

I N S I D E :

**CRUCIAL HEARINGS
IN WASHINGTON**

Broadcasters were in the spotlight at Congressional hearings last week, with Fairness Doctrine proponents and opponents clashing and the opening of discussions on beer and wine broadcast ads, an issue described as a "runaway freight train."
Page 10

**GETTING THE MOST OUT OF
SPECIAL PACKAGES**

Dwight Case contends that sales packages are not synonymous with "discounted rates" — stations should charge more for a creative package.
Page 18

**TURNING AGGRESSIVE WITH
EASY LISTENING**

Guest columnist Keith Carson of WRFM/ New York believes Easy Listening can't afford to sit back passively and wait for advertisers and listeners to fall into place. He provides a detailed approach to aggressive promotion.
Page 31

SUPERSTARS IN UPBEAT MOOD

Steve Feinstein returns from the Burkhardt/Abrams/Michaels/Douglas Superstars meetings with a sense of renewed AOR optimism and evidence of upper-demo success.
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**PEOPLE IN THE
NEWS THIS WEEK**

- Ken Harris Sr. VP at Transtar
- Rick Gillette Op. Dir./Program Mgr. at KGMS & KSFM
- J.C. Floyd PD at WVOL & WQQK
- Rowena Harris VP at PolyGram
- Skip Schmidt GM at WJQY
- Tony Maddox VP at KZBS
- Marty Loughman VP at Bingham
- Neil Portnow VP at EMI America
- Bill Gilreath GSM at K101
- Bob Canada Program Mgr. at WNVZ
- Catherine Rubenstein GSM at KBPI
- Kip Gilbert GSM at KNUS
- Courtney Thompson GSM at WCKO
- Dean Lindsay GSM at KLUB & KISN
- Robert O'Brien GSM at KUUT

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**CALL LETTER CHANGES:
PRO & CON**

Lon Helton samples the experiences of stations which have switched from established call letters, and points out the pluses and minuses of changing your identity.
Page 45

INDEPENDENTS' DAY

As the network/program supplier universe contracts, how do independent producers fit in? Reed Bunzel talks to Denny Somach and IS Inc.'s Rob Sisco for the inside scoop.
Page 16

Newsstand Price \$3.50



ANDERSON VP/R&B PROMOTION

Ienner Arista VP/Promotion

Arista VP/National Pop Promotion Don Ienner has been promoted to VP/Promotion, supervising all music departments, including CHR, AOR, A/C, and R&B. At the same time, former Motown National Director/R&B Promotion Tony Anderson was appointed VP/R&B Promotion.

Arista Exec. VP/GM Sal Licata told R&R, "Donnie's done an exceptional job. It only makes sense that he has more responsibilities in the promotion area, as he's earned them



Don Ienner



Tony Anderson

through hard work, integrity, and dedication."

Regarding Anderson, Licata continued, "I went out for the best, and I got him. Tony's going to be a tremendous asset to us." Ienner added, "With his keen sense of promotion, Tony will be able to take what is already the best R&B roster in the business to even greater heights."

RUBIN DIRECTOR OF COMMUNICATIONS

**Krizman Promoted
To R&R Executive VP**



Dick Krizman



Dick Rubin

Radio & Records VP/Sales Dick Krizman has been promoted to Executive VP. In his new capacity, Krizman will

continue to supervise the company's advertising sales department. At the same time, Dick Rubin was named to the newly-created position of Director of Communications, overseeing computer, circulation, and other communications operations.

**Albright PD
At KMPS**



Jay Albright

After two years as National Programming Consultant/Country for Drake-Chenault, Jay Albright has been named PD for KMPS-AM & FM/Seattle, beginning March 11. The Country stations had been without a PD for three weeks after longtime programmer Ron Norwood left to open a computer business.
ALBRIGHT/See Page 4

Commenting on Krizman's advancement, R&R President Dwight Case stated, "This promotion is the linchpin to our growth." Regarding Rubin, Case added, "Everyone is trying to get a handle on internal communications... we finally have, with Dick Rubin."

An original R&R employee, Krizman joined the newspaper as Director of Advertising in 1973, and was promoted to VP/Sales in 1978. Rubin, who has an extensive background in entertainment production, came to R&R three years ago as an administrative staffer.

Also joining R&R is Nancy Rabiner, as Editorial Assistant/receptionist. Her broadcast
KRIZMAN/See Page 4

BYRNE VP/GM

**WMZQ Sets New Team
For Management/Sales**

In a realignment of management and sales executives at WMZQ-AM & FM/Washington, General Sales Manager Frank Byrne has been elevated to VP/GM. At the same time, Crosstown WASH's National Sales Manager Paul Wilensky was named to succeed Byrne as GSM, while WMZQ Account Executive Peggy Terrell moved up to NSM.

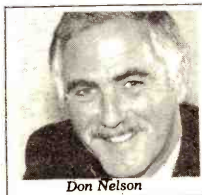
The VP/GM post had been open for three weeks since Brian Bieler was named Presi-

dent of Viacom Radio. Bieler commented, "We are fortunate to have the talent and depth of management in our company to be able to promote from within. Frank has done a superb job, truly earning this appointment."

Byrne, who had been GSM since 1982, said, "The past year and a half have been especially rewarding for me because of the extraordinary support, guidance, and leadership of Brian Bieler, as well as the performance of the entire WMZQ staff. I will try to continue the winning tradition."
WMZQ/See Page 4

**ROSE REMAINS
REGIONAL MGR.**

**Nelson
KMGG's
New GM**



Don Nelson

Former KSON-AM & FM/San Diego VP/GM Don Nelson has been named GM at KMGG/Los Angeles. He replaces Emmis VP/Regional Manager Doyle Rose, who will remain in that capacity but maintain his base at Emmis's WL0L/Minneapolis.

Rose told R&R, "The original plan was for me to move to California, manage KMGG, and oversee the operation of WL0L from here. For personal reasons
NELSON/See Page 4

**Moyes, Campbell Upped
At Research Group**



Bill Moyes



Larry Campbell

In twin promotions at the Seattle-based Research Group, President Bill Moyes has been elected Chairman/CEO, while Sr. VP/GM Larry Campbell succeeds him as President/COO.

Moyes founded the radio research/consulting firm in 1977

and has been President for the past eight years. He previously was VP for the TV research firm Frank Magid Associates.

Campbell joined the company in 1981 after 14 years with King Broadcasting, where he served as GM at KRFM/Spokane,
MOYES/See Page 4

Why America's Most Successful Radio Broadcasters Demand The Research Group

*Dick Ferguson
President
Katz Broadcasting*



"Over the past five years, 'our partners' at The Research Group have helped us see the radio business not only through the eyes of programmers, promoters and sales people, but as strategists and marketers. This strategic and marketing perspective, combined with the information we gained from their research studies, has given our stations a tremendous advantage in this intensely competitive field.

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WHO'S GOING WHERE?

R&R is the industry's foremost "people" publication, and "Pro:Motions" is a big part of the total effort. Each week the Pro:Motions section details new appointments at every level of the radio, record, and affiliated fields, so you can find out who's going where.

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KGMS GOES CHR; BRAZIL GSM FOR COMBO

Gillette Expands Duties At KGMS & KSFM

Duffy Broadcasting's KGMS & KSFM/Sacramento will switch AM KGMS from Drake Chenault's Hit Parade to CHR sometime before March 15. In addition, KSFM Operations Manager Rick Gillette has been promoted to Operations Director/Program Manager for both stations. GSM Bill Stuckaloff has left to pursue other interests, and the stations have named KRLD-TV/Dallas Account Executive Nancy Brazil as his replacement. Brazil worked in radio as an AE at KZEW & KRQX/Dallas and WCGQ/Columbus, GA.

VP/GM Jerry McKenna told R&R, "With Rick's expertise and growth experiences at KSFM, this promotion is most timely for him. New calls are on the way for KGMS, although they've not been firmed up. We will simulcast morning drive, but all other dayparts will be separately programmed to

specifically address the needs of the AM band."

He added, "Nancy has done a hell of a job everywhere she's been and she's ready to jump into management; she's ready to be a superstar."

Loughman Upped To Bingham VP

Bingham Broadcasting (BBC) Director of Promotion Marty Loughman has been promoted to VP. Retaining his present title, Loughman will concentrate on marketing and promotions, supervising national sales for the six-station group. BBC owns KBRO & KHIT/Seattle, KYAK & KGOT/Anchorage, and KIAK & KQRZ/Fairbanks.

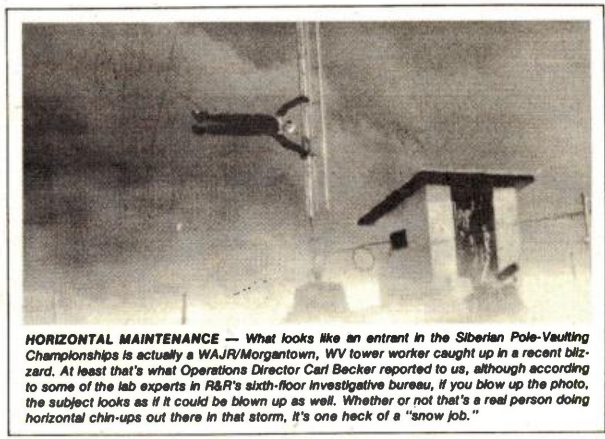
BBC President Bob Bingham said, "Nobody has a better appreciation of how quickly we've grown than Marty. And, I might add, nobody has given more of himself to create that growth."

A San Francisco native, Marty Loughman worked at several stations in both the Bay Area and Seattle. He joined BBC two years ago and moved to corporate headquarters in Seattle last July after serving as Station Manager at KGOT.

Schmidt Tapped As WJQY GM

KBRQ-AM & FM/Denver VP/GM Skip Schmidt has accepted the GM post at WJQY/Ft. Lauderdale. A former GM at TM Productions, Schmidt succeeds Jim Butler, who became GM at neighbor WCKO in early January. WJQY, known as WWJF until last December, is a Transtar "Format 41" affiliate.

Station owner Joe Amatore told R&R, "Skip is very qualified. His experience, success, and understanding of the business requirements needed to run a station were perfect for the position." Schmidt added, "I've known Joe Amatore for quite some time, and this is a wonderful place to live."



HORIZONTAL MAINTENANCE — What looks like an entrant in the Siberian Pole-Vaulting Championships is actually a WAJR/Morgantown, WV tower worker caught up in a recent blizzard. At least that's what Operations Director Carl Becker reported to us, although according to some of the lab experts in R&R's sixth-floor investigative bureau, if you blow up the photo, the subject looks as if it could be blown up as well. Whether or not that's a real person doing horizontal chin-ups out there in that storm, it's one heck of a "snow job."

Harris New Transtar Sr. VP

Ken Harris has been appointed Sr. VP/Affiliate Relations at Transtar Radio Network. He reports directly to network President C.T. Robinson, and will be based in Transtar's new offices in New York.

Robinson said, "Ken's extensive background in all phases of broadcasting, including networking, ensures that Transtar's phenomenal affiliate growth will continue under the guidance of a pro."



Ken Harris

Most recently Harris served as VP & Director/Affiliate Services for the RKO Radio Networks. He previously spent eight years as VP/GM of VIP Broadcasting. "I couldn't have asked for a better situation," Harris told R&R. "Everything is so right, it just can't miss. I'm happy to be a part of where radio is heading in the next decade."

Floyd Takes PD Post At WVOL & WQQK

J.C. Floyd has been appointed PD of Phoenix Communications Group's WVOL & WQQK/Nashville. Most recently MD at KNOX/Dallas, he succeeds Fred Harvey.

Commenting on the appointment, Phoenix Sr. VP John Haggard said, "We saw in J.C. a young, aggressive street fighter who values heavy community involvement, especially with AM radio. He's also a promotions/ideas person; the type of rare find who can work with sales departments and help managers increase their revenues, as well as maintain a balance with the programming department."

Before his KNOX stint, Floyd served as Sheridan Broadcasting's National PD. His 14-year career also includes programming stops at WAMO/Pittsburgh and WIGO/Atlanta. Floyd told R&R, "WQQK has a very solid foundation and is on an upward swing at this time. WVOL, also a market leader for many years, has a strong history. We are going to reestablish that dominance and definitely skew older."

Harris Named PolyGram Urban/Black VP

Rowena Harris has been promoted to VP/Promotion-Urban Contemporary/Black Music Division for PolyGram. She was previously National Director of Promotion for that division.

Executive VP Jack Kiernan noted, "Rowena is a talented promotion person with a long and impressive track record, and her new appointment should be seen as a firm restatement of our belief in her expertise."



Rowena Harris

A 14-year music industry veteran, Harris came to PolyGram last year from Arista Records, where she was Regional District Manager. She previously operated her own marketing/promotion firm, having earlier worked with Polydor as Regional Promotion Director. She told R&R, "For the industry, it's a decision long overdue, as no woman has held this position at any other major record company. There are a lot of qualified women out there, and I'm hoping this move will open the door to them. Thank God PolyGram started it."

TRANSACTIONS

Affiliated Deals WHYN-AM & FM For \$7.8 Million

Robbins & Ries Broadcasting will purchase WHYN-AM & FM/Springfield, MA from Affiliated Broadcasting for \$7.8 million. The properties are the first for the buyer; the seller owns ten other stations in Phoenix, Fresno, White Plains, Sacramento, Seattle, and Jacksonville. WHYN (AM) operates with 5 kw days/1 kw nights on 560 kHz; WHYN-FM has 8.9 kw on 93.1 mHz at 1000 feet.

Faver Buys Four For \$2.65 Million

Woodall Stations has agreed to sell North Carolina stations WSMY (AM)/Weldon and WPTM (FM)/Roanoke Rapids, as well as Georgia outlets WGAF (AM)/Valdosta and WTQQ (FM)/Cairo, to Faver Broadcasting Group Ltd. for \$2.65 million. Woodall copricipal, Allen Woodall also has interest in WSLE/Bremen, GA. The buyer, headed by Ronald Verlander, is a new investment firm involved in radio acquisitions. WSMY has 1 kw days/250 watts nights on 1400 kHz; WPTM operates with 3 kw on 102.3 mHz at 300 feet; WGAF broadcasts with 5 kw on 910 kHz; and WTQQ is a 3-kw signal-on 102.3 mHz at 300 feet.

Calvary Chapel Buys KWVE For \$2 Million

El Camino Broadcasting will sell KWVE/San Clemente, CA to Calvary Chapel of Costa Mesa, Inc. for \$2 million cash. The buyer is headed by

TRANSACTIONS/See Page 4

KZBS Chooses Maddox As VP/Programming

KOKE/Austin Program Director Tony Maddox has been named VP/Programming at A/C-formatted KZBS/Oklahoma City. The position was most recently held by Reid Reker, who joined WMET/Chicago as PD last month.

Before programming KOKE, Maddox was PD at KOGO/San Diego, having earlier worked on-air at KHJ/Los Angeles. He told R&R, "(KBZT President) Bill Lacy is one of the most incredible owners I've ever known. I actually turned down a lucrative offer to do middays at WAPP/New York to work here. KZBS is already well-established, and Bill wanted me to come in and help put the icing on the cake."



Tony Maddox

R&R Observes President's Day

In observance of Presidents' Day, R&R's offices will be closed on Monday, February 18. Our Los Angeles, Nashville, and Washington DC locations will be open during regular business hours on Tuesday, February 19.

Portnow New EMI VP/A&R



Neil Portnow

Neil Portnow has been named VP/A&R at EMI America, replacing Gary Gersh, who joined Gefen's A&R staff two weeks ago. Portnow had been VP/West Coast for Arista for three years, having earlier been President of 20th Century Fox Records.

EMI America President Jim Mazza stated, "Neil's integrity and stature bring to EMI the kind of professionalism that will help lead our company through the challenges that lie ahead." Portnow, who reports to Mazza and will be based at EMI's Los Angeles headquarters, commented, "EMI is uniquely positioned to achieve new levels of success and growth. I look forward to joining Jim Mazza and EMI's strong management team in the development of a special and highly creative artist roster."

Thompson Heads Sales At WCKO

Courtney Thompson has been named Sales Manager at WCKO/Miami-Ft. Lauderdale. He was most recently Director of Sales at crosstown WWSW. GM James Butler commented, "I'm very happy to have someone of Courtney's abilities and strong major market background join us."

Thompson, who previously worked in sales at KFAC/Los Angeles, KBZT/San Diego, and WCLR and WFYR/Chicago, told R&R, "Seonix is a young broadcast company with plans for continued growth. The partners and James Butler are terrific individuals, and I feel fortunate to have been selected."

Nelson

Continued from Page 1

sons, however, I'm going to have to stay in Minnesota. As a result, we had to find the best guy we could to run Magic, and of all the people we spoke with, Don appeared head and shoulders above the other candidates."

Rose added that he'll continue to oversee KMGG and will still commute between the two markets - "although less frequently."

Although Nelson has an extensive track record in Country radio, Rose stressed that there



Fee Waybill of the Tubes and manager Larry Fitzgerald, members of the Fitzgerald Hartley Rock 'N' Racing Team, were first in the celebrity class of the Frontier 250 off-road race in Las Vegas (the team finished fourth overall). Turtled are (l-r kneeling) actor Chuck Norris, racer Mario Alasi, and Mark Hartley (who along with Toto's Steve Lukather finished the race despite flipping over a few times); (l-r standing) five racing crew members, Earth Wind & Fire's Ralph Johnson, actor Ben Davidson, Waybill, Lukather, and Fitzgerald.

Albright

Continued from Page 1

VP/GM Jim McGovern commented, "Jay's programming abilities are widely known. When we were looking at resumes of others we were interested in, Jay often appeared as their first reference; that told us a lot right there. Affiliated is a young and growing company, and I'm sure Jay will have an exciting part to play in its future."

Albright, who programmed KEEN/San Jose prior to Drake-Chenault, told R&R, "I feel a lot of sadness in leaving D-C, because the national perspective one gets there becomes addictive. Affiliated has some aggressive plans, not only for Seattle but for acquisitions too. In my career, winning has always been a lot of fun, and I'm really prepared to have a lot of fun at KMPS."

Moyes

Continued from Page 1

KGW/Portland, and KING/Seattle. He told R&R, "It's been a terrific education working with our clients, whom we learn from every day. Bill Moyes initially gave me the opportunity to manage the company, and this promotion is the realization of a lifelong goal - to get to the top and have an equity partnership in a major company such as this."

are no new format plans for A/C KMGG. "Don was hired because of his background in management and marketing. Magic is on track."

Prior to his duties in San Diego, Nelson spent 25 years with Mid America Radio, beginning as an announcer at WQUA/Moline, IL in 1955. He departed in 1980 after 13 years as VP/GM of WIRE & WXTZ/Indianapolis. He also helped his own Nelson & Associates media brokerage firm.

Nelson commented to R&R, "It is unbelievably great to be involved in Emmis's flagship station. This will be the growth company of the '80s."

KLUB & KISN Tap Lindsay As GSM

Former KKAT/Salt Lake City GSM Dean Lindsay has crossed the street to become GSM at Carman Corporation's KLUB & KISN. He replaces Dave Ferraro, who joined KTVX-TV/Salt Lake City as an Account Executive. KISN & KLUB VP/GM Bunk Robinson said, "Dean comes to us as one of the most skilled broadcast sales executives in our area. I think he's going to add a new positive dimension to our operation."

Lindsay began his career at KSL, eventually becoming Sales Manager, and served as VP of the



Dean Lindsay

NBA's Utah Jazz. He noted, "The NBA was a challenge, and this is too. As with any other team situation, I'm doing an evaluation of where we stand and formulating a game plan to maximize our sales efforts. I'm very confident about (CHR) KISN, where we look for a lot of growth, and our untapped potential with (MOYL-formatted) KLUB."

Krizman

Continued from Page 1

background includes on-air positions at San Diego outlets KSON-FM and B100.

WMZQ

Continued from Page 1

Regarding Wilensky and Terrell, Byrne remarked, "Paul's a dynamic salesperson who's well-known in the community. He's also an excellent manager, and will be an enormous asset to our team. Peggy's background and experience at WMZQ, coupled with her drive and enthusiasm, will guarantee a smooth, successful transition with national sales."

Transactions

Continued from Page 3

nationally-syndicated religious broadcaster Charles Smith, who has no other radio interests. El Camino is headed by Cliff Gill, who also has interest in KATY/San Luis Obispo, CA, and a CP for an AM in Commerce City, CO. KWVE operates with 50 kw on 107.9 MHz at 500 feet.

Seymour Pays \$1.4 Million For WSVS-AM & FM

Ellek Seymour is buying WSVS-AM & FM-Crewe, VA from Southern Virginia Broadcasting for \$1,373,000, plus a \$40,000 non-compete agreement. Seymour also owns WETT & WWTR/Bethany Beach, MD; the seller owns no other stations. WSVS (AM) is a 5-kw daytime on 800 kHz; WSVS-FM broadcasts with 100 kw on 104.7 MHz at 404 feet.

Also Pending FCC Approval:

• WTAN/Clearwater, FL from Shore Broadcasting to Brosig Broadcasting for \$570,000. WTAN has 1 kw days/250 watts nights on 1340 kHz.

Gilreath Joins K101 As GSM

KCBS/San Francisco GSM Bill Gilreath has joined crosstown FM A/C K101 as GSM. He fills the duties previously held by longtime GSM Dick Stein, who departed two weeks ago.

K101 VP/GM Jack McSorley explained, "Dick left because he and I had different styles. He was an excellent sales manager, but as I told the staff recently, just because a married couple can't make a go of it doesn't mean that either of them are bad people. Perhaps those two particular people shouldn't be married."

"One of the reasons Bill came over," McSorley said, "is because of K101's growth potential. I'm sure he also sees the benefit of getting into a young, growing company. I wanted this opportunity to work with Bill, and for K101 to grow the next step, we need someone like him."

Ienner

Continued from Page 1

Anderson moves to New York after 18 months at Motown, having earlier worked six years as an independent promotion rep for Jonas Cash Promotions. He told R&R, "I spent the most important period of my development under the guidance of Jonas Cash, a giant of a man and a professional. Then I had the opportunity to work for Berry Gordy, under the direction of Skip Miller and Miller London. Now I'm joining the Arista team, headed by one of the industry's greats, Clive Davis. I consider myself very fortunate."

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Pat O'Brien

JOINS CBS RADIORADIO'S SPORTSBREAK

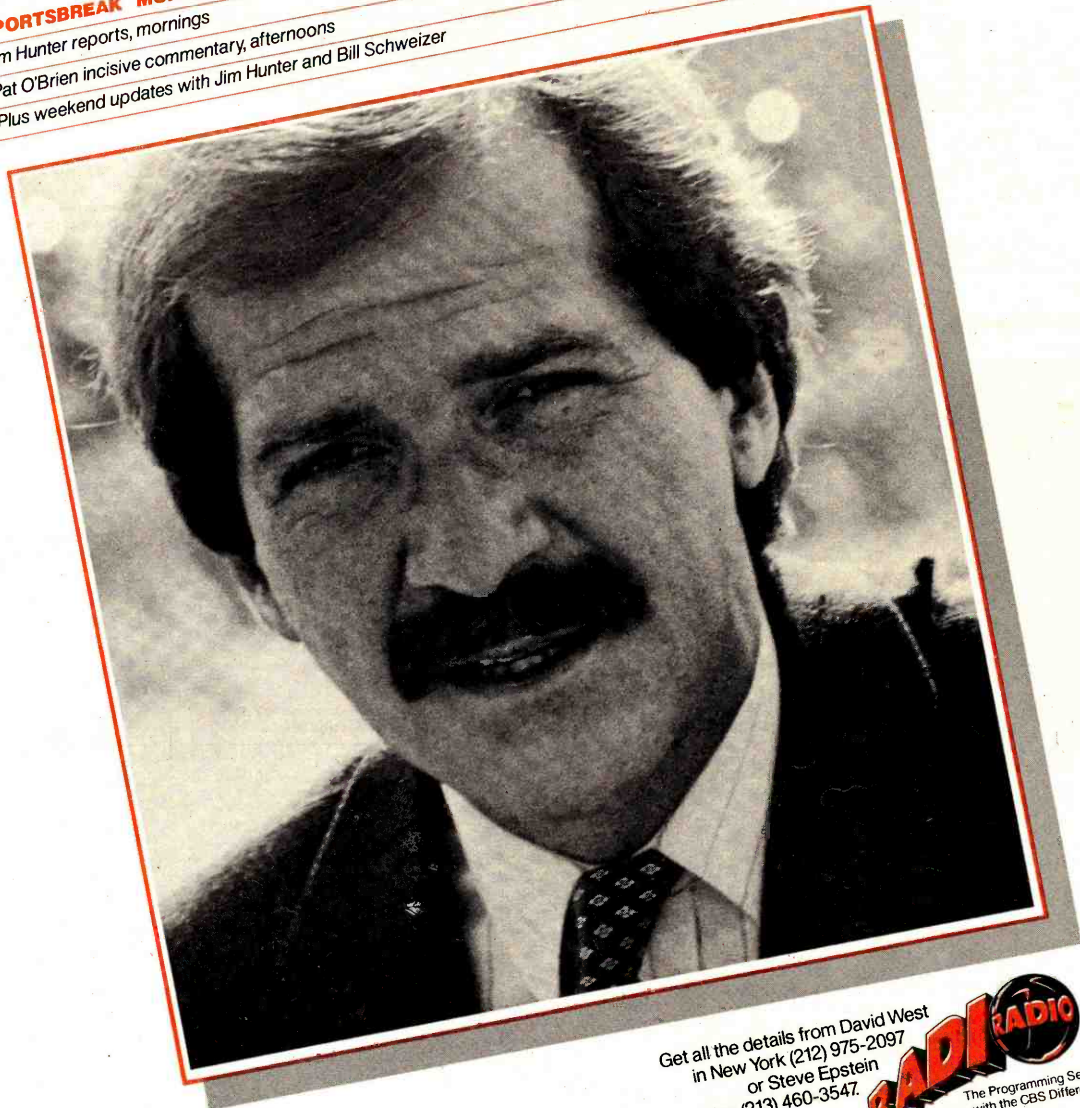
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The Programming Service
with the CBS Difference

**RUBENSTEIN TO KBPI;
GILBERT TO KNUS**

Sandusky Sets New Denver GSMs

Following the resignation of KNUS & KBPI/Denver GSM Weezie Crawford owing to a family illness, separate GSMs have been named for the two stations. Catherine Rubenstein, former GSM at crosstown KRZN & KMJI, will handle those duties at KBPI, while Kip Gilbert moves up from Local Sales Manager to GSM for KNUS.

Sandusky Radio President Tony Brooks said, "This is Catherine's third stint at KBPI, and I'm glad to have someone in the position of GSM who understands the station's long and illustrious history as a Denver AOR force." He continued, "Kip led KNUS to an unprecedented 86% revenue growth in 1984, and we expect to equal or surpass that in 1985."

Rubenstein's prior background includes terms as GSM at neighbor KPKE and as an AE with nearby KHOW, in addition to earlier stops at KBPI as Sales Assistant and National Sales Manager. A market veteran, Gilbert has worked in sales at KLAQ & KPPL and KIMN & KYGO, having additionally been District Promotion Manager for Capitol out of Denver and Chicago.

It was also announced that KBPI AE Karen Zanders has been promoted to National Sales Manager for both stations.

Easton West



EMI America's Sheena Easton was out West for two shows at L.A.'s Universal Amphitheatre, and received a gold award for her "You Could Have Been With Me" LP. Pictured (l-r) are EMI America President Jim Mazza, Easton, manager Harriet Wassermann, and EMI VP Dick Williams.

Platinum Ocean



Jive/Arista's Billy Ocean was awarded a platinum LP plaque for his "Suddenly" album following a Radio City Music Hall/New York appearance. Pictured (l-r) are band member Jeff Smith, Arista Exec. VP Sal Licata, label's Rick Bisceglia, producer Keith Diamond, Ocean, manager Laurie Jay, and Arista VP Lou Mann.

American Music Awards Winners



Pictured accepting their American Music Awards are (top) Prince surrounded by his band, the Revolution; (below left) Tina Turner; (below center) host Lionel Richie with an armful of six trophies; (below right) Cyndi Lauper.

Duran Duran Do Double Platinum



At Capitol's Promotion Conference in L.A. recently, Duran Duran's John Taylor was presented with a double platinum plaque for the group's "Arena" LP. Pictured (l-r) are Capitol President Don Zimmermann, Taylor, Sr. VP Walter Lee, and Chairman Bhaskar Menon.

Foreigner Cruises



Atlantic and ESP Management hosted a dinner dance on a yacht in New York recently to celebrate Foreigner's success. Pictured (l-r) are Atlantic VPs Tunc Erim, Judy Libow, group's Lou Gramm, and label's Exec. VP/GM Dave Glew.

Canada Named Program Manager At WNVZ



Bob Canada

WNVZ/Norfolk PD Jeff Morgan has stepped down from his programming duties to concentrate on his morning show. Replacing him is former WGH-AM & FM/Norfolk PD Bob Canada.

VP/GM Paul Todd commented, "Jeff has been doing a super job in the morning, but the added programming chores were weighing him down. Bob knows the business and will take us onward with our Hot Hits emphasis. Why change? It's a winning format."

With programming credits for WLEE/Richmond and WWDG-AM & FM/Washington also under his belt, Canada took a sabbatical from programming last year. He told R&R, "My time off has sharpened my awareness of how the public really hears radio. The staff will stay intact, and I'm so glad Jeff will stay on in the morning show. We will return to the original Hot Hits concepts which put the station on the map in the first place."

O'Brien New Sales GM At KUUT

KLZI/Phoenix Local Sales Manager Robert O'Brien has transferred to TransCom sister station KUUT/Orem-Salt Lake City as GSM. A former GM at KATT/Oklahoma City, O'Brien has also worked as GSM at KDKB/Phoenix and WELM & WLBY/Elmira, NY.

Chris Kampmeier, who joined the station two weeks ago as Station Manager, told R&R, "Bob's extensive experience in many different facets of the industry, ranging from sales management to station management to experience with rep firms, will help us tremendously in this start-up situation."

KUUT has been dark since its recent ownership transfer and is now undergoing technical improvements. Station officials expect KUUT to return to the air shortly.

AN OPEN LETTER OF APPRECIATION TO THE HARRIS CORPORATION FROM MOTOROLA AM STEREO.

The Broadcast Transmission Division of the Harris Corporation has elected to adopt Motorola AM stereo technology. Now Harris, too, will make and market the C-Quam™ system.

Coming as it does from still another leader in the broadcast industry and a respected competitor, we look upon this decision as a high compliment and special honor.

Moreover, it stands to confirm the judgment of Broadcast Electronics, Delta and TFT, the other leaders whose opinions have also exerted great influence within the broadcast industry.

But we prize this latest vote of confidence most of all because it underscores acknowledgement of the C-Quam system as the AM stereo standard here and abroad.

MOTOROLA AM STEREO. THE WINNING SYSTEM.



Pro:Motions

Long Manages KOBH

Bruce Long has been appointed Manager of KOBH-AM & FM/Hot Springs, SD, following the stations' recent acquisition by Sorenson Broadcasting Corporation. Long was most recently owner/Manager of KTHE/Thermopolis, WY and prior to that managed KISD/Sioux Falls.

Martin New KLUV SM

Barry Martin has been named Sales Manager of KLUV/Dallas-Fort Worth. Before joining the station, Martin was Southwest Regional AE at Becker & Spielogel, Inc. His background also includes a stint as a sales executive with Golden West Broadcasters.

Chrysalis Taps Thompson

Greg Thompson joins Chrysalis Records as Regional Promotion Manager, Central/Cleveland Region. He comes to the label from CBS Records, where he was a college marketing representative. Previous to that Thompson held a Retail Sales Manager post with Harmony House Records and Tapes in Michigan.

Marinoff Moves To WBCS NSM

Susan Marinoff has been promoted to National Sales Manager at WBCS-AM & FM/Milwaukee. She started with the stations in 1981 as administrative assistant to the GM. Two years later Marinoff advanced to her most recent post as National Sales Coordinator. Marinoff's radio career includes the Traffic Director position at WPIC & WYFM/Sharon, PA.

Johnson Joins Blackburn & Company

Greg Johnson has moved to Blackburn & Company as a media broker. Since 1977 he had served as NAB's West Coast Regional Manager. Before his NAB affiliation, Johnson spent six years with a Washington, DC-based management consulting corporation.



Greg Johnson

JHC Promotes Woods

Fred Woods has been appointed Director of Artist Relations for the Jim Halsey Company. He joined the entertainment firm in 1977 as a production coordinator; six years later he was named tour coordinator for the Oak Ridge Boys.

Hofmann Named Buckley VP

John Hofmann has been elevated to VP/Director of Marketing for Buckley Broadcasting. He accepts the newly-created post after serving as National Sales Manager with the company's KKHI/San Francisco. A 20-year Buckley veteran, Hofmann will continue to work out of KKHI and retain the presidency of Broadcast Marketing Concepts, a Buckley subsidiary.

Recordbreakers Bows

New England broadcasters Ken Lawrence and Bob Cohen have established Recordbreakers, a radio consulting service aimed at small and medium market stations. The firm may be contacted at (617) 286-1482.

Meredith Ups Niska

Donald Niska has been promoted to Controller for Meredith Corporation's Broadcasting Group. He first joined the company in 1972 as Business Manager for WNEM-TV/Say City/Saginaw/Flint, later moving to sister outlet KPHO-TV/Phoenix. Before his Meredith tour of duty, Niska spent nine years with KNORR Broadcasting Corporation as assistant to the Treasurer. Following that, he served three years as Business Manager/Corporate Secretary for WKMR, Inc., Detroit.

Fry Promoted At KHIT

Eric Fry has been upped to Sales Manager for KHIT/Seattle. He joined the station last summer, following three years in media sales with King Broadcasting.



Eric Fry

NARA Organizes

Nashville area radio stations have banded together to form the Nashville Area Radio Association (NARA). Organization officers are: President Tom Casetty from WSM; Vice President Vic Rumore, WLAC; and Secretary/Treasurer John McCreery, WMTS. Board members include Clarence Kilcrease of WVOL & WQQK and Faye Lindsey, WWGM.

Zomba/Jive Promotes Three

Zomba/Jive recently announced three staff promotions. Rachelle Greenblatt, a six-year company employee, moved up from Director/Music Publishing VP/Music Publishing. Barry Weles, a three-year vet, was promoted from Manager/Artist Development to Director/Artist Development. And Ann Carlil was upped to Associate Director/Publicity and Artist Relations after a year's tenure as Manager/Creative Services. In related activity, Lauria Parris joined the firm as Office Coordinator.

Sparrow Names Perkins, Nybo, Kirkwood



Phil Perkins

Neal Nybo

Keith Kirkwood

Sparrow Records has announced three new appointments. Phil Perkins has been promoted to VP/Publishing from Director/Publishing for Sparrow/Birdwing Music. He's a six-year label veteran. Neal Nybo, with the company for three years, has been elevated to Director of Sales Administration for Sparrow Distribution. Prior to this he was Manager, Sales/Special Products. Also at Sparrow Distribution, Keith Kirkwood is moved up to Field Sales Director. He had served as Regional Sales Manager, covering the Southeast.

Korbel Shifts To Roslin

Kay Korbel has joined Roslin Radio as Sales Manager of its San Francisco office. She takes on the new assignment after serving as Office Manager/sales assistant at Republic Radio's San Francisco office.

Private Music Debuts

Peter Baumann is founder/President of the Private Music label, whose artist roster features Patrick O'Hearn, Joachim Kuhn, Jerry Goodman, and Sanford Ponder. Baumann, a former member of Tangerine Dream, will be working with VP Doreen D'Agostino. Private Music is located at 220 East 23rd St., New York, NY 10010; (212) 684-2533.

Woosley Named Blair Sales Manager

Glen Woosley has been raised to Sales Manager of Blair Radio's Atlanta office. Woosley, who has 14 years' sales experience, joined Blair/Atlanta as an AE in 1978. During the seven years prior to that he was a salesman for Moreland Chemical. In other news, Ashley Holding has been promoted from sales assistant to AE.

Ott & Sneed Launch Rockhit

Ott & Sneed, a broadcast management consulting firm, is marketing a new mass appeal, 18-49 adult format called Rockhit. The firm may be reached at (804) 320-5223.

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Twice each month, Galaxy sends you the information you need to go on the air fully prepared. Reliable information in airshift-ready copy . . . plenty of it, fully indexed, useable and

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Every Stopset	The Artist Notes
Every Break	The Record Facts
Every Record	The Birthdays
Every Artist	The Events
Every Hour	The History Highlights
Every Airshift	The Showbiz Notes
Every Day	The Fun Facts & Trivia
Every Format	The Personality

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SENATE HEARS TESTIMONY

Momentum To Ban Beer, Wine Ads Creates "Runaway Freight Train"

The crusade to end alcohol advertising on radio and television has exploded into a "runaway freight train," the head of the Senate Subcommittee on Alcoholism and Drug Abuse declared last week. Sen. Paula Hawkins (R-FL) made the observation as she opened the first hearing in Congress on the proposed ban. Hawkins said she has an open mind on the issue, while Commerce Committee Chairman John Danforth (R-MO) announced during the week he opposes a ban.



Washington Report

WIFX Fined \$6200 For Power, EBS Violations

WIFX-AM & FM/Jenkins, KY have been clobbered with a \$6200 fine by the FCC for violating three rules. Both stations failed to perform weekly EBS tests and neither had current equipment performance measurements available when FCC inspectors showed up. The FM was also found to be exceeding its authorized power tolerance.

Hit with a \$2850 tab for a variety of technical violations was WKBH/Holmen, WI. It was cited for EBS violations, lack of equipment performance measurements, having no duty operator at a transmitter that didn't use remote metering, and having a tower fence that failed to prevent contact with the antenna lead-in wire.

WXIC/Waverly, OH was fined \$2400 for changing its antenna location and converting to nondirectional broadcasting without specific FCC approval. A \$1000 fine was imposed on KPRB/Redmond, OR for unapproved antenna changes and failure to comply with its construction permit.

NPR Proposes Direct U.S. Aid To Public Stations

National Public Radio's (NPR) board of directors has proposed restructuring the way public radio is federally funded. Currently, the Corporation for Public Broadcasting (CPB), acting with the approval of local stations, sends \$10.3 million a year in programming funds directly to NPR.

Under a new five-year business plan designed to bring "predictable levels of funding and stability" to the system, NPR wants programming funds to go directly to local stations starting in 1987. The stations would then pay membership fees to NPR to cover programming, legal, and corporate support services, and representation before Congress and the FCC. NPR stations will vote on the change at their annual Public Radio Conference, set for May 19-23 in Denver.

Last week NPR's board also dealt out budget cuts within the network to cope with an unexpected income shortfall of nearly \$700,000 for fiscal year 1985.

Other Key Developments:

- Claiming their strength in the House entitles them to ten rather than nine seats, House Republicans have refused to seat their members of the Telecommunications Subcommittee.

- In a partial reimposition of its former trafficking rule, the FCC has imposed a one-year holding period for owners who obtain stations under its Minority Ownership Policy of distress sales and issuance of tax certificates.

- RKO challengers continue to drop out of the running for the group's 12 radio stations. Donnie Simpson Enterprises has withdrawn its applications for WFYR/Chicago and WRKO & WROR/Boston.

- Entertainers at NAB's spring convention in Las Vegas (4/14-17) will be the Beach Boys and Pointer Sisters.

The ban campaign has sparked such intense interest that hundreds jammed into the Senate hearing room, and a large crowd was held outside by Capitol Hill police, who struggled to maintain order as latecomers tried to push their way into the packed chamber.

Despite the campaign's publicity and lobbying momentum, no member of Congress has yet come forward to sponsor legislation to impose an ad ban or mandatory counter-ads. The nearest thing is a bill by Rep. Howard Nielson (R-UT) ordering a one-year study by the Bureau of Alcohol, Tobacco and Firearms (BATF) on the link between advertising and alcohol abuse.

FTC Chief Downplays Ban Effectiveness

Ban foes were buoyed by last week's testimony from Federal Trade Commission (FTC) Chairman James Miller, whose



Jim Miller

called the ban issue a political question best left for Congress to decide.

Ban proponents argued that ads glamorize drinking, while broadcasters and brew-



OVERFLOW ATTENDANCE — Broadcast beer and wine advertising has become such a hot issue in Washington that dozens were turned away from last week's packed Senate hearing on the topic.

ers said that advertising merely influences brand preference, rather than consumption level. A one percent shift in beer preference represents \$380 million in revenues, said U.S. Brewers Association President Don Shea.

Radio Faces "Dire Consequences"

NAB President Eddie Fritts outlined intensive station efforts to combat drunk driving and alcohol abuse, and said a ban would cost broadcasters \$750 million a year. Fritts said beer and wine ads make up 12% of radio's network and national spot revenues, and warned of "dire consequences" from a ban, since radio has a small profit margin.



BAN FOES TESTIFY — NAB President Eddie Fritts (foreground) tells a Senate subcommittee an alcohol ad ban would be ineffective, and would cost the industry \$750 million a year, including 12% of radio's network and national spot dollars. Also shown (l-r) are Anheuser-Busch VP Stephen Lambricht, Miller Brewing VP Al Easton, American Association of Advertising Agencies President Len Matthews, and Freedom of Expression Foundation President Craig Smith.

DOCTRINE SUPPORTERS UNITE

Fairness Doctrine Draws Cheers, Jeers At FCC Hearings

During two days of unusual public hearings, the FCC last week took extensive testimony from over three dozen prominent supporters and opponents of the Fairness Doctrine. At the same time, a coalition of 17 groups announced formation of the Campaign for Free Speech to rally support for preserving the embattled doctrine.

Views aired before the FCC split along familiar lines. Broadcasters condemned the Fairness Doctrine, charging that it violates the First Amendment and has a "chilling effect" on the industry. Public interest groups defended it as a reasonable and needed check against the airing of a single viewpoint to the exclusion of all others.

Typical of these clashing opinions were the remarks of NRBA past President and WROQ/Charlotte President/GM Sis Kaplan, and Media Access Project Executive Director Andrew Schwartzman.

Speaking from the perspective of "a real living, breathing, struggling radio broadcaster who has to live with this misguided effort to control broadcast content," Kaplan

said the doctrine "decreases, rather than increases, the type of spirited debate which is critical to a free society." Stations avoid



FCC FAIRNESS HEARINGS — Listening to contrasting viewpoints on the Fairness Doctrine last week are (left to right) FCC Commissioners Jim Quello and Mark Fowler, legal assistant Robert Pettit, and Commissioners Mimi Dawson and Dennis Patrick.



FAIRNESS FOES — Exchanging a few words after testifying against and for the Fairness Doctrine, respectively, are retired CBS newsmen Eric Sevareid and former FCC Chairman Charles Ferris. At right, KGS/Carthage, TX owner Bev Brown, who chairs NAB's First Amendment Committee, argues for Fairness repeal.

controversy rather than risk the costly defense of a fairness complaint, she testified.

Schwartzman praised the doctrine for working "smoothly and silently," and being "minimally intrusive into editorial processes." While most stations do a good job, said Schwartzman, the doctrine "provides a remedy in those rare cases when broadcasters are not inclined to pay heed to rising voices of dissent," especially on the local and state levels.

Dingell Leads Pro-Doctrine

Among the 17 member groups of the Campaign for Free Speech are the American Civil Liberties Union, Consumers Union, National Education Association, United Autoworkers, and American Lung Association.

Its leadership committee includes House Commerce Committee Chairman John Dingell, (D-MI) who denounced the "radical" FCC and its "business cronies," the broadcasters. If the Commission tampers with the Fairness Doctrine without consent from Congress, Dingell predicted, it "may find that what it thinks is a legal loophole can fast become its own noose."

He added, "All thinking Americans realize, whatever their political inclinations, that the Fairness Doctrine is absolutely fundamental to the protection of our First Amendment free speech rights."

How to recover from a down book

Strategic Radio Research's new "Quick Answers" study can tell you exactly *why* your book went down

One of the biggest frustrations in radio involves waiting for an Arbitron report to arrive on your desk, knowing from your advances that you had a down book: You wait and wait, and then, when the actual book finally arrives, you realize that you can't figure out why your ratings went down.

Unfortunately, that's what typically happens. An Arbitron report is designed to tell you *how many* listeners you gained or lost, but it isn't designed to tell you *why*.

Pour over the book with a fine-toothed comb or spend 40 hours doing AID runs, and you still won't get that answer.

If you knew what was broken, you could fix it

You're probably anxious to make the necessary corrections and get your station back on track.

But what are the right corrections? Your GM thinks your *music* got too hard, while your MD argues that your music got too soft. The jocks think your music was too repetitive, but you think it might have been too unfamiliar. You're not sure whether you were playing too many currents or too many oldies.

On the other hand, the problem very well could have been your *spot load*. Or the loss of a key member of your *air staff*. Or your *signal*. Or a *promotion* that backfired.

STATION: WABC RADIO CITY
 DATE: 10/15/85
 TIME: 10:00 AM
 REPORT: 10:00 AM

QUESTION: "If you had to name the ONE BIG REASON that you HATE about THIS, what would it be?"

