

I N S I D E:

FCC ASKS \$50 MILLION IN BROADCAST FEES

A new schedule of "administrative fees" would cost broadcasters and applicants \$50 million a year if the FCC wins approval from Congress.

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PEOPLE IN THE NEWS THIS WEEK

- John Kelly Program Manager at WSB-FM
- Kelly McCann PD at KNOK
- Bill Hill VP/GM, Bill Jenkins Op. Dir. at WQYK
- Frank Gunn GM at KBRQ-AM & FM
- Nancy Pool-Leffler forms consultancy
- Vicki Leben National Promotion Director for Motown
- Joe Patrick Drake-Chenault Country consultant
- Jed Duvall OM, Jim Smith GSM at WFLA-AM & FM
- Steve Gramzay PD at KLZ
- Mike Chapman PD at WUBE
- Don Daniels PD at WMEX
- Steve Christian PD at WZXR
- Chuck St. John PD at KRZN
- Alan Gray VP/GM at WDAO & WWSN
- Jim Johnson Station Manager at WDAO
- Steve Gallagher PD at WWSN
- Al Carson PD at WYMJ
- Chris Broullirs GSM at WPGC & WCLY

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R&R

RADIO & RECORDS

KIRKPATRICK NEW SUMMIT EXEC. VP

Shaw Appointed Beasley Executive VP

After three years as Executive VP/Radio Division for Summit Communications, Allen Shaw has accepted the Exec. VP post for the Beasley Broadcast Group. Based at company headquarters in Goldsboro, NC, Shaw will supervise the company's 15 stations in Philadelphia, Cleveland, and throughout the Eastern U.S. He is replaced at Summit by William Kirkpatrick.

President George Beasley said, "Our company is on the verge of great expansion. I felt we needed a highly experienced



William Kirkpatrick

and proven broadcast executive to help us realize our full growth potential. Allen's performance record at Summit and ABC is very impressive."

Prior to joining Summit, Shaw had been with ABC Radio in New York for 11 years as VP, then President of the ABC Owned FM Radio Stations. "I was very happy at Summit," Shaw said. "However, the opportunity George presented to me to manage his radio group, as well as join him as a partner in selected future station acquisitions, is an extremely attractive one."

At the same time, Summit Radio Director/Finance & Administration Bruce Simel was named Beasley's Assistant to the Executive VP. He will be responsible for helping Shaw

SHAW/See Page 8

Roth New PD At WMJC

WMJC/Detroit has named KIOA & KMGK/Des Moines Station Manager Bill Roth PD. Roth replaces Joe Capobianco, who will now spend more time with his consultancy company, which in turn will continue to work with the A/C station.

Said VP/GM Dick Yankus, "I've worked with Bill before, and I knew he possessed both the managerial skills and the mechanical ability to get the job done. While most PDs are strong in just one area, Bill has the overall talent to do an effective job."

Prior to KIOA, Roth served as GM of Capitol's WLLS/Mobile, as well as National PD. He told R&R, "We're going to continue moving the station in the same direction. Since I've considered my strength to have always been in programming, I'm being put to the test now in this four-way FM A/C market."

Wise WKLS Programmer

WFBQ/Indianapolis PD Bill Wise has shifted to Gulf sister station WKLS (96ROCK)/Atlanta, succeeding exiting PD Alan Sneed. The move marks Wise's return to WKLS, where he served as Promotions Director in 1982-83.

An 11-year broadcaster, Wise spent 15 months as PD at WFBQ, having earlier programmed WIZY/Macon and Jacksonville stations WQIK and WVOJ. "I'm delighted to come back and hit the floor running," he told R&R. "We're going to mainstream the station a little more, have some fun with it, and make it more palatable for upper demos."

WKLS VP/GM Dick Meeder WISE/See Page 8

NEW CALLS WCKG; JEFFRIES EXITS

WAGO Moves To AOR Format

After nearly a year as CHR, Cox Communications' WAGO/Chicago shifted format Monday morning (3-4) to AOR, picking up new call letters WCKG. Using the slogan "106, WCKG... Rock 'n' Roll Radio" and consulted by Burkhart/Abrams/

Michaels/Douglas & Associates, WCKG will adopt the "Superstars 2" upper-demo approach used by B/A/M/D client KFOG/San Francisco.

VP/GM Marc Morgan told R&R, "Jan was a hard-working PD who put on one of the best

CHR's I've ever heard. It did less than expected only because of the crowded nature of the market - we were the fifth guy in the format."

Regarding the new format, Morgan continued, "With the way the market has shifted, we now have an opportunity to excel with a good, mass appeal AOR station in a number of demos, including men 25-34."

A longtime AOR sales veteran, Morgan expressed confidence about WCKG's future at a time when many AORs have opted for different directions. "Having sold AOR for 11 years, I know about format bias," he said. "I think the format's ma-

WAGO/See Page 8

Nogales Out As UPI Recapitalizes Company

United Press International of- ficials have fired President Luis Nogales, and have announced a plan "to relinquish control" of

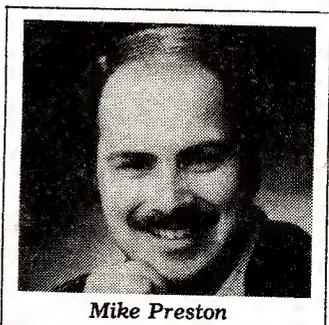
the news agency and "recapitalize" the company. Principal owners Douglas Ruhe and William Geissler also dismissed Financial Consultant Ray Wechsler. A replacement for Nogales will be named shortly, and a senior management team is directing operations in the interim.

In protest of Nogales's dismissal, several corporate officers have resigned. These include VP/Communications Bob Brown, VP/Controller Jack Kenney, and Budget Officer Steve Spritzer.

Last year UPI announced an austerity program to strengthen the company's finances and make it profitable after 20 years of losses. According to Ruhe, recapitalization is the second step in that plan. "We are beginning the second phase of the company's recovery program," he commented. "The company ended 1984 with a fourth quarter profit of \$1.1 million, and we want to guarantee the future of UPI by taking all the necessary steps to attract capital to what is now a viable company."

UPI/See Page 8

Preston PD At KSDO-FM



Mike Preston

Assistant PD/midday air talent Mike Preston has been elevated to PD at Gannett's KSDO-FM (KS103)/San Diego.

KSDO-AM & FM VP/GM Jim Price explained, "With (VP/Operations) Dave Parks's increased involvement at KKBQ-AM & FM/Houston, we needed someone to assume full responsibility for KS103."

Parks commented, "Rarely in this business do you find a person of Mike's total dedication. During the past few months, Mike and I have been making programming decisions in tandem, and now he will further his learning process by assuming even more responsibility."

Preston, who joined KS103 as an air personality in May 1983, was earlier Asst. PD at KSFM/Sacramento. He said, "With both Jim and Dave's support, the only place we can go is to the top of the market." Preston will continue his midday air-shift in addition to his new duties.

GARDINO, FASOLINO, BELLANTONI

Selcom Promotes Three Key Execs

Vincent Gardino has been named Executive VP/COO of Selcom Radio, Tony Fasolino has been elevated to Exec. VP/COO of Torbet Radio, and Michael Bellantoni was elected Executive VP/Administration for parent firm Selcom, Inc.

Selcom, Inc. President/CEO Peter Moore commented, "Vince brings an added dimen-

sion to our corporate team, and primarily a lot of talent, drive, enthusiasm, and experience to the other fine members of Selcom's radio management group. Tony has been an outstanding contributor to Torbet's success since joining the company in October 1982. Mike's contributions to our head office operations have long been a standard for Torbet's success

since I've been running the company."

Most recently, Gardino headed up the ABC Direction and Entertainment networks for the past three and a half years. Fasolino joined Torbet three years ago as Eastern Divisional Manager, while five-year company veteran Bellantoni advances from his post as Torbet Executive VP.

Also: 1984 Country Radio Music Poll

COUNTRY TODAY: A LONG, HARD LOOK

As the Country Radio Seminar convenes in Nashville, R&R asks experts in radio, records, retail, and ratings research to take a frank look at the state of country. Their conclusions may surprise you. Lon Helton adds an upbeat note with a look at how radio, records, and retail are working together to boost country sales in Los Angeles; Reed Bunzel offers some network points of view on country 1985; while Sharon Allen focuses on this year's CRS New Faces Show performers.

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RADIO USA ^{for} AFRICA THE RADIO SPECIAL

First there was the tragedy of famine in Africa... then the success of Britain's Band Aid project... then came the incredible response from 45 of the biggest stars in American music... and now there's the radio event that will bring together the artists who created "We Are The World" with the radio stations now carrying the message—**RADIO USA for AFRICA.**

On Sunday, April 21, Westwood One will join United Support of Artists for Africa, Ken Kragen and CBS Records to present the story behind "We Are The World" in the words and music of the artists who took part in the historic recording.

This special event will originate live from Westwood One's studios in Culver City, California, and will be available to every radio station capable of receiving the digital stereo signal from the Satcom 1-R communications satellite.

Westwood One is contributing all production personnel, studio facilities and satellite distribution, as well as donating all net advertising revenue to USA for AFRICA, Inc.

We are encouraging all radio stations to make **RADIO USA for AFRICA** the focal point of their contributions to the cause of hunger relief in Africa and America, so mark **April 21** on your calendar as the date you and your listeners can make a difference by becoming involved.

Join the biggest personalities in national radio as they present the biggest names in American music including Bryan Adams, Harry Belafonte, Ray Charles, Chicago, Hall & Oates, Corey Hart, Jermaine Jackson, Michael Jackson, Waylon Jennings, Quincy Jones, Cyndi Lauper, Huey Lewis & The News, Gordon Lightfoot, Bette Midler, Joni Mitchell, Anne Murray, Willie Nelson, Steve Perry, The Pointer Sisters, Prince, Lionel Richie, Kenny Rogers, Diana Ross, Paul Simon, Bruce Springsteen, Tina Turner, Stevie Wonder, Neil Young and many more.

Let us help you get involved. Contact your Westwood One Representative at (215) 204-5000 for details.

WESTWOOD ONE
RADIO NETWORKS

DEBUTING "PROS ON THE LOOSE"

This week R&R introduces a shortcut to ease the industry's hiring hassles. **Pros On The Loose**, appearing on the Pro-Motions page every week, lists top-flight professionals available for new opportunities — name, phone number, and most recent job. It's a place to look and a place to be seen. Check it out.

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DANCER STEPS DOWN

McCann Takes KNOK PD Post

KNOK/Ft. Worth-Dallas acting PD/personality Dwayne Dancer has stepped down from his programming duties at the Urban outlet to concentrate on his airshift. Replacing him is KSJL/San Antonio PD Kelly McCann, who becomes the first official PD in a year.

VP/GM Bill Chatman told R&R, "This comes basically at Dwayne's request to concentrate his energies once again exclusively to the afternoon show, where he's done so well for so many years. Finding Kelly allowed us to grant Dwayne's wishes."

McCann, who signed KSJL on the air last May, told R&R, "KNOK needs a more mass

appeal direction, keeping its Urban flavor intact. Our direct competitor, K104, is a very good-sounding station, but I have to believe we can be more creative." McCann's prior programming experience includes WHMF/Rochester, KZZY/San Antonio, and KSET-FM/El Paso. No replacement at KSJL has been named yet.

Pool-Leffler Launches Consultancy

KGLD & KWK/St. Louis VP/GM Nancy Pool-Leffler has resigned to form her own sales and marketing consulting organization.

A lifetime broadcaster, Pool-Leffler has managed eight St. Louis stations, including crosstown KSHE and KMOX-FM (now KHTR). "There is a big need in the sales/marketing area in the radio industry," she said, "and I believe my firm can produce cash results for other stations. I am excited that my first client will be KGLD & KWK, and that I will be able to continue my involvement with them." Nancy Pool-Leffler



No replacement for Pool-Leffler was named at the Robinson Broadcasting station. GSM Steve Butler will head station operations during the interim.

CLIFFORD EXITS AS GM

Duvall OM, Smith GSM At WFLA-FM & FM

At Blair's WFLA-AM & FM/Tampa, recently-appointed GM Ken Clifford has exited, along with PD Ron Eric Taylor. A new GM is not expected to be named in the immediate future at the A/C stations. Instead, veteran programmer Jed Duvall has been named Operations Manager, while former WASH/Washington GM Jim Smith fills the vacant General Sales Manager's post. Both Duvall and Smith will report to Blair Radio Division President Jim Hilliard.

Duvall, who previously programmed WHO/Des Moines and WIBC/Indianapolis, commented to R&R, "Right now, we're

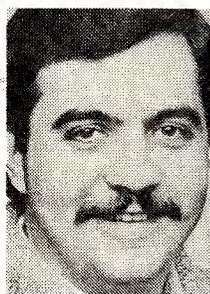
DUVALL/See Page 6

Kelly Named WSB-FM's New Program Manager

WSB-FM/Atlanta Asst. PD John Kelly has been promoted to Program Manager of the Cox A/C station, replacing Donna Brake, who left in January.

A three-year station veteran, Kelly joined as an air personality and was promoted into the programming ranks last year. Before

that, he was PD at WWID/Gainesville, GA and Asst. PD at crosstown WFOX. Kelly told R&R, "With this appointment coming so close to the spring book, there's so much preparation to do, and we haven't fully set our longterm course for the station.



John Kelly

Right now, though, we're just going to play the hits. We intend on being a bright-sounding A/C."

JENKINS HEADS OPERATIONS

Hill Climbs To WQYK VP/GM

KRBE-AM & FM/Houston VP/GSM Bill Hill has transferred to co-owned Country outlet WQYK/Tampa as VP/GM. He fills the post previously held by Rod Brosig, who last month purchased neighbor WTAN/Clearwater. At the same time, WQYK PD Bill Jenkins stepped up to Operations Director, while retaining his programming responsibilities.

A 36-year broadcaster, Hill started at KRBE-FM as GSM in 1978, moving up to his most recent post four years ago. He told R&R, "It's one of the greatest opportunities I could ever have for one reason: it's very rare that you get to come in and take over an excellent property." Regarding Jenkins, Hill added, "Bill is one of the real stars in Country programming today, and this move reflects my confidence in him."

"I've been here almost two years now, and I'm happy to receive this official recognition," said Jenkins, a 25-year radio veteran who previously programmed WELE/Daytona Beach and KAFY/Bakersfield. "This is a great company, and I'm very glad to see Bill Hill here."

Leben Motown's Nat'l Promo Director

Motown National Promotion Manager Vicki Leben has been promoted to National Promotion Director, working in the CHR and A/C areas, as the company expands its pop commitment.

VP/Promotion Michael Lessner told R&R, "In the few short months I've been at Motown, Vicki's proven herself indispensable to the staff and myself. I look for even greater accomplishments from this fine record executive."

Leben, who's been at Motown for the past two years after working in promotion at Alfa, 20th Century Fox, and RCA, remarked, "Over the years I've established a number of great relationships with the active ears in radio. In my new position I hope to see these relationships grow, and new ones develop, as Motown becomes more of a fixture in the pop music formats."

Patrick Appointed Drake-Chenault Country Consultant

Fifteen-year Country broadcaster Joe Patrick has joined Drake-Chenault as a National Programming Consultant, with emphasis on country music. He succeeds Jay Albright, who became PD at KMPS-AM & FM/Seattle three weeks ago.

DC Sr. VP Denny Adkins said, "It was difficult to select the right person, but I'm confident Joe will fill the position perfectly. His background, talent, and personality are also in line with the individual makeup necessary for successful communications with Country clients."



Joe Patrick

PATRICK/See Page 6

PROFFITT, NELSON UPPED

Gunn Named To Manage KBRQ-AM & FM

Frank Gunn is the new General Manager at Country outlets KBRQ-AM & FM/Denver. He succeeds former VP/GM Skip Schmidt, who became GM at WJQY/Ft. Lauderdale three weeks ago. At the same time, Retail Sales Manager Bob Proffitt assumed the newly-created position of National Sales Manager; succeeding him is Account Executive Don Nelson.

Great Empire Broadcasting copricipal Mike Oatman said, "These three gentlemen are uniquely qualified to continue the job of positioning KBRQ as a genuine, reliable broadcast service to the city of Denver."



Frank Gunn

A 27-year radio veteran, Gunn joined GUNN/See Page 6

Gramzay KLZ's Programmer

Steve Gramzay, most recently PD at WYMJ/Dayton, has been named to the long-vacant PD slot at Country-formatted KLZ/Denver. He reports to OM Chuck Browning and Group One National PD Art Wander.

Browning told R&R, "I've been handling the PD duties myself, but it's been my intention to have an on-air PD since Bill Bradley departed last year. Steve's got the credentials and background we were looking for. Combined with his on-air act, he's perfect for the slot."

Gramzay told R&R, "Having done mornings at WWWW and WCXI (both Detroit) for a number of years has well prepared me to program Country. I hope to make our demographics a bit more on the salable side by attracting some younger ears to KLZ." Gramzay displaces afternoon air personality Sandy Travis.

USA For Africa

Owing to manufacturing delays, we are unable to mail the USA For Africa single "We Are The World" with this issue, as mentioned last week. All R&R CHR, A/C, Black/Urban, and AOR reporters will receive the record this week through the Gavin Radio Services.

R&R will be devoting editorial space to acknowledge radio station promotions and other activities structured around this cause. Questions and requests for more information may be directed to Harvey Mednick at R&R. Radio can accomplish great works and show off its promotional abilities to the best effect, so we urge you to get involved.

TRANSACTIONS

Gannett Sells WWWE & WDOK For \$9.5 Million

Gannett has agreed in principle to sell WWWE & WDOK/Cleveland to Lake Erie Radio Co. for \$9.5 million. The transaction is subject to FCC approval and Lake Erie's sale of its only property, WJW/Cleveland, to Booth American Co. Lake Erie is headed by Alfred Lerner and Art Modell, the latter the principal owner of the NFL Cleveland Browns.

Following completion of the sale, Gannett will own 14 radio stations in Los Angeles, Houston, San Diego, Chicago, Detroit, St. Louis, and Tampa. A/C-formatted WWWE is a 50 kw clear-channel facility at 1100 kHz; Easy-Listening outlet WDOK has 50 kw on 102.1 mHz at 370 feet.

Detroit-based Booth American operates three AM and six FM Midwestern stations. WJW programs News/Talk with 10 kw days/5 kw nights at 850 kHz.

Hamilton Buys WGLU For Combo

KRTH/Los Angeles PD and Hamilton Communications President Bob Hamilton will buy WGLU/Johnstown, PA from Conemaugh Communications for \$400,000. The purchase provides a combo operation with AM property WCRO, which Hamilton acquired a year ago.

WGLU was Conemaugh's only radio property. The AOR-formatted station operates with 3 kw on 92.1 mHz. Takeover is expected in April, and Hamilton will remain at KRTH. The sale was handled by Boston-based broker Ansel Chaney.

Also Pending FCC Approval:

- WHGI & WFMG/Augusta, GA from Amre-corp Communications to Donald Ait for \$2.82 million. WHGI is a 5 kw daytimer at 1050 kHz; WFMG has 50 kw on 105.7 mHz at 1050 feet.

- WROM & WKCX/Rome, GA from Coosa Valley Radio to Briar Creek Broadcasting for \$1,176,700. WROM is a 1 kw daytimer at 710 kHz; WKCX has 3 kw on 97.7 mHz at 820 feet.

AMs Down, FMs Up As RADAR Stats Bounce

Traditional AM-oriented networks suffered some slippage in listenership, according to the RADAR 30 fall '84 audience estimates released last week. Among persons 12+ (average audience per commercial), the NBC Radio Network experienced the sharpest decline (-15%), followed by the CBS Radio Network (-12%). ABC-Information, aided by the strength of several new affiliates, Mutual, and RKO 1 showed virtually no change from RADAR 29 figures.

Youth-oriented FM networks showed slight growth, but gains were light in lieu of an increase in the overall size of FM audience (up 2.2% since RADAR 29). The ABC FM Network posted the biggest gain (+8%), followed by NBC's Source (+4%). RKO 2 remained unchanged, while CBS RadioRadio dropped (-5%).

Also apparent in the latest RADAR survey was a degree of "statistical bounce," described by NBC Radio VP/Research Nick Schiavone as a possible random sampling error. "There was no indication from Arbitron that some of these AM networks would drop so sharply," he told R&R. "One explanation is that some networks experienced a bad statistical bounce which threw off some of the results. Another explanation is always a change in affiliation, like the ones which kept the ABC Information Network relatively stable."

Schiavone was quick to point out that such sampling error in no way reflects the quality of RADAR measurement. Further, he indicated that a proposed increase in sample size over the next year might erase much of the error compounded by an increase in the number of networks since RADAR was established.

RADAR 30, compiled by Statistical Research, Inc. of Westfield, NJ, reports no change in national radio usage since the last survey. RADAR 29 estimated that 145 million people — 76% of the U.S. population — listens to network radio weekly.

Benefitting most from this survey was ABC, which posted gains by five of its six networks. Only the Entertainment network showed some slippage (-6%), while Direction and Rock showed slight increases (5% and 3%, respectively). Transtar Radio Network also demonstrated strength, leaping 70% from last summer's numbers on the strength of 75 new affilia-

tions. Satellite Music Network, with an additional 91 stations, climbed 3%.

A breakout of the RADAR results, as well as the top five networks in several key demo groups, follows:

Average Audience Per Commercial By Demo (Top 5)		
Network	Audience (1000s)	% Gain Or Loss
Teens (12-17)		
ABC-R	340	+15
ABC-FM	244	+7
Source (NBC)	242	-14
RadioRadio (CBS)	232	+40
RKO-1	189	-20
18-34		
RKO-1	890	+2
Source (NBC)	877	+10
ABC-R	771	-2
ABC-C	747	+7
ABC-FM	662	+6
18-49		
RKO-1	1,265	+8
Source (NBC)	967	+9
ABC-C	945	+7
ABC-R	872	0
ABC-FM	848	+9
25-54		
RKO-1	873	+2
ABC-E	848	-9
ABC-I	831	+3
NBC	669	-13
ABC-C	606	+7

Average Audience Per Commercial (12+)

Network	Audience (1000s)	% Gain Or Loss
ABC-I	1566	0
RKO-1	1527	+1
ABC-E	1489	-6
ABC-C	1330	+1
NBC	1314	-15
Source (NBC)	1259	+4
ABC-R	1215	+3
CBS	1192	-12
Mutual	1160	+1
ABC-FM	1137	+8
RadioRadio (CBS)	977	-5
RKO-2	937	0
ABC-D	781	+5
SMN	625	+3
Sheridan	625	+7
National Black	472	-15
Transtar	355	+70
Talknet (NBC)	338	-1

Cume Audience Per Week (12+)

Network	Audience (1000s)	% Gain Or Loss
ABC-I	24,662	-1
CBS	24,105	-1
ABC-C	22,961	-6
NBC	22,741	-15
Mutual	20,771	+2
RKO-1	20,242	+2
ABC-E	19,596	-10
RadioRadio (CBS)	17,482	0
Source (NBC)	17,411	0
ABC-R	17,038	+4
RKO-2	16,731	+11
ABC-FM	16,340	+3
ABC-D	11,929	+2
Sheridan	9132	+6
SMN	7195	+24
Transtar	6359	+25
National Black	5754	-11
Talknet (NBC)	3884	+5



LETTER OF INTENT SIGNED — As reported last week, RKO General and United Stations have signed an agreement to purchase the RKO Radio networks for an undisclosed sum. United Stations partners Dick Clark, Nick Verbitsky, Frank Murphy, and Ed Salamon have formed a partnership with RKO Networks President Bill Hogan, establishing the United Stations Radio Networks 1 & 2, which will purchase and absorb RKO 1 & 2 as well as programs currently provided by RKO Radioshows. Verbitsky, commenting on the agreement, told R&R, "Every indication we have indicates one giant applause from the advertising community, which will help us hit the bricks burning rubber."

Pictured (standing l-r) are RKO General VP/Finance John Cahill and Clark; (seated) Hogan and Verbitsky.

GOLD FORMAT

Daniels Named PD At New WMEX

Greater Media's recently-acquired WHUE/Boston will return to the air after a three-week hiatus March 15, with the legendary market calls WMEX. Under newly-named PD Don Daniels, who recently left the PD chair at KRZN/Denver, WMEX will be running an Oldies format similar to that of sister station KRLA/Los Angeles.

WMEX & WMJX VP/GM Bill Campbell told R&R, "We hired Don because of his past track record at KRZN. In a highly special-

Christian PD At WZXR

WKZL/Winston-Salem PD Steve Christian has been named PD for WZXR/Memphis, replacing John Rivers, who became PD of KFOG/San Francisco a month ago. WZXR GM Bill Thomas commented, "Steve took a station under similar circumstances in a direction that our research tells us we need to go in order to get a stronger, more consistent share in this market."

Thomas continued, "Our initial goal is to do a AOR/CHR hybrid, and then we'll evolve from there based on the market's reception. Whether or not it evolves to a full-fledged CHR will be totally prescribed by the marketplace."

"There's really not a CHR here. WMC-FM is more of a younger A/C. As a hybrid, we expect to still be dominant 18-34 by taking the best of both formats and being even more fresh and exciting."

Christian, who took WKZL from AOR to CHR, told R&R, "It won't be exactly the same as it was in Winston. There we knew it was a matter of time before it went CHR. Here I'm not so certain."

"We're not going to do anything to destroy the strong 18-34 male core we have. But we will be more palatable to a larger demographic than 18-34 year-old men. In Winston, we kept the male numbers while increasing the women to give us a good demographic spread." He added, "The transition could be a year away." WZXR has stopped referring to itself as "Rock 103," simply using "103 WZXR."

Broullire Becomes WPGC & WCLY GSM

Chris Broullire has joined WPGC & WCLY/Washington as General Sales Manager. He replaces Owen Weber, who became GM at WCAO & WXYV/Baltimore in late January.

A nine-year radio sales veteran with a background in advertising, Broullire comes WPGC & WCLY after 18 months as Local Sales Manager at neighbor WPKX. Formerly National Sales Manager at crosstown WASH for three years, Broullire told R&R, "This is a great staff and we have a quality air sound."

ized format such as this, we need an expert. With Don originally being from the Northeast, it's a natural evolution in his career to advance to a larger market like Boston. We've got new studios and new transmitting equipment; everything will be new but the music."

Daniels told R&R, "The Oldies format on AM is exciting and lends itself to being a very visible, promotable format geared to the 25-49 adult. The WMEX calls were used because we're going back to that era, and everyone in this town knows what a killer station WMEX was in the '60s."

Former WMEX air personality and current WXKS-AM & FM partner Arnie "Woo Woo" Ginsberg will help kick off the station, along with a visit from Martha Reeves & The Vandellas, at a local '50s club.

Carson PD At WYMJ

KZFM/Corpus Christi PD Al Carson has transferred to Malkan sister outlet WYMJ/Dayton. Carson fills the position vacated by Steve Gramzay, who left to become PD at KLZ/Denver.

WYMJ VP/GM John Thompson told R&R, "We brought Al here because of the heck of a job he did in Texas — he took them to the top. Al's working at full steam right now, and we're happy to have him."

Carson, who also worked at WUSN/Chicago, said, "Both GMs, Jim Sumpter in Texas and John Thompson here, felt this would be the best move for me. We're a strong A/C, and we're going to stay that way."

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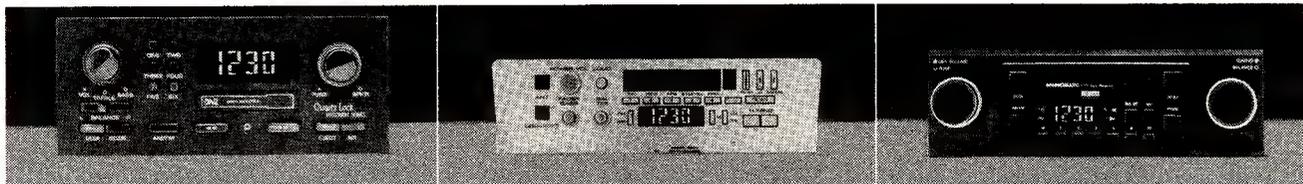
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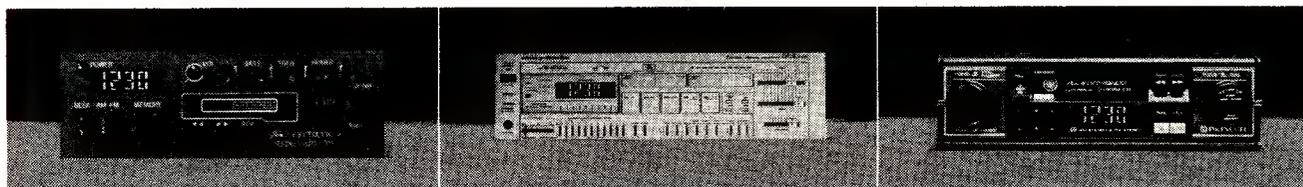
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B104 deb 23	KS103 deb 32	KOFM deb 20
B97 13-9	KITS on	KQKQ deb 30
Z100 30-29	KMEL 24-17	KIKX add
WCAU-FM add	KPLUS 34-27	KKFM add
B94 add	KUBE deb 28	94Q on
Q107 add	WVSR add	KISN add
WAVA 28-24	WTIC-FM 31-28	KNBQ add
KIKI 9-7	WKEE 38-25	WZON add
Z93 deb 33	Z106 34-28	WOAY add
KAFM 31-23	RI-104 26-21	WIKZ add
Y100 add 39	WKRZ-FM add	WKHI add
WMAR on	KZZB 37-33	Q104 deb 29
Q105 add 30	KXX106 add	WYKS add
B96 37-31	WANS-FM add	KNOE-FM add
Q102 20-19	WFMI add	WCIL-FM 6-5
KBEQ 30-22	WABB-FM deb 20	WAZY-FM add
WKTI 30-29	KBFM add	KDVV add
KDWB-FM add	KRGV add	KGOT add
WLOL-FM deb 32	Y106 33-23	SLY96 add
KIIS-FM deb 37	KJ103 28-24	KMJK 32-27
KKRZ on		FM102 deb 27



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Chapman Programs WUBE

Mike Chapman has been named Program Director at DKM Country outlet WUBE/Cincinnati. He takes over for Duke Hamilton, who will continue handling his afternoon drive airshift.

Recently-appointed WDJO & WUBE GM Jim Stanton remarked, "We're delighted to have Mike join our operation. He brings with him a strong background in programming. With Chuck Dees at the helm of WDJO and Mike at WUBE, we've got a powerful team operating our two stations."

For the past year, Chapman was PD at WKIX/Raleigh, having previously worked two years as

PD at WAEB/Allentown. Earlier he served as an air personality at WDRQ/Detroit, WNDE/Indianapolis, WMC-FM/Memphis, and WKLO/Louisville. "It's a thrill to be coming to Cincinnati," Chap-

man said, "because I grew up 150 miles away in Huntington, WV. Programming here has been a dream of mine, and WUBE is a great facility with a great tradition."



RCA'S GRAMMY GROUP — Following the Grammy Awards, RCA staged a party for artists and executives. Pictured (l-r) are Jefferson Starship's Mickey Thomas, Eurythmics' Dave Stewart, and RCA Exec. VP Jose Menendez.



CBS GRAMMY GATHERINGS — CBS Records held a post-Grammy party at Rex in L.A. Pictured at top (l-r) are CBS Records Group President Walter Yetnikoff, Phillip Bailey, and promoter/manager Bill Graham; at left (l-r), Grammy winners Cyndi Lauper and Weird Al Yankovic, E/P/A Sr. VP/GM Don Dempsey, and E/P/A VP Susan Blond; below right (l-r), Kenny Loggins, Columbia Sr. VP/GM Al Teller, and Herbie Hancock.

WARE PD, McVAY CONSULTS

KSMG Kicks Off Gold A/C Approach

American Media Corp.'s KSMG/San Antonio signed on the air this week with the slogan "Magic-105, San Antonio's Magic" highlighting its new gold-based A/C format. Trey Ware, formerly

Asst. PD at crosstown KTSA, is the PD, with Mike McVay consulting.

VP/GM Jack Collins, most recently with KLLS/San Antonio, explained, "We've done miracles

since December in putting this station together in such a short period of time. Trey Ware, who started on-air in this market at age 11 over at KBUC, has managed to attract a winning personality airstaff rooted in this market. I'm also very excited about working with Mike McVay."

Also appointed were Sales Manager Joyce Scheer from KLLS, Promotion Director Ruth Salinas (KMOL-TV), and Chief Engineer Dick Shoe, who according to Collins "built the station from the ground up since December, delivering to us a full-powered 100 kw signal at 105.3 MHz."

Gunn

Continued from Page 3

KBRQ in January after serving as GM at KYOU & KGRE/Greeley, CO. "I'm proud to be joining Great Empire. I competed against them for 13 years as manager of KAKE (now KAKZ)/Wichita, and came to respect and like them very much."

Proffitt has been a sales executive with Great Empire for ten years, while Nelson, a longtime local broadcaster, has worked with KBRQ since last May.

Duvall

Continued from Page 3

reviewing the options we have for both stations, and there are many. The AM will maximize the use of (morning man) Jack Harris, and we'll build on that. We are reevaluating the future direction of the FM, particularly considering the departure of AM drive personalities John London and Ron Engleman." London and Engleman accepted the morning opening at KMEL/San Francisco last week.

Patrick

Continued from Page 3

A Sarasota native, Patrick most recently programmed KCBQ/San Diego, having earlier worked as PD at WNOE/New Orleans and WQYK/Tampa. "It's a golden opportunity to grow with Drake-Chenault," he said. "I feel I have a lot to contribute and will help the company drive to continued success in the '80s."

Vela Upped To KSJL PD

Inner City Broadcasting's KSJL/San Antonio has promoted morning man Leo Vela to PD, replacing Kelly McCann, who resigned to become Program Director at KNOK/Dallas.

KSJL President/GM Charles Andrews told R&R, "Kelly has brought us to a point that will allow us to continue to grow. Leo trained under Kelly, and after Kelly's recommendation, it only seemed natural to advance Leo."

Vela, who was on vacation, was not available for comment. But according to Andrews, "Leo will continue doing the morning show along with partner Blanquita Culum."

DAN INGRAM'S

40 TOP SATELLITE SURVEY

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WABZ-FM Albemarle, NC
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KMAZ-FM Beatrice, NE
WAYC Bedford, PA
WGEZ Beloit, WI
WWUS-FM Big Pine Key, FL
WHLM-AM/FM Bloomsburg, PA
WHTT-FM Boston, MA
KBOZ-FM Bozeman, MT
WYSL Buffalo, NY
WKJF-FM Cadillac, MI
WOFF-FM Camilla, GA
WKAD-FM Canton, PA
KKAZ-FM Cheyenne, WY
WBBM-FM Chicago, IL
WKRK Columbia, TN
WKXL-FM Concord, NH
WHUB-FM Cookeville, TN
WYGO-AM/FM Corbin, KY
WVSG Cornwall, NY
WHIR Danville, KY
WCZY-FM Detroit, MI
KDCK-FM Dodge City, KS
WGMK-FM Donalsonville, GA
KVMX-FM Eastland, TX
WUFF-AM/FM Eastman, GA
WECL-FM Elkhorn City, KY
WLVY-FM Elmira, NY
WJMX Florence, SC
WQBZ-FM Fort Valley, GA
WXXQ-FM Freeport, IL
WZXM-FM Gaylord, MI
WTBZ-FM Grafton, WV
WNNK-FM Harrisburg, PA
WTIC-FM Hartford, CT
WASA Havre de Grace, MD

KQFM-FM Hermiston, OR
WHKY-FM Hickory, NC
KKBG-FM Hilo, HI
WBLU-FM Hinesville, GA
WMQT-FM Ishpeming, MI
WTIB-FM Iuka, MS
WETB Johnson City, TN
KJCK-FM Junction City, KS
WKMI-FM Kalamazoo, MI
WBPM-FM Kingston, NY
WLAN-FM Lancaster, PA
KLMS Lincoln, NE
KKHR Los Angeles, CA
WKZZ-FM Lynchburg, VA
WKMZ-FM Martinsburg, WV
WAKH-FM McComb, MS
WINZ-FM Miami, FL
WCVM-FM Middlebury, VT
WMIK Middlesboro, KY
WKGL-FM Middletown, NY
WMRC Milford, MA
WSYY-AM/FM Millinocket, ME
WBTT-FM Milwaukee, WI
WBAM-FM Montgomery, AL
WMOR-FM Morehead, KY
WQXX-FM Morganton, NC
WCLG-FM Morgantown, WV
WPCN Mt. Pocono, PA
WKCI-FM New Haven, CT
WTIX New Orleans, LA
WNPQ-FM New Philadelphia, OH
WKTU-FM New York, NY
WHMP-FM Northampton, MA
WKHI-FM Ocean City, MD
WMNS Olean, NY
WJMA-FM Orange, VA
WHLY-FM Orlando, FL
WJLQ-FM Pensacola, FL
WCAU-FM Philadelphia, PA
WRCZ-FM Pittsfield, MA
WKPL-FM Platteville, WI
KQRR-FM Polson, MT
KSKD-FM Portland, OR
WAVT-FM Pottsville, PA
WJJB-FM Poughkeepsie, NY

KQQQ-FM Pullman, WA
WEKY Richmond, KY
WPXY-FM Rochester, NY
KSIT-FM Rock Springs, WY
WWMR-FM Rumford, ME
WFXZ-FM Saginaw, MI
KHTR-FM St. Louis, MO
KISN-FM Salt Lake City, UT
KMEL-FM San Francisco, CA
WCDO/WSID Sidney, NY
WTOE Spruce Pine, NC
WMCD-FM Statesboro, GA
WQKX-FM Sunbury, PA
WNTQ-FM Syracuse, NY
WMGG-FM Tampa, FL
WVTS-FM Terre Haute, IN
WTGA-FM Thomaston, GA
KELI-FM Tulsa, OK
WUUU-FM Utica/Rome, NY
KCAZ-FM Walnut Ridge, AR
WARE Ware, MA
KLEU Waterloo, IA
WXLC-FM Waukegan, IL
WBMB/WBBI West Branch, MI
KNIN-FM Wichita Falls, TX
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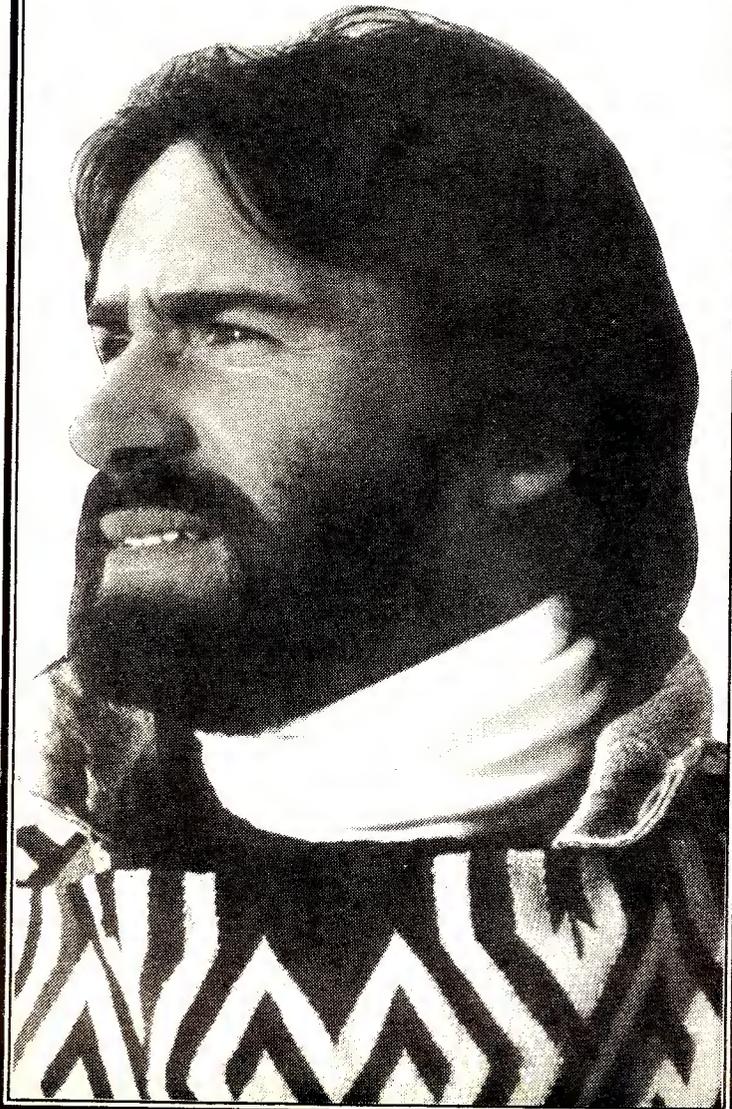
On Your Desk
This Week!

From The Long-Awaited Album
"High Country
Snows"

Distributed by CBS Records



Epic



WCKO Becomes Adult CHR WMXJ

Sconnix's WCKO/Ft. Lauderdale switched from AOR to adult CHR as WMXJ (Magic 102) this week. Bob McNeill, who's programmed WRVQ/Richmond, WMZQ/Washington and Q105/Tampa, has been named PD.

McNeill commented, "It's going to be a CHR aimed mostly at young adults 22-40, with some spillover on either end. We've identified a portion of the market that isn't being served well by any radio station at the moment.

"We're going to address our programming at three or four stations we feel are getting some of

their audience by default, more or less. We're going to play better music than Y100, have a lot more fun than they seem to be having, and be at least as visible as they are."

Jeff Pollack consults the station. Neil Barry stays on as Marketing Director, with Jeanne Baker, from WJQY/Miami, the new Regional Sales Manager. The News Director is former New York news veteran John Ogle, while Gail Stewart, ex-WLNH-FM/Laconia, NH, is Production Director. AM sister WRBD retains its Black/Urban format.

JOHNSON, GALLAGHER APPOINTED

Gray To Manage WDAO & WWSN

Black Format Moves To AM;
FM Now Churchill A/C

Following takeover by Stoner Broadcasting Systems, WAVI & WDAO/Dayton switched March 1 from Talk and Black formats, respectively, to Black and A/C presentations. WAVI has applied to pick up the WDAO call letters; the FM will become Churchill live-assist WWSN.

As part of the changes, cross-town WYMJ VP/GM Alan Gray was named VP/GM for both properties, Account Executive/gospel personality Jim Johnson became Station Manager for WDAO, and former WYMJ programmer Steve Gallagher took over as WWSN PD. Langford Stephens will switch from FM to AM as programmer for WDAO.

Gray, who started his radio career as an AE at WAVI, spent two and a half years with WYMJ and was previously Station Manager

at neighbor WJAI. He said, "The Stoner group has a tremendous record of success. I feel I can learn a lot here and be very successful."

Regarding Johnson and Gallagher, Gray noted, "Jim represents the first black manager in the history of WDAO. He's a very positive force in the black community. It's good to be working with Steve again, who was most recently Asst. PD at WLLT/Cincinnati. He's a class individual and a very knowledgeable programmer."

Johnson explained the motive for moving the successful Black format from FM to the 1 kw daytime AM facility. "The main reason is to dominate and win with both stations. We feel we can successfully serve the metro with the AM. Because the surrounding counties are less than 20% black, the only smart thing to do was to use the 50 kw signal to reach a broader audience. Our belief is if we used an Urban-type format on the FM to go after both (ethnic and non-ethnic) markets, it would be almost impossible for us to serve the black community the way we should. There's still going to be a lot of music exposure for blacks on WWSN, as 25% of its programming is black."

Wise

Continued from Page 1

had no comment regarding Sneed's sudden firing. But Sneed told R&R, "My replacement will be the ninth PD at 96ROCK in its ten-and-a-half year history. In my opinion, that inconsistency has prevented the station from being as competitive as it should have been in the Atlanta market. I am leaving the station with the biggest cume and best morning show in its history, and the company has lost only one employee in my department in 19 months. My thanks for the effort and stability was hearing about this on the street from promotion people before I was told."

No replacement for Wise was named at WFBQ, but John Roberts, PD of co-owned WNDE, is serving as interim PD.

St. John KRZN PD

KRZN/Denver morning man Chuck St. John has been promoted to PD of the Gold-formatted station. St. John will continue his on-air duties, and replaces Don Daniels, new PD at WMEX/Boston.

KMJI & KRZN VP/GM Craig McKee commented, "Chuck has shown he understands the direction of KRZN and can offer the programming leadership needed in the future."

St. John told R&R, "There's a lot to learn, since I've never programmed before, but I'm confident of my abilities from watching Don and others. Denver is a real competitive market, and with KIMN aiming at our prime demos, we have our work cut out for us on AM."

Shaw

Continued from Page 1

with the daily management of the Beasley Group.

Kirkpatrick Moves Up

New Summit Exec. VP Kirkpatrick was most recently VP of the company's Oklahoma operations (KCNN & KXXY/Oklahoma City). Summit President/CEO Richard Stakes told R&R, "I didn't even consider anyone else for this job. We try to promote from within, and based on Bill's excellent performance, we felt he'd be the right guy."

Prior to joining Summit in 1981, Kirkpatrick was VP/GM at Orlando stations WHLY and WMJK. In his new post, he will supervise the Oklahoma City properties, six others in Winston-Salem, Memphis, and Pensacola, and (pending FCC approval) KCMO-AM & FM/Kansas City. "This is one of the goals I've always had," he said, "to work for a company the quality of Summit and to head up its radio division."

Wago

Continued from Page 1

tured, and can go beyond the limitations that people have placed on it."

B/A/M/D President Dwight Douglas remarked, "WCKG is positioned somewhere between WLUP and WXRT, with a lot of the KFOG features. But we're Chicago-izing it; it won't be a KFOG clone. We've learned that when you're in the arena for 25-34s, it's necessary to be flexible and shape a station around the market instead of shoving something from another market down people's throats.

"There'll be some 'edge-rock' that tests well with the upper end, but it won't be a heavy metal station, or even a hard rock station. Our goal is to be number one in men 25-34 and command at least a 60/40 mix of males to females. We want a product that's very salable."

Jeffries commented, "I feel proud of our effort in the CHR format from the standpoint of formatics, airstaff, and management support." He will assist the station during the format transition; a search is underway for a new PD with an AOR background. No airstaff changes have been made.

UPI

Continued from Page 1

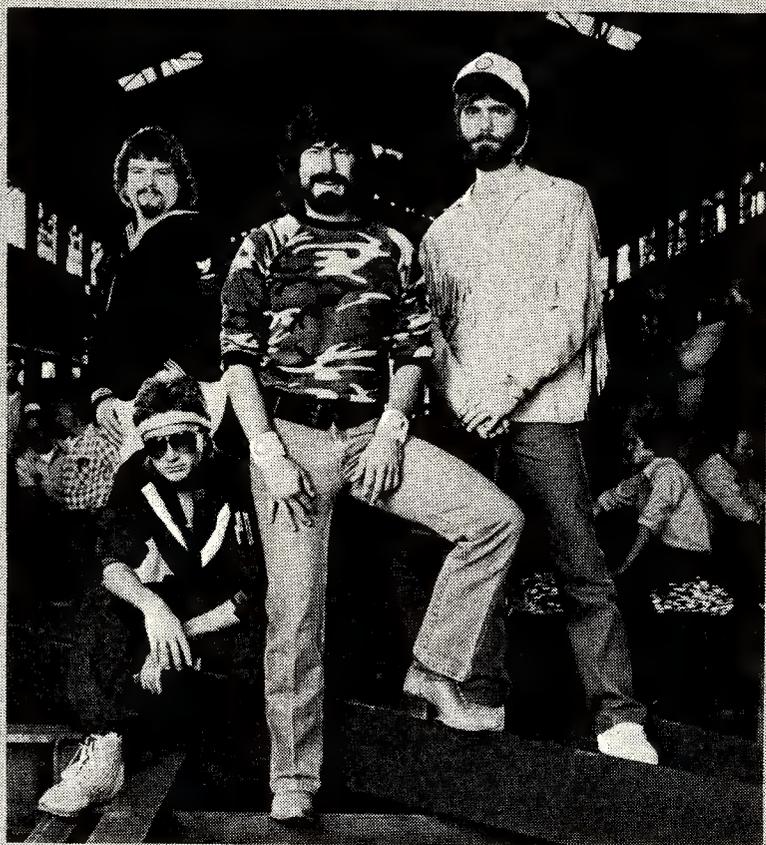
Recapitalization involves an infusion of cash in exchange for a percentage of the company.

Industry observers have speculated that UPI is in serious financial trouble and must find new investors to absorb its large operating debt - or face liquidation. Ruhe and Geissler announced monthly operating losses of \$2 million through last September, and asked for several belt-tightening measures - including a 25% pay cut for all employees. The \$1.1 million profit announced earlier this year may be too late to offset creditors who are reportedly ready to collect on several outstanding notes.

Geissler insists, however, that the company is rebounding from its troubles of the last few years. He commented that "with a plan in place to bring capital to the company, it will not only survive but will also enjoy security and growth."

"UPI's vendors have been very supportive during this turnaround period," Ruhe added. "We are eager to repay their confidence, beginning with a detailed explanation for our plans for restructuring the debt."

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ALABAMA
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DOLLY PARTON
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R&R 15 BB 22
2nd Week A/C Breaker

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RCA
Records and Cassettes

Washington Report

GOP Boycotts Telcomsub In Party Ratio Dispute

Claiming their 42% strength in the House entitles them to an additional seat on the Telecommunications Subcommittee, House Republicans are refusing to seat their nine members — who make up only 38% of the panel. Democrats have 15 seats.

Rep. James Broyhill (R-NC), ranking minority member of the full Commerce Committee, blasted the "blatantly discriminatory" division of seats and called for the subcommittee's funding to be withheld. Said Broyhill,



"This is another ex-ample of the old-line liberals attempting to keep their power from slipping away — despite the will of the American people."

Calling the GOP boycott "ridiculous" and an "irritant," an aide to subcommittee chairman Tim Wirth (D-CO) said, "We are proceeding as if nothing has changed." While there has been no practical effect so far, the nine vacancies could eventually make it more difficult to gather a quorum to vote on or mark up legislation.

Technical Snafus Cost WKED \$2400

FCC inspectors who checked out WKED/Frankfort, KY uncovered a host of technical violations, resulting in a fine of \$2400 imposed by the Mass Media Bureau. WKED's shortcomings included improper antenna base currents, lack of control and monitoring equipment for remote operation, inaccurate remote meters, failure to conduct equipment performance measurements, and improper station power, modes, and operating times.

In other action, the Commission fined WRUN/Utica, NY \$1600 for two violations. The station failed to maintain effective locked fences around antenna towers, and neglected to conduct a partial antenna proof of performance at least every three years, plus a skeleton proof in years when no partial proof was performed.

Byrd Sees Senate Microphones In One Year

Convincing the U.S. Senate to open its debates to partial radio and television coverage is achievable within the next year, Minority Leader Robert Byrd (D-WV) told the RTNDA Board of Directors

meeting last week in Washington.

But he warned that success requires abandoning failed tactics of the past, when former Majority Leader Howard Baker (R-TN) unsuccessfully pushed a stand-alone resolution calling for gavel-to-gavel coverage.

Saying that approach will never work as a political reality, Byrd is proposing more limited coverage as part of an overall package of reforms designed to streamline the Senate, make it more workable, and seem less arcane and more understandable to a broadcast audience. Byrd wants coverage linked to such reforms as electronic voting, to replace lengthy roll call votes now used.

Radio News Obits Dubbed "Premature" By RTNDA Researcher

"Our national survey suggests that any obituary for local radio news is premature." That's the conclusion of RTNDA research director Dr. Vernon Stone, who is also Director of the journalism school at Southern Illinois University. Surveying 327 radio stations, Stone found "staff sizes remaining about the same size as a year earlier, on the average, with no increase in the fairly small proportion of radio stations which had no one working in news . . . Our survey found that 83% of the stations had at least one person working full time in news and 41% had at least two, roughly the same figures as for 1983."

Stone noted that some instances of "conspicuous" news cutbacks in major markets have fueled speculation that local radio news is dying out. But he countered that such reports "do not represent the situation nationwide, as ascertained by a survey using systematic sampling."

Other Key Developments:

- Citing the maturity of the AM band, the FCC has proposed deleting rules that prohibit new AMs or major changes in existing stations unless they would bring service to unserved or underserved areas or communities.

- NRBA Director/Development Jim Mackin departed the association last week after six months on the job. The position is being expanded to Director/Marketing, and is expected to be filled next week. Also, NRBA's "Best of the Best" promotion award for 1984 has been won by WFOX/Atlanta for an intensive format kickoff campaign.

FCC Asks Congress For \$50 Million In Station Fees

The FCC this week asked Congress to approve a schedule of "administrative fees" that would collect \$50 million a year from broadcasters and applicants. Most of the fees cover applications and facilities changes, but every commercial radio station would have to pay an annual fee ranging from \$150 to \$1250. If approved, the fees will probably go into effect sometime in 1986.

The proposal may provoke strong opposition from broadcast trade groups because — unlike past fee schedules accepted by the industry but never passed by Congress — this one contains no deregulatory benefits as a tradeoff for the fees.



Mark Fowler

A previous fee program operated by the Commission was struck down by the courts in the 1970s because it wasn't specifically authorized by Congress. As a result, the FCC was forced to refund \$50 million — \$33 million of it to radio stations — that it had collected improperly between 1970 and 1977.

So-called "cost of regulation" fees cleared the Senate with little or no comment in 1981 and again in 1983 as part of larger broadcast deregulation bills. Those levies never became law, however, because neither of the bills ever passed the House.

Fees Adjusted For Inflation

Under the FCC's new proposal, the fees would be adjusted at least every two years to reflect any change in the Consumer Price Index (CPI). The Commission would be authorized to impose a 25% late payment penalty, and to waive payments for an entire category if that would serve the public interest.

FCC Chairman Mark Fowler told a House Appropriations Subcommittee this week (3-5) that the Commission drew up and sub-

Annual Fee — \$1250
Class B FMs
Class C FMs
AMs over 5 kw
Annual Fee — \$600
Class A FMs
AMs 1-5 kw
Annual Fee — \$200
AMs under 1 kw
Assignment & transfer
Application (sale) — \$600
New & major change CPs:
Application — \$375
Hearing charge — \$6000
Grant fee — triple annual fee

mitted the new plan at the request of the Office of Management and Budget (OMB). Although revenues would depend on volume of applications, Fowler estimated the program could pay for 54% of the Commission's proposed fiscal year 1986 budget of \$92.3 million. An additional \$1.6 million a year and 45 positions would be needed to administer the program.

The FCC's 1986 budget request represents a cut of \$1.3 million over the current fiscal year (which ends September 30) and calls for a total 1335 staff positions. That's 17 more than this year, but 140 fewer than the agency's 1984 workforce. The Commission is also asking Congress for \$1.8 million to supplement staff pay for the current fiscal year.

STATIONS "OWN" CALLS

Call Letters Now Eligible For Trademark Protection

Broadcasters were handed a new weapon against confusingly similar call letters last week. A federal agency ruled that stations own their call signs and can register them as an exclusive "service mark" (a trademark for a service) that is protected against infringement. The ruling from the U.S. Patent and Trademark Office reversed an earlier denial of registration for the calls WSM/Nashville.

To qualify for registration, a service mark must be owned and in use by the applicant. WSM was turned down when an examining attorney ruled that the FCC owns call letters. But the Trademark Trial and Appeal Board disagreed, saying, "The FCC neither adopts nor uses call letters as service marks, so it does not own any such marks. Even prior to its new (call sign) rules, the agency did not assert ownership of call letters. It acted only as a third party to resolve disputes between two owners of the call letters, the broadcasters who actually use them."

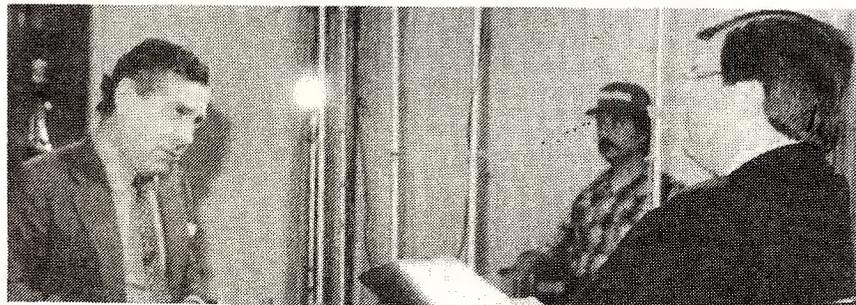
Weapon Vs. Confusing Calls

Stations with registered calls will have a much stronger case should someone in the market adopt a similar call sign. Benefits of registration include a tripling of any damages collected, the power to force infringers to disclose profits, warning of the registration through the use of a symbol (an "R" inside a circle), and immediate access to fed-

"Stations with registered calls will have a much stronger case should someone in the market adopt a similar call sign."

eral courts, which in some cases may be preferable to local or state courts.

Registration takes about a year and usually costs \$500-\$1000, which covers attorneys' fees and a charge of \$175 for each category in which a service is registered. A lawyer experienced in trademark law, Dow, Lohnes & Albertson partner Arnold Lutzker, predicts "a fair number" of stations will register calls, and said he's familiar with one broadcast group which intends to file for each of its stations.



"60 MINUTES" SPOTLIGHTS AD ISSUE — Preparing an upcoming "60 Minutes" examination of the controversy surrounding broadcast beer and wine ads, CBS correspondent Morley Safer (left) explored the anti-ban viewpoint last week with NAB President Eddie Fritts. Fritts also defended alcohol ads in a sometimes acrimonious appearance before the National PTA, which is a member of the Project SMART coalition. Fritts sparred with Michael Jacobsen, Executive Director of SMART's parent group, Ralph Nader's Center for Science in the Public Interest. Jacobsen was warmly received by the PTA, which is playing a major role in gathering one million pro-ban signatures for presentation to Congress.

WANTED



SUBJECT:
Robin George

CHARGE:
Dangerous Music

DESCRIPTION:
HAIR Brn **EYES** Brn **HEIGHT** 5'9"
WEIGHT 133 **SEX** Yes

DISTINGUISHING CHARACTERISTICS:
Catchy melodies and inescapable hooks.
Gold guitar attached to one external auditory lobe.

BACKGROUND:
In 1977, suspect formed group "Life" with accomplice Dave...
Later, suspect aided...

APPREHENDED ON 3/8

REWARD: BREAKER

WHAT'S SMALL, RED AND DANGEROUS?

BE ON THE LOOKOUT FOR:

"Heartline"



Bronze Records:
To Protect And To Serve.

© 1985 Atlantic Recording Corp. A Warner Communications Co.

AOR / ALBUMS

MOST ADDED

FIONA (33)
Fiona (Atlantic)
MOUNTAIN (24)
Go For Your Life (Scotti Bros./CBS)
MICHAEL BOLTON (22)
Everybody's Crazy (Columbia)
VAN MORRISON (17)
A Sense Of Wonder (Mercury/PG)
HALL & OATES (15)
Big Bam Boom (RCA)
LOS LOBOS (15)
How Will The Wolf... (Slash/WB)

MOST HOTS

MICK JAGGER (143)
She's The Boss (Columbia)
PHIL COLLINS (143)
No Jacket Required (Atlantic)
FIRM (135)
The Firm (Atlantic)
DON HENLEY (131)
Building The Perfect Beast (Geffen)
JOHN FOGERTY (121)
Centerfield (WB)
BRUCE SPRINGSTEEN (106)
Born In The U.S.A. (Columbia)
BRYAN ADAMS (101)
Reckless (A&M)

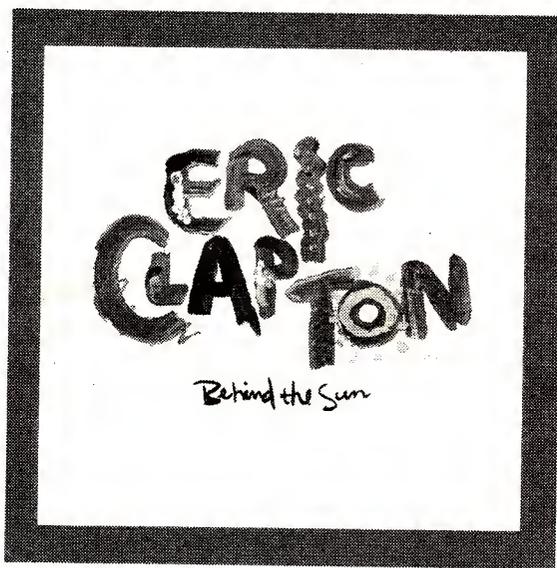
NEW & ACTIVE

- JASON & THE SCORCHERS/Lost And Found (EMI America) 45/14 (32/17)**
Adds include WHJY, WNOR, WAAF, WRXL, KKDJ, WRUF, KQWB. Hots: 2 WHFS, KRQU. Mediums: 38 include WIYY, DC101, WXRT, KBCO, WIMZ, WKDF, WTUE, KILO.
- ACCEPT/Metal Heart (Portrait/CBS) 39/8 (37/12)**
Adds: WPLR, WEZX, WAAF, KMJX, KXZL, KKDJ, KOMP, WCXT. Hots: 0. Mediums: 33 include WBAB, WHJY, KUPD, KGB, WPYX, WIMZ, KISS, WOOS, KILO.
- JOAN ARMATRADING/Secret Secrets (A&M) 37/11 (27/13)**
Adds include WBCN, KZEW, KAZY, KINK, WHCN, KWXL. Hots: 7 KBCO, WDHA, WLIR, KSPN, KTCL, KRQU, KVRE. Mediums: 24 include WBAB, WXRT, WAQY, WBLM, WWWV.
- UTOPIA/P.O.V. (Passport) 37/4 (39/6)**
Adds: WNEW, WAPL, KILO, KUFO. Hots: 3 KBCO, KQAK, WIZN. Mediums: 31 include WXRT, KAZY, WAQY, KISS, WTUE, KKDJ, WRKI, WWWV.
- HALL & OATES/Big Bam Boom (RCA) 35/15 (26/0)**
Adds include KZEW, WSHE, WKLC, WDHA, WPDH, WIMZ, WRXL, WLAV. Hots: 6 WMMR, WYSP, WMMS, WTKX, WXKE, WARX. Mediums: 24 include WBCN, WLUP, WAQY, WBLM, WWWV.
- GO WEST/Go West (Chrysalis) 34/5 (0/0)**
Adds: CHUM, WPLR, KMJX, WBLM, KZOO. Hots: 6 WLIR, WKQQ, WARX, WCPZ, KFMF, KCGL. Mediums: 26 include WBCN, WBAB, WYSP, WNOR, WMMS, KBCO, KROQ, WZZO.
- PAT BENATAR/Tropico (Chrysalis) 31/8 (34/0)**
Adds: WNOR, KLAQ, KRSP, KUFO, WCXT, KFMF, KOZZ, KVRE. Hots: 10 KBCO, KMET, KNCN, WTKX, WIZN, WARX, WWWV, WBSW, KTCL, KMBY. Medium: 17 include WBCN, KSRR, KGB, WGIR.
- CONY HATCH/Friction (Mercury/PolyGram) 29/3 (27/8)**
Adds: KLOS, CFOX, WBSW. Hots: 0. Mediums: 28 include WHJY, DC101, WEBN, WRIF, WAQY, WIMZ, KISS, KILO, KOMP, KTYD.
- JOHN WAITE/Ignition (Chrysalis) 28/8 (25/15)**
Adds include WIYY, KSRR, WLUP, KSJO, KISW, KISS, WRUF. Hots: 3 WZZO, KTCZ, WHMD. Mediums: 22 include WBCN, WNOR, WPYX, WAQY, WAAF, WOOS, KRSP.
- BLASTERS/Hard Line (Slash/WB) 24/8 (19/15)**
Adds: WNEW, KLOL, KAZY, KGON, WHEB, KUFO, WBSW, KTYD. Hots: 3 WHFS, WLIR, KSPN. Mediums: 14 include WXRT, KBCO, KQAK, KILO.
- DOKKEN/Tooth And Nail (Elektra) 22/8 (18/4)**
Adds: WEBN, WAQY, WXKE, KFMG, KOMP, WARX, WZZO, KOZZ. Hots: 2 KLOS, KILO. Mediums: 18 include WHJY, KLOL, WRIF, WCCC, WAQX, KISS, KTYD.
- GENERAL PUBLIC/All The Rage (IRS/A&M) 22/4 (25/8)**
Adds: WRCN, KUFO, WBSW, KRQU. Hots: 8 WXRT, KROQ, 91X, KQAK, WHFS, WLIR, WIZN. Mediums: 11 include WBCN, WLUP, WAQY, KTYD.
- SADE/Diamond Life (Portrait/CBS) 22/2 (20/3)**
Adds: WRDU, WCPZ. Hots: 7 KBCO, KAZY, WHFS, WLIR, KSPN, KZAM, KCGL. Mediums: 14 include WXRT, WMMS, KQAK.
- ANIMATION/Animation (Mercury/PolyGram) 22/2 (21/6)**
Adds: WWWV, KUFO. Hots: 4 WMMS, KBCO, KQAK, KFMF. Mediums: 17 include WSHE, WXRT, WZZO, WBLM.
- STRANGLERS/Aural Sculpture (Epic) 21/3 (21/3)**
Adds: KLAQ, WWWV, KCGL. Hots: 9 WXRT, 91X, KQAK, WLIR, CHEZ, KLB, KFMF, KTCL, KRQU. Mediums: 10 include WBCN, KBCO, KAZY, KROQ.
- KING KOBRA/Ready To Strike (Capitol) 20/3 (17/5)**
Adds: WBCN, KLOL, KFMG. Hots: 1 WIMZ. Mediums: 17 include WHJY, KUPD, KGB, WAQY, KISS, WLAV, KOZZ.
- LLOYD COLE AND THE COMMOTIONS/Rattlesnakes (Geffen) 20/2 (18/1)**
Adds: KLB, KUFO. Hots: 7 WBCN, KBCO, KROQ, WHFS, KSPN, KRQU, KCGL. Mediums: 12 include WXRT, KAZY.
- KEEL/The Right To Rock (Gold Mtn./A&M) 17/2 (17/4)**
Adds: WKDF, WCXT. Hots: 0. Mediums: 15 include WBCN, KLOL, KMET, WAQY, KISS, WIOT, KKDJ, KTYD.
- JOHN PALUMBO/Blowing Up Detroit (HME/CBS) 16/0 (16/4)**
Adds: 0. Hots 1 91X. Mediums: 15 include WIYY, KBCO, KGB, WHFS, WLIR, WRCN, WOOS, KTYD.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's most added.

AOR ALBUMS — Album airplay data, with four-week trend of chart movement. Records showing significant upward momentum are bulleted. An album's most-reported tracks are listed, with number of stations reporting each song in parentheses. Current singles are **BOLDED**. Current week's total reports, hot and medium rotation reports, and total adds, are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

Behind the Sun



THE NEW ALBUM FROM

Eric Clapton



CITR BREAKERS
TRACKS **4**

IN STORES MARCH 11
FEATURING THE MULTI-FORMAT HIT "FOREVER MAN"
WITH PRODUCTION BY
PHIL COLLINS, TED TEMPLEMAN & LENNY WARONKER



©1985 WARNER BROS. RECORDS INC.

R&R AOR / TRACKS

BREAKERS

Three Weeks	Two Weeks	Last Week		Total	Hot	Medium	Total Adds
1	1	1	1 MICK JAGGER/Just Another Night (Columbia)	139-	133-	6-	0-
3	3	2	2 FIRM/Radioactive (Atlantic)	141-	126+	15-	0-
8	5	4	3 DON HENLEY/All She Wants To Do Is Dance (Geffen)	137+	123+	14-	2-
-	-	13	4 ERIC CLAPTON/Forever Man (WB)	147+	105+	40-	14-
7	7	5	5 D. BOWIE w/P. METHENY/This Is Not... (EMI America)	143-	88-	55-	0-
6	6	6	6 JOHN FOGERTY/Rock And Roll Girls (WB)	132-	109+	23-	2+
20	11	8	7 BRUCE SPRINGSTEEN/I'm On Fire (Columbia)	132+	102+	29-	5-
5	2	3	8 PHIL COLLINS/One More Night (Atlantic)	120-	114-	6-	0=
9	9	9	9 FOREIGNER/That Was Yesterday (Atlantic)	125+	91-	34+	4+
13	10	10	10 ALAN PARSONS PROJECT/Let's Talk About... (Arista)	135-	59+	75-	1+
28	16	16	11 SIMPLE MINDS/Don't You (Forget About Me) (A&M)	139+	49+	89-	6-
2	4	7	12 BRYAN ADAMS/Somebody (A&M)	106-	95-	11+	0-
23	15	14	13 SANTANA/Say It Again (Columbia)	128-	60+	68-	3-
DEBUT			14 TOM PETTY &.../Don't Come Around Here No... (MCA)	134	52	66	134
17	13	12	15 DAVID LEE ROTH/Easy Street (WB)	122-	52-	69+	4-
-	25	17	16 MICK JAGGER/Lonely At The Top (Columbia)	114=	52+	62+	5-
4	8	11	17 JOURNEY/Only The Young (Geffen)	92-	66-	26+	0=
27	19	18	18 TRIUMPH/Follow Your Heart (MCA)	96-	34+	62-	6=
12	12	15	19 CARS/Why Can't I Have You (Elektra)	92-	52-	40+	1=
36	28	21	20 GREG KIHN/Lucky (EMI America)	105+	21+	83+	9-
57	35	22	21 FIRM/Closer (Atlantic)	90+	34+	56+	10-
-	-	33	22 CHICAGO/Along Comes A Woman (Full Moon/WB)	84+	31+	51+	14-
39	32	23	23 TUBES/Piece By Piece (Capitol)	99+	7+	90+	7-
44	40	29	24 LOS LOBOS/Will The Wolf Survive? (Slash/WB)	96+	18+	75+	15=
46	36	27	25 DEEP PURPLE/Nobody's Home (Mercury/PG)	83+	20-	61+	12=
38	31	25	26 ELLIOT EASTON/(Wearing Down) Like A... (Elektra)	94-	8+	86-	2-
51	38	30	27 GARY O'/Shades Of '45 (RCA)	88+	9+	74+	15+
31	30	24	28 DONNIE IRIS/Injured In The Game Of Love (HME/CBS)	88-	9=	78-	4+
22	17	20	29 CARS/Breakaway (Elektra)	72-	26-	45-	1-
-	59	39	30 VAN MORRISON/Tore Down A La... (Mercury/PG)	88+	14+	67+	17-
49	42	31	31 DIO/Hungry For Heaven (Geffen)	75+	14-	59+	12-
-	-	48	32 GEORGE THOROGOOD.../I Drink Alone (EMI America)	76+	13+	59+	22+
18	18	26	33 SURVIVOR/High On You (Scotti Bros./CBS)	55-	36-	19=	1+
43	41	34	34 ROBIN GEORGE/Heartline (Bronze/Island)	75+	6-	69+	9+
-	48	35	35 FIRM/Satisfaction Guaranteed (Atlantic)	63+	18-	44+	8-
14	14	19	36 LRB/Playing To Win (Capitol)	67-	17-	50-	0=
DEBUT			37 TEARS FOR FEARS/Everybody Wants... (Mercury/PG)	76	8	39	72
-	56	49	38 PHIL COLLINS/Inside Out (Atlantic)	58+	20+	38+	4-
54	47	40	39 JOHN PARR/Magical (Atlantic)	64+	5=	57=	6-
26	24	28	40 KINKS/Living On A Thin Line (Arista)	52-	22-	30-	1+
-	-	54	41 PHIL COLLINS/Only You Know And I Know (Atlantic)	44+	18+	26+	6-
58	54	47	42 LOUDNESS/Crazy Nights (Atco)	60+	2=	56+	6-
DEBUT			43 FIONA/Talk To Me (Atlantic)	64+	1+	47+	35=
DEBUT			44 MICHAEL BOLTON/Everybody's Crazy (Columbia)	56+	2+	45+	20+
-	57	45	45 PHIL COLLINS/I Don't Wanna Know (Atlantic)	44-	25+	19-	6-
-	55	52	46 PHIL COLLINS/Sussudio (Atlantic)	42-	25+	15-	4-
-	52	50	47 PHIL COLLINS/Don't Lose My Number (Atlantic)	46-	14-	32+	3-
21	23	36	48 REO SPEEDWAGON/Can't Fight This Feeling (Epic)	37-	21-	16-	0=
-	-	60	49 JOHN FOGERTY/I Saw It On T.V. (WB)	38+	18+	20+	4=
19	22	37	50 JULIAN LENNON/Too Late For Goodbyes (Atlantic)	40-	16-	22-	2+
11	21	32	51 GLENN FREY/The Heat Is On (MCA)	36-	20-	16-	0-
-	-	57	52 MICK JAGGER/Lucky In Love (Columbia)	42=	16+	26+	5-
DEBUT			53 JOHN FOGERTY/Centerfield (WB)	39+	19+	18+	10+
59	53	53	54 MICK JAGGER/Turn The Girl Loose (Columbia)	37-	13-	24-	1-
35	44	55	55 AUTOGRAPH/Turn Up The Radio (RCA)	38-	11=	25-	2=
42	45	43	56 SCANDAL f/PATTY SMYTH/Beat Of A Heart (Columbia)	38-	11-	26-	3+
DEBUT			57 MOUNTAIN/Hard Times (Scotti Bros./CBS)	48+	1=	37+	22-
15	26	48	58 DON HENLEY/Sunset Grill (Geffen)	33-	21-	12-	1+
DEBUT			59 U2/A Sort Of Homecoming (Island)	46+	10+	31+	10+
DEBUT			60 AUTOGRAPH/My Girlfriend's... (RCA)	43+	4+	36+	6-

TOM PETTY & THE HEARTBREAKERS
Don't Come Around Here No More (MCA)
 87% of our reporters on it. 134/134 including adds at: WBCN, WNEW, WMMR, KTXQ, WLUP, WXRT, WMMS, KLOS, KMET. Debuts at #14 on the Tracks chart.

VAN MORRISON
Tore Down A La Rimbaud (Mercury/PolyGram)
 57% of our reporters on it. 88/17 including adds at: KSHE, KUPD, WEZX, WAPL, WTUE, KOMP, KFMQ. Moves 39-30 on the Tracks chart.

GARY O'
Shades Of '45' (RCA)
 57% of our reporters on it. 88/15 including adds at: WLUP, KMJX, KGGG, WBLM, KQWB. Moves 30-27 on the Tracks chart.

CHICAGO
Along Comes A Woman (Full Moon/WB)
 55% of our reporters on it. 84/14 including adds at: WIYY, KSRR, WLAV, KKDJ, KPOI, KOZZ. Moves 33-22 on the Tracks chart.

DEEP PURPLE
Nobody's Home (Mercury/PolyGram)
 54% of our reporters on it. 83/12 including adds at: WEBN, KYYS, WFYV, WKQQ, WFBQ, WBLM, KFMQ. Moves 27-25 on the Tracks chart.

NEW & ACTIVE

POWER STATION "Some Like It Hot" (Capitol) 47/47 (0/0)
 Adds include WBCN, WBAB, KBCO, KROQ, WAQY, WWWV. Hots: 4 WLIR, WFYV, CITI, KCGL. Mediums: 23 include WNEW, WNOR, WXRT, WMMS, WOOS, KRSP.

JOHN WAITE "Change" (Chrysalis; Geffen) 40/14 (33/20)
 Adds include WIYY, KSRR, WLUP, WMMS, KPOI, WRUF. Hots: 4 WZZO, KGGG, WHMD, KRQU. Mediums: 33 WBCN, WNOR, WYX, WAQY, WAAF, WOOS, KRSP.

JASON & THE SCORCHERS "White Lies" (EMI America) 42/13 (31/17)
 Adds include WHJY, WNOR, KMJX, WRXL, KKDJ, WRUF, KQWB. Hots: 2 WHFS, KRQU. Mediums: 35 include WIYY, DC101, WAQY, WIMZ, WTUE, KILQ, WWWV, KTYD.

ACCEPT "Midnight Mover" (Portrait/CBS) 38/8 (36/11)
 Adds: WPLR, WEZX, WAAF, KMJX, KXZL, KKDJ, KOMP, WCXT. Hots: 0. Mediums: 32 include WBAB, WHJY, DC101, KUPD, KGB, WIMZ, KISS, WOOS.

KATRINA AND THE WAVES "Walking On Sunshine" (Capitol) 36/36 (0/0)
 Adds include WBAB, WNEW, WYSP, WNOR, KBCO, KAZY, WHCN, WAQY, KKDJ. Hots: 1 WLIR. Mediums: 15 include WMMR, WLVO, WYX, WCCC, KILQ, WRKI, WRUF.

GO WEST "We Close Our Eyes" (Chrysalis) 34/5 (32/11)
 Adds: CHUM, WPLR, KMJX, WBLM, KZOO. Hots: 6 WLIR, WKQQ, WARR, WCPZ, KFMF, KCGL. Mediums: 28 include WBCN, WBAB, WMMS, KBCO, KROQ, WZZO, WOUR.

HALL & OATES "Some Things Are Better Left Unsaid" (RCA) 30/20 (9/0)
 Adds include KZEW, WSHE, WIMZ, WRXL, WLAV, WWWV. Hots: 6 WMMR, WYSP, WMMS, WTKX, WXKE, WARR. Mediums: 19 include WKLC, WDHA, KMJX, KWXL.

JOAN ARMATRADING "Temptation" (A&M) 29/5 (25/11)
 Adds: WBCN, WHCN, WPDH, KWXL, KZOK. Hots: 6 KBCO, WDHA, KSPN, KTCL, KRQU, KVRE. Mediums: 12 include WBAB, WXRT, WAQY, WBLM, WWWV.

CONEY HATCH "Fantasy" (Mercury/PolyGram) 29/3 (27/8)
 Adds: KLOS, CFOX, WBSW. Hots: 0. Mediums: 28 include WHJY, DC101, WEBN, WRIF, WAQY, KISS, KILQ, KOMP.

ALISON MOYET "Invisible" (Columbia) 23/6 (17/8)
 Adds: KDKB, KWXL, WBSW, KFMF, KZAM, KVRE. Hots: 5 WLIR, CHEZ, CITI, KTCL, KCGL. Mediums: 14 include CHOM, CHUM, WXRT, KBCO, KBPI.

ANIMOTION "Obsession" (Mercury/PolyGram) 22/2 (21/6)
 Adds: WWWV, KUFO. Hots: 4 WMMS, KBCO, KOAK, KFMF. Mediums: 17 include WSHE, WZZO, WBLM.

DOKKEN "Alone Again" (Elektra) 21/10 (13/6)
 Adds: WHJY, WEBN, KRON, WAQY, WXKE, KFMF, KOMP, WARR, WZZO, KOZZ. Hots: 2 KLOS, KILQ. Mediums: 17 include KLOL, WRIF, KISS, KTYD.

SADE "Smooth Operator" (Portrait/CBS) 21/5 (16/3)
 Adds: CHUM, WMMS, CHEZ, WRDU, WCPZ. Hots: 7 KBCO, KAZY, WHFS, WLIR, KSPN, KZAM, KCGL. Mediums: 12 include WXRT, KOAK, WDHA, KTCZ.

UTOPIA "Mated" (Passport) 21/5 (18/6)
 Adds: WNEW, WAPL, KILQ, KUFO, KMBY. Hots: 2 KBCO, WIZN. Mediums: 16 include WBAB, KAZY, KTCZ, WYFE, KKDJ.

FOREIGNER "Tooth And Nail" (Atlantic) 21/4 (21/1)
 Adds: WNOR, KLOS, WKQQ, WXKE. Hots: 11 include KGGG, KGB, WAQX, WTRX, WSKS, KILQ. Mediums: 10 include WLLZ, KZAP, WAAF, WRKI.

MICK JAGGER "Half A Loaf" (Columbia) 21/2 (23/9)
 Adds: KAZY, KEZE. Hots: 10 include KLOS, WLAV, KILQ, KPOI, WWWV. Mediums: 11 include WOUR, WDIZ, KQDS, WIOT, KZEL, WBLM.

SURVIVOR "Broken Promises" (Scotti Bros./CBS) 20/6 (15/9)
 Adds: KTXQ, WCMF, WAQY, KISS, KGGG, KZOK. Hots: 2 KLOL, WSKS. Mediums: 17 include KSRR, WEBN, KQDS, KATT, WRUF.

DAVID LEE ROTH "Just A Gigolo" (WB) 20/5 (17/3)
 Adds: WSHE, CFOX, WKQQ, KFMF, KMBY. Hots: 10 include WMMR, WDVE, KTXQ, KMET, KILQ, KKDJ. Mediums: 9 include WMMS, WCCC, KICT, WBLM.

PAT BENATAR "Temporary Heroes" (Chrysalis) 19/12 (7/4)
 Adds include KSRR, WNOR, KLAQ, WWWV, KOZZ. Hots: 5 KBCO, KNCN, WTKX, WARR, WBSW. Mediums: 10 include KGB, KRSP, WGIR.

DON HENLEY "Drivin' With Your Eyes Closed" (Geffen) 19/3 (17/1)
 Adds: KRQR, WIOT, WCPZ. Hots: 9 include KLOL, KSRR, KFOG, WQMF, KILQ. Mediums: 10 include KAZY, KOME, WEZX, KZEL.

STRANGLERS "Skin Deep" (Epic) 19/2 (19/2)
 Adds: KLAQ, WWWV. Hots: 9 include WXRT, 91X, KOAK, WLIR. Mediums: 8 WBCN, KBCO, KAZY, WHFS.

GENERAL PUBLIC "Never You Done That" (IRS/A&M) 18/4 (18/10)
 Adds: WRCN, KUFO, WBSW, KRQU. Hots: 7 WXRT, KROQ, 91X, KOAK, WHFS, WLIR, WIZN. Mediums: 8 include WBCN, WAQY, KTYD.

LLOYD COLE AND THE COMMOTIONS "Perfect Skin" (Geffen) 17/1 (16/1)
 Adds: KLBJ. Hots: 7 include WBCN, KBCO, KROQ, WHFS. Mediums: 10 include WXRT, 91X, KOAK.

MICK JAGGER "Hard Woman" (Columbia) 17/1 (18/5)
 Adds: WCCC. Hots: 9 include KSHE, KAZY, 91X, KILQ. Mediums: 8 KLOL, WLLZ, KINK, WBLM.

SANTANA "Breaking Out" (Columbia) 16/16 (0/0)
 Adds include KYYS, KOME, WOUR, WDIZ. Hots: 6 KSJO, KILQ, WBSW, WCXT, KFMF, KMBY. Mediums: 9 include WLLZ, KLBJ.

STREETS "Don't Look Back" (Atlantic) 16/6 (14/14)
 Adds: WYSP, WLLZ, WEZX, KLAQ, WSKS, KICT. Hots: 0. Mediums: 12 include WDVE, WNOR, KMET, WOOS, KATT.

MOST ADDED

TOM PETTY & THE HEARTBREAKERS (134)
 Don't Come Around Here... (MCA)
TEARS FOR FEARS (72)
 Everybody Wants To... (Mercury/PG)
POWER STATION (47)
 Some Like It Hot (Capitol)
KATRINA AND THE WAVES (36)
 Walking On Sunshine (Capitol)
FIONA (35)
 Talk To Me (Atlantic)

MOST HOTS

MICK JAGGER (133)
 Just Another Night (Columbia)
FIRM (126)
 Radioactive (Atlantic)
DON HENLEY (123)
 All She Wants To Do... (Geffen)
PHIL COLLINS (114)
 One More Night (Atlantic)
JOHN FOGERTY (109)
 Rock And Roll Girls (WB)
ERIC CLAPTON (105)
 Forever Man (WB)
BRUCE SPRINGSTEEN (102)
 I'm On Fire (Columbia)

81242

FIONA



The debut album from Fiona...
tough and gutsy rock 'n' roll.
Featuring the promo 12" and single,
"Talk To Me"
PR 707 7-89572

Produced by Peppi Marchello
Management: Three G Management, Joel Goldstein

This week's #1 most added album is also
this week's albums **34** Debut with over 65
stations nationwide! Tracks Debut **43**

STREETS

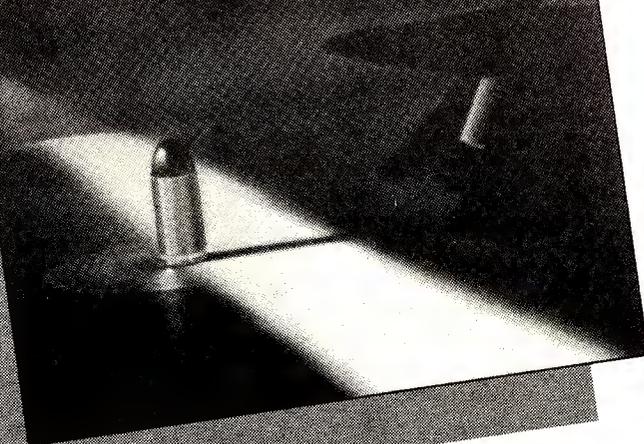
Presenting "Crimes In Mind";
the masterful new album from Streets.
Featuring the promo 12" and single,
"Don't Look Back"
PR 704 7-89575

Produced by Beau Hill
Management: Derek Sutton, Stardust Enterprises, Inc.

Out of the box on WYSP, WDVE, KZEW,
WNOR, WLLZ, KMET, KRQR, WHEB,
WEZX, KLAQ, WOOS, WSKS, KATT,
KICT, WARX, KZOQ!

