

I N S I D E :

HANDS ACROSS HEADS DOWN THE HOMESTRETCH

With just a few weeks left till the coast-to-coast human chain takes place, Harvey Mednick brings you up to date on the current, optimistic state of the project.

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BLACK/URBAN RATINGS RACES TO WATCH

Sean Ross analyzes the battles to come in the spring book, while Walt Love salutes YBPC honorees Skip Miller and Tom Joyner.

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KING'S ROAD TO SUCCESSFUL INTERVIEWS

In a guest News/Talk column, Larry King offers a refreshing vantage point on what constitutes a good interviewer.

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NEW ARTIST BREAKERS

Ken Barnes tallies the various formats' records of breaking new artists in the first quarter of 1986.

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IN THE NEWS THIS WEEK

- WMET now "Male AC" WRXR
- Bill Coffey VP at KUSA
- NRBA approves NAB merger by close vote
- Bob K GM at KING
- Charles Oliver Sr. VP at NAB
- Mike Dirckx OM at KIXI & KLTx; KLTx aims for older demos
- Don Amez PD at WBYU
- John Piccillo OM at new AOR WBYY
- WZXR back to AOR as WEGR
- Judge rejects KHJ-TV sale plan
- Geffen bows promotion field force
- Rich Tamburro directs Manhattan East Coast promotion
- Mike Shields VP/GM at WCFI
- Mark Stevens PD at WEAG
- WFMT debuts classical Beethoven net
- Paddy Ramsay GSM at KONO & KITV
- ABS buys KMGX for \$4.2 million
- IRS rules may affect station buys

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CELEBRATING SEVEN YEARS

Jhan Hiber's Ratings and Research Column celebrates its seventh anniversary this week, with its author looking back over that period's developments.

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Z-ROCK: A HARD ROCK ORIGINAL

Steve Feinstein talks to SMN's John Tyler and Robert Hall about their new hard-rock younger-demo satellite offering.

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NEXT WEEK IN R&R

A notable nostalgic tour in words and pictures of the early days of record promotion, saluting pioneers Juggy Gayles, Moe Preskell, and George Furness.

Newsstand Price \$5.00



BUZIAK, LICATA DIVISION PRESIDENTS

RCA Resets Executive Tier

RCA/Ariola has substantially changed its executive and operating structure, with the creation of three major independent divisions: RCA Records US, RCA/A&M/Arista Sales & Distribution, and RCA/Ariola Records International. Each of these has its own president, reporting to RCA/Ariola President/CEO Elliot Goldman.

Bob Buziak has been named President of RCA Records US, and Sal Licata becomes President of RCA/A&M/Arista Sales & Distribution. Buziak was most recently President of his own management firm. Licata

was Exec. VP/GM of Arista. Other executive changes see the resignations of RCA/Ariola Exec. VP/Operations Jose Menendez, Division VP/USA & Canada John Ford, and Red Seal VP Tom Shepard.

Named VP/Chief Financial

Colombo Blair Rep President



Charlie Colombo

Blair Radio President Charlie Colombo has been elevated to the new post of President of the Radio Representation Division of John Blair & Company. Colombo will now oversee the company's three individual radio rep firms - Blair Radio, Torbet Radio, and Select Radio Representatives (formerly Selcom and Blair/RAR). Colombo will continue his present responsibilities, pending a decision concerning a successor for that post.

As part of the changes, Barbara Crooks, Exec. VP of the Radio Representation Division, remains in that position with the expanded title of Exec. VP/Station Development and Asst. To the President.

Blair Radio Division President Jim Hilliard remarked, "Charlie's done an excellent job for us and has succeeded in living up to the well-deserved reputation he's earned throughout the industry. Since our November acquisition of Torbet and Selcom, Charlie's guidance and

COLOMBO/See Page 9

CHRISTIAN PRESIDENT

Saga Purchases Josephson Group

Josephson Communications, the radio group subsidiary of Josephson International, Inc., has tentatively agreed to sell its six stations to Saga Communications, an investor group comprised of nine-year Josephson Communications Broadcast President Ed Christian and top station/group management. Terms were not disclosed, but informed sources estimated the deal at approximately \$38.5 million, with financing secured from New England-based venture capital and banking firms.



Ed Christian

The six properties include WKLH/Milwaukee, WKVO & WSNY/Columbus, WNOR-AM & FM/Norfolk, and WZKC/Rochester.

Christian, who will become President and have voting control of the new company, told R&R he had approached Josephson Chairman Marvin Josephson several weeks ago

SAGA/See Page 9

Jamieson PolyGram Exec. VP

Bob Jamieson has been named Exec. VP/Marketing & Sales at PolyGram. He was VP/Marketing & Sales, Europe, for CBS Records International out of Paris. In this newly created post, Jamieson will oversee all aspects of US-based marketing and sales for the PolyGram group of labels. The promotion, marketing, merchandising, sales, video, and international departments will report to him. PolyGram President/CEO Dick Asher commented, "Bob's knowledge of markets worldwide is a valuable asset to our total operations. We're thrilled to have him at PolyGram."

JAMIESON/See Page 4

OLDIES CHANNEL LAUNCHED

Transtar Names Fries President

Sunbelt Communications Broadcast Division President/COO Gary Fries has assumed the President/COO duties of the co-owned Transtar Radio Network, which this week debuted the "Oldies Channel" as the newest format in the network's package of programming services.

Reporting to Sunbelt Chairman/CEO C.T. Robinson, Fries will continue overseeing the Sunbelt radio properties, relocating from Seattle to corporate headquarters in Colorado Springs. "It's exciting to be tapped from within your own company to move into this position," said Fries, who joined Sunbelt in 1983. "The fantastic growth of Transtar, with the success of Format 41 and now the addition of the Oldies Channel, has caused a need for this



Gary Fries

growth in management."

Explaining the year-long development of the Oldies Channel, Transtar Exec. VP Mike Harvey told R&R, "We felt there was a need for a really good, quality-produced, well-researched oldies format. We'd seen what research had done with Format 41 and knew we

TRANSTAR/See Page 9

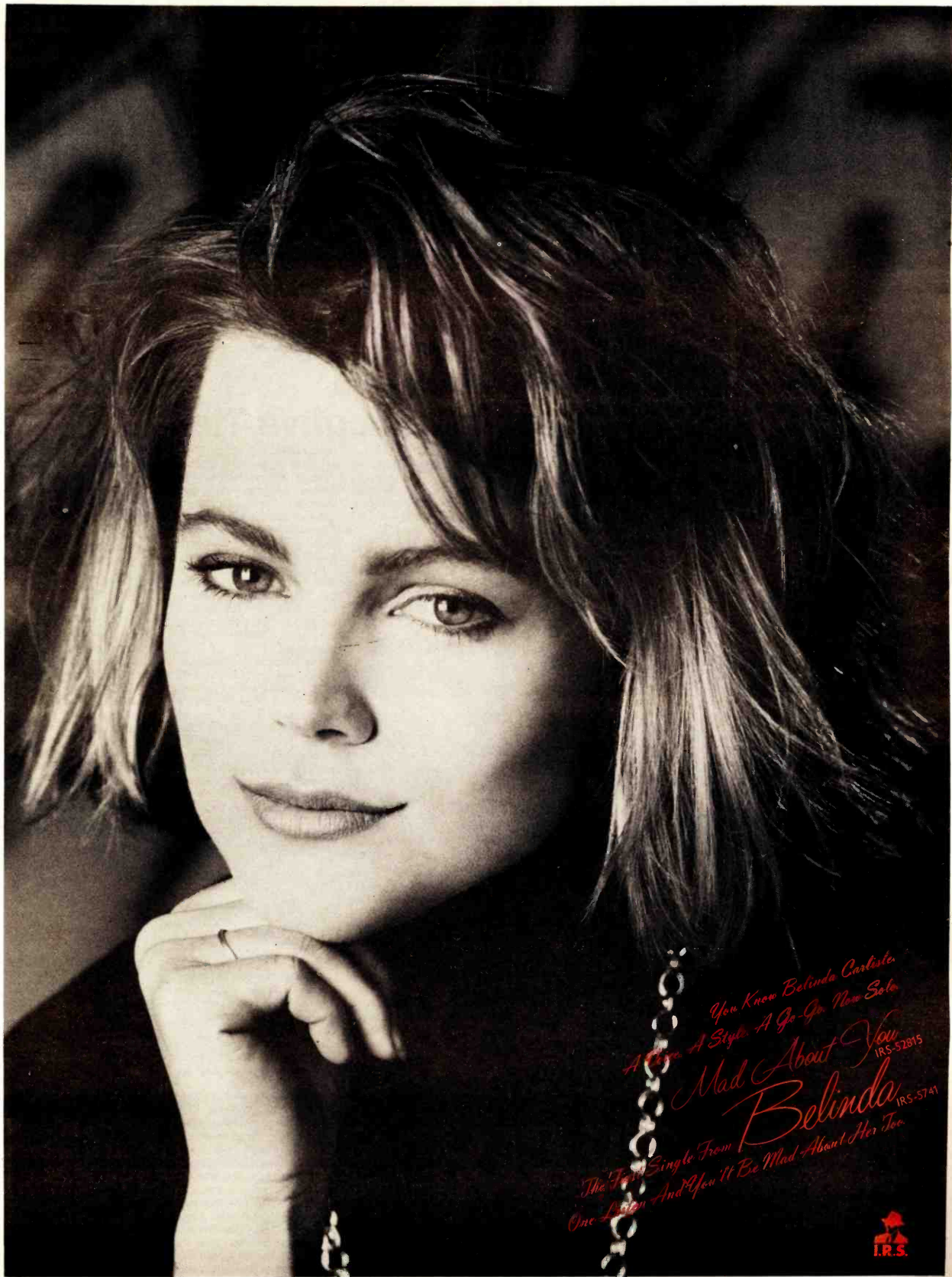
Rachael Donahue

KIIS-AM & FM morning sidekick/newsperson Rachael Donahue will now compete against former partner Rick Dees as morning host at KLOS/Los Angeles, replacing Shana.

KLOS PD Tim Kelly told R&R, "We were looking to broaden our morning show's appeal, and we decided that now is the time to move before someone else grabbed her."

Donahue, who'll be joining KLOS sports and KABCTV personality Ted Dawson and newspaper Chuck Moshontz, told R&R, "I really wanted to get back into playing music, and KLOS made me a nice offer. (KIIS VP) Gerry DeFran-

DONAHUE/See Page 9



*You Know Belinda Carlisle,
A Style, A Style, A Go-Go, Now Solo*

Mad About You
IR5-52815
Belinda
IR5-5741

*The First Single From
One Love And You'll Be Mad About Her Too*



MAY 2, 1986

**COUNTRY GOLD:
THE DEBATE BEGINS**

One of the hottest topics in Country lately is the number of oldies currently being played in the format. **Lon Helton** launches a three-part series covering all sides of the question.

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**Amez PD
At WBYU**

Don Amez, most recently OM of KQZY/Dallas, has become PD at WBYU/New Orleans. He succeeds former OM Bill Gerson.

Scotching rumors of a format change as he commented on Amez's appointment, VP/GM Mike Nauman told R&R, "I've worked in Easy Listening since 1975, and that's what we're doing here. I wouldn't have hired Don and they (station owner Stoner Broadcasting) wouldn't have hired me if we weren't going to do Easy Listening. Don is great; he knows what to do and how to do it."

Amez's Easy Listening experience dates back to 1968 when he worked with KRMG-FM/Tulsa. He later worked for KRMG (AM), leaving to join KOSI/Denver in 1972, which Group W purchased in 1980. In 1983 he was transferred to Dallas as KQZY's OM.

"My parting with Group W was very amicable," said Amez. "I'm very impressed by Stoner Broadcasting. At one time WBYU was the number one station in the market. Obviously, we'd like to regain that stature, and I think that's obtainable with the strong staff I currently have."

WMET Now 'Male AC' WRXR

SBI, Inc. plans to turn AC WMET/Chicago into WRXR this week, with a new format PD Tom Owens described as "male AC. Most traditional ACs skew female. We're going to do a flip-flop on that, and skew 25-44 males, positioned between AOR and female AC."

The format's musical range extends from oldies by the Beach

Boys and Doobie Bros. to more recent songs by ZZ Top and Sade. Owens asked, "Why is it assumed that a person who likes oldies doesn't also like currents? There ought to be room for a format that plays both."

He delineated the difference between his approach and consultant John Sebastian's "New AC" for-

mat. "Our tempo will be up, rather than mellow, and the music will be hit-oriented. After doing our research, we'll be playing lots of Supremes, for instance, while our initial read on jazz got mixed results."

Owens, who said no staff changes are expected at this point, predicted, "We'll be sharing audience with a number of different stations - ACs, AOR, Oldies, and maybe even Urban."

GM Bill Hazen commented, "We feel a station positioned in an AC vein that plays records for men will work. A good percentage of women will like those records as well."

Close NRBA Merger Vote

The proposed unification of NRBA and NAB was only narrowly approved by the NRBA membership in mail balloting tabulated last week in Washington. Of 279 ballots cast, the merger received 199 votes, or 71% approval - only 14 votes over the 2/3 majority needed for passage. Eighty members voted against uniting with NAB.

In similar mail balloting, 95% of NAB members okayed the move two weeks ago by a vote of 1226 for,

46 against, and 15 abstentions. The bylaws change creating 12 new board seats for NRBA directors required only a simple majority on voting NAB members.

In a letter to association members following last week's ratification, NRBA President Bernie Mann said, "With your help, we can now go forward toward building one strong and effective organization that can serve all the needs of the radio industry."

Mann said NRBA will stop providing publications and other member services to stations on May 1. Over the next several weeks, NAB Radio will contact NRBA members about joining the association, with dues locked in at NRBA's lower rates for one year. Three remaining NRBA staffers are set to join NAB on June 1.

NAB Radio Chairman John Dille III stated, "Our membership has given its overwhelming approval for this historic union, creating an even stronger and more unified single broadcast trade association. I look forward to combining the energies of the two associations and working together for the common good of the industry."

**Oliver NAB
Sr. VP**

Charles Oliver has been named NAB Sr. VP/Research and Planning. The post, which Oliver will assume in June, has been vacant since January 1, when John Abel was promoted to Exec. VP/Operations for NAB.

Oliver is currently Director/Policy Research for CBS/Broadcast Group in New York. He held a similar position in the CBS Washington Affairs office from 1980 to 1985, and has also served as an attorney in the FCC Common Carrier Bureau.

Abel told R&R, "We feel extremely fortunate to have Charlie coming aboard. He brings to us six years in a major communications company, where he has been assisting them on developing strategies for getting into new businesses."

OLIVER/See Page 4

**FM MODIFIES
AC FORMAT**

**Dirkx OM
At KIXI
& KLTX**

Thunder Bay Broadcasting, which recently acquired KIXI-AM & FM/Seattle, has named former KGW/Portland PD Mike Dirkx OM for the Big Band/AC combo. Concurrently, KIXI-FM has switched call letters to KLTX (K-Lite 95.7FM), and modified its format to an older demographic target.

Said Dirkx, "Our Big Band AM had a 4.5 in the winter Arbitron, while the FM did a one share, so it's no mystery which station will be getting most of my attention at this point. Before, KIXI-FM was leaning 18-34, and we've adjusted it to appeal to a 25-54 audience." He explained that KLTX is much more oldies-based with no current music. "Over the years," he said, "the FM station had been an underused frequency in the market, just kind of going along and not promoted very much. Now that's all going to change."

**Piccillo OM
At New AOR
WBYY**



John Piccillo

New WUWU/Buffalo owner DeVine Communications, which expects to turn the MOR station into AOR WBYY over the Memorial Day Weekend, has named John Piccillo OM. The market has been without an AOR since WGRQ-FM switched to AC in January, 1985; CILQ-FM (Q107)/Toronto has scored in the 2-share range in the last couple of books.

DeVine President Chris DeVine, who also acts as GM of the company's Salt Lake City AOR KBER, told R&R, "John brings good managerial skills and a lot of market experience to the table, having worked at WPHD under (consultant) John Gorman."

DeVine indicated that WBYY, which will be consulted by Burkhardt/Abrams, will have a modified

PICCILLO/See Page 4

**Bob K GM
At KING**



Bob K

After four years as PD at WCAU/Philadelphia, Bob K will become GM at KING (AM)/Seattle, effective May 12. He'll report to King Broadcasting VP/Radio Jim Kime. Prior to joining WCAU in 1982, K spent four years as PD at KOA & KOAQ/Denver and 11 years with four of the Group W AM properties.

"I'm very excited about moving up from the programming side to a GM position," K commented. "The challenge for me at KING-AM is more to my liking than that of a caretaker situation."

K acknowledged that KING, with its News & Information format, will have a tough time making inroads against KIRO and KOMO, the Seattle market's information leaders.

He also expressed confidence that, after a long period of instability, WCAU has recovered well in recent years and has reached the point where it could begin to take off in the marketplace.

**Judge
Blocks KHJ-
TV Sale**

RKO's proposed \$310 million sale of KHJ-TV/Los Angeles to Group W was dealt a major setback this week when an FCC law judge rejected the proposal. In separate statements, RKO and Group W both stressed that the ruling is only preliminary, and said they'll ask the full Commission to overturn the decision.

Judge Edward Kuhlmann said the sale would not serve the public interest while RKO's basic qualifications to be an FCC licensee are still being explored in the context of its fight with Fidelity Television over KHJ-TV's license. The fate of RKO's radio stations also rests on that case.

RKO/See Page 9



Bill Coffey

**Coffey VP
At KUSA**

KUSA/St. Louis PD Bill Coffey has been named VP/Operations for the Gannett Country outlet. KUSA & KSD President/GM Merrell Hansen made the surprise announcement before more than 2500 KUSA listeners and clients attending the station's annual birthday party.

Hansen said, "It's especially appropriate that Bill's promotion be announced at the KUSA birthday party because he's been such an important contributor to the phenomenal success of our station."

Coffey told R&R, "It came as a complete surprise to me, but what a great feeling to have it happen like that. If this promotion is an indication that I've contributed to the Gannett scheme of things, then I'm pleased and grateful. I hope it's not the last thing that happens to me with this company."

Coffey's been KUSA's PD since 1981. He previously spent four years programming WSLR/Akron, and has also worked on-air in Chicago at WJJD and WMAQ, as well as at WIL/St. Louis.

**WZXR Back
To AOR
As WEGR**

After 14 months as a CHR, Summit's WZXR/Memphis has returned to AOR as WEGR (Eagle 102.7). As part of the change WZXR PD Steve Kelly is leaving; Art Wander, PD for sister AM WREC, will supervise the implementation of the format, although it's expected that a separate FM programmer will eventually be appointed.

WREC & WEGR VP/GM Craig Scott observed, "The 25-49 demo is caught in a musical void between stations that either try to be all things to all people, or else narrowly focus on contemporary soft or 12-24 intense heavy metal rock. WEGR will continue to break new music first while continuing to pay

WZXR/See Page 4

Checking Out

Starting this week, R&R is no longer using "checkmarks" to denote most-added records in our various format New & Active and Significant Action sections. Although the checkmarks served as an easy reference tool, the standards for receiving a checkmark varied widely from format to format and in some cases were somewhat subjective. Therefore, we concluded that they were incompatible with the strict objectivity of the remainder of our music information.

Geffen Debuts Field Force



GEFFEN STAFF ON BOARD — Pictured on a Tower Records/Sunset billboard is the Geffen promotion staff, including members of the new field force: (l-r back), Bob Margolis, National CHR chief John Brody, Jann Zlotkin, David Newmark, Howard Lesnick, Michael Stein, Al Perry, Peter Napolioello, and Nat'l AC/Black chief Don Wright; (l-r middle) Barry Griffin, George Cappellini, Arthur Promoff, and Nat'l AOR head Marko Babineau; (l-r front) Mark Niederhauser, Marvin Gleicher, and Jeff Iiland.

Geffen is deploying the first field promotion staff of its six-year existence, a 13-person team drawn from the ranks of label and indie promotion, radio, and marketing.

It's the blueprint of Geffen's promotion/marketing chief Al Coury, who told R&R, "The company has always had a national promotion staff, working with the Warner Bros. people. So this is not so much expansion as it's the creation of a nationwide field force, a key person in each key city."

The new team will interface with certain elements of the Warner Bros. promotion department, according to Coury, in addition to fulfilling duties on a national basis. The field force consists of:

- Atlanta, George Cappellini. He was an artist manager for the Outlaws and Johnny Van Zant, among others.
- Baltimore/Washington, Jann Zlotkin, Promotion Director at WSHE/Miami.
- Boston, Al Perry; from the independent promotion firm BAP.
- Chicago, Marvin Gleicher, principal of Starvin' Marvin Promotions, a Midwest indie promotion firm.
- Dallas, Mark Niederhauser, formerly local promotion rep for RCA in Dallas.
- Denver, Bob Margolis, from field merchandising for RCA.
- Detroit, Howard Lesnick, previously Northeast Regional Promotion for EMI America.
- Kansas City/St. Louis, Jeff Iiland, field merchandising for RCA.
- Los Angeles, Arthur Promoff, with Geffen's promotion department for the past five years.

Piccolo

Continued from Page 3
"Superstars II" format, with approximately 60% gold.

KBER PD Drake Hall will be acting as Corporate PD for the two stations, while WUWU GM Jim Cummings has exited, with no replacement named.

Piccolo, a Buffalo native, was at WFHD for nine years, progressing from weekends to MD, with a nine-month tenure as OM before departing in November, 1985.

He commented, "There's a big void to be filled in this market. Q107 does well here, but it's never made sense that a station 100 miles away should make such a dent in the Buffalo market."

- Nashville, Barry Griffin, ex-independent promotion out of Dallas.

- New York, Peter Napolioello, who's held national promotion posts with Chrysalis and Motown.

- San Francisco, David Newmark, local promotion in the Bay Area for Epic.
- Seattle, Michael Stein, from KPLZ/Seattle.

Coury characterized the staff, which met in Los Angeles recently to discuss strategy and upcoming releases, as "one of the most dynamic, young, and aggressive promotional forces in the industry."

Commented Geffen Records President Ed Rosenblatt, "Al has put together the number one promotion staff in the business. He and they have our total support."

WFMT Bows Classical 'Beethoven' Network

Coming on the heels of recent announcements of Classical format changes (R&R, 4/11), WFMT/Chicago is developing a satellite network designed to deliver Classical programming to commercial and public radio stations. The 24-hour music service, scheduled for a September launch, is presently dubbed the **Beethoven Satellite Network**, and will offer a variety of live stereo classical music to subscribing stations. Plans call for BSN to be programmed independently from commercial WFMT, but WFMT PD Norm Pellegrini will be involved in programming the service. A separate on-air staff is being hired to voice the broadcasts.

WFMT President Ray Nordstrand told R&R, "What we're trying to do with this service is to address all the problems that Classical stations have had in terms of consistency, flexibility, quality, and style. We also are looking at the financial challenge both commercial and public stations are facing. Things are tight for these stations, and they're going to have to be more cost-effective than ever. What this service will provide is the highest-quality programming, a quality most stations can't do themselves and at a cost they can't ignore."

The 24-hour service will be ar-



Mike Shields

Shields VP/GM At WCFI

After a decade with Pulitzer's KTAR & KKLT/Phoenix, Mike Shields has been named VP/GM for new Duffy Broadcasting CHR WCFI/Daytona Beach-Orlando.

Duffy President/COO Marty Greenberg noted, "Mike's experience and obvious leadership qualities amply demonstrated during ten years of service with the Pulitzer Company made him an easy choice. We're delighted to be entering the Daytona Beach/Orlando market, and I know Mike will represent Duffy superbly."

A 12-year radio sales executive, Shields served six years as Director/Sales for KTAR & KKLT after working his way up through the sales ranks. Before that, he was GSM at crosstown KBUZ. Shields was unavailable for comment at presstime.

Stevens Transfers To WEAG PD Post

WPDS/Tampa PD Mark Stevens has transferred to Blair sister outlet WEAG (Eagle 93)/Indianapolis (formerly WNAI) to program its new rock-oriented CHR format.

"It's amazing how quickly and positively this market has responded to our new direction as a rock-oriented CHR," Stevens told R&R.

"For lack of a better description you could say Eagle 93 will have a morning show on the air from 6am to 10pm, and then at 10pm we'll switch to an afternoon drive presentation. It won't be taking candy from a baby, but I'm very confident of our success based on our initial impact."

Stevens was formerly PD at AOR WQXM/Tampa, becoming OM when it became CHR WZNE. Earlier he spent eight years programming Country at WSUN/Tampa.

Ramsay GSM At KONO & KITY



Paddy Ramsay

Paddy Ramsay has been named GSM at Duffy Broadcasting's Gold/CHR combo KONO & KITY/San Antonio. Ramsay, an 11-year Christal Radio staffer, was VP/GSM in the New York office and most recently VP/Western Regional Sales Manager based in Los Angeles.

KONO & KITY VP/GM Terry Rodda told R&R, "I really consider it a coup to attract someone of Paddy's talents into our organization. With her national reputation, awareness, personality, and people-oriented way of conducting business, she's perfect for our company."

Ramsay commented, "This is my first time in radio sales, as I've spent the last 14 years of my career in the rep business. With both stations being so strong, it's nice to see the recognition on the client level."

Jamieson

Continued on Page 1

Prior to his European slot at CBS, Jamieson was Managing Director/CEO of the company's Australian and New Zealand operations. From 1979-81, he was VP/Marketing for the CBS/Records Group, serving under Dick Asher there.

Jamieson observed, "My 17 years of experience across the country and around the world have led me directly to these new responsibilities. Joining PolyGram represents a very exciting opportunity for me."

Oliver

Continued from Page 3

"Also, he has experience in the Common Carrier area, which is an important part of what broadcasters have to deal with in terms of tariff increases."

Abel also praised Oliver's authorship of the book "New Technologies Affecting Radio & TV Stations," which NAB published in 1981.

Oliver's appointment fills the last remaining senior vacancy at NAB. Newly-named Sr. VP/Public Affairs Walt Wurfel begins work this week (5/1).



Rich Tamburro

Tamburro Joins Manhattan Promotion

Rich Tamburro has been appointed East Coast National Promotion Director, a new post, at Manhattan. He joins from EMI America, where he has handled local promotion out of Philadelphia since 1978.

Responsible for all areas of radio promotion on a national level, Tamburro reports to Manhattan VP/Promotion Jack Satter. Commented Satter, "I've always considered Rich to be one of the most professional and capable record men in the business. His years of experience will be an important asset to Manhattan Records."

Tamburro told R&R, "I've known and worked with Jack for a long time, so I'm excited about this opportunity and joining one of the industry's most exciting companies. Over the years, I've gotten to know a lot of radio people, and look forward to extending those relationships."

Before working for EMI America, Tamburro was a regional promotion representative from 1973-78 at UA Records.

WZZR

Continued from Page 3

attention to the great rock classics.

"The station's previous (AOR) audience has gotten older," Scott continued, "and is available to us now in an older, 25-34 cell. We'll go after that grown-up album rock crowd; they're the new trendsetters and business leaders around the country."

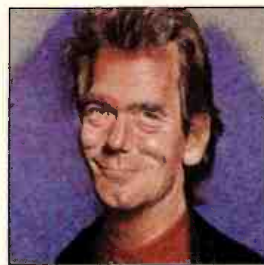
When asked about possibly re-viving the former AOR's longtime "Rock 103" tag, Scott said, "Our study found negative associations with the term '103' from both a poorly executed format change to CHR and some lingering association with an old AOR image. The research strongly suggested that we market the station brand-new; the Classic Coca-Cola case history wasn't applicable here."

The move, which leaves Memphis with WMC-FM as the market's lone CHR, is another sign of AOR's continued resurgence in the South, where new rockers have gone on the air in Greensboro, Charlotte, Charleston, and Savannah since the first of the year. The most significant holes for the format remain in New Orleans and Birmingham.

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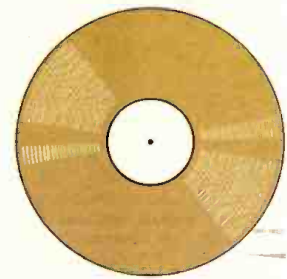


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Celebrate this July 4th weekend with 24 hours of explosive rock 'n' roll. From the early days of Bill Haley, Little Richard and The Beatles right on through to today's superstars, Rock Of Your Life pays tribute to 31 years of great music. Rock around the Fourth.

Call Shirley Maldonado at (212) 664-5538. Available on disc for broadcast.

Produced exclusively for NBC Radio Entertainment by Denny Somach Productions.

JULY 4TH WEEKEND...THE ROCK 'N' ROLL OF YESTERDAY TODAY & TOMORROW.



NEWS IN BRIEF

● **MICHAEL ABRAMSON** is named VP/Affiliate Relations at **DIR Broadcasting**, overseeing DIR's growing station relations department. Abramson most recently was VP/Promotion at **Island Records** and also was President of his own firm, **Rocker Doctor Promotions**.

● **PAUL VITALE** has been promoted from Controller to VP/Controller for **CBS/Records Group**. While continuing as CFO for **CBS Music Video Enterprises**, Vitale now assumes responsibility for the CBS Records Group Finance Department and is the primary liaison with **CBS Winterland Productions' Finance** and MIS activities.

● **STEVE SEIDMON** has been named VP/Research for **MTV Networks, Inc.**, assuming responsibility for company's programming research, marketing research, and affiliate sales research. Seidmon previously was Sr. Project Director at **B. Angell & Associates**, and had also worked in programming and research at **WDAI/Chicago**.

● **PAT PATRICK**, a founder of **American Image Productions**, has acquired the music library/radio ID/TV commercial company from the **Scherling-Plough Corporation**. His company, **Pat Patrick Productions**, will eventually move the American Image facilities and staff to its original home in Nashville.



Jim Caradine



Emiel Petrone



Michael Abramson



Trevlyn Holdridge



Steve Seidmon



Pat Martine

● **PAT MARTINE** is named Western Regional Promotion Manager for **MCA Records**, handling the label's promotion in the Western states. A 15-year record industry veteran, Martine most recently operated his own indie AOR promotion company.

● **JIM CARADINE**, Sr. VP/Operations of **WEA International** since 1982, has advanced to Executive VP. A 12-year company veteran, Caradine was earlier VP/Operations for five years.

● **TREVLIN HOLDRIDGE** has joined **Coleman Research** as Research Associate. Holdridge's 11-year radio programming/research analysis experience includes stints with **Waterman Broadcasting, Midwest TV, Inc., Dufly Broadcasting**, and most recently, **Reymer and Gersin Associates**.

● **EMIEL PETRONE**, Sr. VP/Compact Disc for **PolyGram Records**, has been named VP/Marketing & Public Relations for **American Interactive Media, Inc.**, a software developer for the CD-Interactive System. While acting as CD-I marketing/PR liaison for co-owned **The Record Group**, Petrone will oversee marketing/PR for PolyGram's CD-Video optical disc software.

● **BERNARD DE BOSSON** has been promoted from VP to President of **WEA Filippacchi Music**, now renamed **WEA Music**, following the resignation of the affiliate's longtime President, **DANIEL FILIPPACCHI**. Stepping in as Managing Director will be **MARC EXIGA**, who was formerly in charge of international marketing for the French label **Trema Music**.

RCA

Continued from Page 1

goals."

Buziak will be responsible for all facets of the domestic RCA label operations, including promotion, marketing and A&R. He'll also oversee the development and direction of a new national and regional sales team exclusive to the division, to be recruited.

Said Goldman, "Bob brings to his new post an especially broad base of experience and success in all facets of the music industry. In particular, his strong relationships in the creative community will take the US label precisely where the action is."

Prior to establishing his own company, Buziak worked for **Frontline Management** and was President of **Full Moon Records**.

Licata will oversee the merger of the present **RCA/A&M/Associated Labels/Arista** sales force with the existing **RCA/Ariola** domestic distribution operations (the latter encompasses warehousing and 14 nationwide branches).

Goldman observed, "Sal's 25 years in the record industry have given him an unmatched breadth of experience in marketing and sales."

Licata was with **Chrysalis Records** for seven years, and was its President when he left for **Arista** in 1983.

Menendez moves from **RCA/Ariola** to take a corporate post with **RCA** in New York. He told **R&R** that he'll be working under **RCA Corp. Exec. VP/Consumer Products & Entertainment Richard Miller**. "Exactly what will take place from that will evolve over the next few days," he said.

Menendez, commenting about the changes, said, "When you have a new chief executive like Elliot, he's entitled to his own team, and he's putting one together that he feels comfortable with — and I'm frankly supportive of that."

Neither **Ford** nor **Shepard** could be reached for comment. Another executive affected by the new structure, **Division VP/Sales Pete Jones**, is expected to move into a new post under **Sal Licata** soon, **VP/International Operations John Mangini** continues in his current post.

Buziak's management roster, including several prominent record producers, has been absorbed by **Michael Lippman Inc.**

● **KAREN GRINTHAL** has been promoted from Account Executive to Director/Sales for **CBS RadioRadio**. Before joining **CBS** in 1985, Grinthal previously was an AE with the **RKO Radio Networks, RKO Radio Sales**, and **New York stations WVRV and WKHK**.

● **BRIAN CASEY** has left **CHR**-formatted **KO93/Modesto** as PD. The station's programming will now be overseen by the **Lund Consultants**.

● **GAYLE MILLER** joins **Paul Yaskel Promotions** as Director/Marketing & Promotion. Most recently Director/Special Projects & Sales for **International Broadcasting Corporation**, Miller has also been VP/Operations & Programming for radio syndicator **London Wavelength**.

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

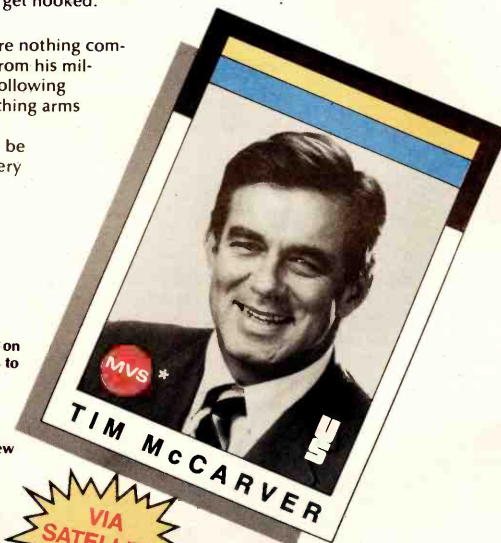
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ABS Buys KMGX For \$4.2 Million

KMGX/HANFORD (FRESNO)

PRICE: \$4,220,000

BUYER: ABS Communications, Inc., headed by Kenneth Brown and consultant Jon Sinton. They also own KROD & KLAQ/EI Paso.

SELLER: Western Sun Communications, headed by Ellen Adelstein, who also owns KFML/Nampa, ID.

DIAL POSITION: 103.7 MHz

POWER: 50 kw at 500 feet

FORMAT: CHR

BROKER: Kall & Co., Tucson.

Saga

Continued from Page 1

about buying the group. "We're all extremely appreciative of Marvin's efforts," he said. "Without his backing, understanding, and willingness to work with us, this could not have been possible. Marvin's gone out of his way to accommodate the people who've spent years laboring in the vineyard for him."

Christian, whose company will remain based at Josephson's present address, noted that a takeover in early fall is expected, and that Saga then plans to "expand to additional properties very quickly." He said, "We have wonderful banking relationships already established, and marvelous venture partners committed to making this company grow. Our primary thrust will be in the secondaries. You won't find us as players in the top 10-20 markets; our level of comfortability is in markets 20-60."

Colombo

Continued from Page 1

expertise have been invaluable assets in making the transition a smooth and productive one."

A 21-year radio rep veteran, Colombo became President of Blair Radio last year, having been President of Christal since 1981. His background also includes 16 years with Eastman Radio, where he rose to Exec. VP. "I'm glad to be associated with John Blair & Co.'s three excellent radio rep firms," Colombo told R&R, "and I'm delighted with the challenge this new position affords me."

RKO

Continued from Page 3

Because RKO can't directly sell the television station, the proposed settlement calls for the company to withdraw its renewal application. The FCC would then grant Fidelity's application. Fidelity would immediately sell out to Group W for \$95 million. RKO would receive \$215 million from Group W for the station's tangible assets.

Group W stated that it "hopes the Commission will take the broader view because we continue to believe, as did the Commission in its recent amendments to the Communications Act, that the public would be better served by a prompt and expeditious settlement of such litigation than by years of further litigation, confusion, and uncertainty."

KSSA/FT. WORTH

PRICE: \$3.5 million

BUYER: Mark Rodriguez, Jr. Broadcasting, Inc., owned by KESS/Ft. Worth VP Mark Rodriguez. He is also in the process of acquiring KESS (representing all outstanding voting stock) and total control of the station from his father, Marcos Rodriguez.

SELLER: Founders Broadcasting DFW, Inc., which, through affiliated companies, also owns KESG/Gladewater, TX and WXVI/Charlotte, NC. It recently sold WGVI/Montgomery, AL.

DIAL POSITION: 1270 kHz

POWER: 5 kw

FORMAT: Spanish (separate Spanish formats will be maintained on both KSSA and KESS).

KRKE-AM & FM/

ALBUQUERQUE

PRICE: \$3,150,000

BUYER: Sandia Peak Broadcasters

SELLER: Compass Communications

DIAL POSITION: 610 kHz; 94.1 MHz

POWER: 5 kw; 100 kw at 4130 feet

FORMATS: CHR; AOR

BROKER: Chapman Associates

Transtar

Continued from Page 1

could develop an oldies format that was just as powerful a ratings and programming tool if we approached it the same way."

Over 10,000 songs were researched for the new format, which is weighted toward the 25-40 year-old male. Harvey added, "We have a music list that's been tested perhaps for a different audience than other existing oldies formats." Harvey noted that Transtar hopes to do well with 25-49 and 25-54 demos.

Although specific affiliates were not disclosed, it was reported that 40 stations have signed up for the Oldies Channel, which is downlinked from Satcom 1-R. Every affiliate, including those in major markets, is expected to be carrying the programming by the latter part of this month.

Donahue

Continued from Page 1

cesco was extremely gracious and understanding.

"I want to lighten the whole show up a bit. Working with Ted will be a hoot, as we've both raced cars and horses against each other, so this will be just like another celebrity event, only fulltime. And although I don't know Chuck personally, I like his writing and delivery just fine.

"It's about time I finally got around to working at KLOS. After all, I've worked everywhere else in town. If this doesn't last, I'll do what all old disc jockeys do - I'll sell used cars." Asked about her new four-year deal, Donahue replied, "They're paying me a lot more." Donahue previously worked in L.A. at KWST, KROQ, KMET, KPPC, and KPOL-FM, and at KSNB and KMPX in San Francisco.

WBZA & WNIQ/

GLEN FALLS, NY

PRICE: \$800,000

BUYER: Northway Broadcasting, Inc. equally owned by New York State Broadcasters Association President Joe Reilly; WINR/Binghamton, NY GM David Mitchell, who will manage the Glens Falls combo; and WNGT-TV/Binghamton, NY VP Donald Snyder.

SELLER: Pathfinder Communications Corp.

DIAL POSITION: 1230 kHz; 107.1 MHz

POWER: 1 kw; 290 watts at 844 feet

FORMATS: A/C; CHR

BROKER: New England Media

WXAL & WNAN/

DEMOPOLIS, AL

PRICE: \$600,000

BUYER: Southstar Communications Corp., which also owns WBIB/Centre-

ville, AL. Principals are WDFW-TV/Dallas weathercaster James Spann, WCFT-TV/Tuscaloosa news anchor David Baird, and Thomas Stipe.

SELLER: Edmonds-Rigdon Broadcasting, Inc.

DIAL POSITION: 1400 kHz; 106.3 MHz

POWER: 1 kw; 3 kw at 300 feet

FORMAT: Country; A/C

BROKER: Chapman Associates

IRS Rules Affect Acquisitions

NAB says new Internal Revenue Service regulations could slow the pace of broadcast mergers and acquisitions by increasing the tax liability of buyers. The rules took effect January 26, retroactive to August 31, 1982. They apply to firms that buy 80% or more of the stock of companies owning broadcast properties.

Under the new regs, buyers who pay more than fair market value (FMV) for stations will not be allowed to depreciate the excess amount. The entire excess will have to be assigned to nondepreciable, intangible assets such as goodwill, going concern, and FCC license.

According to a memo from NAB's Research & Planning Department, those most affected by the retroactivity to mid-1982 "will be those companies that were very aggressive in stepping up the basis of the depreciable assets" purchased.

For The Record

Last week's story of Arleta Records' restructuring inadvertently misidentified the label's Manager/National Album Promotion, Jay Ziskrout handles that post.

\$2000 FINE

KOHO Transfer Approved

The FCC has okayed the sale of Hawaii Times, Ltd., the majority shareholder in Cosmopolitan Broadcasting Corp., which owns KOHO/Honolulu. Minority shareholders in Hawaii Times complained to the Commission that Walter Higa had improperly assumed control prior to getting FCC permission.

However, the Commission was satisfied with Higa's explanation that he misinterpreted the Communications Act and had no intent to deceive the FCC. Nevertheless, the FCC fined Cosmopolitan \$2000 for the premature transfer of control.

KGLR/TUCSON

PRICE: approximately \$750,000

BUYER: Family Life Broadcasting

Systems, which owns listener-supported Christian stations WUNN/Mason, MI; WUFM/Albion, MI; WUGN/Midland, MI; KFLQ/Albuquerque; and KFLR-FM/Phoenix. Family Life is in the process of selling KFLR/Phoenix and KFLT/Tucson.

SELLER: Doylan Forney

DIAL POSITION: 830 kHz

POWER: 50 kw days/1 kw nights

FORMAT: Big Band (Christian planned)

GRACE BROADCASTING of TEXAS Harvey Grace, President

has acquired

KIIX-AM/KIXS-FM Killeen-Austin, Texas

from

CITY MEDIA CORPORATION

for

\$5,750,000

Our Associate Bill Whitley initiated the transaction and assisted in negotiations,

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FCC Eliminates Risk In FM Channel Upgrading

The FCC has changed its rules to let many FM stations upgrade to higher power levels and antenna heights without facing competing applicants or running the risk of losing their existing channels. The change, which was proposed by the Fuller-Jeffrey Group, will be especially beneficial to Class A stations (3 kw) wishing to upgrade to B or C status.

Under the new regulations, the Commission will automatically allow such FM upgrading as long as the station is moving to a new channel that's incompatible with the existing one, such as the first, second, and third adjacent channels. The old channel gets deleted in the process.

The FCC's rationale is that stations shouldn't have to battle competitors for a new channel that is only being created because they are voluntarily giving up their old, incompatible frequency.

Evolving Policy

The Commission's policy on FM upgrades has been evolving for over a decade. In 1976 the agency ruled that an FM could shift to a new, better channel only if vacant frequencies could be found for all other parties who expressed an interest.

In 1983, in the so-called "Helena" ruling, the Commission began permitting upgrades for existing FMs as long as at least one extra channel was available for newcomers.

Now there's no requirement for extra channels, and the new upgrade frequency won't be opened up for competing applications as long as its creation directly results in deletion of the pre-existing, incompatible channel.

Prior Scheme Discouraged Upgrades

Under the prior system, in cases where enough extra channels weren't available, stations seeking upgrades had to face competing applicants in comparative hearings. And, since the FM's old channel was deleted in the process, most stations withdrew their applications rather than risk losing both the hearing and their channel.

Joel Rosenberg of the FCC Allocations Branch reports fielding numerous phone calls on upgrading in the short time since the item was announced and predicted, "I think a lot of people will take advantage of it."

Rosenberg said FMs eyeing an upgrade don't have completely clear sailing, however. Proposals for a higher class of channel in their communities of license are subject to "counterproposals" by broadcasters suggesting that the new frequencies be allotted to other nearby communities.

B's, C's On Class A Channels

Meanwhile, the Commission has proposed several other changes which could significantly alter the FM allocation scheme. Comments on the proposals (Docket #86-144) are due June 12.



BROADCAST HOSTS FOWLER — NAB's BROADCASTAP hosted a reception for FCC Chairman Mark Fowler (second from right) at the recent Dallas convention. BROADCASTAP funds and promotes minority broadcast ventures. Pictured with Fowler (left to right) are BROADCASTAP board members Charles Beard of Foley, Hoag & Eliot; former FCC Commissioner Tyrone Brown, of Steptoe & Johnson; BROADCASTAP President John Oxendine; John Dille Jr., Federated Media; and Don Thurston, Berkshire Broadcasting.

One of the suggestions now out for public comment would allow any class of FM station on any commercial frequency. Currently, B and C stations are not permitted on the 20 channels reserved for small Class A stations. Under the proposed change, A's would be able to upgrade to B or C status, where technically feasible, on their existing frequencies.

The FCC has also proposed replacing the current method of defining classes of FM stations by minimum power and antenna height. Those would be replaced with a classification scheme consisting of a continuous range of heights and powers that would produce a signal out to the station's expected service contour (1 mV/m).

Stations could exceed the height maximums for their class as long as they reduced power to achieve the proper signal contour.

In still other action, the Commission has proposed clarifying its rules to specify that a station's class is determined by its city of license, rather than its transmitter site.

Finally, the Commission has released a list of over 400 FMs that will be reclassified downward in March of 1987 unless they upgrade their facilities to the minimums for

their classes under Docket 80-90. Questions about the list should be directed to Gary Kalagian (202) 632-2049 or John Boursy (202) 634-6315.

NEWS BRIEFS

\$2000 EEO Fines For KFMR, KEYR, WAZS

Three radio stations have been fined \$2000 apiece by the FCC's Mass Media Bureau for allegedly failing to file annual Equal Employment Opportunity (EEO) reports. The reports must be filed with the Commission every year by all stations with five or more employees.

The fines were handed to KFMR/Sockton, CA; KEYR/Scottsbluff, NE; and WAZS/Summerville, SC. In the past, the FCC routinely fined stations only \$1000 for EEO reporting failures.

In other action, the Commission fined WENAI/Penuelas, PR \$1200 for failing to maintain a station log and not having at least one licensed operator on duty at all times.

Library Of Congress Gets King Tapes

Mutual is donating tape recordings of 21 "Larry King Shows" to the Library of Congress, which will make them part of its permanent collection. Peter Bridge, Chief of the library's Exchange & Gift Division, said the shows are "an excellent representation of what has become an integral part of American life."

In addition to an election night show from 1984 and a program on Soviet Jewry, the library selected interviews with Mel Torme, Phyllis Schlafly, James Watt, Jack Valenti, Ralph Nader, Tom Shales, and Jesse Jackson.

Other Key Developments:

- FCC action is set for this week (5/1) on how radio stations will log their issue-responsive programs. Since detailed program logs were abolished in the deregulation of commercial radio, two different substitute

logging methods imposed by the Commission have been struck down as inadequate by federal courts.

- The FCC has again denied WKAT/Miami a power hike from 1 kw to 2.3 kw at night to offset Cuban interference. The Commission says the boost would harm WSAI/Cincinnati. Meanwhile, WINZ/Miami will get \$31,460 in U.S. aid to help defray the cost of increasing power and changing its directional array to combat Cuban interference.

- The U.S. Court of Appeals has upheld the grant of a new FM in Port Royal, SC to Barnacle Broadcasting over competing applicant Beaufort County Broadcasting.

- WOIV/DeRuyter, NY has been denied permission to move its main studio 23 miles out of its community of license to Polkville, NY. WOIV had complained about DeRuyter's "miniscule and declining" population.

- The FCC has given Owosso Broadcasting an extension until March 1, 1987 to break up its prohibited ownership of WOAP-AM & FM/Owosso, MI and the community's only newspaper.

- Copies of the updated FCC phone book can be ordered by calling (202) 857-3800. For information on ordering audio or video tapes of FCC meetings call (202) 686-8250.

- Commissioner Jim Quello's legal assistant, Ken Howard, is leaving to join the law firm Baker & Hostetler.

- As part of the ongoing Docket 80-90 process, the FCC is changing the frequencies of five existing FM stations. The outlets and their new channels are WCTT/Corbin, KY (107.3 MHz); WYGO/Corbin, KY (99.5); WIZN/Vergennes, VT (106.7); WSPL/LaCrosse, WI (95.7); WRMC/Jacksonville, NC (98.7).

- An inquiry into AM, FM, and TV interference to airline communications has been closed out by the FCC without issuance of any regulations.



CONGRESS IN THE STUDIO — Columbia Records VP/Jazz & Progressive Music, Dr. George Butler demonstrates the music recording process for members of the Congressional Arts Caucus and their staffs. The RIAA-sponsored demonstration at Master Sound Astoria Recording Studios took place April 11 during a caucus outing to New York City.

WHAT'S NEW

Edited by Don Waller

TODAY'S TEENAGE LEADERS

"Young Sharks" Vs. "New Wavers"

While teenage culture in America has changed greatly over the past ten years, most adults are unaware of this fact. They prefer to look at teenagers as either being just like adults, but smaller and pimplier, or totally different than adults in every way. And then there are those who still believe that today's teens share the same values as they did in the anti-establishment '60s: anti-technology, into natural foods and environments, and strongly committed to political and social causes. According to **Steve Barnett, Sr. VP/Cultural Analysis Group** for the New York-based **Planmetrics Inc.**, social research consulting firm, these values are strictly from the "dinosaur days" for the majority of today's teens.

Writing in a recent issue of *Advertising Age*, Barnett notes that during the '60s teenagers made up a disproportionately large percentage of the U.S. population, whereas now teens are reduced to a relatively small portion of that population. Teens in the '60s did not, by and large, orient themselves to careers while attending school, assuming interesting jobs would be available. But today's students are narrowly focused on the job market. Most high school students show great awareness of the lack of opportunity for unskilled young people, and many college students voice not-so-secret fears that their golden road to an enriching career is blocked by the current glut of lawyers, doctors, MBAs, and, soon, engineers.

The combination of this shift in demographics and a perceived fear of declining job prospects form the philosophical underpinnings of the two leading-edge segments among

American teenagers today — New Wave Youth and the Young Sharks. (Sounds like a rumble in the making.)

"I Want Food With Artificial Additives"

The New Wavers hold almost the reverse of '60s teenage values. Pro-technology, they see computers, advances in sound, and video systems as "a value-neutral conduit to emotional and sensory stimulation." They are unconcerned with the environment, believing that everything's polluted already. New Wavers also favor "artificial" clothing — heavily dyed rayon wins out over "natural" cotton. They also lean toward makeup and food. To quote one teenager interviewed in a focus group, "I want food with artificial additives . . . the kind of food that tastes good." What's more, smoking is coming back into style among New Wavers as a symbol of rebellion against health-conscious parents.

New Wavers are likewise politically unconcerned, viewing politics as a corrupt hustle unrelated to their lives. While some New Wavers dress the part, in punk or retro outfits, others favor a preppy style, knowing that the "drugged preppie" look — conservatively dressed and liberally stoned — fools all but the hippest adults and authority figures. Perhaps even more shocking is that many of these New Wavers can be described as "punks for Reagan," a trend that seems to have eluded most political analysts thus far.

In contrast, the Young Sharks are a more ambitious lot than the New Wavers. Young Sharks seek to live the life of the entrepreneur as an

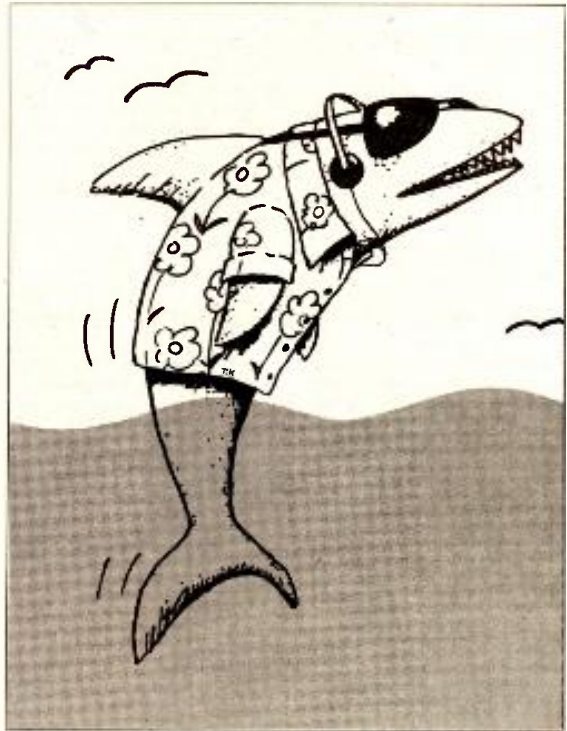
American cultural hero, wheeling and dealing in music, fashion, advertising, and other urban service industries. Young Sharks strive to be absolutely up-to-date at all costs, to talk tough and to at least try to negotiate tougher. Making money — lots of money — is the name of the Young Sharks' game and college is seen as a waste of time that could be better spent learning street smarts in the deal of the moment.

"What's In It For Me NOW"

In a sense, these Young Sharks represent the dark side of the entrepreneurial orientation so valued in today's America. A generation of junior Babbitts, if you will, focused exclusively on "what's in it for me now" and nothing else. Young Sharks spend all their available time cruising trendy clubs for money, networks, and deals. Their monomaniacal pursuits, not to mention their operating tactics, make their New Waver peer group seem old-fashioned, even timid.

Barnett cautions that not all of today's teenagers fit into either category and that many contemporary teens share mainstream values. However, he also stresses that it is a mistake to conclude, as a recent *Harris* poll did, that today's teens hold the same basic values as American adults. Barnett claims that while this may be true in a statistical sense where opinions are averaged and blended, these same statistics blunt perception of such cutting-edge teenage segments as the New Wavers or the Young Sharks.

The significance, as far as the radio and record industries are concerned, lies in the way mainstream teens respond to New Waver and Young Shark symbols. In perhaps Barnett's most telling words, he admonishes that "successful ads for the teen market create focused images that represent these trend-setting groups," and that the truly creative, creative advertising professionals need to understand how and why teenagers have changed since the late '60s and '70s. He cites the **Levi Strauss & Company's** "501" jeans TV ads and the **Benetton** clothing firm's print ads for excellence in this category. Maybe it's time you reviewed the 12-24 targeted ads currently running on your station before some Young Shark does it for you . . .



Hands-Free Telephone



Offering all the convenience of a cordless telephone, the "Walk 'N' Talk" lightweight telephone from the Tarzana, CA-based **Wicom** company can be clipped onto your belt, stuffed into your shirt pocket, or set on your desk. The unit comes complete with a lightweight stereo headset and a flexible microphone arm that allows you to use the telephone while performing all sorts of physical activities.

All this from a complete unit no larger than a pack of cigarettes. For more information, contact **Potentials In Marketing** at (612) 333-0471.

POLLSTAR

TOP 20 CONCERT PULSE

LW TW ARTIST

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

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

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PRO:MOTIONS

Winston Moves To WINZ As NSM

Andy Winston, most recently Local Sales Manager at WAXY/Miami, has joined crosstown WINZ as National Sales Manager. His sales/programming experience includes 16 years in the South Florida market, the last 11 at WAXY.

Camelot Realigns Management Tier

Camelot Enterprises has announced four promotions: Executive VP Jim Bonk adds CEO duties, VP/Purchasing Joe Bressi and VP/Retail Operations Larry Mundorf become Sr. VPs, and Director/Record Purchasing Lew Garrett moves up to VP/Purchasing.

PROS ON THE LOOSE

Fred Allen — PD WVBS/Wilmington, SC (919) 675-0918

Mike Bell — Morning Show Producer/Assistant Production Director KPLZ/Seattle (206) 285-8520

Brian Casey — PD/Mornings KOSO/Modesto, CA (209) 538-8366

Mark Denis — Air Personality KRTH(AM)/Los Angeles (714) 777-8887

Steve Kelly — PD WZXR/Memphis (901) 386-2102

Bobby Knight — MD/Afternoons WZXR/Memphis (901) 578-1103

Steve Merrill — Promotions Director WMMS/Cleveland (216) 942-3710

Paul Michaels — PD/MD/Afternoons WARX/Hagerstown, MD (717) 823-1697

Debra Overture — AOR Indie Rocker Doctor Promotions (212) 255-3952

Shana — Mornings KLOS/Los Angeles (818) 289-7535

Rick Thomas — Mornings XTRA (AM)/San Diego (618) 363-4838

Windham Hill Ups Three

Windham Hill has announced three promotions: Michael Carlson from Radio Promotion to West Coast Regional Manager, Bob Dusks from Publicity Assistant to East Coast Regional Manager, and Margaret Johnstone from Publicist to Director/Publicity.

