

I N S I D E :

RADIO BUSINESS SECTION DEBUTS

This week R&R expands the Transactions page into a two-page Radio Business section. This week and in coming weeks, you'll read:

- Features on owners, brokers, dealmakers, and more
- Analyses on trends in the ever-active station acquisition field
- Graphs and charts summarizing transaction data
- Financial data on the top broadcast players
- And the most complete and timely news available on station transactions.

Starts this week, Page 8

ARBITRON RATINGS RESULTS

The spring Arbitrons for more top markets continue to pour in, including this week figures for Houston, Atlanta, Seattle, Cincinnati, St. Louis, Kansas City, Tampa, Phoenix, Denver, Miami, and more.

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CD OR NOT CD:

THE COUNTRY COMMITMENT

Associate Editor **Katy Bee** quizzes some leading Country programmers to get their views on the use of CDs in their format, while Nashville Bureau Chief **Sharon Allen** provides the views of four prominent Nashville promotion executives.

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IN THE NEWS THIS WEEK

- **Carl Wagner** President of Taft Radio/Cable as company restructures top tier
- **Don Kidwell** VP/GM at WMGF
- **Don Trout** VP/GM at KCMO & KBKC
- **Jeff Dashev** Exec. VP, **Mary Beth Garber** L.A. VP/Sales Mgr. at McGavren Guild
- **Mark Bolke** PD at KRXY
- **Tony Renaud** VP/GM at WBT & WBCY
- **Solar** in P&D deal with Capitol
- **Dave Luzzak** OM, **Joe Krause** PD at WKLH
- **Steve Stewart** OM at WBNS-AM & FM
- **Loren Toolajian** Ops. Dir. at WQXR
- **B.J. Adams** PD at WFIL
- **Wayne Courtney** GM at KJYO
- **Bob Kaake** PD at WRVR
- CBS sets CD plant in New Jersey
- **Sheila O'Connor** GSM at WCLR
- Private Music distributed by RCA
- Station transactions to date pass \$1.4 billion
- Top individual, group transactions checklist
- **Duffy** buys KSUN & KLZI for \$15 million

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MORNING MADNESS

Top CHR morning show masters explain the motivations behind their often-bizarre AM antics.

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NEXT WEEK IN R&R

Assistant Editor **Yvonne Olson** talks with some of CHR's top female executives.

Newsstand Price \$5.00



COMPROMISE REACHED

Industry, ASCAP Agree On 7.5% Rate Hike

After remaining deadlocked for several years, ASCAP and the All-Industry Radio Music License Committee have reached a compromise agreement calling for an average increase of 7.5% in the amount radio stations pay in royalties to ASCAP composers and songwriters. In the past the committee has estimated radio stations pay ASCAP \$90-100 million a year.

ASCAP had sought an average rate hike of 18%. The committee argued that, since the royalties are a percentage of station income, ASCAP's rates should be cut because the society's payments grow automatically as radio revenues rise.

"It's much simpler," all-industry committee counsel **Alan Weinschal** said of the new contract. Trade and barter are eliminated entirely, while the standard deduction and sustaining fee have been abolished as separate items and built into the contract.

Owens To KFI

Longtime personality **Gary Owens** has reached an amicable agreement to leave his morning show at Jazz-formatted KKKO/Los Angeles and will assume the same shift at cross-town Cox Communications AC outlet KFI September 8. KKKO morning cohost **Nick Tyler** will now take over for Owens fulltime.

In addition to an extensive buscard campaign and TV commercials, Owens will benefit from an expanded support team. Appearing on his airshift will be talents **Dan Avey** and **Laura Brown**, **Chris Roberts** (sports), **David Black** and **Barbara Whitesides** (news), **Mike Nolan** and **Mark Dennis** (traffic), and **Tracey Miller** (celebrity news).

KFI PD **Steve LaBeau** told R&R, "This move maintains OWENS/See Page 4

Increases Vary By Station

"The overall increase will range around 7.5%," said Weinschal. "But a fair number of stations will have a smaller increase, while some may have larger increases." A few stations may experience a rate cut, he added.

While the agreement is retroactive to January 1, 1986, blanket licenses, Weinschal said the first increase due from broadcasters is a flat 7.5% surcharge of whatever they paid ASCAP in 1985. That will be paid in two in-

WARSHAW NEW KFSD VP/GM

Rosenberg Elevated To Lotus Exec. VP



Hal Rosenberg
KFSD/San Diego Sr. VP/GM
Hal Rosenberg has been



Dick Warshaw
elevated to Exec. VP for Los Angeles-based parent Lotus Communications, which owns 14 other stations in California, Texas, Arizona, Nevada, Illinois, and Maryland. Succeeding him as VP/GM at the San Diego Classical station is National Sales Manager **Dick Warshaw**.

Rosenberg, who had been at KFSD since it was acquired by Lotus in 1974, assumes his new position January 1, 1987. Until then, he will remain at KFSD as Sr. VP, while assisting Lotus President **Howard Kalmenson** and Exec. VP **Norm Posen** cor-ROSENBERG/See Page 10

SR. MARKETING ADVISOR IN N.Y.

Forth Joins Pollack



Dan Forth
ABC VP/Young Adult Networks **Dan Forth** has become Senior Marketing Advisor for L.A.-based media consultation firm **Jeff Pollack Communications**, and will be headquartered at JPC's new New York office.

President **Jeff Pollack** said, "Dan will add a new dimension to our consultation services in the areas of marketing and sales advice. With competition increasing every year, the necessity for more sophisticated marketing techniques has become a must for establishing a uniquely successful position. JPC is proud to be the first programming advisory firm to respond to this need by bringing aboard a nationally recognized expert in this field. In addition, Dan's N.Y. base makes JPC the first radio consultation firm with offices in the top two markets."

A 13-year broadcaster, Forth FORTH/See Page 4

Tusken, Burks In New Capitol VP Posts

Ray Tusken has been appointed VP/Rock Promotion at Capitol, as part of a realignment within the label's promotion and marketing operations. Also, **Bill Burks** has been named VP/Artist & Product Development.

Tusken was VP/Rock A&R, and previously headed Capitol's AOR promotion team. In the new post, he'll oversee Associate National AOR Directors **Bill Bartlett** and **Dave Morrell**. Bartlett was Director/National Album Promotion. Associate National AOR Director **Stan Gleason** has left the label.

Gingold VP/ Radio At New Barnstable

WGKX/Memphis President/GM **David Gingold** has been promoted to VP/Radio for parent New Barnstable Corp. Gingold will now also oversee WHLI & WKJY/Long Island, WSLR & WKDD/Akron, and KSSN/Little Rock.

Prior to joining WGKX as VP/GM last year, Gingold was President of Birch Radio Ratings. "I'm delighted to have this GINGOLD/See Page 4



Bill Burks
Tusken reports to Senior VP/Promotion **Walter Lee**. VP/Black Music Promotion **Ronnie Jones**, National Promotion Director **Tom Gorman**, and Director/National Video Promotion **Michelle Peacock** also report to Lee.

Burks, who has been VP/Creative Services & Merchandising for the past two years, will oversee three Artist & Product Development Directors. They are **Jeremy Hammond**, previously Director/Marketing & Promotion for the label's international division, and **Michael Stotter**, formerly Creative Director/Advertising & Merchandising. A third director will be named later.

TUSKEN/See Page 4

IT'S BOB.

IT'S YOU

THE NEW SINGLE BY

BOB SEGER
& THE SILVER BULLET BAND

CATCH HIM ON HIS
SOLD-OUT SUMMER TOUR!

PRODUCED BY BOB SEGER AND PUNCH ANDREWS
CO-PRODUCED BY DAVID COLE

Capitol

www.capitol.com



**AUGUST 1, 1986
18-24 MALE
MEASUREMENT:
IMPROVEMENT
ON THE WAY?**

R&R's new Ratings & Research Editor Rip Ridgeway bows with a detailed examination of Arbitron's recent research into the problem of surveying 18-24 males, the ratings firm's commitment to new methods, and the implications for radio.

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**Renaud VP/
GM At WBT
& WBCY**

After 14 years with WMAL & WRQX/Washington, GSM Tony Renaud has been named VP/GM at Jefferson-Pilot's AC/CHR combo WBT & WBCY/Charlotte. He replaces Bill Jennings, who left to pursue ownership.

Renaud commented to R&R, "In all those years with ABC, I've gotten a lot of offers, but I've only been on one interview, and this was it. I've heard so much about this company for years, and had previously thought I had a life sentence at WMAL & WRQX, but I'm up for parole now." RENAUD/See Page 6

**Stewart OM
At WBNS-AM
& FM**

After five years with full-service AC outlet WSPD/Toledo, Station Manager Steve Stewart has taken the vacant OM post at AC-Easy Listening combo WBNS-AM & FM/Columbus.

A 16-year broadcaster, Stewart started at WSPD in 1980 as News Director, becoming OM in 1984 and Station Manager last year. He previously spent nine years with nearby WMRN-AM & FM/Marion.

STEWART/See Page 6

**Taft Reorganizes Senior
Management Structure**

In a restructuring of its senior management organization, Taft Broadcasting has created an Office of the Chairman. Those executives include Chairman/CEO Charles Mechem Jr., 11-year President/COO Dudley Taft, now Vice Chairman, and CFO George Castrucci, now Exec. VP/COO. Additionally, Exec. VP/Television Group Jack Sander and Exec. VP/Radio-Cable

Group Carl Wagner become Presidents of their respective groups, while Sr. VP/Controller Greg Thomas advances to Sr. VP/Finance & CFO.

Mechem commented, "Our present management structure has been in place for a number of years. In recent years there have been many changes in the businesses in which we engage and considerable growth and change in our own company. We think this new structure is more responsive to Taft's present-day challenge and opportunities. It tightens and streamlines the organization and makes us better able to manage our company efficiently and effectively in the years ahead."

At Taft's annual stockholders meeting, Taft reported net earnings of \$3.6 million (36 cents/share)

for the first quarter of fiscal 1987. Both were down approximately 70% from the same period a year ago, reflecting anticipated dilution from the acquisition of five TV and four radio stations from Gulf Broadcasting a year ago. Despite a "notable weakness" of certain AM properties, Taft's FM facilities bolstered the company's net radio revenues, which increased 24% to \$14.6 million, including contributions from the Gulf stations that weren't owned by Taft during the same quarter in fiscal '86.

In other business, Taft elected four new members to its board of directors: Richard Blum, David Lloyd, William Oberndorf, and John Scully. All reportedly represent the interests of Robert Bass of the Texas-based Bass family, which has an 18% interest in Taft.

**Troutt
Manages
KCMO &
KBKC**

Gannett Radio Chief Financial Officer Don Troutt has transferred to the VP/GM chair at newly-acquired News/Talk/Sports-CHR combo KCMO & KBKC/Kansas City. Troutt, who replaces former VP/GM Dan Wastler, had been CFO since early 1985, and previously worked eight years as Business Manager at co-owned KOCO-TV/Oklahoma City.

Gannett President/Radio Division Joe Dorton told R&R, "Don's TV background provided a strong association with news, which is a forte of KCMO's programming. He worked very closely with me in St. Louis the past year in dealing with station acquisitions and management. I'm a team player, and from personality, aptitude, and knowledge standpoints, Don's as qualified as anyone I've ever hired for a first-time GM job. He's a hard-working, motivated individual."

Added Troutt, "This is what I've wanted to do, and Gannett is the kind of company that if you continue to do your job and show performance, they'll let you have that opportunity."

GARBER L.A. VP/SALES MANAGER

**Dashev Western Exec.
VP At McGavren Guild**



Jeff Dashev

McGavren Guild VP/Regional Manager Jeff Dashev has been promoted to Exec. VP/Western Division, succeeding Les Goldberg, who became President of parent



Mary Beth Garber

Interep last week. In his new post, Dashev's Southern California responsibilities expand to include the rep firm's L.A., San Francisco, Denver, Portland, and Seattle offices.

Goldberg remarked, "Jeff's experience in running the San Francisco office and then the L.A. office for the past 12 years makes him uniquely qualified to take over the Western Division. His invaluable assistance to me over the past few years makes this a natural progression."

Added McGavren Guild President Ellen Hulleberg, "It's been a DASHEV/See Page 10

PRESSING, DISTRIBUTION DEAL

Solar Switches To Capitol



Solar Records is moving to Capitol for pressing, distribution, and sales. The deal, expected for some time, begins with new product from Dynasty, Carrie Lucas, Kenny Edmonds, and Cat Miller.

Solar has been a custom label with Elektra/Asylum, but will now take charge of its own promotion, marketing, and creative activities. Overseeing them will be Hank Caldwell, who has been VP/GM of Atlantic's black music operations, when he joins the company.

Solar act Midnight Star is expected to continue via Elektra, and the latter label may also retain certain catalog rights, according to

(L-r) Bhaskar Menon, Dick Griffey, Capitol/EMI/Manhattan/Angel Exec. VP Dennis White

Solar Exec. VP Virgil Roberts, E/A Sr. VP/Marketing & Promotion Mike Bone declined to comment on the situation.

Presently unclear, according to Roberts, is the outlet for future product by the Whispers and Lake-side. "Our intentions are that we will gradually begin to release everything under the Capitol arrangement," he told R&R.

Roberts also emphasized the importance of regaining promotion SOLAR/See Page 6

**Luzzak OM,
Krause PD
At WKLH**

A two-tiered programming management structure has been implemented at Saga Broadcasting's "Classic Rock" WKLH/Milwaukee. Morning man Dave Luzzak has been named Operations Manager, and Joe Krause joins as PD, replacing departing programmer Kelly Wallace. The appointments come on the heels of an outstanding spring Arbitron showing the young station fifth in the market 12+.

VP/GM Tom Joerres commented, "Joe is a major leaguer who will adapt his talents and experience quickly in responding to LUZZAK/See Page 4



Don Kidwell

**Kidwell
VP/GM
At WMGF**

Don Kidwell has left his VP/GM post at Cox Communications' WTRK/Philadelphia (formerly WZGO) to join Voyager Communications as VP/GM of its newest acquisition, WMGF/Charlotte-Shelby.

Voyager President Jack McCarthy told R&R, "I've known Don for a long time working at WHIO/Dayton in both radio and television. We know Charlotte is a tough market, so we're very excited to have him."

Voyager recently purchased the suburban station, formerly WXIK-FM, from Capitol Broadcasting Company, and plans to have a new antenna in place covering the Charlotte market by December. McCarthy said a format has not yet been determined.

Kidwell is a 27-year broadcast veteran. Prior to moving to WTRK in March, he was Executive VP/Cox Radio Division, promoted from his VP/GM post at WHIO. Before joining Cox, he was President of Comeor Inc, and earlier was VP/GM at WONE & WTUE/Dayton.

**DRISCOLL OPENS
PRODUCTION
HOUSE**

**Bolke PD
At KRRY**



Mark Bolke

Eight-year Malrite programmer/air personality John Driscoll has left as PD at KRRY-FM/Denver after a year to open his own production company. Replacing him is Mark Bolke, former PD at crosstown KPKE.

KRRY-AM & FM VP/GM Dave Habisch told R&R, "We felt a change in direction was needed, and now was the time to do it. Releasing a PD is always difficult, but with these changes we will be more effective in competing in the Denver market."

He continued, "Mark's a very experienced Denver programmer who did a terrific job for KPKE. We are pleased to raid the competi- BOLKE/See Page 6

**RAPPE, CAFFEY PROMOTED
O'Connor Tapped
As WCLR GSM**

Sheila O'Connor has been promoted from Local Sales Manager to GSM at WCLR/Chicago. She replaces VP/Sales Asst. Station Manager John Geary, who left to become GM of KXOA-AM & FM/Sacramento, and GSM Barb Silver, who is now GSM of KBIG/Los Angeles.

At the same time, Tim Rappe was promoted to National Sales Manager at WCLR, while Rick Caffey was upped to LSM.

"Said WCLR President/GM Chet Redpath, "Sheila O'Connor has really done it all, from radio to television to being with a rep firm. She not only is good in her knowledge of broadcasting as a whole (in the scientific parts of it, the number value, and cost efficiency), but also her heart and soul is in radio. She has a quality of bonding with clients that is awesome to be a part of."

Discussing the promotions of Rappe, who joined WCLR in 1979, and Caffey, a four-year veteran of the sales department, Redpath said, "Tim has written a great number of commercials that truly utilize the medium in an imaginative sense, and has won awards for his efforts in doing so. Rick Caffey is a quiet giant. But we know that



Sheila O'Connor

Rick is an astute broadcaster because people literally flock around him, and really follow his lead. The nice quality about all of these people is they don't just sell WCLR, they sell the radio medium."

O'Connor started with WCLR in 1981 as an Account Executive, and was promoted to LSM in 1985. Prior to that, she was an AE at WCFL, RKO Radio Network, and Torbet Radio, all in Chicago.

**Kaake
Named PD
At WRVR**



Bob Kaake

WSPA/Greenville-Spartanburg, SC Program/Operations Director Bob Kaake will join AC-formatted WRVR-AM & FM/Memphis as PD August 4. Kaake takes over for Jim Robertson, who recently shifted to Viacom sister station KIKK-AM & FM/Houston as GM.

Said WRVR GM Terry Wood, "We were looking for someone adept at programming skills and with a strong management background. Bob has both qualifications and will contribute to WRVR's continued success."

Kaake commented, "I'm very impressed with Viacom, the facilities, and staff. It's a good company and I'm looking forward to going to Memphis." In addition to his programming duties for WSPA, Kaake also sold for the station and was its top biller in 1985.

**Adams PD
At WFIL**



B.J. Adams

B.J. Adams, most recently morning air personality at KLTQ/Salt Lake City, has been named PD at Gold outlet WFIL/Philadelphia. He replaces Harvey Holiday, who leaves after a year and a half.

WFIL & WUSL President/GM Bruce Holberg told R&R, "Harvey worked very hard at the job, but we were stagnant in our growth, so it was time to change the approach. B.J. has the unique ability to combine strategy and precise format execution with excitement and street presence. I look for B.J. to return the luster to our great set of call letters."

A former OM/PD at KEY1 & KNOW/Austin and PD at KEYS/Corpus Christi, Adams commented, "I've been looking forward to this type of position. I realize the job ahead is not an easy one, but management is dedicated to making things work."

"We are going to continue with the oldies, but I want to reestablish the legendary relationship the station once had with the marketplace. It won't be living in the '60s, but it will have a similar feel, only on an adult level."

Luzzak

Continued from Page 3

the highly competitive programming atmosphere in Milwaukee radio. Dave Luzzak's market awareness and talent will nicely complement the strengths of Joe and vice versa."

Saga VP/Programming Steve Goldstein added, "Joe and Dave possess an advanced understanding of the format that will give us a truly strategic approach to continued growth and dominance in the market."

Said Luzzak, who programmed the station when it was AC WMGF, "It's been exciting watching this station grow to No. 1 in adults 18-54 in such a short period of time. We have some great ideas to sustain the success." Luzzak earlier programmed WTUE/Dayton and WMJQ/Rochester.

Krause has programmed WAPP/New York, WFBQ/Indianapolis, WDIZ/Orlando, and was Assistant PD at WABX/Detroit (now WDTX).



GARY NOSE HIS PLACE — New morning personality Gary Owens eagerly signs his contract with KFI/Los Angeles, surrounded by a nosy bunch of station execs, twisting his arm. Shown are (l-r): GM Howard Neal, Owens, PD Steve LaBeau, and KFI & KOST OM Jhani Kaye.

Gingold

Continued from Page 1

group level opportunity," he said. "I plan to work with Al (Kaneb, New Barnstable principal/President) on continuing our policy of decentralized management. We have a great team of managers already in place; I will simply be an additional resource to aid them in their efforts to maximize ratings, revenues, and operating income."

Kaneb commented, "David's fine performance during his first year with our company, combined with his proven corporate management skills and knowledge of the radio industry, made him a perfect choice for us. He will be a great resource for our existing stations and in helping the New Barnstable radio group grow in numbers over the coming years."

Forth

Continued from Page 1

served three and a half years with ABC, having previously been Director/Affiliate Relations at NBC's Source network and GSM at WAAF/Worcester. "I'm very proud to have played a part in the continued growth of the ABC Young Adult Radio Networks," Forth said, "and to have worked with such a professional group of people. Having divided my career equally between local and national radio, joining forces with JPC is the next logical step. The opportunity to work with Jeff, (partner) Tommy Hedges, and the JPC staff and clients matches my entrepreneurial spirit. This will also afford me the chance to acquire radio station properties in the future."

Additionally, Forth, Pollack, and Hedges are establishing a new company, PHF, which will offer consultative advice to non-radio media clients in reaching the burgeoning young adult market.

Owens

Continued from Page 1

the continuity of our former morning show, and fulfills the expectations of our listeners. Gary's got the name recognition we were looking for, and will, it's hoped, bring along some high ratings and certainly some high revenue. You can't find one person who can say a bad thing about him. Next to the word 'gentleman in the dictionary is Gary's picture."

Regarding his new deal, Owens quipped, "All I can say is that it's for more than \$75 a week. Not only will they give me the Christmas and Thanksgiving holidays, but I also get Pat Sajak's birthday off. The big support team reminds me of my years on KMPC, and they all seem to be very good people."

Owens, who served a year at KJGO, praised its staff as "wonderful." He will also continue as Gannett Radio's VP/Creative Services until the end of the year.

KFI's morning show has been anchored by LaBeau since Al Lohman and Roger Barkley left the station earlier this summer. Upon Owens' arrival, LaBeau will move to afternoon drive, joined September 15 by TV/film comic actor Roger Rose, former MD at crosstown AC KMGG (now KPWR). KFI also recently picked up Dr. Toni Grant for 6-8pm, and now carries Larry King live from 8pm-midnight.

Tusken

Continued from Page 1

Burks reports to Capitol President Don Zimmermann, who commented, "We are concentrating our efforts not only on promotion in terms of radio programming, but through all avenues. With these appointments, Capitol intends to better meet the challenge of presenting our artists and their music to the public."

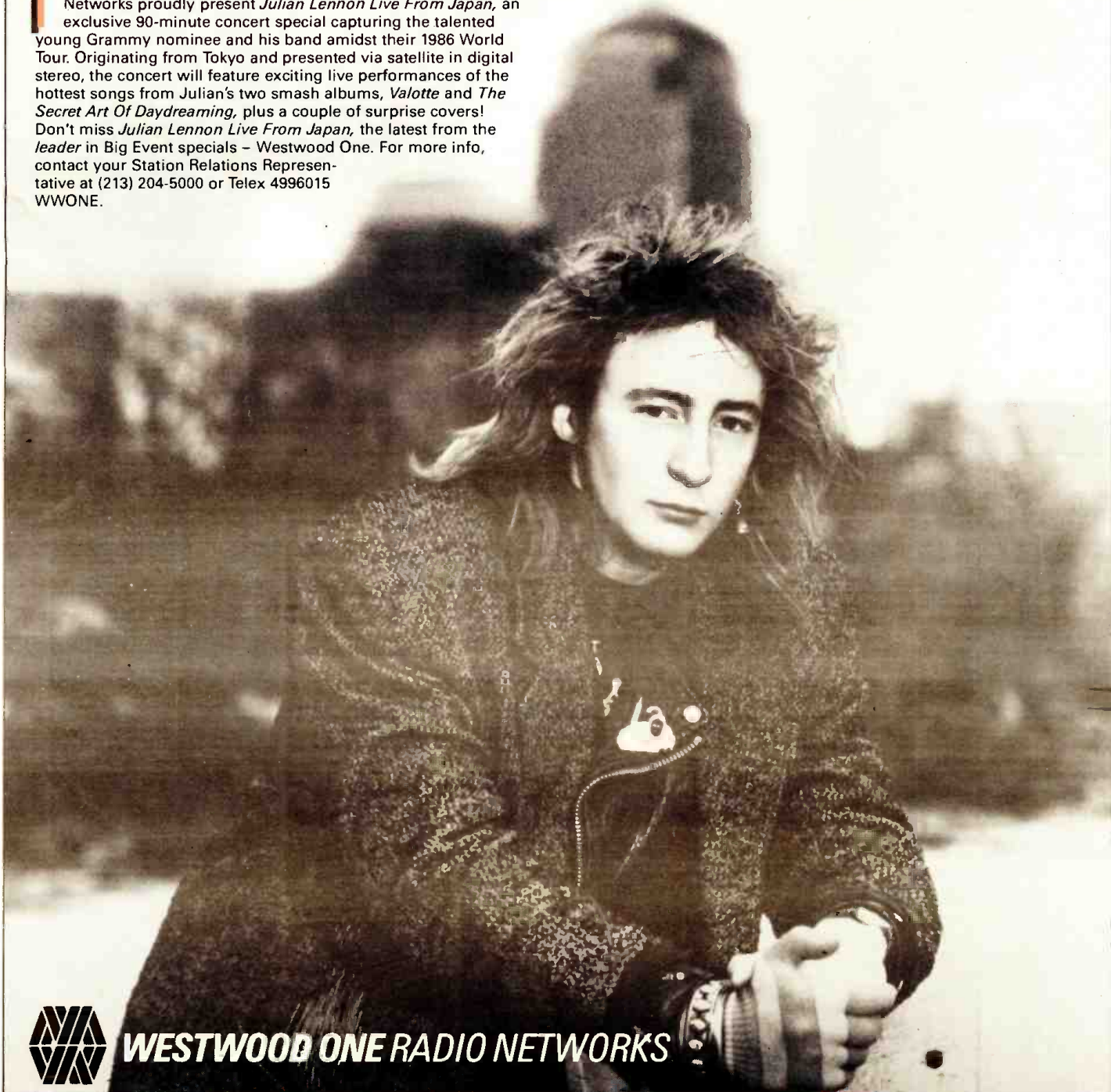


WESTWOOD ONE RADIO NETWORKS PRESENT

Julian Lennon

L I V E F R O M J A P A N

The evening of Thursday, August 14, the Westwood One Radio Networks proudly present *Julian Lennon Live From Japan*, an exclusive 90-minute concert special capturing the talented young Grammy nominee and his band amidst their 1986 World Tour. Originating from Tokyo and presented via satellite in digital stereo, the concert will feature exciting live performances of the hottest songs from Julian's two smash albums, *Valotte* and *The Secret Art Of Daydreaming*, plus a couple of surprise covers! Don't miss *Julian Lennon Live From Japan*, the latest from the leader in Big Event specials - Westwood One. For more info, contact your Station Relations Representative at (213) 204-5000 or Telex 4996015 WWONE.



WESTWOOD ONE RADIO NETWORKS



Greg Anderson



Brian Southall



Sue Satriano



Dave Shakes

● **GREG ANDERSON** has been appointed Regional Programming Executive for **Multimedia's** radio group. He'll also continue as PD of **WFBC-AM & FM/Greenville, SC**. Besides the Greenville facilities, Anderson will supervise programming/promotion at **KEEL & KITT/Sherreport** and **WMAZ & WAYS/Macon**.

● **WLIS/Old Saybrook, CT** announces four staff changes: **LES MORRELL**, formerly Sales Manager at **WNLC & WTYD/New London, CT**, is GM. **MARK GREGORY** is appointed Music Director/midday announcer; news announcer **MICHAEL FELDMAN** is named News Director; and **WILLIAM ABELSON** is tapped as Public Service Director/evening announcer.

● **LINDA ALTER**, longtime **Wotwn** rep in Atlanta, has switched labels to **Arista**. She replaces **BILLY LEMMONS**, who resigned last week.

● **TODD FISHER**, MD/night man at **KHYT/Tucson**, has been named PD at **KFVV/Modesto**. He replaces **RUSS NOVAK**.

Solar

Continued from Page 3

and marketing autonomy for Solar product, and the international ties with EMI which are part of the deal. Solar subsidiary Constellation continues through MCA, he added; its primary act is Klymaxx.

Solar Chairman **Diek Griffey** commented, "It's a special privilege for me to now be able to work with and learn from one of the brightest stars of our industry — (Capitol/EMI Chairman) **Bhaskar Menon** — and his exceptionally qualified staff of industry veterans." Menon, paying tribute to Griffey's "vitality and vision," stated, "All of us at Capitol Industries and EMI Music Worldwide are delighted at our new association."

Stewart

Continued from Page 3

last as News Director. "Right now we're reviewing everything we're doing here," Stewart told R&R. "The stations have a real tradition in the market in terms of recognizability, credibility, and service to the community, and those are all things we'll continue to build on. To say there would be any major changes would be premature."

Succeeding Stewart at **WSPD** is Assistant PD **Fred Heller**, who joined the station in 1984 as MD. Heller earlier worked at **WSGW/Saginaw** and **WAAM/Ann Arbor**.

● **EMI Music** has appointed **BRIAN SOUTHALL** as Director/Public Relations & Communications. EMI Music Worldwide. Based in London, the 14-year company veteran was most recently Director/Public Relations, EMI Music Europe & International. Reporting to Southall is **SUE SATRIANO**, newly named Director/Public Relations & Communications. EMI Music North America and Japan. Formerly Director/Media and Artist Relations for **Capitol Records**, she will be based in Los Angeles.

● **WLTS & WYAT/New Orleans GSM** **SKIP BROUSSARD** has accepted the same post at **WRKT & WSSP/Orlando**. He replaces **Larry Weiss**, who assumed the GM post at sister outlet **KMGL/Oklahoma City**. Two new positions have also been announced following a reorganization at **WRKT**: **RITA MICHAELS** as PD and **MIKE BENJAMIN** as Sales Manager. PD **Allen Jackson** will now concentrate his efforts on **WSSP**.

Bolke

Continued from Page 3

tion to bring over yet another rising star. We will remain CHR," he stressed, "but we are going to fine-tune the station a bit more from a marketing and musical standpoint."

Malrite VP/Programming **Jim Wood** commented, "This is one of those unusual opportunities to hire a talented local guy with a lot of years of experience in the marketplace. He's got the mixture of art and science."

Regarding **Driscoll**, **Wood** added, "He's without question one of the most talent production people I know. I encouraged him to pursue his field of interest, and told him **Malrite** has and will continue to use his production talents in the future."

Bolke, who was not available for comment, begins his new assignment immediately. **Driscoll**, who earlier programmed **Malrite's WZUU/Milwaukee** and was on-air at the company's **KNEW & KSAN/San Francisco**, told R&R, "It's time for me to move on to a different level of growth, and the side of the business dealing with the creation of specialized audio has always intrigued me. I will most likely relocate to the West Coast, but for the time being I'm doing some free-lance to help put all this together."

Tying in with **Bolke's** arrival is the hiring of former **WHIT/Boston** morning personality "Crazy" **Dave Otto**, who fills **Driscoll's** on-air vacancy. Meanwhile, competitor **KPKE** is kicking off a \$200,000 promotion which will offer as a grand prize townhomes to three separate winners.

● **DAVE SHAKES** moves from **KWNZ/Reno** to sister station **KSND/Eugene**, replacing **BRIAN BURNS**, now programming **KFMY-AM & FM/Salt Lake City**. **JEFF RYAN** is acting PD at **KWNZ**.

● **Katz Radio** President **DICK ROMANICK** has been elected to **NYMRAD's** (New York Market Radio Broadcasters Association) Board of Directors.

● **JAN SILVER-DeJUPP** has been named Chairman of **Chicago AV, Inc.**, replacing the resigning **JOE KELLY**; **TAMMY KINZER** has been appointed COO of the company. **Kelly** will remain with the company as Creative & Marketing Director and advisor to the board.

● **KENN BROWN** is the new GM at **KRAM & KKLZ/Las Vegas**, succeeding **Bob Hanna**. **Brown** had served as GM for both outlets since **March** and also doubled as **KKLZ Station Manager**. Prior to that he spent four years at **KGW/Portland**, the last two as **GM**.

Renaud

Continued from Page 3

One of **Renaud's** primary tasks will be to name a permanent PD at **WBCY** to replace **Bill Martin**, who left at the end of **May**, and to hire a new morning show. "Our current acting PD, **Jack Daniel**, is doing a fine job. But I've got to think about putting someone in there permanently so that we can get down to hiring a strong morning show for **WBCY**."

FOR THE RECORD



Bhaskar Menon

R&R last week incorrectly stated that **EMI Music Worldwide** Chairman & Chief Executive **Bhaskar Menon** will move to "a special consultative post" with the company in 1987. Rather, it is **Ken East**, currently President/COO for **EMI Music Europe & International**, who'll take a consultative role next January. **Menon** remains as **EMI Music Worldwide** Chairman/Chief Executive.

Toolajian Directs WQXR Operations

KDFC-AM & FM/San Francisco OM/MD **Loren Toolajian** has moved to **WQXR-AM & FM/New York** as Operations Director. He suc-

ceeds **VP/Programming Tony Rudel**, who left to become Director of Music for the **New York International Festival of the Arts**.

CBS Sets CD Plant

CBS Records will establish its own compact disc manufacturing plant in the US, to start commercial production in 1988.

The company stated that its existing **Pitman, NJ** plant will be the site of the new facilities. The board of **CBS Inc.** reportedly approved the **CD investment plan** July 9.

CBS thus becomes the third major record company to announce plans for a domestic compact disc factory. **WEA** and **Capitol/EMI** are building such operations at their respective **Olyphant, PA** and **Jacksonville, IL** plants.

CBS currently obtains compact discs from the **Digital Audio Disc Corp.**, which began as a **CBS/Sony** joint venture in 1983. The factory opened in **Terre Haute, IN** the following year, and **CBS** sold its 50% stake to **Sony** late in 1985.

The new facilities are scheduled to come fully on-line in 1990, with annual capacity of 20 million compact discs. It's expected to employ approximately 300 people. Industry estimates peg the cost of establishing **CD manufacturing facilities** at no less than \$20 million.

CBS has also announced that it will stop making records at the **Pitman** factory, and shift this production to the firm's **Carrollton, GA** site. The change means the loss of approximately 300 jobs. The **CBS Records** and **Columbia House** warehousing/distribution centers at **Pitman** will not be affected.

Private Music Moves To RCA

Private Music is moving to **RCA/A&M/Arista** Distribution. The instrumental/New Age label, headed by **Peter Baumann**, has been independently distributed.

First releases under the arrangement are new albums by **Leo Kottke** and **Yanni**, shipping in August. Scheduled for fall release are the label debut by **Ravi Shankar** and a sampler. Distribution of the **Private Music** catalog is also assumed by the major.

The two-year-old label will continue to handle its own promotion and marketing, according to **Baumann**, but he expects the new deal to "expand our reach and strengthen our presence at retail substantially."

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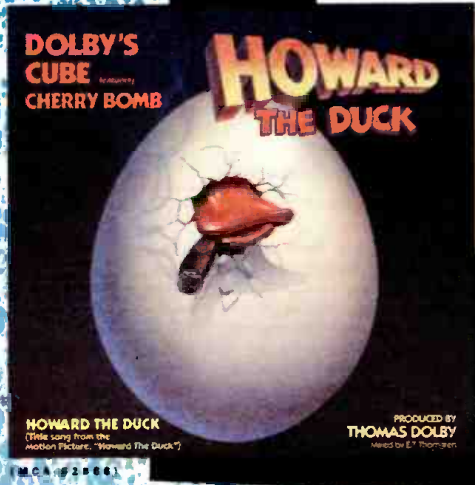
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Howard's
Time
Has
Come

HOWARD THE DUCK

Dolby's Cube featuring **Cherry Bomb**
title song from the motion picture soundtrack

Produced by: Thomas Dolby



HOWARD THE DUCK
(Title song from the
Motion Picture, "Howard The Duck")

PRODUCED BY
THOMAS DOLBY
Mixed by E.J. Thompson

MCA RECORDS

MCA 42886

TRANSACTIONS

Duffy Pays \$15 Million For KSUN & KLZI

KSUN & KLZI/ PHOENIX

PRICE: approximately \$15 million
 BUYER: Duffy Broadcasting, Marty Greenberg, President. It also owns KRZN & KMJ/Denver; KGMS & KSFM/Sacramento; KONO & KITY/San Antonio; WORZ/Orlando; and KCNR/Portland, which is being sold.
 SELLER: Transcom Limited Partnership, Bob Herpe, President. It also owns KMGR-AM & FM/Salt Lake City; KKCJ/Kansas City; and WTMG/Nashville.
 DIAL POSITION: 1400 kHz; 99.9 MHz
 POWER: 15 kw; 100 kw at 1670 ft.
 FORMAT: Spanish; AC

KNAK/DELTA, UTAH

PRICE: \$225,000
 BUYER: Michael Halloran, owner. He also is an official of KIOT/Barstow, CA.
 SELLER: Pahvant Valley Broadcasting, Inc., Darrell Lester, President.
 DIAL POSITION: 540 kHz
 POWER: 1 kw
 FORMAT: Country

KQKT/SEATTLE

PRICE: \$7.5 million
 BUYER: Shamrock Broadcasting, Roy Disney, owner. It also owns KABL-AM & FM/San Francisco; KUDL/Kansas City; WFOX/Atlanta; KMGC/Dallas; KGOL/Houston; WCXI & WWWW/Detroit; WTKN & WWSW/Pittsburgh; and has contracted to purchase WHB/Kansas City.
 SELLER: Seattle Radio Limited Partnership, Dennis Behan, President. He also owns KCEE & KWFM/Tucson.
 DIAL POSITION: 96.5 MHz
 POWER: 81 kw at 1220 ft.
 FORMAT: AC
 BROKER: Kalil & Co.

WOAD/JACKSON, MS

PRICE: \$455,350
 BUYER: Melvin Jennings, owner.
 SELLER: John Pembroke, owner. He recently sold his interest in KJOP/Lemore, CA, and is a permittee of a new FM station in Canton, MS.
 DIAL POSITION: 1400 kHz
 POWER: 1 kw days/250 watts nights
 FORMAT: Gospel

KOKA & KVKI/ SHREVEPORT

PRICE: \$6.5 million
 BUYER: Penn Communications Corp. Richard Penn, President. It also owns KQEO & KMGA/Albuquerque, NM and KVOR & KSPZ/Colorado Springs, CO.
 SELLER: Triple J Communications, James Reeder, principal.
 DIAL POSITION: 1550 kHz; 96.5 MHz
 POWER: 10 kw days/500 watts nights; 100 kw at 275 feet
 FORMAT: Black; AC
 BROKER: Kalil & Co.

KGYN/GUYMON, OK

PRICE: \$400,000
 BUYER: Teins Broadcasting Co., Inc., Edwin Smith and his wife Nancy, owners.
 SELLER: Plains Broadcasting Co., Inc., T.M. Raburn Jr., principal.
 DIAL POSITION: 1210 kHz
 POWER: 10 kw
 FORMAT: CHR

TRANSACTIONS AT A GLANCE

Total Acquisitions This Year: \$1,437,318,000
 This Week's Transactions: \$33,732,000

- KSUN & KLZI/Phoenix \$15 million
- KQKT/Seattle \$7.5 million
- KOKA & KVKI/Shreveport \$6.5 million
- WJTT/Chattanooga \$1 million
- KKEE/Alamogordo, NM \$850,000
- WVGN/Charlotte Amalie, St. Thomas \$800,000
- WAPF & WCCA/McComb, MS \$600,000
- WOAD/Jackson, MS \$455,350 million
- KGYN/Guymon, OK \$400,000
- KNAK/Delta, UT \$225,000
- WYCM-AM & FM/Murfreesboro, NC \$197,000
- KNPA-AM & FM/Boise \$170,000
- WMON/Montgomery, WV \$35,000

WAPF & WCCA/

McCOMB, MS

PRICE: \$600,000
 BUYER: Dowdy Broadcasting Co., Congressman C. Wayne Dowdy (D-MS), his brother Morgan, and their father Charles, owners. They also own KCWD & KNWA/Harrison, AR; KPFM/Mountain Home, AR; WROA & WZJX/Gulfport, MS; WSUH & WWSM/Oxford, MS; WKKY/Moss Point, MS; WMLT & WQZY/Dublin, GA; and WMCB/Milan, GA.
 SELLER: Southwestern Broadcasting Co., Louis Alford, Phillip Brady and Albert Mack Smith, principals. It also owns WMPC-AM & FM/Hazlehurst, MS.
 DIAL POSITION: 980 MHz; 94.1 MHz
 POWER: 5 kw days only; 100 kw at 501 feet
 FORMAT: varies

WYCM-AM & FM/ MURFREESBORO, NC

PRICE: \$197,000
 BUYER: M. Scott Edwards, owner. He formerly was a partner in station.
 SELLER: Murfreesboro Broadcast Corp., R. Don Johnson, President.
 DIAL POSITION: 1080 kHz; 98.3 MHz
 POWER: 1 kw days; 3 kw at 302 feet
 FORMAT: AC

KKEE/ALAMOGORDO, NM

PRICE: \$850,000
 BUYER: Broadcast Capital Corp., a wholly-owned subsidiary of JLI Capital Resources, a Phoenix-based commercial real estate investor, J.M. Wolsosovich, Chairman.
 SELLER: New West Broadcasting Corp., Lawrence Heinrich, President. It also owns KVAS/Astoria, OR.
 DIAL POSITION: 94.3 MHz
 POWER: 3 kw at 443 feet below sea level
 FORMAT: AC

WVGN/CHARLOTTE

AMALIE, ST. THOMAS

PRICE: \$800,000
 BUYER: Sandy Isle Broadcasting, Inc., Ian (Sandy) Wheeler, principal. He also owns WLAX/La Crosse, WI; WQRS/Rockford, IL; WAIL & WKWF/Key West; KAYC & KAYD/Beaumont, TX.
 SELLER: Virgin Island Wireless Co., Inc., John Galanses and Frank Kullsky, principals.
 DIAL POSITION: 107.1 MHz
 POWER: 1.4 kw at 1600 feet
 FORMAT: AC
 BROKER: Randy Jeffery of Chapman Associates

WJTT/RED BANK

(CHATTANOOGA), TN

PRICE: \$1 million
 BUYER: Jettcom, Inc., George Reed, President; James Brewer, VP. Brewer also owns WHON/Centerville, IN; WQLK/Richmond, IN; WDCF/Dade City, FL; and WTOT & WJAQ/Marianna, FL.
 SELLER: WSIM, Inc., Robert Bennis, principal owner, William Bennis Jr., President. Bennis family also owns WFLI/Lookout Mountain, TN; WZAM/Norfolk, VA; and WMYK/Elizabeth City, NC.
 DIAL POSITION: 94.3 MHz
 POWER: 3 kw at 570 feet
 FORMAT: Urban

KNPA-AM & FM/ NAMPA, ID (BOISE)

PRICE: approximately \$170,000
 BUYER: Contemporary Media, Kip Guth, President. It also owns KCIX/Boise.
 SELLER: Carlson Communications International, Ralph Carlson, President. It also owns KRSP-AM & FM/Salt Lake City; KSMK/Cottonwood, AZ; KRJC/Elko, NV; and KLCI/Caldwell, ID (Boise).
 DIAL POSITION: 1340 kHz
 POWER: 1 kw
 FORMAT: dark

WMON/MONTGOMERY, WV

PRICE: \$35,000
 BUYER: Upper Kanawha Valley Broadcasters, Inc., Arthur Clark, President, George Waters, VP, Ted Julian, VP. Julian also has an interest in WBRL/Berlin, NH.
 SELLER: Greater Montgomery Broadcasters, Inc., Robert Harvit, President. He also owns WBTH & WXCC/Williamson, WV; WMMN/Fairmont, WV; and WQTY-AM & FM/Linton, IN.
 DIAL POSITION: 1440 kHz
 POWER: 5 kw days/500 watts nights
 FORMAT: AC

CALL SIGN CHANGES

- Alamogordo, NM KINN to KZZX (effective 7/23)
- Albuquerque KRKE to KZSS (7/28)
- Albuquerque KRKE-FM to KZRR (7/28)
- Billings, MT KKLO (new station)
- Buffalo WPHD to WPHD-FM (7/23)
- Buffalo WYSL to WPHD (7/23)
- Concord, CA KWUN (remains assigned)
- Des Moines KKKI to KDZW (8/1)
- Glen Falls, NY WNIQ-FM to WRXI (8/10)
- Greeley, CO KGRE to KATR (8/10)

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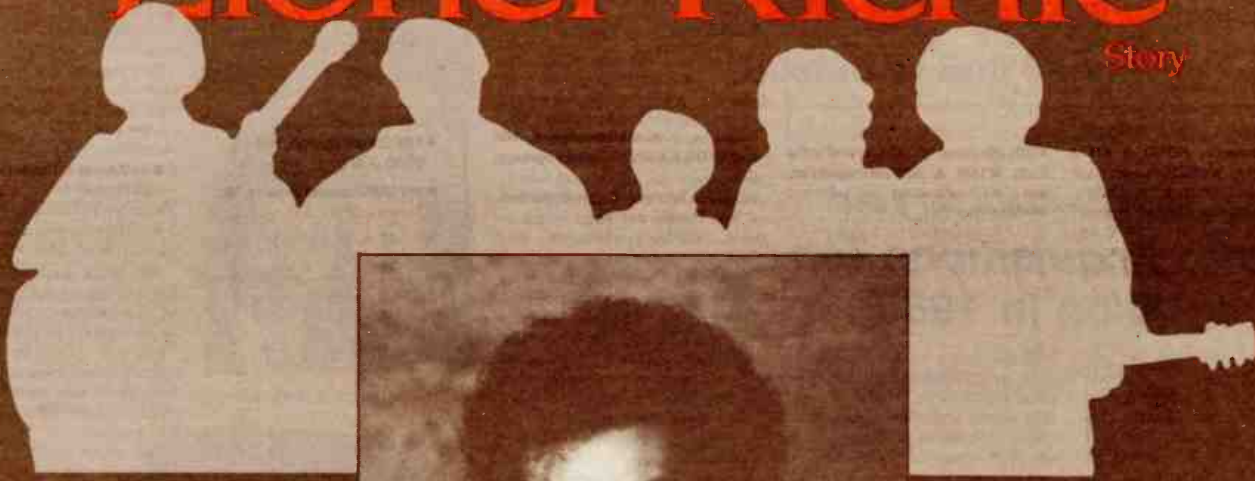
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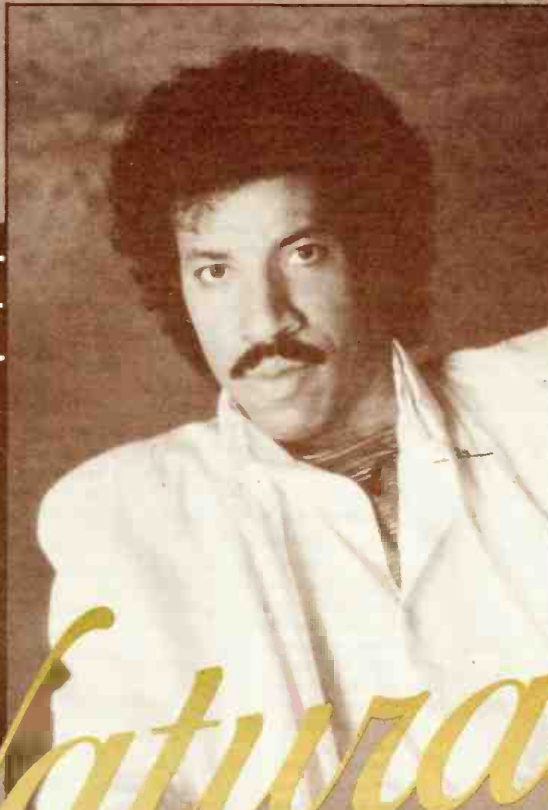
Lionel Richie

Story



From
The
Commodores

to
the
Current Day



Naturally

Say the name Lionel Richie and what comes to mind? The Grammy. The Oscar. The Commodores. USA for Africa. And more gold records than you can shake a stick at.

Lionel Richie has been one of the greatest influences in music in recent years, not only as the writer/singer of some of today's most enduring love ballads, but also as the co-writer, with Michael Jackson, of 'We Are the World' and producer/writer of songs by stars like Diana Ross and Kenny Rogers.

On United Stations 3-hour Labor Day Special, *The LIONEL RICHIE Story*, we'll play all the hit tunes that Lionel has sung, written or produced, spiced by brief, insightful interviews with Lionel and members of The Commodores.

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

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



Top Group Sales Of 1986

- \$285 million Metromedia to Metropolitan (9 stations)
- \$75 million (estimated) Outlet to management(4)
- \$68.3 million Katz to Dick Ferguson-led investor group (11)
- \$65 million Affiliated to EZ (9)
- \$59.9 million Group One to DKM (8)
- \$53 million Doubleday to Emmis (3)
- \$38.5 million Josephson to Saga (6)
- \$34 million Republic to Jacor (5)
- \$25 million Mid America to WIN (6)
- \$15 million ELF to REBS (6)
- \$9.4 million Sentry to Sage (8)

KROQ, METROMEDIA DEALS SET PACE

Radio Acquisitions Top \$1.4 Billion In 1986

Seven months into 1986, the total value of radio stations changing hands for the year has already passed the \$1.4 billion mark, according to data compiled by R&R. The total dollar value of radio transactions reported in R&R through last week was \$1,437,318,000.

The largest deal of the year so far is the \$265 million buyout of nine Metromedia stations by Carl Brazell's Metropolitan Broadcasting. Other groups sold in 1986 are Katz, Affiliated, Group One, Doubleday, Josephson, Republic, Mid America, ELF, Sentry, and Outlet.

The granddaddy of individual station deals so far in 1986 is the \$45 million sale of KROQ/Los Angeles to Infinity.

Rounding out the top five stand-alone sales are KFAC-AM & FM/Los Angeles (\$34 million), WLIF/Baltimore (\$25 million), WADO/New York (\$20 million), and WHAS & WAMZ/Louisville (\$20 million).

Each week in the Radio Business section, R&R will furnish a running dollar total of radio acquisitions for the year. Listings of the top group and stand-alone transactions will be updated monthly.

The dollar totals reported here are approximate, since some smaller transactions are not published, the value of a few sales are not disclosed, and the listed prices of some deals are industry estimates.

Biggest Individual Station Sales Of 1986

- \$45 million KROQ/Los Angeles to Infinity
- \$34 million KFAC-AM & FM/Los Angeles to Classic Communications
- \$25 million WLIF/Baltimore to JAG
- \$20 million WADO/New York to Tichenor
- \$20 million WHAS & WAMZ/Louisville to Clear Channel
- \$19.25 million WOOD-AM & FM/Grand Rapids to Surrency
- \$16.5 million KOB-AM & FM/Albuquerque to Price
- \$15 million KOKE/Austin to Keymarket
- \$13 million KGOL/Houston to Shamrock
- \$12.975 million WGBB & WBAB/Long Island to Noble
- \$12.3 million WEBN/Cincinnati to Jacor
- \$12.2 million KCBQ-AM & FM/San Diego to Eric/Chandler

STRONG DOLLAR HURTS

Blair Sees Brighter Third Quarter

In a year when spot radio has been extremely soft, Blair Radio predicts "the third quarter shows some brighter signs, but it still will not provide the big influx needed for many markets to make up the lost ground created in the first quarter."

Third-quarter bookings are up in its Atlanta, Chicago, Detroit, New York, and Philadelphia offices, Blair reported. Los Angeles is level, while bookings are down in the Boston, Dallas, Houston, Minneapolis, St. Louis, San Francisco, Portland, and Seattle offices.

In his quarterly outlook report, Blair Radio Bep Division President Charlie Colombo says, "As best as we can tell, regionalization, wired networks, lack of business from the computer category, and the too-healthy dollar have been our 'gremlins' this year."

"Wired nets are fairly sold-out as of now, which is helping us sell more unwired and spot. We can only hope this particular situation continues. The healthy dollar has hurt some of our foreign advertisers such as beers, ales, and cars."

Reporting Transactions To R&R

To have a radio station transaction listed in R&R, broadcasters and brokers should contact the R&R Washington Bureau (202-662-7484) as soon as details are available. Sale closing photos and broker news, such as personnel and office announcements, are also welcome.

NEW OWNER PROFILE

Fishing Foray Spawns Radio Acquisition For First Valley

By Robert O'Brien

The odyssey began inconspicuously — two sales guys enjoying a weekend boating on a lake, kicking around the notion of owning a radio station.

How many of us entertain pipe-dreams of going for the big score on a lazy summer day with a cold beer in one hand and a fishing pole in the other, only to have the dream evaporate like the morning dew when the boat docks?

Dan Wachs and Bob Dodenhoff were so determined to see it through that Dodenhoff eventually sold the boat, and over the next 20 months, they devoted the spare time they used to spend fishing to pursuing radio station ownership opportunities.

They'd each been in radio in some capacity since graduating from college in the late '60s, and forged a friendship when their sales careers coincided briefly at WCMF/Rochester several years ago. By most measures, they were quite successful: Wachs was GSM at WAVA/Washington, Dodenhoff Sales Manager at WTMA & WSSX/Charleston, SC. Still, they sensed something was lacking.

Said Wachs, "The sales manager is not a key figure in determining the direction of a station. Being an owner gave us the opportunity to do some of the things that we wanted to do in radio."

Management Background Essential

They met the rough ownership profile established by the people with investment money, according to William Collatos, a general partner in T.A. Associates, a Boston-based investment banking firm. "If you apply the talents in purchasing stations that you've exhibited in management, we consider you a viable prospect for investment," Collatos explained.

"Wachs and Dodenhoff had a strong relationship, and worked well together," he added. "In addition, they were intelligent enough to know what they didn't know."

Rosenberg

Continued from Page 1

porately. Said Rosenberg, "I've been running stations for 16 years, and I know it'll be a tremendous challenge participating on the corporate level. As it will be a learning process that will allow me to continue growing as an individual. I in turn, hope to contribute to the continued growth and success of Lotus." Prior to KFSD, Rosenberg was GM of KRTH/Los Angeles, coming from the rep side of the business at RKO.

Warshaw served seven months as NSM. A 14-year L.A. radio veteran, he's worked as GSM at KWST (now KPWR), KIQK, and KUTE. "Hal has built this station into one of the greatest Classical outlets in the country," Warshaw told R&R. "Those are big shoes to fill, and I look forward to bringing the station to even greater heights."



Dan Wachs (left), Bob Dodenhoff

To fill in those gaps in their knowledge, they enlisted the advice and expertise of one of Dodenhoff's bosses, Randy Odense of Sonnix Broadcasting. Both agreed that Odense's contribution to their efforts was invaluable. "You must have somebody in your corner who is experienced," Wachs said. "If you lack that experience, you can lose your pants."

70 Stations Examined

They reviewed more than 70 stations, eliminated 60 of them immediately, explored five possibilities seriously, made offers on three of them, and saw two of the offers fall apart.

"It was 20 months of incredible let-downs," Wachs recalled. "I would say that nine out of ten people who set out to become owners will fail because of the pressure." "Very few people have the stamina to become owners," Collatos concurred.

Dashev

Continued from Page 3

pleasure working with Jeff, both personally and professionally. I'm delighted the opportunity arose for him to take a more prominent leadership position in the company."

Dashev started his career with McGavren Guild in 1970 as an Account Executive in San Francisco, moving up to Regional Manager in 1974. In 1979 he transferred to L.A. as Sports & Network Director, and in 1980 assumed his most recent title. Last year, Dashev was elected Chairman of the McGavren Guild Radio Advisory Board and a member of the policymaking Executive Committee. Dashev told R&R, "Having been here 16 years, I really feel my advantage will be my unique perspective on the Western offices, since I've worked all of these markets myself."

Additionally, McGavren Guild L.A. VP/Sales Mary Beth Garber has stepped up to VP/Sales Manager. Garber began with the rep firm in 1981 as an Account Executive.

It was also announced that McGavren Guild's L.A. offices will be at a new address, starting August 4: 10880 Wilshire Blvd., Los Angeles, CA 90024. The new phone number is (213) 470-3383.

With the boat already sold, what was there to do but to press on?

They were on their way to lunch to meet with the investors involved with the only surviving station from the original group of 70 when, as Dodenhoff remembers, "Randy tells me about a station that was for sale in Wheeling. We immediately forgot all about the station we were negotiating for."

One Day Deal

"The broker accepted our offer in one day, and we set about to line up the \$1.4 million we'd need to complete the transaction," Dodenhoff said.

It was 20 months to the day from their original conversation on the dock. First Valley Broadcasting, the new owner of WOMP-AM & FM/Wheeling, WV, was born.

"We were a couple of shabby guys when we walked into the radio station in Wheeling that first day," Wachs said. They'd invested \$1.4 million of someone else's money in what he described as "a dreadful little place, with cinderblock walls and shabby offices."

He continued, "We arrived here on a Sunday in January, it's 16 degrees below zero, and we were running around taking stock of the station. I remember saying, 'Well, at least there's no competition.'"

