKND/Heriford, Melonae McCleer; KJCB/Lefayette, Horatro Hendy, WYLD-FM/New Orleans, Dell Spencer, WDMT/Cleveland, Dean-Deen Rulus

NEW & ACTIVE

SPYRO SYRA "Breakset" (BICA) 16/12
Rossons Heavy 21, Medium 4/2, Light 54, Extra Adds 5, Total Adds 12, WEBR, WRTI, WYRS, WAER, WNOP, WKSU, KUZZ, KUDP, KPLU, WFSS, WLVE, WFSD, Heavy, KKGO, Medium WJZZ, KTCJ.

DAVE VALENTIM "Light STREAM" (BRP) 14/13
Rotsborns Heavy 1/1, Medium 2/2, Light 5/4, Extra Adds 6, Total Adds 13, WEBR, WRTI, WFAE, WBEE, WNOP, WJZZ,

KRGG, JALZ, KOUP, FULL, WYSS, MITE; WYWOL SCOTT HEMPORSON & THIBLAL TECH "Spears" (Passport Jazz) 13/7 Rotations: Heavy 20, Medium 3/2, Light SZ, Extra Addis 3, Total Addis 7, WB8Y, KTCJ, KJZZ, KPLU, WAVE, WHUR, WVPE-Heavy, WCJL, WNOP, Medium WBFC.

JOHN COLTRANE "Master Tapes" (MCA) 13/6

s 1. Total Adds 6. WGBH, WBFO, KLIZZ, WVPE, KLCC, KJCB, Heavy

NUMBRATION SOCIETY "Music Of Release Reland Kirk" (Stash) 12/1
Rotations: Heavy 3/0, Medium 4/0, Light 5/1, Extra Adds 0, Total Adds 1, KXPR. Heavy. WBGO, WBEE, WUSF. Medium

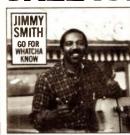
BERRY MULLIGAN/SCOTT HAMILTON "Seft Lights & Sweet Mesic" (Ceacerd) 11/4
Rotations: Heavy 4r1, Medium 2/1, Light 4r1, Extra Adds 1, Total Adds 4, WRTI, KJZZ, WHRO, KLCC, Heavy: WYRS, KLON.

TERRY GIBSS "Dream Band" (Contemporary/Fentasy) 11/3
Rotations: Heavy 4/1, Medium 4/1, Light 3/1, Extra Adds 0, Total Adds 3, WRTI, WMOT, KCNR. Heavy: WYRS, KANU, KLON.

JIM HALL TRIO "Jim Hall's Three" (Concord) 11/1
Rotations: Heavy 80, Medium 37t, Light 2/0, Extra Adds 0, Total Adds 1, WRTI. Heavy, WCLK, WHRO, WUSF, KWMU, KYSM XVDB Addison: KRI LI WVDP

KCNM, KRIPE, Medicure RFLU, WYPE: "PARKE POTEMEZA: "Sand Desce" (TBA/Pale Alto) 9/5 Rotations: Heavy 2/1, Medicure 2/1, Light 3/1, Estra Adde 2, Total Adde 5, WEBR. WAER. WLOQ, WBEE, KBEM. Heavy KPLU, Medium: KKGO.

JAZZ IS...



3 WEEKS



THANK YOU JAZZ RADIO!

CONTACT: SUSAN B. LEVIN (212) 541-6401



MOST ADDED DAVE VALENTIN (13)

Light Struck SPYRO GYRA (12) Breakout (MCA)
HANK CRAWFORD & JIMMY McGRIFF (7)

Soul Survivors (Fantasy) SCOTT HENDERSON & TRIBAL TECH (7) Spears (Passport Jazz) SHADOWFAX (5) Too Far To Whisper (Windham Hill)

HOTTEST

BOB JAMES & DAVID SANBORN (27) Double Vision (WB) JIMMY SMITH (20) Go For Whatcha Know (Blue Note) MAKOTO OZONE (15) After (Columbia) MICHEL PETRUCCIANI TRIO (14)

Pianism (Blue Note) YELLOWJACKETS (10)

GROSSMAN/WALTON/WILLIAMS/HIGGINS "Leve is The Thing" (Red/PSI) 9/1
Retainme: Heavy DO. Medium 4/0, Upin 5/1, Extra Adds 0, Total Adds 1, KJAZ. Medium: WRTI, WCUK, KUHF, KXPR. Rotations: Heavy J00, Medium 4(0, Lipht 5/1, Extra Addis 0, Total Addis 1, KJAZ. Medium: WRTI, WCLK, KUPIF, KXPR. SHEILA JORDAN "The Creasing" (Black-Hawk) 9/1 Rotations: Heavy 1/0, Medium 4(0, Lipht 30, Extra Addis 1, Total Addis 1, WBEE, Heavy: WJZZ. Medium: WRTI, KUHIF, KPLU.

HANK CRAWFORD & JIMMY McGRIFF "Soel Servivers" (Fantasy) 8/7
Rotations: Heavy 2/1, Medium 2/2, Light 1/1, Extra Adds 3, Total Adds 7, WRTI. KUHF, WJZZ. KADX, KJAZ, KPLU, WKND

JOHN ABERCROMBIE "Cerrent Events" (ECM) 6/1
Rotations: Heavy 2/0, Medium 3/1, Light 3/0, Extra Adds 0, Total Adds 1, WVPE. Heavy: WUWM, KJAZ. Medium: WFPL,

BOB COOPER & SNOOKY YOUNG SEXTET "In A Melicione" (Contemporary/Fastasy) 6/1 Rotations: Heavy 5/0, Medium 2/1, Light 1/0, Extra Adds 0, Total Adds 1, KCNR. Heavy: WBGO, WCLK, 1

WILLIAM ACKERMAN "Centerring With The Meon" (Windham Hill) 7/3
Rotations: Heavy 2/1, Medium 2/1, Light 3/1, Extra Adds 0, Total Adds 3, WLOQ, WNOP, WBBY, Heavy: KLCC, Medium

BEST OF BLUE NOTE "Volume 2" (Blue Note) 7/1
Rotations: Heavy 2/0, Medium 4/1, Light 1/0, Extra Adds 0, Total Adds 1, WRTI. Heavy: WEBR, WUWM. Medium: WBFO,

JAMES RIVERS QUARTET 'The Dalles Sessions' (Spindletep) 7/1
Rotations. Heavy 1/0, Medium 4/1, Light 2/0, Extra Adds 0, Total Adds 1, WAER. Heavy; WEBR. Medium: WBGO, WVPE,

NCSN.
WEATHER REPORT "This is It" (Columbia) 0.6
Rotations: Heavy 0.0, Medium 22, Light 22, Extra Adds 2, Total Adds 6, WEBR, WAER, WNOP, KKGO, KJAZ, KLCC.
KEITH MacDOMALD TRIO "Walking!" (Lendmark) 0.6
Rotations: Heavy 1/1, Medium 32, Light 1/1, Extra Adds 1, Total Adds 5, KANU, KADX, KLON, WHRO, KLCC. Medium.

WHILL
JMMY STEWART "The Teach" (Black-Hawk) 8/8
Rotations: Heavy QO, Medium 30, Uph 30, Extra Adds 0, Total Adds 0, Medium:
BILLY PIERCE QUARTET "William The Conquerer" (Sennyalde) 6/8
Rotations: Heavy 20, Medium 20, Uph 20, Extra Adds 0, Total Adds 0. Heavy K. m: KUHF, WFPL, KLCC.

avy: KADX, WHRO, Medium: WNOP, WNUR.

REGIONALIZED ADDS & HOTS

SOUTH

PHIL WOODS SHADOWPAX DAVE VALMETTE SPTRO STRA DAVE VALEFTED

JIMMY SHITS JAMES & SOUTH

JIMMY SHITM JAMES STVENS WEATHER MEPORY JETSTERMS PARKE FOTENSA SPYRO STRA MALLOSS +

TELLA NICODENTE ESTA DESCRIPTION DESCRIPTION OF A DESCRIP

49 Reporting Stations 46 Current Reports WBGO/Newark called in

a frozen playlist. WUSF/Tampa falled to call in a report this week: its playlist was frozen. KERA/Dellas failed to report for 2 consecutive weeks and was not used in this week's data.

MIDWEST

CAZH & ESMA, DIEFF DOESS IN SAVE WALSTID PRANTEND PERSON PRANTEND PERSON BRITA JOSEAN INCLUDE & SAUSO INCLUDED WITH JUNE BRITE JUNE AMMMAAM EMAMIN CROSTORD & MCDAR PRITINGESS DAVE WALEBUTIS Inclose: JAMES & SAMEGON SPECIAL STY TELLOSIJCKETS JESS SELTS

CHICARAD SYLVANIA
CHATZ AGYLING
VILLA DA ACKESONIA
T. LAVITS
SPIRO SYNA
ALLAS BELGÓNOSTIN
SPIRO SYNA
SPIRO
SPIR LEDLIE DEATTON MAYMAND PERMENCH SPTRO GITA BICKAND STOLFENAN

WEST

EAST

STAN GETS DIRTY DOES CRAMPORD & CAIR & RRAL HEITH HODGE KLCC/Bugono Maked Contin

CUMBUSAN ALTO-CUMBUSAN ALTO-COMMUNICATION OF THE COMMUNICATION OF THE

BLACK/URBAN

BREAKERS

Ain't Nothin' Goin' On But The Rent (Polydor/PolyGram) 71% of our reporting stations on it. Rotations: Heavy 50, Medium 30/6, Light 25/9, Total Adds 15 including WDAS, WYEE, WYLD-FM, K94, XHRM, WFXC, WZAZ, WCKX, Z103, WTLC. Moves 40-31 on the Black/Urban chart.

PATTI LaBELLE

Oh People (MCA) 66% of our reporting stations on it. Rotations: Heavy 4/0, Medium 29/5, Light 23/13, Total Adds 18 including WDAS, WHUR, WYEE, K104, WHRK, WYLD-FM, K94, WGCI, WDMT, 895. Debuts at number 32 on the Black/Urban chart. NICOLE

What About Me (Portrait/CBS)

**Het ADUUL Me (PUTTERI/LDD)

51% of our reporting stations on it. Rotations: Heavy 1/0, Medium 23/2, Light 28/3, Total Adds 5, WDAS, WGCI, KDLZ, WPDQ, WJJS. Debuts at number 37 on the Black/Urban chart.

FULL FORCE

Temporary Love Thing (Columbia)

80% of our reporting stations on it. Rotations: Heavy 7/0, Medium 26/2, Light 18/4,
Total Adds 6, WDAS, WDIA, K94, WTKL, WATV, WVKO. Debuts at number 33 on the Riack/Urban chart.

NEW & ACTIVE

SOS BAND "Borrowed Love" (Tabu/CBS) 49/20

OUG DARKE DETITIVE LUTE (1804.06) 49/CU Rotations Heavy 11, Medium 185, Lohi 3014, Total Adds 20, WILD, WDAS, WHUR, K104, WEDR, WYLDFM, K94, WZAK, XHRMI, KSQL, WHZV, WATV. KDZ, WHYZ, WGFK, KUCS, WJYL, WALT, KHYS, KDKO, Debuts at number 40 on the Black/

GEBNN JONES "GIVING MYSRIK TO YOU" (RCA) 44/22

ROZBIONE HORS "GIVING MYSRIK TO YOU" (RCA) 44/22

ROZBIONE HORSY OO, MICKUM BIT, LUGR SSCI, Toral Acido 22 WATYV, WILD, WDAS, WHUR, WYEE, WEDR, WYLDFM, WGCI, X94BM, WKND, WADK, WPCA, KDIZ, WOCK, KUCR, WYLL, MCDU, WADMM, WKWM, WTLC, WZEN, KDKO, X94BM, WKND, WADK, WPCA, KDIZ, WOCK, KUCR, WYLL, MCDU, WADMM, WKNM, WTLC, WZEN, KDKO, KDKO, KDKO, WFKA, ROZBIONE HORSY 41, MAGRIUM 164, LUGR 2415, TOBIA ACIds 20, WWIN, WHUR, WHIRK, WDMT, WAZK, KULH, KSOL, WFKA, WATY, 230, WORM, WHYLZ, WCI, WU, MJS, WALT, KHYS, WKWM, WZEN, WYDN, KYEN, HOW, KY, WAY, WATY, ZSO, WOOM, WHYLY, WCI, WJ, MJS, WALT, KHYS, WKWM, WZEN, WYDN, WASH, WDJY, KIDA, WWDM

WATV, 283. WOMG, WHYZ, WI,OU, WJJS, WALT, KHYS, WWWM, WZER, WYON, KWGL, 1989.)

1834-LISA & CULT JAM with FULL FORC "All Cried OW!" (Columbia) 34.72

Rotations: Heavy 40, Medium 180, Light 2012, Total Adds 12, WMNN, WHEE, WEDR, WILLIM, KLUH, WACK, WTKL, WXOK, WHYZ, WPDQ, WWDM, Z103 Heavy, WAMO, COLO, WATV, WGOK, Mediums incude: WXDYV, WILLD, WRSS, WDAS, WHYZ, WPDQ, WYDM, WGOK, WZEK, KSOL, Debuts all number 38 on the Black/Urban chart.

WITHIN, WITHIN MICH. THORY TORE! (AIMYRAINSTA) 42/28

ROLLING OF THE TORE TORE! (AIMYRAINSTA) 42/28

ROLLING OF THE TORE TORE! (AIMYRAINSTA) 42/28

ROLLING OF THE TORE TORE! (AIMYRAINSTAND AIMYRAINSTAND AIMYRAIN

K NOB, KINSU, MICH. WPLZ, KAPE, 2105, KAPE

CONTROLLERS "Distant Lover" (MCA) 48/12

CONTROLLERS "Distant Lover" (MCA) 48/12

Rotations Heavy 30, Medium 12/1, Lipht 25/11, Total Adds 12, WWIN, WAMO, WYLDEM, K94, WAOK, KOKL, WENN, KDLZ, KJCB, WJLS, WCKK, KDKC Heavy, WDJY, WPLZ, KAPE, Medium WDAS, K104, WZAK, WFXA, WFXC, WKXI, KIIZ, WALT, WGPP, WZEN, WYO.

WALT, WGPR, WZEN, WYO!.

#FTS "Pfrydd Namber" (MCA) 39/19

Ressions: Heavy 1/0, Medium 144, Upix 24/15, Total Adda 19, WDAS, WHUR, K104, WYLDFIA, WTMP, WLLIM, KMAM, KOXL, WXOCK, WATV, WFXC, WTXOCK, WATV, WFXC, WTXOCK, WATV, WFXC, WTXOCK, WATV, WFXC, WTXOCK, WATV, WFXC, WATV, WFXC, WATV, WFXC, WATV, WATV,

WEDR, WZAK, WXOK, WQFX, WZAZ, WBLX, WOOK, KAPE, WANM, KDKO.

MICHAEL McDONALD "Sweet Freedom" (MCA) 37/8

ROBINOTH HORY YOU, MICHAEL LIGHT 128, TOBA ACIDS 9, WUSL, WTMP, WBLZ, KDAY, WDKX, WMMC, KHYS, KAPE, ROBINOTH HORY, WHUR, WDD, WILLIA, KACE, MICHAEL WILLIAM, WXFY, WAMAO, WIDLY, WHERK, KSA, KIAJIM, XHRM, KSOL, OCIO4, 283, WFSC, WFAC, WTLZ, WAAA, WTLC, WZEN.

DAZZ BAND "LO, VE, MILA," (Geffee) 34/19

URLE BRIU "L.U.T.E. WILE, "(WITTER) 34/13
Rotations: Neery 10, Medium 108, Light 23/13, Toda Adds 19, WDAS, WAMO, K104, WHRK, WBLZ, WDMT, WFXA, WATV.
ROSS, WIMMO, KOKY, WLOU, WAS, WPLZ, WWDM, WCKX, WZEN, WVOI, KUKQ, Heevy: WHYZ, Medium: WTMP, WZAK, 283, WIMMO, KOKY, WLOU, WAS, WPLZ, WWDM, WCKX, WZEN, WVOI, KUKQ, Heevy: WHYZ, Medium: WTMP, WZAK, 283, WIMMO, KOKY, WLOU, WAS, WPLZ, WWDM, WCKX, WZEN, WVOI, KUKQ, Heevy: WHYZ, Medium: WTMP, WZAK, 283, WIMMO, KOKY, WLOU, WAS, WPLZ, WWDM, WCKX, WZEN, WVOI, KUKQ, Heevy: WHYZ, Medium: WTMP, WZAK, 283, WIMMO, KOKY, WCOI, WAS, WPLZ, WWDM, WCKX, WZEN, WVOI, KUKQ, Heevy: WHYZ, Wedium: WTMP, WZAK, 283, WIMMO, KOKY, WCZON, WCC.

WHETE I THE THORWING BRICK 189 TEXTS! (CINKINS) 34/4
Rotations: Heavy 7/0, Medium 22/1, Light 5/3, Total Adds 4, WLSL, WEDR, K94, WALT, Heavy, WHRK, WTMP, WGCI, WZAK, KMAM, WAOK, WAM, Mediums include. WILD, WRKS, WDAS, WYEE, WBMX, WBLZ, B95, WLUM, KSOL, Moves 18/3, On the State Address Address

38-36 on the Black/Urban chart.

AFRIKA BAMBAATAA "Bembastas's Thome" (Temmy Boy) 32/8 RMX, WNHC, Z93, WPEG, WJJS, WANM, WAAA

Heavy 0/0, Medium 4/0, Light 26/6, Total Ad WDAS, WDIA, WFXC, WQMG.

Medium: WDAS, WDIA, WFKC, WOMĞ.

COLOWEL ABRAMS: "Over And Over" (MCA) 32/2
Rossions Neasy 20,0 Medium 21/1, Ugit 8/1, Total Adds 2, WZAK, Z103, Heavy, WANM, WZEN, Medium: WDAS, WDIA,
WYLDFM, WDMT, MLUM, KMJM, WKND, WXOK, WENN, WPEG, WOMG, WOFX, WZAZ, WJYL. WLOU, KHYS, KAPE,
WAAA, WKWM, WXLA, KACE.

LL COOL J"Yoel "N Reck" (Del Jam/Celambia) 32/2
Rossions, Heavy 0,004, Wedum 14/0, Ugit 18/2, Total Adds 2, WOMG, Z103, Medium: WWIN, WXYV, WDAS, WBLZ, KJLH,
KSOL, WKND, WIN, WZAZ, KOKY, WBLX, KHYS, WOKK, WZEN

CHAKA KHAN "Love Of A Lifetime" (WS) 31/38

PRINTED STANDARD ON MARIEM 20, DIAM 22/2 TOTAL Adds 20, WWIN, WDAS, WAND, WPILIR WTIMP, WBMX, WGCI, WBLZ,

CHAKA KHAN "Love Of A Lifetime" (WS) 31/38

DIAM 200, WHIN, WTIMP, WTIMP, WBMX, WGCI, WBLZ,

CHAKA KHAN "Love Of A Lifetime" (WS) 31/38

NU SHOOZ "Point Of No Return" (Atlantic) 29/18 NU STULLE FURIL UIT FIN TRIBUTE (AUSTILE) 227/19
ROBATIONS HEAVY DO, MEDIUM 13/2, Logh 168, Total Adds 10, MDAS, WAMD, WHUR, WVEE, WHRK, WDMT, RKIZ, WZEM, MEDIUM, WDIA, WGC, OC104, WDKK, WIMMC, WFKC, WHYZ, WPLZ, WANM, KBUZ, KUKQ KKIZ, WZEM, MEDIUM, WDIA, WGC, OC104, WDKK, WIMMC, WFKC, WHYZ, WPLZ, WANM, KBUZ, KUKQ KKIZ, WZEM, WGC, OC104, WDKK, WIMMC, WFKC, WHYZ, WPLZ, WANM, KBUZ, KUKQ KKIZ, WZEM, WZE

SADE "Is It A Crime" (Portrait/CBS) 29/4 SAUE "IS IL A CTIME" ("POTESTICUSS) CSVA
ROBERTS HOBBY 3G, MIGGEN 1771, LORE 9G, TOBAL ADDS 4, WDIA, WDIX, WALT, KHYS HOBBY OCTO4, WANN. KACE
ROBERTS HOBBY 3G, MIGGEN 1771, LORE 9G, TOBAL ADDS 4, WDIA, WDIA, WALT, KHYS HOBBY OCTO4, WHOM, WANA.
MIGGEN WANA, KIDA, WEDR, KIS, WTMP, WILIM, KSOL, WFXA, WATV, WENN, WHYZ, WJYL, WLOU, WWDM, WANA.

KRYSTDL "Passion From A Women" (Epic) 28/14
KRYSTDL "Passion From A Women" (Epic) 28/14
ROBINOR. Heavy D.O. Medium 6/1, Light 22/13, Total Adde 14, WWIN, WDJY, K104, WHRK, WTMP, WDMT, WAOK, WTKL, WCOU, WPOU, WZAZ, KJCB, WTLC, WZEN, Medium: WYLDFM, JET94, WJYL, WANM, KDKO.

MOST ADDED

BILLY DCEAN (38) CHAKA KHAN (30) LEVERT (23) GLENN JONES (22) GEORGE CLINTON (20) MELI'SA MORGAN (20) SOS BANO (20) DEMIFCE WILLIAMS (20) DAZZ BAND (19) JETS (19)

HOTTEST

TIMEX SOCIAL CLUB (55) JEFFREY OSBORNE (53) EL DeBARGE (37) MIDNIGHT STAR (22) BILLY OCEAN (20) **NEW EDITION (18)** RUM DMC (16) RICK JAMES (15) JEAN CARNE (13) MTUME (13)

MICHAEL JONZUN "Burnin' Up" (A&M) 27/6

tations; Heavy 10, Medium 80, Light 188, Total Andis 6, KJLH, WLOU, WOOK, WZEN, KBUZ, KDKO Heavy, WJMI dium WILD, WODA, WTMP, KIZ, WGPR, WKWM, WXLA, WVOI

BODGIE BOYS "Girl Telk" (Capitol) 25/3 V3, Total Adds 3, 293, WHYZ, WLOU Heavy WDMT, WZAK, KDAY, KOKY

Heavy 4/0, Medium 5/0, Light 16/3 /DAS, K104, WTMP, WWDM, KBUZ

Medium WDAS, K104, W1MP, WWWM, RBUZ.

REAL ROXANNE with HITMAN HOWIE TEE "(Bang Zoom) Let's Ge-Ge" (Select) 25/1

REAL ROXANNE WITH MAN HOWIE TEE "(Bang Zoom) Let's Ge-Ge" (Select) 25/1

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REAL ROXANNE WITH MAN HOWIE TEE "(Bang Zoom) Let's Ge-Ge" (Select) 25/1

REAL ROXANNE WITH MAN HOWIE TEE "(Rotations, Heavy 6/0, Medium 7/0, Light 12/1, Total Adds 1, Medium WWIN, WDJY, K104, WDIA, WATY, WFXC, KHYS

SIGNIFICANT ACTION

MELI'SA MORGAN "Feol's Paradise" (Capitol) 24/20

Rossions: Heavy DO, Medican 96, Light 1514, Total Adds 20, WOAS, WHUR, WDMT, WZAK, KDAY, KULH, WYOLD, WREIC, WDMS, WWW. WYOLD, WWOOL, WWOOL, WWOOL, WWOOL, WWOOL, WWOOL, WOOL, WAN, WZAZ, WOOL WELZ, WWOOL WAA, WZAZ, WOOL WELZ, WWOOL WAA, WZAZ, KULH, WYOL WELZ, WWOOL WZAZ, KUKQ, Heavy: WWIN, WILD, WWINC, Medicum: WWINS, WZAK, KDAY, KIEZ, WWOOL WANTE CHRISTIE ""I'M Humary For Your Love" (Sauperfreel) 24/5

WFXC, WOMG, WZAZ, KURO, Haby: WHIN, WHALL WINTO.

JANICE CHRISTIE "I'M Hungy For Your Love" (Supertrante) 24/5

JANICE CHRISTIE "I'M Hungy For Your Love" (Supertrante) 24/5

Rotations: Heavy 30, Medium 32, Light 12/2, Total Adds 5, WEDR, KMJM, WKXI, KOKY, WZEN Hebby WAMO, WZAZ, WCKK, Medium: WDAS, WDA, WNHC, WFXC, WOMG, KAPE, WTLC. TMP BAND "Ring, Ring" (Critique) 22/8 otal Adds 8, WEDR, WFXA, WPEG, WFXC, KJCB, KHYS, WCKX, KBUZ

n 7/1, Light 14/7, Total Adds 8, WED WTMP, WKXI, WZAZ, WBLX, WVKO

HOBBY, ZTUS, MEGIUM, WILH, WITH, WHAT, WEAR, WELL, WYNU, PATTI AUSTIN "Gettin Away With Munder" (Qwest/WB) 22/5 Positions: Heesy 10, Medium 80, Ugin 13/5, Total Adds 5, WWIN, WXYY, RWDAS, WHUR, WYEE, KDAY, WNHC, WDKX, WAOR, WFXA XYV, KSOL, WKND, WPEG. Heavy: KACE Medium.

WHODINI "One Love" (Jive/Arista) 21/12
Rossinone: Heavy I/O, Medium 8/3, Upri 1/29, Total Adds 1/2, WILD, WDIA, WEDR, WBLZ, WDMT, 895, KDAY, KQXL, WXXX, WYOU, WYOZ, WED, WARPY, IIIZ, Medium: WZAX, WJLB, WKND, WATY, WANM.

PETER GABRIEL "Siedgehammer" (Beffen) 21/1
Rossinone: Heavy SO, Medium: 101, Upri 8/D, Total Adds 1, XHRM, Heavy: WAMO, WBLZ, WLUM, WHIMC, WQOK, Medium: WHIRK, KRIA, WDMT, 895, CO[Joi, WPEC, MCXX, KDXX, LOVER, KDAY, WDMT, KDAY, WDMT, S95, CO[Joi, WPEC, WCXX, KDXX, WCXX, KDXX, WDMT, XHRM, WKND, WRINC, WCXX, KDXX, WCXX, WCXX

Rotations: Heavy 10, Medium 30, Light 143, Total Wolder, May 10, Medium WER, WCH, KAPE, WCH, WTH, WTH (Tetal Experience, RCA), 19/4

QAP BARD "Automatic Brain" (Tetal Experience, RCA), 19/4
Rotations: Heavy 20, Medium 101, Light 73, Total Addis A, WERR, WTMP, WORK, WLOU, Heavy, WZAK, WWDM, Medium: WWM, K104, WDA, WORT, KSCU, WTH, WANN, WHER WTMP, WORK, WHO, WORD, WORT, KSCU, WTH, WANN, WHER WTMP, WORK, KTMP, WERN, KTM, WANN, WTE, ANTHONY & THE CAMP" "What I Liba" (WB) 19/3.

ANTHONY & THE CAMP" "What I Liba" (WB) 19/3. ds 3, WHRK, WBMX, KHYS. Heavy, KIIZ. Medium: WDAS, WVEE,

y 1/0, Medium 10/1, Light 8/2, Total Ac WEXA, WENN, WOOK, WWDM, WAAA BETTY WRIGHT "The See Don't Shine" (First String/Fantasy) 19/1
Rotations: Heavy 3/0, Medium S/0, Light 11/1, Total Adds 1, WYEE, Heavy, WTMP, KAPE, WANM, Medium WEDR, WDMT,

t rates: Capart rescorritors | 18/4 y DO, Medium 90, Light 9/4, Total Addis 4, KMJM, WATV, WALT, WZEN, Medium: WYEE, K104, KOXIL WHYZ, KJCB, WAAA, WYOL ET "Candy" (Total Experience/RCA) 18/4

WEINI, WOMG, WHITZ, KIJO, WOOD.

1770 "THE WORK Hard" (Select) 17/2.

Rotations: Heavy 00, Medium 50, Light 12/2, Total Adds 2, WXOK, WATV, Medium: WEDR, WDMT, WZAK, KDAY, WZAZ.

TROUBLE FUNK: "Seed To 8c" (Island) 16/6.

Rotations: Heavy 00, Medium 30, Light 13/6. Total Adds 6, KMJQ, WTMP, WXOK, WHITZ, WXOL, WWDM, Medium WATV.

Rotations: Heavy 00, Medium 30, Light 13/6. Total Adds 6, KMJQ, WTMP, WXOK, WHITZ, WXOL, WWDM, Medium WATV.

WAIS, WARNE.

SHIRLEY MURDOCK "Truth Or Daro" (Elektra) 18/3

SHIRLEY MURDOCK "Truth Or Daro" (Elektra) 18/3

SHIRLEY MURDOCK "Truth Or Daro" (Elektra) 18/3 lations Heavy 1/0, Medium 5/0, Light 10/3, (ND, WATV, WPEG, KDLZ.

KLYMAXX "Man Sized Love" (MCA) 15/9 LUTU (MILAT) 1978 n 3/2, Light 12/7, Total Adds 9, WDIA, WLUM, KDAY, KSOL, WNHC, OC104, WAOK, KAPE,

WY.WHA. INDOME. WOLLD.

L.A. OREAN TEAM "Nursory Rhymes" (M.C.A.) 15/6

L.A. OREAN TEAM "Nursory Rhymes" (M.C.A.) 15/6

Rotations: New you, Medium 5/1, Ugit 10/5, Total Adds 6, WHYZ, WJMI, KIIZ, WQOK, KUN'S, WVOI. Medium: K104, KDAY. Rotations in the control of the control of

JEFFREY OSBORNE "Soweto" (A&M) 13/10 Adds 10, WDJY, WHUR, K104, WTMP, KMJM, WNHC, WALT, KHYS,

KAPE, WANIA, Medium: WAMO, WAMA, KAZE.

