

I N S I D E :

INDUSTRY REACTION TO "SUPERGROUP" PROPOSAL COVERS THE SPECTRUM

Brad Woodward's companion piece to the Page 1 article on NRBA's proposal for a radio "super-association" charts reaction from other broadcast groups. It ranges from ridicule to guarded interest. Page 10

NEW THIS ISSUE: DEMOGRAPHIC RANKINGS

R&R provides a further ratings information service, R&R provides the top 10 Arbitron-ranked demographic leaders in the most prominent markets.

Page 19

THE DALLAS DOMINATOR

Legendary PD/morning man Ron Chapman of KVIL reveals a few of the secrets of a radio dynasty.

Page 40

PEOPLE IN THE NEWS THIS WEEK

- Norm Feuer VP/GM at 91X
- Miles Sexton VP/GM, Steve Matt PD at KLTR
- Roger Wimmer VP/Research at Surrey
- Colin Stewart VP/Marketing at EMI America
- Steve Perun PD at KBEQ
- Fred Weber GM at KFYY & KJJJ
- John Hiatt VP/GM at KISS
- Mike Farrow PD at WSNE
- Eric Stenberg GM at KLUW & KISN
- Jack Sabella VP/GM at KOMA & KAEZ
- Chris Adams PD at KIK
- Lou Fernandez GSM at KSDO-AM & FM
- Richard Trapp GSM at WAMB

Page 3, 4, 5, 6, 7

WJLB DETONATES IN DETROIT

WJLB is riding high in the Motor City, and Walt Love talks to station execs about how they moved into high gear.

Page 47

STRUCTURING COMEDY ON THE AIR

Dan O'Day and CFNY/Brampton-Toronto's Don Berns outline how to structure an hour on the air with effective comedy bits — original and service-derived.

Page 35

CONSISTENCY IN JAZZ REPORTING

Barbara Barnes talks to a number of jazz record reps and radio programmers about what consistent playlist reporting techniques mean to them.

Page 48

NEXT WEEK IN R&R

Joel Denver puts KIIS mastermind Gerry DeFrancesco in the center ring for a candid interview.

Newsstand Price \$3.50



MALRITE, GANNETT FIRST BUYERS

Cap Cities/ABC Sells Four Stations

The first of the Capital Cities Communications/ABC spinoffs had Malrite Communications Group agreeing to pay a combined \$75.5 million for Cap Cities' Country combo KLAC & KZLA/Los Angeles and ABC AOR outlet KSRR/Houston. Shortly thereafter, Gannett's acquisition of CHR KTKS/Dallas from ABC for \$16-million was announced. The deals are pending FCC approval, and become effective when the Cap Cities/ABC merger is finalized, which is expected in January. The spinoffs are required in order to comply with FCC regulations governing multiple ownership of broadcasting stations.

In a joint statement by Cap Cities Chairman/CEO Thomas Murphy and ABC Chairman/CEO Leonard Goldenson regarding Malrite's purchase, they said, "We are very pleased

that these three stations will be operated by a company with such extensive experience in the field of radio broadcasting and the excellent reputation that Malrite enjoys."

Reflected ABC Owned Stations President Charles DeBare, "The only good thing about the sale of the Houston and Dallas stations is that

CAP CITIES/See Page 5

Taft Establishes New Management Team



Chris Wheat

Following Taft's takeover of WKLS-AM & FM/Atlanta and WNDE & WFBQ/Indianapolis from Gulf, several management changes have been announced. WDAF/Kansas City VP/GM Tom Connolly has transferred to WKLS as VP/GM, and is replaced by Mike Costello, VP/GM at co-owned KYYS/Kansas City. The new

ATKINSON, O'BRIEN, RUBIN VPs

Clark, Barnes Sr. VPs In R&R Expansion

White NY Bureau Chief/Records Editor



Ken Barnes

R&R has completed a significant expansion of its editorial, sales, and communications efforts. In sales, former VP/Marketing Bill Clark returns to the company as Senior VP/Sales, administering the sales staff and reporting to Publisher Dwight Case and Exec. VP Dick Krizman. Creative Services Director Michael Atkinson has been promoted to VP/Sales, West, while National Sales Director Barry O'Brien becomes VP/Sales, East.

In editorial, VP & Editor Ken Barnes moves up to Senior VP & Editor, while Adam White joins R&R as New York Bureau Chief/Records Editor. White, most recently Editor-In-Chief of Billboard, will handle editorial matters in New York and launch a weekly column on record industry issues when he



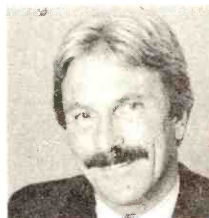
Bill Clark

takes up his new position later this month.

Dick Rubin, R&R's Communications Director, has been elevated to VP/Communications.

R&R/See Page 4

McSorley Price Sr. VP



Jack McSorley

K101 (K101)/San Francisco Executive VP/GM Jack McSorley has been promoted to Senior VP for parent Price Communications. McSorley will relocate to the company's headquarters in New York and assume his new duties September 2. He succeeds Frank Osborn, who resigned last week to form Osborn Communications, a broadcast ownership group.

"Our board of directors and senior management are delighted that Jack will be joining us," remarked President Bob Price. "His performance at K101 has been superior, and we look forward to him to provide 'hands-on' leadership for our growing corporate radio group."

McSorley had managed K101 for nearly two years, having previously been GSM at cross-McSORLEY/See Page 5

Hall SMN's Programmer

Williams Opens Consultancy

Satellite Music Network VP/Programming George Williams has resigned to open his own consultancy, George Williams Communications, based in Dallas. Replacing him is Operations Manager Robert Hall, who becomes Program Manager for SMN.

President/CEO John Tyler told R&R, "George has been here since the beginning, but has a great and exciting future. We will probably use him on occasion ourselves. Robert Hall has been here since day one as well, and his promotion is well deserved."

Hall, who joined the network four years ago after a five-year programming stint at CKGM/Montreal, told R&R, "I feel my contribution will help shape a

HALL/See Page 5

Herndon Hasty

KYYS VP/GM is Herndon Hasty, who moves up from Sales Manager. Ed Sander, formerly GM at recently-sold WSUN/Tampa, becomes VP/GM at WNDE/Indianapolis, while assuming VP/GM duties for sister FM WFBQ is Chris Wheat, who transfers from co-divested Tampa outlet WYNF.

TAFT/See Page 7

Industry Summit Meeting Set To Explore "Super" Radio Group

NAB and RAB leaders will meet in Washington August 16 at a "summit meeting" to discuss ways to work together, including an NRBA proposal for creation of a "super radio-only association." Ironically, it appears that NRBA, which touched off the current round of talks last week with its surprise proposal, won't be represented at the meeting.

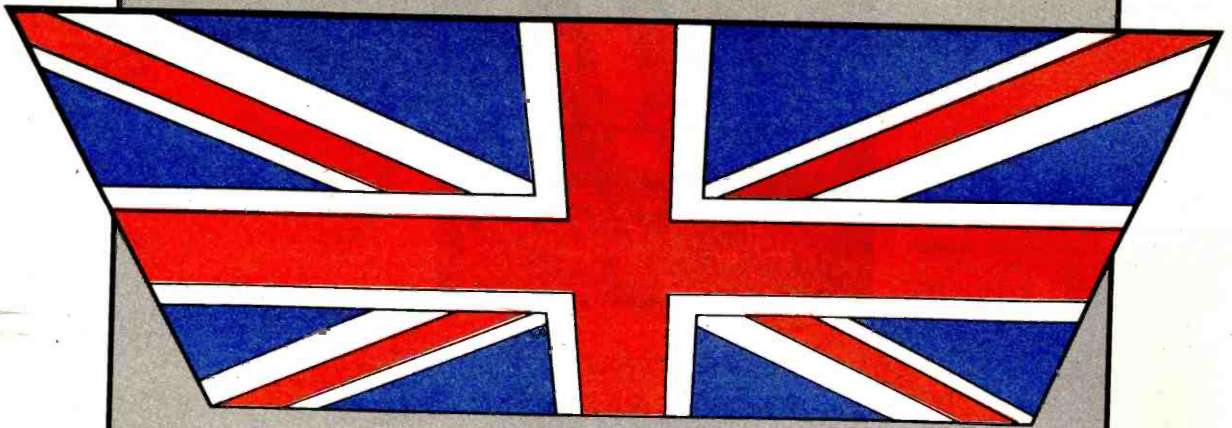
Publicly, NAB officials reserved judgement on NRBA's idea of a unified radio trade group, but agreed to sit down and discuss it. Privately, reactions were far more negative and even hostile. One high-ranking NAB official accused NRBA of "grandstanding just prior to the convention" and said the move seriously jeopardizes chances of future joint

NAB-NRBA conventions. RAB officials were unavailable for comment. (For further reactions, turn to the Washington Report, Page 10.)

NRBA envisions a totally new association made up of itself, RAB, NAB's radio department, and possibly the radio portions of the Radio-TV News Directors Association (RTNDA), Broad-

SUMMIT/See Page 5

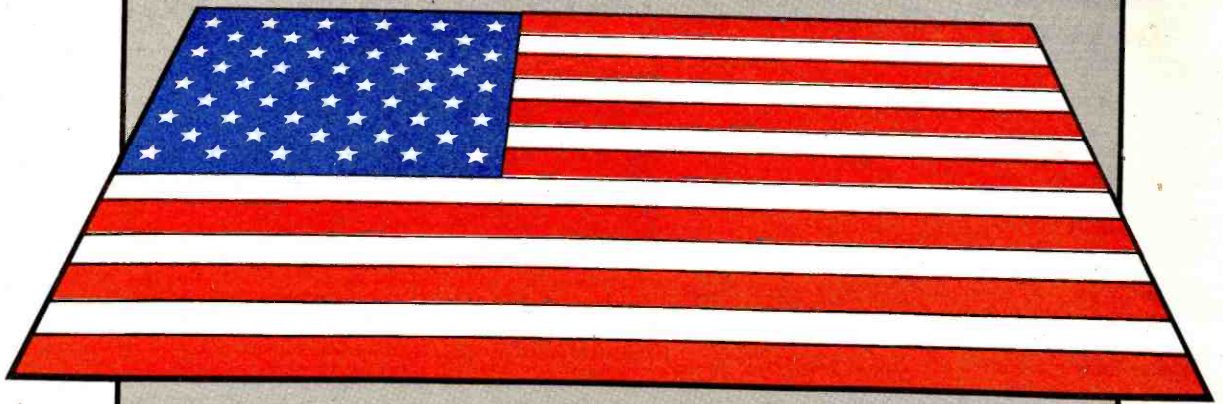
WE ARE PLEASED TO ANNOUNCE



BBC

ON

WESTWOOD ONE



Rock 'n' roll was born in the U.S.A. and came of age in Great Britain, and the two countries continue to shape the course of contemporary music around the world. And now, the Westwood One Radio Network and the British Broadcasting Corporation, the dominant forces of national radio in the United States and the United Kingdom, have reached a history-making agreement to bring prime BBC programming to the American airwaves.

The cream of the pop and rock original and archival programming from the BBC Transcription Service is now available in the United States exclusively from Westwood One – concerts, interviews, features and produced specials. Add that to the long-standing Westwood One tradition of superior programming originating in the U.S., and you get the greatest selection of quality programming available anywhere in the world – only from Westwood One.

The best of the BBC from Westwood One – it's revolutionary!

Contact your Westwood One representative for details. Call (213) 204-5000 or Telex 4996015 WWONE.

WESTWOOD ONE
RADIO NETWORKS



AUGUST 9, 1985

RATTLING THE CAGE AT Z100

Joel Denver interviews the irrepressible Scott Shannon of WHTZ on what makes New York's No. 1 station tick.

Page 36

Transactions	8
Washington Report	10
What's New	12
Ratings & Research: Jhan Hiber	17
Ratings Results	19
Networks: Reed Bunzel	22
Sales	24
Image & Marketing:	
Harvey Mednick	26
Street Talk	28
On The Records: Ken Barnes	33
Datebook: Sean Ross	34
Air Personalities: Dan O'Day	35
CHR: Joel Denver	36
Calendar: Brad Messer	39
A/C: Donna Brake	40
AOR: Steve Feinstein	42
Black/Urban: Walt Love	47
Jazz: Barbara Barnes	48
Country: Lon Helton	50
Nashville: Sharon Allen	52
Marketplace	53
Opportunities	54
National Music Formats	57
Jazz Chart	61
Country Chart	62
A/C Chart	88
AOR Chart	88
Black/Urban Chart	88
CHR Chart	88

Hiatt New KISS VP/GM



John Hiatt

Following CBS's takeover of A/C KLTR/Houston from Taft/Gulf Broadcasting, departing VP/GM John Hiatt has been named VP/GM at Capitol Broadcasting Co.'s AOR-formatted KISS/San Antonio. A veteran Texas radio sales executive, Hiatt succeeds Jim Tiller, who will continue marketing his computer sales grid systems.

Hiatt spent eight years with Gulf, the last four managing KLTR. He previously worked three years at KTXQ/Dallas, including two as GSM. "(Capitol President) Jim Goodman is a terrific individual who's very supportive of his managers," said Hiatt. "KISS has been an AOR for 15 years, and recently regained format dominance in the market. The station's in terrific shape; it's a great situation to walk into."



Miles Sexton

MATT NEW PD

Sexton VP/GM At KLTR

At CBS's newly-acquired A/C outlet KLTR/Houston, KKHR/Los Angeles GSM Miles Sexton has been named VP/GM, while Assistant PD/MD Steve Matt was promoted to PD. Sexton succeeds John Hiatt, who became VP/GM at KISS/San Antonio (see separate story), while Matt fills the vacancy left when Jim Herron accepted the PD post at WCLR/Chicago a few weeks ago.

CBS Radio President Robert Hosking said, "Miles's successful experience in sales and marketing in the competitive Los Angeles market makes him well-suited for this new post."

Sexton served 18 months as GSM at KKHR, having previously been Manager/National Sales & Marketing. He joined CBS in 1980 as the station's (then KNX-FM) Retail Sales Manager. Sexton told R&R, "There was a lot of concern that with CBS buying the station there'd be a lot of changes, but that's not going to happen. KLTR is like a fine Swiss watch. My job is to keep it wound up."

Commenting on Matt, Sexton added, "Steve has a real grasp of the station's objectives. He's gained the trust and confidence of the staff, and is the best person for the job."

Matt joined KLTR 18 months ago after three years at WAVA/Washington, where he first worked as Production Director and later as morning man. This is his first PD job. "I'm really impressed with Miles; I have the utmost respect for him and his ability. The staff knows me and we work together very well. It's great to be part of CBS."

Weber Transfers To GM At KFYI & KJJJ

Broadcast Group Executive VP Fred Weber has transferred from the company's headquarters in Detroit to take over the GM duties at its first properties, News-Talk-Country combo KFYI & KJJJ/Phoenix.

Weber told R&R, "We decided it was time to form a new geographic base for the company. The obvious choice was Phoenix, and from there, we'll pursue acquiring other properties in such markets as San Diego, Denver, and Dallas. Because we plan to operate from

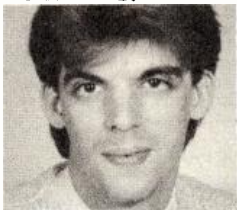
Feuer Named VP/GM At XTRA-AM & FM

Longtime broadcast executive Norm Feuer is the new VP/GM of Noble Broadcasting Group's XTRA-AM & FM/San Diego. Feuer has been President of Viacom Radio, President/GM of KBZT/San Diego, and VP/GM concurrently at both Sudbrink's WLAQ/Chicago and WLTY/Miami.

Noble CEO John Lynch, who had been doubling as GM for the stations, observed, "Norm's joining

BURNS CONSULTS

Perun Programs KBEQ



Steve Perun

KBEQ (Q104)/Kansas City Program Coordinator Steve Perun has been named PD, succeeding Pat McKay, who left two weeks ago. It was also confirmed that Alan Burns & Associates will consult the CHR station.

Capital Broadcasting President Jim Goodman commented, "Steve is one of the brightest program developers in the country. He's developed a plan for the station and we're putting all our resources at his disposal."

Goodman added, "Burns is going to be of invaluable input on strategic planning for the station. He's not coming in to tell us what to do; he's here as an advisor, employed to help us develop and execute our plans."

Perun, who has programmed KWK/St. Louis and was MD at WLS-AM & FM/Chicago, commented, "We have some major surprises ready to roll. We remain the number one curning station in the market; hence our new positioning statement, 'The Number One Hit Music Station.' We intend to live up to that slogan, so anyone who thinks he can come in here and make it a cakewalk to victory had better rethink his plans."

Phoenix, it made sense for me to move here. I figured as long as I was coming here, I might as well take over as GM.

"In the not-too-distant future, I'll groom someone to eventually be the GM. We just changed the format of the AM station and are very busy with that, so we haven't had a chance to groom anybody for the job."

Before becoming a partner in the Broadcast Group, Weber worked at WCAR/Detroit between 1975-81.

Noble gives us the kind of experienced management a group requires if it's to grow and prosper. We're fortunate that Norm's family commitment has brought him back to San Diego. There's not a more qualified GM in America."

Feuer told R&R, "I'm excited to finally work for an operation where I don't have to reinvent the wheel. I look forward to helping the stations continue their growth in the San Diego market, and to giving John support in Noble's expansion endeavors."

Stewart VP/Marketing At EMI America



Colin Stewart

Colin Stewart has been named VP/Marketing for EMI America, overseeing the creative services and sales departments for the label and developing overall marketing plans. Stewart was most recently on attachment to the office of EMI Music Chairman Bhaskar Menon.

EMI America President Jim Mazza commented, "We are very excited to have an executive of Colin's stature joining EMI. He is an extremely knowledgeable and talented addition to our management team."

Stewart first joined EMI in the UK in 1976 as Rocket and Bronze Label Manager. In 1983 he served as Director of Business Development & Planning for EMI Music, North America & Japan, based in Los Angeles.

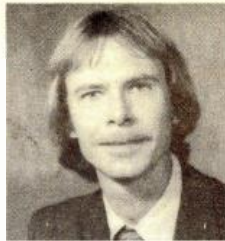
Farrow New WSNE PD

After two years as PD at WKYE/Johnstown, PA, Mike Farrow has been named Program Director at A/C-formatted WNSE/Providence, beginning August 19. He succeeds Norm Thibeault, who will stay on at WSNE in an as-yet-undetermined capacity.

Co-owner/GM Mike Schwartz commented, "Norm and I have had a good relationship, but some of our philosophies differ. Mike was recommended by our consultant Pete Salant, and I was very impressed by him. He's a hard-working, bright young man, and we're happy to have him aboard."

Prior to WKYE, Farrow programmed WCRO/Johnstown for seven years. He said, "It's a big jump for me, and I'm thrilled to a death. Pete Salant has already begun some fine-tuning, and I'll be working to continue that process."

WKYE Music Director Jack Michaels has been promoted to PD, succeeding Farrow.



Roger Wimmer

Wimmer New Surrey VP/Research

Roger Wimmer has joined Surrey Communications in the newly-created post of VP/Research Services. A former Associate Professor/Broadcast Research & Sales at the University of Georgia, Wimmer comes to the Denver-based research/consulting company after three years as Manager of Research for Cox Communications.

Surrey President Kent Nichols commented, "Roger's experience as a broadcast researcher and consultant, as well as his teaching background, fits well into our endeavor to provide our clients with state-of-the-art research methodology."

Wimmer remarked, "In the past ten years I've been involved in this field of work, I've learned that ethics, reputation, and the ability to perform under pressure are very important. This company is professional in all those areas."

At the same time, Surrey announced the promotion of three-year Research Associate Chris Porter to Senior Research Director.

WMGG Becomes 'Bright A/C' WNLT

Metroplex's WMGG/Tampa has dropped out of the three-way CHR race against WRBQ and WZNE to become the market's only "Light Rock" outlet. The station has also been granted new calls by the FCC, WNLT, and will be known on-air as W-Lite, 95.7.

President/GM Jonathan Pinch remarked, "We came to our conclusions following perceptual studies Jon Coleman conducted for us. We found the W-101 (A/C/WIQL) listeners were just a hair below the easy listening level, and we're offering something a bit more upbeat."

"We also found WRBQ was vulnerable, as they were perceived as being too talky and playing too many commercials. Our new presentation will be bright and steer away from the traditional A/C artists. In addition, E. Alvin Davis has been retained to aid us in marketing and ongoing research."

Newly-named PD Al Casey explained to R&R, "The positioning slogan is 'Light Rock, Less Talk,' so our high-profile morning man John Lanigan is the only casualty on the airstaff. We are working out financial arrangements, as John was under contract. I'll be doing a shift myself, probably afterwards, as I've moved Jeff Laurence into mornings. WNLT will be music-intensive and we'll be kicking off massive billboard and TV campaigns to spread the word."

Stenberg Manages KLUB & KISN

KPKE/Denver GM Eric Stenberg has accepted the GM post at Sun Mountain Broadcasting's newly-acquired MOYL/CHR combo KLUB & KISN/Salt Lake City, beginning August 19.

KFMB-AM & FM/San Diego VP/GM and station coprincipal Paul Palmer told R&R, "Eric was my number one choice. He has an in-depth background in promotion, sales, and management. We've got two of the best signals in the market and nowhere to go but up."

A 16-year broadcaster, Stenberg leaves Doubleday CHR KPKE after four years as GM. He previously worked as GSM at neighboring KHOW for two years, and earlier was GSM at WOWO/Ft. Wayne. "Salt Lake City is about to take off — it reminds me a lot of what Denver was when I got here in 1979. The market is growing, the owner-



Eric Stenberg

ship is solid, and the stations seem to be waiting for something to happen."

Although he declined to discuss specifics, Palmer indicated that KLUB would head in a more full-service adult direction, while KISN will revert to its original A/C orientation.

R&R

Continued from Page 1

and supervises the newspaper's computer, circulation, and internal communications departments.

Case, commenting on the expansion, remarked, "Doing a jigsaw puzzle of a snowfall is very difficult, but we did it. All the pieces are in place."

In addition to his previous R&R experience, Clark is a longtime marketing executive who operated his own consultancy and worked with Six Flags. Barnes, a ten-year R&R staffer, became VP & Editor last year. Atkinson joined the paper four years ago after 17 years in promotion and A&R with CBS and MGM, among others. O'Brien, formerly in sales with Q107/Washington and WVBF/Boston, has been with R&R since January 1981. Rubin joined R&R in 1982 after working with FM Productions and running his own event coordination operation.



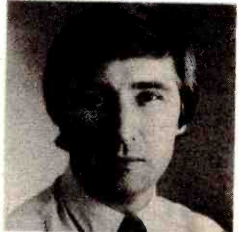
Barry O'Brien



Michael Atkinson



Dick Rubin



Adam White

Fernandez Now KSDO GSM

KSDO-AM & FM/San Diego Local Sales Manager Lou Fernandez has been promoted to General Sales Manager. In his new post, Fernandez will manage the sales staffs for the News-Talk/CHR combo and coordinate national sales for the (parent) Gannett group. Former GSM John Schean has become GSM at crosstown KJQY.

A 17-year broadcaster, Fernandez has worked in San Diego at KOGO, KJQY, KCST-TV, and KGB before joining KSDO 17 months ago. He said, "It's fun being a part of Gannett, which is such a driving force in the communications business. This is an exciting place to work."

Collins Commemorates Gold Numbers



Atlantic held a party in New York for Phil Collins following the conclusion of his world tour. The label presented the artist with a special plaque commemorating his seven American gold and platinum awards to date. Pictured (l-r) are Atlantic Chairman Ahmet Ertegun, manager Tony Smith, Collins, and Atlantic President Doug Morris.

DROPS N/T

KXXY (AM) Returns To Country Format

After eight months as News/Talk KCNN, the Oklahoma City Summit outlet has dropped the format to return to Country under the KXXY (AM) banner.

KXXY-FM Director of Programming Clay Daniels, who's taken on similar duties for the AM, told R&R, "The decision was based strictly on ratings. (In the spring Arbitron) we came up with less than 1% of the marketplace and the main competition (KTOK) went 11.2-7.4. The overall decline in the News/Talk shares was the basic reason behind the switch."

Concurrent with the change, some ten AM staffers — anchors,

talk show hosts, and producers — were let go. Said Daniels, "Summit is a people-oriented company and we're doing all we can to help those displaced by this move to relocate."

Prior to its switch to News/Talk in January, KXXY had programmed Country for over two years. With the change, it will be simulcasting morning and afternoon drive with KXXY-FM.

The reentry of KXXY brings the number of Country stations in the market back up to five, others being FM KEBC and AMs KOMA and WKY.



Sabella New KOMA & KAEZ VP/GM

Price Communications has named Jack Sabella as VP/GM of Oklahoma City properties KOMA and (forthcoming acquisition) KAEZ.

President Robert Price said, "We're delighted that Jack has agreed to join us. He has had broad experience in a variety of radio management positions and we welcome him to our growing group of senior managers."

Sabella brings management experience from KACY-AM & FM/Oxnard-Ventura, KSDO/San Diego, and most recently, KFV/Oakland. He has also worked for Group W at KZQY/Dallas and KDKA/Pittsburgh. He told R&R, "This company is growing so fast and so well that it's a pleasure to be joining them at this level."

Adams Upped To KIK PD

Chris Adams has been promoted from Production Manager/air personality to PD at Country KIK/Orange (Anaheim). The position has been open since the departure of PD John Dzima two months ago.

Station Manager Jim Votaw told R&R, "Chris has proven to be a valuable and loyal employee throughout his five years with the company. He's grown to the point where he is ready to accept the responsibility and meet the challenges as Program Director of KIK-FM."

Adams, formerly Production Manager at KOLA/San Bernardino, stated, "I'm proud to be programming Orange County's only Country station. It's back on the winning track because of a winning attitude and professional staff."



Jack Sabella

Indicating that a format review is at hand, Sabella continued, "We're going to see what we can do to best utilize the facilities and signals we have. With the acquisition of (Black/Urban) KAEZ, it's a good time to take a hard look at everything. If staying Country on KOMA is the way to be both good and profitable, then that's the way we'll go. We're building new studios for the AM and FM, while also upgrading the FM signal."

Regarding a new programmer to replace KOMA PD Don Cook, who left two weeks ago, Sabella said, "We won't select a new PD until we know which direction we're taking the stations."

Hall

Continued from Page 1

glowing future for what I think is the premier programming service for radio operators in America today."

He indicated that his replacement would be named in the near future. Hall will remain based out of the company's Chicago studios.

Williams, who earlier served as VP/Programming for Southern Broadcasting, said, "It's a dream come true for me to open my own firm and work with a select group of clients in the CHR, A/C, and Country formats."

Summit

Continued from Page 1

cast Financial Management Association (BFM), and Broadcast Promotion & Marketing Executives (BPME). NRBA and RAB would cease to exist entirely.

According to NRBA, the new group would encompass "all facets of radio station operations, management, sales, programming, and engineering, by providing valuable programs and services as well as representing the entire radio industry on Capitol Hill and at the FCC — as a single, unified, and autonomous voice."

Quabbling Over Summit Time, Place

NAB immediately seized the initiative last week by proposing three possible August dates for a "joint exploratory meeting" at its Washington headquarters "to seek further approaches toward improved service and effectiveness." Once RAB accepted for August 16, the meeting was firm up for that date. RTNDA, BFM, BPME and NRBA were to be invited this week.

NRBA, however, rejected all three dates on grounds that its board of directors must first vote on the idea next month in Dallas. NRBA's Executive Committee adopted the plan in Chicago July 24.

"We haven't had this meeting forever," said NRBA President Bernie Mann. "Why all of a sudden does it have to be in the next few days?" Mann added it would be "inappropriate" to meet at NAB's offices, rather than some neutral territory.

NRBA Chairman Bill Clark wrote NAB President Eddie Fritts this week saying that if NRBA's board gives the go-ahead next month, "We will be delighted to explore the specifics of date, site, and composition" of a summit. . . . It is our feeling that such a meeting should place a primary emphasis on broadcast representation and not be limited to staff."

Clark also noted that Fritts, in a letter last week, cited this year's NAB-Daytime Broadcasters Assn. (DBA) merger as a "precedent of joining together . . . to further unify and consolidate in the best interests of our industry."

Clark countered, "I feel compelled to point out that the NRBA proposal specifically calls for the formation of a new, all-encompassing, and independent organization to serve all of radio and should in no way be interpreted as suggesting a merger into any existing association." Another NRBA leader called that merger a "buyout" of DBA's debt by NAB.

WAMB Sets Trapp As New GSM

At Music Of Your Life outlet WAMB/Nashville, Dick Trapp has been named General Sales Manager. He takes over for Ronn Mott, who became GM at WJBM/Jerseyville, IL.

President/GM Bill Barry noted, "We hated to see Ronn go, but are pleased to get someone of Dick's caliber to join us."

Trapp worked briefly for WAMB as an Account Executive early this year before leaving radio temporarily. "Advertising is a different world from any other business," Trapp told R&R, "and I'm glad to get back into it again. I believe in this music, and we're the only station around playing it."

Presently a 25-kw daytimer, WAMB plans to increase power to 50 kw days/1 kw nights in September.

McSorley

Continued from Page 1

town KYUU. Before that he served three years as VP/GM at KQFM/Portland. He told R&R, "Having purchased 12 stations in only two years, Bob Price has the fastest-growing broadcast group in the country today — who could turn this down?"

McSorley's first assignment will be to find a new GM for K101.

Cap Cities

Continued from Page 1

they're going to very professional broadcasters. The teams we've put together will be appreciated and will receive the same support we've given them."

Said Malrite Chairman/CEO Milton Maltz, "We're very proud to have been selected by two of the finest companies in broadcasting — Capital Cities and ABC — to continue their outstanding record of service through these three stations. We commenced operations 30 years ago with a 500-watt daytimer in a community of 4500 people. This acquisition is a wonderful way to celebrate our years of progress."

Malrite also operates WHTZ/New York, KNEW & KSNB/San Francisco, WDGW & KEEV/Minneapolis, WHK & WMMS/Cleveland, KRXY-AM & FM/Denver, and WZUU-AM & FM/Milwaukee.

Gannett, whose executives were unavailable for comment at presstime, presently holds KIIS-AM & FM/Los Angeles, WGCI-AM & FM/Chicago, WCZY-AM & FM/Detroit, KKBQ-AM & FM/Houston, KUSA & KSD/St. Louis, WDAE & WIQI/Tampa, and KSDO-AM & FM/San Diego.

PolyGram Sales Force Meets



PolyGram gathered its sales executives in New York to hear forthcoming product. Pictured (l-r standing) are Boston Branch Mgr. Paul Wennik, Cleveland/Detroit Branch Mgr. Bill Schulte, VP/Nat'l Accounts Jeff Brody, Dallas Branch Mgr. Paul Luckas, President Guenter Hensler, L.A. Branch Mgr. Bill Follett, Sr. VP/Sales Shelly Rudin, Baltimore/Washington/Philadelphia Branch Mgr. Curt Eddy, Philadelphia Sales Mgr. Jack Iacchei, and Atlanta/Miami Branch Mgr. Larry Hensley; (seated l-r) Album Sales Director K.P. Mattson, Nat'l Sales Coordinator Sheila DeJohn, Admin. Asst. Maryann Harper, and Atlanta Sales Mgr. Dee Ferrick.

Go West Go East



Chrysalis held a New York reception for visiting British duo Go West. Pictured (l-r) are Go West's Richard Drummie, manager John Glover (front), Chrysalis Chairman Chris Wright, label VP Rick Dobbis, Exec. VP Jeff Aldrich, Chrysalis President Jack Craig, and Go West's Peter Cox.

Tears For Platinum



Mercury/PolyGram's Tears For Fears were awarded platinum LPs for the "Songs From The Big Chair" album following a Costa Mesa, CA show. Pictured (l-r) are PG Sr. VPs Harry Anger and Jim Lewis, Phonogram UK's David Bates, PolyGram President Guenter Hensler, and TFF's Curt Smith and Roland Orzabal.

A&M Grant's Audience



Following Amy Grant's Greek Theatre performance in L.A., she was greeted backstage by A&M executives. Pictured (l-r) are Grant, A&M Nat'l Promotion Director Steve Resnik, and Nat'l Promo. Mktg. Director/Distributed Labels Dick Bozzi.

ARAC Probes Book, Metro Revisions

Finalizing the new look of Arbitron's ratings books and establishing new metro definition guidelines were focal points at the recent meeting of the Arbitron Radio Advisory Council in Northern California. Arbitron VP/Sales & Marketing Rhody Bosley told R&R, "The Council gave us good guidance on the redesign of the books. Council Chairman Larry Wexler made it part of the record that the endorsements of the redesign, with minor changes, were unanimous. Wexler also reaffirmed the Council's position that the redesign not involve any price increase to subscribers, and it's our intent to honor that. If any redesign could affect the pricing, we'll discuss it with the Council."

Bosley noted that the first major revisions, such as new demos and overnight estimates, would not be plugged in until the fall '86 reports, due for release in January '87.

Subscribers representing at least 80% of the Arbitron contracts in a market could now vote for a metro definition different from the Office of Management & Budget boundaries, according to an Arbitron policy shift approved by the Council. In the past, all subscribers had to approve such a redefinition.

However, there are two points of consideration. First, there must be at least five Arbitron contracts in the market. Second, the Council has suggested that Arbitron add "reasonable" to its "best professional judgment" clause in allowing the ratings firm discretion to overrule marketplace votes. Stated Bosley, "We're not going into a wholesale business of changing metros. That's not good for radio."

The Council also asked Arbitron for a comprehensive review of its Hispanic measurement procedures. The ratings firm is considering new interviewing techniques and different ways of asking the "race" question. Arbitron will report back to the Council on its His-

panic approaches at the next meeting, scheduled for December in Scottsdale, AZ.

STAFF

Founder: BOB WILSON
 Publisher: DAVID CASE
 Executive Vice President: DICK KEDMAN
 Editor:
 Los Angeles Office: (213) 553-4330
 Senior Vice President & Editor: KEN BURNS
 Art Director: RICHARD ZUMALTA
 Managing Editor: JEFF GREEN
 Executive Editor: GAIL MITCHELL
 Ratings & Research Editor: JIHAN HEBER
 Newsletters & Specials Editor: NEED BUNZEL
 Proof & Marketing Editor: HARVEY MEDWICK
 AC Editor: DONNA BRADY
 A&R Editor: STEVE FERSTEN
 Specials Editor: MATT LOVE
 Chief Editor: JOEL SHAFER
 Country Editor: LOAN HELLON
 Easy Listening Editor: GAIL MITCHELL
 Jazz Editor: SHARON BARNES
 News/Talk Editor: BRAD WOODWARD (departing)
 Records Editor: ADAM BENTLEY (New York)
 Senior Associate Editor: KEITH ATTARIAN
 Associate Editor: JAYE CARL, HARRICANE HERRAN,
 TYONNE OLSON, SUAN ROSS
 Editorial Assistants: SUSAN BRAVAMANN, NANCY EMBNER
 Vice President/Communications: TERRY RUBIN
 Computer Services: DAN COLE (Director), LEE CLARK,
 LAURE LANE, MIKE CHALKER, JOHN ERENPLUTICH
 Traffic Director: ADRENE ROGEL
 Assistant Traffic Director: KELLEY SCHEFFELIN
 Circulation Director: ANJANA HOFFBAUM
 Production Director: RICHARD AGATA
 Associate Art Director: AMY TRIN FRANZON
 Photographers: RICHARD ZUMALTA
 Typography: EDY THOMAS, LUCIE MORRIS, TERESA CHAVEZ
 Designers: L.L. PEAK, GARY STANLEY, WANDA OLIPHANT
 Administrative Assistant: ELLEN GAZDAR
 Director: MARGARET ROCKWORTH
 Accounts: VERNICE KING
 Accounting Assistant: LESLIE GINSBERG
 Legal Counsel: JACOB SHAPIRO
 New York Bureau: (212) 605-0355, 578 Madison Avenue,
 New York, NY 10022
 Bureau Chief: ADAM WHITE
 Office Manager: BARBARA SARUBBI
 Washington Bureau: (202) 642-7468, National Press Building,
 Suite 801, 501 15th St. N.W., Washington, DC 20005
 Bureau Chief/Washington Editor: BRAD WOODWARD
 Editor: ADRENE ROGEL
 Nashville Bureau: (615) 292-8982, 292-8983, 1610 16th Avenue
 South, Nashville, TN 37212
 Bureau Chief: SHARON ALLEN
 Office Manager: DEBORAH EVANS
 San Francisco Office:
 Senior Vice President: BILL CLARK
 Los Angeles: (213) 553-4330
 Vice President/Chiefs: PETER MICHAEL, ANTHONY
 Account Executive: PAUL BELLAMY, JEFF GELB, KEN ROSE
 Marketplace Coordinator: VERA BOSSMAN
 Production Coordinator: RANDY ALBERTS
 Administrative Assistant: CAROL VANN KERRIN
 New York: (212) 605-0355
 Vice President/Sales: ERIK BARRY O'BRIEN
 Account Executive: WENDY BERRY
 Washington: (202) 642-7468
 Account Executive: VIVIAN FUNN
 Nashville: (615) 292-8982, 292-8983
 Account Executive: SHARON ALLEN
 Radio & Records is published every Friday by
 Radio & Records, 1930 Century Park West, Los
 Angeles, CA 90067 (213) 553-4330. Subscriptions
 \$215 per year or \$60 per quarter. International sub-
 scription rate \$400 per year. All responsible cards taken
 on but no responsibility assumed for unsolicited
 material. R&R reserves all rights in material accepted
 for publication. All letters addressed to R&R or its Ed-
 itors will be assumed intended for publication and re-
 production and may therefore be used for this pur-
 pose. Nothing may be reproduced in whole or in part
 without written permission from the Publisher. The
 terms A&R, Back Page, Readers, Most Added, National
 Airplay/30, Paralels, Radio & Records, and Street
 Talk are registered trademarks of Radio & Re-
 cords. Printed in U.S.A. Mailed first class to the United
 States, Canada, England, Australia, New Zealand,
 and Japan. © 1986 Radio & Records, Inc.
 A Division of Harte-Hanks Communications.

NEWS IN BRIEF

● **JEFFREY NAUMANN** is promoted to Manager/National Album Promotion-West for **RCA Records**. A nine-year label staffer, he previously worked as L.A. area Field Promotion rep and Manager/National Album Promotion.

● **MARC LITTLE** named Operations Manager at **WPDQ/Jacksonville**. Most recently VP/Programming for **Millennium Communications (WWWZ/Charleston)**, Little was PD at WPDQ for three years before assuming his most recent position last summer.

● **RON BRANDON**, former publisher of industry tipsheet *National Music Report*, named Operations Manager at **WCAW & WVAF/Charleston, WV**. Brandon has also programmed **WSAI-Cincinnati**, **WLEE/Richmond**, and **WORD/Spartanburg, SC**.

● **KELLY NORRIS** appointed West Coast Promotion Director for **Arista Records**; she was formerly PD at **KROI/Tucson**, and earlier Asst. PD at **KWSS/San Jose**.



Kelly Norris



Jeffrey Naumann



Bob Pantano



Suzy Mayzel



Ron Brandon

● **SUZY MAYZEL** promoted from Music Director to Assistant PD/MD at **WCLR/Chicago**; previously MD and Programming Administrator for cross-town **WAGO** and **WBBM-FM**, respectively.

● **LARRY REISMAN**, formerly of the *Album Network*, is named West Coast Promotion Director for **IRS Records**.

● **ROCKY NELSON** appointed PD/MD at Black/Urban-formatted **WRAP/Norfolk**, joining from **WQKS/Williamsburg, VA**, where he was afternoon drive personality.

● **BOB PANTANO**, VP/Operations at **WICC/Bridgeport**, has joined cross-town **WNAB** in an unnamed management capacity. Pantano spent ten years with **WICC**.

● **TOM JIROUS**, Chairman of **Sentry Broadcasting**, assumes the President's post for **Don Colby**, who retires after 38 years with parent **Sentry Insurance**. **Sentry Broadcasting** is a 13-station, Wisconsin-based radio group.

● **DAVE NELSON** is promoted from morning personality to PD at Country-formatted **KCUB/Tucson**.

Taft

Continued from Page 1

Connolly joined Taft 11 years ago as an Account Executive, climbing the ranks to GSM before moving to **WDAF** as VP/GM in 1981. "Atlanta's a booming market — annual revenue projections become obsolete six months after they're made. We'll continue to rock '96 Rock," and only fine-tune it while injecting some life into our promotional efforts. We're going to evaluate the (drivetime-simulcast) AM and see what our plans are."

Another 11-year company veteran, Costello had been VP/GM at **KYYS** for the past two years. He previously was GSM, and earlier an AE and LSM at co-owned **WKRQ/Cincinnati**. He told *R&R*, "I came to **KYYS** when it was going through some tough times. (PD) **Joe McCabe**, **Herndon Hasty**, and I had to sweat it for a while. I'm leaving **KYYS** while it's taking off again, and joining the top station in town."

Hasty has spent all of his six

years in radio with Taft, starting as an AE with **KYYS** before being named Sales Manager in 1982. He said, "It's the greatest challenge, and a very exciting thing for the station. Demographically, we're coming off what may be the best book we've ever had."

Former **WFBQ** VP/GM/GSM **Milt McConnell** has accepted Taft's offer to continue as GSM of the combo. Said Wheat, a Taft sales executive for 17 years, "I'm very pleased to remain with Taft and inherit a terrific radio station with superb personnel. **Milt McConnell** has done a great job in leading **WFBQ**, and we're glad he's elected to stay with Taft as GSM."

Sanders, who's been with Taft since 1963, served most of his career with **WTVN/Columbus** before moving to **Tampa 20** months ago to manage **WDAE**, and later, **WSUN**. He added, "I'm impressed with this city — it's on the move and has a lot of action. **WNDE** presents a challenge in its present situation, but the team here seems anxious to improve it."

New Qwest For Garrett



Siedah Garrett, lead vocalist on *Qwest's "Fast Forward"* soundtrack, has been signed to the label. Shown here (l-r) are *Qwest* A&R Director **John Brown**, **Siedah**, and *Qwest* President **Harold Childs**.

Radio production enters the 1990's

Suddenly every other production library is obsolete. Enter ... Digital ... a huge collection of brand new digitally recorded production music delivered on state-of-the-art compact digital disc. The Digital Music Library & Production System gives you a total variety of musical styles. From recognized, heavy-weight composers and musicians comes the finest and most complete music library and production system available today. The Digital Music Library & Production System can increase the output of your station's production department by 40% or more. The library will be previewed September 11th through the 15th at the Radio '85 Management and Programming Convention in Dallas or you may call to reserve your demonstration kit today.



FirstCom Broadcast Services
13747 Montfort Drive
Suite 220
Dallas, Texas 75240
1-800-858-8880
In Texas/Alaska call collect (214) 934-2222

FIRSTCOM

digital
MUSIC LIBRARY PRODUCTION SYSTEM™

™Trademark 1985, Jim Long Companies, Inc.

TransColumbia Buys KKCI/ Kansas City For \$4 Million

After an original deal with Keyboard Broadcasting fell through, Golden East has sold KKCI/Kansas City to TransColumbia for \$4 million. The buyer is a joint venture of TransCOM and Columbia Communications.

TransCOM principals Bob Herpe and Eric Hauenstein own KLZI/Phoenix, KMGR/Salt Lake City, and (pending FCC approval) WZKS/Nashville. Columbia Communications is a diversified investment company with real estate, cable, and TV holdings. While KMGR and WZKS are expected to become part of the new company, KLZI will remain a TransCOM eproperty. The seller retains ownership of WPEX & WWDE/Norfolk.

KKCI broadcasts an AOR format with 100 kw on 106.5 mHz at 880 feet. Blackburn & Co. served as broker.

WHOL/ALLENTOWN, PA

PRICE: \$500,000
BUYER: Lehigh Valley Broadcasting Associates
SELLER: Empire Broadcasting
DIAL POSITION: 1600 kHz
POWER: 500 watts
FORMAT: Religious

KDZA & KZLO/PUEBLO, CO

PRICE: \$2 million
BUYER: Surrey Broadcasting, headed by Kent Nichols and Campbell Stuckeman, who also own KATT-AM & FM/Oklahoma City.
SELLER: United Communications
DIAL POSITION: 1230 kHz; 100.7 mHz
POWER: 1 kw days/250 watts nights; 100 kw at 640 feet
FORMAT: A/C, CHR
BROKER: Kalil & Co.

KTXF/BROWNSVILLE, TX

PRICE: \$1,650,000
BUYER: Valley Radio
SELLER: Bixby Great Electric, which also owns KIKN/Sinton, TX
DIAL POSITION: 100.3 mHz
POWER: 100 kw at 500 feet
FORMAT: Country
BROKER: PRW Associates

WGNG/PROVIDENCE

PRICE: \$1 million
BUYER: Beam Communications
SELLER: Roger Williams Broadcasting
DIAL POSITION: 550 kHz
POWER: 1 kw days/500 watts nights
FORMAT: Country

WSTX-AM & FM/ CHRISTIANSTED, ST. CROIX, VIRGIN ISLANDS

PRICE: \$625,000
BUYER: Suburban Caribbean Communications, a subsidiary of Suburban Radio Group, which also owns WYNR & WPIQ/Brunswick, GA; WCGC/Belmont, NC; WEGO & WPEG/Concord, NC; WSVM/Valdese, NC; WIZX/Orangeburg, SC; WVVV/Blacksburg, VA; and WJJJ/Christiansburg, VA.
SELLER: Virgin Islands Broadcasting
DIAL POSITION: 970 kHz; 100.3 mHz
POWER: 5 kw days/1 kw nights; 38 kw at 235 feet
FORMAT: CHR, MOR
BROKER: R.A. Marshall & Co.

MMR Advisory Board Meets



Major Market Radio's Station Advisory Board held its quarterly meetings in New York recently. Pictured (l-r standing) are WFBR/Baltimore GSM Mike Plumstead, WERE & WGCL/Cleveland President Kim Colebrook, Noble CEO and board Chairman John Lynch, WPEN & WMGK/Philadelphia VP/GM Larry Wexler, and WFOG/Norfolk VP/GM Stu Cohen; (l-r seated) Hoker Broadcasting President Jay Hoker, WXS-AM & FM/Boston VP/Sales Mary Cashman, and Adams Communications Exec. VP Matt Mills.

Beverly Hills Cops Double Platinum



MCA celebrated the double platinum status of the "Beverly Hills Cop" soundtrack with a party in Universal City recently. Pictured (l-r) are MCA Exec. VP Richard Palmese, film co-producer Jerry Bruckheimer, MCA President Irving Azoff, and MCA Sr. VP Jherly Busby.

Things Get Better For Jones



Elektra's Howard Jones hit gold on the "Dream Into Action" LP, with the label hosting a party in New York to celebrate. Pictured (l-r) are manager David Stopps, Jones, and E/A Exec. VP Lou Maglia.

A 1985 Strategic Planner notebook with handwritten notes and a pen. A sticky note is attached to the top right.

STICKY NOTE:
A BIRTH COMMITMENT
FROM THE DESK OF JIM HILLIARD
BRN TOLL-FREE HOTLINE STARTS 8/1/85 1-800-2424-BRN

1985 STRATEGIC PLANNER

MARCH	APRIL
✓ RECRUIT CHARLIE CUANBO FOR BLAIR RADIO. BARBARA COOKS FOR BLAIR RADIO REPRESENTATION DIVISION	✓ EXPAND BLAIR RADIO'S STATION LIST. SIGN ON: WOND, WNNM, TOLEDO
✓ CHET TROT TO ORGANIZE IDEAS EXCHANGE FOR AM MUSIC STATIONS	WGN, WNNM, TOLEDO
✓ EXPAND RAR'S NY OFFICE SALES CAPACITY. ADD: STEVE APPEL, CARON JORDAN	✓ ANNOUNCE BOB LUM AS VP, GENERAL MANAGER, BLAIR RADIO NETWORKS. BLAIR'S RECOMMENDATION TO UNWIRED NETWORK REPRESENTATION
✓ BRING TIM TURNER BACK TO RAR BY END OF MONTH.	✓ RECRUIT MARISH KESHIN AS AE, NY NETWORK SALES.
MAY	JUNE
✓ TRANSFER SCOTT LAZARE AS VP, GENERAL MANAGER, TO SPRENGEN/BLAIR RADIO'S NEW YORK OFFICE	✓ MAKE OFFICIAL BLAIR RADIO REPRESENTATION DIVISION AND CBS NEW UNWIRED RADIO NETWORK DEAL.
✓ ADD KAREN WARD AS WEST COAST DIVISION VENDOR SALES MANAGER	✓ BLAIR RAR ADDS KQET (FM) SEATTLE
✓ LAUNCH SPORTS & SPECIALS SALES DEPT WITH FRANK KELLY AS HEAD	✓ GROUP W STATIONS STAFFED UP FOR VENDOR SALES TRAINING
✓ BLAIR RADIO SIGNS UP WABY UNIDM, ALBANY	✓ FOR JULY RECRUIT GREG DALBA FOR NY SALES, BLAIR RADIO
✓ ADD NEW AE'S TO BLAIR RADIO, NY	✓ ORDER NATIONWIDE ARBITRAN
ELISE RAUBALL	✓ START UP BRN/DIRECT MAIL NEW BIZ PRESENTATIONS
✓ PHOENIX LANCASTER 25th ANNIVERSARY	

It sounds as good as it looks.

The new Micromax cartridge reproducer features the superior sound quality of Maxtrax.[®] Maxtrax heads are nearly twice the track width of the standard NAB quartertrack format heads. Because of this design, there's a dramatic improvement of audio performance. Instantly, you can have better on-air sound — regardless of your choice of cartridges.

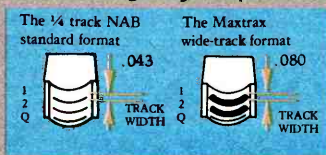
The conventional pinch-roller solenoid was eliminated in the Micromax tape drive system and replaced with a simple, reliable D.C. servomotor. The pinchroller, centered in a floating ball bearing race, self-aligns to prevent tape skewing. This design also assures optimum, adjustable capstan-to-tape pressure. The capstan is D.C.-controlled and is driven by a precision servo/belt system originally developed for computer disk drives. The result of all this? Superb wow & flutter spec's, and remarkably rapid start and stop times.

® Maxtrax is a registered trademark of PR&E Corp.

The electronics of the new Micromax offer improved headroom, transient response and +24 dBm active, balanced program outputs.

Micromax has the standard two auxiliary cue tones and additionally features a high-speed recue (22.5 ips). Replays can be automatically inhibited and you can even assign a "deck number" to a front panel LED display (which also doubles as the power-on indicator).

Micromax is built to survive in the real world too: all electronics are mounted to three readily accessible boards, and the elegantly simple



Maxtrax. The proven, superior format that delivers nearly twice as much track width for better sound.

mechanics can be easily serviced. Micromax is totally RFI immune and consumes

only 7 watts, running. Less outside world gets into the inside because the chassis doesn't require any ventilation holes (eliminating the heat-producing solenoid helped here too). Because of the compact design, you can get two Micromax's side-by-side in a standard rack.

The cart machine's come a long way. It's smaller. It's tougher. It sounds a whole lot better. It even looks better. Best of all, it's less money than you think.

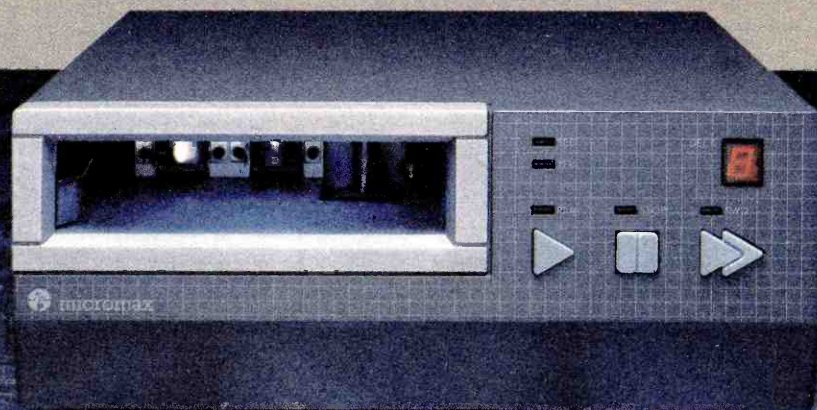
So what are you waiting for? Contact us now for full information on the machine that sounds as good as it looks.



The Choice for More #1 Stations.

Pacific Recorders and Engineering Corp.
2070 Las Palmas Drive
Carlsbad, California 92008
(619) 438-3911 Telex: 181777

The New Micromax.



Unified Radio Trade Group: NRBA "Grandstanding" Or Timely Idea?



Ted Snider Bev Brown

NRBA's unexpected proposal last week to merge itself, RAB, and NAB's radio department into a "super" radio-only association (see story, Page 1) has aroused a wide range of reactions from the leaders of other trade associations — guarded interest, curiosity, suspicion, and anger.

Publicly, board members and high-ranking association staffers are careful to appear open-minded. Privately, many ridicule the concept and question NRBA's motives for advancing it.

NRBA leaders weren't surprised to receive a cool response. But they apparently weren't prepared for the intensity of the backlash, or NAB's swift, upstaging offer to meet immediately. NRBA's view is that staff and board members with positions to protect are bound to resist change, while radio broadcasters at the grass roots level will rally around an idea "whose time has come."