Disney Names Montan

Former songwriter/recording artist Chris Montan has been appointed Director/Creative Affairs-Music for Walt Disney Pictures and Touchstone Films. During the past two years he has served as Manager/Music Publishing for the Walt Disney Music Company.

Dibble Atlantic L.A. Rep

Rock Allen Dibble, Atlantic Records' San Francisco rep, returns to Los Angeles in the same capacity. Dibble had previously served as the L.A. rep before moving to San Francisco two years ago.

Lucas Manages WICE Sales

Glenn Lucas has joined WICE/Providence as Sales Manager. He was previously with Boston outlets WCGY and WHDH.

Jeanpierre New WKHL LSM

Jeff Jeanpierre has advanced from Senior AE to Local Sales Manager at WKHL/Milwaukee. His nine-year radio background includes work at Milwaukee outlets WLXP, WBTT, and WZUU.

WNEW-AM Taps Stock

Wendy Stock, National Sales Manager of WNEW-FM/New York, will also handle the same duties for sister WNEW-AM. Prior to becoming WNEW-FM's NSM in 1984, she was an AE at crosstown WCBS-AM.

Lembo Shifts To Columbia

Jerry Lembo has joined Columbia Records as its New York Local Promotion Manager. Prior to this he logged nearly two years as Northeast Regional Promotion Manager/National Dance Club Promotion Director for Chrysalis. Before that Lembo operated his own indie promotion firm, Platinum Promotions.

Hastings Shifts To Alternative

Jamie Hastings, former GM of KVMT/Vail, CO, has joined Dallas-based format syndicator Alternative Programming, Inc. as VP/Sales. Hastings's experience includes work with Century 21 and Drake-Chenault.

Clark Joins WMAQ

Allison Portman Clark has joined WMAQ/Chicago as Manager/Business Administration. Before this she served as Director/Administration of the Bell Broadcasting Company. Her background also includes stints with WVVY/Highland Park, IL and WBBM-TV/Chicago.

Vitale CBS VP/Controller



Paul Vitale

Paul Vitale has been upped to VP/Controller, CBS/Records Group. Prior to this promotion, he had served as Controller since 1983. Vitale first joined the company in 1974 as a Financial Analyst for the Columbia House Division, later becoming that division's Director/Financial Planning and Analysis. He advanced to Director/Finance, CBS/Records Group in 1979 and, two years later, was appointed Director/Finance and Planning.

Sparrow Ups McGuffey



Danny McGuffey

Danny McGuffey has been promoted to National Sales Director of the Sparrow Corporation. Previously Sales Manager for Sparrow's Northeast territory, McGuffey joined the company in 1980 as a regional sales representative. Before that he operated a Christian artists and concert promotion firm in the New York/Long Island area.

CHRONICLE

Born To:

● WHJ & WHJY/Providence VP/GM Janet Karger and husband John DeShado, daughter Molly, April 16.

● JEM Records buyer Kevin Addis and wife Nancy, daughter Sara Lynn, March 7.

● KYKY/St. Louis OM/PD Jim Richard and wife Patti, son Jason, April 14.

● WRSR/Norfolk PD Al Brock and wife Shirley, daughter Kristen, April 17.

688 Records Launched

Atlanta-based 688 Entertainment, Inc. has formed 688 Records. Overseeing the label's operation are President Mike Hendry, VP John Wicker, Artist Relations chief Steve May, and VP/A&R George Pappas. Working with them will be Associate Producer Dan Vaganek and Promotions Director Cathy Hendrix. Thus far, the label has signed bands Dash Riprock and Drivin' 'N' Cryin'. 688 Records is headquartered at 686 Spring Street, Atlanta, GA 30308; (404) 874-2451.

CHANGES

Elise Mora, former manager/supervisor of production at Polygram Records, has joined Arista Records as Manager/Production.

Lee Lilienthal, AE at WSHE/Ft. Lauderdale, has been appointed Regional Accounts Manager.

Sheila Mulcahey, AE at WSHE/Ft. Lauderdale, has been appointed to the newly created position of Retail Account Manager.

Tia Anderson, an Advertising graduate at U of WA, joins KING/Seattle in her first sales job as Sales Service Coordinator.

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STAY
TRUE

is going all the way again
with their new single,

STAY TRUE

The follow-up to their
Top Ten smash.

Produced by Ted Currier for
Platinum Vibe Productions, Inc. 

Capitol
© 1987 CAPITOL RECORDS, INC.



Since I sold a thousand Metallica records,
they should change the sign to
"Elektra supplies and Trenton buys."

—John Cardarelli, owner, Rock Dreams

TRENTON MAKES

THE WORLD TAKES



I run a small record store in New Jersey. I thought I knew my rock and roll. I mean, I can tell Twisted Sister from Mr. Mister. But I never sold so many copies of a record that was getting so little airplay before Metallica's *Master of Puppets*. (600439)
I didn't believe I'd sell out my initial shipment the day it came in. And the reorder. And the next reorder.
When I heard that *Master of Puppets* had sold over 500,000 units, I *did* believe it.

The world's been following Trenton's lead for a long time—now I'm really proud to be from New Jersey.
Maybe the sign should read, "Metallica's in stock and Trenton's in shock."

Metallica—*Master of Puppets*

Produced by Metallica and Flemming Rasmussen • Mixed by Michael Wegener • Management: Q-Prime, Inc.

On tour now with Ozzy Osbourne

It must be... on Elektra Music Cassettes, Records, and Compact Discs.



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R&R STREET TALK

Is **BLAIR**'s bigger bidder buying Blair? If we can go from Bs to Ds, looks like a Done Deal. **MacFADDEN HOLDINGS, INC.** has formally launched a tender offer of \$25/share in a \$288 million hostile takeover bid. But since Blair stock at presstime was already at \$26.50, who knows how high the ante might go. Blair brass has "no comment" while they study the offer. Word has it that MFI has also planned a proxy fight to install its own directors. That showdown could be resolved next week at Blair's annual shareholders' meeting.

No man is an island, and ST hears **CHARLY PREVOST** is resuming active duty less than four weeks after his departure as President of **CHRIS BLACKWELL**'s company. He's set as VP/GM of West Coast Operations for **CHRYSALIS**, and will relocate to L.A. by the end of this month.

Where will departing **RCA** executives **TOM SHEPARD** and **JOHN FORD** (see Page 1) land? Expect Shepard, a Red Seal and CBS Masterworks veteran, to join **MCA** for Broadway musical repertoire and special projects, and — later perhaps — a revitalized classical division. Word is that Ford will spend some time working on his golf game before firming future plans, which may or may not see his return to Canada.

RIAA President **STAN GORTIKOV** reportedly met with **PARENTS MUSIC RESOURCE CENTER** principals in NY Monday (4-28), but the specifics of the pow-wow aren't known. It's said that the RIAA board recently decided against putting the PMRC, in effect, on all its members' mailing lists for new releases. Under that plan, the responsibility for "rating" records would have passed to Ms. **TIPPER GORE** and associates. They would presumably have had to listen to the industry's entire output . . . all the time.

KZZC (ZZ99)/KANSAS CITY PD TODD CHASE has moved into the sales department, with an eventual goal of becoming a GM. Asst. PD/afternoon driver **GREG "KID" CASSIDY** is now acting PD, and is actively seeking a night rocker for the station.

WXYZ/DETROIT parent **FRITZ BROADCASTING** will be closing on its purchase of **WCXI-FM** around May 12, and the new calls will be **WNTM** ("92 Music"). Look for a new, narrowly targeted (35-45 demos) AC format developed in tandem with **DRAKE-CHENAULT**. But isn't **TRANSTAR**'s Format 41 already next door at **WLTJ**? Inside sources suggest that **WNTM** will aim for "a better balance between males and females." More details next week.

Across town, the scoop is that **SHAMROCK**, new owner of **WCXI (AM)**, apparently made Detroit morning legend **DEANO DAY** an offer he could refuse. Latest plan has Deano buying four hours of morning drive time on suburban **WPON/PONTIAC**. He and his wife **MARTHA** (a former 'CXI AE) are selling the spots.

Advance congrats to **WRKS/NEW YORK** veteran **ROBIN WASHINGTON**, who's upped to Music Coordinator. The move allows MD **FRED BUGGS** to concentrate on his evening shift.

The radio/record company relationship and the international music business will be central themes of this year's **NEW MUSIC SEMINAR** in New York. There'll be two keynoters: **WEA RECORDS UK** Managing Director **ROB DICKINS**, and a prominent US broadcasting figure TBA. The seminar dates are July 13-16 at the Marriott Marquis.

Our heartfelt thoughts this week are with **JHAN HIBER** and his father **BOB BOWLES**, who's battling a recently discovered illness. Bob was an active broadcast executive in Chicago and Florida between the 1940s-60s. Instead of sending him flowers, donations to the American Cancer Society may be made in Bob's name.

WOW/NORFOLK PD ROSHON VANCE spearheaded an impressive show of unity with last week's "Purple Thursday" protest of "The Color Purple"'s empty Oscar cupboard. Listeners showed their support by wearing purple clothing or armbands. At least 30 stations participated, including **WQQK/NASHVILLE**, **WPLZ/RICHMOND**, and **WCIN/CINCINNATI**.

Departing **A&M** after eight years is VP/Publicity **KATHY SCHENKER**, who's setting up her own PR company in NYC, with **U2** and **STING** among her accounts. You can reach her at (212) 371-1181.

ST reported recently that **WPOC/BALTIMORE PD DOUG WILSON** had opted to leave for greener pastures. However, talks with management brought Doug a new contract, right before the winter sweep showed 'POC climbing 5.6-7.7, tying its alltime best. Said Doug, "I was looking for a new challenge, but as it turns out I have a renewed challenge and commitment here."

Longtime Detroit wheel **TOM SHANNON** has returned to the Motor City as **WMJC**'s morning man, arriving from **WWKB/BUFFALO**.



Also "coming back home" is **REBECCA WEBB**, new News Director at **KINK/PORTLAND**. A TV news anchor since 1981, Rebecca started her career at **KINK** eight years ago.

WBCN, the "Rock of Boston," went laserdisc Thursday (5-1) with the help of CD-only retailer **BOSTON COMPACT DISC** and local hardware outlet **NANTUCKET SOUND**. 'BCN played CDs exclusively all day, and the two stores supplied the station with silver platters for airplay and CD players for giveaways.

Traveling abroad this year? Since the increased terrorist activity and the US's air raid on Libya, **LIONEL RICHIE**, **PRINCE**, **STARSHIP**, and **SOUTHERN PACIFIC** have all stepped back from European dates. And DC outlet **WASH** reports it'll keep its "Continental Breakfast" show anchored on American soil for now.

Continued on Page 16

Fire It Up.

PATTI AUSTIN

"THE HEAT OF HEAT"

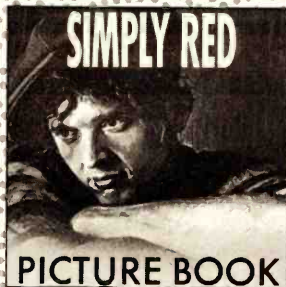
© 1986 Qwest Records QWEST

WBEN-FM 34-29	93Q on
WNYS deb 34	WBBQ 32-29
WCZY 36-24	WSSX on
WHYT deb 33	KAMZ 30-26
WXKS-FM on	KBFM add 40
WKSE 37-35	KMGX on
KKRZ deb 35	KCAQ add
KMJK on	95XXX on
FM102 deb 24	100KHI add
KMEL deb 33	WGAN on
KUBE deb 33	WZYP on
WERZ deb 39	WPFM on
WNNK 37-34	WVBS add
KC101 on	WBWB add
WSPK 38-32	WZOZ add
RI-104 add	

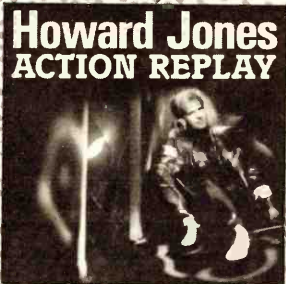
STREET TALK

Continued from Page 15

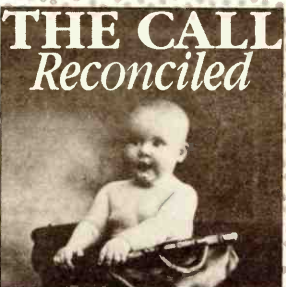
IT MUST BE...



SIMPLY RED
"Holding Back The Years"
 From the *Picture Book* LP.
 R&R NEW & ACTIVE
 132/49 56%
 BILLBOARD LP: 78*-56*



HOWARD JONES
"No One Is To Blame"
 From the *Action Replay* EP
 R&R CHR: 24-22!!!
 BILLBOARD LP: 89*-65*



THE CALL
"Everywhere I Go"
 From the *Reconciled* LP
 Over 100,000 units
 sold off AOR alone!
 BILLBOARD LP: 91*-85*



ON ELEKTRA MUSIC CASSETTES,
 RECORDS AND COMPACT DISCS

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New This Week:
 B104
 CKOI
 WCAU-FM
 WAVA
 WQUE-FM
 Q105
 KBEQ
 KWK
 KKRZ
 KMK
 WERZ
 WTC-FM
 WKEE WIXX
 KZZB WZPL
 WKQB KNMQ
 WRQQ KIYS

And Many More!

New This Week:
 WPHD
 CFTR
 WMMS
 ZZ99
 KDWB-FM
 KAY107
 KIMN
 KMGX
 KYNO-FM
 WYKS
 WGLP

New Single
 On Your
 Desk Today!

There've been some bold call-letter changes since the FCC ended its taboo of certain combinations. Latest entry is new station **KSXY/RENO**, although we can't confirm reports that "Sexy" will be powering "Viva Paris Follies" floor-show music live from Caesar's Palace at Lake Tahoe.

Speaking of call letters, look for **EMMIS BROADCASTING** to pull out all the stops in order to pick up the **WMET** call letters for Mets flagship **WHN/NEW YORK**. The WMET calls went up for grabs this week following the debut of **WRXR/CHICAGO** (see Page 3).

The Pennsylvania Historical and Museum Commission has completed an application nominating the Philadelphia studio where "American Bandstand" was born to be placed on the National Register of Historic Places. The original studio, used between 1952-1964, is in a building owned by public WHYY-TV and is for sale. If the PA Historic Preservation Board approves, the application heads for Washington.

After being defrauded by a bogus band member (see last week's ST), **READY FOR THE WORLD's** talent agency and **MCA's ERNIE SINGLETON** called **OC104/OCEAN CITY** to discuss the possibility of RFTW doing an OC104-sponsored charity show sometime this summer. Now that's a happy ending.

Contrary to what was reported to ST, **KIIS/L.A.'s MIKE SCHAEFER** and **MCA's STEVE MEYER** will not be on the panel on independent promotion at this weekend's Music Business Symposium in Los Angeles.

CHR WKKX (KX104)/NASHVILLE has picked up **BURKHART/ABRAMS**, since crosstown **AOR WKDF** has ended its relationship with the consultancy.



John Williams



Mike Rich

KGW/PORTLAND PD RICK SADLE is seeking T&Rs for the AC outlet's midday opening. Meanwhile, **KGW's** named personalities **JOHN WILLIAMS** and **MIKE RICH** as the new morning team. Looking at these pictures, it's hard to tell the joker from the straight man.

Free Lunch Dept.: **TOM MCKINLEY**, VP at **MAJOR MARKET RADIO**, took his son to New York's famed 21 Restaurant to celebrate his 21st birthday. As Tom was waiting for the hefty check for their pleasures, the restaurant caught fire, and requested that everyone evacuate.

Time stands still in Ironton, OH, where people were reportedly singing "Oh, How I Love Jesus" while burning albums, cassettes, and other rock and country music paraphernalia. Their leader, evangelist **JIM BROWN**, specifically warned them that the "Mr. Ed" TV theme song ("A Horse Is A Horse") contains such backward messages as "The source is Satan" and "Someone sang this song for Satan." Next week: the real truth behind Gilligan's Island.



R-AIR APPEARANCE — An unprecedented collection of over 40 DJs from more than 25 Detroit area stations gathered last week to help promote "Air-Aid," a ten-day fundraising/consciousness-raising effort in support of Michigan Says Yes! To Food Banks Week. They're shown here filming a music video for the single "Air-Aid/Feed The Hungry" by local artist Gary Spaniola.

B I O	TO	PROGRAM DIRECTORS	AIR DATE	JULY 4*WKND.	TIME	4 HRS.
	FROM	WESTWOOD ONE	AREA CODE	213-204-5000	NUMBER	
M E M O	REASON	SCOTT SHANNON'S RED-HOT SUMMER SPECIAL WACKY SUMMER BITS & BEACHIN' SUMMER HITS!				
		<input checked="" type="checkbox"/> FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY				

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on
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RECORDS



**Al Courty
Unveils Field
Geffen Staff.**

Back Row: **BOB MARGOLIS**, Denver; **JOHN BRODEY**, National CHR; **JANN ZLOTKIN**, Baltimore/Washington; **DAVID NEWMARK**, San Francisco; **HOWARD LESNICK**, Detroit; **MICHAEL STEIN**, Seattle; **AL PERRY**, Boston; **PETER NAPOLIELLO**, New York; **DON WRIGHT**, National A/C, R&B; Middle Row: **BARRY GRIFFIN**, Nashville; **GEORGE CAPPELLINI**, Atlanta; **ARTHUR PROMOFF**, Los Angeles; **MARKO BABINEAU**, National AOR; Front Row: **MARK NIEDERHAUSER**, Dallas; **MARVIN GLEICHER**, Chicago; **JEFF IFLAND**, Kansas City/St. Louis.





JHAN HIBER

RATINGS AND RESEARCH

Seven Years On This Beat: A Perspective

In March 1979, while Director of Marketing & Research for CKLW/Detroit (Windsor), I got a call from R&R founder Bob Wilson. "We'd like you to write for R&R" were his fateful words. This column was born two months later.

As Ratings & Research celebrates its seventh anniversary this week, it's hard to believe yours truly has banged out over 300 columns. It's even harder to believe you read them all. Seriously, it's been a labor of love. Thanks for all your support. I'm glad you've found this page so useful.

Given that seven years on one gig in this business is a lifetime, let's look back at what's transpired on the radio research scene. We'll also peek into what the next seven years might bring.

The More Things Change

On the ratings front there have been many changes and ups/downs, but one constant: Arbitron. The diary-based ratings leader has managed to thwart all comers.

You may recall that when this column debuted at least four companies were battling to knock off Arbitron. Jim Seiler, founder of Arbitron, was running Mediastat. Jack McCoy had RAM Research with its one-day diary. Audits & Surveys had its RAB-approved TRAC-7 seven-day telephone method. Finally, Burke had its own version of the seven-day telephone sweep.

None of these firms is still in the arena with Arbitron. Either lack of broadcaster advertiser support or a methodology glitch (such as average persons numbers higher than cumes, a problem suffered at Burke)

caused the death of most. Mediastat was absorbed by Birch after Jim Seiler's death several years ago.

Meanwhile, a fellow named Tom Birch was starting yet another ratings company in the late '70s. More on that later.

Significant Changes At Arbitron

Among the differences/improvements in Arbitron's approach since 1979 are:

- All markets are now surveyed for 12 weeks each sweep. In 1979 virtually all metros were still being surveyed for only four weeks per contest.

- All markets now include those with non-listed numbers in the sample base. When this column began only a handful of markets were under the Expanded Sample Frame (ESF) system.

- Telephone Retrieval of listening from blacks and Personal Placement & Retrieval from Hispanics have been stopped. Differential Survey Treatment (DST) has cropped up in their place. DST awards more money and more follow-up attention to ethnics in markets with a significant black/Hispanic population.

- Diary redesign continues. It used to be that the diary didn't capture information about in-car listening; now it does. Likewise, there used to be much confusion about AM/PM, AM/FM and the ever-present noon/midnight "12" problem. The new daypart diary,

going into effect this summer sweep, will minimize those hassles.

- 48 weeks of measurement in many markets now. A&S and Burke ballyhooed this concept in 1978 when they got rolling. Arbitron has now institutionalized this approach, at least in the top 75 metros.

- Monthly reports. Mediastat's telephone interviews were the only credible monthly in the late '70s. Now Arbitron has its own version — a rolling three-month product known as Arbitrends. Debate continues about how useful Arbitrends may or may not be, but at least the ratings giant is catering to those who want some ongoing ratings information.

Birch: Competition Arrives

In 1980 former radio programmer/researcher Tom Birch decided to come out of the closet — or garage as the case may be — and unveil his new radio ratings mousetrap. Having watched A&S and Burke bail out in the second half of 1979, Tom decided on a different marketing approach. Rather than tackle Arbitron in the biggest markets he'd try the guerilla tactic of flanking. He started in cities like Oklahoma City and New Orleans, rather than New York.

Today Birch Research has emerged as a significant thorn in Arbitron's side. Birch has a stable financial base, some key Arbitron executives, and a good chance of staying in the game for the duration.

There are some concerns, however. The firm has yet to seek accreditation by the Electronic Media Ratings Council. The

methodology keeps changing — as does Arbitron's. While Arbitron and Nielsen are audited annually by the EMRC, Birch's shifting methods are not subject to such scrutiny. Birch is also unkind to formats skewing 30+ (compared to Arbitron), and by comparison shows AOR stations much healthier than the diary technique. Nothing wrong here — different methods show different results — but such variations between the newcomer and the leader have caused concern for some cautious radio ratings and research users.

Overall, however, Birch's development has been one of the more fascinating stories during the last seven years. Competition is healthy. And so, the radio ratings biz is getting healthier.

Music, Perceptual Research Advances

An amazing development in the last seven years has been the explosion of research firms/techniques aimed at helping radio stations. No longer does calling a record store qualify as the only type of music research. No longer does just talking to a few friends at the local bar suffice for audience perceptual research.

There are now research firms with WATS centers able to conduct nationwide callouts. The onset of auditorium music tests and little black boxes to tab music results has caught on like wildfire.

Broadcasters used to think a focus group involved photography. Now, you can conduct focus groups in regular style, one-on-one, or in a mass setting with 100 persons.

You say you want to survey hundreds of potential listeners? Will

that be over the telephone or through a perceptual diary? Or perhaps you'll use in-person interviews.

As you can see, there's been no lack of growth or excitement on this side of the radio research field.

Sales Research Burgeons

When I was on the street, sales research consisted of taking a client golfing. You hoped to loosen him up, get him to spill the beans about how he felt regarding you and/or the competition, and put in a few good words (low key, of course) about how the latest 50% decline in your numbers was just a fluke.

Things have progressed a little since then. You now have sophisticated advertiser studies done via the mail, over the phone or, best yet, in-person. Objective feedback can give the GSM a clear picture as to how the station's sales effort is perceived.

There are also a slew of additional qualitative sales tools. Zip code-oriented breakouts such as PRIZM or Clusterplus (tied into Birch and Arbitron, respectively) are gaining credence. Now Arbitron has announced a new interview of diarykeepers for qualitative and sales development purposes. Birch, of course, obtains qualitative and product usage data in its phone interview.

Willy Loman wouldn't know what to do with all these tools.

As you can see, the last seven years have been fascinating ones to chronicle! Thanks for the opportunity.

Next week: Looking into my crystal ball at the next seven years. Stay tuned.

U+HOST IT

Welcomes New Affiliates, Resort Broadcasters, Inc.

LES GARDNER Z-93
GARY RADCLIFF OK106
BILL JAMES B100
SCOTT KERR WHCC
RICH GILDUNN WWTR

On The Air Soon In Virginia Beach

Special Thanks to Ed Seeger, V.P. Programming

Join the growing list of stations nationwide that Host It, and remember: U Host It

For information and demos call:

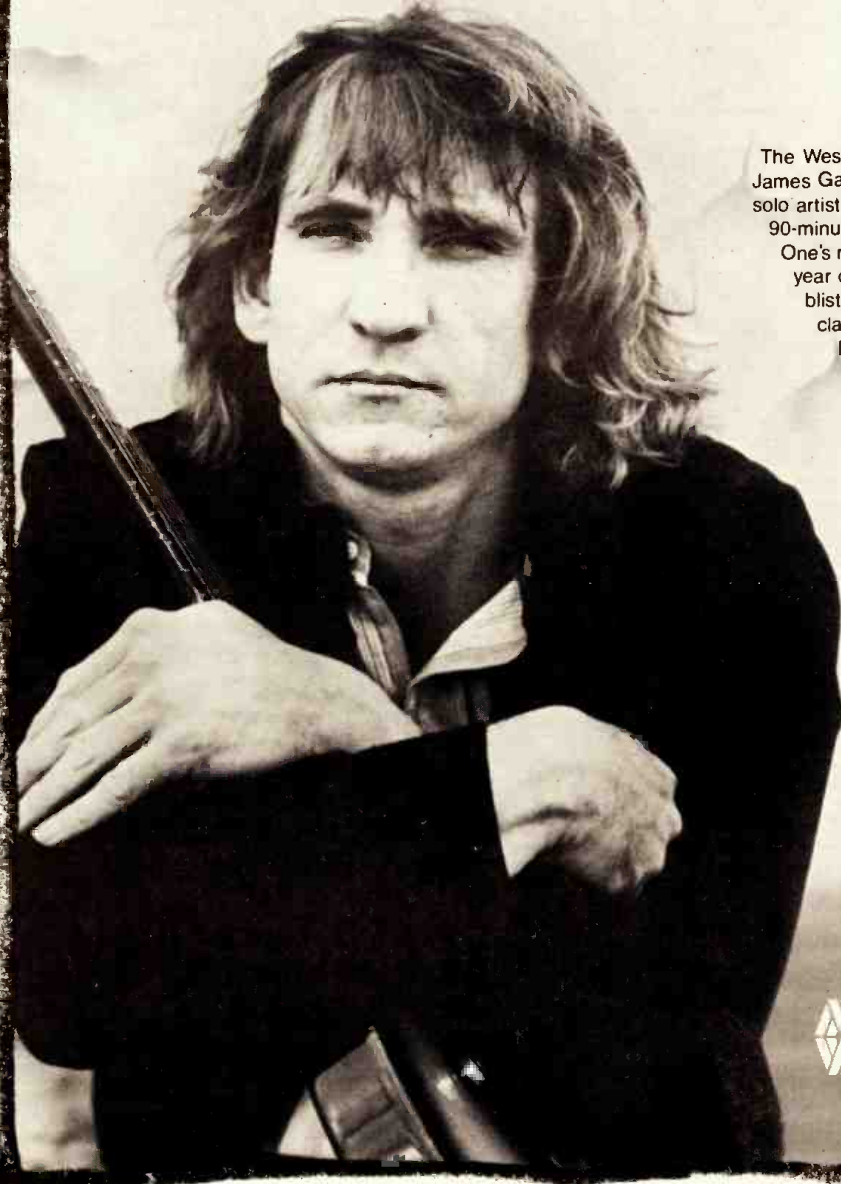
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JOE WALSH

in Concert



The Westwood One Radio Networks proudly present former James Gang head honcho, member of The Eagles, inimitable solo artist and guitarist extraordinaire Joe Walsh *In Concert*, a 90-minute performance airing the week of May 12. Westwood One's mobile studios recorded Walsh and his band late last year during the Midwest portion of his U.S. tour, and it's a blistering rock & roll set that includes such James Gang classics as "Funk 49," Walsh's Eagles-era "Life In The Fast Lane," and solo smashes like "All Night Long," "Rocky Mountain Way" and the title track from his most recent solo LP, *The Confessor*. Whether he's a member of the band or out in front on his own, Joe Walsh rocks with a style all his own. So catch the excitement on *In Concert*, presented exclusively by the Westwood One Radio Networks. For more information, contact Westwood One at (213) 204-5000 or Telex 4996015 WWONE.



WESTWOOD ONE RADIO NETWORKS

RATINGS

ARBITRON WINTER '86 ADVANCES

San Francisco

KCBS Gains On
Perennial Leader KGO;
KSOL Steady As Top Music
Station; KABL-FM Climbs;
KMEL Dominates CHRs

	Fa '85	W '86
KGO (N/T)	9.0	7.6
KCBS (N/T)	6.2	6.6
KSOL (B/U)	4.5	4.6
KABL-FM (B/EZ)	3.6	4.2
KMEL (CHR)	3.0	3.3
KBLX (B/U)	3.0	3.2
KYUU (AC)	3.4	3.2
KSAN (Ctry)	4.1	3.0
KNBR (Misc)	2.4	2.9
KLOK-FM (AC)	2.2	2.8
KOIT-FM (AC)	2.5	2.8
KIOI (AC)	3.5	2.7
KFOG (AOR)	2.3	2.4
KRQR (AOR)	2.5	2.2
KABL (B/EZ)	2.0	2.0
KBAY (B/EZ)	2.8	2.0
KNEW (Ctry)	2.3	2.0
KWSS (CHR)	2.1	2.0
KSFO (AC)	1.8	1.7
KFRC (CHR)	1.7	1.7
KITS (CHR)	2.2	1.7
KDFC-FM (Clas)	1.5	1.7
KKHI-A/F (Clas)	1.5	1.6
KJAZ (Jazz)	1.0	1.6
KYA (Gold)	1.3	1.5
KOME (AOR)	1.2	1.4
KDIA (B/U)	.7	1.2
KLZE (B/EZ)	.8	1.2
KKCY (AOR)	.7	1.1
KSJO (AOR)	1.1	1.1
KIQI (Span)	.9	1.0
KLOK (AC)	1.2	1.0

Philadelphia

WMMR Holds Lead; KYW
Up A Share; WUSL,
WEAZ, WWDB Improve

	Fa '85	W '86
WMMR (AOR)	9.8	9.7
KYW (News)	7.0	8.0
WUSL (B/U)	6.9	7.4
WEAZ (B/EZ)	6.5	7.3
WMGK (AC)	5.2	5.1
WPEN (BBnd)	5.3	5.0
WWDB (Talk)	4.1	4.7
WCAU-FM (CHR)	4.2	4.2
WKSZ (AC)	4.0	4.2
WDAS-FM (B/U)	4.2	3.9
WCAU (N/T)	3.7	3.7
WSNI (AC)	4.6	3.7
WIP (AC)	3.7	3.6
WXTU (Ctry)	3.3	3.6
WIOQ (AOR)	3.7	2.8
WYSP (AOR)	3.0	2.8
WZGO (CHR)	2.0	2.2
WFLN (Clas)	1.8	2.1
WFIL (Gold)	1.7	1.5
WHAT (B/U)	1.2	1.2
WDAS (B/U)	1.0	1.1

Detroit

Monster Book For
WJLB; WJOI Gains A Share;
WCZY-FM Takes CHR Lead;
WMJG, WDTX, WLTI Improve

	Fa '85	W '86
WJLB (B/U)	6.9	9.6
WJR (Misc)	9.0	8.0
WJOI (B/EZ)	6.3	7.4
WCZY-FM (CHR)	5.3	5.8
WWJ (News)	6.2	5.6
CKLW (BBnd)	5.4	5.1
WHYT (CHR)	5.4	4.4
WRIF (AOR)	4.9	4.4
WLLZ (AOR)	4.2	4.1
WNIC-FM (AC)	4.3	3.9
WLTI (AC)	2.9	3.4
WXYT (Talk)	3.2	3.2
WWWW (Ctry)	3.2	2.9
WMJG (AC)	1.5	2.8
WOMC (AC)	3.1	2.7
WDTX (AC)	1.9	2.6
WKSG (Gold)	3.1	2.4
WJZZ (Jazz)	2.4	2.1
WCXI-FM (Ctry)	2.2	1.9
WCXI (Ctry)	1.3	1.6
WGPR (B/U)	2.0	1.5
WQRS (Clas)	2.1	1.4
WCHB (B/U)	1.3	1.3
WQBH (B/U)	.8	1.2

Pittsburgh

KDKA Up A Whopping
Five Shares; WSSH
Takes Second; WPNT
Enjoys Solid Rise

	Fa '85	W '86
KDKA (AC)	11.9	16.9
WSSH (B/EZ)	7.8	8.0
WBZZ (CHR)	9.2	7.4
WDVE (AOR)	8.4	7.3
WAMO-FM (B/U)	6.7	5.5
WHTX (AC)	4.6	4.7
WJWS (AC)	5.4	4.6
WJAS (BBnd)	3.7	4.0
WTKN (Talk)	3.9	4.3
WTAE (AC)	4.2	3.8
WPNT (AC)	4.2	3.6
WYDD (CHR)	2.5	3.0
WDSY (Ctry)	2.7	2.6
WHYW (AC)	2.2	2.2
KQV (News)	2.6	2.1
WEEP (Ctry)	2.6	1.7
WWCL (AC)	1.3	1.4
WMBS (AC)	2.1	1.0

Boston

WRKO In Stunning Surge
To Top; WJIB Sails To
Second; WXKS-FM Up
Sharply; WZLX Streaks To 5
Share; WAAF Up A Share

	Fa '85	W '86
WRKO (Talk)	5.2	7.6
WJIB (B/EZ)	6.2	7.0
WBGN (AOR)	7.4	6.8
WBZ (AC)	8.6	6.7
WXKS-FM (CHR)	5.0	6.4
WHDH (AC)	6.4	5.6
WZLX (Gold)	3.1	5.0
WEEI (News)	5.0	4.5
WSSH (AC)	4.1	4.2
WAAF (AOR)	2.4	3.3
WROR (AC)	4.4	3.3
WVBF (AC)	3.3	3.0
WHTT (CHR)	3.6	2.8
WBOS (Ctry)	2.9	2.6
WZOU (CHR)	2.7	2.6
WMBX (AC)	2.4	2.5
WILD (B/U)	2.5	2.1
WCRB (Clas)	1.1	1.7
WXKS (BBnd)	2.1	1.7

Baltimore

WBAL Up Three For
Lead; WLIF Also Hot, Hits
Double Figures; WPOC
Rises Two For Third;

	Fa '85	W '86
WBAL (AC)	7.5	10.5
WLIF (B/EZ)	8.7	10.0
WPOC (Ctry)	5.6	7.7
WXYV (B/U)	6.8	6.6
WBSB (CHR)	6.7	6.0
WIYY (AOR)	5.6	5.6
WINN-FM (B/U)	3.5	3.6
WMKR (CHR)	3.9	3.6
WYST-FM (AC)	3.2	3.6
WBGR (Rel)	3.1	3.3
WCAO (Ctry)	4.4	3.2
WFBR (AC)	4.1	2.8
WITB (BBnd)	3.0	2.6
WQDC-FM (AOR)	2.5	2.5
WQSR (Gold)	2.6	1.9
WHUR (B/U)	1.5	1.9
WEDB (B/U)	2.2	1.8
WINN (B/U)	2.1	1.6
WCBM (AC)	1.5	1.4
WGRX (AOR)	1.1	1.3
WRQX (CHR)	1.2	1.3
WHFS (AOR)	.8	1.1
WTOP (News)	1.4	1.1

Format Legend

AC—Adult/Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Blk—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.

Washington

WGAY Slips But Takes Lead;
WHUR, WKYS Back Even;
WMZQ-FM Profits As Lone
Country While WCXR Gains
From Gold Approach

	Fa '85	W '86
WGAY (B/EZ)	8.0	7.2
WHUR (B/U)	8.6	6.7
WKYS (B/U)	7.0	6.6
WMAL (AC)	7.1	6.6
WWDC-FM (AOR)	6.5	5.0
WMZQ-FM (Ctry)	3.5	5.0
WTOP (News)	4.5	4.7
WRQX (CHR)	4.3	4.4
WLTT (AC)	4.0	4.3
WAVA (CHR)	4.0	4.1
WCXR* (Gold)	1.9	4.1
WDJY (B/U)	3.8	3.8
WCLY & WPGC (AC)	3.4	3.0
WGMS-AF (Clas)	2.7	3.5
WWRG (B/EZ)	2.1	2.7
WBMW (CHR)	2.4	2.4
WXTR-AF (Gold)	2.7	2.1
WASH (AC)	2.7	1.7
WTKS (AC)	1.5	1.6
WHFS (AOR)	1.8	1.3
WYCB (Rel)	1.0	1.2

* WCXR was formerly WPKX-FM

Kansas City

WDAF Gains In First;
KBEQ Up Two For Second;
KFKF-FM Soars To Third-
Place Tie With KMBR;
KYYS Enjoys Solid Rise
While KCFX Adds Two

	Fa '85	W '86
WDAF (Ctry)	11.1	11.6
KBEQ (CHR)	7.0	9.0
KFKF-FM (Ctry)	5.8	8.1
KMBR (B/EZ)	7.7	8.1
KYYS (AOR)	5.9	7.2
KCMO (N/T)	7.8	5.4
KUDL (AC)	6.0	5.2
KCFX (AOR)	2.9	4.8
KPRS (B/U)	6.1	4.8
KMBZ (N/T)	4.1	4.6
WHB (AC)	4.2	4.2
KLSI (AC)	5.2	3.5
KZZC (CHR)	3.5	3.5
KJLA (BBnd)	4.0	3.4
KBKC (B/U)	2.7	3.3
KXTR (Clas)	1.9	2.4
KCXL (B/U)	1.9	1.1

Dallas

KVIL Down But Still
Tops; KKDA-FM Steady,
Now Close Second;
KPLX, WBAP Both Up;
KMEZ-FM Adds A Share;
AORs Up; KHVN Rises

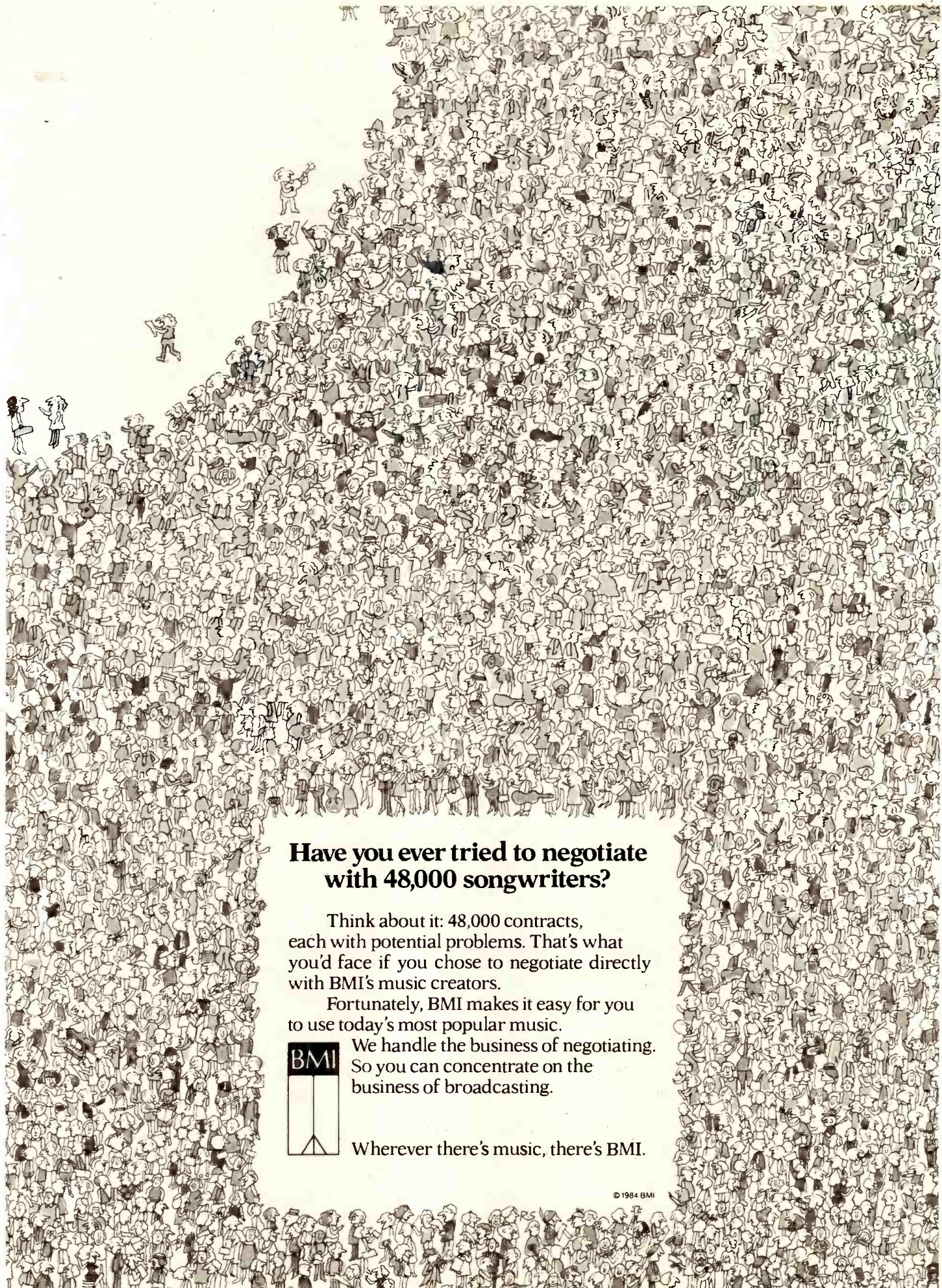
	Fa '85	W '86
KVIL (AC)	10.6	9.1
KKDA-FM (B/U)	8.7	8.7
KRLD (N/T)	7.7	7.2
KPLX (Ctry)	6.0	6.9
WBAP (Ctry)	5.9	6.5
KMEZ-FM (B/EZ)	5.4	6.4
KSCS (Ctry)	5.9	5.5
KEGL (CHR)	6.3	5.2
KTXQ (AOR)	4.7	5.1
KZEW (AOR)	3.1	4.4
KMGC (AC)	3.4	3.8
KLUV (Gold)	3.3	3.3
KTKS (CHR)	3.7	3.2
KOZY (B/EZ)	3.1	2.9
KHVN (Rel)	.8	2.8
KDLZ (B/U)	2.0	1.7
KLTY (Rel)	1.3	1.5
KRQX (Gold)	.8	1.4
KZPS* (CHR)	2.0	1.3
KFJZ (B/EZ)	.9	1.2
WRR (Clas)	1.2	1.1
KSSA (Span)	1.2	1.0

* Formerly KAFM

Cleveland

WMMS Retains Strong
Edge; WQAL Up A Bit In
Second; WMJI Climbs A
Share; WDOK Improves;
WDMT Wins B/U Battle

	Fa '85	W '86
WMMS (CHR)	14.5	13.9
WQAL (B/EZ)	8.2	8.6
WMJI (AC)	6.8	7.7
WDOK (B/EZ)	6.7	7.4
WBBG (BBnd)	6.5	5.5
WLTF (AC)	5.2	5.5
WERE (N/T)	4.5	4.9
WDMT (N/T)	4.3	4.8
WWWE (N/T)	5.5	4.8
WGCL (CHR)	4.9	4.4
WZAK (B/U)	5.1	4.2
WGAR-FM (Ctry)	3.4	3.7
WCLV (Clas)	2.1	2.3
WJMO (B/U)	1.1	2.0
WRQC (CHR)	2.0	2.0
WHK (Gold)	1.8	1.9
WRMR (B/EZ)	2.0	1.9
WABQ (Rel)	2.6	1.7
WONE-FM (AOR)	1.4	1.5



**Have you ever tried to negotiate
with 48,000 songwriters?**

Think about it: 48,000 contracts,
each with potential problems. That's what
you'd face if you chose to negotiate directly
with BMI's music creators.

Fortunately, BMI makes it easy for you
to use today's most popular music.



We handle the business of negotiating.
So you can concentrate on the
business of broadcasting.

Wherever there's music, there's BMI.

RATINGS

ARBITRON WINTER '86 ADVANCES

Houston

KMJQ Slips But Leads; KIKK-FM Kicks Into Second As KILT-FM Surges To Fourth; KODA Edges Up To Third; KRBE-FM Gains On KKQB-FM

	Fa '85	W '86
KMJQ (B/U)	9.9	8.8
KIKK-FM (Ctry)	6.7	7.7
KODA (B/EZ)	6.9	7.2
KILT-FM (Ctry)	4.5	6.3
KFMK (AC)	5.9	6.2
KKQB-FM (CHR)	8.6	6.2
KLTR (AC)	5.6	5.5
KRBE-FM (CHR)	3.5	4.8
KQUE (AC)	4.3	4.7
KSRR (AOR)	5.0	4.7
KTRH (News)	5.3	4.6
KLOL (AOR)	4.5	-4.3
KPRC (N/T)	3.2	3.5
KJYJ (AC)	1.2	2.0
KXYZ (Span)	1.2	1.6
KYOK (B/U)	1.9	1.5
KILT (Ctry)	1.4	1.2
KHCB (Rel)	8	1.0
KLAT (Span)	1.4	1.0

Miami-Ft. Lauderdale

WLYF Extends Lead With Good Gain; WSHE Up To Second; WHYI Up To Third; WINZ Wins N/T Battle; WAQI Doubles

	Fa '85	W '86
WLYF (B/EZ)	7.4	8.9
WSHE (AOR)	5.6	6.0
WHYI (CHR)	5.1	5.7
WQBA (Span)	5.7	5.7
WINZ (N/T)	3.4	4.1
WAXY (AC)	4.3	4.0
WEDR (B/U)	4.2	3.8
WJQY (AC)	4.2	3.8
WCMQ-FM (Span)	4.0	3.6
WAQI (Span)	1.8	3.5
WINZ-FM (CHR)	3.5	3.5
WKQS (Ctry)	3.4	3.5
WHOT (B/U)	3.9	3.3
WRHC (Span)	2.9	3.2
WIOD (N/T)	3.3	3.1
WNWS (Talk)	3.9	3.1
WQBA-FM (Span)	2.2	2.7
WLVE (AC)	2.9	2.5
WAIA (AC)	2.3	2.3
W*MI (Clas)	2.2	2.2
W XJ (AC)	1.8	2.1
W AT (BBnd)	1.6	1.9
W WQ (Span)	2.5	1.7
W JX (CHR)	2.0	1.5
WFTL (AC)	1.3	1.4
WSUA (Span)	1.8	1.4
WQAM (Ctry)	1.4	1.3
WOCN (Span)	1.7	1.0

Atlanta

WKLS-FM Vaults Into Double Figures, Lead; WVEE Soars To Second; WPCH Adds Two For Third; CHRs Drop; WSB-FM Almost Overtakes AM

	Fa '85	W '86
WKLS-FM (AOR)	9.0	10.5
WVEE (B/U)	8.9	9.8
WPCH (B/EZ)	7.4	9.5
WZGC (CHR)	9.8	8.5
WQXI-FM (CHR)	8.9	7.0
WSB (AC)	6.6	6.2
WBXH (Ctry)	6.7	5.5
WSB-FM (AC)	4.9	5.4
WYAY (Ctry)	4.9	4.6
WFOX (AC)	4.1	3.6
WGST (N/T)	2.6	3.1
WAOK (B/U)	3.0	3.0
WARM (CHR)	3.2	2.4
WEKS-A/F (B/U)	1.1	2.0
WCNN (Talk)	1.5	1.4
WPLO (Ctry)	2.1	1.2
WQXI (Gold)	1.3	1.2
WBUS (B/U)	8	1.0

Louisville

WHAS Off By Almost Three; WAMZ Nearly Takes Top Spot; WQMF Edges Into Tie For Third; WJYL Up A Share

	Fa '85	W '86
WHAS (AC)	15.3	12.4
WAMZ (Ctry)	11.4	12.2
WQMF (AOR)	8.5	8.8
WRKA (AC)	8.9	8.8
WVEZ (B/EZ)	7.7	7.5
WLRS (CHR)	9.0	7.3
WAVG (AC)	6.8	7.2
WDJX (CHR)	5.8	6.2
WJYL (B/U)	4.2	5.2
WLOU (B/U)	4.9	5.2
WAKY (Gold)	2.9	3.7
WCII (Ctry)	4.4	2.7
WXVW (B/EZ)	1.4	2.4
WXLN (Rel)	1.5	1.1
WTMT (Ctry)	5	1.0

Minneapolis

WCCO Steady At 18-Share Level; KSTP-FM Hits 11; WAYL Rises; KTCZ Up A Couple

	Fa '85	W '86
WCCO (AC)	18.5	18.0
KSTP-FM (AC)	10.4	11.0
KQRS-A/F (AOR)	9.0	8.5
WAYL (B/EZ)	7.0	7.9
WLOL (CHR)	8.6	7.3
KDWB-FM (CHR)	5.5	5.9
KEYE (Ctry)	6.1	5.9
KTCZ (AOR)	2.7	4.5
KJJO-FM (Gold)	3.2	3.2
KSTP (Talk)	4.0	3.1
KMGW (AC)	2.0	2.8
WLTE (AC)	3.8	2.6
WDGY (Ctry)	3.3	2.3
KLBB (BBnd)	1.5	1.5
KDWB (CHR)	1.0	1.2

St. Louis

KMOX Off Five Postseason; KSHE Up A Bit For Strong Second; KEZK Rises Sharply; KMJM Improves; KYKY Gains On KSD; KWK Catches KHTR; WMRV Progresses Impressively

	Fa '85	W '86
KMOX (Talk)	22.6	17.5
KSHE (AOR)	12.4	12.6
KEZK (B/EZ)	6.4	8.6
KMJM (AC)	5.8	6.3
WL-FM (Ctry)	6.3	5.3
KSD (AC)	5.5	4.9
KYKY (AC)	3.0	4.4
KHTR (CHR)	3.9	4.2
KWK (CHR)	3.4	4.2
KUSA (Ctry)	4.5	3.7
WRTH (BBnd)	3.6	3.2
WMRV (AOR)	8	2.3
KADI (AC)	1.6	1.8
KATZ (B/U)	1.7	1.8
WESL (B/U)	1.2	1.8
WZEN (B/U)	1.3	1.7
KXOK (Talk)	2.0	1.5
KLGD (Gold)	1.6	1.4
WIL (Ctry)	7	1.2
WKXX (Ctry)	1.0	1.2
KLTH (AC)	1.3	1.0

Seattle

Top Two Both Off; KUBE Steady In Third; KBRD Opens B/EZ Lead; KRPM Gains On KMPS-FM; KEZX Up

	Fa '85	W '86
KIRO (N/T)	10.9	9.2
KOMO (AC)	8.3	7.3
KUBE (CHR)	6.8	6.9
KBRD (B/EZ)	5.1	6.6
KSEA (B/EZ)	5.0	5.4
KISW (AOR)	6.2	4.7
KIXI (BBnd)	5.0	4.5
KLSY-FM (AC)	4.4	4.4
KING-FM (Clas)	3.9	4.1
KMPS-FM (Ctry)	4.5	3.4
KPLZ (CHR)	3.8	3.4
KMGI (AC)	3.6	3.3
KRPM (Ctry)	2.8	3.2
KNBO (CHR)	3.3	2.7
KEZX (AOR)	1.9	2.6
KZOK (AOR)	2.2	2.4
KING (News)	1.4	2.1
KVI (Gold)	1.8	1.9
KCMS (Rel)	1.6	1.8
KJR (AC)	1.9	1.8
KKFX (B/U)	1.0	1.6
KMPS (Ctry)	1.9	1.5
KGW (Rel)	5	1.2
KCIS (Rel)	—	1.0
KHIT (CHR)	1.0	1.0
KIXI-FM (AC)	2.2	1.0

Phoenix

KNIX-FM Flies Higher, Takes Solo Top Spot; KZZP-FM Zips To Second; KQYT Climbs; KKLT New AC Leader

	Fa '85	W '86
KNIX-FM (Ctry)	10.4	11.1
KZZP-FM (CHR)	6.2	8.9
KQYT (B/EZ)	7.1	8.4
KTAR (N/T)	9.3	8.4
KUPD (AOR)	10.4	7.6
KMEO-FM (B/EZ)	6.7	6.2
KKLT (AC)	4.6	5.3
KOOL-FM (Gold)	5.9	4.2
KDKB (AOR)	3.7	3.9
KSLX (Gold)	3.4	3.3
KOY (AC)	4.8	3.3
KLZI (AC)	3.2	3.3
KUKQ (B/U)	2.9	2.7
KLFF (BBnd)	3.3	2.3
KSTM (AOR)	2.0	2.2
KNIX (Ctry)	2.4	2.0
KOOL (AC)	1.4	1.9
KVVA (Span)	1.3	1.8
KAMJ (AC)	1.9	1.7
KPHX (Span)	1.7	1.6
KKFR (AC)	7	1.3

Denver

KOSI Slips But Leads Solidly; KBPI Steady Second As KBCO-FM Follows Close Behind; KYGO, KPKE Show Strong Gains; KOAQ, KIMN, KNUS, KEZW, KHOW All Up

	Fa '85	W '86
KOSI (B/EZ)	10.5	9.6
KBPI (AOR)	7.3	7.2
KBCO-FM (AOR)	5.9	6.7
KMJI (AC)	6.8	6.6
KOA (Talk)	6.5	6.0
KYGO (Ctry)	4.0	5.3
KPKE (CHR)	4.0	5.2
KRXY-FM (CHR)	4.9	4.8
KOAG (AC)	3.2	4.2
KIMN (CHR)	3.1	4.0
KNUS (N/T)	3.3	3.8
KEZW (BBnd)	3.0	3.7
KHOW (AC)	3.0	3.7
KAZY (AOR)	5.6	3.4
KVOD (Clas)	3.7	3.1
KLZ (Ctry)	2.4	2.3
KDKO (B/U)	2.7	2.2
KBRQ-FM (Ctry)	1.1	2.1
KRZX (Gold)	2.1	1.3
KDEN (News)	1.6	1.2
KTCL (AOR)	1.5	1.1

Format Legend

AC—Adult/Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Blk—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.

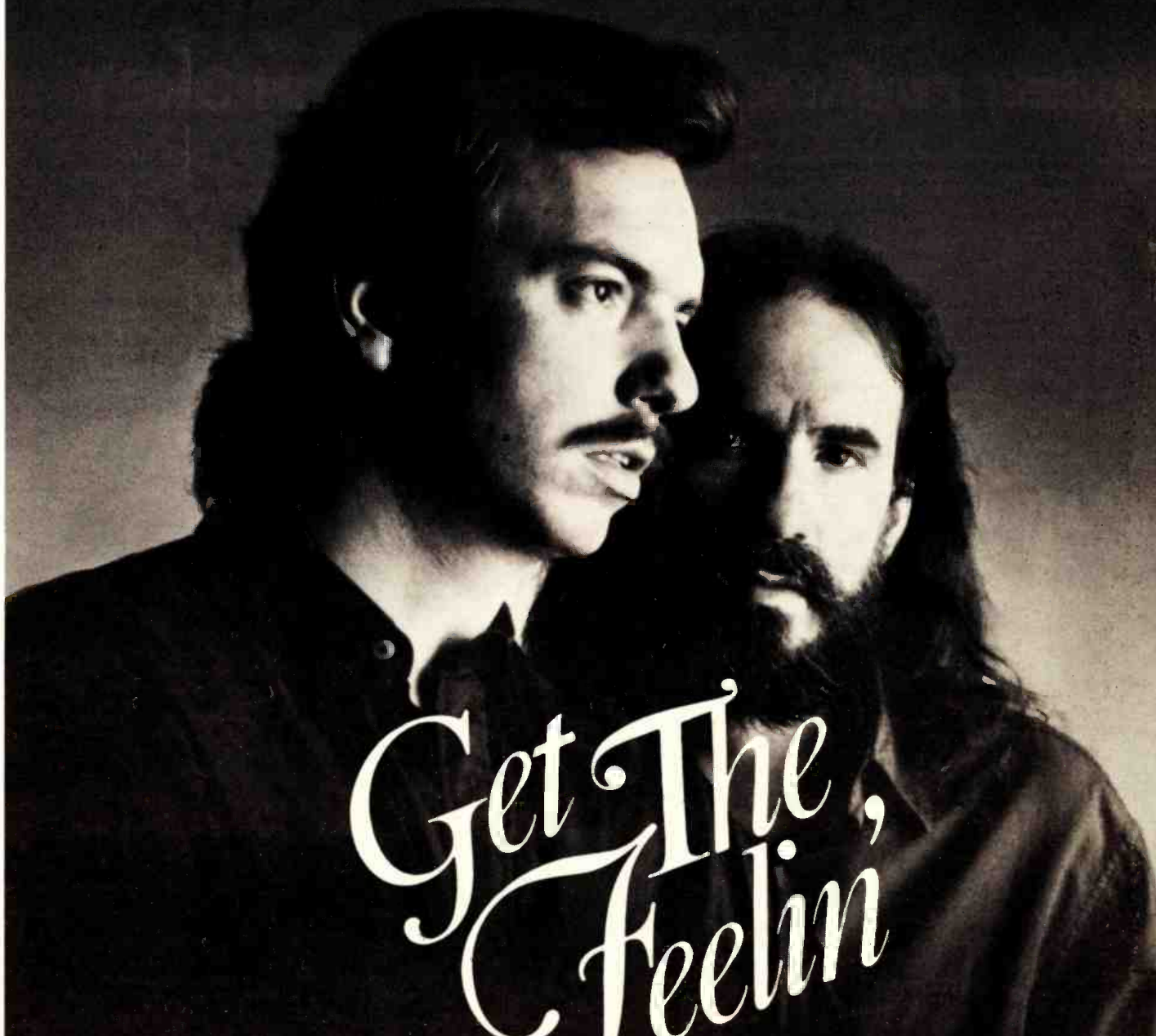
Honky-Tonkin' At NARM



WB artist Dwight Yoakam is surrounded by WB Nashville VP Vic Faraci and WEA President Henry Droz at WEA's NARM hospitality suite last month.

