

**I N S I D E:**

**INTRODUCING: IMAGE & MARKETING**

This issue R&R debuts a new weekly column devoted to radio station promotional activities. The Image & Marketing page, written and compiled by former RKO VP and promotions veteran Harvey Mednick, will highlight specific creative station promotions and discuss useful ideas all stations can benefit from. Plus a Dateline feature on forthcoming events of interest, and much more. **Page 18**

**FM LICENSES: A WHOLE NEW BALLGAME**

As the FCC set the rules for Docket 80-90 FM drop-ins, it also radically revised procedures for FM licenses. And some of the FM drop-in rules raised some ire as well. **Page 8**

**SUCCESS IN RADIO: WHAT DOES IT TAKE**

Career strategist and author Dr. Adele Scheele examines the backgrounds of several successful radio executives to isolate the recurring elements in Part I of a three-part Management series. **Page 17**

**PEOPLE IN THE NEWS THIS WEEK**

- C.J Jones VP/GM at WXTU
- Tom Mierendorf VP/GM at WAWA & WLUM
- Tim Lee Station Mgr./GSM at WAWA
- Bill McNulty GSM at WLUM
- Mark Zintel PD at WYNF
- Mike Fuszner PD at KKMI
- John Marks PD at KRPM
- Gary Rawm PD at KRSI & KJJO
- Al Wynter PD at WSM
- Joel Grey PD at WENS
- Mel Diamond VP at SMN
- Bob Harrison President of Lowe Broadcasting
- Jim Meltzer VP/GM, Bobby Hatfield PD at WZKC
- Michael Hilber VP at Trans World
- Skip Broussard GSM at WQUE-AM & FM

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**CRS: A POSITIVE OUTLOOK**

As Lon Helton begins an in-depth look at the key Country Radio Seminar sessions, he finds the country industry's people in optimistic spirits. Also, the very interesting results of the CRS's groundbreaking radio survey. **Page 40, 43**

**USA FOR AFRICA UPDATE**

WMMR/Philadelphia raises \$119,000 for African relief; WWWS/Saginaw stages a one-man 48-hour radiothon; and a message to Black/Urban stations from Walt Love. The "We Are The World" record is now moving up on all four Back Page charts. **Page 34, 44, 80**

Newsstand Price \$3.50



**17 RADIO SPINOFFS POSSIBLE**

**Cap Cities Set To Acquire ABC In \$3.5 Billion Deal**

The largest broadcast deal in history was announced this week when Capital Cities Communications and ABC revealed that the smaller company will take over ABC for \$3.5 billion. While January 1 is the target date for the merger, insiders expect the complicated transaction to take a year or more to finalize. The new entity will be known as Capital Cities/ABC, Inc.

The most dramatic impact on the radio industry will be the almost certain spinoff of numerous radio properties in Los Angeles, New York, Detroit, Dallas, Houston, and possibly Chicago. The two groups have a combined total of 17 radio stations in those markets, and many will have to be sold to comply with the FCC's one-to-a-market rule, which prohibits new radio-TV combos, and its duopoly rule, barring ownership of more than one AM and one FM in the same market.

**CROOKS EXEC. VP**

**Colombo President As Blair Restructures Rep Operation**

In a major restructuring of its radio rep operations, John Blair & Co. has tapped Christal Radio President Charlie Colombo to become the next President of Blair Radio. Prior to taking over Christal in 1981, Colombo was Exec. VP of Eastman Radio.

Colombo replaces 27-year Blair veteran John Boden, who becomes Vice Chairman of the Radio Representation Division, which includes both Blair Radio and Blair/RAR. Taking on the additional title of Chairman of the division is Jim Hilliard, Sr. VP/Radio for John Blair & Co. They are joined by the division's newly-appointed Executive VP, former Seicom, Inc. President Barbara Crooks.



**BROADCASTING'S BIGGEST DEAL GOES DOWN** — Shown signing their merger agreement, valued at \$3.5 billion, are (l-r seated) ABC, Inc. Chairman/CEO Leonard Goldenson and Capital Cities Chairman/CEO Thomas Murphy; (l-r standing) ABC President/COO Frederick Pierce and Cap Cities President/COO Daniel Burke.

**"Grandfather" Questions**

Although the situation is

unclear, it's possible that ABC may also lose "grandfathered" waivers that have allowed it to own AM-FM-TV combos in Los Angeles, New York, Detroit, and Chicago. FCC observers differed as to whether the ABC grandfather status would be affected.

Even if the new company chooses to dump TV stations and keep the largest possible radio roster, at least six radio properties would still have to be divested (an AM and an FM each in New York and Los Angeles). **ABC/See Page 6**

**Hamilton Takes GM Post At KOPA-AM & FM**

KMBQ & KEEL/Shreveport VP/GM Carl Hamilton has resigned from Multimedia to become General Manager at First Media's KOPA-AM & FM/Phoenix. He replaces Gary Guthrie, who remains as a consultant to First Media.

First Media President Glenn Potter told R&R, "Carl is a real strong talent with a good background in programming and **HAMILTON/See Page 6**

**MALRITE SUES TO BLOCK SALE**

**H&W Buys KTNQ & KLVE; Wolt To Manage Stations**

H&W Communications has announced plans to purchase KLVE & KTNQ/Los Angeles from K-LOVE Broadcasting and Liberman Enterprises, pending FCC approval. An official price was not disclosed, but industry sources place the figure for the Hispanic-programmed combo at around \$40 million.

The proposed transaction has been clouded by a lawsuit filed against the seller by Malrite Communications Group, which charges that the three Liber-

man brothers repudiated a binding agreement it had to buy the stations for \$36 million. The Los Angeles Times reported that Malrite had submitted a \$100,000 check with a letter promising to pay \$35 million cash for the stations and an additional \$1 million for the studio/office building and real estate.

Also named as codefendant in the suit was Washington-based media attorney James Gammon, who is accused of advising the Libermans to abandon the Malrite offer. In addition to seeking \$10 million in punitive damages, Malrite intends to block the sale of the stations to H&W and force the seller to fulfill its purported original agreement.

Neither Malrite nor the Libermans could be reached for comment regarding the litigation. **H&W/See Page 6**

**Stevens WYSP's New GM**



Ken Stevens

Ken Stevens is the new GM at Infinity Radio's WYSP/Philadelphia. He joins the AOR station from his dual post as Shamrock Communications VP/Programming and VP/GM at the company's WGRX/Baltimore. Stevens succeeds former VP/GM A. Richard Marks, who left WYSP five weeks ago to head newly-formed Rand Communications.

Infinity President Mel Karmazin noted, "I am convinced that under Ken's leadership, WYSP will emerge as a leader in the market and meet the high expectations that Infinity has for the station." **STEVENS/See Page 6**

**PAPER ADDS:**

**A New Stand**

Last week R&R spoke out about the problem of paper adds. This week, as promised, we are providing the details of our new policy on paper adds (see Page 4). We applaud the strong stand taken by the Gavin Report this week, and urge all trade publications concerned about eliminating the damaging practice of paper adds to formulate firm guidelines of their own on the issue.



Carl Hamilton

**WELCOME  
TO THE  
PLEASURE  
DOME.  
IT'S WHAT  
YOUR  
JOURNEY'S  
ALL ABOUT.**

90232



[ ♪ + | + ♥ + ✝ ] \* Ⓚ = BANG!



MARCH 22, 1985

**THE KIRO PRACTICAL APPROACH TO NEWS RADIO**

KIRO dominates Seattle with a no-nonsense, businesslike approach to serving its community with all the news, plenty of sports, and a willingness to spend money to make money. Brad Woodward tells the story.

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**TRANSACTIONS**

**JAG Buys WLPM & WFOG For \$9.25 Million**

JAG Communications, headed by WOR/New York personality John A. Gambling, has agreed to purchase WLPM & WFOG/Norfolk-Suffolk from Tech/Ops, Inc. for \$9.25 million. MOR-formatted WLPM has 1 kw at 1450 kHz; WFOG programs Beautiful Music with 50 kw on 92.9 mHz at 500 feet.

Tech/Ops is also in the process of selling its other radio property, WJYE/Buffalo. JAG Communications also operates WLKW-AM & FM/Providence and WROW-AM & FM/Aibany, NY.

**Also pending FCC approval:**

• KOKA/Shreveport from Mid-America Media to Triple J. Communications for \$1.15 million. The Urban/Contemporary station operates with 10 kw days/500 watts nights at 1550 kHz.

• WEZG-AM & FM/North Syracuse, NY from SOQ Broadcasting to Lorenz Broadcasting for \$1.35 million. The AM is a 1 kw daytimer at 1220 kHz; WEZG-FM has 3 kw on 100.9 mHz at 165 feet. Both stations have Easy Listening programming.

**Jones Transfers To VP/GM At Beasley's WXTU**

C.J. Jones has been appointed VP/GM of Beasley's WXTU/Philadelphia, transferring from the same position at the firm's WYNG/Evansville, IN property.

Beasley Exec. VP Allen Shaw told R&R, "C.J. has a great feel for both the station and the market. With the full support of the staff and everyone at Beasley, we feel he's going to take WXTU and Country in Philadelphia to even

greater success."

Jones commented, "Running the flagship of the Beasley group is a great thrill and challenge for me." Before joining WYNG, Jones also worked at Beasley's WDMT/Cleveland and WWSR & WTIP/Charleston, WV. He was also Exec. VP/GM of WCSC & WXTC-Charleston, SC and GM for Seonix Group Broadcasting in South Carolina.

**Zintel Elevated To WYNF Program Director**

WYNF/Tampa afternoon personality Mark Zintel has been advanced to PD at the Taft AOR outlet. Zintel fills the vacancy created four weeks ago by the departure of former PD Tim Smith.

VP/GM Chris Wheat said, "We wanted someone familiar with the Tampa Bay market, and someone who had experience managing people. I feel comfortable with Mark, and the staff respects him and will work hard for him."

Zintel joined WYNF five years ago as MD when the station was CHR. He worked in sales for three years before returning on-air in 1983. "I've run the gamut of positions at the station," he told R&R, "and there was nothing left to do but programming. Having done sales gives me empathy for the sales department. There's nothing laid back about this station - I'm

not afraid to get out there, be visible, and do what needs to be done to take care of CHR competition."

Zintel's 13 years of radio experience includes stops at B97/New Orleans, KAAV/Little Rock, WROK/Rockford, and Indianapolis stations WNDE and WIFE.

**AM SETS REQUEST FORMAT**

**Rawn Named PD At KRSI & KJJO**

After six months as a personality, Gary Rawn has been promoted to PD at Roy H. Park's KRSI & KJJO/Minneapolis. Rawn replaces Jerry Anderson, who stepped down to concentrate on his afternoon airshift for KJJO's "eclectic rock" format. KJJO morning cohort John Antonelli has been named MD for both stations, while KRSI has dropped its Satellite Music Network CHR presentation in favor of live "all-request" programming.

GM Mike Waggoner said, "Ron and John are veterans of West Coast and Twin Cities broadcast wars and will be directly responsible for a new push by the company."

Rawn came to KJJO after a 12-year hiatus from radio, during which time he worked for Time-Life, McGraw-Hill, and most recently the Wisconsin-based Weekly Newspapers, Inc. His broadcast background includes a PD stint at KAFY/Bakersfield and on-air positions at KACY/Ox-

**McNULTY, LEE UPPED**

**Mierendorf Becomes WAWA & WLUM VP/General Manager**

Tom Mierendorf has been promoted from GSM to VP/GM at All Pro Broadcasting subsidiary Suburbanair, Inc., owner of Black-formatted WAWA & WLUM/Milwaukee. Concurrently, Senior Account Executive Bill McNulty moved up to GSM for WLUM, while Tim Lee stepped up to Station Manager/GSM for WAWA.

All Pro President Willie Davis told R&R, "Tom's an experienced broadcaster, and I felt when he came to us that he had the possibility of being promoted to GM. Bill's done an outstanding job over the past several years, and was more than ready to be promoted. Tim's been with us for nine months, and he's a man with a very bright future. It's important that we were able to promote from within. As a young company, you grow on good people."

A seven-year radio veteran, Mierendorf started his career at neighbor WBCS, and also worked at crosstown WOKY before joining WAWA & WLUM early last year. He said, "This is something I've worked toward for the last five years. Though we made a good turnaround in 1984, I don't think we're anywhere near our potential yet. It'll be my goal to put us in the direction that will allow us to reach the objectives we've established for the stations."

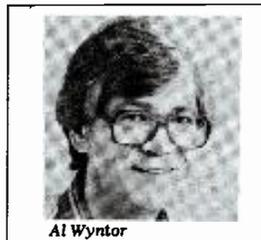
**Fuszner New PD At KKMI**

Mike Fuszner has been named PD at A/C-formatted KKMI/Seattle. The sale of the station from Madison Park Broadcasting to Behan Broadcasting is expected to be completed next week, at which time KKMI will go dark for a few days to institute programming changes.

Commenting on Fuszner's appointment, GM Ron Watson told R&R, "We think we're lucky to find Michael, who was one of our top three candidates."

Fuszner comes to KKMI after a year as PD at WIVY/Jacksonville. Before that he spent four years as MD at WMJC/Detroit. "It's unusual to be able to come into a new station and essentially put it together from scratch," he said. "We've done our homework and have all the tools necessary to reach 25-49 demographics with our modified A/C format."

**Wyntor Upped To WSM PD**



Al Wyntor

Al Wyntor has been promoted to Program Director for WSM (AM)/Nashville. Wyntor is the station's morning personality and was named Asst. PD a few months ago.

Opryland USA Group Programming Director Gregg Lindahl commented, "Because of the good progress the station has made since he's been here, Al has earned the right to be WSM-AM's Program Director."

Wyntor told R&R, "The chance to be on the air and program one of America's premier radio stations is one that doesn't come around every day. Gregg and I are in sync with the way we do things, and it's deeply gratifying to know he has the confidence in what I do."

Wyntor joined WSM a year ago from WHK/Cleveland. Earlier, he was on the air at WDAF/Kansas City.

**Diamond Upped To VP/Sales At SMN**

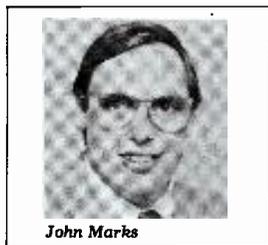
Satellite Music Network has promoted Mel Diamond to the newly-created position of Vice President/Sales, reporting directly to President/CEO John Tyler. Diamond had been Director/Sales for the company.

Commenting on Diamond's promotion, Tyler told R&R, "Mel has done an outstanding job for us, and this is the way we reward people who have done an outstanding job. He has played a key role in increasing the sales revenue for this company, and is largely responsible for the tremendous growth we have experienced."

Diamond said, "It has been a challenge and a pleasure to develop and work with the network's entire advertising sales staff in building a strong, successful division. Satellite Music Network's rapid expansion provides us with virtually unlimited opportunities for further growth."

Diamond began his career as an Account Executive at Young & Rubicam, and later moved to Cunningham & Walsh. He became Ac-

DIAMOND/See Page 4



John Marks

Veteran Country programmer John Marks has been named PD at Highsmith Broadcasting's KRPM/Seattle. He succeeds former VP/Programming John Lodge, who departed from the company a few weeks ago to form his own consultancy.

A 13-year broadcaster, Marks most recently served over a year with Jim Long & Partners as an on-site consultant for KSSN/Little Rock, while also providing assistance to KAYD/Beaumont and WKJN/Baton Rouge. He was earlier an evening air personality at WJEZ/Chicago. Marks told R&R, "It's a prime opportunity for me in terms of doing the personality/high-profile kind of radio I've always believed in and have wanted to do for quite a while. Highsmith has made a major commitment, and I'm excited to be a part of it."

**Grey Takes WENS PD Post**

WENS/Indianapolis has tabbed former KMJI/Denver OM Joel Grey as its new Program Director. Former programmer Scott Wheeler will remain with the station as an air personality.

WENS GM Christine Woodward commented to R&R, "The job requires someone who has both the people skills and the understanding of the musical direction the station is taking. We've found that Joel has the qualities we were seeking."

Said Grey, "It will be great working with both Chris and Emmis VP/Programming Riek Cummings. The station is on track; we just have to fine-tune some ele-

GREY/See Page 4

# Paper Adds: A Problem To Be Solved

Paper adds hurt everyone. Radio stations that report records they're not playing set off a damaging chain reaction that affects other radio stations, record companies, and trade publications. Paper adds give radio stations the wrong idea about a record's actual strength. They throw a wrench into record labels' marketing and sales support plans by promising airplay that isn't there. They distort the airplay information tabulated by the trades and affect the statistics the trades give back to their readers, the radio stations, and record companies.

With these concerns in mind, R&R will drop from reporting status any radio reporter found to be practicing paper adds. The first step will be to hold preliminary discussions with programmers and their station and corporate management. We're confident that most potential paper add problems will quickly sort themselves out in the interests of preserving the integrity of individual stations and the industry as a whole.

Should action be required, R&R will base its decisions on independently-secured representative airchecks of radio stations in question, checked against their reported playlists.

## A Privilege, Not A Right

R&R does not wish to set itself up as a traffic cop for the industry. We also do not wish to encourage stations to start witch hunts against their competitors. We know that the overwhelming majority of our reporters practice the strictest standards of playlist compilation.

But we firmly believe that reporting, contributing to a national airplay tabulation that has long been regarded as the industry standard for accurate, up-to-date information, is a privilege, not a right. And those that abuse the

privilege must face losing it.

R&R cannot dictate a set number of daily plays a newly-added record should receive. But before a station reports a record, we suggest that it ask itself:

1) Is this record being given rotation equal to others in the same category?

2) Is this rotation adequate to evoke listener response?

A "no" to either question would indicate that reporting the record as

## WSRF Switches To Big Band

TK Communications' Oldies outlet WSRF/Ft. Lauderdale has changed to Big Band, adopting the slogan "Sounds Of Yesterday." Targeted at the 35-64 demographic, the independently-programmed format is broadcast Monday-Friday midnight-4:30pm. Rounding out the station's offerings are the 9am-noon "Saturday With Sinatra," various ethnic programs, and news.

WSRF & WSHE VP/GM Chuck Bortnick told R&R, "We went to Golden Oldies from Country a couple of years ago. We figured the move would make a good combo sell. It worked for a while, but didn't pan out the way we expected. The music was still catering to a younger audience who didn't listen to AM. There were other stations playing Big Band and getting good audience shares; we felt the market could support another one." In terms of public response, Bortnick added, "Audience and advertiser feedback have been good."

Concurrent with the format switch, 30-year broadcasting veteran Hal Tunis has been appointed WSRF's Local Sales Manager. No call letter or further staff changes are planned.

an add would be inappropriate and misleading.

We trust that exposing the situation publicly will be sufficient to clear up much of the paper adds problem. We're happy to see the Gavin Report agrees with us about the seriousness of the issue, and once again we urge other concerned trade publications to at-

tack the problem. It's also in the best interests of record companies to make sure that adds on their records are meaningful. Once this problem is cleared up, the benefits to everyone from honest playlist reporting will become obvious.

R&R

## H&W

Continued from Page 1

but Gammon told R&R that Malrite had no contract to buy the stations. "Not a chance. Malrite submitted a check to their broker, but I don't know if it ever got to the Libermans. There was no agreement that a \$100,000 check be sent. You don't bind a \$36 million deal with \$100,000. In its complaint to the court, Malrite said that a couple of days before it sent an offer, there was an agreement to sell the station that was so specific - over the telephone - that the court should specifically enforce it. And yet two days later, Malrite sent an offer to the Libermans subject to . . . several basic conditions that Malrite had yet to satisfy itself about. It was never accepted - nothing in writing was signed by the Libermans. The complaint is composed of gossip."

If and when the sale to H&W is completed, plans are for H&W to move its mainland corporate headquarters from Indianapolis to Los Angeles, and company President Ken Wolt will assume the President/GM duties for both stations. Financial headquarters for H&W will remain in Honolulu along with majority partner Cecil Heftel and Executive VP Christopher Heftel, who expressed "great enthusiasm for the deal."

## New Owner Confidence

K-LOVE copincipal Elias Liberman noted "confidence and pleasure in the new owners, and their dedication to serving the Hispanic community" (which accounts for about 30% of the overall market population).

"From our point of view," Wolt said, "moving into a broadcasting community the size of Los Angeles has a tremendous amount of potential. I look for all pieces to be in place by early summer so that we can relocate our headquarters." In addition to the day-to-day duties at KLVE & KTNQ, Wolt retains responsibility for H&W outlets WLUP/Chicago, WZPL/Indianapolis, and WLIT/Cincinnati. Heftel also owns KSSK & KULA/Honolulu.

KTNQ operates with 50 kw on 1020 kHz, while KLVE has 37 kw on 107.5 mHz at 5800 feet above average terrain. The stations are the exclusive Spanish-language outlets for Dodgers and Angels baseball and Rams and Raiders football.

## DIAMOND

Continued from Page 3

count Supervisor at Ted Bates in New York, then moved to Metro-media as Director/Marketing Development. He joined RKO Radio in 1979 to help build the RKO Radio Network, and subsequently moved into cable television. Diamond joined Satellite Music Network in April 1984.

## Harrison Named Lowe Broadcasting President

Bob Harrison has been appointed President of the Broadcast Division of the Lowe Group of Companies, supervising operations at WHIM/Providence; WCNL-AM & FM/Clairemont, NH; and WCOU & WAYU/Lewis-ton, ME.

Lowe Group President Perry

Lowe said, "What Bob gives us is the experience and the maturity to develop not only our facilities but also our management team into a very fast-growing, fully diversified broadcasting entity."

A 25-year broadcaster, Harrison most recently spent 13 years with WHJJ & WHJY/Providence, the last five as GSM. "I've known Perry for quite some time," he told R&R, "and he finally made me an offer I couldn't turn down. I hope we can make his company very successful."

Harrison added that one of his first assignments is to spearhead daytimer WHIM's FCC application for an available Docket 80-90 FM frequency in the Providence area.

## Hilber New VP/Sales At Trans World

Cleveland radio sales veteran Michael Hilber has been promoted to VP/Director of Sales for Trans World Broadcasting, overseeing sales development for Urban-formatted WZAK/Cleveland and Contemporary Christian outlet WHLO/Akron.

Trans World President Xen Zapis remarked, "Michael's experience and enthusiasm have turned WZAK into one of Cleveland's top-billing stations. I'm confident he will continue to produce the great results we've all come to expect from him."

Before joining WZAK in 1982, Hilber worked in sales at WGCL/Cleveland for nine years. "Starting a brand new facility is something I've always wanted to do," he said. "If the reaction to WHLO follows the same positive reaction to WZAK, I will be overjoyed."

## Broussard Named GSM At WQUE-AM & FM

KZKC-TV/Kansas City Account Executive Skip Broussard has been named General Sales Manager at WQUE-AM & FM/New Orleans, filling the vacancy created recently when former GSM Paul Rogers became GM at WFVY/Jacksonville. The move marks Broussard's return to New Orleans, where he earlier had worked as GSM at WTIX and as an AE with WNOE.

VP/GM Bill Stoefhaas commented, "Skip was the obvious choice because of his background in the market. He has so many friends here and he's a great salesman. I feel Skip will do a super job as the number two man in the station."

Broussard's background also includes terms as GM at WHB/Kansas City and as owner/President/GM at WMOB/Mobile. He assumes his new duties April 1.

## GREY

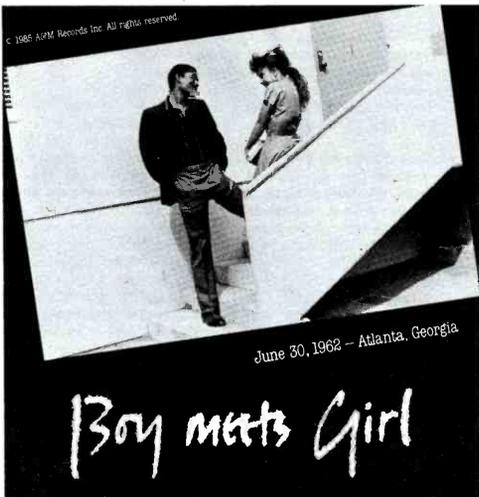
Continued from Page 3

ments." Prior to his two and a half years at KMMJ, Grey held an on-air post at crosstown KOAQ.

Woodward also announced that Gary Rozynek has been named Local Sales Manager, while Martha Sakai became Promotions Director.

## STAFF

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June 30, 1962 - Atlanta, Georgia

Boy meets Girl

# Ratings Council Rejects Arbitrends Demo Plans

## But Arbitron Set To Expand

Based upon its continued opposition to Arbitron's monthly Arbitrends data, the Arbitron Radio Advisory Council this week passed a resolution unanimously declining to endorse any expansion of Arbitrends demographics.

However, Arbitron Sales/Marketing VP Rhody Bosley responded to R&R, "We expected this from the Council, and it will have no impact on our plans. We will probably introduce expanded demographics with the fall reports... We are certainly moving in that direction." Covering 25 larger markets, the planned new Arbitrends research will include information for five additional

demographics: 12-34, 18-34, 25-54, 35-64, and 35+.

Regarding the continuing discussions on redesigning the Arbitron book, ARAC unanimously recommended that the redesign include neither information on a station's ethnic audience composition (which Arbitron had considered adding), nor research on "brand-loyal" or exclusive listeners beyond the information currently available.

ARAC also unanimously made it clear to ARB that it supports the redesign of the book, but that such support is tendered as long as the ratings firm fulfills its commitment that the changes will be at no cost to subscribers.

## NEW COUNTRY FORMAT

# Meltzer Named VP/GM, Hatfield PD At WZKC

Former CHR outlet WHFM/Rochester went dark last Monday (3-18) for a week in order to prepare its March 25 Country debut with new call letters WZKC (KC99). As part of the changes, it was formally announced that Jim Meltzer has been named VP/GM, while Bobby Hatfield has joined KC99 as PD from his programming post at crosstown Country outlet WNYR.

Regarding the appointments, Josephson Communications President Ed Christian told R&R, "I've known Jim for many years, and have watched his turnaround and buildup expertise at his last three stations. In giving birth to a brand new radio station, we felt Jim was certainly the qualified management candidate."

Regarding Hatfield, Christian continued, "We were very impressed with the job Bobby was

doing with an AM Country station." He added humorously, "We convinced him it would be all over for him the day we went Country on FM!"

Most recently Meltzer was VP/Director of AM Stations for the Mid America Media broadcast group, where he worked for nearly five years. "The opportunity to virtually build a station from scratch, using the time-tested expertise of the Josephson Group, was too good to pass up," he said. "KC99 provides an irresistible challenge, and I'm very happy we've been able to lure Bobby across the street."

Hatfield, who will handle a short midday airshift, spent a year at WNYR after programming KOMA/Oklahoma City for 14 months. He said, "After working with three AM stations, I look forward to an FM. The excitement level here is unbelievable."

## ABC

Continued from Page 1

geles, and an FM each in Detroit and Dallas). If Cap Cities-ABC loses the grandfathered combo waiver and decides, as seems likely, to keep its maximum number of TVs, the must-drum radio total would reach 15.

Another two stations might have to be spun off in Dallas if the new company decides to retain the daily Ft. Worth Star-Telegram. The FCC's cross-ownership rule prevents formation of any new same-market newspaper-broadcast combinations.

## HAMILTON

Continued from Page 1

management. We're most fond of Gary and hate to lose him, but wish him every success in his new ventures."

Hamilton joined KMBQ & KEEL 18 months ago, transferring from sister stations KAAY & KLPQ/Little Rock. He noted, "This is all possible because of the way I was managed by Multimedia President Paul Fiddick for all of these years. I was especially intrigued to join First Media, as they have a unique way of operating their facilities. All of their stations are winners."

No replacement was named for Hamilton, who has also been PD at WCIT/Lima, OH; VP/Operations for WCOL & WXGT/Columbus; PD at WROK & WZOK/Rockford; and Executive VP/GM of WGBF & WHKC/Evansville.

## STEVENS

Continued from Page 1

During his 14 years with Shamrock, Stevens climbed from a parttimer position at WDIZ/Orlando to VP/GM. He was named VP/Programming in 1978, and became WGRX VP/GM last year. He said, "Infinity and YSP have all the tools to make radio in Philadelphia more interesting than it's been in some time. Our goal is to move up, and that includes moving past WMMR."

## BLAIR

Continued from Page 1

porate staff. No replacement for him has been announced at Blair/RAR.

Hilliard said the changes "will measurably strengthen our top management team. We have an all-star lineup managing Blair's Radio Rep Division. Our radio rep companies deliver national sales for more #1 stations in the Top 50 markets than any of our competitors. And we bill more per station represented than anyone in the rep business."

Hilliard added, "However, we want to be #1 in every important measurement of radio station representation. I believe announcement of these key executive appointments will be read by the competition as notice that we intend to challenge on all fronts."

Still more divestitures may flow from other farflung cable and publishing holdings of both groups, and from a new rule limiting one owner to 12 TV stations reaching no more than 25% of the American public. The combined reach of the pair's 12 TV properties is almost 28%, meaning at least one TV outlet will have to go.

## More Big Mergers Predicted

Chemical Bank VP and noted financial observer Stewart Cahn told R&R, "Capital Cities is an outstanding company and should be congratulated on its selection of such an outstanding company as ABC to have a marriage with. I think it'll be an excellent marriage for both parties and the surviving company will have an even greater impact in the broadcasting community."

Cahn said the new 12-12-12 ownership limit paved the way for merger. "There will continue to be concentration of properties similar to Taft's acquisition of Gulf," he predicted. "This is only the second. There will be more because broadcasting companies, if they have the capital to do it, would certainly want to have more than 21 properties when they can have a total of 36. It's only natural that the FCC rule will create more concentration of communication companies in a few hands."

## ABC Safe From Hostile Takeover

Cap Cities Chairman/CEO

Thomas Murphy approached ABC Chairman/CEO Leonard Goldenson with the merger plan in December. Reportedly, Goldenson accepted because of his respect for Murphy and Cap Cities, and a desire to protect ABC against a hostile takeover bid, which had been rumored for months because ABC stock was trading for far less than its actual value.

Goldenson, 79, will be Chairman of the new entity's Executive Committee, while Murphy will serve as Chairman/CEO of the combined company. ABC VP/COO Frederick Pierce will be Vice Chairman of the Board and Chairman/CEO of ABC, Inc. Cap Cities President/COO Daniel Burke will have the same titles in the combined company.

Cap Cities will pay \$118 cash for each of ABC's 29.1 million shares of common stock, plus one-tenth of a warrant (option to buy at a fixed price) to purchase Cap Cities common stock. The warrants raise the price per share to \$121, putting the value of the entire transaction at \$3.5 billion. Cap Cities will help finance the deal by selling 18% of its 16 million outstanding shares to Berkshire Hathaway, Inc. for \$517 million when the merger occurs.

Trading in the stock of both companies was temporarily suspended Monday morning (3-18) prior to the merger announcement. When trading re-

ABC — 5 AM, 7 FM, 5 TV  
\*Radio divestiture prospect

\* WABC-AM-TV & \* WPLJ/  
New York  
WMAL & WRQX/Washington  
\* WRIF & WXYZ-TV/Detroit  
\* KSRH/Houston  
\* KTKS/Dallas  
\* KABC-AM-TV & \* KLOS/  
Los Angeles  
\* WLS-AM-FM-TV/Chicago  
KGO-AM & TV/San Francisco

Cap Cities — 6 AM, 6 FM, 7 TV  
\* Divestiture prospect

\* KLAC & KZLA/Los Angeles  
\* WPAT-AM & FM/New York  
(Paterson, NJ)  
\* WJR & WHYY/Detroit  
\* WBAP & KSCS/Dallas  
WKHX/Atlanta  
WKBW-AM & TV/Buffalo  
WPRO-AM & FM/Providence  
WPVI-TV/Philadelphia  
KTRK-TV/Houston  
WFTS-TV/Tampa  
WTNH-TV/New Haven  
WTDV-TV/Durham-Raleigh, NC  
KFSN-TV/Fresno, CA

sumed, ABC stock shot up by \$32 a share (to \$106) while Cap Cities stock rose \$7.50 a share (to \$184).

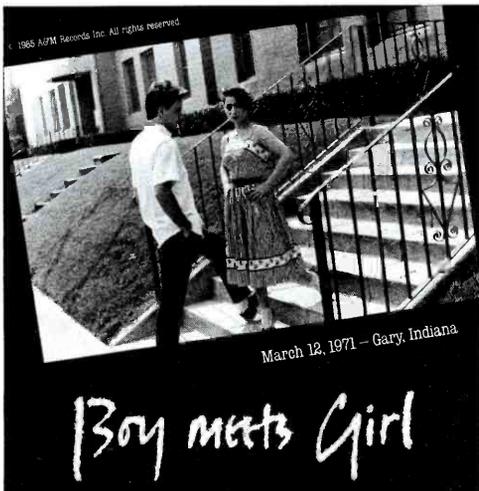
## Stockholders Have Final Say

The deal has already been approved unanimously by the boards of both companies, and will be presented to stockholders for approval at meetings in June. Authorization will also be needed from the FCC and other regulatory agencies.

In a joint statement, Goldenson and Murphy said, "By combining our substantial strengths, we can provide our audiences, customers and the general public the best services possible. We believe we are creating the premier communications, information, and entertainment company." They pledged that "the news and information services of the combined company will continue to be fair and objective and will be fully supported in the best traditions of a free press."

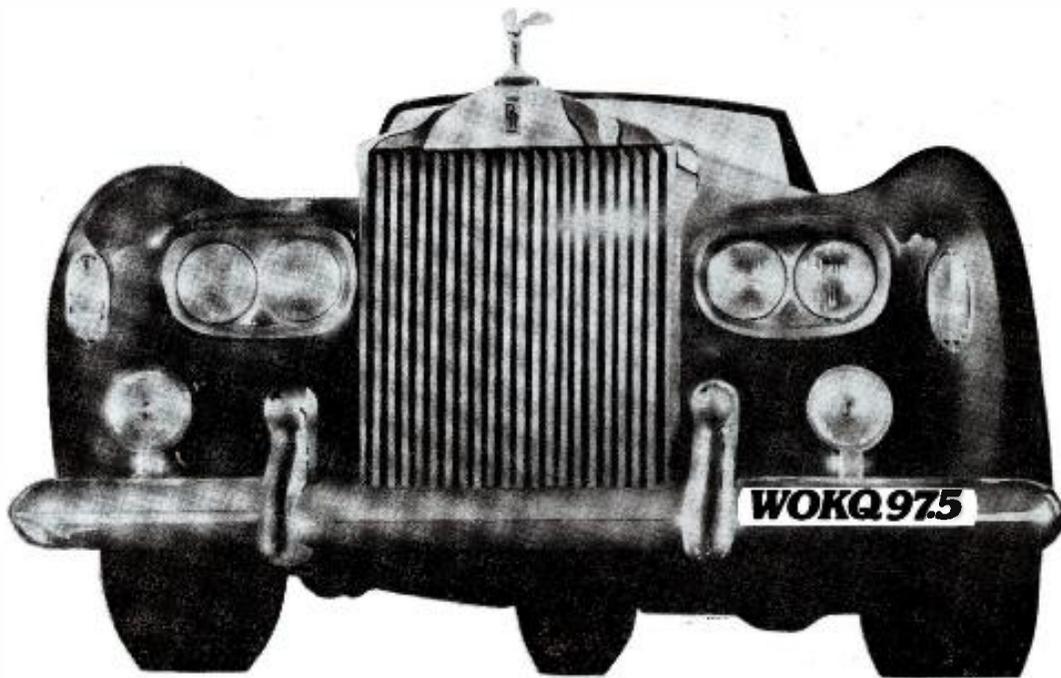
While the merger was generally well accepted, ABC station and network employees immediately began speculating how it will affect them. They were reportedly promised their benefits will remain at current levels for at least the next three years. Other factors that could come into play are the inevitable spinoffs, and Cap Cities' reputation as a non-union company that operates with an extremely trim staff.

ABC revenues were approximately five times those of Cap Cities in 1984. But Cap Cities, with a reputation for running a lean operation, returns a higher profit. ABC posted revenues of \$3.47 billion in 1984, with per share earnings of \$6.71. Cap Cities' per share earnings were \$10.40 on revenues of \$950 million. Cap Cities' smaller size has already prompted jokes about "Jonah swallowing the whale."



March 12, 1971 - Gary, Indiana

Boy meets Girl



# ANOTHER WINNER!

Back in 1977 we made a commitment to transform 50,000-watt WOKQ into an effective radio station.

Today that commitment has paid off and the Fuller-Jeffrey Group has another winner.

WOKQ earned a #1 ranking in the premier edition of Arbitron's brand new Portsmouth-Dover-Rochester, New Hampshire-Maine Market Ratings Book.\*

WOKQ continues to deliver the right audience at the right time to insure cost effective results.

Its regional audience stretches from Maine and Vermont through New Hampshire down to Boston.

WOKQ provides New England with an adult sound, an award winning news team, and weather information second to none.

Call us today and we'll deliver stable, quality, upscale adult radio for your advertising dollar.

If you are a regular WOKQ advertiser then you already know all this.

But if you are not, there's never been a better time to see for yourself why "nothing succeeds like WOKQ and success!"

\*Source: Arbitron, Spring 1984, Portsmouth-Dover-Rochester, NH-ME Metro. Total persons 12+. Adults 18+, 18-49, 25-49, 25-49, 25-54, 35-64.

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**THE  
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 GROUP  
 INC.**

ROBERT F. FULLER, PRESIDENT

J. J. JEFFREY, SENIOR VICE PRESIDENT

KPOP ROSEVILLE-SACRAMENTO • KRCX ROSEVILLE-SACRAMENTO • KCCY PUEBLO-COLORADO • KJJY ANKENY-DES MOINES • WOKQ DOVER-PORTSMOUTH • WBLM LEWISTON-PORTLAND

80-90 GUIDELINES IN PLACE

## FCC Votes Massive Overhaul Of FM License Process

Comparative Hearings For 80-90 Drop-Ins; Daytimers Get FM Credit; FM Filing "Windows" Slated

Daytimers won a partial victory and license speculators lost big last week as the FCC adopted its long-awaited processing guidelines for FM drop-ins under Docket 80-90. Key elements are:

- Granting of licenses through comparative hearings, rather than a lottery system that would have been faster but sure to attract thousands of speculators.
- A conditional credit for some daytimers applying for FMs in their own communities. Minority spokesmen immediately criticized the credit for undermining their preferences.
- Random selection of the order in which 80 FM channels in 689 communities will be thrown open to applicants.

### Window Filing System Adopted

At the same meeting, the FCC junked its entire process for handling FM applications of all types, replacing it with a system it hopes will be faster and result in fewer comparative hearings. The key to the new method will be periodic "filing windows" for all open FM channels. If no one files for an assignment during the window, the channel will be awarded automatically to the first qualified applicant on a "first come/first served" basis after the window closes.

To prepare for the transition to window filing periods, the FCC clamped an immediate 30-day freeze on all FM applications. The only exceptions are new or major change applications filed in response to previously published "A" or "B" cutoff lists, or responses to minor change applications already on file by March 14.

Docket 80-90 has proven itself to be a sluggish creature whose movements are difficult to predict. However, the "best case" timetable from agency officials for upcoming action includes an April lottery for picking the channel sequence for applications acceptance, and opening the window for the first channel in June. FCC officials expect an average of four applications per assignment, and predict it could take three years to award all 684 licenses up for grabs.

### War Declared

#### On "Garbage" Applications

In the processing method being abandoned, the first application for an open channel triggered a 30-day period for others to file. FCC officials say that system has acted as a lure for competitors, especially those who file sloppy, last-minute applications, knowing they can amend them later — often using engineering data photocopied from more complete, competing applications.

Under the new process, the FCC plans to take a much tougher approach, throwing out poorly prepared applications as soon as they're offered. One get-tough step will be requiring applicants to certify the availability of their proposed antenna sites.

Since amending incomplete filings at a later stage will no longer be allowed, the Commission hopes to scare off those who aren't seriously interested in an assignment. As the FCC sees it, such people will be discouraged from getting in-



"The bar in this city doesn't do a good job of submitting a good application the first time in . . . Toughen up, guys."

—Jim McKinney

involved because they'd only get a second chance to submit an acceptable application in the unlikely event that nobody else files during the original 30-day window.

At a press briefing following last week's action, Mass Media Bureau Chief Jim McKinney declared war on "garbage" applications. "Quite frankly, the bar in this city doesn't do a good job of submitting a good



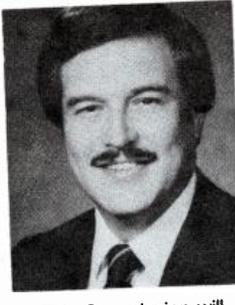
"The business at hand is the public's interest in program choice and diversity. And on that measure, Docket 80-90 gets a score of 100."

—Mark Fowler

application the first time in," McKinney complained. And he added the warning, "Toughen up, guys."

### 78 Assignments Available Soon

The first use of the new system is expected to come in the next one or two months, as soon as the FM filing freeze is lifted. At that time, the



"This Commission will effectively stymie the efforts of many newcomers — both minorities and others — to obtain an FM radio station."

—Henry Rivera

more comparative weight than past broadcast experience and past participation in civic affairs. Daytimers meeting the four conditions will receive "enhanced" broadcast experience credit, equal in weight to a minority preference.

The credit is not automatically conferred on eligible daytimers. A broadcaster has the option of choosing not to employ the special credit, in which case he can keep the AM even if he wins the FM license.

It's estimated that in the 689 Docket 80-90 communities, there are 277 daytime-only AMs, although some won't qualify for the credit because they've been held for less than three years by their present owners. McKinney stressed that, while the credit was part of the drop-in guidelines, daytimers can use it to their advantage in "any and all" FM proceedings.

### Minority, Daytimer Interests Clash

It was clear that the daytimer preference had been a highly controversial issue behind the scenes at the FCC for many months. Commissioner Henry Rivera spoke strongly against the credit, warning that such favoritism will "directly undermine" the FCC's longstanding goal of diversifying media ownership.

Said Rivera, "By entitling a large segment of the broadcast establishment to a preference, this Commission will effectively stymie the efforts of many newcomers — both minorities and others — to obtain an FM radio station."

Chairman Mark Fowler disagreed, pointing to the "severe technical and financial handicaps" daytimers have endured. "When all the comparative hearings are over," he predicted, "we will see a leap in the number of minority-owned FM facilities." Adding that the question was not one of competing preferences, Fowler concluded, "The business at hand is the public's interest in program choice and diversity. And on that measure, Docket 80-90 gets a score of 100."

### No "Midstream" Switch To Lotteries

Mass Media Bureau Chief McKinney pledged that once an 80-90 channel is opened for applications there will be no "midstream" change of selection method from comparative hearings to lotteries. Once begun, he vowed only half in jest, hearings will continue "to the bitter end even if it ties up this agency forever." If a lottery is ever to be used for a channel, that fact will be made known in advance.

To help attorneys, engineers, and broadcasters prepare for the new FM processing system, the FCC will conduct a seminar in Washington in April. Videotapes of the seminar will be made available through FCC field offices and the Commission's contract printer, Prism of Washington, DC.

Commission will announce a filing window for 78 sites — presumably small communities or overcrowded markets — where FM channels have been assigned but never applied for. Qualified applicants for the same facility will be designated for comparative hearings. If the window closes with no bid for an opening, the first application in the door afterwards automatically wins.

### Conditions Dilute Daytimer Credit

Although pleased to receive a credit, daytimers hoping for an ironclad preference for new FM stations were disappointed by last week's action. To be eligible for the credit, daytimers must:

- Have owned their AMs for the past three years (to prevent the purchase of a daytimer for the sole purpose of earning the credit)
- Be applying for an FM in the same community as their AM
- Plan to operate the FM themselves (be "integrated" into management)

• Agree to divest the daytimer within three years of getting Program Test Authority (PTA) for the FM. This provision for the first time frees daytimers from the onerous diversity of ownership comparative merit, which has made it virtually impossible for them, when seeking an FM in their own communities, to beat a challenger who has no other broadcast interests.

Currently, local residence and minority ownership are given

## Lottery Broadcasts Prove Costly Gamble For WHAT, WWDB

Charging that WHAT/Philadelphia for a decade aired religious programs linked to an illegal numbers game, the FCC last week issued a rare hearing designation order for the renewal applications of WHAT and sister station WWDB, along with competing applications for both facilities by two other groups. WHAT airs a Black format, while WWDB is the only major Talk station in the country on the FM band.

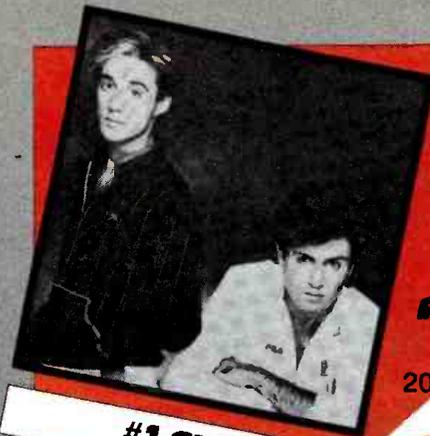
The Commission alleges that, from April 1973 to June 1983, WHAT's Sunday morning programs featured various religious broadcasts who promised "financial blessings" and "straight blessings" for those who sent in a "donation." Station employees have told the FCC the "blessings" included three-digit numbers to be bet in an illegal numbers game in the Philadelphia area.

The hearing will explore whether WHAT violated the federal law against on-air promotion of a lottery, whether it exercised adequate control, whether it remains qualified to be a licensee, and how any adverse findings against WHAT affect WWDB's qualifications. Independence Broadcasting owns WHAT, while its wholly-owned subsidiary, Banks Broadcasting, is the licensee of WWDB.

### Renewal "Victory" Could Bring \$20,000 Fine

Until the hearing is completed, the Commission deferred action on an application to sell WHAT to Kelly Guglielmi. The competing renewal applications designated for hearing were filed by Main Line Communications and American Minority Communications.

The Commission said if it doesn't deny the renewal of WHAT, it will then have to determine whether Independence Broadcasting is liable for a fine of \$20,000 or a smaller amount. According to the FCC, it appears that Independence was aware that lottery information was being broadcast. But even if it's proven the owners weren't aware, the Commission said "a substantial and material question of fact exists as to whether it exercised adequate control and supervision over its programming."



# WHAM!

## "EVERYTHING SHE WANTS"

200/75 — 78% #2 MOST ADDED

**#1 CHR BREAKERS**



# KENNY LOGGINS

## "VOX HUMANA"

193/85 — 78% #1 MOST ADDED

**CHR BREAKERS**



# ALISON MOYET

## "INVISIBLE"

**CHR NEW & ACTIVE**

Now On Over 75 CHR Stations!

**WXKS-FM add**  
**CKGM 33-28**  
**CKOI deb-35**  
**CFTR 13-12**  
**CHUM 12-8**  
**94Q on**

**KAFM deb-35**  
**WLOL-FM deb-31**  
**KMJK on**  
**FM102 on**  
**KPLUS deb-38**

Q100  
WVSR  
K104  
WKEE  
WLAN-FM  
WSPK  
WPST  
WKRZ-FM  
WTLO

KWIC  
WBCY  
WJZR  
WNOK-FM  
WZLD  
WDCG  
WANS-FM  
WOKI  
WFMI

KX104  
Y106  
KTFM  
WKZL  
WKDD  
WKAU  
WZPL  
WJXQ  
KEYN-FM

WHOT  
KF95  
KSND  
KBOS  
KHOP  
KSKD  
KCPX

## Top 25 Net, Spot Radio Advertisers

Heading the list of the top 25 network radio advertisers, according to data supplied by **Broadcast Advertisers Reports**, was Jeffrey Martin, Inc., which spent \$21.7 million on network radio in 1983, the most recent figures available. Rounding out the top ten were: Sears, Roebuck & Co. at \$10.6 million, Cotter & Co. (better known as the folks at "True Value" hardware) at \$9.6 million, AT & T at \$9.5 million, General Motors at \$9.4 million, Dow Jones & Co. at \$8.6 million, Warner-Lambert at \$7.8 million, Campbell Soup Co. at \$7.4 million, Ford Motor Co. at \$7.1 million, and Anheuser-Busch at \$6.9 million.