Snider Wants Questions Answered

"I'm going to reserve judgement until I get the answers to a lot of questions," NAB Chairman Ted Snider told R&R. Snider's list of queries include:

- What are the benefits of a radio-only association?
- Who would benefit?
- What's the motivation behind the proposal?
- Who gains what and who loses what?
- Which organizations are interested? Which aren't?
- How would the new group be structured?

"One way it went, it might look very good," said Snider. "If it went another way, it might look very bad. I don't think it's fair to prejudge something that's just barely been suggested. It bothers me when people are quick to jump in and prejudge and make a lot of assumptions."

Kenney NAB Radio-TV Split Proposal Recalled

Newly-elected NAB Radio Chairman John Dille III commented, "I want to talk about any substantive issues. I'm not only willing to listen, I'm willing to listen aggressively. I happen to believe NAB is doing the job, but I want to hear any proposals of substance rather than form."

NAB Radio Vice Chairman Bev Brown of KGAS/Carthage, TX said, "We're happy to talk about anything." But he continued, "I re-

sent the implication that my association, NAB, is less pure because it has television members." The former Texas Association of Broadcasters President noted that TAB nearly broke apart along radio-TV lines over a dispute about Daytime Savings Time, but ultimately concluded a breakup would be "disastrous."

Brown noted that NAB thoroughly studied, and then rejected, a plan last year by departing board member Peter Kenney of NBC to split NAB into autonomous radio and TV federations. "There aren't enough conflicting issues in the Congress or the FCC to merit a split," said Brown.

Old NAB-NRBA Wounds Salted

The largely negative reaction to

NRBA's plan in some NAB quarters is reminiscent of the days, prior to last year's joint convention, when the two groups were constantly at odds, often exchanging bitter words. At least a bit of chill has been restored to a relationship that had warmed slowly as the two groups worked together on their 1984 and 1985 conventions.

One NAB official summed up sentiment at last week's Executive Committee discussion of the NRBA plan as a feeling that NRBA is "grandstanding" just prior to the Dallas convention. He said some board members want to call a halt to future joint meetings with NRBA, although next month's meeting isn't threatened.

Regarding NRBA's position that it can't attend an August 16 summit because its board hasn't voted on the unity movement, the NAB official said, "They don't need to go to their board. They've done a lot more extreme things than this without the knowledge of their board."

NAB's Snider remarked, "There are many unanswered questions we want to get answers to in case we decide to go the board with this."

"Sunset" NRBA Set For "Hari-Kari"

"I don't think anyone in the industry is enamored of the exceptional job any of the three associations is doing," NRBA President Bernie Mann says of NRBA, NAB, and RAB. Mann contends that radio broadcasters' needs are so diverse that none of the existing groups can adequately serve them, and a better job could be done more efficiently and economically by one unified association.

That idea reflects the long-held NRBA belief that, within an organization like NAB, radio takes a back seat to television, especially on issues like deregulation.

Mann adds, "The industry is disappointed by the constant lack of getting new advertisers into radio," and with a 40% turnover rate among national advertisers each year. "That's pathetic," he contends.

Why is NRBA taking the lead on the unity issue? "We're really the only ones who can propose this," says Mann. "We're really a sunset organization; we have nothing to protect. The Executive Committee cares only about what it can do to protect the industry. They took a very forthright stand that could put them out of a job. We're ready to commit hara-kiri, if necessary."

NEWS BRIEFS

Congressmen Slam FCC Inaction On KTTL

Twelve members of the House Commerce Committee last week wrote FCC Chairman Mark Fowler to protest the Commission's failure to take any action against KTTL/Dodge City, KS (now KMCS), which aired sermons calling for violence against blacks and Jews. Chairman John Dingell (D-MI) and Telecommunications Subcommittee Chairman Tim Wirth (D-CO) were among the signers.

Noting that KTTL's actions came to light over two years ago, the Congressmen questioned why the FCC has yet to issue a formal hearing designation order for KTTL's renewal and a competing application. Further delay by the FCC is "unacceptable and possibly dangerous," they wrote, in light of "the recent proliferation of violent criminal activities carried out by those paramilitary groups whose philosophy and calls to violence... were espoused over KTTL airwaves and which have been labelled as one of the most serious threats to domestic peace facing our nation today."

CBS Cancels Ted Turner-CBS Hearing

Two days of hearings set for last week on Ted Turner's attempt to gain control of CBS were abruptly cancelled by the FCC after a federal judge in

Atlanta refused to block a CBS stock buyback that effectively stymies Turner's takeover bid.

"It is unclear whether TBS intends to proceed with its current offer to the CBS shareholders," the Commission reasoned. It noted that Turner's chief financial officer had testified that approval of the CBS recapitalization would be fatal to the Turner raid. "This will definitely kill the TBS offer," William Bevis told the judge. "It cannot proceed."

Turner maintains he hasn't lost his interest in CBS, but will probably shift the field of battle from his tender offer of junk bonds to a proxy fight at next winter's CBS stockholders meeting.

Other Key Developments:

- It looks as though Long Island Radio Communications will become interim operator of WLIR/Long Island after all. The FCC has upheld a Review Board decision granting LIRC's application, and denied proposals from Nassau Broadcasting and Phoenix Media, which now operates WLIR under special authority.

- Vincent Hoffart, who has asked a federal court to review his failure to win KISW/Seattle's license in a comparative renewal, has lost a bid at the FCC for a stay of KISW's renewal pending completion of his court appeal.



GROUNDWORK — No final agreement was reached, but National PTA and NRBA officials met last week to begin mapping out a joint campaign to educate young people about alcohol abuse. The staffs of the two associations will continue to develop an educational message and creative possibilities for reaching teenagers via radio. Attending were (left to right) PTA Government Relations Director Arnold Fege, PTA President Ann Kahn, NRBA President Bernie Mann, NRBA Sr. VP Abe Voron, NRBA Executive VP Peter Ferrara.

SM



THE Predictor

An Idea Whose Time Has Come.

It's about time that market research led more directly to Arbitron ratings payoff. The PredictorSM can make that happen. Tests show that this breakthrough diary-based perceptual research technique offers a uniquely effective way to obtain programming/positioning feedback from the "diarykeeper profile."

If you were unhappy with your spring Arbitron numbers perhaps antique market research was the villain. The diary-based PredictorSM lets you tap the "diarykeeper profile" in a way telephone surveys just can't match. If you are making marketing plans, and want to know how the "diarykeeper profile" might react, The PredictorSM can help.

Stations in large and medium markets are signing up now, so call 408-625-3356 for details and market availability. Take advantage of an idea whose time has come. Let the other guy be the one using obsolete research.

JHAN HIBER & ASSOCIATES

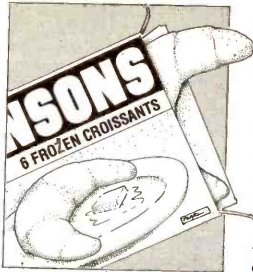
P.O. Box 1220, Pebble Beach, California 93953 (408) 625-3356

What's Hot In Frozen Foods

Americans ate nearly four times as many gourmet frozen dinners in 1984 as they did the year before, according to a recent study of frozen food consumption conducted by **MCRA Information Services**. Meanwhile, the amount of frozen foods eaten by U.S. consumers increased only two percent.

Young singles in particular are responsible for the growth in the gourmet frozen foods market. Sales of frozen croissants were up 167% over 1983's levels, followed by beef patties (up 95%), lasagna (up 66%), French bread (up 34%) and chicken patties (up 30%).

Frozen foods declining in popularity are bagels (down 47%), Salisbury steak dinners (down 29%), chicken pot pies (down 18%) and fish sticks (down 12%). Not surprisingly, these are the kinds of frozen foods preferred by "traditional families."



Burritos Vs. Fish Sticks

In contrast, ethnic foods are the frozen chow of choice among young singles, who consume five times the amount of frozen burritos or lasagna that the larger, traditional households eat: for the latter group, frozen pizza is king. Pizza is also the frozen food of preference among the six-to-17 year-olds.

However, among families in which both adults work fulltime or among those headed by a single parent, the favorite frozen foods are premium-brand dinners. These two types of families consume 35% more of these premium-brand entrees than traditional, one-career households. Single people, by the way, eat three times as many frozen dinners as the national average.

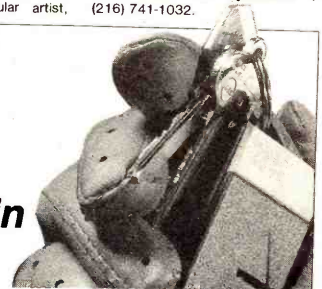
There are even substantial differences between men and women when it comes to frozen foods. Women eat more than twice as many ethnic dinners as men, three times as many frozen bagels, and twice as many croissants. Although both groups eat about the same amount of frozen foods, men eat almost twice as many Salisbury steak dinners and prefer frozen sandwich steaks and breaded chicken patties to lasagna and macaroni-and-cheese. Gulp!

Computerized Rock Encyclopedia

"Rockcom" is a computer product containing information about more than 2600 rock artists and 18,000 recordings, based upon more than 17 years of work by **WCBS-FM/New York** air personality/author **Norm N. Nite**. Spanning 32 years, this computerized rock encyclopedia enables jocks, program directors and researchers to locate and display information about a particular artist,

group, or recording, according to 15 characteristics, such as name, race, age, date of first hit, birthplace, etc. The recordings themselves can be accessed according to seven characteristics, including title, label, and tempo. "Rockcom" is available in three segments (1950-63, 1964-75 and 1976-present). For more information, contact **Ken Zychowski** at (216) 741-1032.

Beep 'N' Keep Keychain



If you can clap your hands, snap your fingers, or knock on a tabletop four times in succession, you'll never have to waste time searching for your lost keys again. Not with "Beep 'n' Keep," the handy little (3" x 1 1/2" x 3/8") gizmo that answers your signal, providing you're somewhere within 30 feet.

Once you make the magic sound, "Beep 'n' Keep" responds with three to five seconds of electronic chirps. Made of high-impact plastic and weighing only half an ounce, the item comes with two calculator batteries and a one-year warranty.

For more information, contact **Sharper Image**, San Francisco.

RAB Wheels Out Radio Survey

Ninety-five percent of all cars in America are radio equipped, for a total of 122 million car radio sets. That's twice the combined circulation of all U.S. daily newspapers. This fascinating tidbit of information comes courtesy the **Radio Advertising Bureau's** recent analysis of the car radio market.

Among RAB VP/Marketing Information **Ken Costa's** findings: During

1984, Americans bought 15.6 million car radio units, spending \$1.58 billion in the process. This amounts to 45% of all U.S. radio purchases. Furthermore, 73% of the cars driven in the U.S. are capable of receiving FM radio broadcasts.

In addition, the share of radio listening done in cars has increased steadily from 16.3% of all U.S. radio listening in 1975 to 20.8% in 1985.

The bitterness of poor quality lasts much longer than the sweetness of a low price.

U.S. Tape & Label
Sant Louis, Missouri

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

JAM PRODUCTIONS

presents

FRESH KISS

The Newest Jingles on L.A.'s #1



Hear it now! Call 1-800-JAM-DEMO toll free. Then call 214-526-7080 for more information.

JAM Creative Productions, Inc. Dallas

You Should Know What These Stations Know

They know **AIRWAVES** —
the nation's best production
library. They know of its sound,
its versatility, its contemporary
appeal. They **know** — they just
choose it over all the rest.

WVOR/WHAM

Rochester, New York
WVOR, INC.

WGLV

Gainesville, Florida
MICANOPY BROADCASTING INC.

KCPX

Salt Lake City, Utah
KCPX, INC.

KPAG

Pagosa Springs, Colorado
ROD-MAR, INC.

KYGO

Denver, Colorado
JEFFERSON-PILOT BROADCASTING, INC.

WISN

Milwaukee, Wisconsin
HEARST CORP.

AIRWAVES™

To these stations we proudly say thank you!



**AMERICAN
IMAGE**™
PRODUCTIONS

12 YEARS OF THE BEST

Call 1-800-251-2058
In Tennessee 901-320-5126

PRO:MOTIONS

Bjornstad New KWAX GM

Paul Bjornstad, former PD of **KUGN-AM/Eugene**, has been named GM of **National Public Radio** affiliate **KWAX/Eugene**. Bjornstad brings with him over 12 years' experience in commercial broadcasting.

PROS ON THE LOOSE

Mike "Mud Man" Alan — Mornings **WFMV/Blairstown, NJ** (717) 897-5906

Dan Allen — Assistant PD **WLW/Cincinnati** (606) 331-7105

Doug Allen — MD/night rocker **KCNB/Waterloo** (319) 352-2230

Royal Bruce — GM **WAIZ & WQFG/Gulfport, MS** (601) 832-6770

Judy Converse — Mornings **KSAC/Sacramento** (916) 927-3447

Greg Hammer — MD **WRUF/Gainesville** (904) 392-0771

Bob Harlow — VP/Programming **Alta Broadcasting** (408) 249-1353

Chip Hobart — Afternoons **WAPP/New York** (617) 469-3350

Gary Klaus — Mornings **KSAC/Sacramento** (916) 927-3447

John Lanigan — Mornings **WMGG/Tampa** (813) 447-5329

Jim McCloud — Mornings **WKY/Oklahoma City** (415) 365-1306

Jeff Michaels — News Director/morning anchor **WZOU/Boston** (617) 424-9380

Jeff Neben — West Coast Promotions Director **Important Records** (213) 316-4785

Rich "Brother" Robbin — PD **KCMO-FM/Kansas City** (602) 881-3825

Debbie Summers — Mornings **KTKS/Dallas** (214) 987-9703

Note: Last week, **Arista** Atlanta promotion rep **Billy Lemmons's** name appeared here in error.

KRBE Names Bolin NSM



Keith Bolin



Ray Carroll

KRBE-FM/Houston has chosen **Keith Bolin** as National Sales Manager. Bolin, who's been with the station for over 13 years, has served as Sales Manager for **KRBE (AM)** and has been Local Sales Manager for the past three years. Another appointment at the station is **Ray Carroll** as Regional Sales; he moves up from Account Executive.

Garras Promoted To LSM At KZZU

Account Executive **Cris Garras** has been upped at **KZZU-Spokane** to Local Sales Manager. Garras has had sales experience at **KSPQ/Spokane** and **KIOB-Coeur d'Alene**.

Ortega Directs Peters Radio Sales

Art Ortega has been appointed Director of Sales for the Radio Division of **Peters Productions, Inc.** in San Diego. Prior to joining the company, Ortega worked as GM and PD for **WNCI/Columbus** for six years after serving as Operations Manager for crosstown **WBNS-AM & FM/Columbus**.

Yates New Kragen Productions President

Ken Yates has been promoted to President of **Kragen Productions**. He moves up from VP/Production, a position he's held since 1981.

Neu Forms Neu & Associates



Herb Neu

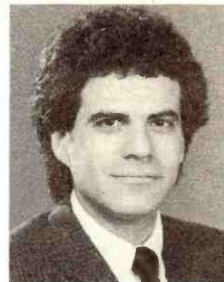
Herb Neu, Manager of Affiliate Programming Services for **CNN**, has left **Turner Broadcasting** to form radio projects management company **Herb Neu & Associates, Inc.** Neu worked with CNN since its inception three and a half years ago. Prior to CNN, Neu was senior partner of a consulting company he established in 1978. His new company is located at Citizens Trust Building, Suite 506, 75 Piedmont, Atlanta, GA 30303. (404) 892-4384.

CBS Appoints Three



Ronald Wilcox

Ronald Wilcox has been named VP/Business Affairs for **CBS Records**. Wilcox joined the label in 1981 as Attorney, moved up to Senior Attorney, and most recently served as Director/Business Affairs. With this promotion, **Mitchell Tenzer** has been upped to Director/Business Affairs-East Coast. Tenzer has been Records Counsel in the Records Section of the CBS Law Department since 1983. CBS has also named **Susan Dempsey** Associate Director/Media, Broadcast Advertising for CBS Records Advertising and Design. Dempsey has been with CBS since 1974 and most recently served as Manager/Radio Advertising, CBS Records Advertising and Design.



Mitchell Tenzer



Susan Dempsey

Chappell & Co. Forms Corporate Structure

Chappell & Co., Inc., the parent company of the **Chappell and Intersong Music Group**, has formed a new corporate structure, announcing the following appointments: New York-based Executive VP/Chief Financial Officer **Richard Randall**, New York-based Sr. VPs **Johnny Bienstock** and **Irwin Robinson**, U.K.-based Sr. VP **Jonathan Simon**, and Holland-based Sr. VP **Ton Smits**.

CHANGES

David B. Asher, formerly with Southern Net, appointed Account Executive for Republic Radio/Atlanta.

Cindy Botsios, former Account Executive for WWMM-FM and Harrington, Righter & Parsons, joined **KGON/KSGO/Portland**, as Account Executive.

Thomas J. Bernstein, joined **KNX/Los Angeles** as Account Executive.

EXPRESS YOUR IMAGE



AMERICAN
IMAGETM
PRODUCTIONS

12 YEARS OF THE BEST

CALL 1-800-251-2058
In Tennessee 901-320-5126

LOVERBOY



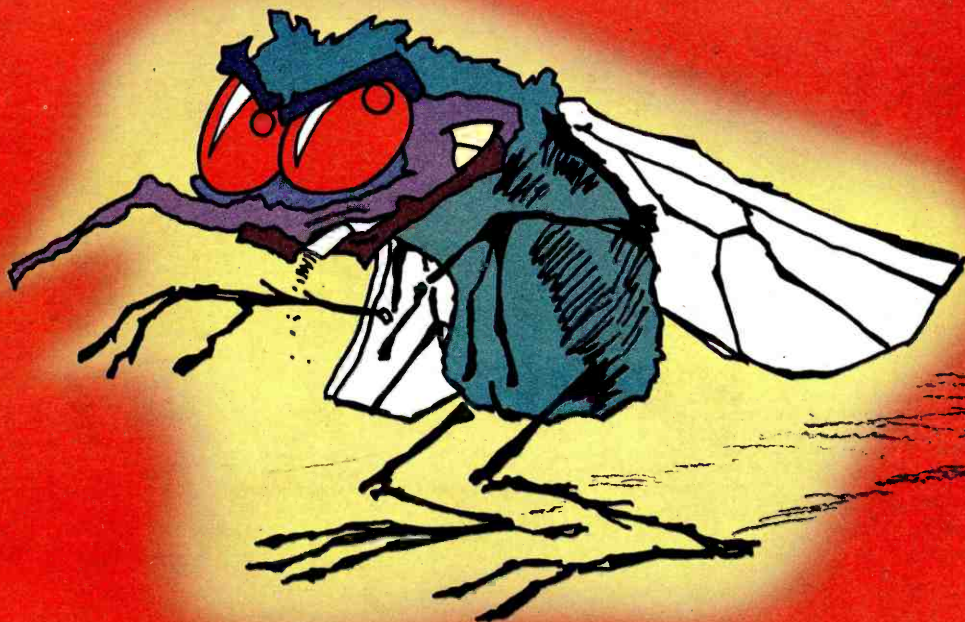
LOVERBOY

"Lovin' Every Minute Of It"

7" and 12" on Your Desk Today



AC/DC



PHASE II: THE BUZZ CONTINUES!

"SINK THE PINK"
THE NEW 12" AND VIDEO FROM THE ALBUM.

FLY ON THE WALL



ON ATLANTIC RECORDS, CASSETTES & COMPACT DISCS

© 1988 Atlantic Recording Corp. A World Communications Co.



JHAN HIBER

RATINGS AND RESEARCH

WEEK IN REVIEW

Adult/Contemporary: Partly Cloudy

As we begin to look into the spring Arbitron results for major formats, an examination of ten Top 100 markets shows what I'd call a partly cloudy picture for the A/C format. There are zillions of A/C stations of various stripes searching for that 25-54 ratings nirvana, so even with CHR's recent surge, A/C is usually the most listened-to format. Still, the spring numbers may show signs of softness around the edges. Let's look at the details.

Half Suffer Slippage

A cross-section of ten markets was selected to offer a balanced overview on the fortunes of A/C: Baltimore, Canton, Dallas-Ft. Worth, Denver-Boulder, Hartford-New Britain, Los Angeles, St. Louis, Sarasota-Bradenton, Seattle-Tacoma, and Tucson.

Survey results from three sweeps were trended (two in Sarasota, which is only measured in the spring), with a special emphasis on the spring '84-'85 figures. It's often crucial to compare "like" surveys, especially with this format. Many A/C stations carry spring sports and this can affect the spring/fall trends. Thus, when viewing the numbers here pay special attention to the spring-to-spring comparisons.

Two demos were analyzed on a total-week basis. The most reliable and broadest estimate, persons 12+, was one yardstick. While few advertisers or programmers "target" 12+, it does offer overview value. Also included are the 25-54 numbers - the key figures for this format.

You can pore over the data and come to your own conclusions, but it's clear that some softness was evident. Both demos saw slippage in half of the markets. The balance was divided between those that were flat and those which improved.

Still, there are some rays of sunshine here. First, keep in mind what shares are - they measure how big your piece of the pie was. With this being the spring sweep, and the survey continuing well into June, it's entirely possible that CHR listening levels were up

(students now having more tune-in time). That boost could mean that the A/C format could garner the same or even larger average quarter-hour audience and still see share slippage if the growth wasn't enough to keep up with overall increase in market listening levels. This happened with Country stations and applies to A/C as well.

Even using the share indicator, the slippage was not drastic. Depending on the demo, the average downward movement was only between -11% and -12%, compared to the spring '84 numbers - hardly cause to abandon a format.

The other ray of sunshine poking through the clouds was that in several markets there was improvement over the spring '84 numbers. Two metros saw additional A/C competitors enter the ratings sweepstakes this survey, showing confidence in the format and helping to boost A/C's stance. In stable situations such as L.A. and St. Louis, however, the growth was not affected by an increase of A/C stations.

Market Breakdowns

The market-by-market breakdowns follow. See which market(s) might be applicable to your situation, then compare their results to your own marketplace.

Keep in mind that the daypart involved is total week. Also, after the spring '85 shares you'll see percentage comparison figures. These are based on growth/slippage versus the spring '84 sweep results. The combined shares represent A/C stations that scored at least a 1.0 12+.

Baltimore

	Sp '84	Fa '84	Sp '85
Combined A/C 12+ metro shares	19.2	16.5	16.3 (-15%)
Combined A/C 25-54 metro shares	17.4	15.1	14.2 (-18%)

Key here is that the spring '85 sweep saw WQSR as a Gold outlet, not an A/C station as in the earlier surveys shown above. Also, WFBR carries the Orioles, which affects the spring A/C numbers. Still, not an especially strong A/C market in that the format's 25/54 shares aren't as large as its 12+ score. That's not a good sign, as normally stations/formats should see their target numbers at least 25% above their overall shares.

Canton

	Sp '84	Fa '84	Sp '85
Combined A/C 12+ metro shares	28.2	30.4	31.4 (+11%)
Combined A/C 25-54 metro shares	26.8	33.6	30.4 (+13%)

On the surface, not a bad A/C showing. The number of stations, both local and Cleveland spill-in, remained stable. Thus, the increases are heartening. However, in only one of our three trended surveys did the format's performance in the sales target outshine the 12+ score.

Dallas-Ft. Worth

	Sp '84	Fa '84	Sp '85
Combined A/C 12+ metro shares	15.2	16.5	14.0 (-8%)
Combined A/C 25-54 metro shares	20.8	22.8	18.7 (-10%)

The overall slippage might be discouraging. However, at least in the Metroplex area, the format notably outpuls adults 25-54 versus its 12+ share. FYI, the fall '84 figures are based on four stations; KVIL(AM) crossed the one-share threshold in that sweep.

Denver-Boulder

	Sp '84	Fa '84	Sp '85
Combined A/C 12+ metro shares	13.0	8.5	12.0 (+8%)
Combined A/C 25-54 metro shares	17.1	12.2	16.5 (+4%)

As in the Dallas area, no real erosion apparent here, but not a huge growth industry either. To be fair, it should be kept in mind that in the spring '84 sweep there were three A/C's. One has now gone CHR, thus the fall '84-spring '85 data is based on only two stations. That two-book trend does show a healthy A/C complexion. Another sign of a vigorous format is the 25/54 showing, which is notably above the 12+ tallies in all three sweeps examined.

Hartford-New Britain

	Sp '84	Fa '84	Sp '85
Combined A/C 12+ metro shares	34.3	34.5	32.2 (-8%)
Combined A/C 25-54 metro shares	39.0	37.6	36.0 (-8%)

Los Angeles

	Sp '84	Fa '84	Sp '85
Combined A/C 12+ metro shares	7.9	9.9	9.8 (+24%)
Combined A/C 25-54 metro shares	10.4	13.4	13.4 (+29%)

The four key stations show an ideal A/C profile. In the face of KIIS-FM, they still garnered excellent increases over the spring '84 scorecard. Much of this growth is due to the increased success of KOST. Note the superb way the format's 25-54 numbers outshine its 12+ standing.

St. Louis

	Sp '84	Fa '84	Sp '85
Combined A/C 12+ metro shares	10.7	10.2	10.8 (+8%)
Combined A/C 25-54 metro shares	15.3	14.3	16.2 (+8%)

Relatively steady, or up slightly. The A/C's in St. Louis do an excellent job of surpassing their 12+ shares when it comes to delivering the sales target.

Sarasota-Bradenton

	Sp '84	Sp '85
Combined A/C 12+ metro shares	14.3	11.6 (-19%)
Combined A/C 25-54 metro shares	26.5	20.8 (-22%)

Between the local stations and spill-in from the Tampa Bay area, it seems there was some notable softness. However, the stations involved did proportionately the best job of our examined markets in terms of delivering target demos versus the 12+ total.

Seattle-Tacoma

	Sp '84	Fa '84	Sp '85
Combined A/C 12+ metro shares	17.1	18.4	17.3 (-8%)
Combined A/C 25-54 metro shares	20.8	23.1	21.3 (-8%)

The Puget Sound area is a good example of cutting the A/C pie into different share pieces. This spring a new A/C came on, yet there was little format share growth to show for it. The incumbent A/C's saw their shares whittled away slightly.

Tucson

	Sp '84	Fa '84	Sp '85
Combined A/C 12+ metro shares	8.8	9.5	19.2 (+18%)
Combined A/C 25-54 metro shares	12.0	14.1	28.1 (+14%)

As you might gather given the impressive growth, there was a new A/C outlet here this spring. Note the differences in impact in Tucson as opposed to the effect a new station made in Seattle. Again, the format shows strength in its 25-54 delivery.

25-54 Magnet

In sum, the spring numbers for A/C don't show universal growth compared to the spring '84 findings. But as long as advertisers just after the 25-54 cell, there'll be a plethora of A/C stations. In most of these markets the format flexes its muscles in that demo. Stations that are intelligently programmed and marketed can continue to take this format to the bank.

Next week: a look at CHR.

Say Something!

Twice each month, GALAXY send you fresh new *personality bits* about the *current* artists and records you're playing today! Easy to read, easy to use facts for stopsets, intros, special features...

PLUS a clear, concise *Calendar*: birthdays, scheduled events, fun facts from the past. Written to be used by you!

PLUS fascinating updates, figures and quotes from the entertainment world - TV and movie stars your listeners want to know about... from you!

PLUS more! From the offbeat to the incredible, every issue of GALAXY gives you something to say, pours out the information you need to enrich your program! The latest trends, the goofy realities... a world of steady, reliable information!

SEND FOR A FREE SAMPLE of the one and only Daily On-Air Preparation Service: GALAXY. Try it on the air and see for yourself!!!

FREE SAMPLE

Country Edition Contemporary Edition

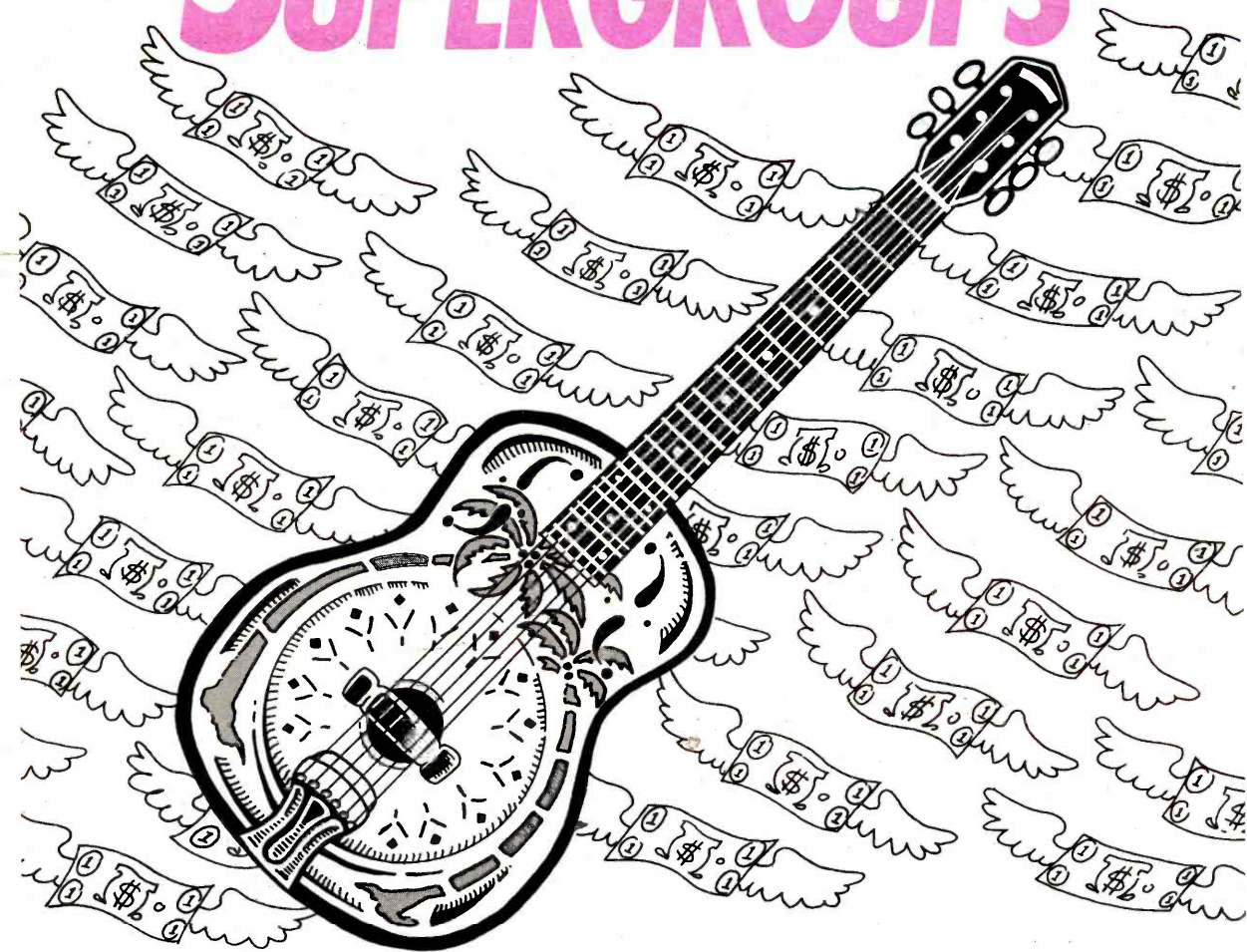
Write:



Box 20093 • Long Beach • CA • 90801

abc rock radio network

SUPERGROUPS



DIRE STRAITS

IN CONCERT
LIVE VIA SATELLITE AUGUST 17th

Sponsored by **Levi's**



Produced by DIR Broadcasting.

RATINGS

Arbitron Demographic Rankings For Spring '85

New York

WRKS Teen Champs; Z-100 Tops 18-49, Second In Teens And Older Adults; WNEW-FM Gets Young Adults; WCBS-FM Is Golden For Older Demo

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 WRKS (B/U)	WNEW-FM	WHTZ	WCBS-FM
2 WHTZ (CHR)	WPLJ	WPLJ	WHTZ
3 WPLJ (CHR)	WHTZ	WNEW-FM	WLTW
4 WNEW-FM (AOR) WRKS	WRKS	WRKS	WPLJ
5 WAPP (CHR)	WBSL	WCBS-FM	WNEW-FM
6 WKTU (CHR)	WNBC (A/C)	WBSL	WNBC
7 WBSL (B/U)	WYNY (A/C)	WBSL	WNBC
8 WBAB (AOR)	WCBS-FM (Gold)	WLTW	WHP
9 WLJR (AOR)	WKTU	WYNY	WRKS
10 WBLI (B/U)	WLTW (A/C)	WHN (CTRY)	WYNY

Los Angeles

KIIS-FM Sweeps Demo Rankings; KROQ-FM Second Home For Teens; KLOS Second For Young Adults; KOST Doubles At Second For Older Adult Demo

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 KIIS-FM (CHR)	KIIS-FM	KIIS-FM	KIIS-FM
2 KROQ-FM (AOR) KLOS	KLOS	KOST	KOST
3 KKHR (CHR)	KMET	KLOS	KABC
4 KDAY (BLK)	KOST	KMET	KRTH
5 KLOS (AOR)	KROO	KMG5	KRTH
6 KMET (AOR)	KMG5 (A/C)	KMG5	KHTZ
7 KIQO (CHR)	KRTH (Gold)	KROO	KMET
8 KJLH (BLK)	KKHR	KABC (Talk)	KRLA
9 KACE (BLK)	KHTZ (A/C)	KRLA (Gold)	KJCI (B/EZ)
10 KGFJ (BLK)	KJLH	KBIG (B/EZ)	KMG5

Chicago

WBBM-FM Tops Teens; WBMX First For 18-34 While Second In Teens And 18-49; WGCI Leads 18-49; WGN High In Upper Demo

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 WBBM-FM (CHR) WBMX	WGCI	WGCI	WGCI
2 WBMX (B/U)	WGCI	WMLP	WLOO
3 WGCI (B/U)	WMLP	WKQX	WJMK
4 WMLP (AOR)	WVRT	WJMK	WBMX
5 WLS-FM (CHR)	WKOX	WVRT (AOR)	WVRT
6 WLS (CHR)	WYFR	WGN (Talk)	WLAK
7 WJPC (B/U)	WJMK (Gold)	WYFR	WKQX
8 WKQX (CHR)	WBBM-FM	WLOO (B/EZ)	WMAQ (City)
9 WYFR (A/C)	WLS	WLAK (A/C)	WCLR (A/C)
10 WMET (A/C)	WLS-FM		

San Francisco

KYUU Leads Adults; KSOL First For Teens, Second For Adults; KGO Heads Older Adults

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 KSOL (B/U)	KYUU	KYUU	KGO
2 KMEL (CHR)	KSOL	KSOL	KYUU
3 KITS (CHR)	KFOG (AOR)	KGO	KSAN
4 KWSS (CHR)	KIOI (A/C)	KIOI	KIOI
5 KFRC (CHR)	KBLX (B/U)	KFOG	KFOG
6 KQAK (AOR)	KROR	KCBS	KNBR
7 KROR (AOR)	KQAK	KSAN (City)	KNBR
8 KYUU (A/C)	KOME	KNBR (Misc)	KBLX (B/U)
9 KOME (AOR)	KMEL	KROR	KOIT-FM (B/EZ)
10 KREO (CHR)	KGO (N/T)	KLOK-FM (A/C)	KSOL

Philadelphia

WUSL Leads With Teens, Second In Young Adults; WMMR First In Young Adults And 18-49; WMGK First For Older Adults

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 WUSL (B/U)	WMMR	WMMR	WMGK
2 WCAU-FM (CHR) WUSL	WUSL	WMMR	WMGK
3 WMMR (AOR)	WDAS	WDAS	WDAS
4 WYSP (AOR)	WMGK	WDAS	WISN
5 WDAS (B/U)	WIOQ	WIOQ	WIOQ
6 WZSO (CHR)	WCAU-FM	WCAU-FM	KYW
7 WISN (A/C)	WYSP	WISN	WXIU
8 WIOQ (AOR)	WISN	WEAZ (B/EZ)	WEAZ
9 KYW (News)	WZGO	KYW	WUSL
10 WMGK (A/C)	KYW	WZGO	WCAU-FM

Detroit

WHYT A Hit With Teens; WRIF Leads With Young Adults and 18-34; WJR Gets Older Demos; WJLB Second Home For Teens and Adults

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 WHYT (CHR)	WRIF	WRIF	WJR
2 WJLB (B/U)	WJLB	WJLB	WJR
3 WCZY-FM (CHR) WNIC-FM	WNIC-FM	WJR	WOMC
4 WRIF (AOR)	WCZY-FM	WCZY-FM	WJLB
5 WLLZ (AOR)	WLLZ	WNIC	WWWW
6 WNIC-FM (A/C)	WHYT	WHYT	WNIC-FM
7 WLTI (A/C)	WOMC (A/C)	WOMC	WRIF
8 WGRB (B/U)	WMAJ	WLLZ	WCZY
9 WJR (Misc)	WGRB	WWWW	WKSQ
10 WWW (CTRY)	WSKG (Gold)	WJCI (B/EZ)	WJZZ (Jazz)

Boston

WBCN Bags Boston Adults; WHTT Hits With Teens; WXKS Runs A Close Second For Teens And Most Adults; WHDH Runner-Up For Older Demo

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 WHTT (CHR)	WBCN	WBCN	WBCN
2 WXKS (CHR)	WXKS	WXKS	WHDH
3 WAAF (AOR)	WAAF	WBZ	WBZ
4 WZON (CHR)	WMJX	WHDH	WROR
5 WBCN (AOR)	WHTT	WROR	WXKS
6 WROR (A/C)	WROR	WMJX	WMJX
7 WHLY (AOR)	WZOU	WHTT	WRKO (Talk)
8 WMJX (A/C)	WVBF (A/C)	WVBF	WJIB (B/EZ)
9 WHDH (A/C)	WHDH	WAAF	WSSH (A/C)
10 WKAT (CHR)	WBZ (A/C)	WZOU	WVBF

Washington

WAVA Tops With Teens; WWDC-FM Young Adult Champ; WKYS Wins 18-49; WGAY Home To Older Demo

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 WAVA (CHR)	WWDC-FM	WKYS	WGAY
2 WRQX (CHR)	WKYS	WWDC-FM	WKYS
3 WWDC-FM (AOR) WHUR	WHUR	WHUR	WHUR
4 WKYS (B/U)	WRQX	WRQX	WLTT
5 WDJY (B/U)	WAVA	WGAY	WMZQ-FM
6 WBMW (CHR)	WCLY	WLTT	WMAL
7 WHUR (B/U)	WLTT	WCLY	WWDC-FM
8 WCLY (A/C)	WASH (A/C)	WAVA	WRQX
9 WMZQ-FM (City) WDJY	WMZQ-FM	WCLY	WCLY
10 WLTT (A/C)	WMZQ-FM	WASH	WASH

Houston-Galveston

KMJQ Has Solid 1-2 Punch In Demos; KKQB-FM Tops Teens, Seconds In Adult; KLTR Gets Older Demo Crown

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 KKQB-FM (CHR) KMJQ	KMJQ	KMJQ	KLTR
2 KMJQ (B/U)	KKQB-FM	KKQB-FM	KMJQ
3 KRBE-FM (CHR) KLTR	KLTR	KLTR	KIKK-FM
4 KSRR (AOR)	KSRR	KIKK-FM	KODA
5 KYOK (B/U)	KLOL	KRBE-FM	KFMK
6 KLLO (AOR)	KRBE-FM	KSRR	KKQB-FM
7 KLTR (A/C)	KIKK-FM	KLLO	KLTR-FM
8 KIKK-FM (CTRY) KFMK (A/C)	KFMK	KRBE-FM	KRBE-FM
9 KKBO (CHR)	KLT-FM	KLT-FM	KQJZ (A/C)
10 KLT-FM (CTRY) KODA (B/EZ)	KODA	KODA	KTRH (News)

RUSTY WALKER

Programming Consultant

Providing a Wide Variety of Personal Consulting Services Exclusively to Country Radio

(601) 423-1046

P.O. BOX 417 IUKA, MISSISSIPPI 38852

CHR BREAKERS

MICHAEL McDONALD



.. NO LOOKIN' BACK ..

The first single from his new solo album



Produced by Michael McDonald and Tol Tompman
© 1985 Warner Bros. Records Inc.

RATINGS

Arbitron Demographic Rankings For Spring '85

Dallas-Ft. Worth

KVIL-FM On Top Of All Adult Demos; KEGL Flies With Teens; KKDA-FM Second In All But Older Demos; WBAP Runner-Up For Upper Demos

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 KEGL (CHR)	KVIL-FM	KVIL-FM	KVIL-FM
2 KKDA-FM (B/U)	KKDA-FM	KKDA-FM	WBAP
3 KAFM (CHR)	KTXQ	KTXQ	KKDA-FM
4 KTQS (CHR)	KZEW	WBAP (City)	KPLX
5 KTXQ (AOR)	KEGL	KZEW	KSCS
6 KNOK (B/U)	KTKS	KPLX	KTXQ
7 KVIL-FM (A/C)	KAFM	KSCS	KRLD
8 KZEW (AOR)	KLPX	KEGL	KMEZ (B/EZ)
9 KPLX (City)	KSCS	KTKS	KMGC (A/C)
10 KSCS (City)	KNOK	KRLD (News)	KTKS

Miami-Ft. Lauderdale

WSHE Sweeps Adults; WHY1 Tops With Teens, Second Choice Of Adults; WINZ Teens' Second Home

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 WHY1 (CHR)	WSHE	WSHE	WSHE
2 WINZ-FM (CHR)	WHY1	WHY1	WHY1
3 WHQT (B/U)	WHQT	WINZ-FM	WJQY
4 WEDR (B/U)	WINZ	WHQT	WLYF
5 WSHE (AOR)	WEDR	WJQY (A/C)	WGBA (Span)
6 WMXJ (CHR)	WLVE (A/C)	WEDR	WINZ-FM
7 WRBD (B/U)	WAXY	WLVE	WLVE
8 WCMQ-FM (Spr)	WAXY	WAXY	WAXY
9 WAlA (A/C)	WKQS (City)	WAlA	WEDR
10 WAXY (A/C)	WMJX	WKQS	WHQT

Nassau-Suffolk

WHTZ First With Teens And 18-49, Second With Older Demo; WWBAB Holds Young Adult Crown; WBLI Gets Older Demo, Takes Second With 18-49.

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 WHTZ (CHR)	WWBAB	WHTZ	WBLI
2 WBAB (AOR)	WNEW-FM	WBLI	WHTZ
3 WPLJ (CHR)	WHTZ	WNBC	WCBS-FM
4 WBLI (CHR)	WBLI	WBAB	WNBC
5 WRKS (B/U)	WNBC (A/C)	WCBS-FM	WLTW
6 WAPP (CHR)	WPLJ	WNEW-FM	WNEW-FM
7 WLIR (AOR)	WLTW (A/C)	WPLJ	WALK-FM
8 WNEW-FM (AOR)	WLIR	WLTW	WRFM (B/EZ)
9 WRNC (AOR)	WCBS-FM (Gold)	WHN (City)	WHN
10 WALK-FM (A/C)	WYNY (A/C)	WALK-FM	WPLJ

Pittsburgh

WBZZ Buzz Word For Teens, Second For Adults; WDVE Flies Off With Most Adult Crowns; KDKA On Top Of Older Demo.

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 WBZZ (CHR)	WDVE	WDVE	KDKA
2 WDVE (AOR)	WBZZ	WBZZ	WBZZ
3 WAMO-FM (B/U)	WHTX	WWSW	WWSW
4 WHDD (AOR)	WWSW	KDKA	WSHH
5 WHTX (CHR)	WAMO-FM	WHTX	WDVE
6 WWSW (A/C)	WYDD	WAMO-FM	WTAE
7 KDKA (A/C)	WHYW	WSHH	WHTX
8 WPNT (A/C)	WPNT	WHYW	WHYW
9 WHYW (A/C)	KDKA	WTAE	WPNT
10 WSHH (B/EZ)	WTAE (A/C)	WPNT	WDSY (City)

St. Louis

KSHE Sweeps All But Older Demo Crowns; KMJM Second Choice For Teens And Young Adults; KMOX Tops With Older Demo, Second With 18-49.

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 KSHE (AOR)	KSHE	KSHE	KMOX
2 KMJM (B/U)	KMJM	KMOX	KSHE
3 KWK (CHR)	KWK	WIL-FM	WIL-FM
4 KHTR (CHR)	WIL-FM	KSD	KSD
5 KMOX (Talk)	KHTR	KMJM	KYKY
6 KSD (A/C)	KMOX	KHTR	KHTR
7 KEZK (B/EZ)	KSD	KWK	KMJM
8 WIL-FM (City)	KYKY	KYKY	KEZK
9 WZEN (B/U)	KADI (A/C)	KADI	KUSA
10 KUSA (City)	WZEN	KUSA	KADI

Format Legend

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

Tony Rizzini Associates

MAKES 'EZ' WINNERS

WLKW-FM/Providence... #1 again *
DOING EZ? WE DO IT BEST!

Tony Rizzini Associates, Inc.
(401) 949-4142

(* 12+ ARB/Spring 1985)

SONIC WORKSHOP PRESENTS
THE RADIO EVENT OF 1985

THE COMPLETE HISTORY OF THE ROLLING STONES



CELEBRATING OVER 20 YEARS OF MUSIC HISTORY, UP TO DATE AND
IN TIME FOR THE NEW ALBUM AND PLANNED AMERICAN TOUR.
THE ULTIMATE RADIO SPECIAL ON THE GREATEST ROCK'N'ROLL BAND IN THE WORLD.

THEIR BIGGEST HITS FROM THE BLUES BASED BEGINNINGS TO THE
CURRENT INTERNATIONAL SMASH HITS, ACCENTED BY EXCLUSIVE
INTERVIEWS WITH THE BAND. HEAR THE ROLLING STONES TELL THEIR STORY.

18 HOURS OF HIGHEST QUALITY STEREO PROGRAMMING:
THE PERFECT SALES VEHICLE THAT WILL CREATE A LONG LASTING IMPACT IN YOUR MARKET.

FROM THE INTERNATIONALLY ACCLAIMED RADIO PRODUCTION TEAM THAT BROUGHT YOU
'THE BEATLES, THE DAYS IN THEIR LIFE'.

EXCLUSIVE U.S. SALES AND DISTRIBUTION



Mike Horn & Associates, Inc.

535 Boylston Street, Boston, MA 02116
(617) 536-8392



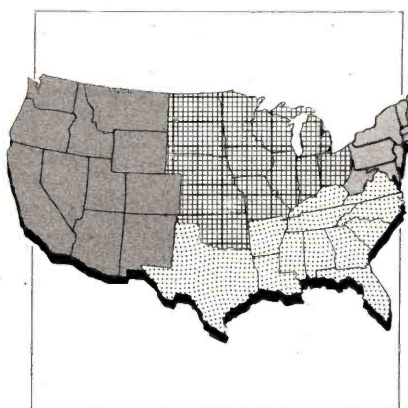
REED BUNZEL

A Midsummer Net's Dream

Radio stations frequently ask, "What syndicated programming is currently available?" "Why has no one produced this (or that) feature?" Or, "Who could possibly dream up such a ridiculous program concept?" Meanwhile, syndicators continually inquire about what forms of programming stations have voiced an interest in. Since communication between the two parties is vital to the interests (and competition) of both, the following survey takes a quick look at what radio stations are seeking in syndication.

If your station is even remotely interested in syndicated programming, please take a few minutes to fill out the "dream list" below and return it to me. You can clip out this page, photocopy it, retype it, reduce it, fold and spindle it, or simply write your comments in a letter. The results of this survey will be printed later this fall, and will be available to networks and syndicators for future research and development.

Please send your completed forms and/or comments to: **Reed Bunzel, Radio & Records**, 1930 Century Park West, Los Angeles, CA 90067.



Station Profile And Current Syndication Use

- In which region (see map) is your station located?
 - East
 - South
 - Midwest
 - West
- What is your market size?
 - 1-10
 - 11-25
 - 26-50
 - 51-100
 - 100+
- What is your station's format?
 - A/C
 - AOR
 - Big Band
 - Black/Urban
 - Beautiful/Easy Listening
 - CHR
 - Country
 - Miscellaneous/Variety
 - News/Talk
 - Spanish
 - Other: _____
- What is (are) your station's primary target demo(s)? (Check those which apply)

<input type="checkbox"/> 18+	<input type="checkbox"/> 25-49
<input type="checkbox"/> 12-17	<input type="checkbox"/> 25-54
<input type="checkbox"/> 18-24	<input type="checkbox"/> 35+
<input type="checkbox"/> 18-34	<input type="checkbox"/> Male
<input type="checkbox"/> 18-49	<input type="checkbox"/> Female
<input type="checkbox"/> 18-54	

- How much syndication do you currently use per week?
 - Less than one hour
 - 1-4 hours
 - 4-8 hours
 - 8-12 hours
 - Over 12 hours
- What type(s) of syndicated programming do you use? (Check those which apply)
 - Countdowns
 - Artist profiles
 - Miscellaneous music features
 - Live concerts
 - Entertainment/information features
 - Theme shows
 - Oldies programs
 - Entertainment short features
 - News/sports/information short features
 - Comedy
 - Other: _____
- Which type of compensation do you prefer?
 - Cash
 - Barter

Syndicated Programming Wish List

- Which syndicated features would you like to see more of? (Check those which apply)
 - Countdowns
 - Artist profiles
 - Miscellaneous music features
 - Live concerts
 - Entertainment/music information features
 - Theme shows
 - Oldies programs
 - Entertainment short features
 - News/sports/information short features
 - Comedy
 - Other: _____

- How much syndicated programming *might* you use?
 - Less than one hour
 - 1-4 hours
 - 4-8 hours
 - 8-12 hours
 - Over 12 hours
- What features do you *most* look for when considering a syndicated program? (Check those which apply)
 - Nationally-known host
 - Contemporary artists
 - Length
 - Production quality
 - Program that fits station's format
 - Proven track record
 - Cost
 - Interviews/actualities
 - Reputation of syndication/network
 - Other: _____
- What special programming do you carry? (Check those which apply)
 - Holiday programming
 - Special live concerts
 - Summer programming
 - Artist tributes
 - Other: _____
- Programming should be delivered:
 - On disc
 - On tape
 - Via satellite for live broadcast
 - Recorded via satellite for later airplay

News & Information

- Are you an affiliate of a national news network?
 - Yes
 - No
 - More than one
 - (Optional) Which network? _____
- How much network news best suits your station?
 - 5 minutes each hour
 - 1-2 minutes each hour
 - A few minutes every 2 hours
 - A few minutes every 2-4 hours
 - Less than every four hours
- What would you like to see more of? (Check those which apply):
 - Hourly newscasts
 - Longer newscasts
 - Headline newscasts
 - News feeds for local newscasts
 - Interviews/actualities
 - Lifestyle features
 - Information short features
 - Longform information programming
 - Talk programming
 - Public affairs programming
 - Sports play-by-play
 - Sports talk programming
 - Other: _____

MUSIC CALENDAR

NEWS & INFORMATION FEATURES

August 12-16

The Weekend

August 17-18

- The Countdown** (WO)
Aertha Franklin/Bit Withers
- Countdown America With John Leader** (USR1)
R.E.O. Speedwagon
- Dick Clark's Rock, Roll, & Remember** (US)
Rascals
- Future Hits** (WO)
John Cougar Mellencamp/Night Ranger
Loverboy
- Gospel Line** (SI)
A song for you
- Hot Ones** (USR1)
Billy Ocean
- Hot Rocks** (US)
Chicago
- Metalshop** (MJJ)
Ronnie James Dio
- Music Makers** (NP)
Billy May
- Music!** (WO)
Favorite musical stars
- Musical Starstreams** (MS)
Magical Strings
- Music Of The City** (SI)
DeeDee
- On The Radio** (NSBA)
Go-Go's
- Power Cuts** (GSN)
Bryan Adams (8/18)
- Rick Dees' Weekly Top 40** (US)
Huey Lewis & The News
- Rock Chronicles** (WO)
Cynthia Lennon/Heart/The Who & Woodstock
- Rock Week** (WO)
Heart/Talking Heads
- Scott Shannon's Rockin' America Top 30** (WO)
Billy Joel/Huey Lewis/Tears For Fears
- Solid Gold Saturday Night** (USR2)
Temptations (8/17)
- Spirit Of Summer** (CBSR)
Sean Torrence/Fleetwood Mac
- Super Gold** (TRAN)
Woodstock superstars
- Superstars Rock Concert** (WO)
Billy Sauer
- Top 30 USA** (CBSR)
Four tops

MONDAY

August 19

- American Music Magazine With Rick Dees** (US)
Tears For Fears
- Country Calendar** (CW)
Eddy Raven

TUESDAY

August 20

- American Music Magazine With Rick Dees** (US)
John Wate
- Country Calendar** (CW)
Charlie Daniels

WEDNESDAY

August 21

- American Music Magazine With Rick Dees** (US)
Paul Young
- Country Calendar** (CW)
Lester Roadhog Moran & Kenny Rogers

THURSDAY

August 22

- American Music Magazine With Rick Dees** (US)
Huey Lewis
- Country Calendar** (CW)
Lee Greenwood

FRIDAY

August 23

- American Music Magazine With Rick Dees** (US)
Kim Carnes
- Country Calendar** (CW)
Rex Allen, Jr.