The Bellamy Brothers

LIVE VIA SATELLITE



Get The Feelin'

Be with us the night of May 13th as The Bellamy Brothers hit the stage, Live From Walt Disney World.

Sixty minutes of Bellamy "feel-good" music featuring cuts from their latest Curb/MCA LP, "Howard & David," which includes the smash single, "Feelin' The Feelin'." Plus other hits that have

made The Bellamy Brothers top entertainers over the years.

Feel the feelin'. Call your NBC Radio Entertainment representative at (212) 664-5538.

Produced exclusively for NBC Radio Entertainment by Gary Geller Productions.



Tuesday, May 13
8 PM Eastern 7 PM Central
6 PM Mountain 5 PM Pacific



**NBC Radio
Entertainment**

America's Music Network

19

COUNTRY SIX PACK

86

May

Memorial Day

The Hank Williams, Jr. Story

Having recorded fifty albums, there is no doubt that this artist, who once existed in the shadow of his famous father, has achieved success in his own right. His presence on the charts since 1964 is evidence of his ability to consistently please the audience. Although his "outlaw" image has probably inhibited him in receiving his share of industry awards, he is one of country music's best selling album artists and draws some of its most youthful audiences.

July

Fourth of July

Ricky Skaggs: The Great Entertainer

His reverence for traditional forms of country music coupled with his ability to successfully update them contributed to this artist's immediate acceptance with his major label debut in 1981. His years on the bluegrass circuit and as a session musician had well equipped him for success and he became country music's fastest rising star. Still in his early thirties, he is recognized as a top recording artist, producer and this year's Country Music Association Entertainer Of The Year.

September

Labor Day

The Award Winners

This year, more traditional forms of country music, albeit performed by fresh young stars, swept the Country Music Association Awards. Top male vocalist George Strait, top female vocalist Reba McEntire and group/duo winner The Judds tell their stories in exclusive one hour music/interview profiles. These three stars have been voted as the best in country music today.

November

Thanksgiving

The Alabama Story

It was only a few short years ago that these four young men became the first successful country group to play their own instruments, as well as sing. Possessing songwriting talent, and the ability to find hit material written by others, quickly established them as recording stars. Their energetic live performances drew crowds comparable to the most popular rock acts and brought a new youthful audience to country music—in fact the 1985 Gallup poll even ranked them as one of the top five favorite groups among teens! Alabama has achieved one of the longest unbroken string of number one singles ever on the country charts.

December

Christmas

Christmas Around The Country 1986

This program has become an annual Christmas tradition with Country radio. In a newly produced show every year—not merely an update—country artists share their Christmas plans and holiday memories. The latest seasonal songs, as well as old favorites by country radio's biggest stars, provide the musical reason for each artist's appearance.

For national sales information call United Stations Programming Network in New York at (212) 575-6100.

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

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NETWORKS/PROGRAM SUPPLIERS

CRITIC'S CHOICE

The King Of Lists

A throaty gurgle oozed from the dark corner of the studio as the jock probed his way through the inky darkness. This graveyard shift really stinks, he thought, as he carefully pulled an old King Crimson album from the shelf and slipped it onto the turntable. The gurgle turned to a macabre chortle as the stylus gripped the groove; the jock screamed and ripped the needle across the virgin vinyl with a whining scratch. A shadow lunged from behind the ancient transmitter as the petrified deejay watched in consummate horror. The Maine wind howled like Cujo through the open window as the shadow approached.

Not quite Stephen King, but if (more or less) sets the mood. No one can construct a horror scene quite like the master of the macabre, and no one can syndicate a series of lists quite like Richard Bachman's better half, either. At least that's the hope behind King's new programming venture, a series of five-minute vignettes titled "Stephen King's Lists That Matter."

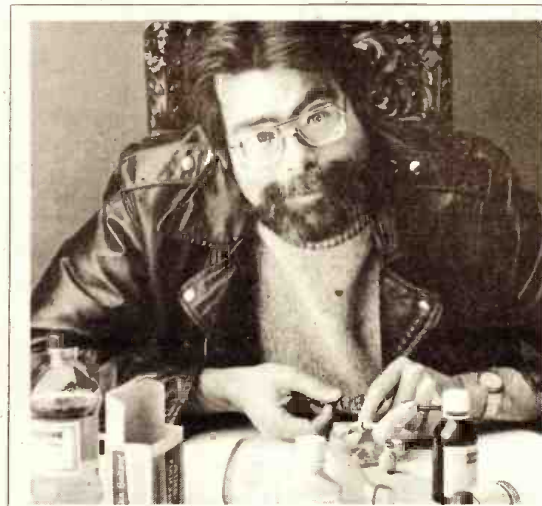
"King's Lists" is a national adaptation of an idea the author/broadcaster created for his WZON/Bangor AOR station. Ranging in topics from the "10 Most

Horrible Foods" to the "10 Best Movies Of All Time," the series is a highly subjective critical review of — what else? — things that matter. The vignettes were originally recorded with local references, but they have been rewritten and revoiced by King to appeal to a broader geographical audience. He concedes that his lists "may not be any more important than anyone else's," but feels the shows reflect a lighter side of him which people "may not necessarily think exists."

Christopher Spruce, Exec. VP of the Zone Corporation (which owns

and manages WZON), comments, "Taken individually or as a whole, these 'lists' are not only amusing, witty, and humorous in the fashion that only a Stephen King can create and deliver, they are often thought-provoking. But more than anything else, the features are light-hearted commentaries about the modern American scene."

"Lists That Matters" is being handled for syndication by Ft. Lauderdale-based Brody Agency. Not yet included as a list: the "10 Best Stephen King Horror Stories."



THE DRUG ZONE — Horror cultivator and cultist Stephen King researches his selection of the "10 Best Generic Drugs" for his upcoming "Lists That Matter" series.

Real Radio "American Broadcast"

Pasadena, CA-based Real Radio Co. has put the finishing touches on "The Great American Broadcast," a new, wide-ranging, MOR music format. The music mix is designed to service a variety of stations, from traditional Big Band/Nostalgia to more contemporary MOR approaches. The company describes its selections as "a Bing Crosby for every Les Elgart and a Neil Diamond for every Glenn Miller."

The format consists of five basic libraries, from which a station may play as much or as little as it chooses. These libraries include Charted Hits (mastered by year), Large Groups, Small Groups, Vocals, and Contemporary MOR. Real Radio President John Price explains that each library is crucial to adding to the mix: "After wailing Kenton trumpets and Four Freshman lyrics, you can let the wall of sound reduce to just Erroll Garner's piano for three minutes and create a quiet moment. This alone will make your station unique."

Subscribing stations are also supplied with a series of weekend specials titled "World War Two With The Original Cast." Each special features a collection of wartime songs, such as "White Cliffs

Of Dover" and "A Slip Of The Lip Can Sink A Ship." Also included is

radio programming originally broadcast on historic dates. War-time public service announcements calling for used fat and explaining ration stamps replace standard PSA spots and contribute to the nostalgia flavor.

An additional Halloween package is also planned for distribution to "Great American Broadcast" subscribers.

ORIENTATION OF THE ORIENT-ASIAN

American Radio Drama Overseas



オン・シアター-FEN

SERGEANT PRESTON OF THE YUKON 第4話 ウィルダネス・ヴァレーの戦い

Due to the worldwide popularity of nostalgic radio programs such as "Dragnet" and "Sergeant Preston of the Yukon," Charles Michelson, Inc. has established an Asian language division to handle overseas syndication.

The new division, supervised by Chinese journalist/critic Madam Vera Fu Xu, is translating English scripts into Chinese (including all sound effects) so regional groups in the US and China can produce their own versions in local dialects. In addition, the Japanese Far East

Network (FEN) is currently translating various programs into Japanese; select programs are also being translated into Icelandic for broadcast in Reykjavik.

Pictured: a promo ad for "Sergeant Preston" from a page of the FEN "Broadcast Guide."

MJI Launches "Star Beat"

New York-based MJI Broadcasting has begun production of "Star Beat," a long-form music-interview weekly magazine targeted to Urban Contemporary/R&B stations. The 1-hour program, which is scheduled to debut June 2, combines up-to-the-minute news and interviews with updates on the music and entertainment front.

MJI President Josh Feigenbaum comments, "Our Urban and R&B affiliates have told us that next to music, news and information are

key tune-in factors for their listeners. "Star Beat" has the potential to become a news service to these affiliates."

"Star Beat" will be hosted by WRKS/New York's Bob Slade, and will include several standard programming elements:

- Star Profile: an in-depth interview with a top recording act, complemented by two of that artist's tracks.
- Star Bites: Concise actualities with today's music newsmakers.
- Up and Coming: An introduction of a new group or artist.
- Blast From The Past: A classic artist or track plus a brief comment from that artist.

Kicking In For Lady Liberty

As the Statue Of Liberty centennial celebration fast approaches, more and more "private sector" organizations are demonstrating their commitment to the cause. The ABC Radio Networks and AP Network News have climbed on the Liberty bandwagon, helping to focus public awareness to the cause.

ABC has signed on as an official sponsor of the 1986 Kodak Liberty Ride festival, a one-day bicycling/entertainment event scheduled for May 18 in over 100 American cities. Included in the day's activities are the largest bicycle ride ever attempted, afternoon picnics, live entertainment, and a closed-

circuit telecast of the "America Rocks" concert broadcast via satellite from the Louisiana Superdome in New Orleans. ABC is getting involved by directing the local participation of radio stations across the country, as well as by airing a special broadcast on the ABC FM Network the following Memorial Day weekend.

"The talent and immense amount of preproduction that has gone into this multifaceted event assures us that the Kodak Liberty Ride festival will be at the top of the lists to remember in 1986," says ABC's Director/Special Programming Beverly Padraztik.

In contrast, AP has scheduled a series of "Liberty Minutes" to air each weekday between June 9-July 4, the Fourth being the date of the Statue Of Liberty's public unveiling. The first "Minute" features President Reagan, while other American notables will comment on freedom and liberty in subsequent segments.

The entire package of 20 "Minutes" will be broadcast daily and pre-fed to AP affiliates June 6.

NETWORK FEATURE FILE

NEWS & INFORMATION FEATURES

May 5-9

MUSIC FEATURES

The Weekend

American Christian Countdown Steve/Camp	(SP)	King Biscuit Flower Hour Fabulous Thunderbirds	(DIR)
American Eagle Women in country	(DIR)	Musical! TV themes	(WO)
Countdown America With Dick Clark Sade	(US)	Pioneers In Music Santana/Grateful Dead/Starship	(DIR)
Countdown USA Howard Jones	(CUSA)	Power Cuts Heart/Julian Lennon/Honeymoon Suite	(GSN)
Country Calendar June Carter/Mark Herndon	(CW)	Reelin' In The Years Temptations	(GSN)
The Countdown L.L. Cool J/Na'Shoaz	(WO)	Rick Dees' Weekly Top 40 Janet Jackson	(USP)
Country Report Countdown John Conlee/Eddie Rabbitt/Juice Newton	(WRN)	Rock Chronicles Jackson Browne/'Rock Wives'	(WO)
Dick Clark's Rock, Roll & Remember Martha & The Vandellas	(USP)	Scott Munf's Ticket To Ride Pete Best	(DIR)
Dr. Demento Mother's Day	(WO)	Scott Shannon's Rockin' America Countdown Miami Sound Machine/Pat Shop Boys/Journeys	(WO)
Elvis Hour Concert performer	(CRN)	Sinatra Special Song potpourri	(CRN)
Future Hits Lionel Richie/Robert Palmer	(WO)	Solid Gold Saturday Night Super soul review	(US)
Gary Owens' Supertracks Simon & Garfunkel	(CRN)	Super Gold Top 20 from 1965 (5/10)	(TRAN)
Great Sounds Stan Kenton tribute	(USP)	Superstars Rock Concert Pat Benatar	(WO)
Hot Rocks Heart	(USP)	That's Love Force MDs/Richard Cranna/Boy George	(WO)
Jazz Show With David Sanborn Bill Evans	(NBCE)	Top 30 USA Runners-up club	(CBSR)
		Weekly Country Music Countdown George Jones	(USP)

The Week Of

Country Calendar T. Graham Brown (5/12) Tanya Tucker (5/13) Marie Osmond (5/14) Restless Heart (5/15) Boots Clements (5/16)	(CW)
Country Report With Ron Martin Earl Thomas Conley (5/12) T. Graham Brown (5/13) Lee Greenwood (5/14) Earl Thomas Conley (5/15) Janie Fricke (5/16)	(WRN)
Country Today Kenny Rogers	(MJI)
Earth News Starship/John Laroquette/Tears For Fears/ Ted Danson	(WO)
In Concert Joe Walsh	(WO)
Innerview Julian Lennon	(IN)
Live From Gilley's Restless Heart	(WO)
Metalshop Accept	(MJI)
Off The Record Julian Lennon/Starship/Brian Setzer	(WO)
Off The Record Special Bob Seger Pt. 2	(WO)
Shootin' The Breeze Michael Henderson/Atlantic Starr/Patti LaBelle	(WO)
Solid Gold Country Mel Tillie (5/12) May gold (5/13) Feature year: 1981 (5/14) Famous title tracks (5/15) Oak Ridge Boys (5/16)	(USP)
Solid Gold Scrapbook Birthdays and anniversaries (5/12) This week in 1969 (5/13) Burt Bacharach (5/14) This week in 1976 (5/15) Steve Wonder (5/16)	(US)
Special Edition Painter Sisters Pt. 1	(WO)
Star Trak Bob Seger/Honeymoon Suite/Julian Lennon	(WO)
Star Trak Profile Elton John Pt. 3	(WO)

COMEDY

Comedy Hour Jackie Mason/Richard Pryor/Billy Crystal/ Smothers Bros./Gallagher/Larry Miller	(MJI)
Comedy Show With Dick Cavett Motherhood/Freddie Prinze/Jack Benny George Carlin/Bob Newhart	(CW)
Laugh Machine Gallagher/John Rivers/Emo Philips/ Bob & Ray/Rodney Dangerfield/ Steven Wright	(PRN)
Live From The Improv Ellen Degenerous/Evan Parsi/Clay/Kellogg/ Steve Shaffer/Dennis Wolberg	(DIR)
National Lampoon's True Facts Over the edge/briefcase full of blues/ foot stomping/love burglar/have a shot at me	(SLP)
Party Drop-Ins Taking credit/aimy's seafood hull/ all return cable network/how to party #27/Marie Normal make order	(ASR)
Radio Hotline Linenman for the county/my 3rd grade class/ I've never talked to a DJ before/ guess who I am/Ayatollah	(ASR)
Stevens & Grdnic's Comedy Drop-Ins Yakuma commander/topless PSA/ Neilsen family/Jose/the confessional	(ASR)
United Sports Of America E.T. left 50 -yrgenic county/ quillfinners/Petrovich beer/ Involous litigation	(ASR)

GENERAL INFORMATION

The Blimp Bizarre vacations/foreign pursuit/ kiss travelers/game shows/ workplace drugs	(PRN)
Computer Program Computer whizzes/addiction/phobias/ pass the buck/clubs	(PRN)
Ed Busch Talk Show American-made/superhandyman (5/3) Francis Gary Powers/in obsession/lawyers (5/4)	(AP)
NBC Extra Politics & religion	(NBC)
Sound Advice Trouble-shooting/warranties/avoiding messes/plastic care	(PRN)
Sports Flashback 200 hits for 10 seasons/Expo triple play/ 1980 Indy 500	(CW)
Sporting News Report Ken Harelsoff/Jim Valvano/Peter Ueberroth	(CW)

NETWORK PEOPLE

● NBC Radio Networks has promoted Warren Vandaveer to Director/Engineering and Operations. Vandaveer most recently served as Design Engineer for the network, a position he has held since 1984. Prior to that, he was Maintenance Supervisor at WNBC/ New York.

PROGRAM NOTES

Psychedelic Psnack At WW1
Westwood One has scheduled "Psychedelic Psnack," billed as a "nostalgic look back at music, pop culture, and kitsch of the '1960s," for a June 2 debut. The daily short-form feature, hosted by WNEW-FM/New York's Dave Herman and produced by Denny Somach Productions, will feature two classic '60s songs interspersed with interviews, vintage news clips, and commercials. Each program will run 6 to 10 minutes, depending on length of

songs and content.
Mutual Debuts "Yesterday"
May 5 is the start date for Mutual Broadcasting's "Like Only Yesterday," a daily :90 feature focusing on major news events from the past. Drawing on the extensive archives of Mutual News, "Yesterday" will recall such stories as Alan Shepard's first ride in space, the sinking of the Lusitania, Hitler's surrender, and the crash of the Hindenberg. The program will be fed via satellite every weekday.

PROGRAM SUPPLIERS KEY

- AA = Audiotape Auction (415) 451-2741
- ABC = ABC Direction Net (212) 867-7777
- AP = Associated Press (202) 955-2200
- ASA = All Star Radio (213) 850-1189
- BR = Bureau/Robert (818) 788-2331
- CB = Continuum Broadcasting (212) 580-9925
- CBS = CBS Radio (212) 975-4321
- CBRR = CBS Radio/Book (212) 975-4321
- CCA = Columbia/Capitol America (212) 520-1359
- CRS = Creative Radio Shows (818) 787-0410
- CUSA = Coastline USA (415) 303-9302
- CW = Clayton Walker (414) 728-0906
- DCA = DC Radio (202) 638-4222
- DIR = Dir. Broadcasting (212) 371-8950
- ESD = Entana Syndication Group (209) 576-8747
- GSL = Globe Satellite Net (818) 906-1888
- IN = Invention (212) 652-8710
- KSE = Kix Stevens Enterprises (818) 881-8255
- LSP = Live Satellite Prod. (213) 258-2778
- LW = London Wavelength (814) 981-7600

- MBS = Mutual Broadcasting (703) 885-2000
- MB = MB Broadcasting (212) 245-5010
- MS = Musical Stars/Name (415) 383-7627
- NBC = NBC Radio (212) 864-4444
- NBCE = NBC Radio Entertainment (212) 864-4444
- NP = Newwood Productions (212) 755-3320
- NSBA = NSBA Network (213) 308-8009
- PRN = Progressive Radio Networks (212) 585-9490
- RA = Radio Writers Alliance (312) 943-0888
- RI = Radio International (212) 302-1870
- RS = Street Broadcast (212) 318-1666
- SC = Syndicom (415) 268-1781
- SI = Syndicate (818) 641-0350
- SLP = Steve Lerman Productions (213) 467-2346
- SP = "The Spot" Productions (518) 371-0208
- SPI = Son Publications Inc. (212) 496-8100
- TRAN = Transair (213) 480-8363
- USP = The United States (703) 278-2900
- WRN = Woodcock Radio Network (213) 462-9922
- WO = Westwood One (213) 204-5000

American FOCUS

Radio's #1 interview series for 9 consecutive years.

Bob Hope

Caspar Weinberger

Barbara Walters

Lucille Ball

Bill Murray

George Bush

Carl Sagan

Pete Rose

Gary Hart

Tom Brokaw

Coming In May
Jack Kemp
Joan Rivers
John Irving

Hosted by Steve Kamen

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B94	KMBQ	WFBQ	WIOQ
WSOC-FM	WTIC-FM	KEZO	Y106
WWJ	WGCL	WRAL	KDWB
KFRK	WKSJ-FM	PRO-FM	WHO

Just a few of the recent guests on

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Music
Network

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LIVE oldies radio... available NOW



The ratings are in, and it's winning big in large markets. Oldies are pure gold... and Pure gold is the only **LIVE** satellite oldies programming that can offer you this proven-successful format **LIVE... RIGHT NOW... TODAY!**

Pure Gold **LIVE** is Chuck Berry and the Beatles, Elvis Presley and Elton John. It's Ricky Nelson and Connie Francis and the Everly Brothers... the Beach Boys, the Loving Spoonful, and the Association... Simon & Garfunkel, Neil Diamond, and Creedence Clearwater Revival. Pure Gold is **LIVE** oldies radio, extensively researched and tested... and best of all, it's available **RIGHT NOW!**

Begin **NOW** to reduce your operating costs, while you reduce the demands on your management time!

Begin **NOW** to improve your ratings and increase your sales! Keep complete local flexibility and control with Pure Gold **LIVE**. And Pure Gold includes sensational **LIVE** specials year-round, plus Satellite News Network **LIVE** world and national news coverage.

You don't have to wait! Call Charlie Strickland **NOW** at 1-800-527-4892 for a Pure Gold demo tape and information. In Texas, call 1-214-991-9200. Pure Gold is available **NOW!** Pure Gold... up-and-running **LIVE** oldies radio from Satellite Music Network.

Satellite
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Network

DALLAS • NEW YORK • CHICAGO • LOS ANGELES

A WIN SYSTEM

The Four P's

By Ed Shane

Here's a guarantee:

- ★ Dominant numbers.
- ★ Favorable public perception.
- ★ Happy and motivated staff.
- ★ Money in the bank.
- ★ A successful radio station.

That and much more are absolutely and unconditionally guaranteed with the Win System I'm about to outline. It may sound too good to be true, but it's not. However, my Win System is difficult to master because of its sheer simplicity.

To cash in on the guarantee, your station must succeed in only four areas. I call them the "Four P's" — Personality, Performance, Promotion, and Perception.

Personality

I look at personality from two perspectives. First is the overall feeling or attitude the station conveys, the on-air image that is a product of all the on-air elements. That's the station's personality. Second is the traditional use of the word "personality," the people who make up the station — pri-

marily the on-air performers. Let's treat each definition separately.

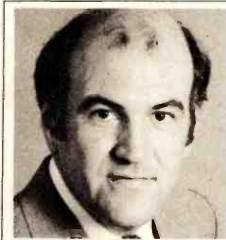
I often ask listeners to name stations that fit certain attributes; for example, "Which station has the best news?" After collecting responses to basic programming elements, I lead listeners into further questions: "Which station has the most fun?" and "Which station is the most serious?" (I often receive the same answer to both questions.) This approach lets me define, in the listeners' terms, exactly what each station is.

Can you identify your station's personality? Happy? sad? fun? serious? informative? The question has nothing to do with whether you want it to be that way — is it? You may have a large news department, but what is your station's product? News?

Music? Both? The way you approach contesting or community service will also influence your station's personality.

Individual station personalities also influence the overall station personality. The more your air talent relates to your town and what the people of your town are thinking, the stronger your station personality will be. Winning personalities use landmarks to connect listeners visually. "You're calling from under the bell tower" makes the listener know a deejay is a citizen of the city.

To win at personality, the program director must pay constant attention to the airstaff. You might say, "I'm not running a broadcast school. I shouldn't have to tell my jocks how to perform." Remember that a football team practices every day. They watch game films, develop strategy, then they scrimmage. Radio people have to play the game every day. We should be just as intense in our practice and training. Even the old pro need the benefit of air-check critique and performance evaluation.



Ed Shane

Media consultant Ed Shane operates **Shane Media Services** (6405 Richmond Avenue, Suite 311, Houston, TX 77057). The firm provides management, programming, and research consultation to a variety of radio stations — CHR AC, Soft Rock, AOR, Country, News/Talk, and Oldies — and conducts strategic planning sessions and management seminars for group owners and individual operators. Shane is also author of "Programming Dynamics: Radio's Management Guide."

Don't forget the personalities who are not on the air. From sales staff to the receptionist, your employees project your station's image or "personality" every day.

Performance

High-performance cars. High-performance audio equipment. High-performance people. In radio, like any other field, "high performance" means quality; it means "excellence." Performance is measured by the quality of the strategic plan, quality of talent, quality of news coverage, quality of execution.

Have you noticed how an average talent at one station becomes a superstar at another? The talent doesn't change, but the execution does. The environment does. Average talent can become remarkable under remarkable circumstances: a motivating boss. A renewed will to succeed. A focus of attention upon performance.

Like station personality, performance includes more than the on-air staff. When the telephone operator answers promptly, speaks with warmth and enthusiasm, and connects the caller correctly, station performance is reflected. When a sales representative provides good counsel on an advertising campaign, station performance is measured. When air talent is positive and friendly to listeners at a station promotion, station performance is measured.

Put in these terms, performance begins to sound like "station personality." doesn't it? They are necessarily intertwined. Winning performance equals a winning personality.

Promotion

Have you ever been to a city where everything that goes on has the same radio station involved? At the airport is a sign, "WXXX welcomes you." On the front page of the local newspaper is a newsmaker with a WXXX mike flag stuck in front of him. The Rotary Club starts its meeting with today's news and stocks, read by the WXXX general manager. The major concerts are presented by WXXX, and when you buy your tickets, the WXXX call letters are on the envelope. Every place you drive you see WXXX bumper stickers and billboards. There are WXXX commercials on TV, but they're in "Cheers," not the 2am movie. And the morning man does a feature on "Good Morning Heartland," the number one local TV show.

There's more. The WXXX mascot, the Power Pig, is at all the high school pep rallies. A WXXX

personality cuts the ribbon to open a new McDonald's, and another air talent offers free prizes to anyone who comes by the stereo store where she is "broadcasting live." During the ceremonies to kick off the building fund for the local children's hospital, "Granny Getwell" offers the first donation, because she's been visiting with sick kids every day, sponsored by WXXX.

Can one station do all that? Yes, if it's committed and organized. It takes both. The commitment motivates everybody on the staff; the organization keeps them coordinated.

Winning at promotion means plugging the station in wherever possible, even where the station is not directly involved.

Although advertising is vital, advertising alone is not enough to win at promotion. Constant contesting is important, too; but it's not enough by itself. To win at promotion, it takes a pervasive marketing plan that makes the station seem totally interactive with its audience.

Perception

Even though it's the last of the four P's on my list, it's the most important. It's last because perception is a product of personality, performance, and promotion.

The first three are controlled and directed by your station. Perception is not. It rests solely in the mind of the listeners. Fortunately, perception can be influenced, but only if you understand the perceiver — your listener.

Earlier, I used examples of perceptual questioning like "the station with the best news." It's important to know as much as possible about your listeners' reactions to your station and your competition. You must know what they think of you, whether they listen or not.

But knowing that is not enough. Winning broadcasters are taking steps to learn the basis for perception — the filters through which our commercials and our performance must pass before they have an impact on the listener. The filters I'm talking about are attention span, environment, language, culture, stress, family, prejudices, peer pressure, religion, physical limitations, and scores of other influences.

Your excellent execution in the first three P's must wriggle through a psychological maze in order to be a) received and b) perceived. (Whether it's perceived as "excellent" is up to the listener perceiving it.) If you know the obstacles in the maze, you can adjust your message to cut through and win.

REWARD WINNING RADIO.



Plaques on the wall. Loyal listeners. A program to be proud of. *Conversations with The Christian Science Monitor* delivers it all. It's a half hour every weekday that discusses issues and topics that are "in the news." And that does it with insight, humor and a balanced, straightforward style that's winning audiences all across America.

It's also winning awards. Most recently, a citation from *The Overseas Press Club of America* for broadcast excellence. An award that speaks volumes about the program's consistently high standards and about the award winning team behind it—The CSM Broadcast Team and the worldwide news gathering staff of *The Christian Science Monitor*®.

Conversations with The Christian Science Monitor. It's radio you can be proud to run. Radio your listeners will thank you for running. Radio your advertisers will want to be a part of.

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HARVEY MEDNICK

IMAGE & MARKETING

HEADING DOWN THE HOMESTRETCH

Hands Across America Marches On

This is a critical time for Hands Across America and radio. Press articles have appeared (*USA Today* 4-23; *L.A. Times* 4-25), publishing participant numbers which might alarm your listeners. As of last week, according to the *Times*, only 600,000 people had actually pledged to stand in line. That figure represents about 11% of the projected 5,480,641 persons needed to fill the line, which is slated to stretch coast-to-coast on May 25.

No Need To Panic

This is a time for redoubling efforts, not panic. Because, you see, it was planned to happen this way all along. When the idea for the event was born last year, it was positioned like a large-scale radio promotion.

As such, the rush to register wasn't expected to blossom until the last several weeks (in this case on or about May 1). In fact, during the week following the *Times* article, an additional 600,000 people expressed interest in being part of the line.

Discussing the matter, event organizer Ken Kragen said, "It's not like selling tickets to a concert. There's no real urgency for people to sign up early. We are building such momentum that you will see most people coming to the line in the last few days."



FILLING THE LINE — According to HAA, the project's right on target for May 25.

tact your local office and let it serve as the liaison between your station and the monitors.

Phase Three: Lineup

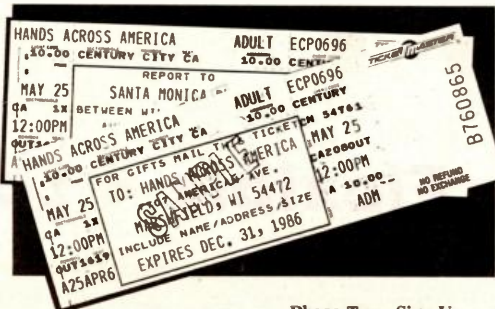
Now we should start working on Phase Three — lineup. Comparing the participant logistics to those involved with concert "festival seating," Ken anticipates a tremendous number of walk-ups on the day of the event. So what we have to do is keep the project's visibility high and work closely with our local office and organizers to assure that our respective station sections are designated and filled. Supporting the visibility quest are 300 million McDonald's tray liners, 62 million Safeway bags, 30 million Citibank billing inserts, 300,000 Coca-Cola retail out-

lets, and millions of other brochures/reminders.

During the press conference Ken reiterated his belief that this is a radio-driven event. He advocated asking participants to bring radios to the line, so they can "sing along with the three songs: 'Hands Across America,' 'We Are The World,' and 'America The Beautiful.' And maybe the Beatles' tune 'I Want To Hold Your Hand.'"

"I've never been so sure it's going to happen," added Ken. "It's dangerous to play the numbers game. We should judge the event on the result. Numbers don't tell the story — we have to peak on May 25, not before."

And we will.



Phase Two: Sign Up

All of the elements necessary to guarantee the success of this undertaking are now falling into place. The "Hands Across America" record is out, the inspiring and star-studded video is in high rotation on MTV and other outlets, the one-hour special is being fed by United Stations Radio Networks for broadcast this weekend (May 3-4), the press is pumping out information, and there's a feature article in *Time* magazine.

At a press conference on Tuesday, April 29, Ken noted, "We're right on schedule... even a little ahead. When I first met with the press last January I said that if we had a million in line by May 1 we were home free."

All of the efforts made to this point have satisfied HAA's first objective, awareness. Now the project is moving into phase two — sign up — with the help of Ticketmaster. Company Chairman Fred Rosen said, "Because of our hundreds of outlets across the country (600+), we will be able to make it easy for people to make a donation and receive an immediate Hands Across America route assignment."

Approximately 40,000 monitors will be on hand to assist you in assembling your portion of the line on May 25. These people will be responsible for overseeing each 1/10th of a mile (roughly 132 people). In metropolitan areas, such as New York, the route is broken into single block increments. Con-

ONE YEAR AGO TODAY

- Bill Kilpatrick Summit Exec. VP/Radio
- Chuck DuCoty WIYY/Baltimore Station Manager
- Andy Bloom PD at WYSP/Philadelphia
- Mike Stradford KJMW/St. Louis PD
- Leroy Little Jr. VP/Promotion & Artist Relations for PolyGram
- #1 CHR: "Crazy For You" — Madonna (Geffen) (2 wks)
- #1 AC: "Smooth Operator" — Sade (Portrait/CBS)
- #1 B/U: "You Give Good Love" — Whitney Houston (Arista)
- #1 Country: "Fallin' In Love" — Sylvia (RCA)
- #1 AOR Track: "Everybody Wants To Rule The World" — Tears For Fears (Mercury/PG)
- #1 LP: "Southern Accents" — Tom Petty (MCA) (5 wks)

FIVE YEARS AGO TODAY

- Dave Martin GM at WMAQ/Chicago
- Kerner Anderson GM for WBMX/Chicago
- Norm Stiemenda WYDD & WKPA/Pittsburgh GM
- Chris Collier PD at KILT/Houston
- Jack Chunn KSJO & KXRX/San Jose GM
- #1 CHR: "Being With You" — Smokey Robinson (Tamla/Motown) (2 wks)
- #1 AC: "Her Town Too" — James Taylor & J.D. Souther (Columbia) (4 wks)
- #1 B/U: "What Cha Gonna Do For Me" — Chaka Khan (WB)
- #1 Country: "I Loved 'Em Every One" — T.G. Sheppard (WB/Curb) (2 wks)
- #1 LP: "Face Dances" — Who (WB) (4 wks)

TEN YEARS AGO TODAY

- Bruce Lundvall CBS Records President
- Jack Hakim VP/Promotion and Artist Relations at 20th Century
- #1 CHR: "Welcome Back" — John Sebastian (Reprise/WB) (2 wks)
- #1 AC: "Welcome Back" — John Sebastian (Reprise/WB) (2 wks)
- #1 B/U: "Love Hangover" — Diana Ross (Motown)
- #1 Country: "Together Again" — Emmylou Harris (Reprise/WB) (2 wks)
- #1 LP: "Presence" — Led Zeppelin (Swan Song/Atlantic) (2 wks)

DATELINES

1986

May 2-4
2nd Annual Music Business Symposium
Ambassador Hotel, Los Angeles

May 14-17
American Association of Advertising Agencies' Annual Meeting
Greenbriar, White Sulphur Springs, WV

May 21-25
American Women in Radio and Television's 35th Annual Convention
Westin Hotel Galleria, Dallas

June 9-10
Burns Media
18th Annual Radio Studies Seminar
Sheraton Crystal City Hotel, Washington D.C.

June 10-12
5th Annual International Radio Festival of New York
Sheraton Centre Hotel, New York

June 11-15
Broadcast Promotion and Marketing Executives/Broadcast Designers Association's Annual Seminar
Loew's Anatole, Dallas

June 26-27

Atlanta Radio Forum '86
Burkhart/Abrams/Douglas/Elliott & Associates Programming Conference.
Atlanta

June 26-29

11th Annual Upper Midwest Communications Conclave
Radisson Plymouth, Minneapolis

July 13-16

7th Annual New Music Seminar
Marriott Marquis, New York

August 26-29

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

Sept 4-7

5th Annual Jazz Times Convention
Roosevelt Hotel, New York

Sept 10-13

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

New Orleans Convention Center, New Orleans



KEN BARNES

ON THE RECORDS

New Artists: The First Quarter Format Scoreboard

This column is the first half of yet another two-parter. You've seen columns like this one; over the last year I've been tabulating the number of new artists broken per format each quarter (more or less), and I've done that once again for the first quarter of 1986.

Part II is something no one's seen before: a detailed analysis of add patterns by CHR stations this year, with a special focus on how new artists are doing. Whatever you've read before in a similar vein was nothing like this one will be. Please check it out next week.

Meanwhile, as far as artists who earned Breakers for the first time this past quarter go, well, they went pretty far in some formats and practically nowhere in others. Black/Urban, as usual, broke the most new artists, while CHR, despite grumblings to the contrary, did considerably better than last year at this time. AOR, on the other hand, might as well have been in a time warp for all the new artist-breaking activity it accomplished, and Country and the two AC charts operated at their usual conservative levels.

The lists that follow, as before, credit the format that first broke the artist with the tally. If an artist simultaneously broke on two formats, both are credited.

CHR: New & Active

Even if you leave out Marilyn Martin, which I did because she actually established herself with the Phil Collins duet, CHR still scored a total of nine new artists broken, compared to just five a year ago. Here's the list:

- Baltimore
- Bangles
- Falco
- Level 42
- Opus
- Pet Shop Boys
- Charlie Sexton
- Sly Fox
- Robert Tepper (tie with AOR)

This must be the most varied roster in some time: an Irish disco/novelty singer based in Italy, two Austrian acts, a British funk band, a singing waiter, an all-female group, a teenage Texan guitar prodigy who you'd think would've been more likely to break AOR first, a duo with two singles promoted almost exclusively to Black/Urban radio which failed to break there, and a British duo who released an earlier version of their hit two years ago to complete indifference in England and near-total oblivion (except for KROQ) in the U.S.

(There are, by the way, just in case someone smelled a contest in the distance, no prizes being offered for matching each description in the paragraph above with the proper artist.)

AOR: Tuff Enuff To Crack

There's been a lot of talk about how AOR is on another oldies binge, and how it's a lot tougher to get airplay for new acts these days. This survey is hardly the ultimate scientific analysis of that situation, but it is quite conceivably significant that AOR broke three new artists this past quarter, as compared to ten in first quarter '85.

The three artists are Robert Tepper, broken by CHR the same week; Brian Setzer, new as a solo but a previous recent hitmaker with the Stray Cats; and the Fabulous Thunderbirds, who accomplished their first Breaker with a track from their fourth album. (Technically, Graham Nash has never had an R&R Breaker as a solo artist before, but he's had several as a billed member of a duo or trio and had a Top 30 solo single in 1971, before R&R existed.)

Black/Urban: More Hits More Often

The Black/Urban format, traditionally most receptive to new artists, broke 40 new acts in 1985 and is even stepping up the pace a bit in 1986's first quarter, with 11, compared to nine in the same timespan last year. The winning artists are:

- Aleem (feat. Leroy Burgess)
- Wally Badarou
- Cashflow
- Lushus Daim & The Pretty Vain
- King Dream Chorus & Holiday Crew
- L.L. Cool J
- Shirley Murdock
- Nu Shooz
- Eddie Towns (ET)
- Trinere
- Whistle

It's another interestingly varied mix: a few rappers, including a one-time-only assemblage; a British-based instrumentalist; three female singers; and Nu Shooz, the white Portland couple who had a local CHR hit remixed in Europe and returned to this country as a #1 B/U record, certainly one of the year's most amazing Cinderella stories.

Black/Urban has something of a reputation of fostering one-shot artists, but of the nine first broken a year ago, five have continued to have hits — a hopeful sign for the current batch.

Country: Honky Tonk Men

Country has been very slow to break new artists, a recurrent theme of discussion at Country Radio Seminars and other meetings. But there were a few signs of life: whereas a year ago two new artists hit the chart, the number's up to three this time.

All three, interestingly, are male practitioners of what's been called "hard country" (as opposed to the more pop-oriented variety). They are Pake McEntire, Keith Whitley, and Dwight Yoakam.

With just seven new artists broken in all of 1985, three in the first quarter may be an indication that Country radio is becoming a little more receptive to newcomers.

AC: Simply Conservative

Adult Contemporary's basic strategy is to pick off hits from CHR and Black/Urban (and, in the recent past, Country) after they've been tested and proven in their home formats. So no one expects a raft of new artists to float home first from AC stations.

Last year at this time AC broke one artist ahead of other formats, and this year that total was matched. Simply Red emerged first on the AC chart, and is showing healthy signs of doing the same in CHR. Meanwhile, the Full-Service AC chart, which didn't exist a year ago, has broken its second artist in its six-month history: Randy Goodrum did the trick. (I should reserve the identity of the first artist broken by Full-Service AC for a future quiz, but I won't: it was Pia Zadora.)

There's the data — draw your own conclusions about radio and new artists these days, and I'll compile another list in three months. Next week, a closer look at the overall CHR situation.

Death Of "Teen Angel"

It is sad but true (not to mention trite) that as rock & roll ages, its early practitioners age with it and, in ever-increasing numbers, reach the end of their lives. Besides Kelly Isley (see last week's column for an appreciation), the death of Mark Dinning at the age of 52 was reported recently.

Dinning was the classic one-hit artist, hitting the top of the charts in 1960 with "Teen Angel." "Teen



The new class of '86: some of the first-time Breakers this past quarter



The late Mark Dinning

Angel" itself is something of a morbid classic in the teen death realm, certainly the most frequently parodied weeper in the genre this side of "Leader Of The Pack." Dinning, whose siblings formed the successful '50s vocal group the Dinning Sisters, had an interesting radio-related follow-up called "Top 40, News, Weather & Sports," and a few other records thereafter, but nothing to compare remotely with "Teen Angel."

Sebastian Dangerfield of 94Q/Atlanta points out that B.J. Thomas recorded "That's What Friends Are For" as well as Rod Stewart, both before the Dionne & Friends (why do I always want to write that "Dionne & The Belmonts?") version.

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KS103 add	KTUX add	WAZY-FM add
KWSS add	WKAU add	KKAZ add
K104 add	KOFM add	KHTZ add
	KBOS add	
	KCAQ add	

Bad Day For Black Rock

Remember color-blind AOR? We kinda had it in the mid-'70s when the **Brothers Johnson** and **Earth Wind & Fire** were AOR image acts. (And when those stations were first on "Get Down Tonight" by **KC & The Sunshine Band**.) It looked like it might happen again on May 6, 1983. **R&R** ran "AOR Embraces Black Rock," citing the success of "Beat It," "Little Red Corvette," and "Electric Avenue" in the format. (**Eddy Grant's** record, in fact, did a lot better AOR and CHR than it did in B/U.) In that article, PDs declared, "The educated music listener isn't color-conscious now, as long as the music is good" and "color barriers are only problems in the minds of 'too-hip' programmers." One programmer who *didn't* play "Corvette" claimed, "It's all timing; by the time **Prince** records again, we may be able to play him." By next year, thanks to "Let's Go Crazy," **Prince** was, in fact, an acceptable AOR act. A year and a half later, as "Kiss" sits at #1 CHR, there aren't enough AORs on the song to even show it in the paper.

MONDAY, MAY 5

1979/CBS pacts with veteran producer **Huey Meaux** for his **Starflite** label, which never produces any major hits but does give us a comeback attempt by **Tommy McLain** and the **Freddy Fender** cover of "Squeeze Box."

1984/Back when all most Americans knew was the name of his band, **Simple Minds' Jim Kerr** marries **Chrissie Hynde**.

1985/**Phil Collins** and **Marilyn Martin** record "Separate Lives" but hold it for several months while "White Nights" is finished. Afterwards, Martin goes back to work on her solo LP.

Birthdays: **Johnnie Taylor** 1938, **Tammy Wynette** 1942, **Andy Gibb** 1958, **Ian McCullough (Echo & Bunnymen)** 1959.

TUESDAY, MAY 6

1977/Great promotional ideas from the '70s, cont'd: **WFLI/Chattanooga** holds its first annual "Coon Huntin', Fox Chasin'" hunting party.

1978/**Don Arden's Jet** label jumps from **UA** to **CBS** for U.S. distribution. **CBS** tries to work **ELO's** "Out Of The Blue" LP, which has already yielded two hits, as a new album but **UA** starts leaking its excess copies as cutouts and the matter eventually ends up in litigation.

1984/**Tina Turner's** "What's Love Got To Do With It" and **ZZ Top's** "Legs" are released with nearly identical debut ads of a woman's legs.

WEDNESDAY, MAY 7

1977/**Malcolm McLaren** and the **Sex Pistols** disown the neo-nazi **National Front**, declaring that the anarchy they espouse is "not fascism but self-rule."

1983/**Stevie Wonder** hosts "Saturday Night Live"; **Ozzy Osbourne** is the featured artist on an MTV concert.

1984/**Toni Tennille** guests on "Thicke Of The Night."

1985/Promoter **Bill Graham's** office burns down with an estimated million dollars in damages. **Arson** is suspected.

Birthdays: **Jimmy Ruffin** 1939, **Janis Ian** 1951, **Gary Glitter** 1941, **John Fred** 1941, **Chris Frantz (Talking Heads)** 1951, **Billy Burnette** 1953.



Johnnie Taylor, John Fred, Jimmy Ruffin, Bono Vox

THURSDAY, MAY 8

1965/The "Shindig" road show comes to Pittsburgh's **Syria Mosque**. Among those billed are **Gerry & the Pacemakers**, **Shirley Ellis**, **Willie Nelson**, **Rosie Grier**, the **Dixie Cups** and "the Shindig Dancers doing the frug."

1976/**Carly Simon's** "Another Passenger" becomes the first and only video on "Saturday Night Live."

1982/**Buddah/Casablanca/Boardwalk** President **Neil Bogart** dies of cancer.

Birthdays: **Phillip Bailey** 1951, **Bonnie Tyler** 1953, **Keith Jarrett** 1945. **Rick Nelson** would be 46.

FRIDAY, MAY 9

1975/"Thank God I'm A Country Boy" goes #1 Country. On the same day, **Columbia** declares in a trade ad that "**Andy Williams** has the definitive version of 'Feelings.'" Williams may define the song; **Morris Albert** was the hit.

1980/A&M reissues "Message in A Bottle" by the **Police**; **Elektra** issues the long-awaited "Werewolves Of London" sequel, "Gorilla, You're A Desperado," by **Warren Zevon**.

1984/On **Scott Shannon's** wedding day, "Dancing In The Dark" officially is released, despite the fact that his **Z100/New York** had leaked it out four days earlier.

1985/**KKRZ/Portland** is the first station to report **Bruce Springsteen's** impending marriage.

Birthdays: **Billy Joel** 1941, **Richie Furay** 1944, **Tommy Roe** 1943, **Dave Gahan (Depeche Mode)** 1952.

SATURDAY, MAY 10

1974/**Kool & The Gang's** "Wild & Peaceful" LP, with "Jungle Boogie" and "Hollywood Swingin'," goes gold.

1980/**Bruce Cockburn** performs "Wonderin' Where The Lions Are" on "Saturday Night Live"

1982/**John Lennon's** "Imagine" becomes the last record on **WABC/New York** before it goes Talk.

1983/The fairy tale "The Nightingale," in which **Mick Jagger** stars, begins on **Showtime**.

Birthdays: **Bono Vox (U2)** 1960, **Dave Mason** 1947, **Jay Ferguson** 1947, **Graham Gouldman (Wax)** 1946.

SUNDAY, MAY 11

1975/**Cher & Gregg Allman** duet on "Don't Mess Up A Good Thing" on her TV show.

1981/**Bob Marley** dies of cancer.

1984/Famed country costume designer **Nudie Cohen** dies.

1984/**Danielle Williams's** "Let's Hear It For The Boy" pushes "Against All Odds" out of #1 CHR.

1985/**Paul Hardcastle's** "19" goes #1 in Britain; "I Feel Love" by **Bronski Beat & Marc Almond** peaks at #3.

Birthdays: **Eric Burdon** 1941.

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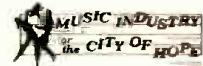
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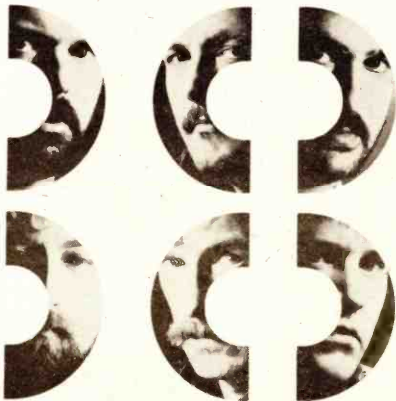
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34/R&R FRIDAY, MAY 2, 1986



BRAD MESSER

CALENDAR

New Phones Too Simple

To simplify everything, a station bought a hideously complicated new telephone system.

Management forked over the hard cash, anticipating that people would appreciate the increase in efficiency. They did.

The employees also enjoyed a certain amount of secret snickering and smiling when it became general knowledge that many of the upper-echelon executives could neither understand nor use the new options, whereas most of the working stiffs got the hang of 'em in no time.

"How do I transfer a call?" a Chief would ask an Indian. "Cut the little wires on your phone and twist them onto the extension you want!" the Indian would say to himself with a glorious feeling of superiority, while saying out loud to Sitting Bull, "Just push 'Transfer' and dial their number."

The switchboard operator

would hear the voice from the big office:

"Set me up a conference call with the Hz Rental people and Engineering!"

She would reply with such sweetness in her voice that the Chief would miss any trace of twisting-the-knife undertone:

"You can do that on your own phone now, if you wish, sir! But would you like *me* to do it for you?"

He would.

The braves and maidens rapidly progressed to higher (solid) states of electronic wizardry.

They programmed their phones to forward calls while they were at other extensions. When they got a busy signal, they punched a few buttons to instruct their own phone to keep trying until so-and-

so hung up, then dial him immediately. To their great credit, they learned the many optional features of the new phone system nearly as quickly as any ten-year-old child might have.

The bosses, who on the whole were older, were heard to complain about all these newfangled gadgets that no one can understand and what ever happened to *real* phones anyway?

Peace of mind was finally achieved by one fearless leader when he started considering the phone system as just another piece of overly-complicated gadgetry:

"I don't have to know how to work it myself. I hire people to do that for me!"

And right from the start, the station did seem to function more efficiently. Fewer phone calls to interrupt work. Amazing amount of time saved.

First American In Space

MONDAY, MAY 5 — 25th anniversary of the 300-mile suborbital rocket ride of Navy Commander **Alan B. Shepard**, America's first man in space (1961). The Soviets beat us by 23 days with **Yuri Gagarin's** 3-orbit ride April 12. British commandoes rescued 19 hostages from Iraq's embassy in London in 1980. Carnegie Hall opened in 1891. American Medical Ass'n founded in 1847.

Cinco de Mayo (5th of May) national holiday in Mexico marks the defeat of French troops at Puebla in 1862.
Birthdays: Journalist **Bob Woodward** 46. **Tammy Wynette** (Wynette Pugh) 44. Comedienne **Pat Carroll** 59.

Death of the Airships

TUESDAY, MAY 6 — The German passenger Zeppelin "Hindenberg" exploded 49 years ago at Lakehurst, New Jersey, killing 36 people (1937). After that, the public refused to fly in dirigibles, even though the "Hindenberg" had safely flown ten round trips across the Atlantic the year before, and the Graf Zeppelin had flown passengers around the world eight years earlier.

The Edwardian Era ended when **King Edward VII** died in London in 1910. England issued the first postage stamps in 1840.

Birthdays: **Willie Mays** 55. Soprano **Marguerite Peteres** 60. Historian **Theodore White** 71.

Ike Reported War Won

WEDNESDAY, MAY 7 — The Second World War ended in Europe 41 years ago this morning with the unconditional surrender of Nazi Germany. From France, General **Eisenhower** sent home a short, simple message: "The mission of this Allied Force was fulfilled at 0241 local time May 7 1945." WWII continued in the Far East for another four months until Japan surrendered.

Congress created Mother's Day in 1914. The Pulitzer prizes were established in 1912. **George Washington** hosted the first President's Inaugural Ball in 1789 in New York City.

Birthdays: **Janis Ian** 35. **Johnny Unitas** 53. **Teresa Brewer** 55. **Darren McGavin** 64. Instant camera inventor **Edwin Land** 77. **Gary Cooper** 1901. **Anne Baxter** 1923. **Peter Tchaikovsky** 1840. **Johannes Brahms** 1833.

Coke's 100th Anniversary

THURSDAY, MAY 8 — Georgia patent medicine maker **John Pemberton** began selling Coca-Cola 100 years ago at Jacob's Pharmacy in Atlanta... not as a soft drink, but as a medicine to cure headaches and hangovers (1886). The advertising called it a "Brain Tonic and Intellectual Beverage." The book "Everybody's Business" says, "The world's best-selling product is 99.8 percent water and sugar" and reports Coke buys "10 percent of all sugar sold in the U.S." USSR pulled out of Olympic Games 1984. 30th anniversary of **Alfred E. Neuman's** first appearance in *Mad* magazine in 1956.

Ascension Day, 40 days after Easter Sunday.

Birthdays: **Melissa Gilbert** 22. **Toni Tennille** 43. Jockey **Angel Cordero** 44. Writer **Peter Benchley** 46. **Don Rickles** 60. **Ricky Nelson** born 1940.

Columbus's Final Voyage

FRIDAY, MAY 9 — Ten years after he discovered the New World (in 1492), **Christopher Columbus** sailed from Spain on his fourth and final voyage 484 years ago today (1502). His 10-year-old son sailed with him. Columbus's four ships reached Central America, but the crews mutinied and he was abandoned for a year on the island of Jamaica. Thirty-five died when a freighter rammed the Sunshine Skyway bridge over Tampa Bay, Florida in 1980. President

Richard Nixon's impeachment hearings began in 1974. "Hindenberg" completed first transatlantic dirigible flight 1936. **Richard Byrd** flew over North Pole 1926.

Birthdays: **Billy Joel** 37. **Calvin Murphy** 38. **Candice Bergen** 40. **Glenda Jackson** 48. **Albert Finney** 50. Tennis vet **Pancho Gonzalez** 58. Newsman **Myron "Mike" Wallace** 68. **Hank Snow** born 1914.

Saturday (5-10) Rolling Stones' first recording session 1963. **Nancy Walker** (Ann Myrtle Swoyer) 64.

Sunday (5-11) Mother's Day. **Jack Paar** 68.



ADAM WHITE

RECORDS

SOFTWARE BEYOND CD

DAT's The Next Step

My recent report about labels' compact disc service to radio stimulated a number of calls and letters, including one from Canada's Al Mair (see sidebar). In that letter he also mentions the next technological step: digital audio tape (DAT).

This happens to be a sensitive topic. The record industry worldwide is concerned that DAT's premature introduction will harm the development and growth of the compact disc market. At the National Association of Recording Merchandisers convention in Los Angeles eight weeks ago, PolyGram International President Jan Timmer said that record companies' efforts to discuss the issue with Japanese hardware manufacturers have been rejected so far. "It's my firm conviction that we cannot accept this rebuff. I believe the hardware industry owes it to the software industry to have a proper dialogue on this subject."

Timmer also commented, "We should consider very carefully on which configurations we shall make our software available and, particularly, when we make it available. It's in the best interests of us all that the industry should be united on this point."

At this point, DAT has a low-key role in the consumer audio business. It's unclear whether any digital cassette recorders will be displayed at next month's Consumer Electronics Show (CES) in Chicago, for example. The winter CES in Las Vegas saw only one manufacturer discreetly show a prototype machine. On the professional front, DAT was present at last month's NAB convention, with Sony demonstrating a "feasibility prototype" machine. This, according to the firm, was the first time the technology has been presented

at the NAB with a view to professional applications.

For a concise update, I talked to PolyGram Chief Engineer Dennis Drake, who reiterated Jan Timmer's comments. "Obviously, we feel we shouldn't be enemies of digital audio, but we are concerned, as a software supplier, that the entry of DAT be timed correctly. We don't want to hurt the sales and momentum of the compact disc right now, but there is no reason why digital audio tape and CDs cannot coexist peacefully in the future.