"The very next day," Dodenhoff continued, "another station in town changed formats, and we were going head-to-head," a situation that lasted until the next ratings book proved that WOMP-FM had beaten the challenger handily.

Station Value Quadruples

According to Collatos, "They took a station with decent ratings, and pushed them through the roof. The value of the station has probably quadrupled in value in just two years, and they now have the highest billings in the market."

Flush with their success in Wheeling, the pair set about to capitalize on the groundwork they'd laid. "Everybody gets the grace for their first one. It's the next one that's tough," according to Dodenhoff.

In buying WZKC/Rochester last May for \$3.7 million, they vaulted more than 100 markets, and were now into the big time. But they downplayed the significance of the hurdle. "The fact that it's a \$10 million deal doesn't make it much more complicated than the Wheeling deal," Wachs said. "If you stack up all the paper on the two deals, you'll see that they come within one-eighth of an inch of each other."

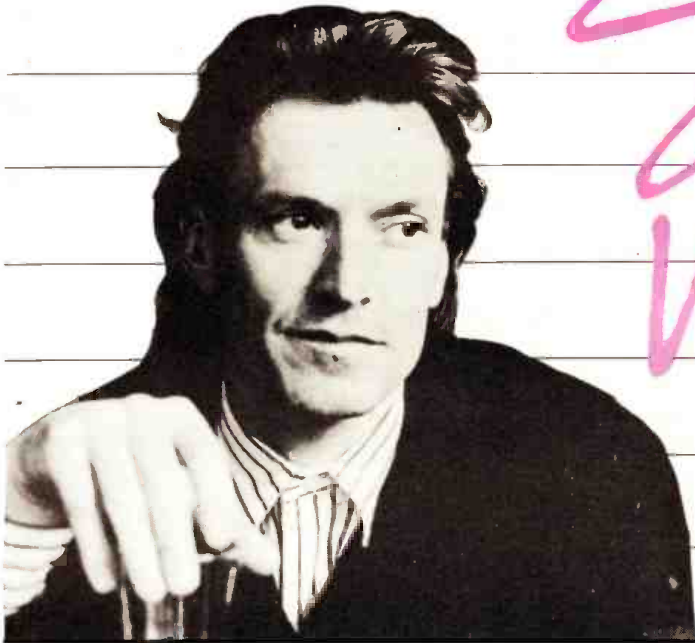
Dodenhoff added, "Jumping from Wheeling to Rochester is nothing compared with going from zero to Wheeling."

For The Record

The broker in Hoker Broadcasting's purchase of WLTT/Cincinnati for \$5.5 million (R&R, 7/25) was Robert A. Chaisson, Inc. The selling party was KDW Associates, a partnership of Cecil Hefel and Ken Wolt, and a division of H & W Broadcasting.

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COSBY DISQUALIFIED

'Interim' Winners Picked For WRKO, WROR Licenses

Tentative winners were picked last week to take over RKO's two Boston radio licenses in the event the company is found disqualified to stay in broadcasting. If RKO is deemed to have sufficient "character" to stay in the business, the two groups chosen last week will compete for the licenses of WRKO & WROR/Boston in comparative renewal hearings against RKO.

FCC law judge Walter Miller selected Commonwealth Broadcast Group as the best qualified applicant for WRKO. Professional Communications Partners (ProCom) was rated the best contender for WROR's license.

Sixteen groups originally challenged the Boston combo, but only nine were still in the running when the "runoff" hearing began. Similar hearings are currently under way for all the RKO stations.

RKO Character In Question

Meanwhile, RKO's basic qualifications to remain a licensee are being explored in the context of its renewal bid for KJH-TV/Los Angeles. Issues weighing against RKO in that proceeding include a lack of candor with the Commission, which resulted in loss of WNAC-TV/Boston's license.

Only if RKO emerges unscathed in the Los Angeles character scrutiny will it survive to defend its radio licenses. Disqualification for RKO would mean virtually automatic license grants for the interim winners in the runoff hearings.

Commonwealth's principals are former WPOE/Greenfield, MA GM Marc Bergman; former WPOE QM Scott Bacherman; WPOE Station Manager Mary Jane Gregory; Beth Marie Robinson; attorney Jerrold Miller; and former WRDT/Marshfield, MA chief engineer Kathleen Lynch.

ProCom's 71% owner is William B. Murray Jr. He has no prior broadcast experience, and now owns a computer firm, Penguin Peripherals, in Canton, MA.

Both groups were selected primarily because they have no other broadcast interests, and propose 100% fulltime integration of owners into station management.

Cosby Partner Criticized

Judge Miller disqualified the AM and FM applications of Cuzzin Communications, whose 51% owner is comedian Bill Cosby. Judge Miller accused 49% partner Joseph Zingale of deliberately trying to deceive the FCC when he signed family members' names to 46 low-power television applications. "Such tawdriness warrants disqualification," Miller concluded.

The ruling could adversely affect Cuzzin applications for some of the RKO stations in other markets.



MANCINI HONORED — Composer Henry Mancini (center) last week received the 1986 Congressional Arts Caucus Award. Among those showing up to honor Mancini at a Washington dinner were (left to right) ASCAP President Morton Gould, Sen. Edward Kennedy (D-MA), and composers Alan Bergman and Sammy Cahn.

NEWS BRIEFS

NAB Convention Shifted To Saturday-Tuesday

NAB's Executive Committee last week voted to break with tradition and start next year's annual convention in Dallas on Saturday (3/28) and to close it out on Tuesday (3/31). Historically, the giant meeting has opened on Wednesday and continued through Wednesday.

NAB said the change will give broadcasters extra time to view exhibits, and will allow exhibitors to set up by Friday, thus avoiding expensive overtime charges. On the other hand, exhibitor rates were upped one dollar per square foot (to \$17 on upper level, \$15 lower level) to cover the cost of extra security and bus transportation for exhibitors.

Meanwhile, NAB has announced that speakers at this fall's Radio '86 convention in New Orleans (9/10-13) will include FCC Commissioner Patricia Diaz Dennis and Mass Media Bureau Chief Jim McKinney.

Feds Study RF Radiation In Portland, OR

A joint study of radiofrequency (RF) radiation from broadcast antennas in Portland, OR was launched this week by the FCC and the U.S. Environmental Protection Agency (EPA). Similar studies have been conducted in Seattle and Honolulu.

The study was prompted by concerns from residents who live near broadcast towers, especially those in Portland's Healy Heights neighborhood.

The biological effects of RF radiation on humans are unclear, although high levels of exposure are known to cause heating of tissue.

Source Licensers Cite ASCAP "Hit Squads"

TV industry supporters of source licensing for syndicated programming last week charged that ASCAP "hit squads" have been dispatched to prevent them from holding meetings with individual composers. ASCAP denied the charge.

TV executives also charged that supporters of the current blanket license system pressured a witness into backing out of an appearance last week be-

fore a House Judiciary Subcommittee. The witness planned to say that the use of music on syndicated TV shows could be tracked with relative ease, just as actor appearances are now tracked to determine residual payments.

Last week's House hearing produced a replay of well-aired views on both sides of the contentious issue. There are no signs that the panel plans action this year on the TV industry bill, which would require that composers and songwriters be compensated through source licensing for songs aired on syndicated TV shows.

Fein Calls For Abolition Of FCC

Former FCC General Counsel Bruce Fein, now a Washington attorney, has called for the abolition of the FCC and all other independent federal agencies. In a commentary in the *Washington Post*, Fein said the agencies come under too much pressure from Congress and should be placed directly under the President's control.

Important FCC policy decisions "are decisively affected by importunings or threats from congressmen or committees," Fein charged. "For instance, in 1983, an initiative to curb the application of the Fairness Doctrine was stymied by a Senate Appropriations Committee report threatening adverse action by Congress if any weakening were undertaken."

\$3 Million CPB Radio Program Fund

The Corporation for Public Broadcasting (CPB) has \$3 million it's looking to spend on some new radio programming ideas. CPB is currently seeking programming proposals for its National Radio Program Production Fund.

CPB says it will favor projects "that may not succeed initially in the public radio program marketplace, will take programmatic risks, will yield at least one major new service or series, and will increase public radio audiences." All types of proposals are welcome, from news and information to arts and performance.

Proposals are due by September 9. For information contact Richard Madden, Assistant to the VP/Telecommunications, CPB, 1111 16th St. NW, Washington, DC 20036. Phone (202) 955-5216.

Other Key Developments:

- Former FCC Chairman Frederick Ford, 76, has died of cancer in Hinsdale, IL. Ford was appointed to the Commission by President Eisenhower in 1957. After becoming Chairman in 1960, Ford took strong steps to control broadcast content by assuring that broadcasters adhered to programming promises.

- Lauren ("Pete") Belvin has been named senior legal advisor to FCC

Commissioner Mimi Dawson. She replaces Robert Pettit, who has left the agency to practice law at Wiley, Rein & Fielding.

- News directors meeting in Salt Lake City later this month will choose from two candidates for president-elect of RTNDA. Those in the running are MissouriNet ND Bob Priddy and WSAZ-TV/Huntington, WV ND Bob Brunner.

SEVERE PROCESSING DELAYS

80-90 License Grants Could Take Six Years

When the FCC began accepting the first applications under Docket 80-90 last fall, there were optimistic predictions that all 689 of the new FM drop-ins would be in the processing pipeline within three years. For several months the Commission opened up new channels for applications at a rapid clip of several a month.

But now it's been almost two full months since an 80-90 filing "window" was opened. "There has been a significant slowing," Audio Services Division Chief Larry Eads concedes. "But I think we'll be getting back on track in the relatively near future."

The three-year projection depended on opening up two of the 80 FM channels for applications each month. Eads admits it's now "probably reasonable" to expect a six-year timeframe for awarding the licenses. Speculation in the *Chapman Associates Newsletter* that the process could drag on for ten years "is a little long," Eads contends.

Returned Applications Boomerang

What happened? Eads says two factors are responsible for the slowdown. One is the Commission's new get-tough policy on incomplete FM applications. Instead of helping parties fix problems as they used to do, FCC staffers now automatically return deficient filings.

That was supposed to save time and lead to more efficient process-

ing. Ironically, the move is actually creating extra work. So far the returns have prompted 250 petitions for reconsideration, adding substantially to the staff's workload.

Despite that unintended impact, Eads believes the get-tough policy will eventually pay off. Already, he says, the initial return rate of 35% is dropping off as applicants become more careful. "I think in the long run people will understand what is expected of them and provide it to us," Eads predicts.

Lawyer Shortage

He identifies the other factor in the processing slowdown as a sudden loss of attorneys, either to the private sector or to jobs elsewhere in the Commission. In the past six months, six of 11 attorneys who handle FM processing have left. Three of the slots have been filled temporarily, but Eads doesn't foresee returning to full strength before October.

So far, applications have been accepted on only 13 of the 80 FM channels. And, after a two-month delay, Eads hopes to open up another within the next week.



WESTWOOD ONE
RADIO NETWORKS
PRESENT

QUEEN



SUPERSTAR CONCERT SERIES

proudly presents the royal rock 'n' roll of Queen in an *exclusive* 90-minute performance airing the weekend of Friday, August 1 on more than 400 Westwood One Radio Networks affiliates throughout the world. Recorded in front of a wild, SRO hometown audience at Wembley Stadium in July, the concert features Freddie Mercury, Brian May, John Deacon and Roger Taylor delivering powerful performances of classics from Queen's 14 albums, including hot songs from their new *A Kind Of Magic* LP. Roll out the red carpet for Queen - the latest exclusive from the *Superstar Concert Series*, the most listened-to concert program on radio. Contact your Westwood One Station Relations Representative at (213) 204-5000 or Telex 4996015 WWONE for further details.



WESTWOOD ONE RADIO NETWORKS

WHAT'S NEW

Hottest Cold Cereals

The U.S. cold cereal industry continues to show plenty of snap, crackle and pop, as the 1985 market exploded to an all-time high of \$4.45 billion on a total volume of 2.17 billion pounds. Most of this gain can be attributed to the growth in adult ready-to-eat bran cereals in America for 1985 was: 1) Frosted Flakes, with a 5.7 market share of dollars; 2) Cheerios; 5.2; 3) Kellogg's Corn Flakes; 4.5; 4) Kellogg's Raisin Bran; 4.3; 5) Rice Krispies; 4.2; 6) Chex; 3.7; 7) Shredded Wheat; 3.5; 8) Honey-Nut Cheerios; 3.1; 9) Cap'n Crunch; 3.1; and 10) Kellogg's Bran Products; 2.8.

Interstates

In Sad Shape

Since 1967, the number of automobiles on the road and workers per U.S. family household has doubled. A combination which, according to Larry Griffin, Senior Editor of *Car & Driver*, has had a disastrous effect on our nation's interstate highways.

Griffin told the *Wireless Flash* that 12 states sport interstate highway systems that are notably "worse than average," while only 57% of the total U.S. interstate highway system qualifies as "good."

Local opinion may vary, but the worst state interstate highway systems, according to Griffin, can be found in Michigan, Maryland, West Virginia, Ohio, Missouri, Kansas, Oklahoma, Colorado, Arizona, Wyoming, Idaho, and New Mexico. Meanwhile, the best interstate highway systems are located in Washington, Oregon, Utah, Nevada, Nebraska, Tennessee, Georgia, South Carolina, and North and South Dakota.

Motorized Water Skimmer



It's skimmer-time, skimmer-time, skimmer-time with this single-person, motorized sports craft. It features a submersible, two-horsepower engine that detaches, allowing you to snorkel up to three feet below the surface. You can cruise in either fresh or salt water for up to three hours on a single two-liter tank of gasoline.

The 10 x 4 feet fiberglass hull sports 24 built-in air chambers which, according to the *Hamacher Schlemmer* catalog, make the craft "virtually unsinkable." The skimmer will reach a top speed of 10 mph and will support anyone who weighs less than 250 pounds. Price: \$1950. For more information on this 40-pound mini-boat, call (312) 664-7745.



This detailed replica of a classic 1946 Wurlitzer "1015" jukebox not only measures a mere 10 1/2" x 6 x 5 inches. It actually works!

Along with the familiar synchronized blinking lights of the original, full-size model and a strictly-for-looks revolving record on its turntable, this tiny monster comes complete with six, three-minute microcassette tape recordings of these perennial '50s favorites, sung by their original artists: "Only You" (Platters), "Rock Around The Clock" (Bill Haley & The Comets), "Personality" (Lloyd Price), "Blue Suede Shoes" (Carl Perkins), "Chances Are" (Johnny Mathis), and "Great Balls Of Fire" (Jerry Lee Lewis).

All you cats 'n kittens have to do is select your song, insert the microcassette, drop a (full-size) quarter into the slot, sit back, relax and dig the wax, er, microcassette, Daddy. Of the tapes even rewind automatically.

Available through the *Exciters* catalog, this frosty pre-tab nostalgia item requires four "D" cell batteries (not included), weighs two pounds, and sports a one-year warranty. To order, call 1-800-525-4477. Price: \$129.

VANITEE FOMENOS AVAILABLE

customers willing to pay a \$10 one-time-only fee, plus a monthly rate of \$3.50 to tell the world they know WHAT'S UP, WHOS HOT and WHY KNOT. So this is clearly not only an idea whose time has come, but also lur-ther indication that the Golden State still leads the nation — if not the world — in promiscuous promosexuality.

new batch of exhibitionists, perhaps by September.

DUDE, WAY COOL, or BIG FUN?? Un-derstand the easiest way a Californian could indulge in such self-promotion was by purchasing a so-called vanity license plate for his automobile. However, thanks to the breakup of AT&T, those friendly folks at Pacific Bell are planning to make similar vanity telephone numbers available to a whole

new batch of exhibitionists, perhaps by September.

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Directory Of Experts Available

abilities with eye-catching ad copy: "Call us for a Communist talk show guest either from our national office or from your area that will light up your telephone switchboard."

Order directly from the *Broadcast Interview Source* at 2500 Wisconsin Avenue NW, Suite 930, Washington, DC 20007 or call (202) 333-4904.

Organizations such as the Illinois Hooved Animal Humane Society, the Chicago Area Friends of Albania, the National Association of Mirror Manufacturers, the Bald-Headed Men of America, currently offered as either a \$25 paperback (add \$3.50 for shipping) or as 4903 Rolodex cards, retailing for \$165.

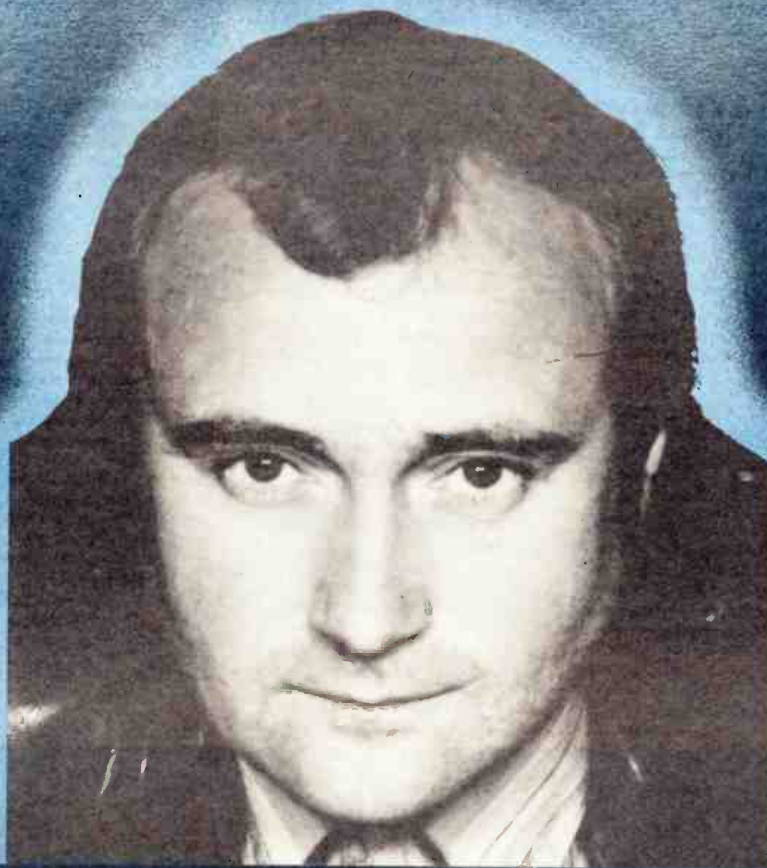
"We don't have the people who need to get back to you or call head-quarters," boasts Mitchell P. Davis, editor of the "Talk Show Guest Directory of Experts, Authorities and Spokespersons." The 1986 edition is currently offered as either a \$25 paperback (add \$3.50 for shipping) or as 4903 Rolodex cards, retailing for \$165.

In The
Beginning
There Was
GENESIS
Now A
New Chapter . . .

The

Phil Collins

Story



Can't you feel it coming in the air . . . ?

The excitement generated by vocalist, songwriter and drummer Phil Collins, one of the most successful artists of the 1980's.

United Stations' The PHIL COLLINS Story will trace the career of this multi-talented performer/writer/producer from GENESIS' first single to make it big in the states, 'Follow You, Follow Me,' to the group's current hit, 'Invisible Touch' . . . as well as all of Phil's solo hits. The special will also feature the music of other GENESIS members, Peter Gabriel, Mike Rutherford (MIKE & THE MECHANICS), and Steve Hackett (GTR).

And we'll also hear from the top rockers with whom Phil has worked including Marilyn Martin . . . Howard Jones . . . Adam Ant . . . Frieda . . . and Philip Bailey.

So don't lose that number. Call it today. 'Cause there's something coming in the air this Labor Day.

And it's a blockbuster!

For station clearance information call
United Stations Programming Net-
work Affiliate Relations in Wash-
ington, D.C. at (703) 276-2900.

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

New York
Washington, D.C.

Chicago

Detroit

Dallas

Los Angeles

London



PRO:MOTIONS

Barri Launches Starsong

Former Motown A&R VP **Steve Barri** has formed **Starsong Productions**, a full-service record production company. Barri, who formerly worked with **Warner Bros. Records** and was VP/A&R at **ABC/Dunhill**, serves as President. Working with him are **Julie Barri**, Assistant to the President; **Bobby Sandstrom**, producer/songwriter/arranger; and **Tony Peluso**, producer/arranger/engineer. Contact Starsong at (818) 906-2257.

Specter KPWR NSM

Jeffrey Specter becomes National Sales Manager for **KPWR (Power 106)**/Los Angeles, after serving as an AE for the station since May. His background includes the Local Sales Manager post at **WXKS/Boston** and Director/Sales Development for **Pyramid Broadcasting**.

Suite Beat Pacts With IC

Suite Beat Music Group has signed a domestic licensing agreement with Germany's new age label **Innovative Communications**. Among IC's first releases in July are **Double Fantasy's** "Universal Avenue" and **Software's** "Chip Meditation." Suite Beat can be reached at (213) 973-8800.

WXRT Promotes Marsh

Chris Marsh has been promoted to Director/Advertising & Promotion for **WXRT/Chicago**. Marsh joined WXRT in 1979 as a programming assistant, then advanced to Programming Coordinator in 1983. She succeeds **Jocelyn Clark**.

PROS ON THE

LOOSE

Keith Bell — PD **KSUN/Phoenix** (602) 897-2368
Walt Bennetti — PD **WVIC-AM & FM/Lansing** (517) 323-0994
Don Christy — PD **WKWK/Wheeling** (304) 242-5062
John Driscoll — PD **Y108/Denver** (303) 980-1834
Stuart Elliot — MD **WPOW/Miami** (305) 653-6796
Jim Elliott — Mornings **Q107/Washington** (703) 425-4203
Lee Gillette — Afternoons **WHTT/Boston** (617) 536-4975
Stan Gleason — West Coast Assoc. National AOR Director **Captiol** (818) 360-2257
Delores Gonzales — VP/R&B Promotion **Island Records** (718) 638-9284
Bob Kassi — GM & VP/Operations **WZMM/Wheeling** (304) 277-4005
Rooster Rhodes — Mornings **BJ105/Orlando** (305) 677-1167
Smokey Rivers — PD **K101/San Francisco** (415) 892-7901
Jennifer Steele — Mornings **WQSR/Baltimore** (301) 727-1129
John Thomas — Morning Zoo Sidekick **Z95(WYDZ)/Chicago** (312) 565-2094
Pete Thomson — Afternoons **KZPS/Dallas** (214) 770-7793

Columbia Appoints Mattiussi



Jeanne Mattiussi

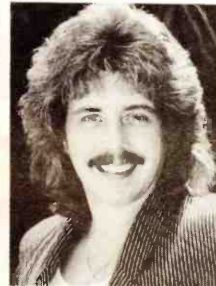
Jeanne Mattiussi has been promoted to Director, Artist Development/Video, West Coast for **Columbia Records**. Associate Director of the department since 1984, Mattiussi joined Columbia in 1983 as Manager, Artist Development/Video. Prior to that she was National Manager, Artist Development for **Chrysalis Records**.

IRTS Elects New Officers

The **International Radio & Television Society** has elected **Katz Communications** Chairman **James Greenwald** to the post of President. He replaces **Warner Bros.' Edward Bieler**. Also elected as First VP was **NBC** Corporate Relations & Advertising **Betty Hudson**. Other newly-elected officers are VPs **Frank Blondi** (Coca-Cola) and **Tony Malara** (CBS-TV) and Treasurer **Gerald Hessel** (Bank of New York); incumbent officers include VP **Mark Cohen** (Capital Cities/ABC) and Secretary **Jerome Boros** (Fly, Shuebruk, Gaguline, Boros & Braun).

New IRTS governors are **Richard Harris** (Westinghouse Broadcasting), **Ellen Hulleberg** (McGavren Guild), **Byron Lewis** (Uniworld Group), **David Persson** (Electronic Media), **Neal Pilson** (CBS/Broadcast Group), **Dennis Leibowitz** (Donaldson, Lufkin & Jenrette), and **Michael Mallard** (Capital Cities/ABC).

Ashton Launches ACM



Jack Ashton

Veteran promotion and marketing specialist **Jack Ashton** has established **Accelerated Chart Movement**, a record marketing firm concentrating on medium and small markets. ACM is based at 9301 Wilshire Blvd., Suite 512, Beverly Hills, CA 90210; (818) 366-0054.

CHRONICLE

Born To:

- **KRLB/Lubbock PD Rob Roberts**, wife Melinda, son Austin Lee Roberts, July 5.
- **KTON/Temple-Killeen, TX PD Ken Richards**, wife Suzanne, son Matthew Kenneth.
- **Island Records VP/Promotion Bob Catanla**, wife Donna, daughter Kelly Elizabeth, July 22.

Married:

- **Jim Brown Productions** Regional Manager **Chris Carrell** to Doug Andrew Simpson, July 10.
- **Atlantic Records** New York Senior VP **Melvyn Lewinter** to Janet Sorosky, July 13.
- **WLTF/Cleveland MD Sue Wilson** to sister station **WRMR** Account Executive **Phil Cordie**, July 25.
- **KIVA/Albuquerque PD Karl Krulise** to Cathy Cohea, July 26.

CHANGES

Carol Williams, formerly handled sales/research at **KNEW & KSAN/San Francisco**, joins **Blair Radio/San Francisco** as AE.

Robert C. Neville, AE, moves to **Blair Radio/San Francisco** from the Los Angeles office.

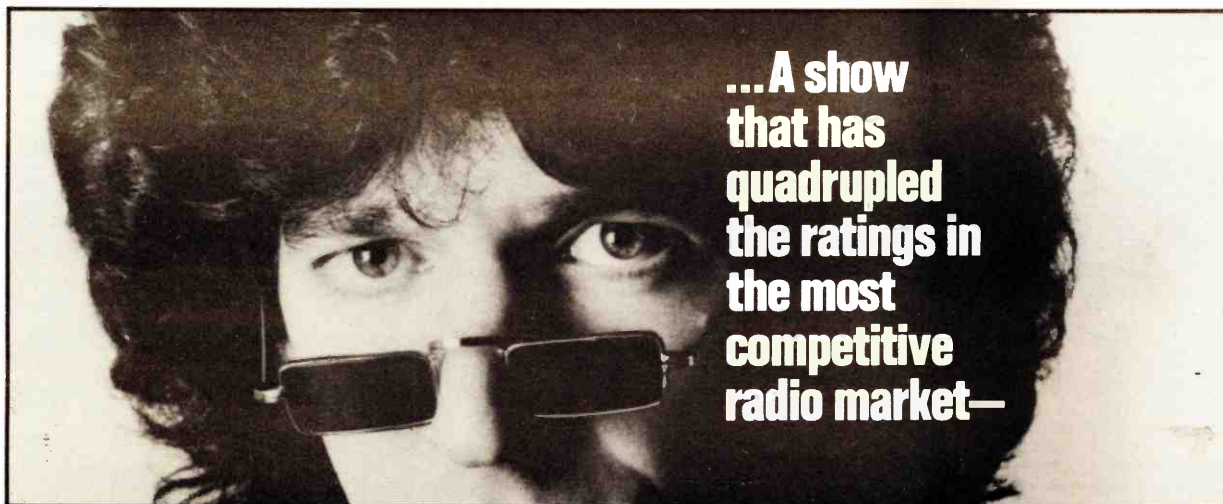
Lisa Morrison, former AE for **Sheridan Broadcasting Network**, joins **CBS Radio Network/Chicago** as AE.

Diane Levin, former AE at **Tego Publishing Company**, joins **WIZN/Vergennes** as AE.

Juli Dorff, former Station Manager for **Susquehanna Broadcasting**, joins **Hillier, Newmark, Wechsler & Howard/Atlanta** as AE.

Susan Perry Hoffman, former Local Sales Manager for **KKBQ/Houston**, joins **KPWR/Los Angeles** as AE.

Laurie Bonney, former Director/Communication for **Major Market Radio Sales/Chicago**, is upped to AE.



EDDY
GRANT
DANCE
PARTY

Taken from the Portrait LP Born Tuff

Portrait

RADIO'S LATEST HEARTTHROB!



stacey Q and her hit single "TWO OF HEARTS"

(7-89381)

CHR NEW & ACTIVE

Check The Moves!

KIIS 1-2	Q107 add	WKQB 31-28	KYNO 29-26
KZZP 19-15	WAVA on	WSSX add	KCAQ 12-9
KKRZ 36-26	Y100 17-9	KAMZ 6-3	KDON deb 40
KMJK 25-14	B97 25-21	KEZB 12-6	KITS 18-16
FM102 10-6	B96 on	WAPE deb 29	KATD 7-5
KWOD 16-8	WCZY on	WDJX add	KRQ add
KS103 8-3	WHYT deb 33	96X 1-1	103CIR add
KMEL 6-3	KBEQ 29-25	KX104 30-22	100KHI add
KWSS 20-14	ZZ99 add	BJ105 29-26	WGAN add
WKSE 37-30	WKEE add	Y106 add	KWES deb 28
WPLJ add 29	KJ103 add	KF95 26-23	Z102 add
Z100 add 27	B106 add	KSND 40-29	WCIL 34-20
B94 30-22	KZZB add	KMGX add 24	KHTZ add

With heavy sales and heavy multi-format airplay,
"TWO OF HEARTS" is no small affair!

Produced by Jon St. James



On Atlantic Records

© 1986 Atlantic Recording Corp. A Warner Communications Co.

R&R STREET TALK

Did you feel the San Francisco earthquake this week? Rumbblings from the Bay Area are that one of CHR's greatest legends, **KFRC**, will soon take the stand with a Big Band format . . . but opinions differ as to what's actually being considered. No specific timetable is known.

The S.F. talent tremor's faultline also struck crossstown **AC K101**, where PD **SMOKEY RIVERS** is out. More partings of the airwaves: **JOE CAPOBIANCO** has left his PD post at **WPIX/NEW YORK** . . . **DICK YANKUS** is no longer GM at **WMJC/DETROIT** . . .

RAEHEL DONAHUE has left **KLOS/LOS ANGELES** after serving 82 days of her four-year contract. She told ST the music format was fine, "but the existing features and show construction were rigid and static. I turned out to be a replica of all that had gone on before; that wasn't what I believed had been agreed upon." Raechel said she asked for a contract release several weeks ago, but was asked to stay on until the end of the spring book. "I was told management was pleased with my performance and that things would be worked out to mutual satisfaction. A week later, I was told my request for release would be honored. A bit late, but I can't say I'm angry as it was what I requested. Some days you get the elevator, some days you get the shaft."

Advance congratulations to **SYLVIA RHONE**, National Director/Promotion for black music at **ATLANTIC**, who's succeeding **HANK CALDWELL** as head of the division . . . and to **LOUIL SILAS**, who we learned at presstime had been promoted from Director to VP/A&R-Black Music for **MCA RECORDS**.

Who's the new Island National AOR Promotion Director? None other than RCA National Album Manager **ANDY ALLEN**. Andy starts up mid-month, succeeding **BOB CATANIA**, who recently stepped up to VP/Promotion.

WBZ/BOSTON is auditing its morning show logs of market-leading **DAVE MAYNARD** to determine if advertisers may have been billed for spots which never ran. Station Manager **CARY PAHIGIAN** told ST, "The auditing started when an advertiser wanted to know where his spots ran on a particular day, because he had seen tremendous results. We discovered a discrepancy, and decided to check a year's worth of tapes to determine what, if any, credit may be due advertisers." **GROUP W** spokesman **CHARLES FURLONG** told *Adweek* that discrepancies have been isolated to Maynard's show and involved probably 1% of its total inventory.

Meanwhile, the *Boston Globe* said Maynard admitted to instances when his logs said a spot had run when, in fact, it had not. He was quoted, "I'm not much of a bookkeeper, and I've made some mistakes. I can't tell you how many. I can't even give you a ballpark estimate, but WBZ is none too happy, and I can't say I blame them, although I haven't done anything differently than what I've done for years."

Elliott Out At Q107

The eight-year Washington morning team of **(JIM) ELLIOTT & (SCOTT) WOODSIDE** broke up suddenly July 25 when Jim Elliott exited **CHR Q107**. PD **RANDY LANE** told ST, "We weren't going to make the kind of progress in the morning show we needed," refuting statements in the *Washington Post* attributing Jim's dismissal to tardiness.

However, the 13-year personality told ST he'd been late only four times, "three within 15 minutes of my show. And I was docked a day's pay. Since they've already punished me for that, why did they fire me? They said it wasn't ratings, but if I'd had a 7 share I'd still be there."

Scott said, "Nothing lasts forever. We worked together to make a great morning show . . . I wish Jim well." Newsman **DAVID PAGE** continues as Woodside's partner for now, but it's unclear if Q107 will seek another morning voice. Elliott, who teamed up with Woodside at **WPGC**, had several months left on his contract. Market observers think **AFTRA** and Q107 will work on a fair settlement which, according to insiders, "Jim didn't get."

"I don't think I'm disorganized as much as I am absent-minded. I'm sorry to have created a furor, but Westinghouse is pretty thorough and they want to make good on this. If Westinghouse owes anybody, they'll make it good."

As for any of Maynard's comments, Pahigian said, "I saw the same quotes everybody else saw."

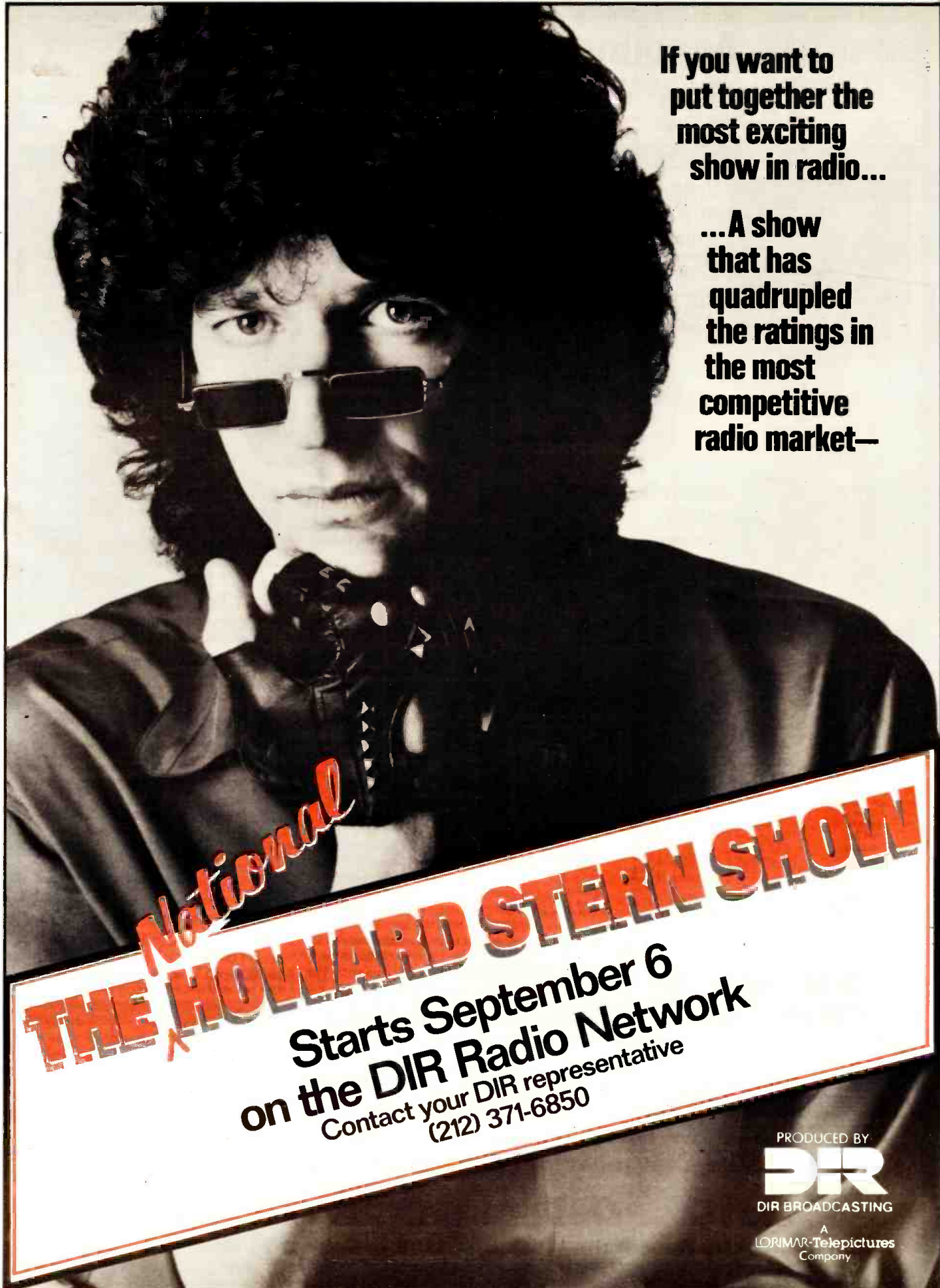
Is **WB VP/Creative Marketing JEFF AYEROFF** about to leave for **VJRGIN** territory?

It's an all-lady lineup at **JAG COMMUNICATIONS'** Easy Listening **WFOG/NORFOLK**, and why not? **GSM JONI CHALLENGER**'s moved up to GM, **JAN HARRIS** is Station Manager, and **MARY NOEL** is the new Local Sales Manager.

95-INZ/MIAMI's **DON COX** has moved his act to **POWER 96** and afternoon drive for a six-figure-plus salary. On his August 4 kickoff, Don will stay on-air all day as the follow-up to an all-comedy Sunday launching the new **WPOW** call letters. New to mornings is **MINDY FRUMKES** ("John Lander's Hit Music USA," **WQUE/New Orleans**), joined by present partner **MARK MOSLEY**. But the big news is that PD **BILL TANNER** will join Mark & Mindy as soon as his contractual sitout with **Hot-105** ends late this year. Completing the lineup: **CRAMER HAAS** middays, **DENNIS REESE** nights, **ERIC WARD** late nights, and **GINO REYES** overnights.

The legendary **COUSIN BRUCIE** will host "Cruisin' America," a new, three-hour oldies show produced by **RON CUTLER** and headed for distribution in January, probably by the **CBS RADIO NETWORK**. For details, call (213) 478-2166.

Continued on Page 21



If you want to
put together the
most exciting
show in radio...

...A show
that has
quadrupled
the ratings in
the most
competitive
radio market—

National
THE HOWARD STERN SHOW

Starts September 6
on the DIR Radio Network
Contact your DIR representative
(212) 371-6850

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DIR BROADCASTING

A
LORIMAR-Television
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AIR Announces CHR Competition #6

Join The Winners



Gene Sandbloom
KIIS
 Porsche 944

19 AIR-4 86
 LOS ANGELES, CA

Don Benson
WQXI
 Mercedes Benz 380SL

19 AIR-3 86
 ATLANTA, GA



Randi Sommers
WZAT
 Mercedes Benz 380SL

19 AIR-2 85
 SAVANNAH, GA

Bruce Stevens
WBBQ
 Mercedes Benz 380SL

19 AIR-1 84
 AUGUSTA, GA



Additional Air Winners

Scott Alexander	1*	KWK-FM	Bob Kaghan	12	WZNE	Gary Reynolds	34	KRAV
Chris Bailey	2	WHVZ	Will Kauffman	34	WOCM	Paul Roberts	4	WMJY
Don Benson	4	94Q	Steve Kingston	1	WBZZ	Jerry Rogers	234	Z-102
Skip Bishop	12	WPFM	Gene Kuntz	2	WITZ	Roh Ross	3	WKAU
Jay Bouley	3	WSPT	Steve Larson	1	KGHO	Dan Seeman	1	WLLO
Steve Brack	4	Chrysalis	Greg Lawley	4	WDBR	Randi Sommers	1	Z-102
John Braxton	3	WFLB	Jack Lawrence	12	WFLY	Bruce Stevens	3	WBBQ
Al Brock	1	KMGK	Jerry Lembo	4	Columbia	Jeff Stone	4	WHSI
Larry Cannon	123	WFLB	Dennis Martin	4	WMPZ	Gregg Swedberg	12	WLLO
Bobby Cook	4	KX104	Jim Martin	134	WOAY	Don Tandler	2	WTLO
Gary Cummings	234	KZFN	Jeff McCartney	24	94Q	Tom Taylor	3	WPST
Jeff Davis	4	WPFM	Dave Michaels	3	KRAV	Pam Tovar	4	KRTH
Leo Davis	4	Q104	Scott Mitchell	2	WZYP	Andy Tuttle	4	KCMQ
Steve Davis	1234	WARM	Jim Morrison	2	94Q	H. Van Den Hoogan	4	CFTR
Tom Evans	3	KIYS	Tony Muscolo	4	Muscolo Promo.	Terry Weinacht	4	WKFR
Roger Gaither	2	Q104	Keith Nattaly	34	KMEL	Mike Weis	4	WCPZ
Jack Gillen	34	WKHI	Steve Naganuma	3	KMJK	Doug Weldon	1	WXTU
Davis Grossman	1	KRTH	J.D. North	1	WAEV	Shannon West	3	WBLU
Randy Hugg	4	WCPZ	Lou Patrick	4	WYKS	Paul Westby	1	CONS
John Hutchinson	24	WLVE	Steve Perun	3	KEBQ	Greg Williams	2	KCDQ
Tom Huttyler	1	KUBE	Mike Preston	2	KSDD	Ray Williams	12	Z-102
Tracy Johnson	234	KFRX				John Young	1	Z-93

*NUMBERS DENOTE COMPETITION(S) IN WHICH PARTICIPANT WAS RUNNER-UP.
 PARTICIPANT CALL LETTERS REPRESENT AFFILIATION AT THE TIME OF AWARD.

BE LOOKING FOR THE COMPETITION #5 WINNERS THIS FALL

AIR's CHR Competition #6 begins August 11, 1986. To date radio personnel and record executives across the nation have shared 86 prizes worth over a quarter of a million dollars. Now is the time for you to be a part of the industry's only competition of its kind.

All you should have to do is spend an average of fifteen minutes per week listening to the AIR Priority records. Then phone in your predictions on the hit potential of each. The grand prize is a brand new Porsche 944. **Twenty-nine** runners-up will win TV's, VCR's or complete audio outfits. (A complete prize list and rules for the 26-week competition will be mailed to you upon registration. The FCC has ruled that participation in the AIR competitions by radio personnel does not violate any FCC laws.)

CHR Competition #6 is open to all CHR PD's, MD's and consultants, as well as record company personnel. If you have the best ears in the business, prove it.

REGISTER TODAY BY CALLING AIR AT (301) 964-5544

And Join The Winners

Active Industry Research — P.O. Box 1136 — Columbia, Maryland 21044

STREET TALK

Continued from Page 18

A new feather in the cap for **HARRIS COMMUNICATIONS**, which has landed **AOR DC101/WASHINGTON** as a client station.

WSFM/HARRISBURG is looking for a good AC PD. Contact GM Brian Danzis at (717) 763-7020. Plum pickin's in the personality pie this week include mornings for good bucks at both Country **KUPL-AM & FM/PORTLAND** (PD Bill Bradley; 503-297-3311) and full-service **WSPD/TOLEDO** (PD Fred Heller; 419-244-8321).

CDs for swingin' lovers? **WARNER BROS.** is planning the compact disc release of nine **FRANK SINATRA** albums on Reprise this fall. It's the first time for Ol' Blue Eyes on CD in the US. Will his Capitol material also be available before too long?

Win Some, Lose Some: **A&M** will have the new **IGGY POP** album, produced by **DAVID BOWIE**. And **ATLANTIC STARR** is moving to **WARNER BROS.**

WVIC-AM & FM/LANSING PD WALT BENNETTI's gut-level music policies didn't mix with consultant **E. ALVIN DAVIS**'s research-oriented methods, and so now **E.**'s seeking Walt's replacement: (513) 984-5000, or GM Jeff Scarpelli at (517) 487-5986. . . . **RICK SPRINKLES** has resigned as PD at **WGFL/TALLAHASSEE** after 12 years in programming to move into sales. Until a replacement is found, night rocker **APRIL CROWLEY** is acting PD.

News talent who like the bright lights of Las Vegas should contact **KLUC PD Jerry Dean** ASAP.

When your local **E/P/A** rep slides into your station and asks, "Where's the chimney?," it's because they are launching a "Christmas In August" campaign. This means their bag is full of promotional goodies.

Guess who scooped everyone on the announcement that the Redskins were going to put QB and radio personality **JOE THEISMANN** on waivers? **GERONIMO & O'MEARA** at **WAVA/WASHINGTON**. They had Joe and soon-to-be-bridal Cathy Lee Crosby on-air a day ahead of the official word.

A sad note to report from **JEFFERSON-PILOT** is the loss of **JIM PATTERSON**, who signed **WBT-TV/CHARLOTTE** on the air. He was with the company for 37 years and still active in the industry.

DAVE BENSON has joined **WLUP/CHICAGO** as MD, taking over for **BILL EVANS**, now PD at **KKBR/LOS ALAMOS, NM**. Most recently on-air at nearby **WXRT**, Benson's also worked as MD at **WMET** there.

Longtime **WNDR & WNTQ/SYRACUSE** GM **GEORGE PLAVACOS**, a legendary '60s personality, is very ill and would love to hear from his friends: Box 1212, Syracuse, NY 13201.

KELLY CHRISTY, daughter of **WKSG/DETROIT PD PAUL CHRISTY**, is **KOOL-FM/PHOENIX**'s new MD, moving in from research at crosstown **KZZP**. Paul's son, **SCOTT CHRISTY**, now produces 'KSG's morning show and plays the character "Damone."



LOOK OUT, FRITO-LAY — Here come "Buzzard Bites," the delicious corn puff munchies from **WMMS/Cleveland**. There've already been Buzzard calendars, candy, clothing, concerts — a Buzzard-brand breakfast cereal can't be far behind. Manufactured locally, 4.5 oz. of these 'MMS morsels go for a measly 99 cents. No preservatives, right, guys?

WNBC/NEW YORK PM driver SOUPY SALES, upon hearing that a horse with his name had won a race at a Los Angeles racetrack: "Boy, are my legs tired!"

WB National AC Promo heavy DINO BARBIS and his wife Sue are the proud owners of a 20-foot motorboat, which on its maiden cruise blew a hole in the bottom out on 4000-foot-deep Lake Tahoe. Fortunately, it didn't sink, and after two days in drydock, "Schpeen I" is anchors aweigh.

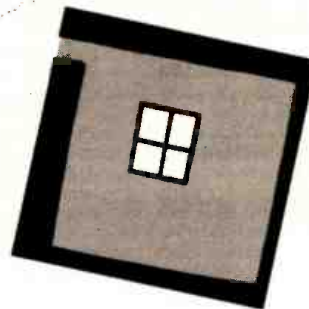
WCMF/ROCHESTER PD GREG AUSHAM loves his **R&R** so much he laid it down outside his bedroom door. The next morning he slipped on it, flew ass over tin-cup down the stairs, busting his arm and spraining his back. Well, Greg, thanks for still lovin' **R&R**. Hope you're feeling better!

U102/KNOXVILLE is sponsoring a DJ reunion for all the metro's CHR giants — **WRJZ, WNOX & WKGN** — of the '60s and '70s. The station is taking care of accommodations. For details, call **GABE HOBBS** at (615) 525-0933.

KKLV/ANCHORAGE is glad to be back on the air after a summer storm poured water into the transmission lines, silencing the AC from July 20-27.

KEITH EDWARDS, PD at KZ93/PEORIA, decided to hold the "KZ93/Bud Light Beach Party" this past weekend at Ravina Park. There are two lakes, but no sand . . . until Keith had 20 tons of it hauled in. Despite the good time had by all, listening to hot bands, checking out great tans, and the latest in swimwear, the city didn't buy the sand as a permanent addition. So, Keith has to put it back where he got it. Thanks, Peoria!

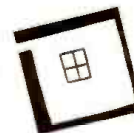
PAUL SIMON



YOU CAN CALL ME AL

1st WEEK!
One Of The "MOST ADDED"

K106	WXLK	WKSF
WLS	WGTZ	Q104
KHTR	KZIO	WZYP
KIMN	WMEE	Q101
KPKE	Z104	WPFM
KKRZ	KQKQ	WGLF
KPLZ	WZOK	WHSL
KUBE	KIYS	WVBS
WZOU	KSND	WBWB
K104	KLUC	Y94
KC101	KXYQ	99KG
WBBQ	KATD	WSPT
WBCY	KZZU	KDVV
WROQ	WFBG	KYYA
WNOK	WGUY	KKAZ
WANS	WZYQ	KOZE
WCKN	OK100	KBIM
WHHY	95XIL	OK95
	WFXX	



PRODUCED BY PAUL SIMON
ENGINEER: ROY HALEE

From The Forthcoming Album

GRACELAND

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R&R FRIDAY, AUGUST 1, 1986/21

Arbitron Hits The Male 18-24 Jackpot

By Rip Ridgeway

After years of trying to find ways to improve male 18-24 representation in its radio samples, it seems Arbitron's most recent research project has produced dramatic progress. According to Arbitron's Rhody Bosley, "We are so pleased with the results of this project that we will implement some new procedures directed to males 18-24, commencing with the fall '86 survey period."

Almost from the beginning, Arbitron and its subscribers noticed that the representation of males 18-24 was generally less than their proportion of the population. Even though Arbitron's weighting system is designed to eliminate biases caused by disproportionate returns by age/sex groups and other factors, many believed the reliance on only a weighting system was insufficient; that stations targeting to that age group were being inadequately reported.

Arbitron soon discovered that gaining male 18-24 participation would be much more difficult than initially thought. Arbitron's first efforts (1967) were to quantify the problem, then design research projects to study it, and attempt to find techniques which would improve young males' representation. Arbitron's efforts proved fruitless. It was challenged, by both RAB's

GOALS Committee and subscribers, to improve male 18-24 representation — hence the 1971 18-24 study.

Since that time, there have been a number of research projects designed, either directly or indirectly, to explore such techniques. All of the previous research projects failed to provide the necessary representation without introducing some undesirable side effects, such as inordinately increasing the returns from other sex/age groups with significant increase among the 18-24 year-olds.

The research behind the Expanded Sample Frame (ESF) system provided the first tangible evidence that an improvement in the representation of males 18-24 could be achieved. Those telephone households which were not included in the current telephone directory tended to have a larger per-

centage of the target demographic. Implementing the ESF portion of the sample frame with its increased monetary premium produced an improved representation of males 18-24. This was a step in the right direction but the problem and broadcaster pressures did not go away.

DST Aggravates Situation

Arbitron's ethnic DST procedures achieved better representation for the black and Hispanic populations. This success, however, further complicated the situation: If you can resolve the representation problem for the ethnic populations, why can't you find a workable technique directed to young males?

Birch Radio was challenging the diary technique's ability to measure all segments of the population. Birch made Arbitron's male 18-24 problem a primary deficiency to both the station and agency communities.

Arbitron hoped that a major segment of the underrepresentation could be explained as living in group quarters. Arbitron studied the existence of men 18-24 in both

the military and college populations. It tried to determine just how much of the underrepresentation was caused by Arbitron's own procedures. (Arbitron measures the population in "households," not in group quarters, and then projects that measurement to the total population, including those in group quarters — military, college, prisons and institutions — which aren't included in the measured population.) Less than 2% of the problem could be explained by the military population.

At the request of its Radio Advisory Council, Arbitron studied college students' listening. Were the listening characteristics by those young males living in group quarters really different from those who could and would participate in a diary survey? Arbitron found that listeners in college group quarters listen to less radio, and that listening showed only a slight preference for FM contemporary stations. More significantly, the total young male population living in group quarters was not large enough to produce the underrepresentation.

Upon a review of "on-the-shelf" research, the Non-Response Study of 1971 revealed that males 18-24 were in the population sampled, and that the problem filtered down to one of pure cooperation and response. The 1985 Male 18-24 Procedures Test was designed to investigate the scope of underrepresentation, the effects of including group quarters in the population estimates, target group listening, and procedures which would encourage their participation in a survey. This study, said Bosley, is "the result of a longterm research project. The problem isn't new; it's something that's disturbed broadcasters and Arbitron. Furthermore, the problem became worse as overall response rates declined... 18-24 declined more. And more recently, this occurred even among women 18-24. We had to take action."

Basically Good News

The procedure involves identifying those sample households with males 18-24 and providing that household with a \$2-per-person premium. This was not the only procedure tested; however, all other variations failed to produce improved representation by increased participation.

Here are the key findings:

- Increased AQH and shares for FM AC stations, with no change in listening levels for AOR or CHR stations; all other formats unchanged.
- Increase in total response rate of almost two points in test market surveys.
- Small, inconsistent, and statistically non-significant variations (among six metros tested) in PUR (Persons Using Radio) levels.
- Improved male 18-24 representation and variable improvement for women 18-24.
- No detrimental side effects, although the proportion of men 25-34 decreases and men 18-34 remains unchanged. (Men 25-34 were previ-

ously overrepresented in the in-tab sample.)

- Return rate for larger households improved.

The US Census says 60% of males 18-24 live at home with their parents. That information falls right in line with this study's findings.

The study also reports the in-tab population in ClusterPlus Groups 1-5 to be proportionately larger by 3.1 points, while groups 6-10 decreased by 1.8 points.

What's It All Mean?

There will be less difference between the proportion of population and the in-tab for men 18-24. The actual number of men 18-24 diaries will be greater, providing the opportunity for more analysis of that audience with greater confidence in the information.

Broadcasters will still see some difference in proportionality in heavy military and college markets. However, the validity of the broadcasters' previous arguments is now diminished. If the group quarters population could be measured, would you really want levels to go down? I don't think so.

The male 18-24 audience that was not previously participating comes from the larger and upscale households. Getting the larger households in-tab has been a longstanding problem for Arbitron. If it had found that a procedure for male 18-24 did not affect the distribution of in-tab diaries by household size, that would have been the next major procedural issue Arbitron would have had to face. However, having those larger upscale households and their persons represented can't be all bad. (Could this problem be behind Birch's recent implementation of "household size" weights?)

An important technical finding for some people is that weighting for disproportionate returns really works. This should provide some peace of mind for those who consider weighting to be bad. Too much weighting is bad, but when the new procedures will decrease the size of the weights used, it has to be an improvement. The use of smaller weights will make the 18-24 audience estimates more reliable and probably more stable.

However, foremost in the advertiser's mind is not only the current measurement, but the measures of the past and the future. He wants to know if the trends have changed, are his decisions still valid, or does this refute the decisions implemented and positions already taken. The advertiser and his agency want stability and predictable information. Increasing the male 18-24 in-tab should provide improved stability.

Households with males 18-24 will begin receiving the added premium commencing with the fall '86 survey. The findings may not fit many of the preconceived notions of how the young male uses radio. But the available documentation provides information that will refute the myths and support the realities.



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Monster marches through Atlanta!

Atlanta's 94-Q, WQXI-FM, had closed the winter book with a 7.0 12+ share. The April and May Arbitrends showed some improvement at 7.3 and 7.5 respectively. But now, with the station posting a 9.1 for Spring,* it's obvious they did something monstrous in June.

Enter the dragon. What 94-Q did is Direct-TV, the revolutionary station promotion campaign created by Film House. For just four weeks, from late May through the middle of June, 94-Q turned our monster loose on its competition. Yet those few weeks are all it took to breathe real fire into the station's ratings for Spring.

And the beast goes on. Direct-TV has already been unleashed, or soon will be, in most of the top 20 ADI's. Don't face its fury in your own backyard.

Call Film House today. We'll Federal your copy of our latest demo reel, which features the complete Direct-TV story including sample commercials from 94-Q's campaign and several other major markets, as well as the entire Film House lineup for Fall.

*Source: Winter 1986 and Spring 1986 Arbitrons. All figures 12+ 6am-12mid. Mon-Sun.

