

**I N S I D E:**

**CMC: RADIO CAN MAKE THE DIFFERENCE**

Harvey Mednick's new Image & Marketing column introduces an ambitious, exciting industry initiative: the **Coalition for Missing Children (CMC)**. **Total Experience** Exec. VP **Renny Roker**, **R&R**, and the radio and record industries will be launching a multimedia drive to locate and return missing children. Details inside.

Page 2

**TRAINING FOR A BIGGER SHARE**

**RAB** President **Bill Stakelin** invokes the idea of sales and marketing training as a necessity if radio is to increase its ad share relative to other media.

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**ARBITREND ODDITIES EXPLAINED**

**Jhan Hiber**, with some help from **Arbitron**, analyzes some of the seeming inconsistencies in Arbitrends data and clears up some of the confusion.

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**PEOPLE IN THE NEWS THIS WEEK**

- **Harry Schultz** VP at **KPRC**
- **Connie Edelman** GM at **WBBG & WMJI**
- **Art Dineen** PD at **WPLP**
- **Hank Caldwell** adds new duties at **Atlantic**
- **John Roberts** PD at **WFBQ**
- **George Hart** OM/PD at **WPNT**
- **Rob Stewart** Program Mgr. at **WRKA**
- **Frances Preston** Sr. VP at **BMI**
- **Richard McIntosh** GM at **KEZY**
- **Frank Eriksen** PD at **KTIM-FM**
- **Rick Alden** upped at **E/A**
- **David Baronfeld** GSM at **KOME**
- **Kamisami Kong** VP at **KIKI & KMAI**
- **Wendy Reiss** joins **R&R**

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**FOWLER ATTACKS MINORITY LICENSE PREFERENCES**

FCC Chairman **Mark Fowler** told a black lawyers group that "irrebuttable racial preferences violate the equal protection clause of the federal constitution."

Page 10

**RETURN OF THE CHR WARS**

Just as the winter ratings period ends, CHR stations gird for a crucial shakeout spring sweep. **Joel Denver** isolates some of the key races.

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**CLEARING THE INTERVIEW HURDLE**

**Dan O'Day** concludes his five-part Job-Hunting Survival Guide with suggestions for making interviews valuable for both parties.

Page 40

**USA FOR AFRICA UPDATE**

As "We Are The World" moves into the Top 5 in CHR and A/C, radio stations mount a promotion for a national simultaneous airing of the record on Good Friday.

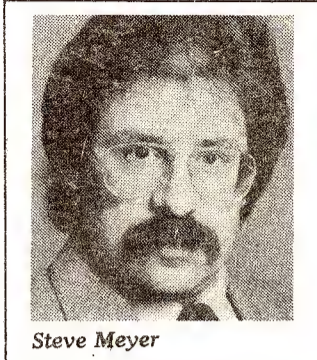
Page 24

Newsstand Price \$3.50



**Meyer Upped To Sr. VP For MCA Promotion**

MCA has elevated VP/Promotion **Steve Meyer** to Sr. VP/Promotion. In his new capacity Meyer will continue to oversee all elements of the CHR and AOR efforts for the company.



Steve Meyer

Exec. VP/Marketing & Promotion **Richard Palmese** told **R&R**, "In the year and a half I've worked with Steve, he has exhibited a special kind of executive leadership that has contributed in a great way to the success of our company. His intelligence, determination, and drive have made him one of the most

respected and admired promotion executives in the business."

MEYER/See Page 6

**WCCO & WLTE PROMOTIONS**

**Kaufman, Brown Earn Midwest VP Stripes**

**Clayt Kaufman** and **Doug Brown**, GMs for **Midwest Communications'** A/C properties **WCCO & WLTE/Minneapolis**, respectively, have both been promoted to VP/GM.

**Kaufman** has been with **WCCO** since 1951, when he joined the station as a news writer. He worked his way up through programming and operations, becoming Station Manager in 1982 and General Manager the following year. **Kaufman** told **R&R**, "I am gratified and honored by this expression of confidence on the part of (Midwest Chairman) **Tom Doar**,



Clayt Kaufman



Doug Brown

(newly-named CEO) **Jim Rupp**, and our board of directors." **Brown** was named GM at **WLTE** last November after

working crosstown as VP/GM for **Sunbelt's KGBB**. Prior to that, he spent ten years with **Malrite**, including a term as VP/Western Division. "It's a delight to work for a people-oriented company like **Midwest Communications**," said **Brown**. "I feel very thankful that they've seen fit to entrust me with the vice-presidency of **WLTE** in such a short period of time."

**Brake R&R A/C Editor**

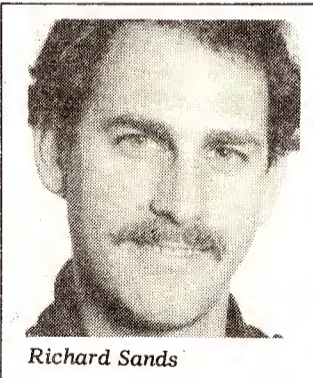
**Donna Brake** has joined **Radio & Records** as Adult/Contemporary Editor, beginning April 15. She succeeds **Ron Rodrigues**, who two weeks ago was named Operations Manager at **KMGG/Los Angeles**.



Donna Brake

**KITS Promotes Sands To PD**

After two months as interim PD, afternoon personality **Richard Sands** has been officially named PD at **KITS/San Francisco**. VP/GM **Ed Krampf** told **R&R**, "Richard's appointment concludes my search for the final piece of my management team. This is a team that is extremely young, extremely dynamic, and obsessed with winning. I predict **Richard** will be an industry heavyweight by the end of the year."



Richard Sands

**KITS** went "Hot Hits" just over two years ago, **Sands** commented, "Having gone to college up here, and having spent so much

time over the past 13 years in the Bay Area, I know the tastes of the market, and I'm thrilled

at the opportunity to test my skills. **Ed Krampf** is an excellent manager to work with. **Entercom** President **Joe Field** is providing us with all of the tools to make **KITS** the number one music station in the Bay Area."

Prior to joining **KITS**, **Sands** was an air talent at **XTRA/San Diego** and had programmed **KTHO/Tahoe**.

**Golden Now WNIC GM**

**WNIC/Detroit** VP/Director of Sales/GSM **Lorraine Golden** has been promoted to VP/GM. She takes over the duties previously held by former Exec. VP/Radio Group Manager **Ed Christian**, who after managing the station for over ten years became President of parent **Josephson Communications** seven weeks ago.

**Christian** told **R&R**, "**Lorraine's** an exemplary leader, an extremely bright broadcaster, and was really the natural and only candidate to take over this station. She understands it, and has contributed substantially to **WNIC's** success."

**Golden**, who's served seven of her eight years at **WNIC** as GSM, has been working with

**R&R** Publisher **Dwight Case** commented, "We feel very fortunate to have attracted **Donna** to **R&R**, and will benefit from her association with stations that provided her with a multi-format awareness. **Donna** fits right in with our long-range objectives."

Most recently, **Brake** served three years as Program Manager at **Cox Communications' WSB-FM/Atlanta**. She previously spent almost five years with then-A/C **WSM-FM/Nashville**, working her way up from air talent to PD. **Brake** said, "To work with a publication like **R&R** is what I consider a once-in-a-lifetime opportunity. I've been very impressed with the

GOLDEN/See Page 8

BRAKE/See Page 8

**Watkins Named KOY OM**

**Transtar** A/C OM **Chick Watkins** has joined **Edens Broadcasting's** A/C-formatted **KOY/Phoenix** as Operations Manager, beginning April 22. With **KOY** PD **J.D. Freeman** simultaneously moving into sales as an Account Executive, **Watkins** becomes responsible for the overall on-air station presentation.



Chick Watkins

**KOY & KQYT** GM **Mike Horne** told **R&R**, "Chick's known throughout the industry for his promotional savvy and creativity. Chick's a team player and is highly regarded by the major personalities who've worked with him."

A 29-year broadcaster, **Watkins** served three years with **Transtar**. Before that he spent

WATKINS/See Page 6



# ELF Changes Formats In Nashville, Birmingham

WJRB & WJKZ Now Light Rock WLRQ-AM & FM; WQUS To "Light" WLTB

The ELF Communications Group has switched formats and call letters at the group's Nashville and Birmingham outlets. Effective April 1, WJRB & WJKZ/Nashville will become WLRQ-AM & FM, while switching to a light rock format. At the same time, WQUS/Birmingham becomes WLTB, "Birmingham's light." Its AM sister station WVOK will remain Country.

Of the Nashville change, ELF Director of Operations/Programming Don Keith said, "We'll be soft rock, similar to the 'light' format in other markets. Dick Shannon will remain as PD and the personality lineup will also remain the same.

"We did a massive research project and found there were six excellent Country music stations in Nashville. Even though there's a huge appetite for country music here, it's not big enough to support six stations. We found the typical hole you could drive a truck through in the area of A/C. We're going to position ourselves between WLAC-FM, which uses the George Johns 'Classy' format, and Beautiful Music."

The Birmingham move will result in a live A/C station similar to the Nashville stations. Bob Barry remains as Operations Director for the AM and FM, and the lineup will remain. However, the morning team of Tommy Charles and

John Ed Willoughby, formerly simulcast, will now be heard only on WVOK. Keith said there would be a big promotional push behind the AM in conjunction with in-

creased news and informational services.

Keith added there would be no changes at ELF's other property, Country WNOX/Knoxville.

## Schultz Now VP At KPRC

KPRC/Houston Director/News & Operations Harry Schultz has been promoted to VP/News & Operations for the News/Talk station. Schultz joined KPRC nearly nine years ago as a news anchor, and continues to anchor the station's morning news block.

The major competitive change for KPRC has been the recent

shift of KTRH/Houston from News/Talk to all-News. "We're striving to pick up some of their talk show listeners who don't have any talk shows over there to listen to anymore," Schultz explained. "Promotionally, we're now Houston's only News/Talk station."

Schultz said the winter Arbitron which just concluded will be the first indication of how the two stations have fared since the format shift, adding, "We're hoping to do well."

## Edelman Elevated To WBBQ & WMJI GM

WBBQ & WMJI/Cleveland Station Manager Connie Edelman has been promoted to the new post of General Manager.

Jacor Communications President Terry Jacobs remarked, "Connie's appointment is well-

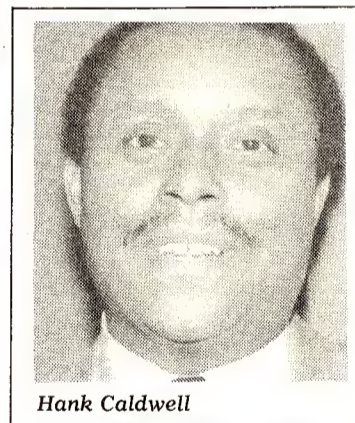
deserved and is recognition of the major contribution she has made to the success of both stations in the recent past."

A Cleveland native, Edelman joined WBBQ & WMJI two and a half years ago as Asst. Station

Manager after ten years as Marketing Director for J.B. Robinson Jewelers; she advanced to Station Manager last year. Edelman said, "Our success is attributable to the marvelous group of people who've been committed to making the stations the best in Northeast Ohio. Being part of Jacor - a larger broadcast company - and working with Terry Jacobs and the rest of the Jacor family has many advantages for WMJI & WBBQ, including the financial support essential to continued growth."

## Caldwell Heads Atlantic/Cotillion Black Music Operations

Atlantic/Cotillion VP/GM Hank Caldwell has been named head of the company's black music operations. While retaining his VP/GM duties, he also assumes the responsibilities held by recently-re-



Hank Caldwell

tired Cotillion President Henry Allen, supervising all phases of black music for the companies.

Atlantic President Doug Morris commented, "In his two decades in the music business, Hank has developed into one of the most knowledgeable and widely admired executives in our industry. I can think of no one more qualified to reaffirm and direct our total commitment to black music in the '80s and beyond."

Caldwell began his career in retail in 1962, joining WEA in 1978. He served as National Promotion & Marketing Coordinator/Special Markets for Atlantic, then returned to WEA as VP/Black Music Marketing. In 1983 he became Atlantic/Cotillion VP/GM.

## Roberts Transfers To WFBQ PD Post

WNDE/Indianapolis PD John Roberts has been named PD of FM sister WFBQ. He had been serving as interim PD since Bill Wise returned to fellow Gulf AOR WKLS/Atlanta as PD. Roberts will oversee both stations until a new PD for Gold-formatted WNDE has been selected. At the same time, WFBQ MD Bearman has been upped to Asst. PD.

WNDE & WFBQ GM Denny Rossman told R&R, "In the last three weeks, John has shown the ability to take an already successful, highly promoted station and carry forward with all the de-

tails. He also relates well to the people on the staff."

A ten-year radio veteran, Roberts has also programmed WKAP/Allentown and served on-air at WSNi/Philadelphia, WBBF/Rochester, and WTMA/Charleston, SC. He commented to R&R, "I'm stepping into one of the best-sounding AORs in the country. I'd put the talent lineup against any other comparably-sized market. The station is tremendously successful, but because of the morning show, the image, and the marketing, there's even more to be had."

## WPNT Takes Hart As New OM/PD

After five months as the evening personality at WPNT/Pittsburgh, George Hart has been upped to Operations Manager/PD for the "Easy Contemporary" station. He replaces exiting programmer Nat Humphreys.

VP/GM Carroll Larkin said, "We felt George had done an outstanding on-air job, and he certainly has the music knowledge and industry experience to perform what he needs to accomplish."

A 13-year Pittsburgh radio veteran whose background includes stops at KQV, WFFM, and WXXK, Hart spent four years with A/C neighbor 3WS in mid-days before moving to WPNT last fall. "I welcome the competitiveness of this market," he told R&R. "With three other A/C's in town, we'll be the only Adult-oriented music station primarily for the 35-54 audience. It's the only direction that makes sense, and (owner) Saul Frischling and Carroll Larkin are truly in this game to win."

## Preston Named BMI Sr. VP

Frances Preston, VP/Nashville for BMI, has been appointed Senior VP/Performing Rights for the licensing society. Effective immediately, the new post encompasses duties in New York, Nashville, and Los Angeles.

Preston told R&R, "This promotion is especially exciting because I'll be working with all kinds of music. Because I'm a music lover and love working with creative people, this is going to be an exciting challenge for me."

BMI President Edward Cramer said, "In over a quarter century with BMI, Mrs. Preston has become thoroughly grounded in all aspects of BMI's day-to-day functions. In addition, she is known and respected worldwide as a music industry leader. She is confident and knowledgeable in all musical settings from pop to country and soul to gospel, concert music to jazz and bluegrass and music for films."

Preston joined BMI in 1958 and that year opened BMI's Nashville office. She was named VP/Nashville in 1964. In her new post, she



Frances Preston

succeeds Theodora Zavina, who was recently named to the position of Senior VP/Special Counsel and Asst. to the President.

## Stewart WRKA's Program Manager

WRAL/Raleigh PD Robb Stewart has been appointed Program Manager at Capitol Broadcasting Corp.'s A/C-formatted WRKA/Louisville. He fills the vacancy created when former PD Lee Tobin accepted a similar post at

FWFQ/Ft. Wayne in early February.

WMJJ/Birmingham VP/GM and WRKA acting GM Ray Quinn told R&R, "Robb is one of the finest programmers in the country and just what we need to bring

the winning tradition back to Louisville." Capitol VP/Programming Bill Thomas added, "The competitive challenges facing WRKA require a world-class programmer. Our nationwide search

STEWART/See Page 7

MARCH 29, 1985

### EXPANDED TRANSACTIONS COVERAGE

This week R&R launches a new, more extensive news section devoted to covering the increasingly active realm of station transactions. Each week you'll see more broadcast deals covered, and in greater detail.

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### TRANSACTIONS

#### DKM Sells WPLO To Cap Cities, Buys WAOK

DKM Broadcasting has agreed to sell Country AM outlet WPLO/Atlanta to Capital Cities Communications, while simultaneously acquiring Black-formatted AM neighbor WAOK from Atlanta OK Broadcasting. Prices were not disclosed.

The deal will allow DKM to operate WAOK in combination with its Urban/Contemporary FM WVEE, while Cap Cities will be able to pair WPLO with Atlanta Country FM WKHX. No format changes are expected for either AM station. WPLO has 5 kw on 590 kHz; WAOK has 5 kw on 1380 kHz.

Atlanta OK parent New Systems Group retains WTLC/Indianapolis and WBLZ/Hamilton-Cincinnati. In addition to WVEE, DKM also owns WCAO & WXYV/Baltimore, WDJO & WUBE/Cincinnati, and WZNE/Tampa. Besides WKHX, Cap Cities (which last week announced plans to acquire ABC, Inc., involving 12 radio stations) holds KLAC & KZLA/Los Angeles,

TRANSACTIONS/See Page 8

# Los Lobos



The New Single

## "Will The Wolf Survive?"



### CHR NEW & ACTIVE

WCAU-FM	WANS-FM	KHOP	WHSL
PRO-FM	WOKI	KPOP	Y94
KKRZ	WFMI	KSKD	KKLS-FM
Q100	KX104	KDON-FM	99KG
WERZ	KTFM	KZZU	WDBR
93Q	WKDD	WJBQ	KDVV
WKFM	WJXQ	KQIZ-FM	KCDQ
WRCK	KEYN-FM	WKSF	KOZE
WKRZ-FM	WHOT	WCGQ	KBIM
WTLQ	KF95	T94	KZOZ
WHTF	KIKX	WGLF	SLY96
WBBQ	KQMQ	KKQV	KIST
WZLD			OK95

### Band Of The Year

— Rolling Stone Critics' Poll

### Best New Artist

— Rolling Stone Critics' Poll

### Artist Of The Year

— Third Place,  
Rolling Stone Critics' Poll

From the Slash/Warner Bros. album  
**How Will The Wolf Survive?**

Produced and Remixed by  
T-Bone Burnett and Steve Berlin



© 1985 Slash Records



## NEWS

### RELIGION REPLACES CHR

## McIntosh Set As KEZY (AM) GM

Religious radio management veteran Richard McIntosh is the new GM at KEZY (AM)/Anaheim, coinciding with parent Anaheim Broadcasting's decision to discontinue its Satellite Music Network CHR offering for religious programming on Monday (4-1). New call letters are expected to be announced shortly.

Anaheim President and KEZY-FM GM Tim Sullivan noted, "Richard's one of the top Christian broadcasters in America, and I'm delighted he's joining us. We're excited to be embarking in this new direction, which we think is a challenge and a meaningful way of serving the Orange County-Los Angeles communities."

A 14-year broadcaster, McIntosh's management experience includes WAWA & WLUM/Milwaukee, WRFD/Columbus, and two years with then-religious KPRZ/Los Angeles. He told R&R, "We'll be offering a combination of religious teaching and Christian music, providing an outlet for programmers who've not been able to buy time because existing stations are sold out. At 10 kw, this station will be Southern California's most powerful fulltime religious outlet."

## Dineen Programs WPLP

Art Dineen, a talk host for the past year at KOA/Denver, has been named to fill the long-vacant Program Director position at WPLP/Tampa. He replaces Jeff Brooks, who left the News/Talk station last June.

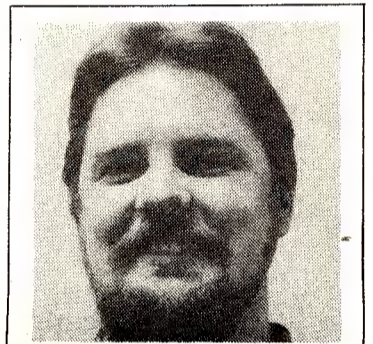
Prior to joining KOA, Dineen had been a host at KMOX/St. Louis, WRKO/Boston, WXYZ/Detroit, and WRC/Washington. Early in his career he was PD at WFTN/Franklin, NH and Asst. PD at WBSM/New Bedford, MA.

Dineen said two of his immediate objectives are strengthening

WPLP's weekends and improving the station's numbers in the 35-54 demographic.

"The station has come a long way," Dineen commented. "It has new owners (Guy Gannett Broadcasting) who are committed to making it work." A major step will come this fall or next winter, when WPLP boosts power from 1 to 5 kw to offset Cuban interference. "We'll be getting the programming in shape so that when we boost power people who will be sampling us for the first time will like it."

## Alden Appointed To National E/A Post



Rick Alden

Elektra-Asylum has promoted Philadelphia rep Rick Alden to the new position of National Special Projects/Northeast Regional. In his newly expanded duties Alden will troubleshoot and oversee airplay/retail growth problems from a national perspective.

VP/Promotion Mike Bone noted, "Rick is simply the greatest. It

ALDEN/See Page 7

## Eriksen Tapped As KTIM-FM PD

After five years as morning personality at KSPN/Aspen, CO, Frank Eriksen has accepted the Program Director's chair at suburban San Francisco A/C outlet KTIM-FM/San Rafael.

Aries Communications President Art Astor told R&R, "We're looking for great things for KTIM-FM, because Frank really set a terrific pace in Aspen. In realizing his dreams and ambitions to move to the Bay Area and become a PD, he's providing our station with a

lot of talent and projections for real improvement."

"To be on the air and programming in a major market is an excellent step for my career," Eriksen told R&R. "Basically, I've been given a free hand to do whatever it takes to really get us going. While we're not planning any major programming changes, we will become a bit more uptempo, emphasizing hits and album tracks by familiar artists."

## Baronfeld KOME GSM

KBPI/Denver Sales Manager David Baronfeld has been named General Sales Manager at AOR outlet KOME/San Jose. Baronfeld, who was out of town at presstime and unavailable for comment, previously worked at Denver stations KOA, KNUS and KIMN & KYGO.

KOME GM Jim Hardy commented, "David's experience in sales and management, plus a background in rock radio programming, make him a valuable addition to the KOME staff."

### KIKI TO A/C; KMAI NOW CHR

## Kong VP/Programming At KIKI & KMAI

KIKI/Honolulu PD Kamasami Kong has been promoted to VP/Programming for KIKI and co-owned FM KMAI (I-94). Concurrently, six-year CHR KIKI has changed format to A/C, while KMAI became CHR after a brief period as an Urban/Contemporary outlet.

Explaining the changes, Kong told R&R, "The ratings weren't what they should have been, and our research showed that these di-

rections were the ones the marketplace wanted. We're approaching both stations as if they are brand new, and taking it from there. KIKI reflects some crossover from CHR; I-94 is full-strength CHR with a slight Urban flavor aimed at 18-34 adults, but without all the hype and screaming. We're very confident that both stations will come up substantially in the next book."

KONG/See Page 7

### "TECHNO-TRACKS"™ They're Hot!

Turn up the heat on promotion with unique electronically created *Promo* and *Contest beds*, - *Lasers*, morning show drops, and more! You'd rather have them than hear them! Already on: KKHR, WZUU, Y108, WCAU-FM, Z104, WMJJ, WRKA, K106, Q102, Q107 . . . and others. MARKET EXCLUSIVE.

For demo or to order, contact:

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# Which twin has Upgrade #2?

When Optimod-FM (Model 8100A) was designed, we kept the future of your investment in mind. As formats and competition change, the processing needs of radio programmers change.

Last year we introduced the "XT" Six-band Limiter Accessory Chassis to create high energy processing for high-energy, mass-appeal formats. Followed by Upgrade #1. As a result of our continuing research into processing technology for such formats, we now introduce Upgrade #2. (Both Upgrades affect only the "XT". The industry-standard basic processor remains unchanged.)\*

You can't tell which Optimod-FM system above has Upgrade #2 just by looking—but you certainly can tell by listening. Upgrade #2 makes the system louder, and gives it a new sense of "air", brilliance and clarity. The bass is tighter and has more "punch". And all the XT's positive qualities are preserved: excellent consistency in texture and tonal balance from source-to-source, a remarkable freedom from pumping and other processing side-effects, superbly clean voice quality, and tight modulation control for maximum loudness.

If you're buying a new "XT" Accessory Chassis, you get the Upgrade *for free*—there's no price increase. You can tell if the upgrade is there by the code M03 on the Serial Label and "Upgrade #2" marked on the carton.

If you already own an "XT", you can get this Upgrade *for free* just by filling out the coupon. (We can serve you better if you write, not call.) However, if the M03 code is on your Serial Label, you already have it. The Upgrade consists of several resistors which can be installed by the station engineer.

Why is this FREE?

Because we don't feel that you should have to replace an expensive processor every few years as competitive pressures develop or when some other manufacturer wants to get you for \$6000 to achieve only a marginal improvement. With the "XT", you get much more than 'marginal' for only \$2295.†

If we can upgrade Optimod-FM economically, we'll continue to do so to protect your investment. The Optimod-FM system is designed to be the superior choice now and for years to come.

## A NOTE

The basic Optimod-FM is a *very* loud and *very* clean processor. It should be used alone where your audience prefers a less-processed sound, truer to the original texture and tonal balance of the record. When more density or consistency is needed, the "XT" chassis supplies it—and it can be added at any time simply by plugging it in to the connector provided in the back of the basic processor.

\*Upgrade #1 has already been provided to all early owners and has been incorporated in all units. For reference, it is outlined with the instructions for Upgrade #2.

†(Suggested List.)

## Orban Associates Inc.

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Serial # \_\_\_\_\_

Call Letters \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zip \_\_\_\_\_

State \_\_\_\_\_

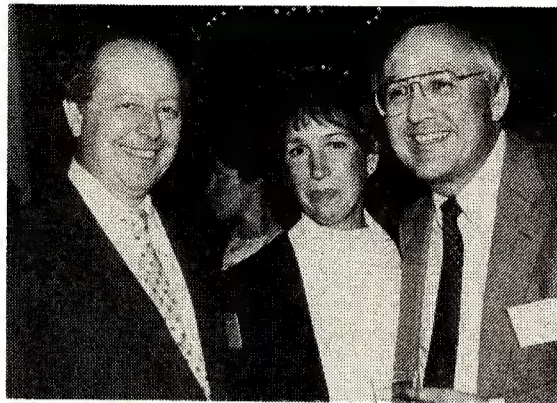
## Reiss R&R New York Account Executive



Wendy Reiss

Wendy Reiss has joined Radio & Records as an Account Executive, based in New York City.

Reiss comes to R&R after three years as an AE at WVBF/Boston, having previously worked in the area for Metro Traffic Control. She can be reached at 575 Madison Avenue, Suite 1006, New York, NY, 10022; (212) 605-0355.



**NETWORK ASSOCIATION THANKS CUSTOMERS** — The Radio Network Association held a reception in New York to thank network radio customers and agencies. At the gathering, RNA President Jack Thayer predicted 1985 would be the best year ever for radio networks. Pictured at top left are (l-r) RNA Chairman Dick Brescia, CBS Radio Nets Sr. VP; N. W. Ayer's Susan Rowe; and AT&T's Michael Neavill (AT&T was the top radio net client). At top right (l-r), ABC Talkradio personality Owen Spann, CBS Radio President Bob Hosking, and ABC Radio Nets President Ed McLaughlin. At bottom left (l-r), Warner-Lambert's Debra Seyler and Marv Soloman and RNA Vice Chairman Nick Verbitsky, President of the United Stations Networks. At bottom right (l-r), NBC Radio Nets Sr. VP Dick Penn, NBC Radio News VP Jim Farley, and NBC anchorman Tom Brokaw.

### Meyer

Continued from Page 1

Meyer, who was Capitol's National Director of Promotion for seven years prior to joining MCA two years ago, remarked. "These past two years have been the most rewarding of my career, and I'm proud of our accomplishments at MCA. The groundwork laid for our artists is largely due to what I feel is the best field staff in record promotion. I couldn't have done it without their support."

### Watkins

Continued from Page 1

12 years with WGAR/Cleveland (seven as PD), which followed a 14-year term at WCUE/Akron. Watkins said, "It will be extremely difficult leaving Transtar, particularly at a time when it's become so successful with affiliates and ratings. But KOY is one of the really great radio stations, with a tremendous history."

Watkins's replacement at Transtar has not been named.

# SUPER WEEKENDS

NOW 1 HOUR DAILY  
MONDAY THROUGH FRIDAY



6-7

Animation

13-14

Frankie Goes To Hollywood

20-21

John Fogerty

27-28

Morris Day



6-7

Helen Forrest

13-14

Les Baxter

20-21

Joe Williams

27-28

Paul Weston



The United Stations

AMERICA'S TARGET RADIO NETWORKS  
Producing more than 1300 hours of first-run programming yearly

# NEWS



**RCA SALUTES DIANA ROSS & THE JUDDS** — At a recent RCA party in Los Angeles, label President Bob Summer congratulated the Judds and Diana Ross on their recent successes. Pictured (l-r) are Naomi Judd, Summer, Ross, and Wynonna Judd.



**EMI SWEARS BY SHEENA** — EMI America recently awarded Sheena Easton a platinum plaque for her "A Private Heaven" LP and gold for her Spanish-language "Todo Me Recuerda A Ti" package. Pictured with the gold award at the Beverly Hills affair are (l-r) manager Harriet Wasserman, Easton, EMI's Raphael Gil, and label President Jim Mazza.

## Stewart

Continued from Page 3

led us to Robb, and we're glad to have him heading up our Louisville efforts."

Stewart spent almost two years at WRAL, having previously worked on-air at KZBS/Oklahoma City and KLLS/San Antonio. The former KITY/San Antonio and KHFI/Austin PD told R&R, "Our goal is to put WRKA back on top in Louisville. Ray and Bill are class acts, and it's great to be joining a terrific management team."

## Alden

Continued from Page 4

would be hard to manage without him on our team. West Coast VP/Promotion David Urso added, "He has the demeanor of the total record man. His total expertise as a national rep is a welcome addition to our national staff."

Alden said, "I feel this is an opportunity not only to advance in the industry, but to better serve E-A. It gives me a chance to grow and develop relationships at the radio level in other markets." Be-

fore joining E-A five years ago, Alden was with Atlantic for four years and RCA for five.

## Kong

Continued from Page 4

Kong joined KIKI in 1980 and became PD shortly thereafter, having earlier worked three years on-air at neighbor KKUA. He stated, "I'm very excited about this new position, and look forward to taking both stations to the top."



**WEST COAST MARTELL FOUNDATION KICKOFF** — The T.J. Martell Foundation for Leukemia & Cancer Research launched its 1985 West Coast fundraising drive at an L.A. luncheon recently. Pictured (l-r) are Foundation West Coast Division Director Dr. Denman Hammond, General Chairman Walter Yetnikoff, Scientific Director Dr. James Holland, President and founder Tony Martell, Dinner Chairman Floyd Glinert, West Coast Director Joyce Bogart, and Dinner Committee Exec. Chairman Quincy Jones.

# APRIL 1985

**6-7**  
Lee Greenwood

**13-14**  
David Frizzell and  
Shelly West

**20-21**  
Charley Pride

**27-28**  
Michael Martin Murphey

**THE WEEKLY  
COUNTRY MUSIC  
COUNTDOWN**

**6-7**  
Steve Miller

**13-14**  
Doors

**20-21**  
Smokey Robinson &  
The Miracles

**27-28**  
Eagles

**DICK CLARK'S  
Rock Roll & Remember**

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## TRANSACTIONS

DKM

Continued from Page 3

WPAT-AM & FM/New York, WJR & WHYT/Detroit, WBAP & KSCS/Dallas, WKBW/Buffalo, and WPRO-AM & FM/Providence.

### Narragansett Pays \$8.25 Million For KHTT & KSJO

Sterling Recreation Organization will sell KHTT & KSJO/San Jose to Narragansett Broadcasting Co. for \$6.25 million, plus an additional \$2 million in consulting and noncompete agreements.

The newly-formed buyer will be headed by Chairman Gregory Barber and President John Franks. A 20-year broadcaster, Franks is the former principal of WHJJ & WHJY/Providence. SRO retains KJET & KZOK/Seattle, KDKO/Denver, KBFW/Bellingham, and KALE & KIOK/Richland, WA.

CHR-programmed KHTT operates with 10 kw days/5 kw nights at 1500 kHz; AOR facility KSJO has 50 kw on 92.3 mHz at 68 feet above average terrain. Robert Mahlman brokered.

### WEBN, WQMF Sold In Family Transaction

Frank Wood, 67% owner of AOR properties WEBN/Cincinnati and WQMF/Louisville, has sold his interests in both stations to his son Frank E. Wood, who owns the other 33%, for \$7 million.

WEBN broadcasts with 31 kw on 102.7 mHz at 610 feet; WQMF operates with 34 kw on 95.7 mHz at 580 feet.

### Home News Takes WCFI For \$6.7 Million

New Brunswick, NJ-based Home News, Inc. will purchase A/C-formatted WCFI/Daytona Beach from S & F Communications for \$6.7 million. WCFI broadcasts with 100 kw on 101.9 mHz at 581 feet.

S & F principals Stephen Seymour and Stuart Frankel, who purchased the station last year from Abell Communications for \$5 million, still own WNVZ/Norfolk, WCRJ-AM & FM/Jacksonville, and WMKR/Baltimore. Home News also operates WKPT & WTFM/Kingsport, TN; WINE & WRKI/Danbury, CT; KWG & KWGF/Stockton, CA; and WSWG/Torrington, CT.

### Multimedia Sells WAKY & WVEZ For \$3.15 Million

Federal Communications Corp. will buy WAKY & WVEZ/Louisville from Multimedia, Inc. for \$3.15 million.

The seller retains ownership of WEZW/Milwaukee, WWNC/Asheville, WFBC-AM & FM/Greenville, KEEL & KMBQ/Shreveport, and WMAZ-AM & FM/Macon. Multimedia will shortly close on its sale of KAAY & KLPQ/Little Rock to Sudbrink. Federal principal Robert Fish also owns WHJJ & WHJY/Providence.

Oldies-formatted WAKY has 5 kw days/1 kw nights at 790 kHz; Easy Listening WVEZ has 24.5 kw on 106.9 mHz at 670 feet.

### Baudler Buys KASI & KCCQ For \$1.3 Million

Cowle Enterprises, Ltd. will sell KASI & KCCQ/Ames, IA to Baudler Broadcasting for \$1.3 million. The buyer is headed by Betty Baudler, who is the VP of the seller, which also has

interests in KKJO & KSFT/St. Joseph, MO. Cowle recently negotiated the sale (now pending) of KQCR/Cedar Rapids, IA.

KASI is a 1 kw daytimer on 1430 kHz; KCCQ has 3 kw on 107.1 mHz at 300 feet.

### Red Cedar Deals WAQE-AM & FM For \$1.2 Million

WAQE-AM & FM/Rice Lake, WI will be sold by Red Cedar Broadcasters to American Broadcast Services for \$1.2 million. Red Cedar is headed by Thomas Beschta and Willard Weegman, who have no other broadcast interests. ABS is owned by Mark Pecan, whose American Broadcast Securities firm is an advertising time sales company.

WAQE (AM) is a 5 kw daytimer on 1090 kHz; WAQE-FM has 3 kw on 97.7 mHz at 300 feet.

### KMGO Sold For \$850,000

KMGO & KCOG, Inc. plans to sell KMGO/Centerville, IA to KMGO, Inc. for \$850,000, including a \$117,970 noncompete agreement.

The seller also owns KILF-AM & FM/Mt. Pleasant, IA, having sold former sister station KCOG to KMGO, Inc. last year. The buyer is principally owned by Emil Calzascia. KMGO has 100 kw on 98.7 mHz at 450 feet.

### WCAI Control Transferred For \$700,000

A group comprised of James Seemiller, E.F. Schwarzer, and Mario Anesi will assume control of Ercona South, Inc., licensee of WCAI/Ft. Myers, FL,

from the estate of Charles and Ethel Frank for \$700,000. The sellers own no other stations; the buyers also operate WQSA/Sarasota. WCAI is a 1 kw daytimer at 1350 kHz.

### Gulf Picks Up WSLG For \$595,000

Gulf Broadcasting Corp., headed by Mary and Louis Lambert, will acquire WSLG/Gonzales, LA from Ascension Parish Broadcasting for \$595,000. Neither the buyer nor seller have other radio interests. WSLG is a 10 kw daytimer on 1090 kHz.

### Brake

Continued from Page 1

management, staff, and the newspaper's overall progressive direction. Since I've spent my entire radio career in A/C, I'm really anxious to report on and talk with the people who've kept the format so diverse and successful."

### Golden

Continued from Page 1

the other Josephson stations as VP/Director of Sales since 1982. "WNIC's an extremely successful station," she said, "and my goal is to continue its dominance in the Detroit market in the future. I appreciate the confidence that Josephson has shown in me over the years."

## STAFF

Founder: BOB WILSON  
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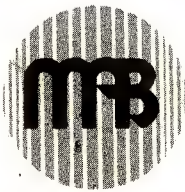


DEES POWER — Power Station principals John Taylor of Duran Duran and Robert Palmer dropped by KISS-FM/Los Angeles for a live interview with morning man Rick Dees. Pictured (l-r) are Taylor, Capitol's Tom Gorman and Susan Epstein, Dees, and Palmer.



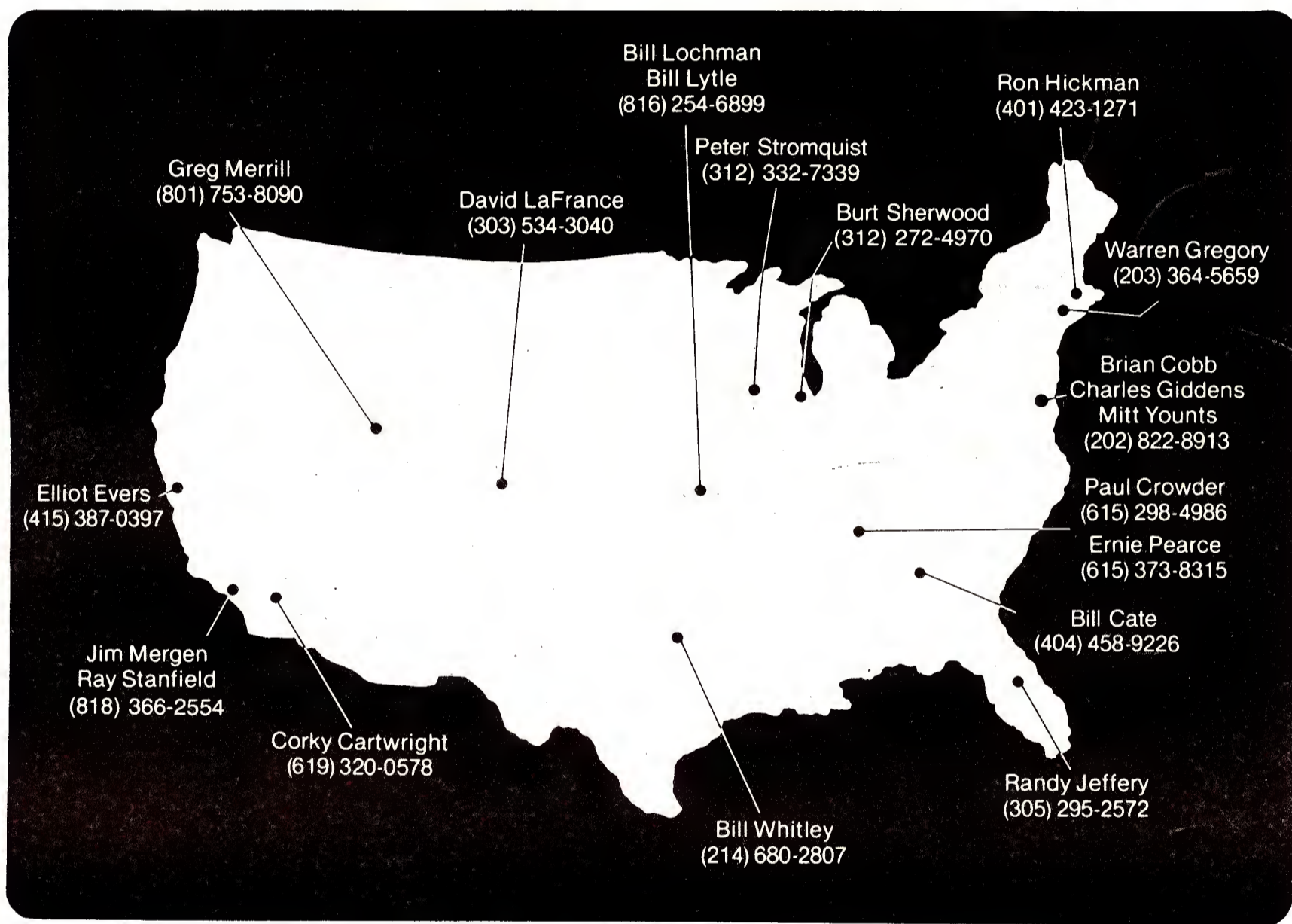
RONSTADT RENEWS WITH EIA — Linda Ronstadt has renewed her affiliation with Elektra/Asylum, an association which goes back to 1973. Pictured at the signing (l-r) are manager Peter Asher, EIA VP Gary Casson, Ronstadt, and EIA Chairman Bob Krasnow.

The eighty-six member stations which make up the Maine Association of Broadcasters would like to invite all of their fellow broadcasters to join them in airing "We Are The World" at 10:50am, Good Friday, April 5, 1985. "... There's a choice we're making, we're saving our own lives ... We Are The World."





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## FOWLER WANTS COLORBLIND FCC

### License Preferences For Females, Minorities Under Attack

FCC Chairman Mark Fowler last week delivered a frontal attack on minority license preferences, while the U.S. Court of Appeals is preparing to hear arguments next week aimed at overturning the practice of favoring female over male applicants when all other factors are equal.

"It is my sincere belief that someone should not be favored by government, generally speaking, because of the color of their skin, absent a showing of direct past injury on account of race," Fowler told the Communications Task Force of the National Conference of Black Lawyers.

"I think that it is in the longterm worst interest of racial equality to mandate preferences. Absent narrow exceptions, irrefutable racial preferences violate the equal protection clause of the federal constitution."

Fowler admitted that he doesn't have the "last word" on the issue because of jurisdiction by Congress and the courts, and swore to uphold the law on preferences despite his personal reservations. "I suppose I'll just have to agree to disagree with some, if not most, in this audience on this score," he said.

#### Male Runner-up Challenges Female License Winner

The issue of female preferences has been raised by the runner-up in a crowded field of applicants for a new FM license on St. Simon's Island, GA. The station was awarded to Dale Bell, largely due to what the Commission called a "decisively important" credit for 100% female integration of owner-

ship into management of the proposed station.

James Steele, who came in second on a comparative basis, was denied Commission review of the license grant to Bell. In oral arguments scheduled for next week (4-1), Steele will contend that his constitutional guarantee of equal protection rights under the Fourteenth Amendment has been violated by the FCC's gender-based preference.

#### Fowler Pledges Tough EEO Stance

While calling for an end to minority license preferences, Fowler told the black lawyers last week that he is still an "activist" on the issue of minority employment. "A consistent violator of EEO laws has no business being a Commission licensee. I have not and will not hesitate to use the full enforcement arm of the agency to root out bad actors in the employment area."

In the long run, said Fowler, getting more minorities into broadcast jobs — and not license preferences — will put more stations into the hands of non-whites. "As blacks and others get experience in top management, they develop the business expertise and track record to attract financing on their own . . . This process is evolutionary and slower than many, including myself, would like."



Thomas Bliley

Dan Coats

Jack Fields

Howard Nielson

Don Ritter

## DEMOCRATS GIVE IN

### GOP Wins Extra Seat On Wirth Panel, Ends Boycott

In a move that could align the House Telecommunications Subcommittee more closely with radio interests, Democrats last week agreed to give Republicans an additional seat on the panel. The concession came after a lengthy GOP boycott, and puts the final party split at 15 Democrats and 10 Republicans. Last year's ratio was 11 Democrats and five Republicans.

Since Congress convened in January, Republicans refused to seat their members of the panel until their percentage of membership was brought into line with their 42% strength in the House overall. Rep. James Broyhill (R-NC), ranking minority member of the House Commerce Committee, said giving his party only nine seats was a "blatantly discriminatory" act by "old-line liberals attempting to keep their power from slipping away."

The subcommittee makeup is significant for the radio industry because Republicans have histori-

cally been far more supportive of broadcast deregulation than Democrats. GOP strength on the panel will now be 40%, compared to 31% in the last Congress.

Republicans divided their ten slots evenly between veterans and newcomers last week when they finally seated their members. Returning Congressmen are Reps. Tom Tauke (IA), Matthew Rinaldo (NJ), Carlos Moorhead (CA), Michael Oxley (OH), and Broyhill.

Joining the subcommittee for the first time are Reps. Don Ritter (PA), Jack Fields (TX), Howard

Nielson (UT), Thomas Bliley (VA), and Dan Coats (IN).

#### Alcohol Ad Hearing Postponed

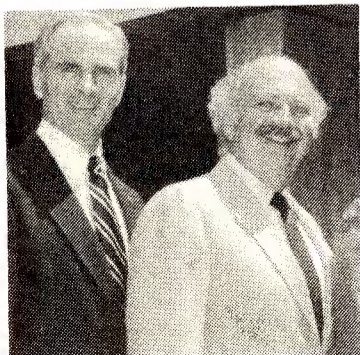
The subcommittee has gotten off to an unusually slow start this year, but only partly due to the GOP boycott. No major broadcast legislation has been introduced yet, while other issues — such as corporate takeovers — are commanding more immediate attention. In addition to communications, the subcommittee has jurisdiction over finance issues and consumer safety.

A hearing on the beer and wine ad issue, first set for April 18, has been put off until an unspecified date in May. NAB requested the delay because the original date fell only one day after the close of its annual convention in Las Vegas.

## NEWS BRIEFS

### Three-Way Radio Race For NAB Chairmanship

It's radio's turn to elect a Chairman of the NAB Joint Board of Directors in June, but a challenge is underway to the traditional ascension of the outgoing Radio Board Chairman to the job.



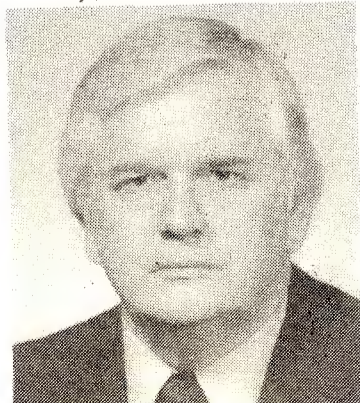
Ted Snider

Ed Giller

Radio Chairman Ted Snider of KARN & KKYK/Little Rock now faces active opposition from two announced candidates. They are Radio Board Vice Chairman Ed Giller of WFBG/Altoona,

PA and past NAB Chairman Walter May of WPKE & WDHR/Pikeville, KY. The winner of the scrap will succeed retiring board Chairman Gert Schmidt, Sr. VP/Hart-Hanks Communications.

The race for Radio Board Chairman is now a two-man affair, featuring Federated Media President John Dille III and WACT/Tuscaloosa, AL owner Clyde Price. So far unopposed for Vice Chairman of the Radio Board is Bev Brown, KGAS/Carthage, TX.



Walter May

### Controls Eyed For Smokeless Tobacco, Aspirin Ads

The latest products to be targeted for either ad labels or an outright advertising ban are smokeless tobacco, snuff, and aspirin.

According to the American Advertising Federation, the Federal Trade Commission has asked for a complete review of the health effects of smokeless tobacco from the U.S. Surgeon General, who has said such products cause oral cancer. The FTC is also considering a 1984 petition asking for health warnings in ads for smokeless tobacco. And in other action, Rep. Samuel Stratton has offered a bill to ban radio/TV ads for "any tobacco product," including smokeless tobacco and small cigars, which may now be promoted over-the-air.

A bill introduced by Rep. Henry Waxman (D-CA) would require that aspirin ads contain a strong warning that the product may cause deadly Reye's Syndrome when given to children suffering from flu. Some broad-

casters fear mandating a complex warning would make broadcast ads for aspirin impractical.

### EBS, Remote Control Errors Cost KDNO \$2800

The FCC's Enforcement Division has fined KDNO/Delano, CA a total of \$2800 for a series of violations of its rules involving remote control operation and the Emergency Broadcast System.

The station failed to notify the Commission of a change in remote control point, and improperly failed to cease remote control operation within one hour of circuitry failure. KDNO also neglected to monitor EBS, have the EBS checklist available, or have an EBS attention signal generator installed or operational.

In other action, the FCC fined WZXM/Gaylord, MI \$500 for failing to conduct equipment performance measurements for 14 months. KHYM/Gilmer, TX was assessed \$2000 for willfully making false entries in the station log, and exceeding authorized power during presunrise operation. A previous fine of \$1000 against WRAN/Do-

ver, NJ for technical violations was reduced to \$800, but the Commission refused to review a \$1000 fine against WVIS/Frederiksted, St. Croix, VI broadcasting lottery information.

### Plough Gets \$12,000 U.S. Aid For Cuban Interference To WSUN

The first compensation ever approved by the FCC under a 1983 authorizing aid to stations suffering Cuban interference was awarded last week to Plough Broadcasting for improvements it made at WSUN/Taft prior to selling the station to Taft. The grant totalled \$12,265.

That money was designed to help offset the cost of doubling WSUN's kw daytime power in 1983. A request for a nighttime power increase and directional pattern modification was covered because Special Temporary Authority for the changes wasn't approved until after Taft took over the station.

Now that the FCC has given its blessing, Plough must go to the U.S. Information Agency (USIA) to actually collect its check.

# Entertainment: Coast to Coast

## EXPLODING ACROSS AMERICA WITH SUPER STARS

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

### ...SUPER STATIONS

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Cape Girardeau, MO  
Casper, WY  
Cedar City, UT  
Cedar Rapids, IA  
Cheyenne, WY  
Chicago, IL  
Chillicothe, OH  
Chinook, MT  
Columbia, TN  
Concord, NH

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WHBU  
WJLK-FM  
KWON  
WAYC  
WFMY  
WHTT-FM  
WPNF  
WQCR-FM  
KOPR-FM  
WKJF-FM  
KGMO-FM  
KTWO  
KSSD-FM  
WMT-FM  
KKAZ-FM  
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WBEX  
KRYK-FM  
WKRM  
WKXL-FM

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Cumberland, MD  
Danbury, CT  
Dayton, OH  
Detroit, MI  
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Dubois, PA  
Durango, CO  
Ellsworth, ME  
Elmira, NY  
Gallup, NM  
Garden City, KS  
Glens Falls, NY  
Gloversville, 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  
WWMJ-FM  
WLVY-FM  
WQNM-FM  
KWKR-FM  
WENU-FM  
WENY  
KQDI  
WDUZ  
WFBC  
WTSI  
WCCC  
KHAS

Hermiston, OR  
Indianapolis, IN  
Jamestown, NY  
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  
Melbourne, FL  
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Morehead, KY  
Mt. Pocono, PA  
Napoleon, OH  
Norfolk, VA  
Omaha, NE  
Osage Beach, MO  
Pennington Gap, VA  
Philadelphia, PA  
Phoenix, AZ  
Pittsburgh, PA  
Pittsfield, MA  
Platteville, WI  
Port Clinton, OH  
Portland, OR

KQFM-FM  
WTPI-FM  
WKSX  
KTKU-FM  
WNBX-FM  
WBPM-FM  
WYXY  
WIRD/WLPW  
WMMQ-FM  
KRQU-FM  
KKHR  
WKJJ-FM  
WKZZ-FM  
WIBA  
WEQX-FM  
WMEL  
WVRG-FM  
WMOR-FM  
WPCN  
WNDH  
WWDE-FM  
KOIL  
KYLC-FM  
WSWV-FM  
WCAU-FM  
KOOL-FM  
WYDD-FM  
WBEC  
WKPL-FM  
WQSE-FM  
KSKD-FM

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

WPRO  
KPCO  
KQKD  
WEKY  
WXXZ-FM  
WHBF-FM

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

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

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

KELI-FM  
WUUU-FM  
WQRA  
WXLC-FM  
WWPA  
KZZZ-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  
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STING  
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ENTERTAINMENT: COAST-TO-COAST  
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# RADIO USA <sup>for</sup> AFRICA

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As "We Are The World" firmly establishes itself on radio station playlists across the country, we're overwhelmed by the immediate response from American radio to the April 21 **Radio USA For Africa** special.

The simple desire to help make a difference in the war against hunger is now being shared by the most influential broadcasters and radio stations in the same way that 45 of the biggest stars in American music selflessly gave us "We Are The World."

We're pleased to announce that the biggest names in national radio will be joining forces as hosts of the **Radio USA For Africa** special—Dick Clark, Dr. Demento, Dan Ingram, Casey Kasem, Bob Kingsley, Jim Ladd, John Leader, Walt Love, Sid McCoy, Scott Muni, Scott Shannon and Mary Turner.

You'll hear the candid, heartfelt comments of the artists as recorded during the historic "We Are The World" session, plus live interviews with in-studio guests sharing their emotions about the cause of hunger relief and what motivated them to contribute their time and talent.

Now it's up to you to commit *your* station's time and talent. This incredible three-hour event is available to **every radio station** wishing to participate and able to receive the digital stereo signal from the Satcom 1-R communications satellite.

To find out how you and your listeners can contribute to the success of the **Radio USA For Africa** broadcast and become a part of history, contact your Westwood One representative at (213) 204-5000.

**WESTWOOD ONE**  
RADIO NETWORKS

## One Day's Wonders

Recently, a gentleman named **Tom Parker** wrote a book titled, "In One Day: The Things Americans Do In A Day." Published last year by **Houghton Mifflin**, the volume contains a wealth of information that you may not only want to share with your station's listeners, but also may stimulate your sales and news departments' collective imaginations. Consider the following facts:

In one day, Americans smoke more than 86 million packs of cigarettes, drink 15.7 million gallons of beer (that's 28 million six-packs), and drink 1.5 million gallons of wine.

In one day, these same health-conscious Americans — well, maybe not the exact same Americans — jog 28 million miles, donate 4125 gallons of blood, and grow six square miles of skin.



Every 24 hours, the average American's name comes up in some computer somewhere an astonishing 35 times, the U.S. government builds five new nuclear weapons, and the U.S. Bureau of Engraving & Printing runs 12 million pieces of worn-out money through a paper shredder.

Before tomorrow, three Americans will change their sex, 6000 American teenagers will have sexual intercourse for the first time (no wonder "Like A Virgin" went to number one), and 13,500 Americans will get married. Another 6500 will get divorced.

Today, Americans are making 100,000 speeches, and spending \$200 million on advertising. Three hundred American women are going into business for themselves.

## "WCOKE" Makes Radio Waves



"WCOKE-Coke Radio" is a novel radio advertising campaign that combines music and comedy to get its message across to listeners. Actually a mini-radio program within regular programming, the WCOKE format features a trio of cola-guzzling DJs: spirited Neck Velvet, rapid-rapper Rocko, and that sultry-voiced siren, Kay Passa.

Showcasing a variety of musical styles from the rockin' '50s to the role-playin' '80s, ranging from country to soul, these 60 and 90-second spots include such perfectly-pitched tunes as "Coca-Cola Dancing" by Never Ending Vending, "Coca-Cola Romance" by the Cokettes, and "Love The Way You Pour" by Sid & the Six-Packs.

A typical 60-second WCOKE-COKE Radio spot begins with musical call-letter identification, followed by brief DJ dialogue. Then comes a song, announcement, mini-movie review, humorous anecdote, or bit of trivia. More DJ dialogue, followed by musical call-letter ID, closes the spot.

## Quarter-Sized Radio Offers Stations Half-Profits Promotion

Billed as the world's smallest self-contained radio, the "Out-A-Sight" model from the Blackfoot, ID-based **Benco Radio** firm is no larger than a U.S. 25-cent piece. The item comes in both AM or FM versions, and runs on an ordinary watch battery. Fitting securely in the listener's ear, the receiver enables folks to tune in and turn on while running, jogging, walking, or participating in most sporting events. A 30-day replacement warranty is also included.

To encourage customers to stick this tiny monster in their ears, the com-

pany is currently offering radio stations a special advertising opportunity. Basically, Benco will print decals bearing your radio station's logo, attach them to the outside of the radio and supply these customized models to your station. Stations supply the advertising and split the profits 50-50.

The "Out-a Sight" radios are also being offered as a straight promotional item. Listing at \$12.95 retail, the radios are available to stations at dealer's cost, which, naturally, declines with volume. For details, contact **Boyd Benson** at (208) 785-5906.

## '84 Radio Set Sales Soar

A record 84.8 million radios were sold last year, according to the **Electronic Industries Association**. Radio sales jumped 21.4% over 1983's record-setting total of 69.9 million.

As reported by the **Radio Advertising Bureau (RAB)**, AM/FM set sales skyrocketed 91% to 77.6 million in 1984, while sales of home models climbed 81%. Of the latter, 69.2 million sets were portables.

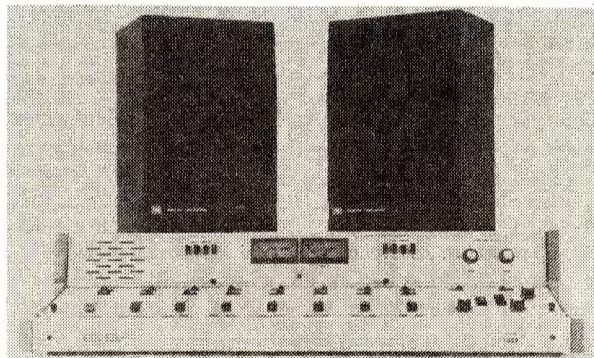
Units that contained only radio receivers accounted for 59% of 1984's total unit sales, with the remainder going to units that combined radios with tape players, stereo amplifiers, or TV receivers.

The RAB expects 1985's consumer expenditures on radios to top \$3.5 billion, noting that '84's radio sales outperformed television purchases by a four-to-one margin. Interestingly, the radio sales records achieved during the past two years have occurred despite the hoopla showered on video. It's almost as if music videos have backsold consumers on radio.

## Correction

We've been informed that the phone number published in connection with **AMEX's** "Free Radio Stock Reports" (**R&R** 3-8) was misprinted on the press release. Please direct all inquiries to the American Stock Exchange's **Tom Marian** at (212) 306-1637.

## JBL/UREI Offer Unique Promotion



Buy a console; get two **JBL "4401"** control monitors free. That's the lowdown on an unusual promotional offer now available from **JBL/UREI**. All you have to do to qualify is purchase any one of six models from the UREI "1600 Series" of broadcast consoles before June 30, 1985.

These 1600 Series consoles are available in five or eight-input models and feature a better than 90 dB signal-to-noise ratio with a +24 dBm output into a 600-ohm load. Headphones, monitor, cue amplifiers, and cueing loudspeaker are all built in.

The monitors themselves have a 60 watt-power capacity with a nominal impedance of 8 ohms and a crossover frequency of 2.5 kHz. Range is from 70 Hz to 18 kHz at plus or minus 3 dB. For more information, contact participating **JBL/UREI** dealers, or call **JBL** at (818) 893-8411.

## Hi-Priced Briefcase

Status symbols, like kicks, just keep gettin' harder to find. Used to be a time when \$6000 would buy you a two-seater sports car; nowadays the man who has everything can spend that much on a top o' the line briefcase. Yes, those fine folks at **Orjan of Sweden** are now offering a special, limited-edition briefcase complete with all sorts of high-tech features, such as a built-in, moisture-controlled, cedar cigar humidor, a mini-camera, mini-radio, backgammon set, and an electronic alarm lock.

Sound like an awful lot to pay for an attache case? Maybe not. After all, this brand new bag is bullet-proof, leather-bound, gold-plated and — doncha just know it? — insured by **Lloyd's Of London**.

For the Best in a **TRAVELING BILLBOARD®** (Bumper Strip or Window Label) call **Byron Crecelius**, person to person, **COLLECT** 314-423-4411.

# 25-54 DEMOS!

America's Best Radio Programming

## Klemm

(203) 927-3581

# PRO:MOTIONS

## Stevens Named RAB Conference Chairman

**Gary Stevens** has been selected to chair the 1986 RAB Managing Sales Conference. Stevens is the President of **Doubleday Broadcasting** and a member of the RAB Board of Directors. **Steven Berger**, VP/Radio for **Nationwide Communications** and Chairman of RAB's Co-op and Sales Tools Committee, has been chosen to serve as Vice-Chairman of the Planning Committee.

## Thom Directs RAB Audio Production

**Eric Thom** has been promoted to Director of Audio Production at **RAB**. A member of the RAB staff since 1983, Thom redesigned the studio and duplication facilities, and revitalized audio productions. Before joining RAB, Thom served as GM of **WCVF-AM & FM/Fredonia, NY**.

## PROS ON THE LOOSE

**Jack Ellery** — Talk Host **WIP/Philadelphia** (215) 564-3879

**Rosie Gueverra** — Promotion Rep **Jem Records** (818) 241-2214

**Doug Hoerth** — Talk Host **KDKA/Pittsburgh** (412) 321-6374

**Gary King** — Asst. PD **WCLS/Detroit** (313) 398-8588

**Steve Leader** — Talk Host **KING/Seattle** (206) 643-0180

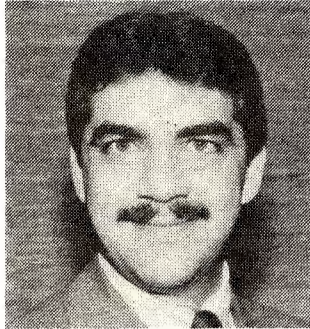
**Jay McDaniel** — AOR National Rep **MCA Records** (404) 446-6015.

**Craig Roberts** — MD **KITS/San Francisco** (415) 381-1777

**Art Sanders** — PD **WDGY/Minneapolis** (612) 699-6214

**Pat Torres** — Nights **KKBZ/Ventura, CA** (818) 782-8249

## TSN Appoints Fennema



Richard Fennema

**Richard Fennema** was placed in the newly-created position of Sports Marketing Specialist for the **Texas State Network**. Fennema will concentrate his sales efforts on special sports programming for the network, providing news, sports, and information for more than 150 affiliates and the **Dallas Cowboys Football Network**. Fennema will also be Sales/Marketing Coordinator for the Dallas Cowboys Radio Networks, English and Spanish, and other special sports projects.

## Gervasi Bows New Division

**Jim Gervasi**, President of **Gervasi Records**, has established a new company division, the Gervasi Information Center. It's a computerized information bank service that provides updated radio and retail information. Heading up the division are **Dienna Gervasi** and **Danette Rose**. GIC may be contacted at (916) 246-7531.

## Summit Taps Gray, Robertson

**Summit Communications, Inc.**'s Board of Directors has elected **Stephen Robertson** and **Bernard Gray** as Senior VPs. Robertson, who was VP/Chief Financial Officer and Treasurer, will maintain those prior duties. Gray was VP/Administration and Secretary, and will continue as Secretary plus oversee corporate administration.

## Mann Media Ups Three



Nancy Bray

**Nancy Bray** has been appointed Sales Manager of newly-created **WOJY/High Point-Winston-Sales-Greensboro** (formerly **WGLD-FM**). She joined **Mann Media** a year ago as GSM at sister **WCOG** (now **WGLD-AM**). In other company activity, **Martin Seligson** has been named National and Regional Sales Manager for **WGLD** and **WOJY**. He's been with **Mann Media** since last year as Director of Research and Sales Development. Prior to that he was GSM of **WRAL/Raleigh**. And **Mike Bray** has been tapped as Sr. Account Executive for **WGLD**.

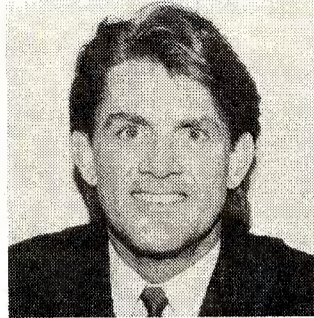
## Carter NSM, White LSM At KDAY

Two-year **KDAY/Los Angeles** veteran **Robert Carter** has been promoted to National Sales Manager. He had served as Sales Manager for the last 18 months; prior to that he spent 13 years as an AE at neighboring **KFI**. Taking over as Local Sales Manager is **Mary White**. A **KDAY** AE for three years, White previously worked at cross-town **KIIS & KPRZ** (now **KIIS-AM**) and **KTLA-TV**.

## A&M Appoints Murphy

**Margaret Murphy** has joined **A&M Records** as National Advertising Coordinator. She was most recently Media Buying Manager for **Wherehouse Entertainment, Inc.**

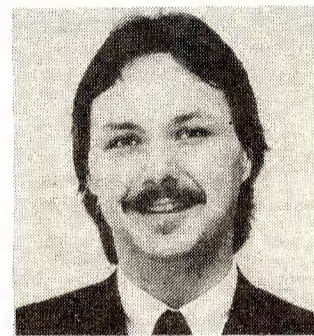
## Powers Joins Capitol As A&R Manager



Stephen Powers

**Stephen Powers** has been appointed Manager/A&R at **Capitol Records**. He shifts to the label after ten years as President/owner of Midwest independent label **Mountain Railroad Records**. Powers also served as entertainment manager for the Los Angeles Olympic Organizing Committee.

## Screen Gems Taps Singleton



Steve Singleton

**Steve Singleton** joins **Screen Gems/ColGems-EMI Music, Inc.** as Professional Manager of its Nashville office. Before his appointment at **Screen Gems**, Singleton was co-owner and Director of **OAS Music Group, OAS/Wild Tracks Recording Studio, and Spirit Horse Productions & Songs**. He's also the former GM of the **Combine Music Group** and OM for **Monument Records**.

## Ahlborn Appointed WMKC GM

**Tim Ahlborn** is the new General Manager of **WMKC/St. Ignace, MI**, succeeding **John Roman**. Prior to this Ahlborn spent four years as the station's Assistant Manager.

## Rick Hanson Productions Formed

Due to the restructuring of **Ric Rac Records**, **Rick Hansen Productions** was created for record production and talent promotion. The firm's address is Route 1, Box 327, Nashville, TN 47448. (812) 837-9569.

## CHANGES

### RADIO

**Kathy Kennedy** joins **KCNR/Portland** as Account Executive.

**Karen Henry** appointed Account Executive for **WGMS/Rockville**.

**Marty Schwartz** named Account Executive for **WGMS/Rockville**.

**Bruce Stoller** announced as Sales Manager for **WMJC & WHND/Detroit**.

**Bob Downes** joins **WYNY/New York** as Account Executive.

**Debra Passick** named Account Executive for **KSRR/Houston**.

**Andrea Feinberg** appointed Account Executive for **KSRR/Houston**.

**Michelle Kalanja** joins **KSRR/Houston** as Account Executive.

**David Doebler** announced as Account Executive for **WCAU/Philadelphia**.

### INDUSTRY

**Peter Dubin** named Account Executive for **Katz Radio/New York**.

## The Dorrrough Loudness Monitor



Dimensions: 8 3/4" X 2 7/8" X 6 1/2"

Model 40-A

Simultaneous display of Peak and Persistence functions. With AM, FM, and TV It's not just a third standard; It's becoming the standard.

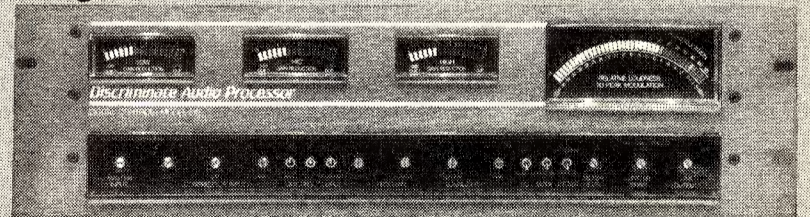
Each day more broadcasters and production houses discover how accurate this visual display can be for achieving uniform loudness from source to source. Available as a single unit complete with power supply, dual or single rack mount, or small console mounting.

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We deal with 45,000 songwriters  
so you don't have to.

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

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

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

That's why BMI is such a good deal for you.



Wherever there's music, there's BMI.



JHAN HIBER

## WEEK IN REVIEW

# Arbitrends: Figuring The Fluctuations

What do Arbitrends and the IRS tax code have in common? Both drive broadcasters crazy, as GMs and PDs try to cope with what the rolling averages are — or aren't — saying about audience shifts. I've gotten a lot of calls lately about the dilemma of figuring out what Arbitrends is about, so let's take a stab at trying to lessen the confusion.

Since the delayed introduction last summer of Arbitron's rolling three-month compilations, Arbitrends has been a source of controversy and confusion. While Arbitron officials seem pleased with the station acceptance to date, they also acknowledge some problems. Sales/Marketing VP Rhody Bosley said, "We're going to delay expansion of the system's demos and features until we work out some of the technical bugs."

Besides such hassles as interface problems, more basic concerns have been expressed: how do broadcasters read this latest oracle from Beltsville? And why do apparently promising trends turn into disappointing quarterly results? Or vice versa?

To figure out the fickle fluctuations, I'll offer some of my thoughts, merged with those of a key official (who asked to remain nameless) in the Radio Specials department, the section responsible for Arbitrends.

### More Than Two Points Needed

As mentioned above, several broadcasters have called to question why two promising results from the first phases of a quarterly survey haven't necessarily led to a predictable final quarterly scorecard. Either the station seems softer when the advances are received or shows a bigger increase than hinted at by Arbitrends. Why do these things occur?