"What's important is that we protect our artists' creativity from direct digital copying. Hopefully, what's being set forth with this format is that it'll be impossible to record digitally off a compact disc. And we certainly hope the hardware manufacturers will band together for a standard on this."

Ideally, says Drake, that would mean consumer DAT machines recording at other than the 44.1 kHz sampling frequency of the compact disc — "so you could not record digitally out from a CD player with a port on the back." The international record industry worries about such direct-to-digital recording because it could be used by counterfeiters. The compact disc represents a perfect master in that respect.

Drake continues, "The recording frequency will probably be more in line with professional equipment, so at least professionals will be able to utilize copying from DAT for making reference tapes and so

on." What's also good about digital audio tape — as Al Mair notes in his letter — is that it's nowhere near as complicated as a CD from a production standpoint. "Costs are more akin to cassette manufacturing," says Drake. "In fact, it'll probably be better, because of methods like Sony's direct-contacting 'Sprinter' system used for videotape. DAT can be duplicated using that type of technology, and it'll be nowhere near the nightmare — or the capital investment — that CD manufacturing is."

Aside from the timing of DAT's consumer debut, there are still issues to be resolved within the hardware community. There are competing systems: R-DAT, using a rotary head, and S-DAT, with a stationary head. Says Drake, "One of my engineering colleagues just came back from Japan and seems to think the R-DAT format is gaining wider acceptance there, and may evolve as a standard. But that's conjecture."

Agreement among manufacturers is a prerequisite to the consumer rollout, Drake agrees, to avoid the type of conflict that happened with VHS and Beta in home video.

The full-scale consumer rollout of digital audio tape in the U.S. won't happen until next year, at the earliest. The equipment makers' lack of interest in discussing it with their software counterparts is hardly encouraging, but as Dennis Drake observes, Japan's hardware industry tends to call its own shots.

He concludes, "We're looking for cooperation because ultimately we'll be manufacturing software in the format. We just hope that common sense is employed in the system's introduction and in standards to protect the repertoire from direct digital copying. They want to keep their factories going, and we want to protect our artists." Is he confident about the outcome? "I guess you could say I'm optimistically cautious."

A Vote For DMM

This is how Alexander Mair, President of Canada's Attic Records, views the quest for prerecorded software quality:

Dear R&R:

I enjoyed reading your article on servicing radio with CDs, and agree with the comment from Danny Glass and Kevin Sutton that "we'd be insane not to excite radio with these discs." Paraphrasing this quote, in context with other comments in the article, they are all saying we should give radio (and the consumer, eventually) music in the format that sounds best on the air (or in the home).

Without taking anything away from CDs, there is already an economical way to give radio and the consumer a much better product than he gets on black vinyl: direct metal mastering (DMM). The extra start-up cost is minimal, and the actual per unit manufacturing

cost is lower than a normal black vinyl record. Obviously, there are no time delays waiting for delivery as in the case of CDs.

We have made the decision at Attic that all releases which radio will be interested in will be DMM. We are committed to giving radio the best possible record, and this is the only logical step for new releases and developing artists who won't appear on CD for some time — if ever — due to lack of supply and high costs.

Personally, I am much more excited about the advent of digital audio tape (DAT), as the manufacturing costs will be in line with current tape duplication costs and existing facilities can quickly adapt to this format.

ATLANTIC'S GAME PLAN

Jazz Is Jumpin'

Atlantic Records recently renewed its commitment to jazz, recruiting former A&M/Horizon and Artists House executive John Snyder last December to direct this effort. The initial result is the label's current "All This Jazz" marketing campaign, spearheaded by new releases from Dizzy Gillespie, Lionel Hampton, and Ahmad Jamal, but also featuring Atlantic's entire catalog. This numbers 154 albums and includes 28 reissues in the Jazzlore series.

The jazz market is healthy, according to Snyder, and catalog business in particular has been spurred by the compact disc explosion. "As soon as we get more production, we're going to put most of our catalog on CD." Aside from major label activity — Snyder mentions imminent new jazz programs from RCA and MCA — there are "a whole host" of smaller companies that are busy and apparently thriving. "I went through Jazz magazine and counted anywhere from 30-40 small labels advertising their releases. They include a lot of so-called new age product, and I know there may be some dispute as to whether that's jazz. But it still shows some kind of market for instrumental music. I think it's all a healthy development."

Snyder is looking for sales of between 20,000 and 50,000 on the albums he's producing for Atlantic: "And we obviously hope that we might break out of that with a couple of things." At the same time, he doubts that new jazz from any label will consistently repeat the performance of '70s releases from Creed Taylor's CTI label, where Snyder once worked. "It was a phenomenal experience to put out, say, a Freddie Hubbard record that would sell 150,000 copies."

Nevertheless, the increasing opportunities for jazz on some AOR and Black/Urban stations are a positive factor, says Snyder. "I get a lot of tapes from people who sound, for example, like David Sanborn, and I think this is so because that's what they hear on the radio. With the renewed availability of all this catalog product, it may provide younger players and listeners with a broader base of

music, more choices. And the more choices you have, the more likely you'll make good choices."

Further Releases

Atlantic's taken the unusual step of releasing singles from the new albums, including a Dizzy Gillespie cut which features Stevie Wonder. "I don't know how much of a demand or need there is for these," says Snyder, "but we're doing it to maximize the promotional opportunities, to take every chance we can."

There will be further releases in the summer, fall, and later in the year. Snyder hopes to have a major (16-18 records) "Jazz On Atlantic" set available on vinyl and CD simultaneously.

With the newly-recorded repertoire, he says, "We're trying to recapture the tradition, the heritage that Atlantic had in the '50s and '60s for its jazz product. We want commercial success with some of these records, and we also want to cover the spectrum. I'd like to document the great artists of the music as well as present some of the newer talent in a more commercial setting."

In part, jazz was one of the casualties of the record industry's 1979-83 downturn. Notes Snyder, "Now the majors realize there's money to be made by the reissue of catalog product that was otherwise dead, and by the release of new recordings. My involvement at Atlantic is their nod to the reality that you can make some money on records that aren't going to sell hundreds of thousands of copies, providing you watch the budget and maximize sales with marketing programs. It's not big business, but it's a necessary part of any full-line record company."



TRAVELLING AGAIN — Jazz great Lionel Hampton celebrates the release of his first album for Atlantic, "Sentimental Journey," with company Chairman Ahmet Ertegun and VP Tunc Erim. Pictured from left are Hampton's manager Bill Titone, Hampton, Ertegun, and Erim.



JOEL DENVER

CONTEMPORARY HIT RADIO

GUFFAW, YUCK-YUCK, CHUCKLE, CHORTLE

Stevens & Grdnic: Comedy Consultants

The comedy team of Ron Stevens & Joy Grdnic (that's pronounced "J-O-Y") has been together for 11 years as husband and wife. They met while working at KSHE/St. Louis. Lot-usland residents for the past seven years, the two-some have their comedic fingers and minds moving in a lot of directions.

Besides their syndicated radio programming through co-ownership of All Star Radio (including "Radio Hotline," "Comedy Supermarket," "Comedy Drop-Ins," and "Party Drop-Ins"), Stevens & Grdnic have released a couple of Grammy-nominated albums ("Somewhere Over The Radio" and "Retail Comedy At Wholesale Prices"), written a book ("How To Make Love To Yourself"), and provided scripts for network TV shows like "Facts Of Life" and "WKRP In Cincinnati."

"Rick Dees, who isn't a super-funny man on his own, is a great example of one who knows how to present comedy very well. He doesn't put the burden of being funny on himself. He lets everything around him be funny."

— Ron Stevens

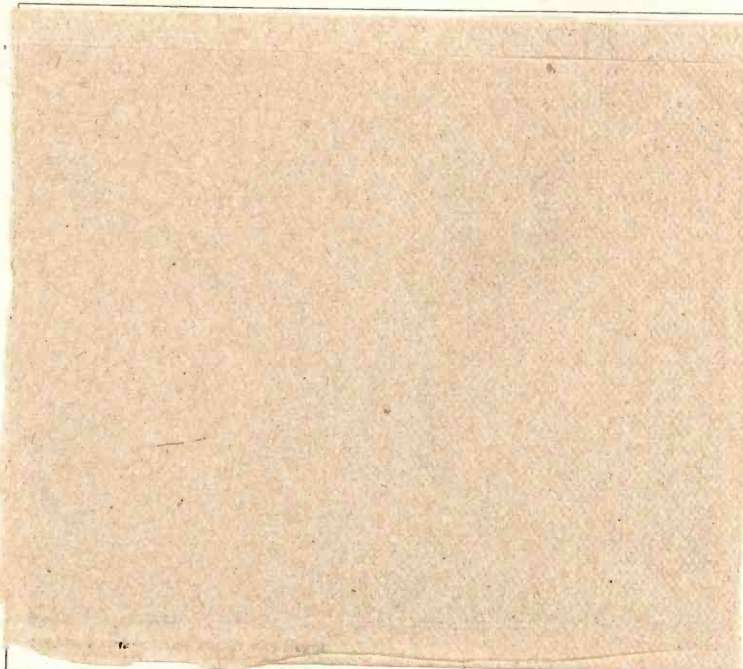
What Do We Do?

An outgrowth of all this is their consultancy. The duo advises stations and air personalities on the use of comedy material. "The idea for helping radio stations position their comedy material came from station requests," said Joy. "We'd send out a demo, they'd buy the stuff, then they'd call us back and say, 'Now what do we do with all of this stuff?'"

"We were surprised at first," noted Ron, "and actually kind of insulted when they didn't have a clue to it all." Joy added, "It was the late '70s when our first album came out, and radio was taking it very seriously. There wasn't a whole lot of on-air comedy."

Pre-Dees Radio

"This was pre-Rick Dees," Ron noted. "They simply wanted to



know the best way to present this material to obtain the maximum mileage out of it and augment what they were already doing. While consulting these folks we got a lot of feedback, and it became a great learning method for us as well."

"Much of our stuff was originally written with AOR radio in mind. But CHR (stations) have become so aggressive that they are our biggest clients," said Joy.

The consultations are run on an informal basis, with support continuing for just a few weeks over the telephone. Among the station stumbling blocks Ron and Joy work to overcome are the comedy-wary PD and the undue pressure jocks place on themselves to be comedians.

"The PDs themselves are no longer the biggest problem," Ron observed. "They used to ask, 'Am I using up precious music time for something like this?' Fortunately, most have overcome this type of thinking. The personality in the morning show, or in some cases afternoons, suddenly has a comedy service available to him. He feels an obligation to be funny. You shouldn't put that kind of pressure on yourself."

Preproduced Bits

"Rick Dees, who isn't a super-funny man on his own, is a great example of someone who knows how to present comedy very well," explained Ron. "He doesn't put the burden of being funny on himself. He lets everything around him be funny. Scott Shannon does the same; so does John Lander. They all have a great sense of timing, knowing when to drop in a bit or sound effect. If a personality is naturally funny, then more power to him."

Telling Ron to "put a muzzle on it," Joy observed, "I value the immediacy of radio. Radio is right there, live, in your hometown, talking to your friends. All too often, the comedy is presented without any kind of tie-in or transition. It's just dropped in. All of a sudden after a sweep, the jock backells it. Out of nowhere you have a comedy bit."

How does a personality, especially one new to a market, decide what the audience will or won't accept? And does he have to develop a special sense of timing to know when to tackle a subject or leave it alone for a while?

Ron and Joy pointed out that all comedy doesn't fit each market. "When you work at three stations in a year, all in different markets, you've got to realize you can't always be the same personality in each situation. It's simply adapting to the market's needs. On top of all that, you've got a new radio name to remember," quipped Joy.

Call-In Bits

"My favorite types of humor are really the preproduced comedy bits," stressed Ron. "They can really blend in more easily with what's already there. To go from a great sounding record to a stand-up comic bit from some comedy album never quite hits it for me. The pacing is off. Preproduced comedy bits are especially effective when the air talent has taken the time to really listen to them, think about the material, and then use them with care."

Ron continued, "At times Rick Dees will take one of our pre-recorded bits, use only part of it, and finish the bit by hanging up on the guy. Later, he'll use the rest of the bit by having the guy call back and finishing it off. By doing this, he can take something that others

would play only once and get several days' use out of it."

The case for using call-in voices is open and shut — either it works extremely well or it's a complete disaster. "The problems come up partially because the calls are done live and the caller doesn't have it together, or the on-air personality doesn't get out of it at the right place. Timing is everything. If you go past the joke, then whatever good material was used is forgotten and lost," said Joy.

So where do Ron and Joy get their material? "We sift through the trash cans at Paramount and find the stuff that didn't get used on Laverne & Shirley," Ron confessed. "Actually, our 'Fast Food' recorded bit, where a guy goes to the drive-up window and can't understand the order taker, comes straight from real life. Commercial parodies are easier, because everyone agrees most of them are inane. Most people don't like them."

"When you work at three stations in a year, all in different markets, you've got to realize you can't always be the same personality in each situation. It's simply adapting to the market's needs."

— Joy Grdnic

Blue Humor

The discussion then turned to blue humor and innuendo. "Scott Shannon probably crosses the line more than most, but gets away with it because he separates himself so well from the bit itself," Ron explained. "We have some preproduced things we've recorded that we regret having done. One of them deals with Sandel Toilet Paper. Scott used the bit so much a New York newspaper wrote it up. It wasn't blue, just in poor taste," Ron explained.

"Material that's in poor taste," Joy pointed out, "is much easier to use than blue humor. Our stuff is pretty clean, because the majority of America is easily offended, especially in the Bible Belt. It's more of a challenge to come up with clean material."

"It's more important on which side of the joke you stand on. You

THE CHR MAILBAG

Get Your Hands Off My . . . Cubes!

Ah, the spirit of competition. Here's an interesting letter I received from KDWB-AM & FM/Minneapolis Program Manager Dave Anthony regarding crosstown WLOL's involvement with the St. Paul Winter Ice Palace.

Dear R&R:

This letter is in response to the article published in your April 4 issue, "WLOL's Winter Ice Palace." I can't help but give them credit for their boldness.

You see, the idea of the St. Paul Winter Ice Palace being cosponsored by WLOL is totally incorrect and undoubtedly wishful thinking on their part. These are the facts:

- The Ice Palace was a communitywide project built to celebrate the 100th anniversary of the first St. Paul Winter Carnival. It was constructed by hundreds of volunteer construction workers and other specialists without pay or ties to any media sponsors.

- WLOL did air PSAs to help interest the public in financially supporting the community project by buying ice blocks at local convenience stores, but so did KDWB, along with other radio and TV stations.

- KDWB's involvement, we feel, surpassed WLOL's commitment to this project through the sheer number of events we sponsored throughout the carnival. KDWB's morning team of Buck & O'Connor was involved onstage at the official lighting ceremony on February 6,

with high ranking state officials; WLOL representation was nonexistent. Buck & O'Connor were also transported to and from the lighting ceremony, evidenced by crowds exceeding 100,000 by some estimates. Not only was the KDWB van the closest to the stage . . . it was the only radio station within sight.

Most of your coverage was correct. Yes, it was ridiculously cold when KDWB's Buck & O'Connor were introduced. Yes, WLOL did broadcast music synchronized to the fireworks, even though much of the crowd was leaving due to the cold. Yes, the Ice Palace was probably the biggest Twin Cities attraction over the past decade. However, it was purely a communitywide event, not a product of the WLOL promotion department as you were led to believe. If it was, why wasn't WLOL represented that night? And why were KDWB's Buck & O'Connor the only CHR personalities asked to help out?

In conclusion, this was not a WLOL event any more than the Mediterranean is Khadafy's sea. But I must give them credit . . . it was a nice try. Quite possibly,

KDWB could claim credit for bringing warm weather back to Minnesota!?!?

Best regards,
Dave Anthony

WLOL Rebuttal

After receiving this strong letter, I contacted WLOL Operations Manager Tac Hammer. He turned me over to Promotion Director Tom Gowan, whom I originally interviewed for the April 4 article.

Responding to Dave Anthony's letter, Tom said, "WLOL was the only Twin Cities radio station, to the best of my knowledge, to run recorded PSAs encouraging people to purchase ice blocks. And, I might add, WLOL morning personalities Hines & Berglund were the only radio personalities involved in the TV PSAs, along with TV news anchors from various TV stations.

"It is my understanding as well that WLOL was the only Twin Cities radio station to make a corporate donation, along with the following Twin Cities TV stations — channels 4, 5, 11, 9, and 29.

"I never intimated it was our idea to do the Ice Palace. I thought your reporting of the events was fair and accurate. You correctly mentioned in your article that other parties were involved, but I didn't specify who they were. We could have gone into a very lengthy

list of everyone who contributed time, money, and efforts. I was simply trying to emphasize the project itself and our fireworks participation — nothing more.

"Again, we in no way wanted to intimate we were totally responsible for the construction. That would be totally presumptuous. I don't feel we suggested it either."

Disputed Involvement

Disputing several of KDWB's claims, Tom added, "As to a specific lighting ceremony, I am not aware of their (KDWB's) involvement. Now as far as the number of people leaving the WLOL fireworks display, the St. Paul paper estimated there were 150,000 present. I don't know if they were leaving, as I was in the middle of Lake Phalen helping to ignite the fireworks. Guesstimating from the crowd noise I heard from the shore, there was a very substantial showing all through the event.

"I wasn't even aware that KDWB was involved at all with the Ice Palace. I maintain that WLOL was the only Twin Cities radio station that was involved in the construction of the Ice Palace. I would love to see some pictures documenting KDWB's involvement in the event, along with press releases to substantiate their participation in the promotion and construction of the Ice Palace."

Editor Comments

It's getting hard to tell the players without a program. I haven't seen such an open display of verbal warfare since the battle for Portland, which pitted KKRZ against KMJK over the use of jingles and other assorted issues. It should be noted that both WCCO and KSTP also made corporate donations. If Dave Anthony, any other radio station, and/or interested party in the Twin Cities wants to respond, you're welcome to pick up your quill and drop me a line.

MOTION

Regarding a recent report that Joni Caryl was joining SLY96, she instead opted for morning news with Charlie Tuna at KBZT/Los Angeles . . . Famous Amos has turned up doing mornings at WYYN/Jackson, MI . . . Former 95XXX/Burlington, VT PD Rob Poulin is now PD at WWHB/Hampton Bays, Long Island . . . Steve Wall, morning man at 99KQ/Salina, has been upped to PD, replacing Denny Collier . . . KCPX/Salt Lake City welcomes Jack Sunday to the morning show from KFSD/Boise . . . WGCL/Cleveland loses Production Director Buddy Baker; PD Phil LoCasco is looking for an able-bodied replacement. Call him at (913) 827-8128.

Doug Brown exits Transtar for the KKHR/Los Angeles Production Director slot, and air personality Dave Murphy segues from crosstown KPWR for KKHR overnights . . . Chuck Finney leaves the PD post at WKZL/Winston-Salem to travel abroad . . . Kelly Gordon is the new MD at KTRS/Casper, replacing Todd Cavanah . . . Q100/Allentown night personality Troy N. Thomas acquires Production Director duties . . . Production Director John Michaels exits KQ99/Evansville for KQKQ/Omaha . . . KMGZ-FM/Lawton, OK VP/OM Chuck Morgan is named Director Of Programming of parent company Broadco of Texas, Inc. and will also supervise two recently-purchased stations, KDOK-AM & KEYP-FM/Tyler, TX.

WNYS/Bufalo welcomes a new morning team: Sandy Beach is the main anchor, with Susan Hunt on news, Dan Neaverth, Jr. on sports, and "Altitude" Lou McNally predicting weather . . . At WJTW/Joliet, IL, Mike Carroll is named Promotions Director/mornings, from WWCT/Peoria; John Weis is the new Production Director/afternoons, from WBNQ/Bloomington; and Don Tanner becomes evening personality/Public Service Director, from WLRW/Champaign . . . Lisa Lorenz is the new overnighter at KZ93/Peoria . . . KQIZ/Amarillo announces a new lineup: The "Breakfast Club" featuring Jim Walsh and Brenda Brooks; a midday office party with Keith Montgomery; Brian O'Bryan on PM drive; Bart Allison in the evening; Deb Moore at night; and Bobby G. overnight . . . Bobby Day leaves nights at KZZB/Beaumont to join KRBE-FM/Houston for weekends.

Stevens & Grdnic: Comedy Consultants

Continued from Page 36

can position yourself any way you want. But the side you want to be on is the side where most of your listeners will be," Ron advised. "There's an old comic's rule which should be followed: If you don't want to be associated with the joke, then have one of your characters do it."

Don't Force It

Ron warns jocks against suddenly deciding to be funny and expecting to pull it off with only ten minutes of show prep. "You (should) make a conscious effort listening to tapes of your show, listening to your listeners, and paying attention to everything going on in the world.

"Don't feel obligated to be funny. Learn a lesson from David Letterman — think small. The smallest, dumbest, most obvious things can be outrageous. His viewer letters and stupid pet tricks are great examples. Any announcer who is seeking to grow should either stay up and watch him, or tape him to see how he does it. He treats it all like throwaway comedy. Treat the majority of your material like he does."

Joy observed, "The main reason a radio personality is there is to take care of the station business:

commercials, records, time, temperature, etc., not to be funny first. Letterman does his job first and puts the comedy second, which actually makes him funnier.

"As a radio personality it can often be a one-way street," she

noted. "You're always giving out, so it's important to have input. If you are always working with only what's in your head, then you're really limited yourself."

Finally, I asked the comedy input specialists if there were any

no-nos a personality should guard against: "We both suggest you defer to your community, GM, PD, and station policy. In other words, read the instruction manual before trying to operate this appliance."



Stevens & Grdnic; the thinking man's comics

WEEKLY WONDER!

Rick DEES' WEEKLY TOP 40

Faster than a speeding Studebaker ... More drawing power than any other personality in radio ... Able to leap to the highest day-part ratings in a single bound.

"What's this?" You ask, "some new kind of super-hero?"

Well ... no. Not exactly. But you're close.

It's Rick Dees, starring in RICK DEES' WEEKLY TOP 40, the single most successful long-form program produced today. And while we can't say for sure that Rick can bend steel with his bare hands, his ability to keep listeners coming back, week after week, is nothing short of a super-power.

The WEEKLY TOP 40 brings you Rick Dees in all his giddy glory, counting down the hits with the help of his entire cast of wacky characters. Between the tunes, the chart-topping artists often drop in to share inside info on their lives, their music, and their latest concerts and videos. It all adds up to a four-hour blockbuster that keeps listeners riveted to their radios.

No wonder RICK DEES' WEEKLY TOP 40 is the top-rated long form show in the nation, aired in more major markets than any other.*

RICK DEES' WEEKLY TOP 40. It's not a bird. It's not a plane. But it's just about guaranteed to make your ratings soar.

RICK DEES' WEEKLY TOP 40 is available on a swap/exchange basis to radio stations in the top 170 Arbitron-rated metro markets.

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



For national sales information, call United Stations Programming Network in New York at (212) 575-6100.

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

*RIG Special Tabulation—ARBITRON Top 50 Metro, Spring 1986; ARBITRON ADs US total, Spring 1986 Nationwide/Fall 1985; Persons 12-34, Sat/Sun 6AM-12MD.



STEVE FEINSTEIN

SATELLITE FORMAT FOR 15-24s

Z-Rock: We're Modal, We're Nationwide

It's said that for every action there's a reaction. Case in point: Over the last two years, as AOR has cut back on metal in an effort to attract more 25+ listeners, there've been rumblings about disenfranchised 15-24 year-olds whose appetite for the hard stuff is going unfulfilled by radio.

That perceived gap has inspired such stations as KNAC/Long Beach, WOKU/Greensburg, PA, and WQNR/Selden, NY to adopt hard-rock musical policies this year. Now the Satellite Music Network is taking a bold step, introducing a satellite-delivered format that unabashedly targets headbangers from coast-to-coast with a taste for nonstop AC/DC and Metallica.

"Z-Rock" is intended for clearance in the top 50 markets and designed to chip away at the lower end of mainstream AORs. Scheduled to debut in mid-June, the format will originate from Dallas and rock hard 24 hours a day. A PD and air-staff are being lined up.

Affiliates will pay \$1750 per month, and SMN will retain two minutes of commercial time per hour. While declining to reveal any signed affiliates, Chairman John Tyler and VP/Programming Robert Hall provide some additional background into Z Rock.

R&R: Why are you doing a hard rock format?

JT: We think there's a large segment of the young music-listening population that radio stations are not playing to today. Artists who sell records and fill up concert halls are getting very limited airplay. AORs aren't playing W.A.S.P., Motorhead, Raven... they don't play a lot of Iron Maiden, Metallica.

The album rock universe is about to split into two, with a hard rock format coming along for the 12-24 range, while the traditional, more corporate-sounding AORs

Z-ROCK 15-24

MAINSTREAM AOR 18-34

seek more adult demographics.

R&R: Is your feeling based on research or more upon your own analysis?

JT: Both. We've done some research and we've analyzed it ourselves.

R&R: With advertisers supposedly wanting 25+ audience, how will affiliates sell this format?

RH: Stations running after the "cream of the crop" advertisers are shutting out a significant amount of advertisers who want to reach consumers in the 12-24 year-old range. Our research has found a great number of local retail accounts that will support this kind of radio.

R&R: What do you say to the GM who nonetheless claims there aren't enough ad dollars from clients who want to reach 12-24s?

JT: The sales manager who hollers at his boss for 25+ demographics has a sales department that's going to an agency where a time buyer is usually boxed in, with no flexibility and very little creativity in his buying scheme. Someone has told the buyer, 'We want 25+ or 25-34 or 25-44,' and that's all they're going to buy. If a sales manager and his department are only calling on agencies, that's the only kind of feedback they're going to give management because that's all they're going to hear. But there's a lot of business out there that doesn't necessarily fall in that category.

The very active people in the 18-24 bracket have been completely overlooked, all because a sales manager comes back to the GM of an AOR station and says, "I can't

sell anything at the ad agency unless we've got 25+ demos." He's right, he can't sell anything at the ad agency except 25+ demos, but that doesn't mean that he can't sell anything. All it means is where he went that morning he can't sell anything. And he probably drove by 15 prospects on the way to the agency.

A sales department has to be willing to make direct calls for beers, soft drinks, motorcycle dealers, concert promoters...

RH: Motorcycle dealers, video, tuxedo rentals, ski resorts, sporting equipment, speedways, boutiques, clothing, auto supplies, car washes.

JT: We're also going to ask record companies to heavily support the affiliates through co-op advertising with retailers.

R&R: Do you think you're going to attract the demos of a male CHR — 12-24 males vs. 12-24 women?

RH: We're definitely looking at a more significant male audience than female. However, our research found at least 30%-40% of the audience will be made up of females. There's also a large percentage of professionals over 25 years old that will jump on this format because they're into hard rock and aren't getting it on AOR now.

R&R: What style of announcer are you looking for?

RH: People who really relate to the music, who have the lifestyle of the listeners we're going after, who live that kind of music.

R&R: How are you going to research the music for this format, given that most of it won't be in trade paper charts?

RH: We'll have people involved, especially a programmer, who know the street and the audience, who feel the music and know instinctively where to go with it.

R&R: How much of the music will be exclusive to the format and not shared with mainstream AOR?

RH: Around 40-50%, depending on the daypart.

R&R: What kind of promotional support will you offer affiliates?

JT: We have a promotional package ranging from bumper stickers and rear window stickers to television spots. But this format will work very well without an abundance of promotion. In fact, too much promotion could be counterproductive, as it was with early AOR when too much promotion made it too commercial.

You've already got an enormous underground following as a promotional base. You can augment this networking effect without going to more expensive promotion like TV.

RH: Certainly a product that's so new and unique with such differentiation really, doesn't even need that much advertising. Look at the Taurus station wagons that catch your eye as they go by.

R&R: How will you make this format sound local?

RH: The same way we do with our other formats. Local IDs, PSAs, announcements for promotions, concerts, etc., will be dropped in. We can prerecord those elements and even feed them down the line on an hourly basis. An affiliate can load them into the automation system or cart them and have them ready to be fired off by the local technician. Anything that they're doing locally right now they can achieve with us.

We've had tornado warnings, hostage situations, avalanches, trucks overturned, train wrecks, etc., and we've sent down an announcement in the voice of the announcer who is on the air within minutes of the time that it happened.

The announcers are always available to appear in any of the markets to do appearances, and we also have a service to do production for commercials.

R&R: Do you anticipate any problems clearing markets in the Bible Belt or Midwest, where owners might be particularly concerned with heavy metal and its lyrical content? Might they fear PMRC-type groups raising a red flag?

RH: I don't think so. There are a number of stations looking for an opportunity to cash in on this audience. It won't be difficult to place this one at all.

JT: It's new, it's unique, and we have the cost-cutting advantages of what we can do for the local operator. It all makes it pretty irresistible. This is an extension of our

Continued on Page 42



John Tyler

Z-Rock Sample Hour

JUDAS PRIEST *Locked In*
AC/DC *It's A Long Way To The Top*

OZZY OSBOURNE *Shot In The Dark*

TED NUGENT *Wango Tango*

DOKKEN *Will The Sun Rise*

W.A.S.P. *Wild Child*

LED ZEPPELIN *Misty Mountain*

Hop

MOTLEY CRUE *Take Me To The Top*

SCORPIONS *At The Zoo*

METALLICA *Masters Of Puppets*

AEROSMITH *Back In The Saddle*

IRON MAIDEN *Running Free*

ACCEPT *Balls To The Wall*



Robert Hall

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STRONGER FOR
**JOE
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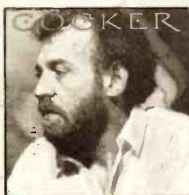
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GERMANY #4	SWEDEN #20



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AOR

Z-Rock: We're Modal

Continued from Page 40

philosophy of developing formats for a clear-cut hole in a market. A radio station operator can say, "By gosh, there's an AOR here that does real well. It's been here a long time, and there are three CHRs and two or three ACs. What am I gonna do? Where is there a hole in this market for me?"

R&R: Will you tend to shy away from overtly violent or suggestive lyrics?

RH: We're certainly going to be sensitive to that situation.

JT: We're broadcasters first, and I don't think any of us will lose that feeling of responsibility toward our audience.

R&R: Will you counter mainstream AOR by playing a higher percentage of currents than gold?

RH: Yes, substantially higher. And when new albums come out the cuts will be in there within minutes of their availability. It's very important to this audience that they hear the new music first,

and we're going to be keenly sensitive to that.

R&R: What library material will you play?

RH: Hendrix, Led Zeppelin, Deep Purple.

R&R: Of the top 50 markets, how many of them do you have to clear to make this a go for you?

JT: When we go to advertisers, we don't sell to them by format, but by the total audience of all of our formats. So this could be a rousing success for us with six affiliates because we get to add them to the mix of the rest of our formats.

It's also going to be a success for our affiliates in their chosen market because it will give them almost instant audience. They'd have a hard time getting listeners any other way if their metro's full of CHRs, ACs, album rockers, and what have you. We'll give them a definite notch in the market with a sizable rating in the first book.

R&R: Why will results come that quickly?

RH: Because there's a religious zeal for this music. The audience is very active, and they'll find it immediately. And with a new product like this, our cost-cutting advantages take the risk away from a local operator moving into a new format by himself.

The fellow who's got to hire an entire staff, put out promotion money, and so forth is going to be a little reticent to jump into something new like this. We bring in the programming, announcers, and delivery system ourselves, and in this way a lot of the risk is taken out.

SNM has had a face of putting out cost-cutter clones, what we call "public utility formats" like AC, Country, and Stardust, our nostalgia format. The pitch has been "OK, Mr. Broadcaster, here's a format with much better talent than you can afford on your own. Just plug it in, drop your expenses by 80%, and go out and sell." But now we're coming with a product you can't get anywhere else.

**RADIO
ACTIVITY**

Free Living

When a new apartment complex opened up in Des Moines, KGGO gave away a free apartment for a year. Listeners qualified for keys by mailing in postcards and then listening for their names to be read on the air. The winner was the person whose key opened the apartment.

Recycling Oldies

Sandusky Corporate Program Director **Jeff Sattler** has an interesting system for "recycling" oldies: the batch that he plays from midnight-6am gets repeated from 6am-noon the same day.

"Anyone who's up at midnight is either not going to be awake or coherent at 6am. It's a totally different audience by then," he explains. "You get more mileage from your library, and I've never gotten a complaint."

Ratings Rap

KNAC/Long Beach's new "Pure Rock" approach is making inroads in the Los Angeles Birches. The hard rocker has moved 4-9-1-4-2-4 since December.

Not Just Jazz

WZZO/Allentown has replaced its Sunday morning Jazz Brunch with a show called "Champagne Brunch." The mix still features some melodic jazz, but has been broadened to include compatible artists like **Joni Mitchell**, **James Taylor**, **Dire Straits**, and **Sting**.

WDHA's 25th

Congrats to **WDHA/Dover** on 25 years as an independently-owned, unconsulted station. VP/GM **Bob Linder**, who's been there for 20 years, claims that in 1961 "DHA was the country's first station to broadcast in stereo on a regular basis using the FCC-approved system.



METAL MEN — Tony Iommi of Black Sabbath found an appreciative audience at pure rock KNAC/Long Beach. From left, manager Pat Siciliano, MD Kevin Stephens, indie promoter Kenny Ryback, Iommi, and personality Wild Bill Scott.



INXS SPOTS — INXS finds a sign at KBCO/Denver that makes them feel right at home. Hopping for the best (f-r) Atlantic's **Michael Brannon**, the band's **Michael Hutchence**, PD **John Bradley**, the group's **Tim Farriss**, and MD **Doug Clifton**.

SEGUES

WKDF/Nashville is no longer consulted by **Burkhart/Abrams**, who now work with crosstown CHR WWKX.

WBGK/Milwaukee names afternoon **Randy Stewart** MD and brings on **Brian Jarrett** from KTCZ/Minneapolis for nights... WLR/Long Island MD **Larry "The Duck"** is upped to Assistant PD... KICT/Wichita names **Phil Thompson** MD... **Kelli Cluque** replaces **Mike Stewart** at KCAL/Riverside MD.

KZOK/Seattle nights go to **T.J. Kil-**

lorin from KBCO/Denver... **Tracy Barnes** replaces **Angela Wright** on KZEP/San Antonio nights... **Mick Martin** moves from KRSP/Salt Lake City weekends to late-nights, replacing **Janna Blake**... **Don Edward** is new to WKLC/Charleston nights.

WRKI/Danbury night rocker **Mike Korchak** moves to WZOU/Boston weekends... **Kimberly Stockton** joins WZZO/Allentown weekends.

Lori Sergiacomi is named **WBLM/Portland's** News Director.



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BRAD WOODWARD

INTERVIEWING AS ARTFORM

"We Welcome To Our Microphones..."

By Larry King

Interviewing is an artform. There are various college courses, professional training seminars and books on "teaching" interviewing. But I believe it's an inborn talent. Either you have it or you don't. It's like playing the piano or illustration: Practice can improve on it, but you must have the basic talent first. Above all, you must have a basic human trait which can't be taught - curiosity.

It's especially important for a live interview to be conducted skillfully because there are no second chances, no time to go back and edit what the audience will hear. That's what makes live radio and television, in many respects, the purest and most objective of all interview forms.

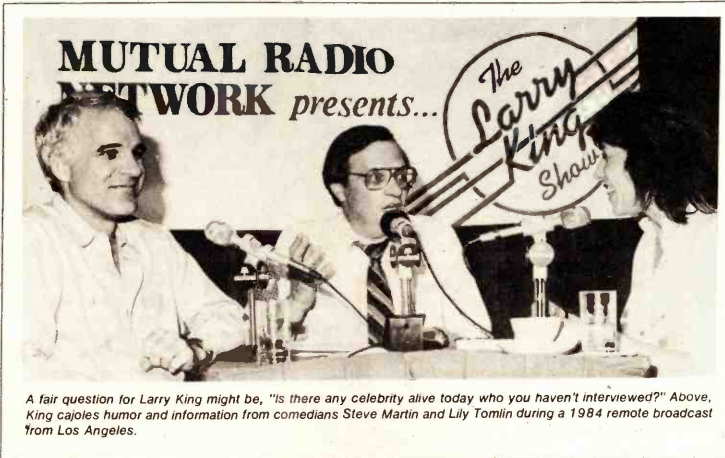
Every interviewer must develop his or her own individual style and personality. Don't compromise yourself or your style, but at the same time don't be afraid to take chances. If your PD or GM suggests a new approach, discuss it and at least be willing to give it a try. If the current management doesn't like your style, perhaps the next one will.

In 26 years of conducting radio interviews, and as a fan of radio talk shows, I've witnessed a variety of mistakes. So I'd like to present some guidelines on what makes a good radio interview, as well as what makes a bad one.

Failing To Listen

The worst violation of good interview techniques is the failure to listen to the guest. Good questions lead to good answers that spark other, perhaps better, questions. Asking is good, but listening is better.

If you don't listen carefully to every response, you may end up sounding like the old Bob and Ray



A fair question for Larry King might be, "Is there any celebrity alive today who you haven't interviewed?" Above, King cajoles humor and information from comedians Steve Martin and Lily Tomlin during a 1984 remote broadcast from Los Angeles.

"When listeners turn on a show, 95% of the time they should hear the guest. If not, something is wrong."

—Larry King

routine where an inattentive "man on the street" interviewer, upon being told that his subject is a KGB agent, next inquires, "Have you seen any good plays lately?"

I was interviewed once on television by a woman who was so busy adjusting her makeup every time I was on camera that she paid no attention at all to my answers. I decided to have a little fun. When she asked what was the most interesting part of interviewing, I told her it was "being a KGB agent and giving out codes in my questions." Her response: "That's nice."

You must listen not only to the guest, but to yourself. That helps you avoid another cardinal interviewing sin - asking the same question twice.

Avoid Personal Pronouns

Interviewing is truly a personal process. Your signature should be on every interview. At the same time, you should avoid using "I" or "me," or becoming too absorbed in your own opinions. The guest is the star, and it's the interviewer's job to make the most of every guest.

95% Guest, 5% Host

The radio interviewer's role is to monitor, host, and guide the audience on a journey into the life and legacy of the guest. Let the guest explain. When listeners turn on a show, 95% of the time they should hear the guest. If not, something is wrong. Listeners may tune in regularly because they like a host's style or personality, but never lose sight of the long view that they ultimately tune in to learn about a guest or subject. One good way to maintain the guest-host ratio is to generally limit questions to two sentences.

Guest As Expert

Approach every interview thinking that the guest knows more than you do. That's why he or she is on the show in the first place. Always respect guests, and don't try to upstage them on their subject. Nothing is worse than a "know-it-all" interviewer who sounds like he's trying to embarrass the guest.

Be Naive

This is another antidote to the "know-it-all" interviewer syndrome. Being naive to a certain extent is all part of being curious, and that's a fine trait for an interviewer.

In that same vein, don't be afraid to admit you don't understand something. Chances are the audience is confused, too. Ask questions that will clarify the subject.

Never Make Assumptions

Listeners don't know everything about a guest, and assuming - rather than asking - won't give them any more insight.

Control The Pace

Set the pace by asking concise questions, which usually get good, concise answers, making for more conversation and information. Avoid boredom at all costs.

Get Comfortable With The Guest

I like to meet all guests just before the interview begins, but not too far ahead of time. It's important not to go too far in establishing a rapport. Try to avoid having guests become so comfortable they start telling you important information before the interview begins, or during breaks. You don't want to steal the most fascinating material from the audience.

Avoid "Insider" Status

Friends and relatives are hard to interview because you know too much, and so will avoid asking certain questions. When interviewing an acquaintance, I try to take a different angle each time and concentrate on that "new view" of the individual.

Athletes almost always make terrible interviewers for the same reason. They usually know too

much because they're part of the "inside scene."

Killer Prefaces

Never, ever preface a question with, "Let me ask you a question." Just ask it. Also avoid "I was wondering..." Who cares? I was once on a talk show where the host actually led into a query by saying, "Here's a great question..." What a showoff!

Element Of Surprise

It's good to try to surprise guests occasionally, rather than feeding them only questions they expect. The response, "People ask me that all the time" is a sure sign of a dull interview.

TALK TAKES

KSDO/San Diego names Gayle Lynn Falkenthal Managing Editor... Jim Bleikamp joins WWCN/Albany as morning talk host... KYW/Philadelphia hires anchor Patricia Farnack... Mark Williams named WBBM/Chicago Technical Director... Joe Morgan promoted to WRKO/Boston News Director, WRKO debuts "Sports-Call," 6-8pm weeknights... Roy Isom ND at KMJ/Fresno... KMOX moves two hosts to new times: Bruce Bradley (3pm) and Ron Morgan (9am)... Gary Franklin reports entertainment news twice daily on KNX/Los Angeles; Greg Habell new KNX editor... KTRH/Houston adds "Money Matters," Sundays at 7pm with Bill Wood.

WEEI/Boston mails 1.2 million catalogs in \$500,000 sweepstakes... KMOX/St. Louis wins Scripps-Howard Foundation National Journalism Award for its coverage of the farm crisis... WCAU/Philadelphia listeners chip in to replace a large-screen TV stolen from an area nursing home... KING/Seattle adds HealthTalk, weekdays at 7pm... WABC/New York's Dr. Lawrence Balter honored by New York



Joe Morgan

City Parks & Rec Dept. ... KNX/Los Angeles sportscaster Tom Kelly feted at USC Men's Basketball Awards dinner... KTAR/Phoenix wins 16 AP awards, including nine firsts... KFBK/Sacramento's new ad agency is Runyon Saltzman, Inc.



SETTLING IN - WINS/New York moved into new state-of-the-art, computerized studios at 888 Seventh Avenue on April 15. Getting accustomed to the new digs (l-r) are new anchors Paul Smith, Michael O'Neil, and Jim McGift.



TO RUSSIA WITH LOVE? - Conservative KSDO/San Diego talk host Dave Dawson, an outspoken anti-Communist, spent two weeks in April touring the Soviet Union "to see the place for myself and meet a real live Russian." Upon his return, Dawson aired special shows on his trip from Gannett headquarters in Washington, DC.



DONNA BRAKE

ADULT CONTEMPORARY

KQMJ DEBUTS AC

Magic Teases Tulsa

The Tulsa advertising and broadcasting communities were kept in the dark about the format of Swanson Broadcasting's new FM station, KQMJ, right up to the last minute. A series of direct mail postcards spoofing possible formats was sent out over four-day intervals to local and national advertisers and broadcast-

ers. While the first three cards teased country, punk rock and then polka as possibilities, the fourth card was an invitation to a party where the "real format" would be celebrated. A couple of days before the party, the cat was let out of the bag — the station would be AC KQMJ (Magic 99).

One funny sideline to this story involves the guys posing on the postcards. They're not models but company executives: Swanson Executive VP/COO Dan DiLoretto, Swanson President Gery Swanson,

and KRMG & KQMJ GM Michael Crusham.

Throwing A Few Curves

I asked Michael how the whole project got started. "Dan DiLoretto sent me an advertising piece where Warren Potash, (VP/GM of WBAP/Dallas) had posed on a motorcycle for something (related to) the station. It was about the same time we were getting our research back on what the KQMJ format should be. I knew everyone would be speculating about what we'd do, so I thought it'd be fun to throw a few curves."

Michael first thought about doing black-and-white postcards on which he'd pose in a cowboy costume. Then he decided getting DiLoretto and Swanson involved would be even more effective. After presenting the idea to the station's advertising agency, O'Neil & Associates, everyone agreed to make it a carefully timed series of teasers.

"One of the best things about it was that we got Gery Swanson to do it," said Michael. "He's very

well-respected in the community and has a 'Mr. Three-Piece Suit' image. It was a real eye-opener when he appeared. The response has been incredible. A lot of people know about us nationally who wouldn't otherwise."

The country postcard went out first. Upon receipt, many people sent congratulatory notes to the station. Naturally, after the second punk rock card was received, they knew they'd been had.

Smile For The Camera

The "models" spent five hours in a photography studio for the project. Michael said, "Everything was spearheaded by O'Neil AE Dawn Decoste, who took us to the costume store and set the whole thing up. We were singing polka songs and really getting into the right frame of mind, for each segment. I've never had so much fun in my whole life."

"The punker scene was shot last. Deciding my kids should see how I looked, I went home in the costume. Gery did the same thing. All I can say is I'm glad we weren't pulled over."

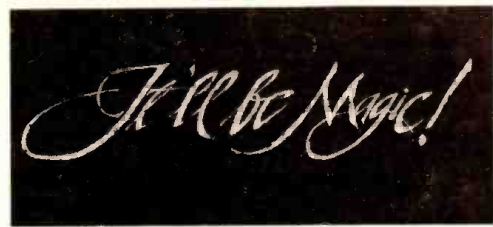
We're gettin' ready for a new FM Station, pard'ner.



WE'RE GONNA ROCK YOUR SOCKS OFF!



WE'RE MAKING TULSA MUSIC HISTORY.



CELEBRATING THE TEXAS SESQUICENTENNIAL

— To help celebrate Texas's 150 years of independence from Mexico, KLLS/San Antonio presented "Skyfire '86," a spectacular fireworks show synchronized to a variety of "Texas" tunes. These included the "Yellow Rose Of Texas" and "Deep In The Heart Of Texas." Hundreds of mortars exploding to Springsteen's "Born In The USA" capped the grand finale, as over 100,000 spectators oohed and aahed.

ACCELERATION

Keith Hill is appointed Operations Manager at WCTC/New Brunswick, NJ . . . Robin Hart joins KIOI/San Francisco from KREO/Santa Rosa to do overnights.

Dick Elliot becomes MD at WEZS/Richmond . . . Bill Thomas takes on the PD post at KIOC/Beaumont, and Jaye Kelley is MD . . . At WCLS/Jacksonville, Bob Lewis is hired for middays and Audrey Lewis will do morning traffic.

Ken Medek leaves WCHV/Charlottesville to program WQHQ/Ocean City and is replaced by Tom Graves, who will also remain MD . . . Gary Olson joins the WDKQ/Evansville morning team . . . At WKNE/Keene, Steve Dickinson joins for 8am-noon, and Janine Marr will do 7pm-midnight. Kevin McNeil, former 7pm-midnight personality, moves to WKNE-FM.

Lynn Murray will do middays at KMJH/Denver, and Tim Cook is Production Director/weekends . . . Jim Cooke joins KPGA/San Luis Obispo . . . Additions at WIZD/Mobile-Pensacola: Larry James as Production Director, Jean Stanley as Promotions Director, Dennis McKay as overnight personality, Charlie Ocean as midday personality, and Gary Hill for weekends.

Lane O'Bryan joins WMYX/Milwaukee's morning show, and Ali McGlown will do overnights . . . Lineup at WMYG/(Magic Y97)Pittsburgh: Allan Pressley, mornings; Chuck Brink-



Keith Hill



Robin Hart

man, middays; Sean McDowell, afternoons; Len Laabs, evening "Classic Trax"; Rick Shaffer, overnights.

Patricia Schrupp becomes Advertising and Promotion Coordinator at KYUU/San Francisco . . . David Street will do weekends at KGMG/Oceanside, and Susan McLendon joins as Promotion Director.



LON HELTON

COUNTRY

What's All The Fuss About Oldies?

Over the last few years there's been a consistent, albeit rather low-level, grumbling about the high percentage of oldies played by Country radio. The undercurrent of complaints has come primarily from record companies wanting to break and sell product by new artists but feeling that goal is threatened by current playlist practices. However, it seems as if the "undercurrent" has grown a bit louder of late. I hear more and more discussion of the topic in record circles. Programmers tell me they're feeling more overt pressure than ever before on the subject.

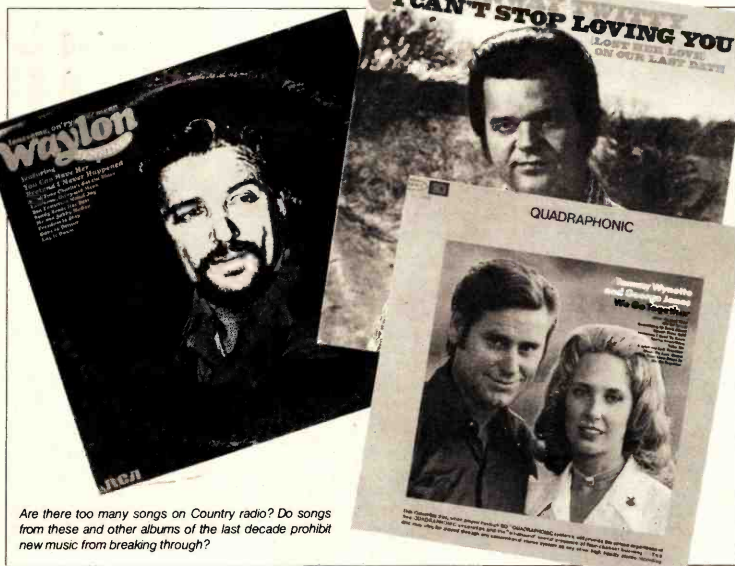
The disagreement between radio and the labels regarding oldies is rather basic. It exists because the two entities have very different needs and goals. Record companies want to sell product, of course. Reducing it to its most basic terms, they want new-artist sales to build on established artist sales for a bigger bottom line. They also need to develop new talent to take the place of artists who become either economically unviable or leave the scene or label for a variety of reasons. The need to nurture new talent exists for them for much the same reason it does for sports teams.

"We're concerned because our business has changed. A number of years ago 50-60% of our sales came from catalog (oldies). In the last three years we've seen that dwindle to 15-20%."

—Joe Galante

Radio, on the other hand, believes its 25-54 target demo requires — indeed, demands — a high percentage of oldies. The theory goes that this demo has an extremely low tolerance for anything unfamiliar. It's feared this spells "t-u-n-e-o-u-t." Thus, it's perceived to be "better" to play an oldie that you know the audience likes rather than an untested record by a new artist which automatically carries that "tuneout" potential. Programmers see oldies as a "safe" programming element. "Safe" and "familiar" are perceived as two major elements of attracting an adult audience.

46/R&R FRIDAY, MAY 2, 1986



Are there too many songs on Country radio? Do songs from these and other albums of the last decade prohibit new music from breaking through?

Two Sides

To get the conversation going, here's a few of the comments made during a panel at the Country Radio Seminar a couple weeks ago. KNIX/Phoenix General Program Manager Larry Daniels provided most of the commentary for the radio viewpoint. "Oldies are a definite asset to a radio station," he said. "KNIX plays more oldies than it does currents. We do that because the listeners demand it."

Answering the question, "What defines oldies?" Daniels replied, "We depend on our research to make that determination. An oldie is whatever the listener thinks it is. To an adult radio audience, old music means memories. It's a constant in their lives. New music, especially at a time when country music is in a transitory stage, really sounds new. It's not a sound these people have grown up with. This is one reason oldies are very big with radio right now."

"When you deal with the younger record-buying audience, they don't have a lot of music-related memories simply because they are young. Therefore, new music is all they care about. We're trying to put enough new music on to give new sounds to the audience. But if we do too much of it we will drive them away."

As other programmers on the panel nodded in agreement, label execs expressed their feelings and frustrations.

MCA/Nashville Sr. VP Bruce Hinton said, "Because we (MCA) have such an extensive catalog, which dates back to country music's beginning, stations playing a high percentage of oldies aren't total liabilities. But it certainly does not contribute to the growth of new artists, which is the direction we want to move in. So, while heavy oldie play helps pay the light bill, it's not primarily a help to us."

WB/Nashville VP Jim Ed Norman said he too has a problem with a lot of oldies: "I think the mix of oldies is too high. When you constantly go back in the past, you reaffirm that past. That takes away an opportunity for a new artist to come into the marketplace."

Said RCA/Nashville VP Joe Galante, "Our concern is that listeners wind up hearing certain oldies more than they hear a current record. We're concerned because our business has changed. A number of years ago 50-60% of our sales came from catalog (oldies). In the last three years we've seen that dwindle to 15-20%. That shows the consumer is saying, 'Give me new music — something fresh.' They're saying they've had their fill of oldies with regards to buying them. There's no question we all want to hear our favorite songs on the radio, but I think it's the frequency that causes the problems. What slows us down on the record side is that we don't get the rotations we need on the new music. Less exposure means it takes new music longer to translate to sales."

It's interesting to note the drop in catalog sales since, as Galante later pointed out, those are very often the cheapest records in the bin.

All Currents?

During the course of the discussion, Jim Ed Norman asked if it was possible to have a successful Country station playing nothing but current records.

The "I wouldn't want to be the first one to try it" response from WUBE/Cincinnati PD Mike Chapman was greeted with a great deal of laughter. Chapman added that he felt hard-pressed to find 40 good records as it is. "Then Nashville isn't making enough great records?" asked Norman. "That's right" was the response.

Quite frankly, I don't feel there was enough discussion on the topic. After all, CHR stations depend on only 25-35 records at a time (excluding reissues). Although I'm not totally convinced there's enough top quality stuff out there to run a 100% current Country station, I do think the Country product released in the last year or so is as strong as it's ever been. This might mean the percentage of currents played will begin to increase the next few years in markets where research shows the listeners want it.

Out On A Limb

But what about the question of adults "demanding" oldies? Bear with me a moment as we explore another territory.

The new winter results were just coming out at presstime, but according to last fall's Arbitron, WPLJ/New York and KIIS-FM/Los Angeles were both number one 12+ and both play virtually 100% current/recurrent music. While the bulk of numbers in both cases can probably be found under 35, both stations did extremely well 25-54 — Country's target. Looking at demo rankings, KIIS-FM was first 25-54 and fifth 35-64. WPLJ ranked second 25-54 and tenth 35-64. (As a footnote, it should also be pointed out that WHITZ/New York has been the Big Apple's top-rated station much of the last couple years. It too relies almost exclusively on current music. In the fall '85 sweep it was tied for fourth 25-54). Granted, these are three exceptional radio stations. But they are also in the world's toughest radio markets. Granted again that the bulk of the 25-54 numbers may well fall into the 25-34 category, but the stations still did well 35-64.

Finally, as long as we're this far out, let's take a cursory glance at one other comparison. Studying the top 100 markets, I looked at the highest ranking CHR station (12+) and the highest ranking Country station (12+) and compared their 25-54 rankings. In 45 of those markets, the CHR station beat the Country outlet 25-54.

Now, before you go too crazy, let me say I realize that adult listeners use CHR differently than they use Country. I also realize that CHR by its very "mass-appeal" definition

"To an adult radio audience, old music means memories. It's a constant in their lives. New music, especially at a time when country music is in a transitory stage, really sounds new."

—Larry Daniels

is able to play the cream of every musical format crop. All I think the comparison does is cast a shadow on the long-promulgated "fact" that adults won't accept currents in large doses.

As I've said before, the purpose of columns like these isn't so much to provide black-and-white answers. They're designed to make us all think about what we've been doing and routinely accepting as "the truth." Please let me know your thoughts on the "oldies vs. currents" question as we go along.

Next time out: Is the percentage of oldies being played now much different than a few years ago?

COUNTRY

CLOSE-UPS



CARS AND CASH FROM 'XTU — WXTU/Philadelphia is giving away \$92,000 worth of cash and prizes over the next few weeks. Included are a number of \$1000 cash winners, one \$15,000 cash prize, and three cars — a Merkur, a Parisienne, and a Fiero. Listeners can register for the drawing either over the telephone or by mail. Pictured here with the winner of the Fiero (l-r): WXTU morning man Buzz Bowman, News Director Lynne Adkins, and the winner with her husband.

• **WMZQ/Washington** is broadcasting live at the grand opening of "Dollywood Amusement Park" in Pigeon Forge, TN. In conjunction with the broadcast, 'MZQ is also giving away a trip for a family of four to accompany morning announcers **Jim London** and **Mary Ball** on an all-expenses-paid weekend trip to all the festivities.

• **KFDI/Wichita's** latest promotion is the "Radio Racetrack," the #1 promotion in Canada for the past 19 years. The contest is played five times daily on the station, Monday-Friday. Listeners must pick up free Radio Racetrack Tickets at participating sponsors each week and listen for the races. If their ticket shows the numbers of the three winning horses, they win a minimum of \$25. The purse builds by \$25 each time a race is not won by someone.