81246

STREETS CRIMES IN MIND



81241

RAVEN STAY HARD



RAVEN

Presenting "Stay Hard",
the major label debut album
from Raven... true metal maven!
Featuring the promo 12",
"On And On"
PR 702

Produced by Raven
Management & Direction: Crazy Management

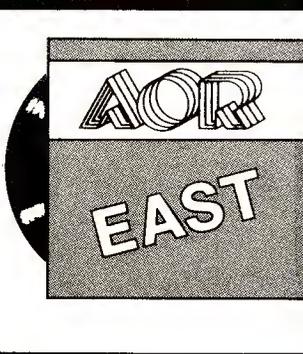


On Atlantic Records & Cassettes



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TIL TUESDAY
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VISION QUEST
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BRUCE SPRINGSTEEN
BRYAN ADAMS
FOREIGNER
TUBES
KINGS
JULIAN LENNON
BREAKFAST CLUB
DURAN DURAN
ELLIOT EASTON
CARS
BEVERLY HILLS COP
DAVID LEE ROTH
BRONSKI BEAT
LOS LOBOS
LLOYD COLE
GREG KINN
TRIMPH
ERIC CLAPTON

Medium
PHIL COLLINS (M)
LRS
GEORGE THOROGOOD
GENERAL PUBLIC
SANTANA
NAILS
JOHN JETT
LOUNDESS
ALAN PARSONS
PAC BENTAR
JOHN WAITE
JOHN PARR
SCANDAL
EUREK!
GIUFFRIA
DIGNY FIGUAS
SURVIVOR
HALL & OATES
FIONA
DONNIE IRIS
BILLY JOEL
GO WEST
U2
STRANGLERS
CHRIS LAMER
PHILIP BAILEY
EUROGLIDDERS
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SMITHS
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TEARS FOR FEARS
FALCON AND THE SMO
MICK JAGGER
VISION QUEST
PHIL COLLINS
FIRM
BRUCE SPRINGSTEEN
BREAKFAST CLUB
ALAN PARSONS

Medium
PARACHUTE CLUB
TRIMPH
BEVERLY HILLS COP
GONAN
STRANGE ADVANCE
BRYAN ADAMS
CARS
DANNY SPANOS
ELLIOT EASTON
HONEYMOON SUITE
ALISON MOYET
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ERIC CLAPTON
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JOHN PERRY
POWER STATION
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PHIL COLLINS
BEVERLY HILLS COP
MADONNA
JOHN FOGERTY
MICK JAGGER
TEARS FOR FEARS
REO SPEEDWAGON
BRYAN ADAMS (M)
PRINCE
SCANDAL
ALISON MOYET
TIM TURNER
BILLY JOEL
JOHN PARR
ERIC CLAPTON
DON HENLEY
CHICAGO
CARS
SURVIVOR
DAVID LEE ROTH
BRUCE SPRINGSTEEN
SAY (L)
FIRM
VISION QUEST
JOHN HUNTER
WAMP
ANDERSON & SIMPSON
HONEYDEW
BREAKFAST CLUB
JEFFREY STAR
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FIRM (M)
ALAN PARSONS
BRUCE SPRINGSTEEN
SANTANA
BREAKFAST CLUB
CARS
LINDA THOMPSON
JOHN ARMSTRONG
ANGEL CITY
TRIMPH
FOREIGNER
ELLIOT EASTON
VAN MORRISON
ROBIN GEORGE
AUTOGRAPH
LOUNDESS
DEEP PURPLE
DONNIE IRIS
KINGS
Light Adds
ERIC CLAPTON
POWER STATION
GEORGE THOROGOOD
JOHN PARR
DC STAR
KATRINA & WAVES
U2

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MD: ERIN RILEY

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BRYAN ADAMS
ERIC CLAPTON
FOREIGNER
DON HENLEY
JOHN FOGERTY
PHIL COLLINS
FIRM
MICK JAGGER
PARACHUTE CLUB
GARY O'
HONEYMOON SUITE
KIM MITCHELL BAND
FRANKIE GOES TO...

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FALCON AND THE SMO
CARS
PHIL COLLINS
JOHN FOGERTY (M)
FOREIGNER (M)
MICK JAGGER (M)
BRUCE SPRINGSTEEN
FIRM (M)
ACCEPT
AUTOGRAPH
ERIC CLAPTON
PHIL COLLINS
CONY HATCH
ALAN PARSONS
VAN MORRISON
LOUNDESS
VISION QUEST
GARY O'
JASON & SCORCHERS
KINGS
LRS
VAN MORRISON
ALAN PARSONS
DAVID LEE ROTH
SANTANA
BREAKFAST CLUB
BRUCE SPRINGSTEEN
TRIMPH
Light Adds
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FIONA
JOHN PARR
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WYSP/Philadelphia
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HALL & OATES
BRYAN ADAMS
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MICK JAGGER
DON HENLEY
DEEP PURPLE
GEORGE THOROGOOD
PHIL COLLINS
ERIC CLAPTON
FOREIGNER
GO WEST
VISION QUEST
DONNIE IRIS
CLASH
CARS
JULIAN LENNON
FALCON AND THE SMO
JOHN FOGERTY
SMITHS
JOHN ARMSTRONG
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ERIC CLAPTON
BRUCE SPRINGSTEEN
FOREIGNER
DON HENLEY
JOHN FOGERTY (M)
SANTANA
NORMAN MACDONALD
BREAKFAST CLUB
MICHAEL BOLTON
STREET
PHIL COLLINS
JOHN FOGERTY
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JOHN PARR
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JOHN PERRY
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MICK JAGGER
JOHN FOGERTY
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FOREIGNER
LLOYD COLE
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KINGS
ALAN PARSONS
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BREAKFAST CLUB
TRIMPH
VISION QUEST
JOHN PARR
FIONA
LINDA THOMPSON
JOHN ARMSTRONG
ANGEL CITY
TRIMPH
FOREIGNER
ERIC CLAPTON
A TOM PETTY
JOHN PALMISTO
JOHN WAITE
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VISION QUEST
TRIMPH
GEORGE THOROGOOD
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PHIL COLLINS
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MICK JAGGER
SURVIVOR (M)
FIRM
DON HENLEY
AUTOGRAPH
REO SPEEDWAGON
FOREIGNER
BRUCE SPRINGSTEEN
BREAKFAST CLUB
FRANKIE GOES TO...
SANTANA
Medium
DEEP PURPLE
ELLIOT EASTON
ROBIN GEORGE
GARY O'
CONY HATCH
MICHAEL BOLTON
PHIL COLLINS (M)
A TOM PETTY
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JOHN PALMISTO
JOHN WAITE
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DON HENLEY
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FIONA
LINDA THOMPSON
JOHN ARMSTRONG
ANGEL CITY
TRIMPH
FOREIGNER
ERIC CLAPTON
A TOM PETTY
JOHN PALMISTO
JOHN WAITE
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GEORGE THOROGOOD
U2

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MICK JAGGER (M)
BRUCE SPRINGSTEEN
FOREIGNER
SURVIVOR
VISION QUEST
DON HENLEY
JOHN WAITE
CHICAGO
Medium
HUEY LEWIS
TEARS FOR FEARS
KATRINA & WAVES
FIONA
BLASTERS
UTOPIA

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MD: TOM STARR

Not
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PHIL COLLINS (M)
ERIC CLAPTON
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SANTANA (M)
JOHN FOGERTY (M)
FIRM (M)
VISION QUEST (M)
FALCON AND THE SMO
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ALAN PARSONS
GREG KINN
CHICAGO
BRUCE SPRINGSTEEN
DON HENLEY
Medium
JOHN ARMSTRONG
LINDA THOMPSON
BORGO
RANGLES
MICHAEL THOMPSON
STRANGLERS
JOHN HATT
GO WEST
TUFF TURP
CHRIS ISAAK
JOHN HARTN
TUBES
ALISON MOYET
BEAT FARMERS
QUADACANAL DIARY
JOHN PALMISTO
YELLO
TIME ZONE
DAVID LEE ROTH
DEEP PURPLE
FIONA
ROBIN GEORGE
GEORGE THOROGOOD
DANNY SPANOS
AUTOGRAPH
TRIMPH
LRS
ELLIOT EASTON
ANGEL CITY
JOHN PARR
GO WEST
LOUNDESS
VAN MORRISON
TUBES
JOHN HATT
MOUNTAIN
DONNIE IRIS
A TOM PETTY
A LOS LOBOS
A TEARS FOR FEARS
ACCEPT

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CARS
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MICK JAGGER (M)
ERIC CLAPTON
SANTANA
DON HENLEY
TRIMPH
SURVIVOR
BRUCE SPRINGSTEEN
JOHN FOGERTY
FIRM (M)
A LOUNDESS
A VAN MORRISON
A GARY O'
Light Adds
ALAN PARSONS
BREAKFAST CLUB
SANTANA
ELLIOT EASTON
TRIMPH
ROBIN GEORGE
A FIONA
ERIC CLAPTON

WEXZ/Scranton
(717) 961-1842
PD: DAVE LONGON

Not
FIRM (M)
MICK JAGGER (M)
ALAN PARSONS
DON HENLEY (M)
BRYAN ADAMS
FALCON AND THE SMO
BRUCE SPRINGSTEEN
A TOM PETTY
A ERIC CLAPTON
PHIL COLLINS (M)
FOREIGNER
ALAN PARSONS
BREAKFAST CLUB
SANTANA
DON HENLEY
TRIMPH
DEEP PURPLE
ELLIOT EASTON
DONNIE IRIS
CARS
GREG KINN
JOHN PARR
A LOUNDESS
A VAN MORRISON
A GARY O'
Light Adds
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SANTANA
ELLIOT EASTON
TRIMPH
ROBIN GEORGE
A FIONA
ERIC CLAPTON

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ASST. PD: DAVE KANE

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MICK JAGGER
SURVIVOR (M)
FIRM
DON HENLEY
AUTOGRAPH
REO SPEEDWAGON
FOREIGNER
BRUCE SPRINGSTEEN
BREAKFAST CLUB
FRANKIE GOES TO...
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ROBIN GEORGE
GARY O'
CONY HATCH
MICHAEL BOLTON
PHIL COLLINS (M)
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JOHN WAITE
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ERIC CLAPTON
A TOM PETTY
JOHN PALMISTO
JOHN WAITE
FALCON AND THE SMO
CARS
ALAN PARSONS
BRYAN ADAMS (M)
VISION QUEST
TRIMPH
GEORGE THOROGOOD
U2

WVCF/Rochester
(716) 262-4330
PD: JOHN LARSON
ASST. PD: DAVE KANE

Not
DAVID LEE ROTH
BRYAN ADAMS
CARS
JOHN FOGERTY
PHIL COLLINS
CHICAGO
MICK JAGGER
SURVIVOR (M)
FIRM
DON HENLEY
AUTOGRAPH
REO SPEEDWAGON
FOREIGNER
BRUCE SPRINGSTEEN
BREAKFAST CLUB
FRANKIE GOES TO...
SANTANA
Medium
DEEP PURPLE
ELLIOT EASTON
ROBIN GEORGE
GARY O'
CONY HATCH
MICHAEL BOLTON
PHIL COLLINS (M)
A TOM PETTY
TEARS FOR FEARS
VISION QUEST
TRIMPH
LRS
KINGS
ALAN PARSONS
FALCON AND THE SMO
BREAKFAST CLUB
TRIMPH
VISION QUEST
JOHN PARR
FIONA
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JOHN ARMSTRONG
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ROBIN GEORGE
GARY O'
CONY HATCH
MICHAEL BOLTON
PHIL COLLINS (M)
A TOM PETTY
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TRIMPH
LRS
KINGS
ALAN PARSONS
FALCON AND THE SMO
BREAKFAST CLUB
TRIMPH
VISION QUEST
JOHN PARR
FIONA
LINDA THOMPSON
JOHN ARMSTRONG
ANGEL CITY
TRIMPH
FOREIGNER
ERIC CLAPTON
A TOM PETTY
JOHN PALMISTO
JOHN WAITE
FALCON AND THE SMO
CARS
ALAN PARSONS
BRYAN ADAMS (M)
VISION QUEST
TRIMPH
GEORGE THOROGOOD
U2

WLIR/Long Island
(516) 485-9200
PD: DENIS M'NAMARA
MD: LARRY 'THE DICK'

Not
TEARS FOR FEARS
POWER STATION
A TOM PETTY
A STARBUCK
A JOAN ARMSTRONG
A KATRINA & WAVES
A HALL & OATES
Light Adds
TEARS FOR FEARS

WPXI/Albany, NY
(518) 785-9061
ASST. PD: BOB WELCH
MD: ANDI TORO

Not
A TOM PETTY
MICK JAGGER (M)
DON HENLEY (M)
BRUCE SPRINGSTEEN
BRYAN ADAMS
FIRM (M)
PHIL COLLINS (M)
ERIC CLAPTON
CARS
ELLIOT EASTON
FIRM (M)
SANTANA
FRANKIE GOES TO...
TUBES
CHICAGO
ALAN PARSONS
VAN MORRISON
DONNIE IRIS
FALCON AND THE SMO
DAVID LEE ROTH
A KATRINA & WAVES
BREAKFAST CLUB
JOHN FOGERTY
DURAN DURAN
MOUNTAIN
ACCEPT
SANTANA
DORIS ROSS
VISION QUEST
JOHN WAITE
Light Adds
JOHN PALMISTO
GREG KINN
ELLIOT EASTON
PRINCE
NAILS
EUROGLIDDERS
MINISTRY
BONGOS
DAVID RASTAMO

WVCF/Rochester
(716) 262-4330
PD: JOHN LARSON
ASST. PD: DAVE KANE

Not
DAVID LEE ROTH
BRYAN ADAMS
CARS
JOHN FOGERTY
PHIL COLLINS
CHICAGO
MICK JAGGER
SURVIVOR (M)
FIRM
DON HENLEY
AUTOGRAPH
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FIONA
LINDA THOMPSON
JOHN ARMSTRONG
ANGEL CITY
TRIMPH
FOREIGNER
ERIC CLAPTON
A TOM PETTY



MIDWEST (continued)

WLLZ/Detroit (313) 855-5100

PD: LEE ANOLD... DON HENLEY... BRYAN ADAMS... MICK JAGGER... PHIL COLLINS... JONNIE IRIS... GARY O'...

WQFM/Milwaukee (414) 276-2040

PD: ANDY BLOOM... ANGEL CITY... FOREIGNER... MICK JAGGER... PHIL COLLINS... JONNIE IRIS... GARY O'...

KMODO/Tulsa (918) 664-2810

PD: CHARLIE WEST... ANGEL CITY... FOREIGNER... MICK JAGGER... PHIL COLLINS... JONNIE IRIS... GARY O'...

WOT/Toledo (419) 248-3377

PD: JOE THOMAS... DON HENLEY... BRYAN ADAMS... MICK JAGGER... PHIL COLLINS... JONNIE IRIS... GARY O'...

KICT/Wichita (316) 722-5600

PD: BILL BRUN... DON HENLEY... BRYAN ADAMS... MICK JAGGER... PHIL COLLINS... JONNIE IRIS... GARY O'...

WIBA-FM/Madison (608) 274-5450

PD: JACK MITCHELL... DON HENLEY... BRYAN ADAMS... MICK JAGGER... PHIL COLLINS... JONNIE IRIS... GARY O'...

WTTUE/Dayton (513) 224-1501

PD: TOM CARROLL... DON HENLEY... BRYAN ADAMS... MICK JAGGER... PHIL COLLINS... JONNIE IRIS... GARY O'...

WAPL/Applenton-Green Bay (314) 774-94...

PD: BRIAN TAYLOR... DON HENLEY... BRYAN ADAMS... MICK JAGGER... PHIL COLLINS... JONNIE IRIS... GARY O'...

WZZQ/Terre Haute (812) 232-5034

PD: KIM YOUNG... DON HENLEY... BRYAN ADAMS... MICK JAGGER... PHIL COLLINS... JONNIE IRIS... GARY O'...

WBSW/Kankakee (815) 939-4541

PD: BILL TAYLOR... DON HENLEY... BRYAN ADAMS... MICK JAGGER... PHIL COLLINS... JONNIE IRIS... GARY O'...

WQZJ/Tulsa (918) 664-2810

PD: CHARLIE WEST... DON HENLEY... BRYAN ADAMS... MICK JAGGER... PHIL COLLINS... JONNIE IRIS... GARY O'...

WQZJ/Sandusky (419) 625-1010

PD: RANDY HOGG... DON HENLEY... BRYAN ADAMS... MICK JAGGER... PHIL COLLINS... JONNIE IRIS... GARY O'...

KSHE/St. Louis (314) 842-1111

PD: RICK BALES... DON HENLEY... BRYAN ADAMS... MICK JAGGER... PHIL COLLINS... JONNIE IRIS... GARY O'...

KODS/Duluth (218) 728-6421

PD: MIKE KELLER... DON HENLEY... BRYAN ADAMS... MICK JAGGER... PHIL COLLINS... JONNIE IRIS... GARY O'...

WVWC/Peoria (309) 674-2000

PD: JEFF MURPHY... DON HENLEY... BRYAN ADAMS... MICK JAGGER... PHIL COLLINS... JONNIE IRIS... GARY O'...

WVWC/Peoria (309) 674-2000

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WVWC/Peoria (309) 674-2000

PD: JEFF MURPHY... DON HENLEY... BRYAN ADAMS... MICK JAGGER... PHIL COLLINS... JONNIE IRIS... GARY O'...



Parallel Two

Parallel Three

Continued on next page.

CHAMPION PLISTS

EAST

WBSB **Baltimore**

PD: Steve Kingston
MD: Amy Kronthal

1 REO SPEEDWAGON/Can't Fight This...
2 DAVID LEE ROTH/California Girls
3 MADONNA/Material Girl
4 TINA TURNER/Save A Prayer
5 FOREIGNER/Want To Know What I
6 SHEENA EASTON/Sugar Walls
7 JOHN FOGERTY/The Old Man Down The
8 DIANA ROSS/Missing You
9 GLEN FREY/The Heat Is On
10 KOO & THE GANG/Method
11 PHIL COLLINS/One More Night
12 MICK JAGGER/Dust Another Night
13 MIAMI/Carless Whisper
14 BRUCE SPRINGSTEEN/I'm On Fire
15 JEFFREY OSBORNE/The Borderlines
16 JONAS MEKEL/When The Rain Begins
17 JONAS MEKEL/When The Rain Begins
18 JONAS MEKEL/When The Rain Begins
19 JONAS MEKEL/When The Rain Begins
20 JONAS MEKEL/When The Rain Begins

WJZ **New York**

PD: Larry Berger
MD: Lisa Tonacci

1 MIAMI/Carless Whisper
2 FOREIGNER/Want To Know What I
3 PHILIP BAILEY/Easy Lover
4 GLEN FREY/The Heat Is On
5 MADONNA/Material Girl
6 POINTS SISTERS/Neutron Dance
7 SHEENA EASTON/Sugar Walls
8 JONAS MEKEL/When The Rain Begins
9 JONAS MEKEL/When The Rain Begins
10 JONAS MEKEL/When The Rain Begins
11 JONAS MEKEL/When The Rain Begins
12 JONAS MEKEL/When The Rain Begins

HitRadio 96 **Pittsburgh**

WHTX-FM STEREO

Program Administrator:
Keith Abrams

1 REO SPEEDWAGON/Can't Fight This...
2 PHIL COLLINS/One More Night
3 DAVID LEE ROTH/California Girls
4 MADONNA/Material Girl
5 GLEN FREY/The Heat Is On
6 JONAS MEKEL/When The Rain Begins
7 JONAS MEKEL/When The Rain Begins
8 JONAS MEKEL/When The Rain Begins
9 JONAS MEKEL/When The Rain Begins
10 JONAS MEKEL/When The Rain Begins

WMAZ **Baltimore**

PD: Ralph Wimmer
MD: Jim Payne

1 MIAMI/Carless Whisper
2 REO SPEEDWAGON/Can't Fight This...
3 MADONNA/Material Girl
4 FOREIGNER/Want To Know What I
5 SHEENA EASTON/Sugar Walls
6 PHIL COLLINS/One More Night
7 GLEN FREY/The Heat Is On
8 BRUCE SPRINGSTEEN/I'm On Fire
9 TINA TURNER/Save A Prayer
10 JONAS MEKEL/When The Rain Begins
11 MICK JAGGER/Dust Another Night
12 JONAS MEKEL/When The Rain Begins
13 JONAS MEKEL/When The Rain Begins
14 JONAS MEKEL/When The Rain Begins
15 JONAS MEKEL/When The Rain Begins

WCAU **Philadelphia**

PD: Scott Walker
MD: Glenn Kalina

1 REO SPEEDWAGON/Can't Fight This...
2 MIAMI/Carless Whisper
3 GLEN FREY/The Heat Is On
4 FRANKIE GOES TO H/RELAX
5 JULIAN LENNON/Too Late For Goodbyes
6 BILLY COLEMAN/Lovergirl
7 MICK JAGGER/Dust Another Night
8 BRYAN ADAMS/Somewhere
9 JONAS MEKEL/When The Rain Begins
10 HALL & OATES/Method of Modern Love
11 PATI LABELLE/New Attitude
12 PHIL COLLINS/One More Night
13 DAVID LEE ROTH/California Girls
14 DAN HARMAN/Save A Prayer
15 AUTOGRAPH/Turn Up The Radio
16 FRANKIE GOES TO H/RELAX
17 BRUCE SPRINGSTEEN/I'm On Fire
18 DEBARGE/Rhythm of the Night
19 JONAS MEKEL/When The Rain Begins
20 JONAS MEKEL/When The Rain Begins
21 JONAS MEKEL/When The Rain Begins
22 JONAS MEKEL/When The Rain Begins
23 JONAS MEKEL/When The Rain Begins

103 FM **Boston**

WHTX-FM
PD: Charlie Quinn
MD: Cindy Bailen

1 GLEN FREY/The Heat Is On
2 MIAMI/Carless Whisper
3 PHIL COLLINS/One More Night
4 REO SPEEDWAGON/Can't Fight This...
5 TINA TURNER/Save A Prayer
6 MADONNA/Material Girl
7 SHEENA EASTON/Sugar Walls
8 DAVID LEE ROTH/California Girls
9 JULIAN LENNON/Too Late For Goodbyes
10 TINA TURNER/Save A Prayer
11 FOREIGNER/Want To Know What I
12 IRVAN DURAN/Save A Prayer
13 JONAS MEKEL/When The Rain Begins
14 JONAS MEKEL/When The Rain Begins
15 JONAS MEKEL/When The Rain Begins
16 JONAS MEKEL/When The Rain Begins
17 JONAS MEKEL/When The Rain Begins

105 **Montreal**

PD: Stephen Anthony

1 MIAMI/Carless Whisper
2 MURRAY HAY/One Night In Bangkok
3 HALL & OATES/Method of Modern Love
4 JACK WAGNER/All I Need
5 POINTS SISTERS/Neutron Dance
6 ASHFOORD & SIMPSON/Solid
7 TINA TURNER/Save A Prayer
8 JONAS MEKEL/When The Rain Begins
9 JONAS MEKEL/When The Rain Begins
10 JONAS MEKEL/When The Rain Begins
11 JONAS MEKEL/When The Rain Begins
12 JONAS MEKEL/When The Rain Begins

WAAA **Washington**

PD: Smokey Rivers
MD: Gene Baxter

1 REO SPEEDWAGON/Can't Fight This...
2 MADONNA/Material Girl
3 DAVID LEE ROTH/California Girls
4 JULIAN LENNON/Too Late For Goodbyes
5 TINA TURNER/Save A Prayer
6 BILLY COLEMAN/Lovergirl
7 MICK JAGGER/Dust Another Night
8 BRYAN ADAMS/Somewhere
9 JONAS MEKEL/When The Rain Begins
10 HALL & OATES/Method of Modern Love
11 PATI LABELLE/New Attitude
12 PHIL COLLINS/One More Night
13 DAVID LEE ROTH/California Girls
14 DAN HARMAN/Save A Prayer
15 AUTOGRAPH/Turn Up The Radio
16 FRANKIE GOES TO H/RELAX
17 BRUCE SPRINGSTEEN/I'm On Fire
18 DEBARGE/Rhythm of the Night
19 JONAS MEKEL/When The Rain Begins
20 JONAS MEKEL/When The Rain Begins
21 JONAS MEKEL/When The Rain Begins
22 JONAS MEKEL/When The Rain Begins
23 JONAS MEKEL/When The Rain Begins

1050 chum **Toronto**

PD: Jim Waters
MD: Brad "Knobby" Jones

1 PHIL COLLINS/One More Night
2 DAVID LEE ROTH/California Girls
3 FOREIGNER/Want To Know What I
4 POINTS SISTERS/Neutron Dance
5 CHICAGO/You're the Inspiration
6 HALL & OATES/Method of Modern Love
7 MICK JAGGER/Dust Another Night
8 ASHFOORD & SIMPSON/Solid
9 TINA TURNER/Save A Prayer
10 JONAS MEKEL/When The Rain Begins
11 JONAS MEKEL/When The Rain Begins
12 JONAS MEKEL/When The Rain Begins
13 JONAS MEKEL/When The Rain Begins
14 JONAS MEKEL/When The Rain Begins

92 PRO-FM **Providence**

Operations Manager: Tom Cuddy

1 REO SPEEDWAGON/Can't Fight This...
2 PHIL COLLINS/One More Night
3 DAVID LEE ROTH/California Girls
4 JULIAN LENNON/Too Late For Goodbyes
5 TINA TURNER/Save A Prayer
6 JONAS MEKEL/When The Rain Begins
7 MADONNA/Material Girl
8 TINA TURNER/Save A Prayer
9 IRVAN DURAN/Save A Prayer
10 FRANKIE GOES TO H/RELAX
11 BRYAN ADAMS/Somewhere
12 JEFFREY OSBORNE/The Borderlines
13 JONAS MEKEL/When The Rain Begins
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15 JONAS MEKEL/When The Rain Begins
16 JONAS MEKEL/When The Rain Begins
17 JONAS MEKEL/When The Rain Begins

94 **Pittsburgh**

PD: Scott Alexander

1 REO SPEEDWAGON/Can't Fight This...
2 MADONNA/Material Girl
3 DAVID LEE ROTH/California Girls
4 JULIAN LENNON/Too Late For Goodbyes
5 TINA TURNER/Save A Prayer
6 BILLY COLEMAN/Lovergirl
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18 DEBARGE/Rhythm of the Night
19 JONAS MEKEL/When The Rain Begins
20 JONAS MEKEL/When The Rain Begins
21 JONAS MEKEL/When The Rain Begins
22 JONAS MEKEL/When The Rain Begins
23 JONAS MEKEL/When The Rain Begins

WAKS-FM **Boston**

PD: Sunny Joe White
MD: Geni Donaghy

1 REO SPEEDWAGON/Can't Fight This...
2 TINA TURNER/Save A Prayer
3 MADONNA/Material Girl
4 BRUCE SPRINGSTEEN/I'm On Fire
5 TINA TURNER/Save A Prayer
6 JONAS MEKEL/When The Rain Begins
7 JONAS MEKEL/When The Rain Begins
8 JONAS MEKEL/When The Rain Begins
9 JONAS MEKEL/When The Rain Begins
10 JONAS MEKEL/When The Rain Begins

ckoi 97 **Montreal**

PD: Bob Beauchamp
MD: Guy Brouillard

1 MIAMI/Carless Whisper
2 MURRAY HAY/One Night In Bangkok
3 HALL & OATES/Method of Modern Love
4 ASHFOORD & SIMPSON/Solid
5 POINTS SISTERS/Neutron Dance
6 CHICAGO/You're the Inspiration
7 FOREIGNER/Want To Know What I
8 SADE/Rang On To Your Love
9 TINA TURNER/Save A Prayer
10 PHILIP BAILEY/Easy Lover
11 TINA TURNER/Save A Prayer
12 TINA TURNER/Save A Prayer
13 TINA TURNER/Save A Prayer
14 TINA TURNER/Save A Prayer
15 TINA TURNER/Save A Prayer

CFMT 80 **Toronto**

PD: Sandy Sanderson
MD: Bob Saint

1 FOREIGNER/Want To Know What I
2 TINA TURNER/Save A Prayer
3 MICK JAGGER/Dust Another Night
4 CHICAGO/You're the Inspiration
5 DAVID LEE ROTH/California Girls
6 ASHFOORD & SIMPSON/Solid
7 PHIL COLLINS/One More Night
8 TINA TURNER/Save A Prayer
9 TINA TURNER/Save A Prayer
10 TINA TURNER/Save A Prayer
11 TINA TURNER/Save A Prayer
12 TINA TURNER/Save A Prayer

Q107 **Washington, D.C.**

PD: Alan Burt
MD: Mary Taten

1 REO SPEEDWAGON/Can't Fight This...
2 TINA TURNER/Save A Prayer
3 MADONNA/Material Girl
4 BRUCE SPRINGSTEEN/I'm On Fire
5 TINA TURNER/Save A Prayer
6 JONAS MEKEL/When The Rain Begins
7 JONAS MEKEL/When The Rain Begins
8 JONAS MEKEL/When The Rain Begins
9 JONAS MEKEL/When The Rain Begins
10 JONAS MEKEL/When The Rain Begins

WBLL 106.7 **Long Island**

PD: Bill Terry
MD: Ruth Tolson

1 REO SPEEDWAGON/Can't Fight This...
2 MIAMI/Carless Whisper
3 DAVID LEE ROTH/California Girls
4 BILLY COLEMAN/Lovergirl
5 MADONNA/Material Girl
6 POINTS SISTERS/Neutron Dance
7 SHEENA EASTON/Sugar Walls
8 JONAS MEKEL/When The Rain Begins
9 JONAS MEKEL/When The Rain Begins
10 JONAS MEKEL/When The Rain Begins
11 JONAS MEKEL/When The Rain Begins
12 JONAS MEKEL/When The Rain Begins

WIVB **Buffalo**

PD: Bill Todd
MD: P.J. Foss

1 PHIL COLLINS/One More Night
2 DAVID LEE ROTH/California Girls
3 MADONNA/Material Girl
4 JULIAN LENNON/Too Late For Goodbyes
5 JONAS MEKEL/When The Rain Begins
6 TINA TURNER/Save A Prayer
7 FRANKIE GOES TO H/RELAX
8 BRUCE SPRINGSTEEN/I'm On Fire
9 IRVAN DURAN/Save A Prayer
10 MICK JAGGER/Dust Another Night
11 TINA TURNER/Save A Prayer
12 PHILIP BAILEY/Easy Lover
13 TINA TURNER/Save A Prayer
14 TINA TURNER/Save A Prayer
15 TINA TURNER/Save A Prayer

100 WNTZ **New York**

PD: Scott Shannon
MD: Frankie Blue

1 MIAMI/Carless Whisper
2 GLEN FREY/The Heat Is On
3 MADONNA/Material Girl
4 FOREIGNER/Want To Know What I
5 PHILIP BAILEY/Easy Lover
6 BILLY COLEMAN/Lovergirl
7 POINTS SISTERS/Neutron Dance
8 TINA TURNER/Save A Prayer
9 IRVAN DURAN/Save A Prayer
10 FRANKIE GOES TO H/RELAX
11 BRUCE SPRINGSTEEN/I'm On Fire
12 DEBARGE/Rhythm of the Night
13 JONAS MEKEL/When The Rain Begins
14 JONAS MEKEL/When The Rain Begins
15 JONAS MEKEL/When The Rain Begins

Q107 **Houston**

PD: John Lanker
Asst. PD: Ron Parker

1 REO SPEEDWAGON/Can't Fight This...
2 PHIL COLLINS/One More Night
3 FOREIGNER/Want To Know What I
4 DAVID LEE ROTH/California Girls
5 JULIAN LENNON/Too Late For Goodbyes
6 PHILIP BAILEY/Easy Lover
7 GLEN FREY/The Heat Is On
8 IRVAN DURAN/Save A Prayer
9 SHEENA EASTON/Sugar Walls
10 POINTS SISTERS/Neutron Dance
11 BRYAN ADAMS/Somewhere
12 JONAS MEKEL/When The Rain Begins
13 JONAS MEKEL/When The Rain Begins
14 JONAS MEKEL/When The Rain Begins
15 JONAS MEKEL/When The Rain Begins

WBLI 106.7 **New Orleans**

PD: Kris O'Kelly
MD: Greg Rolling

1 TINA TURNER/Save A Prayer
2 REO SPEEDWAGON/Can't Fight This...
3 PHIL COLLINS/One More Night
4 DAVID LEE ROTH/California Girls
5 MADONNA/Material Girl
6 POINTS SISTERS/Neutron Dance
7 SHEENA EASTON/Sugar Walls
8 JONAS MEKEL/When The Rain Begins
9 JONAS MEKEL/When The Rain Begins
10 JONAS MEKEL/When The Rain Begins
11 JONAS MEKEL/When The Rain Begins
12 JONAS MEKEL/When The Rain Begins

WYZZ **Atlanta**

PD: John Young
MD: Chris Thomas

1 REO SPEEDWAGON/Can't Fight This...
2 GLEN FREY/The Heat Is On
3 MADONNA/Material Girl
4 DAVID LEE ROTH/California Girls
5 KOO & THE GANG/Method
6 TINA TURNER/Save A Prayer
7 MIAMI/Carless Whisper
8 PHIL COLLINS/One More Night
9 MICK JAGGER/Dust Another Night
10 JONAS MEKEL/When The Rain Begins
11 FRANKIE GOES TO H/RELAX
12 BRUCE SPRINGSTEEN/I'm On Fire
13 TINA TURNER/Save A Prayer
14 JEFFREY OSBORNE/The Borderlines
15 JONAS MEKEL/When The Rain Begins
16 PHILIP BAILEY/Easy Lover
17 BRUCE SPRINGSTEEN/I'm On Fire
18 JONAS MEKEL/When The Rain Begins
19 JULIAN LENNON/Too Late For Goodbyes
20 AUTOGRAPH/Turn Up The Radio
21 COMMODORE/Nightlife
22 DIANA ROSS/Missing You
23 TINA TURNER/Save A Prayer
24 ANTHONY/Obession
25 DEBARGE/Rhythm of the Night
26 SHERA PATON/Sugar Walls
27 JONAS MEKEL/When The Rain Begins
28 JONAS MEKEL/When The Rain Begins
29 JONAS MEKEL/When The Rain Begins
30 JONAS MEKEL/When The Rain Begins

97.1 WZL **Dallas**

PD: Randy Brown
MD: Joe Folger

1 JONAS MEKEL/When The Rain Begins
2 KOO & THE GANG/Method
3 SURVIVOR/High On You
4 CARL/My Can't I Have You
5 BRYAN ADAMS/Somewhere
6 PHIL COLLINS/One More Night
7 SCARLETT/Just A Heart
8 AUTOGRAPH/Turn Up The Radio
9 REO SPEEDWAGON/Can't Fight This...
10 CHICAGO/You're the Inspiration
11 DAVID LEE ROTH/California Girls
12 JULIAN LENNON/Too Late For Goodbyes
13 MICK JAGGER/Dust Another Night
14 PHILIP BAILEY/Easy Lover
15 IRVAN DURAN/Save A Prayer
16 JONAS MEKEL/When The Rain Begins
17 JONAS MEKEL/When The Rain Begins
18 JONAS MEKEL/When The Rain Begins
19 JONAS MEKEL/When The Rain Begins
20 JONAS MEKEL/When The Rain Begins

KKBO **Houston**

PD: John Lanker
Asst. PD: Ron Parker

1 JONAS MEKEL/When The Rain Begins
2 PHIL COLLINS/One More Night
3 FOREIGNER/Want To Know What I
4 MADONNA/Material Girl
5 DAVID LEE ROTH/California Girls
6 PHILIP BAILEY/Easy Lover
7 GLEN FREY/The Heat Is On
8 IRVAN DURAN/Save A Prayer
9 SHEENA EASTON/Sugar Walls
10 POINTS SISTERS/Neutron Dance
11 BRYAN ADAMS/Somewhere
12 JONAS MEKEL/When The Rain Begins
13 JONAS MEKEL/When The Rain Begins
14 JONAS MEKEL/When The Rain Begins
15 JONAS MEKEL/When The Rain Begins

97.1 WZL **New Orleans**

PD: Kris O'Kelly
MD: Greg Rolling

1 TINA TURNER/Save A Prayer
2 REO SPEEDWAGON/Can't Fight This...
3 PHIL COLLINS/One More Night
4 DAVID LEE ROTH/California Girls
5 MADONNA/Material Girl
6 POINTS SISTERS/Neutron Dance
7 SHEENA EASTON/Sugar Walls
8 JONAS MEKEL/When The Rain Begins
9 JONAS MEKEL/When The Rain Begins
10 JONAS MEKEL/When The Rain Begins
11 JONAS MEKEL/When The Rain Begins
12 JONAS MEKEL/When The Rain Begins

WESTWOOD ONE PRESENTS

ROGER WATERS LIVE IN CONCERT VIA SATELLITE

Get ready for some *Pros & Cons*
Plus Some Old Pink Floyd Stuff!
The evening of Thursday, March 28,
the Westwood One Radio Network
will proudly present an exclusive
concert by Pink Floyd kingpin
Roger Waters *live via satellite in*
digital Holophonic™ stereo (break
out your headphones!) from the
Radio City Music Hall in New York.
The reclusive Waters and his
seven-piece band are set to per-
form material spanning Pink Floyd's
history, plus songs from his debut
solo album, *The Pros & Cons Of*
Hitchhiking. The concert is one of
the early stops on Waters' mini-tour
of only 15 North American cities, so
don't let your listeners miss this
rare opportunity to hear one of
rock's truly enigmatic figures on-
stage—with your radio station pro-
viding the *ultimate* in sound! For
details and exclusivity in your
market, contact your Westwood
One representative now at
(213) 204-5000.



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FOLLOW THE LEADER

FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY!

WEST

KPKE Denver
 PD: Mark Bolke
 MD: Chris Knight

H 1 1 MIAMI/Careless Whisper
 H 2 2 REO SPEEDWAGON/Can't Fight This...
 H 3 3 DON HENLEY/The Boys Of Summer...
 H 4 4 GLENN FREY/The Heat Is On
 H 5 5 POINTER SISTERS/Neutron Dance
 H 6 6 FOREIGNER/I Want To Know What L.
 H 7 7 BILLY OCEAN/Loverboy
 H 8 8 REO SPEEDWAGON/Can't Fight This...
 H 9 9 JOHN FOGERTY/The Old Man Down The
 H 10 10 TIME/Jungle Love
 H 11 11 DAVID LEE ROTH/California Girls
 H 12 12 HALL & OATES/Method Of Modern Love
 H 13 13 DON HENLEY/The Boys Of Summer...
 H 14 14 JULIAN LENNON/Too Late For Goodbyes
 H 15 15 KOO & THE GANG/Misled
 H 16 16 FRANKIE GOES TO H/Relax
 H 17 17 NEW EDITION/Mr. Telephone Man
 H 18 18 SHERA EASTON/Sugar Walls
 H 19 19 PRINCE/Take Me With U
 H 20 20 BILLY OCEAN/Loverboy
 H 21 21 JOURNEY/Only The Young
 H 22 22 FRANKIE GOES TO H/Relax
 H 23 23 TINA TURNER/Private Dancer
 H 24 24 DAVID LEE ROTH/California Girls
 H 25 25 BILLY JOEL/Keeping The Faith
 H 26 26 PHIL COLLINS/One More Night
 H 27 27 SURVIVOR/High On You
 H 28 28 TIME/Jungle Love
 H 29 29 MADONNA/Material Girl
 H 30 30 PRINCE/Take Me With U
 H 31 31 TERESA MARIE/Lovergirl
 H 32 32 CARL & PATSY Cline/Have A Woman
 H 33 33 CHICAGO/Along Comes A Woman
 H 34 34 DIANA ROSS/Missing You
 H 35 35 GO WEST/We Close Our Eyes
 H 36 36 JOHN WATTE/Change
 H 37 37 GREG KINN/Lucky
 H 38 38 MADONNA/Crazy For You
 H 39 39 MICK JAGGER/Just Another Night
 H 40 40 DURAN DURAN/Save A Prayer

ADDS COMMODES/Nightshift
 ERIC CLAPTON/Forever Man

ON BRYAN ADAMS/Somebody
 JOHN PARR/Naughty Naughty
 SCANDAL/Beat Of A Heart
 DAN HARTMAN/Second Nature
 BRUCE SPRINGSTEEN/I'm On Fire

KRRY Denver
 PD: Robin Mitchell
 Assistant PD: Beau Matthews

H 1 1 PHILIP BAILEY/Easy Lover
 H 2 2 MIAMI/Careless Whisper
 H 3 3 GLENN FREY/The Heat Is On
 H 4 4 POINTER SISTERS/Neutron Dance
 H 5 5 FOREIGNER/I Want To Know What L.
 H 6 6 MADONNA/Material Girl
 H 7 7 BILLY OCEAN/Loverboy
 H 8 8 REO SPEEDWAGON/Can't Fight This...
 H 9 9 JOHN FOGERTY/The Old Man Down The
 H 10 10 TIME/Jungle Love
 H 11 11 DAVID LEE ROTH/California Girls
 H 12 12 HALL & OATES/Method Of Modern Love
 H 13 13 DON HENLEY/The Boys Of Summer...
 H 14 14 JULIAN LENNON/Too Late For Goodbyes
 H 15 15 KOO & THE GANG/Misled
 H 16 16 FRANKIE GOES TO H/Relax
 H 17 17 NEW EDITION/Mr. Telephone Man
 H 18 18 SHERA EASTON/Sugar Walls
 H 19 19 PRINCE/Take Me With U
 H 20 20 BILLY OCEAN/Loverboy
 H 21 21 JOURNEY/Only The Young
 H 22 22 FRANKIE GOES TO H/Relax
 H 23 23 TINA TURNER/Private Dancer
 H 24 24 DAVID LEE ROTH/California Girls
 H 25 25 BILLY JOEL/Keeping The Faith
 H 26 26 PHIL COLLINS/One More Night
 H 27 27 SURVIVOR/High On You
 H 28 28 TIME/Jungle Love
 H 29 29 MADONNA/Material Girl
 H 30 30 PRINCE/Take Me With U
 H 31 31 TERESA MARIE/Lovergirl
 H 32 32 CARL & PATSY Cline/Have A Woman
 H 33 33 CHICAGO/Along Comes A Woman
 H 34 34 DIANA ROSS/Missing You
 H 35 35 GO WEST/We Close Our Eyes
 H 36 36 JOHN WATTE/Change
 H 37 37 GREG KINN/Lucky
 H 38 38 MADONNA/Crazy For You
 H 39 39 MICK JAGGER/Just Another Night
 H 40 40 DURAN DURAN/Save A Prayer

ADDS NONE

ON HAROLD PALMER/My Axel F.
 GREG KINN/Lucky
 ZADORA & JACKSON/When The Rain Begins

KMEL ALL HIT San Francisco
 PD: Nick Bazoo
 MD: Jack Silver

H 2 1 PHIL COLLINS/One More Night
 H 19 2 MADONNA/Crazy For You
 H 1 3 MADONNA/Material Girl
 H 4 4 JULIAN LENNON/Too Late For Goodbyes
 H 5 5 ANIMOTION/Obsession
 H 6 6 BROSNI BEAT/Small Town Boy
 H 7 7 MURRAY HEAD/One Night In Bangkok
 H 8 8 PRINCE/Take Me With U
 H 9 9 FRANKIE GOES TO H/Relax
 H 10 10 DIANA ROSS/Missing You
 H 11 11 JERMAINE STEWART/The Word Is Out
 H 12 12 TINA TURNER/Private Dancer
 H 13 13 REO SPEEDWAGON/Can't Fight This...
 H 14 14 UPTO/Boxanne, Roseanna
 H 15 15 DEBARGE/Rhythm Of The Night
 H 16 16 BOWIE & METHERY/This Is Not America
 H 17 17 TIME/The Bird
 H 18 18 TERESA MARIE/Lovergirl
 H 19 19 MICK JAGGER/Just Another Night
 H 20 20 PAUL HARRISMAN/Second Nature
 H 21 21 BRYAN ADAMS/Somebody
 H 22 22 GREG KINN/Lucky
 H 23 23 SINGLE MINDS/Don't You (Forget Abo
 H 24 24 SHERA EASTON/Sugar Walls
 H 25 25 BRUCE SPRINGSTEEN/I'm On Fire
 H 26 26 COMMODES/Nightshift
 H 27 27 BRUCE SPRINGSTEEN/I'm On Fire
 H 28 28 GLENN FREY/The Heat Is On
 H 29 29 TINA TURNER/Private Dancer
 H 30 30 CHICAGO/Along Comes A Woman
 H 31 31 DURAN DURAN/Save A Prayer
 H 32 32 DAVID LEE ROTH/California Girls
 H 33 33 BRYAN ADAMS/Somebody
 H 34 34 SHERA EASTON/Sugar Walls
 H 35 35 POWER STATION/Some Like It Hot
 H 36 36 ISLEY, JASPER, IS/Ras And Tell
 H 37 37 MURRAY HEAD/One Night In Bangkok
 H 38 38 ROBEY/One Night In Bangkok
 H 39 39 PATTY LABELLE/New Attitude
 H 40 40 JOHN WATTE/Change

ADDS 34, 37
 TOM PETTY/Don't Come Around Her
 HALL & OATES/Some Things Are Better
 TERE FOR PARS/Everybody Wants To Ru
 LUTHER VANDROSS/'Til My Baby Comes H

ON MIDNIGHT STAR/Scientific Love
 FIRM/Radioactive
 ALAN PARSONS/Let's Talk About Me
 JESSE JOHNSON'S R/Be Your Man

FM 102 Sacramento
 PD: Rick Gillette
 MD/Assist PD: Chris Collins

H 2 1 PAUL HARRISMAN/Second Nature
 H 7 2 REO SPEEDWAGON/Can't Fight This...
 H 1 3 TERESA MARIE/Lovergirl
 H 4 4 PHIL COLLINS/One More Night
 H 5 5 MADONNA/Material Girl
 H 6 6 BILLY OCEAN/Loverboy
 H 7 7 GLENN FREY/The Heat Is On
 H 8 8 TINA TURNER/Private Dancer
 H 9 9 JULIAN LENNON/Too Late For Goodbyes
 H 10 10 MICK JAGGER/Just Another Night
 H 11 11 FOREIGNER/I Want To Know What L.
 H 12 12 JERMAINE STEWART/The Word Is Out
 H 13 13 MADONNA/Crazy For You
 H 14 14 MIAMI/Careless Whisper
 H 15 15 NEW EDITION/Mr. Telephone Man
 H 16 16 ZADORA & JACKSON/When The Rain Begins
 H 17 17 DEBARGE/Rhythm Of The Night
 H 18 18 HALL & OATES/Method Of Modern Love
 H 19 19 DURAN DURAN/Save A Prayer
 H 20 20 DIANA ROSS/Missing You
 H 21 21 SHERA EASTON/Sugar Walls
 H 22 22 BROSNI BEAT/Small Town Boy
 H 23 23 MICK JAGGER/Just Another Night
 H 24 24 PRINCE/Take Me With U
 H 25 25 JEFFREY OSBORNE/The Borderlines
 H 26 26 BRUCE SPRINGSTEEN/I'm On Fire
 H 27 27 TIME/The Bird
 H 28 28 GREG KINN/Lucky
 H 29 29 PATTY LABELLE/New Attitude
 H 30 30 JOURNEY/Only The Young

ADDS 20
 FOREIGNER/That Was Yesterday
 LUTHER VANDROSS/'Til My Baby Comes H
 DAN HARTMAN/Second Nature

ON COMMODES/Nightshift
 DON HENLEY/All She Wants To Do I
 ALAN PARSONS/Let's Talk About Me
 SAIE/Smooth Operator
 MURRAY HEAD/One Night In Bangkok
 SINGLE MINDS/Don't You (Forget Abo
 CHICAGO/Along Comes A Woman
 GREG KINN/Lucky
 DAN HARTMAN/Second Nature
 D 39 CARL & PATSY Cline/Have A Woman

KS 103 FM San Diego
 PD: Dave Parks
 PD: Mike Preston

H 1 1 REO SPEEDWAGON/Can't Fight This...
 H 2 2 PAUL HARRISMAN/Second Nature
 H 3 3 TERESA MARIE/Lovergirl
 H 4 4 PHIL COLLINS/One More Night
 H 5 5 MADONNA/Material Girl
 H 6 6 BILLY OCEAN/Loverboy
 H 7 7 GLENN FREY/The Heat Is On
 H 8 8 TINA TURNER/Private Dancer
 H 9 9 JULIAN LENNON/Too Late For Goodbyes
 H 10 10 MICK JAGGER/Just Another Night
 H 11 11 FOREIGNER/I Want To Know What L.
 H 12 12 JERMAINE STEWART/The Word Is Out
 H 13 13 MADONNA/Crazy For You
 H 14 14 MIAMI/Careless Whisper
 H 15 15 NEW EDITION/Mr. Telephone Man
 H 16 16 ZADORA & JACKSON/When The Rain Begins
 H 17 17 DEBARGE/Rhythm Of The Night
 H 18 18 HALL & OATES/Method Of Modern Love
 H 19 19 DURAN DURAN/Save A Prayer
 H 20 20 DIANA ROSS/Missing You
 H 21 21 SHERA EASTON/Sugar Walls
 H 22 22 BROSNI BEAT/Small Town Boy
 H 23 23 MICK JAGGER/Just Another Night
 H 24 24 PRINCE/Take Me With U
 H 25 25 JEFFREY OSBORNE/The Borderlines
 H 26 26 BRUCE SPRINGSTEEN/I'm On Fire
 H 27 27 TIME/The Bird
 H 28 28 GREG KINN/Lucky
 H 29 29 PATTY LABELLE/New Attitude
 H 30 30 JOURNEY/Only The Young

ADDS 20
 FOREIGNER/That Was Yesterday
 LUTHER VANDROSS/'Til My Baby Comes H
 DAN HARTMAN/Second Nature

ON COMMODES/Nightshift
 DON HENLEY/All She Wants To Do I
 ALAN PARSONS/Let's Talk About Me
 SAIE/Smooth Operator
 MURRAY HEAD/One Night In Bangkok
 SINGLE MINDS/Don't You (Forget Abo
 CHICAGO/Along Comes A Woman
 GREG KINN/Lucky
 DAN HARTMAN/Second Nature
 D 39 CARL & PATSY Cline/Have A Woman

KMJK Portland
 PD: Jon Barry
 MD: Steve Naganuma

H 1 1 REO SPEEDWAGON/Can't Fight This...
 H 2 2 DAVID LEE ROTH/California Girls
 H 3 3 TERESA MARIE/Lovergirl
 H 4 4 MADONNA/Material Girl
 H 5 5 GLENN FREY/The Heat Is On
 H 6 6 MIAMI/Careless Whisper
 H 7 7 JOHN FOGERTY/The Old Man Down The
 H 8 8 JULIAN LENNON/Too Late For Goodbyes
 H 9 9 PHIL COLLINS/One More Night
 H 10 10 JOURNEY/Only The Young
 H 11 11 SHERA EASTON/Sugar Walls
 H 12 12 BILLY JOEL/Keeping The Faith
 H 13 13 PRINCE/Take Me With U
 H 14 14 MADONNA/Crazy For You
 H 15 15 TINA TURNER/Private Dancer
 H 16 16 KOO & THE GANG/Misled
 H 17 17 FOREIGNER/I Want To Know What L.
 H 18 18 POINTER SISTERS/Neutron Dance
 H 19 19 MICK JAGGER/Just Another Night
 H 20 20 HALL & OATES/Method Of Modern Love
 H 21 21 SURVIVOR/High On You
 H 22 22 BRUCE SPRINGSTEEN/I'm On Fire
 H 23 23 FRANKIE GOES TO H/Relax
 H 24 24 CHICAGO/Along Comes A Woman
 H 25 25 BRYAN ADAMS/Somebody
 H 26 26 TIME/The Bird
 H 27 27 DIANA ROSS/Missing You
 H 28 28 JOHN PARR/Naughty Naughty
 H 29 29 BILLY OCEAN/Loverboy
 H 30 30 ANIMOTION/Obsession
 H 31 31 BOWIE & METHERY/This Is Not America
 H 32 32 DEBARGE/Rhythm Of The Night
 H 33 33 DURAN DURAN/Save A Prayer
 H 34 34 DON HENLEY/All She Wants To Do I
 H 35 35 CARL & PATSY Cline/Have A Woman
 H 36 36 COMMODES/Nightshift

ADDS LUTHER VANDROSS/'Til My Baby Comes H
 JOHN FOGERTY/Rock & Roll Girl
 FOREIGNER/That Was Yesterday
 POWER STATION/Some Like It Hot
 TOM PETTY/Don't Come Around Her
 HALL & OATES/Some Things Are Better
 SINGLE MINDS/Don't You (Forget Abo
 COMMODES/Nightshift

ON ALAN PARSONS/Let's Talk About Me
 ERIC CLAPTON/Forever Man
 GREG KINN/Lucky
 SHERA EASTON/Sugar Walls
 JEFFREY OSBORNE/The Borderlines
 SCANDAL/Beat Of A Heart

KUBE 93 FM Seattle
 PD: Bob Case
 MD: Wendy Christopher

H 1 1 REO SPEEDWAGON/Can't Fight This...
 H 2 2 MADONNA/Material Girl
 H 3 3 GLENN FREY/The Heat Is On
 H 4 4 JULIAN LENNON/Too Late For Goodbyes
 H 5 5 DAVID LEE ROTH/California Girls
 H 6 6 PHIL COLLINS/One More Night
 H 7 7 TERESA MARIE/Lovergirl
 H 8 8 JOURNEY/Only The Young
 H 9 9 BRUCE SPRINGSTEEN/I'm On Fire
 H 10 10 MICK JAGGER/Just Another Night
 H 11 11 FRANKIE GOES TO H/Relax
 H 12 12 PRINCE/Take Me With U
 H 13 13 DURAN DURAN/Save A Prayer
 H 14 14 TINA TURNER/Private Dancer
 H 15 15 BILLY JOEL/Keeping The Faith
 H 16 16 DEBARGE/Rhythm Of The Night
 H 17 17 CHICAGO/Along Comes A Woman
 H 18 18 BOWIE & METHERY/This Is Not America
 H 19 19 MADONNA/Crazy For You
 H 20 20 JOHN PARR/Naughty Naughty
 H 21 21 SURVIVOR/High On You
 H 22 22 ANIMOTION/Obsession
 H 23 23 DON HENLEY/All She Wants To Do I
 H 24 24 CHICAGO/Along Comes A Woman
 H 25 25 BRUCE SPRINGSTEEN/I'm On Fire
 H 26 26 CARL & PATSY Cline/Have A Woman
 H 27 27 JEFFREY OSBORNE/The Borderlines
 H 28 28 TIME/The Bird
 H 29 29 JOHN WATTE/Change
 H 30 30 ERIC CLAPTON/Forever Man

ADDS COMMODES/Nightshift
 FOREIGNER/That Was Yesterday
 HALL & OATES/Some Things Are Better
 MURRAY HEAD/One Night In Bangkok
 JOHN FOGERTY/Rock & Roll Girl
 POWER STATION/Some Like It Hot
 GO WEST/We Close Our Eyes

ON COMMODES/Nightshift
 TOM PETTY/Don't Come Around Her
 ERIC CLAPTON/Forever Man

Z100 FM Portland
 PD: Gary Bryan
 MD: Scott Drake

H 1 1 REO SPEEDWAGON/Can't Fight This...
 H 2 2 DAVID LEE ROTH/California Girls
 H 3 3 GLENN FREY/The Heat Is On
 H 4 4 MADONNA/Material Girl
 H 5 5 BILLY OCEAN/Loverboy
 H 6 6 JULIAN LENNON/Too Late For Goodbyes
 H 7 7 MIAMI/Careless Whisper
 H 8 8 PHIL COLLINS/One More Night
 H 9 9 MADONNA/Crazy For You
 H 10 10 POINTER SISTERS/Neutron Dance
 H 11 11 BILLY JOEL/Keeping The Faith
 H 12 12 TINA TURNER/Private Dancer
 H 13 13 SURVIVOR/High On You
 H 14 14 JOURNEY/Only The Young
 H 15 15 BOWIE & METHERY/This Is Not America
 H 16 16 FOREIGNER/I Want To Know What L.
 H 17 17 MURRAY HEAD/One Night In Bangkok
 H 18 18 MICK JAGGER/Just Another Night
 H 19 19 JOHN PARR/Naughty Naughty
 H 20 20 BILLY JOEL/Keeping The Faith
 H 21 21 CHICAGO/Along Comes A Woman
 H 22 22 BRYAN ADAMS/Somebody
 H 23 23 ANIMOTION/Obsession
 H 24 24 MURRAY HEAD/One Night In Bangkok
 H 25 25 AUTOGRAPH/Turn Up The Radio
 H 26 26 SCANDAL/Beat Of A Heart
 H 27 27 CARL & PATSY Cline/Have A Woman
 H 28 28 BRUCE SPRINGSTEEN/I'm On Fire
 H 29 29 DON HENLEY/All She Wants To Do I
 H 30 30 JEFFREY OSBORNE/The Borderlines
 H 31 31 DEBARGE/Rhythm Of The Night
 H 32 32 GO WEST/We Close Our Eyes
 H 33 33 JERMAINE STEWART/The Word Is Out

ADDS POWER STATION/Some Like It Hot
 TOM PETTY/Don't Come Around Her
 ERIC CLAPTON/Forever Man
 JOHN FOGERTY/Rock & Roll Girl
 HALL & OATES/Some Things Are Better
 DURAN DURAN/Save A Prayer
 FOREIGNER/That Was Yesterday

ON ISLEY, JASPER, IS/Ras And Tell
 GREG KINN/Lucky
 MURRAY HEAD/One Night In Bangkok
 ROBEY/One Night In Bangkok
 PATTY LABELLE/New Attitude
 JOHN WATTE/Change

KZZP Phoenix
 PD: Guy Zepoleon
 MD: Steve Goddard

H 1 1 REO SPEEDWAGON/Can't Fight This...
 H 2 2 MIAMI/Careless Whisper
 H 3 3 TERESA MARIE/Lovergirl
 H 4 4 TIME/Jungle Love
 H 5 5 DIANA ROSS/Missing You
 H 6 6 MADONNA/Material Girl
 H 7 7 PHILIP BAILEY/Easy Lover
 H 8 8 SURVIVOR/High On You
 H 9 9 JOURNEY/Only The Young
 H 10 10 MADONNA/Crazy For You
 H 11 11 JULIAN LENNON/Too Late For Goodbyes
 H 12 12 DURAN DURAN/Save A Prayer
 H 13 13 BILLY JOEL/Keeping The Faith
 H 14 14 BRUCE SPRINGSTEEN/I'm On Fire
 H 15 15 ASHFORD & SIMPSON/Solid
 H 16 16 MICK JAGGER/Just Another Night
 H 17 17 BRUCE SPRINGSTEEN/I'm On Fire
 H 18 18 DON HENLEY/All She Wants To Do I
 H 19 19 BRYAN ADAMS/Somebody
 H 20 20 MURRAY HEAD/One Night In Bangkok
 H 21 21 TINA TURNER/Private Dancer
 H 22 22 COMMODES/Nightshift
 H 23 23 DAN HARTMAN/Second Nature
 H 24 24 GREG KINN/Lucky

ADDS JOHN FOGERTY/Rock & Roll Girl
 FOREIGNER/That Was Yesterday
 MURRAY HEAD/One Night In Bangkok
 DAN HARTMAN/Second Nature
 POWER STATION/Some Like It Hot

ON BOWIE & METHERY/This Is Not America
 SCANDAL/Beat Of A Heart
 CARL & PATSY Cline/Have A Woman
 GREG KINN/Lucky

Hot Hits 105 KITS San Francisco
 Acting PD: Richard Sands
 MD: Craig Roberts

H 1 1 MIAMI/Careless Whisper
 H 2 2 PHILIP BAILEY/Easy Lover
 H 3 3 SHERA EASTON/Sugar Walls
 H 4 4 PHIL COLLINS/One More Night
 H 5 5 FOREIGNER/I Want To Know What L.
 H 6 6 GLENN FREY/The Heat Is On
 H 7 7 REO SPEEDWAGON/Can't Fight This...
 H 8 8 MADONNA/Material Girl
 H 9 9 MICK JAGGER/Just Another Night
 H 10 10 JULIAN LENNON/Too Late For Goodbyes
 H 11 11 BILLY OCEAN/Loverboy
 H 12 12 HALL & OATES/Method Of Modern Love
 H 13 13 TINA TURNER/Private Dancer
 H 14 14 POINTER SISTERS/Neutron Dance
 H 15 15 MADONNA/Like A Virgin
 H 16 16 DAVID LEE ROTH/California Girls
 H 17 17 TINA TURNER/Private Dancer
 H 18 18 BROSNI BEAT/Small Town Boy
 H 19 19 MURRAY HEAD/One Night In Bangkok
 H 20 20 TERESA MARIE/Lovergirl
 H 21 21 PRINCE/Take Me With U
 H 22 22 DON HENLEY/The Boys Of Summer...
 H 23 23 BRUCE SPRINGSTEEN/I'm On Fire
 H 24 24 BOWIE & METHERY/This Is Not America
 H 25 25 JOHN FOGERTY/Rock & Roll Girl
 H 26 26 KOO & THE GANG/Misled
 H 27 27 PAUL HARRISMAN/Second Nature
 H 28 28 ZADORA & JACKSON/When The Rain Begins
 H 29 29 DEBARGE/Rhythm Of The Night
 H 30 30 COMMODES/Nightshift

ADDS 19, 20
 ZADORA & JACKSON/When The Rain Begins
 CHICAGO/Along Comes A Woman
 DON HENLEY/All She Wants To Do I
 SHERA EASTON/Sugar Walls

ON BRUCE SPRINGSTEEN/I'm On Fire
 TIME/The Bird
 FIRM/Radioactive
 DIANA ROSS/Missing You
 PRINCE/Take Me With U
 ANIMOTION/Obsession
 BRYAN ADAMS/Somebody
 JEFFREY OSBORNE/The Borderlines
 HALL & OATES/Method Of Modern Love
 CARL & PATSY Cline/Have A Woman
 MADONNA/Crazy For You
 GREG KINN/Lucky

KWSS 94.5 FM San Jose
 PD: Dave Van Stone
 MD: Robin Kipps

H 2 1 REO SPEEDWAGON/Can't Fight This...
 H 3 2 DAVID LEE ROTH/California Girls
 H 4 3 MADONNA/Material Girl
 H 5 4 GLENN FREY/The Heat Is On
 H 6 5 PHIL COLLINS/One More Night
 H 7 6 MIAMI/Careless Whisper
 H 8 7 FRANKIE GOES TO H/Relax
 H 9 8 TERESA MARIE/Lovergirl
 H 10 9 ASHFORD & SIMPSON/Solid
 H 11 10 JULIAN LENNON/Too Late For Goodbyes
 H 12 11 FOREIGNER/I Want To Know What L.
 H 13 12 DURAN DURAN/Save A Prayer
 H 14 13 TINA TURNER/Private Dancer
 H 15 14 TIME/Jungle Love
 H 16 15 POINTER SISTERS/Neutron Dance
 H 17 16 HALL & OATES/Method Of Modern Love
 H 18 17 SHERA EASTON/Sugar Walls
 H 19 18 PRINCE/Take Me With U
 H 20 19 BOWIE & METHERY/This Is Not America
 H 21 20 MICK JAGGER/Just Another Night
 H 22 21 BILLY JOEL/Keeping The Faith
 H 23 22 CARL & PATSY Cline/Have A Woman
 H 24 23 BRYAN ADAMS/Somebody
 H 25 24 FIRM/Radioactive
 H 26 25 ANIMOTION/Obsession
 H 27 26 JOURNEY/Only The Young
 H 28 27 MADONNA/Crazy For You
 H 29 28 MURRAY HEAD/One Night In Bangkok
 H 30 29 SINGLE MINDS/Don't You (Forget Abo
 H 31 30 COMMODES/Nightshift

ADDS POWER STATION/Some Like It Hot
 TOM PETTY/Don't Come Around Her
 JERMAINE STEWART/The Word Is Out

ON SANTANA/Say It Again
 SURVIVOR/High On You
 GREG KINN/Lucky
 DEBARGE/Rhythm Of The Night
 DON HENLEY/All She Wants To Do I
 JOHN PARR/Naughty Naughty
 ALAN PARSONS/Let's Talk About Me
 BRUCE SPRINGSTEEN/I'm On Fire
 JEFFREY OSBORNE/The Borderlines
 JOHN WATTE/Change
 DIANA ROSS/Missing You
 CHICAGO/Along Comes A Woman

Hot Hits K-PLUS FM 101.5 Seattle
 PD: Jeff King
 MD: Damien

H 1 1 REO SPEEDWAGON/Can't Fight This...
 H 2 2 DAVID LEE ROTH/California Girls
 H 3 3 MADONNA/Material Girl
 H 4 4 FRANKIE GOES TO H/Relax
 H 5 5 JOURNEY/Only The Young
 H 6 6 JOHN PARR/Naughty Naughty
 H 7 7 CARL & PATSY Cline/Have A Woman
 H 8 8 JULIAN LENNON/Too Late For Goodbyes
 H 9 9 MICK JAGGER/Just Another Night
 H 10 10 PRINCE/Take Me With U
 H 11 11 DURAN DURAN/Save A Prayer
 H 12 12 ANIMOTION/Obsession
 H 13 13 BRYAN ADAMS/Somebody
 H 14 14 SURVIVOR/High On You
 H 15 15 MADONNA/Crazy For You
 H 16 16 PHIL COLLINS/One More Night
 H 17 17 ROBEY/One Night In Bangkok
 H 18 18 BOWIE & METHERY/This Is Not America
 H 19 19 POWER STATION/Some Like It Hot
 H 20 20 SCANDAL/Beat Of A Heart
 H 21 21 BRUCE SPRINGSTEEN/I'm On Fire
 H 22 22 FIRM/Radioactive
 H 23 23 GLENN FREY/The Heat Is On
 H 24 24 DON HENLEY/All She Wants To Do I
 H 25 25 CHICAGO/Along Comes A Woman
 H 26 26 DIANA ROSS/Missing You
 H 27 27 GREG KINN/Lucky
 H 28 28 FOREIGNER/I Want To Know What L.
 H 29 29 ALAN PARSONS/Let's Talk About Me
 H 30 30 JEFFREY OSBORNE/The Borderlines
 H 31 31 ERIC CLAPTON/Forever Man
 H 32 32 COMMODES/Nightshift
 H 33 33 DAN HARTMAN/Second Nature
 H 34 34 JOHN FOGERTY/Rock & Roll Girl
 H 35 35 JOHN WATTE/Change

ADDS 30, 31, 37
 LUTHER VANDROSS/'Til My Baby Comes H
 TERE FOR PARS/Everybody Wants To Ru
 TOM PETTY/Don't Come Around Her
 JOHN FOGERTY/Rock & Roll Girl
 JOHN WATTE/Change

ON GARY O/Shades Of '45
 TUBES/Piece By Piece
 SANTANA/Say It Again
 ISLEY, JASPER, IS/Ras And Tell

Q103 FM Denver
 PD: Jack Regan
 MD: Alan Sledge

H 1 1 REO SPEEDWAGON/Can't Fight This...
 H 2 2 JULIAN LENNON/Too Late For Goodbyes
 H 3 3 DAVID LEE ROTH/California Girls
 H 4 4 MADONNA/Material Girl
 H 5 5 BILLY JOEL/Keeping The Faith
 H 6 6 PHIL COLLINS/One More Night
 H 7 7 JOURNEY/Only The Young
 H 8 8 TERESA MARIE/Lovergirl
 H 9 9 MIAMI/Careless Whisper
 H 10 10 FRANKIE GOES TO H/Relax
 H 11 11 GLENN FREY/The Heat Is On
 H 12 12 SURVIVOR/High On You
 H 13 13 DURAN DURAN/Save A Prayer
 H 14 14 MICK JAGGER/Just Another Night
 H 15 15 CHICAGO/Along Comes A Woman
 H 16 16 BRYAN ADAMS/Somebody
 H 17 17 HALL & OATES/Method Of Modern Love
 H 18 18 BOWIE & METHERY/This Is Not America
 H 19 19 BRUCE SPRINGSTEEN/I'm On Fire
 H 20 20 FOREIGNER/I Want To Know What L.
 H 21 21 MADONNA/Crazy For You
 H 22 22 TINA TURNER/Private Dancer
 H 23 23 CARL & PATSY Cline/Have A Woman
 H 24 24 ANIMOTION/Obsession
 H 25 25 POINTER SISTERS/Neutron Dance
 H 26 26 DON HENLEY/All She Wants To Do I
 H 27 27 COMMODES/Nightshift
 H 28 28 SCANDAL/Beat Of A Heart
 H 29 29 JEFFREY OSBORNE/The Borderlines
 H 30 30 JOHN FOGERTY/Rock & Roll Girl
 H 31 31 DIANA ROSS/Missing You
 H 32 32 ZADORA & JACKSON/When The Rain Begins
 H 33 33 DIANA ROSS/Missing You
 H 34 34 SANTANA/Say It Again
 H 35 35 DEBARGE/Rhythm Of The Night
 H 36 36 HALL & OATES/Some Things Are Better

ADDS 35
 FOREIGNER/That Was Yesterday
 ERIC CLAPTON/Forever Man
 JOHN FOGERTY/Rock & Roll Girl
 TOM PETTY/Don't Come Around Her

ON JOHN PARR/Naughty Naughty
 SINGLE MINDS/Don't You (Forget Abo
 SAIE/Smooth Operator
 FIRM/Radioactive
 DAN HARTMAN/Second Nature
 DAN HARTMAN/Second Nature
 GREG KINN/Lucky
 ALAN PARSONS/Let's Talk About Me

KWOD 106 Sacramento
 PD: Tom Chase
 MD: Mr. Ed

H 1 1 REO SPEEDWAGON/Can't Fight This...
 H 2 2 DAVID LEE ROTH/California Girls
 H 3 3 GLENN FREY/The Heat Is On
 H 4 4 JULIAN LENNON/Too Late For Goodbyes
 H 5 5 FRANKIE GOES TO H/Relax
 H 6 6 TERESA MARIE/Lovergirl
 H 7 7 MIAMI/Careless Whisper
 H 8 8 MADONNA/Material Girl
 H 9 9 JOHN FOGERTY/The Old Man Down The
 H 10 10 KOO & THE GANG/Misled
 H 11 11 PHIL COLLINS/One More Night
 H 12 12 ANIMOTION/Obsession
 H 13 13 JOURNEY/Only The Young
 H 14 14 FOREIGNER/I Want To Know What L.
 H 15 15 MICK JAGGER/Just Another Night
 H 16 16 DIANA ROSS/Missing You
 H 17 17 BILLY JOEL/Keeping The Faith
 H 18 18 BRUCE SPRINGSTEEN/I'm On Fire
 H 19 19 TINA TURNER/Private Dancer
 H 20 20 SURVIVOR/High On You
 H 21 21 BILLY JOEL/Keeping The Faith
 H 22 22 TIME/Jungle Love
 H 23 23 MADONNA/Crazy For You
 H 24 24 POINTER SISTERS/Neutron Dance
 H 25 25 TINA TURNER/Private Dancer
 H 26 26 MICK JAGGER/Just Another Night
 H 27 27 DIANA ROSS/Missing You
 H 28 28 BILLY OCEAN/Loverboy
 H 29 29 BRUCE SPRINGSTEEN/I'm On Fire
 H 30 30 JOURNEY/Only The Young
 H 31 31 TERESA MARIE/Lovergirl
 H 32 32 MIAMI/Careless Whisper
 H 33 33 MADONNA/Material Girl
 H 34 34 JOHN FOGERTY/The Old Man Down The
 H 35 35 KOO & THE GANG/Misled
 H 36 36 PHIL COLLINS/One More Night
 H 37 37 ANIMOTION/Obsession
 H 38 38 JOURNEY/Only The Young
 H 39 39 FOREIGNER/I Want To Know What L.
 H 40 40 MICK JAGGER/Just Another Night

ADDS FIRM/Radioactive
 TOM PETTY/Don't Come Around Her
 HALL & OATES/Some Things Are Better
 FOREIGNER/That Was Yesterday
 SINGLE MINDS/Don't You (Forget Abo
 TERE FOR PARS/Everybody Wants To Ru
 DAN HARTMAN/Second Nature
 DAN HARTMAN/Second Nature
 GREG KINN/Lucky

ON MURRAY HEAD/One Night In Bangkok
 ROBEY/One Night In Bangkok
 SANTANA/Say It Again
 GREG KINN/Lucky

MUSIC Denver
 PD: Doug Erickson
 MD: Gloria Avila

H 1 1 MIAMI/Careless Whisper
 H 2 2 REO SPEEDWAGON/Can't Fight This...
 H 3 3 PHILIP BAILEY/Easy Lover
 H 4 4 FOREIGNER/I Want To Know What L.
 H 5 5 GLENN FREY/The Heat Is On
 H 6 6 MADONNA/Material Girl
 H 7 7 DAVID LEE ROTH/California Girls
 H 8 8 JULIAN LENNON/Too Late For Goodbyes

EAST
Most Added Hottest

Foreigner Phil Collins
Daryl Hall & John Oates Madonna
Power Station REO Speedwagon

CHRITS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

SOUTH
Most Added Hottest

Foreigner REO Speedwagon
Daryl Hall & John Oates Madonna
Tom Petty Phil Collins

EAST

Parallel Two

WFLY/Albany, NY
Todd Martin
FOREIGNER
JOHN FOGERTY
HALL & OATES
TOM PETTY
ERIC CLAPTON
GO WEST
ALAN PARSONS
ALPHAVILLE
Hottest:
JOURNEY 3-1
MADONNA 6-2
MADONNA 10-6
BILLY JOEL 10-6
TEENA MARIE 15-9

Q100/Allentown, PA
Bryan Germino
TEARS FOR FEARS
POWER STATION
FOREIGNER
HALL & OATES
LIMAH
TOM PETTY
JOHN FOGERTY
PATTI LABELLE
Hottest:
REO SPEEDWAGON 1-1
JULIAN LENNON 11-2
REO SPEEDWAGON 1-1
PHIL COLLINS 4-2
MADONNA 2-3
AUTOGRAF 8-5
MADONNA 16-10

WBEN-FM/Bufallo, NY
Roger Christian
FRANKIE GOES TO H
COMMODORES
BRYAN ADAMS
GREG KIH
MADONNA
Hottest:
REO SPEEDWAGON 2-1
DAVID LEE ROTH 4-3
PHIL COLLINS 8-4
GLENN FREY 9-5
MICK JAGGER 10-6

WVSR/Charleston, WV
Chris Bailey
FOREIGNER
HALL & OATES
TIME
LUTHER VANDROSS
POWER STATION
PAUL HARDCASTLE
KINKS
JOHN FOGERTY
Hottest:
REO SPEEDWAGON 2-1
PHIL COLLINS 11-5
MADONNA 12-6
MICK JAGGER 17-11
ANIMOTION 31-23

K104/ Erie, PA
Bill Shannon
FOREIGNER
TOM PETTY
HALL & OATES
NARADA MICHAEL WA
Hottest:
DAVID LEE ROTH 2-1
TIME 6-2
BONEYDRIPPERS 4-3
MADONNA 11-4
DURAN DURAN 15-8

WERZ/Exeter, NH
Scott MacKay
HALL & OATES
FOREIGNER
TOM PETTY
JOHN FOGERTY
POWER STATION
ERIC CLAPTON
LOS LOBOS (dp)
MAZE (dp)
Hottest:
REO SPEEDWAGON 1-1
FRANKIE GOES TO H 4-3
PHIL COLLINS 7-6
TEENA MARIE 8-7
MADONNA 10-9

WTC-FM/Hartford, CT
Mike West
FOREIGNER
SADE
Hottest:
REO SPEEDWAGON 1-1
TEENA MARIE 2-2
MADONNA 10-1
GLENN FREY 6-4
PHIL COLLINS 8-5

WAMX/Huntington, WV
Robinson/Collins
COMMODORES
MADONNA
Hottest:
REO SPEEDWAGON 2-1
DAVID LEE ROTH 6-4
PHIL COLLINS 15-5
JULIAN LENNON 10-7
MADONNA 14-10

WKEE/Huntington, WV
Gary Miller
HALL & OATES
ERIC CLAPTON
SADE
FOREIGNER
VELS (dp)
TUBES (dp)
POWER STATION (dp)
Hottest:
REO SPEEDWAGON 1-1
TEENA MARIE 3-2
MADONNA 8-4
JULIAN LENNON 5-3
MADONNA 8-4
JOURNEY 6-5

WLAN-FM/Lancaster, PA
Jerry Michaels
FOREIGNER
JOHN FOGERTY
MURRAY HEAD
TEARS FOR FEARS
HALL & OATES
POWER STATION
Hottest:
REO SPEEDWAGON 1-1
FRANKIE GOES TO H 6-3
PHIL COLLINS 12-8
MADONNA 26-10
SURVIVOR 18-12

WTLQ/Wilkes-Barre, PA
Montone/Tandler
POWER STATION
FOREIGNER
JOHN FOGERTY
SANTANA
SADE
Hottest:
WHAM! 1-1
HALL & OATES 3-2
DON HENLEY 11-4
REO SPEEDWAGON 13-5
FRANKIE GOES TO H 28-20

Z106/Philadelphia, PA
Davis/Tiller
HALL & OATES
DIANA ROSS
COMMODORES
ALPHAVILLE
Hottest:
JOURNEY 3-1
MADONNA 6-2
MADONNA 10-6
BILLY JOEL 10-6
TEENA MARIE 15-9

WSPK/Poughkeepsie, NY
Dayton/Anthony
TEARS FOR FEARS
JOHN FOGERTY
FOREIGNER
HALL & OATES
LIMAH
TOM PETTY
JOHN FOGERTY
PATTI LABELLE
Hottest:
REO SPEEDWAGON 1-1
JULIAN LENNON 11-2
DAVID LEE ROTH 5-3
MADONNA 16-8
JOHN PARR 23-11

RI-104/Providence, RI
Jonathon Monk
DON HENLEY
ERIC CLAPTON (dp)
DIANA ROSS
Hottest:
REO SPEEDWAGON 1-1
PHIL COLLINS 10-6
FRANKIE GOES TO H 15-10
ANIMOTION 22-17
MADONNA 33-25

Q92/Rochester, NY
Stevens/Messner
FOREIGNER
MADONNA
JOHN FOGERTY
Hottest:
REO SPEEDWAGON 1-1
SURVIVOR 2-2
JOURNEY 6-4
PHIL COLLINS 9-5
MICK JAGGER 20-16
SURVIVOR 25-18

98PX/Rochester, NY
Tom Mitchell
FOREIGNER
HALL & OATES
TOM PETTY
SIMPLE MINDS
POWER STATION
SADE
Hottest:
PHIL COLLINS 6-1
TEENA MARIE 4-3
MADONNA 5-4
BRUCE SPRINGSTEEN 18-8
MICK JAGGER 16-9

WGM/Schenectady, NY
Tom Parker
HALL & OATES
JOHN FOGERTY
TOM PETTY
FOREIGNER
JOHN WAITE
Hottest:
REO SPEEDWAGON 1-1
JULIAN LENNON 3-2
MADONNA 6-3
JOURNEY 7-5
PHIL COLLINS 10-6

WKFM/Syracuse, NY
Steve Becker
FOREIGNER
HALL & OATES
FIRM
TOM PETTY
JOHN FOGERTY
POWER STATION
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 2-1
PHIL COLLINS 5-4
JULIAN LENNON 9-5
MADONNA 10-6
BRUCE SPRINGSTEEN 25-20

WPST/Trenton, NJ
Tom Taylor
JOHN FOGERTY
FOREIGNER
HALL & OATES
TOM PETTY
POWER STATION
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 13-1
PHIL COLLINS 15-6
MADONNA 30-21
MURRAY HEAD 34-27

WRCK/Utica, NY
Jim Reitz
FOREIGNER
POWER STATION
HALL & OATES
JOHN FOGERTY
TOM PETTY
DONNIE IRIS (dp)
ELLIOT EASTON (dp)
TEARS FOR FEARS
ROBIN GEORGE (dp)
Hottest:
REO SPEEDWAGON 1-1
JOURNEY 6-3
PHIL COLLINS 9-6
MADONNA 15-9
BRUCE SPRINGSTEEN 27-16

WKRZ-FM/Wilkes-Barre, PA
Hallett/Shajidan
JOHN WAITE
FIRM
TIME
TOM PETTY
JOHN FOGERTY
FOREIGNER
HALL & OATES
POWER STATION
ELLIOT EASTON
Hottest:
REO SPEEDWAGON 1-1
PHIL COLLINS 13-7
TEENA MARIE 17-9
BRYAN ADAMS 21-15
MADONNA 36-22

WQCM/Hagerstown, MD
Will Kauffman
PATTI LABELLE
JOHN FOGERTY
ALISON MOYET
FOREIGNER
POWER STATION
ALISON MOYET
HALL & OATES
TEARS FOR FEARS
MAZE
LIMAH
Hottest:
REO SPEEDWAGON 1-1
FRANKIE GOES TO H 4-2
MADONNA 11-3
PHIL COLLINS 20-6
JULIAN LENNON 14-8

WKHI/Ocean City, MD
Jack Gillen
FOREIGNER
POWER STATION
ALISON MOYET
HALL & OATES
JOHN FOGERTY
TIME
Hottest:
REO SPEEDWAGON 1-1
JULIAN LENNON 5-2
MADONNA 8-3
PHIL COLLINS 14-5
TINA TURNER 10-7

95XIL/Parkersburg, WV
Paul DeMille
FOREIGNER
TOM PETTY
HALL & OATES
TOTO
LIMAH
MICHAEL BOLTON (dp)
JOHN FOGERTY
NARADA MICHAEL WA
Hottest:
REO SPEEDWAGON 1-1
JULIAN LENNON 2-2
SURVIVOR 5-4
DURAN DURAN 14-8
PHIL COLLINS 20-11

WJBO/Portland, ME
Phoenb/O'Neil
PRINCE
JOHN FOGERTY
FOREIGNER
HALL & OATES
MURRAY HEAD
LUTHER VANDROSS
TOM PETTY
Hottest:
REO SPEEDWAGON 2-1
MADONNA 12-8
PHIL COLLINS 23-16
BRUCE SPRINGSTEEN 30-21
SURVIVOR 29-22

WSSX/Charleston, SC
Phillips/Allen
MADONNA
TOM PETTY
JOHN FOGERTY
HALL & OATES
ALISON MOYET
FOREIGNER
JESSE JOHNSON'S R
Hottest:
REO SPEEDWAGON 1-1
SURVIVOR 5-2
MADONNA 9-3
PHIL COLLINS 14-7
TEENA MARIE 18-12

WBCV/Charlotte, NC
Bill Martin
DIANA ROSS
JOHN FOGERTY
HALL & OATES
ALISON MOYET
FOREIGNER
Hottest:
REO SPEEDWAGON 1-1
SCANDAL 3-2
JULIAN LENNON 4-3
SURVIVOR 5-4
BRYAN ADAMS 7-5

WJZY/Charlotte, NC
Chryslor/Daniels
ERIC CLAPTON
FOREIGNER
POWER STATION
HALL & OATES
ERIC CLAPTON
TEARS FOR FEARS
TOM PETTY
PAUL HARDCASTLE
DONNIE IRIS
JOHN FOGERTY
ALISON MOYET
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 3-2
DAVID LEE ROTH 2-2
MADONNA 8-5
TEENA MARIE 14-7
PHIL COLLINS 15-11

WSKZ/Chattanooga, TN
Chase/Page
COMMODORES
JOHN WAITE
HALL & OATES
ALAN PARSONS
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 3-2
JULIAN LENNON 5-3
SURVIVOR 18-10
TEENA MARIE 27-14

WNOK-FM/Columbia, SC
Jeff Clark
TOM PETTY
FOREIGNER
JOHN FOGERTY
HALL & OATES
ALISON MOYET
TEARS FOR FEARS
Hottest:
REO SPEEDWAGON 1-1
MADONNA 10-4
BRUCE SPRINGSTEEN 14-9
COMMODORES 28-18
PHIL COLLINS 29-19

WFMF/Baton Rouge, LA
Rical/Ahysen
none
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 4-2
MADONNA 10-4
WHAM! 2-8
TEENA MARIE 23-15

KWIC/Beaumont, TX
Garland/Perry
TOM PETTY
JOHN FOGERTY
FOREIGNER
BOWIE & METHENY
HALL & OATES
POWER STATION
TEARS FOR FEARS
GENERAL PUBLIC (dp)
Hottest:
REO SPEEDWAGON 2-1
FRANKIE GOES TO H 17-11
SURVIVOR 19-14
PHIL COLLINS 22-17

KZZB/Beaumont, TX
Jerry Lousteau
POWER STATION
TOM PETTY
HALL & OATES
SANTANA
ERIC CLAPTON
BRUCE SPRINGSTEEN
FOREIGNER
Hottest:
REO SPEEDWAGON 1-1
JOHN PARR 6-6
ANIMOTION 16-11
JULIAN LENNON 20-16
DEBARGE 26-20

WQID/Biloxi, MS
Mickey Coulter
FOREIGNER
TEARS FOR FEARS
HALL & OATES
ALAN PARSONS
Hottest:
JULIAN LENNON 2-1
DAVID LEE ROTH 4-2
BILLY JOEL 11-10
FRANKIE GOES TO H 25-16
MADONNA 28-20

WAPJ/Birmingham, AL
St. John/Regal
FOREIGNER
POWER STATION
Hottest:
REO SPEEDWAGON 1-1
AUTOGRAF 4-2
PHIL COLLINS 18-6
TEENA MARIE 14-11
SURVIVOR 21-14

KXX106/Birmingham, AL
Gaither/Bailey
ERIC CLAPTON
HALL & OATES
TIME
FOREIGNER
Hottest:
REO SPEEDWAGON 2-1
MADONNA 12-8
PHIL COLLINS 23-16
BRUCE SPRINGSTEEN 30-21
SURVIVOR 29-22

WSSX/Charleston, SC
Phillips/Allen
MADONNA
TOM PETTY
JOHN FOGERTY
HALL & OATES
ALISON MOYET
FOREIGNER
JESSE JOHNSON'S R
Hottest:
REO SPEEDWAGON 1-1
SURVIVOR 5-2
MADONNA 9-3
PHIL COLLINS 14-7
TEENA MARIE 18-12

WBCV/Charlotte, NC
Bill Martin
DIANA ROSS
JOHN FOGERTY
HALL & OATES
ALISON MOYET
FOREIGNER
Hottest:
REO SPEEDWAGON 1-1
SCANDAL 3-2
JULIAN LENNON 4-3
SURVIVOR 5-4
BRYAN ADAMS 7-5

WJZY/Charlotte, NC
Chryslor/Daniels
ERIC CLAPTON
FOREIGNER
POWER STATION
HALL & OATES
ERIC CLAPTON
TEARS FOR FEARS
TOM PETTY
PAUL HARDCASTLE
DONNIE IRIS
JOHN FOGERTY
ALISON MOYET
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 3-2
DAVID LEE ROTH 2-2
MADONNA 8-5
TEENA MARIE 14-7
PHIL COLLINS 15-11

WSKZ/Chattanooga, TN
Chase/Page
COMMODORES
JOHN WAITE
HALL & OATES
ALAN PARSONS
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 3-2
JULIAN LENNON 5-3
SURVIVOR 18-10
TEENA MARIE 27-14

WNOK-FM/Columbia, SC
Jeff Clark
TOM PETTY
FOREIGNER
JOHN FOGERTY
HALL & OATES
ALISON MOYET
TEARS FOR FEARS
Hottest:
REO SPEEDWAGON 1-1
MADONNA 10-4
BRUCE SPRINGSTEEN 14-9
COMMODORES 28-18
PHIL COLLINS 29-19

WFMF/Baton Rouge, LA
Rical/Ahysen
none
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 4-2
MADONNA 10-4
WHAM! 2-8
TEENA MARIE 23-15

KWIC/Beaumont, TX
Garland/Perry
TOM PETTY
JOHN FOGERTY
FOREIGNER
BOWIE & METHENY
HALL & OATES
POWER STATION
TEARS FOR FEARS
GENERAL PUBLIC (dp)
Hottest:
REO SPEEDWAGON 2-1
FRANKIE GOES TO H 17-11
SURVIVOR 19-14
PHIL COLLINS 22-17

KTKS/Dallas, TX
Morgan/Kelly
none
Hottest:
SURVIVOR 2-1
MADONNA 7-3
BOYFRIEND 8-4
JOHN PARR 15-10
CARS 21-14

WDCG/Durham-Raleigh, NC
Freeman/Wright
JERMAINE STEWART
ALISON MOYET
HALL & OATES
FOREIGNER
Hottest:
REO SPEEDWAGON 1-1
JULIAN LENNON 6-4
PHIL COLLINS 14-6
MADONNA 17-7
JOURNEY 12-9

KAMZ/El Paso, TX
Bob West
TEARS FOR FEARS
HALL & OATES
FOREIGNER
JESSE JOHNSON'S R
Hottest:
REO SPEEDWAGON 1-1
MADONNA 19-12
KENNY ROGERS 10-5
MADONNA 21-7
TEENA MARIE 17-9
JULIAN LENNON 19-12

KSET-FM/El Paso, TX
Randy Rodriguez
FOREIGNER
DIANA ROSS
CHICAGO
MARY JANE GIRLS
MURRAY HEAD (dp)
MAZE
Hottest:
TEENA MARIE 7-5
MADONNA 12-3
JULIAN LENNON 11-6
COMMODORES 20-15
PHIL COLLINS 25-16

WANS-FM/Greenville, SC
Rod Metts
TOM PETTY
FOREIGNER
JOHN FOGERTY
SADE
TIME
ALISON MOYET
Hottest:
TEENA MARIE 12-4
JULIAN LENNON 14-7
PHIL COLLINS 17-8
MADONNA 19-11
SURVIVOR 23-12

94TY/Jackson, MS
Bill Crews
none
Hottest:
REO SPEEDWAGON 1-1
WHAM! 2-2
GLENN FREY 3-3
JOHN FOGERTY 4-4
MADONNA 6-6

WQUT/Johnson City, TN
Steve Taylor
MADONNA
ERIC CLAPTON
HALL & OATES
FOREIGNER
DIANA ROSS
DAN HARTMAN
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 2-2
TIME 4-3
AUTOGRAF 20-13
PHIL COLLINS 35-23

WOKI/Knoxville, TN
Gary Adkins
FOREIGNER
JOHN FOGERTY
HALL & OATES
TOM PETTY
TEARS FOR FEARS
KINKS
ALPHAVILLE
MARY JANE GIRLS
ALISON MOYET
Hottest:
REO SPEEDWAGON 1-1
MADONNA 10-5
JOHN PARR 4-3
DURAN DURAN 8-5
MADONNA 12-7

WFM/Lexington, KY
Fox/Mosley
KINKS
FOREIGNER
HALL & OATES
TOM PETTY
LIMAH
TEARS FOR FEARS (dp)
JOHN FOGERTY
TIME
Hottest:
GLENN FREY 2-1
PHIL COLLINS 9-5
CHICAGO 31-17
BRUCE SPRINGSTEEN 32-18
MURRAY HEAD D-23

WKYK/Little Rock, AR
Mark McCain
JOURNEY
MICK JAGGER
HOTTENROT
REO SPEEDWAGON 1-1
MADONNA 14-6
JULIAN LENNON 12-8
PHIL COLLINS 25-10
BILLY JOEL 22-19

WLR/Louisville, KY
Brian Christopher
JERMAINE STEWART
BRYAN ADAMS
ERIC CLAPTON
TINA TURNER
DON HENLEY
MURRAY HEAD
MADONNA
CHICAGO
Hottest:
MADONNA 4-1
WHAM! 2-2
TEENA MARIE 7-5
JULIAN LENNON 16-9
PHIL COLLINS 26-12

FM100/Memphis, TN
John/Conley
JOHN FOGERTY
FOREIGNER
MURRAY HEAD
DIANA ROSS
BOYAN ADAMS
Hottest:
REO SPEEDWAGON 1-1
DURAN DURAN 10-5
SURVIVOR 19-12
MADONNA 21-13
CHICAGO 28-22

WBBB-FM/Mobile, AL
Fram/Fuller
JERMAINE STEWART
ALISON MOYET
HALL & OATES
FOREIGNER
Hottest:
REO SPEEDWAGON 1-1
JULIAN LENNON 6-4
PHIL COLLINS 14-6
MADONNA 17-7
JOURNEY 12-9

KAMZ/El Paso, TX
Bob West
TEARS FOR FEARS
HALL & OATES
FOREIGNER
JESSE JOHNSON'S R
Hottest:
REO SPEEDWAGON 1-1
MADONNA 19-12
KENNY ROGERS 10-5
MADONNA 21-7
TEENA MARIE 17-9
JULIAN LENNON 19-12

KSET-FM/El Paso, TX
Randy Rodriguez
FOREIGNER
DIANA ROSS
CHICAGO
MARY JANE GIRLS
MURRAY HEAD (dp)
MAZE
Hottest:
TEENA MARIE 7-5
MADONNA 12-3
JULIAN LENNON 11-6
COMMODORES 20-15
PHIL COLLINS 25-16

WANS-FM/Greenville, SC
Rod Metts
TOM PETTY
FOREIGNER
JOHN FOGERTY
SADE
TIME
ALISON MOYET
Hottest:
TEENA MARIE 12-4
JULIAN LENNON 14-7
PHIL COLLINS 17-8
MADONNA 19-11
SURVIVOR 23-12

94TY/Jackson, MS
Bill Crews
none
Hottest:
REO SPEEDWAGON 1-1
WHAM! 2-2
GLENN FREY 3-3
JOHN FOGERTY 4-4
MADONNA 6-6

WQUT/Johnson City, TN
Steve Taylor
MADONNA
ERIC CLAPTON
HALL & OATES
FOREIGNER
DIANA ROSS
DAN HARTMAN
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 2-2
TIME 4-3
AUTOGRAF 20-13
PHIL COLLINS 35-23

WOKI/Knoxville, TN
Gary Adkins
FOREIGNER
JOHN FOGERTY
HALL & OATES
TOM PETTY
TEARS FOR FEARS
KINKS
ALPHAVILLE
MARY JANE GIRLS
ALISON MOYET
Hottest:
REO SPEEDWAGON 1-1
MADONNA 10-5
JOHN PARR 4-3
DURAN DURAN 8-5
MADONNA 12-7

WFM/Lexington, KY
Fox/Mosley
KINKS
FOREIGNER
HALL & OATES
TOM PETTY
LIMAH
TEARS FOR FEARS (dp)
JOHN FOGERTY
TIME
Hottest:
GLENN FREY 2-1
PHIL COLLINS 9-5
CHICAGO 31-17
BRUCE SPRINGSTEEN 32-18
MURRAY HEAD D-23

WKYK/Little Rock, AR
Mark McCain
JOURNEY
MICK JAGGER
HOTTENROT
REO SPEEDWAGON 1-1
MADONNA 14-6
JULIAN LENNON 12-8
PHIL COLLINS 25-10
BILLY JOEL 22-19

WLR/Louisville, KY
Brian Christopher
JERMAINE STEWART
BRYAN ADAMS
ERIC CLAPTON
TINA TURNER
DON HENLEY
MURRAY HEAD
MADONNA
CHICAGO
Hottest:
MADONNA 4-1
WHAM! 2-2
TEENA MARIE 7-5
JULIAN LENNON 16-9
PHIL COLLINS 26-12

Y106/Orlando, FL
Stacy/Steel
JOHN FOGERTY
TOM PETTY
SIMPLE MINDS
FOREIGNER
ALISON MOYET
JOHN FOGERTY
Hottest:
REO SPEEDWAGON 1-1
MADONNA 18-11
JERMAINE STEWART 22-15
ANIMOTION 25-20
TIME 33-23

WVRV/Richmond, VA
Bob McNeill
MURRAY HEAD
HALL & OATES
FOREIGNER
Hottest:
REO SPEEDWAGON 2-1
DAVID LEE ROTH 10-5
FRANKIE GOES TO H 12-6
MADONNA 19-9
PHIL COLLINS 20-10

KITY/San Antonio, TX
McGee/Upton
MADONNA
DON HENLEY
ALAN PARSONS
FIRM
TOM PETTY
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 4-2
JULIAN LENNON 11-3
MADONNA 12-5
TEENA MARIE 17-7

KTFM/San Antonio, TX
Thorman/Owens
BRUCE SPRINGSTEEN
SADE
TIME
PATTI LABELLE
MIDNIGHT STAR (dp)
FOREIGNER
LOS LOBOS (dp)
Hottest:
MADONNA 15-3
TINA TURNER 19-7
DIANA ROSS 12-8
JULIAN LENNON 14-10
PHIL COLLINS 20-15

KMBQ/Shreveport, LA
Bascom/Story
FOREIGNER
HALL & OATES
TIME
POWER STATION
SIMPLE MINDS
TOM PETTY
Hottest:
REO SPEEDWAGON 1-2
MADONNA 10-3
PHIL COLLINS 13-5
WHAM! 3-6
TEENA MARIE 25-16

Z8/Tampa, FL
Kaghan/Clarc
FOREIGNER
HALL & OATES
POWER STATION
SIMPLE MINDS
TOM PETTY
Hottest:
REO SPEEDWAGON 1-2
MADONNA 10-3
PHIL COLLINS 13-5
WHAM! 3-6
TEENA MARIE 25-16

KX104/Nashville, TN
Murphy/Cook
POWER STATION
JOHN FOGERTY
TOM PETTY
HALL & OATES
FOREIGNER
TEARS FOR FEARS
Hottest:
PHIL COLLINS 4-1
MADONNA 10-5
MICK JAGGER 11-6
FIRM 14-8
MADONNA 25-18

Y107/Nashville, TN
Hobbs/Tyler
JOHN FOGERTY
FOREIGNER
POWER STATION
TOM PETTY
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 3-2
MADONNA 6-5
JULIAN LENNON 8-6
TEENA MARIE 12-9

WZKS/Nashville, TN
Larry Martino
DEBARGE
PATTI LABELLE
HALL & OATES
WHAM! (dp)
Hottest:
REO SPEEDWAGON 4-3
GLENN FREY 12-4
DIANA ROSS 17-6
PHIL COLLINS 31-10

WQUE-FM/New Orleans, LA
Kevin McCarthy
ERIC CLAPTON
FOREIGNER
PATTI LABELLE
HALL & OATES
POWER STATION
FIRM
Hottest:
REO SPEEDWAGON 1-1
MADONNA 10-5
PHIL COLLINS 16-7
TEENA MARIE 19-10
COMMODORES 24-19

WRNO/New Orleans, LA
Costello/Watkins
FOREIGNER
TOM PETTY
JOHN FOGERTY
JOHN WAITE
ALPHAVILLE
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 2-2
JULIAN LENNON 6-2
PHIL COLLINS 16-10
FIRM 30-20
MADONNA D-35

WCGO/Columbus, GA
Ralph Carroll
HALL & OATES
TOM PETTY
FOREIGNER
MURRAY HEAD
TEARS FOR FEARS
ALISON MOYET
JOHN FOGERTY
Hottest:
REO SPEEDWAGON 1-1
TIME 5-4
MADONNA 11-8
JOURNEY 17-12
PRINCE 16-14

KISR/Fl. Smith
Rick Hayes
FOREIGNER
TOM PETTY
JOHN FOGERTY
HALL & OATES
POWER STATION
SADE
JOHN WAITE
ALISON MOYET
JERMAINE STEWART
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 3-2
MADONNA 12-5
PHIL COLLINS 20-9
TEENA MARIE 15-10

Q104/Gadsden, AL

MIDWEST Most Added Hottest

Foreigner Phil Collins
Daryl Hall & John Oates Madonna
Tom Petty REO Speedwagon

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

WEST Most Added Hottest

Foreigner REO Speedwagon
Daryl Hall & John Oates Madonna
Tom Petty Phil Collins

MIDWEST

Parallel Two

WKDD/Akron, OH

Matt Patrick
FOREIGNER
HALL & OATES
JOHN FOGERTY
DIANA ROSS (dp)
MURRAY HEAD (dp)
TOM PETTY
DONNIE IRIS (dp)
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 3-2
PHIL COLLINS 6-4
JOHN PARR 11-10
MADONNA 13-11

WAHC/Appleton-Oshkosh, Wis.