The Week Of

August 19-23

- Country Today** (MJJ)
Johnny Cash
- Earth News** (WO)
Billy Ocean/Anthony Michael Hall
Jason Lively/Carl Reiner/Karen Austin
- Encore With William B. Williams** (WO)
McGure Slaters
- In Concert** (WO)
Ronnie Lane/ARMS Benefit
- Interview** (IN)
Ratt
- Live From Gilley's** (WO)
Best of Gilley's Part 1
- Off The Record** (WO)
Sting/Motley Crue/REM
- Off The Record Special** (WO)
Hall & Oates
- Rock Over London** (RI)
Godley & Creme
- Shootin' The Breeze** (WO)
Steve Arlington/George Clinton/Peabo Bryson
- Special Edition** (WO)
Jeffrey Osborne
- Star Trak** (WO)
Corey Hart/Pat Benatar/John Parr
- Star Trak Profile** (WO)
Rick Springfield

COMEDY

- Comedy Show** (CW)
Salesmen Robert Klein/Totie Fields/
Monty Python/Henry Morgan
- Daily Feed** (DCA)
Just any budget/shuttle Pepsi-sat explodes/
Iran missile near-miss/nuclear waste site
lottery/tan tells tales.
- Laugh Machine** (PRN)
Woody Allen/George Carlin/Monty Python
Proctor & Bergman/David Brenner
- Party Drop-Ins** (ASR)
Record hop pick hit/bean dip/T'd-off doctor/
Tom & Ray's party people/dirty laundry
- Radio Hotline** (ASR)
Call from Bob/battle an argument/she's gone/
apples/congratulations
- Stevens & Grdnic's Comedy Drop-Ins** (ASR)
People next door/how many times?/Stanka
coffee/more dogs/management tip

GENERAL INFORMATION

- Ed Busch Talk Show** (AP)
John Birch Society/corrupt cops/U.S. poverty
(8/10)
Allergies/re-arming Japan/kids peer problems
(8/11)
- Computer Program** (PRN)
Computers for the disabled/photography/
government waste/micro repairs/
hybrid games
- News Blimp** (PRN)
Factory murder/dog video/easier sports/
car detailing/filting classes
- Something You Should Know** (SBS)
Car trip tips (8/12)
Joy of working (8/13-14)
Exercise myths (8/15)
- Sound Advice** (PRN)
Specs/rock vs. class/casual/obsolescence/
professional gear
- Sporting News Report** (CW)
Cuba World Series (8/12)
Remaldo Nehemas (8/13-14)
Vida Blue (8/15-18)
- Sports Flashback** (CW)
Muhammad Ali/Johnny Unitas & Gary Cuozzo
- Waldenbooks Review** (WO)
Wallace Terry/Hannah Pakula/"Skeleton
Crew"/"Larry Collins"/"Mafia Princess"

NETWORK PROMOS

- **Len Klatt** has been named Director/Research in Westwood One's New York office. Klatt joins the company from the Mutual Broadcasting System, where he was Sr. Research Analyst. He's also served as Research Director at Media Buying Services International.
- **Allen Bestwick** is now Program Clearance Manager, Southwest for the Mutual Radio Network. He's from Motor-Vation Radio Network, where he worked as Director/Affiliates.
- **CBS Radio Networks** has selected **Dale Casterline** as an Account Executive for its Los Angeles office. Casterline arrives from KROQ-FM/Los Angeles, where he had been Sr. Account Executive since 1983. He previously was Local Sales Manager at KIQQ/Los Angeles.
- **Jamie Hastings** joins Drake-Chenault as General Sales Manager. Hastings was formerly VP/Marketing at Century 21, having also worked at KOAX/Dallas.
- **Kris Stevens Enterprises** has ap-

- pointed **Sue Steinberg** as Operations Manager. She was most recently Music Director at KMET/Los Angeles, and previously held positions with Goodphone Communications, Album Network, Drake-Chenault, and RKO Radio.
- **Charles Van Dyke** has become an anchor/reporter for the UPI Radio Network. Van Dyke joins UPI after serving as General Assignment Correspondent for the RKO Radio Networks. Before moving to RKO, he spent eight years as AP Radio's House of Representatives correspondent.
- **Thomas Allen** has been named Director/Sports Sales for the NBC Radio Network. He will be responsible for selling the network's NFL package, NCAA Football bowl games, and other longform sports programming. Prior to joining the network, Allen was an Account Executive for the Satellite Music Network. He also held a similar position with the ABC Youth Radio Networks.



Introduces...

TWO NEW CHR CUSTOM MUSIC PACKAGES



The Super-Energy Sound
KBKC-FM
Kansas City, MO
Gerry Cagle, O.M.



KKRZ-FM (Z-100)
Portland, OR
Gary Bryan, P.D.

Now available for your station

Match your I.D. music to your station's energy level!

Phone Janie Autz, toll-free, 1-800-527-7759. (In Texas, call collect, 214-634-8511.)

Get the details! Request your free Demo of **WILDFIRE** and **THE AMAZING FM!** Hear why TM Communications is the custom music-maker for so many of the best!



TM Communications, Inc.

1349 Regal Row • Dallas, TX 75247 • 1-800-527-7759 • 214-634-8511

© 1985 TM Communications, Inc.

Are National Radio Reps Really Different?

By Linda Packer-Spitz

Representative firms and stations are always saying that the national rep should be "an extension of the local sales force." Given that this premise is true, one would assume that a person who can sell well locally will also sell well nationally. That assumption does not always hold true.

During my eight years with Republic Radio, I have had the opportunity to hire and train many national reps, several of whom are managers today. I firmly believe that the search, training, and long-term development of great reps is the key to any successful, national representative company's growth.

Since national representatives must be as well-versed and knowledgeable as the local sales staff of every client station they represent, I believe it takes a different breed to do the job well.

The Different Breed

All radio salespeople, locally as well as nationally, must have respect, integrity, credibility, product knowledge, enthusiasm, and a winning attitude. They should al-

ways present their stations in the best light to the buyers, sell the highest rate possible, and maximize inventory. The salesperson has to create wants and not just satisfy needs of the client, using special opportunities and additional research. It's important to have a history of the agency, the account, and the buyer to be better informed and more service-oriented than their competition. Good salespeople must be market and marketing specialists. They thoroughly prepare and are able to follow through on every opportunity by knowing the marketing objective and how their stations satisfy that goal.

A Job With Many Bosses

What other traits are necessary

to be a great national rep? The critical and overriding needs are organizational and communicative skills. These needs become increasingly apparent when dealing with 50, 100, or even 200 client stations. At all times, each station becomes the *only* station you're working for, and some people simply cannot take the pressure of having that many "bosses." Each station deserves and must have the attention that a local person gives to one station.

A national rep must know the competition, rate structures, personalities, and characteristics of multiple markets. They must be able to read and retain hundreds of pieces of correspondence from different stations so that they can in-

telligently discuss every opportunity.

Many times reps are judged solely on the phone by a station contact they have never met. They must be able to effectively communicate the parameters of an avail request so that station managers can make intelligent selling decisions. Do they have the same sense of urgency as the station about every piece of business? Reps must be accountable for every piece of business out of every shop they call on for every station at all times.

The Greatest Juggler On Earth

A buying situation shows how a national reps' organization becomes important to keeping all the "balls in the air." For instance, a buyer calls with an avail request for 30 markets due the next day that must get on the air the following week.

The rep must now prepare 30 plans, make 30 phone calls to discuss the parameters of the buy, determine inventory situations in each market, and deliver the avails on time. The reps who are the fastest, most knowledgeable, and best prepared will win in the long run.

This special rep will also constantly presell their radio properties. Sometimes buys can come down in a matter of hours, and those buyers must know your radio stations before that buy occurs.

Once the rep receives their orders, he calls all 30 stations back with the win (or loss), the cost per point of the buy, and the stations' share. If merchandising is requested, he sees to that it's executed properly. Then there's all the copy, rotations, and billing discrepancies. And all these machinations are for only one buy!

I've always felt that ideally a station should be called three times on every opportunity: at the beginning, in the middle, and with the win. It is my policy that the rep, not the sales assistant, calls in the win or loss. Take the glory when you win, and discuss why you lost and how to get the business the next time.

Finding The Right People

How does a manager find this special breed of salespeople? Interview constantly! Know the competitive national reps in the market to see who's winning and who's not. Interview local radio salespeople to see if they could make the transition. Interview salespeople outside of radio; you never know when a buyer, print salesperson, or football player will have the qualities necessary to make it in this business.

For every rep job I've had open, I've interviewed 30 to 40 people to fill the position. Some people I see four or five times. I pick a market, product, and demo, and they must pitch me. I'll also role-play with them. I'll let them play manager, station contact, and buyer. Then we'll reverse roles. I ask them how they'd feel when they get 18 avail requests, 17 orders, and one angry station that was lost. I find out if they are willing to travel or entertain clients at night.

I want to know that they can understand an Arbitron book, but feel



An 11-year sales veteran, Linda Packer-Spitz has been VP/Manager-Chicago for Republic Radio since 1980. Her background includes terms as an Account Executive with RKO Radio Sales, Field Communications TV Sales, and WFLD-TV/Chicago.

confident that they can also sell a station with no numbers. I need to know how they'll react to not being able to reach a station contact when they might have to get right back to a buyer. Can they be diplomatic enough to represent two stations in a market with uncommon ownership?

The best salespeople have equal enthusiasm for every radio station they sell. They feel the excitement of markets that they've never lived in or stations they've never heard.

Training To Communicate

Once you find such salespeople, how do you train and develop them? You must teach the salesperson how to properly communicate with both the buyer and the client — your station.

An effective salesperson knows how to correctly probe an agency for the right facts to enable the station manager to make the best selling decisions. A national salesperson is not only selling time on their radio stations, but also helping to market and move products, which is good for radio in general.

Salespeople should be taught to write cohesive and intelligent presentations quickly and effectively, and then communicate the work they've done to both the station and agency. Phone and letter skills are crucial.

A good manager helps a salesperson prioritize his time. In national sales, a salesperson can get a call on Tuesday for 46 markets that can tie him up for two days.

A station manager should expect his rep firm to have weekly communication with him, whether there is business pending or not, to keep up with inventory, local promotions, rate structures, etc.

What It's All About

Being a national rep is a fast-paced, exciting career. It affords a person the luxury of learning different formats and markets all at once. When the ratings books arrive, there will always be some fantastic ones to sell, and the challenge to perform well with the not-so-fantastic.

I enjoy being a rep. Someone once told me it's like being the Daily Planet all rolled into one: You're Perry White the editor, Lois Lane the reporter, Jimmy Olsen the novice, and Clark Kent/Superman — all in the same day!



CHAPMAN ASSOCIATES®

nationwide media brokers

PUTTING BUYERS AND SELLERS TOGETHER FOR OVER 31 YEARS

Bruce Singleton

HOLDER COMMUNICATIONS

has acquired

KLCL / KHLA

Lake Charles, LA

from

PERRY BROADCASTING CO.

for

\$2,000,000

Our Associate Brian Cobb acted as broker.

Brian E. Cobb

1255 23rd Street, NW

Suite 890

Washington, DC 20037

(202) 822-8913

Executive Offices: 1835 Savoy Drive, Atlanta, Georgia 30341 (404) 458-9226

©1985 The IDB Communications Group, Ltd. 10509 West Washington Boulevard, Culver City, California 90232-3380 213-870-9000 • With apologies to New England Life, of course



“Our satellite transmission? IDB Communications, of course. Why?”

Transmission assurance, no matter what.



THE
IDB COMMUNICATIONS
GROUP, LTD.



HARVEY MEDNICK

Setting Your Remote Controls

You know how it is when you don't hear a word for a while and then all of a sudden it turns up 23 times in the span of a few days. Well, that's what's happened with the word "remote". Everybody's talking about them.

On The Comeback Trail

In a recent *Radio Logic Journal*, publishers Ott & Sneed contend that as stations seek to maintain their competitive edge, the dual advantages of visibility and revenue which remotes present are very attractive. I heartily agree. Remotes, as we all recall, were a staple item in nearly every station's sales/promotion plan in the '70s. Then, through a compounding of errors, they were beaten to death. Now that remotes are on the rise again, Ott & Sneed are seeing stations repeating their original mistakes, and, so they've offered many fundamental pointers.

Definition

Let's first get in sync on exactly what constitutes a remote — a live broadcast, either whole or in part, by station personnel in front of the public. This event has certain contributing elements: a participating client/sponsor, giveaway items/

prizes, on-air promos/liners, and cut-ins/broadcast.

Invariably three problem areas crop up as remotes develop:

- 1) Understanding the objective.
- 2) Planning/organization.
- 3) Management/execution.

Let's take a look at each and see what preventive measures can be taken to ensure success.

Objective

This should be completely clear. If you don't have the objective totally in focus, forget the remote! What you are looking for is an event which satisfies three parties — the station, client, and listener.

How are the three parties satisfied? The station makes money from the sale of the event and benefits additionally from the positive image the remote generates among those who attend. The client (Ott & Sneed divides them into 2 categories — short- and longterm thinkers) obviously looks for profit-

ability but also is concerned with image and customer relations. Most of your listeners will not attend the event, but they still want to get a sense of excitement and activity from the remote site. However, don't alter your programming severely from cut-ins — it might tempt them to tune out.

Planning

Full understanding leads quite naturally to planning. In this area you're getting involved with programming, so it's essential to have the PD's support. After that you'll need at least 10 days' lead time. Don't proceed without fully understanding the responsibilities of all parties involved.

Execution

If everything else is in place, execution should take care of itself. Be sure to have enough station people at the event to show support. Don't rely on the promotion director or DJ/host to run it entirely. Of course, it's critical that the account exec whose client sponsors the event be present. It's amazing to me the number of times the A/E has been absent, particularly when the remote is scheduled on a weekend.

It's smart to use professional services. Booths, signs, sound systems, stages, lights, security, insurance, concessions, and other elements are available from people who do it for a living and have incurred every conceivable glitch over the years.

Remember, this is your version of "Show Biz," so apply the rules of showmanship. Use your jocks as your stars, make a grand entrance,



"Sure your station benefits financially from the sale of an appearance or remote, but if that's your only goal, you're in big trouble."

— Rick Ott



"After years of 'Broadcasting live from...' stations finally realized the average listener couldn't care less."

— Martin Sneed

have bonus giveaways and merchandise, build to a logical conclusion, and then leave. As the old adage goes, "Always leave them wanting more."

A Few Things To Think About

If you're committed to the concept of remotes, it will help your planning to consider the following:

- Do you want to build/buy a remote studio/van?
- Should you hire a person with "roadie" experience as Remote Manager?
- Are you plugged into the community activity/event calendar enough to get the jump on competitors?
- Do the sales/programming staffs really understand my remote philosophy?

philosophy?

- Have I promotionally budgeted adequately to support an extensive remote schedule?
- Is my market physically suited for successful remote activities?

A Helping Hand

Ott & Sneed has prepared a handy booklet entitled "A Station Guide To Remotes & Appearances," which triggered this column. It was formerly available only to clients, but now is offered to any station free of charge. Send a written request on your letterhead to Ott & Sneed Broadcast Management Consultants, 300 Turner Rd. Suite 514, Richmond, VA 23225.

ONE YEAR AGO TODAY

- TIM GORMAN NAMED PRESIDENT/GM AT WKBW/BUFFALO
- BRUTE BAILEY BECOMES PD AT KMJQ/HOUSTON
- DEL SPENCER APPOINTED PD AT WYLD/NEW ORLEANS
- KEVIN MCCARTHY PD AT WQUE-FM/NEW ORLEANS
- WKUT/NEW YORK SWITCHES FORMAT TO CHR
- #1 CHR: "Ghostbusters" — Ray Parker, Jr. (Arista) (2nd week)
- #1 A/C: "Stuck On You" — Lionel Richie (Motown) (4th week)
- #1 B/U: "Ghostbusters" — Ray Parker, Jr. (Arista)
- #1 Country: "Tennessee Homesick Blues" — Dolly Parton (RCA)
- #1 AOR Track: "Missing You" — John Waite (EMI America) (4th week)
- #1 LP: "Heartbeat City" — Cars (Elektra) (3rd week)

FIVE YEARS AGO TODAY

- BILL DAHLMAN BECOMES VP/GM AT WIP/PHILADELPHIA
- TOM TEUBER APPOINTED PD AT WMET/CHICAGO
- FRITZ BEESEMYER BECOMES GM AT KIOU/SAN DIEGO
- JIM CONLEE NAMED PD AT KHTZ/LOS ANGELES
- LES TRACY APPOINTED PD AT KZAP/SACRAMENTO
- MIKE MCVAY BECOMES PD AT K-BEST/SAN DIEGO
- #1 CHR: "Sailing" — Christopher Cross (WB) (2nd week)
- #1 A/C: "More Love" — Kim Carnes (EMI America) (2nd week)
- #1 B/U: "Upside Down" — Diana Ross (Motown)
- #1 Country: "Drivin' My Life Away" — Eddie Rabbitt (Elektra)
- #1 LP: "Hold Out" — Jackson Browne (Asylum) (3rd week)

TEN YEARS AGO TODAY

- JIM DAVIS BECOMES PD AT KIMN/DENVER
- WCOZ/BOSTON CHANGES FORMAT FROM BM TO AOR
- #1 CHR: "Jive Talkin'" — Bee Gees (RSO) (3rd week)
- #1 A/C: "James Taylor" — How Sweet It Is (WB)
- #1 Country: "Rhinestone Cowboy" — Glen Campbell (Capitol)
- #1 LP: "One Of These Nights" — Eagles (Asylum) (8th week)

DATELINES

September 11-14

"Radio '85," the second annual Radio Convention & Programming Conference, presented jointly by the NAB and NRBA
Dallas Convention Center.

September 11-14

Radio/Television News Directors Association's International Conference
Opryland Hotel, Nashville.

1986

February 2-6

National Religious Broadcasters' 43rd annual convention
Sheraton Washington, Washington, DC.

March 6-8

Country Radio Broadcasters' 17th annual Country Radio Seminar
Opryland Hotel, Nashville.

WEARABLE

• PREMIUMS

YOUR THIRD COAST CONNECTION!



Custom Embroidery • Ad Specialties • Staff Shirts • Jackets • "T" Shirts

LEONARD SLOAN & ASSOCIATES, INC.

2542 ELM STREET • DALLAS, TEXAS 75226 • (214) 939-0636

Important News for the Fall Book from Film House

Just Completed— New TV Spots for Easy Listening, A/C, AOR & CHR

Film House, Inc., the leading producer of TV spots for radio stations, has just completed the next generation of TV commercials for Easy Listening, soft A/C, AOR and CHR. Produced in association with Tony Quin, formerly of QC Productions, these new TV spots feature maximum dial position and call letter reinforcement, crystal-clear positioning of your station, remarkable celebrity performances, unique special effects and the quality of production you've come to expect from Film House. And they're available now.

Pick Up the Phone

Call Film House today and we'll Federal you a copy of our new demo reel, including the newest generation of TV spots for radio. And on the same reel you'll find an introduction to our new media buying service. Just announced last month, our

acquisition of the resources of Broadcast Marketing Group has already resulted in five major radio stations taking advantage of the ultimate in TV promotion — the finest TV spots combined with the most sophisticated approach to television placement for radio yet developed. Broadcast Marketing Group is the only company that specializes in placing TV buys for radio. They understand radio's unique situation and have tailored their strategies to maximize their impact on Arbitron diaries. That's why we call their joining forces with Film House the most powerful weapon in your audience building arsenal.

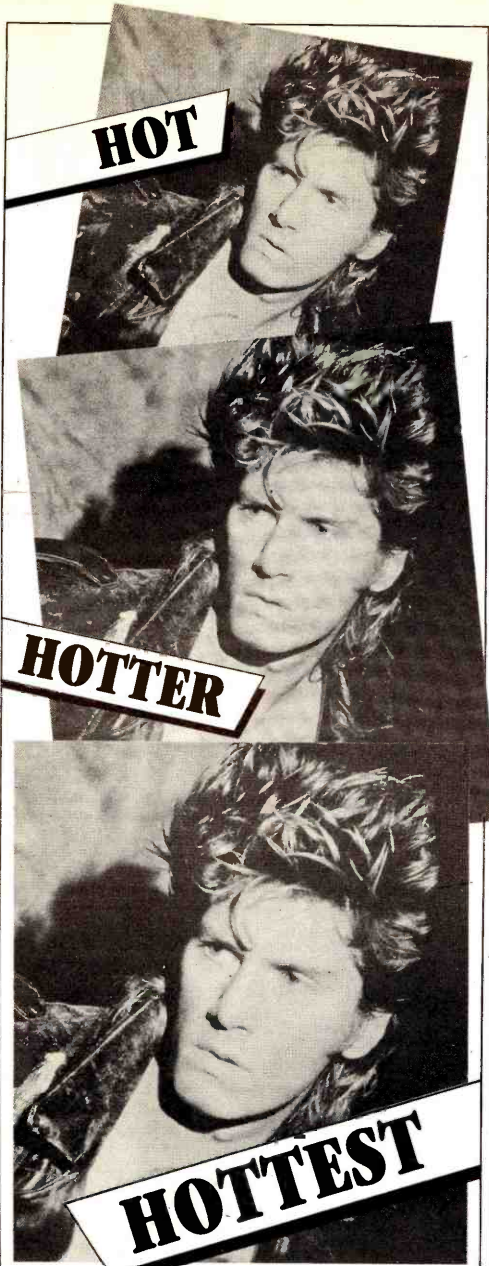
Fall Book is Upon Us

So don't wait. You owe it to yourself and your station to call for our new demo reel today. Or at least think of a decent excuse to give your boss about why you didn't.

The Leader
filmhouse
FILM HOUSE, INC. BROADCAST MARKETING SERVICES
24 MUSIC SQUARE W. NASHVILLE, TN 37203 (615) 255-4000



STREET TALK



GARY MYRICK IS ON FIRE
WITH HIS NEW SINGLE
"When Angels Kiss"

FROM THE JUST RELEASED ALBUM
GARY MYRICK "STAND FOR LOVE"



What's the next **CAP CITIES/ABC** station to be sold? **WRIF/DETROIT**'s sale is imminent, and word is that it won't go to a major chain, but to a local group — possibly a black consortium. Expect **WPAT-AM & FM/NEW YORK** and **WKBW/BUFFALO** deals to follow, clearing the way for the official FCC merger okay after New Year's. As the industry excitedly watches **MALRITE, GANNETT**, and others tear the wrappings off their new Christmas presents, overlooked are the ABC and Cap Cities managers, who may find only a lump of coal in their stockings. Indeed, what will happen to them?

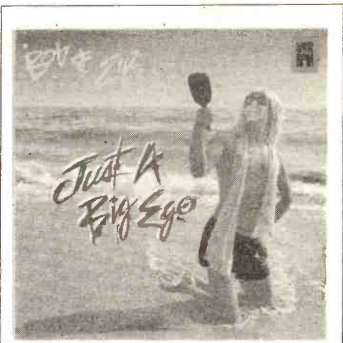
Amidst all the talk about ABC cutbacks, look for the **ABC RADIO NETWORKS** to name two new VPs next week. It appears **DAN FORTH** will be VP over the Young Adult Networks, including **ABC ROCK, CONTEMPORARY**, and **FM** nets, while **STU CRANE** will be upped to VP over the **ABC INFORMATION** and **ENTERTAINMENT** webs.

Is **AL TELLER** going to be the new **CBS RECORDS** President? The consensus is that it's only a matter of time, perhaps even a matter of days.

The latest on **WNEW-FM/NEW YORK**'s stand against artists cutting "positioning" IDs for new rival **WXRK** is that 'NEW-FM is now playing **MOTLEY CRUE** again. PD **CHARLIE KENDALL** claims the Crue were apologetic, saying they didn't mean anything by the ID they cut. However, Kendall sounds the war drums for future offenders. "If someone slaps us in the face, we won't turn the other cheek." Meanwhile, **WXRK VP/GM TOM CHIUSANO** retorts, "Is 'NEW-FM's 'Where Rock Lives' slogan any less a positioning statement than '#2, But Not For Long?' If rock lives there, doesn't that imply that it's dead everywhere else?" So 'XRK's IDs by **ROBERT PLANT, MEATLOAF, TAXXI**, and **Motley Crue** continue.

Former **WKTU** (now **WXRK**) personality **ROSKO** has filed a claim with the **EEOC**, saying he was fired by **INFINITY** so the company could eliminate black announcers. But Chiusano says Rosko was axed for insubordination — specifically his on-air comments prior to the format change. "It's a baseless accusation. We're responding to the official complaint as we have to," Chiusano said.

After yet another discouraging book (3.1-2.5) with **News/Talk, METROMEDIA** has decided to pull the plug on the format at **WCBM/BALTIMORE**. Look for a music format to switch on before the end of the month, although no specifics have been revealed yet.



I'M FALLING IN LOVE WITH ME — **WAAF/Worcester-Boston's** morning team of **Bob (Rivers) & Zip (Zip!e)** have perfect timing. Just as reports surface of **David Lee Roth** leaving **Van Halen**, the duo's parody of Roth, "Just A Big Ego," is being released as the single from **Rhino Records'** "World's Worst Records, Volume II" collection. **Bob and Zip** wrote and produced the spoof, recording it on their home eight-track unit for \$200. Sample lyrics:

"I'm just a big ego, and everywhere I go, people say that they adore me
They pay for just a chance to look at my tight pants
Oooh, makes them horny
There will come a day when I'll get old and gray
Oooh, what will they say about me?
When the end comes they'll know
I've got a big ego
The world revolves around me."

Congressional pressure is indeed building to get record companies to provide a ratings code for albums with songs pertaining to explicit sex, drugs, and violence. And the labels, concerned about gaining legislation on blank-tape revenues and the problems of counterfeiting, seem willing to listen. Broadcasters have been watching from the sidelines . . . until now. Senator **Jesse Helms (R-NC)** has introduced a new bill that would expand the current ban on broadcast obscenity to include the much broader category of "indecent" or "profane" material. Are "hell" and "damn" profane? And what about those controversial record lyrics? Stay tuned for details.

WLS (AM)/CHICAGO MD MIKE WOLF is returning to **AOR** as **Asst. PD** at **WYSP/PHILADELPHIA**, leaving **OM JOHN GEHRON** with a need for someone with golden ears and a knowledge of computers/music research. By the way, the "Big 89" will stop simulcasting **LARRY LUJACK's** morning show with the **FM** on August 26. This means a prime morning opening exists at **WLS-FM**. T&Rs to **PD JAN JEFFRIES**.

Continued on Page 30

B I O M E S S A G E	TO	PROGRAM DIRECTOR	AIR DATE	SEPT. 14	TIME	EST 8:00PM PST
	FROM	WESTWOOD ONE	AREA CODE	(213)	NUMBER	204-5000
	MESSAGE	THE POINTER SISTERS				
	MEMO	CONCERT SIMULCAST with SHOWTIME!				
	FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE... AND ONLY					

THE DIFFERENCE BETWEEN GUESSING AND KNOWING.



Can you guess which oldies your listeners like most? Before answering, consider this: In most music tests conducted by Surrey, results have shown less than 40% of those songs tested to have significant appeal to the targeted audience. Usually, less than 20% result in being *definitely* recommended.

We're referring, of course, to Surrey's A & O Music Series, considered by many as the most advanced music test available to radio programmers. This auditorium-mode program provides you with clear, concise and quickly usable information in as few as 5 days from time of testing. All tests are

attended by carefully screened individuals whose attitudes and opinions best represent those of core listeners. Your information is presented in three phases:

Phase 1—Alpha. Alphabetical and rank listings of all titles tested featuring male, female and combined categories. Each title is accompanied by overall score plus percentage of burn and unfamiliarity. Ranked songs are color-coded according to level of appeal.

Phase 2—Omega. Page-by-page, title-by-title breakout involving comparisons of demo groups, cumers, fans or geographical

locations to level of song appeal.

Phase 3—Compatibility. Illumination of songs most or least compatible between various listening groups.

All services are provided to you under exclusive conditions with investment scheduling and quantity discounts available.

So why *guess* when you can *know*. Call us at (303) 989-9980 and you'll see the difference.



FLYING AT YOU NOW



FOUR IN THE MORNING

THE NEW SINGLE
FROM THE
CAMEL/MCA ALBUM,
"7 WISHES"



MCA RECORDS



30/R&R FRIDAY, AUGUST 9, 1985

STREET TALK

Continued from Page 28

KBEQ/KANSAS CITY PD STEVE PERUN (see Page 3) moves fast. He's hired **CHUCK NASTY** away from mornings at **B96/CHICAGO**. Chuck'll do afternoons, but the search is still on for a great morning talent.

Some other quality gigs are open: **KOST/LOS ANGELES** can use a hot production director with good communication skills to replace **DAVID K. JONES**, who's off to mornings at **KOPA/PHOENIX**. . . . Across town at **KJJJ**, **CHARLIE OCHS** wants to fill his morning opening, as **JAY LAWRENCE** has split. . . . And you never know what might be happening with the new owners at **KLUB & KISN/SALT LAKE CITY**, so you may want to contact **KFMB-AM & FM/SAN DIEGO** programmers **MARK LARSON** and **BOBBY RICH**.

Speaking of **KFMB**, the Padres flagship will revive its trademarked "Fantasy Baseball" games, complete with crowd effects and color commentary. Unbiased staffers expect the Padres to regain first place in the Western Division within a week. Meanwhile, "America's Sports Station," **KMOX/ST. LOUIS**, is well-prepared for the baseball strike. Each night, a sports forum similar to **ABC-TV's "Nightline"** format will feature such big-name sportscasters such as **BOB COSTAS**, **BRENT MUSBERGER**, **HANK STRAM**, and **HOWARD COSELL**. There'll even be computer All-Star games.

WIVY-103 FM/JACKSONVILLE is presenting the "Jacksonville Radiothon Reunion" — 30 hours of all-request donations for Multiple Sclerosis August 16-17.

Legendary local luminaries who'll be there include former **WAPE** personalities **JAY THOMAS**, **CLEVELAND WHEELER**, and the **GREASEMAN** (by phone), ex-**WPDQ** talents **MIKE REINER** and **TOM KENNINGTON**, and **WIVY** alumni **BOBBY MITCHELL, J.J. WALKER**, and **LARRY DIXON**.

FULLER-JEFFREY GROUP SR. VP J.J. JEFFREY is relocating from **WOKQ/DOVER-PORTSMOUTH** to **KPOP/SACRAMENTO**. He'll pick up the headphones again and do afternoons while overseeing the chain's programming.

Last week's story about Contemp Christian outlet **KLTY/DALLAS'** new PD **STU ROBB** caught one person by surprise — Stu himself. He told Street Talk this week that he's never even talked with company President **SCOTT GINSBURG** about the job, although he'd like it if Scott can come up with the right bucks.

R&R extends condolences to **ARISTA VP/Promotion DON IENNER**, brother **JIMMY**, and family on the loss of their father Salvatore after a long illness. In lieu of flowers, donations may be made to: Hospice Of Stamford, 461 Atlantic St., Stamford, CT 06901.

Where is **KWK & KGLD/ST. LOUIS OM C.C. MATTHEWS** headed? We hear he's headed East to work with **E. ALVIN DAVIS**, the rival consultant to **KWK** advisor **MIKE McVAY**. Mike will be screening **KWK PD** candidates as he takes over the station's programming chores until a replacement is found.

MARK DRISCOLL is no longer programming **WZPL/INDIANAPOLIS**. It's said that new owners (supposedly **FAIRWEST**) are on the way and are already repositioning the station. Is it true that **WMET/CHICAGO PD REID REKER** is calling the shots? Will **CAT SIMON** do mornings? Meanwhile, Mark is still VP/Programming for 'ZPL parent **H&W**, and can be reached through the station.

WFIL/PHILADELPHIA morning maniac **JOEY REYNOLDS** is a "free agent" without a contract, although station officials maintain that they'll reach terms of endorsement. If Joey leaves **WFIL**, and many feel he will, he won't leave town. Joey's first child was born in California, and now that he and his wife **Carolyn** are expecting again, he refuses to repeat that experience. "Carolyn doesn't want the baby to have the brain of a surfboard," reasons Joey.

What's all this talk about **GEORGE JOHNS** consulting the **PRICE COMMUNICATIONS** stations? If true, George would be working with **KOMA & KAEZ/OKLAHOMA CITY**, battling the dynasty he built at crosstown **KZBS**.

Congratulations to former **ATCO VP REEN NALLI**, who was married in June to **TOM DARLING**, District Sales Manager for computer software company **Ensoniq Corp.** Reen's attending law school at the University of Michigan.

Salt Lake City has a lot of Latter Day Saints, and you can now hear **KLTO (AM)** appealing directly to "the unique lifestyle" prevalent in the area. Station officials say the "clean-living" format is being received quite well, thank you, especially in Mormon drive (sorry, couldn't resist).

KIS-AM & FM/LOS ANGELES morning sidekick **RAEHEL DONAHUE** may be recovering from surgery to correct a spinal fracture caused by an off-road racing mishap, but her jaw is still working. Raechel will soon be broadcasting from her flower-filled hospital suite until she's "back" at the station.

And get-well wishes to **Z98 (WZNE)/TAMPA PD BOB GAGHAN**, laid up at home with a severe virus. . . . Also to **KLOL/HOUSTON PD JOE DENTON**, who's recovering nicely after a car accident.

Finally, all of us at **R&R** offer our heartfelt condolences to Networks & Specials Editor **REED BUNZEL**, whose wife **DEBORAH WIGHT** was killed when Delta flight 191 crashed in Dallas August 2.

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

Q: "WHOSE
SIDE ARE
YOU ON?"

A: MATT
BIANCO'S!

After you hear "Whose Side Are You On?" the new single and title song from their new album, you'll be on MATT BIANCO'S side for sure! With their dazzling new sound, MATT BIANCO'S headed straight for the top side of the charts. There's no question about it!

"Whose Side Are You On?"
From the forthcoming album,
WHOSE SIDE ARE YOU ON? (81233)
Produced by Danny White and Mark Reilly



Management: Dick Vane - Jovan - The Starline Group

(7-89516)



On Atlantic Records & Cassettes.

© 1985 Atlantic Recording Corp. A Warner Communications Co.

'til tuesday



**“Looking Over
My Shoulder”**

**The follow-up to the top five smash
“VOICES CARRY”**



Distributed by CBS Records

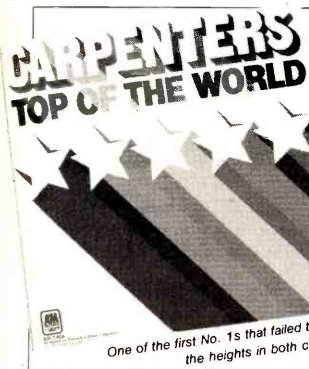


ON THE RECORDS

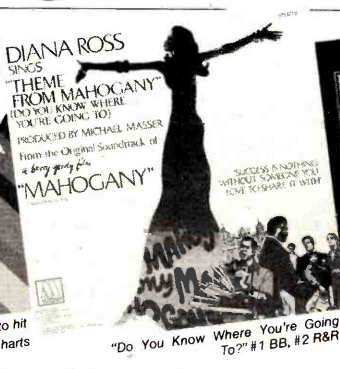
KEN BARNES

A COMPARISON STUDY

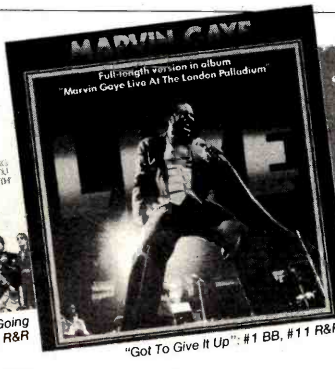
Looking Out For Number Ones



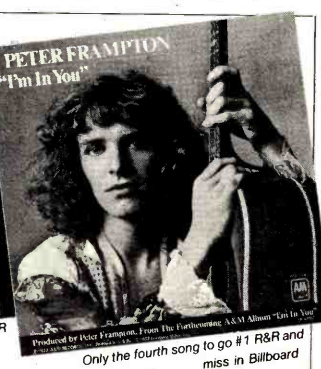
One of the first No. 1s that failed to hit the heights in both charts



"Do You Know Where You're Going To?" #1 BB, #2 R&R



"Got To Give It Up": #1 BB, #1 R&R



Only the fourth song to go #1 R&R and miss in Billboard

It seemed like an innocent request. A couple of people, after falling over from shock when I favorably reviewed Fred Bronson's excellent "Billboard Book Of Number Ones," suggested it might be interesting to see which songs made No. 1 in R&R (CHR) but didn't go to the top in *Billboard* (Hot 100), and vice versa.

I thought sure, that might make an informative little piece, take a few minutes, check it out. Six hours later, I'm back with some interesting trends and variances.

The raw stats are as follows: from October 5, 1973 (R&R's first issue) through July 26, 1985, there have been 274 No. 1 records in *Billboard* and 221 in R&R. 109 songs have gone No. 1 in *Billboard* without hitting the top spot in R&R; 60 R&R No. 1s did not go to No. 1 in *Billboard*.

The first clear trend that surfaces is that in the mid-'70s *Billboard* had a lot more No. 1 records than R&R. Here are the 1973 and 1974 breakdowns:

1973 (Oct. 5 thru December)

Total BB #1: 8 Total R&R #1: 5

#1 BB But Not R&R

- Midnight Train To Georgia/Gladys Knight
- Keep On Truckin'/Eddie Kendricks
- Top Of The World/Carpenters
- The Most Beautiful Girl/Charlie Rich

#1 R&R But Not BB

- Goodbye Yellow Brick Road/Eiton John

1974

Total BB #1: 35 Total R&R #1: 18

#1 BB But Not R&R

- The Joker/Steve Miller
- Show And Tell/AI Wilson
- You're 16/Ringo Starr
- Love's Theme/Love Unlimited Orch.
- Dark Lady/Cher
- Sunshine On My Shoulder/John Denver
- TSOP/MFSB
- Billy Don't Be A Hero/Heywoods
- Annie's Song/John Denver
- Feel Like Makin' Love/Roberta Flack
- Can't Get Enough.../Barry White

#1 R&R But Not BB

None (all R&R #1s in 1974 also hit #1 in BB)

As you can see, there were nearly twice as many *Billboard* #1s in '73 and '74. The *Billboard* chart, especially back then, takes record sales into account as well as airplay (airplay plays a greater role today in its chart than it did back in the '70s). Industry wisdom says sales figures are considerably slower to react than the more volatile airplay data, so theoretically R&R's airplay-only #1s should happen more quickly (which they do) and there should be more turnover than in *Billboard*. This latter phenomenon later came to pass, but not before another few years of revolving-door #1s at *Billboard*.

1975

Total BB #1s: 35 Total R&R #1s: 18

- Please Mr. Postman/Carpenters
- Laughter In The Rain/Neil Sedaka
- Fire/Ohio Players
- You're No Good/Linda Ronstadt
- Pick Up The Pieces/AWB
- Best Of My Love/Eagles
- My Eyes Adored You/Frankie Valli
- Lady Marmalade/Labelle
- Another Somebody... Wrong Song/B.J. Thomas
- Shining Star/EWF

- Before The Next Teardrop.../Freddie Fender
- Thank God I'm A Country Boy/John Denver
- Listen To What The Man Said/Wings
- One Of These Nights/Eagles
- Rhinestone Cowboy/Glen Campbell
- Fly Robin Fly/Silver Convention
- Let's Do It Again/Staples

#1 R&R But Not BB

None

1976

Total BB #1: 26 Total R&R #1: 17

#1 BB But Not R&R

- Saturday Night/Bay City Rollers
- Convoy/C.W. McCall
- Theme From Mahogany/Diana Ross
- Love Rollercoaster/Ohio Players
- Love Machine/Miracles
- Let Your Love Flow/Bellamy Bros.
- Boogie Fever/Sylvers
- Love Hangover/Diana Ross
- You Should Be Dancing/Bee Gees
- Play That Funky Music/Wild Cherry
- A Fifth Of Beethoven/Walter Murphy
- Disco Duck/Rick Dees

#1 R&R But Not BB

- Dream Weaver/Gary Wright
- Muskrat Love/Captain & Tennille

Again, a big difference in total No. 1 records, as *Billboard* was turning them over the way it still does on its Country chart. (The 35 BB No. 1s in 1974 and 1975 is a rather astounding number; R&R's highest total No. 1 figure was 22 in 1984.) The disparity would continue for another year and then inexplicably even out in 1978.

1977

Total BB #1: 28 Total R&R #1: 18

#1 BB But Not R&R

- You Don't Have To Be A Star/McCoo & Davis
- I Wish/Stevie Wonder
- Car Wash/Rose Royce
- Dancing Queen/Abba
- Don't Give Up On Us/David Soul

- Don't Leave Me This Way/Thelma Houston
- Southern Nights/Glen Campbell
- Sir Duke/Stevie Wonder
- I'm Your Boogie Man/KC & SS Band
- Got To Give It Up/Marvin Gaye
- Gonna Fly Now/Bill Conti
- Looks Like We Made It/Barry Manilow

#1 R&R But Not BB

- I'm In You/Peter Frampton
- Don't Stop/Fleetwood Mac
- Nobody Does It Better/Carly Simon

1978

Total BB #1: 19 Total R&R #1: 17

#1 BB But Not R&R

- Love Is Thicker Than Water/Andy Gibb
- Too Much Too Little.../Mathis & Williams
- You're The One That I Want/Travolta & ONJ
- Boogie Oogie Oogie/A Taste Of Honey
- You Needed Me/Anne Murray

#1 R&R But Not BB

- You're In My Heart/Rod Stewart
- Baker Street/Gerry Rafferty
- Whenever I Call You.../Kenny Loggins

As the totals evened out, the number of different No. 1s also started to balance, and, in 1978, was reduced sharply. But that was only temporary: 1978 had the strongest consensus between the two charts until 1984; over the next few years, although the total number of chart-toppers was more or less even, R&R and *Billboard* might have been on different planets for all the agreement between them.

1979

Total BB #1: 23 Total R&R #1: 21

#1 BB But Not R&R

- I Will Survive/Gloria Gaynor
- Knock On Wood/Amii Stewart
- Love You Inside Out/Andy Gibb

- Ring My Bell/Anita Ward
- Bad Girls/Donna Summer
- Good Times/Chic
- Sad Eyes/Robert John
- Don't Stop Till.../Michael Jackson
- Pop Muzik/M
- Gonna Fly Now/Bill Conti
- Still/Commodores
- No More Tears/Streisand & Summer

#1 R&R But Not BB

- The Logical Song/Supertramp
- Chuck E's In Love/Rickie Lee Jones
- She Believes In Me/Kenny Rogers
- Shine A Little Love/ELO
- Gold/John Stewart
- The Main Event/Barbra Streisand
- After The Love Has Gone/EWF
- Lonesome Loser/LRB
- Sail On/Commodores

1980

Total BB #1: 16 Total R&R #1: 20

#1 BB But Not R&R

- Please Don't Go/KC & SS Band
- Rock With You/Michael Jackson
- Do That To Me.../Capt. & Tennille
- Funkytown/Lipps Inc.
- Another One Bites The Dust/Queen

#1 R&R But Not BB

- The Long Run/Eagles
- Sara/Fleetwood Mac
- Longer/Dan Fogelberg
- The Biggest Part Of Me/Ambrosia
- The Rose/Bette Midler
- All Out Of Love/Air Supply
- Late In The Evening/Paul Simon
- Real Love/Doobie Bros.
- Love On The Rocks/Neil Diamond

The divergence subsided a little in 1980, but 1979 was a very strange year. Of 23 *Billboard* No. 1s, 11 didn't hit the top in R&R, while 9 of 21 R&R No. 1s failed to repeat in *Billboard*. In other words, virtually half of each chart's No. 1 songs were exclusive, and that approximate ratio was maintained until 1983. (1980, incidentally, was the first year there were more R&R No. 1s; in 1983 that would become the rule. But I'll get to that next week in Part II.)

a-ha

the new single
"take on me"

(7-29011)



NEW & ACTIVE

115/40



P-1 Action:

WXKS-FM add
WNYS add
CKGM on
CKOI deb-38
WCAU-FM on
B94 add
CFTR 27-23
CHUM add
WAVA add
94Q deb-33
Z93 add
KAFM add
93FM deb-26
I95 deb-39
Q105 add-30
B96 29-22
WLS add-26
WLS-FM deb-26
92X add
WNCI add
WKTJ 21-16
KWK deb-29
KIIS-FM 40-17
KMEL add-31
KPLUS 30-25

produced by alan tarney
from the lp
hunting high and low
on warner bros.
records and cassettes.

©1987 WARNER BROS. RECORDS

DATEBOOK

SEAN ROSS

Into The Ground

Is **Madonna** oversaturating the media? On August 16, 1984, **Madonna's** 26th birthday, she was just becoming a phenomenon. Radio was going to her year-old debut album to force the release of "Lucky Star" as a fifth single, despite "Like A Virgin" having been ready for a while. Now, in addition to the profusion of actual Madonna records on the air, there are at least three derivative songs about the rock star's popularity, including "Virgin Madonna" (to the tune of "Lady Madonna," "No More Madonna" (to the more obscure melody of "De De Dinah"), and **Barnes & Barnes's** "I Made Love To Madonna."

The latter is the latest in a series of "I Made Love To . . ." songs by the novelty act, in which the narrator insists that he and Madonna "crossed the borderline" together before admitting that it was all fantasy. The Barnes & Barnes cut has thus far appeared only on the "Dr. Demento" show (where their "Fish Heads" remains a perennial) but, as "Into The Groove" demonstrated, you don't always need to be on disc to be on the air. "Groove," incidentally, is available in the import stores on a British 7" single. The current word is that it won't be the flip of "Dress You Up," but as long as **Warner Brothers** issues "Killer B's" compilations, which already contain at least one Madonna cut, there's always hope for those who want "Groove" on an LP.

MONDAY, AUGUST 12

1964/**Millie Small** gets her own day at the New York World's Fair.
1967/**Fleetwood Mac**, which at this point consists of **Peter Green, John McVie, Jeremy Spencer, and Mick Fleetwood**, makes its stage debut at the London National Jazz & Blues Festival.

TUESDAY, AUGUST 13

1965/Remember how simple life was back when you knew who owned the name to your group? **Jefferson Airplane** made its live debut on this day at San Francisco's Matrix Club. The group's female singer at that time was **Signe Anderson**.

1971/R&B sax legend **King Curtis** is stabbed to death outside his New York apartment building. He is 37 years old.

1982/**Joe Tex** dies of a heart attack at age 47. Although a lot of R&B's first and second generation people have met similarly grim fates in recent years, Tex had seemed very healthy (and very active in his public appearances), and his death was a surprise to many of his contemporaries.

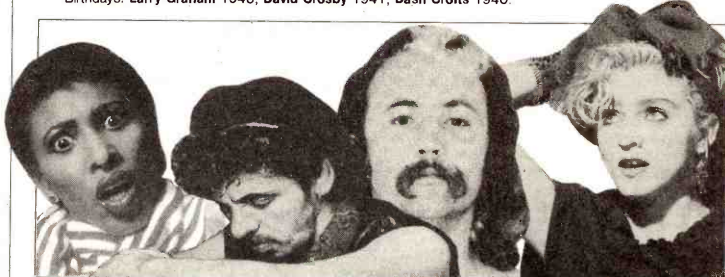
WEDNESDAY, AUGUST 14

1956/A Washington DJ forms the "Society for the Prevention of Cruelty to Elvis Presley"

1958/Elvis's mother **Gladys** dies of a heart attack at age 42.

1974/**Paul Anka's** comeback record, "You're Having My Baby," goes gold.

Birthdays: **Larry Graham** 1946, **David Crosby** 1941, **Dash Crofts** 1940.



THURSDAY, AUGUST 15

1958/**Buddy Holly** and **Maria Elena** are married.

1964/The movie unit of **MGM** signs the **Dave Clark 5**, leading to "Catch Us If You Can," a relatively abstract rock movie that makes "A Hard Day's Night" look like a masterpiece of linear narrative.

1969/A little late in the summer of lust to be a real first event, **Woodstock** opens.

1979/**Bob Dylan's** "Slow Train Coming" is released.

FRIDAY, AUGUST 16

1974/The **Ramones** play their first show at New York's CBGB's.

1975/Apparently after long periods of meditation (or dancing and fasting) on Solsbury Hill, **Peter Gabriel** announces his departure from **Genesis**. At that point, neither have had a chart hit. **Genesis** pulls it off in 1978 with "Follow You, Follow Me"; Gabriel has to wait eight years.

1976/**Cliff Richard** begins a tour of the USSR.

1977/**Elvis Presley** dies at age 42.

1983/Brought together by seemingly endless hosting duties on "Saturday Night Live," **Paul Simon** and **Carrie Fisher** are married.

Birthday: **Kool & The Gang** lead singer **James Taylor** 1953.

SATURDAY, AUGUST 17

1963/**Joan Baez** presents **Bob Dylan** to her audience at New York's Forest Hills Stadium.

1964/"You Really Got Me" by the **Kinks** is released in Britain.

1970/Bogus retirement of the week: **Christine Perfect McVie** joins **Fleetwood Mac** two months after she'd announced her retirement.

1971/**Aretha Franklin, Stevie Wonder, Brook Benton**, and others sing at **King Curtis's** funeral. **Jesse Jackson** preaches the eulogy.

Birthdays: **Kevin Rowland (Dexy's Midnight Runners)** 1952, **Martin Briley** 1949.

SUNDAY, AUGUST 18

1939/How come there weren't any musical numbers in "Return To Oz?" "The Wizard Of Oz" is released on this day. Its anthem, "Over The Rainbow," still shows up on a rock LP every now and then. **Patti Labelle** is one who's covered it; in recent years, **Sam Harris** and **Gary Tanner** have both released singles with "Rainbow."

1967/**WCBS/New York** becomes the first network O&O all-News station. Within a few years, all of the CBS-owned AMs are running News.

1977/**Elvis Presley** is buried, but not before the *National Enquirer* can get pictures of him lying in the casket.

1979/**Nick Lowe** and **Carlene Carter** are married.

Birthdays: **Nona Hendryx** 1945.



DAN O'DAY

AIR PERSONALITIES

Using Comedy Services: Don Berns's Handy Tips

Don Berns is a well-known major market jock (Buffalo, Dallas, Kansas City, San Diego, Pittsburgh) who has forsaken the airwaves after 17 years to go into management at CFNY-FM/Brampton, Ontario (Canada). Recently Don shared some of his views with me on the use of comedy services. What follows are both his views and my own ideas (*italicized*) in response.

Over the past 12 years or so, I have based my on-air approach on the use of comedy services, which some program and general managers consider to be "the easy way out," but which in fact can be just as tough to use as writing your own material on a daily basis. Here are my guidelines for doing a radio show with service material.

I. Buy services that are representative of your own sense of humor. If you laugh out loud when you read the samples, and if when you tell someone else the lines they laugh, too, then the service probably is right for you. If I sat down and wrote my material each day, it would be very similar to the pre-written stuff I use on the air.

Right! Don't buy a service based on those glowing testimonials from other subscribers; all comedy services can trot out those self-serving quotes. And when using a service, don't use a gag that you don't find funny or that you won't feel comfortable delivering.

II. Don't just read the lines on the air. Incorporate them into your own style and rewrite if you have to. Often you'll have to set the line up; this way your listeners won't be saying, "Oh, here comes another joke out of left field."

There are few things as deadly as hearing a jock read a humor service line cold, like a piece of weather copy!

Also, when rewriting lines, try to localize as much as possible.

"Localization" and "one-to-one communication" must be the two most used phrases for air personalities... and with good reason. But don't be fooled into thinking a national story can't have local interest as is: national politics, sports, economics or celebrities are all of interest to your local listeners. One excellent

way to localize a generic gag is to use specific local references: "I was coming out of the Local Mall when I saw this guy..."

An Hour Of Bits

III. Know what you're going to do and when. As a basic guideline, I always had a format for myself, employing certain kinds of bits at certain times within the hour. Here's a sample hour:

05: - Come out of the newscast with a comment on some story. A "kicker" story would be your first choice, followed by some sort of local event, or a national story, sports, or, if you're either really hard up or having some sort of unusual conditions, the weather. Some services are done by category, so it's easy to find whatever you're looking for. Others are a bit of a mishmash, so you may have to mark your lines by category for easy reference.

To maximize your ability to follow the newscast with a good bit, try doing what too few jocks do: Actually listen to the newscast. Or, better yet, ask your newperson for an advance look at the copy. If your newscast is prerecorded, audition it before airing. While it's on the air, you'll have a few minutes to find something appropriate for a tie-in at the end.

10 - If this is a segue spot, you can use it to promote records coming up in the hour, followed by "later on I'll tell you about..." and then use a generic line that otherwise might be hard to work into regular conversation. ("Later on I'll tell you how I got my new scenic checks from the bank, although I'm not sure what they're trying to tell me. The scene on MY checks is of (Local State Prison)!") This sort of line can be done over

the record following a :10 stop set as well.

You might also try filling a typewritten page or two with generic lines from your services and bringing them into the studio at the start of your show. Review all the lines for the day, and then keep your eyes and ears open for a reference point for some of them. For instance, you might find a spot for the scenic check line (previous paragraph) following a news report of a sports figure's big new contract... or tagging a record with a money-related subject matter...