• **WCMS/Virginia Beach** is having the "Grand Gurnshoe Giveaway," featuring TV/movie star **Howard Hesseman**, who joined the 'CMS airstaff for a few days. Thugs dressed in black kidnaped Hesseman while he was making a personal appearance, and listeners tuned in to hear clues regarding his whereabouts. Hesseman then manned the mike at WCMS again for a few days to finish off the contest. The station gave away prizes totalling \$100,000 in value; the grand prize was a cruise for two on the QE II.



ETC GOES HOME — Earl Thomas Conley was recently honored by his hometown of Portsmouth, Ohio. Kibitzing with Earl at the banquet following the awards ceremony is **WPAY OM Phil Malone** (r).



SHREVEPORT STOMPIN' — Wrestleania hit **KRMD/Shreveport** when **Jimmy Hart** dropped by to introduce his new LP "Outrageous Conduct." Fortunately, his promotion techniques did not include headlocks. Accepting the album are (l-r) the morning team of **K.C.** and **Kathryn** (**Kathryn Usher** and **K.C. Daniels**), **Hart**, and **KRMD OM Bob Moody**.



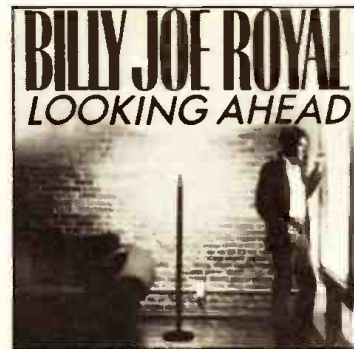
GOD BLESS THE USP — **Lee Greenwood** really wasn't considering changing the title of his CMA award-winning song — just chatting with the folks from **United Stations**. Left to right are **USP's VP/Affiliate Relations Ruth Presslaff**, **Lee**, **USP's VP/Programming Ed Salamon**, and **WEEP/Pittsburgh PD Dave Anthony**.

BILLY JOE ROYAL

"LOOKING AHEAD"

(90508)

LOOKING GOOD!



The new album
Featuring the Top 10 hit
"BURNED LIKE A ROCKET"
(7-99599)

Also featuring the just released single
"BOARDWALK ANGEL"
(7-99555)

Produced by Nelson Larkin

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ON ATLANTIC/AMERICA RECORDS & CASSETTES

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R&R FRIDAY, MAY 2, 1986/47



SHARON ALLEN

NASHVILLE THIS WEEK

Country Steady In CMA Survey

Results are in from the Country Music Association's annual radio survey. The 1986 total for fulltime stations is 2275, a slight decrease from last year. However, Country radio is expanding its reach, with 283 FM stations now boosting coverage with more than 50,000 watts, up from last year's 273.

A methodology change for this year's survey deleted stations programming four hours or less of country music per day. In other time-segment categories, CMA's research yielded 220 new stations programming Country.

Here are the results:

Classification	1985	1986
Fulltime Country	2289	2275
12-15 hours daily	189	184
8-11 hours daily	208	214
AM Stations		1814
(AM Stereo)		149
FM Stations		1096
(FM Stereo)		983

The stats for fulltime Country outlets over the last seven surveys are:

1980 - 1534
1981 - 1785
1982 - 2114
1983 - 2266
1984 - 2265
1985 - 2289
1986 - 2275

CMA Board Meeting Results

During its meeting in Chicago, the CMA Board of Directors approved plans for a series of regional workshops entitled "Positioning Country Music For Bigger Profits In Your Market." These one-day sessions will focus on the marketing of country music through radio, TV/cable, records, and concerts.

Recording, broadcasting, trade publication, and merchandising executives, as well as a number of major artists, will serve as re-

source people for these roundtable discussions, designed by the CMA to provide an industry development service to foster personal and professional growth.

The initial workshop is scheduled for June in Charlotte, NC, followed by San Francisco in July, Chicago in August, Dallas in September, and Nashville in November.

Registration forms providing information regarding dates, exact locations, and registration fees will be mailed by the CMA early next month.

Broadcast Personality Award Changes

The board also approved changes in voting procedures for both the Broadcast Personality of the Year and Instrumentalist of the Year awards. Changes in the Broadcast Personality award include the redefining of major, medium, and small market - to conform to metropolitan population size rather than TSA (total survey area) - with major market being 1 million plus, medium market 250,000 to 999,999, and small market less than 250,000.

In order to be eligible for the Instrumentalist of the Year award, a musician must have played on at least one top ten single or album during the eligibility period. Each member making a nomination must indicate the name of the record on which the nominated musician appears. As in years past, the top five nominees in each category as tabulated from the second ballot will be submitted to an anonymous

panel of judges who will select the winner in each market.

The Board also approved the recommendation that the Video of the Year Award nominations again be made by a panel of experts screening all eligible videos. The ten best videos will then appear on the second round of balloting for vote by the entire CMA membership.

In the wake of expanded services and benefits for broadcasters, the Board approved the following dues structure for broadcast organizational members, which parallels metropolitan market size: \$125 for small markets, \$325 for medium markets, and \$625 for large markets.

Other topics discussed at the meeting currently in the planning and/or development stages include:

An in-depth consumer research study, being conducted by Market Data Corporation of Chicago, portions of which will be made public in June.

The Planning and Development Committee continuing to study a non-professional membership organization to be affiliated with CMA; i.e., a universal fan organization.

The Market Development Subcommittee working on another radio special and a possible television special focusing on the five Horizon Award finalists.

The Television/Video Committee is developing a multi-media kit to be used to enhance the positive image of country music. It would include printed material as well as a 5-7-minute audiovisual presentation and would be adaptable to different target audiences.

It was also reported that a study committee would be appointed to formulate additional awards to



CMA HITS WINDY CITY — The Country Music Association hosted an April board members luncheon/concert at the Drake in Chicago, with Gary Morris providing entertainment. Seen here (l-r) are CMA Exec. Dir. Jo Walker-Meador, WUSN/Chicago VP/GM Drew Horowitz, and PD Lee Logan.



LORETTA TAKES THE CAKE — Crystal Gayle (left) helps serve up sister Loretta Lynn's birthday cake during the Nashville cut-in of the ACM awards.

recognize broadcasters other than on-air personalities.

Fan Fair will be held June 9-15. The All-American Country Games will again be held at Vanderbilt Stadium on June 11. All other activities will be held at the Tennessee State Fairgrounds.

Talent Buyers Entertainment Marketplace Seminar will be held October 11 and 12, 1986 at the Sheraton Music City in Nashville. A new feature of the Seminar will be a Resource Center where talent buyers can view videos of artists and gather materials. The 1986 Horizon Award finalists will be invited to participate in this year's showcases.

A new brochure, "America's Best-Liked Music Is Big Business For Advertisers," was furnished to the 150 advertising executives and press representatives attending the Wednesday luncheon, and will also be made available to CMA organizational members. It should be especially beneficial to broadcasters.

The next Board meeting will be held July 16-17 in San Francisco.

New Turf For Rosanne

As Ricky Skaggs paves the way for European awareness of country music, labelmate Rosanne Cash followed suit in March. She returned from a major media tour of Britain, where she scored many new rock fans. In support of her critically acclaimed album,

"Rhythm & Romance," she traveled to the UK for a weeklong schedule of interviews, photo sessions, and radio and television appearances. She is said to be laying the groundwork for a return media visit this year as she prepares for future concert performances.

Dirt Band Anniversary Update

As the Nitty Gritty Dirt Band celebrate two decades together, their 20th anniversary culminates with a special concert celebration at scenic Red Rocks Amphitheatre in Denver June 10.

In conjunction with the Denver Post Charities, the "Twenty Years of Dirt" performance features a support lineup with longtime pals John Denver, Michael Martin Murphey, Vince Gill, Rodney Crowell, Nicolette Larson, Marty Stuart, Jerry Jeff Walker, John Prine, Sharon White, Doc Watson, Rosanne Cash, and others.

Telluride Tunes

The Dirt Band has also scheduled a star performance at the 13th annual Telluride Bluegrass Festival in Telluride, CO. Leading bluegrass talents New Grass Revival, Chris Hillman, Herb Pedersen, Peter Rowan, Jonathan Edwards, Seldom Scene, Hot Rize, Jerry Douglas, Mark O'Connor, Bela Fleck, the David Grisman Quintet, and Doc Watson - to whom this year's festival is a tribute - will also be on hand.



CHEERS FOR JUDY — Judy Rodman returned to Nashville from the ACM awards, where she won Top New Female Vocalist. After greeting her at the airport with roses, banners, hugs, kisses, and a limo, the MTM staff gathered at label HQ with Judy to proudly display her trophy.

It was **JAKE**'s birthday. It was also the middle of the book. So ...for the **SAKE** of the station's numbers and the new GM, Mr. **DRAKE**, **JAKE** knew what he had to do. He began to **QUAKE** in his boots because he knew he had a lot at **STAKE**. "I can't **FAKE** my way through this one," **JAKE** said. He scratched his head til it began to **FLAKE** and he got a head**ACHE**. In the meantime, **JAKE**'s girlfriend, **BLAKE**, decided to surprise **JAKE** and **BAKE** him a **CAKE**. On her way to the station, she took a shortcut around the **LAKE** and suddenly a **SNAKE** appeared on the road. She slammed on the **BRAKE** and almost lost the **CAKE**. Luckily, when **BLAKE** finally got to the station, **JAKE** was on a **BREAK**. **JAKE** looked at the **CAKE** and did a double-**TAKE**. On it read, "**JAKE... SAVIN' MY LOVE FOR YOU.**" **JAKE** jumped up and yelled, "Of course. **PAKE!**" The rest is history and so is **BLAKE**. But **PAKE** is no mis**TAKE**.

Watch for **PAKE**
on New Country in May!



RCA

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WALT LOVE

BLACK/URBAN

YBPC Hosts 4th Annual Awards Banquet

The Fourth Annual Young Black Programmers Coalition Awards Of Excellence Scholarship Banquet is being held May 3 in Dallas at the Double Tree Hotel. A weekend of celebration runs May 2-4, concluding with the organization's monthly meeting. The awards, which honor individuals in the music and communications industries, are based upon outstanding accomplishments, distinction, and merit. The banquet provides support and scholarships to deserving students studying communications, broadcast journalism and music. This event is the YBPC's main fundraiser for the programmers' charity. However, contributions to the scholarship fund supporting black colleges are welcomed at any time.

The Honorees

This year the YBPC takes great pride in paying homage to Motown Exec. VP Alvin "Skip" Miller, and KKDA-AM & FM/Dallas and WGCL-FM/Chicago personality Tom Joyner. Each year the attendance at this event has increased, and the enjoyable banquet includes some great entertainment. Last year's new artists, RCA's 9.9, delivered the hit "All Of Me For All Of You."

Motown's Skip Miller

Skip Miller will receive the Award Of Excellence in the recording category because of his years of outstanding accomplishments in the music industry. Skip developed leadership skills as an athlete in



Skip Miller

high school and college, where he played basketball and football. "I base my success on the competitive spirit that I grew up with as an athlete," he says. Skip's desire to win has been a part of his character his whole life — from the time when he promoted concerts in New York City as a 15-year-old, to today, as a top VP of a major record company.

"This event is the YBPC's main fundraiser for the programmers' charity."

Although Skip received a BS in Biology from Long Island's Hofstra University, he's quite pleased with the education he's acquired at Motown. Skip's career at Motown is an interesting one. In 1972, he was employed as one of the label's regional sales managers, and from there moved up to head the advertising department. Skip was then promoted to VP/Promotion and, later, VP/Marketing & Artist Relations. He's actively worked with many of Motown's top artists, such

as Diana Ross, the Commodores, Stevie Wonder, the Jacksons, and Rick James. Skip's one of the founders of the YBPC, along with programmer J.D. Black.

Joyner In Retrospect

On the black side of the radio dial, Tom Joyner appears to be getting all of the industry's attention. Tom attended the now-famous Lionel Richie intitution of higher learning, Tuskegee University. One of his claims to fame is the fact that he attended Tuskegee at the same time the Commodores were



Tom Joyner

in residence. Joyner's witty antics are known throughout the industry, and I'm sure at the banquet we'll all get a sample of precisely what makes Tom tick!

Moving Is Part Of A Career

After starting his career in Tuskegee, Tom moved on quickly to Houston and then to Dallas for his first stint on the air. Not knowing he would return someday under much better financial conditions, Tom next went to WVON/Chicago to work his magic for veteran PD Jerry Boulding. Tom then hit WBMX and WJPC, where he became the station's PD for a time. He also hosted a TV show for Johnson Publications' John Johnson (of *Ebony*, *Jet* fame).

After gaining TV experience, Tom packed his saddlebags and headed back to Dallas and KKDA-FM, where he once again handled mornings. After two years of success, Tom craftily signed contracts with two different organizations to perform airshifts in their respective markets. Now that the smoke has cleared, Tom is riding high with heavy ratings in both Dallas and Chicago. He started this double duty last October, and one can't help wondering how long he'll last flying daily between two cities. Time will surely tell.

Spring '86 Ratings Wars

By Sean Ross

It was subtle, but the B/U radio landscape *did* change over the last six months. For one thing, the introduction of continuous measurement means that broadcasters in the top 75 markets have had their very last break from ratings competition. This may be the climate responsible for more than a few new cases of abnormally hostile competition, (direct on-air attacks, contest or slogan stealing, etc.), that had traditionally limited itself to one city at a time, say, Detroit or Memphis.

Recent months have also seen Urban Adult (UA) radio expanding. It's not a major force yet, but it's definitely its own format now, based primarily in black music with few hard, uptempo records. Some UA stations are jazzy; some emphasize old-line R&B and/or gold (the SMN "Heart & Soul" stations). But they generally share more music and presentational elements with each other than with mainstream B/U radio (not to mention the Urbanoid ACs, such as WPIX/New York and WMJC/Detroit.)

So now there's more than one secular format built mostly on

black music. And more outlets than ever are using UA as an alternative to fighting a more established outlet. This spring, we'll see if they cut into the mainstream B/U audience, or if they bring other older listeners back into the marketplace as Big Band did. These are some of the trends and markets we'll be watching.

Atlanta				
	F 84	Sp 85	F 85	F 86
WVEE	8.5	11.0	8.9	9.8
WAOK	2.9	2.3	3.0	3.0
WIGO	2.0	1.3	1.1	0.4
WBUS	—	—	—	0.8 1.0
WEKS	—	—	—	2.0

It's hard to imagine Atlanta without WVEE PD Scotty Andrews. Over the past six months, Scotty had shuffled jocks and cleaned up a lot of his station's vulnerable areas. That made it a lot harder for anybody to just walk into Atlanta and hit V103. Many thought WBUS would; now they're "Heart & Soul" and PD Mike Roberts is at V103 doing mornings.

"It was subtle, but the B/U radio landscape *did* change over the last six months."

New FM competitor WEKS is even further out of town than WBUS and may have some of the same signal problems, especially downtown. That's not discouraging PD Mitch Faulkner, as WEKS urges Atlanta to "Tune Up To The New Kiss 104" with a "Kiss Card" promotion. Lots

of outdoor ads, and a new-music" image. V103, meanwhile, plugs along with its longstanding "more music, less talk" slogan and "\$103,000 in cash and prizes" contest series.

On AM, 30-year-old WAOK is usually targeted 35-54 (including a new Blues & Oldies hour), but WAOK's nightly teen-club remote is still there. And the station did go to a New Edition show for an "instant spotter" contest. WAOK's slogan is "Making Atlanta Better." Crosstown WIGO, which has also mellowed, was imaging as "The Voice Of The Community," but now wants something sexier and now offers \$1340 in its "Hot Slogan Contest" to whoever comes up with the station's slogan for the next year.

Baton Rouge

	Sp 84	F 84	Sp 85	F 85
WXOK	18.2	8.1	8.1	9.8
WTKL	4.2	8.6	8.3	8.7
KQXL	6.3	7.7	9.1	6.2

Continued on Page 52

ACTION

Switch reels: KDAY/Los Angeles' veteran sports reporter Brad Pye Jr. was recently honored by the Pasadena Little League program, headed by former UCLA running back James McAllister, and will be feted again April 5 by the Inglewood Democratic Club. NBA stars Norm Nixon and Jamaal Wilkes have been named Honorary Co-Chairmen of the KDAY-sponsored Celebrity Basketball game for the Challengers Boys & Girls Clubs. Some of the stars slotted for the game include Jermaine Jackson, Michael Henderson, Denzel Washington, and Stoney Jackson.

Bob Scott, another former V103/Baltimore talent, is the new PD at K94/Norfolk. James McFadden is now in afternoons at KBUZ/Wichita, with Gerald Williams now on overnights. Karen Sterling, formerly of WBMX/Chicago, now does nights at WLUM/Milwaukee, as Max Frye shifts to afternoon drive. Michael Tee from WVBG/Beaufort, SC joins WVOI/Tolledo for weekends.

At KPWR (Power 106)/Los Angeles, Tommy Jackson (formerly Thom O'Hair at KFI/LA and KFRC/San Francisco) is presently handling mornings. PD Jeff Wyatt works a two-hour shift in early middays. Brenda Ross joins

Continued on Page 54

WITH ALL OUR LOVE AND RESPECT,
WE CONGRATULATE
SKIP MILLER
AS THIS YEAR'S RECIPIENT OF THE
YBPC AWARD OF EXCELLENCE.

MILLER LONDON
VICE PRESIDENT OF MARKETING

MAURICE WATKINS
NATIONAL DIRECTOR OF R&B PROMOTION

BEN SHEATS
NATIONAL SALES DIRECTOR

JANICE BURLEY
SOUTHEAST REGIONAL

STEPHANIE McCOY
SOUTHERN REGIONAL

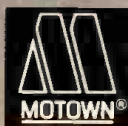
LYNDA PENN
EAST COAST REGIONAL

JAMES COCHRAN
MIDWEST REGIONAL

RAY HENDERSON
MID-ATLANTIC REGIONAL

EDDIE JORGE
NORTHEAST REGIONAL

JOSEPH YOUNG
SOUTHERN REGIONAL



Spring '86 Ratings Wars

Continued from Page 50

Who's turn is it to control Baton Rouge now? Guy Broady is hoping it's KQXL's time. Even as the only B/U FM, Q106 has led only once in its history. Now the "New Q" has tightened its music and will pass out 6000 gallons of gas before the spring ends. Broady's moves toward the center may help in a market where neither CHR plays a significant amount of black music. His departure leaves E. Rodney Jones in charge of "The Best Music AM" WTKL. The daytime's promotions this spring are mostly community-oriented but also include trips to New Orleans to see Luther Vandross. Al Wallace, PD of "Power Station" WXOK, has little incentive to change anything now. Besides having what some call the best AM stereo anywhere, WXOK sports a "Count For Cash" promotion with \$120 for listeners who can recall the last seven songs.

Chicago

	Sp 85	Su 85	F 85	W 85
WLNR	—	—	—	0.7
WBMX-FM	5.3	7.0	6.4	5.6
WGCI-FM	5.4	4.8	5.3	6.4
WVON	1.2	1.3	1.6	1.5
WGCI	.7	5.0	1.0	0.5
WJPC	1.4	1.5	.8	0.9

Lee Michael's first major act at WGCI-FM was to assemble one of the biggest-name lineups in some time. Yvonne Daniels and Doug Banks joined Bob Wall, Tom Joyner, and Chilly Chiles. WBMX has responded by bringing in Dan Shannon from KRE/San Francisco. Both stations still watch each other very closely: WBMX still plays "strong songs"; WGCI has "heavy hits." WBMX gives away \$102.70 to listeners who identify its "strong tracks" and \$50 to those who can name its "Classic Cuts" oldie. WGCI plays "Count 'Em For Cash" with \$10-\$100 per song and another \$10-\$50 if listeners can name the song titles. Interestingly, WVON is now the top AM even with a time-shared signal that doesn't cover the whole market. Now Purvis Spann's operation is moving to 24-hour WWCA/Gary, which can

be heard north of the Loop. Will blues be a market factor by this time next year?

Cleveland

	Sp 85	Su 85	F 85	W 85
WZAK	6.0	5.1	5.1	4.2
WDMT	4.2	3.5	4.3	4.8
WJMO	1.7	1.8	1.1	2.0

This is another violent market, as WZAK and WDMT rip into each other. Both stations use the word "power"; (as have CHR's WMMS and WRQC.) Both are still in a "most music" war. And in the words of one PD, "We could call ourselves 'the shiftflingers' and somebody would steal it." PD Dean Rufus has been putting WDMT back on the map by soft-pedaling club records in favor of more street music. In doing so, he's given WDMT back its teen edge. The bulk of the station's promotion this spring are street-oriented: a new van, billboards, stickers, and outdoor parties. WZAK's Lynn Tolliver counters with \$93 a day in a money-song contest and more imports, as he works to recapture the "music leader" image. WJMO is now being consulted from San Francisco by former PD Bernie Moody and should have a new PD by the time you read this.

Columbia

	Sp 84	F 84	Sp 85	F 85
WWDM	10.7	9.1	9.1	12.4
WOIC	6.6	6.6	3.8	6.2
WMMC	6.4	4.3	5.1	4.9

Burkhart-Abrams' first step upon acquiring WOIC & WDPN was to make the FM WMMC (C-103). Chas Saunders is still PD, but the music mix, once bordering on Black progressive, is much different, with INXS and the Bangles alongside Vanity and Alexander O'Neal. Peter Hamlett, former PD at CHR WNOK-FM, is now MD/afternoons. Does this new "salt & pepper" approach mean that WOIC will compensate by getting blacker? "We can't get any blacker than we are now," laughs PD Vanessa Pendergrass. "Magic 1320" and C-103 will share a cash-card contest this spring. WWDM

PD Tony Dean and his staff are spending a lot of driving time between the two cities, as 'DM hits the streets in Columbia to try to beat market-leading Country WCOS. Its big promotional vehicle is a "pass it on" contest in which a listener and a friend win prizes up to \$1001.

Columbus

	Sp 84	F 84	Sp 85	F 85
WCKX	1.4	1.1	1.9	3.4
WVKO	7.1	2.6	2.7	3.3
WZZT	—	2.1	3.1	1.5

Columbus is another slogan-war town, as WVKO boosts WZZT's "Strong Songs" in retaliation, it says, for Z103 using its "Hot Rhythm" ID. WVKO has a tight list that PD K.C. Jones says will get tighter. Z103 and WCKX run long lists, with WZZT playing the most crossover music. WCKX, billed as the "#1 Urban/Soul station," has always been somewhat old-line. Now it seems to be modernizing slightly. The PM driver is no longer known as "the double brother," but PD Riek Stevens says his emphasis on personality will remain. Promotionally, WVKO has a "VIP Card": Z-103 works with smaller prizes (breakfast for four, a prom-night package, etc.); and WCKX has a New Edition contest where students pledge to remain "drug-free." The winner gets to meet the group, the promoter, and support people in a music-industry career day.

Jacksonville

	Sp 84	F 84	Sp 85	F 85
WZAZ	4.0	3.5	4.7	5.6
WPDQ	6.4	2.8	1.9	2.6

The now-defunct WJAX-FM left nearly a 30-share in teens, many of whom used the X in lieu of a local CHR outlet. Now that WJAX-FM is CHR WAPE, it remains to be seen who'll stay with CHR and who'll return to AM. WPDQ has distributed 30,000 direct mail pieces to promote its "free money giveaway." PD Mare Little works with a short list and is striving largely for 18-24 men and 18-34 women. WZAZ still plays a lot of gold with a heavy



POWER TO THE (YARBROUGH &) PEOPLES — New KPWR (Power 106)/Los Angeles midday person Brenda Ross was welcomed to the station by Calvin Yarbrough and Alisha Peoples. From left: Yarbrough, Peoples, and Ross.

"retro" presentation. (Its MD is known on the air as Nathaniel "Soul Finger Cookin'" Jackson.) "ZAZ 140's best fall demo was women 25-49. It's also expected that Religious WSVL, licensed to Green Cove Springs, will be B/U by the end of spring, although most agree that it would have to modify its 3 kw signal to fully cover Jacksonville.

Los Angeles

	Sp 85	Su 85	F 85	W 85
KJLH	2.1	2.5	2.3	2.0
KDAY	1.9	1.5	2.2	1.3
KACE	1.6	1.7	1.0	0.9
KGFJ	0.7	0.7	0.7	0.9
KPWR	—	—	—	4.4

This is a much different town than it was before KPWR (Power 106) debuted. Besides vindicating those who advocated a full-signal B/U outlet in Southern California for years, Power has drastically changed the market's musical trends. Alisha's "Baby Talk" wasn't played anywhere outside the clubs before KPWR; neither was "Don Quichotte" by Magazine 60. And without Power, KIIS-FM probably wouldn't have even tested "Don't You Want My Love" by Nicole.

With Jeff Wyatt finally getting his staff in order, Power 106 is gradually being fleshed out after several months of only using music and liners. The music mix is still very Eastern; more than ever, Power resembles KUTE in its B/U days circa 1982-83. At that time, KUTE was "the music mix for Southern California"; KPWR's outdoor ads herald L.A.'s "Fresh New Music Mix." The station also offers \$100 prizes several times a day, which qualify winners for the "\$50,000 Power Charge" — 24 hours with an American Express Gold Card. Winners are asked where they've switched from; the most common answers seem to be KIIS-FM and KJLH.

So how is Stevie Wonder's FM fighting back? With a lot more of his money (they recently awarded a Suzuki Samurai and went right to work on another), more of his presence (he now sings the jingles), and direct attacks on KIIS-FM and Power 106 in new promos, which

proclaim, "They are them, but we are you." KJLH has changed a lot in recent months. It has, after all, been through four PDs in six months. But the on-air elements that separate it most from Power include the amount of personality, the emphasis on club-style mixing (Saturday night and 6-7pm nightly) and the presence of some rap, which KPWR mostly avoids.

KACE, meanwhile, has softened even more with only a few up-tempo hits (e.g., Starpoint's "Restless") keeping them from UA. Still, PD Pam Robinson insists, "We're not attempting to become another KUTE; we're not as esoteric." KACE's new slogan is "Your Lifestyle, Your Music."

The most consistency here has been found on AM. While some Madonna-esque music has found its way onto KDAY, the "new music" position and teen emphasis have remained unchanged, even after the return of the winter book. KDAY is plugging an upcoming "Rap & Roll Talent Search" with guest judges Roxanne Shante and the Egyptian Lover. It's also giving away a Trans-Am. KGFJ actually works with fewer currents

Continued on Page 54



NO SLEEP FOR THE RESTLESS — The celebrity visits at new B/U KPWR (Power 106)/Los Angeles just keep coming. Renee Diggs (l) and Ernesto Phillips (r) of Starpoint dropped by to discuss their "Restless" LP. They flank Power's Mucho Morales and Al Tavera.



JACKSON WINS "TONY" — When Freddie Jackson didn't receive a Grammy award this year, WWDM/Sumter PD Tony Dean decided to award him a "Tony Award" and a petition of support signed by thousands of listeners throughout South Carolina. Pictured: Capitol's Dick Dawkins, Jackson, and Dean.

SING

IT

Mazarati
"100 MPH"

Sheila E.
"Holly Rock"

Anthony
and the Camp
"What I Like"

LOUD!

**Warner Bros. Records Salutes The Young
Black Programmers Coalition**



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Spring '86 Ratings Wars

Continued from Page 52

than KDAY, but adds and drops them faster; PD Kevin Flemming has just launched the "your check is in the mail" contest with cash prizes up to \$1230.

Norfolk/Virginia Beach/Newport News

	Sp 84	F 84	Sp 85	F 85
WOWI	4.8	7.5	7.1	7.6
WMYK	6.9	5.0	6.1	5.7
WRAP	3.9	3.1	3.4	4.5

"If we're playing a crossover record, it's a dance hit." That's how new PD Bob Scott describes the mix at traditionally crossover-heavy WMYK. K-94's spring contest is the "Hampton Roads Music Survey," where listeners call to vote for and win their favorite music throughout the day. K-94 also has a "mini getaway vacation" to give away before the end of the book. WOWI, meanwhile, adheres to its club music/import-heavy mix, although PD Roshon has finally added a few raps now that 103's "Spring Teen '86" dance is coming up. That moves it slightly into the territory of Chester Benton's WRAP, which was fourth in teens last fall.

Phoenix

	W 85	Sp 85	F 85	W 86
KUKQ	3.2	2.0	2.9	2.7

Since eliminating KXAM four years ago, KUKQ has pretty much had B/U to itself. (Not counting CHR KZZP, which has been more aggressive on hard B/U product than anybody in recent years.) Now KQ has two competitors... sort of. KSUN, which had run children's shows by day and its "Sundown Sound" at night, is going 24-hour Urban Adult under PD Keith Bell. Meanwhile, KIKO/Globe — 100 miles from Phoenix and Tucson — has gone B/U but in mono and at nights only. KO-100's new owners reportedly plan to go stereo, add a translator near Phoenix, and move the studios to suburban Tempe. Whether they'll take the format fulltime remains to be seen. Meanwhile, KUKQ plugs along with its very general-market sound built on a conservative list and some R&B gold of the "Duke Of Earl" variety.

Seattle

	Sp 85	Su 85	F 85	W 86
KKFX	1.2	1.6	1.0	1.6

Another odd battle: KKFX is another tight-listed, very mainstream outlet sitting patiently in what PD Steve Mitchell calls "a very right, white town." Now there are two others on K-Fox's turf in an area that's less than ten percent black. KRIZ, the "Soul of the Pacific Northwest" from suburban Renton, has been B/U for about two years, but recently improved its signal and is now making a run at Seattle under PD Frank Barrow. Both stations play 40 records, but Barrow describes his outlet as "playing a lot more deep soul." Meanwhile, Larry Snider now runs a UA format on All-Pro's KQIN, which has the best signal of the three and stretches musically from Joni Mitchell to the SOS Band.

Tallahassee

	Sp 84	Sp 85
WANM	18.8	19.9
WKQE	—	6.7
WWSD	3.8	2.6

"We'll do exactly what we've been doing." That's WANM PD Joe Bullard's plan for the spring. That would probably still be Bullard's plan even if a 300 kw B/U FM came into the market. The long-listed AM daytimer has been #1 overall for a decade. Another daytimer, WKQE, debuted quietly last year with what it calls "Adult A/C," although Nu Shooz, Prince, and Janet Jackson are played to reach the 30-49 year-old target. "It's tough to knock a grandfather like WANM out," says "Super Q" PD Mike Thomas, who opts to "go for the middle" instead. WWSD (Q102)/Quincy, which barely registers by day, has shown in the 15-20 share range at night for the past three years.

Washington

	Sp 85	Su 85	F 85	W 86
WHUR	5.6	7.8	8.6	6.7
WKYS	7.1	7.5	7.0	6.6
WDJY	2.8	3.1	3.8	3.8
WOL	.5	1.0	1.2	0.8

Even with WHUR at #1, Bruce Bailey's strategy for rebuilding WDJY hinges largely on attacking WKYS. DJ100 has one voicer urging listeners to "Kiss off the talk (and) bring on the rock." Another, apparently aimed at WKYS's mixed airstaff, states, "We've got the brothers and the sisters." He also uses "strong songs" extensively, down to sponsoring a "strong Easter egg hunt." DJ100 is a lot blacker now and about a third with lots of indie label product. It's also been known to exhume old records, such as C-Sharp's "Set it off" or Hugh Masekela's "Lady." This means that in an era where progressive B/U is nearly extinct, all of DC's B/Us run long lists and mellow out at night.

That may change slightly. With warm weather on the way, traditionally soft WHUR is "getting a little boucier," according to MD Mike Archie. The midday "soft-tones" block will stay, but the noon-hour concert artists may change from Nancy Wilson to Cameo. WHUR recently gave away a Cadillac; it also has "Luxury Of Life" trips coming up in conjunction with Five Star.

WKYS, meanwhile, gave away \$1000 a day in March. Now it does the "Quick Cash Song Of The Day 2" with \$93 a day. Winners qualify for a \$10,000 Amex Gold Card spree and accompanying Mercedes 300E. As usual, WKYS is behind a variety of public-service promotions. It's sponsoring the Potomac Riverfest for the second year, featuring a Shannon/Deele concert; the Carter-Barron Summer Concert series; and the Urban League's 10K run and street festival.

WOL and the Moonman are back together again. Because his night slot had already been turned over to the More Better Man, the popular teen jock is now doing middays. When it's not playing R&B gold at night, 'OL's mix is very rap-oriented; it was probably the only station that played "Yellow Panties" by Dr. Jeckyl & Mr. Hyde. Also on AM now is new "Heart & Soul" daytimer WCPT.

Other Battles

Much of the other action is in the South. WRDW/Augusta and WNOO/Chattanooga are trying to reestablish themselves through new FM's against WFXA and Jet 94, respectively. KFXX/Lafayette, LA, on the air for nearly a year, is finally getting its first measurement against KJCB. George Frazier is working to put KOKY/Little Rock back on the map against KWTD. KIIZ/Killeen, TX is giving away 105 prize packages in an attempt to recapture first place, despite facing two new fulltime competitors. Further north, Milwaukee has an odd four-way battle between crossover-oriented WILUM, rapper WNOV, "Heart & Soul" WMVP, and the like-minded WAWA.



KING FOR A DAY — When Jermaine Jackson (l) visited V103/Baltimore, PD Roy Sampson presented him with a City Council citation proclaiming "Jermaine Jackson Day" in Baltimore.

ACTION

Continued from Page 50

from KJLH/Los Angeles for late middays and Joe Cervantes (B95/Kansas City) handles late nights. Joe Nasty (KTFM/San Antonio) handles evenings and Mucho Morales remains in PM drive. Randy Broadus and David Lebow also join for sales.

WCKX/Columbus recently hosted a local Zapp concert, as well as a reggae festival in late March. PD Rick Stevens has put out a plea for reggae product. It should be sent to the station at 696 E. Broad St., Columbus, OH 43215. Another address you might want is the new one for KUKQ/Phoenix, now located at 1900 W. Carmen, Tempe, AZ 85283.

Lynn Tolliver is putting himself back in mornings at WZAK/Cleveland, as Bobby Rush moves to afternoons... KRE & KBLX/San Francisco morning man Dan Shannon takes those duties to WBMX/Chicago, as Sonny Taylor goes back to weekends and production... Nancy Williams is now acting GM as well as PD/MD at WANTI-Richmond.

Making an equally dramatic leap is Don Davis, who climbs from the Gospel shift at WEAL/Greensboro to PD. Davis's current plan is to mix "beach music" (the easy R&B Gold understood only by Carolinians) with Gospel. He's badly in need of R&B product from its roots in the late '40s to the mid '60s. Any enterprising record collector or rep who can help should call Don at (919) 272-5121.

C.J. Morgan has resurfaced as morning drive announcer at WTMP/Tampa, as AM driver Jay Johnson moves to that shift's PM counterpart... Jay Riley, formerly of WNOO/Chattanooga, joins crosstown JET94 for overnights. John Thomas comes aboard for weekends... Guy Keating leaves WFXA/Augusta; Tony Sewell replaces him as PD, with

Jasper Owens moving to middays... Harv Glass is new PM drive/Production Manager at Z93/Charleston from WLNB/Goose Creek.

"Uncle" Sam Adams, PD at WCPB/Tarboro, NC, has written an angry open letter about his record service. Adams proclaims, "The small markets are getting a raw deal with the record companies. Right now, we have to beat the public to the record shop if we need a record. We shouldn't have to." Adams says he does sell records in Eastern NC. He can be reached at (919) 823-1848.

WATV/Birmingham says it's awaiting FCC permission to go fulltime. That would be a nice tenth birthday present for the station, which recently commemorated the occasion with an open house celebration.

WPEG/Charlotte sent mailers to 440,000 local households plugging its spring "Cash Call" promotion. The station will distribute \$15,000 and other prizes over the next three months. WPEG has also recently erected billboards with the likenesses of Stevie Wonder and Patti LaBelle.

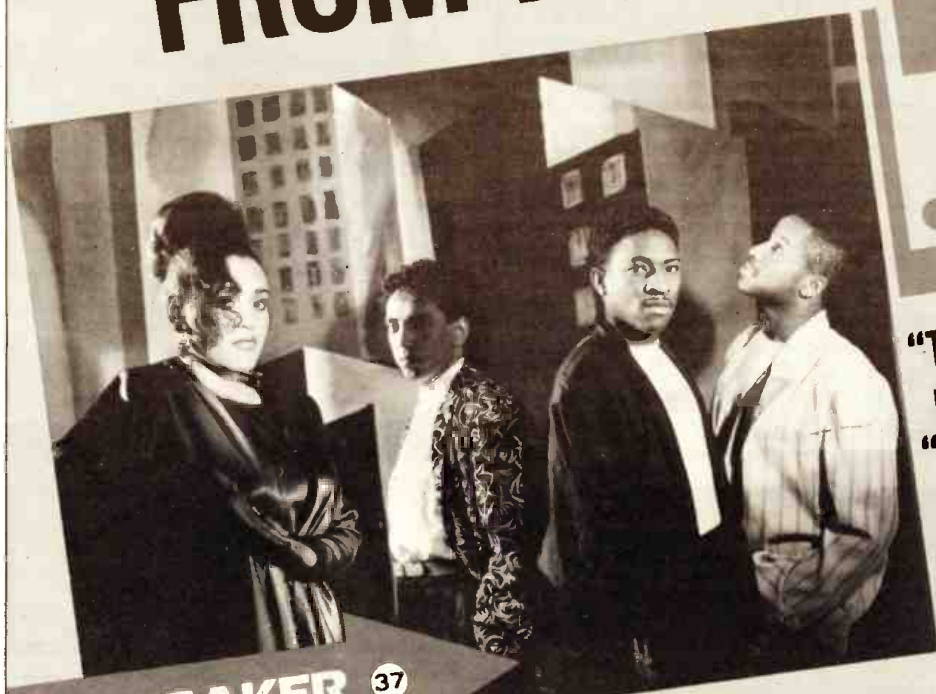
In another clever promotion, WLOU/Louisville recently celebrated the success of its Cardinals by giving away a \$500 record collection to entrants who could guess the "Final Four" NCAA basketball teams from entry blanks provided on the station's music surveys... Crosstown WJYL has just moved to 10213 Linn Station Rd. #3, Louisville, KY 40223. Its new number is (502) 245-3444.

Z103/Columbus, OH has started sponsoring a monthly bowling night when listeners can play two games for \$1.03 apiece... The sales force for WAAK & WVEE/Atlanta is now also selling local time on Black Entertainment Television (BET). Time can be sold in combo with the radio stations or stand-alone.



KEYS TO THE KINGDOM — XHRM/San Diego's float won first place in that city's Kingdom Day parade. Sean (l-r): XHRM's Nick Fontaine, M&M Man; PD Duff Lindsey, Shelly Fox, Wally Dee, L. D. McCollum, and Tayari.

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Current Issue #72 features KLOS/Shana, WROQ/JJ, McKay & Q Zoo, WDTX/Jim Harper, KHIT/Andy Barber, KEGU/Steve & Pruitt, Albuquerque CHRs KNMQ, KIVA & KXSS, KKHR/Jack Armstrong. 90-min. cassette, \$5.50.

Special Issue #5-78 features SAN DIEGO AM DRIVE! CHR KS103, A/Cs KFMB, B100, KXYX, KLZZ, KIFM & KWLT, AORs KGB, 9IX & XHITZ, plus Urban XHRM. 90-min. cassette, \$5.50.

Special Issue #5-79 features HOUSTON AM DRIVE! CHRs KKBQ & KRBE, FM, AORs KLOL, KRBE & KSR, A/Cs KFHK & KLTR, Urban KMJK & Country KIKK. 90-min. cassette, \$5.50.

VIDEO #6 features the RADIO EVENT OF 1986, the KFRC 20TH ANNIVERSARY REUNION! With all-time greats Dr. Don Rose, Mark McKay, Chuck Buell, Beau Weaver, Bill Lee & more! 2 incredible hours on VHS or BETA. \$39.95. VIDEO #5 features KFI/Steve Labau, B100B Morning Zoo, KS103/Dave Otto, KMGG/Robert W. Morgan & KIIS/Paul Freeman-Larry Morgan-Benny Martinez. 2 hours, VHS or BETA, \$39.95.

Classic Issue #C-66 features KYA/Tom Campbell-1969, Chicago's WYNR/Ed Meyer-1963, WLS/Boo Strout-1977, KGO/Brian White-Gene Knight-1976, KGBS/Jimmy Rabbit-1975, KBLA/Boo Dayton-1967, KH/Beau Weaver-1976. Cassette, \$10.50.

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OPENINGS

MIDWEST

Seek PD in medium-market CHR. Three-five years' experience. T&R: David Nelson, Regional Broadcasters, 122 Lyon NW, Grand Rapids, MI 49503. EOE (5-2)

FM

MORNINGS TOP 50 ADI

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

MAJOR MARKET NORTHEAST CHR

Anticipates rare fulltime openings. Creative, reliable, and can play the hits! 3-5 yrs. experience. Send tape & resume in confidence to Radio & Records, 1930 Century Park West, #321, Los Angeles, CA 90067. EOE M/F

PRODUCTION DIRECTOR

CHR in top 15 market searching for talented, hard-working production person committed to creating commercials and promos that sizzle. Send sample to: Radio & Records, 1930 Century Park West, Box #322, Los Angeles, CA 90067. EOE

K-104 fm

We've lost another air talent to the majors. K-104/Champaign-Urbana is looking for an up-and-coming personality who would like to grow within a winning environment. Rush tapes & resumes to: MIKE HAILE, VP/OPS, K-104, 505 South Locust, Champaign, IL 61820. EOE M/F.

WEST

MAJOR MARKET SOUTHERN CALIFORNIA ROCKER

Seeks experienced morning personality. Send tape and resume to: Radio & Records, 1930 Century Park West, #325, Los Angeles, CA 90067. EOE

Active market/Rock experience. Telemarketing. Commission. No calls. LA applicants only. Resume: Active Markets, 3000 Ocean Pk. Blvd. #3001 Santa Monica, CA 90405 EOE (5-2)

KRRI/Las Vegas Rock Oldies seeks sales pro. Resume: Box 97, Boulder City, NV 89005. EOE (5-2)

Seek experienced PD & News Director for high desert Southern CA AM/FM. T&R: KSZL/KDUC, Box 250, Barstow, CA 92311. EOE (5-2)

Need sales rep for AM/FM. Must be aggressive & goal oriented. Resume: KSZL/KDUC, Box 250, Barstow, CA 92311. EOE (5-2)

Hot CHR in WY has immediate opening. Warm talent/production benefits. Females encouraged. T&R: Peter Masse PD, 582 Bleckburn, Cody, WY 82414. EOE (5-2)

ND current medium market seeks aggressive newspaper. Three years' experience. Must be go-getter. Good pay. T&R: KDKD, 7880 E. Berry Pl., Englewood, CO 80111. EOE (5-2)

Middays CHR FM. No beginners. MD experience helpful & production. T&R: Wes McShay, KMON, Box 3309, Great Falls, MT 59403. EOE (5-2)

Reno area FM AC seeks PD & air talent. No beginners. T&R: KRLL, GM, Box 5310, Stateline, NV 89449. EOE (5-2)

OPENINGS

SOUTHERN CALIFORNIA AOR

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

Program-Operations Mgr.

California FM Adult Contemporary seeks disciplined, aggressive and organized pro with outstanding leadership skills to lead a young air staff. Include resume, aircheck, salary requirements and why you're the person for this job. You'll have all the tools to win - outstanding signal, competitive promotion budget, top management support. Group-owned, California market. Applicants must have rating, talent management success and track records to prove it. Send T&R to Radio & Records, 1930 Century Park West, #314, Los Angeles, CA 90067. EOE M/F

Promotions Director

Major Market West Coast station looking for aggressive Promotions Director. Must have good people skills, exceptional detail orientation and consistent follow-through. Previous large market radio promotions experience helpful. Outstanding opportunity with major company for creative individual with strong desire to win. Resume and references to: Radio & Records, 1930 Century Park West, #318, Los Angeles, CA 90067. EOE

You Think It's Funny?

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

#4 MARKET

Malrite's KNEW in San Francisco is still looking for an exceptional 6-10pm personality with Country or AC experience. If you

- are topical yet concise
- can perform within a full-service music-based format
- are witty or humorous and creative
- have something unique to offer beyond the basics

You may be what we are looking for. If you want to live in one of the most desirable areas in the country and make major market money working for a great company, send cassette & resume to HARRY VALENTINE, KNEW, Box 910, Oakland, CA 94604. NO CALLS. EOE/MF

KNEW 720

Future openings at progressive AC. T&R: Steve Miller KBET, 100 N. Arlington, Reno, NV 89501. EOE (4-25)

AC seeks midday & afternoon jocks. Friendly & community-minded only. T&R: Chris Baker, Box V, Vail, CO 81658. EOE (4-25)

Salt Lake metro Country seeks air talent. All shifts & production. T&R: KZAN, Box 122, Centerville, UT. EOE (4-25)

OPENINGS

SUNRISE MEDIA

is looking for talented air personalities for an AC top fifty market station within this growing chain. If you are a winner, come grow with us. For a terrific opportunity send cassette and resume to Dick Elliot, President, 329 East 200 South, Salt Lake City, Utah 84111.

POSITIONS SOUGHT

ATTN: Anchorage. AKI Seven-year pro ready for your full/parttime gig. Currently at 50kw AM in MT. OAWN: (406) 883-5255 or 887-2755 (5-2)

Versatile talent seeks AOR/AC/CHR in or near FL. Production is second nature. Call for T&R. OAN: (904) 932-4191 (5-2)

Entry level jock seeks a break. Takes directions well, enthusiastic, willing & able. GREG GEROME: (703) 433-8766 (5-2)

Announcer with three years' experience seek fulltime permanent position in W or MW AOR outlet. SAM: (907) 225-1423 (5-2)

Seven years' experience in Oklahoma City market, seeks AC/CHR, middays/afternoons in Tulsa, Little Rock or Ft. Smith. GARY: (405) 755-0627 (5-2)

I'll work hard to exceed your goals & mine. Trained broadcaster with announcer experience. Air personality/news/advertising. KENT SOUNDERMAN: (402) 687-2893 (5-2)

AOR communicator. Reliable, professional, & hardworking. Seeks small/medium gig. Experience & degree. JOHN: (312) 282-3773 (5-2)

Want a new format? Let me program your station with R&R & R&B oldies. Have music library. Will travel. JACKSON OOUGLAS: (803) 554-4863 (5-2)

Experienced pro MD seeks same or asst. PD in medium/large market. Organized, hardworking, creative, excellent people skills. GARY: (301) 759-3264 (5-2)

Need a start. Female DJ. Prefer the I/IL area. News, copywriting & production. CARI: (319) 355-4212 or 289-3873 (5-2)

Medium-market PD seeks PD/air talent. Dedicated to hard work & excellence. 10 years' experience. Will consider any market. ROGER PIPER: (515) 279-6630 (5-2)

Award-winning ND seeks new challenge. TERRY: (205) 478-6571 (5-2)

Seek a growing opportunity in radio. Four years' small market experience, ready for medium. MIRANDA ALFONSO: (518) 458-9016 (5-2)

Former small-market MD & currently air personality in medium market, seeks fulltime in Lansing/Detroit area. Three years' CHR/AC/Country experience. RICK: (517) 349-5249 (5-2)

Attn. medium & majors: Announcer or communicator? Jock or personality? Banal or creative? The choice is yours! RAN-OALL EDWARDS: (307) 686-3753 (5-2)

Personality/MD who's fun to listen to. Audience favorite at last station. Six years' experience. L.A. TARONE: (717) 455-4133 (5-2)

Book on this. Large metro jock, drive & MD experience seeks medium/major gig. Any shift. CALL: (609) 655-0740 (5-2)

Eight year DC vet personality seeks a station to settle down at. CHRIS CONNORS: (703) 425-5899 (5-2)

Experienced asst. PD/MD seeks same or PD. Creative & promotion oriented. Top 25 markets only. SCOTT: (313) 661-2289 (5-2)

Veteran broadcaster who specializes in morning drive would like to advance career. CHUCK CARNEY: (616) 345-6424 (5-2)

Lady DJ, 10 years' medium/major market. Brains, beauty, & personality. AC/Oldies/CHR. MELISSA: Box 5277, San Mateo, CA 94402 (5-2)

KHJ/KRTH LA announcer available. Former KEZY (13 years). KFI & KGB. MARK DENIS: (714) 777-8867 (5-2)

I've been to the mountains! NYC female personality seeks further highs. Major market only. T&R available. ROBIN: (212) 907-5547 (5-2)

High-energy jock, with great pipes. Four years' experience. I've got the talent, desire, & transportation to move anywhere. DUKE: (318) 429-2905 (5-2)

20-year pro. AC/Oldies, AM drive & PD. Great production & voice. Stable, bright family man. Good people skills. JOHN: (414) 494-5400 (5-2)

Experienced, creative, bright, energetic, aggressive promotions person from top 10 market seeks equally dynamic station to promote. RICKI: (313) 443-0298 (5-2)

Large-market drivetime entertainer. Friendly, funny, reliable. Lots of phones & appearances. If you're in search of excellence, call. BRIAN: (504) 489-4779 (5-2)

POSITIONS SOUGHT

CHIEF ENGINEER

Several years experience. Studio and transmitter construction. AM directional, high-power AM and FM, satellite and automation. Excellent with audio. P.O. 3191, Grand Rapids, MI 49501-3191.

Hire a heap! Experienced female jock with a heap of talent, seeks large/medium market. Very competitive. STACEY: (702) 734-7956 (5-2)

PD at top-rated station in 10-station market, ready for larger market as OM. Sales experience with a positive attitude. TED: (308) 632-2199 (5-2)

You just love me for my voice. I'm not that kind of jock. I've got brains, too! 14 years in DC & LA. STEVE: (714) 542-8550 (5-2)

BOOMer on South FL's JOY1077 on WTML? Yes, it's true. He's torn himself away from PowerHits 95X. Working exclusively for you! Maybe BOOMer: (305) 431-8082 (5-2)

Country Program Director

22 years on-air: Cincinnati, Sacramento, Miami, San Antonio. Industrious, good people/leadership skills. Knows country music. Small/medium market, South or West. (512) 684-4631, 692-2403.

Aggressive parttimer seeks fulltime gig in the Southeast & East coast in production & air work. One+ years' experience in Top 30 market in production. STAN: (606) 581-6406 (5-2)

Eight-year pro seeks gig in LA. Hardworking, mature, dependable. Record promotion/MD/Asst. PD/on-air & off. No ego problems. DAVE BARE: (213) 930-4380 (5-2)

Seven-year female AOR jock. Great credentials & experience in CA major markets, now at top-rated CA AOR. Prefer South. BARBARA: (707) 458-3604 (5-2)

Currently working in Miami market. Four years' experience CHR/AOR/AC. Small/major market. Razor sharp. SANTO: (305) 752-8303 (5-2)

Beginning position sought. Graduate of Miller Institute/AZ. Sharp, talented, hardworking. Willing to learn & relocate. JOHN: (602) 945-8757 (5-2)

Tired of smog. Engineer with five years' experience at major LA station seeks engineering/programming in CA, CO, or WA. BRUCE: (818) 342-6521 (5-2)

Dedicated, hardworking broadcast school graduate with two years' radio news experience as anchor/reporter/ND. PATTY: (919) 967-3612 (5-2)

Aggressive young announcer. Medium & major market experience seeks AC or CHR in Midwest or Southeast. TOM: (216) 371-9706 (5-2)

DJ/sportscaster looking to move up. Experience in AC/CHR. Excellent sports background. Will relocate. JACK BERKE: (518) 842-9775 (5-2)

Production, Production, Production. I love it! Small-market Production Manager seeks FL or Northeast Coast. T&R available. KEVIN: (614) 226-4762 (5-2)

Seeking my second successful job in radio sales. College degree/organized/detail oriented/fun. Serious inquiries only. TOM: (312) 779-5131 (5-2)

Young & full announcer seeks fulltime airshift/copywriting gig in small/medium market. Experience in CHR/AC/Country. Five years' on-air. BOB: 9314 364-0238 (5-2)

Experienced sports director/production director/announcer. Looking to relocate to medium/large market. PBP/Talk/reporting. Have worked all AC airshifts. KEN: (412) 854-5501 (5-2)

I need a rest! Retirement is killing me. 14 years' East & West Coast. CHR/AC/Oldies. Send me back to work. STEVE: (714) 542-8550 (5-2)

I'm here, you're there. I'd rather be there, call me here. AOR/AC/CHR. REID CARROLL: (318) 478-5124 (5-2)

CSB graduate seeks on-air position. News/Sports/PBP. Can rewrite news copy, commercials. MIKE JENKINS: (819) 282-8796 (5-2)

News/Sports/DJ. BS in Communications. Five years' experience. Enthusiastic, professional & a hard worker. JEFF: (303) 522-2731 (5-2)

16-year pro, great voice & communicator seeks job now. Prefer Midwest or Southern CA. CHUCK: (314) 671-2997 or (501) 968-8608 (5-2)

12-year pro. Major/medium markets. Will do mornings or afternoons for solid station. PD/OM experience. DAVE: (419) 666-6943 (5-2)

Dependable. CHR/AC pro, DJ/PD/production with good pipes. Available now. SW OH market. KRIS: (513) 528-5793 (5-2)

MISCELLANEOUS

KTCU needs jazz album record service from all labels. Gary Barnes, Box 30793, Ft. Worth, TX 76129 or (817) 921-7831 (5-2)



MODELS

"OUT OF MIND
OUT OF SIGHT" 7-28762

80/23

BRAND NEW
THIS WEEK:

WNYS
PRO-FM
WLS
WKTI
KDWB-FM
Z95

K104
98PXY
WKQB
WFMI
WDJX
WZOK
KIYS
KDON-FM

WIKZ
WZYQ
OK100
WJAD
KISR
WGLF
WBNQ
KFMW
KOZE

FROM THE
Geffen ALBUM
OUT OF
MIND OUT
OF SIGHT

GHS15C-24100



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Geffen Company

MMA MANAGEMENT
CHRIS MURPHY
KIM FRANKIEWICZ
278 WEST 55th ST., 2ND FLOOR
NEW YORK, N.Y. 10019

PRODUCED BY MARK OPITZ
FOR PACIFIC DELUXE PTY. LTD.

NATIONAL MUSIC FORMATS

Added This Week

Bonneville Broadcasting

Kevin McCarthy (800) 631-1600

Alpha

SADE "Never As Good As The First Time"

Easy Listening

JOHN WILLIAMS w/BOSTON POPS "Satin Doll"

Broadcast Programming

John Sherman/Bob English (800) 426-9082

Adult Contemporary

DREAM ACADEMY "The Love Parade"
GEORGE MICHAEL "A Different Corner"

Modern Country

EXILE "Super Love"
GLEN CAMPBELL "Cow Poke"
RANDY TRAVIS "Can't Stop Now"
SOUTHERN PACIFIC "Reno Bound"
JOHN SCHNEIDER "You're The Last Thing I Needed"
J. CASH & W. JENNINGS "Even Cowgirls Get The Blues"

Century 21

Grag Stephens (214) 934-2121

The Z Format

EL DeBARGE "Who's Johnny"
SIMPLY RED "Holding Back The Years"

The AC Format

EL DeBARGE "Who's Johnny"
DAVID PACK "That Girl Is Gone"
NEIL DIAMOND "Headed For The Future"
ARETHA FRANKLIN "Ain't Nobody Ever Loved You"

Super-Country

GARY MORRIS "Anything Goes"
T.G.SHEPPARD "Strong Heart"
GEORGE STRAIT "Nobody In His Right Mind..."
EMMYLOU HARRIS "Today I Started Loving You Again"
JOHN SCHNEIDER "You're The Last Thing I Needed"

Concept Productions

Elvin Ichiyama (916) 782-7754

CHR

EL DeBARGE "Who's Johnny"
38 SPECIAL "Like No Other Night"
SIMPLY RED "Holding Back The Years"

Country

GARY MORRIS "Anything Goes"
PAKE McENTIRE "Savin' My Love For You"
J. CASH & W. JENNINGS "Even Cowgirls Get The Blues"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

JETS "Crush On You"
LEVEL 42 "Something About You"
GEORGE MICHAEL "A Different Corner"

Contempo 300

LEVEL 42 "Something About You"
MOODY BLUES "Your Wildest Dreams"
GEORGE MICHAEL "A Different Corner"

Great American Country

JUDY RODMAN "Until I Met You"
RANDY TRAVIS "On The Other Hand"
EMMYLOU HARRIS "Today I Started Loving You Again"

Media General Broadcast Services

Bob Dumas (901) 320-4433

Action

TEMPTATIONS "A Fine Mess"
HOOTERS "Where Do The Children Go"
FREDDIE JACKSON "Love Is Just A Touch Away"
SUZANNE VEGA w/JOE JACKSON "Left Of Center"

Your Country

KATHY MATTEA "Love At The Five & Dime"
ROBIN LEE "I'll Take Your Love Anytime"
DOLLY PARTON "Tie Our Love (In A Double Knot)"
EMMYLOU HARRIS "Today I Started Loving You Again"
JOHN SCHNEIDER "You're The Last Thing I Needed"

MEDIA GENERAL CONTINUED

Hit Rock

JETS "Crush On You"
FALCO "Vienna Calling"
EL DeBARGE "Who's Johnny"
38 SPECIAL "Like No Other Night"

Peters Productions, Inc.