Companies whose expenditures ranged from \$4.6 to \$2.6 million made up the rest of the top 25 network advertisers. They included (in order), Nabisco Brands, the U.S. Government, RCA Corp., Dart & Kraft, American Express, Hartz Mountain Industries, Wm. Wrigley Jr. & Co., Chrysler Corp., Schering-Plough Corp., Purex Industries, Gillette Co., State Farm Mutual

Auto Ins., Miles Laboratories and American Honda Motor Co.

Tops among spot radio advertisers

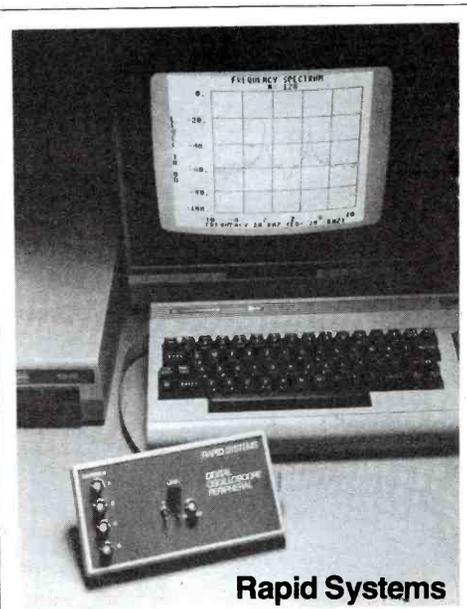
### Top Pop CDs Ranked

With sales of compact discs averaging 250,000 units per month during 1984 and growing faster this year, here's a look at what this audience of active audiophiles is enjoying.

According to a recent survey of 1200 CD owners conducted by *Digital Audio* magazine, the five "most popular" CDs on the market are "Security" (Peter Gabriel), "Born In The U.S.A." (Bruce Springsteen), "The Night Fly" (Donna Fagen), "Face Value" (Phil Collins), and "The Dark Side Of The Moon" (Pink Floyd). Talk about narrowcasting!

was Anheuser-Busch at \$40.6 million in 1983. According to figures from the **Radio Advertising Bureau**, the other top ten spot radio advertisers were: General Motors at \$29 million, AT&T at \$27.9 million, Phillip Morris at \$22.4 million, Adolph Coors Co. at \$21.5 million, Chrysler at \$16.6 million, Delta Airlines at \$15.3 million, UAL Inc. at \$14.6 million, Van Munching & Co. (Heineken) at \$14.6 million and PepsiCo at \$14.2 million.

Those firms spending between \$12.9 and \$6.1 million were ranked between 11-25. In order: Ford Motor Co., Southland Corp. (7-11 stores), American Honda Motor Co., Martlett Importers (Molson's Beer), Nissan Motor Corp. in U.S.A., Stroh Brewery, Pillsbury, Eastern Airlines, Greyhound, Ralston Purina, AMR Corp., Coca-Cola, General of America, Zayre Stores, and General Mills. A quick glance at the above lists should convince broadcasters exactly how important the proposed ban on alcohol advertising will be to their stations' bottom lines.



### Rapid Systems

### Offers Low-Cost FFT Analyzer

The "Spectrum Analyzer Peripheral" from Bellevue, WA-based **Rapid Systems** attaches easily to any IBM, Apple, or Commodore personal computer, allowing the user to perform FFT (Fast Fourier Transform) analysis for as little as \$550. Additional applications include: signal analysis, vibration analysis, transient analysis, frequency counting, ultrasound and audio analysis, and chromatography.

Among the unit's standard features are a variable order of FFT in sizes from 16 or 32 up to 1024. Sample frequency choices range from 100 Hz to 500 Hz; input voltage choices (peak to peak) from 1.6 volts to 320 volts. In addition, the unit features selectable time windows (rectangular or Hanning) and baseband or Venier band operation.

Along with all the post-processing capabilities of your personal computer, which include storage and retrieval of spectral analysis from disc, the "Spectrum Analyzer Peripheral" provides the user with all the capabilities of a four-channel digital oscilloscope. This oscilloscope sports a two mHz sampling rate, a 500 kHz analog band width and diode protection on all inputs. Graphics are color-enhanced as well.

For further information, contact Rapid Systems at (206) 641-2141.

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FOR EZ COMMUNICATIONS STATIONS

**WBMW** — Washington, D.C.

**KYKY** — St. Louis, MO

**POWER HITS** is now available for your use.

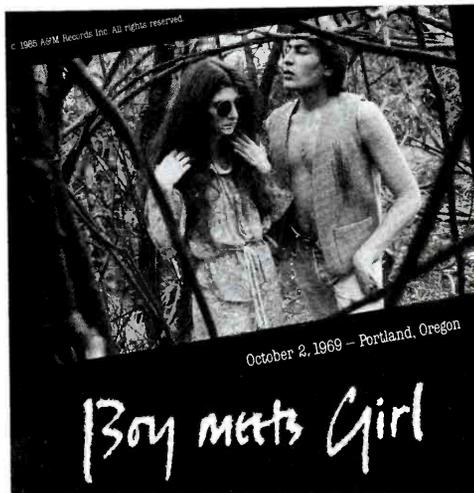
Phone Janie Autz, toll-free, 1-800-527-7759, for details or to request your free demo of **POWER HITS**. Hear why TMC is the custom music-maker for so many of the best!



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October 2, 1969 - Portland, Oregon

**Boy meets Girl**

**WESTWOOD ONE PRESENTS**

*Billy*  
**SQUIER**

**SUPERSTAR CONCERT SERIES**

proudly presents 90 minutes of bone-crunching rock & roll by singer/guitarist Billy Squier the weekend of Saturday, March 30 on the Westwood One Radio Network. Recorded by Westwood One at Salt Lake City's Salt Palace during his *Signs Of Life* tour, this exclusive performance features Squier and his band delivering smokin' versions of the hottest tracks from his three multi-platinum solo LPs—including "In The Dark," "The Stroke," "My Kind Of Lover," "Everybody Wants You" and "Rock Me Tonight." It's a night of live rock & roll excitement your listeners won't want to miss! The *Superstar Concert Series* brings the biggest names in rock to more than 450 Westwood One Radio Network affiliates with exclusive performances by superstars like Foreigner, Pat Benatar, Journey, The Cars and Stevie Nicks all year long!

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



Here For The Multi-Format Hits!

**SADE**

“Smooth Operator”

**CHR BREAKERS**

**156 STATIONS 61%**

**A/C**

**15**

**BLACK/URBAN**

**24 - 14**



*Perth*

Distributed by

**Luther VANDROSS**

“Til My Baby Comes Home”

**CHR SIGNIFICANT ACTION**

WXKS-FM	KMJK	KZZB	KSNO
CKOI	FM102	KITE	KIKI
Y100	KMEL	KAMZ	KQMQ
WGCL	KPLUS	KSET-FM	KHOP
WCZY	WVSR	WOKI	KCAQ
WHYT	92KTU	KOFM	KSKD
KKRZ	WPST	WHOT	KDON-FM

**BLACK/URBAN**

**21 - 9 - 3 - 2 - 1 - 1**



CBS Records

*CBS*

# PRO:MOTIONS

## - EPA Names Nuri, Warner

Erik Nuri and John Warner have been chosen as Product Managers, East Coast for **Epic/Portrait/Associated Labels**. Before accepting this post, Nuri operated his own New York-based artist management/entertainment consultancy and record company, **Erik Nuri Management/Salsam Records**. Before that he was President of **Beantown Records** in Boston and Executive Director of the Massachusetts Legislative Black Caucus for three years. Warner comes to the label from **Dudley-Anderson-Yutzy Public Relations**, where he was an Account Executive. As a freelance writer, he's worked for **E/P/A** and **MTV**, worked at **Nemperor Records** for three years, and managed New York nightclub **Xenon**.



Erik Nuri



John Warner

## Sparrow Promotes Watkins, Schikal

**Whitney Watkins** and **Jackie Schikal** have been promoted to Manager, Creative/Marketing Services and Production Manager, respectively, at **Sparrow Records**. Watkins moves up from Marketing Services Coordinator, while Schikal advances from Production Coordinator.



Jackie Schikal



Whitney Watkins

## EARS Strategies Launched

**EARS Strategies and Implementation** is a programming research consultancy created by **Bruce Fohr**, President of **FMR Associates, Inc.**, and **Bill McMahon**, head of Seattle-based **AM Strategies**. The new partnership venture is geared around FMR's Electronic Attitude Research System (EARS) research methodology. Direct inquiries to Fohr at (602) 886-5548 or McMahon at (206) 883-9557.

## McVay Media Expands Services

In an expansion of its services, **McVay Media** will now offer management and marketing consulting to stations already using other programming consultants. This new feature will provide programming/marketing counseling as well as management advice regarding the station organization. Initial subscribers to the new offering are **WRDU/Raleigh** and **WMAG/Greensboro**. McVay Media will continue its full-service consultancy and "Market Monitors" service.

## WABC Taps Kilonsky, Candullo

**Marilyn Kilonsky** has been upgraded to Sales Manager at **WABC/New York**. With the station for the last two years as an AE, Kilonsky held a similar post at sister **WPLJ** prior to joining WABC. In other station news, **Steve Candullo** has come aboard as Manager/Sales Development. He transfers across the hall from **WPLJ**, where he spent three and a half years as an AE.

## PROS ON THE LOOSE

**Don "The Dr." Balije** — Late nights **WKLS/Atlanta** (404) 794-1171

**J.D. Black** — PD **KRNB/Memphis** (901) 761-3419

**Louise Charmin** — Nights **WFBQ/Indianapolis** (317) 845-5647

**Roy Dennington** — **WSOW & WZZQ/Terre Haute** (317) 428-3132

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

**Dennis Erectus** — Evenings **KOME/San Jose** (415) 351-3876

**Oscar Fields** — MD **WHUR/Washington** (301) 946-9219

**Matt Ganis** — News Director **KOOL/Phoenix** (602) 263-5213

**Bill Garcia** — MIDDAYS **WFLA-FM/Tampa** (813) 961-2109

**Steve Harris** — PD **WDRQ/Detroit** (313) 354-8058

**Tony Hart** — MD **WVDM/Columbia, SC** (803) 494-2551

**Jim Levin** — PD **KWNZ/Reno** (702) 826-9496

**Andy Lockridge** — PD **KZEW/Dallas** (214) 681-9517

**Lorraine Rebidas** — Nat. Dir. **Peer-Southern** (213) 931-6118

**Shane (The Original)** — Nights **WGR/Buffalo** (408) 737-9240

**Ray St. James** — PD **KXZL/San Antonio** (512) 492-0696

**Russ Spooner** — Mornings **WSB/Atlanta** (404) 971-0051

**Charlie Vinson** — MIDDAYS **KJLH/Los Angeles** (213) 933-2253

**Jerry Williams** — VP/GM **American Image Prods.** (901) 755-1532

**Paul Zarcone** — PD **KBLX/San Francisco** (516) 979-0767

**Bob Coleman** — Mornings **WFMI/Lexington, KY** (606) 273-9838

**Zack Harris** — Nights **WRKR/Racine-Milwaukee** (414) 634-3715

**Jim Ray** — PD **KLPX/Tucson** (602) 881-5088

**Mark Richards** — Nights **KOGO/San Diego** (213) 939-8897.

## MGBS Elects Ruback VP

**Theodore Ruback** has been elected VP/Director of Accounts for **Media General Broadcast Services'** New York offices. With MGBS (formerly the **William B. Tanner Company**) since 1980, Ruback was most recently an Account Director. His background includes a stint as Regional Media Director for **K-Tel International**. A wholly-owned subsidiary of **Media General Inc.**, MGBS supplies commercial music to the broadcast industry and is a media placement firm.

## Mason Named WCBS NSM

**Maire Mason** has been promoted to National Sales Manager at **WCBS/New York**. Most recently the station's Sr. AE, Mason first joined WCBS in 1980 as Retail AE.

## Schumacher & Associates Created

**Kathryn Schumacher** has formed her own agency, representing broadcast consultants and products. Formerly, Schumacher was with **Ram Research, Unidyne, Group W Radio**, and **Jefferson Pilot Data**. **Kathryn Schumacher & Associates** currently represents **Bob Harper's Research Co., Harte-Hanks**, and **Broadcasting Unlimited Direct Mail**. Schumacher can be reached at (619) 931-8748.

## Gal Records Debuts

**Gal Records** is a new label that has been created by **Gwen Klein** and **Lani Shumate**. Gal is located at 6519 Hayes Drive, Los Angeles, CA 90048.

## CHANGES

### RADIO

**Ron Potts** joins **WABC/New York** as Account Executive.

**Ron Weener** named Account Executive for **WABC/New York**.

### RECORDS

**Susan Klasiens** promoted to Singles Specialist & Special Projects Coordinator for **WEA/Burbank**.

### INDUSTRY

**John Buckley** announced as Account Executive for **Texas State Network/Dallas**.

**Christopher Theodoros** appointed Manager of **Republic Radio/Boston**.

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

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

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

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

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



NATIONAL KIDNEY FOUNDATION  
**COUNTRY MUSIC FESTIVAL**

**MEAL TICKET ENTERTAINMENT, INC.**  
2040 Century Park East, Suite 1200  
Century City, California 90067  
SEC. ROW SEAT  
213 557 8496



JHAN HIBER

WEEK IN REVIEW

Birch Expands Monthly Services

Birch Radio VP/Sales & Marketing Bill Livak has announced that two more markets will be surveyed on a monthly basis. Effective in May, the addition of both Columbia, SC and Fresno, CA will bring to 85 the total number of markets so served by the telephone ratings service. In other activity, Birch has confirmed to R&R that it expects major New York ad agencies will soon be announcing their use of the Birch service. According to company officials, "We expect an announcement from several major agencies in the next month or so."

# Birch Qualitative: A Moneymaking Tool

Since the release of the fall Arbitron and Birch books, I've been spending more time helping station sales staffs. It seems that no matter which ratings service the station subscribes to, there is still a notable problem - how to turn ratings into dollars. One of the most effective ways to do this is through qualitative or product usage research.

If your station is looking for cost-efficient ways to enhance its bottom line, you might want to look at Birch's data. Its qualitative research may not be the pot of gold at the end of the rainbow, but it can be the next best thing. Let me show you why - and what to watch out for.

**An Improved Product**

Both Arbitron and Birch have improved their qualitative/product usage offerings. Arbitron quietly buried the unlamented Qualidata (its own product) and is now married to Simmons' Clusterplus geodemographic qualitative breakdowns, which can be cross-tabbed with the ratings estimates.

Before Birch revamped its qualitative, I heard criticism about its earlier reports: They were based on such a small sample; the information was difficult to read, understand and use effectively on the street. From my perspective they've at least dealt with the sample size problem.

In the past Birch used information retrieved from one month's interviews as the basis for projecting qualitative profiles. Qualitative reports were then available on a quarterly basis and included three information groups (one batch from each month's interviews during the respective quarter).

With this new approach Birch plans to issue qualitative/product usage data twice annually, based on six months of interviews rather than three. Each product category is surveyed in two separate

months' worth of phone interviews, thus effectively doubling the sample size over past Birch efforts.

In addition to this in-house generated product, Birch is also tied into the PRIZM geodemographic service (formerly used by Arbitron). The balance of this column, however, will focus on how to cope with and best use the qualitative/product usage info generated as a by-product of the Birch telephone interview technique. The ability to gather quantitative and qualitative feedback in the same ten-minute interview gives Birch a unique tool that can translate into radio revenues.

**Turning Numbers Into Dollars**

Pictured below is a page from a Birch qualitative/product usage volume. During my stopovers in various markets, I've been translating these figures into greenbacks. Let's do the same here, moving left to right on the page and pointing out what might be especially useful on the street.

The category examined here is "Planned Purchases of Homes or Apartments" (in the next year). This is a beneficial breakout that could help you approach developers, real estate firms, banks or S&Ls that have mortgage money, and so on.

We've masked the market and the stations' call letters to protect the innocent. Otherwise, the numbers are exactly as you'd see them. The demographic is adults 18+ (other Birch demos for these

analyses are total 12+, men 18+, women 18+).

**1. Total Weekly Audience.** On our left-to-right journey we first encounter the estimates of each station's total week average and cume audience. These numbers provide the data base from which other values on the page are generated. Remember that we're working with adults 18+ estimates and that you add two zeroes to the numbers shown here.

**2. Comparative Values.** The next several sections under this heading will vary from category to category. In this case they deal with people who don't plan to buy a home in the next year (No Plan), those who plan to buy a single family home in the next year (Single), and those who plan to buy some other form of housing in the next year (Other).

Under each heading are two columns labelled "% IND" and "% PEN." The first column compares each station's score to a market average or INDEX. The other column shows the PENetration each station has into the respective group.

Translating that into English we find the following: In the No Plan group station WAAA is below average (index = 100) with an 89 score, is above average in the Single bracket with a 120 figure (20% above the norm), and almost 400% above the index in the Other grouping. That means advertisers wanting to sell condos or mobile homes (Other housing types) should consider this station.

The station reaches 14.2% of those planning to buy Other type of housing in the next year. While this can be useful information, I think the next major section on the page is even more effective and easily understood.

**3. Compositional Values.** The key sections of Birch's new qualitative offering are the "Cume Composition" columns. Stations also have access to AQH audience composition.

Reading across we see that 76% of WHHH's cume (170,300 in the Total Weekly Audience column) doesn't plan to purchase a house in the next year. That compares with the market average seen at the bottom of the page (not pictured here) of 88%. In other words WHHH must have a higher profile than the market-at-large among those who do plan to buy a home in the next year.

The next column illustrates that point. Just over 20% of WHHH's cume plans to buy a single family home in the next year. The market average is just nine percent. Thus, WHHH can claim to have more than double the market profile among those planning to buy such housing soon.

How many bodies does that 20% represent? Well, we noted that the station's total week cume was estimated to be 170,300 adults 18+. 20% of that figure means approximately 34,000 WHHH listeners plan to buy a single family home in the near future. Presenting such a stat to a potential advertiser, as opposed to talking CPM or CPP, can often lead to a sale.

By comparison, let's revisit station WAAA. Looking at the Cume Composition column you can see that 11% of the station's cume plans to buy a single family home in the next year. Not bad. However, the station's total 18+ cume is just 60,200. Therefore, 11% is just over 6000 potential home buyers. Nothing to sneeze at, but the folks at WHHH should point out that they can deliver 34,000 such prospects versus the 6000 from WAAA.

**Effective Buying Power**

Now let's take the Birch numbers and make them even more exciting - to your advertiser and bottom line.

Bear in mind a concept I call Effective Buying Power. Simply stated, EBP multiplies your cume (or AQH if you prefer) in the key category times the number of dollars spent for the product (whatever it happens to be). The result is an awesome economic punch packed by your station's listeners. And that's an amount no advertiser in his right mind wants to ignore.

Here's an example. Find out what the median price is for a home in your metro. Let's say it's \$100,000. Multiply that price by the number of folks who have indicated they intend to buy such housing in the next year (34,000 in the case of WHHH). Housing-related advertising prospects should salivate at the opportunity to reach a \$3.4 billion market - people planning to buy in the next year.

When you present a station in this light, ratings per se don't matter as much; dollars speak louder than AQH shares. Thus, the intelligent and creative use of qualitative and the development of your station's effective buying power can pay off in significant dividends.

There's more that can be written about translating Birch or any qualitative information into revenues. Suffice it to say that although Birch's qualitative/product usage report still has layout and utility problems, the data base has been improved and the results can be quite beneficial.

Now go out and light a fuse under your favorite reluctant advertiser!

## Qualitative Components Of Audience

	COMPARATIVE VALUES - READ DOWN										COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NO PLAN				SINGLE		OTHER		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	% IND	% PEN	NO PLAN	SINGLE	OTHER	NO PLAN	SINGLE	OTHER	
WAAA	49	602	.89	3.2	120	4.2	397	14.2	78.2	10.9	10.9	78.0	11.0	11.0		WAAA	
WBBB	111	1699	90	9.2	114	11.2	370	37.3	81.2	10.4	8.4	79.3	10.4	10.3		WBBB	
WCCC	7	172	*	*	*	*	*	*	*	*	*	*	*	*		WCCC	
WDDD	4	110	*	*	*	*	*	*	*	*	*	*	*	*		WDDD	
WEEE	48	761	100	4.6	65	2.9	215	9.7	83.2	14.0	2.8	88.1	6.0	6.0		WEEE	
WFFF	30	604	*	*	*	*	*	*	*	*	*	*	*	*		WFFF	
WGGG	3	128	*	*	*	*	*	*	*	*	*	*	*	*		WGGG	
WHHH	108	1703	87	8.9	222	21.9	125	12.6	65.4	30.0	4.6	76.2	20.3	3.5		WHHH	



REED BUNZEL

## A UNITED FRONT

# Interview With Nick Verbitsky

Ending much speculation about who was going to buy a company that was not for sale, United Stations startled many prognosticators by agreeing to purchase the RKO Radio Networks. The networks, which were beleaguered by financial woes in 1984, were the target of many potential suitors — but partners Dick Clark, Nick Verbitsky, Frank Murphy, and Ed Salamon walked away with the prize. This week's column features an interview with United Stations President Verbitsky, who discusses the whys and wherefores behind the deal.

**R&R:** One of the questions many people are probably asking is why did you decide to buy RKO?

**NV:** When we started this company about four years ago the intent was to be a major force in network radio. We made overtures to purchase another network about a year ago, but that obviously didn't work out. At the time I was upset because I thought we missed a hell of an opportunity. Dick — who is a sobering factor because he's more realistic and pragmatic — said to me, "Don't let this get you down because things have a way of working out for the best." And he was right.

**R&R:** Are you at all concerned about the difficulties RKO faced last year, involving both advertisers and affiliate stations?

**NV:** We have been assured by the advertising community that they are 100% behind us. From an affiliate standpoint we worked out an agreement that gives us a three-year firm commitment with the RKO-owned stations. We know the budget requirements of running a company of this size, and we are very well capitalized. We don't think there will be any problems at all.

### A New Identity

**R&R:** How do you plan on restructuring the networks, and where does United Stations fit in?

**NV:** There will now be a company called the United Stations Radio Networks. The three marketing entities involved in that would be United Stations Radio Networks One and Two, and the United Stations Radio Entertainment Network. There will be separate sales staffs for shows and network inventory, and there will be separate affiliation departments. The only function that will be combined is accounting — and all financial dealings.

**R&R:** So United Stations will be kept separate but equal?

**NV:** It will remain as it is today. Everything will be under one umbrella, but United Stations will be operated exactly the way it's operated right now.

**R&R:** Do you have any plans to alter network operations to fit your own needs or standards?

**NV:** You don't fix something

that ain't broke. According to the latest RADAR, RKO One is the number one network, and we will leave everything virtually intact. The only change I can see is that we will run the company more as an entrepreneurial venture than as a big corporation. If a company is run on an entrepreneurial basis things seem to run a hell of a lot smoother. It's certainly more profitable, and the end results are always better than if a big corporate machine ran things. The opportunity presents a challenge that we're ready for. Our intention is to keep RKO One number one and to make RKO Two tied for number one.

### A First-Place Goal

**R&R:** Everyone wants to be in first place. How do you plan to achieve that goal?

**NV:** The news services will be as good if not better than ever

before, and the affiliation compensation budget will remain virtually intact. The advertising and promotion of the company will be exciting and factual. We will have a sales organization parallel to what we have here at United Stations — a great deal of enthusiasm and a new outlook.

Obviously some things happened with RKO last year, but that's in the past. We did tremendous research with key players in the advertising end of network radio, and we feel very confident that we can turn things around. People were ecstatic that we were the new owners and were unanimously behind us in support of what we are going to do.

**R&R:** Are there any owned-and-operated stations on the horizon?

**NV:** That is definitely part of our plan, something we would obviously like to do down the road. We don't have our sights set on any particular stations, but if we decided to do it we would probably buy a group.

**R&R:** Will Dick Clark be more visible in the operation of the new networks?

**NV:** Dick may not have an official title at United Stations, but he is definitely active in the company's daily operations. He is a principal owner and very involved. Without his input and help, we wouldn't be where we are today.



Pictured (l-r) Nick Verbitsky, Dick Clark, Ed Salamon, Frank Murphy

For a guy who wears so many hats, he is very involved in our company and the furthest thing from being a silent partner. His role in our new operations will be the same, except he will be more involved than ever.

**R&R:** You aren't exactly the ant going after the elephant, but do you foresee any problems in buying a larger company?

**NV:** Actually, we're more like a small dog buying a big dog — but

we really aren't that small. Frankly, with the billing we will do this year, we will probably be about the sixth biggest-billing radio network in this business. And the net billing of all the companies will be at least as big as NBC and CBS.

### A Concerted Effort

**R&R:** Now that you have the RKO satellite facilities at your fingertips, are you going to distribute United Stations programming via Satcom 1-R?

**NV:** No. United Stations programs are now distributed the best possible way and that is on virgin vinyl stereo discs sent to each station every week. This is the way it will stay until technology tells us it's antiquated and stupid. This business is not like brain surgery, and we are not trying to reinvent the wheel. We have built an immensely successful company. We make a hell of a lot of money, and this is the best possible way to do it.

**R&R:** Besides making the networks profitable and possibly moving into the station ownership business, what else do you plan to get involved with?

**NV:** Our future plans are to get into the concert business. We now have six channels on Satcom 1-R that we will have leased for another four years, and they lend themselves perfectly to live broadcasts. There may also be a possibility of doing a superstation channel as well. We have all these channels; everything is paid for. We feel that whatever format we would do would make it an exciting venture. We are all well-schooled in local broadcasting and local sales, and creating a superstation would use our potential to its fullest.

## NETWORK SPOTS

### NFL On NBC

NBC Radio President Randy Bongarten and NFL Commissioner Pete Rozelle have co-announced the selection of the NBC Radio Network as the official radio network for the next two NFL seasons. For the 1985 season NBC will feature a total of 37 games — 27 regular season contests and 10 post-season playoffs.

The network will also broadcast Super Bowl XX from New Orleans and Super Bowl XXI from Pasadena. An announce team for all NBC games will be selected shortly.

For further information contact (212) 664-2540.

### 7th Annual Rock Radio Awards

The "Seventh Annual Rock Radio Awards," scheduled for Monday, April 22, will be broadcast by DIR Broadcasting in a two-hour radio special during Memorial Day Weekend (May 25-27). The award ceremony is produced specifically by and for radio, and

includes the categories of favorite female singer, favorite male singer, favorite group, favorite debut album, favorite single, favorite in-concert act, favorite album, and Hall of Fame.

DIR is currently tabulating nominations from program directors and on-air personnel at more than 200 rock radio stations across the country to choose the recipients of the eight awards. An additional award, the Tom Donahue Memorial Award (named for a pioneer of the progressive rock format in radio), will be presented to the person who is recognized as having contributed significantly to the medium of FM radio. The recipient of this award is decided by the Board of Governors of the Rock Radio Awards.

For more information, contact Carol Strauss Klenfner at (212) 371-6850.

### Trivia Quiz

As a result of the success of its music trivia programs in the AOR, Country, and Urban formats, MJ Broadcasting has announced the launching of "Trivia Quiz." WHTZ/New

York air personality Ross Brittain will serve as host of the show, which is targeted to CHR stations.

In addition to featuring today's hot artists and hit records, "Trivia Quiz" will also focus on popular movies and TV shows and personalities. Winners who call their local radio stations with the correct answers will receive a prize. The program is available to radio stations on a barter basis.

Call Abbe Harris at (212) 245-5010 for further details.

### Eaters' Digest

AP Network News is introducing "Eater's Digest," a daily 90-minute program featuring advice and information about nutrition. The new show, hosted by Dr. Michael Jacobson, will be fed Monday through Friday on the network's 10:32am ET features feed, and covers topics such as sodium content, cholesterol, processed foods, and other nutrition issues.

For more information call Mark Huffman at (202) 955-7242.

# MUSIC CALENDAR

## The Weekend

MARCH 30-31	
<b>The Countdown</b> (WO)	Sade/Jenny Burton
<b>Countdown America With John Leader</b> (RKO)	Dan Hartman
<b>Country Report Countdown</b> (WRN)	Ed Bruce/Keith Whitley/Lacy J. Dalton
<b>Dick Clark's Rock, Roll, &amp; Remember</b> (US)	Little Anthony
<b>Dr. Demato</b> (WO)	Demitted urban professionals
<b>Future Hits</b> (WO)	David Lee Roth/Kenny Loggins/REG Speedwagon
<b>The Great Sounds</b> (US)	Jack Jones
<b>Hot Ones</b> (RKO)	Greg Kihn
<b>King Biscuit Flower Hour</b> (ABCR)	Guitar/Accept
<b>Lee Arnold On A Country Road</b> (MBS)	Meri Tills/Tammy Wynette/John Denver/Wilkie Nelson
<b>Metalshop</b> (MJI)	Whitesnake
<b>Musical!</b> (WO)	Biggest Broadway shows of the '50s
<b>On The Radio</b> (NSBA)	Culture Club
<b>Radioscope</b> (LBP)	Legacy of Marvin Gaye
<b>Rare &amp; Scratchy Rock &amp; Roll</b> (PIA)	Association
<b>Rock Album Countdown</b> (WO)	Greg Kihn/Triumph
<b>Rock Chronicles!</b> (WO)	Mick Jagger/Phil Collins/David Lee Roth/Foreigner
<b>Rock Stars '85</b> (BRE)	Duran Duran
<b>Scott Shannon's Rockin' America Top 30</b> (WO)	Phil Collins/Chicago/Glenn Frey
<b>Silver Eagle</b> (ABCE)	Glen Campbell
<b>Solid Gold Saturday Night</b> (RKO)	Paul McCartney (3/30)
<b>Street Beat</b> (BRE)	Jeffrey Osborne
<b>Super Gold</b> (TRAN)	"Off The Wall" favorites (3/30)
<b>Weekly Country Music Countdown</b> (US)	Honnie McDowell

## The Week Of

APRIL 1-5	
<b>Country Closeup</b> (NP)	Emmylou Harris Pt. 1
<b>Earth News</b> (WO)	Sidney Poitier/Mick Jagger/Debrah Zuriga & John Casack
<b>Live From Gilley's</b> (WO)	Whites
<b>Music Makers</b> (NP)	Sy Oliver
<b>Off The Record</b> (WO)	Firm/Greg Kihn/Simple Minds
<b>Off The Record Special</b> (WO)	Glenn Frey
<b>Special Edition</b> (WO)	Marvin Gaye tribute
<b>Star Trak</b> (WO)	John Fogerty/David Lee Roth/Teena Marie
<b>Star Trak Profile</b> (WO)	Dionne Warwick

## MONDAY

April 1	
<b>American Music Magazine w/Rick Dees</b> (US)	Bryan Adams
<b>Behind The Music</b> (RKO2)	Foreigner
<b>Checkin' In</b> (RKO2)	Whites
<b>Country Report</b> (WRN)	Dan Seals/Gary Morris
<b>Private Session</b> (RKO1)	John Waite
<b>Solid Gold Country</b> (US)	Country's biggest fools

## TUESDAY

April 2	
<b>American Music Magazine w/Rick Dees</b> (US)	Duran Duran/Power Station
<b>Behind The Music</b> (RKO2)	War
<b>Checkin' In</b> (RKO2)	Keith Stegall
<b>Country Report</b> (WRN)	Steve Warner/Crystal Gayle
<b>Private Session</b> (RKO1)	Triumph
<b>Solid Gold Country</b> (US)	Emmylou Harris birthday salute

## WEDNESDAY

April 3	
<b>American Music Magazine w/Rick Dees</b> (US)	Kenny Loggins
<b>Behind The Music</b> (RKO2)	REG Speedwagon
<b>Checkin' In</b> (RKO2)	John Conlee
<b>Country Report</b> (WRN)	John Conlee/Dan Seals
<b>Private Session</b> (RKO1)	Lumah
<b>Solid Gold Country</b> (US)	April calendar

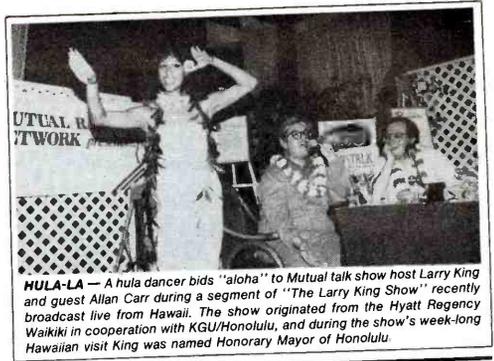
## THURSDAY

APRIL 4	
<b>American Music Magazine w/Rick Dees</b> (US)	Hall & Oates
<b>Behind The Music</b> (RKO2)	Hall & Oates
<b>Checkin' In</b> (RKO2)	John Schneider
<b>Country Report</b> (WRN)	Gary Morris/Steve Warner
<b>Private Session</b> (RKO1)	Tom Petty
<b>Solid Gold Country</b> (US)	Feature year: 1973

## FRIDAY

APRIL 5	
<b>American Music Magazine w/Rick Dees</b> (US)	Marvin Gaye tribute/Diana Ross/Commodores
<b>Behind The Music</b> (RKO2)	Survivor
<b>Checkin' In</b> (RKO2)	Nicolette Larson
<b>Country Report</b> (WRN)	Crystal Gayle/Dan Seals
<b>Private Session</b> (RKO1)	Manhattans
<b>Solid Gold Country</b> (US)	Religious themes

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 Radio/Radio  
 CRN = Creative Radio Net  
 CW = Clayton Webster  
 DCA = DC Audio  
 DIR = DIR Broadcasting  
 FOY = Focus On Youth  
 GSN = Global Satellite Net  
 IN = Interview  
 LBP = Lee Bailey Prods.  
 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 II  
 SOL = NBC The Source  
 SP = "The Spirit" Productions  
 TRAN = Transstar  
 US = The United States  
 WRN = Weedeck Radio Network  
 WO = Westwood One  
 YRN = York Radio Network



**HULA-LA** — A hula dancer bids "aloha" to Mutual talk show host Larry King and guest Allan Carr during a segment of "The Larry King Show" recently broadcast live from Hawaii. The show originated from the Hyatt Regency Waikiki in cooperation with KGU/Honolulu, and during the show's week-long Hawaiian visit King was named Honorary Mayor of Honolulu.

## NEWS & INFORMATION FEATURES

### GENERAL INFORMATION

<b>Computer Program</b> (PRN)	Keyboard/monitors/ROM & RAM/links & bytes/memory
<b>Ed Busch Talk Show</b> (AP)	Handyman hints/writing screenplays (3/23) Entrepreneurship/job interviewing (3/24)
<b>News Blimp</b> (PRN)	Contaminated wheels/Halley's Comet/chocolate's secrets/Little Richard/rock memorabilia
<b>Something You Should Know</b> (SBS)	Talking with your teen (3/25) Driving to conserve (3/26-27) Communicating confidence (3/29)
<b>Sound Advice</b> (PRN)	Shopping for stereos: bass/midrange/testing highs

### LIFESTYLE

<b>Beat The System</b> (RKO1)	Home office deductions (3/25) Hidden job market (3/28)
<b>Health Care</b> (PIA)	Herpes: Uncovering The Myths (3/24)
<b>Mind Games</b> (RKO1)	"You know..." (3/25) Fearful warriors (3/26) Excuses (3/27) Remembering dreams (3/28) Conspiracy addiction (3/29)
<b>Public Affairs</b> (PIA)	Prison Reform: From Left To Right (3/24) Smart Money (RKO1) Buy bull market (3/25) Invest in Swiss Francs (2/27) Maximize medical claims (3/29)
<b>Waldenbooks Review</b> (WO)	Jack Smith/"Trenton Pickle Ordinance"/"Scoop Behind The Screen"

### ENTERTAINMENT

<b>Assignment Hollywood</b> (MBS)	Judd Nelson (3/25) Anita Morris (3/26) Richard Farnsworth (3/27) Stockard Channing (3/28) Matthew Broderick (3/29)
<b>Jim Bohannon Show</b> (MBS)	Jack Gillis (3/30)
<b>Larry King Show</b> (MBS)	Strobe Talbot/John Whitman (3/25) Hoddling Carter (3/26) James Farmer (3/27) Sandy Duncan/Dick Lisher (3/29) Dr. John McDougall (3/29)

### COMEDY

<b>Daily Feed</b> (DCA)	Star Wars weapons test/She's back/Wednesday night special/Gorbachev catches a cold/Richard Perle for national mascot
<b>Radio Hotline</b> (ASR)	Big celebrity/boring people! believe in miracles/flying with Sharon/ a message from Seph
<b>Stevens' &amp; Grdic's Comedy Drop-Ins</b> (ASR)	Beepers & Outtakes/Pia Beer/20-second workout! can predict the past/home surgery
<b>Laugh Machine</b> (PRN)	Robert Klein/Bob Newhart/Kip Adoota Rich Little/Rowan & Martin

## NETWORK PROMOS

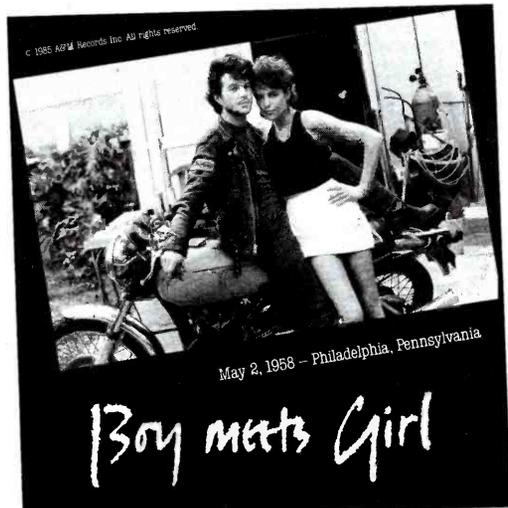
● **Jay Stoler** has been named Manager/Sales & Marketing at **Dorsey and Donnelly Enterprises**. Prior to joining the company, Stoler was General Manager of **WDCG/Raleigh-Durham**. He began his 21-year broadcasting career as an air personality, working for **WRKO/Boston** and **WLS-FM/Chicago**, and also worked for **TM Communications, Drake-Chenault, and Watermark**.

● **United Stations Radio Network** has appointed **Tom Roland** Associate Producer for the daily long-form radio program "Solid Gold Country." In his new position, Roland will be involved with developing the show, including writing scripts and coordinating the music and interview segments. Prior to the promotion, Roland served as Director/Creative Services for the company.

● **Radio International** has appointed **Ed Pinka** Assistant Director/Affiliate Relations, moving up from the same position for "Country Sessions." Prior to joining the company he was an account executive at both **Sports/Media Inc. and WZFM-FM/White Plains, NY**. In Radio International's London office, **Pauline Brandt** joins the company as Associate Producer of "Rock Over London." Brandt's responsibilities include coordinating news sources and items, handling celebrity interviews, and hosting the program's weekly "Naughty Bits" segments.

● **Brad Kalbfeld** has been promoted to Assistant Managing Editor of News at the **AP Broadcast News Center**. Kalbfeld joined the Broadcast News Department in 1977 as a writer and editor, and went on to become Deputy Broadcast Editor in 1980. In 1982, he was named European Coordinator for AP Network News, based in London. Replacing Kalbfeld in London will be **Steve Katz**, who joined AP in 1982 as a writer/editor/reporter/producer in New York and Washington.

Also at **AP: James Limbach** has been appointed to head the Business and Agricultural Department of Business News Programming. After serving as News Director of **WAW Washington**, Limbach joined AP in 1976. Limbach's most recent position was Assistant Managing Editor of News at the network.



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May 2, 1968 - Philadelphia, Pennsylvania

Boy meets Girl

## THE EARLY LIVES OF ACHIEVERS

# Mapping Success In Radioland, Part I

by Dr. Adele Scheele

Getting to the top in radio management is no fluke. Top executives of radio broadcasting companies all demonstrate similar career skills, even though they have somewhat different career paths. What it takes to get there is not only talent but also high development of personal courage, organizational savvy, and professional furtherance.

Consciously or not, these top men prove that good work alone is not enough. All have been willing to be more than active, visible, responsible, and at risk at various points in their lives. Their ambition and decisions have helped shape their industry. The revelation of their career skills provides a map for others to use.

### College: Experiencing Doing

Leaders are developed, not born. What this survey of radio executives did in their preprofessional years was a vital start toward that development. All of us hope the college and program we select will be the single catapult to career opportunity. Yet looking at these achievers' college majors reveals more about their intelligent and passionate involvements than it does about course content for career development.

"Getting to the top in management is no fluke. It takes talent, personal courage, organizational savvy, and professional furtherance."

Dick Penn, Senior VP/NBC Radio Networks, majored in finance at Ohio University to satisfy his father but minored in speech for himself. Dick Brescia, Sr. VP/CBS Radio Networks, was a University of Connecticut pre-dental student majoring in psychology. RKO Radio Networks President Bill Hogan studied labor relations at St. Johns. R&R Publisher Dwight Case majored in the arts at the College of the Pacific. Jack Clements, Exec. VP/Mutual Radio Network, studied dramatics at Wofford in South Carolina, a United Methodist Church college. Golden West Radio President Bill Ward attended the University of Texas/Arlington and was the only

one (among those I spoke with) who majored in broadcasting. Greater Media VP/Radio Herb McCord was the lone holder of an MBA from Columbia Business School, following undergraduate work in history at Dartmouth. And ABC Radio President Ben Hoberman declined college scholarships in favor of the Army at the outbreak of WWII; his American Forces Network assignment in Europe competes with any degree.

College extracurricular activities, close relationships with professors, parttime jobs, the military — all play a part in building a repertoire of behaviors that extend personal boundaries. So, instead of being limited by parents, schools, wartime, these achievers developed the skill of "experiencing doing" to create their emerging self-identities.

For example, student government and fraternity leadership were early roles for Dick Brescia, Herb McCord, and Bill Hogan. These activities involved taking the chance of being visible, then dealing with inevitable group conflict, jealousy, and apathy.

Dwight Case, Dick Brescia, and Jack Clements worked on and managed their college radio stations. Debate and original oratory appealed to Ben Hoberman and Bill Hogan. In such competition, you learn to articulate thought, consider and even argue both sides of an issue, how to both win and lose gracefully, work with a team, and show support/belonging.

Parttime jobs often serve as the learning vehicle. For families scarred by the Depression, working was hardly the exception. Dick Brescia vividly recalls his delivery job throughout Bridgeport as one rite of passage.

From this and other related experiences (clubs, competitions, cooperatives), these achievers began to understand and derive meaning from what they did as well as what they studied. They began to delineate their likes, dislikes, and critical eye; formed judgements about themselves and others. Early activities gave impetus for actions, experiments, and practice that would not have been readily available.

### First Jobs: Risking Linking

To "risk linking" is an exploration of new connections to people, ideas, and organizations when we do not feel secure. It's a search for concrete opportunities, directions, confidence, ways to belong, or to gain a sense of place in the world. This skill is most noticeably practiced when there is need for entry or change within a profession. Each broadcasting leader has risked linked, developing critical human networks and resources.

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Dick Penn recalls living out his family's philosophy while looking for his first fulltime job: learning to be mature, economically and psychologically. One main route was through sales, which taught a complete economy — learning to understand supply and demand, quotes, and profits. Inevitably, that led to opportunity. Once on the road, a salesman referred him to a radio job in his hometown.

Bill Hogan sold chemicals to afford law school at night, but found both chemicals and night school unsatisfying. Returning to labor relations opened the door to a reevaluation of what was pleasing. College marketing classes combined with sales experience led to a training program for the advertising manager position at J. Walter Thompson. Having been in the Marines, he shared a special bond with others in the agency. Instead of being rotated, he was sent immediately to media buying where he impressed the director. Soon he was buying New York and other major cities for Ford, JWT's biggest account. During that first year, Hogan learned about radio from the buying standpoint and met all the sales managers and VPs. Over a drink one night with his management supervisor, Hogan's career was launched when his boss asked him to consider radio because "that's where the money, security, and fun is."

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### Goal Tending

Herb McCord, a Dartmouth graduate with an MBA bent on broadcasting, couldn't find an opening despite mailing out resumes. Instead, he took a job at Life as associate director of sales training for 18 months. A sales manager with whom he had kept contact referred him to sales at CBS. Charlie Warner, another contact who would play the mentor role, referred him to CBS Radio Spot Sales, and again in less than two years to the newly-formed CBS FM division under Jim Rosenfield, who would also play a key role in his career. Not coincidentally, both Warner and Rosenfield are Dartmouth alumni.

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Fortuitously, four Chamber members bought the station and asked him to manage it, which meant he was suddenly responsible for sales. Reconceptualizing sales, he determined the business community's problems without labeling them problems. From those brainstorming sessions, Brescia designed campaigns, discovering how not to sell spots but instead to sell packages, concepts, and promotions. Sales, relabeled, became creative. And he turned his station around.

"Once you're in the business, you can move around in it. But the key is getting in," muses Dwight Case, who started his career writing commercial copy. He moved up by being an announcer and DJ, then transferred over to program director, manager, and salesman, always relocating. Instrumental to his careering was meeting someone who helped him define his goal: management. Learning that sales is requisite for station management, he seized the chance to learn it through rather tough coaching. Taking the risk, he went

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to Northern California with another difficult boss and then searched for a new job which led to San Francisco and then San Diego. He was later hired as a consultant to an entirely different area of syndication. That prompted Case to move to a Bakersfield station where he learned that "after making \$25 decisions, I couldn't stand making 15¢ ones." That station was sold, and Case's subsequent relocation to Sacramento was the move that empowered his reputation.

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Next: Organizational Savvy



HARVEY MEDNICK

## The Cherry On The Cake

One of the best memories of birthdays when I was a kid was that as the cake was placed on the table and after the candles were blown out, all of us who attended the party fought over who was to get the sticky sweet dye-filled cherry that occupied the center of the cake's surface.

What's a birthday cake cherry got to do with promotions you ask? Well... they're virtually the same thing - when viewed from a radio programming point of view. Your format, expanding on the premise, is the cake promotion, that part of the station's presentation which determines your competitors who essentially have the same cake promotion (format) as you do. And promotion? That's the cherry. It doesn't appear in great numbers, it isn't there often, and like the birthday party, you want your listeners to place special value on it and fight over its possession.

Without getting too far into this pastry parable, what I want to do is introduce R&R's new station promotion column. It's going to be, to borrow from the computer world, user-friendly. We'll be approaching promotion from a nuts-and-bolts perspective. We'll talk about the philosophy, look at mechanics, and analyze successful/less than successful efforts and share activity on a clear-house basis. We are also going to invite individual professionals

in related fields to share their thoughts as guest contributors. All avenues will be traveled: sales promotion, merchandising, on-air, publicity, and press relations. We'll also be doubling up with format editors to highlight information gathered during their weekly reporting sessions.

R&R would like you to think of

this column as an idea exchange: send in a question you might have and we'll get someone to answer it in the pages of the paper. To make the circle complete, I feel as though I am blowing out the candles on a celebration in my own career. It is a rare moment when you are given a chance to return to your chosen profession a little of the knowledge you have gathered as a contributor and practitioner over the years. I sincerely hope you enjoy the efforts on my part and will feel free to participate in making it a success.

## Building Your Station's Promotional Library

O.K., you're starting to outline your 1985 promotional calendar. You turn around at your desk and reach for - what? There are a few books which are very useful as triggers for ideas and events and I'd like to share them with you. If you have any others you've found to be particularly helpful, let us know and we'll bring them to everyone's attention in a future column. I've found the following sources work:

### Must Have:

**Chase's Annual Events** - often cited in R&R and for good reason. For almost 30 years now the Chases have been publishing this annual, which contains presidential proclamations, national and state days, sponsored events, historic anniversaries, folk events, birthdays, and religious observances. A couple of samples of what you receive in this gem: January 16th - National Nothing Day, a day provided for you to just sit and not celebrate anything. However, January 16th is also Dizzy Dean's birthday, Ethel Merman's birthday, the anniversary of the Prohibition Amendment, and the birthday of the man who invented the Michelin tire.