ANSWER:

STATION	TIME	REASON
WABC	10:00	The heavy metal aspect... I'd like to see you meet to our local market.
WABC	10:00	The disk package.
WABC	10:00	That it plays too hard rock & roll.
WABC	10:00	Please take care of the same thing, no good R.F., too many.
WABC	10:00	Too much hard rock.
WABC	10:00	The type of music they play gets on my nerves.
WABC	10:00	The amount of hard rock that they play.
WABC	10:00	They play the kind of hard rock I used to like, but can't stand anymore.
WABC	10:00	I don't like the music they play.
WABC	10:00	The same commercial.
WABC	10:00	Too much repetition of current hits.
WABC	10:00	Too much heavy metal.
WABC	10:00	Rock package.
WABC	10:00	They're playing disk jockey as no good.
WABC	10:00	They play heavy metal. They were loved when they played classic rock.
WABC	10:00	Maybe they are a little too rock oriented.
WABC	10:00	Hard R.F. I just don't care for them.
WABC	10:00	I don't like.
WABC	10:00	I think the disk jockey are too hip.
WABC	10:00	Probably that some of their staff is too hard.
WABC	10:00	They talk too much.
WABC	10:00	Rocking.
WABC	10:00	Rocking.
WABC	10:00	Hard rock are too hard for my tastes. Get out the morning and afternoon.
WABC	10:00	I don't like anything in particular that I dislike about the station.
WABC	10:00	Not enough of a variety. I'd like to hear different songs of popular artists.
WABC	10:00	They could have more variety and better disk jockey.
WABC	10:00	Too much hard core rock.
WABC	10:00	Can't think of anything.
WABC	10:00	Too much on group.
WABC	10:00	Probably they play music as a hard rock song.
WABC	10:00	I can't really say.
WABC	10:00	The report about other songs that are not being played.
WABC	10:00	Not bad. Not enough variety. I'd say.

Strategic Radio Research's reports are both clear and comprehensive. In the sample page shown above, respondents describe the one thing they *dislike* most about the client station.

It's even possible that your programming was right on target but lacked adequate *advertising* support.

Fast, accurate research at a reasonable price

Strategic Radio Research's new "Quick Answers" study can tell you, in 10 days, whether you actually lost listeners and, if so, *why*.

Here's how we do it: First, we'll set up a conference call with our president, your GM, and your PD to make a list of the possible reasons for your audience loss.

Next, we'll design a questionnaire, generate random telephone numbers, and make calls into your market from our Chicago phone center.

Possible reasons for audience decline:	CHIK	ADP	A/C	Casey	NIT
Air personalities	•	•	•	•	•
Competitors getting better	•	•	•	•	•
Declining interest in format	•	•	•	•	•
Demographic changes	•	•	•	•	•
Ineffective advertising	•	•	•	•	•
Lack of excitement	•	•	•	•	•
Music (burned-out)	•	•	•	•	•
Music (oldies vs. currents)	•	•	•	•	•
Music (hard vs. soft)	•	•	•	•	•
Music (unfamiliar)	•	•	•	•	•
New competitors	•	•	•	•	•
Not enough advertising	•	•	•	•	•
Oversaturation of format	•	•	•	•	•
Position/image problems	•	•	•	•	•
Sample error (Arbitron)	•	•	•	•	•
Spot load	•	•	•	•	•
Too much talk	•	•	•	•	•

You can guess at the reason for your audience decline, but a wrong guess means that you'll actually make matters *worse*. Strategic Radio Research's "Quick Answers" study will pinpoint exactly what went wrong, so you can fix the problem and get your audience back.

Finally, 48 hours after interviewing is completed, we'll ship you a clear, easy-to-read report that will spell out exactly why your book went down.

And we won't charge you an arm and a leg: The price of the "Quick Answers" study, for a sample size of 350 respondents, is a very reasonable \$5,450.

Our research helps YOU make better decisions

At Strategic Radio Research, we understand the value of "gut feel" in radio programming. (No radio station ever became a long-term success based on statistics alone.)

Therefore, we won't tell you to drop 220 of your oldies, fire your midday jock, and sign up for our satellite network.

Instead, we'll accurately and honestly report what your listeners say about your station. That allows you to take the appropriate actions to get your station back on track.

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Our "Catalog of Research Services (1985)" describes the full range of studies available from Strategic Radio Research—focus groups, auditorium music tests, large-scale market studies, weekly music research, and more. Call or write for your free copy.

But do it soon. Since we do all our own recruiting and interviewing, we can only accept a limited number of projects each quarter.

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JHAN HIBER

Country: Cause For Concern?

Where has the Urban Cowboy gone? For that matter, where have the rural cowboys gone? As you look at the fall '84 Arbitron results, you may wonder what has happened to this most American of formats.

Fall In The Fall

In the weeks since the initial outpouring of Arbitron estimates, I've heard from many people who shared the same negative perception I did regarding Country's prognosis. Record companies, broadcasters, and syndicators have been expressing dismay and gloom

"The composite Country scorecard suffered when compared to the spring '84 survey tallies."

over the supposed softness of this sweep's Country numbers. However, before we spark a mass format migration away from Country, let's see what the numbers actually reveal.

Four markets were chosen at random for this week's cross-section:

- Atlanta
- Dayton
- Portland, Oregon
- San Antonio

Two demos were trended over the fall '83-spring '84-fall '84 survey cycle: total persons 12+, the most reliable estimate, and adults 25-54, Country stations' key sales target.

Some consistent patterns emerged. First, as you'll see in the data shown, the composite Country scorecard suffered when compared to the spring '84 survey tallies. In all cases the 12+ format share was down from the spring

total, and in most cases the total persons number was softer compared to the fall '83 tallies.

The story was much the same for the format's key sales demo. When compared to the spring, Country's 25-54 numbers were either stable (up or down a few tenths) or showed erosion. When those numbers were stacked up against the fall '83 figures, the story was similar. Even in Atlanta, which has a notable new Country entrant, the 25-54 shares were down 18%. In Portland four Country stations achieved smaller shares than the two incumbent stations did in the fall '83 ratings.

Here are the market composites...

Atlanta

	Fall '83	Spring '84	Fall '84
Total 12+	12.1%	12.6%	11.0%
Adults 25-54	14.4%	15.2%	11.8%

Dayton

	Fall '83	Spring '84	Fall '84
Total 12+	9.8%	9.5%	8.5%
Adults 25-54	14.1%	10.3%	10.5%

Portland

	Fall '83	Spring '84	Fall '84
Total 12+	11.5%	13.6%	10.6%
Adults 25-54	12.8%	17.7%	12.0%

San Antonio

	Fall '83	Spring '84	Fall '84
Total 12+	18.1%	20.7%	20.1%
Adults 25-54	23.5%	22.7%	22.6%

Now What?

If you believe these Arbitron numbers, it looks as though the patient

is sick. The question now is whether it's just a brief audience-erosion infection or perhaps a more serious case of terminal lost-listeneritis. To find the answers to those questions, Country stations and record labels may want to think about the following points:

- Do the smaller shares actually mean the delivery of fewer listeners than before? With other formats in a growth pattern, it may be that in some markets the same number of Country loyalists as in the past might now translate into smaller shares.

- Is the product being aired unique enough to set your station apart from A/C's or other outlets which might be playing Country music?

- If the product isn't unique to your station, what can be done from a marketing perspective (advertising and promotions, for example) to position your station differently in the minds and ears of the marketplace?

Clearly, Country's glory days of the early '80s are over. But although the format may be softer now, it's still got some life left in it. How much may be one of the topics discussed at the upcoming Country Radio Seminar in Nashville. The format is still kickin', but it may take some homework to make it thrive again.

Call Letter Changes: Ratings Concerns

This week **Lon Helton** is writing about details to keep in mind when you consider call letter changes. Let me add some thoughts regarding ratings implications.

In the fall '84 Arbitron I saw a case where a Country station was left out of a book, the result of hassles created by a call letter change. As noted here last week, there are new wrinkles in how Arbitron handles calls dropped by one station and picked up by another in the same market. However, the no-show station incident provided yet another twist on the new calls situation.

If a station changes calls from KAAA-AM to another set, but a KAAA-FM remains, watch out. Subsequent entries to KAAA-AM (since everyone won't correctly grasp the new calls) can be ascribed by Arbitron. And that's what happened at least once in the fall survey: The FM station received the overwhelming majority of diaries involved, thus crippling the AM and perhaps causing its absence in the survey standings. Don't let that happen to you.

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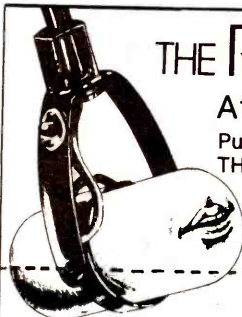
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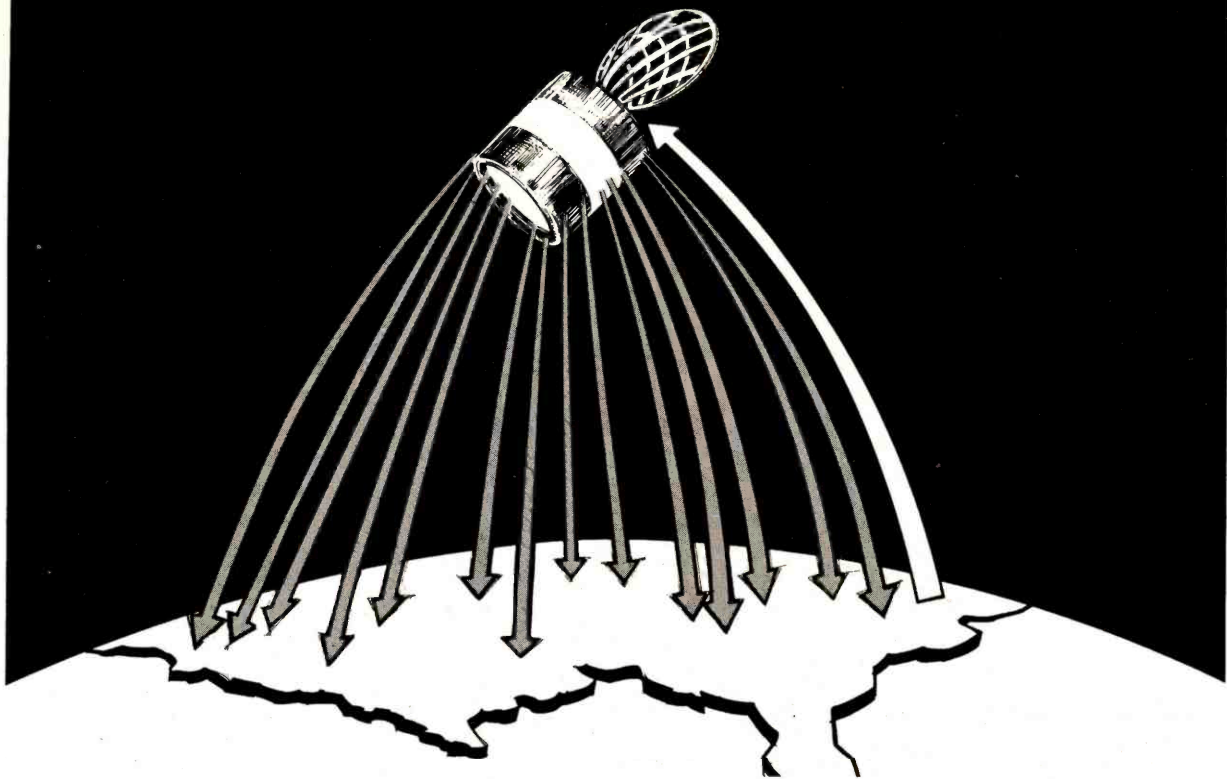
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RR 2/85

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CHR CHART: 34

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RATINGS REPORT

Fall '84 Birch Ratings

San Diego

KGB Stronger Than Ever; KFMB Shows Post-Padres Slippage; KFMB-FM Surges Ahead Of KLZZ

	Summer '84	Fall '84
KGB (AOR)	12.2	12.7
KJQY (BM)	7.4	7.5
KFMB (AC)	9.3	6.9
KSDO-FM (CHR)	6.8	5.9
KFMB-FM (AC)	4.2	5.5
XTRA-FM (AOR)	7.6	5.5
KSDO (N/T)	3.7	4.9
XHRM (Urbn)	6.4	4.9
KPQP (BBnd)	4.8	3.5
KLZZ (AC)	5.2	3.2
KMLO (BBnd)	1.4	3.0
KFSD (Clas)	3.0	2.8
KCBQ (Ctrty)	1.8	2.6
XTRA (Gold)	1.6	2.5
KBZT (AC)	3.0	2.3
KYXY (AC)	2.0	2.3
XHZ (Urbn)	2.1	2.3
KCBQ-FM (Ctrty)	2.7	2.2
KIFM (AC)	2.3	2.2
KSON-FM (Ctrty)	2.1	2.2
KSON (Ctrty)	1.7	1.6
KEZL-FM (AC)	.7	1.1
KBRT (Rel)	.9	1.1
KNX (News)	.4	1.1

Seattle-Tacoma

Seahawks Boost KIRO To Top Spot; KUBE Slips From Double Digits; KMPS-FM Almost Doubles; KNBQ Adds One

	Summer '84	Fall '84
KIRO (News)	8.5	10.7
KUBE (CHR)	10.3	8.2
KISW (AOR)	8.5	7.9
KOMO (AC)	5.5	5.7
KNBQ (CHR)	4.1	5.1
KMPS-FM (Ctrty)	2.5	4.9
KLSY (AC)	4.5	4.7
KPLZ (CHR)	5.5	4.5
KZOK (AOR)	5.5	4.2
KING-FM (Clas)	3.9	3.6
KSEA (BM)	3.0	3.2
KIXI (BBnd)	2.8	3.1
KBRD (BM)	4.4	3.0
KJR (AC)	2.6	2.5
KVI (Gold)	3.2	2.4
KRPM (Ctrty)	1.6	2.3
KCMS (Rel)	1.9	2.3
KEZX (AC)	2.8	1.9
KKFX (Urbn)	2.2	1.6
KCIS (Rel)	.8	1.4
KMPS (Ctrty)	1.1	1.4
KIXI-FM (AC)	1.4	1.3
KING (News)	2.0	1.2
KKMI (AC)	1.3	1.2
KHIT (CHR)	-	1.0

Pittsburgh

KDKA Still Tops But Down Again; WDVE, WBZZ Slip From Double Digits; WHTX, WPNT Post Most Notable Gains

	Summer '84	Fall '84
KDKA (AC)	14.2	12.8
WDVE (AOR)	10.1	9.9
WBZZ (CHR)	11.5	9.7
WAMO-FM (Urbn)	6.5	6.6
WHTX (CHR)	5.2	6.0
WSHH (BM)	5.2	5.4
WJAS (BBnd)	4.2	4.4
WWSW (AC)	4.4	4.3
WTAE (AC)	4.1	3.7
WHYW (AC)	3.5	3.6
WPNT (AC)	2.3	3.3
WYDD (AOR)	3.1	3.2
WTKN (Talk)	2.7	2.8
KQV (News)	2.9	2.6
WDSY (Ctrty)	3.6	2.3
WEEP (Ctrty)	1.5	1.8

New Orleans

WYLD-FM Strong & Steady; WEZB Up One, Approaches Top Run; WQUE-FM Jumps Into CHR Lead; WLTS Takes A/C Crown

	Summer '84	Fall '84
WYLD-FM (Urbn)	17.7	17.8
WEZB (CHR)	15.3	16.3
WQUE-FM (CHR)	5.5	7.7
WRNO (CHR)	7.3	5.8
WNOE-FM (Ctrty)	5.7	5.6
WLTS (AC)	4.4	5.4
WWL (N/T)	4.6	5.4
WBYU (BM)	3.7	5.1
WBOK (Rel)	6.3	4.9
WSMB (N/T)	5.5	3.7
WAJY (AC)	5.1	3.4
WNOE (Ctrty)	3.9	2.8
WSHO (Rel)	1.2	2.4
WTIX (AC)	2.5	2.3
WWIW (BBnd)	.8	1.3

Providence

WLKW-FM Takes First As WHJY Loses Five; WPRO-FM Softer, Still Third; WPJB Up Strong; WMYS Doubles

	Summer '84	Fall '84
WLKW-FM (BM)	13.3	12.5
WHJY (AOR)	15.2	10.5
WPRO-FM (CHR)	12.1	10.4
WHJJ (N/T)	6.2	4.6
WBRU (AOR)	3.3	4.2
WERI (CHR)	4.6	4.1
WPJB (AC)	2.1	3.8
WPRO (AC)	3.9	3.7
WEAN (News)	3.7	3.4
WSNE (AC)	3.1	3.4
WXKS-FM (CHR)	3.3	3.2
WMYS (AC)	1.4	2.9
WALE (N/T)	1.6	2.2
WBSS (Talk)	1.6	2.1
WHIT (CHR)	1.6	2.0
WBZ (AC)	1.9	1.9
WNGG (Ctrty)	.5	1.6
WHIM (Ctrty)	1.6	1.5
WLKW (BBnd)	1.9	1.5
WZOU (CHR)	.7	1.5
WNBH (Gold)	1.0	1.0
	1.5	1.0

Tampa-St. Petersburg

WRBQ-FM, WWBA Softer, Hold 1-2; WQYK, WYNF Basically Stable, Rank 3-4; WIQI, WMGG, WDAE Show Healthy Growth

	Summer '84	Fall '84
WRBQ-FM (CHR)	16.2	14.3
WWBA (BM)	12.3	9.3
WQYK (Ctrty)	8.4	8.7
WYNF (AOR)	8.6	8.1
WQI (AC)	5.9	6.6
WDAE (BBnd)	4.2	6.4
WSUN (Ctrty)	4.5	5.9
WZNE (CHR)	5.1	5.3
WMGG (CHR)	3.6	5.4
WFLA (AC)	2.5	3.8
WPLP (Talk)	3.8	2.9
WAVE (AC)	2.2	2.6
WGUL-AM & FM (BBnd)	3.3	2.6
WFLA-FM (AC)	3.2	2.5
WDUV (BM)	1.5	2.1
WTMP (Blk)	1.4	1.7
WLFW (Easy)	.5	1.0

Portland

KKRZ Bolts To CHR, Market Leadership; KMJK Drops Five, Now Third; KGW Rebounds; KUPL-FM Almost Quadruples

	Summer '84	Fall '84
KKRZ (CHR)	7.3	10.7
KGW (AC)	5.9	9.5
KMJK (CHR)	13.4	8.5
KINK (AOR)	8.4	6.1
KEX (AC)	4.6	5.5
KRCK (AOR)	6.6	5.5
KGON (AOR)	7.5	5.2
KUPL-FM (Ctrty)	1.3	4.8
KKCW (AC)	3.3	4.7
KXL-FM (BM)	2.9	4.4
KXL (News)	3.8	4.2
KSGO (Gold)	2.2	3.8
KCNR-FM (AC)	5.2	3.7
KYTE (BBnd)	3.2	3.6
KWJJ (Ctrty)	5.2	3.1
KJIB (Ctrty)	2.1	2.7
KPPQ-FM (Rel)	1.7	1.8
KKEY (Talk)	1.4	1.3
KKSN (Clas)	2.6	1.2

Indianapolis

WZPL Down Two, Holds Slim Edge; WIBC Climbs To Runner-up; WFBQ Slips; WTLC Adds Three; WIRE Grows By Two

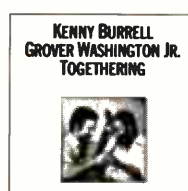
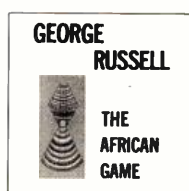
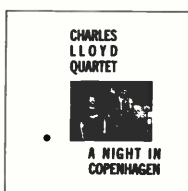
	Summer '84	Fall '84
WZPL (CHR)	17.5	15.5
WIBC (AC)	14.9	15.3
WFBQ (AOR)	15.8	13.1
WTLC (Urbn)	9.4	12.4
WXTZ (BM)	9.0	9.2
WIRE (Ctrty)	4.5	6.4
WENS (AC)	5.9	5.9
WFMS (Ctrty)	5.8	5.6
WNAP (CHR)	6.1	5.0
WNEA (AC)	1.8	2.8
WMLF (BBnd)	2.8	2.5



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For nearly forty years, Blue Note was considered the greatest label in the history of Jazz. Now, Blue Note is back with new recordings by both the great masters and a bright new generation of artists. These first new recordings in a decade feature new stars like Stanley Jordan and established artists like Stanley Turrentine, Charles Lloyd, George Russell, and the classic pairing of Kenny Burrell and Grover Washington, Jr.

NEW RELEASES

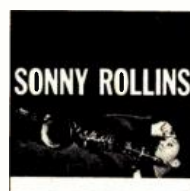
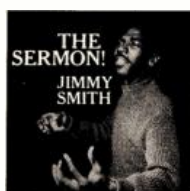
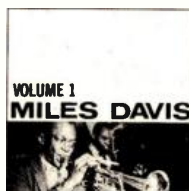
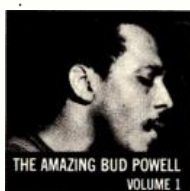


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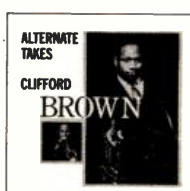
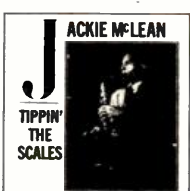
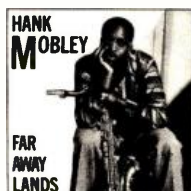
FATS NAVARRO, "Volume 1"
 JIMMY SMITH, "The Sermon"
 CANNONBALL ADDERLEY, "Something Else"
 ART BLAKEY, "A Night at Birdland"
 and "Big Beat"
 FREDDIE HUBBARD, "Hub Cap"
 DEXTER GORDON, "Go"

WAYNE SHORTER, "JuJu"
 STANLEY TURRENTINE, "Joy Ride"
 HERBIE HANCOCK, "Maiden Voyage"
 JOE HENDERSON, "Mode For Joe"
 LEE MORGAN, "Delightfulee"
 MCCOY TYNER, "Expansions"
 CHICK COREA, "Song of Singing"

DONALD BYRD, "A New Perspective"
 HORACE SILVER, "Song For My Father"
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NETWORKS PROGRAM SUPPLIERS



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OUT ON THEIR OWN

Declaration Of Independents

To paraphrase an old joke paraphrased by Woody Allen in "Annie Hall," "I would never want to belong to a club that would have me as a member." While the network club boasts an exclusive membership and many entrepreneurs eager to join the ranks, a few enterprising individuals — both past and future networkers — have set themselves apart as an ancillary asterisk. Those whose credits are noted with "**Produced by..." are the behind-the-scenes creative geniuses, the "unsung heroes" of program production: the independents.

Now, most independent producers have the highest respect for networks (and syndicators). In fact, the latter are the bread and butter of the former. But independents enjoy relative freedom away from station clearance and advertiser commitment hassles. They are free to do what they do best — produce quality programs at their own pace and according to their own standards. **Denny Somach** Of course, they are tied to the apron strings of their contracted mother company, but no one checks to see if they're in bed after eight o'clock. The life of an "indie" is hectic, fulfilling, crazy, creative, and profitable. This week's column takes a look at two of them (and their principals): IS INC's Rob Sisco and Jo Interrante, and Denny Somach Productions.

The Importance Of Being Independent

"We decided almost overnight that we should start a business and make programs specifically for networks," says Sisco, who, with partner Interrante, produces several features for RKO. "A friend of ours, Thom O'Hair, likes to say there are two kinds of people in radio: those who are in it for the business and those who are in it because radio is their passion. We're in it because of both. We deal with radio as both our occupation and passion. We love it. We live for radio."

Somach, who has produced programming for NBC's Source and DIR Broadcasting, believes the appeal lies in being independent. "The real beauty of all this is that it gives you the freedom to do what you want to do. I don't have to produce shows just to produce them, and if one company doesn't like an idea I can take it to another. I can produce whatever I want because I can always find a market for it. No one at the network can tell me 'you have to produce this, and you can't produce that.'"

While freedom from the distributor is a prime motivator, producers cannot totally isolate themselves from the distribution end. "Creativity and freedom are key, but we have to approach everything from a pragmatic business level," Sisco continues. "If you're going to produce a national radio program, you cannot ignore distribution. You can't make a great product if you have no market."

What really separates the producer from the network lies in the network's responsibility to sell the product to advertisers and



Jo Interrante

Rob Sisco

clear it on radio stations. Sisco elaborates: "The producer's function, on a peripheral level, is to aid in those affiliate efforts. Mostly it is to supply good product."

Network Spots

Hosts With The Most

A few program hosts named this week:

- **Westwood One** has signed **KMGQ/Los Angeles** morning-driver **Robert W. Morgan** to host its third Grammy Awards radio special. The two-hour salute to 27th Grammy nominees is set to broadcast the week of February 18, and for the first time will be delivered in digital stereo via satellite. Among the nominated artists profiled in the special are **Tina Turner**, **Cyndi Lauper**, **Huey Lewis**, **Phil Collins**, **David Lee Roth**, and **Jon Anderson**.



Robert W. Morgan

Pat O'Brien

- **CBS Sportscenter** **Pat O'Brien** will host a special afternoon edition of "Sportsbreak" on **RadioRadio**, beginning later this month. This new segment will be offered in addition to the morning edition, currently hosted by **Jim Hunter**, and will air at 4:20pm (ET).

- **Art Linkletter** has been signed to host "What's Right With America" for the **Mutual Radio Network**. The new program, scheduled to premiere 3/1, is a 2½-minute daily feature highlighting positive accomplishments throughout America. "What's Right" will look at everything from medical



ABC ROCKS IN RIO — Mark Scheerer, ABC Radio News's "Reporter On The Road," recently tripped down south with other "Brazil nuts" to the Rock in Rio festival. Reportedly the only U.S. broadcaster on site, Scheerer conducted interviews with various performers and was heard on newscasts over the Rock, FM, and Contemporary networks. Pictured (l & r) during one informal session are Ozzy Osbourne and Scheerer.

Distribution Or Desecration

Syndication can be a very profitable or disastrous venture. Many programmers and producers have taken their acts on the road and gotten burned. The lure of \$\$\$ is tempting, but lack of business sense (or simple naivete) can foil even the best intentions. Is independent production the next best thing?

"I would much rather be a producer than a distributor," Somach confides. "I'd just as soon stay out of that end of things if I can help it. Being independent can be hectic, and there aren't a lot of guarantees. But it also affords you more creativity. That's what makes it kind of fun — it's all part of the entrepreneurial spirit."

Still, Somach admits that if a good idea didn't find a network home, he might consider marketing it. "If there was no other way to get a good program on, I would certainly think of syndicating it. In fact, I was very close to doing that with the new Beat-

les show I'm producing for DIR, because I think the show is going to be on for a long time. If I had tried to do it myself it would have taken another year, and I wanted to get the show on right away."

"When we got into this business we knew that our expertise was in production and not necessarily in distribution and affiliations," Interrante concurs. "We chose to be a production house because we did not have expertise in finding sponsors, nor did we have expertise in the area of affiliating stations. We have much more expertise in that area now."

As part of this growing expertise, Interrante and Sisco have discussed the possibility of syndicating shows. "Sure, we've put pencil to paper on some things. It would be foolish to say that we would absolutely never distribute our own program, but it's also fair to say that we're not contemplating distributing the programs we're currently producing. We like producing programs for networks."

Cream Of The Crop

In 1980 industry gurus were predicting an explosion in the number of networks, syndicators, and programs. Over the last few years those experts were proven correct. Today, a new group of prognosticators is foretelling a reduction in both companies and product. Has the network cream risen to the top, and if so, will this affect the independent's business?

"Cream always rises to the top, but there is no way to keep the scum from lurking around the edges," laughs Sisco. "A lot of networks have been redefined over the last five years, and a lot of companies have entered into competition. That's the way it is in the production-distribution business. When you get competitors who are simply banking on a proven idea, they get in on whatever is happening. It all boils down to being the best, the strongest, and the most dedicated. For instance, the handwriting is on the wall for several of the six CHR count-down shows. This isn't to say they are the scum of radio, but they might not attain everyone's grand expectations. Our job as producers is to keep everything fresh and at the head of the pack, top of the list."

Is the call of the network wild the survival of the fittest? "Absolutely," Somach agrees. "If you produce a show that won't hold up, it will disappear from the air. The next time you come back with another show, nobody is going to want it. There are definitely more syndicated programs than there need to be. A lot of them are pretty bad, but they always seem to disappear after awhile. As long as you keep putting out good programming, you're always going to find a market."

and scientific breakthroughs to acts of charity or bravery. Call (703) 685-2171 for further information.

Think Vs. Drink

- Joining the growing battle against alcohol abuse is the **American Comedy Network**, which is offering radio stations a series of four PSAs warning against the hazards of drinking and driving. The campaign, "Think Before You Drink," includes four :55 humorous spots (ready for a local tag line) and is available at no charge to any and all interested stations. Call (203) 384-9443 for more information.

UPI Expands Tax Base

The **UPI Radio Network** has expanded its tax series "You And Your Taxes" to 15 parts (up from last year's 10). The series, hosted by UPI Business Editor **Paul Westpheling**, focuses on specific personal tax problems and tax law. Each :60 report features a qualified accountant or economist advising listeners on ways to keep their money away from the IRS.

For more information call (202) 898-8207.

N.Y.P.D.

- **Broadcast Productions East** has just introduced the "New York Parody Department," a new pre-recorded comedy service available to radio stations. The new service features parody commercials, slice-of-life skits, and drop-ins; all are broadcast-ready and require no set-up.

N.Y.P.D. is available on a market-exclusive basis, and BPE will also custom-produce material tailored to individual markets. For more information, and a broadcast-cleared sample tape, call (516) 286-8125.

R&R MUSIC CALENDAR

Monday 25

FEBRUARY

Behind The Music (RKO2)	Kim Carnes
Checkin' In (RKO2)	Anne Murray
Country Report (WRN)	Sylvia/Curly Putman
Private Session (RKO1)	LFB
Solid Gold Country (US)	Grammy Award Winners Pt. 2

Tuesday 26

FEBRUARY

Behind The Music (RKO2)	Philip Bailey
Checkin' In (RKO2)	Steve Wariner
Country Report (WRN)	Randy Owen/Mark Gray
Private Session (RKO1)	David Bowie
Solid Gold Country (US)	Johnny Cash Birthday Salute

Wednesday 27

FEBRUARY

Behind The Music (RKO2)	Duran Duran
Checkin' In (RKO2)	Michael Martin Murphy
Country Report (WRN)	Sylvia/Randy Owen
Private Session (RKO1)	Toto
Solid Gold Country (US)	Cheatin' Situations

Thursday 28

FEBRUARY

Behind The Music (RKO2)	Dan Hartman
Checkin' In (RKO2)	Nicolette Larson
Country Report (WRN)	Curly Putman/Mark Gray
Private Session (RKO1)	David Bowie
Solid Gold Country (US)	Feature Year 1975

Friday 1

MARCH

Behind The Music (RKO2)	Hall & Oates
Checkin' In (RKO2)	Hank Williams, Jr.
Country Report (WRN)	Sylvia/Mark Gray
Private Session (RKO1)	Mick Jagger

NETWORK PROMOS

• **Bill Rosinski** will be joining the **Mutual Radio Network** as anchor for the network's "Wide World Of Sports." Rosinski was most recently Sports Director for **UPI Radio Network**, and has covered a number of sporting events including the Super Bowl, 1984 Summer Olympics, the World Series, and myriad golf tournaments. Prior to joining UPI he was Sports Director at **WEBR/Bufalo**.

Also at Mutual, **Connie Gruse** has been named Project Coordinator in the Project Administration Department. She previously worked as a Researcher at **NBC News**, and prior to that was a Financial Coordinator at **J. Walter Thompson**.

The Weekend

February 23-24

The Countdown (WO)	UTFO/Sheena Easton
Countdown America With John Leader (RKO)	Glenn Frey
Country Report Countdown (WRN)	Lynn Anderson/Vern Gosdin/Naomi Judd
Dick Clark's Rock, Roll, & Remember (US)	Four Seasons
Dr. Demento (WO)	Outer Space Patters
Entertainment Coast-To-Coast (CBSR)	Bryan Adams/Bruce Springsteen/ "Breakfast Club"
The Great Sounds (US)	Vogues
Hot Ones (RKO)	George Benson
King Biscuit Flower Hour (ABCR)	Thompson Twins
Metalslip (MJJ)	Metallica
Musical! (WO)	Grammy Special
Power Cuts (GSN)	Alan Parsons
Rare & Scratchy Rock & Roll (PIA)	Simon & Garfunkel
Rick Dees' Weekly Top 40 (US)	Chicago
Rock Album Countdown (WO)	Don Henley/Giauffria
Rock Chronicles (WO)	U2/Foreigner/video news
Rock Over London (RI)	Slade
Scott Shannon's Rockin' America Top 30 (WO)	John Fogerty/REO Speedwagon/Time
Silver Eagle (ABCE)	Moe Bandy & Joe Stampley
Solid Gold Saturday Night (RKO)	Impressions (2/23)
Super Gold (TRAN)	Time Capsule: 1967
Top 30 USA (CBSR)	Grammy Special
Weekly Country Music Countdown (US)	Stallier Bros.

The Week Of

February 25-March 1

Country Closeup (NP)	Reife Winchey
Earth News (WO)	Phil Collins/Philip Bailey/Harrison Ford/Kathleen Turner
Encore w/ William B. Williams (WO)	Gene Krupa/Benny Goodman
Inside Track (DIR)	Dee Snider
Live From Gilley's (WO)	Jerry Jeff Walker
Music Makers (NP)	Vic Damone
Off The Record (WO)	Honeydrippers/Bryan Adams/General Public
Off The Record Special (WO)	Foreigner
Shootin' The Breeze (WO)	Ollie & Jerry/Pointer Sisters/Paul Hardcastle
Special Edition (WO)	Teena Marie
Star Trak (WO)	Pat Benatar/Kinks/Kool & The Gang
Star Trak Profile (WO)	LFB

NETWORK PROMOS

• **NBC Radio News** has named **Bill Sinrich** Reporter/Producer in its London bureau. Sinrich has worked in the same capacity in the network's Washington bureau since 1982, and was responsible for several award-winning news programs. Prior to joining NBC he was News Director at **WKWX & WBUD/Trenton**.

• **UPI** has named **Jan Zverina** to the position of National Automotive Writer, replacing **Micheline Maynard**. Zverina was previously a business writer based in New York, and has moved to the company's Detroit offices. He joined UPI in September 1976.

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- Unmeasurable transient intermod and dynamic distortions assure faithful reproduction of demanding cuts, such as the cannon shot in Tefarc's special recording of the 1812 Overture.

Buy the best—the Harris PX-91 "Mastering Quality" Phono Preamps...for your "best shot".

Contact Harris for the rest of the facts. Harris Corporation, Studio Division, P.O. Box 4290, Quincy, Illinois 62305-4290. 217-222-8200.

 **HARRIS**

NEWS & INFORMATION FEATURES

FEBRUARY 18-22

General Information

American Focus (FOY)	Nel Carter (2/17)
Computer Program (PRN)	Computers for disabled/photographs/ Federal computers/micro repairs/ hybrid games
Ed Busch Talk Show (AP)	Home satellite dishes/burning ice/VD (2/16) Financial security/talk cures (2/17)
Health Care (PIA)	Diabetes (2/17)
News Blimp (PRN)	Cosmetic tattoos/psychic brokers/ radioactive cleanup/tepleplanet/ hyperactivity
Public Affairs (PIA)	Team suicide (2/17)
Something You Should Know (SBS)	Returning phone calls (2/18) Saving or spending (2/19) Working at home (2/20)
Sound Advice (PRN)	Rock vs. classical/obsolescence/professional equipment/record changers
Straight Talk (PIA)	Bran fiber (2/18) Contentment (2-19) Cold weather tips (2/20) Sugar effects (2/21) Vitamin C deficiency (2/22)

Comedy

Daily Feed (DCA)	Budget breakers/Geneva primer/ relief from February/Donovan update/ filling Tip's seat
Radio Hotline (ASR)	I don't feel good/obscene call/ cheese sale/Emily/the public should know
Stevens' & Grdnic's Comedy Drop-Ins (ASR)	In Search Of... Vitamin C cigarettes/ the restroom/house of organs/now this
Laugh Machine (ASR)	Steve Martin/Galagher/Kip Adotta/ Robert Klein/Bill Cosby
Hiney Wine (DM)	American history (2/18) Crokus (2/19) Old lead bottom (2/20) Cut the cheese (2/21) Butterflies in your Hiney (2/22)

Lifestyle

Beat The System (RKO1)	Pay less tax (2/19) Getting a raise (2/21)
Mind Games (RKO1)	Why you didn't hit it off (2/18) Sitting around (2/19) Technogore (2/20) Lies (2/21) TV theme songs (2/22)
Smart Money (RKO1)	Libra funds (2/18) Good news (2/20) Financial plans (2/22)
Waldenbooks Review (WO)	"And Baby Makes Two"/"Monimbo"/ "Secret Agenda"

Sales



DWIGHT CASE

Enhancing Your Marketing Plan

Packages are okay ... but don't we lose money when our regular advertisers move their dollars from their ordinary schedules to capitalize on our creative idea?

The answer is: "Yes ... if you let them!"

First off, let's visit for a moment about "what is a package?"

A package is a "special reason" for an advertiser to use our station. It is not (or should not be) a Discounted Rate!

When we package specialized creative ideas, we should charge MORE for the "creative" — everyone else does! And the client really expects to pay extra for "creative." (That does not mean an argument over how badly you are gouging him/her will not ensue. It means that underneath that argumentative spirit, your client expects to pay a lot more (15-25%) for a really great idea, ready to execute, than the charge for a normal bunch of "Spots.")

A Special Rate

Now, regarding the original premise:

Your regular client is set to spend \$20,000 for the year ... the contract is signed, and the bank is al-

ready paying interest on your commission. Suddenly the all-time greatest Hot Air Balloon Race is invented and for sale at your station for only \$12,000 per participant ... and SOMEHOW your "regular" has heard about it and wants to shift his budget to the Hot Air Race!

What to do?!

Regular clients should be able to get on board your special package at a "Special Regular Client Rate,"

which might be "only" \$8000 added to the already-signed \$20,000! (That makes 28K.) As salespeople and managers, we often forget that when we made the original sale it was for one or several good reasons. If our client leaves the path that was chosen, the marketing goals will not be achieved and the client will seek another place to advertise next year.

Offering the chance to "enhance" the marketing plan with a "regular client rate" for participation in the Hot Air Race can make you a hero, and the client's plans and expectations are

not disturbed over the long-term.

Very often, it is not to your client's best longterm interest to be part of your Special. This does not mean, however, that you do not make a call, explain what is happening, and offer to schedule some of the regular commercials through the "Special period."

This cements the relationship and still keeps the annual plan on track.

We often avoid our regular guy because we feel we've used up all the budget or are afraid the shift will happen! Both of the above are probably wrong!

Sell some more — don't change the marketing

game plan ... just enhance it!

Couple more things ...

On The Net

Make sure you pay or get commissioned on the "Net." If there are out-of-pocket expenses (expensive Hot Air, etc.) in the package, then subtract those expenses before the commissions begin. Many folks who do "Fly Away Junkets" and pay commission on the gross sales end up wondering why the plan was not profitable.

Commission on the net and charge for creative — both move quickly to the bottom line.

Also, make sure all the spots are run and the money has been collected before you allow your client into the "special event."

If the Balloon Race is March 21 (first day of Spring!), then before the client gets a sign up or a ride for his prize winner, be certain he has PAID IN FULL — it's your only real lever. Once the day is past, you ain't got a chance to collect.

Gosh, I guess I'm just preoccupied with getting paid — and with getting the rates up.

You thought it was:
TARGET — QUOTA — TRAIN!

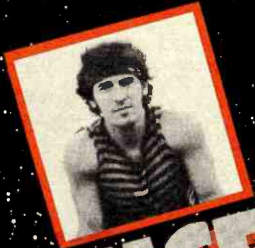


AT LAST:
A FULL-SERVICE
SYNDICATION AND
CONSULTING COMPANY
RUN BY RADIO PEOPLE
FOR RADIO PEOPLE ...

BPI FIRST BEGAN SERVING RADIO STATIONS IN 1959 AS PART OF THE INTERNATIONAL GOOD MUSIC COMPANY. NOW, UNDER NEW OWNERSHIP AND MANAGEMENT, BPI HAS REDEFINED SYNDICATION AND CONSULTING SERVICES TO BE MOST RESPONSIVE TO THE NEEDS OF RADIO STATION OPERATORS. LES SMITH, BOB ENGLISH, BEAU PHILLIPS AND JOHN SHERMAN HAVE ASSEMBLED A CORPS OF SUCCESSFUL RADIO PROGRAMMERS AND MANAGERS ... WINNING BROADCASTERS WHO UNDERSTAND THE PROBLEMS YOU FACE EVERY DAY IN A COMPETITIVE RADIO ENVIRONMENT ... AND WHO OFFER SOLUTIONS CONSISTENT WITH PROVIDING A COMPETITIVE SOUND FOR A POSITIVE BOTTOM LINE RESULT! TESTED AND PROVEN MUSIC SYSTEMS, POSITIONING AND MARKETING STRATEGIES, SALES AND STATION PROMOTION PLANNING ARE ALL PART OF THE BPI MENU, AND OUR ANNOUNCED FORMATS OFFER SUCH WINNING PERSONALITIES AS CHRIS LANE OF L.A. AND PHIL HARPER OF SEATTLE. IF YOUR STATION DESERVES THE HIGHEST QUALITY, MOST SALEABLE PROGRAMMING ... AND SUPPORT PERSONNEL, TO ENRICH YOUR PROFIT RETENTION ... YOU DESERVE TO BE A BPI WINNING STATION! CALL BPI TODAY AT 800-426-9082 ... OR COLLECT AT (206) 454-5010 ... TO LEARN HOW BPI WILL HELP YOU WIN. YOU MAY LEARN HOW TO KEEP WINNING FOR YEARS TO COME!



BROADCAST PROGRAMMING INTERNATIONAL
P.O. BOX 2027 - BELLEVUE WA 98009 - 206-454-5010 TOLL FREE 800-426-9082



BRUCE SPRINGSTEEN

"I'M ON FIRE"

CHR BREAKERS

One Of The MOST ADDED

185/57 - 72%



SCANDAL

featuring **PATTY SMYTH**

"BEAT OF A HEART"

CHR BREAKERS

155/21 - 61%

BREAKERS AND BEYOND

SANTANA

"SAY IT AGAIN"

CHR NEW & ACTIVE

41 + 41 = 82 CHR Station Adds In Just 2 Weeks!



TOTO

"HOLYANNA"

CHR NEW & ACTIVE

Now On Over 60 CHR Reporters!



BARBRA STREISAND

"EMOTION"

On Your Desk Today!

Sade

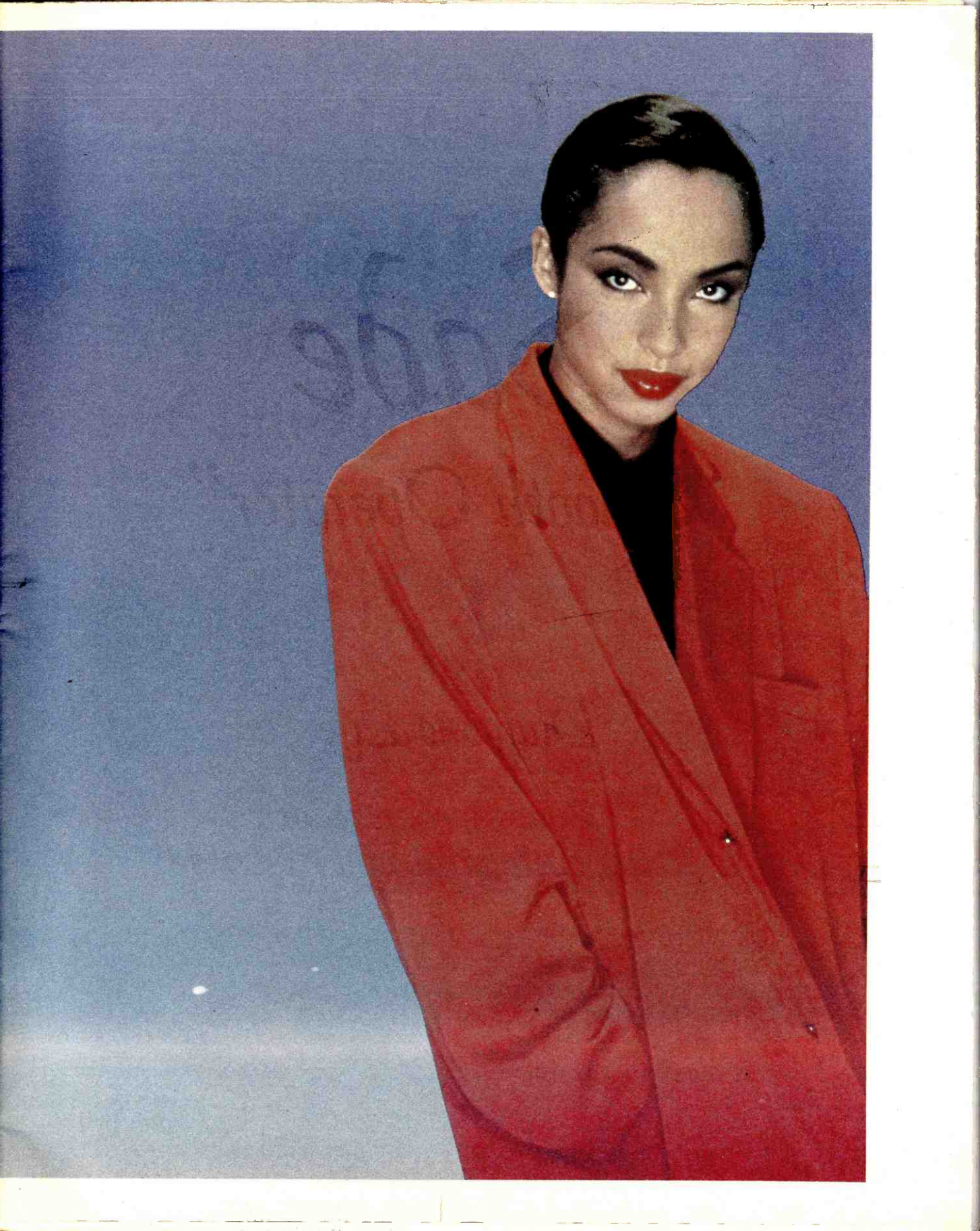
“Smooth Operator”

From Her Debut Album

“Diamond Life”

Portrait

Distributed by CBS Records



This Record Is Not To Be Missed!