According to the Arbitron official, "First, the client is looking at two numbers (the rolling results that include the first two four-week phases of a survey) and trying to predict a third (the final

quarterly sweep share which will include the third four-week segment of the survey). However, if you talk to any statistician, they'll tell you a line can't be predicted with four points, let alone two.

"What we're really trying to encourage our clients to do is to pull several numbers — eight or nine months — then look at the trends. Arbitrends is probably not going to be a great predictor of an exact number, but it will predict an upwards, downwards, or straight line movement. But it will only do so over time, not in the constrained time period of two months."

So what are you likely to see in the window of a three-month survey? "They're seeing so much fluctuation because it's too limited a timeframe. Stations need to use their best judgment in terms of developing a window for them to track the Arbitrends movement. We'd recommend they look at at least two surveys' worth of data to help the tracking."

What about the situation where a market has no summer survey and the first fall rolling average is a May-June-October report? Do these reports have much validity in tracking? "If the station has a format that does not fluctuate much (such as A/C, Beautiful Music, or Country), the Arbitrends share can be a useful number. For other formats that are more volatile, or where sports is a factor, it won't tell you much at all. I personally have a problem with rolling the spring and fall months together."

So what words of wisdom should stations keep in mind? "Any client that continues to rely on the first two points of a particular sweep as an indicator of the final result will continue to be frustrated."

### Statistical Massaging Factors

It stands to reason that there must be numerous numerical nuances involved in the compilation of rolling averages. Whether done by Arbitron (three months' worth of data) or Birch (two months' worth), this can be tricky stuff. "Some of the differences are due to simple rounding. It may be that the rounding in the quarterly could be different than the rounding used in the two earlier rolling monthly reports."

That brings up the question of weighting — the assignment of cume diary values based on return by demo. The diary values generated during the earlier phases might be different from the final cume diary values (Per Person Diary Values, or PPDVs in Arbitron parlance). The ARB official confirmed this.

"Arbitrends is probably not going to be a great predictor of an exact number."

"The way we do this is that each month is weighted (diary return by demo divided into the estimated population of each demo to develop the relevant PPDVs) and the report is sent out. The quarterly is reweighted with all 12 weeks plugged in. Thus, you do have different weights."

In English this means that diaries returned for a station earlier in the survey will not necessarily be worth as many (can be lower or higher cume values) listeners when the final quarterly is produced with all 12 weeks of diary returns. Since quarter-hour shares are predicated on a cume diary value base, it's no wonder numbers are fluctuating between the earlier reports and the final tally.

### "Employee" Diary Flap In Reno

Complaints about the quality of the fall 1984 Reno Arbitron report have arisen after a consulting engineer who listens to KRNO "all day" received and returned a usable diary. According to Arbitron, "Had this gentleman indicated his association with KRNO at the time of the placement call, the interview would have stopped and no diary would have been sent." However, according to Arbitron spokesperson Allison Conte, "Since he wasn't a direct employee of the station he correctly said no when asked the media affiliation question."

When asked about the possibility of a reissue of the Reno estimates without the diary in question, Conte told R&R, "A reissue was considered. However, when we examined the situation we found it did not have the impact necessary to meet reissue criteria." Ms. Conte was unsure how many quarter hours were involved in the diary, although she offered, "It was a lot." The diary question was raised during a post-survey review of the Reno diaries.

"That's why we don't recommend using Arbitrends to predict a number. If you go back far enough you'll be able to predict a line (up/down). This can be a useful product if you look at it in terms of being able to show a trend."

### Finding Out What Happened

What can frustrated broadcasters do to decipher what happened in a given quarterly? Let's say the first two rolling reports look promising but the final number reflects a downward outcome. Did the last four weeks do in your station? How do you find out?

"It's a possibility that the final phase was a disappointment, but you shouldn't make that decision arbitrarily. We've found that when you look at nine rolling average reports the final quarterly result has been pretty well predicted by the trend over the last several surveys."

What amount of numerical movement is real and how much could just be due to statistical fluctuations? "We're trying to establish now what the range is, but if the final result is within plus/minus two-tenths of a point of the earlier rolling data you can effectively say it's flat."

Should stations do post-survey diary reviews or AID runs to figure out what the heck happened? "We tend to discourage that sort of analysis. Since it's our policy not to publish monthly information we're not going to help them derive that. Secondly, AID is working with the 12-week diary

weights, not the monthly rolling average data. Thus you'll come up with apples and oranges in terms of estimates."

Could diary/quarter-hour returns by week affect the final result, versus rolling average differences? "Yes, that's certainly possible. We try to get the sample distributed equally over the 12 weeks but there can be notable weekly variations."

What sort of help will Arbitron offer in determining what happened in the latest quarterly? "We'll go in and look at the return for the three months. We may even do some analyses on the numbers themselves. One instance where we were able to explain some variations had to do with the overall market's listening levels. The station in question had seen its share drop. We analyzed its audience and saw flat levels, while at the same time the overall listening levels in the market were up. As a result, that station's share saw some slippage. Sometimes it's helpful to look at these cases in the context of the overall marketplace."

"We are willing to look at these situations, since we want to check our own accuracy. We want to make sure our numbers are okay."

There you have it. May these questions and answers help guide you through some of the frustrating areas that rolling monthlies (compared to the final quarterly report) can generate. Now it's hoped you can navigate through any rocky Arbitrends shoals and emerge with clear sailing.

# AMEK

## BROADCASTING & PRODUCTION CONSOLES

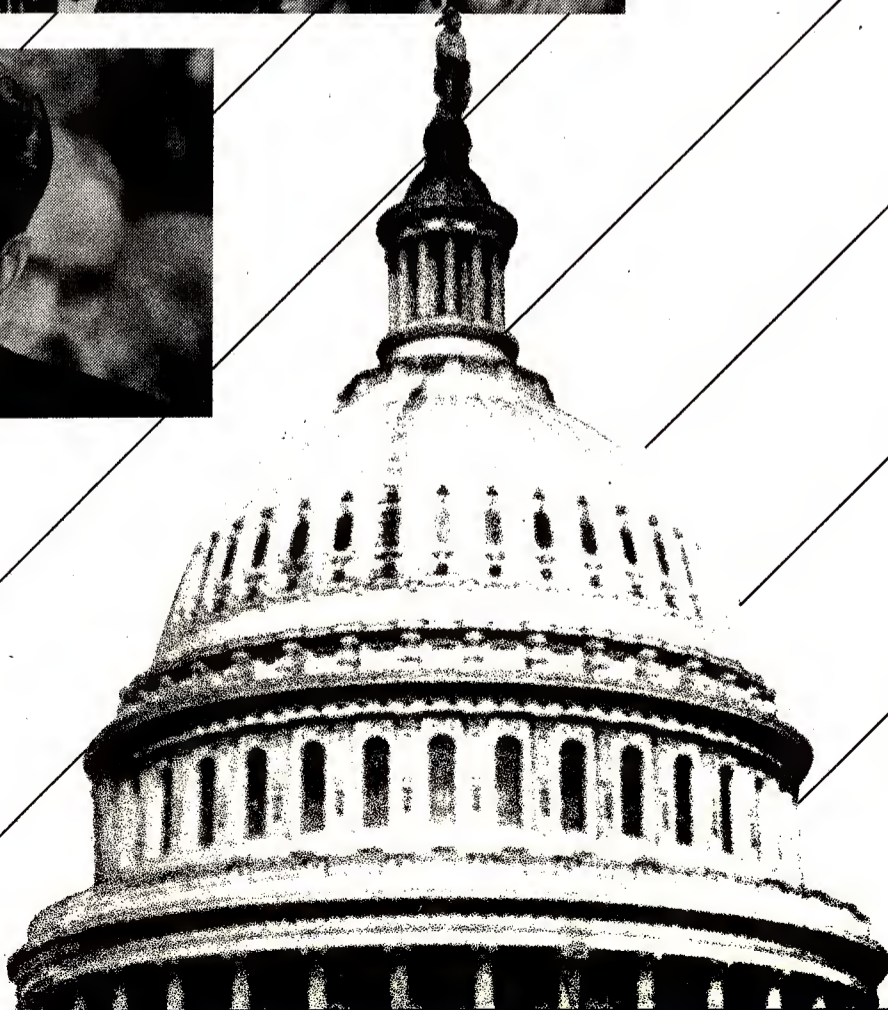
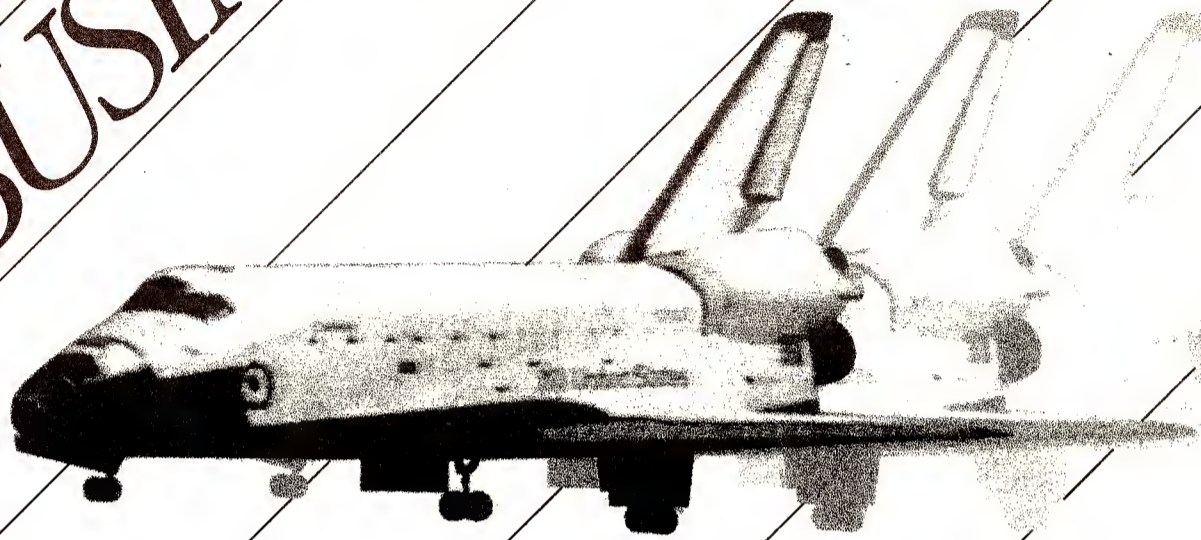
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# NETWORKS/PROGRAM SUPPLIERS

## SPECIAL DELIVERY —

# Networking The Ad Hoc Way

Satellite distribution isn't just for the big boys anymore. With the advent of ad hoc networks, and the availability of excess transponder space, small syndicators and program suppliers can get their product on to satellite for minimal expense and even less fuss and bother. Five years ago being up on the bird was something even the traditional wire webs dreamed about. Now virtually anyone can make it a reality.

Just what is an ad hoc network? The term refers to a situation developed for a particular purpose without consideration of wider use. Thus, an ad hoc network typically describes a distribution system developed for a particular show or event that may or may not have future implications. This week's column takes a look at two organizations in the business of assembling ad hoc nets — Mutual Broadcasting's *MutuaLink*, and IDB Communications.

### Ad Hoc Hardball

While ad hoc networks using tape or disc distribution have been in place for years, satellite offers the chance for the independent to enter the big leagues. *MutuaLink* was established earlier this year to take advantage of the excess space on the network's two Westar IV transponders. Depending on individual requirements, program suppliers can contract for a variety of distribution needs: uplink-only, downlink only, end-to-end delivery, or any combination of distribution methods through *MutuaLink's* satellite network.

Just what does an ad hoc customer get through *MutuaLink*? "Anyone who wants to put a network together can give us a call and we will work with them to create whatever type of service they need," says Mutual VP/Communication Services William Wisniewski. "We look at the different parameters involved, the time requirements they have, whether they need remote live capabilities, what the costs will be, and what kind of audio quality is expected. Distributing the play-by-play for the Baltimore Orioles demands a different setup than the Metropolitan Radio Network."

What sort of programming lends itself most to ad hoc distribution? Wisniewski reports that live programs benefit more from the live aspect, but also says that 50% of *MutuaLink's* initial business has been prerecorded for satellite delivery. "We have a number of clients who just send us their tapes, and those are the ones we've been able to respond to most immediately," he says. "But the clients who do talk programs

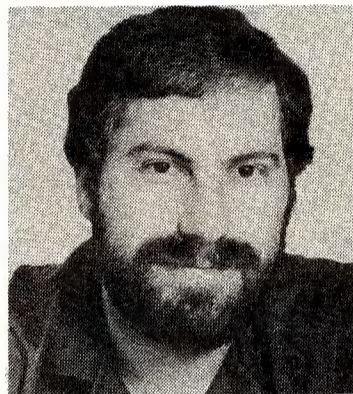
or need live audience participation realize the greatest advantage."



William Wisniewski

While distribution costs are relatively uniform, additional expenses may be incurred depending on the broadcast location and number of stations involved in the hook-up. In certain cases, *MutuaLink* can clear individual stations for the network. Also, because Mutual operates the system end-to-end, clients are charged per station delivered. "We operate the uplink or will lease an uplink for a customer, we pay for the space segment, and we own the downlink stations," Wisniewski

continues. "This total system ownership gives us much greater flexibility and assurance of



Jeffrey Sudikoff

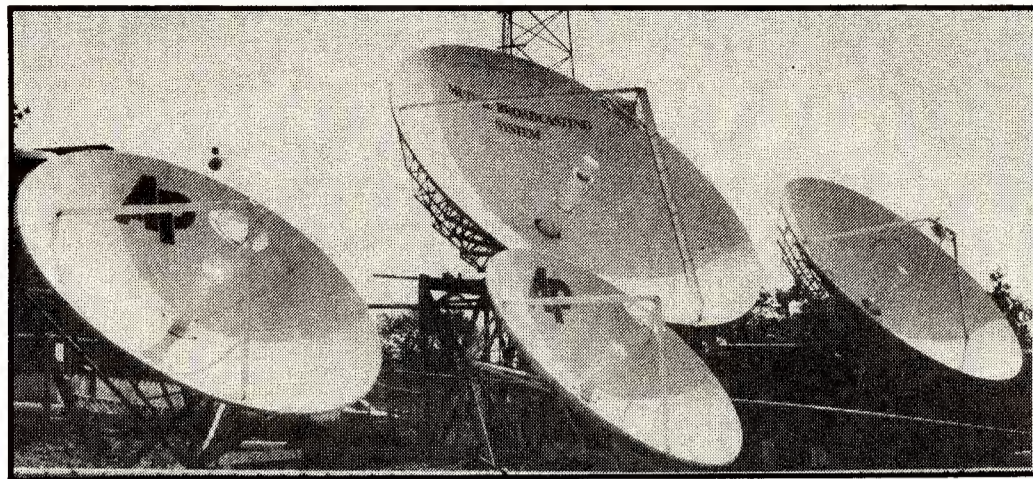
delivery than some other services being offered."

### Only A Technicality

On the other hand, IDB Communications supplies uplink and downlink facilities but does not get involved in station clearances. Nor does it charge on a per-station basis. "We provide the technical side of the system," says IDB President Jeffrey Sudikoff. "A client supplies us with a list of stations and we assist them with technical clearances. He refers his stations to us once they are cleared to carry the program, and we assist those stations with the arrangements of receiving it. Because we are technically-oriented, we don't care how many stations it goes out to. Our job is to get the signal up on the satellite."

Services rendered by IDB depend largely on location and type of programming. For example, a concert originating in Seattle would be backhauled to facilities in Los Angeles for transmission directly to the satellite. However, programming originating in L.A. would only involve the technology to get the signal from the site to the satellite.

The ad hoc networks serviced by IDB utilize excess space on Satcom 1-R, and the company serves as "technical representative" for *Westwood One's* distribution system. Past networks organized ad hoc include various holiday-oriented music specials, sports broadcasts, live press conferences, and numerous simulcasts with HBO, Showtime, and MTV.



LINKING UP — A bevy of earth stations, for both the Mutual Broadcasting System and AP Radio, bounce their analog signals off their respective Westar satellites.

How cost effective is satellite delivery when disc and tape are proven and accepted methods for distributing top-quality product? "A lot of people still believe it's expensive to use the satellite," Sudikoff continues. "Fact is, it's now very easy to do and the number of stations equipped to receive directly from satellite has risen dramatically. If a program supplier has only two stations, it's probably cheaper to mail tapes. But even for a very low number of stations, satellite can provide the best quality and cost effectiveness."

Most of the expenses incurred during the infancy of satellite delivery came not from transmission of the show, but from the "last-mile facilities." "If you didn't have a receiver of your own, delivering the signal that last mile was very expensive," Sudikoff notes. "You had to pay the guy to do it for you, then you had to pay the telephone company to bring it across the street. All those little dollars added up very quickly."

## Westwood One-Coca-Cola-Foreigner Tour

The popularity of product tie-ins with concert tours has spread to the radio industry. *Westwood One* has joined forces with *Coca-Cola* to sponsor the 80-date American tour of *Atlantic* recording act *Foreigner*. This marks the first time a national radio network has entered the concert merchandising business.

The arrangement between *Coca-Cola* and *Westwood One* will result in visibility at all *Foreigner* tour venues, including sponsorship logos on banners, tickets, programs, and T-shirts as well as identification on all radio, television, and print advertising. In addition, *Westwood One* will be producing specific programs, reports, features, and concert broadcasts spotlighting the *Foreigner* tour. These programs, which will be sponsored in part by *Coca-Cola*, will be distributed to WW1 affiliates.

*Westwood One* President Norm

Pattiz sees this merchandising arrangement as precedent-setting — and as the tip of the tie-in iceberg. "For the first time the sizeable sums usually associated with tour sponsorship can now be earmarked en-

tirely for media," he says. "This is something we will be paying very close attention to. If it is as successful, this will be just the first of many such arrangements. We want to serve the needs of our national advertisers and radio stations, and also the record labels and artists we do business with."

The 1985 *Foreigner* tour started March 9 in Albany, GA and will continue through the summer.



## NETWORK SPOTS

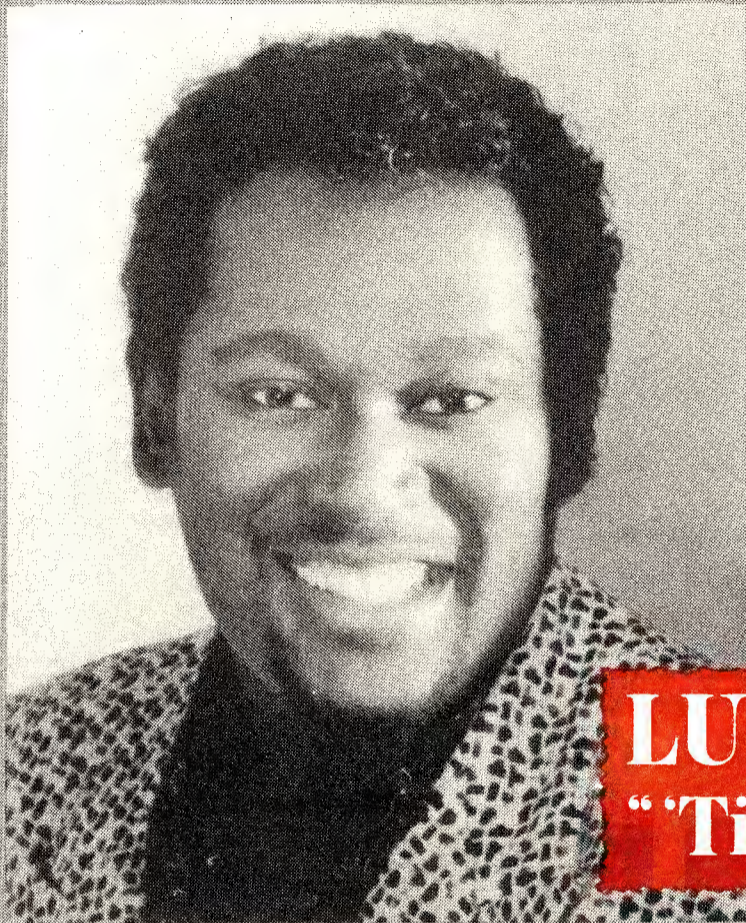
### Vietnam Update

A page of history was turned when U.S. troops officially exited Saigon on April 29, 1975. To commemorate the American evacuation of Vietnam, the *ABC Radio Networks* will be presenting a 250-part series, "Vietnam Update: Ten Years Later," examining the historic departure.

The extensive series of reports is scheduled to air the weeks of April 22 and April 29 over all six ABC networks. Selected topics and stories will be developed exclusively for and targeted to the audiences of each of these networks. Some of the issues discussed will include the effect of the war on the economy, government, and people of Vietnam; the Russian presence in Southeast Asia today; the environmental aftermath; disabled veterans; and the lives of the Vietnamese today.

For more information call (212) 887-5293.

# CERTIFIED MULTI-FORMAT APPEAL!

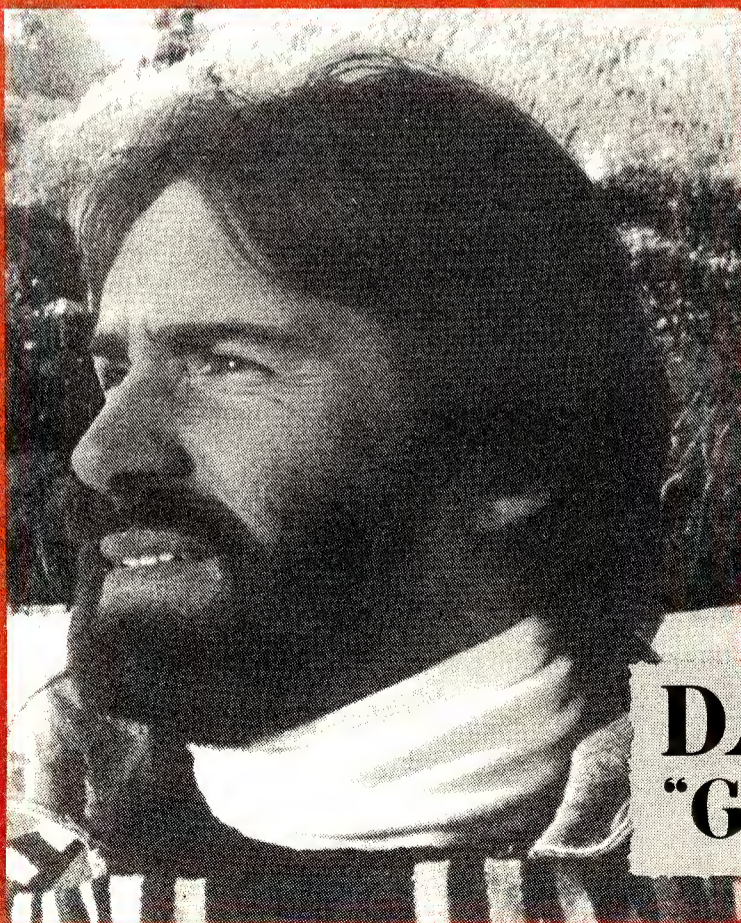


## CHR SIGNIFICANT ACTION

K106 add	KMEL 37-33
WXKS-FM on	KPLUS 35-31
CKOI on	WANS-FM add
Y100 37-34	WFMI add
WGCL 32-30	KRGV add
WCZY 29-24	KMBQ add
WHYT 34-30	WRQC add
KKRZ deb 35	KZZU add
KMJK deb 33	WZON add
FM102 deb 24	T94 add
	KBOZ-FM add

#1 Black/Urban Smash!

**LUTHER VANDROSS**  
"Til My Baby Comes Home"



## CHR SIGNIFICANT ACTION

WCAU-FM	KIHK	WOAY	KKLS-FM
WNVZ	WJXQ	WSQV	KYYA
Q103	WKFR	KISR	KCDQ
WZLD	KKFM	Q101	KTRS
WOKI	KZZU	KFYR	KIST
KBFM	KRQ	WBNQ	

## A/C BREAKERS

DEBUT **21**

## COUNTRY SIGNIFICANT ACTION

**DAN FOGELBERG**  
"Go Down Easy"



# MUSIC CALENDAR

## The Weekend

APRIL 6-7	
<b>The Countdown</b> B.B. King	(WO)
<b>Countdown America With John Leader</b> REO Speedwagon	(RKO)
<b>Country Closeup</b> Emmylou Harris Part 2	(NP)
<b>Dick Clark's Rock, Roll, &amp; Remember</b> Steve Miller	(US)
<b>Future Hits</b> Rick Springfield/Sheena Easton/Rick James	(WO)
<b>The Great Sounds</b> Helen Forrest	(US)
<b>Hot Ones</b> Survivor	(RKO)
<b>Lee Arnold On A Country Road</b> Barbara Mandrell/Eddy Raven/ Hank Williams, Jr./Oak Ridge Boys/ Crystal Gayle	(MBS)
<b>Metashop</b> Judas Priest	(MJI)
<b>Musical!</b> Hollywood teams/Easter Parade	(WO)
<b>Music Makers</b> McGuire Sisters	(NP)
<b>On The Radio</b> Michael Jackson	(NSBA)
<b>Power Cuts</b> Foreigner	(GSN)
<b>Radioscope</b> Johnny Gill/John Beam/Jermaine Stewart	(LBP)
<b>Rare &amp; Scratchy Rock &amp; Roll</b> Johnny Rivers	(PIA)
<b>Rick Dees' Weekly Top 40</b> Animation	(US)
<b>Rock Album Countdown</b> Simple Minds/John Fogerty	(WO)
<b>Rock Chronicles</b> "We Are The World"/Kenny Loggins/ Boomtown Rats	(WO)
<b>Scott Shannon's Rockin' America Top 30</b> Tina Turner/Teena Marie/David Lee Roth	(WO)
<b>Silver Eagle</b> Judds/Vern Gosdin	(ABCE)
<b>Street Beat</b> DeBarge	(BRE)
<b>Super Gold</b> Spring break beach party (4/6)	(TRAN)
<b>Superstar Portrait</b> Barry Manilow	(BRE)
<b>Superstars Of Rock</b> Foreigner	(BRE)
<b>Weekly Country Music Countdown</b> Lee Greenwood	(US)

## The Week Of

APRIL 8-12	
<b>Earth News</b> "Mask"/Don Henley/Bob Guccione, Jr.	(WO)
<b>In Concert</b> George Thorogood	(WO)
<b>Live From Gilley's</b> Reba McEntire	(WO)
<b>Off The Record</b> David Lee Roth/Triumph/Elliot Easton	(WO)
<b>Off The Record Special</b> David Lee Roth	(WO)
<b>Shootin' The Breeze</b> Luther Vandross/Cheryl Lynn/Whispers	(WO)
<b>Special Edition</b> Staple Sisters	(WO)
<b>Star Trak</b> Lionel Richie/Chicago/Simple Minds	(WO)
<b>Star Trak Profile</b> Kenny Loggins Part 1	(WO)

## MONDAY

APRIL 8	
<b>Behind The Music</b> Dan Fogelberg	(RKO2)
<b>Checkin' In</b> Forrester Sisters	(RKO2)
<b>Private Session</b> Kenny Loggins	(RKO1)
<b>Solid Gold Country</b> "Number" of hits	(US)

## TUESDAY

APRIL 9	
<b>Behind The Music</b> Glenn Frey	(RKO2)
<b>Checkin' In</b> Shelly West	(RKO2)
<b>Private Session</b> David Lee Roth	(RKO1)
<b>Solid Gold Country</b> Jerry Kennedy	(US)

## WEDNESDAY

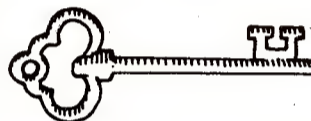
APRIL 10	
<b>Behind The Music</b> Dolly Parton	(RKO2)
<b>Checkin' In</b> Vince Gill	(RKO2)
<b>Private Session</b> Hall & Oates	(RKO1)
<b>Solid Gold Country</b> Elvis Presley: G.I. Blues	(US)

## THURSDAY

APRIL 11	
<b>Behind The Music</b> Tears For Fears	(RKO2)
<b>Checkin' In</b> Restless Heart	(RKO2)
<b>Private Session</b> Pointer Sisters	(RKO1)
<b>Solid Gold Country</b> Feature year 1976	(US)

## FRIDAY

APRIL 12	
<b>Behind The Music</b> Sheena Easton	(RKO2)
<b>Checkin' In</b> Carl Jackson	(RKO2)
<b>Private Session</b> Wham!	(RKO1)
<b>Solid Gold Country</b> April gold	(US)



### PROGRAM SUPPLIERS KEY

**ABCD** = ABC Direction Net  
**ABCE** = ABC Entertainment Net  
**ABCR** = ABC Rock Net  
**ABCY** = ABC Youth Nets  
**AMS** = American Media Services  
**AP** = Associated Press  
**ASR** = All Star Radio  
**BRE** = Barnett-Robbins  
**CB** = Continuum Broadcasting  
**CBS** = CBS Radio  
**CBSR** = CBS RadioRadio  
**CRN** = Creative Radio Net  
**CW** = Clayton Webster  
**DCA** = DC Audio  
**DIR** = DIR Broadcasting  
**FOY** = Focus On Youth  
**GSN** = Global Satellite Net  
**IN** = Innerview  
**LBP** = Lee Bailey Prod.  
**LW** = London Wavelength  
**MBS** = Mutual Broadcasting  
**ME** = Multimedia Entertainment  
**MJI** = MJI Broadcasting  
**NBC** = NBC Radio  
**NBCE** = NBC Radio Entertainment  
**NP** = Narwood Productions  
**NSBA** = NSBA Productions  
**PFM** = PFM Inc.  
**PRN** = Progressive Radio Network  
**PIA** = Public Interest Aff.  
**RI** = Radio International  
**RKO** = RKO Radio Net  
**RKO1** = RKO One  
**RKO2** = RKO Two  
**SBS** = Strand Broadcast  
**SI** = Syndicate It  
**SOU** = NBC The Source  
**SP** = "The Spirit" Productions  
**TRAN** = Transtar  
**US** = The United Stations  
**WRN** = Weedeck Radio Network  
**WO** = Westwood One  
**YRN** = York Radio Network



**CAFE KLATCH** — Safely ensconced in the glass booth at 9:09 "Hard Rock Time" are the cast and crew for NBC Radio Entertainment's one-hour "Live From The Hard Rock Cafe." Hidden from the glow of the neon peacock, and gathered behind the plea to "Save The Planet," are (l-r) NBC's Rona Elliot, guest host Mark Hamill, and Chrysalis recording artist John Waite. Additional guests, engineers, friends, and relatives joined them for some "Hard Rock" spirit.

## NEWS & INFORMATION FEATURES

APRIL 1-5

### GENERAL INFORMATION

<b>Computer Program</b> Data storage/cassettes/floppies/drives	(PRN)
<b>Ed Busch Talk Show</b> Inherited infidelity/sports medicine (3/30) Military establishment/reincarnation/ cancer cures (3/31)	(AP)
<b>Health Care</b> Defense mechanisms (3/31)	(PIA)
<b>News Blimp</b> Fantasy island/no more brown bags/ TV themes/dirtier homes/crying makes chest hairs?	(PRN)
<b>Public Affairs</b> Velveteen Rabbit (3/31)	(PIA)
<b>Sound Advice</b> Preamps/tone controls/hearing loss/overkill	(PRN)

### COMEDY

<b>Daily Feed</b> Max in space/new German words/Star Wars deployed/Reagan press conference/ Buford-Meese standoff	(DCA)
<b>Hiney Wine</b> April fools/V.D. awareness/30-minute workout/Hiney Hunt	(DM)
<b>Laugh Machine</b> Woody Allen/Kip Adotta/Steve Martin/ Robin Williams/Phyllis Diller	(PRN)
<b>Radio Hotline</b> Attorney/nothing's believable/my radio's broke/Bud & Sylvia 2/cigarette	(ASR)
<b>Steven's &amp; Grdnic's Comedy Drop-Ins</b> Channel 1 News/soda taste-test/ this announcement/dual therapy/ nude dentists	(ASR)

### LIFESTYLE

<b>American Focus</b> Gary Hart (3/31)	(FOY)
<b>Beat The System</b> Bed and breakfast (4/2) Moving tips (4/4)	(RKO1)
<b>Mindgames</b> Aphrodisiacs (4/1) Atlantis (4/2) Creating a monster (4/3) Personal interpretations (4/4) Shroud of Turin (4/5)	(RKO1)
<b>Smart Money</b> Be your own broker (4/1) Home inspections (4/3) Stock tips (4/5)	(RKO1)
<b>Something You Should Know</b> Doodles (4/1) Discipline (4/3) Telling Lies (4/4-5)	(SBS)

### ENTERTAINMENT

<b>Assignment Hollywood</b> Peter Graves (4/1) Grace Jones (4/2) Bruce Boxleitner (4/3) Lucie Arnaz (4/4) Dustin Hoffman (4/5)	(MBS)
<b>Jim Bohannon Show</b> Jim Kaplan (4/6)	(MBS)
<b>Larry King Show</b> Jimmy Carter/Gene Shepard (4/1) Mary Hatwood Futrell/Albert Shanker (4/3) Terrorism (4/4) Dr. Kevin Cheng/Dr. Cecil Vaughn (4/5)	(MBS)



**NAUGHTY WORDS** — Following an appearance on "American Bandstand," Atlantic recording artist John Parr and Dick Clark discuss Parr's first Top 30 single "Naughty Naughty" for a segment of Mutual's "Dick Clark's National Music Survey."

## John Lennon History of a Star

A two-hour musical biography radio special which traces the musical and lifestyle history of superstar John Lennon. Very affordable, very salable. For demo and further information call: (904) 471-3250

Produced by

**Lucy Holder**  
PRODUCTIONS

26 Sandpiper Blvd.,  
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# Introducing AP NewsPower 1200

**Now you can break the AP news story you want 18 times faster.**

AP has its fastest breaking news story ever. Our NewsPower 1200.

It delivers AP quality news and features at 1,200 words per minute, 18 times faster than the standard AP Radio Wire.

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And weather information comes to you directly from the National Weather Service!

It delivers all the quality news programming radio stations expect from AP, on a system that's been fully researched, designed and tested to meet AP's exacting standards— and yours.

**Total control,  
even at this high speed.**

NewsPower 1200 also gives you total control over the categories of



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And the volume of stories coming into your newsroom.

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**Speed, selectivity and reliability—  
a powerful combination.**

If you're ready to get the weather faster, gain control over your news volume, and still keep the highest level of programming quality and salability—you're ready for AP NewsPower 1200.

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Broadcast Executive or Glenn Serafin, collect, at the Broadcast Services Division of The Associated Press. 202-955-7214.

**Associated Press  
Broadcast Services.  
Without a doubt.**

# CAREERS ARE THE FOCUS AT E/PIA



## REO SPEEDWAGON "One Lonely Night"

**CHR NEW & ACTIVE**

**#2 MOST ADDED 134/62 53%**

WHTT	Z93	92X	Q103
WNYS	KAFM	WCZY	KMJK
WCAU-FM	KEGL	KBEQ	KWOD
B94	B97	ZZ99	KS103
PRO-FM	WLS-FM	KHTR	KPLUS

**A/C**

**One Of The MOST ADDED**

**AOR TRACKS BREAKERS**

**34**



## SADE "Smooth Operator"

**CHR BREAKERS 3/22**

**CHR**

**DEBUT 34**

WXKS-FM 29-24	Z93 23-12	KIIS-FM 14-10	KIHK 27-18
WNYS 31-21	KAFM deb 26	KOPA 23-18	KRQ 28-12
WPLJ 23-19	Q102 add 34	KS103 31-14	
WHTX 28-16	WHYT 27-19	KMEL 14-9	
WAVA deb 29	KIMN 24-15	KWSS add 30	
94Q 8-5	Y108 add 28	WBCY 19-15	

**BLACK/URBAN**

**24 - 14 - 11**



RADIO'S OPTION

# Training Or Ignorance?

By Bill Stakelin

We, the radio broadcasters of America, are in control of the radio industry. It's our business how we conduct business. If we don't realize who the real enemy is and how we can organize ourselves to get a larger share of all advertising dollars, we'll continue to post record revenue increases while our share remains the same. When we apply this notion to the concept of professional development training, we have to ask ourselves not "Can we afford training?" but "Can we better afford ignorance?"

### Room For Improvement

Professional training is an area greatly in need of improvement. A recent RAB survey found that eight of every ten salespeople claim to have had no formal radio sales training. Twenty-five percent of those with less than a year in radio have had no formal training, and an equivalent number make that claim even after working in the industry for one to three years.

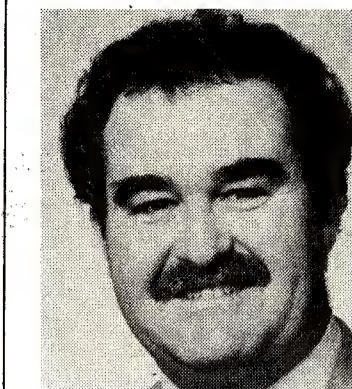
outside training and sales material. Of those buyers, 90% spent no more than \$500. This suggests that while everyone nods their heads and sings hosannas to the idea of professional development, very few people actually are willing to make an upfront investment in the future.

Radio is a dynamic and growing industry which requires the best

possible training and development for its marketing people. It's our obligation as individual radio operators — not only for ourselves but for the future of our medium — to train our people.

### Radio "Peddlers"

Looking at the national state of radio sales training, we've got to keep Arthur Miller's Willy Loman character firmly in mind. We need to understand that the only effective way to build our business is to develop our people, reduce staff turnover, and improve each individual salesperson's ability to market our medium. Willy Loman reminds us that we don't ever want to be broken-down radio "peddlers." We not only need to work harder but smarter.



Bill Stakelin

Bill Stakelin is a 27-year broadcasting veteran currently serving as President/CEO of the RAB. He joined the organization in 1983 following a stint as Executive VP of Bluegrass Broadcasting Company and NAB's Chairman of the Board. Prior to that Stakelin held a series of station management positions, including the VP/GM post at Bluegrass' WHOO-AM & FM/Orlando.

Sales and marketing training must be high priority for each individual station. Training programs have to take place within each and every radio outlet. This is not a role you can give up or pass off to national, state, or even local groups. This is a job that every radio sales manager must make his own. If your station does not have a continuous training program and you don't have a training line on your P&L, we'll see Willy Loman again before too long.

While many of the leading stations and groups have made strong commitments to professional training and the number grows each year, too many of us are willing to applaud their efforts and return to the "tried and true" ways of trial and error.

### The Cure

And so the high rates of client attrition and staff turnover persist. How long can radio stations, lose one of every three accounts, haphazardly prospect for retail business, and/or poach on each

"We have to ask ourselves not 'Can we afford training?' but 'Can we better afford ignorance?'"

These figures suggest that many stations are still sending rookies out into the field with a rate card and a prayer. In an industry that talks a blue streak about the need for training, more than seven of every ten salespeople had no group or corporate-supplied training experience. Six out of ten had not attended training sessions sponsored by state broadcasting associations, and a slim four out of ten had been exposed to any of the industry's sales consultants.

Another RAB survey indicated that only 40% of America's radio stations used outside sales and training consultants last year. Only half of these stations purchased

## Media Directors' Seminars Launched

Earlier this month, the RAB, in association with its Senior Media Directors Advisory Council, staged the first in a series of lunchtime seminars targeted at mid-level media planners, planning supervisors, and buyers. Kicking off the first four-week cycle was Charlie Trubia, Sr. VP/Radio at Ted Bates.

Since Trubia's presentation, BBDO Exec. VP/Director of Media & Network Planning Arnie Semsky and McCann-Erickson VP/Media George Hayes have appeared; on April 4 Grey Advertising Exec. VP/Director of Media & Programming Alec Gerster will speak on the creative uses of radio. Written and taught by members of the Senior Media Directors Advisory Council, these sessions are designed to cover four major topics: radio planning, goal setting and cost-per-point, network and syndicated radio, radio rep firms, and radio case histories (by product and buying levels).

Commenting on the seminar series, RAB Sr. VP/Sales & Marketing Ben Scrimizzi said, "This is a major

step forward both in terms of media education at agencies and radio's involvement with our agency ad-

vocates. We expect that the concept of agency experts working together to train buyers and planners will have a positive impact for all parties. RAB is delighted to play the role of organizer and coordinator for this unprecedented program, which should improve media results for agencies and clients as well as for radio."



MEDIA INSTRUCTION — (l-r) Doyle, Dane, Bernbach Sr. VP Paul Zuckerman, RAB Director/Agency Relations Susan Olive, Ted Bates Sr. VP/Radio Charlie Trubia, Hicks & Griest VP/Media Carl Sandberg.

"While many of the leading stations and groups have made strong commitments to professional training, too many of us are willing to applaud and return to the 'tried and true' ways of trial and error."

other's clients? The cure for these chronic ailments lies in staff development and personnel training. As Connie Mack said, "I have seen people on my team go into slumps and never come out of them, and I have seen others snap right out and come back better than ever. I guess more players lick themselves than are ever licked by an opposing team. The first thing one has to know is how to handle himself. Training counts. You can't win any game unless you are ready to win."

B I O	TO	Program Directors	AIR DATE	Week of April 8 <sup>th</sup>	TIME	1 HOUR
	FROM	WESTWOOD ONE	AREA CODE	(213)	NUMBER	204-5000
M E M O	M E S S A G E	DAVID LEE ROTH				
		EXCLUSIVE! OFF THE RECORD with Mary Turner				
		FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE... AND ONLY				



HARVEY MEDNICK

## IMAGE & MARKETING

# Missing Children: Our Turn To Get Involved

Peer pressure is an interesting phenomenon. It's a great source for reaction to trends, events, and fads. But somewhere along the line this pattern of behavior has not only gotten a bad rap but also become a negative concept. However, a group of concerned individuals has gotten together and come to us with an idea we're all excited about and would like to share with you.

There are 28,000 missing children nationwide. Only a small percentage of these youngsters were abducted; the vast majority left home for a variety of reasons, ranging from bruised egos to battered bodies. In response to this tragic situation, many community-minded companies have developed programs to display pictures of missing children on milk cartons, in newspaper ads, and on local TV programs. While this is an admirable effort and we join in praising them for their involvement, there is an important element missing — *peer pressure*.

With that in mind, **Total Experience Records** Executive VP **Renny Roker** created a program which responds to the problem by combining the most appealing and influential qualities of both the recording and radio industries.

Here's how it works: nine hundred reporting stations will receive a letter from **R&R** requesting their support of the Coalition for Missing Children. Stations agreeing to participate in the

search for missing children receive weekly a minimum of 5000 customized survey sheets imprinted with the station's logo, its reported top records, and pictures of three missing children, two national and one local. CMC has prepared a station kit with instructions on how to make contact with local law enforcement agencies to secure pictures of the station-sponsored child.

The CMC playlist is not only distributed through the station's normal channels to local record outlets, but arrangements can be made with fast-food restaurants, all-night mini-marts, and other "safe" places that missings feel secure hanging around. On each playlist an artist which is successful in the format of the local cooperating station will be pictured. This artist then produces a PSA for station use which follows the general theme of "It's OK to go home because . . . someone is waiting for you." By combining the music young people listen to on the station they want to hear with the endorsement of the art-

ists they admire, peer pressure will be brought to negate the runaway image and encourage those missing to return home. Needless to say, the playlists feature a CMC Hotline number which callers can use should they spot one of the pictured children. The project is being spearheaded by the RCA family of records, but other companies have evidenced a desire to participate and will be joining the program as it gets rolling.

### Program Of Many Levels

In addition to station participation, CMC has enlisted the cooperation of other parties. MTV has agreed to feature a video of the **Gap Band** based on the song "I Found My Baby" to kick off the campaign. The two national missing children will be featured and the video storyline will be based upon missing children and young adults. The 800 hotline number will also be prominently displayed during the video, and MTV has suggested the possibility of a promotion within the CMC framework to add credence to the program.

### The Film Short

The same theme will be employed in the production of a short feature for motion picture distribution. All participating theatres will be furnished playlists with the pictures of missing children, and the short will be promoted for Academy Award consideration. Roker has been talking with "Close Encounters" director **Steven Spielberg**, who is committed to the CMC concept, about directing the film.

### The Record

Mirroring the enormous success of the USA For Africa effort, the

## DATELINES

April 14-17

National Association of Broadcasters, annual convention. Las Vegas Convention Center, Las Vegas.

May 7-11

American Women in Radio and Television, annual convention. New York Hilton, New York City.



**CMC GETS LOGO** — Shown discussing logo designs for the Coalition for Missing Children (CMC) are (l-r) Matrix Design Consultants President **Bob Robertson** (whose firm donated its time to the project), Total Experience Exec. VP **Renny Roker**, and R&R VP/Editor **Ken Barnes**.

RCA family of labels will assemble an LP from its roster of hit artists: **Daryl Hall and John Oates**, **Diana Ross**, **Jeffrey Osborne**, **Alabama**, the **Judds**, and the **Pointer Sisters**, to name a few. The album will be released on the Total Experience label with all proceeds going to CMC. The album represents the unity and concern of both radio and records and should reinforce the concept of positive peer pressure to bring youngsters home.

### The Concert

After releases of the LP and video, all of the artists participating in the campaign are scheduled to join together for a spectacular concert at a major venue such as the L.A. Coliseum, Soldier Field in Chicago, or the Meadowlands in New Jersey. This concert would be taped and sold to networks, both nationally and internationally, and the subsequent video and live album would also generate

dollars to continue the campaign.

It has been said that "grand problems require grand solutions." Certainly the missing children problem is one of enormous proportion, but solving it has to start with a single voice. That voice is *ours* — radio's voice swelling into a giant chorus of concern and compassion. We're committed at **R&R**, and as we've done in the past, we're serving as the focus for this joint project. Tell us your feelings, ideas, and activities you may already be doing which can interact with CMC's program.

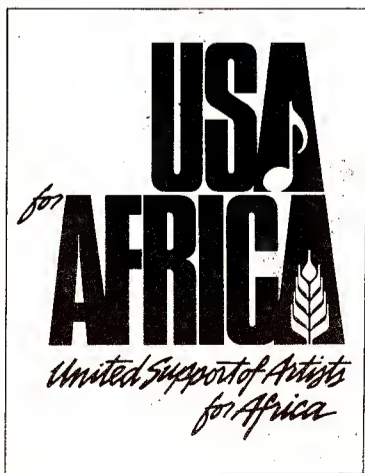
This is the first in a series of columns we're going to present on CMC, so you'll be able to keep track of how the project is developing. It's a massive effort, and as the laws of physics have shown us, the bigger something is the more effort it requires to get it started. But once the ball starts moving, it gathers momentum at a fearsome rate and is virtually unstoppable. That's our wish.

## USA For Africa

Here's a good way for your station to show its support for the **USA For Africa** campaign and, at the same time, demonstrate the power of radio. On Good Friday (4-5) at 10:50am EST, a group of stations worldwide, led by **KZAN/Ogden, UT** and **WROM/Rome, GA**, will simultaneously air "We Are The World." Immediately after playing the song, the contact address will be given to encourage listeners to make donations to the USA For Africa Foundation.

**R&R** would like to compliment **KZAN's PD Jim Mickelson** and air personality **Tracy Chapman** and **WROM MD Bob Wolf** for starting this movement and suggest that your station join in. We'd also like to tally up the number of stations intending to participate. Give me a call at **R&R** if you're planning to be a part of this worthwhile effort on what has to be the most meaningful day on the calendar for such an event.

Just in case you don't have it handy, the foundation's address is: USA For Africa Foundation, 6420 Wilshire Blvd., 19th Floor, Los Angeles, CA 90048.



## ONE YEAR AGO TODAY

- **FRANK DILEO BECOMES MICHAEL JACKSON'S MANAGER**
- **JIM BARKER NAMED VP/IGM AT WAYL & KSS/MINNEAPOLIS**
- **STEVE GOLDSTEIN NAMED PD AT WOMC/DETROIT**
- **JIM HERRON NAMED PD AT KLTR/HOUSTON**
- **CHRIS WHEAT NAMED VP/IGM AT WYNF/TAMPA**
- #1 CHR: "Footloose" — Kenny Loggins (Columbia) (2nd week)
- #1 A/C: "Hello" — Lionel Richie (Motown) (2nd week)
- #1 Black: "She's Strange" — Cameo (Atlanta Artists/PolyGram) (2nd week)
- #1 Country: "Happy Birthday Dear Heartache" — Barbara Mandrell (MCA)
- #1 AOR Track: "You Might Think" — Cars (Elektra) (3rd week)
- #1 LP: "Heartbeat City" — Cars (Elektra) (2nd week)

## FIVE YEARS AGO TODAY

- **GENE FROELICH HEADS MCA RECORDS GROUP**
- **CHUCK RENWICK NAMED EXEC. VP AT NBC RADIO**
- **RICK SWIG, MICHAEL DUNDAS VP/PROMOTION & MARKETING AT DREAMLAND**
- #1 CHR: "Call Me" — Blondie (Chrysalis)
- #1 A/C: "Him" — Rupert Holmes (MCA) (2nd week)
- #1 Black: "Stomp!" — Brothers Johnson (A&M) (4th week)
- #1 Country: "I'd Love To Lay You Down" — Conway Twitty (MCA)
- #1 LP: "Against The Wind" — Bob Seger (Capitol) (2nd week)

## TEN YEARS AGO TODAY

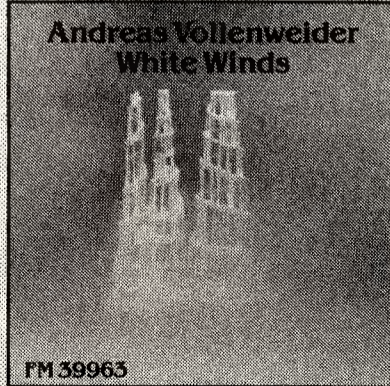
- #1 CHR: "Lovin' You" — Minnie Riperton (Epic)
- #1 A/C: "The Last Farewell" — Roger Whittaker (RCA)
- #1 Country: "Before The Next Teardrop Falls" — Freddy Fender (ABC/Dot) (4th week)
- #1 LP: "Physical Graffiti" — Led Zeppelin (Swan Song/Atlantic) (3rd week)



Radio is redefining the words "New Music"

The electro-acoustic harp of

# Andreas Vollenweider



On CBS Records,  
chrome Cassettes and Compact Discs.

FM 39963

**"Flight Feet"** 58-04755  
is  
taking  
off...

at retail  
and at  
multi-format  
radio.

*"Very exciting music...  
good calls from  
upper demos and  
works well with all  
day parts."*

Tom Carey, KSPN

*"We play it and get  
instant response—  
on par with artists  
like John Fogerty!"*

Cindy Paulos, KVRE

Now on the airwaves  
at these stations:

**AOR**

- |      |      |
|------|------|
| KBCO | KMTN |
| WQBK | WGPN |
| WHFS | WHMO |
| WFMX | WZEW |
| WAPL | KSPN |
| KSPN | KTCL |
| KOZZ | KRQU |
| KSTM | WCPZ |
| WFTV | KTIM |
| KPMU | KWFM |
| KVRE | WXCI |

**JAZZ**

- |      |      |
|------|------|
| KRGO | KWMU |
| WRSU | KCUR |
| WBBY | WAMU |
| WBET | WXPX |
| KERA | WERS |
| WUWM | WDUQ |
| KTCJ | KSOS |
| WRTI | WWNO |
| WBFO | WWOZ |
| WYBC | KRCC |
| KLCC | KMHD |
| WMOT | WUSF |
| KUHF | WGMC |
| WFAE | WHRO |
| KTSU | KGOU |
| WKAR | KBLS |
| KUT  | WBOO |
| WVXU | WLOQ |

**URBAN AC**

- |      |      |
|------|------|
| KUTE | WSKY |
| KBLX | KWAV |
| WBSL | KIFM |
| WDMT |      |

Audiences will be blown away by the "White Winds" Tour:

- |                  |                 |                       |                    |
|------------------|-----------------|-----------------------|--------------------|
| 4/15 Baltimore   | 4/25 Knoxville  | 5/9 Seattle           | 5/20 St. Louis     |
| 4/16 Syracuse    | 4/26 Atlanta    | 5/10 Portland         | 5/21 Minneapolis   |
| 4/17 Boston      | 4/27 Houston    | 5/11 Eugene           | 5/22 Chicago       |
| 4/18 Albany      | 4/28 Austin     | 5/12 San Francisco    | 5/23 Detroit       |
| 4/19 New York    | 4/29 Dallas     | 5/13 San Jose         | 5/24 Toronto       |
| 4/20 Cleveland   | 5/1 Phoenix     | 5/15 Sacramento       | 5/25 Montreal      |
| 4/21 Milwaukee   | 5/3 San Diego   | 5/16 Salt Lake City   | 5/28 Philadelphia  |
| 4/23 South Bend  | 5/4 Los Angeles | 5/17 Denver           | 5/30 New York      |
| 4/24 Bloomington | 5/8 Vancouver   | 5/18 Colorado Springs | 5/31 New Haven     |
|                  |                 |                       | 6/1 Washington, DC |

# ERIC

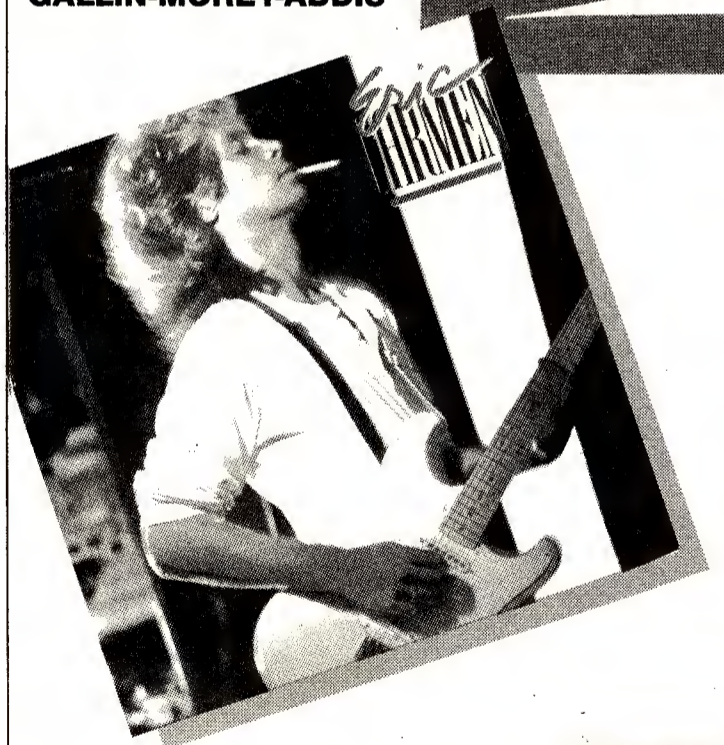
# "I'm Through With Love"

7-29032

The Second Single  
From The Geffen Album,  
**ERIC CARMEN**  
(GHS/M5G 24042)

Produced By:  
**BOB GAUDIO**

Management:  
**GALLIN-MOREY-ADDIS**



**Out of the Box  
#2 Most Added A/C  
& Immediate CHR Action!**

26/R&R FRIDAY, MARCH 29, 1985

## STREET TALK



**'ROR ALL-STARS** — WROR/Boston's Rock 'N' Roll Reunion weekend brought together a fine lineup of local greats, many of whom paused for this pic. Standing (l-r) are WROR's Joe Martelle, KS95/Minneapolis's Dan Donovan, VP/GM Joe Kelly, PD Lorna Ozmon, WHDH's Mike Addams, Charlie Van Dyke, KS95's Chuck Knapp. Kneeling (l-r) are WRKO's Mel Miller, writer Ed Hider, Freddie "Boom Boom" Cannon, and Arnie "Woo Woo" Ginsburg.

The four-day boycott by a number of Black/Urban stations led by **KACE/LOS ANGELES** against **WARNER BROS.** has ended. KACE claimed that WB has been neglecting the station with regard to advertising and promotional dollars for crossover artists. But the station has resumed playing (although not reporting) Warners product since the label issued a conciliatory proposal this week calling for a meeting to discuss the problem.

Where was **WAGONTRAIN BROADCASTING** President **BILL SANDERS** Tuesday night? Word has it he was dining with **DRAKE/CHENAULT** Chairman **GENE CHENAULT** to discuss terms for the sale of the programming/consulting firm. Sanders is widely speculated to be the frontrunning candidate, although Chenault flatly denied the rumored sale . . . time will tell.

Word has it that the **MEREDITH CORP.** is negotiating to sell **WGST & WPCH/ATLANTA** and the **GEORGIA RADIO NEWS SERVICE** to **JACOR COMMUNICATIONS**. More details forthcoming in the next two weeks.

So this heavyweight PD and well-known consultant are sitting in an airport waiting for a plane listening to a local Country station. They don't like the jock on the air, and naturally start to poke fun at him. Imagine their surprise

when the DJ started responding directly to them, inviting them down to the station for an announcing lesson. They're still trying to figure it out . . .

**KLSI/KANSAS CITY** went all out in cosponsoring a "Big Chill" '60s costume party for 1500 listeners, featuring the Chessmen, who reunited for the event. **DENE HALLAM**, PD at A/C competitor **KUDL**, decided to stop by to check out the scene. All guests were registered in a grand prize drawing for an Apple II computer. Guess who won.

**KYUU/SAN FRANCISCO** programmer **RIC LIPPINCOTT** was reunited with his sister Debra, 21, whom he hadn't seen for ten years. A twist of fate brought her to the Bay Area to live, and while scanning the dial, she heard afternoon personality **JEFF McNEAL** berating Ric on the air. She called the station, and the two are now in touch with each other. And they lived happily ever after . . .

**WDIZ/ORLANDO**'s morning team of **ALAN BAXTER & MARK SAMANSKY** has a hit record . . . in Canada. A strike among brewery workers up north prompted the AOR duo to record a tongue-in-cheek ditty called "Canada's Out Of Brew." Canadian stations heard it on **ABC & RKO** radio newscasts, and 'DIZ has supplied some 75 of them with dubs.

Continued on Page 28

## STRATEGIC RADIO RESEARCH

OUR RESEARCH HELPS YOU  
MAKE BETTER DECISIONS.

Call or write for your free copy  
of our new "Catalog of Research  
Services (1985)."

655 W. Irving Park at Lake Shore Drive, Chicago, IL 60613 ☐ (312) 883-4400



jules  
shear

“steady”

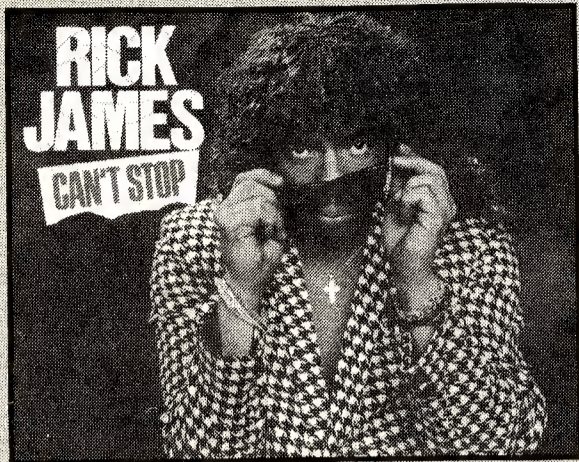
...for a balanced playlist...

the new single and aor 12" from the forthcoming album the eternal return. written by jules shear and cyndi lauper



management: mike's artist management. © 1985 emi america records, a division of capitol records, inc.

EMI AMERICA RECORDS



# RICK JAMES "Can't Stop"

Now On Over 90 CHR Stations!

## CHR NEW & ACTIVE

WXKS-FM deb 32	KITY add
WNYS on	WKZL add
CKOI on	KLIK add
WCAU-FM on	KJ103 deb 35
PRO-FM add	KKRD deb 36
Z93 on	KNMQ add 37
93FM on	KKFM add
WCZY add	KSND deb 40
WHYT on	KHOP add
KIMN add	KPOP add
FM102 on	KDON-FM add
KMEL on	KISN add
WFLY add	WOAY add
WBEN-FM 26	WIKZ add
WERZ deb 38	KQIZ-FM add
WKEE add	WYKS add
WLAN-FM add	WGLF add
98PXY deb 40	KKQV add
WGFM deb 38	KQCR deb 33
KWIC add	KCMQ add
KZZB add	WAZY-FM add
WZLD deb 38	KCDQ add
KSET-FM add	KHTX add
WRVQ add	SLY96 add
	KIST add

... AND CROSSING FAST!  
#1 MOST ADDED BLACK/URBAN

PRODUCED, WRITTEN,  
AND ARRANGED BY RICK JAMES



MOTOWN DELIVERS.  
ALWAYS HAS...  
ALWAYS WILL.



## STREET TALK

Continued from Page 26

Headed for the Great White North after six years as MD/afternoon drive at **WTAE/PITTSBURGH** is **DON BERNS**, who is happy about joining "experimental progressive" **CFNY/TORONTO** as Asst. PD/MD, beginning April 15.

**WCCC-FM/HARTFORD** has put the anti-drunk driving message on the 12" of **GEORGE THOROGOOD**'s "I Drink Alone" to good use. When the message airs, listeners call to register for a trip to see Thorogood in Toronto. Credit **EMI**'s **DON WASLEY**, by the way, for putting the timely message on the record.

Hats off to **EIP/A**'s Local Promotion Managers of the Year: **DEBI LIPETZ** (Pop/Seattle), **JIMI STARKS** (R&B/Atlanta), and **MICHAEL MOORE** (Country/Denver).

**WWCK/FLINT** has upped GSM **NANCY TEBBEN** to VP/GM, filling a spot left by **RON SHANNON**, who's left to join **SIGNAL MEDIA**.

**DOUBLEDAY** President **GARY STEVENS** is the keynote speaker at the 8th annual Great Lakes Radio Conference April 27, sponsored by the renowned **SPECS HOWARD** School of Broadcast Arts and Central Michigan University. Among other radio industry notables participating are **MARTY GREENBERG**, **ED CHRISTIAN**, **FRED JACOBS**, and **PETER CAVENAUGH**. For more info, contact Specs Howard at (313) 569-0101.

That 11-digit number we gave you for info on "Radioguides" created total bewilderment for an unidentified Detroit household. The correct combination is actually (313) 559-7970.

Sad to hear that 48-year **KOIL/OMAHA** Chief Engineer **JERRY WEIST** passed away

March 23 of natural causes. Jerry, who was 73, had worked during his career with such illustrious alumni as Gary Owens, Don Steele, and Roger Morgan.

**JOHN LARRABEE** has left afternoons at **Y98 (KYKY)/ST. LOUIS** to become PD/morning man across town at A/C-formatted **KADI**... In other programming changes, **TOM MCGUIRE** has jumped from MD at **WDGY/MINNEAPOLIS** to PD at **WXCL/PEORIA**... **WHHY-FM/MONTGOMERY** PD **ALAN DuPRIEST** has stepped down, but retains MD chores and airshift. Midday talent **BOB RALEIGH** is the new PD.

Veteran **KNOK/FT. WORTH** personality **BARRON BACON** has added on MD duties in addition to his midday airshift. He replaces **KENNY BIRD**, who joins **ARISTA** to handle Southwest Regional R&B Promotion.

**FM102/SACRAMENTO**'s **CHRIS COLLINS** and **MIKE REYNOLDS** stayed on the air 28 hours to support USA For Africa, netting \$80,000... **WMMS/CLEVELAND** is organizing the recording of "C.A.R.E." (Cleveland Artists Relief For Ethiopia)... **KQRS/MINNEAPOLIS**'s radiothon last weekend raised over \$45,000... **91X/SAN DIEGO**'s radiothon April 26-28 will benefit the hungry in four continents. The station is seeking music industry items for auction.

Bootie duty: To **TOUR DE FORCE** President **TOM EWING** and Jean on daughter Caitlin, who was coincidentally delivered March 1, right in the middle of Dallas... to **WWW/DETROIT** afternoon man **KEN MORSS** and Jennifer, Kenneth Eugene... to **KPLX/DALLAS** PD **BOBBY KRAIG** and wife Sam, Andra Jayne (2-24)... and Connie Edelman was so happy about being promoted to GM at **WBBG & WMJ/CLEVELAND** that she and husband Sheldon gave birth to Rachel Marin (3-20).

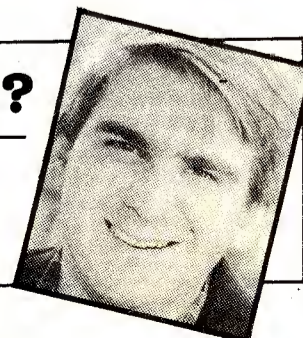
### Editorial Birthdays



New Edition's Ronnie DeVoe and road manager Khalil Rountree celebrated their birthdays at MCA's L.A. offices recently. Pictured (l-r standing) are group's Michael Bivins, Ralph Tresvant, and Bobby Brown, MCA's Shelly Fowler, Rountree, and label's Ernie Singleton; (l-r seated) group's Ricky Bell and DeVoe.

**Q: Do you know this man?**

**A: In the April 12/NAB issue of R&R**



*"Well...I heard I.R.S. went with MCA."*



**MCA**  
RECORDS



It's business as unusual.

# LIM AHL... THE "NEVER ENDING STORY" CONTINUES...

**"Clean sweep on nightly make it or break it. Top five on nightly top ten at ten."**

**-Charlie Quinn P.D. / WHTT Boston, MA**

**"Very mass appeal! Lit up the phones 2nd day we played it. Young people love it.  
The twenty five plus callers say they like the song."**

**-Jerry Lousteau P.D. / KZZB Beaumont, TX**

**"Top ten phones in less than one week. Female and Teen grabber!"**

**-Mike Preston P.D. / KS103 San Diego, CA**

**"Big Response! 12-18 Demo's know who this man is!"**

**-Pamela Steele M.D. / KAFM Dallas, TX**

**"Top 10 I think it's a hit!"**

**-Bob Canada P.D. / WNVZ Virginia**

**"After two days on the air. The record has already soared into our nightly top nine tonight countdown."**

**-Tom Cuddy P.D. / PRO FM Providence, RI**

**"Winner of the Battle of the Hot Hits two nights in a row. First night beat Madonna Crazy for You.  
Second night beat Patty LaBelle."**

**-Bobby Rich M.D. / Q105 Tampa, FL**

**"Blew out the phones in one play! Keeps on winning our battle of the bands night after night and  
the calls are there the rest of the day too."**

**-Mark Shands M.D. / 195 Miami, FL**

**"Hot phones already, Multi format Hit!"**

**-Glen Kalina M.D. / WCAU Philadelphia, PA**

**"Immediate phones! They started after one test. Also immediate name recognition."**

**-Tom Taylor P.D. / WPST Princeton, NJ**

**"It was like Kaja Vu. The Minute we hit the record everybody knew it was Limahl!"**

**-Jay McCall P.D. / KOZE Lewiston, ID**

**"Immediate response. Big phones from teens to adults male and female. This could be a top five record.  
It became my #2 request behind USA for Africa instantly!"**

**-Jim Steal M.D. / Y106 Orlando, FL**

**"Not only does it sound good on the radio but there is immediate reaction!"**

**-Steve Goddard M.D. / KZZP Mesa, AZ**

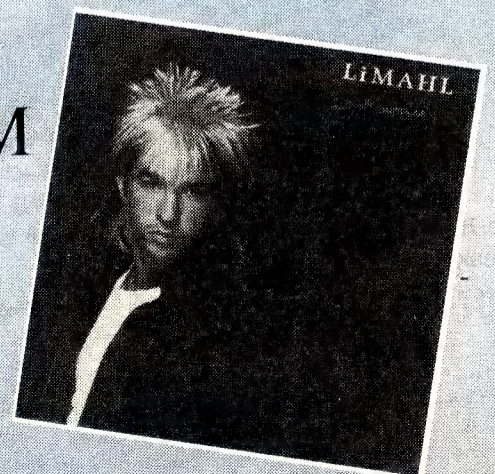
**"This record knocked me out when I heard it six months ago. It's been a hit in every country in Europe.  
It's got to be a hit here."**

**-Guy Zapolean P.D.**

**"Medium rotation!"**

**-MTV**

THE FIRST SINGLE FROM THE ALBUM  
"DON'T SUPPOSE"





KEN BARNES

# ON THE RECORDS

## A RECORD BREAKER

# "We Are The World" Mounts Chart Attack

It's only fitting that such a unique all-industry undertaking as the USA For Africa "We Are The World" single should be establishing new standards for chart achievement. The March 15 issue marked the start of what should turn out to be a record-shattering chart career.

For starters, "We Are The World" became a true "record breaker" by setting new marks for most stations added in a single week and highest one-week station percentage in both CHR and A/C. As noted last week, the record was added at 232 CHR stations, or 91%, and 115 A/C's (82%). At the same time, it became a Breaker on the AOR Tracks chart with 88 adds (58%). (Ironically, "We Are The World" placed just behind "Everybody Wants To Rule The World" by Tears For Fears.)



"We Are The World" sets world records

On March 22 "We Are The World" completed its Back Page chart sweep by debuting at No. 30 on the Black/Urban list as a Breaker. It also soared 30-8 in CHR, 17-6 in A/C, and 25-17 in AOR, an epochal second week (for its third week progress, which will be tabulated long after this column gets tucked in for the week, check the Back Page). If "We Are The World" can gain acceptance in Country radio, it will become the first record in R&R history to appear on all five major format charts. It also has a shot at a feat I thought impossible — a sweep of No. 1 on all four Back Page charts. I'll be watching.