15 - Assuming this is your first stop set, you can do a news story followed by a caustic or funny comment here. It's a good idea to check the wire services for unusual stories. Or, if you had a stop set at :05 and already did a feature like this, you can do one of two things: "This portion of the Ed Jock Show is brought to you by..." Or "WXXX, with Ed Jock and the radio program that notes..." followed by a generic line ("You know you're getting old when..."). This line also can be adapted to "the radio program that defines..." or "the radio program that doesn't understand why..."

Personally, I prefer to personalize observations. (As opposed to: The Dan O'Day Air Personalities Column prefers to personalize observations.) For one thing, I'd rather hear what a program has to say than what a person says. And when you put it in the first person ("I don't understand why...") you're giving your listeners a bit more of a setup for the joke, making it less formal and more conversational.

20 - Depending on what has gone before, you can use this slot to do the above-mentioned news bit, a comment on the previous newscast (which also serves as a news promo), or a generic bit about the record just played or the one coming up. There may also be a formative element here that you have to do, like a contest. Where I worked for the past six years, this slot was followed by a jingle, so I

never had to worry about doing a bit over the top of the next record.

25 - This was the weather slot. Temperature always was followed by "On This Day In History." Two services, one out of Dallas and one out of Los Angeles, always have good bits to use here.

I always enjoy history bits when done well. I hate hearing them read verbatim and sounding it. Often it sounds like the jock is reading the material for the very first time. A good service will have taken the time to word a sometimes lengthy history feature in a way that is excellent for on-air presentation... but you've still got to make it sound like you're telling it, not reading it. Also, you'll double the mileage you get out of your history item by promoting it once or twice in advance.

:30 - ID

:35 - This was our public service slot, which I always did straight unless I had a contest open coming up over the next record; in that case, I would try to find a public service message that I could play with. Stay away from real serious matters if you are going to make light of a PSA.

Isn't it a shame that this has to be pointed out? I've heard jocks joke about PSAs concerning mental retardation, alcoholism, even child abuse. A single instance like that is enough to make me not want to listen to that jock again.

If the PSA was done straight, use the intro of the next record to promote another jock. There are tons of putdown lines you can use from services. Just make sure you don't sound too negative about someone else on the air: you run the risk of coming off as a snob if your putdowns are too vicious.

You can save the really vicious ones either for fictitious characters or for use on yourself by other voices.

And it's a good idea to give certain kinds of personage to the other jocks: One can be a drinker, the bachelor jock can be a womanizer, the married jock can have things happening at home with the spouse and children, etc.

If you regularly use your fellow jocks as the focus of put-down humor, you might want to go to each of them and make sure they understand it's supposed to be in fun and ask them if they'll be comfortable with it.

40 - For us, this was a straight segue, no talk.

45 - Weather, followed by either a news story that contains a kicker line (AP's "Where There's Life" is always good for that, as well as the "News" section of Galaxy) or a quick bit which can be a phony letter from a listener, a "handy household tip," a Carson-type bit of giving first the answer and then the question, or any sort of quick, black-out-style bit. Straight intro, promo, or call for contest over the top of the next record.

50 - A long bit could go here.

Unfortunately there aren't a lot of services that provide long bits (phony commercials, soap operas, jock bios for their birthdays, etc.); here is where you might want to write your own. I did about one per day.

Again: Promote those funny news items or long-form humor bits: "Right after Madonna I'll tell you about what this guy in California did when a judge ordered him to turn over his car keys." "In just a few minutes we'll be honoring Jock with a special, world-exclusive birthday tribute."

NEXT: A wrap-up on Don Berns's helpful hints, including Being Creative... Being Flexible... Using Your Head... and a handy color code for referencing materials you've used.

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



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

Model 40-A

The Dorrrough Loudness Monitor

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.

DORROUGH ELECTRONICS 5221 Collier Place • Woodland Hills, California 91364
(818) 999-1132 • Or a Dorrrough Distributor



JOEL DENVER

SCOTT SHANNON: QUESTIONING THE ACCEPTED

Master At Audience Involvement

You know the name - Scott Shannon - he's the PD at Z100 (WHTZ)/New York who went in, broke the rules, and has the number one radio station in America's number one market after gaining 5.7-6.0 in the recent spring Arbitron. But now you're going to learn what motivates Scott and Z100 to successful ratings book after book.

Scott Shannon's been called big-hearted, irreverent, unpredictable, and is highly regarded as a serious competitor not to be taken lightly. Go against him, and he'll paint a target on your back. Nothing could be worse than having Scott make you the focal point of his on-air insults. Just ask WPLJ PD Larry Berger, or WNBC morning man Don Imus. They may not admit it, but those slings and arrows do hurt.

Formerly PD at WABB/Mobile, WMAK/Nashville, WQXI/Atlanta, WPGC/Washington, and WRBQ (Q165)/Tampa, Scott has also been VP/Promotion at Casablanca and Ariola Records. From the list of stations named, it's obvious he's only done one format - CHR. He credits then-KFWB/Los Angeles PD Chuck Blore and later, Bill Drake, with his early education into the basics of the format which he still holds true to in 1985.

"I still get irritated when people talk about CHR going away or that somebody brought it back, or whatever. It really never went away where it was done properly."

CHR Never Went Away

R&R: How is it that when CHR's were bailing from the format in 1980-81, you didn't and continued to be successful with the format?

SS: I still get irritated when people talk about CHR going away or that somebody brought it back or whatever. It really never went away where it was done properly. I've never altered my philosophies very much. Sure, the times change with new innovations, programming aids, and research techniques, but the same attitude must always prevail. And that is, the customer - the listener - must come first.

R&R: What's the first step in pleasing the listener?

SS: Music must be done properly. I always get in heated debates about people bragging about all the hits they've broken. Yes, breaking records does help you become successful to a certain extent, but there are very few gifted program-

mers who can spot a hit record in advance. And if they could do it consistently, they sure as heck wouldn't be in the radio business they'd be in the record business, making millions. But for all the records that people break, no one wants to talk about the ones that stiffed out.

An Eye To The Actives

R&R: You've broken your share of hits at Z100. How do you keep in touch with what the listeners want? After all, you do the morning show, host "Rockin' America," and have a slot on "VH-1." Where do you find the time?

SS: You simply have to make the time. To this day, I use two systems. One, answer the request line; two, call your record stores. These are the most reliable ways to find a hit. 98% of the hit records I've dealt with have shown reaction using those two methods.

R&R: And you have your own brand of callouts, right?

SS: What little we do is concentrated on our active listeners... the people who already listen to Z100. I have to keep them happy before I can worry about building more audience. It takes an extremely insensitive programmer not to realize that he's losing audience. If you're losing two shares, if you're a good PD you're gonna know about it before you read about it in Arbitron. I have never hired or fired a disc jockey by ratings. If I can't tell they sound bad, then I should be the one who leaves.

R&R: Unlike many programmers, you delegate a lot of duties and create a cohesive team effort at Z100. That can only add to the positives which already exist.

SS: I've always believed in utilizing everybody in the radio station that's interested in the music. Ever since I was in Nashville, there were usually at least three to four people involved in the programming of the radio station. Of course, I am usually the captain of the ship and I do supervise, but it's a mistake when one person names himself as the God-almighty dictator of the station and doesn't listen to anyone else.

Z100 Teamwork

R&R: Who are some of your key people?

SS: In our particular situation we have Shadow Stevenson, the



Scott Shannon

OM who is like my right hand, handling the everyday nuts and bolts. Then there's Frankie Blue, who does the music and heads up our computer team. We use three different computers in our music department.

His assistant, Marcia, watches over a team of phone operators who tabulate requests and store calls. We call between 140-150 retail accounts a week, and employ a very select system that eliminates some of the hype. We categorize or weight them like R&R does the Parallels: Z1, Z2, & Z3 stores. The volume doesn't determine the weight, it's the type of product they sell.

"It's a mistake when one person names himself as the God-almighty dictator of the station and doesn't listen to anyone else."

R&R: You said in an earlier conversation that you fine-tune the music midweek. Can you elaborate?

SS: It's a bit unusual, but we completely rebuild every current and recurrent category twice a week. We also monitor the phones closely. Frankie and I both spend time answering request lines. When you're a CHR station, they begin to know your oldies, your stash, and your currents real fast, so we try to freshen the station.

A Little Showbiz

R&R: When personality radio was dead you bucked the trend toward "more music" liner-card

jocks. Your morning show is high-powered, and naturally the rest of the day seeks its own level of entertainment. What's your philosophy on keeping the sound consistent?

SS: People always call me a showman. I put showbiz into the radio. Unless the basic format is sound, you can't have showbiz radio or you'll go right down the tubes. The radio station flows. Even though the jocks may not be doing as much talking as the Morning Zoo, they still must execute, and make it flow to sound like one radio station. I want Z100 to sound like one incredible, dynamic, interesting, compassionate radio station, and if it doesn't sound like that, I don't sleep very well.

R&R: How do you bring in the emotional side of things without getting wimpy?

SS: Each person has his own style. Our overnighter, Diane Prior, runs an emotional show because she talks to people - not too slick, and not over their heads. The Morning Zoo is built on emotions. During midday we dragged out the old Pool Party from noon-1pm. We play sound effects and broadcast from the Z100 pool.

In the afternoon Shadow relates to his target audience by being on top of the rock 'n' roll news. He's always interviewing (Duran Duran member) John Taylor or Rick Springfield. Last week he talked to the guys from Motley Crue.

R&R: You certainly don't get to be number one by being conservative with the checkbook. You guys know how to spend it to make it.

SS: There are companies who believe in spending money just to spend it. Malrite doesn't spend it needlessly. For someone to say, "Scott Shannon, here's your New York radio station. Now go do it; all we want you to be is a winner," is what happened. I've never been turned down on anything that made sense. I'm proud to be a part of the company.

Surprisingly, we don't plan ahead that much. I like to be able to move ahead quickly in any direction I want to go in. If I have to send ten couples on a tour of all the Bruce Springsteen dates all over the country, I want to be able to have that in my budget, and I do. We spend about half as much as K115-FM. And we spend it differently. Their \$5000 Daily Cash Payoff is a killer. That's money well spent.

Heavy Community Involvement

R&R: Z100 spends \$500,000 a year on TV time buys. Your sta-

tion is always handing our money in contests, and in your continuing window sticker contest you give away a car every 90 days. But what are you doing for the community?

SS: Lots. We don't always promote it on the air because I don't want Z100 to sound too self-serving. We throw special parties for handicapped kids, where they can meet and talk to a recording star. We've done this with Menudo, and we even had a video party at the Ritz featuring Rick Springfield. Bringing these stars to the hardcore fans who happen to be handicapped is something no one has ever done in this city before.

We recently sponsored "Disney Summer Magic" at the Radio City Music Hall. We took one performance and brought 6500 handicapped kids from New York and New Jersey to see it. We also gave them all T-shirts and Z100 hats and we got Roy Rogers to give them sunglasses. Many were in tears because they had never seen a production like this before, and it was all free for them.

"I want Z100 to sound like one incredible, dynamic, interesting, compassionate radio station, and if it doesn't sound like that, I don't sleep very well."

R&R: Anything of a public service nature promoted on-air worth noting?

SS: Z100 raised about \$20,000 for terminally ill children through an organization called the Sunshine Foundation by way of a cassette of some of our biggest on-air booties. These cassettes went for \$7 each, but many folks sent in major contributions of \$100 or more for each tape.

I have a real special place in my heart for children, so a lot of the charitable events benefit them. I've been involved with setting these up, and if the sponsor has the attitude of, "What's in it for me," then I walk away. Half of the charity things we do we don't get mentioned on the air, but you'd be surprised how the word gets around.

It's an intangible advantage that we have over the other stations. We genuinely do care about the people. And if there's someone working in our programming end who doesn't feel that way, then I've got the wrong person on the air or doing



SO FAST, THE COMPETITION WON'T KNOW WHAT HIT THEM.

From the minute we launched our NEWSPOWER 1200 service, we knew we were on to something hot.

Because it delivers news that people want to hear. It delivers news you can believe. And it delivers it, without a glitch, at 1,200 words per minute.

That's 18 times faster than the AP Radio Wire.

Not only that, NEWSPOWER lets you pre-program your news. So you get only the news you need—state and local reports, sports, financial, world news and weather.

There's something else. With NEWSPOWER 1200, you get a direct line to the most pervasive, precise news staff in the world.

And when you consider all that, you realize something.

You realize that AP NEWSPOWER 1200 can be a tremendous advantage in your business, no matter what kind of competition you run up against.

For details about NEWSPOWER 1200, call Glenn Serafin, at AP Broadcast Services (800) 821-4747.

AP ASSOCIATED PRESS BROADCAST SERVICES WITHOUT A DOUBT.

Scott Shannon

Continued from Page 36

the job, because you gotta hear!

Shannon's Favorites

R&R: Programming one of America's finest stations puts you at the top of a lot of other programmers' lists in the 'favorite station' category. Got any favorites of your own?

SS: I'll tell you who impresses me: **KHIS-FM, WTIC-FM/Hartford, WZPL/Indianapolis, KHFI/Austin, KKBB/Houston, WLRS/Louisville, and WZYP/Huntsville**, from which we just hired Chris Andrews for (Malrite Milwaukee sister) **WZUU**. But **Q105/Tampa** is part of my heart and soul, and probably the greatest radio station I've ever been involved with, because we had so many years to work together and it became just what I wanted it to be.

The most important thing about these stations is the they all have a different sound. In order to become a great radio station — and to stay great — you're gonna have to develop your own style, dynamics, and way of doing radio. You can't copy someone else's format and expect it to win for you.

"I have never hired or fired anybody by ratings. If I can't tell they sound bad, then I should be the one who leaves."

Let's Break The Rules

R&R: Your reputation as a programming maverick precedes you. You believe in individuality, and to hell with the tried and true when it comes to the finishing touches for your stations. Correct?

SS: I never pay attention to the rules; I always like to rethink them. I ask myself, "Why do they think this, or why do they say this?" If you try this, give yourself a real good answer. Don't just accept what has always been done. I question the accepted constantly and this makes me become more creative. I didn't use any jingles during the six years before **Z100**. Somehow I felt they would fit for this market, and they have.

R&R: What makes a great programmer stand out from a crowd of good PDs?

SS: One of the most important things that I believe in — in any business — is strong leadership. Have one solidified direction for

the station. This way a programmer shows conviction, purpose, dedication, and strength. People can perceive these qualities, as opposed to: someone just doing the

"The stations that fail are the ones that wobble around and don't know where they're going. Even if you have to alter your path a little, along the way you know where you're headed because of your dedication, enthusiasm, and conviction."

format; or this is what it says in **R&R**; or this is the aircheck I got from the other station and let's do that.

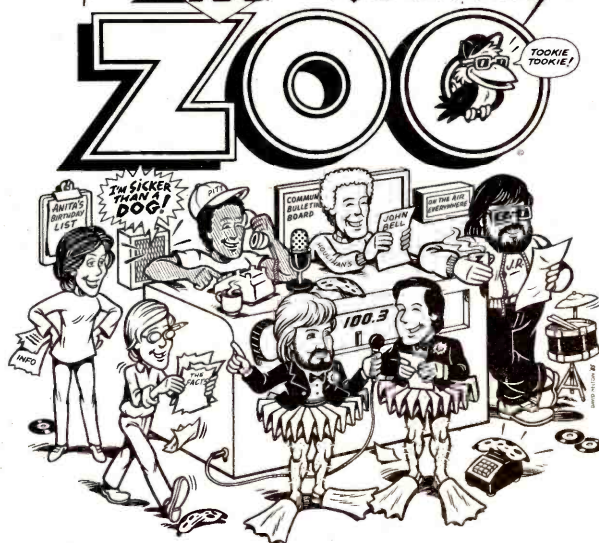
It's better to be a little bit off-track, but at least be strong and confident. You can always adjust the little things that aren't right to bring the station right on target. The stations that fail are the ones that wobble around and don't know where they're going. Even if you have to alter your path a little, you know where you're headed along the way because of this dedication, enthusiasm, and commitment.

R&R: Scott, you've been programming for many years. Your success at **Z100** is undisputed. The scope of your outside activities and business interests is expanding. What's on the horizon for you in the coming years?

"In order to become a great radio station — and stay great — you're gonna have to develop your own style, dynamics, and way of doing radio. You can't copy someone else's format and expect it to win for you."

SS: Believe it or not, I don't have a gameplan. If I just keep giving it all I've got, I just keep getting better, and then I won't have a problem with failure. I enjoy being on the radio — I love broadcasting. Time will tell. I know one thing for sure, I'll keep having fun. I can't perform if it's not fun.

The **Z100 Morning**



The **Z100 Morning Zoo** logo. Seen on thousands of T-shirts in NY and NJ.

BITS

• **Racing For The Rainbow** — **KDWB-FM/Minneapolis** helped in the fight against child abuse recently by sponsoring a "Race For The Rainbow" 5K footrace. Over 2000 people participated, raising over \$3000. Prizes included a trip for two to the Chicago Marathon, Twins baseball tickets, dinners around town, sporting goods, and other goodies.

• **Happy Fourth of July!** — **WPLJ** New York ended the annual Macy's Fourth of July Parade with a bang when it lit up the skyline with its own fireworks display. Most folks watched from landside, but a few lucky listeners got to see the show offshore in a Circle Line boat rented for the occasion. One hundred winners were selected, and each was allowed to bring along three guests. In all, 400 people celebrated with cocktails and hors d'oeuvres aboard the **WPLJ Party Boat**.

• **No More Madonna!** — Although the Madonna craze is much more popular than its "No Madonna" counterpart, **WVSR/Charleston** opted for the minority in a recent "No Madonna" weekend. "No More Madonna" by the

Slightly Twisted Disappointer Sisters and "Like A Surgeon" by **Weird Al Yankovic** were the theme songs for the weekend, and the station busied itself giving away no Madonna T-shirts. **WVSR** also set up a trash can for all Madonna items, and anyone who came by to drop something off (such as a poster, album, or T-shirt) received a free LP, cassette, or T-shirt of another artist.

• **Short Cut To Cash** — **Q107/Washington**, in conjunction with **RC Cola**, is giving listeners the chance to win up to \$10,000 in a "Short Cuts To Cash" promotion. Listeners must identify three song titles and artists, and for each correct answer they will receive cash prizes. The first answer nets \$107, the second, \$1000, and the third prize will award \$10,000.

MOTION

Keith Davis joins **KJ103/Oklahoma City** for middays/Promotion Director ... **Tom Harper** moves across town from **WWTC-AM/Minneapolis** for part-time work at **KDWB-FM** ... **John Elliot** is new to middays at **KITE/Corpus Christi** ... **WCAU/Philadelphia** swing jock "Jefferson" adds on Promotion Director duties ... **Q107/Washington** Advertising & Promotion Director **Marty Wall** resigns.

Kevin Haines is upped from overnights to MD/middays at **92X/Columbus**, replacing **Tom Kelly**, who exited months ago for **KHTR/St. Louis** ...

Brad Edward leaves **KEZB(B94)/El Paso** for mornings at **KTFM/San Antonio**, replacing **Cajun Ken** ... **Kay Crissman** is named Creative Services Director at **WKIX/Raleigh-Durham** ... **WKTU/Milwaukee** programming assistant **Denise Lauren** is upped to MD. **KZIO/Duluth's** new lineup: **Michaels In The Morning**, **John Kirk** middays, **Walt Hermon** PM drive, **Dave Martin** nights, and **Jay Allen** overnights ... Congratulations to **RH-104/Providence** **GSM Steve Feldman** and wife **Sue**, who gave birth to "Molly Rose Rubinoff Feldman" July 14.

Get **THE METHOD** By Phone!

Now you can order radio's hottest new book with your Visa or Mastercard. Call (203) 384-9443 and say you want **THE METHOD TO THE MADNESS: RADIO'S MORNING SHOW MANUAL**. (Or send a check or money order

made out to "ACN" for \$16.45 to the address at right.) Find out how you can have a funnier, more creative, and more successful morning show now!

ACN

Park City Plaza
Bridgeport, CT 06604-4277



BRAD MESSER

CALENDAR

Whoever You Are, Thanks!

Those long-awaited spring numbers have exploded from the book with positive-to-negative effects ranging from glorious fireworks to ominous distant thunder to anti-personnel mines. Now while the memories of combat are fresh — win or lose — let's take a moment to honor the unrecognized heroes of our chosen battleground.

No contest for a Happyface award. By acclamation it goes to the switchboard operator who managed to sound pleasant while answering questions including can I speak to Casey Kasem, Where is the prize I won last winter, I just sold a ton of spots but don't have time to do the paperwork so can you grab an order form and take down these times, and what have you got against Michael Jackson that you don't play him any more. Thanks, switch!

The Juan Valdez award, named for the guy in the commercials who loads his burro with just-right beans down in Columbia, goes to the unidentified but virtually important person who somehow made sure there was always coffee in the cupboard, even though the staff occasionally had to resort to the survival tactic of substituting carefully-torn paper towels for real coffee filters.

Honorable mention goes to the parttime Sunday night DJ who

found time to put more paper in the teleprinter so his Monday morning teammates would have a clue to the news.

The Mister Clean citation with Windex cluster goes to the unknown person who, in an energetic outburst, washed several years worth of wet-finger autographs from the control room window, then took the top seven layers of dirt off the old grey typewriter, which turned out to be red.

These unsung heroes and heroines — and others like them who cannot be properly recognized because this is such a short ceremony — really made it possible for us to get through the book. Whoever you are... thanks!

Communications Satellite 25th Anniversary

MONDAY, AUGUST 12 — Twenty-five years ago we sent up a rocket. When it reached orbit, a big aluminum-coated balloon popped out and inflated to a diameter of 100 feet. The balloon was the first communications satellite, Echo 1. Three days later it relayed the first two-way transatlantic telephone call (1960).

20th anniversary beginning of Watts Riots, Los Angeles, 35 killed in six days (1965) 50th anniversary Li'l Abner (1935). 1877 — Thomas Edison drew up plans for a "talking machine" and instructed his assistant to build it. The phonograph was ready by late November.

1865 — Dr. Joseph Lister first to demonstrate sterile surgical techniques. 1856 — Accordion patented. 1851 — Sewing machine patented by Isaac Singer.

Perseid (PURR'see-id) meteor shower tonight and Tuesday night, 60 to 100 shooting stars in peak hours.

George Hamilton 46. Parnelli Jones 52. Alvis Edgar "Buck" Owens 55. Norris McWhirter 60, created Guinness Book Of World Records with twin brother Ross, who was murdered in 1975.

Jefferson Airplane's First Gig

TUESDAY, AUGUST 13 — Jefferson Airplane played its first paying job 20 years ago this evening at the Matrix in San Francisco, a club run by group founder Marty Balin (1965).

1961 — Berlin Wall project began as roads between East and West Berlin were torn up and barricades erected to stop refugees.

1942 — Disney's "Bambi" premiered at Radio City Music Hall NYC. 1889 — Telephone coin-op mechanism patented, making public pay phones practical. 1654 — First transfusion of blood (between animals) by Folli.

Fidel Castro 57.

V-J Day: World War II Ends

WEDNESDAY, AUGUST 14 — Forty years ago this evening, at 7 o'clock Easter War Time, President Harry S. Truman confirmed the surrender of Japan and announced the end of World War II (1945). It had lasted nearly six years and had directly involved 57 nations. Over 100 million men and women actively fought. The war took an estimated 55 million lives, mostly civilians. The military-only death toll included 7.5 million Russians, nearly 3 million Germans, 1.5 million Japanese and 290,000 Americans.

1957 — Buddy Holly's "That'll Be The Day" hit the charts, the first of seven major hits prior to his death 18 months later. 50th anniversary of Congress passing the Social Security Act, established old-age benefits and unemployment insurance (1935).

Earvin "Magic" Johnson 26. Mark Fidrych 26. Susan St. James 39. David Crosby 44.

Will Rogers Dead In Crash

THURSDAY, AUGUST 15 — Humorist Will Rogers and famous pilot Wiley Post died in a plane crash near Point Barrow, Alaska, 50 years ago (1935). They were trying to fly around the world. Best-known quote from the cowboy philosopher: "I never met a man I didn't like."

1969 — Woodstock festival began three days at Wallkill, NY.

1960 — First two-way telephone conversation by satellite, via Echo 1 balloon launched August 12. 1948 — Republic of Korea formed. 1947 — India and Pakistan independent as Great Britain ended 200-year rule.

Dog Days of Summer end and hay fever season traditionally begins today.

Vernon Jordan 50. Mike Connors (Krekor Ohanian) 60. Phyllis Schlafly 61. Julia Child 73.

Highest Parachute Jump

FRIDAY, AUGUST 16 — Air Force test pilot Joseph Kittinger made the world's highest parachute jump 25 years ago (1960). He bailed out of a high-altitude balloon 102,000 feet over New Mexico, accelerating to 800mph at the beginning of a free-fall that lasted 4 minutes 37 seconds. Kittinger was testing the flight suit which became the basic American space suit.

1984 — President Reagan signed the child support law which allows states to seize paychecks when payments fall behind.

1977 — Elvis Presley died age 42. 1948 — Babe Ruth died. 1896 — Klondike gold discovered at Bonanza Creek, Alaska.

Julie Newmar 50. Eydie Gorme 53. Frank Gifford and Robert Culp 55. Ann Blyth 57. Menachem Begin 72.

Saturday (8-17) 1915 — Automobile electric starter patented. 1807 — First successful steamship, Robert Fulton's "North River" (not "Clermont") made 150-mile trip up Hudson River NYC. Albany 32 hours.

Guillermo Vilas 33. Robert DeNiro 40. Hazel Bishop 79.

Sunday (8-18) 1939 — "Wizard Of Oz" starring Judy Garland premiered. 1913 — Veterans of Foreign Wars formed. 1921 — Sun appeared blue over England.

Robert Redford 48. Former First Lady Roselyn Carter 58. Shelly Winters (Shirley Schiff) 63.



RUNNING BACK DEBUT SINGLE

CHR SIGNIFICANT ACTION

CKOI	WZLD	KBOS	KNIN
WCAU-FM	KSET-FM	KMGX	WHSL
KKRZ	WOKI	KSKD	WBNQ
Q100	WFMI	KDON-FM	WDBR
K104	KX104	OK100	KCDQ
WERZ	KITY	95XIL	KTRS
93Q	KTFM	WOMP-FM	KHTX
WRCK	WKZL	WKSF	SLY96
WKRZ-FM	WJXQ	WXLK	KIST
WTLQ	WKFR	WIXV	OK95
KWIC	KQXR	KKQV	

AOR TRACKS 43

FROM THE DEBUT ALBUM "CAST THE FIRST STONE"



On Manhattan Records and High Quality XDR Cassettes.



DONNA BRAKE

KVIL REIGNS ON

A Dynasty In Dallas

If this were the oil business instead of radio, J.R. Ewing and Alexis Carrington-Colby would be plotting ways to overthrow VP/PD/morning giant Ron Chapman and KVIL for seasons to come. Surely, many have tried, but this Dallas dynasty shows no sign of even the slightest wobble.

Perennial Success Explained

R&R: Let's start with the biggie: How do you account for the lasting success of KVIL?

RC: My real feeling is that it's attention to detail. That's something very few stations really appreciate. It's seeing it that not only are fresh things created, but that they are carried out meticulously. That's really the reason.

To give you an example, we seldom run the same promotional announcement longer than 48 hours. It may go 72 hours over a weekend. We have a combination of four or more rotating at any given time. So when you're listening to KVIL it's difficult to get sick of it, because it's always fresh; we never let it get stale. We're always in a promotion ... usually two or three.

R&R: How long have you been with KVIL?

RC: I started here January 1, 1969, and I have been PD and doing mornings the entire time. I've almost never missed a day. It'd take a near-death illness for me to miss.

R&R: Why have so many stations failed to do better against KVIL?

RC: I've seen stations come at us and take shots for a book and a half or maybe two books, and then change formats. I think that's the biggest reason many fail.

I think we are the best at what we do because in many regards we have created what we do, and we never let up. The day we let up I want to be out of here.

R&R: What keeps you motivated?

RC: I love it. I've seen so many people in this business doing well at things that made them happy. But then they'd change markets or positions or decide to do TV or a syndicated show. Within six months they're back trying to find a handle again. I see that all of the time, and I've learned from that.

If you've got something special and you are fortunate enough in your lifetime to land on one special "ism," you don't walk away from it lightly. For me, KVIL is not a radio station — it's a love affair with the market.

Morning Glory

R&R: Your morning show has a flow and continuity to it that to my



Ron Chapman

ear is unmatched. What keeps it running so smoothly?

RC: The difference between our station and many others is this: The people doing what we do as well as we do it have learned to do it with such ease that we can move on to a level of higher concentration. Then you're not concentrating on how it's done; you're concentrating on how to do it better. That's why we're as good as we are.



GERONIMO — Proving he'll try just about anything once, Ron Chapman read an ad in the paper by a skydiving company that promised to teach anyone to skydive within a week. Ron took them up on it, learned to skydive and did a live remote on KVIL on his descent.

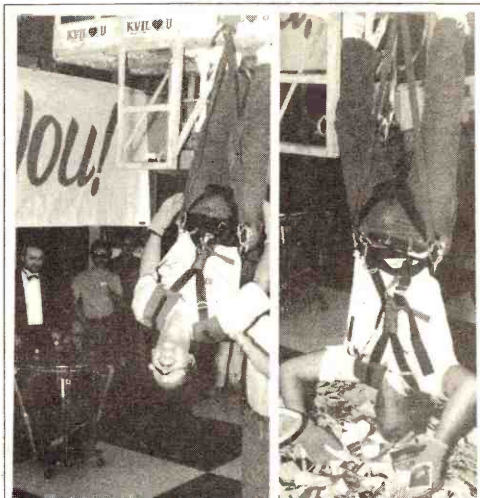
R&R: Good enough to be highly successful for many years. How many people are involved in the show?

RC: The people on the morning show are the creme de la creme. They are people who don't need to work here. Some of them don't have to work at all.

Beginning with news, we actually have three highly seasoned journalists involved. Andy McCollum, who came back to us after being on the RKO Network in New York, co-anchors with Ray Walker, who had done TV news in this market for years. Mitch Carr is the news producer; he came here from Q102. Mitch is one of the best in the business and could work on the air anywhere, but he's in the background producing the news at KVIL. He prefers to be in the background here than work as the anchor at a place that's less fun.

"When stations come in that sound much younger than you do, it can really make you sound old."

Mark Oristano does our sports. Warren Culbertson, one of the deans of TV weather in the Dallas area, was retired, so we met with him and invited him to come aboard. We told him to come in any morning he wanted to be on.



DRAWING HARRY HOUDINI STYLE — The KVIL "Auto Show" promotion for Spring '85 had a different twist: the winner would get a new car each year for the rest of their life. This is midday personality Ken Barnett conducting the most unbiased drawing possible: blindfolded, gloved, and hanging upside down suspended by a cherry picker.

There's a jet helicopter featuring Johnathan Hayes in morning and afternoon drive — even a shot in middays. We also have a character, Suzie Humphreys, who is a former TV hostess. She was out of work and I hired her to do fill-in traffic. Out of all that came this zany character. We bought her a van and put her on the road. Suzie has absolutely no assignment whatsoever ... she just goes out looking for stuff to talk about. If she feels funny one morning, we do something; if she doesn't, we don't. I have no control over her. I never know when I open the channel what she's going to do, but I know if she has something it's going to be good.

Behind the scenes, we have producer Sandi Hopkins, who may be the brains of the whole outfit. She's the one who keeps it moving. Everything we do has a continuity to it

... everything weaves into something else. We call it "seamless."

So that's the morning crew. Every one of them is overqualified, and everyone could be making more money doing something else. I know this sounds really corny, but we do it because we like being here.

"The day we let up I want to be out of here."

The People Collector

R&R: Obviously you have a real eye and ear for talent. What do you look for in hiring staff?

RC: I call myself a people collector. Some of the people on the air are not the stereotypical DJs. As a matter of fact, we don't have disc jockeys on the air at KVIL — we have people who also happen to play music.

My attraction to a talent is not someone who runs a tight board and who can do the :06 break in five seconds. I don't give a damn. What I want is someone who has something to say and knows how to say it.

Our people feel like they're the host of a very successful ongoing party. We have a promotional philosophy that I'll expose here for the first time. I have this promo I've invented called the "Murine Promo." That is, it doesn't say anything; it's just eyewash. They are promos that only allude to a bunch of things that are coming up on KVIL.

Why would we bother putting promos like that on the air? My feeling is that these "promos" are like the host of a party mingling with guests, touching base and making sure they're having a good time, that everything's OK. They keep the audience comfortable and let them know they should be on the

Continued on Page 41

A Dynasty In Dallas

Continued from Page 40

lookout for things that are coming up.

R&R: One thing that has impressed me the most about the KVIL personalities is that although they're extremely successful, there's no hint of smugness on the air. How do they stay so seemingly undaunted by all of the success?

RC: I think we all know that if we took this station and plunked it in the middle of Chicago, for example, it would not work as well. Through osmosis, we've devised a communication with this market that is maybe unparalleled in the broadcast business.

We appreciate the audience. We even have a jingle that says, "We recognize the fact you're the best part of our act." And it's true. I am aware, and the rest of the staff is too, that the audience is a very important part of our success.

R&R: How often do you meet with your staff?

RC: There is no set meeting. Our best meetings are held in the corridors. I hate meetings that you have to attend for the sake of attending.

That's the greatest stifier to creativity I know. But that's the advantage of working with professionals.

Management Support

R&R: Is there someone who has been instrumental as a support person or as a mentor in KVIL's success?

RC: Yes. Jim Hilliard, who now is Blair's President/Owned Stations Division, has been the guiding light of this radio station since 1973, when he was with our former owner, Fairbanks Broadcasting. His attitude is that if what goes on the air is right, then the rest falls into place. So we put all of our effort, attention and cash into what goes on the air. When you have all that together, all the money will come in the door . . . no problem.

Anytime any one of us has presented an idea to Jim, it has never been met with, "How much money will it cost?" The only question asked is, "Will it work?"

Promotion Power

R&R: Speaking of promotions, KVIL has done an "I Love KVIL" bumper sticker/car giveaway and the Unidyne "Incredible Prize Giveaway Catalog" almost as annual events for the last three years. How can you top those promotions?

RC: When I came up with the idea of the "I Love KVIL" bumper sticker campaign, I actually thought it would be inexpensive to do. But once I started putting a pencil to the costs, I was very surprised.

The contest was to mail out the bumper stickers, have folks put them on their automobiles to win new cars and car payments. The start-up costs were \$248,000. That only covered printing and mailing



MAKING THE BEST OF A STICKY SITUATION — These are the themes for the highly successful "Auto Show" promotions KVIL has conducted for three consecutive years. The stickers were direct mailed to Dallas households, then listeners would stick-em on to win cars and car payments from KVIL.

the stickers. I almost didn't even discuss it with Jim, but he was all for it. That's the kind of commitment that allows KVIL to do these great promotions.

"We are successful in equal parts because of what we do *not* do as well as what we do do."

I'm not sure I want to do the sticker promotion again. (Of course, I said that last year.) I think we're going to have to come up with something else. We just finished a contest that was a lot of fun — we gave away a car a year for the rest of your life.

Here's how it came to be: My daughter and I came up with the idea. I was thinking how we could do a really big giveaway — maybe a Rolls Royce. But when you give away a car that expensive, the person who wins can't afford the taxes on it.

Suddenly it occurred to me that if you give away a car every year for the rest of your life, the taxes are spread out and greatly reduced. So we set up a lease deal with a Chevrolet dealership and the winner can pick anything Chevrolet makes, from Corvettes to vans to pick-up trucks — each year for the rest of his life.

The key, though, is you must have management with the vision to back you up on a contest of this magnitude. It really takes a company with guts to commit to a contest like this.

Music Changes

R&R: How has KVIL changed over the years?

RC: We've changed musically. I recently went through an exercise that led me to the conclusion that if you had to put KVIL in a category, we were the Neil Diamond, Barbra Streisand, and Barry Manilow station. Then I realized that if you had

asked me that same question 15 years ago, the answer would've been the same.

We had to ask ourselves if maybe we were in a box we didn't want to be in. So we've expanded our horizons — we've changed with the music. We stay liquid in that respect.

You also have to respond to what's happening in the market. There are three "Hot Hits"-type stations in Dallas. When stations come in that sound much younger than you do, it can really make you sound old. The important thing is that although our music is younger, KVIL is still very adult.

I have this theory that the record playing right now is not as important as the record played before it and the one that will be played after it. I think you can get away with almost anything if you showcase it properly.

R&R: Why do you think some stations get safer with success?

RC: That's corporate structure. It's an attitude that "We're successful, so don't change anything." We do things differently here. Sometimes we change things simply for the sake of doing something different, just to add a little texture. It's like throwing some chocolate chips in the whipped cream. Let us not ever get in a rut. Let us not ever be the institution . . . predictable.

The "Class"-ified Secret

R&R: Programmers fly to Dallas all the time to tape KVIL and analyze its formatics, in hopes of applying them at their own station. Are there any real secrets you can talk about?

RC: Well, it is very difficult to put your finger on what we do, but there is one secret of KVIL's success that I'll tell you because you can't get it on tape.

We are successful in equal parts because of what we do *not* do as well as what we do do. We do not let cheap, crass commercials on the air. We do not let sexist or exploitative

commercials on the air, nor do we let our DJs do cheap, sexist jokes.

We do not give away cheap crap on the air. The prize is going to be classy, or we won't give it away. You'll never hear us giving away a T-shirt on KVIL.

These are the things you can't hear on a tape. We have a whole list of things we will not do. We turn down promotions, commercials — even people — if they don't measure up to our standards. It's all out of respect for the audience. We plan on being here ten years from now.

EVENTS

Eye In The Sky

KFI & KOST/Los Angeles airborne traffic reporter Bruce Wayne is celebrating 15 years and almost three million air miles at KFI. L.A. Mayor Tom Bradley will proclaim August 14 "Bruce Wayne Day."

Painting The Town In Boise

Over 2000 volunteers painted their hearts out in KBOI/Boise's third annual "Paint Your Heart Out" campaign, an event sponsored by KBOI and a local paint company. The 2000 participants were divided into 100 teams, who then painted the local Senior Center and 78 homes of senior citizens. It was Idaho's largest volunteer painting effort in history.

Put On A Happy Face

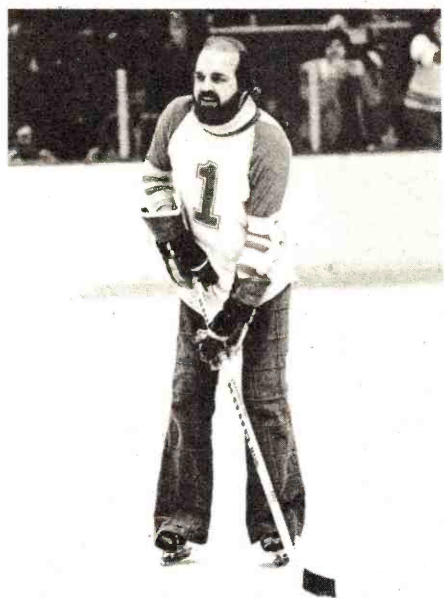
WTR/Westminster, MD's personalities got together with the Baltimore Orioles mascot bird to visit hospitals and nursing homes during "National Cheer Up The Lonely Day" in July.

Oh, Give Me A Home!

Over 4000 KOB/Albuquerque listeners gathered recently at a new housing development to see who would win the grand prize in KOB's "Sun-Spot Sticker Giveaway": a brand-new house valued at \$125,000. It's the largest prize ever offered by a New Mexico radio station.



MASS MEDIA ON MASS TRAVEL — KVIL supports its "Auto Show" promotion on bus boards.



KVIL ON ICE — Ron Chapman skates softly and carries a big stick when KVIL played the now-extinct Dallas Blackhaws in a hockey game for charity.



STEVE FEINSTEIN

DO-RIGHTS OF SPRING

Blessed With Success

Fall '84 was encouraging . . . winter '85 was promising . . . now, the spring '85 ratings sweep looks to be among the best AOR has had in some time.

A forthcoming ratings scoreboard will tell the full AOR story, with breakouts of key demos for every rated rocker and a tabulation of demographic performance for the format overall.

Rochester

Fa'83 Sp'84 Fa'84 Sp'85 WCMF 10.6 11.6 8.8 11.2

WCMF PD John Larson's Double-day days left him in good stead for the Rochester rock wars.

Musically, Larson took out the metal during the day and broadened the mix to include acts like Hall & Oates, Cyndi Lauper, and Chicago.

'CMF's heritage is now emphasized through advertising and on-air imaging statements, such as "The Home Of Rock 'n' Roll," "Rochester's Original Rocker," and "16 Years Of Non-Stop Rock."

A brush-up on mechanics has call letters now mentioned every other record rather than every third or fourth tune.

presold more consistently, both a few songs in advance ("We've got that new one from Dire Straits coming up, along with the Motels, Bryan Adams, and a Rochester classic from the Who"), as well as directly before it's played.

GM Pete Coughlin notes, "We imaged the station as more adult than we had in the past. We quit giving away guitars and motorcycles, and did money and cars instead."

Long Island

Fa'83 Sp'84 Fa'84 Sp'85 WBAB 3.8 3.2 3.9 5.2

"We've stuck with the same principles for six years, while other stations have either made drastic changes or gotten out of the format entirely."

of WBAB's all-time highest share. The 5.2 is also the highest any album rocker has ever scored on the Island, topping the 5.0 peaks of WPLJ and WAPP in their AOR days.

You've heard of the "loose-tight" management theory where employees are given creative freedom, yet still supervised and held accountable for their performance?

The freedom of choice allows jocks to be responsive to both listener requests and timeliness considerations. Buchmann explains, "Ninety percent of the time we play consensus cuts by Genesis, for instance. But if it's the anniversary of the release of the 'Foxtrot' album, a jock can go back and play 'Watcher Of The Skies' that one time."

'BAB has used two direct-mail campaigns this year. The first, with a message of "Fewer commercials" and more of Long Island's rock 'n' roll, backed up a decreased spot load.

The other was related to a "BAB Rock 'n' Roll Cash Blast" contest that gave away "\$30,000 Cash In 30 Days To Celebrate 30 Years Of



STATION OF THE STARS — The disadvantages of living in New York are too numerous and depressing to list here. At the same time, the advantages are also legion, including the Chrysler Building, hot dog and soft pretzel vendors, first-run Broadway shows, and the chance that you'll meet all sorts of glamorous show-biz types.

Rock 'n' Roll." Over the first month of the book, the station gave cash to callers who answered trivia questions on rock 'n' roll history.

Three feature programs took to the air during the book:

Gerry's Gin Joint: A Friday afternoon theater-of-the-mind "remote" with sound effects, such as the Flintstones 5pm whistle, a rowdy crowd, and beer bottles being opened. "It couldn't be more

authentic if we did it from a real bar," says Buchmann. Uptempo party music is featured, such as Springsteen's "Rosalita."

Perfect Lunch Hour: A group of employees from a workplace send in a "perfect hour of rock 'n' roll." This nicely-done bit involves more than just one listener at a time.

Crank Call Of The Day: Inspired by Rick Dees' "Candid Phone" bit, Buchmann places a bogus call

Continued on Page 44

AOR Aids Live Aid

The Live Aid concerts were one great day for humanity, and a day on which rock radio did itself proud. Many AORs carrying ABC's coverage of the event raised money locally, while stations not part of the network also did their part.

WSHE/Miami's effort involved auctioning off concert tickets. A pair of press box seats for the Wembley show, passes for the VIP lounge and dining area, hotel accommodations, and roundtrip airfare to London went for \$400.

WDIZ/Orlando auctioned off a trip to the Philly concert for over \$1700, and raised an additional \$7200 through a rock memorabilia auction.

KZEW/Dallas's "Texas Aid" drive rounded up \$15,000 the week before the shows. The station set up donation points at an area record chain that offered each donor a dollar off any LP.

which builds orphanages for Ethiopian children. Bob Geldof phoned KZEW to laud its efforts.

KEZO/Omaha tallied over \$3000 the day of the shows by asking listeners to put a "Buck In The Bucket" to stop world hunger, with collection points in the station's lobby and at area stores.

KSRH/Houston Assistant PD Michael Stevens pulled a Phil Collins and covered both concerts himself. In fact, Stevens interviewed Collins on the Concorde flight en route to Philadelphia.

KBCO/Denver raised \$3700 by auctioning off artists' record catalogs as the artists appeared on-stage. A set of Bob Dylan discs fetched a donation \$550.

And from KPOI/Honolulu comes word of yet another charity recording — "Hawaii For Africa," featuring 90 local artists. There'll also be a video sponsored by a movie theater chain and Coca-Cola.

Advertisement for WBAB 102.3 featuring stickers like 'ROCK 'N' ROLL', 'F.D. FIREFIGHTERS', 'LONG ISLAND CLAMMERS', and 'LONG ISLAND RUNNER'.

LIFESTYLE STICKERS OF THE OLDER AND MORE WELL-ROUNDED — The goal: to get upper-demo listeners to display WBAB/Long Island stickers. The means: tie in to popular local lifestyle activities and events.

SAGA

**“What
Do I
Know”**

**12” On Your Desk Now--
Single Forthcoming!**



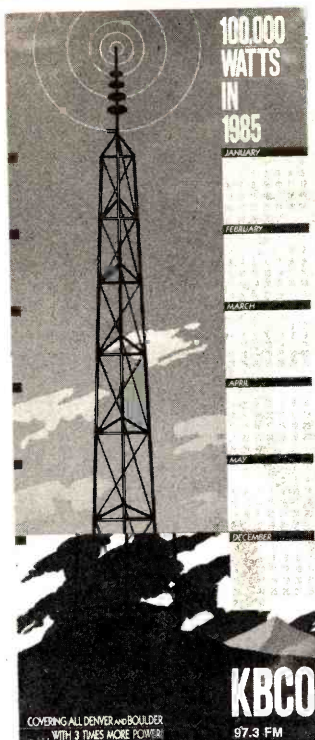
**From The Upcoming Album
“BEHAVIOUR”**

Epic

Distributed by CBS Records

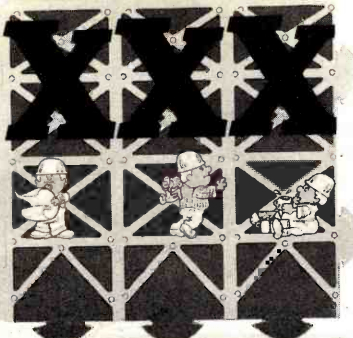
Portrait

TRUMPETING TOWERING TRIUMPHS



KBCO/Boulder used this calendar to let the world know of its long-anticipated power increase, new transmitter, and antenna site. BCO started out as a 250-watt facility in 1976, grew to 33 kw in 1982, and now beams 100 kw of alternative power over the Rockies. The new signal covers former shadow areas, such as certain mountain communities and Southwest Denver.

After years of protracted and frustrating delays, Shamrock Communications' WGRX/Baltimore, the largest-market outlet for consultant John Sebastian's "EOR" format, will finally have a competitive signal. As a new tower is constructed over the next few weeks, the station is sending out these cardboard tower mock-ups. Recipients are mailed sections of the antenna in stages, with each piece containing one of the station's call letters. When the real tower is in place, the top piece of the mock-up will be mailed out. Caricatured on the tower's foundation are Promotions Director Peggy Fox, GSM Bill Hopkinson, and Chief Engineer Alex Schneider.



UNDRESSED TO IMPRESSED — WFBQ's Carl Russo emcees a Naughtiest-Dressed Girl contest.

Blessed With Success

Continued from Page 42

to someone who's been set up by a friend. The "friend" provides Buchmann with information that enables him to play a practical joke, such as pretending he's a harassing official from a collection agency.

'BAB has no pretensions to being a force in the New York metro, choosing instead to concentrate on its home turf. It's given out nearly 2.8 million bumperstickers in six years, been visible in nearly 40 local parades this year, and had jocks onstage at every Nassau Coliseum show. It identifies itself as "102% Long Island," and Buchmann claims a study showed 'BAB perceived as the station most strongly identified as a Long Island station.

Next book? Though 'BAB is on top with men 18+ and adults 18-34, Buchmann would like to see growth in men 25+, where it still trails WNEW-FM and several other stations.

Indianapolis

Fa '83 Sp '84 Fa '84 Sp '85
WFBQ 9.9 9.6 11.3 15.5

First-time AOR PD John Roberts has garnered nice numbers for new owners-to-be Taft. He transferred from AM sister A/C WNDE a month before the book, and credits his A/C and CHR background with influencing Q95's move to a musical posture "as far to the right as possible in this format." The result is the highest 12+ in the station's history and its first #1 share. It's the first time AM A/C giant WIBC has been bested in ten years, other than isolated instances by Country outlets WFMS and WIRE.

With the help of auditorium testing, Roberts added over 100 vintage hits at the start of the book. The soft texture of songs by the Doobie Brothers ("Real Love"), Boz Scaggs ("Lido Shuffle") and "Lowdown"), Chicago, and Elton John may have raised eyebrows in town, but also seems to have contributed to Q95's #1 showing in women 18-34 and 25-34.

With a nod to previous PD Bill Wise (now at WKLS/Atlanta), Roberts explains, "The whole musical direction of the station in the last year has been to take AOR image artists and play their CHR hits. There's no other AOR in town, and rather than be satisfied with only an automatic 8 share, we go for more by being as mainstream as we can while still maintaining a semblance of a hip image."

Less than 10% of the station's library is AOR-exclusive tunes by acts such as Led Zeppelin, Rush, Stones, and Who. Roberts says Q95

stays ahead of and apart from CHR through an admittedly hypertight current list (25-30 titles) that includes songs such as Dire Straits' "One World," Springsteen's "Stand On It" and R.E.M.'s "Can't Get There From Here."

As 'FBQ has soared over the past year, CHR WZPL has eroded 15.1 to 8.3. Roberts reckons that a six-month-long emphasis on dance music last year rekindled ZPL's disco image from its days as WIKS. "It took them six months to get back an image they'd been trying to shake for six years," he figures. At the same time, he notes, "In the last three months, though, they've sounded much better, with a more rock-oriented mix that sounds as if they're coming after our 12-24s."

Q95's high-profile morning maniacs Bob (Griswold) and Tom (Kevoian) doubled their 12+ share in the last year and nabbed over a 40 share in men 18-34 this book. A local columnist, outraged by the duo's sometimes off-color antics, suggested they be arrested by the city prosecutor.

Additionally, Jay Baker in mid-days, Assistant PD/afternoon The Bearman, and night rocker Carl Russo all topped the market in their dayparts. Russo, formerly of ex-AOR WGRQ/Buffalo, was welcomed to town through a "Naughtiest-Dressed Girl" contest. In the station's parking lot, over 1000 people watched 20 women outfitted as sleazily as legally permissible compete for dinner with John ("Naughty Naughty") Parr and Russo.

Another major promotion was a bumper sticker contest, "Cover Your Rear And Live Free For A Year," which gave away an all-expenses-paid two-bedroom apartment for a year, along with a year's worth of grocery money.

SEGUES

WARX/Hagerstown, MD has switched to A/C... WNEW-FM/New York late nights go to Dan Neer, while Maxanne Sartori takes on overnights... KZEW/Dallas late nights are handled by former KOAK/San Francisco PD Oz (Medina).

WQMF/Louisville names Bill May MD... WPLR/New Haven's new MD is Amanda Tepper, ex-WBRU/Providence... WRUF-FM/Gainesville night rocker Virgil Thompson moves up to middays and also replaces Greg Hammer as MD.

WXRK/New York weekends include local AOR vets Tony Pigg and Jimmy Fink, both ex-WPLJ. Also coming aboard is Meg Griffin, formerly of WNEW-FM... KLBJ-FM/Austin mid-days belong to Peggy Simmons.