SPENCER JOHES "How To Win Your Love" (Profile) 13/2

SPENCER JOHES "How To Win Your Love" (Profile) 13/2

Rotations Heavy 10, Medium 20, Loyk 10/2, Total Adds 2, WADAS, KMJQ, Heavy, WTMP, Medium WZAZ, WANIM

ROTATION HEAVY 10, Medium 20, Loyk 10/2, Total Adds 3, WADAS, KMJQ, HENN, WZAZ, Medium WDIA, WFXA, WALT

STREETEN HEAVY 00, Medium 20, Loyk 10/3, Total Adds 3, WADAS, WENN, WZAZ, Medium WDIA, WFXA, WALT

EPICERI ECR 1947 (O.) Medium 30, Lighe 80, Total Adds 3, Thomas (Reserve Golden Person) O. Medium 190, Lighe 81, Total Adds 2, K94, KDAY Heavy OC104, WMMC Medium 200, Light 41, Ligh

WNINC, 2 Tab., ROBUS " (Setra) 11/8
FAT BOYS "In The House" (Setra) 11/8
Light 8/7, Total Adds 8, WWIN, WTMP, WDMT, KMJM, WFXC, WKXI, KOKY, WCKX

JUNIOR "Not Tonight" (Mercury/PolyGram) 11/8

Medium. WhitiC, WJMI

ROSE BROTHERS "Well To Well Fresks" (MSS:/Meleco) 19/4

ROSE BROTHERS "Well To Well Fresks" (MSS:/Meleco) 19/4

ROSEdions: New y 1/0, Medium 1/0, Light 8/4, Total Adds 4, WDAS, KMJO, WYLDFM, WXOK, Heavy WJMI, Medium WANN

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MOTTOST TIMEX SOCIAL CLUB
RAINY DAVIS
JEFFREY OSBORME
JAMICE
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MELI'SA MONGAN
DENTINE JACKSON
PATTI AUSTIN
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Bottost: BOTTOST HIDWIGHT STAR JEPPREY OSSORSE PRINCE JEAN CARSE RUN D.M.C.

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REAL ROXAMSE
HICHAEL ROXAMSE
BILLY OCRAS
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ROOMEY FRANKLIN
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HAIS HONGEON
JUNEON
J E. NORMY JUNES
RAINY DAVIS
PIECES OF A DREAM
SHIRLEY JONES
LISA LISA
FULL FORCE
TRINERE TRIMERE
MOTHEST:
MIDWIGHT STAR
TIMEX SOCIAL CLUB
JEPPREY OSBORSE
JEAN CARRE
JOESKI LOVE

JUSTON
VARITY
VA

SOUTH

Dave Donnell

WYEE/Altores
Rey Boyd
LEW LISE AND COLLEGE JUSTES
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JET94/Chatterios Frank St. James

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JOHEST LOVE RUM D.M.C. WFICCODerbane Alvia Sauce CHARA RHAM JETS BILLY OCEAN GUING GUTHER H.C. DOLLAR BILL THE BAND FAT LARRY'S BAND HOLDEST FAT LARRY'S BAND JEAN CARRY'S BUIL CARRY BUIL

KDLZ/Ft. Worth-Delles Tucker/Medicon

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STANDOIST
TEODY PRIDERGRASS
HISTON BATTLE
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BMM SE. John
SMIRLEY JOHES
BYLLY CCEAN
L.A. DEEAN TEAM
HU SHOOL
OMEM GUTHRIE
PATTI LABELLE
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ANTON CHAMPIOND
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SILLY O'ERAM
HELL'SA HONGAM
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DENIECE WILLIAMS
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JOCAN

WPDGJacksonville
Larry Brody
LUTHER VAMIDROSS
STARPOINT
KRYSTOL
HICOLE

W.MMI.Jackson

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LA. DEEBAN TEAM
GEORGE CLIFFOR
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KHYS/Port Arthur Petry/Davis

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BILLY COCKAM
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STEVE ARRIMOTON

WERLUChloago
Marco Speen
CHAKA RIAM
APTHODY & CAMP
PIECES OF A DREAM
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STEVIE WONDER
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BILLY OCEAN
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RICK JAMES
JOESKI LOVE

85 Reporting Stations 81 Current Reports

WEST

KDKO/Denver

PATTI LABELLE STEVIE WONDER CHAKA KHAN DENIECE WILLIAMS SOS BAND DENIECE WILLIAMS
SOS BAND
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COURTDOLLERS
GLESSS JOURNS
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K.A.Mico Angeles
Doug Glimore
HOOME & RABBIT
BILLY OCEAN
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KACE/Los Angeles Para Robinson

BILLY OCEAN RODNEY PRANKLIN RODMEY PRAN LEVERT SIMPLY RED SHADOMPAX SHADOMFAX Hottest: JEFFREY OSBORNE BILLY OCEAN ANITA BAKER SHIRLEY JOHES STEVIE WONDER

KINDMATEN Diege
LD. McCollen
FYETER CAMBRIEL
CHERRELLE
DESTINCE WILLIAMS
GWYSS GAMPO
CHARA KHANS
BILLY OCEAN
GLESSE JOCEAN
GLESS

KUKCUPhoenix Rick Thomas CHARA, REMAI CHARY-COM CHARY-CO

KSOL/Son Francisco

These stations reported a frozen list this week: WOWI/Norfolk, WBLX/Mobile, WORL/Orlando JET/Chattanoogs falled to report this week and its information was frozen. WANT/Richmond is no longer a B/U reporting station.

RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

JULY 4, 1986

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TOP 50 Three Two Last Weeks Winner 1 JUDDS/Rockin' With The Rhythm Of The Rain (RCA/Curb) 160/0 159/0 135 GEORGE STRAIT/Nobody In His Right Mind... (MCA) 155/1 115 RONNIE McDOWELL/All Tied Up (MCA/Curb) 17 146/1 122 RANDY TRAVIS/On The Other Hand (WR) KATHY MATTEA/Love At The Five & Dime (Mercury/PG) 151/2 106 32 13 144/1 111 25 T. GRAHAM BROWN/I Wish Thal I Could Hurt... (Capitol) 152/0 108 39 JOHN SCHNEIDER/You're The Last Thing I Needed (MCA) DON WILLIAMS/Heartbeat In The Darkness (Capitol) 158/2 69 86 PAKE McENTIRE/Savin' My Love For You (RCA) 157/0 84 64 92 34 17 JUDY RODMAN/Until I Met You (MTM) 143/0 63 79 153/0 WAYLON JENNINGS/Will The Wolf Survive (MCA) 150/1 T.G. SHEPPARO/Strong Heart (Columbia) Ğ MICHAEL JOHNSON/Gotta Learn To Love Without You (RCA) 138/1 31 108 20 CONWAY TWITTY/Desperado Love (WB) 159/3 34 29 22 STATLER BROTHERS/Count On Me (Mercury/PG) 145/1 54 78 13 149/5 41 93 15 MICHAEL MARTIN MURPHEY/Rollin' Nowhere (WB) 155/7 102 29 EDDY RAVEN/Sometimes A Lady (RCA) 139/1 46 74 19 SAWYER BROWN/Shakin' (Capitol/Curb) 72 26 LEE GREENWOOD/Hearts Aren't Made To Break (MCA) 115/0 17 HANK WILLIAMS JR./Country State Of Mind (WB/Curb) 149/4 21 105 23 79 31 RICKY SKAGGS/I've Got A New Heartache (Epic) 144/3 34 63 26 24 22 ED BRUCE/Nights (RCA) 113/0 152/16 99 45 NITTY GRITTY DIRT BAND/Stand A Little Rain (WB) 91 36 33 28 **29 36** 29 **25** MERLE HAGGARD/A Friend In California (Epic) JOHN CONLEE/Got My Heart Set On You (Columbia) 141/12 150/10 153/22 REBA McENTIRE/Little Rock (MCA) 40 3 RONNIE MILSAP/In Love (RCA) 142/37 63 72 19 28 GEORGE JONES/Somebody Wants Me Out Of The Way (Epic) 95/0 41 13 NICOLETTE LARSON with STEVE WARINER/That's How You Know... (MCA) 131/19 57 131/15 76 50 39 33 👀 GIRLS NEXT DOOR/Slow Boat To China (MTM) 33 44 DAN SEALS/Everything That Glitters (EMI America) 80/0 16 13 23 31 JOHNNY PAYCHECK/Old Violin (Mercury/PG) 100/8 34 16 16 33 SOUTHERN PACIFIC/Reno Bound (WB) 80/0 33 46 41 38 **②**BREAKER **⑤** KENNY ROGERS with NICKIE RYDER/The Pride Is Back (RCA) 95/5 10 47 38 52 45 101/13 CARL PERKINS/Birth Of Rock And Roll (AmericaSmash/PolyGram) BREAKER FORESTER SISTERS/Lonely Alone (WB) 112/31 43 WHITES/Love Won't Wait (MCA/Curh) 83/3 53 BREAKER WHITLEY/Ten Feet Away (RCA) 700/11 3 8 21 39 JUICE NEWTON/Old Flame (RCA) 68/0 29 18 10 9 24 40 DOLLY PARTON/Tie Our Love (In A Double Knot) (RCA) 67/1 31 LACY J. DALTON/Working Class Man (Columbia) 87/13 45 42 VINCE GILL/With You (RCA) 90/11 45 BREAKER D WIGHT YORKAM/GUIRS, Cadilacs (Reprise/Me) DEBUT D JANIE FRICKIE/Always Have Always Will (Columbia) - 50 WILD CHOIR/Next Time (RCA) 5 STEVE EARLE/Guilar Town (MCA) 4 15 37 47 MARIE DSMOND/Read My Lips (Capitol/Curb) 70 97/48 24 26 65 93/30 76/11 33 40 36 69/14 31 18 44/0 14 33 22 40 37 35 48 JOHNNY CASH & WAYLON JENNINGS/Even Cowgirls Get The Blues (Columbia) 58/2 50 45 43 49 HOLLY DUNN/Two Too Many (MTM) 31 58/0

MOST ADDED

DWIGHT YOAKAM (48) Guitars, Cadillacs (Reprise/WB) EDDIE RABBITT & JUICE NEWTON (44) Both To Each Other (RCA) TANYA TUCKER (40) RONNIE MILSAP (37) In Love (RCA) OAK RIDGE BOYS (32) You Made A Rock Of A Rolling (MCA) ROSANNE CASH (31) Second To No One (Columbia) FORESTER SISTERS (31) Lonely Alone (WR) JANIE FRICKIE (30) Always Have Always Will (Columbia) REBA MCENTIRE (22) Little Rock (MCA) SYLVIA (20) Nothin' Ventured Nothin' Gained (RCA)

HOTTEST

RANDY TRAVIS (89) On The Other Hand JUDDS (88) Rockin' With The Rhyt ith The Rhythm . . . (RCA/Curb) GEORGE STRAIT (87) Nobody In His Right Mind . KATHY MATEA (42) Love At The Five e Five . . . (Mercury/PolyGram)
JUDY RODMAN (40) Until I Met You (MTM)
RONNIE McDOWELL (37) All Tied Up (MCA/Curb JOHN SCHNEIDER (32) You're The Last Thing I Needed (MCA)
LEE GREENWOOD (31) Hearts Aren't Made To Break (T. GRAHAM BROWN (23) I Wish That I Could Hurt . . . (Capitol)

DON WILLIAMS (22) Heartbeat In The Darkness (Capitol)

MOST ADDED & HOTTEST list those song 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 hotsest.

BREAKERS

DEBUT DEBUT

FORESTER SISTERS Lonely Alone (WB)

On 70% of reporting stations. Rotations: Heavy 1, Medium 43, Light 68, Total Adds 32 including WQBE, WAJR, WHN, WPOR, WZZK, WSOC, WKSJ, KRMD, WUSQ, WMMI, KFKF, WMIL, WXCL, KWEN, KUUY, KFRE, KOLO, KGA. Moves 49-36 on the Country

CARL PERKINS

Birth Of Rock And Roll (AmericaSmash/PolyGram) On 63% of reporting stations. Rotations: Heavy 4, Medium 52, Light 45, Total Adds 13, WTCR, WIXL, WCOS, WSIX, WUSN, WMNI, WKKQ, WITL, KTTS, KTPK, KVOC, KOLO, KCKC. Heavy: WTSV, KIKK, KYKX, WONE. Moves 46-42-35 on the Country chart.

KEITH WHITLEY

Ten Feet Away (RCA).
On 62% of reporting stations. Rotations: Heavy 1, Medium 51, Light 48, Total Adds 11, WTCR, WNYR, WWYA, WYII, WDXE, WKIX, WONE, WFMS, KIOV, KMPS, KRPM. Moves 46-38 on the Country chart.

DWIGHT YOAKAM

DWIGHT TOAKAM

Guitars, Cadillacs (Reprise/WB)

On 60% of reporting stations. Rotations: Heavy 3, Medium 24, Light 70, Total Adds 48 including WRKZ, WDSY, WPOR, WWVA, KASE, WZZK, WUSY, WESC, KILT-FM, KYKX, WCMS, WQDR, WTOR, KXXY, WXCL, KTTS, KTPK, KLZ, KZLA, KNIX, KUPL, KRAK, KMPS, KGA. Debuts at number 43 on the Country chart.

Take It From Someone Who Oughta Know . . . He Was There In The Beginning . . . He Saw The . . .

RTH OF ROCK AND ROLL'? CARL PERKINS From The "Class Of 55" Album

Produced by Chips Moman

BREAKERS 35 BB 37 CB 40

PolyGram Records

MERICA

COUNTRY

NEW & ACTIVE

JANIE FRICKIE "Always Have Always Will" (Columbia) 93/30

NIME S. Total Adds 30 including WYRK, WOBE, WTCR, WKYG, WYNK, KPLX, WIVIN KLZ, KOIL, KGA. Heavy WOKK, KFDI Debuts at number 44 on the Country chart

WAMZ, WIGE, WYNG, WITH, RIVE, INC., INC.,

KLZ, KRIS Heavy, KKYX, Medium WDSY, WWWA. WGYK, KYGO, KSQP. Movies a 7-44-42 or the County Chair. LECY. J. OALTON: "Working Glass Mass" (Columbias) 8773.
Rotations. Heavy O, Medium 45, Light 42, Total Acids 13, WPTR, WYRK, W3BE, WAJR, WLSO, WONE, WFMS, WMIL, KYAK, KLZ, KCILL, RZUA, KPRM, Medium, WBOS, WITU, KIKK, WAMZ, KDOY, KOLO, KTOM Moves 48-41 on the Country chair.

KLZ, KOIL, KZEA, KRPM, Medium 19855, 1991, 1991, 1991, 1991, WILD CHOIR "Next Time" (RCA) 78/11 Repairs the first of the first time" (RCA) 78/11 Repairs the first on the first one first

KEPE, KWAJ, Heavy, WCUZ, WOW, KRKT. Moves 50-45 on the Country chem.

STEVE FARLE: "Builtar Town." (MICA) 59/14
ROtations Heavy, 2. Medium 31, Light 36, Total Adds 14, WTSV, WPOR, WVMI, WUSY, WGTO, WAMZ, WWKA, WUSO, WSLR, WTHI, KIK-FM, KVOC, KOIL, KCSO, Heavy, WOKK, KRKT. Debuts at number 46 on the Country chart.

SE KSO WICKO KWMT WISO WMIL

PRISITION 1969 (), Medium 22. Light 45, Total Adds 15, WART, WKYCG, WWAR, WUBE, KSO, WKKG, KWART, WTSO, WMIL,
KYAK, KKAL, KULV, YEPER, KERN, KGA. Debids at mysber 50 on the Country chairt
\$Y\subseteq 10, Medium 19, Light 49, Total Adds 20, YEPER, WKKL, WKKL, WYKL, WYKL, WKSC, WKSC, WKSCM, WKSCM,

KENDAL WASCI, KIMAJO, KITH, MILAWA, BURNING KENDALLS. "Toe Lata" (MCACHATS) 56/11
Rotations Heavy O, Medium 23, Light 37, Total Adds 11, WRKZ, WAJR, WWVA, KEAN, WYNK, WORK, KSO, KWMT, WKCO, KTPK, KUUY, Medium, WBGW, KKYN, KFDI, KALF, KTOM, KSOP.

KTPK, KUUY, Medium, WBGW, KKYN, KFDI, KALF, KTOM, KSOP.

ROUSE RABBITT & JUNCE NEWTON "Both To Each Other" (RCA) 59/44
Rotations: Heavy O. Medium 12. Light 47, Total Adds 44 including WCAO, WTCR, WK

Rotations: Heley 0, IMPLIANT 18, THE PROPERTY OF THE PROPERTY

Rotations Heavy 2, Medium 29, Light 27, Total Adds 5, WAJR, WYII, KEAN, WYNK, WUSG WGNA, WIXY, WWVA, KYKR, WEZL, WESC, WCMS, WWKA, KJNE, WKCQ, KTTS, KUG DAK RIDGE BOYS "You Made A Rock Of A Rolling Stone" (MCA) 55/32 Rotations Heavy O, Medium 11, Light 44, Total Adds 32 including WCAO, WRIZ, WXTU, WWVA, KEAN, KASE, WVMI WUSY, WOKK, WCMS, WTQR, WUBE, KTPK, KYOO, KFRE, KSOP, KCKC, KSAN, KGA

WUST, WORK, WUST, WIDE, WODE, THE THE WOOD, THE WOOD STATES AND TH

SIGNIFICANT ACTION

GENE WATSON "Bottle Of Tears" (Epic) 47/13

IS 13, WIXY, WWVA, WYII, WUSY, WESC, KXXY, WKCQ, WTCM, KKAL

KRWU, KOIL, KEIN, KWOBLOCH & OVERSTREET "You Can't Stop Love" (MTM) 43/13 Rotations Heavy 1, Medium 8, Light 34, Total Adds 13, WVAM, WAJR, WKYG, WEZ, WUSY, WW WKYG, WEZ, KRW, KEN, Heavy, WOKK, Medium WYIN, WIN, KITS, WTCM, KRKT, KUGN EVERLY BROTHERS "I Know Love" (Mercary/PotyGram) 35/7

CAO, KEAN, WIVK, WKKQ, WAXX, KWMT, KSOP, Medium; WUSY, Aedium 11, Light 24, Total Adds 7, WCAO, KE IS, KKYX, WCUZ, WOW, KFRE, KEIN, KIGO

WGTO, WTY, WCMS, KKYX, WCLIZ, WOW, KFRE, KEN. KRD.

RESARRE CASH. "Second To Mo One." (Ochimbia) 34,31

Rotations Heavy 0, Medium 2, Light 32, Total Adds 31 including WCAD, WRKZ, WPOR, WWYA, KIRK, WWKA, WIRK, WMIL.

KXXY, WOW. WGAC, KYVOO, KRRF, KYOC, KFRE, KEN, KCKC, KSON, KSAN

GARY MORRIS "Heneycomb" (WB) 34,16

Rotations Heavy 1, Medium 9, Light 24, Total Adds 16, WBGW, WKYG, WPOR, WYII, KASE, KKYX, WUBE, WWWW, WKCO.

KITS, KYOO, KFDI, KRRE, KALF, KGB, KIMI, Heavy WOW. Medium WCAD, WPOC, WWVA, WTOR, WTOR, WTOR.

KTTS, KVOO, KFDI, KFRE, KALF, KCBO, KIIM. Heavy- WOW. Medium WCAO, WPOC. WWWA. WTCH, WTCM.
PAMI TILLS: "Thought I'd Aboust Had it With Love" (WB) 30.6"
Rotations. Heavy 0, Medium 1, Upix 24, Total Adds 6, WIXY, WHYA, WKKO, WKCO, KYOC, KFWO. Medium WCVR, WYII.
KKYY, KRIT, KOLE, KIGO, Light K-RSE, WEZL, WILW, WKIK, WASX, WACC, KTTS, KFDI, KIRFAM, KKAL, KALF, KOLO.

DOBLE GRAY "The Dark 3469 Of Town" (Capitol) 26.10
Rotations: Heavy 0, Medium 1, Upix 25, Total Adds 0, WPOR, WIXY, WPAP, KKYX, KJNE, WKKO, KFGO, WXCL. KTTS.

BOBIE GRAY "The Dark Sees Ut fown" (Captron) 2x/10

Rotations: Heavy, Medium 1, 1947 25, Total Adds 10, WPCR, WIVY, WPAP, KK
KRIKT Medium KASE (1991 WVAM, WTVY, KKIK, WCMS, WTCM, KRWO, KRO
RAZZY SALLEY "Rockale" in The Partial: Lav" (MCA) 235,

Rotations Heavy 0, Medium 9, 1991 16, Total Adds 3, WCAO, KSO, WAXX Medium
KKYY, KTTS, KRIXT, KSOO (1994 WWKA, WRIK, KTR, KYOO, KKIF-M, KOIL, KV

KKYY, KITS, KRKT, KSOP- Light. WWKA, WIRK, KTPK, KYOO, KIK-PM, KOLL, KALF.

BRUCE HAUSER: "Bidding America Goodby"; "Coruboy) 23.66

Rotations Heavy 0, Medium 4, Light 19, Total Ande 8, WCAO, WBGW, WCVR, KKYX, WXCL, KFDI, KRWO, KIGO MediumKBMR, WAOX, WTCM, KUUT Light. WIXT, WITI, KRRY, WOKK, KFBO, KITS, KGHL, KYOC, KEIN, KALF, KSOP.

BILLY BURNETTE: "Soldler Of Love" "MICA/Caris) 21.77

Rotations Heavy 0, Medium 2, Light 19, Total Adds 7, KRPV, WPAP, WOYK, WTCM, KUUT, KSOP, KIGO, Medium KYKR,
KRKT Light WBGW, WIXT, WTM, WTVY, KKIX, WKSJ, WCMS, WXCM, KYCO, KRWO, KALF, KTOM.

OSMOND BROTHERS "You Look Like The One I Love" (EMI America/Curb) 19/2

, Medium S, Light 14, Total Adds 2, WWVA, KRWO, Medium WGNA, KTTS, WTCM, KCCY, KIGO Light N, KASE, WGTO, WLWI, WPAP, KJNE, WAXX, KVOO, KALF, KSOP

TVEL LOVET "Farther Down The Line" (MCA/Caris) 18/13.

Rotations Heavy 0, Medium 2, Light 16, Total Adds 13, VOYE, WIZY, KEAN, WTVY, KIKK, KKYX, WOW. KTTS. WTCM.

KPD. KRIT, KWAJI, KOLD. Medium RSMM Light WBGW, WOKK, KYOC, KRWQ

DARLENE AUSTIN "Guilty Eyes" (CPT) 18/1 evy 1, Medium 6, Light 11, Total Adds 1, WYII Heavy KRKT Medium WCVR, KRRV, KBMR, KFGO, KTOM, WBGW, WXY, KKYX, KTPK, KYOO, KFDI, KVOC, KRWO, KEIN, KALF.

KIGO Light WidGW, MWY, KKYK, KTPK, KVDO, NTUN, NYSO, INTUNCTION OF MARKET STATE OF THE WIND TO THE WIND THE WIN

JIM COLLINS "The Things I've Done To Me" (TKM) 15/1

WORK KKYX KSOP Light KRRV KILTEM, WLWI

TOMMY OVERSTREET "Next To You" (Silver Dollar) 15/1 evy KIGO Medium, WOKK, KTTS Light WLWI, WPAP avy 1, Medium 2, Light 12, Total Adds 1, KALF. H KFGO, KWMT, WOW, KTPK. KVOO, KFDI, KSOP

KKYX, KSO, KFGO, KWMT, WOW, KIPK, KYOO, AFER, AFER, MEDIUM KBMR, WUSN, WCUZ, KFDI, KNIX, KOLO, WELSON "Dream Loves" (Epic) 12/2

THERE O, Medium 8, Light 4, Total Adds 2, WDAF, KFRE Medium KBMR, WUSN, WCUZ, KFDI, KNIX, KOLO,

ORLEANS "Lady Liberty" (MCA) 12/2 Total Adds 2, KRWQ, KIIM Medium WGNA, WHN Light WYII, WCMS, KKYX,

PERRY LA POINTE "A New Shade Of Blue" (Doorknob) 12/1
Rotations Heavy 0, Medium 2, Light 10, Total Adds 1, KVOO, Medium, KRMD, KFGO, Light, WTVY, WESC, WLWI, KKYX.

TWO HEARTS "Feel Like I'm Falling For You" (MDJ) 11/7

Light KRWG, KÖIL, KALF

RAY CHARLES "The Pages Of My Mind" (Columbia) 18/9

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RAY CHARLES "The Pages Of My Mind" (Columbia) 18/9

RAY CHARLES "The Pages Of My Mind" (Columbia)

A.J. MASTERS "Leve Keep Your Distance" (Bermuda Dunes) 18/7
Rotations: Heavy O, Medium O, Light 10, Total Adds 7, WVAM, WIXY, WGTO, WCMS, WTCM, KRKT, KIGO. Light WYII,

TOM T. HALL "Susie's Beauty Shop" (Mercury/PolyGram) 18/7
Rotations: Heavy 1, Medium 0, Light 9, Total Adds 7, WCVR, WEZL, WTVY, KWMT, WOW, KRKT, KIGO. Light: WTSV, KXXY.

DONNA FARGO "Woman Of The "80s" (Mercury/PolyGram) 9/3 Rotations: Heavy O, Medium 1, Light B, Total Adds 3, WORK, WOW, RKAL, Medium: KRKT, Light, WTSV, WUSY, KSO,

LOWES "Good And Lonesome" (NSD) 8/4 Rotations: Heavy D, Medium 1, Light 7, Total Adds 4, WTVY, KVOO, KFDI, KSOP. Light: WLWI, KKYX, KFGO, KTSS.

ALBUM TRACKS

ARTIST/Song Title (Label)

HOLLY DUNN/Daddy's Hands (MTM) GIRLS NEXT DOOR/I Can't Say It On The Radio (MTM)

DON WILLIAMS/Then It's Love (Capitol) FORESTER SISTERS/Drawn To The Fire (WB)

GEORGE STRAIT/Rhythm Of The Road (MCA) EDDIE RABBITT/Singing In The Subway (RCA) RANDY TRAVIS/Diggin' Up Bones (WB)

RANDY TRAVIS/My Heart Cracked (WB) PAKE McENTIRE/I'm Having Fun (RCA)

STATLER BROTHERS/We Got The Memory (Mercury/PG) ED BRUCE/Quietly Crazy (RCA)

GEORGE STRAIT/You Still Get To Me (MCA) MICHAEL MARTIN MURPHEY/Fiddlin' Man (WB) Album Title

Holly Dunn Girls Next Door New Moves Perfume, Ribbons, & Pearls #7 Rabbitt Trax

Storms Of Life Storms Of Life Too Old To Grow Up Now Four For The Show Night Things #7

Toniaht We Ride

THE NEW TRADITION



THE FORESTER **SISTERS**

follow up their history-making debut album, containing 3 No.1 singles, with...

"Lonely Alone" (7-28687)

From their second album "Perfume, Ribbons & Pearls" BREAKERS &

Yes, little darlin', there is a

DWIGHT YOAKAM

"Guitars, Cadillacs" (28688)

From his debut No. 1 album "Guitars, Cadillacs, Etc., Etc."

BREAKERS | 43

1

COUNTRY ADDS & HOTS

MOST ADDED _ EAST

Eddie Rabbtt & Juice Newton (RCA)

Judds (RCA/Curb)

SOUTH

Bandy Travic (WR)

Dwight Yoakem (Reprise/WB)

George Strait (MCA) Judds (RCA/Curb)

SOUTH

Eddie Rabbitt & Juice Newton (RCA) Dwight Yoakam (Reprise/WB)

EAST

JUDDS ROGERS & RYDER DON WILLIAMS

WTCR-FM Huntington, WV WCAO Baltimore, MD

OMIGHT YOUNGAM
KENDALLS
FORESTER SISTERS
FORESTER SISTERS
FORESTER SISTERS
FORESTER SISTERS
EACH WBQW-FM Bangor, ME

RONNIE HILSAP FORESTER SISTERS NICOLETTE LARSON Hottest: LEE GREENWOOD JUDDS

WIXL-FM
Newton, NJ
SYLVIA
VINCE GILL
NICOLETTE LAF
CARL PERKINS
HOTLEST
HUDDS

FORESTER SISTE
JANIE FRICKE
LACY J. DALTON
ROMNIE HILSAP
HOTESET:
JUDY RODMAN
KATHY MATTEA
DOLLY PARTON
JUDDS
GEORGE STRAIT

NIM GRASS REVIVAL Hottest: SOUTHERN PACIFIC NATHY MATTER RANDY TRAVIS JUDOS GEORGE STRAIT

JOHNNY PAYCHECK DWIGHT YOAKAN Mottest:

JANIE FRICKE TANYA TUCKER Hottest: none

George Strait (MCA)

Tanya Tucker (Capitol)

MOST ADDED MIDWEST HOTTEST

WEST

WSIX-FM Nachville, TN

WSM Nashville, TN

KYXX Odessa, TX

WWKA Orlando, FL

WPAP-FM Penama City, FL

BILLY BURNETTE DOBLE GRAY

HOTTEST: RANDY TRAVIS JOHNNY PAYCHECK STATLER BROTHER: JUDOS RICKY SKAGGS

WTQR-FM Winston/Selem, NC

DWIGHT YOAKAM JANIE PRICKE TANYA TUCKER OAK RIDGE BOYS RABBITT & NEWTO NOTCOBE! RANDY TRAVIS

George Strait (MCA) Randy Travis (WB)

MOTTESTER SISTERS
MOTTESTER
GEORGE STRAIT
RANDY TRAVIS
BILLY JOE ROYAL
HAMK WILLIAMS JR
JOHNNY PAYCHECK

WQYK-FM Tempe/St. Pete. FL

MIDWEST

KBMR Sigmarck ND

-ROGERS & RYDE NICOLETTE LAR RONNIE MILSAP HOTTER!