### The Solo Vocal Roster

Meanwhile, it may be useful to list the "We Are The World" soloists in order of appearance (although you can do it yourself by watching the video or even closely listening to the record). It goes like this:

1. Lionel Richie
2. Stevie Wonder
3. Paul Simon
4. Kenny Rogers
5. James Ingram
6. Tina Turner
7. Billy Joel
8. Michael Jackson

9. Diana Ross
10. Dionne Warwick
11. Willie Nelson
12. Al Jarreau
13. Bruce Springsteen
14. Kenny Loggins
15. Steve Perry
16. Daryl Hall
17. Jackson
18. Huey Lewis
19. Cyndi Lauper
20. Kim Carnes
21. Bob Dylan
22. Ray Charles
23. Wonder & Springsteen
24. Ingram
25. Charles

### Switching Labels In Midstream

The recent switch of the Pia Zadora/Jermaine Jackson duet "When The Rain Begins To Fall" from MCA to Arista is, I believe, unprecedented. There have always been cases of larger labels making master purchases from small ones and reissuing the records; Donnie Iris and Motley Crue have been recent beneficiaries of that practice. But for a record to switch from one major to another is a different story. The one constant in the shift is Curb Records, which has its logo on both the MCA and Arista versions of the single.

Three prominent record industry figures died recently. Robert "Bumps" Blackwell was a close associate of Little Richard and

## JAGGER, MADONNA, POWER STATION

# Chic Power Potent



Power Station's Palmer, Taylor, Taylor & Edwards looking chic

The success of the Power Station single and Mick Jagger album are the latest examples of the production/playing prowess of the Chic Organization's principals, Nile Rodgers and Bernard Edwards. Since their heyday as disco's most influential artists, Rodgers and Edwards have saturated the modern music scene with their versatile abilities.

Most of their work is being done separately these days. The Power Station marks a high-profile move for Edwards, the less well-known of the duo, as he teams up with Duran Duran's John and Andy Taylor, Robert Palmer, and Chic drummer Tony Thompson for "Some Like It Hot." Rodgers, meanwhile, produced a good chunk of Jagger's "She's The Boss" LP, following up on his massive production success with Duran Duran ("Wild Boys") and Madonna (the "Like A Virgin" LP).

Chic came to prominence in 1977, after Rodgers and Edwards had played in the backup band for early '70s hitmakers New York City ("I'm Doin' Fine Now"). The monster 1978 hit "Le Freak" (recorded at the Power Station studios, by the way) and their production of Sister Sledge's "We Are Family" the next year placed them in the forefront of the hot producer ranks. Together they worked with Diana Ross ("Upside Down"), Debbie Harry, Carly Simon, Teddy Pendergrass, Odyssey, and a sadly-ignored album with Sheila & B. Devotion which contained some of Rodgers's most stunning rock-oriented guitar work.



Bernard Edwards (left) and Nile Rodgers during the "Le Freak" era

On his own, Edwards worked with Diana Ross on her latest album, as well as producing an LP for "EPM" (Eddie Martinez, the guitarist on Run-DMC's "Rockbox"). Rodgers meanwhile launched his solo production career with David Bowie's "Let's Dance," and also worked with Southside Johnny, INXS, Peter Gabriel, and Kim Carnes, as well as doing the music for an obscure film called "Alphabet City." Rodgers and Edwards recorded a solo LP apiece as well, plus numerous Chic albums.

With both Edwards and Rodgers enjoying hits, their separate services will continue to be in demand. But it'd also be nice to see them reunite for another joint project, Chic or otherwise.

cowrote and produced many of his '50s hits. He also worked with Sam

Cooke in the early stages of Cooke's secular career. He died of pneumonia at the age of 66.

Bob Shad ran the Shad label (which had a big 1960 hit with "Clap Your Hands" by the Beau-Marks) and later the more significant Mainstream label, first home of Ted Nugent & The Amboy Dukes and Big Brother & The Holding Company. Shad headed the A&R department at Mercury during the '50s. He suffered a heart attack at age 65.

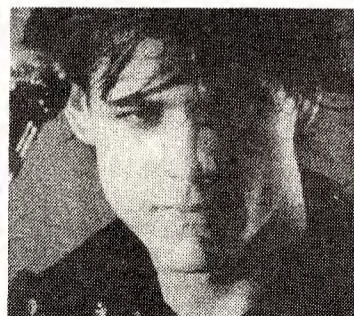
Finally, former Uriah Heep lead singer David Byron died of as-yet-unknown causes at the age of 37. Byron also led his own Byron Band and Rough Diamond.

### Commodores' Heatwave

The new Commodores singer, J.D. Nicholas, was with the British/American group Heatwave for many years. Nicholas was one of Heatwave's British contingent, a background which contrasts with the Commodores' Alabama upbringing. A native Londoner, he was in a group called the Fantastics, who had a single on Bell called "Something Old, Something New," before joining Heatwave.



Prince: Soundtrack champion



Eddie: Five Breakers from one artist



Teachers: Multi-hit matriculations



BHC: Crossing over into 1985

## THE HURRICANE HEERAN SEMI-ANNUAL SOUNDTRACK SUCCESS SURVEY

# Movie Music On The Radio, 1984

With the Oscar awards for 1984 coming up, it seemed like a good time to assess the success of soundtrack music for the past year. So Hurricane Heeran updated his original look at soundtrack Breakers (July 13, 1984).

In the second half of 1984, songs from seven films scored Breakers in one or more formats. The films were "Beverly Hills Cops," "Eddie & The Cruisers," "Give My Regards To Broad Street," "Metropolis," "Teachers," "Thief Of Hearts," and "Woman In Red." In addition, movies like "Purple

Rain" and "Hard To Hold" added to their first-half Breaker total in the second six months.

The 1984 final standings for most successful music-movies can now be published, so here's the top 10:

- Purple Rain (13 Breakers)
- Footloose (12)

- Hard To Hold (6)
- Woman In Red (6)
- Against All Odds (5)
- Eddie & The Cruisers (5)
- Teachers (5)
- Breakin' (4)
- Give My Regards To Broad Street (4)
- Streets Of Fire (4)

"Purple Rain" edged "Footloose" for the championship, but if you wanted to be liberal and add "Jungle Love" and "The Bird" by the Time and "Sex

Shooter" by Apollonia 6 (all featured in the movie but not on the soundtrack), the victory would be more clearcut. "Purple Rain" also picked up a couple more Breakers in early 1985.

So far this year, "Vision Quest" is off to a good start, with five Breakers. Other multiple Breaker contenders are "Falcon & The Snowman" and "Last Dragon." Stay tuned for July when Hurricane will post the six-month totals of the celluloid sellers.



MARY  
JANE  
GIRLS

IN MY HOUSE

BLACK/URBAN CHART: 6

SIGNIFICANT ACTION

WXKS-FM	WSPK	KOFM
WCAU-FM	WKRZ-FM	WHOT
93FM	WTLQ	KKFM
I95	KZZB	KMGX
Y100	WJZR	KCAQ
WHYT	WNOK-FM	KPOP
Y108	WZLD	KSKD
KIIS-FM	KITE	KDON-FM
KMEL	KAMZ	KHYT
Q100	KSET-FM	WFBG
WERZ	WOKI	WQCM
WLAN-FM	WFMI	WJBQ
Z106	Y106	WSQV
		WJAD
		KWES
		T94
		Z102
		KKQV
		KHTX
		KIST

Busted  
in L.A.!

KIIS-FM 35-28  
KKHR 31-22  
KRTH 23-13  
KIQQ 33-19

PRODUCED, WRITTEN,  
AND ARRANGED BY RICK JAMES



MOTOWN DELIVERS,  
ALWAYS HAS . . .  
ALWAYS WILL.



Since You've Been Away

The week begins with a handful of grim anniversaries: the day that **Marvin Gaye Jr.** was shot to death by his father (the first), and a day later, when Gaye would have been 46. Besides two successful Gaye tribute songs, the last year has been full of Gaye salutes on the liner notes of LPs, especially those by present or former **Motown** artists. (On his "Essar" LP, for instance, **Smokey Robinson** wrote that "Essar" would miss "Emgee.") Gaye's last recordings should be out momentarily. **Sony** has also planned to release a half-hour video, "Transit Ostende," featuring performances filmed during Gaye's self-imposed exile in Belgium.

MONDAY, APRIL 1

1917/Ragtime composer **Scott Joplin** dies.  
1927/RCA's German subsidiary introduces the automatic record changer.  
1955/**Elvis Presley's** fourth single, "Baby Let's Play House" b/w "I'm Left, You're Right, She's Gone," is released.  
1967/The **Country Music Association** Hall Of Fame is opened in Nashville.  
Birthdays: **Ronnie Laws** 1946, **Rudolph Isley** 1939, **Arthur Conley** 1946, **Mark White (ABC)** 1961, **Billy Currie (Ultravox)** 1952. Blues singer **Alberta Hunter** would have been 90.

TUESDAY, APRIL 2

1958/**Gene Norman** and **Dick Haynes** resign their DJ jobs at **KLAC/Los Angeles** to protest the adoption of a new format. Norman, who'll go on to form the **GNP Crescendo** label, announces that "it would be inconceivable for me to desert my 15-year standards by resorting to a Top 40 format."  
1960/The **National Association of Record Merchandisers (NARM)** hands out its first annual awards in Las Vegas. Best selling male artist goes to **Elvis Presley**. The female award goes to **Connie Francis**.  
1973/**John Lennon** and **Yoko Ono** hold a press conference to discuss Lennon's battle with immigration officials. It is at this conference that Lennon makes his famous remarks about a Beatles reunion being "not in the cards."  
Birthdays: **Leon Russell** 1941, **Bananarama's Keren Woodward** 1961, **Larry Coryell** 1943, **Emmylou Harris** 1948, Country songwriter **Sonny Throckmorton** 1941.



WEDNESDAY, APRIL 3

1956/Elvis appears on the "Milton Berle Show" live from the flight deck of the U.S.S. Hancock.  
1966/Five months before becoming famous as one of the **Monkees**, **Peter Tork** opens a solo folksinger stint at the Troubadour, the L.A. folk club that's since gone heavy metal.  
1973/**Capitol** issues two Beatles greatest hit packages, "1962-1966" and "1967-1970."  
1975/**Steve Miller** is charged with setting fire to a friend's clothing and resisting arrest. The charges are dropped the next day.  
1976/**Diana Ross's** entry into the disco arena, "Love Hangover," is released as a single. **Motown** releases the single even though Diana's follow-up to "Mahogany," "I Thought It Took A Little Time," is still on the charts. As a result, both "I Thought" and a competing **Fifth Dimension** version of "Love Hangover" which inspired the quick Ross release, are killed off pretty promptly.  
Birthdays: **Jan Berry** 1941. **Richard Thompson** turns 36. Thompson's stormy relationship with his ex-wife **Linda** is played out on current solo LPs by both parties.

THURSDAY, APRIL 4

1960/RCA begins dual mono/stereo releases.  
1964/The **Trashmen** are found guilty of plagiarism for their song "Surfin' Bird." Royalties from the song now go to the authors of "Papa Oom Mow Mow" by the **Rivingtons**.  
Birthdays: **Gail Davies** 1948, **Major Lance** 1941, **Dave Hill (Slade)** 1952, **Steve Gatlin** 1951. **Berry Oakley** of the **Allman Brothers** would have been 37. **Muddy Waters** would have been 70.

FRIDAY, APRIL 5

1969/"These Eyes" by the **Guess Who** is released.  
1975/**Alice Cooper's** brush with mellowness begins with the release of "Only Women."  
1981/**Canned Heat** lead singer **Bob "The Bear" Hite** dies of a heart attack.  
1984/The Civil Aeronautics Authority authorizes the startup of **Virgin (Records) Airlines**, a spiritual successor to **Laker Air** as the low-priced UK to USA airline. At the end of the year, Virgin still has only one plane.  
Birthdays: **Eric Burdon** 1941, **Agnetha Faltskog** 1951, **David LaFlamme (It's A Beautiful Day)** 1941.

SATURDAY, APRIL 6

1956/Elvis Presley signs with Paramount.  
1969/The rock festival horror-story season begins as the first annual Palm Springs Pop Festival and San Andreas Boogie turns into a riot. The festival, headlined by **Procol Harum** and **Ike & Tina Turner**, climaxes with two concertgoers being shot by a gas station attendant whose station is being trashed by the overflow crowd.  
1971/**Rolling Stones Records** is formed and the "lips" logo is unveiled.  
1974/The first California Jam is held for TV. **Deep Purple**, **the Eagles**, **Emerson Lake & Palmer**, and **Black Sabbath** are the headliners.  
1979/**Rod Stewart** and **Alana Hamilton** are married.  
Birthdays: **Merle Haggard** 1937.

SUNDAY, APRIL 7

1956/**Alan Freed** premieres the first national rock 'n' roll show via **CBS Radio**.  
1962/**Brian Jones** meets **Mick Jagger** and **Keith Richards**.  
1967/Seminal progressive FM **KMPX/San Francisco** debuts under the direction of **Tom Donahue**, whose widow, **Raechel**, is now **Rick Dees's** morning partner at **KIIS/Los Angeles**.  
1984/In Britain, where most chart controversies involve the hyping of record stores and not the manipulation of radio, the British chart board slaps **WEA** with a 6000-pound fine for unethical chart practices. This is the second time **WEA** has been punished in several months.  
Birthdays: **Bobby Bare** 1935, **Cal Smith** 1932, **John Oates** 1949, **Janis Ian** 1951.





**CHR BREAKERS**

# David Lee Roth

*Just A Little  
Gigolo / I Ain't got  
Nobody*

The new single from David Lee Roth's *Crazy From The Heat*  
Produced by Ted Templeman  
On Warner Bros. Records and Cassettes • © 1985 Diamond Dave Enterprises, Inc.





JOEL DENVER

# CONTEMPORARY HIT RADIO

## CHR WARS — PART ONE

# Stations Armed For Springtime Battles

The winter Arbitron ended two days ago. Now we're off and running with the spring ratings sweep. This all-important book will decide many stations' revenues for the whole year; for others, until the next quarterly. But in either case, this is traditionally a strong book for CHR.

For this week's edition of CHR Wars, I've selected ten of the most exciting markets. Each market overview is complemented by a four-book trend and PD comments outlining future game plans to maintain high numbers. Next week, we'll look at ten more markets facing equally intensive ratings races: New York, Buffalo, Washington, Rochester, Wilkes-Barre, McAllen-Brownsville, Huntington, Orlando, Wichita Falls, and Oklahoma City.

	Dallas			
KEGL	5.3	4.7	4.3	5.2
KAFM	4.6	5.0	5.9	4.5
KTKS	1.1	1.1	0.6	2.1

Just last year KAFM had the CHR arena to itself. But almost simultaneously KEGL shifted back to CHR from AOR. And ABC bought KIXK, changing the calls

to KTKS. Let the fireworks begin!

- **KEGL PD Randy Brown:** No doubt that our format change was the right move. The music does a lot of our talking for us, but our morning show with Stevens & Pruitt and night guy Kid Kraddick keep us high-profile. Our "Key Song Contest" will be handing out Porsche 944s through June. We're the March Of Dimes Walk-A-Thon station. High-volume outdoor advertising figures in our plans, while TV is still being considered. We've got our cume, so now we're building loyalty. While our musical approach is a bit conservative, we do find the right hits to be early on, which make the difference. Positioning statement: "All Hit 97.1, KEGL"

- **KAFM VP/Programming John Shomby:** We're going to give away more cash than we've ever done before, using bumper

stickers, sighting winners with our KAFM Video Cruiser. As always, heavy participation in the major concerts coming to town. I'm up for the battle as I see CHR really taking over the market. We won't be beaten to the hits. What goes on between the records and on the streets will decide the winner. Positioning statement: "Maximum Hits"

- **KTKS PD Chuck Morgan:** We plan a lot of TV, cash giveaways; basically whatever it takes to make enough impact until we're comfortable in the market. Dallas is a lot tougher than Chicago. KAFM and especially KEGL are really hot-sounding. Musically we're on time with the hits. We look to be number one in 18-34 and would settle for number three teens. Positioning statement: "The Switch Is On To KISS-FM"

	Chicago			
WBBM-FM	5.0	4.6	5.0	4.2
WLS	3.7	3.2	2.7	3.6
WKQX	4.3	4.6	3.3	3.3
WLS-FM	2.9	3.5	2.8	2.3

The Windy City has seen format changes come down the pike as often as the winds change directions. Station for station, this town has some of the best morning talent around. Here's what the CHR survivors have to say.

- **B96 PD Buddy Scott:** With G106(WAGO) bailing out, this is head-to-head competition between us and WLS-FM, and to some extent WKQX, which is getting pretty A/C. We are the most consistent station on FM, with our all-current approach. Our promotional plans are under wraps, but our strength lies in music, personality, and excitement. Positioning statement: "Nothin' But The Hits"

- **WLS-FM PD Dallas Cole:** The biggest thing we're trying to do is create a separate identity for WLS-FM. We are no longer simulcasting, with the exception of mornings. We're a consistent music station with exciting promotions and better music. Although more conservative than B96, we're more aggressive than WLS-FM has ever been, especially in the areas of black crossovers. We've sent winners to Paris to see Bruce Springsteen, flown people to the Bahamas, and done cash giveaways. We're going to get into the streets to help shape our identity, using minimal TV exposure until our product is 100% correct. Positioning statement: "94.7 WLS-FM"



## KAY-107 Graduates

Go to the head of the emerging adult class, as KAY-107/Tulsa printed up diplomas for excellence in upper demos for its accomplishments in the fall book. Heading into the spring Arbitron, PD Harv Blain and staff are hoping to don the cap and gown again, and grab for the sheepskin to show they've once again graduated magna "cume" laude.

- **WKQX PD Dan O'Toole:** What's made Q101 unique over the last year or so are our promotions. They've been more entertaining, giving us our own personality over and above our air talent. Most of our money goes into TV advertising, as we are constantly trying to increase our cume. Entertainment is first and the prize second, as you can get into a real pissing contest. Remember, they gave away \$40 million in a lottery last year. Positioning statement: "Chicago's Music Station"

- **WLS Operations Manager/PD John Gehron:** Our big push is our 25th birthday as Chicago's premier rock station. Throughout the book we'll be playing bits of WLS from the past, including guest appearances by former personalities. WLS-TV is planning a special around our birthday. While not as aggressive in the younger demos, we're more adult-oriented, especially with Steve Dahl and Garry Meier in afternoons. On tap is a giant contest which is a collection of the best promotions we've ever done. Positioning statement: "Music Radio"

	St. Louis			
KHTR	8.0	7.9	6.5	4.8
KWK	5.9	5.9	5.3	4.3

AOR-formatted KSHE owns the market, with the exception of KMOX. Both CHRs are looking to get back into the race this book.

- **KHTR Operations Manager Dave Robbins:** With KWK's lean toward AOR and our straight-down-the-middle CHR approach, I think we're going to be the winner. We're simply high-energy CHR — fun, excitement, and good times. When it comes to cash KHTR will not take a back seat to anyone. Our outdoor media campaign will be very aggressive to match our music profile. Positioning statement: "Hit Radio"

- **KWK PD C.C. Matthews:** This as a very tough market. We are assembling the new KWK air-

staff. Fun will be the main emphasis for our contest, featuring ten in a row during specific hours, or give up \$10,000. New logo on the way, with a possible TV campaign. Main emphasis on correcting on-air product with a rockier edge. Positioning statements: "106.5, The New KWK"; "More Rock, Less Talk"

	San Francisco			
KFRC	3.1	3.4	2.6	2.7
KMEL	1.6	1.4	1.6	2.2
KITS	2.3	2.4	3.1	2.0

This town has two big problems: terrible terrain and far too many signals. But the Bay Area does have great CHR.

- **KFRC PD Mike Phillips:** Despite our huge signal, it's tougher with two FMs. I don't think KMEL has hurt us as much as it did KITS and KSOL. If there was another station playing CHR on AM, we'd be better off. We'll continue our "Cash Card" giveaway with a minimum of \$1000 a day. Morning man Dr. Don is away for a month for health reasons, and it will make it tougher with London & Engleman joining KMEL. Musically, we're going by our callouts, letting the other guys take the risks. Positioning statement: "610 KFRC With Great Car Tunes"

- **KMEL PD Nick Bazoo:** We're still in a building process for the long haul. We want those numbers to stick, and with our lineup, headed by morning men London & Engleman, we're set to take on the market. Our music and excitement separate us from the others; we're more aggressive and out-promote everyone. The "Dollar Bill" game has \$106,000 to hand out plus a \$30,000 Corvette. That's part of our bumper sticker effort, which is backed up by a massive billboard campaign. Positioning slogan: "All New, All Hit 106 K-M-E-L"

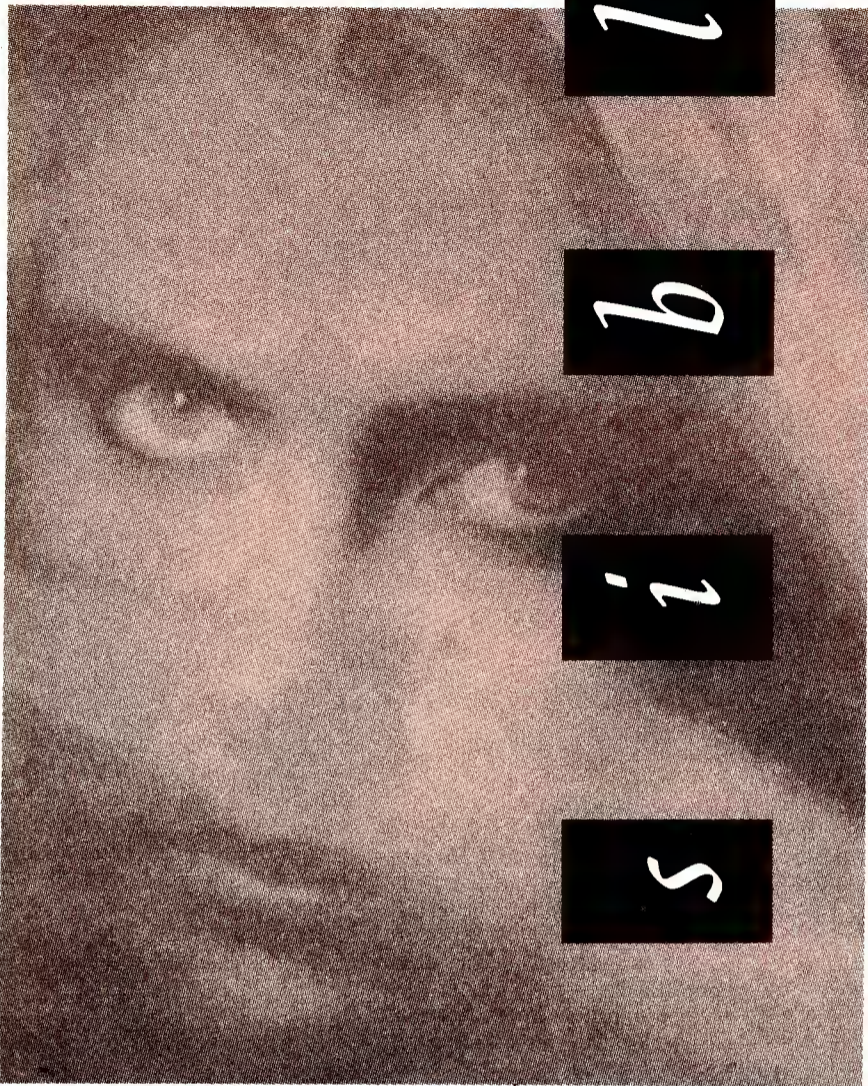
Continued on Page 39

## A Thumbnail Overview Of The Overviews

Don't get into this action unless you came with a major bankroll and are ready to play. This spring Arbitron sweep promises to be the most exciting and challenging ever for those in the CHR format. Last year I thought there were a ton of stations going for it, but by guesstimation I'd say with few exceptions that every rated market has at least two hard-driving CHRs.

Spring is a traditionally good book for the format. But when you combine all of the promotion, marketing, programming expertise, and potential for cross-cuming with what I think is an incredible crop of current music, it would be hard to envision too many down-books overall. Those CHRs geared around current music will benefit greatly from the selection, variety, and image value of the artists with product on the streets.

As the weather warms your listeners become more active. It's been a hard winter over most of the country, so take advantage of the audience's itch to get out of the house and have some fun. Give 'em what they want, and then add an additional five to ten percent's worth of surprise. The active audience is waiting to be led to the next event. Blaze the trail for them, and they'll keep coming back for more. Good luck to everyone!



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**CHR NEW & ACTIVE**

Now on over 100 CHR stations!

- |         |         |
|---------|---------|
| WXKS-FM | 94Q     |
| WNYS    | KAFM    |
| CKGM    | Y100    |
| CKOI    | WHYT    |
| WCAU-FM | WLOL-FM |
| PRO-FM  | KMJK    |
| CFTR    | FM102   |
| CHUM    | KPLUS   |

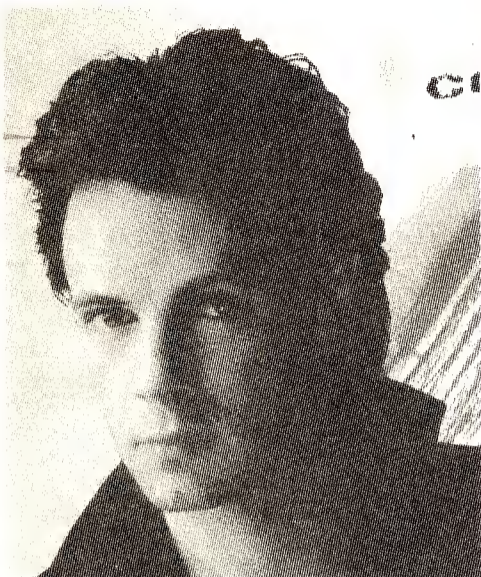
Added this week:

- |         |         |
|---------|---------|
| WNYS    | KSET-FM |
| WCAU-FM | WZYP    |
| PRO-FM  | KKRD    |
| Y100    | KQMQ    |
| WHYT    | KISN    |
| 98PXY   | KZZU    |
| 93Q     | KHYT    |
| WKFM    | WIKZ    |
| KZZB    | Q101    |



# PLAY FA

YOUR LISTENERS WON



## RICK SPRINGFIELD "CELEBRATE YOUTH"

**CHR NEW & ACTIVE**



FIRST WEEK — ADDED AT OVER **105** STATIONS!

**#1 MOST ADDED**

A BRAND NEW SINGLE FROM THE FORTHCOMING ALBUM **TAO 道**



## DIANA ROSS "MISSING YOU"

CHR CHART: **34-27-22-17**

B104 5	WHTX 17-12	93FM 8	WLS 13-7	KBEQ 6-4	KMJK 17-14
WXKS-FM 15-13	Q107 11-10	I95 14	WLS-FM 13-7	WKTJ 6-1	FM102 10-5
WNYS 20-15	WAVA 5	Y100 8	Q102 27-17	KPKE 14-12	KS103 14-10
WCAU-FM 9-8	94Q 17-15	B97 add 21	WGCL 18-12	Y108 13-9	KMEL 14
B94 17-11	KAFM 16-11	WNVZ 14-9	WHYT 5-4	KZZP 6	KWSS 23-17

AN ESTABLISHED MULTI-FORMAT HIT!



## POINTER SISTERS

NOW ON OVER **115**  
CHR STATIONS!

## "BABY COME AND GET IT"

ADDED THIS WEEK:

**CHR NEW & ACTIVE**

CKOI	KPLUS	WGRD	KSND	KPOP	KNOE-FM
Z93	WQID	WKFR	WBWB	KDON-FM	KWES
Q103	KSET-FM	KQKQ	KTRS	Q104	
KOPA	KBFM	KF95	KKAZ		
KKRZ	WKAU				



FROM THE MULTI-PLATINUM ALBUM "BREAKOUT"

PRODUCED BY RICHARD PERRY

# PORTRAITES



SAVE IT ANY OTHER WAY



## DARYL HALL & JOHN OATES

### "SOME THINGS ARE BETTER LEFT UNSAID"

CHR CHART: **27** 225 STATIONS — 89%

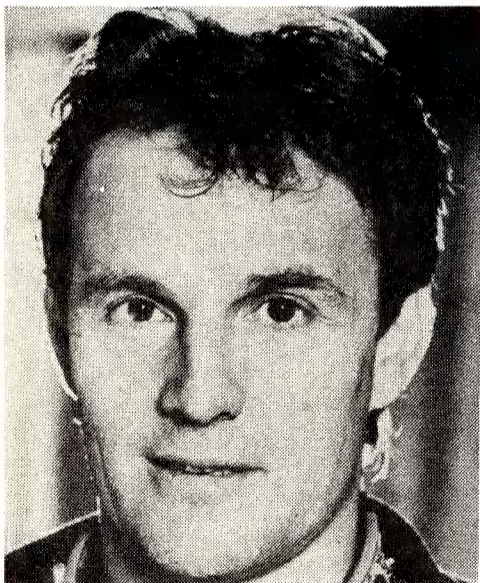
K106 39-34  
WXKS-FM 34-28  
WCAU-FM 33-28  
B94 deb 30  
PRO-FM 28-23

KAFM 29-25  
KEGL add  
Y100 35-26  
B97 27-23  
WNVZ 10-6

WLS deb 40  
WLS-FM deb 40  
WNCI add  
WHYT 28-22  
KWK deb 28

Q103 20-18  
KKRZ deb 33  
KMJK 35-29  
FM102 add  
KWOD 35-29  
KITS add

FROM THE MULTI-PLATINUM ALBUM "BIG BAM BOOM"



## MURRAY HEAD

### "ONE NIGHT IN BANGKOK"

CHR CHART: **37** - **29** - **20**

K106 38-26  
WHTT 30-16  
CKGM 1-3  
CKOI 1-1  
Z100 25-16  
WCAU-FM 10-9  
B94 3  
WHTX 5-4

CHUM deb 29  
Q107 29-22  
WAVA 21-13  
94Q deb 31  
Z93 deb 30  
KAFM 14-6  
93FM 29-12  
B97 11-9

Q105 19-13  
B96 deb 25  
WLS add 19  
WLS-FM 34-19  
Q102 add 35  
92X add  
WCZY 39-29  
WHYT 29-20  
KBEQ add 29  
WKTJ deb 30

KDWB-FM 12-6  
WLOL-FM 6-3  
KIMN add 35  
Q103 deb 34  
KIIS-FM 33-11  
KOPA 20-11  
KZZP 12-10  
KKRZ 25-18  
KMJK 33-25  
FM102 16-8

KWOD 23-14  
KS103 33-23  
KITS 7  
KMEL 4  
KWSS 18-9  
KUBE 24-17

FROM THE DOUBLE ALBUM "CHESS," THE MUSICAL ON RECORD  
CHECKMATE AMERICA!



## AUTOGRAPH

### "SEND HER TO ME"

ON YOUR DESK APRIL 5th.  
THE FOLLOW-UP SINGLE TO THE ROCK ANTHEM "TURN UP THE RADIO" IS NOW READY FOR RELEASE! FROM THE GOLD DEBUT ALBUM "SIGN IN PLEASE"

**RCA**  
Records and Cassettes

# DAVE EDMUNDS "High School Nights" Contest

Open To All R&R Readers\*

From The Soundtrack To

**PORKY'S  
REVENGE!**

Win \$2000 Donation To Your High School,  
Plus CD Player and CD's

Tell Us Your Most Memorable  
"HIGH SCHOOL NIGHT"

## CONTEST ENTRY FORM

"My Most Memorable High School Night"

CATEGORY (Check One):

G

R

NAME:

COMPANY AFFILIATION:



ADDRESS:

BUSINESS PHONE NUMBER:

**ENTER NOW!**  
**Deadline Friday,**  
**April 5th!**

Enter in either of two categories:

- 1) "G" (General Audiences)
- 2) "R" (Risque But Not Rude!)

Judges will pick the most memorable entry in each category to win

In each category, grand prize is a \$2000 donation by Columbia Records in your name to your high school or the educational institution of your choice.

In addition, winner in each category receives a Sony CD-5 CD player and a dozen Columbia CD's.

Listen to "High School Nights" for appropriate musical inspiration!

### \* DAVE EDMUNDS "HIGH SCHOOL NIGHTS" CONTEST RULES

Enter in either or both categories. Enter as often as you like, but each entry must be mailed separately. Grand prize winners will be notified by phone, and will be announced in the April 12 issue of R&R. No substitution of prizes. Prizes are non-transferable. Prize moneys must go to educational institutions in the United States. Employees, independent contractors, agents or representatives of CBS Inc. or Radio & Records are not eligible. No purchase necessary. Offer void where

prohibited by law. Winner is responsible for any tax liability created by the awarding of the prize. Entry forms must be received by midnight, April 5th. CBS Inc. or R&R are not responsible for lost or delayed entries. All interpretations of the rules and decisions by CBS Inc. and R&R are final. Winners will be required to consent to use of name and likeness for publicity and advertising.

### MAIL COMPLETED ENTRIES TO:

Dave Edmunds Contest  
c/o Radio & Records  
1930 Century Park West  
Los Angeles, CA 90067



## Stations Armed For Springtime Battles

Continued from Page 34

• **KITS PD Richard Sands:** All of us are optimistic for KITS. Some slight adjustments included being off on our reverberation and making our music more mainstream, more in the original "Hot Hits" spirit. A lot of outside promotion will be evident. We'll continue our buscards, but also use TV and/or billboards. The music is the star and by playing only the best, combined with our friendlier delivery and our morning show with Ed Volkman and Lori Thompson, we are the best show in the market. Positioning slogans: "Hot Hits"; "If It's Hits It's KITS"

Portland				
KKRZ	2.5	1.8	3.1	7.0
KMJK	5.0	7.8	10.2	6.7

This market's been turned up down with promotions and fun. KKRZ's first CHR book with a 7.0 share is an admirable beginning, but KMJK is ready to rebound.

• **KKRZ PD Gary Bryan:** There will be one major umbrella promotion, which will involve a lot of cash. But I can't get into it yet. Everyone's getting into smaller "boutique promotions," which seem to touch many people, and that makes a lot of sense. We're skewed slightly older than KMJK. They are a good station, but our Morning Zoo show gives us an edge. Musically, we're about the same as far as aggressiveness. Positioning statement: "Music Radio"

• **KMJK PD Jon Barry:** We laid back in the fall because we knew we'd take a hit. We have a lot of bus sides, a hotter-looking logo, and a killer custom TV spot. We've been very consistent with our "Daily Cash Payoff," up to \$5000 a day. We still step out on music; if we don't play it, it's not a hit. We're not going to go through any knee-jerk reactions over Z100. Magic 107 is the better station, and we'll prove it. Positioning statement: "Number One For Music & Fun"; "Portland's Hottest Hits"

Denver				
KPKE	6.5	6.8	7.9	7.2
KOAQ	4.6	5.0	5.0	6.0
KIMN	4.2	4.7	5.2	5.9
KRXY	3.5	3.4	3.3	4.7

The Mile High City is rockin' with four brands of CHR, all dead set on winning. KRXY, with its 4.7 debut, seems to have carved its own niche.

• **KPKE PD Mark Bolke:** We're going to continue our consistent strategy, with an eye toward our listeners' needs, wants, and desires. We have an exciting presentation: Our music policy is becoming more aggressive, and our staff ranks among the best in America. All of the competition keeps us on our toes. High visibility on-air promotions, combined with TV and billboard support, will spread the word. We plan no major changes. Why fix a station that's not broken?

• **Q103 PD Jack Regan:** I see things looking good for us this book. We'll be giving away cash for playing a designated song. Outside media doesn't figure into our plans this book, so we're concentrating on the quality of the air sound, features like our "Dateline," and a higher-profile personality presentation. The top hits are oversaturated in the market, so we're stretching our rotations to sound less repetitive. Our news and traffic coverage have also been beefed up. Positioning statement: "The Best In The West"; "Denver's Most Variety Music Station"

• **KIMN PD Doug Erickson:** We've never deviated from our game plan of maintaining a high market profile and community activity. KIMN will do a direct mail piece along with the "KIMN Chicken Car Sticker" plus car and cash giveaways. No outside advertising this book, just concentration on the air sound. We have to be aggressive with our music. Adults like to rock, and whatever the tempo is we'll play it if it's a hit. Positioning statement: "The Best Show In Denver"

• **Y108 PD Robin Mitchell:** This is more than a programming battle; it's a promotion and marketing war. We're still building come with increased visibility through club-nights, billboards, and TV spots. The cash giveaway situation has escalated in response to our efforts as the "Hit Music Free Money" station. We want to be perceived as a multidimensional entity. I predict lots of growth for us, particularly at the expense of the other CHR's. Look out for (AOR) KBPI. They're the closest thing to CHR without saying they are.

Phoenix				
KZZP	4.3	6.7	5.5	6.0
KOPA	5.3	5.8	4.5	5.3

Traditionally, Phoenix is a strong CHR market. The format is in good shape with these two quality stations. However, there are rumbles about a third heading in the Contemporary Hit direction.

• **KZZP PD Guy Zapoleon:** This has always been one of the most competitive battles in America. We're going to stop at nothing to win. Although we don't have all of our ducks in a row because of Nationwide's recently-completed takeover, I guarantee we'll be hot-sounding with lots of cash and splash. KDKB is moving into more of a CHR direction all the time, so things will be exciting. I didn't come to Phoenix for my health — I came here to win. Positioning statement: "KZZP, The Valley's Hot FM Where We Always Play Four In A Row"

• **KOPA PD Reggie Blackwell:** We plan on outlanding consistent, nothing too outlandish or different. KZZP has definitely moved in an older direction, and they've done a good job. By playing more straight-ahead CHR, we can do better on all sides of the primary adult demos. We feel

great about our morning guy, B.J. Hunter, who signed a three-year deal. There will be no outside promotions; our on-air sound is our biggest selling card. Cash contesting is relegated to the "Dollar Bill Game," which has been a consistent winner. Positioning statement: "Most Music, Best Variety."

Birmingham				
WKXX	8.5	11.3	13.4	11.0
WAPI-FM	8.6	7.9	8.2	8.4

WKXX held on as WAPI-FM moved from AOR to CHR, maintaining its base for a strong first-time showing. This will be a hot contest.

• **WKXX (KXX106) PD Roger Gaither:** This town likes hot music, and we're out to complement the music with a streetwise, hip image. Three great promotions are in the market; crazy going to make this market, we're right now the "KXX Cash Man" visits businesses that have sent in entries on company letterhead, paying \$106 if the radio is on 'KXX. My jocks are super and with morning man Steve Christy, we'll stay on top, no matter who comes at us. Positioning statement: "Hit Radio KXX-106"; "The Station Where The Winners Listen"; "Birmingham's Best Music Mix"

• **WAPI-FM PD Mark St. John:** The AOR core we had before likes the new CHR format. Now we're aggressively marketing the station to increase come in other demographic cells. Our lean is still rock-oriented, but we are broader-based than before with a more personality-oriented presentation. We should beat them (WKXX) when we are gain women, who were once unattainable. We'll be visible in the community, giving away cash on the streets to listeners who answer I-95 when asked what station they listen to. Positioning statement: "Birmingham's Rock"

Appleton-Oshkosh				
WKAU	8.4	6.6	7.4	5.9
WAHC	0.7	4.2	6.6	4.9

These two different-sounding CHR's will definitely lock horns this sweep.

• **WKAU PD Ron Ross:** After just finishing up the "Great Getaway Giveaway," we're starting "Triple Hi/Low Cash," and "Music Marathon," where listeners write down certain titles during specified hours throughout the day. Then there's "Tele-Total": Listeners add up seven digits on their home phones, we announce an hourly total, and the designated caller with the correct total wins. WKAU will run TV spots and stay musically ahead. Positioning statements: "The All Hit Music Leader"; "All Hit Music Radio"

• **WAHC PD Chris Caine:** We're gearing up for an as-yet-unannounced contest, which will be backed up by a strong TV campaign. We may be a bit tighter with our music, to insure come-growth in our Oshkosh home base. As the weather breaks we're going to be more visible in the community. When the dust clears, WAHC will be on top. Positioning statements: "Super Hit 97"; "Non-Stop Music Leader"

Amarillo				
KQIZ-FM	7.9	10.4	16.0	15.6
KPUR	8.8	7.5	5.5	9.6

It's dusty and dry down Amarillo way, but there's plenty of excitement as KPUR makes a play to tackle an FM and regain the lead.

• **KQIZ-FM PD Peter Stewart:** KPUR's biggest strength is that they are more full-service CHR than we have been. So we've broadened a bit. Musically, we're higher profile than KPUR, so

we're considered the music leader. Our van is out on the street, serving as the market's "Concert Authority." We're headed for the top of the market this book, and there's every reason to believe we'll make it. Positioning statement: "Z93, Amarillo's Hit Music"

• **KPUR PD Janice Williams:** KPUR has been this town's favorite CHR station forever. Because everyone grew up with us, we play about 40% oldies, growing more current at night. It's not that we play a ton of oldie titles, it's the variety. The airstaff is incredibly stable, with a lot of hometown people. We're not a big money station, preferring to run lots of smaller contests where more people have more chances to win. And TV advertising will be used this book. I think it's possible for an AM station to hold its own and win in this market. Positioning statements: "14-KPUR Hits First"; "Chances Are You Heard It First On KPUR"

## BITS

• **We'll Make A Foreigner Out Of You — WAPI/Birmingham** celebrated the arrival of Foreigner by sending two listeners to Mexico. Winners of 95 pairs of concert tickets were registered for the grand prize drawing to win a trip to Cancun.

• **Winning Big On WAPP — WAPP/New York** spliced up 12 songs to construct the phrase, "I Won Big Money On The New WAPP," and now listeners are in pursuit of the titles. The montage is played every hour, and the first listener to correctly identify all twelve songs in order wins \$10,000.

• **Working Yourself Into A Stew — WFIL/Philadelphia** has quite a dish brewing for St. Patrick's Day. Chefs from all over town will be competing in the station's fifth annual "Best Irish Stew Chef in the Area" contest, complete with celebrity judges. The event lasts four hours.

• **Just One More Valentine Bit — WWSR/Charlotte,** tying with the Cars' "Why Can't I Have You?", helped cheer up sweethearts who were apart from each other on Valentine's Day. Listeners were invited to send letters to their missing Valentines via the station, and the most creative writer won a trip to his beloved's location. Runners-up received boxes of candy and copies of the Cars' "Heartbeat City."

• **Attention All Brides — WPLJ/New York** is honoring the 1985 Great Bridal Expo's arrival by handling entertainment responsibilities, playing music videos, and giving away all kinds of prizes to WPLJ booth visitors. WPLJ will be sending several couples (one per show) on a honeymoon vacation to Penn Hills in the Poconos.

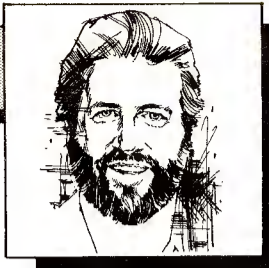
## MOTION

**KKQV/Wichita Falls PD KJ Stone** acquires the MD title as **MacMurphy** exits for late nights at **WJZR/Charlotte** ... **John Howe** leaves afternoons at **KC101/New Haven** for PM drive at **WKSS/Hartford** ... **Michael Foxx** exits **FM102/Sacramento** for evenings at **Z98/Tampa** ... **Pete Kennedy** joins **Q92/Rochester** for afternoons from **WNYS/Buffalo** ... **WFMI/Lexington** Assistant PD/MD **Chip Mosley** relocates to **WSYZ/Grand Island** as Operations Manager ... **Bill Mitchell** leaves **WRQN/Toledo** for nights at **WJXQ/Jackson-Lansing**.

For the record: **B97/New Orleans'** **Fast Eddie Coyle** moves to a midday shift, not overnights ... **Clint McElroy** takes on AM-drive at **WKEM/Huntington** ... **WRVQ/Richmond** air personality **Mike Rivers** is promoted to MD ... **Wade Hunter** leaves **KIMN/Denver** for mornings at **KKAZ/Cheyenne** ... **Tony Scott** moves from **92X/Columbus** for afternoons at **KEYN-FM/**

**Wichita ... Lee Malcolm** has joined **KZ93/Peoria** for afternoons ... **Bill Bliett** is named Promotions/Sales Coordinator at **WGRD & WXQT/Grand Rapids**.

**WZKS/Nashville** moves **Sharon Foster** from nights into afternoon drive, and weekender **Danny McMurtry** steps into evenings fulltime ... **Ron Foster** is new to news at **KTSA/San Antonio** ... **Dave "Byrd" Coldren** takes on evenings at **KFRC/San Francisco** ... **WJXQ/Jackson-Lansing** announces a new lineup; PD **Jim Ryan**, 5:30-9am; Production Director **Roger Sinclair**, 9am-noon; **Bill Lindy**, noon-4pm; Assist. PD **Patti Cheeks**, 4-7pm; **Bill Mitchell**, 7-11pm; **Larry Goch**, 11pm-2am; **Lance Duncan**, 2-5:30am ... **WZLD/Columbia** PD **Chuck Finley** joins **WKSF/Ashville** as part of the morning take with **John Stevens**, with the remaining lineup featuring **Dawn** at midday, **Brother Bill** on PMs, **Glenn Trent** working 7-midnight, and **Pat Garrett** on overnights.



DAN O'DAY

# AIR PERSONALITIES

## Job-Hunting Survival Guide — Part Five: The Interview

You've sent out your tapes. You've waited by the phone. At last, a program director calls and says, "Hey, I really like your tape! How'd you like to work here?"

Your natural tendency is to jump at the offer — especially if you're already unemployed. Before you jump, please take the time to remember:

*You Have More To Lose Than The Station Does.*

If you take a new job and it doesn't work out, the station simply replaces you. Sure, it might be out a few bucks if it helped with your moving expenses . . . and perhaps a few more bucks if it buys off your contract or pays severance. But even after you've gone, the station will chug merrily upon its way.

You, on the other hand, have done some or all of the following:

- You've packed up your belongings, left your house of apartment, and moved across the country. As you get older, this process tends to become increasingly expensive, both financially (because you acquire more possessions) and emotionally.

- Your spouse has quit his/her job.

- You've turned your back on other job offers you might have been considering or ones you might have received after you took the new one.

**"You should ask lots of questions about the station's operation and how you would be expected to fit into it."**

- You've left what has become your home. You've left your friends and familiar surroundings for a new place where you know no one.

Psychologists have devised a checklist that measures the relative amount of stress a person is likely to suffer. Major causes of stress, according to this list, include:

- Losing your job
- Moving to another state
- Suffering a serious financial setback.

Now, these are listed as events that can lead to great stress when they happen to someone within a single year. But *all* often happen at once when you take a new radio job.

So if after a few weeks your new employer tells you, "It's just not working out," you're up the creek. Unemployed in a new town. It's much harder for a jock to rebound from a mistake in hiring than for the station itself to recover.

### You Can Interview The Station

You should not even consider accepting a job without first having met the people and toured the facilities. This is true regardless of how long you've been out of work, how wonderful the station's reputation is, and what a big name the PD is. Having communicated via phone and mail, what you've got so far is nothing more than a blind date . . . And we all know how disastrous those can be.

Before meeting your blind date, you can begin your interview of

mouthing prospective employer:

"A few weeks back I was offered a position in Wheeling, West Virginia, but they insisted on an interview at my expense. I tried to talk with them about some of the details of the job over the phone first, but they refused. I made a ten-hour drive only to find out that I would have to take a cut in pay, pay for my own move, and work a 60-hour week. I would have done all this if it had been a type of experience I was hoping for, but as I was shown around the station I noticed the jock on the air was reading a book . . ."

The station probably will request that you come for an interview. A classy operation will generally pay your way. This seems only fair, inasmuch as the financial resources of a successful radio station are vastly greater than those of most jocks.

If the station won't pay your way but the job still sounds good to you, suggest that you split the cost of your airfare with it and that it put you up in a local hotel during your visit. (Undoubtedly it'll have a hotel to arrange a trade with.) If it won't do even that much, you might ask yourself, "Is this the type of operation I want to work with? Does it seem to care about the welfare of its jocks? Is it financially sound?"

### Turning The Tables During The Interview

The station thinks you're coming to "audition" for the job. In reality, you're there to audition it. I don't mean you should be defensive and demanding and arrogant. I do mean you should ask lots of questions about the station's operation and how you would be expected to fit into it. Relevant questions include:

- What will be the exact hours (and days) of my airshift?
- What will be my salary?
- Is weekend airwork voluntary, mandatory, or nonexistent?
- If there is weekend work, what is the policy regarding overtime pay?

## Getting It In Writing

Okay, they've offered the job and you've accepted. Before you go home, give notice to your employer and landlord, and start packing . . . Get It In Writing.

At many stations there is no written contract. We'll cover this subject sometime in the future. But even if the station doesn't have a contract . . . Get It In Writing. Here's how.

YOU (at the end of your successful interview): Before I go, it would be very helpful for me if you would put the details of what we discussed in a letter that I can take with me. (The PD of GM might readily agree. Or they might balk. If the latter occurs, continue as follows).

PD: Oh, that's not necessary. You can trust us.

YOU: Oh, there's no question in my mind about being able to trust you. It's just that I've found in the past that when I have something in writing, I don't have to worry about my not remembering the details correctly later. I'm known for my sieve-like memory, and this will help prevent any confusion later on . . .

PD: Well . . . We don't use contracts here . . .

YOU: Oh, I don't expect you to write out a contract! Just an informal note on station letterhead that mentions the major points you've discussed: salary, air-shift, moving expenses . . .

Again, let's look at what happened to our anonymous (but real) reader from over in the third column of the main article:

"I drove eight hours to get to a station in another small town for an interview. I spent the day with the GM. He offered me the job three times during our conversation and told me and my wife to look over the town, talk about the position on the way home, and let them know my decision on Monday. Well, on Monday I called and was told the position was filled. Luckily we got back the five-hundred-dollar deposit we had put down on a place to live there."

Remember the immortal words of Samuel Goldwyn: "An oral contract isn't worth the paper it's written on."

- What happened to the jock who previously held this shift?

- What are my other duties, in addition to my airshift?

- During what hours am I expected to perform those other duties?

- Am I allowed to do outside voicework (i.e., for agencies or individual clients, for a local television station, etc.)?

- To whom do I answer as a jock? (Will it be just the PD critiquing my show, or will I also be receiving regular instructions and/or input from the general manager . . . or even the sales manager . . . or the engineer . . . or the owner?)

- How does the station see its position in the market?

- What does the station see as its future in this market?

- What is the company itself like to work for? (This is appropriate both for a local operation and for one owned by a larger chain.)

- How long have you been Program Director? How much autonomy do you have in running your department?

- In my show, I do a lot of (fill in whatever you do a lot of here). How do you feel about my doing that here? How will the station manager and the owner feel about that?

- How much influence does your sales manager have over programming?

- Is there room for advancement within the station or within the chain?

- What results, specifically, do you expect to see as a result of putting me in this airshift? How will you know if you've gotten those results? How long do you expect it to take to achieve those results? (If the station truly expects to turn around its ratings in a single book, you might want to wish it luck and then leave.)

- Will you pay my moving expenses?

Perhaps I can best illustrate the effectiveness of this technique by describing a job interview I had many years ago. I was working in a small market, and a major market station asked me to come for an interview. I was terribly excited about the prospect of jumping from the Top 200 market to a Top 5 market. But all through the morning and afternoon talks with the program director, I continually asked him questions . . . despite the fact that I was asked to come so he could decide if he wanted me.

Finally the PD said to me, "Look, do you want the job or not?" I graciously accepted the offer.

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300 Brand New Wacky Wild Tracks!

# AIR DROPS

S E R I E S T W O

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## CALENDAR

BRAD MESSER

# Newsroom Volkscomputers

**A** letter about using inexpensive computers in newsrooms, from Chief Engineer Scott Diseth of KDLG (Public Radio) in Dillingham, Alaska:

"Our newsroom is equipped with an IBM PC. Our news director uses it eight hours a day to write and file his news stories (and) now he wouldn't have anything else.

"One of my projects this winter was to wire our AP feed into the computer so that we could save the overnight feed on disk. We sign off at midnight and from time to time suffer from paper jams and machine problems that leave us with nothing at sign-on time.

"I got the PC online a few weeks ago. It's easy to do if you ask the AP to send their feed at 300 baud ASCII in addition to the regular

teletype feed. It cost us only a small setup fee. So now we get two signals. One is wired to the Extel (dot matrix teleprinter) and the other goes to the computer.

"With the asynchronous communications adaptor board in the computer and the IBM Personal Communications Manager software, we can program the computer to turn itself on at midnight, open a Receive file on disk, and save the entire overnight.

"The overnight copy can be gotten off the disc with IBM's Writing Assistant software, which is their word processor. What this means

is that the ND can edit and rewrite AP copy before printing.

"The possibilities are endless."

Thanks for the letter, Scott. I know newspeople who wouldn't hesitate to trade their own grandmothers for a Chief Engineer with the smarts and inclination to experiment with modern equipment to help people do their jobs better.

At my own station in Texas, our CE now appears to be about five man-hours away from accomplishing the same wire copy suckup-and-storage feat, using a somewhat different technique... which so far has only required soft swearing from behind the machine racks. Good Lord willin' and the chips don't blow, maybe I'll have a report on his system in the near future.

### Weather Satellite 25th Anniversary

**MONDAY, APRIL 1** — The world's first weather satellite, Tiros I, was launched by NASA 25 years ago (1960). English philosopher **Bertrand Russell** introduced the chickenfoot symbol in 1958: it originally stood for nuclear disarmament, but became the universal symbol for peace.

1949 — Tupperware trademarked by chemist **Earl Tupper**. 1929 — Yoyo marketed by **Louis Marx**. Income tax due in two weeks.

All **McGraw 46. Marie Frances "Debbie" Reynolds 53. Jane Powell 56. George Grizzard 58.**

### First Movie Theater

**TUESDAY, APRIL 2** — A former Texas cowboy opened the world's first movie theater 83 years ago in Los Angeles, as an added attraction to a carnival. The theater did well for about a year. Then the world's first Western movie came out — "The Great Train Robbery" — and **Thomas Talley** closed his theater and bought a tent. He would set up the tent in small towns, show the movie, take the money, and move on. He made a fortune.

1963 — Mass civil rights demonstrations began in Birmingham, Alabama. 1903 — Forerunner of Green Giant Corporation formed.

Baseballer **Don Sutton 40. Leon Russell 44. Marvin Gaye** would have been 46. **Sir Alec Guinness 71. Christian Rudolph "Buddy" Ebsen 77.**

### Pony Express Off And Running

**WEDNESDAY, APRIL 3** — The Pony Express began 125 years ago today when riders simultaneously left Sacramento, CA and St. Joseph, MO. Ponies carried mail across nearly 2000 miles of trails. The average delivery time was ten days. During the 18 months the Pony Express existed, it never made a profit.

1980 — Prime rate reached record 20 percent. 1953 — *TV Guide* founded. 1882 — **Jesse James** shot for \$10,000 reward. 1865 — Union Army occupied onetime Confederate capital Richmond, Virginia.

A.D.33 — According to Oxford University, the crucifixion date of **Jesus Christ**, on a Friday.

**Tony Orlando 41. Marsha Mason 43. Wayne Newton 43. Marlon Brando 61. Doris Day** (Doris von Kappelhoff) 61.

### King Assassination

**THURSDAY, APRIL 4** — A sniper assassinated Rev. **Martin Luther King Jr.** in 1968, as Dr. King stood on a motel balcony in Memphis. When the news bulletin flashed across the nation, riots broke out in about 125 American cities and towns. (**James Earl Ray**, arrested in England about two months later, at first denied everything, then pleaded guilty. Ray is still doing time in a Tennessee prison from which he has escaped once.)

1984 — RCA cancelled videodisc player project. 1984 — US vetoed UN resolution condemning CIA-aided mining of Nicaragua harbors. 1969 — "Star Trek" TV show cancelled. 1949 — NATO treaty signed. 1932 — Vitamin C isolated, 1917 — US declared war on Germany (World War One).

**Anthony Perkins 53. John Cameron Swayze 79. Arthur Murray 90.**

### Landfall For Noah's Ark?

**FRIDAY, APRIL 5** — This is traditionally considered to be the date that the Great Biblical Flood began subsiding and Noah's Ark touched land — about 4000 years ago — in the year 2348BC. Modern experts say the date is no more than an educated guess.

Full Pink Moon. **Eric Burdon 44. Michael Moriarty 44. Gale Storm 63. Gregory Peck 69. Bette Davis 77.**

Saturday (4-6) Passover begins. 1931 — Hostess Twinkies. 1909 — North Pole reached. **Merle Haggard 48. Billy Dee Williams 48. Andre Previn 56.**

Sunday (4-7) Easter. **Tony Dorsett 31. Francis Ford Coppola 46. David Frost 46. Bobby Bare 50. James Garner 57. Ravi Shankar 65.**

# 'TIL TUESDAY "Voices Carry"



WHTT	WLAN-FM	WZON
WXKS-FM	KX104	WJBQ
PRO-FM	KZIO	WHSL
KPLUS	KQMQ	KZQZ
WERZ		OK95

## BREAKING FROM BOTH COASTS!

# BANG-BANG "This Is Love"



Taken from the Epic Lp  
"Life Part II"



DISTRIBUTED BY CBS RECORDS

R&R FRIDAY, MARCH 29, 1985/41



STEVE FEINSTEIN

# KILO: Worth Its Weight In Gold To Colorado Springs

Among AORs outside the Top 100 markets, probably none is more widely respected than KILO/Colorado Springs. Famed for its consistent market-leading shares, pacesetter music mix, and high promotional profile, the station has produced a crew of illustrious alumni, such as Art Phillips (*Album Network*), Tim Scott (KSRR/Houston), John Bradley (KBCO/Boulder PD), Doug Clifton (KBCO MD), and Jonathon Blair (WLLZ/Detroit).

## Community Service

The #1 shares and high cumes didn't happen overnight, explains Rich Hawk, PD for the station's entire seven-year run as an AOR. "In such a conservative community, we initially had a real image problem with our call letters' drug connotation. The world-famous Broadmoor Hotel wouldn't even let us in its office to talk about ski promotions. First we had to show people we were doing positive things for the community on an ongoing basis."

KILO earned its sterling-silver image through community activities, such as:

- Sponsoring a child ID program. Parents' video tapes of their children are stored in a bank vault for identification should the child be abducted or become missing.
- A Rock 'N' Roll Rodeo which brings handicapped kids to the rodeo.
- KILO so outdistanced rival stations in Easter Seals fundraisers that, according to Hawk, the others pulled out of an informal network.



Rich Hawk

lifestyle and leisure pursuit promotions:

- For tickets to U2's St. Patrick's Day concert, KILO put listeners on the air to tell, in their best Irish brogue, how they celebrate the holiday.
- KILO sponsors the city's Fourth of July celebration, broadcasting live all day from the park site and simulcasting the Colorado Symphony Orchestra's synchronized accompaniment to a fireworks show. The station helps raise the \$25,000 for the fireworks, which draw around 85,000 people and are televised live.
- Tie-ins to events such as ski expos, foot races, auto climbs, sports festivals, and Olympic cycling trials.

## Flexible Format

"A big playground with a fence around it" is how MD Alan White once tagged KILO's format. Jocks work from a card file, but rather than follow a sequence sheet or

hourly pie, they arrange the music themselves within guidelines requiring certain elements to be included in each hour. "It makes the radio sound so much fresher, instead of having everything set down," says Hawk.

Continued on Page 46



# KKDJ: Fresno Loves 'Em

KKDJ's delightfully cocky slogan "106 KKDJ... You Gotta Love It" has certainly been taken to heart in Fresno. For the last four books, the station's double-digit shares have been #1, reaching an alltime high last fall with an 11.1.

"We're unorthodox," is how Don Fischer explains KKDJ's steady success. PD for the last 15 months of his five-year tenure there, he says, "You can't feel bad about listening to us because the good time we have comes across. The staff approaches being on the air that way; we no longer have a wacky morning show and then nothing happening the rest of the day. And I don't have to constantly tell them to get crazy; they seem to do it intuitively."

forcement to our upper demos so they don't feel they're being ignored."

## Upping Upper Demos

Fischer says upper-demo strength also stems from a nightly "Psychedelic Psupper" feature and increased depth on oldies by artists such as Cream, Count Five, and Blue Cheer. Thematic weekends focusing on genres such as folk-rock, British rock, and Motown include a tie-in with

Tower Records, which discounts associated catalog material.

In currents, KKDJ "beats CHR by playing crossovers early and getting off them before they're beaten into the ground." Included are rock-oriented crossovers by Prince and Cyndi Lauper, but not acts such as Go Go's and Madonna that Fisher feels are too teen-oriented.

## KKDJ

	Sp 83	Fa 83	Sp 84	Fa 84
12+	10.9	10.9	10.1	11.1
Cume Rank	5	3	2	5
Adults 18-49	1	1	1	1
Men 25-49	1	2	1	1

Bold indicates #1 share

## Visibility

Sports figure prominently in the events lined up by Promotions Director Peter Napoli, who also doubles as an AE. Besides taking over a 40-lane bowling alley every Monday night, the station sponsors activities ranging from triathalons to pool shoot marathons, and has its logo on Cal. State University/Fresno football and basketball schedules. Community service includes offering KKDJ's lobby as a drop-off point for food and clothing to aid local earthquake victims, and a blood drive

Continued on Page 46

	Sp 83	Fa 83	Sp 84	Fa 84
12+	8.4	14.5	12.0	13.1
Cume Rank	3	3	2	2
Adults 18-49	5	1	1	1
Men 25-49	3	3	1	1

Bold indicates #1 share

## Promotions

Promotion Director Greg Thomas also keeps KILO active in



**BLOOD BROTHERS** — The KKDJ morning team, Don DeWolf and PD Don Fischer, stayed on the air for 36 hours to raise over 1000 pints of blood, the most successful drive in the local blood bank's 27-year history.

## Phone Fun

"We use the phones more than any AOR I've ever heard," claims Fischer. For instance, KKDJ airs live callers with guesses for its daily "Name That Riff" contest and runs spontaneous polls on what's "in" and what's "out."

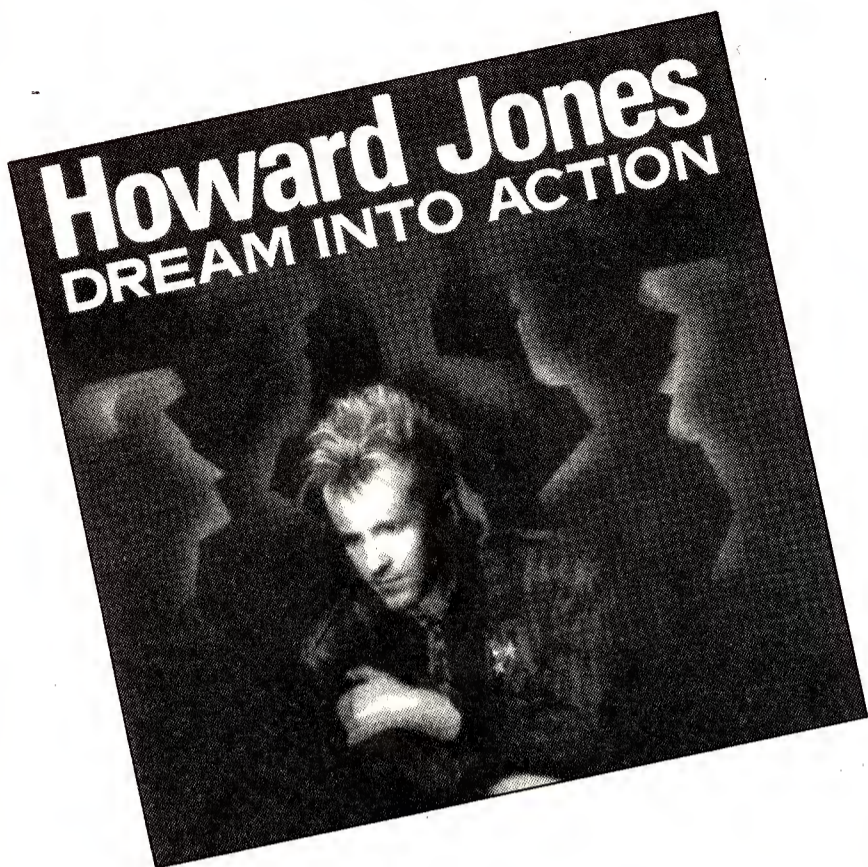
It also has an unusual way of taking requests. "If an older listener calls and asks why we don't play Creedence or Quicksilver, we'll put him on the air, discuss it, and then play a track by that artist. That acts as a rein-



**DRINK & DRIVE WITH DR. PEPPER** — KKDJ linked with Dr. Pepper to give away a 1985 Fiero. From left, Promotions Director Peter Napoli, the winner, and a Pepsi executive.



**SKY HIGH KILO** — At left, the KILO logo graces the skies during the KILO Laser Snow Show and Ski Party, which projects images both in the air and onto a ski slope. Last year's event raised \$3000 for local charities. At right, a KILO billboard backs up the station's Saferide program.



Howard Jones

## DREAM INTO ACTION

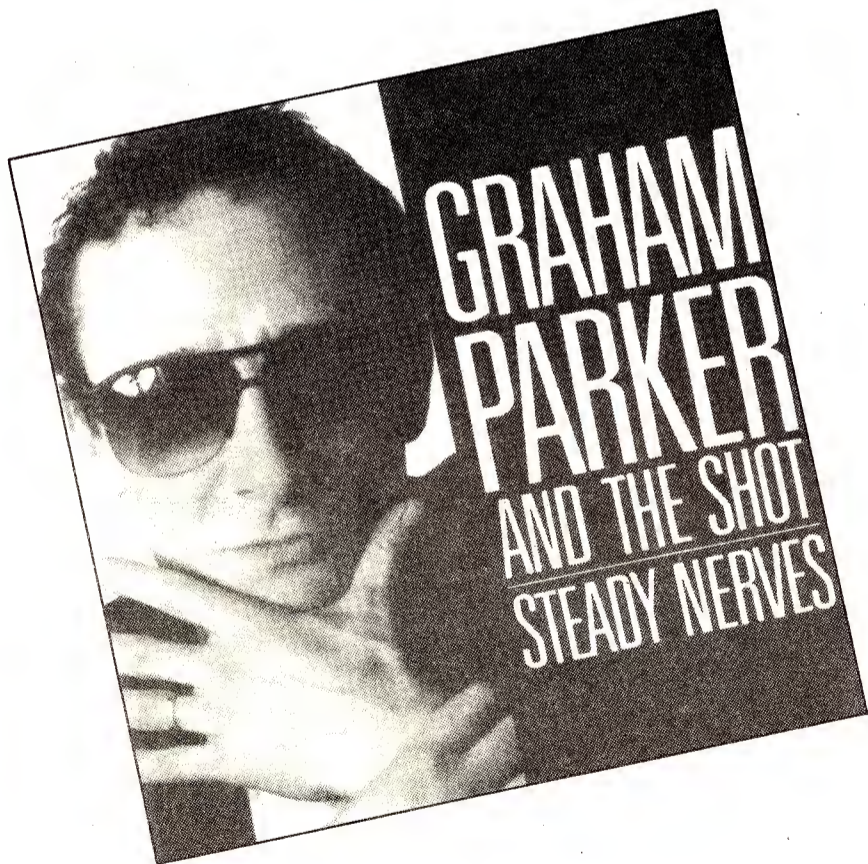
HOWARD JONES LIBERATED HIS ARTISTRY  
WITH LAST YEAR'S HUMAN'S LIB.  
NOW HE TURNS HIS DREAM INTO ACTION  
WITH HIS NEW ELEKTRA LP.

Featuring the single, "Things Can Only Get Better."

LP debut

Produced by Rupert Hine for Gestalt

Management: David R. Stopps for Friars Management Ltd.



## GRAHAM PARKER AND THE SHOT STEADY NERVES

STEADY NERVES,  
THE DEBUT ELEKTRA RELEASE FROM  
GRAHAM PARKER AND THE SHOT.  
LOADED WITH IMPACT.

The Tour: Starts April 9.

Produced by William Wittman & Graham Parker

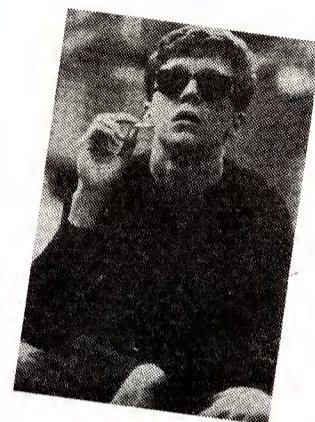


ON ELEKTRA MUSIC CASSETTES AND RECORDS.