DIANA ROSS

“Missing You”

Written by Lionel Richie

B104 add 29
WMAR 12-8
WPLJ 7
Z100 add 27
WAVA deb 28
94Q add
I95 19-16
WCZY 28-24
WHYT 19-15
WKTJ add 29
Y108 add 40
KOPA 13-8
KZZP deb 24

KMJK add
KWOD add
KITS add 28
92KTU 10-8
WKDQ 5
KMGX 10-4
KIKI 19-14
KO93 4-3
WIXV 13-7
WNVZ on
WLAN-FM 35
WTLQ deb 40
WFMF on

Y107 add
KTFM 26-23
WZUU add
KQMQ ra
KCAQ add 22
WKSF add 37
Q104 13
WCIL-FM 12-10
KCBN add



RCA

#1 Black/Urban record in Radio & Records and Billboard!

Scott Shannon, Z-100/New York

“This single is top 10 sales in New York and it looks like it’s exploding all the way! We added it!”

Mark Shands, I-95/Miami

“Sales jumped up into the top 10 the day after the American Music Awards. Weeks later, the sales are still increasing! This is a definite hit!”

Mike Waites, WHYT/Detroit

“Sales reports coming in, phones extremely strong, 16-point move in one week. This record is a hit in Detroit!”

Lisa Tonacci, WPLJ/New York

“We’re very proud to have introduced ‘Missing You’ to our CHR listeners. It’s performing beautifully!”

Street Talk

It was Tom Selleck's birthday, so WROR/BOSTON's **JOE MARTELLE** and **ANDY MOES** called Honolulu information to get his phone number for well-wishing listeners. The operator, thinking it was a crank call, gave them the number of the local morgue. Some listeners panicked, thinking Magnum had expired; others were jealous, thinking the morgue attendant was Selleck's girlfriend. WROR PD **LORNA OZMON** apologized to listeners, who ordered her not to make Joe and Andy pay for the calls themselves because they did not check the number first. The operator was fired. Selleck, of course, has an unlisted number.

The antenna atop the Empire State Building was shut down for one very expensive hour last Saturday, unceremoniously knocking virtually all New York stations off the air. The occasion gave **WAPP** a shot at a lot of exclusive come, since it broadcasts from the World Trade Center.



Meanwhile, **WAPP** midday personality "**SKINNY**" **BOBBY WALKER** has joined CHR rival **Z100** for the same shift. As he leaves, **PAUL SHAFFER** from the "David Letterman Show" joins **WAPP** for his own program Friday mornings from 7-9.

"Skinny" Bobby Walker

Automated listening? The folks at the **ABC** corporate headquarters are reportedly studying the legality of **GameSitter**, an answering service created to tell Washington, DC-area residents when their winning numbers are announced on the air in the current \$1 million promotion on **Q107/WASHINGTON**. **GameSitter** has advertised for people to register their numbers from the **Q107** catalogues for \$6; the service calls them when a winning number is announced.

Two Philly GM slots opened this week, at **WXTU** and **WYSP**. **WXTU** GM **DENNIS DOUGHERTY** has exited; **C.J. JONES**, VP/GM of Beasley sister station **WYNG/Evansville**, will serve as interim GM of the Country outlet. About the same time, **WYSP** GM **A. RICHARD MARKS** resigned to become Executive VP of **RAND COMMUNICATIONS**, a new company that owns Philly's Shadow Traffic service.

After contemplating the move for some time, crosstown **WWDB-FM** PD **STAN MAJOR** also resigned.



SLICE OF SUCCESS — Here's new **Qwest Records** President **Harold Childs** at his welcome party hosted by **Quincy Jones**. **Qwest** also announced that independent marketing consultant **Manny Freiser** has been named **National Director of Marketing**, and industry veteran **John Brown** is **Qwest's** new **Director of A&R**.



Manny Freiser



John Brown

IRS West Coast Sales Director **TOM CORSON** is the company's new **W.C. Promotion Director**. He replaces **KYLE HETHERINGTON**, who's joined **POLYGRAM**.

Michigan news abounds this week: A lifelong dream comes true for area veteran personality **PAUL W. SMITH** next week when he handles afternoon drive for five days on **WJR/DETROIT** . . . Not far away, **WIQB/ANN ARBOR** is switching from **AOR** to **CHR** with **E. ALVIN DAVIS** consulting. **LES COOK** remains **PD** . . . After over 20 years of service, **WLAV-AM & FM/GRAND RAPIDS** GM and former owner **JOHN SHEPARD** has left the stations. His replacement is **DENNIS LEMON**, who's been upped from **GSM**.

Continued on Page 24

Along Comes A Woman



The new single

CHR NEW & ACTIVE

1st WEEK
#1 MOST ADDED CHR

from the triple Platinum album Chicago 17



Produced by David Foster ©1985 Warner Bros. Records Inc.

B I O	TO	Program Directors	AIR DATE	Every Week	TIME	1 Hour
	FROM	WESTWOOD ONE	AREA CODE	(213)	NUMBER	204-5000
M E S S A G E	FUTURE HITS with Host Joel Denver					
	TOMORROW'S HITS TODAY VIA SATELLITE					
O	FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY					

Don Henley

"ALL SHE WANTS TO DO IS DANCE"

7-29065



2nd Single From
The LP,
**BUILDING THE
PERFECT BEAST**

GHS/MSG 24026

Produced By: Don Henley,
Danny Kortchmar
and Greg Ladanyi

One Of The
MOST ADDED
IN THE COUNTRY
96 CHR STATIONS!
AOR TRACKS: **B**

Management: Front Line



Street Talk

Continued from Page 23



Gary Owens
European Vacation."

GANNETT's VP/ Creative Services-Broadcast Division, better known as **GARY OWENS**, is back on TV: you can see him as a guest on NBC's Bob Hope special (2-24), the Grammys (2-26), and the "Fall Guy" (2-27). Gary will also appear in Chevy Chase's summertime flick "National Lampoon's

Nineteen-year **KIOA/DES MOINES** staffer and three-year PD **DIC YOUNGS** has moved up to Director/Marketing, with a new programmer to be announced soon. By the way, Dic and morning cohort **DEL MONACO** were selected to be part of Disney's 30th anniversary, and they arranged to do their show live from the Magic Kingdom this week.

Eight-year **MCA** promotion veteran **DENICE GEORGE** has landed with **A&M** as the local Detroit rep . . . **KZ93/PEORIA** Assistant PD **MARK MALONEY** has been tapped as PD at **WVIC-AM & FM/LANSING** . . . **WRQN/TOLEDO** PD **DENNY SCHAEFER** has resigned to do weekends at **WCZY/DETROIT**; MD **BILL MITCHELL** will continue doing music along with the additional duties of acting PD.

GLEN MARTIN replaces **RAY ST. JAMES** as **KXZL/SAN ANTONIO** PD, as Ray joins consultant **GARY BURNS** for select projects.

Former **WMAR/Baltimore** PD **GARY FRANKLIN** is the new OM at **WKPE/CAPE COD** . . . **LEO DAVIS** has been officially named PD at **Q104/GADSDEN** . . . With new owners taking over **WKDQ/EVANSVILLE**, **BRUCE CLARKE** is the new PD. MD **RON PAYNE** and PD **DAVE WESTRIDGE** are still at the station doing airshifts, but no longer have programming input . . . New PD at **WOWD/TALLAHASSEE** (to become **CHR WTHZ**) is **BRIAN DOUGLAS**, formerly of **1100/Daytona Beach**. **BILL NORRIS** is now MD at **WTHZ**.

JOHN ROBERTS, VP/Stations-Central Division of **KATZ RADIO** in Chicago, has retired after 30 years of service with Katz Communications.

Consultant **RICK SKLAR** is not employed by **MIKE HORN & ASSOCIATES**, as you may have inferred in a recent Street Talk mention about Mike's new company. Rick and Mike operate independently, but occasionally refer clients from one consultancy firm to the other.

We hinted more changes were on the way at **KWK/ST. LOUIS**, and this week morning man **MARK KLOSE** resigned. Joining **KWK** for afternoons is **MARK MCCANN** from **Z98/TAMPA**. **Z98 PD BOB KAGHAN** has lured away **WBCY/CHARLOTTE** MD/night rocker **CYNTHIA CLARC**, which leaves 'BCY with its first airshift opening in three years.

KEVIN FENNESSY, former **WKFM/Syracuse** PD, has surfaced as Operations Director/morning man at **WKBO/HARRISBURG** . . . Changes at **KUUV/CHEYENNE**, as PD **BOB MCKAY** and MD **FRED IMUS** have left the station. Upped to PD is **CHUCK BAILEY**, while **RANDY LEE** is elevated to MD . . . **CAPTAIN BILLY MARTIN** replaces the exiting **NAT LAMP** as PD of **KFMX-AM & FM/LUBBOCK**. Lamp can be reached at (806) 796-0734.



More new call-letter changes: **WCKO/MIAMI** will be **WXMJ** . . . **KADE/BOULDER** becomes **KBCO-AM** . . . **WBYG/KANKAKEE** is now **WBSW** ("The Bus") with no change out of AOR, according to PD **BILL TAYLOR** . . . A/C outlet **WLYK/CINCINNATI** will become **WRXY** March 3.

What was **STEVE PERUN** doing on the air at **KBEQ/KANSAS CITY**? Working with some old friends in research/music programming while he explores another major market programming position. **KBEQ** personality **DANCIN' DANNY WRIGHT** has returned to **WGCL/CLEVELAND**, while morning man **CAT SUMMERS** has also exited. As a result, PD **PAT MCKAY** was recently heard on both morning and afternoon drive. Is his new nickname "All-Day McKay?"

NBC-TV's "Miami Vice" series is working with various leading **CHR**, **AOR**, and **A/C** stations to send a personality and listener to Miami for a non-speaking cameo appearance in an upcoming episode. The all-expenses-paid trip includes four days and three nights at a Miami Beach hotel, and those selected will be guests of honor at a cast cocktail party. Nice touch.



Congratulations to **WARNER BROS.** and **GEFFEN** are in order, as the two labels this week celebrated the renewal of their affiliation.

Best wishes to the better-looking half of **92-KTU/NEW YORK's** morning team of **JAY THOMAS** and **THE MADAME** (aka Jo Weitz), on her Valentine's Day wedding to N.Y. Daily News reporter Jay Maeder. The ceremony will be broadcast live, and when asked if she will accept Mr. Maeder's hand in marriage, she will respond with the station's positioning statement, "I Do 92-KTU."

BOB!

THREE EXPERTS IN ONE

MAHLMAN • STEINBERG • BIERNACKI

The Mahlman Company
One Stone Place
Bronville, New York 10708
914-779-7003

Brokerage Appraisals

...E/P/A DELIVERS...E/P/A DELIVERS...



ISLEY, JASPER, ISLEY

"Kiss And Tell"

On Over 65 CHR Stations!

ADDED THIS WEEK:

Z93	KZZB	KSND	WCGQ	KHTX
WFLY	KSET-FM	KHOP	KISR	KBIM
WERZ	WANS-FM	KSKD	KTDY	SLY96
WKEE	KJ103	KDON-FM	KNOE-FM	
93Q	KOFM	KNBQ	KKQV	
WBBQ	WHOT	WOAY	WDBR	
KWIC	KKFM	WKHI	KGOT	

CBS ASSOC. RECORDS



JOHN HUNTER

"Tragedy"

On Over 165 CHR Stations!

INCLUDING:

WXKS-FM	CHUM	WLS	KPKE	KS103
WNYS	Z93	KDWB-FM	Q103	KPLUS
WBLI	KAFM-	KWK	KKRZ	KUBE
WCAU-FM	KEGL	WLLOL-FM	FM102	
PRO-FM	B96	KIMN	KWOD	



NORMAN NARDINI and the TIGERS

"If You Don't Want Me"

**Just Released —
On Your Desk This Week!**

On The Records



KEN BARNES

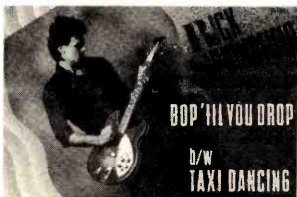
ARTISTS' ORIGINALS ON THE RISE

Who Writes The Songs?

When Barry Manilow declared "I Write The Songs," he was fibbing. Bruce Johnston of the Beach Boys wrote that particular number, although Manilow wrote some of his hits. Pop music was the province of professional songwriters for decades, with singers simply singing what they were supplied. To a significant degree, rock changed that.

In the '50s, artists like Chuck Berry, James Brown, Eddie Cochran, and Buddy Holly wrote most of their own material, but there were many more singers (Elvis Presley, the Drifters, Fabian) who relied on outside material. In the early '60s the hits were split between the Roy Orbisons and Brian Wilsons who wrote their own and the girl groups and (most) Motown artists who didn't.

The Beatles, although they did covers on their early albums, made writing their own songs fashionable once and for all. Rock groups dominated the scene and almost universally performed original material. Influenced by Bob Dylan and Simon & Garfunkel, individual singer/songwriters came into vogue singing their own songs.



Rick Springfield writes 'em and sings 'em



Though Pat Benatar and partner Neil Gerardo often write their own, their two 1984 hits came from outside sources

Playing The Percentages

Conventional wisdom had it that the professional, nonperforming songwriter was an endangered species, as all today's hit-makers were striving for originality. I was curious to see how the percentages broke down, so I analyzed the CHR hits from 1984 to see how many were from outside sources and how many were originals. (Songs on which a singer or group member had co-writing credits were counted as originals.) I also looked at 1983 (one year before), 1979 (five years), and 1974 (ten) for purposes of comparison. Here's how it came out:

Year	Original	Outside
1974	55.2%	44.8%
1979	68.6%	31.4%
1983	82.3%	17.7%
1984	77.5%	22.5%

On the face of it, that's some pretty hard evidence that conventional wisdom is right and would-be songwriters without voices should be looking for positions in the microchip industry. There has been a



Cyndi & Madonna cover both sides: sometimes they write, sometimes they sing somebody else's song

dramatic jump in original hits even in just ten short years. But there are a few wrinkles that should be considered.

The high outside composition figure for 1974 is partially due to a large number of oldies covers, a trend that's virtually dead these days. Also, many singers who in the past might have performed material supplied by their producers now collaborate with their producers on songs (Irene Cara, Donna Summer, and "Stay The Night" by Chicago are examples).

And many of the top nonperforming songwriters of today are also collaborating with the artists who sing their songs: Dean Pitchford's collaboration with Kenny Loggins on "Footloose" and "I'm Free," for instance.

Still, the trend seems pretty clear. Although there will always be a place for the songs of a Rod Temperton or a Barry

Eric Carmen: Quick To Solo

Eric Carmen is back on the CHR chart with his first hit in six years, and his first record in over four. His "I Wanna Hear It From Your Lips" marks the beginning of the fourth phase in an interesting career.

The first phase was playing in local Cleveland bands, one of which, the Quick, acquired an Epic recording contract and released one single, "Ain't Nothin' Gonna Stop Me," in 1969. An Eric Carmen solo single was scheduled for release on Epic in 1970, but to my knowledge never was actually issued.

In 1972 Carmen teamed up with alumni from various other Cleveland aggregations, including the Choir, who had had one midchart hit in 1967, and the Raspberries came into being. Their first Capitol single stifled, but the second, "Go All The Way," went Top 5. Hits like "I Wanna Be With You," "Let's Pretend," and "Overnight Sensation" followed, but the band was caught in the strange position of being teen idols and critical favorites, neither of which riches tends to endear radio (especially AOR) to a band, and which in combination proved to be an image difficult to transcend.



A Quick career start

gence began with cowriting credits on Reno & Wilson's "Almost Paradise" last year, and his new single was written with the same partner, Dean Pitchford of "Fame" and "Footloose" repute. And just to show he hasn't forsaken his Raspberries past, there's a cut on his new "Eric Carmen" LP called "You Took Me All The Way" that sounds remarkably like that first breakthrough hit, "Go All The Way."



Raspberries: Not just plain Volks

The Raspberries broke up in 1974 and Carmen went solo, scoring immediately with "All By Myself" and later hitting with "Never Gonna Fall In Love Again" and "She Did It" on Arista. After his fourth solo album failed to produce a hit, he vanished from public view. His reemer-



Eric Carmen: smoking again

Mann/Cynthia Weil collaboration, a CHR smash these days is more than likely to have the artist's name on the composing credits.

More Multiple Breakers

Following Billy Joel's near-record-setting

sixth Breaker (from one LP) achievement, two more artists have reached the rarefied realm of the five-Breaker perpetrator. The Cars join the magic circle with "Why Can't I Have You," while Prince does the trick with "Take Me With U." He also becomes the first artist to score consecutive Breakers with "U" in the title. U can bet on that.

Corrections & Additions

Rock authority Denny Somach caught a fairly glaring omission in my Miek Jones career roundup last month. Seems Jones was in the Leslie West Band in 1975, following his Spooky Tooth stint, and had a hand in composing most of their material.

I may have mentioned it before, but Glenn Lea, OM/MD at WCKR/Hornell, NY, suggests Harry Chapin's "Taxi" as a song that does double duty as both an irrelevant title (just one mention near the end of the song) and an ego-rocker (the song's protagonist is named Harry). He also nominates Loretta Lynn's "Hey Loretta" as a self-namedropper on the country side.

A couple of other abstract titles from R&R's Sean Ross: "The Message" by Grandmaster Flash et al. and "DOA" by Bloodrock. Marc Nathan at Atco points out that "Against All Odds" and "Long Train Running" aren't really abstract titles, since those titles are mentioned, however insignificantly, in the lyrics.

Finally, WIZM/La Crosse, WI PD/morning man Tom Greer adds a couple of telephone songs, "(Call Me) When The Spirit Moves You" by Touch and "Pilot-Of The Airwaves" by Charlie Dore (with its calling the request line theme), and recalls a bit of phone confusion surrounding AC/DC's "Dirty Deeds Done Dirt Cheap." When singer Bon Scott says the song's subject's numbers are "36-24-36, hey," some fans thought he was saying "eight" at the end and started calling 362-4368 hoping to meet her for some inexpensive dirty deeds of their own.



ONE YEAR AGO TODAY

- HOWARD BLOOM ADDS KLAC/LOS ANGELES VP/GM DUTIES
- HOWIE CASTLE NAMED PD AT KBP/DENVER
- HAL SMITH BECOMES VP/GM AT WIP/PHILADELPHIA
- KEN WOLT ADDS WLLT/CINCINNATI GM DUTIES
- PHIL REDO NAMED PD AT WLTW/NEW YORK
- JAY CLARK BECOMES PD AT WGAR/CLEVELAND
- DENNIS COLLINS VP/GM AT WGBS & WLYF/MIAMI
- BEAU RAINES NEW PD AT WWWL/MIAMI
- #1 CHR: "Jump" — Van Halen (WB)
- #1 A/C: "This Woman" — Kenny Rogers (RCA)
- #1 Black: "Somebody's Watching You" — Rockwell (Motown)
- #1 Country: "Roll On (18 Wheeler)" — Alabama (RCA) (2nd week)
- #1 AOR Track: "Jump" — Van Halen (WB) (6th week)
- #1 LP: "1984" — Van Halen (WB) (4th week)

FIVE YEARS AGO TODAY

- NEIL BOGART RESIGNS AT CASABLANCA; BRUCE BIRD PRESIDENT
- IRWIN STEINBERG CHAIRMAN OF POLYGRAM RECORD OPERATIONS, USA
- #1 CHR: "Crazy Little Thing Called Love" — Queen (Elektra)
- #1 A/C: "September Morn'" — Neil Diamond (Columbia) (3rd week)
- #1 Black: "And The Beat Goes On" — Whispers (Solar/RCA)
- #1 Country: "Years" — Barbara Mandrell (MCA)
- #1 LP: "The Wall" — Pink Floyd (Columbia) (2nd week)

TEN YEARS AGO TODAY

- BILL TANNER NAMED HEFTEL'S NATIONAL PD
- AL RACCO BECOMES GM AT WABC/NEW YORK
- CHARLIE TUNA NAMED PD AT KDKA/LOS ANGELES
- #1 CHR: "Black Water" — Doobie Bros. (WB) (2nd week)
- #1 A/C: "Have You Never Been Mellow" — Olivia Newton-John (MCA)
- #1 Country: "Sneaky Snake" — Tom T. Hall (Mercury) (2nd week)
- #1 LP: "Blood On The Tracks" — Bob Dylan (Columbia) (2nd week)

Entertainment: Coast to Coast

EXPLODING ACROSS AMERICA WITH SUPER STARS

(here are just a few of the many already heard)

...SUPER STATIONS

Albany, NY
Anderson, IN
Asbury Park, NJ
Bartlesville, OK
Bedford, PA
Blairstown, NJ
Boston, MA
Brevard, NC
Burlington, VT
Butte, MT
Cadillac, MI
Cape Girardeau, MO
Casper, WY
Cedar City, UT
Cedar Rapids, IA
Cheyenne, WY
Chicago, IL
Chillicothe, OH
Chinoook, TN
Columbia, TN
Concord, NH

WQBK-FM
WHBU
WJK-FM
KWON
WAYC
WFMV
WHTT-FM
WPNF
WQCR-FM
KOPR-FM
WKJF-FM
KGMO-FM
KTWO
KSSD-FM
WMT-FM
KKAZ-FM
WBBM-FM
WBEX
KRYK-FM
WKRM
WKXL-FM

Cookeville, TN
Coquille, OR
Cumberland, MD
Danbury, CT
Dayton, OH
Detroit, MI
Dodge City, KS
Dubois, PA
Durango, CO
Ellsworth, ME
Elmira, NY
Gallup, NM
Garden City, KS
Glens Falls, NY
Gloustersville, NY
Great Falls, MT
Green Bay, WI
Greenville, SC
Hanover, NH
Hartford, CT
Hastings, NE

WHUB-FM
KSHR-FM
WCBC
WINE
WVUD-FM
WHYT-FM
KDCK-FM
WOWQ-FM
KDGO
WVVJ-FM
WLVY-FM
KQNM-FM
KWKR-FM
WENU-FM
WENT
KQDI
WDUZ
WFBC
WTSL
WCCC
KHAS

Hermiston, OR
Jamestown, NY
Jefferson City, MO
Juneau, AK
Keene, NH
Kingston, NY
Lakeland, FL
Lake Placid, NY
Lansing, MI
Laramie, WY
Los Angeles, CA
Louisville, KY
Lynchburg, VA
Madison, WI
Manchester, VT
Marshall, MN
Melbourne, FL
Middlesboro, KY
Mobile, AL
Morehead, KY
Mt. Pocono, PA
Napoleon, OH
Norfolk, VA
Omaha, NE
Osage Beach, MO
Pennington Gap, VA
Philadelphia, PA
Pittsburgh, PA
Pittsfield, MA
Platteville, WI
Portland, OR

KQFM-FM
WKSJ
KWOS
KTJU-FM
WNBX-FM
WKNY
WYXY
WIRD/WLPW
WMMQ-FM
KRQU-FM
KKHR-FM
WKJJ-FM
WKZZ-FM
WIBA
WEQX-FM
KKCK-FM
WML
WEXY
WKRG-FM
WMOR-FM
WPCN
WNDH
WVDE-FM
KQIL
KYLK-FM
WSWV-FM
WCAU-FM
WYDD-FM
WBEC
WKPL-FM
KSKD-FM

Providence, RI
Quincy, CA
Redfield, SD
Richmond, KY
Rochester, NH
Rock Island, IL

Sacramento, CA
Saginaw, MI
Salem, OR
Salt Lake City, UT
Scranton, PA
Seattle, WA
Somerset, KY
Springfield, MA
St. Louis, MO
Stuart, FL
Summersville, WV
Terre Haute, IN

Tulsa, OK
Utica/Rome, NY
Warrenton, VA
Waukegan, IL
Williamsport, PA
Wolf Point, MT
Worcester, MA

KWOD-FM
WSAM
KSLM
KSL
WGBL-FM
KLSY-FM
WSFC
WHYN-AM/FM
KHTR-FM
WSTU
WCWV-FM
WVTS-FM

KELU-FM
WULU-FM
WORA
WXLC-FM
WVPA
KYZZ-FM
WTAG

BRYAN ADAMS
PAT BENATAR
DIRK BENEDICT
RICHARD CHAMBERLAIN
CHICAGO
ARTHUR C. CLARK
TOM CRUISE
BRAD DAVIS
RICHARD DREYFUSS
DURAN DURAN
SHEENA EASTON
BOY GEORGE
GEORGE HAMILTON
AMY IRVING
MICHAEL KEATON

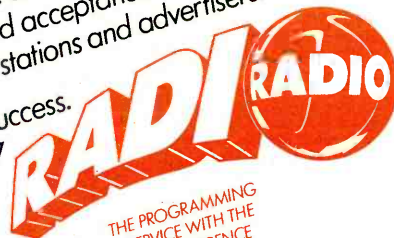
KOOL AND THE GANG
HAL LINDEN
DUDLEY MOORE
EDDIE MURPHY
JEFFREY OSBORNE

JAMESON PARKER
JOE PENNY
JOE PISCOPO
STING
SYLVESTER STALLONE
JACK WAGNER
WHAM!

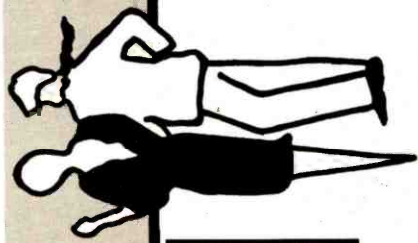
WPRO
KPCO
KQKD
WEKY
WXKZ-FM
WHBF-FM

ENTERTAINMENT: COAST-TO-COAST delivers the hottest stars and news of
the entertainment world with dazzling pace and polish. Introduced
January 4, 1985 it has already gained solid acceptance with both
stations and advertisers.

Become part of this audience and sales success.
Call David West in New York at (212) 975-2097
or Steve Epstein in Los Angeles at (213) 460-3547.
ENTERTAINMENT: COAST-TO-COAST
produced by Kris Stevens Enterprises.



THE PROGRAMMING
SERVICE WITH THE
CBS DIFFERENCE



Animation



MANUFACTURED AND MARKETED BY
PolyGram Records

12" Starting In AOR

Produced by John Ryan
Johnson/Ross Management

CHIRBREAKERS

Multiple Format Hit

ANIMATION

"Obsession"

R&R

Datebook

SEAN ROSS

Ex-Beat Box

"The only way I can feel comfortable doing promotion tours is knowing that these things allow me a platform to express myself . . . so if this record is a big success, I won't feel bad about it." **General Public** leader **Dave Wakeling** made this statement during the course of his group's first U.S. tour. By the time the tour was half over, General Public had done something that its predecessor, the **English Beat**, had never been able to do: score a Top 30 CHR hit, with "Tenderness."

Both Wakeling and his partner (and co-expatriate Beat-master) **Ranking Roger** have birthdays this week. Wakeling turns 29 on Tuesday; Roger is 24 on Friday. The two didn't meet until after the Beat's formation. Roger was a member of the Birmingham punk outfit that the Beat opened for; he joined the group parttime as a toaster, then became the second lead vocalist.

By the time the Beat started making progress on American (AOR) radio during the "new music" crunch of 1983, Wakeling and Roger had come to regard their current group as somewhat stagnant; thus the split.

"All I want to do," says Wakeling, "is keep a sense of excitement for this band." One thing they'll be doing that their last group didn't is movie music. "Don't Cry On Your Shoulder" will be performed by the group in this year's **Jane Seymour/Rick Moranis** starrer, "Head Office."

Sweet Box

No British act stays unhip for all that long. The now-defunct **Sweet**, described by one British paper as "thug glam, a cross between the **Archies** and **Slade**," made something of a British comeback last year thanks to a "20 Greatest Hits" LP. Now a British jock named **Sammy X** has put together a **Sweet** remix-medley including "Fox On The Run," "Ballroom Blitz," "Hell Raiser" and "Teenage Rampage." Despite rumors during their heyday that all four **Sweet** members were in their 40s, bassist/vocalist **Steve Priest** (who's about two years younger than the rest of the group) turns 35 on Saturday.

MONDAY, FEBRUARY 18

1969/**Lulu** and **Maurice Gibb** are married.

1971/**Captain Beefheart** makes his New York concert debut.

1981/**Mick Fleetwood** plays in Ghana, leading to his African-music inspired "The Visitor" LP.

Birthdays: **Juice Newton** 1952, **Yoko Ono** 1933, **John Travolta** 1954.

TUESDAY, FEBRUARY 19

1972/**Paul McCartney** releases "Give Ireland Back To The Irish," which the **BBC** immediately bans under a rule against artists commenting on public issues.

1972/**Elton John** gets a gold LP for "Madman Across The Water."

1974/**Dick Clark** stages the first American Music Awards.

1977/**Fleetwood Mac's** "Rumours" released.

1980/**AC/DC's** **Bon Scott** dies of alcohol poisoning in London.

Birthdays: **Smokey Robinson** 1940, **Lou Christie** 1943, **Tony Iommi (Black Sabbath)** 1948.

WEDNESDAY, FEBRUARY 20

1954/**Big Joe Turner's** "Flip, Flop & Fly" released.

1965/**Supremes'** "Stop In The Name Of Love" released.

1969/"Goodbye Cream," the movie, premieres unsuccessfully in Baltimore.

1971/"What's Going On" by **Marvin Gaye** released.

1976/**Kiss** members place their footprints outside Hollywood's Chinese Theatre.

1982/**Pat Benatar** and **Nell Gerald** married.

Birthdays: **J. Geils** 1946, **Randy California (Spirit)** 1951.



THURSDAY, FEBRUARY 21

1975/**John Entwistle's** **Ox** begins first (and only) US tour in Sacramento.

1975/**David Bowie's** "Young Americans" LP released.

1976/**Peter Frampton's** live "Show Me The Way" released.

1982/**Murray "The K" Kaufman** dies.

Birthdays: **David Geffen** 1943.

FRIDAY, FEBRUARY 22

1957/**Jerry Lee Lewis** performs "Whole Lotta Shakin' Goin' On" live for the first time in over a year. In doing so, he ad-libs the new lyrics that become famous with his version.

1968/**Genesis** releases first British 45, "The Silent Sun."

1976/**Impoverished** former **Supreme** **Florence Ballard** dies of a heart attack.

1978/**The Police** star in a **Wrigley's** gum commercial.

1980/**Malcolm McLaren** kicks **Adam Ant** out of the group that becomes **Bow Wow Wow**.

SATURDAY, FEBRUARY 23

1959/**Buddy Holly's** "It Doesn't Matter Anymore" released posthumously.

1978/**The Eagles** win a Grammy for "Hotel California" but skip the ceremony.

1979/**Dire Straits** begin their first U.S. tour.

Birthdays: **Peter Fonda** (who has attempted a recording career at times) 1939, **Johnny Winter** 1944, **Rusty Young (Poco)** 1946, **Howard Jones** 1955.

SUNDAY, FEBRUARY 24

1967/**The Bee Gees** sign with **Robert Stigwood**.

1969/**The Jimi Hendrix Experience** plays its last British concert at the Albert Hall.

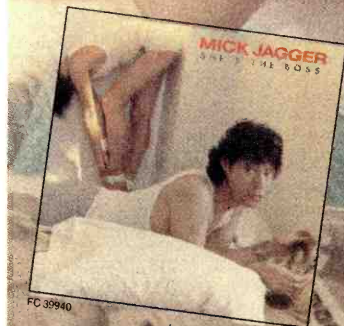
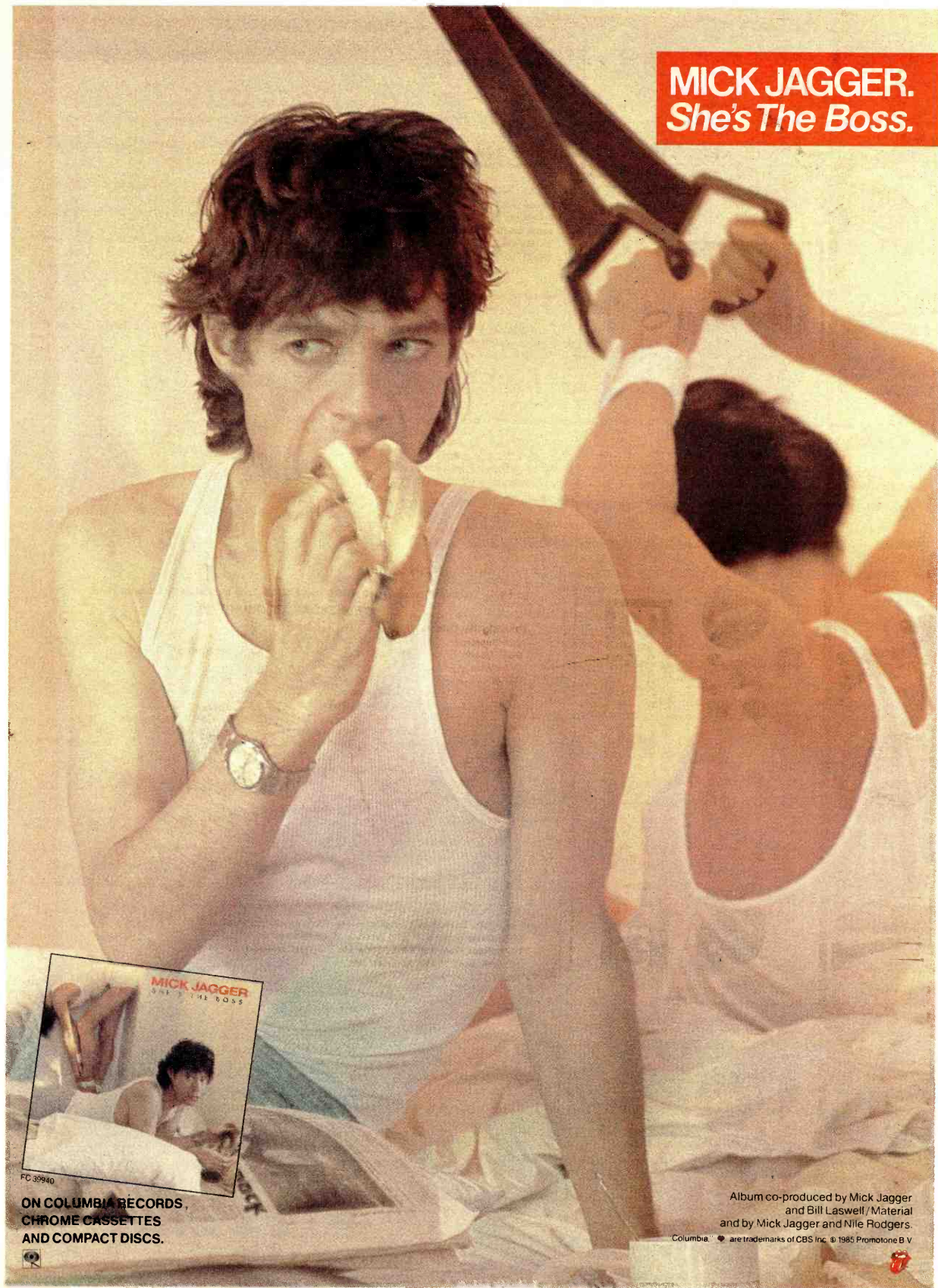
1976/**The Eagles'** greatest hits package becomes the **RIAA's** first platinum LP.

1979/**The** soundtrack of the **Sex Pistols'** "Great Rock & Roll Swindle" is released in the UK.

1981/Less than a year after finally recording under that name, **Rockpile** disbands. Although only one LP had been released as **Rockpile**, the last few **Nick Lowe** and **Dave Edmunds** albums had been, for all intents and purposes, **Rockpile** LPs.

Birthdays: **Paul Jones (Manfred Mann)** 1944.

MICK JAGGER.
She's The Boss.



FC 39940

**ON COLUMBIA RECORDS,
CHROME CASSETTES
AND COMPACT DISCS.**

Album co-produced by Mick Jagger
and Bill Laswell / Material
and by Mick Jagger and Nile Rodgers.

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CALENDAR



BRAD MESSER

Weather Reports: Alternative Source

Feedback on weather services. PD Michael Galley (WTTR/Westminster, MD) reports, "Our small market station was being eaten alive by the cost of one [commercial] service. We went to our local observer for the National Weather Service. These people are all over the country, collecting weather data in every town that's big enough to have a station. For [a reasonable sum] our man monitors the NWS forecast and is able to throw in a lot of local weather notes, and he sounds good. He's never more than a phone call away. We get updates as soon as the weather or forecast changes, and best of all it's a real money-saver. By the way, I really like your column."

Thanks, Mike!
Just for newsrooms. Earshot, heretofore distributed biweekly without charge to medium and large market newsrooms, has upgraded graphics, moved to expand its corps of writers and contributors, and will graduate to paid subscriptions next month. I have a fondness for Earshot because it's for radio news and info programmers only . . . something of an ongoing national bull session among newspeople, covering equipment, ethics, awards, jobs, and other topics of special interest to radio newspeople. (Free sample: write Earshot, 88 First St. #302, San Francisco, CA 94105, or call (415) 974-1622.)

Washington's Birthday Observed

MONDAY, FEBRUARY 18 — The most recent planet to be discovered, Pluto, was first spotted by astronomer Clyde Tombaugh 55 years ago in 1930 (from Lowell Observatory, Flagstaff, AZ).

Retired outlaw Frank James died 70 years ago (1915). After his brother Jesse was killed (1882), Frank sold shoes and was a horse-race starter. He died an obscure farmer in Excelsior Springs, Missouri. Mark Twain published "The Adventures of Huckleberry Finn" 1885. Jefferson Davis sworn in as President of the Confederate States of America 1861. Ernst Mach born 1838: studied airflow, speed of sound named for him. Alessandro Volta born 1745: invented electric battery 1800.

John Travolta 31. Yoko Ono 52. Kim Novak 52. George Kennedy 60. Helen Gurley Brown 63. Early TV personality Bill Cullen 65. Actor Jack Palance (Walter Palanuk) 65. Singer Pee Wee King 71.

New Orleans Mardi Gras

TUESDAY, FEBRUARY 19 — Mardi Gras is a state holiday in Alabama and Louisiana. Folklore: sunshine today traditionally means good weather through the end of March.

In 1945 during World War II, US Marines landed at Iwo Jima to begin a battle that produced 20,000 American casualties. Thomas Edison patented the phonograph in 1878.

Astronomer Nicholas Copernicus born in Poland 1473: his solar system mathematics began a scientific revolution. England's Prince Andrew 25. Actor Lee Marvin 61.

Ash Wednesday

WEDNESDAY, FEBRUARY 20 — In 1972 President Nixon arrived in Peking to sign an end to 23 years of American hostility against China.

First American to orbit Earth, John Glenn, took his 3-orbit ride in 1962.

Five birthdays today for the Ralph Cummins family of Clintwood, Virginia: Catherine was born in 1952, Carol in 1953, Charles in '56, Claudia in '61 and Cecelia in 1966. The Cumminses hold the world record for the most children born into one family on the same date in different years.

Supreme Court ruled states can require healthy vaccinations 1905. Metropolitan Museum of Art opened in rented NYC house 1872. Confederacy okayed slaves as soldiers 1865. Congress outlawed duels in District of Columbia 1839. George Washington signed Postal Act creating post office system 1792.

Patty Hearst 31. Jennifer O'Neill 36. J. Geils 39. Sandy Duncan 39. Buffy Sainte-Marie 44. Nancy Wilson 48. Sidney Poitier 58. Robert Altman 60. Newsman John Daly 71.

First Phone Book

THURSDAY, FEBRUARY 21 — How many phone numbers did the first telephone directory contain? None.

When the first phone book was introduced 107 years ago today (New Haven, CT, 1878) it contained 50 names, but no numbers at all. Telephone numbers weren't necessary. People just picked up the phone, cranked the handle, told the operator who they wanted to call, and the operator did the rest.

100th anniversary Washington Monument dedication in 1885; it didn't open to the public until four years later.

Rudolph Schaefer born 1863: Schaefer Brewing Co. sold the world's first bottled beer 1891.

Texas attorney/teacher Barbara Jordan 49. Singer Nina Simone 52. Designer Hubert Givenchy 58. Writer Erma Bombeck 58. Director Sam Peckinpah would have been 60.

Atomic Airplane Proposed

FRIDAY, FEBRUARY 22 — Plans to design a nuclear-powered airplane were revealed in 1951. The Atomic Energy Commission and US Air Force jointly announced they would design an atomic-powered airplane that could circumnavigate Earth 80 times on one pound of fuel. The scheme was later abandoned when officials realized the accident potential of a flying nuclear power plant.

Frank Woolworth opened his Great Five-Cent Store at Utica, NY in 1879. Fredric Chopin born 1810. The explorer for whom America was named, Amerigo Vespucci, died in 1512.

"Doctor J" Julius Erving 35. Sen. Edward Moore "Ted" Kennedy 53. Driver Nicki Lauda 36. Charlie O. Finley 67. John Mills 77. Robert Young 78.

Saturday (2-23) 4th anniversary of US Marines WWII flagraising on Iwo Jima. 80th anniversary of Rotary Club. Johnny Winter 41. Ed "Too Tall" Jones 34. Peter Fonda 45.

Sunday (2-24) FCC authorized test Pay TV 1961. Librium introduced 1960. VOA on air 1942. US launched world's first rocket into outer space (using German V-2) 1941. James Farentino 47. Barbara Lawrence 55. Mark Lane 58.

Manchester At The Movies



MCA's Melissa Manchester performed at the Motion Picture Pioneers of America banquet in Los Angeles, at which MCA Inc. President Sid Sheinberg was honored as Pioneer of the Year. Pictured (l-r) are Sheinberg, Manchester, MCA Records & Music Group President Irving Azoff, and Motion Picture Assoc. of America President Jack Valenti.

"Fly-In" In New York



Major Market Radio held its sixth annual informative "Fly-In" in New York, with 240 client broadcasters hearing such speakers as "Megatrends" John Naisbitt and the Research Group's Bill Moyes. Pictured (l-r) are WCMQ-AM & FM/Miami President Herb & Louis Dolgoff, Naisbitt, and MMR President Warner Rush.

Atlantic Scores Over Parr



Atlantic's John Parr visited the company's New York headquarters recently. Pictured (l-r) are Atlantic Exec. VP/GM Dave Glew, Chairman Ahmet Ertegun, Parr, and Atlantic President Doug Morris.

San Antonio Welcomes Group W



As Group W Radio executives visited recent acquisition KQXT, San Antonio Mayor Henry Cisneros welcomed them to town. Pictured (l-r) are Cisneros, Group W Radio President Dick Harris, VP/FM Stations Bert Wahlen, and KQXT VP/GM Bill LeGrand.

EASY LISTENING



GAIL MITCHELL

NO MORE BACKSEAT APPROACHES

Promoting Aggressively

By Keith Carson

This week's article marks the debut of a new Easy Listening feature — guest columns. In an effort to widen the section's scope and provide more learning opportunities, station managers, programmers, promotion, and sales executives are being asked to contribute manuscripts based on their format experiences. **Keith Carson**, Advertising and Public Relations Director at **WRFM/New York**, launches the feature with a timely look at aggressive promotion.

It was just a short time ago that the task of promoting a Beautiful Music station was about as exciting as the format itself. They used to call it "elevator music" — the kind of music heard only in doctors' and dentists' offices, and elevators. With the exception of the over-55 crowd, no one would admit listening to a Beautiful Music station. Yet the format has always been a consistent winner in the time-spent-listening category as well as the overall ratings race.

Times change and so do peoples' music tastes. The concept of attracting a younger audience appeals to advertisers; the once-popular instrumentals from the **Percy Faith Orchestra** and **Mantovani** have made way for the more contemporary sounds of **Earl Klugh**, **Bob James**, **George Benson**, and **Richard Clayderman**. Then came the vocal cuts from artists like **Barbra Streisand**, **Lionel Richie**, **Diana Ross**, **Neil Diamond** . . . the list goes on and on.

Keith Carson
one-l Richie, Diana Ross, Neil Diamond . . .
the list goes on and on.

But with the progression into today's more contemporary Easy Listening format, the need to promote is more important than ever. Today's competitors are not only other Easy Listening stations, but **Adult Contemporary** and the new "Lite"-formatted stations.

If you are interested in contributing articles for possible publication, write or call **Gail Mitchell** at 1930 Century Park West, Los Angeles, CA 90067; (213) 553-4330.

With more and more outlets going after a piece of the same pie, Easy Listening stations must be aggressive in their promotional efforts. Programmers can no longer sit back and not worry about the competition. We can no longer afford to take a backseat approach or no approach. Success will come to those who market their station properly to the audience and the advertiser. Remember, however, you must have a good product to work with before you begin committing the dollars it will take to get the job done.

Flow

WFGL/Fitchberg, MA and **WTOB/Winston-Salem** are now programming **Satellite Music Network's** "Stardust" format . . . **XTRA & KJOI/Los Angeles** relocate: 6430 Sunset Boulevard, Suite 601, Los Angeles, CA 90028; (213) 469-9968 . . . On the awards front: **KOIT/San Francisco** News and Public Affairs Director **Wayne Jordan** copped three journalism honors: one from the Northern California **RTNDA** for



Wayne Jordan

Best Editorial (Series) and two first-place awards from the **Peninsula Press Club** for Best Documentary and Best Feature Report. Further south, **KBIG/Los Angeles** Editorial Director **Joel Bellman** earned two Golden Mike awards for Best Radio Documentary and Best Radio Editorial; this marked his fifth such honor in four years . . . **WNCN/New York** premieres the 13-week "Forbes Magazine Report" . . . Just in time for Valentine's Day: "Secret Sweetheart Get-A-Way Give-A-Way" is **WEZO/Rochester's** latest contest promotion, whereby listeners guess the secret location of a four-day, three-night trip for two.



LET'S GO KOZY — Group W's **KQZY ("KOZY")/Dallas** hosted its first **Mystery Song Game** at the **Hyatt Regency**. Nearly 1000 listeners vied for various prizes, including a home satellite television system and a trip to Paris.