POTTEND ME
RONNIE RILSAP
FORESTER SIST
REBA MCENTRE
SULD CHOIR
BOILD CHOIR
BOIR
BOILD CHOIR
BOILD CHOI

WNYR Rochester, NY

HOTTEST:
JUDDS
JOHNNY - PAYCHE
T. GRAHAM URC
RANDY TRAVIS
DOW WILLIAMS
WIXY
Springfield, MA

PAM TILLIS
GENE NATSON
ROSANNE CASH
RABBITT 4 NEMY
DAM FIDGE BOYS
A.J. MASTERS
HOTERSTERS
HOTERSTER
HOTHAL JOHNSON
RANDY TRAVIS
GEORGE STRAIT
JOHN SCHNEIDER

WUBE-FM -Cincinnati, OH OAK RIDGE BOYS JANIE PRICKE NICOLETTE LARSON LOUISE MANDRELL GARY MORRIS SYLVIA HOTTEBEL T. GRAHAM JEROWN JUDOS

HOTTEST: DON WILLIAMS COMMAY TWITTY HANK WILLIAMS NITTY GRITTY I JOHN COMLEE

WHIMPASPER, MAN GENE HATSON KEITH HHITLEY WILLIAM LEE GOLD SUSAN OLIVER TARK HEASTLEY THE HEASTLEY MALCHAK & FUCKER MALCHAK & FUCKER MALCHAK & FUCKER MORRIS HOTHER SHOTH TANK TANK THANK THANK

WILG

CARL PERKINS FORESTER SISTERS FORESTER A NEWTON Mottest: RANDY TRAVIS

PORESTER SISTERS LACY J. DALTON VINCE GILL KEITH WHITLEY NICOLETTE LARSON

GIRLS NEXT DO NICOLETTE LAR RONNIE MILSAP MICHAEL NURPH REBA MCENTIRE
JOHN CONLEE
HERLE HAGGARD
RONNIE HILSAP
EDDY RAVEN
HOTLEST
T. GRAHAM BRO
KATHY MATTEA
RONNIE HODONE
GEORGE STRAIT
RANDY TRAVIS

WCUZ-AMIFM Grand Rapida, MI none Hotteet: WGEE Green Bey, WI WKKQ-AMFM Duluth, MN

CLEN CAMPBELL
PAM TILLIS
EVERLY RECTILES
DOSIE GRAY
RABBIT LA NEMTOL
SCHENLER, KNORLE
CAGL PERKINS
MOLTESEL
JUDOS
GEORGE STRAIT
KATHY MATTEA
ROSNIE ROCOMELL
T. GRAMAN BROWN KEITH WHITLEY LACY J. DALTON HOLLOS

TANYA TUCKER OAK RIDGE BOY: RAZZY BAILEY EVERLY DROTHE TARI HENSLEY RABBITT & NEW Hottest: CDB RAMDY TRAVIS KFKF Kansas City,"MO

KNIX-FM Phoenix, AZ

NITTY GRITTY DIRT HERLE HAGGARD RICK NELSON HOLEGE!
HANK WILLIAMS
RONNIE HCDOWE
T, GRAHAM BRO
PAKE HCENTIRE
DWIGHT YOAKAM

WITL-FM Laneing, Mi NITTY GRITTY DIP REBA MCENTIRE GIRLS NEXT DOOR CARL PERKINS HOTTEST T, GRAHAM BROWN STATLER BROTHER! RICKY SKADGS JOHNNY PAYCHECK RONNIE HILSAP JOHNEY PAYCHA DWIGHT YOARAN HOTTEST JIM GLASER JUDY RODMAN RICHY SKAGGS RANDY TRANTS DON WILLIAMS

NITTY GRITTY DIR RABBITT & NEWTON DHIGHT YOAKAM LOUISE MANDRELL HOTTEST HANDRELL JUDY RODMAN RANDY TRAVIS T.G. SHEPPARD JUDOS GEORGE STRAIT

NICOLETTE LARS
FORESTER SISTE
LOUISE MANDREL
LACY J. DALTON
ROSANNE CASH
MOTEBET
JUDDS
MAYLON JENNING
STATLER BROTHE
GEORGE STRAIT
DON WILLIAMS CONNAY TWITTY

KTTS-AM/FM Springfield, MO GIRLS NEXT DOOR HOTTOST RANDY TRAVIS JUDDS PAKE HCENTIRE T.G. SHEPPARD DON WILLIAMS

TANYA TUCKER OAK RIDGE ROYS SYLVIA JANIE FRICKE Hottest: LEE GREENWOOD JUDY RODMAN KCJB Minel, ND DWIGHT YOARAM OAK RIDGE BOY: Hottest:

WIL-AM/FM St. Louis, MC KXXY Oklahoma City, OK KATHY MATTEA GEORGE STRAIT T. GRAHAM BROW JUDDS RANDY TRAVIS E KEEY/ST. PAUL

EDDY RAVEN RONNIE MILSAP NICOLETTE LARS WTHEFIE Terre Haute, IN RONNIE MILSAI FORESTER SIS' JANIE FRICKE STEVE EARLE HOLLEST RANDY TRAVIS RONNIE MCDOM GEORGE STRAI' RICRY SKAGGS

WKHX Atlanta, GA DON WILLIAMS

WYAY Atlenta, GA KTPK-FM Topeka, KS

KASE Austin, TX

WYNK Baton Rogue, LA WTCM Traverse City, Mi FOREMENT YOUR SWIGHT YOUR WILD CHOIR RAY CHERES VIA HE HATSON test: INNY PAYCHEC DRGE STRAIT

ent, TX Beaumont, TX

JANIE FRICKE
RONSLE MILENF
NITTY GRITTY D
RABBITT & NBETT
DWICHT YORKM
MOTES & RYDER
GENGE STRAIT
LEE GREENWOOD
JUDDS
RICKY SKADGS

HOTERTI RANDY TRAVIS PAKE HCENTIRE GEORGE STRAIT JUDDS JOHN SCHNEJDER

WKLO Denville, KY

WTVY Dothen, AL

KKIX Feyetleville, AR

BONNIE HILSAP FORESTER SISTEI ROSANNE CASH RICHY SKACCS RAY CHARLES HORLEST GEORGE STRAIT RANDY TRAVES SAWYER BROWN JUDOS JOHN SCHNEIDER

KKK-FM Houston, TX

KILT-FM Houston, TX

WXBQ-FM Bristol, VA none Hottest:

EVERLY BROTH
ROSANNE CASH
TANYA TUCKER
RANDY TRAVIS
GIRLS NEXT C
JANIE FRICKE
HOTEGET:
CON HUMLEY
JUDOS
GARY MORRIS
LEE GREENMOC
DAN SEALS

AMERICA SONS DESIGNATION OF THE STATE OF THE

OAK RIDGE BOYS STEVE BARLE SYLVIA RANDY TRAVIS BILLY JOE ROY JUDDS CON NUNLEY HANK WILLIAM

WCOS-AMFM Columbia, SC

KSSN Little Rock, AR

KYKX Longview, TX

KLLL Lubbook, TX

JANIE FRICKE DWIGHT YOAKAM STEVE EARLE ROSANNE CASM A.J. MASTERS HOTTEST RONNIE HCDOME GEORGE STRAIT JUDDS COMMAY TWITTY WMC-AM Memohis Th KPLX-FM Dallas/F1. Worth

GIRLS NEXT DOOR JAMIE FRICKE MERLE HAGGARD HOTLEST: DAN SEALS LET GREENWOOD DWIGHT YOAKAM FORESTER SISTEL GEORGE STRAIT JOHN CONLEE NITTY GRITTY MERCE HAGGARI NICOLETTE LAI EDDY RAVEN HOT LEST I SANYTE BROWN CDB

JUDDS GEORGE STRAIT RANDY TRAVIS ROSANNE CASH OAK RIDGE BOT RAY CHARLES RENDALLS TANYA TUCKER RABBIT 1 & NED DONNA FARCO HOLLEST BANK WILLIAMS RONNIE MCDOM T.G. SHEPFARL HICHAEL HURPH JUDDS OAR RIDGE BOYS
TANYA TUCKER
LYLE LOVETT
RABBITT IN NEMTON
NEW GRASS REVIVAL
TOM T. NALL
LOWES
RANDY TRAVIS
JOHNSY PAYCHECK
JUDDS
JOHN SCHNEIDER
GEORGE STRAIT

The following stations falled to report this week and their rotations were frozen: WBOS/Bostor WXBQ/Bristol WCUZ/Grand Rapids KSSN/Little Rock WLWI/Montgomery WRNL/Richmond

a Country reporting station.

WEST

KK-FM Anahelm, CA

KQIL Grand Junction, CO

KEIN Great Felle, MT

COMMIN. OR

ROMNIE HILSAP

RYLVIA

RYL KFMS Las Vegan, NV

KNEW Oakland/S.F., CA

OWIGHT YOAKAM HAME WILLIAMS JOHN CONLEE ROWNIE MILSAP Hottest: DAN SEALS LEE GREENWOOD JUDY HODMAN RANDY TRAVIS COB

GIRLS NEXT D
LYLE LOVETT
GENE WATSON
WILD CHOIR
HOTTEST
JUDDO
RANDY TRAVIS
GEORGE STRAI
JOHNNY PAYCH
CONNAY TWITT NITTY GRITTY DI GIRLS NEXT DOOF RONNIE HILSAP DHIGHT YOAKAM HOTCHET DAN SEALS LEE GREENMOOD JUDY HODMAN MILLIE NELSON ROSANNE CASH RABBITT & NEW Hottest; RANDY TRAVIS

KCBQ San Diego, CA

ROSANNE CASH Hottest: RAMDY TRAVIS GEORGE STRAIT JUDDS JUDY RODMAN JOHN SCHNEIDER

EVERLY BROTHERS
LOMES
RABBITT A NEHTOS
WHIGHT YOAKAM
OAK RIDGE BOYS
BILLY BURNETTE
HOTEBAT
JUDY BOOMAN
RANDY TRAVIS
GEORGE STRAIT
T. GRAHAM BROWN
JUDOS

CAR RIDGE BOYS
TANYA TUCKER
RABBITT & INDHTOL
CARL PERKINS
ROSANNE CASH
HOLLEST,
PAKE HCENTIES
SOUTHERN PACIFIC
HICHAEL MURPHEY
DON MILLIAMS

JOHNNY PAYCHECK KEITH WHITLEY DMIGHT YOAKAM HOTIGHT IOAKAM HOTIGHT STATLER BOTHER FICKY SKAGGS JOHN SCHMEIDER KONMIE MCDOWELL KONMIE MCDOWELL KRPM Tacome, WA

JAME FRICKE
FORESTER SISTER
FORESTER SISTER
FORESTER SISTER
FORESTER SISTER
FORESTER SISTER
FORESTER
F

Kam Tucson, AZ ORLEANS
TANYA TUCKER
RABBITT & NEWTON
GARY HORRIS
HOLLANT
JOHN SCHOELDER
STATLER RECTHERS
JUDDS
HICHAEL MURPHEY
DON MILLIAMS MHITES
REBA MCENTIRE
MILD CHOIR
HANK WILLIAMS JR.
HITTY GRITTY DIRT
HOTTES!
CAM STALE
HARTE OSHOND
JUICE MENTON
ED BRUCE
LEE GREENWOOD 154 Current Reports

The following stations reported no change in their rotations this week: WYAY/Atlanta KUZZ/Bakersfield KGHL/Billings KUGN/Eugene

> KCBQ/San Diego WZKC/Rochester is no longer

RADIO & RECORDS NATIONAL AIRPLAY

FULL-SERVICE AC

TOP 20

lwo Weeks	

KS.	Work	1 100	rek		
	3	1	1	0	MOODY BLUES/Your Wildest Dreams (Polydor/PG)
	7	5	2	0	NEIL DIAMOND/Headed For The Future (Columbia)
	-	14	7	0	PETER CETERA/Giory Of Love (Full Moon/WB)
	5	4	3	4	HOWARD JONES/No One Is To Blame (Elektra)
	12	10	8	0	DAVID FOSTER & OLIVIA NEWTON-JOHN/The Best Of Me (Atlantic)
	6	6	5	6	JAMES TAYLOR/That's Why I'm Here (Columbia)
	2	3	4	7	BILLY OCEAN/There'll Be Sad Songs (To Make You Cry) (Jive/Arista)
	17	13	10	0	JEFFREY OSBORNE/You Should Be Mine (A&M)
	1	2	6	9	PATTI LABELLE/MICHAEL McDONALD/On My Own (MCA)
	-	18	14	0	DOUBLE/The Captain Of Her Heart (A&M)
	13	11	11	0	ATLANTIC STARR/If Your Heart Isn'l In It (A&M)
	4	7	9	12	GEORGE MICHAEL/A Different Corner (Columbia)
		_	20	Ø	MIAMI SOUND MACHINE/Words Get In The Way (Epic)
	mater	20	17	0	BILLY JOEL/Modern Woman (Epic)
	18	16	12	15	DAVID PACK/That Girl Is Gone (WB)
	DEB	UŤ	•	0	GENESIS/Invisible Touch (Atlantic)
	8	8	15	17	MADONNA/Live To Tell (Sire/WB)

JULY 4, 1986

Total			
Reports/Adds	Heavy	Medium	Light
45.4			
45/1	38	6	1
38/1	31	7	0
44/2	28	13	3
36/0	29	5	2
39/2	28	9	2
39/0	24	11	4
36/0	22	12	2
39/2	14	22	3
32/0	16	12	4
35/1	9	22	4
31/1	18	13	0
30/0	13	14	3
33/6	8	18	7
29/1	8	19	2
27/0	6	20	1
21/3	13	5	3
23/0	7	10	6
22/0	6	8	8
17/0	5	6	6
23/0	8	6	9

MOST ADDED

GORDON LIGHTFOOT (11) Anything For Love (WB)
MIAMI SOUND MACHINE (6) Words Get In The Way (Epic MIKE & THE MECHANICS (5) Taken In (Atlantic) MONKEES (5) That Was Then, This Is Now (Arista)
SADE (5)
Is It A Crime? (Portrait/CBS)

HOTTEST

Your Wildest [PETER CETERA (23) DAVID FOSTER & OLIVIA NEWTON-JOHN (20) HOWARD JONES (20) NEIL DIAMOND (16) BILLY OCEAN (16) JAMES TAYLOR (16)

BREAKERS

No records qualified for Breaker status this week.

NEW & ACTIVE

GORDON LIGHTFOOT "Anything For Love" (WB) 22/11

9 9 13 18 DREAM ACADEMY/Love Parade (Reprise/WB) 10 12 16 19 MIKE & THE MECHANICS/All I Need Is A Miracle (Atlantic)

11 17 19 20 SIMPLY RED/Holding Back The Years (Elektra)

KENNY RIGERS & NICKIE RYDER "The Pride Is Back" (RCA) 22/2
Rotations Heavy 1/0 Medium 16/1 Light 6/1, Total Adds 2, WHAS, WASK Heavy, WCCO. Medium including WEBR, WPPO.
SSRRC, KFMB, WIBA, KSL, WWNH, WPDE, WTKO, WMTR, WJBC, KFOD, KTWD, KYJC, KYJC, KYEC.

GENESIS "Invisible Touch" (Atlantic) 21/3 Medium 5/2, Light 3/1. Total Adds 3, KOY, WRVA, KFQD. Heavy Including WWKB, 55KRC, KHOW, WHAS, KBQI, WPQE, Medium including WTVN, WSPD, WWNR.

BANGLES "II She Knew What She Wants" (Columbia) 21/1
Rolations: Heavy 50, Medium 11/1, Light 80, Total Adds 1, WTIC, Heavy, WELL, WWNR, WTKO, WMTR, KTWO, Medium induling WWRS, KYBO, KYBO

DENNIS DeTOUNG "This is The Time" (A&M) 19.3

Rotations: Heavy 20, Medium 102, Light 71, Total Adds 3, WFBR, WDBO, WGY, Heavy WCCO, KYJC, Medium including KdR, WTC, WMR, WPDE, WMR, WGBR, KWD, KYEC.

KJE WTIC. WWNR, WPOE, WMTH, WISHIN, THE THE THE WHAT THE WATER WITH WHAT THE WATER WHAT WAS THE WATER WHAT THE WATER WAT

ons: Heavy 2/0, Medium 6/2, Light 10/3, Total Adds 5, WTIC, WGOW, WSTU, KTWO, KYJC, Heavy: WCCO, KSL im including WFBR, KUGN, WPOE, KVEC.

EL DeBARGE "Who's Johnny" (Gordy/Motown) 18/2 Rasinos- Heavy 60, Medium 60, Lign 62, Total Adds 2, SSRPC, KHOW, Heavy, WWKB, WCHS, WHAS, WWNR, WSTU, WCLL, Medium, WTW, WCC, WSPD, WMR, WASK, KYJC.

WCIL. Medium: WTVN, WTCC, WSPD, WMTH, WASA, RTJC.

JACKSON BROWNE "In The Shape Of A Heart" (Asylum) 16/2

Rotations: Heavy 3/0, Medium 9/0, Light 4/2, Total Adds 2, WSPD, KSL. Heavy:
WGOW, WWNR, WMTR, WSTU, WASK, KFQD, KVEC. vv: WPOE, WTKO, KYJC, Medlum: KJR, WCHS

MICHAEL McDONALD "Sweet Freedom" (MCA) 15/4
Rotations: Heavy 0, Medium 11/3, Ligh 4/1, Total Adds 4, KJR, WCHS, WELI, WSPD. Medium including KFMB, WGOW, KSL
WPCE, WSTU, KFOD, KTWO, KYJC. EVERLY BROTHERS "I Know Love" (Mercury/PolyGram) 14/1

BOB SEGER & THE SILVER BULLET BAND "Like A Rock" (Capitol) 14/0

ns: Heavy 1/0, Medium 9/0, Light 4/0, Total Adds 0, Heavy: WWNR, Medium: WWKB, KHOW, KJR, WPOE, WMTR WSTU, WJBC, KYJC, Light: WPRO, WCCO, KFMB, WCHS. Rotations: Heavy Int. Model. Child. Light WPRO, WCCO, KEMB, 1904.

MIKE & THE MECHANICS "Taken in" (Atlantic) 13/5

Transfers: Heavy I/O, Medium 4/1, Light 8/4, Total Adds S, KUGN, KSL, WWNR, KFQD, KYJC, Heavy: KTWO, Me

BERLIN "Take My Breath Away" (Columbia) 11/4

Rotallons: Heavy 2/0, Medium 4/0, Light 5/4, Total Adds 4, WIBA, KBOI, KSL. WSTU. Heavy: KTWO, KYJC. Medium: WFBR

BRUCE HORNSBY & THE RANGE "Every Little Kiss" (RCA) 10.3

MADONNA "Papa Don't Preach" (Sire/WB) 10/3

Is 3, WWNR, WTKO, WCIL. Heavy: WICC. Medium: WFBR, WELI,

GRAHAM NASH "Sad Eyes" (Atlantic) 10/0 Rotations: Heavy 1/0, Medium 6/0, Light 3/0, Total Add

KWEC. Ught: WMTR, WASK, KTJU.

[IMMAIL "Uope In Your Eyes" (EMI America) 9/4

Rotations: Heavy 0, Medium 4/1, Light 5/3, Total Adds 4, WFBR, WTMJ, WIBA, KBOI, Medium including WHBY, KUGN.

LARRY CARLTON "Smiles And Smiles To Go" (MCA) 9/3
Rotatlons: Heavy O, Medium 3/0, Light 6/3, Total Adds 3, KSL, WGBR, WASK, Medium: WFBR, WHBY, KUGN, Light in

SIGNIFICANT ACTION

MONKEES "That Was Then, This Is Now" (Arista) 7/5
Rotations: Heavy 0, Medium 2/1, Light 5/4, Total Adds 5, WISN, WELL, WWNR, WPOE, KFQD. Medium including WICC, Light

DIANE SCHUUR & JOSE FELICIANO "American Wedding Song" (GRP) 7/2
Rotations: Heavy O. Medium: KTWO. Light if

STEVE WINWOOD "Higher Love" (Island/WB) 7/1
Rotations: Heavy 0, Medium 2/1, UgM 5/0, Total Adds 1, KTWO, Medium Including KYJC, UgM: WWKB, WHBC, WWNR, LESLEY GOREA.DU CHRISTIE "Medley" (Manhattan) 7/0
Rotations: Heavy 1/0, Medium 3/0, Light 3/0, Total Adds 0, Heavy; KTWO, Medium: WTAE, WPOE, WTKO, Light: WPRO. WGRR, W.B.C.

BEACH BOYS "Rock 'N' Roll To The Rescue" (Capitol) 6/2 WSTU, KTWO, Medium including WICC, WPOE, Light including

GLORIA LORING & CARL ANDERSON "Friends And Lovers" (Carrere/CBS) 6/0
Rotations: Heavy 1/0, Medium 3/0, Light 2/0, Total Adds 0. Heavy: KTWO, Medium: WDBO, WJBC, KVEC, Light: WPOE

REUNION "The Reunion Medley" (Eagle) 4/1 dds 1, KTWO. Medium including WHBY. Light: WJBC, WASK.

Rotations: Neary 0, Medium 211, Ught 210, 10ta Ausos 1.

SPECIAL Environ East "IGRP] 4.1

SPECIAL Environ Medium 3/1, Ught 1/0, Total Adds 1, KTWO, Medium Including KSL, WPOE Light: WCCO

TONY BENNETT "Why Do People Fall In Love" (Columbia) 4/0 Rotations: Heavy 0, Medium 1/0, Light 3/0, Total Adds 0. Medium: WCCO. Life Light: WHBY, WIBA, WJBC.

TONY BENNETI "MRY UP - FUVUE" - TONY BENNETI "MRY UP - FUVUE" - TONY ON ACCOUNT OF THE PROBLEM O

Rotations: Heavy 0, Medium 0, Light 3/3, Total Adds 3, WPOE, WTKO, K
JOHN WAITE "If Anybody Had A Heart" (EMI America) 3/1
Rotations: Heavy 0, Medium 1/0, Light 2/1, Total Adds 1, WWNR. Medium

Rotations: Heavy 0, Medium 10, Upin 17.

Rotations: Heavy 0, Medium 20, Light 1/1, Total Adds 1, WCIL Medium: KSL. KTWO.

JIMMY BUFFETT "I Love The Now" (MCA) 30 Rotations: Heavy 0, Medium 2/0, Light 1/0, Total Adds 0, Medium: KUGN, KTWO, Light: WJBC

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ADULT CONTEMPORARY

BREAKERS

MIKE & THE MECHANICS Taken In (Atlantic)

60% of our reporters on it. Rotations: Heavy 0, Medium 37, Light 27, Total Adds 24 including WPIX, 2WD, WARM98, WMYX, KHYL, V100, WIVY, WSFL. Debuts at number 23 on the AC chart.

MADONNA

Papa Don't Preach (Sire/WB)

56% of our reporters on it. Rotations: Heavy 4, Medium 34, Light 22, Total Adds 13 including WSB-FM, KOST, KEY103, KIOA, KCIX, KDUK, WQHQ, WTNY, KWEB. Debuts at number 25 on the AC chart.

GORDON LIGHTFOOT

Anything For Love (WB)

53% of our reporters on it. Rotations: Heavy 0, Medium 20, Light 37, Total Adds 26 including WLTS, WSNY, WNIC, WMYX, KKLT, KHYL. KIFM, WXTC, WSFL. Debuts at number 30 on the AC chart.

NEW & ACTIVE

MONKEES "That Was Then, This Is Now" (Arista) 51/14

including WMJI, KYKY, B100, KIFM, WSFM, WKGW, KEY103, , KWFM, WEIM, WKNE, WGLL. m 19/1, Light 32/13, Total A KUDL, WAEB, WKYE, KIOA

XTEVE WINDOOD 'Higher Love' (Island/WB) 4.9/6.
Roadons Heavy 50. Medium 32.3. Light 12.6 Total Addis R. KGW, KWD, KWM, WANE, WXLS. Heavy: KIFM, WSFL, WSKY, KMG, KALE, Medium Indiang WPIK, WHIT, V100, WSFM, WKYE, WKGW, SWAVE.

WSKY, MNGU, RALE. Medium including WPIK, WHIX, VIOU, WSFM, WKYE, WKSW, 98WAVE.

BERLIN "Take My Breath Mawy" (Columbia) 46/7

Rotations: Heavy 1:0, Medium 28/1, Light 17/6, Total Adds 7, WSBFM, WNIC, KEY103, RRILB, WORG, WBOW, KRNO.
Heavy, KOST, Medium including WPIK, KVIE, KHY, BIOO, KIFM, KEZR, WAEB, WKYE, WAVE.

LARRY CARLTON "Smiles And Smiles To Go" (MCA) 44/10

Rotations: Heavy 0. Medium 12/1, Light 32/9, Total Adds 10, WLTS, KEZR, WTRX, KDUK, KWFM, WWPA, WEIZ, WAHR, WXUS, K99. Medium pickliding WPIK, KIFM, WAEB, WEIM, WGLL, WOHO, WSKY, WMTFM, KALE.

GRAHAM NASH "Sad Eyes" (Atlantic) 43/4
Rotations Heavy 10, Medium 21/1, Light 21/3, Total Adds 4, KLYF, KO99, WOHQ, WORG, Heavy: KALE. Medium including
KOST, WAEB, KIOA, WITEX WINKE, WOLL WITN, WWPA, WCHY, WAHR, WZLQ, KTYL
BRUCE HORNSBY & THE RANGE "Every Little Kiss" (RCA) 36/4

. Heavy 3/0, Medium 15/1, Light 18/3, Total Adds 4, WAVE, KDUK, WKNE, WAHR Heavy, WCHV, KQSW, KALE. ncluding WKYE, KLYF, WEIM, WQHQ, WTNY, WSKY, WAGE, WORG, WZLQ, WBOW.

WHAMI "The Edge Of Heaven" (Columbia) 32/17
Rolations Heavy 10 Modium 104, Light 21/13, Total Adds 17 including WAEB, WKGW, U102 WRKA, KELT, WSTF, WKIGN, WKWA, KOKIG, WWAP, Heavy WWM, Medium nickleding MKYE, KKUA, WKKI, WFPX, KTYL, KALE.

ANITA-BAKER "Sweet Love" (Elektra) 31/19

Heavy O. Medium 5/3, Upto 26/16, Total Adds 19 including WNIC, KIFM, WSFL, KIOA, KWAV, WWMJ, WQHQ, RLB, WZLQ, WMTFM, KFSB, Medium including WPIX, WKNE.

BANANARAMA "Venus" (London/PolyGram) 30/7
Rotations: Heavy D. Medium 10/3, Light 20/4, Total Adds 7, KVIL, V100, WKYE, KIDA, KGMG, WGLL, WTNY. Medium Including WWMA, WEIM, WOHOK, WWPA, 194, KOSW, KALE

ROTATION BREAKOUTS

	Total Reports/Adds			
• • • • • • • • • • • • • • • • • • • •			Medium	Light
PETER CETERA	107/1	95	12	0
2 MOODY BLUES	103/0	90	11	2
GENESIS	95/8	64	29	2
O BILLY JOEL	95/2	70	19	6
DAVID FOSTER & OLIVIA NEWTON-JOHN	94/0	69	18	7
6 HOWARD JONES	85/0	57	24	4
JEFFREY OSBORNE	99/6	49	47	3
JACKSON BROWNE	98/4	60	32	6
9 BILLY OCEAN	83/0	49	25	9
10 ROD STEWART	99/6	53	39	7
MIAMI SOUND MACHINE	97/6	33	51	13
D DOUBLE .	95/5	33	49	13
13 EL DeBARGE	78/0	44	25	9
14 JAMES TAYLOR	72/0	21	44	7
15 NEIL DIAMOND	73/0	30	33	10
16 ATLANTIC STARR	72/0	30	29	13
® BOB SEGER	73/3	22	48	3
(B) MICHAEL McDONALD	78/16	9	44	25
19 PATTI LABELLE/MICHAEL McDONALD	59/0	15	29	15
® BANGLES	73/4	16	46	1.1
21 GEORGE MICHAEL	54/0	16	28	10
22 DAVID PACK	63/0	17	34	12
MIKE & THE MECHANICS	64/24	0	37	27
DENNIS DeYOUNG	65/3	5	43	17
MADONNA	60/13	4	34	22
SADE .	61/7	4	36	21
27 SIMPLY RED	45/1	18	16	11
28 HIRDSHIMA	45/0	10	30	5
STEVE WINWOOD	49/6	5	32	12
GORDON LIGHTFOOT	57/26	o	20	37

MOST ADDED

GORDON LIGHTFOOT (26) Anything For Love (WB)
MIKE & THE MECHANICS (24) ANITA BAKER (19)

Sweet Love (Elektra)
MICHAEL SEMBELLO (17)

Wonder Where You Are (A&M)
WHAM! (17) The Edge Of Heaven (Columbia)

HOTTEST

PETER CETERA (81)

Glory Of Love (Full Moon/WB) MOODY BLUES (68)

Your Wildest Dreams (Polydo BILLY JOEL (46)

Modern Woman (E GENESIS (44)

visible Touch (Atlanti

DAVID FOSTER & OLIVIA NEWTON-JOHN (36) The Best Of Me (Atlantic)

GLORIA LORING & CARL ANDERSON "Friends And Lovers" (Carrere/CBS) 30/4

Medium 7/U, Light 19/4, Total Adds 4, Work KUDL, KELT, WGLL, WZLQ, KTYL, KRNO.