George Jurak (800) 255-8511

Country Lovin'

MARIE OSMOND "Read My Lips"
RONNIE McDOWELL "All Tied Up"
MARK GREY "Back When Love Was Enough"

The Great Ones

DREAM ACADEMY "The Love Parade"
JAMES TAYLOR "That's Why I'm Here"
GEORGE MICHAEL "A Different Corner"

Radio Arts

John Benedict (818) 841-0225

Country's Best

JUDY RODMAN "Until I Met You"
RONNIE McDOWELL "All Tied Up"
DOLLY PARTON "Tie Our Love (In A Double Knot)"

Soft Contemporary

DAVID PACK "That Girl Is Gone"
LEVEL 42 "Something About You"

Sound 10

EL DeBARGE "Who's Johnny"
DAVID PACK "That Girl Is Gone"
ARETHA FRANKLIN "Ain't Nobody Ever Loved You"

Satellite Music Network

Pat Clarke (214) 991-9200

The Starstation

MIAMI SOUND MACHINE "Bad Boy"

Country Coast-To-Coast

ED BRUCE "Nights"
LEE GREENWOOD "Hearts Aren't Made To Break"
CHARLIE DANIELS BAND "Drinkin' My Baby Goodbye"
JOHN ANDERSON "You Can't Keep A Good Memory..."
C. McCLAIN & W. MASSEY "When It's Down To Me & You"

Rock 'N' Hits

JETS "Crush On You"
FALCO "Vienna Calling"
LOVERBOY "Lead A Double Life"
FABULOUS THUNDERBIRDS "Tuff Enuff"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

FALCO "Vienna Calling"
GEORGE MICHAEL "A Different Corner"
JOHN COUGAR MELLENCAMP "Rain On The Scarecrow"

TM Country

CHARLIE DANIELS BAND "Drinkin' My Baby Goodbye"
MICHAEL JOHNSON "Gotta Learn To Love Without You"

Transtar

Adult Contemporary

Dave Bogart (303) 578-0700

P. LABELLE & M. McDONALD "On My Own"
SADE "Never As Good As The First Time"

Country

Rick Honea (213) 460-6383

JUICE NEWTON "Old Flame"
MARIE OSMOND "Read My Lips"
LEE GREENWOOD "Hearts Aren't Made To Break"

JAZZ

TOP 30

MAY 2, 1986

- 1 LARRY CARLTON/Alone/But Never Alone (MCA Master Series)
2 FREDDIE HUBBARD/WOODY SHAW/Double Take (Blue Note)
3 JONATHAN BUTLER/Introducing Jonathan Butler (Jive/Arista)
4 BOBBY HUTCHERSON/Color Schemes (Landmark)
5 AHMAD JAMAL/Rossiter Road (Atlantic)
6 JOHN SCOFIELD/Still Warm (Gramavision)
7 CHICK COREA/Electric Band (GRP)
8 CABD FRID/Right On The Money (Zebra/MCA)
9 EDDIE DANIELS & LONDON PHILHARMONIC ORCHESTRA/Breakthrough (GRP)
10 SKYWALK/The Bohemians (Zebra/MCA)
11 RUSS FREEMAN/Nocturnal Playground (Brainchild)
12 DIZZY GILLESPIE/Closer To The Source (Atlantic)
13 JOE HENDERSON/State Of The Tenor, Vol. 1 (Blue Note)
14 NANCY WILSON/Keep You Satisfied (Columbia)
15 MISTER SPATS/Love Speaks (Pausa)
16 DDC SEVERINSEN & XEBRON/Doc Severinsen & Xebron (Passport)
17 IRA STEIN & RUSSELL WALTER/Transit (Windham Hill)
18 PAQUITO O'RIVERA/Explosion (Columbia)
19 KEITH JARRETT/Standards Live (WB)
20 GEORGE HOWARD/Love Will Follow (TBA/Palo Alto)
21 TERENCE BLANCHARD/ONNALO HARRISON/Discernment (George Wein/Concord)
22 SPECIAL EFX/Slice Of Life (GRP)
23 JEANNIE & JIMMY CHEATHAM/Midnight Mama (Concord)
24 LIONEL HAMPTON & HIS ORCHESTRA/Sentimental Journey (Atlantic)
25 JOE WILLIAMS/Just Want To Sing (Delos)
26 PHAROAH SANDERS/Shukuru (Theresa)
27 JOHN JARVIS/So Fa So Good (MCA Master Series)
28 LESLIE ORAYTON & FUN/What It Is (Esoteric)
29 BUDDY RICH/Mr. Drums-Live On King Street (Cafe)
30 JON FAOIS/Legacy (Concord)

DEBUT
DEBUT
DEBUT

Black/Urban stations contributing to Jazz: WKND/Hartford, Melonae McClean, KJCB/Lafayette, Horatio Handy, WYLD, FM/New Orleans, Dell Spencer, WDMT/Cleveland Dean-Dean Rufus.

NEW & ACTIVE

- LYLE MAYS "Lyle Mays" (Geffen) 14/3
Rotations: Heavy 2/0, Medium 7/1, Light 3/0, Extra Adds 2, Total Adds 3, KJZZ, KJAZ, KUOP, Heavy: WNPD, KIFM, Medium: WBFO, WBGU, WRTI, WKSU, KWMU, KLCC
SUSANNAH McCORKLE "How Do You Keep The Music Playing?" (Pausa) 14/1
Rotations: Heavy 2/0, Medium 4/0, Light 7/0, Extra Adds 1, Total Adds 1, KADX, Heavy: KANU, KPLU, Medium: WBFO, WRTI, WMOT, WVPE
NABIL TOTAH "Double Bass" (Consolidated Artists) 13/4
Rotations: Heavy 2/0, Medium 5/1, Light 6/3, Extra Adds 0, Total Adds 4, WEBR, KERA, KUOP, KWMU, Heavy: WMOT, WVPE, Medium: WGBH, WJZZ, KAOX, KLON
BERTRAMI "Dreams Are Real" (Milestone/Fantasy) 13/3
Rotations: Heavy 3/0, Medium 4/1, Light 5/1, Extra Adds 1, Total Adds 3, WBEE, KLCC, KIFM, Heavy: WYRS, WJZZ, WAVE, Medium: WRTI, WFPE, KLSK
MARIA MULDAUR "Translucency" (Uptown) 11/2
Rotations: Heavy 3/0, Medium 6/1, Light 2/1, Extra Adds 0, Total Adds 2, WUWM, WVPE, Heavy: WART, KPLU, KLCC, Medium: WRTI, WBSY, KANU, KADX, WUSF
CHET ATKINS "Street Dreams" (Columbia) 10/3
Rotations: Heavy 1/0, Medium 5/2, Light 3/0, Extra Adds 1, Total Adds 3, KBEM, KPLU, WVPE, Heavy: KKKO, Medium: WNOP, KUOP, KRVS
PAT METHENY & ORNETTE COLEMAN "Song X" (Geffen) 9/7
Rotations: Heavy 2/1, Medium 4/3, Light 1/1, Extra Adds 2, Total Adds 7, WEBR, WBGU, WDET, WJZZ, KANU, WNUR, KWMU, Heavy: KJAZ, Medium: WRTI
MARC JOHNSON "Bass Desires" (ECM) 9/1
Rotations: Heavy 2/0, Medium 4/0, Light 3/1, Extra Adds 0, Total Adds 1, KJAZ, Heavy: WUWM, KJZZ, Medium: WRTI, WFPI, WDET, WKSU
ARTHUR BLYTHE "Da-Da" (Columbia) 8/7
Rotations: Heavy 0/0, Medium 3/2, Light 1/1, Extra Adds 4, Total Adds 7, WBGU, KAOX, KJAZ, KPLU, WHRO, WAVE, WUSF, Medium: KKKO

MOST ADDED

- BUDDY RICH (13)
Mr. Drums - Live On King Street (Cafe)
SPECIAL EFX (11)
Slice Of Life (GRP)
ARTHUR BLYTHE (7)
Da-Da (Columbia)
LESLIE DRAYTON & FUN (7)
What It Is What It Is (Esoteric)
BOBBY HUTCHERSON (7)
Color Schemes (Landmark)
PAT METHENY & ORNETTE COLEMAN (7)
Song X (Geffen)

HOTTEST

- LARRY CARLTON (23)
Alone/But Never Alone (MCA Master Series)
FREDDIE HUBBARD/WOODY SHAW (18)
Double Take (Blue Note)
BOBBY HUTCHERSON (14)
Color Schemes (Landmark)
CHICK COREA (12)
Electric Band (GRP)
JOHN SCOFIELD (12)
Still Warm (Gramavision)

- CHUCK MANGIONE "Save Tonight For Me" (Columbia) 8/3
Rotations: Heavy 2/0, Medium 3/1, Light 1/0, Extra Adds 2, Total Adds 3, WCLK, WBBY, WJZZ, Heavy: KKKO, KIFM, Medium: WYRS, WBEE
SCOTT COSSU "Reunion" (Windham Hill) 8/2
Rotations: Heavy 0/0, Medium 6/1, Light 2/1, Extra Adds 0, Total Adds 2, WMOT, WVPE, Medium: WDET, WKSU, KPLU, WHRO, KXPR
RUBY BRAFF/SCOTT HAMILTON "A Sailboat In The Moonlight" (Concord) 8/0
Rotations: Heavy 5/0, Medium 2/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: WYRS, KUHF, KADX, KLDN, WUSF, Medium: WRTI, WKSU
STEVE BACH "Holiday" (Cafe) 7/5
Rotations: Heavy 1/0, Medium 1/0, Light 2/2, Extra Adds 3, Total Adds 5, WFAE, WDET, KJZZ, KPLU, WLVE, Heavy: WLOO, Medium: KERA
UZEB "Between The Lines" (IOU) 7/2
Rotations: Heavy 2/0, Medium 2/1, Light 3/1, Extra Adds 0, Total Adds 2, KUOP, WVPE, Heavy: WNOP, KRVS, Medium: KBEM
BILLY MITCHELL "Night Theme" (Pausa) 7/2
Rotations: Heavy 2/1, Medium 2/0, Light 3/1, Extra Adds 0, Total Adds 2, WAER, KKKO, Heavy: WYRS, Medium: WEBR, WLOO
SADAO WATANABE "Parker's Mood/Live At Bravas Club '85" (Elektra) 7/1
Rotations: Heavy 3/0, Medium 1/0, Light 3/1, Extra Adds 0, Total Adds 1, KJAZ, Heavy: WCLK, KADX, KJZZ, Medium: KLOK
ALVIN RED TYLER "Heritage" (Rouner) 7/1
Rotations: Heavy 2/0, Medium 3/0, Light 1/0, Extra Adds 1, Total Adds 1, WNOP, Heavy: WCLK, WNUR, Medium: WBGO, KUHF, KADX
MILTON NASCIMENTO "Encontros E Despedidas" (Polydor/PolyGram) 7/0
Rotations: Heavy 0/0, Medium 3/0, Light 4/0, Extra Adds 0, Total Adds 0, Medium: WRTI, WJZZ, KLCC
RITZ "Born To Bop" (Pausa) 7/0
Rotations: Heavy 3/0, Medium 3/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: WMOT, WJZZ, WAVE, Medium: WYRS, KUHF, WHRO
IVAN LINS "Juntos" (Phillips/PolyGram) 7/0
Rotations: Heavy 2/0, Medium 3/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: WYRS, KWMU, Medium: WBGO, WJZZ, WLVE
JOHN ABERCROMBIE "Current Events" (ECM) 6/6
Rotations: Heavy 1/1, Medium 1/1, Light 2/2, Extra Adds 2, Total Adds 6, WBGU, WRTI, WNOP, WKSU, KJAZ, KLCC, Heavy: Heavy: Medium:
LARRY CORYELL "Equipoise" (Muse) 6/2
Rotations: Heavy 2/0, Medium 2/1, Light 2/1, Extra Adds 0, Total Adds 2, WKSU, KXPR, Heavy: KJAZ, WHRO, Medium:
ANTHONY BRAXTON "Seven Standards 1985, Vol. 2" (Magenta/Windham Hill) 6/2
Rotations: Heavy 0/0, Medium 4/0, Light 1/1, Extra Adds 1, Total Adds 2, WFAE, KVMH, Medium: WRTI, WBEE, WKSU, KXPR
BOBBY WATSON "Appointment In Milano" (Red/PSI) 6/0
Rotations: Heavy 2/0, Medium 2/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: WCLK, WUWM, Medium: WRTI, KANU

REGIONALIZED ADDS & HOTS

Grid of regionalized adds and hot tracks for EAST, SOUTH, WEST, and MIDWEST regions, listing station call letters and track titles.

Advertisement for ECM Records featuring John Abercrombie's 'Hippityville' and Marc Johnson's 'Samurai Hee-Haw' with album art and promotional text.

KRVS/Lafayette called in a frozen playlist.
WDMT/Cleveland and WGBH/Boston failed to call in a report, therefore their playlists were frozen.
WKND/Hartford failed to report for two consecutive weeks and was not used in this week's data.
Editor's Note: R&R welcomes WCLK/Atlanta, KANU/Lawrence, WAVE/Sarasota, & WAER/Syracuse as reporting stations.
50 Reporting Stations
46 Current Reports

L.A.K./R&R ADS & HOTS

EAST

WVNI/Baltimore
Newman/Dunn
TRAMANE
JANTOS
ANTHONY & CAMP
FORCE MD'S
MAI TAI
JOSEKI LOVE
ARETHA FRANKLIN
TENITA JORDAN
HOTTEST:
VANITY
WHITNEY HOUSTON
LABELLE & MCDONAL
ANITA BAKER
JUNIOR

WVBS/Philadelphia
Joe Tamburo
WILLIE COLLINS
E.G. DAILY
DR. YORK
HOTTEST:
STEPHANIE MILLS
SOS BAND
CASHFLOW
LABELLE & MCDONAL
ATLANTIC STARR

WVY/Baltimore
Roy Sampson
MTUNE
STYLISTICS
PAULI CARMAN
TIMEX SOCIAL CLUB
LABELLE & MCDONAL
STEPHANIE MILLS
SOS BAND
ANITA BAKER
ALEXANDER O'NEAL

WLD/Boston
Smith/Thomas
ARETHA FRANKLIN
YARBROUGH & PEOP
JOESKI LOVE
MILDRED SCOTT
TEASE
HOTTEST:
STEPHANIE MILLS
LABELLE & MCDONAL
SOS BAND
WHITNEY HOUSTON
MELI'SA MORGAN

WKND/Hartford
Jordan/McLean
WHODINI
EL DEBARGE
VANITY
HOTTEST:
PRINCE
SOS BAND
E.T.
LABELLE & MCDONAL
JANET JACKSON

WNCN/New Haven
James Jordan
ALFONSO
WILLIE COLLINS
PRINCESS
MTUNE
MAIN ATTRACTION
GAVIN CHRISTOPHER
E.G. DAILY
HOTTEST:
STEPHANIE MILLS
LABELLE & MCDONAL
VANITY
JETS
PATTI AUSTIN

WVBT/Washington
Brute Bailey
MTUNE
MIDNIGHT STAR
ARETHA FRANKLIN
YARBROUGH & PEOP
HOTTEST:
WHITNEY HOUSTON
LABELLE & MCDONAL
BILLY OCEAN
STEPHANIE MILLS
SOS BAND

WEST

KDKD/Denver
Jay Johnson
CHERELLE
E.G. DAILY
ARETHA FRANKLIN
GAVIN CHRISTOPHER
WINANS
PRECIOUS WILSON
HOTTEST:
LABELLE & MCDONAL
SOS BAND
WHITNEY HOUSTON
MORRIS DAY
JANET JACKSON
NU SHOOS

KDAY/Los Angeles
Patterson/Mack
CHERELLE
NEW KIDS ON THE B
52ND ST.
EUGENE WILDE
MAZARATI
HOTTEST:
READY FOR THE WOR
ANITA BAKER
L.L. COOL J
JOESKI LOVE
LABELLE & MCDONAL
WHITNEY HOUSTON
NU SHOOS

KJLH/Los Angeles
Doug Gimere
GAVIN CHRISTOPHER
EL DEBARGE
STEPHANIE MILLS
JOESKI LOVE
PAULI CARMAN
YARBROUGH & PEOP
MTUNE
HOTTEST:
LABELLE & MCDONAL
NU SHOOS
PATTI AUSTIN
JANET JACKSON
SOS BAND

KACB/Los Angeles
Pam Robinson
none
HOTTEST:
LABELLE & MCDONAL
PATTI AUSTIN
ANITA BAKER
SOS BAND
ALEXANDER O'NEAL

SOUTH

WVEE/Atlanta
Ray Roy
JOESKI LOVE
ARETHA FRANKLIN
52ND ST.
HOTTEST:
STEPHANIE MILLS
SOS BAND
CASHFLOW
LABELLE & MCDONAL
ATLANTIC STARR

WVLA/Atlanta
Larry Tinsley
SKYY
MAZARATI
MAI TAI
PAULI CARMAN
DRAMATICS
52ND ST.
HOTTEST:
SOS BAND
PRINCE
LABELLE & MCDONAL
STEPHANIE MILLS
ATLANTIC STARR

WFXA/Augusta
Jasper Owens
PRECIOUS WILSON
GAVIN CHRISTOPHER
READY FOR THE WOR
TEPATATIONS
HOTTEST:
ANTHONY & CAMP
JETS
PHILIP BAILEY
JANET JACKSON
SOS BAND
RAINY DAVIS
CASHFLOW

WOKX/Rochester
Andre Marcel
E.G. DAILY
ARETHA FRANKLIN
TEASE
EL DEBARGE
WHODINI
TOTAL CONTRAST
MTUNE
HOTTEST:
LABELLE & MCDONAL
SADE
EVELYN KING
STEPHANIE MILLS
WHITNEY HOUSTON

WTKL/Baton Rouge
E. Rodney Jones
REGINA
BOOKER NEWBERRY
TOTAL CONTRAST
YARBROUGH & PEOP
CONNIE
HOTTEST:
MAIN ATTRACTION
CAPTAIN ROCK
PAULI CARMAN
CHERELLE
MAZARATI
52ND ST.
HOTTEST:
LABELLE & MCDONAL
STEPHANIE MILLS
ATLANTIC STARR
CONTROLLERS
STEVE ARINGTON

WVTV/Birmingham
Roe Bonner
VANITY
JANET JACKSON
MICHAEL JEFFERIS
YARBROUGH & PEOP
52ND ST.
HOTTEST:
BARBARA MITCHELL
PAULI CARMAN
DONNELL PITMAN
CHERELLE
MIDNIGHT STAR
EUGENE WILDE
GAVIN CHRISTOPHER
JOE SIMS
NEW KIDS ON THE B
JULY
MANCHESTER & JARR
HOTTEST:
STEPHANIE MILLS
PRINCE
JETS

WVTV/Birmingham
Roe Bonner
VANITY
JANET JACKSON
MICHAEL JEFFERIS
YARBROUGH & PEOP
52ND ST.
HOTTEST:
BARBARA MITCHELL
PAULI CARMAN
DONNELL PITMAN
CHERELLE
MIDNIGHT STAR
EUGENE WILDE
GAVIN CHRISTOPHER
JOE SIMS
NEW KIDS ON THE B
JULY
MANCHESTER & JARR
HOTTEST:
STEPHANIE MILLS
PRINCE
JETS

WVTV/Birmingham
Roe Bonner
VANITY
JANET JACKSON
MICHAEL JEFFERIS
YARBROUGH & PEOP
52ND ST.
HOTTEST:
BARBARA MITCHELL
PAULI CARMAN
DONNELL PITMAN
CHERELLE
MIDNIGHT STAR
EUGENE WILDE
GAVIN CHRISTOPHER
JOE SIMS
NEW KIDS ON THE B
JULY
MANCHESTER & JARR
HOTTEST:
STEPHANIE MILLS
PRINCE
JETS

KOLZ/Ft. Worth-Dallas
McCann/Madison
MTUNE
SKYY
MIDNIGHT STAR
PRECIOUS WILSON
HOTTEST:
LABELLE & MCDONAL
STEPHANIE MILLS
JUNIOR
HOTTEST:
WHITNEY HOUSTON
NU SHOOS

WQMG/Greensboro
Doc Foster
CONNIE
SKYY
RAPOMATIC, LTD.
MAZARATI
PRECIOUS WILSON
PAULI CARMAN
HOTTEST:
COMING ATTRACTION
HOTTEST:
STEPHANIE MILLS
LABELLE & MCDONAL
YARBROUGH & PEOP
FAT BOYS
MAI TAI
PRINCE
LABELLE & MCDONAL
STEPHANIE MILLS
DRAMATICS
TKA
HOTTEST:
STEPHANIE MILLS
LABELLE & MCDONAL
ATLANTIC STARR

WQXI/Gulport-Biloxi
Jim Lucas
ROSE BROTHERS
PET SHOP BOYS
LABELLE & MCDONAL
SMOKEY ROBINSON
ZAPP
VOLTAGE BROTHERS
WHODINI
TOTAL CONTRAST
JOE SIMS
STEPHANIE MILLS
LABELLE & MCDONAL
SOS BAND
WHITNEY HOUSTON
PATTI AUSTIN

WJML/Jackson
Carl Haynes
BILLY OCEAN
WILLIE COLLINS
MTUNE
PAULI CARMAN
HOTTEST:
LABELLE & MCDONAL
SMOKEY ROBINSON
HOSHIMA
GAVIN CHRISTOPHER
RAINY DAVIS
FALCO
MAZARATI
HOTTEST:
JANET JACKSON
WHITNEY HOUSTON
BADD
WHISTLE
LABELLE & MCDONAL

WVOK/Charlotte
Charlie Saunders
MAI TAI
TEPATATIONS
52ND ST.
HOTTEST:
WHITNEY HOUSTON
LABELLE & MCDONAL
JANET JACKSON
CASHFLOW

WVOK/Charlotte
Charlie Saunders
MAI TAI
TEPATATIONS
52ND ST.
HOTTEST:
WHITNEY HOUSTON
LABELLE & MCDONAL
JANET JACKSON
CASHFLOW

WVOK/Charlotte
Charlie Saunders
MAI TAI
TEPATATIONS
52ND ST.
HOTTEST:
WHITNEY HOUSTON
LABELLE & MCDONAL
JANET JACKSON
CASHFLOW

WVOK/Charlotte
Charlie Saunders
MAI TAI
TEPATATIONS
52ND ST.
HOTTEST:
WHITNEY HOUSTON
LABELLE & MCDONAL
JANET JACKSON
CASHFLOW

KJCB/Lafayette
Horatio Handy
NEW EDITION
YARBROUGH & PEOP
ROY AYERS
MTUNE
PRECIOUS WILSON
READY FOR THE WOR
BOOKER NEWBERRY
RAPOMATIC, LTD.
HOTTEST:
LABELLE & MCDONAL
SOS BAND
GEORGE CLINTON
WHITNEY HOUSTON
MAZE

WLOU/Louisville
Tony T. Fields
ROSE BROTHERS
FORCE MD'S
CHERELLE
MTUNE
BOOKER NEWBERRY
HOTTEST:
GAP BAND
STEPHANIE MILLS
SOS BAND
PRINCE
BRENDA & BIG DUDE

WJYU/Louisville
Williams/March
WILLIE COLLINS
EL DEBARGE
LABELLE & MCDONAL
SOS BAND
WHITNEY HOUSTON
ALEXANDER O'NEAL
STEPHANIE MILLS

WJLS/Lynchburg
Led Goins
MIDNIGHT STAR
WHODINI
LATOYA JACKSON
HOTTEST:
LABELLE & MCDONAL
CASHFLOW
WHITNEY HOUSTON
ALEXANDER O'NEAL

WDAI/Memphis
Bobby O'Jay
PAT BOYS
SKYY
FOXX
RAINY DAVIS
KOPPER
HOTTEST:
ALEXANDER O'NEAL
CASHFLOW
STEPHANIE MILLS
NU SHOOS
LABELLE & MCDONAL

WHRK/Memphis
Wills/Morris
HOTTEST:
NU SHOOS
STEPHANIE MILLS
PET SHOP BOYS
LABELLE & MCDONAL

WALT/Meridian
Aundra Russell
MIDNIGHT STAR
TEASE
EVELYN KING
NEW KIDS ON THE B
JULY
GEORGE CLINTON
NEW EDITION
CHERELLE
MTUNE
FORCE MD'S
BOOKER NEWBERRY
HOTTEST:
LABELLE & MCDONAL
SHIRLEY HUDCOCK
SOS BAND
NU SHOOS
BILLY OCEAN

WEDR/Miami
Jackson/Jones
ALISHA
JOESKI LOVE
PAT BOYS
MELI'SA MORGAN
CONNIE
WILLIE COLLINS
RAPOMATIC, LTD.
MAIN ATTRACTION
TEASE
EL DEBARGE
HOTTEST:
LABELLE & MCDONAL
TRINERE
NU SHOOS
STEPHANIE MILLS
PATTI AUSTIN

WQOK/Nashville
J.C. Floyd
SKYY
WEDDIE
READY FOR THE WOR
SKYY BOYS
DYNAMIC SOUNDS
RAPOMATIC, LTD.
HOTTEST:
JANET JACKSON
ATLANTIC STARR
LABELLE & MCDONAL
LOVEBOY STARRS
PET SHOP BOYS

WYLD-FM/New Orleans
Dell Spencer
MIDNIGHT STAR
PRECIOUS WILSON
HOTTEST:
LABELLE & MCDONAL
ANITA BAKER
SOS BAND

WQOW/Norfolk
Rahon Vance
DAVE BRANT
WHODINI
SKYY
GEORGE CLINTON
ALISHA
HOTTEST:
LABELLE & MCDONAL
SOS BAND
WHITNEY HOUSTON
ALEXANDER O'NEAL
STEPHANIE MILLS

WQCC/Chicago
Lee Michaels
YARBROUGH & PEOP
EL DEBARGE
MIDNIGHT STAR
MAI TAI
JONES
RAINY DAVIS
TIMEX SOCIAL CLUB
NU SHOOS
STEPHANIE MILLS
FREDDIE JACKSON
SADE
SOS BAND
WHITNEY HOUSTON
LABELLE & MCDONAL

WBMX/Chicago
Marco Spoon
FORCE MD'S
SMOKEY ROBINSON
WHITNEY HOUSTON
SHEILA E
RAINY DAVIS
IVY
HOTTEST:
PATTI AUSTIN
MIDNIGHT STAR
SOS BAND
LABELLE & MCDONAL
WHITNEY HOUSTON

WBLZ/Cincinnati
Bryan Castle
none
HOTTEST:
SOS BAND
LABELLE & MCDONAL
PET SHOP BOYS
WHITNEY HOUSTON
JANET JACKSON

WZAK/Cleveland
Tolliver/Perry
BEASTIE BOYS
52ND ST.
PAULI CARMAN
WHODINI
RAPOMATIC, LTD.
TIMEX SOCIAL CLUB
ROY AYERS
FRESH FORCE CREW
BOWSO CUPID & HUG
PAULI CARMAN
HOTTEST:
WHITNEY HOUSTON
LABELLE & MCDONAL
VANITY
GEORGE CLINTON

WJLB/Detroit
Alexander/Whimore
MIAMI SOUND MACHI
PAULI CARMAN
ATLANTIC STARR
52ND ST.
READY FOR THE WOR
HOTTEST:
PATTI AUSTIN
LABELLE & MCDONAL
ALEXANDER O'NEAL
STEPHANIE MILLS
NU SHOOS

MIDWEST

WKWM/Grand Rapids
Grant/Franklin
SKYY
YARBROUGH & PEOP
READY FOR THE WOR
PRIVATE POSSESSO
HOTTEST:
STEPHANIE MILLS
JANET JACKSON
CONTROLLERS
EL DEBARGE

WTL/Indianapolis
Jay Johnson
BEASTIE BOYS
TAFFE
MTUNE
SKYY
RAPOMATIC, LTD.
MAIN ATTRACTION
J. BLACKFOOT
CHERELLE
HOTTEST:
LABELLE & MCDONAL
STEPHANIE MILLS
MICHAEL HENDERSON
SOS BAND
STEVE ARINGTON

WUUM/Milwaukee
Bernie Miller
JOURNEY
HICK & THE MECHAN
FALCO
HOTTEST:
HICK & THE MECHAN
PET SHOP BOYS
NU SHOOS
PAULI CARMAN
SOS BAND
JANET JACKSON

KMMJ/St. Louis
Mike Stadford
SKYY
ATLANTIC STARR
PAULI CARMAN
FORCE MD'S
MTUNE
WILLIE COLLINS
RENE & ANGELA
FORCE MD'S
IVY
HOTTEST:
PATTI AUSTIN
MIDNIGHT STAR
SOS BAND
LABELLE & MCDONAL
WHITNEY HOUSTON

WZNS/St. Louis
Billy Ryan
JOESKI LOVE
ROSE BROTHERS
MTUNE
EUGENE WILDE
L.A. DREAM TEAM
O'CHI BROWN
RAINY DAVIS
HOTTEST:
SOS BAND
TEASE
LABELLE & MCDONAL
TIMEX SOCIAL CLUB
JOESKI LOVE

WVOD/Toledo
Robert Holaday
none
HOTTEST:
LABELLE & MCDONAL
STEPHANIE MILLS
CASHFLOW
JETS
WHITNEY HOUSTON

KBUZ/Wichita
Rochel Wright
MIDNIGHT STAR
WHODINI
RAINY DAVIS
SKYY
ROSE BROTHERS
EL DEBARGE
HOTTEST:
GEORGE CLINTON
ALEXANDER O'NEAL
STEPHANIE MILLS
SOS BAND
VANITY

**84 Reporting Stations
77 Current Reports**
These stations reported a frozen list:
WAMO/Pittsburgh
WVOI/Toledo
WFXC/Durham
KMJQ/Houston
K94/Norfolk
KACE/Los Angeles
WHRK/Memphis failed to report this week and their information was frozen.

COUNTRY

TOP 50

MAY 2, 1986

Over
Weeks

Two
Weeks

Last
Weeks

Over Weeks	Two Weeks	Last Weeks		Artist/Title (Label)
5	1	1	1	RONNIE MILSAP/Happy Happy Birthday Baby (RCA)
9	5	2	2	TANYA TUCKER/One Love At A Time (Capitol)
11	9	5	3	REBA McENTIRE/Whoever's In New England (MCA)
14	12	7	4	STEVE WARINER/Life's Highway (MCA)
13	10	6	5	NITTY GRITTY DIRT BAND/Partners, Brothers, And Friends (WB)
16	13	11	6	FORESTER SISTERS/Mama's Never Seen Those Eyes (WB)
12	11	9	7	ROSANNE CASH/Hold On (Columbia)
4	3	3	8	KENNY ROGERS/Tomb Of The Unknown Love (RCA)
18	14	12	9	EDDIE RABBITT/Repetitive Regret (RCA)
23	20	16	10	WILLIE NELSON/Living In The Promiseland (Columbia)
22	18	15	11	DWIGHT YOAKAM/Honky Tonk Man (Reprise/WB)
20	16	14	12	OAK RIDGE BOYS/Juliet (MCA)
3	2	4	13	HANK WILLIAMS JR./Ain't Misbehavin' (WB/Curb)
21	19	17	14	JOHN CONLEE/Harmony (Columbia)
31	25	20	15	DAN SEALS/Everything That Glitters (EMI America)
25	22	19	16	RESTLESS HEART/Til I Loved You (RCA)
1	4	13	17	JUDDS/Grandpa (RCA/Curb)
44	30	26	18	LEE GREENWOOD/Hearts Aren't Made To Break (MCA)
35	27	24	19	JUICE NEWTON/Old Flame (RCA)
32	26	23	20	BARBARA MANDRELL/When You Get To The Heart (MCA)
7	6	10	21	JANIE FRICKE/Easy To Please (Columbia)
37	29	25	22	MARIE OSMOND/Read My Lips (Capitol/Curb)
10	8	8	23	WAYLON JENNINGS/Working Without A Net (MCA)
33	28	27	24	EVERLY BROTHERS/Born Yesterday (Mercury/PG)
40	32	28	25	EXILE/Super Love (Epic)
36	31	29	26	CHARLIE DANIELS BAND/Drinkin' My Baby Goodbye (Epic)
47	37	35	27	JUDY RODMAN/Until I Met You (MTM)
49	36	34	28	ED BRUCE/Nights (RCA)
—	39	36	29	SOUTHERN PACIFIC/Reno Bound (WB)
43	35	33	30	CHARLY McCLAIN & WAYNE MASSEY/When It's Down To Me And You (Epic)
2	7	22	31	EARL THOMAS CONLEY/Once In A Blue Moon (RCA)
38	33	31	32	JOHN ANDERSON/You Can't Keep A Good Memory... (WB)
—	46	39	33	KATHY MATTEA/Love At The Five & Dime (Mercury/PG)
17	15	18	34	KEITH WHITLEY/Miami, My Amy (RCA)
48	42	38	35	STEVE EARLE/Hillbilly Highway (MCA)
BREAKER				T. GRAHAM BROWN/I Wish That I Could Hurt... (Capitol)
BREAKER				RANDY TRAVIS/On The Other Hand (WB)
6	21	30	38	BELLAMY BROTHERS/Feelin' The Feelin' (MCA/Curb)
—	49	42	39	MARK GRAY/Back When Love Was Enough (Columbia)
BREAKER				MICHAEL JOHNSON/Gotta Learn To Love Without You (RCA)
BREAKER				DOLLY PARTON/Tie Our Love (In A Double Knot) (RCA)
—	46	39	40	GEORGE JONES/Somebody Wants Me Out Of The Way (Epic)
19	17	21	43	GIRLS NEXT DOOR/Love Will Get You Through... (MTM)
—	50	47	41	SWEETHEARTS OF THE ROODEO/Hey Doll Baby (Columbia)
BREAKER				RONNIE McDOWELL/All Tied Up (MCA/Curb)
8	23	31	46	MERLE HAGGARD/Had A Beautiful Time (Epic)
DEBUT				GLEN CAMPBELL/Cow Poke (Atlantic America)
41	34	32	48	DOBBIE GRAY/That's One To Grow On (Capitol)
DEBUT				JOHN SCHNEIDER/You're The Last Thing I Needed (MCA)
DEBUT				ROBIN LEE/I'll Take Your Love Anytime (Evergreen)

Total Reports/Adds	Heavy	Medium	Light
160/0	140	15	5
160/0	133	25	2
159/0	131	22	6
162/0	121	38	3
158/0	116	37	5
160/0	102	54	4
150/0	104	34	12
149/0	100	34	15
160/1	85	62	13
163/0	60	93	10
157/1	75	60	22
153/0	52	91	10
133/0	90	27	16
149/2	58	76	15
161/4	38	106	17
152/2	50	81	21
115/0	71	28	16
162/8	16	112	34
158/5	20	107	31
151/2	29	95	27
115/0	60	39	16
153/3	21	101	31
104/0	56	31	17
132/3	17	76	39
127/4	13	87	27
134/4	17	79	38
142/14	6	80	56
138/12	5	83	50
140/16	6	75	59
122/8	9	70	43
74/0	29	26	19
91/0	8	56	27
118/21	4	61	53
72/1	19	36	17
93/2	7	48	38
118/28	1	48	69
107/25	7	47	53
81/0	28	26	27
93/12	3	47	43
100/15	2	40	58
111/47	1	36	74
96/14	3	48	45
70/0	14	36	20
84/11	2	39	43
98/32	0	35	63
62/0	18	17	27
80/18	0	32	48
66/0	5	35	26
75/51	0	21	54
58/4	1	27	30

HOTTEST

- RONNIE MILSAP (99)
Happy Happy Birthday Baby (RCA)
- TANYA TUCKER (72)
One Love At A Time (Capitol)
- REBA McENTIRE (67)
Whoever's In New England (MCA)
- HANK WILLIAMS JR. (57)
Ain't Misbehavin' (WB/Curb)
- STEVE WARINER (50)
Life's Highway (MCA)
- NITTY GRITTY DIRT BAND (46)
Partners, Brothers, and Friends (WB)
- JUDDS (43)
Grandpa (RCA/Curb)
- KENNY ROGERS (39)
Tomb Of The Unknown Love (RCA)
- DWIGHT YOAKAM (31)
Honky Tonk Man (Reprise/WB)
- EDDIE RABBITT (26)
Repetitive Regret (RCA)

MOST ADDED

- JOHN SCHNEIDER (51)
You're The Last Thing I Needed (MCA)
- SAWYER BROWN (49)
Shakin' (Capitol/Curb)
- PAKE McENTIRE (47)
Savin' My Love For You (RCA)
- DOLLY PARTON (47)
Tie Our Love (In A Double Knot) (RCA)
- GEORGE STRAIT (44)
Nobody In His Right Mind... (MCA)
- RONNIE McDOWELL (32)
All Tied Up (MCA/Curb)
- T.G. SHEPPARD (29)
Strong Heart (Columbia)
- T. GRAHAM BROWN (28)
I Wish That I Could Hurt... (Capitol)
- RANDY TRAVIS (25)
On The Other Hand (WB)
- KATHY MATTEA (21)
Love At The... (Mercury/PolyGram)

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

- T. GRAHAM BROWN**
I Wish That I Could Hurt... (Capitol)
On 72% of reporting stations. Rotations: Heavy 1, Medium 48, Light 69, Total Adds 28 including WPTR, WDSY, WYVA, WYNN, KILT-FM, WKSJ, WRNL, WMNI, KSO, WFMS, KFKF, WMIL, KZLA, KNEW, KGA. A most added record. Moves 41-36 on the Country chart.
- DOLLY PARTON**
Tie Our Love (In A Double Knot) (RCA)
On 68% of reporting stations. Rotations: Heavy 1, Medium 36, Light 74, Total Adds 47 including WYRK, WKYG, WZKC, WZZK, WCOS, KYKK, KISS-FM, WTGR, WUBE, WQHK, KTTs, KYGO, KNIX, KSAN, KIIM. A most added record. Moves 50-41 on the Country chart.

- RANDY TRAVIS**
On The Other Hand (WB)
On 66% of reporting stations. Rotations: Heavy 7, Medium 47, Light 53, Total Adds 25 including WPTR, WVAM, WKYQ, WXBO, KHEY, WAMZ, WMC, WMNI, WCXI, WBSCS, WTOD, KKCS, KWJJ, KMPS, KRPM. A most added record. Moves 44-37 on the Country chart.
- MICHAEL JOHNSON**
Gotta Learn To Love W/without You (RCA)
On 61% of reporting stations. Rotations: Heavy 2, Medium 40, Light 58, Total Adds 15, WOKQ, WYVA, KASE, WEZL, WMNI, KSO, WGEW, KFKF, WTOS, WBSCS, WMIL, WKQC, KFRE, KSON, KIIM. Moves 45-40 on the Country chart.
- RONNIE McDOWELL**
All Tied Up (MCA/Curb)
On 60% of reporting stations. Rotations: Heavy 0, Medium 35, Light 63, Total Adds 32 including WQBE, WAJR, WYVA, KASE, WCOS, KILT-FM, KSSN, WLWI, WSLR, WDAF, WXCL, WKQC, WTHI, KTOM, KIIM. A most added record. Moves 49-45 on the Country chart.

THE BEST SOUND IN TOWN FROM T. GRAHAM BROWN!

"I Wish That I Could Hurt That Way Again" 5571

THIS WEEK'S R&R

COUNTRY BREAKERS

36

Capitol



COUNTRY

NEW & ACTIVE

GEORGE JONES "Somebody Wants Me Out Of The Way" (Epic) 96/14
Rotations: Heavy 3, Medium 48, Light 45, Total Adds 12, WTCR, WYNK, WZZK, WCOS, KILT-FM, WOYK, WONE, KJLJ, WCXI, WOHK, WBOS, KRST, KKCS, KIIM, Moves 46-42.

MARK GRAY "Back When Love Was Enough" (Columbia) 93/12
Rotations: Heavy 3, Medium 47, Light 43, Total Adds 12, WBOS, WXTU, WKIX, WRNL, WUBE, WKKO, KFKF, WMIL, KGHL, KKCS, KFMS, KIIM, Heavy, KASE, WOKK, KCCY, Moves 49-42-39.

SWEETHEARTS OF THE ROODEO "Hey Doll Baby" (Columbia) 84/11
Rotations: Heavy 2, Medium 39, Light 43, Total Adds 11, WYNK, WYMI, KHEY, WWKA, WKIX, KRMD, WOYK, WSLR, WONE, WGEE, KFMS, Heavy, WTSV, KFDI, Medium: WBGW, KFRE, KOLO.

GLEN CAMPBELL "Cow Poke" (Atlantic America) 80/18
Rotations: Heavy 0, Medium 32, Light 48, Total Adds 18, WBOE, WRKZ, KEAN, WUSY, WESC, WKSJ, KSO, WKKO, WOW, WDOO, KKAL, KUGN, KMPS, KRPM, KGA, Debuts at 47.

JOHN SCHNEIDER "You're The Last Thing I Needed" (MCA) 75/51
Rotations: Heavy 0, Medium 21, Light 54, Total Adds 51 including WCAO, WTRC, WFOR, WZZK, WSOC, WUSY, KPLX, WSKL, WIRK, WMIL, KXKY, KFDI, KRST, KSOP, KMPS, Debuts at 49. A Most Added Record.

SAWYER BROWN "Shakin'" (Capitol/Curb) 65/49
Rotations: Heavy 0, Medium 16, Light 49, Total Adds 49 including WCAO, WRKZ, WYII, WUSY, WIVK, WWKA, KRMD, KJNE, WGAR-FM, WOW, KVOO, KRST, KUPL, KCCY, KCKC, A Most Added Record.

PAKE McENTIRE "Savin' My Love For You" (RCA) 60/47
Rotations: Heavy 1, Medium 8, Light 51, Total Adds 47 including WDSY, WNYR, WIXY, KRRV, WYNK, WAMZ, KKYX, WCUZ, WOW, WXCL, KTPK, KIK-FM, KRWO, KJWJ, KTOU, A Most Added Record.

EMMYLOU HARRIS "Today I Started Loving You Again" (WB) 58/18
Rotations: Heavy 0, Medium 17, Light 41, Total Adds 18 including WRKZ, WHN, WIXY, WWVA, KRRV, WPAP, KSO, KWMT, WDAF, WBOS, KYAK, KGHL, KKCS, KUGN, KIIM.

ROBIN LEE "I'll Take Your Love Anytime" (Evergreen) 58/4
Rotations: Heavy 1, Medium 27, Light 30, Total Adds 4, WAMZ, KRMD, WIRK, WONE, Heavy, WPAP, Medium, WCAO, WAJR, WCVR, WSLR, WOW, WKCO, WTCM, KALF, KTOU, KIGO, Debuts at 50.

JIM GLASER "The Lights Of Albuquerque" (NobleVision/MCA) 53/12
Rotations: Heavy 0, Medium 16, Light 36, Total Adds 12, WYMI, WTVY, WESC, KYXK, WUSQ, KBMR, WKKO, KWMT, KFDI, KKCS, KUGN, KCKC, Heavy, KRST, Medium, WVAM, WBGW.

BILLY SWAN "You Must Be Lookin' For Me" (Mercury/PolyGram) 49/11
Rotations: Heavy 1, Medium 13, Light 35, Total Adds 11, WTSV, WIXL, WUSY, KIKK, KSSN, KBMR, KSO, WGEE, WTSO, WTHI, KKCS, Heavy, WOKK, Medium, WCUZ, KALF, KIGO.

SIGNIFICANT ACTION

VEGA BROTHERS "Heartache The Size Of Texas" (MCA) 46/3
Rotations: Heavy 0, Medium 18, Light 28, Total Adds 3, WESC, WMNI, WTSO, Medium: WBGW, WCVR, KHEY, KKYX, WKCO, KIK-FM, KKCS.

GEORGE STRAIT "Nobody In His Right Mind Would've Left Her" (MCA) 45/44
Rotations: Heavy 2, Medium 11, Light 32, Total Adds 44 including WVAM, WTRC, WYMI, KRRV, KRRV, KASE, WAMZ, WBOS, WOW, KFRE, KCKC, A Most Added Record.

TOM WOPAT "True Love" (EMI America) 44/7
Rotations: Heavy 1, Medium 16, Light 27, Total Adds 7, WFOR, WXBO, WRNL, KXKY, KTPK, KVOO, KFRE, Heavy, WCUZ, Medium: WTSV, KEIN.

BILLY JOE ROYAL "Boardwalk Angel" (Atlantic America) 42/10
Rotations: Heavy 1, Medium 10, Light 31, Total Adds 10, WKYG, WWVA, KEAN, KRRV, KKYX, WIRK, WXCL, WKCO, KUJY, KOLO.

BANDANA "Touch Me" (WB) 37/19
Rotations: Heavy 1, Medium 2, Light 34, Total Adds 19 including KEAN, KRRV, WOKK, WSM, WPAP, WXCL, KVOO, KIK-FM, KCCY, KIGO.

T.G. SHEPPARD "Strong Heart" (Columbia)
Rotations: Heavy 0, Medium 5, Light 27, Total Adds 29 including WVAM, WRKZ, WGTO, WDXE, KKYX, WCXI, WOW, KIZ, KFRE, KEIN, A Most Added Record.

DAVID ALLAN COE "A Country Boy (Who Rolled The Rock Away)" (29/16)
Rotations: Heavy 1, Medium 5, Light 23, Total Adds 16 including WHN, WZZK, WUSY, WLWI, KKYX, WIRK, WAXX, KTTT, KTPK, KOLO.

ROY CLARK "Tobacco Road" (Silver Dollar) 27/0
Rotations: Heavy 1, Medium 8, Light 18, Total Adds 0, Heavy: WTOD, Medium: WTVY, KKYX, WOW, KTTT, KVOO, KRWO, KALF, KOLO, Light: WCAO.

JAN GRAY "Cross My Heart" (Cypress) 25/4
Rotations: Heavy 0, Medium 4, Light 21, Total Adds 4, WNYR, WOKK, KKYX, KEIN, Medium: KFDI, KTOU, Light: WBGW, WCVR, WGEE.

RANDY TRAVIS "Can't Stop Now" (WB) 25/3
Rotations: Heavy 1, Medium 10, Light 14, Total Adds 3, WYAY, KVOO, KMPS, Heavy: WOW, Medium: WTSV, KKYR, KKIX, KFDI, KRWO, KTOU.

JOHNNY CASH & WAYLON JENNINGS "Even Cowgirls Get The Blues" (Columbia) 24/21
Rotations: Heavy 0, Medium 6, Light 18, Total Adds 21 including WTSV, WCVR, WYII, KKYX, WIRK, KFGO, WOW, KRST, KUZZ, KNIX.

WRAYS "I Don't Want To Know Your Name" (Mercury/PolyGram) 23/7
Rotations: Heavy 0, Medium 2, Light 21, Total Adds 7, KEAN, WYNK, WTVY, KIKK, KFGO, KTTT, KIGO, Medium: KRWO, Light: WVAM, WIXY.

LISA CHILDRESS "This Time It's You" (AMI) 23/5
Rotations: Heavy 3, Medium 3, Light 17, Total Adds 5, KRRV, WGTO, WESC, WMNI, WTSO, Heavy: WOKK, KTTT, KUGN, Medium: WTVY, WOW, KFDI.

JOHNNY PAYCHECK "Old Vloinn" (Mercury/PolyGram) 22/16
Rotations: Heavy 0, Medium 3, Light 19, Total Adds 16 including KEAN, WDXE, WPAP, KKYX, WTSO, KTTT, WTOD, KVOO, KOIL, KTOU.

WAYLON JENNINGS "Will The Wolf Survive" (MCA) 19/13
Rotations: Heavy 0, Medium 0, Light 19, Total Adds 13 including WXTU, WYII, KASE, WCXI, KCJB, KTPK, KFRE, KRWO, KEIN, KSSN.

MALCHAK & RUCKER "Let Me Down Easy" (Alpine) 18/6
Rotations: Heavy 2, Medium 4, Light 12, Total Adds 6, WCAO, KKYX, KJNE, KFGO, KVOO, KSOP, Heavy: WCUZ, KIGO, Medium: WPAP, WXCL.

KAREN TAYLOR-GOOD "Come In Planet Earth" (Mesa) 18/1
Rotations: Heavy 0, Medium 2, Light 16, Total Adds 1, KVOO, Medium: WCUZ, KRWO, Light: WIXY, WYII, WDXE, WLWI, KKYX, KFGO, KTTT.

BARBARA FAIRCCHILD "Just Out Riding Around" (Capitol) 17/7
Rotations: Heavy 0, Medium 6, Light 11, Total Adds 7, WVAM, WIXY, WEZL, KKYX, KTTT, KIGO, KIIM, Medium: WTSO, WOW, KFDI, KRWO.

J.D. MARTIN "Running Out Of Reasons To Run" (Capitol) 17/3
Rotations: Heavy 0, Medium 2, Light 15, Total Adds 3, WPAP, KKYX, KTTT, Medium: KRWO, Light: WOKO, WCVR, WIXY, WIRK, WAXX, KFDI, KALF.

JOHNNY RODRIGUEZ "Maxine" (Epic) 17/0
Rotations: Heavy 0, Medium 7, Light 10, Total Adds 0, Medium: WOW, KTTT, WWJO, KFDI, KKAL, KRWO, Light: WBGW, WCVR, KRRV, KILT-FM.

JAMES & MICHAEL YOUNGER "Back On The Radio Again" (Air) 17/1
Rotations: Heavy 0, Medium 3, Light 9, Total Adds 1, WBGW, Medium: WAJR, WIRK, WCXI, WTOD, WTCM, KRWO, KCBO, Light: WKLO, WPAP.

HOLLY DUNN "Two Too Many" (MTM) 15/10
Rotations: Heavy 0, Medium 1, Light 14, Total Adds 10, WCVR, WYII, WOKK, WLWI, WKKO, WXCL, WTCM, KVOO, KALF, KIGO.

BRENDA LEE "Two Hearts" (MCA) 12/8
Rotations: Heavy 0, Medium 2, Light 10, Total Adds 8, WKLO, KIKK, WOW, KIOV, KVOO, KRWO, KCKC, KIGO, Medium: KKAL, Light: WYII.

LEWIS STOREY "Katie, Take Me Dancin'" (Columbia) 11/6
Rotations: Heavy 0, Medium 3, Light 8, Total Adds 6, KASE, WOKK, WAPX, WAXX, KTTT, KFRE, Medium: WTSV, WOW, Light: WEZL, KSOP.

BOBBY BARE "Better Not Look Down" (EMI America) 11/1
Rotations: Heavy 0, Medium 2, Light 9, Total Adds 1, KVOO, Medium: WCVR, KKYX, Light: WOKO, WIXY, WOW, WTCM, KIK-FM, KALF.

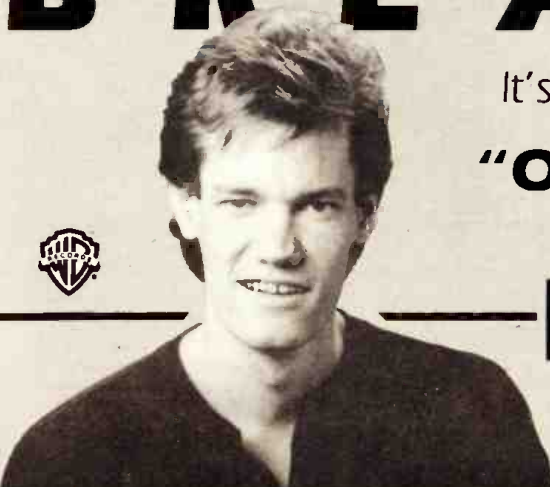
RONNY ROBBINS "Blank Check (On My Love)" (Columbia) 9/4
Rotations: Heavy 0, Medium 1, Light 8, Total Adds 4, WWKA, WCXI, WTCM, KVOO, Medium: WCVR, Light: WOW, KKAL, KALF.

LEON EVERETTE "Danger List (Give Me Someone I Can Love)" (Orlando) 8/8
Rotations: Heavy 0, Medium 0, Light 8, Total Adds 8, WVAM, WTSV, WCVR, KRRV, WTVY, WESC, KRWO, KCBO.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
DWIGHT YOAKAM/Guitars, Cadillacs (Reprise/WB)	<i>Guitars, Cadillacs, Etc.</i>
DON WILLIAMS/Then It's Love (Capitol)	<i>New Moves</i>
EMMYLOU HARRIS/Just Someone I Used To Know (WB)	<i>Thirteen</i>
REBA McENTIRE/Little Rock (MCA)	<i>Whoever's In New England</i>
GEORGE STRAIT/In Too Deep (MCA)	<i>Something Special</i>
CONWAY TWITTY/Lay Me Down Carolina (WB)	<i>Chasin' Rainbows</i>
REBA McENTIRE/Can't Stop Now (MCA)	<i>Whoever's In New England</i>
MERLE HAGGARD/Okie From Muskogee's Comin' Home (Epic)	<i>A Friend In California</i>
WAYLON JENNINGS/Shadow Of Your Distant Friend (MCA)	<i>Will The Wolf Survive</i>

BREAKERS!!!



It's better the second time around!