Chris Caine
FOREIGNER
CHICAGO
SIMPLE MINDS
Hottest:
REO SPEEDWAGON 1-1
MADONNA 14-5
PHIL COLLINS 21-10
NEW EDITION 22-14
MADONNA 35-20

WKAU/Appleton-Oshkosh, Wis.

Ross/Bradleigh
ERIC CLAPTON
SADE
JOHN FOGERTY
DIANA ROSS
POWER STATION (dp)
Hottest:
DAVID LEE ROTH 2-1
FRANKIE GOES TO H 6-4
MADONNA 14-5
PHIL COLLINS 21-14
SURVIVOR 27-16

WRQC/Cleveland, OH

Scott Howitt
SADE
ERIC CLAPTON
GO WEST
ALAN PARSONS
FIRM
DAN HARTMAN
Hottest:
MADONNA 8-4
TEENA MARIE 10-6
PHIL COLLINS 14-8
MICK JAGGER 27-18
FRANKIE GOES TO H D-24

KHK/Davenport, IA

Jim O'Hara
HALL & OATES
FOREIGNER
TOM PETTY
MURRAY HEAD (dp)
MANHATTANS
Hottest:
REO SPEEDWAGON 1-1
MADONNA 7-4
PHIL COLLINS 6-5
TEENA MARIE 12-9
BRUCE SPRINGSTEEN 23-15

WGTZ/Dayton, OH

King/Ribertson
POWER STATION
SANTANA
SIMPLE MINDS
Hottest:
DAVID LEE ROTH 1-1
GLENN FREY 2-2
REO SPEEDWAGON 3-4
MADONNA 15-9
TEENA MARIE 19-12

KZIO/Duluth, MN

Barry Knight
FOREIGNER
JOHN WAITE
TOM PETTY
DONNIE IRIS
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 2-2
MADONNA 7-3
JULIAN LENNON 10-4
PHIL COLLINS 21-10

WKDQ/Evanville, IN

Bruce Clarke
DAN HARTMAN
BARBRA STREISAND
CHICAGO
MADONNA
Hottest:
DAVID LEE ROTH 3-1
MADONNA 10-4
PHIL COLLINS 22-7
JOURNEY 12-8
TEENA MARIE 15-9

WSTO/Evanville, IN

Taylor/Lindsay
PHIL COLLINS
SURVIVOR
JOURNEY
DURAN DURAN
Hottest:
MADONNA 10-3
JULIAN LENNON 9-4
BILLY JOEL 17-11
PHIL COLLINS D-12
SURVIVOR D-14

WMEE/Ft. Wayne

Scott Dugan
FOREIGNER
HALL & OATES
TOM PETTY
JOHN FOGERTY
JOHN WAITE
Hottest:
REO SPEEDWAGON 1-1
JULIAN LENNON 11-5
MADONNA 12-6
PHIL COLLINS 17-7
FRANKIE GOES TO H 15-10

WGRD/Grand Rapids, MI

Swart/Stevens
ERIC CLAPTON
FOREIGNER
HALL & OATES
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 2-2
MADONNA 12-6
PHIL COLLINS 11-7
TEENA MARIE 15-11

WZPL/Indianapolis, IN

Jim Miles
FOREIGNER
JOHN WAITE
HALL & OATES
TOM PETTY
SIMPLE MINDS (dp)
Hottest:
WHAM! 1-1
REO SPEEDWAGON 2-2
PHIL COLLINS 13-3
MADONNA 9-5
DEBARGE 24-16

WJXQ/Jackson, MI

Ryan/Cheeks
PRINCE
FOREIGNER
TOM PETTY
KINGS (dp)
ALPHAVILLE (dp)
BRYAN ADAMS (dp)
JOHN FOGERTY (dp)
HALL & OATES (dp)
LIMAH! (dp)
Hottest:
REO SPEEDWAGON 1-1
PHIL COLLINS 16-3
JOHN PARR 5-4
BILLY JOEL 21-13
MADONNA 25-16

WKFR/Kalamazoo, MI

Weinacht/Chapman
SIMPLE MINDS
MURRAY HEAD
JOHN FOGERTY
SANTANA
HALL & OATES
FOREIGNER (dp)
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 2-2
MADONNA 10-6
PHIL COLLINS 19-8
SURVIVOR 20-12

WVIC/Lansing, MI

Reed/Kitredge
FOREIGNER
JOHN FOGERTY
ERIC CLAPTON
Hottest:
GLENN FREY 1-1
SURVIVOR 3-2
JOHN PARR 8-4
CARS 11-5
PHIL COLLINS 10-6

Z104/Madison, WI

Little/Hudson
DIANA ROSS
UB40
SANTANA
FOREIGNER
POWER STATION
KATRINA & THE WAV
Hottest:
MURRAY HEAD 2-1
MADONNA 5-4
JULIAN LENNON 10-5
JOURNEY 12-8
DURAN DURAN 17-12

WZUU/Milwaukee, WI

John Driscoll
MADONNA
CHICAGO
JOHN PARR (dp)
Hottest:
WHAM! 1-1
REO SPEEDWAGON 3-2
GLENN FREY 6-3
MADONNA 11-6
SURVIVOR 18-14

KJ103/Oklahoma City, OK

Cahill/Alexander
TOM PETTY
POWER STATION
FOREIGNER
COMMODORES
HALL & OATES
DIANA ROSS
JERMAINE STEWART
Hottest:
DAVID LEE ROTH 2-1
CHICAGO 16-11
MADONNA 31-19
DEBARGE 34-27

KOFM/Oklahoma City, OK

Miller/Cooper
FOREIGNER
POWER STATION (dp)
SADE
PATTI LABELLE
HALL & OATES
ERIC CLAPTON
TOM PETTY (dp)
Hottest:
MADONNA 4-2
TEENA MARIE 8-7
PHIL COLLINS 13-8
MADONNA 24-12
DEBARGE 27-19

KOKQ/Omaha, NE

Taylor/Dean
FOREIGNER
HALL & OATES
MURRAY HEAD
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 4-3
MADONNA 8-4
PHIL COLLINS 16-7
JOURNEY 14-9

KFYR/Bismarck, ND

Brannan/Hardt
HALL & OATES
FOREIGNER
JOHN FOGERTY
MURRAY HEAD
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 2-2
JOHN PARR 12-5
BILLY JOEL 13-8
PHIL COLLINS 18-13

KZ93/Peoria, IL

Edwards/Maloney
HALL & OATES
DON HENLEY
FOREIGNER (dp)
Hottest:
REO SPEEDWAGON 1-1
WHAM! 2-2
PHIL COLLINS 9-3
POINTER SISTERS 3-4
GLENN FREY 11-5

WZOK/Rockford, IL

Kipper B. McGee
DON HENLEY
COMMODORES
TEENA MARIE
DIANA ROSS
Hottest:
REO SPEEDWAGON 2-1
DAVID LEE ROTH 5-2
MADONNA 10-5
JULIAN LENNON 14-7
PHIL COLLINS 23-13

WIOG/Saginaw-Bay City, MI

Belcher/Shannon
CHICAGO
JOHN WAITE
SANTANA
DON HENLEY
Hottest:
PHIL COLLINS 11-1
BRYAN ADAMS 8-3
GIUFFRIA 7-4
JOHN PARR 9-8
SCANDAL 10-9

US3/South Bend, IN

J.K. Dearing
JOURNEY
MICK JAGGER
Hottest:
GLENN FREY 3-2
DAVID LEE ROTH 9-4
KOOL & THE GANG 11-7
MADONNA 18-12

WRQN/Toledo, OH

Schaffer/Mitchell
none
Hottest:
SURVIVOR 7-7
JOHN PARR 8-8
TEENA MARIE 10-10
ANIMATION 28-28
AUTOGRAPH 32-32

KAY107/Tulsa, OK

Blain/Stephens
DIANA ROSS
FOREIGNER
TOM PETTY
SIMPLE MINDS
POWER STATION
HALL & OATES
JOHN FOGERTY
Hottest:
REO SPEEDWAGON 4-1
DAVID LEE ROTH 10-4
PHIL COLLINS 15-10
CARS 19-12
BRYAN ADAMS 26-14

KEYN-FM/Wichita, KS

Taylor/Brown
MURRAY HEAD
FOREIGNER
POWER STATION
TOM PETTY
HALL & OATES
DIANA ROSS
TEARS FOR FEARS
Hottest:
REO SPEEDWAGON 1-1
PHIL COLLINS 13-6
MADONNA 17-12
CHICAGO 30-22
MURRAY HEAD D-34

KKRD/Wichita, KS

Oliver/Williams
FOREIGNER
HALL & OATES
TOM PETTY
POWER STATION
ALAN PARSONS
SANTANA
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 5-2
SURVIVOR 9-3
JOURNEY 10-5
JULIAN LENNON 13-6

WHOT/Youngstown, OH

Dick Thompson
FOREIGNER
ERIC CLAPTON
ALISON MOYET
TOM PETTY
POWER STATION
LIMAH!
HALL & OATES
TEARS FOR FEARS
Hottest:
MADONNA 5-3
JULIAN LENNON 7-4
TEENA MARIE 9-5
PHIL COLLINS 20-9
COMMODORES 25-18

WYFM/Youngstown, OH

Jeff Tobin
none
Hottest:
REO SPEEDWAGON 1-1
MIDNIGHT STAR 3-3
MADONNA 5-5
PHIL COLLINS 8-8
JOHN PARR 11-11

Parallel Three

KFYR/Bismarck, ND
Brannan/Hardt
HALL & OATES
FOREIGNER
JOHN FOGERTY
MURRAY HEAD
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 2-2
JOHN PARR 12-5
BILLY JOEL 13-8
PHIL COLLINS 18-13

WBNQ/Bloomington, IL

Justin/Robbins
MADONNA
FOREIGNER
HALL & OATES
TOM PETTY
MURRAY HEAD (dp)
POWER STATION (dp)
JOAN ARMSTRADING (dp)
Hottest:
REO SPEEDWAGON 2-1
DAVID LEE ROTH 3-2
PHIL COLLINS 5-3
MADONNA 14-6
SURVIVOR 21-7

WBWB/Bloomington, IN

Bob Leonard
HALL & OATES
FOREIGNER
ERIC CLAPTON
DIANA ROSS
MURRAY HEAD
GO WEST
TOM PETTY
Hottest:
REO SPEEDWAGON 4-1
SURVIVOR 15-7
TEENA MARIE 17-8
MADONNA 23-17
DEBARGE 30-25

WCIL-FM/Carbondale, IL

Tony Waitekus
SIMPLE MINDS
JOHN WAITE (dp)
FOREIGNER
PATTI LABELLE
DON HENLEY (dp)
Hottest:
REO SPEEDWAGON 1-1
MADONNA 2-2
PHIL COLLINS 3-3
ASHFORD & SIMPSON 5-4
TIME 6-5

KOCR/Cedar Rapids, IA

Gary Dixon
POWER STATION (dp)
DIANA ROSS
ERIC CLAPTON
FOREIGNER
TOM PETTY (dp)
HALL & OATES
Hottest:
REO SPEEDWAGON 1-1
GLENN FREY 2-2
MADONNA 14-9
PHIL COLLINS 9-4
MADONNA 16-7
TEENA MARIE 22-17

KCMQ/Columbia, MO

Turtin/Baker
FOREIGNER
SADE
GO WEST
HALL & OATES
POWER STATION
Hottest:
MADONNA 10-4
PHIL COLLINS 21-8
FRANKIE GOES TO H 17-10
TEENA MARIE 23-13
COMMODORES 37-28

Y94/Fargo, ND

Collins/Anderson
FOREIGNER
JOHN FOGERTY
MURRAY HEAD
JOHN WAITE
TEARS FOR FEARS
Hottest:
MADONNA 7-2
TEENA MARIE 13-7
PHIL COLLINS 21-11
SURVIVOR 20-14
MADONNA 28-21

KKXL-FM/Grand Forks, ND

Nordine/Right
ERIC CLAPTON
MADONNA
DIANA ROSS (dp)
GO WEST
Hottest:
REO SPEEDWAGON 1-1
MADONNA 12-6
TEENA MARIE 15-9
SURVIVOR 21-14
MURRAY HEAD 33-28

WAZY-FM/Lafayette, IN

Stacy/Louizos
FOREIGNER
HALL & OATES
TOM PETTY
ALPHAVILLE
TIME
GENERAL PUBLIC
Hottest:
MADONNA 4-1
REO SPEEDWAGON 1-2
PHIL COLLINS 13-4
TEENA MARIE 11-9
DURAN DURAN 17-11

KFRX/Lincoln, NE

Tracy Johnson
FOREIGNER
DIANA ROSS (dp)
HALL & OATES
ANIMATION
SIMPLE MINDS
Hottest:
REO SPEEDWAGON 1-1
GLENN FREY 5-4
SURVIVOR 9-6
BILLY OCEAN 4-7
MADONNA 19-14

WRKR/Racine-Milwaukee, WI

Pat Martin
POWER STATION
COMMODORES
SIMPLE MINDS
FOREIGNER
Hottest:
PHIL COLLINS 2-1
MADONNA 1-2
REO SPEEDWAGON 3-3
BRUCE SPRINGSTEEN 6-4
DIANA ROSS 19-10

KKLS-FM/Rapid City, SD

Sherwin/Piper
FOREIGNER
ELLIOT EASTON (dp)
DIANA ROSS
JOHN FOGERTY
HALL & OATES
Hottest:
REO SPEEDWAGON 1-1
TINA TURNER 13-8
PRINCE 16-10
JULIAN LENNON 20-14
DURAN DURAN 23-15

99KG/Saline, KS

Denny Collier
ERIC CLAPTON
TOM PETTY (dp)
SADE (dp)
POWER STATION (dp)
MADONNA
HALL & OATES
FOREIGNER
DONNIE IRIS (dp)
Hottest:
REO SPEEDWAGON 3-1
FRANKIE GOES TO H 6-4
MADONNA 18-8
JOURNEY 13-9
PHIL COLLINS 32-19

KKRC/Sioux Falls, SD

Dan Kieley
SIMPLE MINDS
DIANA ROSS (dp)
ERIC CLAPTON
FOREIGNER
Hottest:
DURAN DURAN 5-4
JOHN PARR 15-11
MADONNA 18-14
PHIL COLLINS 19-15
TEENA MARIE 25-17

KWTO-FM/Springfield, MO

Mike Schmidt
ALAN PARSONS
HALL & OATES
FOREIGNER
POWER STATION
TOM PETTY
MURRAY HEAD
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 2-2
FRANKIE GOES TO H 9-5
MADONNA 14-9
TEENA MARIE 18-12

WDBR/Springfield, IL

Moore/Lawley
DIANA ROSS
JOHN FOGERTY
ERIC CLAPTON
FOREIGNER
HALL & OATES
TOM PETTY
GENERAL PUBLIC (dp)
ELLIOT EASTON (dp)
Hottest:
REO SPEEDWAGON 1-1
JULIAN LENNON 6-3
TEENA MARIE 9-4
PHIL COLLINS 16-7
MADONNA 12-8

WSPT/Stevens Point, WI

Bouley/Tracy
FOREIGNER
JOHN FOGERTY
HALL & OATES
POWER STATION
ALAN PARSONS
LIMAH! (dp)
Hottest:
REO SPEEDWAGON 1-1
MADONNA 5-4
TINA TURNER 8-5
BILLY COLLINS 13-8
BILLY JOEL 14-11

KDVV/Topeka, KS

Rabat/Parmely
TOM PETTY (dp)
JOHN FOGERTY
FOREIGNER
HALL & OATES
TIME
Hottest:
PHIL COLLINS 7-3
MADONNA 16-11
MADONNA D-20
SIMPLE MINDS 35-22
GO WEST 32-25

KFMW/Waterloo, IA

Mark Potter
TOM PETTY
FOREIGNER
HALL & OATES
POWER STATION
SADE (dp)
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 2-2
FRANKIE GOES TO H 4-3
MADONNA 5-4
PHIL COLLINS 19-8

Parallel Two

KNMQ/Albuquerque-Santa Fe, NM
Stucker/Rountree
POWER STATION
FOREIGNER
TOM PETTY
ERIC CLAPTON
SADE
Hottest:
JULIAN LENNON 4-3
JOURNEY 5-4
MADONNA 9-5
PHIL COLLINS 10-8
SURVIVOR 11-9

KKXX/Bakersfield, CA

Squires/Kemper
DON HENLEY
FOREIGNER
CARS
Hottest:
REO SPEEDWAGON 1-1
MADONNA 5-2
TEENA MARIE 10-5
PHIL COLLINS 18-10
MADONNA D-19

WEST

Parallel Two

KMGM/Albuquerque-Santa Fe, NM
Stucker/Rountree
FOREIGNER
HALL & OATES
LUTHER VANDROSS
PRINCE
Hottest:
REO SPEEDWAGON 1-1
DIANA ROSS 6-4
TEENA MARIE 7-5
TIME 9-7
MADONNA 23-16
KQMG/Honolulu, HI
Kimo Akane
COMMODORES
HALL & OATES
TOM PETTY
FOREIGNER
PATTI LABELLE
JESSE JOHNSON'S R
POWER STATION
ISLEY, JASPER, IS
Hottest:
WHAM! 1-1
REO SPEEDWAGON 2-2
GLENN FREY 4-4
MADONNA 7-6
TEENA MARIE 16-9

KQXR/Bakersfield, CA

Bonnie Knox
FOREIGNER
TOM PETTY
JEFFREY OSBORNE
HALL & OATES
ERIC CLAPTON
Hottest:
DAVID LEE ROTH 1-1
REO SPEEDWAGON 2-2
JULIAN LENNON 5-3
JOHN PARR 13-9
MADONNA D-25

KF96/Boise, ID

Doss/Gregory
HALL & OATES
FOREIGNER
JOHN FOGERTY
HALL & OATES
POWER STATION
SADE
TEARS FOR FEARS
Hottest:
JOURNEY 2-2
DAVID LEE ROTH 3-3
JULIAN LENNON 4-4
PHIL COLLINS 24-8
WHAM! 5-9

KIKX/Colorado Springs, CO

John Dantzer
HALL & OATES
DAN HARTMAN
TOM PETTY
MURRAY HEAD
TIME
ERIC CLAPTON
Hottest:
REO SPEEDWAGON 1-1
DAVID LEE ROTH 3-2
GLENN FREY 4-3
MADONNA 10-6
TEENA MARIE 15-8

KKFM/Colorado Springs, CO

Malmberg/Anderson
FOREIGNER
HALL & OATES
ERIC CLAPTON
TIME
POWER STATION
Hottest:
REO SPEEDWAGON 1-1
GLENN FREY 2-2
COMMODORES 15-10
MADONNA 16-11
PHIL COLLINS 19-14

KSND/Eugene, OR

Mike Purdy
GENERAL PUBLIC
TEARS FOR FEARS
FOREIGNER
TOM PETTY
JOHN FOGERTY
HALL & OATES
LUTHER VANDROSS
ALISON MOYET
MANHATTANS
Hottest:
MADONNA 4-1
PRINCE 2-2
PHIL COLLINS 6-4
DURAN DURAN 9-5
JULIAN LENNON 11-7

KBOZ-FM/Bozeman, MT

Krie Van Kamp
FOREIGNER
SADE
TOM PETTY
HALL & OATES
DIANA ROSS
ERIC CLAPTON
Hottest:
REO SPEEDWAGON 5-1
MADONNA 7-3
TEENA MARIE 9-5
PHIL COLLINS 18-10
MADONNA 30-22

KMGX/Fresno, CA

Carey Edwards
FOREIGNER
POWER STATION
SADE
MURRAY HEAD (dp)
HALL & OATES
BRUCE SPRINGSTEEN
ALAN PARSONS
GENERAL PUBLIC (dp)
Hottest:
DIANA ROSS 1-1
MADONNA 8-2
ASHFORD & SIMPSON 6-4
REO SPEEDWAGON 11-5
GLENN FREY 10-8

KYNO-FM/Fresno, CA

Walker/Davis
DEBARGE
FOREIGNER
HALL & OATES
CHICAGO
TOM PETTY
POWER STATION
SIMPLE MINDS
Hottest:
REO SPEEDWAGON 2-1
GLENN FREY 3-2
JULIAN LENNON 31-8
TINA TURNER 13-9
PHIL COLLINS 33-10

KIKI/Honolulu, HI

Kong/Shahido
MICK JAGGER
FOREIGNER
HALL & OATES
LUTHER VANDROSS
PRINCE
Hottest:
REO SPEEDWAGON 1-1
DIANA ROSS 6-4
TEENA MARIE 7-5
TIME 9-7
MADONNA 23-16
KQMG/Honolulu, HI
Kimo Akane
COMMODORES
HALL & OATES
TOM PETTY
FOREIGNER
PATTI LABELLE
JESSE JOHNSON'S R
POWER STATION
ISLEY, JASPER, IS
Hottest:
WHAM! 1-1
REO SPEEDWAGON 2-2
GLENN FREY 4-4
MADONNA 7-6
TEENA MARIE 16-9

KLUC/Las Vegas, NV

Richards/Christian
POWER STATION
FOREIGNER
TOM PETTY
JOHN FOGERTY
JERMAINE STEWART
Hottest:
ANIMATION 11-7
FRANKIE GOES TO H 21-15
TEENA MARIE 26-19
PRINCE 32-23
AUTOGRAPH 34-25

KO93/Modesto, CA

Mike Novak
none
Hottest:
REO SPEEDWAGON 1-1
BILLY JOEL 3-3
COMMODORES 10-10
DEBARGE 16-16
BRUCE SPRINGSTEEN 18-18

KHOP/Modesto-Stockton, CA

David Kraham
FOREIGNER
JOHN FOGERTY
HALL & OATES
TOM PETTY (dp)
POWER STATION
Hottest:
REO SPEEDWAGON 4-1
JOURNEY 6-2
TEENA MARIE 11-7
MADONNA 13-8
COMMODORES 24-17

KCAQ/Oxnard-Ventura, CA

Thomas/Jay
LUTHER VANDROSS
POWER STATION
DON HENLEY
JOHN FOGERTY
FOREIGNER
SADE
Hottest:
DAVID LEE ROTH 2-1
REO SPEEDWAGON 1-4
MADONNA 10-5
PHIL COLLINS 16-10
MURRAY HEAD 25-15

KPOP/Sacramento, CA

Jeffrey/Ferrari
ERIC CLAPTON
TOM PETTY (dp)
JOHN WAITE
FOREIGNER
Hottest:
REO SPEEDWAGON 1-1
JOURNEY 7-2
MADONNA 11-4
FRANKIE GOES TO H 15-10
PHIL COLLINS 23-13

KSKD/Salem, OR

Len E. Mitchell
HALL & OATES
KINGS
FOREIGNER
JOHN FOGERTY
TOM PETTY
MARY JANE GIRLS (dp)
POWER STATION (dp)
TEARS FOR FEARS (dp)
Hottest:
REO SPEEDWAGON 1-1
MADONNA 4-2
FRANKIE GOES TO H 5-3
JULIAN LENNON 11-4
PHIL COLLINS 20-6

KDON-FM/Salinas-Monterey, CA

Kirk Clitt
POWER STATION
GENERAL PUBLIC
FOREIGNER
ERIC CLAPTON
JENNY BURTON
MURRAY HEAD
TOM PETTY (dp)
Hottest:
REO SPEEDWAGON 5-4
PHIL COLLINS 10-5
ANIMATION 14-10
GO WEST 37-27

KCPX/Salt Lake City, UT

Ausham/Main
FOREIGNER
ERIC CLAPTON
BRUCE SPRINGSTEEN
POWER STATION
ALISON MOYET
Hottest:
PHIL COLLINS 6-1
MADONNA 8-5
PRINCE 21-12
CHICAGO 25-19
DON HENLEY 29-23

KISN/Salt Lake City, UT

PARALELS

Parallel I: Selected stations in major markets that are format dominant and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

256 Reports

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional	National
100/25	44%
Reach	Summary
E 33%	Debut
M 21%	Same
S 56%	Down
W 19%	ADD

EXAMPLE

100/25 - 100 CHR reporting stations on it this week including 25 new adds.

44% - Percentage of this weeks reporters playing it.

Regional Reach - Percentage of reporters playing the song within each region.

National Summary

Up 51 - Number of stations moving it up on the charts.

Debuts 20 - Number of stations debuting the song this week.

Same 4 - Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

Down 0 - Number of stations moving it down on their charts.

Adds 25 - Total number of stations adding it this week.

BRYAN ADAMS
"Somebody (A&M)"
LP: Reckless

Regional	National
238/4	93%
Reach	Summary
E 91%	Debut
M 94%	Same
S 71%	Down
W 6%	ADD

WEST

940 19-17
937 27-24
936 20-19
935 17-15
934 14-12
933 11-9
932 8-6
931 5-3
930 2-1

SOUTH

940 19-17
937 27-24
936 20-19
935 17-15
934 14-12
933 11-9
932 8-6
931 5-3
930 2-1

MIDWEST

940 19-17
937 27-24
936 20-19
935 17-15
934 14-12
933 11-9
932 8-6
931 5-3
930 2-1

EAST

940 19-17
937 27-24
936 20-19
935 17-15
934 14-12
933 11-9
932 8-6
931 5-3
930 2-1

WEST

940 19-17
937 27-24
936 20-19
935 17-15
934 14-12
933 11-9
932 8-6
931 5-3
930 2-1

SOUTH

940 19-17
937 27-24
936 20-19
935 17-15
934 14-12
933 11-9
932 8-6
931 5-3
930 2-1

MIDWEST

940 19-17
937 27-24
936 20-19
935 17-15
934 14-12
933 11-9
932 8-6
931 5-3
930 2-1

EAST

940 19-17
937 27-24
936 20-19
935 17-15
934 14-12
933 11-9
932 8-6
931 5-3
930 2-1

WEST

940 19-17
937 27-24
936 20-19
935 17-15
934 14-12
933 11-9
932 8-6
931 5-3
930 2-1

SOUTH

940 19-17
937 27-24
936 20-19
935 17-15
934 14-12
933 11-9
932 8-6
931 5-3
930 2-1

MIDWEST

940 19-17
937 27-24
936 20-19
935 17-15
934 14-12
933 11-9
932 8-6
931 5-3
930 2-1

EAST

940 19-17
937 27-24
936 20-19
935 17-15
934 14-12
933 11-9
932 8-6
931 5-3
930 2-1

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional	National
100/25	44%
Reach	Summary
E 33%	Debut
M 21%	Same
S 56%	Down
W 19%	ADD

EXAMPLE

100/25 - 100 CHR reporting stations on it this week including 25 new adds.

44% - Percentage of this weeks reporters playing it.

Regional Reach - Percentage of reporters playing the song within each region.

National Summary

Up 51 - Number of stations moving it up on the charts.

Debuts 20 - Number of stations debuting the song this week.

Same 4 - Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

Down 0 - Number of stations moving it down on their charts.

Adds 25 - Total number of stations adding it this week.

BRYAN ADAMS
"Somebody (A&M)"
LP: Reckless

Regional	National
238/4	93%
Reach	Summary
E 91%	Debut
M 94%	Same
S 71%	Down
W 6%	ADD

WEST

940 19-17
937 27-24
936 20-19
935 17-15
934 14-12
933 11-9
932 8-6
931 5-3
930 2-1

SOUTH

940 19-17
937 27-24
936 20-19
935 17-15
934 14-12
933 11-9
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931 5-3
930 2-1

MIDWEST

940 19-17
937 27-24
936 20-19
935 17-15
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930 2-1

EAST

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934 14-12
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931 5-3
930 2-1

WEST

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930 2-1

SOUTH

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MIDWEST

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930 2-1

EAST

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WEST

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SOUTH

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930 2-1

MIDWEST

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930 2-1

EAST

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930 2-1

WEST

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SOUTH

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EAST

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934 14-12
933 11-9
932 8-6
931 5-3
930 2-1

DAVID BOWIE & PAT METHENEY
"This Is Not America (EMI America)"
LP: The Falcon & The Snowman Soundtrack

Regional	National
185/3	72%
Reach	Summary
E 72%	Debut
M 71%	Same
S 78%	Down
W 7%	ADD

WEST

940 19-17
937 27-24
936 20-19
935 17-15
934 14-12
933 11-9
932 8-6
931 5-3
930 2-1

SOUTH

940 19-17
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SOUTH

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MIDWEST

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CHICAGO
"Along Comes A Woman (WB)"
LP: Chicago 17

Regional	National
231/14	90%
Reach	Summary
E 84%	Debut
M 84%	Same
S 84%	Down
W 84%	ADD

WEST

940 19-17
937 27-24
936 20-19
935 17-15
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SOUTH

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MIDWEST

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WEST

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MIDWEST

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SOUTH

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PHIL COLLINS
"One More Night (Atlantic)"
LP: No Jacket Required

Regional	National
256/1	100%
Reach	Summary
E 100%	Debut
M 100%	Same
S 100%	Down
W 100%	ADD

WEST

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934 14-12
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931 5-3
930 2-1

SOUTH

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SOUTH</

Julian Lennon Continued

Table listing radio stations and their frequencies for Julian Lennon's album 'Mama's Boy'.

Madonna Continued

Table listing radio stations and their frequencies for Madonna's album 'Madonna'.

Alan Parson Project Continued

Table listing radio stations and their frequencies for Alan Parsons Project's album 'The Great Escape'.

Power Station Continued

Table listing radio stations and their frequencies for Power Station's album 'Some Like It Hot'.

REO Speedwagon Continued

Table listing radio stations and their frequencies for REO Speedwagon's album 'Can't Fight This'.

Santana Continued

Table listing radio stations and their frequencies for Santana's album 'Santana'.

ALISON MOYET 'Invisible (Columbia)' LP: ALF. Regional Reach 55/24 21% National Summary.

JOHN PARR 'Naughty Naughty (Atlantic)' LP: John Parr. Regional Reach 184/1 72% National Summary.

PRINCE 'Take Me With U (WB)' LP: Purple Rain Soundtrack. Regional Reach 226/6 88% National Summary.

DIANA ROSS 'Missing You (RCA)' LP: Swept Away. Regional Reach 175/48 68% National Summary.

SCANDAL 'Beat Of A Heart (Columbia)' LP: The Warrior. Regional Reach 161/1 63% National Summary.

MADONNA 'Crazy For You (Geffen)' LP: Vision Quest Soundtrack. Regional Reach 241/22 94% National Summary.

JEFFREY OSBORNE 'The Borderlines (A&M)' LP: Don't Stop. Regional Reach 154/2 60% National Summary.

TOM PETTY & HEARTBREAKERS 'Don't Come Around Here... (MCA)' LP: Southern Accents. Regional Reach 127/127 50% National Summary.

REO SPEEDWAGON 'Can't Fight This... (Epic)' LP: Wheels Are Turnin'. Regional Reach 255/0 100% National Summary.

SADE 'Smooth Operator (Portrait/CBS)' LP: Diamond Life. Regional Reach 116/33 45% National Summary.

SANTANA 'Say It Again (Columbia)' LP: Beyond Appearances. Regional Reach 150/16 59% National Summary.

MADONNA 'Material Girl (Sire/WB)' LP: Like A Virgin. Regional Reach 255/0 100% National Summary.

ALAN PARSONS PROJECT 'Let's Talk About Me (Arista)' LP: Culture Culture. Regional Reach 142/14 55% National Summary.

POWER STATION 'Some Like It Hot (Capitol)' LP: The Power Station. Regional Reach 116/116 45% National Summary.

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MADONNA 'Material Girl (Sire/WB)' LP: Like A Virgin. Regional Reach 255/0 100% National Summary.

ACTIVES IN RADIO



Leo Davis
Q-104/Gadsden, AL

"Please make sure I'm on the lifetime plan for the AIR competition. I love 'em. AIR makes me pay more attention to songs that I normally may not listen to. I'm glad someone like you came up with AIR, because it gives a group effort in deciding what has 'Hit' potential, instead of just a few people."

Jack Gillen
WKHI/Ocean City, MD



"AIR has a positive effect on my listening habits. It causes me to listen to a record more intensely, and in some cases, five or six times. It also causes people like myself to listen to that little voice that says 'It could be a hit.' That alone should please the record industry."



The Roz
WIOT-FM 104/Toledo, OH

"AIR really makes me pay special listening attention to their selections . . . I'm no fool — I wanna win the car!"

David King
WOWE/Chattanooga, TN



"Most of us in radio love and respect music so much we'd work with AIR even without the incentive of a Mercedes-Benz. That's not to say I wouldn't love to win the car, but just being involved with AIR has improved my listening habits."

**AIR . . . The fastest, most reliable tool for getting radio to listen to music.
Call Alan Smith at (301) 964-5544 for more information.**

WEEK #22

AIR Priorities

WEEK #22

Listen to the selections listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, March 13, 1985

CHR

TITLE	ARTIST	LABEL
FOREVER MAN	ERIC CLAPTON	WARNER BROS.
LOOK MY WAY	VELS	MERCURY/POLYGRAM
THE AIR THAT I BREATHE	JULIO IGLESIAS	COLUMBIA
SOME LIKE IT HOT	POWER STATION	CAPITOL
FREE TO LOVE YOU	TOMMY SHAW	A&M

Listen to the Tracks listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R AOR Hot Tracks. Then call in your responses to AIR at 301-964-5544. Deadline for AOR responses is 6pm, Thursday, March 14, 1985

AOR

TITLE/CUTS	ARTIST	LABEL
SILVERSTONE	CHRIS ISAAK	WARNER BROS.
"Dancin' " "Gone Ridin' "		
VAN ZANT	VAN ZANT	NETWORK/GEFFEN
"I'm A Fighter" (12")		

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR and AOR music for artist managers, producers and record companies.

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AIR

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Contemporary Hit Radio

Continued from Back Page

CHART EXTRAS

Chart Extras are records above the 60% airplay level without sufficient chart activity to debut on the National Airplay/40 this week.

DAN HARTMAN

Second Nature (MCA)

68% of our reporters on it. Moves: Up 73, Debuts 34, Same 57, Down 0, Adds 9 including WBLI, WNVZ, FM102, WQUT, KIKX. Complete airplay in Parallels.

BREAKERS

FOREIGNER

That Was Yesterday (Atlantic)

81% of our reporters on it. Moves: Up 1, Debuts 4, Same 2, Down 0, Adds 200 including Z100, PRO-FM, Z93, Y100, B96, KHTR, KIIS-FM. Complete airplay in Parallels.

DIANA ROSS

Missing You (RCA)

68% of our reporters on it. Moves: Up 47, Debuts 42, Same 35, Down 3, Adds 48 including WBLI, PRO-FM, Z93, Y100, WGCL, KKRZ, KPLUS. See Parallels, debuts at number 34 on the CHR chart.

ERIC CLAPTON

Forever Man (WB)

65% of our reporters on it. Moves: Up 2, Debuts 43, Same 57, Down 0, Adds 64 including WMAR, KAFM, KEGL, 92X, WKTI, KPKE, KKRZ. Complete airplay in Parallels.

SIMPLE MINDS

Don't You (Forget About Me) (A&M)

65% of our reporters on it. Moves: Up 27, Debuts 52, Same 57, Down 0, Adds 30 including WNYS, I95, B96, WCZY, KIIS-FM, KMJK, KITS. Complete airplay in Parallels.

FIRM

Radioactive (Atlantic)

64% of our reporters on it. Moves: Up 63, Debuts 38, Same 44, Down 0, Adds 18 including B94, B97, 92X, KWK, KIMN, KWOD. Complete airplay in Parallels.

DARYL HALL & JOHN OATES

Some Things Are Better Left Unsaid (RCA)

63% of our reporters on it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 162 including B94, 94Q, WNVZ, WGCL, ZZ99, KMJK, KMEL. Complete airplay in Parallels.

NEW & ACTIVE

SANTANA "Say It Again" (Columbia) 150/16

Moves: Up 42, Debuts 24, Same 68, Down 0, Adds 16 including WNYS, B96, KWK, KITS, 98PXY, KZZB, KBFM, WKFR, KKRD, KISN, KZZU, WHYT 31-27, WKFM 35-28, KNMQ 32-29.

MURRAY HEAD "One Night in Bangkok" (RCA) 147/41

Moves: Up 27, Debuts 29, Same 50, Down 0, Adds 41 including WMAR, WHTT, WNVZ, WLS-FM, KIIS-FM, KS103, KITS, KUBE, WKFM, KSET-FM, WFBG, WBWB, B94 29-13, KDWB-FM 25-19, KMEL 11-7.

ALAN PARSONS PROJECT "Let's Talk About Me" (Arista) 142/14

Moves: Up 50, Debuts 16, Same 62, Down 0, Adds 14 including WCAU-FM, KBEQ, WFLY, WQID, WSKZ, KITY, WRQC, KKRD, KMGX, KZZU, Q104, WSPT, WGCL 32-27, KPLUS 39-34, WERZ 36-32.

GO WEST "We Close Our Eyes" (Chrysalis) 139/12

Moves: Up 25, Debuts 37, Same 65, Down 0, Adds 12, Q105, B96, WL0L-FM, KUBE, WFLY, WRQC, WZON, WIGY, WBWB, KCMQ, KXKL-FM, KTRS, WERZ 34-29, KWIC 38-31.

TOM PETTY "Don't Come Around Here No More" (MCA) 127/127

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 127 including WXKS-FM, WCAU-FM, WHTX, WAVA, 94Q, 93FM, Q105, B96, WGCL, 92X, ZZ99, KHTR, KKRZ, KMEL, KPLUS.

JERMAINE STEWART "The Word Is Out" (Arista) 118/13

Moves: Up 50, Debuts 15, Same 38, Down 2, Adds 13 including Q105, KWSS, WSPK, WDCG, WLRS, WABB-FM, KJ103, KLUC, WOMP-FM, WKSF, KISR, KTRS, KHXT, 94Q 13-7, Z93 16-10, Y100 1-1.

POWER STATION "Some Like It Hot" (Capitol) 116/116

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 116 including B104, WXKS-FM, Z100, WCAU-FM, WAVA, Z93, KEGL, Y100, B96, WLS-FM, KHTR, KIIS-FM, KZZP, KMEL, KUBE.

MOST ADDED

FOREIGNER (200)
That Was Yesterday (Atlantic)
DARYL HALL & JOHN OATES (162)
Some Things Are Better Left Unsaid (RCA)
TOM PETTY (127)
Don't Come Around Here No More (MCA)
POWER STATION (116)
Some Like It Hot (Capitol)
JOHN FOGERTY (99)
Rock And Roll Girls (WB)
ERIC CLAPTON (64)
Forever Man (WB)

HOTTEST

REO SPEEDWAGON (180)
Can't Fight This Feeling (Epic)
MADONNA (176)
Material Girl (Sire/WB)
PHIL COLLINS (173)
One More Night (Atlantic)
TEENA MARIE (79)
Lovergirl (Epic)
DAVID LEE ROTH (71)
California Girls (WB)
JULIAN LENNON (69)
Too Late For Goodbyes (Atlantic)

SADE "Smooth Operator" (Portrait/CBS) 116/33

Moves: Up 6, Debuts 18, Same 59, Down 0, Adds 33 including WXKS-FM, WNYS, Y100, WHYT, KIIS-FM, KOPA, KZZP, 98PXY, WANS-FM, KBOS, KMGX, KISR, 94Q d-25, KMEL 32-24, KJ103 40-34.

JOHN WAITE "Change" (Chrysalis) 111/26

Moves: Up 15, Debuts 27, Same 43, Down 0, Adds 26 including 93FM, WNVZ, WHYT, KBEQ, KPLUS, 93Q, WSKZ, WNOK-FM, WIOG, KPOP, WIKZ, Y94, B96 32-28, KX104 31-27, WKDD 40-36.

JOHN FOGERTY "Rock And Roll Girls" (WB) 103/99

Moves: Up 1, Debuts 1, Same 2, Down 0, Adds 99 including WCAU-FM, 94Q, Z93, KAFM, WGCL, WNCI, ZZ99, WL0L-FM, Q103, KZZP, KKRZ, KMJK, KPLUS, KUBE, WNSY 7-6.

JERMAINE JACKSON & PIA ZADORA "When The Rain Begins To Fall" (Curb/MCA) 98/2

Moves: Up 38, Debuts 11, Same 46, Down 1, Adds 2, KITS, WIKZ, CFTR 39-36, 94Q 25-22, Y100 d-34, WHYT d-30, KMEL 39-36, K104 37-29, WBBQ 40-34, KXX106 24-20, WHOT 37-34, KSKD 39-35, WCGQ 31-26, Q104 16-13, KIST 27-20.

TIME "The Bird" (WB) 97/27

Moves: Up 22, Debuts 24, Same 24, Down 0, Adds 27 including WCAU-FM, B94, Q107, Y100, Q105, KDWB-FM, WKRF-FM, WFMI, KIKX, KKF, WIKZ, WYKS, WAZY-FM, KGOT, B96 37-31, KMEL 24-17, KPLUS 34-27.

ISLEY, JASPER, ISLEY "Kiss And Tell" (CBS) 85/3

Moves: Up 20, Debuts 6, Same 56, Down 0, Adds 3, KQM, KWES, KZOZ, WCAU-FM d-38, Z93 30-28, WCZY 35-33, KWIC 36-33, KZIO 37-35, KJ103 35-28, KIKI 40-36, KHOP 40-35, KCDQ d-38, KBIM 40-33, KIST 40-34, OK95 34-30.

BRONSKI BEAT "Small Town Boy" (MCA) 70/0

Moves: Up 30, Debuts 2, Same 32, Down 6, Adds 0, WXKS-FM 4-4, PRO-FM 21-19, 94Q 11-8, Z93 10-9, KIIS-FM 39-30, KITS 23-18, KMEL 6-6, WLAN-FM 24-21, RI-104 34-30, WBBQ 32-26, WZLD 29-26, KQM 40-37, KCAQ 29-22, KHYT 31-29, WGLF,

PATTI LABELLE "New Attitude" (MCA) 69/16

Moves: Up 15, Debuts 6, Same 32, Down 0, Adds 16 including B104, WMAR, 93FM, Q100, 93Q, WQUE-FM, KTFM, KOFM, KQM, KHYT, WFBG, KCDQ.

ALISON MOYET "Invisible" (Columbia) 55/24

Moves: Up 2, Debuts 6, Same 23, Down 0, Adds 24 including KAFM, WBCY, WNOK-FM, WDCG, Y106, WHOT, KSND, KCPX, WOAY, KISR, KGOT, SLY96, CFTR 21-15, CHUM 22-15, KOZE d-31.

VELS "Look My Way" (Mercury/PolyGram) 53/3

Moves: Up 5, Debuts 7, Same 38, Down 0, Adds 3, WKEE, WNOK-FM, KKRD, WXKS-FM d-34, WCAU-FM d-36, I95 d-40, KPLUS d-40, WVSR d-40, WTLQ 38-33, WJZR 40-36, WOKI 32-29, T94 39-34, WCIL-FM d-32, KBIM d-39.

SIGNIFICANT ACTION

TEARS FOR FEARS "Everybody Wants To Rule The World" (Mercury/PolyGram) 44/44

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 44 including WCAU-FM, 94Q, 93FM, I95, KIIS-FM, KWOD, KMEL, KPLUS, Q100, WLAN-FM, WSPK, WRCK, WBBQ, KEYN-FM, WHOT.

PAUL HARDCASTLE "Rain Forest" (Profile) 44/6

Moves: Up 14, Debuts 3, Same 17, Down 4, Adds 6, WVSR, WJZR, WJAD, KNOE-FM, KKQV, WHSL, KIIS-FM 24-21, FM102 2-1, KS103 6-2, WBBQ 37-31, KSET-FM 38-33, KTFM 5-4, KHYT 16-13, T94 15-11, WCIL-FM 14-11.

BARBRA STREISAND "Emotion" (Columbia) 40/6

Moves: Up 1, Debuts 4, Same 29, Down 0, Adds 6, WMAR, WNVZ, KZZP, WKDQ, KISN, KZZU, WTLQ d-37, WZLD on, WOKI on, WKFR on, KEYN-FM on, KSND d-36, WOMP-FM d-39, KCDQ 26-23, KTRS d-32.

TUBES "Piece By Piece" (Capitol) 28/2

Moves: Up 2, Debuts 1, Same 23, Down 0, Adds 2, WKEE, KKQV, WCAU-FM on, KPLUS on, Q100 on, WTLQ on, WZLD on, WOKI on, KX104 d-36, WJXQ 37-34, WHOT on, KSND on, KHOP on-dp, WDBR on-dp, OK95 40-29.

ALPHAVILLE "Forever Young" (Atlantic) 27/8

Moves: Up 2, Debuts 3, Same 14, Down 0, Adds 8, WFLY, WOKI, WRNO, WJXQ, WOMP-FM, KQIZ-FM, WAZY-FM, KBIM, WLAN-FM 19-15, WHTF on, WZLD on, KSND 40-34, 95XIL d-39, T94 d-36, WIXV d-39.

DENNIS DEYOUNG "Dear Darling" (A&M) 27/0

Moves: Up 4, Debuts 1, Same 22, Down 0, Adds 0, K104 32-26, WKFM on, WRCK on, KWIC on, WJZR on, WZLD on, WFMI on, WJXQ on-dp, WKFR on-dp, KSND d-40, KSKD on-dp, 103CIR 40-35, 95XIL 35-32, KHXT on, OK95 39-27.

MIDNIGHT STAR "Scientific Love" (Solar/Elektra) 24/4

Moves: Up 2, Debuts 1, Same 17, Down 0, Adds 4, KTFM, WKZL, T94, KTRS, WXKS-FM on, I95 39-37, FM102 28-22, KMEL on, WVSR on, WKRF-FM on, WZLD on, KAMZ on, KJ103 on, KOFM on, WOAY d-38.

MANHATTANS "You Send Me" (Columbia) 24/3

Moves: Up 3, Debuts 2, Same 16, Down 0, Adds 3, WNVZ, KIKI, KSND, WXKS-FM on, WERZ on-dp, 92KTU on, WKRZ on, WFMI on, KTFM on, WKDQ 39-35, KIKI 37-33, KQM on, KPOP 39-36, Z102 d-39, KIST d-39.

MARY JANE GIRLS "In My House" (Gordy/Motown) 22/6

Moves: Up 1, Debuts 1, Same 14, Down 0, Adds 6, KSET-FM, WOKI, KSKD, WSOV, T94, Z102, CKOI on, WERZ on, WTLQ on, WJZR on, WZLD on, KOFM 40-37, WHOT on, KKF on-dp, KCAQ d-35.

LIMAH "Never Ending Story" (EMI America) 19/19

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 19 including WCAU-FM, KS103, Q100, WTLQ, WZLD, WFMI, WJXQ, WHOT, KRQ, 95XIL, WPFM, WHSL, WSPT, KCDQ, KOZE.

DONNIE IRIS "Injured In The Game Of Love" (HME/CBS) 19/8

Moves: Up 1, Debuts 2, Same 8, Down 0, Adds 8, WRCK, WJZR, WKDD, KZIO, WOMP-FM, KKQV, WHSL, 99KG, B94 on, WHTX 30-27, WGCL d-35, WHTF on, WJXQ d-40, WCIL-FM on-dp, Y94 on-dp.

TRIUMPH "Follow Your Heart" (MCA) 17/1

Moves: Up 3, Debuts 0, Same 13, Down 0, Adds 1, KCDQ, WCAU-FM on-dp, WRCK on-dp, WHTF on, WJZR on, KX104 36-34, WJXQ 34-31, WHOT on, KF95 on-dp, KSND on-dp, WJAD on-dp, WHSL on, KBIM 39-36.

GENERAL PUBLIC "Never You Done That" (IRS/A&M) 15/15

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 15, KWIC, KSND, KMGX, KDON-FM, WQCM, WOMP-FM, WSOV, T94, WHSL, WAZY-FM, WDBR, KCDQ, KHXT, KBIM, OK95.

LOS LOBOS "How Will The Wolf Survive?" (Slash/WB) 14/2

Moves: Up 2, Debuts 0, Same 10, Down 0, Adds 2, WERZ, KTFM, RI-104 on, WTLQ on, WHTF on, WBBQ on, KX104 38-35, WJBO 33-29, WCGQ on, T94 on, Y94 on, KOZE on.

PSEUDO ECHO "A Beat For You" (EMI America) 14/0

Moves: Up 0, Debuts 0, Same 14, Down 0, Adds 0, WVSR on, WERZ on-dp, WOKI on, WFMI on, KIKI on, KZIO on-dp, WJXQ on-dp, KQCR on-dp, Y94 on-dp, KDVV on, KCDQ on, KBIM, on, OK95 on.

LUTHER VANDROSS "Til My Baby Comes Home" (Epic) 13/12

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 12, WCZY, KMJK, FM102, KMEL, KPLUS, KSND, KIKI, KCAQ, WJBO, KOZE, OK95, 92KTU on.

JESSE JOHNSON'S REVUE "Be Your Man" (A&M) 10/6

Moves: Up 0, Debuts 0, Same 4, Down 0, Adds 6, WSSX, KAMZ, KQM, WKSF, WJAD, KTDY, CKOI on, KMEL on, Q100 on, KCAQ on.

CAROL LYNN TOWNES "Believe In The Beat" (Polydor/PolyGram) 10/0

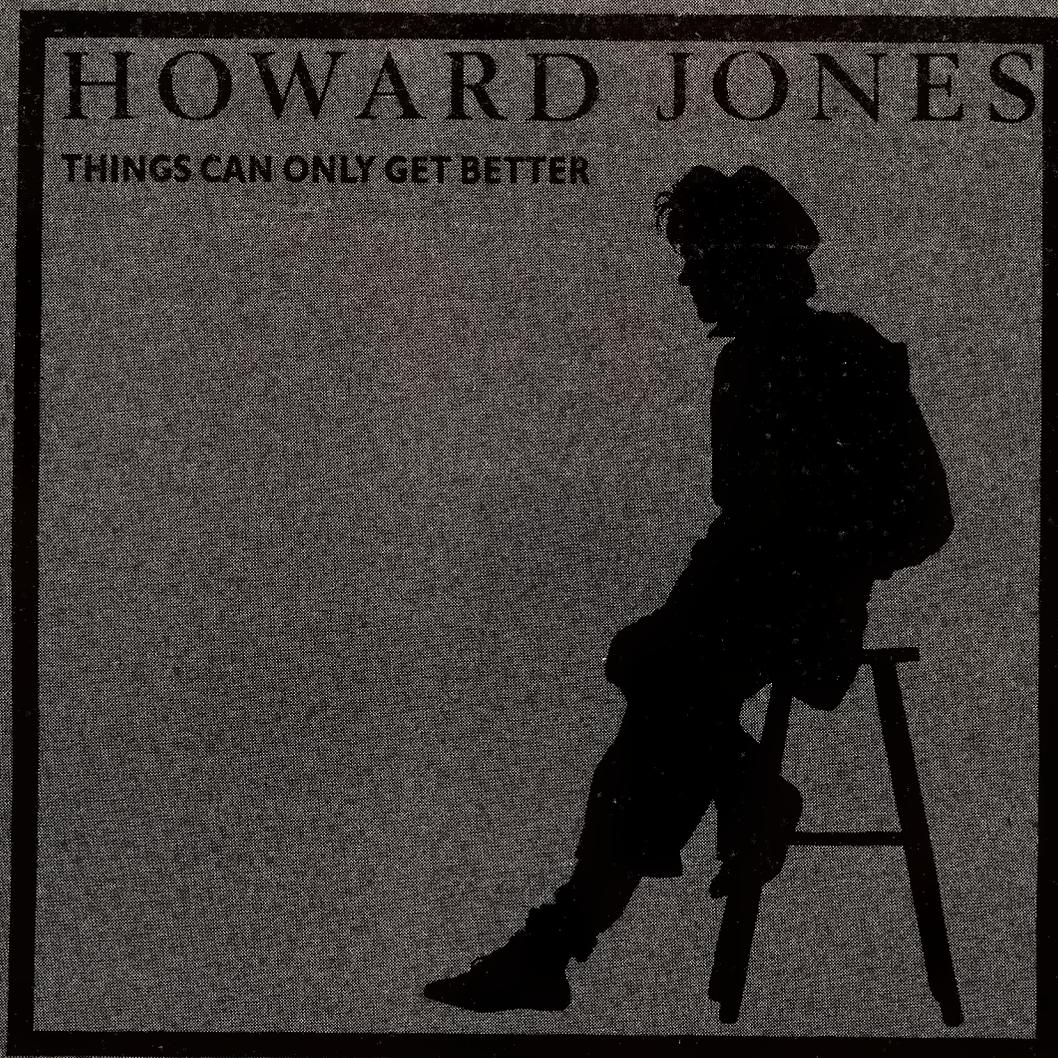
Moves: Up 0, Debuts 0, Same 10, Down 0, Adds 0, Q100 on, K104 on, WERZ on, WJZR on, Q101 on, WIXV on, KIST on.



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NAB Adds AM Stereo Receiver Panel

Slipping in just under deadline comes this addition to the official NAB program, a panel discussion on "The Availability Of AM Stereo Receivers In The Marketplace: An Open

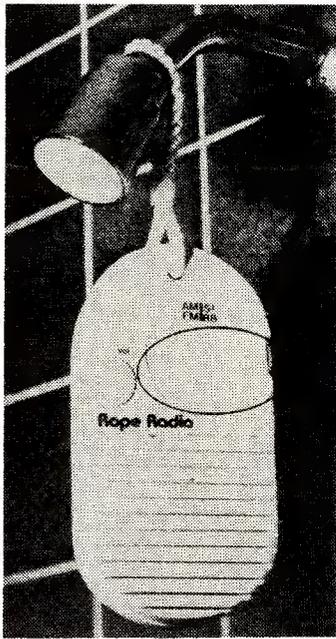
Discussion." Moderator and **KUTY/Palmdale, CA VP/GM P. Dale Ware** cautions that the session is not intended to be a debate on the merits of competing systems, but instead a

discussion on the ticklish subject of availability. The event takes place from 7-8pm on Tuesday (4-16) at the Las Vegas Hilton; further details on-site.

"Radio-On-A-Rope"

The latest noose in promotional items is this waterproof, AM/FM portable radio, marketed under the moniker "Radio-On-A-Rope." Operating on one 9-volt battery, the item can be imprinted with your station's call letters, logo, or other customized message.

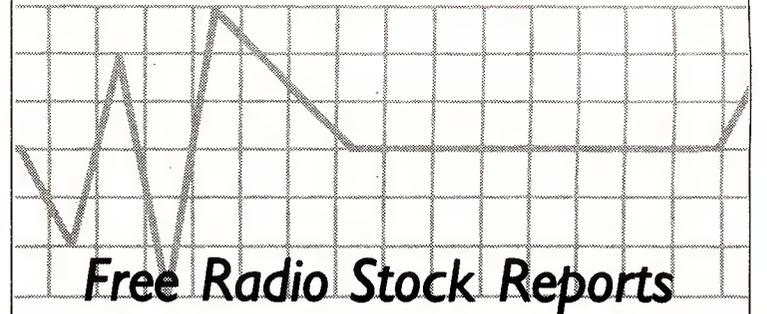
Whether your listeners are singin' in the shower, partyin' poolside, boating, or at the beach, "Radio-On-A-Rope" makes sure they take your station where they go-go. For more information, contact **the clearinghouse** at (800) 824-7888, extension M-746.



The Money-Go-Round

Where does your money go? According to recent figures from the **U.S. Bureau of Labor Statistics**, if you're a single urban householder with an annual income of \$20,000, you can expect to spend more than a quarter of your dollars — about \$5434, to be exact — on housing.

Food (\$3456) and transportation (\$3296) account for nearly another 40%, with personal insurance (\$1227), clothing/services (\$960), health care (\$845), entertainment (\$793), charity (\$548), and alcoholic beverages (\$222) rounding out the list. An additional \$267 goes toward "miscellaneous expenses."



"Radio Amex," a diversified broadcasting service offered by the **American Stock Exchange**, provides up-to-the-minute financial information *free of charge* to radio stations all across North America. Stations or networks on the local, state, and national levels can not only take advantage of this service to expand their business reporting capabilities, but also pick up some extra advertising revenue from such likely advertisers as local brokerage houses, banks, and related businesses.

Information for the market reports is gathered from a computer link-up with the trading floor, the **Quotron** financial information service, and AMEX's own electronic news retrieval system. These market reports break down into four

categories: regional market reports, weekly reports, radio actualities, and data feeds.

The regional market reports can be tailored daily to serve specific states or regions by providing information on AMEX-listed companies from those areas. Each report generally includes volume, index, change in price per share, the market's most active stocks, and the most active regional issues. Trading activities can also be grouped in seven regions: New England, Middle Atlantic, South Atlantic, South Central, North Central, Mountain, and Pacific states. These broadcasts can be furnished at periodic intervals or close of the trading day.

For more information, contact **Julie Goodman** at (212) 938-2361

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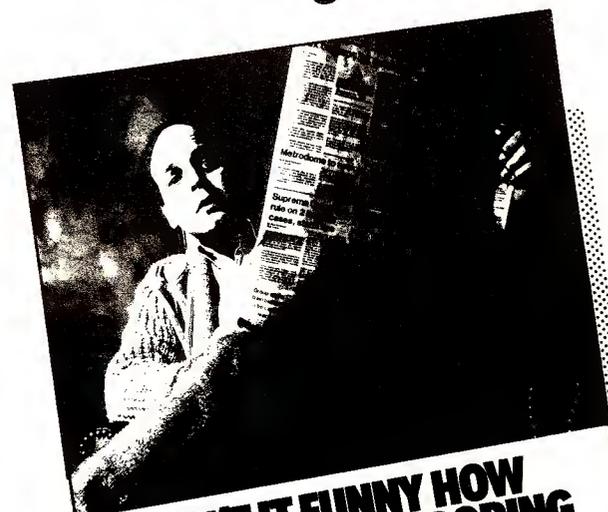
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Ads For Ads Campaign Coming To Radio



ISN'T IT FUNNY HOW STEREO ADS ARE BORING UNTIL YOU WANT A STEREO?

We admit it. There are times when advertising isn't especially interesting. For instance, stereo ads when you're not looking for a new stereo. Or insurance ads when you're not looking for a new insurance company. Or detergent ads when you're not looking for a new detergent. But suppose your stereo breaks down. Or your insurance rates go up. Or your laundry comes out gray. All of a sudden, stereo ads, insurance ads, detergent ads start looking a lot more interesting. It's one of the basic truths of advertising. We try to be entertaining, but that's not really our job. Our job is to help you make the right choice when you're in the market for any kind of product or service. Of course, when you're not in the market, we recognize that advertising may seem beside the point. In that case, you're free to pretend it isn't there. In fact, you're free to ignore advertising for as long as you choose. Right up until your stereo breaks down.

ADVERTISING.
ANOTHER WORD FOR FREEDOM OF CHOICE.
American Association of Advertising Agencies

The print ad shown above is part of an **American Association of Advertising Agencies (AAAA)** campaign designed to improve the public's image of advertising. Destined to be included in future advertising textbooks, the award-winning ads will be joined by their broadcast counterparts later this year. If these radio ads are as creatively persuasive as those in the print media, then you'll be able to air these public service spots without fear of listener tuneout.

For information on these upcoming broadcast spots, contact the AAAA at (212) 682-2500.

Contemporary Hit Radio

Three Two Last
Weeks Weeks Week

2	1	1	1	REO SPEEDWAGON/Can't Fight This Feeling (Epic)
20	10	6	2	MADONNA/Material Girl (Sire/WB)
5	3	2	3	DAVID LEE ROTH/California Girls (WB)
14	9	5	4	JULIAN LENNON/Too Late For Goodbyes (Atlantic)
27	20	7	5	PHIL COLLINS/One More Night (Atlantic)
16	12	8	6	JOURNEY/Only The Young (Geffen)
19	15	9	7	TEENA MARIE/Lovergirl (Epic)
7	4	4	8	GLENN FREY/The Heat Is On (MCA)
24	22	12	9	SURVIVOR/High On You (Scotti Bros./CBS)
18	16	11	10	FRANKIE GOES TO HOLLYWOOD/Relax (ZTT/Island)
22	19	14	11	DURAN DURAN/Save A Prayer (Capitol)
1	2	3	12	WHAMI/Careless Whisper (Columbia)
21	18	16	13	TINA TURNER/Private Dancer (Capitol)
32	28	20	14	MICK JAGGER/Just Another Night (Columbia)
31	27	21	15	BRYAN ADAMS/Somebody (A&M)
28	25	19	16	BILLY JOEL/Keeping The Faith (Columbia)
-	33	28	17	BRUCE SPRINGSTEEN/I'm On Fire (Columbia)
38	31	26	18	PRINCE/Take Me With U (WB)
26	24	22	19	JOHN PARR/Naughty Naughty (Atlantic)
-	-	38	20	MADONNA/Crazy For You (Geffen)
3	8	13	21	FOREIGNER/I Want To Know What Love Is (Atlantic)
9	6	10	22	JOHN FOGERTY/The Old Man Down The Road (WB)
6	7	15	23	POINTER SISTERS/Neutron Dance (Planet/RCA)
-	-	35	24	CHICAGO/Along Comes A Woman (Full Moon/WB)
-	37	33	25	ANIMATION/Obsession (Mercury/PG)
4	5	17	26	BILLY OCEAN/Loverboy (Jive/Arista)
-	39	36	27	COMMODORES/Nightshift (Motown)
10	11	18	28	KOOL & THE GANG/Misled (De-Lite/PG)
39	35	32	29	CARS/Why Can't I Have You (Elektra)
37	32	30	30	AUTOGRAPH/Turn Up The Radio (RCA)
-	-	40	31	DeBARGE/Rhythm Of The Night (Gordy/Motown)
40	38	34	32	D. BOWIE & P. METHENY/This Is Not America (EMI America)
-	-	-	33	DON HENLEY/All She Wants To Do Is Dance (Geffen)
-	-	-	34	DEBUT BREAKER DIANA ROSS/Missing You (RCA)
12	21	27	35	PHILIP BAILEY w/PHIL COLLINS/Easy Lover (Columbia)
17	26	29	36	ASHFORD & SIMPSON/Solid (Capitol)
-	38	37	37	SCANDAL f/PATTY SMYTH/Beat Of A Heart (Columbia)
11	13	23	38	SHEENA EASTON/Sugar Walls (EMI America)
-	40	39	39	JEFFREY OSBORNE/The Borderlines (A&M)
-	-	-	40	DEBUT BREAKER GREG KIHN/Lucky (EMI America)

N&A Begins on Page 118

Three Two Last
Weeks Weeks Week

1	1	1	1	MICK JAGGER/Just Another Night (Columbia)
3	3	2	2	FIRM/Radioactive (Atlantic)
8	5	4	3	DON HENLEY/All She Wants To Do Is Dance (Geffen)
-	-	13	4	ERIC CLAPTON/Forever Man (WB)
7	7	5	5	D. BOWIE w/P. METHENY/This Is Not... (EMI America)
6	6	6	6	JOHN FOGERTY/Rock And Roll Girls (WB)
20	11	8	7	BRUCE SPRINGSTEEN/I'm On Fire (Columbia)
5	2	3	8	PHIL COLLINS/One More Night (Atlantic)
9	9	9	9	FOREIGNER/That Was Yesterday (Atlantic)
13	10	10	10	ALAN PARSONS PROJECT/Let's Talk About... (Arista)
28	16	16	11	SIMPLE MINDS/Don't You (Forget About Me) (A&M)
2	4	7	12	BRYAN ADAMS/Somebody (A&M)
23	15	14	13	SANTANA/Say It Again (Columbia)
-	-	-	14	BREAKER TOM PETTY &.../Don't Come Around Here No... (MCA)
17	13	12	15	DAVID LEE ROTH/Easy Street (WB)
-	25	17	16	MICK JAGGER/Lonely At The Top (Columbia)
4	8	11	17	JOURNEY/Only The Young (Geffen)
27	19	18	18	TRIUMPH/Follow Your Heart (MCA)
12	12	15	19	CARS/Why Can't I Have You (Elektra)
36	28	21	20	GREG KIHN/Lucky (EMI America)
57	35	22	21	FIRM/Closer (Atlantic)
-	-	-	22	BREAKER CHICAGO/Along Comes A Woman (Full Moon/WB)
39	32	23	23	TUBES/Piece By Piece (Capitol)
44	40	29	24	LOS LOBOS/Will The Wolf Survive? (Slash/WB)
-	-	-	25	BREAKER DEEP PURPLE/Nobody's Home (Mercury/PG)
38	31	25	26	ELLIOT EASTON/(Wearing Down) Like A... (Elektra)
-	-	-	27	BREAKER GARY O'/Shades Of '45 (RCA)
31	30	24	28	DONNIE IRIS/Injured In The Game Of Love (HME/CBS)
22	17	20	29	CARS/Breakaway (Elektra)
-	-	-	30	BREAKER VAN MORRISON/Tore Down A La... (Mercury/PG)

Complete Tracks Chart
Begins on Page 102

Black/Urban

2	2	1	1	COMMODORES/Nightshift (Motown)
21	9	3	2	LUTHER VANDROSS/'Til My Baby Comes Home (Epic)
22	14	8	3	JESSE JOHNSON'S REVUE/Be Your Man (A&M)
12	7	6	4	W. FELDER f/B. WOMACK/I'll Still Be Looking... (MCA)
8	5	5	5	TINA TURNER/Private Dancer (Capitol)
3	1	2	6	CHAKA KHAN/This Is My Night (WB)
19	10	7	7	PATTI LABELLE/New Attitude (MCA)
7	4	4	8	ASHFORD & SIMPSON/Outta The World (Capitol)
40	21	15	9	MAZE f/FRANKIE BEVERLY/Back In Stride (Capitol)
23	16	13	10	GLADYS KNIGHT & PIPS/My Time (Columbia)
16	12	11	11	WHAMI/Careless Whisper (Columbia)
24	19	16	12	DAZZ BAND/Heartbeat (Motown)
33	28	18	13	WHISPERS/Some Kind Of Lover (Solar/Elektra)
-	31	21	14	DeBARGE/Rhythm Of The Night (Gordy/Motown)
14	11	10	15	READY FOR THE WORLD/Tonight (MCA)
1	3	9	16	DIANA ROSS/Missing You (RCA)
28	22	19	17	JOHNNY GILL/Half Crazy (Cotillion/Atco)
-	38	27	18	MARY JANE GIRLS/In My House (Gordy/Motown)
13	13	17	19	POINTER SISTERS/Neutron Dance (Planet/RCA)
-	32	23	20	PRINCE/Take Me With U (WB)
-	34	26	21	JENNY BURTON/Bad Habits (Atlantic)
-	-	29	22	MIDNIGHT STAR/Scientific Love (Solar/Elektra)
6	8	14	23	SHEENA EASTON/Sugar Walls (EMI America)
4	6	12	24	PHILIP BAILEY w/PHIL COLLINS/Easy Lover (Columbia)
39	33	28	25	ROCKIE ROBBINS/We Belong Together (MCA)
27	25	22	26	D. HALL & J. OATES/Method Of Modern Love (RCA)
-	-	35	27	MANHATTANS/You Send Me (Columbia)
31	26	24	28	REBBIE JACKSON/A Fork In The Road (Columbia)
-	40	32	29	N.M. WALDEN w/P. AUSTIN/Gimme, Gimme, Gimme (WB)
-	-	-	30	BREAKER ALEXANDER O'NEAL/Innocent (Tabu/CBS)
-	-	-	31	BREAKER RUN D.M.C./King Of Rock (Profile)
15	15	20	32	UTFO/Roxanne, Roxanne (Select)
-	-	-	33	BREAKER SHALAMAR/My Girl Loves Me (Solar/Elektra)
-	-	39	34	S.O.S. BAND/Weekend Girl (Tabu/CBS)
29	27	25	35	CHERYL LYNN/At Last You're Mine (Private I/CBS)
-	-	40	36	D. WARWICK & G. JONES/Finder Of Lost Loves (Arista)
-	-	-	37	BREAKER AL JARREAU/Raging Waters (WB)
-	-	-	38	BREAKER B.B. KING/Into The Night (MCA)
-	-	-	39	BREAKER GAP BAND/I Found My Baby (Total Experience/RCA)
-	-	-	40	BREAKER EUGENE WILDE/Rainbow (Philly World/Atlantic)

N&A Begins on Page 88

Adult/Contemporary

6	3	1	1	JULIAN LENNON/Too Late For Goodbyes (Atlantic)
2	2	2	2	REO SPEEDWAGON/Can't Fight This Feeling (Epic)
13	8	6	3	PHIL COLLINS/One More Night (Atlantic)
4	4	4	4	BILLY JOEL/Keeping The Faith (Columbia)
11	10	7	5	COMMODORES/Nightshift (Motown)
1	1	3	6	WHAMI/Careless Whisper (Columbia)
7	5	5	7	KENNY ROGERS/Crazy (RCA)
15	14	9	8	ERIC CARMEN/I Wanna Hear It From Your Lips (Geffen)
-	22	15	9	DeBARGE/Rhythm Of The Night (Gordy/Motown)
3	6	8	10	FOREIGNER/I Want To Know What Love Is (Atlantic)
8	9	10	11	DIANA ROSS/Missing You (RCA)
-	23	17	12	MANHATTANS/You Send Me (Columbia)
16	15	12	13	ANNE MURRAY/Time Don't Run Out On Me (Capitol)
5	7	11	14	STEVE PERRY/Foolish Heart (Columbia)
-	24	21	15	DOLLY PARTON/Don't Call It Love (RCA)
20	17	16	16	D. WARWICK & G. JONES/Finder Of Lost Loves (Arista)
-	-	-	17	BREAKER BRUCE SPRINGSTEEN/I'm On Fire (Columbia)
-	-	24	18	BARBRA STREISAND/Emotion (Columbia)
9	11	14	19	CHICAGO/You're The Inspiration (Full Moon/WB)
-	-	22	20	DAN HARTMAN/Second Nature (MCA)
-	-	-	21	BREAKER MADONNA/Crazy For You (Geffen)
-	-	-	22	BREAKER JANEY STREET/Under The Clock (Arista)
23	19	18	23	POINTER SISTERS/Neutron Dance (Planet/RCA)
14	13	13	24	DARYL HALL & JOHN OATES/Method Of Modern Love (RCA)
12	16	20	25	PHILIP BAILEY w/PHIL COLLINS/Easy Lover (Columbia)

N&A Begins on Page 96

Introducing AP NewsPower 1200

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

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

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

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Pro:Motions

PolyGram Realigns Promotion Staffs

PolyGram Records has reorganized its regional and local promotion staffs. On the regional front, **Linda Feder** oversees the Northeast, **Wade Conklin** directs the Southwest, and **Kyle Hetherington** heads the West Coast. **David St. John** continues to direct the Southeast. On the local side there are eight appointments: **Neda Tobin**, Charlotte; **Pat Rascona**, Dallas; **Katie Arnold**, Denver; **Bobbi Silver**, Philadelphia; **Andy Szulinski**, Baltimore; **David Kragoskow**, St. Louis; **Ted Mellencamp**, Houston; and **Bill Rush**, Kansas City/Minneapolis.

Mizrahi New Mirage GM

Arlene Mizrahi has been appointed to GM of **Mirage Records**. She was promoted to this newly-created post after serving as Assistant to Mirage President **Jerry Greenberg** since 1980. Prior to that she spent two and a half years as Greenberg's secretary when he was President of **Atlantic Records**.



Arlene Mizrahi

Pros On The Loose

- Matt Harrison Clenott** — MIDDAYS **WMET/Chicago** (312) 525-7976
- Chuck Finney** — PD **KKFM/Colorado Springs** (303) 632-2106
- David Gariano** — PD **WZOU/Boston** (617) 437-0055
- Bob Garrett** — PD **KITS/San Francisco** (415) 924-1941
- Gary Hoffmann** — PD **WNAP/Indianapolis** (317) 898-3917
- Nat Humphreys** — PD **WPNT/Pittsburgh** (412) 935-4437
- Jan Jeffries** — PD **WAGO (G106)/Chicago** (312) 781-7300
- Beth Kepple** — MIDDAYS **WLVQ/Columbus** (614) 464-9166
- Slim Nelson** — NIGHTS **KFRC/San Francisco** (415) 552-3836
- Steve Perun** — PD **KWK/St. Louis** (816) 531-2535
- Alan Sneed** — PD **WKLS/Atlanta** (404) 394-8291
- Greg South** — MD/MIDDAYS **WNVZ/Norfolk** (804) 428-8383
- Sandy Travis** — AFTERNOONS **KLZ/Denver** (303) 697-5289
- Harry Valentine** — PD **WNCI/Columbus** (614) 459-1183

Turner New WDXI GM

Mike Turner has been appointed GM of **WDXI/Jackson, TN**. Prior to accepting this post, Turner operated his own Cheyenne, WY-based marketing firm. His broadcast background includes stints as sales manager and general manager of outlets in Wyoming, North Carolina, and South Carolina.

Cohen Named Arista A&R Director

Jamie Cohen has been appointed Director/A&R West Coast for **Arista Records**. Before accepting this post, Cohen was National Director of A&R for **EMI-America Records**. His background also includes A&R positions with **Slash** and **A&M Records** and **The Entertainment Company**, as well as experience as an agent for **ICM**.



Jamie Cohen

Johnson Shifts To Blackburn

Greg Johnson has joined media brokerage firm **Blackburn & Company, Inc.** as a broker in its Beverly Hills office. He comes to the company from the **NAB**, where he held the West Coast Regional Manager post for seven years. Before that he spent six years with a national management consulting firm.

Marsh A&M Video Director

Sherry Goldsher Marsh has been named Director of **A&M Video**. She was most recently Director of Video/Film Operations at **Elektra/Asylum Records**.