**An Almanac** - I suggest amassing ten years of any almanac. For consistency's sake it is best to pick them up by the same publisher. Invaluable as a fact and record source. The most spoken language? Chinese, spoken by 900 million people. Academy Award, Best Actor 1978? Jon Voight, "Coming Home." Used book stores are the best source.

**The Guinness Book of World Records** - Obvious usage and a great source, by the McWhirter brothers. The criteria for breaking world's records in order to get a listing have changed, so check it out before you get your station involved.

**The International Thesaurus of Quotations** - This companion volume of Roget's famous book supplies you with quotes by the famous and that old standby

Anon, on a variety of subjects. Terrific source for ads and sales pieces. "We journalists tell the public the way the cat is jumping. The public will take care of the cat." Arthur Sulzberger of the *N.Y. Times*.

### Others Found Useful:

**The Hammond's Atlas** - Your town may have sister cities or other cities around the world with the same name, great for a "Great Escape" promotion.

**The Creative Black Book** - If you're into producing your own art, film, spots, etc., here's a book which supplies, on a regional basis, all the studios, agencies, artists, and their reps.

Also recommend talking with your printer to get paper sample books, type face catalogues, and a Pantone matching system ink book. This way you can select or

match colors for promotional items with any advertising specialty supplier. It's also a good idea to be a catalogue packrat and make sure that all the "Sharper Image" and "Innovations"-type books are forwarded to you. They are good indicators of new items that are valuable as giveaway items and merchandising tools. Beyond this you can really go crazy, however, this preliminary list is one your manager will not balk at and one which will fill your basic needs.

**Chase's Annual Events** \$14.95  
Best Publications, Dept. C  
180 N. Michigan Avenue  
Chicago, IL 60601

**Creative Black Book** \$90 2 volumes. \$55 one volume.  
Friendly Press  
401 Park Avenue So.  
New York, N.Y. 10016

### Introducing Harvey Mednick

Harvey Mednick began his promotion career while serving in the program department of **WFBR/Baltimore** in the mid-sixties. He joined **WRKO/Boston** as Advertising and Promotion Director in 1967, and for the next 14 years, with one year in the middle at **KABC/Los Angeles**, served at various RKO stations and rose to VP/RKO Radio, primarily responsible for ad/promo. He also produced the packaging for the RKO blank tape line and supervised the in-flight programing for TWA and RKO Radio Productions. A career promotion person, he currently assists in the publication of **R&R Books**, the development of R&R presentation materials, and consults in the areas of advertising and promotion to a group of stations in the Midwest.

## DATELINES

April 14-17

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

May 7-11

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

May 19-23

National Public Radio, annual convention. Marriott City Center, Denver.

June 6-9

Broadcast Promotion and Marketing Executives and Broadcasters Design Association, annual seminar. Hyatt Regency, Chicago.

September 11-14

Radio '85, second annual Radio Convention and Programming Conference presented jointly by National Association of Broadcasters and National Radio Broadcasters Association, Dallas Convention Center, Dallas.

## ONE YEAR AGO TODAY

- TONY BERARDINI, HARVEY PEARLMAN, TOM CHIUSANO, ED MOIR UPPED TO VP AT INFINITY
- STEVEN SOULE NAMED VP/GM, NBC RADIO NETWORKS
- MICHAEL PACKER BECOMES STATION MANAGER AT KTRH/ HOUSTON
- MIKE ROBERTS NAMED PD AT WIL-AM & FM/ST. LOUIS
- CHRIS ELLIOT NEW PD AT KLIR/DENVER
- #1 CHR: "Footloose" - Kenny Loggins (Columbia)
- #1 A/C: "Hello" - Lionel Richie (Motown)
- #1 Black: "She's Strange" - Cameo (Atlanta Artists/PolyGram)
- #1 Country: "Yellow Rose" - Johnny Lee w/Lane Brody (Full Moon/WB)
- #1 AOR Track: "You Might Think" - Cars (Elektra) (2nd week)
- #1 LP: "Heartbeat City" - Cars (Elektra)

## FIVE YEARS AGO TODAY

- SAL LICATA NAMED PRESIDENT OF CHRYSALIS
- HAL SMITH BECOMES GM AT WMMR/PHILADELPHIA
- #1 CHR: "Another Brick In The Wall" - Pink Floyd (Columbia) (3rd week)
- #1 A/C: "Him" - Rupert Holmes (MCA)
- #1 Black: "Stomp!" - Brothers Johnson (A&M) (3rd week)
- #1 Country: "Sugar Daddy" - Bellamy Bros. (WB/Curb)
- #1 LP: "Against The Wind" - Bob Seger (Capitol)

## TEN YEARS AGO TODAY

- #1 CHR: "Have You Never Been Mellow" - Olivia Newton-John (MCA) (5th week)
- #1 A/C: "Lovin' You" - Minnie Riperton (Epic) (2nd week)
- #1 Country: "Before The Next Teardrop Falls" - Freddie Fender (ABC/Dot) (3rd week)
- #1 LP: "Physical Graffiti" - Led Zeppelin (Swan Song/Atlantic) (2nd week)

# The Spirit of Summer

Loaded with the top summer hits of the season—past and present—flashbacks and great memories.

A spectacular 15-week summer program franchise. One-hour weekly. Expanded editions on Memorial Day, Fourth of July and Labor Day Weekend.

Get all the facts on 1985's hottest new sales and audience attraction. Call David West in New York (212) 975-2097 or Steve Epstein in Los Angeles (213) 460-3547.

THE SPIRIT OF SUMMER  
produced by Kris Stevens Enterprises.



The Programming Service  
with the CBS Difference

# REO

# SPEEDWAGON



## "One Lonely Night"

REO Speedwagon's follow-up to their #1 single "I Can't Fight This Feeling" from the platinum-plus album "Wheels Are Turnin' "

### CHR NEW & ACTIVE

73 STATIONS FIRST WEEK!  
#3 MOST ADDED

WNYS  
B94  
Z93  
KAFM  
KEGL  
B97  
WLS-FM  
WCZY  
KBEQ  
ZZ99  
KHTR

KMK  
KPLUS  
WFLY  
Q100  
WVSR  
98PX  
WGFM  
WKFM  
WRCK  
WKRZ-FM  
WHTF

WBBQ  
KWIC  
WDCG  
WANS-FM  
WOKI  
WFMI  
KX104  
WRNO  
KMBQ  
WKDD  
WRQC

WGRD  
WTXQ  
KJ103  
KOFM  
KAY107  
KEYN-FM  
KKFM  
KSND  
KQMQ  
KHOP  
KSKD

### A/C SIGNIFICANT ACTION

#3 MOST ADDED



DISTRIBUTED BY CBS RECORDS

# STREET TALK

**KFRC/SAN FRANCISCO VP/GM PAT NORMAN** firmly denied local rumors that the station would be adopting Talk programming for certain dayparts sometime in April. "Not true" is the official word from the Bay Area's longstanding CHR.

Surf's Up: Advance congratulations go out to two of AOR's most respected promotion mavens, **COLUMBIA's PAUL RAPPAPORT** and **EPIA's BILL BENNETT**, who were given VP stripes at CBS's Hawaii conclave this week.



"The Roots of Rhythm & Rock . . . A Tribute to the Legendary John R." is the theme to a March 26 benefit concert for longtime **WLAC/NASHVILLE** personality **JOHN R. (RICHBOURG)**, who is recovering from cancer.

Among the artists appearing to raise money to help pay his medical bills were **B.B. KING, CHARLIE DANIELS, MAURICE WILLIAMS & THE ZODIACS, TONY JOE WHITE,** and **DICKEY BETTS.**

When a Minneapolis newspaper columnist criticized AOR fixture **KQRS** for editing "We Are The World," he neglected to tell the full story. KQ did chop 45 seconds of **WILLIE NELSON, DIANA ROSS,** and **DIONNE WARWICK**, but the station is still powering the song, as it's the most-requested tune KQ is also putting on a radiothon fundraiser, which should end any negative feelings the edit may have induced.

Meanwhile, **Q107/WASHINGTON** is running a version of "We Are The World," where just as each artist begins his part, a soft, unobtrusive voice comes in to identify the singer. PD **ALAN BURNS** reports great reaction from all segments, as many listeners (and broadcasters) have found it difficult to tell who's who.

Speculation is already abounding about what **H&W COMMUNICATIONS** might do upon completing its planned purchase of **KTNQ & KLVE/LOS ANGELES.** L.A.'s substantial ethnic composition and the present lack of a full-power Urban/Contemporary FM signal make the mystery of KLVE's future the talk of the town.

For those who wish to speculate further, it's interesting to note that KLVE and major Urban stations **WBLS/New York, WGCI/Chicago,** and **WGPR/Detroit** coincidentally all have the same frequency: 107.5.

WELCOME TO LOS ANGELES	
FORMAT:	AVAILABLE STATIONS (AM & FM)
ADULT CONTEMPORARY	KIS 1150 AM, KHTZ 97.1 FM, KRTH 101.1, KRQG 105.9
SOFT ROCK	KFOX 93.5 FM, KRTH 101.1, KRTH 101.1, KRTH 101.1
MT MUSIC	KMET 670 AM, KMET 670 AM, KMET 670 AM, KMET 670 AM
ALBUM-ORIENTED	KMET 670 AM, KMET 670 AM, KMET 670 AM, KMET 670 AM
ROCK & ROLL	KMET 670 AM, KMET 670 AM, KMET 670 AM, KMET 670 AM
COUNTRY AND WESTERN	KMET 670 AM, KMET 670 AM, KMET 670 AM, KMET 670 AM
EASY LISTENING	KMET 670 AM, KMET 670 AM, KMET 670 AM, KMET 670 AM
NEWS/TALK	KMET 670 AM, KMET 670 AM, KMET 670 AM, KMET 670 AM
INFORMATION	KMET 670 AM, KMET 670 AM, KMET 670 AM, KMET 670 AM
BLACK/ SOUL	KMET 670 AM, KMET 670 AM, KMET 670 AM, KMET 670 AM
URBAN CONTEMP.	KMET 670 AM, KMET 670 AM, KMET 670 AM, KMET 670 AM

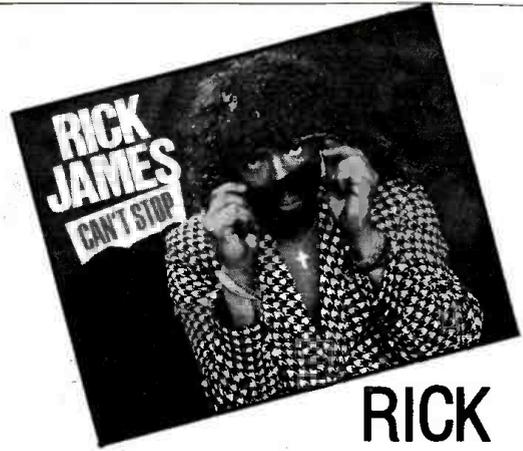
That trivia tidbit could only come from "Radio's Best Friend," **ART VUOLO**, whose two million new "Radioguides" are being provided by stations in 42 cities in conjunction with Budget Rent-A-Car. The hang-tags, complete with call letters, format, and frequency, promote listenership and help travelers find their favorite format. For more info, call Art at (313) 559-76970.

Not long after **WJMK** warms up Chicago with its April all-star DJ reunion, **WLS/CHICAGO** will bring the market to a boiling point with its 25th anniversary birthday bash. Any aircheck junkies or collectors with tape of the station over the past 25 years should contact OM **JOHN GEHRON** and send a dub to WLS right quick.

Just how hot are **KIIS-AM & FM/LOS ANGELES's** Hot Hits? Apparently so hot that just a few hours after the station moved into new 14th floor studios, a fire in a conference room caused \$12,000 in damage (and a few gray hairs). No, it's not true that "Burning Down The House" was on the air at the time.

What — Me Worry? Dept: **KWK/ST. LOUIS** is offering a "10 In A Row Or \$10,000 Guarantee." But — are you ready for this? — each of the jocks was made to sign an agreement that if the money is accidentally given away, it comes out of his pay! PD **C.C. MATTHEWS**, who's certainly made sure his jocks will be on their toes, is running a promo stating, "We don't intend to give away the money, but we do intend to play the 10 in a row."

Continued on Page 22



## RICK JAMES "Can't Stop"

55 CHR STATIONS OUT OF THE BOX!

WXKS-FM	Q100	WRCK	WFMI
WNYS	WBEN-FM	WKRZ-FM	KJ103
CKOI	K104	WTLQ	KOFM
WCAU-FM	WERZ	WBBQ	KEYN-FM
Z93	98PX	WZLD	KKRD
93FM	WGFM	KAMZ	WHOT
WHYT	93Q	WANS-FM	KF95
FM102	WKFM	WZYP	KSND
KMEL	WPST	WOKI	KMQQ
			KSMD

ONE OF THE MOST ADDED

PRODUCED, WRITTEN, AND ARRANGED BY RICK JAMES



## MARY JANE GIRLS "In My House"

CHR SIGNIFICANT ACTION BLACK/URBAN CHART: 12

WXKS-FM	93Q	WFMI	WFBG
CKOI	WKRZ-FM	Y106	WQCM
WCAU-FM	WTLQ	KOFM	WJBO
I95	WJZR	WHOT	WSQV
WHYT	WNOK-FM	KKFM	WJAD
KIIS-FM	WZLD	KMGX	T94
KMEL	KITE	KCAQ	Z102
Q100	KAMZ	KSQV	KKQV
WERZ	KSET-FM	KDON-FM	KIST
WLAN-FM	WOKI	KHYT	

PRODUCED, WRITTEN, AND ARRANGED BY RICK JAMES



MOTOWN DELIVERS, ALWAYS HAS . . . ALWAYS WILL.

R&R FRIDAY, MARCH 22, 1985/21

BIO	TO	EVERYONE	AIR DATE	SUN. APRIL 21	TIME	NOON-3pm PST
	FROM	WESTWOOD ONE	AREA CODE	(213)	NUMBER	204-5000
MEMO	RADIO USA for AFRICA					
	RADIO'S THREE MOST IMPORTANT HOURS					
	FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE . . . AND ONLY					

# Los Lobos



The New Single

## "Will The Wolf Survive?"



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

### Band Of The Year

— Rolling Stone Critics' Poll

### Best New Artist

— Rolling Stone Critics' Poll

### Artist Of The Year

— Third Place,  
Rolling Stone Critics' Poll

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

Produced and Remixed by  
T-Bone Burnett and Steve Berlin



© 1985 Slash Records



## STREET TALK

Continued from Page 21

Good show: AOR radio and record folks from all over the country showed up in force at the charity bowling party in Redondo Beach, CA on March 10, netting \$75,000 for the T.J. Martell Cancer & Leukemia Research Fund.

In efforts to make better use of its local promotion staffs, **EMI AMERICA** has reassigned Regional AOR promotion reps to local duties, covering all formats. The label also expanded local service into Miami, Houston, and Denver.

As part of the changes, **BEN WATSON** will move from Dallas to Denver; **JOHN HEY** steps from SW Regional AOR to local Dallas; **BEBOP HOBEL** jumps from Chicago to Houston as local rep; **CHAL MARTINA** segues from the Carolinas to Nashville, but handles the same area; and West Coast Regional AOR man **KEN BENSON** was named Assistant National AOR Promotion Director. The Miami post will be assigned by next week. Leaving the company in good standing are regional AOR Atlanta rep **CHRIS HENSLEY** and local Nashville's **BOB ALOU**.

Phoenix radio stations are participating in a local hunger benefit 45 to be released in April, called "Hear Your Heart" by FAAN (Feed Arizona and Africa Now). **GLEN CAMPBELL**, Governor Babbett, and area radio and TV people are getting together to raise funds to fight food shortages in Africa and Arizona.

Look for the old **KROQ (AMYPASADENA)**, dark since last September, to sign back on as **KRCK** around June 1. Owner **ED STOLZ** won't divulge a specific format direction other than to say the target audience will be 18-34; hence the new call letters.

Several openings to report this week: **Z98/TAMPA** is still looking for the perfect CHR afternoon drive talent with production abilities. Great bucks for the right person. T&Rs to **BOB KAGHAN** . . . To handle mornings at one of the U.S.'s top-rated CHRs, contact **MIKE SCHMIDT** at **KWTO-FM/SPRINGFIELD, MO:** (417) 883-9000 . . . A nighttime sharpshooter is needed at **CHR WZPL/INDIANAPOLIS**, so contact **MARK DRISCOLL** . . . **A/C KKM/SEATTLE** has openings in major dayparts. Call PD **MIKE FUSZNER** right away: (206) 742-4560.

Get-well wishes for **K99/GREAT FALLS** afternoon driver **TED ROSE**, who we hear is doing well after undergoing brain surgery.

In management news this week, **KRIX/MCALLEN-BROWNSVILLE** **GSM DENNY CHRISTENSEN** adds GM duties . . . **WPLR/NEW HAVEN** Station Manager **MANUEL RODRIGUEZ** has been upped to VP/GM . . . **KBEZ/TULSA** GM **JIM VANSICKLE** is elevated to VP, adding supervisory duties at **KRVV/Davenport** and **WSWT/Peoria** . . . At **WMAD-AM & FM/MADISON**, new principal

**DOUGLAS BLACKBURN** is GM, **CHANCEY BLACKBURN** becomes GSM, and **TOM TEUBER** is VP/Operations for the **MOYL** and **Transtar** stations.

Twenty-year label veteran **BOB FEAD** has joined **PACIFIC ARTS VIDEO RECORDS** as President/COO. Bob, who will continue to head his own **Invasion Entertainment Group**, reports to **PAVR** owner **MICHAEL NESMITH**.

**KIKI/HONOLULU** is moving from **CHR** to **A/C**, while sister FM station **KMAI** trades in its **Urban/Contemporary** approach for **CHR**.

**KZEW/DALLAS** PD **ANDY LOCKRIDGE** has exited along with MD **JON DILLON** . . . Former **KLAC & KZLA/Los Angeles** personality **RANDY HOOD** has is the new PD at **KFM102/LAS VEGAS** . . . **GARY MILLER** climbs from MD to PD at **WKEE/HUNTINGTON**; night rocker **RICK SWANN** is the new MD . . . **DOUG DeROO** is now PD at **KQXR/BAKERSFIELD** and will continue to do mornings.

Multimedia exposure for radio folks is plentiful these days, as in the March 25 *Newsweek* there's an article on such radio wackies as **ROBERT MURPHY**, **LARRY LUJACK**, **SCOTT SHANNON**, and Houston traffic reporter **LANNY GRIFFITH**.

Meanwhile, the March 25 *Us* magazine features radio couple **BRUCE VIDAL (KISS-FM/LOS ANGELES** evening personality) and **LAURIE ALLEN**, who holds down evenings at crosstown **KMGQ**. The pair will also appear on the "Hour Magazine" TV show, to be shown April 4 in most markets.



Al Bandlero

**Al Bandlero** A&M West Coast Regional Sales Manager **JAYNE NECHES**, who married businessman Norm Simon Feb. 17.

Not to be overlooked is **WKU/NEW YORK** personality **AL BANDIERO**, who landed a role in the forthcoming "Rocky IV" motion picture with Sylvester Stallone. The film marks Al's screen debut.

Belated best wishes to

**A&M West Coast Regional Sales Manager JAYNE NECHES**, who married businessman Norm Simon Feb. 17.

Stork Stops: **WMMS/CLEVELAND** Promotion Director **JIM MARCHYSHYN** and Pam produced daughter Kendall Lynn (3-15) . . . **ISLAND** East Coast Regional Promotion Manager **JOHN BOULOS** and Gina welcome Brian John (3-16) . . . **WRDUR/RALEIGH** GM **DAVID BERRY** and wife Vicky introduced Kathleen Joyceanne (3-17) . . . And congratulations to **PASHA VP/GM CAROL PETERS** and husband Larry on the birth of their fourth child and first daughter (3-18) Jema Suzanne.

# STRATEGIC RADIO RESEARCH

OUR RESEARCH HELPS YOU  
MAKE BETTER DECISIONS.

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of our new "Catalog of Research  
Services (1985)."

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TOM PETTY AND THE HEARTBREAKERS

**DON'T COME AROUND  
HERE NO MORE**  
THE FIRST SINGLE FROM TOM PETTY AND THE HEARTBREAKERS L.P. "SOUTHERN ACCENTS"  
JUST RELEASED

AS SEEN  
ON



"I don't feel you anymore  
you darken my door"

"I've given up on this love  
getting stronger"

"STOP WALKING DOWN MY STREET  
WHO DO YOU EXPECT TO MEET"

**BREAKERS**

MCA RECORDS  
DELIVERING THE MUSIC OF THE 80'S

AOR 3/2/85 14-4-2  
CHR 3/15/85  
NOW ON 177 STATIONS



KEN BARNES

# ON THE RECORDS

## RADIOACTIVE RADIO ACTIVES

### The Nuclear Family Of Records

Since the nuclear age and the rock & roll era are roughly the same (if you push the birth of rock back far enough), it's not surprising that the spectre of the Big Bang has haunted song lyrics for decades. The atomic approaches vary considerably, dividing more or less conveniently into three categories.

The first is merely using atomic terminology as an attention-getting device, even though the song's subject has little or nothing to do with nuclear concerns. The Firm's "Radioactive" is a good example. (So are the headlines of this column.) Kiss's Gene Simmons also had a song called "Radioactive." Other entries include "Atomic" by Blondie, George Clinton's "Atomic Dog," Aerosmith's "Three Mile Smile," a Tuff Darts song called "Your Love Is Like Nuclear Waste," the '50s doo-wop tune "Guided Missiles" by the Cufflinks, the line in Duran Duran's "Is There Something I Should Know" that goes, "You're about as easy as a nuclear war," and even DC101/Washington air personality Adam Smasher's name.

The second group deals more directly with actual atomic issues, but still in a tongue-in-cheek or satirical manner. Steve Goodman had a song called "Watching Joey

Glow" that fits here, as does Pinkard & Bowden's "Three Mile Island" and a few grotesque pseudo-folk songs with titles along the lines of "My Teenage Radiation Baby." (The fallout shelter theme of Donald Fagen's "IGY" also qualifies.)

Then there are the serious musical treatises, the most current of which is Gary O's "Shades Of '45," which deals with the first atomic bomb, dropped on Hiroshima. A few years ago, OMD had a global hit (outside North America) with a song on the same subject, "Enola Gay" (the name of the plane which dropped the Hiroshima bomb). Recently, Deadtoe may have released the first nuclear devastation disco record, "SOS Fire In The Sky." Jefferson Airplane, whose ultimate mushroom trip LP cover from "Crown Of Creation" is used to illustrate this piece, performed the postnuclear saga "Wooden Ships," as did

Crosby, Stills & Nash. And Bob Dylan's "Masters Of War" and "A Hard Rain's Gonna Fall" were two of the most prominent nuclear numbers from the folk field.

Probably the biggest atomic war hit was the Searchers' 1965 version of "What Have They Done To The Rain." One of the best-known nuclear-themed songs reached its widest audience as a single by an artist not known for her forthright political commentaries, Lulu. "Morning Dew" was also recorded (separately) by its composers, Tim Rose and Bonnie Dobson, and by the Grateful Dead, Jeff Beck Group, and (recently) Blackfoot. While it's not a particu-

larly cheery topic, the pervasive threat of nuclear destruction insures that the musical fallout will continue for some time to come.

### Central America Heats Up

Sticking with hot political topics, Don Henley's "All She Wants To Do Is Dance" is the fourth recent song dealing with the political situation in Central America to receive strong airplay. The immediate predecessors are, "Undercover Of The Night" by the Rolling Stones, Little Steven's "Desaparecidos," and Bruce Cockburn's "If I Had A Rocket Launcher" (and don't forget the

Clash's LP "Sandinista").

Alison Moyet was the singer in British duo Yaz (or Yazoo outside the U.S.). Their first single "Only You" has attracted a wide range of cover versions, from Rita Coolidge, Judy Collins, and an a capella version by the Flying Pickets that hit No. 1 in England.

### Poets' Corner

Van Morrison's "Tore Down A La Rimbau" is another rock plug for the French poet Arthur Rimbaud, who was constantly mentioned by Patti Smith and even Dylan somewhere along the line. Another poetic compatriot, Paul Verlaine, inspired Television's Tom Verlaine to change his name, and there's a New Zealand band called the Verlaines who cite both Verlaine and Rimbaud in their single, "Death & The Maiden." The next step must be a Sam Harris version of "Somewhere Over The Rimbau."

### More Famine Relief

Along with the USA For Africa record, there are a couple of other discs donating proceeds to North African famine victims. The Band AKA's new single "Ethiopia" is donating net proceeds to World Vision Ethiopia Relief (label is Bouvier Records, which can be reached at 818-842-9340 for more info). And members of Madness, the Special AKA, General Public, UB40, and others have united to make a record called "Starvation," available as an import on Madness's new Zarjazz label (distributed by Virgin).

Finally, a couple more correction/additions. Rock-Me Productions' Mark Davis mentions the John Lennon memorial "Empty Garden" by Elton John, which was somehow left out of that column. And WSKS (96Rock)/Cincinnati's Marty Bender reminds me that Nick Lowe sang, but didn't write, "Switchboard Susan" — British artist Mickey Jupp wrote it. And that's all I wrote, this week.



Jefferson Airplane displays "nuclear chic," Enola Gay gains new popularity, and the Firm is radioactive (as you can see from this photo's glow).



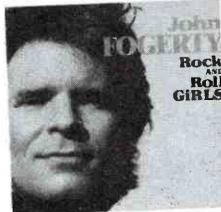
## GOLLIWOGS AND SWALLOWTAILS

### Leftfield John Fogerty

As John Fogerty's comeback continues to gain momentum, the Creedence Clearwater Revival story is being retold all over the place — their meteoric rise from obscurity with "Susie Q" in 1968; the long string of smash hits from "Proud Mary" through "Someday Never Comes"; the fatal shift from all-Fogerty songs to "group democracy," contributions from other band members; the breakup of the band and hassles with their label, and so on.

It's a fascinating tale, but there's a little more to it. The roots of Creedence can be traced back to the late '50s, when the same basic quartet started playing together in Northern California as the Blue Velvets. They cut as many as three singles under that name, all hopelessly rare. Perhaps even more obscure is a record called "Beverly Angel" by one James Powell, on which the future Creedence supplied backing, according to the noted R&B scholar Mark Edmund.

In 1964 the Blue Velvets signed to Fantasy and had their name changed to the Goliwogs, for some reason presumably connected to the Beatles school of weird, insective group names. Over the next three years, the Goliwogs



John Fogerty: A "Wild" Goliwog kind of guy released seven singles, ranging from imitation Mersybeat to classic garage rock (like their biggest record, a San Jose area hit called "Brown-Eyed Girl" — no relation to Van Morrison except that it's reminiscent of "Gloria" in places).

Interestingly, Tom Fogerty was the lead singer for the first three singles, and on the next two flip sides, John took over the lead vocal duties on "Brown-Eyed Girl" and never relinquished them. The last two Goliwogs records featured songs that would be rerecorded for the first Creedence album, "Walking On The Water" and "Porterville."

All the Goliwogs singles, for some reason, were credited either to the writing team of "R. Wild/T. Green" (which probably stood for



An inner view of John Fogerty



T. Spicebush Swallowtail foreshadows Creedence

"Running Wild" and "Turning Green" or something and was actually the brothers Fogerty) or to one "T. Spicebush Swallowtail," a pseudonym for the entire group.

After Creedence became famous, there was one more oddity issued (to radio only). A single called "45 Revolutions Per Minute, Pts. I & II" turned out to be a rather goofy interview with John Fogerty, certainly his most leftfield release ever.

CATCH THE NEXT

WAVE

# Walking On Sunshine

IS THE FIRST SINGLE FROM THE FORTHCOMING SMASH ALBUM BY

# KATRINA

Capitol

CHR NEW & ACTIVE

67/37

2ND WEEK! . . . AND  
ALREADY A MAJOR MOVER

- |         |         |
|---------|---------|
| WXKS-FM | KKRD    |
| WCAU-FM | WHOT    |
| PRO-FM  | KF95    |
| WCZY    | KBOS    |
| WHYT    | KLUC    |
| KIMN    | KHOP    |
| Q103    | KPOP    |
| KPLUS   | KSKD    |
| Q100    | KDON-FM |
| WVSR    | KISN    |
| K104    | WFBG    |
| WERZ    | WZON    |
| KC101   | WOAY    |
| WSPK    | OK100   |
| 93Q     | WKHI    |
| WPST    | 95XIL   |
| WRCK    | WJBQ    |
| WKRZ-FM | KISR    |
| WTLQ    | Q101    |
| WHTF    | T94     |
| WJZR    | WPFM    |
| WZLD    | WIXV    |
| KSET-FM | KKQV    |
| WANS-FM | WHSL    |
| WOKI    | WAZY-FM |
| WFMI    | WDBR    |
| KX104   | KGOT    |
| KMBQ    | KCDQ    |
| WKDD    | KTRS    |
| WJXQ    | KHTX    |
| Z104    | KBIM    |
| KOFM    | SLY96   |
| KQKQ    | OK95    |
| KEYN-FM |         |

AOR TRACK DEBUT

48



AND THE

# WAVES

# DAN FOGELBERG

## "Go Down Easy"

### SIGNIFICANT ACTION

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

### A/C NEW & ACTIVE

72/32 50% #2 Most Added

From The Long-Awaited Album

## "High Country Snows"



Distributed by CBS Records

## DATEBOOK

SEAN ROSS

## Radio (& Rodeo) Hearts

Dolly Parton was sired by Porter Wagoner. Charly McClain got her first break from O.B. McClinton, the black country singer who was so frustrated by being in Charley Pride's shadow that he did a song called "The Other One." McClain was born in Memphis on March 26, 1956. After touring with McClinton, legend holds that McClain was discovered while singing backup at a fair date for the now-defunct Shylo. In the next six months, she had her first singles, "Lay Down" and "Lay Something On My Bed Besides A Blanket." Since 1980, McClain's solo hits have been interrupted occasionally by duets with Johnny Rodriguez and Mickey Gilley.

McClain has always had some stompers in her repertoire ("Who's Cheating Who," "That's What You Do To Me," etc.); it was a lot more surprising when Reba McEntire hit with "Why Do We Want (What We Know We Can't Have)" in fall 1983. McEntire, who hits 31 on the 28th, always sang powerfully — her first producer needed two audio limiters for her voice whereas many artists needed none — but her songs were usually ballads or traditional numbers (typified by the recent "Somebody Should Leave" and "How Blue," respectively). McEntire grew up in Chockie, OK, when she wasn't on the rodeo circuit with her steer-roper father. She was discovered by Red Stegall while singing the national anthem at a rodeo. She had several minor country records between 1975 and 1978 until teaming up with Jacky Ward for "Three Sheets In The Wind."

### MONDAY, MARCH 25

1961/Elvis Presley begins his eight-year hiatus from live performances. Elvis's last show is a benefit at Pearl Harbor and raises \$62,000 for the U.S.S. Arizona memorial fund.

1964/After 12 years of foreign artists, Britain's *New Musical Express* has a top ten made up of homegrown acts.

1967/The Monkees' "A Little Bit Me, A Little Bit You" is released.  
Birthdays: Aretha Franklin 1942; Elton John 1947; Nick Lowe 1939; Hoyt Axton, best known outside Country for starring in "Gremlins" last year, 1938. Johnny Burnette would have been 51.



### TUESDAY, MARCH 26

1971/Emerson, Lake & Palmer record "Pictures At An Exhibition."  
1971/The Rolling Stones tape one of their concerts for British TV, which never uses it. The show does air in Europe.

1972/David Bowie gives Mott The Hoople "All The Young Dudes" and stops them, for the time being, from breaking up.

1974/ Ike Turner is arrested at his Inglewood, CA recording studio. Turner was one of those arrested in a phone company crackdown on "blue boxes" used to make illegal long distance calls.

1974/Mike Oldfield is awarded a Gold Record for the LP "Tubular Bells." Other records released on the heels of "The Exorcist" do less well; among them, "Captain Howdy" by Simon Stokes and "Dance With The Devil" by Cozy Powell.

1976/A finger trumps a whole set of Wings as Paul McCartney's guitarist Jimmy McCullough damages a digit by slipping in his hotel bathroom. The injury pushes back the "Wings Over America" tour by three weeks.  
1977/Foreigner releases "Feels Like The First Time."

1980/Gilda Radner and G.E. Smith are married. He is the guitarist for Daryl Hall & John Oates as well as a solo artist, briefly, on Mirage.

Birthdays: Human League's Susanna Sulley 1963, Diana Ross 1944, Steve Tyler (Aerosmith) 1948, country producer Larry Butler 1942.

### WEDNESDAY, MARCH 27

1968/Little Willie John, known for the original version of "Fever," dies of a heart attack at age 31. John, a/k/a William J. Wood, has been in a Washington state prison after killing a man in a street fight in 1961.

1971/WNBC/New York, which is still a hard A/C station at the time, bans Brewer & Shipley's "One Tole Over The Line" for its apparent drug references. Shipley likens the action to book-burning.

1972/Elvis Presley records his version of Arthur Alexander's "Burnin' Love."

### THURSDAY, MARCH 28

1958/Blues pioneer W.C. Handy dies.

1974/Arthur "Big Boy" Crudup, who recorded "That's All Right" before Elvis, dies.

1974/Blue Swede's "Hooked On A Feeling" issued.

1976/Genesis begins first tour with Phil Collins on drums.

Birthdays: Rupert Greenall (Flxx) 1951, Rufus Thomas 1918.

### FRIDAY, MARCH 29

1969/Southside Fuzz, a band comprised of Chicago police officers, draws 2000 to its first live show.  
1973/Dr. Hook finally makes it onto the front of *Rolling Stone*. The jacket reads, "Those guys finally make the front cover."

1980/Ronald Sells sues the Bee Gees over the rights to "How Deep Is Your Love" and eventually loses.  
Birthdays: Barry Goudreau 1951, Toto's Bobby Kimball 1947, Lonnie Donegan 1931.

### SATURDAY, MARCH 30

1960/While calling for another payola investigation, Rep. Tip O'Neill denounces rock and roll as "a type of sensuous music unfit for impressionable minds."

1964/The British press reports the first big mod vs. rocker clashes.

Birthdays: Eric Clapton 1945, Graeme Edge (Moody Blues) 1942, Rolf Harris 1930.

### SUNDAY, MARCH 31

1967/Jimi Hendrix torches his guitar for the first time.

1982/The Michael McDonald-fronted version of the Doobie Brothers announces their breakup. The group actually goes on for at least another year, during which there's a farewell tour and subsequent LP. Recently, Tom Johnston and Pat Simmons, both of whom left the group during the McDonald era, have announced a Doobies reunion that will take the band "back to its roots."

Birthdays: Two TV people who became recording artists for a while, Richard Chamberlain 1935 and Gabe Kaplan 1945. Songwriter John D. Loudermilk 1934. Lefty Frizzell would have been 57.



BRAD MESSER

# CALENDAR

## Where Do Memos Go?

Black holes in space suck in material, never to be seen again. Some bosses handle memos like that.

The loss of messages into the black hole of management used to raise my pressure, but now I've discovered that getting frustrated and angry over unanswered written communication is the wrong reaction.

The positive and productive reaction is to blame yourself. That's right. Blame yourself for the boss never answering your memos!

According to management consultant Peter F. Drucker, supervisors are either Readers or Listeners. Some bosses like to get information in written form. Others function better taking in facts dur-

ing conversations. It is the responsibility of the employee to determine which method works best with his supervisor.

As the theory goes — and it does seem to make sense — it's fairly useless to keep pushing paper toward a Listener, and equally unproductive to vocalize one's plans and ideas to a boss who's a Reader, without having already submitted something about the subject in written form.

Communicating better with the boss makes his job easier. It can also help you keep yours.

"Working Smart," a publication of Xerox Learning Systems, recently quoted Bob Mezzoff, President of ODT Associates management consultant firm, saying, "Only ten percent of firings at the managerial level are due to technical incompetence. The other 90 percent are a result of failing to get along with others, especially the boss."

\*\*\*\*\*

Gremlins again. Two errors to correct in R&R 3-8 issue. March 11 — Lawrence Welk age (printed as 58) should have read 82. March 14 — Johann Strauss birthdate (listed 1825) should have read 1804.

### Flier Survives Three-Mile Plunge

**MONDAY, MARCH 25** — In 1944, a British flier bailed out of a burning bomber over Germany, fell 18,000 feet without a parachute, and landed in pine trees and a snowbank. **Nicholas Alkamade** suffered only a few scratches and a twisted knee.

1966 — Poll taxes declared unconstitutional. 1954 — RCA began production of the first commercial color television sets. 1839 — Cherokee Trail of Tears ended.

Alaska state holiday: Seward's Day. **Elton John** (Reginald Kenneth Dwight) is 38. **Aretha Franklin** 43. **Anita Bryant** 45. **Gloria Steinem** 49. **Howard Cosell** (Howard Cohen) 65.

### First Law Against Woman Drivers

**TUESDAY, MARCH 26** — The first known law against women drivers was enacted on this date in the year 205BC, when females were banned from driving horse-drawn chariots in the Roman Empire.

1979 — Camp David Accord: **Begin** and **Sadat** signed Egypt-Israel peace treaty. 1861 — Yosemite Valley, CA first seen by white men. 1827 — **Ludwig Beethoven** died. 1825 — Mexico declared independence from Spain.

**Charly McClain** 29. **Vicki Lawrence** 36. **Diana Ross** 41. **Bob Woodward** 42. **Erica Jong** 43. **James Caan** 46. **Hoyt Axton** 47. **Alan Arkin** 51. **Leonard Nimoy** 54. **Robert "Bob" Elliott** (Bob & Ray) 62. **Gen. William Westmoreland** 71.

### Great Alaskan Earthquake

**WEDNESDAY, MARCH 27** — A major earthquake (one-and-a-half times stronger than the San Francisco 'quake of 1906) shook Alaska in 1964. It registered 8.6 on the Richter scale, killed 131 people, caused \$750 million in damages and created tidal waves in Oregon and California.

1980 — North Sea oil platform collapse killed 123. 1977 — Canary Islands collision of two 747s killed 581 (world's worst aviation disaster). 1968 — **Yuri Gagarin** (1st spaceman 1961) died in crash during "routine" jet training flight. 1980 — Wine corkscrew patented. 1855 — Congress okayed \$30,000 to import camels for U.S. Army in Texas.

**Michael York** 43. **Caleb "Cale" Yarborough** 45. **Sarah Vaughn** 61. **Budd Schulberg** 71.

### Prime Rate Nudges Twenty Percent

**THURSDAY, MARCH 28** — Five years ago today the prime interest rate was raised by major banks for the 12th time in three months, to 19.5 percent.

Twenty-four tornadoes hit North and South Carolina in 1984, killing 61 people, injuring about 1000 and leaving 3000 homeless. It was the worst American tornado death toll in a decade. (During the same week last year 14 inches of snow fell on Worcester, MA.)

1979 — Three-Mile Island, PA nuclear reactor accident. 1915 — Feminist **Emma Goldman** fined \$100 for making public speech mentioning contraceptives.

**Reba McEntire** 31. **Rick Barry** 41. **Charlie McCoy** 44. **Zbigniew Brzezinski** 57. **Dirk Bogarde** 64.

### American Troops Depart Vietnam

**FRIDAY, MARCH 29** — The last American troops left Vietnam 13 years ago today (1972), having suffered a combat death toll of 45,958. The U.S. continued bombing Cambodia while some POWs were repatriated.

1971 — **Charles Manson** sentenced to life for seven **Tate-LaBianca** murders in Los Angeles. 1927 — First car over 120mph. 1848 — Niagara Falls stopped by river ice jam. 1806 — Congress authorized first federal highway.

**Earl Campbell** 30. **Billy Carter** 47. **Pearl Bailey** 66.

**Saturday** (3-30): 1981 — **Reagan** assassination attempt. **Eric Clapton** 40. **Warren Beatty** 47.

**Palm Sunday** (3-31): 1889 — Eiffel tower opened in Paris. **Gabe Kaplan** 40. **Richard Chamberlain** 50. **Shirley Jones** 51. **Gordie Howe** 57. **Cesar Chavez** 58.

GO WEST  
"WE CLOSE OUR EYES"

VS4 42850



### CHR NEW & ACTIVE

KFMZ add    KMJK add    KTFM add  
KIQQ add    KWOD add    Z104 add  
KIIS-FM add    Y106 add    KIKI add

#9 in ENGLAND!



Chrysalis  
COMING FROM A COMPACT DISC

## Beat The Press

When it comes to publicity, there are basically two schools of thought. The first school (I'll call it the "Old School") holds that any publicity is good publicity. Therefore, in a classic oxymoron, even bad publicity is good. The second school believes that bad publicity can hurt you and therefore it should be avoided if at all possible.

A couple of big city newspapers provided the inspiration for this column when they ruthlessly took aim at leading radio stations in their communities. Those separate instances of editorial slings and arrows fit my definition of bad publicity to a T and sent me searching for my soapbox, where I am now standing. Ready?

### Let's Hear It For The Underdog

Okay, call us crazy but we Americans love the underdog. Champions? Especially ones that have been on top for a while? Forget 'em. They're fat cats... and everybody knows it's more fun to take potshots at those who've made it than to praise their accomplishments.

Like it or not, that's pretty much the way it is, which, if you graduated from the Old School, shouldn't bother you in the least. However, a quick look at the American success system makes me think differently.

Using a radio station (or a radio personality) as an example, let's go through the steps. You debut with a new format up against an established, successful outlet. You make inroads by being different, more aggressive, more attentive to the audience, and you start making progress. On the way up, a lot of people root for you, while at the same time they might bad-



R&R Senior Editor John Leader was a fulltime staffer with the newspaper from 1977-84, and continues to work with R&R as a contributor. A longtime programmer and air personality with such stations as WQXI/Atlanta and KHJ/Los Angeles, he is currently host of "Countdown America With John Leader" and voices Drake-Cherault's syndicated contemporary XT40 format. His "Leader At Large" column appears in R&R whenever we can talk him into writing one.

mouth your competition. An oversimplification perhaps, but it's a scenario I've seen (and written about in this publication) hundreds of times.

A newspaper wants to do an article on you - what do you say? I'd say yes, because as the underdog you have nothing to lose and you have yet to acquire any of the trappings of the fat cat most people love to criticize. Your chances are very good that the article will be a favorable one.

In the same situation, if I were at the leading radio station and the press came to me asking about an article, I'd be inclined to say no. If I'm the winner, I've got a lot to lose, and remember, I'm from the "New School," the one that believes bad publicity is not good for you.

### What About That New School?

Granted, as an NS grad I may get a lot less free publicity than my competitors, but I think I'll stay on top a long long time, partially because of what I learned there. Back in Interview 101, a freshman-level course, they teach you to "evaluate the source." That is, who does this person asking for the interview work for? What kind of articles does the source usually publish?

With some publications that's an easy one - I mean who can't tell the difference between the celebrity stuff in the *National Enquirer* and *People*? But what about those

publications that go both ways? Well, my best advice there is to research the writer. Get your hands on past articles he or she has written. That should give you a pretty good idea of what your feature might read like. And if it looks like a hatchet job is about to hatch (sometimes a mixed metaphor really hits the spot) you can always say no, and I think you should.

Spend your time staying several steps ahead of your competition. Promote your station through means you can control. Take it from someone who has dealt with his share of gossip down through the years - human nature dictates that the dirt gets passed along much faster than the fluff (and often with greater amplification!). If the newspapers start saying nasty things about your morning show, word of mouth will guarantee the article a much wider readership than it normally would have had.

Whoever said "staying on top is a lot harder work than getting there" must have graduated magna cum laude from the New School. I'm not saying all journalists are out to nail you, but when you're on top, you're much more vulnerable to attack than when you're on the way up. And if there's one time you don't want you or your staff's attention diverted from staying on top, it's when you're fighting to do just that, which in today's competitive marketplace is probably every day.

TAKE PART



## The NAB Annual CONVENTION

April 13-17, 1985  
Las Vegas

The 63rd Annual NAB Convention and International Exposition will include sessions on management, programming, research, sales, promotion, engineering, and new technology. This year's convention will also feature entertainment by the Beach Boys and the Pointer Sisters and the world's largest exhibition of broadcast-related products. This year's exhibits not only take up all of the Las Vegas Convention Center, but occupy the Las Vegas Hilton's Convention Center as well.

For more information, call NAB Radio at (202) 429-5420.

TAKE PRIDE



BRAD WOODWARD

MARKET DOMINATOR

When KIRO Talks, Seattle Listens

Occupying a prominent place on the short list of News/Talk stations that consistently lead their markets is KIRO/Seattle. In 1974 Bonneville International took what was then a mid-rated Adult/Contemporary station to News/Talk and built market-leading double digits before the end of the decade. KIRO has continued to dominate Seattle radio listening ever since.

But even institutions aren't immune to the perils of a competitive marketplace. After back-to-back 11.0 books in 1982, KIRO slowly began to hemorrhage, bottoming out last spring at 7.8 — an enviable rating still good enough for a first-place finish, but a "rude awakening" by KIRO standards, according to VP/News & Programming Vic Bremer.

Once awakened, KIRO made a spectacular rebound. Last fall it turned in a 10.7 performance that can't be entirely explained away by Seattle Seahawks football. "Certainly the Seahawks helped," says Bremer. "They had a heck of a good year. But after that 7.8 book we looked really hard at what could cause people to tune away, analyzing anything that might be an irritant.

"We made some adjustments. For instance, we've tried to make our business and financial news more broadbased. Our sports programming is much less scoreboard and more feature and human interest than it used to be. We're working hard to make sure the quality of audio in actualities and elsewhere is really top-notch. I think that helped, but I really don't have all the answers."

Capitalizing On Exclusive Franchises

At no loss for answers about how KIRO has evolved into such a powerhouse is Bremer's boss, VP/GM Joe Abel. "I think what makes us unique is exclusive franchises," Abel observes. "We are

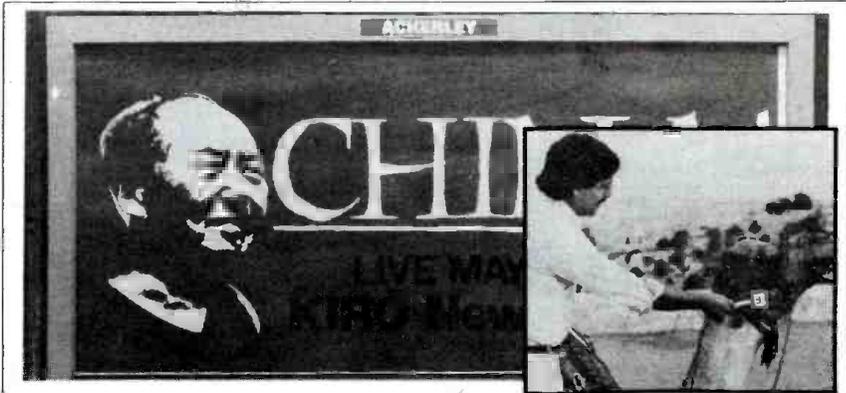
the only radio station in America that currently owns the rights and has flagship status for the three major American pro sports — NFL football with the Seahawks, NBA basketball with the SuperSonics, and now major league baseball with the Mariners. When you own the rights, you have all the control, put together networks, and sell it." CBS affiliation gives KIRO access to events such as the World Series and Super Bowl.

Abel is convinced that getting a grip on the market was also made easier by KIRO's six-year headstart. "It really pays to be first with the format. We've had three stations try to take us on — KVI and KAYO in 1980; both changed their minds and went to other formats. And, of course, in October 1982 KING took us on, but they've never done better than a 2.0 share." The station's prime opponent is seen as KOMO, a full-service Adult/Contemporary station.

Noting the fierce head-to-head News/Talk battles in markets like New York, Abel admits, "We haven't had that kind of competition, to be honest with you. We paid the money to scare it off."