JMMM SUFFT "LLOVE THE NOW" (MCA) 29/2
Rotationer Heavy 10, Medium 80, Ught 20/2, Total Adds 2, KDUK, KGMG, Heavy: WAVE. Medium: 96WAVE, WEIM, WKNE, WSKI, WCHV, WORG, KKLV, KAID, WKNE, WSKI, WCHV, WCHO, KLV, WAID, WKNE, WSKI, WCHV, WCHO, KLV, WAID, WKNE, WSKI, WCHV, WCHV, WKNE, WSKI, WCHV, WCHV, WKNE, WSKI, WCHV, WCHV, WKNE, WSKI, WCHV, WCHV, WKNE, WSKI, WCHV, WKNE, WSKI, WCHV, WKNE, WSKI, WCHV, WKNE, WSKI, WCHV, WKNE, WKNE, WSKI, WCHV, WKNE, WSKI, WCHV, WKNE, WSKI, WCHV, WKNE, WSKI, WCHV, WKNE, WKNE

SIGNIFICANT ACTION

JERMAINE STEWART "We Don't Have To Take Our Clothes Off" (Arista) 23/7

Rotations: Heavy 0, Medium 7/2, Light 16/5, Total Addinctuding WHTX, WWMJ, WSKI, WCKQ, KALE
STARSHIP "Before I Go" (Grunt/RCA) 19/13

STARSHIP "Betore I Go" (Grunt/RCA) 19/13

Rotations: Heavy O, Medium 54, Light 14/9, Total Adds 13 including KUDL, WAEB, WKYE, KLYF, WWMJ, WSKI, WEIZ, WAEV, KKLV, KOSW, Medium including KALE Light including 98WAVE. WARE, WCHQ, WSKY, KTYL.

MICHAEL SEMBELLO "Wonder Where You Are" (A&M) 18/17

Rotations: Heavy O, Medium 2/2, Light 15/15, Total Adds 17, KIFM, KLYF, WKNE, WCHQ, WSKY, WEIZ, WKYX, WAEV, WZLQ, KTVL, WIFMFM, KYFSB, WXUS, WBOW, KNGQ, KALE, Light including WSFL.

BEACH BOYS "Rock "N' Roll To The Rescue" (Capitol) 17/6

Rotations: Heavy O, Medium 3/1, Light 14/5, Total Adds 5, V100, WWMJ, WEIM, KRLB, WZLQ, WJON, Medium including WGLL, KALE Light including WSFL.

WGLL KALE LIGH Including WKYE, WSIF, WAYE, WITHA, KYUU, WKIFA, ISH, KALE, ISH, KALE, ISH, BELLOW MONKEYS, "Digging Your Seene" (RCA), 17/2
Rotations: Heavy 30, Medium 11/2, Light 30, Total Adds 2, WRKA, WORG, Heavy, WMGN, WSKI, WWPA. Medium including 2WD, BTOQ, VION, WFFM, WWMJ, WTFY, KYFK, KMGO
WHITNEY HOUSTON "All At Once" (Arista) 15/8
WHITNEY HOUSTON "All At Once" (Arista) 15/8

vy 3/0, Medium 9/5, Light 4/3, Total Adds 8, 2WD, WOMC, KLSI, KYKY, KIFM, U102, WTRX, WENS, Heavy. KELT, Medium including KHYL, B100, WEZS, KRLB. MARY JAME GIRLS "Walk Like A Man" (Motown) 15/15

Rotations: Heavy 0, Medium 1/1, Light 14/14, Total Adds 15, KIOA, KGMG, WEIM, WSKI, WQHQ, WSKY, WEIZ, WGSV,

WAEV, KTYL WINTEN, SK, ROSE, USBY, KALE.

GAVIN CHRISTOPHER "One Step Closer To You" (Manhattan) 15/4

Rotations: Heavy 0, Medium 7/1, Light 8/3, Total Adds 4, B100, WSFM, WGLL, 194. Medium including KOST, WWMJ. WEIM.

WSKI, KMGK, KALE, Light heldching KKLT, WCKO, WKYX, WZLO, WFFX.

Work, KMOU, KILE, Light Including INCLU, WORL, WITH, WELD, WITH FAN, WELD, WITH A BURNE FLICIAN & JOSE PETULIANO "American Wedding Song" (GRP) 7/2 Rotations: Heavy 0, Medium 10, Light 135, Total Adds, S. MAVE, WORK, WSKY, KKLV, KOSW, Medium WEIM, Light Including KIFM, WAEB, WARM, WKKE, WCKO, WORK, KESB, WOOD.

SPECIAL EFX "Uptown East" (GRP) 13/0 avy 1/0, Medium 3/0, Light 9/0, Total Adds 0. Heavy: KIFM. Medium: WEIM, WKNE, WSKY. Light: WAVE, WWPA, WZLQ, KFSB, WON, KKLV, KMGQ.

BELINDA CARIUSE "Mad About You" (IRS:MCA) 12/3
Rotations: Heavy 3/0, Medium 5/1, Light 4/2, Total Adds 3, KVIL, WWPA, WZLQ. Heavy: WWMJ, WCKQ, KRLB. Medium including 2WD. KYKY, WFF, KALE.

PETER GABRIEL "Sledgehammer" (Geffen) 12/2
Rotations: Heavy 2/0, Medium 5/1, Light 5/1, Total Adds 2, WKYE, KTYL. Heavy: WSFM, WFFX. Medium including WAVE, WSKY, KRLB, KALE.

WSA1, AND NUB. NUE.

LIMARH. "LOVE In Your Eyes" (EMI America) 11/8

Rotallons Heavy 0, Medium 1/0, Light 10/8. Total Adds 8, B100, WEIM, WKNE, WEIZ, WKYX, WAEV, WJON, KKLV. Medium:
KOST. Light Holdriding WGSV, KMR. MGO.

KOST Light Including WGSV, KMGU.

QUEEN "A Kind Of Magic" (Capitol) 11/1

QUEEN "A Kin Rotations, Heavy 1/0, Medium: 4/0, Light 6/1, Total Adds 1, KCIX. Heavy: WQHQ. Medium: WMGN, WEIM. WCHV. KALE. JULIO IGLESIAS "America" (Columbia) 10/10 Rotations: Heavy 0, Medium: 1/1, Light 9/9, Total Adds 10, KUDL, WSTF, WEIM, WKNE, WGLL: WAGE, WZLQ, KFSB, KKLV.

OUTFIELD "All The Love In The World" (Columbia) 10/2
Rotations: Heavy 1/0, Medium 6/1, Light 3/1, Total Adds 2, 2WD, WFFX. Heavy: WEIM. Medium including KVIL, K106,

JOHN COUGAR MELLENCAMP "Rumbleseat" (Riva/PolyGram) 8/3

JOHN WAITE "If Anybody Had A Heart" (EMI America) 8/1 Rotations: Heavy 0, Medium 1/0, Light 7/1, Total Adds 1, KRLB. Medium um: WCKO, Light Including WHTX, KWAV, WEIM. WAEV, WZŁQ, KTYI

JOURNEY "Suzanne" (Columbia) 8/0

Rotations: Heavy 0, Medium 7/0, Light, 1/0, Total Adds 0, Medium: V100, 96WAVE, WMGN, WWPA, WCKQ, KQSW, KALE, Light: K106.



AC ADDS & HOTS

EAST

PARALLEL

BILLY JOEL
WEINFIRENDER
Jack Raymond
SADE
SADE
JOIN COUGAR
JULIO IGLESIAS
JULIO IGLESIAS
JULIO IGLESIAS
BURNE COUNCIL
RAMY JANE GIRLS
BEACH BOYS
BEACH BOYS
BEACH BOYS
BURNE HOTER
HOODOY BUJIES
EL DEBARGE
PETER CETERA

GENESIS EL DESARGE PETER CETERA WSKI/Montpeller Bruce Stebbins STARSKIP MARY JANE GIRLS SCHOOL & PELICANO

WOHOIOcean City
Ren Medel
HADONSIA
MARY JAME GIRLS
ANITA BAKIR
GRASAM NASH
HICHAEL SEMBELLO
BOLLEER I
BOUBLE
GENESISMANT
HIMMI SOOND HACHI
PETER CETERA

THREE

PARALLEL ONE

WHTX/Pitteburg Kellb Abrams

PARALLEL TWO

WKQWIJSCA-ROME
CarpenterCarr
HONKEES
HEARI
OORDON LIGHTFOOT
NIKE 6 THE HECHAN
HOLLESTI
EL DEDARGE
FORTER 6 ONJ
JEFFRE 6 SBORNE
BILLN' JOEL
GENNES E

PARALLEL

ONE

WEST

BIONSAN Diego RICHIKAIGH HONKEES LIMHIL GAVIN CHRISTOI HOTCHESTO HOTCHESTO HOTCHESTO HOTCHESTO HOTCHESTO HOTCHESTO GEORGE MICHAEI NIRE & THE HE

RIFM/San Ologo
Mark Zegan
GORDON LIGHTFOOM
HICHARL STANDELA
HIAMI SOUND HACK
HITMEY HOUSTON
HOWNERS
ANITH BAKER
ANDREAS VOLLEMM
HOTCHER
FPETER CETERA
DOUBLE
SPECIAL EPK
SADE
STEVE WINMOOD

PARALLEL

EYUUlColorado Springs Houserdinedn MIRE 6 THE HECHAN SADE STEVE MINNOOD HOTCON BLUES GENESIS HOMAD JOMES PETER CETERIA BILLY JOEL

TVX/O

SOUTH

PARALLEL ONE

TWO

PARALLEL

Ryan/Sherwood JEFFREY OSBOR MIKE & THE ND Hottest! DILLY OCEAN

STEVE WINNOO ANITA BAKER WHAMI

WHAM! HOREGET! HIROSHIMA STEVIE NICKS DOUBLE JACKSON BROWNE PETER CETERA

Diso Metals
JIRMY SUFFET
JERNAINE STOMART
HIKE & THE HICHAN
HIARI
HARY
JANE GIRLS
BANAMARAMA
HOTUBLI
HOODY BLUES
JACKSON BROWNE
GENESIS
BILLY JOEL
PETER CETERA

PARALLEL

THREE

WSTFOOrlando Jum Ballard PETER CETERA JULIO IGLESIAS MHARI

THREE

PARALLEL

WEIZ/Columbus
JMM Jecobe
STARSHIP
LIMAHL
LARRY CARLTON
MICHAEL SEMSHELIA
LORENG & ANDERSM
MARY JANE CIRLS
MINNEES
HONTERS
ROO STEMMERT
GENESIS
MODDY BLJES
EL DEBARGE

KODIGreat Falls
Stove Koller
HIKE & THE HBC
WHAH!
SADE
LARRY CARLTON
Hottest:

KMOQYSanta Berbera Stephen Meede ANITA BAKER GORDON LIGHTPOOT HIELE & THE HICKAN HICKAEL SPHEELLO DACKEDON BROWNE JACKBON BROWNE GEORGE NICHAEL BILLY JOEL DOUBLE HIANI SOUND MACH

PARALLEL

ONE

MIDWEST

PARALLEL

THREE

FULL-SERVICE AC

WELFNew Haven Gross/McCormick

PARALLEL THREE

EAST

PARALLEL ONE

PARALLEL TWO

WTAEJPHtaburgh Bob Conrad MIANI SOUND MACHE Hottests

Two stations did not call in this week.

HADO.
TERRY VANC.
HOTTERY JACKSON BROWNE
DOUBLE
BANGLES
ROU STEWART
EVERLY BROTHE
HTR/Mortelow

ANDY TAYLOR JOHN WATTE MONKES

Their playlists were frozen: WBT/Charlotte WICC/Bridgeport

PARALLEL THREE

JOHN HARTYN HARY JANE GIR LARRY CARLTON

PARALLEL TWO

WXUS/LeFayette
Bob Vizza
STEVE WINNOOD
ANITA BAXER
RICHAEL SCHRES
RICHAEL SCHRES
RICHAEL SCHRES
RICHAEL SCHRES
RICHAEL SCHRES
RICHAEL SCHREN
RICHAEL
R

TWO

PARALLEL

WOMCDetroil
Barry Argenbright
MRITHEY HOUSTON
JACKSON BROWNE
DOUBLE
GENESIS
NOTER CETERA
ATLANTIC STARR
SILLY JOEL
FOSTER & ONJ
JEFFREY OSBORNE

WHIC/Detroit
ErvinXuykendell
GINESIS
BOB SEDER
BILLY JOEL
DOUBLE
GORDON LIGHT
BERLIN
ANITA BAKER
HOTEREI
GENESIS
HOODY BLUES
H

KRAVITuise Gary Reynolds HIKE & THE HECHAN JEFFREY OSBORNE Hottest: sitLLY OCEAN SIMPLY RED

107 Reporters **96 Current Reports** Five stations reported a frozen list this week: K101/San Francisco KKUA/Honolulu WCKQ/Campbellsville WDLT/Mobile

Six stations failed to report this eek. Their rotations were frozen. 3WM/Toledo 96WAVE/Charleston 97AIA/Miami K106/Beaumont WCHV/Charlottesville WJDX/Jackson

WNAM/Appleton-Oshkosh

PARALLEL

ONE

MIAHI SOUND P SADE Hottast: MDODY BLUES NEIL DIAMONO FOSTER & ONL GENESIS PETER CETERA

MIDWEST PARALIFI

ONE

55KRC/Cincinn Denny Nugeri 81LEY JOEL EL DEBARGE Notest! HOMARD JONE! HOODY SLUES SILLY OCEAN SIMPLY RED DENESIS PARALLEL

WTVN/Columbus
John Lane
HIANI BOUND H
HOTEST H
HODDY BLUES
BILLY OCEAN
DREAM ACADEM
CULTURE CLUM
HOWARD JONES TWO

PARALLEL THREE

KeyfO'Brien

SADE
MIKE & THE MECHAN
MICHAEL SEMBELLO
PATTI LABELLE
HOTERE & OBLI
MILL DIAMOND
JEFFREY OGBORNE
GENESIS
PETER CETERA

46 Reporters 38 Current Reports

WEST

PARALLEL ONE

Lemich Jessop
SCHUUR & FELICANO
EAY CHARLES
HIRE & THE MECHAN
BEPLIN
LABRY CARLTON
FULLO IGLESIAS
JACKSON BRONNE
HOTLESIAS
BILLY OCEAN
DEEAN ACADETY
FOSTER & ONL
SADE
RIANI SOUND MACHI PARALLEL TWO

THREE

KFOONAnchorage Bradestrad GENESIS EVERLY RECTHERS HIRL & THE METHAN GORDON LIGHTPOOT MONKES MOODY BLUES HOLLES HOLLES HOLLES HOLLES HOLLES HOLLES PETER CETERA FOSTER & ONJ HOODY BLUES

PARALLEL

KSUSah Lake City

Six stations reported a frozen list this week: KFMB/San Diego KVEC/San Luis Obispo WCCO/Minneapolis WHBC/Canton WPRO/Providence WWKB/Buffalo

68/R&R FRIDAY, JULY 4, 1986

YAJ991A JANOITAN 2080SE RIPLAY

SADART ROA

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١	+97	+9	=	0	77/+99	CLASS TIGER/Don't Forget Me (When I'm Gone) (Manhattan)	⊕	€.	TU830]
l	=02	= 71	. =	0	0/-88	GENESIS/Tonight, Tonight (Atlantic)	L9	99	86 -	
١	-91	-91		7	0/-88	ROBERT PALMER/Hyperactive (Island)	99	67	3 45	7
١	97	6			9E/ 9E	2LEAE WIMWOOD /Split Decision (Island)	9	•	EBUT	0
1		+11		3	S/+6E	JOE JACKSON/Home Town (A&M)		19		÷
l	-12					JEAN BEAUVOIR/Feel The Heat (Columbia)	3	89		-
1	+18	+ 1		0	8/+19	38 SPECIAL/Like No Other Night (A&M)	25	LÞ	92 8	6
ı	- 11	-6		7	35-11		19	07	12 9	al
1	- 22	-9	ι -	0	0/-68	JACKSON BROWNE/In The Shape Of A Heart (Asylum)	03	19	99 -	
ı	-55	+2	L =	: 1	1/-29	JOHN CAFFERTY & (Voice Of America's Sons (Scotti Bros./CBS)		69	33	
	+ 00	+ 1	=	0	97 + 79	KIM MITCHELL/Patio Lanterns (Atlantic)	60			
	+91	- 1	7 -	- 9	1/-00	ROLLING STONES/One Hit (To The Body) (Rolling Stones/Columbia)	84	39	11 1	
i	-82	- G	L +	3-	0/-90	LOU REED/No Money Down (RCA)	LV	pp	SS SS	
	-82	- 2		- 1	1/-97	JOURNEY/Girl Can't Help It (Columbia)	9\$	33	13	u
į	-82	- [-	- 7	Z/-St	GENESIS/Anything She Does (Atlantic)	97	38	38	ÞÞ
			-	-0	£1/+99	MODELS/Cold Fever (Geffen)	0	99	- 4	-
	+20	+9			2/+99	DANNY WILDE/Isn't It Enough (Island)	Ø	14	6> 8	99
	+8£	+9		- 2		HONEYMOON SUITE/What Does It Take (WB)	0	09	69 -	
	=98	+9		= 0	21/+19		Č	45	43	99
	+0£	-0	_	= Z	25=/3	GENESIS/In Too Deep (Atlantic)	9			
	+97	+ 1	1 :	= 1	22/+89	GTH/The Hunter (Arista)	_	35	61 6	15
	+91	-8	7	-1	0/-50	MOODY BLUES/Your Wildest Dreams (Polydor/PG)	39			
	+88	= 8		-2	1/+19	FIXX/Built For The Future (MCA)	80			64
	-25	- 9		= Z	0/-79	GENESIS/The Last Domino (Atlantic)	37	38		35
	+67	+8		+ 9	11/+78	JOAN ARMATTADING/Kind Words (&M.)	98	90	10	99
	-62	- 9		-6	0/-99	BILLY JOEL/Modern Woman (Epic)	32	15	52	30
				- z	t/+69	GENESIS/Land Of Confusion (Atlantic)	3	15	00	94
	= 22			+ <u>G</u>	91/+84	ZZ TOP/Velcro Fly (WB)	3	90	19	
	+19		-			CTR/When The Heart Rules The Mind (Arista)	32	H.	L	9
	-11	- 9		-8	0/-09	CALL/Everywhere Go (Elektra)	Œ		38	06
	+ £9			+ 7	11/+06	ROD STEWART/Love Touch (WB)	30		54	54
	- 78	= /	t	-7	21-12		3 2			37
	+10	+ 5	36	+ 1	01/+08	PETER GABRIEL/In Your Eyes (Geffen)	_			31
	+09	+ 8	31 -	= 🏞	8/+96	AC/DC/Who Made Who (Atlantic)	93			84
	- 89	+ 7	7.5	-0	E/+66	JOHN WAITE/If Anybody Had A Heart (EMI America)	Œ			
	- 25		(b :	=01	1/-18	OUTFIELD/All The Love (Columbia)	97			SI
	+89		92	+£	2/-101	JOHN EDDIE/Jungle Boy (Columbia)	€			28
	+69			=1	9/+801	BRUCE HORNSBY & THE RANGE/EVERY LITTLE KISS (RCA)	Œ	92	35	39
	-9	-9		-97	0/-1/	VAN HALEN/Dreams (WB)	23	L	9	9
				+7	91/+801	BOB SEGER & THE SILVER/The Aftermath (Capitol)	Œ	53	30	38
	+09				9/+611	TOM COCHRANE & RED RIDER/Boy Inside The Man (Capitol)		22	58	45
	+68			+ 1		MICK JAGGER/Ruthless People (Epic)	Œ.		9€	_
	+92			+ 7	113+/10	JOHN C. MELLENCAMP/Rumblesest (Kiva/PG)	<u>a</u>		09	_
	+08			+9	112+/51		ă			SZ
	+69	= ;	E.A.	+ 1	9/+001	MOODY BLUES/The Other Side Of Life (Polydor/PG)	ď			34
	-81	+ +	25	+8	105+/14	GENESIS/Throwing It All Away (Atlantic)	_			
	+84	+	34	+9	151+/52					
	-69	7 +	10	+01	0/-801	DAVID BOWIE/Underground (EMI America)				11
	+ 48		79	+71	21/+201	NAN HALEN/Love Walks In (WB)				58
	- 85		<i>19</i>	+91	9/+911	38 SPECIAL/Somebody Like You (A&M)	Œ	91	-	12
	-09			+81	2/-811	ICEHOUSE/No Promises (Chrysalis)	15	01	01	13
	-69		E9	+6	8/+821	/ /		81	-	
	Ŷ		E9	+8	p/+911			13	-91	55
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	= 4	int	103	-80	0/-111					
	+6	_	102	-68	0/-211				Þ	S
	+9		911		0/-88				3	Þ.
	-4			-61	0/-901	FIXX/Secret Separation (MCA)	2		2	3
	-9		128		1/+991	(\	C	2	S	L
	ì	_						****	SHIM.	CHRACK
	mu	Medi	YVESI	4 19V	vog shhAvi	159 REPORTS		DE.	OWI	aanu j

60% of our reporters on it. Who Made Who (Atlantic) DG/DA

BREAKERS

Throwing It All Away (Atlantic) 64% of our reporters on it.

CENESIS

19 34 48 60 BOS SEGER & THE SILVER.../Like A Rock (Capitol)

DEBUT > @ BEAT FARMERS/Riverside (MCA/Curb)

Rumbleseat (Mercury/PolyGram)
72% of our reporters on it.

JOHN COUGAR MELLENCAMP

of our reporters on it-

Love Walks In (WB) VAN HALEN

65% of our reporters on it.

The Aftermath (Capitol)

BOB SECER & THE SILVER BULLET BAND

9/+ 00

13- 15-

ONE-LMO PUNCH!

RUOY SAH NATTAHNAM

(When I'm Gone)" "Don't Forget Me **GLASS TIGER**

From The Album "Thin Red Line"



R&R CHR NEW & ACTIVE 54/53! R&R Tracks DEBUT ▶ ® R&R Albums ®

Album Network Hottest Nationwide Album Network Power Cuts ®

Adds Include

KABE	KHIX	3UTW	ASYN
KTYD	KWBA	MONE	89)
KZOO	KD1K	KLAQ	YZA)
KMHL	KKD1	KNCN	ZTTN
KEMO	KUKE	THW	MARM
7W-13	KWOD	MEZX	NBAB

... And More!

"Memphis Thing" JUNGKLAS ROB

From The Album "Closer To The Flame"



R&R Tracks NEW& ACTIVE R&R Albums #40

Album Network Power Cuts @

Album Network Hottest Nationwide ®

KZEM Added This Week At:

KNCN KVZA MHES WTUE KEGE

And More!

1 V H

70/ R&R FRIDAY, JULY 4, 1986

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

MOST ADDED

DIRET RIOT (37) The Wild And The Young (Pasha/CBS) STEVE WINWOOD (35) Split Decision (Island/WB) ALVIN LEE (33)

Detroit Diesel (21/Atco) **EURYTHMICS (25)** Missionary Man (RCA)
GLASS TIGER (24)

.) (Manhattan) Don't Forget Me (When .

HOTTEST

STEVE WINWOOD (54) Higher Love (Island/WB) FIXX (49)

Secret Separation (MCA)
GENESIS (48)

PETER GARRIEL (39)

Sledgehammer (Geffen)

EMERSON, LAKE & POWELL (38)

Touch & Go (Polydor/PolyGram)

CHART CLIMBERS

CALL "Everywhere I Go" (Elektra) 90/11 (87/3)

Adds including WIYY, WXRK, KUPD, WAAF, WHTF, WIBA, KDJK, WRKI, Heavy 11 including WBCN, WXRT, WOFM, 91X, KOME, KSJO, WOUR, KNCN, Medium 63 including WMMR, WHJY, KTXQ, KSRR, WNOR, WLUP, WEBN, WLVQ, KQRS.

MOVES 30-31 JADAN ARMATRADING "Kind. Words" (A&M) 82/11 (72/9) Adds including KTXD, ULLZ, KAZY, WAOX, WONE, WTUE, KZEL, KOMP, Heavy 18 including KBCO, 91X, WHFS, WLIR, CHEZ, WICO, KSTM, WOBK, Mediam 49 including WABA, WARK, KZEW, WNOR, WLUP, WXRT, WLVD, KFOG, WPTX.

Moves 46-36.

PETER GABRIEL "'In Your Eyes" (Geffen) 80/10 (71/6)

PETER GABRIEL "'In Your Eyes" (Geffen) 80/10 (71/6)

Adds: WNOR. WOPM, KLOS, 91X, WOPM, WEZX, KMEY, KEZE KESI, KZOO, Heavy 36 Holiuding WMMR, WHUY, DC101,

KZEW, KSHE, KMET, KFOG, KARCH, WZOO, Medium 41 Including WKLS, KTXO, WLUP, WPYX, WFDH, WOMF, WAAF,

KRBJ, WULE, WHOU MOVES SHEETS

ZET TIP "VIBITOR FIP" (MB) 78/16 (53/25)
Adds including WNOR, WLVO, KSHE, WAAF, WAPL, KOMP, KDUK, KMBY, WBLM, KFMO, Heavy 23 including WIYY,
WBCN, WHUY, WKLS, KTMO, KUPO, KOON, KOME, KISW, WHCN, Medium 51 including WBAB, WNEW, WDVE, KZEW.

GTR "The Hunter" Arista) 88/22 (47/17)

Adds including WBAB, KTXO, WNOR, KGON, WPX, WZZO, WDIZ, KOMP, KDJK, Heaven's including WOFM, KUPO, WTPA, CHEZ KLBJ, WLAX, KILO, KMBY, WWWY, KTYD, Medium-46 including WIYY, DC101, KZEW, KFOG, KOME, KISW, WHON, WPDH, WCMF, WEZX, Moves 52-40.

WHCN, WPDH, WCMF, WEZX, Moves 52-40.

DANNY WILD "Sin't It Enough" (Island, 66/7 (61/6)

Adds: WPLR, WCMF, WKQD, KOMP, WHMD, KFMX, KRIX, Heavy, 15 including WRIF, KLOS, KMET, KOME, KLBJ, KNCN, KILO, Medium 36 including WHJW, KZEW, KSRR, WSHE, KDRS, KUPD, KGB, KROR, WHCB Moves 47-43.

MODELS: "Cold Faver" (Geffen) 55/3 (52/13)

Adds including WBCN, WOFM, KMET, KNON, WIMZ, KMOD, KZEL, KFMO, Heavy 5 including KBCO, WMRY, WHMD.

Medium 42 including WSHE, WORR, WLJF, KYYS, 31X, KGB, KFOG, KOME, WPYX, WHON. Moves 55-44.

Medium 42 including WBHE, WNOR, MUJP. KYYS, 91X, KGB, KPUG, KOME, WYX, WHUN, Moves 50-44.
MDREYMOON SUITE "WHAT Does IT Take" (WB) 84/12 (S3) Havy 16 including WHJY, KORS, KGB, KNCH, KZEL, KMBY, WBM, KYYD, Havy 16 including WHJY, KORS, KGB, KNCH, KZEL, KMBY, WBM, KYYD, Havy 16 including WHJY, KORS, KGB, KNCH, KYB, WBM, WYD, WOFM, WPD-H, WAAF, KLBJ, WOMF, WRDU.

Moves 50-42.

KIM MITCHELL "Patio Lanterns" (Atlantic) 52/20 (42/11).

Adds including WBCN, WGPM, KAZY, KGB, KOWE, WKLC, WDHA, WAAF, WTUE, KZEL, WBLM, Heavy 4: 0107, CHEZ,

KKNCN, KSP, Medium-44 including O-HOM, KZEW, KSR, WSHE, WLUP, KBCO, WPYX, WHCN, WGMF Moves 59-49.

JEAN BEAUVOIR "Feel The Heat" (Columbia) 61-8 (55/25).

Adds WHLY, WGAX, WFYW, WGAO, KFKE, KZEL, KOMP, KSCV, Heavy 4 including 91X, WCPZ, KSPN, Medium 31 including WBAB, WKEW, WGRK, WLVO, KROO, KGB, KROR, KISW, WAAF. Moves 59-53.

FIXX "Built For The Future" (MCA) 61/4 (56/5) Adds, WILP, WOUR, KMBY, KROUL Heavy 18 including KZEW, KBCO, 91X, KFOG, KROR, WHCN, WEZX. WLAV, KILO. Medium 38 including WDVE, OC101, KYYS, KGON, KGB, KOME, KLBJ, KNON, WAPL. Moves 43-38.