Sherry Marsh

Mobile Fidelity Names Dion, Miller

Michael Dion has rejoined **Mobile Fidelity Sound Lab** as VP/Sales. He first joined the company in 1979 and during the next four years held a variety of posts, including National Sales Director and VP/International Sales. Before returning to succeed **Mark Wexler**, Dion was a principal of jazz specialty label **ITI Records**. In other company activity, **Michelle Miller** has been appointed National Sales Manager. She's been with MF's sales department for five years.

Arista Taps Ennis, Strait

Tom Ennis and **Ed Strait** have been appointed Director/Artist Development and Director/Product Management at **Arista** and **Jive Records**, respectively. Formerly Associate Director/Artist Development, Ennis is a seven-year label veteran. Strait was previously associated with **Alive Enterprises**; prior to that he was GM of **EG Records**, product manager for **Epic Records**, and label coordinator at **Nemperor**.

St. John Elected May VP

Perry St. John has been elected a VP by the **May Broadcasting Company** Board of Directors. He currently serves as GM of **WKTY & WSPL/La Crosse, WI**.

A&M Promotes Gold

Robert Gold has been elevated to Director/Advertising and Merchandising at **A&M Records**. With the label since 1980 as National Advertising Manager, Gold previously held the Director/Marketing post at **Casablanca Records** and **FilmWorks**. Prior to that he was National Manager of Marketing Services at **WEA**.



Robert Gold

Backer Directs Magenta

Windham Hill Records has a new subsidiary, jazz label **Magenta Records**, under the direction of **Steve Backer**. Backer, who has been Windham Hill's VP/East Coast Operations since 1983, will continue in that position while working with Magenta. His jazz executive career began in 1972 when he came to **ABC Impulse** as GM. Two years later he moved to **Arista** as Director of Jazz A&R, and in 1981 became a consultant to both **Island Records' Antilles** line and **Windham Hill**. Magenta officially debuts April 22 with LPs by **Anthony Braxton**, **Mitchel Forman**, and **Richard Beirach**.

WB Appoints Goldstein

Mark Goldstein is **Warner Bros. Records'** new Regional West Coast Marketing Manager. Since 1979 he had served as **WEA's** Los Angeles sales representative. Goldstein joined the company in 1971, holding similar rep posts for Seattle, Portland, San Francisco, and San Diego.



Mark Goldstein

Changes

RADIO

Carl Romeo joins **KNX/Los Angeles** as Account Executive.

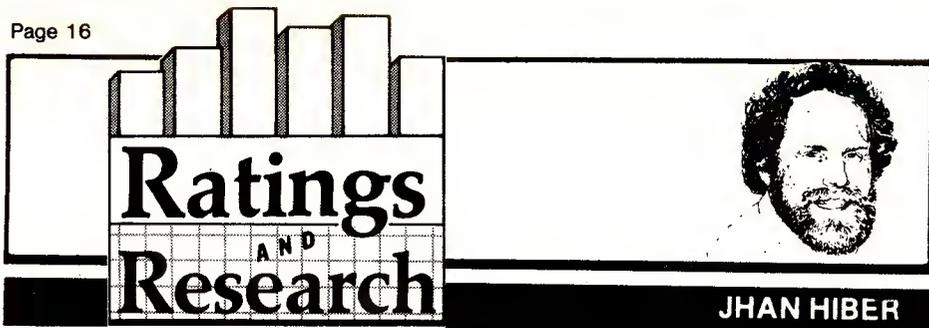
Joan Aines announced as Account Executive for **KNX/Los Angeles**.

INDUSTRY

Cindy Sacks named Account Executive for **Blair Radio/Houston**.

Michael Dresner appointed Account Executive for **Sports Sales Unit of Katz Radio/New York**.

B I O	TO	Program Directors	AIR DATE	March 28	TIME	8:30 EST
	FROM	WESTWOOD ONE	AREA CODE	(213)	NUMBER	204-5000
M E M O	M E S S A G E	ROGER WATERS LIVE				
		IN CONCERT FROM RADIO CITY MUSIC HALL				
	<input checked="" type="checkbox"/> FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY					



JHAN HIBER

CHAIRMAN WEXLER COMMENTS

ARAC-Arbitron Session Preview

What does the new Chairman of the Arbitron Radio Advisory Council have to report as he prepares for ARAC's first 1985 session with Arbitron? For agenda information and comments preceding the March 10 meeting, I talked with new ARAC chief Larry Wexler, VP/GM of WPEN & WMGK/Philadelphia.

Meeting Agenda Items

R&R: What are the key topics to be covered?

LW: The redesign of the book is the main thing, although Arbitrends will also be an item of interest. Have they been dealt a death blow by CBS (the FM Group recently cancelled the Arbitrends service), or is it just a punch in the stomach? Will they pick themselves up, dust themselves off, and forge ahead? It's my opinion that Arbitrends is being accepted by the industry like a kid takes to castor oil. Apparently CBS decided to stop taking its medicine.

Arbitron is also due to give us a report about what they're going to do in terms of studying unreported away-from-home listening.

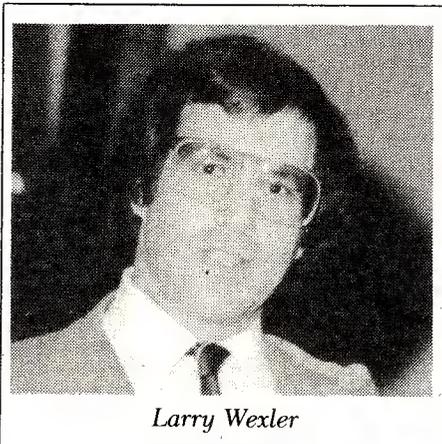
R&R: Weren't they also going to give you an update on efforts to boost diary return among non-ethnic men 18-24?

LW: Yes, but that's something we talk about all the time. They say they are trying to do something about the problem.

Book Redesign Discussions

R&R: You were going to try to get some marketplace feedback about what broadcasters wanted in the redesign of the book.

LW: I'm not hearing a lot from broadcasters, although I do get some



Larry Wexler

reaction. However, in late January our ARAC subcommittee dealing with the redesign met with Arbitron. We went over all of the things they were thinking of doing, and we made some suggestions. However, I spoke to (Arbitron Sales/Marketing VP) Rhody Bosley the other day to ask how the prototype was coming. He said they were going to have to eliminate some of the things we thought of or else the book would be 350 pages long.

R&R: What were some of the additions or changes you wanted?

LW: One key thing was a 35+ demo. They say they are going to have trouble keeping that new demo in the book because there are just so many columns on each page.

Week In Review

Birch Adds Two Markets

Birch Radio has announced it will soon begin monthly surveys in two more markets. West Palm Beach and Las Vegas both will begin to be analyzed beginning in April, according to Sales/Marketing VP Bill Livek.

Arbitron Promotes Morris

Arbitron has promoted Andrew Morris to Manager of the company's internal Marketing Research Services. Morris has been with Arbitron since October 1984, having joined from Information and Analysis, Inc.

R&R: Why is the addition of the 35+ number desirable?

LW: It's my feeling that if Arbitron is going to include a new demo break of 12-34, which is something they came to this redesign wanting to do, that can be most helpful on the street. It's particularly beneficial for CHRs, which have become such a big factor in recent surveys. However, what about other formats? We should do the same thing for Nostalgia, Big Band, MOR, News/Talk, and Beautiful Music stations. Thus, I suggested they do break out 35+.

My concept is that there should be three major demos in the book: 12-34, 25-54, and 35+. Within those you could break out 35-64, 18-34, and so on. The 12-34 handles all the youth-oriented stations, 25-54 is the most sought-after buying demo, and 35+ handles all the older-skewing stations.

R&R: What's Arbitron's view?

LW: Rhody told me that it looked as if 35+ would have to come out. However, I must say this has been a collaborative effort, not an adversary proceeding.

I'd like to stress to broadcasters that we'd like to be the conduit for any suggestions people may have about the book redesign. At the very least, we should be sent copies of all suggestions sent from stations to Arbitron.

R&R: What do you see as the eventual goal of the redesign when it becomes reality next year?

LW: The goal of the redesign has to be to help the salesperson on the street.

Wexler As Writer

R&R: You once mentioned that Arbitron might let you, as Chairman, do a column in its monthly PR sheet "Beyond The Ratings." How's that going?

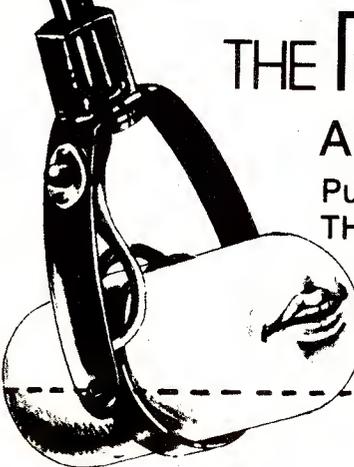
LW: The first one should have reached the stations by now; the next one comes out around March 20. That initial piece was just something to get people acquainted with the Council. The second one, however, deals with the four-week come slide rule.

R&R: What's your reaction to the problems Arbitron had with the accuracy of the information on that rule?

LW: They called it an anomaly; I called that the space-age term for mistake. In that issue I also dealt with Arbitrends and its state of affairs. I'll attempt to touch on key topics each month they permit the chairman to contribute.

Remember that the Council is only as good as broadcasters make it. Feed your thoughts/suggestions to your format's ARAC representative (if you don't know who it is, call Larry at 215-879-6000). Then, even though the Council is only an advisory body, at least your perspective can be represented effectively to Arbitron.

Let's wish Larry and his ARAC comrades luck in their endeavors this year.



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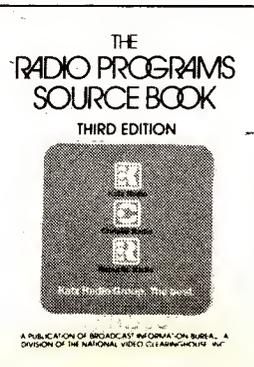
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Why are more stations than ever choosing Surrey?

In the last year, Surrey Research has been privileged to experience its greatest clientele growth ever. Among reasons most commonly given for choosing Surrey are their superior quality, past performance and vast experience in radio research. Beyond this more general reasoning, some stations are pointing to more specific features. Here are just a few repeated most often.

Clarity of Research

As most programmers will agree, the clarity of research is vital to its usefulness. At Surrey our attempt is to design and display research in its clearest, most concise and easiest to put to use form. One example of this is offered in our *A & O Auditorium Music Testing*. Results are presented to you alphabetically by artist, in rank-order and also in a page-by-page

cross-tabulation of each song's level of appeal to your key audience groups. To assist you in distinguishing the winners from the losers,

Surrey applies *color-coding* to each ranked title. This exclusive Surrey feature puts an end to the once burdensome task of determining the cut-off point in Music Test results.



Stringent Recruiting Methodologies

One of the most important aspects of qualified research is the assembly of those individuals whose opinions most reflect that of your *core-listener*. This approach, as opposed to the often used targeted-demo



concept, ensures you a representation of people more closely identified to your "perfect" listener. Not only does Surrey encourage this more defined sample of your desired audience, but additionally seeks those types of individuals most prone to participate in a rating study. We call them *diary-types*. Aside from your study providing you with listener data, this added recruiting technique lends itself well to the one thing you strive for most—ratings efficiency.

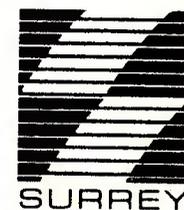
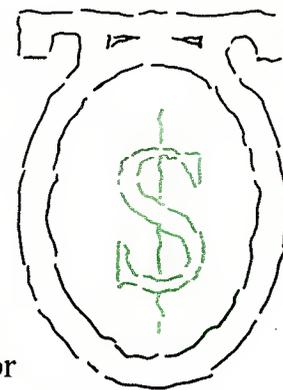
Affordability

Understandably, cost is a key in determining the amount of research you're able to acquire. Now for

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Plop Goes The Country?

Has the Urban Cowboy walked forlornly into the sunset with the Coal Miner's Daughter? The Country craze of five years ago has entered into a sales slump possibly worse than before Travolta and Winger turned the industry into a mechanical bull market. Rhinestones have replaced diamonds on designer hats and lizard-skin boots, and the honeysuckle rose has sprouted thorns.

Country music is no longer the trendsetter of the trendy set. As a format it is "out," except to the traditional loyalists, and a friendly debate has arisen over how to bring back some of the audience that country enjoyed only a few short years ago. Some critics feel the key is targeting younger demos (read: record buyers). Others feel country should maintain its integrity by not selling out to consumerism. The following commentaries by Ed Salamon, Exec. VP/Programming at United Stations, and Lee Arnold, host of Mutual's "Lee Arnold On A Country Road," present different network views on the state of country music and radio today.

Lee Arnold:

The demise of the Urban Cowboy syndrome came at a time when country needed something different. Country has always survived because of a number of things, one of them being *change*. Change in the music, change in the artist, change in the lyrics, change in the infusion of crossover. Five years ago we had a lot of people come through wearing big boots and hats, and when that faded we moved on.

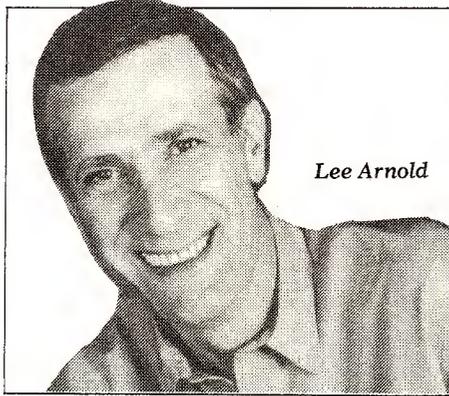
Part of the reason country is suffering is because we aren't seeing the kind of product we got in the late '70s. We are getting a lot of new artists such as George Strait, Ricky Skaggs, Gene Watson, and Reba McEntire — who are all very traditional —

"We have to do something that will appeal to most of the people most of the time. We need to develop a stronger base of new artists in Nashville, artists who will appeal to a wider demo than country usually aims for. The prime Country demo is 25-54, but we might get some people under 25 to listen if we had some crossover product."

but we don't have enough of the swing artists, the crossover artists — like Kenny Rogers and Dolly Parton. As a country traditionalist I love Lefty Frizzell and Hank Williams, but we have to do something that will appeal to most of the people most of the time. We need to develop a stronger base of new artists in Nashville, artists who will appeal to a wider demo than country usually aims for. The prime Country demo is 25-54, but we might get some people under 25 to listen if we had some crossover product.

Who's On First

You can't really point a finger at anyone for creating this problem. We all have to share the responsibility: radio, producers, artists, and songwriters. Radio bludgeons a lot of product to death with heavy rotation, and it doesn't really know what the listener wants to hear. Program and music directors are supposed to be tuned in, but it is the



Lee Arnold

"If we are going to attract more listeners to country we have to make it more appealing. The Urban Cowboy listeners became bored with Country, so we must redefine our approach. We have to offer new features and give them something to listen for."

DJ who answers the phone when it rings; He's the one who knows what people want. The air personality listens to the people at concerts, he talks to them in bars — that's the best damned research possible.

If we are going to attract more listeners to Country we have to make it more appealing. The Urban Cowboy listeners became bored with Country, so we must redefine our approach. We have to offer new features and give them something to listen for.

Refining And Redefining

There are two basic types of Country listeners — traditional and contemporary. If we redefine our approach to Country we may alienate the traditionalists, but as any good general will agree, you must make sacrifices to gain ground. We have to maintain our game plan. This may cause us to lose some of our loyal people, but we have to look at what we stand to gain. Eventually we're going to get the younger people — the listeners who happen to like country music and also are part of the record-buying public. The mom-and-pop audience doesn't buy records, so we have to go after the listeners who will.

If a Country station wants to regain the base it has lost to other formats, it should consider changing the music structure. Change the rotation, take a closer look at the recurrents and oldies, program more album cuts, feature a lot of call-ins, and schedule a lot of contests. In a way you have to sell the sizzle instead of the steak, and once you hook them they'll love the steak. But you can't let a computer cook it.

Both the radio and record industries know country is in rough water, but no one seems to know what to do. It's like when a ship is sinking, but you don't know how to plug the holes.

Network Spots

Country Today

MJI Broadcasting is introducing "Country Today," a weekly hour magazine show featuring country artists and music. The new show, which is scheduled to debut May 1, will combine 85% music with news and special features including "Ask The Stars," "On The Road," "Country Trivia," and "Country Today Digest with Kip Kirby." Each show will also contain an interview with a leading country artist. WHN/New York air personality Dan Taylor will serve as host of the show.



Ricky Skaggs and MJI's Lori Pinkerton

Guests featured on the show include Ricky Skaggs, Mel Tillis, and Reba McEntire.

For more information, call Abbe Harris at (212) 245-5010.

Pre-Game Program Hypes Hoops

The CBS-NCAA Radio Network has announced the addition of two three-hour call-in programs to build pregame excitement for the NCAA Championship Basketball Coverage. The two programs, which are set to be broadcast around the 11-game post-season schedule, will feature the opinions of fans, coaches, and various sports personalities. The first program will be aired on March 10, following the announcement of the 64 teams to receive NCAA bids. Veteran Kentucky sportscaster Cawood Ledford will serve as host of the first show and will co-host the second show (to be broadcast 3/29) with Big East Conference Commissioner Dave Gavitt.

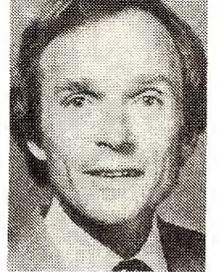
The CBS-NCAA Radio Network, a joint venture of the CBS Radio Network and Host Communications, Inc., will also broadcast the four regional

semifinals, the regional finals, the final four, and the national championship title game. The playoffs begin in Providence on March 21 and conclude on April 1 in Lexington's Rupp Arena.

For more information, call (212) 975-4321.

Cavett To Cavort On Campaign

National Public Radio has announced that Dick Cavett will serve as host for the first day of Public Radio Campaign '85, on April 22. The campaign, which is scheduled for April 22-27, is part of a longterm plan of fundraising and promotional drives for NPR's participating member stations. Other nationally-known figures joining Cavett in the campaign include Jean Stapleton, Emmylou Harris, Steve Allen, David Ogden Stiers, violinist Pinchas Zukerman, naturalist David Attenborough, and conductor Mstislav Rostropovich. The Sheraton Universal Hotel in Los Angeles and The St. Regis-Sheraton Hotel in New York City will be used as on-location studios for live satellite hook-ups for the campaign's guest appearances.



Dick Cavett

For further details, contact Deborah Weingrad at (202) 822-2305.

Rabbit Run

Public Interest Affiliates and Malrite Communications have collaborated to bring a long-time holiday favorite — "The Velveteen Rabbit" — to radio. The story, widely acclaimed and popular worldwide, is the story of an abandoned stuffed rabbit which is suddenly transformed and given life through the attention of a young boy. The program, syndicated on a barter basis through PIA, has already been cleared by 150 stations. The first scheduled broadcast of the half-hour special presentation is March 31.

Contact Paula Lee at (312) 943-8888 for more details.

Ed Salamon:

Country music has never been in better shape. When Ricky Skaggs can put out an album that is undeniably country from cut to cut, and every album he puts out sells over 500,000 copies, you can't argue that country isn't doing well. We've never had country music sales like that.

When you compare the 1970s to today, you're definitely going to find some differences. But country in the '70s had a lot of crossover records — things by Kenny Rogers or the Eagles — that not only appealed to country fans but to a broader audience as well. Today, if you buy a Ricky Skaggs album, you are probably a big fan of country because that is what is on the album.



Ed Salamon

"If you look down the charts you'll see that artists are recording music with less crossover appeal, with more concern for a true country sound. As a result they aren't getting played on multiple formats as they were before, and they're not heard by non-country fans."

If you look down the charts you'll see that artists are recording music with less crossover appeal, with more concern for a true country sound. As a result they aren't getting played on multiple formats as they were before, and they're not heard by non-country fans. But country records are selling. The difference is that in the '70s and early '80s, country records were being bought by more than just a country audience. Urban Cowboy music was not strictly country is appeal.

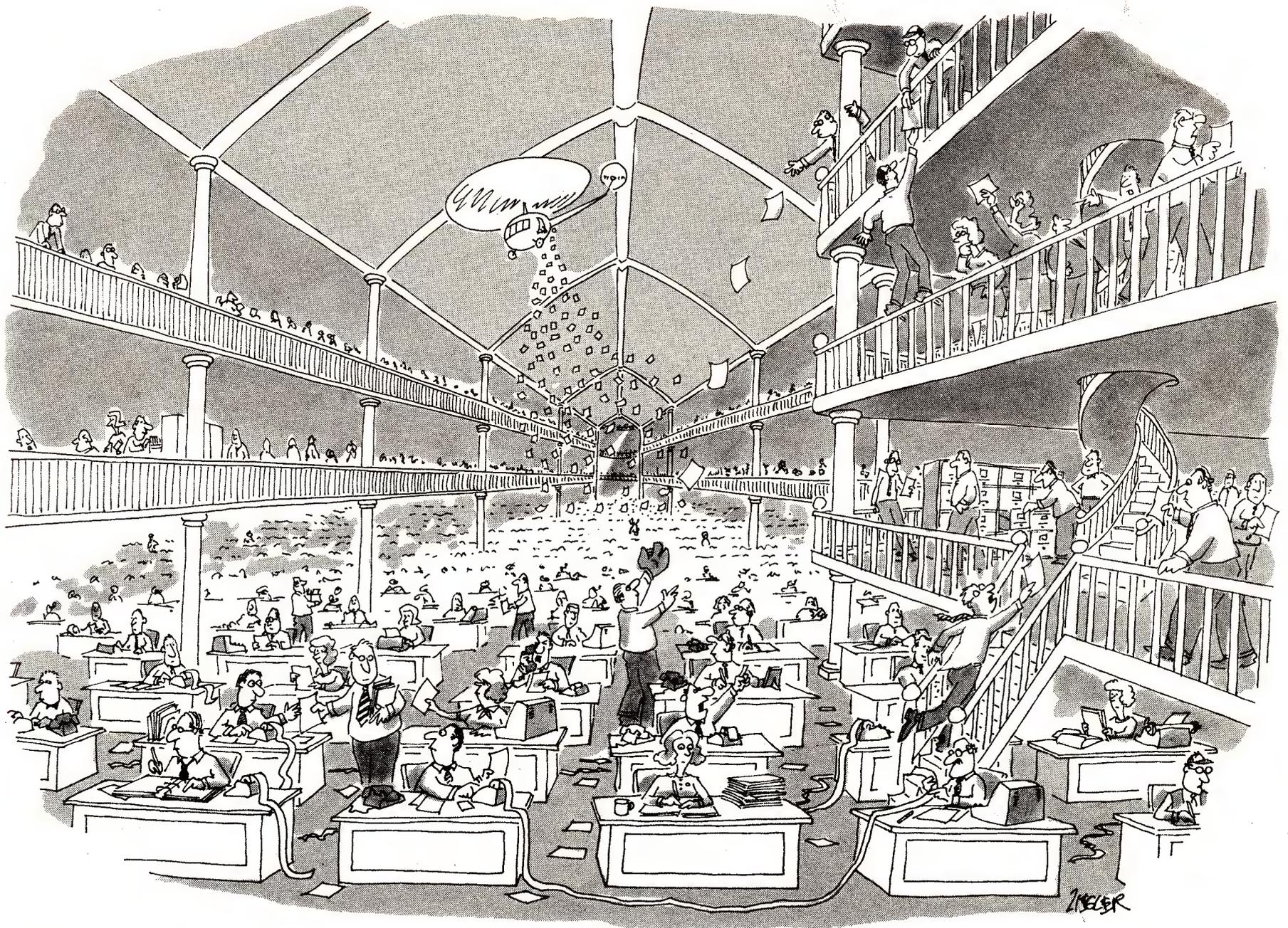
A lot of the success in the '70s and '80s was based on crossover, which by definition is product that appeals to more people than in a particular audience group. Today a lot of artists are making wonderful records by appealing only to the people who like wonderful country music. These artists aren't looking for crossover success — they just want to make music that is important to them and important to country.

Crimestoppers

It certainly isn't a crime to try to reach a broad crossover audience, nor is it a crime to maintain your integrity and make music that might not have a broad audience and sell a lot of records. Ricky Skaggs takes this approach, and his music sells more records than "straight" country records in the crossover era ever did.

There is a lack of crossover product available, radio included. Because of this lack of crossover material, these stations don't appeal to the crossover audience — and have less appeal. But a lot of stations, like the artists, are very concerned with their integrity of being a Country radio station. They choose to play music which serves their country audience, and don't feel a need to attract other listeners.

Country fans on the whole are more satisfied than ever with what is happening in radio today — the return to music that people can recognize as country.



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Marty Greenberg, Duffy Broadcasting

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R&R MUSIC CALENDAR

NEWS & INFORMATION FEATURES MARCH 11-15

The Weekend	
MARCH 16-17	
The Countdown (WO) Rebbie Jackson/Whispers	
Countdown America With John Leader (RKO) DeBarge	
Country Report Countdown (WRN) Willie Nelson/Kris Kristofferson/Gene Watson	
Dick Clark's Rock, Roll, & Remember (US) Grassroots	
Dr. Demento (WO) Doctor's Choice	
Future Hits (WO) Hall & Oates/John Fogerty/Kenny Loggins	
The Great Sounds (US) Nelson Riddle	
Hot Ones (RKO) Bryan Adams	
King Biscuit Flower Hour (ABCR) John Hiatt/Missing Persons	
Metalshop (MJI) Wolf Hoffman	
Musical! (WO) "Guys & Dolls"/Tony winning actresses/ Rita Moreno	
On The Radio (NSBA) Tina Turner	
Power Cuts (GSN) Deep Purple	
Rick Dees' Weekly Top 40 (US) John Fogerty	
Rock Album Countdown (WO) Alan Parsons/Don Henley	
Rock Chronicles (WO) Grammy winners/Foreigner/ George Thorogood	
Rock Over London (RI) Lenny Zuckattack	
Rock Stars '85 (BRE) Hall & Oates	
Scott Shannon's Rockin' America Top 30 (WO) David Lee Roth/Mick Jagger/Bryan Adams	
Silver Eagle (ABCE) Tammy Wynette/Mark Gray	
Solid Gold Saturday Night (RKO) Gene Pitney (3/16)	
Street Beat (BRE) Chaka Kahn/Tina Turner	
Super Gold (TRAN) Rolling Stones (3/16)	
Superstar Profiles (BRE) Linda Ronstadt	
Superstar Rock Concert (WO) Bryan Adams	
Weekly Country Music Countdown (US) George Strait	

The Week Of	
MARCH 18-22	
Country Closeup (NP) Loretta Lynn	
Earth News (WO) Janet Jones/John Hughes/Judd Nelson/ Kelly Preston	
Encore With William B. Williams (WO) Dinah Shore/Jo Stafford	
Live From Gilley's (WO) Asleep At The Wheel	
Music Makers (NP) Jerry Herman	
Off The Record (WO) REO Speedwagon/Julian Lennon/John Hunter	
Off The Record Special (WO) Phil Collins	
Pop Concert (WO) Al Jarreau	
Special Edition (WO) Temptations	
Star Trak (WO) Cars/Commodores/Animation	

Monday 18	
MARCH	
American Music Magazine w/Rick Dees (US) Don Henley	
Country Report (WRN) Gail Davies/Mel Tillis	
Solid Gold Country (US) Charley Pride birthday salute	

Tuesday 19	
MARCH	
American Music Magazine w/Rick Dees (US) Cars	
Country Report (WRN) Lacy J. Dalton/Mel McDaniel	
Solid Gold Country (US) Famous ladies	

Wednesday 20	
MARCH	
American Music Magazine w/Rick Dees (US) Mick Jagger/Cyndi Lauper	
Country Report (WRN) Gail Davies/Mel Tillis	
Solid Gold Country (US) Chet Atkins	

Thursday 21	
MARCH	
American Music Magazine w/Rick Dees (US) Dan Hartman	
Country Report (WRN) Lacy J. Dalton/Mel McDaniel	
Solid Gold Country (US) Feature year: 1978	

Friday 22	
MARCH	
American Music Magazine w/Rick Dees (US) Julian Lennon	
Country Report (WRN) Gail Davies/Lacy J. Dalton	
Solid Gold Country (US) Country's best actors	



PROGRAM SUPPLIERS KEY

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

Comedy	
Daily Feed (DCA) Bankers learn farming/warm weather update/your radio's deductible/good news shorts/arms talks rigged	
Radio Hotline (ASR) Skip & Roy/five-cent athlete/fantastic diet/lazy man's way to riches/giant donkey	
Stevens' & Grdnic's Comedy Drop-ins (ASR) Parking report/making of a commercial/mind control/grand total/what stinks?	
Laugh Machine (ASR) Kip Adotta/Bob & Ray/Gallagher/ George Carlin/Robert Klein	

General Information	
American Focus (FOY) Garry Marshall (3/8-9)	
Computer Program (PRN) Computer origins/ENIAC/chips/CPUs/home appliances	
Ed Busch Talk Show (AP) MADD/recipes (3/9) Nazi hunt/ghetto education/predicting (3/10)	
News Blimp (PRN) Personal pin-ups/Detroit racers/TV incest/pre-school school/revealing faces	
Something You Should Know (SBS) Falling in love (3/11-12) Being a good boss (3/13) Making decisions (3/14)	
Sound Advice (PRN) Hi-fi origins/Edison/record holes	

Lifestyle	
Beat The System (RKO1) Getting off mailing lists (3/12) Counterfeits (3/14)	
Mind Games (RKO1) Risky business (3/11) Droids (3/12) Atypical depression (3/13) Working out (3/14) Normal neurotics (3/15)	
Public Affairs (PIA) Crime & punishment in America (3/10)	
Smart Money (RKO1) Your kids & your money (3/11) Non-defense portfolios (3/13) Know your boss (3/15)	
Straight Talk (PIA) Caffeine & fatigue (3/11) Grandma's remedies (3/12) Blood pressure/salt (3/13) Apples (3/14) How much fibre (3/15)	
Waldenbooks Review (WO) Studs Terkel/"Moscow Rules"/ "The Enchantress"	

NETWORK PROMOS

● **Corinne Baldassano** has been named Manager/Affiliate Acquisition and Development for **RKO Radio Networks**. Baldassano will be responsible for selling the network and its programming to radio stations in the Northeast. Before joining RKO, Baldassano free-lanced as a producer and consultant to various broadcasting companies. Prior to that she spent three years as Director/Programming at the **ABC Contemporary** and **FM Networks**, and also served as PD at **KAUM/Houston** (now **KSSR**) and **WSAI/Cincinnati**.

● **CBS Radio News** has named **Peter Wells** Weekend News Manager. Wells joined CBS News in 1966 as a producer/writer and became Executive Producer in 1967. In 1969, he was named Executive Producer for CBS News Public Affairs broadcasts. Prior to joining the network, Wells was a producer and newswriter for **WCBS-AM**, the CBS-owned station in New York.



FOR YOUR INFORMATION — **WJR/Detroit** recently switched network affiliations, become the latest station to sign with the **ABC Information Network**. Pictured during the contract signing are (bottom l-r) **WJR's Ron Pancratz** and **ABC's Bob Benson**, and (top l-r) **ABC's Stuart Krone** and **John Axten**.

The American Comedy Network wants to help your station fight drunk driving and avoid listener tune-out.

If you'd like to broadcast A.C.N.'s new series of unusual "Think Before You Drink" PSA's, call us at 203-

384-9443 or send us a letter at our address. This full series of four 60-second commercials is now available

to all stations in all markets at no cost as a special industry service of A.C.N.

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 Bridgeport, CT 06604-4277

Think Before You Drink

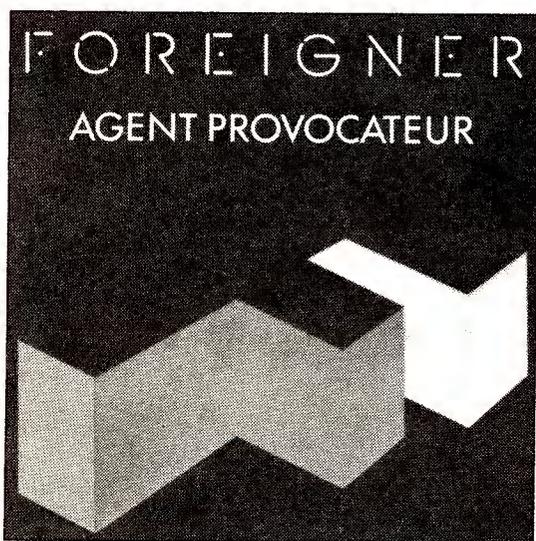
ATLANTIC BUSTS THE CHARTS AT THE SEAMS



"RADIOACTIVE" 7-89586
The first single from
THE FIRM'S
debut album.

81239
Produced by Jimmy Page and Paul Rodgers
© 1985 Jimmy Page & Paul Rodgers

CHR BREAKERS



"THAT WAS YESTERDAY" 7-89571
the second single from
FOREIGNER'S
soon-to-be double platinum album,
"AGENT PROVOCATEUR."

81999
Producers: Alex Sadkin & Mick Jones
Management: Bud Prager/E.S.P. Management, Inc.

CHR BREAKERS



On Atlantic Records and Cassettes

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Street Talk

If you're looking for someone to fill that opening at your station, be sure to check R&R's new weekly feature, "Pros On the Loose" (see Page 15). With so many talented people moving around each week, it's an easy and helpful way to make sure you know where to find them.

Although no one would confirm it at presstime, place your bets on veteran personality **BILL GARDNER** being named **K101/SAN FRANCISCO's** new PD/morning man next week. Departing as the afternoon driver at **KLZZ/SAN DIEGO**, Bill has also worked on-air at **KVIL/Dallas**, **WFYR/Chicago**, and **KLLS/San Antonio**. We also hear **KZBS/OKLAHOMA CITY** morning ace **MIKE DONOHUE** will replace Bill at **KLZZ**.



What seemed to be a little game apparently took a serious turn for **WUSN/CHICAGO**. In an open letter published in the *Sun-Times* February 14, GM **DREW HOROWITZ** apologized for any negative reaction to US99's "Strip Search" game played by afternoon personality **BILL GARCIA**. The station invited readers to respond as to whether the promotion should be continued.

According to **ALL-PRO** President **WILLIE DAVIS**, Exec. VP **L. DAVID MOORHEAD** has resigned, although he will be retained as a consultant for some time. No replacement has been named after what is being described as a "general parting of the ways."

In a continuing string of appointments and promotions at **MOTOWN**, look for **MAURICE WATKINS** to be named the label's new Director/National R&B Promotion. Details next week in **R&R**.

PD changes abound, as stations scramble in preparation for the spring ratings: CHR veteran **TODD CHASE** will try his hand at AOR when he steps in at **KLPX/TUCSON** March 15 . . . **WRVQ/RICHMOND** has tapped MD **BOB LEWIS** as PD, taking over for **BOB McNEILL**, who segues to the PD chair at **WMXJ/Ft. LAUDERDALE** . . . **94TYX/JACKSON** PD **JIM CHICK** hands the programming baton to MD **BILL CREWS**, but remains as the station's wakeup service.

KZFM/CORPUS CHRISTI has boosted Asst. PD/MD **MERYL GINSBURG** to Program Director, replacing **AL CARSON**, who's bound for **WYMJ/DAYTON**. Filling Meryl's shoes is **TOD TUCKER** . . . **TODD HALLIDY** is the new programmer at **WCRO/JOHNSTOWN, PA**; he was most recently PD at **WKFM/Syracuse** . . . **STEVE CRAIG** steps up from Production Director at **Z95/SALT LAKE CITY** to PD at co-

Didja Hear The One About . . . ?

KKCI/KANSAS CITY morning man **RANDY MILLER** told an off-color joke offering advice to a newlywed. It made listener Sharon Jenkins so angry that she called **KKCI** to speak to someone in management. As luck would have it, Randy got the call and impersonated the GM. Putting her on the air without prior permission or knowledge, he asked her

to repeat the joke which upset her so much. She did, and when her friends called to tell of her on-air comic debut, Jenkins hit the ceiling. Another call came into **KKCI** demanding the owner, but once again Randy fielded the call and convinced her he was GM John Kaiser. After being conned into repeating the story a second time, Sharon took action by writing the **FCC**. PD **FRANK HANEL** told **R&R**, "This made the front page of the papers. I've been looking for great publicity since I've been here, but not like this." **KKCI's** lawyers avoided an FCC sanction against **KKCI**, which immediately tightened its policy on putting phone calls on the air.

owned **KEYY/PROVO** . . . Former **Z95 OM DAN LOPEZ** is now MD at **KMGC/DALLAS**.

More? Yep. **BRIAN CASEY**, last at **KQ92/Olympia, WA**, is the new PD at **KO93/MODESTO**, replacing **MIKE NOVAK** . . . **KWXL/ALBUQUERQUE** PD **IRA GORDON** leaves for airwork at **KBCO/BOULDER** . . . **KQDI & K106/GREAT FALLS OM/**PD **JAY HAMILTON** has resigned to rejoin **KMPS-FM/SEATTLE** as an air personality.

Some quality airshift openings to report, as Easy Listening outlet **KODA/HOUSTON** is seeking a major market talent for its morning slot. Contact OM Ken Rogulski at (713) 622-1010. Also in need of an AM drive personality is **WLTE/MINNEAPOLIS** PD Tom Graye: (612) 339-1029. But if you'd rather be in Phoenix, send your T&R to **KOPA** PD Reggie Blackwell for that station's night opening, as **DALLAS KINCAID's** moved to **WLS-FM/CHICAGO**. Also off to Chicago is **TONY "WILD CHILD" HAMILTON**, who joins **B96** for nights from **WZUU/MILWAUKEE**.

Continued on Page 24



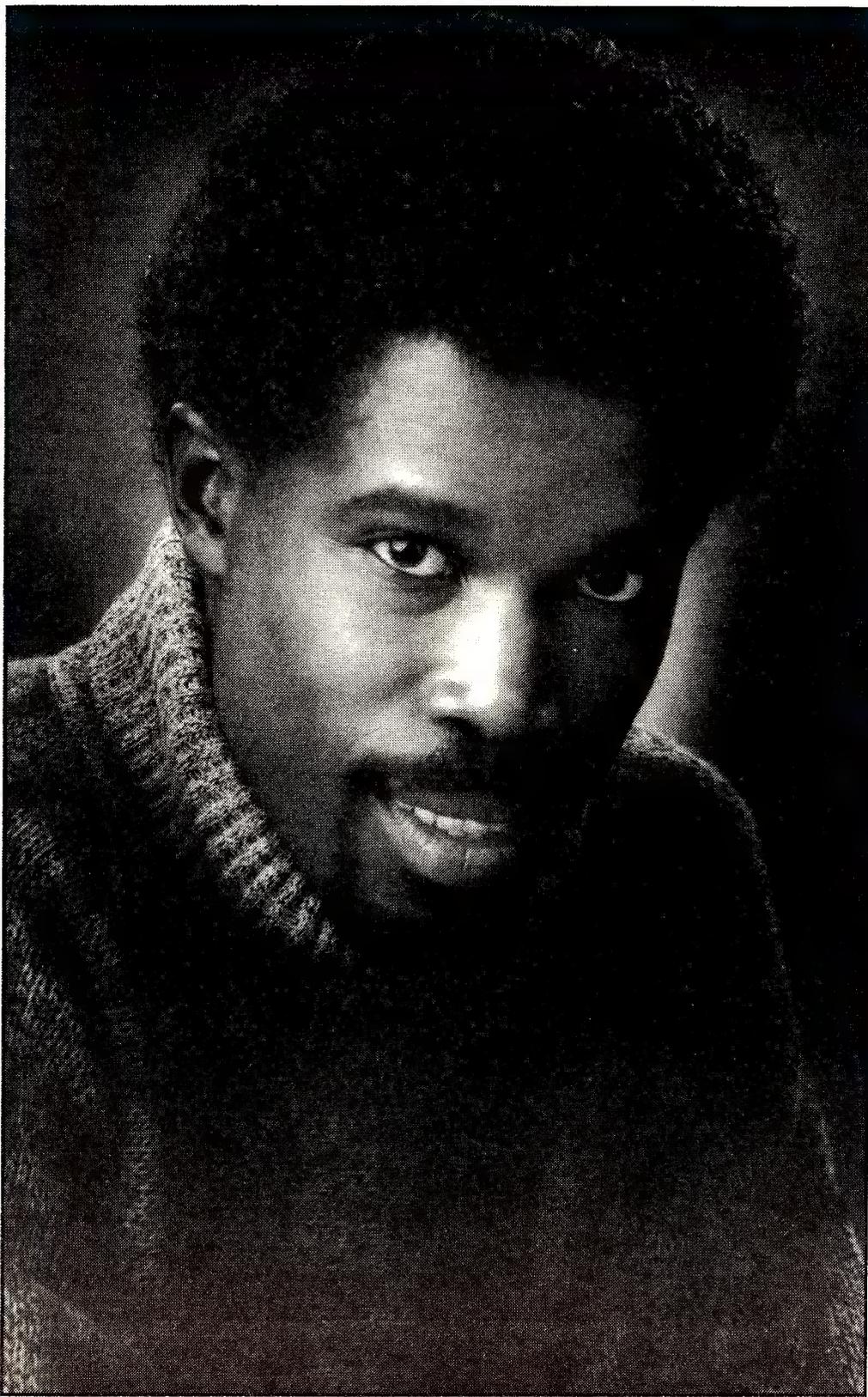
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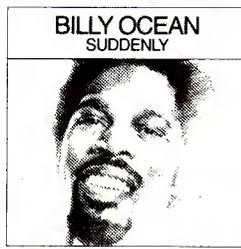
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TOGETHER
FOR BILLY OCEAN.

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- 3/2 Los Angeles
- 3/3 Oakland
- 3/4 Santa Rosa
- 3/5 Santa Cruz
- 3/6 Ventura
- 3/8 Tucson
- 3/9 Albuquerque
- 3/11 Dallas
- 3/12 Austin
- 3/13 Shreveport
- 3/15 Tampa
- 3/16 Miami
- 3/17 Greensboro
- 3/18 Atlanta
- 3/19 Savannah
- 3/20 Bowie Creek
- 3/22-3/23 Westbury
- 3/24 Valley Forge
- 3/27 Miami
- 3/28-3/30 Trinidad



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"Blowing Up Detroit"

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BLOWING UP PHONES

JOHN PALUMBO

IS
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KNOCKING OUT BROADWAY
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CHR BREAKING

WMAR WJXQ WJBQ
WERZ WRQN KQIZ-FM
KHFI WKHI WHSL

AOR/ALBUMS NEW & ACTIVE

WIYY KGB WRCN WWTR WCPZ
KBCO WHFS WOOS WBSW KRQU
91X WLIR WARX WCXT KMBY
KTYD



39950

 HME RECORDS

Distributed by CBS Records, Inc.

Street Talk

Continued from Page 22

A tip of the hat to **WMMR/PHILADELPHIA**, whose radiothon raised \$119,000 for UNICEF to aid Ethiopian famine victims.



To Russia With Winner: From the ridiculous to the preposterous comes the latest contest from **WMGG/TAMPA** morning personality **JOHN LANIGAN** who poses the puzzler, "When will Constantine Chernenko kick the bucket?" The person closest to predicting the exact time and date of the Soviet leader's expiration date wins a \$1500 all-expenses-paid roundtrip ticket to Moscow, including transfers, meals, and accommodations for three days to see Chernenko's funeral. Runners-up receive jars of Russian caviar and bottles of vodka. Any listener complaints? "Nyet! Well, maybe a few," according to PD Scott Robbins, who has restricted the contest to John's show. However, the bit grabbed front-page ink in the local paper with the headline "Morning DJ's Contest Is Never Mourning."

Several newspeople are also on the move this week, as **JEFF YOUNG** has left **WAPP/NEW YORK** to join rival **Z100** as News Director; **CLAIRE "News Briefs" STEVENS** remains as Jeff's assistant . . . **ROB WILLIAMS** has landed as News Director for **KESI(STAR-106)/SAN ANTONIO** . . . **WMGN/MADISON ND BOYD R. BRITTON** has joined **WZUU/MILWAUKEE** in a similar capacity, rejoining 'ZUU PD John Driscoll; the two worked together in the '70s at **KTNQ/Los Angeles**.

A couple of newly-licensed Hot Hits stations, this time in the medium market arena: **WNOK-FM/COLUMBIA** and **WCKN/GREENVILLE, SC**.



Laurie Woolson-CROFT has been promoted to Music Director for **JEFF POLLACK COMMUNICATIONS**. She'll be coordinating information and release schedules for the company and its client stations.
Format flips: After 12 years as a CHR, **WYFM/YOUNGSTOWN** has opted for A/C. PD **JEFF TOBIN** remains in charge, and has assembled a new airstaff at the "New Y103-FM".

WKBX/SAVANNAH has ended its Satellite Music Network Country offering for Oldies, picking up new calls **WBMQ** . . . Following its change from AOR to Classical, **KRCK/PORTLAND** is now **KYTE-FM**.

Boston radio research maven **LAURA ASHTON** has been named Research Director for **WLS-AM & FM/CHICAGO**. She'll be handling audience, programming, sales and music research for the two stations.

ARISTA Associate Director/Album Promotion **PAUL YESKEL** has left to go independent, and can be reached at (201) 567-5931.

WANDA WILLIAMSON has been elected VP of **COMMUNITY SERVICE BROADCASTING**, a six-station chain with stations in Illinois, Tennessee, and West Virginia.

Belated congrats are in order to **MATTHEW BELL**, who's moved up from Sales Manager to GM at **WQAM/MIAMI**. Upstate in Jacksonville, former **WQUE-FM/New Orleans** **GSM PAUL ROGERS** was named GM at **WFYV**. Not far away, **WMFM/GAINESVILLE, FL** dropped Beautiful Music for Country, adopting new calls **WYGC (GC-101)**. **CLAY HOLLADAY** is the new GM, **STEVE STEPHENSON** becomes GSM, and **JIM QUIN** ankles the OM duties.

After 17 years on the same mid-morning shift, **WIP/PHILADELPHIA** personality **BILL WEBER** has shifted to evenings. A magazine show called "Info-Tainment" will now be heard on Bill's former shift.

Get-well-quick wishes to **KIIS-AM & FM/LOS ANGELES** morning teammate "Coach" **CHARLEYE WRIGHT**, who's recovering nicely from a kidney transplant.



Bootie Duty: To **WNYS/Buffalo** PD **BILL TOD** and wife Jeannie on the birth of William Matthew . . .

To **KGOT/Anchorage** PD **KAY TAYLOR**, who produced *Lena* (2-21) . . . **91X/San Diego MD STEVE WEST** and wife Debbie brought forth *Natasha Marilyn* . . . And **WNOX/Knoxville** morning man **STEVE HARRISON** and wife Linda welcomed daughter Emily Elizabeth, born on Valentine's Day.

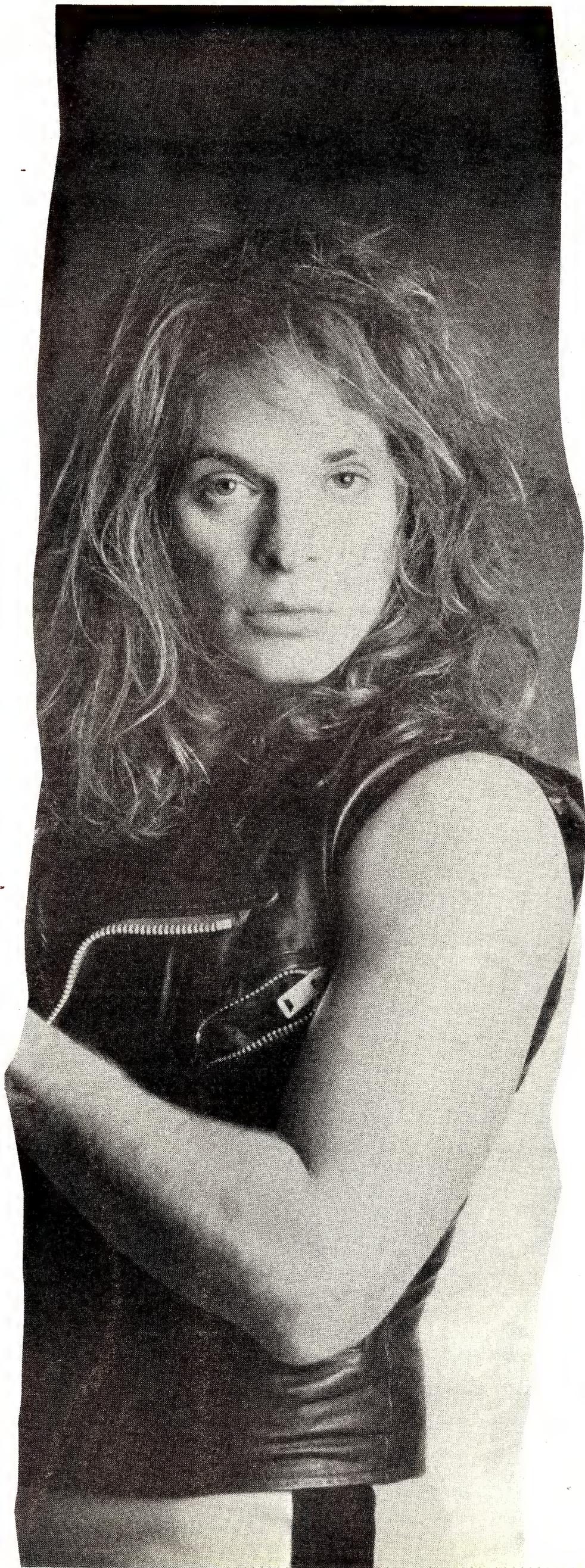
LIGHT AT THE END OF THE HALLWAY DEPT. — As reported last week, our infamous power outage on deadline night forced everyone at **R&R** to work by candlelight, and kept label folks waiting until the wee hours for their music charts. Just to make sure that doesn't happen again, a sympathetic **WARNER BROS.** Sr. VP **RUSS THYRET** promptly dispatched a wheelbarrow full of Black & Decker rechargeable Spotlitter flashlights to **R&R** headquarters. They immediately went into "light" rotation, and thanks to Russ, we'll never be in the dark again. Now if we can get some batteries to power the computers . . .

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Help David Lee Roth Get It Up

(The Charts)

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

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



Management

AN EMPLOYEE PERSPECTIVE

Effective Internal Communications, Part II By Gary Kaplan

Effective internal communications basically relies on that old adage "What goes up must (or should) come down." My last column discussed management's role in achieving that goal. This time around we will take it from the employee's perspective.

Professional Growth

Whether lower/middle management or aspiring to management ranks, as an employee it is important to realize that communication skills are a stepping stone to continued professional growth. So it is imperative that you listen as well as talk. And since you will be working with different types of people, keep an open and flexible mind. Though you may not — and should not — agree with everything anyone says, you definitely should not automatically toss his or her comments aside.

The employee communications process also includes other areas I have covered in previous columns. To briefly reiterate, they are: read, pass along pertinent articles, ask questions and, maybe most important, learn all you can about your station or company, not just your particular department. Without that kind of background preparation (e.g., target demos, past history, successful ad campaigns), you cannot talk knowledgeably about or develop workable ideas for improved productivity, contests, or sales promotions.

A positive, confident attitude is another added plus in effective communications. Be sure, however, to straddle the fence between doomsday pessimism and fruitless pie-in-the-sky optimism.

Boss Relations

The first thing you should under-

stand in employee-boss communications is this: it is the employee's task to make his boss's job as easy as possible. To do that you must study your boss — what makes him who he is, why does he react the way he does in certain situations, how did he get to where he is now; in short, what makes him tick? Profiling your boss this way can help you determine the best time to approach him with a problem, solution, or idea brainstorm.

Here again, flexibility plays a major role. The more you under-

stand your boss, the easier it will be to work with him and accommodate his idiosyncrasies. There's also less chance of your storing up defensive and retaliatory feelings toward him or her, and the more open the communication lines will be.

"Better communication and understanding with your boss means developing the talent of anticipation. In other words, do not sit and wait to be told what to do next."

stand your boss, the easier it will be to work with him and accommodate his idiosyncrasies. There's also less chance of your storing up defensive and retaliatory feelings toward him or her, and the more open the communication lines will be.

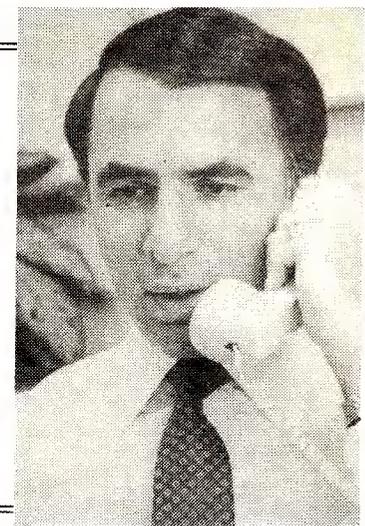
To many, communication is done verbally. Sure, it is definitely easier to pick up the phone or intercom and call. However, in business, especially between boss and employee, written communications is just as, if not more, impor-

tant than verbal communications. Memos circumvent any misunderstandings that may crop up and confirm (in black-and-white) verbal instructions. They protect you from your boss and both of you from the honchos higher up. How frequently these memos are circulated depends on what is conducive to that particular work environment (once a week, once or twice a month). Memos may cover a variety of subjects: updates on policy or personnel changes, upcoming projects or sales campaigns, staff meetings, etc.

Written communications should be brief and to the point, restricted to details on the subject at hand. Refrain from using the word I in

these memos. Talk in plurals like we, us, or our, which shows team spirit and insures everyone benefits. Better communication and understanding with your boss also means developing the talent of anticipation. In other words, do not sit and wait to be asked or told what to do next. Show initiative. If you see something about to happen (e.g., the potential loss of a major retail account to a rival station), gather the necessary information in advance and have it at your boss's disposal.

Gary Kaplan presently serves as Executive VP/Partner of Garofolo, Curtiss & Kaplan, a national executive search firm headquartered in Philadelphia. In addition to heading the Los Angeles office, Gary is responsible for the firm's entertainment and broadcasting specialty practice. During the last five years he was Sr. Partner with a major international executive search firm. All in all, Kaplan has 20 years' experience as a personnel professional.



As you anticipate the boss's needs, however, be careful not to overstep your boundaries. You can go overboard helping your leader and reach the point where you start making decisions for him. You tread outside your employee territory then, becoming a threat rather than a help. And rather than praise, your reward may be an unceremonious boot out the door.

That is not to say you should sit on any possible solutions or ideas you may have. At the appropriate moment, go in to the boss and say, "We have so and so problem, which we can solve several different ways (proceed to list the various solutions). I think this route may be the answer, but what do you think?" By approaching the situation in this manner, you have offered your thoughts and not usurped your superior's decision-making role. Bear in mind that there is always more than one option in solving a problem, so never go in with only one answer.

Again, whatever major decision the boss approves of, confirm the encounter in writing. And also remember that you should be thoroughly objective with any ideas you come up with — meaning you should let the boss know all the positives and negatives.

If you follow the preceding guidelines, the boss will discover you are an invaluable employee and move you up as he advances.

Playing The Game

One of the best ways to improve office interpersonal communications is to replace the politically-

motivated people-games with a more frank and honest approach. Better known in management circles as "leveling," this method advocates openness and truthfulness and, as Cathrina Bauby writes in "Understanding Each Other," alleviates the doubt, suspicion, emotional stress and other pressures this game-playing causes. Bauby recommends several ground rules to follow for a successful leveling session:

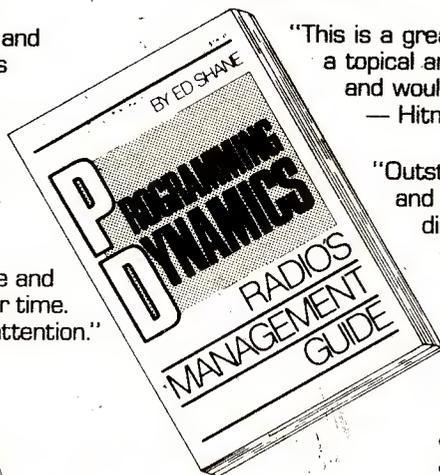
- Level about ideas, not people; at behavior, not at the person
- Direct your remarks to the person at fault. Level with your boss if he gripes at you; don't take it out on a co-worker
- Stage your leveling sessions in a private area; listeners demean the intent
- Make your point once and don't keep harping on it
- Don't let your irritations or frustrations fester; say something as quickly as possible
- Once you level about something and the point is understood, don't dwell on it. Move forward
- Level about one major issue at a time
- Level about things that can be changed
- Don't beat around the bush. Get to the point quickly
- Once you make your point, don't apologize for it
- Avoid sarcasm
- When leveling, look at the person; indicates integrity
- Hold your nervous and fidgety habits in check
- Close the session with an encouraging remark; i.e., "I know you can do it."

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Ed Shane is a broadcast management and programming consultant whose credits include successful stations with Contemporary Hits, Album Rock, Oldies and News-Talk formats. He draws on over 20 years of major market experience to outline strategies to help you beat the competition.

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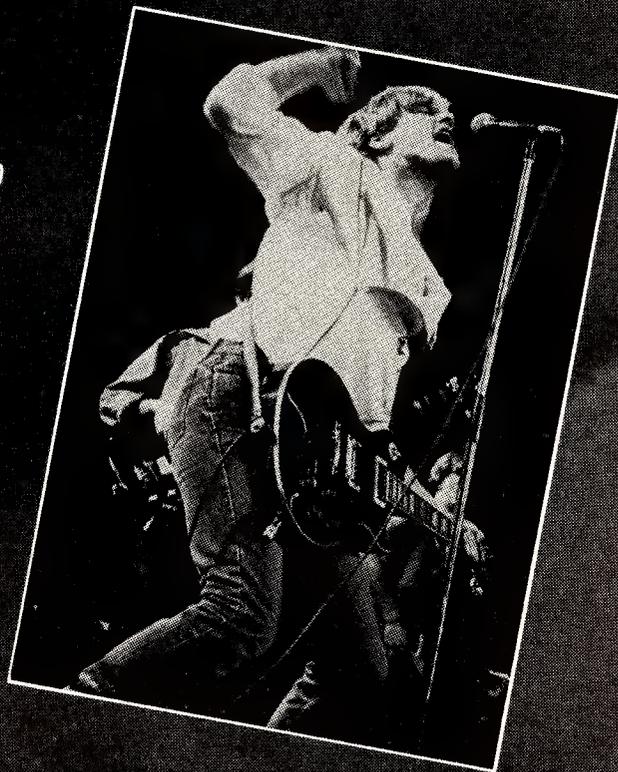
BRYAN ADAMS IN CONCERT

Get reckless with Bryan Adams the weekend of March 16, when more than 450 Westwood One Radio Network affiliates throughout North America proudly present an **exclusive** concert starring Canada's premier rock & roller. Recorded by Westwood One's mobile studios in front of a wild SRO crowd at the famed Hollywood Palladium, this exciting 90-minute performance features Bryan and his four-piece band delivering the hottest tracks from his four solo albums including "Cuts Like A Knife," "Straight From The Heart," "Run To You," "It's Only Love," "Kids Wanna Rock" and the latest hit single from his smash **Reckless** LP, "Somebody." Don't miss this **Superstar Concert Series** exclusive from the network that brings you exclusive concerts by superstars like Pat Benatar, Stevie Nicks, Billy Squier, Journey and The Cars **all year long!**

brought to you by



and



FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY!

On The Records



KEN BARNES

Grammys Handicap Grammy Handicappers

This year the Grammys threw everyone for a loop. Last year when I first staged the gala R&R Handicap The Grammys contest, I remember being surprised that only two people picked all seven possible winners. This year, with eight categories, *no one* predicted all eight. No one guessed seven. Over two-thirds of the entries picked three or fewer winners. Either the nominations list was strong enough this year to provide a wide variety of legitimate contenders, or NARAS's voting membership is out of step with radio and record prognosticators.

Here are the categories I chose and the winning artists:

Record Of The Year: "What's Love Got To Do With It" — Tina Turner

Album Of The Year: "Can't Slow Down" — Lionel Richie

Song Of The Year: "What's Love Got To Do With It"

Best New Artist: Cyndi Lauper

Best Group/Duo Pop Vocal: "Jump (For My Love)" — Pointer Sisters

Best Female Pop Vocal: "What's Love Got To Do With It"

Best Male Pop Vocal: "Against All Odds" — Phil Collins

Producer Of The Year: (tie) David Foster; Lionel Richie & James Carmichael (votes for either counted as correct).

OK, here's how you thought they would turn out:

Record Of The Year:	
"Dancing In The Dark"	31%
"Girls Just Want To Have Fun"	28%
"What's Love . . ."	28%
"Heart Of R&R"	8%
"Hard Habit To Break"	6%

Album Of The Year:	
"Purple Rain"	42%
"Born In The USA"	26%
"Can't Slow Down"	20%
"She's So Unusual"	8%
"Private Dancer"	5%

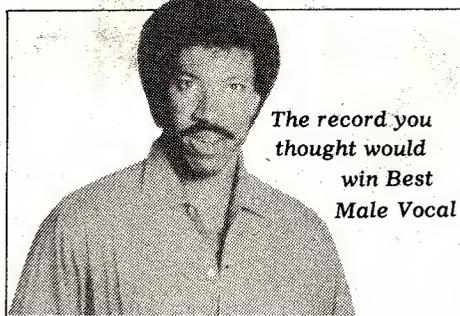
Song Of The Year:	
"What's Love . . ."	34%
"Hello"	20%
"I Just Called To Say . . ."	18%
"Time After Time"	15%
"Against All Odds"	12%

Best New Artist	
Cyndi Lauper	92%
Frankie Goes To Hollywood	3%
Judds	3%
Corey Hart	2%
Sheila E.	0%



Tina's triple winner

Pop Vocal/Group	
"Drive"	25%
"Hard Habit To Break"	23%
"Jump (For My Love)"	23%
"Wake Me Up Before You Go-Go"	18%
"Owner Of A Lonely Heart"	11%



The record you thought would win Best Male Vocal

Pop Vocal/Female	
"What's Love . . ."	49%
"Girls Just Want . . ."	48%
"Let's Hear It For The Boy"	3%
"Strut"	0%
"The Glamorous Life"	0%

Pop Vocal/Male	
"Hello"	52%
"Against All Odds"	14%
"Footloose"	14%
"I Just Called To Say . . ."	14%
"Missing You"	6%

Producer Of The Year	
Prince	38%
Richie/Carmichael	35%
David Foster	12%
Robert Lange & The Cars	12%
Michael Omartian	2%

The Double Crossover Of Teena Marie

As "Lovegirl" becomes her first real pop hit, Teena Marie's unusual career takes on a new dimension. She becomes, with limited exceptions, the only white singer to get her start on the Black/Urban charts, score repeated hits in that arena, and then (belatedly) execute a reverse crossover to the CHR charts.

There have been plenty of white artists who scored Black radio hits (from the **Righteous Bros.** to **Hall & Oates**), but their success originated on the pop charts. In the late '70s, many white artists parlayed hits on the disco charts into pop success, but the disco charts are worlds removed from the Black/Urban charts (and bear little relation in general to radio reality as we know it).

Occasionally a white instrumentalist like **Dennis Coffey** scored a reverse crossover, and this year **Paul Hardcastle** and **Nolan Thomas** have shown signs of pulling off this maneuver. But the only white artist I can think of who scored a number of black hits before crossing pop is **Johnny Otis** in the '50s, and he was a background bandleader who employed black vocalists.

Teena Marie (born **Mary Christine Brockert**), on the other hand, is definitely in the forefront. She sings, writes, arranges, and produces all her material since her third album, and on the current "Starchild," her sixth, she plays guitar, piano, synthesizer, drums, percussion, and programmed the drum machines. **Motown** did use the old "no picture on the cover" gimmick (usually reserved for black artists companies want to cross pop or rock) on her first album (in 1979), which was mostly masterminded by **Rick James**.



Teena Marie goes public in 1980

Moving on from the corner of Rhythm & Blues

As she emerged from James's shadow (pausing to return the favor on their duet "Fire And Desire"), she scored Black radio hits with songs like "Behind The Groove," "I Need Your Lovin'," "Square Biz," and "Fix It," among others. 1980's "I Need Your Lovin'" was her closest brush with pop success, until "Lovegirl" completed its long, slow crossover and added a new chapter to a fascinating story.

Nobody was too surprised by Cyndi Lauper's winning Best New Artist, but everything else in your entries was either a horse race or a walkaway for an artist who *didn't* win the Grammy (i.e., Lionel Richie's "Hello," which obliterated all competition here. Prince was expected to win two categories in your guesses, but didn't, and "Dancing In The Dark" and "Drive" also demonstrated the gaps between your votes and the Academy's).

It should be noted, however, that the above tabulations do not necessarily reflect what you thought *should* win, but what you thought *would* win NARAS's vote. Still, some interesting discrepancies.

Enough Analysis; Who Won, Anyway?

Oh yeah, you probably were curious about the contest winner. Well, three entrants scored six out of eight to tie for the grand prize, a year's subscription: (in alphabetical order) Kragen & Co. VP Michael Brokaw, Lakeside Marketing's Gasper Delise, and Y94FM/Syracuse morning personality Big Mike Fiss. Rather than bother to pick one name out of a very small hat, I'm awarding all three a year's complimentary subscription to R&R.

Winners of the second prize (their names in the paper), all of whom guessed five for eight, number six: Dudley-Gorov Organization principal Cliff Gorov; Brat Records/Mad Dog Productions' own Mad Dog; David W. Marquardt; WZOZ/Oneonta, NY PD Joe Moss; KRLB-FM/Lubbock MD Rob Roberts; and KISS/San Antonio Asst. PD/MD Tom Scheppke. Congratulations!

If Gorov and Moss's names ring a distant bell, it's because they were the co-winners of last year's contest, making them Grammy prognosticators to contend with. Of the four 1984 runner-ups who entered this year, KWLO/Waterloo, IA MD Roger Davis did OK with four right, but K104/Erie MD J.J. Sanford slid to a two. And as for United Stations' dynamic duo of Nick Verbitsky and Ed Salamon, who each scored six-for-seven last year, both skidded to a devastating two-for-eight. Good thing they've got a new network to console them.

Final notes: The most unorthodox pitch for the grand prize was from a gentleman in Mishawaka, IN who wrote, "I hope I'll win a subscription to R&R and not miss a single Ed Salamon or Jo Interrante picture!" The least appealing appeal was a tie between the guy who wrote a nice complimentary note and addressed it to "Keith" and the person who drew the "Have A Nice-Day" smile button face on my caricature in the paper.

And how would I have done as a Grammy picker? Well, I have to confess I'm a real live NARAS voting member. Out of my eight votes in these categories, two of them were winners. Thanks to everybody who contributed to an excellent turnout of voters, and we'll play again next year.



ONE YEAR AGO TODAY

- TONEY BROOKS BECOMES VP/IGM AT KBPI & KNUS/DENVER
- NORMAN RAU NAMED VP/IGM AT KEGL/DALLAS
- MICHAEL CRAVEN NEW VP/IGM AT WMMR/PHILADELPHIA
- MARK BENCH NAMED VP/IGM AT WRFM/NEW YORK
- GENE HUGHES VP/PROMOTION AT MCA/NASHVILLE
- MILLER LONDON UPPED TO VP/MARKETING AT MOTOWN
- LARRY COATES NAMED PD AT WXTU/PHILADELPHIA
- #1 CHR: "Jump" — Van Halen (WB) (4th week)
- #1 A/C: "Got A Hold On Me" — Christine McVie (WB) (2nd week)
- #1 Black: "Somebody's Watching You" — Rockwell (Motown) (4th week)
- #1 Country: "Roll On (18 Wheeler)" — Alabama (RCA) (5th week)
- #1 AOR Track: "Runner" — Manfred Mann's Earth Band (Arista)
- #1 LP: "1984" — Van Halen (WB) (7th week)

FIVE YEARS AGO TODAY

- JOE DORTON BECOMES PRESIDENT OF GANNETT RADIO
- WALLY SHERWIN NAMED PD AT KABC/LOS ANGELES
- VIC FARACI VP/DIRECTOR OF MARKETING FOR EJA
- #1 CHR: "Another Brick In The Wall" — Pink Floyd (Columbia)
- #1 A/C: "Longer" — Dan Fogelberg (Full Moon/Epic) (2nd week)
- #1 Black: "Stomp!" — Brothers Johnson (A&M)
- #1 Country: "My Heroes Have Always Been Cowboys" — Willie Nelson (Columbia)
- #1 LP: "The Wall" — Pink Floyd (Columbia) (5th week)

TEN YEARS AGO TODAY

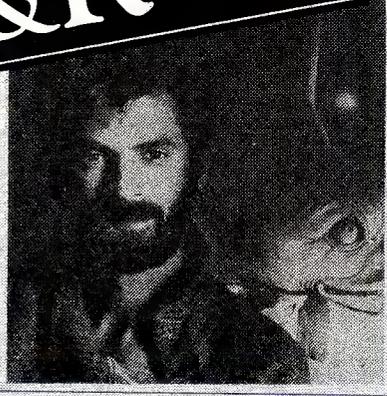
- BILLY BASS NATIONAL LP PROMOTION DIRECTOR AT UA
- #1 CHR: "Have You Never Been Mellow" — Olivia Newton-John (MCA) (3rd week)
- #1 A/C: "Have You Never Been Mellow" — Olivia Newton-John (MCA) (4th week)
- #1 Country: "Before The Next Teardrop Falls" — Freddy Fender (ABC/Dot)
- #1 LP: "Blood On The Tracks" — Bob Dylan (Columbia) (5th week)

Mina



Love's got everything to do with it.

**SHIPPING IN
THIS WEEK'S
R&R**

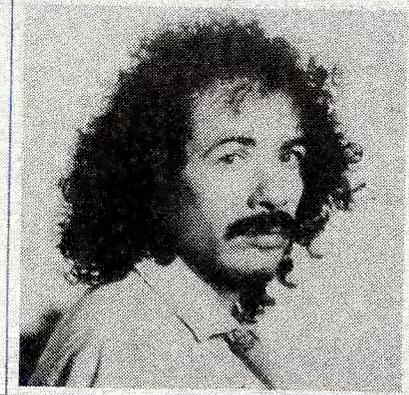


KENNY LOGGINS

"Vox Humana"

From The Forthcoming
Columbia LP "Vox Humana" FC39174

**GUARANTEED
BREAKERS!**



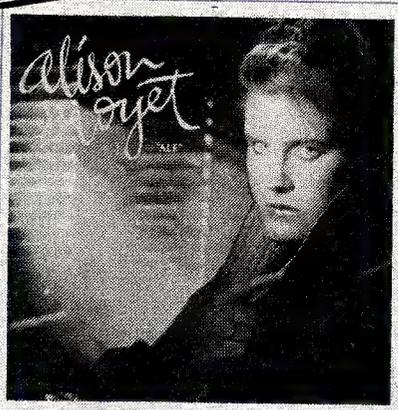
SANTANA

"Say It Again"

CHR NEW & ACTIVE
150 Stations!
59%

From The Forthcoming Columbia LP
"Beyond Appearances" FC 39527
On Your Desk This Week

**BREAKER
BOUND!**



ALISON MOYET

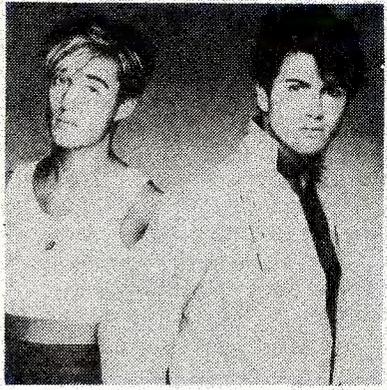
"Invisible"

CHR NEW & ACTIVE

Now On Over 55 CHR Stations!
Added This Week:

- | | | |
|------|---------|---------|
| KAFM | WNOK-FM | WANS-FM |
| WBCY | WZLD | WOKI |
| WJZR | WDCG | WHOT |

- | | |
|------|-------|
| KSND | WKSF |
| KCPX | WCGQ |
| WFBG | KISR |
| WOAY | KKQV |
| WQCM | KGOT |
| WKHI | KTRS |
| WSQV | SLY96 |



WHAM!

"Everything She Wants"

The Third Smash Single From The
Columbia LP "Make It Big" FC39595

USA for AFRICA



"We Are The World"

Single On Your Desk
This Week!

BARBRA STREISAND



"Emotion"

CHR
SIGNIFICANT ACTION

A/C Chart: 18

Now On Over 40 CHR Stations

Including:	WNVZ	WERZ	WKRZ-FM	WKDQ
WMAR	Q103	WLAN-FM	WZLD	WKFR
WCAU-FM	KZZP	93Q	KAMZ	WRQN
			WOKI	KIKX
			WFMI	KKFM
			KZIO	KSND

Columbia Records



Manhattanans

"you send me"



CHIR
SIGNIFICANT ACTION

- | | | |
|---------|------|------|
| WXKS-FM | KTFM | WFBG |
| WNVZ | KIHK | WZON |
| WERZ | WKDQ | WQCM |
| 92KTU | KSND | WKHI |
| WKRZ-FM | KIKI | WJBQ |
| KAMZ | KQMQ | WJAD |
| KSET-FM | KO93 | Z102 |
| WFMI | KPOP | KIST |

black/urban: 27



R&R

Datebook

SEAN ROSS

Mercy Of Sisters

Not all shock rockers tone down their image eventually, but most of those who stay around awhile do. In the mid-'70s, shots of **Alice Cooper** on the golf course (without makeup) began surfacing. In 1979, it leaked out that some of the **Village People** might be straight. Recently, **Bronski Beat** has begun downplaying sexual politics, and the fifth video of **Frankie Goes To Hollywood's** "Relax" emphasizes the band being mobbed by teenage girls.

No style has had more sudden image-changing than heavy metal. The theme of last year's resurgence was that the new breed of metal artists were decent people, and that those from the last generation — i.e., **Ozzy Osbourne** — weren't that bad either. So all those pictures of **Twisted Sister's Dee Snider** with his kid and parents had to happen. Snider turns 30 on Friday, roughly eight years after he started playing around New York. By March 16, 1979, the group was able to sell out Manhattan's Palladium on the strength of their live shows and self-issued records. In 1983, the group scored a moderate British hit with "You Can't Stop Rock & Roll." Last year, a relatively mellow TS hit in America. Snider's recent display of his family isn't *totally* out of character: the lyrics of "The Price" apparently developed out of a conversation between Snider and his sister-in-law.

MONDAY, MARCH 11

1968/**Otis Redding** gets a posthumous gold record for "(Sitting On) The Dock Of The Bay."
1970/**Art & Diane Linkletter** are awarded the "Best Spoken Word" Grammy for "We Love You, Call Collect."
The award comes almost six months after Diane, under the influence of LSD, leaps to her death.
1974/**Janis Joplin's** life insurance company finally pays up after a court rules that her drug overdose was not a suicide.
Birthday: **Bruce Watson (Big Country)** 1961.

TUESDAY, MARCH 12

1955/**Charlie "Bird" Parker** dies.
1966/**Love's** debut LP released.
1969/**Paul & Linda McCartney** are married.
Birthdays: **Al Jarreau** 1940, **Liza Minelli** 1946, **James Taylor** 1948, **Marlon Jackson** 1957, **Jack Green** 1951.

WEDNESDAY, MARCH 13

1965/**Kinks'** "Tired Of Waiting For You" released.
1971/**George Harrison** becomes one of many who've tried to give **Ronnie Spector** a post-Ronettes hit record. Ronnie, **Phil Spector**, and Harrison assemble at Abbey Road Studios to record "Try Some, Buy Some."
1971/**The Allman Brothers** record "Live At The Fillmore East."
Birthdays: **Neil Sedaka** 1939.



THURSDAY, MARCH 14

1970/**Rare Earth's** "Get Ready" released.
1976/**Jazz singer Flora Purim**, who's served time at L.A.'s Terminal Island prison for drug possession, begins her first post-prison tour . . . at Terminal Island.
1981/**Eric Clapton** is hospitalized for a bleeding ulcer.
Birthday: **Quincy Jones** 1933.

FRIDAY, MARCH 15

1956/**Colonel Tom Parker** signs his managerial deal with **Elvis Presley**.
1974/**Emerson, Lake & Palmer's** "Pictures At An Exhibition" film premieres.
1975/In a move felt much more in Britain than America, **T. Rex** breaks up.
1978/"American Hot Wax," the film depicting the life of **Alan Freed**, premieres.
Birthdays: **Sly Stone** 1944, **Mike Love** 1941, **Ry Cooder** 1947, **Roy Clark** 1933.

SATURDAY, MARCH 16

1970/**Tammi Terrell**, best known for her duets with **Marvin Gaye**, dies of a brain tumor after several years' convalescence. There are Terrell solo records on Motown, albeit relatively obscure ones; her career actually dates back to the late '50s when she worked for **James Brown** as **Tammy Montgomery**. Terrell had been through six brain operations in 18 months.
1970/**Randy Bachman** makes his first recordings since leaving the **Guess Who**.
1971/**Leon Russell** and **Bob Dylan** record "Watching The River Flow."
1979/**Elvis Costello** and **Bonnie Bramlett** duke it out in a Columbus, OH bar over Costello's racial slurs.
Birthdays: **Jerry Jeff Walker** 1942, **Nancy Wilson** 1954.

SUNDAY, MARCH 17

1962/**Ray Charles** forms his own **Tangerine** label.
1968/**The Bee Gees** make their American TV debut.
1976/**Rubin "Hurricane" Carter** is granted a retrial of his murder conviction. Following the publication of Carter's autobiography in the mid-'70s, **Bob Dylan** has become one of the many who think the ex-boxer was framed for murder. Dylan's "Hurricane" came out about six months before his retrial. Carter is still convicted the second time around.
1979/**Bad Company's** "Rock & Roll Fantasy" released. This is also an anniversary for **Styx's** "Renegade." The song started, largely of its own momentum, while **A&M** was still pushing "Sing For The Day" as the second single from "Pieces Of Eight." "Sing" is reissued as a double-A single with "Renegade" on the other side.
1982/**Samuel George**, ex-leader of the **Capitols**, is stabbed to death during a family argument.
Birthdays: **Ian Gomm** 1947, **John Sebastian** 1944, **Susie Allanson** 1952.

CALENDAR



BRAD MESSER

T&R Skills And Salesmanship

Here's why I did not hire the 16 or 17 people who recently mailed tapes and resumes seeking news jobs, and why I hired the 18th.

Jane Doe sent a reel-to-reel tape, apparently unaware that cassettes are almost universally preferred. Jane never got to first base because she did not enclose the resume which I had specifically requested, saying she "didn't have a typewriter." I assumed she merely didn't have the drive to rent or borrow one, and concluded that my stations don't need reporters who operate in low gear and cannot overcome obstacles.

John Smith mailed in a pretty good sounding aircheck, but enclosed an amateurishly composed resume full of misspelled words and punctuation errors. Goodbye John.

Several applicants sent tapes that began with tremendously unimpressive lead stories, so 15 seconds in, I hit Rewind. If their second and third stories were wonderful, I'll never know.

The good stuff should have been right smack up front. Best foot forward, as Grandma said.

Some folks did not label their tapes with names and phone numbers, which is not terminal, but if the tapes get separated from the resumes, who's to know whose tape is being heard? Lack of labels won't blow anyone out of a job, but an unlabeled tape does not create a positive impression.

The person who got the job sent a clean-sounding aircheck with a label. He enclosed a resume which was more than a list of radio stations. It included specific accomplishments and self-selling points, was typed without errors, and included references with current telephone numbers. Copies of some supportive publicity were enclosed.

The degree of skill with which an applicant mixes words and tape in a job application reveals, in my mind, how skillfully he or she might mix words and tape on the job.

Napoleon Missed Own Wedding

MONDAY, MARCH 11 — The Emperor Napoleon married 18-year-old Archduchess Marie Louise 175 years ago today. It was an arranged marriage. She had never met the Emperor before, and she didn't meet him on their wedding, either. Napoleon stayed home and sent a proxy to the ceremony (1810).

The Blizzard of 1888, the worst snowstorm ever known to have hit the East, began on the night of March 11. It created 50-foot snowdrifts, stranded trains, sank 200 ships, isolated one-fourth of the American population, and killed 400 people.

1861 — Rebels adopted Confederate Constitution. 1779 — Army Corps of Engineers established.

Publisher Rupert Murdoch 54. Civil rights leader Dr. Ralph Abernathy 59. Bandleader Lawrence Welk. 58.

USA Commits To Anti-Communism

TUESDAY, MARCH 12 — America began the policy of providing financial and military aid to non-Communist nations who ask for help in opposing Communism — the Truman Doctrine — 38 years ago (1947).

1980 — John Gacy convicted of 33 murders, the US record, in the Chicago area. 1977 — Twenty-one skiers performed simultaneous back somersault, a Guinness record. 1974 — "Wonder Woman" TV premiere. 1912 — Girl Guides organized, forerunner of Girl Scouts. 1912 — first parachute jump in USA. 1789 — First US Post Office.

Texas Independence Day. James Taylor 37. Liza Minelli 39. Barbara Feldon 44. Andrew Young 53. Gordon MacRae 54. Ex-astronaut Wally Schirra 62.

Tennessee Forbids Teaching Evolution

WEDNESDAY, MARCH 13 — Sixty years ago today, the Governor of Tennessee signed a law forbidding the teaching of any theory other than divine creation as written in the Bible (1925). It became illegal to "teach that Man has descended from a lower order of animals." The law against teaching the Darwin Theory of Evolution was later overturned.

1884 — Standard time established in USA. 1877 — Earmuffs patented. 1462 — Gutenberg Bible printed, first book with movable type and beginning of mass communication.

One week 'til spring. Neil Sedaka 46. Ex-bandleader Sammy Kaye 75. TV Guide founder Walter Annenberg 77.

First Music Millionaire

THURSDAY, MARCH 14 — The 160th anniversary of the birth of Johann Strauss (1825). The waltz became the European dance craze in the 18th Century, making Strauss the first composer to become a millionaire from sheet music royalties.

1903 — First US Game Preserve. 1812 — US War Bonds created. 1794 — Eli Whitney patented cotton gin. 1493 — Columbus dispatched first letter about New World discoveries.

Quincy Jones 52. Michael Caine (Maurice J. Micklewhite) 52. Ex-astronaut and Eastern Airlines President Frank Borman 57. Hank "Dennis the Menace" Ketchum 65. Novelist Max Shulman 66.

News Conference Replaces Press Handouts

FRIDAY, MARCH 15 — The first Presidential press conference was held by Woodrow Wilson 72 years ago (1913), 11 days after his inauguration. Reporters' questions had to be submitted in writing.

The tongue-in-cheek version of the swallows returning to Capistrano: today the turkey buzzards return to Hinckley, Ohio. The little town — two stores, two gas stations — draws 5000 tourists to its annual buzzard celebration.

44B — Julius Caesar murdered. AD459 — Attila the Hun died of a nosebleed. 1958 — Elvis drafted. 1919 — American Legion formed in Paris. 1820 — Maine 23rd state.

One month till income tax deadline. Sly Stone 41. Mike Love 44. Grateful Dead's Phil Lesh 44.

Saturday (3-16) Fortieth anniversary of the end of Battle of Iwo Jima (1945). Nancy Wilson 31. Erik Estrada 36. Daniel Moynihan 58. Jerry Lewis 59. Former First Lady Pat Nixon 73.

Sunday (3-17) St. Patrick's Day. Leslie-Anne Down 31. John B. Sebastian 41. Paul Kantner 43. Rudolf Nureyev 47.

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RECORDS, RADIO, RETAIL, & RATINGS



Also: 1984 Country Radio Music Poll

Four Corners Of Country:

Records, Radio, Retail, & Ratings

By Reed Bunzel and Lon Helton

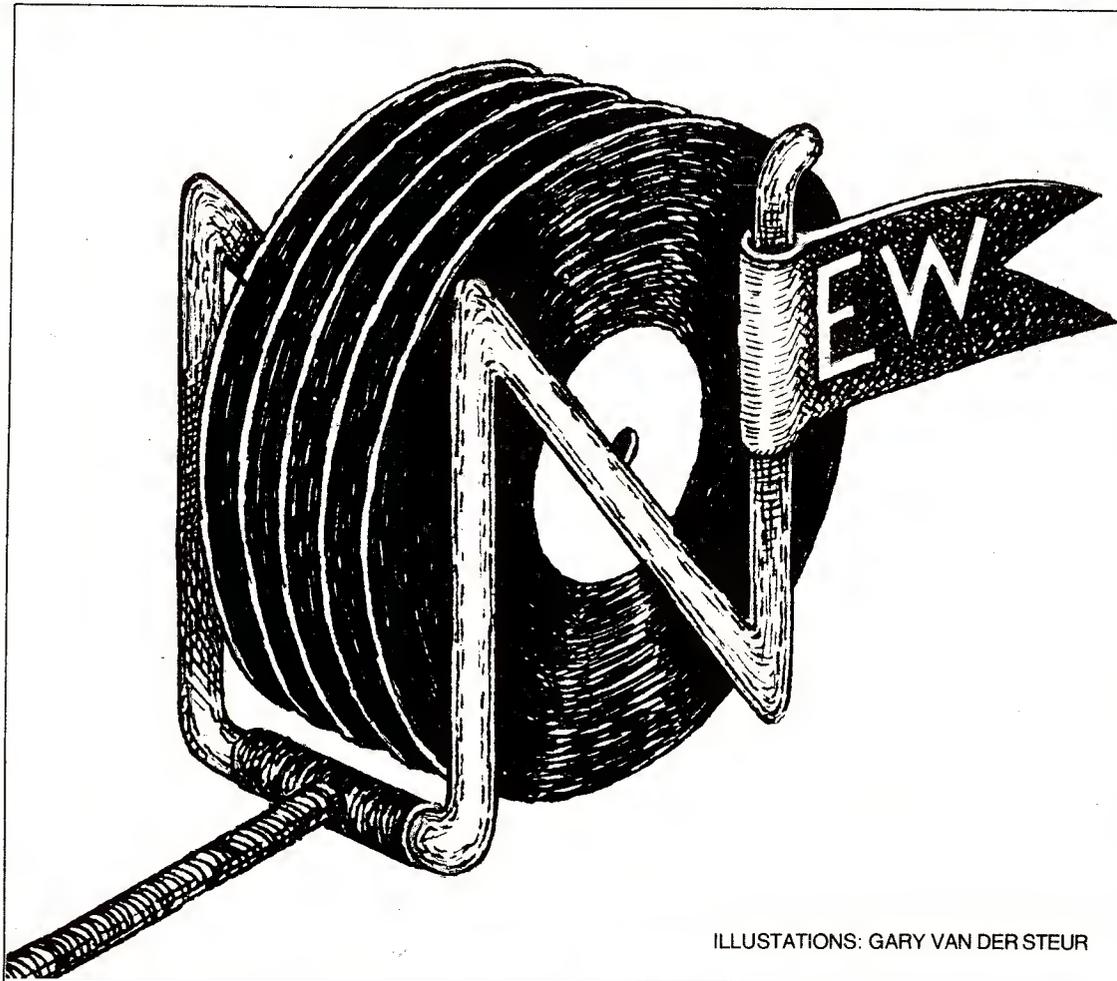
The mineshaft has caved in on the Urban Cowboy and Coal Miner's Daughter — if you believe RIAA record sales statistics and Arbitron ratings.