GUADALCANAL DIARY
"TRAIL OF TEARS"

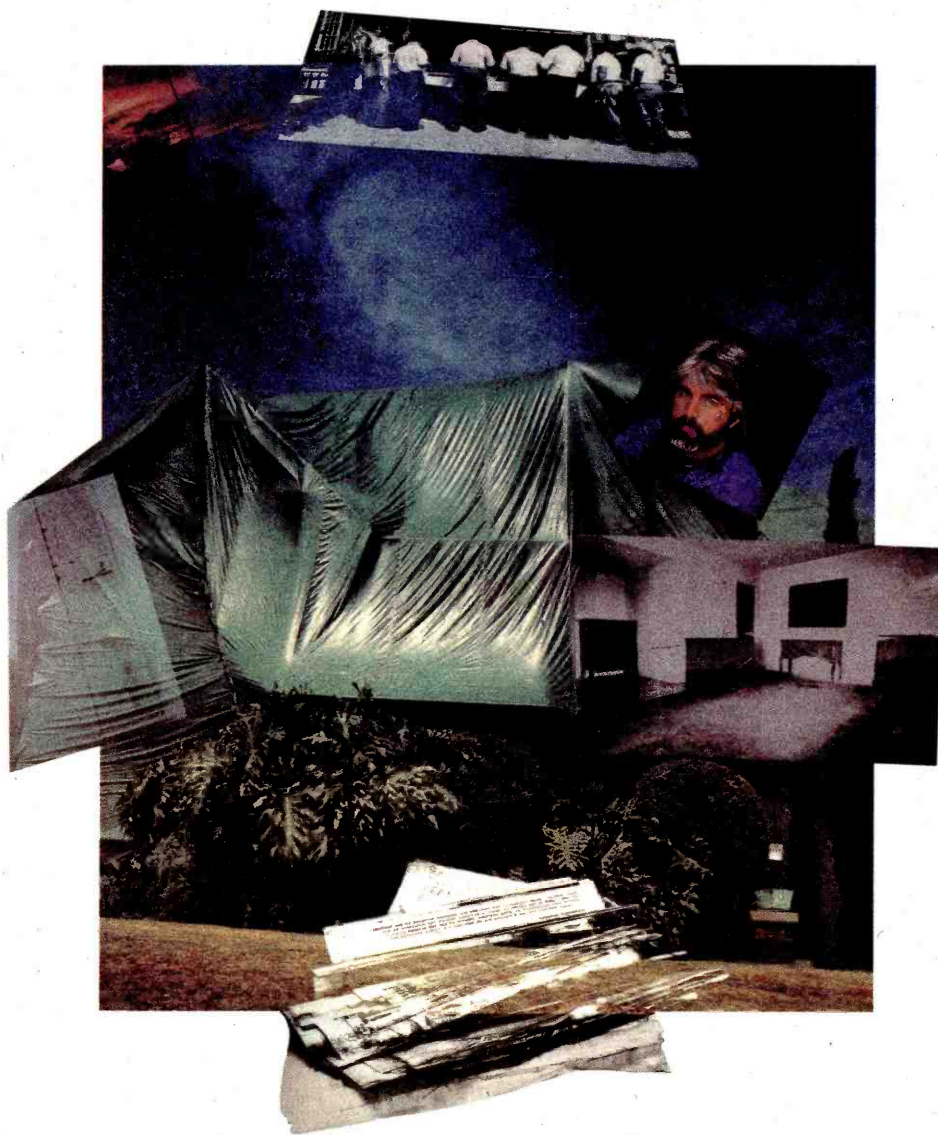


NOW WALKING IN THE SHADOW OF THE BIG MAN:

KTXQ, KZEW, WXRT, KBCO, 91X, WHFS, WLIR, WOUR, WIZN, KNCN, KLAQ, WRDU, WWWW, WHMD, WZEW, KUFO, WCKT, KTCL, KMBY, KTYD, KVRE, WTOS, WNCN, WHITG, WVVV, WFFF, WUVA, WZYC, WRXZ, WLSQ, WTCS, WNGZ, WXTQ, KCG, KFMI, KZYR, KLWD, KTLK, KRXX, KVRE, KKOQ, KLLO, WSHE, WPGU, KLB, WRUF, KOMP, KSPN, WMGX.

On Elektra Music Cassettes and Records
© 1985 Elektra/Asylum Records, A Division of Warner Communications Inc.

MICHAEL McDONALD



NO LOOKIN' BACK

The Album Is Out

"NO LOOKIN' BACK"

The Single Is A Hit



Produced By MICHAEL McDONALD And TED TEMPLEMAN
On Warner Bros. Records, Cassettes and Compact Discs
© 1985 Warner Bros. Records Inc.



The Hits Keep Rolling



MARVIN GAYE

"It's Madness"

BLACK/URBAN BREAKERS Now On Over 55 Reporters — 66%!

Billboard: 56



ANDRE CYMONE

"The Dance Electric"

8/2 **BLACK/URBAN BREAKERS** 69/11 — 84%

Black/Urban Chart: 39-25 Billboard: 40



BILL WITHERS

"Something That Turns You On"

8/2 **BLACK/URBAN BREAKERS** 56 Reports — 68%

Black/Urban Chart: 32 Billboard: 47



THE WEATHER GIRLS

"Well-A-Wiggy"

BLACK/URBAN NEW & ACTIVE 31 Reports — 38%! Billboard: Debut 80



FULL FORCE

"Girl If You Take Me Home"

SIGNIFICANT ACTION 17 Reports — 21%! Billboard: 84



MAURICE WHITE

"Stand By Me"

Just Out & Already On:

WAMO	KACE	WGCI	WDPN
KJLH	WZAK	WHUR	KRE
KDAY	WOWI	WDMT	

The First Hit Single From The Forthcoming Album
"MAURICE WHITE"





WALT LOVE

BLACK/URBAN

WJLB: Consistency, Promotion, Personality

Detroit has always been known as one of America's most competitive radio markets. Back in the '60s, CKLW, WJR, and WXYZ were industry standards. On the other hand, WJLB or WCHB were thought of as the "colored" stations.

But times have changed, and today WJLB ("FM98") is uttered in the same breath as WJR and WJOL because a higher standard of excellence has become part of the Black station's presentation. There are several Black-oriented music stations in Detroit, and fortunately Arbitron's sampling of black listening actually exceeded its own projections this spring. However, the big story in the Motor City is that WJLB really hit its stride by posting a 6.3 share 12+, good enough to rank second in town. Not bad for a station doing a format that some broadcasters say gets "only unemployed black people as listeners." In fact, WJLB's impact looks more like a mass appeal accomplishment, as the station is now knocking on the door of Tiger Stadium and flagship WJR.

Consistency Is The Key

Three-year OM/ PD James Alexander sees the quality of consistency as central to FM98's great book. "For the past three years we've been looking for consistency in our on-air presentation. We've stuck to our gameplan and now we're seeing the fruits of our labor. We're very hit-oriented with our music and our audience seems to like it. We are also very promotionally active both on and off-air at all times."

Doing What It Takes

WJLB and former competitor WDRQ used to wage the most tenacious promotional war that Black/Urban radio had ever seen, even down to hiring personnel away from one another. Today, WJLB still flexes real promotional strength. GM Verna Green reported, "Our budget is close to a million dollars. When you include our on-air promotions, TV, billboards, bus cards, merchandising, and special-events budget, it's approximately \$700,000. We call it our 'war chest,' and it started when we were going head-to-head with WDRQ. At that time, we made up our minds that whatever it'd take to outdistance them, we'd have the money to do it."

That financial commitment includes talent salaries. Although reluctant to reveal specifics, Verna and James said that WJLB's pay scale is similar to many major general-market stations. "Our people are in the upper-income level," said Verna. "Part of our success plan was to spend money for the things we needed in order to come up with a winning formula, and that includes talent."



Verna mentioned that a commitment from ownership is a must for local management to be able to get the job done. "It makes everything so much easier when ownership has the same vision of success that the workers have."

Identify With Your Audience

How does WJLB make its presentation so mass appeal? James said, "We are a black music-oriented station, but I've always felt that if anything was presented with some thought and class, it'd

be enjoyed by anyone who chooses to turn on the radio.

"We're a full-service station for all of our citizens. We program WJLB for our listeners, not ourselves. Whatever the people of Detroit are doing, that's what FM98 is already doing, or will be. People are not going to change for us; we must change to fit their needs. Listeners won't go out of their way to identify with you, so to be successful, you have to be up on what the people want and then give it to them."

Added Verna, "Remember, the marketplace will determine the product, not the other way around. One must be marketing oriented if you expect to accomplish your goals in this business."

"A lot of black people have white friends and vice versa. The fact that they share likes and dislikes is among the reasons why we appeal to the masses. People in Detroit share our radio station, our promotional events, and our air personal-



PLAY BALL — Pictured from left to right after their game with the vocal group One Way are (back row): Jim White, TV 2's host of the "Stars Of Tomorrow" show; FM98 afternoon newscaster Eraline Zealey; and station TV commercial actor Kevin Suber, Promotions Director Lisa Orlando, GSM Shel Leshner, GM Verna Green, OM/PD James Alexander, and morning show weatherperson Lynn Briggs. On top: WJLB's "Tune-Up Man" (Walter Neal).

ities. That's love, and it's very positive."

Working With Oldies

Many CHR stations winning in their markets don't play oldies, but several successful major Black/Urban stations program differently. What's FM98's position? James would not go into details, but did say, "We do play approximately one oldie per hour, including such artists as the Isley Brothers and Earth, Wind & Fire."

FM98's Listener Line

WJLB does all kinds of research — callouts, focus groups, etc. But the station also has a listener line. "We tell the audience to call us on a regular basis," said James. We say, 'Now that we've become your favorite radio station, how can we continue to be your favorite?' There is a promo that runs every hour asking people to call if they have anything they want to tell us, good or bad, because we want to know. We listen to every call, and some of the ideas are very helpful. We've acted on a number of things that have come from the listener line."

Making It Easy To Play Along

Verna and James maintain that promotions are WJLB's "bread and butter." Said James, "We make our contests easy to enter and easy to win. How many times have you heard a radio station run a contest that so hard to understand that it was easier not to participate? One wintertime contest gave our listeners the opportunity to go to the major city of their choice. The key words here were 'city of your choice.' All they had to do to enter was request their favorite song. We are very proud of that promotion because, in our opinion, it did the job."

Part Of A Family

When WJLB played a softball game against MCA recording artists One Way, approximately 1800 people showed up at a city park to watch. Verna noted, "We got our butts beat, but it was really something to hear what people were saying after the game. Some said, 'We're sorry you lost, but we enjoyed coming out and spending time with all of you.' I can recall a hundred of the responses, but the point is that we've become part of their families and they've become part of ours!"

The Morning Team

Mason & Company is the name of WJLB's morning show, and John Mason has a cast of what seems like thousands. One character is "Tune-Up Man," who comes to work in costume and does traffic reports from downtown, high atop the Penobscot Building. Lynn Briggs does the daily weather, and she gets out on the street among the people with a live mike. James said, "This a wonderful, warm, and fun way to start the day. Lynn talks about what to wear to work, as well as what activities are going on in town and the surrounding areas. It's fun. She also gives anyone who stops to talk with her their own personal weather forecast for the day." Now, that's different!

Consistency, promotion, and personality — those are the qualities that are helping WJLB win in Detroit. Next time you're there, check out the market's top-rated music station and let me know what you think!

Detroit Ratings

	Sp '84	Sm '84	F '84	W '85	Sp '85
WJR (Misc)	11.4	13.8	10.6	7.2	10.4
WJLB (UC)	5.9	5.8	5.8	5.6	6.3
WGPR (UC)	1.3	1.3	1.1	1.5	2.9
WCHB (B)	1.6	1.0	1.6	1.3	1.4
WQBH (UC)	0.9	0.6	0.9	1.3	0.9
WJZZ (Jazz)	2.5	2.5	2.5	3.2	2.6
WDRQ (B/U)	4.6	3.7	3.5	2.8	1.8*

* Became WLTI (A/C) during book.



WE WIN — Mason & Company are pictured together after their stunning win of TV 2's "Battle Of The Jingles" promotion. Pictured (l-r) are Chuck Roberts, Tune-Up Man, Lynn Briggs, and (in front) John Mason.



PROMOTION HAPPENS ANYWHERE — Pictured hard at work while her office was being renovated is Promotions Director Lisa Orlando, who was hired away from WDRQ during the inter-station war.



THE STAFF AT WORK - OR PLAY? — This photo was taken after the Motor City Mix promotion. Pictured from l-r are: Eraline Zealey; Walter Neal; Ardene; and Lisa Orlando.

NOW BOARDING FLIGHT (FM98) FOR PARIS —Radonna Jones, (white sweater in the middle) won a trip for two to Paris compliments of WJLB. Pictured (l-r) are WJLB staffers James Alexander and E. Zealey, Radonna, and FM98's Barbara Taylor.



MASON ON STAGE — John Mason of Mason & Company is shown here onstage during the Motor City Mix.



THE TUNE-UP MAN GIVES A CHRISTMAS WISH —Melissa Wallace (right) and her mother were the happy recipients of a microwave oven during last year's Christmas Wish promotion at WJLB. The Tune-Up Man did the chores.



BARBARA BARNES

JAZZ

NOT JUST A KISS ON THE CHEEK

Making The Add Commitment

There is a growing concern among record companies that Jazz reporters are not making enough of a commitment to the records they're reporting as "adds" each week. As a Jazz reporter, are you constantly being reminded of the importance of staying on a record? Following are ideas and views on the topic from jazz label reps and music directors.

However legitimate your intentions, adding and then dropping a record within the same week is confusing to other stations as well as the labels. More prone but not unique to this practice are college stations, which allow a great deal of freedom in choosing records for airplay.

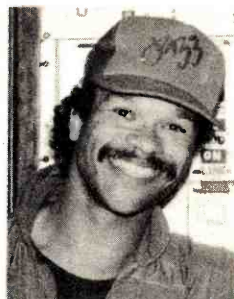
record company's needs." Whiteside pointed out. "In the end, the station suffers because it creates a consistency problem."

Defining An Add

Perhaps first defining what constitutes an add will make the commitment principle easier to ap-



Charles Tomaras



Ed Budanauro



Zoot Strider

"If they're going to commit to something, they should stick by their guns."

— De De Whiteside

tune would have to jump at me. If it's right for our audience which is geared more toward a contemporary sound, I take it from there." Where does he take it? "Most good records get added in medium, but some that are just super may go straight into heavy rotation."



De De Whiteside



Mike Carlson

Where **JAZZ** lives
KPLU
FM 88
Where **NEWS** Is

KERA



Fantasy's Director/National Album Promotion De De Whiteside sympathizes. "In a sense, freedom is good because these stations are trying to create a situation where students can learn to program and get their chops down. However, certain guidelines are beneficial. Freedom, after all, is actually knowing what your limitations are, and students have to learn how to work in the real world, too.

"Adding an album and then backing off of it shortly thereafter doesn't serve the station's needs, and it certainly doesn't serve the

proach. To varying degrees, trade charts, sales, requests, callouts, and artist image influence station playlists, as well as format and flow compatibility. But KPLU/Tacoma-Seattle's Charles Tomaras stipulates that, "At least two or three tunes on the album should be playable for it to be added."

WBBY/Columbus' Zoot Strider (who takes his name from his idol, Zoot Sims) also agrees that an album should have more than one playable cut for add consideration.

At KERA/Dallas-Ft. Worth, however, Ed Budanauro says, "A

Having An Impact

An add should make an impact — it has to mean something. Says Windham Hill rep Mike Carlson, "When I see a record added one week and then dropped the next, I feel that the station's effort was a little hollow. We're looking for a commitment on a record. A kiss on the cheek is not a commitment."

Whiteside feels likewise. "If they're going to commit to something, they should stick by their guns for at least enough time to get

some decent feedback on it."

Some Final Thoughts

So what's adequate? Zoot estimates, "As far as new recordings are concerned, only one out of every four is worthy for rotation and reporting; they usually make the R&R chart. We stay on a record for about six weeks because we feel it takes that long to give it adequate exposure." Budanauro calculated that KERA's adds usually mean at least four to six weeks on their playlist. Tomaras feels he has an obligation to the station's listeners, the labels, and to the artists, so KPLU stays on a record generally for no less than four weeks.

It's clear that making a commitment to the new music you report as new adds is important to your station's credibility. Establishing such standards also assures that your audience will become familiar with what you play. Carlson says that in committing to adds, "It must be a tough line to walk," and no one would argue with that. In fact, it's been suggested that raising the limit on how many records a station may report would help alleviate the add-then-drop pattern. We're certainly open to ideas, and you're invited to drop me a line on the subject.

ERNIE WATTS
"Musician"

Debuts at **21** on R&R's Jazz Chart

Featuring the new single release
"Music Prayer For Peace"

And the leading track for Jazz Radio
"Looking Glass"





CONFECTIONERY KEYS AND KRONOS — Coinciding with composer Terry Riley's 50th birthday, Riley and the Kronos Quartet recently presented a concert at the Great American Music Hall in San Francisco. The performance showcased Riley's forthcoming Gramavision release, "Cadenza On The Night Plain . . ." with the Quartet. Pictured (l-r) are the group's John Sherba and David Harrington, Riley, group's Hank Dutt and Joan Jeanrenaud, Gramavision Promotion Director Suzanne Berg, KPFA Assistant MD Russ Jennings, and Stephen Hill, coproducer of the nationally syndicated program "Hearts Of Space."

The JVC Jazz Festival '85

After a brief break, the "JVC Jazz Festival '85" is now near the end of a national tour, with stops in Chicago, Atlanta, Dallas, Denver, Los Angeles, and San Diego. The festival showcases several GRP artists, including Dave Grusin, Lee Ritenour, Diane Schuur, and Dave Valentin.

As part of an aggressive marketing program, GRP provided CDs and JVC offered CD players for giveaways to radio stations and record retailers. R&R Jazz reporters were also awarded CD systems in exchange for acknowledging the products on the air, and stations in tour cities were asked to

plug the festival as well.

GRP Director/Marketing & Distribution Bud Katzel remarked, "Our goal is simply to make people more aware of GRP and JVC, and promote sales. It's a mammoth undertaking for a company of our size, and we're all excited about it."



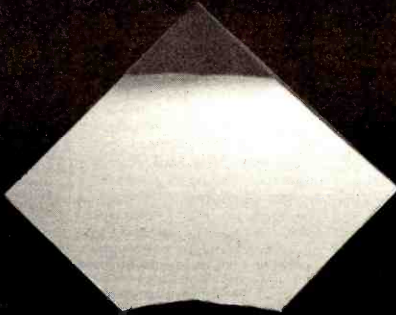
T-SHIRT GETS THUMBS UP — Interviewed on public station WNED-TV by WEBR/Buffalo host Al Wallack (l), pianist Michel Petrucci (r) gives a sign of approval. The simulcast took place at the Tralfamadore Cafe and was part of the first annual Trail Jazz Fest, which also featured Nina Simone and Chick Corea.



BACKSTAGE PLAYBOYS — The Playboy Jazz Festival was recently broadcast across the States live via satellite by KKGQ/Los Angeles. Seen behind the scenes are (l-r) Operations Manager Jeff Gehringer, jazz legend Buddy Rich, and hosts Bill Moran and Chuck Niles.



reality captured



'85 JAZZ FESTIVAL TOUR

STARRING

DAVE GRUSIN
LEE RITENOUR
and other special guests

May 31	Fris Theatre	Atlanta, GA
June 2	Auditorium Theatre	Chicago, IL
June 7	Tarrant County Convention Center	Ft Worth, TX
June 8	Wendell M. Miller Center	Charlottesville, VA
June 9	Lyric Theatre	Baltimore, MD
June 10	Belmont Theatre	New York, NY
August 1	Concord Pavilion	Concord, CA
August 8	Auditorium Theatre	Denver, CO
August 11	Hollywood Bowl	Los Angeles, CA

JVC
JAZZ
Festival

CAPTURING ATTENTION — Above is one of the many visuals used in the JVC/GRP marketing program.

ALL THAT JAZZ

WNOP/Cincinnati segued from a 70% mainstream sound to a 45% contemporary/fusion direction. Mainstream jazz was cut back to about 20%; the rest is divided between new-age, urban/funk and vocals. KBEM/Minneapolis dropped its five-hour daily morning classical show for more jazz. It is now airing 104 hours of jazz a week, in addition to news and information. John Ford, host of WKGR/FT. Pierce's "Lights Out" jazz show, is now broadcasting jazz from the freighter Radio Caroline. Contact him at: 307 Bay Harbor Terrace, Sebastian, FL 32958. Paul Nelson from WGRX/Baltimore replaces him at WKGR.

A/C-formatted KIFM/San Diego treated its audience to 98 hours of jazz during the July 4 weekend. Out of 700

calls, not one was unhappy about it, says PD Bob O'Conner. PD Tim Eby of WVPE/South Bend, IN takes up Station Manager duties; he remains PD until a replacement is found. If interested, send T&R to Personnel Director, Elkhart Community Schools, 2720 California Rd., Elkhart, IN 46514.

KOIT (AM)/San Francisco switches calls to KXLR and launches a new "Trendformation" format, which includes new-age music. Fort Vancouver Broadcasting, owner of KKSJ/Portland has purchased crosstown KCNR-AM & FM; it will spin off the newly-acquired AM to comply with FCC regulations. Humble apologies to jazz legend Woody Herman and veteran CKGO/Los Angeles jazz host Chuck Niles, who were victims of spelling-its in the 7-5 issue.

Help Build A Better Support System For Jazz

September 11 - 14, 1985
The Roosevelt Hotel — New York City
Call Ira Sabin person-to-person
collect at: (301) 588-4114

JazzTimes
CONVENTION

Register Today
For the 4th



LON HELTON

COUNTRY

READERS RESPOND

Radio & Records Rotation Rap

The response to the columns on rotations (R&R, 7-2/7-19) has proven to be both plentiful and gratifying. The goal of everything written here is to act as a catalyst for thought and discussion among those of us in the radio and record business. For this week's column, I chose three responses representative of the majority of the calls and letters.

Another Part Of The Equation

Writes KKCS/Colorado Springs PD John Hudson:

Dear R&R:

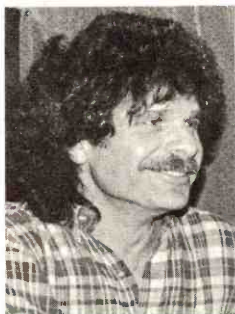
This letter is in reference to the July 5 article in which you and RCA's Carson Schreiber lamented the demise of 2½-hour power hit rotations. While your math is good, I feel you left out part of the formula. It's true that if you go from 2½ to 4½-hour rotations on your power hits, you're playing the song 50% less. But it doesn't address the fact that with slower rotations the life of the song is much longer. If memory serves, the short rotation's hot record life was about six to eight weeks. The life of a very hot rotation record was about four weeks, if that long. We play a song now from 12-15 weeks, and if it's a hot hit, it's not unusual that the record can be played in heavy rotation from 6-10 weeks.

Also, the reference to sampling listeners as to short rotations is

correct, but from my experience here, the listener we attract listens to the station for extended periods of time. In fact, the only negative feedback I've gotten from listeners was when we were playing the same songs close together. This, of course, varies with the market and competition as to how to formulate hot rotations.

I also take exception to the fact that radio is somewhat to blame when record sales are down. A few facts that are apparent to me: 1) oversaturation of the market by a handful of artists. 2) overrelease of new products; several new albums have one or two hits on them and then a newer album is out. With record prices increasing, could it be that the public is looking to get the most hits for the dollar?

Lon, I'm sure that radio does play a part in the sagging country sales picture. I, however, don't think that the entire or even a great share of the blame lies with radio. Nor do I think that banging listeners over the head with the same songs will cure it!



Bruce Adelman

Dear John:

I'm taking the kids and going home to Mother. (Sorry, I couldn't resist.)

Seriously, your point regarding the life of a record brings up an interesting question: why has the life of a record lengthened? Granted, we may be getting into another "chicken or the egg" go 'round, but I would like to submit another theory. Leading the way is WB West Coast Country Promotion head Bruce Adelman.

"The last three years or so have seen records taking longer and longer to peak on the national trade charts," Bruce began. "It's now as



Bob Mitchell

long as 14-15 weeks in cases when a record makes it all the way.

"This has evolved from the PD/MD perception that a hit record has to be played 12-15 weeks because that's how many bullets the record gets on the chart. In other words, they'll keep playing a record until it loses the bullet in the trades. A lot of them almost subconsciously perceive a record as not being 'over' until it loses its bullet.

"Part of the reason people do this is that they don't want to do the wrong thing by their buddies — the record companies — by dropping a record while it's still moving up the chart. It just stands to reason that if you're gonna play a record that



John Hudson

many weeks, you can't very well play it every 2½ hours."

Following The Trades

This point has been lamented here at length in the past, but the number of PDs/MDs who drop a record just because it loses its bullet is, incredibly, very high. If you don't believe me, ask the record companies how much they spend on phone calls and mailgrams to reporting stations assuring them that the label will be able to "get the bullet back" the following week. The labels are all too aware that if they don't take these extreme measures the record will be lost.

All of this brings us back to the original question. "Why the longer life span?" Is it a function of radio stations needing to play these records longer because their audience demands it? Or, is it more a matter of chart methodology/psychology which has artificially lengthened a record's life, sucking radio along for the ride?

It used to take hit records 10-11 weeks to go to number one. Today it can take 15-16 weeks. My personal opinion is that the charts are slowed down tremendously by trades playing the "different-number-one-every-week" game. This causes things to back up as records "wait their turn" to wear the coveted crown.

Bullets & Retail

It may not seem like it on the surface, but this slowdown also has ramifications on your other points, John.

Early this year, a major label had to delay the release of a single from the brand-new album of its bestselling act simply because a trade "wasn't done" with the old single. Unfortunately, the retail wheels were already in motion so the label was unable to reschedule the LP's delivery to record outlets. The result was a new album on the

Continued on Page 51

CLOSE-UPS

• KFXE/Pine Bluff recently gave two listeners a chance to be "Roadie For A Day" for a Hank Williams Jr. and David Allen Coe concert. Pictured here (l-r) are KFXE MD/afternoon man Tony Collins, one winner. Deano Bradley of Hank Jr.'s band, PD/morning man Keith Davis, and the other winner.

• The "Fun Buns-Tight Fittin' Jeans Contest" took place in Dubuque recently. The "unknown judges" wore paper bags over their heads and a winner was chosen. Those guys at KLXL sure know how to entertain themselves.

• KRBO/Denver held its fourth anniversary bash and it's claimed that the party was 50% bigger than last year's. To help celebrate, the station gave away tickets to an amusement park with rides, games, and lots of country music.

• Each week during June, WOKQ/Dover-Portsmouth gave its listeners a chance to win an Alpine digital AM/FM cassette car stereo by guessing the "Phrase That Pays" given out each



morning by the station's Waking Crew.

• WAJR/Morgantown, in conjunction with the *Dominion Post*, staged a

blood drive and set a collection record: 250 pints!

• On behalf of *Sports Illustrated*, KEBC/Oklahoma City presented Ms.

Avril Freeman, a new Lima High School All-State basketball player, with the "Silver Bowl Award" for being featured in Si's "Faces In The Crowd" section.

Rotation Rap

Continued from Page 50

shelf with no single to promote it. How many sales do you think that cost?

Bumper-To-Bumper Traffic

Here's another example of what happens when national charts slow down. An act or label usually hopes to get three singles from the LP. At 11 weeks per cut, the label can either space the three 45s out, or perhaps release a fourth if the album is as deep as it should be. Simple arithmetic will show you what happens when records start hanging around for 15-16 weeks. The labels start to pile the same artist's singles on top of one another to make sure they can get in the hoped-for three singles. You see, the 15 or 16 weeks we've been talking about are upward movement weeks. Some records have been on the chart for 18 or more weeks before falling out of the top 50!

Because the label can't wait for the record to slowly move down the chart as it normally should, another single by that artist is on your desk within a few days of the first downward move. This, of course, has been one of radio's major complaints of late. But the record companies feel they're in a defensive position and have to do it to make sure they can get out at least three singles a year.

Tainted Research?

Bruce made another interesting point concerning lengthened rotations as they relate to callouts, a research method so many stations heavily rely on. He wondered about the validity of research garnered from respondents listening to hooks over the telephone. Could the research itself be affected because of a decreased awareness due to declining airplay?

It's a great question, especially for stations who play their lights only once or twice a day. How many times could a respondent

have heard the cut in the first few weeks? How valid is the early feedback from these people? A danger here is that people may be responding to what they're hearing at the time, as opposed to their overall perception from hearing the song on the radio. This has always been a problem, but may be exacerbated by the decrease of current airplay.

Drivin' 'Em Home Hot

KCKC/San Bernardino PD Bob Mitchell called to report recent adjustments in his rotations. "We're now playing all 13 of our heavies between 6-8:30am and again between 4:30-7pm," he said. "We're running five heavies an hour for a 2½-hour rotation only during those two heavy drivetime periods when we feel the listening is very brief. We're guaranteeing the people they're going to hear at least one of their current hit favorites, even if they're only tuned in for a short time."

"During drivetimes we've also started playing three mediums and a recurrent. We've dropped down to two oldies per hour during those times."

Asked what he was doing to guard against the "overrepetition

perception," Bob answered, "We keep track of the exact times they're played to make sure they don't come up in the same hour as the previous day. We also make sure that a song played in the first hour of morning drive won't air in the first hour of our afternoon block. We figure the guy who's first to go to work will also be among the first to head home. Likewise, those who listen later in the morning most likely listen later in the afternoon."

Who's On First?

The most unsettling response I had was from the PD of a top-rated station who shall remain nameless. He called to say that it was R&R's fault for elongated heavy rotations. His reasoning was that we printed the ten hottest records each week and he merely followed our lead by installing those ten as his ten heavies while playing two an hour. I hope this is an isolated case. If not, Country radio is in bigger trouble than most have suspected.

Not wanting to end on a downer, I do want to thank all of you who took the time to call and write. Always feel free to respond to anything written here. Also, never hesitate to let me know what topics you would like to see covered. All of us at R&R are extremely accessible and we do want to hear from you!

HAVE YOU HEARD?

Dennis Day has left WHK/Cleveland for afternoons at KSAN/San Francisco. Jay Marvin has exited the station. Midday personality Gina Preston is upped to MD at WXTU/Philadelphia, while Buzz Howell from WTMA/Charleston joins for mornings. They replace the exiting Bob Burchett. Sandy Travis can now be heard doing mornings on KBRQ-AM & FM/Denver. Michael S. Raymond has been named GM at WVTY-AM & FMDunedin-Clearwater. Sue Redden is the new PD at WDDT/Greenville. Changes at

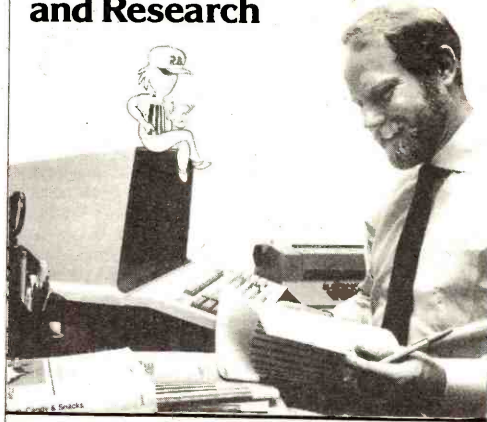
WCMS/Norfolk, as Lee Manning departs. Kevin Mason is named Acting MD and Janey Cottrell assumes the title of Administrative Assistant to the PD in addition to her duties as AM Co-ordinator. Mike Patrick, formerly of WLTJ/Norfolk, is handling middays.

Tim Brown is the new morning voice on WQSN/Kalamazoo. George Feola is now MD/afternoon jock at KWST/Monterey. Cristy Royster has been named Programming/Music Asst. at WPOC/Baltimore. WLLH/Lowell-Lawrence, MA is now Country.

HIBERNETICS

A Guide to Radio Ratings and Research

by Jhan Hiber



Here's what you get in simple, easy to read and useable form.

Chapter 1
Radio Research Overview
— a history of research

Chapter 2
Focus On Focus Groups
— Definition, use, do-it-yourself

Chapter 3
Telephone Studies
— strengths/weaknesses, do's and don'ts

Chapter 4
Other Market Research Techniques
— Mail, in-person, when/how to

Chapter 5
A Look Inside Arbitron
— Intro and production

Chapter 6
The Almighty Diary
— evolution, longevity, history

Chapter 7
Diary Analysis
— how to get the other 75% of information

Chapter 8
Quarterly Measurement
— how to succeed, history and problems

Chapter 9
Birch Radio
— background, methodology, comparison with ARB

Chapter 10
Sales Research — a key to better revenues

Chapter 11
Sales Breakouts
— computer options, types of breakouts



Order your copy now and take advantage of this SPECIAL PRE-PUBLICATION OFFER:

Please send me _____ copies at \$39.95 of Hibernetics, A Guide to Radio Ratings and Research.

NAME _____

STATION/AFFILIATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

MASTERCARD # _____

INTERBANK # _____

EXPIRATION DATE _____

VISA # _____

EXPIRATION DATE _____

Make check payable to: R&R Books/Hibernetics (please allow 4-6 weeks for delivery.)

Ca residents add 6½% sales tax.

HIBERNETICS © R&R BOOKS 1984
1930 CENTURY PARK WEST LOS ANGELES, CA 90067



DON GETS THE REAL THING — Well it seems Don Williams doesn't just get mad he gets results. The soft spoken singer was uncharacteristically verbal about his feelings for the new Coke and needless to say he was quite happy when the company announced its return in the form of Coca Cola Classic. Don is pictured above receiving the first case of the "new" old Coke produced by the Nashville bottling plant. Pictured above (l-r) are: Coke Route Driver Jim McClellan, President of the local bottling plant Claude A. Clements, and Williams.



SHARON ALLEN

NASHVILLE THIS WEEK

Know What Ticks Me Off ?

Well there's no doubt about it, summer's here for sure. Hot days, hot nights, and (sometimes) hot tempers. After reading about normally "laid-back" Don Williams being irritated and dissatisfied with the "new" Coca-Cola in the *Tennessean* a few weeks ago, R&R decided to ask folks what else upsets them this summer. Hope you enjoy these "pet peeves."

Lee Greenwood — "It's when I'm on the road and getting ready to take a bath. I'll lean over to turn on the faucet, and the shower always comes on, spraying me on the back of the head. I hate that!"

Gene Watson — "I hate code-aphones. I've got two of them at home and haven't even hooked them up. Although, the way things are going, I might hook one up."

Kathy Gangwish — "Everytime a disc jockey calls me, he starts off the conversation with 'Hey little darlin'...' But when I call them back, I always have to ask the jocks by their 'air names,' and that sometimes makes me feel silly."

Nitty Gritty Dirt Band — "None of us are mad. Actually, Yelveceta cheese on a deli tray makes us mad."

Bellamy Brothers — "We hate being lied to."

Paul Lovelace — "I hate when businesses have two glass doors and they lock one. It burns me up."

Loretta Lynn — "I ain't got time to be angry."

Mark Herndon — "I hate to stay in a motel with one guy in the lounge on stage with a rhythm machine. Ugh! Also I hate people who linger in the hallways just to eat leftovers from your room-service trays."

Ricky Skaggs — "I don't like it when there are no AC outlets in hotel restrooms."

Nick Hunter — "All the negative press about the country music industry and the talk about a baseball strike... What will I do?"

Duane Allen — "I hate being late, or for anyone else to be late."

Richard Sterban — "I hate waiting in line and having to wake up early."

Steve Wariner — "I hate being confused with Stevie Wonder."

Atlanta — "There are no phone booths left in the U.S., and when you can find one it's near a busy highway."

Lynn Shultz — "Waiting in line at the drive-up window at McDonald's."

Diana Rae — "Infants in a movie theater!"

Exile: Marlin — "I hate the way hot dog buns come in package of eight and hot dogs come in packages of ten. You can never match them up and run out of both at the same time."

Les — "I hate to eat at '76 Truck Stops all the time."

J.P. — "I hate baseball's designated-hitter rule."

Steve — "I hate when all the white meat is gone."

Sonny — "I'm upset because I can't get a wrestling match with Hulk Hogan."



EVERGREEN WELCOMES FREDDY — The Evergreen Records promotion staff welcomes Freddy Weller to the label, following his showcase at a local club. Pictured (l-r) are: Chuck Dixon and Gail Konisha of Evergreen's promotion staff, Weller, Evergreen artist Robin Lee, and Craig Morris of Evergreen's promotion staff. Weller's first single for the label is titled, "Shootin' From The Heart."

Tari Laes — "I hate obscene phone calls, especially when they call collect."

Bonnie Rasmussen — "Try to fold a road map! You can always unfold one, but you can never get one back the way it was supposed to be."

Pinkard & Bowden — "We believe that one of the major problems facing us today is shag carpet. It gets funky and matted

up, and who needs floors that look like a poorly-cared-for dog? Shag carpet is especially prevalent in cheap motels. Don't the people who run those places realize that the only reason their motels are considered 'cheap' is because of shag carpet?"

"Without it, people who stay there wouldn't have to feel like they were in a 'cheap motel'; therefore, it raises their self-

esteem. And if people had more self-esteem, they there'd be less crime and violence in the world. We certainly know how shag carpet brings out the 'beast' in us. Once this problem has been dealt with, maybe we can move on to address some of the other pertinent problems at hand, such as airport gift shops and Chuck Norris movies."

CMA Announces Cohosts

This year Anne Murray and Kris Kristofferson will cohost the 19th annual Country Music Association Awards show. As in all previous years, Kraft will sponsor the show, to be broadcast live from the Opry House on CBS-TV Oct. 14. There will be a stereo radio simulcast on the Mutual Broadcasting System.

Two years ago Murray cohosted the awards show with Willie Nelson, and you'll remember that in 1984 she walked away with "Single of the Year" and "Album of the Year" honors for "A Little Good News." Murray was the only multiple winner of last year's show.

This is Kristofferson's first cohosting stint for the CMA. He did, however, garner CMA awards in 1970 when "Sunday Morning Coming Down" was named "Song of the Year." And in 1971, Sammi Smith won "Single of the Year" with the Kristofferson-penned "Help Me Make It Through The Night."

Bob Precht of Sullivan Productions will produce the show for the tenth consecutive year, and **Walter Miller** will direct. The show will be scripted by **Donald Epstein** and **Marty Ragaway**.

CMA members should have received voting ballots for finalists last week. Don't forget the deadline is no later than 5pm on Aug. 16. The five finalists in each of the 12 awards categories will be announced by the CMA August 20.

Bits and Pieces: Merle Haggard recently filled in for **George Jones** and **Eddie Rabbitt** when they had to cancel appearances at the Big Valley Jamboree in Craven, Saskatchewan. Less than 36 hours before the show, both Rabbitt (due to the death of his son) and Jones (due to illness) had to cancel. When Haggard heard about the situation, he took off in his private jet, making it his first Canadian appearance in over three years... **Crystal Gayle** will be honored as the "1985 Outstanding Indian of the Year" at a banquet next week by the Oklahoma-

based American Indian Exposition. The organization honors people for their contributions toward bettering the image of American Indians. Those previously honored



Kris Kristofferson



Anne Murray

include **Roy Rogers** and **Willie Nelson**... The Nashville Network has acquired the "Willie Nelson Special", a one-hour concert featuring Willie Nelson and **Ray Charles**. The show, taped at the Austin Opera House (Willie's own nightclub), will be telecast as part of the "Homecoming" celebration during Country Music Month in October... Just thought you'd like to know!

WHO'S NEW

T. Graham Brown is one of **Capitol Records'** newly-signed artists. His debut single, "Drowning in Memories," was produced by **Bud Logan**, the man responsible for "Rose Colored Glasses" and all the **John Conlee** hits that followed.

T. Graham hails from Athens, GA and is a graduate of the University of Georgia. His musical career began in 1973, playing with such artists as **Reo Diamond** and **T. Graham Brown's Rack of Spam Band** throughout the Southeast.

The singer/songwriter moved to Nashville in 1982, signing with **CBS Songs and Ides of March Music** less than a year later. In addition to his songwriting, he has done extensive demo work for publishing companies here. He also recorded jingles for several national accounts, including **McDonald's** and **Hadee's** restaurants, **Miller** and **Budweiser** beers, **Disneyland**, and



the Tennessee Department of Tourism.

Once you get to know T. Graham Brown, you'll notice his slightly wacky sense of humor. When asked if there was anything he wanted to let people know about him, he said, "Yeah, I'm not any kin to **Sawyer Brown**, but I like 'em. They've been claiming that they're kin to me. But I asked Mama and she said, 'No!'"

Nashville In Motion

Helen Cornelius has signed with **MCA-Dot**. Look for her new album, produced by **Billy Strange**, to be released in October... **Ronny Robbins** signed with **World Class Talent** for bookings... **Kragen Productions**, Kragen and Company's production division, signed with talent/literary agency **Triad Artists** for worldwide representation. **Ken Yates**, Kragen and Company's VP/Production since 1981, has been upped to President of Kragen Productions... **Mike Feurt** joined the sales staff of **Top Billing International**. He was formerly with **McFadden and Associates**... **Joe Askins** was promoted to Post-Production Supervisor at Nashville-based film/TV production company **Scene Three**... **Fran Dalton** has been appointed VP/Operations of **Roy & Roy Public Relations & Marketing**. She formerly represented **Hank Williams Jr.**, **Ricky Skaggs**, and **Sawyer Brown** at **Kathy Gangwish & Associates, Inc.** in Kansas City... **Don Williams** has signed a long term recording contract with **Capitol Records**. This announcement



A HELPING HAND — Helen Cornelius gets a helping hand from producer Billy Strange during the recording session of her upcoming MCA Dot album, slated for an October release.

ends weeks of industry speculation since Williams' recent exit from **MCA Records**. Under the new recording agreement, Williams will continue to co produce his records with longtime associate **Garth Fundis**...

MARKETPLACE

AIRCHECKS

Current And Classic Airchecks!

Current Issue #64 features KOST/M.G. Kelly, KISS/Bruce Vidal & KMGG/Laurie Allen, KMEL/London & Engelman, Boston A/Cs WROR & WYBF, Portland CHRs KMKJ & KKRZ, Tampa's Z98/Michael Fox, WNBC/Soupy Sales, plus the WJMK Rock & Roll Reunion. 90-minute cassette, \$5.50.

Current Issue #63 features WNBC/Howard Stern, WLS/Larry Lujack, KAFM/Andy Barber, KKM/Pat O'Day, KRLA/Art Laboe, Boston CHRs WZOU, WXXS & WHIT, Tampa's WMGG/John Langin, plus Nashville's WYHY/Coyote McCloud. 90-minute cassette, \$5.50.

Special Issue #5-60 features BUFFALO! CHRs WBEN-FM, WNY5, & WYSL, AOR WPHD, Urban WBLK plus A/Cs WKBW, WGR, WGR-FM, WBUF & WBEN. Cassette, \$5.50.

Special issue #5-61 features SAN JOSE & SAN FRANCISCO! SAN JOSE CHRs KWSS, KHTT, AORs KSJO & KOMA, A/Cs KARA, KLOK & KEZR, plus SF CHRs KFRC (Game Zone), KYUU, KMEL, & KITS. 90-minute cassette, \$5.50.

Classic Issue #C-57 features KHJ/Real Don Steele-1969, KGB/Jessie Bullet-1971, KNU5/Beau Weaver-1973, KHJ/Tom Dooley-1974, KFRC/Bobby Ocean-1975, KRUX/Todd Wallace-1971, KDAY/Nathan Roberts-1971. Cassette \$10.50. Still available: #5-59 (Chicago), #5-58 (San Antonio), #5-57 (Atlanta), #5-56 (Orlando/New Orleans), #5-55 (Miami) @ \$5.50 each.

CALIFORNIA AIRCHECK

Box 4408 — San Diego, CA 92104
(619) 460-6104

COMEDY

NEW! BRIGHT! FRESH!
Write on station letterhead to:
CHEEP LAFFS
1111 W. El Camino Real
Suite 109-212
Sunnyvale, CA 94087

You're weird, perverted, and dermited. That's why I like your stuff!
Dr. Don Rose
KFRC
San Francisco

Free Sample

DIAL-O-G **Win Your Next Book**

"Jokes, Calendar, Phoners"
"Show Ready" Material For Every Day Of The Month

Write on station letterhead or phone: 10918 Foxmoore Ave.
(804)270-7206 9AM-5PM EST Richmond, VA 23233

ELECTRIC WEENIE
RADIO'S MOST RESPECTED
DJ GAG SHEET SINCE 1970

ROCK DESS, KIS-FM. "Tom, you really are The Best. Really look forward to the arrival of The Weenie, such a shot in the arm for our Morning Team!"

FOR FREE SAMPLES WRITE
The Electric Weenie, Inc.
P.O. Box 2715, Quincy, MA 02269

10 CHARACTER BITS & 10 DROP-INS FOR \$15.00 A WEEK

Professional comedians, Lyle the station guard, Senator Claghorn, and more! Customized on a weekly basis and exclusive to your market. FREE SAMPLE TAPE.

Morning Show Productions
Box 292202, Ft. Lauderdale, FL 33329
(305) 989-3944

"Phantastic Phunnies"

Highly Respected! Hilarious! Original!
Proven worldwide audience builder!

"Quick-quip," "Typical Humor!" Introductory month's 500 topical one-liners and "BONUS"... Just \$2.00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.

CONSULTANTS

"DROPINZ"

New, fresh wild tracks for your show each month, only \$20. Semi-annual and yearly rates too. Sample cassette \$4.

Aircheck critique and production by a 22-year major market veteran. Call or write for rates.

Stu Collins Broadcast Services
174 King Henry Court, Palatine, IL 60067 (312) 991-1522

PROGRAMMING

Pop Oldies — 1955-1984
Stereo — Mono — 25Hz Tuning

Call or write for information and free list of titles.

"THE MUSIC DIRECTOR"
PROGRAMMING SERVICE
Box 103 • Indian Orchard,
Massachusetts 01151 • 413 783 4626

PROGRAMMING

60 SECOND PRODUCTIONS
BIZARRE SYNTHESIZER EFFECTS
15 spots, 10-55 seconds on one 15 i.p.s. stereo 1/2-track reel. Lots of panning. \$10 to:
SIXTY SECOND PRODUCTIONS
RD 4, Box 392, York, PA 17404 (717) 266-1422

N.Y.P.D. (New York Parody Department)
Pre-recorded comedy bits including parody commercials, slice-of-life skits, drop-ins and more. Send \$5 for information and sample cassette you can use on the air.
... Jocks! Call for details on our aircheck service, "Check Works"

BROADCAST PRODUCTIONS EAST, INC.
23 Rustic Ave., Medford, NY 11763
(616) 286-8125

---ADVANCE NAB/NRBA CONVENTION SPECIAL---
700 + CARTS \$4.50..*

700-1000 COUNTRY or CHR songs
from our lists - or yours

CUSTOMUSIC CART

BLACKSTONE
ENTERTAINMENT GROUP
Radio Program Service
(303) 685-9563

*CWO - Audiopak AA 4, SES-4 tape - 700 units min. order offer extended to include Radiopak and MasterCart II

PROMOTIONAL

Ratings grow when
CARLEY PRINTS
on transit space

YOUR AD HERE

CA Carley (414) 384-0933
ADV.CO. INC. Milwaukee, WI 53214

SPAI
Screen Printing
Radio/Television

PUBLICATIONS

The Overnight Handbook's
first release brought rave! WZOU's Jim Cutler has packed it full of usable ideas. A must for the "graveyard shift". Limited quantity! Send \$12.95 to Jim Cutler Creative Services, 100 High St., Medford, MA, 02155.

Because you're more than a comedian . . . you need more than a joke service . . .

one to one™
THE JOURNAL OF CREATIVE BROADCASTING

... offers you weekly self-help and professional growth articles, promotions, artists profiles, expert advice plus a fresh supply of topical humor every seven days.

One-month trial subscriptions (four issues): \$10 (deductible for your first yearly subscription) Send to:
Cree Radio Services
P.O. Box 9787, Fresno, CA 93794
Credit Cards Orders, Phone: (209) 226-0558

COMEDY

O'Liners

FREE SAMPLE ISSUE
of radio's most popular humor service
For sample, write on station letterhead to: **O'Liners**
1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025

COMEDY

Disk Jockey Comedy

KRAZY KOMMERCIALS . . . 100 of the wildest things ever sold on radio. Everything from a police dog that licks to a tethalon to combat excess body hair to a free loaders home study course. Fore FREEBEE, write: **RTPB, INC.**, 7805 Sunset Blvd., #206, Los Angeles, CA 90046.

COMEDY

Contemporary COMEDY

Hundreds renewed again!
Free sample!
Write on station letterhead to
Contemporary Comedy
5804-G Twining
Dallas, TX 75227

R&R MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

1 Time	Per Insertion
6 Insertions	\$50.00
13 Insertions	\$45.00
26 Insertions	\$40.00
	\$35.00

Volume Rates Available

Additional \$10.00 per week charge for Blind Box ads.

Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable.

Submit to: **Marketplace**
RADIO & RECORDS 1930 Century Park West
Los Angeles, Calif. 90067 (213) 553-4330

MARKETPLACE

PUBLICATIONS

THE M STREET JOURNAL

A new, authoritative weekly newsletter for:
Format News * FCC/CRTC Files * CP Activity
Free sample: Box 540381, Houston, TX 77254
(713) 660-5260

FEATURES

World's Greatest Living Expert

NEW 65 interviews with "experts" on wacky subjects: "Time Travel," "The Car Wash," and more. About 2 minutes each with listener-grabbing intro, spot break, wildly funny and...entertaining interview!

Real Funny Stuff!

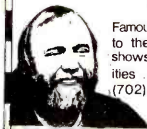
Free demo. write on letterhead or call (608)524-5411

1164 BISHOP STREET, SUITE 124
HONOLULU, HI 96813

COCOANUT CREATIONS

FEATURES

FREE FREE FREE



Famous PSYCHIC David Guardino, Psychic to the Stars, is available FREE for talk shows, phone interviews and news actualities... 24 hr. phone... just call... (702) 386-0702 or (702) 386-0827.

GALAXY

write:
Box 20093R,
Long Beach, CA 90801

*Indicate COUNTRY or CONTEMPORARY Format

Free Sample Of RADIO'S DAILY ON-AIR PREPARATION SERVICE!

Air shift-ready music notes, star facts, calendar, more!

REAL ESTATE

If you're looking for a great office in Century City...

SUBLET FROM R&R!

We've completed our consolidation to the 5th floor at 1930 Century Park West. This leaves 3500 square feet of prime office space available on the 4th floor in an outstanding Westside location, on the corner of Constellation and Century Park West.

Call R&R for details: 213-553-4330
It's really worth looking at!

OPPORTUNITIES

OPENINGS

NATIONAL

RADIO 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

OPENINGS

OPENINGS

OPENINGS

Give me creative, flexible production. I'll make you a PD in Portland, ME. Rush salary history! T&R: OM, KISS-100, Box 929, Lewiston, ME 04240, (8-9)

Coast of ME opening for experienced pro with good production. Prefer New Englanders. T&R: Tim Moore, KISS-94 FM, Box 9494, Ellsworth, ME 04605. EOE M/F (8-9)

MORNING PERSONALITY

Number ONE 25-34 A/C FM radio station in major market needs THE Canadian morning personality of the 1990's to complete winning team! Excellent salary and benefits. If you're a positive entertainer who knows how to make your listeners feel great, send tape and resume to:

CJFM, FM96
1411 Fort Street
Montreal, Quebec H3H 2R1
Attention: Susan Davis
Program Director

Looking for nighttime personality for 57-kw A/C, CHR hybrid. Great facility, great company, great numbers. T&R: Jack Michaels, Box 309, Johnstown, PA 15907, (8-9)

Need PD with good knowledge of Country music for 10-kw AM. T&R: Sandy Neri, Box 309, Johnstown, PA 15907, (8-9)

A/C mornings opening. Small market. Must be experienced & stable. T&R: John Lopez, GM, WBPZ, Box 420, Lock Haven, PA 17445. EOE M/F (8-9)

AOR PROGRAM DIRECTOR

Dynamic, successful AOR, 90 minutes from NYC, has rare opening for top-flight PD/Morning personality. Must excel in all departments. Send tape and resume to Radio & Records, 1930 Century Park West, #0074, Los Angeles, CA 90067.

Parttime air personality with production capabilities for Philadelphia FM. Send T&R: WJQG, Box 1002, Bala Cynwyd, PA 19004. EOE M/F (8-9)

Medium-market AOR in Northeast seeks morning show producer to assist PD. Individual must have good production skills, a strong sense of current events, a good wit, and an outgoing personality. Join our unbeatable team. Tape and resume to: Radio & Records, 1930 Century Park West, #0081, Los Angeles, CA 90067.

Hot PD For #1 rated, zoo-type Class C in a prosperous, top 100 Sunbelt market. Resume, philosophy, and cassette to: Radio & Records, 1930 Century Park West, #0082, Los Angeles, CA 90067.

Experienced news reporter/anchor to join seven-person department. T&R/writing samples: David Kush, ND, WHWH-AM, WPST-FM, 221 Witherspoon Street, Princeton, NJ 08542 (8-9)

Q106, 60-kw CHR needs parttime air talent immediately. T&R: Mark Belmotte, Box 1230, Claremont, NH 03743, (8-9)

WALK FM 97.5 AM 1370

Production Director

WALK, Long Island's premier A/C, needs an experienced Production Director/Copy Writers/On-air Person. Strong organizational management and copy writing skills essential. Send tape & resume and writing samples to: Bill Edwards, Program Director, WALK FM/AM, Box 230, Patchogue, NY 11772 EOE MF

ME PA's top-rated AOR needs 7-midnight jock experienced in production. T&R: Dave London, ROCK-107, 149 Pennsylvania Avenue, Scranton, PA 18503, or (717) 961-1842 (8-9)

97fm WASHINGTON

WASH Radio is looking for a very special on-air performer for a new radio show. Do you fit this description?

1. British, French, or other European accent
2. Well-educated
3. Interesting conversationalist
4. Well-versed on a variety of subjects
5. Confident
6. Wordly
7. Creative Mind
8. Extrovert
9. Witty
10. Good voice quality

Not in order of importance. Please send a description of yourself to: WASH Radio, 5151 Wisconsin Ave. NW, Washington, DC, 20016. We will audition qualified candidates.

Do you know someone who fits this description? Find this person and tape them for us you receive a \$1,000 finder's fee!

The nation's fastest-growing audience research firm is looking for exceptional individuals.

We offer our clients a superior, quality-controlled research process, complete client consultation services, and usable, actionable reports.

We offer you a challenging work environment, the opportunity to learn, grow and excel with a winning team, and a prime downtown Chicago location. Positions available in producing, managing, and developing our high-quality research services. So, if you're impressive, young and aggressive, with market research and/or radio experience...