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to stardom. In a film that's grossed \$25 million  
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"DON'T  
YOU (FORGET  
ABOUT ME)"

(AM 2703)  
CHR 2  
AOR 3

## WANG CHUNG

"FIRE  
IN THE  
TWILIGHT"

(AM 2728)  
Special  
AOR 12"  
available

## JOYCE KENNEDY

"DIDN'T  
TELL YOU"

(AM 2727)  
Special  
12" versions  
available

All singles produced by Keith Forsey. Album produced by Keith Forsey/  
David Anderle and Steve Goldstein/Gary Chang. Wang Chung courtesy  
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ORIGINAL MOTION PICTURE SOUNDTRACK

# THE BREAKFAST CLUB



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# KOZZ: #1 Slot In Reno

It isn't the luck of the draw that makes **KOZZ's** shares consistently the best bet in Reno. Rather, it's six-year PD Daniel Cook's mix of ingredients that's had the Lotus outlet atop the market in virtually every book over the last four years. "We fight off CHR by keeping the station fresh and moving along, and by trying to do things first," he says.

## Music

The music mix is split evenly between currents and the station's library, which includes Reno mainstays such as Genesis and Tommy Bolin. Oldies by artists like the Allman Brothers and Dave Mason were brought back for the fall book after being rested, and "added a fresh sound to the station," says Cook. "They separate us from CHR."

KOZZ plays crossovers such as Prince and Cyndi Lauper, explains Cook, "because I don't see them as being teenybopper acts. Their images fit into our adult focus, while Madonna's disco image and munchkin singing voice wouldn't."

## Ruling Reno

KOZZ leads in 12+ share, cume, and all key demos because it's "involved with every aspect of this city. We have an image that says 'If you wanna know what's going on here, you'd better check us out once in a while.' We've been the first station in town to introduce elements like concert simulcasts, compact discs, and playing Prince."

There was no major media campaign behind KOZZ's four-point fall ratings rise. "We didn't have any paid-for visibility on TV or billboards this book. We got TV and newspaper publicity through our own visibility, like giving people Thanksgiving dinner on a Mayflower moving van."



Daniel Cook

## Femme Appeal

KOZZ's numbers contain more women than most AORs — it wins with women 18-34 and 25-34, and is competitive in women 18-49. That female appeal is at least partly derived from promotions like giving away a fur coat during the station's sixth anniversary celebration.

### KOZZ

	Sp 83	Fa 83	Sp 84	Fa 84
12+	14.0	15.9	12.1	16.1
Cume Rank	1	1	1	1
Adults 18-49	2	2	1	1
Men 25-49	2	1	1	1

Bold indicates #1 share

With its superior ratings, KOZZ also landed the exclusive co-

promote for a Lionel Richie show, beating out the market's CHR and A/C even though it plays no Richie songs. "Though most AOR PDs would have a heart attack at the thought of giving away 50 pairs of Lionel Richie tickets, that was one of the real steals we pulled off," Cook says. "It helps gather a female audience when we do promotions that involve them, too. We didn't get heat from guys, probably because a lot of them were getting pressure from their girlfriends for tickets."

## RADIO ACTIVITY

### Beam Me Up, Scotty

WRDU/Raleigh beamed with pride when it brought actor James Doohan (Star Trek's "Scotty") to town for a club appearance and on-air interview. Doohan was promoting the home video release of "Star Trek III."

### Two Minute Angels

WOUR/Utica asked listeners, "What's the most fun you could have in two minutes?" The best answer won a trip for two to Los Angeles, the City of the Angels, to see Angel City, whose latest album is "Two-Minute Warning."

### Psychedelic City Hall

WRKK(I-95)'s "Psychedelic Psuper" oldies feature had a special guest host recently. Danbury Mayor Jim Dyer spun the wax and waxed nostalgic about his student activist days. Hiz-zoner also revealed that he blasts Pink Floyd albums through his headphones while writing political speeches at home.



**HUEY'S LUCKY DAY IN RENO** — KOZZ fan Mayor Pete Sferazza proclaims Huey Lewis Day in Reno. From left, Lewis, PD Daniel Cook, jock Andy Schuon, Sferazza, and jock Max Volume.



**GENESIS'S RENO REVELATION** — When Genesis reportedly didn't feel there were enough people in Reno to warrant playing the town, it took a KOZZ petition drive to convince them otherwise. Proof of the pudding was that the show sold 11,000 tickets in a metro area of only 188,000 people. Pictured are band members, station staffers, and (top right) Mayor Pete Sferazza, who presented the band with a key to the city.

## KILO

Continued from Page 42

### Music Breakers

Musical variety is key to KILO, where "you can hear everything from Joe Jackson to Black Sabbath to Katrina & The Waves to Accept. And when we add a record, we play it often and do the utmost to break it. Right now, for instance," Hawk points out, "we're banging John Hiatt's 'The Usual' and seeing it come in top five requests."

KILO's policy develops local favorites that remain in its library, including Poco's "Good Feeling To Know," the Producers' "She She Sheila," and Thin Lizzy's "Bad Habits."

The current product in the 50/50 current/old music blend is genuinely new, says Hawk. Tunes categorized as recurrenents by most stations (Scorpions' "Rock You Like A Hurricane," Bon Jovi's "Runaway") move quickly to KILO's library.

"What makes us different from many AORs is that we still take chances," he says. "We're proud of surviving this long while still challenging and stimulating our audience. It's gratifying when they say, 'Hey, what was that great song? I've never heard that anywhere else.'"

### Faith From Above

KILO's 12.0-13.1 rise in the fall Arbitron was all the more impressive in light of an ownership change that was in progress. Hawk credits new owner Bahakel's confidence in the station's direction and GM Lou Mellini's steady hand for cushioning what could've been an unsettling period.

## SEGUES

KFOG moves to 55 Green Street, San Francisco, CA 94111; (415) 986-1045.

**Music Mavens:** Redbeard is upped to KTXQ/Dallas Assistant PD/MD, while ex-MD Bob Elliot retains nights... Afternoon driver Roland West is KNAC/Long Beach's new MD as Mary Jo Godges stays on for weekend air work.

**Jock Jumps:** Former WCKO/Miami MD and A&M Cleveland rep Ruby Cheeks is new to WMMS/Cleveland weekends... Ex-KRQR/San Francisco PD Jon Russell is doing weekends at rival KFOG... KOME/San Jose's Craig "Killer" Kilpatrick joins WLLZ/Detroit weekends. Interested in PM drive at KOME? Send T&R to PD Pat Evans... KRIX/McAllen-Brownsville mornings go to Carol "Kaz" Bargmann from KRRG/Laredo... John Tower is new to KQDS/Duluth mornings... Mark Catanese (aka Alan Rider) moves to WHMD/Hammond for nights and Assistant MD duties.

**Miscellaneous Movers:** Ex-WGRQ/Buffalo mainstay Larry "Snortin" Norton replaces Bob Bussy as WCMF/Rochester's Production Director.

## KKDJ

Continued from Page 42

that raised over 1000 pints, double the previous year's amount.

For the spring book, Fischer plans a stunt called the "KKDJ Bus Trip To Nowhere." Winners of an essay contest on "Why I Belong On The Bus" will be picked up at an intersection near their homes. After partying on the bus as it travels for two hours back and forth to no particular destination, they'll be dropped off safely at home.

# PROPHET

The  
Debut  
Album  
Now Out  
Featuring  
"AWAY  
FROM YOU"





RON RODRIGUES

# ADULT/CONTEMPORARY

## Update: Putting On Our Thinking Caps

Instead of tackling a new topic this week, I want to update you on several subjects that have been touched on before. A much bandied-about topic is the proposed ban on beer and wine advertising. While many industry experts forecast no Congressional action on the matter, it's not likely to go away soon.

### Avoiding Wreckless Use

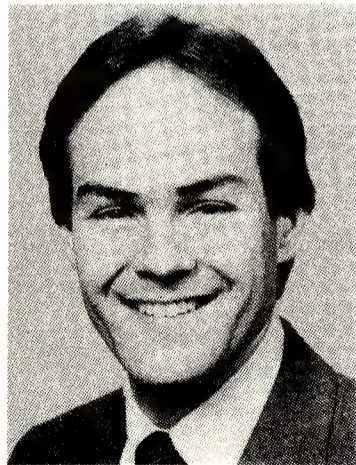
Many broadcasters are taking the offensive by promoting the responsible use of alcohol. After I last told how stations were tackling the situation, WROR/Boston VP/GM Joe Kelly told R&R about a unique project called BADD (Bartenders Against Drunk Driving). WROR invited 30 area bartenders to a luncheon at its facilities. While there, each bartender recorded 10 and 15-second PSAs encouraging their patrons not to drink too much and drive. WROR plans to run the campaign throughout the year and will invite a fresh batch of bartenders to record more. To reinforce the campaign's message, the station passed out BADD bumper stickers and buttons (imprinted with the station logo) and placed BADD "tents" on cocktail tables.

"thinking points" (which happens to be the name of consultant George Burns's newsletter).

In a recent "Radio Programming Letter," E. Alvin Davis wrote about the new wave of promotional activity that radio's currently experiencing. He cautioned, "In setting objectives, too often we become overly ambitious. Can a promotion really be designed that will build cume, increase quarter-hour maintenance, and recycle audience from morning to afternoon drive? One of the major Procter and Gamble tenets is, 'Anytime you have more than one objective, you don't have an objective.'"

### Signs Of Success

What characterizes a successful station? Mike McVay outlined ten such qualities in his "Monthly



Jay Mitchell



Joe Kelly

### Consultant's Corner

Stations that regularly use a prominent consultant receive newsletters or memos from their mentors. I receive many of them, and they've all provided good

Memo," but the most visible ranks at the top of the list. "There's a feeling of confidence in the air. It can be felt in the hallways, around the office, over the air, and even in the way the re-

ceptionist answers the telephone. The phone is answered with station slogans. Sales and programming work as a team."

Jay Mitchell wrote a great piece about English usage in "Sound

Thinking." "When was the last time one of your salespeople asked someone to 'sign the contract?' Current practice dictates that we encourage the prospect to 'approve' or 'endorse the agreement.' We have learned to avoid some of the words that carry a 'negative charge.'" Mitchell also noted, "We must be aware of the amount of words we use. Some research indicates that some adults are incapable of following a spoken sentence containing more than 13 words. About a third of all adults tend to forget the beginning of a sentence after the eleventh word. And speech rates faster than two and a half words per second significantly reduce comprehension."

### Fessing Up

It's time to mend a couple of goofs regarding the "Medium Market Ratings Wrap" column (3-8). KIFM/San Diego MD Mark Zegan very politely pointed out that the ratings listed for the new "San Diego North" metro didn't match what was in his book, and right he was! We inadvertently printed shares for 6-10am and not 6am-midnight as we should have. The 6am-midnight figure buoys KIFM because that period includes the station's popular nighttime Jazz programming. We'll print the correct figures in a future column. A PD wishing to remain anonymous noted it was incongruous to include the Atlanta

Continued on Page 48

## The '70s' Top (?) 100

After we printed our A/C Gold Poll, WERS/Boston's Barry Scott forwarded a top 100 countdown, which he understatedly labelled as "unusual." His "Lost 45's of the 1970s" chart features listener favorites not generally heard on the radio anymore. Don't look for any programming strategy here, at least not the positive kind. Enjoy anyway!

Title	Artist	Year
Heartbeat, It's A Lovebeat	DeFranco Family	73
Billy Don't Be A Hero	Bo Donaldson	74
I Think I Love You	Partridge Family	71
The Night Chicago Died	Paper Lace	74
One Bad Apple	Osmonds	70
Seasons In The Sun	Terry Jacks	74
Kung Fu Fighting	Carl Douglas	75
Saturday Night	Bay City Rollers	76
Run Joey Run	David Geddes	75
Knock Three Times	Dawn	71
Life Is A Rock	Reunion	74
Indiana Wants Me	R. Dean Taylor	70
Dark Lady	Cher	74
Lights Went Out In Georgia	Vicki Lawrence	73
Play That Funky Music	Wild Cherry	76
Hooked On A Feeling	Blue Swede	74
Timothy	Buoys	71
My Baby Loves Lovin'	White Plains	70
Easy Come, Easy Go	Bobby Sherman	70
Long Tall Glasses	Leo Sayer	75
Back When My Hair Was Short	Gunhill Road	73
Me And You And A Dog Named Boo	Lobo	71
Put Your Hand In The Hand	Ocean	71
She's A Lady	Tom Jones	71
Which Way You Goin' Billy?	Poppy Family	70
Julie Do Ya Love Me?	Bobby Sherman	70
Patches	Clarence Carter	70
The Streak	Ray Stevens	74
Brand New Key	Melanie	71
Rock The Boat	Hues Corporation	74
Down By The Lazy River	Osmonds	72
Chick A Boom	Daddy Dewdrop	71
Venus	Shocking Blue	70
It Never Rains In Southern California	Albert Hammond	73
Doesn't Somebody Want To Be Wanted	Partridge Family	71
Playground In My Mind	Clint Holmes	73
Beach Baby	First Class	74
Short People	Randy Newman	77
Hey Deanie	Shaun Cassidy	77
Cover Of The Rolling Stone	Dr. Hook	72
Baby, Don't Get Hooked On Me	Mac Davis	72
How Do You Do?	Mouth & MacNeal	72
King Tut	Steve Martin	78
Brandy	Looking Glass	72
Hot Line	Sylvers	76
Spiders & Snakes	Jim Stafford	74
Halfbreed	Cher	73
Afternoon Delight	Starland Vocal Band	76
Convoy	C.W. McCall	76
You're Having My Baby	Paul Anka	74
Disco Duck	Rick Dees	76
Eres Tu	Mocedades	74
Out Of The Question	Gilbert O'Sullivan	73

Continued on Page 48

# I'M B★A★D★D

Bartenders Against Drunk Driving 98.5 WROR fm radio

# ADULT/CONTEMPORARY

## The '70s' Top (?) 100

Title	Artist	Year
Continued from Page 47		
I (Who Have Nothing)	Tom Jones	70
Backfield In Motion	Mel And Tim	70
I Gotcha	Joe Tex	72
Rocky	Austin Roberts	75
Stay Awhile	Bells	71
Ariel	Dean Friedman	77
I'll Meet You Halfway	Partridge Family	71
My Pledge Of Love	Joe Jeffrey Group	70
Dreidel	Don MacLean	73
Back Off Boogaloo	Ringo Starr	72
Yellow River	Christie	70
New York Groove	Ace Frehley	78
Why Can't We Live Together	Timmy Thomas	72
Smokin' In The Boys Room	Brownsville Station	73
Ego	Elton John	78
Candida	Dawn	70
Coconut	Nilsson	72
Israelites	Desmond Dekker & The Aces	70
Yo Yo	Osmonds	71
My World	Bee Gees	72
Working At The Carwash Blues	Jim Croce	74
Y.M.C.A.	Village People	78
Corner Of The Sky	Jackson 5	72
Last Song	Edward Bear	73
I'm A Train	Albert Hammond	74
Jimmy Loves Maryann	Looking Glass	73
My Girl, Bill	Jim Stafford	74
Gypsies, Tramps, & Thieves	Cher	71
One Hell Of A Woman	Mac Davis	74
La La La (If I Had You)	Bobby Sherman	70
Gimme Dat Ding	Pipkins	70
You Made Me Believe In Magic	Bay City Rollers	77
Dead Skunk	Loudon Wainwright III	73
Lord's Prayer	Sister Janet Mead	74
Sky High	Jigsaw	75
One Man Woman	Paul Anka	74
Disco Lucy	Wilton Place Street Band	77
Who Do You Think You Are	Bo Donaldson	74
Wham Bam Shang A Lang	Silver	76
Up In A Puff Of Smoke	Polly Brown	75
Black Superman/Muhammad Ali	Johnny Wakelin	75
More, More, More	Andrea True	76
Leave Me Alone	Helen Reddy	73
My Melody Of Love	Bobby Vinton	74
Double Barrel	Dave & Ansil Collins	73
Living Next Door To Alice	Smokie	77
Get Dancin'	Disco Tex & Sexettes	74



**SNOW-FUN WHEN IT'S DONE** — Taking advantage of the last major snow-storm, KJ-104/Bemidji, MN put on a snow-sculpture contest. The station's call letters began springing up all over town before spring started its inevitable meltdown.

## EVENTS

- **KEZR/San Jose** is getting its listeners to ask "What kind of fool am I?" Eastfield Children's Center will be the beneficiary of the station's Seventh Annual Fools Parade charity run to be held March 31. Participants are expected to run their "fool" heads off.

- In an effort to protect area children, **WMJI/Cleveland** and police officials have been providing a way to help parents in the event that their child is lost or abducted. Free fingerprinting and videotaping were offered, with Sea World and station personalities entertaining the crowd.

- As thousands flock to enjoy the sun in South Florida, **WAXY/Ft. Lauderdale** is giving away ten vacations to Walt Disney World. Besides the week in Disney World, the grand prize winner receives a \$30,000 motorhome and \$5000 in cash. A secret word is announced during WAXY's morning program, as well as later that day on **WTVJ-TV**. Station viewers are asked to call in and win. At the close of the contest all the daily winners will be put into a drum, and the grand prize winner will

be selected at random.

- **Chuck Mangione** and **WLTF/Cleveland** staged a concert to benefit needy children. \$10,000 was raised in the "Coats For Kids" promotion. This was part of a larger campaign, which eventually netted over \$48,000.

## Update

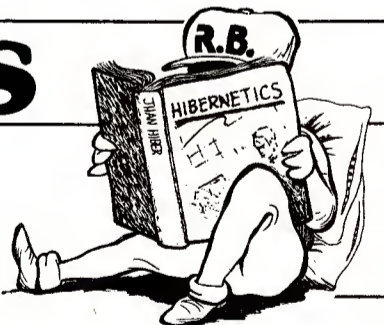
Continued from Page 47

and Cincinnati metros in a column supposedly about medium markets — apologies from this corner.

Finally, Churchill VP **Tom Moran** pointed out that his client, **KLTQ/Salt Lake City**, should have appeared among the top five A/C debuts in the March 15 column. He's correct. The station came on with a five share among adults, putting it in fourth place.

# HIBERNETICS

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**A Look Inside Arbitron**  
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**The Almighty Diary**  
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Chapter 7  
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LON HELTON

# COUNTRY

## Quotables From The Country Radio Seminar

Again this year, the Country Radio Seminar featured a number of industry notables who offered their thoughts on winning in radio today. This week I thought I'd share some timely comments made during the "Get Your Act Together Before You Put It On The Air" and "Radio's Most Desirable Prizes . . . Diaries" panels. Complete session tapes are available from **Beaverwood Studios**; call (615) 824-2820.

### Walt Sabo, Consultant

"As format rules become more precise and music research more accurate there's less opportunity for you to make a distinctive mark in your market. Most programmers know the basic techniques of quarter-hour maintainance and the value of relying on research rather than gut. During the past ten years personalities have become more disciplined and less self-indulgent. Now that most broadcasters have discovered the importance of research and sharp formatics, it's necessary to do more to win a large and loyal audience. The stations that will succeed are the ones that remember we are in show biz. The best way for radio to put on a good show is through powerful promotions that take advantage of radio's inherent strength — the theatre of the mind.

"Well-planned, 52-week promotions can define your station and add an emotional charge to your positioning statements. Good promotions will make your station top-of-mind and memorable in a highly competitive marketplace. Keeping your station top-of-mind is the most potent benefit of a well-conceived and executed promotion. Remember, radio has the toughest marketing challenge of any mass market product. We have the only product that somebody can use 24 hours a day, 365 days a year without knowing what it looks like, where to buy it, what it costs, what it can do for them, or its name. To help the consumer remember the name of your product it's important to create promotions using the '4 Ps': People, Planning, Profit, and Pizazz.

"The greatest sin ever perpetrated on American radio was commercial-free weeks and hours. I don't see any commercial-free billboards or magazines. Be a hero. Create a promotion that always has room for a client tie-in. You should go to the sales department with a pre-packaged promo-



(l-r) Danny Flamberg, Jack McCoy, and Walt Sabo



(l-r) Richard Harker, Ted Stecker, and Jack Cresse

tion that matches the needs of the listener, programming environment, and a major advertiser. You can bring your listeners to new levels of excitement by creating promotions that capture their dreams and become part of their reality."

### Danny Flamberg, RAB

"Promotion has to be more than station cheerleading. Although there are no rules, too many of us leave too much unplanned, too much unconscious, and too often fly by the seat of our pants in putting them together. Promotions must be part and parcel of both your marketing and programming plans. Because there has to be a link between sales and programming, both of those elements have to be built into the promotion. So here's 'Flamberg's Foolproof Five-Point Promotion Formula':

1. Think Ahead. Maximum lead time + maximum detailed planning = Best results.
2. Articulate the goals and objectives of every single promotion. What do we want out of this thing, how are we going to get it, how are we going to do it, what's the time frame, and what's the payoff? Those are the questions we have to ask ourselves before we start.
3. Think about lifestyle targets. Make sure your promotions fit the lifestyle of your audience. Also, make sure your promotions fit the sound of your station. Keep in mind the station's overall image. You've already staked your place in the market, so use that position as the base. Don't give any client

larger billing than your own station. After all, who needs to win from the promotion?

4. Promote Promotions. Think about the liners, the promos, the way you use your airstaff. Make sure everyone at the station knows what's going on. Promote the promotion from within.

5. A promotion is not just a pretty face. We can't be satisfied with surface results. We have to ask ourselves if the promotion met our objectives. Did it get people to listen longer? Are we following up and tracking these things?

### Jack McCoy, Unidyne Research

"In the world of contesting, there are only three rules: 1) It's the size of the prize; 2) It's the size of the prize; and I'll leave you hangin' on number 3.

"It was always fascinating to suggest a promotion to a client and watch him pull out a study that said, 'People prefer funny morning men to contests.' I would suggest he hit the street and say to 100 people: 'Take your choice. I'll either give you a thousand bucks

or tell you a joke.' What do you think the results of that study would be?

"Examples like that are why I don't like research very much. Most of it is totally wrong. I respect research in that you can find out some things you don't know. But I fear it mainly for all of the things it can tell you that you may think you know but that you really don't know. It's very dangerous.

"The promotion has to create talk outside of the realm of what you're doing on the air. It's got to cause talk among more than just your station listeners.

"The easiest way to make money with a promotion is to tap into promotion budgets. Out of the whole pie, a client's promotion budget is larger than his advertising budget. For instance, coupons in newspapers don't come out of ad budgets but from promotion budgets. So when you go out to do a promotion, go after those promotion dollars. These are new, different dollars coming into radio."

### Ted Stecker, Consultant

"The radio business is selling a very disposable consumer product. What gets in the way of making it an 'easy business' is the self-imposed hype, ego, and emotion we bring to the business. Most of all, it's the very fast pace we work under. This industry moves so quickly we lose sight of who we are, what we are, and where we are going with this disposable consumer product. We get so wrapped up in reacting to current market events that we lose sight of the overall picture.

"During these types of gatherings you hear all kinds of talk about new magic formulas, what's winning and what's not. There's no short supply of folks who have just reinvented the wheel, assuring you that if you put it on the air, you too will be rich and famous. We all know it's not that easy. What works in one market can fail miserably in another or on another station in the same market.

"Among winning stations, however, there are some common denominators, what I like to call the six levels of dominance a radio station must excel in to be successful. First is dial position, followed by signal, programming, positioning, promotions, and sales. There's nothing magic about these. Just establish dominance in one or more of these levels and never lose sight of where you rank against the competition in each category. Keep track of this through the threefold process of constant research, planning, and execution. Figure out where your station is and

Continued on Page 50

## Interpreting Your Research

During the "Get Your Act Together" panel, Ted fielded a question on music research, both auditorium and callout, where hooks are played down the line. He noted, "With Country, in particular, you have to keep something in mind when you get the information back. You have to remember the more country the record is and the more uptempo it is, the worse it will research in many instances. If you use these as your only forms of research, you'll find yourself with the high/low ends gone from your station, and you'll be left with only mid-ranges.

"If you check your local sales figures, you'll probably find **Ricky Skaggs** and **Hank Jr.** doing well, in direct contradiction to what you see in your music testing. When a stranger invades a person's privacy by calling his house or questioning him in an auditorium, the person may still have some hesitancy in admitting he is *that* country."

Picking up on what Ted said, **Richard Harker** commented, "Bear in mind that music tests evaluate

songs individually. This doesn't mean you can take all the songs that test well, throw 'em on the air, and win. Each song must be considered in the context of the other songs you're playing. You need variety."

Richard added, "The methodology isn't at fault when testing doesn't work. It's the interpretation and how you apply it that gets stations in trouble."

# Country Music Poll Awards Winners

The Academy of Country Music has announced the final nominees for its 20th annual "Hat" awards, to be aired live on NBC-TV May 6. Here are the finalists for 11 award categories:

### Entertainer of the Year

Alabama  
Willie Nelson  
Oak Ridge Boys  
Ricky Skaggs  
Hank Williams Jr.

### Top Female Vocalist

Janie Fricke  
Emmylou Harris  
Reba McEntire  
Anne Murray  
Dolly Parton

### Top Male Vocalist

Lee Greenwood  
Gary Morris  
Kenny Rogers  
Ricky Skaggs  
George Strait

### Top Vocal Group

Alabama  
Exile  
Nitty Gritty Dirt Band  
Oak Ridge Boys  
Statlers

### Top Vocal Duet

David Frizzell & Shelly West  
Judds  
Barbara Mandrell & Lee Greenwood  
Anne Murray & Dave Loggins  
Willie Nelson & Julio Iglesias

### Top New Female Vocalist

Becky Hobbs  
Hillary Kanter  
Nicolette Larson  
Katy Moffett  
Karen Taylor-Good

### Top New Male Vocalist

Lloyd David Foster  
Vince Gill  
Bill Medley  
Dan Seals  
Keith Stegall

### Tex Ritter Award (Country Motion Picture of the Year)

Rhinestone  
Songwriter  
The Baron & The Kid  
The Bear  
The River Rat

### Single of the Year

"I've Been Around Enough To Know"  
"I Don't Know A Thing About Love"  
"To All The Girls I've Loved Before"  
"When We Make Love"  
"Why Not Me"

### Song of the Year

"I've Been Around Enough To Know"  
"Second Hand Heart"  
"To All The Girls I've Loved Before"  
"When We Make Love"  
"Why Not Me"

### Album of the Year

"Don't Cheat In Our Hometown"  
"Don't Make It Easy For Me"  
"Man Of Steel"  
"Right Or Wrong"  
"Roll On"

## HAVE YOU HEARD?

Grab a cup of coffee before you start this — there's a ton of news to catch up on . . . WAMT/Titusville turned Country a while back and named former WCRJ/Jacksonville Promotion Director Jim Marshall as OM/morning jock . . . Dave Tappan is the new OM/PD at KPAK/Redding, replacing Billy Pilgrim, who is now at KEED/Eugene . . . KROW/Reno is now live with Gary DeMaroney from KO93/Modesto joining as PD and former KNIX/Phoenix personality Jim Mitchell coming aboard as MD . . . WGTY/Gettysburg, PA made the switch from automated Beautiful Music to Country. Dave Cannon is the new PD, and Pat Chase is Asst. PD . . . Henry Todd has been named Asst. PD for KUPL-AM & FM/Portland . . . WXKW/Allentown names Jeff Bolden Asst. PD and Karen Colton MD . . . In case you missed it in "Street Talk," Greg Cole was named MD for WPKX-AM & FM/Washington . . . Steve Lewis made the trek up I-25 from Colorado Springs

to take over as MD/evening jock at KLZ/Denver.

Big Red is no longer doing mornings at KWMT/Fort Dodge, having left to become MD and do mornings for new Country outlet KSTC/Sterling, CO . . . Former WPAP/Panama City PD Kevin O'Neal is now MD at WYGC/Gainesville, FL . . . WFNC/Fayetteville mid-day jock Bill James has been upped to MD . . . Other MD appointments include Craig Lewis, KXYL/Brownwood, TX; Tom Barton, KCLG/Washington, UT; Robin Lee, KIZN/Boise; and JW, WYNK/Baton Rouge . . . Jennifer Page is now the Asst. Music Coordinator for KYGO/Denver . . . Checking the talent changes, Doug James joins WMAQ/Chicago for mornings from WNAF/Indianapolis, and former WJEZ & WJJD/Chicago staffer Bob Dayton is now doing weekends/swing air work at MAQ . . . KFKF/Kansas City signed its morning duo of Cheryl Hill and Dan Roberts to a multi-year pact.

Jack Daniels moves to WLLR/Davenport mornings from KRNO/Des Moines replacing Jack Carey, who goes to WHO/Des Moines for middays . . . Also new to mornings: Walt Howard, WCAO/Baltimore; Josh Tyler, KGHL/Billings from WGAR/Cleveland; Jim Walker, WFMI/Lexington; and Dick McCannell, WTSV/Claremont . . .

Don't forget to call & tell me what you have heard!

## Quotables

Continued from Page 49

where your audience is. Once you have that information, plan and then implement your attack.

"The battleground in radio today — and not just Country — is in radio's most basic area: sales. One of Ronald Reagan's pollsters made a comment about the 'Beltway mentality,' which also applies to radio. The pollster described it as a 'cocoon environment where a group of talented people gather their ideas from the same information base and debate them with one another day after day. In that situation seedlings of misconception can often grow into mighty oaks before reality ever creeps in.' We often get so wrapped up that we lose sight of where our stations are and where programming is headed. For us, too, misconception takes reality's place."

Jack Cresse,  
KVOO/Tulsa VP/GM

"The problem with radio today is too many people don't care, there's too much inadequate research, and it costs me \$60,000 a year to subscribe to a rating service I don't believe. I can show you a lot of number one stations with a red bottom line. I can show you others who're ninth in the market but the number one biller. The ball game is bottom line. Ring the cash register for the customer, and give your listeners service."

## Playlist Size

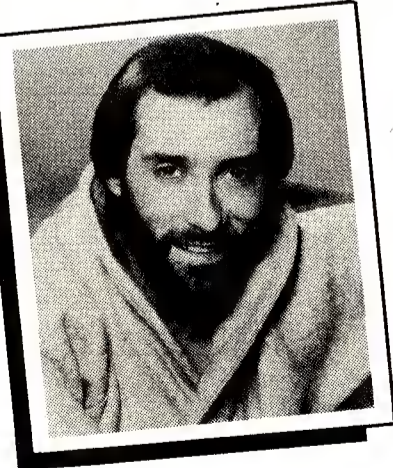
The "Get Your Act Together" panel raised an audience question regarding playlist size. Richard Harker responded:

"There aren't a whole lot of hits at any given time — hits being defined as the most popular songs for your audience. Generally, you'll find there are ten, 12, maybe 14 songs that are extremely popular. Of course, playing ten or 12 records isn't practical. You really need to pad it out. Beyond those ten or 12 are 20 or so that are somewhat popular. Generally, the more records you play, the more wrong records you play. It's more a question of whatever you feel comfortable with from the standpoint of rotations. You can't play 60 or 40 hits. It becomes a matter of exposing new songs and hoping they become hits."

Ted Stecker said, "I don't think

there's a magic formula, but I'd strongly question playlists of 60-70 records. I'm even a little stricter than Richard. I find that in most markets there are only three to five actual hits in any given week. When you get below 20 or 30 records you're really getting into some marginal material. When you're dealing in the 50s and 60s, I don't know how you can expose that music unless that's all you're playing."

Jack Cresse countered, "We don't look at it as 'playing hits.' We look at it as we have to tell a lot of stories. How many times have you been at the table with a drunk who tells a story over and over? What we do is tell a lot of different stories."



## "We Need 100 Good Country Stations To Join Us In Helping 13 Million Americans."

This year LEE GREENWOOD co-hosts our 5th annual COUNTRY MUSIC FESTIVAL on behalf of THE NATIONAL KIDNEY FOUNDATION.

Join with LEE and CHARLIE COOK for an 8-hour festival of country superstars, starring EARL THOMAS CONLEY, RICKY SKAGGS, BARBARA MANDRELL, THE OAK RIDGE BOYS, RONNIE MILSAP, REBA McENTIRE, AND MICKEY GILLEY!

FESTIVAL '85 is yours at no charge, and complete support is provided.

For complete information on how your station can become a big part of our FESTIVAL '85, contact LARRY BOXER . . . (213) 557-8495.



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SHARON ALLEN

# NASHVILLE THIS WEEK

## Charity Strips Greenwood

Entertainers are often known for giving "above and beyond the call of duty" to various charities. But, during a concert performance at Nashville's Bullpen Lounge benefiting Easter Seals, Lee Greenwood gave not only the shirt off his back, but his personal tour jacket, his boots . . . and even his jeans "for the cause."

They say Buddy Killen was the instigator. As you know, Killen is President of Tree International, but he's also Chairman of the

mentioned that Coe is scheduled to headline 38 concerts across the U.S. through June, and that the bankruptcy proceeding "will not affect current or future David Allan Coe dates in any way, shape, or form."

### In Memory Of . . .

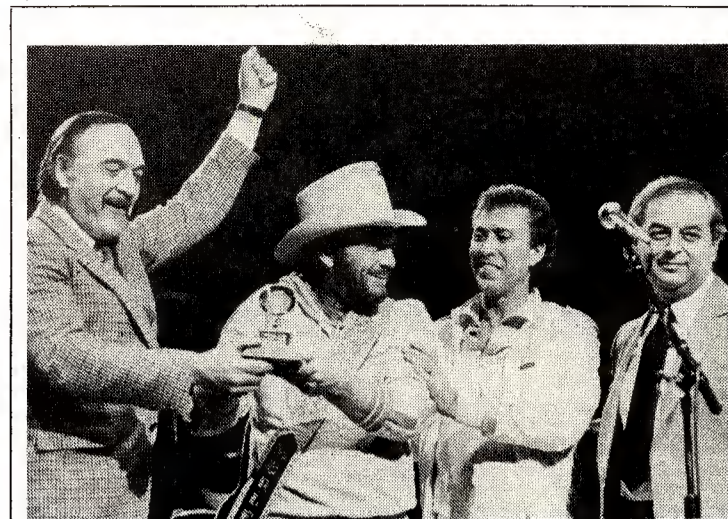
We at R&R extend our sympathy to the wife and family of Jimmy Gately, 53, who died March 17 of a heart ailment. Gately was best known for writing such hits as "Alla My Love" (Webb Pierce, 1961), "The Minute You're Gone" (Sonny James, 1963), and "Bright Lights and Country Music" (Bill Anderson, 1965). After moving to Nashville in the 1960s Gately recorded for Decca, Columbia, and the Chart labels. Then in 1964, when Bill Anderson formed his Po' Boys Band, Gately became the fiddler/guitarist/singer and front man for the group. Until the end of 1977 he performed on the Grand Ole Opry and on Anderson's syndicated TV show. In recent years Gately was most heavily involved in gospel music.

### Williams Expands Band

Don Williams is on the road again after a hiatus of some five months that included a vacation and initial work on his upcoming album. He has also enlarged his touring group by three. You'll find Don's co-producer Garth Fundis singing harmony, Jim Horn playing sax, and Charles Cochran on keyboards joining the already familiar faces of the Scratch Band. . . Tammy Wynette has a new background vocalist in her touring group Sunshine. Her third daughter Tina Jones joined the trio last month. . . Last week, immediately following the annual St. Patrick's Day Parade, Leon Everette and his band were invited to perform with the U.S. Air Force Band at Constitution Hall. There were 66 USAF musicians and 26 singers to accompany Leon during his segment of the Air

Force-sponsored concert. After the show Leon met with top military and civilian personnel, representatives from Congress and other dignitaries who attended the show at a special reception.

Bits & Pieces: The Gospel Music Association's 1985 Songwriter Showcase will be held March 31 at the Radisson Plaza in Nashville. The five nominated finalists in the Dove category of Songwriter Of The Year were invited to participate in the showcase. They are: Gloria Gaither, Lanny Wolfe, Joel Hemphill, Michael W. Smith, and Niles Borop. The songwriters whose songs were most actively charted in the past year will also be featured as part of the program. For further information contact Mary Ann McCreedy or Kay

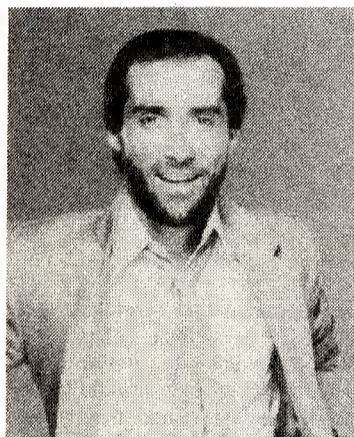


**GRAMMY FOR HAGGARD** — Epic's Merle Haggard received his first Grammy for Best Country Vocal Performance this year. He was presented with the award on stage at L.A.'s Universal Amphitheatre. Pictured (l-r) are E/P/A Sr. VP/GM Don Dempsey, Haggard, CBS Nashville VP/GM Rick Blackburn, and NARAS National Treasurer Jules Chaikin.

His green peepers, chosen for their "introspective quality," joined other notables such as Linda Evans, Debra Winger, and Prince to publicize the AOA's annual Save Your Vision Week in March. . . HEY DAD, CAN I BORROW THE BUS: & Matthew Morris, five-year-old son of Gary Morris, made his concert bow in Denver this month. He belted out

"Blue Suede Shoes" and received a standing ovation and a great review the next day in the Denver Post. . . Opryland is doing some heavy revamping with new promotional opportunities. Might be a good tie-in for your station. For more information, write Opryland Customer Service, 2802 Opryland Dr., Nashville, TN 37214.

Just thought you'd like to know!



Lee Greenwood: Clothes call

Nashville Easter Seals telethon, which the concert benefitted. Evidently Killen decided auctioning Lee's clothes would provide extra funds for Easter Seals. . . and indeed it did! Greenwood's tour jacket fetched a cool thousand, his shirt \$500, his boots \$850, and his pants? . . . well, with the audience urging her on, a young blond took the jeans right off the feisty performer for \$300 in cash.

Know what I think? Someone shoulda caught him with a Kodak disc!

### Coe Files Bankruptcy

David Allan Coe filed a voluntary Chapter 7 bankruptcy petition in U.S. Bankruptcy Court for the middle district of Tennessee. He says his financial difficulties stem from the loss of a tour bus in a 1984 traffic accident, recent flood damage at his residence/office compound Ruskin Cave, and his 1984 divorce from Deborah Lynn Coe.

Coe's booking agent Tony Conway (of Buddy Lee Attractions) said that Coe's financial problems will in no way interfere with his concert tour schedule. He also



**VOLUNTERR JAM CLAN** — Celebrating Charlie Daniels's 11th Volunteer Jam in Nashville are (l-r) Epic's Eliot Hubbard and Rick Schwan, CBS Nashville VP Roy Wunsch, Daniels, E/P/A VPs Dan Beck and John Boylan, and ICM VP Alex Hodges.

Smith at (615) 742-4340. . . The American Optometric Association just named Gary Morris's eyes as one of the ten most distinctive pairs in the entertainment field.



GARY MORRIS: The eyes have it.



**SPEAKING AT THE ACM** — MCA artist John Schneider and MCA VP/Product Development Kent Crawford were guest speakers at a recent Academy of Country Music celebrity speaker luncheon in Los Angeles. Pictured after the luncheon are (l-r) Crawford, ACM Chairman Gene Weed, Schneider, ACM President Charlie Cook, and ACM Exec. Director Bill Boyd.



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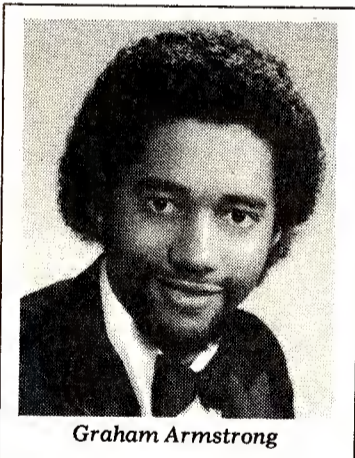
WALT LOVE

# BLACK/URBAN

## WGCI: On Top Of Chicago Radio, Again

Throughout the last year, billboards and hourly IDs for WGCI-FM have borne one message: "On top of Chicago radio." The literal reference is to the station's dial position at 107.5. But for the better part of a decade, Gannett's Urban FM has done a good job of backing that statement in the ratings. Last fall the station rebounded from a 4.7 to the 6.1 it had held in spring '84. This week, R&R's Sean Ross studies the station's durability and future plans.

When WGCI-FM PD Graham Armstrong explains the summer and fall books, he talks about many standard things: promotions, street visibility, a relatively stable listener/station relationship, and a veteran airstaff. He also says it has a lot to do with the weather. "People just break out in the summertime. Everything is kind of loose. Then in the fall, people are more back into a routine and that's when our kind of station benefits. People are more into getting up in the morning, listening to Bob Wall, going to work, coming back and listening to Evan Luck, and being home at night when the weather's bad instead of out in the street."



Graham Armstrong

### Seasons & Reason To Change

That adult stability has, at times, been a double-edged sword for WGCI-FM. In the summer, longtime rival WBMX beat WGCI-FM for only the second time in several years. Armstrong says that WBMX's teen base may have given that station an advantage. "In the summer, high school students and college kids are home, and they're more in control of the radio dial throughout the day. We also share with WGN, especially when the Cubs are doing exceptionally well as they were last summer. We lost a lot of men to the Cubs games."

Partially because of last summer's experience, WGCI-FM, which has exhibited unusually stable programming over the last five years, is now making slight adjustments as the warm weather approaches. "To a degree we are

playing more younger-oriented music, but only because a lot of it is popular now.

"We don't seek out that type of music. Songs like 'Roxanne, Roxanne' and 'Rappin' Duke' tend to seek us out. When something happens that can either be dayparted or won't offend my adult listeners, I'll play it. In the summer, that may change a little bit, due to the fact that what happened in last summer will be on my mind."

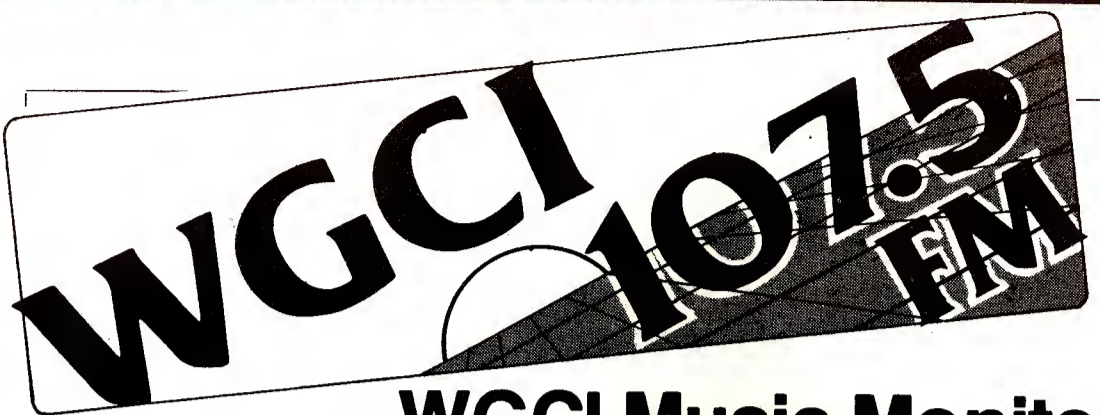
### WGCI "Rolls" On Promotionally

One thing that has remained consistent at WGCI-FM is an intense level of visibility, with more than one promotion going at any time. In 1983 the station tied in with a hair products company and became one of the first Black/Urban stations to give away a Rolls-Royce. While WGCI may repeat that stunt in the spring, Armstrong has preferred moderate prizes in his year and a half as PD. "I'm personally more inclined to give away decent prizes to a lot of people. I think you get more mileage out of it because when people feel they have an opportunity to win, they're a bit more conscientious in terms of participating.

"People just break out in the summertime. Everything is kind of loose. Then in the fall, people are more back into a routine and that's when our kind of station benefits."

"Money given away over the air always works. We handed out moderate amounts from a hundred to a thousand dollars. We're into a little bigger prize in this particular book. We'll keep the money hot and probably go back to bus-side advertising. We also do a lot of promotions with record companies, such as the premiere of 'The Last Dragon.' People line up to do giveaways with us because they know we get results."

As an example of these multitiered promotions, a recent monitoring of WGCI-FM found it giving away Evelyn King LPs to contestants in a "high-low" contest.



## WGCI Music Monitor 1980-1985

August 1980, 3:30-4 PM

TEDDY PENDERGRASS/Love TKO  
TEDDY PENDERGRASS/Come Go With Me  
ZAPP/More Bounce To The Ounce  
SPINNERS/Cupid-I've Loved You For A Long Time  
SKYLARK/Wildflower  
STANLEY TURRENTINE/Deja Vu  
CHANGE/Searching

August 1981, 5:45-6:30 PM

ROGER/So Ruff, So Tuff  
ROGER/I Heard It Through The Grapevine  
PHYLLIS HYMAN/Magic Mona  
LUTHER VANDROSS/A House Is Not A Home  
EVELYN KING/I'm In Love  
PARLIAMENT/Tear The Roof Off The Sucker  
DYNASTY/You Are My Angel

August 1982, 9:00-9:30 AM

JENNIFER HOLLIDAY/And I Am Telling You I'm Not Going  
SYL JOHNSON/Ms. Fine Brown Frame  
RANDY CRAWFORD/Windsong

BROTHERS JOHNSON/Faces & Spaces  
RAY PARKER JR. & RAYDIO/It's Your Night  
STEVE MILLER BAND/Abacadabra

June 1983, 10:15-10:50 PM

SOUL SONIC FORCE/Planet Rock  
GRANDMASTER FLASH & FURIOUS FIVE/New York, New York  
EDDY GRANT/Electric Avenue  
ISLEY BROTHERS/Fight The Power  
GLADYS KNIGHT & THE PIPS/Save The Overtime (For Me)  
STEVE ARRINGTON'S HALL OF FAME/Weak At The Knees  
OZONE/Strutt My Thang  
DAVID BOWIE/Let's Dance

August 1984, 12:05-1:05 PM

OHIO PLAYERS/Sight For Sore Eyes  
TEDDY PENDERGRASS/You're My Choice Tonight (Choose Me)  
LILLO THOMAS/Your Love's Got A Hold On Me  
MAZE/Joy & Pain

RICK JAMES/17  
GROVER WASHINGTON JR./Inside Moves  
MICHAEL JACKSON/Thriller (Video Mix)  
KOKO POP/Baby Sister  
MTUME/You, Me & He  
PATTI LABELLE/I Don't Go Shopping  
LITTLE MILTON/Ain't Nobody Sleeping In My Bed

March 1985, 8:30-9:30 PM

NEW EDITION/Lost In Love (Countdown song #3)  
RAPPIN' DUKE/Rappin' Duke (Song #2)  
RUN DMC/King Of Rock (Song #1)  
DEBARGE/Rhythm Of The Night  
COMMODORES/Nightshift  
MARY JANE GIRLS/In My House  
BOOKER T & MG'S/Green Onions  
SHEENA EASTON/Sugar Walls  
WHITNEY HOUSTON/You Give Good Love  
BEE GEES/Love So Right  
NEW JERSEY MASS CHOIR/I Want To Know What Love Is  
TONY RANSOM/Party Nights

This ran simultaneously with promos to an upcoming "Cashbox" contest for which 2000 lottery tickets will be given away, and WGCI's "Card of Gold" listener card promotion, dating back to 1980.

their sets. We feel that our jocks (including Wall, Luck, "Chilly" Chiles, Barbara Stanek, and Wali Muhammad) are professionals with personality and musical expertise, and we like to give them the opportunity to use those skills

### Chicago Heats Up

As WGCI toughens its music slightly, market observers suggest that WBMX may be softening and gunning for WGCI-FM's adults. "I don't doubt that," states Armstrong. "If I were them I certainly would. It goes back to their image. I don't feel WBMX is going for the teens. Their image has got them locked into that and they're trying to soften that edge and come after us a little bit more."

Meanwhile, crosstown WJPC owner Johnson Broadcasting has just purchased an FM on 106.3 in Southeast suburban Lansing. Armstrong says he's found himself listening to WJPC, now under the guidance of Sonny Taylor, quite a bit more than he thought he would. "Their purchasing a new FM is going to make the market really competitive."

Does Armstrong believe WGCI-FM has an understanding with its audience that allows it some programming flexibility? "I think we do have loyal listeners," he said. "I'm not going to say we can do any doggone thing we want to and they will stay with us. But I feel they're loyal enough to accept change to some degree without just running away because it's not the exact same thing they heard a year ago."

### Jock Options Live!

When WGCI-FM came into its own in the late '70s and early '80s, WBLS/New York and WKYS/Washington had helped popularize "free-floating" Urban formatics. A wide music mix from Jazz to CHR and A/C crossovers to hard funk was emphasized, music was back-announced and jocks were usually mellow. Much of that has died out, but some elements of the Black progressive era remain in place at WGCI.

Armstrong said, "WGCI-FM is not freeform at all, but jocks do have some freedom in terms of

to a degree." As the accompanying music monitors demonstrate, WGCI's variety remains wide, and mood-sweeps, long gone from many other stations, are still in evidence.

Also in evidence are relatively large doses (by 1985 standards) of jazz, some of which is also chosen by announcers. Armstrong estimates that jazz is played about twice an hour. He said, "It's hard to categorize because I may put some of the songs from Sade's LP into a jazz section. But there's always going to be some jazz on the station."

— Graham Armstrong



# MARKETPLACE

## AIRCHECKS

### BOSTON AIRCHECKS

On March 16 & 17, 1985, WROR held an on-air reunion of some of Beantown's favorite personalities including **Arnie Ginsburg, Fenway, Melvin X. Melvin, Charlie Van Dyke, Dan Donavon, Chuck Knapp, J.J. Jeffrey** and special surprise DJ's during **Joe Martell's "Saturday Night Live at the Oldies."** Stereo reels or cassettes; send SSAE for list.

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**DID YOU KNOW** — 60-second lifestyle feature dealing with a variety of topics. For demo reply to:  
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Sunnyvale, CA 94087

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**Dr. Don Rose**  
KFRC  
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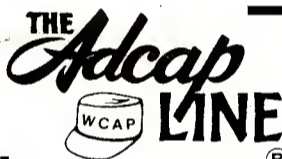
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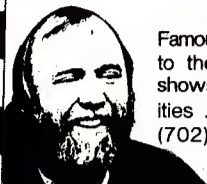
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# MARKETPLACE

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(602) 951-8711

Comedy Writer-Impressionist-Character Voices needed at one of our client radio stations to round-out a hit morning show. Prefer broadcast experience, but the ability to see the world as "one giant rimshot" is more important. Rush cassette tape and resume.

**BOB HARPER'S COMPANY**  
Post Office Box 24337 • San Diego, CA 92124

**EAST**

Entry level position available for expanding news operation. Good opportunity for talented beginner. T&R: Jose Diaz, WBLM, Box 478, Lewiston, ME 04240. EOE M/F (3-29)

WALK, Long Island's premier A/C, is now accepting T&Rs for parttime announcers with five years experience. Sean Casey, Box 230, Tatchogue, NY 11772. EOE M/F (3-29)

**790 WTVY**

Immediate opening for humorous, articulate morning host at America's A/C ratings leader. Best pay and benefits. No beginners. T&R to: George Neher, PD, 134 Mullin Street, Watertown, NY 13601. EOE M/F

**AIR PERSONNEL NEEDED**

NATIONAL is recognized as the leader in radio personnel placement. NATIONAL receives a constant flow of job openings in small, medium & major markets. We need announcers, news people, programmers, male and female, for all size markets. If you are ready for a move let NATIONAL help. We make the complete presentation for you. For complete confidential details and registration form, enclose \$1 postage and handling to:



**BROADCAST TALENT COORDINATORS**  
Dept. R., P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

**Southern Starr Broadcasting**

Y106/Orlando and WPLR/New Haven is acquiring additional properties and looking for highly creative talent in all areas. Send T&R to: Rick Stacy, Y106, 233 North Lake Blvd., Altamonte Springs, FL 32701. EEO


**ABSOLUTELY NO CALLS**

Immediate opening for an anchor/newsperson with one year's experience preferred. C&R: Judie Yuill, WEIM, Box 727, Fitchburg, MA 01420. (617) 343-3766 (3-29)

Aggressive & responsible newsperson wanted with mature delivery to write, produce & announce newscasts. C&R: Jack Miller, WCIB, 60 Springs Bars Rd., Falmouth, MA 02540. EOE M/F (3-29)

Q106 needs parttime CHR jocks with possibility of fulltime in the future. T&R: Doug Thompson, Box 1230, Claremont, NH 03743. EOE M/F (3-29)

**Want to be a VJ in Boston?**



Channel 66 is looking for radio DJs who want to join our live major market music video operation. Send us your video audition tape or sit in front of a home VHS camera and tell us about yourself in 3 to 4 minutes. Send tape and resume to:

**Program Director**  
**WVJV-TV**  
P.O. Box 9166  
Framingham, MA. 01701  
No phone calls please. WVJV-TV is an EOE.

**PM Drive Person.** Top-40 market AM News/Talk station. Must be good generalist, well-read, quasi-controversial. Send resume, salary history, salary requirements and one-hour, unedited tape to Herb Karlitz, Burson-Marsteller/Entertainment Group, 866 Third Ave., NYC, NY 10022. An Equal Opportunity Employer. M/F/H/V

**NORTHEAST A/C LEADER**

Seeks experienced, polished pro for AM drive opening. Team players only. Tape & resume to: Radio & Records, 1930 Century Park West, #959, Los Angeles, Ca 90067. EOE M/F

# OPPORTUNITIES

## OPENINGS

Fulltime news anchor/reporter with three years experience, & winning attitude is wanted. References. T&R: Dennis Edwards, WKBO, 3211 N. Front St., Harrisburg, PA 17110. EOE M/F (3-29)

Needed: Experienced newscaster with the ability to take control in this good working environment. T&R: Carl Lang, 1705 Lake St., Elmira, NY 14901. EOE M/F (3-29)

### NEW

Brand new hot East Coast FM. Will be #1 in an hour. ROCK-CHR. Can't tell you much more. Send cassette and resume quick! Before it's too late!! To: RADIO P.O. Box 15058, Richmond, VA 23227. EOE M/F

Experienced ND needed: Heavy local news commitment & community involvement. T&R: Garry Bowers, WCLG, Box 885, Morgantown, WV 26505. EOE M/F (3-29)

Top-rated CHR is looking for creative parttime personalities. Have medium/major market experience. T&R: John Garry, Box 5944, Providence, RI 02903. EOE M/F (3-15)

## WALK FM 97.5 AM 1370

### Program Director

Long Island's #1 Adult Contemporary station is seeking a #1 PD with excellent experience. Great opportunity for strong motivator with solid music and research background. Please send resume to: Station Manager, WALK FMAM, P.O. Box 230, Patchogue, NY 11772. (516) 475-5200. EOE M/F.

WFTQ/Worcester is looking for experienced newscasters for future openings. T&R: Mike Yardley, 19 Norwich St., MA 01608. EOE M/F (3-22)

Experienced newscaster wanted for digging, writing & airing news. T&R: Stacey Hill, WFPG/WIIN, 2707 Atlantic Ave., Atlantic City, NJ 08401. (3-22)

Medium market New England A/C-Oldies station needs announcers. Production experience necessary. T&R: Karl Kroner, WARE, Box 210, Ware, MA 01082. EOE M/F (3-22)

Wanted: Engineer for fulltime airwork or announcer with engineering experience & experienced newscaster/announcer. T&R: WCLZ, Box FM99, Portland, ME 04112. EOE M/F (3-22)

### CREATIVE PRODUCTION DIRECTOR

Outstanding opportunity for creative person with ability to write, produce, voice, and direct others in producing excellent radio commercials and complete station production. Must be able to develop marketing concepts for retailers. Powerful AM station in Northeast. Send samples on tape with resume to Radio & Records, 1930 Century Park West, #956, Los Angeles, CA 90067.

Solid Western MD Country AM/FM needs experienced afternoon drive DJ with copy & production expertise. Call today! (301) 689-8871 (3-22)

Coast of ME, 50kw KISS 94FM, wants personalities, not announcers or beginners. T&R: Tim Moore, WKSQ, Box 9494, Ellsworth, ME 04805. EOE M/F (3-22)

Boston's MOYL-formatted WXKS AM is looking for two weekenders who can fill for weekday vacations. T&R: Bob Bitter, Box 128, Medford, MA 02155. EOE M/F (3-22)

**Josephson  
RADIO**

Josephson's new Rochester FM station is searching for warm, bright, topical morning talent. Send tape & resume to: Bobby Hatfield, KC99, 344 East Avenue, Rochester, NY 14604. EOE M/F

## OPENINGS

### SOUTH

KFBM has an immediate opening for a personality-oriented & high energy afternoon drive talent. T&R: Dave Delgado, Box 3764, McAllen, TX 78501. EOE M/F (3-29)

100,000 watt WDSC has an immediate opening for a newscaster & is also accepting T&Rs for future positions. Tim Walker, Box 231, Dillon, SC 29536. EOE M/F (3-29)

Production person with creative writing skills wanted to complete three-person department. T&R: Dan Brown, KZ106, Box 11202, Chattanooga, TN 37401. EOE M/F (3-29)



### Future Openings For Air Talent

WSHE, "She's Only Rock And Roll," has been rockin' South Florida for over 14 years. We are currently looking to update our talent files for future openings. If you can entertain and relate, if your delivery is unique and distinctive, if you're a true personality with the ability to draw an audience on your own, WSHE wants to hear from you. Experience and market size don't matter, just knock us out with your first tape. NO CALLS PLEASE. Send tape to: Michael Dalfonso, Program Director, WSHE, 3000 S.W. 60 Ave., Ft. Lauderdale, FL 33314. EOE M/F

Wanted: Salesperson for small market station bordering Houston. Unlimited potential for \$\$\$\$. Prefer small market experience. David: (409) 532-3800 EOE M/F (3-29)

Currently accepting T&Rs for future fulltime openings at continuous Country in highly competitive TX medium market. Don Moore, KNFO, 1512 Lake Air, Waco, 76710. EOE M/F (3-22)

WRVR/Memphis needs a ND/anchor for this AM/FM. Strong voice, management & writing skills a must. T&R: Jim Robertson, 5904 Ridgeway Pkwy., TN 39119. EOE M/F (3-29)

### STATION ON SUNNY CAROLINA COAST

Looking for conversational Country announcer and engineer/announcer. Mail T&R and salary requirements to: Radio & Records, 1930 Century Park West, #964, Los Angeles, CA 90067. EOE M/F

Jackson, TN A/C needs creative PD with good production & promotional abilities. President, WJHR, 811 Broadway, Mt. Vernon, IL 62864. EOE M/F (3-29)

Wanted: Announcer/salesperson who is an energetic hard worker for this great area. T&R: WMFL, 1275 S. Jefferson St., Monticello, FL 32344. (3-29)

San Antonio AOR is now accepting T&Rs for night jock & morning newscaster. Glen Martin, KXZL, 427 E. Ninth St., TX 78215. EOE M/F (3-29)

Coastal resort FM needs mature personality for A/C format. Production & live phone skills a must. Photo, T&R: Bill Jurney, Box 3513, Myrtle Beach, SC 29578. EOE M/F (3-29)

Continuous Country KSCS is looking for future parttimers in Dallas-Ft. Worth area. T&R: Andy Holt, 1 Broadcast Hill, Ft. Worth, TX 76103. EOE M/F (3-29)

Opening at top rocker in Central TX. If you like to be where something's always happening, send T&R: B.J. McCrae, KXS, Box 880, Killeen, 76540. (817) 699-5000 EOE M/F (3-29)

### NEW CLASS C SUNBELT ROCKER

Looking for creative, energetic morning talent and to staff other key dayparts. Great pay, company benefits and working conditions with all new equipment. T&R: Radio & Records, 1930 Century Park West, #958, Los Angeles, CA 90067. EOE M/F

WFMI FM, Lexington's hot CHR, is looking for a midday personality. Have big voice & strong production. T&R: Charlie Fox, 53 S. Main St., Winchester, KY 40391. EOE M/F (3-22)

A/C is looking for an afternoon announcer. Start immediately! T&R: David Wilson, KOTN, 920 Commerce Rd., Pine Bluff, AR 71601. EOE M/F (3-22)

Immediately looking for air personalities! We need people to replace automation. T&R: Stu Wright, WORG FM, Box 1388, Orangeburg, SC 29116. EOE M/F (3-22)

## OPENINGS

100,000 watt Charlotte area Country is now accepting applications for full & parttime openings. T&R: Alan Burgin, WFMX FM, 1117 Radio Rd., Stateville, NC 28677. EOE M/F

Need ASAP: Air talent with good production & big goals. We want winners. T&R: Jim Hays, KBWD, Box 280, Brownwood, TX 79604. EOE M/F (3-22)

Need mornings & take-charge Promotions Director for continuous Country in highly competitive TX medium market. T&R: Don Moore, KNFO, 1512 Lake Air, Waco, 76710. EOE M/F (3-22)

### MIDWEST

Chicago metro A/C is accepting T&R's from experienced air talent. No calls or beginners. Jim Holly, Z107, 1000 E. 80th Pl., Merrillville, IN 46410. EOE M/F (3-29)

Magic 104 is looking for bright, up-beat personalities for A/C format. Be part of a great success story. T&R: Al Carson, 699 N. Valley Rd., Beavercreek, OH 45385. EOE M/F (3-29)

Cincinnati, a pioneer in the use of clever, humorous production, seeks a Production Director. If you feel you can continue a tradition of production dazzle and improve upon it, send T&R only (no calls) to: Tom Owens, Program Director, WEBN, 2724 Erie Ave., Cincinnati, Ohio, 45208. E.O.E.



K93 Country needs air talent! Brand new facilities with excellent pay & benefits. T&R: Al Brock, 215 Keo Way, Des Moines, IA 50309. EOE M/F (3-29)

Hit 100 FM is headed for the top & has an opening for morning talent. Great company & beautiful part of the world. T&R: Phil Wilson, Box 8205, Rapid City, SD 57709. EOE M/F (3-29)

New St. Louis area FM is pending FCC approval. Apply now for air, sales & management positions. Bob Backman, 4622 Crepe Myrtle Circle, Marietta, GA 30067. EOE M/F (3-29)

We're still not satisfied. Big money to morning personality. Good phone, bits, etc. No calls. T&R: Jack Swart, WGRD, 122 Lyon NW, Grand Rapids, MI 49503. EOE M/F (3-22)

### CHIEF ENGINEER NEEDED

AM/FM combo in great Michigan city. Looking for a take-charge person, capable of running the department. Previous experience preferred. Dedicated staff & management. T&R to: Radio & Records, 1930 Century Park West, #963, Los Angeles, CA 90067. EOE

Warm & friendly announcers needed for pop A/C live airshift or production. T&R: WZZY, Box 427, Winchester, IN 47394. EOE M/F (3-22)

KQDS/Duluth needs an AOR morning person. Be creative, entertaining & have good production. No beginners. T&R: Mike Heller, Box 6167, MN 55806. EOE M/F (3-22)

Omaha's premier AOR, Z92, needs a Production Director by April 5th. Must have extensive 4-track experience. T&R: Bruce McGregor, 11128 John Galt Bl., NB 68137. EOE M/F (3-22)

Rare immediate opening! Filling vacancy by top-notch female communicator. Great benefits. T&R: Jay Bouley, WSPT, Box 247, Stevens Point, WI 54481. EOE M/F (3-8)

Morning airshift/Production Director needed with personality & creativity a must. C&R: Jeff Murphy, WWCT, 414 Hamilton Bl., Peoria, IL 61602. EOE M/F (3-22)

### TOP 25 MARKET MORNINGS

We are the leading A/C in a dynamic market and need a warm personable talent with high one-on-one skills. This is a fabulous opportunity with a great national group. Send tape and resume today. We promise complete confidentiality and no background calls will be made without your approval. Send to: Radio & Records, 1930 Century Park West, #961, Los Angeles, CA 90067. EOE M/F

We're still not satisfied. Big money to morning personality. Good phone, bits, etc. No calls. T&R: Jack Swart, WGRD, 122 Lyon NW, Grand Rapids, MI 49503. EOE M/F (3-22)

Wanted: Fulltime day announcer for Dubuque's top-rated A/C station, KAT FM. Must have two years experience. T&R: Denis Albright, Box 688, IA 52001. EOE M/F (3-22)

## OPENINGS

WMEE/Ft. Wayne is accepting T&R's for future openings. John Curry, Box 6000, IN 46896. No calls. EOE M/F (3-22)

### WEST

Needed: Fulltime announcer/air talent/production/afternoon drive & a parttime with two years experience for KLKT/Lake Tahoe-Reno. Ken Hunter: (702) 832-1000 EOE M/F (3-29)

Berkeley AM Black/Urban crossover station seeks full & parttime announcers. T&R: Jeff Harrison, KRE, 601 Ashby Ave, CA 94710. No calls. EOE M/F (3-29)

Full & parttimers needed for KKBY/Ventura, Co. A/C. T&R: Randy Rabbitt, 15115 Faulkner Rd., Santa Paula, CA 93066. EOE M/F (3-29)

### MAJOR SUNBELT COUNTRY STATION

Seeks applications for future openings... all shifts... personality emphasis approach. Tapes & resumes to: Radio & Records, 1930 Century Park West, #960, Los Angeles, CA 90067. EOE M/F

Great opportunity for experienced A/C personality at KFMQ Albuquerque as afternoon drive/Production Director. C&R: Tom Marshall, 5601 Domingo NE, NM 87108. EOE M/F (3-29)

Aggressive A/C AM/FM in northern UT needs professional morning drive announcer with experience. T&R: Box 155 Tremountain, 84337. (801) 257-7407 EOE M/F (3-29)

Wanted: Hot CHR rocker able to do phones. T&R: Bill Richards, KLUC, Box 14805, Las Vegas, NV 89114. No calls. EOE M/F (3-29)

### Cortez/Durango, Colorado

We're seeking air talent, news staffers, sports P-B-P person for our soon-to-be-acquired AMFM. T&R to: Dan Kelley, 2397 Camino Capitan, Santa Fe, NM 87505. EOE M/F

K093 FM/Modesto-Stockton needs CHR personalities with great production now! Photo, T&R: Brian Casey, 2121 Laney Dr., Modesto, CA 95355. EOE M/F (3-29)

KRSY has an immediate opening for experienced ND. T&R: Tony Lucero, Box 1981, Roswell, NM 88201. EOE M/F (3-29)

CA coastal CHR with possible future parttime openings is looking for great talent with one year's experience. T&R: Kiril Clatt, KDON, Box 81460, Salinas, 93912. EOE M/F (3-29)

SE AK group flagship needs strong air talent. Mild weather & great benefits. T&R: Paul Damon, KJNO/KTKU, 3161 Chananel Dr., Juneau, AK 99801. EOE M/F (3-15)

Major market pros, building America's best small market AM/FM, need air, production, news & sales pros. Bob Christy, KBND/KLRR, Bend, OR (503) 382-5263 (3-29)

KRML/Monterey is seeking an experienced sales manager. Call Rod Flores: (408) 624-6431 (3-29)

### KFI 640

Building a "Talent Pool" for future openings. Personalities, news and traffic reporting. Tapes and resumes to: Steve La Beau, Program Director. News and traffic consideration: David Blake, News Director. KFI, P.O. Box 76860, Los Angeles, CA 90005. EOE M/F

Boise's 13KNPA has a CHR opening! T&R: Steve Holmes, Box 129, Nampa, ID 83653. EOE M/F (3-22)

Think you can handle this? A copywriter/Production Director/receptionist is needed for KLCY/KYSS. T&R: John Pulasky, Box 7279, Missoula, MT 59807. EOE M/F (3-22)

SW NM Class C station looking for creative Production Director. Call Andy Bowman, GM, at KSNM/Las Cruces: (505) 894-3987 EOE M/F (3-22)

KROW/Reno is now accepting applications for a fulltime on-air personality. T&R: Gary DeMaroney, 2450 Wronel Way, NV 89506. EOE M/F (3-22)

WY small market with medium market sound needs experienced PD/morning talent. Join this growing company! T&R: KQSV, Box 2128, Rock Springs, 82902. EOE M/F (3-22)

Young & aggressive CHR personality who is willing to work in a positive environment is needed. No beginners. T&R: Dave O'Connor, K105, Box 4303, Coos Bay, OR 97420. EOE M/F (3-22)

Las Vegas continuous Country station seeks fulltime announcers ASAP. T&R: Randy Hood, KFM 102, 1555 E. Flamingo Ave., Suite 435, NV 89119. EOE M/F (3-22)

Upcoming station near Las Vegas seeks newscaster with authoritative & friendly delivery. T&R: W. Kent McGregor, Box 489, Washington, UT 84780. EOE M/F (3-22)



# OPPORTUNITIES

## OPENINGS

### CAN YOU HANDLE TOUGH COMPETITION?

Mountain West CHR seeking morning and/or Midday entertainer. Creativity and strong production required. \$14-20,000/year. T&R to: Radio & Records, 1930 Century Park West, #945, Los Angeles, CA 90067. EOE

Production wizard/copywriter wanted for approximately 25 hours a week. Prefer person in L.A. area. Sample, T&R: Richard Chase, KBBY/KOGO, Box 5151, Ventura, CA 93003. EOE M/F (3-22)

## POSITIONS SOUGHT

Team-player with two years experience as announcer/production is looking for a new A/C-CHR challenge in Northern or Central CA. MIKE: (209) 383-3146 (3-29)

Young air personality with major market experience (WMMR, WCAU, WCSD FM) is looking for promotions/jock opening in AOR in medium/major market. JIM: (609) 461-1716 (3-29)

Versatile black personality, presently employed, is seeking to make a move. Have CHR/Urban experience. LANCE: (212) 368-3564 or 993-0276 (3-29)

Dedicated, dependable & hard working A/C or Country personality is looking for a good-sized market. Will relocate! JOHN: (901) 767-1556 (3-29)

### 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.

Have splicing block, will travel. Medium market preferred. J.J.: (614) 594-8642, before 2 est (3-29)

Hurry! Limited offer! Over eight years AOR experience in all markets including Assistant PD, MD & production. Formerly WYFE/WAPI FM & WKLS. THE DOCTOR: (404) 794-1171 (3-29)

I know Country music. Current MD/OM with seven years experience seeks small/medium market in East. GLENN: (607) 324-5157 (3-29)

Production pro with 13 years major/medium market experience in CHR, A/C, Country & Talk has good numbers. Leave message for GARY: (614) 456-5062 (3-29)

Ultra zany personality looking for a place to stick my thing! I mean hang my hat. I'm up. I mean exciting. Won't you take the chance? THE PHLASHER: (301) 377-8349 (3-29)

Seeking Operations/PD position at large/medium market Country or A/C station. RON DENNINGTON: (314) 428-3132 (3-29)

Right-hand man seeking station needing direction. Have 15 years experience in radio operations, announcing & production. ANDY BUDNICK: (904) 744-5750, 4 to 6 est (3-29)

WENDY WHITE: Versatile ten year major market minority pro seeks on-air gig. Excellent voice racks in the ratings. (213) 388-2853 or 292-8002 (3-29)

If you want a multi-talented creative copywriter with four years radio/print experience for your staff, I'm it. DIXIE: (314) 443-2074 (3-29)

Personality/PD with six years in morning drive looking for A/C or CHR in NE. MIKE DIXON: (814) 676-1664 (3-29)

Central PA pro, with PD/MD/engineering experience at WYCR, WKBO & WHYL, is available for Mid-Atlantic area. Market size not important; professionalism is. BRUCE: (717) 244-4457 (3-29)

Hello MN! Nine year pro with great pipes is creative, energetic & can catch a seven pound walleye. Let's fish! DON ZENANKO: (612) 253-5974 (3-29)

For hire: Dr. Jekyll Chicago ND & Mr. Hyde wacko rock jock. Do it yesterday! MAD DOG: 8750 Sheridan Ave., #46, Kenosha, WI 53140. (3-29)

### Nostalgia...A/C...CHR Jock

With three years' experience in small markets . . . looking to move up to the top 100 market in any capacity, any format. Hard working, willing to help make your station an unqualified success! Real team player . . . can do sports as well, possible P-B-P for baseball. JOHN: (412) 228-0563.