So now you have a great on-air mix of instrumentals and vocals; your announcers are beginning to sound more like air personalities . . . what next? The opportunities are endless. First, tell the world . . .

The Advertiser

Using the word "changed" with advertisers is like slitting your wrists: You may accomplish what you set out to do, but it will be awfully messy. Use "improved" or "progressed" instead and explain why. Do it in the form of a newsletter or perhaps a client party.

The Press

There's no better way to promote your station than with "free" advertising. Wine and dine the press. Develop a press kit with photos and biographies of your air personalities and management, plus a brief history of the station. Think of clever ways to get them to cover your promotion — send flowers, a singing telegram, etc. They will appreciate all the attention you have shown them, and your station will benefit from it.

The Listener

Your audience is the most important group to be concerned about. Get involved with them. Open your station to tour groups. Create an exciting audio/visual presentation and form a Speakers' Bureau to address local clubs and civic groups. Get your personalities involved in making personal appearances. Sponsor area events and raise money for charitable organizations.

Another area is on-air contests. People who listen to Easy Listening stations are just as likely to have the desire to win as **CHR** or **AOR** listeners. Theatre tickets, dinners for two, and albums are very desirable prizes; you'll be pleasantly surprised at the responsiveness of your audience. It's important to note, however, that not all of your listeners want to actively participate in the on-air contests. These need to be carefully designed so as not to "scare off" your audience.

While working for an Easy Listening station limits the types of promotions and contests you can sponsor, it does not prohibit you from doing those that do conform. The promotions must be classy and have the same quality you're looking for in your audience and advertisers. So Jello-jumps are definitely out of the question . . . although, maybe if you used caviar . . . ?

Other forms of advertising have proven to be effective, but cost the most money, so

your budget and/or market will determine the way to go: billboards, benches, bus cards and shelters, television, direct mail, print, and at least a dozen other ways.

Advertising Goals

Two other areas not to be overlooked are underwriting a public television series or program and, most important of all, using your own air time as the most cost-effective means of reaching present and potential listeners. Your outside advertising reinforces your on-air image, which in turn reinforces your outside advertising. You now have a product which is not only easy to listen to, but easy to remember.

After you decide how to spend your advertising dollars, it's important to remember the goals of advertising your product:

- Capture attention
- Arouse interest
- Present information clearly
- Induce a response
- Be truthful and ethical

Working at promoting an Easy Listening station has advantages and disadvantages, although many of us overlook some of those advantages.

Today, 44% of the U.S. population is between 35 and 64 years; that figure is expected to reach 50% by 1990. Within these demographics, the Easy Listening format is growing, and our listeners demonstrate strong format loyalty.

Looking closely at our audience, we find affluent, well-educated, and community-oriented members of the upper middle class . . . people who are well-informed, well-travelled, and appreciate the finer things in life.

It's up to us as professional radio programmers and executives to market our product to this audience, which is less offended by commercials and other non-musical elements than listeners to any other format. Our audience wants to be informed and respects what information we give them.

For too long, Easy Listening stations have been asking people to tune in. Today, we must listen and get involved with them.

Keith Carson currently serves as Advertising and Public Relations Director and fill-in host at **WRFM/New York**. His 12-year broadcasting career includes air personality and promotions experience through posts with **WSTC & WYRS/Stamford, CT**, **WVOX & WRTN/New Rochelle, WNGS & WTUX-TV/West Palm Beach**, and **WLJB & WBLB/New York**.



CARIBBEAN QUEEN — **KOIT/San Francisco**, in association with the **Northern California Marine Association** and **Yacht Charters International**, sponsored a Caribbean cruise giveaway during the **International Boat Show**. Some 8000 visitors dropped by the contest booth, manned by **Miss San Francisco Sherrie Paysinger** and **KOIT-AM** personality **Mark Donahue** as well as other station staffers.

Contemporary Hit Radio



JOEL DENVER

WZKS, WWKX & Y107

Nashville: Three Ways To Skin A Format

Mention Nashville and most people think of the Grand Ole Opry. Country certainly is big in Nashville. But the format that racks up the most AQHs, next to Country's totalled shares of 26.9, is CHR with 12.4 in the 12+ category. And with three CHRs going at it — WZKS (96-KISS), WWKX (KX104), and recent format convert Y107 (WYHY) — all eyes are fixed on this market and the programming pros calling the shots.

Imitation may be the sincerest form of flattery, but it generally spells unnecessary duplication of product and brands the station(s) as a copycat in active listeners' minds. With that in mind, all three CHRs have taken a slightly different approach, while still embracing the basic playing-the-hits philosophy. Now it comes down to who's presenting the best product. Whoever accomplishes this feat has the best shot at walking away with all or most of the marbles.

The question lingers, "Is there any one best approach to the format in Nashville?" The answer is no. A lot has to do with current market conditions in the areas of competition, and types of music popular at the time.

Different Ends Of The Spectrum

Current CHR champ WZKS debuted about a year ago. You may remember it as WKOS. Armed with new calls and ownership, WZKS began a successful market run, eventually toppling KX104. Recently-named PD Larry Martino joined the station at its inception following previous programming gigs at KRQY/Pueblo; KVLE/Gunnison, CO; and WTSL/Hanover, NH. Part of a programming committee instituted by owner/GM Ron Kempff, he became PD after the departure of PD/morning personality Jim Zippo.

In the beginning WZKS played nothing but uptempo music. For a number of months, ballads had no place on the playlist as the station drove home its image as

"Is there any one best approach to the format in Nashville? The answer is no."

"Nashville's Hot FM." And the airstaff was given the freedom to have a good time, which further supported the positioning statement.

WZKS also adopted a very current playlist, featuring a few select recurrents and Urban crossovers generated by Q92 (WQQK). The policy of playing those mass appeal crossovers continues, although WZKS does play hit ballads to provide the necessary peaks and valleys. There is also more rock on the air than ever before.

The station maintains high market visibility with the aid of the "96-KISS Jam Van," whose back end is see-through plexiglass. WZKS does all the things you'd expect from a station with a "party atmosphere," handing out tons of freebies, mak-

ing lots of public appearances, and broadcasting with a team-spirited airstaff. All of this activity proved to be too much for KX104, whose ratings began to decline. Although KX104 had had the CHR market to itself for several years, the public was looking for something new.

The Same, But Not The Same

When KX104 changed hands, former PD Mike St. John left to program the SunGroup's KXX106(WKXX)/Birmingham. Morning star Coyote McCloud also exited in pursuit of a singing career. The programming helm was then handed to three-year KZZB/Beaumont PD Michael Murphy, who had spent an additional three years in the market as PD of KWIC. He cut his pro-

gramming teeth at WACO/Waco, TX.

Murphy entered a less than perfect, yet workable situation at KX104. Despite a lack of firsthand knowledge about Nashville, he quickly determined that KX104 needed a facelift. Still using the old KX104 handle, Murphy shifted the music into a more current direction. Along the way he observed the strength AOR powerhouse WKDF wielded and decided he'd go after two birds with one large "rock."

Realizing that 96-KISS and WKDF were unchallenged, he altered his playlist's musical image. Leaving WZKS to expose the Urban crossovers before he did and WKDF to pave the way on the rock side, Murphy headed a bit more down the mid-

"Imitation may be the sincerest form of flattery, but it generally spells unnecessary duplication of product and brands the station(s) as a copycat in active listeners' minds."

dle, but with a slightly rockier edge. In the fall '84 book KX104 fell a full three shares 12+, 7.1-4.1.

Assessing that more was needed, Murphy has overhauled KX104's presentation. The jingles are gone; there are less on-air contests and more outside appearances. But the most significant change is in the station's handle, "Rock Hits-104." By still playing the hits, but with a hipper edge, Murphy hopes to breathe new listener interest into his product. In fact, when he recently called a press conference (2-4) to make a "major announcement," everyone in town was buzzing about the happenings at 104.

Along Came Y107

Also looking for its piece of the action is new CHR convert Y107 (WYHY). The SunGroup A/C had suffered a downward trend (6.4-3.6-2.6), and something had to be done. KXX106/Birmingham PD Mike St. John, who had since advanced to VP/Programming for SunGroup, lured five-year WKDQ/Evansville PD Gabe Hobbs to Nashville with a straightforward request: "Make us number one." Hobbs accepted the challenge and seems hell-bent on making it come true. Since his arrival, the station has adopted a "play all the hits" attitude. The key word here is hit, no matter if they're pure CHR hits or Urban and rock crossovers.

St. John became an added station advantage when he transferred to Y107 to tackle his first GM assignment. He knows Nashville like the back of his hand. Besides his earlier stint as KX104 PD, he attended Van-

Continued on Page 34



- WZKS Ready For The Challenge
- Y107 Blazes A New Trail
- KX104 Transformation Complete

WZKS Takes On All Comers

While WZKS(96-KISS) does lean slightly Urban, PD Larry Martino explains, "We're not breaking every urban record in the market; we're staying aware of them. There are a lot of active music people here, and we intend to stay on top of their tastes."

Three Too Many

With a number one ranking in teens and respectable adult women numbers, Martino notes, "Our image is excellent. In our research we rank right up there with (AOR) WKDF, which also has a superior image. It would take a lot of money and time to beat WKDF at its own game. We cut KX104 from an eight to a seven to a four in only two books. KX104 is going more in a rock-oriented direction, set to butt heads with us and WKDF, while Y107 has more of an adult approach. But here we are, having the most on-air fun of anyone."



Larry Martino



Cash And Flash

WZKS's fall push utilized extensive TV and billboard advertising. Add to that a cash contest offering \$9696.96, and you'll see how the station made a strong impact on a shifting come. "We think visibility is a key factor in our success," Martino concludes. "Our GM/part-owner Ron Kempff is right on top of things



Steve Christi
Mornings



Julie Golden
News Director



Billie Dee
Afternoons



Chuck Jeffries
Nights

"We made our inroads into KX104 because people just got tired of them. Bringing Coyote to Y107 was good publicity, but his format sounds too much like the old KX104; I expect to beat him again. I just don't see three CHRs making it in Nashville."

and not afraid to spend money to keep us viable. We just spend it smart. If Y107 and KX104 don't spend money, their impact will be minimal. Either way, Y107 and KX104 both have a tough fight on their hands."

THE MOTOWN
JUNKYARD DOGS
ARE TAKING 'EM
TO THE TOP 10 —



While the fat cats are
delivering mid-charters
and taking you to the
cleaners!



YOU CHOOSE THE WAY YOU WANT TO PROGRAM.

COMMODORES,
"Nightshift"

CHR 126/23 — 49%

A/C Chart: ①

1773 MF

BLACK/URBAN: ②

DeBARGE,
"Rhythm of the Night"

CHR 146/86 — 57%

ONE OF THE MOST ADDED IN CHR, A/C, AND BLACK/URBAN



...NEXT IN LINE AND READY TO COME OUT OF THE TOP 10 OVEN:

MARY JANE GIRLS, "In My House"

1741 GF

Produced, Written & Arranged by RICK JAMES

DAZZ BAND, "Heartbeat"

1775 MF

WHEN YOU CONSIDER YOUR LISTENERS, YOU CERTAINLY MUST CONSIDER MOTOWN



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Nashville: Three Ways To Skin A Format

Continued from Page 32
 derbilt and received his early radio training at crosstown WMAK. Soon thereafter Coyote McCloud set aside his singing career and became Y107's morning personality. With so much of KX104's winning past wrapped up in Y107's present, it will be interesting to see whether the marketplace views Y107 as

something fresh or simply a reincarnation of the old KX104.

However, one important question remains: Which presentation is most likely to score the biggest 12+ numbers? Only the months ahead will tell as three radio pros try to skin a format from three different directions.

1985: "The Year Of The Y"

"1985 is the 'Year Of The Y,'" Y107 PD Gabe Hobbs boldly predicts. "There are now three distinct CHR choices in the market, and that's good because it will make us the overall, clear-cut choice. We're going to serve 18-34 females and do well on all sides within the traditional CHR demos."

Caging The Coyote

Almost every market has one legendary radio personality, sometimes two. Nashville's most recognizable CHR personality is Coyote McCloud. When he joined the station, Hobbs recalls, "It was great since he was still on TV-17 every day, hosting its local movie show. The response was everything we expected it to be. After holding a press conference which received tons of coverage, we



Gabe Hobbs

way of outside promotions. But we're reading our campaigns for the spring. Unlike others, we don't plan to throw away thousands of dollars in a wild manner that can't be followed up



Coyote McCloud Michael St. John
 time after time. Instead, Y107's plans will be controlled and strategically designed for maximum impact."

Y107's on-air imaging is augmented by JAM's "Hit After Hit" package and recorded drops announcing the station as "The mid-South's new music tradition is the new Y107." "The other guys had better get out of the way," and "The switch is on for newer, fresher hit music, Y107."

As Hobbs' points out, "Bringing Coyote in made a statement for Y107: 'We are for real.' This was not a thoughtless format change. With our personality lineup, great music, and spring campaign plans, I really believe we'll offer a clear-cut choice for the Nashville CHR listener."



did a couple of publicity stunts like broadcasting Coyote's first show from a billboard overlooking I-40, and ran some :10 TV spots announcing his return to radio."

Loading The Guns

So what's in the offing for Y107? According to Hobbs, "Until now, we've done little in the

KX104 Becomes Rock Hits-104

What's the quickest way to change your image? Choose a different label, preferably something that describes the product. That's just what WWKX/Nashville PD Michael Murphy did at a February 4 news conference. KX104 became Rock Hits-104.

Why the new window dressing? "Over the last two years this station has seen constant erosion," Murphy replied. "I'd already modified the music, and this little bit of publicity and resultant on-air change in labels will help lock in that we are fresh, not the same old 104. When I got here, things had been let go, and WZKS captured the newness the market had been seeking. Our image was suffering. This move will add new perspective to our sound."



Michael Murphy



"An emphasis on energetic delivery will be included in the transition, so we won't be confused with (AOR) WKDF. Our production values and representation will change only to include the new identity. This will cause WKDF to move back toward its AOR core and leave a clear path for us to expose our new identity, as Y107 and WZKS will both sound different from us."



No Wholesale Changes

But Murphy was quick to assure that the move didn't include any wholesale format changes. "We're not going AOR; we're going to play the hits, including Madonna, Prince, and even Lionel Richie or Kool & The Gang, on a record-by-record basis. We'll lean toward rock, but include all the mass hits. This is not a repeat of history, where CHR tried to become something it wasn't. We're not taking the variety out of the format."

Bits

• **Nobody, But Nobody, But Nobody** — gives you more prizes and music than KWOD/Sacramento. The station sponsored a "Friday Free-For-All Prize-A-Minute Blow-Out," giving away a prize a minute for 12 hours. Lucky listeners called in to win \$10,000 in prizes, including ski lift tickets, amusement park and movie passes, albums, and stereo equipment.

• **Listen For The Chain Saw** — WSPT/Stevens Point welcomed Krokus and Dokken to town by giving away heavy metal packages including T-shirts, albums, posters, and naturally, concert tickets. All listeners had to do was wait for the sound of a chain saw and call in to win.

Motion

Captain Fogel leaves late nights at KBEQ/Kansas City for 6-10pm at KS103/San Diego ... WECCM/Clairmont, NH is now WKDQ(Q106) under PD Mark Belmonte

... Rod West takes weekends at KIIS-AM & FM/Los Angeles, from weekends at Z100/New York ... Carol Gladney is the new Promotion Director at WQUE-AM & FM/New Orleans ... Bobby Ellerbee is handling afternoons at WHOT/Miami ... Marcia McAlvey jumps from overnights at KPKE/Denver to weekends at crosstown KIMN. Moving to KPKE is Cindy Spicer, who joins from late nights at KPBI.



Captain Fogel

New Parallel-Two Reporters

Our review of all the Arbitrons are complete, and here are the new Parallel-Two reporters for R&R. Our next major review will take place follow-

ing the return of Arbitron's spring books, and will include revisions and additions to the Parallel Three group. Welcome to the new P-2 reporters.



92-KTU/New York, NY
 PD: Neil McIntyre
 MD: Quincey McCoy



RI-104(WERI)/Providence, RI
 MD: Jonathan Monk



WTQG/Wilkes-Barre, PA
 PD: Joe Montione
 MD: Don Tandler



WAMX/Huntington, WV
 PD: Tom Robinson
 MD: Chris Collins



KTKS/Dallas, TX
 PD: Chuck Morgan
 MD: Kurt Kelly



WNSY/Norfolk, VA
 PD: Jeff Moreau
 MD: Don Davis



Y107 (WYHY)/Nashville, TN
 PD: Gabe Hobbs
 MD: Chris Tyler



KMBQ/Shreveport, LA
 PD: Dick Bascom
 MD: Mike Story



WKZL/Winston-Salem, NC
 PD: Steve Christian
 MD: Don Joseph



KITE/Corpus Christi, TX
 PD/MD: Dave Parks



WAPI/Birmingham, AL
 PD: Mark St. John
 MD: Brad Regal



WRQC/Cleveland, OH
 PD/MD: Scott Howitt



WIOG/Saginaw-Bay City, MI
 PD: Rick Belcher
 MD: Scott Shannon



KSND/Eugene, OR
 PD/MD: Mike Purdy



KPOP/Sacramento, CA
 PD: Bill Jeffries
 MD: Carmey Ferreri



KISN/Salt Lake City, UT
 PD/MD: Gary Waldron



KZZU/Spokane, WA
 PD/MD: Bill Stairs



KIKX/Colorado Springs, CO
 PD/MD: John Dantzer

Note: G100/Mobile and Salt Lake City outlets KRSP and K96 are no longer reporters.

Total CHR reporters: 256

ROBEY

I95
ZZ99
KPLUS
Q100
K104
WERZ
WKFM
WKRZ-FM
WTLQ
WHTF
WZLD
Y106
KZIO
KJ103
KKRD
KSND
KCAQ
KSKD
KHYT
OK100
95XIL
WSQV
WJAD
WIXV
WHSL



KQCR
99KG
KCDQ
KHTX
OK95
WTMP
WPAL
WEDR
WRBD
WORL
WRXB
WEAL
WDAS
WXOK
WKXI
WGPR
WATV
WJAX
WDRQ
WESL
WSOK
WENN
WPHD
WHQT
WQBA

“One Night In Bangkok”

Devan Durrant, KPLUS/Seattle — “The world is an oyster for this song. A catchy little tune that caught on quick. Out top phone record in three days!”

John Purdy, OK95/Tri-Cities — “Top 5 phones within days.”

Mark Shands, I-95/Miami — “12-inch sales in Miami exploding, leap 19 to 8! Robey is clearly ahead of the pack!”

Don Tandler, WTLQ/Wilkes-Barre — “Showing up in sales research even before airplay. So, we’re going on Robey today!”



Distributed by CBS Records

AOR



STEVE FEINSTEIN

MIAMI '85 SUPERSTARS CONVENTION

B/A/M/D: Upbeat, Optimistic

The first thing that struck you at the recent **Burkhart/Abrams/Michaels/Douglas** Superstars meetings in Miami was **Lee Abrams's** new look. He's dropped a considerable amount of weight, and his energy level and vitality are noticeably higher. He draws an apt analogy to explain part of his regimen. "I made up my mind to absolutely avoid certain foods with no exceptions. Just like **KFOG** doesn't play **Motley Crue**, I don't eat red meat," quipped his svelte new self.

Second was the convention's upbeat mood. This year nobody was walking around with his head in his hands, bemoaning the format's health. The programmers and managers who attended the conclave are the survivors of all the format flux and bandwagon jumping that's weeded out the AOR ranks. They've stuck by their AOR guns and emerged victorious with stronger numbers, particularly in upper demos.

Dwight Douglas explains the format's re-orientation to an older audience. "Three years ago, we set out on a path we had to take, given the economics of the business. We took some 12+ shots along the way as we lost some teens, and some stations didn't develop as fast on the upper end as others did. But now we've really begun to blossom."

"We're really in a golden era for the format," Abrams chimes. "Our demographic appeal is suddenly becoming 25-49, the monied demo that everyone wants," boasts **Jon Sinton**.

Consequently, no course correction was prescribed this year. No quick cure or catch phrase such as the "80% new music, 20% old" or "quality rock" slogans of previous years was on anyone's lips. (Either that or security was just a hell of a lot tighter this time.)

Oldies But Goodies

Will the drive for upper demos lead Superstars to emphasize library material more than currents? Though Abrams's '80/20" edict of 1983 is history, B/A/M/D claim they're not advising AORs to now become oldies-intensive. Advising a balance of new and old music, the consultants say more oldies in and of itself isn't a guarantee for attracting an older audience.

"We need to fix preconceived notions among buyers that AOR listeners don't buy Porsches and airline tickets."

—Dwight Douglas

At the same time, Abrams does call upon AOR to exploit its strategic advantage of musical heritage and variety. He keys in on two of AOR's strong points — musical depth and history. He's weary of stations that spit out the same 327 "perfect" songs over and over, and reminds us that part of AOR's uniqueness derives from playing more than just the hits. "There's more to life than 'Money' and 'Stairway To Heaven.' Other cuts by instantly recognizable artists give you the 'oh wow' factor.

"Also, properly represent all of rock's different eras," he advises. "There's been a tendency to overrepresent the late '70s,

and completely ignore the '50s and '60s. The idea is to have balanced oldies. We don't want to play wholesale '50s records, but being the station that's cool enough to play 'Jailhouse Rock,' 'Rock Around The Clock,' or **Chuck Berry** once in a while is great."

The idea is that a little goes a long way when it comes to throwing in these spice tunes, whether they be "hidden favorite" album cuts by name artists or chestnuts from the '50s and '60s. Just an occasional cut dropped into the mix is a delightful bit of ear candy and taps into the AOR listener's musical memory bank, much like **Motown** music hit home when used in the "Big Chill" soundtrack. In fact, don't be surprised to hear a number of Superstars stations mix **Motown** classics into their regular music mix, as well as in featured programming.



Dave Logan

Lee Abrams

Dwight Douglas

Jon Sinton

Research-intensive programmers may find it difficult to get a grip on a spice category, suggests Douglas. "A song like **Thunderclap Newman's** 'Something In The Air' may not test well, but it'll draw positive phone calls, even from 19-year-olds. We'll have to go back to gut for these songs, and you'll see who the big boys are then."

Sinton, though, hints that the "cyclical pattern of oldies popularity can be measured. For reasons that are almost inexplicable, an old song that didn't work a year ago can work today. There's a very clearly defined pattern of the right 'oh wow' songs, and the wrong ones will kill you."

Metal — Still In The Mix

The firm's policy on heavy-metal music weighed upon the minds of many record reps going into the meetings. In its quest for upper demos, does B/A/M/D advise stations to completely back off playing leather-brigade music?

Abrams and Douglas say it ain't so, and offer the age-old guideline — be selective. "Part of AOR's charisma is that we play a little of everything," says Abrams. "The listener should hear everything from **Phil Collins** to maybe **Elvis Presley** once in a while to some metal. It's all part of the mix. The only problem is that some metal bands simply don't have hits."

Upper Demo Dominators

Here are some features employed by Superstars stations that attract significant upper demos. All the stations are #1 men 25-49, Monday-Sunday.

KEZO/Omaha

- A morning feature called "Classic Or Clunker" has listeners vote on moldy oldies from "Winchester Cathedral" to **Chuck Berry's** "Maybelline." Saturday morning's "King Of The Classic Hill" pits songs against one another. If a song wins for three weeks, it's retired and often put into the station's library.

- A positioning statement of "From classic rock to new rock . . . the best variety is on Z-92" over a music bed that begins with snippets of "Won't Get Fooled Again" and "All Rights Now" and leads to syndrums and synthesizers.
- A 92-day trivia contest with questions that all related to the city of Omaha.

WIOT/Toledo

- A "104 Superscore" book-long promotion gave away upscale lifestyle items such as a year of movie rentals, a \$5000 diamond, a Caribbean cruise, an earth dish, and scuba gear.

- The station fingerprinted kids at a shopping mall the night before Halloween.

WLWQ/Columbus

- Runs **Source** feature on finances called "Money Matters."
- The host of the oldies show uses old newspapers at the library to find info for a recap of Columbus events and news stories from a given year.

WTUE/Dayton

- Songs like **Joni Mitchell's** "Help Me" and "Free Man In Paris," **Crosby & Nash's** "Immigration Man," **Harry Chaplin's** "Taxi," and **Dave Mason's** "Only You Know And I Know" and "We Just Disagree" are played in slow rotation to lend an element of surprise and nostalgia.
- During a blizzard, a "Big Chill Weekend" gave away long Johns to listeners who identified songs in the oldies blocks that were played every hour.

Get Crazy

Though there was no one-line wonder prescription for robust ratings this year, Abrams did stress that stations should be "eccentric all the way to the bank. It's okay to be crazy. Look at some of the popular figures in our country: **Eddie Murphy**, **Ted Turner**, **Mr. T**. They're all a little bit wacko. Don't be afraid to stand out. Hire people who are into the showbiz aspect of radio, and have production values to match."

Different Is Better

Similarly, Sinton proposes that differentiation is becoming more and more the cornerstone of successful stations. "WHTZ (Z100)/New York plays essentially the same music as everyone else, but the rest of the presentation is so clearly different that it's interesting and noticeable. Musically, stations are all fairly sophisticated these days, so the differentiation has to happen on a personality, production, and marketing level."

Logan Leaps Aboard

Coming from a station that has utilized production values extensively, **Dave Logan** will be helping clients increase their production profile. He joins the company as an associate after taking **KFOG/San Francisco** to new heights in the AOR-saturated Bay Area, notching #1 ranks in Men 18-34 and 25-34, and #2 in Adults 18-34. He feels the ratings finally came home to roost at the

"Being the station that's cool enough to play 'Jailhouse Rock,' 'Rock Around The Clock,' or **Chuck Berry** once in a while is great."

—Lee Abrams

fact that somehow was lost sight of in the late-80s upon the format in recent times. Namely, that AOR's rightful audience is a substantial, attractive one — adults who grew up on rock 'n' roll. Think about it — a teenager who got into rock in the early '70s is now a baby boomer in his late 20s and a part of AOR's natural constituency. Where else can he turn to hear timeless artists like **Led Zeppelin** and **Pink Floyd** as well as depth by current megastars with AOR roots such as **Huey Lewis**, **Van Halen**, and the **Cars**? AOR is the only place on the dial that serves an adult rock fan with an appreciation for rock 'n' roll in all its variety and from all its eras. That person is likely to find other formats either limited in their music mix and juvenile in presentation, or too passive and staid.

AOR's audience has grown up, and the format's demos are growing up with it. "All the teens we once had have grown up. The baby boom that grew up with the **Stones** and **Led Zeppelin** is sitting right there fat in the middle, and they're listening to AOR," says Douglas.

As Abrams observes, "There's a 'new mainstream' developing, and it's us. It's not the **Neil Diamond**, **Olivia Newton-John** crowd; it's people into **Genesis** and **Breathers**. Don't fight it."

prototype Superstars II upper-demo AOR station after two years because of extensive favorable press, more vigorous marketing, strong available musical product, and the passing of **KMEL** to **CHR**. He also reckons that rivals **KRQR/San Francisco** and **KSJO/San Jose** backing off from metal in hopes of attracting better upper demos "makes us appear more attractive. Other stations changing to go after our demos makes our purity even more of a drawing card."

Continued on Page 37

B/A/M/D

Continued from Page 36

This year's meetings saw a "heightened interest in production and cinematic presentation, which really enhances the personality of a radio station," he feels.

Other Issues

In addition to programming concerns, dialogue involved broader matters concerning the institution of AOR. Three issues seemed to dominate:

- AOR's continuing evolution toward serving its "natural" audience — 25+ adults who have grown up with rock music and the format.

- Marketing the format as offering an adult audience with substantial purchasing power. The B/A/M/D organization plans to coordinate a research project that will correctly profile the AOR listener as a desirable target for upscale advertisers.

- "We need to fix preconceived notions among buyers that AOR listeners don't buy Porsches and airline tickets. It will be the most powerful piece of sales ammunition AOR has ever had," asserts Douglas.

Abrams says, "It's incorrect to think of the 25+ AOR listener as just an older earth dog. He's affluent and educated."

"The baby boom that grew up with the **Stones** and **Led Zeppelin** is sitting right there fat in the middle, and they're listening to AOR."

— Dwight Douglas

- AOR must work diligently to neutralize the possibility of a ban on alcohol advertising, which would dramatically decrease its revenues. Douglas urges, "Every record company president, radio president, every one in all the allied fields should write President Reagan and tell him that rather than a ban, we can accomplish more by working together on educational programs."

Corrections

Please note the following corrections in last week's fall '84 ratings breakout column:

- WCCC-FM/Hartford is #3 Adults 18-34, behind WTIC-FM and WHCN, not #1 as listed.
- WZXR/Memphis ceased its affiliation with **Burkhardt/Abrams/Michaels/Douglas** prior to the sweep and should not have been listed as a client. Consequently, on the consultants' scorecard, B/A/M/D's scores were

improved. The correct figures for the firm were:

- #1's Adults 18-34: 62%
- #1's Men 18-34: 85%
- #1's Men 25-34: 66%
- #1's Men 25-49: 39%

- KSTM/Phoenix's 12+ share rose 2.0-2.2, rather than going 1.7-.8 as listed.



KSJQ'S DO-WRIGHT MAN — Not only is San Francisco 49er Eric Wright an all-pro defensive back, he's also an all-pro broadcaster. Wright hosted "The Wright Road To Super Bowl XIX," a series of reports on KSJQ/San Jose. In formation to give away a pair of Super Bowl tickets over the air are night rocker Stephen Dunwoody, MD Ken Anthony, PD Lee Roy Hansen, Senior AE Jeff Siegel, and the boss jock himself.



SISTERHOOD IS POWERFUL — Dee Snider of Twisted Sister and WPDH/Poughkeepsie MD Pam Brooks believe in the therapeutic value of a good scream.



EVEN BETTER THAN PARR FOR THE COURSE — Pictured after John Parr's on-air interview at WNEW-FM/New York are Atlantic New York rep Bruce Tenenbaum, personality Maxanne Sartori, Parr, manager John Wolff, personality Dave Herman, and Atlantic Associate Director/National Album Promotion Danny Buch.



ZEBRA PLAYS ATLANTA FOR MARTELL FOUNDATION — Pictured after Zebra's benefit show in Atlanta for the T. J. Martell Foundation are (l-r) the band's Guy Gelsco, the club owner and the concert promoter, Zebra's Randy Jackson, MD Bob Bailey of cosponsor WKLS, Atlantic local rep Larry King, and the group's Felix Hanemann.

SEGUES

WLZR/Lafayette, IN MD K.C. O'Brien has amended his station's format designation to full CHR, rather than last week's tight AOR.

Lenny Bloch returns to **KFMG/Albuquerque** for mornings and the Assistant PD post ... **KTCL/FL Collins's Gary Wolter** is upped to Assistant PD.

Carey Carrigan and **Mark Raney**, late of **KRCK/Portland**, join **KWHL/Anchorage** for mornings ... **KQDS/Duluth** ups parttimer **Rick Church** to middays ... "Victoria" (**Barb**

Schaltz) joins "Vic" **Browning** on **WKLT/Kaikaska** mornings ... **WQQQ/Allentown PD Bryan Geronimo** moonlights on **WYSP/Philadelphia** weekends.

KMOK/Lewiston, ID's switch from AOR to automated CHR leaves **PD Brew Michaels** ready for his next assignment. Contact **Brew**, who's also programmed **KISM/Bellingham**, at (509) 758-3929 ... **KOME/San Jose** is looking for artist IDs for its 14th birthday. Contact Assistant PD **Dana Jang**.



NEW YORK STATE WARRIOR SINGS FOR SONICS — You can bet that nobody confused **Patty Smyth** with **Kate Smith** when **Smyth** sang the national anthem at a **Lakers-Supersonics** game in Seattle. Wearing a **Sonics** cap after her area concert, she's shown with (l-r) **Columbia** local rap **Larry Reyman**, two members of **Scandai**, a fan, **KISW/Seattle's Doug Johnson**, another member of **Scandai**, and **KISW's Dan Wilke**, **Scot Forrest** and **Mia Kleinfeld**.



KOME AND GET THESE MEMORIES — **KOME/San Jose's Candi Chamberlain** won the championship at the 2nd Annual Oldies Olympics competition by identifying **Roy Orbison's "Mean Woman Blues"** five seconds into the song. Flashing back to those thrilling days of yesteryear are (l-r) **Chamberlain**, **KLOS/Los Angeles's Geno Mitchellini**, **KARA/San Jose's Kim Vestal**, **KOME's Laurie Roberts** and **Dana Jang**, **EMI America's Norm Osborn**, and **KEZR/San Jose's Bob Harlow**.



JAMISON SURVIVES COBRA — **Jimi Jamison**, former lead singer with **Cobra** and current vocalist with **Survivor**, is flanked by **WKDF/Nashville** Assistant PD **David Hall** and "KDF PD **Bill Pugh**.

com-mo-tion (kə mō' shən)

1. movement, excitement
 2. rushing about e.g. "Lloyd Cole and his aptly named band, The Commotions, caused quite a commotion at the Abrams convention with the track and video "Perfect Skin" from the Geffen LP "Rattlesnakes."



GEFFEN RECORDS

Adult/ Contemporary



RON RODRIGUES

KLTR MOVES UP

Lite Rock — Heavy Numbers In Houston

Houston is a city that gained national prominence in the late '70s. At the same time the auto industry was experiencing a deep recession, the country's confidence in foreign oil producers (such as Iran) was at an all-time low, providing the impetus for domestic suppliers to forge ahead with local production.

Southwest Explosion

The Southwest was a benefactor of this explosion, and suddenly the region became the promised land. Not only was it home of America's "industries of the '80s" (e.g., petroleum, silicon chips, and defense contractors), the area has, for the most part, year-round warmth.

Today, Interstate 45 leading into Houston is still jammed with carloads of shivering Northerners. And as a result, this sprawling metropolis is an eclectic mixture of not only Texans, but also huge numbers of people from broad sections of the country. An examination of the ratings reflect tastes just as eclectic. The number one adult station in the last four rating periods has been from a different format: Country, Urban, CHR, and A/C. Such diversity in other markets is downright rare. With an average age of 27, the city is now filled with a new breed of people — Yuppies!

One company making the southward trek was Gulf Broadcasting, which in 1981 purchased Urban KRLY. Although always a strong challenger to format competitor KMJQ, the company saw more billing possibilities with an A/C format.

No Big Buys

As VP/GM John Hiatt explained, "There were four product categories which constituted the largest part of our billing: beer and wine, clubs and records, fast foods, and — believe it or not — hair care products. We were the number one station 25-54, but we couldn't get a bank or an airline buy; it was unbelievable. and it wasn't just us; 'Mag-ic' (KMJQ) couldn't get those buys either."

Hiatt sensed a need for an A/C with a subdued personality profile — a "less talk" station. He commissioned Jon Coleman and Associates to conduct focus group research,

KLTR
93.7 FM
LITE ROCK...LESS TALK

KLTR-FM HOUSTON, TEXAS
A Gulf Broadcasting Group Station

Jim Herron John Hiatt

the results of which did point to another A/C. Muses Hiatt, "We gathered 25-34 year-old listeners of KFMK, KRBE, and KMJQ and asked them, 'What is the more-music station in Houston, Texas?' And they said, '(Beautiful Music outlet) 'KODA.' I was watching Jon through a one-way mirror and his mouth almost fell off."

Progress

Val Stouffer joins Doctor Duncan for morning drive duties at WCLR/Chicago. Stouffer had previously been with the station handling traffic reports ... WIBA/Madison welcomes Douglas Lane as its new PD from WCIL/Louisville ... WTKS/Washington goes live in the afternoons with DC air veteran Linda Kelly ... Former WEZC/Charlotte PD Ralph Rhoades quickly re-surfaces as Asst. PD at WASH/Washington ... Mike Dowling joins WWC0/Waterbury as OM, while Joe Anatra comes in from nearby WTIC-FM/Hartford.

Lineup at KTLT/Wichita Falls, TX begins with Jason Scott in mornings, Julie West middays, PD Lance Balley afternoons, Steve Elliott evenings, and Joe Wurster, Jim King, and Kendale Ward on weekends. Tony Nash coordinates RKO programming overnights. Elyse Sommers promoted to ND at WMID & WLGE/Atlantic City from anchor/reporter ... Chris Sousa now MD at V100/Charleston from nights; Also at V100, Nancy Ryan climbs from overnights to middays, while Ken Roberts is named Assistant PD. Ken will maintain his afternoon shift.

KLTR
93.7 FM
LITE ROCK...LESS TALK

"It's the FM station I've always wanted and it's finally here."

KLTR-FM HOUSTON, TEXAS
A Gulf Broadcasting Group Station

HOT HOUSTON — Although slowed somewhat by an oil industry recession, this Gulf city continues to grow at a feverish pace. After closely examining that growth, KLTR stepped away from a protracted battle for the Urban market in favor of A/C. Shown is a print version of a television ad the station used during the fall.

PD Jim Herron listed some of the reasons for KLTR's quick growth. "There was unquestionably a need for us. KFMK is a great station, but they fulfill different needs — they have a higher oldies and personality profile. We also benefitted from KRBE's change to CHR not long after we debuted. And there's always an advantage to being 'new.' We've turned our newness into a marketing advantage by calling ourselves 'The new Lite Rock.'

Sticking With Less Talk

Highly protective of its image, the station is cautious about conducting on-air or street promotions. Commented Herron, "How much can we discuss such events on the air before we violate our 'less talk' image?"

A/C Ratings Race

Houston
12+ Population: 2,970,400
Rank: 8

	F83	SM84	F84
KFMK	@ 8	@ 6	@ 8
KLTR	@ 5	@ 6	@ 8
KRBE-FM	@ 5	@ 5	@ 3 *
KQUE	@ 2	@ 3	@ 3 *

Arbitron figures used are for 25-49 adults, Mon-Sun 6am-midnight, MSA. Shares are rounded off to nearest whole figure.

Asterisk (*) indicates tie figure. KLTR was Urban KRLY during fall '83 sweep. KRBE changed format to CHR during the summer '84 ratings period.

Music Monitor

Here's an afternoon drive sample hour from KLTR/Houston:

- "Hard Habit To Break" — Chicago
- "Just The Way You Are" — Billy Joel
- "Think Of Laura" — Christopher Cross
- "You And I" — Rabbitt & Gayle
- "Love Is The Answer" — England Dan & J.F. Coley
- "Foolish Heart" — Steve Perry
- "Feel Like Makin' Love" — Roberta Flack
- "Drive" — Cars
- "Miracles" — Jefferson Starship
- "Joanna" — Kool & The Gang
- "I've Been Searchin' So Long" — Chicago
- "Out Of Touch" — Hall & Oates
- "We've Only Just Begun" — Carpenters



Douglas Lane

Elyse Sommers

New WFFX/Tuscaloosa midday man is Dave Nelson from US99/Birmingham ... WWOM/Albany brings aboard J.W. Wagner for mornings ... WWSA & WCHY/Savannah newsman Garr Williams leaves for more schooling, as does Marketing Director Carole Gunter, who'll join the advertising world ... Steve Smith joins KFSB/Joplin, MO as newsmen.

John Hiatt said the station will maintain its eight-unit-per-hour spot load. "We ran a full schedule from day one of the format. I even took some of the generic spots from our old format and ran them free just to meet the load. Because we're sold out we don't have to do that anymore, but we've since been able to preserve our commercial policy throughout the life of the format."

Both managers feel there's more room for growth, but John said attaining higher numbers is not absolutely critical. "If we lose a point or so, we'll be fine. Right now we're one of the highest-cumming stations in Houston, so more sampling is possible. As it stands, we have the potential to double the billing from our Urban days."

Indeed, the station represents many of the elements possessed by its city: an eclectic group of people (an Urban staff and an AOR PD combining for a new A/C direction) and quick growth in this fiercely competitive market. All's well in Houston.

RCA Records Is Proud To Introduce

“CHESS”

The Musical On Record



MURRAY HEAD

“One Night In Bangkok”

Breaking At
A/C & CHR Radio!

BARBARA DICKSON

and

ELAINE PAIGE

“I Know Him So Well”



#1 In England And
Across Europe

“CHESS”

A Double Album Set

Composed by Master Lyricist Tim Rice
(*Evita* and *Jesus Christ Superstar*),
Benny Andersson and Bjorn Ulvaeus of ABBA

RCA Records 

AN EXCLUSIVE CONTEST FOR RADIO, OPEN TO ALL PROGRAM DIRECTORS AND MUSIC DIRECTORS...

Vision Q

LAST CHANCE TO ENTER THE VISION QUEST CONTEST

Louden Swain is eighteen years old, a member on the Thompson High Wrestling Team, and has but one Vision Quest... to lose 23 pounds and beat the toughest wrestler in Washington State!

But the toughest wrestler in the state is a human battering ram named Brian "Shute," from Hoover High, who works out with a seven-foot length of telephone pole between his shoulders and weighs 168 pounds.

His coach thinks he's crazy. His friends are less complimentary. They predict that Loudon will wind up in

ABOUT THE FILM...

traction "from his eyeballs down."

It takes Loudon's self-appointed "half-Indian spiritual advisor," Kuch to put his pal's problem in perspective. Loudon, he claims, is on a Vision Quest, an attempt to gain communion with the Everywhere Spirit and find his place in the Eternal Circle.

Louden's sole distraction is Carla, a 21 year-old art student en route from Trenton, N.J. to San Francisco, who

has stopped in Spokane just long enough to buy a used car... and get ripped off by the dealership which employs Loudon's father.

Coming to her defense costs the senior Swain his job. Offering a roof over her head, while the relic is being repaired, puts Loudon in agonizing proximity to his first love... and fantasies of sexual fulfillment.

Louden is about to discover the difference between virginal fantasies and joyous reality. That, too, he will know is a form of Vision Quest...

PROVIDE THE CORRECT ANSWER TO THE QUESTIONS BELOW:

- Louden Swain is a _____ before his encounter with Carla.
- What is the name of the song on the album sung by the "RED ROCKER"?
- What song does Paul Weller sing lead vocal on? (Until now this song was only available as an English import.)
- Louden Swain's self-appointed, best friend is half _____
- What was the first single released from the Vision Quest album?
- In Madonna's song "GAMBLER," she states, "You can't stop me _____"
- Louden Swain must lose 23 pounds in order to _____ and wrestle against Brian "Shute."
- Louden was thought to be the _____ in the wrestling match between he and "Shute."
- Louden's coach and friends predict that he will end up in traction from his _____ down.
- The former drummer and lead singer of the Eagles sings on what track from the album?
- What is the name of the High School that Loudon Swain is wrestling for?

**MAIL COMPLETED ENTRIES TO:
 VISION QUEST CONTEST
 c/o Radio & Records
 1930 Century Park West
 Los Angeles, Ca. 90067
 ALL ENTRY FORMS MUST BE
 RECEIVED BY MIDNIGHT,
 MONDAY, FEBRUARY 25, 1985.**



Win a Sony portable compact disc player with battery pack... a complete set of the Geffen compact disc catalog... or a compact disc of Vision Quest!!!

By reading the summary of the film above, listening to the soundtrack and correctly filling in the answer to the 11 questions listed here, every P.D./M.D. will receive the compact disc from the soundtrack to the Warner Bros. Motion Picture "VISION QUEST."

These compact disc winners will be eligible for the Grand Prize drawing in which 5 Sony Portable Compact Disc Players with battery pack, and the complete Geffen compact disc catalog will be given away!

NAME	_____
STATION	_____
P.D.	_____ M.D.
ADDRESS	_____ _____ _____
CITY	_____
STATE	_____ ZIP
TELEPHONE	_____ _____

THE SOUNDTRACK OF VISION QUEST

- | | |
|---|--|
| DIO
"Hungry For Heaven" | MADONNA
"Gambler"
"Crazy" |
| FOREIGNER
"Hot Blooded" | RED ZEPHYRUS
"Lumberjack" |
| SAMMY HAGAR
"I'll Fall In Love Again" | THE STRAYCATS
"Shut Out" |
| DON HENLEY
"She's On The Zoom" | JOHN MAYER
"Change" |
- Features The New JOURNEY Hit Single "Only The Young" (7-29090)**
- Executive: Jon Meyer
New Material

VISION QUEST CONTEST RULES

- To enter, answer all 11 questions that pertain to the film and soundtrack and print your name, address, zip code, radio station, title and phone number on the entry form below and send to:

VISION QUEST CONTEST
 c/o Radio & Records
 1930 Century Park West
 Los Angeles, Ca. 90067

- No mechanically reproduced entries are permitted.
- Enter as often as you wish. Each entry must be mailed separately.
- Winners' names are drawn at random.
- Grand prize winners will be notified by phone.
- No substitution of prizes. Prizes are non-transferable.

- This contest is open only to program directors and music directors who are residents of the United States.
- Employees, independent contractors, agents or representatives of The David Geffen Company, Geffen Records, Warner Bros. Records, Warner Bros. Pictures, Radio and Records and affiliated companies are not eligible.
- There shall be five Grand Prizes, consisting of one portable Sony Compact Disc Player with battery pack, accompanied by 17 Geffen Compact Discs. Estimated retail value of each Grand Prize is approximately \$605.00. The number of Compact Discs awarded will depend on the number of correct entries received. The estimated retail value of each Compact Disc is \$35.00.
- No purchase necessary.
- Offer void where prohibited by law.
- Odds of winning depend upon the number of entries.

- Winner is responsible for all taxes on prizes.
- Winners' names may be obtained by sending a self-addressed, stamped envelope to:
 Geffen Records
 9130 Sunset Blvd.
 Los Angeles, Ca. 90069
 Attn: Vision Quest Contest
- Entry forms must be received by midnight, Monday, February 25, 1985.
- Geffen Records or Radio & Records is not responsible for lost or delayed entries.
- All interpretations of the rules and decisions by Geffen Records are final.
- Winners will be required to consent to use of name and likeness for publicity and advertising.

Quest

FILM OPENS
NATIONWIDE
FEBRUARY 15 AT
THEATRES EVERYWHERE

a used
employs
rain his
s being
is first
between
ll know

All he needed
was a lucky break.
Then one day
she moved in.