Send your resume/qualifications to:

STRATEGIC RADIO RESEARCH

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

NATIONAL OPENING

Golden Opportunity. Creative, entertaining personalities needed for all market sizes. If you can perform in A/C or Easy Listening, rush T&R to:



Churchill Productions

1136 E. Campbell Ave. Phoenix, AZ 85014. No calls M/F (EOE)

EAST

Possible openings for news reporter/anchor in media-intensive, upstate N.Y. market. T&R: Ellen Abbott, 317 N. Aurora Street, Ithaca, NY 14850. EOE M/F (8-9)

Buffalo's fastest-growing radio station needs someone with hot production. T&R: Scott Robbins, WKSE, Box 364, Grand Island, NY 14072. EOE M/F (8-9)

Salesperson needed for NW NJ area A/C FM station. Salary/commission plus. Contact: Bill Dimmick, WFMV, (201) 362-8221 (8-9)

95-XL needs ND & afternoon anchor. C&R: Paul DeMille, 95-XL, Box 1228, Parkersburg, WV 26101. EOE M/F (8-9)

OPPORTUNITIES

OPENINGS

ND for AM/FM combo in NJ. Report & manage three-person department. T&R: Salary requirement: WJNJ & WJXL-FM, Box 40, Newton, NJ 07860. EOE M/F (7-19)

THE RESEARCH SAYS "OLDIES" — are you a PD who can deliver this format? Resume and cassette to: Radio & Records, 1930 Century Park West #0073, Los Angeles, CA 90067.

OUTRAGEOUS MORNING PERSONALITY

 WCCC is looking for an outrageous/topical morning madman. Only the most creative need apply! T&R to David Grossman, WCCC, 243 S. Whitney St., Hartford, CT 06105.

SOUTH

PD to maintain & develop top-rated Country FM. Ability & desire more important than experience. T&R: WDAR, Box 811, Darlington SC 29532. (7-26)

100-kw Country FM needs PD, yesterday. T&R: Ron Barnhart, KFKE, 920 Commerce, Pine Bluff, AR 71601. (8-9)

WBCY-108fm

Charlotte's top-rated CHR has a very rare morning opening. If you're a morning personality who can be funny, who understands local involvement and its importance, and enjoys working hard at remaining #1 both on and off the air, then we'll pay top dollar for your talent. **DON'T WAIT!** Send skimmable tape along with resume and references to: Bill Martin, WBCY, One Julian Price Place, Charlotte, NC 28208. EOE M/F

Two Central FL top-rated FMs looking for announcers. Positions available now. Production qualities a must. Send T&R: Ross Martin, Box 1060, Avon Park, FL 33825. EOE M/F (8-9)

WVAV & WLAT/Myrtle Beach looking for ND. Experience preferred. T&R: Jeff Kelly, Box 799, Conway, SC 29526. EOE M/F (8-9)

Tired of six-day weeks? Sunny 100-kw A/C needs morning excitement. Experienced male or female. Involvement a must. C&R: OM, Box 1085, Staunton, VA 24401. EOE M/F (8-9)

K104 The Hits of the City

ANCHOR/REPORTER needed for Dallas-Ft. Worth U/C format. Send T&R to News Director, K104 FM, P.O. Box 530860, Grand Prairie, Texas 75053 (214-647-1831)

HIGHLY-RATED STATION IN THE SOUTH

is looking for *afternoon news anchor* who can break the belief that radio news is only wanted in the morning. Immediate opening for self-starter with a good voice and smooth delivery. Must still be able to get excited about news stories. Salary unlimited! Send T&R to Radio & Records, 1930 Century Park West, #0075, Los Angeles, CA 90067. EOE.

WWSA/WCHY evening announcer needed for full-service soft A.C. A team worker. Conversational delivery. T&R: Randy Bush, Box 1247, Savannah, GA 31402. EOE M/F (8-9)

WSL/C/Roanoke, Country, accepting T&Rs for immediate morning drive opening. Reynold Hawk, Box 6002, Roanoke, VA 24017. (8-9)

WZZU/Raleigh, 100-kw CHR has immediate opening for prime time air personality. Good money. T&R: Gary Dickson, Box 33396, Raleigh, NC 27608. EOE M/F (8-9)

OPENINGS

Knoxville's top-rated rock station is accepting tapes for future openings. Looking for morning quality talent. T&R: WINZ, 901 E. Summit, #200, Knoxville, TN 37915. EOE (8-9)

MIDWEST

Z.93' looking for CHR personalities for future openings. All shifts. T&R: Scott Howard, Box 2208, Kokomo, IN 46902. EOE M/F (8-9)

News/talk station between Milwaukee & Chicago seeks talk show host. T&R: Paul Gilbert, WKRS, 3250, Bevidere Road, Waukegan, IL 60085. EOE M/F (8-9)

1470 WKMF
 CARS 108
 "Flint's Killer Combo AM Country — FM/A/C, in search of Production pro. No beginners. Great voice, creativity a must. T&R to Mark Thomas, Ops Manager, WKMF/CARS 108, Box 1470, Flint, Michigan 48501. E.O.E. M.F."

SOLID MORNING ENTERTAINER

Upper Midwest Country station searching for top-of-the-line morning personality. Great opportunity with growing group. T&R to: Radio & Records, 1930 Century Park West, #0084, Los Angeles, CA 90067. EOE

Radio station research and consultation group seeks A/C, CHR & Country air talent eager to grow from caterpillar into butterfly. T&R to:
BOB HARPER'S COMPANY
 Post Office Box 24337 • San Diego, CA 92124

KFMH/Muscataine-Davenport accepting T&Rs for future openings. Progressive AOR. T&R: Steve Bridges, 3218 Mulberry, Muscatine, IA 52761. (8-9)

Wanted: Experienced advertising sales rep. Three years' minimum required. Send resume: Marty Green, Director of Sales, WAXX Radio, Box 6000, Eau Claire, WI 54702. (8-9)

Established AM/FM, ABC affiliate. Excellent area. Airshift, some production. Send tape and resume to Joe Hogan, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. An Equal Opportunity Employer M/F

Wanted, afternoon Country announcer. Central Illinois. Extra money for PBP. Good production skills. T&R to T.S., P.O. Box 387, Taylorville, IL 62568. Experience preferred. Opening soon. No calls.

NEWSPERSON

For established Midwest AM/FM, ABC affiliate. Experience preferred. Send tape & resume to: Joe Hogan, WLPO/WAJK, P.O. Box 215, LaSalle, IL 61301. An Equal Opportunity Employer M/F.

"Major Midwest news operation seeks morning news personality. Voice quality, personality; writing ability important. T&R to R&R: 1930 Century Park West, #0077, Los Angeles, CA 90067. EOE."

"Format-leading Midwest adult radio station is looking for a warm, friendly and *topical* personality who wants to work hard and win in a great growth atmosphere! All inquiries confidential! Mail to R&R: 1930 Century Park West, #0078, Los Angeles, CA 90067. EOE."

OPENINGS

HOT MORNING MAN!

Needed immediately by large broadcast chain with stations throughout the country. You must be able to communicate with adults and maintain present number one status in highly competitive Sunbelt market!! Send tapes and resumes to Radio and Records, 1930 Century Park West, #0079. EOE M/F

105-FM seeks Assistant PD. Must write copy. Possible weekend airshift. T&R: Randy Stephenson, WWCK, 3217 Lapeer Road, Flint, MI 48503. (8-2)

The new Country WALK/Milwaukee seeks qualified sales people. Resume: Mike Saxton, WALK, 1450 Whitehall, Waukesha, WI 53186. (8-2)

East Central IN's best CHR needs air talent immediately. T&R: Jeff Daniels, K-96, Box 1647, Richmond, IN 47374. (8-2)

Looking for PD for top 50 5-kw A/C station. T&R: Walter Broadhurst, GM, WING, 717 E. David Road, Dayton, OH 45429. (8-2)

WEST

Need energetic/friendly air talent & ND who's willing to dig. Growing market. Resort community, good dollars. T&R: Ken Bordon, Box V, Vail, CO 81658. (8-9)

Experienced air personality needed at Great Falls FM. T&R: Wes McShay, KWON, Box 3309, Great Falls, MT 59403. EOE M/F (8-9)

610 KFRC
PRODUCTION DIRECTOR
 KFRC, San Francisco is accepting applications for Production Director. For specifics on how to apply, call Kyle Palabay, KFRC programming Assistant, at 415-986-6100.
 KFRC, RKO, EOE M/F/H/V

Denver's A.C. Classy-1090 needs morning talent or team. T&R/salary: PD, KLZ, 1776 Grant Street, Denver, CO 80203. (8-9)

Come to the "Coast." KOST is looking for the best weekend/utility talent in the SW. T&Rs only: Jhani Kaye, 610 S. Ardmore, Los Angeles, CA 90005. EOE M/F (8-9)

Hot Hits for 105 KITS
MAJOR \$\$\$S FOR MAJOR TALENT
 If you have what it takes to be extremely entertaining to our PM drive audience in America's most beautiful city, then I want to hear your best tape... humor, warmth, personality and that special spark all a must. No calls. Rush T&R to: KITS, 1355 Market Street, Ste. 152 San Francisco, CA. 94103. EOE

Need good adult communicator with strong production skills, great voice, & good copywriting. T&R: Mike Bell, Box 749, Albany, OR 97321, or (503) 926-8683 (8-9)

Continous Country station has rare fulltime opening. T&R: Randy Hood, KFM-102, 1555 East Flamingo, Suite 435, Las Vegas, NV 89119. EOE M/F (7-26)

MORNING/AFTERNOON PERSONALITY
 Rare opening for the right talent. Top-rated Contemporary Country station in Central California is in need. Beginners, save it! T&R to: Radio & Records 1930 Century Park West #0083, Los Angeles, CA 90067 EOE M/F

KTYD/Santa Barbara accepting T&Rs for future openings. Top-rated AOR in beautiful West Coast market. Rick Williams, Box 62110, Santa Barbara, CA 93160. (8-2)

Giant CHR in Northern CA needs announcer & announcer/engineer. Production a must. T&R: John McCorkie, KRFD, Box 631, Marysville, CA 95901. No calls. (8-2)

KMGX/Magic 104, a Fresno CHR, is seeking experienced morning personality/news anchor. No calls. T&R: John Berry, 1765 N. Fine, Fresno, CA 93727. (8-2)

Country giant looking for air talent/production person. Must be good at remotes. Two years' experience required. T&R: Dennis Goodnight, KRGT, Box 968, Las Cruces, NM 88004. (8-2)

OPENINGS

Top Rated CHR

Needs competitive drive personality. Must have strong production and love appearances. North Colorado market with 2 colleges. Must be a winner! T&R to: Jim Alexander, PD, KUAD-FM Box 117, Windsor, CO 80550. No calls! EOE

JOIN A WINNING TEAM

New Country FM, Southwest, well within Top 100. Accepting T&R now for early September start date. Excellent growth group. All shifts open now. T&R to Radio & Records, 1930 Century Park West, #0054, Los Angeles, CA 90067. EOE M/F

Full & parttime announcers wanted for San Francisco B/U outlet. Minimum 3-5 years' experience. T&R: Jeff Harrison, KRE, 601 Ashby Avenue, Berkeley, CA 94710. No calls. (8-2)

Network supplying major CA radio stations with traffic reports, seeks air talent. Must have good knowledge of L.A. area. T&R: 8272 Sunset, 2nd Floor, Los Angeles, CA 90046.

Part-Time Dynamic Phone Salesperson
 Needed by radio syndicator for barter placement on radio stations nationwide. Knowledge of top 100 markets preferable. Start immediately. Salary + commission. Contact Ms. Okun at (213) 652-8710.

Needed: experienced Production Director. Good voice, creative production & copywriting skills. T&R: Rick Freeman, KFBC, 1440 Ethan Way, Suite 200, Sacramento, CA 95825. (8-2)

KYVA/KOYO now accepting T&Rs for present & future openings. CHR format. Send to: Bill Lee, Drawer K, Gallup, NM 87301, or (505) 863-6651 (8-2)

THE FULLER-JEFFREY GROUP inc.
Morning Talent — California
 The Fuller-Jeffrey Group, in anticipation of another major-market California acquisition to be announced soon, is looking for a great morning show.
 We'll listen to every tape submitted, so if you think you're ready for guerilla warfare with one of America's fastest-growing broadcasting companies, send your very best cassette and a resume to:
J.J. Jeffrey
 Senior Vice President
 The Fuller-Jeffrey Group, Inc.
 5301 Madison Avenue #204
 Sacramento, CA 95841
 EOE/M/F Absolutely no phone calls please

KIKX
 Colorado Springs' new No. 1, KJKX, needs a relatable female voice for morning features and short airshift. Must make a good appearance and be comfortable in a highly structured CHR format. T&R to John Dantzer, PD, KIKX, 1108 Manitou Ave., Manitou Springs, CO 80829. EOE

Modern Country station is quest of Program Director/Morning Man, and talent for other shifts. Live, work, and play in aggressive West Texas town. Send T&R to: Radio & Records, 1930 Century Park West, #0080, Los Angeles, CA 90067.

Future & parttime air talent wanted. C&R: Randy Robbins, Box 1520, Oxnard, CA 93034. (8-2)

Future on-air opening possible for morning news position. T&R: KLLY, Box 2630, Bakerfield, CA 93308. No calls, please.

OPPORTUNITIES

OPENINGS

NEWS DIRECTOR

Rocky Mountain A/C AM-FM comb is looking for a news director who has the organizational abilities and great on-air presentation to be #1. Women encouraged to apply. T&R to: Radio & Records, 1930 Century Park West, #0070, Los Angeles, CA 90067. EOE

POSITIONS SOUGHT

Ohio University graduate with 11 years' experience, including automation & sports, seeks career opportunity. DENNIS SPISAK: (419) 798-4461 (8-9)

WROK's ANDY SANDERS, looking for programming or air position. Great ratings & production. References. Don't call if wages are unlivable. (815) 332-4756 (8-9)

The GIANT KILLERS

morning team
can we kill ONE for you?

call
(213) 464-6566

Seasoned professional, five years' experience. Award-winning Public Affairs Director/Assistant MD. Vast musical knowledge. Seeking new challenge. SUE: (814) 266-3890 (8-9)

Tired of small-market mentality! Great pipes/personality who knows production. Available yesterday. Any top-50. Will consider others. JIM: (317) 787-7845 (8-9)

Attention small-market CHR PDs: I'm available for any shift including overnights. (312) 266-0642 (8-9)

High energy, up tempo CHR jock, looking for medium/major market. DOUG KENNEDY: (813) 299-8959 (8-9)

Experienced CHR jock. Creative & tight. Available immediately. MICHAEL: (213) 374-6931 (8-9)

Quality production person seeks new Production Director position. A/C, CHR. BOB: (512) 447-0489 (8-9)

Experienced, enthusiastic, & dependable CHR/AOR jock seeks small-market evening shift. Production, phones, some copywriting. Call JEFF: (904) 785-0712 (8-9)

Ambitious 24-year-old air personality. Seven years in commercial radio. Seek air production position in Eastern market. DAVID: (305) 747-2674 (8-9)

Versatility is my virtue. Country, A/C, AOR experience. Intelligent & creative. Excellent delivery. Writing & production skills. Razor sharp. SCOTT: (618) 299-7261 (8-9)

Proven major market morning show personality/producer. Alone, or great second banana. Team player. Pro. Employed, but already packed. (303) 371-2609 (8-9)

Snow already! Large metro jock with drivetime, MD, & phone experience seeks top-100 market. Any format. Mild climate. (305) 755-1292 (8-9)

Stop. Read this: Innovative, detail-oriented, enthusiastic graduate. Willing to relocate. Seeking on-air position. EM-MANUEL: (213) 258-0535 (8-9)

Ready to move up. 2 1/2 years with small market A/C. Will consider going anywhere. Prefer MW A/C or CHR. Give me a listen. CRAIG: (319) 266-1000 (8-9)

Ongoing broadcasting school graduate looking for first on-air position. Hardworking, eager to learn. Hoping to relocate. (305) 798-0576 (8-9)

Beginning position sought in radio. Broadcasting school graduate. Sharp, talented, hardworking. Willing to learn & relocate. JOHN: (602) 945-8757 (8-9)

News & information on your large or major-market CHR can be just as creative & interesting as the rest of your station. Call: (612) 424-9380 (8-9)

Disciplined, professional air talent. CHR, A/C. Eight years' experience in medium markets. Well educated. Seeking challenging career. TOM HAYNES: (301) 797-6894 (8-9)

Graduate. One year of experience. DJ/production/high news. Small FL market only. TOM KRAMER: (305) 557-1100, extension 136, or 666-3030 (8-9)

News anchor/reporter/assignment editor interested in making a move. 12 years' experience. Call MELODY: (317) 545-9708 (7-26)

Country lovin', double minor, hard worker, good employee, team player, product of major market. Exceptional attitude, sparkling, smiling, sport. Need it! (713) 782-1004 (7-26)

POSITIONS SOUGHT

Let this mutant make you a profit! If you're looking for a winning, whacked-out personality, call me! The kamikaze dentist. JEFF FRANCE: (419) 289-6369 (8-9)

Ratings tops again. Now I need greater challenge & reward. Currently Country MD/PM drive. 11 years' experience. Great production. GORDON: (217) 443-8144 (8-9)

PD with 13 years' experience in Vegas, Salt Lake, AZ, & CA, with proven track record. RICC THOMPSON: (602) 634-3706 (8-9)

Two years' Central CA mornings. Need a job now. KELLY: (209) 383-3146 (8-9)

NBA sportscaster for L.A. Clippers looking for college or pro team, or your sportscaster position. PETE ARBOGAST: (818) 241-2559 (8-9)

DAVE MATTHEWS in the morning WHFM, KAAV, I-100, Q102, Y106. 17-year pro with excellent numbers is looking for CHR & A/C. Medium/major market. (904) 245-0390 (8-9)

Warm, reliable, deep-voiced announcer looking for new challenge. Formats include: WNOE, KLOL, KVI, Resonance & hardworking. STEVE ALLISON: (503) 773-3607 (8-9)

Eight-year pro with five years' top-45 market experience looking to move to a top-45 Midwestern A/C. Also have talk show experience. (312) 938-3622 (8-9)

Eight-year pro seeks more experience. Have announcing, production, MD, ND, sports color, & copywriting experience. Call DOUG: (712) 362-5647 (8-9)

Inventive, concise, & stable personality seeks airshift. Major market experience in four formats. Good production. BOB MOHR: (301) 777-2988 (8-9)

Desperately seeking medium/large market. Experienced news man misses big city news. Call JEFF: (617) 693-6526 (8-9)

Hey! It's a living. Currently parttime weekend. 15-year personality looking for fulltime. Topical, funny entertainer. Mornings or whatever. (702) 871-7595 (8-9)

High-energy CHR jock wants to stay in CA. Contact: KIQ NORDHOFF: (213) 530-7426 (8-9)

Experienced air personality/copywriter seeks airshift at innovative medium market. CHR or A/C with good management. Will relocate. For T&R, call NORRIS: (602) 838-4099 (8-9)

Now available. A very experienced Country personality with excellent pipes & sense of humor. Creative production & programming abilities also. (702) 851-1079 (8-9)

BUU, CHR. Three years' experience in medium market. MD in rotation. Presently working WCLK/Atlanta. Prefer the South. Call AL TWITTY: (404) 822-7786 (8-9)

MANAGERS! PROGRAMMERS!

If you are seeking an individual of the following description:

- A Successful Veteran A.C. Personality
- Self-Motivated and Dedicated Professional
- Enthusiastic and Highly Organized
- Meticulous On-Air and Production Skills
- Outstanding Credentials/Track Record
- With Present Station Nearly a Decade
- Involved Regularly in Community Service Projects
- Capable of Air Personality and/or P.D. Assignment

If You're In A Top 50 Market,
You Can't Afford Not To Reply
Immediately and In Confidence To:
Radio & Records
1930 Century Park West, Box 0076
Los Angeles, CA 90067

BILL GRADY, 15-year veteran at KLFJ, WHB, KILT, seeks major-market ND position. (816) 523-2017 (8-9)

Promotion stunt of the week backfires. Enthusiastic, creative morning man/MD available for medium/large market. All formats. JOE BARTOSCH: (312) 456-4219, mornings. CDT.

Seasoned young news professional from award-winning team seeks anchor slot with medium/major market station. SCOTT: (309) 454-6895 (8-9)

Team player with MVP potential wants to make your starting rotation. Prefer Charlotte, NC, or Mid-MI areas. ALAN: (313) 646-7034 (8-9)

A real worker. Three years' experience in top-rated AOR MD/Assistant PD/weekday/ship razor blade. Want to work. Lat's rock. GREG HAMMER: (904) 392-0771 (8-9)

Hot production, strong pipes, professional creative radio. No small markets or Country! If your station talks instead of screaming, call ERIC: (409) 823-1712 (8-9)

A/C, CHR air personality with two years' small-market experience looking to move up. YEVIN MACHADO: (916) 529-1796 (8-9)

Female with four years' experience. MD highlights at KFMM, KK82 & KIIIQ. Looking for fulltime slot. JILL: (303) 630-1098 (8-9)

POSITIONS SOUGHT

Available immediately. Hardworking, dependable announcer seeking entry level position. Will relocate. Call MARK MITCHELL: (303) 859-1080 MDT. (8-9)

DOUG ALLEN, MD, five-year pro now available. Will relocate. Looking for good CHR or Country station. (319) 352-2300 (8-9)

I'd like to put my 15 years' experience to work for you as a Country morning man and/or PD. JIM McCLOUD: (415) 365-1306 (8-9)

SPORTS

Award-winning sportscaster (Associated Press play-by-play) is looking for fulltime position. I also do field work and produce my own material. Call (413) 663-7430 before 11am or after 7pm EDT.

Ferchisekel Any GMs need OM/PO for excellent 25-54 numbers? 14 years/major experience. Degree. (916) 529-2026 West Coast only. (8-9)

Rambo news, CHR & AOR anchor/personality with lots of war stories. Enlist me today or else! (512) 656-6789 (8-9)

You like working with losers? Neither do I. Want to work with winning CHR or A/C team in the W/MW. Let's talk. MIKE MASTERS: (805) 943-7187 (8-9) or 824-4221 (8-9)

Currently employed. Solid midday man looking for medium-market A/C, Jazz, CHR, B/U station. Will relocate anywhere. MAC MONTE: (301) 693-9926 (8-2)

I'm bored. Want zany "Letterman-style" humor? I'm your man. Let's talk. (207) 763-2781 (8-9)

Air talent/production with character voices seeks small/medium market challenge. PAUL: (617) 236-8905 (8-9)

Looking for new challenge. Successful small/medium-market PD looking for growing group. Specialize in Country. Prefer SE. Leave message for TOM: (607) 798-7111 (8-9)

PD/OM, eight years' experience. Excellent skills in management/programming/promotions/music/video. Let's discuss your problems/needs. Victor Lentini: (618) 529-5417 (7-26)

RICK BECKETT, 16-year AM drive comedian available now. Johnny Carson even used one of my original bits. Will consider joining a team. (616) 453-6611 (8-9)

MD with wide range of rock, early R&B, & Country knowledge (28-29 years), looking for opportunity with station with any of these formats. JIM McCLODY: (215) 649-6292 (8-2)

Cut costs & improve quality. Hottest hits CHR programmer with 20 years' experience has uncluttered "hit only" format. JON BRUCE: (805) 481-7016 (8-2)

Currently employed. Solid midday man looking for medium market A/C, Jazz, CHR, B/U station. Will relocate anywhere. MAC MONTE: (301) 693-9926 (8-2)

Top-rated evening FM CHR jock looking for a new, exciting challenge. Got that challenge? Let's talk. TOM: (801) 836-9372 (8-2)

Searching for female announcer with excellent voice quality & production skills? Pick up the phone & call ROBIN: (612) 340-9954 (8-2)

Older experienced announcer currently in small market polishing up skills after years off air. Now seek to move up. Prefer CA/OR/WA/Vancouver. BILL NOVAK: (702) 826-8127 (8-2)

Air talent available. PD/MD. Have worked in NJ, CT, NC, SC, MI. Currently working afternoon drive. Will consider all markets. Call JAMES: (301) 749-6306 or 749-4899 (8-2)

20-year, major market morning entertainer seeking to relocate on Gulf Coast/Sunbelt. Can deliver audience. (177) 561-9747 after 1pm EDT. (8-2)

Hey, small-market CHR PDs. Two years' experience. Work me like a dog! Pretty nutty, huh? (312) 266-0642 (8-2)

Houston OM, A/C, Country, CHR with promotions & sales background. NICK: (713) 987-2083 (8-2)

Top-notch sportscaster would like to become a part of your winning lineup. Call anytime. DENNY: (614) 666-7033 (8-2)

Small-market jock seeks medium-market position in MW. Call BART: (214) 792-8030 before 11am DST. (8-2)

Experienced morning man, news, production, copywriting. Married & stable. Available now to medium or better market. All areas considered. LARRY KAY: (717) 653-2500 (8-2)

Parttime major-market jock looking for a fulltime night position at medium/small up tempo CHR. Good voice & many character voices. Call JOHN: (414) 961-1353 (8-24)

Experienced PD with positive track record wishes to move to larger market as PD or assistant PD. RICH: (406) 453-5358 after 7pm MDT.

Trivia, requests, '20s-'80s music & personalities. Proven late nights & overnights. 18 years with MD/PO & majors' experience. PAUL: (317) 899-2278 (8-2)

POSITIONS SOUGHT

Experienced, successful, major-market salesman seeks similar position. Preferably western U.S. Contact: A. LaFORCIA, 3752 Magrath Road, Bellingham, WA 98226, or (206) 716-9452 (8-2)

Reliable, ready & right! Air personality RALPH RICHARDS for your CHR/AOR station. For T&R call: (216) 238-3028 (8-2)

Top-quality anchor looking for opportunity in medium/major market. 12 years' street reporting experience. Prefer MW. NICK LINBERG: (319) 366-8977 or 383-7048 (8-2)

Dependable, bright morning personality. 12 years' experience. Good production. A/C, Country, MW preferred. DAVE DANIELS: (515) 955-5679 (8-2)

Commercial production writer/producer & multitrack engineer available today. Call for demo. Prefer TX, but will consider all markets. (409) 846-6930 or 779-1240 (8-2)

14-year programming vet seeks A/C, CHR FM. High on community involvement & public appearances. Call MARK: (209) 722-3267 (8-2)

NBA, Los Angeles experienced. I want to be your pro or college PBP man or station's sportscaster. Ready to travel. PETE ARBOGAST: (818) 241-2559 WDT. (8-2)

MISCELLANEOUS

KWST/Carmel, CA needs Country service from years 1980-83. All labels. Contact George Feele: (408) 373-0132 (8-2)

Need record service from MCA, Motown & Capitol. Contact: David Christian, Magic-98, N. Muskegon, MI 49445, or (616) 744-2423 (8-9)

KOLT/Scottsbluff, commercial A/C plays some jazz in regular mix. Need jazz record service. Contact: Ted Pope, Box 660, Scottsbluff, NE 68361, or (308) 635-1320 (8-9)

AOR/new music interview show needs service from all labels. Julio Flores, Western Front Radio Network, 115 N. Vine Street, Anaheim, CA 92805, or (714) 776-2594 (7-19)

KVOC needs limited A/C service from major labels in addition to current Country service. Contact: Scott Alan, Box 2090, Casper, WY 82602 (8-2)

KUOP needs Blues product from all labels for weekly show. Please send to: Vaida Smith, KUOP, 3601 Pacific Avenue, Stockton, CA 95211 (8-2)

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.

NATIONAL MUSIC FORMATS

Added This Week

Broadcast Programming

John Sherman/Bob English (800) 426-9082

Adult Contemporary

MICHAEL FRANKS "Your Secret's Safe With Me"
NATALIE COLE "A Little Bit Of Heaven"
COREY HART "Never Surrender"

Modern Country

CHARLEY PRIDE "Let A Little Love Come In"
EXILE "Hang On To Your Heart"

Century 21

Greg Stephens (214) 934-2121

The Z Format

MADONNA "Dress You Up"
Y&T "Summertime Girls"
JOHN WAITE "Every Step Of The Way"
JOHN CAFFERTY & BEAVER BROWN BAND
"C-I-T-Y"

The AC Format

MADONNA "Dress You Up"
WHITNEY HOUSTON "Saving All My Love For You"
AIR SUPPLY "Power Of Love (You Are My Lady)"

Super-Country

EXILE "Hang On To Your Love"
MICKEY GILLEY
"You've Got Something On Your Mind"
GARY MORRIS "I'll Never Stop Loving You"
BARBARA MANDELL "Angel In Your Arms"
SOUTHERN PACIFIC "Thing About You"
GUS HARDIN & DAVE LOGGINS
"Just As Long As I Have You"

Concept Productions

Ervin Ichijama (916) 782-7754

CHR

JULIAN LENNON "Jesse"
GODLEY & CREME "Cry"
JOHN WAITE "Every Step Of The Way"
COCK ROBIN "When Your Heart Is Weak"
JOHN CAFFERTY & BEAVER BROWN BAND
"C-I-T-Y"

Country

GARY MORRIS "I'll Never Stop Loving You"
EXILE "Hang On To Your Love"
LORETTA LYNN "Heart Don't Do This To Me"
MICKEY GILLEY
"You've Got Something On Your Mind"
DAN FOGELBERG "Down The Road Mountain Pass"
LOUISE MANDELL "I Wanna Say Yes"
SOUTHERN PACIFIC "Thing About You"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

MADONNA "Dress You Up"
EURYTHMICS "There Must Be An Angel . . ."
FOREIGNER "Down On Love"
HOWARD JONES "Life In One Day"
GODLEY & CREME "Cry"

Contempo 300

HOWARD JONES "Life In One Day"

Great American Country

EXILE "Hang On To Your Heart"
GARY MORRIS "I'll Never Stop Loving You"
CRYSTAL GAYLE "A Long And Lasting Love"

Media General

Broadcast Services

Bob Durmas (901) 320-4433

Action

AIR SUPPLY "Power Of Love (You Are My Lady)"
DAN FOGELBERG "High Country Snows"
WHITNEY HOUSTON "Saving All My Love For You"
UB40 with CHRISSE HYNDE "I Got You Babe"

(Media General continued)

Your Country

LORETTA LYNN "Heart Don't Do This To Me"
STATLER BROTHERS "Too Much On My Heart"
ED BRUCE "If It Ain't Love"
EXILE "Hang On To Your Heart"
EMMYLOU HARRIS "Rhythm Guitar"
JOHN SCHNEIDER "I'm Gonna Lose You Tomorrow"

Hit Rock

MADONNA "Dress You Up"
MICHAEL McDONALD "No Looking Back"
DIRE STRAITS "Money For Nothing"
LAURA BRANIGAN "Spanish Eddie"
EURYTHMICS "There Must Be An Angel . . ."
KATRINA & THE WAVES "Do You Want Crying"
GODLEY & CREME "Crying"

Peters Productions, Inc.

Debbie Walsh (619) 565-8511

Country Lovin'

EDDY RAVEN "I Wanna Hear It From You"
JUICE NEWTON
"You Make Me Want To Make You Mine"
LOUISE MANDELL "I Wanna Say Yes"
MARK GRAY "Smooth Sailing (Rock In The Road)"

The Great Ones

AMY GRANT "Find A Way"
KENNY LOGGINS "Forever"
BEACH BOYS "It's Getting Late"
COREY HART "Never Surrender"
JAMIE BOND "Heart Of Love"
KIM CARNES "Abadabadango"

Radio Arts

John Benedict (619) 641-0225

Country's Best

ED BRUCE "If It Ain't Love"
EMMYLOU HARRIS "Rhythm Guitar"
KAREN BROOKS "I Will Dance With You"
KATHY MATTEA "He Won't Give In"

Soft Contemporary

AIR SUPPLY "The Power Of Lady (You Are My Lady)"
WHITNEY HOUSTON "Saving All My Love For You"
BEACH BOYS "It's Getting Late"
LAURA BRANIGAN "Spanish Eddie"

Sound 10

MADONNA "Dress You Up"
JOHN PARR "St. Elmo's Fire (A Man In Motion)"
WHITNEY HOUSTON "Saving All My Love For You"

Satellite Music Network

George Williams (214) 991-9200

Country Coast-To-Coast

JUICE NEWTON
"You Make Me Want To Make You Mine"
OAK RIDGE BOYS "Touch A Hand, Make A Friend"
WHITES "Hometown Gossip"
GEORGE JONES "Who's Gonna Fill Their Shoes"
STEVE WARINER "Some Fools Never Learn"

Rock 'N' Hits

MADONNA "Dress You Up"
JOHN WAITE "Every Step Of The Way"
MICHAEL McDONALD "No Looking Back"
JOHN CAFFERTY & BEAVER BROWN BAND
"C-I-T-Y"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

EURYTHMICS "There Must Be An Angel . . ."
GODLEY & CREME "Cry"
JULIAN LENNON "Jesse"
DIRE STRAITS "Money For Nothing"

TM AC

RONNIE MILSAP "Lost In The 50's Tonight"

TM Country

MARK GREY "Smooth Sailing (Rock In The Road)"
KENNY ROGERS "Twentieth Century Fool"
CHARLEY PRIDE "Let A Little Love In"
EDDY RAVEN "I Wanna Hear It From Your Lips"

BLACK TIE

"IF YOU GOTTA
MAKE A FOOL
OF SOMEBODY"

ON YOUR DESK
THIS WEEK!



FROM THEIR
DEBUT ALBUM
WHEN THE
NIGHT FALLS



ON BENCH
RECORDS & TAPES

BLACK/URBAN

BREAKERS

FREDDIE JACKSON

You Are My Lady (Capitol)

73% of our reporting stations on it. Rotations: Heavy 4/1, Medium 22/4, Light 34/20, Total Adds 25 including WILD, WDAS, WAMO, WDJY, WHRK, WEDR, K94, WLUM, KMJM, WZEN, XHRM, WLOU, WBLX. A most added record.

BOBBY WOMACK

I Wish He Didn't Trust Me So Much (MCA)

72% of our reporting stations on it. Rotations: Heavy 1/0, Medium 19/2, Light 39/17, Total Adds 19 including KRNB, K94, WTMP, WGCI, WDMT, XHRM, WENN, WQMG, WJAX, WPDQ, WTOY, WGPR, WWWS. A most added record.

FIVE STAR

All Fall Down (RCA)

68% of our reporting stations on it. Rotations: Heavy 4/0, Medium 19/0, Light 33/12, Total Adds 8, WXYV, WVEE, WDMT, WLUM, XHRM, WENN, Z93, WFXC, WBMK, WPLZ, KHYS, WANT.

MARVIN GAYE

It's Madness (Columbia)

66% of our reporting stations on it. Rotations: Heavy 5/0, Medium 17/1, Light 32/7, Total Adds 8, WHRK, WBMX, WKND, WTKL, WENN, WTOY, WEAS, WWWS. Heavy: WDIA, WYLD-FM, WPEG, WXKI, KOKA.

KLYMAXX

I Miss You (Constellation/MCA)

66% of our reporting stations on it. Rotations: Heavy 14/0, Medium 22/1, Light 18/6, Total Adds 7, WDAS, KNOK, WHRK, WEDR, WYLD-FM, WTKL, WQXK. Debuts at number 39 on the Black/Urban chart.

HOWARD JOHNSON

Stand Up (A&M)

65% of our reporting stations on it. Rotations: Heavy 4/0, Medium 15/0, Light 34/13, Total Adds 13, WAMO, WDJY, WEDR, WYLD-FM, K94, WBMX, WTKL, WXOK, WJYL, WPLZ, WANT, WTOY, WTLX.

CARRIE LUCAS

Hello Stranger (Constellation/MCA)

61% of our reporting stations on it. Rotations: Heavy 10/0, Medium 25/2, Light 15/7, Total Adds 9, KMJQ, KRNB, WDMA, WEDR, WBMX, WTKL, WJAX, WANT, WAAA. Moves 35-34 on the Black/Urban chart.

SHEILA E

Sister Fate (WB)

60% of our reporting stations on it. Rotations: Heavy 1/0, Medium 16/1, Light 32/10, Total Adds 11, WXYV, K94, WBLZ, KQXL, WXOK, WJAX, WJJS, WORL, WPLZ, WDDM, WKWM. Heavy: KDAY.

NEW & ACTIVE

NEW EDITION "My Secret (Didja Gitt Yet?)" (MCA) 48/2
Rotations: Heavy 16/0, Medium 20/1, Light 12/1, Total Adds 2, WZEN, WBMK. Heavies include: WDAS, WUSL, WDJY, K104, KMJQ, KRNB, WJLB, KMJM. Moves 40-36 on the Black/Urban chart.

GAP BAND "Disrespect" (Total Experience/RCA) 45/3
Rotations: Heavy 7/0, Medium 21/1, Light 17/2, Total Adds 3, WRDW, WJAX, KDOK. Heavy: WAMO, WDMA, WEDR, WGCI, WENN, WJMI, WLOU.

FAMILY "The Screams Of Passion" (WB) 44/15
Rotations: Heavy 6/0, Medium 12/2, Light 26/13, Total Adds 15, WDAS, WVEE, KNOK, KMJQ, K94, WBMX, WBLZ, XHRM, KQXL, JET94, WPLZ, KAPE, WAAA, WKWM, KDOK.

JENNIFER HOLLIDAY "Hard Times For Lovers" (Geffen) 40/32
Rotations: Heavy 1/1, Medium 7/4, Light 32/27, Total Adds 32 including WDAS, K104, KNOK, KRNB, WDMA, WHRK, WQVI, WZAK, XHRM, KQXL, WPEG, WFXC, WQMG, WXKI, WPDQ, WLOU, KOKA, WANM, WTLX, WVOI, KDOK.

ONE WAY "Serving 11" (MCA) 40/7
Rotations: Heavy 2/1, Medium 11/1, Light 27/15, Total Adds 7, KRNB, WZAK, WNHX, WRDW, WATV, WBLX, WDDM. Heavy: WQVI.

RADIANCE "All Night" (Qwest/WB) 36/2
Rotations: Heavy 1/0, Medium 8/0, Light 27/2, Total Adds 2, WJJS, KHYS. Heavy: KSOL. Medium: WEDR, WZEN, WENN, WFXC, WQMG, WPDQ, WLOU, WBLX.

WEATHER GIRLS "Well-A-Wiggy" (Columbia) 31/7
Rotations: Heavy 0/0, Medium 10/1, Light 21/6, Total Adds 7, WXYV, WDMA, WZAK, KQXL, WBMK, WBLX, KHYS.

BRASS CONSTRUCTION "Give & Take" (Capitol) 31/3
Rotations: Heavy 0/0, Medium 12/0, Light 19/3, Total Adds 3, WENN, Z93, WPDQ.

HERB ALPERT "8 Ball" (A&M) 29/11
Rotations: Heavy 0/0, Medium 3/1, Light 26/10, Total Adds 11, WDAS, KMJQ, WHRK, WYLD-FM, WBMX, KMJM, XHRM, WRDW, KQXL, KHYS, WANM.

DENNIS EDWARDS "Amandas" (Gordy/Motown) 27/4
Rotations: Heavy 1/0, Medium 7/0, Light 19/4, Total Adds 4, WRKS, XHRM, WORL, KHYS. Heavy: WDAO.

O'JAYS "Just Another Lonely Night" (PIR/Manhattan) 26/26
Rotations: Heavy 0/0, Medium 2/2, Light 24/24, Total Adds 26 including WDAS, WHUR, WVEE, K104, KNOK, WHRK, WYLD-FM, WGCI, WZAK, KQXL, WFXC, KIZ, KUCB, KHYS, KAPE, KOKA, WDAO, WTLX.

WORD OF MOUTH featuring D.J. CHEESE "King Kut" (Profile) 25/9
Rotations: Heavy 1/0, Medium 8/2, Light 16/7, Total Adds 9, WDAS, WDMA, WEDR, WNHX, WXOK, WXKI, WBMK, KUCB, WLOU. Heavy: WQVI.

NEWCLEUS "Let's Jam" (Sunnyview) 25/2
Rotations: Heavy 1/0, Medium 8/1, Light 16/1, Total Adds 2, WRDW, WJMI. Heavy: WDAS.

MOST ADDED

JENNIFER HOLLIDAY (32)
Hard Times For Lovers (Geffen)
O'JAYS (28)
Just Another Lonely... (PIR/Manhattan)
FREDDIE JACKSON (25)
You Are My Lady (Capitol)
BOBBY WOMACK (19)
I Wish He Didn't Trust Me So Much (MCA)
ATLANTIC STARR (15)
Silver Shadow (A&M)
CARL CARLTON (15)
Private Property (Casablanca/PolyGram)
FAMILY (15)
The Screams Of Passion (WB)

HOTTEST

ARETHA FRANKLIN (17)
Freeway Of Love (Arista)
WHITNEY HOUSTON (39)
Saving All My Love For You (Arista)
CAMEO (23)
Attack Me With Your... (Atlanta Artists)
LUTHER VANDROSS (18)
It's Over Now (Epic)
STEVE ARRINGTON (17)
Dancin' In The Key Of Life (Atlantic)
DEBARGE (17)
Who's Holding Donna... (Gordy/Motown)

SIGNIFICANT ACTION

PATTI LABELLE "I Can't Forget You" (PIR/CBS) 24/2
Rotations: Heavy 2/0, Medium 8/0, Light 14/2, Total Adds 2, WBMK, KHYS. Heavy: WAMO, WDAO.

VERONICA UNDERWOOD "Victim Of Desire" (Philly World/Atlantic) 23/9
Rotations: Heavy 0/0, Medium 4/0, Light 19/9, Total Adds 9, WAMO, WDMA, WEDR, XHRM, WXOK, WATV, WENN, WBMK, WAAA. Medium: WQVI, WZEN, WPDQ, KQXL.

GRADY HARRILL "Somewhere (Love Will Lead The Way)" (Constellation/MCA) 23/5
Rotations: Heavy 0/0, Medium 5/0, Light 18/5, Total Adds 5, WTMP, KQXL, WXOK, WEAS, WAAA. Medium: WAMO, KRNB, WENN, WBLX, WTLX.

LOOSE ENDS "Choose Me" (MCA) 23/4
Rotations: Heavy 0/0, Medium 8/0, Light 15/4, Total Adds 4, K94, KMJM, WRDW, KHYS. Medium: WHUR, KACE, OC104, WORL, WPLZ, WVKO, WDAO, WTLX.

JONZUN CREW featuring MICHAEL JONZUN "Redd Hot Mama" (A&M) 23/3
Rotations: Heavy 1/0, Medium 8/1, Light 14/2, Total Adds 3, KDAY, WKND, WQXL. Heavy: WTLX. Medium: WTMP, WDMT, WLUM, WATV, WPDQ, KOKA, WWWS.

ALEXANDER ROBDNICK "Problemes D'Amour" (Sire/WB) 22/3
Rotations: Heavy 2/0, Medium 6/0, Light 14/3, Total Adds 3, KMJM, Z93, WPLZ. Heavy: WUSL, WJLB. Medium: WDJY, WEDR, WDMT, XHRM, WRDW, KIZ.

COLONEL ABRAMS "Trapped" (MCA) 20/9
Rotations: Heavy 0/0, Medium 8/3, Light 11/6, Total Adds 9, WXYV, WDAS, WDJY, WYLD-FM, WZAK, WPEG, WJMI, WTOY, WGPR. Medium: WQVI, WFCI, WFXC, WLOU, KOKA, WANM.

HOWARD HEWETT "Obsession" (Elektra) 20/7
Rotations: Heavy 0/0, Medium 5/1, Light 15/6, Total Adds 7, KMJQ, WEDR, WYLD-FM, WZAK, KQXL, WQMG, WAAA. Medium: KDAY, KSOL, WFXC, WTLX.

MICHAEL LOVESMITH "Break The Ice" (Motown) 20/3
Rotations: Heavy 1/0, Medium 5/1, Light 14/2, Total Adds 3, WDAS, KMJQ, WDMT. Heavy: WGCI. Medium: KACE, WPDQ, WBLX, WTLX.

STARS ON 45 featuring THE NEW SAM & DAVE REVIEW "Sam & Dave Medley" (21 Records/Atco) 19/6
Rotations: Heavy 0/0, Medium 3/0, Light 16/6, Total Adds 6, WZAK, WENN, WXKI, WBLX, WDDM, WWWS. Medium: KRNB, WEDR, WTLX.

ATLANTIC STARR "Silver Shadow" (A&M) 18/15
Rotations: Heavy 0/0, Medium 3/2, Light 15/13, Total Adds 15, WXYV, WILD, WTMP, KQXL, WXOK, WATV, Z93, WQMG, WJMI, WPLZ, KHYS, KAPE, KOKA, WAAA, WDDM, WDAO.

OSBORNE & GILES "Stranger In The Night" (Red Label/Capitol) 18/4
Rotations: Heavy 1/0, Medium 3/0, Light 14/4, Total Adds 4, WAMO, KMJM, KHYS, WTLX. Heavy: WGCI. Medium: WWIN, WWWS, WVOI.

KRYSTOL "Love Is Like An Itchin' In My Heart" (Epic) 17/4
Rotations: Heavy 1/0, Medium 4/0, Light 12/4, Total Adds 4, WHRK, WQVI, WBMX, WPDQ. Heavy: WXKI. Medium: KRNB, WEAS, KOKA, WANM.

FULL FORCE "Girl If You Take Me Home" (Columbia) 17/3
Rotations: Heavy 1/0, Medium 5/0, Light 11/3, Total Adds 3, WPEG, WQVI, WKWM. Heavy: KDAY. Medium: WWIN, WXYV, WJLB, WQXL, WANT.

CARL CARLTON "Private Property" (Casablanca/PolyGram) 16/15
Rotations: Heavy 0/0, Medium 3/3, Light 13/12, Total Adds 15, WXYV, WDMA, WEDR, WTMP, WGCI, KMJM, KDAY, WPEG, WFXC, WXKI, WANT, WEAS, WAAA, WDAO, WWWS.

COMMODORES "Janet" (Motown) 16/7
Rotations: Heavy 0/0, Medium 2/0, Light 14/7, Total Adds 7, WTMP, WGCI, KMJM, WRDW, WATV, WORL, WTLX. Medium: KACE, WWWS.

GOON SQUAD "Eight Arms To Hold You" (Epic) 16/4
Rotations: Heavy 1/0, Medium 7/0, Light 8/4, Total Adds 4, KQXL, WXOK, KIZ, KUCB. Heavy: KMJQ. Medium: WRKS, KRNB, WQVI, KMJM, WNHX, WFXC, KOKA.

PHIL COLLINS "Don't Lose My Number" (Atlantic) 15/4
Rotations: Heavy 1/0, Medium 8/1, Light 6/3, Total Adds 4, WAMO, WHRK, WBMK, WPLZ. Heavy: JET94. Medium: WVEE, K94, WBLZ, WJMI, OC104, WJAX, KNOK.

COLLAGE "Romeo, Where's Juliet?" (Constellation/MCA) 15/2
Rotations: Heavy 1/0, Medium 7/0, Light 7/2, Total Adds 2, WDAS, KDAY. Heavy: WTLX. Medium: KSOL, WATV, WENN, WQMG, KOKA, WWWS, WBMX.

REAL ROXANNE with HITMAN HOWIE TEE "Romeo" (Select) 12/6
Rotations: Heavy 1/0, Medium 1/0, Light 10/6, Total Adds 6, WQVI, WBMX, WDMT, WZEN, WATV, WBMK. Heavy: KDAY. Medium: WZAK.

TEARS FOR FEARS "Shout" (Mercury/PolyGram) 12/4
Rotations: Heavy 4/0, Medium 2/0, Light 6/4, Total Adds 4, WUSL, WAMO, KJLH, WPLZ. Heavy: K94, WLUM, JET94, WJAX. Medium: WGCI, WBLZ.

BAD BOYS featuring K. LOVE "Bad Boys" (Starline/Fantasy) 12/2
Rotations: Heavy 4/0, Medium 2/1, Light 6/1, Total Adds 2, WUSL, KMJQ. Heavy: WRKS, WDAS, WEDR, KDAY. Medium: WZAK.

CHANGE "Mutual Attraction" (Atlantic) 12/2
Rotations: Heavy 0/0, Medium 5/0, Light 7/2, Total Adds 2, K94, WBMK. Medium: WILD, K104, KACE, WTKL, WANM.

MERC & MONK "Carried Away" (Manhattan) 10/5
Rotations: Heavy 0/0, Medium 1/1, Light 9/4, Total Adds 5, WXYV, WQVI, WDMT, WPDQ, WLOU.

WARREN MILLS "Sunshine" (Jive/Arista) 10/5
Rotations: Heavy 0/0, Medium 1/0, Light 9/5, Total Adds 5, KMJM, WENN, WQMG, WPLZ, WTOY. Medium: WQXK.

VAL YOUNG "Mind Games" (Gordy/Motown) 10/4
Rotations: Heavy 0/0, Medium 2/2, Light 8/2, Total Adds 4, KRNB, WEDR, WZEN, WPDQ.

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.

BREAK

KLYMAXX
I MISS YOU MCA-52606

REAKER

BOBBY WOMACK
I WISH HE DIDN'T TRUST ME SO MUCH MCA-52624

EAKER

CARRIE LUCAS
HELLO STRANGER MCA-52602

MCA
RECORDS

COUNTRY

TOP 50

AUGUST 9, 1985

Three Weeks
Two Weeks
Last Week

Three Weeks	Two Weeks	Last Week	Artist/Title	Label
2	1	1	1 JUDDS/Love Is Alive (RCA/Curb)	
9	4	2	2 ROSANNE CASH/I Don't Know Why You Don't Want Me... (Columbia)	
11	9	4	3 NITTY GRITTY DIRT BAND/Modern Day Romance (WB)	
19	13	7	4 FORESTER SISTERS/I Fell In Love Again Last Night (WB)	
22	17	9	5 RONNIE MILSAP/Lost In The Fifties Tonight (RCA)	
16	11	8	6 SAWYER BROWN/Used To Blue (Capitol/Curb)	
20	16	11	7 WAYLON JENNINGS/Drinkin' And Dreamin' (RCA)	
14	12	10	8 MICHAEL MARTIN MURPHEY/Carolina In The Pines (EMI America)	
6	3	9	9 JANIE FRICKE/She's Single Again (Columbia)	
16	15	13	10 REBA McENTIRE/Have I Got A Deal For You (MCA)	
17	14	12	11 RESTLESS HEART/I Want Everyone To Cry (RCA)	
23	20	16	12 MAC DAVIS/I Never Made Love... (MCA)	
1	2	5	13 DOLLY PARTON w/KENNY ROGERS/Real Love (RCA)	
24	21	19	14 SYLVIA/Cry Just A Little Bit (RCA)	
25	22	18	15 CONWAY TWITTY/Between Blue Eyes And Jeans (WB)	
26	24	20	16 EDDIE RABBITT/She's Comin' Back To Say Goodbye (WB)	
30	27	23	17 MARIE OSMONO w/DAN SEALS/Meet Me In Montana (Capitol/Curb)	
7	6	6	18 GEORGE STRAIT/The Fireman (MCA)	
27	25	22	19 KEITH STEGALL/Pretty Lady (Epic)	
44	34	28	20 JUICE NEWTON/You Make Me Want To Make You Me... (RCA)	
—	42	32	21 OAK RIDGE BOYS/Touch A Hand, Make A Friend (MCA)	
28	26	24	22 LACY J. DALTON/You Can't Run Away From Your Heart (Columbia)	
33	28	25	23 CHARLY McCLAIN w/WAYNE MASSEY/With Just One Look In Your Eyes (Epic)	
4	7	14	24 W. JENNINGS/W. NELSON/J. CASH/K. KRISTOFFERSON/Highwayman (Columbia)	
39	35	31	25 MERLE HAGGARD/Kern River (Epic)	
36	33	30	26 JOHN CONLEE/Blue Highway (MCA)	
34	31	29	27 GENE WATSON/Cold Summer Day In Georgia (Epic)	
45	41	35	28 RONNIE McDOWELL/Love Talks (Epic)	
3	8	15	29 HANK WILLIAMS JR./I'm For Love (WB/Curb)	
41	38	34	30 VINCE GILL/If It Weren't For Him (RCA)	
38	36	33	31 WHITES/Hometown Gossip (MCA/Curb)	
—	43	39	32 STEVE WARINER/Some Fools Never Learn (MCA)	
—	43	39	33 EDDY RAVEN/I Wanna Hear It From You (RCA)	
42	40	37	34 CHARLEY PRIDE/Let A Little Love Come In (RCA)	
12	10	21	35 GLEN CAMPBELL/Love Always) Letter To Home (Atlantic America)	
—	49	41	36 GEORGE JONES/Who's Gonna Fill Their Shoes (Epic)	
5	5	17	37 ANNE MURRAY/I Don't Think I'm Ready For You (Capitol)	
BREAKER	38	30	38 CRYSTAL GAYLE/A Long And Lasting Love (WB)	
49	44	42	39 KATHY MATTEA/He Won't Give In (Mercury/PG)	
13	18	26	40 ALABAMA/Forty Hour Week (For A Livin') (RCA)	
8	19	27	41 BELLAMY BROTHERS/Old Hippie (MCA/Curb)	
—	48	46	42 EMMYLOU HARRIS/Rhythm Guitar (WB)	
29	29	38	43 ROCKIN' SIDNEY/My Toot-Toot (Epic)	
—	50	44	44 LORETTA LYNN/Heart Don't Do This To Me (MCA)	
—	48	46	45 KAREN BROOKS w/JOHNNY CASH/I Will Dance With You (WB)	
DEBUT	46	38	46 ED BRUCE/If It Ain't Love (RCA)	
DEBUT	47	38	47 EXILE/Hang On To Your Heart (Epic)	
DEBUT	48	38	48 MARK GRAY/Smooth Sailing (Rock In The...) (Columbia)	
DEBUT	49	38	49 TAMMY WYNETTE/You Can Lead A Heart To Love (Epic)	
DEBUT	50	38	50 SOUTHERN PACIFIC/Thing About You (WB)	

Total Reports/Adds	Heavy	Medium	Light
156/0	139	13	4
157/0	134	17	6
159/0	131	25	3
160/0	116	41	3
160/1	101	56	3
157/2	107	38	12
154/1	87	63	4
145/0	94	40	11
138/1	96	25	17
149/0	89	49	11
147/2	80	51	16
148/3	64	71	13
127/0	90	22	15
151/0	60	83	8
154/3	51	90	13
157/1	44	103	10
153/7	38	97	18
123/0	78	22	23
140/5	46	76	18
153/11	19	99	35
154/13	17	91	46
135/4	32	74	29
146/6	22	99	25
104/1	57	25	22
138/9	17	83	38
139/6	10	93	36
126/4	23	81	22
140/14	8	83	49
89/0	37	35	17
135/9	11	80	44
125/1	12	85	28
140/19	3	69	68
130/30	5	60	65
117/3	11	68	38
72/0	20	43	9
117/17	4	63	50
71/0	18	41	12
115/45	2	50	63
98/9	5	52	41
58/0	12	26	20
56/0	11	26	19
74/4	1	45	28
53/0	16	22	15
77/11	0	38	39
70/6	4	34	32
83/21	0	30	53
72/50	1	16	55
73/9	0	35	38
56/1	3	34	19
73/20	3	16	54

MOST ADDED

- EXILE (50)**
Hang On To Your Heart (Epic)
CRYSTAL GAYLE (45)
A Long And... (WB)
LOUISE MANDRELL (41)
I Wanna Say Yes (RCA)
GARY MORRIS (35)
I'll Never Stop Loving You (WB)
ALABAMA (33)
Can't Keep A Good Man Down (RCA)
EDDY RAVEN (30)
I Wanna Hear It From You (RCA)
JOHN SCHNEIDER (30)
I'm Gonna Leave You Tomorrow (MCA)
BARBARA MANDRELL (28)
Angel In Your Arms (MCA)
MICKY GILLEY (24)
You've Got Something On Your... (Epic)
ED BRUCE (21)
If It Ain't Love (RCA)

HOTTEST

- JUDDS (97)**
Love Is Alive (RCA/Curb)
ROSANNE CASH (82)
I Don't Know Why You Don't... (Columbia)
FORESTER SISTERS (56)
I Fell In Love Again Last... (WB)
NITTY GRITTY DIRT BAND (53)
Modern Day Romance (WB)
DOLLY PARTON w/KENNY ROGERS (46)
Real Love (RCA)
JANIE FRICKE (38)
She's Single Again (Columbia)
SAWYER BROWN (31)
Used To Blue (Capitol/Curb)
GEORGE STRAIT (29)
The Fireman (MCA)
JENNINGS/NELSON/CASH KRISTOFFERSON (24)
Highwayman (Columbia)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

CRYSTAL GAYLE
A Long And Lasting Love (WB)

On 72% of reporting stations. Rotations: Heavy 2, Medium 50, Light 63, Total Adds 45, WPTR, WCAO, WHN, WXBQ, WFNC, WAMZ, KISS-FM, WRNL, WMNI, KXXY, WIL, KVOC, KLZ, KTOM, KRPM. Moves 49-38 on the Country chart. A most added record.