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



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RATINGS

Arbitron Spring '86 Advances 12 +

Kansas City

WMBZ Doubles, Grabs Lead; KYYS Surges, Now #2; WDAF Down Sharply To Third; KFKF, KMBR, KBEQ Slip; KLSI, KUDL, KCFX Make Gains

	Winter '86	Sp '86
WMBZ (N/T)	4.6	9.7
KYYS (AOR)	7.2	8.6
WDAF (Ctry)	11.6	8.5
KFKF (Ctry)	8.1	7.9
KMBR (B/EZ)	8.1	7.8
KBEQ (CHR)	9.0	7.5
KLSI (AC)	3.5	6.0
KUDL (AC)	5.2	6.0
KCFX (AOR)	4.8	5.9
KCMO (N/T)	5.4	4.9
KBKC (B/U)	3.3	3.5
KPRS (B/U)	4.8	3.5
KZZC (CHR)	3.5	3.4
WHB (AC)	4.2	2.9
KJLA (BBnd)	3.4	2.2
KXCL (B/U)	1.1	1.5
KXTR (Clas)	2.4	1.1
KCCV (Rel)	.9	1.0

St. Louis

Cards Push KMOX Further On Top; KSHE, KEZK, KMJM Slip; KYKY Gains Slightly, Leads AC Race; WIL-FM, KSD Lose Ground

	Winter '86	Sp '86
KMOX (Talk)	17.5	22.4
KSHE (AOR)	12.6	12.0
KEZK (B/EZ)	8.6	6.5
KMJM (B/U)	6.3	5.5
KYKY (AC)	4.4	4.8
WIL-FM (Ctry)	5.3	4.8
KHTR (CHR)	4.2	4.1
KSD (AC)	4.9	3.7
WMRY (AOR)	2.3	3.5
KWK (CHR)	4.2	3.4
KUSA (Ctry)	3.7	3.3
WRTH (BBnd)	3.2	3.1
KLTH (AC)	1.0	2.3
KATZ (B/U)	1.8	2.1
WKXK (Ctry)	1.2	1.8
WZEN (B/U)	1.7	1.7
KXOK (Talk)	1.5	1.6
KGLD (Gold)	1.4	1.5
KADI (AC)	1.8	1.3
WESL (B/U)	1.8	1.2
KFUO (Rel)	.6	1.0

Phoenix

KZZP-FM Gains, KNIX-FM Slips, Now 1-2; KTAR, KUPD Hold Steady; KMEO-FM Up As KQYT Drops In B/EZ Race

	Winter '86	Sp '86
KZZP-FM (CHR)	8.9	11.6
KNIX-FM (Ctry)	11.1	9.7
KTAR (N/T)	8.4	8.3
KUPD (AOR)	7.6	7.5
KMEO-FM (B/EZ)	6.2	7.0
KQYT (B/EZ)	8.4	6.1
KKLT (AC)	5.3	4.9
KOY (AC)	3.3	3.9
KOOL-FM (Gold)	4.2	3.8
KSLX (Gold)	3.2	3.5
KLZI (AC)	3.3	3.4
KDKB (AOR)	3.9	3.2
KUKG (B/U)	2.7	3.0
KLFF (BBnd)	2.3	2.6
KAMJ (AC)	1.7	2.2
KKFY (AC)	1.3	2.1
KFYI (N/T)	.9	1.8
KSTM (AOR)	2.2	1.6
KVVA (Span)	1.8	1.5
KMEO (B/EZ)	.5	1.2
KOOL (AC)	1.9	1.0
KNIX (Ctry)	2.4	1.0

Houston-Galveston

KKBQ-FM Jumps Two To Top Slot; KMJQ, KIKK-FM Slip, Now 2-3; KFMK Makes Slight Gain As KODA Drops One; KTRH Surges In N/T Race

	Winter '86	Sp '86
KKBQ-FM (CHR)	6.2	8.3
KMJQ (B/U)	8.8	8.0
KIKK-FM (Ctry)	7.7	7.4
KFMK (AC)	6.2	6.6
KODA (B/EZ)	7.2	6.2
KTRH (News)	4.6	5.8
KILT-FM (Ctry)	6.3	5.7
KRBE-FM (CHR)	4.8	5.1
KSRR (AOR)	4.7	4.8
KQUE (AC)	4.7	4.6
KLTR (AC)	5.5	4.4
KLLO (AOR)	4.3	3.8
KPRC (N/T)	3.5	3.4
KJYY (AC)	2.0	2.7
KILT (Ctry)	1.2	1.4
KYOK (B/U)	1.5	1.4
KLAT (Span)	1.0	1.1
KIKK (Ctry)	.7	1.0
KXYZ (Span)	1.6	1.0

Seattle-Tacoma

KIRO Up, Holds Lead; KISW Surges Into Second; KOMO Drops To Third; Ctry KMPS-FM Makes Gains; KBRD, KUBE, KSEA Drop

	Winter '86	Sp '86
KIRO (N/T)	9.2	10.7
KISW (AOR)	4.7	7.5
KOMO (AC)	7.3	5.8
KMPS-FM (Ctry)	3.4	5.1
KBRD (B/EZ)	6.6	5.0
KUBE (CHR)	6.9	5.0
KIXI (BBnd)	4.5	4.6
KSEA (B/EZ)	5.4	4.2
KPLZ (CHR)	3.4	4.0
KVI (Gold)	1.9	3.5
KEZX (AOR)	2.6	3.4
KLSY-FM (AC)	4.4	3.4
KMGI (AC)	3.3	3.2
KING-FM (Clas)	4.1	3.0
KRPM-FM (Ctry)	3.2	2.9
KBOQ (CHR)	2.7	2.7
KZOK (AOR)	2.4	2.3
KING (News)	2.1	2.2
KMPS (Ctry)	1.5	1.9
KCMS (Rel)	1.8	1.7
KHIT (CHR)	1.0	1.6
KJR (AC)	1.8	1.5
KLTX (AC)	1.0	1.2
KOIS (Rel)	1.0	1.1
KQKT (AC)	.7	1.1
KJET (AOR)	.6	1.0
KKFX (B/U)	1.6	1.0

Atlanta

WKLS-FM, WPCH Slip, Tie For First; WQXI-FM Surges To Close Second; WVEE, WZGC Down As WYAY, WFOX Gain Ground

	Winter '86	Sp '86
WKLS-FM (AOR)	10.5	9.2
WPCH (B/EZ)	9.5	9.2
WQXI-FM (CHR)	7.0	9.1
WVEE (B/U)	9.8	8.6
WYAY (Ctry)	4.6	6.1
WZGC (CHR)	8.5	6.1
WSB (AC)	5.5	5.7
WFOX (AC)	3.6	5.6
WKHX (Ctry)	6.2	5.3
WSB-FM (AC)	5.4	5.3
WAOK (B/U)	3.0	4.1
WARM (CHR)	2.4	3.9
WEKS-AJF (B/U)	2.0	2.4
WGST (N/T)	3.1	1.7
WPLO (Ctry)	1.2	1.2
WQXI (Gold)	1.2	1.1
WCNN (Talk)	1.4	.9
WBUS (B/U)	1.0	.5

Denver-Boulder

KOSI Maintains Steady Lead; KMJI Gains, Now Second; KBCO-FM Still Third; KBPI Down, KPKE Up In Fourth Place Tie

	Winter '86	Sp '86
KOSI (B/EZ)	9.6	9.6
KMJI (AC)	6.6	7.0
KBCO-FM (AOR)	6.7	6.9
KBPI (AOR)	7.2	6.7
KPKE (CHR)	5.2	6.7
KOA (Talk)	6.0	5.7
KYGO (Ctry)	5.3	4.6
KEZW (BBnd)	3.7	4.5
KAZY (AOR)	3.4	4.1
KRXY-FM (CHR)	4.8	3.9
KOAO (AC)	4.2	3.7
KHOW (AC)	3.7	3.6
KNUS (N/T)	3.8	3.6
KVOD (Clas)	3.1	3.6
KIMN (CHR)	4.0	3.3
KLZ (Ctry)	2.3	2.7
KDKO (B/U)	2.2	2.2
KRZN (Gold)	1.3	2.1
KTCL (AOR)	1.1	1.1
KBRQ-FM (Ctry)	2.1	1.0

Cincinnati

WEBN, WLW, WUBE Surge To Stronger 1-2-3; WKRQ, WWEZ Slip; WKRC Holds Steady As WCKY, WRRM Drop

	Winter '86	Sp '86
WEBN (AOR)	8.2	11.1
WLW (AC)	7.8	10.7
WUBE (Ctry)	7.8	9.2
WKRQ (CHR)	11.3	9.0
WWEZ (B/EZ)	10.5	8.8
WKRC (AC)	6.8	6.8
WBLZ (B/U)	6.6	6.5
WCKY (N/T)	7.2	5.4
WRRM (AC)	6.2	3.9
WSKS (AOR)	2.9	3.8
WNNK-FM (AC)	2.5	3.3
WLTT (AC)	.2	3.1
WCIN (B/U)	2.6	2.5
WDJO (Gold)	1.6	2.0
WNNK (AC)	.9	1.1
WPFB-FM (Rel)	.5	1.1
WJOJ (AC)	.3	1.0

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Our commitment is to provide quality consulting services. By design, we have chosen to offer programming and marketing guidance for select clients.

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The bottom line is this: We help our clients make money.

A case in point:

WIOG-FM/Saginaw

Situation: Booth's WIOG had long been a market leader, but its position was being threatened by a new direct format competitor. In addition, the Saginaw metro was enlarged 86% —from one to three counties— placing WIOG, with its 3kw Class A signal, at a severe competitive disadvantage.

Solution: To help defend its position, WIOG retained the services of E. Alvin Davis & Associates as programming consultant.

Success: Despite market changes and new competition, WIOG became Saginaw's number one station the very next week. Over the next year and a half, WIOG virtually doubled its 12+ share from 13.6 to 26.6, and caused its direct competitor to change formats.

WIOG is number one in every major demographic, including #1 Adults 18-34, 18-49 and 25-54.*



“E. Alvin Davis & Associates' ability to come up with the 'big idea' and their unique team approach has made our association extremely profitable.” —John Casey, WIOG Vice-President

When you do something very well, you simply can't do it for everyone.

For more information, telephone E. Alvin Davis at 513/984-5000.

*Spring 1984-Fall 1985 Arbitron. Total Persons, AOH M/S, 6A-12M. Total Week

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RATINGS

Arbitron Spring '86 Advances 12 +

Pittsburgh

KDKA Slip, Maintains Lead; WSHH Gains As Runner-Up; WBZZ Picks Up CHR Strength; WAMO-FM Draws Strong B/U Numbers

	Winter '86	Sp '86
KDKA (AC)	16.9	15.3
WSHH (B/EZ)	8.0	9.8
WBZZ (CHR)	7.4	6.0
WDVE (AOR)	7.3	7.2
WAMO-FM (B/U)	5.5	6.8
WWSW (AC)	4.6	4.9
WHTX (AC)	4.7	4.4
WTKN (Talk)	4.3	4.2
WMYG (AC)	2.2	3.7
WJAS (BBnd)	4.0	3.4
WLTJ* (AC)	3.6	3.3
WTAE (AC)	3.8	3.3
KQV (News)	2.1	3.1
WYDD (CHR)	3.0	2.3
WDSY (Ctry)	2.5	2.2
WMB5 (AC)	1.0	1.8
WEEP (Ctry)	1.7	1.7
WXXP** (AOR)	1.4	1.4
WBVP (B/EZ)	.6	1.1
WPIT-FM (Rel)	.8	1.0

*Formerly WPNT
**Formerly WWCL (AC)

San Antonio

KTFM Up, KQXT Down In 1-2 Flip-Flop; KISS Makes Strong AOR Gains; KCOR, KAJA Slip; KONO Takes AC Lead; WOAI Drops Two

	Fall '85	Sp '86
KTFM (CHR)	9.3	9.9
KQXT (B/EZ)	9.8	8.9
KISS (AOR)	6.8	8.5
KCOR (Span)	7.0	5.8
KAJA (Ctry)	5.9	5.4
KONO (AC)	4.2	5.2
KITY (CHR)	3.6	5.1
KBUC-FM (Ctry)	3.9	4.9
KSMG (AC)	4.7	4.7
KEDA (Span)	3.2	4.3
WOAI (N/T)	5.8	3.8
KESI (AOR)	2.4	3.2
KKYX (Ctry)	3.7	3.2
KSAQ (CHR)	3.4	3.1
KTSA (AC)	2.9	2.7
KZEP (AOR)	3.1	2.7
KXET (Span)	1.1	2.4
KLLS (AC)	3.1	2.3
KRNN (N/T)	1.8	2.0
KAPE (B/U)	2.1	1.9
KSJL (CHR)	2.0	1.9
KGNB (BBnd)	.9	1.4
KBUC (Ctry)	2.3	1.2

Milwaukee-Racine

WTMJ Adds Five, Widens Lead; WKTI, WEZW Up For Strong 2-3; WKLH Surges With Gold; WQFM, WLUM, WISN Slip

	Fall '85	Sp '86
WTMJ (AC)	9.7	14.6
WKTI (CHR)	6.3	9.4
WEZW (B/EZ)	8.1	8.9
WOKY (BBnd)	7.9	7.7
WKLH* (Gold)	2.4	7.0
WQFM (AOR)	8.4	6.7
WLUM (B/U)	6.4	4.7
WMIL (Ctry)	4.6	4.5
WMYX (AC)	3.3	3.7
WBCS-FM (Ctry)	4.0	3.4
WLTO (AC)	4.1	3.3
WNOV (B/U)	2.7	3.0
WISN (AC)	5.0	2.7
WEMP (Gold)	2.8	2.3
WRKR-FM (CHR)	1.6	2.3
WGN (Talk)	1.5	1.3
WMVP (Gold)	.6	1.3
WFMR (Class)	2.2	1.1

*Formerly WMOF (AC)

Tampa-St. Petersburg

WRBQ-FM Up Two, Grabs Lead As WWBA Drops To Second; WQYK Gains, WUSA Slips, Still 3-4; WYNF, WKRL In Tight AOR Race

	Winter '86	Sp '86
WRBQ-FM (CHR)	12.5	14.8
WWBA (B/EZ)	13.0	10.6
WQYK (Ctry)	7.9	8.5
WUSA* (AC)	6.1	5.7
WYNF (AOR)	5.5	5.2
WKRL** (AOR)	4.5	5.0
WDAE (BBnd)	4.5	4.7
WFLA (AC)	3.6	4.1
WQUL (BBnd)	3.9	3.9
WPDS (AC)	3.0	3.9
WNLT (AC)	3.4	3.6
WSUN (Ctry)	4.9	3.6
WPLP (Talk)	1.7	2.7
WTMP (B/U)	2.0	2.5
WDUV (B/EZ)	2.8	2.2
WHBO (Gold)	1.8	1.5
WAVE (AC)	1.7	1.3
WXCR (Class)	.6	1.2
WLFF (BBnd)	1.3	1.0
WRXB (B/U)	2.1	1.0

*Formerly WJQI
**Formerly WZNE (CHR)

Dayton

WHIO-FM, WGTZ Slip, Still 1-2; WHIO, WTUE Tie For Third; ACs WWSN, WYMJ Both Gain; B/U WBLZ Up Sharply As WDAO Also Gains

	Fall '85	Sp '86
WHIO-FM (B/EZ)	15.1	13.8
WGTZ (CHR)	11.1	9.9
WHIO (AC)	8.6	7.8
WTUE (AOR)	8.7	7.8
WWSN (AC)	6.4	6.8
WONE (Ctry)	6.0	5.6
WYMJ (AC)	4.2	5.4
WBLZ (B/U)	3.7	5.0
WDAO (B/U)	3.8	4.1
WLW (AC)	3.0	3.6
WSKS (AOR)	3.7	3.6
WBZI (Ctry)	3.0	2.4
WING (AC)	3.4	2.3
WPTW-FM (B/EZ)	.8	1.9
WBLY (Ctry)	1.7	1.7
WVUD (AC)	2.5	1.7
WLGW (BBnd)	.7	1.5
WAZU (AC)	.8	1.4
WFCJ (Rel)	.8	1.4
WPFB (Ctry)	.8	1.2
WIZE (AC)	1.4	1.0

Miami-Ft. Lauderdale

WLYF Edges Down Slightly, Still On Top; WSHE, WQBA, WHYI Stable, Running 2-3-4; WHQT Takes B/U Lead; WNWS Makes Talk Gains

	Winter '86	Sp '86
WLYF (B/EZ)	8.9	8.6
WSHE (AOR)	6.0	5.9
WQBA (Span)	5.7	5.6
WHYI (CHR)	5.7	5.3
WHQT (B/U)	3.3	4.9
WJQY (B/EZ)	3.8	4.5
WNWS (Talk)	3.1	4.0
WAXY (AC)	4.0	3.9
WCMO-FM (Span)	3.6	3.9
WEDR (B/U)	3.8	3.7
WIOD (N/T)	3.1	3.7
WINZ (N/T)	4.1	3.6
WKQS (Ctry)	3.5	3.3
WAQI (Span)	3.5	3.2
WINZ-FM (CHR)	3.5	2.7
WPOW* (CHR)	1.5	2.3
WALA (AC)	2.3	2.2
WKAT (BBnd)	1.9	2.2
WQBA-FM (Span)	2.7	2.2
WRHC (Span)	3.2	2.2
WMXJ (CHR)	2.1	2.1
WTMI (Class)	2.2	2.1
WFTL (AC)	1.4	1.9
WLVE (AC)	2.5	1.8
WCMO (Span)	1.7	1.7
WSUA (Span)	1.4	1.3
WMBM (Rel)	.8	1.1

*Formerly WCJX

Indianapolis

WIBC Up Four, Strengthens Lead; WFBQ Slips, Still Second; WFMS Stable, WTLC Up One, Now 3-4; WXTZ, WZPL Slip As WENS Gains Two

	Fall '85	Sp '86
WIBC (AC)	1	18.6
WFBQ (AOR)	14.4	13.3
WFMS (Ctry)	10.0	9.8
WTLC (B/U)	6.0	9.0
WXTZ (B/EZ)	10.2	8.6
WENS (AC)	6.1	8.0
WZPL (CHR)	9.6	7.1
WEAG* (CHR)	4.1	4.6
WTUX** (BBnd)	4.5	3.9
WTPI (AC)	3.4	3.1
WNDE (AC)	2.1	1.9
WIRE (Gold)	2.4	1.8
WGRT (B/U)	1.0	1.2
WXIR (Rel)	.4	1.2

*Formerly WMAP
**Formerly WMLF

Columbus

WLVG Slips, Still Leads; WSNY Up Two To Second; WNCI Surges To Win CHR Race; WXGT, WTVN Down Sharply; Country Remains Stable

	Fall '85	Sp '86
WLVG (AOR)	15.1	13.4
WSNY (AC)	9.6	11.9
WNCI (CHR)	5.3	9.4
WBNS-FM (B/EZ)	9.6	9.3
WXGT (CHR)	10.5	8.0
WTVN (AC)	10.4	6.2
WVVO (B/U)	3.3	4.6
WRNZ (Ctry)	4.2	4.0
WMNI (Ctry)	3.4	3.4
WHOK (Ctry)	3.0	3.1
WBBY (Jazz)	1.3	2.1
WBSN (AC)	3.2	2.1
WZZT (B/U)	1.5	1.9
WCOL (N/T)	1.1	1.7
WLW (AC)	1.5	1.7
WCLT (AC)	.7	1.4
WCLT-FM (AC)	1.5	1.3
WRFD (Rel)	1.4	1.1

Nashville

WSM-FM Slips, WKDF Rises For Close 1-2 Finish; WZEZ Up Three, WHYH Up Four, Finish 3-4; WQQK Makes Strong B/U Gains; WSIX-FM, WSM Drop In Country Race

	Fall '85	Sp '86
WSM-FM (Ctry)	14.0	12.4
WKDF (AOR)	9.8	12.3
WZEZ (B/EZ)	8.0	11.4
WHYH (CHR)	5.7	9.7
WQQK (Ctry)	5.8	9.3
WLAC-FM (AC)	13.2	8.4
WSIX-FM (Ctry)	8.6	4.8
WSM (Ctry)	5.3	4.1
WVWX (CHR)	4.1	3.3
WTMG (AC)	2.8	3.0
WVOL (Gold)	4.3	2.8
WLAC (Talk)	2.8	2.0
WLRO-FM (AC)	2.5	1.8
WAMB (BBnd)	.8	1.7
WKDA (Gold)	1.9	1.5

Albany-Schenectady-Troy

WGY Down, WPYX Up In First Place Tie; WGFM Surges Into Third; WROW-FM Down As WFLY, WWOM Post Healthy Gains; WQBK Slips

	Fall '85	Sp '86
WGY (AC)	11.0	9.6
WPYX (AOR)	9.7	9.6
WGFM (CHR)	7.7	9.4
WROW-FM (B/EZ)	9.8	8.4
WFLY (CHR)	5.9	7.7
WWOM (AC)	6.5	7.5
WQBK (Talk)	6.1	6.6
WQBK-FM (AOR)	3.9	4.3
WGNA (Ctry)	4.2	4.2
WPTR (Ctry)	2.6	3.9
WROW (AC)	4.1	3.9
WABY (Gold)	3.1	3.6
WTRY (Gold)	2.7	3.6
WCSS (AC)	.8	1.6
WHRL (B/EZ)	.5	1.5
WWCN (Talk)	1.9	1.3
WIZR (Gold)	.3	1.0

Louisville

WHAS Gains Five, Widens Lead; WAMZ Picks Up Three For Strong Second; WVEZ Up Sharply; WQMF, WLRS Lose ground; WJYL Takes B/U Race

	Winter '86	Sp '86
WHAS (AC)	12.4	17.6
WAMZ (Ctry)	12.2	15.7
WRKA (AC)	8.8	9.2
WVEZ (B/EZ)	7.5	8.8
WDJX (CHR)	6.2	6.7
WQMF (AOR)	8.8	6.6
WLRS (CHR)	7.3	5.6
WJYL (B/U)	5.2	4.6
WLOU (B/U)	5.2	3.8
WAVG (AC)	7.2	3.5
WXVV (B/EZ)	2.4	3.1
WCII (Ctry)	2.7	2.4
WAKY (Gold)	3.7	2.3
WXLN (Rel)	1.1	1.4
WLLV (Rel)	—	1.1

Memphis

WHRK Stable, WMC-FM Slips To Widen 1-2 Gap; WEGR, WVRV Tie For Third; WGKX Slips, Still Leads Country Contest; WREC Picks Up Two

	Fall '85	Sp '86
WHRK (B/U)	15.5	15.6
WMC-FM (CHR)	11.5	9.2
WEGR* (AOR)	7.7	8.3
WVRV (AC)	7.8	8.3
WGKX (Ctry)	8.9	7.8
WDIA (B/U)	7.3	6.6
WMC (Ctry)	6.9	6.5
KRNB (B/U)	6.1	6.1
WLOK (B/U)	5.2	6.1
WEZI (B/EZ)	6.0	5.2
WREC (BBnd)	2.7	4.8
WHBO (N/T)	3.6	3.4
KWAM (Rel)	1.0	1.6
WMSO (Rel)	1.0	1.1

*Formerly WZKR (CHR)

Format Legend

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

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Set Sail For A Network Cruise

The 24-foot Catalina keeled over in the charging surf as a curtain of salt spray caught Johnny in the face. He wiped his forehead with the bottom of his aloha shirt as he hiked out over the water. He hauled in on the main sheet, tightened his grip on the tiller, then glanced over at Annette.

"Prepare to jibe," he barked as a warning. "Jibe ho!"

"Huh?" Annette mumbled, turning a page.

"I said, 'Jibe Ho!' Move!"

"Let me just finish this column first," Annette begged without looking up.

Johnny pushed the tiller and lowered his head as the boom swung around. The boat churned through the waves as the wind billowed into the mainsail. Johnny pulled in the sheet and straightened course. Annette nonchalantly changed from port to starboard

without even looking up from the page.

"What the devil are you reading that's so important?" Johnny asked her as he toyed with the tiller.

"The R&R Networks column," she responded, looking up for the first time.

"What!?" Johnny barked again. "I thought we agreed I got to read it first this week —"

"Well, you were looking at all those charts and things, so I just thought I'd take a quick peek."

"Oh, that's all right," Johnny

shrugged. "What's it about this week, anyway?"

"Well, he's got a piece on a network medical charity effort, some guy named Jackie The Joke Man, the Red Rooster Lounge, a new network, and a scripted fill-in-the-blanks program."

"Sounds like a fascinating collection of potpourri," Johnny effused as he moved closer to her.

"There's only one thing I don't understand," she continued, as Johnny started to peruse the page.

"What's that?"

"Well ... I've often wondered ... just who are these Annette and Johnny characters, anyway?"

Johnny shrugged as he and Annette sailed off into their expanded horizons.

United Stations Joins Marc Fund



The United Stations Radio Networks recently became involved with the "Marc Fund," a medical program designed to find a cure for paralysis. Through a series of public service announcements, the networks are asking listeners to support the Fund, named after 20-year-old Marc Buoniconti, who was paralyzed from the waist down following a football accident last year.

US is distributing the :30 spots, which feature such sports stars as

Joe Namath, Larry Csonka, and Don Shula, to all radio stations free of charge. The ultimate goal is to raise at least \$1 million to support research into Parkinson's Disease and Alzheimer's Disease, as well as paralysis stemming from strokes, head and spinal cord injuries, and other neurological disorders.

Pictured following an NFL-Hosted benefit dinner for the Marc Fund (l-r): United Stations's Ed Salamon, L.A. Raiders Jim Plunkett and Howie Long, Univ. of Miami's Jimmy Johnson and Vinnie Testaverde, N.Y. Jet Joe Klecko, and Notre Dame's Lou Holtz.

Jackie The Off-Color Joke Man

Two seagulls are flying over the Kentucky Derby. The first one says to the second, "I'm putting everything I've got on number 7."

This is just a quick example of the off-color (some might say raunchy, others might say infantile) humor presented by Jackie The Joke Man (otherwise known as Jackie Martling). Martling, who has contributed his "Playboy-party joke"-type comedy to a number of radio stations around the country, is now syndicating a :60 daily collection of one and two-liners.

The shows are segments of Jackie giggling his way through his favorite jokes, riddles, and rhymes — all to the delight of a canned, overdubbed laughtrack. Here's how it works: an air personality simply "calls up" Jackie's answering machine for a quick jolt of bathroom humor, which then draws an appropriate response from the listening audience (and the general manager). The jokes are actually on tape, allowing the jock a little control over the selection of joke(s).

Jackie's seven-year-old "Use Your Finger" naughty joke telephone line led to the development of the radio show. KHIS-FM/Los Angeles's Rick Dees had been using taped portions of the joke line (available by calling 516-922-9463), but he found some of the comedy too risqué. Dees requested a broad-

cast-quality version of the joke line, which Jackie dutifully (and eagerly) complied with. The result: "Jackie The Joke Man."

The comedy bits are available from East Norwich, NY-based Off Hour Rockers. By the way ... What do you get when you cross a cow with a masochist? Cream that whips itself.

Live . . . From The Red Rooster Lounge

In a radio world rife with CHR countdowns and live concerts, a "red-hot R&B" show billing itself as "Blues . . . From The Red Rooster Lounge" is an intriguing change.

The one-hour, one-year-old collection of rhythm and blues was first broadcast on KBCO/Boulder in April 1985. Due to "exceptional listener response," program producer Cary Wolfson worked with Austin, TX-based Longhorn Radio Network to distribute the program nationwide. Sixteen stations in 12 markets now carry the program — not an overwhelming number in terms of mainstream syndication,



Jackie "The Joke Man" Martling

but respectable in the arena of jazz/R&B programming.

"With the resurgence of jazz on the airwaves and the awareness of a market that is older and more sophisticated than the average Clearasil user, it seems that the time is ripe to bring back the mother of all great American music ... the blues," says Wolfson.

EMM, Newman Communications Become REMN

New York-based EMM, Inc. and Newman Communications have merged to form REMN Communications, a radio-syndication company which has begun distributing music-oriented programming to stations nationwide.

REMN is an acronym culled from the initials of principals Richard Newman and Edward Milarsky, who founded EMM and Newman Communications, respectively. Milarsky serves as President/GM, while Newman is VP/Sales Manager; recent additions to the staff include Program Manager Neil McIntyre and syndication consultant Sandy Gasman. REMN has set its lofty sights on the top, Newman says. "With Neil's production and station-clearing skills, and Sandy's great presence and nationwide person-to-person contacts, I expect we will soon be the strongest company in this business."

The new company debuted its first venture — a Tears For Fears-Phil Collins special — over the July 4 weekend. The next program, a Billy Joel concert, is slated to air later this month; this will be followed by a Moody Blues special distributed over the Labor Day weekend. The company plans to specialize in shortform programming, but additional specials, as well as longform concept shows, are in the works.

Radio USA Offers Self-Host Feature

Boston-based Radio USA/Radio Networks recently began distributing "U Host It," an unproduced, scripted one-hour music-interview-profile program.

The new feature supplies radio stations with a researched and timed script, artist interview segments and voice tracks, and complete background material on each artist. Stations use their air personalities to host the program, and are encouraged to customize the scripts to fit their own specific local needs. Stations also receive artist IDs and occasional promo materials.

Radio USA/Radio networks plans to distribute several other program concepts by year's end.

WXS



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Management: MMA Management Chris Murphy/Gary Grant



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WKTJ
KWK
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WOKI

WDJX
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WHSL
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10—St. Louis, MO/ 12 & 13—Nashville, TN/ 14—Louisville, KY/ 15—Birmingham, AL/ 16—Memphis, TN/ 18—New Orleans, LA/ 20—Ft. Worth, TX
21—Austin, TX/ 22—Oklahoma City, OK/ 23—Kansas City, MO/ 25—Denver, CO/ 27—Concord, CA/ 28—Sacramento, CA/ 29—Santa Barbara, CA
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Heartbreakers**

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So call today to reserve this hit Labor Day special. And keep your listeners glued to your station while they relive the summer's freshest memories.



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Simple Minds

Julian Lennon

and even

**The Monkees
20th Anniversary
Reunion**



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

NETWORK FEATURE FILE

NEWS & INFORMATION FEATURES

August 4 - 8

MUSIC FEATURES

The Week Of

August 11 - 15

- American Music Magazine** (USP)
Carl Anderson/Gloria Lonnig (8/11)
Double (8/12)
Device (8/13)
Paul McCartney (8/14)
Monkees (8/15)
- Country Calendar** (CW)
Joyce Kline
- Country Closeup** (NP)
Waylon Jennings
- Concert Hour** (WO)
Con Funk Shun
- Earth News** (WO)
Flintstones' 25th anniversary: Joe Barbera/
Fred & Wilma
- Encore With William B. Williams** (WO)
1957: Frank Sinatra
- Legends Of Rock** (NBCR)
Jackson Browne
- Line One** (WO)
INDS
- Live From Gilliey's** (WO)
Billy Joe Royal
- Music Of America**
Charlie Daniels Band & surprise guests
- Off The Record** (WO)
John Cougar Mellencamp/Emerson, Lake &
Powell/Big Country
- Off The Record Special** (WO)
Stevie Nicks
- Pop Concerts & Star Trak Profiles** (WO)
Simply Red/Phil Collins
- Rockline** (GSN)
Steve Winwood (8/11)
- Rock Stars** (ABC)
Fixx (8/11)
- Rock Today** (MJI)
Bryan Adams
- Shootin' The Breeze** (WO)
Glenn Jones/Luther Vandross/Full Force
- Solid Gold Country** (USP)
John Conlee Birthday Salute (8/11)
Feature year: 1962 (8/12)
Rodney Crowl (8/13)
Elvis Presley (8/14)
Elvis Presley (8/15)
- Solid Gold Scrapbook** (US)
August Gold & Platinum (8/11)
This week in 1971 (8/12)
Raspberries/Seals & Crofts/Dan Fogelberg/
David Crosby (8/13)
This week in 1964 (8/14)
Woodstock (8/15)
- Special Edition** (WO)
Five Star/Jets
- Star Trak** (WO)
Belinda Carlisle/Queen/Klymaxx

The Weekend

August 9 - 10

- American Eagle** (DIR)
Randy Travis
- Christian Countdown America** (CCA)
Glad
- The Countdown** (WO)
Lisa Lisa/Lavort
- Countdown America With Dick Clark** (US)
Carly Simon
- Country Today** (MJI)
Mickey Gilley
- John Leader's Countdown USA** (CUSA)
Michael McDonald
- Dick Clark's Rock, Roll & Remember** (USP)
Captain & Tennille
- Dr. Demento** (WO)
Doo-wop songs
- Elvis Hour** (CRS)
Jerry Lee Lewis
- Future Hits** (WO)
Genesis/Van Halen
- Gary Owens' Supertracks** (CRS)
Beach Boys
- Great Sounds** (USP)
Jonah Jones
- Highlights** (DIR)
J.J. Johnson/B.B. King/Kareem Abdul Jabbar/
Smokey Robinson
- Jazz Show With David Sanborn** (NBCE)
John Scofield
- John Landers' Hit Music USA** (USP)
Peter Gabriel/Billy Ocean
- Hot Rocks** (USP)
Kenny Loggins
- King Biscuit Flower Hour** (DIR)
Mike & the Mechanics
- Metalshop** (MJI)
Yngwie Malmsteen
- Musical!** (WO)
Jerome Robbins/E Emmy Winners/Albert Hague
- Musical Starstreams** (FF)
Robert Schroder
- Party America** (ABC)
Simply Red/Steve Winwood/Teena Marie/
DePêche Mode
- Pioneers In Music** (DIR)
Lou Reed/Ramones/Talking Heads
- Power Cuts** (GSN)
Genesis/Eddie Money (8/10)
- Reelin' In The Years** (GSN)
Herman's Hermits/Steppenwolf
- Rick Dees' Weekly Top 40** (USP)
Bananarama

- Rock Chronicles** (WO)
Anne Lennox/Outfield/Bruce Hornsby/
Peter Gabriel
- Scott Muni's Ticket To Ride** (DIR)
Beatle trivia
- Scott Shannon's Rockin' America Countdown** (WO)
Berlin/Steve Winwood/Fixx
- Sinatra Special** (CRS)
Classy songs
- Solid Gold Saturday Night** (US)
Annual Top 100 Countdown (8/9)
- Spirit Of Summer** (CBSR)
Taco/Kim Carnes
- Star Beat** (MJI)
Gwen Guthrie
- Super Gold** (TRAN)
1969 Top 20/Herman's Hermits/Buddy Holly
(8/9)
- Superstars Rock Concert** (WO)
Firm
- That's Love** (WO)
Carol Bayer Sager/Hayley Mills/Billy Crystal
- Top 30 USA** (CBS)
Ladies of song
- Weekly Country Music Countdown** (USP)
Ricky Skaggs

GENERAL INFORMATION

- The Blimp** (PRN)
Speaker phones/food packaging/runners'
report/nuclear preparedness/
body language
- Car Show Coast-to-Coast** (SCGI)
'86 Mercedes 300E
- Computer Program** (PRN)
For the disabled/photography/in government/
micro repairs/hybrid games
- Health Care** (PIA)
Living with pain
- NBC Extra** (NBCE)
Hiroshima to Star Wars
- Page One** (PIA)
Elizabeth Holtzman
- Public Affairs** (PIA)
Age of change
- Sound Advice** (PRN)
Reverb/slap echo/phrasing & flanging/
multi-tracking EQ
- Reviewing Stand** (PIA)
Central America primer: Richard Nuccio/
Great Lakes pollution: Lee Botts/man in
the front row: Bob Uecker
- Sporting News Report** (CW)
George Steinbrenner
- Sports Explosion** (PIA)
Rick Talley/Jack Buck/Keith Moreland
- Sports Flashback** (CW)
Oakland As 1st world championship/72 NL
homer/57 NL MVP/Henry Aaron's 500th
homer/72 loser to Oakland/three world
series homers/consecutive world series
scoreless innings
- Wireless Flash** (CN)
Jackie Gleason/Tom Hanks/Depeche Mode/
Jeremy Smith

COMEDY

- Comedy Hour** (MJI)
Soupy Sales/Rodney Dangerfield/Bill Cosby/
Marx Brothers/Monty Python/Second City
- Comedy Show** (CW)
News: Bob & Ray/George Carlin/Joe Piscopo/
Rowan & Martin/Dan Knotts/Bob Newhart
- Daily Feed** (DCA)
Chernobyl restarted/summer slowing
continued/Attorney General Manion/
Lockheed-KGB summit/starship repairs
- Hiney Wine** (DD)
No gas bubbles in your hiney/a little hiney
everyday/Judge Carter's hiney/getting
your hiney hot/sharing your hiney with
zoo animals
- Jackie The Joke Man** (OHR)
Put out to stud/wife's weight in gold/anatomic
energy/tooth fairy/light sweaters
- Laugh Machine** (PRN)
Joan Rivers/Bill Cosby/Henry Youngman/
Steve Wright/Steve Martin/
Rodney Dangerfield/Kip Adotts/
Reiner & Brooks/Gallagher
- Live From The Improv** (DIR)
Evan Davis/Barry Neikrug/Steve Shaffer/
Diane Nichols/Alan Hazey
- Mel Blanc's Blankety Blancs** (ASR)
Firing squad/town crier/balloon man/
Bermatzen & Tarzan/weather til now
- National Comedy Wireless** (DD)
Thomas Edison's greatest hits/Moose attacks
porn/Susan B. Anthony/traffic/crize/
starving artists PSA
- National Lampoon's True Facts** (SLP)
Left leg/Sleeping Beauty/wrong and/murder
she wrote/cow lovers
- Party Drop-ins** (ASR)
Bloni full of trouble/rich & famous/Bob's party
school/Charles Manson workout/
record hop
- Radio Hotline** (ASR)
Portrait artist/my girlfriend's crazy about you/
I came back from the dead/
tar's anonymous/plumber research
- Stevens & Grdnic's Comedy Drop-ins** (ASR)
Advertising/another lousy day/mysteries of
rock & roll/doggie castle/
the "them" festival
- United Spots Of America** (ASR)
Night of the return of cable TV/motel/
the sitcoms/sheriff's country
safari/Needles tourist tip

NETWORK PEOPLE

• At DIR Lauren Karasyk has been named Director/Talent Acquisition. Her responsibilities include overseeing talent acquisition of all DIR-produced shows. In addition, Karasyk is producer of "King Biscuit Flower Hour" and "American Eagle." Previously she served in A&R positions at CBS and MCA Records.

• Steve Jaffe assumes the post of Corporate Controller at Westwood One Radio Networks in their Los Angeles office. He will oversee internal and external financial reporting and day-to-day operations of the Networks' accounting department. For the last two years, Jaffe worked as an outside consultant on Westwood One accounts. Prior to that, he was with Price Waterhouse.

In other company activity, Eric Weiss becomes WWI's Director/Business Affairs. Weiss will work out of the L.A. office and be responsible for the company's business and legal operations. In 1984, Weiss joined Mutual Broadcasting System as a Staff Attorney and later served as General Attorney and Director/Business Affairs.

• Katherine Taylor joins Satellite Music Network's Chicago Central Division advertising sales office as an Account Executive. She joins SMN after serving for six years as an AE for the ABC Television Network in Chicago. Before that, she worked as an AE for NBC News and Information services.



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HARVEY MEDNICK.

NEW YORK SALUTES THE STATUE

Liberty Weekend: The Radio Side

Sure it was a TV event. David Wolper only knows how to create wretched excess for the '26" screen. But since that grand lady who stands in New York harbor was celebrating her 100th birthday, the Big Apple radio broadcasters were not about to be denied. After all, they started serving the metropolis when she was a youngster in her early thirties.

According to NYMRAD (New York Market Radio Broadcasters Association), the spirit of celebration and the excitement of the Liberty Weekend events really charged up the area radio stations, which attempted to outdo each other with special programming and promotions.

The Format Set The Tone

As it should be with a varietal medium such as our own, stations created events which capitalized on their unique format position in the market.

WABC took full advantage of the ABC Radio Networks exclusive broadcast rights to the weekend entertainment programs and provided live coverage of all of them.

WCBS-FM, tipping its musical hat to the "Great Lady of The Harbor," saluted "The Great Ladies of Rock and Roll" throughout the weekend.

WHN debuted its new hot-air balloon in Liberty State Park and hosted a special cruise boat with winners of tickets to the Eddie

"Not only did local stations take the initiative, but they did it with creativity and ingenuity."

Rabbit/Jerry Reed Liberty Concert.

WHTZ gave away passes to a ZZ Top concert aboard MTV's "Party Boat," and also gave away tickets to the fireworks display at the South Street Seaport.

WINS aired special features on New Yorkers' views on Liberty.

WNBC proclaimed June "Liberty Month" and sponsored an essay contest for area youngsters. Winners received a computer for their school and had \$660 dollars (the station's dial position) donated to the Statue of Liberty Restoration Fund.

WPIX ran a "Liberty Trivia Contest," with ten winners receiving

tickets for a trip around the port during the tall ships sail on the Hudson.

WPLJ, "The Official Station of the July 4th Fireworks," simulcast ABC-TV's live coverage of the fireworks (and got a plug on CNN's pre-network coverage). The station also gave away the "Ultimate Liberty Weekend," which included three nights at the Marriott Marquis and seats aboard a private yacht for all the weekend events.

WQXR featured American Composers' salutes to the Statue of Liberty, including Irving Berlin's "Miss Liberty" and "The Statue of Liberty Suite," a new piece by Richard Adler.

WXRK, contending that rock & roll music was noticeably absent from all of the Liberty Weekend musical events (how it overlooked the 200 Elvis localities in the closing ceremonies is beyond me), created "K-ROCK's All-American Star-Spangled Liberty Jam, a rock and roll tribute to the Statue of Liberty, broadcast on the 4th.

WYNY gave away a Wurlitzer jukebox filled with 97 (dial position) of the lucky Liberty Weekend winner's favorites.

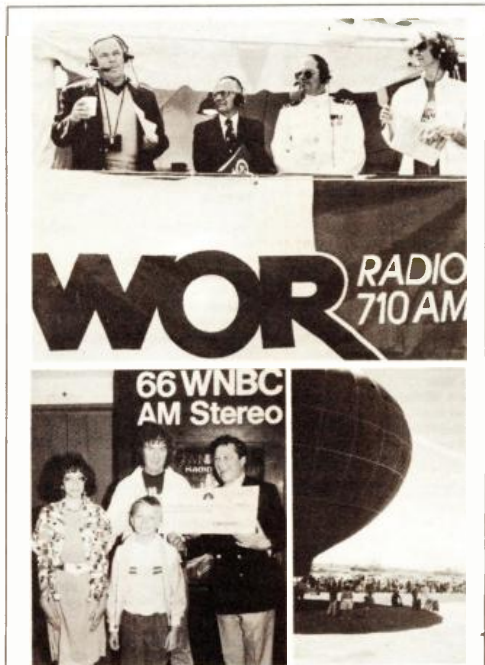
And The Winner Is

According to the New York Daily News, the "Best Radio Coverage" was provided by WOR. Promotion Manager Mary Recchia reported, "First of all, we started planning for it in June '65. We got the key station people together and developed a six-month program of special features, programs, and promotions. Then we sold the whole package to British Caledonian Airways as an image buy." (Can you think of a more creative sell? They have no relationship to the event.)

The program started in February with specially produced "Liberty Minutes," followed in March by "Heritage Profiles." During the spring, WOR gave away a trip to France (on B-CAL, of course), the birthplace of the Statue of Liberty. The station also produced a one-hour documentary on the changing ethnic face of New York, and culminated its precelebration efforts with ten days of Liberty Weekend "previews."

On The Weekend Itself

WOR broke from its normal Talk block programming format to present 92-hour marathon coverage of the centennial celebration. Starting at 5:30am July 3 and concluding at 1am on July 7, all of the personalities joined in to present reports and commentaries from 15 remote



NY RADIO REVS UP FOR LIBERTY WEEKEND — As a part of its involvement with the Statue's rededication, WHN/New York debuted its new 65-foot hot air balloon, WNBC awarded \$1980 dollars to the restoration fund in essay winners' names, and WOR personalities John A. Gambling and Sherry Henry reviewed the Op-Sail fleet with Naval and expert assistance.

broadcast locations and two permanent sites on both sides of the Hudson River.

The station's key operational thought during the entire weekend was, as Mary told me, "that internally we knew it was a TV event for people who planned to stay at home. We also knew that the various events and venues would cause all sorts of traffic problems and other situations which were going to affect millions of both New York and New Jersey residents. Radio was their only source — whether they were trying to get to an event, or away from it! We decided that WOR was going to be their preeminent source of information. And with all of our station people and George Meade in our jet helicopter, we succeeded." WOR also secured the "Official Sponsor" position of the Op-Sail and Naval Review, and was the only station broadcasting reports from the deck of the Coast Guard Tall Ship "Eagle."

A Great Weekend — A Great Showing For Radio

New York radio could have surrendered to TV and taken a back seat while all three networks out-libertied each other. If I saw one more shot of that picture of the sculptor Bartholde... (isn't there another?) However, not only did local radio stations decide to take the initiative, but they did it with creativity and ingenuity, capitalizing on their individual position in the marketplace and providing listeners with service consistent with their format. Special congrats,

to the folks at WOR, and especially Managing Editor Bernard Gershon, who produced all of the special Liberty programming. Once again they proved the old adage they taught — that "The man with the plan is the man who wins" — is a lesson we should follow: when you know something big is coming, prepare for it and sell it!

DATELINES

- 1986 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. New Orleans Convention Center, New Orleans 1987 February 7-10 Radio Advertising Bureau 7th Annual Managing Sales Conference Hyatt Regency, Atlanta April 1-5 Alpha Epsilon Rho 45th Annual Convention Clarion Hotel, St. Louis

ONE YEAR AGO TODAY

- Neil "Moon" Mullins PD at WHN/New York ● CBS buys five Taft-Gulf stations ● #1 CHR: "Shout" — Tears For Fears (Mercury/PG) (2 wks) ● #1 AC: "Everytime You Go Away" — Paul Young (Columbia) (5 wks) ● #1 BIU: "Freeway Of Love" — Aretha Franklin (Arista) (4 wks) ● #1 Country: "Love Is Alive" — Judds (RCA/Curb) (2 wks) ● #1 AOR Track: "Money For Nothing" — Dire Straits (WB) ● #1 LP: "Brothers In Arms" — Dire Straits (WB)

FIVE YEARS AGO TODAY

- Tom Bender PD at RKO 1 & 2 Networks ● #1 CHR: "Slow Hand" — Pointer Sisters (Planet) ● #1 AC: "I Don't Need You" — Kenny Rogers (Liberty) (2 wks) ● #1 BIU: "I'm In Love" — Evelyn King (RCA) ● #1 Country: "I Don't Need You" — Kenny Rogers (Liberty) ● #1 LP: "4" — Foreigner (Atlantic)

TEN YEARS AGO TODAY

- Rick Dee PD WMPs/Memphis ● Harvey Mednick VP/Special Projects for RKO Radio ● Ken Buttice VP/Promotion Elektra/Asylum/Nonesuch ● #1 CHR: "Don't Go Breaking..." — E. John & K. Dee (Rocket/MCA) ● #1 AC: "If You Know What I Mean" — Neil Diamond (Columbia) (2 wks) ● #1 Country: "Golden Ring" — George Jones & Tammy Wynette (Epic) ● #1 LP: "Spitfire" — Jefferson Starship (Grun/RCA) (3 wks)

"Higher ratings... or your money back"

The Fall 1986 book begins in a matter of weeks, and the decisions you make **now** will influence whether you win or lose this Fall. Your goal is to improve your station's position in its primary selling demographic, and that's the objective of every project we do at Strategic Radio Research.

We have developed a special research plan specifically for stations who have just experienced a down or flat book. This comprehensive series of audience research studies will (1) tell you whether you've really lost listeners and, if so, to whom, (2) specify whether your problems are programming, promotion, or advertising-related, (3) define your station's strengths and weaknesses, (4) pinpoint your competitors' weaknesses, (5) optimize your music, and, most important, (6) help your management team develop a strategy for winning in the Fall book.

Strategic Radio Research has almost a decade of experience in helping management teams get higher ratings. In fact, because of our track record in growth situations we're willing to make this incredible offer: **We guarantee you better ratings in the Fall book** ... or we'll refund every cent you pay for the research. This is a limited offer and some restrictions apply. For complete details, call Kurt Hanson, President, Strategic Radio Research, today at (312) 280-8300.

The Fall book is approaching rapidly. If you want to win big, you have to fight smart.



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THE INS AND OUTS

Budget Preparation

By Bill Shearer

There are perhaps two different kinds of budgets. The most desired is the realistic budget, which states real projections. The second — and least desired — is the dreamland budget, or "I must satisfy the senior corporate officers."

This type of budget preparer is aware that he's expected to deliver 20%, 25%, or 30% profit margins. And he's further aware that senior corporate or group management will not allow a budget to be submitted for approval without certain minimum profit margins.

Of course, this is game-playing. But many of us would be surprised at the amount and kind of game-playing that takes place. Just reflect on what would happen if you sat in a seat that allowed you to submit a budget showing only a 7% return or a negative cash flow. The problem is, if this is a real-world situation, your budget should reflect that projection.

Early Lead Time

What does the word budget really mean? It should be a picture of dollars expected to be generated over a specific period of time. And you project your total pic-

"In spite of the corporate games, there's a need to honestly recognize the 'real deal.'"

ture of expenses against the gross sales. I highly recommend the realistic budget. I'd rather fight with my senior corporate people up front, allowing them to understand and accept my projections. Then if we do better than projected down the road, perhaps I'll come out a hero.

Budget planning isn't

"(Those) involved in 'hands-on' management should be part of the preparation team. Too many GMs feel they alone must have all the answers."

really difficult unless it's a first-time effort. Preparation should begin at least three to four months prior to the start of the station's fiscal year. This early lead time allows for revisions and ample reaction time. Normally, I begin the process by using the present or previous budget as a base and building in increases for inflation, salary hikes, and other expected higher costs of doing business.

Call a meeting, distribute copies of the budget for each manager, and set a timetable for when you want it returned. The program director, sales manager, chief engineer, and others involved in the "hands-on" management process should be part of the budget preparation team. These people enjoy and appreciate being asked how they foresee running their respective departments.

Also, whenever someone is allowed to be part of the decision-making process, he is subconsciously buying his way into the solution. This makes the department manager truly feel he or she is part of the team and

must, therefore, work like heck to deliver what was promised. It suddenly becomes our budget, our challenges, and our goals.

Too many general managers are reluctant to ask for input, feeling they alone must have all the answers. Nothing could be further from the truth. The GM's role should be to lead the team to discover the answers. It's important for employees to recognize those in senior management are human. It's not a weakness but a strength.

Maximum Return

Bear in mind that the department heads are simply making suggestions/recommendations. For example, the sales manager should be asked to project his gross/net sales for each month. And justification for above average increases or decreases should be included. Let's say the sales department produced \$80,000 in sales last February. Then perhaps a 10% to 12% increase in next year's sales forecast would be expected. If the sales manager indicates his or her department will produce \$120,000 for the next February, this must be justified and appear to be logical.

Some GMs worry that changing the commission rate structure will cause a furor among the account executives. However, if the agency commission five years ago was 12% when the rates were \$80 per 60-second commercial, that doesn't mean next year's agency commission needs to be 12% when the rate card is now \$150. AEs will always gripe. Don't let this upset you or affect your mental thought process.



Bill Shearer

Bill Shearer is VP/GM of KGFJ/Los Angeles, which he recently agreed to purchase from Inner City Broadcasting. His radio background includes the VP/GM post at KACE and an Account Executive stint at KLOS, both in Los Angeles.

You simply must do what you must to deliver maximum return on the invested dollars.

Budget preparation is always an excellent time to thoroughly review each aspect of your station's activities. Things change. News services that cost you money may not make sense (or cents) today when there are other news services

"If you feel you need to bullshit others to keep your job, then you do have a problem."

willing to pay you. Every budget item must be examined with the question: Does it make sense today, or can I get along without it?

I've found that sales promotion and advertising always require second and third looks. These large-dollar expenses should prompt you to ask "What do they produce for me?" and not simply say "My competitor is doing it, therefore we have no choice in the matter." Yes, you do. The name of the game is being extremely creative and always taking into account what you're trying to achieve. Getting the job done for less is the challenge facing each of us.

The 'Real Deal'

Budget preparation varies from company to company. In some instances, it's the Bible. Once set in place, no variations are allowed. At other corporations or broadcasting groups, a budget is more of a structural guide.

With the out-of-sight

prices being paid for radio properties, however, it's clear that accurate and realistic budget preparation will become critical. It's these budgets that current and would-be owners are taking to the bank and borrowing against. Many feel there's no room for error, and budget versus performance must be nearly on target. Debt service is key. Management must understand how these high monthly obligations can be remedied.

Basic accounting students are taught that a balance sheet is really a picture of a business at a specific point and time. You must look at budget preparation as nothing more than a picture of how you, the key player, view the business side of the ledger. It must be your best feeling — accurate and realistic.

If you're involved in a turnaround situation, there's nothing wrong with saying so and forcing others to do the same. Don't let a budget deliver promises which can't be kept or met. In spite of the corporate games, you have to honestly recognize the "real deal." But if you feel you need to bullshit others to keep your job, then you do have a problem.

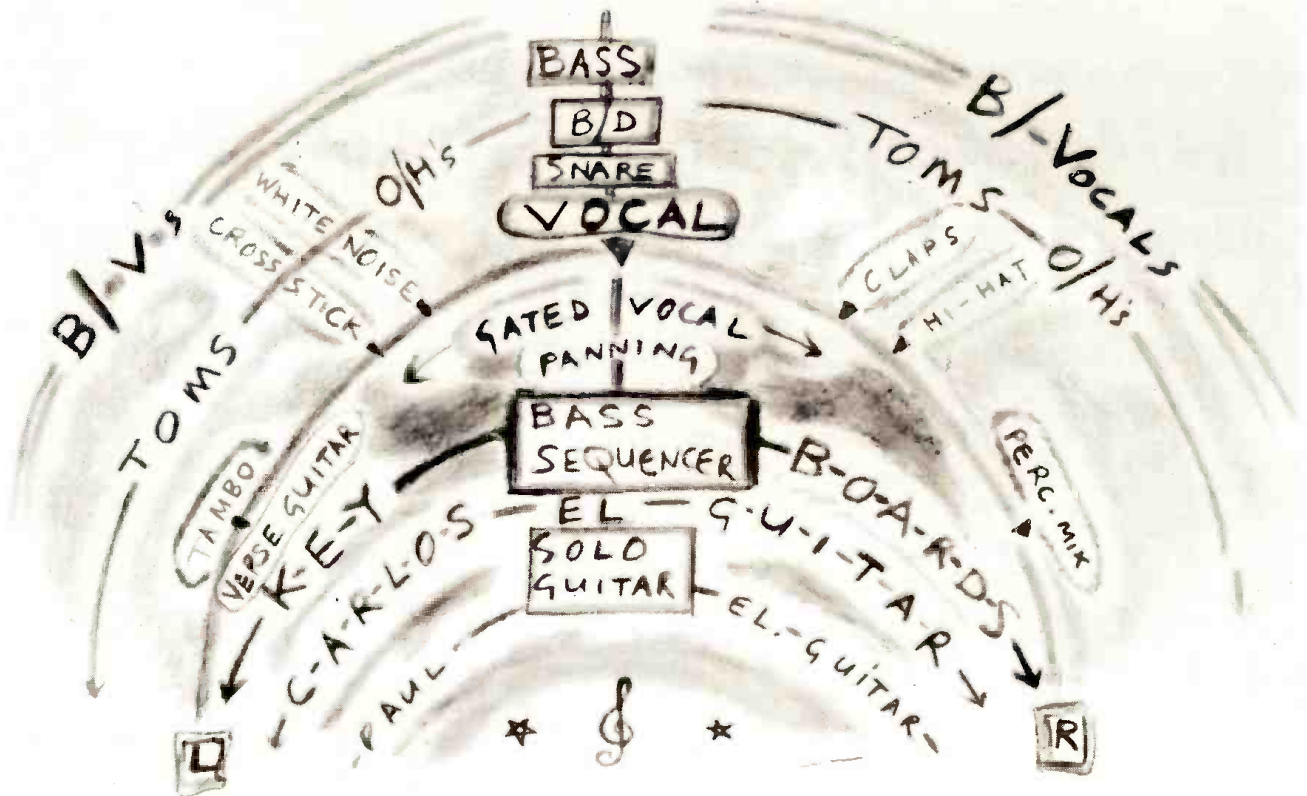
In the final analysis, the budget should say, "This is the way I truly see it — good, bad, or indifferent. This is my most realistic outlook for the coming year." Anything else, and you can question your respective abilities as a hands-on manager. Remember: If you believe in something, stand up and fight for it. If you don't, enjoy the short tenure your position allows.