Hard working team player with four years experience seeks small/medium market A/C or CHR winner in FL, Pacific NW or South. CHRIS: (318) 364-6533, 12-3 cst (3-29)

If you want more from your mornings than one-liners, then ask for ROCKY. Have major market experience & am ready for a change of venue. (404) 949-0832 (3-29)

## POSITIONS SOUGHT

Versatile college grad with public radio experience seeks first commercial exposure in MW, Mid-South or East small markets in any format. DON: (615) 868-3752, evenings. (3-29)

Dependable ND with experience is looking for stability in a medium/major market in SW or MW. (307) 235-1483 (3-29)

Put my 15 years experience in major/medium markets to work for you. Mornings with operations/programming possible. DAVE: (904) 785-6624 (3-29)

Air talent with good production skills, acting & music background is available now. Will relocate. ARTHUR: (213) 472-4166 (3-29)

Success-oriented & ambitious broadcast school graduate with on-air & production skills seeks CHR or Urban slot. CLIFF: (216) 391-3289 (3-29)

Production! Production! Production! Production! Production! Production! Production! Production! Production! Production! Get it now! MICK: (312) 849-0404 (3-29)

Hard working, pleasant & professional A/C DJ seeks shift in East. Have good production & come highly recommended. All offers considered. MARK: (412) 226-3089 (3-29)

Experienced & creative PD/air talent/promotions is looking for greater challenge. Have great attitude & references. Prefer A/C or CHR in NE. BOB: (607) 733-5626 (3-29)

Newsman with experience as MD is looking for reporter position. Have excellent writing skills & ability to dig. CARL: (607) 733-8680, before 10 est (3-29)

Commercial copywriter just graduated from Columbia School of Broadcasting. I seek fulltime employment with a radio or TV station. CLAY LeBOEUF: (213) 850-6594 (3-29)

I'm ready to dig & work at personality CHR or A/C as talent or MD at West Coast medium/major market. JACK PHILLIPS: (209) 951-6239 (3-29)

Sharp & creative individual can write, talk & sell. Seeking BLK/Urban position in MW or West. EARLE GILLIS: (303) 399-1425 (3-29)

Phoenix morning maniac comes complete with own four-track studio & hot production. Decent bucks a must. Looking at medium markets. BRUCE MITCHELL: (602) 997-8155 (3-29)

One of America's top A/C programmers is seeking another challenge to help you obliterate the others. JIM: (702) 826-9496 (3-29)

Your buddy BOB with eight years experience is off the job. Looking for Country afternoons in West. Currently in Omaha awaiting the next tornado. (402) 571-9874 or 571-2556 (3-29)

News . . . MIKE WARD . . . news . . . mike ward . . . news . . . mike ward . . . news . . . mike ward . . . mornings: (317) 664-8110 (3-29)

Just another DJ? Nay! Writing/production skills, qualified technician, & show-of-shows with a cast of characters & gags. Let's grow with THE OZ: (616) 739-6473 (3-29)

Ready to step up! Hard working & good female voice with two years Country experience is also interested in A/C & CHR. ROBYNN: (804) 237-4399 (3-29)

11 year major market professional is looking for a new home to exercise pipes. Prefer DC-VA corridor & all formats. Let's talk numbers! AL: (301) 655-2641 (3-29)

### PERSONALITY

Excellent A/C and Oldies personality in large market looking to move out and up from stifling format. 12 years in biz. Knows the tricks for communicating and building numbers. Excellent PD candidate. Write for tape/resume: Radio & Records, 1930 Century Park West, #962, Los Angeles, CA 90067.

Hey CA major markets! Call GERRY "JIM DIAMOND" WHITEHEAD today! 20 years experience at KERN, KQXR, KGEO, KHN, KWRM & more. (805) 395-1106 (3-29)

Award-winning five year pro in Yuba City is searching for anchor & investigative reporting position. Highly motivated team player is available now! SHELLY: (916) 673-2811 (3-29)

Successful PD/MD who's experienced in major markets seeks DJ or news anchor in medium/major market A/C, CHR or Talk. (313) 227-6328 (3-29)

British jock seeks USA/Canadian air work in any format. MARK ALLEN: Viking Radio, Hull, Humberside, England or call Hull 25-1-4-1 or 845392 (3-29)

Air talent with over three years A/C & Country experience is seeking new challenges. Add variety by calling JANET: (712) 362-2033 (3-29)

Don't say "snort" on my former radio station. I did; now I'm "snort" working. For 30k, I'm yours. BROWN & CO.: (804) 237-2139 (3-29)

Warning: Highly creative radio "ear"-gineering announcer/copywriter/producer has BA in radio & TV. LARRY MORRIS: (818) 761-2285 or 244-3019 (3-29)

Four year announcer from WI wants to relocate. Experienced in DJ & production. GARY: (715) 752-4217 (3-29)

Energetic, ambitious & dedicated female is interested in doing local news. Have some major market experience & would love to make money for you. (216) 884-1746 (3-29)

## POSITIONS SOUGHT

ALBERT LOUIS does CHR, AOR & New music in NYC. (212) 887-7221 (3-29)

Former GSM in Dallas is seeking similar position in medium/major market. Have 20 years experience & am looking now. KEN TOWNSEND: (214) 278-3466 (3-29)

What two things do Dolly Parton & STACEY have in common? Believe me, there aren't two things! Stacey is a jock. (602) 951-8730 (3-29)

Five year pro from Hartford, Worcester & other places is seeking small/medium market A/C or MOR programming opportunity. Will relocate. (603) 878-1030 (3-29)

Female with top-rated daytime show in market wants to move into Top 100 A/C or CHR. Good production & four years experience. TERI: (804) 237-4399 (3-29)

Experienced ND is a top air talent & motivator. Prefer South. (219) 533-2774 (3-29)

Aggressive self-starter with six years experience seeks position as ND or anchor/reporter in Top 100 market. BRAD: (414) 782-1592 (3-29)

WZPL/Indianapolis, K104/Dallas . . . each became top-rated FMs in respective markets under programming direction of GARY HOFFMANN: (317) 898-3917 (3-29)

Communicator: Good production, creative writing skills & clear delivery is available for A/C, AOR or hybrid in any market. I can also type! JOHN: (312) 262-3773 (3-29)

Hard working jock seeks gig at medium MW or southern market. MIKE: (314) 993-6292 (3-15)

If you're looking for a time & temp man, forget me. However, if you're looking for someone witty & creative, call MIKE MASTERS: (805) 824-4221 or 943-7187 (3-15)

13 year pro currently working in Pittsburgh area seeks Top 100 market CHR or A/C airshift. KEVIN EVANS: (412) 856-5834 (3-15)

Greater Cincinnati programmer/DJ is a seasoned veteran with a successful track record in A/C & CHR production & research. Will make you #1. Box 44292, OH 45244 (3-22)

NFL teams draft a few dominant small college players. Some make all-pro: Anderson, Gastineau, etc. Dominant entertainer, unbeaten in 14 years, seeks West Coast PD wanting numbers now. Results guaranteed. Talk to "THE JOCK" (408) 737-9240.

Joan Rivers doesn't need to do this . . . but I do. Versatile female jock looking for job in medium/large market. STACEY: (602) 951-8730 (3-22)

Have done it all & am ready to settle on your Country, A/C or CHR. Superb production, adult communicator. TOM JORDAN: (417) 782-1524 (3-22)

One demented, wacko & inventive jock to round out your staff is ready! Trained at Z104/Frederick. East Coast preferred. "THE DOCTOR": (301) 371-5178 (3-22)

If you're looking for some versatility, let's talk! Ten years news experience & do voices for commercials. Will consider small market. (319) 386-8977, after 7 cst (3-22)

Bright young announcer looking to move up! Will relocate. JIM: (717) 597-9239 (3-22)

Hard working announcer with six years experience wants personality-oriented A/C-CHR gig in a medium market. JOE: (308) 382-8021 (3-22)

CA broadcaster with 12 years on-air experience seeks work in CA, OR or NV MOR, CHR or A/C. TOM KENLON: (707) 839-4551 (3-22)

Urban suburban rock jock with excellent production skills has a versatile, veteran voice & am in America's #1 city. JERRY "DJ": (412) 244-8872 (3-22)

BEAU WALKER: Formerly K102/Miami, Big WAYS/Charlotte & KENO/Las Vegas is looking for medium/major market. (305) 557-1059 (3-22)

When numbers mean dollars, dial a pro. Have medium market CHR, A/C, Oldies & production experience. BILL: (516) 423-0167 (3-22)

Experienced adult voice looking for adult format. Have first ticket. ROBERT SERY: 518 Bronx Dr., Toledo, OH 43609. (419) 385-7981 (3-22)

Consistently good ARB midday ratings history for KAZY for adult men 18-34. Check out the numbers, then call me. Looking for right fulltime position. (303) 232-7280 (3-22)

23 year old air talent looking for fulltime opportunity on A/C or CHR. Broadcast school grad with three years on-air experience. TOM: (312) 429-5605 or 371-8664 (3-22)

America's most energetic & motivated sports personality is eager to make your starting line-up. "SportsCasting Illustrated" calls me a "Blue Chipper." (614) 666-7033 (3-22)

Give me two RAB's & I'll give you a top-rated show. Let's talk if you're serious about winning. DAVE: (904) 785-6624, evenings & weekends. (3-22)

Sportscaster with eight years PBP, announcing & NCAA experience, is looking for a stable position. Sales or jock combo OK. JOHN: (808) 355-3747 (3-22)

## POSITIONS SOUGHT

Natural-sounding contemporary personality with flair seeks major/medium market. Have great production & have free-lanced for Top 5 market. STEVE O'CONNOR: (219) 294-3330 (3-22)

I'm your man! Three year pro currently working weekends in Palm Springs seeks fulltime opening anywhere. KENT: (213) 437-5774 (3-22)

KDKA/Pittsburgh 9-midnight talker wants to talk. DOUG HOERTH: (412) 321-6374 (3-22)

Seasoned pro with big voice & smooth one-to-one style has creative ideas. Seek southern Top 100 Country or A/C. No mornings. DON: (615) 842-1188 (3-22)

Creative production pro with strong voice, solid writing abilities & ten years experience is seeking position in Mid-Atlantic or South. DAVE WOLLET: (717) 286-5838 (3-22)

Small market PD is looking for a move up! Have excellent pipes, production & am priced right. (307) 324-6361 (3-22)

Extensive knowledge of Country music . . . extensive experience on radio . . . warm & personable with delivery. Is this what you're looking for? (419) 474-5641 (3-22)

Calm under fire. SANDY SHORE, seven-year pro currently weekends in San Bernardino, is looking for L.A. opening. 605 Via Promontorio, San Clemente, 92672. (714) 458-7186 (3-22)

Drive time entertainer with bits & voices is creative with real & phony commercials. Have CHR, AOR & A/C major market experience. Ready to relocate. ROCKY: (813) 542-0297 (3-22)

Beginning position sought in announcing by Miller Institute/Phoenix grad. Sharp, talented & hard working. JOHN: (602) 945-8757 (3-22)

## MISCELLANEOUS

Going out on the road? You need the professional services of Stefone Duesa, executive escort & personal bodyguard. References on request. (718) 272-9219 (3-29)

A/C station needs service from all labels, especially jazz. KAAT FM, Box 1912, Oakhurst, CA 93644. (3-22)

US97/Springfield, MO needs service from all labels. Bo Jagger: (417) 831-9700 (3-22)

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

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.

Blind Box: \$45 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

### Payable In Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in 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.

**A S H F O R D & S I M P S O N**

**A  
New  
Arrival  
From  
  
ASHFORD  
& SIMPSON  
  
BABIES**

**The Next Hit  
Single From The  
"Solid"  
Gold Album.**

*Capitol*

©1985 CAPITOL RECORDS, INC.



**NATIONAL MUSIC FORMATS**

Added This Week

**Satellite Music Network**

George Williams (214) 343-9205

**The Starstation**

MADONNA "Crazy For You"  
DeBARGE "Rhythm Of The Night"

**Country Coast-To-Coast**

MARK GRAY & TAMMY WYNETTE  
"Sometimes When We Touch"  
FORESTER SISTERS  
"(That's What You Do) When You're In Love"  
CONWAY TWITTY "Don't Call Him A Cowboy"  
MERLE HAGGARD "Natural High"

**Rock 'N' Hits**

FIRM "Radioactive"  
JOHN FOGERTY "Rock And Roll Girls"  
BILLY OCEAN "Suddenly"  
DAVID LEE ROTH "Just A Gigolo/I Ain't Got Nobody"

**TM Programming**

Cal Casey (214) 634-8511

**Stereo Rock**

WHAM! "Everything She Wants"  
DAVID LEE ROTH "Just A Gigolo/I Ain't Got Nobody"  
SANTANA "Say It Again"  
KENNY LOGGINS "Vox Humana"  
BILLY OCEAN "Suddenly"

**TM AC**

USA FOR AFRICA "We Are The World"  
DAN FOGELBERG "Go Down Easy"

**BPI**

John Sherman/Bob English (206) 624-8651

**Adult Contemporary**

BILLY OCEAN "Suddenly"  
GEORGE BENSON "I Just Wanna Hang Around You"  
SADE "Smooth Operator"

**Modern Country**

EDDIE RABBITT "Warning Signs"  
FORESTER SISTERS  
"(That's What You Do) When You're In Love"  
CRYSTAL GAYLE "Nobody Wants To Be Alone"  
MERLE HAGGARD "Natural High"  
CONWAY TWITTY "Don't Call Him A Cowboy"

**Peters Productions, Inc.**

Debbie Welsh (619) 565-8511

**Country Lovin'**

MERLE HAGGARD "Natural High"  
KEITH STEGALL "California"  
RONNIE MILSAP  
"She Keeps The Home Fires Burning"

**The Great Ones**

USA FOR AFRICA "We Are The World"  
SADE "Smooth Operator"

**Media General  
Broadcast Services**

Bob Dumais (901) 320-4433

**Action**

BILLY OCEAN "Suddenly"  
FOREIGNER "That Was Yesterday"  
DAN FOGELBERG "Go Down Easy"  
JOHNNY GILL "Half Crazy"  
WHAM! "Everything She Wants"  
JANICE PAYSON "Changes Of The Heart"  
TEMPTATIONS "My Love Is True (Truly For You)"  
KENNY ROGERS "Love Is What We Make It"

**Your Country**

OAK RIDGE BOYS "Little Things"  
EMMYLOU HARRIS "White Line"

**Hit Rock**

POWER STATION "Some Like It Hot"  
TOM PETTY & THE HEARTBREAKERS  
"Don't Come Around Here No More"  
SANTANA "Say It Again"  
KENNY LOGGINS "Vox Humana"  
WHAM! "Everything She Wants"  
BILLY OCEAN "Suddenly"  
SADE "Smooth Operator"

**Drake-Chenault**

Bob Laurence (818) 883-7400

**XT-40**

SADE "Smooth Operator"  
MURRAY HEAD "One Night In Bangkok"  
BILLY OCEAN "Suddenly"  
TEARS FOR FEARS  
"Everybody Wants To Rule The World"  
REO SPEEDWAGON "One Lonely Night"  
KENNY LOGGINS "Vox Humana"

**Contempo 300**

SADE "Smooth Operator"  
WHAM! "Everything She Wants"

**Great American Country**

MEL McDANIEL "Let It Roll (Let It Rock)"  
ED BRUCE "When Givin' Up Was Easy"  
OAK RIDGE BOYS "Little Things"  
CRYSTAL GAYLE "Nobody Wants To Be Alone"

**Century 21**

Greg Stephens (214) 934-2121

**The Z Format**

PATTI LABELLE "New Attitude"  
REO SPEEDWAGON "One Lonely Night"  
POINTER SISTERS "Baby Come And Get It"  
KATRINA & THE WAVES "Walking On Sunshine"

**The AC Format**

KENNY ROGERS "Love Is What We Make It"  
JANICE PAYSON "Changes Of The Heart"  
JOHNNY GILL "Half Crazy"  
TEMPTATIONS "My Love Is True (Truly Yours)"

**Super-Country**

DAN SEALS "My Old Yellow Car"  
LOUISE MANDRELL "Maybe My Baby"

**Concept Productions**

Elvin Ichiyama (916) 782-7754

**CHR**

TEARS FOR FEARS  
"Everybody Wants To Rule The World"  
SADE "Smooth Operator"  
POINTER SISTERS "Baby Come And Get It"  
KOOL & THE GANG "Fresh"  
KATRINA & THE WAVES "Walking On Sunshine"

**Country**

STEVE WARINER "Heart Trouble"  
CHARLEY PRIDE "Down On The Farm"  
MOE BANDY & JOE STAMPLEY "Still On A Roll"

**Radio Arts**

John Benedict (818) 841-0225

**Country's Best**

ED BRUCE "When Givin' Up Was Easy"  
RONNIE MILSAP  
"She Keeps The Home Fires Burning"  
OAK RIDGE BOYS "Little Things"  
MARK GRAY & TAMMY WYNETTE  
"Sometimes When We Touch"  
EMMYLOU HARRIS "White Lines"  
MAINES BROTHERS BAND  
"Everybody Needs Love On A Saturday Night"

**Soft Contemporary**

USA FOR AFRICA "We Are The World"

**Sound 10**

REO SPEEDWAGON "One Lonely Night"

**Transtar  
Country**

Tom Casey (213) 460-6383

FORESTER SISTERS  
"(That's What You Do) When You're In Love"  
MARK GRAY & TAMMY WYNETTE  
"Sometimes When We Touch"  
T.G. SHEPPARD "You're Going Out Of My Mind"

**JERMAINE JACKSON AND PIA ZADORA**

...together they have a certified  
platinum international hit...

# *When the rain begins to fall*

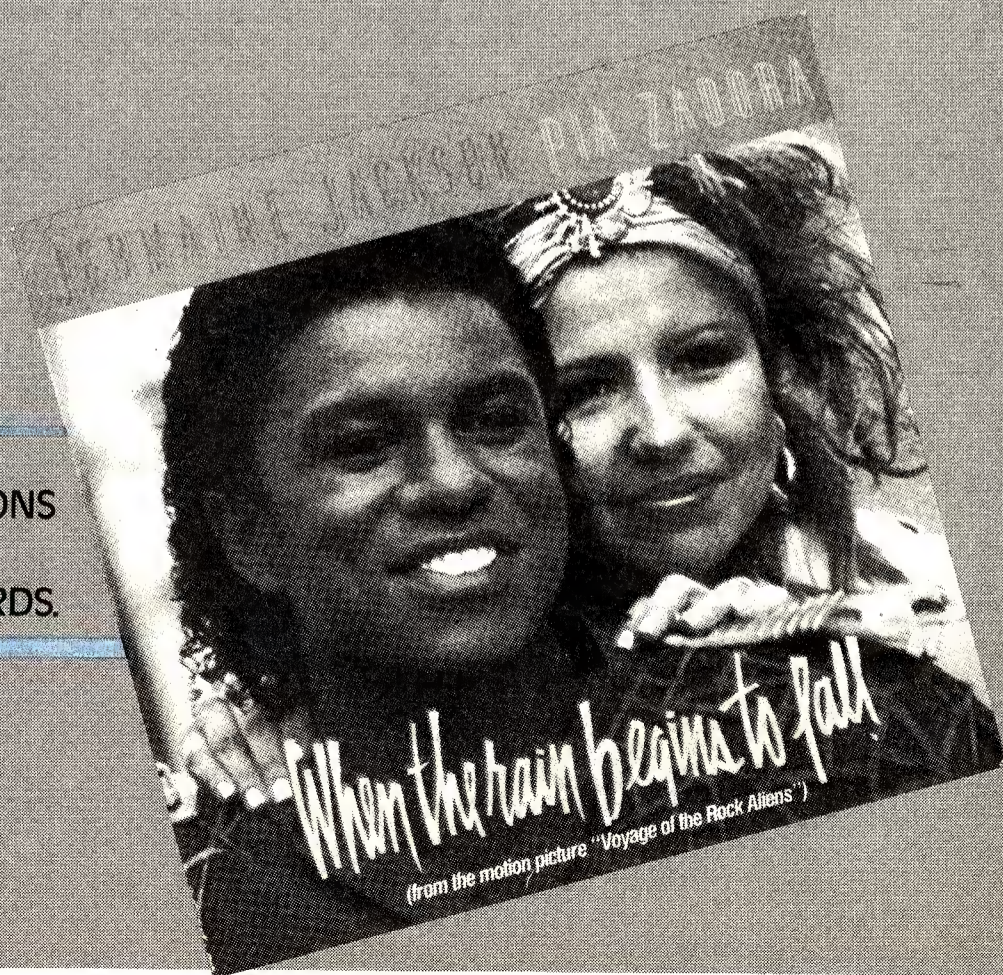
It burned its way up the charts in Europe...  
selling over 2,000,000 copies.

Now Jermaine and Pia bring it home  
and Black Radio can feel the heat.  
Put this one on...it's too hot to miss!

PRODUCED AND REMIXED BY LONNIE SIMMONS

DISTRIBUTED BY ARISTA/CURB RECORDS.

12" SINGLE #AD1-9317



# BLACK/URBAN

## BREAKERS

### KLYMAXX

#### Meeting In The Ladies Room (Constellation/MCA)

77% of our reporting stations on it. Rotations: Heavy 3/1, Medium 29/7, Light 33/15, Total Adds 23 including WWIN, WDAS, WDJY, KNOK-FM, WEDR, WYLD-FM, K94, WLUM, WZEN-FM, OC104, Z93, JET94, WFXC, WJJS, WQQK, WWWS. Heavy: KDAY, KQXL. A Most Added record. Debuts at number 34 on the Black/Urban chart.

## NEW & ACTIVE

#### SIEDAH GARRETT "Do You Want It Right Now" (Qwest/WB) 47/9

Rotations: Heavy 4/0, Medium 15/0, Light 28/9, Total Adds 9, WWIN, WHUR, WHRK, XHRM, WRDW, WPEG, JET94, WQKS, WVKO. Heavy: WILD, WDA, WEDR, WNHC. Medium: WUSL, WDJY, WAOK, WVEE, KRNB, WDMT, KSOL, WATV, WENN, WQMG, WKXI, WBMK, KJCB, WTOY, WTLK.

#### CON FUNK SHUN "Electric Lady" (Mercury/PolyGram) 46/19

Rotations: Heavy 4/1, Medium 14/2, Light 28/16, Total Adds 19, WWIN, WVEE, KMJQ, KRNB, WHRK, WEDR, WDMT, WENN, JET94, WQMG, WJAX, WPDQ, KJCB, WJJS, WBLX, WTOY, WWDW, WTLK, KDKO. Heavy: KKDA-FM, KYOK, KIIZ. Medium: WAOK, WTMP, WZAK, WDRQ, KDAY, KSOL, WATV, WFXC, WJMI, WLOU, WWWS, KUKQ.

#### STEVE ARRINGTON "Feel So Real" (Atlantic) 46/11

Rotations: Heavy 4/0, Medium 19/2, Light 23/9, Total Adds 11, WWIN, WILD, WAMO, WOWI, WBMX, KACE, JET94, KIIZ, WJYL, KHYS, WVKO. Heavy: KRNB, WZEN-FM, WLOU, WTLK. Medium: WXYV, WRKS, WDAS, WUSL, KKDA-FM, WEDR, WTMP, WJLB, XHRM, WFXC, WPDQ, WTOY, KAPE, WWDW, WDAO, WWWS.

#### THIRD WORLD "Sense Of Purpose" (Columbia) 46/1

Rotations: Heavy 9/0, Medium 20/1, Light 17/0, Total Adds 1, K94. Heavy: WXYV, WZEN-FM, OC104, WRDW, WJMI, WKXI, WLOU, WORL, WEAS. Medium: WWIN, WILD, WDAS, WAMO, WHUR, WYLD-FM, WOWI, WDMT, WKND, WXOK, WPEG, WFXC, WQMG, WPDQ, WBLX, KHYS, WTOY, KAPE, WWDW.

#### THELMA HOUSTON "I Guess It Must Be Love" (MCA) 44/4

Rotations: Heavy 3/0, Medium 24/0, Light 17/4, Total Adds 4, WLOU, WBLX, WVKO, KUKQ. Heavy: WPEG, WJMI, WTLK. Medium: WXYV, WILD, WDAS, WAOK, KKDA-FM, KYOK, WYLD-FM, WOWI, WBMX, KACE, KDAY, XHRM, WRDW, WQMG, WKXI, WPDQ, WJYL, WORL, KAPE, WEAS, KOKA, WAAA, WDAO, WWWS.

#### DAVID SANBORN "Love And Happiness" (WB) 41/4

Rotations: Heavy 2/0, Medium 16/1, Light 23/3, Total Adds 4, WHRK, OC104, WJYL, WTOY. Heavy: WQMG, WPDQ. Medium: WDAS, WAMO, KRNB, WYLD-FM, WZAK, XHRM, KJCB, WTKL, WENN, WPEG, WFXC, WAAA, WVKO, WTLK, KDKO.

#### OPUS TEN "Love's Calling" (Pandisc) 40/12

Rotations: Heavy 2/0, Medium 8/1, Light 30/11, Total Adds 12, WXYV, WVEE, WHRK, WYLD-FM, WOWI, WDMT, WRDW, WXOK, WENN, KHYS, WQKS, WVKO. Heavy: WZEN-FM, KUKQ. Medium: WEDR, WJLB, KMJM, WQMG, WBLX, WORL, WTOY.

#### MADONNA "Material Girl" (Sire/WB) 38/5

Rotations: Heavy 17/1, Medium 15/2, Light 6/2, Total Adds 5, KYOK, WZEN-FM, WTKL, WPEG, WJYL. Heavy: WAMO, WHUR, WVEE, WHRK, K94, WBLX, KSOL, WNHC, OC104, JET94, WFXC, WJAX, WBMK, WPLZ, WWDW, WQKS. Medium: KKDA-FM, WOWI, WLUM, KDAY, XHRM, KQXL, Z93, WJJS, WBLX, WQQK, WANT, WKWM, WWWS. Debuts at number 40 on the Black/Urban chart.

#### BILL WITHERS "Oh Yeah" (Columbia) 36/16

Rotations: Heavy 0/0, Medium 15/6, Light 21/10, Total Adds 16, WXYV, KRNB, WDA, WYLD-FM, XHRM, WNHC, OC104, WRDW, WQMG, WJMI, KJCB, WANT, WTOY, WANM, WAAA, KUKQ. Medium: WDAS, WVEE, WTMP, WDMT, KACE, WFXC, KAPE, WWWS, KDKO.

#### GEORGE DUKE "Thief In The Night" (Elektra) 35/13

Rotations: Heavy 1/1, Medium 6/1, Light 28/11, Total Adds 13, WDAS, WDJY, WVEE, WDMT, WKND, WNHC, KQXL, WLOU, WQQK, WANT, WAAA, WWWS, KDKO. Medium: WAOK, WTMP, KACE, WQMG, WPDQ.

#### AMII STEWART "Friends" (Emergency) 35/10

Rotations: Heavy 4/0, Medium 12/1, Light 19/9, Total Adds 10, WILD, WHUR, WEDR, WBMX, WGCI, KJLH, WXOK, WATV, WQMG, KHYS. Heavy: WWIN, WDAS, WNHC, WJMI. Medium: WXYV, WRKS, WUSL, KRNB, WDMT, WKND, WRDW, WQQK, WEAS, WTLK, KUKQ.

#### JERMAINE JACKSON & PIA ZADORA "When The Rain Begins To Fall" (Arista) 35/6

Rotations: Heavy 4/0, Medium 11/1, Light 20/5, Total Adds 6, WDMT, WPEG, WQMG, WEAS, WQKS, WDAO. Heavy: WOWI, WKXI, WBLX, WTLK. Medium: WAMO, WVEE, KRNB, WHRK, WEDR, WZAK, KSOL, OC104, WENN, KOKA.

#### RICK JAMES "Can't Stop" (Gordy/Motown) 34/26

Rotations: Heavy 2/1, Medium 14/11, Light 18/14, Total Adds 26 including WWIN, WILD, WDAS, WUSL, WHUR, WVEE, KNOK-FM, KYOK, WOWI, WTMP, WBLX, WZAK, KMJM, KACE, XHRM, WATV, WENN, WANM, WWWS, KUKQ. Heavy: WZEN-FM. Medium: WDA, KDAY, WEAS.

#### FREDERICK "Gentle (Calling Your Name)" (Heat) 34/5

Rotations: Heavy 10/0, Medium 13/1, Light 11/4, Total Adds 5, WRKS, WVEE, WNHC, KJCB, WVKO. Heavy: WDAS, WAMO, KKDA-FM, KMJQ, KYOK, WZAK, WDRQ, WJLB, WWWS, WVOI. Medium: WWIN, WILD, WUSL, WDMT, KSOL, KQXL, WPEG, KHYS, KOKA, WDAO, WKWM, WTLK.

#### LEGACY "Don't Waste The Night" (Private I/CBS) 34/3

Rotations: Heavy 1/0, Medium 15/0, Light 18/4, Total Adds 4, WZAK, WQMG, WPDQ, KHYS. Heavy: WANM. Medium: WAMO, KRNB, WDA, WEDR, WDMT, KSOL, WNHC, WRDW, WXOK, WENN, WPEG, WBLX, KAPE, WEAS, KOKA.

#### FREDDIE JACKSON "Rock Me Tonight" (Capitol) 33/21

Rotations: Heavy 1/0, Medium 3/2, Light 29/19, Total Adds 21, WDA, WHRK, WEDR, WYLD-FM, WTMP, WJLB, WZEN-FM, WENN, WFXC, WQMG, WPDQ, KIIZ, WBMK, WBLX, WORL, WTOY, KAPE, KOKA, WWDW, WAAA, WVOI. Heavy: KJCB. Medium: WVEE.

#### BILLY OCEAN "Suddenly" (Jive/Arista) 33/9

Rotations: Heavy 0/0, Medium 10/2, Light 23/7, Total Adds 9, WWIN, WDAS, KNOK-FM, WHRK, XHRM, OC104, WBMK, WJYL, WJJS. Medium: WDA, WKND, WATV, WQMG, WJMI, WANT, WWDW, WWWS.

#### PROCESS & THE DOO RAGS "Stomp & Shout" (Columbia) 33/5

Rotations: Heavy 1/0, Medium 12/0, Light 20/5, Total Adds 5, WATV, WBMK, WPLZ, KHYS, KOKA. Heavy: WAOK. Medium: WDAS, KKDA-FM, KRNB, WYLD-FM, WTMP, WZEN-FM, WRDW, WPEG, KAPE, WANM, WWWS, KDKO.

#### ATLANTIC STARR "Freak-A-Ristic" (A&M) 32/25

Rotations: Heavy 0/0, Medium 9/6, Light 23/19, Total Adds 25, WDAS, WDJY, KKDA-FM, KMJQ, KYOK, WHRK, WTMP, WBMX, WZAK, WDRQ, WJLB, KMJM, KHLH, XHRM, WTKL, WATV, WFXC, WQMG, WJMI, KJCB, WAAA, WTLK, WWWS, KDKO, KUKQ. Medium: KNOK-FM, KDAY, KOKA.

#### SYLVERS "Falling For Your Love" (Geffen) 32/7

Rotations: Heavy 1/0, Medium 6/4, Light 25/6, Total Adds 7, WVEE, WEDR, WTMP, WATV, KOKA, WQKS, WAAA. Heavy: WAOK. Medium: WDAS, KSOL, KHYS, WTLK, WWWS.

#### GWEN GUTHRIE "Just For You" (Island) 29/7

Rotations: Heavy 0/0, Medium 8/1, Light 23/6, Total Adds 7, WOWI, WTMP, WKND, WPEG, WBMK, KOKA, WAAA. Medium: KRNB, WZAK, WRDW, WJMI, WEAS.

## MOST ADDED

RICK JAMES (26)  
Can't Stop (Gordy/Motown)  
ATLANTIC STARR (25)  
Freak-A-Ristic (A&M)  
USA FOR AFRICA (25)  
We Are The World (Columbia)  
KLYMAXX (23)  
Meeting In The ... (Constellation/MCA)  
FREDDIE JACKSON (21)  
Rock Me Tonight (Capitol)  
SHANNON (21)  
Do You Wanna Get Away (Mirage/Atco)

## HOTTEST

LUTHER VANDROSS (46)  
Til My Baby Comes Home (Epic)  
JESSE JOHNSON'S REVUE (42)  
Be Your Man (A&M)  
MAZE 1/FRANKIE BEVERLY (39)  
Back In Stride (Capitol)  
WILTON FELDER 1/BOBBY WOMACK (38)  
I'll Still Be Looking Up To You (MCA)  
COMMODORES (31)  
Nightshift (Motown)

#### TEENA MARIE "Jammin'" (Epic) 28/10

Rotations: Heavy 1/0, Medium 4/1, Light 23/9, Total Adds 10, WDJY, WDA, WJLB, XHRM, WXOK, WPEG, JET94, WBMK, KJCB, WWWS. Heavy: KACE. Medium: WFXC, KAPE.

#### CHANGE "Let's Go Together" (Atlantic) 28/7

Rotations: Heavy 0/0, Medium 8/1, Light 20/6, Total Adds 7, WILD, WUSL, WZAK, KACE, WNHC, WTOY, WWWS. Medium: WWIN, WDAS, WHUR, WTMP, KMJM, WFXC, WJMI.

#### HAROLD FALTERMEYER "Axel F" (MCA) 27/11

Rotations: Heavy 7/0, Medium 10/4, Light 10/7, Total Adds 11, KNOK-FM, KYOK, WTMP, WDRQ, WLUM, OC104, WBLX, WPLZ, KAPE, WANM, WQKS. Heavy: WXYV, WRKS, WHUR, KKDA-FM, WYLD-FM, WJLB, KMJM. Medium: WILD, WDJY, WGCI, WKND, KIIZ, WWDW.

#### J. BLACKFOOT "Don't You Feel It (Like I Feel It)" (Sound Town) 26/1

Rotations: Heavy 2/0, Medium 15/0, Light 9/1, Total Adds 1, WDAO. Heavy: WDA, WWWS. Medium: WAMO, WAOK, WEDR, WDMT, WZEN-FM, WKND, WXOK, WENN, WORL, KAPE, WEAS, KOKA, WANM, WKWM, WTLK.

#### REDD & THE BOYS "Movin' & Groovin'" (TTED/4th & B'way) 25/3

Rotations: Heavy 1/0, Medium 6/0, Light 18/3, Total Adds 3, WVEE, WXOK, WENN. Heavy: WPDQ. Medium: WWIN, WHUR, WZEN-FM, KHYS, WEAS, WTLK.

## SIGNIFICANT ACTION

#### LEVERT "I'm Still" (Tempre) 24/3

Rotations: Heavy 3/0, Medium 9/0, Light 12/3, Total Adds 3, WILD, KHYS, WWDW. Heavy: WWIN, WDAS, WGCI. Medium: WVEE, WBMX, WDMT, WZAK, KACE, WFXC, WANT, WANM, WTLK.

#### SHANNON "Do You Wanna Get Away" (Mirage/Atco) 21/21

Rotations: Heavy 0/0, Medium 4/4, Light 17/17, Total Adds 21, WXYV, WDAS, WUSL, WDJY, WHUR, WVEE, KMJQ, KRNB, WDA, WHRK, WEDR, WBMX, WDMT, KMJM, WPEG, WKXI, KJCB, KHYS, WTOY, WTLK, WWWS.

#### WHAM! "Everything She Wants" (Columbia) 21/13

Rotations: Heavy 0/0, Medium 7/3, Light 14/10, Total Adds 13, WXYV, WUSL, KKDA-FM, KNOK-FM, KRNB, WHRK, WOWI, WDRQ, XHRM, WPEG, JET94, WBMK, WORL. Medium: KACE, KDAY, KOKA, WQKS.

#### WHODINI "Big Mouth" (Jive/Arista) 21/13

Rotations: Heavy 3/2, Medium 4/2, Light 14/9, Total Adds 13, WVEE, KKDA-FM, KYOK, WDMT, WZAK, WRDW, WATV, WQMG, WJMI, KJCB, WLOU, WWDW, WQKS. Heavy: KIIZ. Medium: KDAY, WWWS.

#### ROY AYERS "Poo Poo La La" (Columbia) 21/3

Rotations: Heavy 1/0, Medium 3/0, Light 17/3, Total Adds 3, WPLZ, WTOY, WWDW. Heavy: WQMG. Medium: WPDQ, KIIZ, KDKO.

#### TWIN IMAGE "My Baby Loves Me (Do Do)" (Capitol) 18/0

Rotations: Heavy 0/0, Medium 4/0, Light 14/0, Total Adds 0, Medium: KKDA-FM, WYLD-FM, WDMT, WZAK.

#### ANTHONY WATSON "Solid Love Affair" (SRO) 17/4

Rotations: Heavy 0/0, Medium 4/0, Light 13/4, Total Adds 4, WDMT, WZAK, WLOU, WWDW. Medium: WAOK, KRNB, WEDR, KSOL.

#### SERGIO MENDES "Let's Give A Little More This Time" (A&M) 17/3

Rotations: Heavy 0/0, Medium 1/0, Light 16/3, Total Adds 3, KRNB, WEDR, WATV. Medium: WJAX.

#### INTRIGUE "Fly Girl" (World Trade) 17/2

Rotations: Heavy 0/0, Medium 5/1, Light 12/1, Total Adds 2, WRKS, WENN. Medium: WDAS, KRNB, WEDR, WQQK.

#### CURTIS HAIRSTON "I Want Your Lovin'" (Pretty Pearl) 15/3

Rotations: Heavy 0/0, Medium 3/0, Light 12/3, Total Adds 3, WHUR, WVEE, WKXI. Medium: KRNB, WQMG, WBLX.

#### ALFIE "Star" (Motown) 15/3

Rotations: Heavy 0/0, Medium 3/0, Light 12/3, Total Adds 3, WOWI, WRDW, WLOU. Medium: WGCI, WZAK, WWWS.

#### ERAMUS HALL "Checkin You Checkin Yourself Out" (Capitol) 15/1

Rotations: Heavy 0/0, Medium 0/0, Light 15/1, Total Adds 1, WDA.

#### WHIZ KID "He's Got The Beat" (Tommy Boy) 14/9

Rotations: Heavy 1/0, Medium 1/0, Light 12/9, Total Adds 9, KMJQ, KRNB, XHRM, WXOK, WATV, WPEG, KOKA, WTLK, KUKQ. Heavy: KDAY. Medium: WFXC.

#### DARYL HALL & JOHN OATES "Some Things Are Better Left Unsaid" (RCA) 13/5

Rotations: Heavy 0/0, Medium 6/2, Light 7/3, Total Adds 5, WHRK, WBLZ, WPEG, KOKA, WANM. Medium: KNOK-FM, K94, WZAK, WQKS.

#### EDDIE "D" "Backstabbin'" (Philly World/Atlantic) 13/4

Rotations: Heavy 1/1, Medium 3/0, Light 9/3, Total Adds 4, KYOK, WBLX, WEAS, WAAA. Medium: KMJQ, WDRQ, KMJM.

#### RAPPIN' DUKE "Rappin' Duke" (JWP) 12/3

Rotations: Heavy 2/0, Medium 5/1, Light 5/1, Total Adds 3, WHUR, KNOK-FM, KIIZ. Heavy: WDRQ, WJLB. Medium: WWIN, WGCI, KMJM, KJLH.

#### JUNIE MORRISON "Stick It In" (Island) 11/2

Rotations: Heavy 3/0, Medium 3/0, Light 5/2, Total Adds 2, WHRK, KQXL. Heavy: KKDA-FM, KYOK, KRNB. Medium: WAMO, KIIZ, WEAS.

#### PHIL COLLINS "One More Night" (Atlantic) 11/1

Rotations: Heavy 6/0, Medium 3/0, Light 2/1, Total Adds 1, WHUR. Heavy: WHRK, WBLZ, WLUM, WJAX, WQKS, WVKO. Medium: KACE, KJLH, JET94.

#### CHAMPAIGN "Intimate Strangers" (Columbia) 10/4

Rotations: Heavy 0/0, Medium 2/0, Light 8/4, Total Adds 4, WXYV, WYLD-FM, KJCB, WWDW. Medium: WHUR, WTMP.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

N U M B E R

**1** IN  
**NO**  
**TIME**  
**AT**  
**ALL.**

Jesse  
Johnson's  
Revue

BE  
YOUR  
MAN  
(AM 2702)



**A&M THANKS BLACK RADIO  
FOR ITS RECORD-BREAKING MOVES.**

*Be prepared, there's lots more to  
come from the smash album*

**Jesse Johnson's Revue**

Produced by J. Johnson for J.W.J. Productions, Inc. (SP 6-5024)

ON A&M RECORDS AND BASF CHROME CASSETTES.

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# BLACK/URBAN ADS & HOTS

## EAST

**WVIN/Baltimore**  
Keith Newman

BILLY OCEAN  
RICK JAMES  
STEVE ARRINGTON  
CON PUNK SHUN  
KLYMAXX  
SWITCH  
SIDAH GARRETT  
ROCKWELL  
IVY  
USA FOR AFRICA  
Hottest:  
NEW JERSEY MASS C  
WILTON FELDER  
MAZE  
MANHATTANS  
WHITNEY HOUSTON

**WXYV/Baltimore**  
Roy Sampson

MIDNIGHT STAR  
CHAMPAIGN  
HOWARD JONES  
GEORGE BENSON  
BILL WITHERS  
OPUS TEN  
WHAM!  
FATBACK  
ROCK MASTER SCOTT  
SHANNON  
Hottest:  
JESSE JOHNSON  
HAROLD FALTERMEYE  
ALEXANDER O'NEAL  
MARY JANE GIRLS  
SHALAMAR

**WILD/Boston**  
Elroy R.C. Smith

STEVE ARRINGTON  
RICK JAMES  
TONEY LEE  
CHANGE  
CHAKA KHAN  
AMI STEWART  
LEVERT  
Hottest:  
UTFO  
READY FOR THE WOR  
COMMODORES  
JESSE JOHNSON  
USA FOR AFRICA

**WKND/Hartford**  
Jordan/McLean

USA FOR AFRICA  
GWEN GUTHRIE  
RICK JAMES  
KOOL & THE GANG  
GEORGE DUKE  
Hottest:  
WILTON FELDER  
JESSE JOHNSON  
MARY JANE GIRLS  
USA FOR AFRICA  
DEBARGE

**WNHC/New Haven**  
James Jordan

GEORGE DUKE  
FREDERICK  
EVELYN THOMAS  
NAYOBE  
BILL WITHERS  
CHANGE  
Hottest:  
DIANA ROSS  
COMMODORES  
WILTON FELDER  
JOHNNY GILL  
REBBIE JACKSON

**WRKS/New York**  
Tony Quararone

INTRIGUE  
FREDERICK  
PAUL HARDCASTLE  
DEBARGE  
LUTHER VANDROSS  
Hottest:  
USA FOR AFRICA  
NEW JERSEY MASS C  
HAROLD FALTERMEYE  
COMMODORES  
DIANA ROSS

**OC104/Ocean City, MD**  
Dave Allan

USA FOR AFRICA  
DAVID SANBORN  
BILLY OCEAN  
POINTER SISTERS  
BILL WITHERS  
HAROLD FALTERMEYE  
KLYMAXX  
DON HENLEY  
Hottest:  
NEW EDITION  
LUTHER VANDROSS  
DEBARGE  
MAZE  
SADE

**WVUS/Philadelphia**  
Jeff Wyatt

RICK JAMES  
CHANGE  
SHANNON  
ROXANNE SHANTE  
JEFFREY OSBORNE  
READY FOR THE WOR  
Hottest:  
CHAKA KHAN  
DIANA ROSS  
NEW EDITION  
DEBARGE  
USA FOR AFRICA

**WDAS/Philadelphia**  
Joe Tamburro

SHANNON  
RICK JAMES  
KLYMAXX  
ATLANTIC STARR  
CASHMERE  
JULIAN LENNON  
LUTHER THOMAS  
GEORGE DUKE  
BILLY OCEAN  
STANLEY JORDAN  
Hottest:  
COMMODORES  
PATTI LABELLE  
FREDERICK  
JESSE JOHNSON  
USA FOR AFRICA

**WAMO/Pittsburgh**  
Allen Harrison

RUN D.M.C.  
STEVE ARRINGTON  
LOUIS JOHNSON  
SHALAMAR  
Hottest:  
SADE  
JESSE JOHNSON  
USA FOR AFRICA  
DAVID DIGGS  
WHITNEY HOUSTON  
LUTHER VANDROSS

**WDJY/Washington**  
Dan O'Neil

WHITNEY HOUSTON  
SHANNON  
JULIAN LENNON  
POINTER SISTERS  
KLYMAXX  
ATLANTIC STARR  
HERB THE K  
TEENA MARIE  
GEORGE DUKE  
Hottest:  
DEBARGE  
READY FOR THE WOR  
USA FOR AFRICA  
LUTHER VANDROSS  
MURRAY HEAD

**WHUR/Washington**  
Libby Lawson

SHANNON  
HOWARD JONES  
RICK JAMES  
AMI STEWART  
PHIL COLLINS  
OPUS TEN  
CHAMPAIGN  
CHAKA KHAN  
RAPPIN' DUKE  
SIDAH GARRETT  
CURTIS HAIRSTON  
Hottest:  
USA FOR AFRICA  
COMMODORES  
SADE  
LUTHER VANDROSS

## SOUTH

**WVEE/Atlanta**  
Scotty Andrews

CON PUNK SHUN  
GEORGE DUKE  
RICK JAMES  
CHAKA KHAN  
SYLVERS  
SHANNON  
FREDERICK  
WHODINI  
REDD & THE BOYS  
OPUS TEN  
DAVID DIGGS  
Hottest:  
LUTHER VANDROSS  
WILTON FELDER  
COMMODORES  
DAZZ BAND  
LUTHER VANDROSS  
JESSE JOHNSON

**WENN/Birmingham**  
Michael Star

USA FOR AFRICA  
CON PUNK SHUN  
OPUS TEN  
RICK JAMES  
ALICIA MYERS  
INTRIGUE  
REDD & THE BOYS  
FREDDIE JACKSON  
PRIME TIME  
DAVID DIGGS  
Hottest:  
LUTHER VANDROSS  
WILTON FELDER  
COMMODORES  
DAZZ BAND  
LUTHER VANDROSS  
JESSE JOHNSON

**WVWZ/Charleston**  
Marc Little

RUN D.M.C.  
MELBA MOORE  
KLYMAXX  
REDDINGS  
Hottest:  
PATTI LABELLE  
COMMODORES  
WILTON FELDER  
WILTON FELDER  
MAZE  
JESSE JOHNSON

**WAOK/Atlanta**  
Larry Tinsley

none  
Hottest:  
PATTI LABELLE  
COMMODORES  
WILTON FELDER  
WILTON FELDER  
JESSE JOHNSON

**WRDW/Augusta**  
Charlotte Logan

JEFF LORBER  
USA FOR AFRICA  
SIDAH GARRETT  
Hottest:  
WILTON FELDER  
COMMODORES  
MAZE  
PATTI LABELLE  
RICK JAMES  
BILLY WITHERS  
KLYMAXX  
OPUS TEN  
WHODINI  
ALFIE

**WTKL/Baton Rouge**  
Guy Broady

NEW EDITION  
NEW JERSEY MASS C  
SADE  
JEFF LORBER  
SHALAMAR  
KOOL & THE GANG  
ATLANTIC STARR  
B.B. KING  
MADONNA  
DAVID DIGGS  
WHITNEY HOUSTON  
Q.T. HUSH  
Hottest:  
WILTON FELDER  
TINA TURNER  
DIANA ROSS  
COMMODORES

**KOXL/Baton Rouge**  
Gaylord Boyd

REDDINGS  
GEORGE DUKE  
STANLEY JORDAN  
JUNIE MORRISON  
Hottest:  
WILTON FELDER  
COMMODORES  
MAZE  
WHAM!  
TINA TURNER

**WXOK/Baton Rouge**  
Al Wallace

AMI STEWART  
TEENA MARIE  
REDDINGS  
OPUS TEN  
WHIZ KID  
REDD & THE BOYS  
Hottest:  
CULTURE CLUB  
COMMODORES  
TINA TURNER  
ASHFORD & SIMPSON  
ROXANNE & UTFO

**WATV/Birmingham**  
Ron January

USA FOR AFRICA  
WHODINI  
SERGIO MENDES  
WHIZ KID  
SYLVERS  
WHAM!  
AMI STEWART  
PROCESS & THE DOO  
RICK JAMES  
ATLANTIC STARR  
ROXANNE SHANTE  
Hottest:  
LUTHER VANDROSS  
DEBARGE  
GLADYS KNIGHT  
MAZE  
RUN D.M.C.

**WVXX/Birmingham**  
Ron January

USA FOR AFRICA  
WHODINI  
SERGIO MENDES  
WHIZ KID  
SYLVERS  
WHAM!  
AMI STEWART  
PROCESS & THE DOO  
RICK JAMES  
ATLANTIC STARR  
ROXANNE SHANTE  
Hottest:  
LUTHER VANDROSS  
DEBARGE  
GLADYS KNIGHT  
MAZE  
RUN D.M.C.

**WVXX/Birmingham**  
Ron January

USA FOR AFRICA  
WHODINI  
SERGIO MENDES  
WHIZ KID  
SYLVERS  
WHAM!  
AMI STEWART  
PROCESS & THE DOO  
RICK JAMES  
ATLANTIC STARR  
ROXANNE SHANTE  
Hottest:  
LUTHER VANDROSS  
DEBARGE  
GLADYS KNIGHT  
MAZE  
RUN D.M.C.

**WVXX/Birmingham**  
Ron January

USA FOR AFRICA  
WHODINI  
SERGIO MENDES  
WHIZ KID  
SYLVERS  
WHAM!  
AMI STEWART  
PROCESS & THE DOO  
RICK JAMES  
ATLANTIC STARR  
ROXANNE SHANTE  
Hottest:  
LUTHER VANDROSS  
DEBARGE  
GLADYS KNIGHT  
MAZE  
RUN D.M.C.

## KYOK/Houston

Steve Hedgewood

WHODINI  
EDDIE D  
FURIOUS FIVE  
USA FOR AFRICA  
ATLANTIC STARR  
HOWARD JONES  
RICK JAMES  
MADONNA  
REDDINGS  
HERB THE K  
HAROLD FALTERMEYE  
GLENN JONES  
EUGENE WILDE  
Hottest:  
WHODINI  
EDDIE D  
ALEXANDER O'NEAL  
JUNIE MORRISON  
USA FOR AFRICA

## KMJQ/Houston

Brute Bailey

CON PUNK SHUN  
NEW EDITION  
WHIZ KID  
SHANNON  
JEFF LORBER  
ATLANTIC STARR  
Hottest:  
LUTHER VANDROSS  
ALEXANDER O'NEAL  
SHEENA EASTON  
HALL & OATES  
RUN D.M.C.

## WJMS/Lynchburg

Lad Goins

MICK JAGGER  
KLYMAXX  
BILLY OCEAN  
OPUS TEN  
USA FOR AFRICA  
CHAMPAIGN  
Hottest:  
LUTHER VANDROSS  
MAZE  
COMMODORES  
MANHATTANS  
HAROLD FALTERMEYE

## WKJL/Jacksonville

Tommy Marshall

CURTIS HAIRSTON  
KEITH POLE  
KLOCKWIZE  
RUE CALDWELL  
PRIME TIME  
ROXANNE SHANTE  
MURRAY HEAD  
EUGENE WILDE  
REDDINGS  
GLENN JONES  
GEORGE BENSON  
SIDAH GARRETT  
KLYMAXX  
CON PUNK SHUN  
STEVE ARRINGTON  
TEENA MARIE  
WHAM!  
Hottest:  
LUTHER VANDROSS  
JESSE JOHNSON  
EUGENE WILDE  
ALEXANDER O'NEAL

## WJAX/Jacksonville

Tony Mann

USA FOR AFRICA  
KLYMAXX  
GREG KINN  
ALEXANDER O'NEAL  
FOREIGNER  
CON PUNK SHUN  
WHAM!  
HOTTEST:  
MADONNA  
MAZE  
NEW EDITION  
WHODINI  
PHIL COLLINS  
REG SPEDWAGON

## WPDQ/Jacksonville

Bob Scott

GEORGE BENSON  
LEGACY  
JAK  
BONNIE POINTER  
USA FOR AFRICA  
FREDDIE JACKSON  
CON PUNK SHUN  
YELLOWJACKETS  
Hottest:  
MAZE  
SADE  
ALEXANDER O'NEAL  
B.B. KING  
REDD & THE BOYS

## WVXX/Jacksonville

Bill St. John

STEVE ARRINGTON  
GEORGE BENSON  
RAPPIN' DUKE  
MAZE  
FREDDIE JACKSON  
SHANNON  
HOTTEST:  
JESSE JOHNSON  
NEW EDITION  
WILTON FELDER  
JESSE JOHNSON  
CON PUNK SHUN

## WBMK/Knoxville

Maurice Turk

KLYMAXX  
BILLY OCEAN  
GWEN GUTHRIE  
TEENA MARIE  
FREDDIE JACKSON  
WHAM!  
ANTIMOTION  
PROCESS & THE DOO  
Hottest:  
DEBARGE  
WILTON FELDER  
PATTI LABELLE  
USA FOR AFRICA  
READY FOR THE WOR

## KJCB/Lafayette

Beatrice Evans

USA FOR AFRICA  
FREDERICK  
CON PUNK SHUN  
TEENA MARIE  
CHAMPAIGN  
PHILIP BAILEY  
WHODINI  
ATLANTIC STARR  
BILL WITHERS  
SHANNON  
Hottest:  
READY FOR THE WOR  
NEW EDITION  
JESSE JOHNSON  
MAZE  
LUTHER VANDROSS

## WLOU/Louisville

B.J. Fields

ROXANNE & UTFO  
WHODINI  
GEORGE DUKE  
THELMA HOUSTON  
ALFIE  
USA FOR AFRICA  
ANTHONY WATSON  
B.B. KING  
MARY JANE GIRLS  
Hottest:  
READY FOR THE WOR  
JESSE JOHNSON  
RUN D.M.C.  
ROXANNE SHANTE  
THIRD WORLD

## WYLL/Louisville

Vernon Wells

USA FOR AFRICA  
WARWICK & JONES  
MADONNA  
MAGNUM FORCE  
JEFF LORBER  
MARY JANE GIRLS  
WHIZ KID  
COOL & THE GANG  
DAVID SANBORN  
NEW EDITION  
STEVE ARRINGTON  
Hottest:  
LUTHER VANDROSS  
WILTON FELDER  
JESSE JOHNSON  
MAZE  
DEBARGE

## WJLS/Lynchburg

Lad Goins

MICK JAGGER  
KLYMAXX  
BILLY OCEAN  
OPUS TEN  
USA FOR AFRICA  
CHAMPAIGN  
Hottest:  
LUTHER VANDROSS  
MAZE  
COMMODORES  
MANHATTANS  
HAROLD FALTERMEYE

## KRNB/Memphis

Jerry Mason

CON PUNK SHUN  
BILL WITHERS  
SERGIO MENDES  
WHAM!  
DAN HARTMAN  
PETER BROWN  
WHIZ KID  
TONEY LEE  
SHALAMAR  
KEITH POLE  
3-D  
Hottest:  
WILTON FELDER  
MAZE  
JENNY BURTON  
CAROL LYNN TOWNES  
JESSE JOHNSON

## WDIA/Memphis

Bobby O'Jay

MELBA MOORE  
KLOCKWIZE  
MICK JAGGER  
PHILIP BAILEY  
POINTER SISTERS  
SHANNON  
TEENA MARIE  
BILL WITHERS  
JEFF LORBER  
TONEY LEE  
LOUIS JOHNSON  
FREDDIE JACKSON  
KEITH POLE  
RUE CALDWELL  
FRAMUS HALL  
Hottest:  
NEW EDITION  
WILTON FELDER  
GAP BAND  
JESSE JOHNSON

## WHRK/Memphis

Stone/Smith

OPUS TEN  
DAVID SANBORN  
PAT BOYS  
CON PUNK SHUN  
SIDAH GARRETT  
JUNIE MORRISON  
ATLANTIC STARR  
HALL & OATES  
FREDDIE JACKSON  
BILLY OCEAN  
Hottest:  
COMMODORES  
LUTHER VANDROSS  
WILTON FELDER  
JESSE JOHNSON  
MAZE

## WPLZ/Petersburg

Hardy Jay

USA FOR AFRICA  
KLYMAXX  
JOE SIMON  
TONEY LEE  
FREDDIE JACKSON  
TRINERE  
WHAM!  
MAHOGANY WATKINS  
OSE  
SAMAKI & VARIATIO  
MELBA MOORE  
Hottest:  
LUTHER VANDROSS  
THIRD WORLD  
MARY JANE GIRLS  
PATTI LABELLE  
USA FOR AFRICA

## KHYS/Port Arthur

Mark Petry

LEGACY  
LEVERT  
GEORGE BENSON  
AMI STEWART  
OPUS TEN  
PROCESS & THE DOO  
STEVE ARRINGTON  
SHANNON  
Hottest:  
COMMODORES  
WILTON FELDER  
TINA TURNER  
ASHFORD & SIMPSON  
DIANA ROSS

## WANTR/Richmond

Donnie Deane

MELBA MOORE  
KLIQUE  
REDDINGS  
GEORGE DUKE  
BOB MARLEY  
GREG PHILLINGANES  
Hottest:  
BILL WITHERS  
PUNKY & THE ONENE  
Hottest:  
MANHATTANS  
LUTHER VANDROSS  
WILTON FELDER  
COMMODORES  
JESSE JOHNSON

## WBX/Mobile

Duke Ellington

NEW EDITION  
JESSE JOHNSON  
HAROLD FALTERMEYE  
THELMA HOUSTON  
CON PUNK SHUN  
EDDIE D  
HERB THE K  
SHALAMAR  
FREDDIE JACKSON  
GREG PHILLINGANES  
SHANNON  
PRIME TIME  
Hottest:  
WILTON FELDER  
LUTHER VANDROSS  
SOS BAND  
MIDNIGHT STAR  
MAZE

## WQOK/Nashville

JC Floyd

KLYMAXX  
HOWARD JONES  
CHERRELLE  
GEORGE DUKE  
PHIL COLLINS  
MOJO  
Hottest:  
NEW EDITION  
NECLEIS  
GRANDMASTER FLASH  
RUN D.M.C.  
ROXANNE SHANTE

## WYLD-FM/New Orleans

Dell Spencer

FREDDIE JACKSON  
JOE SIMON  
KLYMAXX  
BILL WITHERS  
CHAKA KHAN  
OPUS TEN  
USA FOR AFRICA  
CHAMPAIGN  
Hottest:  
LUTHER VANDROSS  
MAZE  
COMMODORES  
MANHATTANS  
HAROLD FALTERMEYE

## WOWI/Norfolk

Chris Turner

USA FOR AFRICA  
RICK JAMES  
STEVE ARRINGTON  
GWEN GUTHRIE  
ALFIE  
OPUS TEN  
GRANDMASTER FLASH  
Hottest:  
LUTHER VANDROSS  
MAZE  
KOOL & THE GANG  
JESSE JOHNSON

## K9/Norfolk

Bruce Dowdy

THIRD WORLD  
TEMPTATIONS  
STRAFE  
KLYMAXX  
RUN D.M.C.  
DREAMBOY  
SOS BAND  
Hottest:  
LUTHER VANDROSS  
SADE  
SHEENA EASTON  
DEBARGE  
MADONNA

## WORL/Orlando

Earl James

USA FOR AFRICA  
KLYMAXX  
JOE SIMON  
TONEY LEE  
FREDDIE JACKSON  
TRINERE  
WHAM!  
MAHOGANY WATKINS  
OSE  
SAMAKI & VARIATIO  
MELBA MOORE  
Hottest:  
LUTHER VANDROSS  
THIRD WORLD  
MARY JANE GIRLS  
PATTI LABELLE  
USA FOR AFRICA

## WVXX/Winston-Salem

Eric St. James

NEW EDITION  
SYLVERS  
EDDIE D  
GEORGE DUKE  
FREDDIE JACKSON  
ATLANTIC STARR  
BILL WITHERS  
KLYMAXX  
GWEN GUTHRIE  
Hottest:  
WILTON FELDER  
LUTHER VANDROSS  
JESSE JOHNSON  
PATTI LABELLE  
MAZE

## WDAO/Dayton

Lankford Stephen

ZADORA & JACKSON  
USA FOR AFRICA  
POINTER SISTERS  
J. BLACKFOOT  
Hottest:  
WILTON FELDER  
COMMODORES  
DIANA ROSS  
LUTHER VANDROSS  
GLADYS KNIGHT

## WVVO/Toledo

Maxx Myrick

FREDDIE JACKSON  
Hottest:  
WILTON FELDER  
TINA TURNER  
MAZE  
JESSE JOHNSON  
FREDERICK

## WJLB/Detroit

James Alexander

FREDDIE JACKSON  
MAN PARRISH  
ATLANTIC STARR  
TEENA MARIE  
EUGENE WILDE  
Hottest:  
WILTON FELDER  
FREDERICK  
JESSE JOHNSON  
NEW EDITION  
USA FOR AFRICA

## MIDWEST

### WBMX/Chicago

Lee Michaels

SHANNON  
ATLANTIC STARR  
KEITH POLE  
AMI STEWART  
STEVE ARRINGTON  
GREG PHILLINGANES  
Hottest:  
PATTI LABELLE  
TINA TURNER  
POINTER SISTERS  
GLADYS KNIGHT  
DAZZ BAND

### WGCI/Chicago

Graham Armstrong

GEORGE BENSON  
JOHNNIE TAYLOR  
FORMULA FIVE  
JESSE JOHNSON  
ALEXANDER O'NEAL  
MAZE  
Hottest:  
NEW EDITION  
WHITNEY HOUSTON  
ZADORA & JACKSON  
KOOL & THE GANG  
EDDIE D  
PRIME TIME  
Hottest:  
USA FOR AFRICA  
CHAMPAIGN  
WILTON FELDER  
HALL & OATES  
GAP BAND  
BILLY JOEL  
RICK JAMES  
JENNY BURTON  
WHITNEY HOUSTON  
Hottest:  
KLYMAXX  
JESSE JOHNSON  
GWEN GUTHRIE  
PROCESS & THE DOO  
WHIZ KID  
CASHMERE  
SYLVERS  
FREDDIE JACKSON  
HERB THE K  
Hottest:  
USA FOR AFRICA  
WHODINI  
ATLANTIC STARR  
RICK JAMES  
LOUIS JOHNSON  
LEGACY  
ANTHONY WATSON  
CHANGE  
SEXUAL HARRASSMEN  
Hottest:  
POINTER SISTERS  
FREDERICK  
NEW EDITION  
SOS BAND  
RUN D.M.C.

### WBZ/Cincinnati

Brian Castile

USA FOR AFRICA  
CHAMPAIGN  
HALL & OATES  
GAP BAND  
BILLY JOEL  
RICK JAMES  
JENNY BURTON  
WHITNEY HOUSTON  
Hottest:  
KLYMAXX  
JESSE JOHNSON  
GWEN GUTHRIE  
PROCESS & THE DOO  
WHIZ KID  
CASHMERE  
SYLVERS  
FREDDIE JACKSON  
HERB THE K  
Hottest:  
USA FOR AFRICA  
WHODINI  
ATLANTIC STARR  
RICK JAMES  
LOUIS JOHNSON  
LEGACY  
ANTHONY WATSON  
CHANGE  
SEXUAL HARRASSMEN  
Hottest:  
POINTER SISTERS  
FREDERICK  
NEW EDITION  
SOS BAND  
RUN D.M.C.

### WZAK/Cleveland

Lynn Tolliver

USA FOR AFRICA  
WHODINI  
ATLANTIC STARR  
RICK JAMES  
LOUIS JOHNSON  
LEGACY  
ANTHONY WATSON  
CHANGE  
SEXUAL HARRASSMEN  
Hottest:  
POINTER SISTERS  
FREDERICK  
NEW EDITION  
SOS BAND  
RUN D.M.C.