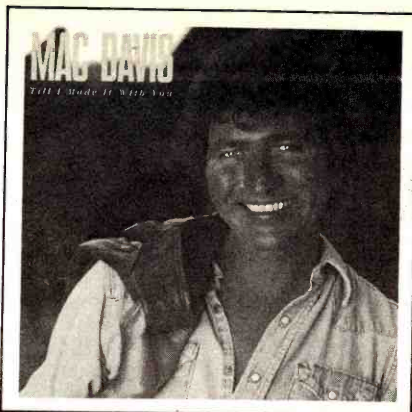
Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are those receiving airplay at 39-59% of the stations. Records in Significant Action are receiving airplay at 5-29% of the stations. Records do not have to reach Breaker in order to chart. However, once a record charts, it must reach the 60% airplay level within the two following weeks to achieve Breaker status. Checkmarks signify the most added of the non-charted records.

Keep Yourself Informed
with The Industry's
Weekly Newspaper

THE No. 1
PUBLICATION
FOR RADIO

Call 213-553-4330
For Subscription Information

R&R Radio & Records



MCA-5590

Some weeks ago, we told you that Mac Davis' "I Never Made Love ('Till I Made It With You)" was a hit! Now you are telling us!!!

"Researching well... Should be a definite Top 10 for us. As soon as we added the record, we got immediate response."

Barry Mardit-WWWW-FM-Detroit, MI

"It's great to see an artist have a hit on his own without recording a duet with Willie Nelson. We're glad to know that Mac is back!"

Henry Jay-WGTO-Cypress Gardens, FL

"Mac has always been a favorite with WHN listeners and the long wait was well worth it."

Pam Green-WHN Radio-New York

"Great record! Lots of calls!"

Bill Wyatt-WUBE-Cincinnati, OH

"This is one of our highest research records. Female demographics 25-34 researched the highest."

Doug Brannan-KNIX-Phoenix, AZ

"Mac Davis is getting great phone requests from the ladies. They love it and we do too!"

Edd Robinson-WSOC-Charlotte, SC

"One of those records that we get strong female requests on. Obviously, a lot of time was spent in putting this record together."

Rick Jackson-KYGO Radio-Denver, CO

"The best he's had in years, and our listeners love it!"

Beverlee Bleisch-KJYY-Des Moines, IA

"Mac is back! Market research showed 95% liked it!"

Kevin Raye-WWKA-Orlando, FL

"...Lady killer... that's really what it is!"

Steve Rogers-KXY-Oklahoma City, OK

"Fantastic female record..."

Patrick DeVaney-KLXL-Dubuque, IA

"Lighting up the phones in Little Rock."

Jessica James-KSSN-Little Rock, AR

"San Antonio ladies love Mac Davis!"

Jerry King-KKYX-San Antonio, TX

"Best Mac Davis song since 'Stop And Smell The Roses'"

Ken Cameron-WJAZ-Albany, GA

Now we're telling you that Loretta Lynn's "Heart Don't Do This To Me" is a smash! Just listen to the music and you and your listeners will be telling us the same!!!

MCA-5613



**MCA RECORDS
NASHVILLE**

MAKING THE MUSIC THAT AMERICA LISTENS TO.

COUNTRY

NEW & ACTIVE

ED BRUCE "If It Ain't Love" (RCA) 83/21

Rotations: Heavy 0, Medium 30, Light 53, Total Adds 21 including WOKO, WIKL, WNYR, WIXY, WZZK, WOKK, WUSO, WDNE, KWMT, WKOL, WWJQ, KUZY, KQIL, KQCK, KSSN. Debuts at number 46 on the Country chart.

LORETTA LYNN "Heart Don't Do This To Me" (MCA) 77/11

Rotations: Heavy 0, Medium 38, Light 39, Total Adds 11 WPTE, WQBE, KX106, WRNL, WTOR, KXXY, WTHI, KUZZ, KUUY, KWJJ, KRPM. Medium: KMML, WCMS, WSLR, WITL. Moves 50-41 on the Country chart.

EMMYLOU HARRIS "Rhythm Guitar" (WB) 74/4

Rotations: Heavy 1, Medium 45, Light 28, Total Adds 4, WONE, KVOC, KMPS, KRPM. Heavy: KKYX. Medium: WQNA, WDSY, WFOR, WUSY, WESC, WLWI, WDW, KFDI, KMAK, KRWD. Moves 46-42 on the Country chart.

SOUTHERN PACIFIC "Thing About You" (WB) 73/20

Rotations: Heavy 3, Medium 16, Light 54, Total Adds 20 including WQNA, WRKZ, WIXY, WVMI, WUSY, KRMD, WUSO, KWMT, WITL, K102, KKAL, KVOC, KTOA, KSSN, KRPM. Debuts at number 50 on the Country chart.

MARK GRAY "Smooth Sailing (Rock In The Road)" (Columbia) 73/9

Rotations: Heavy 4, Medium 34, Light 32, Total Adds 8, WCAO, WNYR, KRVR, WKIK, WFMS, KCJB, WTHI, KKAL, KGA. Medium: WYII, WTVY, KYXK, WKSJ, KFGO, KRBY. Debuts at number 48 on the Country chart.

EXILE "Hang On To Your Heart" (Epic) 72/50

Rotations: Heavy 1, Medium 16, Light 55, Total Adds 50 including WYRK, WDSY, WEZL, WNOX, WAMZ, KKYX, KSO, WFMS, WL, KVVO, KUZZ, KGH, KLZ, KSOP, KRPM. Debuts at number 47 on the Country chart.

KAREN BROOKS w/JOHNNY CASH "I Will Dance With You" (WB) 70/6

Rotations: Heavy 2, Medium 20, Light 32, Total Adds 11, WNYR, KXYL, WGTQ, KYXK, WKIX, WUSO, KCJB, WPHI, KRKT, KIK-FM, KRPM. Heavy: WFCN, WOKK. Medium: WBGW, WTSY.

JOHN SCHNEIDER "I'm Gonna Leave You Tomorrow" (MCA) 63/30

Rotations: Heavy 1, Medium 17, Light 48, Total Adds 30 including WQNA, WRKZ, WYKG, WSOC, WCOB, WNOX, WKIX, WITL, KIOV, KFDI, KRST, KYGO, KQIL, KTOA, KMPS.

T. GRAHAM BROWN "Drowning In Memories" (Capitol) 64/11

Rotations: Heavy 2, Medium 20, Light 42, Total Adds 11, WNYR, KXYL, WGTQ, KYXK, WKIX, WUSO, KCJB, WPHI, KRKT, KIK-FM, KRPM. Heavy: WFCN, WOKK. Medium: WBGW, WTSY.

CHANCE "You Could Be The One Women" (Mercury/PolyGram) 56/9

Rotations: Heavy 0, Medium 24, Light 32, Total Adds 9, KEAN, KXYL, WESC, WSLR, WMLI, KFDI, KKAL, KCOCY, KSPG. Medium: WQNA, WBGW, WYII, KYXK, KKYX.

TAMMY WYNETTE "You Could Lead A Heart To Love" (Epic) 56/1

Rotations: Heavy 0, Medium 34, Light 19, Total Adds 1, WFMS. Heavy: KKYX, KBMR, KSO. Medium: WSNQ, WYII, KRVR, WUSY, WFCN, KSSN, KXXY, KTKP, KKAL, KSOP, KGA, KCLB.

LOUISE MANDELL "I Wanna Say Yes" (RCA) 53/41

Rotations: Heavy 0, Medium 7, Light 46, Total Adds 41 including WQBE, WOKO, WPOR, WYII, KHXY, WKSJ, WLVI, WPAP, WTSO, KCJB, WWJQ, KUUY, KTOA, KRPM, KGA.

SIGNIFICANT ACTION

BOBBY BARE "When I Get Home" (EMI America) 44/11

Rotations: Heavy 0, Medium 13, Light 31, Total Adds 11, WOKO, WPOR, WOKK, KRMD, WIRK, KSO, WOW, WXCL, KMAK, KEIN, KMPS.

CON HUNLEY "Nobody Ever Gets Enough Love" (Capitol) 37/2

Rotations: Heavy 1, Medium 15, Light 21, Total Adds 2, KIK-FM, KRPM. Heavy: KKYX. Medium: WYII, KEAN, KMML, WEZL, WFCN, WTOR, KXXY.

GARY MORRIS "I'll Never Stop Loving You" (WB) 36/35

Rotations: Heavy 2, Medium 2, Light 32, Total Adds 35 including WBGW, WQBE, WXTU, KASE, WESC, WAMZ, WGKX, KXXY, K102, KUZZ, KGA.

BILLY BURNETTE "Ain't It Just Like Love" (MCA/Curb) 36/9

Rotations: Heavy 0, Medium 3, Light 33, Total Adds 9, WCAO, WIKL, WNOX, WKIK, WMNI, WIRE, KMAK, KSOP, KIGO, KFGO, KITS, KSOP.

JUDY RODMAN "You're Gonna Miss Me When I'm Gone" (MTM) 35/5

Rotations: Heavy 1, Medium 34, Light 19, Total Adds 1, WFMS. Heavy: KKYX, KBMR, KSO. Medium: WSNQ, WYII, KRVR, WUSY, WFCN, KSSN, KXXY, KTKP, KKAL, KSOP, KGA, KCLB.

ALABAMA "Can't Keep A Good Man Down" (RCA) 34/33

Rotations: Heavy 0, Medium 7, Light 27, Total Adds 33 including WYRK, WXTU, WDSY, WUSY, WIRK, WUBE, WCXI, WDAF, KYGO, KNIX.

DAN FOGELBERG "Down The Road Mountain Pass" (Full Moon/Epic) 32/15

Rotations: Heavy 0, Medium 7, Light 25, Total Adds 15 including WOKO, WYII, WCOB, KHXY, WPAP, WAXX, WITL, KVOC, KRKT, KUZZ.

MOE BANDY "Barroom Roses" (Columbia) 32/10

Rotations: Heavy 0, Medium 12, Light 20, Total Adds 10, WQNA, WILQ, KRVR, WAXX, KFGO, WITL, KITS, KEIN, KWJJ, KCKC.

MICKEY GILLEY "You've Got Something On Your Mind" (Epic) 31/24

Rotations: Heavy 1, Medium 2, Light 28, Total Adds 24 including WQNA, WNOX, KSSN, KRMD, KBMR, WOW, KFDI, KUZZ, KMAK, KGA.

TARI HENSLEY "Hard Baby To Rock" (Mercury/PolyGram) 31/4

Rotations: Heavy 0, Medium 9, Light 22, Total Adds 4, WPOR, WCMS, WAXX, KRHY. Medium: WBGW, WYII, WFCN, KYXK, KSO, KVVO.

ALMOST BROTHERS "Don't Tell Me Love Is Kind" (MTM) 30/9

Rotations: Heavy 0, Medium 3, Light 27, Total Adds 9, WOKO, WIKL, WWOOD, WKIX, WAXX, WIRE, WDAF, KTKP, KSOP, KIGO.

BAMA BAND "What Used To Be Crazy" (Compeat/PolyGram) 30/4

Rotations: Heavy 1, Medium 8, Light 21, Total Adds 4, WCAO, WCUZ, KXXY, KIK-FM. Heavy: WTVY. Medium: WYII, KMML, WDXE, KFGO, KGA.

BARBARA MANDELL "Angel In Your Arms" (MCA) 29/28

Rotations: Heavy 0, Medium 5, Light 24, Total Adds 28 including WQNA, WBGW, WRKZ, WZZK, WNOX, WKIK, WMLI, KXXY, KUZZ, KGA.

JOHN ANDERSON "Tokyo, Oklahoma" (WB) 27/20

Rotations: Heavy 0, Medium 2, Light 18, Total Adds 20 including WBGW, WDSY, WGTQ, WNOX, KYXK, WOKK, KCJB, WWJQ, KRKT, KUZZ.

MAINES BROTHERS "When My Blue Moon Turns To..." (Mercury/PolyGram) 24/4

Rotations: Heavy 0, Medium 4, Light 18, Total Adds 4, WITL, KIOV, KFDI, KRWD. Medium: WTSY, KMML, KLLL, WLVI, WDW.

GUS HARDIN & DAVE LOGGINS "Just As Long As I Have You" (RCA) 22/5

Rotations: Heavy 0, Medium 3, Light 19, Total Adds 5, WYII, WOKK, KRMD, WTSO, KIOV. Medium: WLVI, KITS, KRKY. Light: WSNQ, KSOP.

MARGO SMITH & TOM GRANT "Everyday People" (Bermuda Dunes) 22/5

Rotations: Heavy 0, Medium 4, Light 18, Total Adds 5, WMMT, KFGO, WITL, KTOA, KSOP. Medium: KMML, WTVY, WFCN. Light: WYII, KRKY.

BRENDA LEE "I'm Takin' My Time" (MCA) 18/13

Rotations: Heavy 0, Medium 3, Light 15, Total Adds 13 including WYII, KRVR, WEZL, KRMD, KBMR, KSO, KVVO, KRKT, KKAL, KQCK.

DAVID ALLAN COE "My Elusive Dreams" (Columbia) 17/5

Rotations: Heavy 0, Medium 4, Light 13, Total Adds 5, WESC, WPAP, WGEI, KTSY. Medium: KKYX, KVVO. Light: WYAM, WSNQ, KRWD.

TOM T. HALL "Down On The Florida Keys" (Mercury/PolyGram) 16/9

Rotations: Heavy 0, Medium 3, Light 13, Total Adds 9, WTSV, KRVR, WGTQ, KBMR, KWMT, KXXY, WOW, KVVO, KFDI, WYII, KRKY.

WILLIE NELSON & NEIL YOUNG "Are There Any More Real Cowboys?" (Columbia) 15/10

Rotations: Heavy 0, Medium 1, Light 14, Total Adds 10, WNOX, WCMC, KFGO, KTKP, KVVO, KFRE, KQIL, KRKY, KSOP, KQCK.

CRAIG DILLINGHAM "Next To You" (MCA/Curb) 15/7

Rotations: Heavy 0, Medium 1, Light 14, Total Adds 7, WQNA, WTVY, WFCN, KRMD, KGH, KEIN, KIGO. Light: WYAM, WYII, KVVO.

JOHN DENVER "Don't Close Your Eyes, Tonight" (RCA) 15/2

Rotations: Heavy 1, Medium 2, Light 12, Total Adds 2, WIKL, WYII. Heavy: WTSV. Medium: KIOV, KCOCY. Light: WKSJ, WCMC, KVVO, KIZ, KRWD.

STATLERS "Too Much On My Heart" (Mercury/PolyGram) 12/12

Rotations: Heavy 0, Medium 1, Light 11, Total Adds 12 including WQNA, WBGW, WSNQ, WYRK, KSO, KIOV, K102, KUZZ, KMAK, KGA.

CARLETTE "Tonight's The Night" (Luv) 12/2

Rotations: Heavy 0, Medium 2, Light 10, Total Adds 2, WFCN, WLVI. Medium: KVVO. Light: KMML, WWOOD, KKYX, KSO, KFGO, KITS, KSOP.

BILL ANDERSON "When You Leave Like..." (Swanee) 11/4

Rotations: Heavy 0, Medium 2, Light 9, Total Adds 4, KMML, KKYX, WOW, KGA. Medium: WOKK, WITL. Light: WLVI, WPAP, KITS, KVVO, KFDI.

HILL CITY "I'd Do It In A Heartbeat" (Moon Shine) 11/1

Rotations: Heavy 1, Medium 2, Light 8, Total Adds 2, WIKL, WYII. Heavy: KPLX. Light: WYKY, WYII, KFGO, KIK-FM, KIGO.

DENNIS BOTTOMS "Bring On The Sunshine" (WB) 10/1

Rotations: Heavy 0, Medium 1, Light 9, Total Adds 1, WPAP. Medium: WCUZ. Light: WBGW, WSNQ, WYII, KRVR, WIRK, KBMR, WWJQ, KVVO.

RANDY TRAVIS "On The Other Hand" (WB) 9/8

Rotations: Heavy 0, Medium 0, Light 9, Total Adds 8 WGTQ, WOKK, KSO, KIOV, KVVO, KRST, KCKC, KGA. Light: KRWD.

RAY PRICE "I'm Not Leaving" (Step One) 9/4

Rotations: Heavy 0, Medium 9, Light 4, WQNA, WIKY, KSO, KFDI. Light: KMML, WDXE, WOW, KVVO, KKAL.

MASON DIXON "Houston Hearache" (Texas) 9/3

Rotations: Heavy 0, Medium 3, Light 6, Total Adds 3, KRMD, KFDI, KKAL. Medium: KPLX, KYXK, WOW. Light: KEAN, KMML, KLVI.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
HANK WILLIAMS JR./This Ain't Dallas (WB/Curb)	Five-O
CRYSTAL GAYLE/Touch And Go (WB)	Nobody Wants To Be Alone
ALABAMA/Down On Longboat Key (RCA)	40 Hour Week
KATHY MATTEA/Heart Of The Country (Mercury/PG)	From My Heart
JOHNNY LEE/They Never Had To Get Over You (WB)	Keep Me Hangin' On

If It's Happening In Radio,
It's Happening At



Management & Programming
Convention
September 11-15, 1985 • Dallas, Texas

Sponsored by



Be ready for three full days of the best in radio-only sessions, exhibits, entertainment, and hospitality. Included on the program are: more than 60 sessions on all aspects of radio broadcasting; entertainment by Dick Clark's Good Ol' Rock 'n Roll Show, Eddie Rabbit, and Tammy Wynette; a fabulous Saturday night Texas Bar-B-Q; as well as exhibits, hospitality suites, and more.

For information on Radio '85 registration,
call Courtesy Associates at (202) 347-5900.

See you in Dallas!

ADULT/CONTEMPORARY

BREAKERS

MICHAEL FRANKS

Your Secret's Safe With Me (WB)

71% of our reporters on it. Rotations: Heavy 5/0, Mediums 67/9, Light 22/13, Total Adds 22, 97AIA, WLTS, WMJI, WSNY, KUDL, WMYX, KS94, KHOW, KMJI, KKL, KJR, WFSM, WRKA, WLAC-FM, WTRX, WFMK, WMGN, KOIL, KVVU, KSL, KRLB, KKL. Moves to number 18 on the A/C chart.

HUEY LEWIS & THE NEWS

Power Of Love (Chrysalis)

68% of our reporters on it. Rotations: Heavy 38/2, Medium 39/7, Light 13/10, Total Adds 19, WTAE, WRMM, WCLR, WARM98, WNIC, WOMC, WMYX, WICC, KEY103, WBT, WEZC, KELT, KLYF, WLHT, WFMK, KDUK, WGSV, KEEZ, WJON. Heavies include: WKBW, KVIL-FM, 2WD, WLTF, WMJI, WSNY, KMGQ, B100, K101. Moves to number 15 on the A/C chart.

NATALIE COLE

A Little Bit Of Heaven (Modern/Atco)

61% of our reporters on it. Rotations: Heavy 6/0, Medium 59/6, Light 16/8, Total Adds 14, WPPO, KUDL, KHOW, KJR, WIVY, WLAC-FM, WING, KLYF, WFMK, KSL, KBEST, BWOW, KFQD, KRNO. Heavies include: WKBW, WCCO, WHBY, WMGN, WEIM, KMGQ. Moves to number 20 on the A/C chart.

NEW & ACTIVE

WHITNEY HOUSTON "Saving All My Love For You" (Arista) 76/38

Rotations: Heavy 3/1, Medium 34/14, Light 39/24, Total Adds 38 including WKBW, KVIL-FM, 97AIA, KLSI, KUDL, WCCO, KOST, B100, WICC, WKYE, WKGW, K106, WBT, WEZC, WGOV, WRKA, KELT, WRAL, WAVE, WNAM, WHBC, WTRX, WMOG, WSN, WLTE, KOIL, KWAV, KBEST. Debuts at number 21 on the A/C chart.

HOWARD JONES "Life In One Day" (Elektra) 76/18

Rotations: Heavy 8/0, Medium 36/6, Light 32/12, Total Adds 18, WFBR, WKBW, WRMM, WSB-FM, KVIL-FM, 2WD, WARM98, WOMC, WFSM, WYV, WSFL, WSTF, WNAM, WLHT, KDUK, KPFL, WTKO, KFQD, Heavy: WMGN, WNNR, WVA, WPPA, WCHV, KKL, KRBS. Debuts at number 24 on the A/C chart.

BEACH BOYS "It's Gettin' Late" (Caribou/CBS) 75/16

Rotations: Heavy 1/0, Medium 51/6, Light 23/8, Total Adds 16, WSB, 97AIA, WOMC, KOST, WGOV, WHBC, WING, KLYF, WFMK, WMGN, KFI, KBEST, WITN, WAGE, KRLB, KRNO. Heavy: KPMB. Mediums include: WFBR, WRMM, WARM98, KGW, WICC, WKSQ, KEY103, WBT, WSFL, WRVA, WNAM, KIDA, WTRX, WISN, KOIL, WHNN, KWAV, KSL. Debuts at number 22 on the A/C chart.

MICHAEL McDONALD "No Lookin' Back" (WB) 68/10

Rotations: Heavy 3/0, Medium 44/7, Light 21/3, Total Adds 10, WRMM, WLTF, KYKY, WAEB, WEZC, WSTF, WMGN, KWAV, WITN, K99, Heavy: WCKQ, WBOW, KALE. Mediums include: WSB-FM, WSNY, WMYX, KGW, KFMB, WKYE, KEY103, WAVE, KIDA, WTRX, WHNN, KDUK. Debuts at number 25 on the A/C chart.

GODLEY & CREME "Cry" (Polydor/PolyGram) 63/6

Rotations: Heavy 9/0, Medium 31/1, Light 23/5, Total Adds 6, WSB-FM, 2WD, B100, WKGW, KIFM, WTKO. Heavy: WKBW, WKYE, WNNR, WEIM, WSKI, WCKQ, WCHV, KGSW, KALE. Mediums include: WFBR, WRMM, KVIL-FM, WARM98, WAEB, WFSM, WRVA, WNAM, WTRX, KDUK, KKAU, KWAV, KSL.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 KOOL & THE GANG	133/4	116	15	2
2 PAUL YOUNG	128/0	102	21	5
3 DeBARGE	127/0	99	22	6
4 DON HENLEY	117/1	87	24	6
5 BILLY JOEL	125/2	95	26	4
6 KENNY LOGGINS	116/2	85	27	4
7 BILLY OCEAN	126/3	74	46	6
8 TINA TURNER	123/3	73	43	7
9 SADE	116/2	79	33	4
10 ARETHA FRANKLIN	110/4	59	39	12
11 COREY HART	113/13	44	54	15
12 WHAM!	114/15	23	70	21
13 AIR SUPPLY	93/0	32	50	11
14 RONNIE MILSAP	98/6	35	53	10
15 HUEY LEWIS & THE NEWS	90/19	38	39	13
16 WHITNEY HOUSTON	83/0	23	45	15
17 AMY GRANT	76/0	20	49	7
18 MICHAEL FRANKS	94/22	5	67	22
19 SURVIVOR	63/0	13	34	16
20 NATALIE COLE	81/14	6	59	16
21 WHITNEY HOUSTON	76/38	3	34	39
22 BEACH BOYS	75/16	1	51	23
23 ROSANNE CASH	61/2	14	33	14
24 HOWARD JONES	76/18	8	36	32
25 MICHAEL McDONALD	68/10	3	44	21

MOST ADDED

COMMODORES (42)
Janet (Motown)
WHITNEY HOUSTON (38)
Saving All My Love For You (Arista)
AIR SUPPLY (25)
The Power Of Love (You Are...) (Arista)
AMY GRANT (23)
Wise Up (A&M)
MICHAEL FRANKS (22)
Your Secret's Safe With Me (WB)

HOTTEST

KOOL & THE GANG (91)
Cherish (De-Lite/PolyGram)
DeBARGE (69)
Who's Holding Donna... (Gordy/Motown)
PAUL YOUNG (69)
Everytime You Go Away (Columbia)
BILLY JOEL (58)
You're Only Human... (Columbia)
KENNY LOGGINS (57)
Forever (Columbia)

LAURA BRANIGAN "Spanish Eddie" (Atlantic) 60/2

Rotations: Heavy 4/0, Medium 39/1, Light 17/1, Total Adds 2, B100, WTNV. Heavy: WKBW, WKYE, WCIL, KALE. Mediums include: WFBR, KHOW, WKYE, KEY103, WNAM, WHBC, KIDA, WTRX, WMGN, WHNN, KWAV, KSL, KPFL.

AIR SUPPLY "The Power Of Love (You Are My...)" (Arista) 58/25

Rotations: Heavy 2/1, Medium 20/7, Light 34/17, Total Adds 25, WKBW, WSB, KVIL-FM, WMYX, WCCO, KOST, WICC, WKGW, KEY103, KELT, WNAM, WTRX, WHB, WHNN, KVVU, KDUK, KBEST, WTKO, WAGE, KRLB, WFFX, WJBC, WCIL, WJON, KFQD.

COMMODORES "Janet" (Motown) 46/42

Rotations: Heavy 1/1, Medium 8/6, Light 37/35, Total Adds 42 including WPX, KUDL, WAEB, WKYE, KEY103, WKUJ, WAVE, WHBY, WNAM, WHBC, KIDA, WMGN, WSN, KOIL, WHNN, KSL, WNNR, WEIM, WGSV, WAHR, KTYL, WJBC, WCIL, WFOQ, KKL.

MOTELS "Shame" (Capitol) 43/9

Rotations: Heavy 1/0, Medium 24/4, Light 18/5, Total Adds 9, WRMM, KVIL-FM, 2WD, B100, WTRX, KPFL, WKNE, WKUS, KRNO. Heavy: WCKQ. Medium: WMGN, KWAV.

PHIL COLLINS "Don't Lose My Number" (Atlantic) 38/3

Rotations: Heavy 6/0, Medium 15/0, Light 17/3, Total Adds 3, WRMM, KIDA, KFBS. Heavy: WMGN. Medium: KVIL-FM, 2WD, WFSM, WKYE, WKUJ, WAVE, KWAV.

POINTER SISTERS "Dare Me" (RCA) 36/2

Rotations: Heavy 2/0, Medium 24/0, Light 10/2, Total Adds 2, WRMM, KBEST. Heavy: KRBS, KALE. Mediums include: KMGG, WAEB, WKYE, KEY103, WKUJ, WNAM, WMGN, KWAV.

JOHN DENVER "Don't Close Your Eyes, Tonight" (RCA) 31/2

Rotations: Heavy 3/0, Medium 15/1, Light 13/1, Total Adds 2, KGW, WTKO. Heavy: WEIM, WAHR, WMT-FM. Mediums include: WPPO, KVIL-FM, WCCO, WGY, WRVA, WHBY.

SIGNIFICANT ACTION

AMY GRANT "Wise Up" (A&M) 24/23

Rotations: Heavy 0/0, Medium 1/1, Light 23/22, Total Adds 23, WCCO, WAEB, WKYE, KEY103, WAVE, WHNN, WNNR, WEIM, WSK, WSKA, WCKQ, WAGE, WORG, WFFX, KTYL, WMT-FM, KRBS, KEEZ, KGSW, KALE.

MEN AT WORK "Maria" (Columbia) 24/11

Rotations: Heavy 0/0, Medium 1/0, Light 23/11, Total Adds 11, WCCO, WKGW, KEY103, WNAM, WHNN, WTKO, KRLB, WKYX, WZLQ, WKUS, WBOW.

JOHN PARR "St. Elmo's Fire" (Atlantic) 23/3

Rotations: Heavy 7/0, Medium 11/1, Light 5/2, Total Adds 3, WHAS, WRAL, KRAV. Heavy: KVIL-FM, WKUJ, KKUA, WEIM, WCKQ, KRLB, KTYL. Mediums include: 2WD, WSNY, WNAM, WHBE.

KIM CARNES "Abadabadoo" (EMI America) 19/6

Rotations: Heavy 0/0, Medium 4/1, Light 15/5, Total Adds 6, WFBR, WCCO, WHBC, WGSV, WAEV, WZLQ. Medium: WPPA, WKYX, KALE.

FREDDIE JACKSON "Rock Me Tonight (For Old Time's Sake)" (Capitol) 19/6

Rotations: Heavy 1/0, Medium 7/1, Light 11/5, Total Adds 6, KMGG, B100, KIDA, WTRX, KIFM. Heavy: WSKI. Medium: WRMM, 97AIA, WAVE, KWAV, WPPA, KTYL.

GEORGE FISCHOFF "Feel" (FastFire) 18/7

Rotations: Heavy 0/0, Medium 2/1, Light 16/6, Total Adds 7, WFBR, WAVE, WTRX, KIFM, WKNE, WJON, KKL, Medium: WEIM.

UB40 with CHRISTIE HYNDE "I Got You Babe" (A&M) 18/4

Rotations: Heavy 0/0, Medium 6/2, Light 12/2, Total Adds 4, KVIL-FM, WCKQ, WAHR, WFFX. Medium: WAVE, WNNR, WEIM, WSKI.

JAMIE BOND "Heart Of Love" (Elektra) 18/1

Rotations: Heavy 0/0, Medium 2/0, Light 16/1, Total Adds 1, WNAM. Medium: WNNR, KALE.

DAN FDGELEBERG "High Country Snows" (Full Moon/Epic) 16/2

Rotations: Heavy 0/0, Medium 9/0, Light 7/2, Total Adds 2, WBOW, KFQD. Medium: WHBY, KSL, WEIM, WKNE, WAHR, WORG, WJBC, WCIL, WMT-FM.

TEARS FOR FEARS "Shout" (Mercury/PolyGram) 16/2

Rotations: Heavy 0/0, Medium 5/0, Light 5/2, Total Adds 2, WSNY, WZLQ. Heavy: KMGG, WKYE, WHAS, WKUJ, WAVE, KRLB. Medium: KVIL-FM, V100, WMAE, WNNR, WPPA.

BILL WITHERS "Something That Turns You On" (Columbia) 15/5

Rotations: Heavy 1/0, Medium 5/1, Light 10/6, Total Adds 6, WICO, WNAM, WPPA, WGSV, WORG, KKL, Medium: WFBR, WJON, WCHV.

EURYTHMICS "There Must Be An Angel" (RCA) 13/6

Rotations: Heavy 0/0, Medium 3/0, Light 10/6, Total Adds 6, WICO, WNAM, WPPA, WGSV, WORG, KKL, Medium: WFBR, WJON, WCHV.

JOHN CAFFERTY & THE BEAVER BROWN BAND "C-I-T-Y" (Scotti Bros./CBS) 12/10

Rotations: Heavy 0/0, Medium 3/1, Light 9/9, Total Adds 10, WNAM, WNNR, WEIM, WSKI, WPPA, WORG, WKYX, KEEZ, KGSW, KALE. Medium: WCKQ, KKL.

MADONNA "Dress You Up" (Sire/WB) 12/5

Rotations: Heavy 0/0, Medium 4/1, Light 8/4, Total Adds 5, KMGG, WORG, WKYX, KTYL, KRBS. Medium: WAEB, WKYE, WCKQ.

JULIAN LENNON "Jesse" (Atlantic) 12/1

Rotations: Heavy 0/0, Medium 3/0, Light 9/1, Total Adds 1, WNAM. Medium: WSKI, WCKQ, KALE.

DAVID FOSTER "Love Theme From 'St. Elmo's Fire'" (Atlantic) 11/5

Rotations: Heavy 2/0, Medium 3/0, Light 6/5, Total Adds 5, WLTS, WEIM, WSKI, WJBC, KEEZ. Heavy: WHBY, WTKO. Medium: WFBR, KUDL, KIFM.

MANHATTAN TRANSFER "Ray's Rockhouse" (Atlantic) 11/1

Rotations: Heavy 0/0, Medium 6/0, Light 5/1, Total Adds 1, WJON. Medium: KIFM, WEIM, WKNE, WAHR, WMT-FM, KRBS.

MR. MISTER "Broken Wings" (RCA) 11/0

Rotations: Heavy 0/0, Medium 3/0, Light 8/0, Total Adds 0, Medium: WNNR, WEIM, WAHR.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are receiving airplay at 30 or more stations. Records in Significant Action are receiving airplay from 10-29 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the A/C chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

AOR TRACKS

Three Weeks Last
Weeks Weeks Weeks

149 REPORTS

Rank	Weeks	Artist/Track
2	2	1 DIRE STRAITS/Money For Nothing (WB)
3	3	2 JOHN PARR/St. Elmo's Fire (Man In Motion) (Atlantic)
10	6	5 STING/Fortress Around Your Heart (A&M)
1	1	3 HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)
6	4	5 PAT BENATAR/Invincible (Chrysalis)
18	11	7 PHIL COLLINS/Don't Lose My Number (Atlantic)
36	23	15 HUEY LEWIS & THE NEWS/Back In Time (MCA)
15	13	8 R.E.M./Can't Get There From Here (IRS/MCA)
16	12	9 JOHN CAFFERTY & THE BEAVER...C-I-T-Y (Scotti Bros./CBS)
24	17	10 GODLEY & CREME/Cry (Polydor/PG)
25	18	11 MOTELS/Shame (Capitol)
8	7	12 COREY HART/Never Surrender (EMI America)
22	20	14 TALKING HEADS/And She Was (Sire/WB)
DEBUT	14	16 JOHN COUGAR MELLENCAMP/Lonely Ol' Night (Riva/PG)
13	15	15 MOTLEY CRUE/Smokin' In The Boys Room (Elektra)
13	29	18 MICHAEL McDONALD/No Lookin' Back (WB)
—	26	17 JOHN WAITE/Every Step Of The Way (EMI America)
43	20	19 CHEAP TRICK/Tonight It's You (Epic)
11	9	10 BRYAN ADAMS/Summer Of '69 (A&M)
28	25	20 Y&T/Summertime Girls (A&M)
58	36	29 HOOTERS/And We Danced (Columbia)
59	37	22 TEARS FOR FEARS/Head Over Heels (Mercury/PG)
27	22	21 BILLY JOEL/You're Only Human (Columbia)
55	32	25 NICK MASON & RICK FENN/Lie For A Lie (Columbia)
12	14	25 RATT/Lay It Down (Atlantic)
41	28	26 JEFF BECK/Get Us All In The End (Epic)
5	16	27 JEFF BECK w/ROD STEWART/People Get Ready (Epic)
35	27	29 BRYAN ADAMS/Diana (Import)
33	26	30 TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)
7	10	30 HEART/What About Love? (Capitol)
—	52	31 NIGHT RANGER/Four In The Morning (Camel/MCA)
60	58	32 X/Burning House Of Love (Elektra)
9	16	33 STING/If You Love Somebody Set Them Free (A&M)
—	45	34 DIRE STRAITS/One World (WB)
57	47	35 COCK ROBIN/When Your Heart Is Weak (Columbia)
45	38	36 DIRE STRAITS/So Far Away (WB)
4	8	37 TEARS FOR FEARS/Shout (Mercury/PG)
—	49	38 UB40 with CHRISSE HYNDE/I Got You Babe (Virgin/A&M)
—	50	39 MARILLION/Kayleigh (Capitol)
—	49	40 EDDIE & THE TIDE/One In A Million (Atco)
14	19	41 U2/Three Sunrises (Island)
29	34	42 HOWARD JONES/Life In One Day (Elektra)
—	59	43 MR. MISTER/Broken Wings (RCA)
50	44	44 TAXTI/Still In Love (MCA)
—	53	45 HEART/If Looks Could Kill (Capitol)
—	58	46 SUPERTRAMP/Better Days (A&M)
21	42	47 ROBERT PLANT/Sixes And Sevens (Es Paranza/Atlantic)
—	56	48 URGENT/Running Back (Manhattan)
19	24	49 BRYAN FERRY/Slave To Love (WB)
17	21	50 RUSS BALLARD/The Fire Still Burns (EMI America)
54	53	51 FIXX/A Letter To Both Sides (MCA)
51	51	52 STING/Love Is The Seventh Wave (A&M)
DEBUT	53	53 KATRINA & THE WAVES/Do You Want Crying? (Capitol)
DEBUT	54	54 AC/DC/Sink The Pink (Atlantic)
49	57	55 DIRE STRAITS/Walk Of Life (WB)
47	46	56 LONE JUSTICE/Sweet Sweet Baby (I'm Falling) (Geffen)
DEBUT	57	57 RATT/You're In Love (Atlantic)
DEBUT	58	58 SUPERTRAMP/Brother Where You Bound (A&M)
—	60	59 ARETHA FRANKLIN/Freeway Of Love (Arista)
40	37	60 BRUCE SPRINGSTEEN/Stand On It (Columbia)

Total Reports/Adds	Power	Heavy	Medium
130/-/1	59+	126-	4-
127-/0	42-	119-	6-
140+/7	30+	105+	34-
107-/0	47-	100-	5-
118-/0	33-	92-	24-
105-/3	33+	88+	17-
114+/14	10+	66+	45-
118-/2	22+	60+	55-
118-/1	18+	63+	54-
133+/9	6+	47+	81+
119+/5	10+	59+	57-
101-/1	24-	79-	20-
115+/7	16+	52+	59-
121 /120	12	52	55
109+/2	11-	51-	48+
120+/13	3-	40+	75-
121+/19	2+	31+	85+
119+/9	3+	29+	82-
85-/0	20-	57-	27+
109+/9	6+	29+	73+
109+/20	6+	22+	82+
101+/25	3=	32+	61+
90-/11	13-	48+	40-
115-/6	0=	14+	92+
83--/1	4=	31-	41-
93+/10	1=	27-	68+
63-/0	13-	39-	24+
65-/6	3-	32-	33+
68-/2	14+	37+	29-
61-/1	8-	38-	21+
84-/20	3+	21+	57+
82+/12	5+	12+	54+
49-/0	14-	44-	5+
68+/18	1+	20+	39+
73-/9	3+	12+	50+
57+/6	1+	25+	30+
48-/1	12-	34-	12-
63-/5	6+	17+	43-
74-/20	1=	4+	56+
71+/17	1=	4+	53+
51-/0	2-	16-	32-
56-/0	4+	15-	40-
57-/6	3=	11+	37-
54=/3	1+	10+	36-
55+/10	0-	16+	33+
47+/5	1=	15+	27-
38-/1	3+	16-	22-
60+/13	0-	3=	41+
43-/0	3-	14-	25-
43-/0	0-	12-	29-
46-/0	0=	4-	33-
32-/1	0-	18-	12-
42+/8	0=	8+	27+
40+/12	0=	2-	30+
26-/4	2=	16=	8-
41-/1	1=	6-	30-
30+/9	1=	7+	22+
33+/3	1+	9+	24+
35-/1	4+	13=	19=
35-/1	0=	4-	28-

BREAKERS

JOHN COUGAR MELLENCAMP
Lonely Ol' Night (Riva/PolyGram)

81% of our reporters on it. 121/120 including adds at: WBCN, WNEW, KZEW, WSHE, WLUP, WXRT, KLOS, KMET, KOMO. Debuts at #14 on the Tracks chart.

HOOTERS
And We Danced (Columbia)

73% of our reporters on it. 109/20 including adds at: WEBN, KYYS, KZAP, KFOG, WHCN, WCMF, KQDS, KKDJ. Moves 29-21 on the Tracks chart.

TEARS FOR FEARS
Head Over Heels (Mercury/PolyGram)

68% of our reporters on it. 101/25 including adds at: WNEW, WOVE, KYYS, KMET, KRQR, WCMF, WRDU, KOMP. Moves 27-22 on the Tracks chart.

JEFF BECK
Gets Us All In The End (Epic)

62% of our reporters on it. 93/10 including adds at: WRIF, WQBK, WIMZ, WFBQ, WIZN, KFMX, KOZZ. Moves 28-26 on the Tracks chart.

NEW & ACTIVE

- BOB & ZIP "Just A Big Ego" (Rhino) 44/18 (38/34)
Adds include: KTQX, KZEW, WSHE, WGRM, CFOX, WAGY, WDJZ, KOMP, KRSP. Heavy: 0
Mediums: 14 include: WMMR, WYFS, WCMF, KLAQ, WSKS, WKLP, WWCJ, KICT
- WHAT IS THIS "I'll Be Around" (MCA) 41/20 (21/15)
Adds include: WBCN, WNEW, WHEB, WEZL, WTKX, KMDD, KILO, WWWW. Heavy: 1 KSPN.
Mediums: 21 include: KSRP, WLUP, KYYS, KBOD, WPKX, WDJR, WYFY.
- ADVENTURES "Send My Heart" (Chrysalis) 34/10 (25/6)
Adds include: KSRP, WSHE, WHEB, WRON, KLAQ, KILQ, WHEV. Heavy: 4 KBOD, WLUR, CHEZ, KQGL. Mediums: 18 include: WOFM, 9IX, WHFS, WDJZ, WKKE, WBLM, KTYD.
- DIO "Rock 'N' Roll Children" (WB) 33/31 (0/0)
Adds include: WBEA, KRQR, WDAH, WRON, WAGY, KQZL, KILQ. Heavy: 0 Mediums: 22 include: WDFE, WNOR, WLZL, WRIF, KZAP, KGB, WPKX, KISS, WAKR, KKDJ.
- OUTFIELD "Say It Isn't So" (Columbia) 32/22 (10/9)
Adds include: KQRS, KISW, WDAH, WRON, KXZL, KILQ. Heavy: 1 WOUR. Mediums: 22 include: KZEW, WSHE, WNOR, WLZL, KSHE, KGB, WFLR, KATT, KEZO.
- ROD SPEDWAGON "Live Every Moment" (Epic) 32/2 (31/8)
Adds: WHEB, WRDU. Heavy: 6 KQRS, KDKB, WCMF, KLBJ, WHMD, KRQU. Mediums: 21 include: WHCN, WAQX, WOUR, KILQ, KZOK.
- U2 "Bad" (Island) 31/8 (22/8)
Adds: KYYS, KISW, WZZO, KQDS, KEZO, WWTTR, WBLM, WKLT. Powers: 1. Heavy: 8 WHFS, WCCC, WLUR, WHEB, WYFY, KMBY, KQGL, KTYD. Mediums: 22 include: WMMR, WYFN, KOMP.
- BOB DYLAN "When The Night Comes Falling From The Sky" (Columbia) 29/6 (29/4)
Adds include: Q107, WCCC, KICT, WCTX. Heavy: 3 WIZN, KZAM, KTCT. Mediums: 23 include: WLSL, WHCN, WAQX, WOUR, KILQ, KZOK.
- HEART "Never" (Capitol) 26/4 (23/5)
Adds: KYYS, WCMF, KATT, KWHL. Powers: 1. Heavy: 9 include: WSHE, KSHE, KISW, WYFY, WOOD, KLO, WWWW, KMBY. Mediums: 14 include: WNOR, WYFN, KAZY, WJLE, KDOS.
- JOE WALSH "Good Man Down" (Full Moon/WB) 25/3 (22/3)
Adds: WNEW, WHEB, WKKE. Heavy: 6 include: WBCN, WCMF, KISW, KFMG. Mediums: 15 include: KSRP, WYFN, KXZL, WOOD, KILQ, WWWW.
- GUADALCANAL DIARY "Trail Of Tears" (Elektra) 25/1 (26/4)
Adds: CHEZ. Heavy: 0 Mediums: 13 include: KTQX, KZEW, KBOD, WHEB, KLBJ, KLAQ, KOMP.
- ROBERT PLANT "Too Loud" (Es Paranza/Atlantic) 24/4 (22/7)
Adds: KZEW, WIZN, WJCT, KVRE. Heavy: 4 include: WBCN, WYFS, WWWW. Mediums: 17 include: WNOR, WYFY, WFLR, WTKX, WTUE, WRKI.
- STING "Shadows In The Rain" (A&M) 24/3 (22/0)
Adds: WNEW, WTUE, WKKE. Heavy: 12 include: KZEW, WXRT, KROQ, WHCN, WAQX, KPOI. Mediums: 12 include: KISW, WDJZ, KILQ, KZEL.
- R.E.M. "Driver 8" (IRS/MCA) 24/3 (20/3)
Adds: KTQX, WRON, WAQX. Heavy: 15 include: KZEW, WXRT, KBOD, 9IX, WHFS, KPOI, KTYD. Mediums: 7 include: WDAH, KLBJ, WOOD, KILQ.
- JOE LYNN TURNER "Heartless" (Elektra) 23/6 (18/7)
Adds: KSRP, KISW, KXZL, KFMG, WRUF, WJCT. Heavy: 2 WLZL, WRIF. Mediums: 13 include: WNOR, WYFN, KQRS, WDJZ.
- BILLY SQUIER "Shake Down" (Atlantic) 22/4 (20/5)
Adds: WNOR, KXZL, WBLM, KFME. Heavy: 6 WBCN, WDAH, WHEB, WTKX, WJCT, KTYD. Mediums: 13 include: KDKB, KGB, WRON, WLAV, KILQ.
- RAY DAVIES "Return To Waterloo" (Arista) 22/4 (19/6)
Adds: WBCN, WNOR, KZAP, KMDD. Heavy: 2 9IX, KZAM. Mediums: 18 include: WMMR, WXRT, KAZY, KBOD, KFMG, KQZZ.
- JULIAN LENNON "Jesse" (Atlantic) 21/5 (17/9)
Adds: KLOS, WRON, WAPL, WIZN, KSPN. Heavy: 0 Mediums: 13 include: WBCN, WNOR, WQBK, WAGY, WBLM, WRUF, KQZZ.
- TOM PETTY & THE HEARTBREAKERS "Spoke" (MCA) 20/7 (13/8)
Adds include: WNOR, 9IX, KRFX, WIZN. Heavy: 3 WMMR, KGB, KVRE. Mediums: 16 include: KZEW, WOUR, KILQ, KOMP, WWWW.
- BILLY CRYSTAL "You Look Marvelous" (A&M) 20/0 (24/6)
Adds: 0 Heavy: 0 Mediums: 8 include: WBCN, Q107, WQBK, KTCT, KOMP, KLVV.
- STING "We Work The Black Seam" (A&M) 19/1 (17/1)
Adds: KZEW. Heavy: 8 include: KSRP, KBOD, KFOG, KRQR, WYFS, WHCN, WYFY. Mediums: 11 include: WDFE, WKCC, KRKE, WWTTR.
- PRINCE "Pop Life" (WB) 19/0 (18/3)
Adds: 0 Powers: 2 Heavy: 6 WBCN, WLUR, WIMZ, KLVV, WCPZ, KVRE. Mediums: 13 include: WXRT, WHEB, WPKX, WBLM, WWWW, KSPN.
- FOREIGNER "Down On Love" (Atlantic) 18/14 (4/3)
Adds include: WBCN, WMMR, WNOR, KGB, WAGY, KRFX, KISS, KILQ. Heavy: 2 KPBI, WCMF. Mediums: 14 include: WRXL, WGR, WRUF.

BREAKERS — A record is a Breaker the first week it's reported by at least 60% of our AOR reporters. Total reports/adds listed, e.g., 100/50 means 100 reports and 50 adds.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/adds; e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.) Checked records are among the week's most added New & Actives.

MOST ADDS — This week's most added records.

HOTTEST — This week's records receiving the most power reports.

MOST ADDED

- JOHN COUGAR MELLENCAMP (120)
Lonely Ol' Night (Riva/PolyGram)
- DIO (31)
Rock 'N' Roll Children (WB)
- TEARS FOR FEARS (25)
Head Over Heels (Mercury/PolyGram)
- OUTFIELD (22)
Say It Isn't So (Columbia)
- NIGHT RANGER (20)
Four In The Morning (Camel/MCA)

HOTTEST

- DIRE STRAITS (59)
Money For Nothing (WB)
- HUEY LEWIS & THE NEWS (47)
Power Of Love (MCA)
- JOHN PARR (42)
St. Elmo's Fire (Man In Motion) (Atlantic)
- PAT BENATAR (33)
Invincible (Chrysalis)
- PHIL COLLINS (33)
Don't Lose My Number (Atlantic)

AOR ALBUMS

FLYING AT YOU NOW

MOST ADDED

WHAT IS THIS (21)
What Is This (MCA)
MARILLION (20)
Misplaced Childhood (Capitol)
JOHN WAITE (19)
Mask Of Smiles (EMI America)
EDDIE & THE TIDE (18)
Go Out And Get It (Atco)

HOTTEST

DIRE STRAITS (63)
Brothers In Arms (WB)
BACK TO THE FUTURE (56)
Soundtrack (MCA)
STING (45)
The Dream Of The Blue Turtles (A&M)
ST. ELMO'S FIRE (42)
Soundtrack (Atlantic)
PHIL COLLINS (35)
No Jacket Required (Atlantic)

NEW & ACTIVE

URGENT/ Cast The First Stone (Manhattan) 60/ 12 (49/ 5)
Adds include WBAB, WNEW, WSHE, WRIF, KLOS, KOME, WTUE, WWWV. Heavy: 3 WOOS, WCPZ, KRQU. Mediums: 41 include WLLZ, WQFM, KGB, WAQY, WOUR, WQMF, KISS, WAPL, KILQ.

KATRINA & THE WAVES/ Katrina & The Waves (Capitol) 47/ 8 (42/ 10)
Adds: KDKB, WPDH, WOUR, WAPL, KQDS, WXKE, KSPN, KZOO. Heavy: 9 WBCN, WSHE, CHEZ, KLBJ, WTKX, KPOI, WIZN, WHMD, WCPZ. Mediums: 31 include WNOR, KBCO, KBPI, KGB, WAQY, WFLV, KILQ.

WORLD'S WORST RECORDS/ Volume 2 (Rhino) 44/ 17 (39/ 34)
Adds include KTXQ, KZEW, WSHE, WAQY, WDIZ, KQDS, KOMP, WWWV. Heavy: 0. Mediums: 14 include WMMR, WQFM, WHFS, WCMF, KLAQ, WSKS, WXLX, KICT, KTYD.