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HERE WE GO AGAIN



PAUL MCCARTNEY "PRESS"

CHR BREAKERS



THE BEATLES "TWIST AND SHOUT"

- | | | |
|-------------|------------|-------------|
| KRBE 16-14 | Y106 add | KNOE add |
| KIIS 16-10 | KCAQ add | KWES 30-20 |
| KZZP deb 21 | KATD 29-20 | WBVS add |
| KPLZ add | WZON add | WCIL add |
| KNBQ add 39 | WZYQ add | KGOT add 38 |
| B106 add | KSMB add | KYYA add |

Capitol
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KEN BARNES

GREAT MOMENTS IN R&R ADVERTISING, PT. IV (GOOD GOD, Y'ALL)

1974: Psycho, Ego, & Yellow Snow

RADIO INDUSTRY: PSYCHO

GRC 2018

FIRST YOU SAID

"The worst piece of crap I've ever heard!" Scott Shannon WMAK.
"The sickest record I ever heard," Bruce Nelson, Program Director KENR.
"When it's number one in the country, I'll consider it," Marge Bush, Music Director WKY.
"They paid the fine line of fuck," Bill Hermes, Program Director CKLW.
"I like it, I think it will be a smash if anybody plays it," Randy Robbins, Music Director KLIF.
"I don't think the record is that sick," Jay Thomas, Program Director WAYS

NOW YOU SAY

"I loved it from the first day it came in." First night calls, now No. 1 phones, John Randolph WAKY.
"Unbelievable, all eight shops got instant calls. No. 1 phones tied with Olivia Newton-John," John Henderson WVLK.
"Tried it once, got continuous calls for two weeks and have added it full time," Tex Meyer WGDW.
"Played once, phones! Stopped and phones kept up. Back on - No. 1 phones sales," Casey Jones KXOL.
"Just added because of other action. Called shops in Lexington and added it," Dave Young WKGN.
"Added because of action in Louisville, talked to a friend who is a jack necker," Roy Arthur WNDX.

THE MOST CONTROVERSIAL RECORD OF THE '70's

PSYCHO

GRC 2018

Any ad that STARTS with a quote from a PD (Scott Shannon, as a matter of fact, when he was at WMAK/Nashville) stating, "The worst piece of crap I've ever heard" has to qualify for this collection. The record advertised, "Psycho" by Jack Kittel, lived up to the uniqueness of the advertising approach.

It's a mournful country rendition of the tale of a man who, the listener soon discovers, has murdered and dismembered most of his closest relations, committed a horde of other hideous crimes, and is wondering aloud to his mother whether she thinks he's "psycho." Elvis Costello, instinctively sensing the song's timeless appeal, used to perform it now and then.

Another unique and fascinating aspect of this ad's creative approach is its complete failure to mention the artist's name anywhere on the page.

Here's the final installment in my fond-but-jaundiced look back at the early R&R era through the marvelously creative medium of advertising. This column wraps up 1974, the first full year of R&R's existence, with some of the more memorable advertising approaches of the period.

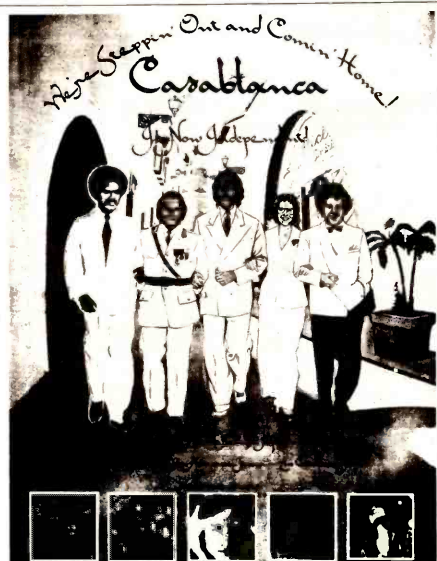
By the way, don't get the idea from this series that all 1974 record ads were kookily creative offbeat oddities. I just picked those because they're more fun to look at and comment upon. Most ads were straightforward, informative announcement or promotion messages, similar to the bulk of today's advertising. The 1974 variety tended to lack the lists of call letters playing the records, record promotion being in a less sophisticated state (some ads quoted Record World chart numbers or something equally informative and convincing).

Anyway, here are five more of the cream of 1974's varied crop, and stay tuned (sometime later down the road) for a look at 1975.

Don't Shoot Roy. This is Where Your Friends Are!

PICTURE THIS!
ROY ROGERS
HAS A SMASH NEW SINGLE
"HOPPY, GENE & ME"
TO 2154
Produced By SNUFF GARRETT
MORE THAN A BIT OF NOSTALGIA ON
J&R
WHERE HIS FRIENDS ARE!

20th Century's Russ Regan is held at gunpoint by producer Snuff Garrett and Roy Rogers himself. Anything went in those days when a record deal was at stake. Pedantic grammatical note: A comma after "Shoot" would have helped; this way it looks as if Russ is telling Snuff not to shoot Roy!



Casablanca ads, from the very beginning, tended to stand out from the crowd, if for typeface alone. A free year's subscription to the first person who can correctly identify all five early Casabancans drawn here.

RASPBERRIES SWEETENERS

new album STARTING OVER ST-11329

includes their hit record

OVERNIGHT SENSATION (Hit Record) 1974



As sensationally reviewed by Ken Barnes in **ROLLING STONE**

By KEN BARNES From ROLLING STONE
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There IS life before R&R: This one threw me for a loop. I wasn't working at R&R in 1974, so I didn't know this one appeared, a gratifying if fleeting bout of celebrity. Just one question: Who did Capitol think would be impressed by that particular reviewer?

Every so often a record comes along with a message too timely and important to be ignored—a message whose urgency commands the attention of every thoughtful listener. Such a record is Frank Zappa's "Don't Eat the Yellow Snow" (DSS 1312).

On Direct Records
Zappa

A prime example of the subtle Warner Bros. school of advertising (although it may have been Zappa's own concoction). PDs were doubtless so impressed with the gravity of this message that they ran the song as a PSA.

Zebra Conquistador

MONDAY, AUGUST 4

1957/The **Everly Bros.** premiere "Wake Up Little Susie" in their second appearance on "Ed Sullivan."

1970/The Woodstock **Quebec** festival fizzles: only 10,000 attend and one of 12 scheduled artists shows.

1980/**John Lennon & Yoko Ono** begin work on "Double Fantasy."

1983/**KAMA & KAMZ/El Paso** get an exclusive oval office interview with **Ronald Reagan** to discuss the interests of Hispanics. They bring the President a jar of jalapeno-flavored jellybeans.

Birthdays: Stefan Kaufmann (Accept) 1960, Samantha Sang 1953, Frankie Ford 1940.

TUESDAY, AUGUST 5

1975/**Stevie Wonder** announces he'll re-sign with **Motown** for approximately \$13 million. In keeping with Wonder's LP delivery procedures, the contract isn't actually signed until next April.

1981/**Olivia Newton-John** gets her star on Hollywood's Walk Of Fame, right between **Edgar Kennedy** and **Greta Garbo**.

1983/**David Crosby**, who slept through most of his own trial, is sentenced to eight years for drug and firearms possession. Also, **Robert Plant** and the **Led ZeppeIn**-esque **Zebra** meet on the "Tonight Show." And on the AC chart, which has only been somewhat affected by the CHR revolution, "Every Breath You Take" is pushed out of #1 by **Rita Coolidge's** "All Time High."

Birthdays: Sammi Smith 1943, Jim Webb 1946

WEDNESDAY, AUGUST 6

1971/In the only major hit to come out of that city, **Procol Harum** records "Conquistador" live at Jubilee Auditorium with the **Edmonton Symphony Orchestra**.

1973/**Stevie Wonder** is seriously injured when the car he's riding in collides with a lumber truck in Salisbury, NC. Despite four days in a coma, Wonder recovers with only his sense of smell seriously damaged.

1976/**WCGQ/Columbus** ties in with **Jimmy Carter's** candidacy by giving away trips to Plains, Georgia.

Unfortunately, since there's no motel in Plains, winners have to stay in Americus like the rest of the media.

1981/**Stevie Nicks's** first solo LP is released.

1984/Next, "Your 'X' Wants You Dead": Two years after adopting its "your X wants you back" slogan, **WPIX/New York** gives away a cruise in the "your X wants you out of town" contest.

Birthdays: Carole Pope (Rough Trade) 1960



Bobby Hatfield, Rodney Crowell, The Edge, Barbara Mason

THURSDAY, AUGUST 7

1963/**Frankie Avalon & Annette Funnlicello's** first picture, "Beach Party," is released.

1974/**Faye Dunaway** and **Peter Wolf** are married.

1982/**Dexy's Midnight Runners' "Come On Eileen"** goes #1 in Britain for a month. The **Kids From Fame** LP goes #1 for two months.

1985/Independent **Combat Records** acquires **W.A.S.P.'s "Animal (I Fuck Like A Beast)"** for American distribution after it sells 30,000 copies as an import. **Capitol**, **W.A.S.P.'s** American label, has already refused the song. "Like A Beast" will gain fame several months later when its title has to be spelled out at the Senate Judiciary Hearings.

Birthdays: B.J. Thomas 1942, Rodney Crowell 1950, Andy Fraser 1952, Bruce Dickinson (Iron Maiden) 1958.

FRIDAY, AUGUST 8

1960/**British Decca** destroys 25,000 copies of **Ray Peterson's** "Tell Laura I Love Her" rather than release a song it finds "too tasteless and vulgar for the English sensibility." (The song becomes a #1 UK hit in a cover version for a rival label by one **Ricky Valance**.)

1970/**Janis Joplin** buys a tombstone for **Bessie Smith's** unmarked grave in a Philadelphia cemetery. **CBS's John Hammond** writes the epitaph: "The greatest blues singer in the world will never stop singing."

1975/**Robert Altman's "Nashville"** opens in Nashville. **Roy Acuff** later tells reporters the best part was "when they shot that miserable excuse for a country singer," referring to **Ronee Blakley's Loretta Lynn**-type character. On the same day, **Hank Williams Jr.** is seriously injured in a mountain climbing accident.

Birthdays: Edge (U2) 1961, Mel Tillis 1932, Keith Carradine 1950, Michael Johnson 1944, Joe Tex would be 53.

SATURDAY, AUGUST 9

1973/"Rock Almanac" author **Lillian Roxon** dies of asthma.

1974/**Bill Chase** and three other members of **Chase** die in a plane crash near Jackson, MN. Also: **Island** holds an open house in Los Angeles to "reintroduce" itself to the industry. The entertainment includes **Jim Capaldi** and **Sparks**.

1975/**Don Kirshner** presents the "Rock Music Awards" hosted by **Elton John** and **Diana Ross**.

Birthdays: Barbara Mason 1947.

SUNDAY, AUGUST 10

1959/Four male members of the **Platters** are arrested in a Cincinnati hotel and charged with aiding and abetting prostitution, lewdness, and assignation. The four 19-year-old women with them are arrested for prostitution. All eight are eventually acquitted, but not before the group's career is seriously harmed by what many consider trumped-up charges.

1974/**Bob Dylan** returns to **Columbia** after a year on **Asylum**.

1982/The House of Representatives votes 250-134 to approve **Radio Marti**.

1985/**British BPI Director John Deacon** rejects a record-rating system of the type that his American counterpart, the **RIAA**, is considering.

Birthdays: Michael Bivins (New Edition) 1968, Bobby Hatfield 1940, Ian Anderson 1947, Patti Austin 1950



Merry Christmas
From Your Friends
At Epic,
Portrait, and CBS
Associated Labels



For Further Information
Contact Your Local
E/P/A Promotion Rep



TALENT,
SKILL
AND A HIT SONG.



"WHAT DOES IT TAKE"

NEW & ACTIVE

One Of The "MOST ACTIVE"
And This Is Why . . ."

WBEN 27-25	WKQB 24-19	KFMN 15-13
WKSE 38-35	WSSX 30-26	KQIZ 38-27
WNYS 27-23	WROQ add	WCCQ add
WPHD 18-13	WNOK 36-33	Q104 19-14
KRBE on	WAN5 22-20	WZYP 40-34
CFTR 35-25	WOKI deb-40	Q101 39-36
WMMS on	K11K add	WCLF deb-40
PRO-FM deb-34	KZIQ 35-28	WHSL 24-20
KDWB on	KZ93 deb-30	WVBS 29-25
WCAU deb-36	KIY5 25-22	WCIL deb-28
KHTR on	KIKX 38-35	Y94 3-3
KWK deb-38	KSND 18-15	WAZY 19-12
WKXS on	KXYQ 35-33	KKLS add
K104 35-32	KZZU 40-37	99KG add
WAMX deb-30	WGUY 21-15	KCOT 17-13
WMJQ 18-14	OK100 31-25	KKAZ 39-36
WRCK 38-31	95XIL 16-6	KOZE add
Q106 add		OK95 11-10

HONEYMOON SUITE



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



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38/R&R FRIDAY, AUGUST 1, 1986



BRAD MESSER

CALENDAR

First Impressions Count

Just another day on the front desk. Station door swung open, man in a suit walked in, stood in the reception area waiting to be helped. And stood there and stood there.

The receptionist continued writing in her notepad, fooling with stuff on her desk, checking her fingernail polish and otherwise ignoring him, which gave the visitor the impression that the station's official greeter considered him an intruder in her personal empire.

Visitor turned out to be one of the station's biggest clients who just happened to be in the neighborhood and decided to drop in for a friendly non-business visit.

When the client finally got in to see the GM, his first words were about the receptionist. He waved a

thumb back in her direction and asked, "Why do you keep her?"

After a short discussion, the surprised GM realized the woman on the front door, who was always cheerful and polite to station employees, had treated the visitor with mild but inexcusable disdain.

The GM later had a serious talk with the receptionist, who didn't land in the unemployment line, but came pretty close.

Lucky for her checking account, the manager is a patient fellow who took the time to emphasize a very uncomplicated reality . . .

the crucial importance of first impressions.

He illustrated his point by revealing that the impression she had made on the client was so negative that it threatened her job security. She got the idea.

If she only understood how important she is! Although the person on the front desk sometimes feels isolated, he or she is certainly one of the station's key people, carrying the tremendous responsibility of projecting a positive image on behalf of every member of the management and staff. They must all depend on her for that.

A station with a cheerful and efficient receptionist is in possession of a tremendous asset. Why would anyone ever allow a sourpuss out front?

Motorcycle In High Gear

MONDAY, AUGUST 4 — The first motorcycle to go faster than 200 miles an hour did it 30 years ago today (1956). The record was pushed past 300 in 1975. Hurricane Allen entered the Caribbean and headed for the Gulf of Mexico in 1980. By the time it reached Texas on the 11th, the storm had caused 272 deaths. The U.S. bought the Virgin Islands from Denmark in 1916 for \$25 million. Birthdays: Queen Mother Elizabeth of England is 86.

First Transatlantic Cable

TUESDAY, AUGUST 5 — Instant international communication became possible 128 years ago when the first cable across the Atlantic was completed (1858). Marilyn Monroe died at age 36 in 1962. The first transatlantic helicopter flight was completed in 1952. Every member of the National Guard was drafted into the U.S. Army in 1917 for WWI. Cleveland installed the first traffic light in 1914. The Pilgrims left England in the "Mayflower" (and the smaller ship "Speedwell") in 1620. Birthdays: Isaac Hayes 44. Neil Armstrong 56 (1st man on moon 1969). Director John Huston 80.

Debut of Electric Chair

WEDNESDAY, AUGUST 6 — The first criminal executed in an electric chair was William Kemmler of New York state, who died in the brand-new chair at Auburn State Penitentiary 96 years ago (1890). He had been convicted of the axe-murder of his girlfriend. America dropped the atomic bomb on Hiroshima in 1945, causing an estimated 100,000 deaths. The first movies with soundtracks were shown 80 years ago at the Warner theater in New York (1926). Birthdays: Artist Andy Warhol 59. Lucille Ball (Dianne Belmont) 75.

Uncle Sam's First Pilot

THURSDAY, AUGUST 7 — The first man to fly professionally for the American military was Thaddeus Lowe, who was officially appointed to be the Union Army's "military aeronaut" 125 years ago (1861). President Lincoln authorized Lowe to build a balloon to fly reconnaissance missions over Rebel forces. One year ago Ted Turner abandoned his attempt to take over CBS (1985). The first photo of Earth as seen from outer space was taken by "Explorer-6" in 1959. The Marines landed on Guadalcanal in 1942. George Washington created the Purple Heart (as the Badge for Military Merit) in 1782. Birthdays: Loni Anderson 42. B.J. Thomas 44. Adman Stan Freberg 80.

First Unmanned Flight

FRIDAY, AUGUST 8 — According to the Smithsonian Institution, the first manmade object to fly was a small hot-air balloon which was sent into the air by a monk in Spain 277 years ago today (1709). At the time, the accomplishment by the monk Gasparo was considered unimportant. President Richard Nixon gave his resignation speech 12 years ago (1974). The three-month Battle of Britain began in 1940 with daylight bombing raids on London by German planes. Birthdays: Keith Carradine 37. Connie Stevens (Concetta Ingolia) 48. Dustin Hoffman 49. Mel Tormé 54. Esther Williams 63.



ADAM WHITE

RECORDS

NEW MUSIC SEMINAR REPORT

'Penguins' Under Fire, Etc.

There are nearly as many opinions about the value of the New Music Seminar as there are people who attend. But since thousands participate each year, the event obviously plays an important role. I tend to equate it with the training/career development organizations and programs which exist in other industries, but are relatively scarce in the music business. That, of course, is just one more opinion.

Since the radio/records relationship was prepromoted as a key component of the '86 seminar, I wanted to catch as many of the relevant panels as possible, not to mention the keynote speech of WBCN/Boston GM Tony Berardini. Tony's comments were reported in R&R a couple of weeks ago, so this column deals with three of the NMS panels: "Pop Radio," "Rhythm Radio," and "Urban/Pop Crossover."

For industry professionals, all three sessions proved to be lively and entertaining. In the CHR room, for example, moderator John Fagot, Columbia VP/Promotion, kept the discussion moving, and such panelists as Z100/New York PD Scott Shannon and FM102/Sacramento Asst. PD Chris Collins kept the wisecracks coming.

Penguin Mentality

"Let's have some fun here," said Scott, and he did. When someone in the audience started to question John Fagot about a very specific, Columbia-related problem, Scott asked, "Sir, did you walk through the metal detector when you came in?" When discussing the number of singles taken from mega-albums like "Born In The USA," the Z100 keeper joked, "Bruce Springsteen was going to put out the dustcover before long."

More seriously, Shannon, Collins, and other panelists talked about the so-called "penguin" mentality of many medium and small market programmers. Said Chris, "I was sitting in Eddie Mascolo's office at RCA, and he was talking to somebody from Billings, Montana about a Mr. Mister record which everybody had added. And the guy says, 'I'm not going to add that record — has Mike Schaefer added it?' It's ridiculous. How in the hell can Billings, Montana be affected by KHS-FM in Los Angeles, where there are only 16 million more people?" Cracked Scott, "That's why he'll stay in Billings, Montana."

Continued the FM102 programmer, "At some of the stations where I started out, we broke rec-



ords. Now the small market guys think they can order a record company around. Independent promotion had a lot to do with it. The fact is that small markets are the places to break hits, because it's going to push guys like us off our fat asses and get us on the records."

Said Scott, "I read all the trades, and if I see a record that's top five in a bunch of small markets, I'll go to my music director and ask to hear the record. There's a reason why it's number one in four or five little markets. But people are so dazzled by major market stations. If only they would quit worrying about what the hell I'm doing and instead worry about making their station sound great for their market."



THE SHOW MUST GO ON — Yes, that's WZAK/Cleveland Director/Operations Lynn Tolliver in clown makeup for NMS's "Rhythm Radio" panel. MCA VP/Promotion Ernie Singleton moderates.



CHR CREDENTIALS — Panelists get down to business at the New Music Seminar's "Pop Radio" session. Pictured from left are Columbia VP/Promotion John Fagot, WKKS-FM/Boston PD Sunny Joe White, Capitol Sr. VP/Marketing & Promotion Walter Lee, KDWB/Minneapolis PD Dave Anthony, and FM102/Sacramento Assistant PD Chris Collins.

Future Trouble

WKKS-FM/Boston PD Sunny Joe White also pointed out how serious the problem is when thinking of potential future PDs and MDs of major market stations: "The smaller markets are adding whatever they see us doing. The frustrating fact is that we learned just the opposite way." Added Chris Collins, "If these people are going to be in charge of the Z100s of tomorrow, we're in a whole lot of trouble."

Commenting from the audience, MCA VP/Promotion Ernie Singleton said, "The people who are the problem are never on panels. We don't get enough of the people from smaller markets, which is my big complaint about conventions. If you're not Scott Shannon or Sunny Joe White, will you be asked to be on a panel or address the audience?"

Also discussed: singles and 12-inch sales research, the influence of dance clubs, and criteria at CHR for adding new music. Was the session sufficiently on target for the seminar audience? It's hard to tell. Some rather basic issues came up at question time. "Can you say what percentage of a record's appeal has to do with the song, the sound, or the artist's appeal?" asked one person. "Will you play a

record by a band that doesn't have a label deal?" inquired another.

It's easy to forget that many New Music Seminar attendees don't have a sophisticated grasp of industry issues. This is a perpetual dilemma for the organizers of the event, as well as part of its appeal.

KPWR Dissected

Some of the most animated debate of the "Urban/Pop Crossover" and "Rhythm Radio" panels was provoked by Lionel Richie's "Dancing On The Ceiling." WZAK/Cleveland PD Lynn Tolliver, for example, was blunt about the record's suitability for B/U radio, and called Richie one of those black performers who "get on their high horse and forget where they came from."

During the crossover session, WRKS-FM/New York PD Tony Gray said "Ceiling" was not researching well for his urban audience. WPLJ/New York PD Larry Berger countered that it was "too soon" to get valid data on the record. "We're in the subjective area right now, not the research area," he said.

The Arbitron advances were circulating the day of the panel, so talk turned to KPWR/Los Angeles and its impact. Said WGCI/Chicago OM Lee Michaels, the panel moderator, "I hear a station that isn't really Urban and really isn't CHR." It's California Urban, noted Chris Collins, and Tony Gray agreed. "Los Angeles is diametrically different from any other market in the US, and the ethnic makeup leans heavily Hispanic," he said. "The radio station is positioned to win. If that station were in New York, positioned the way it is, it would not win. But the PD is smart enough to know he can't bring that format into New York." Added Larry Berger, "You hope."

Faking The Funk

On the general subject of Urban/pop crossover, Berger observed, "Everybody should be very encouraged about the phenomenon. It's happening now across the country, whereas prior to the last six months, so-called Top 40 stations in the middle of this country had lilywhite playlists."

During the "Rhythm Radio" session, Lynn Tolliver had a different

perspective. "A lot of white stations are stealing from our audience," he said. "But they're faking the funk, because they don't play Run-DMC or 'Rumors' until they become big, big records and they're forced to play them by the callers." But the Cleveland programmer also said he disdained musical categories: "Just because you're black, you don't like Bob Seger? Or because you're white, you don't like Run-DMC? Categories are only for the industry, not for the consumer."

Test rotation came in on debate, too, with consultant Don Kelly declaring, "Testing is bullshit. You can't determine very much, if anything, from your audience by limited play. I'd rather play a record a hell of a lot for a week to find out what the audience says than hide it somewhere where I'll never get that answer. Everyone in the world tested Jermaine Stewart's 'We Don't Have To Take Our Clothes Off' one time or another in the last four months. If they'd just play it, they'd find out it's a hit."

Missed Opportunity

WDMT/Cleveland PD Dean Rufus pointed out how airplay in specialized shows (club mixes, Quiet Storm) can generate sufficient response to warrant moving a track into regular rotation. "We played LL Cool J's 'Rock The Bells' every night on the club mix, afraid that it might be a little too hard for regular rotation. But it turned into one of our most requested records." On the station's "Music For Lovers" show, he said, the same applied recently to cuts by Shirley Murdock and Anita Baker.

While record companies are busy talking to radio, do they realize that people in radio communicate with each other? "I think it's one of the channels the record industry misses," said Don Kelly. "They think that because Lee Michaels is in Chicago and (K104) PD Terri Avery is in Dallas, they don't talk. Just because a record is coming out of Southern California doesn't mean that New York doesn't know about it. There is a network of communication. If you're legitimately breaking a record in one area, you can believe that most of the country will know about it."



JOEL DENVER

CONTEMPORARY HIT RADIO

THEY SHOOT PDs, DON'T THEY?

Morning Maniacs Create Mayhem In The AM

One of the most important — and more demanding — dayparts in CHR is morning drive. Just what do these often highly-paid morning folks do to earn those dollars? *Plenty!*

Children At Heart

Besides waking up at unearthly hours each day, they spend many off-air hours promoting themselves and the station. This, in addition to preparing material for the next day's show — either at home, in the production room, and most often both. To get a perspective on different styles, I chatted with WAVA/Washington's two-man team of Don Geronimo & Mike O'Meara, KKRZ/Portland Morning Zoo Keepers Gary Bryan & Dan Clark, and solo yuckmeister Randy Miller from KS103/San Diego.

Don Geronimo started at WAVA in PM drive after working at such notable radio stations as KIIS-FM/Los Angeles, WLS/Chicago, B96/Chicago, WPGC/Washington, and 99X/New York. He met Mike O'Meara, former PD of nearby WYRE & WBEE/Annapolis and owner of Chesapeake Recording, when Mike was WAVA's Production Director.

"Mike would come in and do bits with me when I did afternoons. It was (former PD, ex-K101/San Francisco PD) Smokey Rivers and (consultant) Alan Burns who put us together. We've only been working mornings since December, but the show has taken off like magic," said Don. "We're both 27, have the same sense of humor, and like many of the same things." As Mike put it, "We're both still children at heart."

The Right Mix

KKRZ OM Gary Bryan took the station CHR a couple of years ago, following programming stints at Seattle's KISW and KNBQ as well as air talent slots with KYA/San Francisco, WMET/Chicago, and WGCL/Cleveland. Partner Dan Clark worked at KZEL/Eugene and KGON/Portland before coming to KKRZ. They grabbed current news sidekick Lyle Arthur from crosstown KGW (he replaces Lorna Dee, aka Lorna Love, who's now at KIIS). Tony Martinez does traffic.

"When I got here, they already had a zoo in place," recalled Gary. "I decided to become a part of it in addition to programming, and the chemistry just worked. We found Lorna at KHYT/Tucson, and Tony turned out to be a real strong personality. Dan's mixture of AOR



KKRZ's Jamm'n' Salmon



Randy Miller is a bad boy.



Mike O'Meara & Don Geronimo: "TWO FAT WHITE GUYS"



WAVA's Barry Manilow tug-o-war

hipness was just perfect to complete the mix."

Voices

Don Geronimo does about 90 minutes of prep daily, taking care of a list that usually includes 10 to 20 items. But as is often the case, that list may find its way into the circular file. Mike primarily goes

with the flow, fitting in his character voices around what's happening. He prefers "to deal with things as they happen. I like the spontaneity."

Mike does quite a few voices: Jack Nicholson, Joan Rivers, Arnold Schwarzenegger, Lee Iacocca, and Buddy Sorel (Morey Am-

sterdam's character on the "Dick Van Dyke Show"). Commenting on the last one, Mike said, "No one knows who he is anymore; it's just a funny voice." Don added, "And we don't do Ronald Reagan. Everyone does Ronnie or Jimmy Carter."

Gary Bryan outlines a show each

day and is responsible for the tone. "I walk in with the carts and preproduced bits, and Dan has all the written stuff together. I prefer to use Charlie Tuna's idea about show prep: 'I've been preparing for this show for the past 15 years.'"

Daily Routine

In contrast to Don and Mike, Gary and Dan do certain bits at regular times each day. "People can almost set their watches by them," noted Gary. Here's a typical morning routine:

- 6am Wake-Up Call — Live phone calls from audience over instrumental version of Beatles' "Good Morning, Good Morning"
- 6:20am Early Morning IQ — Trivia question on something topical
- 6:40am Horoscope
- 7:10am Show Biz News & Quiz — Prizes include LPs, T-shirts, concert tix, and most recently a \$1300 VCR
- 7:20am Birthdays
- 7:40am Killer Oldie — Snip of oldie played with prizes for proper identification

• 8:10am Choose Your News — Newsmen gives three weird news headlines, and the morning zoo chooses which story to read

• 8:30am One Question & One Question Only — The audience asks one question and one question only, continuing on if they stump the zoo. Should they get on the phone and ask if this is Z100, the zoo hangs up.

• 9-10am All Request & Some Dedications — Offers a lot of phone interaction, with some dedications.

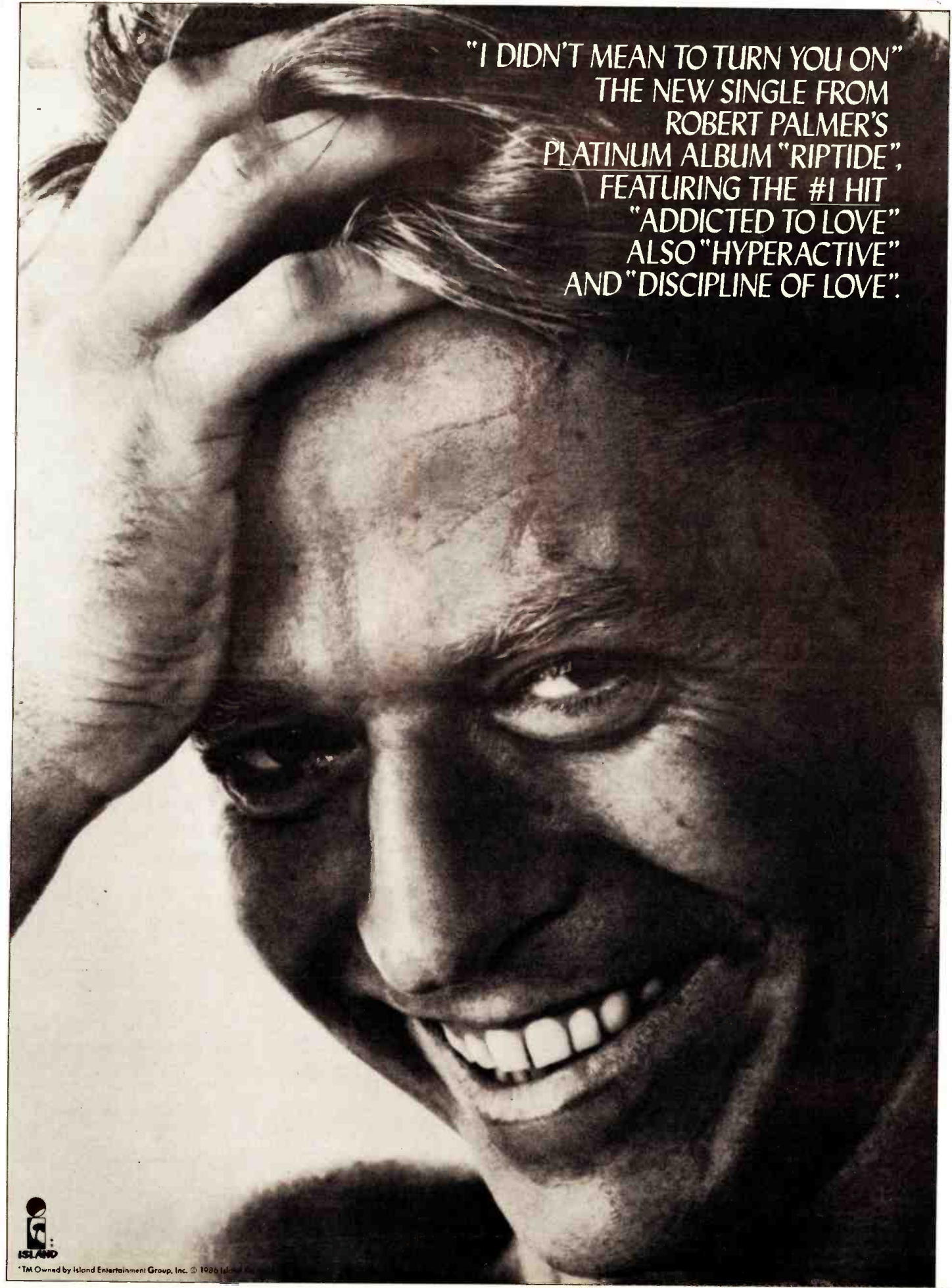
KKRZ uses a voice specialist on a parttime basis — Randy Middleton, who works fulltime in a print shop. The son of radio programmer Dick Saint, Randy had never considered a radio career but has become an important part of the KKRZ success story.

Swinging Solo

Back in San Diego, Randy Miller is a solo kind of guy who uses his own brain to wreak morning havoc. "We do a lot of drop-ins and voices, and I've got a good following of regular characters who also call in on the phone. One of our favorites is Michael Jackson in the Beebopper Chopper; he does traffic reports. Then there's 'Chad The Surfer,' who stars in our 'Mission Hillbillies' bit."

Randy Miller has stuck his tongue into hot water more than once. In fact, the public spotlight was recently shined on him following his "Mexican National Anthem" bit (R&R 7/11). Explaining his actions, Randy said, "You may

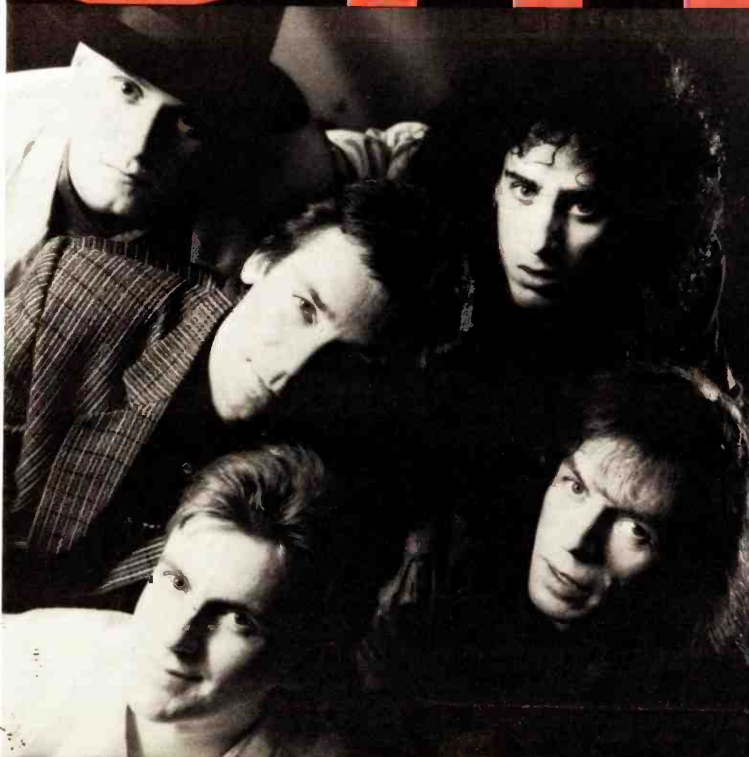
Continued on Page 43



"I DIDN'T MEAN TO TURN YOU ON"
THE NEW SINGLE FROM
ROBERT PALMER'S
PLATINUM ALBUM "RIPTIDE",
FEATURING THE #1 HIT
"ADDICTED TO LOVE"
ALSO "HYPERACTIVE"
AND "DISCIPLINE OF LOVE".



OPERATION GTR



PHASE 1:

Debut album goes gold on strength of the smash single, "When The Heart Rules The Mind," and triumphant first national tour.

PHASE 2:

Release of new GTR single,

"The Hunter."

Already with MTV power rotation and Heavy AOR base.

GTR:

Aiming for platinum.

Opening fire at top 40: Aug. 4

ARISTA

Morning Maniacs

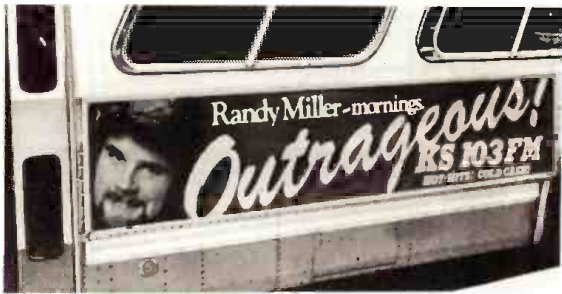
-Continued from Page 40

not believe it, but I really don't target anyone specifically. Everyone's fair game. I really think that if people can laugh at themselves — and I've had enough people make jokes about me — then we'd all be better off."

There is a charitable side to Randy, however. He's raised money (over \$30,000) for underprivileged kids in Kansas City through two on-air marathons, and plans to be just as civic-minded in San Diego. And instead of always trying to upset the public, Randy prefers to poke fun at the competition, namely B100's Morning Zoo. "Yes, we do



Randy Miller



KS103's Miller takes a ride

"Mark St. John doesn't give us a ton of crap when we get off the air. Instead, he works with us and guides us."

— Don Geronimo

get under their skin," he chuckled. "I like to do several bits, like 'Lifestyles of the Rich & Boring Brothers.' And we can't forget 'Zoo Busters.'"

Taboos

Gary and Dan, meanwhile, steer clear of several taboos. "We don't tackle religion, racist types of things, or real gross sexuality," said Gary. "You have to be smart and know who you're playing to. With a 60% female audience, we don't want to blow them off. But once in a while we get near the edge to stir it up a bit."

One near-the-edge example occurred when an "in-studio expert" (MCA national rep Billy Brill) tried to convince everyone that Michael Jackson and his sister LaToya were really one and the same person. They even went so far as to call the Gary, IN hospital where the Jacksons were born to check for a birth certificate.

"We've had some complaints about the Michael Jackson thing," Gary admitted. "Some perceived it as a slap on the black community. Being pretty liberal up here, Portland can take offense easily. One newspaper called us 'borderline racists.' We just went on the air and explained that Michael Jackson was a public figure who was ec-

centric. We recently did the 'NBC Nightly News' with Cheech & (Connie) Chung, and everyone loved it. You just never can tell how something may go over."

Body Parts

Dan then talked about the station's newest venture. "We're trying to get people to photocopy their body parts and mail them in to us. We have the G and R-rated categories but haven't received any Rs yet. We're going to display the clean photocopy art in a mall and give away a trip to Hawaii and a VCR."

"We don't tackle religion, racist types of things, or real gross sexuality. You have to be smart and know who you're playing to."

— Gary Bryan

And what have our two friends in the nation's capital been up to? Well, any team that bills itself as "two fat white guys" is bound to create some fun. "We like to poke fun at Ronnie. Once we talked about him having an erection," said Mike.

"We simply asked, 'What do you think happened at the White House on Ronnie's birthday that hadn't happened in 20 years,'" continued Don. "A listener called us up, made a guess, and helped us pull the bit off cleanly. Phones are so important to us. We can be much more risqué when a listener is the one who says it."

"I don't target anyone specifically — everyone's fair game. If people can laugh at themselves — and I've had enough people make jokes about me — then we'd all be better off."

— Randy Miller

"Sure, we use produced stuff," added Mike. "But I don't like to use that as a crutch. Our regular callers really add to the show's unpredictability. We rib everyone in town."

"A fictitious concert we promoted called 'Dead Aid, The Concert For Junk Food' — to help all the artists whose careers weren't happening — was wonderfully successful. We told listeners to bring junk food to RFK Stadium and hear performances by Shaun Cassidy, Bobby Sherman, and Florence Henderson, among others. They got on the air at crosstown B106 and announced there was no concert."

Managerial Support

Putting together — and pulling off — a high-powered morning show can either be a lot of fun or a headache. A lot depends on the flexibility of the morning talent, and the support/tolerance of the PD and GM, who may differ with each other about the morning show's direction.

"Mark St. John is the first PD who doesn't give us a ton of crap when we get off the air each day," noted Don. "He works with us and guides us. He's hired a staff to do a job, and he lets us do it. That's why this station is going to be number one. Our GM Alan Goodman is also wonderful. When we draw complaints he tells people we are 'naughty boys.' He's very supportive."

As a programmer and morning host, Gary has a different perspective on complaints. "Sure, I should maybe know better from time to time, but (VP/GM) Dave Crowl's honest enthusiasm for our show, and willingness to take the heat, makes what we do possible."

And Randy echoed similar thoughts about KS103's management and programming department. "They've had good morning people before. They know you have to take chances. Finally, this is a station which really supports me. I've been fired from (Kansas City's) Z99 and KKCI, and WROQ (Charlotte), but now I'm actually more outrageous than ever. I have a much better understanding of the boundaries of good taste through time and maturation. Getting blown out three times also helps."

Looking at the future, Don concluded, "We've just passed (Q107 team) Elliott & Woodside in the latest Arbitrend. Now we have our sights trained on beating (DC101 morning driver) the Greaseman. Mike and I want to be the next (WMAL legendary morning team) Harden & Weaver of the market."



KKRZ's Morning Zoo featuring Tony Martinez, Atlantic artist Marilyn Martin, Z100's Ops. Mgr. Gary Bryan, Lorna Lee. (now with KITS), and Atlantic rep David Chance.

Alex Bennett: Broadcast Comic

"My show is really dangerous in the sense of its potential to be offending to some people." That's Alex Bennett's self-description of his morning program on KITS/San Francisco. For those of you who've never heard Alex, suffice it to say he's a morning animal totally unto himself.

No stranger to the Bay Area, Alex has worked at AOR outlets KQAK and KMEL (before its switch to CHR). KITS, however, of CHR. It's an interesting marriage for KITS as well. Although the station is music-intensive in other dayparts, Alex manages to only play between "two and five records an hour. I've never played by the rules, and this is no time to start," he said.

Breaking The Rules

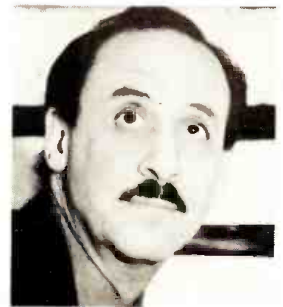
Alex features anywhere from three to four guests each morning: comedians, local celebrities, and musicians. "Hopefully, the people who listen to music like to laugh as well. Talk doesn't just appeal to those over 50; we have an 18-34 following. This is entertainment. When stations only play music, it's because they don't know how to entertain the audience. They let the music do it all."

He sees a distinct advantage in using a live studio audience. "If you're not funny, then they will let you know. A producer, engineer, or sidkicker won't be as honest with you. (Using) an audience has helped me become a better performer."

As a performer, Alex molds himself after such pioneer radio comics as Jack Benny, George Burns, and Fred Allen. He's known for taking his act on the road, holding court over remote broadcasts called "Breakfast With Bennett." He also hosts the PBS-TV show "Comedy Tonight."

Management Support

Backed by confidence in management's support of his material, Alex runs a disclaimer during the first two hours of his show. It states, "All the material heard is not recommended for those under 18, and parental guidance is sug-



Alex Bennett



gested." Alex added, "Having been in it for years, they (management) know I can walk the tightrope without falling over the edge. It's not being in bad taste but saying something outrageous — mixing fun and entertainment with social comment."

Alex recently did a topical bit about the nation's drug problems, raising a few eyebrows in the process. "We had a wheel of fortune. Each hour a big star's name came up and was selected for a random urine test. It got lots of laughs. We've created an aura of disrespect, so bits like these are expected of us."

"If I've gotten out of place or out of hand with something, I don't mind apologizing. Honesty is how you maintain your credibility. You have to come back to earth and admit you're wrong."

AOR PICTURE PAGE



KBPI DECLARES AMNESTY — On the eve of the Amnesty International concert in Denver, KBPI interviewed many of the artists involved. From left: U2's Larry Mullen, the station's Laurie Richardson, Peter Gabriel, The Edge from U2, Joan Baez, Bryan Adams, PD Tom Hunter, and U2's Bono.



HEAVY CHEVY — KFMF/Chico, CA gave away an '86 Chevy Sprint in a recent promotion. Top (l-r): MD Marty Griffin, winner, and PD Ron Woodward. Bottom: morning man Gary Bennett and GM Jeff Kragel.



T-BIRDS IN SMASH UP — The Fabulous Thunderbirds meet up with DC101/Washington personality Adam Smasher. From left: the group's Preston Hubbard, Fran Christina, and Kim Wilson, the Smash, and T-Bird Jimmy Vaughan.



IT'S A TAKE — Spotwise Productions and WAAF/Worcester-Boston are all smiles after completing a new TV spot. From left: 'AAF VP/GM Richard Reis, Spotwise Director/Sales & Marketing Richard Getz, PD Cynde Slater, Director Bill Miller, and 'AAF Marketing Director Maggie Dugan.



DONUT WARS — Many of the best morning shows are fueled by donuts. When it comes to sweet treats for WHJY/Providence's Carolyn Fox and Rudy Cheeks, the bigger the better. That's why the duo started soliciting big donuts on the air, with well over a baker's dozen 'n entries received. Plaques were given out to winners in four categories: biggest (51 inches), heaviest (80 pounds), most aesthetically pleasing, and best-tasting. Local police officers acted as judges, and the stunt garnered TV and newspaper coverage. Pictured (l-r): Cheeks, ex-PD Dave Lee Austin, Assistant PD Glenn Stewart, and Fox.



MOTORVATED FOR A GOOD CAUSE — KKDJ/Fresno personalities John Strickland and Tito Serrano raced for over two-and-a-half hours in a 200-lap stock car endurance race, finishing ninth among 226 entrants and raising \$275 for Big Brothers and Big Sisters. From left: Strickland, Serrano, a Big Brothers/Sisters rep, and the track manager.



THE ALARM COPE WITH IT — WXRK/New York midday man Marc Coppola (right) ferreted out the Alarm's Mike Peters (left) and Dave Sharp for a live remote from the Be Bop Cafe in Fun City.



CFNY ON THE LEVEL — Level 42 helped CFNY/Toronto's Live Earl Jive pick a compact disc player winner. From left: the group's Phil Gould, Mike Lindup, and Mark King, Jive, and Level 42's Boone Gould.



STEVE FEINSTEIN

AOR

TEACH YOUR AIRSTAFF WELL

Effective Aircheck Sessions

With all the demands on a program director's time, he can sometimes overlook perhaps his most important responsibility — talent development. All too often, jocks go for months without having their performances evaluated in an aircheck session. Without that direct feedback, how can a PD expect them to execute his gameplan properly, let alone blossom into outstanding personalities?

Conversations with a number of successful AOR PDs yielded these reminders for productive aircheck meetings:

1) Don't look at aircheck sessions as an unpleasant task, or assume that jocks view them with the same apprehension as going to the dentist. Done properly, even a critical aircheck meeting tells a jock that the PD is concerned with nurturing his talent.

"I've run into problems more when people don't get airchecked and feel they're being neglected," says WLUP/Chicago's Greg Solk.

"I never had anybody take me aside on a regular basis and tell me how to do it," says KRSP-FM/Salt Lake City PD Randy Rose, who remembers being airchecked only a few times before he became a programmer.

"It shows you care about them," says WQFM/Milwaukee PD Jerry Gavin, who feels airchecking is a win-win situation. "If you tell them that there's nothing you can criticize and they're doing a great job, they feel great. If you give them constructive criticism about something they're not aware of, they're appreciative."

Rose feels regular airstaff sessions are necessary even with veteran staffers because of the message that's sent: "They need to know that I do care how they and the station sound. Otherwise, they can become complacent and just go through the motions."

2) Give the session your undivided attention. Shut your door, and hold all calls. "It's not fair if you're stopping the tape every five minutes to talk to some record guy," says Gavin.

3) Not all jocks need to be airchecked with the same frequency. Gavin has sessions with his morning jock every day; he meets with his other fulltimers once a week at a scheduled time. Solk never actually goes over tapes with morning star Jonathon Brandmeier, preferring informal chats about once a week instead. He airchecks the rest of his fulltime staff according to how often he feels they require it.

4) Don't neglect your parttimers. Your fulltimers may need fewer sessions than the parttimers, whose long stretches between shifts make it difficult for them to build up the momentum necessary to hone their skills. KBPI/Denver

Carey Curelop will roll a tape, stop it after something he likes or dislikes, explain why, and then replay the same passage.

7) Let the jock critique himself. Give him the opportunity to spot his own errors before you point them out. Curelop says, "I really like it when a jock catches something before I do. That way I know he's aware of what he did. Most of my staff is so professional that they can say, 'Here's something I did that you're going to hate. I didn't like it either.'"

KBCO's Bradley, before even rolling the tape, asks jocks what they think about their general performance. "They usually know what the problem is already," he says.

8) Be candid when there's a problem to be corrected. Sugarcoating or beating around the bush does a jock a disservice by not letting him know what he needs to work on in order to achieve his potential. "I'm very blunt," says QFM's Gavin. "But I don't do it in a sarcastic, biting way. If they respect you, you're not hurting their feelings. I tell them I'm not looking to get on their backs, but to help them. They're looking for criticism, as long as you balance it with praise when it's deserved."

"I really like it when a jock catches something before I do. That way I know he's aware of what he did."

—Carey Curelop

PD John Bradley has regular airchecks only with his parttimers.

5) Tailor the meeting's focus according to the jock's level of experience and stage of development. Less experienced jocks will need more time on mechanics and format, while veteran jocks who have mastered the basics require guidance in such areas as style and content.

6) Use the technique of repetition to reinforce your comments, both pro and con. WYNF/Tampa PD



SHIRTING THE ISSUE — KSHE/St. Louis and a local retailer co-opped this ad in the magazine section of the Post Dispatch's Sunday edition. The ad, which plugs the latest line of station merchandise ("KSHE Schuff"), was also turned into a limited-edition poster that sells for \$4.95 at the retailer's outlets.

KNAC/Long Beach PD Jimmy Christopher follows up his observations by asking his jocks, "Don't you agree?" It isn't meant to always elicit agreement, but rather to keep a dialogue going and allow a jock to contribute his own ideas.

9) Vary your style according to a jock's personality and your relationship with him. "With my morning show, I can joke around and say, 'That stinks' and they'll say, 'Screw you,'" says WYNF's Cure-

lop, who uses a less irreverent tack with other staffers.

"You have to be tougher with some guys who are lazier than others," notes Gavin. "With more motivated people, I don't have as many criticisms and it's almost a social experience."

10) Don't just say that something didn't work; suggest how it could've been made to work better. Don't simply condemn and criticize, but instruct and inspire as well.

11) Have the meetings be as educational for you as they are for the jocks. Make them give-and-take brainstorming sessions, rather than just one-way, cut-and-dried critiques. Solicit ideas, get opinions of ideas you have, discuss new policies, etc. Find out how jocks feel about how the station sounds and if there's anything you can do to help them be more creative and productive.

"I'm very blunt, but I don't do it in a sarcastic, biting way. I tell them I'm not looking to get on their backs, but to help them."

—Jerry Gavin

KLOS/Los Angeles PD Tim Kelly says, "Jocks bring a lot of good special programming and promotional ideas to the table. They're out on the streets, and see and hear things I'm not able to."

12) Group aircheck sessions can be effective. At KRSP-FM/Salt Lake City, PD Randy Rose gets the



BLOOD BIRD — WYYY/Baltimore linked with the Orioles to bring out 1300 donors to Memorial Stadium for a Red Cross Blood Drive. Donors received incentives like 98 Rock T-shirts and discounts for Orioles tickets. Pictured: the team's mascot and a nurse taking blood from 'YY morning ace Alan Courdoff.

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ON YOUR DESK NOW!

BON JOVI



The New 12"

**"YOU GIVE LOVE
A BAD NAME"**

From The Forthcoming Album
"SLIPPERY WHEN WET"

Produced by Bruce Fairbairn

PolyGram Rocks Radio

Effective Aircheck Sessions

Continued from Page 45

staff together in the same room bi-monthly to critique one another. "Sometimes it brings more insight than I can alone. It's a no-holds-barred situation where jocks can bring up areas of improvement for one another that I might overlook."

Rose, who does middays, also benefits as a jock himself. "They can tell me about bad habits that I may be developing." He reports no ego clashes or flaring of tempers in this potentially volatile setting. Afterwards, the staff usually goes out for pizza and beer.

13) End on an upbeat note. Have talent leave the room "feeling good about themselves, about me, and the radio station," says Carey Curelop. "They'll go into the control room feeling they're quality, professional people."

14) Consider following up your meeting in writing. Reinforce the points you've gone over — progress a jock's made, areas for improvement — with either a memo or an informal note. If you're considering replacing a staffer, documenting your criticism can save you major headaches in the event a firing brings legal action by the employee.

Jerry Gavin, however, shuns memos or notes. "I want a one-on-one feeling, that they're not there to be chewed out, but to be helped. Making it official in a follow-up memo seems cold and impersonal."

Curelop feels much the same way. He tells of an old PD of his "who would never go over an air-

check with me in the same room. He would take them home, listen to them, and write me a note. I found that incredibly insensitive and demeaning."

15) Encourage jocks to go over their airchecks on their own every day. "I think people are more critical of themselves than PDs are," says John Bradley.

16) Don't reserve your feedback only for the sessions. Give it spontaneously in the hall or over the

phone too. When you have particularly strong praise or criticism, tell a jock at the first appropriate moment.

Your comments, pro and con, on this and future AOR columns are always appreciated. I'd like to hear from you. Letters received will be considered for publication in R&R.



PERKINS BITES 'BCN'S BATES — WBCN/Boston lured "Psycho III" director and star Anthony Perkins to a sneak preview of the film, after which he fielded questions from the station's ticket winners. Also, "Psycho III" keychains, shower caps, and shower radios were distributed. From left, 'BCN Culture Vulture Mat Schaffer, Perkins, and Assistant Creative Services Director Larry Loprete.

SEGUES

KRKE/Albuquerque switches calls to KZRR . . . George Harris signs DC101/Washington . . . WXR/Chi-

cago air personality Dave Benson named MD/weekends at crosstown WLUP . . . KQDS/Duluth MD/middays

John Tower exits program WKGO & WTBX/Hibbing, MN . . . KLOS/Los Angeles morning personality Raechel Donahue exits.



CINDERELLA IN LIBERTY TOWN — Local-headbangers-made-good Cinderella meet and greet radio types at a showcase in Philly. Pictured, front row (kneeling, l-r): PolyGram regional rep John Boulous, WDHA/Dover PD Mike Boyle, WBAB/Long Island MD Ralph Tortora, WPLR/New Haven PD Neal Mirsky, and Senior Director/Rock Radio Fred Deane; middle row (l-r): WYSP/Philadelphia Assistant PD Mike Wolf, WWZU/Lockhaven PA personality Kenny Vanemon, and WMMR/Philadelphia MD Erin Riley; bringing up the rear (l-r) are WEZX/Scranton PD Dave London, WYSP metal man Ed Green, the band's Fred Coury, Eric Brittingham, Tom Keiler, and Jeff LaBar, WHTF/York jock Crankin' Keith, WWZU PD Mark Williams, and WMMR OM Ted Utz.



LON HELTON

COUNTRY

Country Radio's CD Commitment

By Katy Bee

A growing number of stations are now playing compact discs. As programmers wade into the waters of this fast-moving technical revolution, they're finding their own answers and obstacles in the process.

PDs' reasons for using CDs stem from imaging and technical excellence to supporting area retail audio merchants. But they all seem excited about being "on the cutting edge" of something new.

KMPS/Seattle PD Jay Albright started playing CDs last spring. He says the station is making a concerted effort to get as much of the library on CD as quickly as possible; 200-300 titles are already being played on the air. However, Albright believes it's too early to assess the response. "I would be kidding you if I said I noticed any immediate impact yet. I think we're a little ahead of the audience."



Les Acree

Consumer Feedback

He has had good comments from audiophiles, thank-you letters, and even some favorable newspaper coverage. Albright says, "I didn't expect any coverage in the paper since rock stations have been promoting CDs for several years. As we play them, we try to point out how much better they sound and try to make the listener aware of that — before and after we play them. I think the good reaction has been based on that."

"Country listeners are really excited about CDs," says KSOP/Salt Lake City PD Joe Flint. "It's theatre of the mind. You can tell them it sounds better and they say, 'Yeah, it does.' But to the naked ear, driving down the road in your car, it can depend on how closely you listen to it. But once somebody hears a CD on a good stereo system, he knows what the difference is."

"On the air, we promote it (by saying), 'From our Country CD file' or 'From our Country compact disc file' . . . segueing into the time. It's working out well. Callers on request ask about the CD, and it's arousing curiosity on the retail level. It's surprising to me how many Country listeners are purchasing CDs."

Mike Sheppard, PD of KSON/San Diego, has had a lot of positive feedback from retailers and focus groups since he began playing CDs 15 months ago. Retailers have told Sheppard that what KSON promotes as being on CD is having an effect on their sales. "Ever since we started playing CDs, the country product just doesn't stay on the shelf. I'd like to think we're partially responsible. We've actually had people go out and buy CD players based upon what they've heard on the radio."

trying to deliver the highest quality product. I guess there's a certain 'hipness factor' too.

"We decided to (add CDs) because our GM Clark Brown came from WQXI/Atlanta, a CHR station that was using them. He saw what happened when they started using CD technology there. We thought country product was finally getting to a point where we could justify it, so we plunged right in."

Inventories & Cost

Broadcast CDs are available through record companies (at discount promotional rates), record wholesalers, or "off the street" at retail outlets. Stations are usually building their CD libraries through a combination of all three methods because of the limited number of titles available. Basically, they're getting product any way they can.



Jay Albright

Flint pays about \$6 on the label rate, an average of \$12 wholesale, and between \$18-\$24 on the retail level. He says KSOP has had its best service from RCA, but adds, "There really isn't an abundance of CDs right now. I don't feel reluctant if we have to buy it at a special promotional rate."