### WVXX/Cleveland

Dean Dean

ZADORA & JACKSON  
CON PUNK SHUN  
TEMPTATIONS  
WHODINI  
USA FOR AFRICA  
ANTHONY WATSON  
OPUS TEN  
GEORGE DUKE  
FAT BOYS  
SHANNON  
Hottest:  
WILTON FELDER  
RUN D.M.C.  
JESSE JOHNSON  
LUTHER VANDROSS  
MAZE

### WVXX/Columbus

K.C. Jones

USA FOR AFRICA  
NEW EDITION  
STEVE ARRINGTON  
SIDAH GARRETT  
LILLO THOMAS  
THELMA HOUSTON  
FREDERICK  
ATLANTIC STARR  
GLENN JONES  
Hottest:  
WILTON FELDER  
DAZZ BAND  
LUTHER VANDROSS  
B.B. KING  
MAZE

### WVXX/Columbus

K.C. Jones

USA FOR AFRICA  
NEW EDITION  
STEVE ARRINGTON  
SIDAH GARRETT  
LILLO THOMAS  
THELMA HOUSTON  
FREDERICK  
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GLENN JONES  
Hottest:  
WILTON FELDER  
DAZZ BAND  
LUTHER VANDROSS  
B.B. KING  
MAZE

**84 Reporting Stations  
81 Current Reports**  
The following stations reported a frozen list this week:

**WAOK/Atlanta  
KDAY/Los Angeles  
KSOL/San Francisco failed to report this week and its information was frozen.**

**194 (KMAI)/Honolulu has changed formats and is no longer a Black/Urban reporter.**

Stations are listed by region. Hots are listed in order of their airplay activity



# COUNTRY

## TOP 50

MARCH 29, 1985

Three Weeks	Two Weeks	Last Week	
8	3	1	1 ALABAMA/There's No Way (RCA)
11	8	5	2 JUDDS/Girls Night Out (RCA/Curb)
10	6	3	3 ANNE MURRAY/Time Don't Run Out On Me (Capitol)
5	1	2	4 BELLAMY BROTHERS/I Need More Of You (MCA/Curb)
16	12	9	5 DOLLY PARTON/Don't Call It Love (RCA)
6	5	4	6 EARL THOMAS CONLEY/Honor Bound (RCA)
18	14	11	7 GEORGE STRAIT/The Cowboy Rides Away (MCA)
9	9	7	8 NITTY GRITTY DIRT BAND/High Horse (WB)
17	15	12	9 WAYLON JENNINGS/Waltz Me To Heaven (RCA)
7	4	6	10 JOHN SCHNEIDER/Country Girls (MCA)
19	16	14	11 MICKEY GILLEY/I'm The One Mama Warned You About (Epic)
22	20	18	12 REBA McENTIRE/Somebody Should Leave (MCA)
23	21	20	13 EDDIE RABBITT/Warning Sign (WB)
20	17	15	14 HANK WILLIAMS JR./Major Moves (WB/Curb)
24	22	21	15 SAWYER BROWN/Step That Step (Capitol/Curb)
3	2	8	16 DON WILLIAMS/Walkin' A Broken Heart (MCA)
25	23	22	17 SYLVIA/Fallin' In Love (RCA)
31	24	23	18 CHARLY McCLAIN/Radio Heart (Epic)
32	25	24	19 RONNIE McDOWELL/In A New York Minute (Epic)
12	11	10	20 JOHNNY LEE/Rollin' Lonely (Full Moon/WB)
37	30	27	21 JOHN CONLEE/Working Man (MCA)
—	34	31	22 CONWAY TWITTY/Don't Call Him A Cowboy (WB)
38	31	28	23 MARK GRAY & TAMMY WYNETTE/Sometimes When We Touch (Columbia)
39	33	29	24 T.G. SHEPPARD/You're Going Out Of My Mind (WB/Curb)
35	32	30	25 FORESTER SISTERS/(That's What You Do) When You're... (WB)
21	19	17	26 BARBARA MANDRELL/LEE GREENWOOD/It Should've Been Love By Now (MCA)
—	42	34	27 MERLE HAGGARD/Natural High (Epic)
15	13	13	28 JANIE FRICKE/The First Word In Memory Is Me (Columbia)
2	7	16	29 KENNY ROGERS/Crazy (RCA)
44	35	32	30 WHITES/If It Ain't Love (Let's Leave It Alone) (MCA/Curb)
50	36	33	31 BARBARA MANDRELL/There's No Love In Tennessee (MCA)
43	39	36	32 KEITH STEGALL/California (Epic)
41	37	35	33 MAINES BROTHERS BAND/Everybody Needs Love... (Mercury/Pg)
1	10	19	34 RAY CHARLES w/WILLIE NELSON/Seven Spanish Angels (Columbia)
46	40	37	35 KENDALLS/Four Wheel Drive (Mercury/Pg)
30	27	26	36 RESTLESS HEART/Let The Heartache Ride (RCA)
45	41	39	37 GAIL DAVIES/Nothing Can Hurt Me Now (RCA)
—	47	41	38 MEL McDANIEL/Let It Roll (Let It Rock) (Capitol)
—	—	42	39 RICKY SKAGGS/Country Boy (Epic)
—	—	46	40 OAK RIDGE BOYS/Little Things (MCA)
—	—	44	41 CRYSTAL GAYLE/Nobody Wants To Be Alone (WB)
29	26	25	42 SHELLY WEST/Now There's You (Viva)
<b>BREAKER</b>			43 RONNIE MILSAP/She Keeps The Home Fires... (RCA)
—	—	48	44 ED BRUCE/When Givin' Up Was Easy (RCA)
<b>DEBUT</b>			45 EMMYLOU HARRIS/White Line (WB)
4	18	38	46 STEVE WARINER/What I Didn't Do (MCA)
—	—	50	47 VINCE GILL/True Love (RCA)
47	43	40	48 GENE WATSON/One Hell Of A Heartache (MCA/Curb)
<b>DEBUT</b>			49 DAN SEALS/My Old Yellow Car (Liberty)
<b>DEBUT</b>			50 KATHY MATTEA/It's Your Reputation Talkin' (Mercury/Pg)

Total Reports/Adds	Heavy	Medium	Light
1640	150	13	1
1620	141	16	5
1590	135	19	5
1460	121	18	7
1570	118	34	5
1550	117	21	17
1590	104	44	11
1520	113	22	17
1551	95	43	17
1350	91	27	17
1490	76	60	13
1570	69	76	12
1573	59	81	17
1520	70	64	18
1552	65	72	18
1280	80	28	20
1591	37	100	22
1522	43	90	19
1552	36	96	23
1190	63	45	11
1523	24	103	25
15318	19	94	40
1485	22	92	34
1526	16	104	32
1378	31	74	32
1130	40	57	16
1460	15	78	53
1030	41	44	18
951	40	37	18
14110	12	88	41
1360	8	86	42
1218	14	70	37
1147	14	55	45
920	35	43	14
1162	13	71	32
1070	20	67	20
1098	5	68	36
12715	6	67	54
12917	6	74	49
13683	6	52	78
13228	3	62	67
862	18	52	16
10873	3	37	68
9215	0	34	58
9122	0	36	55
590	14	23	22
8212	3	34	45
628	3	35	24
7126	0	18	53
635	2	29	32

## MOST ADDED

- RONNIE MILSAP (73)  
She Keeps The Home Fires... (RCA)
- OAK RIDGE BOYS (33)  
Little Things (MCA)
- CRYSTAL GAYLE (28)  
Nobody Wants To Be Alone (WB)
- STEVE WARINER (27)  
Heart Trouble (MCA)
- DAN SEALS (26)  
My Old Yellow Car (Liberty)
- TERRI GIBBS (24)  
A Few Good Men (WB)
- LOUISE MANDRELL (23)  
Maybe My Baby (RCA)
- EMMYLOU HARRIS (22)  
White Line (WB)
- DAVID ALLAN COE (22)  
Don't Cry Darlin' (Columbia)
- ATLANTA (21)  
My Sweet Eyed Georgia Girl (MCA)

## HOTTEST

- ALABAMA (95)  
There's No Way (RCA)
- JUDDS (75)  
Girls Night Out (RCA/Curb)
- NITTY GRITTY DIRT BAND (54)  
High Horse (WB)
- EARL THOMAS CONLEY (53)  
Honor Bound (RCA)
- ANNE MURRAY (52)  
Time Don't Run Out On Me (Capitol)
- BELLAMY BROTHERS (48)  
I Need More Of You (MCA/Curb)
- GEORGE STRAIT (33)  
The Cowboy Rides Away (MCA)
- DOLLY PARTON (33)  
Don't Call It Love (RCA)
- JOHN SCHNEIDER (29)  
Country Girls (MCA)
- DON WILLIAMS (17)  
Walkin' A Broken Heart (MCA)

**MOST ADDED & HOTTEST** list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

## BREAKERS

### RONNIE MILSAP She Keeps The Home Fires Burning (RCA)

On 66% of reporting stations. Rotations: Heavy 3, Medium 37, Light 68, Total Adds 73 including WGNA, WCAO, WWVA, KASE, WSOC, WGKX, WSM, WQYK, WWWV, WFMS, WBCS, KUZZ, KFRE, KNIX, KCBQ. A Most Added Record. Debuts at number 43 on the Country chart.

The information shown on the National Airplay/50, Breakers, New & Active, and Significant Action is current. The results shown are based on reports taken from our reporters on Monday, 3-25-85.

Whoever Said Not To Play With Fire Never Worked In Radio

# RONNIE MILSAP

## "She Keeps The Home Fires Burning."

2nd Week Breaker! 73 Adds This Week! #1 Most Added!  
R&R 43 **BREAKERS** BB 53 CB 76 Try to match this!

PB-14034

**RCA**





# RADIO & RECORDS NATIONAL AIRPLAY

# COUNTRY

## NEW & ACTIVE

### ED BRUCE "When Givin' Up Was Easy" (RCA) 92/15

Rotations: Heavy 0, Medium 34, Light 58, Total Adds 15, WXXW, WQBE, WYNN, WUSY, WFNC, KYXX, WSLR, WAXX, WTOS, KCJB, WWJO, KGHL, KJOT, KUUY, KFRE. Moves 48-44 on the Country chart.

### EMMYLOU HARRIS "White Line" (WB) 91/22

Rotations: Heavy 0, Medium 36, Light 55, Total Adds 22 including WCAO, WQBE, WKYG, WNYR, WUSY, WFNC, WCMS, KKYX, WSLR, WDAF, KTTS, WTHI, WTOD, KKCS, KRPM. Debuts at number 45 on the Country chart.

### VINCE GILL "True Love" (RCA) 82/12

Rotations: Heavy 3, Medium 34, Light 45, Total Adds 12, WOKQ, KMML, KXYL, KYXX, WQYK, WTHI, KFDD, KGHL, KKCS, KFRE, KVEG, KFTN. Heavy: WOKK, KKYX, WCUZ. Moves 50-47 on the Country chart.

### DAN SEALS "My Old Yellow Car" (Liberty) 71/26

Rotations: Heavy 0, Medium 18, Light 53, Total Adds 26 including WBOS, WRKZ, WNYR, KXYL, WEZL, KYXX, WAMZ, WLWI, WQYK, WITL, WOW, KTKP, KMAK, KWJJ, KMPS. Debuts at number 49 on the Country chart.

### LOUISE MANDRELL "Maybe My Baby" (RCA) 67/23

Rotations: Heavy 0, Medium 16, Light 51, Total Adds 23 including WRKZ, WDSY, WIXY, WILQ, KASE, WXBQ, KYXX, WKSJ, WCMS, WTQR, KEBC, WXCL, K102, KTKP, KFTN.

### RAZZY BAILEY "Modern Day Marriages" (MCA) 65/16

Rotations: Heavy 0, Medium 20, Light 44, Total Adds 16, WNYR, WILQ, WVMI, WEZL, WUSY, WFNC, WESC, WDXE, WOKK, KSO, WITL, WXCL, WTOD, KKAL, KKCS, KIGO.

### KATHY MATTEA "It's Your Reputation Talkin'" (Mercury/PolyGram) 63/5

Rotations: Heavy 2, Medium 29, Light 32, Total Adds 5, WGNA, WVMI, WUSY, WOW, KRKT. Heavy: WOKK, WCUZ. Medium: WTSV, WAJR, KMML, WEZL, KFDD, KTOM, KSOP. Debuts at number 50 on the Country chart.

### TERRI GIBBS "A Few Good Men" (WB) 60/24

Rotations: Heavy 1, Medium 8, Light 51, Total Adds 23 including WNYR, WEZL, WTVY, KYXX, WCMS, WQYK, WTQR, WFMS, WITL, KVOO, KIK-FM, KUGN, KCCY, KRPM, KIGO.

### JUDY RODMAN "I've Been Had By Love Before" (MTM) 56/17

Rotations: Heavy 0, Medium 14, Light 42, Total Adds 17, WXTU, WDSY, WWVA, WVMI, WTVY, WESC, WMC, WKSJ, KSO, WAXX, WTOS, WML, KVOO, KWJJ, KRPM.

### CON HUNLEY "I'd Rather Be Crazy" (Capitol) 52/4

Rotations: Heavy 0, Medium 14, Light 38, Total Adds 4, KMML, KIOV, KTKP, KRKT. Medium: WYII, WYNN, WUSY, WLWI, KRMD, WITL, KEBC, KTTS, KJOT, KQIL, KEIN.

### JIMMY BUFFETT "Who's The Blonde Stranger?" (MCA) 49/12

Rotations: Heavy 2, Medium 23, Light 24, Total Adds 12, WBOS, WXTU, KRRV, WESC, WDXE, WKIX, WSLR, WITL, WXCL, KFRE, KWJJ, KIGO. Heavy: WAMZ, KKYX.

## SIGNIFICANT ACTION

### STEVE WARINER "Heart Trouble" (MCA) 48/27

Rotations: Heavy 1, Medium 11, Light 36, Total Adds 27 including WBOS, WTSV, WYNN, KIKK, KTTS, KRST, KFRE, KRSY, KGA, KCUB.

### MASON DIXON "Only A Dream Away" (Texas) 47/2

Rotations: Heavy 5, Medium 18, Light 24, Total Adds 2, KSO, WAXX. Heavy: KPLX, KIKK, KKYX, KRMD, KMPS. Medium: WWVA, WXCL, KVOO.

### TOM JONES "Give Her All The Roses" (Mercury/PolyGram) 44/1

Rotations: Heavy 3, Medium 12, Light 29, Total Adds 1, KXYX. Heavy: WESC, KKYX. Medium: WTSV, KMML, WEZL, WCMS, WOW, KRKT, KRSY.

### LEON EVERETTE "Too Good To Say No To" (Mercury/PolyGram) 42/11

Rotations: Heavy 0, Medium 13, Light 29, Total Adds 11, WGNA, WTSV, WKYG, WFNC, KKYX, WMNI, KFGO, WITL, WXCL, WTOD, KRKT.

### ATLANTA "My Sweet Eyed Georgia Girl" (MCA) 35/21

Rotations: Heavy 0, Medium 4, Light 31, Total Adds 21 including WYII, KRRV, WXBQ, WEZL, KKYX, KBMR, KVOO, KRKT, KUZZ, KTOM.

### WRIGHT BROTHERS "Fire In The Sky" (Mercury/PolyGram) 35/8

Rotations: Heavy 0, Medium 6, Light 29, Total Adds 8, WCAO, KKYX, WITL, WXCL, KKAL, KEIN, KRSY, KIGO.

### EXILE "Stay With Me" (MCA/Curb) 35/2

Rotations: Heavy 0, Medium 10, Light 25, Total Adds 2, WKYG, WCMS. Medium: WYII, WLWI, KBMR, WUBE, KXYX, WXCL, KEIN, KRSY, KIGO.

### JOHNNY RODRIGUEZ "Here I Am Again" (Epic) 32/17

Rotations: Heavy 0, Medium 5, Light 27, Total Adds 17 including WTSV, WYII, KASE, WESC, KIKK, KEBC, KTTS, KKAL, KUGN, KSOP.

### JOHNNY PAYCHECK "You're Every Step I Take" (AMI) 31/14

Rotations: Heavy 0, Medium 6, Light 25, Total Adds 14 including WWVA, WYII, WGTO, WFNC, WLWI, KKYX, KBMR, WITL, WTOD, KGA.

### DAVID ALLAN COE "Don't Cry Darlin'" (Columbia) 30/22

Rotations: Heavy 0, Medium 9, Light 21, Total Adds 22 including WGTO, KSSN, WAMZ, WFMS, WWJO, KFDD, KFRE, KRWQ, KCKC, KGA.

### EXILE "She's A Miracle" (Epic) 27/16

Rotations: Heavy 2, Medium 8, Light 17, Total Adds 16 including WBGW, WKYG, WWVA, KASE, WAMZ, WONE, KEBC, KFRE, KRWQ, KTOM.

### DAVID FRIZZELL & SHELLY WEST "Do Me Right" (Viva) 26/14

Rotations: Heavy 0, Medium 4, Light 22, Total Adds 14 including WTSV, WOKQ, KMML, KASE, WCMS, WFMS, KVOO, KRKT, KKAL, KRSY.

### KENNY ROGERS "Love Is What We Make It" (Liberty) 25/11

Rotations: Heavy 0, Medium 6, Light 19, Total Adds 11, WVAM, WYNN, KSSN, KKYX, WWOD, WKSJ, WCMS, KRWQ, KRPM, KIGO.

### JOHN McEUEEN "Blue Days, Black Nights" (WB) 24/4

Rotations: Heavy 0, Medium 2, Light 22, Total Adds 4, WWOD, WDAF, KTTS, KRKT. Medium: WGNA, KFDD. Light: WYII, KRRV, KFRE, KGA.

### DEBONAIRE "I'm On Fire" (MTM) 23/8

Rotations: Heavy 2, Medium 3, Light 18, Total Adds 8, WVAM, WLWI, KKYX, WOW, KFDD, KSOP, KCBO, KIGO. Heavy: KASE, WCUZ.

### MOE BANDY & JOE STAMPLEY "Still On A Roll" (Columbia) 21/19

Rotations: Heavy 0, Medium 4, Light 17, Total Adds 19 including WILQ, KKYX, WSM, KKYX, KEBC, KXYX, KFDD, KRSY, KGA, KCUB.

### MALCHAK & RUCKER "Why Didn't I Think Of That" (Revolver) 21/0

Rotations: Heavy 2, Medium 3, Light 16, Total Adds 0. Heavy: WWVA, WCUZ. Medium: WXTU, WITL, WXCL. Light: WBGW, WGTO, WLWI, KKYX, KMAK.

### CHARLEY PRIDE "Down On The Farm" (RCA) 20/19

Rotations: Heavy 0, Medium 2, Light 18, Total Adds 19 including WGNA, WBGW, WWVA, WSOC, WOKK, WTQR, WIL, KTKP, KRSY, KSOP.

### KAREN TAYLOR-GOOD "Starlight" (Mesa) 19/8

Rotations: Heavy 0, Medium 1, Light 18, Total Adds 8, WYII, WFNC, WWOD, WOKK, KFGO, WOW, WXCL, KGA. Medium: KRMD.

### LLOYD DAVID FOSTER "I Can Feel The Fire Goin' Out" (Columbia) 19/8

Rotations: Heavy 0, Medium 1, Light 18, Total Adds 8, WYII, KMML, KPLX, WDXE, KRMD, KBMR, WXCL, KRSY. Light: KSSN, WOW.

### DAN FOGELBERG "Go Down Easy" (Full Moon/Epic) 19/7

Rotations: Heavy 1, Medium 4, Light 14, Total Adds 7, WDSY, WVMI, WOKK, KBMR, WIL, KEIN, KSON. Heavy: WCUZ. Medium: WKXW, WBOS, KCKC.

### WILLIE NELSON "Forgiving You Was Easy" (Columbia) 18/16

Rotations: Heavy 0, Medium 6, Light 12, Total Adds 16 including WCAO, WBGW, WGTO, WDXE, KXYX, KFDD, KUZZ, KFRE, KNIX, KWJJ.

### USA FOR AFRICA "We Are The World" (Columbia) 16/9

Rotations: Heavy 0, Medium 0, Light 16, Total Adds 9, WGNA, WBGW, WTSV, WESC, KYXX, WOKK, WUBE, KCCY, KCKC. Medium: WHN, WKYG, WPOB, WILQ, KEAN, KFKF, KYAK.

### BRUCE SPRINGSTEEN "I'm On Fire" (Columbia) 15/0

Rotations: Heavy 1, Medium 7, Light 7, Total Adds 0. Heavy: WOKK. Medium: WBGW, KLVI, KPLX, WTOS, KIOV, KCCY, KCKC. Light: KEAN, WUSN.

### CHANCE "To Be Lovers" (Mercury/PolyGram) 14/9

Rotations: Heavy 0, Medium 2, Light 12, Total Adds 9, WWVA, WYII, KRRV, KLVI, WDXE, WOKK, WKSJ, KVOO, KKAL.

### CHRIS HILLMAN "Running The Roadblocks" (Sugar Hill) 14/3

Rotations: Heavy 0, Medium 3, Light 11, Total Adds 3, WIXY, WLWI, KBMR. Medium: KTTS, KFDD. Light: WYII, KRRV, WCXI, KFRE, KRWQ.

### STEVE WARINER "When We're Together" (RCA) 13/1

Rotations: Heavy 0, Medium 0, Light 13, Total Adds 1, KVOO. Light: WVAM, WBOS, WOKQ, WYII, WCMS, WKKQ, KCJB, KRWQ.

### REX ALLEN JR. "When You Hold Me In Your Arms" (Moon Shine) 12/11

Rotations: Heavy 0, Medium 2, Light 10, Total Adds 11, WGNA, WCMS, KKYX, KBMR, KFGO, WOW, KUZZ, KRWQ, KTOM, KSOP, KIGO.

### LISA ANGELLE "Love, It's The Pits" (EMI America) 11/4

Rotations: Heavy 0, Medium 0, Light 11, Total Adds 4, WWOD, WCMS, WAXX, WXCL. Light: WGNA, WKYG, WGTO, WQYK, KFGO, WTOD.

### SNUFF "United Or Divided" (MCA/Curb) 11/2

Rotations: Heavy 0, Medium 1, Light 10, Total Adds 2, WIXY, KIOV. Medium: WUSQ. Light: WBOS, WYII, KRRV, WWOD, WCMS, WOW, KRSY.

### McCAIN BROTHERS "If Love Was A Crime" (Rise & Shine) 11/1

Rotations: Heavy 0, Medium 0, Light 11, Total Adds 1, WYII, KKYX, KBMR, KEBC, KXYX, WOW, WXCL, KVOO, KFDD, KIGO.

### GUS HARDIN "My Mind Is On You" (RCA) 10/10

Rotations: Heavy 0, Medium 2, Light 8, Total Adds 10, WVAM, WBGW, WDXE, WCUZ, KIOV, KUZZ, KRWQ, KQIL, KRSY, KIGO.

### CARLETTE "Show Down" (Luv Records) 9/3

Rotations: Heavy 0, Medium 1, Light 8, Total Adds 3, WLWI, KFGO, WXCL. Light: KMML, WWOD, KRMD, WTOD, KVOO, KSOP.

### KENNY DALE "Look What Love Did To Me" (Saba Records) 8/2

Rotations: Heavy 0, Medium 1, Light 7, Total Adds 2, WFNC, WXCL. Medium: KKYX. Light: WLWI, KEBC, KVOO.

## ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
ALABAMA/Down On Longboat Key (RCA)	40 Hour Week
ALABAMA/Forty Hour Week (RCA)	40 Hour Week
SHELLY WEST/I'll Dance The Two-Step (Viva)	Don't Make Me Wait On...
GEORGE STRAIT/Any Old Time (MCA)	Does Fort Worth Ever...
DOLLY PARTON & KENNY ROGERS/Real Love (RCA)	Real Love
EMMYLOU HARRIS/Rhythm Guitar (WB)	The Ballad Of Sally Rose
NICOLETTE LARSON/When You Get A Little Lonely...	Say When
JUDDS/Drops of Water (RCA/Curb)	Why Not Me?

# COE-LOSSAL!

"DON'T  
CRY  
DARLIN'"  
38-04846



DAVID  
ALLAN  
COE'S  
NEW HIT

PRODUCED BY BILLY SHERRILL  
ON COLUMBIA RECORDS & CASSETTES



FROM THE ALBUM  
"DARLIN', DARLIN'"

# COUNTRYARDS & HITS

MOST ADDED	EAST	HOTTEST	MOST ADDED	SOUTH	HOTTEST	MOST ADDED	MIDWEST	HOTTEST	MOST ADDED	WEST	HOTTEST
Ronnie Milsap (RCA)		Alabama (RCA)	Ronnie Milsap (RCA)		Alabama (RCA)	Ronnie Milsap (RCA)		Alabama (RCA)	Ronnie Milsap (RCA)		Alabama (RCA)
Crystal Gayle (WB)		Anne Murray (Capitol)	Dan Seals (Liberty)		Judds (RCA/Curb)	Oak Ridge Boys (MCA)		Judds (RCA/Curb)	Oak Ridge Boys (MCA)		Judds (RCA/Curb)
			Steve Wariner (MCA)								Alabama (RCA)

### EAST

<b>WQNA-FM</b> Albany, NY Kenny Rogers Crystal Gayle USA For Africa Rex Allen Jr. Leon Ruffette Oak Ridge Boys Charley Pride Ronnie Milsap Kenny Rogers Neil Diamond Anne Murray Alabama Kenny Gille George Strait Manfred & Green	<b>WSNO</b> Barre, VT none none none	<b>WHN</b> New York, NY none none none	<b>WSEN-AM/FM</b> Syracuse, NY Barbara Mandrell Conny Twitty Neil Diamond Ricky Skaggs Mickie Gilley Kenny Rogers John Schneider Earl Thomas Conley Nitty Gritty Dirt Bellaire Brothers Waylon Jennings	<b>WIXL-FM</b> Newton, NJ none none none	<b>WVIZ</b> Washington, DC Crystal Gayle Mazzy Star T.G. Sheppard none none	<b>WKYQ</b> Parkersburg, WV none none none	<b>WYRK</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none
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### MIDWEST

<b>WLSR</b> Akron, OH Oak Ridge Boys Ed Bruce Emmylou Harris Nitty Gritty Dirt Neil Diamond Ricky Skaggs Mickie Gilley Kenny Rogers John Schneider Earl Thomas Conley Nitty Gritty Dirt Bellaire Brothers Waylon Jennings	<b>KSO</b> Des Moines, IA none none none	<b>KFO</b> Fargo, ND Oak Ridge Boys Ed Bruce Emmylou Harris Nitty Gritty Dirt Neil Diamond Ricky Skaggs Mickie Gilley Kenny Rogers John Schneider Earl Thomas Conley Nitty Gritty Dirt Bellaire Brothers Waylon Jennings	<b>WITL-FM</b> Lafayette, LA none none none	<b>WVIZ</b> Washington, DC Crystal Gayle Mazzy Star T.G. Sheppard none none	<b>WYRK</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none
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### MIDWEST

<b>KFKF</b> Kansas City, MO Waylon Jennings T.G. Sheppard Ricky Skaggs Emmylou Harris Neil Diamond Ricky Skaggs Mickie Gilley Kenny Rogers John Schneider Earl Thomas Conley Nitty Gritty Dirt Bellaire Brothers Waylon Jennings	<b>KEBC-FM</b> Oklahoma City, OK none none none	<b>WVIZ</b> Washington, DC Crystal Gayle Mazzy Star T.G. Sheppard none none	<b>WYRK</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none
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### SOUTH

<b>KEAN-AM/FM</b> Abilene, TX none none none	<b>KYYL</b> Brownwood, TX none none none	<b>WNOX</b> Knoxville, TN none none none	<b>WVIZ</b> Washington, DC Crystal Gayle Mazzy Star T.G. Sheppard none none	<b>WYRK</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none
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### WEST

<b>KRKT</b> Albany, OR none none none	<b>KUZZ</b> Bakersfield, CA none none none	<b>KUYU</b> Chayenne, WY none none none	<b>KMAK</b> Fresno, CA none none none	<b>KZLAKLAC</b> Los Angeles, CA none none none	<b>KCCY-FM</b> Pueblo, CO none none none	<b>KSOP-FM</b> Salt Lake City, UT none none none	<b>KRPM</b> Tacoma, WA none none none	<b>WVIZ</b> Washington, DC Crystal Gayle Mazzy Star T.G. Sheppard none none	<b>WYRK</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none
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### WEST

<b>KRKT</b> Albany, OR none none none	<b>KUZZ</b> Bakersfield, CA none none none	<b>KUYU</b> Chayenne, WY none none none	<b>KMAK</b> Fresno, CA none none none	<b>KZLAKLAC</b> Los Angeles, CA none none none	<b>KCCY-FM</b> Pueblo, CO none none none	<b>KSOP-FM</b> Salt Lake City, UT none none none	<b>KRPM</b> Tacoma, WA none none none	<b>WVIZ</b> Washington, DC Crystal Gayle Mazzy Star T.G. Sheppard none none	<b>WYRK</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none
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### WEST

<b>KRKT</b> Albany, OR none none none	<b>KUZZ</b> Bakersfield, CA none none none	<b>KUYU</b> Chayenne, WY none none none	<b>KMAK</b> Fresno, CA none none none	<b>KZLAKLAC</b> Los Angeles, CA none none none	<b>KCCY-FM</b> Pueblo, CO none none none	<b>KSOP-FM</b> Salt Lake City, UT none none none	<b>KRPM</b> Tacoma, WA none none none	<b>WVIZ</b> Washington, DC Crystal Gayle Mazzy Star T.G. Sheppard none none	<b>WYRK</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none	<b>WYR</b> Buffalo, NY none none none
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### 164 Reporters

### 156 Current Reports

The following stations reported no change in their rotations this week:

- WIXL/Newton
- WNOX/Knoxville
- WPAO/Panama City
- WDGY/Minneapolis

The following stations failed to report this week and therefore their playlists were frozen:

- WSNO/Barre
- WHN/New York
- WPOR/Portland
- CHOW/Welland, Ontario
- KWMT/Fort Dodge
- WGEE/Green Bay
- WIRE/Indianapolis
- KLZ/Denver

Country reporter KFTN/Provo has changed call letters to KXYC.

# ADULT/CONTEMPORARY

## BREAKERS

### BILLY OCEAN Suddenly (Arista)

76% of our reporters on it. Rotations: Heavy 10/0, Medium 71/13, Light 28/14, Total Adds 27 including WPIX, WPJB, 2WD, W101, WMJI, WSNY, KUDL, WCCO, KS94, KHOW, KGW, KJR, WICC, WEZC, KFI. Debuts at number 16 on the A/C chart.

### DAN FOGELBERG

### Go Down Easy (Full Moon/Epic)

61% of our reporters on it. Rotations: Heavy 4/0, Medium 54/7, Light 29/8, Total Adds 15, WPIX, WRMM, 2WD, W101, KUDL, WMYX, WCCO, WWOM, WAEB, WICC, WHBY, WHBC, KBOI, WPPA, KRNO. Debuts at number 21 on the A/C chart.

## NEW & ACTIVE

### DARYL HALL & JOHN OATES "Some Things Are Better Left Unsaid" (RCA) 82/13

Rotations: Heavy 3/1, Medium 51/5, Light 28/7, Total Adds 13, WKBW, WSNY, KLSI, KS94, WICC, WKGW, CK101, WHBC, KDUK, WTKO, WTNV, K99, KALE. Heavy: 2WD, WSFL. Mediums include: WPJB, KVL-FM, 55KRC, WOMC, KYKY, KHOW, KJR, WKJJ, KFI, KBEST. Due to heavy airplay, debuts at number 23 on the A/C chart.

### KOOL & THE GANG "Fresh" (De-Lite/PolyGram) 82/12

Rotations: Heavy 9/0, Medium 47/4, Light 26/8, Total Adds 12, WPJB, WSB-FM, WOMC, KMJI, KOST, WFSM, WLAC-FM, WLHT, KVVU, KFI, WTKO, KRNO. Heavy: WKBW, WSFL, WMGN, WNNR, WCKQ, WCHV, WKYX, KRSB, KALE. Mediums include: WFBR, KVL-FM, WLTS, WSNY, KHOW, WAEB, V100, WKYE, KEY103, K106. Due to heavy airplay, debuts at number 22 on the A/C chart.

### LINDA RONSTADT "When I Fall In Love" (Asylum) 76/6

Rotations: Heavy 4/0, Medium 36/0, Light 36/6, Total Adds 6, WSNY, KEY103, WORG, KEEZ, KRNO. Heavy: WCCO, WHBY, KSL, KRSB. Mediums include: WKBW, KS94, WAEB, WKYE, WGY, WBT, WMAZ, WSFL, WRVA, WNAM.

### WAR "Groovin'" (Coco Plum) 64/6

Rotations: Heavy 4/0, Medium 43/2, Light 17/4, Total Adds 6, WPIX, WAEB, WKGW, WGW, KELT, WTNV. Heavy: WEIM, WAHR, KRSB, KALE. Mediums include: WFBR, 97AIA, KLSI, WCCO, WICC, WKYE, WMAZ, WSFL, WHBY, WNAM.

### WHAM! "Everything She Wants" (Columbia) 61/19

Rotations: Heavy 2/0, Medium 33/6, Light 26/13, Total Adds 19, WKBW, KVL-FM, 97AIA, WLTS, WSNY, KLSI, KJR, WEZC, CK101, WIVY, WKJJ, WRKA, KIOA, WENS, KDUK, WKNE, WXUS, K99, KRNO. Heavy: KOST, WCHV. Mediums include: WFBR, WSB-FM, KUDL, WMYX, KHOW, KMGW, V100, KELT, WSFL, WMGN, KFI, KWAV, KBEST.

### ALABAMA "There's No Way" (RCA) 59/4

Rotations: Heavy 7/0, Medium 35/2, Light 17/2, Total Adds 4, KVL-FM, WGW, WHAS, WTNV. Heavy: WISN, KSL, WNNR, WTKO, WAHR, WORG, WCIL. Mediums include: WLTS, WMYX, WCCO, WAEB, WKYE, WGY, KEY103, K106, WBT, WMAZ.

### TINA TURNER "Private Dancer" (Capitol) 56/9

Rotations: Heavy 12/0, Medium 33/5, Light 11/4, Total Adds 9, WMYX, KGW, CK101, WEZS, WING, WTRX, KBEST, WZLQ, WFFX. Heavy: 2WD, KMGW, K101, WICC, WFSM, WKJJ, WRKA, WRAL, WNAM, WCHV, WORG, KKLTV. Medium: WTAE, Y97, WLTS, W101, WLTF, WTVN, WOMC, KKLTV, KJR, WAEB, WMJJ, WLAC-FM, WAVE, KIOA, WLHT, WENS, WMGN, KOIL, WMHE, KRAV, KVVU, WSKI, WTNV, WPPA, WSKY, WXUS, KTWO.

### FOREIGNER "That Was Yesterday" (Atlantic) 55/6

Rotations: Heavy 4/0, Medium 30/0, Light 21/6, Total Adds 6, WLTS, KMGW, KFMB, CK101, WKNE, WBOW. Heavy: WKBW, WSFL, WNNR, KALE. Medium: WPJB, KVL-FM, 97AIA, 2WD, KHOW, WAEB, V100, WKYE, WKJJ, WAVE, WNAM, KRNT, WENS, WMGN, KWAV, WSKI, WPPA, WSKY, WCKQ, WCHV, KRLB, WORG, WKYX, WFFX, KTYL, KFSB, KEEZ, WJON, KTWO, KQSW.

### JOHNNY GILL "Half Crazy" (Cotillion/Atco) 52/7

Rotations: Heavy 1/0, Medium 23/1, Light 28/6, Total Adds 7, WAEB, WHBC, KIFM, WCHV, WAHR, KRNO, KALE. Heavy: KOST. Medium: WCCO, WMAZ, KELT, WSFL, WRVA, WHBY, KRNT, WISN, KSL, WNNR, WEIM, WKNE, WSKI, WSKY, WAGE, WFFX, WJBC, WCIL, WMT-FM, WJON, KRSB.

## ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 PHIL COLLINS	143/0	136	7	0
2 COMMODORES	137/2	109	25	3
3 USA FOR AFRICA	143/3	97	40	6
4 DeBARGE	137/5	104	28	5
5 MADONNA	137/3	92	38	7
6 JULIAN LENNON	122/0	81	35	6
7 BRUCE SPRINGSTEEN	124/7	74	42	8
8 MANHATTANS	119/1	75	37	7
9 REO SPEEDWAGON	115/0	63	47	5
10 SADE	123/9	43	65	15
11 BILLY JOEL	106/0	42	53	11
12 DOLLY PARTON	103/1	62	32	9
13 BARBRA STREISAND	105/0	36	57	12
14 WHAM!	87/0	20	54	13
15 KENNY ROGERS	80/0	29	37	14
16 BILLY OCEAN	109/27	10	71	28
17 DAN HARTMAN	88/2	28	49	11
18 GEORGE BENSON	101/13	12	71	18
19 DIANA ROSS	70/0	13	48	9
20 JANEY STREET	84/0	19	57	8
21 DAN FOGELBERG	87/15	4	54	29
22 KOOL & THE GANG	82/12	9	47	26
23 DARYL HALL & JOHN OATES	82/13	3	51	28
24 TINA TURNER	56/9	12	33	11
25 FOREIGNER	58/0	9	35	14

## MOST ADDED

**DIONNE WARWICK & BARRY MANILOW (50)**  
Run To Me (Arista)  
**ERIC CARMEN (28)**  
I'm Through With Love (Geffen)  
**BILLY OCEAN (27)**  
Suddenly (Arista)  
**REO SPEEDWAGON (23)**  
One Lonely Night (Epic)  
**WHAM! (19)**  
Everything She Wants (Columbia)  
**JAKATA (18)**  
Golden Girl (Motown)

## HOTTEST

**PHIL COLLINS (121)**  
One More Night (Atlantic)  
**USA FOR AFRICA (87)**  
We Are The World (Columbia)  
**COMMODORES (73)**  
Nightshift (Motown)  
**MADONNA (70)**  
Crazy For You (Geffen)  
**DeBARGE (69)**  
Rhythm Of The Night (Gordy/Motown)  
**BRUCE SPRINGSTEEN (49)**  
I'm On Fire (Columbia)

### ✓ DIONNE WARWICK & BARRY MANILOW "Run To Me" (Arista) 50/50

Rotations: Heavy 1/1, Medium 11/11, Light 38/38, Total Adds 50, WFBR, WLTS, KUDL, WCCO, KS94, KFMB, WICC, WFSM, WKYE, K106, WBT, WMAZ, WSFL, WRVA, WAVE, WHBY, WTRX, WLHT, WISN, KSL, WNNR, WEIM, WTKO, WKNE, WSKI, KORQ, WSKY, WCKQ, WCHV, WGSV, WAHR, WAGE, KRLB, WORG, WKYX, WFFX, KTYL, WJBC, WCIL, WMT-FM, KEEZ, KWEB, WJON, WBOW, KFQD, KKLTV, KTWO, KQSW, KRSB, KALE.

### ✓ REO SPEEDWAGON "One Lonely Night" (Epic) 47/23

Rotations: Heavy 0/0, Medium 12/4, Light 35/19, Total Adds 23, WFBR, WKBW, WCCO, WAEB, WICC, WKYE, KEY103, WNAM, KIOA, WHB, WMGN, WHNN, KVVU, KKPL, WKNE, WPPA, KORQ, WZLQ, KEEZ, KKLTV, KRSB, KMGQ, KALE. Medium: WMAZ, WSFL, KBEST, WSKY, WCKQ, WCHV, KTYL, KQSW.

### PAUL HARDCASTLE "Rain Forest" (Profile) 47/2

Rotations: Heavy 8/0, Medium 21/1, Light 18/1, Total Adds 2, KMJI, KELT. Heavy: KKLTV, B100, KFMB, WFSM, WKYE, WHBY, WORG, WCIL. Medium: KOST, WICC, WRVA, KRNT, WMGN, KVVU, KFI, KIFM, WSKI, WSKY, WCHV, WKYX, WMT-FM, KFSB, KEEZ, WJON, KKLTV, KRNO, KMGQ, KALE.

### SERGIO MENDES "Let's Give A Little More This Time" (A&M) 46/0

Rotations: Heavy 2/0, Medium 33/0, Light 11/0, Total Adds 0. Heavy: KSL, WTKO. Medium: WLTS, KOST, KCNR, WAEB, WKYE, WMAZ, WSFL, WRVA, WHBY, WNAM, WHBC, KIOA, WMGN, WLTE, WHNN, KKPL, WKNE, KORQ, WGSV, WAHR, WAGE, WORG, WKYX, WZLQ, WJBC, WMT-FM, WXUS, KEEZ, KWEB, WJON, WBOW, KRNO, KALE.

### CHICAGO "Along Comes A Woman" (Full Moon/WB) 45/3

Rotations: Heavy 8/0, Medium 22/0, Light 15/3, Total Adds 3, KMJI, KEY103, WMHE. Heavy: WKJJ, WNNR, WSKI, WPPA, WCKQ, KRLB, WORG, KALE. Medium: WPJB, KVL-FM, 97AIA, 2WD, WSNY, WTVN, KYKY, KGW, V100, WKYE, WMAZ, WAVE, KIOA, WTRX, WMGN, KKUA, WEIM, WSKY, KTYL, KEEZ, KKLTV, KQSW.

### JANICE PAYSON "Changes Of Heart" (Atlantic) 42/8

Rotations: Heavy 0/0, Medium 11/2, Light 31/6, Total Adds 8, KFMB, KELT, WRVA, KIOA, KKPL, WCHV, WFFX, WXUS. Medium: K106, WMAZ, WMGN, WNNR, WSKI, WAGE, KTWO, KRSB, KMGQ.

### KENNY ROGERS "Love Is What We Make It" (EMI America) 41/13

Rotations: Heavy 1/0, Medium 14/2, Light 26/11, Total Adds 13, WLTS, WAEB, WKYE, KEY103, WBT, KIOA, WHB, KSL, WKNE, KORQ, WFFX, WXUS, KWEB. Heavy: WISN. Medium: WCCO, KFMB, K106, WMAZ, WRVA, KKPL, WEIM, WSKI, WGSV, WAHR, WMT-FM, WBOW.

### TEMPTATIONS "My Love Is True (Truly For You)" (Gordy/Motown) 41/11

Rotations: Heavy 0/0, Medium 14/2, Light 27/9, Total Adds 11, WCCO, KEY103, WAVE, WMGN, WISN, WHNN, KBEST, KPL, WTKO, KORQ, WCHV. Medium: WPIX, WLTS, WMAZ, KELT, WNNR, WEIM, WSKI, WKYX, WFFX, WCIL, KQSW, KALE.

### DANNY O'KEEFE "Someday" (Coldwater) 37/11

Rotations: Heavy 0/0, Medium 10/4, Light 27/7, Total Adds 11, WMAZ, WSFL, WRVA, KIOA, WISN, WHNN, KORQ, WCHV, WFFX, WBOW, KQSW. Medium: WCCO, WEIM, WSKI, WJON, KRSB.

### TEARS FOR FEARS "Everybody Wants To Rule The World" (Mercury/PolyGram) 36/10

Rotations: Heavy 0/0, Medium 10/1, Light 26/9, Total Adds 10, WICC, KEY103, WNAM, WMGN, KORQ, WORG, WCIL, WBOW, KKLTV, KALE. Medium: KVL-FM, WMAZ, KWAV, WNNR, WEIM, WSKI, WCHV, WKYX, WFFX.

## SIGNIFICANT ACTION

### ✓ ERIC CARMEN "I'm Through With Love" (Geffen) 28/28

Rotations: Heavy 0/0, Medium 6/6, Light 22/22, Total Adds 28, WFBR, WCCO, WAEB, WGY, K106, WMAZ, WSFL, WAVE, WHBY, KWAV, KSL, WNNR, WEIM, WTKO, WSKI, WPPA, WSKY, WCKQ, WCHV, WAGE, WORG, WKYX, KFSB, KFQD, KKLTV, KTWO, KRSB, KMGQ.

### ALISON MOYET "Invisible" (Columbia) 27/1

Rotations: Heavy 0/0, Medium 10/0, Light 17/1, Total Adds 1, WICC. Medium: WCCO, WMAZ, WTRX, WMGN, WSKI, WTYL, KKLTV, KQSW, KRSB, KALE.

### JOHN FOGERTY "Rock And Roll Girls" (WB) 26/1

Rotations: Heavy 3/0, Medium 11/0, Light 12/1, Total Adds 1, WKYE. Heavy: WKBW, WSFL, KALE. Medium: KMGW, WICC, WNAM, WENS, KOIL, WNNR, WSKI, WSKY, WCKQ, KRLB, WFFX.

### MADONNA "Material Girl" (Sire/WB) 25/1

Rotations: Heavy 13/0, Medium 8/0, Light 4/1, Total Adds 1, KOIL. Heavy: WPJB, WOMC, KMGW, V100, WHAS, WENS, WMHE, KKUA, WPPA, WCKQ, KRLB, WKYX, KEEZ. Medium: Y97, KVL-FM, WNIC, K101, WICC, WMAZ, WTNV, WSKY.

### CRYSTAL GAYLE "Nobody Wants To Be Alone" (WB) 24/8

Rotations: Heavy 3/1, Medium 6/1, Light 15/6, Total Adds 8, WBT, WISN, WNNR, WSKI, KRLB, WJON, WBOW, KQSW. Heavy: WTKO, WAHR. Medium: WCCO, WMAZ, WRVA, KSL, WEIM.

### ELAINE PAIGE & BARBARA DICKSON "I Know Him So Well" (RCA) 23/1

Rotations: Heavy 1/0, Medium 6/0, Light 16/1, Total Adds 1, KTWO. Heavy: WEIM. Medium: WCCO, WMAZ, WRVA, KSL, WAGE, KRSB.

### GLENN FREY "The Heat Is On" (MCA) 23/1

Rotations: Heavy 5/0, Medium 16/1, Light 2/0, Total Adds 1, WTVN. Heavy: 97AIA, WKYE, KKUA, WCHV, KKLTV. Medium: Y97, WPJB, KVL-FM, WTVN, WOMC, KS94, KYKY, KMGW, KCNR, B100, WRAL, WAVE, WENS, KRAV, KVVU, WTNV.

### PRINCE "Take Me With U" (WB) 21/1

Rotations: Heavy 4/0, Medium 9/0, Light 8/1, Total Adds 1, WTRX. Heavy: WPPA, WCKQ, WKYX, KKLTV. Medium: KVL-FM, 2WD, KMGW, KOST, V100, WKJJ, WSFL, WMGN, KTYL.

### ✓ JAKATA "Golden Girl" (Motown) 19/18

Rotations: Heavy 0/0, Medium 1/1, Light 18/17, Total Adds 18, WMAZ, WNAM, WNNR, WEIM, WSKI, KORQ, WSKY, WGSV, WAGE, WKYX, WZLQ, WFFX, WCIL, WMT-FM, WXUS, KEEZ, WJON, KRSB.

### ✓ VAN MORRISON "Tore Down A La Rumba" (Mercury/PolyGram) 18/16

Rotations: Heavy 0/0, Medium 0/0, Light 18/16, Total Adds 16, WCCO, WAVE, WNNR, WEIM, WSKI, WSKY, WZLQ, WFFX, KTYL, WMT-FM, KFSB, KEEZ, KQSW, KRSB, KMGQ, KALE.

### SURVIVOR "High On You" (Scotti Bros./CBS) 18/1

Rotations: Heavy 4/0, Medium 8/1, Light 6/0, Total Adds 1, KLSI. Heavy: WPJB, 2WD, WLTT, KKLTV. Medium: KVL-FM, WHAS, WKJJ, WMHE, KKUA, KRLB, KALE.

### MURRAY HEAD "One Night In Bangkok" (RCA) 17/4

Rotations: Heavy 3/0, Medium 9/2, Light 5/2, Total Adds 4, KMGW, KWAV, WORG, KFSB. Heavy: WKYX, KTYL, KQSW. Medium: KVL-FM, V100, WSKI, KKLTV, KALE.

### KENNY LOGGINS "Vox Humana" (Columbia) 17/3

Rotations: Heavy 0/0, Medium 5/1, Light 12/2, Total Adds 3, KVL-FM, WENS, WKYX. Medium: WAVE, WPPA, KTYL, KALE.

### ERIC CLAPTON "Forever Man" (WB) 17/2

Rotations: Heavy 1/0, Medium 5/1, Light 11/1, Total Adds 2, WNAM, WSKY. Heavy: WCKQ. Medium: V100, WKJJ, WAVE, KALE.

### JACK WAGNER "Lady Of My Heart" (Qwest/WB) 15/14

Rotations: Heavy 0/0, Medium 1/1, Light 14/13, Total Adds 14, WCCO, WMAZ, WNNR, WEIM, WKNE, WSKI, KORQ, WAGE, WORG, WCIL, WMT-FM, KFSB, KTWO, KRSB, KMGQ.

# ICADS & OTS

## EAST

### PARALLEL ONE

WFBF/Baltimore  
Bob Moko

WARWICK & B.MANIL  
REO SPEEDWAGON  
ERIC CARMEN  
Hottest:  
PHIL COLLINS  
COMMODORES  
DEBARGE  
USA FOR AFRICA  
MADONNA

WKWB/Buffalo  
Sandy Beach

HALL & OATES  
WHAM!  
REO SPEEDWAGON  
Hottest:  
BILLY JOEL  
BRUCE SPRINGSTEEN  
DEBARGE  
USA FOR AFRICA  
PHIL COLLINS  
MANHATTANS

WPIX/New York  
Anderson/Silverstein

DAN FOGELBERG  
BILLY OCEAN  
BAROLD FALTERMEYE  
WAR  
STANLEY JORDAN  
Hottest:  
DEBARGE  
USA FOR AFRICA  
BRUCE SPRINGSTEEN  
PHIL COLLINS  
MANHATTANS

WPTV/Pittsburgh  
Jay Cresswell

none  
Hottest:  
PHIL COLLINS  
DEBARGE  
BRUCE SPRINGSTEEN  
USA FOR AFRICA  
COMMODORES

WTAE/Pittsburgh  
Don Berns

none  
Hottest:  
BRUCE SPRINGSTEEN  
PHIL COLLINS  
USA FOR AFRICA  
MADONNA  
MURRAY HEAD

WWSW/Wisconsin  
Crows/Waltzel

none  
Hottest:  
REO SPEEDWAGON  
PHIL COLLINS  
FOREIGNER  
MANHATTANS  
DEBARGE  
MADONNA

WPJB/Providence  
Tom Hunter

BILLY OCEAN  
SADE  
KOO & THE GANG  
Hottest:  
MADONNA  
PHIL COLLINS  
MADONNA  
USA FOR AFRICA  
BRUCE SPRINGSTEEN

WPRO/Providence  
Tom Cuddy

SADE  
Hottest:  
PHIL COLLINS  
USA FOR AFRICA  
MADONNA  
MANHATTANS  
REO SPEEDWAGON  
JULIAN LENNON  
COMMODORES  
PHIL COLLINS

WLT/Washington D.C.  
Bob Cummings

DEBARGE  
MADONNA  
BRUCE SPRINGSTEEN  
Hottest:  
MANHATTANS  
REO SPEEDWAGON  
JULIAN LENNON  
COMMODORES  
PHIL COLLINS

### PARALLEL TWO

WCOM/Albany  
Knot/Holmberg

DAN FOGELBERG  
Hottest:  
PHIL COLLINS  
JULIAN LENNON  
REO SPEEDWAGON  
MADONNA  
DEBARGE

WAEI/Albany  
Neal Newman

DAN FOGELBERG  
REO SPEEDWAGON  
ERIC CARMEN  
WAR  
KENNY ROGERS  
JOHNNY GILL  
Hottest:  
COMMODORES  
PHIL COLLINS  
DAN HARTMAN  
MADONNA  
USA FOR AFRICA

WICC/Bridgeport  
Pantano/Broadin

BILLY OCEAN  
TEARS FOR FEARS  
ALISON MOYET  
WARWICK & B.MANIL  
REO SPEEDWAGON  
HALL & OATES  
DAN FOGELBERG  
Hottest:  
PHIL COLLINS  
COMMODORES  
MADONNA  
BRUCE SPRINGSTEEN  
USA FOR AFRICA

V100/Charleston  
Spence/Sousa

GEORGE BENSON  
SIMPLE MINDS  
HOWARD JONES  
POWER STATION  
Hottest:  
PHIL COLLINS  
MADONNA  
TEENA MARIE  
MADONNA  
DEBARGE

WEIM/Fitchburg  
Jack Raymond

WARWICK & B.MANIL  
DAVID LEE ROTH  
ERIC CARMEN  
JAKATA  
RAY CHARLES  
JACK WAGNER  
VAN MORRISON  
Hottest:  
PHIL COLLINS  
USA FOR AFRICA  
BRUCE SPRINGSTEEN  
BILLY OCEAN  
SADE

WTKO/Ithaca  
Wayne Flak

WARWICK & B.MANIL  
KOO & THE GANG  
HALL & OATES  
ERIC CARMEN  
TEMPERATIONS  
FOREIGNER  
Hottest:  
DOLLY PARTON  
DEBARGE  
ALABAMA  
MADONNA  
BILLY OCEAN

WKNE/Keene, NH  
Howard Corday

JACK WAGNER  
WARWICK & B.MANIL  
REO SPEEDWAGON  
FOREIGNER  
Hottest:  
BILLY OCEAN  
USA FOR AFRICA  
MADONNA  
JACK WAGNER  
WARWICK & B.MANIL  
REO SPEEDWAGON  
FOREIGNER  
Hottest:  
BILLY OCEAN  
USA FOR AFRICA  
MADONNA

WKYE/Johnstown, PA  
Farrow/Michaels

REO SPEEDWAGON  
WARWICK & B.MANIL  
KENNY ROGERS  
FOREIGNER  
Hottest:  
GLEN FREY  
PHIL COLLINS  
COMMODORES  
USA FOR AFRICA  
JULIAN LENNON

WQY/Schenectady  
Mike Neff

GEORGE BENSON  
ERIC CARMEN  
Hottest:  
PHIL COLLINS  
COMMODORES  
DEBARGE  
MANHATTANS  
MADONNA

WKGW/Utica-Rome  
Carpenter/Carr

BILLY OCEAN  
GREG PALMER  
HALL & OATES  
WAR  
Hottest:  
COMMODORES  
PHIL COLLINS  
DEBARGE  
DOLLY PARTON  
BARBARA STREISAND

WTAE/Pittsburgh  
Don Berns

none  
Hottest:  
BRUCE SPRINGSTEEN  
PHIL COLLINS  
USA FOR AFRICA  
MADONNA  
MURRAY HEAD

WWSW/Wisconsin  
Crows/Waltzel

none  
Hottest:  
REO SPEEDWAGON  
PHIL COLLINS  
FOREIGNER  
MANHATTANS  
DEBARGE  
MADONNA

WPJB/Providence  
Tom Hunter

BILLY OCEAN  
SADE  
KOO & THE GANG  
Hottest:  
MADONNA  
PHIL COLLINS  
MADONNA  
USA FOR AFRICA  
BRUCE SPRINGSTEEN

WPRO/Providence  
Tom Cuddy

SADE  
Hottest:  
PHIL COLLINS  
USA FOR AFRICA  
MADONNA  
MANHATTANS  
REO SPEEDWAGON  
JULIAN LENNON  
COMMODORES  
PHIL COLLINS

WLT/Washington D.C.  
Bob Cummings

DEBARGE  
MADONNA  
BRUCE SPRINGSTEEN  
Hottest:  
MANHATTANS  
REO SPEEDWAGON  
JULIAN LENNON  
COMMODORES  
PHIL COLLINS

### PARALLEL ONE

KKLT/Phoenix  
Church/Thomas

none  
Hottest:  
KENNY ROGERS  
PHIL COLLINS  
JULIAN LENNON  
PAUL HARDCASTLE

KHOW/Denver  
Hal Moore

BILLY OCEAN  
Hottest:  
PHIL COLLINS  
COMMODORES  
DEBARGE  
USA FOR AFRICA  
MADONNA

KMJJ/Denver  
Elliott/Brady

KOO & THE GANG  
CHICAGO  
PAUL HARDCASTLE  
Hottest:  
PHIL COLLINS  
USA FOR AFRICA  
KENNY ROGERS  
MANHATTANS  
COMMODORES

KMG/Los Angeles  
Ron Rodriguez

TEENA MARIE  
MURRAY HEAD  
FOREIGNER  
Hottest:  
MADONNA  
SADE  
DEBARGE  
MADONNA  
USA FOR AFRICA

KOST/Los Angeles  
Kaye/Marie

KOO & THE GANG  
Hottest:  
MADONNA  
REO SPEEDWAGON  
SADE  
MANHATTANS  
WHAM!

KFMB/San Diego  
Mark Larson

GEORGE BENSON  
JANICE PAYSON  
FOREIGNER  
WARWICK & B.MANIL  
Hottest:  
PHIL COLLINS  
DOLLY PARTON  
C  
COMMODORES  
BRUCE SPRINGSTEEN  
REO SPEEDWAGON

B100/San Diego  
Rich/Knight

none  
Hottest:  
DIANA ROSS  
PHIL COLLINS  
USA FOR AFRICA  
MADONNA  
JULIAN LENNON

KDKX/Eugene  
Buma/King

HALL & OATES  
WHAM!  
Hottest:  
DEBARGE  
SADE  
MADONNA  
USA FOR AFRICA  
GEORGE BENSON

## SOUTH

### PARALLEL ONE

WRMM/Atlanta  
Montell/Wyrostok

DAN FOGELBERG  
DEBARGE  
EARL KLUGH  
Hottest:  
WHAM!  
STEVE PERRY  
CHICAGO  
PHIL COLLINS  
FOREIGNER

WSB/Atlanta  
Greg Picciano

none  
Hottest:  
PHIL COLLINS  
COMMODORES  
DEBARGE  
DOLLY PARTON  
JANNEY STREET  
USA FOR AFRICA  
MADONNA

WSB-FM/Atlanta  
John Kelly

HAROLD FALTERMEYE  
KOO & THE GANG  
Hottest:  
DEBARGE  
USA FOR AFRICA  
BRUCE SPRINGSTEEN

KVIL/Dallas/Ft. Worth  
Chuck Rhodes

WHAM!  
KENNY LOGGINS  
DOLLY PARTON  
ALABAMA  
Hottest:  
REO SPEEDWAGON  
PHIL COLLINS  
COMMODORES  
BRUCE SPRINGSTEEN

97AIA/Miami  
Chris Gabie

WHAM!  
BRUCE SPRINGSTEEN  
Hottest:  
USA FOR AFRICA  
COMMODORES  
WHAM!  
PHIL COLLINS  
GLEN FREY

WLTN/New Orleans  
Mitchell/Klipartek

WARWICK & B.MANIL  
FOREIGNER  
WHAM!  
KENNY ROGERS  
Hottest:  
PHIL COLLINS  
COMMODORES  
USA FOR AFRICA  
BRUCE SPRINGSTEEN  
SADE

2WD/Norfolk  
Richardson/Allen

DAN FOGELBERG  
BILLY OCEAN  
Hottest:  
MADONNA  
JULIAN LENNON  
REO SPEEDWAGON  
COMMODORES  
PHIL COLLINS

W101/Tampa  
DeCarlo/Miller

DAN FOGELBERG  
BILLY OCEAN  
Hottest:  
PHIL COLLINS  
COMMODORES  
MADONNA  
BRUCE SPRINGSTEEN  
USA FOR AFRICA

WVZY/Jacksonville  
Fusner/Ryan

BILLY OCEAN  
WHAM!  
Hottest:  
BILLY JOEL  
REO SPEEDWAGON  
KENNY ROGERS  
PHIL COLLINS  
USA FOR AFRICA

WEZS/Richmond  
Dillon/Bevins

BRUCE SPRINGSTEEN  
TINA TURNER  
DAN HARTMAN  
Hottest:  
PHIL COLLINS  
COMMODORES  
DEBARGE  
USA FOR AFRICA  
MADONNA

KKUA/Honolulu  
Lila Miller

none  
Hottest:  
REO SPEEDWAGON  
MADONNA  
DAVID LEE ROTH  
JULIAN LENNON  
DEBARGE

KFII/Los Angeles  
Lebeau/Kiley

KOO & THE GANG  
BILLY OCEAN  
Hottest:  
MADONNA  
USA FOR AFRICA  
PHIL COLLINS  
BRUCE SPRINGSTEEN  
DEBARGE

KWAV/Monterey  
Michael Reading

ERIC CARMEN  
DAVID LEE ROTH  
MURRAY HEAD  
Hottest:  
USA FOR AFRICA  
BRUCE SPRINGSTEEN  
MADONNA  
SADE

KBOI/Boise  
Drew Harold

DAN FOGELBERG  
Hottest:  
PHIL COLLINS  
JULIAN LENNON  
COMMODORES  
REO SPEEDWAGON  
USA FOR AFRICA  
MADONNA

KVUU/Colorado Springs  
Irwin/Howard

KOO & THE GANG  
BILLY OCEAN  
REO SPEEDWAGON  
Hottest:  
DEBARGE  
PHIL COLLINS  
DIANA ROSS  
MADONNA  
BRUCE SPRINGSTEEN

KDKX/Eugene  
Buma/King

HALL & OATES  
WHAM!  
Hottest:  
DEBARGE  
SADE  
MADONNA  
USA FOR AFRICA  
GEORGE BENSON

### PARALLEL TWO

KEY103/Austin  
Adams/Jacobs

LINDA RONSTADT  
CHICAGO  
TEMPERATIONS  
REO SPEEDWAGON  
KENNY ROGERS  
TEARS FOR FEARS  
Hottest:  
PHIL COLLINS  
USA FOR AFRICA  
DEBARGE  
COMMODORES  
MADONNA

K106/Beaumont, TX  
James/Kasi

ERIC CARMEN  
WARWICK & B.MANIL  
JULES SHEAR  
Hottest:  
USA FOR AFRICA  
MADONNA  
SADIE  
WILLY OCEAN  
ALABAMA

WMLJ/Birmingham  
Thomas/Jenkins

DAN HARTMAN  
REO SPEEDWAGON  
WARWICK & B.MANIL  
Hottest:  
PHIL COLLINS  
JULIAN LENNON  
COMMODORES  
DEBARGE  
BILLY JOEL

WBTV/Charlotte  
Dave Bishop

KENNY ROGERS  
WARWICK & B.MANIL  
CRYSTAL GAYLE  
Hottest:  
COMMODORES  
DOLLY PARTON  
PHIL COLLINS  
SADE  
USA FOR AFRICA

WEZC/Charlotte  
Steve Sutton

BILLY OCEAN  
SADE  
Hottest:  
PHIL COLLINS  
COMMODORES  
USA FOR AFRICA  
DEBARGE  
BRUCE SPRINGSTEEN  
USA FOR AFRICA

WGOW/Chattanooga  
Mac/Dasson

GEORGE BENSON  
ALABAMA  
BILLY OCEAN  
WAR  
Hottest:  
COMMODORES  
PHIL COLLINS  
MANHATTANS  
MADONNA

CK101/Cocoa Beach  
Edwards/Phillips

TINA TURNER  
KOO & THE GANG  
WHAM!  
Hottest:  
MADONNA  
KOO & THE GANG  
GEORGE BENSON  
USA FOR AFRICA

W101/Tampa  
DeCarlo/Miller

DAN FOGELBERG  
BILLY OCEAN  
Hottest:  
PHIL COLLINS  
COMMODORES  
MADONNA  
BRUCE SPRINGSTEEN  
USA FOR AFRICA

WVZY/Jacksonville  
Fusner/Ryan

BILLY OCEAN  
WHAM!  
Hottest:  
BILLY JOEL  
REO SPEEDWAGON  
KENNY ROGERS  
PHIL COLLINS  
USA FOR AFRICA

WEZS/Richmond  
Dillon/Bevins

BRUCE SPRINGSTEEN  
TINA TURNER  
DAN HARTMAN  
Hottest:  
PHIL COLLINS  
COMMODORES  
DEBARGE  
USA FOR AFRICA  
MADONNA

KBST/San Diego  
Mitchell/Dean

GEORGE BENSON  
TEMPERATIONS  
TINA TURNER  
Hottest:  
REO SPEEDWAGON  
COMMODORES  
PHIL COLLINS  
USA FOR AFRICA  
BRUCE SPRINGSTEEN  
DEBARGE

KFIM/San Diego  
Mark Zegan

JOHNNY GILL  
Hottest:  
PHIL COLLINS  
JANNEY STREET  
USA FOR AFRICA  
GEORGE BENSON  
SADE

KKPL/Spokane  
Dan Allen

GEORGE BENSON  
REO SPEEDWAGON  
JANICE PAYSON  
Hottest:  
COMMODORES  
USA FOR AFRICA  
BRUCE SPRINGSTEEN  
BARBARA STREISAND

K99/Great Falls  
McShay/Keller

WHAM!  
HALL & OATES  
BILLY OCEAN  
Hottest:  
DEBARGE  
USA FOR AFRICA  
MADONNA  
BRUCE SPRINGSTEEN  
SADE

KFOD/Anchorage, AK  
Mike Ford

WARWICK & B.MANIL  
ERIC CARMEN  
BILLY OCEAN  
Hottest:  
DEBARGE  
MANHATTANS  
ERIC CARMEN  
REO SPEEDWAGON  
PHIL COLLINS

KSLU/Salt Lake City  
George Letch

KENNY ROGERS  
WARWICK & B.MANIL  
COMMODORES  
RONNIE MILSAP  
Hottest:  
ERIC CARMEN  
REO SPEEDWAGON  
JULIAN LENNON  
COMMODORES  
USA FOR AFRICA

WHAS/Louisville  
Doug McElvain

MADONNA  
COMMODORES  
ALABAMA  
REO SPEEDWAGON  
JULIAN LENNON  
BILLY JOEL  
MADONNA  
PHIL COLLINS

WKJL/Louisville  
Jill Meyer

GREG KINN  
WHAM!  
Hottest:  
PHIL COLLINS  
JULIAN LENNON  
BRUCE SPRINGSTEEN  
TINA TURNER

WRK/Louisville  
Jeff Crawford

Hottest:  
JULIAN LENNON  
PHIL COLLINS  
COMMODORES  
USA FOR AFRICA  
DEBARGE  
SADE

WMAZ/Macon  
Steve Murphy

DANNY O'KEEFE  
JAKATA  
WARWICK & B.MANIL  
ERIC CARMEN  
JACK WAGNER  
Hottest:  
MADONNA  
PHIL COLLINS  
USA FOR AFRICA  
MADONNA

WWRV/Memphis  
Jim Robertson

SADE  
Hottest:  
COMMODORES  
PHIL COLLINS  
USA FOR AFRICA  
MADONNA  
BRUCE SPRINGSTEEN

KELT/MAllen  
Griffin/Allen

WAR  
PAUL HARDCASTLE  
GEORGE BENSON  
JANICE PAYSON  
Hottest:  
MADONNA  
MADONNA  
DEBARGE  
REO SPEEDWAGON  
USA FOR AFRICA

WLCF/Memphis  
Nichols/Sargent

GEORGE BENSON  
KOO & THE GANG  
BRUCE SPRINGSTEEN  
Hottest:  
DEBARGE  
DIANA ROSS  
KENNY ROGERS  
USA FOR AFRICA

WSFL/New Bern  
Gary Lee

WARWICK & B.MANIL  
DANNY O'KEEFE  
DAVID LEE ROTH  
ERIC CARMEN  
CHIA KIAM  
Hottest:  
SADE  
MADONNA  
KOO & THE GANG  
GEORGE BENSON  
USA FOR AFRICA

610TV/Columbia  
FitzGerald/Jones

GLEN FREY  
GEORGE BENSON  
Hottest:  
REO SPEEDWAGON  
PHIL COLLINS  
COMMODORES  
DEBARGE  
DAN HARTMAN  
MADONNA

WFSX/Tallahassee  
Sander Walker

WARWICK & B.MANIL  
HALL & OATES  
DANNY O'KEEFE  
VAN MORRISON  
Hottest:  
PHIL COLLINS  
USA FOR AFRICA  
MADONNA

WGSV/Charlottesville  
Jackson/Bell

WARWICK & B.MANIL  
JAKATA  
Hottest:  
PHIL COLLINS  
JULIAN LENNON  
COMMODORES  
DEBARGE  
BRUCE SPRINGSTEEN  
USA FOR AFRICA

WVZY/Jacksonville  
Fusner/Ryan

BILLY OCEAN  
WHAM!  
Hottest:  
BILLY JOEL  
REO SPEEDWAGON  
KENNY ROGERS  
PHIL COLLINS  
USA FOR AFRICA

WEZS/Richmond  
Dillon/Bevins

BRUCE SPRINGSTEEN  
TINA TURNER  
DAN HARTMAN  
Hottest:  
PHIL COLLINS  
COMMODORES  
DEBARGE  
USA FOR AFRICA  
MADONNA

KBST/San Diego  
Mitchell/Dean

GEORGE BENSON  
TEMPERATIONS  
TINA TURNER  
Hottest:  
REO SPEEDWAGON  
COMMODORES  
PHIL COLLINS  
USA FOR AFRICA  
BRUCE SPRINGSTEEN  
DEBARGE

KFIM/San Diego  
Mark Zegan

JOHNNY GILL  
Hottest:  
PHIL COLLINS  
JANNEY STREET  
USA FOR AFRICA  
GEORGE BENSON  
SADE

KKPL/Spokane  
Dan Allen

GEORGE BENSON  
REO SPEEDWAGON  
JANICE PAYSON  
Hottest:  
COMMODORES  
USA FOR AFRICA  
BRUCE SPRINGSTEEN  
BARBARA STREISAND

K99/Great Falls  
McShay/Keller

WHAM!  
HALL & OATES  
BILLY OCEAN  
Hottest:  
DEBARGE  
USA FOR AFRICA  
MADONNA  
BRUCE SPRINGSTEEN  
SADE

KFOD/Anchorage, AK  
Mike Ford

WARWICK & B.MANIL  
ERIC CARMEN  
BILLY OCEAN  
Hottest:  
DEBARGE  
MANHATTANS  
ERIC CARMEN  
REO SPEEDWAGON  
PHIL COLLINS

KSLU/Salt Lake City  
George Letch

KENNY ROGERS  
WARWICK & B.MANIL  
COMMODORES  
RONNIE MILSAP  
Hottest:  
ERIC CARMEN  
REO SPEEDWAGON  
JULIAN LENNON  
COMMODORES  
USA FOR AFRICA

## MIDWEST

### PARALLEL ONE

WCLF/Chicago  
DeYoung/Mayzel

none  
Hottest:  
KENNY ROGERS  
PHIL COLLINS  
JULIAN LENNON  
USA FOR AFRICA  
DEBARGE

5SKRC/Cincinnati  
Dave Mason

none  
Hottest:  
USA FOR AFRICA  
PHIL COLLINS  
JULIAN LENNON  
COMMODORES

WLLT/Cincinnati  
Dickie Shannon

MANHATTANS  
HALL & OATES  
BILLY OCEAN  
GEORGE BENSON  
KENNY ROGERS  
PHIL COLLINS  
WHAM!

