BERT S. COOK **NEW STANDARDS ON**

DEC 9

On January 1, the FCC enforces new tougher standards on RF face of growing concerns risks. All radio stations will be affected. Page 11

MAILOUT MIRTH

RF RADIATION

Reed Bunzel takes a serious look at radio laugh factories in his report on the wholesale humor vendors of syndicated

DETROIT RADIO INTOXICATED

Some stations can't be categorized. Donna Brake explores one of the most interesting format hybrids of late, WDTX/Detroit.

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HIGH-CUME AOR QUARTET

Steve Feinstein looks at a radio rarity, four AOR stations that lead their markets in cume.

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IN THE NEWS THIS WEEK

- Gary Landis Westwood One PD as company closes Mutual deal
- Bill Minckler PD at KSFO
- Nancy Vaeth GM at WFMS
- NRBA survey shows strong station opposition to continuous Arbitron measurement
- Howard Geiger Director/Black Promotion at Capitol
- Fire sweeps through WDET studios
- Bob Poe WKIS GM
- Jim Tillery GM, Michael Bump GSM at WHI Y
- Steve Holbrook Ops. Director at WDBO & WWKA, Bill Patti WDBO PD
- Aloha sells KKUA & KQMQ

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EASY LISTENING SPOT CHECK

Commercial compatibility is critical on Easy Listening stations. TM Easy Listening Director of Programming Steve Hibbard runs down the dos and don'ts of this vital program ingredient.

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SIGN ON THE DOTTED LINE, PART III

In the third part of his investigation of air personality contracts, Dan O'Day takes a look at noncompete clauses.

Page 25

COUNTRY TOP-RANKERS

Lon Helton continues his two-part profile on Country stations that dominated their markets 12+.

Page 44

NEXT WEEK IN R&R

Our annual Year-End special issue. featuring a news chronicle for 1985 and the end-of-the-year music charts.

Newsstand Price \$3.50



Coury Set As Geffen Promotion/ **Marketing Chief**

Barbis Departs; Network To Merge

Longtime label executive and Network Records President Al Coury is joining Geffen Records as a senior executive responsible for promotion and marketing. He assumes the duties of former promotion head John Barbis, who has left the com-

cation to radio. Now with the

additional strength of the Sel-

tion companies, noted that

Blair's sales units will collec-

tively have a staff totalling

nearly 270 sales and support people in over 40 locations across the country. "We see ex-

citing opportunities for tremen-

dous synergism which will en-

hance the sales productivity of

all the operating companies," he said. "Now in every major

radio market, advertisers and

their agencies can work with

Blair-owned rep companies to

place schedules on many of the

finest stations in the country.

BLAIR/See Page 4

Coury says Network will merge into the Geffen organization, which has been distribut-



com and Torbet people and client stations, we're ready to ing the label in the U.S. and move ahead to a new era of in-novation and growth for radio." Canada. Acts under contract to Jim Hilliard, President of the Network include Gary Myrick, Irene Cara, Moving Pictures, Blair Radio Division and Chairman of its Radio Representa-

and Johnny Van Zant. Geffen President Ed Rosen-blatt remarked, "We're thrilled that Al Coury, who is known to all in the industry, has decided to join Geffen at this time."

Coury, onetime President/ COO of RSO Records, explained that as is customary with most Geffen executives, he will carry no formal title. "What I'll be doing is still working and developing the acts I have on Network, but also taking over major responsibilities in the area of promotion and marketing at Gef-

COURY/See Page 4

Blair Buys Selcom, Torbet

Ending months of speculation, John Blair & Co. has acquired Torbet Radio, Inc. and its Selcom Radio division, the radio station sales representation operations of Selkirk Communications Ltd. of Toronto. Torbet and Selcom, which together represent over 300 stations, will become operating units of Blair's radio representation division, currently comprised of Blair Radio and Blair/RAR. The sale price was not disclosed.

John Blair & Co. President Jack Fritz said, "Our acquisition of Selcom and Torbet reaffirms our commitment to the radio rep business. Blair has expanded its leadership into many areas since its start as a radio representative 50 years ago; but has always maintained its dedi-

PROGRAMS WJAX-FM

Driscoll Statewide VP/Programming



Mark Driscoll

Statewide Broadcasting has hired former H&W VP/Programming and WZPL/Indian-apolis PD Mark Driscoll as VP/Programming. Additionally, Driscoll will direct the programming of soon-to-be acquired WJAX-FM/Jacksonville, which Statewide purchased recently from Silver Star Broadcasting.

Statewide Sr. VP/GM Mark Schwartz commented, "Mark's joining Statewide is a further indication of the growth plans we are currently anticipating for 1986. Mark has long been respected as one of America's finest programming talents and semi-wonderful golfers. He will, at this stage, develop the programming for WJAX-FM, with an eye toward other Statewide programming opportunities in the near future.

Speculation is that WJAX-FM will drop its Urban format in

favor of CHR, but neither Schwartz or Driscoll would confirm the change or a flip in call letters. Statewide also owns religious outlets WAPE/Jacksonville, WCFL/Chicago, KLTY-FM/Dallas, and WVCG/Miami, DRISCOLL/See Page 4

Curelop Back As WYNFPD



Carey Curelop

WLLZ/Detroit programmer Carey Curelop is rejoining CBS's WYNF/Tampa as PD, a post he held from 1983 to January 1985 when the AOR outlet was owned by Taft. He replaces Mark Zintel, who resigned.

WSUN & WYNF VP/GM George Sosson praised CURELOP/See Page 4

Wasley, Smith Head EMI Singles, AOR Promotion

Don Wasley and Tony Smith have been elevated to National Singles Promotion Director and National AOR Promotion Director, respectively, at EMI America Records.

Wasley succeeds Jack Satter, who joined Manhattan as VP/ Promotion last week. He comes to the post after 2½ years as the label's National AOR Promotion Director; before that, he served in a similar capacity at

Smith, who has been handling local promotion for EMI America out of Chicago since April, moves into the slot vacated by Wasley. He was previously responsible for the label's regional Midwest AOR promotion for three years.

EMI America VP/Promotion Dick Williams commented, 'Don's experience in promotion and artist relations make him a natural replacement for Jack Satter. His knowledge of, and rapport with, our field staff will enable him to make the transition a smooth and effective



Tony Smith Don Wasley

one." Williams continued, "Tony Smith has been one of our most enthusiastic and dedicated field reps, and I look forward to working directly with him here in our home office '

Wasley is a 15-year industry veteran whose previous national promotion experience was at Casablanca and Ariola. He was also VP/Artist Development at Casablanca. Wasley commented, "This is an opportunity for me to broaden my horizons, and I look forward to the excitement of new fron-

EMI/See Page 4

WESTWOOD ONE

ONLY '85 INTERVIEW!

PATRENATAR

OFF THE RECORD
WITH

MARY TURNER

Join Mary Turner the week of December 9 as rock radio's most listened-to interview program presents Pat Benatar in an hour-long Off The Record Special. In her first national radio interview this year, the Grammy-winning rock 'n' roll singer candidy liste about writing and recording her new Chrysalis LP, Seven The Hard Way, the sentiment behind the album's hit single, "Sex As A Weapon," juggling rock 'n' roll and motherhood, preparing for her first tour in more than three years and more. To make sure you and your listeners don't miss Mary's insightful Off The Record Special featuring one of rock's most celebrated singers, contact Westwood One now at (213) 204-5000 or Telex 4996015 WWONE.

MANAGEMENT: RICK NEWMAN & RICHARD FIELDS

DECEMBER 6, 1985

MAILBOX MAGIC

Direct mail has been hailed and assailed. In a detailed, in-depth look at its pros and cons, Harvey Mednick keeps you posted on this promotional vehicle.

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Minckler PD At **KSFO**

KYA/San Francisco PD Bill Minckler has added on programming duties for King Broadcasting AM sister station KSFO. Minckler had been serving as acting PD at the MOR-A/C AM outlet for the past several weeks since Rick Scott left to become Director of Programming for Ackerley Communi-

King VP/Radio Jim Kime told R&R, "Bill's been with us for many years, and now he's returned to where he started. Programming these two stations is probably his biggest challenge since he joined the company. We're very pleased to have him."

Minckler has worked with King for eight years. He started as Assistant PD at KYA-AM & FM, serving as PD at KGW & KINK/ Portland for three years before returning to KYA as PD a year ago. Commenting on KSFO, Minckler said, "I was conceived in San Francisco, so I feel very close to the situation. KSFO is representative of a lot of stations around the country right now in that you almost have to be twice as good as your FM counterpart just to stay

MINCKLER/See Page 6

PAGE THREE I Vaeth Transfers To WFMS GM

KLIF & KPLX/Dallas General Sales Manager Nancy Vaeth has transferred to the GM post at Susquehanna Country sister station WFMS/Indianapolis. She succeeds exiting Station Manager/National Sales Manager Kevin Aufmann.

Noted Susquehanna Regional VP Larry Grogan, "Over the last three years as GSM at KLIF & KPLX, Nancy has proven to be an outstanding leader and administrator. We believe that she has the spirit and drive necessary to lift WFMS to the heights that we expect in Indianapolis."

Before being named GSM for the Dallas combo in 1982, Vaeth served two years there as an Account Executive. Her background also includes two-year AE stints with KMJQ/Houston and WEZG/Syracuse Commenting on her first management post, Vaeth told R&R, "Susquehanna is a great company, and I've learned a lot in the five years I've been with them. This is a terrific opportunity for my career and what I want to do.

Grogan added that the search for Vaeth's replacement at KLIF & KPLX is underway.

NRBA Poll Shows Radio Opposes Arbitron Continuous Measurement

According to a recent poll by the National Radio Broadcasters' Association (NRBA), broadcasters are overwhelmingly against Arbitron's plans for year-round measurement in the top 75 markets, which is scheduled to begin in

Geiger Directs Capitol Black Promotion



Howard Geiger

Howard Geiger has been elevated to Director/Black Music Promotion for Capitol. Geiger had been Southwest Regional rep since

VP/Black Music Promotion Ronnie Jones commented, "The entire Capitol management team can now benefit from his expertise and enthusiasm, motivation, and managerial skills. The R&B department is very proud to have Howard join us in the Tower."

NRBA's Wendell Wood reported. "Of the 1400 stations sent questionnaires (all in the top 75 markets), 261 responded by the deadline. Of the 156 Arbitron subscribers that sent back the forms, 84% voted against the switch to Continuous Measurement. Of the 105 nonsubscribers who participated, 82% felt negatively. We've sent these results to the Arbitron Radio Advisory Council (ARAC) for their discussion with Arbitron."

As expected, comments from those polled varied widely in opinion as to the value of the expanded survey schedule. "When will we have time to experiment, to try new formats?" asked one broadcaster. Another commented, "The numbers are already abused by the buying community. This will give them more numbers to beat us up with." However, one Continuous Measurement proponent argued, "This will curtail overblown activity set only for the ratings periods."

GM Caryn Mathes told R&R,

"No one was hurt, but we really

had some action above and beyond

the call of duty by our OM Judy

Donlin, personality Jim Gallert,

and Engineering Assistant John

Patouhas, who slowed down the

flames with a fire extinguisher;

otherwise, the whole station would

have gone up in smoke. They ended

up crawling on their bellies to shoot

the extinguisher at the flames, and

managed to turn off the power so

that the transmitter didn't blow

up."
To let the smoke out, firemen

broke every window in the station.

"It went down to ten degrees over

the weekend," added Mathes.

"We're all working here in our



Gary Landis

COMPANY CLOSES **MUTUAL DEAL**

Landis Westwood One PD

Westwood One this week completed its purchase of the network assets of the Mutual Broadcasting System from Amway Corp. for \$30 million in cash and notes and 210,000 shares of common stock. In return, Amway has agreed to purchase \$5 million in advertising on either Westwood One or Mutual, and will continue to provide satel-lite distribution for Mutual via Westar IV for three years.

The company also named Gary Landis Director/Programming, filling a similar position vacated by the departure of George Taylor Morris last month. Landis, who will report to WW1 VP/Production Brian Heimerl, most recently was Director/Programming at the RKO Radio Networks.

Commenting on the Mutual closing, WW1 President Norm Pattiz said, "We are very pleased with the results of the negotiations which have led to the completion of our acquisition of the Mutual Radio Network. As successors to the Mutual Radio Network operation, we look forward to expanding our operations into the news, sports, and adult features entertainment market."

Heimerl said of Landis: "Gary has had experience in every facet of this business, and brings to Westwood One a level of professional excellence that underscores our position in the industry. He's a very welcome addition to the Westwood One team."

Landis commented, "Coming to work at the number one network in

LANDIS/See Page 6

Fire Ravages WDET Offices

An electrical fire broke out at WDET/Detroit last Saturday evening (11-30), destroying three administrative offices, satellitetransmission equipment, and over

10,000 records in the station's jazz library. The blaze knocked WDET off the air for 17 hours while officials assessed the water and smoke damage throughout the

PATTI WDBO PD

Holbrook Directs Operations At WDBO & WWKA



Steve Holbrook

Steve Holbrook has been promoted from WWKA/Orlando PD to Operations Director of WWKA and its AM, WDBO. At the same time, Holbrook upped WDBO Production Director Bill Patti to PD at the AM. Patti replaces David Bernstein,

who left to join WTIC/Hartford last

HOLBROOK/See Page 6

Holbrook commented, "One of

RETAINS FLORIDA NET POST

Poe Adds WKIS GM Duties

Bob Poe, GM of Susquehanna's Florida Network since 1983, has added the duties of GM for co-owned News/Talk station WKIS/Orlando He replaces former WKIS GM Mike Gaier, who has exited the sta-

Susquehanna Regional VP George Hyde commented, "Bob's promotion is a logical step in our efforts to continue the growth in size and stature of both the station

and the network."

coats and mittens.

Poe said his appointment is part of an ongoing effort "to combine the operations" of the Florida Network and WKIS. The move began when the network, which provides news and features to 60 stations statewide, began to carry some longform talk programs originat-ing at WKIS. "What we're really doing is turning WKIS into a Flor-ida superstation," Poe explained.

"It makes quite good sense to merge the two together. We were cross-utilizing a lot of the staffs and resources. We're finding that, together, we can make the sum greater than the two parts."

Poe joined WKIS almost ten years ago as a talk show producer, moving up to Regional Sales Manager and then becoming GSM of the Florida Network.

NFWS IN BRIEF



Curtis Lloyd



Terry Metcalf



Larry Johnson

Southeast Regional Sales Manager for Motown Records. An eight-year in-

 CURTIS LLOYD was promoted to dustry veteran, Lloyd most recently was a salesman for MCA Distributors in Detroit.

Ratt Rap



Atlantic's Ratt were awarded gold and platinum LPs for their "Invasion Of Your Privacy" LP following a New Jersey Meadowlands concert. Pictured (I-r) are group's Robbin Crosby, Atlantic President Doug Morris, group's Stephen Pearcy, Atlantic Chairman Ahmet Ertegun, and Exec. VP/GM Dave Glew.

AUGUST-

SEPTEMBER -

OcroBER -

• ROBERT WINTERS has been elevated from GM at WTMA & WSSX/ Charleston, SC to VP/GM. He is also now supervising operations for parent Faircom, Inc., which also owns WSBH/Southhampton, NY. At the same time, THOMAS HUNT joined WTMA & WSSX as General Sales Manager, arriving from WXLY/North Charleston, SC.

• TERRY METCALF becomes GM at WKIX & WYLT/Raleigh-Durham-Chapel Hill, NC. He joins parent Mann Media from Decision Data Computer Corp., where he was Regional Sales Manager

• LARRY JOHNSON joins Jhan Hiber & Associates as Sr. Research Consultant. A veteran broadcaster/ consultant/educator, Johnson will oversee the conduct of the firm's Predictor perceptual research pro-

• BRUNO KRETCHMAR is elevated to President of Chrysalis Music worldwide, based at the company's London office. Kretchmar joined Chrysalis Music earlier this year

BLAIR RADIO/BLAIR RAR

FROM THE DESK OF

JIM HILLIARD

1985 STRATEGIC PLANNER

3/2 BRN TOU- PREE HOTHNE STARTS. 1.800-24/24-BRN

V RAR TO SGN KKOY, SAN FRANCISCO VICTOR DAN

RAINY HARRIS PALLAS INNIE KELLER PORTAND

TRAN NO SIGN AKCH MINI MINISTERS OF THE MEETINGS & RECEPTION 9/3

IST BAN SARON PONSORY BARO MEETING PH. MB NRSA

SEND CONGRATS NOTE TO NEWLY ELECTED CHARAM

DISCUSS BRV MEDIA PLUS CANCED WITH BOB LION

USING ALL JOHN BLAIR & CO. RESOURCES

ANNOUNCE REPRESENTATION OF NEW CHENT STATIONS

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ST BRN NATIONAL SALES CONFERENCE 10/6-8 NY

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NOTE TO DICKE ROSENFELD RE. 25 VRS-KILT

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SAMPLISKY'S KLSY SEATTLE WAS

CLARKE BROWN, JR. (GM-KSON, SAN DIEGO)

CONGRATULATIONS TO BLAIR RADOS

Coury

Continued from Page †

Discussing his move, Coury entinued, "It really came continued. together in a matter of weeks. Releasing three or four albums a year became boring to me, so this came at a time when I was looking for new challenges. Geffen is very similar to RSO in the way it operated: an entrepreneurial, multimedia type of company with records, Broadway shows, and movies. And what we did at RSO was done with a limited number of people, which, in many respects, is also similar to Geffen.

Asked about the status of legal action taken this past summer by Irene Cara against Network and himself. Coury said, "It's still pending, but I'm presuming it will be settled soon, one way or the other." Cara is claiming career mismanagement and is suing for damages. Coury denies the charges

Barbis told R&R, "I've given Geffen Records five years of my heart and soul. I'd like to thank all the wonderful artists and friends who've made it a great time for me in my career.

I look forward to a new challenge and wish everyone at Geffen continued success.'

Curelop

Continued from Page 1 Curelop's leadership qualities: "He's highly respected by the staff; they'd walk through walls for him. Carey also has a good musical ear for the market, likes the lifestyle, and wants to work for a stable company in a growth market. He led the station to some of its highest numbers, and bringing him back is a sign of our commitment to AOR.'

Curelop told R&R, "With morning team Jim Johnson & George Baier coming over and considering recent Arbitrends and Birches, WLLZ is going to be very successful in 1986. I'm looking forward to joining CBS and working with the fine staff at WYNF again."

Curelop, who served as PD of WYNF's Country sister WSUN from January to June of this year, has also programmed WABX/Detroit and KFMG/Albuquerque.

Blair

Continued from Page 1

With this acquisition, we've positioned ourselves to be an even tougher competitor, capable of winning a significant share of spot and unwired network radio business for our sta-

Hilliard added that the integration of the Selcom and Torbet operations into the Blair organizational structure is now underway, noting that joint Selcom/Torbet/Blair management teams have been established and are working to assure a smooth transition

EMI

Continued from Page 1

tiers."

Smith, who worked for Capitol in Detroit before joining EMI America, told R&R, "I've always set my sights on a national position, so I'm ecstatic to have this opportunity. I intend to tackle the job with the same enthusiasm I had as a local and a regional rep, and then some."

Driscoll

Continued from Page 1 as well as A/C combo WKQE & WBGM/Tallahassee.
Driscoll noted, "This com-

pany is going to become a whole lot bigger real fast, and this will give me a real opportunity to be in on the ground floor. We're going to explore our programming options in all areas as the months unfold."

Driscoll's past programming experience includes Group PD for Brandon Communications and PD posts at KITE/Corpus Christi, WLUM/Milwaukee, KSTP/Minneapolis, WMJX/Miami, WDRQ/Detroit, WBBF/ Rochester, and WAPE in its earlier CHR incarnation.

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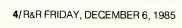
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PREMIE FOR MNOUNCEMENT



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PMT On Atlantic Spaceship



Atlantic has signed "Miami Vice" star Philip-Michael Thomas, with his first single on his own Spaceship/Atlantic label, "Just The Way I Planned It," just out. Pictured (Ir) are Atlantic Exec. VP Dave Glew, Atlantic VP/GM Black Music Operations Hank Caldwell, Thomas, attorney Alien Jacobi, and Atlantic VP Tunc Erim.

Gold "Secret" Goes Public



Paul Young's "The Secret Of Association" LP recently hit gold, and Young got the news after a Dallas concert. Celebrating are (I-r) Young along with Columbia's Michael Surlock and Jack Chase.

Minckler

Continued from Page 3

even. The great tradition, call letters, and all that are there, but it really doesn't make any difference anymore. What I will demand of the station is that it be consistent with the good things about its past and only do that which makes sense for the future.

"Tm restoring some things I think were removed prematurely. We have a very well-known airstaff for the Bay Area and I'm letting them do nearly anything they want, based on their understanding of the 35-54 target audience. We look to recapture our consistency day to day."

Landis

Continued from Page 3

the radio business makes all those years of hard work and 14-hour days worth it. I'm delighted to be here and look forward to the challenges that a company of this stature provides."

Landis joined RKO in 1982, serving as Manager/RKO Radioshows and Manager/Programming before becoming Director/Programming in 1983. He previously worked at Wichita-based Landis Advertising, and served as a regional sales manager at Los Angeles-based Watermark.

Tillery GM, Bump GSM At WHLY

KXXY-AM & FM/Oklahoma City VP/GM Jim Tillery and WCMS-AM & FM/Norfolk GSM Michael Bump have accepted the GM and GSM posts, respectively, at CHR-formatted WHLY/Orlando. Bump, who fills the station's ten-month GSM vacancy, has already started work; Tillery succeeds exiting GM Alan Rock and will take over January 1.

Peter Starr, President/CEO of WHLY parent Southern Star Broadcasting Group, remarked, "We think the combination of Jim and Mike will probably form one of the best management teams we've ever had anywhere. Both have had the benefit of excellent training backgrounds, and I expect they'll provide very professional management to Y106.

Tillery, who earlier worked in sales for over five years in Orlando at WKIS, takes his new post after 18 months as VP/GM at KXXY. He previously was GSM there, as well as at WVLK-AM & FM/Lexington, KY. "I regret leaving Summit, as it's a fantastic organization. But I can't think of a better place to be than in Florida or a better person to work with than Peter Starr. Y106 just needs a GM to organize things and a GSM to generate the revenues. PD Rick Stacy is very qualified and has turned the station in the right direction." Tillery added that he's made some recommendations from within KXXY regarding his successor.

A 17-year broadcaster, Bump spent six years as GSM at WCMS,

Murphy Parties With Whitney



Arista staged a party at the Palladium in New York following Whitney Houston's Carnegie Hall concert. Pictured are (I-r) guest Eddie Murphy, Houston, and Arista President Clive Davis.

Epic's Congaing Heroes



E/P/A held a dance party for Miami Sound Machine recently in support of the single "Conga." Pictured (I-r) are group's Emilio Estefan and Gloria Estefan, E/P/A Sr. VP/GM Don Dempsey, and group's Kiki Garcia and Marcos Avila.

having earlier worked at crosstown WNIS and also at WAAM/Ann Arbor. "I'm delighted to be back in Class A rock 'n' roll; the time was right. This company is fast on the move to grow and add properties, and the energy in this station is all positive."

Holbrook

Continued from Page 3

Holbrook will continue to program Country WWKA, a job he's held since Katz bought the station in January 1983. Before that he programmed WKSJ/Mobile from 1979-83.

Commenting on Patti's move, Holbrook said, "His background in programming has always been with AM stations. I think it's important that someone who comes into a market to program an AM station has some knowledge of AM radio and the AM radio listener.

"DBO is news-oriented, but we do play music and are very aggressive in that. We wanted to find someone equally aggressive to maintain the visibility of the station in the market."

Patti added, "I'm very excited about this promotion. I've worked in Orlando about ten years and WDBO has always been the one radio station I've wanted to work for. I got the opportunity to do that about eight months ago when I came here as Production Director, and now I'm Program Director, so I'm very happy about that."

Before coming to WDBO, Patti programmed crosstown WREM for four years and was an air personality at WKIS for a year.

Why WBNS Radio's cartridge tapes sound better than yours

Columbus, Ohio Radio Station WBNS has found the permanent cure for inherent cartridge tape problems: the Harris Phase Fixer audio time base corrector.

Ron McGrew of WBNS explains. "We needed this device 20 years ago. The Phase Fixergives us consistently clean sound on every tape in the rack. No matter how much repeat play and abuse they're subjected to,

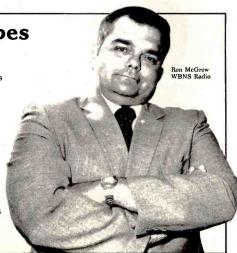


tapes sound perfect and flutter-free. There's no high frequency loss, and phase error is totally eliminated. After several months of using the Phase Fixer, I must say that Harris, once again, has a winner."

Your programming may be flawless. But performance problems develop in every cartridge tape. Don't enter the ratings war unarmed. The Harris Phase Fixer gives you a competitive edge. For more information, contact Harris Corporation, Broadcast Group, P.O. Box 4290, Quincy, Illinois 62305. (217) 222-8200.