Country's percentage of national record sales (approximately \$2 billion overall) sank to 9% last year. This matches the figures for 1979 — the slump year preceding the "Urban Cowboy" boom. Likewise, the total of gold and platinum country albums in 1984 was 18 — and one gold single. In an overall record industry that had one of its best sales periods in years, the country picture is cracked and wrinkled.

A casual glance at Country ratings suggests the same downslide. While other formats such as CHR, A/C, and Black/Urban have posted healthy gains in certain markets, Country has suffered a dropoff in shares and revenue. Overall 12+ shares for Country stations slipped in the fall '84 ARB, and the national penetration of Country has declined 17% in just two years. Only the number of Country stations has remained up — possibly contributing to the overall challenge.

Country radio stations and record companies have two things in common — country music and a shared challenge to dispel a growing "gloom and doom" attitude. Industry optimists are rankled by the doomsayers, and look for ways to attract new audiences; pessimists champ at the bit of audience they have and also devise ways to bring a wider patronage to the music.

Widespread criticism suggests that country is in a state of limbo. The trendiness of cowboy hats and ostrich-skin boots has waned, replaced with BMWs and styling mousse. The hardcore country fan is all that remains of the down-home faddism, and record companies and radio stations are questioning whether this base is enough to keep the industry healthy over the long haul. The older demographic typically attracted by Country tends to spend more time with the format than do listeners to other formats, but often this statistic doesn't show up on the time buyer's rate card. Likewise, the older demo doesn't make an effort



ILLUSTRATIONS: GARY VAN DER STEUR

to walk into record stores, seek out the country product, and fork over hard-earned cash. Two challenges — but how many solutions?

This special supplement — "Four Corners Of Country" — takes a look at the plight of country and what it means to the radio and record industries. Are the problems as bad as they seem? Is radio listenership way off, or does it just appear that way? What can be done to attract a younger, record-buying demo to country, and how will record company solutions affect Country radio? Is the format fragmenting like mainstream pop music? What marketing strategies are most suitable for selling country product? What is the state of crossover in country music? These and other questions will be addressed in the next few pages, as R&R takes a long look at radio, records, ratings, and retail — and what it means to the growth of Nashville.

For The Record: Meeting The Country Challenge

Is Nashville really in trouble, or does it just look that way in comparison to the rest of the industry? The record companies stand to lose a great deal if the purported country slump is more than just the latest round of pessimism. Crossover, that not-so-long-ago boon to country divisions, has gone soft. The older 25-54 demo, the core of the country audience, has little interest in parting with its money, and younger consumers are turning toward a growing pop marketplace.

The labels are in agreement that a change is needed, but no one completely agrees as to what direction the change should take. How do the labels shape their rosters? Do they go after the younger demo, or work harder to appeal to the already-identified country buyer? Is the traditional song still viable, or do writers and artists have to touch on new values important to the 18-34 record buying public? How does a label introduce and promote a new (or established) act when radio starts playing more oldies than currents?

This section covers these and other questions, with comments from MCA's Jimmy Bowen, Warner Brothers' Jim Ed Norman, and CBS's Rick Blackburn.

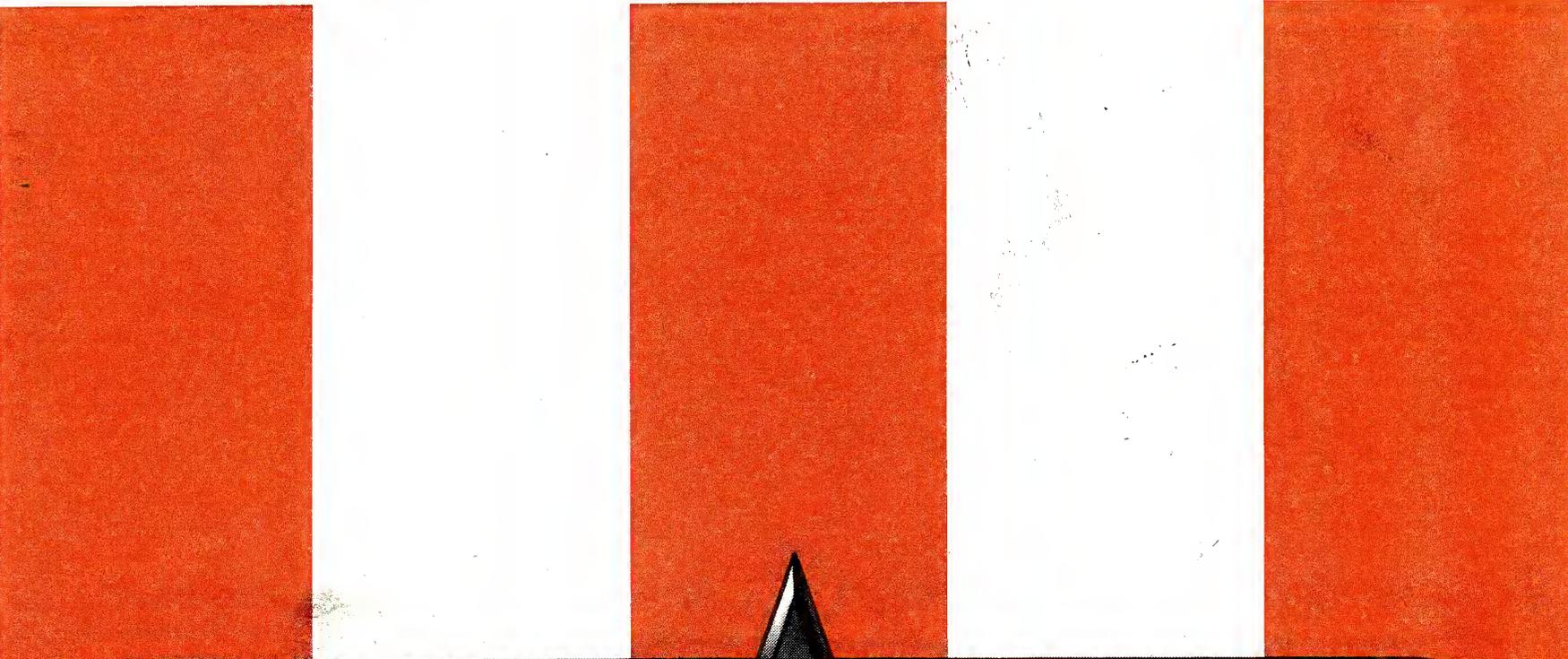
Jimmy Bowen
President
MCA/Nashville

Jimmy Bowen, President of MCA/Nashville, discusses the importance of creativity and innovation in producing country product. He cites his philosophy at MCA — one of producing top-quality records featuring 30 minutes of artistic entertainment — as a way country can successfully meet today's challenges. Country may find itself in a dilemma, but Bowen believes it can rise like the phoenix — if the right measures are applied:

If the statistics that say country sales have dropped from 16% to 9% are correct, part of that drop is because pop music has gotten back on its feet in the past 24 months. It's a natural thing. With a limited number of slots in the racks, whenever pop gets hot it pushes country out.

A lot of our product had a tremendous year in 1984, and we found we didn't have a problem

BOWEN/See Page 38



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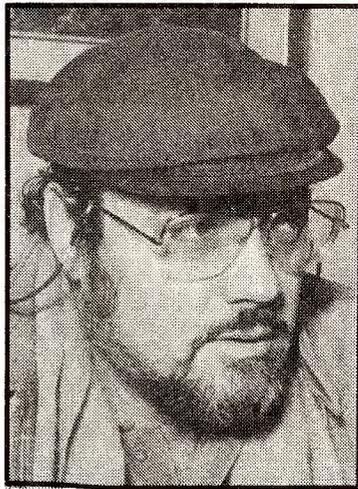
For The Record:

Bowen

Continued from Page 36 getting good albums racked and sold. But we have found that some country product is in trouble because if you can't get the albums on the racks, you lose a tremendous percentage of the available places to sell your music. Sales then drop off dramatically because they can only get in certain locations, and sales suffer. Country acts haven't been hurt because the music has gotten bad or stale; the challenge comes from pop taking its retail space. A few years ago Top 40 went on its rear end — and then bounced back as CHR and young people's radio.

The Singles Scene

Another dilemma is that country has been viewed for years with a singles mentality. But singles don't sell, and singles lose money. Artists and producers have to spend the time in pre-production, and they have to spend the money, to make albums that are competitive with the others that are out there. It has to be competitive with the pop product. The people who still



Jimmy Bowen

"One problem between the record business and Country radio is that we don't have any idea what the radio business is about, and they have no idea what we do . . . We need to get into direct communications with radio, and radio needs to check with the labels . . . about the state of a record."

think they can do a \$30,000 album in two days and release it to a world clamoring for CDs and great stereo sound are sadly mistaken.

Our approach is totally different. We try to give the people 30 minutes of music and entertainment. We are more geared for sales than for radio, and we ask our artists not to cut a song unless they would do it in front of 10,000 people. If a song isn't strong enough for that, it shouldn't be on an album. We are in business to sell albums, and we have to make sure the album is worth the money we are charging for it.

The Creative Side

Creativity in music comes from the artists, and as country artists gain more control of their recording sessions and music we will see more innovation. There are some traditionalists who believe that radio won't play anything creative or innovative, but you have to remain open-minded about the music. Obviously a 40-piece brass band doesn't belong on a country record, but neither does too much concern

over what country should and should not have in it. Every time we have released something that is new and creative, radio seems to play it.

One problem between the record business and Country radio is that we don't have any idea what the radio business is about, and they have no idea of what we do. Because of this we have created a bunch of independent third-party promoters who serve as the communicators between radio and the people who make the music. Instead, we need to get into direct communication with radio, and radio needs to check with the labels before they believe any independent about the state of a record.

Another problem with this lack of communication is the negative promotion that exists. If a promoter is working Record A, one way for him to make sure it jumps Record B is to assassinate the latter. The record companies are giving good money to the independents to stand in the middle and play that game, where we should be trying to tie the two industries together. One industry should never tell the other what to do, because one without the other goes nowhere.

Chicken Or The Egg?

Many people ask whether radio leads the record buyers or if record companies influence what radio plays. The fact is, life leads it all when everything is working properly. Music is just a mirror of the times. The artists create the music, which we then pass along to radio. If the music is good the stations play it, so we have to do our job and get the music down right. It then becomes their job to have the good judgment to play the good stuff. If more Country radio stations programmed their music based on their ears instead of what someone tells them on the phone, we'd all be better off.

Country is splintering, and I don't want to bring them together.

Eight years ago there was only one basic kind of country and that wasn't selling very well. I like the fact that some stations won't play Lee Greenwood because he isn't country enough, and some won't play George Strait because he is too country. That is healthy for the industry. If your music all sounds like it comes out of the same little tunnel you're in trouble. We have to get some integrity in the music. We have to be creative.

Growth And Progress

Country music will see considerable growth over the next five years — largely in creative growth. More artists will obtain control of their recording budgets and sessions, and they will influence their own music like never before. Many artists are still told to forget about everything except making the music, but that is going to fade. More and more artists are going to say, "Hold on — it's my life, it's my music, it's my money, and I want a little input."

Over the years I have found that when the artist gets control of his music we all do real well. People who interfere with it mess it up, and that's when we have our biggest problems. Artists will get more and more control of the product, and when that happens we will build more real artists that sell records.

Country music will be quite healthy over the next few years, but I sense chaos in Country radio. As they try to figure out how to reformat themselves there may be a lot of confusion. Each market is different, so there won't be any real generalities to rely on. I would love to see some personality between the records; otherwise it runs the risk of becoming background music.

Still, there are more new artists on the R&R chart today than since I have been in country music. Country is much healthier than a lot of people would lead us all to believe.

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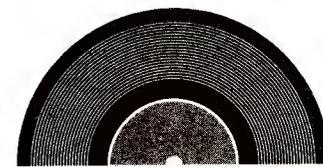


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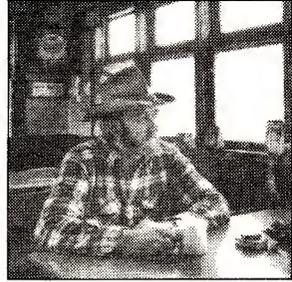
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THE BLITZ CONTINUES.....



3

Don Williams

"WALKIN' A BROKEN HEART" from the album "CAFE CAROLINA"



4

Steve Wariner

"WHAT I DIDN'T DO" from Steve's MCA debut album "ONE GOOD NIGHT DESERVES ANOTHER"



5

Bellamy Brothers

"I NEED MORE OF YOU" from the album "RESTLESS"



7

John Schneider

"COUNTRY GIRLS" from his album "TOO GOOD TO STOP NOW"



LAST WEEK

1

Lee Greenwood

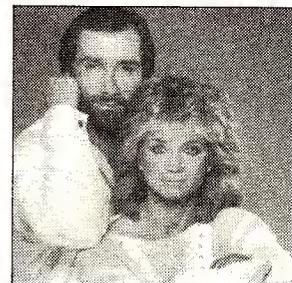
"YOU'VE GOT A GOOD LOVE COMIN'" from the album "YOU'VE GOT A GOOD LOVE COMIN'"



18

George Strait

"THE COWBOY RIDES AWAY" from the album "DOES FORT WORTH EVER CROSS YOUR MIND"



21

*Barbara Mandrell
Lee Greenwood*

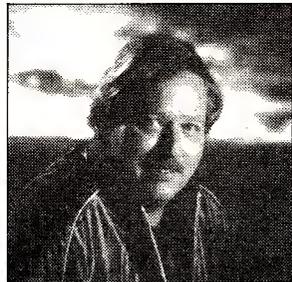
"IT SHOULD HAVE BEEN LOVE BY NOW" from the album "MEANT FOR EACH OTHER"



22

Reba McEntire

"SOMEBODY SHOULD LEAVE" from the album "MY KIND OF COUNTRY"



37

John Conlee

"WORKING MAN" from the album "BLUE HIGHWAY"



40

Nicolette Larson

"ONLY LOVE WILL MAKE IT RIGHT" from her debut country album "SAY WHEN"



44

The Whites

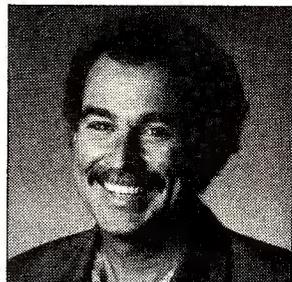
"IF IT AIN'T LOVE" from the album "WHOLE NEW WORLD"—shipping next week.



50

Barbara Mandrell

"THERE'S NO LOVE IN TENNESSEE" from her just released album of "GREATEST HITS"—in the streets today.



17%

Jimmy Buffett

"WHO'S THE BLONDE STRANGER" from the album "RIDDLES IN THE SAND"



13%

Ray Stevens

"IT'S ME AGAIN MARGARET" from the album "HE THINKS HE'S RAY STEVENS"



8%

Razy Bailey

"MODERN DAY MARRIAGES" from the album "CUT FROM A DIFFERENT STONE"



Oak Ridge Boys

"LITTLE THINGS" from the new album "STEP ON OUT"—shipping this week.



Atlanta

"MY SWEET-EYED GEORGIA GIRL" from Atlanta's new album shipping in four weeks.

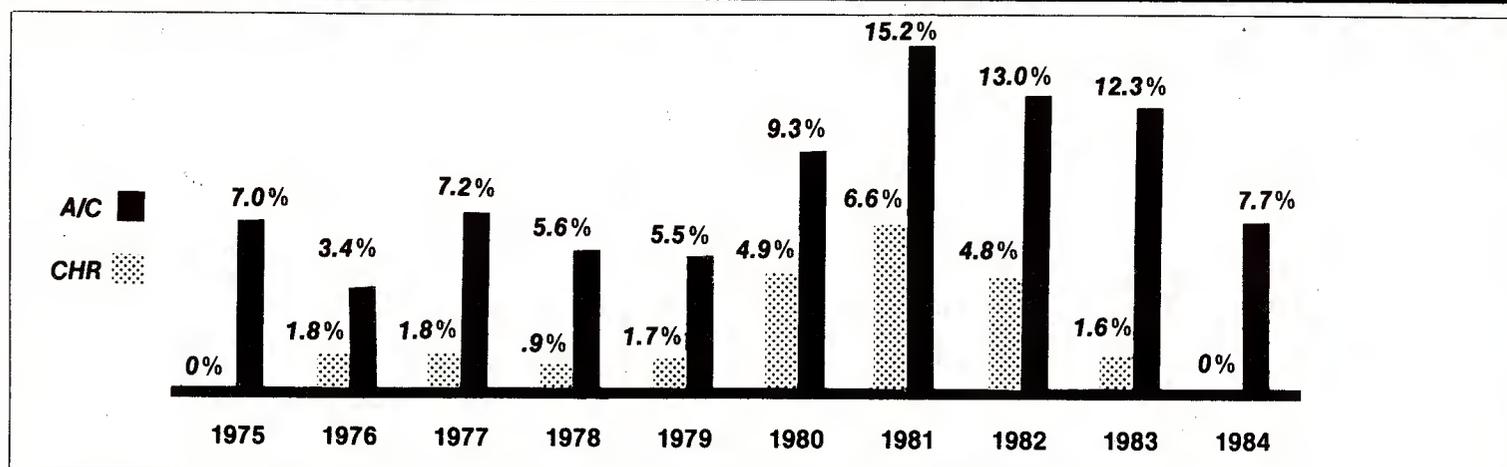
For The Record:

Jim Ed Norman
Exec. Vice President
Warner Bros./Nashville

Country music is experiencing the segmentation witnessed by other formats: that's the word from Jim Ed Norman, Exec. VP of Warner Bros./Nashville. Part of the challenge in country, he says, is reducing the complacent and boring attitude of the industry and replacing it with a contemporary, fresh approach. Attracting the younger demos is crucial to country's success, and innovation is one way to bring this about:

Real country starts at the bottom and works its way up, while fads start at the top and work their way down. This is an example of what happened with "Urban Cowboy" — the music was largely country, but a consciousness permeated an entire society and produced a noticeable fad. There were people who, as the Barbara Mandrell song says, were country before country was cool.

A lot of the discussion in country today is about how we can retrieve the sales plateau and large marketplace out there that we enjoyed just a couple years ago. But people start pointing the finger and trying to place the blame on someone else. Identifying the problem is always the important thing, and turning the country dilemma into a comparative issue takes us too far overboard. We have to get ourselves in synch with what is happening and try to determine what we need to do.



Country Crossovers: A Vanishing Breed?

In last year's CRS special, we printed a graph measuring the percentage of country crossovers among the hits (Top 15 records) in A/C and CHR from 1975-83. This year, we updated for 1984, finding further evidence that the country music scene seems to be drawing in on itself, with fewer crossovers occurring.

1984 was the third year in a row that country crossovers dropped in both A/C and CHR, and the skid

from the high-water marks in 1981 was dramatic. A/C, perhaps influenced by CHR, had only 7.7% of

its hits originate on Country radio, down from 12.3% last year and barely half of the 1981 figure. CHR, which has become more up-tempo in the past few years and had a dramatic jump in black crossovers in 1984, continued its stonewalling — after country crossovers dropped by two-thirds in 1983, the other third dropped out this year,

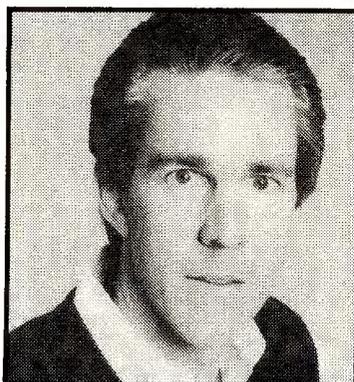
with no country artists hitting the CHR Top 15.

That puts country right about where it was in 1975. The figures agree with comments made by Jim Wood and others in this special, and indicate that, at least for now, the country industry can't look to other radio formats for sales support.

—Ken Barnes

Country today is incredibly segmented. When we talk about radio there is a problem, and when we look at sales there is a problem. Whenever there is a fad, radio airplay and record sales jump, and when the fad is over it's as if nothing ever happened. Country records that two years ago were displayed in the front of stores are now hidden in the back, and people have to go hunting for them again because pop music is selling so vibrantly.

Radio's main interest is in selling advertising, and that advertising is largely targeted to audiences 40 and above. The record industry has joined hands with radio by providing records that have grown with the baby boom era. Country has positioned itself as the A/C



Jim Ed Norman

"Country has gotten very complacent and boring with some musical approaches. As a creative group the record companies are partially responsible for this attitude."

radio format of the '80s. We've moved along as an industry, producing records that are appealing to that group of people. Our creative role is to make music that again means something and appeals to a group of people who still see music as important in their lives.

Warner Brothers is trying to address a philosophy to make records to the best of our ability. There is a large group of people in America who still listen to music, still talk about it, still think about it, still turn the radio up loud when they drive down the road, and still have a real relationship with music. Our job is to make records and make music for these people.

The Creative Complex

Country has gotten very compla-

cent and boring with some musical approaches. As a creative group the record companies are partially responsible for this attitude, but there are other people at fault as well. Producers, artists, and record companies all have expectations for each song we do. We all want to do our best to make a record that can become a hit, get on the charts, get played on the radio, and sell enough to make it a success.

The challenge comes from differences in these expectations. As an independent producer I would try to push the limits musically, try to release something out of the ordinary, and test the waters. The response from the industry was a reluctance to take a chance; things were fine the way they are so leave

NORMAN/See Page 42

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who are willing to dare
and take chances.”*



Where the music matters

* Prince 1/28/85

For The Record:

Norman

Continued from Page 40

them alone. As a result, the entire industry began to perpetuate a sameness to the sound.

Ultimately this leads to unimaginative music. When an artist begins to lose enthusiasm about what he is doing, we are really in jeopardy of losing that group of people to whom music is a real essential, vital element. Music has to keep up, it has to be contemporary — in a fresh, imaginative way. The song has to be fresh, the arrangement has to be fresh, and the final sound has to be fresh. This doesn't mean we have to depart from the traditional; it means getting back to some of the basics and using what we have learned from the past. We should create a sound which is on a musical parity with Elvis, the Everly Brothers, Roy Orbison — people who did country music but who had a vibrant energy and an abandoned quality. An artist can come in and do country that is traditional as the day is long, and if they make it exciting and interesting, radio will play it.

If we are going to attract the young demo, we also need to address the actual creative process. We should write songs and create

music which embraces the basic tenets of country, but maybe at an intellectual level. We should start to talk about experiences and things that are appealing to a younger group of people who buy records. Country can expand to describe the wide variety of material which includes John Fogerty, Ricky Skaggs, and the Judds. This variety is what country is all about, and if we can create exciting music within these wide parameters, radio ought to be able to program it in a way that is exciting for the listener.

The person who buys John Fogerty records is conceivably the same person who could buy a Ricky Skaggs record. This doesn't mean that the person who buys Ricky Skaggs is the same person who is going to buy John Fogerty — but there is a unique musical quality in both these artists. Many John Fogerty listeners have never listened to country, and many Ricky Skaggs fans have never ventured very far from bluegrass or traditional country. Yet there is a section in the middle that may buy both. These are the people who like what both embrace — the simplicity, the good lyrics, the focus on feel.

That's what country is all about.

Rick Blackburn Vice President/GM CBS/Nashville

Speaking from his position as head of CBS/Nashville, Rick Blackburn talks of the label's strategy for attracting record buyers. Discussing his decisions regarding the sound of the acts on his label, Rick was asked if CBS would try to release music to attract the A/C-pop buyers or to get country buyers to buy more.

By doing either of those things you're chasing the marketplace. At CBS, we feel we have to be more aware of setting the trends, as we did in 1980. We want to do everything we can to bring down the demographics — to reintroduce the younger demo to country music.

An example of this is the current Ricky Skaggs tour of colleges in the Northeast. If we can introduce the young demographic to Ricky Skaggs, we'll have a shot at a two-

or three-million seller. We're not trying to attract an audience that has the "contemporary" or "traditional" label — we're targeting an age group. We have to get the demos down to get in tighter with the age group that has the disposable income to send our way. That's our entire, A-Number-One prime goal at CBS.

We are entering an arena more competitive than ever before. I no longer view the battle as competing with other country labels and/or artists for slots on playlists or space in stores. We have to compete in the marketplace with all the other acts in all the other musical forms who are trying to attract record buyers.

As some labels actively attempt to lower the demos of country buyers, what lies ahead musically? The future of Nashville may be more in the contemporary direction because that's the avenue which will attract those lower demos. We have to ask ourselves some hard questions, including whether the legends of today will be able to attract the mainstream record buyers in the next five years? The indications are they won't.

Fragmenting the Music

Just as Country radio stations are fragmenting, the AMs playing music skewing older and the FMs targeting a bit younger, the labels, too, are moving in that direction. When our new direction music hits the marketplace, there'll be some Country stations who'll take all we can get to 'em and others who won't touch it. The music we bring into the marketplace may be split into different philosophies among programmers, depending on the type of stations they're running.

Both record companies and radio have bred a safeness into our industry. We're conscious of radio's needs, but trying to make music by those standards can result in boring product. What we're saying is we're going to make much more of an effort to make music that's more attractive to a younger demo and then make



Rick Blackburn

"We're competing in the arena with the "Purple Rain" tour and the Jacksons tour. We have to attract the lower demo who will like and buy the music."

it incumbent upon ourselves to find a home for it. Maybe Country radio will reject it, but the college radio stations will accept it. I'm willing to roll the dice there because whoever attracts the lower demo in the next five years will win. That's the bottom line.

Focus On Youth

In order to get the younger demos, we will have to take a different approach in the future — one that focuses on the total package. The concerts will have to be events with major sound and lights. The artists will play the major halls instead of going into a city and playing the local country nightclub. Again, the bottom line is we will be competing for the disposable income that goes to the major acts. We're competing in the arena with the "Purple Rain" tour and the Jacksons tour. We have to attract the lower demo who will like and buy the music without even knowing or identifying it as country.

Our goal is to sell records and the goal of radio is to get ratings. Where the twain meet is interesting. Our whole effort is to lower demographics to sell records and that may not be radio's position at all. I obviously can't speak for radio, but it will be interesting to see how these things coexist.

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Report On Radio:

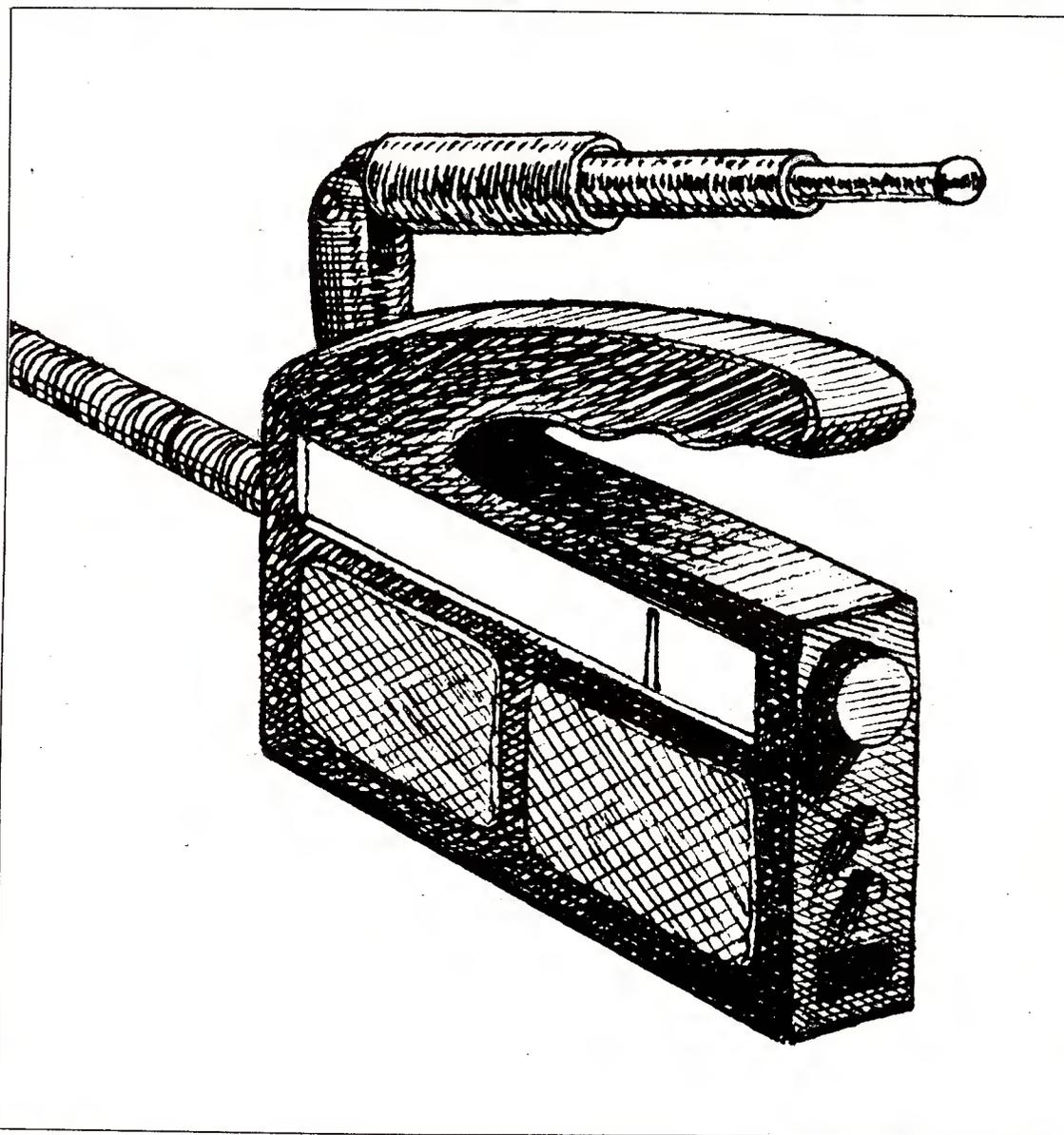
Choosing The Best Route

As a whole, Country radio shares are down. The 12+ figures for the top 50 markets since 1979 plot out to a classic-bell curve. The problem is, while many industry watchers have realized Country listening was off since the Urban Cowboy days, few are aware the shares have fallen to pre-Urban Cowboy levels. The question is, what's Country radio going to do about it?

For years the 25-54 demo belonged to Country, largely because it was disdained by many of the other formats. During this time, Country stations viewed other Country outlets as their primary competition. It's all different now.

Everybody wants a piece of the "baby-boom" demo pie, and Country stations are being rudely awakened to the necessity of competing with the marketplace for their share. There are more alternatives than ever to attract what once was our domain. Bye-bye exclusive cumes. Bye-bye lengthy time spent listening. Bye-bye low turnover rates. The future of Country radio depends upon the way you compete with every other station in your market. You have to go toe-to-toe, personality-to-personality, artist-to-artist, and record-to-record with the CHR and A/C stations. How do you measure up?

In this section of the R&R Country special, Bill Figenshu and Jim Wood offer their insights on what it takes to compete in the general marketplace. The focus is on two major elements of your programming — music and personalities — and the future role of each. Both men are the heads of programming for chains with successful Country stations in a variety of markets, Bill handling the chores for Viacom, and Jim plying his trade for Malrite.



Bill Figenshu
VP/Programming
Viacom

To see where we're going, it's important to look at the historical perspective; to see

where we are and how we got here.

The Continuous Country format was built through the "Urban Cowboy" craze. It brought in a lot of A/C listeners, especially to FM. When the fad went away and the shares began to shrink, the stations who survived were the ones featuring a lot of music. The problem

was, though, that the format's listeners were used to personality with their Country. Many of today's troubled stations are the ones who just shut up and played the records without doing anything else. Continuous Country is not dead. It was just so fine a position in the growth mode of country music that when the shares went down they had to do more than just play music to survive.

The Right Stuff

If there's one thing Continuous Country taught us, it was to play a lot of the *right* records. There's no doubt you have to play a lot of records. As the cyclical nature of things took affect, the Country shares dropped, and that forced Country to compete with general market radio stations to keep its shares up. This forced us to hire good talent, provide all the good news and weather images, and all that good radio stuff. You didn't have to do it a few years ago but you have to do it now.

To win, you have to do more than just play a lot of music. You have to do some sort of personality radio — at least in the morning. This doesn't mean a guy telling jokes. What it does mean is having folks on the radio who can accurately reflect the lifestyle of the station's listeners.

The environment today says you're going to die if you try to move the window to grab the cross-over listener. CHR and A/C are very hot, and you can't compete against those guys. What you have to do is superserve your core. The stations crashing and burning in the last year have proven that we have to go out and get longer time-spent-listening from the core, because the cume may not be there.

Country stations can no longer depend on getting listeners who don't want to listen to rock but can't find a good A/C station. The number of outlets going A/C is incredible, and it's hard to compete with them on that level. As far as I'm concerned, nobody can play Kenny Rogers or Anne Murray songs better than A/C stations. This doesn't mean you try to build traditional records. But it does mean you build the TSL of your core with personality — by what you say between the records. You have to find out what the people listening to you are into and superserve them with it.

FIGENSHU/See Page 46

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JANIE FRICKE

"The First Word in Memory"

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MARK GRAY/TAMMY WYNETTE

"Sometimes When We Touch"

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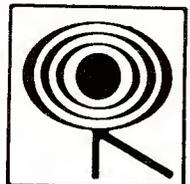
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All The Big Guns Are On Columbia Records

Report On Radio:

Figenshu

Continued from Page 44

Building Cume With Personality

You have to examine your priorities. If Country shares are going away because people don't like the music, you can't force them to like it. What you have to make them like is the *content* of the station. The answer to building cume is to have people come in for the content of a good morning show that just happens to play country music.

When trying to build cume, you really can't attract A/C listeners to your Country station by playing A/C artists. All you do is create a real bad surprise for your cume — something you obviously don't want to do. What you do want to do is knuckle down, keep to the target, and play to the existing country audience, wherever that level is in your market. If there are two Country stations in a market, you want to be the one.

The mood of the country today is very euphoric. What's winning on the radio? Humor. Upbeat songs. By gauging the mood of the country you can feel your way through this thing. We talk about country songs imitating life — and it's true. Look at the song titles today vs. three years ago. They're not as issue-oriented today, but deal in love, fantasy, and fun — "Let's Chase Each Other Around the Room!" If that's the sound of your music, that is the attitude which has to be reflected by your talent. Strong personalities give the listener one more reason to tune in.

Fewer Currents Than Ever

We're playing fewer currents than we ever have. Remember, the audience exists in a time warp. Artists who have come up in the last three years — even those who've had big hits — are *new artists* in their reference frame. Many listeners are more comfortable with the artists who have been around for the last five or six years. We didn't



Bill Figenshu

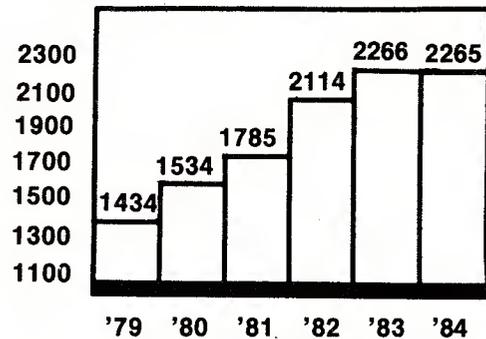
"We can't be concerned about selling records when we're getting our butts shot off in the ratings. You really can't question the loyalty of the country fan to the artist, but loyalty doesn't always translate to record sales."

make that rule — it's what the audience is telling us. There are about 19 core artists who are the meat and potatoes of the format, and they've been played nonstop in power rotation for the past eight-to-ten years. It's just amazing.

By "fewer currents" we don't necessarily mean "more oldies." "Non-current" is the term that is most accurate. We can't be concerned about selling records when we're getting our butts shot off in the ratings. You really can't question the loyalty of the country fan to the artist, but loyalty doesn't always translate to record sales.

We're seeing the maturing of Country radio in a no-growth period for country. This means that if the format shares aren't growing, you have to take what the other guy has in order for your station to grow.

Stations Leveling Off



Total number of fulltime Country stations
Source: Country Music Association

Jim Wood VP/Programming Malrite

People in "the business" lose sight of how radio is used today. It's not the entertainment medium it was years ago — it's now a utility. The audience doesn't need you, and if you give them the wrong stuff, they won't use you. People make a conscious decision to go to their entertainment source, and if you paint a picture of yourself as something less than exciting you won't be included as an entertainment choice. The same is true if you paint a "pickup truck with a shotgun in the window" image of your station. It goes back to the phrase "you don't get hurt by what you don't play." You simply can't play

songs which perpetuate a bad image to your potential audience. You have to become more vanilla.

Are the record companies helping with the music? They figured out they could sell more product if their records were played on A/C as well as Country stations. So, we get A/C-sounding product by country artists. The fact is, though, it's harder for the labels to get these records on A/C stations.

Recent changes in the marketplace have negatively affected country. In the last couple years, A/C stations have been affected by the CHR overdose and have been playing fewer country records. The lack of the extra A/C exposure has hurt Country radio due to the resultant dwindling public awareness of the quality of today's country product.

This can work vice-versa as well, with Country stations playing A/C product. Just look at what Top 40 stations did in their heyday. When AOR got hot, the Top 40 stations responded by playing an AOR record an hour. If the Country station in town got particularly hot, the Top 40 station responded by dropping in a country tune once an hour. All that did was kill Top 40.

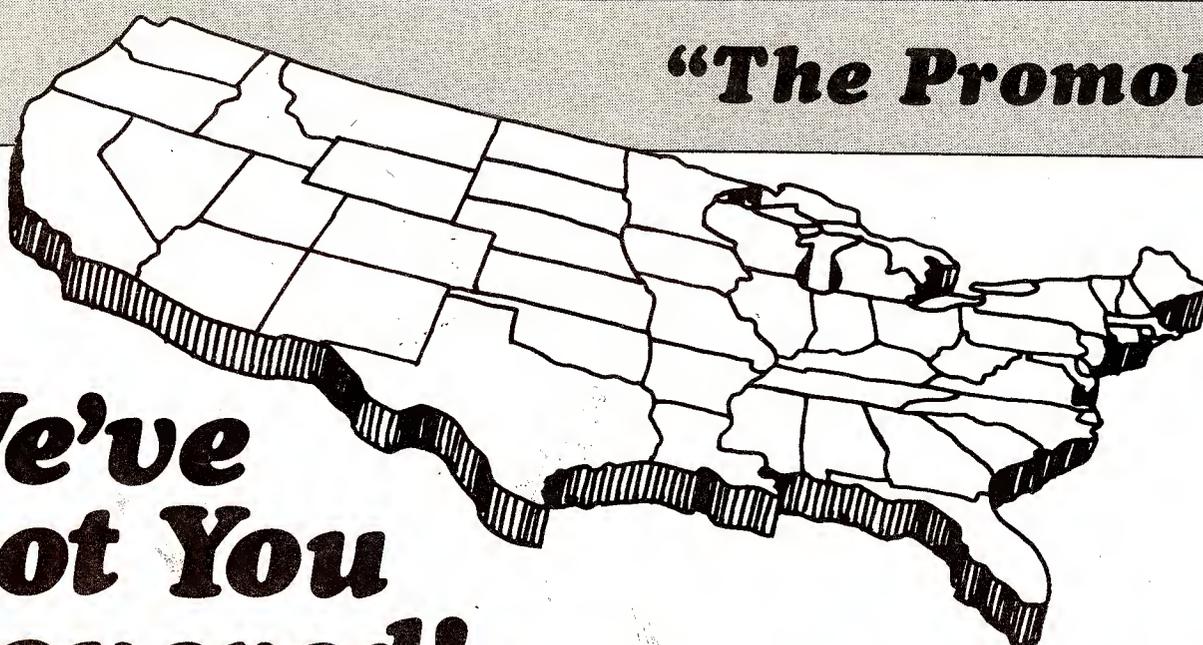
Star Search

With regard to the music and the excitement it creates for a format, it's a cyclical thing and we just have to bite the bullet and wait it out. I'm not going to say the music is bad right now, but I'm not hearing anything that's knocking me out. I wish we had someone with the power and impact Kenny Rogers had a few years ago. We need a major superstar to emerge and be a killer. Someone tantamount to what Prince is now or what Boy George did for a short time. A great deal of the success of these two phenomenons is due to tremendous marketing. We need better marketing geared to create some country superstars. Name one country star that people can't wait to see on the next TV special.

Another worry is that country product continues to attract an ever-aging crowd. As they get older they're not being replaced by people in the lower demo cells. One of the reasons is there don't seem to be many artists — nor many on the horizon — who can appeal to younger demos and attract them to the format.

The industry is taking the easy way out by saying, "We can sell thousands more of the country/pop records," so they put out only a token amount of country records. Because we're a Country station we have to play 'em. However, as the quality level of currents falls, we're going to be playing a higher per cent of gold. At that point, the role of the current in the programming mix becomes that of a freshening agent as opposed to the main ingredient.

Country has been in a real battle — and will continue to be — because the demos it has are the ones other stations want. It will get better, although a lot of us may take it on the chin for a while as things sort themselves out. But quality radio stations will survive and Country is certainly a format that will survive. It may not prosper to the extent of the Urban Cowboy days, but we'll do well.



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Retail & Sales:

Attracting The Country Consumer

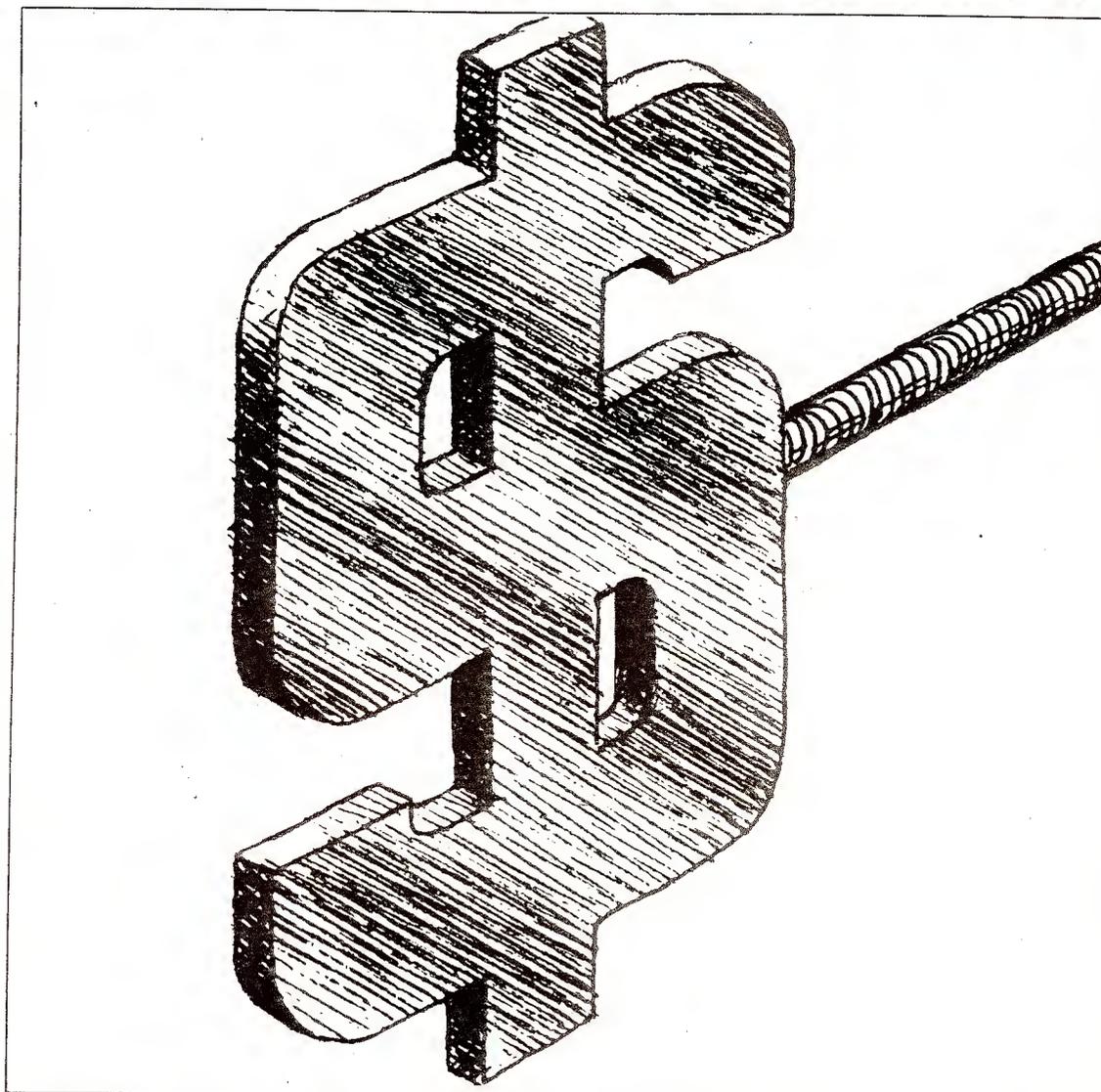
The process of marketing country records involves more than simply entering a record store, slipping a supply of virgin vinyl into the racks, and coming back each week to replenish the empty slots. Country records are relegated to the back of the store in many outlets, where country customers have to hunt for them and where mainstream record buyers aren't offended by their presence.

Sales are down, the music is splintering, records have trouble at the cash register, and the single is dying. What can the record merchandisers do to attract new customers and larger crowds? The following section takes a look at the fine art of country marketing, exploring the differences between country and pop and looking at the country record buyer's habits.

Mario DeFilippo
VP//Purchasing
Handelman Co.

To get a perspective on country sales — what's selling, where, and why — R&R contacted Handelman Co., one of the largest country music marketers in the U.S. Vice President/Purchasing Mario DeFilippo explains how the retailers and merchandisers approach the challenge of getting records into the hands of the buying public.

R&R: *There is much concern today over the state of country music and Country radio. From a sales perspective, do you find the drop in country's percentage of total record sales disconcerting?*



MD: On the contrary. I feel country music is alive and well. It may not be the country that a lot of people think of as country, but it is a version of what country has evolved to be today — a combination of pure country, contemporary country, and MOR repertoire.

R&R: *Has the trendiness of country faded just as many fads seem to do?*

MD: This is just a natural progression of things. Country music evolved from folk music, which was indicative of the times. Like everything else, we go through transitions and changes. Just look at some of our best-selling items today, such as the new Alabama

album, which has been a top-seller since it was released.

R&R: *Is the era of country crossover gone, or will there still be a wide audience that occasionally listens to it?*

MD: A wide segment of the population will always enjoy country because it is a change of pace from the other music on the radio. At one time I was located in New York, and like most New Yorkers I spent a good deal of time in taxicabs. One Brooklyn driver once told me he listened to country music on the radio because it was "the only thing that doesn't hurt my ears and I can understand the words." What he was saying was

Richie Black artists? You certainly don't. So what do you call an Alabama or a Kenny Rogers? A lot of people in their calculations or demographic breakouts are quick to categorize things or people who shouldn't be categorized.

Kenny Rogers and Dolly Parton are good examples of crossover artists, and they always do very well. But the younger artists — Alabama, Hank Williams Jr., David Allan Coe, and George Strait — they do well with a different type of country sound.

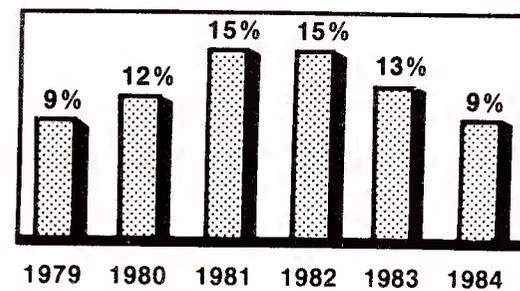
R&R: *Do you see a conscious effort on the part of the labels or artists to make country sound a bit harder, to appeal to the mainstream radio listener and record buyer?*

MD: There are a number of artists today who are evolving a bit harder, like Atlanta on MCA. Some acts are incorporating harder elements, but there really isn't an effort to fit country into a rock mold — it just isn't happening.

R&R: *Does country product have to be marketed differently from contemporary music?*

MD: Definitely. One of the most obvious approaches is to categorize country separately in our stores. We service over 6000 outlets across the country, and we have to key in to the people who patronize these places. We have developed a number of campaigns scheduled to key off the Grammy country awards, and promotion of artists is a big element.

Retail Report Card



Country's percentage of national record sales
Source: RIAA

country has replaced MOR music and people can relate to it. This holds true to a large cross-section of the country audience — it is a hybrid, not a purebred.

R&R: *Are there particular artists who sell better than others, such as the crossover artists?*

MD: There have always been artists who do better than others, and that is true today. The sound has changed a bit, but it's difficult to categorize people today. Do you call Michael Jackson or Lionel

R&R: *A lot of country record buyers are intimidated by the local record store that caters to the rock buyer. Is there a point-of-purchase strategy involved in placing product where country consumers will buy it?*

MD: No question about it. We deal exclusively with the mass-merchandiser, chains that range from full-line department stores to the large drug and food chains. These are all family stores, where

DeFILIPPO/See Page 50

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Dale Turner
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Gary Greenberg*

"Is There Anything I Can Do?"

Thanks Radio!
BILL MEDLEY

Retail & Sales:

DeFilippo

Continued from Page 48

we deal with a wide spectrum of customers. These are the best locations to sell country; we certainly do not deal with the head-shop record store atmosphere.

R&R: Has the country single gone the way of the Detroit tailfin, or is there still a market for the single?

MD: Unfortunately, the sales of singles have diminished to half of what they used to be. But there still is a marketplace, and we still merchandise them in all our stores. We recognize them as the vehicle to launch albums — which is where the real sales are.

R&R: Is radio doing enough to keep country vibrant and foster a continued interest in record sales?

MD: Probably not. Radio really doesn't stay on a record long enough to really help it. In a business where million-selling albums represent the criterion for success, country really isn't touching the surface in those terms. The impact of pictures — MTV and music videos — demonstrates that radio doesn't stay with a song long enough, and doesn't make it exciting enough. If it did there would definitely be an increase in sales. Look at what happened to Lionel Richie, the Cars, Z.Z. Top — video has extended the exposure periods, and they have become big sellers.

R&R: We are now at the tail end of a bell-curve in country sales. What do you see ahead for country music — more slippage, regained success, or a period of inertia?

MD: I see further evolution. As our heritage shifts and swings I think the music will also change.

RICK BLACKBURN

Record Sales: A Downward Trend

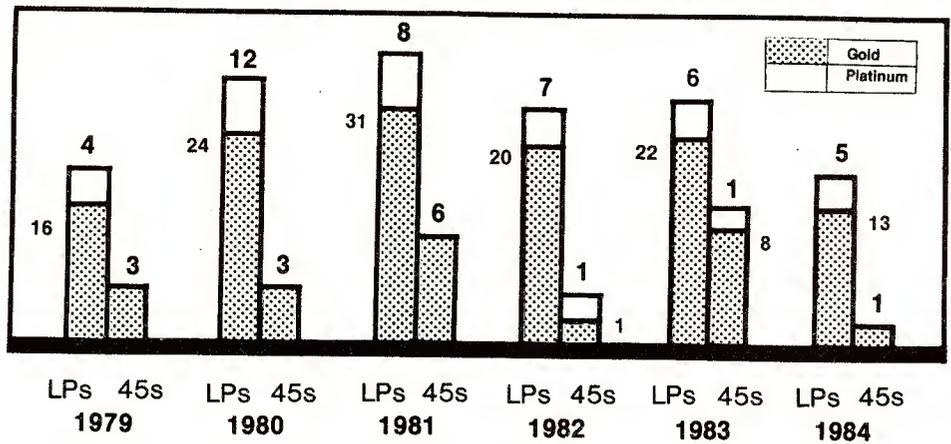
The whole industry is down in sales. We're still waiting for the final figures to come in from the **RIAA**, but it looks like the country music industry will be off between 12-15% for 1984 versus 1983. While this is not as much as we earlier feared, it's still alarming. When you look at the level of the industry at its peak in 1980 through the 1983 estimates, we're down (wholesale) from \$230 million to \$180 million. Since these numbers are wholesale, a fair retail estimate would be double. We're not so much worried about the drop from '83 to '84, but the downtrend since 1980 is what's alarming. A lot of people think things were great until '83 — and then the bottom fell out in '84. But that's just not the case.

Are sales down because "pop" buyers aren't buying country, or because country buyers are buying less? Actually, both, 1980 was a great year because of the marriage of the music to a lifestyle. We were able to attract a whole new market that hadn't previously discovered country music. The rock record buyers — what we call the mainstream buyers — began to integrate country into their buying patterns. They never stopped buying pop music, but in many cases the extra record purchased was a country act. Now country has lost its appeal to those buyers at the same time they've rediscovered rock music.

Your older, hardcore country fan hasn't gone away. He loves country music, still goes to concerts, tends to the traditional sound, still listens to Country radio. The problem is that group is now five years older and the demo they've come from hasn't been "replenished." This group has reached a passive lifestyle where prerecorded music, as far as purchases, is not the primary requisite it once was. They're content listening to the radio, listening to old record or tape collections, and are pretty active in home taping. All of these factors have adversely affected country record sales.

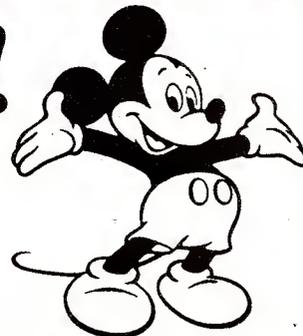
But there is still a strong presence in the marketplace, and people will want to associate with this kind of music for a long time to come.

Mining The Metals: Gold & Platinum



Number of Country Albums (LPs) and singles (45s) to reach gold or platinum status
Source: **RIAA**

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Country Ratings: Stronger Than They Seem?

by Jhan Hiber

Would you believe that in 75% of Arbitron-rated markets, more folks listen to Country today than during the "Urban Cowboy" days? Well, that's the reality of the situation. An analysis of Arbitron data covering eight markets in 1979, 1981, and the recent sweep indicates that in most markets Country, on both a 12+ and 25-54 basis, has grown — not died.

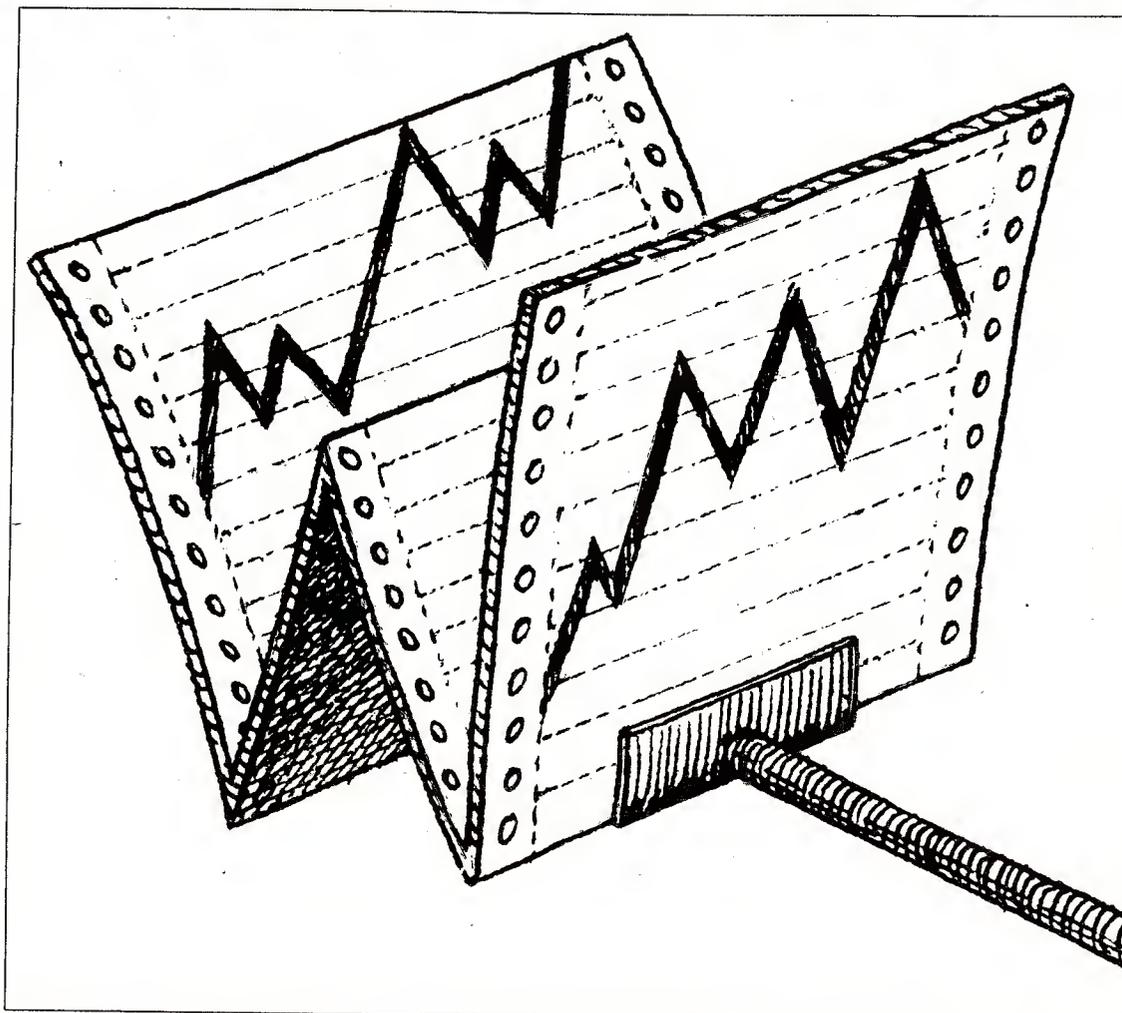
This apparent growth and vigor may come as a surprise to many people. Some critics have been draping the format in black, implying the radio version of the grim reaper is out to cut Country down to size. Hooey! The only thing that can hurt Country radio at this stage is a lot of talk about prematurely burying the format. Sure, there have been some notable 12+ share declines in recent surveys. However, as we'll discuss, there are some valid reasons for that slippage.

In order to decipher the truth about the format's health, we need to probe beyond the initial diagnosis offered by 12+ share trends. Let's X-ray the numbers, look at the reality of the situation, then discuss where the industry should go. Let's not jump, lemming-like, off the cliff and into format oblivion.

Share Slippage — Why?

In planning this special Country supplement, it became apparent that we needed to find where Country radio really stands. We'd all seen the 12+ share slippage in some Arbitron highlights — but there were a number of reasons why such slippage could have occurred. Among them are the following possibilities:

- More stations. Approximately 500 more Country-formatted stations are on the air today than in 1981. When "Urban Cowboy" debuted, popular reaction caused a rush that led to a migration to the country lifestyle — and with it a switch to that format by many stations. An increase of 500 stations in any format will cause an erosion of



shares for the incumbent entities (just ask some leading CHRs as they now fend off more competition within their format).

- Other format growth. In the last several years CHR has seen a rebirth. This resurgence has attracted quarter-hours from a variety of demos, and boosted the overall shares for that format. Other formats not experiencing the same dramatic jump might suffer by comparison — unless they, too, garnered a wave of 12-34 converts. Likewise, more soft rock/easy rock outlets are cropping up these days, hurting the 25-54 picture for a variety of formats — including Country.

- Shares are not people. This makes sense when you think about it. After all, how many shares have you shaken hands with? Seriously, it is important to note the distinction between average quarter-hour audiences (people) and average quarter-hour shares.

A share is essentially a measure-

ment of how big your piece of the pie is. It's a percentage of all those listening within the given daypart.

Actual audience size can grow while at the same time a share can slip. How? Because another station (CHR, perhaps) can generate enough QHs to inflate listening levels in the market. This makes all stations that can't match the growth suffer and evidence share slippage.

If Station A's total week 12+ AQH audience is 100,000 persons, it might have been good enough for a 10 share in the past. However, if Station B comes in and boosts listening levels to new heights, there is a new equation. Perhaps Station A's audience in the next sweep totals 110,000 people 12+, but that now is only good enough for a 9.5 share. Its audience actually grew, but the share went down. This happens a lot.

This share slippage/audience growth phenomenon is one that currently is affecting the Country

picture. The data below shows how that picture has developed over the last six years.

Eight Metros Analyzed

I selected a significant number of markets for analysis: eight metros were chosen to represent a geographic and market size cross-section. The feeling was that

these eight were a good sample of the Country universe. The metros picked for this analysis include Atlanta, Chicago, Houston, Kansas City, Oklahoma City, Phoenix, Sacramento, and Washington, DC.

Once the markets were selected, I decided to examine the Country scene from three perspectives: 1979 (pre-"Urban Cowboy"), 1981 (the year Country conversions followed in "Urban Cowboy"'s wake), and 1984 (the most recent survey). In each case we used the fall books for comparison.

Four parameters were selected for useful and fair comparison criteria. On a total week basis, these criteria were examined for the Country stations that showed up in the relevant surveys:

- 12+ composite shares for the Country format
- Actual 12+ audience delivery for the stations in question
- 25-54 composite shares for the Country format
- Actual 25-54 audience delivery for the relevant Country stations.

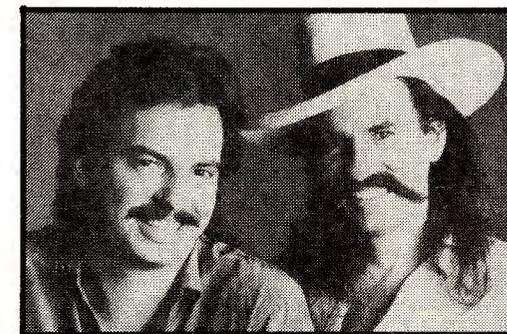
What we hoped to do was compare shares over the three books — to see what developed — and contrast that with what the actual "people story" looked like. Some duplication is inherent in both shares and actual average quarter-hour persons figures, but the trends — if not the actual exact audience estimate (a contradiction if there ever was one) — should be indicative of the life or death of the format.

The Bottom Line

The key discovery in this analysis is somewhat paradoxical. In 75% of the cases, the adults 25-54 average quarter-hour au-

RATINGS/See Page 54

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*Source: R. H. Bruskin/March 1984

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Ray Price ★ Loretta
Lynn ★ Mickey Gilley
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Brothers ★ Alabama
★ The Statler Brothers
★ Crystal Gayle



Country Ratings:

Continued from Page 52

dience delivered by the Country stations is up over '81 — yet in 75% of the markets the composite Country 25-54 share is down versus figures during the "Urban Cowboy" era.

The glass is either half empty or half full. If you get hung up on shares then you'd better wring your hands. If you care about the number of listeners (and potential customers for your advertiser's products), then there is cause for celebration.

The 12+ story is more clearcut. In 63% of the markets, both 12+ share and AQH audience have grown since '81 — an amazing stat when you think of all the gloom and doom being spread about the demise of the Country format.

Based on these findings, we recommend that the Country format throw a party — and not a wake.

75% See 25-54 Gains

At right you'll see the three survey trends for the eight selected markets. AQH shares and audience estimates are composites of all Country stations in the market. Next to the survey name-date (in parens) will be the number of Country stations that showed in the relevant Arbitron. Comparisons in the far right column show percentage gained/lost in fall '84 compared to the strong sweep of fall '81.

Atlanta			
	Fall '79 (4)	Fall '81 (2)	Fall '84 (3)
12+ shares	8.2%	10.8%	11.0% (+1.9%)
12+ AQH est.	20,500	28,000	38,100 (+36%)
25-54 shares	11.0%	13.9%	11.8% (-15%)
25-54 AQH est.	13,600	18,900	22,300 (+18%)

In Atlanta, as in most of the markets, both the 12+ and adults 25-54 average quarter-hour audiences have continued to grow steady over the years. As stated earlier, the phenomenon of share decline/audience growth is exhibited nicely in the crucial adults 25-54 category. Although the actual audiences grew by about 18% over the '81 tally, the share slipped 15% — owing to more substantial growth by other stations in the metro.

Chicago			
	Fall '79 (3)	Fall '81 (3)	Fall '84 (2)
12+ shares	8.9%	8.3%	6.1% (-27%)
12+ AQH est.	85,300	84,900	72,500 (-15%)
25-54 shares	10.1%	10.7%	7.4% (-31%)
25-54 AQH est.	49,300	51,700	43,600 (-16%)

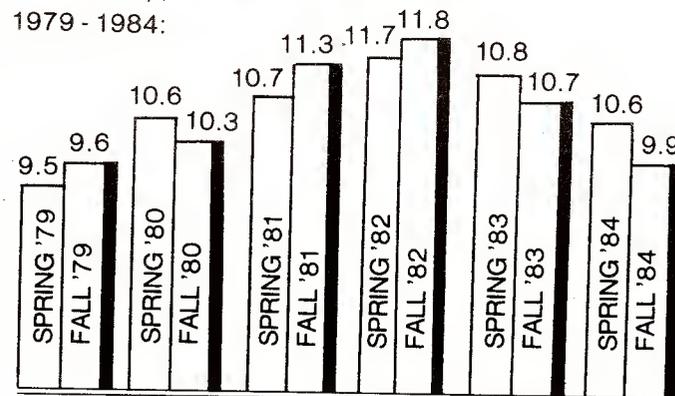
Of the markets analyzed, only Chicago showed a consistent pattern of 12+ share and audience decline. The 25-54 numbers did blip up slightly in '81, only to look much softer this sweep. Part of the explanation for that was the loss of one station between 1981 and 1984.

Houston			
	Fall '79 (4)	Fall '81 (6)	Fall '84 (4)
12+ shares	14.7%	19.5%	14.6% (-25%)
12+ AQH est.	52,500	80,200	77,700 (-3%)
25-54 shares	17.0%	23.9%	18.9% (-21%)
25-54 AQH est.	32,800	51,100	55,600 (+9%)

We're talking bell-curve city when it comes to the 12+ and adults 25-54 share patterns. However, even though there are the same number of stations now as in the fall '79 book, the 25-54 AQH audience has grown consistently and the 12+ AQH (while down slightly from '81) is up notably vs. '79.

National Penetration Of Country

(shares 12+)
1979 - 1984:



Source: Arbitron and Radio & Records

Kansas City

	Fall '79 (5)	Fall '81 (2)	Fall '84 (3)
12+ shares	20.0%	19.1%	21.6% (+13%)
12+ AQH est.	30,500	34,100	42,600 (+25%)
25-54 shares	23.6%	20.0%	24.8% (+24%)
25-54 AQH est.	18,300	18,700	24,600 (+32%)

Things are certainly up to date in Kansas City — Countrywise, at least. Even though there are fewer stations now than in '79, the format has shown an increase in shares since '79 and '81 while posting excellent growth in audience delivery.

Oklahoma City

	Fall '79 (4)	Fall '81 (4)	Fall '84 (4)
12+ shares	18.4%	23.8%	24.7% (+4%)
12+ AQH est.	16,400	24,100	29,700 (+23%)
25-54 shares	25.5%	27.5%	26.7% (-3%)
25-54 AQH est.	11,300	13,600	16,300 (+20%)

With the consistent number of Country entities in this metro, Oklahoma City is a good laboratory for examining the format's condition. Steady 12+ share growth and superb, consistent AQH audience growth 12+ and 25-54 appear to show a vigorous market here.

Phoenix

	Fall '79 (3)	Fall '81 (4)	Fall '84 (4)
12+ shares	15.5%	15.0%	10.5% (-30%)
12+ AQH est.	26,600	32,400	28,400 (-40%)
25-54 shares	20.8%	16.2%	15.0% (-7%)
25-54 AQH est.	17,700	17,100	17,100 (stable)

The Phoenix market offers two explanations why the 12+ picture looks relatively sorry, although the number of stations has been relatively static. First, there's been a notable injection of new FM Easy Rock stations in the last several years, a boost for A/C that would affect 12+ shares. In addition, the fall '84 sweep saw one of the FM Country properties fall out of bed as it went through a major repositioning move. Another sweep or two might see Country pick up again; at any rate, the 25-54 audience story has been stable over the years with one Country station remaining the market's 25-54 leader for many consecutive books.

Sacramento

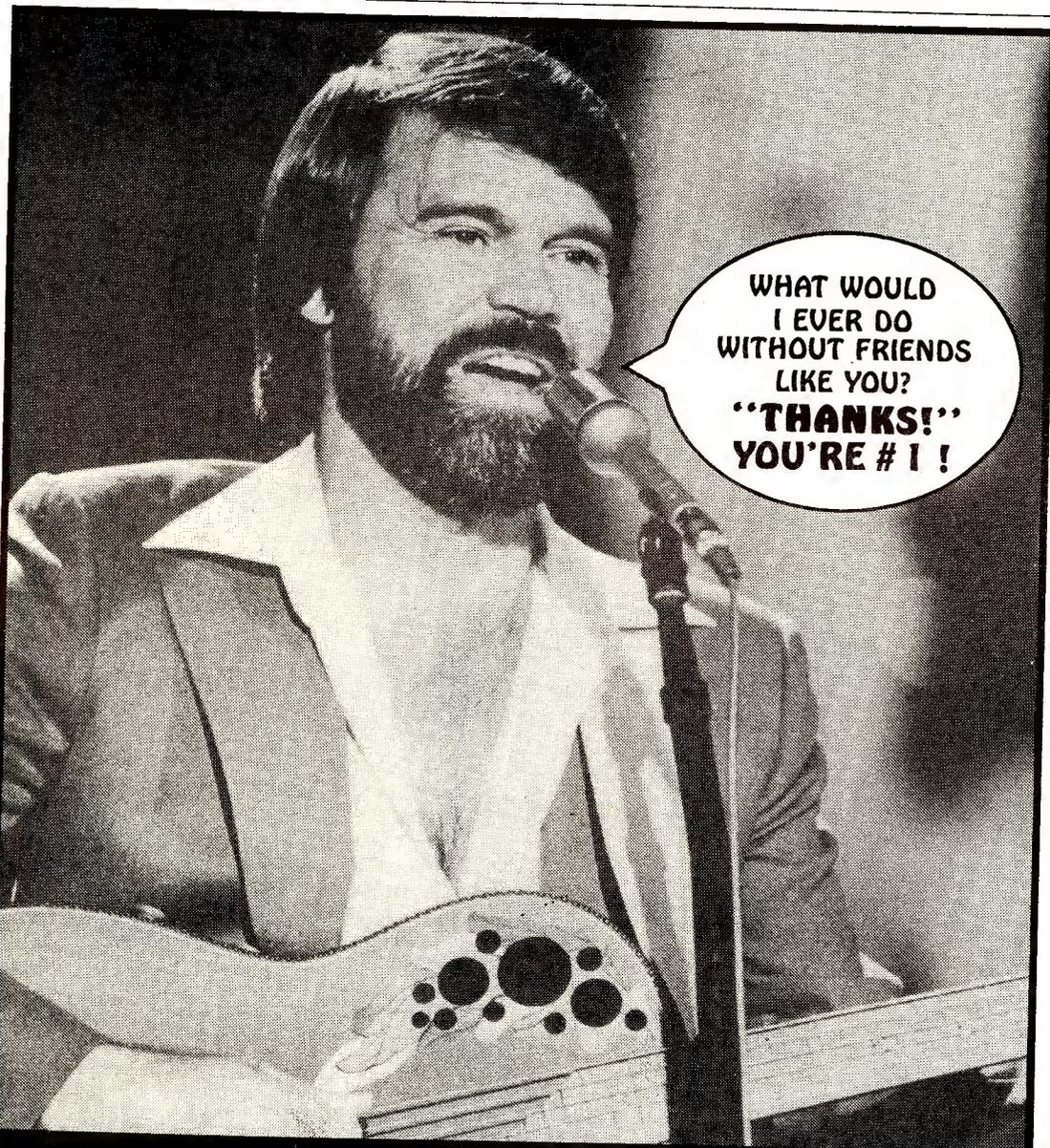
	Fall '79 (3)	Fall '81 (2)	Fall '84 (3)
12+ shares	7.1%	9.4%	12.2% (+30%)
12+ AQH est.	13,200	14,500	21,300 (+47%)
25-54 shares	13.5%	13.9%	12.9% (-7%)
25-54 AQH est.	8,800	11,100	11,700 (+5%)

The number of Country stations in Sacramento, while up over '81, is the same as in '79. With the exception of the 25-54 Country shares, the picture here looks entirely improved — especially when compared to the last time the market had three Country stations. Steady growth has again been the name of the game, with the exception of the 25-54 shares. As in other examined markets, CHR and Easy Rock growth has perhaps offset the 25-54 Country improvement.

Washington DC

	Fall '79 (5)	Fall '81 (3)	Fall '84 (5)
12+ shares	7.3%	7.1%	7.8% (+10%)
12+ AQH est.	30,700	28,200	39,600 (+40%)
25-54 shares	9.4%	8.7%	8.9% (+2%)
25-54 AQH est.	21,600	19,000	24,400 (+28%)

All '84 figures are improvements over the '81 data. This might be expected, since more Country stations qualified for the latest Arbitron scorecard — so let's see what the '79-'84 comparison looks like. Most of the Country indicators would again be healthier vs. '79, with only the 25-54 share showing slight softness. Washington is certainly not a hotbed of Country supporters, yet even here the format defied signs of rigor mortis.



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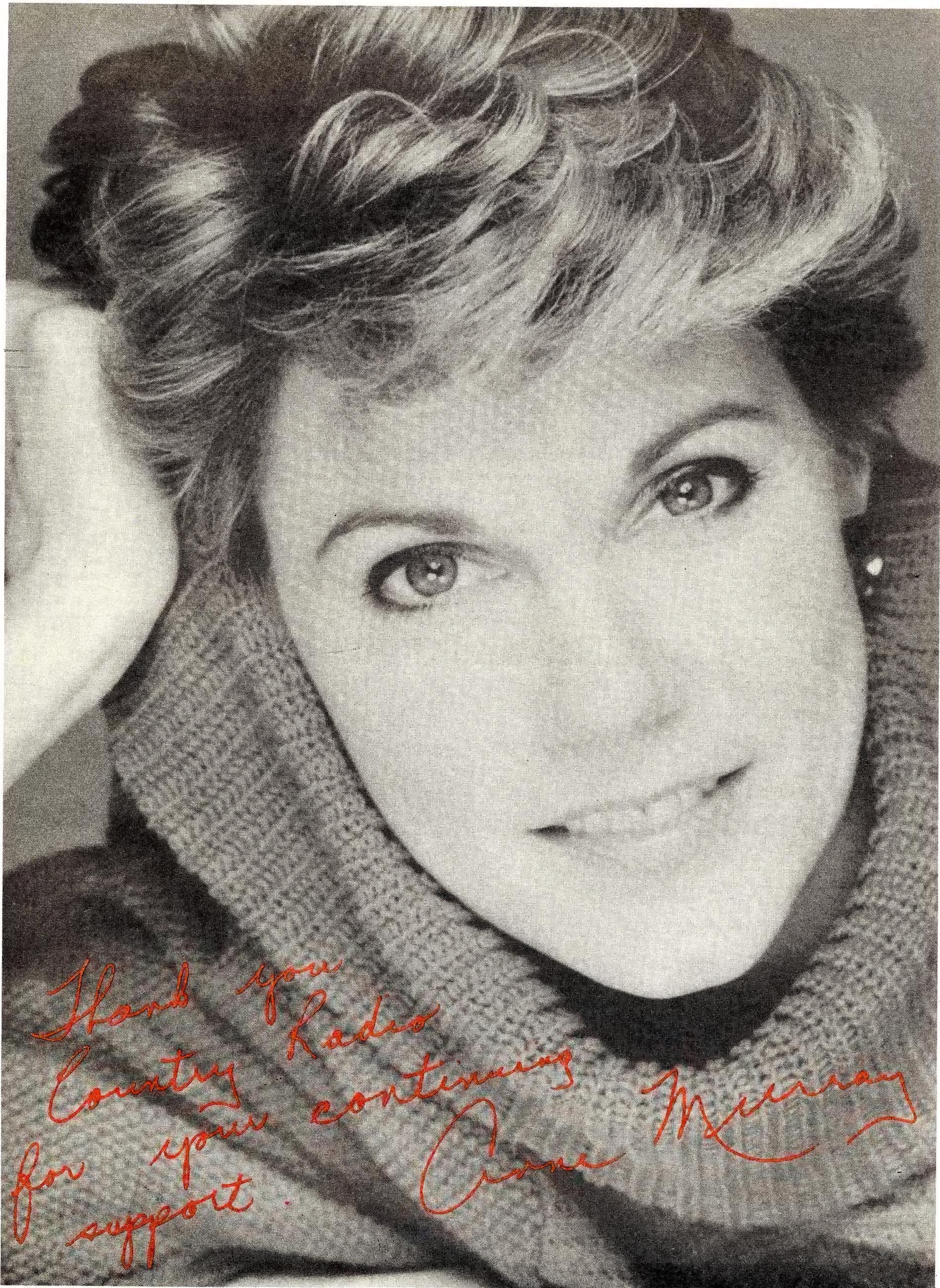
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Thank you
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for your continuing
support.
Anne Murray

Country Radio Music Poll 1984 Award Winners

by Reed Bunzel and Lon Helton



Once again R&R is proud to announce the winners in our 9th annual Country Radio Music Poll, as voted by the PDs, MDs, and air personalities at our reporting stations. The ballots they receive list only the categories. Each voter is free to write in any artist, song, or album they wish. These are the only honors voted on solely by the radio community — people who are the closest to the folks who make Country radio their primary source for country music.

Thanks to all of you who took the time to vote in this year's poll, and our sincere congratulations to all of the 1984 winners!

Alabama
RCA Records
Performer of the Year
Best Album
Best Group

Topping R&R's annual Country Radio Poll with multiple wins is getting to be a habit for Randy Owen, Teddy Gentry, Jeff Cook, and Mark Herndon. Their staying power in a business where today you're hot and tomorrow you're not is truly amazing. Alabama's continued popularity is not only a tribute to the quality of

their music but also to the fact that they are genuinely nice guys. I'm continually impressed with their availability to the people who play their records. In any given week, I'll receive two or three photos including members of the group with the local radio guys. When it comes to "dancin' with who brung ya," nobody does it better.

PIECES OF EIGHT — This year four Country acts walked away with the eight different Country Music Poll Awards voted annually by R&R reporters. Alabama, which in 1984 won in the categories of Performer Of The Year, Album Of The Year, and Group Of The Year, took those same honors again for 1985. Mother-daughter duo (and overnight success) the Judds also took three top awards, copping Duo, Single, and New Artist Of The Year honors. For individual artists, Reba McEntire received recognition as Female Performer Of The Year, while Earl Thomas Conley captured the award for Male Performer Of The Year.

On to the facts, this is the third year in a row Alabama has placed first in three categories. It's the third consecutive year they've been named Performers of the Year and the fourth year in a row they've been voted both Best Group and Best Album.

1984 was another year of honors for the group from Fort Payne, Alabama, as they were again named Entertainers of the Year for both the ACM and the CMA. It was also the year which saw them release four singles from the "Roll On" album, three of which went to number 1. "Roll On (Eighteen Wheeler)" spent five weeks in the number one position; "When We Make Love" was on top for four weeks, while "Fire In The Night" spent two weeks at the top spot.

When told about the group placing first in three categories once again, Randy Owen expressed his gratitude to all those in radio who've played Alabama's music

throughout the years. Randy summed it up by saying the entire group is "proud of the good relationship" they've had with radio over the years.

Winning the Album of the Year award for the fourth year in a row is quite an achievement and a testimony to the care that Alabama puts into their album projects. The success of "Feels So Right," "Mountain Music," "The Closer You Get," and "Roll On" makes the group all the more conscious of cutting quality material which will make each album at least as good as the last.

With the release of their "40 Hour Week" LP, Alabama has gone outside their ranks for more songs than ever before. As a matter of fact, only one song penned by a member of the group (Teddy Gentry's "As Right Now") appears on the LP. While their current single "There's No Way" moves up

ALABAMA/See Page 58

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PERFORMERS OF THE YEAR

Alabama

SINGLE OF THE YEAR

*The Judds, (WYNONNA & NAOMI)
"Mama, He's Crazy"*

BEST GROUP

Alabama

BEST DUO

The Judds, (WYNONNA & NAOMI)

BEST MALE VOCALIST

Earl Thomas Conley

ALBUM OF THE YEAR

Alabama—"Roll On"

BEST NEW ARTIST

The Judds, (WYNONNA & NAOMI)

**THANK YOU,
COUNTRY RADIO,
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Music Poll

Alabama

Continued from Page 57

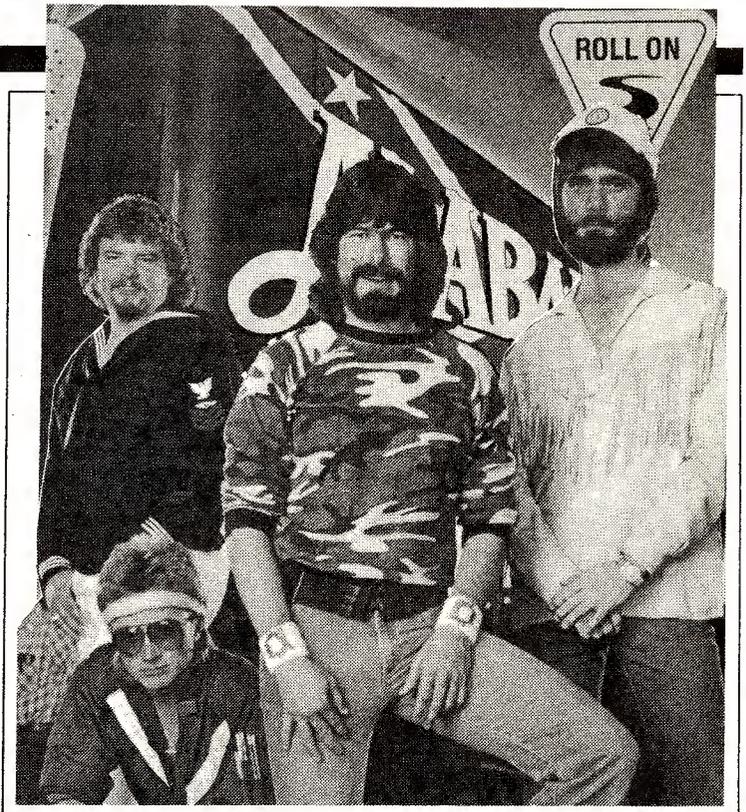
the chart, "Forty Hour Week" and "Down On Longboat Key" are two of the most played album cuts in the country.

Besides hearing the music from this album all over the radio, you'll be seeing videos all over the tube. Randy said he felt "40 Hour Week" is the best video they've ever done. The clip of "There's No Way" is due to go into production next week.

1985 also means more touring for the group, and to make things a little easier they recently purchased a plane. This enables them to spend more time at home with their families while also affording them more time to write and pick songs for future albums. Randy also said that flying to concert dates ultimately results in a better performance for the crowds. The guys arrive at the shows better rested and are able to maintain peak form.

High on Alabama's priority list once again this year is the June Jam, benefitting their home town of Fort Payne. Also in the planning stages is the group's first-ever Christmas album.

Throughout their rise to the top,



the members of Alabama have always been quick to thank people in radio for supporting them through the years. Randy concluded our conversation by saying that the one thing he wanted me to get across was that he wanted everybody in radio to know "we really try hard

to put out the best music we can while including something for everybody on our albums. We want them to honestly say, 'Wow, have you heard the new Alabama song?' We want them to be proud of our music when they play it for their listeners."

Earl Thomas Conley

RCA Records
Best Male Vocalist

When told he'd been voted Best Male Vocalist in the readers poll, Earl remarked, "This is really a great way to start '85. It really feels good to know the folks in radio think that much of me and my music. We can't do it without them."

1984 may well go down as the year Earl Thomas Conley really came into his own. Ever since "Fire and Smoke" hit it big in 1981, Earl has been consistently on the charts. In the last year and a half things have been even better, as every ETC release has landed in the top three. Those records have included "Holding Her and Loving You," which went to number one in late 1983 and "Chance Of Lovin' You" (from his "Treadin' Water" LP), which spent two weeks at the top spot in late 1984. The other singles from Earl's "Don't Make It



Easy On Me" album — the one that really put him on the map — were the title cut and "Angel In Disguise."

1985 will also mark the debut of a logo and the christening of a brand new bus for ETC. As for right now, Earl said, "Randy Scruggs and I are in the middle of writing the songs for the next album. Finding the time to write is getting tougher and tougher because of our extensive road schedule. We were on the

road 228 days last year. I worked an awful lot with Hank Jr., and this year I'm doing a number of dates with Waylon, as well as working dates with some new people. In the future, I'd like to organize all the road dates into three or four major tours. That would allow me to devote more concentrated time on writing and in the studio. It's hard to concentrate on any one thing when it's always being interrupted to go do something else."



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Music Poll

Reba McEntire
MCA Records
Best Female Vocalist

Being named Best Female Vocalist for 1984 by R&R readers completes the "hat trick" for Reba McEntire. Last year she was voted Female Vocalist of the Year for both the Academy of Country Music and the Country Music Association.

Referring to the night she received the CMA award, Reba said "I was sitting there having a real good time enjoying the show. I knew that Anne Murray was going to win it because she had such a hot year with a great song, album, and video in 'A Little Good News.' I also thought my chances for the award might have been hampered by my commitment to country music. Prior to the awards I had taken kind of a renegade stance in saying, 'I'm gonna be country and that's it.' Winning gave me such a warm feeling of acceptance from the CMA, my peer group, and everybody else who's in country music. It was as if they said, 'If you want to stay country, that's fine with us . . . we appreciate it.'"

The awards for 1984 were built on the strength of her music throughout 1983 as well as 1984. Records like "Can't Even Get The Blues," "You're Not The First Time," and "Why Do We Want (What We Know We Can't Have)" set the stage for her 1984 hits. Moving from Mercury/PolyGram to MCA last year, she had hits with "Just A Little Love" and "How Blue," as well as her current "Somebody Should Leave."

Reflecting on this past year, Reba said, "1984 was a very good year for us and a key in our building process. We worked a lot of shows with a lot of great entertain-

ers, which meant great exposure for my show."