Sheppard is trying to purchase greatest hits packages coming out on CD. "We buy from the labels, a local CD shop that has access to most of the catalog material, and our neighborhood Tower and Warehouse record stores. We have everyone on the lookout. If they see a CD we don't have, we buy it immediately because it won't be there later."

"We're getting CDs pretty much at the label's cost, and at the retail level we're paying \$12-\$13. The (expenditures) don't help on the budget, but in return for what we get in quality on-the-air sound improvement, it's money well spent."

KMPS programs 10-15% of its music mix off compact disc, both oldies and currents. "It's surprising how much product there is out there on CD," says Albright.

"There's been a lot of greatest hits albums and current material released on CD. I'd say we have 150 CD albums now. We've looked for albums that had two or three hits on them so we could play these CDs as quickly as we could. We're filling in the holes now, trying to order as much as we possibly can."

"Local rack jobber Roundup Music stocks Fred Meyers stores, a chain of discount record stores here in the Northwest. We're working with them — paying around \$9-\$9.50 — rather than just buying CDs from record companies. We're trying to utilize CDs that are available at retail locally and promote them as we play them, so there's some impact on the market as well. We felt supporting the local guy was a good idea. That way, we can be a participant in what he's doing in terms of promoting CDs."

WTQR's Acree says he'd like to see record labels service several artists' single releases on one CD because it would save space and money. He also says compact discs can be cost effective, pointing out that it costs less to buy a \$12-\$15 greatest hits CD than to cart each single individually, especially when cartridges cost some \$7 each.

CD Promotions

Though KMPS has given away a CD player on the air, Albright contends, "That's like promoting AM stereo — I wish the audience had a real strong need for it, but I don't think they do." Sheppard, meanwhile, says KSON has discussed station remotes with CD product manufacturers, and they have expressed mild interest. But they've yet to put anything together.



Wayne Campbell

Tech Talk

WTQR uses a Studer CD player in the production room and a NAD model in the control room, one of the first consumer units available. Flint says the studio Technics CD player at KSOP is hooked up next to the cart machines and comes in on its own pot on the board. It's just

like going to a tape deck or turntable, he says. "When you run a CD, you should run it directly through the transmitter rather than through the processor because you do lose a little bit."

"On our music log in rotation, we have it marked 'CD,'" he explains. "It's very simple; easy to work with on the air. If you want to go to cut #3, bingo — all you do is press it and it's there. You don't have to go through the cue burns. With music coming out on compact disc, it doesn't take up that much room for storing and the on-air sound is great."

Cueing up has been a problem for Jay Albright. "It's not real reliable," he says. "The process used in making the CD varies on how much pause there is between songs. We have the Revox unit, and we cue them up digitally. Some of them are right there, and some are there with a second or two of pause, or a four to five-second pause. Everything played must be played and cued from the album, and it's not always predictable on the same albums."



Bill Mayne

"That's one thing they need to standardize. We started outputting them on cart instead of CD and that's better than nothing. But that's analog off the cart, and you're losing a generation. So we feel it's better to play them directly off CD and cope with the problem of dead space."

The dual CD system at KSON flies well for Mike Sheppard. "We have a Sony unit that houses two CD players and a digital cueing system," he says. "We play them directly off the CD player from CD to CD. We cue up to the exact frame and go direct to air with them."

"Cueing is just like a 'joy stick' control on the digital control Sony unit. Like a little ball that you roll, it has a frame counter that shows you the exact frame you're on. It's been very easy. We had a consum-

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SHARON ALLEN

CDs: Labels Take A Stand

Nashville record labels are approaching the new compact disc era with, in some cases, very different points of view. Some exercise extreme caution, others are aggressive; R&R takes a look at their perspectives this week.

We found that most labels have done very little formal research on the encroaching new technology. Maybe it's because the country consumer has limited knowledge of this high-tech product line at the present time. RCA's Director of National Country Promotion Jack Weston says the country consumer is still almost totally involved in cassettes. Warner Bros. Sr. VP Promotion Nick Hunter says that historically, country buyers have always been the last to adapt to new technologies. But it is small market and large market stations alike that are making the new

broadcast transition (see the Country column, Page 47).

Although MCA Records has done no specific research on CD product development, National Director of Promotion Shelia Shipley credits label head Jimmy Bowen with always having believed in the latest technologies, and says, "He is doing the finest technological recordings that he possibly can, and feels that this [CDs] is going to be a wave of the future." The label, being a catalog-oriented company, started planning ahead. Shipley explains, "Bowen wanted to start

building a catalog two years ago that would, by the time technology caught up with the label, already be a complete CD catalog of two or three albums deep on all of our artists. Anything that is produced in-house by one of the staff producers is digitally recorded."

Most of the major labels' catalogs consist of greatest hits packages and a selective group of current acts ranging from as few as three titles to as many as 60 per label.

Demand Outstrips Supply

The biggest glitch for record company servicing is what CBS VP Promotion Joe Casey refers to as "a capacity problem in the manufacturing of CDs." Because most are currently manufactured in



Jack Weston



Joe Casey



Nick Hunter



Shelia Shipley

Keith Whitley
RCA Records
Nashville, TN

July 31, 1986

Dear Country Radio,

I just wanted to thank each and every one of you for your support on my first Top 20 single, "Miami, My Amy" and now my current single, "Ten Feet Away". I'd also like to thank you for the #1's on "Nobody In His Right Mind" and "On The Other Hand". Granted, these aren't really mine, but I am thrilled to death that these two #1 songs that are on my current album, LA To Miami, did so well.

You see, I've just gone into the studio and cut three new singles that will be stripped into LA To Miami to give you more music that you've already proven to be #1's. Just wait til you hear what I've recorded for you.

Many thanks,

cc: R. Travis
G. Strait

Japan, it has become an import problem. Consequently labels are having to meet the escalating demand for the new software by building their own domestic plants.

Shipley predicts the MCA product line will expand by the end of the year. "We're going to see that back order situation improve with new equipment being put in."

Hunter says, "I think everybody will have plants built by the end of the year, ready to go for 1987. Also, we will probably be releasing, in most instances, CDs on just about everything we put out."

As record companies scramble to meet the CD requests pouring in, they currently are selling their new product to radio, per station request, at manufacturer's cost. With the ongoing problems some smaller market stations say they have with record service, it is interesting to note several different industry views on compact disc integration.

Small Markets Surprisingly Avid

Hunter believes small market stations cannot necessarily afford to invest in the equipment to play CDs. It is true that many major market Country stations have, or are, converting to CD; however, Shipley states, "The majority of those stations I get calls from are smaller markets. You would think it would be the opposite, but to me, Stevens Point, WI; Columbus, GA; Billings, MT; Carlisle, PA; Bryan, TX; and Jennings, LA - all of those are very small markets.

"I think they want to be competitive. The smaller stations are willing to make the investment sometimes even sooner than some of the larger ones. They want to be able to offer something that maybe the major market stations aren't doing in their area."

Free Servicing: When?

One question we put to many of the promotion execs was the possible availability of free CDs for radio at some point.

"It's impossible to say right now," says Weston. "It's a situation where economically, it's not possible because everybody would like to receive them."

"There could be a time," speculates Casey, "but I personally don't foresee it for at least five years, only because of capacity problems in the CD manufacturing supply/demand, and that we're still doing everything we can to meet the consumer demand, commercially."

Hunter believes it is a long way off for free CD servicing, but Shipley feels there will come a day when promotional copies can be turned loose and everyone will be able to meet the demand of retail sales.

Several PDs have expressed to us the idea of compiling multiple single releases on one promotional compact disc for radio. Would that configuration ever fly? Would it ever override the single-song emphasis?

Casey does not see singles ever being a part of a CD package. "Sin-

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Country Radio's CD Commitment

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er-oriented CD before and that was very tough to cue. But this one is designed for broadcast application. What we hear on the air is incredibly cleaner than any of the other technologies we've used thus far."

Campbell says WSIX's cueing process is very short, with random access to cuts. "You don't have to play the cuts in sequence. It's a real lark playing new technologies."

OM Bill Mayne of WBAP & KSCS/FT. Worth reports the stations have been going "full-tilt" on CD exposure during the past several months. We are using CDs on KSCS right now very extensively, and we are going to be using them on WBAP soon." The AM-FM combo is currently carting material off the CDs for air use. Although WBAP is not an AM stereo station, Mayne says, "The quality on CD is better, period. CD provides unexcelled quality in sound, be it monaural or stereo."

Vinyl Gripes

Mayne also touched on the poor quality of vinyl singles as another

reason for going the CD route. "The pressing quality on singles today is rotten. Whenever given the choice of dubbing, we generally go off an album. And a CD is just so much better than that."

Sheppard concurs. "The quality of pressing is awful; they've even been using cheaper vinyl over the years. It's pretty tough when we get five promo copies in and try to cart up a piece of product. We can't find one that's anywhere near air quality. Snap, crackle, pop noise and warped records — that's what people are buying in the stores."

"We hear the complaints all the time. I'm certain that has something to do with record sales. Put it on CD, and I think you'll see increased product moving."

Albright sees Country's biggest problem as a lack of retail sales. "There are buyers who haven't gone into the record store for a long time. Album sales from TV indicate there's a market out there for country records and people who aren't motivated to walk into a record store. I see CD as a way to attract those people."

CD's Future

"There's no question we've en-

tered into a digital age," notes Jay Albright. "The future will probably be video digital disc as well as audio. You'll see country videos delivered on discs as well. We might as well be a part of the video revolution rather than trying to fight it. I believe it's coming."

Mayne adds, "There are problems getting machines and inventory available, but I see that expanding almost on a weekly basis. We'll see tape completely eliminated on commercial broadcast stations, and everything will be recorded onto CDs — commercials, jingles... everything — within the next five years. I've been a big proponent of this for the past several years. Anytime you can markedly improve the quality of your product, you're stupid not to do it."

Concludes Mike Sheppard, "I don't think we can continue not to keep pace with the other types of music in the industry. We've got to have the technology that everyone else is using if we want to succeed. Country's always been the 'red-headed stepchild.' I'm glad to see we're on the cutting edge of technology."

Compact Disc Music Libraries

Dallas-based Century 21 is on to something. The firm is developing a CD production library, along with CD Country, CHR, and AC libraries, for its clients. Its aim is to create CDs with 99% usable tracks. "As far as I know," says OM John Miller, "we are the first (supplier) to do this."

The production library features 30 and 60-second music beds and several sound effects discs, while the music formats will consist of about 1000 titles. Selecting and mastering each song is a long, detailed process. And only the safest, tested titles will be included. Miller explains, "Once you've built a CD full of music, it's not an inexpensive task to go back and rearrange those songs; to take some off and put others on. When a song goes to CD, you better make sure it's one of those songs nine out of ten radio stations are going to want to play."

The practical uses of such a library are limitless. For example, if a radio station wants a Dolly Parton song off a CD, it has to go out and buy the album. And it may use only one or two of the 10-20 cuts. Or, as Miller says, "It's possible the DJ will mess up, punch in the

wrong number, and play the wrong track off that CD. We're attempting to produce a CD that has 10-12 hits on it. That's music the radio station wants to use. Stations are probably not using even one-quarter of what's on a CD album."

"We will be mastering the music digitally, then transfer it to CD at a specially contracted outside plant. We're going to try and do everything digital, but that's not always possible. There are compact discs on the market that were recorded and mastered in analog. But they're on a digital disc, so it becomes a digital copy of an analog master."

The company expects to have its CHR and AC compact disc libraries available later this year. The Country format, "now on the drawing board," is targeted for the second quarter of 1987.

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CDs: Labels Take A Stand

Continued from Page 48

gels," he says. "For all intents and purposes, have been a dying product line as it relates to commercial acceptance. It really doesn't make any sense to put a single on a CD. We can't turn out enough album product, and CDs are viewed within this company as a promotional tool. No way would it be cost-effective."

Will CDs Increase LP Airplay?

MCA, on the other hand, does not rule out marketing a "singles" CD compilation. But the existence of CDs in the control room brings up another point about album cuts. What about those album collections that may be more readily available for airplay on CD and which programmers are eager to play? Could that create problems for the promotion of singles?

"Right now, the format just doesn't call for it," says Hunter. "If they were going to be playing album cuts, they'd be playing them anyway. They might sound better on CD, but I don't look for any more stations to do it." Casey states, "I think that if a radio station wanted to play an album cut, they would play it in the vinyl configuration."

Weston feels differently. "If it's on CD at this time, it's got a better chance to get rotation, because it's a new toy. I don't see it interfering with the new stuff at all. I do think it is going to increase album cut exposure, absolutely, and we're not opposed."

Shipley says she would like to see radio play fewer oldies and more album cuts and current singles. "I

don't think it's going to hurt the artist if you're currently playing their new single, and two or three times a week playing an album cut from that artist and the current album. All you're doing is increasing the amount of exposure that the album gets. And by identifying it as an album cut, it encourages the listener to want to go out and buy that album. It's much better from our standpoint than going back three years and playing a single by an artist, when maybe they've changed their sound, or their image, or may be going in a different direction."

Whether it be singles or album cuts, Weston sees compact discs as a new vehicle to boost country record sales. He says it boils down to one thing: "Either it's a hit song or it's not. And if it's a hit song, CD is just going to increase the sales."

Weston feels that in the future there will be many changes to come. "I think you'll even see some different configurations besides CDs, because you're going to see digital tape come into play."

Hunter offers a sweeping insight on the subject. "I think eventually CDs will end up being the manner in which everything is done. Someday in the future, you're going to see people pitching songs on CD. I think you will see every form of recorded music available on CD."

Casey sums it up with what many people have been predicting for years. "I don't think we're that many years away from the LP going away totally."

Well, folks, the future is here. Just thought you'd like to know. (This column was co-written by Katy Bee.)



WALT LOVE

Conventions/Conferences: Do Blacks Attend?

1986 continues to shape up as the year of conventions. It seems as if more conferences and confabs are taking place than ever. What do you think about all of these events? As it pertains to our format, one wonders 1) do blacks attend? and 2) are they being served? Here are some thoughts from people in the industry who attend conventions and make decisions about sending others.

WBMX/Chicago GM Kerrie Anderson began, "Conventions and conferences are, in general, very important to those working within our industry. As a GM, I'm very selective about which conferences I'll attend and the conferences my people will go to.

"Our eight-person sales team is sent to two seminars a year - the RAB Sales Managers Conference and the RAB Idea-A-Rama. And I find it extremely helpful. I attend the various national conventions as my schedule allows.

"I personally believe that the so-called major conventions still do

not address enough of the relevant issues concerning Black and Urban radio stations. I also believe that the conferences that are geared specifically towards Black and Urban radio still have not come to grips with providing seminar material conducive to session attendance and participation. They tend to spend too much time on entertainment, as opposed to spending more time on substance. I would hope that those putting these conferences together will be sensitive to these needs, because each year I find there is a need for more substance."

Kerrie feels that some of the state broadcasting associations sponsor some useful conferences and workshops. He also mentioned the National Black Media Coalition and its annual conference, noting, "They put on some very worthwhile workshops."



Kerrie Anderson

More Meaningful Meetings Needed

Robert Rosenthal, Editor of the YBPC Newsletter, is also the author/publisher of "Who's Who In Black Music." Additionally, he is involved in the planning of the YBPC's Annual Awards & Scholarship Banquet and the Annual Convention that will be held this year in Houston November 14-16 at the Hyatt Regency Hotel.

When asked for some of his thoughts about our industry's conventions and conferences, Robert said, "There's a lot to be done to make these events more meaningful for the participants.

"Those who decide whether or not to send their employees to a conference should first consider the cost effectiveness of sending the individuals. Going to conferences, in my opinion, is an investment in an employee and to the business."

"As a manager of a company that's going to spend \$800-\$1400 per employee to attend a conference, I just think that either a short or longterm return on this investment should be realized by the company. If they don't think their employee is going to come back with newly acquired knowledge that will benefit himself and the company, then the manager shouldn't send him. The keys to a successful convention are offering knowledge to take back to one's own organization and meeting other individuals within



Robert Rosenthal

the industry."

On the subject of blacks being served when attending conferences and conventions, Robert said, "Conferences must be more specific with the information that they are disseminating to participants. I think blacks are being served, but the quality of service could be greatly improved to include people and subjects of more substance."

It's There If You Want It

WTL/Indianapolis PD/personality Jay Johnson also had some thoughts on blacks attending broadcast conventions and whether or not they're being served. "Conferences and conventions are very important to those working within the industry," he said. "Unfortunately, those who do not cater specifically to blacks generally don't offer anything for them. That which they do offer blacks seems to be segregated in its scope. Here's what I mean: The only people who will attend whatever workshop that has been designated for blacks are blacks. As you can see, that means there's no intermingling, which, in my opinion, isn't good for anyone who's in attendance."

Jay continued, "Most organizations that put on conferences and conventions do offer the participants a wide variety of educational opportunities and networking growth. They provide the conference-goer a chance to refresh old acquaintances and, especially if it's a black conference, also allow for some partying.

"When you return home to work, provided you have in fact attended some of the panels and workshops, you feel as if you've gotten something over your competition that they can't convey to their audience, because they failed to attend. I don't know what we'd do without conferences, because they can be very helpful to you and your station's success. They're



Jay Johnson

about those who go to these functions just to socialize and have a good time. That group never registers for the conferences, they just move from one end of the lobby to the other end of the bar. And that's just the way it is. For those of us searching for knowledge, it's there; we just have to take the time to make the sessions of importance to us."

"For those of us searching for knowledge, it's there; we just have to take the time to make the sessions of importance to us."

Jay also mentioned that it's a shame that so many outsiders are moving through these convention hotels and hanging out in the record company hospitality suites.

"So many civilians, or maybe I should say people out of the industry, are invading our conferences. That sort of thing needs to be curtailed by the conference organizers."

ACTION

Declaring that "radio has a duty to use its influence to support the community in its efforts to depopularize drug usage," Young Black Programmers Coalition President Tommy Marshall has announced that organization's anti-drug program. Stations are being encouraged to use "get high on life... say no to drugs" as one of their slogans, and artists are being lined up to cut anti-drug PSAs for the YBPC.

Floyd Blackwell has left the MJ

post at WOIC/Columbia and is expected to resurface again shortly... Recent college grad Nina Lewis is now an Account Executive for Gospel WZAM/Virginia Beach, where she's also worked on-air.

KIZ/Killeen recently threw a free concert at Ft. Hood featuring Roger Troutman & Zapp and the Rose Bros. Anheuser-Busch picked up the cost of the show to promote Bud Lite. Budweiser also teamed with an AC station

to present the Motor City Music Celebration in Detroit last weekend, featuring Ruffin & Kendricks, Martha Reeves, Atlantic Starr, Chuck Berry, Bo Diddley and the O'Jays.

WZAK/Cleveland, which already does a "For Lovers Only" program, has added "Pillow Talk," featuring soft ballads and jazz from 9-10pm Monday-Thursday. WZAK has also introduced the "Z-93 Mix Party" for two hours on Friday nights.

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DONNA BRAKE

DON'T PANIC

Dealing With A Head-On Competitor

So there you are: fat, happy, and the AC leader in your market. Then somewhere from left field, a new station comes into town...

I asked Surrey Consulting & Research President Roger Wimmer and Jim Woodyard, VP/Marketing for the Research Group the dos and don'ts of dealing with a new head-on competitor.

Don't Press The Panic Button

"What happens most often is that stations get too nervous too quickly," said Wimmer. "They may have their whole format set, researched, and in place. Then when a new competitor comes in, they start changing things before they know what the reaction in the market is to the new station."

Woodyard added, "Many stations panic, especially when they're attacked in areas that might not be important. You have to sit back and ask yourself if you're being attacked in areas that can really hurt you."

Wimmer pointed out, "It's amazing that some stations are willing to sacrifice so easily when taken them a long time to establish."

Don't Be A Sitting Duck

Of course, it stands to reason that if the leader has been doing its homework and staying on its toes, it would be less vulnerable to an offensive attack.

Woodyard points out several ways a station can plan for an attack. "What you have to look at first is attitude," he said. "What you needed to do prior to that station coming after you is what's really important. You have to think about your strategy in terms of the attitude and the motivation of the station's management team, and the fact that the success of the station should never be measured by what they were yesterday and what they are today. If you measure your goals from where you were in the past, you tend to focus on that. What we feel you need to focus on as the market leader is the future. That forces you to study what potentially could happen in the marketplace that would have an effect on your share. If you real-



Roger Wimmer

ly have that desire to compete and are ready for an attack at all times, you're looking forward. That's the attitude you should have.

"The second thing that's important is keeping in touch with that target audience at all times so you can know just who is coming at you. Sometimes it's hard to tell, especially with the hybrid types of formats that are coming around now. It's vital that you always know how you and your competitors are doing in areas that are important to the listener. As I said before, a station should always defend only against those things in attacks that might come in areas important to target listeners, and really encourage attacks that are not important. For example, if playing a lot of music is important to you, then you always need to defend that. If carrying a lot of sports reports is not important to you and a station comes on with lots of sports, you already know from doing your homework that you shouldn't worry about it. In fact, you're going to encourage it."

"The next thing you have to do is attack yourself - always defending against a possible attack. You go out and truly try to develop strategies to beat yourself. You put yourself across the street, so to speak, and look at your own station very objectively and really know what your vulnerabilities could perhaps be, and then fix them before somebody attacks them."

"It's all part of the whole process of being out in front of what might occur. Stations with very few vulnerabilities never get beaten by offensive attacks. If you don't have vulnerabilities in the two or three areas that are most important to your target, you won't get beaten. You might get a couple of points knocked off by a good strong attack, but you're not going to get knocked off your hill."

"Be sure you protect your key people. Make sure you have them under contract so they can't be stolen away by the new competition. That could really hurt you."

"Naturally, if your station is invulnerable, chances are the new station has done research that tells them that, and that would prevent them from getting in the ring with you in the first place."

Keeping In Touch

Both Wimmer and Woodyard point to regular perceptual research as being central to anticipating an attack. This would include regular callout telephone studies, focus groups, and so on. Incredibly, even in many major markets, stations stop researching when they achieve some success.

Woodyard commented, "You need to have a real system for doing research, so you're doing it con-



Jim Woodyard

stantly and through some sort of schedule are always staying in touch. Otherwise, your contact is limited to calls you get at the station from listeners. You can't base major decisions on that limited feedback. It has to be an ongoing philosophy."

Wimmer cautions that the leading station has to exercise restraint before reacting to a new station. "Most good AC stations already have ongoing callouts. It's just a matter of adding open-ended question at the end so they can tell you if the new station is really a factor."

"If the station doesn't do callout, then they need to do some sort of study," Wimmer said. "If they don't want to spend the money there, they'll have to wait for a book to come out. A station should wait through at least one book before even considering major changes."

"You also have to take a good look at yourself and make sure you're really doing what you've been promising. If a new station goes after the dominant AC, in

their minds those challengers have found a weakness they can attack. If that established AC doesn't know what it is, it'd better find out. If it's had an established research program, it'll know if it has any weaknesses and what they are. If they don't, that causes the kneejerk reaction."

What You Can Do

Aside from continually studying the new station and evaluating its impact, both Wimmer and Woodyard agree that one thing the leader should do is promote more heavily than it may have planned.

Said Wimmer, "A lot has to do with your promotional budget. You need to have added promotion emphasizing your strong points - why people should listen to you over any other station, not just the new guy. If you can't increase your promotion, you have to at least realign it to get the most out of what you're able to spend."

Woodyard added, "If you're attacked in areas you know are important to your target, you have to respond. You plan without emotion, but respond with emotion."

"Most of the time it takes dollars that are unbudgeted to respond. For example, if playing a lot of music is important to your target, and a new station comes on playing more music, you have to respond. That could mean cutting back the commercial load, doing hours of straight music, and promoting those strengths more. If you're the leader, you don't have to give away as much as the challenger, but you have to respond somehow."

"Spending the money is a good return on the investment in the long run. A station that's not willing to spend the necessary dollars has to be prepared to lose. The ownership or corporate people have to be plugged into the situation. They must realize that you're on top, and it's going to take some money to stay there. It's a lot less expensive to prepare for attacks before they happen than to defend against them."

Woodyard reminded, "The key is having your homework done upfront, rather than panicking at the last minute when you're attacked. That gets back to knowing what's going on in the marketplace so you're not taken by surprise."

"Research the backgrounds of companies buying stations in your marketplace, what their M.O. is, what they've done in other markets. If you're prepared, you have all the scenarios covered that could possibly happen, with battle plans on how you'll respond drawn up in advance. Then you don't need to panic."

ACCELERATION

Montreux Bound

Even KBLX/San Francisco was a little surprised at the enormous response to a recent contest where the station gave away four trips for two to the internationally famous Montreux Jazz Festival in Switzerland. To qualify, listeners waited to hear specific songs, then sent in a card with the song and when they heard it to KBLX. The winners were selected via an on-air drawing.

Meanwhile, across the Bay at K101, a \$38,000 Jaguar XJS was given away in K101's Key Artist Contest. Runners-up received \$101 in cash.

A Really Big Show

WTVM/Columbus debuts "The Really Big Show," featuring new host Kevin Goessert, former midday per-

sonality at WNCI/Columbus. Kevin, who replaces Drew Hayes, now with WMAQ/Chicago, says the show has a fun, mass appeal flavor featuring celebrities, humorous bits, and such.

Etch To Success

WNDE/Washington recently co-sponsored an "Etch A Sketch-off" with the Ohio Art Company. Fifty contestants were selected from cards mailed to the station and sketched for the grand prize: an Etch A Sketch Animator, a microprocessor-based drawing toy that lets you create moving cartoons.

Contests competed in technical and freestyle categories, with the combined scores determining the winner. The rest of the details are, yep, a little sketchy.

Auctioning Off The PD

WOMC/Detroit PD (and eligible bachelors) Jay Clark put himself on the bidding block to help raise money for the March of Dimes. Local bachelors, ranging in age from their late 20s to over 50, put together special date packages. Jay and his date, Linda Hobart, took a limo to the WOMC Hot Air Balloon, followed the balloon ride with a picnic, then extended the date to dinner and dancing. Linda bid \$1400 for the honor.

Affection Connection

KFI/Los Angeles's Nancy Plum plays matchmaker every weekend with callers on a show called "Affection Connection." On the July 5 edition a couple which met on the program in April announced they'd be tying the knot.

MARKETPLACE

AIRCHECKS

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Current issue #76 features WNBC/Joey Reynolds, KPKE/Steven B. & The Hawk, WMJC/Ton Shannon, KRLA/Real Don Steele, WKRQ/Q Morning Zoo, KKHR/Pat Garrett-Jack Armstrong, KNX-FM with first day of return to mellow rock, KFRC/Bobby Ocean, & KC101 Sunny Joe Stevens. 90-min. cassette, \$5.50.

Current issue #75 features KMEL/Howard Hoffman, KFRC/Dr. Don Rose, CKLW-FM with first day of new format, Z100/Skinny Bobby, Atlanta's new WARM/Lon Thomas & 94Q/Gary McKee, Houston's KRBE-FM/Christy & Carson, KBZT/Charlie Tuna, plus Las Vegas' KLUC, KYRK & KK LZ, 90-min. cassette, \$5.50.

Special issue #5-84 features KANSAS CITY, with CHRs KBQC & KBKC, AC's KUDL & KLSI, Country WDAF & KPFX, & AOR KCFX. Cassette, \$5.50.

Special issue #5-85 features CHICAGO, with CHRs WLS/Fred Winston, WBBM-FM, WKQX/Robert Murphy & Z95-Barsky Zoo, AC's WCLR, WYR/Jeff & Jer, WRXR, Clides WYMK/Dick Bond, & AOR WLUP/Jonathan Brandmeier. Cassette, \$5.50.

Classic issue #C-69 features KRLA/Dick Biondi-1966, KFRC/Dave Sholin-1979, WCFU/Bob Dearborn-1973, WDRO/Bill Bailey-1973, WFIL/Jim O'Brien-1970, KIQQ/Real Don Steele-1974, KFRC/Beau Weaver-1973, plus KHJ/Charlie Van Dyke-Machin-gun Kelly-1976. Cassette, \$10.50.

VIDEO #7 is now available, featuring Denver's KPKE/Steven B. & The Hawk and KIMN/Paxton Mills, Houston's KRBE-FM/Christy & Carson, San Diego's country leader KSON-FM/JJ Jackson, KFRC/Bill Lee, Honolulu's KPOL-FM/Rabbett, KKUA/Randal & Cooke and KQMQ/Wili Moku. 2 full hours, on VHS or BETA, specially priced at \$30.00 now!

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KRAZY KOMMERCIALS... 100 of the wildest things ever sold on radio. Everything from a police dog that licks to a telephone to combat excess body hair to a free loaders home study course. Fore FREEBEE, write: HYPE, INK, 7805 Sunset Blvd., #206, Los Angeles, CA 90046.

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Write on station letterhead to
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Dallas, TX 75227

MARKETPLACE

PROGRAMMING

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CHR "Power Package"

Digitally recorded stingers and sounders that cut through the radio dial will make your station stand out. Crisp, hot, clean grooves to grasp listener's attention using the latest musical digital technology. Call or write Marcus Graham at DigiTraks for a demo.

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For Free Demo Cassette call (312) 382-7551

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Remember how terrific a Top 40 hit used to sound when placed next to a jingle in the same key? Imagine your computer-generated rotations coming up with those perfect segues in harmonic keys 24 hours a day. Join KSAN, Gary Guthrie, Classic Hit stations, and other clients who have found our keys to success!

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OPPORTUNITIES

OPENINGS

NATIONAL

**HELP!
RADIO
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Due to the large number of placements of our registrants and the increased demand of radio stations across the country, NATIONAL is in need of qualified personnel for virtually all radio positions, particularly news people and announcers, for small, medium, and major markets. We are also short of qualified female personnel. If you are seriously seeking a move, contact NATIONAL now. For complete information including brochure and registration form enclose \$1 postage/handling to:

ACT NOW!

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SuperSpots - the nation's leading radio & television spot and program production company - is expanding and seeks an audio engineer trainee. Voice work not necessary. Keyboard skills and music composition a plus. CHR and/or AOR background a must. Apply by sending sample tape, resume with references, salary requirements and letter to Joe Kelly, SuperSpots, 216 W. Ohio, Chicago, IL 60610. Excellent benefits and opportunities for the future. Please, no calls. EOE

SUPERSPOTS.

OPENINGS

OPENINGS

MAJOR MARKET SUNBELT STATION

Looking for top-notch morning talent - "No Zookeepers" . . . present market size and format unimportant. Cassette and resume only to **Peterson Media, 3397 Wrightwood Drive, Studio City, CA 91604, No Calls.**



EDITOR - NAB is seeking an Editor for **RadioActive**, the monthly Radio publication. Duties will include the responsibility for editorial content and production of the periodical, and other member services publications and promotional projects as assigned. Previous editorial experience, excellent writing skills and knowledge of broadcasting are preferred. NAB offers excellent salary and benefits. Send resume and salary requirement to **Ann Miller, NAB, 1771 N St., NW, Washington, DC 20036. An EOE M/F**

OPENINGS



REGIONAL MANAGER - National Association of Broadcasters has an opening in its Radio Department for a Regional Manager for the Northeastern territory. Duties include all radio membership activity in the region, including providing service to existing members, serve as a liaison with state associations, and serve as region's representative to NAB. Qualifications will include an understanding of broadcasting operations, knowledge of sales techniques, previous telemarketing experience and broadcast experience. NAB offers excellent salary and benefits. Send resume and salary requirements to **Ann Miller, NAB, 1771 N St., NW, Washington, DC 20036. An EOE M/F**

EAST

CT coastal CHR/AC has fulltime opening. T&R: Brett Richards. Q-96, 64 Wall St., Norwalk, CT 06850. No calls. EOE (7-25)

WGBB seeks on-air talent/ID update FSA. Rush T&R: Rich Sutton, 1240 Broadcast Plaza, Merrick, NY 11566 or (516) 623-1240 EOE (7-25)

Seek adult, funny bit-oriented, warm, creative morning man. Winning company. Great bucks. Great place to live. T&R: Box 929, Lewiston, ME 04240. EOE (7-25)

OPPORTUNITIES

OPENINGS

Seek take-charge, reactive, experienced news pro. Winning company, great bucks. Great place to live. Resume Box 929, Lewiston, ME 04240. EOE (B-1)

Seek up-tempo morning entertainer for hip Country format. Good money, great benefits. T&R: Gerry McCracken, WKXX, Box 368, Parkersburg, WV 26102. EOE (B-1)

Country AM drive, Communicator, strong production, team player. T&R: Bob Grayson, Box 3677, Wilmington, DE 19807 no calls. EOE (B-1)

NJ's leading Country station seeks adult air personalities for full & parttime work. T&R: Johnny Fox, WXLX, Box 40, Newton, NJ 07860. EOE (B-1)

WCBA/Clearfield seeks AC personality. T&R: Bob Day, Box 1032, Clearfield, PA 16830. EOE (B-1)

Seek adult, funny, bit-oriented, warm, creative morning man. Winning company, great bucks. Burkhardt/Abraham, great place to live. T&R: Box 929, Lewiston, ME 04240. EOE (B-1)

PM personality sought for central NY AC. Must have strong production & high visibility. T&R: Bill Tynan, PO, WELM, 1705 Lake St., Elmira, NY 14901 or (607) 733-5626 EOE (B-1)

NH AC seeks midday personality/production. Join a talented team in one of NH's fastest growing regions. T&R: Mike Trombly, WKNE, Box 466, Keene, NH 03431. EOE (B-1)

Seek fulltime announcer in beautiful mid-ME. Immediate opening. T&R: Mike Hale, PO, Box 1240, Millinocket, ME 04462. EOE (B-1)

Hot hits 99-WGMF, seeks morning show host. Prime time for a CHR personality with class, humor, & community service. T&R: Michael Neff, Box 1410, Schenectady, NY 12301. EOE (B-1)

ND sought! Growing college town in beautiful area. Compensation is good! Great second job. T&R: News, Box 888, State College, PA 16804. EOE (B-1)

ND! Motivated with good copy for AM/FM combo in college town. T&R: Jeff Brown, PD, WWCH, Box 391, Clarion, PA 16214. EOE (B-1)

New PD, immediate openings, all positions. AC. Winning attitude most important! T&R: WJZ, 1862 State St. Extension, Bridgeport, CT 06609. EOE (B-1)

ON-AIR PD/PROMOTIONS

Very special opportunity for very special talent. Leading AC FM in Northeast seeks experienced, research-oriented team player, with good ideas and people skills, to join top-notch Broadcast Group. Send resume, station aircheck, and programming/marketing philosophy to Radio & Records, 1930 Century Park West, #395, Los Angeles, CA 90067. EOE

WHLI 1100 AM WKJY 98 FM

PRODUCTION/COPYWRITER

Long Island's TOP Stations . . . WKJY/WHLI . . . need strong Production/copywriter person. Great opportunity to move up from medium market. Send production and copy samples to: WKJY/WHLI, 384 Clinton St., Hempstead, NY 11550. No calls please. EOE M/F

BOSTON MORNINGS!

Major company seeks a warm, friendly mature AC communicator to wake up a great city. Major Market experience a must! No yuckers, screamers or pseudo-comics, please. Help build a winning team! Send T&R to Radio & Records, 1930 Century Park West, #402, Los Angeles, CA 90067. EOE



PROGRAM DIRECTOR

Group owned FM - only FM AC in the market. Need strong ratings-conscious person. Skilled leadership - knows how to win.

Send tape and resume to:
Brian E. Danzle, VP/GM

Hudson Broadcasting Corporation

P.O. Box 3433

Harrisburg, PA 17105

Hudson Broadcasting is proud to be an equal opportunity employer.

OPENINGS



Opening for enthusiastic CHR PD who wants to prove himself in Albany, New York. The successful applicant will have marketing vision, both on-air and regarding community involvement. Will also need to guide on-air morning team. Mid-20s salary with benefits. Join an up-and-coming station! Send inquiries to Jeff Johnson, JHAN HIBER & ASSOCIATES, 26384 Carmel Rancho Lane, Suite 202, Carmel, CA 93923. EOE

HOT NORTHEAST CHR

Hot CHR in Northeast medium market seeking humorous morning personality with good production and interest in community involvement. Good bucks for tight pro. RUSH T&R to Radio & Records, 1930 Century Park West, #396, Los Angeles, CA 90067. EOE



AOR/CHR - WHEB-FM/Portsmouth, NH is looking for a creative Afternoon Drive Personality. T&R and production samples to: Jeff Left PD, P.O. Box 180, Portsmouth, NH 05801. Salary negotiable. EOE

NEW ENGLAND ROCK STATION

Seeks a highly creative Production Director. Multi-voice, able to work state-of-the-art equipment, harmonizer & creative copy. Off air position, salary negotiable. Send resume and work samples to: Radio & Records, 1930 Century Park West, #404, Los Angeles, CA 90067. EOE

SOUTH

Richmond's top-rated FM AC has immediate opening for one-on-one communicator for 8-11pm. Major market. T&R: Dave Dillon, WEZS, 812 Moorfield Park Drive, Richmond, VA 23296 EOE (7-25)

Two rare openings: Top-rated modern Country seeks two communicators yesterday. T&R: WPAP, Jim Dooley, Caller: Box 2288, Panama City, FL 32402. EOE (7-25)

Seek staff announcer for CHR. Must have two years' experience. T&R: Bob Lima, OM, WVM/WQID, Box 4606, Blixie, MS 38535. EOE (7-25)

Mornings at CHR small market. 40 miles out of Nashville. Prefer local person. PEP helpful. Call Gary Moss: (615) 339-3638 before 1pm. EOE (B-1)

Adult nostalgia station seeks announcer with a "mature sound" for morning drive. A plus if interest also lies in sales or engineering. T&R: WKWF, 7 McDonald Ave., Key West, FL 33040. EOE (B-1)

WNMB/N. Myrtle Beach is now accepting T&Rs for possible openings & current position. Production, experienced. T&R: 429 Pine Ave., N. Myrtle Beach, SC 29582. EOE (B-1)

Salesperson for FM. Requires at least one year sales experience. Must have good driving record. Resume: Nick Puddicombe, WINK, Box 331, Ft. Myers, FL 33902. EOE (B-1)

OPENINGS

WTMX/Tupelo has an opening for air/hit/production prime time for right person. T&R: J. Michael Pruet, Box 954, Tupelo, MS 38802. EOE (B-1)

Experienced AE with proven track record for AM CHR in Birmingham metro. Must be sharp. Quick advancement. Resume: Box 460, Dora, AL 35062. EOE (B-1)

Experienced sales manager with proven track record for 5000watt AM CHR in Birmingham metro. Quick advancement to GM possible. CALL: (205) 648-6488 EOE (B-1)

Small market east TX combo seeks ND/reporter. T&R: Gary McNameara, Box AA, Marshall, TX 75670 or (214) 938-6789 EOE (B-1)

Set Amarillo on fire! 7pm-midnight flamethrower sought immediately for CHR 108-KISS FM. Rush T&R: Peter Stewart OM, Box 8580, Amarillo, TX 79114. EOE (B-1)

GSW for new 100kw FM. Consultant sell. Teacher & motivator. Some equity possible. Undiscovered market of 100,000. Resume: KELI, Box 3834, San Angelo, TX 76902. EOE (B-1)

Experienced air personality/newsperson. T&R: Tony Dean, WDDM, Box 38, Sumter, SC 29151. EOE (B-1)

Small market, one-person news department seeks that energetic person willing to learn. T&R: Bill Thompson, WAFC, Box 2106, Clewiston, FL 33440. EOE (B-1)

Q-104 continues to search for the right afternoon drive personality to join our winning team. T&R: Bill St. John, Box 570, Gadsden, AL 35902. EOE (B-1)

AM/FM seeks creative & organized continuity director. Send samples & resume. Jeff Bowman, WSLQ/WSLC, Box 6002, Roanoke, VA 24017 no calls. EOE (B-1)

Seek sales manager & salespersons immediately. Contact: Dean Meggard, WLB, Bowling Green, KY. (502) 843-3212 EOE (B-1)

KDXR/Amarillo AOR seeks T&Rs for definite fulltime opening. At least three years' experience, please. T&R: Paul Michaels, Box 1478, Lake Meredith, TX 79008. EOE (B-1)



KSRR, Mairle Communications Houston, Texas, one of America's premier adult rock stations, is looking for a friendly and mature air personality, with broad-based appeal to anchor and direct our morning show team. If you have the talent and the commitment . . . Send tape (cassette only) and resume to: Andy Beaubien, KSRR, 1020 Holcombe Blvd., Suite 1201, Houston, TX 77030. EOE

MORNING

COUNTRY PERSONALITY

For South Florida Gulf Coast station. MUST BE EXPERIENCED DJ. Send tape & resume to PO Box 278, Ft. Myers, FL 33902. A 300,000 metro community. YES, the money is very good! EOE

PD FOR SUNBELT CHR

Experience preferred. Skills: Management, programming, positioning, strategy, marketing, music research, on-air. Class C FM. Strong radio war. Killer instinct. EEO employer. Send T&R to Radio & Records, 1930 Century Park West, #397, Los Angeles, CA 90067.

MIDWEST

Fulltime opening for exceptional announcer. Energetic, warm, a reliable performer with a team attitude. MW University market. T&R: KASIKCCC, PD, Box 728, Ames, IA 50010. EOE (7-25)

AE, WXUS/Lafayette. Experienced closer, self-motivated with proven track record. Existing list available. Resume: GM, Box 7093, Lafayette, IN 47903 or (317) 448-1586 EOE (7-25)

Radio marketing consultant, young aggressive contemporary Country FM seeks qualified salesperson. Resume: WYTE, Box 956, Stevens Point, WI 54481. EOE (7-25)

Needed ASAP! Self-motivated, aggressive news editor. T&R: Chris Caine, 16 KCRG Radio, Box 816, Cedar Rapids, IA 52406. EOE (B-1)

Central IL adult powerhouse seeks afternoon talent/production pro for future opening. Let me hear your best. T&R: Randy Rundle, OM, WSWT, Box 3335, Peoria, IL 61614. EOE (B-1)

Fulltime opening for exceptional announcer. Energetic, warm, A reliable performer with a team attitude. MW university market. T&R: PD, Box 728, Ames, IA 50010. EOE (B-1)

Now accepting T&Rs for hot AC & CHR clients. Rush T&R: James Media, 1775 Woodrow Ct., Wichita, KS 67203. EOE (B-1)

OPENINGS

Top AOR medium market seeks parttime air personality. Ability for prime time. T&R: Mark Miller, VWCK, 3217 Lapeer Rd., Flint, MI 48903. EOE (B-1)

LEADING CHICAGO AC

Looking for America's BEST Morning Talent. Fun, entertaining, original. Individual or team. Send tapes & resumes to Radio & Records, 1930 Century Park West, #374, Los Angeles, CA 90067 EOE

CHIEF ENGINEER/ANNOUNCER

KLUM-FM RADIO STATION

The successful candidate will supervise all installation, operation and maintenance of broadcast equipment; assure technical and personnel compliance with all FCC rules and regulations; assist with the instruction of students, volunteers and staff; and devote approximately ten percent of time to the maintenance and operation of campus TV facility. Experience in broadcast engineering required. Please submit a resume to the Personnel Office, Lincoln University, 820 Chestnut Street, Jefferson City, MO 65101 no later than August 15, 1986. An Equal Opportunity/Affirmative Action Employer.

PROGRAM DIRECTOR

Midwest market leader needs Country Morning Personality/Program Director. Send tape and resume to Radio & Records, 1930 Century Park West, #403, Los Angeles, CA 90067. EOE. No beginners.



WJQB, Ann Arbor's ROCK 103, is searching for a talented Afternoon Drive Personality. Must be a team player and do great production. No calls EOE. T&R to: Brent Alberts, Operations Manager, WJQB, PO Box 8605, Ann Arbor, MI 48107.

MIDWESTERN BROADCAST GROUP

Strong Midwestern broadcast group set to expand future openings for all shifts, including news. Send T&R to Radio & Records, 1930 Century Park West, #399, Los Angeles, CA 90067. EOE

IMMEDIATE OPENING

Midwest FM CHR/AOR needs air personality for FM in University market over 100,000. Good production skills required, station is top rated. Send cassette and resume to Radio & Records, 1930 Century Park West, #390, Los Angeles, CA 90067. EOE



Are you good enough to be Production Director of one of the Southwest's highest-rated radio stations? 74KRMG seeks a quality talent who can conceive, write, and produce the best commercials and promos in town. Must possess good pipes, administrative skills, and an aggressive, motivated attitude. Some fill-in airwork is required. We're a winning team with a landmark, 50,000 watt Full-Service AM and a new, up-and-coming FM. If you're good, let us know. Send T&R to:

Kelly Catts
74KRMG Radio
7136 S. Yale
Tulsa, OK 74138

No calls. EOE M/F

OPPORTUNITIES

OPENINGS

WEST

AIr talent/production wizard. Pros only. Real ratings winner. T&R: Jim Nelly, XKGO, Drawer QQ, Arcata, CA 95521. EOE (7-25)

Soft AOR in Rocky Mountain resort seeks announcer/sports director. Nonsmoker. No PBP. T&R: Jeff Woodruff, KMTN, Box 927, Jackson Hole, WY 83001. EOE (7-25)

Northern AZ's top-rated CHR seeks experienced, creative morning talent. T&R: Sean Conrad PD, KISS FM, Box 10, Cottonwood, AZ 86326. EOE (7-25)

Regional 100 kw CHR AM drive star. Clever, crazy but not stupid. T&R: Dan Kelly, Box 740, Cortez, CO 81321. EOE (7-25)

Northern CA AC with strong emphasis on news seeks news anchor with good delivery, news gathering, & follow-up skills. T&R: Tom Guarino, KPAY, 2654 Cramer Ln., Chico, CA 95928. EOE (8-1)

KEZY, Orange County's CHR, has an upcoming fulltime opening. T&R: Jeff Salgo, 1190 E. Ball Rd., Anaheim, CA 92805. EOE (8-1)

KUPD-KUKQ/Phoenix is now accepting T&Rs & photos for future full & parttime openings. AOR/Urban/news positions. T&R: Ernesto Gladden, 1900 W. Cammen, Tempe, AZ 85283. EOE (8-1)

Y-94/Fargo-Moorhead is accepting T&R's for a midday/MD opening. T&R: Stan Mann, Box 2466, Fargo, ND 58103. EOE (8-1)

Sales position, top AM/FM on CA coast. Live in paradise if you can sell like hell. Resume: KKAL/KZOZ, Box 220, Arroyo Grande, CA 93420. EOE (8-1)

Future possible fulltime opening at personality AOR. T&R: John Edwards, KRQU, Box 818, Laramie, WY 82070. EOE (8-1)

Top-rated continuous Country has fulltime opening. T&R: Randy Hood, KFMS, 1555 E. Flamingo Suite 435, Las Vegas, NV 89119 no calls. EOE (8-1)

Future possible fulltime openings at music-intensive AC. T&R: KEZR, Box 2337, Dan Jose, CA 95108. EOE (8-1)

Personality AC in WY is accepting T&Rs for possible future openings. Two or three years' experience a must. T&R: Jim Seybort OM, KOLL, 316 S. Gillette Ave., Gillette, WY 82716. EOE (8-1)

Seek experienced traffic watch reporter/producer. Secure career opportunity for right person. Knowledge of Phoenix streets a big plus. CALL: (602) 483-8797 EOE (8-1)

NEWS DIRECTOR

Suburban San Francisco FM in need of streetwise news director to cover local news in rapidly growing area. Must have experience in both gathering and airing local news. Tape and Resume to: **Box 27772, Concord, CA 94520.** EOE

KFWB NEWS 98

KFWB, a Westinghouse Broadcasting All News Radio Station in Hollywood, Calif., has an immediate opening for an experienced **Sales Service Director/Traffic Manager.** This position carries heavy responsibility in all aspects of the Traffic Department. The candidate must have at least 5 years prior major market traffic experience and have impeccable references. Competitive salary and benefits. Send resume to **Liz Canterna, KFWB, 6230 Yucaita Street, Los Angeles, CA, 90028.** EOE



Rare Opportunity KTAR NEWSRADIO 620 Phoenix

Leading News/Talk station in Southwest has openings for Night Talk Show host. If you can deliver more audience than the network stars (Larry King, Sally Jessy Raphael, Toni Grant, Bruce Williams) we want to hear from you. Send tape and resume to:

**Bob Christopher
KTAR NEWSRADIO 620
301 W. Osborn Road
Phoenix, Arizona 85013**

No phone calls, please. EOE
KTAR NEWSRADIO 620

OPENINGS

PRIME OPENINGS AVAILABLE NOW!

AM Drive, Production and more. Medium market change in format brings exciting opportunities to the creative, energetic pro, ready to make the move. Send T&R to Radio & Records, 1930 Century Park West, #392, Los Angeles, CA 90067. EOE

AC PRODUCTION PROGRAM DIRECTOR

Small market, satellite AC in beautiful NW seeks talented, ambitious person for **Production/Program Director.** Strong production talents a must. Good pay and great opportunity to move into major market properties for right individual. Tape and resume to **401 1/2 Sherman Avenue, Coeur d'Alene, Idaho 83814.**



WESTERN CITIES IS BACK!!

We are looking for a killer Morning Personality for our new station signing on soon in Denver. We are also looking for other staff members, including News and other on-air positions. Send tape and resume to: **Richard C. Phalen, Western Cities Broadcasting, PO Box 143, 1482 East Valley Road, Montecito, CA 93108.** EOE/MF No calls please.

WEST COAST CHR

Looking for additional key air talent. If your desire is to be the best and work with a staff whose goals match yours, rush tape and resume to **Radio & Records, 1930 Century-Park West, #400, Los Angeles, CA 90067.** EOE

NEWSPERSON WEST COAST

California CHR in need of newsperson who communicates information, not just reads straight copy. If you're an expert we need your tape and resume yesterday! **RUSH to Radio & Records, 1930 Century Park West, #401, Los Angeles, CA 90067.** EOE

AM DRIVE PERSONALITY

Programming position medium market. Top Country station is seeking AM drive personality to build station around. Strong show prep, production skills, promotions follow-thru. Good pipes and public appearance abilities a must. Send T&R to **Radio & Records, 1930 Century Park West, #398, Los Angeles, CA 90067.** EOE

POSITIONS SOUGHT

Seeking a good humored communicator for your medium or large market adult station in MS or IL? Four years' experience. ART: (618) 397-2521 (8-1)

Serious newswoman zapped by satellite music network. STEPHANIE: (801) 628-8460 or 628-5106 (8-1)

Experienced MD seeks M/least. PD in medium market. Extensive knowledge in AOR/CHR/AC. Pro & winning attitude. Great communicator. Dependable, reliable. GARY: (301) 759-3264 (8-1)

Personality seeks fulltime position in western PA or "steel city." Four years' experience as jock, also sports. AL: (201) 383-3133 (8-1)

I could demonstrate how funny & creative I am with this ad but I'm out of space. Team-minded CHR talent. PAUL ALAN: (907) 789-3610 (8-1)

British DJ from London with five years' experience in U.S. CHR. Proven ratings in Pittsburgh. Seek CHR in S or W. COZ: (304) 925-7989 (8-1)

Need a start! Female DJ prefers the I/AL area. Copywriting/production. CARI DAY: (319) 355-4212 (8-1)

Help! Female news reporter/copywriter/DJ made mistake of leaving radio. Now wants back in. Small market. Anywhere considered. Let's talk. CHRISTIE: (818) 980-0182 (8-1)

POSITIONS SOUGHT

Greater Cincinnati PD/M/announcer. 15 years' experience. dependable. Production. CHR/AC. Now! SCOTT: (513) 528-6316 (8-1)

Who knows what craziness lurks in the hearts of listeners? The Kidd knows! A high energy CHR air personality. KIDD NORDHOFF: (213) 530-7428 (8-1)

Medium/major market sound. 12 years' experience, primarily CHR/AC. Seek evening shift & production. Willing to relocate. GREGG HICKSON: (904) 351-1932 (8-1)

Ready to work! Four years' experience. CHR/AOR/AC. Small to major market. Also strong in production. SANTO: (305) 752-8303 (8-1)

MAJOR MARKET OMP/D

Winning CHR background, start-ups in oldies and country. Business-oriented, people grower, low jock turnover, heavy experience in events production, detail/follow-through/delegation my specialties. 13 years at 2 stations - short on job-hunting skills, long on references including present employers. Beginning to gather more - firing myself to seek new challenge. Call for mailer. Complete write-up on management style, philosophies, analytical skills example. (Denver spring Birch market analysis.) **Roger Mundy (303) 238-3902.**

18 years' solid pro experience. Mornings/production/PD/MD & copy. Friendly, stable, available today. Medium/large markets, any location. LARRY KAY: (717) 653-2500 (8-1)

It's time for phase II. Small market FM driver seeks new & bigger challenge. CALL: (717) 597-9239 (8-1)

Five years' experience in top 20 market. Production/continuity/copywriter, part/fulltime personality. Will relocate. DENNIS SULLIVAN: (1818) 330-0891 (8-1)

No BSI! Jock with six years' experience AOR/CHR/AC seeks major/medium market. West coast voice/promotion. CALL: (408) 867-9104 (8-1)

Air talent available. Four years' experience in NY area. Diverse format abilities. Will travel. KEN FRANK: (516) 485-9492 (8-1)

High energy, enthusiastic, team worker. Seek air personality/production anywhere in U.S. small/medium. CHR/AC/Urban. REGGIE: (213) 737-0858 (8-1)

Working MD & late-night jock ready to relocate to SW. Presently at album oriented Country in LA. T&R on request. JERRY DOWNEY: (318) 457-3041 (8-1)

JEFF YOUNG
ND, WHTZ, RKO Nets
ABC News
(203) 622-9168

Seek announcer position. Beginner but talented, willing to learn. LISA: (412) 461-0310 (8-1)

Hear the voice that over one million people heard in the NY metro area on 6/29/86. D. TRAPP: (201) 472-5188 (8-1)

Hardworking volunteer with two years' air talent experience seeks small/medium market West Coast. Air talent/sales in AC/CHR/AOR. SCOTT: (503) 345-0034 (8-1)

AOR pro with top 60 market experience, tight production, reliable personality ready to move into stable station now. JOHN: (312) 262-3773 (8-1)

PD/morning personality. 15 year pro. Former Y-96/Norfolk, XL-102/Richmond seeks medium/major market CHR/AC. Available now. GARY ROBBINS: (804) 741-6922 (8-1)

PREPARE FOR FALL!

Add a "Cult of Personality" to your Top 20 CHR... with... **THE SLIM ONE** ... a woman not a girl.
(213) 666-9111
Everyone will wonder where you found me!