For your information, our name is Harris.





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The AP Network is, without a doubt, the hottest ticket in radio today.

Because we deliver more listeners than any other radio network in the country. And we serve the leaders in nearly all of the top 100 markets. Including top-rated stations in New York, Philadelphia, Boston, Houston, Dallas, Minneapolis, San Diego, Phoenix and Seattle.

Why?

Because we've got the largest, most pervasive news staff in the world.

programming options than anybody else.

Because we give you absolute flexibility and control over your programming mix.

And because when it comes to avails, you run the show. AP never requires any commercial clearances.

So when local advertisers line up to sponsor AP reports, you're the one who cleans up at the box office.

For more information about the AP Network, call Jim Williams at 800-821-4747, or your local AP Broadcast Executive.

AP Associated Press Broadcast Services

Aloha Deals KKUA & KQMQ For \$1.9 Million

KKUA & KQMQ/HONOLULU

PRICE: \$1.9 million

BUYER: Northpark Media, owned by James Ellis, Melvin Hemmer, and J.M. Walrad. It also owns 82% of KNMQ/Santa Fe.

SELLER: Aloha Broadcasting, principally owned by Barbara Dalderis, Patrick Lannan, and John Lannan.

DIAL POSITION: 690 kHz; 93.1 mHz

POWER: 10 kw; 54 kw FORMAT; A/C; CHR BROKER: Blackburn & Co.

WGAI & WWOK/ ELIZABETH CITY, NC

PRICE: \$1.4 million (\$350,000 for AM; \$1,050,000 for FM)
BUYER: Ellek Seymour, who also

BUYER: Ellek Seymour, who also owns WYBS-AM & FM/Burgaw, NC; WYAK AM & FM/Surfside Beach, SC; WGCA/Charleston, SC; WUNNE/Gose Creek, SC; WETT/ Ocean City, MD; WWTR/Bethany Beach, DE; WSVS-AM & FM/Crewe, VA (WSVS-FM is being sold); WDSC-AM & FM/Dylan, SC; and WMBL & WMBJ/Moorehead City, NC (to be sold). Seymour is buying WVAB/Virginia Beach, VA; WWGH/Cape Charles, VA; WAS AM & FM/Varina, NC;

and WSLB/Fayetteville, NC. Seymour

recently purchased WRJY/Rich-

mond, VA and WHCC & WQNS/ Waynesville, NC (R&R 11-29). SELLER: Success Communications, owned by Thomas Campbell. DIAL POSITION: 560 kHz; 105.7

POWER: 1 kw days/50Q watts nights; 37 kw at 611 feet FORMAT: Country; A/C

WYAI/RIDGELAND, MS; and WZXQ/GLUCKSTAD, MS PRICE: \$700,000

BUYER: Exchequer Communications, owned by William Neville. SELLER: Jackson Radio, which is owned by Matthew Wiggins. DIAL POSITION: 780 kHz; 101.7

POWER: 5 kw daytimer; 3 kw at 300 feet FORMAT: AOR

WFLR-AM & FM/DUNDEE, NY PRICE: \$650,000 (price includes two newspapers — *Dundee Observer* and

the Lake Country Weekly).
BUYER: Brian Clark Printing Co.,
owned by J. Brian Clark.
SELLER: Finger Lakes Radio, owned

by Donald Stork and John Clancy, who also own WSCM & WITU/Cobleskill, NY and WSPQ/Springville, NY. DIAL POSITION: 1570 kHz; 95.9

POWER: 5 kw daytimer; 600 watts at 600 feet FORMAT: A/C (simulcast)

WJYW/SOUTHPORT, NC

PRICE: \$600,000

BUYER: Atlantic Broadcasting, pcincipally owned by Fred Avent and family. It also owns WJMX-AM & FM/Florence, SC and WMQX/Moncks Corner, SC.

SELLER: Rawley Communications, owned by David Rawley, who also operates WINH & WMXX/Georgetown, SC.

DIAL POSITION: 107.1 mHz POWER: 3 kw at 300 feet FORMAT: Beautiful Music BROKER: Harold Miller Jr.

KRAL/RAWLINS, WY and KIQZ/RAWLINS, WY

PRICE: \$245,000 and \$250,000, respectively
BUYER: Richard Moore, John Cor-

towski, and Roy Davenport.
SELLER: Dorothy Sterling and Clata
Peteren, respectively.
DIAL POSITION: 1240 kHz; 92.7

POWER: 1 kw days/250 watts nights until-midnight; 3 kw at 100 feet FORMAT: A/C; Country BROKER: Bill Lochman of Chapman Associates

KBBB & KDXR/BORGER, TX

BUYER: Matt Frontera

SELLER: Phillip Spivey (79%), Rudolph Spivey (20%), and Bill Shelton (1%). Phillip Spivey retains 50% interest in KWEY & KBXR/Weatherford, TX.

DIAL POSITION: 1600 kHz; 104.3 mHz at 170 feet POWER: 5 kw daytimer: 26 kw

FORMAT: Country; A/C BROKER: Bill Whitley of Chapman Associates

KZEA/HEALDTON, OK PRICE: \$295,000

BUYER: Jimmy Dean Williams and Bradley Fenton, who have no other broadcast interests.

SELLER: TAP Communications, which is principally owned by Richard Parrish and family. It also has interests in KNFB/Nowata, OK and KMUS & KRLO/Muskogee, OK.
DIAL POSITION: 105.5 mHz
POWER: 3 kw at 300 feet
FORMAT: TBA

WFNE/FORSYTH, GA

PRICE: \$290,000

BUYER: WFNE Inc., owned by Charles Finney, Charles Roberts, and two others. Finney has interests in WJAZ & WJIZ/Albany, GA; WTJH/East Point, GA; and WMJM & WFAV/Cordele, GA.

SELLER: P.O.S. Radio Inc., owned by Mark Picus, executor of the estate of his father, Lawrence Picus.
DIAL POSITION: 100.1 mHz
POWER: 3 kw at 300 feet

POWER: 3 kw at 300 feet FORMAT: Black BROKER: Stan Raymond and Associates

WJOZ/TROY, PA

PRICE: \$175,000

BUVER: WJOZ, Inc., principally owned by Leonard Ackerman, who also operates WLMB/West Hartford, CT; WECO/Geneva, NY; and is an applicant to purchase WLIS/Old Saybrook, CT and WKAD/Canton, PA. SELLER: Joel Clawson, an applicant for an AM CP permit in Interlaken, NY DIAL POSITION: 310 kHz.

POWER: 500 watt daytimer FORMAT: A/C
BROKER: KOZaco-Horton Company

PUTTING BUYERS AND SELLERS TOGETHER FOR OVER 31 YEARS

NORTHERN CALIFORNIA

FM in growing community - no local competition. Asking \$775,000 (approx. 2.7 times gross rev.) with \$135,000 down. Contact - Elliot Evers (415) 387-0397

JACKSONVILLE FLORIDA

WCRJ-AM - includes valuable real estate and equipment. Asking \$395,000 cash. Contact - Randy Jeffery (305) 295-2572

MIDWESTERN COLLEGE TOWN

Class C FM with sister AM. Profitable. Asking \$1,100,000 with \$300,000 down. Contact - Bill Lytle (816) 941-3733

ROCKY MOUNTAINS

AM with Class C FM in good retail area. Asking \$1,100,000 with \$250,000 down. Contact - David LaFrance (303) 234-0405

TEXAS

AM fulltimer w/ Class C FM in metro mkt. Asking \$1,800,000 with \$100,000 down. Contact - Bill Whitley (214) 680-2807

NORTHWEST

Top 100 market. Class C FM with AM. Priced at a little over 7 times projected cash flow. Asking \$3,350,000 cash. Contact - Greg Merrill (801) 753-8090



For further information on buying or selling, contact Janice Blake, Marketing Director, Chapman Associates, 1835 Savoy Drive, Suite 206, Atlanta, GA 30341 (404) 458-9226

Mirror Men



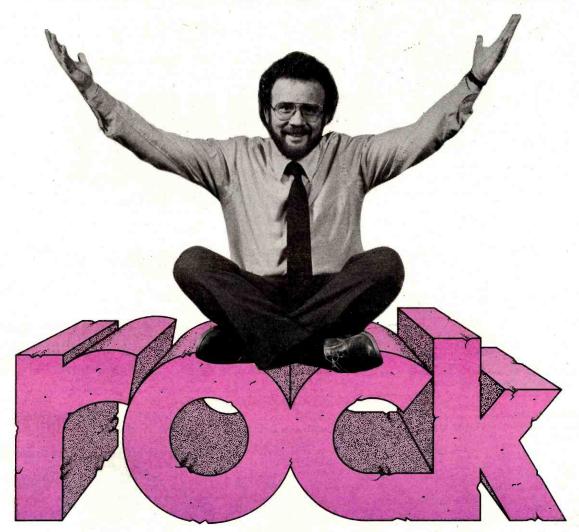
Geffen and WB held a party for Aerosmith in the group's hometown, Boston, to celebrate the new LP "Done With Mirrors." Pictured (r-l) are Geffen's John David Kalodner and Aerosmith's Steven Tyler.

Golden Future



MCA recently celebrated the gold status of the "Back To The Future" soundtrack.
Pictured (1-r) are music supervisor Bones Howe, film's executive producer Steven
Spielberg, writerdirector Robert Zemeckis, and MCA Records & Music Group

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RADIO NETWORK .AND WE'RE ON IT"

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abc rock radio network





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We handle all of your station's critical research right from our own offices, using our 90 WATS-line interviewing stations.

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WASHINGTON REPORT

ALL MUST COMPLY

New RF Radiation Rules Hit Radio Stations January 1

Starting January 1 every radio station in the country will have to start thinking about whether its signal poses a health risk to people near its tower. That's when the FCC starts requiring stations to meet new standards on the biological effects of their signals, otherwise known as radio-frequency or RF radiation.

"We think most stations will find it a straightforward matter," says Bill Hassinger, engineering advisor to Mass Media Bureau Chief Jim McKinney. "It's going to be tough for maybe 200 to 300 that are going to have to put some work into it. I'm sure there'll be some cases where people have to make physical changes."

Staff Exposure "Knotty" Problem

While the new rules cover exposure of the general public to radio and television signals, the Commission has yet to grapple with the much thornier issue of how to deal with station engineers and other employees who work on or near towers.

"We are currently wrestling with some very knotty problems in that area," says Hassinger, who can't predict when the Commission will issue guidelines for station personnel. The precise health impact of RF radiation on humans is unclear, but government officials agree that exposure should be

All Stations Must Certify

The new rules will most immediately affect all applications for new stations or modifications filed after January 1. But every station will have to certify compliance with the RF standard at its next renewal, or even sooner if a party files a complaint with the Commission.

High Power FM Problems

According to Hassinger, AMs should have little problem because, generally, their power levels are fairly low and their antennas are surrounded by grassy areas. He says the greatest trouble will be experienced by "high-powered FMs on low towers." Fencing and warning signs will solve most problems, but tower changes may be needed at some stations, especially where neighborhoods have encroached on tower sites.

Hassinger says station engineers will be able to make RF calculations in most simple cases, but con-

sulting engineers or other experts may have to be called in to take measurements in more complicated instances.

FCC Bulletin Available

To obtain an FCC bulletin on the new RF radiation guidelines, write or call International Transcription Services, 2100 M St. NW, Washington, DC 20037 (phone 202-857-3800). Ask for FCC OST Bulletin #65. The bulletin includes background information on the RF standards; prediction methods, including calculations, tables, and figures; measurement procedures and instrumentation; and methods for controlling exposure.



LONG ARM — The long arm of the FBI will be reaching out to radio stations across America next week with distribution of drunk driving radio PSAs taped last week by NAB President Eddie Fritts (left) and FBI Director William Webster.

NEWS BRIEFS

Tax Reform Advances In House

Although final passage by Congress remains in doubt, the House Ways and Means Committee has passed a tax reform bill that could have a major impact on radio stations.

For instance, the 10% investment tax credit on new equipment purchases would be wiped out effective January 1, and writeoffs would generally be spread over longer periods ranging from three to 30 years.

The tax rate for corporations earning up to \$50,000 would be set at 15%. The rate would be 25% for those earning up to \$75,000 and 36% for corporations with taxable income above that level.

One new tax break for business would be a deduction for 10% of dividends paid to stockholders. However, only 80% of the cost of meals and entertainment would be deductible.

Despite President Reagan's opposition, 401(k) pension plans would survive, although contribution limits would be lowered.

"First Come, First Served" On Nine FMs

The FCC says it will skip comparative hearings and award nine FM licenses to the first qualified applicant who walks in the door. In all nine cases, every application submitted was defective and returned as not acceptable for filing, leaving nobody in the running. Under new FCC rules, such vacant allotments are now awarded on a "first come, first

served" basis to the first qualified applicant who files.

The FMs are available in Bruce, MS (94.5 mHz); Wishek, ND (100.3); Silverton, CO (99.3); Pawhuska, OK (104.9); Santa Rosa, NM (95.9); Baraga, MI (104.3); Powell, WY (104.1); Elk City, OK (94.3); and Houghton, MI (96.3). The FCC cautions that any new applications would be preempted by petitions for reconsideration by the original applicants, who still have time to ask for review.

In other action, the Commission announced a December-January 13 filing window for eight FMs in which previously granted CPs have been cancelled or forfeited. Those opportunities are in Belle Fourche, SD (95.9); Lihue, TH (96.9); Carrington, ND (98.3); Lyndon, VT (98.3); Thermopolis, WY (98.3); Saratoga, WY (99.9), Goodland, KS (102.5); and Lakeview, MI (106.3).

Other Key Developments:

• The U.S, Supreme Court this week refused to hear Faith Center, Inc.'s appeal of an FCC decision denying its renewal applications for educational KHOF/Los Angeles and KHOV-TV/San Francisco. The applications were dismissed by the FCC after Faith Center, citing religious privacy, refused to turn over documents for a Commission probe into allegations of fundraising improprieties at the stations.

TEMPORARY BROADCAST VICTORY

Senate Delays Negative Ad Response Provision Vote

An amendment that would force broadcasters to give free response time to candidates attacked in negative political ads was pulled off the Senate floor Tuesday (12/3) and sent to the Rules Committee for study. But, by a vote of 7 to 84, the Senate refused to table the bill entirely.

NAB had mounted a major lobbying effort to get the amendment by Sen. David Boren (D-OK) tabled, but said it was satisfied with the final deal that sent the measure to committee. "We're happy with the result," said NAB Executive VP/ Government Relations John Summers.

Mandating free response time from radio and television stations is just one of numerous curbs Boren is seeking on the influence of political action committees (PACs). Bypassing the Senate's committee and hearing process, Boren offered his package on the floor as an amendment to a nuclear waste bill.

Foes Cite Lack Of Study Opponents, including NAB, ar"At a time when we're trying to get equal status with newspapers, the trend seems to be going the other way and that disturbs us."

—John Summers, NAB

gued the bill should first be explored thoroughly in committee. Sen. John Heinz (R- PA) is expected to introduce a bill similar to Boren's, but dropping any mention

of free broadcast time. The Rules Committee is unlikely to take up the issue before early 1986.

NAB was upset that it never had a chance to testify on the free airtime issue, which first arose in legislation by Sen. John Danforth (R-MO). NAB's Summers said the association opposed the Boren maneuver because the airtime matter, while crucial to the broadcast industry, was "overshadowed" by more emotional PAC-related issues. "We want this in a forum all by itself," he explained.

Response Time Issue Here To Stay

"This question is not going to go away," Summers added. "It's going to be a hot item for quite awhile. At a time when we're trying to get equal status with newspapers, the trend seems to be going the other way and that disturbs

R&R FRIDAY, DECEMBER 6, 1985/11

Du Pont, Philips Announce Optical Disc Plans

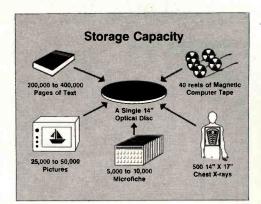
The **Du Pont Company** and the Netherlands-based **N. V. Philips** firm recently announced a joint venture which is intended to become the world's largest supplier of optical discs (ODs). The two firms estimate the enterprise will constitute a \$4 billion world market by 1990.

Initially, the venture will consist of the firms' existing optical, compact, video and data disc operations, with plans to quadruple its CD. production capacity. Along with prerecorded audio CDs, the companies will manufacture and market CDs and high-density optical information storage discs (HDODs) for the data storage and retrieval markets, respectively, as well as video discs for the entertainment, educational and instructional markets. These CDs include the CD-ROM (read-only memory) discs and the CD-PROM discs, the latter of which can be programmed only once. Rest assured that erasable CDs are in the works.

The CD-ROMs are designed for use with personal and home computers and are expected to be most useful within the business and instructional markets. (A single CD-ROM has the capacity of 1500 floppy discs or nearly 250,000 typewritten pages. Matter of fact, you could store all the telephone directories in the U.S. on five CDs.

Optical Discs: Libraries Of The Future

The storage capacity of the high-density optical disc used with a mainframe computer is even more mind-boggling. A single 14-inch disc could replace 40 reels of magnetic tape, 10,000 frames of microfilm or 400,000 pages of typewritten text. By the way, it would take a computer



operator three hours to ready 40 magnetic tapes for reading by computer, compared to five min-

utes for an optical disc containing the same information.

Developed by N.V. Philips in the

late 1960s, ontical discs allow you to store audio, video and text on mirror-finish discs in the same digitized binary code of ones and zeros used by computers. Using the focusing power of a laser, amazing amounts of digitized information can be placed on an optical disc in the form of microscopic marks, mostly because ODs have an average capacity between 10 and 20,000 tracks per inch. A low-powered laser reads these tracks and the digital information is electronically converted into audio, video or text.

Prerecorded ODs are easily replicated through a mechanical stamping process. Actually, all these discs — compact audio discs, CD-ROMs, videodiscs and ODs — are manufactured through similar processes; the main difference lies in what and how much information you want to put on the platter.

FOR A TIME COOY CALL (314) 921-5027

Smudgeless Reading Glove

One reason Americans are reading fewer and fewer newspapers and magazines these days is that no one has ever solved the problem of readers' ink-stained hands. Until now, that is.

Marketed as the "Great American Sunday Newspaper Reading Glove," this latest example of good of American know-how is actually two white nylon gloves, upon which are printed such relevant newspaper articles — complete with headlines — as "How To Read A Newspaper In Public" and "Where Sunday Smudge Is Most Likely To Strike." Developed by Dartmouth, MS-based Mill Pond Associates, this idea whose time has come carries a suggested retail price of \$9.95.

Incidentally, there is no truth to the rumor that R&R plans to offer these gloves as a subscription inducement to readers of ten years or longer.



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

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ROCK TODAY promised to make your station the first with the very latest! And we delivered at 140 stations from coast-to-coast!

Stations like WNEW, WLUP, WMMR, KRQR, WAAF, KTXQ, WKLS, WYNF, WIYY, WPLR, and KGB are the very first to break the very latest, the very hottest rock news and music with MICHELOB'S ROCK TODAY!

MICHELOB'S ROCK TODAY first aired on July 4th and what a revolution it has been!

ROCK TODAY is making it happen because on the same day it's produced, it's beamed down to your station by satellite.

Sixty minutes of superstars and super sounds, produced to fit your format and ready to rock the airwaves!

Newsbreaking headlines! Exclusive, in-depth interviews! All heard for the first time on your station, so you really break the news!

You don't have to roll yesterday's news. Join the 140 stations who ROCK TODAY!

For further information contact MJI Broadcasting Affiliate Relations (212) 245-5010

STARS ON ROCK TODAY

FROM THIS WEEK'S SHOW BACK TO SHOW #1

GEDDY LEE/RUSH • ROGER DALTREY • X • MARSHALL CRENSHAW • LITTLE STEVEN VAN ZANDT • BRUCE SPRINGSTEEN BONO/U2 • BILL WYMAN • PHANTOM, ROCKER & SLICK • PREFAB SPROUT • SAGA • THOMPSON TWINS JOHN PAUL JONES/LED ZEPPELIN • JOE LYNN TURNER • MR. MISTER • TRIUMPH • TODD RUNDGREN • JANE WIEDLIN STEWART COPELAND/POLICE • NICK LOWE • JOHN WAITE • AUTOGRAPH • MARTHA DAVIS/MOTELS • QUARTERFLASH¹
LONE JUSTICE • CRAIG CHAQUICO/STARSHIP • LOVERBOY • THE HOOTERS • GODLEY & CREME • JOHN BUTCHER AXIS • KISS BLASTERS • AC/DC • STEVIE RAY VAUGHAN • THE OUTFIELD • NIK KERSHAW • BON JOVI • PHIL COLLINS • EDDIE KENDRICK DAVID RUFFIN • EDDIE & THE TIDE • DEEP PURPLE • CHEAP TRICK • RAY DAVIES/KINKS • JOHN OATES/HALL & OATES R.E.M. • ADAM ANT • MAMA'S BOYS • ELLIOTT EASTON/CARS • SQUEEZE • GEORGE THOROGOOD • CARLY SIMON • JOHN PARR FRANK ZAPPA • JEFF BECK • KATRINA & THE WAVES • WEIRD AL YANKOVIC • COREY HART • PAUL YOUNG NICK MASON/PINK FLOYD • NILS LOFGREN • NIGHT RANGER • NEIL YOUNG • MICHAEL DESBARRES/POWER STATION TEXTONES • HELIX • JOHN CAFFERTY/BEAVER BROWN • MOTLEY CRUE • KENNY LOGGINS • SUPERTRAMP • BILLY SQUIER TIL TUESDAY • BOB GELDOF • SAMMY HAGAR



MICHELOB

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PROS ON THE LOOSE

Max Hunter — Nights KMET/Los Angeles (318) 994-7060 Andy Kahn — 9pm-Midnight KSND/Eugene (503) 741-0802 R. G. Jones PD/afternoons WKLC/Charleston (304) 744-4392 & (304) 346-9211 Rick Keempfer — PD WPGU/ Champaign (217) 333-2016 Jim Leven — PD KREO/Santa Rosa (707) 578-4062

Rod Lewis — Production Director KSND/Eugene (503) 344-2036 BIII Miller — Mornings WPOC/ Baltimore (301) 695-6329

Mike Newman — MD/mornings KSND/Eugene (503) 343-9511 John Piccillo — Operations Manager/afternoons WPHD/Buffalo (716) 834-5537 Tommy Rivers — PD.LASER 558

(612) 561-5903 Alan Rock — VP/GM WHLY/Or-

lando (305) 644-3414 Wayne Shayne — PD KSND/Eugene (503) 485-2073

Quinn E/P/A Product Manager/East Coast



Diarmuid Quinn

Diarmuid Quinn has been named Product Manager/East Coast for EpiciPortrait/Associated Labels. Quinn will be responsible for coordinating marketing strategies for East Coast E/P/A artists. Quinn has also served as Manager/College Marketing for CBS Records since 1984. Prior to that, he was Account.Service Representative in the New England Branch.

Atlantic Taps Schreiber



Renee Schreiber

Renee Schreiber has been promoted to Manager of Artist Relations/Television for Atlantic Records. She rejoined the label in May following a four-year association with the Bee Gees' Barry Gibb. Schreiber had previously worked in Atlantic's Artists Relations Department between 1977-80. Her background also includes stints with Screen Gems Television, Capitol Records, and RCA Records.

Westar Debuts

Barbara Moore and Tommy DeVito have established Westar Records and Westar Music, Inc. Moore, President of MEG (Moore Entertainment Group), will serve as President. DeVito, a 38-year music industry veteran who sang with the Four Seasons, will be Executive Producer. Among Westar's artists are Tommy Bell and Kay Rives. Music arranger and co-producer Bill Shostak has also joined the new company, which has offices on both the East and West Coasts.

Blumer Segues To RCA



Lee Blume

Lee Blumer has been appointed East Coast Publicity Manager for RCA Records. Blumer most recently operated her own public relations company. Her background also includes posts as Director/Artist Development at ABC Records and in-house publicist for Chick Cores.

Breen Director Business Affairs, Capitol



Kevin Breen

Capitol Records has promoted Kevin Breen to Director/Business Affairs. Breen joined the label in 1981 as a member of the legal department. He left Capitol for a time work for the firm of Margolis, Burill and Besser. Breen returned to Capitol's law department in 1984.

CHANGES

Kevin McDonald, independent promotion rep, has relocated to 319 Elm St., Northampton, MA 01060; (413) 586-4316.

Hesser Heads BIA Marketing

Broadcast Investment Analysts, Inc. has tapped Milchael Hesser to head its marketing department for "Investing In Radio," a market-by-market guide to the radio industry. Hesser is one of the original founders of Sunbelt Communications, Ltd. He will coordinate the marketing and sales efforts from his office, located at 550 Price Avenue, Suite 8, Redwood City, CA 94063; (415) 366-1781.

GSAA Moves Offices

Guif State Advertising Agency has moved to 3410 West Dallas, Houston TX 77019-3892 or P.O. Box 6733, Houston 77265-6733. The telephone number is: (713) 521-1010.