GLASS TIGER "Don't Forget Me (When I'm Gone)" (Manhattan) 55/24 (32/6)
Adds including WBAB, WHEW, KGB, WEZY, KNCN, WTUE, KMOD, KDJK, KMBY, KFWD, Heavy 6, KORS, KOME, CHEZ,
WALD, WHIMD, KROU, Medium 26 including KSRR, KSHE, WDGH, KOCC, WOOQ, WHEB, WRCD, KGGO, WRUP. Debuts at

GENESIS "In Too Deep" (Atlantic) 52/3 (52/5)

IGENESIS "In 100 UBBP" (AHBRIUG) 26/3 (34/3) Adds WCRG, KDXI, WZZO HEAVY 20 including WOVE, DC101, KZEW, WLVO, KBCO, KFOG, KROR, WHCN, WEZX. Medium 30 including WNEW, WKLS, WNOR, WRIF, KLOS, KINK, WPYX, WZZO, WIMZ, WDIZ. Mowes 42-41. JOHN CAFFERTY & BEAVER BROWN... "Yolce Of America's Sons" (Scotti Bros./CBS) 52/1 (55/6) Adds. KGON. Heavy 12 including WHJY, WRIF. KOME, WOMF, KGGO, WZZO. Medium 33 including KSRR, WSHE, KLOS,

KUPD, KZAP, KGB, WREB, WAPF, KNCN, Moves 51-30.

BEAT FARMERS "Rilverside" (MCA/Curb) 4/46 (39/4)

Adds: WREB, WBRU, WOUR, KOMP, WCXT, KRQU, Heavy 4: 91X. KGB, KPOI, KTCL, Medium 29 Including WXRT, KYYS,

WOFM, KBOC, KMET, KROD, KUPD, KOME, KKBY, WEZX, Debuis all #59.

WJB JACKSON "Home Town" (AEM) 397, (36/11)

Adds CHOM. WHJY, KZEL KZOQ, KOZZ Heavy 11 including WXRT, KBCO, 91x, WHFS, WLIR, WPLR, WIOQ, KSTM.

Medium 21 including WXRK, KZEW, WLOV, WGPM, WPYX, WFDM, WARF, WLAY, KMBY, Moves 57-54.

STEVE WINWOOD "Split Decision" (Island) 36/35 (0/0)

Adds including WCRG, WILC, DOUB, WAPE, WROK, WFBD, KEZO, WIDT, KICT, KWHL. Heavy 9. DC101, WLVO, KFOG, KROR, WHCN, WEZX, WAOX, KILO, KTYD. Medium 26 including WIYY, WNEW, KYYS, KGON, WPYX, KLBJ, WDIZ, Debuts at #55.

NEW & ACTIVE

ISLE OF MAN "Am I Forgiven" (Pasha/CBS) 47/9 (39/10) Adds: KROR, KOME, WHIF, KNCN, WDIZ, KRIX, KTCL, KTYD, KVRE. H

SMITHERENS "Blood & Roses" (Enigma) 40/5 (35/6)
SMITHERENS "Blood & Roses" (Enigma) 40/5 (35/6)
SMITHERENS "Blood & Roses" (Enigma) 40/5 (35/6)

WHEB WOULK WITE, KUJA:
QUIET RIOT "The Wild And The Young" (Pasha/CBS) 37/37 (0.0)
Adds Including WBAB, WKEW, WXRK, KMET, WHEB, WOUR, KNCN, WIMZ, WROK, Heavy 1: KRIX, Medium 16 including
WHU, WRIF, KSHE, KUPP, KGB, KOME, KISS, WAPI.

ROB JUNGKLAS "Memphis Thing" (Manhattan) 37/9 (29/13) Adds: KZEW, KAZY, KGB, KRQR, WHES, KNCN, WONE, WTUE, KZOQ, Po

HFS, KNCN, WONE, WTUE, KZOQ. Powers 2 WLVQ, KBCO, KLBJ, WQMF, WRUF, KOZZ ers 2. Heavy 4: WLUP, WQFM, WKQQ, KRIX.

QUEEN "A Kind Of Magle" (Capitol) 37.2 (35.2)
Adds. WHU, KGB, Powers 1. Heavy 6: KAZY, WONE, WITUE, WHMD, WCPZ, KRQU. Medjum 27 including WNEW, WKLS,
KSRR, WNDR, WLVQ, KZAP, WEZ, WAAF. ALVIN LEE "Detroit Diese!" (21/Atco) 33/33 (0/0)
Adds including WBAB, XZEW, WHEB, KLBJ, KISS, WROK, WAA, KEZO, WRKI. Heavy 3: WNEW, WYSP, WSKS, Medium 21
including WIYD, DCC10, WIRE KORS KURD, WHON WEZY, KNON, WDIZ

BRUCE COCKBURN "Call It Democracy" (Gold Mountain/MCA) 31/1 (31/3)
Adds: KFMC. Powers 2. Heavy 6. WBCN, WHFS, WIZN, KRIK, KTCL, KVRE. Medium 19 including KZEW, KBCO, 91X, KLBJ,

ANDY TAYLOR "Take it Easy" (Atlantic) 30.7 (23.2)

ANDY TAYLOR "Take it Easy" (Atlantic) 30.7 (23.2)

Adds: WNEW, WXRIK, KORS, KBPI, WDHA, WCCC, WKCQ, Dowers 4. Heavy 7 including KSRR, WLIR, WSKS, KRIX, WCFZ,
KROU, Medium 19 including WARE, WSHE, KROV, WARE, WKDF, WWCT, WZN, WBLM.

CINDERELLA "Shake Me" (Mercury/PolyGram) 25.2 (24.6)

CINDERELLA "Shake Me" (Mercury/PolyGram) 25.2 (24.6)

ROD STEWART "Red Hot in Black" (WB) 25/8 (19/19)

2: KPOL WBLM, Medium 23 including DC101 WKLS WOEM KMET KEOG WPYX WHON WROK WEBO

DOKKEN "It's Not Love" (Elektra) 25/6 (19/8)

EMERSON, LAKE & POWELL "The Score" (Polydor/PolyGram) 25/1 (25/3)

Adds: WOHA Powers 1, Heavy 9, WOVE, KZEW, KFOG, KROR, WEZX, WAOX, WFYV, WLAV, KWHL. Medium 14 including

Powers 1. Heavy 9: WDVE, WPYX, WDIZ, KISS, WRQ

VAN HALEN "Summer Nights" (WB) 24/16. (8/3)
Adds including WIMMR, KGB, KOME, WARF, WOMF, KISS, KOMP, WRKI, KTYD. Heavy 12 including WLVO, KMET, KILO.

Medium 8 including KTXQ, WNOR, WPYX, KTAL.

ROD STEWART "A Night Like This" [WB] 24/7 (17/17)

ROD STEWART "A Night Like This" [WB] 24/7 (17/17)

WHEN WOUR, WKQQ, KSTM, WWWV. Heavy 5 including WFYV, KPQI, KTYD. Medium 17 including

MR. MISTER "Black/White" (RCA) 24/3 (22/3)
Adds: KMBY KEMO, KSPN, Heavy 2: KZEL, KRIX Medium 14 including KZAP, KGB, KOME, WCMF, WLAV, WWCT, WRKI,

STEVE WINWOOD "Take It As It Comes" (Island) 23/22 (0/0)

WFYV, KATT. Powers 2. Heavy 6 including KZEW, KFOG, KRQR, WLAV, WIOT, WWWV, KWHL. WHCN, Medium 16 including WKLS, KTXU, Wux, Wer, 1997,

Adds MEZX, KOZZ, Heavy Z, KRIX, KROU, Medium 9 Including KORS, KLOS, KNON, KLAQ, KTYD.

STEVE WINWOOD "Freedom Overspill" (Island) 21/21 (0/0)

Adds including WFBO, KATT, KEZO, KICT, KRKE, KKDJ, KZEP, WKLT, KSQY, Powers 1. Heavy 5: KZEW, KLOL, KFOG.
WOBK, KSPN. Medium 15 including DC101; WKLS, WLUP, WPTY, WIOQ, WHTF, WROK.

BEACH BOYS "Rock & Roll To The Rescue" (Capitol) 21/3 (18/7)

Adds: WCCC, WXKE, WCXT, Heavy 2: KAZY, WONE, Medium 15 Including WSHE, WNOR, WTUE, KZEL, KZOK, KLPX,

ADRENALIN "Road Of The Gypsy" (MCA) 21/3 (19/7)

Adds WTPA, KFMO, WZZO, Heavy S, WLLZ, KQRS, KRIX, Medium 7 including whiti, nime.

CROWDED HOUSE: "World Where You Live" (Capitol) 20/2 (19/3)

CROWDED HOUSE: "World Where You Live" (Capitol) 20/2 (19/3) 7 including WRIF, KMET, WCMF, KLAQ, WXLP, WWCK

Adds. K.O.L. WHEE Heavy 1: WBCN. Medium 12 including three, through the control of the MIKE & THE MECHANICS: "Taken In" (Atlantic) 18/4 (18/7)

MIKE & THE MECHANICS: "Taken In" (Atlantic) 18/4 (18/7)

MIKE & THE MECHANICS "Taken In" (Atlantic) 18/4 (18/7)

MIKE & THE MECHANICS "Taken In" (Atlantic) 18/4 (18/7)

"KRKE, WWWV, WZEW, KOPN.

CHEAP TRICK "Mighty Wings" (Columbia) 17/2 (15/13)

STATE OF TRICK "May No Martium 15 including WSHE, WLLZ, KUPD, KROR, WDHA, KNON, KILO.

CHRIS DeBURGH "Fire On The Water" (A&M) 17/1 (15/7)
Adds: KZOQ. Powers 1, Heavy 2: CHOM. KROU. Medium 13 including KAZY, KBCO, WDHA. WIOQ, WONE, WTUE. K97.

BIG AUDIO DYNAMITE "E = MC2" (Columbia) 16/1 (16/6)

CHRIS THOMPSON "Love And Loneliness" (Atlantic) 15/7 (8/8)
Adds: WXRK, KROR, WHFS, KPOI, KROU, KOZZ, KVRE. Heavy 0. Medium 9 including KZAP, KOME, KSJO, WMRY, KLPX,

WRUF, KZOO.

RDD STEWART "Another Hearlache" (WB) 15/4 (13/13)

Artris, WPOH, KZEL, WWWV, WRUF, Heavy 4 Including WZZO, WCCC, WFYV. Medium 10 including KTXO, KGON, CHEZ, Adds: WPDH, KZEL, WWWV, WRUF. Heavy 4 Inclu WYSP, KLBJ, WDIZ, WXRC.

AOR ALBUMS

MOST ADDED

KIM MITCHELL (21) Shakin' Like A Human Being (Atlantic)

JOHN C. MELLENCAMP (20)

Scarecrow (Riva/PolyGram)
M00ELS (12) Out Of Mind Out Of Sight (Geffen) ZZ TOP (12) Afterburner (WB) CALL (11)

Reconciled (Elektra)

HOTTEST GENESIS (57) Invisible Touch (Atlantic) STEVE WINWOOD (54)

Back In The High Life (Island/WB)
FIXX (50)
Walkabout (MCA) PETER GABRIEL (48)

So (Getten) EMERSON, LAKE & POWELL (38) VAN HALEN (38) 5150 (WB)

NEW & ACTIVE

Continued from Page 69

OWIGHT TWILLEY "Wild Dogs" (Private I/CBS) 18/2 (16/1).

Adds: WHMD, KRIX: Heavy 2: KDJK, KRQU. Medium 13 including KUPD, WCCC, KATT, WMRY, KMOD, KFMG, KKCY,

KLPX.
BIG AUDIO DYNAMITE "This is Big Audio Dynamite" (Columbia) 17/1 (17/6)
BIG AUDIO DYNAMITE "This is Big Audio Dynamite" (Columbia) 17/1 (17/6)

Adds. WWW. Heavy 3: KROC, WLIR, KTCL. Medium 7: WMAR, KBCO, WEZX, KLAQ, WSKS, WMRY, KLPX.
CHRIS THOMPSON "The High Cost OI Living" (Altanlic) 16/8 (8/8)
anner WARK, KBCO, KROR, WHSS, KPOI, KROU, KOZZ, KVIE. Heavy 0. Medium 9 including KOME, KSJO, WMRY, KLPX,

JIMMY BUFFET "FlorIdays" (MCA) 16/2 (14/4)
Adds: KBCO, KVRE, Powers 1. Heavy 5: KINK, WZEW, KESI, KKGR, KGRO, Medium 9 including KTCZ, WTKX, WONE,

RUNNING SCARED "Soundtrack" (MCA) 15/2 (14/1)
Adds: KBPI, WHMD. Powers 2. Heavy 8: KAZY, KINK, WONE, WTUE, WWCT, KESI, WCPZ, KKGR. Medium 6 including

RUN D.M.C. "Raising Heli" (Profile) 15/1 (16/6)
Adds: KPOL Powers 1, Heavy 3: KROQ, WPLR WSKS, Medi

Adds: KPOI, Powers 1. Heavy 3: KROQ, WPLR, WSKS, Medium 8: KSRR, WXRT, 91x, CHEZ, WIZN, WHMD, KTCL, KCGL BLOW MONKEYS "Animal Magic" (RCA) 15:0 (14/1)
Powers 3: Heavy 8: CHOM, KTCZ, KROQ, WHFS, WLIR, WMFY, KKCY, WHMD, Medium 6: KSRR, 91X, WDHA, KTCL, KCGL, KVRE.

CHART CLIMBERS - Charted tracks that are building in airplay but have yet to become Breakers. Numbers indicate total reports/adds; e.g., 80/40 means 80 total reports and 40 adds. (Figures in parentheses are last week's data.)

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers Indicate total reports/adds; e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data)

REGIONAL AOR ACTIVITY

CHEZ-FM/Ottowe (613)663-1919 PD: STRVE COLNILL HD: GREG TORRESSOR

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COLORIDA

(215) 867-8100

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PLAYLISTS - An artist's name is listed once per playlist in the highest rotation that any of an album's tracks are reported. For example, if tracks from the same album are reported in both heavy and medium, the artist will appear in heavy. Records being played in power are included in a station's heavy rota-

For all stations, light rotation is condensed to include only those records added to the rotation this week. For P-2 and P-3 stations. medium rotation is condensed in the same manner.

Symbols:

'A' - Record is newly reported or additional tracks have been added.

(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 "frozen" list indicates that a current report was not received. and last week's rotations are 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 par-

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E SUSTYMMICS
POISON
HICHMEL DES BARRES
PETES CASE
B SALLS

DC101/Weshington

WBAB/Long Islam (516)687-1023 PD: BOB BUCIBIANI HD: BALPH TORTORA

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PARALLEL ONE

(301)689-0098 PD: TON EVAMS

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(617)266-1111 PD: OEDIPUS ASST. PD: BOB

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(614)835-2425 PD: ROB BRAIDE ND: BEROIT DUPY WHLTY Providence (401)438-4110 PD: DAVE LEE AUSTIN ASST. PD: GLESS STEMART

Noovy GENESIS PETER GARRIEL VAN HALLEN JOURNEY JO SPECIAL ELP HOOD SECT HOODY BLUES PLYS

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WXRK/New York (212) 750-6400 PD. PAT EVANS HD. HARK DEDEA

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(518)785-8061 PD: AMDI TURCO HD: BOR WELCH ELP HOMARD JOHES Hedium AC/DC JACKSON BROWNE 18 SPECIAL PIKK 38 SPECIAL
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LARVIER (301)263-1430 PD: DAVID EINSTE HD: BOS SHOWACKE Mnevy PETER GARRIEL LOU MEED JOE JACKSON BOOGRAF JOHN ANNATHADE BRUCE COCKBONS JAME SINGRAY LANGES AMBRENO LCHROUSE

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WDHA/Dover, NJ (201)828-1066 VP/CH: BOB LINDER PD: HIER BOYLE

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> WADYIR (413)625-4141

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WZZO/Allentown (215)884-0511 PD: GERE ROHARD HD: RICK STRAUSS Smary GENESIS (H)

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(214)748-8888 PD: NOS HARRITT ABST. PD: CINDY SAILES

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WYNF/Tempe (813)228-8090

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TWO (512)474-6543 PD: CLARE RYAN NO: JEPF CARROL

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KNCN/Corpus Christi (512)289-1000 PD: BOB PASIO ASST. PD: BOBEIS STACEY

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REGIONAL AOR ACTIVITY

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(312)440-5270

PD: GREG SOLE MD: BILL EVANS

WLVQ/Columbus, OH (614)224-1271 PD: PAT STILL HD: LEE RANDALL

CONTRACT OF STATE OF

KYYS/Kansas City (816)561-9102 PD: SCOTT JAMESON HD: SKID HOADIE

SOUTH (Continued)

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MISSIMG PERSONS
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WDIZ/Orlando (305)645-1802 PD: RAD HESSICH Heary
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WIMZ-FM/Kno (615)525-6000 PD: KERRY LAMBERT MD: MIKE CAPPS

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PETER GABBIEL
ROD STEWART
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WKQQ/Lexington PDI DAVE KRUSE

HOST FALLS

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KMJX/Little Rock (501)470-0088 PD: TON MOOD MD: DAVID ALLEN ROSS

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(904)438-7543 PD: HARK DAGMELL HD: J.D. STONE

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WQMF/Louisville (502) 589-4400 PD: DUKE HEYER

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WRXL/Richmond (804)282-9731 PD1 DAVID GROSSHAN MD1 PAUL SHUGRUE

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Heavy
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KISS/San Antonio

(512)223-6211
PD: TRIP RESB
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WOOJ/Ft. Myers (813)275-9665 PD: PAT DEISCH HD: CHARLIE KEEN

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(504)345-1070 PD: NOW CHATMAN MD: KLIFF KANUNA

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PETTE CAMPILLA.

KFMX-FM/Lubbock (806)747-1224 PD: GARY WINTER MD: BILL BATEMAN Heavy PETER GABRIEL GENESIS (M) VAN HALEN PETER SULFINI
PE

W2FW/Mobile (205)432-0102 PD: CATT STONE Heavy BUTHLESS PEOPLE ELP TOP GUN GEMESIS (H) JOURSEY TABULOUS T-BIRDS 36 SPECIAL JIMPY BUFFEL (H) BOO STEMAT (L) EURYTPHICS Hedium

KRIX/McAllen (512)350-9999 PD: ACE PALADI

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KESI/San Antonio (512)337-4550 PD: LEE ROY HANSEN ASST PD: JIM MORIN

KZEP/San Antonio (512) 223-6211 PD: DANIEL COOK HD: DICK SHEETS

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NAME OF THE PARTY KTAL/Shreveport (318)425-2422 PD: TON HICHAELS HD: BRIAN HILLER NO. BELAN MILLER (M) HOOPY SULES DAVID LEE ROTH AC/OC AC/OC

GORDON LIGHTFOO ICTHOUSE JACKSON RECHOES ROARING BOYS JIMPS BUFFET JOE COCKER JOSE COCKER LOU REED HOODY BLUES PET 880P BOYS PET 880P BOYS STEVE MINHOOD VIKTIM

WRIF/Detroit (313)827-9505 PD: MICHAEL MAYER ASST. PD: JOE URBIES

PO- HICKME MAYER

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KQRS/Minneapolis (612)545-5601 PD: DAVE HAMILTON HD: WALLY WALKER

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WQFMIMilwaukee (414)276-2040 PD: JERRY GAVIN HD: DANA BROWN

WCKG/Chicago (312)781-7300 PD: DOW DAVIS HD: TOW DANIELS * COURTS
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MD. TOW DOWERS

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EUPTH WXRT/Chicago (312)777-1700 PD: NORM NINER MD: LIN BREIMER

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D/WT KSHE/St. Louis (314)842-1111 OM: RICK BALIS ASST. PD: AL HOPE

(216)535-7831 PD: MARD HOLMES CONTROL OF TO COLUMN TO CO TO SMAD NOLKES

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WAPL/Appletor Green Bay (414)734-9226 PD: BRIAN TAYLOR

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WRQK/Canton (216)492-5630 PD: DAN BELFORD HD: GREG HORRISO

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STEVE MINHOOD (M)
GENESIS (M)
ELP (M)

WSKS/Cincinnat (513)868-3696 PD: HARTY BENDER

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WXLP/Davenport (319)326-2541 OM/PD: TERRY BUGAN HD: GARY JAHES Meavy PETER CETERA TOP GUN ELP GENESIS (H) GTHSS TIGER COBRA COBRA SPETER GABBIEL 38 SPECIAL (H) Hedium STARSHIP Light

WTUE/Dayton (513)224-1501 PD: TOM CARROLL HD: JOHN BEAULIEL HEAD JOIN BEAULIEU
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STEVE MINHOOD
BAUCE HOMESEY & (H)
HOODY BLUES (H)
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ROY BUCHMANN
STYLE COUNCIL

WIOT/Toledo (419)248-3377 PDI ANN KELLY HDI RICK VAN GIL

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KATT-FM/Oklehoma Chy (405)848-0100 PD: PAT MELSH HD: SCOTT DOUGLAS

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agom. (615)265-6181 OP. DIR.: LARRY HOT PD: JACK EMERSON

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WIBA-FM/Madison (608)274-5450 PD: JACK HITCHELL

WWCK-FM/Filnt (313)744-1570 PD: HARK HILLER ASST. PD: LECIA HACRYS

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WXKE/Ft. Wayne (219)484-0580 PD: RICK WZST ND: HAL BRANDT

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WLAV-FM/Grand Rapids (616)456-5461

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WFBQ/Indianapolis (317)257-7565

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CALL THE KEZO/Omaha (402)592-5300 PD: BRICE HEGREE MD: JOE BLOOD

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Light WMRY/St. Louis (618) 397-2002 PD: MARK KLOSE ND: TED HARECK Heavy
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WWCT/Peoria (309)674-2000 PD: JEFF HURPHY HD: PHIL HANICKI

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(918)664-2810 PD: CHARLIE WEST HD: JIM JONES

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KICT/Wichita (316)722-5600 PD: RON ERIC TAYLOR HD: PHIL THOMPSON Heavy
STEVE MINHOOD (M)
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(218) 728-6421
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(314)874-3000 PD: BRYAN JEFFRIES HD: CRAIG STEVENS

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WKLT/Kalkaska (616)258-2800 GM: CRUCK POET ASST. PD: TERRI RAY Meavy FIXX (M) STEVE WINMOOD (M) TOT GUN ELP (M) NUTHLESS PEOPLE (M) JOUGHTY OUTFIELD FOO STEWART (M) ICEMOUSE JOHN COUCAP MEL. Light

KFMQ/Lincoln (402)476-8565 PD: TOH BARKER HD: BOB ALLEN PDI IONA

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WZZQ/Terre Haute (812)232-5034 PD: DON RIVERS HD: DAN HICHAELS

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KSQY/Rapid City (605)578-3533 PD: JACK DANIELS HD: JEFF HICHARLS

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REGIONAL AOR ACTIVITY

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(419)825-1010 WCXT/Muskagon Hart, MB (616)673-7129 PD+ MARK AUTHORY RD+ YOR WILLION

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KISW/Seattle (206)286-7825 ASST HOS. SPETILIPE HD. STEVE SLATON THE STATUS STATU

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KLOSAcs Angeles (213)667-7250 PO: TIN KELLY ABST. PO: KURT RELLY

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KSJO/Sen Jose (408)288-6408 On: DAMA JAMS HD: KEE APTROOP Body Comman is informed to the comman is informed to the comman info

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KMET/Los Angel (213)464-5638 PD: LARRY SRUCE HD: JUSY RESUTT-PRISONAL KZAP/Secremo (916)925-3700

(016)022-3700
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(506)266-8811 PD: TOM JOJUMALL MD: HICHMEL DAVID

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KPOMitonolulu (808)524-7100 PD: BILL HINS HD: ANDY PREST

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A DAVID LEE NOTE

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PD: RICH BERLIF HD: PATTY HARTIS

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KEZE/Spokane (500)448-1000 OH: JOSAN CURNINGS ARRY PD: BASIN HICHARLS (307)286-1400 PO: PRED LESSE

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TR KOMP/Les Veges (702)878-1480 PD: B16 MMRTY ABST. PD: TODO POR

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E KLPX/Tuccon (602)822-6711 PD: ARIH HICHARLE HD: HARGIE NYE

Bhovy causes are consistent in the consistent in KRSP-FM/Selt Lake City (801)282-6541

> KKD-WFreend (200)226-5001 PD: ART PASKAS HD: JEPP RIBBEL

KKCY/Sen Francisc (415) 474-0100 CO-PD: EATE SAYES CO-PD: TON YAYES

KZOK/Seettle

KKQRIAnchorage (907)278-4631 PO: JOHN SORENTS IND: 209 YOURS

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KSPN/Aspen (303)820-1912 PD: PRAIK BILL (SOSPECA ... TANDER DELIZABLE POPULAR DELIZABLE • ISLE OF PASS
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KTYD/Senta Berts (806)867-4511 PD: RICK WILLIAMS PP. BICK WILLIA
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KZOQ/Mesoul (408)728-5000 PD: YESW ASSO

KWHL/Anchorage (907) 244-0622 (N) CARTER B. BRA HD: KEVIS VARGAS TO SERVIS VANDOMINES CONTROL OF THE SERVIS S

KOLA/Riverside Sen Bernerdino (714)825-8652 PD: AL MARKETY PO: AL DALBON TO THE PORT OF T

160 Reporters **147 Current Playlists**

Eight stations failed to report. Their rotations were frozen.

CFNY/Toronto KQDS/Duluth KZOK/Seattle Q107/Toronto WDVE/Pittsburgh WEBN/Cincinnati WSHE/Mlam! WXRC/Charlotte-Hickory

Four stations reported a frozen list. WGIR/Manchester **WWTR/Ocean City** WYNF/Tampa

One station did not report for a second consecutive w Its playlist was not included in this week's data. CFOX/Vancouver

WEST

PARALLEL ONE

MODIFIEM-WATER TO THE ACT PER LAND THE LAND THE

KBPVDenver (303)836-2313 PD: TON HUNTER RD: LYME WELLS KROR/Son Franci (415)765-4045 PD: CHRIS HILLER HD: JOHN HORAE

THE COMMITTEE OF THE CO PO: CREAT PROCESS
PO: CREAT PR

BOOVY
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STEVE WIRMOOD
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BLO COUNTRY TO COUNTED BEAUTY OF COCUMENTS BED PROOF SALES BOOK SHOOLS BOOK SHO

KROQ A.os Angele (818)678-0830 PD: RECK CARROLL NO: LARRY OROVES

BAND OF THE PARTY (303)444-5600 PD: JOHN BRADLEY HD: DONG CLIPTON BROWY GENERAL TO CARRIED TO CARRI

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91 X/Sen Diego (618)291-6191 PD: HSD HSX ASST PD: OS

PROFITED THE PROFI BANK PALEDON
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KUPD/Phoenix (602)638-3082 VP/PROG: THE GLADE ASST. PD. CUSTESS JOHNSON

Manager Joseph Common C KGB/Sen Diego (619)292-1300 FO: TED EDMARDS NO: PAR EDMARDS PO) TO EMANGE (P) TO EMANGE (P ENTY CRE COMMERCIAL CAS ED BALARIST CAS ED BALARIST CAS

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PD: FRAME JAXON NO: JESSIE BRICE IND. TREATE CHICK
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KILO/Colorado Springs (303)634-4896 ON: SICH MORE HD: ALAH WRITE

KDJK/Modeste-Stockton (209)069-2594 PD- JERRY LOSDOOM ND+ NUKE DAVIS Mosey GENERIS (M) PETER GABRIEL (M) ICHROUSE VAN MALEN (M) ***CHETHOOD SUITE VAMINALDS (N)
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KTCL/Ft. Colline (303)571-1232 PO: JOHN MATER

KRQU/Laramie-Cheyenne (307)745-7396 PD: JOHN BONGADO

(607) 746 - 20 mg 1, 10 mg 1,

PD: RANDY NOSE NO: JOSE PLONES

PRIVATE AND MEDICAL PRIVAT TO-PD. TON YATES
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KZOK/Banettie
(205)291-5800

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.74/R&R FRIDAY, JULY 4, 1986

CHR PARALLEL ONE PLAYLISTS

EAST

BTO4 WBSB Baltimore WBSB

PD:Steve Kingston MD: Amy Kronthal

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HOT HITS more PD: Ralph Wimmer

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SS982 Buffalo All Hit WKSE-FM

PD: Scott Robbins MD: Dave Gillen

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Philadelphia PD: Scott Walker MD: Glenn Kalina WCAU-FM

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New York
PD: Scott Shannon

MD: Frankie Blue

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MD: Chris Knight

JO3 ₩PhD Buffalo

Ops Dir: John Hager MD: Mindy Michaels

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PD: Mark St. John MD: Gene Baxter

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WXKS-FM Kiss

1 0 8 F M PD: Sunny Joe White Boston

MD: Susan O'Connell

PD: Bob Beauchamp

MD: Guy Brouillard

SASE/Is It A Criss? BASE/Is It A Criss? BASEY MANILOW/I'm Your Man

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JOHNS IN STRONG SAN I May To
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Toronto VP/Programming: Sandy Sanderson

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[]⊙⊘GFM Long Island

PD: Bill Terry MD: Ruth Tolson

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MOI: P.J. FOXX

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Washington D.C. B94 Pittsburgh PD: Randy Lane MD: Paul Fuller MD. Paul Fuller | Interest of the Content of the C

MD: Lord Campboel

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25 LAMAT /The Edge Of Heaven JEFFREY ORDINAL/YOU BROUGH BY Hine NLYMATE/Man Blas Lave

PD: Nick Bazoo MD: Lori Campbell

ROCK 102

WBEN-FM/Buffalo PD: Hank Nevins MD: Roger Christian

MD. Rooger Christian

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SOUTH

97.1 KECL Dallas

PD: Randy Brown MD: Joe Folger

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POWER KRBE-FM Houston

PD: Paul Christy

P.D. Paul Christy

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7-93 Atlanta

PD: John Young MD: Chris Thomas

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MD: Greg Rolling

MD. Greg Rolling

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WGUE New Orleans

93FM PD: Kevin McCarthy

STATE PD: Keen McCarthy

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Orleans

PD: Sonny Fox Assist. PD/MD: Frank Amadeo

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Miami WINZ-FM PD: Gabe Bantiste Asst. PD/MD: Mark Shands

(94-Q)

Atlanta

PD: Jim Morrison MD: Jeff McCartney

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Norfolk

MD: Mary Ann Rayment

36. 27. 20 GTS Office The Heart Swiss

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JOHN COUGAR/Bunhlesset AC/DC/Mto Hedy Into

New Orleans

PD: Mike Costello MD: Wayne Watkins

CIOS Tampa

Ops Mgr. Mason Dixon MD: Bobby Rich

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Detroit power 96 fm

PD: Gary Berkowitz Assist, PD: Michael Waite

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Ops Mgr. Jim Fox Cincinnati MD: Dave Allen

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-<u>LIXGT</u>--

PD: Adam Cook Columbus

TIMES BOCIAL C.US/Pamers SDMHE TYLER/Leving You's A Darty David LEE SOTH/Febres Tabe Monducesthes May Team Tabe I

DANSMARATATVENUE

Minneapolis

PD: Dave Anthony Asst. PD/MD: Don Michaels

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Kansas City Koussas Cities Hit Radio

Acting PD: Greg "Kid" Cassidy

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WKTI Milwaukee

PD: Tim Fox MD: Denise Lauren

HERE & THE MECHANITHE DAN'S MOVE TO

ELEM-IFINE

PD: Buddy Scott

Chicago

Detroit

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106.5 **KWK**

St. Louis MD: Kim Pool

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Ops Mgr. Chuck Morgan MD: Marcie Guckian

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ACCURATE / Succession Page 1 Sept Page 1 Sept Page 1 Sept Page 1 Sept 1

Norfolk
PD: Al Brock
MD: Doc Michaels

JOHN EDOIECTORE MATER PROMETRY Test was Then Task I

PD: John Lander Asst. PD: Ron Parker

CHR PARALLEL ONE PLAYLISTS

Asst. PD/MD: Gregg Swedberg

THE AT HIT MUSIC STATION

PD: Steve Perun Kansas City

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MICHAEL MCGCMALD/Seast Fraction SILLY JOEL/Meers woman WAN HALDH/Dreams

MD: Karen Barber

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MD: Kot Loo

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KWSS 94.5 PM

PD: Dave Van Stone San Jose MD: Robin Silva

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SCHLISTING THE STATE AND S

Seattle
PD: Ric Hansen
MD: Sandy Louis

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KZZP104.7FM
THE NUMBER 1 HT MUSIC STATION Phoenix
PD: Guy Zapoleon
MD: Steve Goddard

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MAGIC TOTAL

PD: Jon Barry KMJK MD: Steve Naganuma Portland

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Chicago WYTZ PD: Jan Jeffnes MD: Brian Kelly

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Chicago Ops. Mgn: John AM 89 4 Gehron

Asst PD/MD: Chuck Crane

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101.5 FM

Seattle PD: Casey Keating

KS 108FM HOT HITS!