Medium market PD. Satellite victim. Seeks medium market CHR/AOR PD/MD. Excellent people skills. Ten years industry experience. ROGER: (307) 465-2301 (8-1)

Production asst. in respected station seeks entry production. Very creative, trained with the best. JOEY D.: (201) 488-2700 (8-1)

Four years' medium market experience, full & parttime. BA degree, high energy. If near a major university market, I want to work for you. BOB: (205) 284-2811 (8-1)

Enthusiastic, creative one-year pro. Eager to do extras. Seek medium market CHR/AC/AOR air talent/production. Prefer W/VW. PAT: (715) 538-4621 (8-1)

Recent female broadcast school grad. Good production skills. Seek entry-level position at small market Urban/AC. Will relocate. T&R available. ANDREA: (212) 862-1215 (8-1)

POSITIONS SOUGHT

I've been to the mountain! Seeking further highs. Female top five market. Working but will make available. ROBIN: (212) 807-5547 (8-1)

Versatile experienced talent seeks the right medium to medium/small market opportunity. AC/God/Country/PBP. DAVE MURDOCK: (305) 275-6054 (8-1)

CHIEF ENGINEER

17 years experience high-power FM and AM directional, microwave, satellite, studio and audio. Seeking group chief or major market. **PO Box 3191 Grand Rapids, MI 49501-3191.**

Country PD available now! Top 35 experience. Have all skills. Excellent with music. Promotions a plus. Formerly KWEN, KKAT, WMMI/WRMZ. ROY RYAN: (614) 742-2918 (8-1)

Anchorage, AK: 15-year pro wants to settle family in your area. Any format can overnight. JJ SCOTT: (319) 326-3577 (8-1)

Anchor/reporter, Tampa grad, experienced, employed, seeks news position in SE. Call before noon. CHERYL: (609) 882-5650 (8-1)

Production isn't dead! It's sleeping! Wake it up with Mick Oliver. Tired of reverb? Voice processing? Music beds nobody understands? CALL: (312) 849-0404 (8-1)

Hardworking PD/MD seeks longterm commitment with your Country or AC station. Prefer the MW. MICHAEL: (615) 729-3844 (8-1)

British DJ, who can't speak Arabic but can get you numbers, now in Pittsburgh, seeks CHR/AOR in CA medium market. DON: (304) 925-7989 (8-1)

Innovative, hard worker seeks stable company with foresight. Great with promotions. PD/MD experience. Ubbet & conversational. Not a screamer. CARL JAMES: (717) 823-1986 (8-1)

Still seek job in Atlanta or ADJ. Major market/MD experience. CHR/AC/Country. For T&R, TOM: (404) 242-9367 (8-1)

PD with winning ratings record, quality promotions, production & top 10 market experience available. 14 years' experience. MARK HILL: (503) 476-4639 (8-1)

CHR/AC/Country. 12-year proven on-air winner/production pro that includes top 15 market. Needs it yesterday. Easy but not cheap! CALL: (618) 337-1795 (8-1)

Jock with over five years' experience seeks gig with community-minded station. AC preferred. MIKE: (314) 432-1949 or 457-7339 (8-1)

Did your talk have a bad book? I've had four great books. Let's talk. JOHN LEVITT: (518) 497-4108 (8-1)

Female classical music program producer, writer, announcer seeks permanence, benefits. Five years' experience. BA degree. Seven years advertising. JULIE LAINE: (307) 754-9768 (8-1)

Conversational morning personality. Great character bits & phone skills. Let me make your ratings! MARK: (904) 725-6950 after noon weekdays (8-1)

Bright, energetic, topical & one hell of a funny guy. AOR or CHR. Ready for medium or large market. DEAN JACKSON: (218) 847-5624 (8-1)

Stable self-starter seeks great second job. Two years' modern Country, plus intern. CHR experience. AC/CHR preferred. All offers considered. JEFF: (503) 582-4568 (8-1)

ATTN: PDs: The double "K." Kurt Kelly is ready to win for you. Six years in CHR/AOR. Don't wait, call today! (904) 385-2363 (8-1)

Pro on the loose! Experienced MD with CHR/AC background. Adaptable to any format. Excellent production skills. Available now. TONY: (316) 792-2044 (8-1)

Seek a start! Available December 16. Announcer with production & news experience. In or around Atlanta, please call. DOROTHY: (504) 488-9365, T&R available (8-1)

Aggressive, dependable, versatile, PBP, DJ, copywriting, production. Will relocate anywhere. Me behind a mike is a sound you'll like. DAN: (806) 874-8005 or 478-9174 (8-1)

Press the flesh! AOR personality with degree & urge to meet the public seeks gig with involvement. MD, promotion, production/night-track experience. TIM: (813) 629-4240 (8-1)

Five years' major market experience. Formerly with Y-100, 96-X & K-102. Ready to go, will relocate, all areas considered. JEFF HORN: (609) 646-4790 (8-1)

Ear-grabbing talk, news, sports. Personality pro seeks front line duty only. Eight years' experience in three top 30 markets. BO: (606) 586-5414 (8-1)

Five years' experience in top 20 market. Air personality, production director, continuity director, copywriter & engineer. Willing to relocate. DENNIS SULLIVAN: (718) 330-0391 (8-1)

MISCELLANEOUS

Jazz service, all labels, especially majors. Carmen Brown, Saturday night jazz colors. WKRG, 555 Broadcast Dr., Mobile, AL 36606 or (205) 479-5555 ext. 301 (8-1)

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

NATIONAL MUSIC FORMATS

Added This Week

Broadcast Programming

John Sherman/Jay Albright (800) 426-9082

Adult Contemporary

KEEP IT DARK "Dreamer"
BILLY OCEAN "Love Zone"
BERLIN "Take My Breath Away"
HUEY LEWIS & THE NEWS "Stuck With You"
C. ANDERSON & G. LORING "Friends & Lovers"

Modern Country

LEE GREENWOOD "Didn't We"
WILLIE NELSON "I'm Not Trying To Forget You"

Century 21

Greg Stephens (214) 934-2121

The Z Format

PAUL McCARTNEY "Press"
PATTI LABELLE "Oh, People"
LOVERBOY "Heaven In Your Eyes"
BILLY JOEL "A Matter Of Trust"

The AC Format

DARYL HALL "Dreamtime"
EL DeBARGE "Love Always"
WHITNEY HOUSTON "All At Once"

Super-Country

E.T. CONLEY & A. POINTER "Too Many Times"

Concept Productions

Elvin Ichiyama (916) 782-7754

CHR

DARYL HALL "Dreamtime"
PAUL McCARTNEY "Press"
KLYMAXX "Man Size Love"
LOVERBOY "Heaven In Your Eyes"
HUEY LEWIS & THE NEWS "Stuck With You"

Country

JUICE NEWTON "Cheap Love"
JOHN ANDERSON "Honky Tonk Crowd"
STEVE WARINER "Starting Over Again"
E.T. CONLEY & A. POINTER "Too Many Times"
BARBARA MANDRELL "No One Mends A Broken Heart..."

AC

PAUL McCARTNEY "Press"
EL DeBARGE "Love Always"
HUEY LEWIS & THE NEWS "Stuck With You"
GEORGE BENSON "Kisses In The Moonlight"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

DARYL HALL "Dreamtime"
BILLY OCEAN "Love Zone"
DOUBLE "The Captain Of Her Heart"

Contempo 300

ANITA BAKER "Sweet Love"
BERLIN "Take My Breath Away"

Great American Country

SYLVIA "Nothin' Ventured Nothin' Gained"
WILLIE NELSON "I'm Not Trying To Forget You"
SCHUYLER, KNOBLOCH &... "You Can't Stop Love"

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

DARYL HALL "Dreamtime"
EL DeBARGE "Love Always"
THOMPSON TWINS "Nothing In Common"
HUEY LEWIS & THE NEWS "Stuck With You"

Your Country

RAY CHARLES "The Pages Of My Mind"
LYLE LOVETT "Further Down The Line"
SCHUYLER, KNOBLOCH &... "You Can't Stop Love"

MEDIA GENERAL CONTINUED

Hit Rock

ZZ TOP "Velcro Fly"
DARYL HALL "Dreamtime"
38 SPECIAL "Somebody Like You"
DOUBLE "The Captain Of Her Heart"
HUEY LEWIS & THE NEWS "Stuck With You"
C. ANDERSON & G. LORING "Friends & Lovers"

Peters Productions, Inc.

George Junak (800) 255-8511

Country Lovin'

LEE GREENWOOD "Didn't We"
KEITH WHITLEY "Ten Feet Away"
E. RABBITT & J. NEWTON "Both To Each Other"

The Ultimate AC

DAVE ADAMS "Dancing In My Sleep"
HUEY LEWIS & THE NEWS "Stuck With You"
LARRY CARLTON "Smiles & Smiles To Go"
MICHAEL SEMBELLO "Wonder Where You Are"
G. LORING & C. ANDERSON "Friends & Lovers"

Radio Arts

John Benedict (818) 841 0225

Country's Best

LEE GREENWOOD "Didn't We"
RAY CHARLES "The Pages Of My Mind"
DOBBIE GRAY "The Dark Side Of Town"
LYLE LOVETT "Further Down The Line"
E.T. CONLEY & A. POINTER "Too Many Times"
SCHUYLER, KNOBLOCH &... "You Can't Stop Love"

Soft Contemporary

EL DeBARGE "Love Always"
WHITNEY HOUSTON "All At Once"
THOMPSON TWINS "Nothing In Common"

Sound 10

DARYL HALL "Dreamtime"
EL DeBARGE "Love Always"
THOMPSON TWINS "Nothing In Common"
HUEY LEWIS & THE NEWS "Stuck With You"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

REGINA "Baby Love"
ZZ TOP "Velcro Fly"
BILLY OCEAN "Love Zone"
JOHN COUGAR MELLENCAMP "Rumbleseat"

TM AC

BERLIN "Take My Breath Away"
C. ANDERSON & G. LORING "Friends & lovers"

TM Country

EXILE "It'll Be Me"
LEE GREENWOOD "Didn't We"
SOUTHERN PACIFIC "A Girl Like Emmylou"
CARL PERKINS "The Birth Of Rock & Roll"

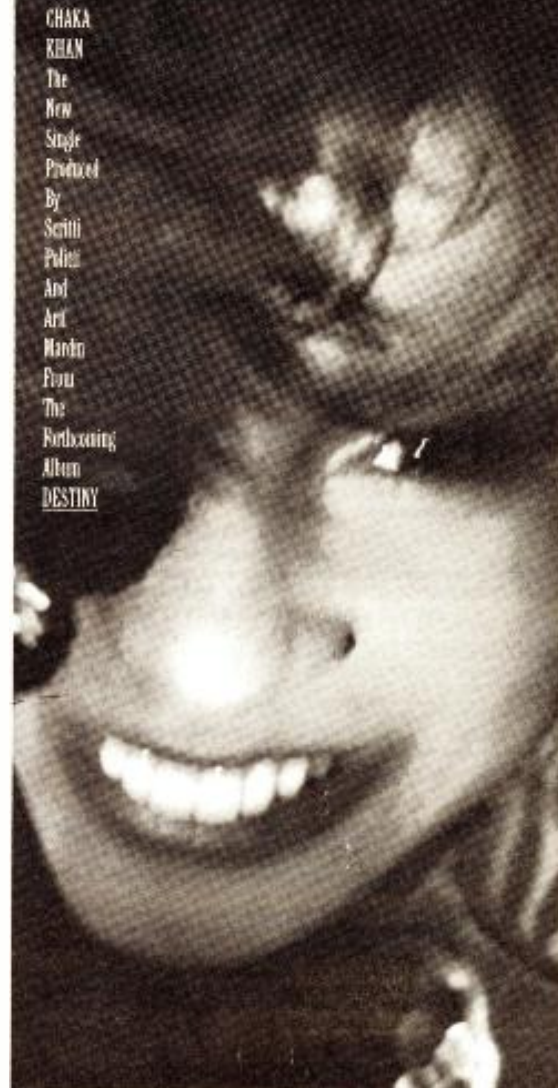
Transtar Adult Contemporary

Mike Tanner (213) 460-6383

ROD STEWART "Love Touch"
MICHAEL McDONALD "Sweet Freedom"

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

CHAKA
KHAN
The
New
Single
Produced
By
Scotti
Poles
And
Art
Mando
From
The
Forthcoming
Album
DESTINY



NEW & ACTIVE

One Of The MOST ACTIVE

WBEN 39-35	KWOD deb-38	WSSX 25-22	WGAN 31-28
WKSE 29-26	KS103 31-24	KAMZ 17-15	Q101 35-32
WNYS deb-32	KMEL 16-12	FM100 34-29	WPFM 28-24
B94 26-23	KPLZ 33-29	BJ105 27-24	WGLF 35-31
Y100 26-22	KUBE 30-29	94Z 29-26	WBWB 39-31
B97 23-20	KNBQ 33-30	WKZL deb-39	KKLS 25-21
Z95 36-30	K104 30-24	WGTZ deb-39	KTR5 deb-37
WCZY 39-32	WNNK deb-39	KZIO deb-36	KOZE 26-19
KIIS 35-33	WPST deb-39	KIYS deb-40	OK95 29-24
KZZP deb-30	WTLQ 30-26	KCAQ deb-32	

BLACK/URBAN CHART: 19



On Warner Bros. Records, Cassettes and Compact Discs - Management: Bert Zell
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R&R FRIDAY, AUGUST 1, 1986/57

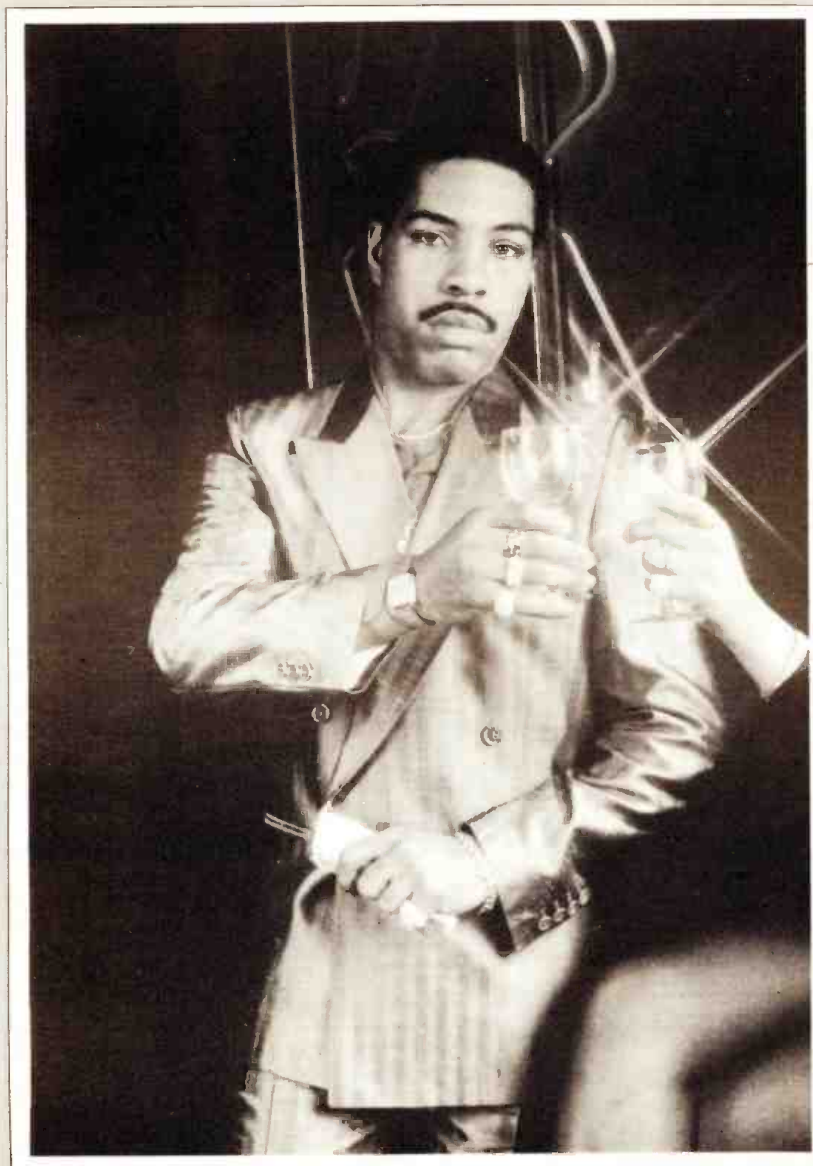
*“The Rain” Has Caused A Storm At
Black/Urban Radio — And Retail!*

The Most Talked-About Record At Radio Is

“The Rain”

38-06209

ORAN “JUICE” JONES



BLACK/URBAN BREAKERS

Black/Urban: 65
57/15 — 67%

*Billboard: 55**
*Cash Box: 78**

**CHR RADIO IS STARTING
TO FEEL “THE RAIN”**

From The Columbia Album
ORAN “JUICE” JONES BFC 30367



COLUMBIA RECORDS —
Radio's Best Friend

A BREAKER FOR THE BIG GUY.



JAMES INGRAM

“Always”

From The New Album

NEVER FELT SO GOOD



On The Way Up:

“Can’t Give Her Up”

Skipworth And Turner

From Their Forthcoming Album



JAZZ

TOP 30

AUGUST 1, 1986

- 1 BOB JAMES & DAVID SANBORN/Double Vision (WB)
2 JIMMY SMITH/Go For Whatcha Know (Blue Note)
3 SPYRO GYRA/Breakout (MCA)
4 YELLOWJACKETS/Shades (MCA)
5 DAVE VALENTIN/Light Struck (GRP)
6 MAKOTO OZONE/After (Columbia)
7 SHADOWFAX/Too Far To Whisper (Windham Hill)
8 INDRA LESMANA/For Earth & Heaven (Zebra/MCA)
9 BILLY COBHAM/Powerplay (GRP)
10 PHIL WOODS/Heaven (Black-Hawk)
11 WEATHER REPORT/This Is This (Columbia)
12 BOBBY McFERRIN/Sponaneous Inventions (Blue Note)
13 HANK CRAWFORD & JIMMY McGRUFF/Soul Survivors (Fantasy)
14 TOM GRANT/Take Me To Your Dream (Pausa)
15 STAN GETZ/Voyage (Black-Hawk)
16 BOBBY SHEW/Shewhorn (Pausa)
17 HENRY BUTLER/Fivin' Around (MCA/Impulse!)
18 MIKE METHENY/Day In-Night Out (MCA/Impulse!)
19 JOHN COLTRANE/Master Tapes (MCA/Impulse!)
20 KEITH MacDONALD TRIO/Waiting (Landmark)
21 MICHEL PETRUCCIANI TRIO/Plainsm (Blue Note)
22 SCOTT HENDERSON & TRIBAL TECH/Spears (Passport Jazz)
23 ALPHONSE MOUZON BAND/Back To Jazz (Pausa)
24 GERRY MULLIGAN/SCOTT HAMILTON/Soft Lights & Sweet Music (Concord)
25 MAYNARD FERGUSON/Body & Soul (Black-Hawk)
26 T LAVITZ/Storytime (Passport Jazz)
27 SPHERE/On Tour (Red/PSI)
28 FATBURGER/One Of A Kind (Golden Boy Jazz/Optimism)
29 CHICO FREEMAN/Pied Piper (Black-Hawk)
30 STEPS AHEAD/Magnetic (Elektra)

DEBUT

DEBUT

DEBUT

Black/Urban stations contributing to Jazz: WKND/Hartford, Meibane/McClean, KJCB/Lafayette, Horatio/Handy, WYLD, FM/News Orleans, Dell/Spencer, WDMT/Cleveland, Dean/Dean/Rufus

MOST ADDED

- HENRY BUTLER (9)
RARE SILK (9)
STAN GETZ (7)
TITO PUENTE & HIS LATIN ENSEMBLE (7)
T LAVITZ (6)

- WILLIAM ACKERMAN "Conferring With The Moon" (Windham Hill) 9/0
SHEILA JORDAN "The Crossing" (Black-Hawk) 8/1
TERRY GIBBS "Dream Band" (Contemporary/Fantasy) 8/0
CRYSTAL "Clear" (Black-Hawk) 7/3
BOB COOPER & SNOOKY YOUNG SEXTET "In A Melotone" (Contemporary/Fantasy) 7/1
MICHAEL MANNING "Unusual Weather" (Windham Hill) 7/1
DOUBLE "Blue" (A&M) 7/0
JAKOB MAGNUSSEN "Time Zone" (Golden Boy Jazz/Optimism) 6/4
DIRTY DOZEN BRASS BANO "Live Mardi Gras In Monterey" (Rounder) 6/2
ALLAN HOLDSWORTH "Atavachron" (Enigma) 6/1
FRANK POTENZA "Sand Dance" (TBA/Palo Alto) 6/0

HOTTEST

- BOB JAMES & DAVID SANBORN (22)
YELLOWJACKETS (15)
DAVE VALENTIN (12)
SPYRO GYRA (11)
SHADOWFAX (9)
JIMMY SMITH (9)

NEW & ACTIVE

- TOM HARRELL "Play Of Light" (Black-Hawk) 13/4
TITO PUENTE & HIS LATIN ENSEMBLE "Sensation" (Concord) 11/7
WOODY HERMAN & HIS BIG BAND "50th Anniversary Tour" (Concord) 11/4
ANDREAS VOLLENWEIDER "Down To The Moon" (FM/CBS) 11/4
CHRIS BRUBECK & ANDY LAVERNE TRIO "See How It Feels" (Black-Hawk) 10/2
RODNEY FRANKLIN "It Takes Two" (Columbia) 10/2
JESSICA WILLIAMS "Nothin' But The Truth" (Black-Hawk) 10/1
RARE SILK "Black & Blue" (TBA/Palo Alto) 9/9
VIBRATION SOCIETY "Music Of Rahaasan Roland Kirk" (Stash) 9/1

REGIONALIZED ADS & HOTS

Regionalized Ads & Hots grid with columns for EAST, SOUTH, WEST, and MIDWEST, listing local radio stations and their programming.

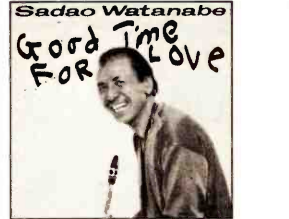
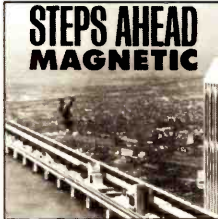


CHART DEBUT

On Tour August 1 Seattle; 2 Mt. Hood; 3 San Francisco; 6 San Diego; 9 Los Angeles; 10 Phoenix; 12 Denver; 14 Houston; 17 Columbus; 20 Washington D.C.; 21 Philadelphia; 24 New York; 27 Boston; 29 Detroit; 30 Cincinnati

ON ELEKTRA MUSIC CASSETTES, RECORDS AND COMPACT DISCS. © 1986 Elektra/Kelby Records, a Division of Warner Communications Inc.

49 Reporting Stations 43 Current Reports

KLSK/Santa Fe, WHRO/Norfolk, and WUFZ/Tampa called in frozen playlists.

KKGO/Los Angeles and WBBY/Columbus failed to call in their reports; their playlists were frozen.

WKSU/Kent failed to report for two consecutive weeks and was not used in this week's data.

RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

TOP 50

AUGUST 1, 1986

Three Weeks	Two Weeks	Last Week	
12	8	2	1 CONWAY TWITTY/Desperado Love (WB)
4	2	1	2 DON WILLIAMS/Heartbeat In The Darkness (Capitol)
8	6	3	3 T.G. SHEPPARD/Strong Heart (Columbia)
15	9	5	4 EDDY RAVEN/Sometimes A Lady (RCA)
16	10	7	5 HANK WILLIAMS JR./Country State Of Mind (WB/Curb)
20	14	10	6 NITTY GRITTY DIRT BAND/Stand A Little Rain (WB)
19	13	9	7 REBA McENTIRE/Little Rock (MCA)
9	7	6	8 WAYLON JENNINGS/Will The Wolf Survive (MCA)
21	15	12	9 JOHN CONLEE/Got My Heart Set On You (Columbia)
23	17	14	10 RONNIE MILSAP/In Love (RCA)
13	11	11	11 STATLER BROTHERS/Count On Me (Mercury/Pg)
5	4	4	12 PAKE McENTIRE/Savin' My Love For You (RCA)
22	20	16	13 MERLE HAGGARD/A Friend In California (Epic)
18	16	15	14 RICKY SKAGGS/I've Got A New Heartache (Epic)
24	21	18	15 NICOLETTE LARSON with STEVE WARINER/That's How You Know... (MCA)
25	22	19	16 GIRLS NEXT DOOR/Slow Boat To China (MTM)
3	3	8	17 JOHN SCHNEIDER/You're The Last Thing I Needed (MCA)
29	25	21	18 FORESTER SISTERS/Lonely Alone (WB)
31	26	22	19 DWIGHT YOAKAM/Guitars, Cadillacs, Etc. (Reprise/WB)
34	30	23	20 JANIE FRICKIE/Always Have Always Will (Columbia)
38	32	25	21 EDDIE RABBITT & JUICE NEWTON/Both To Each Other (RCA)
2	5	17	22 JUDDS/Rockin' With The Rhythm Of The Rain (RCA/Curb)
1	1	13	23 GEORGE STRAIT/Nobody In His Right Mind... (MCA)
32	29	26	24 KEITH WHITLEY/Ten Feet Away (RCA)
43	35	27	25 TANYA TUCKER/Just Another Love (Capitol)
—	43	33	26 CRYSTAL GAYLE/Cry (WB)
35	33	30	27 LACY J. DALTON/Working Class Man (Columbia)
39	36	32	28 SYLVIA/Nothin' Ventured Nothin' Gained (RCA)
49	40	36	29 ROSANNE CASH/Second To No One (Columbia)
47	38	35	30 OAK RIDGE BOYS/You Made A Rock Of A Rolling Stone (MCA)
40	37	34	31 STEVE EARLE/Guitar Town (MCA)
—	47	39	32 EXILE/It'll Be Me (Epic)
33	31	29	33 CARL PERKINS/Birth Of Rock And Roll (America Smash/Pg)
45	39	37	34 LOUISE MANDRELL/I Wanna Hear It From Your Lips (RCA)
14	12	20	35 MICHAEL MARTIN MURPHEY/Rollin' Nowhere (WB)
10	18	24	36 RANDY TRAVIS/On The Other Hand (WB)
BREAKER	47	39	37 GARY MORRIS/Honeycomb (WB)
BREAKER	49	41	38 SCHUYLER, KNOBLOCH & OVERSTREET/You Can't Stop Love (MTM)
BREAKER	49	41	39 EARL THOMAS CONLEY & ANITA POINTER/Too Many Times (RCA)
30	28	28	40 JOHNNY PAYCHECK/Old Violin (Mercury/Pg)
—	46	41	41 MICKEY GILLEY/Ooo-Wah Days (Epic)
7	19	31	42 T. GRAHAM BROWN/I Wish That I Could Hurt That Way Again (Capitol)
—	47	42	43 SWEETHEARTS OF THE RODDED/Since I Found You (Columbia)
—	48	43	44 OOBIE GRAY/The Dark Side Of Town (Capitol)
DEBUT	45	45	45 RAY CHARLES/The Pages Of My Mind (Columbia)
6	23	38	46 RONNIE McDOWELL/All Tied Up (MCA/Curb)
DEBUT	47	47	47 LYLE LOVETT/Farther Down The Line (MCA/Curb)
DEBUT	49	49	48 LEE GREENWOOD/Didn't We (MCA)
48	45	44	49 KENDALLS/Too Late (MCA/Curb)
DEBUT	50	50	50 SOUTHERN PACIFIC/A Girl Like Emmylou (WB)

Total Reports/Adds	Heavy	Medium	Light
161/0	129	29	3
156/0	129	22	5
147/1	123	23	1
157/0	118	35	4
153/0	104	46	3
160/1	94	61	5
160/0	86	71	3
143/0	107	25	11
156/0	83	68	5
160/0	61	93	6
141/0	90	42	9
147/2	94	34	19
141/0	65	70	6
131/1	65	58	8
155/2	38	100	17
153/4	53	78	22
125/0	90	22	13
158/2	23	112	23
148/2	24	100	24
145/9	21	95	29
152/6	20	98	34
121/0	71	31	19
106/0	51	39	16
140/3	18	92	30
151/7	9	97	45
148/17	6	75	67
127/5	9	82	36
132/6	4	88	40
137/13	3	75	59
129/8	4	75	50
126/7	9	66	51
133/25	3	56	74
102/1	17	54	31
105/3	6	66	33
78/1	33	32	13
66/0	24	25	17
106/17	3	50	53
104/19	2	51	51
104/45	0	36	68
70/0	17	33	20
93/17	2	31	60
49/0	9	25	15
79/12	3	27	49
64/8	1	32	31
61/11	0	25	36
41/0	7	18	16
63/8	1	24	38
67/42	1	10	56
43/1	1	26	16
61/35	1	13	47

MOST ADDED

- RESTLESS HEART (52)
- E.T. CONLEY & A. POINTER (45)
- LEE GREENWOOD (42)
- SOUTHERN PACIFIC (35)
- EXILE (25)
- WILLIE NELSON (24)
- JOHN ANDERSON (21)
- SCHUYLER, KNOBLOCH & OVERSTREET (19)
- CRYSTAL GAYLE (17)
- MICKEY GILLEY (17)
- GARY MORRIS (17)

HOTTEST

- DON WILLIAMS (60)
- CONWAY TWITTY (60)
- HANK WILLIAMS JR. (52)
- T.G. SHEPPARD (47)
- JOHN SCHNEIDER (37)
- REBA McENTIRE (36)
- WAYLON JENNINGS (32)
- EDDY RAVEN (32)
- STATLER BROTHERS (32)
- JUDDS (31)

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

GARY MORRIS Honeycomb (WB)

On 66% of reporting stations. Rotations: Heavy 3, Medium 50, Light 53, Total Adds 17, WHN, WYAY, WGTO, KHEY, KKIX, KILT-FM, KYXX, WMC, WLWI, WUSN, WYNG, WCUZ, WGEE, WLLR, WTHI, KRAK, KRPM. Moves 41-37 on the Country chart.

SCHUYLER, KNOBLOCH & OVERSTREET You Can't Stop Love (MTM)

On 65% of reporting stations. Rotations: Heavy 2, Medium 51, Light 51, Total Adds 19, WOKQ, WIXL, KYKR, KIKK, KILT-FM, WIVK, WDXE, KRMD, WSLR, KBMR, WUBE, KIOV, KGHL, KFMS, KZLA, KCCY, KRAK, KCKC, KMPS. Moves 43-38 on the Country chart.

EARL THOMAS CONLEY & ANITA POINTER Too Many Times (RCA)

On 65% of reporting stations. Rotations: Heavy 0, Medium 36, Light 68, Total Adds 45 including WCAO, WHN, WPOR, KEAN, WEZL, KHEY, WIVK, WSIX, KRMD, WUSQ, WSLR, KBMR, KFKE, KCJB, WTHI, KKAL, KNIX, KCCY, KSON, KIIM. Moves 49-39 on the Country chart.



GARY MORRIS "Honeycomb"

COUNTRY BREAKERS

CHART: 37

"Simply the most talked about record we've had at WPOC in years." Todd Grimsted

"The most requested record in Denver at KYGO." Jennifer Paige & Rick Jackson



COUNTRY

NEW & ACTIVE

MICKY GILLEY "Doo-Wah Days" (Epic) 93/17

Rotations: Heavy 2, Medium 31, Light 60, Total Adds 17, WBOS, WQBE, WYNN, WVM, WEZL, KSSN, WLVI, WUSQ, WUBE, WONE, WKKK, WYNG, WFMS, KCBJ, KFDI, KUUY, KRAK, Heavy: WDAF, WOV, Moves 46-41 on the Country chart

SWEETHEARTS OF THE ROAD "Since I Found You" (Columbia) 79/12

Rotations: Heavy 3, Medium 27, Light 49, Total Adds 12, WCAO, WAJR, WXTU, WFOR, KRVR, WSM, WUSQ, WONE, WKKK, WOUZ, KCJB, KUUY, Heavy: WOKB, KRMR, WOV, Medium: WOKQ, WEZL, WLVI, KRWQ, KOLE, Moves 47-43 on the Country chart

LEE GREENWOOD "Didn't We" (MCA) 67/42

Rotations: Heavy 1, Medium 10, Light 56, Total Adds 42 Including WCAO, WQBE, WFOR, WIXY, KEAN, WYAY, WXBQ, WUSY, KRK, WLVI, WQMS, WPAP, KBMR, KFGD, WGEI, KTTS, KVOD, KIK-FM, KOLE, KCKC, Debuts at number 48 on the Country chart

DOBIE GRAY "The Dark Side Of Town" (Capitol) 64/8

Rotations: Heavy 1, Medium 32, Light 31, Total Adds 8, WCAO, KIK, KRMD, WUSQ, WONE, WGEI, KFVK, KCBJ, Heavy: WOUZ, Medium: WQNA, WVAM, WBGW, WFOR, KASE, WTVY, WOKK, KFDI, KUZZ, KRWQ, KSOP, Moves 48-44 on the Country chart

LYLE LOVETT "Farther Down The Line" (MCA/Curb) 63/8

Rotations: Heavy 1, Medium 24, Light 38, Total Adds 8, WCAO, WRKZ, WEZL, KRMD, WSLR, KPTK, KRST, KIK-FM, Heavy: WOV, Medium: WTSV, WCVR, WIXY, KHEY, KKIX, WOKK, KXYX, KWMT, KKCS, KRWQ, KWJJ, Debuts at number 47 on the Country chart

SOUTHERN PACIFIC "A Girl Like Emmylou" (WB) 61/35

Rotations: Heavy 1, Medium 13, Light 47, Total Adds 35 including WCAO, WOKQ, WDSY, WIXY, WVM, WEZL, WUSY, KSN, WQMS, WPAP, WUBE, WOUZ, WGEI, KCBJ, KXYX, KUUY, KUGN, KEIN, KRPM, Debuts at number 50 on the Country chart

RAY CHARLES "The Pages Of My Mind" (Columbia) 61/11

Rotations: Heavy 0, Medium 25, Light 36, Total Adds 11, WVAM, WIXY, YWII, KEAN, KRVR, WSLR, KBMR, WMM, WWW, WTHI, KGH, Medium: WXTU, WCVR, WYWR, WQMS, KXYX, WOV, KEIN, KALF, KSOP, Debuts at number 45 on the Country chart

RESTLESS HEART "That Rock Won't Roll" (RCA) 58/52

Rotations: Heavy 0, Medium 5, Light 53, Total Adds 52 including WVAM, WAJR, WKYG, WIXY, WYII, KRVR, WYAY, WYNN, KHEY, KSN, WOKK, WSK, WQDR, KFGD, WOUZ, WGEI, KCBJ, KKAL, KRWQ, KSN

GLEN CAMPBELL "Call Home" (Atlantic America) 51/5

Rotations: Heavy 1, Medium 18, Light 32, Total Adds 5, WFOR, KRVR, WMM, WKKK, KWMT, Heavy: WDAF, Medium: WBGW, WAJR, WEZL, WTVY, WOKK, WQMS, KXYX, KRMD, WOV, KTTS, KFDI, KUZZ, KRWQ, KQIL, KEIN, KNIX, KALF, KCKC

BILLY BURNETTE "Soldier Of Love" (MCA/Curb) 49/3

Rotations: Heavy 0, Medium 21, Light 28, Total Adds 3, WFOR, WOUZ, KTTS, Medium: WAJR, WIXY, KRVR, KYKR, WTVY, WESC, WOKK, WKSJ, WQMS, WPAP, WQYK, WTCM, KRKT, KKCS, KRWQ, KQIL, KEIN, KALF, KSOP, KIGO

SIGNIFICANT ACTION

DONNA FARGO "Woman Of The 80s" (Mercury/PolyGram) 39/5

Rotations: Heavy 1, Medium 10, Light 28, Total Adds 5, WBGW, WAJR, KEAN, KRVR, WGEI, Heavy: WTSV, Medium: WOKK, KXYX, KSO, WOV, KRKT, KEIN, KALF, KSOP, KIGO, Light: WKYG, KXYX, WAXX, KVOD, KFDI, KUUY

TOM T. HALL "Susie's Beauty Shop" (Mercury/PolyGram) 39/0

Rotations: Heavy 0, Medium 14, Light 25, Total Adds 0, Medium: WTSV, WEZL, WTVY, KXYX, KWMT, WGEI, WOV, KTTS, KFDI, KRKT, KEIN, KALF, KSOP, KIGO, Light: WCAO, WBGW, WWSA, KSO, KRWQ, KGA

A.J. MASTERS "Love Keep Your Distance" (Bermuda Dunes) 38/2

Rotations: Heavy 0, Medium 10, Light 28, Total Adds 2, WCAO, WKYG, Medium: WVAM, WAJR, WQMS, WOV, WTCM, KRKT, KEIN, KALF, KSOP, KIGO, Light: WEZL, KRKX, WLVI, KFGD, WACL, KTTS, KVOD

DAVID ALLAN COE & WILLIE NELSON "I've Already Cheated On You" (Columbia) 36/10

Rotations: Heavy 0, Medium 7, Light 29, Total Adds 10, WBGW, WEZL, WUSY, KRK, WOKK, WLVI, WPAP, WDAF, KEIN, KOLE, Medium: WTSV, KRKX, WESC, KXYX, KTTS, KFDI, KRKT

WILLIE NELSON "I'm Not Trying To Forget You" (Columbia) 35/24

Rotations: Heavy 0, Medium 5, Light 30, Total Adds 24, WRKZ, WHN, WXTU, WIXY, WYII, WESC, WTOR, KSO, KFGD, KWMT, WGEI, WDAF, WTSO, KCBJ, KXYX, WOV, KVOD, KFDI, KKAL, KUZZ, KUPL, KALF, KMPS, KIIM

LARRY BOONE "Stranger Things Have Happened" (Mercury/PolyGram) 35/3

Rotations: Heavy 0, Medium 15, Light 20, Total Adds 3, WVAM, WYII, KEAN, Medium: WTSV, WAJR, WCVR, KRVR, WTVY, WOKK, WLVI, WQYK, WOV, KTTS, WTCM, KFDI, KRKT, KEIN, KALF

ALMOST BROTHERS "What's Your Name" (MTM) 31/6

Rotations: Heavy 0, Medium 3, Light 28, Total Adds 6, KEAN, KXYX, WLVI, WRNL, KEIN, KOLE, Medium: WTSV, KYKR, WQMS, Light: WVAM, WBGW, WFOR, WIXY, KJNE, WOV, WWSQ, KVOD, KRKT, KRWQ, KIGO

TARI HENSLEY "I've Cried A Mile" (Mercury/PolyGram) 30/2

Rotations: Heavy 0, Medium 9, Light 21, Total Adds 2, KIKK, KRK, Medium: WTVY, WOKK, WLVI, WPAP, KXYX, KTTS, KFDI, KRKT, KQIL, Light: WIXY, KEAN, KASE, WIRK, WTOR, KSO, WDAF, KKAL, KRWQ, KSOP

MASON DIXON "Home Grown" (Premier) 29/12

Rotations: Heavy 0, Medium 4, Light 25, Total Adds 12, WCAO, WBGW, WAJR, WWSA, WYII, WEZL, WGTG, KPLX, WOKK, WQMS, KBMR, KPTK, Medium: WTVY, KXYX, KFDI

MALCHAK & RUCKER "Slow Motion" (Alpine) 27/2

Rotations: Heavy 0, Medium 4, Light 23, Total Adds 2, WGTG, WWSQ, WOUZ, WTCM, KEIN, KIGO, Light: WVAM, WBGW, WYII, KRVR, WOKK, WPAP, KJNE, WIRK, WACL, KVOD, KRKT, KRWQ, KALF, KSOP

ROBIN LEE "If You're Anything Like Your Eyes" (Evergreen) 25/6

Rotations: Heavy 0, Medium 3, Light 22, Total Adds 6, WVAM, WIXY, KEAN, WMM, WTHI, KPTK, Medium: KRVR, WLVI, KSOP, Light: WEZL, WGTG, WTVY, WOKK, WPAP, KJNE, WAXX, KFGD, WACL, WTCM, KFDI, KVOD, KRVC, KRWQ, KALF, KIGO

BOBBY BARE "Real Good" (EMI America) 25/4

Rotations: Heavy 0, Medium 5, Light 20, Total Adds 4, WQMS, WRNL, WOV, KTTS, Medium: WVAM, WOKK, KSOP, KIGO, Light: WBGW, WIXY, WYII, KEAN, KPLX, WTVY, KHEY, KXYX, WIRK, KSO, KWMT, KXYX, KVOD, KFDI, KKAL, KFPE, KALF

LEON EVERETTE "Sad State Of Affairs" (Orlando) 23/7

Rotations: Heavy 0, Medium 6, Light 17, Total Adds 7, WCAO, WYII, WEZL, WGTG, WQMS, WPAP, KWMT, Medium: WTVY, WLVI, KXYX, KTTS, KFDI, KRKT, Light: WVAM, WIXY, KRVR, WESC, WWSA, WTKA, WFCM, KFGD, WTCM, KVOD, KRWQ, KSOP

ROGER MILLER "Some Hearts Get All The Breaks" (MCA) 23/3

Rotations: Heavy 0, Medium 5, Light 17, Total Adds 3, WAJR, WQYK, WTVY, KXYX, KTTS, KFDI, KRKT, KEIN, KIGO, Light: WBGW, WTSV, WYII, WWSA, WYII, WTVY, KILTFM, WPAP, KFGD, WOV, WACL, KRWQ, KALF, KSOP

CHARLY McCLAIN "So This Is Love" (Epic) 22/16

Rotations: Heavy 0, Medium 0, Light 22, Total Adds 16, WTSV, WOKQ, WFOR, WYII, KEAN, WESC, WIVK, WQMS, WTOR, WGEI, WOV, KVOD, KKAL, KVOD, KCGY, KALF, Light: WVAM, WBGW, KASE, WGTG, WIRK, KRWQ

MARTY STUART "All Because Of You" (Columbia) 22/10

Rotations: Heavy 0, Medium 4, Light 18, Total Adds 10, WBGW, WFOR, KRVR, WYBQ, WTVY, KFGD, KIK-FM, KRCS, KRWQ, Medium: KPLX, WAZM, WOUZ, Light: WQVR, KKIX, WOKK, WQMS, WPAP, KJNE, WIRK, KVOD, KIGO

JOHN ANDERSON "Honky Tonk Crowd" (WB) 21/21

Rotations: Heavy 0, Medium 3, Light 18, Total Adds 21, WVAM, WBGW, WTSV, WAJR, WKYG, WCVR, WIXY, KRVR, KKIX, WIRK, KKAL, KUZZ, KRWQ, KALF, Light: WGTG

TWO HEARTS "Feel Like I'm Falling For You" (MDJ) 18/2

Rotations: Heavy 0, Medium 2, Light 16, Total Adds 2, WKYG, KXYX, Medium: WTCM, KIGO, Light: WBGW, WYII, KRVR, WUSY, WLVI, KXYX, WIRK, KFGD, KTTS, KVOD, KFDI, KRWQ, KQIL, KALF

STEVE WARINER "Starting Over Again" (MCA) 15/14

Rotations: Heavy 0, Medium 1, Light 14, Total Adds 14, WVAM, WBGW, WCVR, KASE, KYKR, WMM, KIKK, KSSN, WSK, KKAL, KUZZ, KRWQ, KALF, Light: WGTG

LOWES "Good And Lonesome" (NSD) 14/2

Rotations: Heavy 0, Medium 5, Light 9, Total Adds 2, WCAO, KPTK, Heavy: KTTS, Medium: WTVY, WLVI, KFGD, KFDI, KSOP, Light: WPAP, KXYX, KSO, KWMT, WOV, KVOD

BARBARA MANDELL "No One Mends A Broken Heart Like You" (MCA) 13/13

Rotations: Heavy 0, Medium 2, Light 11, Total Adds 13, WVAM, WTSV, WCVR, KASE, KIKK, WSM, WWSA, KBMR, KXYX, WIRK, KKAL, KUZZ, KRWQ, KALF, Light: WGTG

RANDY TRAVIS "Diggin' Up Bones" (WB) 11/3

Rotations: Heavy 1, Medium 1, Light 9, Total Adds 3, KEAN, WYNN, WTOR, Heavy: KBMR, Medium: KUZZ, Light: KRVR, WKLO, WPAP, KYGO, KUGN, KQIL

JACKY WARD "Georgia Blue Eyes" (Luv) 11/3

Rotations: Heavy 0, Medium 1, Light 10, Total Adds 3, WYII, KFDI, KRWQ, Medium: KSOP, Light: KSO, WOV, KTTS, WTCM, KRWQ, KQIL, KQIL

BUTCH BAKER "That's What Her Memory Is For" (Mercury/PolyGram) 11/2

Rotations: Heavy 0, Medium 0, Light 11, Total Adds 2, WIVK, KFDI, Light: KEAN, WGTG, WTVY, KIKK, WPAP, KXYX, WOV, KTTS, KVOD

JOHNNY DUNCAN "Texas Moon" (Parade) 11/1

Rotations: Heavy 0, Medium 2, Light 9, Total Adds 1, KWMT, Medium: KXYX, KFDI, Light: KSO, KTTS, WTCM, KVOD, KKAL, KRWQ, KQIL, KQIL

ROSIE FLORES "I'm Walkin'" (Reprise/WB) 10/3

Rotations: Heavy 0, Medium 2, Light 8, Total Adds 3, KRK, KWMT, KVOD, Medium: KTTS, KSON, Light: WBGW, KXYX, WTCM, KRWQ, KALF

TOM WOPAT "I Won't Let You Down" (EMI America) 10/2

Rotations: Heavy 0, Medium 2, Light 8, Total Adds 2, KFDI, KRWQ, Medium: WLVI, WQMS, Light: WOKK, WPAP, KJNE, WIRK, KFGD, WTSO

JERRY LEE LEWIS "Sixteen Candles" (America Smash/PolyGram) 8/3

Rotations: Heavy 0, Medium 1, Light 7, Total Adds 3, WIRK, KSO, KQLO, Medium: KKAL, Light: WCVR, KXYX, KRWQ, KALF

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
HANK WILLIAMS JR./Mind Your Own Business (WB/Curb)	Montana Cafe
GEORGE STRAIT/Rhythm Of The Road (MCA)	#7
FORESTER SISTERS/Drawn To The Fire (WB)	Perfume, Ribbons, & Pearls
GIRLS NEXT DOOR/I Can't Say It On The Radio (MTM)	Girls Next Door
HOLLY DUNN/Daddy's Hands (MTM)	Holly Dunn
EDDIE RABBITT/Singing In The Subway (RCA)	Rabbit Trax



"CAN'T STOP LOVE" (B-72071)

SCHUYLER, KNOBLOCH AND OVERSTREET

BREAKER R&R: 38 BB: 43



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21 MUSIC SQUARE EAST NASHVILLE, TN 37203

COMMUNITY REPORTS

EAST		SOUTH		MIDWEST		WEST	
MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST
Restless Heart (RCA)	Conway Twitty (WB)	Restless Heart (RCA)	Hank Williams Jr. (WB/Curb)	E.T. Conley & A. Pointer (RCA)	D. Williams (Capitol)	Restless Heart (RCA)	Conway Twitty (WB)
E.T. Conley & A. Pointer (RCA)	Don Williams (Capitol)	Lee Greenwood (MCA)	Don Williams (Capitol)	Lee Greenwood (MCA)	John Schneider (MCA)	E.T. Conley & A. Pointer (RCA)	T.G. Sheppard (Columbia)
John Anderson (WB)						Don Williams (Capitol)	Don Williams (Capitol)

EAST

WBNA-FM Albany, NY none	WTV Carmel, IN COMET & POINTER RESTLESS HEART SOUTHERN PACIFIC None!	WVBY Pittsburgh, PA none	WVBY Pittsburgh, PA COMET & POINTER RESTLESS HEART SOUTHERN PACIFIC None!
WPTA Albany, NY none	WVBY Pittsburgh, PA COMET & POINTER RESTLESS HEART SOUTHERN PACIFIC None!	WVBY Pittsburgh, PA COMET & POINTER RESTLESS HEART SOUTHERN PACIFIC None!	WVBY Pittsburgh, PA COMET & POINTER RESTLESS HEART SOUTHERN PACIFIC None!
WVBT Albany, NY none	WVBY Pittsburgh, PA COMET & POINTER RESTLESS HEART SOUTHERN PACIFIC None!	WVBY Pittsburgh, PA COMET & POINTER RESTLESS HEART SOUTHERN PACIFIC None!	WVBY Pittsburgh, PA COMET & POINTER RESTLESS HEART SOUTHERN PACIFIC None!
WVBT Albany, NY none	WVBY Pittsburgh, PA COMET & POINTER RESTLESS HEART SOUTHERN PACIFIC None!	WVBY Pittsburgh, PA COMET & POINTER RESTLESS HEART SOUTHERN PACIFIC None!	WVBY Pittsburgh, PA COMET & POINTER RESTLESS HEART SOUTHERN PACIFIC None!

MIDWEST

WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none
WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none
WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none
WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none

SOUTH

WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none
WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none
WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none
WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none

WEST

WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none
WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none
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WEST

WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none
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WEST

WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none
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WEST

WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none
WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none
WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none
WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none

WEST

WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none
WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none
WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none
WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none	WVBY Albany, OH none

161 Reporters
152 Current Reports
The following stations reported
no change in their rotations
this week:

KRKT/Albany
WGNA/Albany
WPTA/Albany
KYAK/Albany
WKHX/Chicago
WYRK/Buffalo
KLZ/Denver
WVBY/Albany
WTCR/Huntington
CHOW/Ottawa
WKJK/Raleigh-Durham
WNYR/Rochester
WKCO/Saginaw
KTOM/Salinas
KSDP/Salt Lake City
WTD/Toledo
KJNE/Waco

The following stations failed to
report this week and their
rotations were frozen:

WCOS/Columbia
WVBY/Albany
KOIL/Grand Junction
KLLL/Lubbock
WXCL/Peoria
KYXV/San Antonio
KCBO/San Diego
KOJA/Spokane
WTCM/Traverse City

FULL-SERVICE AC

TOP 20

Three Weeks Last Weeks

1	1	1	1	PETER CETERA /Glory Of Love (Full Moon/WB)
4	2	2	2	JEFFREY OSBORNE /You Should Be Mine (A&M)
8	5	3	3	MIAMI SOUND MACHINE /Words Get In The Way (Epic)
9	6	5	4	DOUBLE /The Captain Of Her Heart (A&M)
17	12	9	5	GORDON LIGHTFOOT /Anything For Love (WB)
—	18	12	6	LIONEL RICHIE /Dancing On The Ceiling (Motown)
15	13	10	7	ROD STEWART /Love Touch (WB)
14	11	8	6	GENESIS /Invisible Touch (Atlantic)
2	3	4	9	MOODY BLUES /Your Wildest Dreams (Polydor/PG)
—	16	13	10	MIKE & THE MECHANICS /Taken In (Atlantic)
—	16	13	11	CARL ANDERSON & GLORIA LORING /Friends And Lovers (Carrere/CBS)
3	4	12	12	DAVID FOSTER & OLIVIA NEWTON-JOHN /The Best Of Me (Atlantic)
11	9	7	13	BILLY JOEL /Modern Woman (Epic)
—	19	18	14	MICHAEL McDONALD /Sweet Freedom (MCA)
7	7	11	15	BILLY OCEAN /There'll Be Sad Songs (To Make You Cry) (Jive/Arista)
BREAKER	10	17	17	BERLIN /Take My Breath Away (Columbia)
20	20	17	17	SADE /Is It A Crime? (Portrait/CBS)
19	17	15	18	JACKSON BROWNE /In The Shape Of A Heart (Asylum)
6	8	14	19	HOWARD JONES /No One Is To Blame (Elektra)
BREAKER	20	20	20	HUEY LEWIS & THE NEWS /Stuck With You (Chrysalis)

AUGUST 1, 1986

Total Reports/Adds	Heavy	Medium	Light
45/0	43	1	1
46/0	38	6	2
43/1	36	5	2
40/1	33	7	0
40/0	14	21	5
35/5	15	18	2
30/2	20	10	0
30/0	21	9	0
34/0	14	16	4
34/2	12	18	4
33/4	11	17	5
29/0	17	8	4
29/2	15	9	5
30/4	7	19	4
27/0	6	15	6
24/3	6	14	4
24/1	5	13	6
22/1	11	8	3
24/0	6	13	5
24/14	1	11	12

MOST ADDED

NEIL DIAMOND (16)
HUEY LEWIS & THE NEWS (14)
AIR SUPPLY (8)
BILLY OCEAN (7)
EL DeBARGE (7)

HOTTEST

PETER CETERA (38)
MIAMI SOUND MACHINE (29)
JEFFREY OSBORNE (29)
DOUBLE (27)
ROD STEWART (17)
GENESIS (16)

BREAKERS

BERLIN

Take My Breath Away (Columbia)

51% of our reporters on it. Rotations: Heavy 6, Medium 14, Light 4, Total Adds 3, WTVN, KFMB, WGY. Debuts at number 16 on the Full-Service chart.

HUEY LEWIS & THE NEWS

Stuck With You (Chrysalis)

51% of our reporters on it. Rotations: Heavy 1, Medium 11, Light 12, Total Adds 14 including WWKB, WTAE, WOBO, WISN, KOY, KFMB, WRWK, WSPD, KBOI. Debuts at number 20 on the Full-Service chart.

NEW & ACTIVE

JACKSON BROWNE "In The Shape Of A Heart" (Asylum) 22/1

Rotations: Heavy 11/0, Medium 9/0, Light 3/1, Total Adds 1, WOBO, Heavy: WSB, KJR, WCHS, KUGN, WNNR, WPOE, WTKO, WSTU, WASK, KYJC, KVEC. Medium: WFBF, WTVN, WGOW, WHBC, WSPD, KSL, WMTR, WJBC.

MONKEES "That Was Then, This Is Now" (Arista) 21/3

Rotations: Heavy 0, Medium 11/0, Light 10/3, Total Adds 3, WPRO, KHOW, WIBA, Medium: WISN, WTMJ, KFMB, WELI, WGOV, WSPD, KOB, KSL, WNNR, WPOE, WMTR, Light including WICC, WCHS, WRWK, WSTU, WJBC, WASK, KFOD.

BILLY OCEAN "Love Zone" (Jive/Arista) 19/7

Rotations: Heavy 0, Medium 10/1, Light 9/5, Total Adds 7, KFMB, WCC, WELI, WGOW, WCIL, WASK, KFOD, Medium including WFBF, KJR, WGY, KUGN, KSL, WMTR, KTWY, KYJC, KVEC.

STEVE WINWOOD "Higher Love" (Island/WB) 19/3

Rotations: Heavy 1/0, Medium 13/0, Light 5/3, Total Adds 3, WICC, WGOW, WRWK, Heavy: WMTR, Medium: WWKB, KOY, KJR, WCHS, WHAS, WRVA, WHBC, WNNR, WTKO, WSTU, WCIL, KTWY, KYJC.

MADONNA "Papa Don't Preach" (Sire/WB) 18/0

Rotations: Heavy 9/0, Medium 7/0, Light 2/0, Total Adds 0, Heavy: WFBF, 55KRC, WICC, WELI, WHAS, WMTR, WSTU, WCIL, KYJC, Medium: KHOW, KJR, WCHS, WGOW, WSPD, WNNR, WTKO.

NEIL DIAMOND "The Story Of My Life" (Columbia) 16/16

Rotations: Heavy 1/1, Medium 5/5, Light 10/10, Total Adds 16, WFBF, WPRO, WISN, WTMJ, KHOW, KFMB, WTKC, WHBY, KBOI, KUGN, KSL, WPOE, WMTR, WGBR, WJBC, KVEC.

EL DeBARGE "Love Always" (Gordy/Motown) 16/7

Rotations: Heavy 0, Medium 6/1, Light 10/5, Total Adds 7, WISN, WRWK, WSPD, WMTR, WJBC, WCIL, KFOD, Medium including WFBF, WELI, KUGN, KSL, KVEC, Light including WCCO, WHBY, WGBR, KYJC.

BANGLES "If She Knew What She Wants" (Columbia) 16/0

Rotations: Heavy 1/0, Medium 10/0, Light 5/0, Total Adds 0, Heavy: WPOE, Medium: WTVN, KFMB, KJR, WCHS, WTKC, WHBC, WSPD, WASK, KTWY, KYJC, Light: WTKO, WSTU, KFOD.

SHEENA EASTON "So Far So Good" (EMI America) 15/4

Rotations: Heavy 0, Medium 6/1, Light 9/3, Total Adds 4, WISN, WGY, WMTR, Medium including WFBF, KSL, WJBC, KTWY, KVEC, Light including WCCO, KFMB, WNNR, WPOE, WTKO, KFOD.

LIMAH! "Love In Your Eyes" (EMI America) 15/1

Rotations: Heavy 1/0, Medium 6/0, Light 8/1, Total Adds 1, WSPD, Heavy: WHBY, Medium: WFBF, KUGN, WPOE, WGBR, KYJC, KVEC.

WHITNEY HOUSTON "All At Once" (Arista) 13/2

Rotations: Heavy 4/0, Medium 5/1, Light 4/1, Total Adds 2, KFMB, WASK, Heavy: KHOW, WTKC, WELI, WGY, Medium including WPRO, KUGN, KSL, KVEC.

WHAM! "The Edge Of Heaven" (Columbia) 11/3

Rotations: Heavy 0, Medium 3/1, Light 8/2, Total Adds 3, WWKB, 55KRC, WGOW, Medium including WMTR, WSTU, Light including KHOW, WICC, WSPD, WNNR, WTKO, KYJC.

LARRY CARLTON "Smiles And Smiles To Go" (MCA) 10/1

Rotations: Heavy 1/0, Medium 4/0, Light 5/1, Total Adds 1, WSPD, Heavy: WHBY, Medium: WISN, KUGN, WJBC, KVEC.

GRAHAM NASH "Sad Eyes" (Atlantic) 10/0

Rotations: Heavy 2/0, Medium 7/0, Light 1/0, Total Adds 0, Heavy: WHBY, KTWY, Medium: WCCO, KUGN, WPOE, WJBC, WASK, KYJC, KVEC, Light: WSPD.

GEORGE BENSON "Kisses In The Moonlight" (WB) 9/4

Rotations: Heavy 0, Medium 4/2, Light 5/2, Total Adds 4, KUGN, WPOE, WJBC, KYJC, Medium including KFMB, KSL, Light including WCCO, WHBY, WGBR.