"On The Other Hand"
b/w **"Can't Stop Now!"**

28962

Randy Travis

R&R **BREAKERS** 37

From the "Storms Of Life" album to be released 6/2/86

FULL-SERVICE AC

TOP 20

Three Two Last
Weeks Weeks Weeks

5	1	1	1 WHITNEY HOUSTON/The Greatest Love Of All (Arista)
7	6	3	2 DENNIS DeYOUNG/Call Me (A&M)
15	12	7	3 SADE/Never As Good As The First Time (Portrait/CBS)
1	2	2	4 STEVIE WONDER/Overjoyed (Tamla/Motown)
20	17	8	5 PATTI LABELLE/MICHAEL McDONALD/On My Own (MCA)
9	5	4	6 DIRE STRAITS/So Far Away (WB)
—	20	12	7 MADONNA/Live To Tell (Sire/WB)
13	10	9	8 PHIL COLLINS/Take Me Home (Atlantic)
2	3	5	9 FORCE MD'S/Tender Love (Tommy Boy/WB)
6	4	6	10 DIONNE WARWICK/Whisper In The Dark (Arista)
—	18	13	11 MIAMI SOUND MACHINE/Bad Boy (Epic)
—	19	11	12 SIMPLY RED/Holding Back The Years (Elektra)
16	13	11	13 BANGLES/Manic Monday (Columbia)
—	—	20	14 MOODY BLUES/Your Wildest Dreams (Polydor/PG)
—	—	19	15 BILLY OCEAN/There'll Be Sad Songs (To Make You Cry) (Jive/Arista)
12	11	16	16 JERMAINE JACKSON/Think It's Love (Arista)
8	7	10	17 MELISSA MANCHESTER & AL JARREAU/The Music Of Goodbye (MCA)
14	14	14	18 BARRY MANILOW/He Doesn't Care (But I Do) (RCA)
DEBUT			19 GEORGE MICHAEL/A Different Corner (Columbia)
DEBUT			20 CULTURE CLUB/Move Away (Virgin/Epic)

MAY 2, 1986

Total Reports/Adds	Heavy	Medium	Light
46/0	43	3	0
42/1	33	7	2
40/0	32	7	1
39/0	21	15	3
42/5	25	13	4
36/1	27	8	1
41/3	15	25	1
33/1	26	7	0
35/0	16	17	2
32/0	22	10	0
31/1	20	8	3
34/2	18	12	4
29/0	13	13	3
39/9	3	26	10
36/2	5	26	5
25/0	13	8	4
26/0	14	8	4
25/0	7	15	3
31/6	4	16	11
25/1	3	18	4

MOST ADDED

- NEIL DIAMOND (18)
Headed For The Future (Columbia)
- JAMES TAYLOR (16)
That's Why I'm Here (Columbia)
- ATLANTIC STARR (9)
If Your Heart Isn't In It (A&M)
- MOODY BLUES (9)
Your Wildest Dream (Polydor/PolyGram)
- STEPHEN BISHOP (8)
The Heart Is So Willing (MCA)

HOTTEST

- WHITNEY HOUSTON (39)
The Greatest Love Of All (Arista)
- PHIL COLLINS (19)
Take Me Home (Atlantic)
- P. LABELLE/M. McDONALD (18)
On My Own (MCA)
- DENNIS DeYOUNG (17)
Call Me (A&M)
- SADE (17)
Never As Good As The... (Portrait/CBS)
- DIRE STRAITS (16)
So Far Away (WB)

BREAKERS

DREAM ACADEMY

Love Parade (Reprise/WB)

51% of our reporters on it. Rotations: Heavy 4, Medium 12, Light 8, Total Adds 7, KJR, WCHS, WHBY, WING, WSPD, KBOI, WGBR.

NEW & ACTIVE

- ATLANTIC STARR "If Your Heart Isn't In It" (A&M) 22/9
Rotations: Heavy 0, Medium 13/3, Light 9/6, Total Adds 9, WCCO, KHOW, KJR, WICC, WCHS, WHBC, WING, KUGN, WASK, Medium including WHBY, WNNR, WPOE, WTKO, WGBR, WSTU, KTWO, KYJC, KVEC.
- MIKE & THE MECHANICS "All I Need Is A Miracle" (Atlantic) 22/2
Rotations: Heavy 3/0, Medium 15/2, Light 4/0, Total Adds 2, WTAE, WHAS, Heavy: WWKB, WPOE, WMTR, Medium including WTVN, KHOW, KFMB, WICC, WGY, WHBC, WING, KBOI, WNNR, WGBR, WSTU, WOIL, KYJC.
- LEVEL 42 "Something About You" (Polydor/PolyGram) 21/0
Rotations: Heavy 2/0, Medium 17/0, Light 2/0, Total Adds 0, Heavy: WPOE, KTWO, Medium including WFBR, WTVN, KHOW, KFMB, KJR, WCHS, WGY, WGOV, WHBC, WING, WSPD, KBOI, WGBR, WSTU.
- HOWARD JONES "No One Is To Blame" (Elektra) 20/5
Rotations: Heavy 0, Medium 15/4, Light 5/1, Total Adds 5, WFBR, WWKB, KJR, WGOV, WRVA, Medium including KHOW, WCHS, KBOI, KUGN, KSL, WPOE, WMTR, WGBR, WJBC, WASK, KYJC.
- NEIL DIAMOND "Headed For The Future" (Columbia) 18/18
Rotations: Heavy 1/1, Medium 6/6, Light 11/11, Total Adds 18, WFBR, WPRO, WCCO, KHOW, WICC, WCHS, WHBC, KBOI, KSL, WNNR, WTKO, WMTR, WGBR, WJBC, WOIL, KTWO, KYJC, KVEC.
- JAMES TAYLOR "That's Why I'm Here" (Columbia) 17/16
Rotations: Heavy 0, Medium 10/9, Light 7/7, Total Adds 16, WCCO, KJR, WHBY, WHBC, WIBA, KBOI, KUGN, KSL, WPOE, WTKO, WGBR, WSTU, WJBC, KTWO, KYJC, KVEC, Medium including WGOV.
- OMD "If You Leave" (A&M) 16/1
Rotations: Heavy 1/0, Medium 13/0, Light 2/1, Total Adds 1, WCIL, Heavy: WWKB, Medium: WTVN, KHOW, WCHS, WING, WSPD, KBOI, KSL, WNNR, WPOE, WMTR, WSTU, KTWO, KYJC.
- STEPHEN BISHOP "The Heart Is So Willing" (MCA) 13/8
Rotations: Heavy 0, Medium 6/3, Light 7/5, Total Adds 16, KHOW, WCHS, WRVA, WING, WNNR, WMTR, KFOD, KTWO, Medium including WSPD, KBOI, KSL.
- MARILYN MARTIN "Move Closer" (Atlantic) 13/3
Rotations: Heavy 2/0, Medium 6/0, Light 5/3, Total Adds 3, WCCO, WCHS, KYJC, Heavy: WTKO, KTWO, Medium: WFBR, WHBY, WBA, WNNR, WPOE, WSTU.
- RONNIE MILSAP "Happy, Happy Birthday Baby" (RCA) 11/7
Rotations: Heavy 0, Medium 6/3, Light 5/4, Total Adds 7, 5SKRC, WCCO, WHBY, WIBC, WPOE, WJBC, KVEC, Medium including WFBR, WHAS, KTWO.

TEMPTATIONS "A Fine Mess" (Motown) 10/4

Rotations: Heavy 0, Medium 3/0, Light 7/4, Total Adds 4, WCCO, WGOV, WGBR, WASK, Medium: KHOW, WSTU, KYJC.

SIGNIFICANT ACTION

JOHN DENVER "Flying For Me" (RCA) 7/3

Rotations: Heavy 0, Medium 4/1, Light 3/2, Total Adds 3, WCCO, WIBA, WPOE, Medium including WHBY, KSL, WJBC.

PET SHOP BOYS "West End Girls" (EMI America) 7/2

Rotations: Heavy 2/0, Medium 3/1, Light 2/1, Total Adds 2, WWKB, WSPD, Heavy: WTAE, WICC, Medium including WTVN, WNNR.

WILLIE NELSON "Living In The Promiseland" (Columbia) 7/1

Rotations: Heavy 2/0, Medium 4/1, Light 1/0, Total Adds 1, KTWO, Heavy: WTMJ, WHBY, Medium including KSL, WJBC, WCIL.

MATT BIANCO "Half A Minute" (Atlantic) 7/0

Rotations: Heavy 2/0, Medium 3/0, Light 2/0, Total Adds 0, Heavy: WCCO, KTWO, Medium: WHBY, KUGN, WASK.

DAVID PACK "That Girl Is Gone" (WB) 6/5

Rotations: Heavy 0, Medium 2/1, Light 4/4, Total Adds 5, WCCO, KJR, WHBC, WTKO, WASK, Medium including KYJC.

HANK WILLIAMS JR. "Ain't Misbehavin'" (WB) 6/0

Rotations: Heavy 0, Medium 4/0, Light 2/0, Total Adds 0, Medium: WCCO, WIBA, KOB, KTWO, Light: WCHS, WJBC.

ANNE MURRAY "Who's Leaving Who" (Capitol) 5/5

Rotations: Heavy 0, Medium 4/4, Light 1/1, Total Adds 5, WFBR, WCCO, KUGN, WTKO, KVEC.

SHEENA EASTON "Magic Of Love" (EMI America) 5/1

Rotations: Heavy 0, Medium 2/0, Light 3/1, Total Adds 1, WASK, Medium: KUGN, WPOE.

GRAHAM NASH "Innocent Eyes" (Atlantic) 5/1

Rotations: Heavy 1/0, Medium 2/1, Light 2/0, Total Adds 1, WPOE, Heavy: KTWO, Medium including WNNR.

EL DeBARGE "Who's Johnny" (Gordy/Motown) 4/3

Rotations: Heavy 0, Medium 1/1, Light 3/2, Total Adds 3, WHBC, WSPD, KYJC, Light including WNNR.

CHUCK MANGIONE "Save Tonight For Me" (Columbia) 4/0

Rotations: Heavy 0, Medium 3/0, Light 1/0, Total Adds 0, Medium: WCCO, WHBY, KVEC, Light: WJBC.

DON DORSEY "Presto!" (Telarc) 4/0

Rotations: Heavy 0, Medium 0, Light 4/0, Total Adds 0, Light: WTMJ, WCCO, WHBY, WHBC.

LITTLE RIVER BAND "Time For Us" (Capitol) 3/3

Rotations: Heavy 0, Medium 1/1, Light 2/2, Total Adds 3, WFBR, WCCO, WNNR.

JONATHAN BUTLER "Baby, Please Don't Take It" (Jive/Arista) 3/3

Rotations: Heavy 0, Medium 2/2, Light 1/1, Total Adds 3, WCCO, KSL, KVEC.

HOOTERS "Where Do The Children Go" (Columbia) 3/0

Rotations: Heavy 0, Medium 2/0, Light 1/0, Total Adds 0, Medium: WPOE, KTWO, Light: KYJC.

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AMERICAN
IMAGE™
PRODUCTIONS

12 YEARS OF THE BEST

ADULT CONTEMPORARY

BREAKERS

DREAM ACADEMY Love Parade (Reprise/WB)

56% of our reporters on it. Rotations: Heavy 2, Medium 38, Light 21, Total Adds 13 including WSNY, WOMC, KLSI, WMYX, B100, KEY103, KELT, 3WM. Moves 30-25 on the AC chart.

TEMPTATIONS

A Fine Mess (Motown)

50% of our reporters on it. Rotations: Heavy 0, Medium 25, Light 29, Total Adds 9, KVIL-FM, WLTS, WKYE, WXTX, WDLT, KLYF, KQ99, WTNY, WAHR. Debuts at number 30 on the AC chart.

NEW & ACTIVE

DAVID PACK "That Girl Is Gone" (WB) 52/31
Rotations: Heavy 0, Medium 22/5, Light 31/16, Total Adds 21 including 97A1A, WSNY, KGW, KIFM, WAEB, WKYE, WJDX, KWAV. Medium including WWTX, KOST, 96WAVE, WSFL, WNAM, WKNE, WSKI, WQHG.

JONATHAN BUTLER "Baby, Please Don't Take It" (Jive/Arista) 52/11
Rotations: Heavy 1/0, Medium 19/1, Light 32/10, Total Adds 11, WFSM, WKYE, KEY103, K106, WSKL, Q106, WMGN, KVVU, KDKJ, WMMJ, KWBE, Heavy: WBOW. Medium including KIFM, WAEB, KWFM, WSKY, WKUS.

MARILYN MARTIN "Move Closer" (Atlantic) 49/6
Rotations: Heavy 1/0, Medium 25/2, Light 22/4, Total Adds 6, KLYF, KDUK, KGMG, WTNV, WEIZ, WKYX, Heavy: KIFM, WEIM. Medium including WAEB, 96WAVE, WSFL, KWAV, WMMJ, WKNE, WSKI, WQHG, 194, WJON.

NEIL DIAMOND "Headed For The Future" (Columbia) 47/47
Rotations: Heavy 0, Medium 14/14, Light 33/33, Total Adds 47 including KVIL-FM, 97A1A, WLTF, WOMC, KLSI, KUDL, K594, KYKY, KMJ, KKL, KHLY, WFSM, WKYE, 96WAVE, WTRX, KGMG.

JANET JACKSON "What Have You Done For Me Lately" (A&M) 42/4
Rotations: Heavy 2/0, Medium 21/1, Light 16/3, Total Adds 4, K101, KELT, WSFL, KKUA, Heavy: V100, WKYE, WSKI, WHPA, WCKO. Medium including WHTX, KVIL-FM, KYKY, K10A, WTRX, KWFM, KQSW, KALE.

ARETHA FRANKLIN "Ain't Nobody Ever Loved You" (Arista) 41/8
Rotations: Heavy 1/0, Medium 15/0, Light 25/8, Total Adds 8, WKGW, KQ99, KGMG, WORG, WKYX, WAEB, 194, WBOW. Heavy: WSFL. Medium including WAEB, KELT, WMGN, KWFM.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 WHITNEY HOUSTON	109/0	105	4	0
2 SIMPLY RED	107/3	91	14	2
3 PATTI LABELLE/MICHAEL McDONALD	107/2	87	17	3
4 SADE	106/0	80	21	5
5 MADDONNA	108/0	71	32	5
6 PHIL COLLINS	103/0	94	8	1
7 DENNIS DeYOUNG	101/0	77	19	5
8 MIAMI SOUND MACHINE	96/3	50	42	4
9 BILLY OCEAN	108/3	33	62	13
10 DIRE STRAITS	85/1	36	37	12
11 LEVEL 42	87/1	28	56	3
12 CULTURE CLUB	76/1	25	41	10
13 JERMAINE JACKSON	79/0	26	43	10
14 BANGLES	99/10	14	62	23
15 MOODY BLUES	93/12	20	57	16
16 HOWARD JONES	81/5	28	43	10
17 MIKE & THE MECHANICS	92/14	6	53	33
18 GEORGE MICHAEL	68/1	16	34	18
19 DIONNE WARWICK	73/0	23	43	7
20 OMD	64/0	12	30	22
21 FORCE MD'S	75/13	5	45	25
22 ATLANTIC STARR	58/0	10	28	20
23 STEVIE WONDER	46/0	9	25	12
24 HEART	61/13	2	38	21
25 DREAM ACADEMY	60/6	2	46	12
26 STEPHEN BISHOP	40/0	6	21	13
27 ATLANTIC STARR	47/47	0	14	33
28 NEIL DIAMOND	34/7	14	10	10
29 PET SHOP BOYS	54/9	0	25	29
30 TEMPTATIONS				

MOST ADDED

NEIL DIAMOND (47)
Headed For The Future (Columbia)
JAMES TAYLOR (29)
That's Why I'm Here (Columbia)
ANNE MURRAY (23)
Who's Leaving Who (Capitol)
DAVID PACK (21)
That Girl Is Gone (WB)
GEORGE MICHAEL (14)
A Different Corner (Columbia)

HOTTEST

WHITNEY HOUSTON (92)
The Greatest Love Of All (Arista)
PHIL COLLINS (77)
Take Me Home (Atlantic)
P. LABELLE/M. McDONALD (60)
On My Own (MCA)
DENNIS DeYOUNG (39)
Call Me (A&M)
SADE (39)
Never As Good As The... (Portrait/CBS)

EL DeBARGE "Who's Johnny" (Gordy/Motown) 38/13
Rotations: Heavy 1/0, Medium 15/4, Light 22/9, Total Adds 13, V100, WKGW, K106, 96WAVE, WJDX, KQ99, WMGN, KWFM, WMMJ, WHPA, WORG, 194, WJON. Heavy: KELT. Medium including WHTX, WSFL, KALE.

JAMES TAYLOR "That's Why I'm Here" (Columbia) 36/29
Rotations: Heavy 0, Medium 9/6, Light 27/23, Total Adds 29 including WSB-FM, KVIL-FM, 97A1A, WARM88, WLTF, KIFM, WNAM, K10A, WTRX, KWAV, KGMG, WEIM, WKNE, WSKI. Medium including WMMJ, KOST, WXTX.

PET SHOP BOYS "West End Girls" (EMI America) 34/7
Rotations: Heavy 1/4, Medium 10/1, Light 15/1, Total Adds 7, WHTX, WMMJ, WSNY, KEZR, WJDX, WLHT, KKUA. Heavy including WLTF, B100, V100, WKYE. Medium including WIVY, WENS, WFMK, KALE.

VOICES OF AMERICA "Hands Across America" (EMI America) 33/2
Rotations: Heavy 1/0, Medium 17/1, Light 15/1, Total Adds 2, WSNY, WLAV-FM. Heavy: WFSM. Medium including WHTX, WLTF, V100, WKGW, 96WAVE, 3WM, KWFM, WCKO, KTYL, KKL, KALE.

HIROSHIMA "One Wish" (Epic) 32/13
Rotations: Heavy 0, Medium 8/1, Light 24/12, Total Adds 13 including K106, 96WAVE, WJDX, WSFL, WNAM, KDUK, WGLL, WMT-FM, 194, WBOW. Medium including WPIX, KOST, KIFM, WKNE.

ELO "So Serious" (CBS Associated) 29/2
Rotations: Heavy 0, Medium 9/2, Light 20/0, Total Adds 2, KLYF, WTNV. Medium including K10A, WMGN, WSKI, WHPA, KTYL, WJON, KALE.

SIGNIFICANT ACTION

JEAN-MICHEL JARRE "Fourth Rendezvous" (Polydor/PolyGram) 24/6
Rotations: Heavy 0, Medium 4/0, Light 20/6, Total Adds 6, WAEB, K106, WNAM, WKNE, WHPA, KKL, WEIM. Medium: WMT-FM, KALE.

ANNE MURRAY "Who's Leaving Who" (Capitol) 23/23
Rotations: Heavy 0, Medium 4/4, Light 18/19, Total Adds 23 including WKYE, WNAM, K10A, WTRX, WEIM, WKNE, WGLL, WSKY, WCKO, WEIZ, WGSV, WAHR, WJON, KKL, WSKL, Q106, WSKL.

SUZANNE VEGA featuring JOE JACKSON "Left Of Center" (A&M) 23/3
Rotations: Heavy 0, Medium 6/0, Light 17/3, Total Adds 3, 96WAVE, WAEB, 194, Medium: WKYE, WAEB, WEIM, WSKI, KTYL, KKL.

HOOTERS "Where Do The Children Go" (Columbia) 21/1
Rotations: Heavy 0, Medium 10/0, Light 11/1, Total Adds 1, B107, Medium: KVIL-FM, WFSM, WKYE, WMGN, WMMJ, WEIM, WSKY, WCHY, KQSW, KALE.

MR. MISTER "Is It Love" (RCA) 18/3
Rotations: Heavy 1/0, Medium 10/0, Light 7/0, Total Adds 3, K106, WLAV-FM, WFFX. Heavy: WMGN. Medium: KVIL-FM, V100, KVVU, KWFM, WEIM, WCKO, KTYL, 194, KQSW, KALE.

BLOW MONKEYS "Diggin' Your Scene" (RCA) 16/6
Rotations: Heavy 0, Medium 0, Light 16/6, Total Adds 6, WFSM, WSFL, WQHG, WCKO, WZLO, KALE. Light including WMMJ, WSKY, WEIZ, KQSW.

RONNIE MILSAP "Happy Birthday Baby" (RCA) 13/11
Rotations: Heavy 1/0, Medium 2/1, Light 10/10, Total Adds 11, WNAM, WEIM, WGLL, WSKI, WGSV, WORG, WAEB, KTYL, WMT-FM, WBOW, KQSW. Heavy: WAHR. Medium including KALE.

PATTI AUSTIN "The Heat Of Heat" (Qwest/WB) 11/3
Rotations: Heavy 0, Medium 5/0, Light 6/3, Total Adds 3, KELT, WSKY, KALE. Medium: WPIX, KOST, WEIM, WORG, WZLO, WJAC-FM.

JOHN COUGAR MELLENCAMP "Under The Boardwalk" (Riva/PolyGram) 9/2
Rotations: Heavy 1/0, Medium 3/0, Light 4/2, Total Adds 2, WKGW, K101. Heavy: U102, WLTF. Medium: KHLY, WAHR, WJAC-FM.

HEART "Nothin' At All" (Capitol) 8/2
Rotations: Heavy 0, Medium 6/0, Light 2/2, Total Adds 2, KVIL-FM, B100. Medium: V100, WQHG, WCKO, WZLO, KTYL, KALE.

The Call That Gets It All!



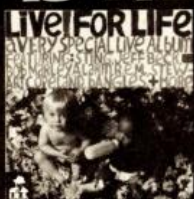
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RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

157 Reports

Three Weeks AOR Weeks	Rank	Last Week's Rank	Artist/Track (Label)	Total Reports/Adds	Power	Heavy	Medium
2	2	1	1 JOURNEY/Be Good To Yourself (Columbia)	131-1	57+	118+	12-
7	4	3	2 ROLLING STONES/One Hit (To The Body) (Rolling Stones/Columbia)	138+14	35+	109+	27-
3	3	2	3 JULIAN LENNON/Stick Around (Atlantic)	136-10	40+	113+	23-
19	6	5	4 MOODY BLUES/Your Wildest Dreams (Polydor/PG)	146+15	35+	102+	43-
23	15	6	5 BOB SEGER & THE SILVER.../Like A Rock (Capitol)	130+12	32+	106+	23-
50	26	13	6 HEART/Nothin' At All (Capitol)	125+14	28+	78+	46-
—	—	15	7 PETER GABRIEL/Sledgehammer (Geffen)	145+18	13+	53+	81-
13	11	8	8 SIMPLE MINDS/All The Things She Said (Virgin/A&M)	116-10	24+	70+	44-
1	1	4	9 VAN HALEN/Why Can't This Be Love (WB)	101-10	36-	85-	13+
—	—	18	10 SPECIAL/Like No Other Night (A&M)	132+16	19+	64+	65-
—	—	22	11 GTR/When The Heart Rules The Mind (Arista)	131+12	3+	42+	80-
18	17	14	12 VAN HALEN/Best Of Both Worlds (WB)	108-13	17+	58+	47-
12	12	10	13 MR. MISTER/Is It Love (RCA)	98-10	21-	72-	26-
15	13	11	14 ROLLING STONES/Winning Ugly (Rolling Stones/Columbia)	106-13	4-	53-	50-
37	23	20	15 JOE JACKSON/Right And Wrong (A&M)	124+13	7-	40+	73+
10	9	7	16 HONEYMOON SUITE/Feel It Again (WB)	92-12	23-	75-	16-
11	10	9	17 DAVID BOWIE/Absolute Beginners (EMI America)	113-11	11-	54-	51-
22	21	21	18 VAN HALEN/Dreams (WB)	99+18	5+	48+	48+
—	—	37	19 JOURNEY/Girl Can't Help It (Columbia)	91+29	1-	45+	43+
8	5	12	20 ZZ TOP/Rough Boy (WB)	78-11	20-	50-	26+
—	—	29	21 JOHN C. MELLENCAMP/Rain On The Scarecrow (Riva/PG)	97+10	7+	31+	62+
44	39	34	22 INXS/Listen Like Thieves (Atlantic)	99+13	2-	25+	66+
38	33	27	23 STARSHIP/Tomorrow Doesn't Matter Tonight (Grunt/RCA)	89+9	9-	37+	48-
41	35	33	24 HOWARD JONES/No One Is To Blame (Elektra)	83+8	9-	36+	44-
16	16	17	25 GRAHAM NASH/Innocent Eyes (Atlantic)	88-11	3+	29-	53-
55	44	38	26 MODELS/Out Of Mind Out Of Sight (Geffen)	104+12	3+	17-	69+
39	32	28	27 BOB DYLAN & THE HEARTBREAKERS/Band Of The Hand (MCA)	90+4	3-	22+	60-
25	24	24	28 JUDAS PRIEST/Locked In (Columbia)	82-10	2-	21-	50-
—	—	47	29 JOURNEY/Raised On Radio (Columbia)	67+24	0-	27+	36+
29	25	25	30 JIMMY BARNES/Working Class Man (Geffen)	80-10	2-	20+	51-
4	7	22	31 FABULOUS THUNDERBIRDS/Uff! Enuff (CBS Associated)	62-11	5-	29-	31+
43	42	39	32 BOB SEGER & THE SILVER.../Tightrope (Capitol)	58+15	2+	30+	27+
40	38	35	33 VAN HALEN/Love Walks In (WB)	62+16	2+	27+	33+
33	30	34	34 JACKSON BROWNE/Lives In The Balance (Asylum)	65-11	1-	32-	30-
—	—	50	35 ROBERT PALMER/Hyperactive (Island)	78+10	1-	17-	48-
6	8	19	36 BOB SEGER & THE SILVER.../American Storm (Capitol)	50-10	9-	39-	8-
—	—	54	37 GIUFFRIA/1 Must Be Dreaming (Camel/MCA)	77+9	2-	12+	55+
59	51	41	38 HONEYMOON SUITE/Bad Attitude (WB)	69+9	0-	21+	40+
20	20	26	39 CALL/1 Still Believe (Great Design) (Elektra)	61-12	6-	16-	41-
—	—	52	40 ICEHOUSE/No Promises (Chrysalis)	78+21	3+	11+	50+
35	34	35	41 HOOTERS/Where Do The Children Go (Columbia)	59-10	3+	18-	38-
53	47	43	42 TEARS FOR FEARS/Mothers Talk (Mercury/PG)	73-12	2+	7-	57-
9	18	31	43 ROBERT PALMER/Addicted To Love (Island)	44-10	8-	27-	13-
5	14	23	44 ROLLING STONES/Harlem Shuffle (Rolling Stones/Columbia)	42-10	8-	34-	5-
—	—	57	45 GOLDEN EARRING/Quiet Eyes (21/Atco)	79+25	0-	0-	59+
—	—	56	46 KROKUS/Burning Up The Night (Arista)	67-10	2-	5-	46+
—	—	51	47 HEAR 'N AID/Stars (Mercury/PG)	71+8	0-	4-	50+
14	19	32	48 JACKSON BROWNE/In The Shape Of A Heart (Asylum)	57+19	5+	20+	31+
31	31	42	49 PHIL COLLINS/Take Me Home (Atlantic)	36-10	7-	23-	11-
28	37	50	50 LOU REED/No Money Down (RCA)	62+16	1-	6+	45+
38	48	48	51 MIKE & THE MECHANICS/All I Need Is A Miracle (Atlantic)	36-11	9-	22-	10-
—	—	52	52 FIRM/Live In Peace (Atlantic)	37-12	4+	13-	21-
38	48	48	53 PET SHOP BOYS/West End Girls (EMI America)	35-11	5-	22-	13-
—	—	54	54 JOE COCKER/You Can Leave Your Hat On (Capitol)	46+12	3-	8-	30+
—	—	55	55 OUTFIELD/All The Love (Columbia)	46+16	0-	11+	24+
—	—	56	56 MOODY BLUES/The Other Side Of Life (Polydor/PG)	41+13	2+	12+	27+
—	—	57	57 ROB JUNGKAS/Boystown (Manhattan)	59+18	0-	2-	30+
58	80	80	58 OMD/1 You Leave (A&M)	29-11	8+	17-	10-
45	45	53	59 KATRINA & THE WAVES/Is That It? (Capitol)	37-10	3+	12-	22-
—	—	59	60 SUZANNE VEGA with JOE JACKSON/Left Of Center (A&M)	36-13	2-	9-	22+

BREAKERS

VAN HALEN
Dreams (WB)
63% of our reporters on it.

INXS
Listen Like Thieves (Atlantic)
63% of our reporters on it.
JOHN C. MELLENCAMP
Rain On The Scarecrow (Riva/PolyGram)
62% of our reporters on it.

AOR ALBUMS

Three Two Last
Weeks Weeks Weeks

157 Reports

MAY 2, 1986

Total
Reports/Adds

Power Heavy Medium

2	2	2	1	VAN HALEN/5150 (WB)	"Both" (108) "Why Can't" (101) "Dreams" (99)	133-0	59-	126-	6-
1	1	1	2	ROLLING STONES/Dirty Work (Rolling Stones/Columbia)	"One Hit" (138) "Winning" (106) "Harlem" (42)	150-0	47-	132-	15-
-	-	4	3	JOURNEY/Raised On Radio (Columbia)	"Be Good" (131) "Girl" (91) "Raised" (67)	141+/3	58+	124+	16-
3	3	3	4	BOB SEGER & THE SILVER.../Like A Rock (Capitol)	"Rock" (130) "Tightrope" (58) "American" (50)	150=/1	45+	137+	12-
-	-	6	5	MOODY BLUES/The Dther Side Of Life (Polydor/PG)	"Wildest" (146) "Other Side" (41) "Rock" (29)	148+/3	36+	103+	44-
6	4	5	6	JULIAN LENNON/The Secret Value Of Daydreaming (Atlantic)	"Stick Around" (136) "You Got What" (12)	139-0	40+	115+	24-
9	7	7	7	HONEYMOON SUITE/The Big Prize (WB)	"Feel It Again" (92) "Bad Attitude" (69)	123-1	23-	84-	35+
DEBUT			8	38 SPECIAL/Strength In Numbers (A&M)	"Like No" (132) "Somebody" (28) "Heart's" (11)	132 /6	19-	64	65
33	20	15	9	HEART/Heart (Capitol)	"Nothin' At All" (125)	128+/14	28+	79+	48-
5	5	8	10	ZZ TOP/Afterburner (WB)	"Rough Boy" (78) "Woke Up" (38) "Velcro" (25)	110=/7	23-	61-	46+
19	14	13	11	JOE JACKSON/Big World (A&M)	"Right And Wrong" (124) "West" (21) "Home" (10)	132+/12	7-	45+	77+
10	10	10	12	SIMPLE MINDS/Once Upon A Time (Virgin/A&M)	"All The Things" (116)	118-0	24+	70+	45-
DEBUT			13	GTR/GTR (Arista)	"When The Heart" (131) "Jekyll And Hyde" (15)	133 /4	3	42	82
4	6	9	14	JACKSON BROWNE/Lives In The Balance (Asylum)	"Live" (65) "In The Shape" (57) "America" (23)	108-/2	8-	52-	48-
12	12	12	15	MR. MISTER/Welcomes To The Real World (RCA)	"Is It Love" (98)	99-0	21-	73-	26-
11	11	11	16	ABSOLUTE BEGINNERS/Soundtrack (EMI America)	"Absolute" (113)	115-/3	11-	54-	52-
8	9	14	17	ROBERT PALMER/Riptide (Island)	"Hyperactive" (75) "Addicted" (44)	103=/6	9-	38-	55+
21	18	18	18	INXS/Listen Like Thieves (Atlantic)	"Listen" (99) "What You Need" (14)	107+/9	4+	30+	69+
-	32	23	19	JOHN C. MELLENCAMP/Scarecrow (Riva/PG)	"Rain" (97)	104+/8	7+	36+	64+
7	8	16	20	FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)	"Tuff Enuff" (62) "Wrap It Up" (37)	92-/6	6-	36+	48+
15	13	17	21	GRAHAM NASH/Innocent Eyes (Atlantic)	"Innocent Eyes" (88)	89-/1	5+	33-	52-
22	21	20	22	PRETTY IN PINK/Soundtrack (A&M)	"Left" (36) "If You Leave" (29) "Pretty" (19)	69-/4	12+	27-	34+
29	27	25	23	STARSHIP/Knee Deep In The Hoopla (Grunt/RCA)	"Tomorrow" (89)	91+/7	9=	38+	48-
23	23	19	24	JUDAS PRIEST/Turbo (Columbia)	"Locked In" (82) "Turbo Lover" (22)	93-0	2=	22-	59-
-	35	30	25	MODELS/Out Of Mind Out Of Sight (Geffen)	"Out Of Mind" (104)	109+/12	4+	18=	73+
34	31	28	26	HOWARD JONES/Action Replay (Elektra)	"No One" (83)	84+/8	9=	36+	44-
13	15	22	27	MIKE & THE MECHANICS/Mike & The Mechanics (Atlantic)	"All I Need" (36) "Hanging" (33)	65-/3	9-	28-	31-
17	16	21	28	CALL/Reconciled (Elektra)	"I Still Believe" (61) "Everywhere" (17)	73-/6	7=	18-	47-
27	24	24	29	JIMMY BARNES/Jimmy Barnes (Geffen)	"Working Class Man" (80)	83-/1	2=	20+	54-
16	19	26	30	FIRM/Mean Business (Atlantic)	"Live In Peace" (37) "Tear Down" (11)	54-/1	6+	22-	28-
DEBUT			31	ICEHOUSE/Measure For Measure (Chrysalis)	"No Promises" (78)	81 /24	3	11	53
18	22	29	32	JOE COCKER/Cocker (Capitol)	"You Can Leave" (46) "Shelter Me" (22)	68-/9	4-	14-	45-
-	39	33	33	TEARS FOR FEARS/Songs From The Big Chair (Mercury/PG)	"Mothers Talk" (73)	73=/1	2+	7=	57-
30	28	31	34	HOOTERS/Nervous Night (Columbia)	"Where Do" (59)	60-/0	3+	18-	39-
40	40	40	35	OUTFIELD/Play Deep (Columbia)	"All The Love" (46) "Your Love" (16)	60+/16	2-	19+	30+
-	-	35	36	KROKUS/Change Of Address (Arista)	"Burning" (67)	69+/0	2=	5-	46+
31	34	34	37	PET SHOP BOYS/Pleasure (EMI America)	"West End Girls" (35)	39-/1	7-	25-	14-
DEBUT			38	LOU REED/Mistrial (RCA)	"No Money Down" (62)	62 /16	1	6	45
14	17	27	39	PHIL COLLINS/No Jacket Required (Atlantic)	"Take Me Home" (36)	36-/0	7-	23-	11-
32	36	36	40	LEVEL 42/World Machine (Polydor/PG)	"Something" (32)	37-/1	5-	17-	19-

BREAKERS

GTR
GTR (Arista)
85% of our reporters on it.

38 SPECIAL
Strength In Numbers (A&M)
84% of our reporters on it.

NEW & ACTIVE

ROB JUNGKLAS "Closer To The Flame" (Manhattan) 63/22 (0/0)
Adds including WBCN, WXRK, WEBN, WOFM, KBCO, WPDH, KNCN, KLAQ, Heavy 3 including WKOD, KROU, Medium 31 including WNEW, WKLS, KTXO, KZEW, WSHE, WYNF, WLVO, KGB, WEZX, KILQ.

BRIAN SETZER "The Knife Feels Like Justice" (EMI America) 42/5 (46/3)
Adds: KBCO, WAPL, KFMG, WXRK, WOOJ, Heavy 8: WHFS, CHEZ, KMJX, KFOI, WIZN, KSPN, Medium 27 including WBAB, WLUP, WXRT, WLVO, WOFM, KSHE, KAZY, KOMA, WPDH, WEZX, WAAF, WONE, WTUE.

OZZY OSBOURNE "The Ultimate Sin" (CBS Associated) 40/7 (41/0)
Adds: WPDH, KNCN, WKDF, KMCD, WXRK, KRXX, KOZZ, Heavy 8 including KISW, WAQX, KISS, KFMG, KILQ, KKDJ, Medium 25 including WBAB, WXRK, WHJY, KTXQ, KSRR, WYNF, WRIF, KSHE, KUPD, KGB.

ALARM "Strength" (IRS/MCA) 34/8 (29/7)
Adds including WXRK, WCCC, WPDH, WRUF, KOZZ, Heavy 5: WBCN, KMET, WLIR, KNCN, KMBY, Medium 23 including WBAB, WNEW, KROQ, 91X, WHEB, WEZX, WAAF, WBLM, KTYD.

BRUCE HORNSBY & THE RANGE "The Way It Is" (RCA) 29/10 (19/8)
Adds including WNOF, WEBN, KATT, Powers 1: Heavy 3: KBCO, KLBJ, KSPN, Medium 20 including KMET, KZAP, WHEB, KLAQ, WONE, WTUE.

BODEANS "Love & Hope & Sex & Dreams" (Slash/WB) 27/3 (24/12)
Adds: KYYS, CHEZ, WIZN, Powers 1: Heavy 3: WOFM, WLIR, KROU, Medium 15 including WXRT, KBCO, KGOV, 91X, KLAQ, WONE, WTUE, KILQ, KTYD.

LEGEND "Soundtrack" (MCA) 26/0 (27/2)
Powers 1: Heavy 7: WBCN, CHOM, WXRT, KBCO, WLIR, KCGL, KVRE, Medium 15 including 91X, CFOX, WPDH, KTCZ, KILQ.

AEROSMITH "Classics" (Columbia) 25/13 (16/14)
Adds including DC101, WSHE, KGB, WHEB, KLBJ, KLAQ, WDI2, WWWW, Heavy 1: WGR, Medium 10 including WLLZ, KSHE, KISW, WCMF, WAQX.

BOURGEOIS TAGG "Bourgeois Tagg" (Island) 25/2 (23/2)
Adds: KSRR, CFNY, Heavy 8: KAZY, 91X, CHEZ, WONE, WTUE, KFMX, Medium 16 including WXRT, KROQ, KZAP, KLBJ, KNCN.

PETER FRAMPTON "Premonition" (Atlantic) 23/7 (17/6)
Adds including WLQ, KMID, KDJK, Heavy 4: KAZY, WIMZ, WONE, WTUE, Medium 15 including WNEW, KSRR, WYNF, KISW, WLAV, KILQ, WWWW.

BANGLES "Different Light" (Columbia) 21/4 (21/1)
Adds: WBRU, WRDU, KZOO, KTYD, Powers 1: Heavy 7: WHFS, WLIR, WPLR, WXLX, K97, WIZN, KCGL, Medium 12 including WBAB, KSRR.

Continued on Page 72

WE'RE OUT TO BREAK

SOUND BARRIER



LISTEN AND YOU'LL HEAR WHY!

Featuring
"HOLLYWOOD
(DOWN ON YOUR LUCK)"
and "SPEED OF LIGHT"

"SOUND BARRIER uses the classic three pieces plus a frontman line-up, and produces enough Strat/Marshall thunder to summon Thor!"

METAL BLADE RECORDS

—NEW TALENT STREETSCENE

AOR TRACKS

MOST ADDED

- KENNY LOGGINS (32) Danger Zone (Columbia)
JOURNEY (29) Girl Can't Help It (Columbia)
38 SPECIAL (27) Somebody Like You (A&M)
GOLDEN EARRING (25) Quiet Eyes (21Atco)
JOURNEY (24) Raised On Radio (Columbia)

HOTTEST

- JOURNEY (57) Be Good To Yourself (Columbia)
JULIAN LENNON (40) Stick Around (Atlantic)
VAN HALEN (36) Why Can't This Be Love (WB)
ROLLING STONES (35) One Hit... (Rolling Stones/Columbia)
MOODY BLUES (35) Your Wildest Dreams (Polydor/PolyGram)

CHART CLIMBERS

JOURNEY "Girl Can't Help It" (Columbia) 81/29 (62/62)
ADDs including WDFE, WHLY, WKLS, WSHF, WNOR, WRIF, KPSR, KMET, WHEB, WAUF, WRDU, KOGO. Heavy 45 including WXXR, WMMR, KLOL, WYFN, WLVJ, KSHE, KUPD, KROR, KISW, WPPX, WFFY, KILO. Medium 43 including WYYY, WNEW, DC101, KTIX, KSPR, KYYS, KGON, KZAP, KGB, KSJQ, KLSB, WRKI, Moves 37-19
BOB DYLAN & THE HEARTBREAKERS "Band Of The Hand" (MCA) 90/4 (89/9)
ADDs: WRTU, Medium 60 including WYNY, WBAW, WNBC, DC101, WNOR, WLVO, WQFM, KBCO, KMET, KZAP, WAG, WRN, WDIZ, WLAV, KEZO, KLXP, WRKI. Moves 28-27
STARSHIP "Tomorrow Doesn't Matter Tonight" (Brunswick/RCA) 89/9 (81/6)
ADDs: CFOX, WEZZ, WIOT, KRKE. Heavy 22 including WYNY, WBAW, WNBC, DC101, WNOR, WLVO, WQFM, KBCO, KMET, KZAP, WAG, WRN, WDIZ, WLAV, KEZO, KLXP, WRKI. Moves 28-27
HOWARD JONES "No One Is To Blame" (Elektra) 83/6 (75/6)
ADDs: WCMF, KLAQ, WRKL, KOOS, WIOT, KKJQ, KGRQ, KTCL. Heavy 38 including WBAW, WXXR, WLUP, WXRT, WLVO, KAZY, KBPI, 91X, WZZO, KLSB, WONE, WTUE, KGGG. Medium 44 including WNEW, WMMR, KSPR, WSHF, WYFN, KBCO, WHEB, WRPH, WEZZ, WAPL, WBLM, WWWW, Moves 33-24
GOLDEN EARRING "Quiet Eyes" (21Atco) 79/25 (64/64)
ADDs including WBCN, KZEW, WYFN, KGB, WPLR, WAUF, KLSB, WAPL, KZEL, WBLM, KYTD. Heavy 0. Medium 59 including WNEW, WMMR, DC101, WNOR, WLVO, KQOP, KZAP, KROR, WHEB, WPDH, KLOL, KLXP, WWWW, KOZZ. Moves 57-45
ICEHOUSE "No Promises" (Chrysalis) 78/21 (57/16)
ADDs including WXRT, WLIZ, CFOX, WZZO, WPLR, WRXL, WAPL, WROR, KILO, WRFU. Heavy 11 including CHOM, WOFM, KROR, KINK, WLJR, CFNY. Medium 50 including WNEW, KTIX, KZEW, KLOL, WLUP, WLVO, KAZY, KBCO, KXON, 91X, KROQ, KGM, WPDH, WEZZ, KLSB, WBLM, WWWW, KOZZ. Moves 52-40
GIUFFR "I Must Be Dreaming" (Cameo/MCA) 77/9 (66/16)
ADDs: WYYY, WXXR, WHLY, WKLC, KZEL, KQMF, WRKI, WITR, KOLA. Heavy 12 including WOFM, KUPD, KJME, WPDH, WCMF, KNCH, KLOL, Medium 55 including WNEW, KZEW, KSPR, WSHF, WYFN, WFBS, KBPI, KISW, KLSQ, WAPL, KLFX, WWWW, Moves 44-37
ROBERT PALMER "Hyperactive" (Island) 75/10 (65/16)
ADDs including KYYS, KBPI, KSJQ, WKLC, WTPA, WAQY. Heavy 17 including DC101, KZEW, WLVO, KROQ, 91X, KROR, WHEB, KLOL, WWWW, Medium 48 including WNEW, WYFN, WAPL, WHYY, KTIX, KLOL, KSPR, KBCO, KZAP, KOME, KLSB, KNCH, WDIZ, WRKL, WLAV, WBLM, WWWW, Moves 40-35
TEARS FOR FEARS "Mothers Talk" (Mercury/PolyGram) 73/2 (73/6)
ADDs: WNEW, WIOT. Heavy 7 including 91X, CFOX, WFFY, WWCY, WXRC. Medium 57 including WMMR, WHLY, WKLS, KSPR, WSHF, WNOR, KBPI, KROQ, KGB, KFOG, WPPX, WPDH, WEZZ, WAPL, WLAV, KZEL, WRKI, WBLM, KYTD. Moves 43-42
HEAR 'N AID "Stars" (Mercury/PolyGram) 71/6 (65/64)
ADDs including KLOL, KSHE, KMET, KLAQ, KMUX, KLXP, Heavy 4, WHLY, KISS, WROR, KRIX. Medium 50 including WYNY, WBAW, WNEW, WXXR, KTIX, KZEW, WNOR, WYFN, WRIF, WOFM, KLOS, KUPD, KGB, KISW, WPDH, WDIZ, WIOT, KLOL, WBLM, Moves 51-47
HONEYMOON SUITE "Bad Attitude" (WB) 69/9 (63/9)
ADDs including KSPR, WPLR, WXXR, WYFN, WYNY, WYFN, WOFM, KSHE, KROR, KISW, WHEB, KILO, KEZE, WBLM, KYTD. Medium 40 including WSHF, WNOR, WEBN, KLOS, KMET, KGB, KFOG, KNCH, WDIZ, KISS, WAPL, WROR, WWWW, Moves 41-38
JOURNEY "Raised On Radio" (Columbia) 67/24 (46/45)
ADDs including WSHF, WNOR, WRIF, WOFM, KMET, KGB, WHEB, WROR, KLFX. Heavy 27 including WHLY, DC101, KZEW, KLOL, WLVO, KISS, WPPX, WHYY, WRKL, WEZZ, WFFY, WAPL, WWWW, KTIX, Medium 39 including WYNY, WBAW, WNEW, WKLS, KTIX, KYYS, KGON, KZAP, KLSQ, WAUF, WROR, KZEL, WRFU, KOZZ. Moves 47-29
KROQ "Burning Up The Night" (Arista) 67/0 (66/9)
Heavy 5, KORS, KNCH, KISS, WGR, KRIX. Medium 48 including WHLY, KZEW, KSPR, WRIF, WOFM, KGB, WPPX, WHEB, WPDH, WAPL, WIOT, KILO, KLXP, KOZZ, KYTD. Remains at #46
LOU REED "No Money Down" (RCA) 62/16 (47/19)
ADDs including KROQ, KPRC, KJME, WZZO, WPLR, WRXL. Heavy 6: WBCN, WNEW, WLJR, KTIC, WZLN, KTCL. Medium 45 including WROK, WMMR, DC101, WLUP, WXRT, KAZY, KBPI, 91X, WPDH, WAUF, WAPL, WONE, WAPL, WIOT. Debuts at #50
VAN HALEN "Love Walks In" (WB) 62/6 (68/1)
ADDs: WYNE, WDRH, KMUX, WRKL, KMBY, WORT. Heavy 27 including WMMR, DC101, KLOL, KSPR, WEBN, WLVO, KROR, WPPX, WRN, WHYY, WAPL, WBLM, WWWW. Medium 33 including WKLS, WNOR, KMET, KGB, KLSB, KLAQ, WDIZ, WROR, KZEL, WIOT, KZEL. Moves 39-33
ROB JUNGKLAS "Boystown" (Meridian) 59/18 (41/18)
ADDs including WBCN, WXXR, WOFM, CFOX, WPDH. Heavy 2 including KROU. Medium 30 including WNEW, WKLS, KTIX, KZEW, KLOL, WSHF, WYFN, WLVO, WLLZ, KGB, WHEB, WROR, KILO. Debuts at #57
BOB SEGER & THE SILVER BULLET BAND "Tightrope" (Capitol) 58/5 (65/5)
ADDs: WLVO, KYYS, KGON, WADY, WROR, WEZZ, WFFY, WAPL, WWWW, KTIX, Medium 38 including WYNY, WBAW, WNEW, WKLS, KTIX, KYYS, KGON, KZAP, KLSQ, WAUF, WROR, KZEL, WRFU, KOZZ. Moves 47-29
JACKSON BROWNE "In The Shape Of A Heart" (Asylum) 57/19 (38/5)
ADDs including KLSB, KLAQ, WKRO, KZEL, KLFX, WRKI, KOZZ. Heavy 20 including WLUP, WXRT, KBPO, KUPD, KINK, KFOG, KILO, WWWW, KYTD. Medium 31 including KSHE, KAZY, WWHN, WRDU, WRKL, KISS, WONE, WAPL, WIOT. Debuts at #48
OUTFIELD "All The Love" (Columbia) 48/16 (31/14)
ADDs including WHYY, KLOL, KLOS, WZZO, WDIZ, KEZO, WRK, WWWW. Heavy 11 including WYFN, WRIF, KORS, KOME, KNCH, KISS. Medium 24 including KZEW, KSPR, KISS, KSJQ, KGB, WPDH. Debuts at #55
JOE COCKE "You Can Leave Your Hat On" (Capitol) 46/12 (35/15)
ADDs including WROK, KFOG, WHEB, WAUF, KLAQ, WFFY, WWWW. Heavy 8: KAZY, KBPO, WONE, WTUE, KZOK, WZLN, KISN, KYRE. Medium 30 including WMMR, KZEW, WLLZ, KMET, KZAP, KISW, WHCN, WPDH, KILO. Debuts at #54
MOODY BLUES "The Other Side Of Life" (Polydor/PolyGram) 41/13 (27/27)
ADDs including DC101, KAZY, WROR, WTUE, WRKI, WRFU. Heavy 12 including KZEW, KBPO, KFOG, WEZZ, KILO, WWWW. Medium 27 including KYYS, KZAP, WPPX, WPDH, WONE, KEZE, WIOT, KLXP. Debuts at #56
SUZANNE VEGE with JOE JACKSON "Let's Be Content" (A&M) 38/3 (36/4)
ADDs: WNEW, KFOG, WKDF. Heavy 9 including WXRT, KAZY, 91X, WONE, WTUE. Medium 22 including WXRT, KTIX, KZEW, WSHF, WLUP, KBPI, WHCN, WPDH, KLSB, WRDU, WLAV, WWWW. Debuts at #60

JOHN EDDIE "Jungle Boy" (Columbia) 33/11 (24/13)
ADDs including WHYY, KTIX, WYFH, KLOS, KSJQ, WYFH, WAUF, WAPL, WAFX, KLSB, KMOM. Heavy 3: WXXR, KROU. Medium 17 including WBAW, WNEW, WMMR, KLAQ, WKDF, KATT, WZLN
KENNY LOGGINS "Danger Zone" (Columbia) 32/32 (0/0)
ADDs including WBAW, KLAQ, WTKX, WAPL, KPOL, WZEV, KSOY, KZOO, Heavy 2, KORS, KNCH. Medium 22 including WNEW, DC101, KSPR, WEBN, WLVO, KYYS, KSHE, KUPD, WCMF, KGGG, WWCY, KILO
ALARM "Absolute Reality" (IRS/MCA) 32/0 (28/8)
ADDs: WXXR, WCCC, WOPH, WOKS, WRUF, KZEE, KOZZ. Heavy 4: WBCN, WLJR, KNCH, KMBY, Medium 22 including WBAW, WNEW, KROR, 91X, WHEB, WEZZ, WAUF
ROLLING STONES "Back To Zero" (Rolling Stones/Columbia) 30/5 (27/8)
ADDs: WCCC, WPDH, KEZO, KPOL, WZLN. Heavy 11 including 91X, KFOG, WHCN, WFFY, KZOK. Medium 17 including WBAW, WNOR, KORS, KNCH, WFOJ, WIOT, KZEL
BRUCE HORNBSBY & THE RANGE "Every Little Kiss" (RCA) 29/10 (19/8)
ADDs: including WXXR, WEBN, KATT, KESI. Powers 1: Heavy 3: KBCO, KLSB, KSPN. Medium 20 including KMET, KZAP, WHEB, KLAQ, WTUE, WZLN
MOODY BLUES "Rock 'N' Roll Over You" (Polydor/PolyGram) 29/6 (22/21)
ADDs including Q107, WKLS, KILO, KOZZ. Heavy 9: WNEW, DC101, KLOL, KFGO, KROR, WHCN, KZOK, WWWW, KYTD. Medium 16 including WYNY, KYYS, KZAP, WFBQ, WIOT, KZEL
BOB SEGER & THE SILVER BULLET BAND "Miami" (Capitol) 29/3 (28/6)
ADDs: Q107, WLUP, WRLT. Heavy 10 including KINK, KFOG, KROR, KTIC. Medium 18 including WSHF, WLVO, WLZ, KAZY, KGON, WDIZ, WTUE, KLXP
38 SPECIAL "Somebody Like You" (A&M) 28/27 (0/0)
ADDs including WDRH, WHEB, WROR, KFMF, KFSY, KOZZ. Heavy 5: KLOS, WFLY, WHCN, WKQQ. Medium 21 including WKLS, WEBN, WLLZ, KGB, KSJQ, WPDH, WCMF, WEZZ, WDIZ, KISS, WAPL
AEROSMITH "Dream On" (Columbia) 28/13 (16/14)
ADDs: including DC101, KSHE, KGB, WHEB, KLSB, KLAQ, WZIZ, KWHL. Heavy 1: WGR, Medium 10 including WLZ, KSHE, KISS, WCMF
ZZ TOP "Velcro Fly" (WB) 25/6 (20/2)
ADDs: WZZO, WPDH, KLSB, WIOT, KEZO. Heavy 8: WDFE, KLOL, WHCN, KILO, WBLM, WXXR, WWWW, KYTD. Medium 16 including DC101, WNOR, WYFN, WMIZ, WDFE, WIOT, WRFU
LOVERBOY "Love A Double Life" (Columbia) 22/2 (28/4)
ADDs: WSHF, WPDH. Heavy 3 including KROU. Medium 15 including KSHE, KGON, KNCH, KLAQ, WKDF, KILO, KMOP
BRIAN SETZER "Boulevard Of Broken Dreams" (EMI America) 24/4 (18/8)
ADDs: KBPO, 91X, WXXR, WOOD. Heavy 3: WYFS, WIZN, KSPR. Medium 14 including WOFM, WEZZ, WAQX, WONE, WTUE
JOURNEY "Once You Love Somebody" (Columbia) 24/3 (22/22)
ADDs: WGBK, WRKI, WZEV. Heavy 3: CHOM, WHCN, WFFY. Medium 20 including WBAW, KFOG, WFBQ, KEZO, WIOT, KLXP, KOZZ
BOB SEGER & THE SILVER BULLET BAND "The Aftermath" (Capitol) 24/2 (28/2)
ADDs: WAUF, KZEP. Heavy 9: CHOM, WMMR, Q107, DC101, KLOL, WAQX, WLAV, KILO, KPOL. Medium 14 including KTIX, WNOR, KGB, WKDF, WFBQ, KZOK, WIOT, KZEL
JEFF PARIS "Back On My Knees" (Mercury/PolyGram) 23/3 (26/3)
ADDs: WLLZ, WAPL, KWH. Heavy 1: KROR. Medium 14 including WOFM, WDF, KISS, WLAV, KZEL, WRFU
BODEANS "Fadeaway" (Black World) 23/3 (20/8)
ADDs: KYYS, CHEZ, WZLN. Powers 1: Heavy 3: WOFM, WLJR, KROU. Medium 12 including KBPO, 91X, KLAQ, KILO, KTIX
JUDAS PRIEST "Turbo Lover" (Columbia) 22/5 (16/5)
ADDs: WPDH, WHIT, KNCH, KZEL, KDJJ. Heavy 3: KMET, KUPD, KISS. Medium 17 including WNEW, WLZ, KLOS, WGF, WHCN, WFFY, WIOT
BRYAN FERRY "Is Your Love Strong Enough" (MCA) 22/6 (23/1)
Powers 1: Heavy 7: WBCN, CHOM, WXXR, KTIC, KGB, KISS. Medium 12 including 91X, WPDH, KTIC, KILO
PETER FRAMPTON "All Eyes On You" (Atlantic) 21/7 (15/6)
ADDs including WLVO, KMOM, KILO, KDJJ. Heavy 3: KAZY, WONE, WTUE. Medium 14 including WNEW, KSPR, WYFN, KISW, WKDF, WLAV
OZZY OSBOURNE "Lightning Strikes" (CBS Associated) 20/3 (7/6)
ADDs including WBAW, WXXR, WHLY, KNCH, KLAQ, WKDF, KMOM. Heavy 9: Medium 14 including KTIX, WAQX, KFMG, KILO, KLFX
WILD BLUE "Fire With Fire" (Chrysalis) 20/6 (13/9)
ADDs including KSPR, WLUP, WLLZ, KGB, KISS. Heavy 0: Medium 12 including WOFM, KLAQ, KFMG, KROU, KZOO
TALK TALK "Living In Another World" (EMI America) 20/2 (19/2)
ADDs including CFOX. Heavy 7: CHOM, WXRT, CHEZ, CFNY, KTCL, KQGL, KYRE. Medium 8 including KLOL, KBPO, 91X, WONE, WTUE
BOB SEGER & THE SILVER BULLET BAND "Sometimes" (Capitol) 20/2 (20/2)
ADDs: WROR, KOSZ. Heavy 5: WMMR, WDFE, WRIF, WAUF, KRK. Medium 15 including DC101, KORS, KLOS, KMET, KEZO, WIOT, WRKI
BOURGEOIS TAGG "Mutual Surrender (What A Wonderful World)" (Island) 20/1 (19/2)
ADDs: KSPR. Heavy 6: KAZY, 91X, CHEZ, WONE, WTUE, KFMX. Medium 13 including WXXR, KROQ, KNCH, KMBY
RUBBER RODEO "Souvenir" (Mercury/PolyGram) 19/8 (11/11)
ADDs: WHYY, KAZY, WHFS, WONE, WTUE, WOKB, WGR, KSPN. Heavy 1: WBCN. Medium 12 including WNEW, WHLY, WHEB, WGR, WZLN
PSYCHEDELIC FURS "Pretty In Pink" (A&M) 18/7 (19/2)
ADDs: KZEW, WZLN. Powers 1: Heavy 5: WBCN, KROQ, WPPX, CHEZ, WBRU. Medium 12 including WBAW, KTIX, KSPR, WEZZ

AOR ALBUMS

MOST ADDED

- ICEHOUSE (24) Measure For Measure (Chrysalis)
ROB JUNGKLAS (22) Closer To The Flame (Manhattan)
OUTFIELD (16) Play Deep (Columbia)
LOU REED (16) Mistrial (RCA)
HEART (14) Heart (Capitol)

HOTTEST

- VAN HALEN (59) 51:50 (WB)
JOURNEY (58) Raised On Radio (Columbia)
ROLLING STONES (47) Dirty Work (Rolling Stones/Columbia)
BOB SEGER & THE SILVER BULLET BAND (45) Like A Rock (Capitol)
JULIAN LENNON (40) The Secret Value Of Daydreaming (Atlantic)

NEW & ACTIVE

RUBBER RODEO "Heartbreak Highway" (Mercury/PolyGram) 19/7 (12/12)
ADDs: WYNY, KAZY, WONE, WTUE, WOKB, WGR, KSPN. Heavy 1: WBCN. Medium 12 including WNEW, WFLY, WHFS, WHEB
LET'S ACTIVE "Big Plans For Everybody" (IRS/MCA) 10:6 (12/1)
ADDs including WBCN, KBPO, WHEB, WWWW. Heavy 2: WZLN, KQGL. Medium 7 including KROQ, 91X, WRDU
ERIC JOHNSON "Tones" (WB) 10/1 (7/3)
ADDs: KROU. Heavy 2 including KFMX. Medium 12 including KTIX, KZEW, KLSB, KNCH, KLAQ, KISS. KILO
KIP ADDOTA "Life In The Slow Lane" (Rhino) 17/7 (11/7)
ADDs: KZEW, WOFM, WPDH, KLFX, WITR, WWWW, WKLT. Medium 3 including KISS
DANNY WILDE "The Boyfriends" (Atlantic) 17/4 (0/0)
ADDs: KNCH, WKDF, KMOM, WRFU. Medium 11 including WLZ, KMET, KGB, WSH, WONE, WTUE

REGIONAL AOR ACTIVITY

MIDWEST (continued)

VAN HALDEN (L) ROLLING STONES (M) ... PET SHOP BOYS (M) ... JOURNEY (M) ...