Nearing Top Ten In Billings

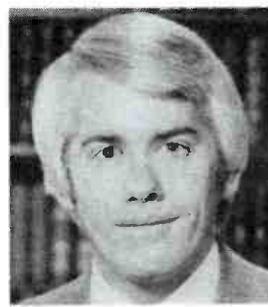
KIRO's heavy investment has been more than offset by a big payoff in revenues. As Abel puts it, "It's a highly commercial outfit. Even the plants in the lobby are for sale! We are capitalists." Sales will approach \$16 million in



BLOCKBUSTER REMOTES — KIRO has brought the world to Seattle through international remotes from such locales as China, Russia, Africa, and the Middle East. Nevertheless, says Vic Bremer, "The bread and butter is still how well we cover what's going on in Seattle, Bellevue, Everett, and Tacoma."



Vic Bremer



Joe Abel

1985, and Jim Duncan says that will make KIRO one of the top ten billers in the country, a remarkable feat for a station in the 15th largest market.

Abel is also awed by the sheer magnitude of the station's 650,000 weekly cume. "Three out of every eight people in this market shop at our store at least once a week. That's incredible. That would be a five or six-million cume in New York or Los Angeles."

Abel emphasizes that KIRO's success is by no means accidental. "We are really into training and planning. We have an expression around here: 'Good results without good planning are simply good luck.' Training includes a nine-month sales school for entry-level account executives before they hit the streets.

News Comes First

Despite its sports emphasis, talk programming, and even a smattering of music in middays, KIRO's forte is news. "I think we've hung our hat on that claim in the marketplace," says Bremer. "People do turn to us on days of crisis." Abel echoes that assessment: "We're newsradio. Especially in drivetime we don't fool with it."

Abel calls KIRO news "user friendly," while Bremer stresses, "We are not a sterile, staccato operation. You'll find more warmth and personality on the air than you might at a lot of news operations. The selection of stories is local, and we make them pertinent to people's lives. We try not to talk in bureaucratized or legalese or any other private languages. We've had a consistency in the on-air players, which I think has helped."

Midday Music Relief

There are eight hours of solid news blocks each weekday during drivetimes, plus an hour at noon. Middays consist of short interviews (no calls accepted) averaging ten minutes in length, in addition to news, features, and up to four "safe" A/C songs an hour.

"We've found the music seems to give a bit of relief to the heavy topics in the interviews," Bremer explains. "It has served us pretty well in that midday period. We always have very respectable numbers in middays, a time when many other information stations have problems."

KIRO shifts into two-way sports talk with Wayne Cody at 7pm, followed by NBC Talknet from 9pm-5:30am. With a few exceptions, such as two-way talk devoted to psychological advice and outdoor activities, weekends are similar to weekdays. Like many stations, KIRO has found its Saturday and Sunday morning news blocks to be surprisingly strong. Bremer notes, "Those blocks are dominant in their periods here and show there is a real need for news on the weekend."

Sports Pros Outweigh Cons

Bremer says he understands the concern of broadcasters who fear that play-by-play sports may alienate core listeners, but at KIRO "the benefits outweigh the liabilities" through both revenues and exposure of the station to new listeners.

"Football in this area is really important, and to have the Seahawks on our station on Sunday just brings in tons of people who maybe wouldn't sample us otherwise. So we try to do a good job of promoting other programming

elements within our play-by-play."

Another big plus for KIRO in the promotion area is nepotism within the Bonneville family. Bremer explains, "We have the advantages of a sister FM (KSEA), VHF TV station (KIRO-TV), and a corporate attitude that we're all going to help each other." That help extends to advertising, program tie-ins, and cross-mentions. KIRO also makes extensive use of billboards.

Ongoing Success Demands Change

Asked why the Seattle market seems to take so well to News/Talk, Bremer points out that Northwesterners historically are "independent thinkers" who lead a "more cerebral way of life" than many other Americans. Added to that is Seattle's growing importance as a center of finance and international trade.

While he loves to hear people say KIRO has tapped into this mix to become a giant, Bremer is wary of being lulled into complacency. "This is an extremely competitive market and we're always scrapping. It would be a mistake for us to sit back. We do a lot of market research, and we also test prototype programming and promotions. It's important for us to always be looking to change because this is a dynamic, growing area. KIRO is a great radio station and I think we're responsive to changes in the marketplace. We'll continue to exercise leadership."



ELECTRONIC NEWSROOM — In 1982 KIRO installed the nation's third computerized radio newsroom.



AIRBORNE — In addition to fielding a traffic/news helicopter, KIRO calls itself the only radio station in the country with its own jet. Actually, the jet is shared with and principally used by sister station KIRO-TV.



JOEL DENVER

## OFFSHORE RADIO LASER 558

# Portrait Of An American Pirate

Every day over nine million people in nine European countries tune in Laser 558 on their AM dial and listen to the latest in American and European hits. Laser 558 is not just any run-of-the-mill radio station. It's an American-run outlet located aboard the Panamanian-registered MV Communicator. The vessel itself is anchored off England's coast in the North Sea at the mouth of the Thames River (50 miles east of London).

Moored in these international waters, Laser 558 remains free from the regulations imposed upon land-based broadcasters, particularly the BBC's strict needle-time rules. Consequently, the station pumps out hit after hit, 24 hours a day, into countries that don't allow their stations to air unrestricted hours of recorded CHR music. Needless to say, Laser 558 is extremely popular with its audience, but not very popular with the neighboring authorities.

Pirate stations' audiences have always been large. Many such operations flourished until they were muzzled by the Strasbourg Convention Treaty, which inflicted sharp penalties on advertisers and suppliers to pirate broadcasters. The lone survivor from pirate broadcasting's heyday is Radio Caroline, which, coincidentally, is anchored near Laser 558. Currently consulted by Burkhardt/Abrams, Caroline has modified its eclectic AOR/Oldies format to a hybrid AOR/CHR for a better competitive stance against pure CHR Laser 558.

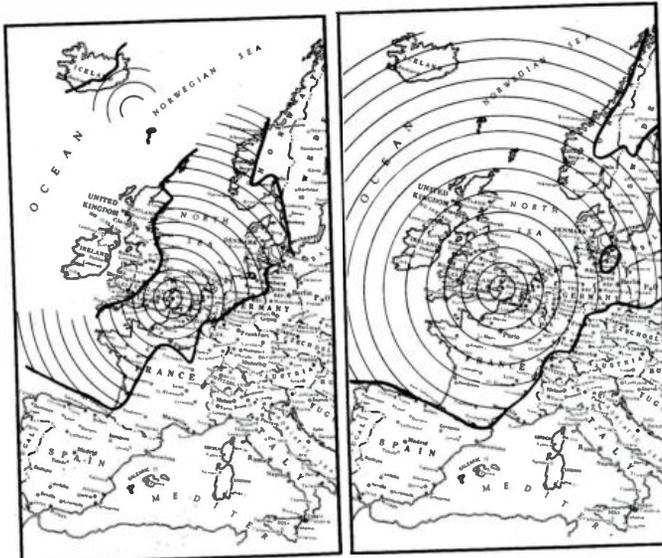
### Almost One Year Old

Owned by Panamanian corporation Deka Overseas and managed by New York-based Music Media International (MMI), Laser 558 signed on the air May 24, 1984. It's the brainchild of former MMI President Roy Lindau, who discovered a loophole in the law. By arranging a supply agreement with Spain (the only country not to sign the treaty) and accepting advertising from countries based outside of Europe, Lindau helped his dream become a reality.

Laser 558 now commands an estimated audience of five million in the United Kingdom, four million spread between Belgium and Holland, and a potential audience of



CHR on the high seas aboard the MV Communicator, home of LASER 558. Strong winds and strict rules make for "never a dull moment." See "Staying Afloat in Stormy Weather" on page 33.



Laser 558 coverage maps show strong penetration and a potential audience of 150 million listeners.



141 million additional listeners throughout its coverage area (see coverage maps).

The British government is especially unhappy about Laser 558, contending the ship is violating international maritime regulations by interfering with VHF emergency frequencies, stealing news bulletins, and ripping off both artists and record companies by not paying music licensing fees. John Moss, current MMI President/CEO, counters: "There are no laws that we're breaking because there are no applicable laws to where we're operating." As far as

"There are no laws that we're breaking because there are no applicable laws to where we're operating."

— John Moss

frequency interference goes, Moss replies, "There's plenty of air space — spin the dial and you can hear the gaps. We're professional broadcasters, have very modern equipment, and produce a very clear (25kw) signal that doesn't wander off 558 metres medium wave." He also noted that the station has offered to pay the record companies or not play the discs, but the companies "don't want either. And the performers aren't beating us up because we're making them popular."

### BBC Beefs

The only other beef the BBC has is with those businesses advertising on Laser 558. It's illegal for a UK-based business to directly purchase airtime on the station. But all monetary transactions, including sales and invoicing, are handled in the United States by MMI. According to Moss, "All monies are procured from the U.S., generally by parent companies of the European subsidiaries."

So the British government is virtually helpless. In a recent New York Times article Brian West, head of the Association of Independent Radio Contractors, states, "There is no political will to do anything. A crackdown would be too unpopular." So Laser 558 is left to play hit after hit for its audience of millions, unopposed save for the North Sea's icy waters and strong winds.

# RADIO USA <sup>for</sup> 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 (213) 204-5000 for details.

**WESTWOOD ONE**  
RADIO NETWORKS

# DAVE EDMUNDS "High School Nights" Contest

From The Soundtrack To  
**PORKY'S  
REVENGE!**

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

Open To All R&R Readers\*

Tell Us Your Most Memorable "HIGH SCHOOL NIGHT"

## ENTRY FORM

"My Most Memorable High School Night"

CATEGORY (Check One):

G \_\_\_\_\_

R \_\_\_\_\_

NAME:

COMPANY AFFILIATION:

ADDRESS:

BUSINESS PHONE NUMBER:



Enter in either of two categories:

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

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

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

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

Entries must be received by  
**MIDNIGHT, APRIL 5th**

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



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

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

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

### MAIL COMPLETED ENTRIES TO:

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

# Staying Afloat In Stormy Weather

In its first year of operation, Laser 558 has become big business — transatlantic style. The MV Communicator comes complete with a dipole antenna system stretched between the two masts, a satellite dish, and copper sides and bottom to stabilize the ground system, utilizing the entire North Sea to increase signal conductivity. Inside is a state-of-the-art station radiating 25kw on 558kHz, covering a 300-mile radius and a potential audience of 150 million people. In theory, it's the largest single commercial radio station in history.

The station is supervised by MMI President/CEO John Moss in New York, along with press consultant Jane Norris. Heading the on-board management team are GM John Castle and PD David Lee Stone (who has been with the station since its inception). Laser 558, which began accepting ad



Liz West

schedules last October, adheres to a positioning and programming policy of being "never more than a minute away" from the music. As such the station carries a maximum of six spots an hour. Operating costs run around \$60,000 a month and, according to Castle, "By the end of March, we expect to turn over our first profit."

There are eight DJs on board who operate on a six-week on, two-week off schedule. Most of them are in the beginning stages of their radio careers and, thanks to Laser 558, they've become household names in several countries. Stone adds, "We owe a tremendous debt to the young people who've been so adventurous."

Adventurous? Yes, because it's not as easy as it may seem to broadcast from a boat. Inconveniences include temporary shortages of fresh fruits and vegetables, as well as fresh water for showers. There was also a close call when the diesel supply, which runs the generators, was nearly depleted.

The biggest problem, says Stone, is "our inability to manage the weather. People and product are usually off schedule, strong

Shown (top, l-r) are PD David Lee Stone, air personalities Michael Dean and Jessie Brandon; (mid-ladder) Ric Harris, and Charlie Wolf (bottom).



Erin Kelly

winds are always blowing in our direction and, in an emergency, the staff is only allowed help from its sole means of supply, Spain."

Castle elaborated, "If we were in trouble the boat couldn't dock anywhere in its immediate sur-



Tommy Rivers

roundings, and those aboard would be relying on transporters from Spain, a good distance away." Stone added, "It means we must constantly be willing to change our minds and plans."

Just last month force-11 winds knocked Laser 558 off the air. The boat was also damaged to the point where it broke free from its permanent moorings and began drifting toward land. "Our five-man Marine crew saved the day by starting up the engines and keeping us in international waters." When the winds finally died down repairs were made, and Laser 558 went back to nonstop music.



Chest-deep in 15,000 entries are (l-r) Contiki America's Geoffrey Phillips and MMI President John Moss.

## PD On The High Seas

David Lee Stone, formerly of KIST/Santa Barbara, is a young programmer who travelled on the MV Communicator from its stateside moorings to its current North Sea resting place. He divides his time between the boat and London, and plans to remain in Europe for quite awhile. He admits that life on the Communicator "can become quite boring, but we try not to keep people out there for too long." He keeps his jocks happy with free room and board, free transport to the U.S. and back, and 13 weeks of vacation per year.

His audience is kept happy by never being more than a "minute away" from the music. He believes that concept is the station's winning formula. "That's the true backbone of the format, the reason for our success."

Stone insists there's no real secret behind his programming technique. "I wish I could take credit (for the station's success); I wish I could say I'm a programming genius. I'm not. I play the hits never more than a minute away and that's it! The rest comes from my hard-working, dedicated staff of personalities."

It can be quite frustrating trying to program for the likes and needs of several countries. But since most of the tracked audience belongs to the Netherlands and the United Kingdom, Stone tries to play most

of their current hits as well as the American hits often snubbed by European stations. "I try to make sure that all the records on our current playlist are viable hits that fit a format for both England and Holland. And all I can do is hope that Belgium and North France will tune in as well."

This "striking for gold" attitude has obviously been successful, judging by listener response to a recent contest (see above photo). According to Stone, the nonstop mail-in requests that roll into the New York City post office box and the upbeat attitude of his jocks are constant reminders of the excitement Laser 558 generates. "One of our fellows said he expects to work someday for a New York station and see what it's like reaching a small, intimate audience!"

## MOTION

Guy Perry joins FOXY-101/Saginaw for middays from WCRZ/Ft. Int, and Dave Fuller moves from middays to evenings replacing Clair St. James ... Chuck Bryson upped from part-time to all-nights at OK95/Tri-Cities ... Ed Lawrence joins KBIM/Roswell for middays ... Jean Cashman leaves her MD/PM drive spot at WCKO/Ft. Lauderdale for middays at 195/Miami, replacing Johnny Dolan ... Diane Tracy is new to nights at WBCY/Charlotte, replacing Cynthia Clark who joins Z98/Tampa. And Jerry Steffen is the new MD/PM-driver at WSPT/Stevens Pt. replacing Diane Tracy.

B104/Baltimore welcomes Kid Curry as evening jock and host of B-TV, the station's weekly video show ... Scott Forrest is new to overnights at KQM/Honolulu ... Jim Curtis is named MD/middays at WNVZ/Norfolk to replace the exited Greg South ... WIXV/Savannah parttimer Jeff Mitchell takes on a fulltime overnight slot

New additions to the WMXJ/Miami airstaff are Steve Cochran, mornings; Andrea Vincent, PM drive; and Beau Daniels, nights. News Director is John Ogle ... Thomas Grooms is upped to OM at WPTX & WMDM/Lexington Park, MD, where air personality Joe Lehan and wife Judy are celebrating their latest addition, Robert Joseph.

Gene Wooten is the new Production Director at WPLJ/New York ... Art Laboe returns to KRLA/Los Angeles for evenings ... WSEZ/Winston-Salem is now simulcasting morning and afternoon drives with AM sister station WAIR ... WNCI/Columbus morning man Michael O'Malley moves across town for mornings on 92X and the rest of the lineup now looks like this: Mark Daniels, 9am-noon; PD Adam Cook, noon-2pm; Tom Kelly, afternoons; Suzy Waud, 6-10pm; David Glenn, 10pm-2am; and Kevin Hanes, overnights.



STEVE FEINSTEIN

# AOR

## STABLE STAFF STEALS STATS

### KISS/San Antonio Stays The Course

Usually you read here about what stations do in order to improve their ratings. This is a tale of what one station didn't do when faced with an alarming ratings downturn. There's a message here for all broadcasters.

Until spring '83, KISS/San Antonio was sitting pretty. As the market's lone AOR, it was #1 in town with a 12.2 12+ share. Then crosstown KXZL's AOR debut scored an 8.2, while KISS's share sunk by more than half to a 5.9.

Pretty devastating, huh? You'd expect PD Greg Stevens and a good portion of the airstaff to be pink-slipped as management scrambled to wipe the egg off its face. Surprise, surprise... not a single person was fired because of that book.

#### Fair Assessment

GM Jim Tiller's rational examination of station and market history prevented a panicked reaction. "It wasn't the staff's fault. They had taken advantage of an opportunity that was there at the time.



Jim Tiller

"When Capitol Broadcasting bought the station in 1980, it had a 4.2 share. Being the only AOR in town, we saw an opportunity to expand demos," he explains. "To get the 12.2, the previous management had broadened the music to include some songs that were almost A/C. "Our very success, going from 4.2-12.2 in two years, prompted somebody else to say 'Hey, that looks easy.' When a competitor came in commercial-free with a core AOR approach, it had a tremendous impact."

#### New Game Plan

KISS's window to be broad-based also became narrower when the CHR's in town got better, says Tiller, who asked PD Stevens, "What do we do?" Greg said our programming needs to get back to the AOR basics, and you're going to have to get a sales staff to sell it that way.

"So we regrouped, redefining our image to stress that we are the market's rock station. Now our position is that of a mass appeal

AOR station rather than a mass appeal hybrid. I gave the sales staff the responsibility of selling AOR and not trying to make it something it isn't."

The station's 12+ share hasn't returned to those thrilling double-digits of yesteryear, but last fall KISS topped KXZL (7.1-6.4) for the first time, as well as in all key demos. "We knew we'd lose some overall numbers but probably gain in 18-34s, and that's what happened," says Tiller. "Now we're beating KXZL 4-1 in adults 25-34, solidly in men 18-34, and in teens also."

#### Management From The Top

The lesson, according to Tiller, is that "more broadcast managers should accept the responsibility of positioning the station and realize that jocks and the PD are simply doing what they're told to."

Another problem is "that many stations just blow people out because of competition. To assume you can always keep the same universe with a new competitor around is absurd."

#### The Age Of Unrealistic Expectations

"So many times the programming side of this business is forced to live with unrealistic expectations," he laments. "PDs need to fight for ratings expectations that are as realistic as the revenue and share projections that managers receive. The old days of a GM saying 'I want a nine share' are over. A PD has to have that clarified by saying, 'OK. Where... what demo.' 12+ doesn't mean anything anymore."

Tiller sees another disturbing phenomenon developing. "Shares are decreasing because of fragmentation, while costs are increasing. This puts incredible pressure on everyone. If companies, many of which know little about broadcasting, place unrealistic expectations on PDs, GSMS, and even GMs to hit a return, then what's going to happen to broadcasting? People are going to be forced out of the industry left and right."

#### Pay Off

Tiller appreciates the value of commitment to both a station's format and personnel. "Really good AOR stations have the opportunity to develop heritage images much

## WGIR's Masterly View From The Top



Forget lugging around a video presentation or slide show to clients. Market leader WGIR/Manchester has resurrected a childhood plaything, the View-Master, to tell its story to advertisers both near and far. PD Bob Cox and former Promotions Director Elizabeth Loosbrock report great response from the 500 businesses that have received the device, which features seven three-dimensional range of local and national clients, and the visibility of its staff. Above illustrate selling points such as the station's ratings dominance over its competitors, and a shot of a crowded football stadium symbolizes the station's weekly come.

## PROMOTIONAL COMMOTION

### WMMR Raises \$119,000 For Ethiopian Relief

Two benefit concerts and a 48-hour radiothon saw WMMR/Philadelphia raise \$119,000 for UNICEF's Ethiopian Relief Fund. The Robert Hazard shows netted \$5000, while George Thorogood donated \$2000 and the Hooters pledged \$1000. Other Philly-area musicians also manned the phones to help the station top its goal of \$93,000.

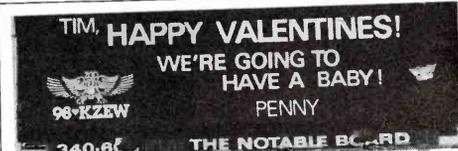
#### WRDU's French Connection

Some stations can boast of national reputations, but WRDU/Raleigh's fame apparently extends all the way to the land of croissants and baguettes. When a dance club in Arradon, France threw an "America Night," it asked the station to provide all-American music and programming. Via phone, WRDU sent a three-hour broadcast to France that included greetings from Governor Jim Martin and the mayors of Raleigh and nearby Wilson. A foreign language professor from North Carolina State University provided cross-continental translation.

#### Remembering V-Day

WZYC/Newport, NC linked with Giuffria's "Call To Your Heart" on Valentine's Day to give away a \$900 heart-shaped pendant and \$103 of free phone time. The prize's total value, \$1003, tied in with the station's frequency, 103 FM.

No one would turn down good sex, and that's what WZZO (Z95)/Allentown gave away on Valentine's Day. No license problems are foreseen - in the "Good Sex" is Dr. Ruth Westheimer's book, which went to the 14th caller whenever the station aired the Z95 "love sound" (moaning). All winners were registered for the grand prize, a weekend at a Pocono Mountains resort.



PREGNANT MESSAGE - KZEW/Dallas always gives away space on a billboard for the best Valentine's message to a loved one. This year's winner let her husband know there'd soon be another mouth to feed.

#### Prize Patrol

- Last year, KFOG/San Francisco's Vacation Series gave away 13 trips. This year, the station's World Vacation Series awards only four trips, but all to overseas locales: London, Paris, Rome, and Hong Kong. Listeners register by mail and then qualify by calling within an hour of the time their name is read on the air.
- WRIF/Detroit's "Maui Time" promotion gave away 20 trips for two to Hawaii. The correct-numbered caller scored whenever afternooner and Hawaii-native Arthur Penhallow bellowed "It's Maui time" on the air.
- WCCC/Hartford made its call stand for "Win Cash, Cassettes, Concerts" with a contest that awarded \$1000 cash, an audio system with a cassette deck, and a trip to Ft. Lauderdale for a Cyndi Lauper concert.
- WRIF's "Bruiser Blotto" game spoofed the Michigan State

Lotto, while offering serious bucks. Over the course of each day, WYFN read three numbers over the air, one at a time. At a designated time the following morning, the first listener to call in with yesterday's numbers got a cash prize. The pro-

gressive cash giveaway started with a \$1.01 bounty the first day and then doubled each day over 15 days, reaching a top prize of over \$16,500. A total of more than \$33,000 was handed out.

#### Sports Shorts

- How do you like this for a station promo - "Listen to WYFN or I'll rip your lips off." L.A. Raider Lyle Alzado cut it for the Tampa AOR.
- For two weeks WKLS/Atlanta gave away tickets to the Atlanta Braves' opening home series, with one winner selected to accompany the morning team to a live broadcast from the Braves' spring training camp in West Palm Beach.
- Interesting to note that legendary sports announcer Red Barber, who recently celebrated his 55th anniversary in broadcasting, started his career those many years ago on WRUF/Gainesville.

Continued on Page 35

Continued on Page 35

FOLLOW-UP

# KFMX's Too Tanked Taxi

After reading the "AOR Against Drunk Driving" column (1-18), former PD Nat Lamp wrote to tell of KFMX/Lubbock's "Too Tanked Taxi." Over 300 intoxicated people have used the 24-hour, seven-day-a-week free ride service since its inception last summer.

When a patron is too inebriated to drive home, an establishment's bartender calls the station's hotline. The jock has a cab dispatched to pick up the person and deliver him home, where he's given a card that reminds him of the location of his car.

The station runs twelve PSAs each day listing the participating bars and restaurants, which include both clients and non-advertisers. The businesses pick up the cost of the rides.

A ceremony announcing the program featured appearances from local officials, including the town's police chief, district attorney, head of the Department of Public Safety, and a state senator. The mayor declared an "FMX Home Safe Day," and the program has been lauded by a local school's alcohol advisory board, an alcoholism council director, and the president of Lubbock's chapter of Mothers Against Drunk Driving.

# SEGUES

**Format Funnies:** New AOR KRXXI Eugene (1450 AM) signs on April 1 with PD Barry Corkery from crosstown KZAM and MD John Napier from KMOK/Lewiston. Owners Richard Parker and John Spillane will serve as GM and OM, respectively. Contact them at (503) 343-6432 until the sign-on; after that, call (503) 344-1450.

**Consultants' Corner:** Jeff Pollack signs WTPA/Harrisburg... Al Peterson inks KRIX/McAllen-Brownsville... Bob Harper replaces Donna Harper at KQDS/Duluth.

**Peripatetic Programmers:** WQMF/Louisville MD Reggie Jones returns to WKLC/Charleston, WV, this time as PD... PD Steve Driscoll leaves KUFO/Odesa.

**Jock Jumps:** John McRae moves to KRQR/San Francisco afternoons from crosstown KMEL, while Steve Gariand exits KRQR nights... Don "The Doctor" Ballje exits WKLS/Atlanta late nights... Carl Russo from WGRG/Bufalo replaces Louis Charmin on WFBQ/Indianapolis nights... Wendy Lane is new to WZEW/Mobile nights.

# WNEW-FM's Breakfast Club

Only in a city as bittersweet as New York would it be appropriate to do a series of live broadcasts during Valentine's Week from a spot called "Heartbreak." Each morning WNEW-FM's morning show drew as many as 800 guests to the cafeteria, which serves breakfast and lunch during the day and then turns into a popular dance club at night.

Red Rockers was the house band and Fiona appeared. On-site coordination came from Executive Producer Denny Somach, morning show producer Jim Monaghan, and PD Charlie Kendall, while Ken Dashaout manned the board back at the station.



Members of Red Rockers with WNEW-FM's Lisa Glasberg (third from left) and Richard Neer (third from right).



News woman Glasberg studiously researches the Chippendale phenomenon during a surprise visit.

# Promotional Commotion

Continued from Page 34

## Just Causes

In five days, WBAB/Long Island's Fifth Annual Rock Marathon raised over \$65,000 for Charity Begins At Home, an organization founded by Billy Joel. Morning team Bob Buchman and Diane Upson stayed on the air for four and a half days, auctioning off goodies such as a Billy Joel tour jacket (\$1250), a guitar autographed by Ritchie Blackmore (\$850), a set of keyboards from Felix Hanemann of Zebra (\$675), and a Joan Jett wristband (\$375).

WHJY/Providence brought in 1200 pounds of food for the Rhode Island Community Food Bank by making 25 donors eligible to win

tickets to a Bruce Springsteen concert. Listeners received a raffle ticket when they brought food to area merchants and then listened for their names to be mentioned on the air. One of the winners also nabbed a guitar autographed by Springsteen, who donated \$10,000 to the bank.

On Valentine's Day, WRDU raised \$2000 for the American Heart Association by sponsoring a celebrity ice cream scoop and taking pledges for on-air song dedications.

25% of the take from the bar at a DC101/Washington pre-Valentine's Day party went to the AHA, which received close to \$1000 from the night.

WWCT/Peoria and REO Speedwagon netted over \$2800 for cancer research. Along with 25 cents from each ticket sold for their concert, the band chipped in \$500.

A Kinks and Honeymoon Suite concert co-promoted by KZEW/Dallas raised \$15,000 for the T.J. Martell Foundation. Proceeds came from the first 3000 tickets sold, which went for five dollars apiece.

raised funds for the "Riff Recording Fund." The fund purchased five-hour blocks of studio time for three other area bands chosen by a random drawing.

## Odds 'n' Sods

According to Smash Hits magazine, Duran Duran's Nick Rhodes calls WLIR/Long Island his favorite radio station... Pard'n Me Productions offers custom answering machine messages from celebrities such as Don Pardo and "Duane Ingalls Glasscock" (WBCN/Boston morning man Charles Laquidara's alter ego). The company's Rick Kelman is looking for other radio stars to voice messages. Call him at (201) 440-3489... KSRR/Houston Advertising and Promotion Director Bill Moffett took the award for Best Creative Radio Production from the local American Women In Radio And Television chapter... KBCO/Boulder says its latest television spot is the first TV commercial in Denver to be broadcast in stereo.

Upcoming columns will tackle topics such as:  
 • Sports promotions & programming  
 • How programmers use computers  
 • Talk programming on AOR  
 If your station is active in these areas, drop me a line.

## WRIF Gives The Gift Of Studio Time

There's an admirable spirit of brotherhood among Detroit rock bands. Five local bands played at WRIF's Motor City Jam IV, which

## A two-hour weekly program of New Age/Spacemusik

The ultimate upper demo programming tool — a fresh innovative cume builder

As mentioned in R&R's AOR column, 3/8 Consultant John Sebastian: "Recommending this show to my client stations"

CONTACT FRANK FOREST, (415) 388-0622

# KISS

Continued from Page 34

like the old-line giants such as WCCO/Minneapolis. Your solidarity in the community and your people are the keys. Management must utilize its greatest resource — the people at the station."

He also credits group ownership consistent with his own philosophy, as well as the contributions of consultant Jeff Pollack. Tiller closes, "We're now on target to generate more revenue with a 7.1 than we did with a 12.2, and we've managed to come back with the very people who 'lost' it before."



FOLLOW-UP

# WDVE Alumni Club

The "WDVE: A Pittsburgh Power For 15 Years" anniversary column (2-1) inspired a letter from Ted Ferguson, who recalls that when the station went live in 1971, he was MD and Alan Blank was PD. Ferguson later programmed KWST/Los Angeles, WABX/Detroit, and WDRQ/Detroit. He now runs an international consultancy out of Wellington, New Zealand with clients in Tahiti, Holland, France, and Italy.

Also, WDVE's call letters were not selected to symbolize the dove, the bird of peace, says Nationwide Communications VP/Radio Steve Berger, and he should know. As 'DVE's first GM, from 1970-74, he remembers the 'DVE calls being chosen because ABC's George Yahres liked their phonetic similarity to Easy Listening WDVR/Philadelphia (now WEAZ (EZ101)).

He also recalls the station doing editorials for the legalization of marijuana and a historic August 1971 meeting in Chicago where it was decided to tighten up the ABC FM progressive rockers, moving them from a counter-culture approach to a formatted, commercial direction. The meeting's lineup



Steve Berger

sounds like a Who's Who of early FM rock radio, including ABC FM VP Allen Shaw, 'DVE PD Dwight Douglas, WDAI-FM/Chicago PD Bo Wood, and KLOS/Los Angeles PD Denton Marr.



RON RODRIGUES

# ADULT/CONTEMPORARY

## WTIC: Happy 60th

"This service has been installed purely and simply as a new means of publicity. It is a method by which we are able to come into close personal relationship with the public. The hope and constant aim of this station will be to earn the goodwill, friendship, and confidence of those who hear us."

— Travelers Insurance VP Walter Cowles  
February 10, 1925; 7:45pm

With those words, WTIC/Hartford forged an information and entertainment bond with its Southern New England neighbors that's still strong 60 years later. This week's column and pictorial display spotlight this legendary station and tell how WTIC became such a market fixture.

WTIC's calls are an abbreviation for the Travelers Insurance Company. In those days many institutional firms used radio as a means of community service. While some hoped to sell more receivers, others, like the Travelers' Walter Cowles, saw radio as a marketing tool — a way of selling more policies. Thus, in 1925, twin towers were erected on top of the company building, and the 500-watt station was on the air.

### The Roaring '20s

WTIC's early programming represented a rainbow of entertainment forms. The music, all it live, included symphonies, string quartets, brass bands, and vocalists. Until the advent of pre-recorded music, the station employed staff musicians. A year and a half after going on the air, the station became a charter affiliate of NBC (to which it still belongs), and the classic era of dinner dances, breakfast shows, and network sports began. With its large staff and announcers, the outlet was able to feed the network with many programs. By the end of the decade, the station increased its power to 50,000 watts and could be heard all around the world.



**AIRBORNE AIRWAVES** — The station broadcast live from this plane in 1926, the first outlet to do so. It featured the voice of Connecticut Governor John Trumbull (above) and aircraft builder Igor Sikorsky.



**WTIC 1080**

**HIGH DRAMA** — One of the station's proudest accomplishments was providing quality dramatic shows. Beginning in 1931 and lasting for a decade, WTIC Playhouse was heard as a Wednesday matinee and Friday night favorite, and featured actors who went on to national prominence. Shown flanking director Guy Hellhound (serving cake) are Michael O'Shea and Ed Begley.

### Generating Revenue

In 1930 WTIC issued its first rate card, which included an effective message:

"Station WTIC . . . the most powerful station in the Northeastern states . . . offers a range of coverage that only a chain of several stations could rival."

The facility fed that power with a prodigious amount of local programming. Its hallmark production was "The WTIC Playhouse." The playhouse assemblage included Ed Begley, Gertrude Warner, Louis Nye, and Jan Miner (better known as "Madge the Manicurist").

The station's ability to weather a crisis was put to the test in 1936 when the Connecticut River rose to nearly 38 feet. WTIC responded by providing "round the clock crisis coverage." The station had no news department, so employees from other areas filled in.

### Complete Coverage

By 1940, with its growing community influence (as well as a



**BOXING BATTLE** — Heavyweight champions Jack Dempsey (on the left) and Max Baer overshadow WTIC chief announcer Paul Lucas in 1931.

brewing world war), WTIC had established a formal news staff. A few years later, it promoted one of its popular staff announcers, Bob



Bob Steele

Steele, into the morning time slot. Steele, an ex-pro boxer, motorcycle enthusiast, Hollywood stunt rider, KGFJ/Los Angeles race announcer and avid radio fan, arrived at the station in '36. His show is now in its 43rd year.

Popular prerecorded music became a staple in the '40s. Nat King Cole, Peggy Lee, Frank Sinatra, Tony Bennett, and Dean Martin were among the top artists of the era and staples of the station's music programming. Even then, 'TIC was the center of New England record promotion efforts.

### Television Impact

Until well into the fifties, WTIC featured true variety programming. But the country was becoming enamored with television, and network radio's influence was shrinking. The outlet responded by introducing more local items such as talk shows and increased its commitment toward play-by-play sports. By the early '60s, the company itself was operating a TV and an FM station.

Hartford developer David Chase purchased the AM and FM from Travelers in the early '70s. The Ten-Eighty Corporation was formed (corresponding to WTIC's dial position) and programming on the FM was eventually switched to CHR.



**ORCHESTRAL MANEUVERS** — During WTIC's early years, all music had to be performed live — "mechanical" (prerecorded) performances were not permitted. Above, 13 "syncopators" tune up for conductor Norman Cloutier in one of the station's gargantuan studios, circa 1929. They were called the "Merry Madcaps."



**STATE OF THE ART** — Today, WTIC and its FM partner broadcast from one of the most advanced and impressive studio setups in the country. Except for the headphone cord, note the lack of exposed wiring. Television screens monitor newswires and security areas.

Continued on Page 37

## WTIC: Happy 60th

Continued from Page 36

### The Classic Mold

Today, 60 years after hitting the air, WTIC has managed to do something only a handful of radio stations ever get to do — become an institution. Newspapers can do that; so can a large company. But radio often can't because shifting audience tastes can force changes in station formats and identities.

Although it reports to R&R's A/C section, WTIC belies a singular format designation. It's among a shrinking but valid breed of stations that still program in the classic full-service mold: news, sports, music, talk, and community service programming.

Hats off to President/GM Perry Ury, Sr. VP Tom Barsanti, PD Phil Hall, Bob Steele, and the entire WTIC team for 60 years of great radio — and my wishes for 60 more!



**WOMEN'S SPOTLIGHT** — Jean Colbert hosted WTIC's first program aimed directly at women. For more than 25 years, Jean interviewed many internationally-known personalities such as Eleanor Roosevelt, shown here in 1947.

Many thanks to WTIC for providing the historical photos. Editorial material was derived from the book "WTIC Radio To Remember," published by the station.



**MANNERLY BEHAVIOR** — One of WTIC's most popular programs was geared toward Hartford's youth. "Mind Your Manners" was a young people's panel show hosted by Allen Ludden. Honored with a Peabody award, the show was also fed to NBC. Ludden, of course, went on to host television's popular "Password" game show.



**ROCK AND ROLL ROOTS** — In 1946 the station featured one of rock 'n' roll's forefathers when it broadcast the Downhomers in a live concert. Later that year Bill Haley (!) would leave this group to form the Comets. Also shown are Shorty Cook, Lloyd Cornell, Guy Campbell, and Bob Mason.



**CONTEST CRAZE** — Perhaps America's first quiz show got its start on WTIC in 1927. It was the forerunner to a show called the "Quiz Of Two Cities," which pitted four Hartford contestants against four others by remote from nearby New Haven.

## PROGRESS

Linda Peterson rejoins WOMC/Detroit as Promotions Director ... KKLT/Phoenix MD Anita Carlisle moves into promotions, and is replaced by Roger Thomas from KPPL/Denver ... Bonnie Knox named MD at KEZR/San Jose, succeeding Steve Davis, who transfers to Asst. PD post ... New A/C WMET/Chicago picks up April Mallinverni Pezzolla as press/publicity contact. Also in place at the Chicago station are Cat Simon in mornings and Stu Collins in PM drive.

San Diego veteran Shotgun Tom Kelly joins KBEST/San Diego for its weekend oldies show ... KKLT/Phoenix VP/GM Johnny Andrews named 1985's "Boss Of The Year" from the American Business Women's Association ... Several changes at WOMC/Detroit, as evening personality Carey Carlson moves to afternoon drive, Paul Russell comes in as on-air/Production Director from crosstown WNIC, and Gary O'Brien joins for

weekends ... Sconnix's new WMXJ/Ft. Lauderdale lineup features Steve Cochran in mornings, John Ogle ND, Andrea Vincent in afternoons, and Beau Daniels evenings ... KCNR/Portland morning man Jim Donovan has been signed to cable TV's "Portland Pursuits."

Molly O'Brien joins KHOW/Denver from WEBE/Westport, CT ... Janine Wolf moves to KHTZ/Los Angeles for weekend duty from neighboring KHJ ... David Reaves named CE at WASH/Washington ... Steve Wexler is the new PM drive announcer at WISN/Milwaukee from crosstown WTMJ & WKTI. Also at WISN, Sports Director Bob Bach wins Northwest Broadcast News award for his report on former Brewers manager Rene Lachemann ... Congratulations to KLSI/Kansas City GM Stephen Dinkel, who was named Sandusky GM of the Year ... Kathy Paraventi is now part of the wakeup team hosted by Jim



Kathy Paraventi

Harper at WNIC/Detroit.

Happy tenth anniversary to Mike St. John's Saturday night oldies show, now on WMGK/Philadelphia ... Ottawa's first man/woman morning team, John Harada and Mary Anne Carpentier, has joined CFGO ... New arrivals to KMGC/Dallas include Dave Lankford from WMGK/Philadelphia, Bill Mc-

Quage (WCII/Louisville) as ND, Bob DeLancey (KOMA/Oklahoma City) in mid-mornings, and Dan Lopez in mid-afternoons. Troy Davis comes aboard as meteorologist.

WBOW/Terre Haute's new PD is former PM drive personality Steve Curtis. Now doing afternoons is Shawn Murphy from crosstown WPFR ... WAHR/Huntsville adds Erica Lane as morning news anchor from crosstown WAAY ... Dick Elliott joins WEZS/Richmond for middays from WXKW/Allentown ... Lineup at KSMG/San Antonio begins with Dave Hutchinson mornings, Jerry Dennis and Taquilla Duru morning news, J.J. Rodriguez middays, PD Trey Ware afternoons, Gale Storm afternoon news, Scott Michaels evenings, and Dave Allen overnights ... Ronni Richards segues to KWIZ-FM/Santa Ana from sister AM KWIZ, where Oogle Pringle now handles morning drive. KRMG/Tulsa welcomes Dale Forbis

as ND. Also at KRMG, Stephanie Chase, formerly of KTOK/Oklahoma City, covers middays ... Jay Donovan leaves his on-air and MD post at WTNY/Watertown; PD George Neher assumes the music duties ... Jill Finnie takes over PM drive news at WTON/Staunton, VA ... KMGQ/Santa Barbara welcomes Jeffrey Martin for weekends from KZTR/Ventura ... WEBI/Sanford, ME ND Jeff Lyons moves to the same position at WCFR/Springfield, VT.

Karol Abrams named chief meteorologist at WCIL/Carbondale ... Joe Bari is the new programmer at KMCQ/The Dalles, OR ... KOAW/Ruidoso, NM has signed back on after a three-week dark period ... The stork stopped at the house of WLHT/Grand Rapids morning man Ken Bass and wife Dene, presenting son Jaron. And at WWPB/Williamsport, air personality Bob Evans and wife Deanna are proud parents of twin sons Kirk and Kyle.



GAIL MITCHELL

# EASY LISTENING RADIO

FIRST IN 47-YEAR HISTORY

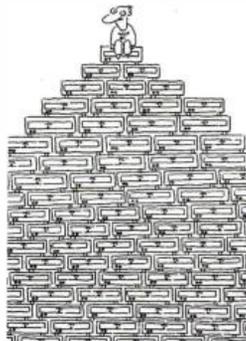
## Female Announcer Joins KFAC

Classical outlet KFAC-AM & FM/Los Angeles has rolled out the welcome mat for its first female announcer Lynne Warfel. Upon making the announcement, VP/Programming Director Carl Princi said, "For a long time I've wanted a female on staff. Believe it or not, an opening never existed. I feel fortunate to have a woman who can project the vocal quality, sincerity, and warm personality I was seeking." Warfel, who describes classical music as "a part of who I am," will host several weekend programs, including "Command Performance," "Invitation To The Dance," and "The Classic Experience."



Lynne Warfel

## Sitting On Top Of The (Radio) World



**YOU KNOW A NUMBER WHEN YOU HEAR ONE.**  
When you buy WJLF #32, you buy a winner. WJLF is the number one radio station in Baltimore, with the largest listening audience of any station in town. 57,000 potential customers listen to and enjoy WJLF...making it a powerful vehicle for your advertising message.

**TWO STRAIGHT YEARS OF UNBROUGHTED SUCCESS.**  
One look at the chart below shows that WJLF has increased consistently and dramatically for the past 6 months in a row. But the upward trend won't stop there. Write number one and still growing!



**1900 MORE NEW LISTENERS EVERY WEEK.**

WJLF is the fastest growing station in the market with 1900 new listeners tuning in every week...in addition to our friends who already listen. Imagine 1900 new potential customers hearing your message every single week! No other station in town gives you that kind of reach.

"WJLF just pulled another popular adult contemporary station by better than 2 to 1. What is even more interesting is that we only ran one ad and the goal on WJLF alone we ran on the other station. Keep up the good work!"

**WE MAKE THE MOST OF EVERY ADVERTISER.**

WJLF has successfully captured all three of the most important demographic codes. Write number one in adults 25-54...number one in women 25-54...and number two in men 25-54. That means that more people in your target audience listen to WJLF than to any other station in town.



Fresh from the success of its "Life Around Baltimore" calendar promotion and fall ratings results, WJLF mailed out the above brochure to thank advertisers and others for "helping us stay on top."

## PROGRAMMING NOTES

### KRDO Goes Live With Hoffman



John Hoffman

Moving away from its all-computerized operation, KRDO/Colorado Springs has enlisted John Hoffman as the 6am-noon personality. Late of KOSI/Denver, where he was morning weekend announcer and assistant to the production/promotion coordinators, Hoffman held on-air duties at KUMU-AM & FM/Honolulu and Denver outlets KLIR and KRKS, plus the PD helm at WSCW/South Charleston, WV.

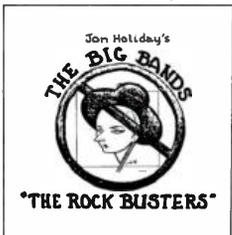
In other Easy Listening station activity:

• KTRH/Houston Sports Director Jerry Trupiano and former Oilers quarterback/KHOU-TV/Houston journalist Gifford Nielsen team as play-by-play and color announcers for the Oilers Football Radio Network. Network's flagship station is KODA.

• KOIT/San Francisco News and Public Affairs Director Wayne Jordan wins two more awards: UPI Broadcasters of California Award for Class II Radio Best Documentary and CAPTRA (California Associated Press TV and Radio Assoc.)'s Class II Radio, Best Editorial.

Programming syndicator KalaMusic has added a new format to its line-up: Jon Holliday's "The Big Bands," which is already in place at KBLB/Santa Barbara, WFIW/Fairfield, IL, and WQLR/Kalamazoo (Saturdays 8pm-mid), among others. According to Holliday and KalaMusic President Stephen Trivers, this is not a nostalgia format, but an "innovative Swing Music format" whose superior sound quality is designed for use on both FM stereo and AM radio. Direct inquiries to (816) 385-5110. In other news, WJIM-FM/Lansing has signed up for KalaMusic's Easy Listening offering...Independently-programmed KCTC/Sacramento and Bonneville Broadcasting System have entered into a multi-year consulting agreement.

Yet another new nostalgia service is being distributed by Advanced Broadcast Management, Inc. "Bands of Gold" features 200+ hours of music,



4000+ selections, and on-site installation by producer Ev Wren. Contact Joey Levin at (202) 783-8429. Former Philadelphia personality (WWDB and WFLN-FM) Frank Ford purchases cross-town Classical outlet WFLN-AM for under \$1 million, pending FCC approval. No word on whether format will change. The calls will and a July 1 air-date is the target... KRCK-FM/Port-



**CASHING IN** — Barbra Brown became an instant WZEE (EZ93)/Nashville cash winner when she gave afternoon personality Gary Moss the correct jackpot amount. Now \$1289 richer, Brown is pictured with Moss (r) and GM Jack Stephenson (l).

land has officially become KYTE-FM... Neighboring WPEN introduced Wednesday PM feature "Great Stars, Great Songs, Great Showtunes" on Andy Hopkins's show... WAIT/Chicago PD/air personality Eddie Hubbard debuted a recent show to seven Song-

writers Guild members (including Bob-Troup, Sammy Fain, and Jay Livingston) direct from the Beverly Hilton.

## FLOW

WBBG/Cleveland rang in St. Patrick's Day at its Big Band Brunch prior to the city's downtown parade, with entertainment by Harry Hershey & the WBBG Big Band. AM host Tom Armstrong emceed... WPEN/Philadelphia sponsored second annual live six-hour radiothon on behalf of Leukemia Society of America. Walter Jay and the station's Big Band were also on hand for event's dance remote... WYLF/Rochester's second annual Winter Dance featured the Count Basie Orchestra. All 3000 tickets were given away free... Terry McElligott, a CHFI/Toronto personality, rode a 100 km course with a local snowmobile club to benefit the Easter Seals Society... CFMS/Victoria, B.C.'s Good Samaritan Fund donated money toward a demand pacemaker for use at Vancouver's Childrens Hospital... Prompted by the success of the second television turn-off campaign, done in conjunction with the local public library, WRCC/Farmington, CT is broadcasting a series of old radio shows, including "Dragnet," "The Green Hornet," "Gunsmoke," and "Have Gun Will Travel."

## Big Band Swings Into Danbury



Drew Wilder

"There has certainly been a gap in the market... and we intend to fill it with this Big Band-oriented format." So says Drew Wilder, GM of Ridgefield (Danbury), CT's newest radio station WREF.



Barbara Weitz

Pegged as "adult radio," WREF kicked on March 15. Besides its Big Band music commitment, the station plans to concentrate heavily on local news, sports, and weather. Wilder, who previously worked



Ted Eastwood

at WSPD/Toledo and WHYN/Springfield, MA, joins Sales Manager Barbara Weitz (from sister outlet WGCH/Greenwich, CT) and News Director Ted Eastwood (formerly WDJZ/Bridgeport's ND).



LON HELTON

# COUNTRY

## CRS RECAP

# The Future Is Bright

While reflecting on the Country Radio Seminar, my first thought was, to paraphrase Will Rogers, Country's "death" has been greatly exaggerated. I don't think I've ever come away with a more positive feeling about this format's future. I'm not ignoring the facts as they've been laid out. Certainly, ratings and sales are down by varying degrees, the full measure of which depends upon who you're talking to. I'm most optimistic about the *people* we have on the radio and record sides who are answering the challenge.