RRBA Elects New Officers

Rochester Radio Broadcasters Association announced the election of its new officers. Jack Palvino of WYOR is President; Jim Meltzer of WZKC is VP; and the Secretary/Treasurer is Peter Coughlin from WCMF.

Nationwide Changes

Nationwide Radio consulting firm has announced the following promotions and changes: Tom Zarecki was promoted from Programming Strategist to Director/Station Consulting; Kathy Collbeth was upped from Office Manager and Research Assistant to Programming/Research Coordinator; Martha Carlstrom is Administrative Assistant; and Debble Lucas is Research Assistant.

Jobete Taps Averback



Joey Averback

Joey Averback has joined Jobete Music, Inc. as West Coast Professional Manager. Before coming to the company, Averback was President of Window Music. He also served a stint as West Coast Manager/A&R at Elektra/Asylum Rec

Signature Sound Formed

Cindy Jo Hinkelman has left her post at Drake-Chenault as studie engineer to form a new jingle company called "Signature Sound." "Signature Package" is her debut package. For more information, call: (818) 760-8047.



R. MISTER



"Broken Wings"

RCA Dominates#1

CHR CHART:

The Second No. 1 Single "KYRIE"





RATINGS AND RESEARCH

JHAN HIBER

Arbitron Diary Return Dilemma

The Arbitron diary — and the reliability of the data it projects — is being challenged on two fronts. First there are the professional researchers such as those on RAB's GOALS Committee. Then there's Birch, the Avis of the radio ratings business.

What's all the fuss about? Basically, the issue is the consistent decline in the number of usable diaries received by Arbitron. Let's examine the diary return issue and the most recent figures that bear on this matter. We'll also look at steps Arbitron is taking to reverse the diary return decline.

A Mid-'60s Methodology

Keep in mind that the basic diary is a product of industry research conducted in the mid-60s. The challenge for Arbitron is to continually update this technique so it can still measure radio listening in the '80s.

What are some of the problems that make it difficult for the 20-year-old methodology to perform this task? According to a recent Arbitron presentation, the problems are:

Nonconsenting homes: A smaller portion of homes designated to be sampled in any market are agreeing to be surveyed. This is especially true among those households not listed in the relevant telephone directories.

 Diaries not returned: There is a steady decline in return rate among both the listed and nonlisted "As the charts on this page indicate — and as Birch will gladly point out — Arbitron diary return problems are longterm and consistent."

"Expanded Sample Frame" aspect of the sample.

Diaries returned but not usable: Diaries may not be usable owing to early or late return, diary security questions, or incomplete information.

The charts on this page, compiled by Arbitron, point out the declining trend in consent, response rate, and diary return. As you can see, less than half (47.9%) of the diaries that people do agree to keep are returned in a usable fashion.

Areas Of Concern

In response to competitive pressures and inquiry from the GOALS Committee, Arbitron has identified two major categories as causes for concern. The first is respondent materials. This includes placement

letters sent to potential diarykeepers, the actual diaries, and any follow-up letters or material. There are concerns that people who are on the go may not want to cooperate with a seven-day diary. There's also the literacy factor—those unable to easily read the Arbitron material are less likely to return a usable diary. Finally, there's the growing competition for a person's attention: Many direct mail pieces are being sent out from a wide range of sources.

The second major area of concern is the quality — or lack thereof — of the telephone contacts made by the Arbitron interviewers. These interviewers often work unsupervised so the quality of those households supposedly consenting to keep a diary may be in question. Likewise, there's the problem of people being bombarded at home with telephone pitches. Perhaps they're resistant to going along with yet another "telephone pitch."

Improvement Plans

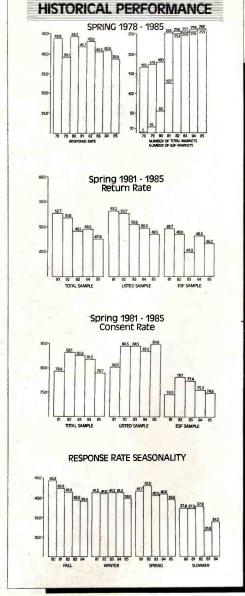
Since it's in Arbitron's best interests – and perhaps radio's – to see higher diary return, it's only fair to ask what the ratings giant has up its sleeve. During a recent presentation to the GOALS Committee, Arbitron announced that the following steps are under consideration:

 More follow-up calls to diarykeeping homes. It's hoped that more reminders will prompt the return of more usable diaries.

• Personalized placement and follow-up letters. Instead of form letters addressed to potential diarykeepers, Arbitron is exploring the option of having more precise, personalized correspondence. This falls in line with the firm's aim to target better returns from nonethnic 18-24 males.

Better interviewer training. Arbitron plans to increase by 50% the amount of training each local market's interviewers receive. The hope is that more consistent and professional placement or follow-up with diarykeepers will lead to better return.

 Arbitron is also studying new recruitment sources. Concurrently, the company is testing a telephone application method to replace the current system of recruiting through blind newspaper ads.



• While the ratings firm addresses the interviewer issue, it's also focusing on better rewards for better performance. Its steps include a continuation of incentive programs, a new performance-based compensation program, and an improved performance-oriented pay program for the firm's WATS center interviewers. Lastly, the field coordinators in Maryland, who supervise the local interviewers, will undergo a new compensation structure some time next year.

As the charts on this page indicate — and as Birch will gladly point out — Arbitron diary return problems are longterm and consistent. Perhaps the steps outlined above will make inroads toward.

halting the diary return slide. The problem, however, may be more deeply rooted.

deeply rooted. Arbitron may need to face up to more drastic and expensive measures. These might include sampling just one person per household, a significant diary redesign, or an acknowledgement of the biases inherent in the seven-day diary. Let's keep an eye on future consent, response and return rates, and see if the problem is solved. If the intermediate steps Arbitron pro-poses don't stop the slide, then tougher decisions will have to be made. The viability of the Arbitron diary - and perhaps radio's ratings themselves - may be in jeopardy

Next Week: 1985 in review

WEEK IN REVIEW

Arbitron, ARAC Meet

Arbitron officials met this week with the Arbitron Radio Advisory Council. The agenda of the Scottsdale, AZ session was certain to include a discussion of Arbitron's recent Continuous Measurement announcement. ARAC members are unhappy the Council wasn't consulted regarding the significant survey expansion in the top 75 markets.

Birch To Launch TSA

Birch Research President Tom Birch told broadcasters during a recent speech that his firm would soon begin to measure Total Survey Areas. Sources at Birch speculate the TSA coverage could be put into effect with the fall '86 sweeps in all markets where the metros are currently measured monthly.

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NETWORKS/PROGRAM SUPPLIERS

REED BUNZEL

SECOND-OLDEST PROFESSION

Laugh Your Jocks Off

Comedy and radio have been enjoying a professional affair ever since the first broadcaster decided that laughs were cheap. During the golden age of the industry, one-liners, punchlines, and stand-up routines were a staple of network radio's diet. Then along came contemporary broadcasting, with tight playlists, consultants, fearful program directors, and increased competition. The pressure was on: get those numbers up, and do it any way you can. Get a few laughs - buy them if you have to.

Syndicated comedy is the hooker of the morning show. No jock wants to admit he pays for it, but without it he's often frustrated. Staying on top is the name of the game, and a relationship with a professional service can provide the winning edge.

"Any successful morning jock has to have something the other guy doesn't have," says Joy Grdnic, half of All Star Radio's Stevens & Grdnic comedy team. "With all the funny announcing teams and morning zoos springing up all over the country, comedy has become quite popular. These guys need something that will make their station sound different, and the old needle-drop routines just don't cut it. That stuff was made for a different medium, while our material is designed strictly for radio."

Ron Stevens (the other half of the team) believes the album cut has its place on radio, but maintains that place is not within the tight structure of a morning show. "A well-produced bit that sounds like it was made especially for the station is going to relate to the radio show and continue the pacing, much as another song or even a good com-mercial does," he explains.

Time Sharing

If comedy is so vital to the morning show, why doesn't the jock do it all himself? Three possible answers: He isn't very funny; his jokes are already spread too thin; or he just doesn't have the time to prep. 'Tt usually boils down to the time factor,' comments Andrew Goodman, President of the American Comedy Network. "The morning man can only do so much. He has so many different respon-sibilities and so many different things tugging at him that he doesn't have time to do everything. Anybody who has done a morning show knows how difficult it is to get everything done, and that's where

Goodman adds that the jock usually has a good grip on local issues, but has neither the time nor resources to concentrate on the national mindset. Meanwhile, the syndicator out of necessity has to focus on national topics and shy away from regional material.

Thus, as long as both parties respect the other's territory, all sides get covered and no one steps on the other's toes.

Roger Wilkerson, President of Comedy Writer, maintains that a lot of jocks and programmers see syndicated product as an intrusion on their turf. This can lead to a we don't need you" attitude, which ultimately works against the comedy producer. "A lot of people think that we're out to replace them," he says. "They get very defensive and start thinking they can do better. In some cases they can do a great job, but because of their attitude they don't understand that a service is really only a mound of material they can pick and choose from." Wilkerson says



John Dryden

that comedy services, like the government, are "only here to help."

Supply On Demand

So what sort of product is in greatest demand? "We've had a lot of response from our parodies," says Joy Grdnic. "These can be either a parody of a commercial, song, newscast, or anything else as long as it is fast-paced, wellproduced, and blends in with whatever the station is doing.

Stevens concurs, adding that parodies work well because the 'negative attitude about commercials is so universal," he says. "We Joy Grdnic & Ron Stevens

all think we don't like them, and they're easy to make fun of." Stevens adds that local and regional parodies should be a part of the DJ's terrain, but preproduced product from a syndicator can really do a good job on the national level.



Andrew Goodman

ACN's Goodman admits that parodies do get a lot of enthusiastic attention, but notes the popularity of interactive bits - prerecorded material that the jock can produce himself into. "Listeners react positively to stand-alone bits like parodies," he says, "but they real-ly seem to respond to the interactive conversations. The jock remains the star in a well-written, well-performed sketch, especially if it sounds like it was conceived and produced at the station.'

On another front, DC Audio President John Dryden has found success with topical satire. His "Daily Feed" is best described as an adaptation of old Firesign Theatre humor, treading on thin lines of political humor and sexual innuendo. "The bottom line to radio comedy is entertainment," he says. "All



Winter Wonderland



Stevie Wonder was the featured guest on a recent "Live Album Party" produced by NBC Radio Entertainment. The program, fed live via satellite from Motown's Hitsville Studio in Los Angeles, focused on Wonder's "In Square Circle" album, and included a surprise visit from Herbie Hancock. Pictured after the broadcast (I-r, seated) are NBC's Rona Elliot, Stevie Wonder, and Herbie Hancock. Standing (I-r) are NBC's Frank Cody, Cathy Lehrfeld, Bruce Briggs, and Andy Denemark.

you have to do is make people smile. They don't have to laugh out loud - although it's nice if they do that a couple times a week. You only have to leave them with the feeling that they just heard something funny. It doesn't have to be a Henny Youngman one-liner with a setup and punchline, only something that strikes an emotional chord."

Eleven Secret Herbs & Spices

Unlike sex, when comedy is bad it is truly bad. But, again like sex,



Roger Wilkerson

everyone seems to think he's good at it. This can be excruciatingly painful or embarrassing to the audience that ends up laughing at, instead of with, the jokester. What, then, are the keys to good comedy?

Variety is the spice of life, says Wilkerson: "People want to hear fresh, really funny material. They don't want to hear something they've heard 50 times before. or even something they've heard on a Steve Martin album they may have at home. A lot of jocks are beginning to realize this, so they either rip off someone like David Letterman or try to write like him. But what these people don't seem to understand is that Letterman has 13 very talented people writing for him. It's not as easy as it looks.

Topicality is also critical to writing good comedy. Goodman believes good material comes from current thoughts or events, issues, or things that listeners can relate to and poke fun at. "Without getting too heavy about it, there is a world view just begging to be laughed at," he elaborates. "You take a look at things around you and say 'something is wrong here,' and whatever wrong there is can be righted by comedy. For instance, the Ford Arrowstar commercial uses the song 'Age Of Aquarius' — the antimaterialistic generation - to sell cars to those same people. Something is wrong with that, and that's what comedy needs to poke fun at."

The element of surprise is also important in the payoff, Dryden adds. "You have to get the listeners involved and evoke a response," he explains. "You have to send them down one track and then switch them very quickly so they get caught off guard. When they can see the punchline or payoff coming right at them, they feel cheated and the piece loses its impact."

Any comic will tell you that the fine line between success and failure is timing. This is just as true in radio comedy, and Ron Stevens believes the good comedy writer should remember the element of time. "Setting a time limit is very important," he emphasizes. "The fledgling writer would be smart to copy the structure and rules of the radio commercial. It should be brief, it should be linear, it should only try to convey one idea, and it should have a distinct payoff at the end. Listeners are generally passive receivers of comedy, and if it gets too deep or complicated they're going to get bored and tune

And that's the last thing you want them to do.

18/R&R FRIDAY, DECEMBER 6, 1985

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provide enough material
so you can count on
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topical, and memorable
to offer every morning.
But we won't stop there.

We won't leave you alone.

We'll send you a confidential newsletter every week with tips on how to localize our features and make them work in your morning show. You'll be able to contribute your ideas and help us shape our service to your unique needs. And we'll call you regularly to make sure we're delivering what we've promised.

We know how hard it is to do a creative, funny, and topical program every day. ACN has been producing comedy for a national audience for over 2 years, but our people have more than 30 years morning show experience among them. That's why we're confident you'll find our service worthwhile.

120 stations—including 45 of the top 50 markets—are already working with ACN every day.

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NETWORK FEATURE FILE

NEWS & INFORMATION FEATURES

December 9-13

MUSIC FEATURES

The Weekend

December 14-15 (NSBA) American Country Portraits(BRE) On The Radio Christian Countdown (SI) Playback year: 1971 America (GSN) **Power Cuts** Countdown To Christmas (NBCE) Roger Daltrey/Twisted Sister (12/15) Rock Around The World (BRE) Dick Clark's Rock, Roll, (US) & Remember (RI) George Harrison Rock Over London (WO) Dr. Demento Rock Week (WO) Don & Deanna On Pete Townshend/Mr. Miste (CB) Bleecker Street Solid Gold Saturday Night (USR2) Entertainment (RRF) Street Beat (CBSR) Coast-To-Coast Connie Selleca/Gregory Hines Christopher Cross Super Gold (TRAN) Top 20 from 18 years ago (12/14) Gospel Line (SI) Superstars Rock Concert (WO) **Great Sounds** (US) That's Love Ray Charles/Lou Rawls/Patty Duke Musicali (WO) (CBSE) Top 30 USA Musical Starstreams (MS) Weekly Country Music Countdown Music Of The City (US) T.G. Sheppard

The Week Of

December 16-2	20
Country Closeup Christmas special	(NP)
Country Today Crystal Gayle	(ILM)
Earth News Dan Aykroyd/Nicholas Gage/Michae	(WO) Douglas/
Encore With William B. Williams	(WO)
1940: Tommy Dorsey Innerview John Parr	(IN)
Live From Gilley's Mickey Gilley	(WO)
Metalshop Kiss Off The Record Cars/Rush/Phantom, Rocker & Slic	(WO)
Off The Record Special	(wo)
Rockline Twisted Sister (12/16)	(GSN)
Solid Gold Country Feature year: 1970 (12/16) Stars in the news (12/17) Janie-Fricke (12/18) Winter's greatest hits (12/19).	(US1)
Elvis Christmas collection (12/20) Special Edition	(WO)
Star Trak Sting/Billy Joel/Kool & The Gang/	(WO)
Star Trak Profile Olivia Newton-John Pt. 2	(WO)

COMEDY

Daily Feed Last summit story/Reagan speaks Chinese MX sale/time travel as unavoidable friends		Ed Busch Talk Show* Hyper-profit system/off-price shop Being funny/do-it-yourself/super ha (12/8)	
Laugh Machine Steve Martin/Monty Python/ Henny Youngman/Groucho Me Gallagher/George Carlin	(PRN)	Computer Program Computers on planes/windows/ literacy/programming	(PRN
Party Drop-Ins Party cooking with Walter Cronkite I was a teenage Menudo/price collection/party pooper scoope	tag	Health Care PMS: Fact or fiction? (12/8)	(PIA
& Bullwinkle		News Blimp Pink flamingos/car phones/violent fa cigarette warnings/stage fright	
Radio Hottine Dreamer/what's going on down the Dr. Bader's office/wrong plctui		Something You	
Stevens & Grdnic's		Should Know Creative Christmas gifts (12/9-10 Secrets men keep (12/11) Compulsive shopping (12/12)	(SBS
Comedy Drop-Ins You weren't there/are you insane	(ASR)	Compulsive stopping (12/12)	
honey, I'm home/are you insu buyer beware	red?/	Sound Advice Oxide agitators/tape backing/choostoring tapes	(PRN osing &
		II man starter	

GENERAL

INFORMATION

(PRN) ews Blimp k flamingos/car phones/vlolent fans cigarette warnings/stage fright cure

Waldenbooks Review Nancy Friday/"Healing The Wounds"/ Judy Carne/Betty Rollin

NORWAY JOSE - Dick Clark chats with Warner Brothers recording act A-Ha about their recent hit "The Sun Always Shines On TV" for a recent segment of United Stations' "Countdown America." Pictured (I-r) are Clark and A-Ha's Mags, Pal Waaktaar, and Morten Harket.



HOOKER BY CROOK - CBS RadioRadio and "Entertainment Coast-To-Coast" interviewer Sue Steinberg recently caught up with William Shat-ner on the set of "T.J. Hooker." Shatner spoke of his role in the upcoming film "Star Trek IV," as well as the move of "Hooker" to late-night net-

NETWORK PEOPLE

moted part-time News Editor Rob Schaefer to full-time News Editor. Schaefer's responsibilities will include dealing with a world-wide corps of correspondents, gathering news tape,

preparing material for broadcast, and writing, editing and broadcasting Mutual newsfeeds to affiliates. Schaefer joined Mutual in March from NBC Radio News, where he was a radio engineer.

United Spots Of America (ASR)

Lunch with Dick & Deedee/takem & steal Barton B.W. Banana/H&R Schlock



BELZER SELTZER — Richard Belzer, host of DIR Broadcasting's "Almost Live With Richard Belzer," shades his eyes from the brilliance of guest stars Robin Williams and Joe Walsh during a recent segment of the

ABC = ABC Direction Net (212) 887-7777
AP = Associated Press (202) 955-7200
ASR = All Star Radio (213) 850-1169
BBE = Barneth Robbins (818) 788-2331
CB = Continum Broadcasting
(212) 880-9525
CBS = CBS Radio-Radio (212) 975-4321
CBSR = CBS Radio-Radio (212) 975-4321
CRS = CRS Radio-Radio (212) 975-9321

(818) 787-0410

W = Clayfor Webster (314) 728-0906

DCA = DC Audio (202) 638-4222

DIR = DIR Broadcasting (212) 371-850

GSN = Glopal Satefus Not.
(318) 999-6288

IN = Inner/give (213) 952-971

EMP = Leuf Satefus Prod. 355-2778

LW = (918) 961-7600-7

MSS = Mulajia Broadcasting (315)

6 = Mutual Broadcasting (703) 685-2000 = MJL Broadcasting (212) 245-5010

MS = Museroaccasing 212 243-5

MS = Musical Starstreams
(415) 388-0622

NBC = NBC Radio (212 664-4444

NBCE = NBC Radio Entertagment
(232) 664-4444

NP = Narwood Production (212) 755-3320 (212) 755-3320 = NSBA Network (213) 306-8009 = Progressive Radio Network (212) 585-9400

Public Interest Affiliates (312) 943-8888 PIA

(312) 943-9888
RI = Radio International (212) 696-2350
SBS = Strand Broadcast (213) 318-1666
SI = Syndicate It (818) 841-9350
TRAN = Transtar (213) 460-6383
US = The United Stations (212) 675-6100
WRN = Weedeek Radio Network
(213) 482-5922
WO = Westwood One (213) 204-5000

Weird! Wacky! & Wild! CHEEP LAFFS 1111 W. El Camino Real Suite 109-212 Sunnyvale, CA 94087 YOU GET WHAT YOU PAY FOR

The Search For Leadership

By Gary Kaplan

might be able to recom-

mend an associate in advertising, marketing, or man-

agement with the skills you

require. And business col-

leagues can also double as

sounding boards, giving you the opportunity to clarify

the situation without the

pressure of making a dollar

or assignment commit-

A growing number of broadcast acquisitions are commanding substantial sums of money; i.e., KJOI/Los Angeles and KMJQ/Houston. These escalated prices have certainly created some industry buzz. But they have also resulted in something else new owners must face - the management challenge.

Managers are now dealing with situations where enormous dollar grossing and cost control skills are the difference between life and death for a growing number of properties. For example, if you had a company with a market value of \$50 million, which grossed \$20 million and dropped \$6 million to the bottom line, you would probably be compensating your chief executive officer somewhere in the \$200,000 range, with a healthy perk package on the side. In case you haven't realized, that's about where some of the recent or proposed sale acquisitions are going to put the present manager.

Resist Temptation

What does this mean to the new owners? It means the traditional hiring practices in our industry can no longer be relied upon as the primary source for filling key management positions. They should put traditional methodology aside and resist the temptation to only call on their buddies.

After all, where did CBS go when it needed a new chief operating officer? The company went to a major consumer package goods company - Pillsbury. And didn't RCA go to the ARCO pump when its vast communications empire started to knock and ping? Although very few broadcasters think of going outside the industry confines for managerial talent, it does work. One example is Verna Green, GM of WJLB/ Detroit. She was spirited

Using a professional search firm has numerous advantages. For one thing, the search person comes to the table free of any precon-

"Traditional hiring practices can no longer be relied upon as the primary source for filling key management positions. Resist the temptation to only call on buddies."

away from a professional human resources position.

The Alternatives

If you decide to take a peek outside of broadcasting's confines, there are two viable alternatives: (1) people you respect and know personally, who work in nonrelated fields, and (2) professional search firms.

People you know and respect are generally going to be sympathetic to your situation. By virtue of your relationship, they have a basic understanding of your needs and can serve as a valid research tool. As you explain your dilemma, they

BROKER

ceived notions. So he can objectively assist you in outlining the criteria for finding the best individual to fill the position.

Here's another benefit you should bear in mind: This is what these professionals do for a living. They have amassed a host of procedures and techniques to ferret out information which might otherwise go unnoticed. Furthermore, the search process provides a far wider talent pool from which to select candidates. The skilled recruiter will conduct a comprehensive survey of the marketplace and contact persons who



Gary Kaplan

Gary Kaplan currently serves as President of Gary Kaplan & Associates, which is active in broadcast recruiting. During the last five years he was Sr. Partner with a major international executive search firm. All in all, Kaplan has 20 years' experience as a personnel professional.

are not considering a job change.

Get In Step

As a general rule, search firm fees range between 30-35% of the first year's total compensation, with the norm being 33 % %. Those figures may sound shocking but consider this. If you elect to do it yourself, it will cost you many times that sum by the time you factor in your time, travel expenses, and hotel accommodations - not to mention the cost of making an inadequate hire.

The state of broadcasting, particularly radio, is undergoing one of the most critical periods in its oftenchallenged history. Megalistener properties in all markets across the country are going for mega-dollar prices. And leadership's role and responsibilities are greater than they ever have been, prompting the need

for talented, multi-faceted managers.

It's time for radio to travel the path which has proven so successful for many major corporations. The industry should take a

"The industry should take a more professional approach to identifying the leadership of the future."

more professional approach to identifying the leadership of the future. Whichever recruiting technique is used, the goal is the same - to find the best and the brightest.

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HARVEY MEDNICK

MAIL CALL

Directions For Direct Mail

Next time you're trying to spark conversation at a gathering of promotion people, say, "What do you think about direct mail?" Very few areas in our end of the business generate such mixed feelings. There are a slew of questions, and they have an accompanying slew of answers. Even Fred Bergendorf, KNX/Los Angeles's longtime Promotion Manager and former President of the BPME, called to ask a few questions on the subject. If you follow the "unsolicited-question" formula, there must be many who are interested in this technique and how it could work for your station.

Who's Out There?

There are several suppliers involved with the syndication of direct mail promotions. Their ideas and methods vary, but not greatly. We spoke with five practitioners in the field in order to provide a good cross-section of philosophy and technique. In order of programs run and time in the field they run like this:

· Unidyne, out of San Diego, has been active in this area of promotion since 1981 with 200 programs

· Women At Work, a Bostonbased organization, has been in direct mail since 1982 and has mounted 35 campaigns.



· Boom Media, a division of the Richmond-based broadcast consultancy Ott & Snead, started up last year, although it has dabbled in direct mail since 1980, with five programs to its credit.

· Marty Wall successfully assisted AM Communications with a program it ran for Q107/Washington, and there are growth plans in this

 Harris Marketing Group, a Dallas-based company, has run programs for stations in Allentown and New Orleans. It should be noted that many stations have put together their own programs inhouse and enjoyed varying degrees of success.