WARM88/Cincinnati  
Mark Tipton

EARL KLUGH  
Hottest:  
WHAM!  
PHIL COLLINS  
REO SPEEDWAGON  
MADONNA

WLTFC/Cleveland  
Popovich/Wilson

none  
Hottest:  
BILLY JOEL  
JULIAN LENNON  
REO SPEEDWAGON  
WHAM!  
PHILIP BAILEY

WMLJ/Cleveland  
Tarcossa/Ivers

BILLY OCEAN  
Hottest:  
PHIL COLLINS  
JULIAN LENNON  
COMMODORES  
BRUCE SPRINGSTEEN

WSNY/Columbus, OH  
Harry Lyles

BILLY OCEAN  
HALL & OATES  
LINDA RONSTADT  
Hottest:  
KOO & THE GANG  
PHIL COLLINS  
MADONNA  
USA FOR AFRICA

WNAM/Appleton-Oshkosh  
Bennett/Collins

NYLONS  
JAKATA  
TEARS FOR FEARS  
REO SPEEDWAGON  
ERIC CLAPTON  
Hottest:  
JULIAN LENNON  
PHIL COLLINS  
DAN HARTMAN  
TINA TURNER  
BRUCE SPRINGSTEEN

WHBC/Canton  
Mike Dorn

BRUCE SPRINGSTEEN  
DAN FOGELBERG  
JOHNNY GILL  
HALL & OATES  
Hottest:  
PHIL COLLINS  
DEBARGE  
DAN HARTMAN

# AOR ALBUMS

Three Weeks Last  
Weeks Weeks Week

153 REPORTS

MARCH 29, 1985

							Total Reports	Hot Rotation	Medium Rotation	Total Adds All Rotations
1	2	1	<b>1</b>	<b>PHIL COLLINS</b> /No Jacket Required (Atlantic)	"Inside" (84) "Night" (61) "Don't Lose" (53)	152 = 135 - 17 + 1 +				
-	6	3	<b>2</b>	<b>ERIC CLAPTON</b> /Behind The Sun (WB)	"Forever" (146) "Waiting" (97) "See What" (38)	148 - 138 + 10 - 0 -				
<b>DEBUT</b>			<b>3</b>	<b>TOM PETTY &amp; THE HEARTBREAKERS</b> /Southern Accents (MCA)	"Don't Come" (149) "Rebels" (93) "Nothin'" (46)	150 133 17 2				
2	1	2	<b>4</b>	<b>MICK JAGGER</b> /She's The Boss (Columbia)	"Lonely" (123) "Just" (97) "Lucky" (33)	150 - 126 - 24 + 0 =				
5	5	5	<b>5</b>	<b>JOHN FOGERTY</b> /Centerfield (WB)	"Rock And Roll" (118) "Centerfield" (108) "T.V." (13)	144 + 122 - 22 + 4 +				
13	9	7	<b>6</b>	<b>THE BREAKFAST CLUB</b> /Soundtrack (A&M)	"Don't You" (148) "Twilight" (21)	148 + 120 + 27 - 5 +				
3	3	4	<b>7</b>	<b>FIRM</b> /The Firm (Atlantic)	"Radioactive" (111) "Satisfaction" (83) "Closer" (71)	141 - 119 - 21 + 1 =				
4	4	6	<b>8</b>	<b>DON HENLEY</b> /Building The Perfect Beast (Geffen)	"All She Wants" (118) "Drivin'" (44) "Sunset" (15)	134 - 117 - 14 + 6 +				
-	17	12	<b>9</b>	<b>TEARS FOR FEARS</b> /Songs From The Big Chair (Mercury/PG)	"Everybody" (142) "Shout" (13)	144 + 70 + 71 - 7 -				
8	8	8	<b>10</b>	<b>FOREIGNER</b> /Agent Provocateur (Atlantic)	"Yesterday" (118)	127 - 95 - 32 - 0 -				
6	7	9	<b>11</b>	<b>BRUCE SPRINGSTEEN</b> /Born In The U.S.A. (Columbia)	"I'm On Fire" (114)	115 - 95 - 20 - 1 +				
12	12	10	<b>12</b>	<b>SANTANA</b> /Beyond Appearances (Columbia)	"Say It Again" (97) "Breaking Out" (44)	125 - 67 = 58 - 1 -				
22	16	13	<b>13</b>	<b>CHICAGO</b> /Chicago 17 (Full Moon/WB)	"Along Comes" (102)	102 - 80 + 22 - 1 -				
25	21	15	<b>14</b>	<b>VAN MORRISON</b> /A Sense Of Wonder (Mercury/PG)	"Tore Down" (114)	118 - 28 + 88 - 5 -				
34	27	20	<b>15</b>	<b>FIONA</b> /Fiona (Atlantic)	"Talk To Me" (119)	122 + 12 + 108 + 9 -				
10	10	11	<b>16</b>	<b>ALAN PARSONS PROJECT</b> /Vulture Culture (Arista)	"Let's Talk" (77) "Days Are Numbers" (29)	102 - 40 - 61 - 3 +				
19	19	18	<b>17</b>	<b>GEORGE THOROGOOD &amp; THE DESTROYERS</b> /Maverick (EMI America)	"I Drink Alone" (101) "Gear Jammer" (13)	107 + 27 + 79 + 4 -				
9	13	14	<b>18</b>	<b>BRYAN ADAMS</b> /Reckless (A&M)	"Somebody" (57) "It's Only Love" (14)	81 - 51 - 30 + 3 +				
20	22	21	<b>19</b>	<b>LOS LOBOS</b> /How Will The Wolf Survive? (Slash/WB)	"Will The Wolf?" (97)	98 - 23 = 71 - 6 -				
14	14	16	<b>20</b>	<b>DAVID LEE ROTH</b> /Crazy From The Heat (WB)	"Just A Gigolo" (77) "Easy Street" (32)	89 - 33 - 54 - 2 -				
<b>DEBUT</b>			<b>21</b>	<b>VAN-ZANT</b> /Van-Zant (Network/Geffen)	"I'm A Fighter" (94)	100 5 84 30				
18	18	19	<b>22</b>	<b>GREG KIHN</b> /Citizen Kihn (EMI America)	"Lucky" (80)	83 - 28 - 55 - 0 -				
35	40	29	<b>23</b>	<b>REO SPEEDWAGON</b> /Wheels Are Turnin' (Epic)	"One Lonely Night" (80) "Can't Fight" (17)	91 + 17 + 69 + 28 +				
26	25	24	<b>24</b>	<b>GARY O'</b> /Strange Behavior (RCA)	"Shades Of '45" (72)	72 - 13 = 59 - 0 -				
<b>DEBUT</b>			<b>25</b>	<b>KATRINA &amp; THE WAVES</b> /Katrina & The Waves (Capitol)	"Walking On Sunshine" (78)	81 10 65 20				
<b>DEBUT</b>			<b>26</b>	<b>HOWARD JONES</b> /Dream Into Action (Elektra)	"Things" (74)	74 13 57 11				
11	15	22	<b>27</b>	<b>VISION QUEST</b> /Soundtrack (Geffen)	"Hungry" (33) "Young" (24) "Crazy" (12)	64 - 25 - 39 - 2 +				
17	23	23	<b>28</b>	<b>DEEP PURPLE</b> /Perfect Strangers (Mercury/PG)	"Nobody" (53) "Knocking" (10) "Perfect" (10)	59 - 16 - 43 - 0 -				
36	34	30	<b>29</b>	<b>U2</b> /The Unforgettable Fire (Island)	"Homecoming" (62)	66 + 12 = 52 + 3 -				
28	28	26	<b>30</b>	<b>JOHN PARR</b> /John Parr (Atlantic)	"Magical" (59)	66 - 7 - 58 - 5 +				
-	-	39	<b>31</b>	<b>JASON &amp; THE SCORCHERS</b> /Lost And Found (EMI America)	"White Lies" (69)	72 + 3 = 65 + 19 +				
40	38	36	<b>32</b>	<b>MOUNTAIN</b> /Go For Your Life (Scotti Bros./CBS)	"Hard Times" (66)	70 + 2 = 67 + 9 -				
15	20	25	<b>33</b>	<b>TRIUMPH</b> /Thunder Seven (MCA)	"Follow Your Heart" (42) "Killing Time" (10)	52 - 19 = 33 - 2 -				
<b>DEBUT</b>			<b>34</b>	<b>PORKY'S REVENGE</b> /Soundtrack (Columbia)	"I Don't Want To" (35) "High School" (26)	65 + 8 + 42 + 28 =				
-	-	38	<b>35</b>	<b>HALL &amp; OATES</b> /Big Bam Boom (RCA)	"Some Things" (60)	61 + 13 = 47 + 9 -				
7	11	17	<b>36</b>	<b>FALCON &amp; THE SNOWMAN</b> /Soundtrack (EMI America)	"America" (51)	51 - 19 - 32 - 0 =				
37	36	37	<b>37</b>	<b>MICHAEL BOLTON</b> /Everybody's Crazy (Columbia)	"Everybody's Crazy" (50)	52 - 3 - 48 = 6 +				
29	33	33	<b>38</b>	<b>AUTOGRAPH</b> /Sign In Please (RCA)	"Girlfriend's" (29) "Radio" (19)	49 - 8 = 41 - 2 -				
16	26	28	<b>39</b>	<b>CARS</b> /Heartbeat City (Elektra)	"Why Can't I Have You" (37)	39 - 13 - 26 - 1 =				
<b>DEBUT</b>			<b>40</b>	<b>GIUFFRIA</b> /Giuffria (Camel/MCA)	"Lonely In Love" (49)	51 + 5 + 42 + 13 -				

## BREAKERS

**TOM PETTY & THE HEARTBREAKERS**  
Southern Accents (MCA)

98% of our reporters on it. 150/2 with adds at: KMJX, KTCZ. Debuts at #3 on the Albums chart.

**VAN-ZANT**  
Van-Zant (Network/Geffen)

65% of our reporters on it. 100/30 including adds at: WKLS, KSHE, KOME, WOUR, WOOS, WSKS. Debuts at #21 on the Albums chart.

**KATRINA & THE WAVES**  
Katrina & The Waves (Capitol)

53% of our reporters on it. 81/20 including adds at: WNEW, WDVE, KTXQ, WCMF, WIMZ, WKDF, KPOI. Debuts at #25 on the Albums chart.

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**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.

## REFUGEE



### AFFAIRS IN BABYLON

BFV 41493

their debut album featuring  
**"Exiles In The Dark"**

Second place prize in the  
**REFUGEE GREEN CARD CONTEST** goes to  
#321 KEN MARTIN of KZEL wins CD unit

**ATTENTION AOR PROGRAMMERS:**

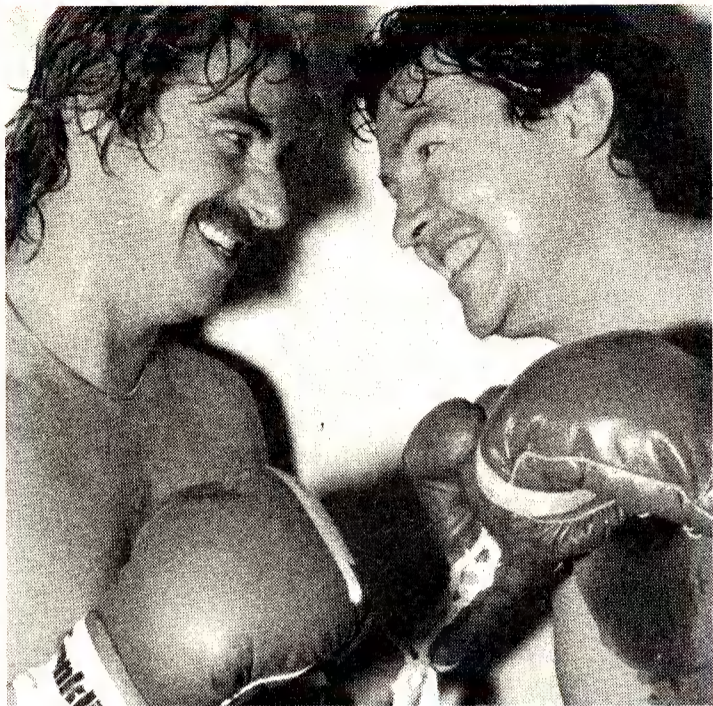
If you have not received your green card,  
call Kevin Sutter at 1-800-221-8787.

Grand prize trip for two to be refugees in a  
secret foreign country will be announced week of 4/15.

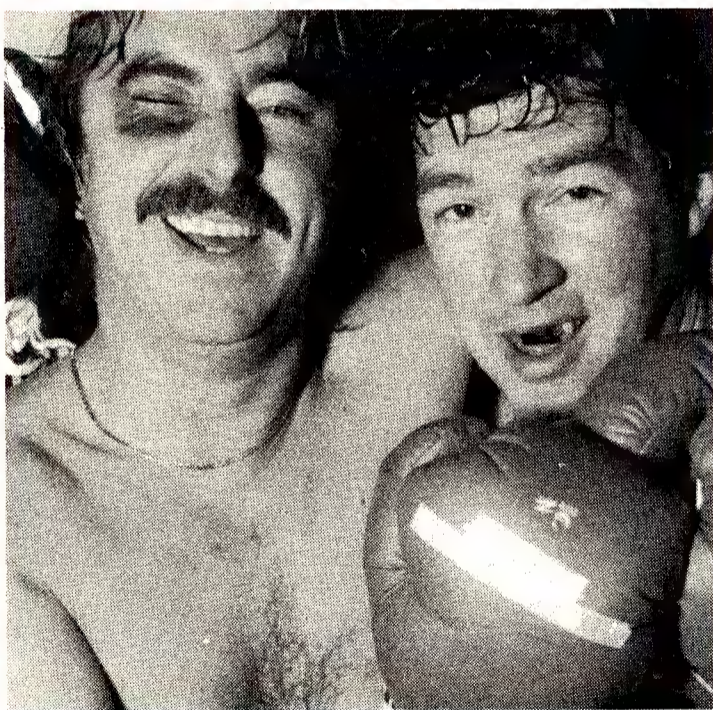


Chrysalis  
Records & Cassettes

# THE ONE/TWO COMBINATION



## VAN-ZANT K.O.'S RADIO WITH DOUBLE BREAKER



## "I'M A FIGHTER"

FROM THE GEFLEN/NETWORK ALBUM,  
VAN-ZANT (GHS/M5G 24059)

**AOR ALBUMS DEBUT 21**

**AOR TRACKS DEBUT 25**



PRODUCED BY: RODNEY MILLS

MANAGEMENT: GROUND CONTROL  
MANAGEMENT, INC. GEORGE CAPPELLINI



# AOR ALBUMS

## MOST ADDED

- GRAHAM PARKER & THE SHOT (39)**  
Steady Nerves (Elektra)
- VAN-ZANT (30)**  
Van-Zant (Network/Geffen)
- PORKY'S REVENGE (28)**  
Soundtrack (Columbia)
- REO SPEEDWAGON (28)**  
Wheels Are Turnin' (Epic)
- KATRINA & THE WAVES (20)**  
Katrina & The Waves (Capitol)

## HOTTEST

- ERIC CLAPTON (138)**  
Behind The Sun (WB)
- PHIL COLLINS (135)**  
No Jacket Required (Atlantic)
- TOM PETTY & THE HEARTBREAKERS (133)**  
Southern Accents (MCA)
- MICK JAGGER (126)**  
She's The Boss (Columbia)
- JOHN FOGERTY (122)**  
Centerfield (WB)

## NEW & ACTIVE

- DOKKEN/Tooth And Nail (Elektra) 48/11 (41/13)**  
Adds: KGON, WOUR, KNCN, KXZL, WXLN, WWCT, KRSP, WRKI, KFMQ. Hots: 7 WHJY, KSRR, WAQX, KISS, WSKS, KFMG, KILQ. Mediums: 34 include WBCN, WEBN, WRIF, WQFM, KSHE, KGB.
- JULIAN LENNON/Valotte (Atlantic) 44/8 (42/7)**  
Adds: WBAB, WNEW, WEZX, WOUR, KLB, KMOD, WZEW, WCPZ. Hots: 6 include WQFM, KMET, WIBA, KRSP. Mediums: 34 include WIYY, WBCN, WMMR, WYSP, WHJY, WYNF, KSHE.
- REFUGEE/Affairs In Babylon (Chrysalis) 43/15 (0/0)**  
Adds include WYSP, WYNF, WLLZ, WDIZ, KQDS, KKDJ, KLPX, WGIR. Hots: 2 WOOS, WBSW. Mediums: 37 include WHJY, KSRR, KSHE, WEZX, WOUR, WAAF, KISS, KATT.
- ALISON MOYET/Air (Columbia) 42/11 (35/5)**  
Adds include WBCN, WYSP, WZZO, WHEB, WEZX, KXZL, KLPX. Hots: 13 include CHOM, CHUM, WXRT, 91X, CFOX, WLIR. Mediums: 22 include WBAB, WMMS, WQFM, KBCO, KAZY, KROQ.
- GRAHAM PARKER & THE SHOT/Steady Nerves (Elektra) 39/39 (0/0)**  
Adds include WBCN, WHJY, KBCO, KAZY, 91X, WAPL, KKDJ. Hots: 1 WLIR. Mediums: 18 include WYSP, WXRT, WCCC, WOUR, WAAF.
- JOAN ARMATRADING/Secret Secrets (A&M) 35/3 (36/3)**  
Adds: WPYX, WZEW, WCXT. Hots: 15 include KBCO, KAZY, WHFS, WDHA, WPLR. Mediums: 18 include WBAB, WXRT, WAQY, WBLM, WWWV, KTYD.
- GO WEST/Go West (Chrysalis) 34/3 (36/2)**  
Adds: WLUP, CFOX, KGGO. Hots: 11 include WBCN, WDHA, WLIR, WPLR, WARX, KLYV. Mediums: 23 include WBAB, WXRT, WMMS, KROQ, WAQY, WOUR, WWWV.
- ANIMATION/Animation (Mercury/PolyGram) 33/7 (27/2)**  
Adds: WHJY, KQRS, KSHE, WAQY, KGGO, WWCK, WWCT. Hots: 8 WSHE, WMMS, WZZO, WHMD, WZEW, KLYV, WBSW, KFMF. Mediums: 19 include WXRT, KBCO, WIMZ, WBLM, WWWV.
- BLASTERS/Hard Line (Slash/WB) 31/4 (30/4)**  
Adds: WBCN, 91X, KMOD, KUFO. Hots: 3 KBCO, WHFS, WLIR. Mediums: 26 include WXRT, KAZY, KROQ, KILQ, KKDJ, KTYD.
- SADE/Diamond Life (Portrait/CBS) 25/2 (24/3)**  
Adds: CFOX, WDHA. Hots: 11 include WXRT, KBCO, KAZY, WHFS, WLIR, WZEW. Mediums: 14 include WBCN, WBAB, WMMS, KDKB, KQAK, KLYV.
- GENERAL PUBLIC/All The Rage (IRS/A&M) 22/2 (23/4)**  
Adds: WAAF, KOZZ. Hots: 8 WBCN, WXRT, KROQ, 91X, KQAK, WLIR, WIZN, KTCL. Mediums: 14 include WSHE, WLUP, WHFS, WQBK, WBSW, KTYD.
- STRANGLERS/Aural Sculpture (Epic) 21/1 (20/1)**  
Adds: WCPZ. Hots: 10 WXRT, KBCO, 91X, KQAK, CHEZ, KLB, CITI, KFMF, KTCL, KRQU. Mediums: 10 include KAZY, KROQ, WHFS, WLIR, KLAQ.
- JOHN HIATT/Warming Up To The Ice Age (Geffen) 20/2 (20/1)**  
Adds: WPLR, KNCN. Hots: 4 KBCO, CHEZ, KMBY, KVRE. Mediums: 15 include WXRT, KROQ, WHFS, KOMP, WWWV.
- TIL TUESDAY/Voices Carry (Epic) 19/4 (14/2)**  
Adds: WSHE, WHFS, WPLR, KMBY. Hots: 4 WBCN, WLIR, WAAF, KRQU. Mediums: 12 include WHJY, 91X, WAQY, WGIR, WBLM.
- CHESS/Soundtrack (RCA) 19/3 (18/4)**  
Adds: WRCN, WBLM, WHMD. Hots: 3 WXRT, KROQ, K97. Mediums: 15 include WMMS, KBCO, WKLC, WIMZ, KTYD.
- STREETS/Crimes In Mind (Atlantic) 18/2 (25/9)**  
Adds: KLB, KISS. Hots: 2 WLLZ, WQFM. Mediums: 15 include WDVE, WRIF, WEZX, WAPL, WOOS, KATT.
- NIK KERSHAW/The Riddle (MCA) 17/6 (0/0)**  
Adds: WXRT, 91X, WOUR, WZEW, KTCL, KRVE. Hots: 2, WLIR, CHEZ. Mediums: 13 include KBCO, KAZY, WPLR, WCPZ.
- FRANKIE GOES TO HOLLYWOOD/Welcome To The Pleasure Dome (ZTT/Island) 16/5 (16/0)**  
Adds: CHUM, WSHE, KXZL, WSKS, WCPZ. Hots: 5 include WCMF, KNCN, WIMZ, KLYV. Mediums: 10 include KMJX, KGGO, KKDJ, WIZN, KVRE.
- BRUCE COCKBURN/Stealing Fire (Gold Mtn./A&M) 16/5 (16/7)**  
Adds: CHUM, KLAQ, KWXL, WCPZ, KOZZ. Hots: 2 KSPN, KVRE. Mediums: 12 include WRCN, WHEB, KFMG, KFMX.
- ANGEL CITY/Two Minute Warning (MCA) 16/4 (15/1)**  
Adds: WYSP, WHJY, KGB, WWWV. Hots: 3 WQFM, KISS, CITI. Mediums: 9 include WEBN, WRIF, KGON, WOUR.
- KEEL/The Right To Rock (Gold Mtn./A&M) 15/3 (16/6)**  
Adds: WRCN, WAQX. Hots: 0. Mediums: 13 include WBCN, WQFM, WKDF, KISS, KATT, KTYD.
- FLASH AND THE PAN/Early Morning Wake Up (Epic) 15/2 (13/0)**  
Adds: WSHE, KRQU. Hots: 6 KBCO, KAZY, KROQ, CHEZ, WIZN, KTCL. Mediums: 8 include WXRT, KQAK, WZEW, KSPN.

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**NEW & ACTIVE** — Records building 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 TRACKS

Three Weeks Last  
Weeks Week

## 153 REPORTS

Three Weeks Last Weeks Week	Total	Hot	Medium	Total Adds
4 1 1	146	135+	11-	0-
14 4 2	149	132+	17-	1-
11 9 3	148	120+	27-	5+
3 2 4	118	109-	9-	0-
37 20 11	142	67+	72-	8-
6 5 5	118	100-	18=	0-
7 7 9	114	95+	19-	1-
9 8 8	118	92+	26-	0-
2 3 6	111	85-	26+	0-
16 11 10	123	60=	62-	3-
1 6 7	97	85-	12-	2+
22 16 12	102	80+	22-	1-
53 39 21	108	47+	59+	19-
30 22 16	114	27+	85-	5-
43 31 19	119	11+	106+	9-
13 13 13	97	57-	40-	1+
- 45 26	114	23+	86-	11-
DEBUT	93	43	41	93
- 54 30	97	40+	53+	21-
32 27 23	101	25=	75+	5-
38 34 29	84	46+	37-	9=
24 23 22	97	23+	71-	5-
35 30 28	83	41+	41-	8=
- 25 17	85	40-	43-	7-
- - 35	94	5+	81+	25-
10 14 14	77	31-	46-	0-
8 12 15	61	53-	8-	0=
20 18 24	80	28-	52-	0-
- 47 34	77	28+	49-	8-
- 60 40	77	26+	49+	15-
21 19 25	71	29-	42-	2-
12 15 20	57	45-	12-	1=
27 26 27	72	13=	59-	0-
- - 60	80	12+	63+	32+
- - 48	78	10+	63+	17-
- - 45	74	13+	57+	11-
- - 54	69	3=	62+	20+
59 49 41	62	11=	49+	2-
47 43 42	53	21=	32+	5+
57 51 46	66	2=	62+	8-
39 38 38	59	5-	53+	6+
25 24 31	53	10-	43-	0-
46 46 55	45	29+	15+	9+
5 10 18	51	19-	32-	0=
- 57 53	60	13=	46+	9-
41 44 47	41	19-	22-	2-
44 48 50	50	3-	46=	6+
DEBUT	44	19+	22+	22+
DEBUT	46	17	23	46
18 21 32	42	15-	27-	3+
DEBUT	48	7+	34+	11-
19 29 36	37	13-	24-	1=
DEBUT	44	14+	28+	11-
DEBUT	49	4+	41+	15-
23 28 37	45	5-	40-	0-
34 36 39	43	5=	38-	0=
45 41 44	34	22-	12-	1-
42 53 57	45	7+	36-	3-
DEBUT	38	10-	27+	10-
52 50 56	33	17-	14-	2-

# BREAKERS

**VAN-ZANT**  
I'm A Fighter (Network/Geffen)  
61% of our reporters on it. 94/25 including adds at: KSHE, KOME, WOUR, WOOS, KATT, KRSP. Moves 35-25 on the Tracks chart.

**TOM PETTY & THE HEARTBREAKERS**  
Rebels (MCA)  
61% of our reporters on it. 93/93 including adds at: WNEW, WMMR, DC101, WMMS, KLOS, KMET, KGB, KFOG. Debuts at #18 on the Tracks chart.

**PHIL COLLINS**  
Inside Out (Atlantic)  
55% of our reporters on it. 84/9 including adds at: WBAB, KYYS, KGB, KISS, CITI, WIZN, WWWV. Moves 29-21 on the Tracks chart.

**FIRM**  
Satisfaction (Atlantic)  
54% of our reporters on it. 83/8 with adds at: KISW, WIMZ, WQMF, KISS, WAPL, KATT, WBSW, KMBY. Moves 28-23 on the Tracks chart.

**REO SPEEDWAGON**  
One Lonely Night (Epic)  
52% of our reporters on it. 80/32 with adds at: WIYY, WYSP, WHJY, WLVO, WRIF, KYYS, KISW. Moves 60-34 on the Tracks chart.

**KATRINA & THE WAVES**  
Walking On Sunshine (Capitol)  
51% of our reporters on it. 78/17 with adds at: WNEW, WZZO, WCMF, WIMZ, WKDF, KPOI. Moves 48-35 on the Tracks chart.

**DAVID LEE ROTH**  
Just A Gigolo/ Ain't Got Nobody (WB)  
50% of our reporters on it. 77/15 with adds at: WPLR, WCMF, KNCN, WOOS, WTUE, KZEL, KPOI. Moves 40-30 on the Tracks chart.

**POWER STATION**  
Some Like It Hot (Capitol)  
50% of our reporters on it. 77/8 with adds at: CFOX, WZZO, WCMF, KNCN, WXLX, KZEL, KOMP, KFMM. Moves 34-29 on the Tracks chart.

## NEW & ACTIVE

**REFUGEE "Exiles In The Dark" (Chrysalis) 43/15 (33/18)**  
Adds include WYSP, WYNF, WLLZ, WDIZ, KQDS, KKDJ, KLPX, WGIR. Hots: 2 WOOS, WBSW. Mediums: 37 include WHJY, KSRR, KSHE, WAQX, WAAF, KATT.

**ALISON MOYET "Invisible" (Columbia) 37/10 (3/10)**  
Adds include WYSP, WZZO, WHEB, WEZX, KXZL, KLPX, WRUF. Hots: 11 include CHOM, CHUM, WXRT, 91X, CFOX, WLIR, CITI. Mediums: 20 include WBAB, WMMS, WQFM, KBCO, KDKB, WWWV.

**GEORGE HARRISON "I Don't Want To Do It" (Columbia) 35/18 (21/15)**  
Adds include WNEW, WXRT, KILQ, KRSP, WGIR, WWWV, WRUF. Hots: 4 WBCN, KAZY, WDHA, KRQU. Mediums: 22 include WBAB, WMMR, KBCO, KMET, KFOG, WDIZ.

**ANIMATION "Obsession" (Mercury/PolyGram) 33/7 (27/2)**  
Adds: WHJY, KQRS, KSHE, WAQY, KGGO, WWCK, WWCT. Hots: 8 WSHE, WMMS, WZZO, WHMD, KZEW, KLYV, WBSW, KFMM. Mediums: 19 include WXRT, KBCO, WIMZ, WBLM, WWWV.

**GO WEST "We Close Our Eyes" (Chrysalis) 33/3 (35/2)**  
Adds: WLUP, CFOX, KGGO. Hots: 11 include WBCN, WDHA, WLIR, WPLR, KLYV, KFMM. Mediums: 22 include WXRT, WMMS, KROQ, WAQY, WOUR, WBLM.

**JOAN ARMATRADING "Temptation" (A&M) 32/3 (33/4)**  
Adds: 91X, WPYX, WZEW. Hots: 12 include WHFS, WDHA, WPLR, WQBK, KSPN, KZAM. Mediums: 18 include WBAB, WXRT, WAQY, WBLM, WWWV, KTYD.

**JULIAN LENNON "Say You're Wrong" (Atlantic) 30/10 (30/10)**  
Adds include WBAB, WNEW, WYNF, WEZX, WOUR, KLB, KMOD. Hots: 2 WQFM, WCPZ. Mediums: 24 include WIYY, WYSP, KSHE, WZZO, WAAF, WAPL.

**ALAN PARSONS PROJECT "Days Are Numbers" (Arista) 29/11 (19/7)**  
Adds include WYSP, WEZX, KLB, KNCN, KZEL, WCPZ, KWH, KOZZ. Hots: 11 include KBCO, KAZY, WXKE, KTCZ, WIZN, WHMD, KTYD. Mediums: 17 include WBAB, KSRR, KDKB, WDHA, WCCC.

**MICK JAGGER "Half A Loaf" (Columbia) 29/2 (27/4)**  
Adds: WMMR, WKLS. Hots: 13 include KZEW, KMET, WLAV, KILQ, KKDJ, KPOI, WWWV. Mediums: 16 include KRQR, KOME, WDIZ, KQDS, WIOT, KZEL.

**DAVE EDMUNDS "High School Nights" (Columbia) 26/10 (19/12)**  
Adds include WNEW, WDHA, WCMF, WEZX, WRXL, WWWV, KTYD. Hots: 2 WOOS, KRQU. Mediums: 18 include WBAB, WHJY, WAQY, KGGO.

**RICK SPRINGFIELD "Celebrate Youth" (RCA) 24/24 (0/0)**  
Adds include WYSP, WDHA, WHEB, KLAQ, WTKX, KQDS, WWCK, WWCT. Hots: 2 WHMD, KUFO. Mediums: 10 include WMMS, KBPI, KDKB, WPDH, KMOD, WKRI.

**TOM PETTY & THE HEARTBREAKERS "Make It Better . . ." (MCA) 24/24 (0/0)**  
Adds include WKLS, WAAF, KQDS, WBLM, KOZZ. Hots: 8 CHOM, WMMR, WRCN, WXRT, KAZY, KUPD, WRCN, KILQ, KPOI. Mediums: 14 include WBAB, WDVE, KOME, WIOT.

**SADE "Smooth Operator" (Portrait/CBS) 23/1 (23/4)**  
Adds: WDHA. Hots: 11 include WXRT, KBCO, KAZY, WHFS, WLIR, WZEW. Mediums: 12 include WBCN, WBAB, WMMS, KOAK, KLYV.

**WANG CHUNG "Fire In The Twilight" (A&M) 21/8 (13/4)**  
Adds: WBAB, KZEW, KROQ, KRQR, WPLR, WOUR, WBSW, KSPN. Hots: 5 include WHJY, 91X, WHEB, WCXT. Mediums: 12 include KTXQ, WLIR, KLAQ, WXLX.

**MICK JAGGER "She's The Boss" (Columbia) 20/2 (20/7)**  
Adds: DC101, CITI. Hots: 13 include WMMR, WYSP, KROQ, WFYV, KPOI, KTYD. Mediums: 6 WEZX, WDIZ, KICT, KWXL, WKLT, KOZZ.

**MURRAY HEAD "One Night In Bangkok" (RCA) 19/3 (18/4)**  
Adds: WRCN, WBLM, WHMD. Hots: 3 WXRT, KROQ, K97. Mediums: 15 include WMMS, KBCO, WLIR, WIMZ.

**STRANGLERS "Skin Deep" (Epic) 19/1 (19/1)**  
Adds: WCPZ. Hots: 10 include WXRT, KBCO, 91X, KOAK, KLB, J. Mediums: 8 include KAZY, WHFS, WLIR.

**GRAHAM PARKER & THE SHOT "Wake Up (Next To You)" (Elektra) 18/18 (0/0)**  
Adds include WYSP, KBCO, KAZY, WCCC, KLAQ, WWWV. Hots: 1 WLIR. Mediums: 11 include WSHE, WPLR, WOUR, KLB, KZAM.

**DAN FOGELBERG "Go Down Easy" (Full Moon/Epic) 18/3 (18/7)**  
Adds: KLB, KTCZ, WWWV. Hots: 7 include KBCO, KAZY, WFBQ, WZEW, KSPN, KZAM. Mediums: 10 include WBAB, WXRT, WDHA, WKDF, WBLM.

**STREETS "Don't Look Back" (Atlantic) 18/2 (25/9)**  
Adds: KLB, KISS. Hots: 2 WLLZ, WQFM. Mediums: 15 include WDVE, WRIF, KRQR, WEZX, WAPL, WOOS.

**JULES SHEAR "Steady" (EMI America) 17/17 (0/0)**  
Adds include KBCO, WDHA, WRCN, WHEB, WTKX, KSPN. Hots: 1 CITI. Mediums: 7 include KAZY, WDIZ, WQBK, WWTR, WCPZ.

**TIL TUESDAY "Voices Carry" (Epic) 17/4 (12/2)**  
Adds: WSHE, WHFS, WPLR, KMBY. Hots: 4 WBCN, WLIR, WAAF. Mediums: 10 include WHJY, 91X, WAQY.

**ERIC CLAPTON "Tangled In Love" (WB) 17/2 (16/9)**  
Adds: WYNF, WKDF. Hots: 6 include WXRT, KSHE, KAZY, KSJO, KVRE. Mediums: 11 include WDVE, WEBN, KZAP, KOME, KQDS, WIOT, KOZZ.

**BLASTERS "Dark Night" (Slash/WB) 16/3 (15/3)**  
Adds: WBCN, KMOD, KUFO. Hots: 1 WHFS. Mediums: 14 include KROQ, KGON, KOAK, KILQ, KTYD.

## MOST ADDED

**TOM PETTY & THE HEARTBREAKERS (93)**  
Rebels (MCA)  
**TOM PETTY & THE HEARTBREAKERS (46)**  
It Ain't Nothin' To Me (MCA)  
**REO SPEEDWAGON (32)**  
One Lonely Night (Epic)  
**VAN-ZANT (25)**  
I'm A Fighter (Network/Geffen)  
**TOM PETTY & THE HEARTBREAKERS (24)**  
Make It Better... (MCA)  
**RICK SPRINGFIELD (24)**  
Celebrate Youth (RCA)

## HOTTEST

**ERIC CLAPTON (135)**  
Forever Man (WB)  
**TOM PETTY & THE HEARTBREAKERS (132)**  
Don't Come Around Here No... (MCA)  
**SIMPLE MINDS (120)**  
Don't You Forget (About Me) (A&M)  
**DON HENLEY (109)**  
All She Wants To Do... (Geffen)  
**JOHN FOGERTY (100)**  
Rock And Roll Girls (WB)

# REGIO LA AFRACTIV T

## EAST

### PARALLEL ONE

WBAB/Long Island (516) 587-1023

PD: BOB BUCHANAN MD: RALPH TORRETA

... MICK JAGGER (M) PHIL COLLINS (M) JOHN FOOTEY (M) ...

WYSP/Philadelphia (215) 668-9460

PD: MICHAEL PICCIZZI MD: MARK OLIVIA

... HALL & OATES TEARS FOR PEARS ...

CHUM-FM/Toronto (416) 926-4068

PD: BOSS DAVIES MD: WENIE WEBSTER

... VISION QUEST (M) ALISON MOYET ...

WHJY/Providence (401) 438-6110

PD: BOB HENRI MD: RUFF RICCI

... PHIL COLLINS (M) JOHN FOOTEY (M) ...

### PARALLEL TWO

WMMR/Philadelphia (215) 561-0933

MD: BRIN RILEY

... BRUCE SPRINGSTEEN BRYAN ADAMS ...

WBCN/Boston (617) 266-1111

PD: BOB BRADIE MD: BENJAMIN DRESNER

... TOM PETTY (M) MICK JAGGER (M) ...

WVDE/Pittsburgh (412) 562-5959

PD: GREG GILLINIX MD: HERSCHEL

... VAN-ZANT MICK JAGGER (M) ...

WNEW-FM/New York (212) 986-7000

PD: CHARLIE KENDALL ASST. PD: JIM MONAGHAN

... JOHN FOOTEY (M) MICK JAGGER (M) ...

### DC101/Washington, DC (202) 828-9932

MD: DAVE BROWN

... PHIL COLLINS (M) DAVID LEE ROTH ...

WYYY/Baltimore (301) 889-0098

PD: CHRIS DICKEY MD: CHRIS SMY

... BRUCE SPRINGSTEEN DON HENLEY (M) ...

CHOM-FM/Montreal (514) 935-2425

PD: DON HENLEY MD: HENRI GAGNON

... DON HENLEY JOHN FOOTEY ...

WVLI/Long Island (516) 485-9200

MD: DENIS NUNOBA MD: LARRY "THE DUCK"

... JASON & SCORCHERS GRAHAM PARKER ...

WVLI/Long Island (516) 485-9200

MD: DENIS NUNOBA MD: LARRY "THE DUCK"

... JASON & SCORCHERS GRAHAM PARKER ...

### PARALLEL THREE

WGR-FM/Manchester (603) 625-6915

PD: BOB COX MD: KAREN ANDERSON

... ERIC CLAPTON (M) BEVERLY HILLS COP ...

WOUR/Utica (315) 797-0803

PD: PETER HIRSCH MD: TOM STARBU

... TOM PETTY (M) PHIL COLLINS (M) ...

WARX/Hagerstown - Fredrick (703) 733-4500

PD: REID BLANKENSHIP MD: PAUL MICHAELS

... ERIC CLAPTON (M) JOHN FOOTEY (M) ...

WVLI/Long Island (516) 485-9200

MD: DENIS NUNOBA MD: LARRY "THE DUCK"

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MD: DENIS NUNOBA MD: LARRY "THE DUCK"

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### PARALLEL FOUR

WHEB-FM/Portsmouth (603) 436-7300

MD: JIM BEIRING MD: CHRIS GARRETT

... MICK JAGGER (M) DON HENLEY (M) ...

WZEX/Scranton (717) 961-1842

PD: DAVE LONDON

... MICK JAGGER (M) DON HENLEY (M) ...

WVLI/Long Island (516) 485-9200

MD: DENIS NUNOBA MD: LARRY "THE DUCK"

... JASON & SCORCHERS GRAHAM PARKER ...

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MD: DENIS NUNOBA MD: LARRY "THE DUCK"

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### PARALLEL FIVE

WVLI/Long Island (516) 485-9200

MD: DENIS NUNOBA MD: LARRY "THE DUCK"

... JASON & SCORCHERS GRAHAM PARKER ...

WVLI/Long Island (516) 485-9200

MD: DENIS NUNOBA MD: LARRY "THE DUCK"

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MD: DENIS NUNOBA MD: LARRY "THE DUCK"

... JASON & SCORCHERS GRAHAM PARKER ...

WVLI/Long Island (516) 485-9200

MD: DENIS NUNOBA MD: LARRY "THE DUCK"

... JASON & SCORCHERS GRAHAM PARKER ...

### PARALLEL SIX

WVLI/Long Island (516) 485-9200

MD: DENIS NUNOBA MD: LARRY "THE DUCK"

... JASON & SCORCHERS GRAHAM PARKER ...

WVLI/Long Island (516) 485-9200

MD: DENIS NUNOBA MD: LARRY "THE DUCK"

... JASON & SCORCHERS GRAHAM PARKER ...

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MD: DENIS NUNOBA MD: LARRY "THE DUCK"

... JASON & SCORCHERS GRAHAM PARKER ...

### PARALLEL SEVEN

WVLI/Long Island (516) 485-9200

MD: DENIS NUNOBA MD: LARRY "THE DUCK"

... JASON & SCORCHERS GRAHAM PARKER ...

WVLI/Long Island (516) 485-9200

MD: DENIS NUNOBA MD: LARRY "THE DUCK"

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### PARALLEL EIGHT

WVLI/Long Island (516) 485-9200

MD: DENIS NUNOBA MD: LARRY "THE DUCK"

... JASON & SCORCHERS GRAHAM PARKER ...

WVLI/Long Island (516) 485-9200

MD: DENIS NUNOBA MD: LARRY "THE DUCK"

... JASON & SCORCHERS GRAHAM PARKER ...

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### PARALLEL NINE

WVLI/Long Island (516) 485-9200

MD: DENIS NUNOBA MD: LARRY "THE DUCK"

... JASON & SCORCHERS GRAHAM PARKER ...

WVLI/Long Island (516) 485-9200

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### PARALLEL TEN

WVLI/Long Island (516) 485-9200

MD: DENIS NUNOBA MD: LARRY "THE DUCK"

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MD: DENIS NUNOBA MD: LARRY "THE DUCK"

... JASON & SCORCHERS GRAHAM PARKER ...













# CHR PARALLEL ONE PLAYLISTS

## WEST



Denver

PD: Mark Bolke  
MD: Chris Knight

- 1 PHIL COLLINS/One More Night
- 2 USA FOR AFRICA/We Are The World
- 3 JUDAS PRECIOUS/Too Late For Goodbyes
- 4 SURVIVOR/High On You
- 5 MADONNA/Material Girl
- 6 JULIAN EMMERICH/Too Late For Goodbyes
- 7 GLENN FREY/The Heat Is On
- 8 WHAM!/Careless Whisper
- 9 BILLY JOEL/Keeping The Faith
- 10 TINA TURNER/Private Dancer
- 11 JOURNEY/Only The Young
- 12 DIANA ROSS/Missing You
- 13 CAROL/My Can't I Live You
- 14 BRUCE SPRINGSTEEN/I'm On Fire
- 15 CHICKA/Along Comes A Woman
- 16 KICK JAGGER/Just Another Night
- 17 KICK JAGGER/Just Another Night
- 18 DON HEALEY/All She Wants To Do I
- 19 DON HEALEY/All She Wants To Do I
- 20 DON HEALEY/All She Wants To Do I
- 21 DON HEALEY/All She Wants To Do I
- 22 DON HEALEY/All She Wants To Do I
- 23 DON HEALEY/All She Wants To Do I
- 24 DON HEALEY/All She Wants To Do I
- 25 DON HEALEY/All She Wants To Do I
- 26 DON HEALEY/All She Wants To Do I
- 27 DON HEALEY/All She Wants To Do I
- 28 DON HEALEY/All She Wants To Do I
- 29 DON HEALEY/All She Wants To Do I
- 30 DON HEALEY/All She Wants To Do I



PD: Robin Mitchell  
Assistant PD: Beau Matthews

- 1 USA FOR AFRICA/We Are The World
- 2 MADONNA/Material Girl
- 3 PHIL COLLINS/One More Night
- 4 MURRAY HINDS/Don't You Forget About Me
- 5 GLENN FREY/The Heat Is On
- 6 BRUCE SPRINGSTEEN/Can't Fight This...
- 7 WHAM!/Careless Whisper
- 8 KOOL & THE GANG/Refresh My Soul
- 9 DIANA ROSS/Missing You
- 10 TIME/Smile
- 11 CONDO/Overnight
- 12 JULIAN EMMERICH/Too Late For Goodbyes
- 13 FRANKIE GOES TO HAWAII
- 14 BRUCE SPRINGSTEEN/I'm On Fire
- 15 BILLY JOEL/Keeping The Faith
- 16 POWER SISTERS/Neutron Dance
- 17 FRANKIE GOES TO HAWAII
- 18 PHIL COLLINS/One More Night
- 19 JOURNEY/Only The Young
- 20 BILLY JOEL/Love You
- 21 HOLD FAST/My Angel
- 22 DAVID LEE ROTH/California Girls
- 23 SIMPLE MINDS/Don't You (Forget About Me)
- 24 POWER SISTERS/Neutron Dance
- 25 FRANKIE GOES TO HAWAII
- 26 BILLY JOEL/Keeping The Faith
- 27 NEW EDITION/Just Another Night
- 28 DON HEALEY/All She Wants To Do I
- 29 DON HEALEY/All She Wants To Do I
- 30 DON HEALEY/All She Wants To Do I



PD: Nick Bazoo  
MD: Jack Silver

- 1 MADONNA/Material Girl
- 2 USA FOR AFRICA/We Are The World
- 3 SIMPLE MINDS/Don't You Forget About Me
- 4 MURRAY HINDS/Don't You Forget About Me
- 5 GLENN FREY/The Heat Is On
- 6 BRUCE SPRINGSTEEN/Can't Fight This...
- 7 WHAM!/Careless Whisper
- 8 KOOL & THE GANG/Refresh My Soul
- 9 DIANA ROSS/Missing You
- 10 TIME/Smile
- 11 CONDO/Overnight
- 12 JULIAN EMMERICH/Too Late For Goodbyes
- 13 FRANKIE GOES TO HAWAII
- 14 BRUCE SPRINGSTEEN/I'm On Fire
- 15 BILLY JOEL/Keeping The Faith
- 16 POWER SISTERS/Neutron Dance
- 17 FRANKIE GOES TO HAWAII
- 18 PHIL COLLINS/One More Night
- 19 JOURNEY/Only The Young
- 20 BILLY JOEL/Love You
- 21 HOLD FAST/My Angel
- 22 DAVID LEE ROTH/California Girls
- 23 SIMPLE MINDS/Don't You (Forget About Me)
- 24 POWER SISTERS/Neutron Dance
- 25 FRANKIE GOES TO HAWAII
- 26 BILLY JOEL/Keeping The Faith
- 27 NEW EDITION/Just Another Night
- 28 DON HEALEY/All She Wants To Do I
- 29 DON HEALEY/All She Wants To Do I
- 30 DON HEALEY/All She Wants To Do I



PD: Rick Gillette  
MD/Assist PD: Chris Collins

- 1 USA FOR AFRICA/We Are The World
- 2 MADONNA/Material Girl
- 3 PHIL COLLINS/One More Night
- 4 MURRAY HINDS/Don't You Forget About Me
- 5 DIANA ROSS/Missing You
- 6 JOURNEY/Only The Young
- 7 GLENN FREY/The Heat Is On
- 8 BRUCE SPRINGSTEEN/Can't Fight This...
- 9 WHAM!/Careless Whisper
- 10 MURRAY HINDS/Don't You Forget About Me
- 11 WHAM!/Careless Whisper
- 12 TINA TURNER/Private Dancer
- 13 DIANA ROSS/Missing You
- 14 MURRAY HINDS/Don't You Forget About Me
- 15 MURRAY HINDS/Don't You Forget About Me
- 16 MURRAY HINDS/Don't You Forget About Me
- 17 MURRAY HINDS/Don't You Forget About Me
- 18 MURRAY HINDS/Don't You Forget About Me
- 19 MURRAY HINDS/Don't You Forget About Me
- 20 MURRAY HINDS/Don't You Forget About Me
- 21 MURRAY HINDS/Don't You Forget About Me
- 22 MURRAY HINDS/Don't You Forget About Me
- 23 MURRAY HINDS/Don't You Forget About Me
- 24 MURRAY HINDS/Don't You Forget About Me
- 25 MURRAY HINDS/Don't You Forget About Me



VP/Ops: Dave Parks  
PD: Mike Preston  
San Diego

- 1 USA FOR AFRICA/We Are The World
- 2 MADONNA/Material Girl
- 3 PHIL COLLINS/One More Night
- 4 BRUCE SPRINGSTEEN/Can't Fight This...
- 5 GLENN FREY/The Heat Is On
- 6 WHAM!/Careless Whisper
- 7 MURRAY HINDS/Don't You Forget About Me
- 8 TINA TURNER/Private Dancer
- 9 JULIAN EMMERICH/Too Late For Goodbyes
- 10 JOURNEY/Only The Young
- 11 JOURNEY/Only The Young
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- 17 JOURNEY/Only The Young
- 18 JOURNEY/Only The Young
- 19 JOURNEY/Only The Young
- 20 JOURNEY/Only The Young



PD: Jon Barr  
MD: Steve Naganuma

- 1 USA FOR AFRICA/We Are The World
- 2 MADONNA/Material Girl
- 3 PHIL COLLINS/One More Night
- 4 BRUCE SPRINGSTEEN/Can't Fight This...
- 5 GLENN FREY/The Heat Is On
- 6 WHAM!/Careless Whisper
- 7 MURRAY HINDS/Don't You Forget About Me
- 8 TINA TURNER/Private Dancer
- 9 JULIAN EMMERICH/Too Late For Goodbyes
- 10 JOURNEY/Only The Young
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- 18 JOURNEY/Only The Young
- 19 JOURNEY/Only The Young
- 20 JOURNEY/Only The Young



PD: Bob Case  
MD: Wendy Christopher

- 1 USA FOR AFRICA/We Are The World
- 2 MADONNA/Material Girl
- 3 PHIL COLLINS/One More Night
- 4 BRUCE SPRINGSTEEN/Can't Fight This...
- 5 GLENN FREY/The Heat Is On
- 6 WHAM!/Careless Whisper
- 7 MURRAY HINDS/Don't You Forget About Me
- 8 TINA TURNER/Private Dancer
- 9 JULIAN EMMERICH/Too Late For Goodbyes
- 10 JOURNEY/Only The Young
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- 17 JOURNEY/Only The Young
- 18 JOURNEY/Only The Young
- 19 JOURNEY/Only The Young
- 20 JOURNEY/Only The Young



PD: Gary Bryan  
MD: Scott Drake

- 1 MADONNA/Material Girl
- 2 PHIL COLLINS/One More Night
- 3 MADONNA/Material Girl
- 4 USA FOR AFRICA/We Are The World
- 5 TINA TURNER/Private Dancer
- 6 TINA TURNER/Private Dancer
- 7 TINA TURNER/Private Dancer
- 8 TINA TURNER/Private Dancer
- 9 TINA TURNER/Private Dancer
- 10 TINA TURNER/Private Dancer
- 11 TINA TURNER/Private Dancer
- 12 TINA TURNER/Private Dancer
- 13 TINA TURNER/Private Dancer
- 14 TINA TURNER/Private Dancer
- 15 TINA TURNER/Private Dancer
- 16 TINA TURNER/Private Dancer
- 17 TINA TURNER/Private Dancer
- 18 TINA TURNER/Private Dancer
- 19 TINA TURNER/Private Dancer
- 20 TINA TURNER/Private Dancer



PD: Guy Zapolon  
MD: Steve Goddard

- 1 USA FOR AFRICA/We Are The World
- 2 PHIL COLLINS/One More Night
- 3 MADONNA/Material Girl
- 4 BRUCE SPRINGSTEEN/Can't Fight This...
- 5 GLENN FREY/The Heat Is On
- 6 WHAM!/Careless Whisper
- 7 MURRAY HINDS/Don't You Forget About Me
- 8 TINA TURNER/Private Dancer
- 9 JULIAN EMMERICH/Too Late For Goodbyes
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- 16 JOURNEY/Only The Young
- 17 JOURNEY/Only The Young
- 18 JOURNEY/Only The Young
- 19 JOURNEY/Only The Young
- 20 JOURNEY/Only The Young



PD: Richard Sands

- 1 USA FOR AFRICA/We Are The World
- 2 MADONNA/Material Girl
- 3 PHIL COLLINS/One More Night
- 4 BRUCE SPRINGSTEEN/Can't Fight This...
- 5 GLENN FREY/The Heat Is On
- 6 WHAM!/Careless Whisper
- 7 MURRAY HINDS/Don't You Forget About Me
- 8 TINA TURNER/Private Dancer
- 9 JULIAN EMMERICH/Too Late For Goodbyes
- 10 JOURNEY/Only The Young
- 11 JOURNEY/Only The Young
- 12 JOURNEY/Only The Young
- 13 JOURNEY/Only The Young
- 14 JOURNEY/Only The Young
- 15 JOURNEY/Only The Young
- 16 JOURNEY/Only The Young
- 17 JOURNEY/Only The Young
- 18 JOURNEY/Only The Young
- 19 JOURNEY/Only The Young
- 20 JOURNEY/Only The Young



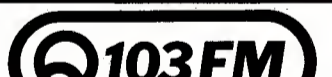
PD: Dave Van Stone  
MD: Robin Kipps

- 1 PHIL COLLINS/One More Night
- 2 TINA TURNER/Private Dancer
- 3 BRUCE SPRINGSTEEN/Can't Fight This...
- 4 MURRAY HINDS/Don't You Forget About Me
- 5 GLENN FREY/The Heat Is On
- 6 WHAM!/Careless Whisper
- 7 JOURNEY/Only The Young
- 8 JULIAN EMMERICH/Too Late For Goodbyes
- 9 TINA TURNER/Private Dancer
- 10 MURRAY HINDS/Don't You Forget About Me
- 11 USA FOR AFRICA/We Are The World
- 12 PHIL COLLINS/One More Night
- 13 FRANKIE GOES TO HAWAII
- 14 DIANA ROSS/Missing You
- 15 BILLY JOEL/Keeping The Faith
- 16 JOURNEY/Only The Young
- 17 JOURNEY/Only The Young
- 18 JOURNEY/Only The Young
- 19 JOURNEY/Only The Young
- 20 JOURNEY/Only The Young



PD: Jeff King  
MD: Damien

- 1 USA FOR AFRICA/We Are The World
- 2 PHIL COLLINS/One More Night
- 3 BRUCE SPRINGSTEEN/Can't Fight This...
- 4 MURRAY HINDS/Don't You Forget About Me
- 5 GLENN FREY/The Heat Is On
- 6 WHAM!/Careless Whisper
- 7 JOURNEY/Only The Young
- 8 JULIAN EMMERICH/Too Late For Goodbyes
- 9 TINA TURNER/Private Dancer
- 10 MURRAY HINDS/Don't You Forget About Me
- 11 USA FOR AFRICA/We Are The World
- 12 PHIL COLLINS/One More Night
- 13 FRANKIE GOES TO HAWAII
- 14 DIANA ROSS/Missing You
- 15 BILLY JOEL/Keeping The Faith
- 16 JOURNEY/Only The Young
- 17 JOURNEY/Only The Young
- 18 JOURNEY/Only The Young
- 19 JOURNEY/Only The Young
- 20 JOURNEY/Only The Young



PD: Jack Regan  
MD: Alan Sledge

- 1 PHIL COLLINS/One More Night
- 2 MADONNA/Material Girl
- 3 TINA TURNER/Private Dancer
- 4 WHAM!/Careless Whisper
- 5 KICK JAGGER/Just Another Night
- 6 CHICKA/Along Comes A Woman
- 7 DIANA ROSS/Missing You
- 8 BRUCE SPRINGSTEEN/I'm On Fire
- 9 USA FOR AFRICA/We Are The World
- 10 BILLY JOEL/Keeping The Faith
- 11 CONDO/Overnight
- 12 JULIAN EMMERICH/Too Late For Goodbyes
- 13 BRUCE SPRINGSTEEN/I'm On Fire
- 14 DON HEALEY/All She Wants To Do I
- 15 DON HEALEY/All She Wants To Do I
- 16 DON HEALEY/All She Wants To Do I
- 17 DON HEALEY/All She Wants To Do I
- 18 DON HEALEY/All She Wants To Do I
- 19 DON HEALEY/All She Wants To Do I
- 20 DON HEALEY/All She Wants To Do I



PD: Tom Chase  
MD: Mr. Ed

- 1 MADONNA/Material Girl
- 2 PHIL COLLINS/One More Night
- 3 MADONNA/Material Girl
- 4 BRUCE SPRINGSTEEN/Can't Fight This...
- 5 GLENN FREY/The Heat Is On
- 6 WHAM!/Careless Whisper
- 7 MURRAY HINDS/Don't You Forget About Me
- 8 TINA TURNER/Private Dancer
- 9 JULIAN EMMERICH/Too Late For Goodbyes
- 10 JOURNEY/Only The Young
- 11 JOURNEY/Only The Young
- 12 JOURNEY/Only The Young
- 13 JOURNEY/Only The Young
- 14 JOURNEY/Only The Young
- 15 JOURNEY/Only The Young
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- 18 JOURNEY/Only The Young
- 19 JOURNEY/Only The Young
- 20 JOURNEY/Only The Young



PD: Doug Erickson  
MD: Gloria Avila

- 1 USA FOR AFRICA/We Are The World
- 2 MADONNA/Material Girl
- 3 PHIL COLLINS/One More Night
- 4 BRUCE SPRINGSTEEN/Can't Fight This...
- 5 GLENN FREY/The Heat Is On
- 6 WHAM!/Careless Whisper
- 7 MURRAY HINDS/Don't You Forget About Me
- 8 TINA TURNER/Private Dancer
- 9 JULIAN EMMERICH/Too Late For Goodbyes
- 10 JOURNEY/Only The Young
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- 14 JOURNEY/Only The Young
- 15 JOURNEY/Only The Young
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- 17 JOURNEY/Only The Young
- 18 JOURNEY/Only The Young
- 19 JOURNEY/Only The Young
- 20 JOURNEY/Only The Young

EAST

MOST ADDED Rick Springfield Glenn Frey Shannon REO Speedwagon

HOTTEST Madonna USA For Africa Phil Collins

CHR ADD & LOTS

SOUTH

MOST ADDED Rick Springfield Glenn Frey Frankie Goes To Hollywood

HOTTEST USA For Africa Madonna Phil Collins

EAST

PARALLEL TWO

WFLY/Albany, NY Todd Martin

PATTI LABELLE BILLY OCEAN DAVID LEE ROTH RICK JAMES PHILIP BAILEY

Q100/Allentown, PA Bryan Geronimo

RICK SPRINGFIELD SHANNON GLENN FREY PHILIP BAILEY

WBEN-FM/Bufalo, NY Roger Christian

SIMPLE MINDS ANIMATION SADE FOREIGNER TEARS FOR FEARS

WVSR/Charleston, WV Chris Bailey

PHILIP BAILEY SHANNON GLENN FREY RICK SPRINGFIELD

K104/Erie, PA Bill Shannon

GLENN FREY RICK SPRINGFIELD ERIC CARMEN REO SPEEDWAGON

WERZ/Exeter, NH Scott MacKay

HOWARD JONES TIME ERIC CARMEN FRANKIE GOES TO H

WTIC-FM/Hartford, CT Mike West

KATRINA & THE WAV SHANNON

WAMX/Huntington, WV Robinson/Colins

BILLY OCEAN MURRAY HEAD SIMPLE MINDS KENNY LOGGINS

WKEE/Huntington, WV Miller/Swann

RICK JAMES (dp) REO SPEEDWAGON KATRINA & THE WAV

WLAN-FM/Lancaster, PA Jerry Michaels

BILLY OCEAN RICK JAMES KENNY LOGGINS KATRINA & THE WAV

KC101/New Haven, CT Stef Rybak

HOWARD JONES REO SPEEDWAGON SHANNON

WKRC-FM/Wilkes-Barre, PA Hallett/Sheridan

HAROLD FALTERMEYE RICK SPRINGFIELD SHANNON

WTLO/Wilkes-Barre, PA Montone/Tandler

WHAM! ERIC CLAPTON RICK SPRINGFIELD NEW EDITION

WHTF/York, PA Michael Sarzynski

MADONNA FRANKIE GOES TO H GLENN FREY

RI-104/Providence, RI Jonathan Monk

KENNY LOGGINS HOWARD JONES KATRINA & THE WAV

Q82/Rochester, NY Stevens/Mesner

SANTANA

98PKY/Rochester, NY Tom Mitchell

ALISON MOYET RICK SPRINGFIELD KATRINA & THE WAV

WGFN/Schenectady, NY Tom Parker

BILLY OCEAN KATRINA & THE WAV GLENN FREY

WKFV/Syracuse, NY Steve Becker

RICK SPRINGFIELD FRANKIE GOES TO H SHANNON

930/Syracuse, NY Laird/Dunes

ALISON MOYET LIMAH! FRANKIE GOES TO H KOOL & THE GANG

WQAY/Beckley, WV Jim Martin

RICK SPRINGFIELD PHILIP BAILEY BOY MEETS GIRL

WIKX/Chambersburg, PA Matthews/Alexander

RICK JAMES (dp) GLENN FREY HAROLD FALTERMEYE

WZYQ/Frederick, MD Kemosabi Joe

MURRAY HEAD GLENN FREY SHANNON

WQCM/Hagerstown, MD Will Kauffman

HOWARD JONES FRANKIE GOES TO H PHILIP BAILEY

OK100/Ithaca, NY Doug Nevel

GLENN FREY RICK SPRINGFIELD REO SPEEDWAGON

WJZR/Charlotte, NC Chrysler/Daniels

MURRAY HEAD WHAM! PHILIP BAILEY

WKFI/Austin, TX Wayne Richards

BILLY OCEAN KOOL & THE GANG GLENN FREY

WVFB/Baton Rouge, LA Rica/Ahyan

DON HENLEY SIMPLE MINDS HALL & OATES

WVFB/Altoona, PA Steve Kelsey

BOY MEETS GIRL (dp) LIMAH!

WZLW/Columbia, SC Hunter Herring

GLENN FREY FRANKIE GOES TO H JOHN PARR

WZLW/Columbia, SC Hunter Herring

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WZLW/Columbia, SC Hunter Herring

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WZLW/Columbia, SC Hunter Herring

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WZLW/Columbia, SC Hunter Herring

GLENN FREY FRANKIE GOES TO H JOHN PARR

WZLW/Columbia, SC Hunter Herring

GLENN FREY FRANKIE GOES TO H JOHN PARR

WKHI/Ocean City, MD Jack Gillan

HAROLD FALTERMEYE SHERRA EASTON RICK SPRINGFIELD

96XIL/Parkersburg, WV Paul DeMille

NORTHERN LIGHTS GLENN FREY RICK SPRINGFIELD

WANS-FM/Greenville, SC Rod Metts

LIMAH! RICK SPRINGFIELD NEW EDITION

KBFM/McAllen-Brownsville, TX Dave Delgado

WHAM! KOOL & THE GANG POINTER SISTERS

94TY/Jackson, MS Bill Crews

MURRAY HEAD POWER STATION REO SPEEDWAGON

WQUT/Johnson City, TN Steve Taylor

SIMPLE MINDS MURRAY HEAD KENNY LOGGINS

WQKI/Knoxville, TN Gary Adkins

FRANKIE GOES TO H HOWARD JONES RICK SPRINGFIELD

WQKI/Knoxville, TN Gary Adkins

FRANKIE GOES TO H HOWARD JONES RICK SPRINGFIELD

WQKI/Knoxville, TN Gary Adkins

FRANKIE GOES TO H HOWARD JONES RICK SPRINGFIELD

WQKI/Knoxville, TN Gary Adkins

FRANKIE GOES TO H HOWARD JONES RICK SPRINGFIELD

WQKI/Knoxville, TN Gary Adkins

FRANKIE GOES TO H HOWARD JONES RICK SPRINGFIELD

WQKI/Knoxville, TN Gary Adkins

FRANKIE GOES TO H HOWARD JONES RICK SPRINGFIELD

96XIL/Parkersburg, WV Paul DeMille

NORTHERN LIGHTS GLENN FREY RICK SPRINGFIELD

WJBO/Portland, ME Phoenix/O'Neil

none

WOMP-FM/Wheeling, WV Bonds/Stoner

RICK SPRINGFIELD LIMAH!

WSPQ/Williamsport, PA Cruz/James

DAVID LEE ROTH HAROLD FALTERMEYE RICK SPRINGFIELD

WSPQ/Williamsport, PA Cruz/James

DAVID LEE ROTH HAROLD FALTERMEYE RICK SPRINGFIELD

WSPQ/Williamsport, PA Cruz/James

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WSPQ/Williamsport, PA Cruz/James

DAVID LEE ROTH HAROLD FALTERMEYE RICK SPRINGFIELD

WSPQ/Williamsport, PA Cruz/James

DAVID LEE ROTH HAROLD FALTERMEYE RICK SPRINGFIELD

WJBO/Portland, ME Phoenix/O'Neil

none

WOMP-FM/Wheeling, WV Bonds/Stoner

RICK SPRINGFIELD LIMAH!

WSPQ/Williamsport, PA Cruz/James

DAVID LEE ROTH HAROLD FALTERMEYE RICK SPRINGFIELD

WSPQ/Williamsport, PA Cruz/James

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WSPQ/Williamsport, PA Cruz/James

DAVID LEE ROTH HAROLD FALTERMEYE RICK SPRINGFIELD

WSPQ/Williamsport, PA Cruz/James

DAVID LEE ROTH HAROLD FALTERMEYE RICK SPRINGFIELD

WJBO/Portland, ME Phoenix/O'Neil

none

WOMP-FM/Wheeling, WV Bonds/Stoner

RICK SPRINGFIELD LIMAH!

WSPQ/Williamsport, PA Cruz/James

DAVID LEE ROTH HAROLD FALTERMEYE RICK SPRINGFIELD

WSPQ/Williamsport, PA Cruz/James

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WSPQ/Williamsport, PA Cruz/James

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DAVID LEE ROTH HAROLD FALTERMEYE RICK SPRINGFIELD

WSPQ/Williamsport, PA Cruz/James

DAVID LEE ROTH HAROLD FALTERMEYE RICK SPRINGFIELD

WJBO/Portland, ME Phoenix/O'Neil

none

WOMP-FM/Wheeling, WV Bonds/Stoner

RICK SPRINGFIELD LIMAH!

WSPQ/Williamsport, PA Cruz/James

DAVID LEE ROTH HAROLD FALTERMEYE RICK SPRINGFIELD

WSPQ/Williamsport, PA Cruz/James

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WSPQ/Williamsport, PA Cruz/James

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WSPQ/Williamsport, PA Cruz/James

DAVID LEE ROTH HAROLD FALTERMEYE RICK SPRINGFIELD

WSPQ/Williamsport, PA Cruz/James

DAVID LEE ROTH HAROLD FALTERMEYE RICK SPRINGFIELD

WSPQ/Williamsport, PA Cruz/James

DAVID LEE ROTH HAROLD FALTERMEYE RICK SPRINGFIELD

254 CHR Reporters 248 Current Reports

The following station reported a frozen playlist this week: KHTR/St. Louis

The following stations failed to report this week; therefore their playlists were frozen:

WSEZ/Winston-Salem WHOT/Youngstown KOFM/Oklahoma City KO93/Modesto WJBO/Portland

Note: KIPR/Honolulu is no longer a CHR reporter as the format has changed to A/C.