For starters, tremendous progress was made when both sides acknowledged that not only was there a problem but that the solution had to come from a combined effort. The candor of those addressing the problem was also refreshing. It was a real treat to hear radio and record people discussing their common problems and solutions in specific terms.

Although many had paid lip-service to competing in the general marketplace over the last few years, this was the year that full realization set in. The attendees' attitude was extremely positive. Ultimately, our deep belief in the format and the music are what make us strong. While we haven't exactly been pulling in opposite directions in the past, we certainly haven't been pulling together. It's hoped a sense of oneness will emerge, and we'll regain sales and ratings strength.

This was best pointed out during the opening address by R&R Publisher Dwight Case. He reminded Country radio people that they made the Urban Cowboy fad — not the other way around. It was Country radio that got behind the movie, boots, clothes, nightclubs, and lifestyle to make it important. How far do you think those things would have gotten if Country radio had ignored them? The success can be duplicated. Country just needs a focal point.

### How'd It Go?

The number one question has been "What'd ya think of the seminar?" That's one of the toughest

questions to answer because everyone comes away with differing opinions as to how "good" a panel was. Again this year, the panels' strength laid in their diversity.

One constant complaint has been the lack of specific answers to identifiable problems, especially in terms of teaching the basics. This

talked about air talent preparation and concentration. Both the panelists and audience outlined in detail what the successful personality must do to win.

### MIPS

The Music Industry Professional Seminars were back for their second year and proved extremely successful. Here again the panelists' candor resulted in hard information being passed along. One promoter said he never wanted his act to be at risk and that his job was to "pass the risk along to other people." Jimmy Bowen ended his panel with a call for a "new deal" between radio and records. (See Jimmy's comments in the accompanying sidebar.) Another MIPS



"Programming Answer Man" panelists: (l-r) Alan Furst, Bill Gamble, and J.D. Spangler.

year there seemed to be more specific answers to problems than in years past. During the "Programming Answer Man" panel, the guests handled a number of nuts and bolts questions dealing with the daily problems facing PDs and MDs. While no one jumped up to say exactly how many records were in his oldie library, musical rotations and systems were discussed in detail. Other comments dealt with the addition of talk programs, use of jingles, and the future role of talent — especially in mornings.

It was nice to see the return of the personalities' panel. "What Goes On Before The Mike's On?"

panel discussed country music's role on television. Although the panelists occasionally got bogged down on the relative worth of research, it was fascinating to see how those in another medium per-

Continued on Page 40

### SURVEY SAYS . . .

## Examining Question #17

Survey question number 17 reads: "Do you feel trade charts accurately represent the true strengths of records?" Of the 225 respondents 36% said yes and 61% answered no. At the seminar, panel moderator Don Langford asked me what I thought those stats meant. I felt the answer should also appear here because on the surface the numbers *are* disturbing.

As far as I'm concerned, the onus is on radio. When I do the R&R Country charts, my job is to reflect what you are telling me about how records are doing in your market. If you don't believe the printed information, it means you don't believe what you've reported to me. That means you're lying to me when you phone in your report. As the computer boys say, "Garbage in, garbage out."

Billboard's Don Kaemerer responded this way:

"We're very serious and spend a great deal of time when putting

together our panel of radio reporters. We hope they are taking a whole lot of time to report back to us what is happening in their respective marketplaces.

### The Bottom Line

To put it bluntly, reporters who are so affected by hype and pressure that they distort reality help no one and hurt everyone. What we want to do is accurately represent how a record is doing where it's being played. Every record you play is a calculated risk. We want to

Continued on Page 40

## CRS Scholarship



Not only is the Country Radio Seminar the most educational gathering around, it's also a benefactor to deserving college broadcasting students. Each year scholarships are presented to students selected through an applications process.

Above, Lisa Stevens receives a check for \$1000 provided by the Country Radio Broadcasters. Pre-

senting her with the stipend is KNIM/Maryville, MO GM Steve Mickelson. Looking on is Ellen Mothershead, Director/Student Financial Aid at Northwest Missouri State University, where Lisa is a junior broadcast major.

For more information, contact the CRB at (615) 327-4488 or Tom Philfer c/o KRMD/Shreveport.

## MCA'S JIMMY BOWEN

# Radio And Records: The "New Deal"

MCA President and panel moderator Jimmy Bowen closed "The Deal Makers" with the following commentary:

I hope we can make a new deal in country music. I would like to see the record companies and radio get back in business *directly* with one another. I would like to see record companies quit lying to you. I pledge to you that MCA personnel will tell you the truth about any record you ask them. They will not give you phony sales figures or phony radio reports to try and get you to play a record. I would rather they cop out and say, "Please add this record, my job's at stake!" Anything except lie to you. Promoters must quit giving you misin-



Jimmy Bowen

formation so your programming can be better and stronger.

In the new deal, I ask that you don't play records because it says "Artist X." Hear the music. If it's good enough for your station, play it. If it isn't, don't send the false signal back to the artists that they're doing good music when they're not. If they send you the wrong music, reject it. They'll fix it; they want to stay in this business. We want to stay in this business. I've seen article after article in the last two months on how country music is dying. I came here (Nashville) seven years ago, before the Urban Cowboy explosion, when it became hip to be country. That's gone now. A lot of stations which ran to Country have run to something else. They're hunting to be a winner. We haven't lost that many Country radio stations that were serious Country radio stations.

Yes, there is confusion. Is it "too country" or is it not country enough? But that's not bad, it's

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"Survey Says . . ." panelists: (l-r) Rick Blackburn, Jim Foglesong, and Joe Galante.

# The Future Is Bright

Continued from Page 39

ceive the music and artists who are the lifeblood of Country radio. Joe Cates pointed out the extreme case of Johnny Cash, who hasn't had a giant record in years. But he is still one of the networks' top choices to star in their specials. The presence of an "A" list of country performers was also acknowledged. The "A" females were Dolly, Crystal Gayle, and Barbara Mandrell.

### Survey Says

Another CRS panel presented the results of a survey answered by PDs and MDs. Those findings are reprinted elsewhere in this section, while the answer to one particular question is detailed in a specific answer on the first Country page.

Following researcher Rob Balon's presentation, the discussion focused on what the radio and record industries could do to help each other. Label representatives Rick Blackburn/CBS, Jim Fogel-song/Capitol, Joe Galante/RCA, and Jim Ed Norman/WB talked about where the music is headed. They were very candid — outspoken, in fact — as to the direction in which they're moving. Both CBS

and RCA are conducting extensive consumer research, determining the tastes of those buying their product and gearing label efforts toward them. Neither company is happy when they put out a piece of product that a PD or MD will label as "too country" or "too pop" without giving the audience a chance to decide for themselves. In the future these labels are going to be releasing product aimed at the country consumer. If Country radio wants to play it, fine; if not, fine. The question is what happens to Country radio once non-selling artists (a group which may include legends who appeal most to our core) are gone?

### The Old Scotchman

For those of you who didn't hear the closing address by Gordon McLendon, you really missed something. He began with a history lesson, which dated back to Davy Crockett and segued smoothly into his exploits with Dizzy Dean. The weekend's funniest moments were Gordon's reading of a memo from a particularly irascible employer. Gordon wrapped up his talk by asking "whatever happened to" a

number of radio idioms. Those idioms sounded an awful lot like topics that used to be referred to as "the basics." He made a lot of people think about what they were putting on the radio today. A special thanks to him for talking to us.

### Attendance

About the only negative was the sparse attendance at many of the panels. It was ironic that 75 people had to wait for a lunch seat on Friday, but relatively few of the sessions were packed. As a matter of fact, I don't recall ever seeing fewer people in attendance than at the two opening addresses (Friday and Saturday) or at the closing. Too bad. You missed some quality people.

Next week I'll complete the CRS wrap-up by presenting some of the panelists' more poignant quotes. For those of you who've had your curiosity piqued, you can order tapes of the various sessions through Beaverwood Studio, 133 Walton Ferry Rd., Hendersonville, TN 37075; (615) 824-2820.

### Survey

Continued from Page 39

take as much of the risk out of your selections as possible. We can't do it if you give us BS. Read what Jimmy Bowen has to say about distorting the truth. He makes a great point about sending the wrong signals back to the record companies. If you falsely tell the trades a record is a hit, it tells the record companies the same thing. It tells the labels they're providing the music you want and need to be competitive with the other stations in your market.

Ultimately, radio hurts *itself* by lying to the trades. Nobody knows better than you what's going on in your market. Make sure to give it to me straight. Besides the labels, the other 2665 Country stations are depending on you for accurate information. Don't you owe it to the industry? Don't you owe it to yourselves?

### Bowen

Continued from page 39

good! It's good I can't get a number one record because six stations won't play George Strait because he's too country. Remember, on the other end of the spectrum, they won't play Lee Greenwood on a different (set of) six stations 'cause he's not country enough.

Herein lies our problem: It's your radio station. It's your marketplace. What I ask of you is to do your own programming for your own marketplace. Don't let my people tell you where to move a record and don't let an independent tell you how to move it. Don't let anybody tell you what your damn #1 record is in your market. You do that! You tell *Billboard* and *R&R*. When you report your playlist to trades, tell them the truth. If you don't, you're going to send a false signal back to the others who make the music. You're going to tell us that it's number one when it's not really right on for your market, it's not right for today. We have number one singles today that sell 80-90,000 gross with a 40, 50, or 60% return factor! If they're not hits, let's not tell each other they are! If we do, we'll destroy each other in the end. If we don't give you good music, don't play it.

It's the obligation of the labels in country music to spend more money on your product. I'll take it on the hard end 'cause I spend the most. But when an artist puts his or her life in my hands you'll find I care as much as anybody you'll ever work with in the studio. I can't quit 'til I've made them the best 30 minutes of music I possibly can. If that costs a little more money, then let's not put a stand-up (promotional item) in the store. Let's cut out something else if need be. The music will save you and the music will save me, if we take care of it first. Keep in mind that it's records and radio that has to come together and solve this.

## HAVE YOU HEARD?

Former KSOP/Salt Lake City MD Wade Jessen — who had reportedly joined the Army — has instead surfaced as PD/MD at KNEU/Roosevelt, UT ... Jim Dooley joins WPAP/Panama City as PD and names Bill Russell MD ... New MDs include Andy Carr at KVEG/Las Vegas and Liz Davis at WRNL/Richmond. Also at KVEG, J.C. Simon comes aboard for evenings ... Catching up on the talent changes during the past couple weeks: Millie Doty moves from late-nights at WDSY/Pittsburgh to evenings, and partimer Mal Palmore shifts into 10pm-2am ... Larry Conley moves from parttime to all-nights at WKSJ/Mobile ... Rhett Walker crosses town from WEZIM/MI to afternoons at WKQS ... Former WGAR/Cleveland staffer Josh Tyler is now doing mornings at KGH/L Billings ... Ron Bee leaves WSYR/Syracuse for mornings at neighboring WSEN-AM & FM ... Jay Hamilton returns to KMPS-FM/Seattle for an air-shift ... Don't forget to let me know what you have heard!

# Your Country's calling.

Music Country Radio Network puts your listeners on the line with their favorite country music stars.

Music Country Radio Network has it all! The winning mix of country music and information, with call-in conversations between your listeners and country music's biggest stars...all live from Music City!

With Music Country Radio Network, you'll have quality programming all night long at lower cost. Your nights will be more sell-able, your profits greater, so see us at Country Music Radio Seminar XVI, March 7-9, 1985, at the Opryland Hotel in Nashville. We'll be looking for you in Suite 4101 with full information.

Music Country Radio Network ... the only program of its kind and the only place to be in the country at night!

For more information, contact Jeff Lyman at (615) 880-8585.



BEAVERWOOD STUDIOS has tapes of all the Country Radio Seminar and MIPS sessions. Included are the opening addresses of Dwight Case and Bill Stakelin plus the closing remarks of broadcasting legend Gordon McLendon.

For more information call  
(615) 824-2820



133 Walton Ferry Rd., Hendersonville, TN 37075

Hello, hello . . .  
Testing . . . 1,2,3,4 . . .  
Testing . . .  
Testing . . .



“Don’t Call It Love”  
(Call it a smash!) PB-13987

**Dolly Parton**

R&R 9 BB 14 CB 18

*“Dolly’s new single ‘Don’t Call It Love’ is one of our highest testing records in our callout research. Dolly’s strongest testing demo with us is male and female, 32-41. ‘Don’t Call It Love,’ call it a hit in Sacramento.”*

**DON LANGFORD KRAK/PROGRAM DIR.**

*“The Dolly Parton single ‘Don’t Call It Love’ is happening for us in San Diego. In our callout research, she continues to perform well in our key demos, especially female, 25 to 35. This is another solid hit for Dolly.”*

**MIKE SHEPARD KSON/PROG. DIR.**

*“‘Don’t Call It Love’ shows total acceptance in all demos. This record shows amazing strength for the St. Louis market.”*

**MIKE OAKES WIL/PD**

*“The tempo is just right for the winter/spring season in Chicago, and the song is testing well in both 25-34 and 35 + demographic cells, male and female. The song has a strong sales base early in the life of the record.”*

**LEE LOGAN WUSN/PROG. DIR.**

**RCA**



SHARON ALLEN

# NASHVILLE THIS WEEK

## "The Winning Hand" TV Special

I'm sure you remember Dolly Parton and Willie Nelson's "Everything Is Beautiful," and "You're Gonna Love Yourself In The Morning" by Brenda Lee and Willie from "The Winning Hand" album on Monument Records.

Now, you can watch the TV special "The Winning Hand," which will air in 150 markets during March and April. This two-hour special brings together, for the first time on TV, Dolly Parton, Willie Nelson, Kris Kristofferson and Brenda Lee, with a special appearance by Johnny Cash.

Actually, Cash's involvement came about when he asked to write the liner notes for the album. He then suggested the album should be made into a TV special and that he be invited to appear as its host. Everyone immediately agreed to both of his suggestions, but it took a couple of years to arrange the schedules of these five superstars so that the dreams could become a reality.

When you tune in the special you'll see that "The Winning Hand" includes every cut from the album by its original recording artist. There'll also be a few special "signature numbers" showcased for good measure.

The show and album's producer Fred Foster stated, "These great artists are all working on this show for a nominal fee in tribute to me. There isn't enough money around or a sponsor able to pay for it otherwise. I am humbled."

Now that you know about it . . . it's up to you to tune in. It sounds like great fun to me!

### TNN's Anniversary Concert

In honor of the Nashville Network's second anniversary, CBS recording artists Ray Charles,

will also carry the telecast at the same time.

It is my understanding that George Jones was scheduled to host the show, but was replaced at the last minute by Ricky Skaggs.

This particular show will introduce a weeklong on-air celebration of TNN's second anniversary, which includes special programming and the premieres of several new series.

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Thanks to the generosity of Indiana University graduate Janie

Ricky Skaggs, Mickey Gilley, Charly McClain, Exile, Lacy J. Dalton, and Mark Gray performed at Radio City Music Hall in New York.

As result, a two-hour special of the concert titled "Radio City Music Hall Welcomes The Nashville Network" will be telecast by TNN's 2250 affiliates on April 6 at 9pm (ET). By special arrangement, both Group W Cable and Manhattan Cable TV



Barbara Mandrell, father/manager Irby Mandrell, Barbara Walters



Dolly, Johnny, Willie Brenda & Kris: A "Winning Hand."

Fricke and her husband/manager Randy Jackson, a worthy student at IU will receive financial aid starting this fall. The CBS recording artist established the \$1000 annual scholarship for aspiring musician during a recent homecoming concert. Among other criteria, applicants for the grant must be in the 110-member Singing Hoosier choral group (the university organization where Janie began her vocal career).

### Greenwood's IRS Reminder

Lee Greenwood was asked to record PSAs reminding taxpayers of the April 15 filing deadline. Now think about it . . . If you had to pick a Lee Greenwood song to use in PSAs for the IRS, wouldn't it have been just t-o-o-o-o tempting to pick "I.O.U." or maybe even

"Fool's Gold?" Lee, however (after a chuckle or two), decided to use "Somebody's Gonna Love You."

Bits & Pieces: Just want to remind you that the "Barbara Walters Special" including the interview with Barbara Mandrell is scheduled to air March 25 just preceding the Academy Awards on ABC television . . . Hank Williams Jr.'s "Man Of Steel" LP was just certified gold by the R.I.A.A. . . . Charlie Daniels Band's Volunteer Jam XII is scheduled for February 1, 1986, at Nashville's Municipal Auditorium. Since tickets traditionally sell out in advance, and the 1986 tickets have been limited to six per order, you may want to make arrangements early. Contact: CentraTik at 210 25th Ave. N., Nashville, TN 37203.

Just thought you'd like to know!



CFMK-FM HELPS FEED THE WORLD — To raise funds for famine relief in Ethiopia, CFMK-FM/Kingston staged a concert featuring local bands. No admission was charged but \$1000 in donations were collected. Pictured with the money are (l-r) CFMK-FM's Shane Gordon, Cam Shillington, World Relief Canada Rep. Ron Little, and the station's Dave Cunningham.



TWIN CITIES BOYS — K102 & WDGY welcomed the Oak Ridge Boys to Minneapolis/St. Paul. Pictured (l-r) are WDGY PD Art Sanders, ORBs Duane Allen, Joe Bonsall, William Lee Golden, and Richard Sterban, and WDGY & K102 OM Dave Malmberg.



SHUFFLIN' OFF TO BUFFALO? — In town for a local rodeo, this 1200-pound buffalo named "Cody" (center) stopped by KGA/Spokane for a guest appearance on Al Wetzel's (left) morning show.



Country News  
Next Week's Guests:  
**ANNE MURRAY &  
THE WHITES**

131 Ocean Park Blvd., Santa Monica, CA 90405 (213)392-8743

# RESULTS!



## Country Radio Seminar Survey

The following questionnaire was published in the February 15 edition of R&R and the February 22 edition of The Gavin Report. In addition, Billboard mailed the survey to all of their Country reporters and to all those registered for the seminar.

The questions were jointly compiled by KRAK/Sacramento OM Don Langford, Billboard's Nashville Editor Kip Kirby, and R&R's Country Editor Lon Helton; members of the Country Radio Seminar Agenda Committee. The completed forms were sent to Rob Balon, President of the research firm of Balon And Associates.

Here are the results from the 232 responses:

1. With regard to the direction of Country music, circle the letter of the statement you believe is most accurate.

- 44% a) Radio influences the music being produced.
- 13% b) Record company promotion departments tell radio what to play.
- 40% c) Producers make the kinds of records they want.

2. As a radio station, how much influence do you feel you have in determining the direction of music produced in Nashville?

A lot 11% Some 56% None 33%

3. How much influence do you think you should have?

A lot 31% Some 65% None 3%

4. Do you think Nashville record labels — majors and independents -- are developing enough new artists?

Yes 67% No 32%

5. Do you feel a responsibility to help labels break new artists by playing those new artists with quality product?

Yes 74% No 25%

6. Regarding your playlist:

- a) How many records receive numbers? 31-40
- b) How many extras do you have? 6-10
- c) How many adds? 1-5
- d) Total current records each week: 41-50

7. Regarding rotations:

- a) How many records are in your "Heavy" rotation? 11-15
- b) How many records are in your "Medium" rotation? 16-20
- c) How many records are in your "Light" rotation? 11-15
- d) Total: 31-40

8. How many recurrents do you play? \_\_\_\_\_

9. At your station, what people have input into the records you add?

GM \_\_\_\_\_ PD 11% MD \_\_\_\_\_ PD/MD 41%

10. Who determines the chart numbers?

GM \_\_\_\_\_ PD 19% MD 56% Jocks \_\_\_\_\_

11. Who determines the rotations?

GM \_\_\_\_\_ PD 42% MD 21% PD/MD 32%

12. How much influence do promotion people have over the records added at your station?

A lot 4% Some 63% None 33%

13. How much influence do promotion people have regarding your stations chart numbers?

A lot 1% Some 27% None 71%

14. How much influence do promotion people have regarding your stations rotations?

A lot 1% Some 8% None 91%

15. On what kinds of input do you rely?

Call-out research: A lot 17% Some 37% None 42%

Local Record sales: A lot 19% Some 65% None 13%

Requests: A lot 30% Some 63% None 6%

In store surveys: A lot 8% Some 36% None 52%

16. Does your station utilize the services of a consultant?

Yes 31% No 69%

If yes, how much influence do they exert on your playlist?

A lot 3% Some 14% None 24%

17. Do you feel trade charts accurately represent the true strengths of records?

Yes 36% No 61%

18. Here are four major trade publications. How much do you use their respective information when doing your music?

Billboard: A lot 28% Some 50% None 22%

Cashbox: A lot 2% Some 18% None 80%

Gavin: A lot 13% Some 25% None 62%

Radio & Records: A lot 56% Some 36% None 8%

19. Have you ever felt threatened or pressured to "play ball" with a record label?

Yes 38% No 62%

20. How many records a week do you receive? 21-30

21. How many records a week do you listen to? 11-20

22. Country record sales are down. Do you feel any responsibility in aiding their recovery?

Yes 70% No 29%

23. Your position:

PD 55% MD 28% PD/MD 16%

These results are just the basic overview. Rob Balon generated 40 pages of data, cross-referencing the responses to each question relative to various respondent criteria. For the full, 40 page report, send three dollars and a large, self-addressed stamped envelope to:

**Balon and Associates,**  
1114 Lost Creek Blvd., Suite 310  
Austin, TX 78746



SHARON ALLEN

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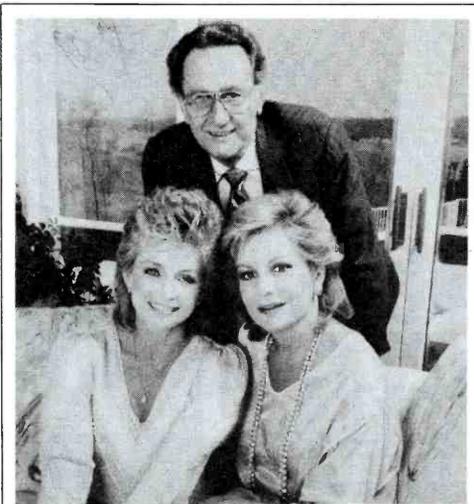
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Barbara Mandrell, father/manager Irby Mandrell, Barbara Walters



Dolly, Johnny, Willie Brenda & Kris: A "Winning Hand."

Fricke and her husband/manager Randy Jackson, a worthy student at IU will receive financial aid starting this fall. The CBS recording artist established the \$1000 annual scholarship for aspiring musician during a recent homecoming concert. Among other criteria, applicants for the grant must be in the 110-member Singing Hoosier choral group (the university organization where Janie began her vocal career).

### Greenwood's IRS Reminder

Lee Greenwood was asked to record PSAs reminding taxpayers of the April 15 filing deadline. Now think about it... If you had to pick a Lee Greenwood song to use in PSAs for the IRS, wouldn't it have been just t-o-o-o-o tempting to pick "I.O.U." or maybe even

"Fool's Gold?" Lee, however (after a chuckle or two), decided to use "Somebody's Gonna Love You."

Bits & Pieces: Just want to remind you that the "Barbara Walters Special" including the interview with Barbara Mandrell is scheduled to air March 25 just preceding the Academy Awards on ABC television... Hank Williams Jr.'s "Man Of Steel" LP was just certified gold by the R.I.A.A... Charlie Daniels Band's Volunteer Jam XII is scheduled for February 1, 1986, at Nashville's Municipal Auditorium. Since tickets traditionally sell out in advance, and the 1986 tickets have been limited to six per order, you may want to make arrangements early. Contact: CentraTik at 210 25th Ave. N., Nashville, TN 37203.

Just thought you'd like to know!



CFMK-FM HELPS FEED THE WORLD — To raise funds for famine relief in Ethiopia, CFMK-FM/ Kingston staged a concert featuring local bands. No admission was charged but \$1000 in donations were collected. Pictured with the money are (l-r) CFMK-FM's Shane Gordon, Cam Shillington, World Relief Canada Rep. Ron Little, and the station's Dave Cunningham.



TWIN CITIES BOYS — K102 & WDGy welcomed the Oak Ridge Boys to Minneapolis/St. Paul. Pictured (l-r) are WDGy PD Art Sanders, ORBs Duane Allen, Joe Bonsall, William Lee Golden, and Richard Sterban, and WDGy & K102 OM Dave Malmberg.



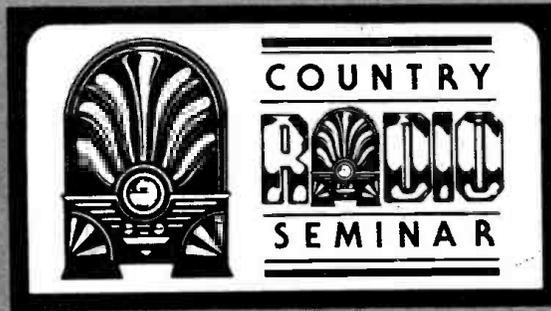
SHUFFLIN' OFF TO BUFFALO? — In town for a local rodeo, this 1200-pound buffalo named "Cody" (center) stopped by KGA/Spokane for a guest appearance on Al Wetzel's (left) morning show.



Country News  
Next Week's Guests:  
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THE WHITES**

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# RESULTS!



## Country Radio Seminar Survey

The following questionnaire was published in the February 15 edition of **R&R** and the February 22 edition of **The Gavin Report**. In addition, **Billboard** mailed the survey to all of their Country reporters and to all those registered for the seminar.

The questions were jointly compiled by **KRAK/Sacramento OM Don Langford**, **Billboard's Nashville Editor Kip Kirby**, and **R&R's Country Editor Lon Helton**; members of the Country Radio Seminar Agenda Committee. The completed forms were sent to **Rob Balon**, President of the research firm of **Balon And Associates**.

Here are the results from the 232 responses:

1. With regard to the direction of Country music, circle the letter of the statement you believe is most accurate.

- 44% a) Radio influences the music being produced.  
 13% b) Record company promotion departments tell radio what to play.  
 40% c) Producers make the kinds of records they want.

2. As a radio station, how much influence do you feel you have in determining the direction of music produced in Nashville?

A lot 11% Some 56% None 33%

3. How much influence do you think you should have?

A lot 31% Some 65% None 3%

4. Do you think Nashville record labels — majors and independents -- are developing enough new artists?

Yes 67% No 32%

5. Do you feel a responsibility to help labels break new artists by playing those new artists with quality product?

Yes 74% No 25%

6. Regarding your playlist:

- a) How many records receive numbers? 31-40  
 b) How many extras do you have? 6-10  
 c) How many adds? 1-5  
 d) Total current records each week: 41-50

7. Regarding rotations:

- a) How many records are in your "Heavy" rotation? 11-15  
 b) How many records are in your "Medium" rotation? 16-20  
 c) How many records are in your "Light" rotation? 11-15  
 d) Total: 31-40

8. How many recurrents do you play? \_\_\_\_\_

9. At your station, what people have input into the records you add?

GM \_\_\_\_\_ PD 11% MD \_\_\_\_\_ PD/MD 41%

10. Who determines the chart numbers?

GM \_\_\_\_\_ PD 19% MD 56% Jocks \_\_\_\_\_

11. Who determines the rotations?

GM \_\_\_\_\_ PD 42% MD 21% PD/MD 32%

12. How much influence do promotion people have over the records added at your station?

A lot 4% Some 63% None 33%

13. How much influence do promotion people have regarding your stations chart numbers?

A lot 1% Some 27% None 71%

14. How much influence do promotion people have regarding your stations rotations?

A lot 1% Some 8% None 91%

15. On what kinds of input do you rely?

Call-out research:  
 A lot 17% Some 37% None 42%

Local Record sales:  
 A lot 19% Some 65% None 13%

Requests:  
 A lot 30% Some 63% None 6%

In store surveys:  
 A lot 8% Some 36% None 52%

16. Does your station utilize the services of a consultant?

Yes 31% No 69%

If yes, how much influence do they exert on your playlist?

A lot 3% Some 14% None 24%

17. Do you feel trade charts accurately represent the true strengths of records?

Yes 36% No 61%

18. Here are four major trade publications. How much do you use their respective information when doing your music?

Billboard:  
 A lot 28% Some 50% None 22%

Cashbox:  
 A lot 27% Some 18% None 30%

Gavin:  
 A lot 13% Some 25% None 62%

Radio & Records:  
 A lot 56% Some 36% None 8%

19. Have you ever felt threatened or pressured to "play ball" with a record label?

Yes 38% No 62%

20. How many records a week do you receive? 21-30

21. How many records a week do you listen to? 11-20

22. Country record sales are down. Do you feel any responsibility in aiding their recovery?

Yes 70% No 29%

23. Your position:

PD 55% MD 28% PD/MD 16%

These results are just the basic overview. Rob Balon generated 40 pages of data, cross-referencing the responses to each question relative to various respondent criteria. For the full, 40 page report, send three dollars and a large, self-addressed stamped envelope to:

**Balon and Associates,**  
**1114 Lost Creek Blvd., Suite 310**  
**Austin, TX 78746**



WALT LOVE

# BLACK/URBAN

## WWWS Fights Famine With Radiothon

WWWS (107FM)/Saginaw, MI cosponsored a radiothon fundraiser for the Ethiopian African Famine Relief Fund with the Saginaw Black Panhellenic Council. For 48 hours Music Director David Rosas served alone as host, saying he had seen suffering African children on TV and wanted to do something to aid the victims. "It hurt me how the Ethiopian people and children are starving. Last year, five million children died of starvation in Africa," said Rosas, "and I'm a strong believer that without our children, what will the world come to?"

Rosas contacted musical celebrities to call in live during the radiothon and urge Saginaw residents to contribute funds. He received calls from Billy Ocean, the Whispers, and the Fat Boys, to name a few.

The Radisson Inn Saginaw donated the use of its lobby as a live remote site for the radiothon's last eight hours. Many local residents drove to the hotel to make their contributions. In all WWWS helped raise \$13,906, breaking the station's goal of \$10,000.

Congratulations to Rosas, Terry Pruitt, who helped organize this event for WWWS, and their staff and management. It's nice to see so many people in broadcasting doing what they can to help alleviate this tragic situation. Displayed on this page is a brief pictorial of the event.



READY FOR THE WORLD HELPS RADIOTHON — Michigan's Ready For The World group also chipped in with a personal appearance, providing an autograph session for WWWS. Rosas is pictured at the far right.

### A NOTE FROM THE EDITOR

## A Question Of Priorities

I'm embarrassed! (For all of us.) Most people in Black/Urban Radio have roots that extend back to Africa. The vast majority of people working in other radio formats have no extended roots in Africa. Yet they have shown human compassion for our brothers and sisters who are dying of starvation by overwhelmingly adding and playing the USA For Africa single, while some radio industry Afro-Americans are boycotting the reporting of the record.

Yes, I know all about the various gripes. If the National Black Network was left out of satellite feed arrangements, then let's deal with the persons and organizations that let this oversight take place. But it was truly appalling hearing programmers say things like, "Everything certain black artists do is for CHR and A/C radio. Why should we do anything for them?"

The USA For Africa record does not help the artists in any way other than giving them the satisfaction of lending their talents to a project to help those in need. Refusing to air or report a song that can help save the lives of fellow human beings, for petty and spiteful reasons, is absurd. I guess you could call it "Personalities Before Principles." Come on — let's not live up to our backbiting stereotypes. Let's try "Principles Before Personalities."



A JOB WELL DONE — David Rosas (c) receives congratulations from (l) Bay City Mayor Tim Sullivan and (r) Saginaw Mayor Lawrence Crawford.



KEEPING IT ALL IN THE FAMILY — Members of the FOX 101 (WFZX) airstaff joined WWWS in its fundraising efforts. From left, FOX 101's Jim Billings, David Rosas, FOX 101's Duane Carver, and 107FM's Dante Toussaint. To show its sincerity, FOX 101 simulcasted a portion of the radiothon.

## ACTION

As J.C. Floyd gets settled in as WQQK/Nashville PD, some changes are taking place at sister station WVOL. The longtime R&B legend moved to a Black A/C format early this month. That leaves WQQK pretty much alone as the only major Black/Urban outlet in the market.

As recently as 1979, both WJLB/Detroit and crosstown WCHB were still using the "teen reporter" concept. One of those teen reporters was Donnie Simpson, who went on to become WKYS/Washington's PD. Now WJLB's James Alexander is returning to the city's high schools in search of "Strong Songs Teen Reporters," whose reports will be heard at night with Barbara "Taylor-Made" Taylor.

WJLB has also announced several staff additions. Former WDRQ/Detroit afternoon jock Kris McClendon is handling production/weekend announcing duties. WDRQ Assist. PD Lisa Orlando has also moved crosstown to WJLB as Promotions Manager. And former WYLD/New Orleans afternoon jock Tony Brown comes aboard for middays.

Chris James, who spent seven years with WDJY/Washington (and its predecessor WOOK), is now programming the Urban channel of Studioline's national cable music service. James' WDJY midday replacement is Bob Thomas, best known for his work on that city's WOL. Also at WDJY, J.J. Kane moves from evenings to morning drive. Kane last worked mornings in D.C. as Jim Randall on Country WMZO.

In other Capital news, WKYS/Washington sponsored a 24-hour dance-athon for Easter Seals. "Captain" Paul Porter will serve as Honorary Chairman for this year's campaign. . . . KHYS/Port Arthur-Beaumont is running an Easter food drive, charging two cans of food as admission to station events.

KSOL/San Francisco is still looking for a morning talent to replace the departing Leslie Stovall. Interested parties should call Marvin Robinson or Bernie Moody. And WKVO/Columbus PD K.C. Jones would like to hear from prospective news people.

There are positive and negative ways of emphasizing the amount of music your station plays. At times WZAK/Cleveland has imaged itself around playing four in a row. However, GSM Michael Hilber says the station recently sent a flyer to advertisers declaring, "At WZAK, 'Commercial-Free' are dirty words. . . . You'll never hear us promote commercial-free hours on WZAK because we believe that commercials are as important to our listeners as anything else we do. . . . When you can't get your commercials aired because of another station's commercial-free policy, bring them to us."

According to McDonalds, there are more than 1000 gospel choirs in Southern California. Now the chain is inviting them to participate in a choir competition that will take place as part of "Gospel Fest '85." The winning choir will have an LP produced by Andrae Crouch, and all proceeds will be donated to the United Negro College Fund.



IT'S THE McWRIGHT THING TO DO — Saginaw City Councilman Carter McWright presented Rosas with a \$100 check to help the starving people in Africa.

Coming Next Week: Sean Ross shines the Black/Urban spotlight on the resurgent WGCFM/Chicago.

# SHANNON

Her first single and album, "Let The Music Play," were CERTIFIED GOLD and netted her a Grammy nomination.

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# OPPORTUNITIES

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**PM Drive Person.** Top-40 market AM News/Talk station. Must be good generalist, well-read, quasi-controversial. Send resume, salary history, salary requirements and one-hour, unedited tape to Herb Karlitz, Burson-Marsteller/Entertainment Group, 866 Third Ave., NYC, NY 10022. An Equal Opportunity Employer. M/F/H/V

### LASER558

CHR format heard by 10 million people weekly seeks air personalities, strong on programming fundamentals for minimum 1 year contract. US citizens only. Live and work aboard the MV Communicator moored between England and Holland. Private cabin, full board, liberal travel benefits, 13 weeks of paid vacation per year. Rush cassette, tape and resume to: Music Media International, 341 Madison Ave., New York, NY 10017. EOE M/F

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NATIONAL is recognized as the leader in radio personnel placement. NATIONAL receives a constant flow of job openings in small, medium & major markets. We need announcers, news people, programmers, male and female, for all size markets. If you are ready for a move let NATIONAL help. We make the complete presentation for you. For complete confidential details and registration form, enclose \$1 postage and handling to:



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## OPENINGS

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Is looking to fill program director, music director and air talent positions at client stations in medium and large markets. Country and A/C. Tape & resume to: Stecker-Thompson Associates, 8307 Meadow Fire, San Antonio, TX 78251. EOE

When the difference of a rating percentile means hundreds in revenue, contact the Sound Investment. Michael Albi: (513) 621-2012 (3-15)

### EAST

WFTQ/Worcester is looking for experienced newspeople for future openings. T&R: Mike Yardley, 19 Norwich St., MA 01608. EOE M/F (3-22)

Experienced newspaper wanted for digging, writing & airing news. T&R: Stacey Hill, WFPG/WIIN, 2707 Atlantic Ave., Atlantic City, NJ 08401. (3-22)

### NEW

Brand new hot East Coast FM. Will be #1 in an hour. ROCK-CHR. Can't tell you much more. Send cassette and resume quick! Before it's too late!!! To: RADIO P.O. Box 15058, Richmond, VA 23227. EOE M/F

Medium market New England A/C-Oldies station needs announcers. Production experience necessary. T&R: Karl Kroner, WARE, Box 210, Ware, MA 01082. EOE M/F (3-22)

Wanted: Engineer for fulltime airwork or announcer with engineering experience & experienced news/person/announcer. T&R: WCLZ, Box FM99, Portland, ME 04112. EOE M/F (3-22)

## OPENINGS

Solid Western MD Country AM/FM needs experienced afternoon drive DJ with copy & production expertise. Call today! (301) 689-8871 (3-22)

Coast of ME. 50kw KISS 94FM, wants personalities, not announcers or beginners. T&R: Tim Moore, WKSQ, Box 9494, Ellsworth, 04605. EOE M/F (3-22)

Boston's MOYL-formatted WXKS AM is looking for two weekenders who can fill for weekday vacations. T&R: Bob Bitter, Box 128, Medford, MA 02155. EOE M/F (3-22)

Experienced newspeople wanted for future & swing shift openings. T&R's from NY/NJ metro area only. No beginners. Frank Cipolla, WJDM, 9 Caldwell Pl., Elizabeth, NJ 07201. EOE M/F (3-22)

### WALK FM 97.5 AM 1370

#### PRODUCTION DIRECTOR

WALK, Long Island's premier A/C station, needs experienced production director/copy writer. If you're a pro, who works well with people, has strong organizational skills and can handle deadlines, then send a tape and copy of your best work to: Sean Casey, PD, WALK-FM/AM, P.O. Box 230, Patchogue, NY 11772. EOE M/F

Sports announcer needed immediately for beautiful college town. Good salary & benefits. T&R: Sid Levine, WRSC, State College, PA 16803. EOE M/F (3-15)

Top-rated CHR is looking for creative personalities. Have medium/major market experience. T&R: John Garry, Box 5944, Providence, RI 02903. EOE M/F (3-15)

Delightful living, great opportunity & good money for experienced engineer. R: Stacey Hill, WFPG/WIIN, 2707 Atlantic Ave., Atlantic City, NJ 08401. EOE M/F (3-15)

Two parttime personalities needed for 50,000 watt CHR. T&R: Curt Hansen, WEBE, Box 108, Westport, CT 06881. EOE M/F (3-15)

Morning maniac needed for fun summer at the beach! T&R: WWTR FM, Box 717, Ocean City, MD 21842. Calls OK. EOE M/F (3-15)

Q106/Claremont, NH, needs experienced weekend announcers. Don Thompson: (603) 542-7735, after 1D est (3-15)

Midday jock needed for 50,000 watt CHR FM in seacoast city. T&R: Brian Phoenix, WJBO, 583 Warren Ave., Portland, ME 04103. EOE M/F (3-15)

## OPENINGS

Experienced person for midday at CHR. T&R: FM97, 252 N. Queen St., Lancaster, PA 17803. EOE M/F (3-15)

Like hunting, fishing & engineering? Opening near the Canadian border for a chief engineer. R: Greg Jarrett, WEGP/WTMS, Box 1177, Presque Isle, ME 04769. EOE M/F (3-15)

Creative newspeople needed for all shifts at this medium market A/C powerhouse. C&R: John Stempin, WGNV, Box 3591, Newburgh, NY 12550. EOE M/F (3-15)

Eastern AM MOYL station seeks GM with strong sales background. R: J.F. Kelly, Scott Broadcasting, 1054 Troy-Schenectady Rd., Latham, NY 12110. EOE M/F (3-15)

### SOUTH

ND with personality needed for Houston A/C. Excellent opportunity with a growing broadcast group. T&R: Rich Stancato, KTUN, 121 1st St., Suite D, Humble, TX 77338. EOE M/F (3-8)

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# OPPORTUNITIES

## OPENINGS

WFMJ FM, Lexington's hot CHR, is looking for a midday personality. Have big voice & strong production. T&R: Charlie Fox, 53 S. Main St., Winchester, KY 40391. EOE M/F (3-22)

A/C is looking for an afternoon announcer. Start immediately! T&R: David Wilson, KOTN, 920 Commerce Rd., Pine Bluff, AR 71601. EOE M/F (3-22)



### CHR PERSONALITIES!

Come to the beach in a rapidly growing market. New lower, new studios, growing stronger every day. Up, bright, maybe even outrageous. Send tape, photo, resume and salary requirements (no phone calls) to: Mary Russell, WKQB, P.O. Box 10164, Charleston, SC 29411. EOE

Immediately looking for air personalities! We need people to replace automation. T&R: Stu Wright, WORG FM, Box 1386, Orangeburg, SC 29118. EOE M/F (3-22)

100,000 watt Charlotte area Country is now accepting applications for full & parttime openings. T&R: Alan Burger, WFMX FM, 1117 Radio Rd., Statesville, NC 28677. EOE M/F

Need ASAP: Air talent with good production & big goals. We want winners. T&R: Jim Hays, KBWD, Box 290, Brownwood, TX 76804. EOE M/F (3-22)

Need mornings & take-chance Promotions Director for continuous Country in highly competitive TX medium market. T&R: Don Moore, KMFQ, 1512 Lake Air, Waco, 76710. EOE M/F (3-22)

### AGGRESSIVE SUNBELT PROPERTIES

Looking for an equally aggressive copywriter. The successful applicant will be experienced, organized and prepared to step into a position of great responsibility. If that sounds like you... write today! Females encouraged. To: Radio & Records, 1930 Century Park West, #957, Los Angeles, CA 90067. EOE

You know how to rock? Make me smile. Rio Grande Valley's hot rocker needed full & parttime jocks yesterday. Michael Parker. (512) 350-9998 EOE M/F (3-15)

Opening for a ND/Sports Director. T&R: WLCC, Box 387, Luray, VA 22836. EOE M/F (3-1)



100,000 watt top-rated CHR has News Director opening. Personality needed to complement morning show. Good pay for the right team player. T&R to: Bill McCown, WANS, 1421 Laurens Rd., #F, Greenville, SC 29607. EOE M/F



FOX 97, WFOX/Atlanta - Looking for high-profile, warm, fun morning person for uptempo A/C. If you've got an AM drive success story to tell in a medium to major market, we can offer top money plus great working conditions with one of the nation's best broadcast groups. Tapes and resume (no calls) to: Dennis Winslow, Program Manager, 2000 Riveredge Parkway, Suite 797, Atlanta, GA. 30328 EOE



A SHAMROCK BROADCASTING COMPANY

## OPENINGS

WTON seeks afternoon news reporter/anchor. Females encouraged, but all will be considered. T&R: Gary Smith, Box 1085, Staunton, VA 24401. EOE M/F (3-15)

Do you love the sun? Then come & sell for U/C WVIS FM! Must be aggressive & organized. Good production for hard worker. R: J. Bahr, Box 487, St. Croix, VI 00840. EOE M/F (3-15)

An Administrative Secretary is needed at WINK/Ft. Myers. Must have excellent skills, be organized & detailed. R: Barbara Thomas, Box 1060, FL 33902. EOE M/F (3-15)

Gulf Coast FM going live! We need talent! Photo, T&R: Bobby Magic, WGCN, Box 1570, Gulfport, MS 38502. EOE M/F (3-15)

Full & parttime personalities needed for 100kw CHR. Must have two years experience. Join a team you can grow with. T&R: Kelsey Scott, WHKW, Drawer 570, Fayette, AL 35555. EOE M/F (3-15)

Top-rated FM Country station looking for 7-midnight jock. T&R: Steve McNea, WUSQ, Box 2869, Winchester, VA 22601. EOE M/F (3-15)

Heart of TX CHR has an evening slot. One year experience necessary & females encouraged. T&R: Danny Austin, KTAW-FM, 3808 "B" Old College Rd., Bryan, 77801. EOE M/F (3-15)

## MIDWEST

Warm & friendly announcers needed for pop A/C live airshift or production. T&R: WZZY, Box 427, Winchester, IN 47394. EOE M/F (3-22)

KODS/Duluth needs an AOR morning person. Be creative, entertaining & have good production. No beginners. T&R: Mike Heller, Box 6167, MN 55806. EOE M/F (3-22)

Omaha's premier AOR. Z82, needs a Production Director by April 5th. Must have extensive 4-track experience. T&R: Bruce McGregor, 11128 John Galt Bl., NB 68137. EOE M/F (3-22)

Rare immediate opening! Filling vacancy by top-notch female communicator. Great benefits. T&R: Jay Bouley, WSPT, Box 247, Stevens Point, WI 54481. EOE M/F (3-8)

Morning airshift/Production Director needed with personality & creativity & must. C&R: Jeff Murphy, WWCT, 414 Hamilton Bl., Peoria, IL 61602. EOE M/F (3-22)

### 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 13630, Twin Cities, MN 55119 EOE M/F. No calls please.



A Doubleday Station

We're still not satisfied. Big money to morning personality. Good phone, bits, etc. . . . No calls. T&R: Jack Swart, WGRD, 122 Lyon NW, Grand Rapids, MI 49503. EOE M/F (3-22)

Wanted: Fulltime day announcer for Dubuque's top-rated A/C station, KAT FM. Must have two years experience. T&R: Dennis Albright, Box 988, IA 52001. EOE M/F (3-22)

WNME/Ft. Wayne is accepting T&R's for future openings. John Curry, Box 8000, IN 46896. No calls. EOE M/F (3-22)

Lifestyle newperson needed for afternoons. Females encouraged. Writing sample, T&R: Al Setka, Y93 FM, Bismarck, ND 58502. EOE M/F (3-15)

Immediate openings for full & parttime CHR jocks. T&R: Mike Miller, KOFM, Box 14806, Oklahoma City, OK 73113. EOE M/F (3-15)

### "THE TRENDSSETTER"



Mornings on Omaha radio are brrrrring! Let's do something about it! We need a hot CHR morning man or team to blow Omaha away. Must know how to entertain while playing a lot of music. Rush T&R to Jerry Dean, Program Director, KOKO-FM, Box 31777, Omaha, NB 68131. . . . This is that dream morning gig you've always talked about . . . don't blow it!

## OPENINGS

New 2500 watt KOGA is accepting T&R's for future jock positions. Scott Hickenbottom, Box 509, Opalala, NB 69153. EOE M/F (3-15)



RARE OPPORTUNITY  
To join one of the great full service A/C's in America. WTMJ, Milwaukee is looking for an adult personality, good communicator to handle the overnight show. Send T&R to:  
Pat Rodgers  
P.O. Box 620, Milwaukee WI 53901  
EOE

FM108 has lost their morning man to WZOK! Work for a choice established market leader. T&R: Mark Porter, KFMW, Box 1330, Waterloo, IA 50704. No calls. EOE M/F (3-15)

Station manager, with three years experience, wanted for new station in small market. Salary is \$20,000 plus incentives. Randall O'Grady: (614) 942-2118 EOE M/F (3-15)

Cincinnati, a pioneer in the use of clever, humorous production, seeks a Production Director. If you feel you can continue a tradition of production dazzle and improve upon it, send T&R only (no calls) to: Tom Owens, Program Director, WEBN, 2724 Erie Ave., Cincinnati, Ohio, 45208. E.O.E.