Now You Know The Players, How **About The Game**

What are we talking about when we use the term direct mail? We are speaking of a print piece, containing a variety of prizes to be offered on the air, and a response mechanism. The material is mailed to the home of a targeted reci-

To use an example with which we are all familiar, think about the Publisher's Clearing House sweepstakes program. The object of this program is to get you to read the print pieces and buy magazine subscriptions by enticing you with sweepstakes entries for gigantic prizes. In the radio arena there are two basic print techniques - custom and syndicated programs. Let's take a look at them individually.

Custom/Semi-Custom

In the custom camp is Women At Work and Boom Media. (Before you get the idea that WAW is a militant feminist organization, the name came about because President Hene Falber was dating an Aussie when it was founded and she was a big fan of the group Men At Work.) Ilene worked at an agency which did a lot of retail business and designed a variety of direct mail programs. Partner Cindy Detz had been Sales Manager at WVBF/Boston, and together they recognized the opportunity to apply this outside promotion technique to radio.

Said Ilene, "The first thing you have to do when you get into direct mail is an extensive image investigation. The piece must look like the station. You also have to isolate the goal of the piece: Is it cume, quarter-hour, market research, or some combination? That done, there are other things to bear in mind. The call letters must be prominent, the piece must talk about your programming, music-related ques-tions should be included, and your prize structure should relate to your target audience and stay within your established budget."

At Women At Work they advocate one grand prize and one offering each day (Mon-Fri) for six weeks. Obviously, custom design allows you to relate the piece more closely to the format of the sta-

tion However if this is not a critical factor, then you might give consideration to a semi-custom or syndicated program which has all the tested success factors already present. The main virtue of the syndicated effort is that you stand little chance of compromising the efficacy of the promotion by producing an ineffective print piece which may have some key elements missing.

Getting It Out

As far as distribution is concerned, there are two basic methods, each with its own advantages and drawbacks. Boom recommends mailing to every household in the metro. As Rick Ott said, "By doing this you reach inside the household of nonlisteners and invite them, with the prize incentive, to sample the station and become active listeners." Ott also feels that direct mail, because it enters the home and physically interacts with the recipient, is a very aggressive way of reaching your audience.

On the other hand, Unidyne's Bill Alfredo and Ilene Falber feel that you do the most good when you target your mailing by hot zip codes or demos. Although you increase your mail costs because of the sorting involved, you also reduce the number of pieces you need to send out.

Name Or Number

Here's the third and last great differential in technique: Do you send out a name response card which, when returned by the recip-Continued on Page 24



WOMEN \
AT WORKING

1986

February 1-4 Radio Advertising Bureau's 6th Annual Managing Sales Confer-Amfac Airport Hotel, Dallas

February 2-5

National Religious Broadcasters' 43rd Annual Convention Sheraton Washington, Washington,

March 6-8 Country Radio Broadcasters' 17th

Annual Country Radio Seminar Opryland Hotel, Nashville **April 13-16**

National Association of Broadcasters' 64th Annual Convention Dallas Convention Center, Dallas

National Public Radio Annual Conven-

Town and Country Hotel, San Diego

May 14-17

American Association of Advertising Agencies' Annual Meeting Greenbriet, White Sulphur Springs,

May 21-25

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

June 11-15

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

ONE YEAR AGO TODAY

- Steve Scott PD at KHTZ/Los Angeles
- Cos Cappellino VP/GM at KKBQ-AM & FM/Houston
- Scott Alexander PD at WBZZ/Pittsburgh
- Michael St. John GM of WYHY/Nashville Stephen Anthony PD at CKGM/Montreal
- Randy Rahe VP/GM of WCOL & WXGT/Columbus
- John Mitchell GM of WXKS/Boston
- •#1 CHR: "The Wild Boys" Duran Duran (Capitol)
- #1 A/C: "No More Lonely Nights" Paul McCartney (Columbia) (2 wks)
- #1 B/U: "Operator" Midnight Star (Solar/Elektra) (2 wks)
- •#1 Country: "Why Not Me" Judds (RCA/Curb) (4 wks)
- •#1 AOR Track: "The Boys Of Summer" Don Henley (Geffen)
- #1 LP: "Building The Perfect Beast" Don Henley (Geffen)

FIVE YEARS AGO TODAY

- Chuck Brinkman PD at WFFM/Pittsburgh
- Bert West VP/GM of KRLA/Los Angeles
- Paul Palmer VP/GM of KFMB & B-100/San Diego
- James McQuade VP/GM of WCBS/New York ● Nancy Widmann VP/GM of WCBS-FM/New York
- #1 CHR: "Lady" Kenny Rogers (Liberty) (5 wks)
 #1 A/C: "Lady" Kenny Rogers (Liberty) (3 wks)
- •#1 B/U: "Celebration" Kool & The Gang (De-Lité) (3 wks)
- •#1 Country: "Smoky Mountain Rain" Ronnie Milsap (RCA) (3 wks)
- #1 LP: "The River" Bruce Springsteen (Columbia) (6 wks)

TEN YEARS AGO TODAY

- Chuck Olsen VP at Watermark
- Scott Owens PD at WGLF/Talahassee
- Bobby Cole PD at KYA/San Francisco
- •#1 CHR: "That's The Way I Like It" KC & The Sunshine Band (TK)
- #1 A/C: "My Little Town" Simorf & Garfunkel (Columbia)
- #1 Country "Secret Love" Freddy Fender (ABC/Dot) (2 wks)
- #1 LP: "Hissing Of Summer Lawns" Joni Mitchell (Asylum)

IMAGEPAIGNS BROADCASTONS Innovative promotions specializing in custom-designed direct mail. Impressed by their commitment and dedication, We recommend Women at Work without reservation.
Cindy and liene are at the peak "Their of their powers:
They'll produce for your station
The BCN Rock 'N' Roll Expo was professionalism, exuberance and follow-through make "Direct mail produces doing business a Cume Women At
Work produces results a hit, Thanks to Women at Work's pleasure Their creative departments Hanks to women at work's if you're looking for publicity to that's why we "Excellent, highly are without rival ... If Cause some commotion, recommend them." efficient, competent you are considering cause some commotion, Galf Cindy and Ilene - they stand

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Boyd Arnold, V.P.

WHCN, Hartford

Tony Berardini, V.P./C.M.
WBCN, Boston

IMAGE & MARKETING



Directions For Direct Mail

ient, activates their participation? Or do you send out tickets with numbers on them and call them out at random? The name method ensures you active involvement, since the cards returned indicate interest

Names also have the advantage of being recognizable by family and friends. Said Rick Ott, "People who fill out activator cards are also the same as those who fill out a diary; they have the diary mentali-And who knows? One of them might receive a diary. Numbers require keeping a ticket handy to check every time you hear the contest announced on the air. According to Hene. "Names seem to generate more winners. Numbers do not seem to engender any sense. of familiarity.

To Liquidate Or Not To Liquidate

From the sales perspective there are these two options. You can include coupons in the print piece as both Bob Harris and Women At Work do, or you can invite advertisers to supply prizes. Another wrinkle is that you charge advertisers to be in the print piece and then when their prize is won you buy it from them for cash.

For an advertiser to participate in one of those bulk-mailed "Val-



Rick Ott

packs" costs about three to four cents each. If you charged an advertiser two cents each to appear in 100,000 direct mail pieces, you'd net \$2000. You then give away his gift (let's say a trip to Europe for two) and buy it for \$2500. You've then spent \$500 net for a \$2500 prize which he was able to advertise for half the cost of a normal program.

Rick Ott is dead set against couponing, saying, "It's not in keeping with the theme of the promotion. Taking the opposite view is Marty Wall, who responds, "It's a no-los situation that must be selfliquidating. This way the sponsor, the listener, and the station profit."

Nuts And Bolts

To further complicate your decision to get into direct mail, here are a few additional nuts and holts:

· Expect the piece to cost between 25-30 cents each, including postage

· Budget 10-12 weeks for planning and execution before mailing.

· Think in terms of a minimum of 100,000 pieces and be prepared to mail to the entire market.

· Consider playing the game for 6-10 weeks and don't be concerned with burnout.

· Make sure the entire station is committed to the promotion. Without total dedication the promotion does not have as great a chance of success

· Be prepared to go for a while without a winner and remember that the exact number of winners is indeterminable

Pros And Cons

I guess you have gotten the message by now that there are many different ideologies, methods, and techniques when it comes to direct mail. To synthesize all of the variables into a pro-and-con list isn't easy, but here goes:

1) By mailing to exact demos you

reach your target with little waste. 2) By mailing to the entire mar-

Bob Harris

ket you get into nonlistener house

3) By self-liquidating the promotion, you amortize your costs.

4) By using a response card, the direct mail material is a vital research piece.

5) By using numbers you are certain the piece and your call letters stay in the home for the duration of the promotion.

6) The print medium affords your advertisers a chance to show their prizes in the piece.

7) The promotion generates ratings increases.

1) The promotion is only effective if your product is right. Don't use direct mail if you're introducing a new format

2) When selecting mailing lists, be aware that younger-demo lists have a high attrition rate.

3) The reponse rate is generally 4-6%, higher than the 2-4% for ordinary direct mail, but still contains a lot of waste circulation

4) You are at the mercy of a lot of variable systems: the postal service, mailing houses, and list sup-

5) You have a low winner-to-solicitation ratio, so be prepared to air a lot of winner promos

6) The promotion has a finite lifespan; three times seems to be the max.

7) The promotion is not easy to mount, sell and manage.

Final Thought

In my view, direct mail promotion is very exciting. It contains all of the elements a promotion person thrives on: a complex print piece with high circulation, a sales and merchandising effort to secure prizes, a market-blanketing mailing effort, and constant motivational interaction with all department heads and personalities. But there are equally offsetting dangers as well, so be sure to consider all the factors very carefully before embarking on a direct mail cam-

Direct Mail Promotions From BOOM MEDIA SERVICES Includes:

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Call or write for free brochure: How To Make Direct Mail Promotions Work For You.







DAN O'DAY

NON-COMPETE CLAUSES

Contracts — Part Three

Two key issues often arise with "covenants not to compete." The first is content. Most non-compete clauses offered by radio stations say, in effect, that if you leave the station's employ for any reason, you may not work for a specified length of time. A typical clause might prohibit the jock from working within a 50-mile radius of the station for the 12 months immediately following his or her termination.

I can understand a station wanting to protect itself from being raided by its competitors, from having its best talent lured away. But why in the world should a station want to prohibit a jock from getting a job elsewhere in the market if the jock is terminated against his will?

On the one hand, the station fires the air personality because of lack of audience response, or "poor ratings." The jock, they say, just wasn't cutting it. Then they turn around and say that during his tenure at KKED, the guy has become too well known and too popular to allow him to work for the competition.

My opinion: If you sign a noncompete clause that bars you from working in the area even if they fire you without cause (e.g., change of format, change of ownership, change of management), you're setting yourself up to get screwed. (I tried to think of the legal term for that and failed.)

Here's some language from a "standard contract" offered by a chain of small market stations in New England: "The Employee agrees that he will not for the next one year after such employment ceases or terminates for any reason enter the employment of,

"All too often the jock is handed the non-compete clause after accepting employment and reporting for work. Is that legal?"

or render any services to, any other person, partnership, association or corporation engaged in the business of operating a radio station located within a radius of 35 miles from the principal place of business or transmitter of the Employer or any affiliate of the Employer (emphasis mine)." Not only is a terminated employee prohibited from getting another job in town; the poor guy can't even look for

work in any town that's located within 35 miles of any of his former employer's sister stations! In this particular case, a map was attached to the contract, showing the locations of the four cities in two states in which the chain's radio stations are located.

The second issue concerns when you are asked to sign the covenant not to compete. All too often the jock is handed the non-compete clause after accepting employment and reporting for work. He or she simply is told, "Sign this." Is that legal?

Is that legal?
"Well," says broadcast attorney Barry Skidelsky, "one of
the elements for a contract to be
binding and enforceable is consideration. One could make an
argument that this was a post-

employment commencement condition for which no consideration was given." In other words, if you're asked to sign such an agreement without receiving anything extra in return, you might be able to argue in court that such a contract is not enforceable.

"When a station hands you a contract to sign, it's simply making an offer that is open to negotiation."

I know a jock in the Southeast who was handed what he believed to be an unreasonable noncompete agreement to sign. He said, "I'll have to have my attorney look this over for me." He never signed the agreement, and the station never asked him about it

Radio Stories

This one comes from Westwood One's Frank DeSantis, recalling his days as Music Director of KZOZ/San Luis Obispo, CA:

"I was on the air. Our sales manager stopped by while I was doing my shift and wanted to know how come KSLY — our main competitor — was giving away Boz Scaggs albums while we weren't.

"Naturally, I didn't take that too well. I said, 'Number One, I don't know why they're giving away Boz Scaggs albums. Number Two, get the hell out of the studio. I'm doing my shift; I don't want to hear about this right now.'

"He was a big, ex-Marine type. He got right up to my face and said, "Hey, you don't talk to me like that." I said. 'Yeah. I do, When I'm on

the air and you're in the studio, I can tell you exactly what to do,' and I pushed him, saying, 'Get away from me.'

"The next thing I knew I was being dragged out of the studio into
the hallway and was in a brawl with
the guy ... while a record was
spinning in the studio. He had me
down on the floor, choking me.
Luckily the program director came
along and pulled the guy of me. If it
hadn't been for my PD, the record
would've run out on the air and I
would've gotten my face beat in."

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

Miscellaneous

There are other areas of interest that can be covered in your employment contract: Show promotion, purchasing of support materials and subscriptions, budget for support staff, etc. Regardless of the details of your contract, remember three things:

1. You do have an employment contract (even if it's not in written form).

2. When a station hands you a contract to sign, it's simply mak-

ing an offer that is open to negotia-

3. It is possible to have a contract that pleases both parties. To quote attorney Skidelsky, "The best deal is one in which both parties walk away happy in a mutually satisfactory arrangement, a win-win situation."

NEXT: A look at an actual contract that contains some surprising provisions which would please any air personality.

FINDING NEW AIR TALENT

A Novel Approach By KQKQ

"Where are the new air personalities going to come from?" That's a question asked by programmers in every market. KQKQ/Omaha, a CHR station, has turned this problem into an annual promotion. Program Director Jerry Dean and Operations Manager Mark Evans recently filled me in on some of the details.

DEAN: We have a contest that we've done for the last five years called "SUPERMOUTH," where we go out and solicit people to try out for the radio station. It's like a talent contest.

EVANS: It's open nationwide. Our third winner was a girl who was going to school in Santa Clara, California; her parents live in Omaha. We had an audition from a guy in Australia.

We open up our telephone line and have someone standing by to tape the calls. They have 30 seconds to give their name and say why they want to be our Supermouth. They say, "I can tell a really mean joke," or . . .

DEAN: Rapping was very big this time around; we had a lot of rappers.

EVANS: Right now we're getting ready to pick our fifth winner. We're down to about 98 quarterfinalists. We'll bring about 20 into the studio, and we'll give them each about 15 minutes on-the-air to do their thing.

R&R: What criteria do you listen for in the 30-second tape?

DEAN: Originality, mostly; being able to talk and make yourself clear. The thing that's really surprised me about this is that these people are so good and they haven't had any radio experience. All the winners we've had have been given jobs on our FM station or on our smaller AM station. The first Supermouth we had, Hot Scott, is doing afternoon drive for us now. One fellow who was a Supermouth for us worked on our AM station and is now working in Beaumont, Texas. So these people

have started new careers from this promotion; it's been amazing. R&R: What does the prize package consist of?

Evans: This year's is the biggest we've ever had. It's about \$50,000 in cash and prizes. They get an on-air job for a year. Most of the time we've been putting them in at 10-2 at night. They get \$20,000, a new car to drive for a year, an apartment, a thousand-dollar clothing wardrobe, movie tickets, a big screen TV, and a T-bone steak every day for a year from one of our local grocers.

R&R: If somebody were to win and not want the gig, would they be allowed to just take the prizes? DEAN: No, they have to work at the radio station!

EVANS: But it's not work for them; that's the greatest thing. Maybe after you've been in the business for a few years, it becomes work. But if you remember what it was like when you first got in the business, it was a fantasy land. And that's what it is for these people.

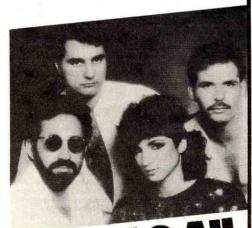
DEAN: One of the nice things I've found with the people we've had is that they aren't jaded toward radio. They don't have all these learned bad habits; they don't think like radio people; they think like normal people, and that really comes across on the air. They just get on and are natural, they're themselves, they're not contrived, they're not trying to sound like they think a disc jockey should sound.

R&R: How easy is it to install in them a feeling of professionalism?

EVANS: We usually have them sit in for two or three weeks until they get the feel of running the board and everything. We go over the basics with them, and we'll critique their airchecks for a while. But I think sometimes we format ourselves too much. Some of the things they get away with, we programmers might think, "That's bad," but to the people listening out there, I think there's something appealing about that naivete.

R&R FRIDAY, DECEMBER 6, 1985/25

JOIN THI MIAMI SOUND MACHINE #1 CLUB!



has reached #1 status at the following stations:

> WEEK BY WEEK THE LIST GROWS

195 KS103 KAMZ Y100 Q105 KEZB. KKHR **KBFM** KIIS-FM Y106

CHR CHART: DEBUT ▶ 40





Distributed by CBS Records 26/R&R FRIDAY, DECEMBER 6, 1985



Who'll be the new KFRC/SAN FRANCISCO PD? No decision's been announced yet, but all bets are on longtime staffer DAVE SHOLIN, who certainly deserves the nod in light of his tenure there and knowledge of the Bay Area. The folks at the Gavin Report don't seem to consider the post as a conflict of interest for their Top 40 Editor/partner, although the Big 610 might feel otherwise. And that rumor about the Gavin being sold appears to be, from what the Gavin people tell us, about as likely as finding King Tut in the executive suite of the Transamerica Pyramid.

It looks like KSHE/ST. LOUIS has attempted to patch up last week's blowout with CAMEL RECORDS and NIGHT RANGER (S.T. 11-29). KSHE's run a retraction of morning man J.C. CORCORAN's blistering comments about the band, and has followed each of However, Camel Prez BRUCE BIRD refused comment on KSHE's efforts.

But right as KSHE's wicky stick-it became unstuck, it appears that a New York station has incurred the wrath of a local promoter for purportedly jumping the gun on a ticket sale announcement. We hear the station may be sued by the promoter for allegedly commenting that "(He) has a ridiculous ego problem . when he stops playing with himself, we'll get back to reality . . . he gives ticket buyers a

Continuing with the Christmas spirit, WSTF/ORLANDO MD/personality MICHAEL LOWE got in trouble after an incident involving a child's request to hear "Rudolph The Red Nosed Reindeer." Lowe told the kid that Star 101 wasn't playing seasonal songs yet, but committed the faux pas of muttering an obscenity while still on the air. The facts hardly compare to the remarkable UPI story which had Lowe suggesting Rudolph be killed, calling Santa a nasty name, and singing a parody of "Rudolph," describing methods of disposing of the holiday hero. Nonetheless, GM BARBARA VARDIN made an on-air apology and immediately suspended Lowe.

Persistent rumors surrounding LORIMAR and DIR BROADCASTING seem to be unofficially correct. DIR execs were in L.A. this week fashioning a reported \$10-12 million deal for the company's sale, but could not be reached for comment. A Lorimar spokesperson issued the standard "no comment" when pressed about the impending acquisition.

Right at deadline, Street Talk heard that former WCI Exec. VP ELLIOT GOLDMAN will join RCA in an executive capacity

After nine years with WPHD/BUFFALO, OM/afternoon man JOHN PICCILLO has left for a new challenge (see "Pros On The Loose," Page 14.) That means 'PHD VP/GM HARV MOORE is searching for a

WRIF/DETROIT has settled on a morning show to replace JIM JOHNSON & GEORGE BAIER, who are headed to rival AOR WLLZ. Midday vet KEN CALVERT will be teamed with actor/comedian JOE NIPOTE, who appeared in "Happy Days" and "Meatballs II,"

To heck with morning teams, trios, and zoos - AOR KQDS/DULUTH has hired a 50-person local comedy troupe called "Colder By The Lake" to handle its AM drive slot for an initial 13-week period. Of course, not all 50 are on the air at the same time every morning (they work in rotating pairs); the in-studio crew is usually two performers, an engineer, and a producer. But the troupe does handle the news, weather, sports everything - themselves, as well as contributing skits, parodies ("Mesabi Vice"), and character voices.

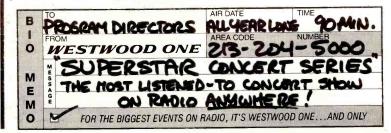
Back in Detroit, WLLZ personality BOB BAUER is camping out at a shopping center parking lot, and he's gonna stay put until a 30-foot "WLLZ For Meals" truck is filled with food donated for the local needy. Bauer is also broadcasting his afternoon show from the site. The truck was already 25% full after only four days.

Now that **NETWORK** is merging with GEFFEN (see Page 1), will Network GM JOHN BRODEY be joining AL COURY at his new Geffen post?

And the rumor which has STEVE POPOVICH moving to Nashville as POLYGRAM chief appears closer to reality. Word on the street is there's only one major hurdle to jump before Steve becomes Music City bound.

LARRY KING is also moving . . . to a new time slot, that is. In order to maximize revenue potential, his show is being pushed up one hour to a new 11pm-3am (EST) shift sometime in February. That leaves the network with an extra hour to fill during the graveyard shift. Any ideas?

Continued on Page 28





New

From

The

Man

Who

Turns

Oak

Into

Gold.

"Color Of Success"

The

New

Single.

Written,

Produced

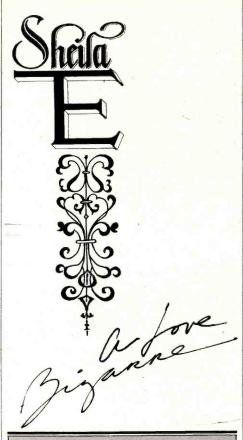
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Arranged

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Morris Day.





WTIC-FM add 32 **WKSE 4-1 WBEN-FM 18-9** WTLQ add WNOK-FM add **WNYS 27-25** CKOI add WZLD add WPLJ 21-18 WOKI add Z100 26-18 Y106 add WCAU-FM add KJ103 add WRQN add PRO-FM add KMGX 13-11 940 add WXKS-FM 29-27 KYNO-FM add WCZY 19-17 WCGQ add WHYT 20-16 WPFM deb 31 FM102 deb 25 WHSL add KITS 22-18 99KG add **KMEL 5-4** KZOZ add KPLUS add

The new single from the Paisley Park album Romance 1600, as featured in the film "Krush Groove."



Produced, Written and Arranged by Sheila E. and Prince Marketed by Warner Bros. Records Inc. Management: Cavallo, Ruffalo & Fargnoli © 1985 Warner Bros. Records Inc.

STREET TALK

Continued from Page 26

KMOX/ST, LOUIS 9am-noon host ARNIE WARREN, who replaced the late Jack Carney last February, has resigned to rejoin his family in Florida. Taking over the prestigious shift in early January will be KCMO/KANSAS CITY'S MIKE MURPHY. Until then JACK BUCK and RON MORGAN are alternating in that slot.

Also on the talk front, WXYT/DETROIT host SONYA FRIEDMAN is joining KABC/LOS ANGELES for Mon-Tues afternoons and will replace Dr. TONI GRANT on TALKRADIO, starting Jan. 6:

As many as 40 radio stations and all 14 West Virginia TV outlets will stage a five-hour telethon Saturday night (12-7) to raise funds for victims of November's devastating floods. Originating from the state capital in Charleston, the broadcast will feature live entertainment, a look back at news coverage of the disaster, and appearances by daytime drama personalities Kim Zimmer and Kristie Tesreau ("Guiding Light") and Brian Taylor ("Loving").

Compact Disc players are surely this year's hottest Christmas gift, and in a timely move, CAPITOL has launched plans to open a CD manufacturing facility in Jacksonville, IL next fall. With an annual projected production schedule of seven million discs, the Jabel should deal a major blow to the temporary CD shortage.

Now **ELTON JOHN** can afford at least one more Rolls Royce. Last Friday (11-29) in London, a High Court ruled in favor of Elton and lyricist **BERNIE TAUPIN** in their lawsuit against UK music publisher **DICK JAMES**. They were awarded approximately \$7 million in unpaid royalties on songs published by Dick James Music between 1967-75, including "Rocket Man," "Crocodille Rock," and "Goodbye Yellow Brick Road."

With the departure of WPTF & WQDR/RALEIGH VP/GM BILL IRWIN, WQDR Station Manager LAUREL SMITH has been amed acting GM for 'QDR, while WPTF PD BRYAN MCINTYRE has been appointed acting GM for 'PTF. WQDR PD MIKE RYAN says the FM Country outlet is looking for morning talent... and WLOL/MINNEAPOLIS needs a PM driver, since DENIS PRIOR's packed up for KEYN-FM/WICHITA.