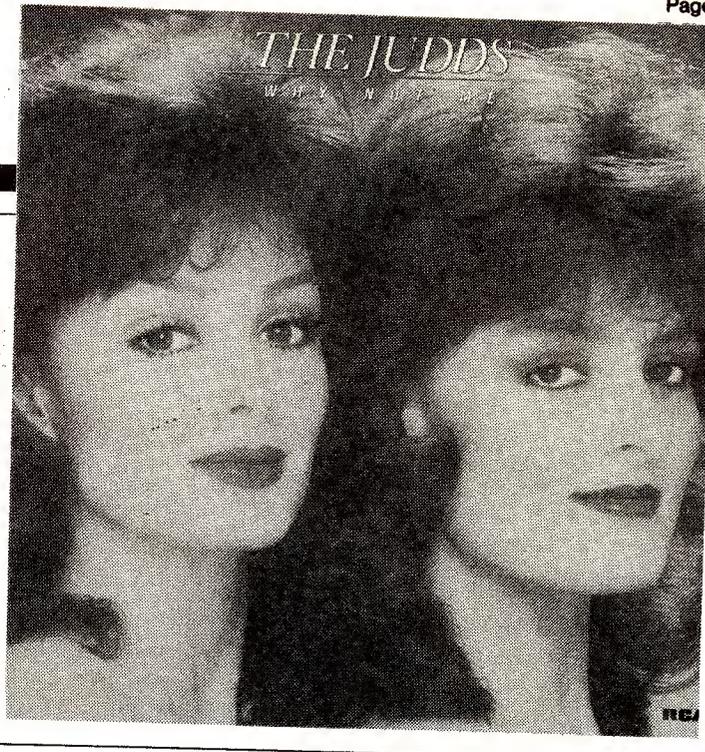
Looking ahead for '85, Reba said,



"We're looking at some movie scripts, and I'm going to be doing some commercials as well as tour with Conway Twitty. I've got a brand new producer (Jimmy Bowen) and I'll have a brand new album coming out in the next few months."

As she commented earlier and shouted from the rooftops in her last album, titled "My Kind Of Country," Reba doesn't want to be anything else. She's the first to admit that much of her early career found her searching for her sound — at times doing music she wasn't totally convinced she should do. But make no mistake, anything you hear from Reba in the future will be nothing but country. And she wouldn't have it any other way.

"The thing that's so special about country music is the country fan. When you talk about country fans, you start with everybody in the industry — 'cause if they didn't love it they wouldn't work so hard to help country music. That's what makes this business so special; we all pull together and help one another while having a good time doing what we do best — being a part of country music!"



Judds
RCA Records
Single of the Year
Best Duo
Best New Artist

be long before Judd music was all over the radio.

The first single, "Had a Dream (For the Heart)," started slowly, peaking at 18 in late February. Next came the one that got everybody's attention, "Mama He's Crazy." That spent 16 weeks in R&R's top 50, topping out in the number 4 position. Then came the killer, the Single of the Year as voted by R&R reporters. "Why Not Me?" shot to the top, spending four consecutive weeks at number one and a total of seven weeks in the top ten.

Phenomenal. That's the word that comes to mind when examining what this mother-daughter team has done in the last year.

In less than a year since the Judds released their first single they have a CMA award, a Grammy, and are voted tops in three categories by R&R reporters. Truly remarkable for new artists who spent much of February and March (1984) traveling around the country doing very special "one-nighters." These mini-concerts involved Wynonna and Naomi setting up shop in hotel suites and singing their songs to a handful of radio people invited in for the evening. Just the Judds and a guitar. I don't know about the rest of you, but the first time I heard them I was overwhelmed. The power and sensitivity of their music immediately struck everyone in the room. There was no doubt that it wouldn't

The 1984 success didn't stop with hit records, however. Wynonna and Naomi were honored with the CMA's Horizon award last October as well as Grammy nominations including Best Artist of 1984 — the category won by Cyndi Lauper. The crowning glory to their short career came just a couple of weeks ago in Los Angeles when they won the Grammy for Best Country Vocal by a duo or group.

1985 promises to be a whirlwind of concert dates for these two. They spent a number of months putting together a band with just the right sound to take on the road. They're also popping up on innumerable TV variety shows telling their incredible tale of overnight success. You can bet there's more of that to come in 1985 for Wynonna and Naomi — the Judds.

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Country



LON HELTON

Radio, Records, And Retail: Working Together

Have you ever thought about the environmental problems of selling country records? The country consumer walks into a store and is blasted by Twisted Sister. If he makes it past the decibel barrier, the next confrontation is with a purple-haired space cadet who thinks country is what Kuns grow on. Even if the clerk is approachable, chances are his unfamiliarity with the product will not only result in frustration for the buyer but in "no sale" as well.

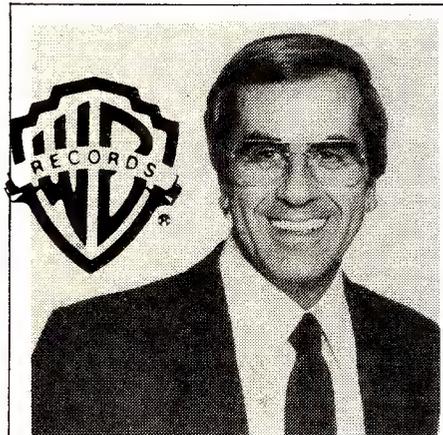
It was that sort of conversation between KZLA & KLAC/Los Angeles PD Bill Mayne and Warner Bros. National Pop Promotion rep Marc Ratner that got the ball rolling. Marc brought together Bill and WB VP/Marketing Vic Faraci to see what could be done to improve country retail sales. From those meetings emerged a marketing campaign involving KZLA/Los Angeles, WYAY/Atlanta, and KPLX/Dallas, along with a major retailer in those cities. This column focuses on the how's and why's of the promotion as it's been developed in Los Angeles.

Before getting into their respective stories, it should be noted that the Country Radio Seminar special in this issue deals with the future of country in both the sales and ratings arenas. I think it's more than appropriate that this week's column chronicles the efforts of the 3 R's — radio, records, and retailers — to do something about the "recession" country is in. It's hoped this is just the first in a series of cooperative efforts among the three groups done in the spirit of improving country's position and image in the marketplace.

Records: Creating Excitement

Vic Faraci is the Sr. VP/Marketing for Warner Bros./Nashville. Vic spearheaded this particular drive on behalf of Warner Bros., but he hopes that all the labels will eventually get involved in this kind of effort. His goal is that "every week we have something to say about a new or hot country record that's available for sale."

Explaining the promotion, Vic said, "This is a six-month marketing campaign designed to work on the consumer's perception of country music. We want to raise country's retail visibility while increasing consumer awareness of where they can find country product. To get the ball rolling, we've brought together the three necessary elements: radio stations in selected markets, major retail accounts in those markets, and WB Records."



Vic Faraci

In bringing these elements together, the involved parties are trying to solve a number of problems inherent in selling country records. Vic explained, "We've asked participating retailers to move their country

Continued on Page 62

Retail: Positioning The Product

George Briner is the marketing coordinator for Los Angeles-based retailer Licorice Pizza. He kicked off his chain's involvement with this merchandising campaign via a positioning statement.

"In Los Angeles, no record retailers have ever consistently made the claim that they have country product available," he told me. "The concept of us making that statement and having it backed by KZLA and a major label appealed to us. We're now telling Country radio listeners that they can regularly visit a store which not only stocks all the country hits, but which also provides a comfortable environment for them to do their shopping.

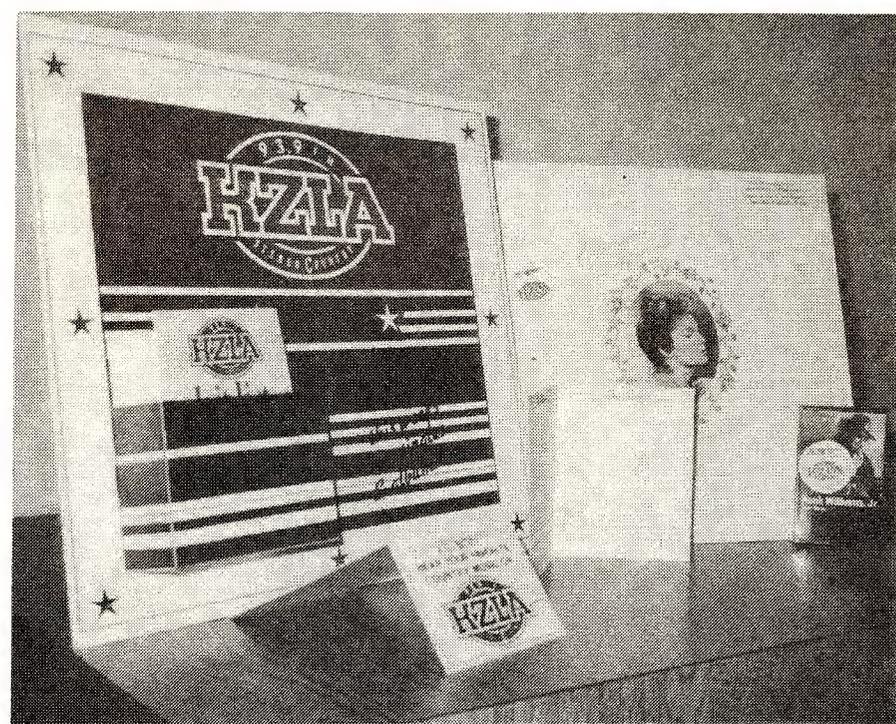
"I know from talking to KZLA, WB, and the customers themselves that it's tough to get country buyers into the store when the first thing they're hit with is Twisted Sister blasting from the speakers. The customer also sees posters of artists who are unfamiliar to them. We now have signs pointing the way to a safe haven for these folks.



George Briner

Licorice Pizza
RECORDS · TAPES & VIDEO

Continued on Page 62



The above display material is part of the promotional paraphernalia greeting country customers at 38 Licorice Pizza outlets in and around L.A. Notice the "Hit-lists" provided by KZLA to assist the buyers and the prominence of the KZLA logo.

Radio: The Vital Link

KLAC & KZLA/Los Angeles PD Bill Mayne explains his involvement with the merchandising campaign as "a new concept using a lot of old methods in a total marketing plan which benefits everybody involved."

KZLA participates and benefits in a variety of ways. Bill said that when a country buyer walks into any Licorice Pizza store, the "KZLA Country Corner" is very prominent. It's an oasis within the store where consumers know they'll be able to find all the current hits as well as expanded catalogue material. The section is identified by a large mobile that WB put together."



Bill Mayne

Once the buyer gets there, KZLA's logo is also well-displayed. Bill said that every country album, cassette, and single stocked in the 35 Los Angeles Licorice Pizza stores has a KZLA logo sticker on it that reads, "As heard on KZLA." "We've gone back to the old point-of-purchase hit-list concept to provide consumers with the songs they hear on the station," he said. "We print a weekly survey of our currents and the albums they're from. They're available in both the album and single sections on nice display cards. We use the back of the survey as a merchandising tool for various albums and promotions we're doing. The sales department also uses it as an incentive deal for advertisers."



The Ideal Continuous Country Promotion

While Bill is PD of both KLAC & KZLA, this promotion runs only on the FM. "The reason is that we don't do a lot of promotions in the Continuous Country format. Since it's a more-music presentation, we feel any promotions we do should tie in closely with the music. This is a very clean promotion that makes sense on the FM.

"Through a series of recorded promos, we introduced the KZLA Country Corner. We made reference to the fact that we know our listeners have trouble buying their country favorites. We told them they didn't have to go running all over town anymore, that Licorice Pizza would have the music they heard on KZLA. Listeners were assured that they would find a helpful, friendly atmosphere, and live liners urged them to drop by Licorice Pizza to pick up a free

Continued on Page 62

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1 Memorial Day

Loretta Lynn's Silver Anniversary

In 1960, Loretta Lynn's first record became a Top 10 hit. Since then she's gone on to become one of the most-revered entertainers in the business. This audio-biography features Loretta telling her own story as she discusses her movie and her many hits, including a string of duets with Conway Twitty.

2 Fourth of July

Happy Birthday, America

Many country artists have saluted the nation, its people and its places in song. Many stars make appearances, including Dolly Parton, Merle Haggard and Waylon Jennings.

3 Labor Day

The Award Winners - 1985

One hour is devoted to each of the winners of the Country Music Association's most-prestigious awards. Highlighted are Male Vocalist of the Year, Lee Greenwood, Female Vocalist of the Year, Reba McEntire and Vocal Group of the Year, The Statler Brothers.

4 Thanksgiving

The Country Love Song

Romance is one of country songwriters' favorite topics, and this special takes a special look at love songs, with interesting anecdotes from such artists as Barbara Mandrell, Anne Murray and Michael Martin Murphey, among others.

5 Christmas

Christmas Around the Country - 1985

This program has become an annual tradition in country radio, with a new "first run" show produced each year. The special is loaded with music and memories from many stars including Kenny Rogers, The Gatlins and B. J. Thomas.

6 New Year's Eve

Emmylou Harris' Golden Decade

Ten years ago, Emmylou Harris had her first chart successes, and she's had 40 more hits since then. In addition to her own solo efforts, she's recorded duets with such artists as Don Williams, John Denver, Buck Owens, Vern Gosdin and Roy Orbison.

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Country

Records

Continued from Page 60

product — which seems to have slid to the back of the store — to racks closer to traffic aisles. We're furnishing in-store display materials to attract attention to that aisle.

"In conjunction, we'll run radio promotions advertising those albums featured in the stores.

Educating Retail

"A large part of this campaign is educating retail managers, buyers, and clerks. In each market we're throwing account parties, listening parties, and branch parties to really teach these folks about country music. We tell them about the program and about the product that will be available.

"What we're doing is enlisting the retail accounts so the consumer who's hearing the name of that retailer over and over on the radio will feel comfortable when he goes in and asks for country records. We want the clerks behind the counter to know what the customer is talking about. We want sales people to actively assist the buyer in finding the record they want.

"We're also coordinating in-store appearances by our artists. Although our recent in-store and party efforts have been spearheaded by Emmylou Harris, all our artists have agreed to be a lot more visible in 1985. The results are really worth it. When these clerks get a chance to meet the artists, they get enthused about the artist and their music. In the long run, this translates to sales."

Time For Action and Cooperation

"I'm overwhelmed by the response from the three stations we've been working with. The cooperation from programmers, operations people, sales managers, and general managers at the stations is more than I expected. They were all for it and wanted to support it every way they could. Our goal is to keep pounding away at the hot country records available."

Speaking of the beneficial aspects to the entire industry Vic said, "We can no longer sit back and talk about our problems, so we've taken a step at doing something about them on the consumer level. Just getting a record played on the radio and waiting for something to happen is no longer enough. Not enough excitement is created.

We've got to get it played, get it positioned in the retail outlet, and get contests going to increase consumer awareness. Radio, records, and retail must do everything we can to exhibit the vitality of the country artist and country music."

Retail: Positioning Product

Continued from Page 60

"Every day KZLA is on the air telling people to come to our stores. Licorice Pizza has always stressed customer service. We've told our employees that many country buyers will be entering an LP store for the very first time, and it's their job to make sure it's a pleasant experience."

Pointing to Emmylou Harris's in-store appearance as an example, Briner said, "She attracted more than 400 people, 70% of whom had never been inside a Licorice Pizza store. We've got to approach them, ask if there's anything we can do, and direct them to the country corner. We also urge them to let us know if there's something they can't find. While Licorice Pizza is only stating that it has the current country hits, we want them to know we'd be glad to special-order anything they want — at no extra charge. Interestingly enough, it's the country buyer who is making best use of our service." There's also another reason why George is happy with the promotion: the chain is definitely seeing more new faces coming in to the stores.

The Country Buyer

During our conversation, George made some interesting comparisons between the country and pop buyer. "Our employees have noticed a major difference in those two types of buyers," he remarked. "The country customers are much more informed. They know the songs/artists they like and what they want to buy. We also see country shoppers spending a half-hour or more going through all the albums in the country section. They're more the complete shopper than rock buyers.

"We also noticed a difference in behavior during an in-store appearance. The rock attendees will ask for free posters or pictures to get autographs. They aren't interested in supporting the store or the artist. For the Emmylou Harris in-store, people were buying T-shirts, buttons, and everything else

Radio: The Vital Link

Continued from Page 60

copy of this week's KZLA survey.

"KZLA benefits from the street level exposure the station hasn't had before. We're also reinforcing and promoting country music on a grass-roots basis. On top of that, we get revenue we haven't had before from both the labels and Licorice Pizza."

Join the Party

KZLA participated in the parties Vic talks about in the accompanying article. "The idea was to get the retailers fired up about their potential for new revenue," Bill said, "so we told them about the project and our commitment to it. We even had special T-shirts printed up for each of them. The retail support, meaning the way they service the customer and keep up the section on a day-to-day basis, is the key to making this go. The people from Licorice Pizza were all extremely cooperative and moved the country product into areas of higher visibility. They enlarged the country stock to include our entire 30-record survey and also expanded their catalogue and single-oldie product."

they could get their hands on."

The Envelope Please

Describing the individual stores' efforts, George commented, "Once we merchandised the outlets to make it easier for country customers to find their section, we haven't had to do anything different than what we do every day. We just have to be more aware that there are buyers other than rock customers out there.

"This whole campaign sounded good when it was presented," George said. "But it sure is nice to have some figures in front of me shouting, 'Hey, there's somebody out there buying country records.' Country sales have doubled during the first two weeks of the promotion. Before we got underway, our chainwide sales figures for the top-selling album alone were 80-120 pieces per week. In just the second week of the promotion, each of the five top-selling albums chainwide sold more than 125 copies. Looking at the top 15 sellers, each slot has doubled!"

The extra traffic also generates a number of residual benefits for the retailer. Who knows what else buyers might do once they're in the store? For example, the country fan is a renowned TV junkie. Since Licorice Pizza rents video tapes, chances are good that country record purchasers will make the store their tape stop as well.

LP is also looking ahead to the longterm gains. "While the initial push started with WB, both CBS and Capitol were involved in the early stages, and we have MCA participation coming up this month.

"We're hoping country buyers will grow to be as loyal to us as they are to their Country radio station," George said. "We want them to know that when they come to LP they'll have a pleasant experience in a comfortable environment. Gauging from talks with our employees, I believe these people will be coming back."

"In just the second week of the promotion, each of the five top-selling albums chainwide sold more than 125 copies. Looking at the top 15 sellers, each slot has doubled!"

— George Briner

One More Step

Bill has taken the promotion even further by tying into concerts. "Emmylou Harris will soon be doing a concert in L.A.," he said. "In addition to our on-air promotion of the concert and preconcert party, we also got Licorice Pizza involved. They're having an in-store registration to give away tickets and invitations to the party."

While WB has been the pioneer in this effort and very strong in its support, the project is not an exclusive deal. KZLA is actively seeking involvement by other labels to keep the campaign alive and vital by featuring all of the artists heard on the station. Bill is very high on the results. "While this was born from the specific problems inherent of a large urban area," he said, "there's no reason it can't be done in every market. Even in the smaller towns, you at least get radio and retail working together. As long as the label support is there, it'll fly.

"The beauty of this whole thing is that it has the three R's involved and is mutually beneficial. It's a nice big package that ties together everything that has to do with country music."

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AND ENHANCEMENT OF
COUNTRY MUSIC WORLD-WIDE"

Nashville This Week



SHARON ALLEN

CRS Spotlight On Country's New Faces

For those of you who are in town for the Country Radio Seminar, Saturday night's New Faces Show will no doubt be one of the highlights of your trip. Talking with this year's "new faces," excitement and anticipation seem to overshadow any nervous jitters. Here's how the artists feel about the honor.

Craig Dillingham — "I'm really excited about being a part of this year's show. I think it's really great for new artists because it gives us a chance to meet and be seen by the radio people. It's really kind of hard to get an identity in this business, and I think it helps on that end too. After the DJs see you perform, I think that when they get your new record in they at least can put a face with it."



Craig Dillingham

Vince Gill — "I feel like it's going to be a lot of fun. I think it's one way to connect a little bit with some of the program directors and music directors of the station. And it's a pretty good treat to be able to play on it . . . I don't think it's going to be the thing that makes or breaks my career; that still hinges on my records. If the records are good and they stand and have good merit, then I think they'll play them. And I wouldn't think this would be a play-or-die kind of thing. I'm going to have a good time and hope they do."



Vince Gill

Mark Gray — "I'm thrilled to be asked to be on it. I understand that it's radio people that have never seen me, most of them. They're going to be able to see me just piano/vocal which I'm excited about, too . . . that should give them a one-on-one with a songwriter/artist like myself that they might not have the chance to see otherwise."



Mark Gray

Becky Hobbs — "I'm always glad to be able to perform, and I think it's real good for the radio folks to know that Becky Hobbs is more than just a name on a piece of vinyl, that she's a walkin', talkin', singin' human being. I feel as an artist it shows I do care and want to do something for the radio folks. And in return, hopefully, they'll like what they see and when the record comes across their desk with 100 others, they'll say, 'Oh that's Becky Hobbs. I saw her at the New Faces Show.' It definitely helps with airplay. I think any personal contact between any two human beings on this earth helps."



Becky Hobbs

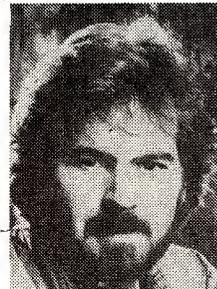


A JAZZY SUMMIT MEETING — Chet Atkins held a musical summit meeting of sorts following the preview of his new album, "Stay Tuned." Pictured (l-r) are CBS VP Dr. George Butler, guitarist Larry Carlton, Atkins, guitarists George Benson and Earl Klugh, and bassist David Hungate, co-producer of "Stay Tuned."



Mason Dixon — "We're just really pleased and excited that we got selected for it," bassist Frank Gilligan says. "We've been working for something like this for a long time. I do believe it will help us out in the future. Hopefully it can get us out into a national audience. All we're trying to think of right now is just doing good."

Ed Hunnicutt — "It's a tough audience to play for. But I feel it's a very important audience to go up in front of because you send a record to a radio station and they see the label and the name on it and they don't have any idea who that really is . . . to go on stage in front of those men and women is just real important to me."

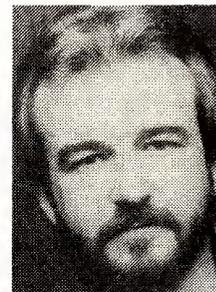


Ed Hunnicutt



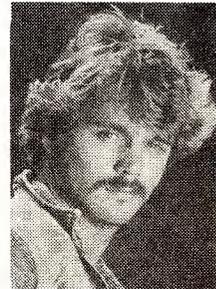
Wright Brothers — "Well, we thought about dancing girls," laughs Tim Wright. "It's a vehicle. Everybody has the same opportunity that night. We've been hearing about this show ever since we came to Nashville . . . and we thought, boy, if we could just get a chance to perform in front of the disc jockeys, that would at least solder something in their minds more so than just putting out singles. We feel like just having the chance to perform in front of these fellows is really going to give the group just that much more acceptability. You know, all it can do is help."

Carl Jackson — "I think it's first of all, a great honor. And probably more than that, a great opportunity. I think if you give them something good they'll appreciate it, and I feel like I can . . . I can't wait to get out there. They accepted the first record real well and the second one is just out and I want them to see me on stage . . . I want them to know that it's not a hyped record. I want them to know I can really do it."



Carl Jackson

John Schneider — "I think it's great! It's the best opportunity to get to meet everybody and have them see you other than just a picture that doesn't move on any album cover. I think it's wonderful to have something like this for everyone concerned, not only artists, but labels and producers as well. Now when I call up after the New Faces Show, or any artist that does the New Faces Show calls up the station to do an interview, they'll know the people and it's always better. You feel like family and friends instead of business as usual."



John Schneider

Pinkard & Bowden — "Sandy and Richard don't know how they feel because they haven't played it yet," were the words of country's prime purveyors of parody. "It's a big honor for a big man and a little guy," Sandy Pinkard said. And just what do they have in store for radio at the New Faces Show? "They should have the time of their lives . . . We wouldn't trade spots with any tiger."



Casey Gets Exiled — When Exile's "Crazy For Your Love" recently hit #1, the group planned a celebration for CBS/Nashville VP/Promotion Joe Casey at Opryland, complete with a tux, not to mention their thanks. Pictured (l-r) are Exile members Sonny Lamare, Les Taylor, J.P. Pennington, and Joe Casey.



CASEY GETS EXILED — When Exile's "Crazy For Your Love" recently hit #1, the group planned a celebration for CBS/Nashville VP/Promotion Joe Casey at Opryland, complete with a tux, not to mention their thanks. Pictured (l-r) are Exile members Sonny Lamare, Les Taylor, J.P. Pennington, and Joe Casey.



HOT DAY IN FEBRUARY — BMI Nashville recently hosted a "Hotter Than Hot" party for songwriter Bob McDill to celebrate his recent chart successes. He was presented with fire engine red clothes that included everything from the longjohns he's modeling to bikinis to a jacket. Pictured are (from left to right) Mel McDaniel, who recently took McDill and Paul Kennerly's "Baby's Got Her Blue Jeans On" to #1, along with McDill, BMI VP/Nashville Frances Preston, and Kennerly.



Country News
Next Week's Guests:
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Contemporary Hit Radio



JOEL DENVER

AUDIENCE RELATABILITY

Who Do You Think You're Talking To?

As we open today's episode of "As The Dial Turns," we find KRUD/Moosebreath, OK PD Ron Radio in an aircheck session with his young but eager afternoon driver, Justin Case. Let's listen in.

Ron: Hey, great set. You really nailed that vocal. Only had to read the weather twice, say the calls four times, told 'em your name a couple of times, pushed the cash giveaway, pimped the hitlines, and plugged Chuck Roast's show. But ya know, ya gotta relate. Ya gotta talk to 'em out there. Hit 'em where they live.

Justin: Sure, I gotcha. But who's listening out there to our station? What do they like to do? And what are they doing when I'm on the air?

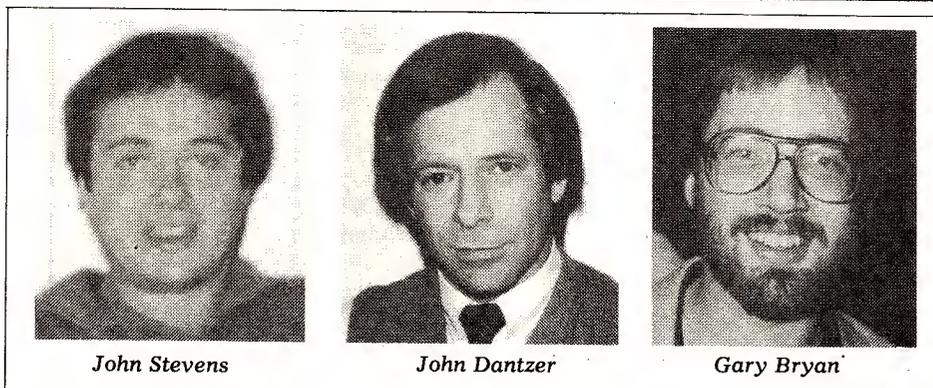
Ron: Well, er . . . um . . . er. I guess I don't really know! (cue music, fade to black).

If this scenario seems all too familiar, it's probably because you've been through it before. It's tough to relate when you really don't have a feel for whom you're talking to. I'm not outlining any premise for an intensive research project, but I am suggesting you get a grip on who's out there listening to you.

One good idea is for each jock periodically to take a day off, go out and observe what's going on during the time he or she is normally on the air. The PD might want to come along for the ride, as two heads are better than one for making observations. Just being aware of the comings and goings of potential listeners can give you a better feel for whom you're talking to, and what life is like on the outside, while you're inside playin' the hits.

Blue Collar Vs. White Collar

The part of the country you live in will determine, to a large degree, whom you're talking to. WKSF/Asheville PD John Ste-



John Stevens

John Dantzer

Gary Bryan

vens not only serves his own market, but with his 100kw signal perched high in the mountains of North Carolina, also hits nearby Greenville and Spartanburg. "This much territory makes the audience a bit diverse, but we have to aim to our home market," he says.

"These folks are more into the simple pleasures, a beer in one hand, a smoke in the other, and a few bucks in their pockets. They work hard here. Many of the mills now employ a great number of women as well." Thus it's a good idea to know when the change of shifts takes place to monitor audience flow. "Not as many white-collar jobs here as in bigger markets. The majority of the working women are not professionals. There are lots of housewives, and those that take jobs usually end up in department stores and as waitresses."

Contrastingly, look at what's happening in Colorado Springs. While not exactly what you'd call a big city, it has a more upscale

atmosphere than Asheville. According to KIKX PD John Dantzer, "People have moved here out of choice, not because they are trapped. And while most of the population is blue-collar, they're involved with the aerospace industry. The majority of white-collar workers are working with high-tech, so there are some pretty expansive thinkers here."

But let's look at a much bigger market, one that's known for a conservative attitude. The city is Portland, and the station is KKRZ. PD Gary Bryan recently made a huge ratings splash, which "indicates to me the city's conservative reputation may be giving way a bit. Whether you're a laborer or an office worker, everyone here is remarkably well-educated. Witnessed by our success, I've found people will respond readily to new stimuli, but can be quick to return to a 'comfort zone' if the product starts to slip. There is an independent attitude which crosses all socioeconomic boundaries in Portland."

Yuppies Or Young Thinkers?

Look at the TV advertisements for new cars. What do you see? The actors/spokespersons for these and many other products have one thing in common: a youthful energy in their presentations. That's because these spots are aimed at the Yuppies. While America's population bulge may be over the age of 30, this important CHR listener group still thinks young.

KKRZ/Portland's Gary Bryan thinks many of his listeners fall into the Yuppie category, but lack the nostalgic music pangs or the care-free air of the '60s that characterize a true Yuppie. "We keep the music fresh and very current-sounding. It's amazing how the teens and adults share so many similar tastes in music, style, and goals. The teens in this market dress clean like adults but with a flair for modern design. These teens also seem more career-oriented than in past years."

In Asheville, WKSF PD John Stevens sees MTV as a big influence on the teens. "They are really becoming style-conscious because of the MTV input. As a result, dancing is making a big comeback not only with teens but also adults." KIKX/Colorado Springs PD John Dantzer noted MTV's influence on teens and adults as well. "You might actually say we've got a small subcell of punk rockers developing their own identities, while the rest of the teens are cleaning up their acts."

K Mart Or Neiman Marcus

You certainly won't find a Neiman Marcus in Asheville, or perhaps in any of the cities we're looking at, but you will find plenty of K marts or stores of a similar genre. The amount of money in the market and the degree of upscale attitude will determine whether the majority of your listeners are clipping coupons and buying off-brand jeans, or are carrying a lot of cash, a gaggle of charge cards, and are label-conscious shoppers.

"K mart does a lot of business here in Asheville," says John Stevens. "It just makes sense for this hard-working set of folks to get the most for their money. They won't in a big department store." But they will spend money on cars. "Drag racing is real big, so it's not unusual to see someone poorly dressed but driving a really well-kept car. It becomes something of a status symbol. Even the used cars are in pretty good shape." In Portland, on the other hand, Gary sees more new cars than older restored models, which, according to John Dantzer, are pretty commonplace in Colorado Springs.

And how does each programmer view his audience's living conditions? Gary thinks Portland's pretty evenly split between homeowners and renters, while both John Dantzer and John Stevens have observed a lot of homeowners in their audiences . . . corresponding with observations on the number of single versus married listeners they have.

Continued on Page 66

AUDIENCE PROFILES

A Lot Of Partyin' Goin' On

A lot has been said about the evils of drinking and driving and, of late, the effects of such drugs as marijuana and cocaine. To learn more about CHR listener lifestyles, I asked each programmer how hard he thought his audience partied.

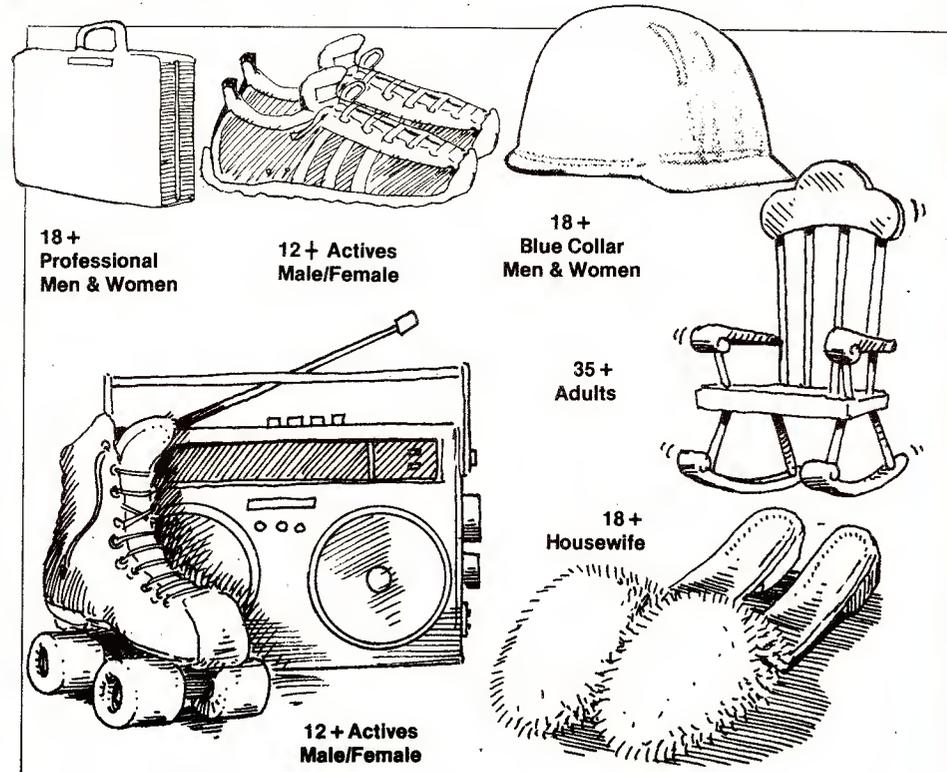
WKSF's John Stevens talked about the active bar scene in Asheville. He said that beer was far and away the first drink choice for men. While more women are finding the suds to their liking, many still prefer wine as their favorite thirst-quencher. "Cocaine is almost unheard of around here, but pot is pretty common with all audience levels," Stevens noted.

John Dantzer describes Colorado Springs's club-hopping adults as "progressive, young thinkers." In fact, "the club scene is so big here, we are constantly making appearances to take advantage of the crowds and good atmosphere." But when it comes to drug use among his audience, he stated, "I've never seen any of our listeners getting high or too

drunk for that matter. It would seem their use is only social."

And what about the fast lane in Portland? "The club action is heavier here than in Seattle because hard liquor can be served in clubs here, but not in Seattle," said Gary Bryan. "In terms of drug use, I would have to say it's moderate. But like any vice, it runs the gamut of society. If we make drug references on the air during the morning show, no one gets offended."

Admittedly, each programmer was a bit reticent to discuss alcohol and drug use. However, these vices are part of our society, and you should be aware of your audience's good — and bad — habits.



18+ Professional Men & Women

12+ Actives Male/Female

18+ Blue Collar Men & Women

35+ Adults

18+ Housewife

12+ Actives Male/Female

TOO MUCH FOR ONE FORMAT!

SADE "SMOOTH OPERATOR"



**Black/Urban
BREAKERS**

51 STATIONS — 60%

#1 **A/C NEW & ACTIVE**

72/32 — 51%
ONE OF THE MOST ADDED

CHR NEW & ACTIVE

166 STATIONS — 45%

ADDED THIS WEEK:

WXKS-FM KIIS-FM
WNYS KOPA
Y100 KZZP
WHYT WTIC-FM

WKEE	WRQC	KRQ
92KTU	KOFM	WKSF
98PXY	KNMQ	KISR
WANS-FM	KF95	WYKS
KBFM	KBOS	KCMQ
KTFM	KMGX	99KG
WKZL	KCAQ	KFMW
WKAU	KISN	KTRS
		KHTX

Portrait

LUTHER VANDROSS "TIL MY BABY COMES HOME"



BLACK/URBAN CHART: 21-9-3-2

... AND CROSSING QUICK AT CHR!

ADDED THIS WEEK:

WCZY	KMEL	92KTU	KCAQ
KMJK	KPLUS	KSND	WJBQ
FM102	WVSR	KIKI	KOZE
			OK95

Epic

ISLEY, JASPER, ISLEY "KISS AND TELL"



CBS ASSOC. RECORDS

CHRIS THOMAS, Z-93/ATLANTA
"Huge phones and sales."

DICK WILLIAMS, KIST/SANTA BARBARA
"I love the song, instant phones, great response."

GREG WILLIAMS, KCDQ/BOZEMAN

"I, J, I, was the #1 requested record on our Top 10 at 10."

MICHAEL SHISHIDO, KIKI/HONOLULU

"The freshest song we have on the radio. Ground swell of sales building, that should turn into a tidal wave."

CHR NEW & ACTIVE

WXKS-FM	94Q	KKRZ	WFLY	KZZB	WKFR
WNYS	Z93	KS103	WVSR	WJZR	KF95
CKOI	WCZY	KMEL	WERZ	WKDD	KKFM
WCAU-FM	WHYT	KPLUS	WKEE	KZIO	KSND
PRO-FM			WBBQ	WJXQ	KMGX
			KWIC		

DISTRIBUTED BY CBS RECORDS

Need A Sitter Tonight?

Q107/Washington wants listeners to win prizes. So does Eric Moody. Who's Eric Moody, you ask? He's a computer consultant from suburban Virginia. So what, you say; what does he have to do with Q107?

Eric Moody, along with a million other householders, found a Q107 Prize Catalog in his mailbox. Winning such prizes as a Mercedes Benz or a 95-day trip around the world appealed to him, but he knew the odds of his listening when his number was called were small. So he threw his catalogue away.

"And out of nowhere the idea struck me that there must be others like me," said Moody. So, he and three friends organized the "GameSitter," a service designed to monitor Q107 and let listeners know when to call in and win. Placing a classified ad (pictured) in the *Washington Post*, he began to attract Q107 listeners who wanted to sign up. And he also attracted the attention of the management and legal department of Q107.

Insurance Policy

After ABC's "legal eagles" mulled it over, they found nothing wrong with what Eric was doing. PD Alan Burns viewed the GameSitter as "insurance" for those who can't listen all the time. He conceded, "At first I felt it might cause a few folks not to



BABY-SITTIN' BOOGIERS — Ready to help you win (l-r) are GameSitters Sid Zakalik, Martin Weik, Eric Moody, and Mark Kern.

WIN WITH Q107 EVEN IF YOU CAN'T LISTEN!!

IF YOU CAN'T LISTEN ALL THE TIME YOU COULD LOSE!

THE GAMESITTER™ WILL LISTEN TO THE 'Q' FOR YOU... FOR LESS THAN 25¢ PER WEEK!

YOUR COMPUTERS WILL HOLD YOUR WINNING TICKET NUMBERS. SHOULD ONE OF THEM BE ANNOUNCED ON THE AIR, WE WILL ALERT YOU TO CALL THE RADIO STATION!

Handy Registration Form

Please Register these Winning Ticket Numbers

Your Name _____
 Address _____
 City _____
 State _____
 I can be reached at _____

Make check of money order for \$6.00 payable to _____
 The GameSitter™
 Suite D18 - Dept. G
 915 King Street
 Alexandria, VA 22314

To Register please call: (301) 762-9175 (703) 491-6337

Has the Q Dream got You Chained to the Radio?

Register your 'Q' numbers on our computer. We'll alert you when your number wins.

Join us in Ending World Hunger. \$1 of each registration donated to The Hunger Project. Send \$6.00 to The GameSitter - Suite D18 915 King St. - Alexandria, VA 22314

To Register please call: (301) 762-9175 (703) 491-6337

Handy Registration Form

YOUR NAME _____ Q _____
 ADDRESS _____ N U _____
 CITY _____ ST _____ ZIP _____ H _____
 PHONE #1 _____ B _____
 PHONE #2 _____ E _____
 PHONE #3 _____ R _____

Q107 PRIZE CATALOG

OVER \$1,000,000 IN PRIZES!

WIN A TRIP AROUND THE WORLD
 WIN A MERCEDES BENZ
 WIN A 95-DAY TRIP AROUND THE WORLD

will help us to monitor interest levels on this contest, as it goes until March 15."

Moody is also donating \$1 from every \$6 registration fee to the Hunger Project and is currently tracking around 1000 numbers for over 200 clients. "We don't expect to make an enormous contribution," he says, "but every little bit counts." In any case, Moody is now feeding people around the world, and giving listeners more of a chance to win \$50,000 Grand Prizes. And as for Q107, Moody states, "There are lots of people that have included Q107 as part of their vocabulary. We urge all our customers to listen to Q107. It's a great radio station!"

listen, and interfere with the intent of the promotion." But he's now pleased that Moody is spreading the word about Q107's promotion with his advertisement. "This

Who Do You Think You're Talking To?

Continued from Page 64

Active Outdoor Audience

Since CHR is geared to the active audience, it stands to reason that the average listener has a good many outside activities, both social and recreational. "An upbeat, positive attitude goes along with Portland's sense of civic pride," says Gary. "Soccer is big with my listeners, as is baseball and softball. Bowling takes a back seat in Portland, while it's big in other cities."

"The men who listen to WKSJ are very sports-conscious," says Stevens. "There are lots of softball and baseball leagues, which seem to be a focal point for family participation in the summer months, while

"Just being aware of the comings and goings of potential listeners can give you a better feel for who you're talking to, and what life is like on the outside, while you're inside *playin' the hits.*"

bowling captures their attention in winter months." Boating and fishing top the list of favorite leisure time activities in and around Portland, while skiing shows up strong in all three markets. Wrestling is one of the biggest TV draws in the Carolinas.

High Tech Ears

The personal computer is quickly changing the way people are running their lives. John Dantzer is well aware that a large majority of his prime audience either owns PCs or is computer-literate through jobs.

"It's amazing to walk into someone's

home," he observes, "and see them with a PC, a VCR, a portable phone or two, as well as several color TVs and a selection of state-of-the-art stereo equipment."

Observations Help Shape Direction

Because of his awareness of his audience's love affair with high-tech gear, Dantzer says, "We have not only learned what they are into, but have a better idea of how to lead them. Radio has the ability to either reflect or guide the characteristics of its listeners. We've chosen to be bright, exciting, fresh, and high-tech in our approach to match their tastes. Because we know the audience is progressive in nature, we can continue to expose our listeners to new ideas, without fear of tuneouts, instead of just reflecting back to them what we already know to be safe."

"The biggest no-no in this market is to treat the audience like hicks. You can't talk down to them," cautions John Stevens. "By insulting their intelligence, you're asking for trouble. My listeners tend to marry younger and settle down to raise a family right away. Strong religious values are ingrained in these folks."

Gary discovered that part of the positive attitude of Portland comes from people's everyday demeanor toward each other. "If you come off mean, or like a jerk, you're over. My audience will not tolerate on-air mudslinging as in other CHR battles. It is with this sense of fair play that we've been able to endear ourselves to the CHR audience in Portland."

Be Aware And Win

From reading the above generalities on likes, dislikes, and overall attitudes, you now have a greater insight into these three markets. If you don't know similar facts about your listeners, then you're programming with your eyes closed. Take the time to note where your audience is really at. It will make your station more relatable, easier to listen to, and probably add some shares to your next book.

Bits

• **It's Mom On The Radio!** — WAPP/New York evening personality Gary Spears is inviting listeners to guest-announce the "High Five At Nine" on WAPP each night. The High Five are the five top-requested songs tallied from WAPP listener votes.

• **It's A Surprise Prize** — WSEZ/Winston-Salem celebrated the arrival of the Ringling Brothers Circus by giving away "Z-Bras" every hour. Nobody knew exactly what a "Z-Bra" was, but they were calling in and winning! The prize turned out to be women's brassieres emblazoned with the WSEZ logo.

• **Calling All Lover-Boys and Girls** — WAVA/Washington honored sweethearts on Valentine's Day by awarding the 14th male caller with a box of chocolates for his sweetheart, and the 14th female caller with a bunch of balloons delivered to her sweetheart. Boys called in when Billy Ocean's "Loverboy" was played, and girls called in when they heard Teena Marie's "Lovergirl."

• **Need Another Porsche?** — KEGL/Dallas enjoyed giving away Porsche 944s so much that it decided to follow up the promotion with another Porsche giveaway! Each month for the next six, 70 "key song" winners will receive \$97 and a key which might start one of the six 944s.

• **WPLJ Needs A Laugh** — WPLJ/New York lost the morning show's "Laughing Carl" when he was promoted to the ABC Radio Networks. Jim Kerr and the Morning Crew searched for the right person to fill Carl's shoes by asking listeners with "laugh" qualifications to send in tapes. On February 21 WPLJ held a final "laugh-off," featuring special celebrity judges.

• **Soundoff On The Radio** — KISN/Salt Lake City and local label Soundoff Records are giving listeners the chance to win the album or cassette of their choice when they "Sound Off With T.J." Evening personality T.J. is inviting listeners to call in whenever they hear a touchtone sound effect. The winning caller then visits the record store to make his/her choice.

• **Bring Your Suitcase, You Might Go Somewhere** — Z95 (WZUU)/Milwaukee recently held a "Suitcase Party." Listeners were asked to come partying with a packed suitcase in hand, just in case they were selected for a trip courtesy of WZUU! Two lucky listeners departed by limo for two days and a night at Chicago's Barclay Hotel. Z95 also chipped in \$95 as part of the prize package.

Motion

New to middays at WAPP/New York is Michael Jay from WNVZ/Norfolk, while Charlie Burger moves from crosstown WRKS for noon-3pm... KXX106/Birmingham brings in WZKS/Nashville morning man Steve Christy to replace Greg & Courtney, who have exited. Matthews & Morris become the new morning team at WZKS... Pat Garrett is new to weekends at KKHR/Los Angeles... Tom Jeffries climbs from middays to morning drive at WGCL/Cleveland as Dave Hutchenson exits the station... Dave North assumes the MD post in addition to his PM drive duties at KBIM/Roswell.

Thom Looney moves his "Looney In The Morning" show across town from Y94/Syracuse to WKFM... Little Jimmy Heyward is the new morning man at WZLD/Columbia... Cat Lewis joins the morning Q-Zoo at Q105/Tampa... Correction: WECM/Claremont, NH changes call letters to WHDQ, not WKDQ... Fast Eddie (Todd) Coyle switches from evenings to late nights at B97/New Orleans... Rick Ridel joins KZZU/Spokane for middays... KMBQ/Shreveport's lineup looks like this: PD Dick Bascom in the morning, Delores Davenport 9am-2pm, MD Michael Story in PM drive, Christi Evans in the evenings, and Paul Evans overnights.

New to weekends at KCAQ/Oxnard-Ventura is Karen Summers from KFI/Los Angeles... Terry Shea is promoted from weekends at KHJ/Los Angeles to 6-10pm, as E. Curtis Johnson joins XHITZ/San Diego... Lineup changes at WKKT/Boston include PD Bob Travis in the morning, Vic Martin (WISN/Milwaukee) during middays, Lee Gillette (WGCL/Cleveland) in afternoons and Tony Mathes (KDOT/Provo) at night.

**THE
BREAKFAST
CLUB**

**SIMPLE
MINDS**

BREAKER

**DON'T YOU
(FORGET ABOUT ME)**

SIMPLE MINDS

AM 2703

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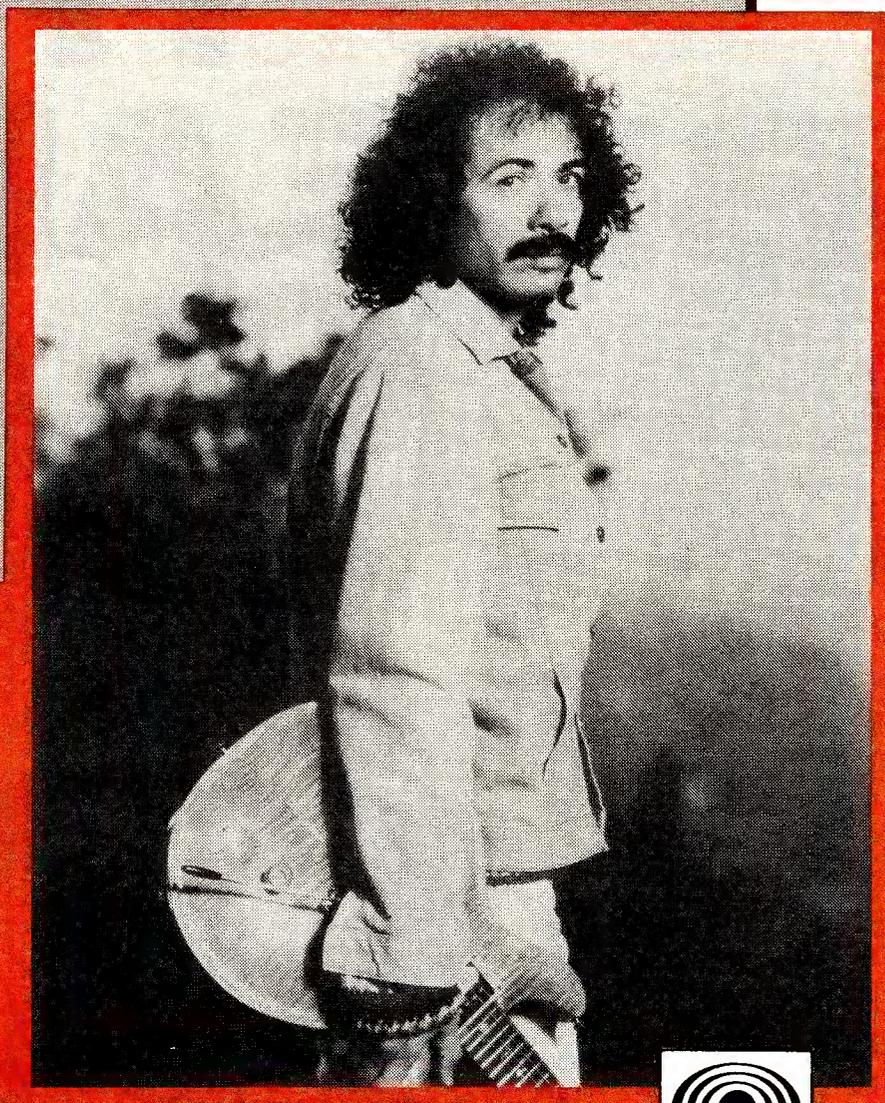


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ROCKERS
'85



SANTANA

"BEYOND APPEARANCES"

AOR BREAKERS 12

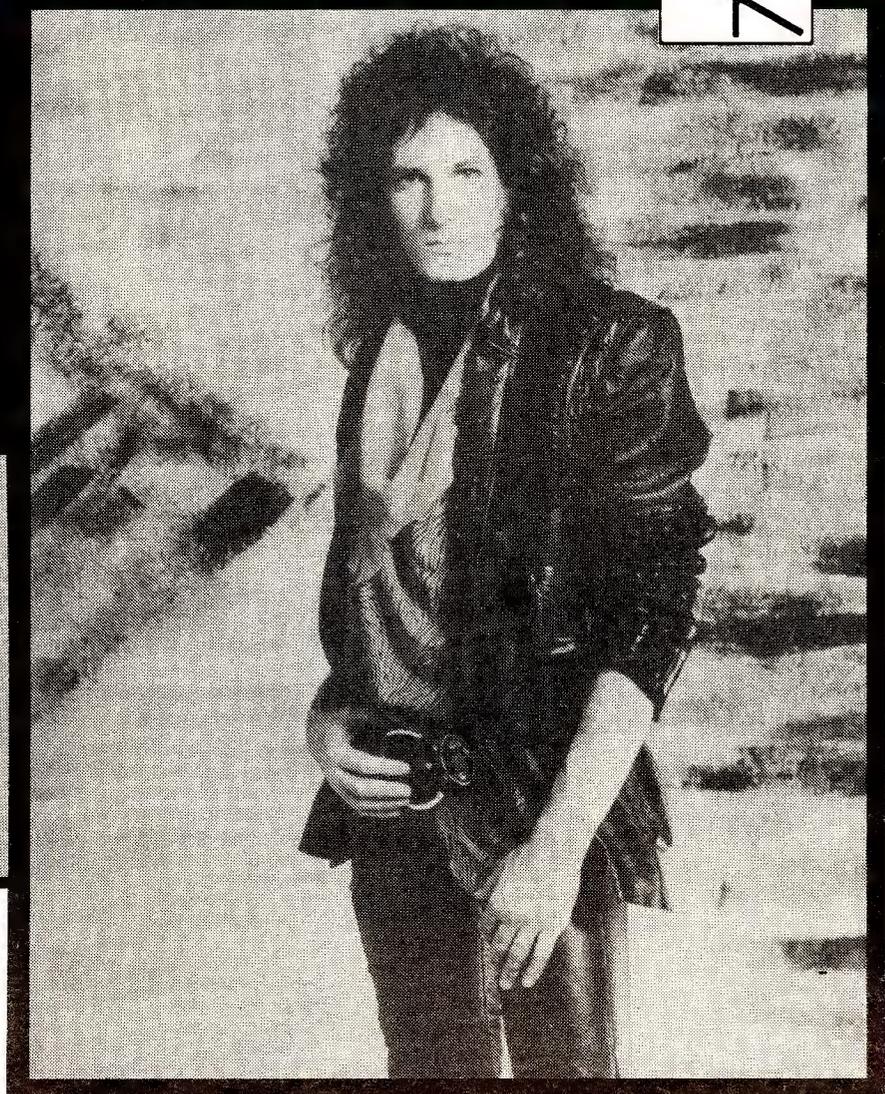
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AOR BREAKERS 13



MICHAEL
BOLTON
"EVERYBODY'S CRAZY"

Albums **37** Tracks **44**



Join us at the
Sheraton Premiere
this Sunday for
Breakfast at Midnight!

AOR



STEVE FEINSTEIN

PROGRESS REPORT: KMET, KRQR, KSJO

Relieving Metal Stress

"For every action, there is a reaction," goes the theory. The pendulum phenomenon is in full swing when we see three AORs once seriously committed to metal reassess their stance on the hard stuff. As they shoot for broader demos, their embrace of heavy metal seems to be weakening.

New PD George Harris has been at KMET/Los Angeles's helm for only three weeks, and is still formulating his game plan. A dramatic cutback in metal and newer hard rock is already evident, though, particularly at a station which has used the slogan "K-METal" in the past.

While still firmly rockin', KMET is sounding considerably smoother, stripped of most tunes that presumably would irritate upper demos. This makes for a marked difference between the "Mighty Met" and rival KLOS, whose relatively harder edge now stands out all the more. Such is the case particularly as the day goes on and KLOS approaches its nightly "Heavy Metal Six Pack" at 11pm.

Harris's strategy looks similar to the "heritage" characteristic he exploited for impressive upper demo gains at Metromedia sister WMMR/Philadelphia. Image statements on KMET stress the station's legacy ("Southern California's First Rock Station For 17 Years" . . . "Rocking Southern California For 17 Years" . . . "Playing the best variety from the '60s, '70s, and '80s").

Library material has taken on a higher

profile, with occasional tunes like Elton John's "Border Song," the Doobie Brothers' "Takin' It To The Streets," Steely Dan's "Sign In Stranger," Jackson Browne's "Load Out/Stay," and Genesis's "I Know What I Like." A nightly "Psychedelic Supper" half-hour oldies block airs at 6pm, "Psychedelic Sundays" mix vintage rock into the mix on the weekends, and a "Breakfast With The Beatles" show airs Sunday mornings.

The station's stance on crossovers has changed, too. As of this writing, Prince, Hall & Oates, and Cyndi Lauper were getting regular play on KMET for the first time. Since Harris is just settling in and Tim Kelly's about to take over as PD of KLOS, the position of both stations is subject to change. I'll keep you posted on what's shaping up as an interesting battle.

Up north, two former Bay Area proponents of metal are also backing off head-banging music in varying degrees. Under new PD Chris Miller, KRQR/San Francisco is attempting to change its image as a metal mutha. Miller and VP/GM George Sosson feel the station's growth was limited

by a modal approach, and are attempting to broaden KRQR's demos in order to make it more salable.

"Research showed metal to be the most negative music cell," Miller explains. "And because metal had been our calling card when it was necessary to carve out a niche in the crowded AOR field, we were identified as the station that plays the most."

"We beat (former AOR) KMEL by being harder than them," continues Sosson. "Now they're CHR, so we have more room to maneuver. Also, after taking a beating in the summer book because of poor diary returns from 18-24 men, we can't afford to be as dependent on a cell so subject to sampling wobbles."

The music changes aren't sweeping — unlike the "Rocker" 's previous penchant for going deep on metal albums, Miller is

97.3% PURE

We said: hey, tell us what you like and what you don't.

You said: hey, lighten up. Too much heavy metal. Not enough pure rock 'n' roll.

We said: you want pure. You got pure.

More classics like the Doors. Who. Stones. Led Zeppelin. And more songs from bands like Police, Genesis, Bruce Springsteen and Bryan Adams.

You want pure? Get pure.

97.3% pure.

KRQR. Less heavy metal. More pure rock 'n' roll.

now using only lead tracks by hard rockers, and passing altogether on artists like Queensryche, Twisted Sister, Accept, and Quiet Riot.

It's the station's ad campaign that's caused more talk than the programming adjustments themselves. Since KRQR is fine-tuning rather than overhauling, the campaign's purpose is to speed up its potential audience's perception of the changes. An initial part of the campaign used the headline, "The Ecstasy Of Rock Without The Agony Of Metal." For a second round, the station softened its approach, saying that KRQR now plays "less heavy metal and more pure rock 'n' roll." Sosson expects it'll still take two full books for perception of the shift in direction to take hold with the new audience.

Some tough questions arise when a 12-24 station tries to "grow up." First, might KRQR blow off its loyal core by drawing attention to the cut back in metal? The risk is there, Sosson agrees, but lessened by KMEL being out of the running and the core having nowhere else on the dial to turn.

Second, even given an improved product, what will compel upper demo rockers to switch to KRQR from KFOG, which has developed a comfortable lead in 25-34 men? Sosson feels the two stations' products are distinctive enough to offer a clear choice to adult rockers. "There's a psychographic difference between a 26 or 27-year-old and a 32 or 33-year-old. We're always going to rock, while they're more of a yuppie station. We're still playing Van Halen and Scorpions, which they don't."

Meanwhile, neighboring KSJO/San Jose's product has undergone an even more dramatic about-face. After a period as a loud 'n' proud kickass rocker from late '83 to mid-'84, the station is moving towards a more adult presentation. Virtually all the metal is gone, and the library includes chestnuts like Jackson Browne's "Fountain Of Sorrow," Steely Dan's "Deacon Blues," Doobie Brothers' "I Cheat The Hangman," Crosby, Stills & Nash's "Helplessly Hoping," and the Grateful Dead's "Uncle John's Band."

KFOG, the region's first AOR to target upper demos, appears to be moving in a more mainstream direction in its currents. All the records on the station's recent playlists have been on R&R's charts; previously, KFOG usually was on a number of titles that few other AORs were playing. The station's unique flavor seems to derive more from its extensive library than its currents at this point.

KQAK/San Francisco holds steady with its modern music while it awaits new ownership, and KOME PD Pat Evans says she's not made any major adjustments in her mainstream AOR approach.

Rock Radio Gets Jazzed

Sometimes you gotta take one step backward to go forward. Remember the jazz shows on many an AOR before the format started narrowcasting and jettisoned anything that wasn't pure rock 'n' roll? Well, as the format trains its eyes on upper demos, we're starting to see a return of jazz programming.

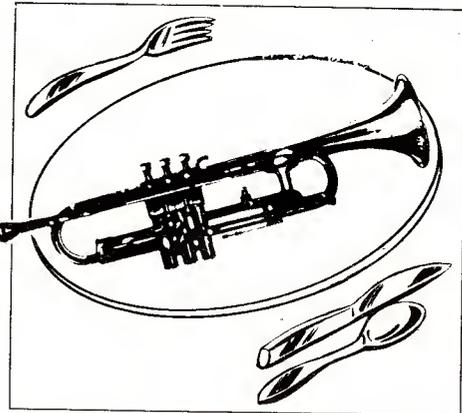
Programmers feel jazz is once again viable on AOR for a number of reasons:

- AOR's emerging 25+ audience is sophisticated enough to accept more than just a steady diet of rock 'n' roll all the time.
- Programmers are no longer fanatical about maintaining format purity at all times. They recognize that a change of pace may attract new listeners and enhance AOR's image for innovation and diversity.
- There's a greater amount of melodic, jazz-styled music palatable to the AOR audience. For instance, the dreamy, ethereal sound of "New Age" music, typified by Windham Hill artists such as George Winston, is growing in popularity.

Jazz Is Cool, Man

Last, never underestimate the weight of a consultant giving the go-ahead. Spurred by the success of KFOG/San Francisco's two-hour "Jazz Brunch" on Sunday mornings, the Burkhardt/Abrams/Michaels/Douglas radio doctors have suggested that clients consider giving jazz shows a whirl. Lee Abrams calls jazz "background music for the 'new mainstream.' It can be an important part of a station's image to be thought of as cool enough to play jazz."

Client WKLC/Charleston got a jump on jazz four years ago, and its show has been sponsored consistently, reports PD Jo Robinson. WRKI/Danbury PD Buzz Knight is starting his own Sunday morning jazz show "to capitalize on something classy."



KLLOL/Houston PD Joe Denton reports over 200 calls, all positive, for the first edition of "Maiden Voyage" on Sundays from 9am-noon. "It's an aural vacation for the ears," says Denton, who compares it to a classical music show he ran successfully at WEBN/Cincinnati. "Also, a jazz show delivers on people's expectations of a heritage AOR to be an innovator."

Denton doesn't see jazz fitting into regular programming, though, and most programmers concur. "Block programming it is the way to go. I don't hear Weather Report in between Billy Squier and the Firm."

Dig That KAZY Jazz, Baby

KAZY/Denver, however, has been playing jazz in its regular mix since last October. "We've had as many as eight or nine albums in rotation at one time," reports OM

Chuck Browning. Browning doesn't segregate jazz artists into a separate category, either; they're put into the same rotations as other currents. Among the artists garnering response from KAZY's 25-34 target are Scott Cassau, John Abercrombie, and David Sanborn.

Besides running jazz shows, John Sebastian's EOR clients play artists such as Spyro Gyra and John Klemmer in their regular mix. EOR listeners also drift off to an hour of Windham Hill-style music on "Lights Out," a feature that airs commercial-free every night at 11. Sebastian describes it as "for the baby boomer winding down from a hectic schedule."

Independent Jazzers

While Abrams and Sebastian suggest light, contemporary jazz, some independently programmed AORs play a broader mix. WBAB/Long Island's "Moontrane Jazz" touches eras from the 1940s to the present. Hosted by midday jock Geri Martire on Thursdays from midnight to 2am, the year-old show draws good street talk and at least five letters a week.

"Jazz was being called for by 18-34s, yet nobody in a market of 80 stations was doing it except college outlets," says 'BAB PD Bob Buchman. "I believe in doing programming that doesn't exist elsewhere in the market."

Jazz Blows Hot In The Windy City

WXRT's given Chicago a Sunday night "Jazz Transfusion" for eight years, and last year expanded the show to four hours. Morning lady Terri Hemmert hosts the first half, and weekender Dave Benson contin-

Continued on Page 70

GARY O'
Strange Behavior



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Includes: Get It While You Can • Shades of '45
She's Just One of the Boys
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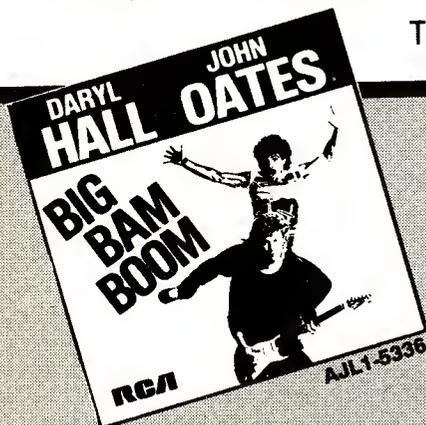
GARY O'
"Shades Of '45"

AOR BREAKERS
Albums BREAKERS 26
Tracks 27
Album Network 28



AUTOGRAPH
"My Girlfriend's
Boyfriend's Not Me"
400,000 Pieces Sold!

TRACKS DEBUT **60**



DARYL HALL
AND **JOHN OATES**
"Some Things Are
Better Left Unsaid"
A Very Special Rock Radio 12

AOR NEW & ACTIVE 30/20
Including WMMR, WYSP, KZEW, WSHE & WMMS!

Rock Radio Gets Jazzed

Continued from Page 69

ues playing "everything from bebop to the avant-garde," explains PD Norm Winer. "Since we cover fusion artists like Spyro Gyra and Jeff Lorber in regular programming, we try to play more traditional jazz from the '50s and '60s on the weekend show."

KBCO/Boulder started its three-hour Sunday night show three years ago when a local fulltime jazz outlet switched formats. Working off a base of artists like Pat Metheny and Jeff Lorber, host Richard Ray ranges from Andreas Vollenweider's harp stylings to vintage Count Basie tunes.

WAPL/Appleton's six-year old "Sunday Morning Jazz Show" from 8am-noon is close to the station's highest-rated weekend daypart, according to PD Brian Taylor. "It's the one show people always tell me how much they love, and it's always sold out. Upscale clients believe in its effectiveness because they see their own neighbors listening."

What Jazz Works

Most AOR stations starting their own shows favor styles of jazz that are relatively compatible with AOR:

- Jazz-rock fusion artists such as Jean Luc-Ponty and Al DiMeola.
- Jazz-funk fusion artists such as Pieces Of A Dream and David Sanborn.
- The light, airy, European-influenced sound of artists on the Windham Hill and ECM labels.

Key elements are melodic content, production value, and a lack of the dissonance associated with experimental, avant-garde forms. Instrumentals are emphasized, and most stations usually focus on contemporary artists rather than the classics.

If you haven't the resources to do your own alternative music show, check out a syndicated weekly program of "new age/space music" called "Musical Starstreams." It's running on AORs as diverse as KRQR/San Francisco and KSTM/Phoenix. Available in one and two-hour blocks, the show features gentle sounds by Windham Hill artists and synthesized works from the likes of Vangelis. Call (415) 388-0622 for more info.

Music Monitors

WXRT

Billie Holiday "I Only Have Eyes For You"
Miles Davis "All Blues"
Oregon "Rainmaker"
Fred Simon "Dakota"
Herbie Hancock "The Sorcerer"
Shadowfax "Shaman Song"
John McLaughlin "Goodbye Pork Pie Hat"
Charlie Parker "Ornithology"
Louis Bellson "Bustlin"
Lou Donaldson "Midnight Creeper"
Gil Evans "Voodoo Child"

WAPL

David Sanborn Love And Happiness
Weather Report Teen Town
Pieces Of A Dream Pop Rock
Dave Grusin Calvento
Crusaders Fairy Tales
Pat Metheny (from "Falcon & Snowman")
Yellowjackets Man In The Moon
Jean Luc Ponty A Taste For Passion
Jeff Lorber Pacific Coast Highway

KLOL

Pat Metheny Across The Heartland
Jeff Lorber Always There
Van Morrison Boffyflow And Spike
David Sanborn Hideaway
Dave Grusin Theme From St. Elsewhere
Lee Ritenour Real Funk
Spyro Gyra Summer Strut
Al DiMeola Chasin' The Voodoo
Jeff Beck Airblower
Jean Luc Ponty Aurora II

(Thanks to A&M's J.B. Brenner and independent promoter Roger Lifeset for their assistance.)

KEEL

"THE RIGHT TO ROCK"

LEE ABRAMS: "KEEL appears to be one of those metal anthems that works."

ANDY BLOOM, WQFM: "AOR not only has the right to rock, but the duty to do so. KEEL makes good rocking easier."

JOE DENTON, KLLO: "In Houston, KEEL is real. It's the right band at the right time with the right to rock."

LEW GARRETT, CAMELOT ENTERPRISES: "Great early reaction. Looks like another longterm heavy metal winner."

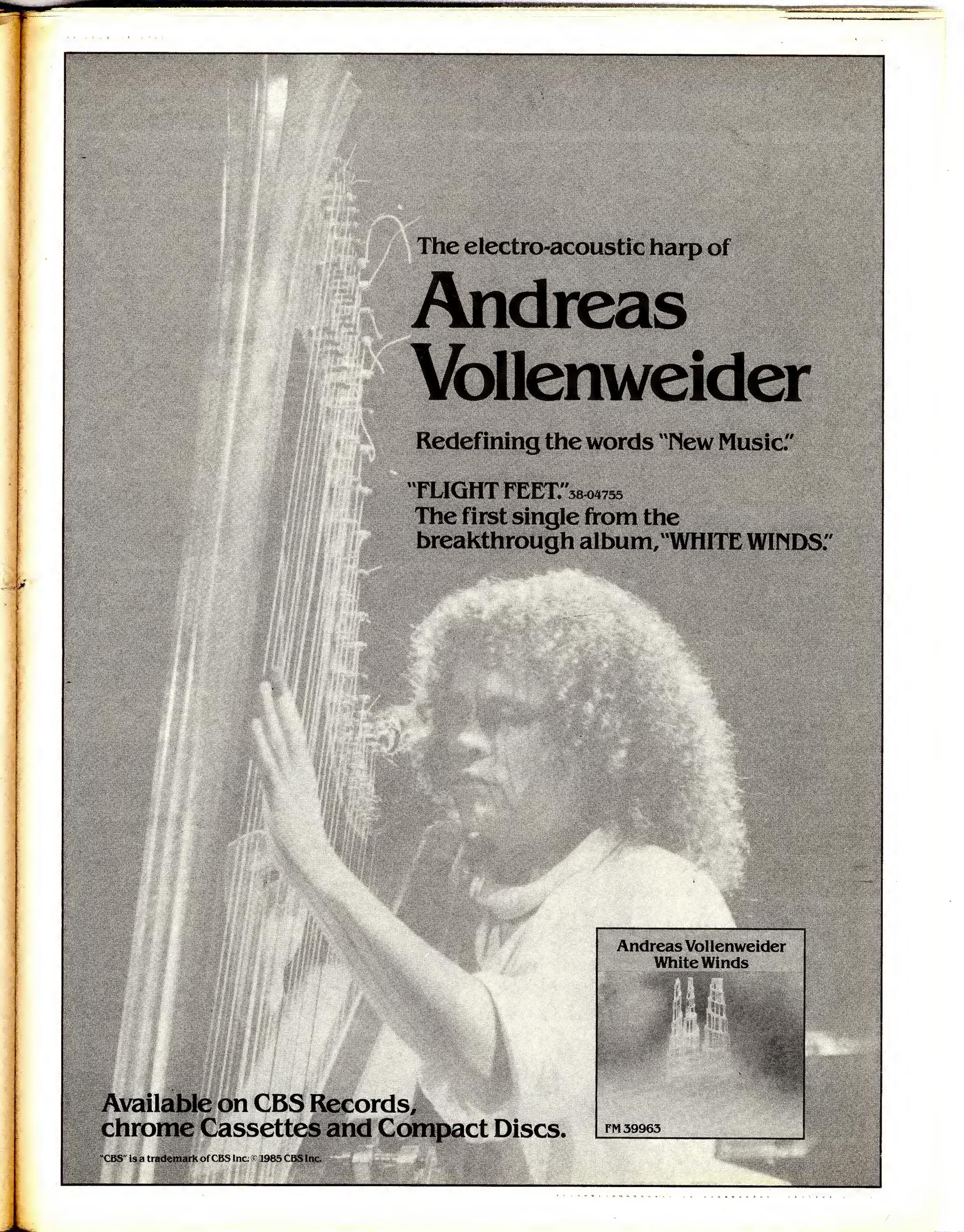


Gold Mountain

AOR RADIO HAS "THE RIGHT TO ROCK!"

PRODUCED BY GENE SIMMONS VIDEO ON MTV





The electro-acoustic harp of

Andreas Vollenweider

Redefining the words "New Music."

"FLIGHT FEET." 38-04755

The first single from the
breakthrough album, "WHITE WINDS."

Andreas Vollenweider
White Winds

FM 39963

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AOR Picture Page



BRYAN ADAMS IS SOMEBODY — Mayor Tom Bradley proclaimed February 1 "Bryan Adams Day" in Los Angeles. At KMET studios for the presentation of an official proclamation are mid-day man Billy Juggs, Wendy Trevel of the Mayor's office, VP/GM Howard Bloom, Adams, afternoon Cynthia Fox, A&M Southwest Regional rep Kelly Summers, and MD Sue Steinberg.



ZEBRA SIGHTED IN WYOMING — KRQU/Laramie-Cheyenne gave a contest winner a chance to see a real, live Zebra. From left: the winner, PD John Edwards, Atlantic rep Michael Brannen, and the band's Randy Jackson.



TWISTER HITS PHILADELPHIA — WYSP Promotion Director Debbi Calton gets a lift from Twisted Sister's Dee Snider.



KVRE'S TENTH ANNIVERSARY BLAST — Celebrating KVRE/Santa Rosa's tenth birthday are (l-r) Lee Allen from the Blasters, Steve Berlin of Los Lobos, the Blasters' Dave Alvin, Los Lobos' David Hidalgo, PD Cindy Paulos, and Blaster John Bazz.

SEGUES

New AOR KDJK/Oakdale, serving nearby Modesto and Stockton, signs on with PD Jerry Longden and MD Mark Davis. Staffers include ex-KRQR/San Francisco MD Ron Garrett. Reach them at (209) 847-9510 . . . WXCS/Hagerstown switches calls to WARX with no change in format, and adds Steve Smith, ex-WKLC/Charleston, to mornings.

John Sebastian's third EOR signing in three weeks is KAWY/Casper, which changes calls to KGRQ. Fred Leemhuis remains PD . . . KRIX/McAllen-Brownsville is no longer consulted by Gary Burns And Associates.

WCCC/Hartford hires WWTR/Ocean City MD Glenn Stewart as Assistant PD/MD and WBAB/Long Island's Harve Alan as Assistant MD/Research Director . . . WKLC PD Jo Robinson leaves for WLVQ/Columbus middays . . . KFMX/Lubbock MD Wes Nessman is upped to PD, replacing the exiting Captain Billy Martin. Former KFMX PD Nat Lamp lands at KLAQ & KROD/EI Paso as Operations Manager and for afternoons on KROD . . . WLIR/Long Island mid-day man Bob Waugh has been appointed Program Operations Director. Denis McNamara remains PD . . . WCKO/Miami MD Jean Cashman segues to crosstown WINZ-FM . . . KWHL/Anchorage names Kevin Vargas MD and Cyndee Maxwell Music Coordinator . . . Jeff Pollack Communications ups Laurie Woolsencroft to MD.

KZEW/Dallas MD Jon Dillon has moved from KZEW middays to mornings on sister AM KRQX while retaining his MD duties at the 'ZEW . . . Michael London exits KBCO/Boulder nights . . . WAAF/Worcester's Jeff Berlin moves to WDIZ/Orlando evenings . . . WPLR/New Haven's new morning team is Bruce Barber, ex-WGRQ/Buffalo, and Brian Smith . . . Bob Kaufman exits WRXL/Richmond nights . . . WAQY/Springfield, MA overites belong to Steve Thomas from WRKI/Danbury . . . Lee Duncan returns to KSPN/Aspen for mornings as Frank Eriksen leaves to become PD at KTIM/San Rafael . . . Kevin "Boom Boom" Anderson from KZAP/Sacramento takes on KPOP/Seattle afternoons . . . Sandy Smith joins WSKS/Cincinnati weekends.

WGIR/Manchester Promotions/Public Relations Director Elizabeth Loosbrock resigns to join a local non-profit agency.

WZEW/Mobile relocates to 118 North Royal Street; Suite 711; Mobile AL 36602; (205) 432-0102 . . . Peterson Media Services's new address is 4535 White Oak Place; Encino CA 91316; (818) 344-7014.

KISS/San Antonio's looking for 15th anniversary artist id's . . . Go easy on WRXL/Richmond MD Paul Shugrue for the next six weeks. He'll be in crutches after an accident on a station skiing promotion.



PURPLE PEOPLE PULLERS — KLOL/Houston's Deep Purple in-store drew an estimated 5000 passionate Purple pursuers to Texas Tapes & Records. Laughing it up with personality Linda Silk are (l-r) the group's Roger Glover, Jon Lord, Ian Gillan, and Ian Paice.



KKDJ PUTS WINNER ON THE FAST TRACK — Insuring that he'll know how to drive over 55, KKDJ/Fresno gave the winner of a Sammy Hagar contest free lessons at a school for competitive drivers. From left: the winner, Hagar, PD Don Fischer, winner's friend, and Geffen's Gary Briggs.



ELFMAN STANDS TALL AT KTYD — Oingo Boingo's Danny Elfman (right) shows his gratitude to KTYD/Santa Barbara afternoon ace Cinci Stevens.



WWTR AIDS FAMINE VICTIMS — A WWTR/Ocean City rock 'n' roll auction raised \$1200 to benefit Ethiopian famine victims. PD Richard Remsberg, second from right, is pictured donating the check to American Red Cross representatives.

Adult / Contemporary



RON RODRIGUES

Medium Market Ratings Wrap

Before we get to our semiannual top-100 A/C station lineup next week, here's a brief recap of some of the more exciting results from the fall '84 Arbitron. All figures we refer to are Mon-Sun, 6am-mid, 25-49 MSA adults. The numbers are rounded off.

San Diego County North

	F'83	S'84	F'84
KFMB	—	—	@15
KEZL	—	—	@9
KFMB-FM	—	—	@6
KKOS	—	—	@5
KYXY	—	—	@5
KBZT	—	—	@4
KIFM	—	—	@3
KFI	—	—	@3
KLZZ	—	—	@2
KRTH	—	—	@1

The first-ever sweep for this area. This metro is located within the San Diego metro, and covers the massive suburban area linking the border city with Los Angeles to the north. It is instantly the leading A/C market, with nearly 52% of the average audience listening to A/C stations. KFMB, coming off a Padres-roll, is often the best San Diego signal here because of the uneven terrain. KEZL, which had switched from Big Band, enjoyed an impressive debut.

Albany

	F'83	S'84	F'84
WWOM	@9	@13	@12
WGY	@13	@14	@8
WTRY	—	—	@7
WROW	@4	@3	@5

After a long and sometimes close battle, challenger WWOM outscored longtime full-service WGY. Newcomer WTRY makes an impressive debut, and we'll see this spring if it cuts into WWOM's winning margin.

Cincinnati

	F'83	S'84	F'84
WKRC	@9	@9	@14
WRRM	@9	@12	@9
WLW	@6	@8	@7
WLLT	@8	@9	@6

Last fall, we highlighted the four-way battle between these two AMs and two FMs. If WKRC's victory wasn't a surprise, its margin of victory was. WLLT, which was heading toward a hybrid stance, was soft this period.

Silver Anniversary Celebration



A rare and extraordinary milestone occurred in the studios of WMAZ/Washington this week. The morning team of Frank Harden and Jackson Weaver celebrated their 25th year together on the same station in the same time slot. The pair was the center of a week's worth of celebrations that culminated in a live broadcast of their show from the Kennedy Center. Celebrity guests ranging from ABC's Ted Koppel to Vice President George Bush were on hand to offer congratulations.

Colorado Springs

	F'83	S'84	F'84
KSPZ	@16	@11	10
KVUU	@3	@7	9
KRDO	@3	@3	5

Newcomer KVUU has apparently cut into Transtar's O&O KSPZ. The two stations are just four-tenths of a share apart.

Atlanta

	F'83	S'84	F'84
WRMM	@7	@7	@8
WSB	@5	@5	@5
WFOX	—	—	@5
WSB-FM	@6	@7	@5

While WRMM continues its dominance, lots is happening below it. The Atlanta Braves will be returning to WSB this season, almost guaranteeing the Cox outlet a good spring showing. Shamrock's WFOX debuted solidly, while WSB-FM was off a couple of shares, leading to the dismissal of its PD.

Des Moines

	F'83	S'84	F'84
KLYF	@11	@14	@15
KRNT	@9	@6	@8
KIOA	@8	@10	@6

While KLYF cleans up on FM, will there be a shakeout among the two AMs, which rank second and third? Both have full-

service elements, and both have had their ups and downs in the ratings.

Progress

Marty Dempsey exits WAVA/Washington for afternoons and music at crosstown **WBW (B106.7)** . . . Former **KHJ/Los Angeles** personality **Janine Wolf** moves across the street for fill-in at **KHTZ** . . . **Paul James** is new news anchor at **WPIX/New York** . . . Congratulations to **WSB/Atlanta** for luring the Braves baseball team back after a year's absence . . . More congrats to **WOWO/Ft. Wayne** PD **Chris Roberts**, who moves to sister station **KDKA/Pittsburgh**, where he will assume midday duties from 29-year retiring veteran **Art Pallan** . . . **Vic Johnson** named AM drive personality at **KWAV/Monterey**, from **KEZR/San Jose** . . . **Leighton Peck** now doing weekends at **KFAB & KGOR/Omaha** from **KLIN/Lincoln** . . . **Dan Bryan** new PD at **WMGB/Appleton, WI** . . . **WSFL/New Bern, SC** appoints **John Lyles** to PM drive . . . **KKPL/Spokane** parttimer **Cathy Curtis** moves up to evenings, replacing **Steve Keller**, who returned to **KAAC/Great Falls** . . . **KKLV/Anchorage** midday man **Bill Hampton** joins morning man **Jay Noble**, MD **Greg Wilkinson** moves from afternoons to middays, **Chris Owens** is promoted to afternoons, **Therese Quinn** to evenings, and **Frank Sackett** returns to overnights . . . **Mike Alan** new MD & mornings at **WFMV/Blairtown, NJ** while retaining weekends at **WZZO/Allentown, PA**.

It Played In Peoria

WMBD/Peoria Station Manager **David McAley** writes, "It's not often that a station gets to salute a person for service dating back over 40 years."

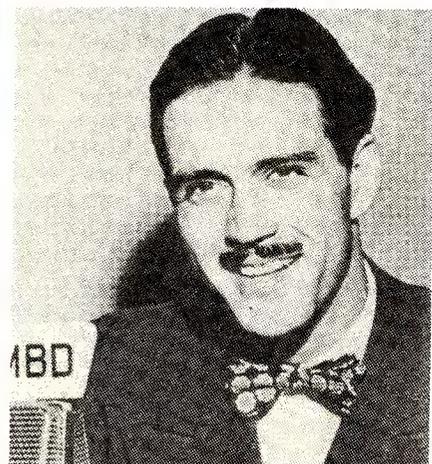
Indeed; in this business, it's not often that a station gets to salute a person for anything for that long a time. But here is where the word "stability" got its definition: morning air personality **Bob Carlton** began his broadcasts on WMBD seven months before Pearl Harbor was bombed. And that's not where he got his start in radio. Bob came to the station from **WGN/Chicago**, where he was the host of evening remote dance broadcasts.

Said Bob, "I was asked to come down to do summer vacation fill-in work, and I've been here ever since. I came here for a temporary

job and never signed a contract. I've never actually been hired fulltime."

Carlton worked every time slot on WMBD until 1962, when he was named morning host. His 22 years in that slot easily made him one of the country's most enduring morning men.

And, after a near 44-year career with a single employer, Bob has retired. He remains with the station in a parttime sales and consulting capacity. We wish him the best; and we wish his successors, **Max** and **Pam McGann**, a successful tenure too!



Bob Carlton, 1941 . . .



. . . and in 1985



HOWARD'S HAUNTED HOUSE? — It isn't just enough for **WNBC/New York** afternoon personality **Howard Stern** to hold a remote from a listener's house . . . he goes all-out. Also invited were clairvoyants, who predicted that Stern would have a highly-successful TV career and his daughter would grow up to be a brain surgeon. Shown at the table are Howard's wife **Alison**, daughter **Emily**, the psychics, and **Stern**.

Black/Urban Radio



WALT LOVE

WXYV & WWIN-FM

Winning In Baltimore

Baltimore is usually tagged as "the other city" when people talk about the surrounding Capital area. However, since renovating its downtown harbor, Baltimore's image has begun to change. And something else has also begun to change — Black/Urban radio.

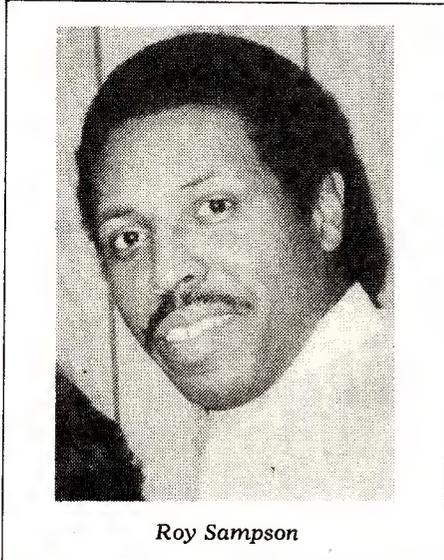
WXYV (V103) and WWIN-FM are forces to be reckoned with in the ratings wars. In market standings V103 is number four, while WWIN-FM ranks sixth. However, the stations share several similarities: both program an Urban/Contemporary format, both PDs are holding down their first programming gigs, and, best of all, they are winning.

What It Takes To Win

V103 PD Roy Sampson is a 16-year broadcast industry vet. He has worked for WEBB/Baltimore, WILD/Boston, and WUFO/Buffalo. PD since last April, Sampson joined V103 five years ago. He started the conversation by explaining the reasons behind the "V"'s ratings success. "We concentrated on three important elements: entertainment, information, and good music. We're a music station, therefore we have to know our music better than anyone in the market.

"Since a metropolitan area listener can hear his favorite songs on any station he chooses from any of the available formats, we must have that extra edge. We play the music that pleases the people in our area, making sure we know what they want."

I asked Roy if he thought V103 could recapture its number one position. "We have a very good chance of recapturing the number one spot. V103 is a unique radio station in terms of presentation, music, personal-



Roy Sampson

ities, and the fact that we tailor our approach to the listeners. We believe in a one-on-one presentation. We're very active with our research, and our people are out doing all types of things in the community."

Researching The Hits

To determine the "right" music V103 relies on several forms of research, including telephone requests, R&R, store reports, and callouts. More important, notes Sampson, a good communicator should "pay attention to what people say. Sometimes they're trying to tell you something and don't consciously realize they're passing along information to you."