Top small market CHR is looking for morning talent. Good voice, production & creativity a must. T&R: KQCA, Box 6, Canton, MO 63435. EOE M/F (3-15)

Morning personality with good production needed for top-rated Country giant in MW. T&R: Mike Libbie, KWMT, Box 578, Ft. Dodge, IA 50501. (515) 576-7333 EOE M/F (3-15)

Solid A/C FM is looking for afternoon drive announcer to make us the envy of Mid-Ohio. Strong production a must! T&R: Brad Shupe, WOLX, Box 806, Gallon, 44833. EOE M/F (3-15)

Engineer needed for 100,000 watt FM & clear channel directional AM Stereo. R: Alan Warner, 9240 N. Meridian St., Suite 330, Indianapolis, IN 46260. EOE M/F (3-15)

Afternoon drive pro needed immediately for this CHR. T&R: Bob Beck, Y93 FM, Bismarck, ND 58502. EOE M/F (3-15)

Morning personality needed for CHR-styled Country that's uptempo & alive in a great market. Ken: (314) 449-2433 EOE M/F (3-15)

Top A/C in MW has future openings. No beginners. T&R: Bob Vizza, 93 WXUS, Box 7093, Lafayette, IN 47903. EOE M/F (3-15)

Program manager needed for AM/FM medium market station. Looking for family-oriented & competent pro. References, T&R: Jack Hansen, WJON, Box 220, St. Cloud, MN 56302. EOE M/F (3-15)

## WEST

Bole's 13KUPA has a CHR opening! T&R: Steve Holmes, Box 129, Nampa, ID 83853. EOE M/F (3-22)

Think you can handle this? A copywriter/Production Director/receptionist is needed for KLCY/KYSS. T&R: John Pulecky, Box 7278, Hiesoula, MT 59807. EOE M/F (3-22)

SH MM Class C station looking for creative Production Director. Call Andy Bowman, GM, at KSNM/Las Cruces: (505) 894-3967 EOE M/F (3-22)

### Sales Assistant Sales Trainee

Major radio network seeks bright individual who enjoys telephone work and backup. Great opportunity. Send resume to: TRANSTAR RADIO NETWORKS  
(Special Programming)  
6430 Sunset Blvd. - Suite 401  
Los Angeles, CA 90028

## OPENINGS



1060KUKQ/Phoenix, the Southwest's leading Urban/Contemporary station, has an immediate opening. The shift: Morning Drive. The right person for the job: Must be an experienced minor to major market pro. Must know and love the music we play. Must be a team player who counts results, not hours. Must be able and willing to do whatever it takes to put ear-catching magic on the air, mornings at KQ. No beginners. No calls. KUKQ is an equal opportunity employer. Ladies, Gentlemen: rush a sample of your best work along with resume and references to: Jay Stone, Program Director, KUKQ, 2021 E. Thomas, Phoenix, Arizona 85016.

KROW/reno is now accepting applications for a fulltime on-air personality. T&R: Gary DeMaroney, 2450 Wronald Way, NV 89506. EOE M/F (3-22)

WY small market with medium market sound needs experienced PD/morning talent. Join this growing company! T&R: KGSW, Box 2128, Rock Springs, WY 82902. EOE M/F (3-22)

Young & aggressive CHR personality who is willing to work in a positive environment is needed. No beginners. T&R: Dave O'Connor, K106, Box 4303, Coos Bay, OR 97420. EOE M/F (3-22)



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.

Las Vegas continuous Country station seeks fulltime announcers ASAP. T&R: Randy Hood, KFM 102, 1555 E. Flamingo Ave., Suite 435, NV 89119. EOE M/F (3-22)

Upcoming station near Las Vegas seeks newperson with authoritative & friendly delivery. T&R: W. Kent McGregor, Box 489, Washington, UT 84780. EOE M/F (3-22)

Production wizard/copywriter wanted for approximately 25 hours a week. Perfect person in L.A. area. Sample, T&R: Richard Chase, KBBY/KOGO, Box 5151, Ventura, CA 93003. EOE M/F (3-22)



### L.A. NEWS ANNOUNCER

The All News Station In The Big Orange Needs An Anchor. If You Are A News Pro . . . Good Enough To Be A Morning Anchor You'll Love LA.

KFWB All News radio (Group W) is looking for an AM drive anchor. Minimum 5 years on-air experience in a major market. All-News background preferred. Send resume and cassette to:

Executive Editor  
**FRED WALTERS**  
6230 Yucco St., Los Angeles, CA 90028  
PLEASE NO TELEPHONE CALLS

# OPPORTUNITIES

## OPENINGS

### LA's Magic 106 FM

LA's Magic (KMGG) is searching for two professionals: Production Director and Programming Assistant. Good knowledge of music and copywriting experience preferred for both positions. Good attitude is required. Send cover letter, resume, and cassette tape (if applicable) to: Ron Rodrigues, Operations Manager, KMGG, 6430 Sunset Blvd., 418, Los Angeles, CA 90028. No calls please. EOE M/F

SE AK group flagship needs strong air talent. Mild weather & great benefits. T&R: Paul Damon, KJHO/KTKU, 3181 Channel Dr., Juneau, AK 99801. EOE M/F (3-15)

CA coast CHR has rare opportunity! We're looking for part-time, but possible fulltime, personality. T&R: John Quimby, KXFM, Box 1964, Santa Maria, CA 93456. EOE M/F (3-15)

### ---KFI 640---

Building a "Talent Pool" for future openings. Personalities, news and traffic reporting. Tapes and resumes to: Steve La Beau, Program Director, News and traffic consideration: David Blake, News Director, KFI, P.O. Box 76860, Los Angeles, CA 90005. EOE M/F

Chief engineer who's a self-starter with superior skills, needed for AM/FM combo in America's finest city. R: Mike Shepard, KSON, Box 1240, San Diego, CA 92401. EOE M/F (3-15)

Looking for an entry level position to do a 6-midnight at a small market Country station? T&R: Steve Rose, KKKB, Box J, Aztec, NM 87410. EOE M/F (3-15)

### IF YOU LIKE TO ROCK . . .

And can really put the message across between the music, we want you. Energy, enthusiasm, originality, self-motivation . . . if that describes you, rush tape & resume to: Radio & Records, 1930 Century Park West, #952, Los Angeles, CA 90067. EOE M/F

Sales position open at cable radio network. Great commissions. Jim Roope: (618) 352-7152 EOE M/F (3-15)

KSMK has a rare opening for full & parttime announcers. T&R: Nic Thompson, Box 10, Cottonwood, AZ 86326. No calls. EOE M/F (3-15)

### KJOY FM 104

#### ACCOUNT EXECUTIVE

KJOY-FM interviewing for position of Account Executive. Applicants must have media sales experience. Resumes to: KJOY-FM, 625 Broadway, Suite 1200, San Diego, CA 92101. Attn: B. Bolinger. EOE

## POSITIONS SOUGHT

Joan Rivers doesn't need to do this . . . but I do. Versatile female jock looking for job in medium/large market. STACEY: (602) 951-8730 (3-22)

Have done it all & am ready to settle on your Country, A/C or CHR. Superb production, adult communicator. TOM JORDAN: (417) 782-1524 (3-22)

One demented, wacky & inventive jock to round out your staff is ready! Trained at Z104/Fredrick. East Coast preferred. "THE DOCTOR": (301) 371-5178 (3-22)

If you're looking for some versatility, let's talk! Ten years news experience & do voices for commercials. Will consider small market. (319) 386-8977, after 7 cat (3-22)

### Seeking Operations or PD Position

At large or medium A/C or Country station. 15 years in programming CHR, A/C and Country. 3 years in sales. Call RON at (314) 428-3132 . . . Let's talk!

## POSITIONS SOUGHT

Bright young announcer looking to move up! Will relocate. JIM: (717) 597-9239 (3-22)

Hard working announcer with six years experience wants personality-oriented A/C-CHR gig in a medium market. JOE: (308) 382-8021 (3-22)

CA broadcaster with 12 years on-air experience seeks work in CA, OR or NV MOR, CHR or A/C. TOM KENLON: (707) 839-4551 (3-22)

Urban suburban rock jock with excellent production skills has a versatile, veteran voice & am in America's #1 city. JERRY "DJ": (412) 244-8872 (3-22)

BEAU WALKER: Formerly K102/Miami, Big WAYS/Charlotte & KENO/Las Vegas is looking for medium/major market. (305) 557-1058 (3-22)

When numbers mean dollars, dial a pro. Have medium market CHR, A/C, Oldies & production experience. BILL: (518) 423-0187 (3-22)

Experienced adult voice looking for adult format. Have first ticket. ROBERT SERY: 518 Bronx Dr., Toledo, OH 43609. (419) 385-7981 (3-22)

### MORNING DRIVE WINNER

Creative, talented pro is looking to better your station's ratings, production and revenues. Country, A/C, CHR. 100,000+ markets. Sean Michaels Lisle (206) 533-6002.

Constantly good ARB midday ratings history for KAZY for adult men 18-34. Check out the numbers, then call me. Looking for right fulltime position. (303) 232-7280 (3-22)

23 year old air talent looking for fulltime opportunity on A/C or CHR. Broadcast school grad with three years on-air experience. TOM: (312) 429-6805 or 371-8864 (3-22)

America's most energetic & motivated sports personality is eager to make your starting line-up. "Sportscasting Illustrated" calls me a "Blue Chipper." (614) 686-7033 (3-22)

Give me two RAB's & I'll give you a top-rated show. Let's talk if you're serious about winning. DAVE: (904) 785-8624, evenings & weekends. (3-22)

Sportscaster with eight years PBP, announcing & NCAA experience, is looking for a stable position. Sales or jock combo OK. JOHN: (808) 355-3747 (3-22)

Natural-sounding contemporary personality with flair seeks major/medium market. Have great production & have free-lanced for Top 5 market. STEVE O'CONNOR: (219) 294-3330 (3-22)

I'm your man! Three year pro currently working weekends in Palm Springs seeks fulltime opening anywhere. KENT: (213) 437-5774 (3-22)

KDKA/Pittsburgh 8-midnight talker wants to talk. DOUG HOERTH: (412) 321-6374 (3-22)

Seasoned pro with big voice & smooth one-to-one style has creative ideas. Seek southern Top 100 Country or A/C. No mornings. DON: (815) 842-1188 (3-22)

Creative production pro with strong voice, solid writing abilities & ten years experience is seeking position in Mid-Atlantic or South. DAVE WOLLET: (717) 288-5838 (3-22)

Small market PD is looking for a move up! Have excellent pipes, production & am proud night. (307) 324-8361 (3-22)

Extensive knowledge of Country music . . . extensive experience on radio . . . warm & personable with delivery. Is this what you're looking for? (419) 474-5841 (3-22)

Calm under fire. SANDY SHORE, seven-year pro currently weekends in San Bernardino, is looking for L.A. opening. 605 Via Promontorio, San Clemente, 92672. (714) 458-7188 (3-22)

Drive time entertainer with bits & voices is creative with real & phony commercials. Have CHR, AOR & A/C major market experience. Ready to relocate. ROCKY: (613) 422-0297 (3-22)

### Want Improved Rankings 24-44?

I'll program your U/C or A/C with a classy, unduplicated approach for new adult highs. Three previous successes in Top 10 markets. Air shift too. (516) 979-0767.

Beginning position sought in announcing by Miller Institute/Phoenix grad. Sharp, talented & hard working. JOHN: (802) 945-8757 (3-22)

Greater Cincinnati programmer/DJ is a seasoned veteran with a successful track record in A/C & CHR production & research. Will make you #1. (513) 528-5793 (3-22)

Doesn't anyone in MN want a dedicated, low ego & loyal 13 year pro who's done it all in a small market? GARY: (812) 289-5141 (3-22)

College MD with degree seeks to expand into your music department. Diligent & flexible. JIM BENSON: (216) 433-4381 (3-22)

## POSITIONS SOUGHT

Major market jock would like to invest in/or purchase medium/small market radio station. All areas considered. DAVE SHEPPARD: K-RADIO, Box 8636, Fullerton, CA 92634. (3-22)

Versatile black announcer seeks CHR gig in Top 100 market. Presently employed at Urban/Black powerhouse in Top 10 market. Let's talk. (313) 652-7353 (3-22)

BILL DAVIS: Former PD at 97WK & work experience at WPNT, WDSY & WAZY, is looking for air/PD/MD position. Want to return to programming/on-air. (412) 445-2102 (3-22)

Hard working team player is looking for challenging & aggressive New England station. I'm dependable & currently employed. THOM WHETSON: (617) 345-1888 (3-22)

Legendary radio Caroline "Murph the Surf" is available for CHR, A/C & Oldies. Prefer mornings, but will consider all shifts. JIM MURPHY: (512) 278-2557, before 12 cat (3-22)

Funny & entertaining personality with three years experience seeks medium market A/C, CHR or AOR anywhere. JIM: (609) 522-7843 (3-22)

Eight year pro, with promotions experience, seeks slot at all news station. Prefer middle/health beat. Need job now. RANDALL BARGER: (304) 475-4712 (3-22)

One time offer: Don't miss your chance! Medium market? Midwest? Air, production, PD or MD opening? Operators on duty! MARC: (813) 474-5064 (3-22)

Looking for the perfect sidekick to complement your FM personality? This award-winning news anchor/reporter could be the answer. BARBARA: (305) 825-0589 (3-22)

Good voice with Top 10 experience in A/C & Urban as a PD/on-air is currently working & will move anywhere. (518) 979-0787 (3-22)

Have PD/MD experience in multi-format major market. This pro seeks PD/OM position. MIKE MCCOY: (513) 385-3487 (3-22)

Rising female star prefers AOR, CHR or Country. Want to relocate West. Call collect. CASEY: (813) 885-1630, before 2 or after 8 est (3-22)

Well known killer! Extremely clean-sounding CHR/Black air personality has eight years L.A. market experience, strong production & hot ratings. Majors only call. (714) 548-6242 (3-22)

Looking for a hard working individual who knows music, sports, production, news & does not watch the clock? Call anytime. BOB: (505) 461-1628 (3-22)

### Nostalgia...A/C...CHR Jock

With three years' experience in small markets . . . looking to move up to the top 100 market in any capacity, any format. Hard working, willing to help make your station an unqualified success! Real team player . . . can do sports as well, possible P-B-P for baseball. JOHN: (412) 228-0563.

Morning pro has phones, outrageous humor, character voices & publicity stunts seeks same in Top 50 market. JOHNNY FEVER: (904) 673-4168 (3-22)

Ambitious, warm, & creative jock with fantastic personality & a graduate of one of the SW's finest broadcasting schools seeks small market. GINA MICCULLA: (602) 867-8635 (3-22)

Six year pro seeks air shift. Will relocate. RUSS DAVIDSON: (805) 871-0903 (3-22)

Young & motivated college grad, with four years PD/MD/GM/production experience, is looking to kick ass for AOR & improve profits. STEVE: (201) 377-2604 (3-22)

If you need ratings for your northern FL AOR/CHR station, then call. MARK: (904) 744-2982, after 6 est (3-22)

Anywhere it's not always sunny & BS. . . KOPA/Phoenix swing man & assistant Production Director looking for challenge. CHRIS McKAY: (802) 966-8836 or 941-1007 (3-11)

Position sought in announcing: Columbia grad, sharp, talented & hard working. LISA: (412) 461-0310 (1-18)

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) 286-0530 (3-11)

Parttime job in L.A. area wanted by experienced pro in research, consulting, production, & air work. Weekends, too. Leave message. (213) 851-0285 (3-22)

You get four in one! Air talent/production/sales/copywriting. Looking for Western small/medium market gig. BILL BOWEN: (805) 498-4738 (3-8)

Eight year vet with top-rated A/C in Phoenix is available now with thorough AOR/Oldies & PD/MD experience. Consider all markets & offers. JOHN: (602) 957-7591 (3-15)

Looking for assistant PD, MO or Promotion Director slot in a large/medium market. Have excellent track record & references. JANET BOZEMAN: (815) 634-8480 (3-22)

Young & ambitious reporter/anchor looking for stable news position. PEGGY MEYER: (414) 251-8681 (3-15)

I'll provide great mornings if you'll provide good bucks & stability in Top 50 market. Let's talk! MACY: (904) 785-8624, after 8 cat (3-15)

News reporter/anchor, with five years experience, seeks active environment & fulltime position. Enjoy backpacking & skiing. ED: (503) 389-6478 (3-15)

## POSITIONS SOUGHT

My ratings on talk in Philadelphia went up, but the station changed format. I've also done music in NY. JACK ELLERY: (215) 564-3879 (3-15)

13 year pro currently working in Pittsburgh area seeks Top 100 market CHR or A/C airshift. KEVIN EVANS: (412) 856-5834 (3-15)

Eight years experience wants PBP/Sports Director or airshift. Solid PBP/morning drive talent & production. Good administrative skills. BOB: (313) 453-8688 (3-15)

AOR/CHR programmer available now. Formerly Y95, WQFM, KISW & "The Loop." Will relocate. BRENT ALBERTS: (404) 794-5007 (3-15)

Determined female looking for CHRAOR gig in central or southern CA. Available now. LAURIE: (805) 322-1867 (3-15)

Bright, upbeat announcer looking to make a move. Will relocate. JIM (717) 597-9239 (3-15)

"Personality of the '80's" with major market experience seeking medium/major market fulltime shift in East or OH. Box 5226, Philadelphia, PA 19126. (3-15)

If you're looking for a time & temp man, forget me. However, if you're looking for someone witty & creative, call MIKE MASTERS: (805) 824-4221 or 943-7187 (3-15)

Seven years experienced national award-winning journalist/reporter who is dependable & hard working is looking for medium market. (601) 728-6436 (3-15)

Morning anchor/excellent writer with great pipes at all-news station seeks anchor/reporter slot in Top 50 News or Talk. (702) 389-9118 (3-15)

Dedicated & hard working seven year vet is looking for great radio company. Will relocate. Leave message with Sherry for CODY: (408) 248-1036, between 9-3 mat (3-15)

Exacting on-air personality with Country background, strong delivery & desire to move. All formats considered. DUKE: (318) 672-7144 (3-15)

## MISCELLANEOUS

A/C station needs service from all labels, especially jazz. KAAZ FM, Box 1812, Oakhurst, CA 93844. (3-22)

US97/Springfield, MO needs service from all labels. Bo Jagger: (417) 831-9700 (3-22)

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

Dates appearing at the end of each listing signify first week listed.

## R&R Opportunities Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

### Deadline

To appear in the following week's issue, we must receive your ad by Thursday 12 noon (PST) prior to issue date.

### Display Advertising

Display: \$30 per inch per week (maximum 35 words per inch). Includes border and logo.  
Blind Box: \$45 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

### Payable In Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.  
For Opportunities you may place your free listings by phone only on Wednesday, Thursday & Friday 9am-5pm (PST) (213) 553-4330 or mail to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067

**Blue Note  
Is Back  
On The Charts!**

**STANLEY  
JORDAN**

**"Magic Touch"**

STANLEY JORDAN  
MAGIC TOUCH



**#1 Most Added  
Debut 10**

**KENNY  
BURRELL  
GROVER  
WASHINGTON  
JR.**

**"Togetherring"**

KENNY BURRELL  
GROVER WASHINGTON JR.  
TOGETHERING



WITH RON CARTER  
JACK DE JOHNETTE RALPH MACDONALD

**#4 Most Added  
Debut 25**

THE FIRST FOLK MUSIC LABEL  
BLUE NOTE

© 1986 Manhattan Records

**Coming Soon:  
TANIA MARIA  
"Made In New York"**

**NATIONAL MUSIC FORMATS**

Added This Week

**TM Programming**

Cal Casey (214) 634-8511

**Stereo Rock**

USA FOR AFRICA "We Are The World"  
TOM PETTY & THE HEARTBREAKERS  
"Don't Come Around Here No More"  
POWER STATION "Some Like It Hot"  
FOREIGNER "That Was Yesterday"  
DARYL HALL & JOHN OATES  
"Some Things Are Better Left Unsaid"  
JOHN FOGERTY "Rock And Roll Girls"

**TM AC**

DAN HARTMAN "Second Nature"  
SADE "Smooth Operator"

**TM Country**

CRYSTAL GAYLE "Nobody Wants To Be Alone"  
MERLE HAGGARD "Natural High"  
EMMYLOU HARRIS "White Line"  
EXILE "Stay With Me"  
BARBARA MANDRELL  
"There's No Love In Tennessee"  
KENDALLS "Four Wheel Drive"

**Peters Productions, Inc.**

Dabbie Welsh (619) 565-8511

**Country Lovin'**

SYLVIA "Fallin' In Love"  
STEVE WARINER "When We're Together"  
LOUISE MANDRELL "Maybe My Baby"

**The Great Ones**

MADONNA "Crazy For You"  
DAN FOGELBERG "Go Down Easy"  
JOHNNY GILL "Half Crazy"  
ALABAMA "There's No Way"

**Century 21**

Greg Stephens (214) 934-2121

**The Z Format**

KENNY LOGGINS "Vox Humana"  
BILLY OCEAN "Suddenly"  
HOWARD JONES "Things Can Only Get Better"  
TEARS FOR FEARS  
"Everybody Wants To Rule The World"  
DAVID LEE ROTH "Just A Gigolo/I Ain't Got Nobody"

**The AC Format**

BILLY OCEAN "Suddenly"  
DAN FOGELBERG "Go Down Easy"  
WHAM! "Everything She Wants"  
FOREIGNER "That Was Yesterday"  
PAUL HARDCASTLE "Rain Forest"

**Super-Country**

RICKY SKAGGS "Country Boy"  
EMMYLOU HARRIS "White Line"  
OAK RIDGE BOYS "Little Things"  
ED BRUCE "When Givin' Up Was Easy"  
RONNIE MILSAP "She Keeps The Home Fires Burning"

**Radio Arts**

John Benedict (818) 841-0225

**Country's Best**

RESTLESS HEART "Let The Heartache Ride"  
KEITH STEGALL "California"

**Soft Contemporary**

BILLY OCEAN "Suddenly"  
DAN FOGELBERG "Go Down Easy"  
ALABAMA "There's No Way"

**Sound 10**

USA FOR AFRICA "We Are The World"  
BILLY OCEAN "Suddenly"  
PRINCE "Take Me With You"  
SADE "Smooth Operator"  
SERGIO MENDES  
"Let's Give A Little Bit More This Time"

**BPI**

John Sherman/Bob English (206) 624-8651

**Adult Contemporary**

USA FOR AFRICA "We Are The World"  
WAR "Groovin' "  
DAN FOGELBERG "Go Down Easy"

**Modern Country**

EXILE "Stay With Me"  
LEON EVERETTE "Too Good To Say No To"

**Concept Productions**

Elvin Ichiyama (916) 782-7754

**CHR**

USA FOR AFRICA "We Are The World"  
REO SPEEDWAGON "One Lonely Night"  
DAVID LEE ROTH "Just A Gigolo/I Ain't Got Nobody"  
BILLY OCEAN "Suddenly"  
HOWARD JONES "Things Can Only Get Better"

**Country**

RONNIE MILSAP  
"She Keeps The Home Fires Burning"  
OAK RIDGE BOYS "Little Things"  
RICKY SKAGGS "Country Boy"  
EMMYLOU HARRIS "White Lines"  
DAVID FRIZZELL & SHELLY WEST "Do Me Right"

**Drake-Chenault**

Bob Laurence (818) 883-7400

**XT-40**

POWER STATION "Some Like It Hot"

**Contempo 300**

FOREIGNER "That Was Yesterday"  
BILLY OCEAN "Suddenly"

**Great American Country**

RICKY SKAGGS "Country Boy"

**Transtar**

Chick Watkins (303) 578-0700

**Adult Contemporary**

USA FOR AFRICA "We Are The World"  
MANHATTANS "You Send Me"  
KENNY ROGERS "Crazy"

**Media General**

**Broadcast Services**

Bob Dumais (901) 320-4433

**Action**

USA FOR AFRICA "We Are The World"  
SADE "Smooth Operator"  
LINDA RONSTADT "When I Fall In Love"  
ALABAMA "There's No Way"  
KOOL & THE GANG "Fresh"  
GEORGE BENSON "I Just Wanna Hang Around You"  
WAR "Groovin' "  
DARYL HALL & JOHN OATES  
"Some Things Are Better Left Unsaid"

**Your Country**

MEL McDANIEL "Let It Roll (Let It Rock)"  
VINCE GILL "True Love"  
MERLE HAGGARD "Natural High"  
CRYSTAL GAYLE "Nobody Wants To Be Alone"  
RICKY SKAGGS "Country Boy"

**Hit Rock**

USA FOR AFRICA "We Are The World"  
DARYL HALL & JOHN OATES  
"Some Things Are Better Left Unsaid"  
FOREIGNER "That Was Yesterday"  
JOHN FOGERTY "Rock And Roll Girls"  
MURRAY HEAD "One Night In Bangkok"

JAZZ

TOP 30

- 1 BOBBY HUTCHERSON/Good Bait (Landmark)
2 DAVID SANBORN/Straight To The Heart (WB)
3 DAVE GRUSIN/One Of A Kind (GRP)
4 JAMES WILLIAMS/Alter Ego (Sunnyside)
5 JACKSON/BROWN/WALTON/ROKER/It Don't Mean A Thing... (Pablo)
6 TANIA MARIA/The Real Tania Maria: Wild! (Concord Picante)
7 SKYWALK/Silent Witness (Zebra)
8 BOBBY SHEW QUARTET/Breakfast Wine (Pausa)
9 RODNEY JONES/When You Feel The Love (Timeless/Zebra)
10 STANLEY JORDAN/Magic Touch (Blue Note)
11 FALCON & THE SNOWMAN/Soundtrack (EMI America)
12 ARTHUR BLYTHE/Put Sunshine In It (Columbia)
13 ANDREAS VOLLENWEIDER/White Winds (FM/CBS)
14 GEORGE BENSON/20/20 (WB)
15 BILL REICHENBACH QUARTET/Bill Reichenbach Quartet (Silver Seven)
16 DAVE BRUBECK QUARTET/For Lola (Concord)
17 YELLOWJACKETS/Samurai Samba (WB)
18 SCOTT COSSU/Islands (Windham Hill)
19 BARRY MANILOW/2:00 AM Paradise Cafe (Arista)
20 D. ANGER & B. HIGBIE QUINTET/Live At Montreux (Windham Hill)
21 MANHATTAN TRANSFER/Bop Doo-Wopp (Atlantic)
22 ART BLAKEY & JAZZMESSENGERS/Album Of The Year (Timeless/Zebra)
23 STEVEN SCHOENBERG/Pianoworks (Quabbin)
24 PAQUITO D'RIVERA/Why Not! (Columbia)
25 KENNY BURRELL/GROVER WASHINGTON/Togethering (Blue Note)
26 ROSEANNA VITRO/Listen Here (Texas Rose)
27 ALEX MALHEIROS/Atlantic Forest (Milestone/Fantasy)
28 BOB THOMPSON/7 In 7 Out (Rainbow)
29 CHARLIE ROUSE/Social Call (Uptown)
30 NEWPORT JAZZ FESTIVAL ALLSTARS/Newport Jazz Festival... (Concord)

Black/Urban stations contributing to Jazz: WKND/Hartford, Melonae McClean: KJCB/Lafayette, Beatrice Evans: WYLD-FM/New Orleans, Dell Spencer: WGCI/Chicago, Graham Armstrong: WDMT/Cleveland, Dean-Dan Rufus: WVOT/Toledo, Maxx Myrick: XHRM/San Diego, Duff Lindsey.

NEW & ACTIVE

- JENNIE CHEATHAM & JIMMY CHEATHAM "Sweet Baby Blues" (Concord) 15/6
CHET ATKINS "Stay Tuned" (Columbia) 14/6
NEWPORT JAZZ FESTIVAL ALL-STARS "Newport Jazz Festival All-Stars" (Concord) 13/3
DON MENZA "Hom Of Plenty" (Pausa) 12/2
JOE NEWMAN & JOE WILDER "Hangin' Out" (Concord) 11/3
RECOIL "The Fantasy Continues" (Pausa) 11/1
JAY LEONHART w/JOE BECK "There's Gonna Be Trouble..." (Sunnyside) 10/3
NEW PULSE JAZZ BAND "Boogie Man" (Kilmarnock) 10/1
ALPHONSE MOUZDN "The Sky Is The Limit" (Pausa) 9/4
LISA RICH "Listen Here" (Discovery) 9/4
ART ENSEMBLE OF CHICAGO "Third Decade" (WB) 9/2

MOST ADDED

- STANLEY JORDAN (17) Magic Touch (Blue Note)
FALCON & THE SNOWMAN (13) Soundtrack (EMI America)
YELLOWJACKETS (9) Samurai Samba (WB)
ALEX MALHEIROS (8) Atlantic Forest (Milestone/Fantasy)

HOTTEST

- DAVID SANBORN (24) Straight To The Heart (WB)
BOBBY HUTCHERSON (17) Good Bait (Landmark)
JAMES WILLIAMS (16) Alter Ego (Sunnyside)
DAVE GRUSIN (11) One Of A Kind (GRP)

JOE PASS & J.J. JOHNSON "We'll Be Together Again" (Pablo) 9/2
BUDDY TATE & AL GREY "Just Jazz" (Uptown) 9/1
FUSE ONE "Ice" (GNP Crescendo) 8/2
CLAUDE BOLLING BIG BAND "Live At The Meridian" (FM/CBS) 8/0
JEFF LORBER "Step By Step" (Arista) 7/2
M'BDOM "Collage" (Soul Note) 7/0
DIDIER LOCKWOOD GROUP "Didier Lockwood Group" (Gramavision) 6/8
MILES OAVIS "Under Arrest" (Columbia) 6/4
CHARLES LLOYD QUARTET "A Night In Copenhagen" (Blue Note) 6/4
MARK MURPHY "Sings Nat King Cole Songbook Vol. 1" (Muse) 6/4
SHORTY ROGERS/BUD SHANK "Back Again" (Choice/Bainbridge) 6/4
IRA SULLIVAN "Strings Attached" (Pausa) 6/4
MAXINE SULLIVAN "Great Songs From The Cotton Club" (Stash) 6/3
ARCHIE SHEPP "Down Home New York" (Soul Note) 6/1

REGIONALIZED ADDS & HOTS

Regionalized Adds & Hots grid with columns for EAST, SOUTH, WEST, and MIDWEST, listing station call letters and program details.

The Dr. Jazz Test For 'Promotionitis'

- Do you suffer from these symptoms?
Tightness of Budget
Distributor Complications
Depressed Sales
Air Play Rejection
Elevated Blood Pressure or Ulcers

If you answer yes to any of the above, call Dr. Jazz immediately. (313) 569-NOTE. Dr. Jazz Operations, Promotion and Marketing Consultants 17247 Alta Vista, Southfield, MI 48075





## George Benson

"I Just Wanna Hang Around You"

**BREAKER 40**

Produced by Russ Titelman  
From the Warner Bros. album 20/20

## Siedah Garrett

"Do You Want It Right Now"

**NEW & ACTIVE 48/6**

Produced and mixed by John "Jellybean" Benitez for  
Jellybean Productions, Inc. • From the Qwest sound track album Fast Forward

## David Sanborn

"Love & Happiness"

**NEW & ACTIVE 41/10**

Produced by Marcus Miller • Executive Producer:  
Russ Titelman • From the Warner Bros. album Straight To The Heart

**We've  
Got  
The  
Music,  
And  
The  
Numbers  
To  
Prove  
It.**



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# BLACKPANELS & HITS

## EAST

**WVBC/Wilmington**  
Karin Newman  
CHANCE  
KANE  
DAVID BARNUM  
NEW EDITION  
OWEN  
THE  
TRIFOLIO  
GARY GOTTFRID  
TELENA BOOTHBY  
ATLANTIC STAR  
SOULS  
CONCORDS  
NEW JERSEY HITS C  
JOHNNY GILL  
NITWON FELDER  
MALE

**WVTV/Wilmington**  
Ray Thompson  
RICKO PALMERSTE  
LILLO TORRES  
JEFF LOHNER  
SAGE  
SEA FOR AFRICA  
MELANIE RICHMAN WA  
AL JARROLD  
SILVIA GARNETT  
GREG PILLINGHAM  
JAM LESLIE ROBERTS  
NEW EDITION  
CONCORDS  
RICK JAMES  
SOULS  
JESSE JOHNSON  
CONCORDS  
THIRD WORLD  
ALEXANDER O'NEAL  
SOUL & THE GANG

**WVLD/Wilmington**  
Elroy P.C. Smith  
SEA FOR AFRICA  
S.B. KING  
CICI  
NEW EDITION  
ALEXANDER O'NEAL  
OTPO TEN  
Botlett  
JESSE JOHNSON  
CONCORDS  
JERRY BUTTON  
NEW JERSEY HITS

**WVMB/Wilmington**  
Jimmie Johnson  
GAP BAND  
BILLY OCEAN  
SOULS  
TEMPYIONS  
JESSE JOHNSON  
CONCORDS  
WILSON FELDER  
GLADYS ENIGHT  
JESSE JOHNSON  
HART JANE GIGLS

**WVBC/Wilmington**  
James Jordan  
JEFF LOHNER  
GLEN JONES  
NEW EDITION  
BILLY OCEAN  
WVTV FOR AFRICA  
WVTV FOR AFRICA  
PETER BROWN  
SOULS  
DIANA ROSS  
CONCORDS  
WILSON FELDER  
POPPER SISTERS  
JOHNNY GILL  
NEW JERSEY HITS

**WVBC/Wilmington**  
Tommy Quarterone  
SOUL & THE GANG  
KAMARION  
FREDRICK JACOBSON  
NEW EDITION  
SEA FOR AFRICA  
JEFF LOHNER  
Botlett  
PETER BROWN  
SOULS  
DIANA ROSS  
CONCORDS  
WILSON FELDER  
POPPER SISTERS  
JOHNNY GILL  
NEW JERSEY HITS

**WVBC/Wilmington**  
Lily Lemon  
SOUL & THE GANG  
KAMARION  
FREDRICK JACOBSON  
NEW EDITION  
SEA FOR AFRICA  
JEFF LOHNER  
Botlett  
PETER BROWN  
SOULS  
DIANA ROSS  
CONCORDS  
WILSON FELDER  
POPPER SISTERS  
JOHNNY GILL  
NEW JERSEY HITS

## WEST

**KMIO/Portland**  
Jon Johnson  
NEW JERSEY HITS C  
SEA FOR AFRICA  
ELTHAIX  
MELANIE RICHMAN  
TEMPYIONS  
BILLY OCEAN  
GREG PILLINGHAM  
SAM BOYD  
PATTI LABELLE  
JESSE JOHNSON  
CONCORDS  
TELENA BOOTHBY  
ATLANTIC STAR  
SOULS  
CONCORDS  
JOHNNY GILL  
NITWON FELDER  
HART JANE GIGLS  
MALE

**KMAY/Aspen**  
Jon Johnson  
SEA FOR AFRICA  
BOMBS JIMMY  
FUSION FIVE  
RICK JAMES  
NEW JERSEY HITS  
ATLANTIC STAR  
SOULS  
L.L. ROOD JAY  
GREG PILLINGHAM  
Botlett  
WILSON FELDER  
ROMANUS BRADY  
NITWON FELDER  
ROMANUS BRADY  
LUTHER VANDROSS  
JESSE JOHNSON

## SOUTH

**WVBC/Wilmington**  
Lucky Tandy  
WVTV FOR AFRICA  
SEA FOR AFRICA  
S.B. KING  
ELTHAIX  
TELENA BOOTHBY  
ATLANTIC STAR  
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NITWON FELDER  
MALE

## MIDWEST

**WVBC/Wilmington**  
Lucky Tandy  
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TELENA BOOTHBY  
ATLANTIC STAR  
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JOHNNY GILL  
NITWON FELDER  
MALE

85 Reporting Stations  
81 Current Reports  
The following stations reported a frozen list this week:  
WXOK/Baton Rouge  
WBLZ/Cincinnati  
WJML/Louisville

Stations are listed by region. Hits are listed in order of their airplay activity.

EARL KLUGH  
"JUST PRETEND"

FROM THE NEW ALBUM SODA FOUNTAIN SHUFFLE

CHAKA KHAN  
"THROUGH THE FIRE"

FROM THE PLATINUM ALBUM I FEEL FOR YOU  
PRODUCED BY GRAMMY-WINNER DAVID FOSTER

Two  
New  
Singles  
To  
Set  
Your  
Playlist  
On  
Fire



ON WARNER BROS. RECORDS AND CASSETTES  
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# ADULT/CONTEMPORARY

## BREAKERS

### GEORGE BENSON

#### I Just Wanna Hang Around You (WB)

62% of our reporters on it. Rotations: Heavy 3/1, Medium 51/6, Light 34/14, Total Adds 21, WKBW, W101, WMJI, WNIC, WOMC, KJR, WAEB, WICC, WKGW, KEY103, WEZC, CK101, WIVY, KRNT, WHB, KOIL, KVVU, WTNV, WAHR, K99, KALE. Debuts at number 21 on the A/C chart.

## NEW & ACTIVE

#### BILLY OCEAN "Suddenly" (Arista) 82/35

Rotations: Heavy 4/1, Medium 39/7, Light 39/27. Total Adds 35, WKBW, WSB-FM, KVIL-FM, WLTS, WCLR, WARMB, WLLT, WOMC, WMYX, KYKY, KFMB, WQOM, WAEB, WKYE, WBT, CK101, WKJJ, WRKA, WEZS, WAVE, WHBY, WHBC, K10A, KLYF, WISN, KBOI, KDOK, KJUA, KBEST, WTNV, KORQ, WAHR, WORG, WXUS, KKLK, Heavy: WYV, WAGE, WICM, Medium: WFBR, 97A1A, WGY, K106, WMAZ, KRNT, WMGN, KOIL, WHNN, KWAV, KSL, WKPL, KOST, WTNV, KORQ, WCKO, WKYX, WFFX, WBOV, K99, KALE. Medium: WFBR, K106, WMAZ, KRNT, WHNN, KWAV, KSL, WKPL, WNNR, WTKO, WSKI, WPPA, WSKY, WCKO, WCHV, WGSV, WAGE, KRLB, WKYX, WFFX, WCL, WMT-FM, WJON, KQSW, KMGQ, WJON, KQSW, KMGQ. Due to heavy airplay activity, debuts at number 23 on the A/C chart.

#### DAN FOGELBERG "Go Down Easy" (Full Moon/Epic) 72/32

Rotations: Heavy 1/1, Medium 32/11, Light 39/20. Total Adds 32, WKBW, WLTS, KOST, KGW, KFMB, WKYE, WGY, WKGW, KEY103, WBT, CK101, WRKA, WFL, WNAM, KLYF, KRNT, WLHT, WHB, WISN, KOIL, KDOK, KIFM, WRVA, WHBY, WNAM, WTRX, WHB, WISN, WHNN, 3WM, KBOI, WNNR, WEIM, WKNE, WSKI, WTNV, KORQ, WSKY, KWAV, KSL, WEIM, WSKI, WSKY, WCHV, WGSV, WAHR, WAGE, WJBC, WCL, WMT-FM, WJON, KQSW, KMGQ, KRNB.

#### LINDA RONSTADT "When I Fall In Love" (Asylum) 72/9

Rotations: Heavy 1/1, Medium 40/1, Light 29/8. Total Adds 9, WSB-FM, 97A1A, WQOM, WTTIC, WGW, KRNT, KIFM, WAGE, KKLK, Heavy: WCCO, KSL, KRBS, Medium: WKBW, K99, KFMB, WAEB, WKYE, WGY, WBT, WMAZ, WSFL, WRVA, WHBY, WNAM, WTRX, WHB, WISN, WHNN, 3WM, KBOI, WNNR, WEIM, WKNE, WSKI, WTNV, KORQ, WSKY, WGSV, WAHR, KRLB, WZLO, WJBC, WCL, WMT-FM, KFSB, KWEB, WJON, WBOW, KQSW, KMGQ, KALE.

#### KOOL & THE GANG "Fresh" (De-Lite/PolyGram) 70/9

Rotations: Heavy 5/0, Medium 38/2, Light 27/7. Total Adds 9, Y97, KMGQ, KJR, WKGW, WMAZ, WRVA, KBEST, KKPL, WXUS, Heavy: WKBW, WSFL, WNNR, WCHV, KALE, Medium: WFBR, KVIL-FM, WLTS, KHOU, WAEB, WKYE, K106, KERG, WNAM, K10A, KRNT, WHNN, KWAV, WEIM, WKNE, WSKI, WTNV, WPPA, WSKY, WCKO, WGSV, WAGE, WORG, WKYX, WZLO, WFFX, KTYL, WJBC, WMT-FM, KEEZ, WJON, KQSW, KRBS, KMGQ.

#### DARYL HALL & JOHN OATES "Some Things Are Better Left Unsaid" (RCA) 69/23

Rotations: Heavy 1/1, Medium 33/4, Light 35/18. Total Adds 9, Y97, KVL-FM, 2WD, WMJI, WNIC, WOMC, KHDW, B100, KJR, WKYE, WKYX, WKJJ, WNAM, WTRX, WENS, WHB, WMGN, KBEST, KORQ, WCHV, WGSV, WJBC, KMGQ, Medium: 5BRC, KYKY, WAEB, V100, KEY103, WSFL, KFI, KWAV, WNNR, WSKI, WPPA, WSKY, WCKO, WAGE, KRLB, WORG, WFFX, KTYL, WMT-FM, KFSB, KEEZ, WJON, WBOW, KQSW, KRNB, KQSW, KRBS.

#### SERGIO MENDES "Let's Give A Little More This Time" (A&M) 61/1

Rotations: Heavy 4/0, Medium 43/0, Light 14/1, Total Adds 1, K106, Heavy: KSL, WNNR, WTKO, KRBS, Medium: WFBR, WCCO, KOST, WAEB, WSFL, WKYX, KEY103, WBT, WMAZ, WSFL, WRVA, WHBY, WNAM, WHBC, K10A, WMGN, WISN, WLTE, WHNN, KKPL, WEIM, WKNE, WSKI, WCHV, WGSV, WAHR, WAGE, WORG, WKYX, WZLO, WFFX, WJBC, WCL, WMT-FM, WXUS, KEEZ, KWEB, WJON, WBOW, KQSW, KRNB, KMGQ, KALE.

#### WAR "Groovin'" (Coco Plum) 58/7

Rotations: Heavy 0/0, Medium 33/1, Light 25/6. Total Adds 7, 97A1A, KLSI, WSB-FM, KLYF, KKPL, KWEB, WBOW, WMAZ, WCCO, WMAZ, WSFL, WKYX, KEY103, WBT, WMAZ, WSFL, WRVA, WHBY, WNAM, WHBC, K10A, WAHR, WAGE, WORG, WAEV, WZLO, WFFX, KTYL, WCL, WMT-FM, KFSB, WXUS, KEEZ, WJON, KQSW, K99, KQSW, KRBS, KALE.

#### ALABAMA "There's No Way" (RCA) 56/4

Rotations: Heavy 7/0, Medium 32/0, Light 17/4, Total Adds 4, WAEB, WHBC, WHB, WJON, Heavy: WISN, KSL, WEIM, WTKO, WAHR, WORG, WCL, Medium: 97A1A, WLTS, WMYX, WCCO, WKYE, WGY, K106, WBT, WMAZ, WSFL, WRVA, WHBY, K10A, KRNT, KBOI, WNNR, WKNE, WSKI, KORQ, WSKY, WGSV, KRLB, WZLO, KTYL, WJBC, KEEZ, KWEB, WBOW, KQSW, KRBS.

## ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 PHIL COLLINS	143/0	136	7	0
2 JULIAN LENNON	136/0	106	26	4
3 COMMODORES	136/3	103	33	0
4 DeBARGE	133/1	96	33	4
5 REO SPEEDWAGON	125/0	92	29	4
6 USA FOR AFRICA	139/22	61	62	16
7 MADONNA	134/18	60	53	21
8 MANHATTANS	120/1	68	43	9
9 BILLY JOEL	119/0	59	54	6
10 BRUCE SPRINGSTEEN	118/9	57	52	9
11 WHAMI	97/0	35	51	11
12 DOLLY PARTON	105/2	49	45	11
13 KENNY ROGERS	94/0	50	35	9
14 BARBRA STREISAND	106/1	33	58	15
15 SADE	114/17	20	72	22
16 DIANA ROSS	80/1	15	53	12
17 DAN HARTMAN	97/5	26	50	21
18 JANEY STREET	95/4	21	60	14
19 ERIC CARMEN	84/0	35	41	8
20 FOREIGNER	76/1	16	51	9
21 GEORGE BENSON	88/21	3	51	34
22 ANNE MURRAY	55/0	13	30	12
23 BILLY OCEAN	82/35	4	39	39
24 TINA TURNER	53/3	15	26	12
25 STEVE PERRY	51/0	5	31	15

## MOST ADDED

BILLY OCEAN (35)  
Suddenly (Arista)  
DAN FOGELBERG (32)  
Go Down Easy (Full Moon/Epic)  
REO SPEEDWAGON (24)  
One Lonely Night (Epic)  
WHAMI (24)  
Everything She Wants (Columbia)  
DARYL HALL & JOHN OATES (23)  
Some Things Are Better Left Unsaid (RCA)  
USA FOR AFRICA (22)  
We Are The World (Columbia)

## HOTTEST

PHIL COLLINS (123)  
One More Night (Atlantic)  
COMMODORES (80)  
Nightsift (Motown)  
JULIAN LENNON (73)  
Too Late For Goodbyes (Atlantic)  
DeBARGE (62)  
Rhythm Of The Night (Gordy/Motown)  
REO SPEEDWAGON (57)  
Can't Fight This Feeling (Epic)  
USA FOR AFRICA (54)  
We Are The World (Columbia)

#### TINA TURNER "Private Dancer" (Capitol) 53/3

Rotations: Heavy 15/0, Medium 28/2, Light 12/1, Total Adds 3, W101, WTVN, WKGW, Heavy: 2WD, WOMC, KMGQ, WCCO, V100, WKJJ, WRAL, WNAM, WSKI, WPPA, WCKO, WCHV, WORG, WKYX, KKLK, Medium: WTAE, Y97, WLTF, KLLT, K101, KJR, WAEB, WSB-FM, WKYE, WRKA, WLAC-FM, WAVE, WLHT, WENS, WMGN, KOIL, KRAV, KVVU, WTNV, WSKY, WAHR, KTYL, KQSW. Due to heavy airplay activity, debuts at number 24 on the A/C chart.

#### PAUL HARCADISTE "Rain Forest" (Profile) 52/2

Rotations: Heavy 7/0, Medium 25/0, Light 20/2, Total Adds 2, KKUA, KFQD, Heavy: KKLK, B100, KFMB, WKYE, WNNR, WORG, WCL, Medium: KOST, WICC, WSFM, WRVA, KRNT, WMGN, KBOI, KFI, KWAV, KIFM, KKPL, WEIM, WSKI, WSKY, WCHV, WKYX, WZLO, WMT-FM, KFSB, KEEZ, WJON, KRNO, KMGQ, KALE.

#### FOREIGNER "That Was Yesterday" (Atlantic) 49/11

Rotations: Heavy 2/1, Medium 24/5, Light 23/5, Total Adds 11, WKBW, WTAE, Y97, KVIL-FM, 2WD, B100, WENS, KWAV, WEIM, WCHV, KFSB, Heavy: KALE, Medium: 97A1A, KHOU, V100, WKYE, WSFL, WNAM, KRNT, WMGN, WNNR, WSKI, WPPA, WSKY, WCKO, KRLB, WKYX, WFFX, KTYL, WJON, KQSW.

#### JOHNNY GILL "Half Crazy" (Cotillion/Atco) 47/10

Rotations: Heavy 1/0, Medium 18/2, Light 30/8, Total Adds 10, WLTS, KFMB, KELT, WAVE, WTRX, KWAV, KSL, WPPA, WSKY, WORG, Heavy: KOST, WMAZ, WSFL, WRVA, WHBY, KRNT, WNNR, WKNE, WSKI, WAGE, WFFX, WJBC, WCL, KRBS.