Former WYNY/NEW YORK airwave ace DAN DANIEL has returned to neighbor WHN for afternoons. Daniel was an original WMCA "Good Guy" and worked at 'HN back in '73. No one has left 'HN, by the way; the shifts have been shortened. And who's pitching around the talk about WHN picking up the WMET call letters to tie in with Mets baseball?

While WHDH/BOSTON did catch Red Sox baseball (see last week's S.T.), it should be noted for the record that neighbor WMEX has Bruins hockey, not 'HDH.

Sad to report the death of ten-year WFMS/INDIANAPOLIS PD HERB ALLEN, who suffered a heart attack November 25. A 30-year broadcaster, Allen's career included programming WNEU/Wheeling, WHEC/Rochester, and WEAM/Washington.

Our condolences also go out to the friends and family of WGEE/GREEN BAY AE PAT O'HARA, who recently passed away. Pat had been with the station for 32 years.

WCCC (AM)/HARTFORD has switched to Country from CHR. WCCC-FM PD DAVID GROSSMAN will be overseeing the AM programming and has named BRIAN ILLES as AM MD. The station also needs Country record service.

For an idea that can be customized to other markets, we go to Philadelphia, where WYSP is helping promote "So The Story Goes," an area all-star recording to raise money for the homeless. "PHILADELPHIA FOR PHILADELPHIA" is the organization behind the event, composed of 30 local bands and various Philly celebrities. They're eager to see the idea spread, so for more info, call "YSP at (215) 668-9460.

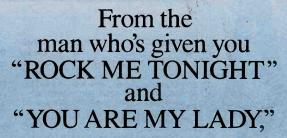
If you're looking for the folks at KMOD/TULSA, you'll find 'em 30 floors up in a downtown skyscraper until a new office area can be found. The station was evacuated when asbestos was found in the walls of an adjoining bank vault. KMOD can still be reached at its old phone number, and of course, the staff is trying to adapt asbestos they can.

WINDHAM HILL ARTIST INTERVIEWS

ALONG WITH MUSIC & CONVERSATION WITH THE CREAM OF THE NEW AGE CROP. HEARD ONE HOUR, ONCE A WEEK, NATIONWIDE ON,

Portraits in Sound

25-49 UPSCALE ADULT'S AVAILABLE BY BARTER. EMFANA SYNDICATION GROUP (209) 578, 6747



FREDDIE JACKSON'S

next hit single is

HE'LL NEVER LOVE YOU

(LIKE I DO)

HEADED FOR THE TOP ON Capitol.

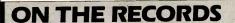


OUT OF THE BOX

94Q WCZY Z93 FM102 I95 KPLUS

Produced by Barry Eastmond for Orpheus Production

DPH/N





KEN BARNES

MOTORCYCLES ROAR BACK

Cycle Dramas & Pop Choppers

While the automobile song (or car tune) has been part and parcel of pop music from "Maybellene" to "Freeway Of Love," the motorcycle has been more of an outcast. But two current bike-themed records have stirred up some action and put cycles back in the race.

"Motorcycle Girl" by the Cruzados and "Leader Of The Pack" by Twisted Sister not only concern motorcycles, but they feature those actual engine-revving ambient sound effects that mark a hot cycle song.

Early motorcycle records took a fairly schlocky form on such discs as "Black Denim & Motorcycle Boots" by the Cheers (surely one of the lamest Leiber/Stoller songs ever waxed) and "Bad Motorcyle" by the Storey Sisters. Paul Simon, singing under the guise of Tico & The Triumphs, had a minor early-sixties hit called "Motorcycle," but it took the Beach Boys and the Shangri-Las to give the genre a kick-start



Bob Dylan in his motorpsychodelic period. Note Triumph T-shirt

Motorbike Melee

The Beach Boys wrote "Little Honda" in 1964 as part of a conscious design to keep up with any teenage fad that might spring up. They or Capitol weren't sure that the Japanese motorbike craze was worth risking a single on, so it was left as an LP and EP track and the song was loaned to the Hondells, a group of Hollywood session singers quickly formed to promote "Little Honda".

The Hondells' version was a hit, despite competition from Pat Boone (of all people), and allowed them to make two albums of cycle songs (or is that song cycles?) like "My Buddy Seat," "Two Wheel Show Stopper," and "Honda Beach Party" and pose with Hondas on the covers. (They also cut an extended version of the Honda theme song of the time, "You Meet The Nicest People On A Honda," written by Mike Curb, who wrote and



A modern motorcycle cruz

produced several hot rod/cycle instrumentals as well.)

A brief brand-name battle flared as Yamaha tried to get into the act with such immortal records as "Go Go Yamaha" by the Spats (previously best-known for their classic food song "Gator Tails & Monkey Ribs") and "Yum Yum Yamaha" by Carol Conners, who went on to cowrite the theme from "Rocky" and other film themes. Honda countered with "Honda Bike" by the Wheels, while Kawasaki proved too much of a challenge to enterprising songwriters and languished without a record of its own.

Pack Trouble

None of these motorbike cash-ins was a hit, however; it was left to the Shangri-Las in the fall of 1964 to launch another key cycle style: the motorcyclist as outcast/hero. "Leader Of The Pack," with its outlaw biker spurned by his girl-friend's family, leading to a spiteful exit followed by a fatal crash,



Lou Reed believes in helmet safety

was the first and most memorable of many melodramas by this ultimate girl group (see separate story), and spawned a few imitators, too. Most notable were "Daddy You Just Gotta Let Him In" by the Satisfactions, about "one of Hell's Angels" on the run from the cops; and 1969's "Condition Red" by the Goodees, which



The Hondells: You meet the nicest sweaters on a Honda 30/R&R FRIDAY, DECEMBER 6, 1985

was a pure "Pack" ripoff and was actually an out-of-time hit of sorts. Steppenwolf's "Born To Be

Steppenwolf's "Born To Be Wild" and even Bruce Springsteen's "Born To Run" borrow something of the Shangri-Las' outlaw rider mystique. Of many instrumentals built around motorcycle movies (exploiting a similar theme). Davie Allan & The Arrows' "Blue's Theme" and "Theme From Wild Angels" were the biggest.



An early detour on Carol Connors's "Rocky" road to success

Other stray cycle songs include "Motorcycle" (rhymed with "pickle") by Arlo Guthrie, Sailcat's 1972 hit "Motorcycle Mama," "Motorcycle Irene" by Moby Grape, and the British "70s hit "Motorbikin" by Chris Spedding. Bob Dylan, who was later put out of commission by a motorcycle accident, sang "Motorpsycho Nightmare" on an early LP. And Lou Reed's Honda commercials are not the work of some bike novice: One of Reed's first recorded performances was a song called "Cycle Annie," as sung by the Beech Nuts. And his most recent



The Spats get ready for a Yamaha vs. Honda rumble with the Hondells

albums have included motorcycle narratives, "Bottoming Out" on "Legendary Hearts" and the title track from "New Sensations."

Motorcycle songs may be rare, but the Cruzados and Twisted Sister records prove that, as with any cycle, they're bound to come 'round again.



The Shangri-Las: Queens of teenage melodrama

LEADER OF THE PACK

Shangri-Las Still Pack A Punch

Twisted Sister's new, rather reverent version of "Leader Of The Pack" not only suggested a survey of past motorcycle songs (see main story), but gave me an excuse to remember (walking in the sand) the Shangri-Las, that most dramatic of girl groups.

After a couple of obscure flops (and, according to legend, a Beatles tribute called "What's Wrong With Ringo" as the Bon Bons, the Shangri-Las hooked up with producer Shadow Morton and the Jerry Leiber/Mike Stoller label Red Bird. Their first record in summer '64 was "Remember," and its seaguil-fuelled nostalgia made it an instant hit.

"Leader Of The Pack," cowritten by Morton and the famous team of Jeff Barry & Ellie Greenwich, was next, and set the standard for mock-opera teenage melodrama once and for all. This tragic tale paved the way for "Give Us Your Blessings" (runaway teenage lovers in fatal car crash, first done by Ray Peterson); "Out in The Streets" (reformed outlaw lonely for his old gang); "Past Present & Future" (lovelorn trauma set to Beethoven's "Moonlight Sonata"); and another monster hit, "I Can Never Go Home Anymore" (teenage runaway returns home just after mama dies of a broken heart).

Melodramas were their strong suit (aside from the delightfully jivey, "Give Him A Great Big Kiss"), and the creative inspiration of their writers ran out about 1966. But for those two years, sisters Mary & Betty Weiss and Marge & Mary Ann Ganser (give or take a Ganser) established an unforgettable legacy of music and image. Get the picture?



Dee Snider has a bone to pick with the Shangri-Las

Probably because their renditions were so vivid, the Shangri-Las were not often covered. "Remember" is the most popular, with Aerosmith and Louise Goffin among the most recent covers. "Give Him A Great Big Kiss" was a favorite of the New York Dolls and Tracey Ullman recently cut it, while an obscure B-side called "Paradise" (written by Harry Nilsson) was later recorded by both Bette Midler (brilliantly) and the Supremes. But before Twisted Sister's new "Leader In The Pack," the only significant versions I'm aware of are Annie Golden's from the "Leader Of The Pack" Ellie Greenwich tribute cast LP and a parody by a group called the Roadies called "Packer Of-The Leads."

Correction Corner

First to catch me on a ridiculous omission in my "singing comedians" column was Tammy L. Parker, Asst. PD at KRRG/Laredo, who reminded me of Tracey Ullman's "They Don't Know" and subsequent records. Tracey hasn't done a whole lot of comedy in the States, but she's guested or starred in any number of specials and series in the UK.

And what seems to be the authoritative scoop on why Eric Clapton named his Cream song "Badge"; Q102/Lincoln Creative Director

Steve Graziano explains that in George Harrison's book "I Me Mine," he describes writing the song with Clapton, coming to the bridge and writing "bridge" on the paper before starting to inscribe the lyrics. Clapton, reading the paper from the opposite side, thought it said "badge" Graziano goes on to wisecrack, "I'd photocopy the page, but we all know how Mr. Harrison feels about copyright violations." But KYOS/Merced PD Richard Perry went ahead and sent me a xerox of the page anyway, and that's the way it reads.

Osmosis '85

Apparently Donny Osmond was more than a little bit rock-'n'-roll. The rest of his family resurfaced as country artists (the other Osmonds in 1982 with "I Think About Your Loving" and Marie recently with "Meet Me In Montana"), but Donny has waited eight years to start to work on a CHR comeback. His next LP has contributions from a number of outside acts, including one song from Culture Club. (It may or may not contain the song Osmond and Billy Idol threatened to cut together.) He's also a coauthor of Jack Wagner's "Too Young," which is somewhat odd considering Osmond had a 1972 hit with somebody else's "Too Young." His first hits ("One Bad Apple" and "Sweet And Innocent") are nearly 16 years old, more than 21/2 years older than Osmond was at the time. He'll be 28 Monday

MONDAY, DECEMBER 9

1967/Jim Morrison is clubbed during an argument with a New Haven policeman. When he begins ranting about the incident on stage later, police halt the show, and nab Morrison for disturbing the peace and resisting

1983/R&R names its #1 songs for the year: "Every Breath You Take" (CHR), "King Of Pain" (AOR Tracks), "Never Gonna Let You Go" (A/C), "Islands In The Stream" (Country) and "Billie Jean" (B/U), 1984/The Jacksons "Victory" tour ends in Los Angeles at Dodger Stadium. The final show is 1 hour and 45

minutes; by the last days of the tour, it is finally possible to buy tickets as one would for any other concert Birthdays: Joan Armatrading 1950, Steve Askew (Kaja) 1957, Redd Foxx 1922, Rick Danko (Band) 1943.

TUESDAY, DECEMBER 10

1967/Those who knew Otis Redding describe him as a competent pilot, thus adding some mystery to his death (along with four members of the Bar-Kays) in a plane crash near Madison, Wisconsin.

1971/Frank Zappa is shoved into the orchestra pit during a London concert by an audience member who "did it because my girlfriend said she loved Frank."

1976/Billy Idol's Generation X plays its first concert at London's Central Art School

1976/Boney M's "Daddy Cool" is released in America — one of the few markets the German group will never successfully crack - along with an LP cover that shows the band's females lying on top of each other in their lingerie

1982/Delco chooses Motorola AM stereo for use in GM cars, thus marking the first clear endorsement for any of the four competing systems Birthdays: Johnny Rodriguez 1952, Walter Orange (Commodores) 1946, Ralph Tavares 1948.

WEDNESDAY, DECEMBER 11

1957/Jerry Lee Lewis secretly marries his third wife/third cousin Myra Gale Brown.

1964/Sam Cooke is shot to death under mysterious circumstances in Los Angeles.

1972/Genesis plays its first American concert at Boston's Brandels University.

1982/Record executive Jerry Sharell, known for his love of Frank Sinatra, appears as a Sinatra soundalike on the soundtrack of a TV movie, "Cry For A Stranger."

1982/The Jam plays its final concert at Brighton, England.

Birthdays: Nikki Sixx (Motley Crue) 1958, Booker T. Jones 1944, Brenda Lee 1942, Jermaine Jackson 1954

THURSDAY, DECEMBER 12

1970/Black advocacy group Blacks, inc. files charges against Little Richard in Miami Beach, claiming that he kept \$250 he'd raised in the group's name. Little Richard counters that he was waiting for a receipt before he turned over the cash. Charges are dropped within a week.

1973/Helen Reddy plays L.A.'s Dorothy Chandler Pavillion and performs CCR's "Travelin' Band." 1974/The Rolling Stones begin sessions for the "Black & Blue" LP without Mick Taylor

1975/David Geffen, later a film exec with his own record company, becomes Vice Chairman of WB's film arm. Birthdays: Cy Curnin (Fixx) 1957, Dionne Warwick 1940, Paul Rodgers 1949, Frank Sinatra 1915, Connie Francis 1938, Grover Washington Jr. 1943



atrading, Paul Rodgers, Dave Clark, Brenda Lee

FRIDAY, DECEMBER 13

1974/George Harrison has lunch at the White House at the invitation of Jack Ford. Gerald Ford looks for a WIN button to give his visitor and can't find one

1975/"Squeeze Box," "Love Hurts," and "Sing-A-Song" debut on the CHR chart. Birthdays: John Anderson 1954, Ted Nugent 1949

SATURDAY, DECEMBER 14

1963/Dinah Washington dies of a drug overdose.

1968/Iron Butterfly, whose "In-A-Gadda-Da-Vida" was recently remade as a disco number by Maddog, receives a gold award for the "Gadda" LP.

1977/Using the ad line, "Where do you go when the record's over," "Saturday Night Fever" opens in New

1980/Many radio stations worldwide devote ten minutes of silence to the memory of John Lennon. Most Contemporary stations that remain on the air play Lennon's music. Birthdays: Patty Duke 1946

SUNDAY, DECEMBER 15

1955/Johnny Cash releases the original version of "Folsom Prison Blues," which he'll remake, live at the

1968/Grace Slick appears in blackface as part of the Jefferson Airplane's performance of "Crown Of Creation" on the Smothers Brothers show. Slick, wearing leather gloves, gives the "black power" upraised-fist salute at song's end.

Birthdays: Nick Beggs (Kaja) 1961, Harry Ray (Ray, Goodman & Brown) 1946, Dave Clark 1942. Alan Freed would be 63. Jesse Belvin would be 52.

THE FIRST SINGLE FROM THE ASIA ALBUM, ASTRA GHS-M5G 24072

PRODUCED BY MIKE STONE FOR MIKE STONE **ENTERPRISES, LTD** AND GEOFF DOWNES

MANAGEMENT: **BRIAN LANE**

ON GEFFEN RECORDS. CASSETTES AND COMPACT DISCS.



SECOND WEEK:

CHR NEW & ACTIVE

98/40 - 48%!!

AOR TRACKS: 2 AOR ALBUMS:





CHR NEW & ACTIVE

94/42 P-1 ACTION:

WHTT Y100 WXKS-FM WGCL WBEN-FM WMMS WPHD CKOI WCAU-FM PRO-FM CHUM

KHTR KKRZ

KPLUS

The new single from the forthcoming Tri-Star motion picture



Produced by Queen/Mack

Capitol

CALENDAR

BRAD MESSER

The Newspaperman's Headache

The sun rises. Newspaper editor awakens, rolls out of bed, pulls on his robe, dashes to the front porch to get the morning paper which his staff has put together during the previous evening, pours his first cup of coffee, turns on the local station to hear some news, sits at the kitchen table, reads and listens.

He begins not liking what he is hearing. Not liking it one bit. The radio newsman has a story that, isn't in the paper. A local story, and a pretty good one, too.

Although his paper does have an advancer on a murder trial that begins today, the radio says charges against the accused killer will be reduced because of a pretrial plea bargain.

The broadcaster, just looking for tape, had interviewed an at-torney last night and lucked into the new development.

Editor frowns. Listens more attentively. Lays the morning paper down. Coffee forgotten, getting cold. Mind on more important things. Journalism. Competition.

Radio newsman switches to a Washington story. Good. Just a rehash of something the EPA released last month about lowquality drinking water in various towns nationwide. Old story. Whups, there's more. The feds had promised a detailed followup. It was issued late yesterday. It says the local water has traces of contaminants and that further tests must be conducted.

Editor suddenly remembers his cup of coffee. Wonders about the water in it. Mood going downhill. Newspaper didn't know the EPA report was due yesterday. Editor decides maybe there ought to be a sudden and ugly staff meeting later this morning if the

two-man news department can consistently come up with stuff the paper is missing

Newspaperman heads for shower, frowning, muttering to himself, mentally experimenting with potential opening lines for the staff meeting. One part of his mind now wonders about the shower water and another part speculates how the radio station keeps track of just about everything with only two people and no real resources.

It turned out to be a bad morning at the newspaper office. The day was sunny but the staff meeting was thunder and lightning. Heads almost rolled.

The editor told me that story. I knew the two small town broadcasters who gave him such fits.

No big mystery. Shucks. Give any dedicated radio newsman a phone and a Futures/Followup file and he can accomplish wonders.

Christmas Seals

MONDAY, DECEMBER 9 — The world's first Christmas Seal stamps went on sale 78 years ago today at the Wilmington, Delaware post office (1907). A woman named Emily Bissell thought up the idea as a way of raising donations for tuberculosis research. The first year, she brought in \$3000. Today, Christmas Seals raise more than \$40 million annually for the American Lung Association.

1979 - World's heaviest turkey 77 pounds 4 ounces (dressed)

1958 - John Birch Society formed in Indianapolis, Indiana

1884 - Roller skates with ball-bearing wheels patented. 1842 — First Christmas cards created by Henry Cole of London.

Birthdays: Donald Clark "Donny" Osmond 28. Beau Bridges 44. Dick Van Patten 57. Redd Foxx (John Elroy Sanford) 63. Kirk Douglas (Issur Danielovtich) 69. Thomas "Tip" O'Neill 73.

Fastest Piston Airplane

TUESDAY, DECEMBER 10 — The world record speed for a piston-engine airplane is 469 miles per hour, established 38 years ago today (1947) by the late Jacqueline Cochran in a P-51 Mustang, over a course 100 kilometers long. The Mustang was destined to escort American bombers over Europe in World War II, powered by a 16-cylinder Rolls Royce "Merlin" engine.

1964 - Dr. Martin King accepted Nobel Peace prize.

1958 - National Airlines began first domestic jetliner service

1913 - Mona Lisa painting recovered after two years stolen

1901 — First Nobel prizes given (on anniversary of 1896 death of Alfred Nobel). 1817 — Mississippi 20th state

U.S. Commits To Vietnam

WEDNESDAY, DECEMBER 11 — The United States committed the first direct military support to South Vietnam 24 years ago today (1961). We had already been providing money, weapons and advisors (to the government of President Ngo Dinh Diem) and on this date we committed the first American combat troops, two U.S. Army helicopter units.

34th anniversary of the 1950 Supreme Court Fifth Amendment ruling establishing that no person can be forced to be a witness against himself in a criminal case (or certain other cases).

1948 — First car with Nylon uphostery ('48 Studebaker).

1946 — John D. Rockeller donated six blocks of land in New York City for United Nations Headquarters.

1941 - Germany and Italy declared war on the USA (WWII).

1816 - Indiana 19th state

First Motel Turns 60.

THURSDAY, DECEMBER 12 — The world's first motel opened 50 years ago today — about two weeks before Christmas of 1925 - beside the main highway in San Luis Obispo, California. It was the Mo-Tel Inn, and it's still in business. The contraction stands for "motorists' hotel."

1953 - Chuck Yeager flew Bell X-1A at Mch 2.5.

1924 - First live radio remote: a band at WNYC/New York relayed to KDKA/Pittsburgh and then on to Savoy Hotel in London.

1917 - Deadliest train wreck killed 543 at Modane, France.

1901 — First transatlantic radio (Marconi) Newfoundland-Britain

1899 - Golf tee patented.

Birthdays: Dionne Warwick 45: Connie Francis (Concetta Franconero) 47. Francis Albert "Frank" Sinatra 70.

Brilliant Meteor Shower Tonight

FRIDAY-THE-13th — Tonight and tomorrow night, we're in for perhaps the most spectacular shooting star display of the entire year. The annual Geminid meteor shower (which appears to originate from the constellation Gemini) is forecast to produce up to 50 or 60 per hour. Last year's Geminid shower was ruined by bright light from a full moon, but not this year

1977 — Indiana plane crash killed 29 including whole University of Evansville basketball team. 1942 — New Zealand discovered. Birthdays: Christopher Plummer 56, Dick Van Dyke 60, Guitarist Carlos Montoya 82.



ADAM WHITE

Taking An Independent Stance

Independent record distribution is stronger than it's been in years, declared industry veteran Phil Jones during the 1985 New Music Seminar. As a result, said the Fantasy Records executive, the future for indie labels is bright.

There's noshortage of people in agreement with Phil, judging by the number of independents starting up. This column is about four recent entries. The principals all have music business experience of one kind or another, and their enthusiasm is not dimmed by today's major-dominated and highly competitive market-place.

The four labels are involved in various types of music. Adam Levy's Warlock Records is a New York-based, Black/Urban-oriented company. It reflects his promotion background with indies like Sunnyview, Sutra, and Streetwise, and such acts as the Fat Boys and Newcleus. Pete Dyer's Atlanta-based Press Records works with rock bands from that part of the country. Press is an extension of his former partnership with Danny Beard in DB Records.

Private Music, led by former Tangerine Dream member Peter Baumann, is exploring the growing interest in instrumental music and (for lack of a better description) "new age" sounds. It's headquartered in New York. And John Abbey's Ichiban Records, another Atlanta-based firm, is producing new recordings from R&B stalwarts like Clarence Carter and Rufus Thomas as well as contemporary black talent.

Levy's Rap

"I base my company around the fact that I can promote records really well," says Levy. "People have asked me if I just want to do rap records because our big successes at Sutra and the other labels were with that type of artist. But my first release is a ballad, which I picked up because it was selling in Detroit. Anything I feel I can get played on the radio and sell is what I'm going for. I'm not trying to create a sound or an image for Warlock, except that we'll put out good product."

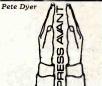
Levy's first release is "Quiet Guy" by Kiara. Street-oriented indies – especially those marketing 12-inch singles – are often seen as product-oriented rather than artist-oriented. "Kiara could become an act," says Levy. "They write and produce their own material. You're always looking for that because you never know who's going to be an artist. If anything looked like a one-shot, it was the Fat Boys, but we created an act. You always have to treat your people like

you're trying to build a career.'

He continues, "Generally, I like to put out a 12-inch record. If it starts to sell, calls come into the stations, and I recognize it's a hit, I'll go in and cut an album. But I test my records very carefully, and I do that by getting them played on the radio. I won't service clubs because the majors have blocked indies out of that market. They're so flooded with 12-inch product, and the majors have staffs working them as extensively as they work radio. It doesn't pay to compete when my return is only going to be an additional 10,000 sales, whereas I can get three radio stations and sell three times that."

Levy is currently preparing Warlock's second project. His label is distributed by, among others, California Record Distributors, Sunshine in New York, MS for Chicago and Atlanta, JFL in Florida, Great Bay for Washington/Baltimore, Action in Cleveland and Big State for Texas.





Dyer's Strategy

Pete Dyer, working with four acts on his Press label, is candid about his hope that at least two are commercial enough to graduate to a major. "Having done independent distribution with Danny Beard and other projects, I realize there's a huge gulf between the indies, such as Important, Rounder, and Greenworld, and selling real records to real people. The truth is if we sell 2000-5000 copies of anything, they may just be going to college radio

staffs and writers; 5000 is just a drop in the ocean."