VP/Ops: Dave Parks San Diego

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KUBE 93FM PD: Bob Case MD: Wendy Christopher

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Ops Mgr. Bob Call MD: Gloria Perez

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Denver

PD: Mark Bolke Ops. Dir: Doug Erickson

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Los Angeles 102.7

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Ops Mgr. John Driscoll
MD: Todd Cavanah

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PD: Tom Chase MD: Jeff Hunter

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BARARARAR
ARDY TATLOR
JEBURASE STEAR
BOttoni
BILLY OCENT 3-1
BERRY 2-2
BURLY RED 4-3
JASET JACKEDON 7-6
PETER GARREL 10-7

PUTURE GARNIEL 10-7
WARPL Jacksonvillo, PL
Kandy Khaten
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GAVIN CONISTOPHER JESSALIE BYEMART Notice: JETS 8-1 808 SMCHR 9-6 PETER GARRIEL 15-10 JAMES JACKHON 22-15 PETER CHYMRA 25-19 WOKIKnooville. TN Herperfileech

Perpendicular CLPB LEVEL 42 LE

LOWING & ANDERSON MOMERSE TIBER SOCIAL CLUB REGISES BOILEAU OCEAN 1-1 GENERIS 7-2 JAMEN JACKSON 9-3 PHYSE GARKIEL 8-7 BIMELY NED 13-0

WXLK/Reeneke, VA Brown/O'Shee

BOUNDAY SHEE SELIHOA CABLISLE JERMALIFE JACKNOS HANKY JARK CIELD HIKE 6 THE HECKAM BEGINA DOUBLE BOXLOA 12 DEDARGE 3-1 GREESIS 5-3 KENDY LODGISS 8-6 PARMELOS TRUNDERS PARMELO

KTUX/Shrovopert, LA Secol/Weber

SociWeber
GLASS TIGGE
DOUBLE TYLER
MANNI BARRY MANILOM (&p)
HUT SECOL
MOUNTERS
DOM HARTHAM (&p)
NOT COCK 10
TAKEY JACKHOM 1-1
KURNY LOGGIMS 5-3
PATER CARE 18. 7-4
CHEMIS 8 8-5
PATER CARE AL 1-0

Jeosphylothwey
CHAMA EMMA STRAMBHIP
BARMAHAMANA
BOOLEGE:
BILLY CCHAM 1-1
GENERIS 7-2
PETER GARRIEL 8-5
REMBRY LOGISHS 10-6
PETER CHTEMA 18-13

PARALLEL

Dom Yests
JOHN HODIE
[CHROUSE
JEFFERY OSSOMEE
BOTLOG:
GREENIS 1-1
PRITES CHROM 1-2
KENNY LOSSING 12-3
PRITES GRADIEL 11-5
JAMEY JACKSON 15-10

THREE

Femijenee
DAYID LEE ROTE (dg)
THERE SOCIAL CLESS
JEFFERY OSSONSE
BANARRANDAA
BOCTOC TO SOCIAL
JAMET JACKEUM 1-1
EL HERMEY LOGE 4-2
FRIENCY LOGG 180 11-5
PRIENC CEPTERA 17-10

WLRE/Louisville, KY Knight/Lyons

KANGMULyens

GAVIS CURISTOPHER
THEKE SOCIAL CLASS
REGILES
(dp)
MONTHS
EL DERANGE 3-1
EL DERANGE 3-1
PETER GREEN EL 4-3
PETER GR

FN/100/Momphie, TN John/Conley SAMAMARAMA OUTFIELD MIKE & THE MECHAN Motteet: GENESIS 7-3 EL DEBANGE 5-5 KEMBY LOGGING 11-6 PETER GAMRIEL 16-11 PETER CHTENA 19-13

SEXUMBANI, PL SSS Tanner

mome Botteet's MCDOMAL 1-1 MailYHEY MODEROW 2-2 EL DEBANGE 5-5 ELBHFY LOGISHM 12-12 MADOMMA 29-29 WASE/Mobile, AL From/Sewyer

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WHITYMontgomery, AL Releigh/Collins Redespt-Colline
ANTH CHRIS PROPRISE
HIRE X YEM HIRCHAN
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JERNALES PRIMART
BOLLONI
EL DERANGS 3-2
GERBEIS 6-3
PETER CHRISTON
PRIMARE STREAMS 12-1
PETER CHRISTON
PRIMARE STREAMS 22-11

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KX106/Nashville, TR Cook/Herris CONTROVAL

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NOTICET:
PTIER GAMRIEL 3-1
REMNY LOUGING 6-2
PSTER CHEBNA 10-3
GREENIS 7-6
HADDEMA 14-7

COTTIBLO
HIAMI SOUSD HACHI
JESSALSHI JACKOS
SOLUTION
SOLUTION
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SOLUTION
JAMES JACKOS 4-3
KSSNY LOUGISS 9-7
PETER CHEEN 10-14

942/Releigh, NC Dellero/Hunter

DeBoro Wanter
CHARA RHAM
HIANI BOUMD WACHI
MELANI
DAVID LEE NOTH (dp)
BELLE
BROTE 10-1
GREENIS 10-6
PETER CRITERA 11-0
OTR 19-15
STEVE WIRMOOD 27-18

BJ166/Orlando, PL Thomas/Wright

ThomselWright
STWYNE ILISECON
THREE SOCIAL CLUB
LOBING A ANDERSHOS
CHARLA KRAM
HANTY JARRY GIRLS
HOUSERS
SOCIAL CLUB
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SOCIAL
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HOUSERS
JARRY INS 5-4
KENSY LOOGINS 5-7
PRINTS CRUBAN 17-10
HOD STWEARY 16-11 T186/Orlando, PL Gerry Cogle KISRFL Smith, AR Rick Hoyes GOTY COGNO
BERLIH
HART JAME GIRLS
SOLIHAN CARLIERE
PRINCE
JUNESLIK JACKSON
HOTOLOGY
PRINCE
JUNESLIK JACKSON
HOTOLOGY
PRINCE
REPRINCE
HAROUNE
AS-13
STYNE WINNOOD 33-20
DAVID LEE HOTM 36-30

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Tom Kothey

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MEMBERS (Ambuyen, LA
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RAMET MRITICHS
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JOHN COUGAR
HICHARL NCDOWNLD
TIMEN SOCIAL CLASS
MOTHOR'S FORTER DELIGION INC. CLOSE HOCK-OF FIRE 2-1 EL DEBANGE 5-3 JAMES JACKSON 14-7 ROD STREARY 16-10 PETER CUTERA 23-13

KWES/Odesso-Midland, TX John Clay John Clay
LOSING & ANDERSOS
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John Sevens
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BOURSANT (dp)

NOD DYMNAT' 18-7
WAADVBenbridge, GA
EMONTKOIN
LEVEL 43
CERNAT RAIS 01 ELB
JANKI 91 ELB
JANKI 91

WQID/Bliosi, MS Bob Lime HOUSE CHRISTOPHER (4p)
JOHN CODGAR (4p)
ROCKOT BLUES 13-6
ROCKOT BLUES 13-6
PSTER GABRIEL 21-14
RESERY LOCK 132-15
PARGLOUS TRUNCHERS 23-14

WCGQ/Columbus, GA Alen DuProlet WHAN! DAYE BOTH SYNABILE BOTH SYNABILE BESTION RESILES BOTHON RESILES BOTHON RESILES BOTHON B

NUMLIE RICHER (dp)
RICHER STORER (dp)
TOM COCKERAME & RE
BANANARANA
ROTE - 1
JAMET JACKBOS 6-3
RISHEY LOUSING 7-5
PETER GRAFIEL 8-6
PETER CETERA 16-9

Jeff Davie
STARMS IP
CHMAR REMM
RANY JAM'S GIBLS
HICHMAL DES BARDS
ROCCOOL;
EL DESAROS 3-1
JAMET JACS3-0
KESSY LOGGIES 7-4
PETER CEPTERA 12-5
GEMBS1 S 17-10

STATE WILLIAMS

FITWE WILLIAMS

LORING & ANDERSON

JERNALIST JOCKSON

ROUNCES

CLASS YJOCKSON

ROCKLES

FOLKSON

FOLKSON WGLF/Tullahosson. PL Rick Sprinkles

Right Sprindon
TIMER SOCIAL CLOB
CLASS TIGHT (4p)
CHARA RAMM
HIEF a THE HECHAM
PART JAHE GIFLS
BOLLIN
BOLLIN
BOLLOS 4-1
JANT JACKSOS 4-1
GHENNIS 11-7
PRYMEN CANDES EL. 14-7
PRYMEN CHESTA IL. 15-11

Bech/May

STYARRE IP

RIO COUNTY

BIO COUN

JERNAIDE STEMART BRUCE BONESSY TON COCREANT & RE A-MR SADE (dp) LSVEL 42 BOCLOST, GENESIS 5-1 VAN MALEN 6-6 PETER GABRIEL 8-5 GTB 9-7 BOS SEGER 12-9

Rendy "Animom" Turner JEFFREY OSSONEL ANDY TATLOR SYAMBLE GAVIS CHRISTOPHER HEALTH HOUSE HEALTH LOSSIES 13-4 PETER CITERA 16-10 HOUSE THE ANIMAL TO JOURNEY 3-28 SYEVE HIMMOOD 39-32

234 Reporters 223 Current Reports The following station repo a frozen playlist this wes WZOU/Boston WNNK/Harrisburgh WMJQ/Rochester The following stations falled to report this week, therefore

port this week, there sir playlists were from WAMX.Huntington KEZB/EI Paso 95X.Mismi KP95/Boles KQCR/Ceder Rapids KJ103/Oklahoma City KDVV/Topeka

Breatouts are records not included in the re-gional most added, but which have five or more adds in a region, and fewer than 50 stations

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playfist then readded. MOST ADDED MIDWEST BREAKOUTS

Glass Tiger Wham!

Jeffrey Osborne Mary Jane Girls Bananarama

CHR ADDS & HOTS

MOST ADDED WEST

Rananarama Glass Tiger

Chaka Khan

MIDWEST

PARALIFI TWO

WKDD/Akron, DH Participanticope
SANGLES (dp)
JOHN EDDIE (dp)
HAMMI (dp)
GLASS TIGER (dp)
BIOTEST:
GENESIS 1-1
VAN MALEN 2-2
PETER CETERA 5-1
PETER CETERA 5-1
PETER GENESIE 6-4
GAVIN CHRISTOPHER 8-6

MARY JANE GIRLS MICHAEL MCDONALD JOHN COUGAR JOHN COUGAR Bottest: GINTSIS 6-3 PETER GABRIEL 8-5 EL DEBARGE 12-8 JANET JACKSON 18-9 PETER CETERA 23-15 WGCUCleveland, OH LoCascio/Bumper

GENESIS 10-4 JANET JACKSON 16-9 KENNY LOGGINS 19-10.

Richarda/Foxx

BANANARAMA
MIAMI SOUND MACHI
MARY JANE GIRLS
DEVICE
JOURNEY
BLOW HONKEYS
HOLLER'S
GENESIS-1
JANES 15-1
JANES LOOGINS 16-9
ROD STEWARY 17-13
ROD STEWARY 17-13
ROD STEWARY 17-13
PETER CETTERA 22-15

KIIK/Davenport, IA Jim O'Hara

JOHN JEFFREY CEBDENE
GLASS TIGER
HORNEZS
LIHITED WARRANTY (dp)
GENESIS 4-1
SILLY JOEL 11-8
ROD STEMART 16-9
FRETER CETERA 18-11
RADONNA 22-16
RADONNA 22-16

MONREES TIFFANY REGINA HOSTEST: JANET JACKSON 3-2 RENNY LOGGINS 6-3 GENESIS 11-6 PETER CETERA 16-7 PETER GABRIKL 10-8

PET SHOP BOYS BLOW MONKEYS JEFFREY OSBORNE JOHN COUGAR JOHN COUGAR Hottest: EL DEBARGE 8-5 JAMET JACKSON 9-7 GENESIS 13-9 PETER CETERA 20-10 KENNY LOGGINS 15-11

HIRE & THE HECHAN (dp)

WMEE/Ft, Wayne, IN Tony Richards PET SHOP BOYS ANDY TAYLOR OUTFIELD HOTLEST: GENESIS 6-5 JANET JACKSON 7-6 PETER GARRIEL 8-7 PETER CETERA 10-8 KENNY LOGGINS 14-9

MEMOR LOGGINS 14-9
WGRDIGrand Rapids MI
ClenottOlde
MICHELLE GOULET
BEACH BOYS
RIMMANC (dp)
ROMAN RIMM (dp)
HOLTERS
BILLY OCTAN 1-1
GENERIS 9-2
FIER CARRIES 6-3
JERMANE STEMART 29-22

WIXX/Green Bay, WI McCarthy/Michael T. JEFFREY OSBORNE ANDY TAYLOR MHANI GAVIN CHRISTOPHER DEVICE

WZPL/Indianepolis, IN Simon/Brown WHAMI
JOHN COUGAR
TIMEX SOCIAL CLUB
Hotteat:
EL DEBARCE 3-3
GENESIS 7-4
HOODY BLUES 6-5
ROD STEMART 8-6
PETER CETERA 14-8

WKFR:Kalamazoo, MI Tarry Weinacht MIRE 4 THE MECHAN JERHAINE JACKSON DOUBLE HOTEGET BILLY OCEAN 2-1 PETER CETERA 18-8 JANET JACKSON 32-12 JERHAINE STEMART 0-25 HADONNA D-27

WVICiLensing, MI Sennatti Maloney DAVID LEE ROTH DOUBLE Hottest: FABULOUS THUNDERS 2-1 GENESIG 3-2 SOB SEGER 5-3 PETER CETERA 10-5 EL DERARGE 21-13

Z104:Medison, WI Little/Hudson LITTLE HUMBOON
BELINDA CARLISLE
HINE & THE MECHAN
OUTFIELD
SUBURBS
CHEAP TRICK
HOLLESTS 4-1
CEMESIS 4-1
PETER CATERA 8-5
PETER GABRIEL 9-7
STEVE MINOCO 16-9
MADONNA 27-17

none Hottest: JANET JACKSON 1-1 EL DEBARGE 3-3 KEMBY LOGGIMS 5-5 TIMEX SOCIAL CLUB 10-10 PETER CETERA 13-13

KZ93/Peoria. II Keith Edwards BANANARAMA KLYMAXX MIAMI SOUND MACHI GLASS TIGER

Hottest: RENNY LOGGINS 2-1 GENESIS 3-2 BILLY OCEAN 4-3 PETER CETERA 14-7 HADONNA 22-14 WZOK/Rockford, IL Brill/Dent

JOE THOMAS
JERRAINE JACKSON
STANSHIP
GLASS TIGER
TON COCHRANE 4 RE
MEANI SOUND MACHI
HOTLEST 19
FABULOUS THUMBERS 3-2
GENESIS 5-3
RENNY JACKSON 8-5
JAMET JACKSON 8-5 KAY107/Tulsa OK Hary Stein

PET SHOP BOYS PABULOUS THUNDERS HICHAEL HCDONALD MANUALD MICHAEL MCDONALD MHAMI LEVEL 42 MIITMEY HOUSTON NOTES 1: NOBERT PALMER 4-1 SIMPLY RED 6-2 GENESIS 8-6 HOMAZD JONES 9-7 HOOOY RUJUES 27-17

KKRD/Wichita, KS Ofwer/Williams HARY JANE GIRLS HIKE & THE MECHAN BILLY OCEAN 1-1 GENERAL 13-2 PABULOUS THUNDERS 16-5 PETER CETERA 19-6 PETER GABRIEL 25-10 WHOT/Youngstown, OH Dick Thompson BELINDA CARLISLE JERMAINE STEWART BLOW MONKEYS

BLOW MONKEYS Hottest: GENESIS 4-1 JANET JACKSON 3-2 EL, DEBARGE 7-4 KENNY LOGGINS 11-7 ROD STEWART 26-19 PARALLEL THREE

KYYY/Bismarck, ND Bob Beck BOD Beck
BANANARANA
GLASS TIGER
JERNAINE STEMART
HOTEGET:
GENESIS 5-1
EL DEBARGE 7-4
PETER GABRIEL 9-7
JANET JACKSON 13-9
PETER CETERA 20-11 WBNQ/Bloomington, IL Justin/Robbins

JUSTIN/Robbins
JEFFREY OSBORNE
WHAM!
JOHN COUGAR
OUZEN (dp)
GLASS TIGER (dp) GLASS TIGER (GP) Bottest: SIMPLY RED 3-1 GENESIS 5-2 RENEY LOGGINS 4-3 PETER GABRIEL 11-6 ROD STEMART 14-7

Jim Clouse
OUTFIELD HEARY LEE SUPEER
HEARY LEE SUPEER
CLASS TIGER
HONDEYMOOD SUITE (ap)
HEARI
JANET JACKSON 4-1
PETER AGABRIEL 2-2
PETER CETERA 13-6
PHADONNA 30-20
WCILLCARDONABE. IL
TONY WAIGHAUS
REGINA

TONY WHITELED STATE OF THE STAT

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Y94 Fargo, ND Main Palmer

Main/Palmer
nome
Hotteat:
FABULOUS TRUNDERB 2-1
LIMITED WARRANTY 4-4
EL DERARGE 8-6
HIANI SOUND WACHE 9-8
38 SPETIAL 10-9
KKXUJGend Forks, ND
Nordine/Right

Nordine/Hight

DAVID LEE NOTH (dp)

JEFFREY OSBORNE (dp)

GAVIN CHAISTOPHER

BILLY

GUENN 2-1

SIMPLY RED 3-2

GENESIS 7-4

JAMET JACKSON 15-8

PUTER CETERA 20-15

WAZY/Lefeyette, IN Kristi/Louizos KristiLouicos
TIMEX SOCIAL CLUB
BEBLIN
LINITIN WARRANTY
HOCHAEL HCDONALD
LOBANGE 3-1
JANET JACKESON 6-2
GIUPPRIA 8-5
RENNY LOGGINS 17-7
PETER GABRIEL 18-8 STEVE WALL

STEVE WALL

CLASS TIGER
BANANARHA
JEDWAINE JACKSON
BOBSIE TYLER
EL DEBANGE 7-4
EL DEBANGE 7-8
EL INDA CARLISLE 28-11
DEVICE 29-21
NADONNA 40-25

KFRX/Lincoln, NE Johnson/Meyer Johnson/Meyer CUTFIELD REGINA Hotteat; KOMARD JONES 1-1 JETS 2-2 EL DEBARGE 3-3 JANET JACKSON 9-5 PETER GARRIEL 13-9

PETER GARRIEL 13-5
KKLS/Rapid City. Sherwink/Kataway
DEVICE
CHANA KHAM
CHANGER
SHOW ROWERS
JOHN CAPPERTY
BOTH CAPPERTY
GENERAL 4-2
SIMPLY RED 3-3
GTR 7-5
VAN HALEN 8-6

WSPT Stevens Point WI Bouley Steffen BouleviStetten SE

KLYMAXX
OUREN
OUREN
DOONS DOIE [dp]
OONS DOIE [dp]
FITER GARRIEL 6-1
JAMET JACKSON 10-3
PETER CETERA 18-8
BELINDA CARLISLE 24-14
NADONNA 38-21

KKRC/Sioux Fails. SD
Kieley/O'Douglas
ANDY TAYLOR
MINAM!
GAVEN CHRISTOPHER
GLASS TIGER (dp)
EL DEBARGE 4-2
EL DEBARGE 4-5
KEINY LOGGINS 9-5
KEINY LOGGINS 9-7
PETER GARRIEL 14-8
ROD STEMART 18-11 KWTO Springfield. MO T.K. O'Grady

T.K. O'Grady

JEFFREY OSBORNE

FIXX SOUND MACHI (dp)

BACCH BOYS

BILLY OCEAN 3-1

GENESIS 5-2

KENTY LOGGINS 11-4

PETER CETERA 14-6

PETER GABRIEL 18-10 WDBR/Springfield, IL Moore/Lawley

MoorelLawley
PATTI AUSTIN
RLYMANX
RLYMANX
RLYMANX
LIMITED WARRANTY [dp)
MOTERNI
PETER GARRIEL 3-1
EL DEBARGE 5-1
JANET JACKSON 7-4
GENESIS 11-5
BLOW MONKEYS 14-12

PARALLEL TWO

WEST

John Dantre
HICHAEL HCCONALD
JEFFREY COBDONNE
QUEEN
HONEYHOON SUITE
ADRENALIN
TIMEX SOCIAL CLUB
BLASS TIMER
HOSTER
HOSTER JOHN COUGAR MICHAEL MCDONALD HOTCHEL BILLY CCEAN 2-1 GENESIS 7-4 KENNY LOGGINS 9-6 PETER GARRIEL 10-7 ROD STEWART 14-10 ROD STEWART KSNDIEugene, OR Burns/Hyatt

LORING E ANDERSON (dp) MIKE 4 THE MECHAN BANANABAMA JOHN SODIE JERNAINE JACKSON HARY JANE GIRLS (dp) DAVID LEE ROTH (dp) Nottee: KQXR/Bakersfield, CA MATHRO-SHOON
MADONNA
HOttest:
LABELLE & HCDONAL 1-1
BILLY OCEAN 5-2
JANET JACRSON 7-5
JETS 13-7
-SIMPLY RED 20-15 DAVID LEE ROTH (G), Notteet: PETER CETERA 3-1 GENESIS 6-2 PETER GABRIEL 21-9 MADONNA 36-14 DEPECHE MODE 32-23

DEPECHE HODE 32-2].
KBOS/Freeno, CA
KRIS Van Kemp
ANDY TAYLOS
MICHAEL HCDOWALD
SANANRAMA
JOHN CAFFERTY (4p).
HOTCHES
SIMPLY RED 1-1
EL DEBANGE 3-2
GENESIS 6-2
EXPERIS 6-3
EXPERIS GABRIEL 7-5
EXEMY LOGOLIS 8-6
ENDY LOGOLIS 8-6

Dome-none Hottast: SILLY CCEAN 1-1 GEMESIS 3-3 JAMET JACKSON 9-9 PETER CETERA 10-10 MADONNA 18-18 KIYS/Boise, ID Tom Evans FOR EVENS
ELP
DAVID LEE ROTH
CHMAR SHAN
BARNARAMA
DOUBLE
STARSHIP
MARY JANE GIRLS
MOTERATE CETERA 6-1
PETER CETERA 6-1
JAMET JACKSON 14-7
DEPOCKE MOOF 20-12

Sempicane
REGINA
PATTI LABELLE
GLASS TICER (dp)
BOUNEA
BOUNEEDIS TAGG (dp)
MINAMI
NOTINEEDIS (dp)

Breakouts are records not included in the re-gional most added, but which have five or more adds in a region, and fewer than 50 stations

Washer/Davis
KENNY LOGGINS
JERMAINE JACKSON
BERLINI
HIGHT STAR (dp)
HIGHONT STAR (dp)
SIMPLY RED 1-1
SIMPLY RED 1-1
SILLY OCEAN 6-3
PETER GABRIEL 10-5
JAMET JACKSON 15-11
TIMEX SOCIAL CLUB 25-12

KQMQ/Honolulu, HI Kimo Akane None Nottest: JANET JACKSON 1-1 BILLY OCEAN 2-2 KENNY LOGGINS 6-6 GENESIS 9-9 STEVE WINWOOD 14-14 HIAMI SOUND HACHI THA HOODY BLUES

HODDI SAMES HOTCHETT EL DERANGE 2-2 BILLY OCTAN 6-3 KENNY LOGGINS 12-5 PETER GABRIEL 18-7 JERMAINE STEWART 15-10 KLUC/Las Vagas. NV Dean/Taylor

Mark Planten
JEFFREY OSBORNE
BERLIN
JOHN COUGAR
GLASS TIGER
BOTCEST
BO DeenTaylor

BELINDA CARLISLE
REGINA
DAVID LEE BOTH [dp)
BOCCeec1
JERNAINE STEMART 7-1
GENESIS 2-2
XENDY LOGGINS 5-3
PETER GARRIEL 13-7
PETER CETERA 18-9 KFIV/Modesto, CA Russ Novak

OUTFIELD SILLY JOEL STARSHIP MARY JANE GIRLS (dp) MICHAEL MCDONALD JERMAINE JACKSON TIMEX SOCIAL CLUB (dp) MOTECAL CLUB (dp) Hottest: BILLY OCEAN 2-1 JANET JACKSON 3-2 SIMPLY RED 4-4 BLOW MONKEYS 7-5 EL DEBARGE 8-6

KCAQIOxnard Ventura, CA Robbins Welliam

I Dollott Tank (dp)

DERACISE MODE

JERNA INE JACKSON
DAVID LEE ROTH

SONT

GALLER

LOEANCE 2.1

JANET JACKSON 6-5

JANET JACKSON 6-5

ALOURAND 2.1

ANDONN 35-26

KXYULSEN, CUB L7-12

ANDONN 35-26

JERNA INE JACKSON GOD JIM Ryan

BIRANI

BIRANI

BIRANI

BIRANI

BIRANI

MHAMI MIRE & THE MECHAN SANANAROMA HIAMI SOUND MACHI EURYTHNICS HONEYMON, SUITE (dp) KLYMAXX (dp) GLASS TICER (dp) MOTEMAT: Mottest: GENESIS 2-1 PETER CABRIEL 5-2' VAN HALEN 6-5 PETER CETERA 14-8 MADONNA 22-14

KDON/Selines, CA Client/Lindell

BAHAMARAMA
HIRE & THE MECHAN
BEACH BOYS
OUTFIELD
Notesat:
PETER GABRIEL 1-1
KENNY LOGGINS 7-3
PET SHOP BOYS 8-6
ART OF NOISE 15-8
TIMEX SOCIAL CLUS 29-15

JOHN COUGAN JOHN CAFFERTY HONKES

KITS/San Francisco, CA Richard Sanda MICHARD SANDA

AND SANDA

GAVES CHRISTOPHER

BARANARANA

OUTFIELD

JOHN EDDIE

BERLIN

JOHN COUGAR

HOLTERLI 7-4

GENESIS 7-4

GENESIS

KATD/San Jose CA Harlow Weinstein MARY JANE GIRLS REGINA GLASS TIGER CHAKA KHAN STACEY Q VAN HALEN (dp) Hottest: Hottest: JANET JACKSON 1-1 TIMEX SOCIAL CLUB 9-5 PETER CETERA 16-8 BERLIN 23-14 HADONNA 25-19

DOWBLE
STARSHIP
DAVID LIE ROTH [dp]
HOME/PHOON SUITE
GAVIN CHRISTOPHIER
JOHN EDDIE
BEACH BOYS
HOLESSI, LI-6
PETER CETERA 17-11
JAMET JACKSON 24-18
HADONNA 28-19
BANANARMA D-3) KRQ/Tuscon AZ Gillie Johnson

WHIMAL OPERATOR OF THE MECHAN REGINA MIRE 4 THE MECHAN REGINA MIRE 4 THE MECHAN REGINA BANANARAMA HOLLEGE JAKET JACKSON 5-2 PHYTER GABRIEL 9-4 FABULGUS THUMDERB 8-5 GENESIS 14-7 BLOW MONKEYS 13-9

PARALIFI THREE

J.D. Chandles
CAVIN CHRISTOPHER
TON COCHRANTE & RE
ELETTHRIC & RE
ELETTHRIC SE
BANANARAMA
GLASS TICER
BIG COUNTRY
DOUBLE
HOTE-BAT
ERBNY LOGGINS 1-1
BOB SECER 3-2
BOB SECER 3-2
GENER SERVIC 7-5
GENER SERVICE 7-5
GENER SE KYYA/Billings, MT Charlie Foxx

HONGES 1-1
GENESIS 2-2
FABULOUS THUNDERS 3-3
KENNY LOGGING 9-9
PETER GABRIEL 10-10 KBOZ/Bozeman, MT Steve Mills

WHAM! (dp)
BANANARAMA (dp)
HORKEES (dp)
GAVIN CHRISTOPHERHOTEGET! Hottest: BILLY OCEAN 2-1 SIMPLY RED 4-2 GENESIS 8-3 EL DEBARGE 5-4 KENNY LOGGINS 6-5

BRUCE HORNSBY QUEEN MIKE & THE MECHAN BANANARAMA

KOZE/Lewiston, ID Jay McCall Jey McCall
CHAKA KHAN
BRUCE HODWISHY
GLASS TIGER
BERLIN
DAVID LEE ROTH (dp)
Mottast,
JANET JACKSON 1-1
GENESIS 4-2
PETER CETERA 5-4
PETER CETERA 5-4
MADONNA 23-13

KHTZ/Reno, NV John Chommia

Shakes/Hyan
DOUBLE
GLASS TIGER
JOHN COUGAR
BONG COUGAR
BONG COUGAR
SINGLY RED
GENESIS 5-2
PETER GABBIEL 6-3
JERMAINE STEMART 9-4
JANET JACKSON 16-6

KBIM Roswell, NM Chuck Martin MARY JANE GIRLS BOUNCEDIS TAGG TOM COCHRANE & RE GLASS TIGER DAVID LEE ROTH (dp) BANNARAMA DOUBLE DOUBLE BRUCE HORNSBY Hottesti GENESIS & PETET

SLY96/San Luis Obispo, CA Joe Collins

JOE CORINS

DAVID LEE ROTH (dp)
RAMANARMA
ANDY TAYLOR
KLYHAXX
DOUBLE
HOLLOR
HOL KZOZ/Sen Luis Obispo, CA Colfins/Therous

CodingTherous
ANDY TAYLOR
JOHN EDDIE
KLYMAXX
DAVID LEE ROTH
REGINA
Mottent:
PETER GARRIEL 3-1
GEMESIS 4-2
JANET JACKSON 9-7
PETER CETERA 19-9
ROD STEWART 15-10

LaMaster/Purdy
NU SHOOZ
JULIAN LEMMON
DOUBLE
LEVEL 42
JUGAS PRIEST
HOTESET
EL DEBANGE 1-1
VAN FALEN 3-2
PABULOUS TRUNKERB 5-4
NADOHMA 33-21

WEEK #21

AIR Priorities

KF95/Bolsa, ID Doss/Gregory

WEEK #21

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, July 9, 1986.