VISION QUEST:

- ADONNA**
"Gambler" and
"Crazy For You"
- D RIDER**
"Lunatic Fringe"
- THE STYLE COUNCIL**
"Shout To The Top"
- JOHN WAITE**
"Change"

Executive Producers: John David Kalodner,
Jon Peters and Peter Guber
New Material By These Artists

elope
tries
city and

Now Available On Geffen Records,
Cassettes And Compact Discs
(GHS/MS6/2-24063)

Jeany appears through the courtesy of Columbia Records.
John Waite appears through the courtesy of Chrysalis Records.
Mousse appears through the courtesy of Sire Records Company.
He appears courtesy of Warner Bros. Records, Inc.
Red Rider appears through the courtesy of Capitol Records, Inc.
Tangerine appears under license from Atlantic Recording Corp.



GEFFEN
RECORDS

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A GUBER-PETERS COMPANY PRODUCTION
A HAROLD BECKER FILM "VISION QUEST"
MATTHEW MODINE · LINDA FIORENTINO · MICHAEL SCHOEFFLING
Director of Photography OWEN ROIZMAN, A.S.C.
Music Score Composed and Performed by TANGERINE DREAM
Executive Producers STAN WESTON and ADAM FIELDS
Based on a novel by TERRY DAVIS Screenplay by DARRYL PONICSAN
Produced by JON PETERS and PETER GUBER
Directed by HAROLD BECKER



FROM WARNER BROS
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R RESTRICTED
UNDER 17 REQUIRES ACCOMPANYING
PARENT OR ADULT GUARDIAN

Whitney

She's got it!



The power. The emotion.
The magnetism.
The kind of talent that's going
to blow you away.

Announcing
The First Single,
"You Give Good Love,"
Produced by Kashif.

WHITNEY HOUSTON



ARISTA

Whitney Houston.
This is only the beginning.
On Arista Records.

ARISTA

Black/Urban Radio



WALT LOVE

ALTERNATIVE DELIVERY SYSTEMS

Black/Urban Radio — One Way Or Another

In a format as signal-deprived as Black/Urban radio, the PDs and GMs with 3-kw FM facilities are usually the lucky ones. A lot of the format's music is heard on stations with 250 watts at 1440 AM. In other areas, you won't even find Black/Urban programming on commercial radio. College stations, such as **KTSU/Houston**, are one alternate source, and this week, **Sean Ross** examines two other avenues for Black product — cable radio and block programming on stations with other formats.



Radio On The Block

Although R&B block programming goes back to the beginning of the genre, its peak came six years ago during the disco era when even old-line A/C stations, including **WRVA/Richmond** and **CHML/Hamilton**, began scheduling segments of dance music with such titles as "Studio 1140" or "Night Flight 900." Some shows, among them being **Doc Perriman's Saturday night "D Connection"** (WGYS/Schenectady) or **Randy Sterling's night show on KGBC/Galveston**, have been running for years. Most are ephemeral, typically ending when an obscure block-programmed station is acquired by new owners who want to install a fulltime format.

At least one block jock contends that it segments like his that helped engineer the CHR revival of black music in towns without heavy black populations. "Four months ago," James Edwards says, "you'd never have heard stations in Boise playing **Midnight Star's 'Operator'**. I know that happened from what we did."

Edwards has been R&B PD at Boise State's **KBSU** for half a decade and currently alternates between his college radio duties, club jocking, and the overnight shift on local A/C **KBNY**. Between 1982-84 he also ran R&B blocks on Jazz neighbor **KYME** (now **KTOX**) and crosstown eclectic **CHR KBBK** (now **KIYS**).

Edwards began advising **KBBK** on music four years ago when his college work came to the attention of then-PD **Bob Lee**. "KBBK would say, 'This is new and you heard it here first,'" says Edwards. "People would call **KBBK** and tell them they'd heard it from me first."

Although he could get "Super Freak" and "Fantastic Voyage" on the air in Boise, it took Evans another year to place himself on commercial station **KYME**. "There was a feeling among broadcasters that if you had a black guy on, people would think you had a black sound, and everybody was so fearful of that."

Northwest Passage

About a year ago, new owners bought **KBBK** and moved it from straight **CHR** to a highly eclectic cross between **CHR** and the soft-AOR format of **KINK/Portland**. Ed-

wards was hired to run the station's regular format, but when advertisers at the station's "coming out" party began talking about his **KBSU** show and Edwards's other

R&B projects, he was offered an R&B block — first on Sunday, then on all the overnights. By that summer, response was strong enough to compel **KBBK** to play artists such as **Jeff Lorber** and **O'Bryan** in regular rotation.

"I had long-distance calls from Portland and Seattle. Folks were telling me, 'I don't believe this! This doesn't sound like a Boise station.' People who'd been passing through wanted the T-shirts and tapes from my show. The buyer for Boise's **Budget Tape & Records** was coming down, taping my shows and playing them back in his stores in Seattle. I was really excited about that."

All of this came to an abrupt end last fall

when **KBBK** reverted to its previous owners. Former PD **Tom Evans** came back from crosstown **KNPA** (where he'd been playing "Freak A Zoid," which wasn't a Boise hit as a current) and the identifier changed to "Kiss," **KIYS**. "The former owner's attitude," asserts Edwards, "was that the Jazz and R&B we were doing was directed towards black people, and that wasn't what he wanted to do."

Filling The Gulf On The Gulf

Forty-five minutes from **Houston**, **Galveston** has always had a large (and culturally close-knit) black population. It's never had a fulltime Black station of its own, however. For the last 13 years **Randy Sterling** has been the city's entire R&B operation.

Before him it was **George Prater**, who because of paralysis from the waist down, ran an R&B show from a specially-equipped studio in his house. "As a youngster," Sterling says, "we used to go by his house and watch him through a big picture window."

Sterling has spent his entire broadcast career at **KGBC**. During the day, when Sterling is teaching at a local high school, **KGBC** is running a primarily **Big Band** format. At night, **KGBC** and Sterling have achieved a level of prominence unusual for a block-programmed station. In fact, Sterling was President of the **Young Black Programmers Coalition** for several years. (The program has been so successful that he's added another announcer for weekends.)

Freedom To Express Yourself

What Sterling says he appreciates most about his unique situation is the ability to experiment. "It's a good feeling to have that kind of control because most broadcasters are structured in everything they have to do." No song, except for that week's number one, repeats more than once a night.

"We do have a format clock but it's very flexible. A lot of radio stations have gotten away from doing artist interviews so we do a lot of those. Our listeners look forward to them."

Edwards concurs, "When I play my soul music, it tells a story. There's nobody else in town that'll play three soul songs; two is

Black Radio Goes "Underground"

Roughly five years ago, **COOL/Ft. Wayne** became famous as the first Black/Urban station to circumvent the lack of available frequencies by becoming a fullfledged cable FM. While a few other stations have followed **COOL's** lead, (e.g., **CTNT/Columbus**), the typical cable station is one used by an AM outlet to either extend its hours or be available in stereo.

In late 1983 **KAPE/San Antonio**, a 500-watt directional daytimer on 1480 kHz, began broadcasting on cable FM and under the videotext dapparts of a Black public affairs cable TV channel. That cable feed allows **KAPE** to operate until midnight year-round (instead of the usual daytimer signoff hours). For the first time in at least two years, **KAPE** lost only three-tenths of a share in the fall ratings. (In previous sweeps, **KAPE** usually lost half its rating share during the fall and retrieved it in the spring.)



Mike Kelly

KAPE PD Mike Kelly calls the cable hookup "probably the best thing we have going." Even though no ratings service counts night mentions of the station, increased listener awareness and perception of **KAPE** as FM stereo have helped. "About 95% of people with cable prefer to listen to us in FM stereo if they're around the home. I would like to say that good programming helped **KAPE** remain stable, but you'd have to consider the cable also."

Access To Public Access

Kelly says **KAPE** opted for cable when predecessor **Tom Poe** was watching **Rogers Cable's** black public-access channel and noticed the incidental music was being pro-

Continued on Page 44

Continued on Page 44

Black Radio "Underground"

Continued from Page 43

vided by an A/C station. "Tom made up his mind that KAPE should be in the background, since it was the black access channel."



The basic cost to KAPE is about \$100 a month in phonenumber charges and the salary of an extra on-air person. Presently neither Kelly nor GM/owner Sam Sitterle expect the venture to make money. They're just happy it's there.

"The only time we've been able to sell KAPE at night was during the elections," Kelly states. "This year we're going to concentrate more on the selling end than in the past now that we've proven cable FM as beneficial to both sponsors and ourselves."

Black/Urban Radio

My TV Sure Sounds Good To Me

One of the earliest lessons of MTV was that, with fewer choices on cable, listening spans go up. Kelly programs accordingly by slowing down his rotations at night, adding extra jazz and LP cuts to the music mix. He also runs a weekly "Quiet Storm"-type program called "Blue Monday."

But Kelly isn't trying to completely reimagine KAPE as an FM station. All three frequencies are given throughout the day, including mentioning the AM at night as if it were still there. (KXOJ/Tulsa is another station with a similar hookup that IDs in the same manner.) "The only problem we have," says Kelly, "is when people who wonder where they can pick up the FM in their cars. Then the jocks have to explain that we're on cable and available only at home."

For now, KAPE has a Black/Urban monopoly on San Antonio. Would Kelly keep the cable hookup going if a fulltime AM or FM competitor came on in the market? "We would have to. We'd go with the cable 24 hours, as opposed to the 18 hours that we're on now.

"If another station had the opportunity to get on cable, I'd tell them to jump at it. Not only is it an image booster, but it also allows you to exploit your format a little longer."

Radio On The Block

Continued from Page 43

the most you'll hear in this valley."

Sterling and Edwards were both also fortunate to be on the payrolls of their radio stations. (Most block programmers are obliged to barter their shows from radio stations, then go out and sell time.) Edwards was a fulltime employee of KBBK; Sterling sells time on commission for KGBC (and can, in fact, line up sponsors for all dayparts), but he's also on the station's payroll.

What Country Is Boise?

Sterling's been working at his show for more than a decade, and because many of his connections are grandfathered from a day when record companies were a lot more generous with product, he says his record service has always been pretty good. "In the beginning, I sacrificed and made all the conventions so I could meet people. Since then, I've been able to get records. Most of the people who are presidents of companies now were promotion people when I started out. Where service has fallen off for others in the business, mine has continued as it has all along."

Edwards, on the other hand, describes his quest for service as "really a selling job. I would call people and they'd say, 'Boise, Idaho, what is that near?' Is that in the United States? They were putting me on hold and going to grab a map.

"Some companies aren't helping, while others do. Warner Brothers sent me everything I need. Vicki Leben at Motown said, 'Whatever you want, call and tell me how many you need.' She still does that even though I'm not at a major station. People are still servicing me at home because I've proven that I'm for real and know what I'm doing."

Off The Block?

Edwards says he might be willing to do another block show under certain circumstances. He's proud of his success so far, which he attributes to his religious beliefs. But what Edwards really wants is to work for a fulltime Urban outlet, probably outside Boise.

Sterling, however, says that the only thing that could get him away from his perch on KGBC would be "if I had total control of five or six radio stations. If I had that opportunity, I'd probably move."

For the time being, KGBC will continue to segue from adult standards to Black music every night, but Sterling notes that the on-air transition really isn't as unusual as it sounds. For one thing, after 13 years, people know what to expect. "Besides," he concluded, "we have an up-and-down format. Because we mix in ballads and blues, we really haven't found it that hard to move from one format to another."

Remembering Birmingham

Dear R&R:

I enjoyed reading the January issue of R&R because you reacquainted me with a friend, Shelley Stewart, whom I haven't heard about in several years. But more important, you allowed him to remind us that twenty years ago plus, Birmingham, Alabama and the King movement were a big factor in our survival. We have moved forward and if nothing else the King holiday has now become a national holiday effective in 1986.

I have not spoken with Shelley. But I plan to call him soon. He is a fine man and I respect his Blackness.

Again, I hope that all young programmers, old disc jockeys, promotion men and everybody else that reads R&R will read your column. This week I give it 100 stars. It was nice of you to remember and remind us.

Sincerely,

Clarence Avant
President,
Tabu Records

Picture Yourself In R&R

With Black History Month quickly drawing to a close, I'm sure you have plenty of pictures you'd like to share with our readers. We encourage you to forward these and other promotion photos to supplement our format coverage. Remember, you don't have to be a reporter to contribute. There are 353 Black/Urban outlets across the country, and we'd like to hear from everybody.

Send the photos to me at 1930 Century Park West, Los Angeles, CA 90067. If you have any questions, call me or Associate Editor Sean Ross at (213) 553-4330. The sooner you send the pictures, the sooner they will appear in R&R.

— Walt Love

LUTHER VANDROSS

#1

**Black/Urban
BREAKERS**

67/21 — 85%



One Of The
MOST ADDED

BLACK/URBAN Chart:

DEBUT **21**

"Til My Baby Comes Home"

Distributed by CBS Records



LON HELTON

CHOOSING YOUR CALL LETTERS

A Rose Is A Rose Is A Rose?



During a recent impromptu meeting among some folks here at R&R, a debate began regarding the merits of adopting new call letters upon a format change against the values of never changing calls at all.

One school of thought is that a station should never change calls, regardless of the direction the station moves in. The reasoning is that there's always some residual diary benefits to be had by people filling in those calls who perhaps aren't presently listening. Maybe it's force of habit. Or the station did such a good job of marketing over the years that someone might think they're still listening to it. After all, there is a difference between actual listening and reported listening. So, if you can pick up some mentions that way, why not?

Said WXTU/Philadelphia PD Larry Coates, when discussing the decision not to change calls from WXTU when going from Urban to Country, "I wish they never would have changed from WIFI in the first place. I would've loved to have had those calls when we went Country. They're automatic number- getters."

On The Other Hand . . .

The other side of the argument maintains that, especially when changing formats, it

is necessary to switch calls. The position here is that some calls carry too much "baggage"; i.e., they carry an image that has to be overcome before the station can do any serious building. In the worst cases, the baggage they struggle with may be impossible to overcome, precluding the new format from even having a chance of getting off the ground.

This theory had its supporters those interviewed for the accompanying stories. As WGAR-FM/Cleveland PD Jon Olson pointed out, "When you hang on to calls with a lot of baggage, you spend an awful lot of resources overcoming the old image — resources better spent building a new image rather than trying to shed the old one."

The idea here is that it's easier to change and start from zero than to reposition calls which have a long heritage. KILT & KXAS/Houston PD Rick Candea has found himself in this position not once, but twice. The first debate was whether or not to keep the clas-

Houston: Full Circle

The call-letter odyssey of KILT & KXAS/Houston is most interesting. The KILT calls are, of course, legendary from the tremendous rock success of the station. Perceiving a hole in the marketplace in 1981, it was decided to take both KILT-AM & FM Country without changing the calls. According to President/GM Dickie Rosenfeld, "We did it in a hurry. There were other stations considering a move to the format, so we didn't even take the time to switch call letters."

As a Country station, KILT-FM did very well, even beating long-established KIKK-FM a couple of times. Its success was impressive, considering there were a number of other outlets that retained their legendary rock calls upon turning Country, but never fared in the marketplace as Country stations.

Six months ago, after almost four years of Country success, the decision was made to change the call letters of the FM to KXAS (Texas 100"). PD Rick Candea explained simply, "We wanted to give separate identities to the AM and FM." Mr. Rosenfeld amplified, "Even after four years as Country, we kept running into people who would say, 'I can't believe that KILT is Country. You've always been a rocker.'"



Rick Candea

"We also ran into sales problems. There was some client confusion when discussing

Continued on Page 47

sic rock calls when it shifted to Country four years ago. Another decision was made a few months ago to rename the FM "KXAS" — Texas 100.

Another Point To Ponder

Country stations changing call letters have an additional area of consideration beyond just whether or not to change. There also has to be a conscious decision whether to "go Country" with the call letters as well as the music; i.e., become a "KIX, Kick," or whatever. It is, as Rob Balon termed it in this space a few weeks ago, a decision of ascribing the lifestyle of Country through your calls. It's Rob's feeling you shouldn't do this.

Obviously, it's tough to make blanket statements because a lot depends upon your locality. But I also feel that you should resist that temptation and do so only after careful market research. While it may be real cute to make your K's into boots and

hang a hat on your last letter, is the image you're transmitting consistent with the way you want your station perceived?

Combining the points made earlier, perhaps the best thing to do is to pick a set of calls indigenous to the community, as opposed to calls relative to the format. This allows you to market the station around a constant (the city) instead of a fad or a lifestyle.

The people I talked to in the accompanying stories were faced with varying circumstances when it came time to make a call-letter decision. The point of it all is to take notice of the thought process. While there's no "correct" answer because the conditions are always different, it's possibly one of the most crucial decisions you'll ever be involved in making.

Thanks to Larry, Rick, Jon, and KILT-AM & FM VP/GM Dickie Rosenfeld for sharing the behind-the-scenes strategy.

WXTU: Winning With "Urban" Calls

WXTU is the old WIFI, which are extremely identifiable call letters in Philadelphia. Of course, that is why, when the station shifted from CHR to Urban a couple years ago, the calls were changed to XTU. All that was done before the present regime was in place.

When it became time to switch formats from Urban to Country last March, PD Larry Coates said, "We didn't even consider a change of call letters. When we went Country, the station had an absolute zero; it didn't even show up in its final Urban book. Nobody knew the call letters to begin with, so they were brand new to those coming here for Country. We weren't fighting any preconceived notions, so we didn't worry about it."

I asked Larry if any thought had been given to coming up with a variation of "Kix," "Kicker," or calls he could dress up with a hat or boots. "We made a conscious effort not to do that," he said. "We wanted to do Country radio differently than it's been done here before. Other stations had done just that [kind of imaging], so we avoided it. This format was never respected in this market before, and I think it was at least partially because of the stereotypical cowboy image stations had presented."

Larry doesn't believe in putting cowboy clothes on the calls because "It's not really doing the format justice. The format is too universal for that kind of stuff. It may only be reinforcing an image that people have of Country, bas-

92WXTU



Larry Coates

ed on perceptions years old, and could stop potential listeners from even sampling your station."

So what's in a name in Philly? The "Urban" calls haven't presented a problem in the change to Country because they came with few encumbrances of formats past.

WGAR: Longterm Gains

The station that is now WGAR-FM has gone through a number of transformations over the last few years. It spent three years as Beautiful Music WKSX, then changed to Country for another three years (also as WKSX). A year into the format, the station took a shot at improving its identity without going so far as a call-letter change, becoming KS100. Finally last summer, it switched to WGAR-FM.

PD Jon Olson has been there through the various transitions. Interestingly, he felt a mistake may have been made years ago when WKSX moved from BM to Country without benefit of new calls. "We spent a lot of time, effort, and money trying to erase one image while establishing another," he said. "All those resources could have been better utilized had they been focused simply on building an image."

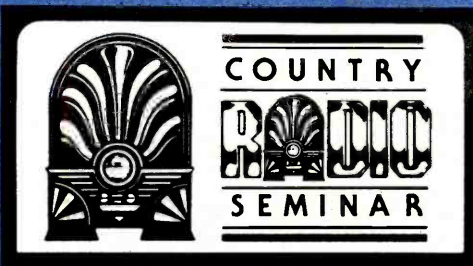
Of its evolution as KS100, Jon said, "We went to KS100 because while we felt we had the programming together, nobody knew who we were. We didn't change call letters at that time because WWWE was rumored to be considering a change to Country as well as a change of call." (Note: WWWE did go Country, but kept its original calls.) "If we had changed then, there would've been massive confusion. People would have thought there were two new Country stations in town and we didn't want to risk giving up what we had already built."



Jon Olson

Speaking of last summer's fulfilled call-letter switch, Jon said, "The reason for changing from KS100 to WGAR-FM was really a function of the marketplace. When WHK dropped Country, there was a hole for an AM Country station. KS100 had fought a long, ex-

Continued on Page 47



Country Radio Seminar Survey

The following questionnaire is to be completed by Country radio station Program Directors and Music Directors. The results will be presented at the upcoming Country Radio Seminar by the President of Balon and Associates, Rob Balon.

1. With regard to the direction of Country music, circle the letter of the statement you believe is most accurate.

- a) Radio influences the music being produced.
- b) Record company promotion departments tell radio what to play.
- c) Producers make the kinds of records they want.

2. As a radio station, how much influence do you feel you have in determining the direction of music produced in Nashville?

A lot _____ Some _____ None _____

3. How much influence do you think you should have?

A lot _____ Some _____ None _____

4. Do you think Nashville record labels — majors and independents -- are developing enough new artists?

Yes _____ No _____

5. Do you feel a responsibility to help labels break new artists by playing those new artists with quality product?

Yes _____ No _____

6. Regarding your playlist:

- a) How many records receive numbers? _____
- b) How many extras do you have? _____
- c) How many adds? _____
- d) Total current records each week: _____

7. Regarding rotations:

- a) How many records are in your "Heavy" rotation? _____
- b) How many records are in your "Medium" rotation? _____
- c) How many records are in your "Light" rotation? _____
- d) Total: _____

8. How many recurrents do you play? _____

9. At your station, what people have input into the records you add?

GM _____ PD _____ MD _____ Jocks _____

10. Who determines the chart numbers?

GM _____ PD _____ MD _____ Jocks _____

11. Who determines the rotations?

GM _____ PD _____ MD _____ Jocks _____

12. How much influence do promotion people have over the records added at your station?

A lot _____ Some _____ None _____

13. How much influence do promotion people have regarding your stations chart numbers?

A lot _____ Some _____ None _____

14. How much influence do promotion people have regarding your stations rotations?

A lot _____ Some _____ None _____

15. On what kinds of input do you rely?

Call-out research: A lot _____ Some _____ None _____

Local Record sales: A lot _____ Some _____ None _____

Requests: A lot _____ Some _____ None _____

In store surveys: A lot _____ Some _____ None _____

16. Does your station utilize the services of a consultant?

Yes _____ No _____

If yes, how much influence do they exert on your playlist?

A lot _____ Some _____ None _____

17. Do you feel trade charts accurately represent the true strengths of records?

Yes _____ No _____

18. Here are four major trade publications. How much do you use their respective information when doing your music?

Billboard: A lot _____ Some _____ None _____

Cashbox: A lot _____ Some _____ None _____

Gavin: A lot _____ Some _____ None _____

Radio & Records: A lot _____ Some _____ None _____

19. Have you ever felt threatened or pressured to "play ball" with a record label?

Yes _____ No _____

20. How many records a week do you receive? _____

21. How many records a week do you listen to? _____

22. Country record sales are down. Do you feel any responsibility in aiding their recovery?

Yes _____ No _____

23. Your position:

PD _____ MD _____

24. As always, representatives of radio, records, and the trades will be among those in attendance for this Country Radio Seminar session. If you have a question you would like answered — either in general or by someone in particular — please type it on a separate sheet and include it with this survey.

The CRS thanks you for your time and cooperation.

Please mail this completed form to:

Balon and Associates, 1114 Lost Creek Blvd., Suite 310, Austin, TX 78746

Nashville This Week



SHARON ALLEN

Another Jam Is History

There's an old show business adage, "The show must go on." And despite some of the worst weather in Tennessee history, Charlie Daniels's 11th Annual Volunteer Jam was a tremendous success. Approximately 10,000 fans braved the snowdrifts and below-freezing temperatures to attend the nine-hour concert in Nashville's Municipal Auditorium. Charlie's surprise guests were: Amy Grant, Eddy Raven, Tom Wopat, Gail Davies, Bill Medley, Lacy J. Dalton, Papa John Creach, R.W. Hampton, Toy Caldwell, Paul Riddle, Little Richard, LaKonya Smithee, Danny Cooksey, Ted Nugent, Kris Kristofferson, Faron Young, Nicolette Larson, Vince Gill, Dobie Gray, Emmylou Harris, Dickey Betts, Alabama, Jimmy C. Newman, and Tommy Shaw.

In addition to its Nashville audience, the 88-song concert was heard all over the world as it was broadcast by the Voice Of America. It was also shown on a pay-per-view basis by 50 cable systems. And Showtime taped the concert and plans to condense it into a 90-minute special to be shown in April.

Miller On Broadway

It looks as though Gary Morris isn't going to be the only country artist with theater performances to his credit. Roger Miller is slated to open on Broadway in late April in "Big River: The Adventures of Huckleberry Finn." The opening of the play will coincide with the 100th anniversary of the publication of Mark Twain's "Huckleberry Finn." In addition to making his theater debut, Miller also wrote 17 new songs for the musical. The play's director, Des McAnuff, is enthusiastic about Miller playing the part. He says Miller is similar to Twain in his "blend of topicality, folksy irreverence, deceptively simple lyricism, and his treatment of the dark and light sides of life."

"Seven Spanish Angels"

Songwriters Eddie Setser and Troy Seals have revealed the true story behind Ray Charles & Willie Nelson's duet "Seven



JAM-PACKED WITH GUESTS — Among the guest stars at Charlie Daniels's 11th annual Volunteer Jam were (l-r) Eddy Raven, Amy Grant, Daniels, comedian Jim Varney, Nicolette Larson, and Ted Nugent.

Spanish Angels." Contrary to what some people are saying, it's not about a motorcycle gang or ladies of ill repute. The song is about a Texas gunfighter pursued by the law, who crosses the border into Mexico and falls in love with a "beautiful and devout lady." The gunfighter is tracked down and killed by the lawmen. As he lies dead in the street, his girlfriend picks up his gun and prays to spend eternity with her lover. The prayer is answered when the rifles take her life as well. So there you have it, straight from the writers' mouths.

Treasure Hunt

Mark Gray and Columbia Records sponsored "Diamond in the Dust," a diamond hunt in Cancun, Mexico. The event was the focus of a vacation week getaway for 22 winners and their guest last month. Radio stations and retail outlets in 22 cities held random drawings to select the winners, who were accompanied by Gray and his wife Lori on the trip.

While in Cancun the winners participated in a treasure hunt staged in the "Ruins of the Kings," where a replica of the Hope Diamond was hidden. Newlywed Forrest Wellman of KYET/Austin found the simulated diamond, and he and his bride Amy later traded it in for a real two-carat diamond. Several other Mark Gray campaigns on the same theme occurred in January. Columbia hosted trips to Hawaii's Diamond Head for selected winners in San Francisco, Boston, and Milwaukee. Actual diamond giveaways took place in Las Vegas, Columbus, and Louisville.

Country Scores At The American Music Awards



Several country artists walked away with American Music Awards at the recent ceremonies in Los Angeles. At left, Loretta Lynn displays her special Award of Merit, acknowledging her longtime contributions to country, which she received as the caper to the Lynn tribute on the program. At right, Richard Sterban of the Oak Ridge Boys receives the group's "Favorite Country Video Group" award from presenter Apollonia Kotero.



Country News
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Houston: Full Circle

Continued from Page 45

buys between the AM and FM, since both were Country and both were KILT. By changing call letters, we thought we could build a separate identity for the FM while clearing the issue for advertisers. So we went ahead and became KXAS."

After the change, Msrs. Candea and Rosenfeld found themselves in the strange position of trying to overcome "baggage" they created; i.e., they had to make people forget KILT-FM and accept KXAS. Ultimately, they found that baggage too large to overcome.

In studies conducted a few months after the switch, a very high percentage of those polled insisted upon calling KXAS — you guessed it — KILT. Rick told me, "The audience just didn't accept our call-letter change, so we made the decision to return to KILT-FM on February 1."

Reflecting on the latest developments, Rosenfeld said, "There are stations in this market that've changed call letters and done very well, but they didn't have calls with the traditional impact of KILT. The KILT identity is



simply too strong. In-house research shows that 48.8% of those surveyed referred to the station by the old calls and asked that they be returned. When the audience is that set on something, you'd better believe I listen."



What's in a name in Houston? It took a lot of guts to admit a mistake was made, especially in such a public forum. Once again, however, what was best for the station over the long haul is what took precedence.

WGAR: Long Term Gains

Continued from Page 45

pensive battle with WHK. We saw KS100 becoming increasingly successful, and we also saw a lot of struggling AM stations, including our own. The decision was made to change A/C WGAR (AM) to Country because we didn't want to have to fight off another AM Country competitor. We felt it would make a lot of sense to create one identity and to combine the AM and FM. The obvious problem was that the Country identity was based on the FM frequency and wouldn't fit the AM. Research showed that the WGAR call letters were widely known, but the station had no real identity.

"We were at the point of either changing calls for both stations or changing them both to WGAR — a set of call letters that were well-known but had no baggage attached. Frankly, if WGAR was strongly identified with a particular format, we would not have taken it."

Jon has gone through a couple of sweeps since switching calls. Since the fall '83 book, KS100's 12+ has gone 4.5-4.8-4.0. Following the shift to "GAR-FM, the 12+ numbers have been 4.2 and 3.9. Analyzing the effect of the change, Jon said, "If you were just going to look at how the change affected the FM's ratings, I would have to say it temporarily stopped its growth because we changed our identity. The short-term 'slowdown' will be more than offset by the long-term gains. However, there are benefits we're deriving in



the short term. The sales department has some real compatible shares to sell; we're a terrific combo. We also saved a lot of money in overhead. The change was the best thing for the stations in the long run, and that's what counts."



What's in a name in Cleveland? Again, little or no baggage attached to the calls, but a calculated risk nonetheless. Obviously the marketplace ramifications were of primary consideration in this instance, but changing the Country leader's identity is a rather bold step. It's a classic example of deciding what is best for the stations and then doing it.



KNIX HAS A BETTER IDEA — Not satisfied with giving away just one measly Ford Ranger, KNIX presented pink slips to three lucky Phoenix winners. Forging over the keys are KNIX's morning personality W. Steven Martin (second from left), General Program Manager Larry Daniels (third from left), and Don Christi (far right).

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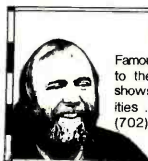
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DIRECTOR NEWS & COMMUNITY AFFAIRS WNBC - NEW YORK

WNBC Radio/N.Y. has an exceptional opportunity for an aggressive and creative professional to be responsible for supervising and participating in all aspects of WNBC Local News and Community Affairs Department operations. This will include on-air newscasts, budget preparations, and management of our ongoing license retention program.

Background should include a Bachelor's degree (or equivalent), 3-5 years' directly related radio broadcast and community affairs experience, and strong leadership qualities.

WNBC offers an excellent salary and benefits package, and opportunities to grow within this high visibility position. For prompt consideration, please direct your resume and audition tape to: John P. Hayes, Jr., VP/GM WNBC, Room 293, 30 Rockefeller Plaza, N.Y., N.Y. 10020 NBC is an equal opportunity employer M/F.

Opportunities

Openings

Dominate Adult FM

Needs morning talent. Looking for experienced morning personality to entertain adults. Also news director with experience setting up morning news operation. T&R to: Ken Johnson, WYRK, 500 Rand Building, Buffalo, NY 14203. EOE M/F

Promotion Director, WSYR Radio

Rare opportunity for someone with media skills who'll help initiate and direct the communications thrust of Central New York's most prestigious radio station. Work with Program and Sales Managers. Everything from Advertising to Press to Community Activities to Contests. Qualifications:

- Excellent verbal and writing skills. You will be tested.
 - Creative flair.
 - Ability to organize detail.
 - Socially compatible and skillful.
 - Self-motivated.
 - Energetic.
 - Highly aware.
 - Sense of responsibility.
 - Advertising knowledge & media experience; radio preferred.
- Please send example of writing, resume, description of qualifications as you see them, to: Hugh Barr, General Manager, WSYR, 2 Clinton Square, Syracuse, NY 13202. WSYR is an EQUAL OPPORTUNITY EMPLOYER

SOUTH

SE USA capital city needs pm morning communicator & Country talent. T&R: South Com, 2334 Bay Woods Court, Bay City, MI 48706. EOE M/F (2-15)

Need ASAP. Midday & afternoon drive talent/sales combo. Local list wide open. Also need ND. T&R: John Parker, Box 8980, Perry, GA 36109. EOE M/F (2-15)

WBCY-108FM

One of the Southeast's more respected CHR's has an overnight opening. Good pay for the right hardworking individual. Rush T&R to: Bill Martin, WBCY, 1 Julian Place, Charlotte, NC 28208. EOE M/F

WMLD/WSPB needs A/C air personalities for future full & part-time openings. T&R: Mike Saxton, 111 City Island Rd., Sarasota, FL 33577. EOE M/F (2-15)

Needed: Afternoon Drive & Production Director for FM/A/C in East TX Heavy Woods. T&R: Phil McKay, KSAM/KHUN, Box 330, Huntsville, TX 77340. EOE M/F (2-15)

Easy communicator wanted for future full-time opening. T&R: Rod Pede, WXVQ, Box 1777, Deland, FL 32721. EOE M/F (2-15)

NUMBER ONE 100,000-WATT CHR

In large North Carolina market, now accepting T&R's for rare PM drive opening. No beginners or screamers. Immediate opening. Professionals with proven records send best to: Radio & Records, 1930 Century Park West, #921, Los Angeles, CA 90067. EOE

Great rare opportunity for right morning personality at hot southern CHR. T&R: Dave Delgado, Box 3764, McAllen, TX 78501. EOE M/F (2-15)

Midday air personality with production abilities needed for 100kW modern Country FM in Monroe market. T&R: Gary McKenney, KXKZ, Box 430, Ruston, LA 71270. EOE M/F (2-15)

Hot CHR station expanding looking for T&R's for all shifts. Dave Parks, KTE 105, 441 Laguna Ave., Corpus Christi, TX 48401. EOE M/F (2-15)

WHYY has an opening. 7-midnight, for a DJ with two years air & production experience. T&R: Alan DuPriest, Y102, 3435 Norman Bridge Rd., Montgomery, AL 36105. EOE M/F (2-15)

894 FM seeks crazy & zany personality to head up morning team. T&R: Ron Haney, KE2B, 2501 N. Mesa Ave., El Paso, TX 79902. (915) 533-9400 EOE M/F (2-15)

Openings

WYLD needs staff! Females encouraged. Photo. T&R: Dell Spencer, 2906 Tulane St., New Orleans, LA 70115. EOE M/F (2-15)

New AM stereo A/C station is looking for personalities for all shifts. T&R: John Moore, Box 5314, Meridian, MS 39302. EOE M/F (2-15)

Top Sunbelt CHR looking for afternoon news anchor. T&R: Tom Kelly, Box 5314, Meridian, MS 39302. EOE M/F (2-15)

50KW AM COUNTRY

Dominant 35+ needs upbeat personality for PM drive/Music Director. Country experience required. T&R immediately to: Radio & Records, 1930 Century Park West, #916, Los Angeles, CA 90067. EOE

KGLK A/C-MOR, is making changes. This West TX station is seeking aggressive full & parttime announcers. T&R: Charlie Bush, Box 1878, San Angelo, 76902. EOE M/F (2-15)

Top 75 market AOR needed funky female yesterday. 35 minutes from beach, one mile from bay. Call Catt at 922EW in Mobile, AL: (205) 473-3692 EOE M/F (2-15)

Z102 is accepting T&R's for possible future opening. Production, personality, appearance & abilities necessary. Brady McGraw, WZAT, Box 8247, Savannah, GA 31412. EOE M/F (2-15)

WINNING AIR PERSONALITY

- Strong air personality needed to finish air shift at 100-KW regional giant FM in South Georgia.
- We have most, but want it all... #1 Experience required — winning attitude, excellent production skills a must. Needed immediately. Blacks and females encouraged! T&R to: Radio & Records, 1930 Century Park West, #929, Los Angeles, CA 90067.

50kW Country powerhouse needs PM drive/MD with personality to continue the tradition. T&R ASAP. Dan Mitchell, WFNC, Box 35297, Fayetteville, NC 28303. EOE M/F (2-15)

Aggressive, successful radio chain in sunny SW seeks air talent. T&R: Bob Shannon, Box 2727, Longview, TX 75606. (214) 757-2662 EOE M/F (2-15)

92 KTAW FM needs CHR air talent with strong production & one year experience. Females encouraged. T&R: Danny Austin, 3808 "B" Old College Rd., Bryan, TX 77801. EOE M/F (2-15)

WSSP-FM

New 100,000-watt, mellow-formatted FM for Orlando, FL looking for air talent. Personable people with good production skills a must. T&R to: Allen Jackson, P.O. Box 3945, Cocoa Beach, FL 32924. EOE

Operations Manager needed for coastal area small market in growing company. Resume: Audrey Avcock, Box 591, Bethaven, NC 27810. (919) 964-9292 EOE M/F (2-15)

Y102 needs a ND with three years experience anchoring news. Local news is emphasis here. T&R: Larry Stevens, WHYY, 3435 Norman Bridge Rd., Montgomery, AL 36105. EOE M/F (2-15)

MIDWEST

High profile & drive time CHR personality needed. You'll inherit a 20 share. Experience & creativity a must. T&R: Jim Wruck, WLWR, Box 3369, Champaign, IL 61821. EOE M/F (2-15)

PD's considered for client stations in medium & smaller markets throughout U.S. Salary: T&R: JMA, Box 1285, Fairfield, IA 52556. EOE M/F (2-15)

WFWD needs air talent/production/creative services. T&R: Lee Tobin, 2260 Lake Ave., Suite 230, Ft. Wayne, IN 46808. (219) 423-3676 EOE M/F (2-15)

MAJOR MIDWEST A/C IN SEARCH OF PERSONALITY

Reliability and fun for mornings. Solo or team. Send T&R: Radio & Records, 1930 Century Park West, #933, Los Angeles, CA 90067. EOE

Oklahoma's top-rated news station seeks aggressive ND to motivate seven-person staff. T&R: Kelly Caris, 748R/MG, 7135 S. Yale St., Tulsa, 74136. EOE M/F (2-15)

Another WRCK vet hits a top 20 market, creating a rare midday/MD opening. Rush C&R: Kippie B. McGee, Box 6186, Rockford, IL 61125. EOE M/F (2-15)

15WLXR has an opening for an outgoing, team-playing Country communicator. Aggressive company needs aggressive person. T&R: Don Erickson, Box 2017, La Crosse, WI 54601. EOE M/F (2-15)

Openings

MAJOR MIDWEST ROCKER

Seeks exciting, creative talent to complement currently successful morning show. Production skills and sense of humor a must. Tapes & resumes to: Radio & Records, 1930 Century Park West, #934, Los Angeles, CA 90067. EOE M/F

Chicago FM A/C is looking for a ND/morning anchor. No beginners. T&R: Laurie Schaefer, WZVN, 1000 E. 80th Pl., Merrillville, IN 46410. EOE M/F (2-15)

Looking for energetic, motivated people who want to be stars! Personality emphasis for Lansing area rockin' CHR. T&R: WJXD, 1700 Glenshire Dr., Jackson, MI 49201. EOE M/F (2-15)

TOP-RATED CHR FM

Is still looking for the right morning person or team! This market can be blown away if you're creative, bizarre, slightly off-center and can entertain while playing a lot of music. Send T&R immediately! Radio & Records, 1930 Century Park West, #924, Los Angeles, CA 90067. EOE

Experienced salesperson needed for aggressive 25,000+ market. Benefits, salary & commissions. Resume: GM, KODY, Box 1085, North Platte, NB 69103. EOE M/F (2-15)

If you're a team player that can follow directions, I want to hear from you. Good pay, benefits & no ego. T&R: Brian Bruns, KODY, Box 1085, North Platte, NB 69103. EOE M/F (2-15)

Q97 FM now accepting T&R's. Good pay for good people. Kevin Lein, Box 798, Garden City, KS 67846. No calls. EOE M/F (2-15)

PROGRAM DIRECTOR

Major Market, Midwest. Multi-format experience mandatory. Top pay and benefit package. Resume to: Radio & Records, 1930 Century Park West, #932, Los Angeles, CA 90067. EOE

New Midwest contemporary now staffing. Success-oriented talent should send photo. T&R: Bo Jagger, Box 1667, Joplin, MO 64802. EOE M/F (2-15)

Pittsburgh's newest A/C, all day-parts, needs morning show killer immediately. C&R: Mark Rivers, WWCO, 232 North Ave., Pittsburgh, PA 15209. EOE M/F (2-15)

Creative morning personality needed who has voices & can work nights. Excellent money. No beginners or calls. T&R: Jack Swart, WGRD, 122 Lyon NW, Grand Rapids, MI 49503. EOE M/F (2-15)

CAN WE TALK!

Can you talk! If your talents lie somewhere between Joan Rivers and Walter Cronkite, then we should talk. Call Bill Klaus, WNIR (216) 673-2323. EOE/M/F

Need ND/morning anchor for country station. Great opportunity! T&R: Jim Kramer, WTAC, Box 600, Flint, MI 48501. EOE M/F (2-15)

TOP 25 A/C STATION

Group-owned, needs hilarious morning personality or team. Also mature, topical midday, afternoon, and evening jocks, and authoritative ND/morning newswoman. We have the money to build a winning team... please take some of it. T&R to: Radio & Records, 1930 Century Park West, #920, Los Angeles, CA 90067. EOE M/F

Openings

I Need A Contemporary Morning Crazzy

No duke... not T&T. An entertainer... and NOW! Send T&R to: John Wetherbee, 9292 N. Meridian, Suite 206, Indianapolis, IN 46260. EOE

SW Missouri news leader needs experienced, hard-working newswoman. T&R: Dan Shelley, KTSS AM-FM, Box 1806 SSS, Springfield, 65805. EOE M/F (2-15)

KODS has a fulltime opening for a dedicated AOR personality. Great production a must. T&R: Mike Keller, Box 6167, Duluth, MN 55806. EOE M/F (2-15)

Leading A/C looking for announcer to double as sports PB&P & news. T&R: David Wilson, 920 Commerce, Pine Bluff, AR 71601. EOE M/F (2-15)

MIDWESTERN MEDIUM MARKET COUNTRY POWERHOUSE

Looking for an exceptional morning man. Entertaining, personable, and above all, a team player. Send cassette and resume to: Radio & Records, 1930 Century Park West, #930, Los Angeles, CA 90067. EOE

KILLER CHR PERSONALITIES

Needed for top 20 market. Prime daypart positions. Dynamic production a must. T&R to: Radio & Records, 1930 Century Park West, #936, Los Angeles, CA 90067. EOE M/F

WEST

KVEG/Las Vegas has a rare opening. 7-midnight, for a great voice & communicator. T&R: Doug Shane, Box 15223, NV 89114. No calls. EOE M/F (2-15)

New AOR in central CA has immediate openings for mature & talented jocks, news & production. T&R: Jerry Longden, KKDJ, 3636 N. 1st St., Suite 135, Fresno, CA 93726. EOE M/F (2-15)

Steno Country needs drive talent. Females encouraged for rare opening in great location. Photo/T&R: Chuck Gleason, KFMR, 1120 San Joaquin Ave., Stockton, CA 95202. EOE M/F (2-08)

Country information station seeks morning personality. T&R: Cliff Somers, KARS, Box 860, Belen, NM 87002. (505) 864-7447. EOE M/F (2-15)

KNEW 91 AM San Francisco/Oakland A Malrite Station

Rare opportunity at Bay Area's #1 Country music station for production director. Creative production and voice skills a must. Minimum 5 years experience, AFTRA position. No phone calls; T&R to: Bob Guerra, PD, P.O. Box 910, Oakland, CA 94604. EOE M/F/H

Needed immediately: Fulltime promotions/air shift at KRNO/Reno. Call Larry Irons: (702) 826-1355 EOE M/F (2-15)

Get out of the snow! Top-rated Phoenix AOR seeks aggressive experienced Account Executive. Resume: Tom Duran, KSTM FM, 525 W. Southern, Mesa, AZ 85202. EOE M/F (2-15)

KATI needs CHR teen idol for 7-midnight. Excellent market for career growth. T&R: Fred Leemhuis, Box 2006, Casper, WY 82602. EOE M/F (2-15)

AOR/CHR PROS

Needed for future openings. Morning and afternoon drive personalities especially encouraged to apply. If you can do more than read liner cards, if you have the ability to communicate and entertain, then great pay and benefits await. Rush tape & resume to: Radio & Records, 1930 Century Park West, #919, Los Angeles, CA 90067. All replies are strictly confidential. EOE M/F

Opportunities

Openings



95.5 FM

Outrageous Morning Personality
Sought for Wyoming's most-listened-to radio station. Be a big fish in a small pond with big fish pay, 20s to 30s, if you're good enough! No flakes, stable career people only that are team players! T&R plus salary requirements and recent photo to: Bill Cody, PD, KTRS-FM, 251 West 1st, Casper, WY 82601. We're already talking to people. Better hurry, this won't last long!

THE SEARCH IS ON

For CHR morning personalities. Top 5 market. Killer facility and opportunity. Rush resume to Radio & Records, 1930 Century Park West, #937, Los Angeles, CA 90067.