#### WHAMI "Everything She Wants" (Columbia) 42/24

Rotations: Heavy 0/0, Medium 16/9, Light 26/15, Total Adds 24, WFBR, WPJB, WSB-FM, WMYX, KYKY, KHOU, KMGQ, KOST, WQOM, K106, WNAM, WMGN, KOIL, KFI, KWAV, KBEST, WEIM, WSKI, WZLO, WFFX, WMT-FM, KEEZ, WJON, KRBS, Medium: KELT, WSFL, WCKO, WCHV, WKYX, KTYL, KQSW.

#### CHICAGO "Along Comes A Woman" (Full Moon/WB) 42/9

Rotations: Heavy 6/0, Medium 21/2, Light 15/7, Total Adds 9, 97A1A, WTVN, WOMC, KGW, B100, KJR, WENS, WZLO, WCL, Heavy: WNNR, WPPA, WCKO, KRLB, WORG, KALE, Medium: WPJB, KVIL-FM, 2WD, WSNY, WKYX, V100, WKYE, WKJJ, WMAZ, WTRX, WMGN, KJUA, WEIM, WSKI, WSKY, KTYL, KEEZ, KKLK, KQSW.

#### JANICE PAYSON "Changes Of The Heart" (Atlantic) 34/18

Rotations: Heavy 0/0, Medium 4/1, Light 30/17, Total Adds 18, WFBR, WKYE, KEY103, WNAM, WMGN, KORQ, WGSV, KRLB, WORG, WKYX, KTYL, WJBC, WMT-FM, KEEZ, WJON, WBOW, KQSW, KQSW, Medium: K106, WMAZ, WEIM.

#### TEMPTATIONS "My Love Is True (Truly For You)" (Gordy/Motown) 31/15

Rotations: Heavy 0/0, Medium 3/1, Light 28/14, Total Adds 15, WFBR, WPJB, WKYE, KELT, WSFL, WHBY, K10A, KRLB, WORG, WFFX, WMT-FM, WXUS, KQSW, KMGQ, KALE, Medium: WLTS, WMAZ.

## SIGNIFICANT ACTION

#### GLENN FREY "The Heat Is On" (MCA) 29/4

Rotations: Heavy 8/0, Medium 19/3, Light 5/1, Total Adds 4, K99, K10A, KVVU, WTNV, Heavy: 97A1A, WKYE, WAVE, KJUA, KKLK, Medium: Y97, WPJB, KVIL-FM, WOMC, KYKY, KMGQ, KCRN, B100, WHAS, WRAL, WNAM, WENS, KRAV, WCHV, KTYL, KQSW.

#### KENNY ROGERS "Love Is What We Make It" (EMI America) 28/14

Rotations: Heavy 1/1, Medium 4/3, Light 23/10, Total Adds 14, KFMB, K106, WMAZ, WSFL, WRVA, WHBY, WISN, KKPL, WNNR, WGSV, WZLO, KEEZ, WJON, KQSW, Medium: WAHR.

#### ALISON MOYET "Invisible" (Columbia) 28/3

Rotations: Heavy 0/0, Medium 9/0, Light 19/3, Total Adds 3, K10A, KORQ, WKYX, Medium: WCCO, WMAZ, WTRX, WMGN, WNNR, WEIM, WSKI, KTYL, KQSW.

#### DANNY O'KEEFE "Someday" (Coldwater) 26/15

Rotations: Heavy 0/0, Medium 1/0, Light 25/15, Total Adds 16, WAVE, WNAM, WHBC, WTRX, KWAV, WNNR, WPPA, WAGE, WKYX, WZLO, WJBC, WMT-FM, KFSB, WXUS, KQSW, Medium: KRBS.

#### TEARS FOR FEARS "Everybody Wants To Rule The World" (Mercury/PolyGram) 26/10

Rotations: Heavy 0/0, Medium 5/1, Light 21/9, Total Adds 10, V100, WMAZ, WSFL, WAVE, WTRX, WPPA, WSKY, WZLO, WFFX, KTYL, Medium: KVIL-FM, KWAV, WSKI, WCHV.

#### JOHN FOGERTY "Rock And Roll Girls" (WB) 25/8

Rotations: Heavy 2/0, Medium 7/2, Light 18/6, Total Adds 8, WPJB, WSFL, WNAM, WTRX, WEIM, WSKI, WFFX, KEEZ, Heavy: WKBW, KALE, Medium: KMGQ, KOIL, WNNR, WCKO, KRLB.

#### REO SPEEDWAGON "One Lonely Night" (Epic) 24/24

Rotations: Heavy 0/0, Medium 2/2, Light 22/22, Total Adds 24, V100, K106, WMAZ, WSFL, WAVE, KOIL, KBEST, WNNR, WEIM, WSKI, WSKY, WCKO, WCHV, WGSV, WAGE, KRLB, WORG, WKYX, WCL, KFSB, WBOW, KQSW, KQSW, KTYL.

#### MADONNA "Material Girl" (Sire/WB) 24/1

Rotations: Heavy 13/0, Medium 8/1, Light 3/0, Total Adds 1, Y97, Heavy: KVIL-FM, KMGQ, WICC, V100, WHAS, WENS, WHHE, KJUA, WPPA, WSKY, WCKO, KRLB, WKYX, Medium: WPJB, WNIC, WOMC, K101, WMAZ, WTNV, KEEZ.

#### PRINCE "Take Me With U" (WB) 23/2

Rotations: Heavy 3/0, Medium 13/1, Light 7/1, Total Adds 2, 2WD, B100, Heavy: WPPA, WCKO, WKYX, Medium: WPJB, KVIL-FM, KOST, V100, WKJJ, WSFL, WENS, WMGN, WNNR, WSKY, KTYL, KKLK.

#### ELAINE PAIGE & BARBARA DICKSON "I Know Him So Well" (RCA) 22/7

Rotations: Heavy 0/0, Medium 6/2, Light 16/5, Total Adds 7, WAEB, WMAZ, KSL, WNNR, WGSV, WZLO, KFSB, Medium: WCCO, WRVA, WEIM, WAGE.

#### SURVIVOR "High On You" (Scotti Bros./CBS) 18/2

Rotations: Heavy 6/0, Medium 5/0, Light 7/2, Total Adds 2, K106, WRAL, Heavy: WPJB, WLLT, WKJJ, WCKO, KKLK, Medium: KVIL-FM, WHHE, KJUA, KRLB, KALE.

#### CRYSTAL GAYLE "Nobody Wants To Be Alone" (WB) 16/10

Rotations: Heavy 0/0, Medium 6/1, Light 10/9, Total Adds 10, WLTS, WRVA, WHBY, KORQ, WGSV, WAGE, WCL, KFSB, KQSW, KRBS, Medium: WCCO, WMAZ, KSL, WTKO, WAHR.

#### ERIC CLAPTON "Forever Man" (WB) 15/4

Rotations: Heavy 0/0, Medium 5/0, Light 10/4, Total Adds 4, B100, WTRX, WNNR, KKLK, Medium: V100, WKJJ, WAVE, WCKO, KALE.

#### KENNY LOGGINS "Vox Humana" (Columbia) 14/6

Rotations: Heavy 0/0, Medium 2/0, Light 12/6, Total Adds 6, WPJB, KJR, WKJJ, WNNR, WPPA, KALE, Medium: WAVE, KTYL.

#### MURRAY HEAD "One Night In Bangkok" (RCA) 13/4

Rotations: Heavy 3/0, Medium 6/2, Light 4/2, Total Adds 4, KVIL-FM, 2WD, WNNR, WSKY, Heavy: WKYX, KTYL, KQSW, Medium: WTAE, WSKI, KKLK, KALE.

#### NYLONS "Silhouettes" (Open Air) 13/2

Rotations: Heavy 0/0, Medium 4/0, Light 9/2, Total Adds 2, KEEZ, KWEB, Medium: WCCO, K106, WTKO, KQSW.



# NATIONAL AIRPLAY

# AOR TRACKS

## 154 REPORTS

Three Weeks	Two Weeks	Last Week		Total	Hot	Medium	Total Adds	
13	4	1	1	ERIC CLAPTON/Forever Man (WB)	147+	131+	16-	7+
-	14	4	2	TOM PETTY.../Don't Come Around Here No... (MCA)	149+	119+	28-	3-
16	11	8	3	SIMPLE MINDS/Don't You (Forget About Me) (A&M)	145+	106+	38-	2-
4	3	2	4	DON HENLEY/All She Wants To Do Is Dance (Geffen)	130-	119-	10-	2-
6	6	5	5	JOHN FOGERTY/Rock And Roll Girls (WB)	127-	108-	18-	5-
2	2	3	6	FIRM/Radioactive (Atlantic)	126-	102-	23+	2+
1	1	6	7	MICK JAGGER/Just Another Night (Columbia)	120-	107-	13+	7+
9	9	6	8	FOREIGNER/That Was Yesterday (Atlantic)	124-	91+	33-	4-
8	7	7	9	BRUCE SPRINGSTEEN/I'm On Fire (Columbia)	122-	94-	28+	2+
17	16	11	10	MICK JAGGER/Lonely At The Top (Columbia)	123+	60+	63+	4-
-	37	20	11	TEARS FOR FEARS/Everybody Wants To... (Mercury/P&G)	137+	35+	93+	28-
33	22	18	12	CHICAGO/Along Comes A Woman (Full Moon/WB)	104+	70+	28-	12+
14	13	13	13	SANTANA/Say It Again (Columbia)	107-	61+	46-	0-
10	10	14	14	ALAN PARSONS PROJECT/Let's Talk About Me (Arista)	116-	50-	66-	1+
3	8	12	15	PHIL COLLINS/One More Night (Atlantic)	85-	72-	13+	0=
39	30	22	16	VAN MORRISON/Tore Down A La... (Mercury/P&G)	116+	18+	90+	14-
-	25	17	17	USA FOR AFRICA/We Are The World (Columbia)	94+	45+	44+	17-
5	10	18	18	D. BOWIE & P. METHENY/This Is Not... (EMI America)	94-	44-	50-	0=
-	43	31	19	FIONA/Talk To Me (Atlantic)	109+	5+	101+	20-
7	12	15	20	BRYAN ADAMS/Somebody (A&M)	76-	57-	19+	1+
-	53	39	21	JOHN FOGERTY/Centerfield (WB)	92+	40+	49+	30+
29	24	23	22	LOS LOBOS/Will The Wolf Survive? (Slash/WB)	101+	20+	78+	8+
46	32	27	23	G. THOROGOOD & THE.../I Drink Alone (EMI America)	97+	25+	72+	12=
21	20	18	24	GREG KIHN/Lucky (EMI America)	97-	33+	64-	4+
22	21	19	25	FIRM/Closer (Atlantic)	85-	36-	48-	3-
-	45	26	26	KENNY LOGGINS/Vox Humana (Columbia)	104+	10+	89+	41-
30	27	28	27	GARY O'/Shades Of '45 (RCA)	87-	13+	73-	3=
35	36	30	28	FIRM/Satisfaction Guaranteed (Atlantic)	76+	33+	42-	8+
49	38	34	29	PHIL COLLINS/Inside Out (Atlantic)	74+	35+	39-	9=
-	54	30	30	ERIC CLAPTON/She's Waiting (WB)	78+	30+	44+	33-
27	25	24	31	DEEP PURPLE/Nobody's Home (Mercury/P&G)	77-	16-	61-	1-
18	18	21	32	TRIUMPH/Follow Your Heart (MCA)	64-	19-	45-	1=
12	15	17	33	DAVID LEE ROTH/Easy Street (WB)	61-	25-	36-	1+
-	47	37	34	POWER STATION/Some Like It Hot (Capitol)	71+	14+	50+	15+
DEBUT	35	35	35	VAN-ZANT/I'm A Fighter (Network/Geffen)	71+	1+	61+	39+
15	19	29	36	CARS/Why Can't I Have You (Elektra)	55-	27-	27-	1-
23	23	28	37	TUBES/Piece By Piece (Capitol)	65-	8+	57-	1=
40	39	38	38	JOHN PARR/Magical (Atlantic)	61-	7-	52-	4-
34	34	36	39	ROBIN GEORGE/Heartline (Bronze/Island)	63-	5-	58-	0-
-	80	40	40	DAVID LEE ROTH/Just A Gigolo (WB)	61+	17+	35+	29+
-	69	49	41	U2/A Sort Of Homecoming (Island)	62+	11-	48+	8-
50	47	43	42	PHIL COLLINS/Don't Lose My Number (Atlantic)	50+	21-	29+	4-
24	28	35	43	DONNIE IRIS/Injured In The Game Of Love (HME/CBS)	56-	12+	44-	1-
45	45	41	44	PHIL COLLINS/I Don't Wanna Know (Atlantic)	45-	28-	16-	2-
DEBUT	45	45	45	HOWARD JONES/Things Can Only Get Better (Elektra)	61+	9+	43+	21-
-	57	51	46	MOUNTAIN/Hard Times (Scotti Bros./CBS)	60+	2+	55+	10-
54	41	44	47	PHIL COLLINS/Only You Know And I Know (Atlantic)	42-	19-	23-	3-
DEBUT	48	48	48	KATRINA & THE WAVES/Walking On Sunshine (Capitol)	60+	3+	48+	23+
31	31	37	49	DIO/Hungry For Heaven (Geffen)	53-	9-	44-	0-
-	44	48	50	MICHAEL BOLTON/Everybody's Crazy (Columbia)	51-	4+	46-	1-
25	26	33	51	ELLIOT EASTON/Wearing Down Like A Wheel (Elektra)	55-	5-	50-	0-
11	17	32	52	JOURNEY/Only The Young (Geffen)	41-	23-	18-	0=
-	57	53	53	HALL & OATES/Some Things Are Better Left... (RCA)	53+	13+	35+	13+
DEBUT	54	54	54	JASON & THE SCORCHERS/White Lies (EMI America)	56+	3+	50+	7+
52	46	46	55	PHIL COLLINS/Sussudio (Atlantic)	38-	25-	13-	3-
57	52	60	56	MICK JAGGER/Lucky In Love (Columbia)	41-	20-	21-	4=
47	42	53	57	LOUDNESS/Crazy Nights (Atco)	52-	3-	48-	6+
20	29	40	58	CARS/Breakaway (Elektra)	40-	15-	24-	1-
28	33	42	59	SURVIVOR/High On You (Scotti Bros./CBS)	32-	14-	17=	1=
DEBUT	59	59	59	REO SPEEDWAGON/One Lonely Night (Epic)	50+	5+	39+	21+

# BREAKERS

## KENNY LOGGINS Vox Humana (Columbia)

68% of our reporters on it. 104/41 including adds at: WYSP, WHJY, KLOL, WNOR, WXRT, WQFM, KGB, WAQY, KILO. Moves 45-26 on the Tracks chart.

## JOHN FOGERTY Centerfield (WB)

60% of our reporters on it. 92/30 including adds at: WMMR, WRIF, KSHE, WHCN, WKQQ, KISS, KZEL, KPOI, KOMP. Moves 39-21 on the Tracks chart.

## ERIC CLAPTON She's Waiting (WB)

51% of our reporters on it. 78/33 including adds at: WHJY KZAP, KGB, WDIZ, KPOI, WRKI, WRUF, KQWB, KOZZ. Moves 54-30 on the Tracks chart.

## NEW & ACTIVE

**JOHN WAITE "Change" (Chrysalis) 42/8 (44/5)**  
Add: include WKLS, WZXR, WGIR, WWWW, KSPN. Hots: 6 WMMS, WPDH, WRXK, KEZE, WHMD, KRQU. Mediums: 33 WIYY, WBCN, WNOR, WLUP, WQFM, KISW, WOODS.

**AUTOGRAPH "My Girlfriend's Boyfriend's Not Me" (RCA) 42/2 (42/6)**  
Add: WIZN, WZEW. Hots: 2 CITI, KTYD. Mediums: 38 include WHJY, DC101, WNOR, WRIF, KGB, WKDF, WOODS, WTUE, KILO.

**DOKKEN "Alone Again" (Elektra) 41/14 (28/8)**  
Add: include KSHE, KGB, WCMF, KLAQ, KRIV, WTUE, KGGG. Hots: 4 WAQX, KISS, KFMM, KILO. Mediums: 33 include KLOL, KSRR, WEBN, WQFM, WAQY, WAAF, KKDJ, KOMP.

**GIUFFRIA "Lonely In Love" (Carnal/MCA) 37/17 (23/17)**  
Add: include WNEW, KGB, WEZZ, WADK, WOUR, WKDF, WOODS. Hots: 2 WARX, KRQU. Mediums: 28 include WNOR, WYFN, WMMS, WQFM, WAQY, WDAH, KISS, KATT.

**GO WEST "We Close Our Eyes" (Chrysalis) 35/2 (37/5)**  
Add: WXRK, WZXR. Hots: 9 WBCN, WDAH, WLUR, WKQQ, WARX, KLYV, WCPZ, KFMM, KCGI. Mediums: 26 include WBAB, WMMS, KRQQ, WAQY, WOUR, KRXL, WBLM, WWWW.

**SANTANA "Breaking Out" (Columbia) 34/15 (19/6)**  
Add: include WLVO, WRIF, KFOG, WYFV, WKDF, KKDJ, KPOI, WRKI. Hots: 11 include WLLZ, KILO, KZOK, WBSW, WCXK, KSPN, KMBY. Mediums: 23 include WDWV, WHJY, KYYS, KGB, KOME, WPHY, WDIZ, KEZO.

**ACCEPT "Midnight Mover" (Portrait/CBS) 34/1 (40/5)**  
Add: KTXQ. Hots: 0. Mediums: 34 include WBAB, WHJY, WYFN, KYYS, WQFM, KUPD, KGB.

**REFUGEE "Exiles In The Dark" (Chrysalis) 33/18 (22/14)**  
Add: include WNEW, KTXQ, KSHE, KGB, WEZZ, WAQY, WOUR, WRUF, KTYD. Hots: 1 WOODS. Mediums: 22 include WHJY, KSRR, KUPO, WCCC, WAAF, KISS, KATT.

**ERIC CLAPTON "See What Love Can Do" (WB) 33/12 (22/22)**  
Add: include WMMR, WDWV, WHCN, WDIZ, KISS, KQDS, KOMP, WRKI. Hots: 13 include WXRK, KYYS, KFOG, WPHY, WYFV, WLAV, KZEL, KKDJ. Mediums: 19 include WNEW, WLVO, WZXR, WOUR, WFBO, WIOT.

**JOAN ARMSTRADING "Temptation" (A&M) 33/4 (34/7)**  
Add: WNEW, KQAK, KISS, KTYD. Hots: 10 include WHFS, WDAH, CHEZ, WIZN, WBSW, KSPN, KTCL, KRQU. Mediums: 21 include WBAB, WSHE, WXRK, WRCN, WAQY, KEZE, WBLM, WWWW.

**ALISON MOYET "Invisible" (Columbia) 31/3 (30/7)**  
Add: WZXR, KISS, WWWW. Hots: 8 include CHUM, 91X, WLIR, CHEZ, CITI, WIZN, KTCL. Mediums: 22 include WBAB, WXRK, WMMS, KBCC, KDKB, WKDF.

**PAT BENATAR "Temporary Heroes" (Chrysalis) 28/3 (29/11)**  
Add: KSJD, WAQY, WZZO. Hots: 6 KBCC, KINC, WARK, WOUR, WBSW, KMBY. Mediums: 22 include WNOR, KGB, WKLC, WMMF, WOODS, WGIR, WWWW.

**MICK JAGGER "Half A Loaf" (Columbia) 27/4 (24/6)**  
Add: KTXQ, KZEL, KKDJ, KSPN. Hots: 13 include WXRK, KAZY, WKQQ, WLAV, KILO, KPOI, KZOK, WWWW. Mediums: 13 include KOME, WDIZ, WRDU, KQWB, WIOT, KEZE, KOZZ.

**ANIMATION "Obsession" (Mercury/PolyGram) 27/2 (25/5)**  
Add: WZXR, WIZN. Hots: 8 WSHE, WMMS, KQAK, WHMD, WBSW, KFMM. Mediums: 20 include WXRK, KBCC, WZZO, WIMZ, WRDU, KLYV.

**STREETS "Don't Look Back" (Atlantic) 26/9 (17/1)**  
Add: include WRIF, WAPL, WYFE, KMDD, WIZN, KFMM, WZZO, KRQU. Hots: 2 WLLZ, WQFM. Mediums: 18 include WDWV, WNOR, KGB, WEZZ, WOODS, KATT.

**PHIL COLLINS "Long Way To Go Home" (Atlantic) 25/2 (27/2)**  
Add: WLLZ, WXKE. Hots: 10 include WQFM, KFOG, WHCN, KISS, KQAK, KPOI. Mediums: 15 include WIYY, KZAP, WKLC, WEZZ, KEZO, WIOT, KZEL.

**SADE "Smooth Operator" (Portrait/CBS) 23/4 (20)**  
Add: WBCN, CHUM, KDKB, KISS. Hots: 12 include WXRK, KBCC, KAZY, WHFS, WLIR, WQKB, WZEW, KSPN. Mediums: 10 include WBAB, WMMS, KQAK, WRDU, KLYV.

**GEORGE HARRISON "I Don't Want To Do It" (Columbia) 21/15 (6/8)**  
Add: include WBCN, WMMR, WNOR, KBCC, KFOG, WDIZ, KISS. Hots: 0. Mediums: 15 include WBAB, KAZY, KSJO, WAAA, WCCC, WRCN, KKCI.

**JULIAN LENNON "Say You're Wrong" (Atlantic) 21/6 (17/9)**  
Add: WZZO, WAQX, KISS, WAPL, KFMM, KWHI. Hots: 2 KQFM, KSPN. Mediums: 19 include WIYY, WYSP, KSHE, WAAF, WGIR, WWWW.

**MICK JAGGER "She's The Boss" (Atlantic) 20/7 (13/5)**  
Add: KFOG, WHCN, WYFV, WDIZ, KPOI, WKLT, KOZZ. Hots: 14 include WMMR, WYSP, KRQQ, KQAK, KKDJ, KTYD. Mediums: 6 include WEZZ, KWXL.

**LLOYD COLE & THE COMMOTIONS "Perfect Skin" (Geffen) 20/3 (17/0)**  
Add: WYFN, KMDD, WYTR. Hots: 5 KBCC, KRQQ, KQAK, KSPN, KCGI. Mediums: 14 include WBCN, WXRK, 91X, WLIR, KLSJ.

**DON HENLEY "Drivin' With My Eyes Closed" (Geffen) 20/3 (19/2)**  
Add: WLAV, KATT, KFMM. Hots: 9 include KLDL, KSRR, KFOG, KOME, WQFM, KILO, KTYD. Mediums: 11 include KROR, KSJO, WEZZ, WRUF, KOZZ.

**SURVIVOR "Broken Promises" (Scotti Bros./CBS) 20/3 (21)**  
Add: include KLOS, KRQU. Hots: 2 include KILO. Mediums: 17 include KTXQ, KSRR, WYFN, WQFM, WCMF, KATT.

**UTOPIA "Mated" (Passport) 20/1 (21/1)**  
Add: KISS. Hots: 4 WYFE, WIZN, KRQU, KVRE. Mediums: 16 include WBAB, WQFM, KAZY, WAQY, KILO, KKDJ, WWWW.

**DAVE EDMUNDS "High School Nights" (Columbia) 19/12 (9/9)**  
Add: include WHJY, WNOR, WPLR, WADK, KLAQ, KQWB, KOZZ. Hots: 1 WOODS. Mediums: 11 include WBAB, 91X, WCCC, WAQY.

**ALAN PARSONS PROJECT "Days Are Numbers" (Arista) 19/7 (13/0)**  
Add: KSRR, KDKB, WCCC, KISS, WIZN, WZEW, KTYD. Hots: 10 include KBCC, KAZY, WHXK, WHMD, KSPN. Mediums: 9 include WBAB, KLOL, KVRE.

**GENERAL PUBLIC "Never You Done That" (IRS/A&M) 19/2 (18/1)**  
Add: WNEW, WZEW. Hots: 8 include WBCN, WXRK, KRQQ, 91X, KQAK, WLIR. Mediums: 9 include WSHE, WHFS, WAQY, KTYD.

**STRANGLERS "Skin Deep" (Epic) 19/1 (19/1)**  
Add: CITI. Hots: 9 include WXRK, KBCC, 91X, KQAK, KLSJ, KTCL. Mediums: 10 include WBCN, WHFS, WLIR, KLAQ.

## MOST ADDED

KENNY LOGGINS (41)  
Vox Humana (Columbia)  
VAN-ZANT (39)  
I'm A Fighter (Network/Geffen)  
ERIC CLAPTON (33)  
She's Waiting (WB)  
JOHN FOGERTY (30)  
Centerfield (WB)  
DAVID LEE ROTH (29)  
Just A Gigolo (WB)  
TEARS FOR FEARS (28)  
Everybody Wants... (Mercury/PolyGram)

## HOTTEST

ERIC CLAPTON (131)  
Forever Man (WB)  
DON HENLEY (119)  
All She Wants To Do... (Geffen)  
T. PETTY & HEARTBREAKERS (119)  
Don't Come Around Here No... (MCA)  
JOHN FOGERTY (108)  
Rock And Roll Girls (WB)  
MICK JAGGER (107)  
Just Another Night (Columbia)  
SIMPLE MINDS (106)  
Don't You (Forget About...) (A&M)  
FIRM (102)  
Radioactive (Atlantic)

# NATIONAL AIRPLAY

# AOR ALBUMS

Three Weeks	Two Weeks	Last Week	154 REPORTS	MARCH 22, 1985	Total Reports	Hot Rotation	Medium Rotation	Total Adds All Rotations
2	1	2	<b>1</b> PHIL COLLINS/No Jacket Required (Atlantic)	"One More Night" (85) "Inside" (74) "Don't Lose" (50)	152	137	15	0
1	2	1	<b>2</b> MICK JAGGER/She's The Boss (Columbia)	"Lonely" (123) "Just Another" (120) "Lucky" (41)	153	134	19	0
-	-	8	<b>3</b> ERIC CLAPTON/Behind The Sun (WB)	"Forever Man" (147) "Waiting" (78) "See What" (33)	149	133	16	1
3	3	4	<b>4</b> FIRM/The Firm (Atlantic)	"Radioactive" (126) "Closer" (85) "Satisfaction" (76)	145	130	14	1
5	5	5	<b>5</b> JOHN FOGERTY/Centerfield (WB)	"Rock And Roll" (127) "Centerfield" (92) "T.V." (23)	142	123	18	2
4	4	6	<b>6</b> DON HENLEY/Building The Perfect Beast (Geffen)	"All She Wants" (130) "Sunset" (23) "Drivin'" (20)	136	124	11	2
14	13	9	<b>7</b> THE BREAKFAST CLUB/Soundtrack (A&M)	"Don't You" (145) "Fire" (13)	145	106	38	2
8	8	8	<b>8</b> FOREIGNER/Agent Provocateur (Atlantic)	"Yesterday" (124) "Tooth" (14) "I Want" (13)	133	96	37	3
9	6	7	<b>9</b> BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	"I'm On Fire" (122)	124	96	28	0
-	12	10	<b>10</b> SANTANA/Beyond Appearances (Columbia)	"Say It Again" (107) "Breaking Out" (34)	128	67	60	2
12	10	11	<b>11</b> ALAN PARSONS PROJECT/Vulture Culture (Arista)	"Let's Talk" (116) "Days Are Numbers" (19)	128	58	70	2
-	-	17	<b>12</b> TEARS FOR FEARS/Songs From The Big Chair (Mercury/PG)	"Everybody" (137) "Shout" (11)	139	38	93	27
32	22	16	<b>13</b> CHICAGO/Chicago 17 (Full Moon/WB)	"Along Comes" (104)	104	70	28	12
6	9	13	<b>14</b> BRYAN ADAMS/Reckless (A&M)	"Somebody" (76) "It's Only" (18) "One Night" (11)	95	67	27	2
33	25	15	<b>15</b> VAN MORRISON/A Sense Of Wonder (Mercury/PG)	"Tore Down" (116)	120	20	92	14
11	14	14	<b>16</b> DAVID LEE ROTH/Crazy From The Heat (WB)	"Easy" (61) "Gigolo" (61) "California" (13)	105	39	61	6
7	7	11	<b>17</b> FALCON & THE SNOWMAN/Soundtrack (EMI America)	"America" (94)	94	44	50	0
18	19	18	<b>18</b> G. THOROGODOG & THE.../Maverick (EMI America)	"I Drink Alone" (97) "Gear Jammer" (16)	104	26	78	6
-	18	19	<b>19</b> GREG KIHN/Citizen Kihn (EMI America)	"Lucky" (97)	101	33	66	6
-	34	27	<b>20</b> FIONA/Fiona (Atlantic)	"Talk To Me" (109)	113	6	104	20
26	20	22	<b>21</b> LOS LOBOS/How Will The Wolf Survive? (Slash/WB)	"Will The Wolf" (101)	103	23	77	7
10	11	15	<b>22</b> VISION QUEST/Soundtrack (Geffen)	"Hungry" (53) "Only The Young" (41) "Crazy" (10)	90	34	56	1
18	17	23	<b>23</b> DEEP PURPLE/Perfect Strangers (Mercury/PG)	"Nobody's" (77) "Knocking" (13) "Perfect" (11)	86	23	63	1
27	26	24	<b>24</b> GARY O'/Strange Behavior (RCA)	"Shades Of '45" (87)	87	13	73	3
15	15	20	<b>25</b> TRIUMPH/Thunder Seven (MCA)	"Follow Your Heart" (64)	71	19	52	3
20	28	26	<b>26</b> JOHN PARR/John Parr (Atlantic)	"Magical" (61) "Naughty Naughty" (13)	73	11	60	4
22	21	24	<b>27</b> TUBES/Love Bomb (Capitol)	"Piece By Piece" (65)	70	9	60	1
18	16	28	<b>28</b> CARS/Heartbeat City (Elektra)	"Why Can't I Have You" (55)	56	27	28	1
30	35	40	<b>29</b> REO SPEEDWAGON/Wheels Are Turnin' (Epic)	"One Lonely Night" (50) "Can't Fight" (21)	67	13	48	17
39	36	34	<b>30</b> U2/The Unforgettable Fire (Island)	"Homecoming" (62)	65	12	50	5
29	31	30	<b>31</b> ROBIN GEORGE/Dangerous Music (Bronze/Island)	"Heartline" (63)	65	6	59	0
19	24	31	<b>32</b> SURVIVOR/Vital Signs (Scotti Bros./CBS)	"High On You" (32) "Broken Promises" (20)	51	16	33	3
26	29	33	<b>33</b> AUTOGRAPH/Sign In Please (RCA)	"My Girlfriend's" (42) "Radio" (24)	62	8	52	3
21	23	29	<b>34</b> ELLIOT EASTON/Change No Change (Elektra)	"Like A Wheel" (55)	64	6	58	1
23	27	35	<b>35</b> DONNIE IRIS/No Muss...No Fuss (HME/CBS)	"Injured" (58)	56	12	44	1
-	40	38	<b>36</b> MOUNTAIN/Go For Your Life (Scotti Bros./CBS)	"Hard Times" (60)	64	2	58	11
-	37	35	<b>37</b> MICHAEL BOLTON/Everybody's Crazy (Columbia)	"Everybody's Crazy" (51)	53	4	48	1
<b>DEBUT</b>	<b>DEBUT</b>	<b>DEBUT</b>	<b>38</b> HALL & OATES/Big Bam Boom (RCA)	"Some Things" (53)	56	13	38	13
<b>DEBUT</b>	<b>DEBUT</b>	<b>DEBUT</b>	<b>39</b> JASON & THE SCORCHERS/Lost And Found (EMI America)	"White Lies" (58)	58	3	52	11
34	33	35	<b>40</b> LOUDNESS/Thunder In The East (Atco)	"Crazy Nights" (52)	53	3	49	6

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# KATRINA AND THE WAVES

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62/R&R FRIDAY, MARCH 22, 1985

## BREAKERS.

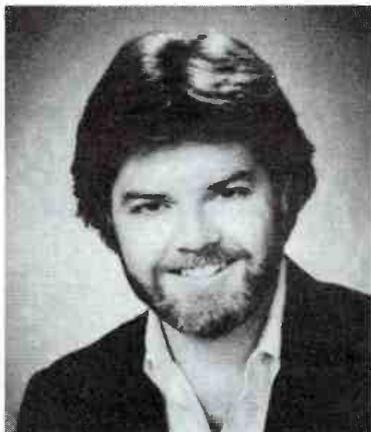
No albums qualified for AOR Breaker status this week.

**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 BREAKERS** — A record is a Breaker the first week that it's reported by at least 50% of our AOR reporters. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

**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.

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WEEK #24

**AIR Priorities**

WEEK #24

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 28, 1985

	TITLE/CUTS	ARTIST	LABEL
<b>AOR</b>	"Obsession" (12")	ANIMOTION	MERCURY/POLYGRAM
	ALF	ALISON MOYET	COLUMBIA
	"Invisible"		
	TOOTH & NAIL	DOKKEN	ELEKTRA
	"Alone Again"		

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 27, 1985

	TITLE	ARTIST	LABEL
<b>CHR</b>	DAYS ARE NUMBERS	ALAN PARSON PROJECT	ARISTA
	CAN'T STOP	RICK JAMES	GORDY/MOTOWN
	NEVER YOU DONE THAT	GENERAL PUBLIC	A&M
	GO DOWN EASY	DAN FOGELBERG	EPIC
	HOW DOES IT FEEL	TOTO	COLUMBIA

**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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# TOTO



THE NEW SINGLE

# “HOW DOES IT FEEL”



COLUMBIA RECORDS

## AOR ALBUMS

### MOST ADDED

**PORKY'S REVENGE** (28)  
Soundtrack (Columbia)  
**TEARS FOR FEARS** (27)  
Songs From The Big... (Mercury/PG)  
**RONA** (20)  
Fiona (Atlantic)  
**REO SPEEDWAGON** (17)  
Wheels Are Turnin' (Epic)  
**GIUFFRIA** (14)  
Giuffria (Came!MCA)  
**VAN MORRISON** (14)  
A Sense Of Wonder (Mercury/PG)

### HOTTEST

**PHIL COLLINS** (137)  
No Jacket Required (Atlantic)  
**MICK JAGGER** (134)  
She's The Boss (Columbia)  
**ERIC CLAPTON** (133)  
Behind The Sun (WB)  
**FIRM** (130)  
The Firm (Atlantic)  
**DON HENLEY** (124)  
Building The Perfect Beast (Geffen)  
**JOHN FOGERTY** (123)  
Centerfield (WB)  
**THE BREAKFAST CLUB** (106)  
Soundtrack (A&M)

### NEW & ACTIVE

- ✓ **GIUFFRIA/Giuffria** (Came!MCA) 44/14 (38/15)  
Adds: WNEW, WSHE, KDKB, WEZK, WOUR, WKDF, KLPX, WWWV, KQWB. Hots: 4 WQFM, KGB, WARK, KRQU. Mediums: 34 include WHJY, WNOR, WYNF, WMMS, WRIF, WAQY, WDJZ, KISS, WOOS, KATT.
- ✓ **PORKY'S REVENGE/Soundtrack** (Columbia) 42/28 (15/15)  
Adds include KSHE, KGB, WPDH, WCMF, KLAQ, WKDF, KISS, KGGO. Hots: 4 WBAB, WNOR, WMMS, WOOS. Mediums: 26 include KAZY, 91X, KFOG, WDHA, WAQY, WAAF.
- JULIAN LENNON/Valotte** (Atlantic) 42/7 (43/8)  
Adds: WZZO, WAQX, KISS, WAPL, WBSW, KFMO, KWHL. Hots: 9 include WBAB, WQFM, KINK, WZXR, KSPN, KMBY. Mediums: 33 include WIYY, WBCN, WMMR, WHJY, WYNF, KSHE, WRXL.
- ✓ **DOKKEN/Tooth And Nail** (Elektra) 41/13 (29/8)  
Adds include KSHE, KGB, WPDH, WCMF, KLAQ, WKDF, WTUE, KKDJ. Hots: 4 WAQX, KISS, KFMG, KILO. Mediums: 33 include WHJY, KLLO, KSRR, WEBN, WRIF, WQFM, WAQY, KOMP.
- JOHN WAITE/Ignition** (Chrysalis) 37/5 (38/5)  
Adds include WKLS, WZXR, WGR, KSPN. Hots: 3 WMMS, WPDH, KRIX. Mediums: 32 include WIYY, WBCN, WNOR, WLUP, WQFM, KISW, WCMF, WAQY, WOOS.
- JOAN ARMATRADING/Secret Secrets** (A&M) 36/3 (38/6)  
Adds: WNEW, KISS, KTYD. Hots: 11 include KBCC, WHFS, WDHA, CHEZ, WIZN, WBSW, KSPN. Mediums: 23 include WBAB, WXRT, KAZY, WAQY, KEZE, WBLM, WWWV.
- GO WEST/Go West** (Chrysalis) 36/2 (38/8)  
Adds: WXRT, WZXR. Hots: 9 WBCN, WDHA, WLIR, WKQQ, WARK, KLYV, WCPZ, KFMF, KCGL. Mediums: 27 include WBAB, WMMS, KFOG, WZZO, WAQY, WOUR, WRXL.
- ACCEPT/Metal Heart** (Portrait/CBS) 36/1 (42/6)  
Adds: KTXQ. Hots: 0. Mediums: 36 include WBAB, WHJY, DC101, WYNF, KYYS, WQFM, KUPD, KGB, KISW.
- ALISON MOYET/AH** (Columbia) 35/5 (32/8)  
Adds: KROQ, WDHA, WZXR, KISS, WWWV. Hots: 9 include CHUM, 91X, WLIR, KHEZ, CITI, WIZN, KTCL, KCGL. Mediums: 23 include WBAB, WXRT, WMMS, WQFM, KBCC, KAZY, WCMF.
- BLASTERS/Hard Line** (Slash/WB) 30/4 (28/7)  
Adds: KSJO, KISS, WBSW, WCXT. Hots: 1 KBCC. Mediums: 27 include KLLO, KAZY, KRQO, KOAK, WHFS, WLIR, KILO, KKDJ, KTYD.
- ANIMATION/Animation** (Mercury/PolyGram) 27/2 (25/5)  
Adds: WZXR, WIZN. Hots: 6 WSHE, WMMS, KOAK, WHMD, WBSW, KFMF. Mediums: 20 include WXRT, KBCC, KDKB, WZZO, WIMZ, WBLM, KLYV.
- STREETS/Crimes In Mind** (Atlantic) 25/9 (17/1)  
Adds include WRIF, WAPL, WYFE, KMOD, WIZN, KFMO, WZZO, KRQU. Hots: 2 WLLZ, WQFM. Mediums: 18 include WDV, WNOR, KGB, KRQR, WEZK, WOOS, KATT.
- SADE/Diamond Life** (Portrait/CBS) 24/3 (22/1)  
Adds: WBCN, KDKB, KISS. Hots: 12 include WXRT, KROQ, KAZY, WHFS, WLIR, WQBK, WZEW, KSPN. Mediums: 11 include WBAB, WMMS, KOAK, WRDU, KLYV.
- GENERAL PUBLIC/All The Rage** (IRS/A&M) 23/4 (20/1)  
Adds: WNEW, WZEW, KMBY, KCGL. Hots: 8 WBCN, WXRT, KROQ, 91X, KOAK, WLIR, WIZN, KTCL. Mediums: 12 include WSHE, WLUP, WAQY, KTYD.
- LLOYD COLE & THE COMMOTIONS/Rattlesnakes** (Geffen) 22/3 (19/0)  
Adds: WYNF, KMOD, WVTR. Hots: 5 KBCC, KROQ, KOAK, KSPN, KCGL. Mediums: 16 include WBCN, WXRT, KAZY, 91X, WLIR, KLBJ.
- STRANGLERS/Aural Sculpture** (Epic) 20/1 (21/1)  
Adds: CITI. Hots: 9 WXRT, KBCC, 91X, KOAK, CHEZ, KLBJ, KFMF, KTCL, KRQU. Mediums: 11 include WBCN, KAZY, KROQ, WHFS, WLIR, KLAQ.
- CHESS/Soundtrack** (RCA) 18/4 (16/3)  
Adds: KBPI, WKLC, WIMZ, WZXR. Hots: 3 include WXRT, KROQ. Mediums: 14 include WMMS, KBCC, WHFS, WLIR, WTKX, KZDK, KTYD.
- KING KOBRA/Ready To Strike** (Capitol) 17/2 (19/1)  
Adds: KTXQ, KWHL. Hots: 1 WIMZ. Mediums: 15 include WHJY, WLOL, WLLZ, WQFM, KUPD, KGB, WAQY, WAAF, KISS.
- BRUCE COCKBURN/Stealing Fire** (Gold Mtn./A&M) 16/7 (14/8)  
Adds: KISS, KMOD, KFMG, KEZE, WARK, WCXT, KZAM. Hots: 2 KSPN, KVRE. Mediums: 12 include KSHE, KINK, WHFS, WRCN, WHEB, KLAQ.
- KEEL/The Right To Rock** (Gold Mtn./A&M) 16/6 (15/1)  
Adds: KTXQ, WDHA, KXZL, KATT, KMOD, WRUF. Hots: 0. Mediums: 11 include WBCN, WLLZ, WQFM, KUPD, WPLR, WKDF, KISS, KTYD.

**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.

**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.













# PARALLEL PLAYS

**WEST**

**KRFX**  
Denver

PD: Mark Bolke  
MD: Chris Knight

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**Y108**  
Denver

PD: Robin Mitchell  
Assistant PD: Beau Matthews

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**KMEX** San Francisco

PD: Nick Bazzo  
MD: Jack Silver

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**FM102** Sacramento

PD: Rick Gillette  
MD/Assist PD: Chris Collins

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**KS108FM** San Diego

VP/Ops: Dave Parks  
PD: Mike Preston

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**Hradio** Portland

PD: Jon Barry  
MD: Steve Nagamura

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**K2** Seattle

PD: Bob Case  
MD: Wendy Christopher

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**Z100** Portland

PD: Gary Bryan  
MD: Scott Drake

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**Phonix** Sacramento

PD: Guy Zapoleon  
MD: Steve Goddard

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**Hot Hits 103.5** San Francisco

Acting PD: Richard Sands  
MD: Craig Roberts

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**KWSW 94.5 FM** San Jose

PD: Dave Van Stone  
MD: Robin Kipps

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**Hot Hits K101.5** Seattle

PD: Jeff King  
MD: Damien

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**603 FM** KOAQ Denver

PD: Jack Regan  
MD: Alan Sledge

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**KWOB 106.5** Sacramento

PD: Tom Chase  
MD: M. Ed

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**Hot Hits 104.1** Denver

PD: Doug Erickson  
MD: Gloria Avila

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# MIDWEST

MOST ADDED HOTTEST

Kenny Loggins  
Wham!  
REO Speedwagon

Phil Collins  
"Material"  
USA For Africa

# HITS & JOBS

# WEST

MOST ADDED HOTTEST

Kenny Loggins  
Howard Jones  
Billy Ocean  
Tears For Fears  
Wham!