Press existed as an outlet for "one-off and esoteric" projects when Dyer partnered with Danny Beard. The reorganized label now has two bands, Art In The Dark from Athens and Face of Concern from Atlanta, solo performer Kevin Dunn, and a U.K. group, Balaam and the Angel. 'Basically, I have acts who are prepared to make a three-album commitment to me." Dyer explains. "Financially, I can afford to hold a roster of about six acts." Toward that end he's looking at two more bands: Baxters from New York and This, Future from

Promotionally, Dyer's strategy will be to build from a solid regional base – "We have very good college radio in Atlanta and appalling commercial radio" – rather than go the national route, which he says DB often tried. He also employs a full time publicist, Mark Pucci. "One of my objectives is to get simultaneous reviews nationally in as many papers as possible when a record is released. Copy is basically going to get me more attention in the long run than uncoordinated radio play. I'm not out to sell



Peter Baumann



records so much as to promote what I believe is a fairly credible label to attract investment. Then I'll have the resources to tackle things on a larger scale."

Dyer says Press is distributed by several U.S. accounts, but he also sells (via a partner in England) to the English arms of various U.S. importer/wholesalers. These firms then ship the product as imports to their American sites — and apparently pay more promptly than their U.S. equivalents.

Private's Plan

Peter Baumann laid the Private Music foundations about a year ago in response to consumer demand that he says is not being adequately met. "There's an age group being ignored and a demand for music that's not being filled. People who grew up in the '60s buying records once, twice. three times a week no longer have any relationship to the music produced today. You don't want to listen to AC/DC every day when you're 30 and over. The new CD technology has revived the interest in music among that age group."

Private's response is acoustic and electronic tinstrumental music from such artists as Patrick O'Hearn, Jerry Goodman, Eddie Jobson, Sanford Ponder, and Lucia Hwong, Baumann, who is producing half of the company's output, stresses, "We are certainly not a new age label. There's a big distinction between new age and instrumental music. Tangerine Dream was around long before new age was even mentioned."

The company's promotional efforts have been directed first to "more progressive" AOR stations, explains Private VP Dor-



John Abbey



een D'Agostino. She cites airplay on WXRT/Chicago, KBCO-FM/ Denver, KSPN/Aspen, and CFNY/Toronto, among others.

"We started out with the 12-inch vinyl sampler. As we got positive response, we followed up with compact discs." A number of outlets are also programming from the CDs, reports Doreen. Other promotional tactics embrace college and Jazz stations, the latter targeted with the services of Bob Laul of Serious Bob

Promotions. Product distribution is handled nonexclusively through Intercon Music Corp. of Wallington, NJ and Precision Sound Marketing for the West Coast.

Baumann puts a \$2 million price tage on Private Music's start-up, far more than most fledgling independents would or could spend. "You could do it for \$200,000, but I made sure we could do it for two years without selling a single record. I'm giving it two years to get to a certain point." Does he have partners in the enterprise? "Just say I'm solely responsible," he replies.

Abbey's Road

Like Baumann, John Abbey sees Ichiban Records filling a void created by others' disinterest in artists such as Clarence Carter and Rufus Thomas. "So many major labels are letting a lot of black talent go." he says. "But there is a market for it, and Malaco provides the perfect example. They're getting anywhere from 30,000 to 100,000 sales on a release, and you can make good money on that."

The promotional road can be rough, Abbey concedes, and the potential radio base can be small. 'Realistically, you aim for people you think will like the record out of the box. The South is where it all starts, then you hope to spread it. With Clarence, we've been successful in Chicago, Detroit, and St. Louis. We don't stand a hope in hell of a WBLS or KISS (WRKS) in New York, I just hope the day will never come when Black stations are ashamed to play a black record. They can play what they want to, of course, but I still believe they have a responsibility to black music. It worries me to hear a station say it can't play a Clarence Carter because he's too black."

Not that Abbey's label isn't involved with contemporary talent. Slave is on the roster, and an album is imminent. Drac, one of the band's original members, has also been signed.

aiso been signed.

Ichiban is nationally distributed by independents via Stan's Records of Shreveport. Abbey says, "Working with the indies is both the most exciting and disappointing experience of my life. Some of them are so good and so aggressive. Others are losers who get exactly what they deserve and make me understand why labels like Motown went to the majors. But if you take the time and trouble to build a relationship with a distributor, it can work. I just hope it still works when it comes to payday!"

R&R FRIDAY, DECEMBER 6, 1985/33



CONTEMPORARY HIT RADIO

JOEL DENVER

LIKE MAGIC

Small Budget Tricks For '86

The New Year is fast approaching - are you ready? It's not just the new annum we're waiting for; it's a new ratings period. So next month, while you're thinking about resolutions for self-improvement, you might want to work on some station improvement ideas as well.

How about that budget? Do you spend a lot of time figuring out ways to offset costs and keep those trade-out mentions from airing every ten minutes? Well, welcome to the club! Such dilemmas are not uncommon, especially in smaller markets. Usually everyone is in about the same boat, but occasionally there's a station in town that gets all the money it wants. Then you're stuck competing against a powerhouse whose identity is plastered all over the city.

Are you the station that gets it all, or are you the one looking to do champagne ideas on a beer budget? If you're the financial underdog, or are simply looking for some inventive ways to stretch that tight budget, then this column's for you. Offering helpful tricks are 94Z/Raleigh's Peter Delloro, KNMQ/Albuquerque's Steve Stucker, and 99KG/Salina's Denny Collier.



Peter Delloro

Let's say you're about to make our pitch for the coming year's budget. Generally, you're going to figure out how much should be allotted for various giveaways, the merchandise budget, and the station's media campaign. From there you'll have to decide when clients can help, and which portions of the costs you can expect them to handle.

KNMQ is the sole property of Mesa Grande Broadcasting, which is working on the purchase of another. The company's partners include GM Ron Sack, WFYR/Chicago's Jim Ellis, and two private businessmen. Not having a huge



Steve Stucker

corporation feeding them dollars, KNMQ relies largely on its own imagination when it comes to pro-

The job becomes doubly hard when you consider the A/C power-house in town, KOB-FM, which gave away two \$100,000 houses as only one of its promotions during the last book. Needless to say, exposure is always a bit of a feat for KNMQ. As Steve puts it, "We're always trying to sneak in the back

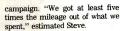


town in several ways. First, and most important, it goes for all the free press it can get. "Developing a relationship with the local media is very important to me," said Steve. "Whenever we do something, the local TV and print media are either invited or receive a press release. Nine times out of ten, the event gets covered on local TV news and

Second, Steve has worked hard with major charities such as the March Of Dimes Haunted House, or WalkAmerica. KNMQ announcers host the annual telethon for MDA every year, as well as a "Jail-A-Thon" for the American Cancer Society. The station recently came up with a new idea for Cystic Fibrosis, the "Pit Climb," where people collect pledges to run from the top of a 20,000 seat arena to the bottom as many times as they can.

Next come community and client tie-ins. KNMQ sponsors a ski series every year with Dr. Pepper, giving away lift tickets, ski weekends, and nearly \$20,000 worth of related prizes. Dr. Pepper subsidizes up to to two-thirds of the cost for its own mentions and exposure

bars in town, playing "The Dating Game" (a la the TV show) at



With the arrival of two new CHRs in the market, however, he's setting bigger sights for the coming year. "I expect we'll have to spend at least 50% more than we did this year," said Steve, "but that doesn't mean listeners will be bombarded with spots and mentions. There's no way I'm cluttering up my air-

Inventive Strategies

Across the country, 94Z's Peter Delloro also knows how important promotions are. Owned by Village Companies, his management sees the necessity of promotion and gives Peter a substantial amount of money to work with. A calculated, workable strategy is Peter's aim. and every year he gets together with the GM, GSM, promotions director, station manager, and salespeople to set up a calendar for the upcoming ratings period.

94Z plans at least one major cash giveaway. Last book it gave away \$500,000 on the air, including a Nissan 280ZX with \$300 tucked in the glove compartment as the

Continued on Page 37



various establishments, offering

reduced-priced drinks, prizes, and

so forth. KNMQ's second annual

Costume Contest, which featured

400 contestants this year, handed

out cash and prizes obtained entire-

ly from the mall where it was held.

The station's presently giving away a \$15,000 Buick Somerset,

traded entirely for mentions. Not

money on? Mainly personal adver-

tising. Last spring it spent about

half of its budget on TV and

billboards, with the rest going into concert trips, on-air cash

giveaways, and a big direct mail

So what does KNMQ spend

bad, eh?

But KNMQ has infiltrated the in the papers."

The station also works with local



942's Molson Golden Secret Campsite



KNMO's Great Grocery Giveaway

First Snow Of The Year

99KG/Salina sponsored the area's "First Snow Of The Year" last month, prepping listeners for approaching winter months. First it negotiated with a local mall, where merchants offered either a prize item from their store or a discount on merchandise.

After a month's worth of plugging, each prize was written on a pingpong ball - 3500 prizes on 3500 balls. The station then hired a helicopter and pilot for \$175. PD Denny Collier went along for the ride, and as the 'copter circled around a shopping center, he dropped prize balls off to listeners below!

Listeners were out there with nets and boxes to collect as many as they could. Denny made multiple passes overhead, unloading 200 to 300 of 'em at a time before backing off to build anticipation for the next load. No doubt, it was a promotion that not only was relatively inexpensive to pull off. but also got the whole community



talking. As a precaution, check with the FAA and also investigate any local ordinances or insurance problems which might present a problem to you, your station, and is cosponsoring the whoever

NEW AND ACTIVE



Dream Academy

"Life In A Northern Town"

CHR NEW & ACTIVE

One Of The "Most Added"



a-ha

"The Sun Always Shines On T.V."

CHR BREAKERS

One Of The "Most Added"

From their debut album, The Dream Academy Produced by David Gilmour/George Nicholson/Nick Laird-Clowes Available on Warner Bros. Records and Cassettes





From the a-ha album <u>Hunting High And Low</u> Produced by Alan Tarney Available on Warner Bros./Reprise Records, Cassettes and Compact Discs



BRUCE SPRINGSTEEN

"My Hometown"

b/w "Santa Claus Is Coming To Town"

200/60 - 81% ONE OF THE MOST ADDED

The 7th CHR BREAKERS from the 14-million-plus album "BORN IN THE U.S.A."

AOR Tracks: 26
#1 MOST ADDED TRACK

A/C BREAKER - DEBUT 30

NON-STOP



BARBRA STREISAND

"Somewhere"

The hit single from the fastest-selling album in her career!
This multi-platinum album is Top 10 in your market!

22 CHR Adds - Out Of the Box

Including: 94Q WXKS-FM 195 PRO-FM Q103

A/C: 20 A/C Full-Service: 9



PAUL YOUNG

"Everything Must Change"

From developing artist to A-U-T-O-M-A-T-I-C your audience has demanded Top 5 rotation for every one of his releases this year!

CHR NEW & ACTIVE

94/23 - 48%



HOOTERS

"Day By Day"

Two hit singles and 750,000 albums later, they're about to hit the road with the hottest tour of the new year with LOVERBOY.

FIRST WEEK-39 CHR ADDS! CHR SIGNIFICANT ACTION

Including: B104 Z106 WMMS WPHD WAVA KPLUS



Columbia Records

CONTEMPORARY HIT RADIO

Small Budget Tricks For '86

Continued from Page 34

grand prize. Although the market will be rated year 'round for the first time, Peter thinks he can succeed with the same amount of money. "I don't think it's necessary to put more than that on the air." he stated. "We should be able to get enough mileage out of \$500,000."

The object is spreading it around, and 94Z does it with client tie-ins. Peter explained, "After laying out our calendar of activities we try to match them with clients who would be the best and most logical coparticipant. Then we make them wonderful advertising offers to put it all together."

Up to three-fourths of the expenditures have been covered in past years, and some advertisers are equally pleased, due to some very skillful sales planning. 94Z sponsors either "Big Weekends," where big prizes (donated from a major manufacturer) are given away every hour for the entire weekend, or "Theme Weekends," where local merchants will donate items for mentions on the air.

An example of the theme concept was an "Invasion of The LP Snatchers" weekend, where listeners could call in to win an LP four-pack whenever they heard sound effects of an alien landing on earth. Local merchants are quick to tie in with T-shirts and other promotional merchandise displaying their logo. "Even the peel-off from the bumper sticker is useful," noted Peter.

A Traveling Road Show

94Z has also made a very wise investment with its own traveling road show - a huge truck containing a lighting/sound system, mixing board, and 500 watts of power. Although the truck was donated, the station installed all the equipment and hires college kids to do the legwork while out on remote assignments. The "94Z Jam Stand" does eight events a month, and for \$2500 in advertising, a client gets one remote package all to itself. Peter estimates about \$15,000 goes into the truck's annual upkeep, which is figured into the budget as an expense.

Because the CHR war in Raleigh is fast becoming a bloody one, Peter wouldn't give us any specifics on how 94Z will handle its upcoming media campaign. He did mention, however, that ideally he'd like to spend around \$100,000. Unlike KNMQ, cash is not a problem, but Peter wisely looks for ways to maximize his resources.

Small-Scale Bigtime Productions

While discussing ways to make those dollars go farther, we've only touched lightly on the subject of sales staffs, but we cannot let their importance go unrecognized. 99KG's Denny Collier said, "You need that sales department for all the wheeling and dealing that goes into client sponsorship, and in a small market, you need all the sponsorship you can get. The sales department is invaluable in a market like this."

In Salina, KS; home to "Wizard Of Oz" characters Dorothy and Toto, there's no local TV or public transportation and few large corporations. 99KG has one owner, and while it's the town's solo CHR. Denny is kept busy worrying about the two stations 45 miles away. So he goes for community involvement to ensure that his own personal listeners are tuned into their own personal radio station.

Along with sales' help, Denny has been able to subsidize almost all of the station's promotional merchandise (he did buy some frisbees last year) and most of the prizes and albums be's given away. Again, Denny stressed, "The sales department people are the keys to many of our giveaways."

The other side of it is the spotload to pay for it all — 16 to 21 units an hour. But to enforce the music image of 99KG. Denny runs 30 to 80-minute "Free Ride" music sweeps, with at least six 30-minute sweeps during drivetimes so listeners won't feel overwhelmed by all those spots.

But imagination is the focal point at 99KG, so let's get into that. Denny and his staff have dreamed up some incredible promotions, and here are a few:

• "We Have Ours, Now You Can Have Yours," an idea spawned by the station's purchase of a new car, gives the listeners a chance to win a duplicate of the 99KG vehicle. In return for on-air mentions, Dr. Pepper financed half of the price of the car's actual price, handled the display work, and set up locations where listeners could register to win it. For two weeks the car was kept under wraps with the word "Yours" written across it, and it traveled all over town sparking interest.

Using the 99KG car as a focal point, the air personalities conducted remotes and handed out prizes. The mystery of what kind of car was under wraps grew, and finally the wraps came off and listeners registered to make it their own.

Four weeks later, registered listeners gathered at a local mall to be among the 30 finalists picked to lay their hands on the auto. Three days later, the one person still glued to the car was the winner. With preparation and planning, this contest was stretched out over the entire summer, for half the price of a car.

• "99KG Two-Dollar Bills." The station handed out its own \$2 bills, and the serial numbers were later announced on-air. Listeners had 99 minutes to call in to win \$99. Sometimes it was more than money they received, as merchants donated movie passes, LPs, Dr. Pepper, and lots of other freebies for the event.

"99KG Money Button." Listeners spotted wearing the station button picked up \$99. There was also the "99KG Christmas Logo Hunt." where listeners had to literally hunt around town for prizes and other goodies.

Denny keeps his listeners busy all year 'round. If you'd like to hear more about those crazy activities, pay attention to our "Bits" column, where he is a regular participant.



KWK Wants To Be Your Next #1

If you happen to have hundreds of thousands of dollars available, as KWK/St. Louts does, then this could be the promotion for you. It not only reinforces the calls, but also builds a winning image interweaved with hit music. What more could you ask for? In only a little over two weeks into the contest, PD Garry Mitchell reported giving away in excess of \$20,000. I guess they're listening, Garry!

MOTION

Uncle Jack McKay has waited out his 30-day court injunction filled by KBQ-100, so he can now join crossstown rival KHHT/Minot, ND for mornings . . . Brian Thomas is new to overnights at KNINI/Wichita Falls, TX from neighbor KKQV . . . Boom Boom Cannon is upped to Assistant PD at WKSE/Buffalo, and former WERZ/Exeter air personality Scott McKay moves in as MD/noon-3pm . . Steve Mann joins 7pm-midnight at WQUT/-Johnson City as PD Mark Potter sides into mornings.

Z104/Madison AE Ted Waldbillig is upped to GSM for WTSO & WZEE, and 6pm-midnight air personality Debra Glick takes over as Promotions Director ... KHJ/Los Angeles welcomes Yvonne Painton as News Director/morning anchor, and Paul Crosswhite for afternoon news ... At KRQK/Lompoc, Jaimie Roedel joins Mike O'Neil on the afternoon show, and Janine Slegel takes on laterights ... At G100/Mobile, James Fulton is named News Director, Blaine Kelly returns to 7pm-midnight.

MD **Jim Golden** joins the "Gee Morning Crew," and midday air personality **Carmen Brown** acquires Promotions Director duties.

WJXO/Jackson-Lansing announces the following lineup: Jay in the morning with Barb Smith and Gregg O'Connor, Brian O'Bryan at midday, Bill Lindy on PM drive, Bobby Lewis at night, and Lance Duncan overnight

... R&R wishes SLY96/San Luis Obispo a hearty congratulations on its Silver Anniversary — 25 years of rockin' the West Coast!



CHEECH & CHONG DO BREAKFAST — Cheech & Chong found time to break away from East L.A. to visit the KZZP/Phoenix Breakfast Show. Shown (I-r) are MCA's crazy man Billy Brill, Tommy Chong, KZZP morning man Bruce Kelly, and Cheech Marin.

BITS

• A Home Of Your Own — Z100/ New York, Pepsi, and Vintage Homes of Mt. Poccono, PA are planning on making a dream come true in their newest Supersticker Giveaway. The grand prize is a Poconos vacation home, and listeners can either register at a specified location or be seen sporting the Z100 bumper sticker to win one of 150 keys that might open the door. The lucky keyholder wins a custom house with land, a year's membership at Cherry Valley Golf Club, and a year's supply of Pepsi. Your Very Own Comet — WBWB/Bloomington is celebrating the visit of Halley's Comet by giving away one of its own — a 1961 Mercury Comet. Listeners must register at sponsor locations, listen for their names, and then call in to win a copy of the Cars' "Tonight She Comes" LP. Album winners will be entered in the grand prize drawing, scheduled for the day the comet passes.

Attention All Turkeys — WAVA/
Washington and Safeway embarked
on a search for all "turkeys" in the DC
area. Listeners could win their own
Thanksgiving bird as well as one for
the "turkey" they knew best by sending in a postcard describing their
favorite "turkey" and why they deserved to be flipped a free bird.
"Turkey Stories" were reviewed twice
a day, and the best ones were awarded the entree.



EASY LISTENING RADIO

GAIL MITCHELL

Keeping Sales, Programming Compatible

This is a discussion of "commercial acceptance." The purpose is to help you identify commercial material that could cost you listeners and find solutions that won't hurt your bottom line.

The best commercial approach in the Easy Listening format is one 'that is conducive, rather than disruptive, to the musical atmosphere you've created for the listener. Friendly, conversational spots are the best for the format itself. Nevertheless, some variety in commercial approaches is desirable. So what we need to know is what makes a commercial incompatible with the format.

Incompatibles

While we can isolate many factors that can cause a commercial to be incompatible, there are times when it comes down to a "feel" for the format. Therefore, it's important for one person to be responsible for the screening of commercials, usually the operations manager.

Here are some of the commercial types that we *know* are incompatible:

- Hard-sell copy and delivery.
- Jingles and instrumental production beds that are oriented to rock or Country formats.
- Sound effects, such as auto crashes, kettle drums, thunder, and lightning, etc.

 Offensive copy lines. ("Pssst. Hey fatso! Want to lose those unsightly pounds?")

- Commercial subject matter that may prove distressing, such as funeral homes, personal medications like Preparation H, etc.
- Amateur voicing, political ads excepted, that take away from the professionalism of the sound.
- Over-produced spots, which use many voices or inserts, excessive music production, or production techniques such as echo, phasing, etc.
- Character voices (old prospector "graphy" Dracula etc.)
- tor, "granny," Dracula, etc.)

 Accounts that tie in with the station, such as "Mention you heard it on WXXX and get a free
- Businesses, services, or products of dubious repute. This includes movie spots for horror charge "floth flights" etc.
- shows, "flesh flicks," etc.

 Overly long copy, resulting in a rushed delivery.
- Poor technical quality (noise, distortion, compressed audio, EQ, etc.) Equalization problems can sometimes be corrected in your production room. The others really can't be.

When you receive a spot that falls into one of the preceding categories, it's necessary to explain to the client why there's a problem. Then offer to work with him in developing an alternate approach that will better serve both him and your station.

Gaining Respect

Many stations never get to this point because they anticipate either offending the client or needing to back up and take the spot if the client won't compromise. This is unfortunate because not only have you jeopardized your audience, but you've set a precedent that makes you less credible to clients in the future when you do try to draw the line.

What may seem like an occasion to irritate a client ("What do you mean you don't like my spot!"), is actually an opportunity to gain new respect for your station. If you put the integrity of your format foremost, you'll gain a reputation with clients and listeners alike as a station that believes in what it's doing.

The trick for salespeople is being able to present the station's point of view effectively. For example: CLIENT:

I spent good money on this jingle. I'm using it on all the other stations in the market. And you're telling me it's too "rock" for your format? ANSWER:

I don't doubt that your jingle has been effective on those stations. A rock listener will naturally find a rock jingle more appealing. A country listener will respond well to a country jingle. The same logic follows for our format. Our listerrers respond best to a spot that corresponds to their taste. We've been very successful in putting our listeners in a relaxed, comfortable mood (that's the best mood for receiving your message).

To disrupt that mood with a spot that's way out of line with the format would be doing a disservice to you, not to mention our listeners and other advertisers. Of course, we'll be happy to work with you to create a spot that will actually be more effective for you in the context of our format. And we won't risk eroding the audience you want to reach.

Note: The next two questions concern spots voiced by clients and music behind spots. Neither of these circumstances is always unacceptable. It depends on the voice or the music in question: CLIENT:

I've voiced my own spots for years. Why can't I do the same on your station? ANSWER:

To maintain and increase audience for our advertisers, we find it necessary to be selective in the voices that are heard on the station. This preserves the "class" image which our clients and listeners respond to. Non-professional voices can attract attention in a negative way. We want your spot to evoke a positive response from all of our listeners, and we want to deliver to you the largest audience audience possible.

By Steve Hibbard

CLIENT

Why do you advise against using music behind my spots?
ANSWER:

Remember that your message is preceded by a full quarter-hour of uninterrupted, mostly instrumental music. Unlike other formats, ours makes a voice (and your spot) a welcome contrast to the music. If you put music behind your spot, the listener will be distracted by the music, almost as a continuation of the preceding music sweep. That can dilute the effectiveness of the spot. And the use of familiar music makes the problem even worse. CLIENT:

I have a big sale I want to promote. Why do you advise against running a spot every hour?

ANSWER:

Most importantly because it's not the most effective use of your money. A big reason why spot schedules get results on our station is because the format is designed to generate long listening spans. A key element is a minimum of repetition (we have 2900 music selections in play right now). If we introduce an element of undue repetition, we can create tuneout by hitting the same listener with too many repeats of your spot.

That can erode your audience.
CLIENT:

Does that mean you don't want my budget? ANSWER:

Not at all. We just want to schedule your spots for maximum



Steve Hibbard, Director of Programming, TM Easy Listening for TM Communications since 1981, has a varied radio background. His programming experience includes WDXY/Sumter, SC, WSSV/Petersburg, VA, and WSGH (now WKZL)-Winston-Salem/Greensboro. Between 1975-78 he was Production Director/morning man at WGLD/Greensboro (now WOJY). And he spent three years as OM/morning talent at WYYD/Rsleigh-Durham (now WVIT).

effect. By running your spot once every two hours for an even longer period, you'll actually reach more different people. And the money left over can be used on other days in an image campaign to keep your business's name top-of-mind with our listeners.

Finally, what happens if the client won't consent to listen to an alternate production of the spot? You either run his spot or lose the buy. Don't think that losing the buy is necessarily a no-win situation. You've stood up for what you think is best for your clients and listening audience. It's not unlike walking away from the guy who expects a deal cheaper than the rate card. You've stood by what you think the station is worth. In either case, more often than not, you'll earn the client's respect. And if your station gets results for his fellow advertisers, he'll be back.

FLOW

Scott Jacintho named LSM at WXKS/Boston ... 25-year broadcast vet Bill Hickok joins WRC/Washington in the morning slot KLIN/Lincoin promotes Cliff Gauldin to News Director . . . Jim Bond handles mornings, Scott Goettel takes on afternoons at WVEZ/Louisville Rosenstein segues to the WGMS-AM & FM/Washington airstaff Ford returns to mornings at WKAT (Lucky 13)/Miami and teams with veteran radio/TV personality Big Wilson; Ned Powers shifts to afternoons. while PD Jack McDermott moves to middays . .. Ed Lenane takes on PMs at WLIX/Bay Shore, NY . . . WJ-JD & WJMK/Chicago GSM Lois Gredell elected 1986 President of the Broadcast Advertising Club of Chicago . . . KBEZ/Tulsa relocates to Park Towers, 53rd and South Yale.