Major Northwest Country station has opening for PD. Minimum two years programming history of success. Send resume to R&R, 1930 Century Park West, #922, Los Angeles, CA 90067. EOE M/F

New CHR Radio Signing On

And now beginning to look for a winning staff. Seeking entertainers personalities who are professional, disciplined within strict formats. If you can relate, entertain, and inform the people of this exciting and unique medium market, you can live and work in one of the most beautiful areas in the country, surrounded by new equipment, and a spectacular view. Looking to fill a news position and virtually all other great positions including morning drive and T&R and photo to: Radio & Records, 1930 Century Park West, #935, Los Angeles, CA 90067. EOE

KXOA seeks "audio journalist" to fill street/feature reporter slot. T&R: Ken Hunt, Box 1677, Sacramento, CA 95808. EOE M/F (2-15)

Immediate opening for chief engineer at Polson, Montana stations KERR/KQ92. Would consider ability to handle board shift. Call A.L. Anderson: (701) 255-1234 EOE M/F (2-15)

New AM contemporary station in Eugene, OR, seeking MD, air talent & production. T&R: KRXX, Box 21, Corte Madera, CA 94925. EOE M/F (2-15)

KIK-FM

Group-owned Country station in Orange County. Southern California looking for experienced PD. Salary open. Good benefits. Possibility for National PD position. Tape & resume to: Jim Wolav, 2 City Blvd., East Orange, CA 92668. (714) 835-1300. EOE M/F

OVERNIGHT OPENING AT A/C IN TOP 5 MARKET

T&R to: Radio & Records, 1930 Century Park West, #931, Los Angeles, CA 90067. EOE M/F

Positions Sought

MATTHEWS & MORRIS in the morning are spending their mornings at the home. Would rather spend them at your station. Call TREY: (615) 383-8196 (2-11)

College grad in music/broadcasting, with over 20 months part-time experience with CHR, is seeking position with music station. Interest in programming. EOE: (402) 477-4698 (2-11)

12 year pro looking for a job in medium or small market. Experienced PD, MD & in all shifts. Call JIM PRINCE: (801) 628-8236 (2-11)

Air traffic talent with three years experience, is willing & ready to relocate. JANET YACKLE: R.R. #4, Estersville, IA 51334. (712) 362-2033 (1-18)

Frustated small market personality seeking medium market. Looking for CHR or A/C opportunity & am relocate. DEAN: (517) 673-8419 (2-15)

Openings

Need outrageous mornings? One of America's finest, ROGER CARY, now available. KS103/San Diego, KZZP/Phoenix, & KOY/Phoenix. (619) 282-8000 (2-15)

Relocatable broadcast school grad is looking for any air shift. Experienced in news writing, copywriting, DJ & production. Available March 1st. RANDY: (319) 355-4212 (2-15)

Looking for someone? I'm RICH STEVENS. Relocatable CHR jock with experience. Ready to mold my personality with a good PD. Partial air check on machines (305) 583-3825 (2-15)

Young air personality with major market experience (WGCL, WRQC, WHCG) is looking for position in medium/major market. TIM: (216) 624-2452 (2-15)

DAVID MATTHEWS in the morning. 17 year pro (WJHM/Rochester, KAAI/Little Rock) looking for medium/large market CHR or A/C. (904) 245-0390 (2-15)

PD/OM Needed?

I've worked for winners most of my career. I've kept my eyes and ears open. Now it's time to apply what I've learned. I'm currently employed on-air, well-paid, but not challenged. I'll take perennial doormat to the top! Qualifications:

- Experience in Country, AOR, Beautiful Music, News/Talk
- Knowledge of research techniques
- Able to train and motivate people.
- University education.
- Good Pipes.

Write: Boxholder, P.O. Box 386, Davis, CA 95617

Young energetic broadcaster with on-air & MD experience seeks CHR position. Not afraid to break a sweat. Am college grad & dependable. STEVE: (818) 368-4403 (2-15)

Budget cuts me out. Hard-working, responsible, relocatable with good references (WGXR, WMET). Available yesterday. PAUL NELSON: (301) 366-3126 (2-15)

Former Production Manager at KMET with eight years experience is looking for similar work. GUS: (213) 472-9508 Leave message. (2-15)

Looking for Midwest CHR or A/C station who wants to spice up their evenings. I've got a show that will make your evenings breeze! TIM: (314) 341-2151 (2-15)

Are you looking for an experienced female for your CHR/AOR? Current partner wants fulltime. (305) 228-3754 (2-15)

Q102/Des Moines morning man, JACK DANIELS, seeks larger market opportunity. 13 years A/C-CHR veteran with strong production & good pipes. (515) 270-6290 (2-15)

Want Improved Rankings 24-44?

I'll program your U/C or A/C with a classy, unduplicated approach for new adult highs. Three previous successes in Top 10 markets. Air shift too. (516) 979-0767.

Believe in personality radio? How about 16 of them? Abused as a child, multiple personality looking for ratings challenge in major market. (312) 828-0197 (2-15)

DAVID GARIANO, formerly with WZOU, WCOZ/Boston, seeking medium/major AOR/CHR programming opportunity. Ready to build another killer. (617) 437-0055 (2-15)

Top 100 market PD, Marketing/Promotions Director & jock with experience in Country, is available now. References include current employer. STEWART: (504) 923-0295 (2-15)

Numbers don't lie. Norfolk's top-rated weekend personality DON BOKERADO can deliver. Interested? (804) 467-8961 (2-15)

Dear Beaufield & Lancaster: Experienced news anchor has tapes. ROY O'DELL GRAY: (213) 672-8301, 10-11 am PST (2-15)

Experienced air personality leaving Hartford market's top-rated Country. Looking for Country or A/C station that wants a team player. RICH GABRIEL: (203) 289-2908 (2-15)

Free meal! Now that I have your attention... please hear me! Mornings & production are my specialty. Five years experience. J.P. BZET: (509) 747-1924 (2-15)

12 years experienced Country, A/C & CHR personality, OM, PD, & MD is looking for stable, long-term engagement. TOM JORDAN: (417) 782-1524 (2-15)

Versatile source of entertainment wants to stay in sunny FL. We have the experience if you got the gig! DAN: (904) 433-6463 (2-15)

College grad with public radio experience seeks first commercial exposure in Midwest, Midwest or East small market with any format. DON: (615) 868-3752 (evenings) (2-15)

Conscientious air talent seeks to grow with CHR or A/C station. One year on-air experience, university grad & dependable. MIKE BABA: (415) 651-6270 (2-15)

Top-rated in the morning! This show does what it takes! (803) 472-9584 (2-15)

Positions Sought

LEK (lek) n.-One who possesses great talent & the potential to be the best. Seeking that coveted first job in AOR/CHR. (516) 724-2315, after 5 pm EST (2-15)

MORNING TEAM, WITH 11 & 8 years in major market, has experience in news, personality, & is available with 30-day notice. MIKE: (409) 892-8238 (2-1)

OM/DP/personality with 14 years experience seeking West Coast medium/major market programming gig. Excellent references & track record. (415) 929-7569, after 3 pm PST (2-15)

Need challenge with successful team in medium/major market. Six years experience with good numbers. Have CHR, AOR, A/C & research background. DAN: (517) 368-9051 (2-15)

NYC/CT successful PD needs new home in music/promoting/air/promotions. MIKE RAUB: (203) 735-7751 (2-15)

Versatile DJ, experienced in many radio formats, TV news, & also movie part in "Flashdance," seeks top 100 market air slot. KEVIN EVANS: (412) 856-5634 (2-15)

Production Director: Having splicing block, will travel. Looking for CHR/AOR station. J.J. BARCUS: (614) 594-8642, before 2 pm EST (2-15)

Off-the-wall morning man, with over 80 character voices, is looking for major market. Also would consider morning team situation. WOODY: (409) 892-8238 (2-15)

This little piggy wants in your bigger market. Smooth, dramatic & talented five-year pro seeking CHR. GREGG: (612) 437-5534 (2-15)

Outrageous Mornings

Like Letterman? Like Brandmeier? You'll like me too. One of America's best now available. Not intransigent but well worth it. ROGER CARY, KS103/San Diego, KZZP/Phoenix, KOY/Phoenix (619) 282-8000

My bags are packed & I'm ready to rock your town. Three years CHR experience in Midwest medium market. KERRY: (217) 782-9205 (2-15)

VIX...man with a mission... Personality and production wit is anxious to enlighten your populace. SFLA experienced; I can arrive yesterday to do AOR/CHR. (415) 228-4813 (2-15)

Versatile & experienced five-year pro with 3 in majors seeks daytime or evenings with top 125 winner. Prefer CHR, but all formats considered. ROGER: (316) 275-2704 (2-15)

Personable DJ, strong in production & a recent grad of leading broadcast school, is willing to start in small SW market. JERRY DOWNEY: (602) 231-0871, ext. 129 (2-15)

Witty, not wordy, CHR personality seeks new medium market CHR or A/C challenge. Small markets with sports considered. DAVE: (313) 668-0283 (2-15)

Ever cue a record with gloves on? Top 55 market, two drive time gigs & MD experience seeks top 100 major AOR, CHR or A/C in warm climate. (305) 755-1292 (2-15)

Five year morning pro, MD/PD/OM, is ready to move up. Want AOR, CHR or A/C. DENNIS SWITZER: (307) 672-7965 or 674-9545 (2-15)

College MD with degree seeks to expand into your music department. Diligent & flexible. JIM BENSON: (216) 433-4381 (2-15)

Versatile & creative pro with major/medium market experience in CHR, Urban, A/C now available. Excellent production. HERB CARSON: (903) 704-0670 (2-15)

Born-again Christian looking to move into Christian broadcasting. Ten years experience in all phases of radio. BILL: (601) 566-7773, after 6, CST (2-15)

Eight year pro who eats & sleeps radio looking to relocate. Formers include 897, WNDE, KIL0, now KRWC. Good pipes & production. STEVE ALLISON: (503) 778-0938 (2-15)

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"Troubleshooter... efficiency expert... coach... researcher... marketing and promotion... music expert... production wizard... accomplished air talent... radio historian... motivator... track record. An effective programmer must have a good measure of all of these qualities. One is available now. Cary Pall... (412) 863-5994. Your goals are more important than your market size."
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CHR female with four years college experience seeking on-air position as personality/news or production slot in any market, preferably East. LORI-JUNE: (201) 997-1972 (2-15)

Eight-year West Coast Country pro seeks AT/PD/MD/Sports combination or any of the above. All areas considered. CRAIG: (503) 287-6597 (2-15)

Central FL air personality looks to move up. Prefer A/C, Country, or Oldies. Interested in sports. Willing to relocate. DAVE MURDOCK: (305) 215-6054 (2-15)

Time to move on. A/C communicator looking for town of 50,000+. MARK: (605) 488-4581, before 5 pm CST (2-15)

Positions Sought

I Want To Create A Winner!

Currently working top cume station on Long Island. Experienced programming, promotion, production, air. I want to create a winner or help you win bigger. Contact HARVE (516) 293-7947.

Would like to announce for you. Am Columbia grad & relocatable. HAROLD: (304) 387-8783 (2-15)

Position desired in news/promotions departments in small-medium market. Experienced in Houston. RANDY TOM PKINS: (713) 728-8051 (2-15)

Five years of radio experience & high-powered dynamic production. Have pleasing personality & eagerness to work & grow. ALLEN E. FETTIT: (412) 225-5414 (2-15)

Experienced announcer in Chicago area desires position at Illinois radio station with any format. RUS: (312) 583-8088, 9-5 pm CST (2-15)

Broadcasting school grad with communications/business degree seeks production/sales position with station in Atlanta area. LARRY: (412) 264-5299 (2-15)

Overnighter at legendary KIMN/Denver seeks different day-part at CHR in West. Ultra dependable communicator. WADE HUNTER: (303) 422-6605 (2-15)

Prevent a tragedy. Medium market jock with CHR & A/C experience & mature voice seeks full or parttime shift. CHUCK: (516) 826-6076 (2-15)

DJ/newsman with funny morning show, has good bits & experience. Also hard-working, reliable & less expensive than Deas. JIM: (414) 965-5079 (2-15)

Black female with remarkable voice racks in the ratings. Versatile ten-year pro desires on-air gig. WENDY WHITE: (213) 388-2853 (2-15)

CHIEF ENGINEER

Needs to locate in Midwest. 12 years experience High-power AM/FM. Excellent with audio. Studio and transmitter construction. Satellite and automation. P.O. Box 550004, Birmingham, AL 35255.

Changes

INDUSTRY

Barbara Sulcov named Account Executive for CBS Radio Networks/IN.

Tony Anderson joins Hillier, Newman, Wechsel & Howard/Los Angeles as Account Executive.

Caren Chirk promoted to Account Executive for Hillier, Newman, Wechsel & Howard/Los Angeles.

Ron Loggans joins staff at Associated Press Broadcast News Center/Washington.

Dates appearing at the end of each listing signify first week listed.

R&R Opportunities Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

Deadline

To appear in the following week's issue, we must receive your ad by Thursday 12 noon (PST) prior to issue date.

Display Advertising

Display: \$30 per inch per week (maximum 35 words per inch). Includes border and logo.

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Payable In Advance

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

For Opportunities you may place your free listings by phone only on Wednesday, Thursday & Friday 9am-5pm (PST) (213) 553-4330 or mail to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

Attention CHR Programmers:

Don't overlook
the obvious CHR
potential of
Sam Cooke's classic,

"You Send Me"



By

THE MANHATTANS



National Music Formats Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation

DAVID LEE ROTH "California Girls"

Country Coast-To-Coast

DOLLY PARTON "Don't Call It Love"

ALABAMA "There's No Way"

GEORGE STRAIT "The Cowboy Rides Away"

BARBARA MANDRELL & LEE GREENWOOD

"It Should Have Been Love By Now"

Rock 'N' Hits

TEENA MARIE "Lovergirl"

DAVID BOWIE with THE PAT METHENY GROUP

"This Is Not America"

SCANDAL featuring PATTY SMYTH "Beat Of A Heart"

CARS "Why Can't I Have You?"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

MADONNA "Material Girl"

MICK JAGGER "Just Another Night"

CARS "Why Can't I Have You"

TEENA MARIE "Lovergirl"

PRINCE "Take Me With U"

PHIL COLLINS "One More Night"

TM A/C

COMMODORES "Nightshift"

PHIL COLLINS "One More Night"

ANNE MURRAY "Time Don't Run Out On Me"

TM Country

JOHNNY LEE "Rollin' Lonely"

BPI

John Sherman/Bob English (206) 624-8651

Adult Contemporary

PHIL COLLINS "One More Night"

DARYL HALL & JOHN OATES

"Method Of Modern Love"

DOLLY PARTON "Don't Call It Love"

Modern Country

GLEN CAMPBELL "A Lady Like You"

HANK WILLIAMS JR. "Major Moves"

LACY J. DALTON "If That Ain't Love"

ALABAMA "There's No Way"

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

BARBARA MANDRELL & LEE GREENWOOD

"It Should Have Been Love By Now"

DAVID LEE ROTH "California Girls"

DAN HARTMAN "Second Nature"

CHERYL LYNN "At Last You're Mine"

DURAN DURAN "Save A Prayer"

DOLLY PARTON "Don't Call It Love"

DAVID BOWIE with THE PAT METHENY GROUP

"This Is Not America"

Your Country

CHARLY McCLAIN "Radio Heart"

EDDIE RABBITT "Warning Signs"

Hit Rock

BRYAN ADAMS "Somebody"

BRUCE SPRINGSTEEN "I'm On Fire"

PRINCE "Take Me With U"

Transtar

Chick Watkins (303) 578-0700

Adult Contemporary

STEVE PERRY "Foolish Heart"

DIANA ROSS "Missing You"

PHILIP BAILEY & PHIL COLLINS "Easy Lover"

Country

Tom Casey (213) 460-6383

ANNE MURRAY "Time Don't Run Out On Me"

JUDDS "Girls Night Out"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

KENNY ROGERS "Crazy"

JOHNNY LEE "Rollin' Lonely"

ANNE MURRAY "Time Don't Run Out On Me"

The Great Ones

SERGIO MENDES

"Let's Give A Little More This Time"

Concept Productions

Dick Wagner (916) 782-7754

CHR

BRUCE SPRINGSTEEN "I'm On Fire"

GREG KIHN "Lucky"

SANTANA "Say It Again"

DON HENLEY "All She Wants To Do Is Dance"

DeBARGE "Rhythm Of The Night"

Country

BILL MEDLEY "Is There Anything I Can Do"

DAVID FRIZZELL "Country Music Love Affair"

JOHN FOGERTY "Big Train (From Memphis)"

FORESTER SISTERS

"(That's What You Do) When You're In Love"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

BRUCE SPRINGSTEEN "I'm On Fire"

GREG KIHN "Lucky"

JOHN PARR "Naughty Naughty"

Contempo 300

COMMODORES "Nightshift"

BRUCE SPRINGSTEEN "I'm On Fire"

ASHFORD & SIMPSON "Solid"

Great American Country

RESTLESS HEART "Let The Heartache Ride"

SAWYER BROWN "Step That Step"

Century 21

Greg Stephens (214) 934-2121

The Z Format

DAN HARTMAN "Second Nature"

GREG KIHN "Lucky"

DeBARGE "Rhythm Of The Night"

SANTANA "Say It Again"

The A/C Format

DAN HARTMAN "Second Nature"

ALAN GORRIE "Diary Of A Fool"

DOLLY PARTON "Don't Call It Love"

MANHATTANS "You Send Me"

Super-Country

JOHN FOGERTY "Big Train (From Memphis)"

GAIL DAVIES "Nothing Can Hurt Our Love"

Radio Arts

John Benedict (818) 841-0225

Country's Best

FORESTER SISTERS

"(That's What You Do) When You're In Love"

Soft Contemporary

MANHATTANS "You Send Me"

DOLLY PARTON "Don't Call It Love"

Sound 10

KOOL & THE GANG "Misled"

DAN HARTMAN "Second Nature"

MANHATTANS "You Send Me"

BRUCE SPRINGSTEEN "I'm On Fire"

ASHFORD & SIMPSON "Solid"

DAVID BOWIE with THE PAT METHENY GROUP

"This Is Not America"

CHERYL LYNN "At Last You're Mine"

NATIONAL AIRPLAY/30

February 15, 1985

- 1 SCOTT COSSU/Islands (Windham Hill)
2 DAVID SANBORN/Straight To The Heart (WB)
3 PAQUITO D'RIVERA/Why Not! (Columbia)
4 MANHATTAN TRANSFER/Bop Doo-Wopp (Atlantic)
5 SKYWALK/Silent Witness (Zebra)
6 RODNEY JONES/When You Feel The Love (Timeless/Zebra)
7 BOB THOMPSON/7 In 7 Out (Rainbow)
8 GEORGE BENSON/20/20 (WB)
9 PAT METHENY/First Circle (WB)
10 VICTOR FELDMAN/Fiesta (Palo Alto)
11 ARTHUR BLYTHE/Put Sunshine In It (Columbia)
12 DIANE SCHUUR/Deedles (GRP)
13 JAMES WILLIAMS/Alter Ego (Sunnyside)
14 LAUREL MASSE/Alone Together (Pausa)
15 ART BLAKEY & JAZZMESSERS/Album Of The Year (Timeless/Zebra)
16 CLAUDE BOLLING TRIO/Jazz 'A' La Francaise (Columbia)
17 JOE FARELLE/LOUIS HAYES/QUARTET/Vim 'N' Vigor (Timeless/Zebra)
18 MILT JACKSON/RAY BROWN/It Don't Mean A Thing I... (Pablo)
19 IN SYNC/Sync Or Swim (Silver Seven)
20 SHADOWFAX/The Dreams Of Children (Windham Hill)
21 E. FITZGERALD/D. ELLINGTON/Stockholm Concert, 1966 (Pablo Live)
22 COTTON CLUB/Soundtrack (Geffen)
23 BOBBY HUTCHERSON/Good Bat (Landmark)
24 DAVE GRUSIN/One Of A Kind (GRP)
25 L. SUBRAMANIAM & S. GRAPPELLI/Conversations (Milestone/Fantasy)
26 MISTER SPATS/Mister Spats (Track)
27 WYNTON MARSALIS/Hot House Flowers (Columbia)
28 ROSEANNA VITRO/Listen Here (Texas Rose)
29 AL JARREAU/High Crime (WB)
30 RICHIE BEIRACH/Elegy For Bill Evans (Palo Alto)

Black/Urban stations contributing to Jazz: WKND/Hartford, Melonae McLean; WVIC/Charlotte, Hal Harrill; KJCB/Lafayette, Beatrice Evans; WYLD-FM/New Orleans, Dell Spencer; WGCI/Chicago, Graham Armstrong; WDMT/Cleveland, Dean-Dean Rufus; WWOI/Toledo, Maxx Myrick; XHRM/San Diego, Duff Lindsay.

NEW & ACTIVE

- SHORTY ROGERS/BUD SHANK "Back Again" (Choice/Bainbridge) 12/0
Rotations: Heavy 2/0, Medium 7/0, Light 3/0, Extra Adds 0. Heavy: WFSB, KADX, Medium: KUHF, KJZZ, KPLU, KRVS, WHRO, WUSF, XHRM.
BARRY MANILOW "2:00 AM Paradise Cafe" (Arista) 11/6
Rotations: Heavy 0/0, Medium 3/1, Light 5/2, Extra Adds 3, Total Adds 6. WYRS, WFAE, WNOR, KTCL, WYBC, KRML, Medium: WLOD, WFSB.
LARRY CHERNICOFF "Galley Of Air" (Muse/Art) 11/2
Rotations: Heavy 2/2, Medium 4/0, Light 5/0, Extra Adds 0, Total Adds 2. WUWM, WYBC, Medium: WZAM, KCSC, WNUR, KMUW.
RED GARLAND "So Long Blues" (Galaxy) 10/7
Rotations: Heavy 1/0, Medium 5/4, Light 2/1, Extra Adds 2, Total Adds 7. WFOO, KERA, WMOT, WFSB, KRVS, WVPE, KLCC, Heavy: KPLU, Medium: WNOR.
DUKE ELLINGTON & HIS ORCHESTRA "Featuring Paul Gonsalves" (Fantasy) 10/5
Rotations: Heavy 1/0, Medium 4/3, Light 4/1, Extra Adds 1, Total Adds 5. WFOO, KERA, WMOT, KLCC, KLSC, Heavy: WGBH, Medium: KJAZ.
NEW PULSE JAZZ BAND "Boogie Man" (Kilmarnock) 10/3
Rotations: Heavy 1/0, Medium 4/0, Light 5/3, Extra Adds 0, Total Adds 4. WFAE, WKSU, KJZZ, Heavy: WVPE, Medium: WYBC, KRVS, KMUW, KLCC.
FUSE ONE "Ice" (GNP Crescendo) 8/4
Rotations: Heavy 1/0, Medium 4/3, Light 3/1, Extra Adds 0, Total Adds 4. WBBY, KBEM, KPLU, WWOI, Heavy: KRML, Medium: WFSB.
BILL BARRON "Variations In Blue" (Muse) 8/1
Rotations: Heavy 1/0, Medium 3/0, Light 4/1, Extra Adds 0, Total Adds 1. WBBE, Heavy: KJZZ, Medium: WFSB, WHRO, WKND.
GEORGE ADAMS/DON PULLEN QUARTET "Decisions" (Timeless/Zebra) 8/0
Rotations: Heavy 2/0, Medium 4/0, Light 2/0, Extra Adds 0, Total Adds 6. WYRS, WKSU, KLCC, Medium: WGBH, KUHF, WUWM, NYLONS "One Size Fits All" (Open Air) 8/0
Rotations: Heavy 4/0, Medium 1/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WMOT, WLOD, KTCL, KLCC, Medium: KCSC.
JAY LEONHART W/JOE BECK "There's Gonna Be Trouble" (Sunnyside) 7/0
Rotations: Heavy 1/0, Medium 1/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WYRS, Medium: WUSF.
BOB MAGNUSON QUINTET "Song For Janet Lee" (Discovery) 7/0
Rotations: Heavy 3/0, Medium 1/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WMOT, WUWM, WHRO, Medium: KJAZ.
CHARLIE ROUSE "Social Call" (Uptown) 6/6
Rotations: Heavy 0/0, Medium 4/4, Light 2/2, Extra Adds 0, Total Adds 6. WBG0, WKSU, KADX, WFSB, WHRO, WUSF.

The OTION CLUB JAZZ AIRPLAY 26* to 22*
Original Motion Picture Soundtrack
Features the track "Ill Wind" sung by Lonette McKee and "Minnie The Moocher"
Original Music Composed and Conducted by John Barry
Music Re-Creations by Bob Wilber
Album Produced by John Barry

MOST-ADDED
BOBBY HUTCHERSON (14)
MILT JACKSON/RAY BROWN (10)
MANHATTAN TRANSFER (9)
DAVE GRUSIN (8)
ARTHUR BLYTHE (7)
RED GARLAND (7)
DAVID SANBORN (20)
SCOTT COSSU (15)
PAQUITO D'RIVERA (12)
MANHATTAN TRANSFER (11)
GEORGE BENSON (10)
20/20 (WB)

JEFF LORBER "By Step" (Arista) 6/3
Rotations: Heavy 0/0, Medium 4/1, Light 1/1, Extra Adds 1, Total Adds 3. WFOO, KUHF, WWOI, Medium: WZAM, WNOR, KJFM, MICHAEL URBANIAK w/HORACE PARLAN "Take Good Care Of My Heart" (Steeples/Gace) 6/3
Rotations: Heavy 1/1, Medium 3/2, Light 2/0, Extra Adds 0, Total Adds 3. WBBE, WUWM, WYBC, Medium: WKSU.
ARCHIE SHEPP "Down Home New York" (Soul Note) 6/2
Rotations: Heavy 2/1, Medium 3/0, Light 1/1, Extra Adds 0, Total Adds 2. WYBC, KPFR, Heavy: WDET, Medium: WBGO, WRTI, WNUR.
FRED SIMON "Short Story" (Quaver) 6/2
Rotations: Heavy 3/1, Medium 0/0, Light 3/1, Extra Adds 0, Total Adds 2. WUWM, KJZZ, Heavy: KPLU, WVPE.
MAXINE SULLIVAN "Great Songs From The Cotton Club" (Stash) 6/2
Rotations: Heavy 2/0, Medium 2/0, Light 1/1, Extra Adds 1, Total Adds 2. KADK, KPLU, Heavy: WBGO, WYRS, Medium: WKSU.
YUSEF LATEEF "In Nigeria" (Landmark) 5/4
Rotations: Heavy 1/0, Medium 0/0, Light 1/1, Extra Adds 3, Total Adds 4. WFOO, KMHD, KJAZ, KPLU, Heavy: WRTI, Medium: KPLU.
JOE PASS & J.J. JOHNSON "We'll Be Together Again" (Pablo) 5/3
Rotations: Heavy 3/1, Medium 0/0, Light 2/1, Extra Adds 0, Total Adds 3. WBBY, WKSU, WNUR, Medium: KPLU.
RAY MANTILLA "Hands On Fire" (Red) 5/2
Rotations: Heavy 2/1, Medium 2/1, Light 1/1, Extra Adds 0, Total Adds 2. KERA, KLCC, Heavy: WDET, WKSU.
FALCON & THE SNOWMAN "Soundtrack" (EMI America) 5/1
Rotations: Heavy 2/0, Medium 2/0, Light 1/1, Extra Adds 0, Total Adds 1. WRTI, Heavy: KRVS, KJFM, Medium: WMOT, KTCL.
MORGANA KING "Portraits" (Muse) 5/1
Rotations: Heavy 1/0, Medium 1/0, Light 3/1, Extra Adds 0, Total Adds 1. WFSB, Heavy: WBE, Medium: WKND.
M'BOOM "Collage" (Soul Note) 5/1
Rotations: Heavy 4/0, Medium 1/1, Light 0/0, Extra Adds 0, Total Adds 1. WYBC, Heavy: WBG0, WDET, WKSU, KPFR.

Regionalized Adds & Hots
Printed Adds are first ten provided by station. Hots are printed in order given by reporter. * symbol denotes commercial station.

Regionalized Adds & Hots grid with columns for EAST, SOUTH, WEST, and MIDWEST, listing station call letters and program details.

The following stations failed to report this week; their playlists were frozen: WGBH/Boston, WJAZ/Jacksonville

R&R Country		NATIONAL AIRPLAY/50	
		February 15, 1985	
Three Weeks 1-3	Two Weeks 4-6	Less 7-10	
Total Reports/Adds	Heavy	Medium	Light
11 8 4	1 GLEN CAMPBELL/A Lady Like You (Atlantic America)	162/0	132 25 5
12 5 2	2 EXILE/Crazy For Your Love (Epic)	160/0	129 27 4
9 3 3	3 DAN SEALS/My Baby's Got Good Timing (EMI America)	157/0	130 18 9
13 10 7	4 LEE GREENWOOD/You've Got A Good Love Comin' (MCA)	161/1	124 32 5
10 9 6	5 THE STATLERS/My Only Love (Mercury/PG)	154/0	121 24 9
19 13 8	6 STEVE WARINER/What I Didn't Do (MCA)	161/0	107 48 6
18 16 9	7 KENNY ROGERS/Crazy (RCA)	158/0	100 50 8
22 18 11	8 DON WILLIAMS/Walkin' A Broken Heart (MCA)	163/0	87 71 5
6 2 1	9 GARY MORRIS/Baby Bye Bye (WB)	147/0	112 22 13
27 20 14	10 RAY CHARLES w/WILLIE NELSON/Seven Spanish Angels (Columbia)	159/9	84 63 12
16 14 12	11 VERN GOSDIN/Slow Burning Memory (Compleat/PG)	151/1	82 49 20
17 15 13	12 MICHAEL MARTIN MURPHEY/What She Wants (EMI America)	157/0	71 64 22
2 1 5	13 MEL MCDANIEL/Baby's Got Her Blue Jeans On (Capitol)	138/0	84 38 16
14 12 10	14 GUS HARDIN w/EARL THOMAS CONLEY/All Tangled Up In Love (RCA)	136/1	81 45 10
24 22 18	15 JOHN SCHNEIDER/Country Girls (MCA)	161/2	44 96 21
21 19 17	16 LACY J. DALTON/If That Ain't Love (Columbia)	141/0	62 58 21
26 24 19	17 EARL THOMAS CONLEY/Honor Bound (RCA)	160/1	42 100 18
34 29 22	18 BELLAMY BROTHERS/I Need More Of You (MCA/Curb)	162/1	42 101 19
32 25 21	19 NITTY GRITTY DIRT BAND/High Horse (WB)	158/2	43 93 22
- 38 28	20 ALABAMA/There's No Way (RCA)	161/9	29 95 37
28 26 23	21 GEORGE JONES w/BRENDA LEE/Hallelujah, I Love You So (Epic)	145/5	35 86 24
29 27 24	22 JANIE FRICKE/The First Word In Memory Is Me (Columbia)	151/1	33 94 24
30 28 25	23 JOHNNY LEE/Rollin' Lonely (Full Moon/WB)	156/2	34 95 27
37 31 27	24 ANNE MURRAY/Time Don't Run Out On Me (Capitol)	156/7	30 99 27
42 33 29	25 JUDDS/Girls Night Out (RCA/Curb)	157/10	20 103 34
5 7 15	26 ED BRUCE/You Turn Me On (Like A Radio) (RCA)	110/0	55 31 24
36 32 30	27 DAVID ALLAN COE/She Used To Love Me A Lot (Columbia)	135/8	33 61 41
39 34 31	28 DOLLY PARTON/Don't Call It Love (RCA)	148/8	18 84 46
45 39 34	29 GEORGE STRAIT/The Cowboy Rides Away (MCA)	147/14	19 81 47
41 36 33	30 WAYLON JENNINGS/Waltz Me To Heaven (RCA)	143/10	16 88 39
47 42 38	31 MICKEY GILLEY/I'm The One Mama Warned You About (Epic)	148/18	10 79 59
40 37 35	32 HANK WILLIAMS JR./Major Moves (WB/Curb)	137/4	16 75 46
23 21 20	33 JOHN ANDERSON/Eye Of A Hurricane (WB)	112/0	37 59 16
48 43 39	34 B. MANDRELL/L. GREENWOOD/It Should've Been Love By Now (MCA)	138/12	8 81 49
1 4 16	35 OAK RIDGE BOYS/Make My Life With You (MCA)	83/0	34 27 22
49 44 40	36 SHELLY WEST/Now There's You (Viva)	119/9	9 63 47
BREAKER	37 REBA McENTIRE/Somebody Should Leave (MCA)	124/31	1 51 72
- 44	38 SAWYER BROWN/Step That Step (Capitol/Curb)	121/22	2 52 67
- 47 42	39 RESTLESS HEART/Let The Heartache Ride (RCA)	117/19	4 56 57
7 6 26	40 EDDY RAVEN/She's Gonna Win Your Heart (RCA)	76/0	26 33 17
BREAKER	41 EDDIE RABBITT/Warning Sign (WB)	105/53	2 32 71
BREAKER	42 SYLVIA/Fallin' In Love (RCA)	104/34	1 34 69
- 46	43 JOHN FOGERTY/Big Train (From Memphis) (WB)	91/8	4 40 47
- 48	44 FORESTER SISTERS/(That's What You Do) When You're... (WB)	96/9	4 41 51
4 17 32	45 T.G. SHEPPARD/One Owner Heart (WB/Curb)	62/0	17 20 25
DEBUT	46 CHARLY McCLAIN/Radio Heart (Epic)	89/32	1 25 63
8 11 36	47 RICKY SKAGGS/Something In My Heart (Epic)	55/0	15 20 20
3 23 37	48 CONWAY TWITTY/Ain't She Somethin' Else (WB)	44/0	11 21 12
DEBUT	49 MOE BANDY & JOE STAMPLEY/Daddy's Honky Tonk (Columbia)	66/3	2 29 35
DEBUT	50 MAINES BROTHERS BAND/Everybody Needs Love... (Mercury/PG)	69/13	2 20 47

MOST ADDED

- EDDIE RABBITT (53)
Warning Sign (WB)
- RONNIE MCDOWELL (44)
In A New York Minute (Epic)
- MARK GRAY & TAMMY WYNETTE (42)
Sometimes When We Touch (Columbia)
- GAIL DAVIES (37)
Nothing Can Hurt Me Now (RCA)
- SYLVIA (34)
Fallin' In Love (RCA)
- CHARLY McCLAIN (32)
Radio Heart (Epic)
- REBA McENTIRE (31)
Somebody Should Leave (MCA)
- SAWYER BROWN (22)
Step That Step (Capitol/Curb)
- JOHN CONLEE (21)
Working Man (MCA)
- RESTLESS HEART (19)
Let The Heartache Ride (RCA)

HOTTEST

- RAY CHARLES (WITH WILLIE NELSON) (72)
Seven Spanish Angels (Columbia)
- EXILE (70)
Crazy For Your Love (Epic)
- MEL MCDANIEL (55)
Baby's Got Her Blue Jeans On (Capitol)
- GARY MORRIS (55)
Baby Bye Bye (WB)
- THE STATLERS (53)
My Only Love (Mercury/PolyGram)
- LEE GREENWOOD (50)
You've Got A Good Love Comin' (MCA)
- DAN SEALS (50)
My Baby's Got Good Timing (EMI America)
- GLEN CAMPBELL (46)
A Lady Like You (Atlantic America)
- STEVE WARINER (41)
What I Didn't Do (MCA)
- KENNY ROGERS (35)
Crazy (RCA)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in **MOST ADDED & HOTTEST** indicates the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

REBA McENTIRE Somebody Should Leave (MCA)

On 76% of reporting stations. Rotations: Heavy 1, Medium 51, Light 72, Total Adds 31 including WXXW, WAJR, WXTU, WMZQ, WYNK, WZZK, WFNC, KILT-FM, WAMZ, WSIX, WQHK, WFMS, WMIL, WTOD, KMPS, KRPM. A most added record. Moves 43-37 on the Country chart.

EDDIE RABBITT Warning Sign (WB)

On 64% of reporting stations. Rotations: Heavy 2, Medium 32, Light 71, Total Adds 53 including WCAO, WQBE, WNYE, WNYA, WCOS, WESC, KSSN, WKIX, KKYK, WQYK, WTQR, WQHK, WBCS, WOW, WTOD, KLZ, KVEG, KGA. A most added record. Debuts at number 41 on the Country chart.

SYLVIA Fallin' In Love (RCA)

On 64% of reporting stations. Rotations: Heavy 1, Medium 34, Light 69, Total Adds 34 including WKYG, WXTU, WPOR, WMZQ, KMML, WSOC, KIKK, WUSQ, KSO, WMIL, WXCL, KGHL, KNIX, KSON, KCUB. A most added record. Debuts at number 42 on the Country chart.

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20th
ANNIVERSARY
1985

DEDICATED TO THE PROMOTION OF
COUNTRY MUSIC WORLD-WIDE



1985 AWARDS SHOW
MAY 6, 1985
KNOTTS BERRY FARM
NBC-TV

For Additional Information and Membership Applications Please Contact:
ACADEMY OF COUNTRY MUSIC 6255 SUNSET BLVD., SUITE 915,

HOLLYWOOD, CA 90028 213-462-2351

Country

NEW & ACTIVE

FORESTER SISTERS "That's What You Do When You're..." (WB) 96/9
 Rotations: Heavy 4, Medium 41, Light 51, Total Adds 9, WQBE, WPKZ, WKXL, WVM1, KXYL, W50C, WMC, KSO, WXCL. Heavy: WTSV, WUSY, KKYX, KKCK. Medium: KTRP, KUGN. Moves 48-44 on the Country chart.

JOHN FOGERTY "Big Train (From Memphis)" (WB) 91/8
 Rotations: Heavy 4, Medium 40, Light 47, Total Adds 8, WZZK, WTVY, KLLL, WMM1, WFMS, WITL, WTHI, KLZ. Heavy: WOKK, WDAF, WWJQ, KGCX. Medium: WAJR, WDSY, WIXY. Moves 46-43 on the Country chart.

CHARLY McCLAIN "Radio Heart" (Epic) 89/32
 Rotations: Heavy 1, Medium 25, Light 63, Total Adds 32, WXKW, WXTU, WNYR, WVVVA, KXYL, WESC, KYXX, WQYK, WUSQ, WFMS, WMLL, WXCL, KKCS, KVGG, KSON. Debuts at number 46 on the Country chart.

NICOLETTE LARSON "Only Love Will Make It Right" (MCA) 71/12
 Rotations: Heavy 1, Medium 16, Light 54, Total Adds 12, WFOR, KMML, WUSY, WCMS, KYXX, WPAP, WKKQ, WDAF, WTHI, KTRP, KKCS, KFRE. Heavy: WOKK.

MAINES BROTHERS BAND "Everybody Needs Love" (Mercury/PolyGram) 69/13
 Rotations: Heavy 2, Medium 20, Light 47, Total Adds 13, WCAO, WBGW, WUSY, WSTO, WFNC, WESC, WXIX, WFMS, WBCS, WMLL, KTOA, KSON, KIGO. Heavy: KIKK, KLLL. Debuts at number 50 on the Country chart.

MOE BANDY & JOE STAMPLEY "Daddy's Honky Tonk" (Columbia) 66/3
 Rotations: Heavy 2, Medium 29, Light 35, Total Adds 3, WTSO, KFRE, KIGO. Heavy: KKYX, KSO. Medium: WTSV, WVVVA, KMML, WTVY, WDXE, KTTS, KUZJ, KR5Y. Debuts at number 49 on the Country chart.

KEITH STEGALL "California" (Epic) 63/18
 Rotations: Heavy 1, Medium 10, Light 52, Total Adds 18 including WXTU, WFOR, WIXY, WUSY, KYXX, WPAP, WUSQ, WMM1, KWMF, WITL, KEBC, WXCL, KTRP, KQCY, KQUB.

RONNIE McDOWELL "In A New York Minute" (Epic) 54/44
 Rotations: Heavy 1, Medium 10, Light 43, Total Adds 44 including WVAM, WXLL, WILQ, KASE, W50C, KIKK, WAMZ, WCMS, WIRK, WCXJ, WOV, WIL, KFDI, KRST, KMP5, KGA.

GAIL DAVIES "Nothing Can Hurt Me Now" (RCA) 54/37
 Rotations: Heavy 0, Medium 10, Light 44, Total Adds 37 including WTSV, WDSY, WIXY, KMML, WEZL, KKYX, WQYK, KEBC, KTTS, KVQD, KUZJ, KVGG, KWJJ, KGA.

MARK GRAY & TAMMY WYNETTE "Sometimes When We Touch" (Columbia) 53/42
 Rotations: Heavy 1, Medium 8, Light 44, Total Adds 42 including WGNA, WCAO, WKYG, KASE, W50C, KIKK, KSSN, WCMS, WIRK, KSO, WXCL, KFDI, KUZJ, KTOA, KGA.

SIGNIFICANT ACTION

BENNY WILSON "Acres Of Diamonds" (Columbia) 47/6
 Rotations: Heavy 2, Medium 8, Light 37, Total Adds 6, KMML, WFNC, KLLL, WQYK, WMM1, KGA. Heavy: WOKK, KKYX. Medium: WY11, KEIN.

TONY ARATA "Sure Thing" (Noble Vision) 47/5
 Rotations: Heavy 0, Medium 12, Light 39, Total Adds 5, WKYG, WNYR, WESC, KYXX, WWOD. Medium: WVAM, KKYX, KBMR, WITL, KR5Y.

MARIE OSMOND "Until I Fall In Love Again" (Capitol/Curb) 45/10
 Rotations: Heavy 1, Medium 11, Light 33, Total Adds 10, WGNA, WVAM, WFOR, WNYR, WEZL, WOKK, WCMS, WQYK, WITL, KCCY.

JOHN CONLEE "Working Man" (MCA) 37/21
 Rotations: Heavy 1, Medium 7, Light 29, Total Adds 21 including WILQ, WXBJ, WGTO, WNOX, WKSJ, WMM1, KXXY, WIL, KWJJ, KTOA.

TARI HENSLEY "I'm The One Who's Breaking Up" (Mercury/PolyGram) 31/5
 Rotations: Heavy 0, Medium 4, Light 27, Total Adds 5, WVAM, WCAO, WFNC, WAXX, KSOP. Medium: WY11, KFGO, WTOD, KIGO.

ZELLA LEHR "You Bring Out The Lover In Me" (Complast/PolyGram) 30/6
 Rotations: Heavy 0, Medium 4, Light 26, Total Adds 6, WVAM, KEAN, WEZL, KLL, KFGO, WITL. Medium: WY11, KKYX, KSOP, KIGO.

SIERRA "The Almighty Lover" (Awesome) 28/5
 Rotations: Heavy 0, Medium 4, Light 24, Total Adds 5, KMML, WMM1, KFGO, WIRE, WITL. Medium: WIXY, WY11, WDXE. Light: KTTS, KKAL.

KEITH WHITLEY "A Hard Act To Follow" (RCA) 27/8
 Rotations: Heavy 0, Medium 2, Light 25, Total Adds 8, WTSV, WEZL, WDXE, KKYX, KEBC, KFDI, KKAL, KGA. Medium: WWJQ.

SIMON & VERITY "We've Still Got Love" (EMI America) 24/3
 Rotations: Heavy 0, Medium 5, Light 19, Total Adds 3, WY11, WXCL, KIGO. Medium: WOKK, WCUZ, KIOV, KEIN. Light: WSNQ, CHOW, WAXX.

CARLETTE "Any Way You Want Me" (Oak) 22/3
 Rotations: Heavy 0, Medium 3, Light 19, Total Adds 3, WY11, WFNC, KRWQ. Medium: KMML, WLWI, WTOD. Light: WCOS, KSO, WOV.

TOM JONES "Give Her All The Roses" (Mercury/PolyGram) 19/14
 Rotations: Heavy 0, Medium 2, Light 17, Total Adds 14 including WILQ, KASE, WEZL, KKYX, KFGO, KTTS, WTOD, KFDI, KRWQ, KTOA.

MARGO SMITH "Take Your Memory When You Go" (Bermuda Dunes) 18/2
 Rotations: Heavy 0, Medium 0, Light 18, Total Adds 2, WOKK, KRWQ. Light: WVAM, WBGW, WY11, KRRV, KFGO, WTOD, KVQD, KEIN, KTOA, KSOP.

DAVID FRIZZELL "Country Music Love Affair" (Viva) 17/17
 Rotations: Heavy 0, Medium 1, Light 16, Total Adds 17 including WBGW, WSNQ, WTVY, WDXE, WIRK, WKKQ, KFDI, KQIL, KTOA, KSOP.

GENE WATSON "One Hell Of A Heartache" (MCA/Curb) 16/15
 Rotations: Heavy 1, Medium 4, Light 11, Total Adds 15 including WSNQ, CHOW, WUSY, WGTO, WIRK, WCXJ, KFDI, KKAL, KUZJ, KSOP.

ADAM BAKER "I Can See Him In Her Eyes" (Signature) 16/3
 Rotations: Heavy 0, Medium 1, Light 15, Total Adds 3, WGNA, WSNQ, KKYX. Medium: KIGO. Light: WCAO, WIXY, WY11, KRRV, KEBC, KFDI, KR5Y.

BILL ANDERSON "Wino The Clown" (Swanee) 16/3
 Rotations: Heavy 0, Medium 3, Light 13, Total Adds 3, WESC, KEBC, KGA. Medium: WPAP, WIRE, WITL. Light: WLWI, KTTS, KFDI, KSOP.

MASON DIXON "Only A Dream Away" (Texas) 15/5
 Rotations: Heavy 0, Medium 3, Light 12, Total Adds 5, WVVVA, WY11, KRRV, WTOD, KSOP. Medium: KLV1, WTVY, WLWI. Light: KMML, KBMR.

LOBO "Am I Going Crazy" (Evergreen) 15/5
 Rotations: Heavy 0, Medium 2, Light 13, Total Adds 5, WPAP, WCUZ, KTTS, KRWQ, KTOA. Medium: WVVAM. Light: WDXE, WCMS, KEIN.

KENDALLS "Four Wheel Drive" (Mercury/PolyGram) 13/13
 Rotations: Heavy 0, Medium 2, Light 11, Total Adds 13 including WBGW, WSNQ, WTSV, WTVY, WESC, WTOR, KSO, WCUZ, KUZJ, KWJJ.

BILL MEDLEY "Is There Anything I Can Do" (RCA) 12/12
 Rotations: Heavy 0, Medium 1, Light 12, Total Adds 12 including WVAM, WBGW, KRRV, KLV1, WXBJ, WGTO, WKSJ, KIOV, KR5Y, KTOA.

GARY WOLF "It's My Life" (Mercury/PolyGram) 10/4
 Rotations: Heavy 0, Medium 0, Light 10, Total Adds 4, WCMS, WCXJ, KVQD, KRKT. Light: WVAM, WSNQ, WDXE, KRWQ, KR5Y, KSOP.

LEON RAINES "It Happens Every Time" (Atlantic America) 10/1
 Rotations: Heavy 0, Medium 1, Light 9, Total Adds 1, WPAP. Medium: KLV1. Light: WSNQ, KRRV, WKSJ, WCMS, KRMD, WAXX, KVQD, KTOA.