LOOK AWAY **GUSTO BLUSTO**

AIR MYSTERY RECORD #3

ARTIST

JAMES INGRAM DON'T FORGET ME (WHEN I'M GONE) GLASS TIGER **BIG COUNTRY**

CULTURE CLUB

LABEL ****

QUEST/WB MANHATTAN MERCURY/POLYGRAM VIRGIN/EPIC

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.

TM Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

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R&R's CHR reporters are chosen on the basis of location, ratings, and ability to report current, timely music informa-

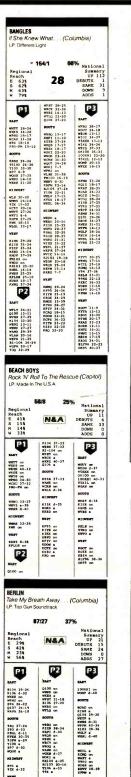
Parallel I Reporters: Selected stations that are format-dominant and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, of 1 million or

Parallel 2 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

Parallel 3 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 199,999 and below.

234 Reports			
JOHN DOE "Hit Song" (Anylabel) LP: Hit Song			
	100/25	44%	Nation
Regional			Summa
Reach E 33%			Up 8 Debute 2
M 219			Same
W 19%			Adde 2
	EXAM	IPLE	
Regional	Percentage of orters playing I Reach — Perc laying the son	lt. centage of	reporters
	Summary		
	- Number of s up on the cha		iving
	20 — Number ebuting the so		
	- Number of	stations re	sport-
tii	ng no moveme seek. (On to O o On, 31-31, e	n, Add	
tii w to Down 0	ng no moveme eek. (On to O	n, Add tc.) stations m	noving

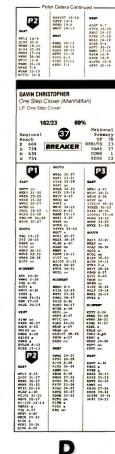




	Berlin Continue	
PH102 on KNOD 38-29 KS101 28-18 KNEL a-13 KNEE a	KERD on	1
KMSS a KPLUS a	KF95 on KSND d-36 KYNO a-40	KOZE a KM7Z a KM9Z on KBIM d-39 KZOZ on SLY96 37-35 OK95 d-39
	KF95 on KSND d-36 KYNO a-40 KCNG 21-14 KCNG d-40 KCPK d-38 KITE a KATD 23-14 KRQ a	
DI OW MON		1
BLOW MON Diggin' You LP Animal M	Scene (RCA)
	193/7 83	2% National
Regional Reach E 80% S 74% M 89% W 90%	20	National Summary UP 14 DEBUTS 10 SAME 25 DOWN ADDS
M 891 W 901		
PI	93Q 22-20 MPST 25-22 MRCK 23-21 B106 11-9 MKRE 23-19 WTLQ 40-37 Q106 23-20	KATD 17-16 KZEU 26-22 KRQ 13-9
B104 23-21 F106 23-21 MITT 6-6 MENS 6-6 MENS 12-11 MISS 16-16 MISS 12-11 MISS 12-11 MISS 16-16 MISS 16-16	BOUTH	EAST
MXKS 6-6 WBEN 12-11 WKSE 16-16 WMYS 12-11	WHENC 37-22 KILE ON MAPI 25-24 WISK 6-15 WISK 6-15 WISK 19-18 WISK	MTBG 23-17 MCUY 37-32 MEON 30-28 MIDY 26-27 103CIR 12-11 950CK 16-16 MIKE 19-17 MEYG 19-31 100KHI 3-2 MGAN 28-23 MGAN 25-23 MEYG 25-17 MEYG 25-23
CKO1 16-10 WCAU 32-30 894 22-21 PRO-PM 10-10	WBCY 19-18 WSKZ 30-28 WNOK 19-14 WDCG 31-27	95XXX 16-16 MIKZ 19-17 MZYQ 39-31 100KHI 3-2
BOOTH	WANS 16-14 WCKN 28-25 94TYX 13-11 WQUT 30-24	WGAN 28-23 WOMP 25-17 WFXX 25-23
94Q 15-13 293 19-14 REGL on 93FN 26-25	WOKI 31-28 WPMI d-30 WDJX 28-26 WLRS 8-7	KPHN 32-29 WXSF 17-15 WJAD 20-19
94Q 15-13 Z93 18-14 KECL on 93FH 26-25 KRBZ 15-15 Y100 d-32 B97 15-13 WOUE d-29 WRSR 23-21	WABB 26-23 WRRY 24-19 KBPH 6-5 Y107 24-22	WCGQ 25-22 KISR 37-34 Q104 19-19 WYKS 28-24
MT PROTECTS	BJ105 d-32 Y106 35-31 WKLR 2-2 KTUX 27-25	WEYP 17-15 KSMB 40-19 Q101 on KNOE 24-15
B96 23-16 MLB 26-26 Z95 25-24 MMSES 36-32 92X 19-15 WCEY 13-10 WHYT 16-15 KBMD 28-26 ZE99 ON KDWS 8-10 KMK 24-21 MLOL 12-9	NI DESERT	XFNN 32-39 WXSF 17-15 WXAD 20-19 WIDD 6-34 WCOQ 25-32 KISW 37-34 Q104 19-19 WYKS 26-24 WYYP 17-15 KSMB 40-19 Q101 on KNOZ 24-15 WFFM 8-6 Z102 31-27 WGLF 6-37 KSIK 27-23 WGLF 6-37 KSIK 27-23 WGLF 6-37 KSIK 27-23 WGLF 18-15
WHYT 16-15 KBBQ 28-26 II99 on KDWS a-30	WIND 0-4-0 WIND 0-4-0 WIND 12-17 WOCL 23-22 WINC 8 RILE 35-20 WINT 26-23 KRNC 8-10 RILE 24-20 WIFE 24-22 WIFE 26-22 WIFE	KI DERETT
	KRNQ a-31 K210 22-18 WGRD 23-20 WIXX 24-20	KYYY 23-19 MBMO d-29 MBMO 19-14 MCIL 31-30 KCMQ 33-29 Y94 36-29 KKL 32-27 MATY 25-20 KFMC 23-20 KFMC 23-20 KFMC 24-20 KFMC 29-24 KFMC 19-18 MBM 14-12 MSFT 00 KFMC 23-20 KFMC 23-20 KFMC 23-20 KFMC 24-20 KFMC 24
KING 28-22 KING 28-29 KIIS 5-7 KIIS 5-7 KIIP ON KKRE 18-16 KMUK 21-20 PMIO2 16-14 KNGD 20-17 KSIO3 12-10 KNGD 5-5 KMSS 15-13 STRING 20-17	WKFR 26-22 WVIC 19-19 2104 32-25 KJ103 38-38	KKXL 32-27 MAEY 25-20 KFRX 23-20
EMJR 21-20 FM102 16-14 EMOD 20-17 ES103 12-10	KORO 26-21 WZOK 22-17 WRON 24-23 KAY107 38-35	RELS a 99KG 24-20 KERC 29-24 KWTO 19-18 WDBR 14-12 MSPT on
KUBE 9-8 KATRO 35-29	KKRD 29-26 WHOT B	KDVV on KPM 23-17
[22]	KNNQ 18-14 KP95 11-11 KIY8 26-25	RGOT 34-31 RYYA 13-13 RBOZ 32-27
mer		
WFLY 29-28 0100 20-19 WVSR 26-22	K1RX 24-22 KSMD B-38 KBOS 23-18 KMDX 16-14 KYMO 14-20	KTRS 23-18 KRAZ 32-25 KOSE 8-8 KBTS 26-21 KWNZ 24-23
MART WFLY 29-28 Q100 20-19 MVSR 26-22 WERZ 25-25 WHMEX 27-7 MMCEC 21-18 WLAH 24-21 KC101 26-24	K1KX 24-22 K8MD B-38 KBOS 23-18 KMEX 16-13 KYMO 14-20 KLUC 24-23 KFIV 7-5 KCMO 9-8 KOTO 20-17 KDON 16-13	RGOT 34-31 RYTA 13-13 RBOZ 32-27 RTRS 23-18 KRAI 32-25 KOZE 8-8 ESTI 26-21 RBIM 20-17 REGE 14-13 SLY96 21-19
MRIT 29-28 Q100 20-19 MVSR 26-22 MERT 25-25 MGRE 7-7 MILE 21-18 MILE 21-18 MILE 26-24 MSP 75-22 R1-104 22-21 989XY 25-24 MGPM 38-33	RING 18-14 RP95 11-11 X196 28-25 X196 28-22 X196 24-22 X196 23-18 X196 12-23-18 X196 14-20 X196 14-20 X196 14-20 X196 16-13 X196 16-13 X296 16-13 X296 18-13 X296 18-13 X206 18-	NTRS 23-18 KRAI 32-25 KOLE 8-8 SETI 26-21 NWHZ 24-23 RBIM 20-17 KEOZ 14-13 SLY96 21-19
EAST WFLY 29-28 0100 20-19 MVSR 26-22 MVSR 26-22 MMSR 75-25 MMSR 7-7 MMSR 21-18 MTAH 24-21 KC101 26-24 MMSR 25-25 MMSR 27-29 MMSR 28-21 MMSR 28-21 MMSR 28-22 MMSR 28-23 MMSR 38-33	X:IXX 24-22 KEMD B-18 KEMD S-18 KMDX 16-13 X:MDX 16-13 X:MDX 16-13 X:MDX 16-13 X:MDX 26-17 KCMQ 9-8 X:XTO 20-17 KCMQ 9-8 X:XTX 20-17 KCMX 29-24 K:TX 17-15	ETRE 23-18 FRAI 32-25 KORE 8-6 EMPT 26-21 KNWZ 24-21 KARI X 20-17 KLOZ 14-13 SLY96 21-19
MARTY 29-28 0100 20-19 MUSR 16-22 MUSR 16-22 MUSR 21-18 MUSR 21-18	X FIX 24-22 SERIO B-1-8 SERIO 1-8 SERIO 1-8 SERIO 14-20 SERIO 14-20 SERIO 24-23 SERIO 24-23 SERIO 20-17 SERIO 20-	FTME 23-16 FRAL 32-25 KORE 8-6 ENTE 26-21 REIN 20-17 KEOX 14-13 SLY96 21-19
BELINDA CA	C	SL196 21-17
BELINDA CA Mad About LP Belinda	C RUSLE You (IRSMCA)
BELINDA CAI Mad About LP Belinda	C RLISLE YOU (IRSMCA	1%
BELINDA CAI Mad About LP Belinda	C RUSLE You (IRSMCA	1%
BELINDA CAI Mad About LP Belinda 2	RLISLE YOU (IRSMCA 13/13 9	National Sumary Debuts 1 & SAME 2 C DOWN 1 ADDS 11
BELINDA CAI Mad About LP Belinda 2 Regional Reach E 891 S 931 M 894 W 921	RUSLE 7001 (IRSMCA 13/13 9 18 1-101 30-15 19 19 19 19 19 19 19 19 19 19 19 19 19	National Sumary Debuts 1 & SAME 2 C DOWN 1 ADDS 11
BELINDA CAI Mad About LP Belinda 2 Regional Reach E 899 S 931 S 938 W 928	RUSLE 7001 (IRSMCA 13/13 9 18 1-101 30-15 19 19 19 19 19 19 19 19 19 19 19 19 19	National Sumary Debuts 1 & SAME 2 C DOWN 1 ADDS 11
BELINDA CAI Mad About LP Belinda 2 Regional Reach E 891 S 931 M 894 W 921	RUSLE YOU (IRSMCA 13/13 9 18 13/14 13/15 15/15	National Summer
BELINDA CAI Mad About LP Belinda 2 Regional Reach E 899 S 931 S 938 W 928	RUSLE YOU (IRSMCA 13/13 9 18 13/14 13/15 15/15	National Summer
BELINDA CAI Mad About LP Besinda 2 Regional Reach Resch Res	RUSLE YOU (IRSMCA 13/13 9 18 13/14 13/15 15/15	National Summer
BELINDA CAI Mad About LP Besinda 2 Regional Reach Resch Res	RUSLE YOU (IRSMCA 13/13 9 18 13/14 13/15 15/15	National Summer
BELINDA CAI Mad About LP Besinda 2 Regional Reach Resch Res	RUSLE YOU (IRSMCA 13/13 9 18 13/14 13/15 15/15	19% National Subacci
BELINDA CAI Mard About UP Besinda 2 Regional Resident 2 Regional 1 1 1 1 1 1 1 1 1 1 1 1 1	RUSLE YOU (IRSMCA 13/13 9 18 13/14 13/15 15/15	19% National Subacci
BELINDA CAI Mard About LP Belinda Reach R	RUSLE YOU (IRSMCA 13/13 9 18 13/14 13/15 15/15	19% National Subacci
BELINDA CAI Mard About LP Belinda 2 Regional Reach Reach Resch R	RUSLE YOU (IRSMCA 13/13 9 18 13/14 13/15 15/15	19% National Subacci
BELINDA CAI Mard About UP Besinda 2 Regional Resident 2 Regional 1 1 1 1 1 1 1 1 1 1 1 1 1	RUSLE 7001 (IRSMCA 13/13 9 18 1-101 30-15 19 19 19 19 19 19 19 19 19 19 19 19 19	National Summer



WEST





896 a 92X 4-22

KPKE a KIIS a KEEP 27-10

EQOT 18-13 EYYA on

WKFR on 1104 30-22 KJ103 27-27

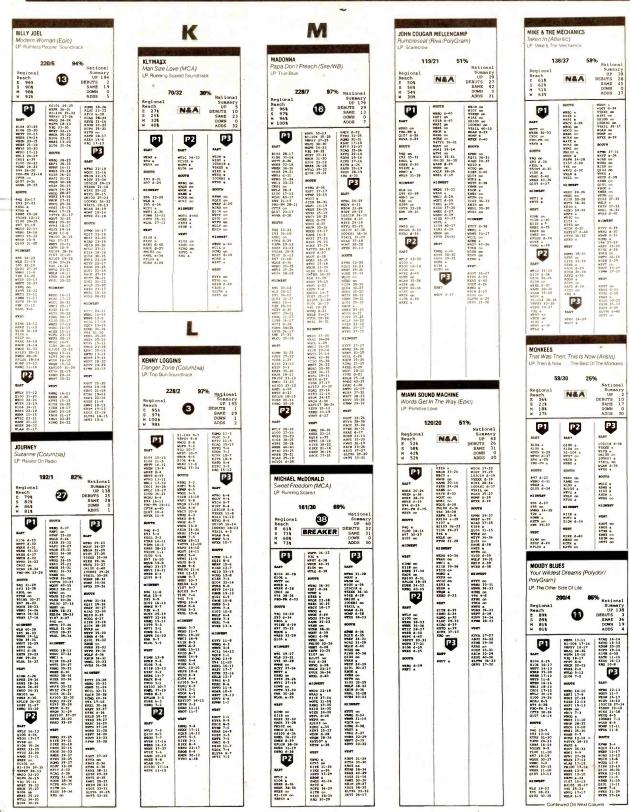


FABULOUS THUNDERBIRDS Fulf Enulf (CBS Associated) P. Fabulous Thunderbirds			
Regional Reach E 75% S 77% M 89% W 83%	12	National SUBBATY UP 129 DEBUTS 4 SAME 29 DOWN 24 ADDS 3	
R106 19-19 WHITT 10-9 WOXE 16-12 WBEN 7-6 WNYS 7-6	HGFM 11-6 93Q 14-13 MPST 20-17 MRCK 18-31 8106 28-26 MRRE 10-7 WTLQ 22-17 Q106 10-8 SOOTE	KCAO 34-32 KXYO 11-10 KDON 16-17 KCPX 15-10 RATD 14-13 KITU 8-10 KRO 8-5	
WANA 6-20 MOOTH 100 100 100 100 100 100 100 1	### 19 19 19 19 19 19 19 1	WEG 16-14 WEG 27-16-16 WEG 18-16 WEG 18-1	
Regional Reach E 68% S 74% M 68% W 93%		Nationa Summar: UP 12 DEBUTS 1 SAME 2 DOWN ADDS	
P	MRRE 31-27 WTLQ 25-18	P3	
CONTROL 12-12 12-1	VIDEO 14-20 VIDEO	SOUTH 3-2-2 SOUTH 3-2 SOUTH 3	

PETER GABRII Siedgehamm LP. So	G EL er (Geffen)		KPKE 7 Y108 J K118 L K1
233 Regional Reach E 100\$ S 100\$ H 98\$ W 100\$ ELUT E	X1 100% ECICI 9-6 SISPK 3-2 RI-104 1-1 98PX 1-3 MOD 13-13	National Summary UP 198 DEBUTS 1 SAME 32 DOWN 1 ADDS 1 ADD	EAST WILLY 0100 0 WICO WICO WICO WICO WICO WICO WICO WICO
### 1994 1994	WORD 22-12 SUPPLIES AND ADDRESS AND ADDRES	WEST 8-3 WES	GLAS CONTULP TO Registration Re
GENESIS Invisible To LP: Invisible	224/1 16		S S S S S S S S S S S S S S S S S S S

RAPER 7-100 3-11 RTIBE 19-16 RTIBE 19-16 RTIBE 19-16 RTIBE 19-16 RTIBE 19-16 RAPER 2-1	100 6-3 9 0002 6-5 9 0	COD 4-3 1-3 101 1-3
GLASS TIGET Don't Forge LP. The Thin R Frequency Regional Reach S 158 M 288 W 218	Me (Manha	
PT PART A WASE A	MECK A MERZ A MERZ A MERZ A MERZ A MEZZ A METUR A METU	PEDUR B PSECON B PSEC
LP: GTR	Heart Rules	. (Arista)
GIR When The LP GIR Regional Reach E 84% S 71% M 84% W 75%	Heart Rules	(Arista) % National Summary UP 129 SENS 27 SONE 37 DOWN 9 ADDS 3
GTR When The LP GTR Regional Reach E 848 S 718 M 848 W 758	Hean Rules	% National Superior (Arista) % National Superior (UP 129) Day 129 Solution 129 Sol

	2/0 91%	National Summary
Regional Reach # 86% # 90% # 91% # 96%	0	National Summary UP 165 DEBUTS 3 SAME 33 DOWN 11 ADDS 0
10 10 10 10 10 10 10 10	90 200 400 100 100 100 100 100 100 100 100 1	FOR 1-1-1 STORY 1-1 STORY 1-1-1 STORY 1-1 STORY 1-1-1 STORY 1-1-1 STORY 1-1-1 STORY 1-1-1 STORY 1-1 STORY 1-
JERMAIN Do You F LP Precio Regional Reach E 364 S 214 M 124 W 298	E JACKSON Remember Mer us Moments 56/25 2	A% National Summary UP 3 DEBUTS 3 SAME 25 DOWN 0 ADDS 25
EAST EAST MOSE on MEST 20-34 MOSE on MEST 20-34 MOSE on MOSE 20-36 MIDWEST WEST on MEST	WICT ON COLUMN TO COLUMN T	EAST 100 to 00 to





0

1				
JEFFREY OSBORNE You Should Be Mine (A&M)				
1	89/20 7	2%		
Regional Reach E 718 S 718 H 678 W 818	3	National Summary UP 100 DEBUTS 25 SAME 24 DOWN 0 ADDS 20		
E STORY	SOUTH WBBC 14-8 KMFI d-30 KIZE On	EMT.		
K106 28-23 WHTT 30-25 WXKS 13-10 WHEN 26-23 WKSE 22-20	MKQB 26-20 MSSX 16-13 MBCY 23-21 MROQ 22-21 MSKZ a MNOK 31-29	MFSG d-39 MGUY d-39 MIGY 35-35 95XXX 30-27 MIK2 a		
MNYS 26-24 MCAU 35-31 B94 B PRO-PM 11-9 MAVA 21-20	WDCG 25-20 KAME 26-24 KEEB on HKSI 25-24 WARS 29-26 HCKN 36-34	OKIDO 21-17 100KHI 35-31 95XIL 20-17 HGAN 31-26 HOMP 40-36 WFXX 35-31		
940 25-19 293 25-22 93FH on 897 17-14 MQUZ 10-6 NOVZ 30-29	94TYX 25-25 WOKI 34-29 WFWI a WDJX 30-27 WLRE 37-33 WARE d-30 WRRY ON	KP90 a KQ1E 27-25 WKSF 22-19 WJAD 34-32 MG1D 38-30		
HICHEST	BJ105 a Y106 a-39	WCGC 30-26 E15R on		

MIDMENT
MNICI d-28
MNICI d-28
MITA a
MOTA 33-31
KRNG a-38
K210 d-34
MGRD 36-31
MIDX a-33
W291 25-20
MVIC 25-25
MVIC 25-25
MIGK 27-23
MTOK 27-23
MTOK 27-23
MTOK 21-19
KERD on

KBMQ 34-30 KBMQ 34-30 KITS 6-36 KITS 6-36 KITX 8-27 KSBG 6-33 KMBX 30-23 KYNN 36-32 KUN 36-31 KUN 36-31 KUN 36-32 KUN 36-31 KUN 36-32 KUN 36-

MERT

RAIX 32-27

PRIO2 on RNOO d-40

REIO3 on RKEL 9-7

RFLUS 40-36

RUBS 26-27

RPLUS 40-36

RUBS 26-20

P2

HART

HITLY 32-29
0100 d-39
WYSR a
H104 19-16
HERZ 35-31
HORN 14-14
HTIC 27-26
HKEE ON
HLAN 26-20
HSPK 29-29
92-104 32-30
HSPK 29-29
98-77 d-32
98-77 d-32
HRST 39-36
HKRC 3-36
HKRC 3-36
HKRC 35-31
HKRC 37-35
0106 a

MIND) a MEND a MEND 32-28 MCIL a ROCR 27-27 ACRO d-40 T94 20-17 REXIL a RFEX on 99KG 32-30 KERC d-14 XMTO a MDBR 38-35 MSPT 40-34 RDVV on KEPN a WEST



ROBERT PALMER Hyperactive (Island) Regions Reach E 71% S 71% M 65% W 69%

Pi

	WBBQ 32-28	
	KMP1 on	-
EAST	WPHF 4-28 WOGZ 4-22	EAST
	KZIB 25-22	
X106 29-28 WHTT 4-28	WKQB 27-26	MFRG 26-21 MGUY 35-29 MEON 39-35 MIGY 33-31
MUCKE 53-51	WSSX 29-24	WZON 19-35
MBFN 32-29	WBCY on WSK2 d-30	WIGY 33-31
	WSK2 8-30, WNOK 6-38	
WHYS 34-29 WPHD 29-27 WCAU 17-15	WDCG on	95XXX 29-25
WPHD 29-27	WX81 29-29	W182 27-23 WEYG 28-23
PRO-FM d-30	WANT 28-27	OX100 on
NWO-14 G-30		100EKI 30-27
80078	MQUT 38-33 MGK1 32-26 MDJX 39-36	100RHI 30-27 95XIL 37-36 WGAN 39-35 WOMP 31-23
	MOK 1 32-26	WGAN 39-35
940 4-33	PHI 00 35-29	WORD 31-23
293 32-27	WHENT d-29	WFXX 24-22
KEGL e KTES on	KSPH 38-35	BOOTH
KRBZ on		
MINO 29-27	WXLX 27-27	KPMN 34-30
MOTVE 31-30	KTUX 17-14 WKEL 24-22	KO12 26-24
WRSR 27-24	WKXL 24-22	MESF 19-13
Q105 on	HICHTON	WJAD 28-26 WOID 31-28
HIDWEST		MCGQ 29-25
PI CHEMIT	WXDD 32-31	KISR 24-22
896 21-19	K11K 26-23	0104 34-32
	WOTE 27-24	MYKS d-27
92X 32-26 WCTY 35-32 EE99 32-30	KRMQ 34-33 KEIO 24-22 WGRD 28-35 WIXX 37-34	MZYP 30-28
WCTY 35-32	MESO 24-22	KSMB 32-27
2299 32-30	WIXX 37-34	0101 38-35
WRT1 26-24 XWK 40-38		KWES 25-22
v=v -0-39	WXFR 36-34 WVIC 20-18	MPPH 33-30
WEST	MAIC 30-18	2102 19-16
	KJ103 25-25	WGLF 33-30
KPRE a	WZOK 30-27 WRON 23-21	KNIN 30-27
KRRE 33-31		MHSL 20-16
KRRE 33-31 KMJK on KWOD 28-22	XEYN 29-26	HI DISTRICT
K8103 35-32	KKRD on	HI DWGG /
KWES 29-24		XYYY 39-36
KPLU6 33-27	WEST	MBNO 27-25
0.0	KIYS 22-18	WRWR 18-15
16.24	KIKX 22-20	MCIL on KCMQ 38-34
	KIRX 22-20 KBND 39-37 KBOS 35-32 KLUC 22-19	Y94 25-21
EAST	KBOS 35-32	MASY 29-25
	KLUC 22-19	Y94 25-21 MASY 29-25 RKLS d-29
WFLY 19-17	KCAO a	99KG 33-29
	KYYO 34-31	KKRC d-36
WEGU 22-22 K104 36-33	KXYQ 34-31 KDOM 27-26	WDBR 26-22 WEPT 39-32
WERE 26-22	KCPX 39-37	KDVV 30-30
MUNIC ON	KITS on	KPHN 29-23
WTIC 24-23	KATD 28-27	
WKEE on	KEEU 32-28 KBQ 23-21	WEST
WSPK 23-23	NW 23-21	
RI-104 33-30		EGOT on
98PXY 16-15 MGPM 30-25		KYYA on
93Q 37-34		RTRS 31-24
WPST 29-26		KEAL 34-32
WRCK 14-29		KOZE 32-29
WKRZ 32-28		KHTE 34-32
Q106 d-28		KMNI on Knim 25-25
		KBIH 25-25

x 29-24	HTON 19-35
Y on	WEON 39-35 WIGY 33-31
2 d-30 K d-38	103C1R 37-35
G on	103C1R 37-35 95XXX 29-25 W1RE 27-23 WEYQ 28-23
1 29-29	WEYG 28-23
m 28-27 YX 27-26	
7 18-13	100KHI 30-27 95KIL 37-36 WGAN 39-35 WORD 31-23
T 38-33 1 32-26 X 39-36	WGAN 39-35
X 39-36	WORD 31-23
00 35-29 Y d-29	WFXX 24-22
94 J8-35	80078
	BOOTS
X 27-27	KPMN 34-30
L 24-22	KPPN 34-30 KOIZ 26-24 WRSF 19-13 WJAD 28-26
24-22	WESF 19-13 WJAD 28-26
WEST	WOLD 11-20
	MQ1D 31-28 MCGQ 29-25
D 32-31	KISR 24-22
K 26-23	
10 34-33	MYKS d-27 MZYP 30-28
0 24-22	
D 28-35	Q101 38-35 KNOE on
X 37-34	
B 36-34	
R 36-34 C 20-18	MPFH 33-30 2102 19-16
03 25-25	MGLF 33-30 KNIN 30-27
W 30-27 N 23-21	KNIN 30-27
	MHSL 20-16
OF 29-26	HIDWEST
D on	1
7	XYYY 39-36
	MBMQ 27-25 MBMB 18-15
# 22-18 x 22-20	MCIL OD
x 22-20	MCIL on KCMQ 38-34
D 39-37 8 35-32	Y94 25-21 MASY 29-25
c 22-19	MARY 29-25 KKLS d-29
C 22-19 V 35-29	99KG 33-29
0 8 0 34-31 0 27-26	KKRC d-36
0 36-31	KKRC d-36 WDBR 26-22
5 on	XDVV 30-30 XPMV 29-23
5 on D 28-27 U 32-28	VLUE 13-53
U 32-28 23-21	WEST
	ROOT on RYYA on
	KBO2 on
-	KRIH 25-25
	RBIM 25-25 RZOZ 30-26
	SLY96 28-28
	OK95 18-13