Although not as influential as it once was, local club reaction is still part of the V103 research process. "Clubs have changed," Sampson agrees. "They're no longer the places where a song may get its start. But you can find out how people react. When we go to clubs now, we're looking to see what age groups respond and how they respond; we're looking for reactions they may have toward music we're already airing.

"For example, when a club would play Gwen Guthrie's 'Love In Moderation,' we noticed the 18-24 age group would ignore the song and continue their conversations. The 25-34 group would immediately get up, make their way to the dance floor, and have a ball."

Visibility A Key

There were few promotions in the fall book. However, V103's community commitment remained strong through projects with civic groups, the YMCA and YWCA, schools, and church groups. And the station did become involved with the Jacksons and Prince concerts. Sampson recalls, "Both those concerts paid us large dividends — being visible is one of the key ingredients for broadcasting success. We were a little concerned that we were paying too much attention to one age group. Then the opportunity to become involved with an Ashford & Simpson concert presented itself. We're a people station and we're fortunate that we've



KUTE GOES HAWAIIAN — Crista Heaton of Seal Beach, CA is the lucky winner of the Wynton Marsalis KUTE/Los Angeles "Hot House Flowers" excursion to Kauai, Hawaii. Crista will spend a luxurious week in Kauai, plus receive \$102 in cash, limousine service to and from airports, hotel accommodations, and a "Hot House Flowers" LP. On the left is KUTE PD Lawrence Tanter and right is GSM Dick Warshaw.



JESSE JOHNSON LIVE — The release of Jesse Johnson's debut solo album was celebrated with a listening party hosted by A&M Records and simulcast by KJLH. Pictured during the festivities are (l-r): KJLH personality Rico Reed, A&M artists Jeffrey Osborne and Janet Jackson, A&M Black National Promotion Director Step Johnson, and Jesse Johnson.

been able to cover several groups without turning anyone off."

The WWINing Way

Next I spoke with WWIN-AM & FM PD Keith Newman, who has held that post for almost a year. His radio career dates back seven years.

Last year WWIN's ownership decided to make a switch. Everyone on the AM side moved over to the FM and began broadcasting the current Urban/Contemporary format. In addition, a completely new staff was hired for the AM. Apparently, the move paid off — as a combo sell WWIN-AM & FM have a healthy 7.9 12+ share.

While discussing WWIN-FM's ratings growth, Newman touched on the problem of black sampling. "This time listening is up for all the market's Black/Urban stations. However, the total number of black diaries was down in the spring '84 and winter '84 books. We've all wondered where these black listeners have gone since none of them showed up as new listeners to another format. I think it's very hard for Arbitron to measure listening patterns in general. I'm not saying they don't measure blacks correctly, but a good sample is needed for Urban/Contemporary stations to do well.

"We're optimistic now. With the Arbitron AID (Arbitron Information on Demand) system, I can run a week-by-week ratings check. But you need 30 diaries in a particular demographic. Take black males 18+, for example. During some weeks there weren't enough black diaries out there for the system to even give us a rating.

"Despite that, AID really is a good tool to see exactly what's going on with audience listening habits. I can find out when they tune in and tune out. I can find out quarter-hour breakdowns and other useful information. In fact, my AID information shows we're rated even with V103 in the black

Baltimore Ratings Box

	F '83	W '84	Sp '84	Sm '84	F '84
WXYV (UC)	5.8	5.6	5.3	*	6.2
WWIN-FM (UC)	3.9	2.7	2.9	*	4.9
WWIN-AM (Blk)	3.6	4.1	2.6	*	3.0
WEBB (Blk)	3.8	3.3	1.7	*	2.7
WBGR (Gspl)	.3	1.6	2.1	*	2.5
WMAR (CHR)	2.8	3.1	3.4	*	4.2
WBSB (CHR)	6.8	6.3	7.5	*	4.4
WLIF (BM)	7.4	8.5	8.8	*	9.7
WBAL (AC)	9.0	9.7	8.0	*	8.2
WYYV (AOR)	6.5	6.2	6.9	*	8.0

(Total Persons 12+, Mon-Sun 6am-Mid)

listener category, and we're beating them with working blacks. Our black listeners are keeping us in the ballgame. I also use Arbitrend, which lets us know how we've done for the month. This way, you don't have to wait until the end of the book to know how you've done."

Continued on Page 76

ACTION

The FCC is cosponsoring a Minority Telecommunications Seminar to be held in San Diego, March 10-12. During the seminar, the **National Telecommunications and Information Administration** and **Storer Communications, Inc.** will conduct a session focusing on "Telecommunications Opportunities for the Minority Entrepreneur." Besides the FCC, the **National Cable Television Association**, the **Times Mirror Company**, and the **Minority Business Development Agency** are cosponsoring this government-private sector effort to promote minority ownership of telecommunications facilities. Advance registration is required. For further information, contact **Helena Mitchell**, Manager/Minority Telecommunications Development Program, at (202) 377-1835 or **Zora Brown Kramer** at the FCC, (202) 254-7674.

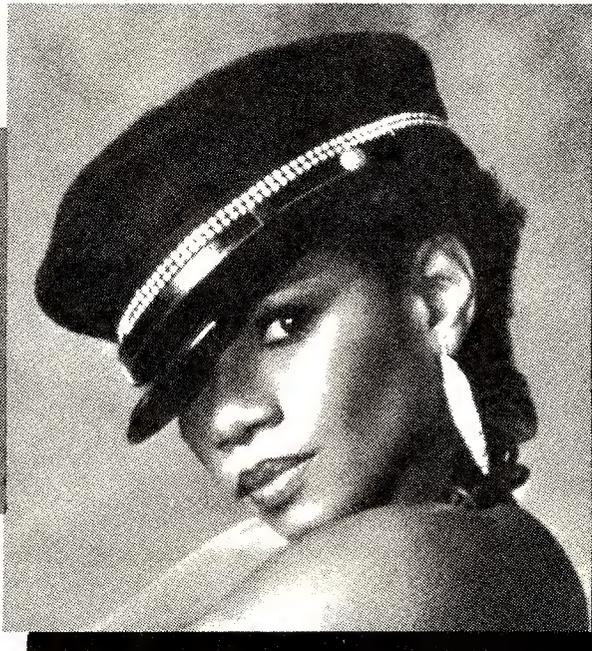
On the personnel side, **Tony Mann** of **WJAX-**

AM & FM/Jacksonville reports that **Hank Brown** has become the new AM PD. Both stations were previously programmed by **Chris Turner**, now in Norfolk with **WOWI**. FM PD Mann also informed us that his new morning man is **Boo Baron**, who hails from Greensboro, NC . . . **WAMO/Pittsburgh** named **Carlos Beck** as its 7-midnight air personality. Carlos comes from **WXOK/Baton Rouge** . . . **Thom Gray**, Director of R&B Promotion for **Vanguard Records**, was hospitalized recently with a collapsed lung. Get well wishes can be sent to Vanguard Records, 71 W. 23rd Street, New York, NY 10010 . . . **Langley Patterson**, who had been working at **PBS outlet KILON/Long Beach, CA**, was found dead of stab wounds. He had been a **KJLH/Los Angeles** personality during its Jazz period. Langley will be greatly missed.

Continued on Page 76

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My Lips*



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*Back
In Stride*



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My Baby Loves Me by TWIN IMAGE

Checkin' You Checkin' Yourself Out by ERAMUS HALL

Lady Of My Life by STANLEY JORDAN **6**

Winning In Baltimore

Continued from Page 74

It's The Music

Naturally, Newman thinks his FM station is the unique outlet in the Baltimore market. Why? Because of the music it plays. "Our music is mass appeal; we play all the hits. But there are some songs we stay away from on the FM like the hip-hop, rap kind of things. We play those on the AM. Although rap records sell, and we know their value to a music format, we're looking for one demographic on our FM and another on our AM. We keep a softer sound on the FM, with a 25-49 target demo.

"Our music stays fresh enough to keep people satisfied with our variety. The FM is number two in time spent listening. And although our cume is small, we placed 11th

96 FM  14 AM
WWIN



Black/Urban Radio

in the market. So we have to be doing something right to hold our listeners long enough to get a 4.9."

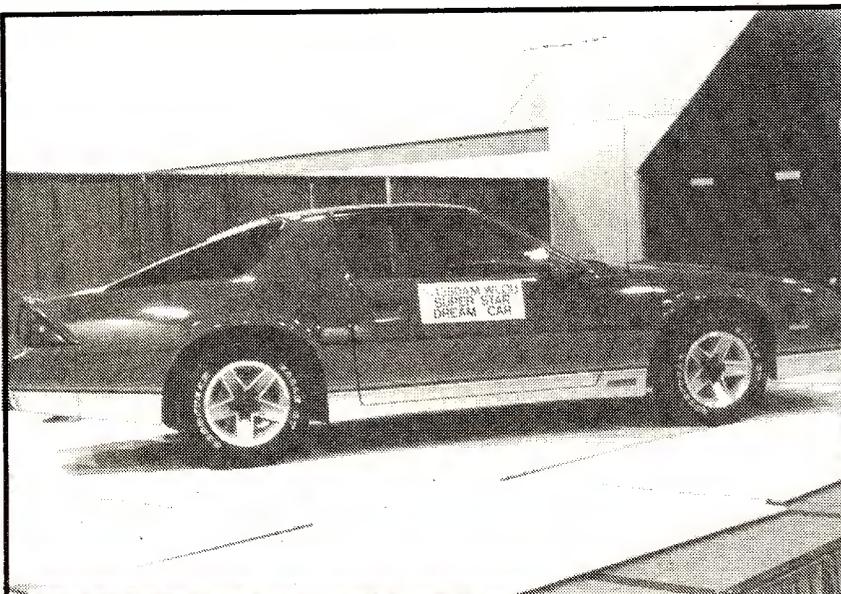
Need More Research

WWIN-FM and its sister AM didn't sponsor any major promotions during the fall '84 book. But the winter book finds WWIN-FM shifting into high gear for its "FM \$5000" promotion. Listeners call up for a chance to win prizes from a computer. The booty ranges from color TVs, bikes, and small cash amounts to the \$5000 grand prize.

News also plays an important role in WWIN's total presentation. "We do news once every hour from 6-9am and again from 3-6pm," Newman relates. "Each newscast is four minutes long. The segments run at :50 after the hour on the FM and between :50 and :55 on the AM."

Before ending our conversation, Newman stressed that Black/Urban programmers need to use more research. "The days of just doing what you think is correct are over. I admit research isn't the total answer, but mixed with experience and common sense, it's a necessary asset for any serious broadcaster."

We'll be keeping an eye on this intriguing Baltimore ratings battle in the months to come.



SUPERSTAR DREAM CAR GIVEAWAY — A \$20,000 T-top Z-28 Camaro was the grand prize in WLOU/Louisville's "Superstar Dream Car" promotion. Shown with the winner, who is holding the "Star" key, are (l-r): WLOU's MD Troy Petty, Tony Fields, GSM Geri Talbott and PD Dr. Bill Price, winner Keith Parker, Chevy dealer Drew Smith, WLOU's Charles Thomas, Brenda Banks and Ange Canessa.

Picture Yourself In R&R

Whether it's promotions, artist appearances, or just fun times at the station, I'm sure you have plenty of pictures you'd like to share with our readers. We encourage you to forward these and other promotion photos to supplement our format coverage. Remember, you don't have to be a reporter to contribute. There are 353 Black/Urban outlets across the country, and we'd like to hear from everybody.

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

— Walt Love

ACTION

Continued from Page 74

Marc Little, VP/Programming for **Millennium Communications** and former PD of **WPDQ/Jacksonville**, has announced plans to open Urban Contemporary consulting firm **Marc Little Enterprises, Inc.** Little will retain his current position and stay based at **WWWZ (Z93)/Charleston**. The company may be reached at (803) 797-6996.

Norman Wright is the new MD at **WEAS/Savannah** . . . **Simon Bungie** is the new member of the **XHRM/San Diego** morning team. Simon joins **Molly D. & Dwayne Brown**, and the show will now be called "The Breakfast Flakes" . . . **KACE/Los Angeles** PD **Alonzo Miller** announces that the **All-Pro** outlet is the first West Coast Black/Urban station to broadcast using the compact disc. **KACE** has arranged to use a pair of DP 105

Medallion players from the **Mitsubishi Company**. VP/GM **Jim Blakely** is ecstatic about the marketing aspects, while Miller adds, "Our audience response has been tremendous. Listeners are calling with hundreds of compliments about the sound clarity."

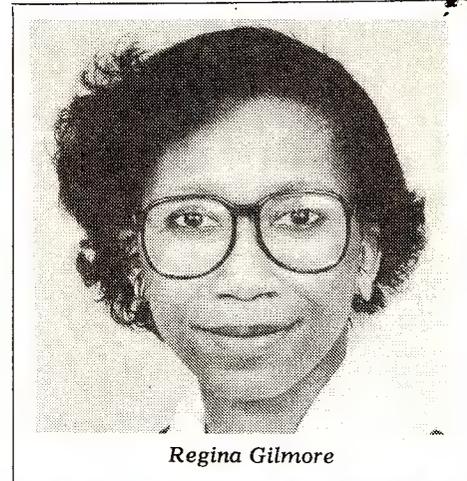
Don Davis is the new gospel host at **WEAL/Greensboro, NC**. He replaces **Alfred G. Richards**. Send your gospel product to WEAL at 1060 Gatewood Ave., PO Box 6702, Greensboro, NC 27405 . . . **WKYS/Washington** recently aired "Praise The Lord," a historical look at black music in America. Featured guest was **Tony Brown**, host of PBS's "Tony Brown's Journal" . . . **KGFI/Los Angeles** held a welcome to L.A. party for new PD **Kevin Fleming** at the Speakeasy nightclub.

Gilmore Directs WGKX News & Public Affairs

Regina Gilmore has been appointed News & Public Affairs Director at **WGKX (KIX 106FM)/Memphis**. Gilmore comes to the station from crosstown **WLOK**, where she held a similar post and also anchored the **WMKW-TV** "Newsbreaks."

The Memphis native's background also includes a post with **WSLI & WYYN/Jackson, MS**, as well as reporter/photographer, newsroom assistant, and public affairs show cohost positions at **KRBC-TV/Abilene**.

Gilmore attended Memphis's Lincoln Junior High and Central High School, and received her Bachelor of Arts degree from Abilene Christian University. She was also awarded the **Roy Wilkins** scholarship from the New York Chapter of the **NAACP**.



Regina Gilmore



A ROYAL NIGHT OUT — Because she correctly identified all the songs in the **KIIZ/Killeen** "Prince Music Montage," **Cynthia Thornton** won tickets to Prince's Austin concert. She's shown here with the Z's **Curtis Wilson**.

Walston New WJDY MD

WJDY/Salisbury, MD, a **Conner Broadcasting** outlet, has promoted **James Walston** to Music Director. Walston is a six-year industry vet who has worked in North Carolina, New Jersey, and South Carolina at **WOIC/Columbia**. He will also serve as the station's **PM drive** personality.



James Walston

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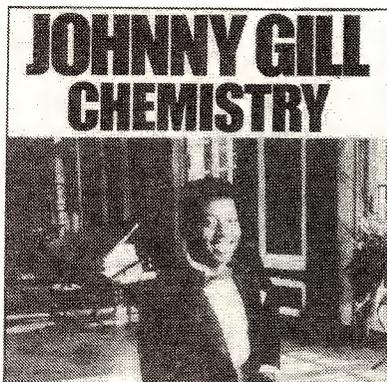
51 STATIONS — 60%

Black/Urban Chart:

DEBUT 40



... and chart momentum!

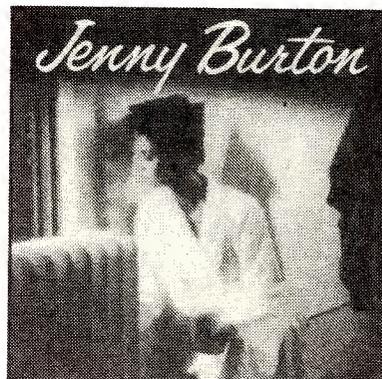


JOHNNY GILL

"HALF CRAZY"

70 STATIONS — 82%

Black/Urban Chart: 17



JENNY BURTON

"BAD HABITS"

72 STATIONS — 85%

Black/Urban Chart: 21



Black/Urban Picture Page



SLAP-HAPPY — When Klymaxx heard XHRM/San Diego Assist. PD/MD Duff Lindsey say that someone should slap him, the group dropped by the station's studios to oblige him. Pictured (l-r, back row) are: XHRM's OM/PD Darryl Cox and News Director Dwane Brown; (l-r, middle row) Klymaxx's Robin Lynn Grider, Lorena Pater and Bernadette Cooper, XHRM's Breakfast Flake Wally Dee; (front row) a pain-wracked Lindsey.



WILDE GOES WILD AT KDAY, KGFJ — Philly World/Atlantic artist Eugene Wilde took time out recently to visit Los Angeles outlets KDAY and KGFJ. On hand at KDAY were (l-r) Great Pacific Marketing's Joe Morrow, KDAY PD Jack Patterson, Patterson's Assistant Maxia Bane, and Eugene Wilde; over at KGFJ Wilde chatted with PD Kevin Fleming.



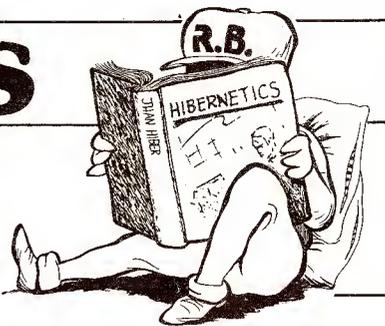
WDAS WELCOMES LOVE — While on the road promoting her hit single "Loveride," Vikki Love stopped by WDAS/Philadelphia. Posing (l-r) are independent promoter Alan Lott, WDAS PD Joe "Butterball" Tamburro, Love, and Island R&B Promotion Director Kookie Gonzales.



BACKSTAGE AT THE RED PARROT — Following Eugene Wilde's performance at New York's Red Parrot, a group of industry well-wishers gathered backstage. Pictured (l-r) Atlantic/Cotillion Records' Pat Jones, Philly World Sales Director Ernie Pep, WBL's personality Diana King, Wilde, and Atlantic VP/Field Operations Lou Sicurezza.

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FOR SALE:

Northwest Ohio FM
Small Market Station

Only one in county, good cash flow, reasonably priced.

Write: Station, Box 352, Ottawa, Ohio 45875

Opportunities

Openings

NATIONAL

PD/Operations Manager

Experienced, aggressive, organized, hard-working PD/Operations Manager sought for Urban powerhouse in top 60 market. Send us a tape, resume, track record, and letter telling us who you are, how you think, how you program: 575 Lexington Ave., Suite 505, New York, NY 10022. EOE

Program Director needed for growing FM Oldies station in major market. Management skills and follow-through essential. If you can communicate on the air as well as with your staff, we need to be talking about your future right now. Send tape and resume to: Radio & Records, 1930 Century Park West, #946, Los Angeles, CA 90067. EOE.

AIR PERSONNEL NEEDED

NATIONAL is recognized as the leader in radio personnel placement. Last week we received calls from radio stations in the 4th, 6th, 30th, 32nd, 33rd, 35th, 40th, and 70th markets, as well as many smaller ones. We need announcers, news people, programmers, male and female, for all size markets. If you are ready for a move let NATIONAL help. We make the complete presentation for you. For complete confidential details and registration form, enclose \$1 postage and handling to:



BROADCAST TALENT COORDINATORS
Dept. R., P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

Openings

95FM
W.A.I.L.

Account Executive — AM/FM

Combo, excellent growth potential for aggressive salesperson. Top-rated

station in market. Salary, commission, bonus and benefits. All this and more in warm, sunny South Florida. Radio experience a must. WKWF/WAIL (305) 296-7575. E.O.E.

Adult-oriented communicator needed for growing FM Oldies station in major market. We need a team player, not an egomaniac. Send tape and resume to: Radio & Records, 1930 Century Park West, #947, Los Angeles, CA 90067. EOE.

FREELANCE STRINGERS NEEDED!

Do you interview big names/celebrities in music, film or television? Call Radio Entertainment Production. (212) 714-1450.

EAST

Top 10 market FM looking for top-notch AM show. Team-player(s) with winning attitude wanted. T&R: Box 521, Quincy, MA 02269. EOE M/F (3-8)

WJBO is looking for a ND/morning anchor. Females encouraged. T&R: Brian Phoenix, 583 Warren Ave., Portland, ME 04103. EOE M/F (3-8)

Morning & Midday Talent

A/C Information station seeks two exceptional individuals: MORNING PERSONALITY — Captain the morning team, working with news, sports & weather staff. Play 4-6 records per hour and relate to a 30-55 audience. MIDDAY PERSONALITY — weave music and features into a friendly adult presentation. One of the above will also double as Music Director and the other as Production Director. T&R to Joe Corcoran, PD WCAP, 243 Central St., Lowell, MA 01852 EOE M/F

WCAP

Account Executive needed for major NYC station. Must have proven sales track record. R: Mary Galda, WPAT, 1396 Broad St., Clifton, NJ 07013. (201) 345-9300 EOE M/F (3-8)

Five years experienced sales manager needed to supervise operation in competitive market. R: Fred Weinhaus, WPAT, 1396 Broad St., Clifton, NJ 07013. (201) 345-9300 EOE M/F (3-8)

Northern New England Rocker

Seeks experienced air personality for newly-created evening shift. Tape & Resume to: Radio & Records, 1930 Century Park West, #951, Los Angeles, CA 90067. EOE M/F

Afternoon news anchor needed to work immediately in southern ME. Good salary & benefits. T&R: Mike Decker, WEBI, Sanford, 04073. (207) 324-7271 EOE M/F (3-1)

AM/FM needs self-motivated ND with three years experience & strong delivery. Big company with benefits. T&R: Mike Farrow, WKYE/WJAC, Box 309, Johnstown, PA 15907. EOE M/F (3-1)

Openings

92MDK is looking for a dependable, experienced parttime announcer. T&R: Wayne Bradley, Box 418, Peterborough, NH 03458. EOE M/F (3-1)

WRUN needs experienced promotion-minded air personality. Must be able to work phones effectively. T&R: Fred Snyder, Oriskany, NY 13424. No calls. EOE M/F (3-1)

NY AM/FM looking for experienced newscaster for this Utica/Rome market area. T&R: Fred Snyder, WRUN, Oriskany, 13424. No calls. EOE M/F (3-1)

Z104/Frederick could have two slots for experienced personality rockers open shortly. T&R: Kemosabi Joe, 6633 Mt. Phillips Rd., MD 21701. EOE M/F (3-1)

WMVY/Martha's Vineyard seeks ND. Good opportunity for person with two years experience. T&R: DiAnn Arcudi, Box 1148, Vineyard Haven, MA 02568. EOE M/F (3-1)

SOUTH

Experienced news reporters needed for aggressive information station. T&R: Randy Gray, Box 150, Roanoke, VA 24002. EOE M/F (3-8)

AOR KUFO/Odessa has an opening for an uptempo & creative morning drive personality. Five years experience a must! T&R: Steve Driscoll, Box 6350, TX 79762. No calls. EOE M/F (3-8)

Experienced morning/production pro needed for medium market A/C AM. References. T&R: Chuck Wolfe, KCRS, Box 4607, Midland, TX 79704. EOE M/F (3-8)



America's highest-rated contemporary radio station, K92-FM (WXLK/Roanoke, Virginia) and its sister station, KISS-FM (WNKS/Columbus, Georgia) are both looking for highly motivated sports personalities. Enthusiasm for sports must be great to apply! K92-FM is seeking a morning air personality to co-host our highly successful five-person morning show! Send tape and resume to: Russ Brown, WXLK-FM, Box 92, Roanoke, Virginia 24022. EOE M/F

Opportunities

Openings



New Orleans' top-rated CHR is looking for an aggressive, uptempo night personality to handle "Three-in-a-row" format. Minimum 5 years experience. Great pay, benefits, and EZ Communications. T&R to: Kris O'Kelly, B-97FM, P.O. Box 53447, New Orleans, LA 70153. EOE M/F

Creative Director, with writing & versatile production skills, needed to head three-person department. Salary, T&R: Dan Brown, WGOV, Box 11202, Chattanooga, TN 37401. EOE M/F (3-8)

Need ASAP: Midday & afternoon drive talent/sales combo. Local list wide open. Also need ND. T&R: John Parker, WPGA, Box 980, Perry, GA 31069. EOE M/F (2-15)

Accepting T&Rs for future openings. Ralph Carroll, Box 1537, Columbus, GA 31994. No calls please. EOE M/F (3-8)

Central Florida AM/FM is looking for a quality News Director with good management and people skills. Must be a motivator. T&R to: Radio & Records, 1930 Century Park West, #941, Los Angeles, Calif. 90067. EOE

WRXL is looking for a night rocker. T&R: Tom Evans, 3245 Basie Rd., Richmond, VA 23228. EOE M/F (3-8)

100,000kw FM Country powerhouse seeks strong PD/OM. Air shift & production required. T&R: Laurel Smith, WQDR, Box 1511, Raleigh, NC 27602. EOE M/F (3-8)

We need an energetic air staff to work with new easy listening information format. Resume: D. Ancombe, WSIR, 665 Lake Howard Dr., Winter Haven, FL 33880. (813) 294-4111 EOE M/F (3-8)

Award-winning news department needs anchor/reporter. T&R: ND, WCHV, Box 5387, Charlottesville, VA 22905. No calls please! EOE M/F (3-8)

Sunny Gulf Coast combo needs experienced anchor/reporter who wants to move up to management. Writing sample, T&R: Mike Sockol, KIEZ/KWIC, Box 6067, Beaumont, TX 77705. EOE M/F (3-8)

WXLV, Charleston's 100kw modern Country, needs midday communicator with Country background. No beginners or readers. Call T.J.: (803) 723-8165 EOE M/F (3-8)

Top station in medium market needs AM anchor/reporter. Writing sample, T&R: Jim Beasley, Box 11202, Chattanooga, TN 37401. EOE M/F (3-8)

SW FL "up" A/C looking for warmth & wit for possible future opening. T&R: Jeff Edwards, Box 061279, Ft. Myers, 33906. EOE M/F (3-8)

Top-rated 100kw contemporary FM in Deep South medium market seeks experienced adult morning personality. T&R: Sander Walker, Box 2000, Tuscaloosa, AL 35403. EOE M/F (3-8)

Immediate openings for air talent (heavy on production) & an experienced ND. T&R: J. Michael Pruet, WZDQ, Box 3289, Jackson, TN 38303. EOE M/F (3-8)

Dominant AM/FM combo needs T&Rs from exciting adult announcers for future fulltime openings. Jim Gregory, 28 Fountain Pl., Frankfort, KY 40601. EOE M/F (3-8)



Asst. Promotion Director
My former assistant is now the Promotion Director at our new ABC O & O in Dallas. I need his replacement ASAP. This is a rare opportunity to work at one of America's premier radio stations and begin a career with the nation's #1 broadcast group. Work with Programming and Sales Departments. Coordinate total marketing package for Houston's #1 AOR. Radio experience a must. Sales ability essential. Looking for a real "street-smart" radio pro with the desire to grow and learn. Hard work, long hours, great rewards. Send resume, samples, and salary requirements to: Bill Moffett, KSRR Radio, 1020 Holcombe, Suite 1201, Houston, Texas, 77030.
An ABC Owned FM Station
Equal Opportunity Employer

Openings

ND with personality needed for Houston A/C. Excellent opportunity with a growing broadcast group. T&R: Rich Stanca, KTUN, 121 1st St., Suite D, Humble, TX 77338. EOE M/F (3-8)

Morning newperson & team-player needed for powerhouse FM at the beach. Females encouraged. Photo, T&R: Brian O'Bryan, WVBS, Box 2428, Wilmington, NC 28402. EOE M/F (3-8)

Afternoon personality with production ability needed for A/C in the resort area of Pinehurst. T&R: Ross Caudell, WDLV, Box 1677, Southern Pines, 28387. EOE M/F (3-8)

WHYY AM/Montgomery needs a winning announcer with production skills & two years experience. T&R: Phil Horton, Y102, Box 2744, AL 36196. (205) 264-2288 EOE M/F (3-8)

Experienced, professional announcer wanted for a major market FM radio station. Requires 2 years on-air work for Contemporary radio format. Must be capable and prepared to work on-air and production for midday drive. Send resume, tape & salary history to: Radio & Records, 1930 Century Park West, #943, Los Angeles, CA 90067. EOE

Copywriter with three years minimum experience & production wanted for Orlando soft A/C. T&R: David Sousa, WJYO FM, 2001 Mercy Dr., FL 32808. EOE M/F (3-1)

If you are tired of the snow & slush, become the afternoon news anchor of the Mid-South best CHR-A/C. T&R: Tom Kelly, Q101, Box 5914, Meridian, MS 39302. EOE M/F (3-1)

WXLK/Roanoke is seeking a motivated sportsperson & also a personality to co-host a successful morning show. T&R: Box 92, VA 24022. EOE M/F (3-1)

We've got the beach & the sun! We need a drive time personality. Heavy production, no beginners. T&R: Dan Browning, Rt. 6, Box 150, Brunswick, GA 31520. EOE M/F (3-1)

Future opening for mature, adult DJ with music knowledge for America's first EOR station, 98.7KGR. T&R: Tom Stevens, 1860 Old Okeechobee Rd., #106, W. Palm Beach, FL 33409. EOE M/F (3-1)

WNKS, KISS FM/Columbus, GA is seeking a highly motivated & enthusiastic sports personality. T&R: WXLK, Box 92, Roanoke, VA 24022. EOE M/F (3-1)

MIDWEST

100,000 watt soft A/C FM is updating files for possible full/parttime positions. T&R: Tom Andrews, KRRZ, 52 Broadway Ave., Fargo, ND 58102. EOE M/F (3-8)

WBCS seeks MD/air personality with growth potential. Must have two years experience. Great opportunity. T&R: Bill White, 5407 W. McKinley St., Milwaukee, WI 53208. EOE M/F (3-8)

MORNING PERSONALITY/ PRODUCTION DIRECTOR
Small regional Michigan market needs entertaining morning personality. Good chance for advancement and company benefits. Send resume, salary requirements & references to: Radio & Records, 1930 Century Park West, #950, Los Angeles, CA 90067. EOE

NE SD regional FM accepting T&Rs for future opening for an evening shift. Teri Struck, KBWS, Box 82, Eden, 57232. EOE M/F (3-8)

Northern IN station needs evening entertainer with two years experience. T&R: Allen Strike, WTRC, Box 699, Elkhart, 46515. EOE M/F (3-8)

Experienced newperson needed. Good pay & excellent benefits. T&R: Rick Morgan, KIZZ, Box 2188, Minot, ND 58702. EOE M/F (3-8)

WEBC seeks reporter with ability to work independently essential. Will consider beginners. T&R: 1001 E. 9th St., Duluth, MN 55805. EOE M/F (3-8)



Winning P-2 station in 300,000+ metro needs afternoon drive talent with bright personable delivery. The money, company and our market position are all tops. T&R to: Keith Edwards, KZ-93, 3131 N. University, Peoria, IL 61604 EOE M/F
-CHR-

Openings

NW OK CHR FM needs DJs & salespeople. C&R: Q102, Box 5102, Woodward, 73802. EOE M/F (3-8)

Want to hit the big time? My training has sent DJs to KZZP, WQFM, WKTI, WBBM-FM, & WLS-FM. Air check, production sample & R: Pat Martin, WRKR, Racine, WI 53405. EOE M/F (3-8)

Rare immediate opening! Filling vacancy by top-notch female communicator. Great benefits. T&R: Jay Bouley, WSPT, Box 217, Stevens Point, WI 54481. EOE M/F (3-8)



METRO NEWS ANCHOR
Morning News Pro who writes with flair, can interact and delivers! We've heard some good ones, but not that great one. You'll be the centerpiece of our big AM news commitment on a recognized news leader. \$350.00/wk to start. Tape, resume and writing samples to Duane Wallace, WMBD AM/TV, 3131 N. University, Peoria, IL 61604. EOE M/F.



Morning drive/MD needed for clear channel AM outside St. Louis. Good workplace & benefits. T&R: Steve Beeny, KWRE, Box 220, Warrenton, MO 63383. EOE M/F (3-1)

Dominant market AOR is looking for a morning newperson. Conversational writing style & delivery a key. T&R: Brian Taylor, WAPL, Box 1519, Appleton, WI 54913. EOE M/F (3-1)

AOR/CHR production wizard needed! Production Directors preferred. Work & air check: Jeff Murphy, WWCT, 414 Hamilton Bl., Peoria, IL 61602. EOE M/F (3-1)

Bright, community-oriented AM drive talent needed immediately for strong MW Country AM. T&R: Gary Bandy, WMBH, Box 1667, Joplin, MO 64802. EOE M/F (3-1)

NEWS DIRECTOR
Female & male applications now being accepted for morning news position with the Twin Cities legendary CHR. Abilities must include credible news reporting, personable interaction with established morning team and to meet the challenge of frequent live appearances. Send cassette and resume to: Dave Anthony, KDWB, PO Box 19630, Twin Cities, MN 55119 EOE M/F. No calls please.



A Doubleday Station

Looking for an morning air talent geared for a 25+ AOR audience. T&R: Charlie West, KMOD, 5350 E. 31st St., Suite 200, Tulsa, OK 74135. No calls. EOE M/F (3-1)

Midday/production person needed at FOX 101. Sample, T&R: Kin Travis, Box 357, Pinconning, MI 48850. EOE M/F (3-1)

WZOK needs morning talent! As tradition goes, we lose our morning man to Top 50 market. Killer production necessary. T&R: Brad Fuhr, Box 6186, Rockford, IL 61125. EOE M/F (3-1)

Creative, aggressive PM anchor sought for leading news station in America's most exciting medium market. T&R: Mark Belling, WMAY/WNNS, Box 460, Springfield, IL 62705. EOE M/F (3-1)



Flint's #1 Country searching for 7-Mid talent committed to winning. Women encouraged to apply. T&R to: Mark Thomas, Ops. Manager, WKMF, Box 1470, Flint, MI 48501. M/F E.E.O.

WEST

Fresno's light rock station needs a midday communicator. T&R: Scott Huskey, K-LITE Radio, Box 49, Hanford, CA 93232. EOE M/F (3-8)

Need strong personality for 33-share kicking Sacramento Valley station. Photo, T&R: John McCorkle, KRFD, Box 631, Marysville, CA 95901. No calls. EOE M/F (3-8)

Openings



Los Angeles Broadcasters, Inc.
Due to expansion of facilities and curriculum, Los Angeles Broadcasters, Inc. needs a few more broadcasting pros who would enjoy sharing their knowledge as part-time counselors and instructors. *Must* be currently employed at a Los Angeles market radio or television station. Call Jimi Fox: (213) 469-1222.

Wyoming's classy FM is still looking. Unique opportunity & lifestyle await the right personality/production person. T&R: PD, KLZY, Powell, 82435. EOE M/F (3-8)

Opening for experienced broadcast journalist in Rocky Mtn. resort town. Non-smokers only! T&R: KMTN-FM, Box 927, Jackson Hole, WY 83001. EOE M/F (3-8)

Looking for an energetic & experienced afternoon drive DJ. Beginners need not apply. T&R: Marc Hahn, KTOM, Box 81380, Salinas, CA 93912. EOE M/F (3-8)

We're Bringing PERSONALITY Back To Country Music Radio!!
If you can bring fun, energy and life to my mornings or afternoons, let's talk. Top 20 market. Class C FM. T&R to: Radio & Records, 1930 Century Park West, #948, Los Angeles, CA 90067. EOE

News-oriented A/C wants communicator/morning anchor who writes creatively & can cover a story. T&R: Joe McCarthy, KMJJ, 3510 W. Hacienda Ave., Las Vegas, NV 89118. EOE M/F (3-8)

Now accepting applications for future full & parttime openings at soft A/C. Females encouraged. Non-smokers. T&R: KMTN-FM, Box 927, Jackson Hole, WY 83001. EOE M/F (3-8)

KPKY needs an experienced CHR personality. T&R: Rich Terry, Box 670, Pocatello, ID 83201. EOE M/F (3-8)

KOJM needs an announcer/production person for a station with good benefits & opportunity. T&R: John Mosher, Box 7000, Havre, MT 59501. EOE M/F (3-8)

Adult AOR jock needed for parttime shift for CA central coast. T&R: Mark Kaufmann, KMBY, Box 1271, Monterey, 93942. EOE M/F (3-8)

Wanted yesterday: Afternoon drive personality to be part of Reno's top-rated CHR on beautiful Lake Tahoe. T&R: John Chomnie, Box 1365, Crystal Bay, NV 89402. EOE M/F (3-8)

NE CO CHR FM is now accepting T&Rs. Good for refining skills. KMXX, Box 1847, Sterling, CO 80751. No calls. EOE M/F (3-8)

AM drive & MD needed for top-rated adult CHR. No screamers or beginners. Females encouraged. Photo, C&R: Rodger Meschke, KGBS, Box K, Greeley, CO 80632. EOE M/F (3-8)

Modern Country on central CA coast seeks rising female star for future opening. T&R: Box 3901, Carmel, 93921. EOE M/F (3-8)

KEZY needs parttime/freelance person to produce informational features. Jeff Salgo, 1190 E. Ball Rd., Anaheim, CA 92805. EOE M/F (3-8)

Attention: Happily Employed Radio People
KUUT is a brand new, Class C FM in Beautiful Salt Lake City recently acquired by TransCOM, a multi-station, growth-oriented company owned and operated entirely by career broadcasters Robert Herpe and Eric Hauenstein.
We seek the following applicants: Program Director, Account Executives, Air Talent-all shifts and administrative. **TEAM ATTITUDE AND A WINNING, DOCUMENTABLE TRACK RECORD ESSENTIAL.** Air Talent must demonstrate GENUINE content. This is a FABULOUS opportunity for 1985 communicators with SOMETHING to say!!
Resume, photo salary requirements and cassette (where applicable) to: Christopher Kampmeier, KUUT, 5282 S. 320 W. #D-272, S.L.C., Utah 84107 Equal Opportunity Employer.

Opportunities

Openings

KEZY needs two CHR DJ's, including one strong on production. T&R: Jeff Salgo, 1190 E. Ball Rd., Anaheim, CA 92805. EOE M/F (3-1)

Experienced Sales Manager wanted! If you've ever dreamed of ownership, confidence, cash & credibility, we'll make it happen. (505) 285-6651 Call now! EOE M/F (3-1)

Phoenix Country KJJJ has a rare opening for a fulltime announcer. T&R: Charlie Ochs, 631 N. First Ave., AZ 85003. EOE M/F (3-1)

MAJOR MARKET COUNTRY STATION

Building morning dynasty. We need a traffic/news personality who can interact with our morning team. Females encouraged to apply. T&R to: Radio & Records, 1930 Century Park West, #949, Los Angeles, CA 90067. EOE

Wanted: Brilliant Production Director with good voice & writing skills. C&R: K-LITE, 329 E. 200 South, Salt Lake City, UT 84111. EOE M/F (3-1)

KILO 94 seeks AOR news pro to join Colorado Springs top morning team. Be motivated, personable & entertaining! T&R: Rich Hawk, Box 2080, CO 80901. No calls. EOE M/F (3-1)

Late or all night position open at Q104 FM, an A/C in San Luis Obispo County. T&R: Garry Brill, KIQO, Box Q, Atascadero, CA 93423. (805) 466-6511 EOE M/F (3-1)

AM entertainer wanted for major NW Country station. T&R: Bobby Sherman, KWJJ, 931 SW King Rd., Portland, OR 97205. No calls. EOE M/F (3-1)

TRANSTAR
The Quality Satellite Network

LOS ANGELES

TRANSTAR Country & TRANSTAR Format-41 are adding PART-TIMERS in Los Angeles. FULL-TIME position available at TRANSTAR AC, Colorado Springs. Tapes and resumes to: Tom Casey, TRANSTAR, 6430 Sunset Blvd., Suite 401, Los Angeles, Ca., 90028.

B94 FM, Redding's hottest CHR, is accepting T&R's for possible future openings. Kevin Kahl, 2660 Gateway Dr., Anderson, CA 96007. No calls. EOE M/F (3-1)

Important Notice: When replying to R&R Blindboxes please keep the size of your packages limited to a 9" x 12" envelope.

Positions Sought

11 year pro, experienced in Country, A/C & Jazz, will consider any medium/large market, but prefer West. BILL: (303) 795-7721 (3-8)

Morning pro, formerly with WGST/Atlanta & WSPD/Toledo, is now available for large market. Mornings/PD possible. DAVE: (904) 785-6624, after 6 cst (3-8)

Looking to move up! Five year DJ, four year PBP & all-around professional can do it all well. Prefer MW location. TIM: (616) 894-2161 or 894-9523. (3-8)

Funny morning show. DJ, news, team or solo. Good bits, experienced, hard working & reliable. Looking for medium market. JIM: (914) 965-5079 (3-8)

News/sports/anchor/reporter seeking medium/major market position. Over six years experience. BRUCE: (813) 349-0546 (3-8)

Bad attitude, socially unacceptable, & not afraid of being a jerk... but right on your station. BROWN & CO.: (804) 237-2139 Send money. (3-8)

You get four in one! Air talent/production/sales/copywriting. Looking for Western small/medium market gig. BILL BOWEN: (805) 498-4738 (3-8)

Relocatable Urban/CHR night jock for medium/major. Four years experience at WLUC/Louisville & WCOK/Atlanta. Great pipes & winning attitude. AL TWITTY: (502) 637-8899 (3-8)

Announcer with MD & production experience seeks AOR, A/C or CHR opportunity. Likes responsibility, challenge & growth. CATHY: (815) 398-5161 (3-8)

Unemployed announcer seeking position in small market. Any format & relocatable. ED MEMMER: (216) 788-8212 (3-8)

Five years MD/PD experience with powerful, dynamic production & willing to learn & grow. ALLEN PETTIT: (412) 225-5414. (3-8)

Help! I need a gig! Experienced pro will relocate. Call immediately! ASHLEY SCHARGE: (718) 229-2094 (3-8)

Positions Sought

WCKO/Miami Production Director & Assistant & interim PD seeking new AOR challenge. Available immediately. BRIAN: (305) 522-4323 (3-8)

This morning team has a winning track record & is ready to move. (517) 349-7766 (3-8)

Top 50 market air personality seeks new challenge in medium/large market. Most formats & interested in sports. DAVE: (305) 275-6054 (3-8)

Experienced air talent with good production skills and acting in music background will relocate. ARTHUR: (213) 472-4166 (2-22)

Barbara Walters? Well, not quite, but the potential is there. Versatile female jock looking for a job in SW area. STACEY: (602) 951-8730 (3-8)

Frustrated small market morning man looking for a definite step in the right direction. Will relocate. DEAN: (517) 673-6419 (3-8)

Versatile college grad with public radio experience seeks first commercial exposure in MW, Mid-South or East small market. DON: (615) 868-3752 (3-8)

Seeking Operations or PD Position

At large/medium market A/C or Country station. 23 years radio experience... 15 in programming. Also 3 years sales experience. Call RON at (314) 428-3132.

ND with the experience & background to do the job seeks MW or SW medium/major market. (307) 235-1483 (3-8)

Conversational, versatile & creative personality with tight production wants to work now for rocker or hybrid. JOHN: (312) 262-3773 or 751-5716 (3-8)

Multi-talented small market air personality would like to relocate in central MI area. Have medium market experience. JON LOCKWOOD: (517) 673-2136 (3-8)

14 years experience in management, sales & on-air. ALLAN JUMBA: (804) 397-3714 (3-8)

Funny, versatile & dependable DJ currently at 100,000kw Country in small market seeks large market slot. A/C or CHR preferred. BARRY BRAGG: (214) 872-7833 (3-8)

DON VOGEL: Talk show mogul delivers younger demos with sports, entertainment & humor interests. Provokes all kinds of listener involvement. (312) 764-1610 (3-8)

Love Ohio. Current AOR Assistant PD/MD, with seven years experience, is versatile in production, on-air & office duties. MATT: (513) 741-3366 (3-8)

Don't miss this! Looking for better pay & challenge. Currently doing everything at small FL station. Lots of talent, any format. MARK: (305) 746-8032 (3-8)

Positive-minded communicator with over four years experience & winning attitude is seeking on-air/MD duties with medium market A/C or CHR. TIM JACOBS: (303) 586-9270 (3-8)

Personable talk show host, with 14 years experience & good production skills, looking for good community that likes to talk. JOEL RAPPOPORT: (919) 924-1795 (3-8)

Top 100/Major

Polar Bear in top 55 market with 2 drive-time gigs and MD experience seeking top 100/major AOR, A/C, CHR in South, West, Southwest or Hawaii. Call CRAIG (305) 755-1292/746-8032.

Creative, resonant-voiced air personality seeks CHR, AOR or Oldies major market experience. Much to learn, but much to offer. JOE: (503) 855-7689 (3-8)

Suburban Milwaukee station goes dark! ND seeks relocation at top 50 station in West or Midwest in similar post or anchor/reporter. BRAD: (414) 782-1592 (3-8)

Will go anywhere for first job. Mature, dependable, creative, success-oriented & articulate personality has BA & is trained. DARRELL: (219) 883-9337. (3-8)

Killer newsmen, a real ass-kicker, seeks major market & corporation with full community & commitment. RON: (512) 643-5824 (3-8)

Six years Taft employee & two years AOR Superstars PD is looking for programming challenge. Dedicated, WLVO, WPYX, WGRO, WYNF, & workaholic. TIM SMITH: (305) 465-8694 (3-8)

Young & personable DJ, with three years experience at college level, seeks first pro on-air gig. AOR/CHR preferred. WENDY: (312) 485-5633 (3-8)

A personality who reaches out & grabs the listener, commands attention & so enjoys the craft as to delight the true PD. THE SLIM ONE: (415) 552-3836 (3-8)

TED KELLY, with ten years experience, seeks CHR opportunity. Formerly with B94 & B97 & currently at WQUE. (504) 348-4628 (3-8)

Positions Sought

Black Personality Wants CHR

Versatile black announcer presently employed at highly successful Black/Urban Contemporary powerhouse in Top 10 market. Seeks stable announcing position at CHR station in Top 100 market. Experience includes working in both Urban and CHR formats in large markets. Extensive knowledge of programming, music and promotions as well as research. Hard-working dependable team player will work any shift. Let's talk. (313) 552-7353.

PD: My current station is enjoying its best numbers ever. What can you & I do together? NE. JOHN: (703) 885-8044 or 949-8271 (3-8)

HARLEY DAVIDSON, formerly with Y100 & WSHE/Miami & currently with WQUE/New Orleans, seeks CHR/AOR slot at a quality major market. Winners only! (504) 456-9244 (3-8)

Seeking CHR anywhere! I entertain with off-beat news gags, drops, phones, etc... Have skillful production & three years experience. STEVEN: (409) 384-4553 (3-8)

If you're looking for a top quality newsmen, let's talk. Have ten years anchoring/reporting experience. Prefer MW. (319) 386-8977, after 7 cst (3-8)

Entertaining personality, with two years experience, strong production, many talents & is dependable, seeks to move up. CHARLENE: (414) 248-0834, before 1 cst (3-8)

It's sold! Gotta go! Any day-part. BARRY: (205) 353-9230, weekdays before 2 cst (3-8)

Experienced motivator with knowledge in programming music is available for PD/morning position. TOM: (517) 349-7766 (3-8)

VANESSA CARGO, ten year pro & AOR-A/C personality, is available for on-air or sales position in San Diego/North County area. (619) 438-2887 (3-8)

12 year personality seeks programming or on-air Country, A/C or CHR position. TOM JORDAN: (417) 782-1524 (3-8)

Dependable CHR-A/C DJ/MD/PD with three years experience is looking for jump into medium market. I'm a creative thinker that will fit your air staff. SCOTT: (303) 522-4800 (3-8)

ALBERT LOUIS does CHR, AOR & NMI Now in NYC Hit Radio. (212) 887-7221 (3-8)

Black announcer with experience in Country, A/C & Urban stations & have good production skills seeks opening, preferring FL or GA. JOHN McINTOSH: (305) 647-1668 (3-8)

Your dog will like me seven times more than you do! Award-winning & dependable team-player seeks gig in the Pacific NW. TONY: (915) 697-0174 (3-8)

Eight years top 25 market experience in AOR, A/C, & Country as talent, OM, MD, Assistant PD & Production Director is available now! Top references. DOUG YEAGER: (414) 453-9407 (3-8)

Relocated jock is looking to rock parttime in Baltimore/D.C. area. Am Ithaca grad & now with Studioline Cable Stereo. MARC STOUT: (703) 476-9540 (3-8)

Experienced DJ & news/sports is re-entering radio & wants small market Country in West. ED BYRNE: (414) 468-1881 (3-8)

Black female with remarkable voice racks in the ratings. Versatile ten-year pro desires on-air gig. WENDY WHITE: (213) 388-2853 (2-15)

Conscientious air talent seeks to grow with CHR or A/C station. One year on-air experience, university grad & dependable. MIKE BABA: (415) 531-6270 (2-15)

Dependable, hard-working Country or A/C personality for you! JOHN: (901) 767-1556 (2-22)

One of the Last Genuinely Funny Morning Men in America
In my last job, we tripled the ARB 12+ ratings in my daypart. Extremely creative. Unbelievably good voices, phones, and song parodies. I've mud-wrestled a woman and tried to break the Texas record for roller coaster riding. Impressive at public appearances. Excellent references. Expensive, but well worth it. Roger Cary, KS103/San Diego, KZZP/Phoenix, KOY/Phoenix. (619) 282-8000.

Natural sounding contemporary personality with flair seeks major/medium market midday/afternoon slot. I get numbers. Call mine. STEVE O'CONNOR: (219) 264-7617 (2-22)

LEE ABRAMS (I've met!), KLOL, 96X; DON YORK, ready to rock your market. (512) 578-7035 or 576-2556 (2-22)

Positions Sought

Versatile female jock seeks fulltime radio gig. West Coast preferred, but will consider all offers. ROSALYN: (415) 333-5908 (2-22)

ANDY VOLVO, 16 years on-air, five years PD/MD with lively morning/afternoon drive personality in Atlantic City seeking CHR, A/C or Oldies. (609) 266-0530 (3-1)

Get me out of Nebraska! Seeking position with music station, possibly programming. 20 months experience with P-3 CHR. ED: (402) 477-4696 (2-22)

Ready to kill. Seeking position with music station interested in any programming responsibility. Two years medium market experience. ED: (402) 477-4696 (3-1)

Contemporary morning personality with strong writing skills. Original comedy LP and news background seeks major market on-air or writer/producer position. (813) 847-6626 (3-1)

Help! Small market PD wants to move up before station folds up. Loads of experience. (307) 324-6361 Hurry! (3-1)

Fresh talent seeking fulltime position with CHR or AOR. Broadcasting school grad now interning at Philly's hottest rock station. (609) 795-7509 or 795-0582, after 3 est (3-1)

AVAILABLE: Bodacious, classic, dangerous, exciting, facient, game, hearty, imaginative, jamboned, kinetic, likable mono. Naughty or pleasant rocker, skilled tactician, upright and victorious. Watts! Xercise your zero (408) 737-9240. Ask for Max. Confidential P.S. Triple crown track record.

Experienced personality with four years in programming wants a new challenge. (503) 826-2142 (3-1)

C&W, A/C, & CHR air personality available. Heavyweight Top Ten market experience is looking for on-air PD or OM position with future. RICHARD DEY: (801) 635-4114 (3-1)

PD with 15 years experience, including sales background, knows AOR & CHR. JIM RAY, former OM/PD of KWFM & KLPX/Tucson, can be reached at: (602) 881-5088 (3-1)

Relocatable 14 year veteran of A/C, CHR & Oldies formats is seeking position in small/medium market. DAVE: (316) 755-2566 (3-1)

Miscellaneous

KRIZ-FM is now KCKN Country & is seeking record service from all labels. Tim Mark, Box 269, Roswell, NM 88201. (3-8)

Dates appearing at the end of each listing signify first week listed.

R&R Opportunities Advertising

Radio & Records provides **free** (24 words or 3 lines) listings to **radio stations and record companies** in Openings. **Free** listings of the same length are also available to **individuals** seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

Deadline

To appear in the following week's issue, we must receive your ad by **Thursday 12 noon (PST)** prior to issue date.

Display Advertising

Display: \$30 per inch per week (maximum 35 words per inch). Includes **border and logo**.

Blind Box: \$45 per inch per week (maximum 35 words per inch). Includes **border, box number and postage/handling**.

Payable In Advance

Display & Blind Box advertising orders **must be typewritten** or printed and accompanied by check mailed to our office in **advance**.

For Opportunities you may place your free listings by phone only on **Wednesday, Thursday & Friday 9am-5pm (PST)** (213) 553-4330 or mail to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

R&R

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213
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National Music Formats Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation

BRUCE SPRINGSTEEN "I'm On Fire"
JEFFREY OSBORNE "The Borderlines"

Country Coast-To-Coast

SAWYER BROWN "Step That Step"
RONNIE McDOWELL "In A New York Minute"
JOHN CONLEE "Working Man"

Rock 'N' Hits

ANIMATION "Obsession"
MADONNA "Crazy For You"
COMMODORES "Nightshift"
DeBARGE "Rhythm Of The Night"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

DON HENLEY "All She Wants To Do Is Dance"
CHICAGO "Along Comes A Woman"
DAN HARTMAN "Second Nature"
JEFFREY OSBORNE "The Borderlines"

TM A/C

DARYL HALL & JOHN OATES
"Method Of Modern Love"
MANHATTANS "You Send Me"

TM Country

GAIL DAVIES "Nothing Can Hurt Me Now"
RONNIE McDOWELL "In A New York Minute"
SAWYER BROWN "Step That Step"

BPI

John Sherman/Bob English (206) 624-8651

Adult Contemporary

MANHATTANS "You Send Me"
MADONNA "Crazy For You"

Modern Country

CHARLY McCLAIN "Radio Heart"
RONNIE McDOWELL "In A New York Minute"
MARK GRAY & TAMMY WYNETTE
"Sometimes When We Touch"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

T.G. SHEPPARD "You're Going Out Of My Mind"

The Great Ones

DeBARGE "Rhythm Of The Night"
GEORGE BENSON "I Just Wanna Hang Around You"
LINDA RONSTADT "When I Fall In Love"
DAN HARTMAN "Second Nature"

Concept Productions

Elvin Ichiyama (916) 782-7754

CHR

ERIC CLAPTON "Forever Man"
JOHN WAITE "Change"
JOHN FOGERTY "Rock And Roll Girls"

Country

ED BRUCE "When Giving Up Is Easy"
MERLE HAGGARD "Natural High"
CONWAY TWITTY "Don't Call Him A Cowboy"
VINCE GILL "True Love"
MEL McDANIEL "Let It Roll (Let It Rock)"
KEITH STEGALL "California"

Transtar

Chick Watkins (303) 578-0700

Adult Contemporary

BILLY JOEL "Keeping The Faith"
PHIL COLLINS "One More Night"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

FOREIGNER "That Was Yesterday"
DARYL HALL & JOHN OATES
"Some Things Are Better Left Unsaid"
DIANA ROSS "Missing You"
SIMPLE MINDS "Don't You (Forget About Me)"

Contempo 300

DARYL HALL & JOHN OATES
"Some Things Are Better Left Unsaid"
DAN HARTMAN "Second Nature"

Great American Country

T.G. SHEPPARD "You're Going Out Of My Mind"
WHITES "If It Ain't Love (Let's Leave It Alone)"
KENDALLS "Four Wheel Drive"
GENE WATSON "One Hell Of A Heartache"
JANIE FRICKE "The First Word In Memory Is Me"

Century 21

Greg Stephens (214) 934-2121

The Z Format

DIANA ROSS "Missing You"
SADE "Smooth Operator"
FOREIGNER "That Was Yesterday"
KOOL & THE GANG "Fresh"
JOHN FOGERTY "Rock And Roll Girls"
DARYL HALL & JOHN OATES
"Some Things Are Better Left Unsaid"

The A/C Format

LINDA RONSTADT "When I Fall In Love"
MADONNA "Crazy For You"
SADE "Smooth Operator"
KOOL & THE GANG "Fresh"

Super-Country

MEL McDANIEL "Let It Roll (Let It Rock)"
VINCE GILL "True Love"
CONWAY TWITTY "Don't Call Him A Cowboy"
BARBARA MANDRELL "There's No Love In Tennessee"
WHITES "If It Ain't Love (Let's Leave It Alone)"

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

DAVID SANBORN "Love And Happiness"
CHICAGO "Along Comes A Woman"
MADONNA "Crazy For You"

Your Country

MAINES BROTHERS BAND
"Everybody Needs Love On A Saturday Night"
GENE WATSON "One Hell Of A Heartache"
T.G. SHEPPARD "You're Going Out Of My Mind"
BARBARA MANDRELL "There's No Love In Tennessee"
CONWAY TWITTY "Don't Call Him A Cowboy"
WHITES "If It Ain't Love (Let's Leave It Alone)"

Hit Rock

DAN HARTMAN "Second Nature"
DIANA ROSS "Missing You"
SIMPLE MINDS "Don't You (Forget About Me)"
THE FIRM "Radioactive"
ERIC CLAPTON "Forever Man"

Radio Arts

John Benedict (818) 841-0225

Country's Best

WHITES "If It Ain't Love (Let's Leave It Alone)"
MERLE HAGGARD "Natural High"
JOHN FOGERTY "Big Train (From Memphis)"

Soft Contemporary

SADE "Smooth Operator"
GEORGE BENSON "I Just Wanna Hang Around You"
SERGIO MENDES
"Let's Give A Little Bit More Love This Time"
MADONNA "Crazy For You"

Sound 10

BARBRA STREISAND "Emotion"

B.B. KING

INTO THE NIGHT



BREAKER

THE NEW SINGLE FROM THE MCA SOUNDTRACK

into the night

MCA RECORDS
DELIVERING THE MUSIC OF THE 60'S

R&R JAZZ RADIO NATIONAL AIRPLAY/30

- March 8, 1985**
- 1 **DAVID SANBORN**/Straight To The Heart (WB)
 - 4 **BOBBY HUTCHERSON**/Good Bait (Landmark)
 - 2 **SCOTT COSSU**/Islands (Windham Hill)
 - 6 **JAMES WILLIAMS**/Alter Ego (Sunnyside)
 - 13 **JACKSON/BROWN/WALTON/ROKER**/It Don't Mean A Thing If... (Pablo)
 - 11 **DAVE GRUSIN**/One Of A Kind (GRP)
 - 7 **SKYWALK**/Silent Witness (Zebra)
 - 8 **GEORGE BENSON**/20/20 (WB)
 - 5 **RODNEY JONES**/When You Feel The Love (Timeless/Zebra)
 - 10 **ARTHUR BLYTHE**/Put Sunshine In It (Columbia)
 - 9 **PAQUITO D'RIVERA**/Why Not! (Columbia)
 - 7 **MANHATTAN TRANSFER**/Bop Doo-Wopp (Atlantic)
 - 22 **TANIA MARIA**/The Real Tania Maria: Wild! (Concord Picante)
 - 12 **BOB THOMPSON**/7 In 7 Out (Rainbow)
 - 15 **ART BLAKEY & JAZZMESENTERS**/Album Of The Year (Timeless/Zebra)
 - 18 **BOBBY SHEW QUARTET**/Breakfast Wine (Pausa)
 - 17 **ROSEANNA VITRO**/Listen Here (Texas Rose)
 - 30 **DAVE BRUBECK QUARTET**/For Iola (Concord)
 - 19 **L. SUBRAMANIAM & S. GRAPPELLI**/Conversations (Milestone/Fantasy)
 - 28 **ANDREAS VOLLENWEIDER**/White Winds (Columbia)
 - 25 **BARRY MANILOW**/2:00 AM Paradise Cafe (Arista)
 - 29 **CHARLIE ROUSE**/Social Call (Uptown)
 - DEBUT** **FALCON & THE SNOWMAN**/Soundtrack (EMI America)
 - DEBUT** **DAVID DIGGS**/Streetshadows (TBA/Palo Alto)
 - 16 **25 CLAUDE BOLLING**/Jazz A' La Francaise (Columbia)
 - 14 **26 PAT METHENY**/First Circle (WB)
 - DEBUT** **27 BILL REICHENBACH QUARTET**/Bill Reichenbach Quartet (Silver Seven)
 - 21 **28 VICTOR FELDMAN**/Fiesta (Palo Alto)
 - 27 **29 DIANE SCHUUR**/Deedles (GRP)
 - 24 **30 RED GARLAND**/So Long Blues (Galaxy)

Black/Urban stations contributing to Jazz:
 WKND/Hartford, Melonae McClean; WGIV/Charlotte, Hal Harrill; KJCB/Lafayette, Beatrice Evans; WYLD-FM/New Orleans, Dell Spencer; WGCI/Chicago, Graham Armstrong; WDMT/Cleveland, Dean-Dean Rufus; WVOI/Toledo, Maxx Myrick; XHRM/San Diego, Duff Lindsey.

NEW & ACTIVE

- RECOIL "The Fantasy Continues" (Pausa) 14/3**
 Rotations: Heavy 2/1, Medium 7/0, Light 3/0, Extra Adds 2, Total Adds 3, KSAX, KPLU, WVPE. Heavy: WMGI. Medium: KERA, WNOP, KBEM, KIFM, XHRM.
- JEANNIE CHEATHAM & JIMMY CHEATHAM "Sweet Baby Blues" (Concord) 13/4**
 Rotations: Heavy 3/0, Medium 5/2, Light 4/1, Extra Adds 1, Total Adds 4, WKSU, KADX, KRVS, WUSF. Heavy: WBGO, KLON, WFSS. Medium: WBEE, KJAZ, KPLU.
- NEW PULSE JAZZ BAND "Boogie Man" (Kilmarnock) 13/3**
 Rotations: Heavy 2/0, Medium 3/1, Light 8/2, Extra Adds 0, Total Adds 3, KERA, WLOQ, WNUR. Heavy: WFSS, KRVS. Medium: WVPE, KWMM.
- ALEX MALHEIROS "Atlantic Forest" (Milestone/Fantasy) 11/7**
 Rotations: Heavy 1/0, Medium 4/2, Light 2/1, Extra Adds 4, Total Adds 7, WMOT, KTCJ, KJZZ, KPLU, KRML, KIFM, KLSK. Heavy: WFSS. Medium: WBEE, WBEE.
- JAY LEONHART "There's Gonna Be Trouble" (Sunnyside) 11/2**
 Rotations: Heavy 0/0, Medium 8/2, Light 3/0, Extra Adds 0, Total Adds 2, WYBC, WFSS. Medium: WFAE, KUHF, WMOT, KLON, WUSF, KLSK.
- STEVEN SCHOENBERG "Pianoworks" (Quabbin) 10/5**
 Rotations: Heavy 1/1, Medium 1/0, Light 7/3, Extra Adds 5, WFAE, KERA, WBBY, KUOP. Medium: KTCJ.
- JOE PASS & J.J. JOHNSON "We'll Be Together Again" (Pablo) 10/4**
 Rotations: Heavy 5/0, Medium 0/0, Light 5/4, Extra Adds 0, Total Adds 4, KERA, KUHF, WBEE, KLCC. Heavy: WBBY, WUWM, KPLU, WNUR, KLSK.
- BUDDY TATE & AL GREY "Just Jazz" (Uptown) 10/2**
 Rotations: Heavy 6/0, Medium 3/2, Light 1/0, Extra Adds 0, Total Adds 4, KJAZ, WUSF. Heavy: WKSU, KBEM, KADX, KLON, WHRO, WNUR. Medium: WBGO.
- FUSE ONE "Ice" (GNP Crescendo) 10/0**
 Rotations: Heavy 3/0, Medium 4/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: KBEM, WFSS, KRML. Medium: KERA, WNOP, KJZZ, WV01.
- LARRY CORYELL & BRIAN KEANE "Just Like Being Born" (Flying Fish) 9/5**
 Rotations: Heavy 1/1, Medium 3/2, Light 4/1, Extra Adds 1, Total Adds 5, WBFO, WLOQ, WUWM, WFSS, KRML. Medium: KIFM.
- NEWPORT JAZZ FESTIVAL ALLSTARS "Newport Jazz Festival All-Stars (Concord) 9/3**
 Rotations: Heavy 4/2, Medium 3/0, Light 1/0, Extra Adds 1, Total Adds 3, WBFO, KMHD, WFSS. Heavy: WBGO, KLON. Medium: WFAE, WBEE, KPLU.
- M'BOOM "Collage" (Soul Note) 9/1**
 Rotations: Heavy 4/0, Medium 3/0, Light 2/1, Extra Adds 0, Total Adds 1, KUHF. Heavy: WDET, WKSU, WYBC, XPR. Medium: WBGO, WNUR, KLCC.

JAMES WILLIAMS "Alter Ego"

JAY LEONHART with JOE BECK

"There's Gonna Be Trouble..."

NEW & ACTIVE

Playing at the peak of their powers on SUNNYSIDE's latest releases.

Coming in April "INK IN WATER" by Harold Danko
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- ### MOST ADDED

BILL REICHENBACH QUARTET (15)
 Bill Reichenbach Quartet (Silver Seven)

DAVID DIGGS (12)
 Streetshadows (TBA/Palo Alto)

ANDREAS VOLLENWEIDER (8)
 White Winds (Columbia)

DAVE BRUBECK QUARTET (7)
 For Iola (Concord)

ALEX MALHEIROS (7)
 Atlantic Forest (Milestone/Fantasy)

HOTTEST

DAVID SANBORN (24)
 Straight To The Heart (WB)

BOBBY HUTCHERSON (14)
 Good Bait (Landmark)

GEORGE BENSON (12)
 20/20 (WB)

SKYWALK (12)
 Silent Witness (Zebra)

JAMES WILLIAMS (12)
 Alter Ego (Sunnyside)

- YELLOWJACKETS "Samurai Samba" (WB) 8/5**
 Rotations: Heavy 0/0, Medium 2/1, Light 4/2, Extra Adds 2, Total Adds 5, WBFO, WMOT, WKSU, KKGO, KJAZ. Medium: KIFM.
- DON MENZA "Horn Of Plenty" (Pausa) 8/2**
 Rotations: Heavy 4/1, Medium 2/0, Light 2/1, Extra Adds 0, Total Adds 2, WBEE, WFSS. Heavy: WBFO, KBEM, KPLU. Medium: WBBY, KADX.
- JOHN NEWMAN & JOE WILDER "Hangin' Out" (Concord) 8/2**
 Rotations: Heavy 2/0, Medium 5/2, Light 1/0, Extra Adds 0, Total Adds 2, WGBH, WHRO. Heavy: KADX, KPLU. Medium: WBGO.
- RAVA "String Band" (Soul Note) 7/3**
 Rotations: Heavy 1/0, Medium 4/1, Light 2/2, Extra Adds 0, Total Adds 3, KUHF, KJAZ, WNUR. Heavy: WDET. Medium: WRTI, WKSU, KWMM.
- ARCHIE SHEPP "Down Home New York" (Soul Note) 7/2**
 Rotations: Heavy 4/1, Medium 1/0, Light 2/1, Extra Adds 0, Total Adds 2, KUHF, WNUR. Heavy: WDET, WYBC, KWMM. Medium: WRTI.
- ART ENSEMBLE OF CHICAGO "Third Decade" (WB) 7/1**
 Rotations: Heavy 1/0, Medium 4/1, Light 2/0, Extra Adds 0, Total Adds 1, WDET. Heavy: WNUR. Medium: WBFO, WKSU, KPLU.
- DUKE ELLINGTON & HIS ORCHESTRA "Featuring Paul Gonsalves" (Fantasy) 7/0**
 Rotations: Heavy 1/0, Medium 4/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: WMOT. Medium: WBGO, WBBY, KLON, KLSK.
- CLAUDE BOLLING "Big Band-Meridian" (Columbia) 6/2**
 Rotations: Heavy 1/0, Medium 3/0, Light 0/0, Extra Adds 2, Total Adds 2, WMOT, KPLU. Heavy: WBBY. Medium: WBFO, WKSU.
- WILTON FELDER "Secrets" (MCA) 6/1**
 Rotations: Heavy 2/0, Medium 3/0, Light 0/0, Extra Adds 1, Total Adds 1, WNOP. Heavy: WJZZ, KRVS. Medium: KSAX, WV01.
- SAMMY NESTICO "Dark Orchid" (Palo Alto) 6/1**
 Rotations: Heavy 2/0, Medium 0/0, Light 3/0, Extra Adds 1, Total Adds 1, WLOQ. Heavy: WNOP, KADX.
- STANLEY JORDAN "Magic Touch" (Blue Note) 5/5**
 Rotations: Heavy 0/0, Medium 1/1, Light 2/2, Extra Adds 2, Total Adds 5, KSAX, WLOQ, WDET, WJZZ, WFSS.
- NORMAN GRANZ "Jazz At The Philharmonic Hartford 1953" (Pablo) 5/3**
 Rotations: Heavy 3/2, Medium 1/0, Light 0/0, Extra Adds 1, Total Adds 3, KUHF, WBEE, WKSU. Heavy: WVPE. Medium: KLSK.
- YUSEF LATEEF "In Nigeria" (Landmark) 5/2**
 Rotations: Heavy 2/0, Medium 1/1, Light 2/1, Extra Adds 0, Total Adds 2, WGBH. Heavy: WDET, WNUR. Medium: KLCC.
- JEFF LORBER "Step By Step" (Arista) 5/1**
 Rotations: Heavy 1/0, Medium 3/1, Light 1/0, Extra Adds 0, Total Adds 1, WJZZ. Heavy: WZAM. Medium: KIFM, WV01.
- TONY DUPOUIS "Night Visions" (ARD) 5/0**
 Rotations: Heavy 0/0, Medium 3/0, Light 2/0, Extra Adds 0, Total Adds 0. Medium: KRVS, KIFM, WKND.
- RED HOLLOWAY "Nicas Dream" (SteepleChase) 5/0**
 Rotations: Heavy 5/0, Medium 0/0, Light 0/0, Extra Adds 0, Total Adds 0. Heavy: KUHF, KADX, KLON, WVPE, KLCC.
- ROB MCCONNELL & BOSS BRASS "Live In Digital" (Palo Alto) 5/0**
 Rotations: Heavy 0/0, Medium 2/0, Light 3/0, Extra Adds 0, Total Adds 0. Medium: KMHD, XPR.
- RAY MANTILLA "Hands On Fire" (Red) 5/0**
 Rotations: Heavy 2/0, Medium 2/0, Light 1/0, Extra Adds 0, Total Adds 0. Heavy: WDET, KLCC. Medium: KERA, WYBC.
- FRED SIMON "Short Story" (Quaver) 5/0**
 Rotations: Heavy 0/0, Medium 3/0, Light 2/0, Extra Adds 0, Total Adds 0. Medium: WUWM, KCSC, KMHD.

Regionalized Adds & Hots

Printed Adds are first ten provided by station. Hots are printed in order given by reporter. * symbol denotes commercial station.

EAST	SOUTH	MIDWEST	WEST
WGBH/Boston Eric Jackson MILT JACKSON NEWMAN & WILDER CANNONBALL ADEBERL FALCON & THE SNOWMAN HAROLD LAND CHARLIE ROUSE SHELTON JACKSON LONNIE LISTON SMITH JAMES NEWTON TANIA MARIA JAMES WILLIAMS CHRISTOPHER BROOK REBECCA PARRISH RED GARLAND WFO/Orlando John Hunt MILT JACKSON NEWPORT JAZZ ALLSTARS LARRY CORYELL & B PHIL WILSON BILL REICHENBACH SHELTON JACKSON LISA RICH HORACE SILVER CANNONBALL ADEBERL DAVE BRUBECK HOTS: DAVID SANBORN JAMES WILLIAMS TANIA MARIA DON MENZA BOBBY HUTCHERSON	WYBC/New Haven (*) Tom Hennessy Tena Enlie STEVEN SCHOENBERG BARRY MANILOW JAY LEONHART L. SUBRAMANIAM SHADOWPAX BEST OF SAVOY DON MENZA DAVID SANBORN GROUP 87 HOTA: M'BOOM STEVEN SCHOENBERG RODNEY JONES GREG PACKHAM SCOTT COSSU WGOJ/Newark Rollins/Kirk B.B. KING STEPHANE GRAPPELLI CLARE FISCHER ANDREAS VOLLENWEIDER FALCON & THE SNOW EGIBERTO GISMONTI HOTS: BOBBY HUTCHERSON NEWMAN & WILDER JAMES WILLIAMS MILT JACKSON WRTI/Philadelphia Peter Gouzesis YUSEF LATEEF DAVE GRUSIN MILT JACKSON KEVIN JAMES MICHAEL URBANIK HOTS: POSMONTIER BROTHERS DAVID SANBORN SCOTT COSSU JOHN ABERCROMBIE BILL SAXTON	WFAE/Charlotte Paul Strubling STEVEN SCHOENBERG MILT JACKSON HOTS: ART BLAKEY DON MENZA STANLEY JORDAN GEORGE BENSON ARTHUR BLYTHE ALEX MALHEIROS NEW PULSE JAZZ BA NEWPORT JAZZ ALLSTARS WMGI/Gainesville (*) Bill Harman STEVEN SCHOENBERG ROGER KELLAWAY BILL REICHENBACH HOTS: ROBBY JONES ANDREAS VOLLENWEIDER RODNEY JONES DAVID SANBORN SKYWALK BOB THOMPSON KSAX/Dallas-Ft. Worth Willie Cullen (*) BURRELL & WASHINGTON STANLEY JORDAN CHARLES LLOYD MANHATTAN TRANSFER RECOIL HOTS: DAVID SANBORN SKYWALK JAMES WILLIAMS PAQUITO D'RIVERA GEORGE BENSON	KUHF/Houston Dave Edwards NORMAN GRANZ NEW AIE KESHAVAN MASIAK LEROY JENKINS'S ST GEORGIO GASLINI SAHIB SARBIB SKYWALK CLAUDE BOLLING FALCON & THE SNOW MILT JACKSON DUKE BOLLING RODNEY JONES WMOJ/Nashville Paul Gouzesis BILL REICHENBACH TANIA MARIA ANDREAS VOLLENWEIDER LARRY CORYELL & B NEW PULSE JAZZ BA SAMMY NESTICO HOTS: VICTOR FELDMAN DAVID SANBORN SKYWALK SCOTT COSSU RODNEY JONES WUSF/Tampa Bob Seymour NEWMAN & WILDER HOTS: JAMES WILLIAMS PAQUITO D'RIVERA MILT JACKSON BOBBY HUTCHERSON BOBBY SHEW WZAM/Norfolk Bruce Dowdy none SCOTT COSSU FALCON & THE SNOW DAVID SANBORN SCOTT COSSU GEORGE BENSON AL JARREAU JEFF LORBER
KADZ/Denver (*) Paul Murphy JEANNIE CHEATHAM BILL REICHENBACH GERRY WIGGINS MILT JACKSON ART BLAKEY BOBBY SHEW DAVE GRUSIN HOTS: CHARLIE ROUSE BOBBY SHEW SAMMY NESTICO NEWMAN & WILDER TATE & GREY KLCC/Eugene Michael Canning CHARLIE ROUSE YUSEF LATEEF BILL REICHENBACH PASS & JOHNSON SKYWALK BOBBY HUTCHERSON RED GARLAND JAMES WILLIAMS ARTHUR BLYTHE KLON/Long Beach Helen Borges	KSCC/Oklahoma City Kevin Norman RED GARLAND HOTS: DAVID SANBORN SKYWALK SCOTT COSSU RODNEY JONES GEORGE BENSON WVPE/Southband-Ekhardt Tim Eby RECOIL RODNEY JONES TOSHIKO AKIYOSHI DAVE GRUSIN FRANKO D'ARDEA DAVID DIGGS HOTS: NORMAN GRANZ BOBBY HUTCHERSON DAVE BRUBECK RED HOLLOWAY ARTHUR BLYTHE KWMM/St. Louis Jim Wallace TANIA MARIA DAVE GRUSIN DAVID DIGGS HOTS: BOBBY HUTCHERSON DAVID SANBORN L. SUBRAMANIAM JAMES WILLIAMS	KJZZ/Phoenix Bill Shedd JAMES WILLIAMS ANDREAS VOLLENWEIDER ALEX MALHEIROS MANHATTAN TRANSFER DAVID DIGGS DAVID SANBORN SCOTT COSSU SKYWALK ARTHUR BLYTHE MANHATTAN TRANSFER BOBBY SHEW SUPESAX & L.A. V TANIA MARIA KLSK/Santa Fe (*) Rick Darby DAVE BRUBECK ALEX MALHEIROS BOBBY SHEW SCOTT COSSU JAMES WILLIAMS PASS & JOHNSON CLAUDE BOLLING	

WYRS/Stamford failed to report this week; its playlist was frozen.

WYLD-FM/New Orleans failed to report a new playlist for two consecutive weeks and was not used in this week's data.

The following stations called in a frozen playlist:
 WGCI/Chicago
 WDMT/Cleveland
 WMGI/Gainesville
 WZAM/Norfolk



"TURN ON YOUR RADIO"

The new album from
CHANGE
 "TURN ON YOUR RADIO."
 Tune into the single,
 "LET'S GO TOGETHER."
 7-89570

Produced by Jacques Fred Petrus
 Management: Little Macho Music Co., Inc.



On Atlantic Records and Cassettes

"SO DELICIOUS"

The new album from

Fatback

will whet your appetite for funk.

Features the single,
 "GIRLS ON MY MIND"
 7-99665

Produced by Bill Curtis & Gerry Thomas



On Cotillion Records and Cassettes
 Division of Atlantic Recording Corp.



Give the gift of music.

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Black/Urban

BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

AL JARREAU Raging Waters (WB)

73% of our reporting stations on it. Rotations: Heavy 1/0, Medium 22/0, Light 39/14, Total Adds 14 including KMJQ, XHRM, OC104, WTKL, JET94, WJYL, WLOU, WQOK, WVKO, WWWS. Debuts at number 37 on the Black/Urban chart.

SAM BOSTIC Cold Tears (Atlantic)

69% of our reporting stations on it. Rotations: Heavy 0/0, Medium 14/4, Light 45/19, Total Adds 23 including WWIN, WXYV, WDAS, WDJY, WHUR, WVEE, WHRK, WBMX, WGCI, KDAY. A most added record.

ALEXANDER O'NEAL Innocent (Tabu/CBS)

68% of our reporting stations on it. Rotations: Heavy 10/1, Medium 28/1, Light 20/9, Total Adds 11, WVEE, KYOK, WEDR, KACE, KJLH, KSOL, WNHC, WENN, WPDQ, WPLZ, WDAO. Debuts at number 30 on the Black/Urban chart.

SHALAMAR My Girl Loves Me (Solar/Elektra)

67% of our reporting stations on it. Rotations: Heavy 8/1, Medium 28/5, Light 21/6, Total Adds 12 including WDJY, WVEE, KMJQ, KYOK, WDMT, WXOK, JET94, WJAX, KIIZ, WJYL. Debuts at number 33 on the Black/Urban chart.

B.B.KING Into The Night (MCA)

65% of our reporting stations on it. Rotations: Heavy 3/0, Medium 24/1, Light 28/11 Total Adds 12 including WWIN, KKDA-FM, KNOK-FM, WBMX, KACE, XHRM, WRDW, KOXL, WJAX, WQKS. Debuts at number 38 on the Black/Urban chart.

MELBA MOORE Read My Lips (Capitol)

65% of our reporting stations on it. Rotations: Heavy 0/0, Medium 12/1, Light 43/17, Total Adds 18 including WBMX, WBLZ, WDRQ, KMJM, KJLH, XHRM, KSOL, WTKL, WXOK, WTLC.

RUN D.M.C. King Of Rock (Profile)

65% of our reporting stations on it. Rotations: Heavy 13/0, Medium 20/1, Light 22/5, Total Adds 6, KNOK-FM, WTKL, JET94, WJJS, WVOI, KUKQ. Moves 33-31 on the Black/Urban chart.

GAP BAND I Found My Baby (Total Experience/RCA)

62% of our reporting stations on it. Rotations: Heavy 3/1, Medium 21/3, Light, 29/18, Total Adds 22 including WILD, WAOK, WVEE, KNOK-FM, WYLD-FM, WBMX, WNHC, WRDW, WKXI, WBMK. A most added record. Debuts at number 39 on the Black/Urban chart.

SADE Smooth Operator (Portrait/CBS)

60% of our reporting stations on it. Rotations: Heavy 5/1, Medium 18/4, Light 28/15, Total Adds 20 including WDAS, WDJY, WYLD-FM, WOWI, WGCI, WDRQ, WJLB, KJLH, WBLX, WPLZ. A most added record.

EUGENE WILDE Rainbow (Philly World/Atlantic)

60% of our reporting stations on it. Rotations: Heavy 3/0, Medium 23/1, Light 25/4, Total Adds 5 WOWI, WBMX, WRDW, KHYS, WQKS. Heavy: WWIN, WILD, WPEG. Debuts at number 40 on the Black/Urban chart.

NEW & ACTIVE

GLENN JONES "Bring Back Your Love" (RCA) 49/13

Rotations: Heavy 0/0, Medium 11/1, Light 38/12, Total Adds 13, KYOK, WHRK, WDMT, KACE, XHRM, WTKL, WJMI, KIIZ, WBMK, WJJS, WPLZ, WANT, WWDM.

WHITNEY HOUSTON "You Give Good Love" (Arista) 48/19

Rotations: Heavy 0/0, Medium 11/1, Light 37/18, Total Adds 19 including WRKS, WHUR, KYOK, WOWI, WBMX, KACE, KSOL, WATV, WENN, WPEG, WQMG, WBLX, WQOK, WWDM, WDAO.

JEFF LORBER featuring AUDREY WHEELER "Step By Step" (Arista) 47/11

Rotations: Heavy 3/0, Medium 17/0, Light 27/11, Total Adds 11, WHUR, KNOK-FM, WOWI, WBMX, WDMT, WDRQ, KJLH, OC104, WPEG, WQMG, WORL. Heavy: KKDA-FM, WKND, WLOU.

THELMA HOUSTON "I Guess It Must Be Love" (MCA) 45/7

Rotations: Heavy 2/0, Medium 19/1, Light 24/6, Total Adds 7, WDAS, WUSL, KKDA-FM, KOXL, Z93, WJYL, WAAA. Heavy: WJMI, KIIZ.

THIRD WORLD "Sense Of Purpose" (Columbia) 44/0

Rotations: Heavy 4/0, Medium 12/0, Light 28/0, Total Adds 0. Heavy: WXYV, WJMI, WLOU, I94. Medium: WILD, WZEN-FM, WRDW, WPEG, WFXC, WQMG, WKXI, WPDQ, KJCB, WORL, WWDM, WWWS.

KOOL & THE GANG "Fresh" (De-Lite/PolyGram) 42/30

Rotations: Heavy 0/0, Medium 15/8, Light 27/22, Total Adds 30 including WXYV, WILD, WDAS, WUSL, WDJY, WEDR, WJMI, WBLZ, WDMT, WZAK, WDRQ, KMJM, KACE, KDAY, XHRM, WJMI, WKXI, WBLX, KAPE, WQKS, I94.

LILLO THOMAS "Settle Down" (Capitol) 42/6

Rotations: Heavy 2/0, Medium 18/0, Light 22/6, Total Adds 6, WXYV, WOWI, WGCI, KOXL, WXOK, WLOU. Heavy: WAMO, WNHC.

SIEDAH GARRETT "Do You Want It Right Now" (Qwest/WB) 41/10

Rotations: Heavy 0/0, Medium 16/1, Light 25/9, Total Adds 10, WXYV, KYOK, WEDR, WOWI, WTKL, WPDQ, WBMK, KHYS, KAPE, WQKS.

TEMPTATIONS "My Love Is True (Truly For You)" (Gordy/Motown) 39/16

Rotations: Heavy 4/0, Medium 13/2, Light 22/14, Total Adds 16, WAOK, KYOK, WYLD-FM, WBMX, KACE, KDAY, WNHC, OC104, WTKL, WLOU, WORL, WPLZ, KHYS, WEAS, WQKS, WVOI. Heavy: WRKS, WZAK, WJMI, KIIZ.

NEW JERSEY MASS CHOIR "I Want To Know What Love Is" (Savoy) 39/7

Rotations: Heavy 12/0, Medium 13/4, Light 14/3, Total Adds 7, KKDA-FM, KNOK-FM, KRNH, KOXL, WENN, JET94, KHYS. Heavy: WWIN, WXYV, WRKS, WVEE, WDJY, WYLD-FM, WBMX, WGCI, WZAK, WZEN-FM, KIIZ, WTLC.

ALFONSO RIBEIRO "Not Too Young (To Fall In Love)" (Prism/Island) 37/11

Rotations: Heavy 1/0, Medium 10/1, Light 26/10, Total Adds 11, KMJM, KJLH, WKND, OC104, WATV, WFXC, WBMK, WWDM, WQKS, WTLC, WVOI. Heavy: KDAY.

CAROL LYNN TOWNES "Believe In The Beat" (Polydor/PolyGram) 36/4

Rotations: Heavy 0/0, Medium 12/1, Light 24/3, Total Adds 4, KYOK, WJAX, WAAA, KUKQ. Medium: WDJY, KRNH, WDJY, WEDR, WOWI, WZEN-FM, KSOL, WNHC, WORL, WANM, WWWS.

MOST ADDED

KOOL & THE GANG (30)
Fresh (De-Lite/PolyGram)
SAM BOSTIC (23)
Cold Tears (Atlantic)
GAP BAND (22)
I Found My Baby (Total Experience/RCA)
SADE (20)
Smooth Operator (Portrait/CBS)
WHITNEY HOUSTON (19)
You Give Good Love (Arista)

HOTTEST

COMMODORES (45)
Nightshift (Motown)
DIANA ROSS (28)
Missing You (RCA)
TINA TURNER (28)
Private Dancer (Capitol)
READY FOR THE WORLD (24)
Tonight (MCA)
LUTHER VANDROSS (22)
'Til My Baby Comes Home (Epic)

JERMAINE JACKSON & PIA ZADORA "When The Rain Begins To Fall" (Curb/MCA) 35/7

Rotations: Heavy 0/0, Medium 7/0, Light 28/7, Total Adds 7, WEDR, KMJM, KSOL, WNHC, OC104, JET94, WPDQ. Medium: WVEE, KRNH, WZAK, WATV, WJJS, WBLX, WTLC.

MADONNA "Material Girl" (Sire/WB) 35/3

Rotations: Heavy 10/0, Medium 16/1, Light 9/2, Total Adds 3, KMJM, WANT, WVOI. Heavy: WDJY, WVEE, KACE, OC104, WRDW, JET94, WJAX, WWDM, WQKS, KUKQ.