RONNIE MILSAP "In Love" (RCA) 9/2

Rotations: Heavy 0, Medium 4/0, Light 5/2, Total Adds 2, WIBA, KFOD, Medium: WTMJ, WCCO, WHBY, KVEC, Light including WISN, WGBR, WJBC.

MICHAEL SEMBELL "Wonder Where You Are" (A&M) 9/0

Rotations: Heavy 0, Medium 3/0, Light 6/0, Total Adds 0, Medium: WCCO, WPOE, KTWY, Light: WTKO, WMTR, WGBR, WSTU, WASK, KYJC.

AIR SUPPLY "Lonely Is The Night" (Arista) 8/8

Rotations: Heavy 0, Medium 4/4, Light 4/4, Total Adds 8, WFBF, KBOI, KUGN, KSL, WPOE, WGBR, KYJC, KVEC.

MARY JANE GIRLS "Walk Like A Man" (Motown) 8/0

Rotations: Heavy 0, Medium 2/0, Light 6/0, Total Adds 0, Medium: WFBF, WSPD, Light: WCCO, WNNR, WMTR, WGBR, WSTU, KYJC.

SIGNIFICANT ACTION

ANITA BAKER "Sweet Love" (Elektra) 7/3

Rotations: Heavy 0, Medium 2/0, Light 5/3, Total Adds 3, WWKB, WPOE, WMTR, Medium: KFMB, KVEC, Light including WNNR, WSTU.

ROSIE VELA "Magic Smile" (A&M) 7/1

Rotations: Heavy 0, Medium 4/0, Light 3/1, Total Adds 1, WASK, Medium: WCCO, KUGN, WPOE, KTWY, Light including WGBR, KYJC.

BELINDA CARLISLE "Mad About You" (IRS/MCA) 6/2

Rotations: Heavy 2/0, Medium 1/0, Light 3/2, Total Adds 2, 55KRC, WICC, Heavy: WWKB, WHAS, Medium: WCIL.

JOHN MARTYN "Lonely Love" (Island) 6/0

Rotations: Heavy 0, Medium 4/0, Light 2/0, Total Adds 0, Medium: WHBY, KUGN, WPOE, KVEC, Light: WCCO, WGBR.

PHILIP BAILEY "Echo My Heart" (Columbia) 5/1

Rotations: Heavy 0, Medium 4/0, Light 1/1, Total Adds 1, WJBC, Medium: WCCO, WHBY, WPOE, KTWY.

MOODY BLUES "The Other Side Of Life" (Polydor/PolyGram) 4/4

Rotations: Heavy 0, Medium 2/2, Light 2/2, Total Adds 4, WFBF, KFMB, WPOE, KVEC.

BILLY JOEL "A Matter Of Trust" (Columbia) 3/3

Rotations: Heavy 0, Medium 1/1, Light 2/2, Total Adds 3, WICC, WPOE, WJBC.

TEMPTATIONS "Lady Soul" (Gordy/Motown) 3/3

Rotations: Heavy 0, Medium 0, Light 3/0, Total Adds 3, WHBY, WNNR, WGBR.

OARLY HALL "Dreamtime" (RCA) 3/2

Rotations: Heavy 0, Medium 0, Light 3/2, Total Adds 2, WICC, KYJC, Light including WMTR.

KEEP IT DARK "Dreamer" (Elektra) 3/1

Rotations: Heavy 0, Medium 0, Light 3/1, Total Adds 1, WASK, Light including WHBC, KYJC.

VIKTIM "Night Living" (No Parking) 3/1

Rotations: Heavy 0, Medium 0, Light 3/1, Total Adds 1, WGBR, Light including WCCO, WPOE.

STARSHIP "Before I Go" (Grunt/RCA) 3/0

Rotations: Heavy 0, Medium 0, Light 3/0, Total Adds 0, Light: WIBA, WNNR, WMTR.

QUEEN "A Kind Of Magic" (Capitol) 3/0

Rotations: Heavy 0, Medium 0, Light 3/0, Total Adds 0, Light: WNNR, WTKO, WMTR.

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AOR ALBUMS

Three Weeks	Two Weeks	Last Week	160 Reports	AUGUST 1, 1986	Total Reports/Adds	Power	Heavy	Medium
2	2	2	1 STEVE WINWOOD/Back In The High Life (Island)	"Higher" (132) "Split" (122) "Take" (41)	160+/1	65-	151-	9+
1	1	1	2 GENESIS/Invisible Touch (Atlantic)	"Throwing" (128) "Confusion" (80) "Deep" (45)	158-/0	36-	140+	18-
3	3	3	3 PETER GABRIEL/So (Geffen)	"Rain" (123) "Eyes" (115) "Sledgehammer" (25)	154=/2	45+	130-	24+
5	4	4	4 VAN HALEN/5150 (WB)	"Walks" (119) "Summer" (73) "Dreams" (18)	128=/1	47-	110+	18-
6	6	5	5 DAVID LEE ROTH/Eat 'Em And Smile (WB)	"Tobacco" (99) "Yankee" (98) "Crazy" (51)	131+/2	25-	85-	43+
7	7	6	6 EURYTHMICS/Revenge (RCA)	"Missionary" (145) "Tomorrow" (16) "Pain" (7)	150+/1	39+	111+	36-
4	5	7	7 FIXX/Walkabout (MCA)	"Built" (88) "Secret" (55) "Chase" (12)	128-/6	11-	60-	59+
13	13	10	8 BIG COUNTRY/The Seer (Mercury/PG)	"Look" (133) "Teacher" (4) "Seer" (2)	136-/3	17=	68+	64-
10	9	9	9 38 SPECIAL/Strength In Numbers (A&M)	"Somebody" (101) "Heart's" (35) "Like" (5)	118-/4	21-	74-	42+
14	14	11	10 JOHN C. MELLENCAMP/Scarecrow (Riva/PG)	"Rumbleseat" (112) "Rain" (1)	113-/1	34+	94+	18-
8	8	8	11 NEIL YOUNG/Landing On Water (Geffen)	"Touch" (133) "Weight" (12) "Hippie" (8)	137+/10	7+	36+	95-
17	17	16	12 BOB SEGER & THE SILVER.../Like A Rock (Capitol)	"Aftermath" (90) "You" (10) "Sometimes" (7)	104-/1	6-	56-	44-
20	16	15	13 GTR/GTR (Arista)	"Hunter" (118) "Heart" (13) "Jekyll" (3)	123+/7	13+	47+	66-
12	12	13	14 TOM COCHRANE & RED RIDER/Tom Cochrane & Red Rider (Capitol)	"Boy" (120) "Untouchable" (8) "River" (2)	121-/2	8+	52+	57-
11	11	12	15 RUTHLESS PEOPLE/Soundtrack (Epic)	"Ruthless" (111) "Modern" (5) "Stand" (4)	115-/1	16=	63-	48+
25	20	20	16 MOODY BLUES/The Other Side Of Life (Polydor/PG)	"Other" (101) "Wildest" (11) "Rock" (10)	115-/2	11-	53-	57-
34	22	22	17 ZZ TOP/Afterburner (WB)	"Velcro" (91) "Wood" (5) "Rough" (1)	96+/3	9-	53+	41-
7	15	17	18 BOB DYLAN/Knocked Out Loaded (Columbia)	"Mind" (101) "Ramble" (10) "Brownsville" (7)	113+/6	4+	23+	81-
18	18	18	19 R.E.M./Lifes Rich Pageant (IRS/MCA)	"Fall" (114) "Believe" (4) "Days" (3)	116 /35	4	16	88
31	31	29	20 EMERSON, LAKE & POWELL/Emerson, Lake & Powell (Polydor/PG)	"Score" (49) "Touch" (45) "Blind" (8)	94-/10	10-	32-	57+
32	29	24	21 VAN MORRISON/No Guru, No Method, No Teacher (Mercury/PG)	"Ivory" (111) "Warm" (6) "Back" (4)	111+/15	4+	26+	72+
15	19	21	22 BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)	"Kiss" (80) "Way" (25) "Down" (6)	95-/2	8+	36-	53-
34	26	27	23 GLASS TIGER/The Thin Red Line (Manhattan)	"Don't" (95) "Thin" (5) "Somebody" (2)	101+/5	3=	34+	57-
31	31	29	24 ROD STEWART/Rod Stewart (WB)	"Night" (43) "Red" (27) "Touch" (21)	93-/2	4=	29-	61-
26	25	25	25 ALVIN LEE/Detroit Diesel (21/Atco)	"Detroit" (93) "Talk" (8) "Shot" (1)	100+/10	1+	13+	72+
34	26	27	26 KIM MITCHELL/Shakin' Like A Human Being (Atlantic)	"Patio" (86) "Hold" (4) "Lucky" (2)	91+/7	2+	21+	62+
9	10	14	27 JOURNEY/Raised On Radio (Columbia)	"Suzanne" (52) "Girl" (13) "Once" (2)	62-/0	10-	35-	23-
31	31	29	28 MODELS/Out Of Mind Out Of Sight (Geffen)	"Fever" (82) "Mind" (1) "Ringin'" (1)	84+/6	0=	13=	57+
26	25	25	29 JOAN ARMATRADING/Sleight Of Hand (A&M)	"Kind" (56) "Reach" (8) "Jesse" (6)	64-/0	4+	20-	39-
28	32	33	30 HONEYMOON SUITE/The Big Prize (WB)	"Take" (59) "Along" (6) "Attitude" (5)	66-/3	3+	19+	41-
DEBUT	19	21	31 BILLY JOEL/The Bridge (Columbia)	"Trust" (58) "Running" (6) "Modern" (4)	65 /60	0	17	40
24	26	26	32 ICEHOUSE/Measure For Measure (Chrysalis)	"Border" (35) "Promises" (22) "Paradise" (6)	62-/10	2=	16-	32+
30	30	34	33 CALL/Reconciled (Elektra)	"Everywhere" (61) "Oklahoma" (3) "Believe" (1)	62-/3	4=	12-	38-
30	30	34	34 DANNY WILDE/The Boyfriend (Island)	"Enough" (61) "Body" (2)	63-/1	6-	19-	37-
21	24	32	35 FABULOUS THUNDERBIRDS/Tuft Enuff (CBS Associated)	"Wrap" (25) "Look" (19) "Amnesia" (3)	49-/3	2=	15-	29-
DEBUT	40	40	36 DAVID & DAVID/Boomtown (A&M)	"Welcome" (62) "Easy" (2) "River's" (2)	66+/20	0=	3+	49+
DEBUT	39	39	37 INXS/Listen Like Thieves (Atlantic)	"Kiss" (55) "Listen" (4)	57+/16	2=	8=	36+
39	39	40	38 ROB JUNGKLAS/Closer To The Flame (Manhattan)	"Memphis" (59) "Heaven" (4) "Girl" (2)	62+/6	3=	10-	32+
DEBUT	39	40	39 BEAT FARMERS/Van Go (MCA/Curb)	"Riverside" (58) "Deceiver" (2) "Chevrolet" (2)	59+/4	1=	9+	34-
DEBUT	39	40	40 QUIET RIOT/QR III (Pasha/CBS)	"Wild" (62) "Main" (3) "Twilight" (1)	64+/3	2+	3-	44+

BREAKERS

R.E.M.
Lifes Rich Pageant (IRS/MCA)
73% of our reporters on it.

ALVIN LEE
Detroit Diesel (21/Atco)
63% of our reporters on it.

NEW & ACTIVE

SMITHEREENS "Especially For You" (Enigma) 54/6 (49/2)
Adds: KGB, WFV, WAPL, WHMD, KFMQ, WCTX, Heavy 7, WBCN, WNEW, WVRT, 91X, WHFS, WOUR, KTYD, Medium 37 including KBCD, WHCN, WHEB, WPDH, KLB, KNCN, WTUE, KIL, KZEL, KDJK.

CINDERELLA "Night Songs" (Mercury/PolyGram) 50/10 (39/6)
Adds: KSHE, KMET, WSKS, KMOD, WXRK, WRFU, KTAL, KQWB, WCTX, KDZZ, Powers 1, Heavy 4 including WYSP, KISS, KRIX, Medium 37 including WYYY, WBAB, WXRK, WMMR, WHYY, KTXO, KZEW, WOFM, KUPD, KGB.

DOKKEN "Under Lock And Key" (Elektra) 45/3 (47/7)
Adds: KUPD, WEZX, KMDD, Heavy 3: KISS, KILD, KTAL, Medium 39 including WXRK, WHYY, KSRR, WOFM, KORS, KBPI, KLD, KGB, KOME, WPYX.

CHRIS THOMPSON "The High Cost Of Living" (Atlantic) 33/2 (31/0)
Adds: KZEP, KQWB, Heavy 1: KSPN, Medium 27 including WXRK, WOFM, KBCO, KZAP, KFDG, KDME, WTUE, KMOD, KMBY.

RUN D.M.C. "Raising Hell" (Profile) 29/7 (24/7)
Adds: WMMR, KSJD, WHFS, WAAF, WBLM, KFMX, WCFZ, Powers 1, Heavy 3: WPLR, WSKS, WHMD, Medium 17 including WVRT, WLVD, KBPI, KRIO, 91X, CFOX, WKLC, CHEZ, WIMZ.

MIKE & THE MECHANICS "Mike & The Mechanics" (Atlantic) 23/1 (24/1)
Adds: WKLC, Powers 4, Heavy 11 including WSHE, WLVO, KINK, CFOX, WZZD, WFVY, WKDF, WWCT, WZZQ, Medium 12 including KSRR, WDLR, WRDU, WSKS, WXL, KGGG, K97, WWWW.

SHADOWFAX "Too Far To Whisper" (Windham Hill) 23/0 (24/2)
Heavy 1: KFOG, Medium 19 including WVRT, KBCD, WPYX, WHCN, WROK, KICT, WRKI, KKGR.

JACKSON BROWNE "Lives In The Balance" (Asylum) 22/7 (17/0)
Adds: WEZX, WAAF, KLAQ, KIL, WRFU, KRQU, KOZZ, Heavy 3: KINK, KLB, WKKE, Medium 18 including WLUP, WLLZ, WRF, KBCO, KGN, WTUE, WLA, KMOD.

CHRIS DeBURGH "Into The Light" (A&M) 22/1 (22/1)
Adds: CFNY, Heavy 4: CHOM, KESI, KSPN, KROU, Medium 14 including KTCZ, KAZY, KBCO, CHEZ, WTUE, K97, WIZN, KKGR.

HEART "Heart" (Capitol) 22/1 (23/6)
Adds: KMOD, Powers 1, Heavy 6: KLOS, WCMF, WIMZ, WWCT, KZEL, WZZQ, Medium 13 including WBAB, WHYY, WSHE, KBPI, CFOX, WAAF, WRXL, WGR, WBLM.

QUEENSRYCHE "Rage For Order" (EMI America) 22/1 (23/6)
Adds: KTAL, Heavy 0, Medium 13 including WBAB, WOFM, KUPD, KGB, KISW, KNCN, KISS, KIL, KOMP, KLPX.

Continued on Page 71

HEARTACHE

The Debut American Track From
One Of England's Most Important Bands

Gene Loves
Jezebel



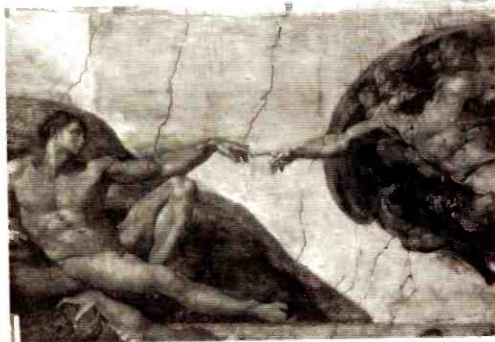
GEFFEN RECORDS

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BEGGARS BANQUET

"LOVE WALKS IN"

TO THE ROCK & ROLL ADDRESS
OF THE YEAR:
5150



THE NEW SINGLE
FROM

VAN HALEN

1st WEEK:
#1 MOST ADDED CHR
85/84

Produced By Van Halen, Mick Jones and Donn Landee
Personal Management: Ed Leffler/E.L. Management, Inc.

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70/R&R FRIDAY, AUGUST 1, 1986

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

Three Weeks	Two Weeks	Last Week		160 Reports	Total Reports/Adds	Power	Heavy	Medium
1	1	1	1	STEVE WINWOOD/Higher Love (Island)	132-/0	57-	126-	4-
5	3	2	2	EURHYTHMICS/Missionary Man (RCA)	145-/0	39+	108+	35-
—	4	3	3	HUEY LEWIS & THE NEWS/Stuck With You (Chrysalis)	144+/13	37+	107+	36-
8	4	3	4	VAN HALEN/Love Walks In (WB)	119+/2	44+	106+	12-
15	12	8	5	GENESIS/Throwing It All Away (Atlantic)	128+/11	19+	100+	27-
12	8	7	6	JOHN C. MELLENCAMP/Rumbleseat (Riva/Pg)	112-/1	34+	93+	18-
9	6	5	7	PETER GABRIEL/Red Rain (Geffen)	123-/4	21+	84-	38+
7	7	6	8	BIG COUNTRY/Look Away (Mercury/Pg)	133-/3	17=	67+	62-
23	17	11	9	PETER GABRIEL/In Your Eyes (Geffen)	115+/7	21+	81+	34-
33	19	17	10	STEVE WINWOOD/Split Decision (Island)	122+/13	8+	68+	54-
—	23	18	11	NEIL YOUNG/Touch The Night (Geffen)	133+/8	7+	36+	91-
18	13	12	12	MICK JAGGER/Ruthless People (Epic)	111-/0	16+	61-	46-
6	5	9	13	38 SPECIAL/Somebody Like You (A&M)	101-/2	20-	67-	31-
19	16	16	14	TOM COCHRANE & RED RIDER/Boy Inside The Man (Capitol)	120-/2	8+	51+	57-
—	25	15	15	DARYL HALL/Dreamtime (RCA)	114+/22	8+	46+	65+
36	24	22	16	GTR/The Hunter (Arista)	118+/11	11+	44+	65-
10	10	10	17	DAVID LEE ROTH/Yankee Rose (WB)	98-/3	23-	65-	30+
16	15	15	18	MOODY BLUES/The Other Side Of Life (Polydor/Pg)	101-/2	11-	49-	50-
30	20	20	19	ZZ TOP/Velcro Fly (WB)	91+/5	8-	50+	39-
13	11	13	20	BOB SEGER & THE SILVER.../The Aftermath (Capitol)	90-/1	5-	50-	38-
27	21	21	21	GENESIS/Land Of Confusion (Atlantic)	80+/7	11-	45-	35+
46	29	26	22	DAVID LEE ROTH/Tobacco Road (WB)	99+/16	2+	38+	56+
—	36	26	23	R.E.M./Fall On Me (IRS/MCA)	114+/33	3+	15+	89+
55	39	29	29	VAN MORRISON/Ivory Tower (Mercury/Pg)	111+/15	4+	25+	73+
—	48	28	25	BOB DYLAN/Got My Mind Made Up (Columbia)	101+/7	4+	21+	72-
49	37	31	26	GLASS TIGER/Don't Forget Me (When I'm Gone) (Manhattan)	95+/5	3=	32+	54-
38	33	30	27	FIXX/Built For The Future (MCA)	88+/14	2+	30+	52+
DEBUT	DEBUT	DEBUT	28	EDDIE MONEY/Take Me Home Tonight (Columbia)	86 /85	0	20-	59
53	43	32	32	ALVIN LEE/Detroit Diesel (21/Atco)	93+/9	1+	12+	71+
22	18	23	30	BRUCE HORNSBY & THE RANGE/Every Little Kiss (RCA)	80-/1	5+	27-	48-
44	35	33	31	KIM MITCHELL/Patio Lanterns (Atlantic)	86+/7	2+	20+	58+
52	36	34	32	VAN HALEN/Summer Nights (WB)	73+/3	1+	28-	41+
2	2	14	33	FIXX/Secret Separation (MCA)	55-/0	8-	35-	16-
4	9	19	34	JOURNEY/Suzanne (Columbia)	52-/0	10-	35-	15-
42	40	38	35	MODELS/Cold Fever (Geffen)	82+/6	0=	12=	56+
DEBUT	DEBUT	DEBUT	36	GEORGE THOROGOOD &.../Reelin' & Rockin' (EMI America)	67 /63	0	9	49
39	38	37	37	DANNY WILDE/Isn't It Enough (Island)	61-/0	6-	18-	36-
3	14	24	38	EMERSON, LAKE & POWELL/Touch & Go (Polydor/Pg)	45-/0	10-	25-	18+
37	41	41	39	HONEYMOON SUITE/What Does It Take (WB)	59-/3	2+	16+	36-
29	26	27	40	CALL/Everywhere I Go (Elektra)	61-/3	3+	11-	38-
48	45	42	41	DAVID LEE ROTH/Goin' Crazy (WB)	51-/2	1+	18-	30-
31	30	35	42	JOAN ARMSTRADING/Kind Words (A&M)	56-/0	3+	18-	33-
DEBUT	DEBUT	DEBUT	43	BILLY JOEL/A Matter Of Trust (Columbia)	58 /57	0	15	37
57	54	48	44	BEAT FARMERS/Riverside (MCA/Curb)	58+/4	1=	9+	33-
28	28	39	45	AC/DC/Who Made Who (Atlantic)	44-/1	2-	10-	31-
—	57	46	46	PAUL MCCARTNEY/Press (Capitol)	59+/12	2+	7+	42+
60	57	47	47	ROB JUNGKLAS/Memphis Thing (Manhattan)	59+/6	2+	8-	34+
58	55	54	48	STEVE WINWOOD/Take It As It Comes (Island)	41+/8	0=	20+	19=
40	42	46	49	GENESIS/In Too Deep (Atlantic)	45+/3	2-	16-	25+
DEBUT	DEBUT	DEBUT	50	DAVID & DAVID/Welcome To The Boomtown (A&M)	62+/17	0=	3+	46+
—	60	52	51	BONNIE RAITT/No Way To Treat A Lady (WB)	55+/28	0=	5+	42+
—	59	56	52	INXS/Kiss The Dirt (Falling...) (Atlantic)	55+/17	1=	6+	35+
DEBUT	DEBUT	DEBUT	53	QUIET RIOT/The Wild And The Young (Pasha/CBS)	62+/3	2+	3-	43+
DEBUT	DEBUT	DEBUT	54	EMERSON, LAKE & POWELL/The Score (Polydor/Pg)	49+/17	0=	6+	37+
DEBUT	DEBUT	DEBUT	55	CINDERELLA/Shake Me (Mercury/Pg)	50+/10	1=	4+	37+
41	49	49	56	GENESIS/The Last Domino (Atlantic)	33-/1	2+	18-	13-
—	60	55	57	ROD STEWART/A Night Like This (WB)	43-/4	1+	13-	30+
DEBUT	DEBUT	DEBUT	58	SMITHEREENS/Blood & Roses (Enigma)	50+/7	0=	7+	34+
—	59	58	59	DOKKEN/It's Not Love (Elektra)	45-/3	0=	3+	33-
DEBUT	DEBUT	DEBUT	60	GENESIS/Tonight, Tonight, Tonight (Atlantic)	30+/1	0-	14+	15+

BREAKERS

DARYL HALL
Dreamtime (RCA)
71% of our reporters on it.

R.E.M.
Fall On Me (IRS/MCA)
71% of our reporters on it.

BOB DYLAN
Got My Mind Made Up (Columbia)
63% of our reporters on it.

DAVID LEE ROTH
Tobacco Road (WB)
62% of our reporters on it.

AOR TRACKS

MOST ADDED

EDDIE MONEY/Take (85)
GEORGE THOROGOOD/Reelin' (63)
BILLY JOEL/Trust (57)
PAUL SIMON/AI (34)
R.E.M./Fall (33)
BONNIE RAITT/Treat (28)
DARYL HALL/Dreamline (22)
DAVID & DAVID/Welcome (17)
INXS/Kiss (17)
EMERSON, LAKE & POWELL/Score (17)

HOTTEST

STEVE WINWOOD/Higher (57)
VAN HALEN/Walks (44)
EURYTHMICS/Missionary (39)
HUEY LEWIS & NEWS/Stuck (37)
JOHN C. MELLENCAMP/Rumbleseat (34)
DAVID LEE ROTH/Yankee (23)
PETER GABRIEL/Eyes (21)
PETER GABRIEL/Rain (21)
38 SPECIAL/Somebody (20)
GENESIS/Throwing (19)

CHART CLIMBERS

GLASS TIGER "Don't Forget Me (When I'm Gone)" (Manhattan) 95/5 (91/8)
 Adds: WXRK, KUPD, KZAP, WTKX, KSTM. Heavy 32 including KTXQ, WSHE, KOME, WZZO, WCMF, WEZK, WOUR, WTUE, KGGO. Medium 54 including WIYY, WBAB, WNEW, WHJY, KSRR, WNOR, WLVO, WQFM, KORS, KSHE. Moves 31-26

ALVIN LEE "Detroit Diesel" (21/Atco) 93/9 (87/12)
 Adds: WHJY, DC101, WNOR, WQFM, KISW, WZZO, WQBK, KFMX, KOLA. Heavy 12 including WBCN, WNEW, WLLZ, WRIF, KORS, WYSP, KNKN, KISS, KFMM. Medium 71 including WIYY, KZEW, WLVO, KLOS, KUPD, KZAP, KGB, KFOG, WPYX. Moves 30-29

ZZ TOP "Velcro Fly" (WB) 91/5 (88/6)
 Adds: WMMR, WCKG, KFYZ, KOZZ, KOLA. Heavy 50 including WIYY, WBCN, WXRK, WHJY, KTXQ, WLVO, KSHE, KUPD, KGGO, KGB. Medium 39 including WBAB, WNEW, WQFM, WYVE, KZEW, KSRF, WNRD, WEBN, KPBI, KMET. Moves 30-19

FIXX "Built For The Future" (MCA) 88/14 (75/5)
 Adds: KZAP, DC101, WLVO, WCCC, WHEB, WAAF, WTKX, WWCN, WRFK. Heavy 30 including WHJY, KZEW, WLUP, WXRT, KBCC, 91X, KGB, KFOG, KOME. Medium 52 including WIYY, KTXQ, WNOR, KUPD, KZAP, KRQR, KISW, WHCN. Moves 30-27

EDDIE MONEY "Take Me Home Tonight" (Columbia) 86/85 (0/0)
 Adds: WBAB, WNEW, WKLS, WSHE, WLUP, WLVO, WRIF, KORS, KSHE, KLOS. Heavy 20 including WXRK, KZEW, WEBN, KRQR, KOME, WZZO, KNKN, KWHL. Medium 59 including WIYY, WMMR, WHJY, DC101, WAPL, WRCK, WLAV, WFBQ, KEZO, WIOT. Debuts at #28

KIM MITCHELL "Patio Lanterns" (Atlantic) 86/7 (81/2)
 Adds: WKLC, WIMZ, WKQQ, KMJX, WFBQ, WWCN, KJKB. Heavy 20 including WBCN, WYFN, WLUP, WOUR, KNKN, WTUE, KILO, KZEL, WRUF. Medium 58 including WNEW, WMMR, WHJY, KTXQ, KZEW, WSHE, WXRT, WQFM, KBCC. Moves 33-31

MODELS "Cold Fever" (Geffen) 82/6 (81/8)
 Adds: WPDH, WKLP, WWCN, WIZN, WRKI, WWTB. Heavy 12 including WBCN, WQFM, KUPD, WCCC, WMRV, KMBY, WHMD, KTYD. Medium 56 including WIYY, WNEW, WXRK, WHJY, WNOR, WLUP, KSHE, KBCC, KMET. Moves 38-35

GENESIS "Land Of Confusion" (Atlantic) 80/7 (77/9)
 Adds: KOME, WDH, WPDH, KNKN, WRDU, WIOT, KEZE. Heavy 45 including WXRK, WHJY, DC101, WLUP, KSHE, KZAP, 91X, KGB, KFOG. Medium 35 including WIYY, WBAB, WKLS, KTXQ, KSRR, WRIF, KORS, KMET, WPYX. Remains at #21

VAN HALEN "Summer Nights" (WB) 73/3 (68/5)
 Adds: WIYY, WKLS, KEZE. Heavy 28 including WXRK, WMMR, WHJY, KUPD, KGB, KOME, WHEB, WPDH, KISS. Medium 41 including DC101, WNOR, WLVO, WRIF, KMET, KISW, WYFN, WHCN. Moves 34-32

GEORGE THOROGOOD & THE DESTROYERS "Reelin' & Rockin'" (EMI America) 67/63 (1/1)
 Adds: WBAB, WNEW, WMMR, WHJY, WKLS, WEBN, WLVO, KORS, KLOS, KMET. Heavy 9 including WXRK, KZEW, WPDH, WAQX, WHTF, WQBO, WSKS, WXRC. Medium 49 including KISW, WPYX, WHCN, WEZK, WQMF, WDIJ, KWHL, KOZZ, KTYD. Debuts at #36

DAVID & DAVID "Welcome To The Boomtown" (A&M) 62/17 (45/22)
 Adds: WCKG, WXRT, KFOR, KFOG, WPYX, WHCN, KEZO, WLUP, WBLM. Heavy 3: WLUP, KLBJ, WIZN. Medium 46 including WIYY, KSRR, WLVO, KBCC, KLOS, KGB, KRQR, WHEB, WOUR. Debuts at #50

QUIET RIOT "The Wild And The Young" (Pasha/CBS) 62/3 (60/5)
 Adds: WLLZ, WYX, WCXN. Heavy 3: KRDK, KRAL, KWHL. Medium 43 including WIYY, WHJY, WRIF, KOME, KMET, KUPD, KGB, KOME, KISW. Moves 58-53

PAUL McCARTNEY "Press" (Capitol) 59/12 (49/49)
 Adds: including WKLS, WSHE, WLUP, KRQR, WPDH, KNKN, 91X, WBLM, WOOJ. Heavy 7 including KTCZ, WIMZ, WWCN, KICT, WHMD, KRQU. Medium 42 including WIYY, WBAB, WXRK, WMMR, WHJY, KTXQ, KZEW, WQFM, KUPD, WPYX. Moves 57-46

ROB JUNGTLAS "Memphis Thing" (Manhattan) 59/6 (56/6)
 Adds: KLOS, WAPL, KEZO, WWTB, KFMQ. Heavy 9 including WQFM, WQBO, WONE, WHMD, KRK, KQWB. Medium 34 including KZEW, WXRT, WEBN, WLVO, KBCC, KGB, WEZK, KLBJ, KNKN, WQMF. Remains at #47

BILLY IDOL "A Matter Of Trust" (Columbia) 58/7 (57/0)
 Adds: including WIYY, WNEW, WXRK, DC101, WKLS, WZZO, WHEB, WLAV, WFBQ, KEZO. Heavy 15 including WBAB, WSHE, WKLC, WCCC, WPLR, WKOD, WRXL, K97, WWWW. Medium 37 including WLVO, KBPI, KFOG, WPYX, WHCN, WEZK, KNKN, WIMZ, WRCK. Debuts at #43

BEAT FARMERS "Riverside" (MCA/Curb) 58/4 (56/4)
 Adds: WBCN, WAPL, KMCD, WCXN. Heavy 9: WQFM, 91X, KGB, KISW, WOUR, KLBJ, KZEL, KTCL, KQGL. Medium 33 including KTXQ, KYYS, KBCC, KMET, KROR, KUPD, KOME, WHEB, WEZK. Moves 48-44

BONNIE RAITT "No Way To Treat A Lady" (WB) 55/28 (27/27)
 Adds: including WKLS, KTXQ, WNOR, WXRT, KBPI, KZAP, KOME, WAAF, WIMZ, WDIJ. Heavy 5: KZEW, KINK, WIOO, WIZN, KSPN. Medium 42 including DC101, WSHE, KBCC, KGGO, KFOG, WHCN, WEZK, KLBJ. Debuts at #51

INXS "Kiss The Dirt (Falling...)" (Atlantic) 55/17 (38/14)
 Adds: including WSHE, KROO, WDH, WCCC, CHEZ, WYSP, KNKN, KQDS, WMRV, WQBK. Heavy 6 including WBCN, WHJY, WLIR, WPLR, WGIR. Medium 35 including WXRK, DC101, KSRR, WNOR, KUPD, 91X, KGB, KOME, WHCN. Moves 60-52

CINDERELLA "Shake Me" (Mercury/PolyGram) 50/10 (39/6)
 Adds: KSHE, KMET, WSKS, KMCD, WXRC, WRUF, KRAL, KQWB, WCXN, KOZZ. Heavy 4 including WYSP, KISS, KRKX. Medium 37 including WIYY, WBAB, WXRK, WMMR, WHJY, KTXQ, KZEW, WQFM, KUPD, KGB. Debuts at #55

SMITHEREENS "Blood & Roses" (Enigma) 50/7 (45/2)
 Adds: WSHE, KGB, WFTV, WAPT, WHMD, KFMQ. Heavy 7: WBCN, WNEW, WLUP, 91X, WHFS, WOUR, KTYD. Medium 34 including KBCC, WHCN, WHEB, WRDH, KLBJ, KNKN, WTUE, KILO. ZEL. Debuts at #58

EMERSON, LAKE & POWELL "The Score" (Polydor/PolyGram) 49/17 (32/9)
 Adds: including WIYY, WXRK, KZAP, WFBQ, WIOT, KOMP, KMBY, WBLM, WWWW, KOZZ. Heavy 6: WMMR, WQFM, KZEW, KRQR, WAQX, WYFY. Medium 37 including WHJY, DC101, KUPD, WPYX, WHCN, WEZK, WDIJ, KISS, WAPL. Debuts at #54

DOKKEN "It's Not Love" (Elektra) 45/3 (46/6)
 Adds: KUPD, WEZK, KMCD. Heavy 3: KISS, KILO, KRAL. Medium 33 including WXRK, WHJY, KSRR, WQFM, KORS, KPBI, KLOS, KGB, KOME, WPYX. Remains at #59

STEVE WINWOOD "Take It As It Comes" (Island) 41/8 (38/5)
 Adds: WZZO, CFNY, WHTF, WKOO, WFBQ, KZEL, WBLM, WKLT. Heavy 20 including WEBN, KSHE, KFOG, KRQR, WHCN, WEZK, WAPL, WLAV, WWWW. Medium 19 including WBAB, WKLS, KTXQ, 91X, WQMF, WDIJ, WFOK, WIOT, KILO. Moves 54-48

GENESIS "Tonight, Tonight, Tonight" (Atlantic) 30/1 (28/1)
 Adds: WRDU. Heavy 14 including WMMR, DC101, WLUP, KRQR, WZZO, WLAV, WBLM, KTYD. Medium 15 including WNEW, WSHE, WNOR, WHCN, WDIJ, WRQK, WFBQ, KICT, KILO. Debuts at #60

NEW & ACTIVE

38 SPECIAL "Heart's On Fire" (A&M) 35/16 (18/6)
 Adds: including KMET, KUPD, KOME, WHEB, WOUR, WLAV, KMCD, KZEL, KWHL. Powers 1, Heavy 8: KGB, WKQQ, KATT, KILO, WXRC, WWWW, WRUF, KRKX. Medium 22 including KTXQ, KLKL, WEBN, WLLZ, KSJO, WDI-A, WDIJ, KFMM, KMBY.

ICEHOUSE "Cross The Border" (Chrysalis) 35/14 (22/7)
 Adds: including WNEW, KROO, KUPD, WPYX, WHEB, KLBJ, KEZO, KZEL, KWHL. Powers 1, Heavy 6 including WXRT, 91X, KRQR, KILO, KRQU. Medium 21 including WQFM, KBCC, KFOG, WYFN, KMBY, KLPX, WIZN, WWWW, KOZZ.

PAUL SIMON "You Can Call Me Al" (WB) 34/34 (0/0)
 Adds: including WSHE, WXRT, CHEZ, WPDH, WEZK, WIMZ, WTKX, KKGR, KTYD. Powers 2, Heavy 5: WBCN, KTCZ, KBCC, WZEW, KESL. Medium 26 including WPDH, WKLS, KZEW, WROU, WAPL, WLAV, KZEL, WKFI, WWWW.

THOMPSON TWINS "Nothing In Common" (Arista) 30/7 (25/11)
 Adds: CHOM, WLUP, WEZK, WTUE, WMRV, WHMD, KSPN. Powers 2, Heavy 7 including KROO, 91X, WLIR, KKCY, KRQU, KQGL. Medium 18 including WNEW, KSRR, KAZY, KBCC, WZZO, WDH, WCCC, WONE, WLAV, WRKI.

DR. & THE MEDICS "Spirit In The Sky" (IRS/MCA) 30/6 (25/9)
 Adds: KGDN, WHFS, WLIR, WYSP, WIZN, WCPZ. Powers 1, Heavy 2: CFNY, KQGL. Medium 20 including WNEW, KSHE, KROO, KOME, WDH, WCCC, WHEB, WAAF, WKFI.

DAVID LEE ROTH "Ladies Nite In Buffalo?" (WB) 30/4 (28/2)
 Adds: KZAP, KRQR, WHTF, WRDU. Heavy 5: WEZK, KLAO, WYFY, WZEW, KTYD. Medium 23 including WEBN, WLVO, KFOG, WPYX, WOUR, WDIJ, WFBQ, KEZO, WIOT, KICT.

RUN D.M.C. "Walk This Way" (Profile) 28/7 (23/7)
 Adds: WMMR, KSJO, WHFS, WAAF, WBLM, KFMX, WCPZ. Powers 1, Heavy 3: WPLR, WSKS, WHMD. Medium 16 including WXRT, WLVO, KBPI, KROO, 91X, CFOX, WKLC, WIMZ.

ROONEY CROWELL "Let Freedom Ring" (Columbia) 28/0 (29/3)
 Adds: KZEL, KSPN, KVRE. Medium 17 including WLUP, KZAP, KFOG, KROR, WEZK, WRXL, KILO, KDJK, KTYD.

CHRIS THOMPSON "Love And Loneliness" (Atlantic) 26/2 (24/0)
 Adds: KZEP, KQWB. Heavy 0, Medium 22 including WXRK, WQFM, KZAP, KOME, KMCD, KMBY, KLPX, WRKI, WRUF, KOZZ.

BRUCE HORNSBY & THE RANGE "The Way It Is" (RCA) 25/7 (18/3)
 Adds: WNOR, WLUP, KLOS, WOUR, KFMG, KZEL, KEZE. Powers 3, Heavy 12 including KTCZ, KAZY, KBCC, WONE, WTUE, WLAV, KZOK, WIZN, WWWW. Medium 7 including WXRT, KORS, WIOO, WGIR, WXRC, KSOY.

RAINMAKERS "Let My People Go-Go" (Mercury/PolyGram) 24/6 (18/7)
 Adds: WBCN, WLLZ, WZZO, WHTF, KSTM, WCPZ. Heavy 1: KEZO. Medium 12 including WLUP, KYYS, WQFM, WEZK, WMRV, KICT, KILO, WIZN, WHMD.

QUEENSRYCHE "Walk In The Shadows" (EMI America) 21/1 (22/7)
 Adds: KATAL. Heavy 0, Medium 13 including WBAB, WQFM, KUPD, KGB, KISW, KNKN, KISS, KILO, KOMP, KLPX.

GREAT WHITE "Face The Day" (Capitol) 20/12 (8/6)
 Adds: including WBAB, WXRK, KOME, WDH, WHEB, WAQY, KDJK, KEZE. Heavy 0, Medium 12 including KUPD, KISS, KFMG, KILO, KZEL, KLPX, KRKX.

HEART "If Looks Could Kill" (Capitol) 20/1 (20/6)
 Adds: KMCD. Powers 1, Heavy 4: WIMZ, WWCN, KZEL, WZZO. Medium 13 including WBAB, WHJY, WSHE, KBPI, CFOX, WAAF, WRXL, WBLM.

FABULOUS THUNDERBIRDS "Look At That, Look At That" (CBS Associated) 19/6 (13/8)
 Adds: WPLR, WRUR, KNKN, WRXL, WRKI, WZZO. Heavy 2: KZOK, KRKX. Medium 15 including KUPD, KISS, KILO, KMBY, KSTM, KLPX, WWWW, WHMD.

MIKE & THE MECHANICS "Taken In" (Atlantic) 19/1 (20/1)
 Adds: WKLC, Powers 4, Heavy 10 including WSHE, WLVO, KINK, CFOX, WZZO, WIOO, WYFY, WWCN. Medium 9: KSRR, WRDU, WSKS, WPLR, KGGO, WWWW, WOOJ, KFMZ, WCPZ.

JACKSON BROWNE "Black And White" (Asylum) 18/10 (8/0)
 Adds: WLUP, KBCC, WEZK, WAAF, KLBJ, KLAQ, KILO, WRUF, KRQU, KOZZ. Heavy 1: KINK. Medium 16 including KAZY, WIOO, WONE, WTUE, WLAV, KMCD.

STEVE WINWOOD "Back In The High Life Again" (Island) 18/1 (17/2)
 Adds: KSTM. Powers 1, Heavy 9: WXRK, WXRT, CHEZ, KLAO, KKCY, WRKI, KESI, KKGR, KRQR. Medium 8 including WNEW, WLVO, KTCZ, KINK, KLBJ, KMCD, KZRR.

BLUESBUSTERS "Phone On A Ring" (Landslide) 17/6 (13/1)
 Adds: KTXQ, KZEW, KBCC, WHFS, WHEB, KFMQ. Heavy 2: KORS, KTCL. Medium 10 including WXRT, KAZY, WONE, WAPL, WTUE, KEZO, WQBK, WWTB.

DEVICE "Hanging On A Heart Attack" (Chrysalis) 17/0 (18/0)
 Heavy 5: KROO, 91X, WSKS, WWCN, KQGL. Medium 11 including KSRR, CFOX, WCCC, CHEZ, WWCN, WOOJ, WHMD.

LOVERBOY "Heaven In Your Eyes" (Columbia) 16/9 (7/6)
 Adds: including WSHE, WLVO, KLAO, KGGO, WCXN, WZZO. Heavy 2: WSKS, KRQU. Medium 13 including KBPI, WIMZ, WWCN, KZRR, KLPX, WBLM, WOOJ, KRKX.

BRICKLIN "When You're Done With Me" (A&M) 16/3 (16/0)
 Adds: WLVO, WCCC, WCPZ. Heavy 4: WMMR, WIOO, WYSP, KRQU. Medium 8 including WEBN, WZZO, WKLC, WHEB, WHTF, WQMF, KSOY.

EURYTHMICS "When Tomorrow Comes" (RCA) 16/1 (17/7)
 Adds: WPYX. Powers 1, Heavy 7: CHOM, KZEW, CHEZ, CFNY, KPDI, KRKX, KSPN. Medium 8 including WCKG, 91X, WDH, WIOO, KEZO, KSTM, KQGL.

BODEANS "Fadeaway" (Slash/WB) 16/0 (18/2)
 Heavy 6: WBCN, WXRT, WHFS, KZEL, KTCL, KVRE. Medium 8: KZEW, KBCC, WLIR, CHEZ, WBRU, WIBA, KQGL, KTYD.

MICHAEL McDONALD "Sweet Freedom" (MCA) 15/1 (15/0)
 Adds: K97. Powers 1, Heavy 7: KAZY, KINK, CFOX, WONE, WTUE, WHMD, WCPZ. Medium 6: WXRT, KBCC, KBPI, WWCN, K97, KZOK.

ROD STEWART "Another Heartache" (WB) 14/4 (12/1)
 Adds: WZZO, WKLC, WIOT, WRUF. Heavy 6 including CHEZ, WYFY, KZEL, WWWW, WZEW. Medium 8 including KTXQ, KGB, CFOX, WCCC, KZRR.

HANK WILLIAMS JR. "You Can't Judge A Book By The Cover" (WB/Curb) 14/1 (14/1)
 Adds: KORS. Heavy 2: WIMZ, WXRK. Medium 11 including WKLS, KFOG, WHCN, WHTF, KEZO, KICT, KKDJ, KDJK, KOZZ.

AOR ALBUMS

MOST ADDED

BILLY JOEL (60)
R.E.M. (35)
DAVID & DAVID (20)
INXS (16)
VAN MORRISON (15)
CINDERELLA (10)
EMERSON (10)
ICEHOUSE (10)
ALVIN LEE (10)
EMERSON, LAKE & POWELL (10)

HOTTEST

STEVE WINWOOD (65)
VAN HALEN (47)
PETER GABRIEL (45)
EURYTHMICS (39)
GENESIS (36)
JOHN C. MELLENCAMP (34)
DAVID LEE ROTH (25)
38 SPECIAL (21)
BIG COUNTRY (17)
RUTHLESS PEOPLE (16)

NEW & ACTIVE

Continued from Page 69

BODEANS "Love & Hope & Sex & Dreams" (Slash/WB) 19/0 (20/1)
 Heavy 7: WBCN, WXRT, WQFM, WHFS, KZEL, KTCL, KVRE. Medium 10 including KZEW, KBCC, WLIR, CHEZ, WBRU, CFNY, KSTM, KQGL, KTYD.

BLUESBUSTERS "Accept No Substitutes" (Landslide) 18/5 (15/1)
 Adds: KTXQ, KZEW, WHFS, WHEB, KFMQ. Heavy 2: KORS, KTCL. Medium 10 including WXRT, KAZY, KBCC, WONE, WAPL, WTUE, KEZO, WQBK, WWTB.

DEVICE "2283" (Chrysalis) 17/0 (18/0)
 Heavy 5: KROO, 91X, WSKS, WWCN, KQGL. Medium 11 including KSRR, CFOX, WCCC, CHEZ, WWCN, WOOJ, WHMD, WCXN, WCPZ.

BRICKLIN "Bricklin" (A&M) 16/3 (16/0)
 Adds: WLVO, WCCC, WCPZ. Heavy 4: WMMR, WIOO, WYSP, KRQU. Medium 8 including WEBN, WZZO, WKLC, WHEB, WHTF, WQMF, KSOY.

CROWDED HOUSE "Crowded House" (Capitol) 16/3 (17/0)
 Adds: WXRT, KKCY, KQGL. Heavy 1: WHMD. Medium 9 including KBCC, CHEZ, WHEB, WMRV, KSTM, WIZN, KSPN.

MICHAEL DES BARRÉS "Somebody Up There Likes Me" (Gold Mountain/MCA) 15/2 (17/1)
 Adds: WLLZ, KOZZ. Heavy 0, Medium 9 including WXRK, KSRR, WQFM, WHEB, KNKN, KATT, KMCD.

MOST ADDED MIDWEST
 Van Halen
 Billy Joel
 Regina
 C. Anderson & B. Loring
 Paul Simon

BREAKDUTS
 Eddie Money
 Jets
 Air Supply
 El DeBarge

CHR AIRS & HOTS

MOST ADDED WEST
 Paul Simon
 Fabulous Thunderbirds
 Billy Joel
 Janet Jackson
 Loverboy

BREAKOUTS
 Eddie Money
 El DeBarge
 Jets
 Air Supply
 Beatles

MIDWEST

PARALLEL TWO

WKD/Akron, OH
 Parton/Kelley
 SEBU COPY
 VAN HALEN
 JARRET JACKSON
 FABULOUS THUNDERBIRDS
 DAVE D.N.C. (dp)
 EDIE HOEY (dp)
 EDIE HOEY (dp)
 GAVIN CHRISTOPHER 2-1
 JOURNEY 3-2
 STEVE WIMWOOD 3-5
 JERMAINE STEWART 10-5
 MADONNA 11-7

WKAL/Albany, NY
 Rose/Breadhawk
 ROB D.N.C. (dp)
 38 SPECIAL
 ANDERSON & LORING (dp)
 VAN HALEN
 BILLY OCEAN
 Notet: 1-1
 MADONNA 4-2
 BELINDA CARLISLE 6-6
 MIAMI 11-8
 BANANARAMA 15-10

WGCL/Cleveland, OH
 LoCecor/Bumper
 BERLIN
 GARY
 HUEY LEWIS & THE NEW POWER GENERATION
 DAVID LEE ROTH
 Notet: 1-1
 PETER CETERA 4-1
 JERMAINE STEWART 5-4
 MADONNA 10-6
 MIAMI 16-11
 STEVE WIMWOOD 20-13

WNCN/Columbia, NC
 Richards/Fox
 MIKE & THE NEWBORN
 MICHAEL MCDONALD
 LOVERBOY
 SE TOP (dp)
 PETER CETERA 1-1
 ROD STEWART 1-1
 BANANARAMA 7-3
 JERMAINE STEWART 10-4
 BANANARAMA 24-19

KIK/Davenport, IA
 Jim O'Hara
 BANANARAMA
 HUEY LEWIS & THE NEW POWER GENERATION
 DARTY HALL
 KLYMAXX
 PAUL MCCARTNEY
 AIR SUPPLY
 NOTRE DAME
 HUEY LEWIS & THE NEW POWER GENERATION
 MADONNA 5-1
 STEVE WIMWOOD 13-3
 LORIE RICHIE 24-9
 BERLIN 31-13
 JEFFREY OSBORNE 19-15

WGTZ/Dayton, OH
 John Robertson
 ROB D.N.C. & THE DARTY HALL
 PAUL MCCARTNEY
 ANDERSON & LORING
 SE TOP
 NICK JAGGER
 PAUL SIMON
 Notet: 1-1
 PETER CETERA 3-2
 BELINDA CARLISLE 12-5
 TIMEX SOCIAL CLUB 21-8
 BANANARAMA 27-11

KRND/Des Moines, IA
 Olin/Star
 BERLIN
 HUEY LEWIS & THE NEW POWER GENERATION
 KLYMAXX
 PAUL MCCARTNEY
 DAVID LEE ROTH (dp)
 ROB D.N.C. (dp)
 LOVERBOY (dp)
 Notet: 1-1
 PETER CETERA 1-1
 MADONNA 4-2
 JERMAINE STEWART 16-12
 BANANARAMA 26-16
 TIMEX SOCIAL CLUB 27-18

KZIO/Dubuq, MN
 Michael/Herman
 NICK JAGGER
 BRITIA
 SURTWHITSE
 SE TOP
 KLYMAXX
 PAUL SIMON
 Notet: 1-1
 PETER CETERA 2-1
 MADONNA 3-3
 JERMAINE STEWART 10-5
 DAVID LEE ROTH 12-9
 ANDY TAYLOR 19-16
 NEW POWER GENERATION 35-28
 JERMAINE STEWART 16-9

WMEF/R. Wayne, IN
 Tony Richards
 PAUL SIMON
 ROB D.N.C. (dp)
 PETER CETERA 2-1
 MADONNA 6-2
 JERMAINE STEWART 8-4
 STEVE WIMWOOD 9-5
 BANANARAMA 11-8

WVOC/Grand Rapids, MI
 Clew/Dick
 ANDERSON & LORING
 NICK JAGGER
 JARRET JACKSON
 NOTRE DAME
 LOVERBOY
 PETER CETERA 4-1
 MADONNA 6-3
 JERMAINE STEWART 9-5
 BELINDA CARLISLE 10-7
 STEVE WIMWOOD 12-9

WKXU/Green Bay, WI
 Cathy/Mitchell T.
 BERLIN
 PAUL MCCARTNEY
 DAVID LEE ROTH
 SE TOP
 Notet: 1-1
 PETER CETERA 1-1
 MADONNA 3-2
 JERMAINE STEWART 13-6
 MIAMI 16-7
 LORIE RICHIE 18-9

WZZM/Lansing, MI
 Simon/Brown
 none
 PETER CETERA 1-1
 ROD STEWART 2-2
 PETER GARRIEL 3-3
 BANANARAMA 6-6
 WYFF/Raleigh, NC
 Terry Weinacht
 FABULOUS THUNDERBIRDS (dp)
 AIR SUPPLY
 NOTRE DAME
 HUEY LEWIS & THE NEW POWER GENERATION
 MADONNA 5-1
 STEVE WIMWOOD 13-3
 LORIE RICHIE 24-9
 BERLIN 31-13
 JEFFREY OSBORNE 19-15

WVTV/Lenoir, NC
 Bennett/Milroy
 none
 PETER CETERA 2-3
 PETER GARRIEL 3-3
 MADONNA 5-5
 BELINDA CARLISLE 6-6
 LORIE RICHIE 15-15

ZIM/Michigan, WI
 Live/Hudson
 PAUL MCCARTNEY
 LOVERBOY
 NICK JAGGER
 PAUL SIMON
 Notet: 1-1
 PETER GARRIEL 2-1
 BELINDA CARLISLE 16-7
 MIAMI 17-9
 CHESTER 12-9
 TIMEX SOCIAL CLUB 28-10

KJIS/Oklahoma City, OK
 Con/Braden
 AST OF HOISE
 MIAMI SOUND MACHINE
 JARRET JACKSON
 STACY Q
 LOVERBOY
 PETER CETERA 2-1
 MADONNA 3-2
 ANDERSON & LORING 7-5
 BANANARAMA 11-8
 DAVID LEE ROTH 15-11

KOKO/Omaha, NB
 Paul
 ROB D.N.C. (dp)
 PAUL SIMON (dp)
 JARRET JACKSON
 HUEY LEWIS & THE NEW POWER GENERATION 14-14
 LORIE RICHIE 26-26

WVVB/Bloomington, IN
 Jim Close
 PAUL SIMON
 JARRET JACKSON
 AIR SUPPLY
 BRITIA
 JERMAINE STEWART 4-1
 STEVE WIMWOOD 6-2
 MICHAEL MCDONALD 10-5
 BANANARAMA 21-10
 LORIE RICHIE 24-15

WCHL/Carbondale, IL
 Tony Walek
 DOUBLE J
 BOBBI ROSS
 BRUCE HOBBS
 VAN HALEN
 BRITIA
 PAUL MCCARTNEY
 EL DEBARGE
 SE TOP
 MADONNA 2-1
 ANDERSON & LORING 12-1
 JERMAINE STEWART 8-5
 MIAMI 11-1
 LORIE RICHIE 17-7
 ROB D.N.C. 20-11

WVNO/Chattanooga, TN
 Joe Thomas
 BANANARAMA
 PALCO
 VAN HALEN
 DARTY HALL
 BILLY OCEAN
 Notet: 1-1
 PETER CETERA 1-1
 JERMAINE STEWART 2-2
 BELINDA CARLISLE 6-5
 STEVE WIMWOOD 14-8

KCMO/Columbia, MO
 Lovoy
 EL DEBARGE
 ANDERSON & LORING
 VAN HALEN
 MICHAEL MCDONALD
 BILLY OCEAN
 Notet: 1-1
 PETER CETERA 2-1
 MADONNA 3-2
 JERMAINE STEWART 4-3
 LORIE RICHIE 16-11
 BANANARAMA 20-13

KXIA/Bakersfield, CA
 Mike/Simon
 HUEY LEWIS & THE NEW POWER GENERATION
 BERLIN
 HUEY LEWIS & THE NEW POWER GENERATION 7-5
 STEVE WIMWOOD 11-4
 TIMEX SOCIAL CLUB 12-9
 JERMAINE STEWART 15-12

KFSB/Bolsa, ID
 New/Red
 ANDERSON & LORING
 TIMEX SOCIAL CLUB
 PALCO
 BRUCE HOBBS
 EL DEBARGE
 JETS
 SIMPLY RED
 LOVERBOY
 KLYMAXX
 DARTY HALL
 Notet: 1-1
 PETER CETERA 1-1
 MADONNA 4-3
 BELINDA CARLISLE 11-6
 DAVID LEE ROTH 16-11
 TIMEX SOCIAL CLUB 26-18

WAZL/Yakima, WA
 Keri/Louise
 JARRET JACKSON
 LOVERBOY
 RICK JAMESON
 ANDERSON & LORING (dp)
 DAVID LEE ROTH (dp)
 Notet: 1-1
 PETER CETERA 2-1
 JERMAINE STEWART 8-5
 BELINDA CARLISLE 8-4
 TIMEX SOCIAL CLUB 15-8

KYTV/Bismarck, ND
 Bob Back
 none
 ROB D.N.C. (dp)
 PAUL SIMON (dp)
 JARRET JACKSON
 HUEY LEWIS & THE NEW POWER GENERATION 14-14
 LORIE RICHIE 26-26

WVVB/Bloomington, IN
 Jim Close
 PAUL SIMON
 JARRET JACKSON
 AIR SUPPLY
 BRITIA
 JERMAINE STEWART 4-1
 STEVE WIMWOOD 6-2
 MICHAEL MCDONALD 10-5
 BANANARAMA 21-10
 LORIE RICHIE 24-15

WCHL/Carbondale, IL
 Tony Walek
 DOUBLE J
 BOBBI ROSS
 BRUCE HOBBS
 VAN HALEN
 BRITIA
 PAUL MCCARTNEY
 EL DEBARGE
 SE TOP
 MADONNA 2-1
 ANDERSON & LORING 12-1
 JERMAINE STEWART 8-5
 MIAMI 11-1
 LORIE RICHIE 17-7
 ROB D.N.C. 20-11