MIDWEST

MOST ADDED

Rick Springfield
REO Speedwagon
David Lee Roth

HOTTEST

USA For Africa
Madonna
Phil Collins

CHR ADDS & HOTS

WEST

MOST ADDED

REO Speedwagon
Rick Springfield
Harold Faltermeyer

HOTTEST

USA For Africa
Madonna
Phil Collins

MIDWEST

PARALLEL TWO

WKDD/Akron, OH
Matt Patrick

JULES SHEAR
RICK SPRINGFIELD
LOS LOBOS (dp)
Hottest:
PHIL COLLINS 2-1
USA FOR AFRICA 29-5
MADONNA 16-14
GREG KIHN 19-17
FOREIGNER 24-22

WAHC/Appleton-Oshkosh,
Chris Caine

TEARS FOR FEARS
COMMODORES (dp)
ERIC CLAPTON
TOM PETTY
HOWARD JONES
MADONNA 1-1
MADONNA 2-2
USA FOR AFRICA 24-3
ANIMOTION 17-12
FIRM 18-14

WKAU/Appleton-Oshkosh,
Rose/Bradleigh

DAVID LEE ROTH
HOWARD JONES
POINTER SISTERS
KATRINA & THE WAV
REO SPEEDWAGON
Hottest:
MADONNA 1-1
PHIL COLLINS 2-2
MADONNA 19-9
USA FOR AFRICA D-13
POWER STATION 32-24

WRQC/Cleveland, OH
Scott Howitt

JOHN WAITE
TIME
SHEENA EASTON
LUTHER VANDROSS
B.E. TAYLOR GROUP
Hottest:
MADONNA 16-3
USA FOR AFRICA 17-4
CHICAGO 12-10
COMMODORES 25-16
POWER STATION 34-20

KIKI/Davenport, IA
Jim O'Hara

REO SPEEDWAGON
KATRINA & THE WAV
LIMAH!
RICK JAMES
Hottest:
USA FOR AFRICA 10-2
DEBARGE 15-8
MADONNA 25-10
SADE 27-18
BILLY OCEAN 34-24

WGTZ/Dayton, OH
King/Robertson

TEARS FOR FEARS
BILLY OCEAN
HOWARD JONES
Hottest:
PHIL COLLINS 3-1
USA FOR AFRICA 17-3
MADONNA 18-5
BRUCE SPRINGSTEEN 13-9
POWER STATION 19-15

KZIO/Duluth, MN
Barry Knight

BILLY OCEAN
REO SPEEDWAGON
KENNY LOGGINS
KATRINA & THE WAV
HAROLD FALTERMEYER
TIL TUESDAY (dp)
Hottest:
MADONNA 1-1
MADONNA 5-3
USA FOR AFRICA 13-4
COMMODORES 20-9
DIANA ROSS 30-16

WKDQ/Evansville, IN
Bruce Clarke

MURRAY HEAD
BILLY OCEAN
Hottest:
MADONNA 2-1
MADONNA 11-5
USA FOR AFRICA 25-7
DEBARGE 20-17
DIANA ROSS 23-19

WSTO/Evansville, IN
Taylor/Lindsey

CHICAGO
COMMODORES
DEBARGE
Hottest:
MADONNA 2-1
PHIL COLLINS 3-2
SURVIVOR 5-3
USA FOR AFRICA 9-4
BRYAN ADAMS 14-9

WMEE/Ft. Wayne
Scott Dugan

BILLY OCEAN
Hottest:
MADONNA 1-1
PHIL COLLINS 3-2
USA FOR AFRICA 26-3
MADONNA 13-6
DON HENLEY 22-18

WGRD/Grand Rapids, MI
Swart/Stevens

WHAM!
POINTER SISTERS
Hottest:
PHIL COLLINS 2-1
MADONNA 1-2
TEENA MARIE 6-3
MADONNA 13-10
USA FOR AFRICA 22-17

WIOG/Saginaw-Bay City, MI
Belcher/Shannon

HAROLD FALTERMEYER
COMMODORES
Hottest:
PHIL COLLINS 1-1
BRYAN ADAMS 2-2
BRUCE SPRINGSTEEN 4-3
USA FOR AFRICA 13-5
CHICAGO 11-6

U93/South Bend, IN
J.K. Dearing

MADONNA
BRUCE SPRINGSTEEN
COMMODORES
Hottest:
PHIL COLLINS 2-1
MADONNA 3-2
SURVIVOR 14-4
MIA TURNER 18-8
USA FOR AFRICA 21-10

WRQN/Toledo, OH
Key Bradley

DEBARGE
RICK SPRINGFIELD
FRANKIE GOES TO H
GLENN FREY
Hottest:
USA FOR AFRICA 9-1
MADONNA 4-2
REO SPEEDWAGON 1-3
DON HENLEY 18-8
AUTOGRAPH 19-11

KAY107/Tulsa, OK
Blain/Stephens

PHIL COLLINS 1-1
USA FOR AFRICA 20-2
TEENA MARIE 21-5
DON HENLEY 14-6
FIRM 13-9

WKFR/Kalamazoo, MI
Weinacht/Chapman

POINTER SISTERS (dp)
DAVID LEE ROTH
REO SPEEDWAGON
SHEENA EASTON
TEARS FOR FEARS (dp)
KENNY LOGGINS
POWER STATION
Hottest:
MADONNA 1-1
PHIL COLLINS 2-2
USA FOR AFRICA 28-7
FOREIGNER 32-22
MURRAY HEAD 35-27

WVIC/Lansing, MI
Maloney/Kittredge

HAROLD FALTERMEYER
REO SPEEDWAGON
WHAM!
MURRAY HEAD
KATRINA & THE WAV
Hottest:
PHIL COLLINS 1-1
MADONNA 7-2
BRUCE SPRINGSTEEN 6-4
DON HENLEY 13-8
FOREIGNER 17-10

Z104/Madison, WI
Little/Hudson

JOHN FOGERTY
KENNY LOGGINS
DAVID LEE ROTH
BOY MEETS GIRL
Hottest:
USA FOR AFRICA 1-1
PHIL COLLINS 3-2
MADONNA 15-3
TEENA MARIE 11-4
BRYAN ADAMS 10-7

WZUU/Milwaukee, WI
John Driacoll

FOREIGNER
Hottest:
PHIL COLLINS 5-1
BILLY JOEL 4-4
DIANA ROSS 9-6
JULIAN LENNON 8-7
JOURNEY 10-9

KJ103/Oklahoma City, OK
Cahill/Alexander

DAVID LEE ROTH
RICK SPRINGFIELD
GLENN FREY
Hottest:
USA FOR AFRICA 10-1
MADONNA 2-2
MURRAY HEAD 7-3
MADONNA 6-5
DEBARGE 11-7

KOFM/Oklahoma City, OK
Miller/Cooper

none
Hottest:
PHIL COLLINS 1-1
MADONNA 2-2
USA FOR AFRICA 17-5
MICK JAGGER 12-6
CHICAGO 18-18
ANIMOTION 20-20

KKQK/Omaha, NE
Taylor/Dean

REO SPEEDWAGON
POINTER SISTERS
RICK SPRINGFIELD
Hottest:
USA FOR AFRICA 11-1
PHIL COLLINS 2-2
MADONNA 4-3
MICK JAGGER 8-8
BRUCE SPRINGSTEEN 13-10

KZ93/Peoria, IL
Keith Edwards

REO SPEEDWAGON
SIMPLE MINDS
MURRAY HEAD
Hottest:
USA FOR AFRICA 6-1
PHIL COLLINS 2-2
REO SPEEDWAGON 3-3
MADONNA 7-4
ANIMOTION 22-12

KCMQ/Columbia, MO
Tuttin/Baker

REO SPEEDWAGON
PATTI LABELLE
DAVID LEE ROTH
RICK JAMES
Hottest:
MADONNA 8-4
ANIMOTION 22-17
SIMPLE MINDS 30-24
USA FOR AFRICA D-25
SADE 39-34

Y94/Fargo, ND
Collins/Anderson

REO SPEEDWAGON
BOY MEETS GIRL
GLENN FREY (dp)
JULES SHEAR
GIUFFRIA (dp)
Hottest:
MADONNA 1-1
PHIL COLLINS 3-2
MADONNA 11-3
USA FOR AFRICA 20-9
COMMODORES 19-14

KKXL-FM/Grand Forks, ND
Nordine/Right

SADE (dp)
REO SPEEDWAGON
LIMAH!
GIUFFRIA
Hottest:
MADONNA 1-2
BRUCE SPRINGSTEEN 16-9
MURRAY HEAD 19-10
USA FOR AFRICA 24-12
DEBARGE 18-13

WAZY-FM/Lafayette, IN
Stacy/Louizoa

REO SPEEDWAGON
DAVID LEE ROTH
LIMAH!
GIUFFRIA
FRANKIE GOES TO H
RICK SPRINGFIELD
RICK JAMES
Hottest:
PHIL COLLINS 2-1
MADONNA 9-2
ANIMOTION 16-8

FRFX/Lincoln, NE
Tracy Johnson

BILLY OCEAN (dp)
RICK SPRINGFIELD
GLENN FREY (dp)
REO SPEEDWAGON
DAVID LEE ROTH
Hottest:
MADONNA 1-1
PHIL COLLINS 3-2
MADONNA 5-3
USA FOR AFRICA 11-4
CHICAGO 16-10

WRKR/Racine-Milwaukee,
Pat Martin

PHIL OCEAN
RICK SPRINGFIELD
GLENN FREY
TEARS FOR FEARS
Hottest:
MADONNA 7-1
USA FOR AFRICA 4-2
MURRAY HEAD 9-4
DEBARGE 16-9
COMMODORES 20-11

KKLS-FM/Rapid City, SD
Sherwin/Piper

REO SPEEDWAGON
MURRAY HEAD
WHAM!
RICK SPRINGFIELD
Hottest:
MADONNA 3-1
MICK JAGGER 6-3
TEENA MARIE 11-4
BRUCE SPRINGSTEEN 15-7
MADONNA 19-10

99KG/Salina, KS
Denny Collier

KATRINA & THE WAV
TIME (dp) 9-4
HAROLD FALTERMEYER
BOY MEETS GIRL
FRANKIE GOES TO H (dp)
GLENN FREY
RICK SPRINGFIELD
DAVID LEE ROTH (dp)
WHAM!
Hottest:
MADONNA 1-1
PHIL COLLINS 5-2
MADONNA 25-10
USA FOR AFRICA 35-11
DIANA ROSS 19-14

KBOS/Fresno, CA
Kris Van Kamp

RICK SPRINGFIELD
GLENN FREY
KOO! & THE GANG
PHILIP BAILEY
GIUFFRIA
Hottest:
MADONNA 7-1
USA FOR AFRICA 22-2
PHIL COLLINS 4-3
DIANA ROSS 30-14
POWER STATION 32-23

KMGX/Fresno, CA
Cary Edwards

UTFO
SHANNON
ERIC CARMEN
KOO! & THE GANG
FRANKIE GOES TO H (dp)
TOM PETTY (dp)
Hottest:
MADONNA 3-1
USA FOR AFRICA 7-3
PAUL HARDCASTLE 20-9
COMMODORES 17-12
UTFO D-29

KWTO-FM/Springfield, MO
Mike Schmidt

SADE (dp)
PATTI LABELLE
KOO! & THE GANG
GLENN FREY
FRANKIE GOES TO H
RICK SPRINGFIELD
Hottest:
MADONNA 1-1
MADONNA 20-9
USA FOR AFRICA 26-10
CHICAGO 19-14
MURRAY HEAD 25-20

WDBR/Springfield, IL
Moore/Lawley

MURRAY HEAD
FRANKIE GOES TO H
BOY MEETS GIRL
PATTI LABELLE
RICK SPRINGFIELD
PHILIP BAILEY
JOHN PARR (dp)
Hottest:
MADONNA 1-1
PHIL COLLINS 3-3
MADONNA 5-4
USA FOR AFRICA 20-5
DEBARGE 19-14

WSPT/Stevens Point, WI
Bouley/Tracy

HAROLD FALTERMEYER
KATRINA & THE WAV
HOWARD JONES
BILLY OCEAN
FRANKIE GOES TO H (dp)
Hottest:
USA FOR AFRICA 11-2
MADONNA 1-3
REO SPEEDWAGON 5-6
MADONNA 17-8
MURRAY HEAD 31-17

KDVV/Topeka, KS
Rabat/Parmely

KATRINA & THE WAV
RICK SPRINGFIELD
SHANNON
Hottest:
MADONNA 4-2
TEENA MARIE 3-3
USA FOR AFRICA 24-5
TEARS FOR FEARS 35-29
POWER STATION 38-31

KFMW/Waterloo, IA
Mark Potter

FRANKIE GOES TO H
KATRINA & THE WAV
REO SPEEDWAGON
HOWARD JONES
DAVID LEE ROTH
Hottest:
PHIL COLLINS 2-1
MADONNA 18-8
POWER STATION 23-16
USA FOR AFRICA 37-20
BILLY OCEAN 38-30

WEST

PARALLEL TWO

KNMQ/Albuquerque-Santa Fe,
Stucker/Rountree

HOWARD JONES
RICK JAMES
KOO! & THE GANG
WHAM!
RICK SPRINGFIELD
Hottest:
PHIL COLLINS 2-1
MICK JAGGER 5-3
BRYAN ADAMS 7-4
USA FOR AFRICA 21-5
MADONNA 16-10

KKXX/Bakersfield, CA
Squires/Kemper

REO SPEEDWAGON
Hottest:
MADONNA 4-1
PHIL COLLINS 3-2
MADONNA 1-3
USA FOR AFRICA 16-5
FOREIGNER 22-14

KQXR/Bakersfield, CA
Doug DeRoo

DEBARGE
DAVID LEE ROTH
TEARS FOR FEARS
BILLY OCEAN
KOO! & THE GANG
REO SPEEDWAGON
Hottest:
JULIAN LENNON 2-1
MADONNA 7-5
USA FOR AFRICA 24-11
SIMPLE MINDS 18-13
HALL & OATES 22-15

KF95/Boise, ID
Doas/Grigory

REO SPEEDWAGON
POINTER SISTERS
HAROLD FALTERMEYER
Hottest:
PHIL COLLINS 2-1
TEENA MARIE 3-3
MADONNA 9-4
USA FOR AFRICA 16-6
MURRAY HEAD 20-13

KIKX/Colorado Springs, CO
John Dantzer

COMMODORES
HAROLD FALTERMEYER
KOO! & THE GANG
RICK SPRINGFIELD
BOY MEETS GIRL
SHEENA EASTON
Hottest:
MADONNA 1-1
TEENA MARIE 3-2
DON HENLEY 14-9
USA FOR AFRICA 18-11

KKFM/Colorado Springs, CO
Maimberg/Anderson

WHAM!
HAROLD FALTERMEYER
LIMAH!
RICK JAMES
BOY MORRISON
Hottest:
MADONNA 3-1
PHIL COLLINS 5-2
MURRAY HEAD 8-6
USA FOR AFRICA 12-7
TIME 27-17

KSND/Eugene, OR
Mike Purdy

TIME
POINTER SISTERS
KOO! & THE GANG
RICK SPRINGFIELD
LIMAH!
Hottest:
PHIL COLLINS 2-1
USA FOR AFRICA 8-2
MICK JAGGER 7-5
BRUCE SPRINGSTEEN 9-6
MADONNA 11-7

KBOS/Fresno, CA
Kris Van Kamp

RICK SPRINGFIELD
GLENN FREY
KOO! & THE GANG
PHILIP BAILEY
GIUFFRIA
Hottest:
MADONNA 7-1
USA FOR AFRICA 22-2
PHIL COLLINS 4-3
DIANA ROSS 30-14
POWER STATION 32-23

KMGX/Fresno, CA
Cary Edwards

UTFO
SHANNON
ERIC CARMEN
KOO! & THE GANG
FRANKIE GOES TO H (dp)
TOM PETTY (dp)
Hottest:
MADONNA 3-1
USA FOR AFRICA 7-3
PAUL HARDCASTLE 20-9
COMMODORES 17-12
UTFO D-29

KYNO-FM/Fresno, CA
Walker/Davis

JESSE JOHNSON'S R
Hottest:
MADONNA 5-1
USA FOR AFRICA 37-2
TEENA MARIE 10-3
PHIL COLLINS 11-7
ANIMOTION 16-9

KQMQ/Honolulu, HI
Kimo Akane

GLENN FREY
FRANKIE GOES TO H
NIK KERSHAW
LIMAH!
ALISON MOYET
RICK SPRINGFIELD
TIL TUESDAY
KATRINA & THE WAV
HOWARD JONES
REO SPEEDWAGON
GIUFFRIA
BOY MEETS GIRL
MADONNA 8-4
PHIL COLLINS 15-8

KLUC/Las Vegas, NV
Richards/Christian

FRANKIE GOES TO H (dp)
REO SPEEDWAGON
RICK SPRINGFIELD
Hottest:
PHIL COLLINS 1-1
MADONNA 10-4
JULIAN LENNON 12-7
USA FOR AFRICA 29-12
DON HENLEY 25-18

KO93/Modesto, CA
Brian Casey

none
Hottest:
COMMODORES 4-4
MICK JAGGER 8-8
TEENA MARIE 9-9
BRUCE SPRINGSTEEN 12-12
USA FOR AFRICA 29-29

KHOP/Modesto-Stockton, CA
David Kraham

GLENN FREY
PHILIP BAILEY
TIME
FRANKIE GOES TO H (dp)
KOO! & THE GANG
RICK JAMES
Hottest:
PHIL COLLINS 2-1
BRUCE SPRINGSTEEN 10-3
ANIMOTION 13-5
USA FOR AFRICA 37-10
WHAM! 40-28

KCAQ/Oxnard-Ventura, CA
Thomas/Jay

TEARS FOR FEARS
SHANNON
BOY MEETS GIRL
REO SPEEDWAGON
HOWARD JONES
DAVID LEE ROTH
KURTIS BLOW
Hottest:
MADONNA 3-1
PHIL COLLINS 5-2
MURRAY HEAD 8-6
USA FOR AFRICA 12-7
TIME 27-17

KPOP/Sacramento, CA
Jeffries/Farrier

HOWARD JONES
POINTER SISTERS
REO SPEEDWAGON
RICK JAMES
DAVID LEE ROTH
SHEENA EASTON
MARY JANE GIRLS (dp)
FRANKIE GOES TO H (dp)
Hottest:
PHIL COLLINS 4-1
MADONNA 12-4
CHICAGO 11-8
DON HENLEY 13-9
USA FOR AFRICA 26-17

KSKD/Salem, OR
Len E. Mitchell

TIME
RICK SPRINGFIELD
JOHN PARR
GLENN FREY
FRANKIE GOES TO H
HOWARD JONES (dp)
PHILIP BAILEY (dp)
HAROLD FALTERMEYER (dp)
JULES SHEAR (dp)
Hottest:
USA FOR AFRICA 5-1
MADONNA 2-2
POWER STATION 29-10
MURRAY HEAD 32-19
JOHN FOGERTY 34-20

KDON-FM/Salina-Monterey,
Kirk Clatt

GLENN FREY
KENNY LOGGINS
FRANKIE GOES TO H
POINTER SISTERS
JESSE JOHNSON'S R (dp)
RICK JAMES (dp)
Hottest:
PHIL COLLINS 2-1
MADONNA 11-3
POWER STATION 15-6
USA FOR AFRICA 19-7
SIMPLE MINDS 17-8

KCPX/Salt Lake City, UT
Ausham/Main

SAUTANA
FRANKIE GOES TO H
HALL & OATES
HOWARD JONES
REO SPEEDWAGON
GIUFFRIA
BOY MEETS GIRL
MADONNA 3-2
USA FOR AFRICA 22-1
MADONNA 3-2
SIMPLE MINDS 20-11
BRUCE SPRINGSTEEN 26-15
POWER STATION 33-24

KISN/Salt Lake City, UT
Gary Waldron

REO SPEEDWAGON
RICK SPRINGFIELD
ALISON MOYET
RICK JAMES
FRANKIE GOES TO H (dp)
JULES SHEAR
NEW EDITION
BOY MEETS GIRL
Hottest:
USA FOR AFRICA 18-1
PHIL COLLINS 2-2
MADONNA 7-3
MADONNA 1-4
DEBARGE 10-6

KZZU/Spokane, WA
Bill Stairs

REO SPEEDWAGON
PHILIP BAILEY
BOY MEETS GIRL
ALISON MOYET
GLENN FREY
RICK SPRINGFIELD (dp)
LUTHER VANDROSS (dp)
Hottest:
MADONNA 4-2
USA FOR AFRICA 19-3
TEENA MARIE 6-6
BRYAN ADAMS 12-12
MURRAY HEAD 32-26
USA FOR AFRICA 23-6

KNBQ/Tacoma-Seattle, WA
Ric Hansen

MURRAY HEAD
TOM PETTY
REO SPEEDWAGON
KOO! & THE GANG
Hottest:
USA FOR AFRICA 11-1
PHIL COLLINS 3-2
BRUCE SPRINGSTEEN 4-4
MADONNA 9-5
CHICAGO 18-9

KHVT/Tucson, AZ
Sherman Cohen

HAROLD FALTERMEYER
HOWARD JONES
ALISON MOYET
LIMAH!
RICK SPRINGFIELD
NIK KERSHAW
Hottest:
USA FOR AFRICA 39-1
PHIL COLLINS 2-2
MADONNA 5-4
TEENA MARIE 6-6
PAUL HARDCASTLE 8-7

KRQ/Tucson, AZ
Kelly Norris

REO SPEEDWAGON
DAVID LEE ROTH (dp)
Hottest:
MADONNA 1-1
USA FOR AFRICA 8-3
DEBARGE 7-6
SADE 28-12
JOHN FOGERTY 29-13

PARALLEL THREE

KGOT/Anchorage, AK
Kay Taylor

REO SPEEDWAGON
TEARS FOR FEARS
BOY MEETS GIRL
NIK KERSHAW
GLENN FREY
Hottest:
MADONNA 5-1
PHIL COLLINS 2-2
MADONNA 1-3
MURRAY HEAD 15-7
USA FOR AFRICA 20-8

KYYA/Billings, MT
Charlie Fox

FIRM (dp)
JOHN FOGERTY
TOM PETTY (dp)
TEARS FOR FEARS
Hottest:
MADONNA 3-1
MADONNA 1-2
USA FOR AFRICA 21-4
SURVIVOR 7-5
PHIL COLLINS 8-6

KBOZ-FM/Bozeman, MT
Michael Heese

SADE
TOM PETTY
TEARS FOR FEARS
HAROLD FALTERMEYER
REO SPEEDWAGON
RICK SPRINGFIELD (dp)
LUTHER VANDROSS (dp)
Hottest:
PHIL COLLINS 2-1
MADONNA 7-2
USA FOR AFRICA 24-3
CHICAGO 12-9
DON HENLEY 15-10

KCDQ/Bozeman, MT
Greg Williams

PHILIP BAILEY
GLENN FREY
RICK SPRINGFIELD
RICK SPRINGFIELD
RICK JAMES
FRANKIE GOES TO H (dp)
Hottest:
MADONNA 3-2
PHIL COLLINS 6-3
ANIMOTION 7-6
DON HENLEY 15-9

KTSR/Casper, WY
Todd Cavanah

TEARS FOR FEARS
DAVID LEE ROTH
SHANNON
PATTI LABELLE
PHILIP BAILEY
POINTER SISTERS
WHAM!
RICK SPRINGFIELD (dp)
JESSE JOHNSON'S R (dp)
Hottest:
MADONNA 4-2
USA FOR AFRICA 19-3
TEENA MARIE 6-6
BRYAN ADAMS 12-12
MURRAY HEAD 32-26
USA FOR AFRICA 23-6

KKAZ/Cheyenne, WY
John Ramsey

GLENN FREY
JOHN BRILEY
RICK SPRINGFIELD
CHRIS ISAAC
TIL TUESDAY
JOHN PARR
JULES SHEAR
TOTO
BOY MEETS GIRL
FRANKIE GOES TO H
PHILIP BAILEY
Hottest:
MADONNA 10-1
PHIL COLLINS 7-2
FIRM 17-11
SIMPLE MINDS 26-15
POWER STATION 31-19

KKAZ/Cheyenne, WY
Taylor/O'Brian

GLENN FREY
MARTIN BRILEY
RICK SPRINGFIELD
CHRIS ISAAC
TIL TUESDAY
JOHN PARR
JULES SHEAR
TOTO
BOY MEETS GIRL
FRANKIE GOES TO H
PHILIP BAILEY
Hottest:
MADONNA 10-1
PHIL COLLINS 7-2
FIRM 17-11
SIMPLE MINDS 26-15
POWER STATION 31-19

OK95/Tri-Cities, WA
Taylor/O'Brian

GLENN FREY
MARTIN BRILEY
RICK SPRINGFIELD
CHRIS ISAAC
TIL TUESDAY
JOHN PARR
JULES SHEAR
TOTO
BOY MEETS GIRL
FRANKIE GOES TO H
PHILIP BAILEY
Hottest:
MADONNA 10-1
PHIL COLLINS 7-2
FIRM 17-11
SIMPLE MINDS 26-15
POWER STATION 31-19

KKAZ/Cheyenne, WY
John Ramsey

GLENN FREY
JOHN BRILEY
RICK SPRINGFIELD
CHRIS ISAAC
TIL TUESDAY
JOHN PARR
JULES SHEAR
TOTO
BOY MEETS GIRL
FRANKIE GOES TO H
PHILIP BAILEY
Hottest:
MADONNA 10-1
PHIL COLLINS 7-2
FIRM 17-11
SIMPLE MINDS 26-15
POWER STATION 31-19









In the last 2 years, AIR participants have been asked to listen to and project the potential of over 500 new records. The artists represented in these sampled records run the gamut from superstar to unknown. The results varied from total support to limited interest. All of our contracting companies agree that the listening technique pioneered by AIR has substantially increased radio's awareness of the product sampled as well as impact during those early development weeks.

Listening is discovering. The list below of former AIR sampled records represent either unknown artists or artists attempting chart come-backs that were "discovered" by AIR participants. All have charted in R&R.

TITLE	ARTIST	TITLE	ARTIST
LITTLE RED CORVETTE	PRINCE	THE GLAMOUROUS LIFE	SHEILA E.
HOLIDAY	MADONNA	WHATS LOVE GOT TO DO WITH IT	TINA TURNER
ONE NIGHT IN BANGKOK	MURRAY HEAD	SAVED BY ZERO	THE FIXX
TRUE	SPANAU BALLETT	CALIFORNIA GIRLS	DAVID LEE ROTH
TOTAL ECLIPSE OF THE HEART	BONNIE TYLER	NIGHTSHIFT	COMMODORES
HOLD ME NOW	THOMPSON TWINS	RELAX	FRANKIE GOES TO HOLLYWOOD
ELECTRIC AVENUE	EDDY GRANT	SWEET DREAMS	EURYTHMICS
AIN'T NOBODY	CHAKA KHAN	STRAIGHT FROM THE HEART	BRYAN ADAMS
PUTTIN' ON THE RITZ	TACO	WHITE HORSE	LAID BACK
THE BOYS OF SUMMER	DON HENLEY	MISSING YOU	JOHN WAITE
EASY LOVER	PHILLIP BAILEY	GO INSANE	LINDSEY BUCKINGHAM
SUNGLASSES AT NIGHT	CORY HART	TRY AGAIN	CHAMPAIGN
THE OLD MAN DOWN THE ROAD	JOHN FOGERTY	ALWAYS SOMETHING	NAKED EYES
BREAK MY STRIDE	MATTHEW WILDER	GOT A HOLD ON ME	CHRISTINE McVIE
TALKING IN YOUR SLEEP	ROMANTICS	POLITICS OF DANCING	RE-FLEX
OUR HOUSE	MADNESS	ALL THIS LOVE	DeBARGE
TO ALL THE GIRLS	JULIO IGLESIAS/WILLIE NELSON	RUN, RUNAWAY	SLADE
NEVER GONNA LET YOU GO	SERGIO MENDES	TOO SHY	KAJAGOOGOO
WHISPER TO A SCREAM	ICICLE WORKS	DON'T PAY THE FERRYMAN	CHRIS DeBURGH
LUCKY	GREG KIHN	DON'T FORGET TO DANCE	KINKS
NO MORE WORDS	BERLIN	FOREVER MAN	ERIC CLAPTON
WHIRLY GIRL	OXO	MAJOR TOM	PETER SCHILLING
TENDERNESS	GENERAL PUBLIC	DON'T YOU GET SO MAD	JEFFREY OSBORNE
DON'T LET GO	WANG CHUNG	RUNNER	MANFRED MANN
ON THE DARK SIDE	JOHN CAFFERTY	SOME LIKE IT HOT	POWER STATION
TWO SIDES OF LOVE	SAMMY HAGAR	EVERCHANGING MOODS	STYLE COUNCIL
THE SAFETY DANCE	MEN WITHOUT HATS	THE NEW SONG	HOWARD JONES
99 RED BALLOONS	NENA	BABY I LIED	DEBORAH ALLEN
CUM ON FEEL THE NOIZE	QUIET RIOT	MORNIN'	AL JARREAU
LET'S HEAR IT FOR THE BOY	DENIECE WILLIAMS	TONIGHT I CELEBRATE	PEABO BRYSON/ROBERTA FLACK
		DON'T YOU	SIMPLE MINDS

AIR cannot guarantee success for every record sampled, nor do we lay claim to "closing" a record at radio, but we've proven this: the first step in any project is to get radio to listen, and AIR is the fastest, most reliable research tool to get radio to listen to music.

## WEEK # 25

## AIR Priorities

## WEEK # 25

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, April 3, 1985

	TITLE	ARTIST	LABEL
<b>CHR</b>	WILL THE WOLF SURVIVE?	LOS LOBOS	WB
	'TIL MY BABY COMES HOME	LUTHER VANDROSS	EPIC
	OH GIRL	BOY MEETS GIRL	A&M
	HIGH SCHOOL NIGHTS	DAVE EDMUNDS	COLUMBIA
	SWEAR	SHEENA EASTON	EMI AMERICA

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, April 4, 1985

	TITLE/CUTS	ARTIST	LABEL
<b>AOR</b>	PORKY'S REVENGE (OST) "High School Nights" "I Don't Want To Do It" "Peter Gunn Theme"	VARIOUS ARTISTS	COLUMBIA
	DISTURBING THE PEACE "God Bless Video" "Will You Be Home Tonight"	ALCATRAZZ	CAPITOL

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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# AIR

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# CONTEMPORARY HIT RADIO

## CHART EXTRAS

Chart Extras are records above the 60% airplay level without sufficient chart activity to debut on the National Airplay/40 this week.

### BILLY OCEAN Suddenly (Arista)

73% of our reporters on it. Moves: UP 42, Debuts 75, Same 43, Down 0, Adds 25 including B94, WHTX, 93FM, WFLY, WNOK-FM, KBFM, KQXR. Complete airplay in Parallels.

## BREAKERS

### TEARS FOR FEARS

**Everybody Wants To Rule The World (Mercury/PolyGram)**  
73% of our reporters on it. Moves: Up 43, Debuts 48, Same 59, Down 0, Adds 36 including K106, B97, WNVZ, B96, WHYT, KIMN, KUBE. Complete airplay in Parallels.

### DAVID LEE ROTH

#### Just A Gigolo/I Ain't Got Nobody (WB)

60% of our reporters on it. Moves: Up 22, Debuts 39, Same 52, Down 0, Adds 40 including K106, CFTR, WAVA, WNCI, KIIS-FM, KWOD, KUBE. Complete airplay in Parallels.

## NEW & ACTIVE

#### GO WEST "We Close Our Eyes" (Chrysalis) 135/4

Moves: Up 83, Debuts 14, Same 34, Down 0, Adds 4, KEGL, WNCI, FM102, KS103, PRO-FM 35-27, Y100 39-35, Q105 25-22, KUBE 31-22, Q100 27-20, WKFM 40-33, WNOK-FM 27-19, KIKK 30-26, KCPX 16-12, WOMP-FM 14-11, KQCR 37-31.

#### REO SPEEDWAGON "One Lonely Night" (Epic) 134/62

Moves: Up 4, Debuts 28, Same 40, Down 0, Adds 62 including WHTT, WCAU-FM, PRO-FM, 92X, Q103, KWOD, KS103, 93Q, WKZL, KISN, B97 d-28, WCZY d-32, WGRD 35-31.

#### HOWARD JONES "Things Can Only Get Better" (Elektra) 130/31

Moves: Up 12, Debuts 34, Same 53, Down 0, Adds 31 including B104, 94Q, Z93, B96, KIIS-FM, FM102, KC101, KITE, KTFM, KNMQ, WQCM, WSPT, KPLUS 32-27, KUBE 39-32, KJ103 40-32.

#### TIME "The Bird" (WB) 122/20

Moves: Up 66, Debuts 17, Same 18, Down 1, Adds 20 including KWOD, WERZ, 93Q, WJZR, WSKZ, WZLD, KITY, WRQC, KSND, KHOP, 103CIR, 99KG, Q102 13-9, KBEQ 12-9, KPLUS 16-11. See Parallels, moves 40-36 on the CHR chart.

#### PATTI LABELLE "New Attitude" (MCA) 120/18

Moves: Up 38, Debuts 16, Same 47, Down 1, Adds 18 including Q105, WCZY, KBEQ, Z299, Q103, WFLY, WSPK, WSSX, KBFM, KRGV, WKSE, KCMQ, WDBR, WCAU-FM 7-4, 94Q 5-3, FM102 19-14.

#### KOOL & THE GANG "Fresh" (De-Lite/PolyGram) 115/36

Moves: Up 7, Debuts 28, Same 44, Down 0, Adds 36 including WHTT, WKXS-FM, CKOI, KAFM, B96, KWK, Q103, KKRZ, KWOD, WNOK-FM, KKRZ, 94Q 31-24, KMEL 40-34, 94TYX 35-27.

#### POINTER SISTERS "Baby Come And Get It" (Planet/RCA) 111/23

Moves: Up 7, Debuts 15, Same 66, Down 0, Adds 23 including CKOI, Z93, Q103, KOPA, KKRZ, KPLUS, WQID, KQKQ, KSND, KDON-FM, KWES, WBWB, KKAZ, Y100 40-36, WZLD 39-31, WZPL 30-17.

#### KATRINA AND THE WAVES "Walking On Sunshine" (Capitol) 105/38

Moves: Up 2, Debuts 14, Same 51, Down 0, Adds 38 including WHTT, WNYS, 93FM, KBEQ, Y108, KWSS, RI104, WGF, KQMQ, WSQV, WYKS, 99KG, WCZY d-39, WJXQ 39-36, Z104 37-31.

#### RICK SPRINGFIELD "Celebrate Youth" (RCA) 104/104

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 104 including WKXS-FM, Z100, Z93, KAFM, KEGL, B97, WNVZ, Q105, 92X, KBEQ, Z299, KWK, KWOD, KMEL, KUBE.

#### HAROLD FALTERMEYER "Axel F" (MCA) 99/54

Moves: Up 11, Debuts 18, Same 16, Down 0, Adds 54 including K106, WKXS-FM, Q107, WAVA, KAFM, I95, Y100, WLS-FM, WHYT, WLOL-FM, KKRZ, FM102, WPLJ 13-10, WCZY 40-31, Y1098 32-21.

#### JOHN WAITE "Change" (Chrysalis) 98/2

Moves: Up 49, Debuts 8, Same 37, Down 2, Adds 2, WRQC, WZOK, WCAU-FM 39-35, WGCL 20-11, WNCI 24-18, Z299 21-19, KWK 17-10, Q100 22-17, K104 40-33, WTLQ 25-22, WSSX 34-27, KX104 21-19, WIOG 10-9, KWES 30-25, KHTX 32-28.

#### ALISON MOYET "Invisible" (Columbia) 94/18

Moves: Up 23, Debuts 4, Same 53, Down 0, Adds 18 including WNYS, WCAU-FM, PRO-FM, Y100, WHYT, 93Q, KSET-FM, WZYP, KKRZ, KQMQ, KZZU, Q101, KAFM 35-29, WLOL-FM 31-26, KCPX 30-19.

#### RICK JAMES "Can't Stop" (Gordy/Motown) 87/32

Moves: Up 1, Debuts 10, Same 44, Down 0, Adds 32 including PRO-FM, WCZY, KIMN, WFLY, WVSR, KSET-FM, KITY, KIKK, KNMQ, WOAY, KQIZ-FM, KKQV, SLY96, WXXK-FM d-32, KQCR d-33.

#### GUIFFRIA "Lonely In Love" (Camel/MCA) 84/20

Moves: Up 4, Debuts 7, Same 53, Down 0, Adds 20 including WKXS-FM, WNYS, Z93, WKEE, 98PXY, WBCY, KITY, KCPX, WKSF, KNOE-FM, WAZY-FM, KZOZ, WGCL 33-28, WJXQ 33-30, OK95 40-30.

#### LIMAH "Never Ending Story" (EMI America) 83/27

Moves: Up 6, Debuts 10, Same 40, Down 0, Adds 27 including WKXS-FM, 94Q, I95, Y100, B97, Z299, KIMN, KMEL, 93Q, WBBQ, KSKD, WFBG, Q104, WCAU-FM 25-22, WNVZ 20-10, KZZB 40-31.

#### JERMAINE STEWART "The Word Is Out" (Arista) 79/1

Moves: Up 43, Debuts 2, Same 23, Down 0, Adds 1, Y107, B104 21-19, WNYS 28-25, PRO-FM 24-21, Q105 26-23, KIIS-FM d-36, FM102 8-6, KC101 23-18, RI104 18-15, WTLQ 31-29, WLSR 6-5, Y106 9-6, KCAQ 10-8, WPFM 10-4, KBIM 23-18.

## MOST ADDED

**RICK SPRINGFIELD (104)**  
Celebrate Youth (RCA)  
**REO SPEEDWAGON (62)**  
One Lonely Night (Epic)  
**GLENN FREY (55)**  
Smuggler's Blues (MCA)  
**HAROLD FALTERMEYER (54)**  
Axel F (MCA)  
**FRANKIE GOES TO HOLLYWOOD (49)**  
Welcome To The Pleasuredome (ZTT/Island)

## HOTTEST

**USA FOR AFRICA (223)**  
We Are The World (Columbia)  
**MADONNA (202)**  
Crazy For You (Geffen)  
**PHIL COLLINS (161)**  
One More Night (Atlantic)  
**MADONNA (100)**  
Material Girl (Sire/WB)  
**TEENA MARIE (54)**  
Lovegirl (Epic)

#### SHEENA EASTON "Swear" (EMI America) 78/20

Moves: Up 3, Debuts 5, Same 50, Down 0, Adds 20 including WNYS, WCAU-FM, Z93, KPLUS, 98PXY, WNOK-FM, KITE, KBFM, KMBQ, WRQC, WKFR, KIKX, KPOP, KAFM d-36, KHTX 40-36.

#### BOY MEETS GIRL "Oh Girl" (A&M) 62/36

Moves: Up 0, Debuts 3, Same 23, Down 0, Adds 36 including CKOI, Q103, KMJK, WSPK, WZLD, WZPL, Z104, KIKX, KZZU, WOAY, Q101, Y94, KBIM, KX104 d-40, KCPX add 39.

#### GLENN FREY "Smuggler's Blues" (MCA) 55/55

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 55 including 94Q, Z93, WHYT, KKRZ, Q100, WPST, WBBQ, WZLD, WZPL, KJ103, KHOP, WZYQ, WCGQ, KFRX, KKAZ.

#### FRANKIE GOES TO HOLLYWOOD "Welcome To The Pleasuredome" (ZTT/Island) 53/49

Moves: Up 0, Debuts 1, Same 3, Down 0, Adds 49 including WCAU-FM, WNVZ, WHYT, WKFM, WHTF, KWIC, WZLD, WOKI, WZPL, KEYN-FM, KQMQ, WQCM, WCGQ, WHSL, SLY96.

#### LOS LOBOS "How Will The Wolf Survive?" (Slash/WB) 50/7

Moves: Up 5, Debuts 0, Same 38, Down 0, Adds 7, KKRZ, WKFM, WKDD, WKSF, KKQV, KZOZ, KIST, WCAU-FM on, PRO-FM on, KX104 26-21, WHOT on, T94 37-35, Y94 on, KCDQ 40-33, KOZE 35-34.

## SIGNIFICANT ACTION

#### LUTHER VANDROSS "Til My Baby Comes Home" (Epic) 49/10

Moves: Up 9, Debuts 10, Same 20, Down 0, Adds 10, K106, WANS-FM, WFMI, KRGV, KMBQ, WRQC, KZZU, WZON, T94, KBOZ-FM, Y1090 37-34, WCZY 29-24, KMEL 37-33, KPLUS 35-31, 92KTU 30-21.

#### NEW EDITION "Lost In Love" (MCA) 46/19

Moves: Up 4, Debuts 9, Same 14, Down 0, Adds 19 including WKXS-FM, WAVA, WCZY, WHYT, KIIS-FM, KS103, WERZ, WNOK-FM, WHHY-FM, Z98, WZPL, KISN, FM102 d-21, KAMZ 11-7, Y106 38-31.

#### MARY JANE GIRLS "In My House" (Gordy/Motown) 46/9

Moves: Up 8, Debuts 5, Same 24, Down 0, Adds 9, 93FM, Y100, Y108, Z106, WSPK, KZZB, KPOP, KWES, KHTX, KIIS-FM 35-28, KMEL 27-24, WNOK-FM 34-27, KITE 27-21, KCAQ 32-27, T94 38-30.

#### PHILIP BAILEY "Walking On The Chinese Wall" (Columbia) 36/35

Moves: Up 0, Debuts 0, Same 1, Down 0 Adds 35 including CKGM, 94Q, WNVZ, KMJK, KPLUS, WFLY, Q100, WVSR, WBBQ, WJZR, WZLD, WJXQ, KBOS, KHOP, KZZU.

#### SHANNON "Do You Wanna Get Away" (Mirage/Atco) 28/28

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 28 including CKOI, I95, Y100, WNVZ, FM102, KMEL, WTIC-FM, WKFM, WPST, WKRZ-FM, WZLD, KSET-FM, Y106, KMGX, KCAQ.

#### JESSE JOHNSON'S REVUE "Be Your Man" (A&M) 27/9

Moves: Up 1, Debuts 3, Same 14, Down 0, Adds 9, WKXS-FM, WHYT, WLOL-FM, WZLD, WANS-FM, KYNO-FM, KDON-FM, WSQV, KTRS, 94Q d-30, FM102 d-30, KMEL 35-31, Q100 on, WTLQ on, KCAQ d-35.

#### PAUL HARCASTE "Rain Forest" (Profile) 27/0

Moves: Up 11, Debuts 3, Same 6, Down 7, Adds 0, WCAU-FM on, KKRZ on, WPST d-40, KZZB 39-37, WJZR d-39, KTKS 22-20, WANS-FM 19-16, KIKK 35-32, KMGX 20-9, KYNO-FM d-39, KDON-FM 34-33, KHYT 8-7, KRQ 16-9, WIKZ 31-24, WKSF 29-19, WPFM 8-6.

#### GENERAL PUBLIC "Never You Done That" (IRS/A&M) 26/0

Moves: Up 3, Debuts 1, Same 22, Down 0, Adds 0, Q100 d-40, WLAN-FM on, 93Q on, WKFM on, WRCK on, WFMI on, WKZL on, KZIO on, WJXQ on-dp, WKFR on, KKF on, KDON-FM 37-32, KHYT on, WQCM 40-37, KBIM 32-25.

#### ALPHAVILLE "Forever Young" (Atlantic) 25/0

Moves: Up 6, Debuts 1, Same 18, Down 0, Adds 0, CFTR on, WLAN-FM 10-5, WZLD on, WOKI on, WFMI 40-39, WRNO on, KZIO on, WKFR on, KSND on, WOAY d-29, 95XIL 34-32, WOMP-FM 36-29, T94 32-27, KBIM 38-33, OK95 on.

#### JULES SHEAR "Steady" (EMI America) 23/23

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 23 including 94Q, KPLUS, Q100, WSPK, WRCK, WKRZ-FM, WTLQ, WHTF, WFMI, KX104, WKDD, WJXQ, KAY107, KKRZ, KSKD.

#### DAN FOGELBERG "Go Down Easy" (Full Moon/Epic) 23/0

Moves: Up 2, Debuts 2, Same 19, Down 0, Adds 0, WCAU-FM on, WNVZ d-40, Q103 on, WZLD on, WOKI on, KIKK on, WJXQ on-dp, KKF on-dp, KZZU on-dp, WSQV on, KISR d-36, WBNQ 34-32, KIST 36-30.

#### JOHN PARR "Magical" (Atlantic) 20/20

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 20 including Z299, KWK, Q100, WGF, WRCK, WTLQ, WHTF, KHFI, KWIC, WZLD, WFMI, KX104, WJXQ, KSKD, OK95.

#### MIDNIGHT STAR "Scientific Love" (Solar/Elektra) 16/2

Moves: Up 3, Debuts 0, Same 11, Down 0, Adds 2, WSPK, WJAD, FM102 14-11, WERZ on, WTIC-FM 30-26, WZLD on, KAMZ on, KSET-FM on, WJXQ on-dp, KJ103 on, KDON-FM on-dp, WOAY 29-21.

#### TIL TUESDAY "Voices Carry" (Epic) 14/9

Moves: Up 1, Debuts 2, Same 2, Down 0, Adds 9, PRO-FM, WERZ, KX104, KZIO, KQMQ, WZON, WHSL, KZOZ, OK95, WHTT 40-30, WKXS-FM d-35, KPLUS d-40, WLAN-FM on.

#### ROBIN GEORGE "Heartline" (Bronze/Island) 14/5

Moves: Up 0, Debuts 0, Same 9, Down 0, Adds 5, WFMI, KQIZ-FM, Q101, WCIL-FM, KIST, KWK on-dp, WERZ on-dp, WRCK on-dp, WTLQ on, WHTF on, WJXQ on-dp, WCGQ on.

#### ERIC ARMEN "I'm Through With Love" (Geffen) 10/10

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 10, WNVZ, K104, WERZ, KZZB, WJXQ, KMGX, 95XIL, Q101, KFYP, SLY96.

#### TOTO "How Does It Feel?" (Columbia) 10/3

Moves: Up 0, Debuts 0, Same 7, Down 0, Adds 3, WCGQ, Q104, OK95, WHTF on, KWIC on, KNMQ on, KLUC on, 95XIL on, WJAD on, KNOE-FM on.

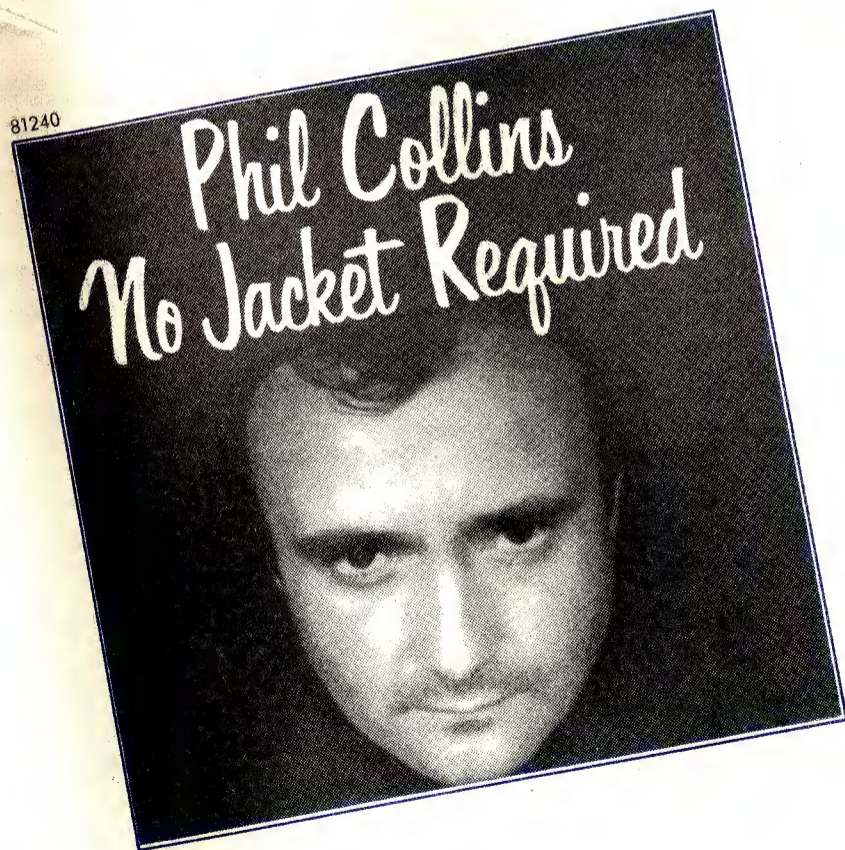
New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number, how many added it for the first time this 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.

# ALL FOR #1

AND

# #1 FOR ALL

*Phil Collins*



The album, "No Jacket Required" and the single, "One More Night"<sup>7-89588</sup> are atop charts everywhere.

**Billboard  
Cashbox  
Radio & Records**

**SOON-TO-BE MULTI-PLATINUM**

Produced by Phil Collins and Hugh Padgham

**Watch for the Phil Collins Hot Tub Club Tour this Spring!**

COMPACT  
**disc**  
DIGITAL AUDIO



On Atlantic Records and Cassettes

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CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	
5	3	2	1 PHIL COLLINS/One More Night (Atlantic)
2	2	1	2 MADONNA/Material Girl (Sire/WB)
—	30	8	3 USA FOR AFRICA/We Are The World (Columbia)
20	11	5	4 MADONNA/Crazy For You (Geffen)
7	5	4	5 TEENA MARIE/Lovergirl (Epic)
17	14	10	6 BRUCE SPRINGSTEEN/I'm On Fire (Columbia)
27	21	15	7 COMMODORES/Nightshift (Motown)
15	13	11	8 BRYAN ADAMS/Somebody (A&M)
24	20	14	9 CHICAGO/Along Comes A Woman (Full Moon/WB)
14	9	9	10 MICK JAGGER/Just Another Night (Columbia)
1	1	3	11 REO SPEEDWAGON/Can't Fight This Feeling (Epic)
25	22	19	12 ANIMATION/Obsession (Mercury/PG)
31	23	20	13 DeBARGE/Rhythm Of The Night (Gordy/Motown)
4	4	6	14 JULIAN LENNON/Too Late For Goodbyes (Atlantic)
33	25	21	15 DON HENLEY/All She Wants To Do Is Dance (Geffen)
9	7	7	16 SURVIVOR/High On You (Scotti Bros./CBS)
34	27	22	17 DIANA ROSS/Missing You (RCA)
16	15	13	18 BILLY JOEL/Keeping The Faith (Columbia)
—	33	27	19 FOREIGNER/That Was Yesterday (Atlantic)
—	37	29	20 MURRAY HEAD/One Night In Bangkok (RCA)
—	39	31	21 SIMPLE MINDS/Don't You (Forget About Me) (A&M)
18	17	17	22 PRINCE/Take Me With U (WB)
6	6	12	23 JOURNEY/Only The Young (Geffen)
—	—	34	24 POWER STATION/Some Like It Hot (Capitol)
13	12	18	25 TINA TURNER/Private Dancer (Capitol)
11	10	16	26 DURAN DURAN/Save A Prayer (Capitol)
—	—	35	27 DARYL HALL & JOHN OATES/Some Things Are Better Left Unsaid (RCA)
—	35	32	28 FIRM/Radioactive (Atlantic)
—	40	36	29 ERIC CLAPTON/Forever Man (WB)
40	31	30	30 GREG KIHN/Lucky (EMI America)
DEBUT	▶	31	31 WHAMI/Everything She Wants (Columbia)
8	16	24	32 GLENN FREY/The Heat Is On (MCA)
—	—	38	33 JOHN FOGERTY/Rock And Roll Girls (WB)
DEBUT	▶	34	34 SADE/Smooth Operator (Portrait/CBS)
3	8	23	35 DAVID LEE ROTH/California Girls (WB)
—	—	40	36 TIME/The Bird (WB)
—	38	37	37 DAN HARTMAN/Second Nature (MCA)
DEBUT	▶	38	38 KENNY LOGGINS/Vox Humana (Columbia)
—	—	39	39 SANTANA/Say It Again (Columbia)
DEBUT	▶	40	40 TOM PETTY/Don't Come Around Here No More (MCA)

N&A Begins on Page 86

AOR TRACKS

Three Weeks	Two Weeks	Last Week	
4	1	1	1 ERIC CLAPTON/Forever Man (WB)
14	4	2	2 TOM PETTY.../Don't Come Around Here... (MCA)
11	9	3	3 SIMPLE MINDS/Don't You (Forget About Me) (A&M)
3	2	4	4 DON HENLEY/All She Wants To Do Is Dance (Geffen)
37	20	11	5 TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG)
6	5	5	6 JOHN FOGERTY/Rock And Roll Girls (WB)
7	7	9	7 BRUCE SPRINGSTEEN/I'm On Fire (Columbia)
9	8	8	8 FOREIGNER/That Was Yesterday (Atlantic)
2	3	6	9 FIRM/Radioactive (Atlantic)
16	11	10	10 MICK JAGGER/Lonely At The Top (Columbia)
1	6	7	11 MICK JAGGER/Just Another Night (Columbia)
22	16	12	12 CHICAGO/Along Comes A Woman (Full Moon/WB)
53	39	21	13 JOHN FOGERTY/Centerfield (WB)
30	22	16	14 VAN MORRISON/Tore Down A La Rimbaud (Mercury/PG)
43	31	19	15 FIONA/Talk To Me (Atlantic)
13	13	13	16 SANTANA/Say It Again (Columbia)
—	45	26	17 KENNY LOGGINS/Vox Humana (Columbia)
BREAKER	▶	18	18 TOM PETTY & THE HEARTBREAKERS/Rebels (MCA)
—	54	30	19 ERIC CLAPTON/She's Waiting (WB)
32	27	23	20 GEORGE THOROGOOD.../I Drink Alone (EMI America)
BREAKER	▶	21	21 PHIL COLLINS/Inside Out (Atlantic)
24	23	22	22 LOS LOBOS/Will The Wolf Survive? (Slash/WB)
BREAKER	▶	23	23 FIRM/Satisfaction Guaranteed (Atlantic)
—	25	17	24 USA FOR AFRICA/We Are The World (Columbia)
BREAKER	▶	25	25 VAN-ZANT/I'm A Fighter (Network/Geffen)
10	14	14	26 ALAN PARSONS PROJECT/Let's Talk About Me (Arista)
8	12	15	27 PHIL COLLINS/One More Night (Atlantic)
20	18	24	28 GREG KIHN/Lucky (EMI America)
BREAKER	▶	29	29 POWER STATION/Some Like It Hot (Capitol)
BREAKER	▶	30	30 DAVID LEE ROTH/Just A Gigolo (WB)

Complete Tracks Chart Begins on Page 71

BLACK/URBAN

Three Weeks	Two Weeks	Last Week	
3	2	2	1 JESSE JOHNSON'S REVUE/Be Your Man (A&M)
2	1	1	2 LUTHER VANDROSS/Til My Baby Comes Home (Epic)
9	5	3	3 MAZE I/FRANKIE BEVERLY/Back In Stride (Capitol)
14	7	5	4 DeBARGE/Rhythm Of The Night (Gordy/Motown)
4	4	4	5 W. FELDER I/B. WOMACK/II Still Be Looking Up To You (MCA)
16	12	8	6 MARY JANE GIRLS/In My House (Gordy/Motown)
7	6	6	7 PATTI LABELLE/New Attitude (MCA)
22	14	11	8 MIDNIGHT STAR/Scientific Love (Solar/Elektra)
30	20	12	9 ALEXANDER O'NEAL/Innocent (Tabu/CBS)
1	3	7	10 COMMODORES/Nightshift (Motown)
—	24	14	11 SADE/Smooth Operator (Portrait/CBS)
—	—	36	12 USA FOR AFRICA/We Are The World (Columbia)
21	15	13	13 JENNY BURTON/Bad Habits (Atlantic)
—	31	19	14 KOOL & THE GANG/Fresh (De-Lite/PG)
33	22	18	15 SHALAMAR/My Girl Loves Me (Solar/Elektra)
27	19	16	16 MANHATTANS/You Send Me (Columbia)
—	—	20	17 NEW EDITION/Lost In Love (MCA)
12	10	10	18 DAZZ BAND/Heartbeat (Motown)
10	8	9	19 GLADYS KNIGHT & PIPS/My Time (Columbia)
38	32	23	20 B.B. KING/Into The Night (MCA)
—	35	24	21 TEMPTATIONS/My Love Is True (Truly For You) (Gordy/Motown)
39	30	25	22 GAP BAND/I Found My Baby (Total Experience/RCA)
—	—	30	23 WHITNEY HOUSTON/You Give Good Love (Arista)
—	37	33	24 MELBA MOORE/Read My Lips (Capitol)
—	39	32	25 JEFF LORBER I/AUDREY WHEELER/Step By Step (Arista)
29	23	22	26 N. MICHAEL WALDEN w/P. AUSTIN/Gimme, Gimme, Gimme (WB)
13	13	15	27 WHISPERS/Some Kind Of Lover (Solar/Elektra)
40	36	34	28 EUGENE WILDE/Rainbow (Philly World/Atlantic)
37	34	29	29 AL JARREAU/Raging Waters (WB)
—	40	35	30 SAM BOSTIC/Cold Tears (Atlantic)
—	—	38	31 GLENN JONES/Bring Back Your Love (RCA)
—	—	40	32 GEORGE BENSON/I Just Wanna Hang Around You (WB)
31	28	26	33 RUN D.M.C./King Of Rock (Profile)
BREAKER	▶	34	34 KLYMAXX/Meeting In The Ladies Room (Constellation/MCA)
34	27	27	35 S.O.S. BAND/Weekend Girl (Tabu/CBS)
DEBUT	▶	36	36 REDDINGS/Where Did Our Love Go (Polydor/PG)
5	9	17	37 TINA TURNER/Private Dancer (Capitol)
17	17	28	38 JOHNNY GILL/Half Crazy (Cotillion/Atco)
20	18	21	39 PRINCE/Take Me With U (WB)
DEBUT	▶	40	40 MADONNA/Material Girl (Sire/WB)

N&A Begins on Page 60

ADULT CONTEMPORARY

Three Weeks	Two Weeks	Last Week	
3	1	1	1 PHIL COLLINS/One More Night (Atlantic)
5	4	3	2 COMMODORES/Nightshift (Motown)
—	17	6	3 USA FOR AFRICA/We Are The World (Columbia)
9	6	4	4 DeBARGE/Rhythm Of The Night (Gordy/Motown)
21	12	7	5 MADONNA/Crazy For You (Geffen)
1	2	2	6 JULIAN LENNON/Too Late For Goodbyes (Atlantic)
17	11	10	7 BRUCE SPRINGSTEEN/I'm On Fire (Columbia)
12	9	8	8 MANHATTANS/You Send Me (Columbia)
2	3	5	9 REO SPEEDWAGON/Can't Fight This Feeling (Epic)
—	22	15	10 SADE/Smooth Operator (Portrait/CBS)
4	5	9	11 BILLY JOEL/Keeping The Faith (Columbia)
15	13	12	12 DOLLY PARTON/Don't Call It Love (RCA)
18	15	14	13 BARBRA STREISAND/Emotion (Columbia)
6	7	11	14 WHAMI/Careless Whisper (Columbia)
7	8	13	15 KENNY ROGERS/Crazy (RCA)
BREAKER	▶	16	16 BILLY OCEAN/Suddenly (Arista)
20	18	17	17 DAN HARTMAN/Second Nature (MCA)
—	—	21	18 GEORGE BENSON/I Just Wanna Hang Around You (WB)
11	14	16	19 DIANA ROSS/Missing You (RCA)
22	19	18	20 JANEY STREET/Under The Clock (Arista)
BREAKER	▶	21	21 DAN FOGELBERG/Go Down Easy (Full Moon/Epic)
DEBUT	▶	22	22 KOOL & THE GANG/Fresh (De-Lite/PG)
DEBUT	▶	23	23 DARYL HALL & JOHN OATES/Some Things Are Better Left Unsaid (RCA)
—	—	24	24 TINA TURNER/Private Dancer (Capitol)
10	16	20	25 FOREIGNER/I Want To Know What Love Is (Atlantic)

N&A Begins on Page 67

CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	
5	3	2	1 PHIL COLLINS/One More Night (Atlantic)
2	2	1	2 MADONNA/Material Girl (Sire/WB)
—	30	8	3 USA FOR AFRICA/We Are The World (Columbia)
20	11	5	4 MADONNA/Crazy For You (Geffen)
7	5	4	5 TEENA MARIE/Lovergirl (Epic)
17	14	10	6 BRUCE SPRINGSTEEN/I'm On Fire (Columbia)
27	21	15	7 COMMODORES/Nightshift (Motown)
15	13	11	8 BRYAN ADAMS/Somebody (A&M)
24	20	14	9 CHICAGO/Along Comes A Woman (Full Moon/WB)
14	9	9	10 MICK JAGGER/Just Another Night (Columbia)
1	1	3	11 REO SPEEDWAGON/Can't Fight This Feeling (Epic)
25	22	19	12 ANIMATION/Obsession (Mercury/PG)
31	23	20	13 DeBARGE/Rhythm Of The Night (Gordy/Motown)
4	4	6	14 JULIAN LENNON/Too Late For Goodbyes (Atlantic)
33	25	21	15 DON HENLEY/All She Wants To Do Is Dance (Geffen)
9	7	7	16 SURVIVOR/High On You (Scotti Bros./CBS)
34	27	22	17 DIANA ROSS/Missing You (RCA)
16	15	13	18 BILLY JOEL/Keeping The Faith (Columbia)
—	33	27	19 FOREIGNER/That Was Yesterday (Atlantic)
—	37	29	20 MURRAY HEAD/One Night In Bangkok (RCA)
—	39	31	21 SIMPLE MINDS/Don't You (Forget About Me) (A&M)
18	17	17	22 PRINCE/Take Me With U (WB)
6	6	12	23 JOURNEY/Only The Young (Geffen)
—	—	34	24 POWER STATION/Some Like It Hot (Capitol)
13	12	18	25 TINA TURNER/Private Dancer (Capitol)
11	10	16	26 DURAN DURAN/Save A Prayer (Capitol)
—	—	35	27 DARYL HALL & JOHN OATES/Some Things Are Better Left Unsaid (RCA)
—	35	32	28 FIRM/Radioactive (Atlantic)
—	40	36	29 ERIC CLAPTON/Forever Man (WB)
40	31	30	30 GREG KIHN/Lucky (EMI America)
DEBUT	▶	31	31 WHAM!/Everything She Wants (Columbia)
8	18	24	32 GLENN FREY/The Heat Is On (MCA)
—	—	38	33 JOHN FOGERTY/Rock And Roll Girls (WB)
DEBUT	▶	34	34 SADE/Smooth Operator (Portrait/CBS)
3	8	23	35 DAVID LEE ROTH/California Girls (WB)
—	—	40	36 TIME/The Bird (WB)
—	38	37	37 DAN HARTMAN/Second Nature (MCA)
DEBUT	▶	38	38 KENNY LOGGINS/Vox Humana (Columbia)
—	—	39	39 SANTANA/Say It Again (Columbia)
DEBUT	▶	40	40 TOM PETTY/Don't Come Around Here No More (MCA)

N&A Begins on Page 86

AOR TRACKS

Three Weeks	Two Weeks	Last Week	
4	1	1	1 ERIC CLAPTON/Forever Man (WB)
14	4	2	2 TOM PETTY.../Don't Come Around Here... (MCA)
11	9	3	3 SIMPLE MINDS/Don't You (Forget About Me) (A&M)
3	2	4	4 DON HENLEY/All She Wants To Do Is Dance (Geffen)
37	20	11	5 TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG)
6	5	5	6 JOHN FOGERTY/Rock And Roll Girls (WB)
7	7	9	7 BRUCE SPRINGSTEEN/I'm On Fire (Columbia)
9	8	8	8 FOREIGNER/That Was Yesterday (Atlantic)
2	3	6	9 FIRM/Radioactive (Atlantic)
16	11	10	10 MICK JAGGER/Lonely At The Top (Columbia)
1	6	7	11 MICK JAGGER/Just Another Night (Columbia)
22	16	12	12 CHICAGO/Along Comes A Woman (Full Moon/WB)
53	39	21	13 JOHN FOGERTY/Centerfield (WB)
30	22	16	14 VAN MORRISON/Tore Down A La Rimbaud (Mercury/PG)
43	31	19	15 FIONA/Talk To Me (Atlantic)
13	13	13	16 SANTANA/Say It Again (Columbia)
—	45	26	17 KENNY LOGGINS/Vox Humana (Columbia)
BREAKER	▶	18	18 TOM PETTY & THE HEARTBREAKERS/Rebels (MCA)
—	54	30	19 ERIC CLAPTON/She's Waiting (WB)
32	27	23	20 GEORGE THOROGOOD.../I Drink Alone (EMI America)
BREAKER	▶	21	21 PHIL COLLINS/Inside Out (Atlantic)
24	23	22	22 LOS LOBOS/Will The Wolf Survive? (Slash/WB)
BREAKER	▶	23	23 FIRM/Satisfaction Guaranteed (Atlantic)
—	25	17	24 USA FOR AFRICA/We Are The World (Columbia)
BREAKER	▶	25	25 VAN-ZANT/I'm A Fighter (Network/Geffen)
10	14	14	26 ALAN PARSONS PROJECT/Let's Talk About Me (Arista)
8	12	15	27 PHIL COLLINS/One More Night (Atlantic)
20	18	24	28 GREG KIHN/Lucky (EMI America)
BREAKER	▶	29	29 POWER STATION/Some Like It Hot (Capitol)
BREAKER	▶	30	30 DAVID LEE ROTH/Just A Gigolo (WB)

Complete Tracks Chart Begins on Page 71

BLACK/URBAN

Three Weeks	Two Weeks	Last Week	
3	2	2	1 JESSE JOHNSON'S REVUE/Be Your Man (A&M)
2	1	1	2 LUTHER VANDROSS/Til My Baby Comes Home (Epic)
9	5	3	3 MAZE I/FRANKIE BEVERLY/Back In Stride (Capitol)
14	7	5	4 DeBARGE/Rhythm Of The Night (Gordy/Motown)
4	4	4	5 W. FELDER I/B. WOMACK/II Still Be Looking Up To You (MCA)
18	12	8	6 MARY JANE GIRLS/In My House (Gordy/Motown)
7	6	6	7 PATTI LABELLE/New Attitude (MCA)
22	14	11	8 MIDNIGHT STAR/Scientific Love (Solar/Elektra)
30	20	12	9 ALEXANDER O'NEAL/Innocent (Tabu/CBS)
1	3	7	10 COMMODORES/Nightshift (Motown)
—	24	14	11 SADE/Smooth Operator (Portrait/CBS)
—	—	36	12 USA FOR AFRICA/We Are The World (Columbia)
21	15	13	13 JENNY BURTON/Bad Habits (Atlantic)
—	31	19	14 KOOL & THE GANG/Fresh (De-Lite/PG)
33	22	18	15 SHALAMAR/My Girl Loves Me (Solar/Elektra)
27	19	16	16 MANHATTANS/You Send Me (Columbia)
—	—	20	17 NEW EDITION/Lost In Love (MCA)
12	10	10	18 DAZZ BAND/Heartbeat (Motown)
10	8	9	19 GLADYS KNIGHT & PIPS/My Time (Columbia)
38	32	23	20 B.B. KING/Into The Night (MCA)
—	35	24	21 TEMPTATIONS/My Love Is True (Truly For You) (Gordy/Motown)
39	30	25	22 GAP BAND/I Found My Baby (Total Experience/RCA)
—	—	30	23 WHITNEY HOUSTON/You Give Good Love (Arista)
—	37	33	24 MELBA MOORE/Read My Lips (Capitol)
—	39	32	25 JEFF LORBER I/AUDREY WHEELER/Step By Step (Arista)
29	23	22	26 N. MICHAEL WALDEN w/P. AUSTIN/Gimme, Gimme, Gimme (WB)
13	13	15	27 WHISPERS/Some Kind Of Lover (Solar/Elektra)
40	36	34	28 EUGENE WILDE/Rainbow (Philly World/Atlantic)
37	34	29	29 AL JARREAU/Raging Waters (WB)
—	40	35	30 SAM BOSTIC/Cold Tears (Atlantic)
—	—	38	31 GLENN JONES/Bring Back Your Love (RCA)
—	—	40	32 GEORGE BENSON/I Just Wanna Hang Around You (WB)
31	28	26	33 RUN D.M.C./King Of Rock (Profile)
BREAKER	▶	34	34 KLYMAXX/Meeting In The Ladies Room (Constellation/MCA)
34	27	27	35 S.O.S. BAND/Weekend Girl (Tabu/CBS)
DEBUT	▶	36	36 REDDINGS/Where Did Our Love Go (Polydor/PG)
5	9	17	37 TINA TURNER/Private Dancer (Capitol)
17	17	28	38 JOHNNY GILL/Half Crazy (Cotillion/Atco)
20	18	21	39 PRINCE/Take Me With U (WB)
DEBUT	▶	40	40 MADONNA/Material Girl (Sire/WB)

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ADULT CONTEMPORARY

Three Weeks	Two Weeks	Last Week	
3	1	1	1 PHIL COLLINS/One More Night (Atlantic)
5	4	3	2 COMMODORES/Nightshift (Motown)
—	17	6	3 USA FOR AFRICA/We Are The World (Columbia)
9	6	4	4 DeBARGE/Rhythm Of The Night (Gordy/Motown)
21	12	7	5 MADONNA/Crazy For You (Geffen)
1	2	2	6 JULIAN LENNON/Too Late For Goodbyes (Atlantic)
17	11	10	7 BRUCE SPRINGSTEEN/I'm On Fire (Columbia)
12	9	8	8 MANHATTANS/You Send Me (Columbia)
2	3	5	9 REO SPEEDWAGON/Can't Fight This Feeling (Epic)
—	22	15	10 SADE/Smooth Operator (Portrait/CBS)
4	5	9	11 BILLY JOEL/Keeping The Faith (Columbia)
15	13	12	12 DOLLY PARTON/Don't Call It Love (RCA)
18	15	14	13 BARBRA STREISAND/Emotion (Columbia)
6	7	11	14 WHAM!/Careless Whisper (Columbia)
7	8	13	15 KENNY ROGERS/Crazy (RCA)
BREAKER	▶	16	16 BILLY OCEAN/Suddenly (Arista)
20	18	17	17 DAN HARTMAN/Second Nature (MCA)
—	—	21	18 GEORGE BENSON/I Just Wanna Hang Around You (WB)
11	14	16	19 DIANA ROSS/Missing You (RCA)
22	19	18	20 JANEY STREET/Under The Clock (Arista)
BREAKER	▶	21	21 DAN FOGELBERG/Go Down Easy (Full Moon/Epic)
DEBUT	▶	22	22 KOOL & THE GANG/Fresh (De-Lite/PG)
DEBUT	▶	23	23 DARYL HALL & JOHN OATES/Some Things Are Better Left Unsaid (RCA)
—	—	24	24 TINA TURNER/Private Dancer (Capitol)
10	16	20	25 FOREIGNER/I Want To Know What Love Is (Atlantic)

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