J. BLACKFOOT "Don't You Feel It (Like I Feel It)" (Sound Town) 29/4

Rotations: Heavy 1/0, Medium 11/1, Light 17/3, Total Adds 4, WXYV, WDJY, WANM, WKWM. Heavy: KRNH. Medium: WILD, WAOK, KNOK-FM, WDMT, WKND, WXOK, WBLX, KAPE, WEAS, WWWS.

REDDINGS "Where Did Our Love Go" (Polydor/PolyGram) 28/16

Rotations: Heavy 0/0, Medium 3/1, Light 25/15, Total Adds 16, WWIN, WXYV, WVEE, KMJQ, WYLD-FM, WGCI, WZAK, WTKL, WATV, WENN, WPEG, KHYS, WANM, WWWS, WVOI, I94.

MICK JAGGER "Just Another Night" (Columbia) 28/6

Rotations: Heavy 1/0, Medium 11/0, Light 16/6, Total Adds 6, WHUR, KRNH, WYLD-FM, WJYL, WANT, WWDM. Heavy: JET94. Medium: WUSL, WDJY, K94, WBLZ, KSOL, WTKL, WJAX, WBLX, WQKS, WTLC, I94.

DAVID SANBORN "Love And Happiness" (WB) 27/8

Rotations: Heavy 2/0, Medium 6/1, Light 19/7, Total Adds 8, WBMX, WDMT, KSOL, WATV, Z93, KJCB, WAAA, KDKO. Heavy: WZAK, WQMG. Medium: WXYV, KACE, XHRM, WFXC, WVKO.

FATBACK "Girls On My Mind" (Cotillion/Atco) 26/5

Rotations: Heavy 4/0, Medium 8/0, Light 15/5, Total Adds 5, WATV, WJMI, KIIZ, WBMK, WKWM. Heavy: KRNH, WPDQ, WANM. Medium: KNOK-FM, KMJQ, KYOK, WTMP, KDAY, WLOU, KAPE, WWWS.

ROXANNE w/UTFO "The Real Roxanne" (Select) 26/4

Rotations: Heavy 4/0, Medium 13/1, Light 9/3, Total Adds 4, WLUM, KMJM, WPLZ, WTLC. Heavy: KDAY, WXOK, KIIZ, KJCB. Medium: WUSL, WAMO, WDJY, WAOK, KNOK-FM, WDJY, WDMT, WDRQ, WATV, WENN, WPEG, WEAS.

FREDERICK "Gentle (Calling Your Name)" (Heat) 25/8

Rotations: Heavy 7/1, Medium 8/2, Light 10/5, Total Adds 8, WXYV, WILD, KYOK, KRNH, WPEG, WJYL, WWDM, WDAO. Heavy: WAMO, WDMT, WZAK, WJLB, KMJM, WLOU.

SIGNIFICANT ACTION

LEGACY "Don't Waste The Night" (Private I/CBS) 24/5

Rotations: Heavy 0/0, Medium 6/0, Light 18/5, Total Adds 5, WAMO, WAOK, KSOL, WRDW, Z93. Medium: KRNH, WDJY, WZAK, WBLX, WEAS, WANM.

NEW EDITION "Lost In Love" (MCA) 19/16

Rotations: Heavy 4/3, Medium 6/4, Light 9/9, Total Adds 16, WUSL, WDJY, WVEE, KRNH, WOWI, WDRQ, WJLB, WPEG, WFXC, WJMI, WKXI, WJAX, WPDQ, WJJS, WQKS, WWWS. Heavy: WQOK.

SHERYL LEE RALPH "You're So Romantic" (New York Music) 19/3

Rotations: Heavy 0/0, Medium 7/0, Light 12/3, Total Adds 3, WXYV, WAMO, KAPE. Medium: KRNH, WDJY, WOWI, WATV, WKXI, KOKA, WTLC.

ROY AYERS "Poo Poo La La" (Columbia) 18/9

Rotations: Heavy 0/0, Medium 3/2, Light 15/7, Total Adds 9, WXYV, WYLD-FM, WOWI, KACE, WKND, WNHC, WQMG, KAPE, KDKO. Medium: WANM.

WAR "Groovin'" (Coco Plum) 17/4

Rotations: Heavy 2/0, Medium 5/0, Light 10/4, Total Adds 4, WWIN, WAOK, WBMX, WLOU. Heavy: KRNH, WPDQ. Medium: WDAS, KMJQ, WZEN-FM, WBLX, WTLC.

LEVERT "I'm Still" (Tempre) 16/6

Rotations: Heavy 2/0, Medium 4/0, Light 10/6, Total Adds 6, WWIN, WXYV, WHUR, WBMX, WTKL, WKWM. Heavy: WDAS, WZEN-FM. Medium: WGCI, WDMT, WZAK, WANT.

JAK "I Go Wild" (Epic) 16/2

Rotations: Heavy 0/0, Medium 6/0, Light 10/2, Total Adds 2, WENN, KHYS. Medium: KNOK-FM, WNHC, WPEG, WFXC, KAPE, KOKA.

SERGIO MENDES "Let's Give A Little More This Time" (A&M) 15/5

Rotations: Heavy 0/0, Medium 2/0, Light 13/5, Total Adds 5, WHRK, KACE, WENN, WJAX, WPDQ. Medium: KRNH, KDKO.

AMII STEWART "Friends" (Emergency) 15/4

Rotations: Heavy 0/0, Medium 7/0, Light 8/4, Total Adds 4, WKND, WPDQ, WWDM, WKWM. Medium: WWIN, WRKS, WDAS, WUSL, WNHC, WJMI, WQOK.

REO SPEEDWAGON "Can't Fight This Feeling" (Epic) 15/2

Rotations: Heavy 5/0, Medium 1/0, Light 9/2, Total Adds 2, WNHC, WATV. Heavy: WLUM, OC104, WJAX, KOKA, WQKS. Medium: Z93.

STEVE ARRINGTON "Feel So Real" (Atlantic) 14/9

Rotations: Heavy 0/0, Medium 1/0, Light 13/9, Total Adds 9, WRKS, KKDA-FM, WEDR, WZAK, WJLB, WKND, KAPE, WDAO, WVOI. Medium: WWWS.

REDD & THE BOYS "Moving & Groovin'" (T.T.E.D./Island) 13/5

Rotations: Heavy 1/0, Medium 2/1, Light 10/4, Total Adds 5, WHRK, WORL, KHYS, WEAS, WTLC. Heavy: WPDQ.

SYLVERS "Falling For Your Love" (Geffen) 13/4

Rotations: Heavy 0/0, Medium 2/0, Light 11/4, Total Adds 4, WAOK, WOWI, WTLC, WVOI. Medium: KSOL, KHYS.

HAROLD FALTERMEYER "Axel F" (MCA) 13/2

Rotations: Heavy 4/0, Medium 4/0, Light 5/2, Total Adds 2, WILD, WBMK. Heavy: WRKS, WYLD-FM, WJLB, WQOK. Medium: KKDA-FM, KNOK-FM, WKND, WLOU.

INTRIGUE "Fly Girl" (World Trade) 12/2

Rotations: Heavy 0/0, Medium 0/0, Light 12/2, Total Adds 2, KMJQ, WZAK.

GEORGE BENSON "I Just Wanna Hang Around You" (WB) 10/10

Rotations: Heavy 0/0, Medium 2/2, Light 8/8, Total Adds 10, WILD, WHUR, WVEE, KACE, KSOL, WRDW, KOXL, WFXC, WJMI, WVKO.

OPUS TEN "Love's Callin'" (Pandisc) 10/8

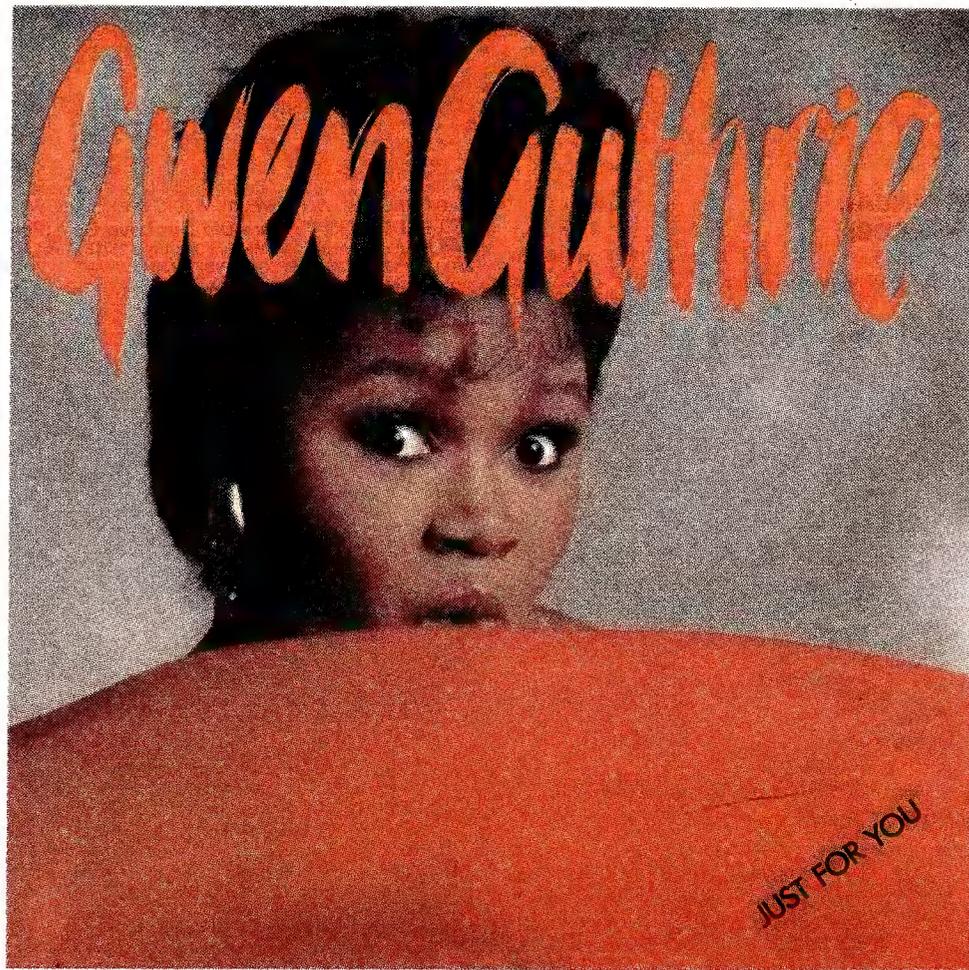
Rotations: Heavy 0/0, Medium 0/0, Light 10/8, Total Adds 8, WEDR, WDRQ, KMJM, WZEN-FM, WJMI, WPDQ, WWDM, WVOI.

BONNIE POINTER "The Beast In Me" (Private I/CBS) 10/1

Rotations: Heavy 1/0, Medium 2/0, Light 7/1, Total Adds 1, KAPE. Heavy: WDJY, WYLD-FM, WJLB, WQOK. Medium: KRNH, WNHC.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

WHAT'S RADIO VENTRILLOQUISM?



90252

THROWING YOUR AUDIENCE A VOICE THEY DON'T EVEN KNOW THEY KNOW

It's not magic, because listeners already love her voice
—even if they don't know her name.

The voice behind the voice.

If you want to know whom we're referring to, there are a few
people you could ask. You might talk to Stevie Wonder or
Quincy Jones or Aretha Franklin or Roberta Flack or Ray Charles.
They've all worked with her. Or you could ask her producer Deodato.

They'd tell you Gwen Guthrie.

Or you could play her new album, *Just For You*,
and get behind the voice.

Black/Urban Regional Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

EAST

WWIN/Baltimore
Keith Newman

WARWICK & JONES
B.B. KING
SAM BOSTIC
LEVERT
WAR
REDDINGS
Hottest:
COMMODORES
NEW JERSEY MASS C
READY FOR THE WOR
WHAM!
JOHNNY GILL

WXYV/Baltimore
Roy Sampson

KOOL & THE GANG
ROY AYERS
LILLO THOMAS
KOFFIE
YORK
SIDDAH GARRETT
FREDERICK
SAM BOSTIC
LEVERT
SHERYL LEE RALPH
RAPPIN' DUKE
C-MUSIC
REDDINGS
J. BLACKFOOT
Hottest:
JESSE JOHNSON
PATTI LABELLE
NEW JERSEY MASS C
MAZE
LUTHER VANDROSS

WLD/Boston
Elroy R.C. Smith

JEFFREY OSBORNE
HAROLD FALTERMEYE
GEORGE BENSON
KOOL & THE GANG
LOU RAWLS
GAP BAND
ROCKIE ROBBINS
FREDERICK
Hottest:
READY FOR THE WOR
COMMODORES
TINA TURNER
GLADYS KNIGHT
UTFO

WKND/Hartford
Jordan McLean

ROY AYERS
DEODATO
AMII STEWART
ALFONSO RIBEIRO
STEVE ARRINGTON
SHALAMAR
WHITNEY HOUSTON
Hottest:
TINA TURNER
WILTON FELDER
ASHFORD & SIMPSON
COMMODORES
JESSE JOHNSON

WNHC/New Haven
James Jordan

MAZE
GAP BAND
SHEENA EASTON
ZADORA & JACKSON
ALEXANDER O'NEAL
REC SPEEDWAGON
AL JARREAU
MIDNIGHT STAR
TEMP TATIONS
ROY AYERS
SADE
KOOL & THE GANG
Hottest:
GEORGE BENSON
HALL & OATES
POINTER SISTERS
NEW EDITION
DIANA ROSS

WRKS/New York
Tony Quararone

DEODATO
WHITNEY HOUSTON
STEVE ARRINGTON
WILTON FELDER
Hottest:
DIANA ROSS
HAROLD FALTERMEYE
READY FOR THE WOR
CHAKA KHAN
RUN D.M.C.

OC104/Ocean City, MD
Dave Allan

TEMP TATIONS
WHITNEY HOUSTON
AL JARREAU
JEFF LORBER
SAM BOSTIC
MELBA MOORE
MAZE
ZADORA & JACKSON
ALFONSO RIBEIRO
Hottest:
JEFFREY OSBORNE
DIANA ROSS
CHAKA KHAN
MADONNA
DEBARGE

WUSL/Philadelphia
Jeff Wyatt

NEW EDITION
KOOL & THE GANG
FRANK COLLINS
THELMA HOUSTON
Hottest:
CHAKA KHAN
DIANA ROSS
TINA TURNER
SHALAMAR

WDAS/Philadelphia
Joe Tamburro

SADE
THELMA HOUSTON
SAM BOSTIC
PROCESS & THE DOO
KOOL & THE GANG
Hottest:
READY FOR THE WOR
COMMODORES
LUTHER VANDROSS

WAMO/Pittsburgh
Allen Harrison

ROXANNE SHANTE
KLIQUE
SHERYL LEE RALPH
LEGACY
Hottest:
PATTI LABELLE
FREDERICK
COMMODORES
JOHNNY GILL
MANHATTANS

WDJY/Washington
Dan O'Neill

NEW EDITION
SHALAMAR
MANHATTANS
NARADA MICHAEL WA
SHALAMAR
BILLY OCEAN
ANIMOTION
MADONNA
SAM BOSTIC
Hottest:
PATTI LABELLE
COMMODORES
MADONNA
CAROL LYNN TOWNES
READY FOR THE WOR

WHUR/Washington
Libby Lawson

LEVERT
JEFF LORBER
MICK JAGGER
AL JARREAU
MIDNIGHT STAR
TEMP TATIONS
ROY AYERS
SADE
GREG PHILLINGANES
SAM BOSTIC
CHANGE
WHITNEY HOUSTON
Hottest:
WHAM!
TIME
COMMODORES
WILTON FELDER
TINA TURNER

SOUTH

WATV/Birmingham
Ron January

SADE
REC SPEEDWAGON
REDDINGS
FATBACK
SHARPIO
CASHMERE
ALFONSO RIBEIRO
ERAMUS HALL
DAVID SANBORN
WHITNEY HOUSTON
TWIN IMAGE
Hottest:
COMMODORES
TINA TURNER
CHAKA KHAN
JESSE JOHNSON
WILTON FELDER

WENN/Birmingham
Michael Star

NEW JERSEY MASS C
MTUME
DEBARGE
JAK
ALEXANDER O'NEAL
MAGNUM FORCE
GAP BAND
MAN PARRISH
REDDINGS
WHITNEY HOUSTON
SERGIO MENDES
MIDNIGHT STAR
Hottest:
COMMODORES
TINA TURNER
DIANA ROSS
SHEENA EASTON
CHAKA KHAN

WVVE/Atlanta
Scotty Andrews

SHALAMAR
GEORGE BENSON
NEW EDITION
ANTHONY WATSON
SAM BOSTIC
ALEXANDER O'NEAL
GAP BAND
SOS BAND
REDDINGS
KEVIN WELLS
Hottest:
PATTI LABELLE
TINA TURNER
PRINCE
ISLEY, JASPER &
DAZZ BAND

WRDW/Augusta
Charlotte Logan

EUGENE WILDE
GAP BAND
SHALAMAR
GEORGE BENSON
LEGACY
B.B. KING
MELBA MOORE
KOOL & THE GANG
WHITNEY HOUSTON
Hottest:
WHAM!
PHILIP BAILEY
KLYMAXX
DIANA ROSS

WTKL/Baton Rouge
Guy Broady

MAZE
MIDNIGHT STAR
DAVID SANBORN
LEGACY
THELMA HOUSTON
Hottest:
NOLAN THOMAS
WHAM!
COMMODORES
TINA TURNER
WILTON FELDER

WPEG/Charlotte
Mike Rossi

MAZE
MARY JANE GIRLS
REDDINGS
WHITNEY HOUSTON
FREDERICK
NEW EDITION
JEFF LORBER
Hottest:
COMMODORES
GLADYS KNIGHT
LUTHER VANDROSS
ASHFORD & SIMPSON
EUGENE WILDE

JET94/Chattanooga
Rich Phillips

NEW JERSEY MASS C
SOS BAND
READY FOR THE WOR
ROCKIE ROBBINS
MIDNIGHT STAR
RUN D.M.C.
MANHATTANS
SAM BOSTIC
GAP BAND
ZADORA & JACKSON
SHALAMAR
WILSON
SAM BOSTIC
KOOL & THE GANG
Hottest:
SHEENA EASTON
PRINCE
PATTI LABELLE
LUTHER VANDROSS

KNDA-FM/Dallas
Terri Avery

STEVE ARRINGTON
B.B. KING
THELMA HOUSTON
MANHATTANS
THOMAS MCCLARY
NEW JERSEY MASS C
Hottest:
JUNIE MORRISON
LUTHER VANDROSS
AMII STEWART
MELBA MOORE
NEW EDITION
ALEXANDER O'NEAL
WILTON FELDER

WFXC/Durham
Alvin Stowe

NEW EDITION
ALFONSO RIBEIRO
ALAN CORRIE
GEORGE BENSON
Hottest:
COMMODORES
TINA TURNER
ASHFORD & SIMPSON
WILTON FELDER
GLADYS KNIGHT

WQMG/Greensboro
Doc Foster

AL JARREAU
WHITNEY HOUSTON
JEFF LORBER
JENNY BURTON
HALL & OATES
MELBA MOORE
SAM BOSTIC
CHAKA KHAN
GAP BAND
ROY AYERS
Hottest:
COMMODORES
CHAKA KHAN
DIANA ROSS
ASHFORD & SIMPSON
TINA TURNER

WVOK/Phoenix
Jay Stone

KOOL & THE GANG
APOLLONIA 6
CAROL LYNN TOWNES
NARADA MICHAEL WA
MANHATTANS
ANIMOTION
SHEILA E
RUN D.M.C.
Hottest:
PATTI LABELLE
MAZE
PHILIP BAILEY
COMMODORES
WILTON FELDER

WVOK/Phoenix
Kenny Byrd

JEFF LORBER
RUN D.M.C.
B.B. KING
GAP BAND
TINA TURNER
NEW JERSEY MASS C
Hottest:
PATTI LABELLE
MAZE
PHILIP BAILEY
COMMODORES
WILTON FELDER

WVOK/Phoenix
Maurice Turk

GAP BAND
AL JARREAU
GLENN JONES
SADE
ALFONSO RIBEIRO
GRANDMASTER FLASH
HAROLD FALTERMEYE
SAM BOSTIC
SIDDAH GARRETT
FATBACK
Hottest:
MAZE
WILTON FELDER
LUTHER VANDROSS
READY FOR THE WOR
DAZZ BAND

KYOK/Houston

Steve Hedgewood

ALEXANDER O'NEAL
FREDERICK
KLYMAXX
CAROL LYNN TOWNES
SHAKATAK
SHALAMAR
JUNIE MORRISON
TEMP TATIONS
MARY JANE GIRLS
NARADA MICHAEL WA
SIDDAH GARRETT
GLENN JONES
SAM BOSTIC
AUTUMN
WHITNEY HOUSTON
Hottest:
RUN D.M.C.
WHODINI
SHEENA EASTON
PAT BOYS
DIANA ROSS

KMJO/Houston
Brute Bailey

SHALAMAR
REDDINGS
AL JARREAU
ANTHONY WATSON
MANHATTANS
TRIFLUE
POINTER SISTERS
Hottest:
DIANA ROSS
PHILIP BAILEY
UTFO
READY FOR THE WOR
NEW EDITION

WJMI/Jackson
Carl Haynes

NEW EDITION
KOOL & THE GANG
GEORGE BENSON
BILLY OCEAN
GLENN JONES
SAM BOSTIC
FATBACK
MANHATTANS
OPUS TEN
Hottest:
READY FOR THE WOR
COMMODORES
LUTHER VANDROSS
SOS BAND
UTFO

WKXJ/Jackson
Tommy Marshall

MIDNIGHT STAR
DEBARGE
KOOL & THE GANG
BILLY OCEAN
ERAMUS HALL
TWIN IMAGE
PROCESS & THE DOO
NEW EDITION
DIANA ROSS
COMMODORES
READY FOR THE WOR
TINA TURNER
POINTER SISTERS

WJAX/Jacksonville
Tony Mann

NEW EDITION
MANHATTANS
CHICAGO
CAROL LYNN TOWNES
SHALAMAR
WILSON
SAM BOSTIC
B.B. KING
SERGIO MENDES
Hottest:
SHEENA EASTON
UTFO
READY FOR THE WOR
WHAM!

WPDQ/Jacksonville
Bob Scott

ALEXANDER O'NEAL
CASHMERE
SIDDAH GARRETT
OPUS TEN
SERGIO MENDES
ZADORA & JACKSON
HOTTEST:
AMII STEWART
MELBA MOORE
NEW EDITION
Hottest:
LUTHER VANDROSS
JESSE JOHNSON
PATTI LABELLE
READY FOR THE WOR
MAZE

KILZ/Killeen
Bill St. John

FATBACK
B.B. KING
SHALAMAR
GLENN JONES
Hottest:
COMMODORES
KOO & THE GANG
COMMODORES
SAMAMI & VARIATIO
Hottest:
COMMODORES
NOLAN THOMAS
PRETTY TONY
PATTI LABELLE
ASHFORD & SIMPSON

WBMK/Knoxville
Maurice Turk

GAP BAND
AL JARREAU
GLENN JONES
SADE
ALFONSO RIBEIRO
GRANDMASTER FLASH
HAROLD FALTERMEYE
SAM BOSTIC
SIDDAH GARRETT
FATBACK
Hottest:
MAZE
WILTON FELDER
LUTHER VANDROSS
READY FOR THE WOR
DAZZ BAND

KJCB/Lafayette

Beatrice Evans

DEBARGE
Q.T. HUSH
DAVID SANBORN
Hottest:
READY FOR THE WOR
UTFO
CHAKA KHAN
COMMODORES
DIANA ROSS

WLOU/Louisville
Tony T. Fields

UTFO
MELBA MOORE
TEMP TATIONS
DEBARGE
SAM BOSTIC
WAR
AL JARREAU
LILLO THOMAS
Hottest:
DIANA ROSS
FREDERICK
ROXANNE SHANTE
CHAMPAIGN
PHILIP BAILEY

WJYL/Louisville
Vernon Wells

PRINCE
SHALAMAR
ROCKIE ROBBINS
REBBIE JACKSON
FREDERICK
THELMA HOUSTON
MICK JAGGER
AL JARREAU
Hottest:
MAZE
TIME
TEENA MARIE
CHAKA KHAN
POINTER SISTERS

WJIS/Lynchburg
Lad Goins

JENNY BURTON
NARADA MICHAEL WA
NEW EDITION
GRANDMASTER FLASH
RUN D.M.C.
SADE
MELBA MOORE
GLENN JONES
Hottest:
CHAKA KHAN
COMMODORES
DIANA ROSS
WHAM!

WDLA/Memphis
Bobby O'Jay

ERAMUS HALL
MARY JANE GIRLS
KOOL & THE GANG
J. BLACKFOOT
Hottest:
TINA TURNER
NEW EDITION
POINTER SISTERS
COMMODORES
JESSE JOHNSON

WHRK/Memphis
Stone/Smith

SERGIO MENDES
REDD & THE BOYS
GLENN JONES
SAM BOSTIC
ALISON MOYET
COW PUNK SHUN
Hottest:
COMMODORES
CHAKA KHAN
TINA TURNER
WHAM!
READY FOR THE WOR

WEDR/Miami
Jackson/Jones

TINA TURNER
LOUIS JOHNSON
OPUS TEN
ZADORA & JACKSON
STEVE ARRINGTON
ANTHONY WATSON
KOOL & THE GANG
ALEXANDER O'NEAL
SIDDAH GARRETT
LEITH POLE
INSIDE OUT
C.L. BLAST
SAMAMI & VARIATIO
Hottest:
COMMODORES
NOLAN THOMAS
PRETTY TONY
PATTI LABELLE
ASHFORD & SIMPSON

WBLX/Mobile
B.J. Taylor

WHITNEY HOUSTON
KOOL & THE GANG
SADE
MELBA MOORE
GRANDMASTER FLASH
Hottest:
WHAM!
CHERYL LYNN
LUTHER VANDROSS
ASHFORD & SIMPSON
POINTER SISTERS
WILTON FELDER

WQOK/Nashville

JC Floyd

WHITNEY HOUSTON
SAM BOSTIC
AL JARREAU
CHAKA KHAN
Hottest:
TINA TURNER
DIANA ROSS
PHILIP BAILEY
DIANA ROSS
FREESTYLE
FAT BOYS

WYLD-FM/New Orleans
Deil Spencer

ROY AYERS
TEMP TATIONS
MARY JANE GIRLS
SADE
REDDINGS
MAGNUM FORCE
GAP BAND
MICK JAGGER
ROCKIE ROBBINS
JOHNNY GILL
LUTHER VANDROSS
MAZE

WEAS/Savannah
Don Jones

PRINCE
GAP BAND
MAZE
TEMP TATIONS
MELBA MOORE
WHAM!
REDD & THE BOYS
Hottest:
READY FOR THE WOR
UTFO
LUTHER VANDROSS
WILTON FELDER

KOKA/Shreveport
B.B. Davis

none
Hottest:
CHAKA KHAN
COMMODORES
DIANA ROSS
WHAM!
JESSE JOHNSON

WVDM/Sumter
Mays/Hart

FREDERICK
MICK JAGGER
WHITNEY HOUSTON
ALFONSO RIBEIRO
JANICE CHRISTIE
LILLO THOMAS
CHAKA KHAN
WHITNEY HOUSTON
JEFF LORBER
JESSE JOHNSON
NEW EDITION
Hottest:
none

WPLZ/Petersburg
Hardy Jay

TEMP TATIONS
GAP BAND
GLENN JONES
SADE
ALEXANDER O'NEAL
ROXANNE & UTFO
Hottest:
WILTON FELDER
LUTHER VANDROSS
MAZE
RUN D.M.C.
JESSE JOHNSON

WTMP/Tampa
Michaels/Moore

none
Hottest:
DIANA ROSS
GEORGE BENSON
CHAKA KHAN
ASHFORD & SIMPSON
COMMODORES

WQKS/Williamsburg
Steve Crumley

NEW EDITION
SIDDAH GARRETT
KOOL & THE GANG
WHISPERS
B.B. KING
EUGENE WILDE
WHITNEY HOUSTON
ALFONSO RIBEIRO
VANESSA HOLMES
RUE CALDWELL
Hottest:
MADONNA
LUTHER VANDROSS
COMMODORES
WILTON FELDER
WHODINI

WAAA/Winston-Salem
Eric St. James

JENNY BURTON
THELMA HOUSTON
LITTLE BENNY
DAVID SANBORN
PROCESS & THE DOO
CAROL LYNN TOWNES
Hottest:
CHAKA KHAN
COMMODORES
READY FOR THE WOR
WILTON FELDER
PATTI LABELLE

MIDWEST

WDRQ/Detroit
Jim Snowden

NEW EDITION
JEFF LORBER
Q.T. HUSH
SADE
KOOL & THE GANG
OPUS TEN
EDDIE D
CON PUNK SHUN
MELBA MOORE
Hottest:
HALL & OATES
RAPPIN' DUKE
LUTHER VANDROSS
WHAM!
ALEXANDER O'NEAL

WBMM/Chicago
Lee Michaels

C.L. BLAST
LEVERT
EUGENE WILDE
B.B. KING
WHITNEY HOUSTON
TEMP TATIONS
DEBARGE
MANHATTANS
GAP BAND
JEFF LORBER
MELBA MOORE
WAR
INSIDE OUT
SAM BOSTIC
DAVID SANBORN
Hottest:
NOLAN THOMAS
JEFFREY OSBORNE
COMMODORES
TINA TURNER

WGCI/Chicago
Graham Armstrong

LILLO THOMAS
SADE
SAM BOSTIC
REDDINGS
ALFIE
DREAMBOY
STANLEY JORDAN
Hottest:
READY FOR THE WOR
DIANA ROSS
TINA TURNER
COMMODORES
NEW JERSEY MASS C

WBLZ/Cincinnati
Brian Castle

KOOL & THE GANG
MELBA MOORE
MANHATTANS
Hottest:
NEW EDITION
TINA TURNER
SHEENA EASTON
FOREIGNER
WHAM!

WZAK/Cleveland
Lynn Tolliver

KURTIS BLOW
POINTER SISTERS
ALFIE
REDDINGS
THOMAS MCCLARY
INTRIGUE
KOOL & THE GANG
ERAMUS HALL
STEVE ARRINGTON
Hottest:
PRINCE
WHAM!
DIANA ROSS
NEW JERSEY MASS C
DAZZ BAND

WDMT/Cleveland
Dean Dean

MARY JANE GIRLS
SPARKY D
KOOL & THE GANG
GLENN JONES
MIDNIGHT STAR
SHALAMAR
WHISPERS
JEFF LORBER
ERAMUS HALL
TWIN IMAGE
DAVID SANBORN
Hottest:
TINA TURNER
WHAM!
HALL & OATES
FREDERICK
COMMODORES

WVON/Toledo
Max Myrick

TEMP TATIONS
REDDINGS
STEVE ARRINGTON
KOOL & THE GANG
GAP BAND
SILVERS
SADE
RUN D.M.C.
MADONNA
ALFONSO RIBEIRO
OPUS TEN
Hottest:
UTFO
WILTON FELDER
TINA TURNER
POINTER SISTERS
COMMODORES

WEST

KKO/Englewood
Jay Johnson

WHISPERS
KOOL & THE GANG
PROCESS & THE DOO
ROY AYERS
NARADA MICHAEL WA
DAVID SANBORN
Hottest:
CHAKA KHAN
TIME
ASHFORD & SIMPSON
COMMODORES
MARY JANE GIRLS

194/Honolulu
Noe Tanigawa

MANHATTANS
BOWIE & METHENEY
SHAKATAK
REDDINGS
KOOL & THE GANG
MARY JANE GIRLS
PATTI LABELLE
STANLEY JORDAN
Hottest:
THIRD WORLD
PENNYE FORD
CHAKA KHAN
SHEENA EASTON
PHILIP BAILEY

KDAY/Los Angeles
Jack Patterson

KLYMAXX
IMPERIAL BROTHERS
JAZZY JAY
WRECKIN' CREW
KOOL & THE GANG
SAM BOSTIC
TEMP TATIONS
Hottest:
ROXANNE SHANTE
ROXANNE & UTFO
WHAM!
READY FOR THE WOR
WILTON FELDER

KACE/Los Angeles
Miller/Robinson

ALEXANDER O'NEAL
WHITNEY HOUSTON
KOOL & THE GANG
ROY AYERS
GEORGE BENSON
SERGIO MENDES
PHIL COLLINS
TEENA MARIE
GLENN JONES
JENNY BURTON
B.B. KING
MELBA MOORE
ALEX MAHLEIROS
DEODATO
Hottest:
POINTER SISTERS
PRINCE
MARY JANE GIRLS
SADE
TINA TURNER

KJLH/Los Angeles
Jim Maddox

FOREIGNER
SADE
ALEXANDER O'NEAL
ANIMOTION
DEODATO
ALFONSO RIBEIRO
MELBA MOORE
SHEILA E
ANGELA BOFILL
MANHATTANS
JOHNNY GILL
ROCKIE ROBBINS
RAPPIN' DUKE
DEBBIE DEB
JEFF LORBER
GAP BAND
Hottest:
UTFO
READY FOR THE WOR
WHAM!
SHEENA EASTON
PHILIP BAILEY

KUKO/Phoenix
Jay Stone

KOOL & THE GANG
APOLLONIA 6
CAROL LYNN TOWNES
NARADA MICHAEL WA
MANHATTANS
ANIMOTION
SHEILA E
RUN D.M.C.
Hottest:
PATTI LABELLE
MAZE
PHILIP BAILEY
COMMODORES
WILTON FELDER

KNOK-FM/Ft Worth
Kenny Byrd

JEFF LORBER
RUN D.M.C.
B.B. KING
GAP BAND
TINA TURNER
NEW JERSEY MASS C
Hottest:
PATTI LABELLE
MAZE
PHILIP BAILEY
COMMODORES
WILTON FELDER

WQMG/Greensboro
Doc Foster

AL JARREAU
WHITNEY HOUSTON
JEFF LORBER
JENNY BURTON
HALL & OATES
MELBA MOORE
SAM BOSTIC
CHAKA KHAN
GAP BAND
ROY AYERS
Hottest:
COMMODORES
CHAKA KHAN
DIANA ROSS
ASHFORD & SIMPSON
TINA TURNER

KNSI/San Francisco
Robinson/Moody

ALEXANDER O'NEAL
ZADORA & JACKSON
DAVID SANBORN
MELBA MOORE
ROBEY
WHITNEY HOUSTON
GEORGE BENSON
LEGACY
Hottest:
POINTER SISTERS
SHEENA EASTON
PHILIP BAILEY
TINA TURNER
UTFO

The following stations reported a frozen list this week:

WTOY/Roanoke
KOKA/Shreveport
WTMP/Tampa

85 Reporting Stations
82 Current Reports

At E/P/A, we don't just make records-- We BREAK them!



ALEXANDER O'NEAL "Innocent"

**Black/Urban
BREAKERS** 58 Stations 68%

Black/Urban Chart: **DEBUT** → 30

Tabu



SADE "Smooth Operator"

**Black/Urban
BREAKERS** 51 Stations 60%

Portrait™



LUTHER VANDROSS "Til My Baby Comes Home"

83 Stations 98%

Black/Urban Chart: 21 - 9 - 3 - 2

Epis



S.O.S. BAND "Weekend Girl"

Black/Urban Chart: 34

53 Stations 62%

Tabu

R&R Country NATIONAL AIRPLAY/50

March 8, 1985

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light
10	8	4	1 R. CHARLES w/W. NELSON/Seven Spanish... (Columbia)	160/0	134	22	4
7	5	3	2 KENNY ROGERS/Crazy (RCA)	160/0	135	18	7
8	7	5	3 DON WILLIAMS/Walkin' A Broken Heart (MCA)	160/0	126	28	6
6	4	2	4 STEVE WARINER/What I Didn't Do (MCA)	152/0	121	21	10
18	11	7	5 BELLAMY BROTHERS/I Need More Of You (MCA/Curb)	163/0	114	47	2
17	13	9	6 EARL THOMAS CONLEY/Honor Bound (RCA)	162/0	111	40	11
15	12	8	7 JOHN SCHNEIDER/Country Girls (MCA)	162/0	103	46	13
20	16	11	8 ALABAMA/There's No Way (RCA)	164/0	94	65	5
19	14	12	9 NITTY GRITTY DIRT BAND/High Horse (WB)	158/1	111	36	11
24	18	15	10 ANNE MURRAY/Time Don't Run Out On Me (Capitol)	162/1	88	69	5
25	21	16	11 JUDDS/Girls Night Out (RCA/Curb)	163/3	79	77	7
23	17	14	12 JOHNNY LEE/Rollin' Lonely (Full Moon/WB)	160/1	78	75	7
2	1	6	13 EXILE/Crazy For Your Love (Epic)	136/0	97	27	12
4	2	1	14 LEE GREENWOOD/You've Got A Good Love Comin' (MCA)	136/0	95	26	15
22	20	18	15 JANIE FRICKE/The First Word In Memory Is Me (Columbia)	157/0	64	78	15
28	23	20	16 DOLLY PARTON/Don't Call It Love (RCA)	160/2	59	81	20
30	27	22	17 WAYLON JENNINGS/Waltz Me To Heaven (RCA)	156/3	61	68	27
29	26	24	18 GEORGE STRAIT/The Cowboy Rides Away (MCA)	157/3	48	84	25
31	28	25	19 MICKEY GILLEY/I'm The One Mama Warned You About (Epic)	156/1	32	96	28
32	30	27	20 HANK WILLIAMS JR./Major Moves (WB/Curb)	152/3	43	77	32
34	31	26	21 B. MANDRELL/L. GREENWOOD/It Should've Been Love By Now (MCA)	158/8	27	94	37
37	32	29	22 REBA McENTIRE/Somebody Should Leave (MCA)	153/7	15	104	34
41	37	30	23 EDDIE RABBITT/Warning Sign (WB)	146/4	11	105	30
38	33	28	24 SAWYER BROWN/Step That Step (Capitol/Curb)	148/6	20	93	35
42	39	34	25 SYLVIA/Fallin' In Love (RCA)	149/14	10	86	53
5	9	19	26 THE STATLERS/My Only Love (Mercury/Pg)	102/0	45	37	20
1	3	13	27 GLEN CAMPBELL/A Lady Like You (Atlantic America)	96/0	41	38	17
12	10	10	28 MICHAEL MARTIN MURPHEY/What She Wants (EMI America)	102/0	38	44	20
36	34	31	29 SHELLY WEST/Now There's You (Viva)	133/5	20	83	30
39	36	32	30 RESTLESS HEART/Let The Heartache Ride (RCA)	140/7	15	80	45
46	40	35	31 CHARLY McCLAIN/Radio Heart (Epic)	142/10	9	82	51
-	44	37	32 RONNIE McDOWELL/In A New York Minute (Epic)	141/19	5	72	64
21	19	17	33 GEORGE JONES w/BRENDA LEE/Hallelujah, I Love You So (Epic)	94/1	37	44	13
27	25	23	34 DAVID ALLAN COE/She Used To Love Me A Lot (Columbia)	103/4	25	43	35
44	42	38	35 FORESTER SISTERS/ (That's What You Do) When You're . . . (WB)	119/7	11	60	48
43	41	39	36 JOHN FOGERTY/Big Train (From Memphis) (WB)	110/8	7	62	41
-	48	40	37 JOHN CONLEE/Working Man (MCA)	130/9	2	69	59
-	-	41	38 M. GRAY & T. WYNETTE/Sometimes When We Touch (Columbia)	124/17	4	56	64
BREAKER	-	-	39 T.G. SHEPPARD/You're Going Out Of My Mind (WB/Curb)	124/42	3	49	72
-	50	45	40 NICOLETTE LARSON/Only Love Will Make It Right (MCA)	98/7	2	54	42
50	46	43	41 MAINES BROTHERS BAND/Everybody Needs Love... (Mercury/Pg)	94/8	5	49	40
3	6	21	42 DAN SEALS/My Baby's Got Good Timing (EMI America)	82/0	31	31	20
BREAKER	-	-	43 KEITH STEGALL/California (Epic)	99/9	1	43	55
BREAKER	-	-	44 WHITES/If It Ain't Love (Let's Leave It Alone) (MCA/Curb)	108/36	1	38	69
BREAKER	-	-	45 GAIL DAVIES/Nothing Can Hurt Me Now (RCA)	98/13	0	45	53
-	-	50	46 KENDALLS/Four Wheel Drive (Mercury/Pg)	96/22	1	39	56
DEBUT	-	-	47 GENE WATSON/One Hell Of A Heartache (MCA/Curb)	86/21	0	36	50
13	24	36	48 MEL McDANIEL/Baby's Got Her Blue Jeans On (Capitol)	46/0	13	19	14
9	15	33	49 GARY MORRIS/Baby Bye Bye (WB)	55/0	13	20	22
DEBUT	-	-	50 BARBARA MANDRELL/There's No Love In Tennessee (MCA)	87/41	3	19	65

MOST ADDED

- MERLE HAGGARD (58)
Natural High (Epic)
- CONWAY TWITTY (51)
Don't Call Him A Cowboy (WB)
- T.G. SHEPPARD (42)
You're Going Out Of My Mind (WB/Curb)
- BARBARA MANDRELL (41)
There's No Love In Tennessee (MCA)
- WHITES (36)
If It Ain't Love (Let's Leave...) (MCA/Curb)
- KENDALLS (22)
Four Wheel Drive (Mercury/PolyGram)
- GENE WATSON (21)
One Hell Of A Heartache (MCA/Curb)
- KATHY MATTEA (19)
It's Your Reputations Talkin' (Mercury/Pg)
- RONNIE McDOWELL (19)
In A New York Minute (Epic)
- BILL MEDLEY (19)
Is There Anything I Can Do (RCA)

HOTTEST

- RAY CHARLES w/WILLIE NELSON (108)
Seven Spanish Angels (Columbia)
- KENNY ROGERS (66)
Crazy (RCA)
- ALABAMA (58)
There's No Way (RCA)
- BELLAMY BROTHERS (48)
I Need More Of You (MCA/Curb)
- STEVE WARINER (45)
What I Didn't Do (MCA)
- NITTY GRITTY DIRT BAND (34)
High Horse (WB)
- JUDDS (33)
Girls Night Out (RCA/Curb)
- LEE GREENWOOD (32)
You've Got A Good Love Comin' (MCA)
- DON WILLIAMS (29)
Walkin' A Broken Heart (MCA)
- EXILE (26)
Crazy For Your Love (Epic)
- JOHN SCHNEIDER (26)
Country Girls (MCA)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Monday, 3-4-85.

T.G. SHEPPARD You're Going Out Of My Mind (WB/Curb)

On 76% of reporting stations. Rotations: Heavy 3, Medium 49, Light 72, Total Adds 42 including WXXW, WCAO, WQBE, WIXY, KMML, WUSY, WLWI, WKIX, KJJY, WQHK, WBCS, KGHL, KYGO, KSAN, KMPS. Moves 49-39 on the Country chart.

WHITES If It Ain't Love (Let's Leave It Alone) (MCA/Curb)

On 66% of reporting stations. Rotations: Heavy 1, Medium 38, Light 69, Total Adds 36 including WPTR, WDSY, WVMI, WESC, WAMZ, WSM, KYXX, WQYK, WMNI, WMIL, WXCL, KTTS, KRST, KCBQ, KCUB. Debuts at number 44 on the Country chart.

KEITH STEGALL California (Epic)

On 60% of reporting stations. Rotations: Heavy 1, Medium 43, Light 55, Total Adds 9, WTSV, WSEN, KIX106, WYNK, KSSN, WRNL, WUSN, KCJB, KRPM. Heavy: KKYX. Medium: WWVA, WSOC, WCMS, WMIL, KMPS. Moves 46-43 on the Country chart.

GAIL DAVIES Nothing Can Hurt Me Now (RCA)

On 60% of reporting stations. Rotations: Heavy 0, Medium 45, Light 53, Total Adds 13, WCAO, WWVA, KEAN, WZZK, WTVY, KHEY, WESC, WKIX, WMNI, KYAK, KVOC, KMPS, KRPM. Medium: WCUZ, KVOO. Moves 48-45 on the Country chart.

LEON EVERETTE'S SINGLE IS SO HOT THAT IT'S:

"Too Good To Say No To"

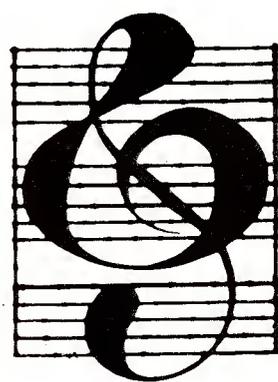
The debut single from his forthcoming album

"WHERE'S THE FIRE"

Manufactured and Marketed by
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Headline
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BANDANA

NEW SINGLE RELEASE

It's Just Another Heartache in March, and debut album on Warner Brothers Records, scheduled April release



RONNIE MILSAP

NEW SINGLE RELEASE

Keep The Home Fires Burning in early March from the upcoming album, "Ronnie Milsap—Greatest Hits Vol. II" **RCA**

JERRY REED

**WATCH FOR
 UPCOMING RELEASE**

of new single, album and movie—scheduled for spring

These acts combined did over 75 successful radio-sponsored concerts in the last two years.

MAJOR TOURS BEING ROUTED FOR 1985.

HIT thanks you and looks forward to working with you in the future!



Charles E. Dorris, President
 Steve Lassiter, Agent
 (615) 256-7585

Country

NEW & ACTIVE

- KENDALLS "Four Wheel Drive" (Mercury/PolyGram) 96/22**
Rotations: Heavy 1, Medium 39, Light 56, Total Adds 22 including WPTR, WAJR, WKYG, WIXY, WYNK, KLLL, WKIX, WDAF, KIK-FM, KGHL, KUUY, KRAK, KCBQ, KMPS, KIGO. Moves 50-46 on the Country chart.
- BARBARA MANDRELL "There's No Love In Tennessee" (MCA) 87/41**
Rotations: Heavy 3, Medium 19, Light 65, Total Adds 41 including WGNA, WYRK, WILQ, KEAN, KASE, WZZK, WCOS, KSSN, WLWI, WSM, WITL, WOW, KLZ, KFRE. Debuts at number 50 on the Country chart.
- GENE WATSON "One Hell Of A Heartache" (MCA/Curb) 86/21**
Rotations: Heavy 0, Medium 36, Light 50, Total Adds 21 including WIXL, WIXY, WWVA, KASE, WCOS, WSM, WKIX, WDAF, WXCL, WTHI, KRST, KIK-FM, KGHL, KJOT, KRPM. Debuts at number 47 on the Country chart.
- CONWAY TWITTY "Don't Call Him A Cowboy" (WB) 81/51**
Rotations: Heavy 2, Medium 21, Light 58, Total Adds 51 including WXXW, WCAO, WQBE, WMZO, KRRV, WSOC, KPLX, WESC, KRMD, WMIL, KTTS, WIL, KKAL, KFTN, KCKC, KGA.
- BILL MEDLEY "Is There Anything I Can Do" (RCA) 69/19**
Rotations: Heavy 0, Medium 21, Light 48, Total Adds 19 including WCAO, WPOR, WIXY, WYNK, WUSY, WFNC, WESC, WMNI, WFMS, WITL, KTTS, WTOD, KYAK, KKAL, KRPM.
- MERLE HAGGARD "Natural High" (Epic) 68/58**
Rotations: Heavy 1, Medium 15, Light 52, Total Adds 58 including WPOR, WWVA, WYII, KPLX, KILT-FM, WAMZ, WIRK, WTQR, WWWW, KXXY, KFDI, KMAK, KNIX, KRAK, KTOM.
- MEL McDANIEL "Let It Roll (Let It Rock)" (Capitol) 56/35**
Rotations: Heavy 1, Medium 10, Light 45, Total Adds 35 including WKYG, WPOR, WIXY, WESC, WOKK, WPAP, WQYK, KSO, WDAF, WIL, KVOO, KRST, KWJJ, KTOM, KCKC.
- DEL SHANNON "In My Arms Again" (WB) 52/12**
Rotations: Heavy 0, Medium 5, Light 47, Total Adds 12 including WKYG, WILQ, WFNC, WWOD, WDAF, KIOV, KTTS, WWJO, KFRE, KMAK, KRPM, KGA. Medium: WYII, KMML, KRMD.
- TOM JONES "Give Her All The Roses" (Mercury/PolyGram) 51/9**
Rotations: Heavy 0, Medium 16, Light 35, Total Adds 9, WCAO, KEAN, KRRV, WUSY, WDXE, KYXX, WAXX, WDAF, KMAK. Medium: WYII, WEZL, WOW, KRKT, KEIN, KSOP.
- DAVID FRIZZELL "Country Music Love Affair" (Viva) 51/5**
Rotations: Heavy 0, Medium 16, Light 35, Total Adds 5, WCAO, WTSV, KTTS, KUUY, KRWQ. Medium: WTVY, KRMD, KBMR, WCXI, WITL, KFDI, KQIL, KTOM, KSOP, KIGO.

SIGNIFICANT ACTION

- VINCE GILL "True Love" (RCA) 46/14**
Rotations: Heavy 1, Medium 7, Light 38, Total Adds 14 including WQBE, KIX106, WLWI, WUSQ, WTQR, WTSO, WOW, KKAL, KTOM, KGA.
- MASON DIXON "Only A Dream Away" (Texas) 35/5**
Rotations: Heavy 0, Medium 12, Light 23, Total Adds 5, WSNQ, WIXY, WXBQ, WESC, KTTS. Medium: WYII, KMML, KRMD, WITL, KVOO.
- KATHY MATTEA "It's Your Reputation Talkin' " (Mercury/PolyGram) 34/19**
Rotations: Heavy 1, Medium 5, Light 28, Total Adds 19 including WCAO, WBGW, WESC, WCMS, WKIX, WQYK, KFGO, KVOO, KRST, KSOP.
- CARL JACKSON "All That's Left For Me" (Columbia) 32/4**
Rotations: Heavy 0, Medium 6, Light 26, Total Adds 4, KMML, WKIX, WITL, KTTS. Medium: WTVY, KFDI, KUZZ. Light: WGNA, WCXI, WAXX.
- LOBO "Am I Going Crazy" (Evergreen) 31/9**
Rotations: Heavy 0, Medium 4, Light 27, Total Adds 9, WCAO, KMML, WEZL, WFNC, WWOD, WLWI, KVOO, KSOP, KRPM. Medium: WVAM.
- JIMMY BUFFETT "Who's The Blonde Stranger?" (MCA) 28/7**
Rotations: Heavy 0, Medium 6, Light 22, Total Adds 7, KMML, WCMS, KFGO, KTTS, WTOD, KEIN, KGA. Medium: WCUZ, KFDI, KRKT.
- CON HUNLEY "I'd Rather Be Crazy" (Capitol) 25/16**
Rotations: Heavy 0, Medium 2, Light 23, Total Adds 16 including WVAM, WYII, KRRV, WLWI, WPAP, KRMD, WOW, KTTS, KFDI, KTOM, KGA.
- JUDY RODMAN "I've Been Had By Love Before" (MTM) 25/15**
Rotations: Heavy 0, Medium 2, Light 23, Total Adds 15 including WGNA, WOKQ, KMML, WEZL, WGTO, WWOD, WOW, WXCL, KEIN, KSOP.

- MALCHAK & RUCKER "Why Didn't I Think Of That" (Revolver) 25/8**
Rotations: Heavy 1, Medium 2, Light 22, Total Adds 8, WBGW, WGTO, WFNC, WPAP, KFGO, KTTS, KRKT, KEIN. Heavy: WCUZ. Medium: WWVA, KFDI.
- MARIE OSMOND "Until I Fall In Love Again" (Capitol/Curb) 25/0**
Rotations: Heavy 1, Medium 7, Light 17, Total Adds 0. Heavy: KKYX. Medium: WYII, WPAP, WCUZ, WXCL, KFDI, KIGO. Light: WGNA, WPOR, WXBQ, WAXX.
- RAY STEVENS "It's Me Again Margaret" (MCA) 22/11**
Rotations: Heavy 1, Medium 4, Light 17, Total Adds 11 including KMML, WESC, KYKX, WKIX, WRNL, WSLR, KSO, WDAF, KTTS, WTOD, KGA.
- CRYSTAL GAYLE "Nobody Wants To Be Alone" (WB) 20/20**
Rotations: Heavy 0, Medium 5, Light 15, Total Adds 20 including WXXW, WBGW, WBOS, WAMZ, WTQR, KFGO, KUZZ, KMAK, KTOM, KSOP.
- ED BRUCE "When Givin' Up Was Easy" (RCA) 15/15**
Rotations: Heavy 0, Medium 3, Light 12, Total Adds 13 including WVAM, WBGW, WSNO, WVMI, WGTO, WDXE, KRMD, KBMR, WCXI, KUZZ, KEIN, KRSY, KSOP.
- RAZZY BAILEY "Modern Day Marriages" (MCA) 13/12**
Rotations: Heavy 0, Medium 2, Light 11, Total Adds 12 including WVAM, WBGW, WSNO, WWOD, KRMD, WCXI, WCUZ, KRKT, KRSY, KSOP.
- LEON RAINES "It Happens Every Time" (Atlantic America) 13/3**
Rotations: Heavy 0, Medium 1, Light 12, Total Adds 3, WLWI, KTTS, WTOD. Light: WSNO, KRRV, WPAP, WAXX, KFGO, KTOM, KSOP.
- GARY WOLF "It's My Life" (Mercury/PolyGram) 13/1**
Rotations: Heavy 0, Medium 1, Light 12, Total Adds 1, KTTS. Medium: WPAP. Light: WSNO, WOKK, KRMD, KBMR, KFGO, WTOD, KRWQ, KSOP.
- EMMYLOU HARRIS "White Line" (WB) 12/9**
Rotations: Heavy 0, Medium 3, Light 9, Total Adds 9, WBGW, WSNO, KASE, WOKK, WIRK, WCXI, KUZZ, KQIL, KTOM.
- MIKE MARTIN "Temptation" (Compleat/PolyGram) 12/4**
Rotations: Heavy 0, Medium 0, Light 12, Total Adds 4, WYII, WKIX, KFGO, KTOM. Light: WGNA, WLWI, WCMS, KRMD, KBMR, WOW, KSOP.
- EXILE "Stay With Me" (MCA/Curb) 10/10**
Rotations: Heavy 0, Medium 1, Light 9, Total Adds 10, WVAM, WSNO, WDXE, KYKX, WWOD, KBMR, KCJB, KRKT, KQIL, KRSY.
- WOLVERINE CANYON "Two People Making Love" (MCA) 10/2**
Rotations: Heavy 0, Medium 3, Light 7, Total Adds 2, WYII, KMML. Medium: WVAM, WEZL, KIGO. Light: WDXE, WPAP, WOW, KRSY.
- BRUCE SPRINGSTEEN "I'm On Fire" (Columbia) 9/3**
Rotations: Heavy 0, Medium 3, Light 6, Total Adds 3, KLVI, KYKX, KCKC. Medium: WBGW, KPLX. Light: WDSY, WOKK, WTSO, KIOV.
- STEVE EARLE "A Little Bit In Love" (Epic) 8/2**
Rotations: Heavy 0, Medium 1, Light 7, Total Adds 2, WIXY, WYII. Medium: KMML. Light: WGTO, WWOD, WPAP, WCUZ, KIOV.
- WRIGHT BROTHERS "Fire In The Sky" (Mercury/PolyGram) 8/1**
Rotations: Heavy 0, Medium 0, Light 8, Total Adds 1, WEZL. Light: WOKQ, WWVA, WCMS, WOW, KVOO, KMAK, KSOP.

COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)	Album Title
ALABAMA/Forty Hour Week (RCA)	40 Hour Week
ALABAMA/Down On Longboat Key (RCA)	40 Hour Week
GEORGE STRAIT/Any Old Time (MCA)	Does Fort Worth Ever...
SHELLY WEST/I'll Dance The Two-Step (Viva)	Don't Make Me Wait...
EMMYLOU HARRIS/Rhythm Guitar (WB)	The Ballad Of Sally
DOLLY PARTON & KENNY ROGERS/Real Love (RCA)	Real Love
JUDDS/Drops of Water (RCA/Curb)	Why Not Me?
GEORGE STRAIT/The Fireman (MCA)	Does Fort Worth Ever...
STEVE WARINER/Heart Trouble (MCA)	One Good Night Deserves...
SHELLY WEST/Don't Make Me Wait On The... (Viva)	Don't Make Me Wait...
DOLLY PARTON/Tie Our Love (RCA)	Real Love
DAN SEALS/My Old Yellow Car (Liberty)	In San Antone
GAIL DAVIES/Break Away (RCA)	Where Is A Woman To...
JOHN FOGERTY/I Saw It On TV (WB)	Centerfield
ALABAMA/Can't Keep A Good Man Down (RCA)	40 Hour Week
GUS HARDIN/What We Gonna Do (RCA)	Wall Of Tears



Here's Something That Just Won't Keep!

BREAKERS

KEITH STEGALL
"California" 34-04771

RR 43 BB 40

Produced by Kyle Lehning



Adult/Contemporary

Continued from Back Page

BREAKERS

MADONNA

Crazy For You (Geffen)

69% of our reporters on it. Rotations: Heavy 5/0, Medium 46/18, Light 46/28, Total Adds 46 including WPIX, Y97, KVIL-FM, 2WD, W101, WARM98, WLTF, KLSI, KUDL, WMYX, WCCO, KYKY, KMG, KGW, KFMB, and 31 more. Debuts at number 21 on the A/C chart.

BRUCE SPRINGSTEEN

I'm On Fire (Columbia)

67% of our reporters on it. Rotations Heavy 8/0, Medium 60/7, Light 27/12, Total Adds 19, WTAE, WOMC, KUDL, WMYX, KYKY, KGW, WGY, WIVY, KLYF, WLHT, WFMK, WHNN, KRAV, KDUK, KIFM, KKPL, WAHR, WCIL, K99. Moves 23-17 on the A/C chart.

JANEY STREET

Under The Clock (Arista)

63% of our reporters on it. Rotations: Heavy 10/0, Medium 55/1, Light 24/9, Total Adds 10, WKBW, WRMM, WLTS, WARM98, WLLT, KMJI, WRKA, WTRX, WFMK, KDUK. Moves 25-22 on the A/C chart.

NEW & ACTIVE

SADE "Smooth Operator" (Portrait/CBS) 72/32

Rotations: Heavy 1/0, Medium 28/8, Light 43/24, Total Adds 32, WPIX, WSB-FM, KVIL-FM, 97AIA, W101, WOMC, KUDL, WCCO, KHOW, KOST, KFMB, WICC, V100, KEY103, WMJJ, WBT, CK101, WRKA, WRVA, KIOA, KRNT, WISN, KKUA, KWAV, KBEST, KIFM, KRLB, WAEV, WJBC, KWEB, WBOW, K99. Heavy: WSFL. Medium: WFBR, WRMM, WARM98, WAVE, WMGN, WHNN, WNNR, WKNE, WSKI, WSKY, WCKQ, WAGE, WKYX, WFFX, KTYL, WMT-FM, WJON, KTWO, KQSW.

LINDA RONSTADT "When I Fall In Love" (Asylum) 64/14

Rotations: Heavy 0/0, Medium 21/1, Light 43/13, Total Adds 14, WPIX, WRMM, WAEV, WKYE, KEY103, WSFL, WNAM, WHBC, KLYF, KOIL, KBOI, WNNR, WTNV, KFQD. Medium: WKBW, WMJI, WCCO, K594, WGY, WMAZ, WRVA, WISN, WHNN, KSL, WEIM, WKNE, WSKI, WSKY, WJBC, WCIL, WMT-FM, WJON, KTWO, KALE.

ALAN GORRIE "Diary Of A Fool" (A&M) 62/2

Rotations: Heavy 1/0, Medium 31/1, Light 30/1, Total Adds 2, WPIX, WAHR. Heavy: WNNR. Medium: K106, WBT, WMAZ, WRVA, WHBY, WHBC, KRNT, WISN, KSL, KKPL, WKNE, WSKI, WTNV, KRLB, WKYX, WFFX, WJBC, WCIL, WMT-FM, KEEZ, KWEB, WJON, KKL, KTWO, KRBS, KMG.

SERGIO MENDES "Let's Give A Little More This..." (A&M) 60/4

Rotations: Heavy 0/0, Medium 35/2, Light 25/2, Total Adds 4, KOST, WAVE, WMGN, KKPL. Medium: WFBR, WCCO, WSFM, WBT, WMAZ, WSFL, WRVA, WHBY, WHBC, KIOA, WHNN, KSL, WNNR, WEIM, WTKO, WKNE, WSKI, WPPA, WSKY, WCHV, WGSV, WAGE, WFFX, WJBC, WCIL, WMT-FM, KWEB, WJON, KTWO, KRNO, KRBS, KMBQ, KALE.

CHERYL LYNN "At Last You're Mine" (Private I/CBS) 56/1

Rotations: Heavy 2/0, Medium 30/0, Light 24/1, Total Adds 1, WCCO. Heavy: WKBW, WAHR. Medium: WFBR, WPIX, WRMM, KUDL, KFMB, WGY, WMAZ, WRVA, WMGN, WISN, KWAV, WNNR, WTKO, WKNE, WTNV, WGSV, WKYX, WAEV, WZLO, WFFX, KTYL, WJBC, WCIL, WMT-FM, WXUS, KWEB, WBOW, KQSW, KRBS, KALE.

TINA TURNER "Private Dancer" (Capitol) 52/9

Rotations: Heavy 13/0, Medium 27/7, Light 12/2, Total Adds 9, KKL, K101, KJR, WICC, WSFM, WLAC-FM, KRAV, KVUU, WXUS. Heavy: 2WD, KLSI, WKYE, WRAL, WMGN, WSKI, WPPA, WCKQ, WCHV, WKYX, KTYL, KQSW, KRBS. Medium: WTAE, Y97, KVIL-FM, WOMC, KMG, WAEV, V100, KEY103, WKJJ, WRKA, WMAZ, WSFL, WNAM, WENS, WTNV, WAHR, KRLB, WAEV, KKL.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 JULIAN LENNON	139/0	126	13	0
2 REO SPEEDWAGON	136/1	119	15	2
3 PHIL COLLINS	141/2	120	20	1
4 BILLY JOEL	133/2	106	24	3
5 COMMODORES	134/3	94	32	8
6 WHAM!	122/0	84	34	4
7 KENNY ROGERS	125/0	90	30	5
8 ERIC CARMEN	114/3	61	40	13
9 DeBARGE	127/11	32	79	16
10 FOREIGNER	97/0	51	41	5
11 DIANA ROSS	100/2	29	63	8
12 MANHATTANS	115/12	21	72	22
13 ANNE MURRAY	99/0	55	38	6
14 STEVE PERRY	87/0	29	46	12
15 DOLLY PARTON	101/10	17	66	18
16 DIONNE WARWICK & GLENN JONES	90/0	27	53	10
17 BRUCE SPRINGSTEEN	95/19	8	60	27
18 BARBRA STREISAND	100/14	4	76	20
19 CHICAGO	68/0	13	43	12
20 DAN HARTMAN	90/3	8	58	24
21 MADONNA	97/46	5	46	46
22 JANEY STREET	89/10	10	55	24
23 POINTER SISTERS	64/1	26	34	4
24 DARYL HALL & JOHN OATES	68/0	12	48	8
25 PHILIP BAILEY w/PHIL COLLINS	59/1	19	31	9

MOST ADDED

- MADONNA (46)
Crazy For You (Geffen)
- SADE (32)
Smooth Operator (Portrait/CBS)
- GEORGE BENSON (30)
I Just Wanna Hang Around You (WB)
- KOOL & THE GANG (30)
Fresh (De-Lite/PolyGram)
- WAR (23)
Groovin' (Coco Plum)
- HALL & OATES (20)
Some Things Are Better Left Unsaid (RCA)

HOTTEST

- JULIAN LENNON (96)
Too Late For Goodbyes (Atlantic)
- REO SPEEDWAGON (95)
Can't Fight This Feeling (Epic)
- PHIL COLLINS (94)
One More Night (Atlantic)
- BILLY JOEL (75)
Keeping The Faith (Columbia)
- KENNY ROGERS (54)
Crazy (RCA)
- COMMODORES (47)
Nightshift (Motown)

PAUL HARDCASTLE "Rain Forest" (Profile) 47/8

Rotations: Heavy 5/0, Medium 17/1, Light 25/7, Total Adds 8, KFMB, WSFM, WMGN, WISN, KVUU, WCHV, KFBS, KKL, WKLT, KFI, KWAV, KIFM, WCIL. Medium: WCCO, KMG, KOST, B100, WICC, WKYE, KRNT, KBOI, WNNR, WEIM, WKYX, KTYL, WMT-FM, KRNO, KMG, KEEZ.

DAVID LEE ROTH "California Girls" (WB) 47/3

Rotations: Heavy 19/0, Medium 21/3, Light 7/0, Total Adds 3, WSFM, WKYE, WING. Heavy: WPJB, KVIL-FM, WICC, V100, WKJJ, WSFL, WEZS, WAVE, WMHE, KKUA, WNNR, WEIM, WSKI, WPPA, WSKY, WCKQ, WCHV, KKL, WFFX, WFB, 97AIA, WLTS, 2WD, 55KRC, KMG, B100, KJR, WMJJ, CK101, KOIL, KWAV, WTNV, KRLB, WJON, KFOD, WRAL.

DENNIS DeYOUNG "Dear Darling" (A&M) 47/0

Rotations: Heavy 1/0, Medium 20/0, Light 26/0, Total Adds 0. Heavy: WEIM. Medium: WCCO, WBT, WMAZ, WSFL, WMGN, KSL, KKPL, WNNR, WKNE, WSKI, WCKQ, WGSV, WAGE, WAEV, WMT-FM, WJON, KTWO, KRBS, KMG, KALE.

ALABAMA "There's No Way" (RCA) 46/19

Rotations: Heavy 2/0, Medium 17/1, Light 27/18, Total Adds 19, WFBR, KVIL-FM, KFMB, KEY103, WRVA, WHBY, WNAM, KIOA, KBOI, WKNE, WSKI, KORQ, WMT-FM, WXUS, KWEB, WBOW, KFQD, KRBS, KMG. Heavy: WAHR, WCIL. Medium: 97AIA, WCCO, K106, WBT, WMAZ, WSFL, KRNT, KSL, WEIM, WTKO, WSKY, KRLB, KTYL, WJBC, KEEZ, KQSW.

CARS "Why Can't I Have You" (Elektra) 46/3

Rotations: Heavy 6/0, Medium 28/0, Light 12/3, Total Adds 3, WLTF, WSFM, KDUK. Heavy: WKBW, K106, WNNR, WCKQ, KEEZ, KALE. Medium: WFBR, KVIL-FM, WMJI, WSNY, KCNR, V100, WKYE, WKJJ, WRKA, WMAZ, WSFL, WTRX, WMGN, 3WM, KKPL, WSKI, WPPA, WSKY, WCHV, KRLB, WKYX, WZLO, KTYL, WCIL, WXUS, KKL, KTWO, KQSW.

ASHFORD & SIMPSON "Solid" (Capitol) 46/3

Rotations: Heavy 12/0, Medium 22/1, Light 12/2, Total Adds 3, WLLT, WSFM, KIFM. Heavy: WSNY, KMG, KOST, WKYE, WSFL, WAVE, KFI, KWAV, WCHV, WCIL, KRNO, KMG. Medium: WTAE, Y97, WSB-FM, KVIL-FM, 2WD, W101, KLSI, KKL, B100, K101, WICC, WKJJ, WLAC-FM, WRAL, WEZS, WENS, KVUU, WSKI, KRLB, KFBS, KKL.

KOOL & THE GANG "Fresh" (De-Lite/PolyGram) 45/30

Rotations: Heavy 0/0, Medium 6/0, Light 39/30, Total Adds 30, KVIL-FM, WLTS, WCCO, WAEV, WICC, WKYE, WSFL, WAVE, WNAM, KIOA, WTRX, KOIL, WHNN, KWAV, WSKI, WPPA, KORQ, WSKY, WGSV, KRLB, WKYX, WAEV, WZLO, WFFX, WCIL, KWEB, WJON, KKL, KTWO, KALE. Medium: WFBR, WAGE, KTYL, KQSW, KMG, WMGN.

GEORGE BENSON "I Just Wanna Hang Around You" (WB) 43/30

Rotations: Heavy 0/0, Medium 8/3, Light 35/27, Total Adds 30, WPIX, WRMM, WLTS, WARM98, WCCO, WMAZ, WSFL, WRVA, WHBY, WTRX, WISN, WHNN, WNNR, WEIM, WPPA, KORQ, WSKY, WCKQ, WCHV, WGSV, WAGE, WZLO, WFFX, WCIL, WMT-FM, KFBS, WXUS, KKL, KRBS, KMG. Medium: KSL, KIFM, KTYL, WJON, KQSW.

CAROL LYNN TOWNES "Believe In The Beat" (Polydor/PolyGram) 41/0

Rotations: Heavy 0/0, Medium 14/0, Light 27/0, Total Adds 0. Medium: WAEV, WMAZ, WRVA, WNNR, WEIM, WKNE, WSKI, WGSV, WCIL, KEEZ, WJON, KKL, KTWO, KALE.

DAVID SANBORN "Love And Happiness" (WB) 39/4

Rotations: Heavy 0/0, Medium 10/0, Light 29/4, Total Adds 4, WSFM, K106, WHBC, WJON. Medium: WMAZ, KRNT, WTRX, WNNR, WEIM, WKNE, WKYX, WFFX, KRBS, KALE.

WAR "Groovin'" (Coco Plum) 38/23

Rotations: Heavy 0/0, Medium 8/2, Light 30/21, Total Adds 23, WFBR, WICC, WCCO, WHBY, KIOA, KRNT, WTRX, WTKO, WKNE, KORQ, WCKQ, WCHV, WAHR, WAGE, WAEV, WZLO, WMT-FM, WXUS, KKL, KTWO, KRBS, KMG, KALE. Medium: WMAZ, WPPA, KTYL, WCIL, WJON, KQSW.

GLENN FREY "The Heat Is On" (MCA) 35/3

Rotations: Heavy 14/0, Medium 17/2, Light 4/1, Total Adds 3, 97AIA, KCNR, WSFM. Heavy: WPJB, 2WD, WKYE, WHAS, WKJJ, WAVE, WENS, KKUA, WSKI, WPPA, KTYL, KFBS, KKL, KQSW. Medium: KVIL-FM, WOMC, KYKY, KMG, B100, KJR, V100, WRKA, WRAL, WNAM, WMGN, KRAV, WCHV, KRLB, KALE.

SIGNIFICANT ACTION

CHICAGO "Along Comes A Woman" (Full Moon/WB) 29/2

Rotations: Heavy 1/0, Medium 15/1, Light 13/1, Total Adds 2, WMGN, KTWO. Heavy: KALE. Medium: KVIL-FM, KYKY, V100, WMAZ, WNNR, WEIM, WSKI, WPPA, WSKY, WCKQ, KRLB, KTYL, WBOW, KQSW.

MADONNA "Material Girl" (Sire/WB) 25/6

Rotations: Heavy 12/0, Medium 6/1, Light 7/5, Total Adds 6, WNIC, WOMC, B100, K101, WRAL, KRAV. Heavy: WPJB, KVIL-FM, KMG, WICC, V100, WMHE, KKUA, WPPA, WSKY, WCKQ, KRLB, WKYX. Medium: WHAS, WMAZ, WENS, WTNV, KFBS.

PRINCE "Take Me With U" (WB) 21/2

Rotations: Heavy 1/0, Medium 11/1, Light 9/1, Total Adds 2, KOIL, KTYL. Heavy: WPPA. Medium: KVIL-FM, KOST, V100, WSFL, WMGN, WNNR, WSKY, WCKQ, WKYX, KKL.

DARYL HALL & JOHN OATES "Some Things Are Better Left Unsaid" (RCA) 20/20

Rotations: Heavy 0/0, Medium 4/4, Light 16/16, Total Adds 20, 55KRC, KUDL, KYKY, V100, K106, WSFL, WAVE, KWAV, WNNR, WKNE, WPPA, WSKY, WCKQ, WAGE, KRLB, WKYX, WAEV, KTYL, KFBS, KQSW.

JOHNNY GILL "Half Crazy" (Cotillion/Atco) 20/19

Rotations: Heavy 0/0, Medium 11, Light 18/18, Total Adds 19, WCCO, WMAZ, WRVA, WNNR, WEIM, WSKI, KORQ, WGSV, WAGE, KRLB, WKYX, WZLO, KTYL, WJBC, WCIL, WXUS, KQSW, KRBS, KMG.

FOREIGNER "That Was Yesterday" (Atlantic) 18/18

Rotations: Heavy 0/0, Medium 3/3, Light 15/15, Total Adds 18, WPJB, 97AIA, WLTF, V100, WKYE, K106, WSFL, WAVE, WNAM, KOIL, WNNR, WCKQ, KRLB, WKYX, KTYL, WXUS, WQSW, KALE.

ALISON MOYET "Invisible" (Columbia) 16/10

Rotations: Heavy 0/0, Medium 1/1, Light 15/9, Total Adds 10, WCCO, WNAM, WTRX, WMGN, KWAV, WNNR, WSKY, WCKQ, WZLO, KRBS.

BILLY OCEAN "Loverboy" (Jive/Arista) 14/1

Rotations: Heavy 2/0, Medium 5/0, Light 7/1, Total Adds 1, WSFM. Heavy: WKJJ, KKUA. Medium: WPJB, KVIL-FM, KMG, WRKA, WTNV.

SANTANA "Say It Again" (Columbia) 13/3

Rotations: Heavy 1/0, Medium 6/1, Light 6/2, Total Adds 3, WLTS, 2WD, K106. Heavy: KALE. Medium: WNNR, WCKQ, KTYL, KEEZ, KQSW.

SURVIVOR "High On You" (Scotti Bros./CBS) 12/3

Rotations: Heavy 1/0, Medium 7/1, Light 4/2, Total Adds 3, 2WD, V100, K106. Heavy: WCKQ. Medium: WPJB, KVIL-FM, WLLT, WKJJ, KKL, KALE.

GLEN CAMPBELL "A Lady Like You" (Atlantic America) 12/1

Rotations: Heavy 3/0, Medium 5/1, Light 4/0, Total Adds 1, KOY. Heavy: WHBY, KSL, WEIM. Medium: WCCO, WMAZ, WISN, WAHR.

SAM HARRIS "Over The Rainbow" (Motown) 11/9

Rotations: Heavy 0/0, Medium 1/1, Light 10/8, Total Adds 9, WMAZ, WEIM, WSKY, WAEV, WJBC, KFBS, WJON, KTWO, KQSW.

ELAINE PAIGE & BARBARA DICKSON "I Know Him So Well" (RCA) 11/7

Rotations: Heavy 0/0, Medium 0/0, Light 11/7, Total Adds 7, WCCO, WSKI, KTYL, WCIL, WMT-FM, KQSW, KRBS.

NYLONS "Silhouettes" (Open Air) 11/4

Rotations: Heavy 0/0, Medium 3/1, Light 8/3, Total Adds 4, WCCO, K106, WMT-FM, KFBS. Medium: WTKO, KTWO.

JOHN FOGERTY "Rock And Roll Girls" (WB) 10/10

Rotations: Heavy 0/0, Medium 2/2, Light 8/8, Total Adds 10, WKBW, WICC, WAVE, KOIL, WNNR, WSKY, WCKQ, WGSV, KRLB, KALE.

MICK JAGGER "Just Another Night" (Columbia) 10/1

Rotations: Heavy 1/0, Medium 4/0, Light 5/1, Total Adds 1, WMHE. Heavy: KKL. Medium: WPJB, WAVE, WSKY, WCHV.

R&R

AOR / ALBUMS

March 8, 1985

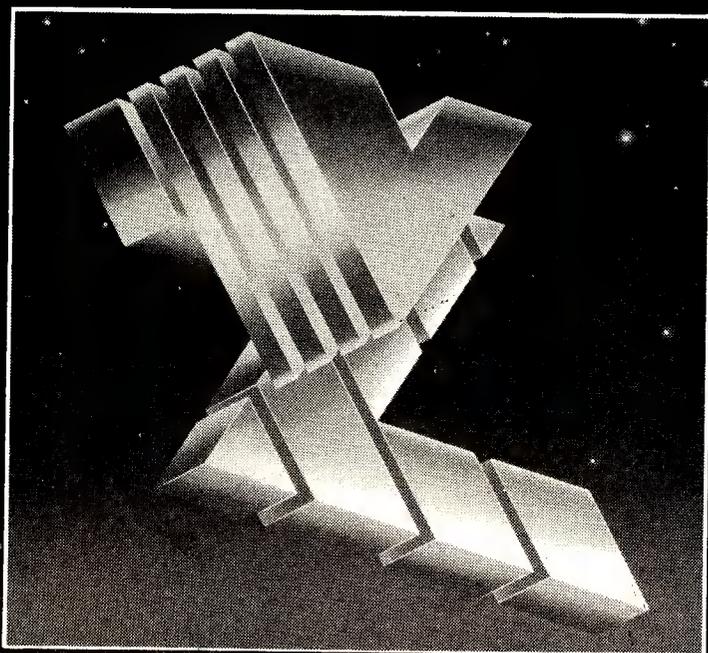
154 REPORTERS

Three Two Last
Weeks Weeks Week

Total Hot Medium Total
Reports Rotation Rotation Adds All
Rotations

Three Weeks	Two Weeks	Last Week	Rank	Artist/Album (Label)	Tracks	Total Reports	Hot Rotation	Medium Rotation	Adds	All Rotations
-	2	2	1	PHIL COLLINS/No Jacket Required (Atlantic)	"One More Night" (120) "Inside" (58) "Don't Lose" (46)	154+	143+	9-	2=	
-	1	1	2	MICK JAGGER/She's The Boss (Columbia)	"Just Another" (139) "Lonely" (114) "Lucky" (42)	152-	143-	9=	0-	
4	5	3	3	FIRM/The Firm (Atlantic)	"Radioactive" (141) "Closer" (90) "Satisfaction" (63)	146-	135+	11-	0=	
2	4	4	4	DON HENLEY/Building The Perfect Beast (Geffen)	"All She Wants To" (137) "Sunset" (33) "Drivin'" (19)	145=	131-	14+	1+	
1	3	5	5	JOHN FOGERTY/Centerfield (WB)	"Rock And Roll" (132) "Centerfield" (39) "T.V." (38)	145-	121-	24-	0=	
13	11	9	6	BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	"I'm On Fire" (132)	134+	106+	27-	5-	
-	9	7	7	FALCON & THE SNOWMAN/Soundtrack (EMI America)	"This Is Not America" (143)	143-	88-	55-	0-	
6	8	8	8	FOREIGNER/Agent Provocateur (Atlantic)	"Yesterday" (125) "Tooth" (21) "I Want" (17)	136-	99-	37-	1+	
3	6	6	9	BRYAN ADAMS/Reckless (A&M)	"Somebody" (106) "It's Only Love" (28) "Kids" (12)	121-	101-	20+	1=	
-	12	12	10	ALAN PARSONS PROJECT/Vulture Culture (Arista)	"Let's Talk" (135) "Days" (13)	143+	65+	77-	3+	
5	7	10	11	VISION QUEST/Soundtrack (Geffen)	"Only The Young" (92) "Hungry" (75) "Change" (16)	127-	75-	52+	2-	
				DEBUT 12 SANTANA/Beyond Appearances (Columbia)	"Say It Again" (128) "Breaking Out" (16)	135	61	74	8	
-	17	14	13	THE BREAKFAST CLUB/Soundtrack (A&M)	"Don't You" (139)	139+	49+	89-	6-	
7	10	11	14	DAVID LEE ROTH/Crazy From The Heat (WB)	"Easy Street" (122) "California" (31) "Gigolo" (20)	132-	61-	70+	3+	
17	16	15	15	TRIUMPH/Thunder Seven (MCA)	"Follow Your Heart" (96)	104-	35=	69+	6+	
9	13	13	16	CARS/Heartbeat City (Elektra)	"Why Can't I Have You" (92)	94-	52-	42+	1=	
10	15	16	17	DEEP PURPLE/Perfect Strangers (Mercury/PG)	"Nobody's" (83) "Knocking" (25) "Perfect" (15)	97-	28-	67+	11+	
				DEBUT 18 GREG KIHN/Citizen Kihn (EMI America)	"Lucky" (105)	105	21	83	8	
18	19	18	19	GEORGE THOROGOOD.../Maverick (EMI America)	"I Drink Alone" (76) "Gear Jammer" (32)	98-	20+	76-	8+	
28	30	25	20	LOS LOBOS/How Will The Wolf Survive? (Slash/WB)	"Will The Wolf Survive?" (96)	98+	19+	76+	15+	
-	28	22	21	TUBES/Love Bomb (Capitol)	"Piece By Piece" (99)	102+	8+	92+	7-	
-	-	32	22	CHICAGO/Chicago 17 (Full Moon/WB)	"Along Comes" (84)	84+	31+	51+	14-	
27	26	21	23	ELLIOT EASTON/Change No Change (Elektra)	"Like A Wheel" (94)	99-	9+	90-	2-	
12	18	19	24	SURVIVOR/Vital Signs (Scotti Bros./CBS)	"High On You" (55) "Broken Promises" (20)	67-	38-	29+	3=	
-	-	33	25	VAN MORRISON/A Sense Of Wonder (Mercury/PG)	"Tore Down" (88)	93+	16+	70+	17-	
36	35	27	26	GARY O'/Strange Behavior (RCA)	"Shades of '45" (88)	88+	9+	74+	14+	
25	25	23	27	DONNIE IRIS/No Muss...No Fuss (HME/CBS)	"Injured" (88)	89-	9=	79-	4+	
19	24	20	28	JOHN PARR/John Parr (Atlantic)	"Magical" (64) "Naughty Naughty" (20)	80-	14-	64-	4-	
23	27	26	29	AUTOGRAPH/Sign In Please (RCA)	"My Girlfriend's" (43) "Turn Up The Radio" (38)	73-	14+	54-	6-	
11	14	17	30	LRB/Playing To Win (Capitol)	"Playing To Win" (67)	72-	18-	53-	1+	
29	32	29	31	ROBIN GEORGE/Dangerous Music (Bronze/Island)	"Heartline" (75)	78+	6-	72+	7+	
16	20	24	32	KINKS/Word Of Mouth (Arista)	"Living" (52)	56-	23-	33-	1+	
39	-	34	33	LOUDNESS/Thunder In The East (Atco)	"Crazy Nights" (60)	64+	2=	60+	5-	
				DEBUT 34 FIONA/Fiona (Atlantic)	"Talk To Me" (64)	67+	1+	51+	33-	
15	22	30	35	REO SPEEDWAGON/Wheels Are Turnin' (Epic)	"Can't Fight" (37) "One Lonely Night" (14)	47-	22-	23+	5+	
38	-	39	36	U2/The Unforgettable Fire (Island)	"Homecoming" (46)	56+	13-	39+	9+	
				DEBUT 37 MICHAEL BOLTON/Everybody's Crazy (Columbia)	"Everybody's Crazy" (56)	58+	2+	46+	22+	
14	21	31	38	JULIAN LENNON/Valotte (Atlantic)	"Too Late For Goodbyes" (40)	46-	20-	24-	3+	
8	23	28	39	BEVERLY HILLS COP/Soundtrack (MCA)	"The Heat Is On" (36)	37-	20-	17-	0-	
				DEBUT 40 MOUNTAIN/Go For Your Life (Scotti Bros./CBS)	"Hard Times" (48)	50+	1=	37+	24-	

VAN - ZANT
"I'M A FIGHTER"



12" AOR PRO, ON YOUR DESK MARCH 11



BREAKERS

SANTANA

Beyond Appearances (Columbia)

88% of our reporters on it. 135/8 with adds at: WYSP, WKLS, WXRT, KINK, WDIZ, KISS, KMOD, KEZE. Debuts at #12 on the Albums chart.

GREG KIHN

Citizen Kihn (EMI America)

68% of our reporters on it. 105/8 including adds at: KYYS, KDKB, CHEZ, WAQX, KLAQ, WFBQ, WIOT, KZAM. Debuts at #18 on the Albums chart.

VAN MORRISON

A Sense Of Wonder (Mercury/PolyGram)

60% of our reporters on it. 93/17 including adds at: KSHE, KUPD, WEZX, WAPL, WTUE, WLAV, WBLM. Moves 33-25 on the Albums chart.

GARY O'

Strange Behavior (RCA)

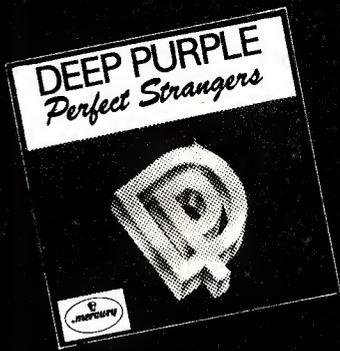
57% of our reporters on it. 88/17 including adds at: WLUP, WEZX, KMJX, WBLM, KQWB. Moves 27-26 on the Albums chart.

ROBIN GEORGE

Dangerous Music (Bronze/Island)

51% of our reporters on it. 78/7 with adds at: KSRR, WMMS, KSHE, WKDF, KLPX, WWWV, KZOO. Moves 29-31 on the albums chart.

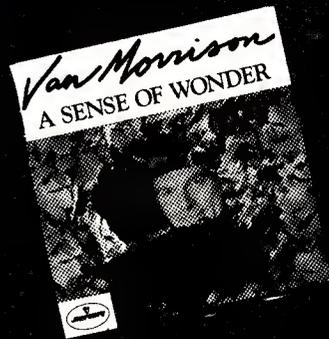
The Rockers Of '85!



DEEP PURPLE "Nobody's Home"

The third classic from the platinum-plus album,
"Perfect Stranger"

AOR **BREAKERS** 25



VAN MORRISON "Tore Down A La Rimbaud" 30

AOR **BREAKERS**

From The AOR **BREAKERS** Album

"A Sense Of Wonder" 25



TEARS FOR FEARS "Everybody Wants To Rule The World" 37

One of the most added records

From the album "Songs From The Big Chair,"
on your big chair now!

CONEY HATCH "Fantasy" is real! From their album "Friction"

On over 40 stations, including KLOS, WHJY, KZEW, WYSP, WEBN,
WRIF, WLLZ, DC101, WYNF, WQFM

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