FASTER THAN A SPEEDING BULLET— That's how fast Peter Peirce (center left) was moving when he grabbed \$375 worth of classical LPs in 104.3 seconds during WNCN/New York's second annual "Record Run" promotion. Reveiling in the thrill of victory are (i-r) WNCN morning host Bob Evans, Son'y s James Bobowski, winner of the Sony door prize Mitchell Chester, WNCN's YP/GM Matthew Field and PD Mario Mazza.



STEVE FEINSTEIN

BODY BUILDERS

Making Your Cume Zoom

AORs that lead their markets in cume are only slightly less rare than Halley's Comet. Generally, cume leaders are broad-appeal CHR or News-Talk outlets whose high repetition of programming elements yields a huge audience with short listening spans. A number of A/Cs, mostly full-service AM giants with outstanding market heritage, are also cume leaders by way of offering "something for everybody."

With its more specialized appeal and slower rotations, AOR tends to have a smaller overall audience that listens for longer stretches. A number of AORs in smaller, less fragmented markets are tops in cume, but within top 100 markets, only four rockers have been #l in recent books: KBPI/Denver, WZZO/Allentown, WAAF/Worcester-Boston, and WBCN/Boston. Let's examine some of their case histories.

KBPI

Sandusky National Program Director Jeff Sattler, headquartered at KBPI, describes it as having a "classic, mass appeal, hybrid, rock position that touches everybody musically and promotionally."

But exactly how hybrid KBPI leans will change according to marketplace conditions. KBPI, like most Sandusky stations, is known for a strategy of often adjusting its musical position accord"KBPI has a mass appeal, hybrid position that touches everybody musically and promotionally."

-Jeff Sattler

ing to competitors' musical postures. If necessary, KBPI will shift even while it's still on top in the ratings, rather than only after a decline. For example, though last spring's numbers showed KBPI #1 in cume and #2 12+ with a 7.7, it has since modified its sound.

Last spring, KBPI read both of its AOR competitors on the left as playing comparatively unfamiliar music. Assessing a gaping hole for a station between unfamiliar AOR



AOR'S CYCLICAL NATURE — Cassondra Welch, of Indie firm S.W.A.N., takes KZEW/Dallas PD Rob Barnett for a ride while delivering the Cruzados' "Motorcycle Girl."

and hit-oriented CHR, KBPI moved to expand its cume position by using a mix of highly familiar AOR and compatible CHR hits. The rationale was that it had the leeway to move to a mass appeal position, as its AOR flank on the left was still safe because it would still be the choice for rock listeners who wanted a station with music more familiar than the other AORs. At the same time, employing pop crossovers like Madonna, Harold Faltermeyer, and Prince would enable KBPI to pick up its share of vulnerable CHR listeners.



Jeff Sattler

Lately, though, with the AORs sounding more farmiliar and being more of a potential threat than when they were further to the left, the hole that KBPI occupied is smaller. Accordingly, it's shifted back to the left to protect its AOR flank. Sattler explains, "If you're being pushed from the left, you've got to be more cautious about the CHR records you play. When you no longer see the CHRs as your main competition, then you pull off crossovers sooner or don't even go on them at all."

Instead, KBPI is more likely to use AOR exclusives such as Mike & The Mechanics that "give us a feeling of depth and help battle stations on the left." Hence, though KBPI's stance is still that of a tight AOR,

most observers would say it now sounds more rock-oriented than it did six months ago. Unlike last spring, there are no songs on its current list that are not receiving widespread AOR play.

There are still substantial differences between KBPI and its AOR rivals. Sattler terms KBPI more contemporary-sounding than KBCO and KAZY. Its rotations are as hot as every two-and-a-half hours in certain dayparts, while the others are eight-ten hours, estimates Sattler. KBPI's current list is half the length of its competitors, reflecting Sattler's philosophy of going only with secondary album tracks that are "going to be the next single or could be the next single. They have that contemporary, mass appeal sound, rather than leaning to the esoteric side."

"Females bored by A/C and turned off by CHR will sit through a hard rock song knowing that we'll play a nice song they like."

-Gene Romano

While playing a conservative music mix, KBPI maintains its AOR image in a number of ways. Special programming includes "Live From The Hard Rock Cafe." The station's primary slogan is still "KBPI Rocks The Rockies," with secondary slogans of "More variety and less repetition" and "Best of the old and best of the new." While jock presentation is bright and upbeat a la CHR, it's more genuine and believable; says Sattler, "You can be energetic without sounding obnoxious."

Promotionally, KBPI used a direct mail bumper sticker campaign, "Super Sticker," in the spring to boost cume. Cab drivers from a cooperating cab company spotted cars with station bumper stickers, and fed the cars' license numbers into a computer bank. People whose numbers were selected and read on the air had 30 minutes to call the station and claim prizes from a catalog.



Gene Romano

WZZO

WZZO has long been more hit-oriented than most AORs, which partly explains its #1 cume position in three of the last four books. At one point last year, its AOR/CHR mix included crossovers by the likes of Lionel Richie, Madonna, Ashford & Simpson, and Teena Marie.

When he took over early this year, PD Gene Romano returned the station to a more traditional AOR stance, but still with some differences – hotter rotations and softer musical elements. The peculiarities are responses to competitive conditions, says Romano.

Because he sees a crosstown CHR as vulnerable ("their approach is more 18-24" than most CHRs), his turnover on powers is faster than most AORs' four to five-hour rotation. Combined with

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SHAW 'NUFF LIVE — Tommy Shaw serenades the audience during a visit to WDHA/Dover.

Making Your Cume Zoom

Continued from Page 39

a quick turnover on power recurrents, the result "subconsciously helps us pick up the hit-oriented person, who thinks 'Jeez, these guys give me the hits.'"

Ironically, though his power rotation is closer to many CHRs than AORs, not all of Romano's powers are songs that have attained CHR play. Unlike many AORs that consider cross-format play a prerequisite for a move into power or heavy rotation, for Romano the decision is simply "if it's a great song, we put it into power. We're probably ahead of most people."

Examples of songs "ZZO has powered without CHR play would be John C. Mellencamp's "Rain On The Scarecrow," and the Hooters' "Day By Day" and "Where Do The Children Go."

Soft Touch

Like many AORs of late, 'ZZO shies away from music "on the heavier end that has 80% of its appeal with 18-24 year-old males," says Romano. Though he doesn't purposely target A/C listeners, Romano does mention that 'ZZO plays healthy doses of acts like Hall & Oates, Rod Stewart, and Phil Collins that he feels a crosstown A/C is light on. Romano figures this "makes us come across as more adult to a 35 yearold male. Also, a lot of females who are bored by A/C and turned off by CHR find us and will sit through a hard rock song knowing that in ten minutes we'll play a nice Phil Col-lins song they really like."

Similarly, his library touches on mellower tunes like "Amie," "Taxi," "Cats In The Cradle,"
"Joy To The World," "Fire And
Rain," and "Mrs. Robinson." Elton John enjoys particular depth,
with titles that include "Daniel,"
"Levon," and "The Bitch is Back."

He also does "Ladies Day Tuesday," when "ZZO takes requests "from ladies, and for ladies from guys." The station often puts requests directly on the air, such as a guy calling to wish his wife a happy anniversary.

Though it does use a "Quality Rock 'n' Roll" positioning statement, 'ZZO's primary slogan —

"We only play album tracks that are going to, or could be, the next single."

-Jeff Sattler

"Lehigh Valley's Radio Station" paints a broader picture than one that might limit the station's ap-

Asked how he maintains healthy time spent listening and a high cume at the same time, Romano concedes, "It's not easy riding that fine line; we don't want to lose it either way."

In order to keep the station sounding fresh, particularly in light of such a hot power rotation, he does music with (MD) Rick Strauss every day. Rarely does a song stay in power longer than five weeks, and a tune such as "Sleeping Bag" or "Small Town" will often be decreased in play well before it starts its decline on national charts.

Halloween Hijinks

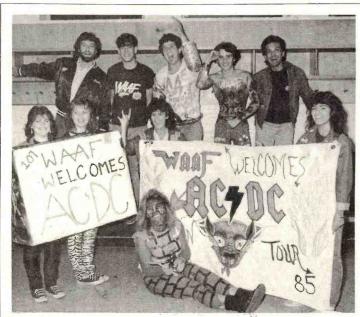


DeBella and Chip Horanick, and state trooper Chuck Ash.



On the left, we have a glimpse of WXQR/Jacksonville, NC's Rock & Roll Halloween Costume Party, which had guys and ghouls dress up as rock artists, song characters, and song or album filles. The revelers included (I-r) "Jumpin' Jack Flash," who sported an oversized appendage beneath his raincoat; "All You Zombies" Donna Richards and Dave Priest of "XQR, "Master & Servant"; "PD Kris Kelly; and "The Old Man Down The Road." Who better to host WMM/Pribladelphia's "Zappaween Costume Party" than Barking Pumpkin artist Frank Zappa? The morning of the party found (I-r) the Morning Zoo's newly-cleanshaven Mark The Shark, Zappa, Zoologists John

FOREIGNER IN A FOREIGN LAND — Posing provocatively at Foreigner's L.A. date are (I-r) the band's Dennis Elliott and Lou Gramm, KMET MD Pam Edwards, the group's Rick Wills and Mick Jones, and KMET Assistant PD Sky Daniels.



A BANNER NIGHT — For many AORs concerned with upper demos, an AC/DC Banner Night may seem like a throwback to another era (say 18 months ago). Bucking the tide, WAAF is able to score #1 in 25-49 men, while also pulling off Human Banner Nights at AC/DC shows in Boston and Worcester. Pictured with some of the entrants are ex-Promotion Director Steve Stockman (top, far left) and Atlantic's Joe lannello (top, far right).

SEGUES

WJHR/Jackson, TN "Good Rock 103" switches from A/C to AOR with PD Phil McKay at (901) 427-9611.

Motning driver Tom Michaels replaces Chuck Ellis as PD of KTAL/Shreveport, which is now consulted by Ted Fergueson.

KISS/San Antonio brings on Greg Fitzgerald, ex-KLOL/Houston, for afternoons . . . Rick Stone is upped to evenings at WEQX/Manchester . . .

KROQ/Los Angeles ups the lovely and talented Kathleen Reily to Promotions Director . . . WAAF/Worcester-Boston does the same for the equally charming Maggle Duggan

... WYSP/Philadelphia promotions head John Bloodwell exits, replaced by Scott Segelbaum from Musicland and Sam Goody's in Minnesota.

Harris Communications moves to 1021 Lancaster Avenue; Suite 206; Bryn Mawr PA 19010-1401. New phone is (215) 525-0933 (note inclusion of client WMMR's 93.3 frequency)... The last line of Ace Entertainment's recently updated address should read Studio City, CA 91604... Effective 1/1/86, KFMC moves

to 1540 South 70th Street; Suite

200; Lincoln, NE 68506; (402) 489-6500.



COOKIN' UP TROUBLE — As Stevie Ray Vaughan and his wife Lenny hang on for dear life, KBCO/Denver MD Doug Clifton (left) supervises the good, clean family fun.

ADULT/CONTEMPORARY



DONNA BRAKE

WDTX/DETROIT

Just A Splash Of A/C

We spend a lot of time trying to determine which format a certain station falls under. In fact, terms such as "A/C," "CHR," "AOR," "Urban," "Country," "Jazz," and "News/Talk" were created specifically for that purpose, and those designations work out rather well for the majority of radio stations.

But once in a while there are stations that simply refuse to fall in one format classification, and this week's column highlights one of them: WDTX/Detroit or 'DTX."

Pop Radio

Only a few weeks ago WCLS (which originally was the legendary AOR WABX) was programming A/C in Detroit and garnering less-than-exciting ratings. In June the station was purchased by Metropolis Broadcasting, comprised of former crosstown WNIC GM Lorraine Golden, former WNIC

Sample

Of WDTX

'Small Town" - John Cougar

"Life In A Northern Town" -

'Young Americans" — David

"She Bop" - Cyndi Lauper

"After The Fire" - Roger Daltrey

"Everybody Wants To Rule The

World" - Tears For Fears

"Love Is The Seventh Wave" -

"Stand By Me" - Maurice White

"Rosalita" - Bruce Springsteen

"Broken Wings" - Mr. Mister
"Rock 'N' Me" - Steve Miller

"What's Love Got To Do With It"

"Tonight She Comes" - The Cars

"One Way Or Another" - Blondle

Someone To Lay Down Beside

"We Built This City" - Starship

'Separate Lives" - Phil Collins &

"The Power Of Love" - Huey

'Go Home" - Stevie Wonder

You Belong To The City" -

'Think" - Aretha Franklin

Music

"Don't You Want Me" -

Human League

Dream Academy

"One Of The Living" -

'Ain't Love A Bitch" --

Tina Turner

Rod Stewart

Glenn Frey

- Tina Turner

"Peg" - Steely Dan

Clemons & Browne

Lewis & The News

Marlivn Martin

"You're A Friend Of Mine" -

Me" - Linda Ronstadt

Mellencamp



PD/morning man Jim Harper, and financial executive Harvey Deutch.

On October 11, 99 'DTX "Pop Radio" was born. Programming this brainchild is Harper, who takes over as morning man in February when contract restrictions with 'NIC expire. Talking about the concept of "Pop Radio," he said, Lorraine and I were at 'NIC together for a decade. Over the last couple of years we've watched CHRs start taking shares from the three strong A/C stations: WOMC, WNIC, and WMJC.

We examined what the people in the 18-34 demo enjoyed about those CHRs and found out that it's the music, which included a lot of songs the A/Cs wouldn't play. We noticed that while CHRs were true to the definition of Contemporary Hit Radio, Adult/Contemporary stations weren't true to theirs be cause there were so many strict guidelines about what they wouldn't play.
"Next we looked at what people

don't like about CHR. In this market they don't like the teen style of jocks, the overcontesting, and the lack of the ability to communicate one on one. So we decided we'd combine the best of those two formats in the adult sense, and also take all the redeeming adult qualities of AOR. That meant a certain percentage of gold and currents that neither the A/Cs nor CHRs played.'

The Music

Jim calls WDTX a mix of the best of all three formats combined with its own special input of jock style, marketing, and music. Aside from the AORs, Jim claims WDTX is the only station in Detroit over the last six years to play album cuts. He elaborated, "We're playing three cuts off Tears For Fears, two cuts from Mr. Mister, cuts from the new Joni Mitchell, and tracks from a lot of albums that AORs aren't touching but people

Radio' is that we play what is

popular. Every song is hand-picked and it all works on a flow system. Instead of a clock telling me what to play and when, regardless of tempo or mood or psychographic appeal, we're telling the clock what

The record out of the top-of-thehour ID is particularly important because it's preceded by the slogan, "It's cool, daddy, and you know it!" - a slogan borrowed from one of their TV spots.

As far as research goes, Jim said the station is doing a great deal of callouts, street sampling, and instore surveys on active records.

Street Talk

The target audience for WDTX is primarily adults. Said Jim, "The people who are reacting to it first are 30-year-old men and women, and teens. The 30-year-olds appreciate the variety; the teens appreciate the contemporary nature of the format. The record companies like us because we don't have a lot of rules that have stiffed both radio and records for a long

D-TV

Promotion Director Carelyn Krieger is another 'NIC transplant, and she assisted Jim and Lorraine in conceiving the station's TV campaign. It began with six rotating 10-second spots featuring the animated logo with a visual at the end saying, "Coming Soon," then "Tomorrow," then "New Pop Ra-dio is Here." Each version had a different music bed under it including: Dire Straits' "Money For Nothing," Aretha Franklin's "Freeway Of Love," Bryan Ferry's "Don't Stop The Dance," and Lionel Richie's "You Are."

Next, WDTX ran three :30s featuring old black-and-white footage from early rock 'n' roll days with actual sound. One features Fats Domino, another shows teens talking about rock 'n' roll and dancing to "Freeway Of Love;" and the third offers a young evangelist preaching the evils of rock-'n' roll. The spots were locally done and you really have to see them to ap-

Hi Mom, I'm On 'DTX

The station has plugged-in features, including "Hi Mom, I'm On 'DTX," which airs every Thursday night from 9-10nm with DJ Karen Dalessandro, Jim explained, "Radio tends to ignore the fact that everybody wants to be a jock. The concept is that we ask listeners to send us a card telling us why they'd like to be on. Then we follow up by talking to the people. The great thing is that when they're on, they talk about the records they play and why they're important to them



HEY MOM, I'M ON 'DTX — That's the title of 'DTX's version of Amateur Hour. Every Thursday night from 9-10 DJ Karen Dalessandro (left) coaches another lucky listener through her shot at being a DJ, playing her own records. Dalessandro is pictured here with the first winner, Carol Branston.



DT-EXPOSE — Mitch Ryder recently joined 'DTX personality Jackie Kallan for DT-Expose. From left: Jim Harper, Mitch Ryder, and Jackie Kallan.



I WANT MY 'DTX — The original 'DTX promotion featured callers saving "I want my 'DTX." When they heard themselves back on the air, they won \$99 and qualified for \$9900. Metropolis Broadcasting President Lorraine Golden (left) gives the lucky winner her check.

"The point is that you don't end up listening to someone doing our format and our liners; what you get is a look at an interesting side of a stranger's personality. So far the response has been incredible. We've been getting hundreds of cards."

'DTX also features the old "make-it-or-break-it" in afternoon drive, using the info to program extras among the currents. Airing from midnight-2am is "Radios in which features new Motion," music and occasional live interviews with visiting artists. On the weekend, there's "DT-Expose," an artist-interview program.

The Competition

WDTX's multiformat influence may well affect other stations in the market. How has the competition reacted? Jim said, "When a new station is serving the public and sounding good, PDs either try to do the same thing or go back to the basics of their own format. One of the CHRs seems to be doing the latter. Another seems to be going more Urban. The leading AOR is using a lot of phraseology that establishes them more as pure

"On the other hand, the A/Cs are

deciding to be even more boring than before. I don't know why because it would seem they could now be more aggressive than ever. We're giving them the luxury or not having to take a chance on a record. For that reason, I don't know why they're backing off.

Serious Fun

For Jim, Lorraine, and Carolyn, play is work, and a lot of it. Jim's average day is 6am-11pm. For Lorraine and Carolyn, getting the sales and marketing plans together for the new station requires an enormous amount of work as well.

One advantage has been support from print media in town. The Detroit Free Press hails WDTX as "the most talked-about station in the market, thanks to the inventive and interesting pop playlist conceived and handpicked by Jim Harper, who has a genius ear for song hooks and programming. 'DTX is becoming the '80s version of what 'ABX was during the late '60s and early '70s." Whew

So 'DTX is making waves in Detroit. The impact will, of course be measured in the next few books. We'll all get a chance to see if Detroit thinks "99 DTX" is cool Daddy

"The whole idea behind 'Pop

R&R FRIDAY, DECEMBER 6, 1985/41





WALTLOVE

CONVENTION WRAP-UP

YBPC: Projecting Positive Views

The mood at the eighth annual Young Black Programmers Coalition meeting (November 15-17) in New Orleans was very positive. Once again the planning committee did an excellent job. Everything from registration to workshops ran smoothly.

On Friday a welcoming cocktail party was held. The evening festivities also coincided with WYLD-AM & FM/New Orleans's annual talent show. PD Dell Spencer predicted it would be a sellout and it was. If I hadn't known better I would have sworn it was a bigname talent concert.



Opening Day

We were up bright and early the next morning for the conference opening. New Orleans Councilman Sidney Barthelemy gave the opening address; YBPC President Brute Balley then commented on what the organization is trying to accomplish.

I moderated the first workshop,
"Life After Radio & Records,"
which featured Norman Thrasher,
CEO of outdoor advertising company Thrasher & Thrasher; Jess
Peters, Tapscan; Bob Long, Cashbox; and accountant/financial advisor Sam Buggs. The session was
well attended, and the audience
asked some very good questions.
Sam Buggs's financial advice realily hit home with a lot of people. In
fact, he was mobbed for additional
information after the workshop.
Look for an interview with Buggs
in this column early next year.

Women In The Media

The second workshop, "Women In The Media," was moderated by Terri Avery, Asst. PD/MD at KKDA-FM/Dallas. On the panel were Atlantic's National Director/Black Promotion—Sylvia Rhone, KACE/Los Angeles PD Pam Robinson, WJLB/Detroit GM Verna Green, and MJI Broadcasting's Director/Media Carol Cruickshank.

This room was packed with onlookers from both industries. Each panelist talked about her views of the industry. Verna Green, whose present post is her first in broadcasting, discussed how she was lured into the business from the human resources arena by 'JLB parent Booth American. Ms. Cruickshank, with a year of the broadcasting business under her belt, explained how her record promotion experience helped her adjust to the change in jobs.



Mike Kelly (left) talks business with Malaco Records' Dave Clark,





Pictured (I-r) in photo #1 are WTKL/Baton Rouge Operations Manager Guy Brody and WDIA/Memphis PD Bobby O'Jay. Photo #2 shows former YBPC President Brute Bailey (right) and KAPE/San Antonio PD Mike Kelly.

Handling Stress

YBPC President Brute Bailey moderated the third and final workshop, "Handling Stress In Radio & Records." The panelists were Dr. Lynette Smith-Causey and Dr. Keith C. Ferdinand, Given our stressful industry, it wasn't surprising that this session attracted a full house. I don't know if you've noticed, but more and more people are looking for knowledge that can help them succeed in this business. We may still be slappin' hands and soul-shaking, but we're doing it with a more professional demeanor.

Awards Dinner

Saturday night's awards banquet was very enjoyable. Dr. David Banks served as Master of Ceremonies; the entertainment card featured Levert, Carl Carlton, and the Dealers. And WALIT/Mertidian MD Guy Black favored the crowd with a rendition of his alltime favorite, "Buc-Wheet's Toupee." Everyone agreed that the turkey and stuffling dinner was terrible. But the warmth 'that was shared that night was something we'll all cherish for years to come.

Keynote speaker John Wiley Price, a Dallas County Commissioner, lit a fire under the audience by putting it "on trial." Simultaneously playing the roles of prosecutor, defendant, judge, and jury, he accused Black radio of "the heinous crimes of deserting the black communities in which they work, airing music with suggestive lyrics, and not utilizing the power they possess to help other blacks." Price also intimated that a number of individuals within the industry weren't conducting themselves as proper role models for black youth.

Some in the audience enjoyed his dramatic presentation, but others took offense at his remarks. However, I must say that good or bad, Price's talk sparked plenty of talk between the radio and record people.

New Officers Elected

On Sunday the YBPC held its annual election for officers. WKXI/ Jackson's Tommy Marshall, was elected President, replacing Brute Bailey. KEZM/Lake Charles's Patrick Manuel is now Vice Presi-

"We may still be slappin' hands and soul-shaking, but we're doing it with a more professional demeanor."

dent, succeeding Terri Avery. The new Secretary is WXOK/Baton Rouge's Al J. Wallace, while Treasurer Marcel Lee replaces Dwayne Dancer. Mike Kelly of KAPE/San Antonio, continues as Sergeant-at-Arms.

Awards were also handed out:
AM PD of the Year Tommy Marshall, FM PD of the Year Dell Spencer, AM MD of the Year Al J.
Wallace, FM MD of the Year Al J.
Wallace, FM MD of the Year
KMJQ/Houston's G.L. Hayes, AM
DJ of the Year WDIA/Memphis's
Bobby 0'Jay, FM DJ of the Year
KKDA-FM/Dallas's Scott West,
and Promotion Man of the Year
RCA's Roland Edison. The Record
of the Year was Freddie Jackson's
"Rock Me Tonight," New Artist of
the Year was Whitney Houston,
and the Record Company of the
Year was WA Records.

The eighth annual YBPC conference was a very rewarding experience. I hope those of you who didn't attend will try to make it in '86'

B/U Ratings War — Postscript

While teens remain a major part of the constituency for virtually any Black/Urban outlet that's not full-time "quiet storm," the term "teen-oriented" is apparently a dirty word to most B/U programmers these days. (At least one PD compared it to calling a station "disco" these days.) In the days following publication of "Black/Urban Ratings Wars," two PDs expressed concern with the way their stations had been portrayed. Bill Price of WLOU/Louisville took issue with the description of his playlist as "rap-oriented" and Mike Roberts wrote that he would much rather have his WBUS/Atlanta called "a Black station using CHR formatics" than "aimed primarily at teens."

Roberts also wrote, "While it is true that we play our share of dayparted rap music, it is also true that our competitors play a larger variety of these songs. WBUS is positioned to appeal to the 18-34 demographic.

"We go through great pains to make sure our music appeals to the widest segment of our target demographic. Our audience is very much aware of the music alternative we are offering. Much of our mail points out how much they enjoy the personalities, oldies and our daily 4-hour block called 'Nightmoods' (a program very similar to the "Quiet Storm").