PETER GABRIEL ... JULIAN LENNON ... ROLLING STONES (M) ...

KGMN/Portland (503)455-9181 ... VOTE PETER BOLGER ... HEAVY TRAFFIC ...

DEPECHE MODE ... MODERN TALKIN ... JOE COCKER ...

ABSOLUTE BEGINNERS ... GILFERRIA ... PET SHOP BOYS ...

KISW/Seattle (206)285-7625 ... ASST. MGR. BRAD PHILLIPS ...

K97/Edmonton (403)428-8597 ... PET SHOP BOYS ... JOE COCKER ...

KZL/Eugene (503)342-7096 ... VAN HALDEN (L) ... JULIAN LENNON ...

PARALLEL THREE

KKGRI/Anchorage (907)278-4631 ... PET SHOP BOYS ... JULIAN LENNON ...

KSPM/Aspen (303)920-1912 ... VAN HALDEN (L) ... JULIAN LENNON ...

KKJ/Fresno (209)226-5991 ... VAN HALDEN (L) ... JULIAN LENNON ...

KJRN/Salt Lake City (801)262-5541 ... VAN HALDEN (L) ... JULIAN LENNON ...

KRQ/Casper (307)266-1200 ... VAN HALDEN (L) ... JULIAN LENNON ...

KRQ/Laramie-Cheyenne (307)745-336 ... VAN HALDEN (L) ... JULIAN LENNON ...

KZOK/Seattle (206)281-5600 ... VAN HALDEN (L) ... JULIAN LENNON ...

KZXX/Reno (702)329-9261 ... VAN HALDEN (L) ... JULIAN LENNON ...

KOLA/Riverside (714)825-9952 ... VAN HALDEN (L) ... JULIAN LENNON ...

KCGL/Salt Lake City (801)288-1142 ... VAN HALDEN (L) ... JULIAN LENNON ...

KRCO/Casper (307)266-1200 ... VAN HALDEN (L) ... JULIAN LENNON ...

KRQ/Laramie-Cheyenne (307)745-336 ... VAN HALDEN (L) ... JULIAN LENNON ...

KZOK/Seattle (206)281-5600 ... VAN HALDEN (L) ... JULIAN LENNON ...

KRQ/Laramie-Cheyenne (307)745-336 ... VAN HALDEN (L) ... JULIAN LENNON ...

KZOK/Seattle (206)281-5600 ... VAN HALDEN (L) ... JULIAN LENNON ...

KWHL/Anchorage (907)344-9622 ... VAN HALDEN (L) ... JULIAN LENNON ...

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KWHL/Anchorage (907)344-9622 ... VAN HALDEN (L) ... JULIAN LENNON ...

PET SHOP BOYS (M) ... JULIAN LENNON ... ROLLING STONES (M) ...

PET SHOP BOYS (M) ... JULIAN LENNON ... ROLLING STONES (M) ...

PET SHOP BOYS (M) ... JULIAN LENNON ... ROLLING STONES (M) ...

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PET SHOP BOYS (M) ... JULIAN LENNON ... ROLLING STONES (M) ...

KSQY/Rapid City (605)578-3533

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

WZZQ/Terre Haute (612)22-5034

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KMET/Los Angeles (213)464-5638

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KGB/San Diego (619)922-1360

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KROO-FM/Los Angeles (818)578-0830

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

PARALLEL TWO

KRNE-FM/Albuquerque (505)785-8400 ... VAN HALDEN (L) ... JULIAN LENNON ...

KMPL/Las Vegas (702)76-1460

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

PARALLEL ONE

KRSP-FM/Salt Lake City (801)262-5541 ... VAN HALDEN (L) ... JULIAN LENNON ...

WCPZ/Sandusky (419)625-1010

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KQWB-FM/Fargo (218)236-7900

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KLOS/Los Angeles (213)557-7250

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KFOG/San Francisco (415)986-1045

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

PARALLEL TWO

KRNE-FM/Albuquerque (505)785-8400 ... VAN HALDEN (L) ... JULIAN LENNON ...

KSTM/Phoenix (602)963-1767

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KRSP-FM/Salt Lake City (801)262-5541

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KRQ/Casper (307)266-1200

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KRQ/Laramie-Cheyenne (307)745-336

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KYDI/Santa Barbara (805)967-4511

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KVRE/Santa Rosa (707)544-5873

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

WEST

ROLLING STONES (M)

JOE COCKER ... JULIAN LENNON ... ROLLING STONES (M) ...

KLOS/Los Angeles (213)557-7250

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KFOG/San Francisco (415)986-1045

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KFMG/Albuquerque (505)265-8811

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KSTM/Phoenix (602)963-1767

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KZOK/Seattle (206)281-5600

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KRQ/Laramie-Cheyenne (307)745-336

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KVRE/Santa Rosa (707)544-5873

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

PARALLEL ONE

ROLLING STONES (M)

JOE COCKER ... JULIAN LENNON ... ROLLING STONES (M) ...

KZAP/Sacramento (916)925-3700

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KRO/San Francisco (415)765-4045

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KINK/Portland (503)228-9080

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KMDO/Modesto-Stockton (209)869-2594

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KZOK/Seattle (206)281-5600

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KRQ/Laramie-Cheyenne (307)745-336

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KRQ/Laramie-Cheyenne (307)745-336

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KRQ/Laramie-Cheyenne (307)745-336

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KRQ/Laramie-Cheyenne (307)745-336

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KBPD/Denver (303)936-2313

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KBCO-FM/Denver (303)444-5600

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KROS/San Francisco (415)765-4045

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KRMG/Albuquerque (505)265-8811

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KMDO/Modesto-Stockton (209)869-2594

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KZOK/Seattle (206)281-5600

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KRQ/Laramie-Cheyenne (307)745-336

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KRQ/Laramie-Cheyenne (307)745-336

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KRQ/Laramie-Cheyenne (307)745-336

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KRQ/Laramie-Cheyenne (307)745-336

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

KRQ/Laramie-Cheyenne (307)745-336

PD: JACK DANIELS ... JOE COCKER ... ROLLING STONES (M) ...

157 Reporters

149 Current Playlists

Four stations failed to report. Their rotations were frozen.

Four stations reported a frozen list.

MIDWEST

MOST ADDED
38 Special
Jets
El DeBarge

HOTTEST
Whitney Houston
Pet Shop Boys
Madonna

CHR ADS & HITS

WEST

MOST ADDED
38 Special
Kenny Loggins
GTR

HOTTEST
Whitney Houston
Pet Shop Boys
Madonna

MIDWEST
PARALLEL TWO

WDDA/Akron, OH
Petric/Kitredge
KERRY LOGGINS
EL DEBARGE
PETER GABRIEL (dp)
AMITOTON (dp)
ROTTER (dp)
GTR (dp)
PHIL COLLINS 1-1
VAN HALEN 3-2
WHITNEY HOUSTON 5-1
OUTFIELD 4-4
NIKE & THE MICHAM 8-5

WKAL/Appleton-Oshkosh, WI
Rice/Burdick
SLOW HORKEYS
DREAM ACADEMY
ROTTER
PET SHOP BOYS 1-1
VAN HALEN 3-2
OUTFIELD 4-3
WHITNEY HOUSTON 9-6
WCCO/Cleveland, OH
LoCasio/Bumper
ZZ TOP
LABELLE & MCDOONAL
CULTURE CLUB
ROTTER
OUTFIELD 3-3
WHITNEY HOUSTON 10-2
VAN HALEN 7-5
OMD 14-8
NADOBIA 18-9

WNCH/Columbus, OH
Richards/Fox
FALCO (dp)
38 SPECIAL
SU BROOS
ROTTER
ROBERT PALMER 1-1
PHIL COLLINS 5-3
OUTFIELD 8-4
DIRK STRAITS 10-8

KIK/Dayton, IA
Jim O'Hara
HEART
38 SPECIAL
EL DEBARGE
KERRY LOGGINS
FABULOUS THUNDERB
GIUFFRIA
ROTTER
PET SHOP BOYS 1-1
NADOBIA 12-8
SU BROOS 21-15
LABELLE & MCDOONAL 22-17
BILLY OCEAN 33-23

WQZZ/Dayton, OH
John Robertson
JETS
ROTTER
VAN HALEN 2-1
JAMET JACKSON 5-2
PET SHOP BOYS 4-2
WHITNEY HOUSTON 10-5
NADOBIA 16-11

KRNO/Des Moines, IA
Glan/Sharp
HEART
BILLY OCEAN
JETS (dp)
ROTTER
PET SHOP BOYS 2-1
WHITNEY HOUSTON 4-2
MIAMI SOUND MACHI 11-8
NADOBIA 17-13
NIKE & THE MICHAM 20-18

KZHO/Duluth, MN
Michaels/Herman
GTR
38 SPECIAL
GEORGE MICHAEL (dp)
JETS
ROTTER
VAN HALEN 2-1
PHIL COLLINS 7-3
WHITNEY HOUSTON 12-7
OMD 14-10
NADOBIA 24-16

WMEZ/Ft. Wayne, IN
Tony Richards
MIAMI SOUND MACHI 38 SPECIAL
EL DEBARGE
ROTTER
VAN HALEN 2-1
WHITNEY HOUSTON 4-2
PHIL COLLINS 5-3
JAMET JACKSON 12-8
NADOBIA 20-12

WORD/Grand Rapids, MI
Savona/Dick
LEVEL 42
WHITNEY HOUSTON
HOODY BLUES
38 SPECIAL
ROTTER
PHIL COLLINS 3-2
VAN HALEN 4-4
PET SHOP BOYS 8-3
OMD 15-12

WXD/Green Bay, WI
McCarty/Michael T.
EL DEBARGE
ROTTER
VAN HALEN 2-1
OMD 4-5
NADOBIA 8-6
MR. MISTER 15-10
LABELLE & MCDOONAL 21-14

WZPL/Indianapolis, IN
Blanton/Reynolds
HEART
JETS
38 SPECIAL
GEORGE MICHAEL
SIMPY RED
GTR (dp)
ROTTER
PHIL COLLINS 1-1
VAN HALEN 3-2
PET SHOP BOYS 3-2
NIKE & THE MICHAM 7-4
VAN HALEN 13-5
PHIL COLLINS 12-6

WKFR/Kalamazoo, MI
Terry Watson
JETS
LBS
FALCO (dp)
LOVERBOY (dp)
B.E. TAYLOR GROUP (dp)
ROTTER
PET SHOP BOYS 1-1
WHITNEY HOUSTON 8-5
MIAMI SOUND MACHI 6-4
CULTURE CLUB 28-20
SIMPY RED 0-38

WVLC/Lansing, MI
Barnard/Maloney
JETS
LBS
FALCO (dp)
LOVERBOY (dp)
B.E. TAYLOR GROUP (dp)
ROTTER
PET SHOP BOYS 1-1
WHITNEY HOUSTON 8-5
MIAMI SOUND MACHI 6-4
CULTURE CLUB 28-20
SIMPY RED 0-38

WVLC/Lansing, MI
Barnard/Maloney
JETS
LBS
FALCO (dp)
LOVERBOY (dp)
B.E. TAYLOR GROUP (dp)
ROTTER
PET SHOP BOYS 1-1
WHITNEY HOUSTON 8-5
MIAMI SOUND MACHI 6-4
CULTURE CLUB 28-20
SIMPY RED 0-38

KAY/Toledo, OH
Herv Blain
HOWARD JOES
STARSHIP
DIRTY DEYOUNG
ROTTER
PHIL COLLINS 1-1
OUTFIELD 6-3
PET SHOP BOYS 7-5
NIKE & THE MICHAM 10-6
PET SHOP BOYS 15-10

KEYN-FM/Wichita, KS
Land/Parman
KERRY LOGGINS
BANGLES
ROTTER
VAN HALEN 2-1
PHIL COLLINS 1-1
WHITNEY HOUSTON 2-2
OUTFIELD 3-3
MR. MISTER 5-5
VAN HALEN 12-6

KKR/DWichita, KS
Oliver/Williams
JETS (dp)
BANGLES
ROTTER
PET SHOP BOYS 2-1
WHITNEY HOUSTON 8-5
MIAMI SOUND MACHI 6-4
CULTURE CLUB 28-20
SIMPY RED 0-38

WVLC/Lansing, MI
Barnard/Maloney
JETS
LBS
FALCO (dp)
LOVERBOY (dp)
B.E. TAYLOR GROUP (dp)
ROTTER
PET SHOP BOYS 1-1
WHITNEY HOUSTON 8-5
MIAMI SOUND MACHI 6-4
CULTURE CLUB 28-20
SIMPY RED 0-38

YM/Fargo, ND
Anderson/Palmer
38 SPECIAL
GRANAH HUSH
LIVELY MARIANET
ROTTER
PHIL COLLINS 1-1
OUTFIELD 6-3
PET SHOP BOYS 7-5
NIKE & THE MICHAM 12-7
NADOBIA 21-14

KKXL-FM/Gand Forks, ND
Norden/Night
SIMPY RED
GEORGE MICHAEL
JOHN COUGAR
ROTTER
PET SHOP BOYS 1-1
OUTFIELD 3-2
VAN HALEN 4-3
WHITNEY HOUSTON 8-6
BOYS DON'T CRY 13-8

WAZ/Laurens, IA
Kris/Walton
DREAM ACADEMY
GRANAH HUSH
ROBERT TEPPER
ROTTER
PET SHOP BOYS 2-1
OUTFIELD 3-2
VAN HALEN 3-2
PHIL COLLINS 5-4
WHITNEY HOUSTON 7-5

WHOT/Fangtown, OH
Dick Thompson
LEVEL 42
HEART
GEORGE MICHAEL
ROTTER
PET SHOP BOYS 2-1
OUTFIELD 2-1
VAN HALEN 3-2
ROBERT PALMER 1-4
BOYS DON'T CRY 15-13
NADOBIA 21-15

KFRV/Lineon, NE
Johnson/Meyer
BOYS DON'T CRY
EL DEBARGE
38 SPECIAL
ROTTER
VAN HALEN 2-1
SIMPY RED
PET SHOP BOYS 5-3
PHIL COLLINS 12-8
WHITNEY HOUSTON 11-5
SU TOP 9-7

KKL/Rapid City, SD
Shorvin/Katovsky
HOODY BLUES
CALL
38 SPECIAL
SU BROOS
GTR
DAVID PACK
SIMPY RED
ROTTER
VAN HALEN 2-1
PET SHOP BOYS 7-3
ROLLING STONES 3-4
WHITNEY HOUSTON 11-5
SU TOP 9-7

SKG/Selma, KS
Steve Wall
38 SPECIAL
GTR
EL DEBARGE
ROTTER
VAN HALEN 2-1
PHIL COLLINS 5-4
WHITNEY HOUSTON 7-5

KRMG/Albuquerque Santa Fe, NM
Stucker/Rountree
38 SPECIAL
FABULOUS THUNDERB
JETS
ROTTER
PET SHOP BOYS 2-1
VAN HALEN 6-3
MIAMI SOUND MACHI 10-7
OMD 13-9
WHITNEY HOUSTON 17-11

KKKU/Bakersfield, CA
Squire/Kemper
OMD
GEORGE MICHAEL
MIAMI SOUND MACHI (dp)
ROTTER
VAN HALEN 2-1
WHITNEY HOUSTON 3-2
DREAM ACADEMY
PHIL COLLINS 6-5
NADOBIA 11-7

KOKM/Bakersfield, CA
Marling/Moore
JAMET JACKSON
MR. MISTER
ROTTER
PET SHOP BOYS 5-1
VAN HALEN 4-3
WHITNEY HOUSTON 11-7
OUTFIELD 14-10
OMD 25-14

KFRM/Beloit, ID
Dow/Boyer
KERRY LOGGINS
JETS
38 SPECIAL
EL DEBARGE
ROTTER
WHITNEY HOUSTON 5-1
MIAMI SOUND MACHI 2-3
JAMET JACKSON 10-4
NADOBIA 15-10

KIV/Boise, ID
Tom Evans
MODELS
KERRY LOGGINS
SIMPY RED
WILD BLUE
ROTTER
VAN HALEN 2-1
PHIL COLLINS 3-2
WHITNEY HOUSTON 7-4
NADOBIA 18-10
LABELLE & MCDOONAL 25-11

KKXK/Colorado Springs, CO
John Dentzer
SIMPY RED
HOWARD JOES
HOODY BLUES
KATRINA & THE WAV (dp)
FABULOUS THUNDERB (dp)
GTR (dp)
AMITOTON (dp)
ROTTER
VAN HALEN 2-1
LEVEL 42 5-3
MR. MISTER 9-6
OMD 8-7
MIAMI SOUND MACHI 12-8

KINM/Denver, CO
Erickson/Pew
HEART
HOWARD JOES
WILD BLUE
SIMPY RED
ROTTER
ROBERT PALMER 4-3
WHITNEY HOUSTON 10-4
VAN HALEN 5-5
SU BROOS 26-18

KKRC/Bloux Falls, SD
Den Klasy
JETS
EL DEBARGE
GRANAH HUSH (dp)
GTR (dp)
ROTTER
BOYS DON'T CRY 2-1
PHIL COLLINS 4-3
BOYS DON'T CRY 11-7
MIAMI SOUND MACHI 10-9
NADOBIA 18-12

KWTO-FM/Springfield, MO
T.K. O'Grady
BOYS DON'T CRY
38 SPECIAL
EL DEBARGE
BANGLES
VAN HALEN 2-1
PET SHOP BOYS 3-4
OMD 13-8
NIKE & THE MICHAM 15-9

WQBR/Springfield, IL
Wood/Lewley
JETS
IKER
KERRY LOGGINS
BANGLES
SIMPY RED
PETER GABRIEL
AMITOTON
JOE JACKSON (dp)
ROTTER
PET SHOP BOYS 1-1
MIAMI SOUND MACHI 3-5
WHITNEY HOUSTON 11-8
NADOBIA 14-7
SU BROOS 28-18

KFMW/Waterloo, IA
Deer/Hansen
LABELLE & MCDOONAL
KERRY LOGGINS (dp)
JETS
MODELS (dp)
FABULOUS THUNDERB
WHITNEY HOUSTON 14-7
MIAMI SOUND MACHI 16-9
JOURNEY 27-21
BOYS DON'T CRY 34-26
BILLY OCEAN 38-30
NADOBIA 23-18

KWZQ/Reno, NV
Bates/Ryan
GTR (dp)
FALCO (dp)
JETS (dp)
NEIL DIAMOND
ROTTER
WHITNEY HOUSTON 4-1
MIAMI SOUND MACHI 4-4
OUTFIELD 6-3
JAMET JACKSON 16-9
WHITNEY HOUSTON 16-9
NADOBIA 23-16

KBMW/Rosewell, NM
Chuck Martin
KERRY LOGGINS
ROBERT TEPPER
GRANAH HUSH
KATRINA & THE WAV
BANGLES
MAI TAI
ROTTER
WHITNEY HOUSTON 6-3
PET SHOP BOYS 17-12
SADE 18-13
SU BROOS 29-18
LABELLE & MCDOONAL 34-23

KRMG/Albuquerque Santa Fe, NM
Stucker/Rountree
38 SPECIAL
FABULOUS THUNDERB
JETS
ROTTER
PET SHOP BOYS 2-1
VAN HALEN 6-3
MIAMI SOUND MACHI 10-7
OMD 13-9
WHITNEY HOUSTON 17-11

KKKU/Bakersfield, CA
Squire/Kemper
OMD
GEORGE MICHAEL
MIAMI SOUND MACHI (dp)
ROTTER
VAN HALEN 2-1
WHITNEY HOUSTON 3-2
DREAM ACADEMY
PHIL COLLINS 6-5
NADOBIA 11-7

KOKM/Bakersfield, CA
Marling/Moore
JAMET JACKSON
MR. MISTER
ROTTER
PET SHOP BOYS 5-1
VAN HALEN 4-3
WHITNEY HOUSTON 11-7
OUTFIELD 14-10
OMD 25-14

KFRM/Beloit, ID
Dow/Boyer
KERRY LOGGINS
JETS
38 SPECIAL
EL DEBARGE
ROTTER
WHITNEY HOUSTON 5-1
MIAMI SOUND MACHI 2-3
JAMET JACKSON 10-4
NADOBIA 15-10

KIV/Boise, ID
Tom Evans
MODELS
KERRY LOGGINS
SIMPY RED
WILD BLUE
ROTTER
VAN HALEN 2-1
PHIL COLLINS 3-2
WHITNEY HOUSTON 7-4
NADOBIA 18-10
LABELLE & MCDOONAL 25-11

KKXK/Colorado Springs, CO
John Dentzer
SIMPY RED
HOWARD JOES
HOODY BLUES
KATRINA & THE WAV (dp)
FABULOUS THUNDERB (dp)
GTR (dp)
AMITOTON (dp)
ROTTER
VAN HALEN 2-1
LEVEL 42 5-3
MR. MISTER 9-6
OMD 8-7
MIAMI SOUND MACHI 12-8

KINM/Denver, CO
Erickson/Pew
HEART
HOWARD JOES
WILD BLUE
SIMPY RED
ROTTER
ROBERT PALMER 4-3
WHITNEY HOUSTON 10-4
VAN HALEN 5-5
SU BROOS 26-18

KRMG/Albuquerque Santa Fe, NM
Stucker/Rountree
38 SPECIAL
FABULOUS THUNDERB
JETS
ROTTER
PET SHOP BOYS 2-1
VAN HALEN 6-3
MIAMI SOUND MACHI 10-7
OMD 13-9
WHITNEY HOUSTON 17-11

KKKU/Bakersfield, CA
Squire/Kemper
OMD
GEORGE MICHAEL
MIAMI SOUND MACHI (dp)
ROTTER
VAN HALEN 2-1
WHITNEY HOUSTON 3-2
DREAM ACADEMY
PHIL COLLINS 6-5
NADOBIA 11-7

KOKM/Bakersfield, CA
Marling/Moore
JAMET JACKSON
MR. MISTER
ROTTER
PET SHOP BOYS 5-1
VAN HALEN 4-3
WHITNEY HOUSTON 11-7
OUTFIELD 14-10
OMD 25-14

KFRM/Beloit, ID
Dow/Boyer
KERRY LOGGINS
JETS
38 SPECIAL
EL DEBARGE
ROTTER
WHITNEY HOUSTON 5-1
MIAMI SOUND MACHI 2-3
JAMET JACKSON 10-4
NADOBIA 15-10

KIV/Boise, ID
Tom Evans
MODELS
KERRY LOGGINS
SIMPY RED
WILD BLUE
ROTTER
VAN HALEN 2-1
PHIL COLLINS 3-2
WHITNEY HOUSTON 7-4
NADOBIA 18-10
LABELLE & MCDOONAL 25-11

KKXK/Colorado Springs, CO
John Dentzer
SIMPY RED
HOWARD JOES
HOODY BLUES
KATRINA & THE WAV (dp)
FABULOUS THUNDERB (dp)
GTR (dp)
AMITOTON (dp)
ROTTER
VAN HALEN 2-1
LEVEL 42 5-3
MR. MISTER 9-6
OMD 8-7
MIAMI SOUND MACHI 12-8

KINM/Denver, CO
Erickson/Pew
HEART
HOWARD JOES
WILD BLUE
SIMPY RED
ROTTER
ROBERT PALMER 4-3
WHITNEY HOUSTON 10-4
VAN HALEN 5-5
SU BROOS 26-18

KRMG/Albuquerque Santa Fe, NM
Stucker/Rountree
38 SPECIAL
FABULOUS THUNDERB
JETS
ROTTER
PET SHOP BOYS 2-1
VAN HALEN 6-3
MIAMI SOUND MACHI 10-7
OMD 13-9
WHITNEY HOUSTON 17-11

KKKU/Bakersfield, CA
Squire/Kemper
OMD
GEORGE MICHAEL
MIAMI SOUND MACHI (dp)
ROTTER
VAN HALEN 2-1
WHITNEY HOUSTON 3-2
DREAM ACADEMY
PHIL COLLINS 6-5
NADOBIA 11-7

KOKM/Bakersfield, CA
Marling/Moore
JAMET JACKSON
MR. MISTER
ROTTER
PET SHOP BOYS 5-1
VAN HALEN 4-3
WHITNEY HOUSTON 11-7
OUTFIELD 14-10
OMD 25-14

KFRM/Beloit, ID
Dow/Boyer
KERRY LOGGINS
JETS
38 SPECIAL
EL DEBARGE
ROTTER
WHITNEY HOUSTON 5-1
MIAMI SOUND MACHI 2-3
JAMET JACKSON 10-4
NADOBIA 15-10

KIV/Boise, ID
Tom Evans
MODELS
KERRY LOGGINS
SIMPY RED
WILD BLUE
ROTTER
VAN HALEN 2-1
PHIL COLLINS 3-2
WHITNEY HOUSTON 7-4
NADOBIA 18-10
LABELLE & MCDOONAL 25-11

KKXK/Colorado Springs, CO
John Dentzer
SIMPY RED
HOWARD JOES
HOODY BLUES
KATRINA & THE WAV (dp)
FABULOUS THUNDERB (dp)
GTR (dp)
AMITOTON (dp)
ROTTER
VAN HALEN 2-1
LEVEL 42 5-3
MR. MISTER 9-6
OMD 8-7
MIAMI SOUND MACHI 12-8

KINM/Denver, CO
Erickson/Pew
HEART
HOWARD JOES
WILD BLUE
SIMPY RED
ROTTER
ROBERT PALMER 4-3
WHITNEY HOUSTON 10-4
VAN HALEN 5-5
SU BROOS 26-18

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night (RA) indicates the song was dropped from the playlist then readded.

PARALLELS

R&R's CHR reporters are chosen on the basis of location, ratings, and ability to report current, timely music information.

Parallel I Reporters: Selected stations that are format-dominant and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, of 1 million or more.

Parallel 2 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

Parallel 3 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 199,999 and below.

237 Reports

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

100/25	44%	National Summary
R 32%	Up 81	Charted 20
M 21%	Same 4	Down 18
B 54%	Down 4	Same 4
W 18%	Down 15	Up 15

EXAMPLE

100/25 — 100 CHR reporting stations on it this week including 25 new adds. 44% — Percentage of the weeks reporters playing it.

Regional Reach — Percentage of reporters playing the song within each region.

National Summary
Up 51 — Number of stations moving it up on the charts.
Down 20 — Number of stations debuting the song this week.

Same 4 — Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

Down 0 — Number of stations moving it down on the charts.

Add 25 — Total number of stations adding it this week

B

BOURGEOIS TAGG

Mutual Surrender (What A Wonderful World) (Island)
LP: Bourgeois tagg

63/9	27%	National Summary
R 58%	Down 2	Charted 18
M 23%	Down 5	Down 5
B 11%	Down 6	Down 6
W 2%	Down 1	Down 1

<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>	<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>
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DAVID BOWIE
Absolute Beginners (EMI America)
LP: Absolute Beginners Soundtrack

52/2	22%	National Summary
R 52%	Down 1	Charted 1
M 0%	Down 0	Down 0
B 48%	Down 0	Down 0
W 0%	Down 0	Down 0

<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>	<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>
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37/18 80%

<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>	<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>
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PHIL COLLINS
Take Me Home (Atlantic)
LP: No Jacket Required

236/0	90%	National Summary
R 90%	Down 0	Charted 0
M 0%	Down 0	Down 0
B 10%	Down 0	Down 0
W 0%	Down 0	Down 0

<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>	<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>
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20/17 80%

<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>	<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>
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DREAM ACADEMY
Love Paradise (Respose/WB)
LP: Dream Academy

123/23	52%	National Summary
R 52%	Down 1	Charted 1
M 0%	Down 0	Down 0
B 48%	Down 0	Down 0
W 0%	Down 0	Down 0

<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>	<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>
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138/48 58%

<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>	<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>
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FABULOUS THUNDERBIRDS
Tuff Enuff (CBS Associated)
LP: Fabulous Thunderbirds

100/36	42%	National Summary
R 42%	Down 1	Charted 1
M 0%	Down 0	Down 0
B 58%	Down 0	Down 0
W 0%	Down 0	Down 0

<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>	<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>
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64/13 28%

<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>	<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>
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GTR
When The Heart Rues... (Arista)
LP: GTR

72/71	30%	National Summary
R 30%	Down 1	Charted 1
M 0%	Down 0	Down 0
B 70%	Down 0	Down 0
W 0%	Down 0	Down 0

<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>	<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>
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84/13 28%

<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>	<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>
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B

BOURGEOIS TAGG

Mutual Surrender (What A Wonderful World) (Island)
LP: Bourgeois tagg

63/9	27%	National Summary
R 58%	Down 2	Charted 18
M 23%	Down 5	Down 5
B 11%	Down 6	Down 6
W 2%	Down 1	Down 1

<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>	<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>
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BOYS DON'T CRY

I Wanna Be A Cowboy (Proline)

183/27	80%	National Summary
R 80%	Down 1	Charted 1
M 0%	Down 0	Down 0
B 20%	Down 0	Down 0
W 0%	Down 0	Down 0

<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>	<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>
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CULTURE CLUB
Move Away (Virgin/Epic)
LP: From Luxury To Heartache

214/7	90%	National Summary
R 90%	Down 0	Charted 0
M 0%	Down 0	Down 0
B 10%	Down 0	Down 0
W 0%	Down 0	Down 0

<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>	<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>
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EL DEBARGE
Who's Johnny (Short Circuit Theme) (Gordy/Motown)
LP: El DeBarge

138/48	58%	National Summary
R 58%	Down 1	Charted 1
M 0%	Down 0	Down 0
B 42%	Down 0	Down 0
W 0%	Down 0	Down 0

<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>	<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>
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FALCO
Vienna Calling (A&M)
LP: Falco 3

153/38	65%	National Summary
R 65%	Down 1	Charted 1
M 0%	Down 0	Down 0
B 35%	Down 0	Down 0
W 0%	Down 0	Down 0

<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>	<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>
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GIUFFRIA
I Must Be Dreaming (Cameo/MCA)
LP: Silk & Steel

64/13	28%	National Summary
R 28%	Down 1	Charted 1
M 0%	Down 0	Down 0
B 72%	Down 0	Down 0
W 0%	Down 0	Down 0

<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>	<p>Regional Summary</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p> <p>W 18% N 18%</p>
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PARALLELS

<h3>H</h3> <h4>HEART</h4> <p><i>Notin' At All (Capitol)</i> LP: Heart</p> <p>212/16 89%</p> <p>Regional: 27 N 1 W 1 S 1 M 1</p> <p>National: 27 N 1 W 1 S 1 M 1</p> <p>Regional: 27 N 1 W 1 S 1 M 1</p> <p>National: 27 N 1 W 1 S 1 M 1</p>	<h3>J</h3> <h4>JANET JACKSON</h4> <p><i>What Have You Done For Me Lately (A&M)</i> LP: Capitol</p> <p>214/4 90%</p> <p>Regional: 8 N 1 W 1 S 1 M 1</p> <p>National: 8 N 1 W 1 S 1 M 1</p> <p>Regional: 8 N 1 W 1 S 1 M 1</p> <p>National: 8 N 1 W 1 S 1 M 1</p>	<h3>L</h3> <h4>HOWARD JONES</h4> <p><i>No One Is To Blame (Elektra)</i> LP: Action/Reply</p> <p>194/11 83%</p> <p>Regional: 22 N 1 W 1 S 1 M 1</p> <p>National: 22 N 1 W 1 S 1 M 1</p> <p>Regional: 22 N 1 W 1 S 1 M 1</p> <p>National: 22 N 1 W 1 S 1 M 1</p>	<h3>L</h3> <h4>PATTI LABELLE & MICHAEL McDONALD</h4> <p><i>On My Own (MCA)</i> LP: Warner</p> <p>212/11 89%</p> <p>Regional: 18 N 1 W 1 S 1 M 1</p> <p>National: 18 N 1 W 1 S 1 M 1</p> <p>Regional: 18 N 1 W 1 S 1 M 1</p> <p>National: 18 N 1 W 1 S 1 M 1</p>	<h3>L</h3> <h4>LEVEL 42</h4> <p><i>Something About You (Polydor/PG)</i> LP: Wras Machine</p> <p>217/8 92%</p> <p>Regional: 13 N 1 W 1 S 1 M 1</p> <p>National: 13 N 1 W 1 S 1 M 1</p> <p>Regional: 13 N 1 W 1 S 1 M 1</p> <p>National: 13 N 1 W 1 S 1 M 1</p>	<h3>H</h3> <h4>HOOTERS</h4> <p><i>Where Do The Children Go (Columbia)</i> LP: Nervous Night</p> <p>141/7 59%</p> <p>Regional: 40 N 1 W 1 S 1 M 1</p> <p>National: 40 N 1 W 1 S 1 M 1</p> <p>Regional: 40 N 1 W 1 S 1 M 1</p> <p>National: 40 N 1 W 1 S 1 M 1</p>	<h3>J</h3> <h4>WHITNEY HOUSTON</h4> <p><i>The Greatest Love Of All (Arista)</i> LP: Whitney Houston</p> <p>230/2 87%</p> <p>Regional: 4 N 1 W 1 S 1 M 1</p> <p>National: 4 N 1 W 1 S 1 M 1</p> <p>Regional: 4 N 1 W 1 S 1 M 1</p> <p>National: 4 N 1 W 1 S 1 M 1</p>	<h3>J</h3> <h4>JETS</h4> <p><i>Crush On You (MCA)</i> LP: The Jets</p> <p>160/37 88%</p> <p>Regional: 34 N 1 W 1 S 1 M 1</p> <p>National: 34 N 1 W 1 S 1 M 1</p> <p>Regional: 34 N 1 W 1 S 1 M 1</p> <p>National: 34 N 1 W 1 S 1 M 1</p>	<h3>L</h3> <h4>JOURNEY</h4> <p><i>Back In Good To Youself (Columbia)</i> LP: Raised On Radio</p> <p>225/2 86%</p> <p>Regional: 16 N 1 W 1 S 1 M 1</p> <p>National: 16 N 1 W 1 S 1 M 1</p> <p>Regional: 16 N 1 W 1 S 1 M 1</p> <p>National: 16 N 1 W 1 S 1 M 1</p>	<h3>L</h3> <h4>JULIAN LENNON</h4> <p><i>Stick Around (Atlantic)</i> LP: The Secret Voice Of Daydreaming</p> <p>147/2 62%</p> <p>Regional: 2 N 1 W 1 S 1 M 1</p> <p>National: 2 N 1 W 1 S 1 M 1</p> <p>Regional: 2 N 1 W 1 S 1 M 1</p> <p>National: 2 N 1 W 1 S 1 M 1</p>	<h3>L</h3> <h4>LOVERBOY</h4> <p><i>Lead A Double Life (Columbia)</i> LP: Lead Every Minute Of It</p> <p>67/15 24%</p> <p>Regional: N/A N 1 W 1 S 1 M 1</p> <p>National: N/A N 1 W 1 S 1 M 1</p> <p>Regional: N/A N 1 W 1 S 1 M 1</p> <p>National: N/A N 1 W 1 S 1 M 1</p>
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PARALLELS

SIGNIFICANT ACTION

A

ABC
Vanity Kills (Mercury/PolyGram)
LP: How To Be A Zillionaire

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

ANIMATION
I Want You (Casablanca/PolyGram)
LP: Strange Behavior

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

ART OF NOISE
Peter Gunn (Chrysalis)
LP: In Visible Silence

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

ATLANTIC STARR
If Your Heart Isn't In It (A&M)
LP: As The Band Turns

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

B

BANGLES
If She Knew What... (Columbia)
LP: Different Light

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

BLOW MONKEYS
Dignify Your Scene (RCA)
LP: Animal Magic

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

E.G. DAILY
Say It Say It (A&M)
LP: E.G. Daily

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

C

CHRYSLIS
Peter Gunn (Chrysalis)
LP: In Visible Silence

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

D

DIGGING YOUR SCENE
SLEDGEHAMMER

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

E

EPIC
Chain Reaction (RCA)
LP: Epien Alive

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

F

FEFF
Say It Say It (A&M)
LP: E.G. Daily

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

G

GEFFEN
Sledgehammer (Geffen)
LP: So

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

H

H&N
Modern English
LP: King

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

I

INXS
Listen Like Thieves (Atlantic)
LP: Listen Like Thieves

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

J

J&N
Modern English
LP: King

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

K

KATY
Modern English
LP: King

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

L

L&N
Modern English
LP: King

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

M

M&N
Modern English
LP: King

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

N

N&N
Modern English
LP: King

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

O

O&N
Modern English
LP: King

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P

P&N
Modern English
LP: King

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

Q

Q&N
Modern English
LP: King

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

R

R&N
Modern English
LP: King

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

S

S&N
Modern English
LP: King

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

T

T&N
Modern English
LP: King

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

U

U&N
Modern English
LP: King

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

V

V&N
Modern English
LP: King

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

W

W&N
Modern English
LP: King

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

X

X&N
Modern English
LP: King

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

Y

Y&N
Modern English
LP: King

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

Z

Z&N
Modern English
LP: King

P1 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P2 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

P3 EAST WFO on 11:00 on
WTO on 11:00 on
WTO on 11:00 on

WEEK #12

AIR Priorities

WEEK #12

Listen to the selections listed below. Decide if each has the potential to attain Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, May 7, 1986.

TITLE	ARTIST	LABEL
DIGGING YOUR SCENE	BLOW MONKEYS	RCA
SLEDGEHAMMER	PETER GABRIEL	GEFFEN
INK & PAPER	MODERN ENGLISH	SIRE/WB
VANITY KILLS	ABC	MERCURY/POLYGRAM
ALONE WITHOUT YOU	KING	EPIC

COMPETITION #5

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR music for artist managers, producers and record companies.

AIR

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CONTEMPORARY HIT RADIO

BREAKERS

BOYS DON'T CRY

I Wanna Be A Cowboy (Profile)

69% of our reporters playing it. Moves: Up 66, Debuts 29, Same 39, Down 2, Adds 27 including CHUM, WRNO, WNVZ, KMJK, KWSS, KNBQ. See Parallels, debuts at number 37 on the CHR chart.

JETS

Crush On You (MCA)

68% of our reporters playing it. Moves: Up 64, Debuts 39, Same 19, Down 1, Adds 37 including K106, WBLI, Z100, PRO-FM, Q107, KHTR, KMJK. See Parallels, moves 40-34 on the CHR chart.

FALCO

Vienna Calling (A&M)

65% of our reporters playing it. Moves: Up 43, Debuts 41, Same 31, Down 2, Adds 36 including WXKS-FM, WAVA, KTKS, 93FM, Q105, WHYT, KWSS. Complete airplay in Parallels.

38 SPECIAL

Like No Other Night (A&M)

62% of our reporters playing it. Moves: Up 4, Debuts 35, Same 39, Down 0, Adds 69 including WCAU-FM, 94Q, Z93, 92X, WKTI, Y108, KMEL. Complete airplay in Parallels.

NEW & ACTIVE

- HOOTERS "Where Do The Children Go" (Columbia) 141/7.**
 Moves: Up 68, Debuts 17, Same 48, Down 1, Adds 7. WKSE, Z95, KRBE, WOUT, WKDD, KYNO-FM, WYKS, KEGL, 12-10, WRNO, 34-29, KWK 22-19, KPLUS 33-25, Q100 23-19, WPST 23-18, WFSZ 30-23, KITS 26-21. See Parallels, debuts at number 40 on the CHR chart.
- EL DeBARGE "Who's Johnny" (Gordy/Motown) 139/49**
 Moves: Up 18, Debuts 30, Same 44, Down 0, Adds 49 including WKSE, B94, B97, WQUE-FM, WNVZ, WCYZ, KIIS-FM, B104 3-25, WAVA 30-26, KBEQ 32-26, K104 30-34, WNNK 38-32, B106 29-21, KAMZ 26-22, Q104 36-26.
- SIMPLY RED "Holding Back The Years" (Elektra) 132/49**
 Moves: Up 37, Debuts 23, Same 23, Down 0, Adds 49 including B104, WCAU-FM, WQUE-FM, Q105, KBEQ, KWK, KKRZ, PRO-FM 28-24, 94Q 33-28, WCZY 24-19, Y108 23-19, KWOD 29-21, KS103 14-11, KMEJ 9-7, KWSS 11-8, WNNK 35-24.
- DREAM ACADEMY "Love Parade" (Reprise/WB) 123/23**
 Moves: Up 35, Debuts 28, Same 37, Down 0, Adds 23 including WHTT, WCAU-FM, KIIS-FM, KWOD, KS103, KWSS, KOFFM, WPHD 40-33, WRNO 36-30, KMEJ 32-24, KUBE 31-29, WBBQ 36-32, WXIX 29-24, KIK 32-27, Q101 37-34.
- WAX "Right Between The Eyes" (RCA) 120/7**
 Moves: Up 73, Debuts 7, Same 29, Down 4, Adds 7. WHNS, WLS, Z95, WAMX, WMAJ, KYYY, KCMQ, WKSE 27-23, PRO-FM 30-26, 94Q 23-17, Y100 36-35, WLDFM 27-24, WOUT 31-26, 100KH 7-5, KWES 11-10.
- FABULOUS THUNDERBOLTS "Tuff Enuff" (CBS Associated) 100/35**
 Moves: Up 23, Debuts 13, Same 23, Down 0, Adds 35 including WNVZ, WRSR, WLDFM, KS103, KITS, KWSS, KUBE, WPHD 29-23, WMMAS 30-22, KDWB-FM 6-36, KNBQ 28-24, WAMX 27-22, WKDD 28-21, WVIC 26-19, WKSF 36-28, KGOT 28-20.
- MOODY BLUES "Your Wildest Dreams" (Polydor/PolyGram) 99/28**
 Moves: Up 21, Debuts 21, Same 31, Down 0, Adds 26 including K106, CHRM, 94Q, Y108, KKRZ, KITS, Z104, WRNO 28-24, KHTR 29-23, KWK 30-28, WOKI 37-31, WKDD 30-23, Q100 40-34, 95XIL 32-24, KBIM 35-29.
- MODELS "Out Of Mind, Out Of Sight" (Geffen) 80/23**
 Moves: Up 8, Debuts 12, Same 37, Down 0, Adds 23 including WHNS, PRO-FM, WLS, Z95, WKTI, KDWB-FM, KDON-FM, WPHD 40-40, 896 35-31, KPLUS 40-39, R104 40-38, KOZ-FM 30-27, Q101 35-32, WHSL 37-34, OK95 37-23.
- GTR "When The Heart Rules The Mind" (Arista) 72/71**
 Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 71 including WKSE, WBBN-FM, WPHD, PRO-FM, 94Q, Z93, 95, WRNO, WRSR, Q105, WMMAS, KWK, KKRZ, KMJK, B1105.
- PSYCHEDELIC FURS "Pretty In Pink" (A&M) 69/20**
 Moves: Up 19, Debuts 10, Same 20, Down 0, Adds 20 including B104, WAVA, B97, WRSR, KBEQ, WLDFM, KZZP, WPHD 38-28, KS103 18-15, KITS 30-26, KMEL 12-11, WPST 33-25, WTLQ 0-32, KTUX 40-31, KXYO 29-26.
- GIUFFRIA "I Must Be Dreaming" (Cameo/MCA) 66/17**
 Moves: Up 5, Debuts 3, Same 2, Down 0, Adds 13 including WKSE, WCAU-FM, PRO-FM, WRSR, WSLI, 100KH, SLY96, WMMAS 40-32, WERZ 6-37, WVAQ 29-24, WKDD 6-38, KKKK 40-37, WKSF 39-36, WBBW 4-39, OK95 37-33.
- BOURGEOIS TAGG "Mutual Surrender" (Island) 63/9**
 Moves: Up 18, Debuts 4, Same 32, Down 0, Adds 9 including WROQ, WNOK-FM, KTUX, KCPX, KSM6, WCIL-FM, KWOD 26-20, KPLUS 2-1, KUBE 0-32, WXIX 30-26, KZZU 14-10, WOMP-FM 34-28, KFMM 14-8, WHSL 28-26.
- LOVERBOY "Lead A Double Life" (Columbia) 57/15**
 Moves: Up 5, Debuts 3, Same 2, Down 0, Adds 15 including WHNS, WNNK, KZZB, 94Z, WKFR, WVIC, WGLF, KPLUS 38-27, KNBQ 0-35, WOKI 38-33, KXYO 38-36, 95XIL 36-31, KWES 32-29, KGOT 33-27, OK95 33-24.
- DAVID BOWIE "Absolute Beginners" (EMI America) 52/2**
 Moves: Up 19, Debuts 1, Same 30, Down 0, Adds 2, WNOK-FM, 100KH, Q100 32-29, R104 25-19, 98PKY 28-25, WOKI 40-36, WKDD 33-30, KCAO 35-33, WGLY 33-29, WZON 33-30, 95XXX 27-24, WGAN 29-26, WYZP 32-29, KNOE-FM 0-38, WHSL 27-25.

SIGNIFICANT ACTION

KENNY LOGGINS "Danger Zone" (Columbia) 47/47
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 47 including WPHD, 94Q, B96, KHTR, KWK, KWSS, KNBQ, K104, WPST, WGLT, WOKI, KIKI, KPS5, KITS, KCPX.

MOST ADDED

- GTR (71)**
 When The Heart Rules The Mind (Arista)
38 SPECIAL (69)
 Like No Other Night (A&M)
EL DeBARGE (49)
 Who's Johnny (Gordy/Motown)
SIMPLY RED (49)
 Holding Back The Years (Elektra)
KENNY LOGGINS (47)
 Danger Zone (Columbia)

HOTTEST

- WHITNEY HOUSTON (167)**
 The Greatest Love Of All (Arista)
MADONNA (124)
 Live To Tell (Sire/WB)
VAN HALEN (122)
 Why Can't This Be Love (WB)
PET SHOP BOYS (121)
 West End Girls (EMI America)
PHIL COLLINS (78)
 Take Me Home (Atlantic)

- BANGLES "If She Knew What She Wants" (Columbia) 39/39**
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 39 including WPHD, Z93, B97, B98, WMMAS, KKRZ, Q100, WTC-FM, KC101, WSSX, Y108, KJ103, KEYN-FM, KSNL, KLUC.
- BLOW MONKEYS "Diggin' Your Scam" (RCA) 37/15**
 Moves: Up 5, Debuts 1, Same 16, Down 0, Adds 15 including WXKS-FM, WKSE, KIIS-FM, KPLUS, KUBE, WRCK, KAMZ, WKAL, KMGX, WHTT 29-25, KMEL 30-25, K104 40-33, WKNZ 35-29, OK100 0-38, KWES 35-30.
- GRAHAM NASH "Innocent Eyes" (Atlantic) 37/10**
 Moves: Up 7, Debuts 2, Same 18, Down 0, Adds 10 including WLS, WERZ, WRON, ZON, WGAN, KSM6, Y94, WAZY-FM, KKRC, KBIM, WRNO 39-38, WLDFM 22-18, KZIO 32-29, KSNL 25-22.
- KATRINA & THE WAVES "Is That It?" (Capitol) 37/2**
 Moves: Up 15, Debuts 3, Same 17, Down 0, Adds 2, KKK, KBIM, WKXS-FM, K101 31-29, WKSE 30-29, WPHD 14-12, CHUM 18-13, WMMAS 27-25, WLDFM 28-29, Q100 24-20, WPST 35-32, KTUX 36-38, WKDD 38-34, OK100 30-27, WHSL 34-31, KGOT 31-23.
- VANITY "Under The Influence" (Motown) 36/2**
 Moves: Up 16, Debuts 3, Same 15, Down 0, Adds 2, KBFM, 100KH, WKSE 33-26, WCAU-FM 39-35, WCZY 37-32, KKRZ 29-26, KITS 0-27, KMEL 22-18, Q100 35-33, WRKB 35-33, KAMZ 27-24, 94Z 30-29, KITS 30-26, KMGX 33-28, OK95 40-37.
- PETER GABRIEL "Sledgehammer" (Geffen) 34/33**
 Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 33 including WHTT, WPHD, CKOI, CFTR, KEGL, WRSR, WMMAS, KC101, WPST, WFMI, KTUX, WKDD, KDON-FM, SLY96, OK95.
- ATLANTIC STARR "If Your Heart Isn't In It" (A&M) 34/7**
 Moves: Up 12, Debuts 4, Same 11, Down 0, Adds 7, WHNS, WBBQ, WKSJ, 96X, WRVQ, 100KH, WCIL-FM, K106 0-28, WKSE 35-33, Y100 34-31, WNVZ 36-34, WROG 17-15, KAMZ 24-21, KMGX 38-29, KDIV 36-25.
- ROBERT TEPPER "Don't Walk Away" (Scotti Bros./CBS) 34/6**
 Moves: Up 3, Debuts 7, Same 18, Down 0, Adds 5, WOKI, WAZY-FM, KGOT, KTRS, KBIM, OK95, WXKS-FM on, Y100 4-40, WERZ 0-40, KTUX 0-40, WRD 29-27, WVIC 30-28, WRON 0-34, Q104 0-33, KHTZ 30-27.
- PATTI AUSTIN "The Heat Of Heat" (Quest/WB) 31/7**
 Moves: Up 7, Debuts 7, Same 10, Down 0, Adds 7, R1104, KBFM, KCAQ, 100KH, WVBS, WBWB, KZOO, WBBN-FM 34-29, WKSE 37-35, WYVP 36-24, FM102 0-24, WNNK 37-34, WSPK 39-32, WBBQ 32-29, KAMZ 30-26.
- INXS "Listen Like Thieves" (Atlantic) 29/29**
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 29 including WPHD, WRNO, WMMAS, KKRZ, KPLUS, WZOU, WRCK, WTLQ, KHFJ, SHTYX, WKZL, WVIC, KJ103, KSNL, KXYO.
- WILD BLUE "Fire With Fire" (Chrysalis) 29/16**
 Moves: Up 0, Debuts 1, Same 10, Down 0, Adds 18 including WFMI, B1105, 94Z, WVIC, WRON, KIYS, KIKK, KMGX, KCAQ, WYVP, 99KG, WTLQ on, KTUX on, KSNL 0-37, KFV on.
- ANIMOTION "I Want You" (Casablanca/PQ) 24/16**
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 16 including WXKS-FM, WHNS, WPHD, WMMAS, WRCK, WANS-FM, WCKN, WKDD, KKK, KSNL, KMGX, WDR, WKSE on, WERZ on, KCAQ on.
- E.G. DAILY "Say It Say It" (A&M) 23/4**
 Moves: Up 9, Debuts 1, Same 9, Down 0, Adds 4, WERZ, R1104, KAMZ, 95XXX, WKSE 25-21, FM102 on, KMEJ 24-19, WKOB 27-21, WSSX 25-23, WROD 24-22, WKSJ 38-35, 96X 23-20, 94Z 29-27, KMGX 0-35, KFV 26-23.
- DIANA ROSS "Chains Reaction" (RCA) 20/7**
 Moves: Up 6, Debuts 3, Same 9, Down 0, Adds 7, KKRZ, Q100, B106, WBBQ, KQMJ, KLUC, 100KH, B104 27-23, WXKS-FM 18-17, CKOI 5-2, Q107 0-25, WAVA 0-28, KBEQ 28-25, WNNK 32-31, WKEE 0-20, WGAN 31-28.
- CHARLIE SEXTON "Impressed" (MCA) 19/7**
 Moves: Up 0, Debuts 3, Same 9, Down 0, Adds 7, KHFJ, KZZB, 95XXX, 100KH, WOMP-FM, KQZ-FM, WJAD, KPLUS 0-35, KIYS on-dp, KSNL on, WIGY on, KFMI on, KDVV 0-40, KGOT 0-36, OK95 on.
- ABC "Vanily Kills" (Mercury/PolyGram) 18/8**
 Moves: Up 0, Debuts 3, Same 7, Down 0, Adds 6, PRO-FM, WTLQ, KSNL, KCAQ, WZYP, WPFM, WBS, SLY96, KKRZ on-dp, KPLUS 0-32, KWS 0-38, WZON on, 95XXX on, Q101 on, OK95 0-35.
- TRANS-X "Living On Video" (Atco) 14/8**
 Moves: Up 1, Debuts 3, Same 2, Down 0, Adds 8, KDWB-FM, 95XIL, Q101, KWES, WPFM, WCIL-FM, KDVV, OK95, KZZP 11-1, KPLUS 0-30, K104 on, B1105 0-30, Y106 0-38, OK100 on.
- ART OF NOISE "Peter Gunn" (Chrysalis) 14/6**
 Moves: Up 2, Debuts 1, Same 5, Down 0, Adds 5, FM102, KMEL, WSPK, KAMZ, WZON, 95XXX, WKSE on, 95 on, KIKX 39-33, KMGX 0-38, KCAQ 37-35, WGAN on, Q101 on, WPFM on.
- B.E. TAYLOR GROUP "Karen" (Epic) 11/5**
 Moves: Up 1, Debuts 1, Same 4, Down 0, Adds 5, WMMAS, K104, WKFR, WFBQ, OK100, WPHD on, B94 0-29, WVIC on, WRON on, 95XIL on, WOMP-FM 37-33.
- MARILYN MARTIN "Move Closer" (Atlantic) 10/1**
 Moves: Up 3, Debuts 3, Same 2, Down 0, Adds 1, KTUX, FM102 on, K104 34-30, WDJX on-dp, WLS 0-40, OK100 0-39, 95XIL 34-25, WZYP 40-36, Q101 on, WPFM on, KTLQ.

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 unchanged activity, Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels.

NOTE: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40-Chart Rotation Criteria — Fulltime Adds and/or One: four plays in a 24-hour period, three of them before midnight. Departed Adds and/or One: two plays in a 24-hour period, both of them before midnight.

Parallels Begin on Page 81
 Adds & Hits Begin on Page 79
 P-1 Playlists Begin on Page 76