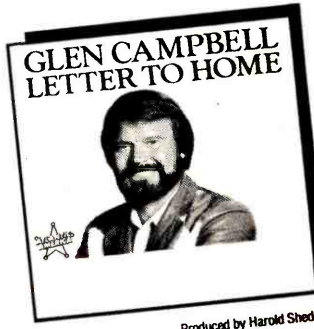
CARL JACKSON "All That's Left For Me" (Columbia) 9/6
 Rotations: Heavy 0, Medium 0, Light 9, Total Adds 6, WWOD, WIRK, KBMR, KVQD, KUZJ, KGA. Light: WSNQ, WTVY, WCXJ.

COUNTRY ALBUM TRACKS

cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)	Album Title
GEORGE STRAIT/Any Old Time (MCA)	<i>Does Fort Worth Ever...</i>
SHELLY WEST//I'll Dance The Two-Step (Viva)	<i>Don't Make Me Wait...</i>
GEORGE STRAIT/The Fireman (MCA)	<i>Does Fort Worth Ever...</i>
ALABAMA/Forty Hour Week (RCA)	<i>40 Hour Week</i>
ALABAMA/Down On Longboat Key (RCA)	<i>40 Hour Week</i>
SHELLY WEST/Don't Make Me Wait On the Moon (Viva)	<i>Don't Make Me Wait...</i>
JUDDS/Drops of Water (RCA/Curb)	<i>Why Not Me</i>
RICKY SKAGGS/Country Boy (Epic)	<i>Country Boy</i>
GEORGE JONES w/BARBARA MANDRELL/Daisy Chain (Epic)	<i>Lady's Choice</i>
STEVE WARINER/Heart Trouble (MCA)	<i>One Good Night Deserves...</i>
EMMYLOU HARRIS/Rhythm Guitar (WB)	<i>The Ballad Of Sally</i>
JUDDS/Bye Bye Baby Blues (RCA/Curb)	<i>Why Not Me</i>
GAIL DAVIES/Break Away (RCA)	<i>Where Is A Woman To...</i>
EARL THOMAS CONLEY/Love Don't Care (RCA)	<i>Treadin' Water</i>
JANIE FRICKE/Another Man Like That (Columbia)	<i>The First Word In Memory...</i>

GLEN CAMPBELL IS BACK AT NUMBER ONE!



Produced by Harold Shedd

With "A Lady Like You"

The second hit single from the album
 "Letter To Home"



7-99691

90164-1



Regina Acids & Hots

MOST ADDED
Eddie Rabbit (WB)
Charly McClain (Epic)

EAST
Gail Davies (WB)

HOTTEST
Eddie Rabbit (WB)
Gary Morris (WB)

MOST ADDED
Eddie Rabbit (WB)
M. Gray & T. Wynette (Columbia)

MIDWEST
R. Charles/W. Nelson (Columbia)

HOTTEST
Eddie Rabbit (WB)

MOST ADDED
Ronnie McDowd (Epic)
Eddie Rabbit (WB)

SOUTH
R. Charles/W. Nelson (Columbia)

HOTTEST
Eddie Rabbit (WB)

MOST ADDED
Eddie Rabbit (WB)
Ronnie McDowd (Epic)
Mark Gray & Tammy Wynette (Columbia)

WEST
R. Charles/W. Nelson (Columbia)

HOTTEST
Eddie Rabbit (WB)
Gary Morris (WB)

EAST

WOLFM-FM Albany, NY
WOLFM-FM Albany, NY
WOLFM-FM Albany, NY
WOLFM-FM Albany, NY

MIDWEST

WOLFM-FM Albany, NY
WOLFM-FM Albany, NY
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SOUTH

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WEST

WOLFM-FM Albany, NY
WOLFM-FM Albany, NY
WOLFM-FM Albany, NY
WOLFM-FM Albany, NY

163 Reporters
157 Current Reports

The following stations failed to report this week and therefore their playlists were frozen:

- WYRK/Buffalo
WGKX/Memphis
KRM/D/Sharpeport
KFKF/Kansas City
KIK-FM/Anheim
KMAK/Fresno

Adult/C Contemporary

Continued from Back Page

BREAKERS®

No records qualified for A/C Breaker status this week.

NEW & ACTIVE

JANEY STREET "Under The Clock" (Arista) 72/13

Rotations: Heavy 2/0, Medium 4/36, Light 2/77. Total Adds 13, WSNY, KHOU, B100, KJR, WAEB, WGY, KEY103, WBT, WKJJ, WISN, 3WM, KVVU, WTNV. Heavy: WSB, WBSC, WCCO, KGW, KFMB, WKYE, WKGW, K106, WMAZ, WSLF, WRVA, WNAM, KRNT, WMG, WNR, KSL, KIFM, WNNR, WKNE, WSKI, WGSV, WAHR, WAGE, WZLQ, WFFX, KTYL, WVBS, WJBC, WCIL, WMT-FM, WUXS, KWBB, WJON, KKLK, KTWO, KQGW, KRBS, KMGO, KALE.

DOLLY PARTON "Don't Call It Love" (RCA) 70/35

Rotations: Heavy 3/2, Medium 2/78, Light 40/24. Total Adds 35, WKBW, WRMM, KVL-FM, 97A1A, WARMB8, WSNY, KGW, WYOM, WCCB, KEY103, CK101, WMAZ, WLAC-FM, WRVA, WNAM, WBOW, KRFD, WTRX, WHB, WMGN, WISN, KWAV, WNNR, WTNV, WPPA, WCKW, WCHV, WZLQ, WFFX, WVBS, WJON, WBBW, KFOO, KTWO, KALE. Heavy: WCCO. Medium: WFBR, KRMB, WBT, WSLF, WHBN, KSI, WEIM, WTKO, WKNE, WSKI, WSKY, WAHR, WAGE, WZLQ, WFFX, KTYL, WVBS, WJBC, WCIL, WMT-FM, WUXS, KWBB, WJON, KKLK, KTWO, KQGW, KRBS, KMGO, KALE.

KIM CARNES "Invitation To Dance" (EMI America) 70/7

Rotations: Heavy 7/0, Medium 44/1, Light 19/6. Total Adds 7, WLTS, WARMB9, WNIC, KGW, WTKO, WAEB, WHBC. Heavy: WKWB, WFSM, WYOM, WCCB, KEY103, CK101, WMAZ, WSLF, WRVA, WNAM, KRNT, WMG, WNR, KSL, KIFM, WNNR, WKNE, WSKI, WGSV, WAHR, WAGE, WZLQ, WFFX, KTYL, WVBS, WJBC, WCIL, WMT-FM, WUXS, KWBB, WJON, KKLK, KTWO, KQGW, KRBS, KMGO, KALE.

DAN HARTMAN "Second Nature" (MCA) 64/20

Rotations: Heavy 1/0, Medium 25/2, Light 38/18. Total Adds 20, WPJ, KVL-FM, WSNY, KHOU, B100, WAEB, WICC, KEY103, WKJJ, WRKA, WMAZ, WLAC-FM, WAVE, KDUK, KWAA, WYVS, WMT-FM, KWBB, WJON, KTWO, WYOM. Heavy: KALE. Medium: WFBR, KRMB, WBT, WSLF, WHBC, KRNT, WMG, WNR, WNNR, WEIM, WKNE, WSKI, WPPA, WSKY, WCKD, WCHV, WAGE, KRLB, KTYL, WJBC, KEZ, KQSW, KRBS.

POINTER SISTERS "Neutron Dance" (Planet/RCA) 62/4

Rotations: Heavy 22/0, Medium 30/3, Light 10/1. Total Adds 4, WICC, WAEB, KDUK, WVBS. Heavy: WPJ, KVL-FM, KMGO, KJR, WKYE, WMLJ, CK101, WHAS, WKJJ, WSLF, WMG, KKUA, WNNR, WSKY, WCKD, WCHV, KRLB, WAEB, KTYL, KKL. Medium: WTAE, Y97, ZW0, WVIC, WOMC, KLSI, B100, KFMB, WAEB, V100, WRKA, WRAL, WTRX, WENS, KWAV, KVVU, KWAV, KBST, KEZR, WTNV, WKKY, KFSB, KEZ, KQSW, KMGO, KALE. Due to heavy airplay activity, debuts at number 23 on the A/C chart.

MANHATTANS "You Send Me" (Columbia) 61/32

Rotations: Heavy 1/1, Medium 19/8, Light 41/23. Total Adds 32, WKWB, WLTT, W101, WLTF, KUOL, WCCO, KJR, WAEB, WFSM, KEY103, WMLJ, WMAZ, WSLF, WRVA, WAVE, WNAM, KLFY, KRNT, WHB, WISN, WHNN, KOY, WPPA, WCKD, WAGE, WKYE, WZLQ, WVBS, KFSB, KWBB, KRBS, KMGO. Medium: WFBR, WPIX, WGW, WEIM, WTKO, WKNE, WSKI, WCHV, WJBC, WJON, KALE.

DeBARGE "Rhythm Of The Night" (Motown) 59/40

Rotations: Heavy 0/0, Medium 15/6, Light 44/34. Total Adds 40, WSB-FM, WLTT, WSNY, WCCO, WYOM, WKYE, KEY103, WMAZ, WLAC-FM, WSLF, WRVA, WAVE, WNAM, WTRX, WMG, WNR, KSL, WNNR, 3WM, KUA, WTKO, WKNE, WSKY, KORO, WSKY, WCHV, WAHR, WAGE, KRLB, WAEB, WVBS, WJBC, WCIL, WMT-FM, KWBB, WJON, KKLK, KTWO, KRBS, KMGO. Medium: 97A1A, WARMB8, KWAV, WYVS, WFFX, KTYL, WVBS, WJBC, WCIL, WMT-FM, WUXS, KWBB, WJON, KKLK, KTWO, KRBS, KMGO, KALE.

CHERYL LYNN "At Last You're Mine" (Private I/CBS) 59/17

Rotations: Heavy 0/0, Medium 16/5, Light 43/12. Total Adds 17, WFB, WLTS, KFMB, WAEB, WICC, KEY103, WLAC-FM, WRVA, WMG, WISN, KOI, KWAV, KIFM, WAHR, WMT-FM, WUXS, KKL. Medium: WKWB, WPIX, WMAZ, WTKO, WKNE, WSKI, WTNV, WGSV, WFFX, KTYL, WVBS.

ALAN GORRIE "Diary of a Fool" (A&M) 54/13

Rotations: Heavy 0/0, Medium 19/2, Light 35/11. Total Adds 13, KFMB, WAEB, WBT, WLAC-FM, WSLF, WAVE, WNAM, WHBC, KRNT, WTKO, WVBS, WUXS, WZLQ, WFFX, WYVS, WJBC, WCIL, WMT-FM, WUXS, KWBB, WJON, KKLK, KTWO, KQGW, KRBS, KMGO, KALE.

CARS "Why Can't I Have You" (Elektra) 48/3

Rotations: Heavy 2/0, Medium 29/0, Light 17/3. Total Adds 3, WPJ, WLTT, KPPL. Heavy: WKWB, KALE. Medium: WFBR, 97A1A, WSNY, WKYE, KEY103, WMAZ, WSLF, WMG, WNNR, WNNR, WEIM, WSKY, WPPA, WSKY, WCKD, WCHV, KRLB, WKYE, WFFX, KTYL, WVBS, WCIL, WUXS, KEZ, WJON, WBOW, KKLK, KTWO, KQSW.

JOHN WAITE "Restless Heart" (EMI America) 47/3

Rotations: Heavy 2/0, Medium 23/0, Light 22/3. Total Adds 3, WCCO, KEY103, KMGO. Heavy: WMG, WNNR. Medium: KVL-FM, KFMB, WMAZ, WSLF, WRVA, WHBC, WTRX, KPPL, WEIM, WKNE, WSKI, WSKY, WGSV, WFFX, KTYL, WCIL, KEZ, WJON, KKLK, KTWO, KQSW, KRBS, KMGO, KALE.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
① WHAM!	138/0	129	9	0
② REO SPEEDWAGON	136/4	104	27	5
3 FOREIGNER	125/0	98	25	2
④ BILLY JOEL	132/3	89	36	7
5 STEVE PERRY	124/0	81	41	2
⑥ JULIAN LENNON	138/4	67	66	5
⑦ KENNY ROGERS	130/2	84	42	4
8 DIANA ROSS	120/4	86	32	2
9 CHICAGO	108/0	51	46	11
⑩ GEORGE BENSON	106/2	63	35	8
⑪ COMMODORES	122/10	34	70	18
⑫ PHILIP BAILEY w/PHIL COLLINS	90/2	56	26	8
⑬ PHIL COLLINS	129/27	71	89	29
⑭ DARYL HALL & JOHN OATES	95/2	42	47	6
⑮ ERIC CARMEN	113/14	21	70	22
⑯ ANNE MURRAY	102/4	31	64	7
17 ELTON JOHN	89/0	30	54	5
18 STEVIE WONDER	79/1	25	42	12
19 JACK WAGNER	68/0	10	45	13
⑳ DIONNE WARWICK & GLENN JONES	94/9	8	64	22
21 BARBRA STREISAND w/KIM CARNES	69/0	15	45	9
22 CULTURE CLUB	70/0	15	45	10
⑳ POINTER SISTERS	62/4	22	30	10
24 RAY PARKER JR.	56/0	10	29	17
25 MANHATTAN TRANSFER	48/0	12	28	8

MOST ADDED®

DEBARGE (40)
Rhythm Of The Night (Motown)
DOLLY PARTON (35)
Don't Call It Love (RCA)
MANHATTANS (32)
You Send Me (Columbia)
PHIL COLLINS (27)
One More Night (Atlantic)
BARBRA STREISAND (24)
Emotion (Columbia)
DAN HARTMAN (20)
Second Nature (MCA)

HOTTEST

WHAMI (117)
Careless Whisper (Columbia)
REO SPEEDWAGON (90)
Can't This Feeling (Epic)
FOREIGNER (78)
I Want To Know What Love Is (Atlantic)
BILLY JOEL (58)
Keeping The Faith (Columbia)
DIANA ROSS (48)
Missing You (RCA)
KENNY ROGERS (45)
Crazy (RCA)

ASHFORD & SIMPSON "Solid" (Capitol) 46/7

Rotations: Heavy 1/0, Medium 20/1, Light 14/6. Total Adds 7, WPJ, WKYE, WLAC-FM, K10A, KPPL, KEZ, KMGO. Heavy: WTAE, 2WD, WSNY, KMGE, KOST, WICC, KFL, WKJL, WRKA, KRLB, WKY, WVBS. Medium: Y97, WSB-FM, KVL-FM, 97A1A, B100, V100, WKJJ, WSLF, WAEB, WENS, KWAV, WNNR, WCHV, WFFX, KTYL, WCIL, KRNO, KQSW.

DURAN DURAN "Save A Prayer" (Capitol) 44/3

Rotations: Heavy 1/0, Medium 21/1, Light 22/2. Total Adds 3, KRNT, KKUA, KPPL. Heavy: WCKD. Medium: WKWB, WPJ, WSNY, K106, WMAZ, WMG, KWAV, WNNR, WEIM, WSKI, WAGE, KRLB, WKY, KTYL, WCIL, KKLK, KQSW, KALE.

TINA TURNER "Private Dancer" (Capitol) 44/2

Rotations: Heavy 8/0, Medium 25/1, Light 11/2. Total Adds 2, WMJJ, WRAL. Heavy: KLSI, WAEB, WMG, KEZR, WPPA, KTYL, KQSW, KRBS. Medium: WFBR, 2WD, KMGG, V100, WKYE, KEY103, WRKA, WMAZ, WSLF, KDUK, KWAV, WSKI, WSKY, WCKD, WCHV, KRLB, WKY, WAEV, WFFX, WCIL, KKLK, KTWO, KMGO.

BARBARA MANDELL/LEE GREENWOOD "It Should Have Been Love By Now" (MCA) 44/0

Rotations: Heavy 3/0, Medium 20/0, Light 21/0. Total Adds 0, Heavy: KSL, WEIM, WTKO. Medium: WCCO, KFMB, WGY, WBT, WMAZ, WRVA, WHBC, K10A, KRNT, WSN, WNNR, WKNE, WSKI, KORO, WAHR, WJBC, WCIL, WMT-FM, KEZ, KRBS.

HONEYDRIPPERS "Rockin' At Midnight" (Es Paranza/Atlantic) 44/0

Rotations: Heavy 4/0, Medium 28/0, Light 12/0. Total Adds 0, Heavy: WKWB, WNNR, WCKD, KALE. Medium: WFBR, WJBC, KVL-FM, KJR, WICC, V100, WKYE, WKJJ, WAEB, KRNT, KKUA, KWAV, KBST, KEZR, WSKY, WPPA, WSKY, WCHV, WKY, WFFX, KTYL, WJBC, WCIL, KFSB, KEZ, KKLK, KTWO, KQSW.

DAVID LEE ROTH "California Girls" (WB) 42/4

Rotations: Heavy 7/0, Medium 19/0, Light 17/4. Total Adds 4, KJR, WTRX, KRLB, KFSB. Heavy: WPJ, WKJJ, WSLF, WMHE, WSKI, WPPA, WCKD. Medium: WFBR, KVL-FM, 97A1A, KMGG, V100, WLAC-FM, WRAL, WEZ, WAVE, WENS, KWAV, WNNR, WEIM, WSNY, WVBS, KEZ, WJON, KKLK.

JOHN FOGERTY "The Old Man Down The Road" (WB) 42/1

Rotations: Heavy 17/0, Medium 15/1, Light 10/0. Total Adds 1, WVBS. Heavy: WPJ, WICC, V100, WKYE, WKJJ, WSLF, WAVE, WNAM, KWAV, KEZR, WEIM, WSKI, WCKD, KRLB, KTYL, KKLK, KQSW. Medium: WTAE, KVL-FM, KGW, KJR, KRNT, WTRX, KOL, WMHE, KKUA, WSKY, WAHR, WFFX, WMT-FM, KEZ.

JOHN HUNTER "Tragedy" (Private I/CBS) 40/0

Rotations: Heavy 8/0, Medium 21/0, Light 14/0. Total Adds 0, Heavy: WKYE, WCKD, KTYL, KKLK, KQSW. Medium: WLTS, KLSI, WCCO, V100, WDFM, KEY103, WMAZ, WSLF, WAEB, WNAM, WHBC, WMG, KDUK, KEZR, WKNE, WSKI, WPPA, KWBB.

DENNIS DEYOUNG "Dear Darling" (A&M) 38/17

Rotations: Heavy 0/0, Medium 5/1, Light 33/16. Total Adds 17, 97A1A, WKGW, K10A, KWAV, KPPL, WGSV, WAEB, WZLQ, WFFX, WVBS, WJBC, WCIL, KFSB, WJUS, KWBB, WJON, KBOB. Medium: WCCO, WCKD, WKY, KALE.

GLENN FREY "The Heat Is On" (MCA) 38/6

Rotations: Heavy 12/0, Medium 18/2, Light 8/4. Total Adds 6, WLTT, KJR, WKYE, WHAS, KRAB, WVBS. Heavy: WPJ, KMGG, V100, WKJJ, WSLF, WAVE, WENS, KEZR, WPPA, WCKD, KRLB, KFSB. Medium: KVL-FM, 2WD, WSNY, B100, WICC, WMLJ, WRKA, WMG, KKUA, WSKY, WCHV, KTYL, KEZ, KKLK, KQSW, KALE.

KOOL & THE GANG "Misled" (De-Lite/PolyGram) 36/1

Rotations: Heavy 6/0, Medium 23/0, Light 7/1. Total Adds 1, WENS. Heavy: V100, WSLF, WSKI, WPPA, WCKD, KKLK. Medium: WPJ, KVL-FM, 97A1A, WLTT, WLTF, WSNY, KLSI, KMGG, KJR, WKJJ, WMAZ, WNAM, WTRX, WMG, KEZR, WEIM, WSKY, WCHV, KRLB, WKY, WFFX, KTYL, KQSW.

DAVID BOWIE & PAT METHENY GROUP "This Is Not America" (EMI America) 32/3

Rotations: Heavy 0/0, Medium 10/0, Light 22/3. Total Adds 3, WPJ, V100, WVBS. Medium: WAEB, WSLF, KIFM, WNNR, WEIM, WSKI, WPPA, WSKY, WKY, KALE.

BRUCE SPRINGSTEEN "I'm On Fire" (Columbia) 32/18

Rotations: Heavy 1/0, Medium 10/5, Light 21/13. Total Adds 18, WPJ, KVL-FM, WCL, KMJJ, KJR, V100, WKYE, WMAZ, KWAV, WNNR, WSKI, WCKD, WGSV, WAHR, WZLQ, WFFX, KEZ, KKLK. Heavy: KTYL. Medium: WPIX, WABSM8, WAEB, KRLB, KQSW.

SIGNIFICANT ACTION

PAUL HARDCASTLE "Rain Forest" (Profile) 27/10

Rotations: Heavy 4/0, Medium 6/1, Light 17/9. Total Adds 10, WCLR, KMGG, WNAM, WNNR, WAHR, WCIL, KFSB, KWBB, WBOW, KRBS. Heavy: KOST, KF, KWAV, KIFM. Medium: 97A1A, WCCO, B100, KTYL, KRNO.

SERGIO MENDES "Let's Give A Little More This" (A&M) 25/16

Rotations: Heavy 0/0, Medium 8/3, Light 17/13. Total Adds 16, WLTS, WCCO, WMAZ, WHBY, WNNR, WEIM, WTKO, WSKI, KORO, WCHV, WAGE, WMT-FM, KFSB, KEZ, KTWO, KRBS. Medium: WFBR, KSL, WKNE, WJON, KRNO.

BARBRA STREISAND "Emotion" (Columbia) 24/24

Rotations: Heavy 1/1, Medium 5/5, Light 18/18. Total Adds 24, WPJ, KVL-FM, WCL, WTRX, WHB, WMG, WISN, WHNN, KKUA, WEIM, WKNE, WSKI, WCHV, WGSV, WKY, WFFX, KTYL, WCIL, KFSB, KEZ, WJON, KQSW, KRBS, KMGO.

CAROL LYNN TOWNES "Believe In The Beat" (Polydor/PolyGram) 24/16

Rotations: Heavy 0/0, Medium 1/1, Light 23/15. Total Adds 16, WFB, WCCO, WMAZ, WSLF, WHNN, WKNE, KORS, WGSV, WKY, WVBS, WJBC, WCIL, KEZ, KKLK, KTWO, KQSW.

DIANE SCHUR "New York State Of Mind" (GRP) 24/1

Rotations: Heavy 0/0, Medium 13/0, Light 11/1. Total Adds 1, WGSV. Medium: WCCO, WMAZ, WRVA, WHBY, WEIM, WSKI, WAHR, WCIL, WMT-FM, KWBB, WJON, KRBS, KMGO.

ROBERT FORMAN "The Only One" (Scotti Bros./CBS) 23/10

Rotations: Heavy 0/0, Medium 3/0, Light 20/10. Total Adds 10, WHBY, WHNN, WKNE, KORO, WCHV, WCIL, KFSB, KEZ, KWBB, WJON. Medium: WTKO, KRNO, KRBS.

BILLY OCEAN "Loverboy" (Jive/Arista) 19/2

Rotations: Heavy 6/1, Medium 9/1, Light 4/0. Total Adds 2, WPJ, WCC, HEAVY: KMGG, WKJJ, WSLF, KKUA, KRLB. Medium: KVL-FM, 2WD, V100, WHAS, WENS, WNNR, WTNV, KTYL.

JERMAINE JACKSON & PIA ZADORA "When The Rain Begins To Fall" (Curb/MCA) 19/0

Rotations: Heavy 0/0, Medium 6/0, Light 13/0. Total Adds 0, Medium: WKYE, WNNR, WKY, KEZ, WJON, WSKY, KRBS.

MADONNA "Material Girl" (Sire/WB) 17/10

Rotations: Heavy 0/0, Medium 9/4, Light 8/8. Total Adds 10, KMGG, WMLJ, WMAZ, WENS, KKUA, WPPA, WSKY, KRLB, WZLQ, WVBS. Medium: V100, WSLF, WEIM, WCKD, WKY.

TOTO "Hollywood" (Columbia) 14/2

Rotations: Heavy 0/0, Medium 8/0, Light 8/2. Total Adds 2, KPPL, KALE. Medium: KVL-FM, WNNR, WCHV, KTYL, KKLK, KQSW.

PRINCE "Take Me With U" (WB) 13/2

Rotations: Heavy 0/0, Medium 4/0, Light 9/2. Total Adds 2, WPPA, KKLK. Medium: KVL-FM, WSLF, WMG, WCKD.

ROB TRO "Who Do You Love?" (JameX) 13/1

Rotations: Heavy 0/0, Medium 1/0, Light 12/1. Total Adds 1, WTRX. Medium: WKYE.

CHICAGO "Along Comes A Woman" (WB) 12/11

Rotations: Heavy 0/0, Medium 3/2, Light 9/9. Total Adds 11, WPJ, KVL-FM, V100, WNNR, WEIM, WCKD, KTYL, WBOW, KQSW, KALE. Medium: KRLB.

STEPHEN STILLS "Only Love Can Break Your Heart" (Atlantic) 12/2

Rotations: Heavy 0/0, Medium 5/1, Light 7/1. Total Adds 2, WCCO, WMAZ, WMT-FM. Medium: KPPL, WCHV, WAEB.

NEW EDITION "Mr. Telephone Man" (MCA) 11/1

Rotations: Heavy 2/0, Medium 6/0, Light 3/1. Total Adds 1, V100. Heavy: WCHV, WVBS. Medium: KLSI, WFSM, K106, WPPA, KTYL, KKLK.

R&R AOR / ALBUMS

February 15, 1985

150 REPORTERS

Three Weeks	Two Weeks	Last Week	Album	Label	Total Reports	Hot Rotation	Medium Rotation	Total Adds	All Rotations
1	1	1	1 JOHN FOGERTY/Centerfield (WB)						
2	2	2	2 DON HENLEY/Building The Perfect Beast (Geffen)						
4	3	3	3 BRYAN ADAMS/Reckless (A&M)						
			4 FIRM/The Firm (Atlantic)						
			5 VISION QUEST/Soundtrack (Geffen)						
3	4	5	6 FOREIGNER/Agent Provocateur (Atlantic)						
			7 DAVID LEE ROTH/Crazy From The Heat (WB)						
5	6	7	8 BEVERLY HILLS COP/Soundtrack (MCA)						
17	14	12	9 CARS/Heartbeat City (Elektra)						
8	9	9	10 DEEP PURPLE/Perfect Strangers (Mercury/PG)						
			11 LRB/Playing To Win (Capitol)						
12	10	10	12 SURVIVOR/Vital Signs (Scotti Bros./CBS)						
27	31	23	13 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)						
7	8	11	14 JULIAN LENNON/Valotte (Atlantic)						
6	7	8	15 REO SPEEDWAGON/Wheels Are Turnin' (Epic)						
9	12	15	16 KINKS/Word Of Mouth (Arista)						
15	17	18	17 TRIUMPH/Thunder Seven (MCA)						
			18 GEORGE THOROGOOD & THE.../Maverick (EMI America)						
14	15	17	19 JOHN PARR/John Parr (Atlantic)						
30	23	21	20 JOHN WAITE/No Brakes (EMI America)						
11	13	16	21 GIUFFRIA/Giuffria (Camel/MCA)						
10	11	14	22 PAT BENATAR/Tropico (Chrysalis)						
16	18	20	23 AUTOGRAPH/Sign In Please (RCA)						
24	24	22	24 MARTIN BRILEY/Dangerous Moments (Mercury/PG)						
			25 DONNIE IRIS/No Muss...No Fuss (HME/CBS)						
			26 ROMAN HOLLIDAY/Fire Me Up (Jive/Arista)						
			27 ELLIOT EASTON/Change No Change (Elektra)						
31	33	37	28 LOS LOBOS/How Will The Wolf Survive? (Slash/WB)						
34	34	33	29 ROBIN GEORGE/Dangerous Music (Bronze/Island)						
			30 SPANOS/Looks Like Trouble (Epic)						
29	28	26	31 SCANDAL /PATTY SMYTH/The Warrior (Columbia)						
13	21	24	32 PHILIP BAILEY/Chinese Walls (Columbia)						
28	27	29	33 FRANKIE GOES TO.../Welcome To The... (ZTT/Island)						
22	25	28	34 HALL & OATES/Big Bam Boom (RCA)						
			35 DURAN DURAN/Arena (Capitol)						
			36 GARY O'/Strange Behavior (RCA)						
			37 JOHN HIATT/Warming Up To The Ice Age (Geffen)						
23	30	34	38 U2/The Unforgettable Fire (Island)						
			39 LOUDNESS/Thunder In The East (Atco)						
25	29	31	40 GENERAL PUBLIC/All The Rage (IRS/A&M)						
			"Rock And Roll" (136) "Old Man" (101) "TV" (21)		148	132	16	0	0
			"All She Wants" (122) "Sunset" (95) "Boys" (33)		144	126	18	0	0
			"Somebody" (133) "It's Only Love" (51) "Summer" (19)		139	131	8	1	1
			"Radioactive" (145) "Closer" (35) "Satisfaction" (33)		147	104	42	2	2
			"Only The Young" (137) "Hungry For Heaven" (45)		139	120	19	1	1
			"Yesterday" (121) "I Want To Know" (52) "Tooth" (21)		140	104	35	1	1
			"Easy Street" (110) "California Girls" (94) "Gigolo" (16)		135	95	40	4	4
			"The Heat Is On" (106)		108	81	27	0	0
			"Why Can't I Have You" (114)		117	56	61	4	4
			"Knocking" (85) "Nobody's" (47) "Strangers" (34)		113	53	60	3	3
			"Playing To Win" (132)		132	26	105	1	1
			"High On You" (96)		101	67	34	1	1
			"I'm On Fire" (104)		109	40	66	37	37
			"Too Late For Goodbyes" (93)		96	67	28	3	3
			"Can't Fight" (84)		90	75	14	1	1
			"Living" (82) "Do It Again" (25)		100	40	60	2	2
			"Follow" (91) "Killing" (19) "Spellbound" (16)		107	22	81	10	10
			"Gear Jammer" (90) "I Drink Alone" (23)		107	16	88	3	3
			"Magical" (51) "Naughty Naughty" (48)		88	28	57	7	7
			"Restless Heart" (96)		96	19	74	8	8
			"Do Me Right" (61) "Call" (39)		89	26	61	4	4
			"Ooh Ooh Song" (66) "Diamond Field" (14)		83	39	44	0	0
			"Turn Up The Radio" (60) "My Girlfriend's" (20)		73	19	54	2	2
			"Dangerous" (83)		83	8	74	2	2
			"Injured" (83)		83	5	71	19	19
			"One Foot Back In Your Door" (75)		78	6	63	18	18
			"Like A Wheel" (76)		79	5	64	31	31
			"Will The Wolf" (61) "Don't Worry Baby" (20)		69	15	45	21	21
			"Heartline" (65)		70	6	60	16	16
			"I'd Lie To You" (63)		70	2	64	12	12
			"Beat Of A Heart" (60)		61	14	46	7	7
			"Easy Lover" (36) "Walking" (10)		43	26	17	1	1
			"Relax" (46)		53	14	37	5	5
			"Method" (30) "Bank" (15) "Some Things" (11)		48	18	30	1	1
			"Save A Prayer" (56)		56	13	43	1	1
			"Shades Of 45" (51)		52	3	42	22	22
			"The Usual" (32)		50	8	40	7	7
			"Homecoming" (20) "Wire" (18) "Unforgettable" (10)		45	16	29	4	4
			"Crazy Nights" (43)		45	1	42	9	9
			"Tenderness" (29)		35	16	18	1	1

BREAKERS

FIRM
The Firm (Atlantic)

98% of our reporters on it. 147/2 with adds at: KGGG, WYFE. Debuts at #4 on the Albums chart.

DONNIE IRIS
No Muss...No Fuss (HME/CBS)

55% of our reporters on it. 83/19 including adds at: WBCN, KSRR, WLUP, WPYX, KNCN, KFMG. Moves 32-25 on the Albums chart.

ELLIOT EASTON
Change No Change (Elektra)

53% of our reporters on it. 79/31 including adds at: WKLS, KLOL, WNOR, WLVO, KBCO, WIOT. Debuts at #27 on the Albums chart.

ROMAN HOLLIDAY
Fire Me Up (Jive/Arista)

52% of our reporters on it. 78/18 including adds at: WYSP, KGB, KQAK, WAQY, KLBJ, WAPL. Moves 27-26 on the Albums chart.

AOR ALBUMS — Album airplay data, with four-week trend of chart movement. Records showing significant upward momentum are bulleted. An album's most-reported tracks are listed, with number of stations reporting each song in parentheses. Current singles are **BOLDED**. Current week's total reports, hot and medium rotation reports, and total adds, are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

Armored Saint

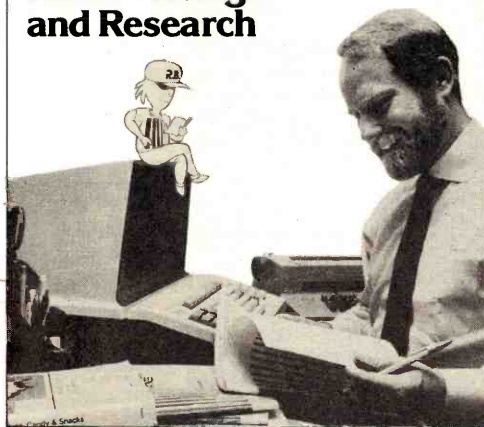
"TAKE A TURN"
TAKEN FROM THE ALBUM "MARCH OF THE SAINT"
AOR 12" ON YOUR DESK THIS WEEK.

Chrysalis

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R&R
BOOKS

AOR / ALBUMS

MOST ADDED

BRUCE SPRINGSTEEN (37)
Born In The U.S.A. (Columbia)
ELLIOT EASTON (31)
Change No Change (Elektra)
VAN MORRISON (26)
A Sense Of Wonder (Mercury/PolyGram)
GARY O' (22)
Strange Behavior (RCA)
LOS LOBOS (21)
How Will The Wolf Survive? (Slash/WB)
DONNIE IRIS (19)
No Mussy...No Fuss (HME/CBS)
ROMAN HOLLIDAY (18)
Fire Me Up (Jive/Arista)

MOST HOTS

JOHN FOGERTY (132)
Centerfield (WB)
BRYAN ADAMS (131)
Reckless (A&M)
DON HENLEY (126)
Building The Perfect Beast (Geffen)
VISION QUEST (120)
Soundtrack (Geffen)
FOREIGNER (104)
Agent Provocateur (Atlantic)
FIRM (104)
The Firm (Atlantic)
DAVID LEE ROTH (95)
Crazy From The Heat (WB)

NEW & ACTIVE

- VAN MORRISON/A Sense Of Wonder (Mercury/PolyGram) 35/26 (9/9)**
Adds include WIYY, WBAB, WAAF, KLBJ, WTKX, KQDS, WWWW, KOZZ. Hots: 5 KBCO, KINK, CHEZ, WIZN, KSPN. Mediums: 17 include WMMM, WRXL, KSJO, KZOK, WDHA, KLYV.
- JOHN HUNTER/Famous At Night (Private I/CBS) 27/3 (30/4)**
Adds: WZZO, WXLP, WWCT. Hots: 6 include CHUM, WLUP, WMMS, WIMZ, KFMX. Mediums: 20 include KSHE, KBCO, WCMF, WRXL, KGGG, WRUF, KLYV.
- CHICAGO/Chicago 17 (WB) 26/16 (18/3)**
Adds include WMMS, WZZO, WRDU, WSKS, WTUE, KLGQ. Hots: 5 CHUM, WKQQ, KMJX, WZXR, WTKX. Mediums: 18 include WOOS, WXLP, WWCT, KMOD, WWWW.
- UTOPIA/P.O.V. (Passport) 26/8 (25/18)**
Adds: WKLS, KCAL, KQAK, WAQY, WTKX, WAPL, WYFE, WWWW. Hots: 0. Mediums: 21 include WBAF, KBCO, KAZY, 91X, KLBJ, KISS, WLAV, WRKI.
- FLASH AND THE PAN/Early Morning Wake Up Call (Epic) 23/1 (24/5)**
Adds: WOUR. Hots: 7 KBCO, 91X, WLIR, WCPZ, KSPN, KTCL, KRQU. Mediums: 15 include WQVE, KAZY, KROQ, KQAK, KNCN, KEZO.
- KEEL/The Right To Rock (Gold Mtn./A&M) 22/6 (20/5)**
Adds: WYSP, KCAL, WHEB, WAQY, KQDS, WIOT. Hots: 0. Mediums: 18 WBCN, WHJY, KLLO, WQFM, KUPD, WAAF, WIMZ, KISS, WTUE.
- BILLY JOEL/An Innocent Man (Columbia) 22/4 (20/5)**
Adds: CHUM, WLUP, WXLP, WWCT. Hots: 6 include WDHA, WRDU, WRXL, WRKI, WHMD. Mediums: 15 include WBCN, WMMS, WRCN, KGGG.
- WIDOW/Gone Too Far (CBS Associated) 21/4 (22/3)**
Adds: WLLZ, WRCN, WFYV, WOOS. Hots: 0. Mediums: 20 include WIYY, WHJY, KZEW, KZAP, KZOK, WPHY, KILO, KEZE.
- ERIC CARMEN/Eric Carmen (Geffen) 17/2 (18/3)**
Adds: WLUP, WWCT. Hots: 5 include CHUM, WMMS, WBYG, KRQU. Mediums: 11 include KSHE, KAZY, KBPI, WZZO, KLAQ, WTKX.
- BRONSKI BEAT/The Age Of Consent (MCA) 16/0 (16/1)**
Adds: 0. Hots: 11 include WBCN, KBCO, KROQ, KQAK, WLIR, K97. Mediums: 5 WMMS, WQBK, WIZN, KSPN, KRQU.
- MADONNA/Like A Virgin (Sire/WB) 15/3 (15/1)**
Adds: WHEB, KMJX, WBLM. Hots: 8 WMMS, KCAL, WZZO, WLIR, WHMD, KLYV, WBYG, KSPN. Mediums: 5 include CHUM, WIMZ, WRDU.
- CHESS/Chess (RCA) 14/3 (13/4)**
Adds: CHUM, DC101, KSPN. Hots: 2 include KQAK. Mediums: 9 include WMMM, KBCO, KROQ, 91X, WLIR, KTYD.
- BEAT FARMERS/Tales Of The New West (Rhino) 14/3 (12/2)**
Adds: WYSP, KKDJ, KSPN. Hots: 3 KBCO, 91X, KTCL. Mediums: 7 include KAZY, KUPD, KGB, CHEZ, KILO, KTYD.
- CONEY HATCH/Friction (Mercury/PolyGram) 13/11 (3/2)**
Adds include WBAB, WHJY, KZEW, WAQY, WAQX, KLBJ. Hots: 1 K97. Mediums: 5 include WLLZ, WQFM, KOMP.
- JANEY STREET/Heroes, Angels, & Friends (Arista) 13/1 (12/0)**
Adds: KNCN. Hots: 2 KBCO, WDHA. Mediums: 11 include WMMS, KAZY, WOUR, WWWW.

NEW & ACTIVE — Records budding in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's most added.

AOR ALBUMS — Album airplay data, with four-week trend of chart movement. Records showing significant upward momentum are bulleted. An album's most-reported tracks are listed, with number of stations reporting each song in parentheses. Current singles are **BOLDED**. Current week's total reports, hot and medium rotation reports, and total adds, are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

AOR BREAKERS — A record is a breaker the first week that it's reported by at least 50% of our AOR reporters. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

R&R AOR / TRACKS

Tracks	Total	Hot	Medium	Total
Weeks	Added			Added
150 REPORTERS				
5	1	1	0	0
4	2	2	1	1
21	9	4	1	1
6	4	3	0	0
15	6	5	0	0
10	8	7	1	2
30	16	11	4	4
28	19	16	3	13
12	12	12	0	0
1	1	5	2	2
3	7	8	0	0
23	17	18	0	0
24	19	19	0	0
30	18	17	1	1
5	9	9	0	0
2	3	10	0	0
45	26	17	9	29
14	13	15	1	1
8	10	14	2	2
58	36	20	16	47
9	11	13	1	1
51	37	22	15	20
32	32	32	0	0
11	14	20	7	1
38	32	24	8	8
33	31	26	5	5
43	39	37	2	2
59	40	29	11	21
27	26	25	1	2
34	33	30	3	3
49	44	31	13	19
17	20	21	0	0
7	21	22	0	0
29	35	34	1	3
22	27	29	0	1
56	36	27	9	32
49	42	38	4	16
54	38	38	0	29
DEBUT	38	36	2	37
19	23	27	0	0
47	43	41	2	7
41	38	39	0	7
50	49	45	4	15
51	51	44	7	26
59	45	44	1	10
DEBUT	46	46	0	22
57	47	47	0	19
51	50	49	1	11
DEBUT	49	49	0	2
13	22	31	0	24
DEBUT	51	49	2	0
32	40	46	0	1
16	25	35	0	3
58	50	46	4	15
DEBUT	57	49	8	35
59	50	46	4	7
DEBUT	59	49	10	18
24	29	42	0	14

BREAKERS

BRUCE SPINGSTEEN
I'm On Fire (Columbia)

69% of our reporters on it. 104/41 including adds at: DC101, KZEW, KL0L, WLLZ, WQFM, KMET. Moves 36-20 on the Tracks chart.

TRIUMPH
Follow Your Heart (MCA)

61% of our reporters on it. 91/31 including adds at: WNEW, KSRR, WLVO, WAAF, WOOS, KOMP. Moves 37-27 on the Tracks chart.

SIMPLE MINDS
Don't You (Forget About Me) (A&M)

61% of our reporters on it. 92/27 including adds at: WIYY, KZEW, KKCI, KZAP, KOME, KLAQ. Moves 40-28 on the Tracks chart.

DONNIE IRIS
Injured In The Game Of Love (HME/CBS)

55% of our reporters on it. 83/19 including adds at: WBCN, KSRR, WLUP, WYX, WZZO, KFMG. Moves 44-31 on the Tracks chart.

GREG KIHN
Lucky (EMI America)

52% of our reporters on it. 78/32 including adds at: WBCN, WBAB, WLUP, WQFM, KUPD, KZAP, KNCC. Moves 56-38 on the Tracks chart.

ELLIOT EASTON
(Wearing Down) Like A Wheel (Elektra)

51% of our reporters on it. 76/29 including adds at: KL0L, WLVO, WKLC, WYFV, KICT, KZEL, KOMP. Moves 54-38 on the Tracks chart.

ROMAN HOLLIDAY
One Foot Back In Your Door (Jive/Arista)

50% of our reporters on it. 75/16 including adds at: WYSP, KGB, WAQY, WIMZ, WAPL, KRSP. Moves 38-37 on the Tracks chart.

NEW & ACTIVE

DWIGHT TWILLEY "Keep On Working" (Private I/CBS) 36/3 (39/2)
Adds: WHEB, KM0D. Hots: 2 KZEW, KRQU. Mediums: 32 include WHJY, WQFM, KLOS, KOME, WRXL, WOOS, WWWV.

FIRM "Satisfaction Guaranteed" (Atlantic) 33/33 (0/0)
Adds include WNEW, DC101, WBNB, WYX, WAAF, W01Z, WTUE, WCOMP. Hots: 7 WLVO, KAZY, KFOG, KSJO, KZOK, WYFV, KKDJ. Mediums: 24 include WWCK, KEZO, KZEL, WRKI, WWWW, JOHN HIATT "The Usual" (Geffen) 32/7 (29/5)
Adds: WDHA, WPLR, WHEB, WXKE, KFMX, WBYG, WZZO. Hots: 2 CHEZ, KILO. Mediums: 29 include WHJY, KYYS, KGB, KQDS, KKKJ.

FIRM "Someone To Love" (Atlantic) 27/27 (0/0)
Adds include WNEW, W01Z, KOME, WOUR, KICT, Hots: 7 WIYY, KSRR, WNOR, WLLZ, WCCC, WHCN, WWCT. Mediums: 18 include WAAF, WAPL, WOOS, KEZO, WRUF, KFMQ.

VAN MORRISON "Tore Down A La Rimbaud" (Mercury/PolyGram) 27/22 (5/5)
Adds include WIYY, WBAB, WRCL, WAAF, KNCC, KQDS. Hots: 3 KINK, WIZN, KSPN. Mediums: 14 include WMMR, KSJO, KZOK, KIEU, KLYV.

JOHN HUNTER "Tragedy" (Private I/CBS) 27/3 (30/5)
Adds: WZZO, WXLV, WWCT. Hots: 6 include CHUM, WLUP, WMMS, WIMZ, KFMX. Mediums: 20 include KSHE, KBCC, WCMF, WRXL, KGGG.

GEORGE THOROGOOD & THE DESTROYERS "I Drink Alone" (EMI America) 23/9 (16/8)
Adds include WMMS, WOUR, WKQD, WAPL, WXGR, KFMQ. Hots: 3 WYSP, WHJY, WAOX. Mediums: 18 include WBAB, W01Z, KYYS, KGB, KILO.

PHIL COLLINS "Susudio" (Import) 23/7 (19/6)
Adds: DC101, KTXX, WSHE, WNOR, KQAK, WDFM, WOODS. Hots: 12 include WNEW, 91X, WDHA, W01Z, WXKE. Mediums: 8 include WBAB, KSRR, WLUR, WKLC.

TOTO "Holyanna" (Columbia) 23/4 (24/2)
Adds: WSHE, WHEB, WRXL, KZQQ. Hots: 4 WTKX, WBYG, WCPZ, KFMF. Mediums: 18 include WBCN, WMMS, KSHE, WCMF.