P3

21	8/4 93	
Regional Reach E 84% S 95% M 98% W 96%	4	Summary UP 181 DEBUTS 7 SAME 24 DOWN 2 ADDS 4
DATE	### 27-24 ### 27-24	STORY 12-12 12-1

QUEEN A Kind Of Magic (Capitol)

LP. A Kind Of Magic Regional Reach E 528 S 498 M 338 W 508 PI [23 247 WEBO ON THE MEDICAL O WFMC 40-36
WEGN 40-36
WEGN 40-36
WEGN 40-36
WEGN 40-40
WEGN 40-40 soutu 940 on 293 31-26 REGL on KTKS a 93PH 30-24 1100 39-37 MENC 37-30 WENT 39-34 MENR 34-31 HICMEST MKDD 38-37 KIIX d-34 KZIO a MGRD 37-33 MKPR on MVIC on KJIO3 37-37 WROM d-32 KAY107 on WLS d-17
ISS 37-31
INSS 37-31
INSS 000
INCEY ON
INCEY ON KAY107 on WEST KIND 31-27 XP95 27-27 KIYS 35-23 KIKX 4-36 KSND d-40 KMDX a KFIV on KCOW on K WEST KROT 26-21 KBOX on KTRS d-35 KKAX a KOZZ 35-32 XMNX on KBIM 34-30 KLOX on SLY96 39-37 OK95 36-28

G

R



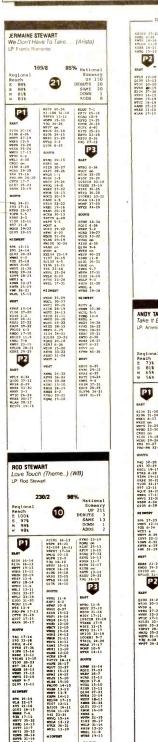
DAVID LEE ROTH Yankee Rose (WB) LP Fat Em And Sm National Summary UP 9 DEBUTS 24 SAME 40 DOWN 0 ADDS 32 KZZB 40-35 MAPI d-29 WKQB on MESX a-33 MROQ a

man c	WKQB on	OK100 4-39
WXXS on	WESX a-33	100KHI on
WREN 38-27	MROO A	95XIL on
WNYS on	MARS on	WGAN 4-33
WPHD 39-34	MCKN a-40	WOMP on
WCAU 25-19	MOKI on	MPXX on
WCAD 25-19	MPHI A	
BODTH	MDJX on	BOUTH
SOUTH	MT_RS d-34	1
Y100 32-21	K8PM a-37	Krier d-35
WRNO d-39	Y106 36-30.	KOIZ a-40
WOVZ d-40	942 a	MKSP on
WRSB 37-27	MXLK d-39	MOGO a
WKSR 37-27	KTUX d-40	XISB on
	WKEL On	MYKS on
HIDWEST		WIYP on
	STIMEST	KSHS a
WHOLE d-40		KWES A
92X a	WXAU on	MP7M on
MCZY a	KIIO 4-39	MGLF on
WHIT &	WVIC a	KNIN A
RHTR d-34	8J103 on	WHSL 4-12
RWK 6-31	WZOK A	WHSL d-32
	WZON OO	WVBB d-34
WEST	MACH OIL	MICHEST
	WEST	MIDWEST
XXXZ on	WEST	WBNG on
KPLUS 6-40	XIYS a-19	
	XIKX 40-33	NCIL d-24
22	KSND a	KCHO on
	KBOS on	RIOLL a
_	KLUC a	RELS d-28
EAST		99KG on
	KCAQ a	whar on
Q100 d-33	KXYQ 38-34	KPHN d-37
NZOU 29-29	KDON on	
K104 d-37	XCPX on	WEST
WERZ A	X12U a	1
RI-104 on		KGOT on
HGPH A	164	RTR5 d-40
93Q on		KOZE a
WPST A		KHTZ On.
MRCK on	EAST	RBIH a
8106 on		K202 a
BIOG ON	WFBG a	SLY96 a
MAN 9-18	WGUY &	OK95 d-32
0106 on		
dine ou		

2

Regional Reach	89/1 81	Summa: UP 1
E 86% S 79% M 95% W 60%	17	DEBUTS SAME DOWN ADDS
EAST 13-10-10 EAST 13-10 EAST 13-1	98 1431 99 143	EAST 17-13 1-14 1-1





ANDY TAYLOR Take it Easy (Allantic) IP. American Anthern Soundtrack Reach R	#8103 27-22 #800. 4-35 #800. 4-35 #800. 4-35 #800. 4-35 #800. 18-19 #800. 18-19 #800. 18-19 #800. 18-19 #800. 18-12 #800. 18-12 #800. 18-12 #800. 18-12 #800. 18-12 #800. 18-12 #800. 18-12 #800. 18-12 #800. 18-12 #800. 18-12 #800. 18-13 #800. 18-13 #800. 18-13 #800. 18-13 #800. 18-13 #800. 18-13 #800. 18-13 #800. 18-13	NYIC 8-17 1104)7-11 1104)7-11 17-11	9980 12-9 10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Table It Easy (Atlantic) In American Anthern Soundtrack 164/15 70% National Surgal Prof. National Surg		DB.	
Part	Take It Eas LP. American	y (Atlantic) Anthem Sound 4/15 70	National Summary
140 32-08 4		MRCK 21-19 WKRI 36-24 MTLG 15-14 Q106 %	PB
	B104 21-20 8106 31-24 WOXS d-33 WKSE on	BOUTH,	MYBG 33-26 MOUY 33-26 MION 32-27 MIGY 23-22 103CIR d-33

NAME OF THE OWNER.	Aug			
TIMEX SOCIAL CLUB Rumors (Jay)				
86	34 379			
Regional Reach E 34% S 48% M 18% W 46%	NEA	DEBUTS 12 SAME 10 DOWN 0 ADDS 34		
PI CAST	P22	KM2X 10-4 KYNO 25-12 KOMO 4-28 KLUC 4-38 KLUC 4-38 KFIY 8 KCAQ 17-12 KDON 29-15 KITS 10-7 KATD 9-5 KRO on		
8104 d-27 K106 d-25 MXXE a MXSE 18-9 MYLJ 28-15 Z100 20-14 WCAU a-40 B94 d-24 MAVA a	WERI a WKEE On RCIO1 a MSPK a-38 930 a MKCK a 1106 29-16 WTLQ 33-22 SOUTH	P3		
937M 1-1 KRBE 1-1 Y100 23-20 897 21-17 W0UE a-24 WNV2 38-27 Q105 a	RMII d-25 REES 21-18 MESS A-22 MEGG 30-20 MEGG 30-20 MEGG 30-20 MEGG 4-10 MEGG 4-10 MEGG 4-10 MEGG 4-10 MEGG 4-10 MEGG 4-10 MEGG 5-10 ME	103CIR = 100KH1 a BOUTH M2YP a KSMS 10-2 KNOE = KWES 19-9 2102 11-7 WGLP a KSHS a		
#96 38-35 92X # #HTT a KBEQ d-23 II99 d-33 WKTI d-27	MAPE 17-9 MORI a MTHI a MTHI a MINE a MARS 27-17 KRPM 23-17 KRPM 23-17 KRIO4 a-30 Y107 d-29 BJ105 a-34 MRY02	HICKEST WCIL 13-9 WALY a MEST OR95 4-29		
RIIS 1-1 RZ2P 9-5 ERRZ ON PMLO2 2-2 RMOD a-34 RS103 1-1 KMEL 3-2 KMSS 21-10 EPLUS a-39 RUBE 25-16	MIDWENT MEPL a KJ103 10-10 WEST KIKK a			
	V			
		Swmmary UP 156 DEBUTS 1 SAME 35 DOWN 4		
Dreams (W LP: 5150	98/2 88	S% National Summary UP 156 DEBUTS 13 SOWN 34 ADDS 2		
Dreams (W LP. 5150 1 Regional Reach E 868 S 811 W 791				

806. 19-18
816. 20-28
205. 27-26
105. 27-26
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P2

NEOD 2-2 (NEOD 2-2) (N

KYYY 21-20 VENNO 9-8 VENNO 16-11 MCIL 26-26 KQCR 17-7 XCNQ 25-22 Y94 12-11 KROL 13-9 MAZY 16-14 KRUE 13-9 NATO 12-11 MOR 18-16 STREC 11-2 STREC 11-2



WHAM! The Edge C	of Heaven (Co	lumbia)
19		5%
Regional Reach E 91% S 74% M 84% W 94%	36	DEBUTS 76 SAME 33 DOWN 0 ADDS 50
EAST TO	MTST d-35 MRCK d-39 8106 30-28 MKRZ d-34 WTLQ d-60 Q106 d-27	KDON 36-31 ECPX d-34 KATD 29-26 KZEU d-40 KRO 6
a hold de -100 comment of the commen	SOUTH SOUT	LEAT 100 d = -0.5



National Summary UP 12 DEBUTS 9 SAME 42 DOWN 0 ADDS 1

RTYPN d-18
RC12 on
MJRD on
RISR on
Glova 19-36
WYRS on
WEXP on
RSMS d-38
Glol on
RMOS 34-32
WGLP on
WHSL 40-37
WYRS on

MIDWEST
MEMO 26-24
MAIY 35-31
KKLS on
99KG 36-34
NDSR on
MSPT on
KFMM on

Picture Yourself In R&R.

If something's happening at your station or company send R&R the photo and we'll put it on the Picture Page.



1930 Century Park W. Los Angeles, CA 90067



RYXY 10-17 MINIQ 14-7 MINIS 5-5 MCIL 21-14 KQCR 13-13 KOND 18-13 Y94 26-23 KIXIL 23-19 WAXY 23-18 KPXX 10-8 KKL# 10-8

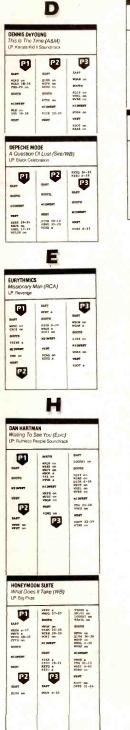
WKZL 13-10
MIGNEFT
WKDD 27-23
WKAH 16-11
MGCL 24-23
MGCI 17-13
MGCI 17-15
MGC 20-11
MGC 20-11
MGC 20-11
MGC 20-11
MGC 27-13
MGC 27-13
MGC 27-13
MGC 27-13
MGC 17-16
MGC 27-13
MGC 17-16
MGC 27-13
MGC 17-16
MGC 18-16

896 76-14 WLB 22-17 195 21-16 Q102 10-13 90408 7-6 92X 17-12 HSP0 14-13 2299 11-7 WKYI 30-22 KDWS 20-14 KHTR 21-16 KWK 16-11 WLOL 13-7

RIMN 16-13 RPRE 23-13 Y108 15-12 KIS 31-29 KIEP 28-23 KKEZ 19-12 RMJK 15-13 PM102 18-17 RWOO 31-25

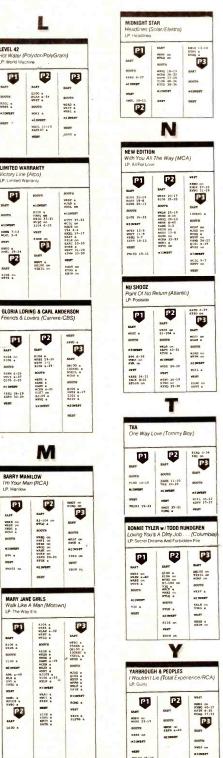
SIGNIFICANT ACTION











FMI 02 25-24 KMDD on KMDL 18-17

YAJ99IA JANOITAN 2090239 & OIDAR

CONTEMPORARY HIT RADIO

HOTTEST

JERMAINE STEWART (35) BILLY OCEAN (37) SIMPLY RED (45) WEDDONNY (68) Kenna Foeginz (101) PETER CETERA (140) JANET JACKSON (110) DELER CABRIEL (143) GENESIS (146)

MIVMI SOUND MACHINE (69) MOST ACTIVE

DAVID LEE ROTH (33) BEBLIN (34) JOHN CAFFERTY (46) OUEEN (46) JOHN C. MELLENCAMP (56)

WONKEES (30) MICHAEL MCOONALD (30) OAVID LEE ROTH (32) JUMEX SOCIAL CLUB (34) MARY JANE GIRLS (48) (0c) I MAHW GLASS TIGER (53)

(TZ) AMARANANA8 **MOST ADDED**

MIKE & THE MECHANICS (37)

BREAKERS

MICHAEL McDONALD

GAVIN CHRISTOPHER WLOL. See Parallels, debuts at number 38 n the CHR chart. 69% of our reporters playing it. Moves: Up 68, Debuts 32, Same 31, Down 0, Adds 30 including K106, WXKS, KEGL, WQUE, Q105, WHYT, Sweet Freedom (ACA)

One Step Closer To You (Manhattan)

KKXL. See Parallels, moves 40-37 on the CHR chart. 69% of our reporters playing it. Moves: Up 78, Debuts 23, Same 37, Down 1, Adds 23 including WCZY, ZZ99, KS103, KWSS, WSKZ, KITS,

AMARANANA8

Venus (London/PolyGram)

DEAICE KMEL. See Parallels, debuts at number 39 on the CHR chart. 65% of our reporters playing it. Moves: Up 25, Debuts 35, Same 34, Down 0, Adds 57 including WHTT, WPLJ, 93FM, WQUE, Q105, KHTR,

Hanging On A Heart Attack (Chrysalis)

KS103. See Parallels, debuts at number 40 on the CHR chart. 63% of our reporters pisying it. Moves: Up 60, Debuts 27, Same 45, Down 0, Adds 16 including PRO-FM, 293, KTKS, KRBE, WMMS, FM102,

NEW & ACTIVE

MIRMI SOUND MACHINE "Words Get in The Way" (Epic) 120/20 WIKE & THE MECHANICS "Taken In" (Atlantic) 138/37

18-30' KMBÖ 40-32' KBEW 15-8' KFNC 39-35' MIĞK 38-58' Ö104 \$1-12 94Q, KHFI, Y107, 94Z, WNCI, KZ93, WGUY, KWTO,

OHN COUGHS MELLENCAMP. "Humbleseal" (Riva/Depugnam) 119/21

JOHN COUGHS MELLENCAMP. "Humbleseal" (Riva/Depugnam) 119/21

WOME, LAS MIN OF 138, KHTR 32-28, KHTRN 30-26, KHTRN 30-30-30, KHTS 30-30, KHTS 30-30, KHTRN 30-30

WOMES CHAPE, STAR SEA STAR 30-26, KHTRN 30-26, KHTRN 30-30-30, KHTS 30-30, KHTRN 30-30

WOMES CHAPE STAR SEA STAR 30-30, KHTRN 30-26, KHTRN 30-30, KHTRN 30-30, KHTRN 30-30

WOMES CHAPE STAR SEA STAR 30-30, KHTRN 30-26, KHTRN 30-30, KHTRN 3

Moves Up 9, Debuts 24, Same 40, Down 0, Adde 32 moduling 93X, WCZY WHYT WERZ, WSSX, WZDK, KZZU, KOIZ, KBELM "13bb My Breath Away" (Columbia) 87/27

MOVEC, WEEV GREAT ST, WCAU 25, GOWN 0, DATE ST, WCAU 25, WCAU 25, GOWN 0, DATE ST, WCAU 25, GOWN 0, DATE Moves: Up 3, Debuts 54, Seme 49, Down 0, Adds 13 and United WKS 929, 233, WHSL 34-29.

Moves: Up 33, Debuts 54, Seme 49, Down 0, Adds 13 and United Seme 40, Seme 40, Down 0, Adds 13 and 13 an

Wower ID 50, Debuts 19, Same 35, Down 0, Adds 6, WOWN WON, MOS COP, MOTHER STORM STO

Moves Ch 20, 200 about it de Same 28. Down Charles (2007) which will be seen of the charles (2007) about with the Capture of the charles (2007) about the Capture of the Ca

Movee Up 19 Debus 9, Same 35, Down 1, Adds 10 moluding wisds widow 40-36, WPPM 20-14.
Why CSCS1, WCALU 37.29, KPLUS 36.29, KTOL 26.23, WRRZ 37.32, WZOV 40-36, WPPM 20-14.

MOVED 26.21, WCALU 37.29, KPLUS 36.29, KTOL 26.23, WRRZ 37.32, WZOV 40-36, WPPM 20-14.

MOVED 19, Debus 10, Same 37, Down 1, Adds 10 moluding wisds with 20-14.

MOVED 19, Debus 10, Same 37, Down 1, Adds 10 moluding wisds with 20-14.

THE CHARLES OF SECURITY OF SECURITY WITH WITH SECURITY WITH KIIS, KAZP, KMEL, KPLUS, WORN, WATH, KIIS, KAZP, KMEL, KPLUS, JOHN WALTE "II Arybody Had & Hearl" (EMI America) B6/17

JOHN WANTE "II Arybody Had & Hearl" (EMI America) B6/17

JOHN WANTE "II ARYBODY HAD & WONDLAST SECURITY WITH SECURITY WITH SECURITY WAS SECURITY OF SECURITY OF SECURITY WAS SECURITY OF SECURITY OF SECURITY WAS SECURITY OF SECURITY OF SECURITY OF SECURITY WAS SECURITY OF SECURITY OF SECURITY OF SECURITY WAS SECURITY OF S

VACE 4.29, WVIC 4.30, KLUC 36-33, 100KHI 31-28, Q104 39-36, KSMB 4-38, WHSL 40-37, WAZ 1 33

MONEES "That Was Then, This Is Now" (Arisa) 59;30
MONEES "That Was Then, This Is Now" (Arisa) 59;30
MONEES "The Common Triangle of the Common Property of the Co

BEYCH BOAZ , LUCK, M. HOII TO THE GESCHE, (Capitol) 58/8 KELTO FOLD KLITY, MOLEY SUGS MAWING SHORE OF SO

EMERSON, LAKE, & POWELL "Touch And Go" (Polydor/PolyGram) 57/4

JERMAINE JACKSON "Do You Remainder Me?" (Arista) 56/25.
WEND 32-27, WKDD 14-10, WZON 36-33, WZYO 40-35, WGAU 40-37, WHSL
WPST 36-33, WTLO 32-27, WKDD 14-10, WZON 36-33, WZYO 40-35, WGAU 40-37, WHSL
WPST 36-33, WTLO 32-27, WKDD 14-10, WZON 36-33, WZYO 40-35, WGAU 40-37, , WHSL 37-34, WBWB 39-34,

CHEMINITE AND CARGO AND FOR THE GROUND THE WASTE, WASTE, WASTE, WARS, WORD, WINNEY, KINDB. THE WASTE, WASTE, WASTE, WASTE, WARS, WASTE, WASTE,

STARSHIP "Belore I Go" (Grunt/ACA) 53/19

Moves. Up 4, Debuts 6, Same 22, Down 0, Adds 19 including WKSE, KRBE, WROCK, WBCY, KBFM, WKZL, WRON, KIYS.

GHR Rotation Criteria — Fullitime Adds andior Ons; four plays in a 24-hour paticul, three of inem before midnight. Dayparted Adds andior Ons; two plays in a 24-hour penod, both of them before midnight. New & Active includes songs reported by at least 50 of our CPH3 reporters. Significant Action includes songs reported by at least 50 of our CPH4 reporters of admitting the discussion of the control of

Most Active = Ups + Debuts - Downs

NOITJA TNAJIRINDIZ

JEAN BEAUVOIR "Feel The Hest" (Columbia) 42/1 MARY JANE GIRLS "Walk Like A Man" (Motown) 48/48
Moves: Up 0, Debus 0, Same 0, Down 0, Adds 48 including K106, WAVA, Y100, 896, WLS, Z95, K8EQ, KMEL, KPLUS,

Movee: Up 14, Debuts 2, Same 24, Down 17 Acres 1004 35-31, WHYSE 37-32, OK95 30-27.

Movee: Up 14, Debuts 2, Same 24, Down 17 Acres 10 Moth, WKSE 37-32, WHYSE 35-32, OK95 30-27.

Movee: Up 14, Debuts 2, Same 24, Down 17 Acres 10 Moth, WKSE 37-32, WHYSE 35-32, OK95 30-27.

Movee: Up 14, Debuts 2, Same 34, Down 17 Acres 10 Moth, WKSE 37-32, WHYSE 35-32, OK95 30-27.

WOMES, IN O. GORDER D'S SHURE I, DOMU D'Y POGRE 31 MOTHER MACO BLOY SS. 18 MICE 1948, OLDG SE-SS. MCSA.

CHYMY KHAM ...CHAG OI Y FLIGHTUM, (MB) 35/31

MONGH! MORO! BLOW SS-18 MORE 1948 OLDG SE-SS MCSA.

MONGE IN BLOW DEPRIES? SHURE 11, DOMU O'Y POGRE 31 MOTHER MCOO' BLOY SS-18 /MCE 1948 OLDG SE-SS /MCSA.

TIMILED WARRANT "VICTORY LAND (AND A WASH, WASH, WASH, WASH, WORR, WASH, WORR, WASH, WORR, WASH, WORR, WASH, WORR, WASH, WASH,

ICEHONZE "MO LOUMISES" (CIPLASSIIS) 33/1

WORSE 'D P' DEDRIE 1' SEME 14' DENT '16-17' MSELT 31-58' KEMM 35-58'

WORSE 'D P' DEDRIE 1' SEME 14' DENT '16-17' MSELT 31-58' KEMM 35-58'

WORSE 'D P' DEDRIE 1' SEME 14' DENT '16-17' MSELT 31-58' KEMM 35-58'

NAS' MEBS' KIKX' KXAO' KSSN' BRXXX' MBMB' MBHD 40-32'

ETOBIN OBING & CVET VNOEBZON, Lifeting v fund (Thoric,) (Squeic)(SR) \$1\text{Viv. NAC No. 25 (SR) (SR) S. 1\text{Viv. NAC No. 25 (SR) S. 1\text{Viv. NAC NO

Moves Up 3, Debuts 2, Same 3, Down 0, Adds 19 including K106, WWZZ K104, g106, wSSX, KAMZ, Bu105, Q104, B104

WE SHOW AS 20, 106 6-25, KBES 20-5, EGE 20, WEE E1 11-16, WSPK 11-1

WE SHOW AS 20, Point IO IN 0 Refurm" (Albinit) 25/6

Woves Up 5, Debuts 3, Same 11, Down 0, Adds 6, WKSE, Ri-104, K10X, WGAN, WCIL, OK95, B96 d-38, WAMMS on, KKRRZ

WOVER UP 5, Debuts 3, Same 11, Down 0, Adds 6, WKSE, Ri-104, K10X, WGAN, WCIL, OK95, B96 d-38, WAMMS on, KKRRZ

WORLD STATE OF THE STATE OF TH

ON HYDLAWH. ...MARIUR J. See Ron. IF THIS YOUNG STO WHO'S WARD STORY OF STO

SASS (Signal) "Wor see of gnitisw" NAMTAAH NAO

ACON ON, WIGH ON, SAME 19, DOWN O, WUNDS
MOONES UP 0, Debuts U, Same 19, DOWN O, WUNDS
MOONES UP 0, Debuts U, Same 19, DOWN O, WUNDS
MOONES UP 0, Debuts U, Same 19, DOWN O, MUNDS
MOONES UP 0, DOWN O, CULTURE CLUB "Gusto Blusto" (Virgin/Epic) 21/2
MAYS, WXKS on, CFTR on, KPLUS on, K104 on, WANS on, CFTR on, KPLUS on, K104 on, WANS on,

ADRENALIN "Road Of The Gypsy" (MCA) 20/2

ISTE OLE WINN, WE I POWNER, (ESSENS(ES) 18/4 ISTE OLE WINN, WE I POWNER, (ESSENS(ES) 18/4 WORSE OLD ("Bonge of "Sound of "Yorde or "MUHIO" MINO" WAYS. KDMB OU' K104 16-8' MEBZ 40:36' MWBZ WORSE OLD ("Bonge of "Sound of "Yorde or "MINO" or "MONE ON "MON

(KS on, WCAU 38-34, PRO-FM on, WLS on, Q100 on, WSPK DENNIS DEYOUNG "This Is The Time" (A&M) 17/0

Movee the proposed Same (S. Down of Lodge (Nord) and KWKS on WOAD 38-44, Part-Ording TO MORE ON KOOL ON WORKS ON WOAD 38-44, Part-Ording TO KWO ON KOOL ON KOOL ON WORK ON THE WORK ON WORK ON WORK ON THE WORK ON THE WORK ON THE WORK ON WORK ON THE WORK ON THE

MILIURE HORZION ... YII Y OUCE. (PH2IS) 15%

MILIURE HORZION ... YII Y OUCE. (PH2IS) 15%

MILIURE HORZION ... YII Y OUCE. (PH2IS) 15% 18-17 WNOK on, KMGX on, KYNO 40.37, KFIV d.35, KCAO 37.33, KWES on-dp.

MIONICHT STAR "Headines" (Solar/Elekta) 1228
MIONICHT STAR "Headines" (Solar/Elekta) 1228
MIONICHT STAR "Headines" (Solar/Elekta) 1228
MIONICHT STAR "Same 2, Down 1, Adds 2, KYND, KCAO, KRBE d.27, KIMEL 15-11, WINNIK on, WTLO on, WCKU

Up 0, Debuts 0, Same 0. Down 0, Adds 11, KEGL, WRSR, Q100, WLAN, WPST, WOKI, KAY107, WJAD, WZYP. LEVEL 42 "Hot Water" (Polydor/PolyGram) 11/11

Noves: Up 6, Debuts 1, Same 2, Down 1, Adds 2, KINCX 13-10

Moves: Up 6, Debuts 1, Same 2, Down 1, Adds 2, KINCX 13-10

Moves: Up 6, Debuts 1, Same 2, Down 1, Adds 2, KINCX 13-10

BE COUNTRY "Look Away" (Meteury/PolyGiam) 11/7 Movee Up C. Debus C. Same 4, Down C. Adds 7, WKRZ, WTLO, WGUY, 100KHI, KNIN, WDBR, KGOT, WOKI on-dp, WJAD M WZYP on WHSL on.

Noves Up 3, Debuts 1, Same 3, Down 2, Adds 1, KOMU, AMR2 19-36, KIAUly, on-dp, KMEL 17-16, KPLUS on-dp, KIYS

OFPECHE MODE "Y Guestion of Lust" (SirwWB) 10/1

DEPECHE MODE "X Guestion of Lust" (SirwWB) 10/1 S0-15, KSND 32-23, KXYO 36-32, KZZU d-38, KOZE d-33, Aur PP on Aust Lore (Tommy Boy) 10/1 TKA "Une Way Love" (Tommy Boy) 10/1 MANNEE Un 3. Debuls 1, Same 3, Down 2, Adds 1, KOMO, KAME 11-10, KMGX 36-31, KCAO d-34, KRO on, WCIL 33-32

adds in a region, and fewer than 50 stations adds in R&R overall. This information will be published in R&R gional most added, but which have five or more Breakouts are records not included in the re-

sach week on the CHR Adds & Hots pages

27 Playlists Begin on Page 75 Adds & Hots Begin on Page 78 Parallels Begin on Page 80

CHR A/C - ON YOUR DESK NOW

Possile Balle

4 July '86

Dear Programmers:

Thank you for making "On My Own" by Michael McDonald and myself a #1 record. It could not have happened without I'm sure you have your own favorite from the "Winner in

You, album. Wy personal choice is "OH PEOPLE." "OH PEOPLE, If we are one big family no one your help. Here's why ...

will have to beg to eat. If we live in a world of dignity no man will have to live on the street... Apart we are weak, together we are strong... OH PEOPLE we are all writing this song.

I sincerely hope you will share in my song.

With love and appreciation,

Patti LaBelle

BLACK/URBAN

MCA RECORDS