WHAT IS THIS/ What Is This (MCA) 42/ 21 (0/ 0)
Adds include WBCN, WNEW, KROQ, WHEB, WEZQ, KMOD, KILQ, WWWV. Heavy: 1 KSPN. Mediums: 21 include KSRR, WLUP, KYYS, KBCO, WPHY, WPLR, WFVY, WLAV.

ADVENTURES/ The Adventures (Chrysalis) 38/ 12 (27/ 8)
Adds include KTXQ, KSRR, WSHE, WOUR, KILQ, WRUF. Heavy: 4 KBCO, WLIR, CHEZ, KCGL. Mediums: 21 include KZEW, WQFM, KAZY, WQBK, WDIZ, WXKE, KMOD, WBLM.

RETURN TO WATERLOO/ Soundtrack (Arista) 33/ 4 (31/ 10)
Adds: WBAB, WNOR, KZAP, KMOD. Heavy: 2 91X, KZAM. Mediums: 27 include WBCN, WMMR, WXRT, KAZY, KBCO, KOME, KISW, WAQY.

RED SPEEDWAGON/ Wheels Are Turnin' (Epic) 32/ 2 (31/ 8)
Adds: WHEB, WRDU. Heavy: 6 KQRS, KDKB, WCMF, KLBJ, WHMD, KRQU. Mediums: 21 include WNOR, KBPI, WTKX, WTUE, KKCI, KRSP, WBLM.

GUAOALCANAL DIARY/ Walking In The Shadow Of The Big Man (Elektra) 28/ 1 (28/ 5)
Adds: CHEZ. Heavy: 0. Mediums: 14 include KTXQ, KZEW, WXRT, KBCO, WHFS, KLBJ, KLAQ, KOMP, KTYD.

PAUL YOUNG/ The Secret Of Association (Columbia) 25/ 1 (23/ 1)
Adds: WTKX, Powers: 2. Heavy: 13 include WMMR, WXRT, KMET, KGON, KINK, WLIR, WQFM. Mediums: 10 include WBCN, WQVE, WSHE, KBCO, WWWV, KSPN.

HEAVENLY KID/ Soundtrack (Elektra) 23/ 6 (18/ 7)
Adds: KSRR, KSJO, KXZL, KFMG, WRUF, WCXT. Heavy: 2 WLLZ, WRIF. Mediums: 13 include WNOR, WYNF, KQRS, WDJH, KLAQ, WDIZ.

JULIAN LENNON/ Valotte (Atlantic) 21/ 5 (17/ 9)
Adds: KLOS, WRCN, WAPL, WIZN, KSPN. Heavy: 0. Mediums: 13 include WBCN, WNOR, WQBK, WAQY, WBLM, WRUF, KOZZ.

PRINCE/ Around The World In A Day (WB) 20/ 0 (19/ 2)
Adds: 0. Powers: 2. Heavy: 7 WBCN, KROQ, WLIR, WIMZ, KLYV, WCPZ, KVRE. Mediums: 13 include WXRT, WHFS, WHEB, WPDH, WRXL, WBLM, WWWV.

FOREIGNER/ Agent Provocateur (Atlantic) 19/ 12 (8/ 3)
Adds include WMMR, WNOR, WAQY, WTKX, WRXL, KISS, KILQ. Mediums: 2 KBPI, WCMF. Mediums: 15 include WBCN, KGB, KRIX, WGIR, WRUF.

NEW REGIME/ New Regime (RCA) 17/ 2 (18/ 1)
Adds: WWWV, WCXT. Heavy: 1 CFOX. Mediums: 9 include 91X, KLAQ, KZOK, WIZN, KSPN, KZAM.

ARMOURY SHOW/ Waiting For The Floods (EMI America) 16/ 5 (0/ 0)
Adds: WNOR, KBCO, 91X, WCPZ, KMBY. Heavy: 2 WLIR, KRQU. Mediums: 7 include KROQ, WHFS, WHEB, KTCL, KOZZ, KCGL.

DMD/ Crush (Virgin/ A&M) 16/ 4 (12/ 0)
Adds: WBCN, WSHE, WQBK, KTCZ. Powers: 2. Heavy: 6 include KBCO, KROQ, WLIR, KTCL, KRQU. Mediums: 6 include WBAB, WXRT, WHFS, CFNY, KCGL.

A-HA/ Hunting High And Low (WB) 14/ 1 (15/ 1)
Adds: WAQY. Heavy: 4 KROQ, WLIR, KRQU, KCGL. Mediums: 7 include KBCO, WQBK, WOOS, KZAM, KVRE.

HIGHWAY CHILE/ Rockarama (21/ Atco) 13/ 1 (0/ 0)
Adds: KRIX. Heavy: 0. Mediums: 9 include WAQX, KLAQ, KISS, KXZL, KFMG, KILQ, KUFO.

HYTS/ Looking For The Outside (Gold Mtn./ A&M) 10/ 3 (8/ 5)
Adds: WBCN, KRKE, KZAM. Heavy: 0. Mediums: 6 include KOME, WPDH, KFMG, KUFO, KRQU.

CELLARFUL OF NOISE/ Cellarful Of Noise (CBS Associated) 10/ 3 (9/ 4)
Adds: KYYS, WQBK, KVRE. Heavy: 1 KRQU. Mediums: 8 include WLVO, WPLR, WOOS.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/adds; e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.) Checked records are among the week's most added New & Actives.

MOST ADDS — This week's most added records.

HOTTEST — This week's records receiving the most power reports.



FOUR IN THE MORNING

THE NEW SINGLE
FROM THE
CAMEL/MCA ALBUM,
"7 WISHES"



MCA RECORDS



AOR ALBUMS

149 REPORTS

AUGUST 9, 1985

Time
Weeks

- | | | | | |
|--------------|----|----|-----------|--|
| 2 | 2 | 1 | 1 | DIRE STRAITS/ Brothers In Arms (WB) |
| 1 | 1 | 2 | 2 | STING/ The Dream Of The Blue Turtles (A&M) |
| 3 | 3 | 3 | 3 | BACK TO THE FUTURE/ Soundtrack (MCA) |
| 5 | 4 | 4 | 4 | ST. ELMO'S FIRE/ Soundtrack (Atlantic) |
| 13 | 11 | 7 | 5 | PHIL COLLINS/ No Jacket Required (Atlantic) |
| 4 | 5 | 5 | 6 | JEFF BECK/ Flash (Epic) |
| 6 | 6 | 6 | 7 | TEARS FOR FEARS/ Songs From The Big Chair (Mercury/PG) |
| 10 | 10 | 10 | 8 | TALKING HEADS/ Little Creatures (Sire/WB) |
| 15 | 13 | 11 | 9 | R.E.M./ Fables Of The Reconstruction (IRS/MCA) |
| 7 | 7 | 9 | 10 | HEART/ Heart (Capitol) |
| 12 | 12 | 12 | 11 | JOHN CAFFERTY & THE BEAVER.../ Tough All Over (Scotti Bros/CBS) |
| 9 | 8 | 8 | 12 | COREY HART/ Boy In The Box (EMI America) |
| — | 19 | 16 | 13 | GODLEY & CREME/ The History Mix Volume 1 (Polydor/PG) |
| 18 | 16 | 14 | 14 | MOTLEY CRUE/ Theatre Of Pain (Elektra) |
| — | — | — | 15 | MOTELS/ Shock (Capitol) |
| 11 | 9 | 13 | 16 | BRYAN ADAMS/ Reckless (A&M) |
| DEBUT | — | — | 17 | JOHN WAITE/ Mask Of Smiles (EMI America) |
| — | — | 24 | 18 | CHEAP TRICK/ Standing On The Edge (Epic) |
| 25 | 25 | 22 | 19 | HOOTERS/ Nervous Night (Columbia) |
| 14 | 18 | 18 | 20 | NIGHT RANGER/ 7 Wishes (Capitol/MCA) |
| 16 | 15 | 15 | 21 | RATT/ Invasion Of Your Privacy (Atlantic) |
| 29 | 26 | 23 | 22 | Y&T/ Open Fire (A&M) |
| 26 | 24 | 19 | 23 | BILLY JOEL/ Greatest Hits (Columbia) |
| DEBUT | — | — | 24 | NICK MASON & RICK FENN/ Profile (Columbia) |
| 17 | 17 | 21 | 25 | UZ/ Wide Awake In America (Island) |
| 8 | 14 | 20 | 26 | ROBERT PLANT/ Shaken 'N Stirred (Es Paranza/Atlantic) |
| — | — | 27 | 27 | MAD MAX BEYOND THUNDERDOME/ Soundtrack (Capitol) |
| 20 | 23 | 25 | 28 | SUPERTRAMP/ Brother Where You Bound (A&M) |
| — | — | 31 | 29 | X/ Ain't Love Grand (Elektra) |
| — | 38 | 34 | 30 | COCK ROBIN/ Cock Robin (Columbia) |
| — | — | 32 | 31 | UB40/ Little Baggarriddim (Virgin/A&M) |
| 21 | 20 | 26 | 32 | BRYAN FERRY/ Boys And Girls (WB) |
| 24 | 27 | 29 | 33 | HOWARD JONES/ Dream Into Action (Elektra) |
| DEBUT | — | — | 34 | EDDIE & THE TIDE/ Go Out And Get It (Atco) |
| DEBUT | — | — | 35 | MARILLION/ Misplaced Childhood (Capitol) |
| — | 38 | — | 36 | MR. MISTER/ Welcome To The Real World (RCA) |
| — | 40 | 37 | 37 | TAXXI/ Expose (MCA) |
| 19 | 21 | 28 | 38 | EURHYTHMICS/ Be Yourself Tonight (RCA) |
| 36 | 34 | 39 | 39 | AC/DC/ Fly On The Wall (Atlantic) |
| 28 | 29 | 35 | 40 | TOM PETTY & THE HEARTBREAKERS/ Southern Accents (MCA) |

Total Reports/Adds Power Heavy Medium

"Money" (130)	"World" (68)	"So Far" (57)	146=/0	63+ 134-	11+
"Fortress" (140)	"Free" (49)	"Seventh" (32)	149+/1	45+ 127+	21-
"Back" (114)	"Power" (107)		136-/0	56= 121-	13+
"St. Elmo's" (127)	"Shake" (22)		129-/0	42- 119-	8-
"Don't Lose" (105)			112=/2	35+ 93+	19-
"Gets Us All" (93)	"People" (63)		128=/5	14- 52-	71+
"Head" (101)	"Shout" (48)		124+/8	15- 54-	62+
"And She Was" (115)	"Road" (22)	"Lady" (10)	119+/6	20+ 57+	57-
"Can't Get There" (118)	"Driver 8" (24)		121=/1	22+ 60+	57-
"What About Love" (61)	"Looks" (55)	"Never" (26)	115-/6	10- 55-	53+
"C-I-T-Y" (118)			121-/0	18+ 63-	58-
"Never Surrender" (101)			105-/1	24- 80-	23-
"Cry" (133)			133+/9	6+ 47+	81+
"Smokin" (109)			110+/2	11- 52-	48+
"Shame" (119)			119+/5	10+ 59+	57-
"Summer" (85)			87-/1	20- 59-	27+
"Every Step" (121)			122 /19	2	31 86
"Tonight" It's You" (119)			119+/9	3+	29 82-
"And We Danced" (109)			112+/17	7+	24+ 82+
"Four" (84)	"Sentimental" (25)		102+/13	3+	32- 64+
"Lay It Down" (83)	"You're In Love" (30)		95-/1	5=	33- 51-
"Summertime Girls" (109)			109+/9	6+	29+ 73+
"You're Only Human" (90)			94-/1	13-	50+ 42-
"Lie For A Lie" (115)			115 /6	0	14 92
"Three Sunrises" (51)	"Bad" (31)		72-/0	3-	21- 48-
"Sixes" (38)	"Too Loud" (24)	"Little" (15)	69-/2	3-	23- 45-
"We Don't Need" (68)			68-/2	14+	37+ -29-
"Better" (47)	"Brother" (33)	"Still" (11)	76-/4	2=	21= 48-
"Burning House" (82)			82+/12	5+	12+ 54+
"Heart" (73)			75+/9	3+	12+ 52+
"I Got You Babe" (63)			63+/5	6+	17+ 43-
"Slave To Love" (43)	"Don't Stop" (15)		55-/0	5-	19- 32-
"Life In One Day" (56)			60-/0	4+	16- 43-
"One In A Million" (71)			73 /18	1	5 53
"Kayleigh" (74)			74+/20	1=	4= 56+
"Broken Wings" (57)			58+/6	3=	11+ 38=
"Still In Love" (54)			56+/3	1+	11+ 36-
"Ball" (28)	"Lie" (10)	"Angel" (10)	50-/2	1-	19- 26-
"Sink The Pink" (40)			49=/7	0=	4= 36+
"Spike" (20)	"Make It Better" (17)		39-/3	1=	13- 25=

"American Way"

The First Single And 12" From HYTS' Second Album
"Looking From The Outside"



Produced by
Matthew King
Kaufman

In just two weeks, already on the following stations:
KLOL, KOME, WBCN, KFMG, KZAM, WTPA,
KRKE, WIZN, WPDH, KUFO, WPDH, WGLU,
WLSQ, WNGZ, WLIR, WFFZ, WBSW, KFMH,
WTXQ, WRZK, WRQU, KLWD, KRXX, KTLE,
WDJK, KMYZ, WHTG



BREAKERS

JOHN WAITE

Mask Of Smiles (EMI America)

82% of our reporters on it. 122/19 including adds at: WBAB, WLQV, WQFM, KAZY, KZAP, KISW, WPYX, WCMF, WWCK, KRSP. Debuts at #17 on the Albums chart.

NICK MASON & RICK FENN

Profile (Columbia)

77% of our reporters on it. 115/6 with adds at: CHOM, Q107, 91X, CFOX, WCMF, KQWB. Debuts at #24 on the Albums chart.

CHARTS — Records showing significant upward momentum are bulleted. Heavy rotation figure is the sum of a record's power and heavy reports. A record's amount of light reports can be determined by subtracting its heavy and medium reports from its total reports. Symbols represent more (+), fewer (-), or equal (=) reports compared to last week. On the album chart, current singles are bolded, and the number of stations playing each of an album's most-reported tracks is listed in parentheses.

BREAKERS — A record is a Breaker the first week it's reported by at least 60% of our AOR reporters. Total reports/adds listed; e.g., 100/50 means 100 reports and 50 adds.

PARALLELS

UNAMI
Only For Love (EMI America)
LP: Don Suggs

Regional	125/1	50%	National	125/1
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

Regional	125/1	50%	National	125/1
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

LISA LISA
I Wonder If I Take You Home Tonight
LP: Island/Dancing (Columbia)

Regional	81/8	32%	National	81/8
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

Regional	81/8	32%	National	81/8
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

LOOSE ENDS
Hangin' On A String (MCA)
LP: A Little Splice

Regional	89/10	35%	National	89/10
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

Regional	89/10	35%	National	89/10
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

MADONNA
Dress You Up (Sire/WB)
LP: Like A Virgin

Regional	210/52	83%	National	210/52
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

Regional	210/52	83%	National	210/52
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

MARY JANE GIRLS
Wild And Crazy... (Gordy/Motown)
LP: At Four You

Regional	131/4	52%	National	131/4
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

Regional	131/4	52%	National	131/4
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

MICHAEL McDONALD
No Lookin' Back (WB)
LP: No Lookin' Back

Regional	166/20	62%	National	166/20
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

Regional	166/20	62%	National	166/20
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

JOHN COUGAR MELLENCAMP
Lonely O' Night (Riva/PG)
LP: Scavenger

Regional	188/188	75%	National	188/188
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

Regional	188/188	75%	National	188/188
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

MOTEL CRUE
Shout (Capitol)
LP: Shout

Regional	198/8	70%	National	198/8
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

Regional	198/8	70%	National	198/8
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

MOTEL CRUE
Stryker (To The Boys... (Elektra)
LP: Theatre Of Pain

Regional	193/8	77%	National	193/8
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

Regional	193/8	77%	National	193/8
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

BILLY OCEAN
Mystery Lady (Arista)
LP: Suddeny

Regional	218/8	87%	National	218/8
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

Regional	218/8	87%	National	218/8
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

JOHN PARR
St. Elmo's Fire... (Atlantic)
LP: St. Elmo's Fire Soundtrack

Regional	252/3	100%	National	252/3
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

Regional	252/3	100%	National	252/3
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

PRINCE
The Love Symbol Album (WB)
LP: Around The World In A Day

Regional	226/6	89%	National	226/6
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

Regional	226/6	89%	National	226/6
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

PRINCE
The Love Symbol Album (WB)
LP: Around The World In A Day

Regional	228/3	94%	National	228/3
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

Regional	228/3	94%	National	228/3
Rank	1		Rank	1
W	1		W	1
M	1		M	1
R	1		R	1
B	1		B	1
H	1		H	1
A	1		A	1
S	1		S	1
W	1		W	1

BE A SHMOOZER ...NOT A LOSER AT THE NEW MUSIC SEMINAR

To make it in the music business, you've got to get out there and see people. Face to face. **Shmoozing**—the art of talking business as pleasure—is the most important activity at the New Music Seminar. Actively networking with the record industry's movers and shakers at the Seminar will do more for your career and your company than a month spent playing telephone roulette or mailing out press releases. Come September 25-28, no one will be "in with people" or "on a call" or "out of town." They'll all be in New York's Marriott Marquis, **shmoozing** at the New Music Seminar.

So, if you don't want to spend four days wondering why you can't reach anybody, come to NMS6. And be a shmoozer, not a loser.

This year's Seminar will feature a fascinating and broad-based array of programs, including many new panels and workshops.

PROGRAMMING: Black Radio • Contemporary Hit Radio • College Radio (new) • Album Oriented Rock Radio • DJs and Remixers • **MUSIC:** Producers • New Age Music (new) • Heavy Metal (new) • A&R • Journalists • Alternative Music (new) • Artists • Battle of DJs/MCs/Human Beat Boxes • **BUSINESS:** Nightclubbing Around the World • Talent and Booking • Tipsheets and Trades • New Labels Workshop (new) • The Cultural Boycott (new) • UK Independent Labels (new) • US Independent Labels: Marketing and Promotion (new) • Independent Labels and Distribution • Financial Structure of the Music Business • Management • Music vs. Madison Avenue (new) • **MARKETING:** Publicity • Packaging and Merchandising (new) • Crossover Promotion • AOR Marketing and Promotion • Black Music Marketing and Promotion • **MUSIC VIDEO:** National Programming • Local/Regional Programming (new) • International Programming (new) • Directors • Clubs (new) • Marketing & Exploitation (new) • Promotion (new) • **LEGAL:** Record Deal Basics (new) • Publishing and Artist Development • Artist Contract Mock Negotiation • Ancillary Rights (new) • Corporate Sponsorship (new) • Legal Hot Topics (new) • Music/Film/Video • International Licensing • Video Rights & Payments (new) • **TECHNOLOGY WORKSHOPS:** Recording Studio Technology (new) • Computer Technology (new)

REGISTRATION: Admission to the Seminar is \$175 per person. Call 212-722-2115 or write c/o 1747 First Avenue, New York, NY 10128 to request a registration form. If you want to use your credit card, you can register by phone at the same number. **ACCOMMODATIONS:** The Seminar has arranged discount hotel rates for Seminar attendees. Call or write for information on hotel and travel options. (Some address and phone as above.) **MARKETING OPPORTUNITIES:** There are many ways you can use the Seminar as a valuable and unique marketing and promotion opportunity. Call Joel Webber at 212-255-7408 for information and rates.

NEW MUSIC SEMINAR 6
SEPTEMBER 25-28, 1985
MARRIOTT MARQUIS
NEW YORK CITY
1747 FIRST AVENUE NYC 10128
(212) 722-2115
TELEX 6971684 FUNK

PARALLELS

SIGNIFICANT ACTION

<p>A</p> <p>STEVE ARRINGTON <i>Dancing In The Key Of... (Atlantic)</i></p> <table border="1"> <tr> <td>P1</td> <td>P2</td> <td>P3</td> </tr> <tr> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> </tr> </table>	P1	P2	P3	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	<p>BILLY CRYSTAL <i>You Look Marvellous (A&M)</i></p> <table border="1"> <tr> <td>P1</td> <td>P2</td> <td>P3</td> </tr> <tr> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> </tr> </table>	P1	P2	P3	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	<p>AMY GRANT <i>Wise Up (A&M)</i> LP: Unreleased</p> <table border="1"> <tr> <td>P1</td> <td>P2</td> <td>P3</td> </tr> <tr> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> </tr> </table>	P1	P2	P3	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	<p>P</p> <p>TOM PETTY & HEARTBREAKERS <i>Rebels (MCA)</i> LP: Southern Accents</p> <table border="1"> <tr> <td>P1</td> <td>P2</td> <td>P3</td> </tr> <tr> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> </tr> </table>	P1	P2	P3	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA
P1	P2	P3																									
WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA																									
P1	P2	P3																									
WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA																									
P1	P2	P3																									
WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA																									
P1	P2	P3																									
WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA																									
<p>B</p> <p>BEACH BOYS <i>It's Gonna' Raine (Caribou/CBS)</i> LP: The Beach Boys</p> <table border="1"> <tr> <td>P1</td> <td>P2</td> <td>P3</td> </tr> <tr> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> </tr> </table>	P1	P2	P3	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	<p>CURTIS & THE BOOMBOX <i>Black... (Never Make...) (RCA)</i></p> <table border="1"> <tr> <td>P1</td> <td>P2</td> <td>P3</td> </tr> <tr> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> </tr> </table>	P1	P2	P3	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	<p>J</p> <p>JESSE JOHNSON'S REVUE <i>I Want My Girl (A&M)</i> LP: Jesse Johnson's Revue</p> <table border="1"> <tr> <td>P1</td> <td>P2</td> <td>P3</td> </tr> <tr> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> </tr> </table>	P1	P2	P3	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	<p>S</p> <p>SUNVIVOR <i>First Night (Scotti Bros./CBS)</i> LP: Vial Signa</p> <table border="1"> <tr> <td>P1</td> <td>P2</td> <td>P3</td> </tr> <tr> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> </tr> </table>	P1	P2	P3	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA
P1	P2	P3																									
WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA																									
P1	P2	P3																									
WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA																									
P1	P2	P3																									
WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA																									
P1	P2	P3																									
WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA																									
<p>BON JOVI <i>In And Out Of Love (Mercury)</i> LP: 7800' Fabulous PolyGram</p> <table border="1"> <tr> <td>P1</td> <td>P2</td> <td>P3</td> </tr> <tr> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> </tr> </table>	P1	P2	P3	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	<p>F</p> <p>FOREIGNER <i>Down On Love (Atlantic)</i> LP: Agent Provocateur</p> <table border="1"> <tr> <td>P1</td> <td>P2</td> <td>P3</td> </tr> <tr> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> </tr> </table>	P1	P2	P3	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	<p>L</p> <p>LONE JUSTICE <i>Sweet Sweet Baby... (Geffen)</i> LP: Lone Justice</p> <table border="1"> <tr> <td>P1</td> <td>P2</td> <td>P3</td> </tr> <tr> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> </tr> </table>	P1	P2	P3	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	<p>U</p> <p>URGENT <i>Running Back (Meridian)</i> LP: Can The First Stone</p> <table border="1"> <tr> <td>P1</td> <td>P2</td> <td>P3</td> </tr> <tr> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> </tr> </table>	P1	P2	P3	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA
P1	P2	P3																									
WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA																									
P1	P2	P3																									
WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA																									
P1	P2	P3																									
WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA																									
P1	P2	P3																									
WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA																									
<p>C</p> <p>CHEAP TRICK <i>Tonight It's You (Epic)</i> LP: Standing On The Edge</p> <table border="1"> <tr> <td>P1</td> <td>P2</td> <td>P3</td> </tr> <tr> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> </tr> </table>	P1	P2	P3	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	<p>G</p> <p>J. GEILS BAND <i>Frigh Night (Private I/CBS)</i> LP: Soundtrack Frigh Night</p> <table border="1"> <tr> <td>P1</td> <td>P2</td> <td>P3</td> </tr> <tr> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> </tr> </table>	P1	P2	P3	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	<p>M</p> <p>ERIC MARTIN <i>Information (Capitol)</i> LP: Eric Martin</p> <table border="1"> <tr> <td>P1</td> <td>P2</td> <td>P3</td> </tr> <tr> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> </tr> </table>	P1	P2	P3	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	<p>W</p> <p>WHAT IS THIS <i>I'll Be Around (MCA)</i> LP: What Is This</p> <table border="1"> <tr> <td>P1</td> <td>P2</td> <td>P3</td> </tr> <tr> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> <td>WEST ON DISCOVA 4 B14 GA</td> </tr> </table>	P1	P2	P3	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA
P1	P2	P3																									
WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA																									
P1	P2	P3																									
WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA																									
P1	P2	P3																									
WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA																									
P1	P2	P3																									
WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA	WEST ON DISCOVA 4 B14 GA																									

GOING THE DISTANCE

COREY HART/Never Surrender
STING/If You Love Somebody
TEARS FOR FEARS/Shout
PAUL YOUNG/Everytime You Go Away
MADONNA/Angel
MURRAY HEAD/One Night In Bangkok
SIMPLE MINDS/Don't You Forget About Me
COMMODORES/Nightshift
DAVID LEE ROTH/California Girls
MADONNA/Material Girl
HALL & OATES/Method Of Modern Love
BILLY OCEAN/Loverboy
PHILIP BAILEY with PHIL COLLINS/Easy Lover
MADONNA/Like A Virgin
CARS/Drive
PRINCE/Let's Go Crazy
JOHN WAITE/Missing You
TINA TURNER/What's Love Got To Do With It
ROD STEWART/Infatuation
ELTON JOHN/Sad Songs
RAY PARKER JR./Ghostbusters
ZZ TOP/Legs

BILLY IDOL/Eyes Without A Face
PRINCE/When Doves Cry
Laura BRANIGAN/Self Control
HUEY LEWIS & THE NEWS/Heart Of Rock & Roll
STEVE PERRY/Oh Sherrie
DENIECE WILLIAMS/Let's Hear It For The Boy
THOMPSON TWINS/Hold Me Now
CULTURE CLUB/Miss Me Blind
KENNY LOGGINS/Footloose
NENA/99 Red Balloons
VAN HALEN/Jump
ROMANTICS/Talking In Your Sleep
PAT BENATAR/Love Is A Battlefield
SPANDAU BALLET/True
AIR SUPPLY/Making Love Out Of Nothing At All
BONNIE TYLER/Total Eclipse Of The Heart
MEN WITHOUT HATS/Safety Dance
EURYTHMICS/Sweet Dreams (Are Made Of This)
DURAN DURAN/Is There Something I Should Know
KINKS/Come Dancing
KAJAGOOGOO/Too Shy
EDDY GRANT/Electric Avenue

All of these records attained Top 5 status in R&R's CHR National Airplay Chart. All of these records started with mass exposure in AIR. AIR insured that radio listened to these records on release. AIR's impact paved the way for the promotion departments at the respective companies to close these records at radio faster because the first step, listening, had been taken. AIR is proud to have taken part in the success of these records and is available to help you get mass exposure for your priorities. Call Alan Smith at (301) 964-5544 today.

AIR . . . The fastest, most reliable tool for getting radio to listen to music.

WEEK #4

AIR Priorities

WEEK #4

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, August 14, 1985.

TITLE	ARTIST	LABEL
IN AND OUT OF LOVE	BON JOVI	MERCURY/POLYGRAM
INFORMATION	ERIC MARTIN	CAPITOL
AMERICAN WAY	HYTS	GOLD MOUNTAIN/A&M
SO IN LOVE	OMD	A&M
STAND BY ME	MAURICE WHITE	COLUMBIA

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR music for artist managers, producers and record companies.

© 1985 Active Industry Research, Inc.

AIR

™ Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

CONTEMPORARY HIT RADIO

BREAKERS

JOHN COUGAR MELLENCAMP Lonely Ol' Night (Riva/PolyGram)

75% of our reporters playing it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 188 including B104, Z93, Q105, B96, WLS-FM, KKRZ, KUBE. Complete airplay in Parallels.

GODLEY & CREME Cry (Polydor/PolyGram)

67% of our reporters playing it. Moves: Up 55, Debuts 39, Same 41, Down 0, Adds 35 including PRO-FM, 94Q, Y100, B97, 92X, WNCI, KMJK. See Parallels, debuts at number 39 on the CHR chart.

JOHN WAITE Every Step Of The Way (EMI America)

63% of our reporters playing it. Moves: Up 7, Debuts 40, Same 50, Down 0, Adds 62 including WHTT, WCAU-FM, KAFM, KEGL, WHYT, Q103, KOPA. Complete airplay in Parallels.

MICHAEL McDONALD No Lookin' Back (WB)

62% of our reporters playing it. Moves: Up 50, Debuts 32, Same 53, Down 0, Adds 20 including CKGM, WCAU-FM, PRO-FM, WKTI, KMJK, KITS. See Parallels, debuts at number 40 on the CHR chart.

JOHN CAFFERTY C-I-T-Y (Scotti Bros./CBS)

60% of our reporters playing it. Moves: Up 5, Debuts 35, Same 36, Down 0, Adds 74 including WHTT, B94, 93FM, WHYT, WKTI, WLOL-FM, Q103. Complete airplay in Parallels.

NEW & ACTIVE

LAURA BRANIGAN "Spanish Eddie" (Atlantic) 143/14

Moves: Up 46, Debuts 30, Same 52, Down 1, Adds 14 including WHTT, KTKS, WLOL-FM, Z106, WRCK, KHFI, KZZB, WKAU, KMGX, Y94, KKRK, OK95, K104 28-18, WPST 39-34, KLIK 30-27.

MARY JANE GIRLS "Wild And Crazy Love" (Gordy/Motown) 131/4

Moves: Up 76, Debuts 18, Same 33, Down 0, Adds 4, O92, WRGN, WFBG, WRKR, WNY5 36-31, WCAU-FM 39-32, B94 29-22, WNYZ 29-24, FM102 29-33, K5103 24-29, KPLUS 27-23, WLAN-FM 23-19, WGTZ 30-26, KJ103 40-33, KF95 29-24.

LIMAH "Only For Love" (EMI America) 125/1

Moves: Up 61, Debuts 16, Same 57, Down 0, Adds 1, CKOI, WNY5 37-32, KPLUS 24-20, Q100 36-32, WKEE 37-34, WLAN-FM 37-34, WKRF-FM 38-35, WIOD 37-33, WANS-FM 31-28, WZYP 40-37, KITY 35-27, WRQC 39-36, KQXR 34-29, KZZU 40-37, WKHI 40-35.

RATT "Lay It Down" (Atlantic) 122/4

Moves: Up 65, Debuts 9, Same 39, Down 5, Adds 4, WFMF, WQAY, WJAD, KFXX, WNY5 33-30, PRO-FM 32-29, Z299 34-30, WLAN-FM 38-31, WKFM 38-32, KZZB 21-14, WFMJ 30-26, WRNO 11-9, WKZL 23-18.

UB40 with CHRISTIE HYNDE "I Got You Babe" (A&M) 117/32

Moves: Up 13, Debuts 14, Same 58, Down 0, Adds 32 including 92X, KIMN, Q103, KWOD, WLAN-FM, WKRF-FM, WBCY, KTFM, WAHC, KEYN-FM, KHYY, WOAY, KPZC, WPST 32-25, KOMO 39-32.

A-HA "Take On Me" (WB) 115/40

Moves: Up 33, Debuts 21, Same 21, Down 0, Adds 4 including WKKS-FM, WNY5, B94, WAVA, Z93, KAFM, Q105, WLS, 92X, WKCI, WBEI, B96 29-22, WKTI 21-16, KHS-FM 40-17.

WHITNEY HOUSTON "Saving All My Love For You" (Arista) 111/106

Moves: Up 0, Debuts 3, Same 2, Down 0, Adds 106 including B104, K106, WNY5, WBLI, WCAU-FM, PRO-FM, 94Q, Y100, B97, WCYZ, WHYT, KBEO, KIMN, KHS-FM, K5103.

Y&T "Summertime Girls" (A&M) 109/10

Moves: Up 35, Debuts 10, Same 54, Down 0, Adds 10, PRO-FM, WHYT, WSSJ, WZYP, WHYY-FM, KQXR, KCPX, WZON, KSR, KNOE-FM, WNY5 29-25, WCAU-FM 36-29, WNCI 26-23, KWIC 23-17, WKSF 32-24.

JULIAN LENNON "Jesse" (Atlantic) 101/14

Moves: Up 16, Debuts 17, Same 54, Down 0, Adds 14 including WCAU-FM, B94, WGLC, Q103, WOKI, KZIO, WRQN, KQXR, KCAQ, WKZ, Y94, KHXX, Z299 32-29, WKDD 38-29, KJ103 39-29.

READY FOR THE WORLD "On Sheila" (MCA) 99/51

Moves: Up 13, Debuts 13, Same 22, Down 0, Adds 51 including CKOI, B94, B97, Q105, KBEQ, KWOD, KITS, KWSS, KPLUS, WDCG, WRDC, KSNB, WOCM, KHS-FM 15-10, KMEL 27-14.

LOOSE ENDS "Hangin' On A String" (MCA) 89/70

Moves: Up 26, Debuts 13, Same 40, Down 0, Adds 10, WNY5, PRO-FM, WAMB, 98PXV, WNSY, Y106, KITY, KSKD, WKHI, WBBW, WFLJ 15-11, 94Q 16-12, Z93 34-28, FM102 13-9, KMEL 13-10.

LISA LISA & CULT JAM with FULL FORCE "I Wonder If I Take You Home" (Columbia) 81/8

Moves: Up 41, Debuts 8, Same 21, Down 0, Adds 8, KWOD, WAMB, WKEE, KBFM, WZPL, K505, WKSF, T94, WYKS-FM 8-7, WNY5 35-27, B94 15-10, Z93 31-22, Y100 12-7, FM102, K5103 2-1.

MOST ADDED

JOHN COUGAR MELLENCAMP (188)
Lonely Ol' Night (Riva/PG)
WHITNEY HOUSTON (106)
Saving All My Love For You (Arista)
JOHN CAFFERTY (74)
C-I-T-Y (Scotti Bros./CBS)
JOHN WAITE (62)
Every Step Of The Way (EMI America)
MADDONNA (52)
Dress You Up (Sire/WB)

HOTTEST

HUEY LEWIS & THE NEWS (191)
Power Of Love (Chrysalis)
JOHN PARR (163)
St. Elmo's Fire (Atlantic)
TEARS FOR FEARS (147)
Shout (Mercury/PolyGram)
COREY HART (103)
Never Surrender (EMI America)
BRYAN ADAMS (100)
Summer Of '69 (A&M)

HOOTERS "And We Danced" (Columbia) 64/29

Moves: Up 6, Debuts 1, Same 28, Down 0, Adds 29 including WHTT, WNCI, KWK, KPLUS, WKFM, WOKI, WSEZ, WZPL, KQXR, KBOS, WZYQ, WCGQ, KHXX, WCAU-FM 19-14, Z106 33-14.

BELOUIS SOME "Some People" (Capitol) 63/13

Moves: Up 0, Debuts 6, Same 44, Down 0, Adds 13 including WGLC, K104, WANS-FM, KRBE, WOKI, KEYN-FM, OK100, WKHI, KNOE-FM, KHXX, SLY96, KIST, WNY5 0-40, KF95 0-34, OK95 0-38.

AIR SUPPLY "The Power Of Love (You Are My Lady)" (Arista) 57/19

Moves: Up 0, Debuts 8, Same 30, Down 0, Adds 19 including CFTR, KWK, Q100, WKEE, WZLD, WANS-FM, KITY, WKDD, WRQC, WKFR, KIKX, KSNB, KSKD, WKHI, SLY96.

KIM CARNES "Abadabodango" (EMI America) 52/7

Moves: Up 3, Down 0, Same 37, Adds 1, CFTR, FM102, KXFM, WCGQ, KNOE-FM, KMIN, Z93, d-33, Y100 d-32, Y106 d-37, KITY d-36, KSKD 40-38, KDVV d-38, KHXX 38-34, KIST 36-28.

KING "Love & Pride" (Epic) 51/10

Moves: Up 6, Debuts 4, Same 25, Down 0, Adds 10, KEGL, KZZP, WKRF-FM, KAMZ, WOKI, WLRS, Y106, KMGX, KSKD, T94, KHS-FM 12-11, KMEL 23-16, KGAQ 32-21, KZOO 31-25, OK95 3-2.

SIGNIFICANT ACTION

CHEAP TRICK "Tonight It's You" (Epic) 49/10

Moves: Up 6, Debuts 0, Same 20, Down 0, Adds 10, WCAU-FM, CFTR, WGLC, WHYT, WERZ, Y106, WZPL, KBOS, KOMO, T94, KWIC 34-29, WRNO 35-32, Z104 32-29, WRKR 29-23, OK95 28-24.

URGENT "Running Back" (Manhattan) 43/15

Moves: Up 0, Debuts 1, Same 27, Down 0, Adds 15 including CKOI, KKRZ, 93Q, WKRF-FM, WFMJ, KTFM, WKZL, WKFR, KSKD, KDON-FM, WBNQ, KHXX, WCAU-FM on-dp, WZLD on, WJXJ on-dp. Note: Last week Urgent was inadvertently listed as showing "Down 0," when it should have read "Same 8, Down 0."

BILLY CRYSTAL "You Look Marvelous" (A&M) 42/3

Moves: Up 10, Debuts 2, Same 27, Down 0, Adds 3, WKKS-FM, WHYT, KBIM, 95 10-8, Y100 18-11, WCYZ 35-18, Y108 on, KUBE 25-19, KZZB 35-30, WOKI 36-30, BJ105 0-33, WRVO 22-18, KMBO 32-29, KJ103 32-27, Z102 21-17.

BON JOVI "In And Out Of Love" (Mercury/PolyGram) 40/6

Moves: Up 3, Debuts 5, Same 26, Down 0, Adds 6, WERZ, WZON, WOMP-FM, WKSJ, KCDD, KOZE, WCAU-FM d-39, KHTR on, KPLUS d-33, Q100 39-37, WTLQ d-40, KZZB d-40, WOKI d-36, KX104 37-31, OK95 40-37.

FOREIGNER "Down On Love" (Atlantic) 38/38

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 38 including KAFM, KEGL, KHTR, KPLUS, WFLY, Q100, WYSR, K104, KWIC, WNOK-FM, WKZL, WKDD, WRQC, KAY107, KCAQ.

BEACH BOYS "It's Gettin' Late" (Caribou/CBS) 38/1

Moves: Up 6, Debuts 2, Same 29, Down 0, Adds 1, KKRZ, WCAU-FM on, WHTT 23 19, Y100 on, KPLUS 38-36, WKEE on, WSSX d-34, WJZZ 36-34, WRNO 40-37, WKFR on-dp, KOFM on, WBNQ 33-31, KJ103 32-27, KIST 37-29.

LONE JUSTICE "Sweet Sweet Baby (I'm Falling)" (Geffen) 33/0

Moves: Up 7, Debuts 0, Same 26, Down 0, Adds 0, WKKS-FM on, WCAU-FM on-dp, WRCK 40-37, WKRF-FM on, WTLQ on, KWIC on, KZZB 40-39, WNOK-FM on, WOKI 40-35, WFMJ on, KX104 31-26, WJXQ 30-27, WHOT on, KIKX 40-38, KSKD on-dp, KHXX 40-38.

SURVIVOR "First Night" (Scotti Bros./CBS) 32/32

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 32 including WKKS-FM, KAFM, KEGL, Y100, WLS, WLS-FM, K104, WKEE, WKFM, WPST, WRNO, KMBO, WKDD, WGRD, KCPX.

TOM PETTY "Rebels" (MCA) 22/22

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 22 including WHYT, WERZ, WRCK, KWIC, WOKI, WFMJ, KX104, KITY, WJXQ, KQXR, KIKX, KCAQ, KSKD, KKLK-FM, WDBR.

WHAT IS THIS "It'll Be Around" (MCA) 20/20

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 20 including PRO-FM, 94Q, Z93, WHYT, WERZ, WRCK, WBBQ, WZYP, WFMJ, KX104, KIKX, KZZU, KHYY, WDBR, KCDD.

CURTIS & THE BOOMBOX "Black Kisses (Never Make You Blue)" (RCA) 20/2

Moves: Up 3, Debuts 2, Same 13, Down 0, Adds 2, 95, WRQN, KKRZ 32-29, FM102 d-29, KWOD on-dp, Q100 on-dp, WKRF-FM on, WJZZ 34-32, KTFM on-dp, WSEZ on, KKFM on, KDON-FM on, WAZY-FM on, KTRS 40-37, KHXX d-40.

ERIC MARTIN "Information" (Capitol) 19/19

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 19 including WNY5, Q100, K104, 98PXV, 93Q, WKFM, WRCK, KWIC, WFMJ, WYX, WHSL, WBNQ, WDBR, KCAQ, KIST.

AMY GRANT "Wise Up" (A&M) 19/19

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 19 including 94Q, Z93, WBBQ, WJZZ, WNOK-FM, KX104, WSEZ, WZPL, WKFR, KDON-FM, WOMP-FM, KQJZ-FM, KDVV, KBIM, KIST.

J. GEILS BAND "Fright Night" (Private I/CBS) 19/2

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 2, WTLQ, KITY, WKKS-FM on, PRO-FM on, KKRZ on-dp, FM102 on, WERZ on-dp, WZLD on, WOKI on, WFMJ on, KTFM on-dp, WSEZ on, KBOS on, KMGX on-dp, KIST d-37.

JESSE JOHNSON'S REVUE "I Want My Girl" (A&M) 13/0

Moves: Up 7, Debuts 0, Same 6, Down 0, Adds 0, FM102 19-17, KMEL 17-15, KZZB 39-34, WANS-FM on-dp, WZYP 37-35, KTFM 29-26, KMGX 32-24, KCAQ on, WJAD on, KIST 32-24.

STEVE ARRINGTON "Dancing In The Key Of Life" (Atlantic) 12/10

Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 10, WKKS-FM, WCAU-FM, WZLD, KTFM, WOMP-FM, WKSJ, WJAD, Q101, WFMJ, WHSL, WTLQ on, KHYY 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 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. CHR Rotation Criteria — Fulltime Adds and/or Ones: four plays in a 24-hour period, three of them before midnight. Departed Adds and/or Ones: two plays in a 24-hour period, both of them before midnight.

ROCK MYSELF TO SLEEP



The new single by
APRIL WINE

Produced by Lance Quinn for Quinn-Mann Productions

An Aquarius Records Production

Capitol

©1985 Capitol Records, Inc.

CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week		
2	1	1	1	TEARS FOR FEARS/Shout (Mercury/PG)
8	6	2	2	HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)
7	4	3	3	COREY HART/Never Surrender (EMI America)
20	14	6	4	JOHN PARR/St. Elmo's Fire (Atlantic)
17	13	9	5	BRYAN ADAMS/Summer Of '69 (A&M)
15	12	7	6	ARETHA FRANKLIN/Freeway Of Love (Arista)
23	17	12	7	TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)
5	3	4	8	STING/If You Love Somebody Set Them Free (A&M)
13	9	8	9	DeBARGE/Who's Holding Donna Now (Gordy/Motown)
1	2	5	10	PAUL YOUNG/Everytime You Go Away (Columbia)
32	21	18	11	PHIL COLLINS/Don't Lose My Number (Atlantic)
29	20	17	12	BILLY JOEL/You're Only Human (Second Wind) (Columbia)
19	16	14	13	DEAD OR ALIVE/You Spin Me Round (Like A Record) (Epic)
21	18	16	14	HEART/What About Love? (Capitol)
—	36	24	15	PRINCE/Pop Life (WB)
—	37	23	16	WHAMI/Freedom (Columbia)
35	30	22	17	PAT BENATAR/Invincible (Chrysalis)
3	5	11	18	BRUCE SPRINGSTEEN/Glory Days (Columbia)
37	33	26	19	KOOL & THE GANG/Cherish (De-Lite/PG)
31	24	21	20	FREDDIE JACKSON/Rock Me Tonight (For Old Time's Sake) (Capitol)
40	35	28	21	HOWARD JONES/Life In One Day (Elektra)
34	29	25	22	BILLY OCEAN/Mystery Lady (Jive/Arista)
11	10	10	23	DEPECHE MODE/People Are People (Sire/WB)
26	23	20	24	RICK SPRINGFIELD/State Of The Heart (RCA)
—	—	32	25	DIRE STRAITS/Money For Nothing (WB)
39	34	29	26	POINTER SISTERS/Dare Me (RCA)
—	40	30	27	MOTLEY CRUE/Smokin' In The Boys Room (Elektra)
10	8	13	28	POWER STATION/Get It On (Bang A Gong) (Capitol)
4	7	15	29	WHITNEY HOUSTON/You Give Good Love (Arista)
9	11	19	30	NIGHT RANGER/Sentimental Street (Cameo/MCA)
—	—	35	31	MOTELS/Shame (Capitol)
—	—	34	32	REO SPEEDWAGON/Live Every Moment (Epic)
DEBUT	—	40	33	MADONNA/Dress You Up (Sire/WB)
—	—	40	34	COCK ROBIN/When Your Heart Is Weak (Columbia)
6	15	27	35	DURAN DURAN/A View To A Kill (Capitol)
DEBUT	—	—	36	KATRINA & THE WAVES/Do You Want Crying (Capitol)
12	19	31	37	PRINCE/Raspberry Beret (WB)
DEBUT	—	—	38	EURHYTHMICS/There Must Be An Angel (RCA)
BREAKER	—	—	39	GODLEY & CREME/Cry (Polydor/PG)
BREAKER	—	—	40	MICHAEL McDONALD/No Lookin' Back (WB)

N&A Begins on Page 86

ADULT CONTEMPORARY

9	4	3	1	KOOL & THE GANG/Cherish (De-Lite/PG)
1	1	1	2	PAUL YOUNG/Everytime You Go Away (Columbia)
2	2	2	3	DeBARGE/Who's Holding Donna Now (Gordy/Motown)
7	5	4	4	DON HENLEY/Not Enough Love In The World (Geffen)
13	10	6	5	BILLY JOEL/You're Only Human (Second Wind) (Columbia)
6	6	5	6	KENNY LOGGINS/Forever (Columbia)
15	12	9	7	BILLY OCEAN/Mystery Lady (Jive/Arista)
18	14	10	8	TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)
10	8	7	9	SADE/Your Love Is King (Portrait/CBS)
16	15	13	10	ARETHA FRANKLIN/Freeway Of Love (Arista)
—	19	14	11	COREY HART/Never Surrender (EMI America)
—	22	17	12	WHAMI/Freedom (Columbia)
4	3	8	13	AIR SUPPLY/Just As I Am (Arista)
25	20	16	14	RONNIE MILSAP/Lost In The '50s (RCA)
BREAKER	—	—	15	HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)
3	7	11	16	WHITNEY HOUSTON/You Give Good Love (Arista)
5	9	12	17	AMY GRANT/Find A Way (A&M)
BREAKER	—	—	18	MICHAEL FRANKS/Your Secret's Safe With Me (WB)
11	11	15	19	SURVIVOR/The Search Is Over (Scotti Bros./CBS)
BREAKER	—	—	20	NATALIE COLE/A Little Bit Of Heaven (Modern/Atco)
DEBUT	—	—	21	WHITNEY HOUSTON/Saving All My Love For You (Arista)
DEBUT	—	—	22	BEACH BOYS/It's Gettin' Late (Caribou/CBS)
17	17	18	23	ROSANNE CASH/If I Don't Know Why You Don't Want... (Columbia)
DEBUT	—	—	24	HOWARD JONES/Life In One Day (Elektra)
DEBUT	—	—	25	MICHAEL McDONALD/No Lookin' Back (WB)

N&A Begins on Page 86

AOR TRACKS

Three Weeks	Two Weeks	Last Week		
2	2	1	1	DIRE STRAITS/Money For Nothing (WB)
3	3	2	2	JOHN PARR/St. Elmo's Fire (Man In Motion) (Atlantic)
10	6	5	3	STING/Fortress Around Your Heart (A&M)
1	1	3	4	HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)
6	4	4	5	PAT BENATAR/Invincible (Chrysalis)
18	11	7	6	PHIL COLLINS/Don't Lose My Number (Atlantic)
36	23	15	7	HUEY LEWIS & THE NEWS/Back In Time (MCA)
15	13	8	8	R.E.M./Can't Get There From Here (IRS/MCA)
16	12	9	9	JOHN CAFFERTY & THE BEAVER.../C-I-T-Y (Scotti Bros./CBS)
24	17	11	10	GODLEY & CREME/Cry (Polydor/PG)
25	18	13	11	MOTELS/Shame (Capitol)
8	7	6	12	COREY HART/Never Surrender (EMI America)
22	20	14	13	TALKING HEADS/And She Was (Sire/WB)
BREAKER	—	—	14	JOHN COUGAR MELLENCAMP/Lonely Ol' Night (Riva/PG)
13	15	12	15	MOTLEY CRUE/Smokin' In The Boys Room (Elektra)
53	29	18	16	MICHAEL McDONALD/No Lookin' Back (WB)
—	—	26	17	JOHN WAITE/Every Step Of The Way (EMI America)
43	30	23	18	CHEAP TRICK/Tonight It's You (Epic)
11	9	10	19	BRYAN ADAMS/Summer Of '69 (A&M)
28	25	22	20	Y&T/Summertime Girls (A&M)
BREAKER	—	—	21	HOOTERS/And We Danced (Columbia)
BREAKER	—	—	22	TEARS FOR FEARS/Head Over Heels (Mercury/PG)
27	22	21	23	BILLY JOEL/You're Only Human (Columbia)
55	32	25	24	NICK MASON & RICK FENN/Lie For A Lie (Columbia)
12	14	17	25	RATT/Lay It Down (Atlantic)
BREAKER	—	—	26	JEFF BECK/Gets Us All In The End (Epic)
5	5	16	27	JEFF BECK w/ROD STEWART/People Get Ready (Epic)
35	27	32	28	BRYAN ADAMS/Diana (Import)
33	26	30	29	TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)
7	10	19	30	HEART/What About Love? (Capitol)

Complete Tracks Chart Begins on Page 68

BLACK/URBAN

1	1	1	1	ARETHA FRANKLIN/Freeway Of Love (Arista)
7	6	2	2	WHITNEY HOUSTON/Saving All My Love For You (Arista)
15	10	6	3	JESSE JOHNSON'S REVUE/I Want My Girl (A&M)
12	7	5	4	STEVE ARRINGTON/Dancin' In The Key Of Life (Atlantic)
22	13	7	5	KOOL & THE GANG/Cherish (De-Lite/PG)
24	12	9	6	TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)
10	8	7	7	PATTI LABELLE/Stir It Up (MCA)
27	18	11	8	9.9/All Of Me For All Of You (RCA)
21	16	13	9	SYSTEM/The Pleasure Seekers (Mirage/Atco)
35	20	16	10	BILLY OCEAN/Mystery Lady (Jive/Arista)
23	17	12	11	MARY JANE GIRLS/Wild And Crazy Love (Gordy/Motown)
—	31	21	12	READY FOR THE WORLD/Oh Sheila (MCA)
2	2	3	13	DeBARGE/Who's Holding Donna Now (Gordy/Motown)
3	3	4	14	LUTHER VANDROSS/It's Over Now (Epic)
32	23	18	15	GWEN GUTHRIE/Padlock (Island)
30	24	17	16	ALEXANDER O'NEAL/If You Were Here Tonight (Tabu/CBS)
40	25	20	17	POINTER SISTERS/Dare Me (RCA)
17	15	14	18	MELBA MOORE/When You Love Me Like This (Capitol)
—	—	22	19	PRINCE/Pop Life (WB)
38	27	23	20	CON FUNK SHUN/I'm Leaving Baby (Mercury/PG)
4	4	11	21	CAMEO/Attack Me With Your Love (Atlanta Artists/PG)
5	5	10	22	RICK JAMES/Glow (Gordy/Motown)
—	34	27	23	BOOGIE BOYS/A Fly Girl (Capitol)
39	33	26	24	MAI TAI/History (Critique)
—	—	39	25	ANDRE CYMONE/Dance Electric (Columbia)
—	35	28	26	FAT BOYS/The Fat Boys Are Back (Sutra)
—	39	32	27	NATALIE COLE/A Little Bit Of Heaven (Modern/Atco)
—	—	37	28	STARPOINT/Object Of My Desire (Elektra)
—	38	34	29	JUICY/Bad Boy (Private I/CBS)
—	—	33	30	SHANNON/Stronger Together (Mirage/Atco)
—	36	31	31	STEPHANIE MILLS/Bit By Bit (Theme From 'Fletch') (MCA)
—	—	38	32	BILL WITHERS/Something That Turns You On (Columbia)
DEBUT	—	—	33	BAR-KAYS/Your Place Or Mine (Mercury/PG)
BREAKER	—	—	34	CARRIE LUCAS/Hello Stranger (Constellation/MCA)
33	30	25	35	SADE/Your Love Is King (Portrait/CBS)
—	—	40	36	NEW EDITION/My Secret (Didja Gitt Yet?) (MCA)
20	19	37	37	RJ'S LATEST ARRIVAL/Swing Low (Atlantic)
37	29	29	38	STACY LATTISAW/I'm Not The Same Girl (Coition/Atco)
BREAKER	—	—	39	KLYMAXX/I Miss You (Constellation/MCA)
DEBUT	—	—	40	DAZZ BAND/Hot Spot (Motown)

N&A Begins on Page 58