Madonna  
"Crazy"  
Madonna  
"Material"  
Phil Collins

## MIDWEST

### PARALLEL TWO

**WKDD/Akron, OH**  
Matt Patrick

**REO SPEEDWAGON**  
KATRINA & THE WAV  
KOO & THE GANG  
MADONNA 3-1  
REO SPEEDWAGON 1-5  
DEBARGE 18-15  
WHAM! 34 26  
KENNY LOGGINS 0-38

**WAHC/Appleton-Oshkosh, Chris Caine**

**DIANA ROSS**  
BILLY OCEAN  
JOHN FOGERTY  
MURRAY HEAD  
WHAM!  
HALL & OATES  
Hot: #1  
MADONNA 1-1  
MADONNA 9-2  
NICK JAGGER 16-10  
FIRM 23-18  
USA FOR AFRICA D-24

**WKAU/Appleton-Oshkosh, Rose/Bradleigh**

**WHAM!**  
KENNY LOGGINS  
ALISON MOYET  
TEARS FOR FEARS  
BILLY OCEAN  
Hot: #1  
MADONNA 2-1  
PHIL COLLINS 5-2  
BRUCE SPRINGSTEEN 21-12  
MADONNA 28-19  
POWER STATION D-32

**WRCC/Cleveland, OH**  
Scott Howitt

**DIANA ROSS**  
MURRAY HEAD  
JOHN FOGERTY  
KENNY LOGGINS  
BILLY OCEAN  
DAVID LEE ROTH  
REO SPEEDWAGON  
Hot: #1  
PHIL COLLINS 3-2  
CHICAGO 17-12  
MADONNA 20-16  
USA FOR AFRICA D-17  
DEBARGE 26-28

**KIM/Deerport, IA**  
Jim O'Hara

**WHAM!**  
KENNY LOGGINS  
DAVID LEE ROTH  
GIUFFRIA (dp)  
Hot: #1  
MADONNA 1-1  
BRYAN ADAMS 14-9  
CHICAGO 16-12  
DEBARGE 22-15  
ERIC CLAPTON 23-16

**WUTZ/Dayton, OH**  
King Robinson

**DIANA ROSS**  
KENNY LOGGINS  
WHAM!  
COMMODORES  
JOHN FOGERTY  
MURRAY HEAD  
DAVID LEE ROTH  
Hot: #1  
MADONNA 3-1  
TEENA MARIE 7-2  
PHIL COLLINS 8-3  
USA FOR AFRICA 35-17  
MADONNA 29-18

**KZIO/Duluth, MN**  
Barry Knight

**MURRAY HEAD**  
ALPINEVILLE  
TEARS FOR FEARS  
POWER STATION (dp)  
DAVID LEE ROTH  
HOWARD JONES  
FIRM (dp)  
Hot: #1  
MADONNA 2-1  
PHIL COLLINS 6-2  
MADONNA 15-5  
BRYAN ADAMS 11-7  
USA FOR AFRICA D-13

**WKDQ/Evanville, IN**  
Bruce Clarke

**SADE**  
GEORGE BENSON  
KOO & THE GANG  
WHAM!  
Hot: #1  
MADONNA 2-2  
PHIL COLLINS 5-3  
MADONNA 17-11  
DEBARGE 28-20  
USA FOR AFRICA D-25

**WBTO/Evanville, IN**  
Taylor/Lindsay

**NICK JAGGER**  
NADAMU  
BRUCE SPRINGSTEEN  
Hot: #1  
MADONNA 1-2  
PHIL COLLINS 5-3  
SURVIVOR 8-9  
USA FOR AFRICA 21-9  
TEENA MARIE 15-10

**WMEE/Ft. Wayne**  
Scott Dugan

**WHAM!**  
KENNY LOGGINS  
TEARS FOR FEARS  
Hot: #1  
MADONNA 2-1  
PHIL COLLINS 5-3  
TEENA MARIE 12-6  
NICK JAGGER 13-10  
MADONNA 19-13

**WZKQ/Rockford, IL**  
McGehee/Fuhr

**JOHN FOGERTY**  
HALL & OATES  
SIMPLE MINDS  
FIRM  
Hot: #1  
MADONNA 2-1  
PHIL COLLINS 3-2  
SURVIVOR 8-5  
USA FOR AFRICA D-6  
MADONNA 18-7

**WIOG/Saginaw-Bay City, MI**  
Bachter/Stanton

**BILLY OCEAN**  
DAVID LEE ROTH  
HOWARD JONES (dp)  
RICK JAMES (dp)  
Hot: #1  
MADONNA 1-1  
BRYAN ADAMS 2-2  
COMMODORES 3-3  
KENNY LOGGINS 9-4  
MADONNA 5-5

**USB/South Bend, IN**  
J.K. Dearing

**BRYAN ADAMS**  
Hot: #1  
DAVID LEE ROTH 4-1  
PHIL COLLINS 12-2  
JULIAN LENNON 10-7  
JOURNEY 19-9  
TEENA MARIE 27-12  
WHAM! 30-16  
WRNQ/Troy, OH  
Key Bradley

**USA FOR AFRICA**  
FRINCE  
DAVID LEE ROTH  
POWER STATION  
HOTTEST  
TEENA MARIE 2-1  
SURVIVOR 5-2  
BRUCE SPRINGSTEEN 11-6  
DON HENLEY 17-14  
USA FOR AFRICA 40-20  
USA FOR AFRICA 40-20

**WKFR/Kalamazoo, MI**  
Walscott/Chapman

**TON PETTY**  
KOO & THE GANG (dp)  
PATTI LABELLE (dp)  
ALPINEVILLE  
GENERAL PUBLIC  
Hot: #1  
MADONNA 1-1  
PHIL COLLINS 5-2  
COMMODORES 25-20  
USA FOR AFRICA D-28  
USA FOR AFRICA 40-20

**WVCI/Cincinnati, MI**  
Madsen/Kirchweg

**COMMODORES**  
KENNY LOGGINS  
HALL & OATES  
TON PETTY  
Hot: #1  
MADONNA 1-1  
PHIL COLLINS 5-2  
COMMODORES 25-20  
USA FOR AFRICA D-28  
USA FOR AFRICA 40-20

**WZLW/Indianapolis, IN**  
Jim Milne

**HAROLD FALTERMEYER**  
TEARS FOR FEARS  
POWER STATION  
DAVID LEE ROTH  
ALISON MOYET (dp)  
Hot: #1  
none

**WJXJ/Jackson, MI**  
Ryan/Chicks

**TEENA MARIE**  
HAROLD FALTERMEYER  
REO SPEEDWAGON (dp)  
GENERAL PUBLIC (dp)  
GILLS BAND (dp)  
USA FOR AFRICA 40-20

**TEARS FOR FEARS**  
HOTTEST  
TEARS FOR FEARS (dp)  
HOTTEST STAR (dp)  
LOS LOBOS (dp)  
Hot: #1  
PHIL COLLINS 2-1  
SURVIVOR 5-2  
BRUCE SPRINGSTEEN 11-6  
DON HENLEY 17-14  
USA FOR AFRICA 40-20

**WKFR/Kalamazoo, MI**  
Walscott/Chapman

**TON PETTY**  
KOO & THE GANG (dp)  
PATTI LABELLE (dp)  
ALPINEVILLE  
GENERAL PUBLIC  
Hot: #1  
MADONNA 1-1  
PHIL COLLINS 5-2  
COMMODORES 25-20  
USA FOR AFRICA D-28  
USA FOR AFRICA 40-20

**WVCI/Cincinnati, MI**  
Madsen/Kirchweg

**COMMODORES**  
KENNY LOGGINS  
HALL & OATES  
TON PETTY  
Hot: #1  
MADONNA 1-1  
PHIL COLLINS 5-2  
COMMODORES 25-20  
USA FOR AFRICA D-28  
USA FOR AFRICA 40-20

**WZLW/Indianapolis, IN**  
Jim Milne

**HAROLD FALTERMEYER**  
TEARS FOR FEARS  
POWER STATION  
DAVID LEE ROTH  
ALISON MOYET (dp)  
Hot: #1  
none

**WJXJ/Jackson, MI**  
Ryan/Chicks

**TEENA MARIE**  
HAROLD FALTERMEYER  
REO SPEEDWAGON (dp)  
GENERAL PUBLIC (dp)  
GILLS BAND (dp)  
USA FOR AFRICA 40-20

**TEARS FOR FEARS**  
HOTTEST  
TEARS FOR FEARS (dp)  
HOTTEST STAR (dp)  
LOS LOBOS (dp)  
Hot: #1  
PHIL COLLINS 2-1  
SURVIVOR 5-2  
BRUCE SPRINGSTEEN 11-6  
DON HENLEY 17-14  
USA FOR AFRICA 40-20

**WKFR/Kalamazoo, MI**  
Walscott/Chapman

**TON PETTY**  
KOO & THE GANG (dp)  
PATTI LABELLE (dp)  
ALPINEVILLE  
GENERAL PUBLIC  
Hot: #1  
MADONNA 1-1  
PHIL COLLINS 5-2  
COMMODORES 25-20  
USA FOR AFRICA D-28  
USA FOR AFRICA 40-20

**WVCI/Cincinnati, MI**  
Madsen/Kirchweg

**COMMODORES**  
KENNY LOGGINS  
HALL & OATES  
TON PETTY  
Hot: #1  
MADONNA 1-1  
PHIL COLLINS 5-2  
COMMODORES 25-20  
USA FOR AFRICA D-28  
USA FOR AFRICA 40-20

## MIDWEST

### PARALLEL TWO

**WZKQ/Rockford, IL**  
McGehee/Fuhr

**JOHN FOGERTY**  
HALL & OATES  
SIMPLE MINDS  
FIRM  
Hot: #1  
MADONNA 2-1  
PHIL COLLINS 3-2  
SURVIVOR 8-5  
USA FOR AFRICA D-6  
MADONNA 18-7

**WIOG/Saginaw-Bay City, MI**  
Bachter/Stanton

**BILLY OCEAN**  
DAVID LEE ROTH  
HOWARD JONES (dp)  
RICK JAMES (dp)  
Hot: #1  
MADONNA 1-1  
BRYAN ADAMS 2-2  
COMMODORES 3-3  
KENNY LOGGINS 9-4  
MADONNA 5-5

**USB/South Bend, IN**  
J.K. Dearing

**BRYAN ADAMS**  
Hot: #1  
DAVID LEE ROTH 4-1  
PHIL COLLINS 12-2  
JULIAN LENNON 10-7  
JOURNEY 19-9  
TEENA MARIE 27-12  
WHAM! 30-16  
WRNQ/Troy, OH  
Key Bradley

**USA FOR AFRICA**  
FRINCE  
DAVID LEE ROTH  
POWER STATION  
HOTTEST  
TEENA MARIE 2-1  
SURVIVOR 5-2  
BRUCE SPRINGSTEEN 11-6  
DON HENLEY 17-14  
USA FOR AFRICA 40-20  
USA FOR AFRICA 40-20

**WKFR/Kalamazoo, MI**  
Walscott/Chapman

**TON PETTY**  
KOO & THE GANG (dp)  
PATTI LABELLE (dp)  
ALPINEVILLE  
GENERAL PUBLIC  
Hot: #1  
MADONNA 1-1  
PHIL COLLINS 5-2  
COMMODORES 25-20  
USA FOR AFRICA D-28  
USA FOR AFRICA 40-20

**WVCI/Cincinnati, MI**  
Madsen/Kirchweg

**COMMODORES**  
KENNY LOGGINS  
HALL & OATES  
TON PETTY  
Hot: #1  
MADONNA 1-1  
PHIL COLLINS 5-2  
COMMODORES 25-20  
USA FOR AFRICA D-28  
USA FOR AFRICA 40-20

**WZLW/Indianapolis, IN**  
Jim Milne

**HAROLD FALTERMEYER**  
TEARS FOR FEARS  
POWER STATION  
DAVID LEE ROTH  
ALISON MOYET (dp)  
Hot: #1  
none

**WJXJ/Jackson, MI**  
Ryan/Chicks

**TEENA MARIE**  
HAROLD FALTERMEYER  
REO SPEEDWAGON (dp)  
GENERAL PUBLIC (dp)  
GILLS BAND (dp)  
USA FOR AFRICA 40-20

**TEARS FOR FEARS**  
HOTTEST  
TEARS FOR FEARS (dp)  
HOTTEST STAR (dp)  
LOS LOBOS (dp)  
Hot: #1  
PHIL COLLINS 2-1  
SURVIVOR 5-2  
BRUCE SPRINGSTEEN 11-6  
DON HENLEY 17-14  
USA FOR AFRICA 40-20

**WKFR/Kalamazoo, MI**  
Walscott/Chapman

**TON PETTY**  
KOO & THE GANG (dp)  
PATTI LABELLE (dp)  
ALPINEVILLE  
GENERAL PUBLIC  
Hot: #1  
MADONNA 1-1  
PHIL COLLINS 5-2  
COMMODORES 25-20  
USA FOR AFRICA D-28  
USA FOR AFRICA 40-20

**WVCI/Cincinnati, MI**  
Madsen/Kirchweg

**COMMODORES**  
KENNY LOGGINS  
HALL & OATES  
TON PETTY  
Hot: #1  
MADONNA 1-1  
PHIL COLLINS 5-2  
COMMODORES 25-20  
USA FOR AFRICA D-28  
USA FOR AFRICA 40-20

## MIDWEST

### PARALLEL TWO

**WZKQ/Rockford, IL**  
McGehee/Fuhr

**JOHN FOGERTY**  
HALL & OATES  
SIMPLE MINDS  
FIRM  
Hot: #1  
MADONNA 2-1  
PHIL COLLINS 3-2  
SURVIVOR 8-5  
USA FOR AFRICA D-6  
MADONNA 18-7

**WIOG/Saginaw-Bay City, MI**  
Bachter/Stanton

**BILLY OCEAN**  
DAVID LEE ROTH  
HOWARD JONES (dp)  
RICK JAMES (dp)  
Hot: #1  
MADONNA 1-1  
BRYAN ADAMS 2-2  
COMMODORES 3-3  
KENNY LOGGINS 9-4  
MADONNA 5-5

**USB/South Bend, IN**  
J.K. Dearing

**BRYAN ADAMS**  
Hot: #1  
DAVID LEE ROTH 4-1  
PHIL COLLINS 12-2  
JULIAN LENNON 10-7  
JOURNEY 19-9  
TEENA MARIE 27-12  
WHAM! 30-16  
WRNQ/Troy, OH  
Key Bradley

**USA FOR AFRICA**  
FRINCE  
DAVID LEE ROTH  
POWER STATION  
HOTTEST  
TEENA MARIE 2-1  
SURVIVOR 5-2  
BRUCE SPRINGSTEEN 11-6  
DON HENLEY 17-14  
USA FOR AFRICA 40-20  
USA FOR AFRICA 40-20

**WKFR/Kalamazoo, MI**  
Walscott/Chapman

**TON PETTY**  
KOO & THE GANG (dp)  
PATTI LABELLE (dp)  
ALPINEVILLE  
GENERAL PUBLIC  
Hot: #1  
MADONNA 1-1  
PHIL COLLINS 5-2  
COMMODORES 25-20  
USA FOR AFRICA D-28  
USA FOR AFRICA 40-20

**WVCI/Cincinnati, MI**  
Madsen/Kirchweg

**COMMODORES**  
KENNY LOGGINS  
HALL & OATES  
TON PETTY  
Hot: #1  
MADONNA 1-1  
PHIL COLLINS 5-2  
COMMODORES 25-20  
USA FOR AFRICA D-28  
USA FOR AFRICA 40-20

**WZLW/Indianapolis, IN**  
Jim Milne

**HAROLD FALTERMEYER**  
TEARS FOR FEARS  
POWER STATION  
DAVID LEE ROTH  
ALISON MOYET (dp)  
Hot: #1  
none

**WJXJ/Jackson, MI**  
Ryan/Chicks

**TEENA MARIE**  
HAROLD FALTERMEYER  
REO SPEEDWAGON (dp)  
GENERAL PUBLIC (dp)  
GILLS BAND (dp)  
USA FOR AFRICA 40-20

**TEARS FOR FEARS**  
HOTTEST  
TEARS FOR FEARS (dp)  
HOTTEST STAR (dp)  
LOS LOBOS (dp)  
Hot: #1  
PHIL COLLINS 2-1  
SURVIVOR 5-2  
BRUCE SPRINGSTEEN 11-6  
DON HENLEY 17-14  
USA FOR AFRICA 40-20

**WKFR/Kalamazoo, MI**  
Walscott/Chapman

**TON PETTY**  
KOO & THE GANG (dp)  
PATTI LABELLE (dp)  
ALPINEVILLE  
GENERAL PUBLIC  
Hot: #1  
MADONNA 1-1  
PHIL COLLINS 5-2  
COMMODORES 25-20  
USA FOR AFRICA D-28  
USA FOR AFRICA 40-20

**WVCI/Cincinnati, MI**  
Madsen/Kirchweg

**COMMODORES**  
KENNY LOGGINS  
HALL & OATES  
TON PETTY  
Hot: #1  
MADONNA 1-1  
PHIL COLLINS 5-2  
COMMODORES 25-20  
USA FOR AFRICA D-28  
USA FOR AFRICA 40-20

## MIDWEST

### PARALLEL TWO

**WZKQ/Rockford, IL**  
McGehee/Fuhr

**JOHN FOGERTY**  
HALL & OATES  
SIMPLE MINDS  
FIRM  
Hot: #1  
MADONNA 2-1  
PHIL COLLINS 3-2  
SURVIVOR 8-5  
USA FOR AFRICA D-6  
MADONNA 18-7

**WIOG/Saginaw-Bay City, MI**  
Bachter/Stanton

**BILLY OCEAN**  
DAVID LEE ROTH  
HOWARD JONES (dp)  
RICK JAMES (dp)  
Hot: #1  
MADONNA 1-1  
BRYAN ADAMS 2-2  
COMMODORES 3-3  
KENNY LOGGINS 9-4  
MADONNA 5-5

**USB/South Bend, IN**  
J.K. Dearing

**BRYAN ADAMS**  
Hot: #1  
DAVID LEE ROTH 4-1  
PHIL COLLINS 12-2  
JULIAN LENNON 10-7  
JOURNEY 19-9  
TEENA MARIE 27-12  
WHAM! 30-16  
WRNQ/Troy, OH  
Key Bradley

**USA FOR AFRICA**  
FRINCE  
DAVID LEE ROTH  
POWER STATION  
HOTTEST  
TEENA MARIE 2-1  
SURVIVOR 5-2  
BRUCE SPRINGSTEEN 11-6  
DON HENLEY 17-14  
USA FOR AFRICA 40-20  
USA FOR AFRICA 40-20

**WKFR/Kalamazoo, MI**  
Walscott/Chapman

**TON PETTY**  
KOO & THE GANG (dp)  
PATTI LABELLE (dp)  
ALPINEVILLE  
GENERAL PUBLIC  
Hot: #1  
MADONNA 1-1  
PHIL COLLINS 5-2  
COMMODORES 25-20  
USA FOR AFRICA D-28  
USA FOR AFRICA 40-20

**WVCI/Cincinnati, MI**  
Madsen/Kirchweg

**COMMODORES**  
KENNY LOGGINS  
HALL & OATES  
TON PETTY  
Hot: #1  
MADONNA 1-1  
PHIL COLLINS 5-2  
COMMODORES 25-20  
USA FOR AFRICA D-28  
USA FOR AFRICA 40-20

**WZLW/Indianapolis, IN**  
Jim Milne

**HAROLD FALTERMEYER**  
TEARS FOR FEARS  
POWER STATION  
DAVID LEE ROTH  
ALISON MOYET (dp)  
Hot: #1  
none

**WJXJ/Jackson, MI**  
Ryan/Chicks

**TEENA MARIE**  
HAROLD FALTERMEYER  
REO SPEEDWAGON (dp)  
GENERAL PUBLIC (dp)  
GILLS BAND (dp)  
USA FOR AFRICA 40-20

**TEARS FOR FEARS**  
HOTTEST  
TEARS FOR FEARS (dp)  
HOTTEST STAR (dp)  
LOS LOBOS (dp)  
Hot: #1  
PHIL COLLINS 2-1  
SURVIVOR 5-2  
BRUCE SPRINGSTEEN 11-6  
DON HENLEY 17-14  
USA FOR AFRICA 40-20

**WKFR/Kalamazoo, MI**  
Walscott/Chapman

**TON PETTY**  
KOO & THE GANG (dp)  
PATTI LABELLE (dp)  
ALPINEVILLE  
GENERAL PUBLIC  
Hot: #1  
MADONNA 1-1  
PHIL COLLINS 5-2  
COMMODORES 25-20  
USA FOR AFRICA D-28  
USA FOR AFRICA 40-20

**WVCI/Cincinnati, MI**  
Madsen/Kirchweg

**COMMODORES**  
KENNY LOGGINS  
HALL & OATES  
TON PETTY  
Hot: #1  
MADONNA 1-1  
PHIL COLLINS 5-2  
COMMODORES 25-20  
USA FOR AFRICA D-28  
USA FOR AFRICA 40-20

## MIDWEST

### PARALLEL TWO

**WZKQ/Rockford, IL**  
McGehee/Fuhr

**JOHN FOGERTY**  
HALL & OATES  
SIMPLE MINDS  
FIRM  
Hot: #1  
MADONNA 2-1  
PHIL COLLINS 3-2  
SURVIVOR 8-5  
USA FOR AFRICA D-6  
MADONNA 18-7

**WIOG/Saginaw-Bay City, MI**  
Bachter/Stanton

**BILLY OCEAN**  
DAVID LEE ROTH  
HOWARD JONES (dp)  
RICK JAMES (dp)  
Hot: #1  
MADONNA 1-1  
BRYAN ADAMS 2-2  
COMMODORES 3-3  
KENNY LOGGINS 9-4  
MADONNA 5-5

**USB/South Bend, IN**  
J.K. Dearing

**BRYAN ADAMS**  
Hot: #1  
DAVID LEE ROTH 4-1  
PHIL COLLINS 12-2  
JULIAN LENNON 10-7  
JOURNEY 19-9  
TEENA MARIE 27-12  
WHAM! 30-16  
WRNQ/Troy, OH  
Key Bradley

**USA FOR AFRICA**  
FRINCE  
DAVID LEE ROTH  
POWER STATION  
HOTTEST  
TEENA MARIE 2-1  
SURVIVOR 5-2  
BRUCE SPRINGSTEEN 11-6  
DON HENLEY 17-14  
USA FOR AFRICA 40-20  
USA FOR AFRICA 40-20

**WKFR/Kalamazoo, MI**  
Walscott/Chapman

**TON PETTY**  
KOO & THE GANG (dp)  
PATTI LABELLE (dp)  
ALPINEVILLE  
GENERAL PUBLIC  
Hot: #1  
MADONNA 1-1  
PHIL COLLINS 5-2  
COMMODORES 25-20  
USA FOR AFRICA D-28  
USA FOR AFRICA 40-20

**WVCI/Cincinnati, MI**  
Madsen/Kirchweg

**COMMODORES**  
KENNY LOGGINS  
HALL & OATES  
TON PETTY  
Hot: #1  
MADONNA 1-1  
PHIL COLLINS 5-2  
COMMODORES 25-20  
USA FOR AFRICA D-28  
USA FOR AFRICA 40-20

**WZLW/Indianapolis, IN**  
Jim Milne

**HAROLD FALTERMEYER**  
TEARS FOR FEARS  
POWER STATION  
DAVID LEE ROTH  
ALISON MOYET (dp)  
Hot: #1  
none

**WJXJ/Jackson, MI**  
Ryan/Chicks

**TEENA MARIE**  
HAROLD FALTERMEYER  
REO SPEEDWAGON (dp)  
GENERAL PUBLIC (dp)  
GILLS BAND (dp)  
USA FOR AFRICA 40-20

**TEARS FOR FEARS**  
HOTTEST  
TEARS FOR FEARS (dp)  
HOTTEST STAR (dp)  
LOS LOBOS (dp)  
Hot: #1  
PHIL COLLINS 2-1  
SURVIVOR 5-2  
BRUCE SPRINGSTEEN 11-6  
DON HENLEY 17-14  
USA FOR AFRICA 40-20

**WKFR/Kalamazoo, MI**  
Walscott/Chapman

**TON PETTY**  
KOO & THE GANG (dp)  
PATTI LABELLE (dp)  
ALPINEVILLE  
GENERAL PUBLIC  
Hot: #1  
MADONNA 1-1  
PHIL COLLINS 5-2  
COMMODORES 25-20  
USA FOR AFRICA D-28  
USA FOR AFRICA 40-20

**WVCI/Cincinnati, MI**  
Madsen/Kirchweg

**COMMODORES**  
KENNY LOGGINS  
HALL & OATES  
TON PETTY  
Hot: #1  
MADONNA 1-1  
PHIL COLLINS 5-2  
COMMODORES 25-20  
USA FOR AFRICA D-28  
USA FOR AFRICA 40-20

# PARALLELS

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

**Parallel II:** Selected stations in secondary markets that are format dominant and/or assert 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 assert 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: 100/25 44%

100/25 44%

## EXAMPLE

**100/25** — 100 CHR reporting stations on this week including 25 new adds.

**44%** — Percentage of the weeks reports playing the song within each region.

**National Summary**

Up 81 — Number of stations moving it up on the charts.

Debut 20 — Number of stations debuting the song this week.

Stems 4 — Number of stations reporting no movement this week. 5th to Oh, Add 10 (Oh, 31, etc.).

Down 0 — Number of stations moving it down on the charts.

Adds 26 — Total number of stations adding it this week.

## A

**BRYAN ADAMS**  
*Somebody I Am*  
LP: Roadcase

Regional: 228/3 89%

228/3 89%

11

14

11

11

11

11

**ABIMOTION**  
*Obsession (Mercury/PolyGram)*  
LP: Armatron

Regional: 222/11 67%

19

19

19

19

19

19

19

19

19

19

19

19

**ERIC CLAPTON**  
*Forever Man (WB)*  
LP: Behind The Sun

Regional: 181/16 79%

36

36

36

36

36

36

36

36

36

36

36

36

**COMMODORES**  
*Highway (Motown)*  
LP: Highway

Regional: 225/14 89%

15

15

15

15

15

15

15

15

15

15

15

15

**SHEENA EASTON**  
*Sweat (EMI America)*  
LP: A Private Heaven

Regional: 68/23 23%

15

15

15

15

15

15

15

15

15

15

15

15

**JOHN FOGERTY**  
*Rock And Roll City (WB)*  
LP: Conviction

Regional: 180/18 73%

36

36

36

36

36

36

36

36

36

36

36

36





# CONTEMPORARY HIT RADIO

## CHART EXTRAS

Chart Extras are records above the 80% airplay level without sufficient chart activity to debut on the National Airplay/40 this week.

### TOM PETTY

#### Don't Come Around Here No More (MCA)

89% of our reporters on it. Moves: Up 54, Debuts 36, Same 69, Down 0, Adds 18 including PRO-FM, WNCI, KZZP, KS103, WAMX, WSKZ, WVIC. Complete airplay in Parallels.

## BREAKERS

### WHAMI

#### Everything She Wants (Columbia)

78% of our reporters on it. Moves: Up 10, Debuts 60, Same 55, Down 0, Adds 75 including Z100, B94, Y100, Q105, WHYT, KOPA, FM102. Complete airplay in Parallels.

### KENNY LOGGINS

#### Vox Humana (Columbia)

76% of our reporters on it. Moves: Up 8, Debuts 38, Same 62, Down 0, Adds 85 including WNY5, Z93, 93FM, WLS, KPKE, KMEL. Complete airplay in Parallels.

### BILLY OCEAN

#### Suddenly (Arista)

63% of our reporters on it. Moves: Up 3, Debuts 34, Same 55, Down 0, Adds 69 including WNY5, WCAU-FM, WAVA, WNVZ, KBEO, KMJK, KS103. Complete airplay in Parallels.

### SADE

#### Smooth Operator (Portrait/CBS)

61% of our reporters on it. Moves: Up 55, Debuts 28, Same 49, Down 0, Adds 24 including WHTT, WPLJ, B94, Z93, KAFM, KWOD, KITS. Complete airplay in Parallels.

## NEW & ACTIVE

**TEARS FOR FEARS "Everybody Wants To Rule The World" (Mercury/PolyGram) 151/52**  
 Moves: Up 9, Debuts 28, Same 62, Down 0, Adds 52 including B104, WHTT, WNY5, WHTX, PRO-FM, Y100, WGCL, 92X, Q103, KWSS, WKEE, KMEL, 40-34, KPLUS 38-33.

**GO WEST "We Close Our Eyes" (Chrysalis) 140/7**  
 Moves: Up 70, Debuts 11, Same 51, Down 1, Adds 7, KIS-FM, KMJK, KWOD, Y106, KTFM, Z104, KKI, WKXS-FM 30-28, WNY5 29-25, KPLUS 34-28, Q100 36-27, WBEO 38-30, WZLD 32-28, KCAO 32-28, Q104 30-25.

**DAVID LEE ROTH "Just A Gigolo/Ain't Got Nobody" (WB) 114/52**  
 Moves: Up 1, Debuts 17, Same 44, Down 0, Adds 62 including CKOI, WCAU-FM, CHUM, WNVZ, 92X, Q103, KKRZ, FM102, KPLUS, KTKS, KNBO, WNY5 6-37, WKTI 6-30, KJFM 32-25.

**JOHN WAITE "Change" (Chrysalis) 111/4**  
 Moves: Up 61, Debuts 8, Same 50, Down 0, Adds 6, WERZ, KTKS, WRKR, KBM, WGCL 23-20, WKTI 28-25, KWK 20-17, Q100 30-27, WPST 31-28, WBEO 38-28, WZLD 28-17, WVIC 11-10, WZON 30-25, KOZE 14-8.

**TIME "The Bird" (WB) 106/6**  
 Moves: Up 60, Debuts 6, Same 31, Down 1, Adds 6, WKI, KZIO, WHOT, WFBG, WKSF, WRKR, WCAU-FM 38-30, 94Q 28-23, Z93 27-22, B97 6-5, Q102 17-13, KBEO 20-12, FM102 28-21, KJIS-FM 21-16, KZZB 21-16, Q104 21-12. See Parallels, debuts at number 40 on the CHR chart.

**PATTI LABELLE "New Attitude" (MCA) 105/20**  
 Moves: Up 28, Debuts 18, Same 43, Down 0, Adds 20 including WNVZ, KJIS-FM, KOPA, KITS, WKRC, KZZB, WZYP, KX104, Z96, WKFR, KKK, KZZU, WKH, WNY5, 94Q 8-5, 93Q 7-4, 186 12-5.

**JERMAINE STEWART "The Word Is Out" (Arista) 104/2**  
 Moves: Up 53, Debuts 4, Same 41, Down 4, Adds 2, KIS-FM, WLAJ-FM, 293 5-3, B97 7-6, KKRZ 28-24, FM102 10-8, R104 26-18, WLRS 13-8, WABB-FM 27-21, Y106 13-9, Z92 22-17, KCAO 12-10, Q104 19-18, WPM 13-10, WCL-FM 7-6.

**ALAN PARSONS PROJECT "Let's Talk About Me" (Arista) 102/0**  
 Moves: Up 53, Debuts 2, Same 44, Down 3, Adds 0, WCLC 28-23, KWK 18-15, Q100 33-26, WBRZ 30-28, WKEE 35-32, WLAJ-FM 26-23, KSET-FM 32-28, KX104 18-11, KIK 33-29, KCPX 27-23, WKH 34-29, WYKS 30-26, KBIM 12-9, KST 18-13.

**HOWARD JONES "Things Can Only Get Better" (Elektra) 100/48**  
 Moves: Up 2, Debuts 10, Same 40, Down 0, Adds 48 including CKOI, WAVA, KAFM, B97, 92X, WHYT, WLOL-FM, KOPA, KWOD, KS103, KKK, WBWB, KPLUS 37-32, KU6 4-39, Q100 37-30.

**POINTER SISTERS "Baby Come And Get It" (Planet/RCA) 89/42**  
 Moves: Up 0, Debuts 8, Same 41, Down 0, Adds 42 including WKXS-FM, WNY5, 92KTV, KWIC, KAMZ, WRVD, KEYN-FM, KLUC, WKRC, KKKV, KJOL-FM, KGO7, Y100 4-40, Z299 6-27, WZPL 6-30.

**COOL & THE GANG "Fresh" (De-Lite/PolyGram) 80/42**  
 Moves: Up 1, Debuts 4, Same 33, Down 0, Adds 42 including WCAU-FM, WNVZ, WGCL, WHYT, WKFM, KWIC, WKDD, KMJQ, WFBG, KTDY, 98KQ, KOZE, 94Q 6-31, 94TYX 40-36, KP0P 4-40.

**ALISON MOYET "Invisible" (Columbia) 76/9**  
 Moves: Up 12, Debuts 10, Same 45, Down 0, Adds 5, WKXS-FM, WSPK, WKDD, WKAU, WZPL, KBOS, WBWB, WSP7, KKAZ, CKGM 33-28, CHUM 12-8, WLOL-FM 4-31, WLAJ-FM 30-27, KCPX 38-30, KOZE 24-19.

## MOST ADDED

**KENNY LOGGINS (85)**  
 Vox Humana (Columbia)  
**WHAMI (75)**  
 Everything She Wants (Columbia)  
**REO SPEEDWAGON (72)**  
 One Lonely Night (Epic)  
**BILLY OCEAN (69)**  
 Suddenly (Arista)  
**RICK JAMES (53)**  
 Can't Stop (Gordy/Motown)

## HOTTEST

**PHIL COLLINS (190)**  
 One More Hour (Atlantic)  
**MADONNA (169)**  
 Material Girl (Sire/WB)  
**MADONNA (168)**  
 Crazy For You (Geffen)  
**USA FOR AFRICA (153)**  
 We Are The World (Columbia)  
**TEENA MARIE (73)**  
 Lovergirl (Epic)

**REO SPEEDWAGON "One Lonely Night" (Epic) 73/72**  
 Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 72 including WNY5, B94, Z93, KAFM, B97, WLS-FM, WCZY, KBEO, Z299, KHTR, KMJK, KPLUS, WFLY, KSKD, KEGL on.

**KATRINA AND THE WAVES "Walking On Sunshine" (Capitol) 67/37**  
 Moves: Up 1, Debuts 1, Same 28, Down 0, Adds 37 including WKXS-FM, WCAU-FM, PRO-FM, WCZY, WHYT, KMJN, Q103, KPLUS, KC101, WKRZ-FM, WKI, WKDD, KHOP, T84, WJXQ 4-39.

**GIUFFRIDA "Lonely In Love" (Cameo/MCA) 65/33**  
 Moves: Up 1, Debuts 5, Same 28, Down 0, Adds 33 including WCAU-FM, Q106, WHYT, KWK, KPLUS, Q82, WKFM, WKZL, KOFM, KEYN-FM, KP95, KSKD, KTDY, WDBR, WGCL 36-33, KX104 4-39.

**SHEENA EASTON "Sweater" (EMI America) 58/23**  
 Moves: Up 0, Debuts 2, Same 33, Down 0, Adds 23 including WKXS-FM, WKEE, 93Q, WKRZ-FM, WTLG, KZZB, Y106, WJXQ, KP95, WJBO, WDBR, KCDQ, SL798, WBNO 6-33, WCL-FM 6-33.

**LINAH "Never Ending Story" (EMI America) 56/20**  
 Moves: Up 0, Debuts 7, Same 28, Down 0, Adds 20 including PRO-FM, WHYT, KZZP, WLAJ-FM, Y106, KSKD, WKH, WKXK, KKQV, 98KQ, SL798, KIST, WNVZ 6-20, KJ103 4-40.

**RICK JAMES "Can't Stop" (Gordy/Motown) 55/53**  
 Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 53 including WKXS-FM, WNY5, WCAU-FM, Z93, 93FM, WHYT, FM102, KMEL, 93Q, WTLG, WBBQ, WANS-FM, KJ103, KMJQ, Q101.

## SIGNIFICANT ACTION

**HAROLD FALTERMEYER "Axel F" (MCA) 46/42**  
 Moves: Up 1, Debuts 1, Same 1, Down 0, Adds 42 including B104, Z100, WCAU-FM, 94Q, Z93, 93FM, Q106, WCZY, WZPL, WJXQ, KJOL, KQ93, KCAO, WPLJ 15-13, Y106 6-32.

**LOS LOBOS "How Will The Wolf Survive" (Slash/WB) 43/14**  
 Moves: Up 3, Debuts 2, Same 24, Down 0, Adds 14, PRO-FM, Q100, WKRZ-FM, WKI, WKXQ, KEYN-FM, KP95, KP0P, KDON-FM, KKL-FM, KBM, SL798, WTLG 30-27, KX104 28-25, T94 40-37.

**LUTHER VANDROSS "TI My Baby Comes Home" (Epic) 41/13**  
 Moves: Up 6, Debuts 8, Same 18, Down 0, Adds 13, CKOI, KKRZ, KAMZ, WKI, KOFM, KMJQ, KHOP, KISR, Q104, WPM, KHTR, KIST, Y100 40-37, WCFY 38-28, KJ102 40-36.

**MARY JANE GIRLS "In My House" (Gordy/Motown) 39/8**  
 Moves: Up 3, Debuts 8, Same 23, Down 0, Adds 8, WKXS-FM, WCAU-FM, KIS-FM, WLAJ-FM, KMJQ, KDON-FM, KHYY, WJBO, 185 4-33, KMEL 37-27, KITE 4-27, KOFM 38-35, WHOT 4-39, KCAQ 33-32, T94 4-38.

**ALPHAVILLE "Forever Young" (Atlantic) 36/4**  
 Moves: Up 5, Debuts 1, Same 25, Down 1, Adds 4, KZIO, WKFR, WDAY, KBM, CFTR on, WLAJ-FM 12-10, WZLD on, WKI on, WPM 6-40, WHOT on, 95KX 38-34, WOPR-FM 38-36, T94 36-32, WQV 36-32, KHTX on.

**PAUL HARDCASTLE "Rain Forest" (Profile) 34/3**  
 Moves: Up 12, Debuts 3, Same 10, Down 0, Adds 3, KKRZ, KYND-FM, WKSF, WTLG 34-27, KTKS 28-22, WANS-FM 20-19, KTFM 4-3, KIK 4-36, KMJQ 4-20, KHYY 11-6, KRO 20-18, WKZ 34-31, Q104 16-9, T94 10-8, WPM 8-8.

**GENERAL PUBLIC "Never You Done That" (IRS/A&M) 33/8**  
 Moves: Up 1, Debuts 2, Same 22, Down 0, Adds 6, Q100, WLAJ-FM, KHFI, WKZL, WJXQ, WKFR, KRFM, KHYY, CKOI on, KWIC on, KSHD on, KDON-FM 4-37, WQCM 4-40, KBIM 38-32.

**BOY MEETS GIRL "Oh Girl" (A&M) 27/26**  
 Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 26 including 93FM, KWIC, WPM, KX104, KTFM, KOFM, KP95, KSKD, KDON-FM, WGY, WKZ, WOCM, WSOV, WAZY-FM, KWTO-FM.

**NEW EDITION "Lost In Love" (MCA) 27/24**  
 Moves: Up 2, Debuts 0, Same 1, Down 0, Adds 24 including 94Q, Z93, FM102, KMEL, K104, 93Q, KSET-FM, WKI, WPM, KMJQ, KHYY, 185 21-18, Y100 30-18.

**DAN FOGELBERG "Go Down Easy" (Full Moon/Epic) 24/4**  
 Moves: Up 0, Debuts 2, Same 18, Down 0, Adds 4, WZLD, KRQ, KKL-FM, KYVA, WCAU-FM on, WNVZ on, Q103 on, WOKI on, KIK on, WJXQ on, WKFR on, KJFM on, KZZU on, WBNQ 4-34, KST 4-38.

**MIDNIGHT STAR "Scientific Love" (Solar/Elektra) 24/4**  
 Moves: Up 5, Debuts 1, Same 18, Down 0, Adds 4, WBRZ, WTC-FM, WJXQ, KHXX, WKXS-FM on, 186 35-34, FM102 18-14, Q100 on, WYSH on, WZLD on, KAMZ on, K103 on, WDAY 37-28, T94 4-40, KTRG on.

**JESSE JOHNSON'S REVUE "Your Man" (A&M) 18/18**  
 Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 8, 94Q, WYVS, WPM, KMJQ, WCOQ, FM102 on, KMEL 38-35, WTLG on, WSSX on, KAMZ on, WKFR on, KHTX on.

**DONNIE IRIS "Injured In The Game Of Love" (HME/CBS) 16/1**  
 Moves: Up 3, Debuts 1, Same 11, Down 0, Adds 1, KHXX, B94 28-28, WHTX 28-25, WGCL 32-29, Q100 4-40, WHTF on, WJZN on, WKDD on, WOPR-FM on, Y94 on, 98KQ on, 98KQ on, WDBR on.

**ROBIN GEORGE "Heartline" (Bronze/Island) 11/18**  
 Moves: Up 0, Debuts 0, Same 8, Down 0, Adds 8, KWK, WTLG, WHOT, WJBO, WCOQ, WERZ on, WKRC on, WHTF on, WJXQ on, KQVY on, WHSI on.

**MANHATTANS "You Send Me" (Columbia) 10/0**  
 Moves: Up 5, Debuts 0, Same 5, Down 0, Adds 0, WNVZ 35-31, KAMZ on, KSET-FM on, KTFM 30-29, KIK on, WKDD 30-27, KJFM on, KIKI 29-28, WQCM on, KEST 30-26.

**MAZE featuring FRANKIE KIVELY "Back In Stride" (Capitol) 10/0**  
 Moves: Up 1, Debuts 1, Same 8, Down 0, Adds 0, Adds 0, WKXS-FM on, 185 on, B97 27-24, WHYT 4-33, WERZ on, WTLG on, WZLD on, KITE on, KSET-FM on.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicates the total number, how many added it for the first time this week. Moves indicate the type of activity this week; Up for upward chart movement, Same for sideways or continued unchanged activity, Down for downward chart activity, and Adds for the number in a sampling of individual station activity. Complete activity can be found in the Parallels. NOTE: Records that lack the required 80% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40.



March 25, 1985

AMERICA MEETS

Boy Meets Girl



The debut album from Boy Meets Girl is on the street this week.

The first single "Oh Girl" is at radio now.

AM-2713



On A&M records and chrome cassettes from BASF.

CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	
6	2	2	1 MADONNA/Material Girl (Sire/WB)
7	5	3	2 PHIL COLLINS/One More Night (Atlantic)
1	1	1	3 REO SPEEDWAGON/Can't Fight This Feeling (Epic)
9	7	5	4 TEENA MARIE/Lovergirl (Epic)
38	20	11	5 MADONNA/Crazy For You (Geffen)
5	4	4	6 JULIAN LENNON/Too Late For Goodbyes (Atlantic)
12	9	7	7 SURVIVOR/High On You (Scotti Bros./CBS)
-	-	30	8 USA FOR AFRICA/We Are The World (Columbia)
20	14	9	9 MICK JAGGER/Just Another Night (Columbia)
28	17	14	10 BRUCE SPRINGSTEEN/I'm On Fire (Columbia)
21	15	13	11 BRYAN ADAMS/Somebody (A&M)
8	6	6	12 JOURNEY/Only The Young (Geffen)
18	16	15	13 BILLY JOEL/Keeping The Faith (Columbia)
35	24	20	14 CHICAGO/Along Comes A Woman (Full Moon/WB)
36	27	21	15 COMMODORES/Nightshift (Motown)
14	11	10	16 DURAN DURAN/Save A Prayer (Capitol)
28	18	17	17 PRINCE/Take Me With U (WB)
18	13	12	18 TINA TURNER/Private Dancer (Capitol)
33	25	22	19 ANIMATION/Obsession (Mercury/PG)
40	31	23	20 DeBARGE/Rhythm Of The Night (Gordy/Motown)
-	33	25	21 DON HENLEY/All She Wants To Do Is Dance (Geffen)
-	34	27	22 DIANA ROSS/Missing You (RCA)
2	3	8	23 DAVID LEE ROTH/California Girls (WB)
4	8	18	24 GLENN FREY/The Heat Is On (MCA)
11	10	16	25 FRANKIE GOES TO HOLLYWOOD/Relax (ZTT/Island)
32	29	26	26 CARS/Why Can't I Have You (Elektra)
-	-	33	27 FOREIGNER/That Was Yesterday (Atlantic)
34	32	28	28 D. BOWIE & P. METHENY/This Is Not America (EMI America)
-	37	29	29 MURRAY HEAD/One Night In Bangkok (RCA)
-	40	31	30 GREG KIHN/Lucky (EMI America)
-	39	31	31 SIMPLE MINDS/Don't You (Forget About Me) (A&M)
-	35	32	32 FIRM/Radioactive (Atlantic)
3	12	19	33 WHAMI/Careless Whisper (Columbia)
DEBUT			34 POWER STATION/Some Like It Hot (Capitol)
DEBUT			35 D. HALL & J. OATES/Some Things Are Better Left... (RCA)
-	40		36 ERIC CLAPTON/Forever Man (WB)
-	38		37 DAN HARTMAN/Second Nature (MCA)
DEBUT			38 JOHN FOGERTY/Rock And Roll Girls (WB)
DEBUT			39 SANTANA/Say It Again (Columbia)
DEBUT			40 TIME/The Bird (WB)

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AOR TRACKS

Three Weeks	Two Weeks	Last Week	
13	4	1	1 ERIC CLAPTON/Forever Man (WB)
-	14	4	2 TOM PETTY.../Don't Come Around Here No... (MCA)
16	11	9	3 SIMPLE MINDS/Don't You (Forget About Me) (A&M)
4	3	2	4 DON HENLEY/All She Wants To Do Is Dance (Geffen)
6	6	5	5 JOHN FOGERTY/Rock And Roll Girls (WB)
2	2	3	6 FIRM/Radioactive (Atlantic)
1	1	6	7 MICK JAGGER/Just Another Night (Columbia)
9	9	8	8 FOREIGNER/That Was Yesterday (Atlantic)
8	7	9	9 BRUCE SPRINGSTEEN/I'm On Fire (Columbia)
17	16	11	10 MICK JAGGER/Lonely At The Top (Columbia)
-	37	20	11 TEARS FOR FEARS/Everybody Wants To... (Mercury/PG)
33	22	16	12 CHICAGO/Along Comes A Woman (Full Moon/WB)
14	13	13	13 SANTANA/Say It Again (Columbia)
10	10	14	14 ALAN PARSONS PROJECT/Let's Talk About Me (Arista)
3	6	12	15 PHIL COLLINS/One More Night (Atlantic)
39	30	22	16 VAN MORRISON/Tore Down A La... (Mercury/PG)
-	25	17	17 USA FOR AFRICA/We Are The World (Columbia)
5	5	10	18 D. BOWIE & P. METHENY/This Is Not... (EMI America)
-	43	31	19 FIONA/Talk To Me (Atlantic)
7	12	15	20 BRYAN ADAMS/Somebody (A&M)
BREAKER			21 JOHN FOGERTY/Centerfield (WB)
29	24	23	22 LOS LOBOS/Will The Wolf Survive? (Slash/WB)
48	32	27	23 G. THOROGOOD & THE.../I Drink Alone (EMI America)
21	20	18	24 GREG KIHN/Lucky (EMI America)
22	21	19	25 FIRM/Closer (Atlantic)
BREAKER			26 KENNY LOGGINS/Vox Humana (Columbia)
30	27	26	27 GARY O/Shades Of '45 (RCA)
35	35	30	28 FIRM/Satisfaction Guaranteed (Atlantic)
49	38	34	29 PHIL COLLINS/Inside Out (Atlantic)
BREAKER			30 ERIC CLAPTON/She's Waiting (WB)

Complete Tracks Chart Begins on Page 61

BLACK/URBAN

Three Weeks	Two Weeks	Last Week	
9	2	1	1 LUTHER VANDROSS/'Til My Baby Comes Home (Epic)
8	3	2	2 JESSE JOHNSON'S REVUE/Be Your Man (A&M)
15	9	5	3 MAZE featuring FRANKIE BEVERLY/Back In Stride (Capitol)
8	4	4	4 WILTON FELDER f/B. WOMACK/I'll Still Be Looking Up To... (MCA)
21	14	7	5 DeBARGE/Rhythm Of The Night (Gordy/Motown)
7	7	6	6 PATTI LABELLE/New Attitude (MCA)
1	1	3	7 COMMODORES/Nightshift (Motown)
27	18	12	8 MARY JANE GIRLS/In My House (Gordy/Motown)
13	10	8	9 GLADYS KNIGHT & THE PIPS/My Time (Columbia)
16	12	10	10 DAZZ BAND/Heartbeat (Motown)
29	22	14	11 MIDNIGHT STAR/Scientific Love (Solar/Elektra)
-	30	20	12 ALEXANDER O'NEAL/Innocent (Tabu/CBS)
26	21	15	13 JENNY BURTON/Bad Habits (Atlantic)
-	24	14	14 SADE/Smooth Operator (Portrait/CBS)
18	13	13	15 WHISPERS/Some Kind Of Lover (Solar/Elektra)
36	27	19	16 MANHATTANS/You Send Me (Columbia)
5	5	9	17 TINA TURNER/Private Dancer (Capitol)
-	33	22	18 SHALAMAR/My Girl Loves Me (Solar/Elektra)
-	31	21	19 KOOL & THE GANG/Fresh (De-Lite/PolyGram)
BREAKER			20 NEW EDITION/Lost In Love (MCA)
23	20	18	21 PRINCE/Take Me With U (WB)
32	29	23	22 NARADA MICHAEL WALDEN w/P. LABELLE/Gimme... (WB)
-	38	32	23 B.B. KING/Into The Night (MCA)
-	35	24	24 TEMPTATIONS/ My Love Is True (Truly For You) (Gordy/Motown)
-	39	30	25 GAP BAND/I Found My Baby (Total Experience/RCA)
33	31	28	26 RUN D.M.C./King Of Rock (Profile)
39	34	27	27 S.O.S. BAND/Weekend Girl (Tabu/CBS)
19	17	17	28 JOHNNY GILL/Half Crazy (Cotillion/Atco)
-	37	34	29 AL JARREAU/Raging Waters (WB)
DEBUT			30 WHITNEY HOUSTON/You Give Good Love (Arista)
4	8	11	31 ASHFORD & SIMPSON/Outta The World (Capitol)
-	39	32	32 JEFF LORBER featuring AUDREY WHEELER/Step By Step (Arista)
-	37	33	33 MELBA MOORE/Read My Lips (Capitol)
-	40	38	34 EUGENE WILDE/Rainbow (Philly World/Atlantic)
-	40	35	35 SAM BOSTIC/Cold Tears (Atlantic)
BREAKER			36 USA FOR AFRICA/We Are The World (Columbia)
2	6	16	37 CHAKA KHAN/This Is My Night (WB)
DEBUT			38 GLENN JONES/Bring Back Your Love (RCA)
11	11	21	39 WHAMI/Careless Whisper (Columbia)
BREAKER			40 GEORGE BENSON/I Just Wanna Hang Around You (WB)

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ADULT CONTEMPORARY

Three Weeks	Two Weeks	Last Week	
6	3	1	1 PHIL COLLINS/One More Night (Atlantic)
1	1	2	2 JULIAN LENNON/Too Late For Goodbyes (Atlantic)
7	5	4	3 COMMODORES/Nightshift (Motown)
15	9	8	4 DeBARGE/Rhythm Of The Night (Gordy/Motown)
2	2	3	5 REO SPEEDWAGON/Can't Fight This Feeling (Epic)
-	-	17	6 USA FOR AFRICA/We Are The World (Columbia)
-	21	12	7 MADONNA/Crazy For You (Geffen)
17	12	9	8 MANHATTANS/You Send Me (Columbia)
3	4	5	9 BILLY JOEL/Keeping The Faith (Columbia)
23	17	11	10 BRUCE SPRINGSTEEN/I'm On Fire (Columbia)
4	6	7	11 WHAMI/Careless Whisper (Columbia)
21	15	13	12 DOLLY PARTON/Don't Call It Love (RCA)
5	7	8	13 KENNY ROGERS/Crazy (RCA)
24	18	15	14 BARBRA STREISAND/Emotion (Columbia)
-	22	15	15 SADE/Smooth Operator (Portrait/CBS)
10	11	14	16 DIANA ROSS/Missing You (RCA)
22	20	16	17 DAN HARTMAN/Second Nature (MCA)
25	22	19	18 JANEY STREET/Under The Clock (Arista)
9	8	10	19 ERIC CARMEN/I Wanna Hear It From Your Lips (Geffen)
8	10	16	20 FOREIGNER/I Want To Know What Love Is (Atlantic)
BREAKER			21 GEORGE BENSON/I Just Wanna Hang Around You (WB)
12	13	20	22 ANNE MURRAY/Time Don't Run Out On Me (Capitol)
DEBUT			23 BILLY OCEAN/Suddenly (Arista)
DEBUT			24 TINA TURNER/Private Dancer (Capitol)
11	14	21	25 STEVE PERRY/Foolish Heart (Columbia)

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