KCMO/Columbia, MO
 Lovoy
 EL DEBARGE
 ANDERSON & LORING
 VAN HALEN
 MICHAEL MCDONALD
 BILLY OCEAN
 Notet: 1-1
 PETER CETERA 2-1
 MADONNA 3-2
 JERMAINE STEWART 4-3
 LORIE RICHIE 16-11
 BANANARAMA 20-13

KXIA/Bakersfield, CA
 Mike/Simon
 HUEY LEWIS & THE NEW POWER GENERATION
 BERLIN
 HUEY LEWIS & THE NEW POWER GENERATION 7-5
 STEVE WIMWOOD 11-4
 TIMEX SOCIAL CLUB 12-9
 JERMAINE STEWART 15-12

KFSB/Bolsa, ID
 New/Red
 ANDERSON & LORING
 TIMEX SOCIAL CLUB
 PALCO
 BRUCE HOBBS
 EL DEBARGE
 JETS
 SIMPLY RED
 LOVERBOY
 KLYMAXX
 DARTY HALL
 Notet: 1-1
 PETER CETERA 1-1
 MADONNA 4-3
 BELINDA CARLISLE 11-6
 DAVID LEE ROTH 16-11
 TIMEX SOCIAL CLUB 26-18

WAZL/Yakima, WA
 Keri/Louise
 JARRET JACKSON
 LOVERBOY
 RICK JAMESON
 ANDERSON & LORING (dp)
 DAVID LEE ROTH (dp)
 Notet: 1-1
 PETER CETERA 2-1
 JERMAINE STEWART 8-5
 BELINDA CARLISLE 8-4
 TIMEX SOCIAL CLUB 15-8

KILS/Rapid City, SD
 Sherry/Lahey
 VAN HALEN
 DARTY HALL
 HUEY LEWIS & THE NEW POWER GENERATION 14-14
 LORIE RICHIE 26-26

WVVB/Bloomington, IN
 Jim Close
 PAUL SIMON
 JARRET JACKSON
 AIR SUPPLY
 BRITIA
 JERMAINE STEWART 4-1
 STEVE WIMWOOD 6-2
 MICHAEL MCDONALD 10-5
 BANANARAMA 21-10
 LORIE RICHIE 24-15

WCHL/Carbondale, IL
 Tony Walek
 DOUBLE J
 BOBBI ROSS
 BRUCE HOBBS
 VAN HALEN
 BRITIA
 PAUL MCCARTNEY
 EL DEBARGE
 SE TOP
 MADONNA 2-1
 ANDERSON & LORING 12-1
 JERMAINE STEWART 8-5
 MIAMI 11-1
 LORIE RICHIE 17-7
 ROB D.N.C. 20-11

KCMO/Columbia, MO
 Lovoy
 EL DEBARGE
 ANDERSON & LORING
 VAN HALEN
 MICHAEL MCDONALD
 BILLY OCEAN
 Notet: 1-1
 PETER CETERA 2-1
 MADONNA 3-2
 JERMAINE STEWART 4-3
 LORIE RICHIE 16-11
 BANANARAMA 20-13

KXIA/Bakersfield, CA
 Mike/Simon
 HUEY LEWIS & THE NEW POWER GENERATION
 BERLIN
 HUEY LEWIS & THE NEW POWER GENERATION 7-5
 STEVE WIMWOOD 11-4
 TIMEX SOCIAL CLUB 12-9
 JERMAINE STEWART 15-12

KFSB/Bolsa, ID
 New/Red
 ANDERSON & LORING
 TIMEX SOCIAL CLUB
 PALCO
 BRUCE HOBBS
 EL DEBARGE
 JETS
 SIMPLY RED
 LOVERBOY
 KLYMAXX
 DARTY HALL
 Notet: 1-1
 PETER CETERA 1-1
 MADONNA 4-3
 BELINDA CARLISLE 11-6
 DAVID LEE ROTH 16-11
 TIMEX SOCIAL CLUB 26-18

WAZL/Yakima, WA
 Keri/Louise
 JARRET JACKSON
 LOVERBOY
 RICK JAMESON
 ANDERSON & LORING (dp)
 DAVID LEE ROTH (dp)
 Notet: 1-1
 PETER CETERA 2-1
 JERMAINE STEWART 8-5
 BELINDA CARLISLE 8-4
 TIMEX SOCIAL CLUB 15-8

KNRK/Sioux Falls, SD
 Kiley/O'Donoghue
 KLYMAXX (dp)
 SE TOP (dp)
 DARTY HALL (dp)
 ANDERSON & LORING (dp)
 HUEY LEWIS & THE NEW POWER GENERATION
 BRUCE HOBBS
 EDIE HOEY
 KIM MITCHELL (dp)
 Notet: 1-1
 STEVE WIMWOOD 8-5
 BELINDA CARLISLE 10-6
 JERMAINE STEWART 11-7
 TIMEX SOCIAL CLUB 31-14

KWTO/Springfield, MO
 T.A. O'Grady
 NICK JAGGER
 MORRIS
 KLYMAXX
 DOUBLE (dp)
 Notet: 1-1
 MADONNA 3-2
 STEVE WIMWOOD 9-5
 LORIE RICHIE 18-8
 ANDERSON & LORING 26-13

WVVB/Bloomington, IN
 Jim Close
 PAUL SIMON
 JARRET JACKSON
 AIR SUPPLY
 BRITIA
 JERMAINE STEWART 4-1
 STEVE WIMWOOD 6-2
 MICHAEL MCDONALD 10-5
 BANANARAMA 21-10
 LORIE RICHIE 24-15

WCHL/Carbondale, IL
 Tony Walek
 DOUBLE J
 BOBBI ROSS
 BRUCE HOBBS
 VAN HALEN
 BRITIA
 PAUL MCCARTNEY
 EL DEBARGE
 SE TOP
 MADONNA 2-1
 ANDERSON & LORING 12-1
 JERMAINE STEWART 8-5
 MIAMI 11-1
 LORIE RICHIE 17-7
 ROB D.N.C. 20-11

KCMO/Columbia, MO
 Lovoy
 EL DEBARGE
 ANDERSON & LORING
 VAN HALEN
 MICHAEL MCDONALD
 BILLY OCEAN
 Notet: 1-1
 PETER CETERA 2-1
 MADONNA 3-2
 JERMAINE STEWART 4-3
 LORIE RICHIE 16-11
 BANANARAMA 20-13

KXIA/Bakersfield, CA
 Mike/Simon
 HUEY LEWIS & THE NEW POWER GENERATION
 BERLIN
 HUEY LEWIS & THE NEW POWER GENERATION 7-5
 STEVE WIMWOOD 11-4
 TIMEX SOCIAL CLUB 12-9
 JERMAINE STEWART 15-12

KFSB/Bolsa, ID
 New/Red
 ANDERSON & LORING
 TIMEX SOCIAL CLUB
 PALCO
 BRUCE HOBBS
 EL DEBARGE
 JETS
 SIMPLY RED
 LOVERBOY
 KLYMAXX
 DARTY HALL
 Notet: 1-1
 PETER CETERA 1-1
 MADONNA 4-3
 BELINDA CARLISLE 11-6
 DAVID LEE ROTH 16-11
 TIMEX SOCIAL CLUB 26-18

WAZL/Yakima, WA
 Keri/Louise
 JARRET JACKSON
 LOVERBOY
 RICK JAMESON
 ANDERSON & LORING (dp)
 DAVID LEE ROTH (dp)
 Notet: 1-1
 PETER CETERA 2-1
 JERMAINE STEWART 8-5
 BELINDA CARLISLE 8-4
 TIMEX SOCIAL CLUB 15-8

KVTV/Topok, KS
 Kevin Rebei
 PAUL SIMON
 JARRET JACKSON
 VAN HALEN
 BRUCE HOBBS
 EDIE HOEY
 MOODY BLUES
 HUEY LEWIS & THE NEW POWER GENERATION
 KIM MITCHELL (dp)
 Notet: 1-1
 MIAMI 10-4
 TIMEX SOCIAL CLUB 18-6
 JERMAINE STEWART 16-8
 BOBBIE 26-13

SEAFW/Waterloo, IA
 Mark Hansen
 VAN HALEN
 BRITIA
 AIR SUPPLY
 KLYMAXX
 LOVERBOY
 BRITIA 25-19
 BANANARAMA 19-13
 BERLIN 21-22
 LORIE RICHIE 27-22
 HUEY LEWIS & THE NEW POWER GENERATION 38-30

KYVA/Bella, MT
 Charles Fox
 REDDIE HOLMES
 FABULOUS THUNDERBIRDS
 NOTRE DAME
 HUEY LEWIS & THE NEW POWER GENERATION
 MADONNA 4-2
 ROD STEWART 6-3
 LORIE RICHIE 14-11
 LORIE RICHIE 15-12

KHOC/Bismarck, ND
 Steve Mink
 VAN HALEN
 DARTY HALL
 FABULOUS THUNDERBIRDS (dp)
 Notet: 1-1
 PETER CETERA 2-1
 MADONNA 3-2
 JERMAINE STEWART 5-4
 STEVE WIMWOOD 10-5
 JERMAINE STEWART 12-6

KTRB/Casper, WY
 Kelly Gordon
 LOVERBOY
 AIR SUPPLY
 PAUL MCCARTNEY
 SURTWHITSE
 ROB D.N.C. (dp)
 BILLY JOEL
 SCOTTISH JOHNNY
 Notet: 1-1
 MADONNA 3-2
 JERMAINE STEWART 10-6
 LORIE RICHIE 18-9
 DEVICE 15-11

KKAZ/Cheyenne, WY
 Jack Alexander
 ANDERSON & LORING
 AIR SUPPLY
 EDIE HOEY
 HUEY LEWIS & THE NEW POWER GENERATION
 DOUBLE
 DARTY HALL
 PAUL SIMON
 NICK JAGGER
 STEVE WIMWOOD 14-5
 BANANARAMA 23-11
 BERLIN 31-19
 LORIE RICHIE 37-22
 HUEY LEWIS & THE NEW POWER GENERATION 20-26

KOEL/Evanston, ID
 Jay McCall
 PAUL SIMON
 JARRET JACKSON
 EDIE HOEY
 ROB D.N.C. (dp)
 SE TOP
 HUEY LEWIS & THE NEW POWER GENERATION
 BERLIN 1-1
 MADONNA 3-2
 JERMAINE STEWART 11-2
 LORIE RICHIE 21-12
 BEATLES 28-20

KXV/Salem, OR
 Jim Ryan
 ROB D.N.C. (dp)
 VAN HALEN
 LOVERBOY
 BILLY JOEL (dp)
 DR. & THE MEDICINE (dp)
 PAUL SIMON (dp)
 FABULOUS THUNDERBIRDS (dp)
 Notet: 1-1
 MADONNA 3-2
 BANANARAMA 15-8
 DAVID LEE ROTH 18-15

KDOW/Salinas, CA
 Cheryl/Linda
 MI SHOOES
 ART OF NOISE
 FABULOUS THUNDERBIRDS
 SURTWHITSE
 LOVERBOY
 Notet: 1-1
 PETER CETERA 1-1
 MADONNA 6-3
 BELINDA CARLISLE 14-8
 STEVE WIMWOOD 15-9
 HUEY LEWIS & THE NEW POWER GENERATION 32-21

KVTV/Topok, KS
 Kevin Rebei
 PAUL SIMON
 JARRET JACKSON
 VAN HALEN
 BRUCE HOBBS
 EDIE HOEY
 MOODY BLUES
 HUEY LEWIS & THE NEW POWER GENERATION
 KIM MITCHELL (dp)
 Notet: 1-1
 MIAMI 10-4
 TIMEX SOCIAL CLUB 18-6
 JERMAINE STEWART 16-8
 BOBBIE 26-13

SEAFW/Waterloo, IA
 Mark Hansen
 VAN HALEN
 BRITIA
 AIR SUPPLY
 KLYMAXX
 LOVERBOY
 BRITIA 25-19
 BANANARAMA 19-13
 BERLIN 21-22
 LORIE RICHIE 27-22
 HUEY LEWIS & THE NEW POWER GENERATION 38-30

KYVA/Bella, MT
 Charles Fox
 REDDIE HOLMES
 FABULOUS THUNDERBIRDS
 NOTRE DAME
 HUEY LEWIS & THE NEW POWER GENERATION
 MADONNA 4-2
 ROD STEWART 6-3
 LORIE RICHIE 14-11
 LORIE RICHIE 15-12

KHOC/Bismarck, ND
 Steve Mink
 VAN HALEN
 DARTY HALL
 FABULOUS THUNDERBIRDS (dp)
 Notet: 1-1
 PETER CETERA 2-1
 MADONNA 3-2
 JERMAINE STEWART 5-4
 STEVE WIMWOOD 10-5
 JERMAINE STEWART 12-6

KTRB/Casper, WY
 Kelly Gordon
 LOVERBOY
 AIR SUPPLY
 PAUL MCCARTNEY
 SURTWHITSE
 ROB D.N.C. (dp)
 BILLY JOEL
 SCOTTISH JOHNNY
 Notet: 1-1
 MADONNA 3-2
 JERMAINE STEWART 10-6
 LORIE RICHIE 18-9
 DEVICE 15-11

KKAZ/Cheyenne, WY
 Jack Alexander
 ANDERSON & LORING
 AIR SUPPLY
 EDIE HOEY
 HUEY LEWIS & THE NEW POWER GENERATION
 DOUBLE
 DARTY HALL
 PAUL SIMON
 NICK JAGGER
 STEVE WIMWOOD 14-5
 BANANARAMA 23-11
 BERLIN 31-19
 LORIE RICHIE 37-22
 HUEY LEWIS & THE NEW POWER GENERATION 20-26

KOEL/Evanston, ID
 Jay McCall
 PAUL SIMON
 JARRET JACKSON
 EDIE HOEY
 ROB D.N.C. (dp)
 SE TOP
 HUEY LEWIS & THE NEW POWER GENERATION
 BERLIN 1-1
 MADONNA 3-2
 JERMAINE STEWART 11-2
 LORIE RICHIE 21-12
 BEATLES 28-20

KXV/Salem, OR
 Jim Ryan
 ROB D.N.C. (dp)
 VAN HALEN
 LOVERBOY
 BILLY JOEL (dp)
 DR. & THE MEDICINE (dp)
 PAUL SIMON (dp)
 FABULOUS THUNDERBIRDS (dp)
 Notet: 1-1
 MADONNA 3-2
 BANANARAMA 15-8
 DAVID LEE ROTH 18-15

KDOW/Salinas, CA
 Cheryl/Linda
 MI SHOOES
 ART OF NOISE
 FABULOUS THUNDERBIRDS
 SURTWHITSE
 LOVERBOY
 Notet: 1-1
 PETER CETERA 1-1
 MADONNA 6-3
 BELINDA CARLISLE 14-8
 STEVE WIMWOOD 15-9
 HUEY LEWIS & THE NEW POWER GENERATION 32-21

KVTV/Topok, KS
 Kevin Rebei
 PAUL SIMON
 JARRET JACKSON
 VAN HALEN
 BRUCE HOBBS
 EDIE HOEY
 MOODY BLUES
 HUEY LEWIS & THE NEW POWER GENERATION
 KIM MITCHELL (dp)
 Notet: 1-1
 MIAMI 10-4
 TIMEX SOCIAL CLUB 18-6
 JERMAINE STEWART 16-8
 BOBBIE 26-13

SEAFW/Waterloo, IA
 Mark Hansen
 VAN HALEN
 BRITIA
 AIR SUPPLY
 KLYMAXX
 LOVERBOY
 BRITIA 25-19
 BANANARAMA 19-13
 BERLIN 21-22
 LORIE RICHIE 27-22
 HUEY LEWIS & THE NEW POWER GENERATION 38-30

KYVA/Bella, MT
 Charles Fox
 REDDIE HOLMES
 FABULOUS THUNDERBIRDS
 NOTRE DAME
 HUEY LEWIS & THE NEW POWER GENERATION
 MADONNA 4-2
 ROD STEWART 6-3
 LORIE RICHIE 14-11
 LORIE RICHIE 15-12

KHOC/Bismarck, ND
 Steve Mink
 VAN HALEN
 DARTY HALL
 FABULOUS THUNDERBIRDS (dp)
 Notet: 1-1
 PETER CETERA 2-1
 MADONNA 3-2
 JERMAINE STEWART 5-4
 STEVE WIMWOOD 10-5
 JERMAINE STEWART 12-6

KTRB/Casper, WY
 Kelly Gordon
 LOVERBOY
 AIR SUPPLY
 PAUL MCCARTNEY
 SURTWHITSE
 ROB D.N.C. (dp)
 BILLY JOEL
 SCOTTISH JOHNNY
 Notet: 1-1
 MADONNA 3-2
 JERMAINE STEWART 10-6
 LORIE RICHIE 18-9
 DEVICE 15-11

KKAZ/Cheyenne, WY
 Jack Alexander
 ANDERSON & LORING
 AIR SUPPLY
 EDIE HOEY
 HUEY LEWIS & THE NEW POWER GENERATION
 DOUBLE
 DARTY HALL
 PAUL SIMON
 NICK JAGGER
 STEVE WIMWOOD 14-5
 BANANARAMA 23-11
 BERLIN 31-19
 LORIE RICHIE 37-22
 HUEY LEWIS & THE NEW POWER GENERATION 20-26

KOEL/Evanston, ID
 Jay McCall
 PAUL SIMON
 JARRET JACKSON
 EDIE HOEY
 ROB D.N.C. (dp)
 SE TOP
 HUEY LEWIS & THE NEW POWER GENERATION
 BERLIN 1-1
 MADONNA 3-2
 JERMAINE STEWART 11-2
 LORIE RICHIE 21-12
 BEATLES 28-20

KXV/Salem, OR
 Jim Ryan
 ROB D.N.C. (dp)
 VAN HALEN
 LOVERBOY
 BILLY JOEL (dp)
 DR. & THE MEDICINE (dp)
 PAUL SIMON (dp)
 FABULOUS THUNDERBIRDS (dp)
 Notet: 1-1
 MADONNA 3-2
 BANANARAMA 15-8
 DAVID LEE ROTH 18-15

KDOW/Salinas, CA
 Cheryl/Linda
 MI SHOOES
 ART OF NOISE
 FABULOUS THUNDERBIRDS
 SURTWHITSE
 LOVERBOY
 Notet: 1-1
 PETER CETERA 1-1
 MADONNA 6-3
 BELINDA CARLISLE 14-8
 STEVE WIMWOOD 15-9
 HUEY LEWIS & THE NEW POWER GENERATION 32-21

KVTV/Topok, KS
 Kevin Rebei
 PAUL SIMON
 JARRET JACKSON
 VAN HALEN
 BRUCE HOBBS
 EDIE HOEY
 MOODY BLUES
 HUEY LEWIS & THE NEW POWER GENERATION
 KIM MITCHELL (dp)
 Notet: 1-1
 MIAMI 10-4
 TIMEX SOCIAL CLUB 18-6
 JERMAINE STEWART 16-8
 BOBBIE 26-13

SEAFW/Waterloo, IA
 Mark Hansen
 VAN HALEN
 BRITIA
 AIR SUPPLY
 KLYMAXX
 LOVERBOY
 BRITIA 25-19
 BANANARAMA 19-13
 BERLIN 21-22
 LORIE RICHIE 27-22
 HUEY LEWIS & THE NEW POWER GENERATION 38-30

KYVA/Bella, MT
 Charles Fox
 REDDIE HOLMES
 FABULOUS THUNDERBIRDS
 NOTRE DAME
 HUEY LEWIS & THE NEW POWER GENERATION
 MADONNA 4-2
 ROD STEWART 6-3
 LORIE RICHIE 14-11
 LORIE RICHIE 15-12

KHOC/Bismarck, ND
 Steve Mink
 VAN HALEN
 DARTY HALL
 FABULOUS THUNDERBIRDS (dp)
 Notet: 1-1
 PETER CETERA 2-1
 MADONNA 3-2
 JERMAINE STEWART 5-4
 STEVE WIMWOOD 10-5
 JERMAINE STEWART 12-6

KTRB/Casper, WY
 Kelly Gordon
 LOVERBOY
 AIR SUPPLY
 PAUL MCCARTNEY
 SURTWHITSE
 ROB D.N.C. (dp)
 BILLY JOEL
 SCOTTISH JOHNNY
 Notet: 1-1
 MADONNA 3-2
 JERMAINE STEWART 10-6
 LORIE RICHIE 18-9
 DEVICE 15-11

KKAZ/Cheyenne, WY
 Jack Alexander
 ANDERSON & LORING
 AIR SUPPLY
 EDIE HOEY
 HUEY LEWIS & THE NEW POWER GENERATION
 DOUBLE
 DARTY HALL
 PAUL SIMON
 NICK JAGGER
 STEVE WIMWOOD 14-5
 BANANARAMA 23-11
 BERLIN 31-19

PARALLELS

SIGNIFICANT ACTION

A

AIR SUPPLY
Lonely Is The Night (Arista)
LP: Lonely Is The Night

P1 EAST WEST SOUTH NORTH MIDWEST WEST WEST EAST	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
--	---	---

B

ANITA BAKER
Sweet Love (Elektra)
LP: Rapture

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
--	---	---

BEATLES
Twist & Shout (Capitol)

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
--	---	---

BIG COUNTRY
Look Away (Mercury/PolyGram)
LP: The Seer

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
--	---	---

BOURGEOIS TAGG
The Perfect Life (Island)
LP: Bourgeois Tagg

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
--	---	---

STAN BUSH
The Touch (Scotti Bros./CBS)
LP: The Transformers' Soundtrack

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
--	---	---

D

EL DeBARGE
Love Always (Gordy/Motown)
LP: El DeBarge

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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MICHAEL DES BARRÉS
Money Don't Come Easy (MCA)
LP: Somebody Up There Likes Me

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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DOCTOR & THE MEDICS
Spirit In The Sky (IRS/MCA)

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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DOKKEN
It's Not Love (Elektra)
LP: Under Lock And Key

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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FABULOUS THUNDERBIRDS
Wrap It Up (CBS/Associated)
LP: Tutu Enuff

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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FALCO
Jenny (A&M)
LP: Falco II

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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G

GWEN GUTHRIE
Ain't Nothin' ... (Polydor/PolyGram)
LP: Good To Go

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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ICEHOUSE
No Promises (Chrysalis)
LP: Measure For Measure

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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INXS
Kiss The Dirt (Falling Down...)
LP: Listen Like Thieves

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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ISLE OF MAN
Am I Forgiven (Pasha/CBS)
LP: Isle Of Man

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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NICK JAMISON
Weatherman (Motown)
LP: A Crowd Of One

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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JETS
Private Number (MCA)
LP: The Jets

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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L

LEVEL 42
Hot Water (Polydor/PolyGram)
LP: World Machine

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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LISA-LISA & CULT JAM w/ FULL FORCE
All Cried Out (Columbia)
LP: Lisa-Lisa & Cult Jam

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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LOVER SPEAKS
(No More) I Love You's (A&M)
LP: The Lover Speaks

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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JIM MITCHELL
Pablo Lanterns (Atlantic)
LP: Shakin' Like A Human Being

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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EDDIE MONEY
Take Me Home Tonight (Columbia)
LP: Can't Hold Back

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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MOODY BLUES
The Other Side Of Life (Polydor/PolyGram)
LP: The Other Side Of Life

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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MODELS
Cold Fever (Geffen)
LP: Out Of Mind Out Of Sight

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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ONE TO ONE
Angel In My Pocket (WB)
LP: Forward Your Emotions

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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PRINCE
Anotherloverholenyohead (WB)
LP: Parade. Music From Under The Cherry Moon

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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SOUTHSIDE JOHNNY & THE JUKES
Walk Away Renee (Atlantic)
LP: At Least We Got Shoes

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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THOMPSON TWINS
Nothing In Common (Arista)
LP: Nothing In Common Soundtrack

P1 EAST SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH SOUTH	P2 EAST EAST EAST EAST EAST EAST EAST EAST	P3 EAST EAST EAST EAST EAST EAST EAST EAST
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CONTEMPORARY HIT RADIO

BREAKERS

RUN D.M.C.

Walk This Way (Profile)

71% of our reporters playing it. Moves: Up 42, Debuts 39, Same 42, Down 0, Adds 42 including B104, B97, Z95, KHTR, WL0L, KIIS, KMJK. See Parallels, debuts at number 38 on the CHR chart.

CARL ANDERSON & GLORIA LORING

Friends And Lovers (Carrere/CBS)

68% of our reporters playing it. Moves: Up 92, Debuts 19, Same 13, Down 1, Adds 34 including Z95, 92X, KIMN, KPKE, KWSS, WVIC, KCAQ. See Parallels, moves 32-27 on the CHR chart.

ZZ TOP

Velcro Fly (WB)

67% of our reporters playing it. Moves: Up 50, Debuts 30, Same 50, Down 0, Adds 25 including PRO-FM, KEGL, WPST, WAPI, WKZL, WNCI, KIJK. See Parallels, debuts at number 40 on the CHR chart.

DOUBLE

The Captain Of Her Heart (A&M)

65% of our reporters playing it. Moves: Up 83, Debuts 19, Same 32, Down 0, Adds 18 including Z93, Y100, KIMN, KZZP, KS103, KWSS, Y107. See Parallels, debuts at number 36 on the CHR chart.

BILLY OCEAN

Love Zone (Jive/Arista)

64% of our reporters playing it. Moves: Up 44, Debuts 35, Same 43, Down 0, Adds 26 including WXXS, CKOJ, WAVA, KEGL, KUBE, KNBQ, KHFI. See Parallels, debuts at number 39 on the CHR chart.

DAVID LEE ROTH

Yankee Rose (WB)

62% of our reporters playing it. Moves: Up 108, Debuts 7, Same 21, Down 0, Adds 9 including CKOJ, WFLY, WHHY, WGCL, KRNO, Q104, WAZY. See Parallels, moves 34-30 on the CHR chart.

PAUL McCARTNEY

Press (Capitol)

61% of our reporters playing it. Moves: Up 6, Debuts 32, Same 69, Down 0, Adds 35 including Q107, 94Q, KRBE, WRSR, WL0L, KPLZ, KSND. Complete airplay in Parallels.

NEW & ACTIVE

LOVERBOY "Heaven In Your Eyes" (Columbia) 132/63
Moves: Up 6, Debuts 27, Same 36, Down 0, Adds 63 including WDCQ, WCAU, 94Q, Z93, WMM5, KDWB, KWK, WL0L, KWOD, KS103, 98PKY, WR0D 31-18, WKSI 16-12, WKDD 40-33, WKSF 30-24.

38 SPECIAL "Somebody Like You" (A&M) 123/14
Moves: Up 17, Debuts 22, Same 40, Down 0, Adds 14 including PRO-FM, WKEE, WKZR, WNOK, WDXJ, KBOS, WKIZ, WGLF, WRNO 29-25, WMM5 36-29, K104 40-35, WJWZ 25-19, WGFN 36-31, WOKI 38-31, WRQN 33-28.

MARY JANE GIRLS "Walk Like A Man" (Motown) 106/3
Moves: Up 53, Debuts 12, Same 38, Down 0, Adds 3, KBFM, WKIZ, KKAZ, WCAU 34-28, WLS 34-23, 98XZ 33-32, KS103 32-29, KMEL 24-20, K104 34-28, WKRK 21-19, WBCY 28-24, FM100 33-28, WKZ 39-29, KFMW 31-24, KOZE 34-30.

QUEEN "A Kind of Magic" (Capitol) 99/0
Moves: Up 53, Debuts 3, Same 41, Down 2, Adds 4 including WCZY 32-27, WK0D 37-33, WSPR 29-25, WPST 39-36, WKRTZ 37-32, WOKI 28-24, KJ103 25-23, KIIX 31-29, 100KH 32-26, KNDE 19-17, WDRB 33-30, WSPF 35-30, KBOZ 35-31, KHYZ 23-20, KBIM 20-17.

PATTI LABELLE "Oh, People" (MCA) 92/10
Moves: Up 20, Debuts 8, Same 54, Down 0, Adds 54 including WPHD, WCAU, 94Q, Z93, WMM5, KDWB, KWK, WL0L, KZDZ, WKSE 28-20, WNNK 37-33, KSND 32-27, KFV 32-25, WGAN 30-26, WSPF 38-31.

SIMPLY RED "Money \$ Too Tight (To Mention)" (Elektra) 88/8
Moves: Up 28, Debuts 15, Same 37, Down 0, Adds 8, WKSE, WCZY, KKRR, WRQN, KF95, WKIZ, WYKS, OK95, WNN5 32-29, 94Q 32-28, KMEL 23-18, KRZ 37-30, WOKI 35-30, Z104 35-31, Z102 39-36.

HEART "If Looks Could Kill" (Capitol) 87/2
Moves: Up 46, Debuts 6, Same 32, Down 1, Adds 2, WGCL, Y94, WXXS 28-22, KPLZ 30-24, KUBE 31-28, WJWJ 30-25, WOKI 34-29, KZ10 34-31, KIIX 33-27, WUGY 32-26, WFOK 40-35, WJAD 39-36, KFMW 31-24, KOZE 34-30.

VAN HALEN "Love Walks In" (WB) 85/4
Moves: Up 1, Debuts 0, Same 0, Down 0, Adds 84 including WXXS, WBNB, WKSE, WPHD, PRO-FM, Z93, KEGL, WRNO, WRSR, WMM5, 92X, Z299, Y100, KRFB, FM102.

CHAKA KHAN "Love Of A Lifetime" (WB) 81/1
Moves: Up 31, Debuts 11, Same 38, Down 0, Adds 1, OK100, WBNB 39-35, Y100 26-22, Z95 36-30, WCZY 39-32, KS103 31-24, KMEL 16-12, KPLZ 33-29, K104 30-24, WTLQ 30-26, WSSX 25-22, FM100 34-29, 94Z 29-26, KOZE 26-19, OK95 29-27.

JANET JACKSON "When I Think Of You" (A&M) 75/72
Moves: Up 0, Debuts 3, Same 0, Down 0, Adds 72 including WXXS, WPLJ, KRBE, B97, KBEO, Z299, KHTR, KZZP, KMJK, KWOD, KS103, KMEL, KWSS, WVIC, 93Q.

MICK JAGGER "Ruthless People" (Epic) 74/22
Moves: Up 7, Debuts 8, Same 37, Down 0, Adds 22 including WBNB, PRO-FM, WNNK, WSPK, KZZB, Y106, WXLK, WGTZ, WR0D, Z104, KRQ, WPHD 38-34, WRSR 38-31, WL0L 36-30, WKRZ 33-30.

HONEYMOON SUITE "What Does It Take" (WB) 69/7
Moves: Up 34, Debuts 8, Same 20, Down 0, Adds 7, O106, WR0Q, KIJK, WCGO, KLLS, 99KG, KOZE, WPHD 18-13, CFTR 35-25, WXLK 18-14, WRCK 38-31, WKGB 24-19, KZ10 35-29, WFLY 21-15, WZYP 40-34.

BILLY JOEL "A Matter Of Trust" (Columbia) 61/61
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 61 including WXXS, WPHD, PRO-FM, 94Q, Z93, WRNR, WLS, WMM5, WCZY, KHTR, KWK, WL0L, KPKE, Y108, KPLZ.

STACEY Q "Two Of Hearts" (Atlantic) 61/18
Moves: Up 27, Debuts 5, Same 10, Down 1, Adds 18 including WPLJ, Z100, Q107, Z299, WKEE, B106, KZZB, WKSE 37-30, B94 30-22, Y100 17-9, KRZ 36-26, KWOD 18-18, KWSS 20-14, KEZB 12-6, 96X 1-1, K104 30-22.

EURYTHMICS "Missionary Man" (RCA) 60/13
Moves: Up 23, Debuts 9, Same 15, Down 0, Adds 13 including K106, WFLY, KTUX, KZ10, KSND, KDND, KITS, 100KHH, WPOK, KHYZ, WPTZ 37-30, CKOJ 38-33, 95NIZ 24-16, WLS 39-25, Y106 36-32, WGAN 34-29.

PAUL SIMON "You Can Call Me Al" (WB) 55/55
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 55 including K106, WLS, KHTR, KIMN, KPKE, KRZ, KPLZ, KUBE, WZ0U, K104, K101, WBBQ, WBCY, WR0Q, WHHY.

SHEENA EASTON "So Far So Good" (EMI Atlantic) 52/14
Moves: Up 5, Debuts 7, Same 26, Down 0, Adds 14 including Y100, MLAN, WKRZ, WBBQ, WNOK, WKFR, KIIX, KFV, WCOQ, KSMB, KHYZ, WGFN 39-36, B105 32-28, KEVW 34-31, WAZY 37-33.

MOST ADDED MOST ACTIVE HOTTEST

VAN HALEN (84) JANET JACKSON (72) LOVERBOY (81) BILLY JOEL (81) PAUL SIMON (65) RUN D.M.C. (42) EL DeBARGE (41) FABULOUS THUNDERBIRDS (41) DARYL HALL (39) REGINA (38)	38 SPECIAL (89) MARY JANE GIRLS (65) QUEEN (54) HEART (51) SIMPLY RED (43) CHAKA KHAN (42) HONEYMOON SUITE (42) LOVERBOY (33) EURYTHMICS (32) STACEY Q (31)	MADONNA (178) PETER DETERA (183) JERMAINE STEWART (89) TIMEX SOCIAL CLUB (81) STEVE WINWOOD (80) BANANARAMA (61) BELINDA CARLISLE (53) LIONEL RICHIE (52) BERLIN (51) ANDERSON & LORING (48)
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Most Active = Ups + Debuts - Downs

BRUCE HORNSBY & THE RANGE "Every Little Kiss" (RCA) 52/8
Moves: Up 16, Debuts 5, Same 23, Down 0, Adds 8, WSSX, WOKI, KTUX, WKFR, KIYS, WBNQ, WCIL, WBOB, Y108 23-16, WGFN 38-35, 95XXX 37-31, 100KHH 27-22, KGOT 40-36, KTRS 34-29, KOZE 19-10.
NU SHODZ "Point Of No Return" (Atlantic) 50/11
Moves: Up 23, Debuts 0, Same 15, Down 1, Adds 11, CKOJ, KIJK, KZZP, FM102, KMEL, KBOS, KDND, KATO, KWES, WVB5, KHYZ, WKSE 13-4, KKRZ 12-10, KPLZ 40-32, WKGB 15-10.

SIGNIFICANT ACTION

THOMPSON TWINS "Nothing In Common" (Arista) 49/11
Moves: Up 6, Debuts 4, Same 28, Down 0, Adds 11, B104, K106, CKOJ, KTKS, KWSS, WNNK, WKDD, KITS, KISR, KFRX, KHYZ, WL0L, 30-27, KMEL 32-28, Y94 35-32, KGOT 33-28.
FABULOUS THUNDERBIRDS "Wrap It Up" (CBS Associated) 42/41
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 41 including WXXS, WPHD, 94Q, WRSR, WMM5, WKTI, KKRZ, KMJK, KPLZ, KUBE, KHFI, WANS, WOKI, WHHY, KXYQ.

EL DeBARGE "Love Always" (Gordy/Motown) 41/41
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 41 including WXXS, WKSE, WCAU, Z93, Y100, WCZY, WHYY, KIIS, FM102, K104, KZZB, WNOK, WJZK, KF95, KIYS.

JETS "Private Number" (MCA) 41/28
Moves: Up 2, Debuts 4, Same 7, Down 0, Adds 28 including WXXS, WKSE, B94, B97, Z95, WCZY, WHYY, WL0L, KKRZ, KPLZ, KIIS on, FM102 25-22, WKGB d-31, KYNO 40-35, KWES d-31.

PRINCE "Anotherloverholenyohead" (WB) 36/2
Moves: Up 12, Debuts 3, Same 17, Down 2, Adds 7, KRBE, WNOK, WHYY 29-21, KKRZ 31-29, KMEL 18-15, KZZB 33-29, WKGB 28-24, WR0Q 33-32, Y106 28-25, 94Z d-29, WGTZ 38-34, KIYS 36-35, WYGY 37-35, KWES 31-26.

AIR SUPPLY "Lonely Is The Night" (Arista) 34/34
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 34 including WBNB, WKSE, WCAU, PRO-FM, KRBE, Q105, K104, WBBQ, KTUX, KIJK, WKFR, WRQN, KIKK, KFV, KOPX.

LEVEL 42 "Hot Water" (PolyGram/PolyGram) 33/3
Moves: Up 6, Debuts 2, Same 22, Down 0, Adds 3, O102, Q106, KHYZ, WBNB d-37, CKOJ 35-30, KEGL on, Y100 on, WRSR on, KIIS on, WNNK 38-31, WPST 40-37, KZZB 37-32, WOKI 32-28, KIIX d-36, OK95 30-27.

SOUTHSIDE JOHNNY & THE JUKES "Walk Away Renee" (Arista) 26/3
Moves: Up 4, Debuts 4, Same 15, Down 0, Adds 3, KWK, KQJZ, KTRS, WBNB 36-33, WKSE on, WPHD 35-28, WMM5 d-37, WERZ on-dp, WR0K on-dp, WTLQ d-40, WVIC on, 95XV d-40, WBNQ 33-27, KGOT d-37, KKAZ d-39.

LISA LISA "All Cried Out" (Columbia) 25/10
Moves: Up 6, Debuts 3, Same 6, Down 0, Adds 10, B104, B94, Q107, WAVA, Y100, B97, KBEO, KMJK, WKEE, KAMZ, WPLJ 7-5, Z100 7-6, FM102 d-24, KMEL 31-25, WSPK 17-13.

DOCTOR AND THE MEDICS "Spirit In The Sky" (IRS/MCA) 24/7
Moves: Up 7, Debuts 3, Same 14, Down 0, Adds 7, KRBE, WKRZ, KHFI, WCKM, KTUX, KYQJ, WHSL, WPHD 23-16, 93FM 22-17, WRNO 37-32, WMM5 d-38, KWK 33-31, KKRZ 40-30, KGOT 31-21, OK95 37-34.

ICEHOUSE "No Promises" (Chrysalis) 24/0
Moves: Up 11, Debuts 2, Same 11, Down 0, Adds 0 including WXXS 20-19, WBNB 33-32, WNN5 d-33, WPHD 31-24, CKOJ 39-35, WL0L 32-29, KIIS 22-21, K104 d-38, WERZ 32-31, RI-104 on-dp, WKRZ on, 95XXX 28-29, WHSL 30-29, KOCR 29-25, KDVV 29-21.

MOODY BLUES "The Other Side Of Life" (PolyGram/PolyGram) 22/22
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 22 including PRO-FM, 94Q, 95NIZ, WRSR, K104, WERZ, WGFN, WPGT, WBCY, WGNB, KFMM, Y94, WDBR, WSPF, KDVV.

EDDIE MONEY "Take Me Home Tonight" (Columbia) 22/22
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 22 including WPHD, WMM5, KWK, KWOD, KMEL, KPLZ, 93Q, WXLK, WNOK, KBOS, KFV, KATD, KZZU, WOMP, KDVV.

NICK JAMESON "Weatherman" (Motown) 22/10
Moves: Up 1, Debuts 1, Same 10, Down 0, Adds 10, WERZ, WNNK, WKRZ, WTLQ, KF95, WUGY, WJAD, WAZY, KKAZ, SLWBR on, WRSR on, WJZ on, WVIC on, WZZP on, Z102 d-59, WCL on.

BOURGEOIS TAGG "The Perfect Life" (Island) 20/0
Moves: Up 1, Debuts 0, Same 17, Down 0, Adds 2, WTLQ, WCIL, KWOD on-dp, WERZ on-dp, RI-104 on, WR0K on, KZZB on-dp, WR0Q on, KTUX 39-38, KMGX on-dp, KFV on-dp, KFMN on.

ISLE OF MAN "Am I Forever" (Pasha/CBS) 20/1
Moves: Up 7, Debuts 1, Same 11, Down 0, Adds 1, WKSP, WBNB on, WKSE on, WNN5 on, WPHD 34-32, KDWB 30-27, K104 1-1, WERZ on, WKRZ d-39, Q106 on, KIJK 35-29, WUGY 39-36, 95XXX 34-32, OK100 9-4, 95XIL 17-13.

BEATLES "Twist And Shout" (Capitol) 18/13
Moves: Up 4, Debuts 1, Same 0, Down 0, Adds 13, KPLZ, KNBQ, B106, Y106, KCAQ, WZON, WZYQ, KSMB, KNDE, WVB5, WCIL, KGOT, KYTA, KIIS 18-10, KZZP d-21, KATD 29-20, KWES 30-26.

MICHAEL DES BARRRES "Money Don't Come Easy" (Gold Mountain/MCA) 17/1
Moves: Up 1, Debuts 0, Same 16, Down 0, Adds 16, KGOT, WKX3 on, WTLQ on, KTUX on-dp, WVIC on, WRQN on, KYQJ on-dp, WUGY d-40, WPFM on, WHSL on, 99KG on-dp, WYGY 39-36, 95XXX 34-32, OK100 9-4, 95XIL 17-13.

GWEN GUTHRIE "Ain't Nothin' Goin' On But The Rent" (PolyGram/PolyGram) 16/1
Moves: Up 2, Debuts 1, Same 11, Down 1, Adds 1, WPM, WKX3 28-20, WKSE on, WNNK on, RI-104 on, WJZ on, WVIC on, WZZP on, Z102 d-59, WCL on.

BIG COUNTRY "Look Away" (Mercury/PolyGram) 16/1
Moves: Up 4, Debuts 1, Same 10, Down 0, Adds 1, KTKS, WPHD on, KEGL 18-14, WMM5 on, KWK 32-30, KWOD on-dp, Q100 on, WKRZ 36-33, WOKI on-dp, KCAQ on, WZYO d-35.

INXS "Kiss The Dirt (Falling Down The Mountain)" (Atlantic) 16/0
Moves: Up 5, Debuts 0, Same 14, Down 0, Adds 0 including WPHD on, PRO-FM on, WRNO on, WMM5 38-34, WKTI 30-26, KWK d-37, KWOD on-dp, WJZ on, WZYP on, WHSL 25-23, WVB5 on, KGOT 35-31.

FALCO "Jeanny" (A&M) 13/6
Moves: Up 2, Debuts 0, Same 5, Down 0, Adds 6, KPLZ, WRQN, KF95, KNBS, WCIL, 99KG, B94 29-27, KBEO 28-22, KDWB on, WKEE on, KDND on-dp.

STAN BUSH "The Touch" (Scotti Bros/CBS) 11/3
Moves: Up 0, Debuts 0, Same 8, Down 0, Adds 3, WERZ, KTUX, KGOT, KPLZ on, WNNK on, Q106 on, WOKI on-dp, KZ10 on-dp, WZYP on, WHSL on, 99KG on-dp.

ANITA BAKER "Sweet Love" (Elektra) 11/2
Moves: Up 1, Debuts 1, Same 7, Down 0, Adds 2, Q107, WLNB, B97 d-30, WNNK on, WKRZ on, WTLQ on-dp, KAMZ 27-21, WZYP on, WVIC on, WZZP on, Z102 d-59, WCL on.

MODELS "Cold Fever" (Geffen) 10/5
Moves: Up 2, Debuts 0, Same 3, Down 0, Adds 5, WPHD, WTLQ, WOKI, KRIS, 99KG, WSKZ on, WANS on-dp, KIIX 40-38, WJAD on-dp, OK95 39-36.

ONE TO ONE "Angel In My Pocket" (WB) 10/4
Moves: Up 0, Debuts 0, Same 10, Down 0, Adds 4, WRQN, KMGX, WBNQ, KBIM, WPHD 33-25, WMM5 19-15, KWK 28-26, KZZU on, 95XIL on, KDVV on.

THE LOVER SPEAKS "No More I Love You's" (A&M) 10/4
Moves: Up 1, Debuts 1, Same 4, Down 0, Adds 4, KTUX, WKSF, WHSL, WBNQ, WKRZ on, WXLK on, KFV d-38, WOMP on, WBBW on, WZYZ 40-36.

KIM MITCHELL "Patio Lanterns" (Atlantic) 10/4
Moves: Up 3, Debuts 0, Same 3, Down 0, Adds 4, KMGX, WJAD, WHSL, WDBR, WBNB 37-30, WPHD 13-10, CFTR 12-11, 95NIZ on, KOJZ on-dp, KBIM on.

DOKKEN "It's Not Love" (Elektra) 10/1
Moves: Up 0, Debuts 1, Same 8, Down 0, Adds 1, WCIL, K104 d-37, WOKI on-dp, WRQN on, WUGY on-dp, OK100 on, 95XIL on, KRLS on-dp, 99KG on-dp.



WHEN
I THINK
OF YOU

AM-2855



Produced by JIMMY JAM and TERRY LEWIS for Flyte Tyme Productions, Inc.
Executive Producer: John McClain

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CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	
4	3	1	1 PETER CETERA/Glory Of Love (Full Moon/WB)
7	4	2	2 MADONNA/Papa Don't Preach (Sire/WB)
2	1	2	3 PETER GABRIEL/Sledgehammer (Geffen)
13	8	6	4 BELINDA CARLISLE/Mad About You (IRS/MCA)
6	5	5	5 ROD STEWART/Love Touch (WB)
19	12	8	6 STEVE WINWOOD/Higher Love (Island)
15	11	7	7 JERMAINE STEWART/We Don't Have To Take Our Clothes Off (Ten/Arista)
34	21	14	8 BANANARAMA/Venus (London/PG)
23	14	11	9 WHAMI!/The Edge Of Heaven (Columbia)
36	23	13	10 LIONEL RICHIE/Dancing On The Ceiling (Motown)
1	2	4	11 GENESIS/Invisible Touch (Atlantic)
38	28	19	12 BERLIN/Take My Breath Away (Columbia)
33	25	16	13 TIMEX SOCIAL CLUB/Rumors (Jay)
22	18	15	14 JOURNEY/Suzanne (Columbia)
31	25	21	15 MICHAEL McDONALD/Sweet Freedom (MCA)
25	20	17	16 OUTFIELD/All The Love In The World (Columbia)
27	22	20	17 JEFFREY OSBORNE/You Should Be Mine (A&M)
3	6	9	18 KENNY LOGGINS/Danger Zone (Columbia)
11	10	10	19 PET SHOP BOYS/Opportunities (Let's Make Lots Of Money) (EMI America)
39	33	25	20 MIAMI SOUND MACHINE/Words Get In The Way (Epic)
DEBUT →			
28	24	22	21 HUEY LEWIS & THE NEWS/Stuck With You (Chrysalis)
35	31	24	22 ANDY TAYLOR/Take It Easy (Atlantic)
—	38	30	23 GAVIN CHRISTOPHER/One Step Closer To You (Manhattan)
—	38	30	24 REGINA/Baby Love (Atlantic)
10	9	12	25 BILLY JOEL/Modern Woman (Epic)
37	34	28	26 DEVICE/Hanging On A Heart Attack (Chrysalis)
BREAKER	27	27	27 CARL ANDERSON & GLORIA LORING/Friends And Lovers (Carrere/CBS)
5	7	18	28 JANET JACKSON/Nasty (A&M)
40	37	31	29 MIKE & THE MECHANICS/Taken In (Atlantic)
BREAKER	30	30	30 DAVID LEE ROTH/Yankee Rose (WB)
—	37	31	31 MONKEES/That Was Then, This Is Now (Arista)
—	40	32	32 GLASS TIGER/Don't Forget Me (When I'm Gone) (Manhattan)
—	39	33	33 KLYMAXX/Man Size Love (MCA)
—	40	36	34 JOHN COUGAR MELLENCAMP/Rumbleseat (Riva/PG)
18	15	23	35 BLOW MONKEYS/Digging Your Scene (RCA)
BREAKER	36	36	36 DOUBLE/The Captain Of Her Heart (A&M)
DEBUT →			
BREAKER	37	37	37 DARYL HALL/Dreamtime (RCA)
BREAKER	38	38	38 RUN D.M.C./Walk This Way (Profile)
BREAKER	39	39	39 BILLY OCEAN/Love Zone (Jive/Arista)
BREAKER	40	40	40 ZZ TOP/Velcro Fly (WB)

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ADULT CONTEMPORARY

8	5	2	1 MIAMI SOUND MACHINE/Words Get In The Way (Epic)
1	1	1	2 PETER CETERA/Glory Of Love (Full Moon/WB)
4	3	3	3 ROD STEWART/Love Touch (WB)
5	4	4	4 JEFFREY OSBORNE/You Should Be Mine (A&M)
9	7	6	5 DOUBLE/The Captain Of Her Heart (A&M)
13	9	8	6 MICHAEL McDONALD/Sweet Freedom (MCA)
21	12	9	7 LIONEL RICHIE/Dancing On The Ceiling (Motown)
30	19	11	8 CARL ANDERSON & GLORIA LORING/Friends And Lovers (Carrere/CBS)
14	11	10	9 MIKE & THE MECHANICS/Taken In (Atlantic)
2	2	5	10 GENESIS/Invisible Touch (Atlantic)
22	17	14	11 STEVE WINWOOD/Higher Love (Island/WB)
6	6	7	12 JACKSON BROWNE/In The Shape Of A Heart (Asylum)
16	14	13	13 MADONNA/Papa Don't Preach (Sire/WB)
28	22	16	14 BERLIN/Take My Breath Away (Columbia)
18	16	15	15 GORDON LIGHTFOOT/Anything For Love (WB)
—	21	16	16 BILLY OCEAN/Love Zone (Jive/Arista)
—	24	17	17 HUEY LEWIS & THE NEWS/Stuck With You (Chrysalis)
29	23	18	18 MONKEES/That Was Then, This Is Now (Arista)
—	26	22	19 ANITA BAKER/Sweet Love (Elektra)
3	8	12	20 MOODY BLUES/Your Wildest Dreams (Polydor/PG)
7	10	17	21 BILLY JOEL/Modern Woman (Epic)
10	13	19	22 DAVID FOSTER & OLIVIA NEWTON-JOHN/The Best Of Me (Atlantic)
—	30	25	23 WHAMI!/The Edge Of Heaven (Columbia)
—	30	25	24 KEEP IT DARK/Dreamer (Elektra)
—	26	23	25 WHITNEY HOUSTON/All At Once (Arista)
11	18	23	26 HOWARD JONES/No One Is To Blame (Elektra)
—	27	27	27 LARRY CARLTON/Smiles And Smiles To Go (MCA)
BREAKER	28	28	28 EL DeBARGE/Love Always (Gordy/Motown)
12	15	20	29 BILLY OCEAN/There'll Be Sad Songs (To Make You Cry) (Jive/Arista)
BREAKER	30	30	30 BANANARAMA/Venus (London/PG)

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AOR TRACKS

Three Weeks	Two Weeks	Last Week	
1	1	1	1 STEVE WINWOOD/Higher Love (Island)
5	3	2	2 EURYTHMICS/Missionary Man (RCA)
—	4	3	3 HUEY LEWIS & THE NEWS/Stuck With You (Chrysalis)
8	4	3	4 VAN HALEN/Love Walks In (WB)
15	12	8	5 GENESIS/Throwing It All Away (Atlantic)
12	8	7	6 JOHN C. MELLENCAMP/Rumbleseat (Riva/PG)
9	6	5	7 PETER GABRIEL/Red Rain (Geffen)
7	7	6	8 BIG COUNTRY/Look Away (Mercury/PG)
23	17	11	9 PETER GABRIEL/In Your Eyes (Geffen)
33	19	17	10 STEVE WINWOOD/Split Decision (Island)
—	23	18	11 NEIL YOUNG/Touch The Night (Geffen)
18	13	12	12 MICK JAGGER/Ruthless People (Epic)
6	5	9	13 38 SPECIAL/Somebody Like You (A&M)
19	16	16	14 TOM COCHRANE & RED RIDER/Boy Inside The Man (Capitol)
BREAKER	15	15	15 DARYL HALL/Dreamtime (RCA)
36	24	22	16 GTR/The Hunter (Arista)
10	10	10	17 DAVID LEE ROTH/Yankee Rose (WB)
16	15	15	18 MOODY BLUES/The Other Side Of Life (Polydor/PG)
30	20	20	19 ZZ TOP/Velcro Fly (WB)
13	11	13	20 BOB SEGER & THE SILVER.../The Aftermath (Capitol)
27	21	21	21 GENESIS/Land Of Confusion (Atlantic)
BREAKER	22	22	22 DAVID LEE ROTH/Tobacco Road (WB)
BREAKER	23	23	23 R.E.M./Fall On Me (IRS/MCA)
55	39	29	24 VAN MORRISON/Ivory Tower (Mercury/PG)
BREAKER	25	25	24 BOB DYLAN/Got My Mind Made Up (Columbia)
49	37	31	26 GLASS TIGER/Don't Forget Me (When I'm Gone) (Manhattan)
38	33	30	27 FIXX/Built For The Future (MCA)
DEBUT →			
53	43	32	28 EDDIE MONKEY/Take Me Home Tonight (Columbia)
22	18	23	29 ALVIN LEE/Detroit Diesel (21/Atco)
—	—	—	30 BRUCE HORNSBY & THE RANGE/Every Little Kiss (RCA)

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BLACK/URBAN

5	2	1	1 ANITA BAKER/Sweet Love (Elektra)
11	5	3	2 LUTHER VANDROSS/Give Me The Reason (Epic)
10	6	5	3 MELBA MOORE & KASHIF/Love The One I'm With (A Lot Of Love) (Capitol)
9	4	4	4 SHIRLEY JONES/Do You Get Enough Love (PIRV/Manhattan)
26	14	6	5 BILLY OCEAN/Love Zone (Jive/Arista)
3	1	2	6 JEAN CARNE/Closer Than Close (Omni/Atlantic)
20	11	8	7 GWEN GUTHRIE/Ain't Nothin' Goin On But The Rent (Polydor/PG)
21	15	10	8 PATTI LABELLE/Oh People (MCA)
33	20	13	9 SOS BAND/Borrowed Love (Tabu/CBS)
40	24	18	10 LEVERT/(Pop Pop Pop Pop) Goes My Mind (Atlantic)
24	17	14	11 PIECES OF A DREAM/Say La La (Manhattan)
—	28	12	12 PRINCE/Anotherloverholenohthead (WB)
—	23	20	13 LIONEL RICHIE/Dancing On The Ceiling (Motown)
37	26	21	14 MICHAEL McDONALD/Sweet Freedom (MCA)
22	18	15	15 STEVE ARRINGTON/Homeboy (Atlantic)
29	21	17	16 FULL FORCE/Temporary Love Thing (Columbia)
13	12	11	17 CON FUNK SHUN/Burnin' Love (Mercury/PG)
14	13	12	18 STEPHANIE MILLS/Rising Desire (MCA)
—	27	23	19 CHAKA KHAN/Love Of A Lifetime (WB)
1	3	7	20 TIMEX SOCIAL CLUB/Rumors (Jay)
36	25	22	21 LISA-LISA & CULT JAM with FULL FORCE/All Cried Out (Columbia)
—	34	22	22 JEFFREY OSBORNE/Soweto (A&M)
39	30	26	23 GLENN JONES/Giving Myself To You (RCA)
—	37	27	24 WHODINI/One Love (Jive/Arista)
—	37	30	25 MELI'SA MORGAN/Fool's Paradise (Capitol)
18	16	16	26 STEVIE WONDER/Land Of La-La (Tamil/Motown)
7	7	9	27 CASHFLOW/Mine All Mine (Mercury/PG)
—	35	31	28 JETS/Private Number (MCA)
—	34	29	29 GEORGE CLINTON/Hey Good Lookin' (Capitol)
—	36	30	30 ASHFORD & SIMPSON/Count Your Blessings (Capitol)
—	37	31	31 EL DeBARGE/Love Always (Gordy/Motown)
—	40	32	32 DAZZ BAND/L.O.V.E. M.I.A. (Geffen)
BREAKER	33	33	33 JANET JACKSON/When I Think Of You (A&M)
—	35	32	34 DENICE WILLIAMS/Wiser & Weaker (Columbia)
BREAKER	35	35	34 ORAN "JUICE" JONES/The Rain (Def Jam/Columbia)
BREAKER	36	36	35 CONTROLLERS/Distant Love (MCA)
BREAKER	37	37	36 NU SHOZ/Point Of No Return (Atlantic)
BREAKER	38	38	37 MIDNIGHT STAR/Midas Touch (Solar/Elektra)
BREAKER	39	39	38 MAZE/I Wanna Be With You (Capitol)
BREAKER	40	40	39 JAMES INGRAM/Always (Qwest/WB)

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