BILLY JOEL "Keeping The Faith" (Columbia) 22/4 (20/5)
Adds include CHUM, WXLV, WWCT. Hots: 6 include WLUR, WDHA, WRDU, WRKI, WHMD. Mediums: 15 include WBCN, WMMS, WKLC, KLAQ, KGGG.

CHICAGO "Along Comes A Woman" (WB) 21/18 (3/1)
Adds include WMMS, WZZO, WKLC, WCMF, WRDU, WRXL, WTUE, KATT. Hots: 2 WKQD, WTKX. Mediums: 15 include KGGG, WWCT.

FOREIGNER "Tooth And Nail" (Atlantic) 21/4 (21/4)
Adds: KCAL, WDHX, KEZE, KRQU. Hots: 12 include KGB, KISS, WOOS, WLAJ, KILO. Mediums: 8 include WKLS, WMMS, WAAF.

JOHN FOGERTY "I Saw It On T.V." (WB) 21/3 (21/3)
Adds: WSHE, WRKI, WRUF. Hots: 9 WMMR, KTXX, KAZY, KUPD, WCCC, W01Z, WTKX, KILO, WWWW. Mediums: 12 include DC101, WKLS, KIEU, KEZO.

U2 "A Sort Of Homecoming" (Island) 20/6 (17/5)
Adds include KKDJ, WQBK, WWWV, WCPZ, KRQU. Hots: 8 WIYY, KQAK, CHEZ, KMBY, WIZN, KYTD. Mediums: 14 include WSHE, WHCN, WAQY.

WIDOW "Bitch" (CBS Associated) 20/4 (21/4)
Adds: WLLZ, WRCL, WYFV, WOOS. Hots: 0. Mediums: 19 include WIYY, WHJY, KZAP, WYX, KLAQ, KILO, KZEL, KEZE.

AUTOGRAPH "My Girlfriend's Boyfriend's Not Me" (RCA) 20/4 (20/7)
Adds include KZEW, KQDS, WXGR. Hots: 3 WOUR, KILO, KYTD. Mediums: 17 include KLOS, KGB, WKQD, WKDF, KISS.

FLASH AND THE PAN "Midnight Man" (Epic) 20/3 (18/3)
Adds: CHEZ, WOUR, KEZO. Hots: 7 KBCC, 91X, WLUR, WCPZ, KSPN, KTCL, KRQU. Mediums: 12 include KRQO, KNCC.

KEEL "The Right To Rock" (Gold Mountain/A&M) 19/5 (17/4)
Adds: KCAL, WHEB, WAQY, KQDS, WIOT. Hots: 0. Mediums: 16 WBCN, WHJY, KILO, WQFM, KUPD, WAAF, KISS, WTUE.

BRYAN ADAMS "Summer Of 69" (A&M) 19/3 (19/0)
Adds: KZEW, WAOX, WKDF. Hots: 9 include KTXX, KSRR, KYTD. Mediums: 10 include KL0L, KGB, KRQR, KQDS.

JASON & THE SCORCHERS "White Lies" (EMI America) 17/17 (0/0)
Adds include WBCN, KBCC, WAQY, WWWV. Hots: 0. Mediums: 7 include WKDF, KILO, KYTD.

GO WEST "We Close Our Eyes" (Chrysalis) 17/17 (0/0)
Adds include WSHE, WMMS, KBCC, KP01. Hots: 1 WLUR. Mediums: 9 include WOUR, WKQD, KLYV.

DON HENLEY "Drivin' With Your Eyes Closed" (Geffen) 17/3 (15/1)
Adds: KZEL, WRUF, KOZZ. Hots: 12 include KL0L, KSRR, KSHE, KAZY, KFOG, WQFM, KILO. Mediums: 5 include KGB.

PRINCE "Take Me With U" (WB) 16/5 (13/7)
Adds: CHUM, KRQO, WHEB, KGGG, WQBK. Hots: 5 include WMMS, WZZO, KP01. Mediums: 9 include KFOG, WBLM.

DAVID LEE ROTH "Just A Gigolo" (WB) 16/2 (18/8)
Adds: WNOR, KKKJ. Hots: 10 include KTXX, WCCC. Mediums: 6 include W01Z, WBLM.

ERIC CARPENTER "I Wanna Hear It From Your Lips" (Geffen) 16/2 (17/3)
Adds: WLUR, WTKT. Hots: 5 include WMMS. Mediums: 10 include KSHE, KAZY, WZZO, WIMZ.

FIRM "Make Or Break" (Atlantic) 15/15 (0/0)
Adds include KICT. Hots: 8 include WIYY, KTXX, KSRR, KP01, KYTD. Mediums: 6 include KL0L, KGB, WAAF, KQDS.

UTOPIA "Play This Game" (Passport) 15/4 (15/10)
Adds: WKLS, WAQY, WAPL, WWWV. Hots: 0. Mediums: 12 include WBAB, KISS, WTUE, WRKI.

JOHN FOGERTY "Mr. Green" (WB) 15/1 (15/4)
Adds: WPDH. Hots: 10 include KYYS, KFOG, KISS, KATT, KILO, KKKJ. Mediums: 5 include KGB, WRKI.

MOST ADDED

- BRUCE SPINGSTEEN (41)
I'm On Fire (Columbia)
- TUBES (37)
Piece By Piece (Capitol)
- FIRM (35)
Closer (Atlantic)
- SANTANA (33)
Say It Again (Columbia)
- FIRM (33)
Satisfaction Guaranteed (Atlantic)
- GREG KIHN (32)
Lucky (EMI America)
- TRIUMPH (31)
Follow Your Heart (MCA)

MOST HOTS

- MICK JAGGER (129)
Just Another Night (Columbia)
- BRYAN ADAMS (126)
Somebody (A&M)
- JOURNEY (118)
Only The Young (Geffen)
- PHIL COLLINS (101)
One More Night (Atlantic)
- FIRM (99)
Radioactive (Atlantic)
- JOHN FOGERTY (95)
The Old Man Down The Road (WB)
- JOHN FOGERTY (86)
Rock And Roll Girls (WB)

PARALLELS

Parallel I: Selected stations in major markets that are format dominant and/or exert a significant national influence.
Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence.
Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence.

256 Reports

JOHN DOE 'Hit Song' (Anylabel) LP: Hit Song
Regional 100/25 44% National Summary 100/25 44%

EXAMPLE

100/25 = 100 CHR reporting stations on a 10 week including 25 adds
44% = Percentage of the weeks reporters playing it.
Regional Reach = Percentage of reporters playing the song within each region.
National Summary: Up 51 = Number of stations moving up on the charts. Debuts 20 = Number of stations debuting the song this week. Same = Number of stations reporting no movement this week. On to On = Add to On 31, 31, etc. Down 0 = Number of stations moving down on their charts. Add 25 = Total number of stations adding to this week.

BRYAN ADAMS Somebody (A&M) LP: Rockness
Regional 22/17 85% National Summary 22/17 85%

WHEEL 18/4 62% National Summary 18/4 62%

WHEEL 18/4 62% National Summary 18/4 62%

WHEEL 18/4 62% National Summary 18/4 62%

WHEEL 18/4 62% National Summary 18/4 62%

WHEEL 18/4 62% National Summary 18/4 62%

WHEEL 18/4 62% National Summary 18/4 62%

WHEEL 18/4 62% National Summary 18/4 62%

WHEEL 18/4 62% National Summary 18/4 62%

WHEEL 18/4 62% National Summary 18/4 62%

ASHFORD & SIMPSON Sold (Capitol) LP: Sold
Regional 18/10 77% National Summary 18/10 77%

ASHFORD & SIMPSON Sold (Capitol) LP: Sold
Regional 18/10 77% National Summary 18/10 77%

ASHFORD & SIMPSON Sold (Capitol) LP: Sold
Regional 18/10 77% National Summary 18/10 77%

ASHFORD & SIMPSON Sold (Capitol) LP: Sold
Regional 18/10 77% National Summary 18/10 77%

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Regional 18/10 77% National Summary 18/10 77%

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Regional 18/10 77% National Summary 18/10 77%

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Regional 18/10 77% National Summary 18/10 77%

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Regional 18/10 77% National Summary 18/10 77%

ASHFORD & SIMPSON Sold (Capitol) LP: Sold
Regional 18/10 77% National Summary 18/10 77%

ASHFORD & SIMPSON Sold (Capitol) LP: Sold
Regional 18/10 77% National Summary 18/10 77%

ASHFORD & SIMPSON Sold (Capitol) LP: Sold
Regional 18/10 77% National Summary 18/10 77%

ASHFORD & SIMPSON Sold (Capitol) LP: Sold
Regional 18/10 77% National Summary 18/10 77%

ASHFORD & SIMPSON Sold (Capitol) LP: Sold
Regional 18/10 77% National Summary 18/10 77%

ASHFORD & SIMPSON Sold (Capitol) LP: Sold
Regional 18/10 77% National Summary 18/10 77%

Autograph Continued
WHEEL 18/4 62% National Summary 18/4 62%

BRONSKI BEAT Smarrows 'Boy (MCA) LP: The Age of Consent
Regional 72/10 28% National Summary 72/10 28%

ERIC CARMEN 'Wanna Hear... (Geffen) LP: Eric Carmen
Regional 19/25 76% National Summary 19/25 76%

DAVID BOWIE & PAT METHENY 'This Is Not America (EMI America) LP: The Falcon & The Snowman Soundtrack
Regional 17/11 70% National Summary 17/11 70%

Autograph Turn Up the Radio (RCA) LP: Sign in Flame
Regional 17/27 86% National Summary 17/27 86%

Autograph Turn Up the Radio (RCA) LP: Sign in Flame
Regional 17/27 86% National Summary 17/27 86%

Autograph Turn Up the Radio (RCA) LP: Sign in Flame
Regional 17/27 86% National Summary 17/27 86%

ERIC CARMEN 'Wanna Hear... (Geffen) LP: Eric Carmen
Regional 19/25 76% National Summary 19/25 76%

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Regional 19/25 76% National Summary 19/25 76%

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Regional 19/25 76% National Summary 19/25 76%

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Regional 19/25 76% National Summary 19/25 76%

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Regional 19/25 76% National Summary 19/25 76%

ERIC CARMEN 'Wanna Hear... (Geffen) LP: Eric Carmen
Regional 19/25 76% National Summary 19/25 76%

ERIC CARMEN 'Wanna Hear... (Geffen) LP: Eric Carmen
Regional 19/25 76% National Summary 19/25 76%

CHICAGO Along Comes A Woman (WB) LP: Chicago 17
Regional 100/86 39% National Summary 100/86 39%

CHICAGO Along Comes A Woman (WB) LP: Chicago 17
Regional 100/86 39% National Summary 100/86 39%

CHICAGO Along Comes A Woman (WB) LP: Chicago 17
Regional 100/86 39% National Summary 100/86 39%

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Regional 100/86 39% National Summary 100/86 39%

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Regional 100/86 39% National Summary 100/86 39%

CHICAGO Along Comes A Woman (WB) LP: Chicago 17
Regional 100/86 39% National Summary 100/86 39%

CHICAGO Along Comes A Woman (WB) LP: Chicago 17
Regional 100/86 39% National Summary 100/86 39%

Debarge Rhythm of The... (Gordy/Motown) LP: Rhythm of The Night
Regional 148/85 67% National Summary 148/85 67%

Debarge Rhythm of The... (Gordy/Motown) LP: Rhythm of The Night
Regional 148/85 67% National Summary 148/85 67%

Debarge Rhythm of The... (Gordy/Motown) LP: Rhythm of The Night
Regional 148/85 67% National Summary 148/85 67%

Debarge Rhythm of The... (Gordy/Motown) LP: Rhythm of The Night
Regional 148/85 67% National Summary 148/85 67%

Debarge Rhythm of The... (Gordy/Motown) LP: Rhythm of The Night
Regional 148/85 67% National Summary 148/85 67%

Debarge Rhythm of The... (Gordy/Motown) LP: Rhythm of The Night
Regional 148/85 67% National Summary 148/85 67%

Debarge Rhythm of The... (Gordy/Motown) LP: Rhythm of The Night
Regional 148/85 67% National Summary 148/85 67%

Table with columns: Artist Name, Song Title, Radio Station, and Airplay Score.

MADONNA (The Borderlines (A&M)) LP: Like a Virgin. Regional: 242/16 86% National: 20/16

JEFFREY OSBORNE (The Borderlines (A&M)) LP: Don't Stop. Regional: 164/26 80% National: 6/16

PRINCE (The New Power Generation (P&S)) LP: Purple Rain Soundtrack. Regional: 196/41 76% National: 38/41

DAVID LEE ROTH (California Girls (WB)) LP: David Lee Roth. Regional: 263/2 96% National: 5/2

SIMPLE MINDS (Don't You Forget About Us (A&M)) LP: Breakfast/Bud Soundtrack. Regional: 62/22 20% National: 8/22

Table with columns: Artist Name, Song Title, Radio Station, and Airplay Score.

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Table with columns: Artist Name, Song Title, Radio Station, and Airplay Score.

ALAN PARSONS PROJECT (Let's Talk About Me (Arista)) LP: Culture Club. Regional: 88/42 34% National: 9/42

Table with columns: Artist Name, Song Title, Radio Station, and Airplay Score.

Table with columns: Artist Name, Song Title, Radio Station, and Airplay Score.

Table with columns: Artist Name, Song Title, Radio Station, and Airplay Score.

Table with columns: Artist Name, Song Title, Radio Station, and Airplay Score.

New Edition (Mr. Telephone Man (MCA)) LP: New Edition. Regional: 218/8 84% National: 13/8

Table with columns: Artist Name, Song Title, Radio Station, and Airplay Score.

REO SPEEDWAGON (Can't Fight This (Epic)) LP: Whips Are Turnin'. Regional: 254/0 99% National: 2/0

Table with columns: Artist Name, Song Title, Radio Station, and Airplay Score.

Table with columns: Artist Name, Song Title, Radio Station, and Airplay Score.

Table with columns: Artist Name, Song Title, Radio Station, and Airplay Score.

Table with columns: Artist Name, Song Title, Radio Station, and Airplay Score.

JOHN PARR (Naughty Naughtly (Atlantic)) LP: John Parr. Regional: 202/14 78% National: 26/14

Table with columns: Artist Name, Song Title, Radio Station, and Airplay Score.

SANTANA (Say It Again (Columbia)) LP: Beyond Appearances. Regional: 82/40 32% National: 2/40

Table with columns: Artist Name, Song Title, Radio Station, and Airplay Score.

Table with columns: Artist Name, Song Title, Radio Station, and Airplay Score.

Table with columns: Artist Name, Song Title, Radio Station, and Airplay Score.

Table with columns: Artist Name, Song Title, Radio Station, and Airplay Score.

SCANDAL (Beat of a Heart (Columbia)) LP: The Warrior. Regional: 156/21 81% National: 7/21

Table with columns: Artist Name, Song Title, Radio Station, and Airplay Score.

JERMAINE STEWART (The Word Is Out). Regional: 67/23 26% National: 8/23

New & Active Continued

SURVIVOR
High On You (Scotti Bros./CBS)
LP: Vital Signs

230% **90%**

15 **24**

W **P3**

Regional	National
W 154	W 118
W 78	W 154
W 19	W 131
W 154	W 154

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

TIME
Angela Love (WB)
LP: Ice Cream Castles

71% **15**

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
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W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

PARALLELS SIGNIFICANT ACTION

SONGS WITH LESS THAN 50 STATION REPORTS

TEENA MARIE
Lovergirl (Epic)
LP: Starline

2231% **87%**

19

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

WHEELS
Whisper (Columbia)
LP: Make It Big

2540 **90%**

1

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

DOKKEN
Just Got Lucky (Elektra)
LP: Touch And Heal

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

PATTI LABELLE
New Attitude (MCA)
LP: Beverly Hills Cop Soundtrack

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

NOLAN THOMAS
Yo' Little Brother (Mirage/Atco)

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

JOHN WATE
Restless (EMI America)
LP: No Brakes

87/10 **38%**

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

WHEELS
Whisper (Columbia)
LP: Make It Big

2540 **90%**

1

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

GO WEST
We Close Our Eyes (Chrysalis)
LP: Go West

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

STEVE MILLER BAND
Bongo Bongo (Capitol)
LP: Italian X-Rays

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

TIME
The Bird (WB)
LP: Ice Cream Castles

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

TEENA MARIE
Lovergirl (Epic)
LP: Starline

2231% **87%**

19

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

WHEELS
Whisper (Columbia)
LP: Make It Big

2540 **90%**

1

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

PAUL HURDCASTLE
Rain Forest (Profile)

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

BRETT PHILLINGANES
Behind The Mask (Planet/RCA)
LP: Pulse

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

TRIUMPH
Follow Your Heart (MCA)
LP: Spellbound

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

MURRAY HEAD
One Night In Bangkok (RCA)
LP: Chiss

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

ROBEY
One Night In... (Silver Blue/CBS)

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

VELS
Look My Way (Mercury/PQ)
LP: Velocity

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

ROMAN HOLLIDA
One Foot Back... (Jive/Arista)
LP: Touches Soundtrack

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

KENNY ROGERS
Crazy (RCA)
LP: What About Me

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

JACK WAGNER
Manhattan (WB)
LP: All I Need

W **P3**

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

W 154
W 78
W 19
W 154

“★%!★ it. I just can't listen to all this ★!!%★!”



It's not because he doesn't want to. Including your priority, he has an average of 68 records to listen to and time just doesn't allow a fair hearing on each and every one this week.

AIR requires his attention on just 5 records each week. We can get him to listen because AIR is the fastest, most reliable research tool for getting radio to listen to music.

Call Alan Smith at (301) 964-5544 for more information.

WEEK #19

AIR Priorities

WEEK #19

Listen to the selections listed below. Decide if each has the potential to attain New & Active, 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, February 20, 1985

	TITLE	ARTIST	LABEL
CHR	ALONG COMES A WOMAN	CHICAGO	W.B.
	SAY IT AGAIN	SANTANA	COLUMBIA
	LUCKY	GREG KIHN	EMI AMERICA
	PIECE BY PIECE	THE TUBES	CAPITOL
	ROXANNE, ROXANNE	UTFO	SELECT

Listen to the Tracks listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R AOR Hot Tracks. Then call in your responses to AIR at 301-964-5544. Deadline for AOR responses is 6pm, Thursday, February 21, 1985

	TITLE/CUTS	ARTIST	LABEL
AOR	A SENSE OF WONDER	VAN MORRISON	MERCURY
	"Tore Down" "Sense Of Wonder" "If You"		
	STELLA	YELLO	ELEKTRA
	"Vicious Games" (12")		

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR and AOR music for artist managers, producers and record companies.

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Contemporary Hit Radio

Continued from Back Page

BREAKERS

BRUCE SPRINGSTEEN I'm On Fire (Columbia)

72% of our reporters on it. Moves: Up 14, Debuts 61, Same 53, Down 0, Adds 57 including KEGL, 92X, WKTI, KMJK, FM102, KMEL, KWSS. Complete airplay in Parallels.

ANIMOTION Obsession (Mercury/PolyGram)

66% of our reporters on it. Moves: Up 32, Debuts 37, Same 48, Down 0, Adds 53 including B104, 94Q, Q105, 92X, KKRZ, FM102, KS103. Complete airplay in Parallels.

AUTOGRAPH Turn Up The Radio (RCA)

66% of our reporters on it. Moves: Up 81, Debuts 15, Same 44, Down 3, Adds 27 including WNYS, PRO-FM, WCZY, WHYT, KITS, 98PX, KHFI. See Parallels, debuts at number 37 on the CHR chart.

SCANDAL featuring PATTY SMYTH Beat Of A Heart (Columbia)

61% of our reporters on it. Moves: Up 57, Debuts 22, Same 55, Down 0, Adds 21 including PRO-FM, 94Q, KIMN, Q103, KIIS-FM, KS103, WBEN-FM. Complete airplay in Parallels.

JEFFREY OSBORNE The Borderlines (A&M)

60% of our reporters on it. Moves: Up 40, Debuts 16, Same 73, Down 0, Adds 25 including B94, KIMN, KITS, WBEN-FM, WDCG, KAY107, KYNO-FM. Complete airplay in Parallels.

NEW & ACTIVE

- DEBARGE "Rhythm Of The Night" (Motown) 146/85
Moves: Up 4, Debuts 19, Same 38, Down 0, Adds 85 including WMAR, WHTX, WAVA, Z93, KEGL, B97, WGCL, WHYT, KDWB-FM, KIIS-FM, KWSS, KUBE, Y100 31-28, KMEL 4-36, KPCC 40-34.
- GREG KIHN "Lucky" (EMI America) 129/57
Moves: Up 2, Debuts 19, Same 51, Down 0, Adds 57 including WMAR, Z93, KEGL, KDWB-FM, Q103, KWSS, WKEE, WANS-FM, WKFR, KKKX, KHYT, WKSP, B97 4-30, WCZY 4-38, KMEL 4-35.
- COMMODORES "Nightsht" (Motown) 126/23
Moves: Up 24, Debuts 25, Same 44, Down 0, Adds 23 including WNYS, CKOI, WPLJ, B94, Y100, WCZY, KITS, KMEL, WVSR, WBBO, KCMG, WSSX 30-24, WOAY 20-14.
- DAN HARTMAN "Second Nature" (MCA) 122/42
Moves: Up 6, Debuts 11, Same 63, Down 0, Adds 42 including WXKS-FM, WHYT, WLDF-LM, Q103, Q100, WSPK, KITE, KRGV, KIKK, KPDP, OK100, WBWB, WCAU-FM 25-22, KPLUS 37-32, WKDD 37-32.
- LRB "Playing To Win" (Capitol) 102/13
Moves: Up 22, Debuts 12, Same 55, Down 0, Adds 13 including WHYY, WLAN-FM, WKRF-FM, KHFI, WNOK-FM, KMBO, WKFR, WIOG, KPDP, 98XG, KDVV, WBEN-FM 40-35, WJXQ 32-29, OK95 31-22.
- CHICAGO "Along Comes A Woman" (WB) 100/96
Moves: Up 2, Debuts 1, Same 1, Down 0, Adds 96 including WMAR, WHTT, WNYS, PRO-FM, B97, WLS-FM, WGCL, KBEO, Z239, KWK, KIIS-FM, KS103, KPLUS, KAFM 35-30, KSHI 4-32.
- JOHN WAITE "Restless Heart" (EMI America) 97/10
Moves: Up 17, Debuts 15, Same 55, Down 0, Adds 10, WXKS-FM, PRO-FM, WGCL, WLAN-FM, WZPL, WKFR, WIOG, KBOS, KZZU, KNIN, WCAU-FM 32-24, KPLUS 38-31, WRCK 28-23, WOKI 38-34, KIST 36-29.
- DON HENLEY "All She Wants To Do Is Dance" (Geffen) 96/95
Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 95 including WNYS, CKDI, WAVA, 94Q, KAFM, 92X, KBEO, Z239, WLDF-LM, KIIS-FM, KKRZ, KWOD, KJOS, KPLUS 4-37.
- FIRM "Radioactive" (Atlantic) 91/21
Moves: Up 12, Debuts 13, Same 45, Down 0, Adds 21 including I95, WGCL, WKTI, KWSS, WTLQ, WANS-FM, KKRZ, WHOT, KIKX, KFM, KHYT, KOCR, KPLUS 40-35, WJXQ 34-28, WJXV 38-31.
- ALAN PARSONS PROJECT "Let's Talk About Me" (Arista) 88/42
Moves: Up 2, Debuts 5, Same 39, Down 0, Adds 42 including WMAR, WCAU-FM, WGCL, Z239, KWK, KWOD, WERZ, KANZ, WRNO, WHOT, KOKR, KOCM, WSOV, WKOD 4-40, KCBN 40-35.
- SANTANA "Say It Again" (Columbia) 82/40
Moves: Up 0, Debuts 4, Same 38, Down 0, Adds 40 including CKOI, WCAU-FM, 92X, WHYT, KDWB-FM, KIMN, WKEE, WZYP, WHOT, KOKR, KHYT, WKHI, KNOE-FM, WAZY-FM, KMEL 4-40, WERZ 4-38, WJXQ 4-38.
- JERMAINE JACKSON & PIA ZADORA "When The Rain Begins To Fall" (Curb/MCA) 81/18
Moves: Up 2, Debuts 6, Same 55, Down 0, Adds 18 including 94Q, WKEE, KZZB, WSSX, KMBO, WKFR, KAY107, KP95, KOMO, KOB3, WZON, WAZY-FM, FM102 29-27, KX106 4-33, KSNB 4-29.
- BRONSKI BEAT "Small Town Boy" (MCA) 72/10
Moves: Up 23, Debuts 7, Same 28, Down 4, Adds 10, WNYS, KWOD, KWSS, WSPK, 98PX, KWIQ, KHOP, KPDP, KSKD, Q101, WXKS-FM 7-6, 94Q 25-19, Z93 19-16, WCZY 38-30, OK95 32-26.

MOST ADDED

- CHICAGO (96)
Along Comes A Woman (WB)
DON HENLEY (95)
All She Wants To Do Is Dance (Geffen)
DEBARGE (85)
Rhythm Of The Night (Motown)
BRUCE SPRINGSTEEN (57)
I'm On Fire (Columbia)
GREG KIHN (57)
Lucky (EMI America)
ANIMOTION (53)
Obsession (Mercury/PolyGram)

HOTTEST

- REG SPEEDWAGON (181)
Can't Fight This Feeling (Epic)
WHAMI (151)
Careless Whisper (Columbia)
DAVID LEE ROTH (130)
California Girls (WB)
POINTER SISTERS (65)
Neutron Dance (Planet/RCA)
BILLY OCEAN (59)
Loverboy (Jive/Arista)
FOREIGNER (58)
I Want To Know What Love Is (Atlantic)

JERMAINE STEWART "The Word Is Out" (Arista) 67/23

- Moves: Up 18, Debuts 3, Same 22, Down 1, Adds 23 including B104, WMAR, PRO-FM, KAFM, KBEO, 92KTU, KWIC, KZZB, KIK, KISN, WOAY, Q104, 94Q 27-22, Y100 4-3, KMEL 25-18.
- ISLEY, JASPER, ISLEY "Kiss And Tell" (CBS Associates) 64/32
Moves: Up 1, Debuts 2, Same 29, Down 0, Adds 32 including Z93, WFLY, WBEN-FM, 93Q, WBBO, KZZB, KJ103, KOFM, KFM, KSNB, KDON-FM, WKH, KTDY, WDSR, KHFX.
- TOTO "Holyanna" (Columbia) 59/4
Moves: Up 14, Debuts 2, Same 39, Down 0, Adds 4, CKOI, WIOG, WRON, WCIL-FM, B96 on, WLDF-LM 35-31, K104 34-32, WKDD 32-28, WJXQ 35-32, K093 26-21, KPXP 28-25, 95XIL 31-29, WBNG 30-26, KBIM 36-32, KIST 39-32, OK95 28-19.
- SIMPLE MINDS "Don't You Forget About Me" (A&M) 52/52
Moves: Up 0, Debuts 0, Same 20, Down 0, Adds 20 including WXKS-FM, CKOI, KMEL, KPLUS, K104, WLAN-FM, WRCK, WSSX, KX104, KZIO, KSKD, WOAY, WKSF, KKQV, KDVV, KCCO, K8IM.

SIGNIFICANT ACTION

NOLAN THOMAS "Yo' Little Brother" (Mirage/Atco) 49/8

- Moves: Up 14, Debuts 2, Same 22, Down 3, Adds 8, CKOI, Z106, WKRF-FM, KISN, WKHI, KTDY, WGLF, KKQV, Y100 15-12, KMEL 11-10, Q100 33-29, WSPK 17-11, KZZB 30-27, WKZL 23-18, KCAQ 13-8.
- ROMAN HOLLIDAY "One Foot Back In Your Door" (Jive/Arista) 44/2
Moves: Up 4, Debuts 2, Same 26, Down 0, Adds 17 including WHYY, Q100, WKRF-FM, WTLQ, WZLD, Y106, KTFM, WKZL, WHTF 4-35, KWIC on, WKOD 40-33, KX104 30-29, WJXQ on-dp, WRON on-dp, WHOT on, OK95 40-35.
- GO WEST "We Close Our Eyes" (Chrysalis) 41/41
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 41 including WCAU-FM, 94Q, Z93, KPKE, Q100, WVSR, WHTF, WBBO, WJZR, WFMI, KZIO, WJXQ, KKRZ, KF95, KSNB.
- MURRAY HEAD "One Night In Bangkok" (RCA) 38/17
Moves: Up 5, Debuts 0, Same 12, Down 0, Adds 17 including WHYY, Q100, WKRF-FM, WTLQ, WZLD, Y106, KTFM, WKZL, KLUIC, KHOP, WSPY, KBIM, CKGM 24-10, KMEL 36-22, Z104 39-21.
- DIANA ROSS "Missing You" (RCA) 35/14
Moves: Up 13, Debuts 3, Same 5, Down 0, Adds 14, B104, Z100, 94Q, WKTI, Y108, KMJK, KWOD, KITS, Y107, WZUW, WKSF, KCBN, WMAR 12-8, WHYT 19-15, KMGX 10-4.
- ROBEY "One Night In Bangkok" (Silver Blue/CBS) 30/20
Moves: Up 1, Debuts 2, Same 7, Down 0, Adds 20 including Z239, Q100, WERZ, WKRF-FM, WTLQ, WZLD, KZIO, KJ103, KKRZ, KSNB, KCAQ, KHYT, I95 39-34, KPLUS 4-36, OK95 4-34.
- TEMPTATIONS "Treat Her Like A Lady" (Gordy/Motown) 29/0
Moves: Up 15, Debuts 1, Same 7, Down 6, Adds 0, WXKS-FM 17-16, CKOI 4-38, PRO-FM on, 94Q 20-18, Y100 19-16, Z106 18-17, WBBO 19-14, KSET-FM 19-15, WRVQ 22-19, K093 13-11, WOAY 18-13, WGLF on.
- STEVE MILLER "Bongo Bongo" (Capitol) 28/2
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 2, Q100, WTLQ, Y100 on, WFLY on, K104 on, WSSX on, WZLD on, WJXQ on-dp, WHOT on, KSNB on, KSKD on, OK95 4-39.
- TRIUMPH "Follow Your Heart" (MCA) 26/11
Moves: Up 0, Debuts 1, Same 14, Down 0, Adds 11, 93Q, KX104, WRON, KF95, KSNB, KSKD, WJAD, KWES, KKQV, WHSL, KBIM, KPLUS on, WHTF on, KWIC on, WJXQ 4-40.
- PAUL HARCASLE "Rain Forest" (Profile) 25/3
Moves: Up 12, Debuts 3, Same 8, Down 0, Adds 3, WPSY, WBBO, WKZ, WCZY 19-17, KIIS-FM 27-26, KOPA 16-10, FM102 11-5, KS103 30-22, KMEL 13-8, KITE 4-18, KTFM 20-10, Z104 25-18, KCAQ 15-9, KHYT 26-21, WPFM 33-22.
- VELS "Look My Way" (Mercury/PolyGram) 24/13
Moves: Up 0, Debuts 1, Same 10, Down 0, Adds 13, WXKS-FM, I95, KPLUS, WERZ, WKRF-FM, WJZR, KSET-FM, KSNB, KZZU, WCGQ, T94, OK95, WCAU-FM on, WZLD on, WKI 4-39.

PATTI LABELLE "New Attitude" (MCA) 23/16

- Moves: Up 0, Debuts 1, Same 8, Down 0, Adds 16 including WCAU-FM, Z93, I95, WVSR, WERZ, WTLQ, WBBO, WZLD, KTE, Y107, KSNB, KISN, WXKS-FM on, 94Q 4-31, 92KTU on.
- DOKEN "Just Got Lucky" (Elektra) 20/1
Moves: Up 1, Debuts 3, Same 15, Down 0, Adds 1, WKZL, WVSR on, WERZ on, WKRF-FM on, WHTF 4-40, WJZR on, WOKI on, KX104 4-40, WJXQ 39-36, WRON on-dp, WCGQ 4-40.
- KENNY ROGERS "Crazy" (RCA) 14/0
Moves: Up 8, Debuts 1, Same 4, Down 1, Adds 0, K104 12-10, KAMZ 20-18, KTFM 23-21, KIKI 35-31, K093 18-17, KHYT 25-23, KRQ 2-27, WCGM on-dp, OK100 16-11, 95XIL on-dp, WJXV 26-19.
- TIME "The Bird" (WB) 12/7
Moves: Up 2, Debuts 2, Same 1, Down 0, Adds 7, WAVA, KAFM, B97, KKRZ, KMJK, KPLUS, 92KTU, Q102 on, RI-104 4-34, KJ103 39-35, KIKI 30-23, WCIL-FM 4-25.
- GREG PHILLINGANES "Behind The Mask" (Planet/RCA) 11/1
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 1, OK100, KPLUS on, K104 on, WZYP on, KSNB on, 95XIL on, WJAD on, KVES on, WJXV on, WHSL on, OK95 on.
- TUBES "Piece By Piece" (Capitol) 10/10
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 10, WRCK, WZLD, WFMI, WJXQ, WRON, KSNB, WHSL, WDBR, KCCO, OK95.
- JACK WAGNER "Pronouncement" (Quest/WB) 10/2
Moves: Up 3, Debuts 2, Same 3, Down 0, Adds 2, PRO-FM, Y100, KWIC on, WQID 4-32, WKDD 40-37, KOFM on, KAY107 38-35, KCAQ 32-29, KNBQ 4-40, WOAY on.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/title label designation indicate the total number, how many added it for the first time this week. Moves indicate the type of activity this week; Up for upward chart movement. Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels.

Note: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40.

Change

VSA-42606

AS PERFORMED BY

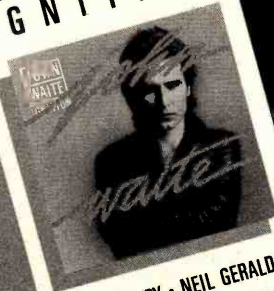
**JOHN
WAITE**

THE HIT SONG FROM THE MOVIE

Vision Quest

12" SHIPS TO ADR THIS WEEK

TAKEN FROM THE JOHN WAITE ALBUM
IGNITION



PRODUCED BY - NEIL GERALDO

NEW VIDEO AVAILABLE NOW



Chrysalis

Cassettes, Records & Compact Discs

Contemporary Hit Radio

Three Weeks	Two Weeks	Last Week	Weeks on Chart	Artist/Track
4	2	1	1	1 WHAMI/Careless Whisper (Columbia)
13	8	7	2	2 REO SPEEDWAGON/Can't Fight This Feeling (Epic)
1	1	2	3	3 FOREIGNER/I Want To Know What Love Is (Atlantic)
5	4	3	4	4 BILLY OCEAN/Loverboy (Jive/Arista)
17	12	9	5	5 DAVID LEE ROTH/California Girls (WB)
9	6	4	6	6 POINTER SISTERS/Neutron Dance (Planet/RCA)
11	9	8	7	7 GLENN FREY/The Heat Is On (MCA)
8	5	5	8	8 DARYL HALL & JOHN OATES/Method Of Modern Love (RCA)
18	15	10	9	9 JOHN FOGERTY/The Old Man Down The Road (WB)
15	14	12	10	10 KOOL & THE GANG/Misled (De-Lite/PG)
19	17	13	11	11 SHEENA EASTON/Sugar Walls (EMI America)
2	3	6	12	12 PHILIP BAILEY w/PHIL COLLINS/Easy Lover (Columbia)
27	22	15	13	13 NEW EDITION/Mr. Telephone Man (MCA)
39	31	21	14	14 JULIAN LENNON/Too Late For Goodbyes (Atlantic)
23	19	16	15	15 TIME/Jungle Love (WB)
35	27	22	16	16 JOURNEY/Only The Young (Geffen)
26	23	20	17	17 ASHFORD & SIMPSON/Solid (Capitol)
34	28	23	18	18 FRANKIE GOES TO HOLLYWOOD/Relax (ZTT/Island)
—	33	28	19	19 TEENA MARIE/Lovergirl (Epic)
—	—	32	20	20 MADONNA/Material Girl (Sire/WB)
32	29	25	21	21 TINA TURNER/Private Dancer (Capitol)
—	38	30	22	22 DURAN DURAN/Save A Prayer (Capitol)
30	26	24	23	23 HONEYDRIPPERS/Rockin' At Midnight (E.S. Paranza/Atlantic)
—	36	28	24	24 SURVIVOR/High On You (Scotti Bros./CBS)
6	7	11	25	25 DON HENLEY/The Boys Of Summer... (Geffen)
37	34	29	26	26 JOHN PARR/Naughty Naughty (Atlantic)
—	—	38	27	27 PHIL COLLINS/One More Night (Atlantic)
—	39	34	28	28 BILLY JOEL/Keeping The Faith (Columbia)
3	11	14	29	29 CHICAGO/You're The Inspiration (WB)
10	10	18	30	30 STEVE PERRY/Foolish Heart (Columbia)
—	—	39	31	31 BRYAN ADAMS/Somebody (A&M)
—	—	40	32	32 MICK JAGGER/Just Another Night (Columbia)
7	13	17	33	33 PRINCE/I Would Die 4 U (WB)
—	40	37	34	34 ERIC CARMEN/I Wanna Hear It From Your Lips (Geffen)
40	35	33	35	35 JOHN HUNTER/Tragedy (Private I/CBS)
—	37	36	36	36 PAT BENATAR/Ooh Ooh Song (Chrysalis)
BREAKER	—	—	37	37 AUTOGRAPH/Turn Up The Radio (RCA)
DEBUT	—	—	38	38 PRINCE/Take Me With U (WB)
DEBUT	—	—	39	39 CARS/Why Can't I Have You (Elektra)
DEBUT	—	—	40	40 D. BOWIE & P. METHENY/This Is Not America (EMI America)

N&A Begins on Page 78

Adult/Contemporary

1	1	1	1	1 WHAMI/Careless Whisper (Columbia)
16	9	4	2	2 REO SPEEDWAGON/Can't Fight This Feeling (Epic)
2	2	2	3	3 FOREIGNER/I Want To Know What Love Is (Atlantic)
13	7	6	4	4 BILLY JOEL/Keeping The Faith (Columbia)
4	3	3	5	5 STEVE PERRY/Foolish Heart (Columbia)
25	18	9	6	6 JULIAN LENNON/Too Late For Goodbyes (Atlantic)
14	11	8	7	7 KENNY ROGERS/Crazy (RCA)
5	5	5	8	8 DIANA ROSS/Missing You (RCA)
3	4	7	9	9 CHICAGO/You're The Inspiration (WB)
12	12	11	10	10 GEORGE BENSON/20/20 (WB)
24	22	17	11	11 COMMODORES/Nightshift (Motown)
19	17	13	12	12 PHILIP BAILEY w/PHIL COLLINS/Easy Lover (Columbia)
—	—	22	13	13 PHIL COLLINS/One More Night (Atlantic)
21	19	15	14	14 DARYL HALL & JOHN OATES/Method Of Modern Love (RCA)
—	23	20	15	15 ERIC CARMEN/I Wanna Hear It From Your Lips (Geffen)
22	20	19	16	16 ANNE MURRAY/Time Don't Run Out On Me (Capitol)
9	8	10	17	17 ELTON JOHN/In Neon (Geffen)
6	6	12	18	18 STEVIE WONDER/Love Light In Flight (Motown)
7	13	18	19	19 JACK WAGNER/All I Need (Qwest/WB)
—	—	25	20	20 D. WARWICK & G. JONES/Finder Of Lost Loves (Arista)
10	10	14	21	21 B. STREISAND w/K. CARNES/Make No Mistake... (Columbia)
17	15	16	22	22 CULTURE CLUB/Mistake No. 3 (Virgin/Epic)
DEBUT	—	—	23	23 POINTER SISTERS/Neutron Dance (Planet/RCA)
8	14	21	24	24 RAY PARKER JR./Jamie (Arista)
15	16	23	25	25 MANHATTAN TRANSFER/Baby Come Back To Me... (Atlantic)

N&A Begins on Page 59

AOR / TRACKS

Three Weeks	Two Weeks	Last Week	Weeks on Chart	Artist/Track
—	5	1	1	1 MICK JAGGER/Just Another Night (Columbia)
4	2	2	2	2 BRYAN ADAMS/Somebody (A&M)
21	9	4	3	3 FIRM/Radioactive (Atlantic)
6	4	3	4	4 JOURNEY/Only The Young (Geffen)
—	15	6	5	5 PHIL COLLINS/One More Night (Atlantic)
10	8	7	6	6 JOHN FOGERTY/Rock And Roll Girls (WB)
30	16	11	7	7 D. BOWIE w/P. METHENY/This Is Not... (EMI America)
28	19	16	8	8 DON HENLEY/All She Wants To Do Is Dance (Geffen)
12	12	12	9	9 FOREIGNER/That Was Yesterday (Atlantic)
1	1	5	10	10 JOHN FOGERTY/The Old Man Down The Road (WB)
3	7	8	11	11 GLENN FREY/The Heat Is On (MCA)
23	17	18	12	12 CARS/Why Can't I Have You (Elektra)
—	24	19	13	13 ALAN PARSONS PROJECT/Let's Talk About... (Arista)
20	18	17	14	14 LRB/Playing To Win (Capitol)
5	6	9	15	15 DON HENLEY/Sunset Grill (Geffen)
2	3	10	16	16 DAVID LEE ROTH/California Girls (WB)
—	45	26	17	17 DAVID LEE ROTH/Easy Street (WB)
14	13	15	18	18 SURVIVOR/High On You (Scotti Bros./CBS)
8	10	14	19	19 JULIAN LENNON/Too Late For Goodbyes (Atlantic)
BREAKER	—	—	20	20 BRUCE SPRINGSTEEN/I'm On Fire (Columbia)
9	11	13	21	21 REO SPEEDWAGON/Can't Fight This Feeling (Epic)
51	37	23	22	22 CARS/Breakaway (Elektra)
—	—	32	23	23 SANTANA/Say It Again (Columbia)
11	14	20	24	24 DEEP PURPLE/Knocking At Your Back... (Mercury/PG)
38	32	24	25	25 JOHN WAITE/Restless Heart (EMI America)
33	31	28	26	26 KINKS/Living On A Thin Line (Arista)
BREAKER	—	—	27	27 TRIUMPH/Follow Your Heart (MCA)
BREAKER	—	—	28	28 SIMPLE MINDS/Don't You (Forget About Me) (A&M)
27	26	25	29	29 G. THOROGOOD & THE.../Gear Jammer (EMI America)
34	33	30	30	30 MARTIN BRILEY/Dangerous Moments (Mercury/PG)

Complete Tracks chart Begins on Page 83

Black/Urban

6	3	2	1	1 DIANA ROSS/Missing You (RCA)
35	24	12	2	2 COMMODORES/Nightshift (Motown)
20	17	8	3	3 CHAKA KHAN/This Is My Night (WB)
11	5	4	4	4 PHILIP BAILEY w/PHIL COLLINS/Easy Lover (Columbia)
2	1	1	5	5 JEFFREY OSBORNE/The Borderlines (A&M)
17	13	6	6	6 SHEENA EASTON/Sugar Walls (EMI America)
22	19	10	7	7 ASHFORD & SIMPSON/Outta The World (Capitol)
37	28	14	8	8 TINA TURNER/Private Dancer (Capitol)
1	2	3	9	9 NEW EDITION/Mr. Telephone Man (MCA)
7	4	5	10	10 GEORGE BENSON/20/20 (WB)
12	11	11	11	11 GAP BAND/Beep A Freak (Total Experience/RCA)
39	30	17	12	12 W. FELDER f/B. WOMACK/I'll Still Be Looking... (MCA)
23	20	15	13	13 POINTER SISTERS/Neutron Dance (Planet/RCA)
25	22	19	14	14 READY FOR THE WORLD/Tonight (MCA)
29	25	21	15	15 UTFO/Roxanne, Roxanne (Select)
26	29	23	16	16 WHAMI/Careless Whisper (Columbia)
19	16	13	17	17 NOLAN THOMAS/You' Little Brother (Mirage/Atco)
9	9	9	18	18 KLYMAXX/The Men All Pause (Constellation/MCA)
—	—	33	19	19 PATTI LABELLE/New Attitude (MCA)
30	27	22	20	20 TIME/The Bird (WB)
BREAKER	—	—	21	21 LUTHER VANDROSS/Til My Baby Comes Home (Epic)
—	—	31	22	22 JESSE JOHNSON'S REVUE/Be Your Man (A&M)
—	—	35	23	23 GLADYS KNIGHT & PIPS/My Time (Columbia)
BREAKER	—	—	24	24 DAZZ BAND/Hearbeat (Motown)
8	7	7	25	25 GWEN GUTHRIE/Love In Moderation (Island)
5	8	18	26	26 KOOL & THE GANG/Misled (De-Lite/PG)
BREAKER	—	—	27	27 D. HALL & J. OATES/Method Of Modern Love (RCA)
—	40	37	28	28 JOHNNY GILL/Half Crazy (Cotillion/Atco)
40	36	32	29	29 CHERYL LYNN/At Last You're Mine (Private I/CBS)
3	6	16	30	30 PAUL HARDCASTLE/Rain Forest (Profile)
—	—	39	31	31 REBBIE JACKSON/A Fork In The Road (Columbia)
BREAKER	—	—	32	32 FAT BOYS/Can You Feel It (Sutra)
BREAKER	—	—	33	33 WHISPERS/Some Kind Of Lover (Solar/Elektra)
—	—	38	34	34 WHODINI/Freaks Come Out At Night (Jive/Arista)
—	—	40	35	35 EVELYN "CHAMPAGNE" KING/Out Of Control (RCA)
14	14	20	36	36 SADE/Hang On To Your Love (Portrait/CBS)
16	23	28	37	37 ROCK MASTER SCOTT &.../Request... (Reality/Fantasy)
28	26	26	38	38 CHAMPAGNE/This Time (Columbia)
DEBUT	—	—	39	39 ROCKIE ROBBINS/We Belong Together (MCA)
BREAKER	—	—	40	40 MAZE f/FRANKIE BEVERLY/Back In Stride (Capitol)

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