"At one time, when I programmed WIGO, we did super-serve the teen audience. It was an attention-getting move, and that practice stopped long before I left.

"There are many people that will listen to a station in one daypart and conclude that a station is shooting for one particular demo. If these people happen to be your competitors, they may be surprised by the results."

- Sean Ross

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LON HELTON

PT. II

More Profiles Of 12+ Winners

Again this week we continue our salute to those stations which have achieved ratings dominance in the 12+category. While we all know that the 25-54 share is for dough and 12+ is for ego, being number 1 in the 12+column does put an extra bit of bounce in one's step. Following is the remainder of the group that won top 12+ numbers in either the fall '84 or spring '85 Arbitron.

WTQR/Greensboro-Winston Salem-High Point: For Six Years, Nobody's Done It Better

WTQR is an amazing story of one station completely dominating a market. Ever since the Greensboro-High Point and Winston-Salem markets were combined into one metro for the spring '79 survey, WTQR has been No. 1 in adults 12+. That amounts to an incredible 13 straight books!

The PD for much of that time was Mark Tudor, who earlier this year moved on to WBOS/Boston. Then, several months ago, former WMC and WGKX/Memphis PD Les Acree took over. I thought it might be interesting to get his "outsider" opinion on why the station has been so remarkable: "Not becoming complacent has as much to do with this station's success as anything," Acree comments. "The numbers have been good from the very beginning, and everyone has come to expect great numbers in all demos

"WTQR has been Country about 11 years. The station started off automated, went to live-assist automation, then moved to live mornings. It then evolved to full time personalities, and along the way added informational elements and traffic. The station is still known in town as the 'more music station,' even though it now has all these other ingredients. We really have the best of both worlds, but its been done through evoultion not revolution. People perceive us to be a music station, yet we carry some 30 NASCAR races on Sunday afternoons throughout the year.'

Offering several other reasons for "TQR's tremendous success, Acree added, "WTQR has always maintained a high level of air talent. Having the best talent in town makes a big difference in a market this size. In addition, even though the station has had great numbers for a long time, there's absolutely no evidence of the company slacking off in outdoor, or television promotion. WTQR dominates this market in terms of marketing.

"WTQR has many faces that have evolved over a long period of time," he continues. "It's done a tremendous job of responding to what people in this market wanted, and being perceived as a music station while still providing so many other programming elements is really the best of both worlds. When you can do that it can result in top 12+ numbers."

WWKA/Orlando: This Magic Kingdom Is No Fantasyland

WWKA surged to the 12+ top in Orlando with a 13.4 share of the fall '84 ARB, and is another station that gives the listener more than just "four in a row." K92-FM OM Steve Holbrook says this success comes from the entire programming package: "Tye always felt that what's between the records is just as important as the records themselves."

Steve cites teamwork, giving the listeners what they want, and high visibility as the keys to success; in the case of K92FM that



Wayne Gardner

visibility is spelled with a capital "V." "At least twice a month we do K92FM parties at local night-spots," Holbrook says, outlining WWKA's awareness campaign. "This helps us with younger demos. Plus, every club here has a K92FM sign — not a little banner but a carved-wood, sand-blasted, neatly-painted piece of art bearing our logo.

"We also give away more than 200 trips per year, including 20 around-the-world vacations," Holbrook continues. He also feels that that any station can emcee a concert, but the impression is not lasting. "We tie-in with more than just ticket give-a-ways to every concert that comes to town," he adds. "We have a character called 'The Millionaire' who drives up in a



Mickey Ashworth

Rolls Royce. He searches for folks who have something — anything — that says K92FM on it, and gives them as much as \$100 cash. After you see a few thousand people at every concert wearing K92FM, it becomes imbedded in your mind."

No wonder, then, that Steve began our conversation by praising his station's visibility: "When people in this market think of Country they think of K92FM." he boasted. With the numbers K92FM has garnered, it's obvious they've captured the hearts of a few "non-Country" fans, too.

WKSJ-FM/Mobile: Gulf Coast Killer

WKSJ hit the top spot in the fall '84 sweep, the ninth time it's ranked first in the last ten books!

OM/morning man Wayne Gardner says, "Our first advantage is the enormous country music lifestyle audience we have on the Gulf



Les Acree

Coast. More than that, though, WKSJ manages to please all ends of the musical spectrum. We can be very traditional, very contemporary, or very middle of the road if we need to be. We don't go back very far with our oldies but we don't ignore our core.

"We do a lot of research to find out where people stand with the traditional, contemporary, and modern traditional music. It's simply a matter of finding out what they want and how they want it, and then delivering it."

KYKR/Beaumont-Port Arthur-Orange: 12+ Gusher

KYKR has been Country from the day it signed on in 1962. Being



Jim Tice

at or near the top of the 12+ heap is nothing new for PD Mickey Ashworth and his crew.

Describing the metro, Mickey said, "Historically, this has been a very good Country market, and for us to be near the top is not that unusual. However, it is always nice to actually be number one."

Don't let Mickey's assertion that Beaumont is a "Country market" lessen his and KYKR's accomplishments. Beaumont-Port Arthur-Orange is the 98th-ranked metro (12-1 300,000 with 21 stations, eight of which are Country. CHR KZZB is regularly in double digits, as is Black/Urban KHYS, which had a 22.3 in spring '84.

When talking about KYKR's success, Mickey said, "No mirrors, no magic. We're just a solid Country station that pays strict attention to the flow of the music. We're very conscious of remaining uptempo.



'84. Jim came aboard when Rusty Walker left to program KFKF/ Kansas City.

Tice sees many similarites between 'COS and 'ZZK that account for the tremendous success in both markets. Of Birmingham he said, 'Consistency is the reason WZZK has done so well for so long. Stations around us have been volatile, changing their image and sound. People who turn on WZZK know what to expect. That includes maintaining the same jock lineup as consistently as possible. Strong, consistent promotion has also been a key. Top-of-mind awareness is critical."

Tice added confidently, "We have the best staff in America. From GM Jerdan Bullard to the airstaff to the sales team to the support personnel, you couldn't hand pick a finer group of professionals. They are the real story behind WZZK's winning."

WDAF/Kansas City: The Other Royalty In Town

The "Flatland Godzilla" roared in both the fall '84 and spring '85 Arbitrons. This Midwest power-house has staved off the FM chalenges of both KFKF and KCMO (which changed formats this past fall). "DAF has not only led the 12+ charge the last three books, but it's also the only station in 12+ double digits in each of those books.

Longtime PD Neal Mullins left for WHN/New York a few months ago and was replaced by Asst. PD/MD Don Crawley, a seven-year 'DAF vet. A new manager is on the scene too, as Tom Connolly transferred to the GM chair at WKIS-AM & FM/Atlanta. Replacing Tom was Mike Costello, GM at co-owned KYYS/Kansas City.

Explaining WDAF's success, Crawley said, "We have a great airstaff around the clock, including weekends. Add in tremendous support from Taft management, and the fact that we play one Homer and Jethro record per hour."

and Jethro record per hour."

Crawley's sense of humor notwithstanding, WDAF rolls along
with a broad range of music (Uncle
Dave Macon to Hobie Shep to
Southern Pacific, as well as
assorted album cuts), a ton of personality, and a whole lotta promotion. Simply put, it's the prototypical AM Country station.



Steve Holbrook

All of our music categories are subdivided by tempo so we can keep a tight grip on it. We keep it cookin'." Further describing the station,

Further describing the station, Mickey added, "We're a moremusic station with personality in the morning. We play a lot of music but don't promote ourselves as such. No "three-in-a-row" hype. We run at least 50 minutes of music every hour (outside of mornings)."

WZZK/Birmingham: Another Tide That's Rollin'

In the nine books since the spring of *81, WZZK has been absent from the top 12+ spot only once! PD Jim Tice has been equally consistent, with eight in a row at number 1 12+, including six at WCOS/ Columbia, SC, where he was PD prior to joining WZZK in October

44/R&R FRIDAY, DECEMBER 6, 1985

The Hits Of Christmas

ack by popular demand is a list of Christmas songs you might consider for airplay this holiday season. Obviously not a comprehensive list of every Christmas song ever recorded by country artists, it should serve as a guideline for contemporary Country stations.

as a guideline for contemporary	odanti y otationo.		
Christmas In Dixie	Alabama	1982	RCA
Joseph And Mary's Boy	Alabama	1985	RCA
Po' Folks Christmas	Bill Anderson	1968	Decca
Ding-A-Ling The Christmas Bell	Lynn Anderson	1970	Columbia
Jolly Old St. Nicholas	Eddy Arnold	1962	RCA
A Trucker's Christmas	Lee Arnold	1976	Kirshner
Jingle Bell Rock	Chet Atkins	1961	RCA
Here Comes Santa Claus	Gene Autry	1947	Columbia
Rudolph The Red Nosed Reindeer	Gene Autry	1949	Columbia
Peace On Earth	Razzy Bailey	1982	RCA
It's So Close to Christmas	Bellamy Brothers	1981	WB
I Saw Mommy Kissing Santa Claus	Jimmy Boyd	1952	Columbia
Fall Softly Snow	Jim Ed Brown & H. Cornelius	1977	RCA
Christmas In The Caribbean	Jimmy Buffett	1985	MCA
There's No Place Like Home	Glen Campbell	1968	Capitol
Merry Christmas Darling	Carpenters	1970	A&M
The Little Drummer Boy	Johnny Cash	1959	Columbia
That Christmassy Feeling	Johnny Cash & Tommy Cash	1972	Columbia
Rudolph The Red Nosed Reindeer	Chipmunks	1960	Liberty
Christmas Wouldn't Be	Roy Clark	1982	Churchill
The Christmas Song (Chestnuts)	Nat King Cole	1946	Capitol
The Christmas Dream	Perry Como	1974	RCA
Home For The Holidays	Perry Como	1959	RCA
I'll Be Home For Christmas	Perry Como	1961	RCA
White Christmas	Earl Thomas Conley	1983	RCA
Do You Hear What I Hear	Bing Crosby	1963 1956	Capitol
I Hear the Bells On	Bing Crosby	1956	Decca/MCA
White Christmas	Bing Crosby Danny Davis & Nashville Brass	1947	Decca/MCA RCA
Jingling Brass		1965	Columbia
Yes Patricia, There Is A Santa Claus Christmas For Cowboys	-Jimmy Dean John Denver	1975	RCA
Please Daddy	John Denver	1973	RCA
Medley: Have Yourself A Merry Little/		10.0	11071
We Wish You A Merry Christmas	John Denver & Muppets	1979	MCA
Old Time Merry Christmas	Dave Dudley	1970	Mercury
Feliz Navidad	Jose Feliciano	1970	MCA
Please Come Home For Christmas	Freddy Fender	1977	Dot/MCA
Sweet Baby Jesus	Larry Gatlin	1982	Columbia
Grandma Got Run Over By A Reindeer	Elmo & Patsy	1984	Epic
Lonely Christmas Call	Mickey Gilley	1976	Playboy
Live at Gilley's Christmas Medley	Mickey Gilley	1981	Epic
Look Around You	Bobby Goldsboro	1968	UA
Nuttin' For Christmas	Barry Gordon	1955	MGM
Christmas To Christmas	Lee Greenwood	1985	MCA
Goin' Home For Christmas	Merle Haggard	1982	Epic
If We Make It Through December	Merle Haggard	1973	Capitol
Christmas Is	Tom T. Hall	1979	RCA
Natividad (The Nativity)	George Hamilton IV	1970	RCA
Light of The Stable	Emmylou Harris	1984	WB
Little Drummer Boy	Emmylou Harris	1980	WB
I Believe In Santa Claus	Freddie Hart	1973	Capitol
Jingle Bell Rock	Bobby Helms	1957	Decca/MCA
Christmas Is Holy (Nof A Holiday)	Ferlin Husky	1967 1970	Capitol
A Marvelous Toy	Irish Rovers		Decca/MCA
A Holly Jolly Christmas	Burl Ives	1964	Capitol
Barefoot Santa Claus	Sonny James	1960	UA
My Mom And Santa Claus	George Jones	1962	Mercury
New Baby For Christmas The Christmas Guest	George Jones Grandpa Jones	1970	Monument
(All I Want For Christmas Is) My	Spike Jones & City Slickers	1948	RCA
Who Is This Babe	Judds	1985	RCA
Shake Me I Rattle (Squeeze Me)	Cristy Lane	1977	LS
One Bright Star	Nicolette Larson	1985	MCA
Rockin' Around The Christmas Tree	Brenda Lee	1960	Decca/MCA
Please Come Home For Christmas	Johnny Lee	1981	Elektra
A Christmas Tribute	Bob Luman	1977	Polydor
Shadrack, The Black Reindeer	Loretta Lynn	1974	Mecca/MCA
To Heck With Old Santa Claus	Loretta Lynn	1966	MCA
Christmas Is Just A Song	L. Mandrell & RC Bannon	1962	RCA
Sing Silent Night	CW McCall	1977	Polydor
Christmas Cheer	Charlie McCoy	1974	Monument
Old Toy Trains	Roger Miller	1967	Smash
It's Christmas	Ronnie Milsap	1983	RCA
The Cowboys' Christmas Ball	Michael Martin Murphey	1985	WB
Medley: Silver Bells, I'll Be Home			
For Christmas, Winter Wonderland	Anne Murray	1981	Capitol
Go Tell It On The Mountain	Anne Murray	1985	Capitol
O Habi Milabi	Anno Murray	1085	Canitol

Anne Murray

O Holy Night



'TIS THE SEASON — The Statler Brothers and their producer Jerry Kennedy (on Santa's left) are shown auditioning a Santa for the Statler's "Christmas Present" LP. They're probably explaining that even Santa must play guitar to be a country star.

Pretty Paper	Willie Nelson	1966	RCA
Rudolph The Red Nosed Reindeer	Willie Nelson	1979	Columbia
White Christmas	Willie Nelson	1979	Columbia
Need A Little Christmas	New Christy Minstrels	1966	Liberty
Colorado Christmas	Nitty Gritty Dirt Band	1983	Liberty/'85 WB
Thank God For Kids	Oak Ridge Boys	1982	MCA
Together This Christmas	Kenny O'Dell	1975	Capricorn
Pretty Paper	Roy Orbison	1963	Monument
Christmas Shopping	Buck Owens	1968	Capitol
Santa Looked A Lot Like Daddy	B. Owens & S. Raye	1971	Capitol
Jingle Bells	Johnny Paycheck	1968	Little Darling
A Christmas Gift	Pinkard & Bowden	1985	WB
Blue Christmas	Elvis Presley	1957	RCA
If Everyday Was Like Christmas	Elvis Presley	1966	RCA
Christmas In My Hometown	Charley Pride	1970	RCA
Let It Snow, Let It Snow,	Charley Pride	1982	RCA:
They Stood In Silent Prayer	Charley Pride	1968	RCA
Sleigh Ride	Boots Randolph	1969	Monument
Christmas Time's A-Coming	Jerry Reed	1983	RCA
An Old Christmas Card	Jim Reeves	1962	RCA
Snowflake	Jim Reeves	1966	RCA
Holidays Are Happy Days	Bobby G. Rice	1973	Metromedia Country
Sajo	Del Reeves	1968	UA
Christmas Everyday	Kenny Rogers	1981	Liberty
Winter Wonderland	D. Rowland/Sugar	1981	Elektra
Jingle Bells	St. Nick	1981	WB
Katev's Christmas Card	John Schneider	1981	Scotti
Please Come Home For Christmas	John Schneider	1985	MCA
Little Drummer Boy	H. Simeone Chor.	1958	20th Century
Jingle Bells	Singing Dogs	1959	RCA
Santa Claus Is A Texas Cowboy	R. Sovine/Girls	1974	Chart
A Letter To Santa Claus	Hank Snow	1974	RCA
Christmas Cannonball	Hank Snow	1967	RCA
Nestor The Long-Eared Christmas			
Donkey	Hank Snow	1975	RCA
I Believe In Santa Claus	Statler Brothers	1978	Mercury
Christmas Eve (Kodia's Theme)	Statler Brothers	1985	Mercury
Santa Claus Is Watching You	Ray Stevens	1985	MCA
Blue Christmas	Nat Stuckey	1967	Paula
Silent Night	Joe Sun	1981	Elektra
God Bless The Children	B.J. Thomas	1979	MCA/Songbird
White Christmas	Mel Tillis	1981	Elektra
Silver Bells	Tompall & the Glaser Brothers	1981	Elektra
Tennessee Christmas	Steve Wariner	1985	MCA
A Christmas Letter	Keith Whitley	1985	RCA
Where Is The Christ In Christmas	Slim Whitman	1980	Epic
Little Drummer Boy	Hank Williams Jr.	1981	Elektra
One Happy Christmas	Tammy Wynette	1970	Epic
Shake Me I Rattle (Squeeze Me)	Marion Worth	1963	Columbia
Candyland	Faron Young	1978	Gold Dust

1985 Christmas Albums

*	
Alabama	RCA
Lee Greenwood	MCA
Barbara Mandrell	MCA
Elvis Presley	RCA
Statler Brothers	Mercury
Various Artists	RCA
Various Artists	RCA
Various Artists	MCA
	Lee Greenwood Barbara Mandrell Elvis Presley Statler Brothers Various Artists Various Artists

1985





SHARON ALLEN

'Tis The Season

Yes it's that time of year again: time to start thinking of Christmas programming. We thought you'd like to know what the labels are doing for Christmas promotions.

You've received a Christmas EP that MCA/Nashville shipped only to radio, featuring songs from MCA's "Tennessee Christmas" LP. MCA's primary Christmas promotion centers around Ray Stevens's single "Santa Claus is Watching You" (a remake of his 1962 Christmas hit). The promotion will involve numerous radio stations, the Music Country Radio Network, and a video tie-in.

The holiday contest will run on 15 radio stations across the country under the theme of "Santa Claus Is Watching You, So If You've Been Good Win A Trip To Nashville," The grand prize winner from each station will win a vacation package including air fare to Nashville (for

NASHVILLE

IN MOTION

Carolyn K. McClain just formed

CKM Enterprises, representing sing-

er/songwriter Diana Lantrip and auth-

or/television producer Larry Wacholtz.

The firm's address is P.O. Box 23344,

Nashville, TV 37202 . . . Austin-based

manager and businessman Larry Wat-

kins changed the name of his record.

company from Longhorn Records to

Black Hat Records. The address re-

mains P.O. Box 4088, Austin, TX

78765. The debut release is Rusty

Wier's "Lover On the Other Side Of

two), rooms at the Ramada Inn Opryland, special seating at the Grand Ole Opry, dinners at the Stockyard Restaurant, and a 31/4hour tour courtesy of Country and Western Tours, along with other prizes. Runners-up will receive copies of Stevens's "I Have Returned" album and baseball caps. Music Country Radio Network will run a similar contest. The prize package will be the same as the market-by-market promotions.

In addition to four new RCA promotion in conjunction with the Nashville Network (R&R 11-1) The grand prize winners will be flown to Nashville or Chattanooga, where they'll be picked up by Alawinner will also receive a color TV.

Radio was offered Alabama Christmas promotions wrapped around the LP. RCA's Jack Weston said, "All that we asked is that they did some pre-promotion before Christmas Eve. We've had many stations go on that promotion early because it's such a unique piece -their first Christmas album with all original songs, except for 'Christmas In Dixie,' and their first

Alabama Christmas

Christmas singles the label is running a special Alabama Christmas bama's private jet and flown to Ft. Payne. From there, the group's tour bus will take them to Christmas parties at each of the group members' homes: The grand prize

digital deal.'



HANGING ON TO NEW YORK'S HEART - Exile recently performed at the Bottom Line in New York. Pictured celebrating after the show are [I-r]: CBS/Nashville VP Joe Casey, group's Sonny Lemaire, J.P. Pennington, and Steve Goetzman, E/P/A Sr. VP/GM Don Dempsey, Les Taylor, CBS/Nashville VP Roy Wunsch, and group's Marion Hargis.

In addition, RCA is releasing to radio only a picture disc, "Thistle Hair The Christmas Bear," by Alabama. The following artists will be bidding Yuletide greetings via promotional cassette: Ronnie Milsap, the Judds, Restless Heart, Alabama, Eddy Raven, Earl Thomas Conley, Ed Bruce, Gus Hardin, Louise Mandrell, Keith Whitley, Michael Johnson, Sylvia, and Vince Gill.

Pinkard & Bowden: Seasonally Serious

Warner Bros. originally planned to release "Let's Put The X Back In Christmas" from Pinkard & Bowden's PG-12 album but when the duo started to cut the B-side. they came back with "A Christmas Gift." The song was written by Richard Bowden in honor of his grandparents, and is dramatically different from the comedy duo's usual fare.



HEARTS OF GOLD — Nicolette Larson recently did a series of concert dates with Neil Young. In addition to opening his shows, she also joined him during his set contributing background vocals.



climbed up to pose next to one of 40 billboards in the Nashville/Knoxville areas heralding the release of their debut album.

WB's Nick Hunter said, "When we heard this song, we knew it had to be the single. We feel it will touch everybody." So it was slotted for the A-side. P&B then went back in the studio, and a number of Christmas favorites were cut Cajun style. Warner Bros. also released a single just for radio with "A Cowboy Christmas" by Michael Martin Murphey on one side and "Colorado Christmas" by the Nitty Gritty Dirt Band on the other side. "And," says Hunter, "We're trying to put together some of our artists to do Christmas greetings. We're trying to customize them directly for the radio stations.

Bits And Pieces: The Arthritis Foundation's fifth annual national telethon is slated for April 27. The show will originate live from Nashville, with Mickey Gilley and Bill Anderson co-hosting . . . Congratulations to acoustic musicians Bela Fleck, Jerry Douglas, and Mark O'Connor for being inducted into the Frets magazine Gallery of Greats. O'Connor is also listed in the December issue of Esquire as one of "America's New Leadership Class - Men and Women Under 40

Who Are Changing the Nation" Kathy Mattea recently performed in her home state of West Virginia at a Flood Aid Benefit sponsored by the Red Cross. Other West Virginia natives who performed at the benefit in Huntington were Charlie McCoy and members of the group Hot Rize . . . Tom T. Hall will narrate the Nashville Network special "The Day Hank Williams Died." Scheduled to air New Year's Eve, the day Williams died in 1953, the show will feature interviews with people who were with Williams the day his heart failed in the backseat of a Cadillac on the way to a show in Ohio. PolyGram will release a collection of Williams's classics to coincide with the broadcast . . . Vern Gosdin recently appeared in a benefit in his hometown Woodland. AL, sponsored by the Quarterback Club of Hoodland High School. Proceeds went to the school's athletic program. He also performed at the annual Octoberfest in White Bluff. TN to raise money for their community center.

Just thought you'd like to know.





Country Music's Top Ten Watch For Our Special Year-end Top 25

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

MARKETPLACE

COMEDY

CHEEP LAFFS

COMEDY SERVICE

NOW IN OUR THIRD YEAR OF SERVING THE RADIO COMEDY PROFESSIONAL

We find most comedy services unusable, but yours is wonderful!!

— Bob & Tom, The Q-Zoo, Q-95, Indianapolis

When a service is this strong, how can Wright possibly go wrong??

— Dancin' Danny Wright, WGCL, Cleveland
You're perverted, demented, and WEIRD. That's why! love your stuff!

— Dr. Don Rose, KFRC, San Francisco The secret of my success?? Hard work, CHEEPLAFFS, and 40 zillion cups of rancid station coffee!! — Dan Mackey, Z-95, Salt Lake City

Be first in YOUR market to corner the only mid-month professional comedy service. 8 pages of nothing but great bits & liners mailed the 10th of each month. Why wait for "The Guys Across Town" to beat you to It?? FOR YOUR FREE SAMPLE write on station letterhead to: CHEEP LAFFS, 1111 West El Camino Real, Suite 109/212. Sunnyvale CA 94087; or phone (415) 964-0165

Not just one-liners, but a series of complete, ongoing bits. Write for free samples or send \$10 for starter kit and info to:

GHOSTWRITERS

2301 Unity Avenue North, Minneapolis, MN 55422

Hundreds renewed again! Free sample!

Contemporary Comedy 5804-D Twineing Dallas, TX 75227



THE CULTS CONTROL Happy Holidays and Thank You Z100/New York, KFRC/San Francisco, WHB/Kansas City, CILQ/Toronto, KLLS/San Antonio, CKOM, FM101, 2xS/Australia, WPHD/ Buffalo and lots of others. Free Samples:

THE FUNNY RUSINESS

O'Liners

FREE SAMPLE ISSUE of radio's most popular humor service

For sample, write on station letterhead to: O'Liners 1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025

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Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

\$50.00 \$45.00 1 Time

6 Insertions \$40.00 13 Insertions 26 Insertions

Additional \$10.00 per week charge for Blind Box ads. Will include logo or other line art on ads of two inches or more

if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date Marketplace ads are non-commissionable.

Submit to: Marketplace

RADIO & RECORDS 1930 Century Park West Los Angeles, Calif. 90067 (213) 553-4330

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RADIO'S MOST RESPECTED DJ GAG SHEET SINCE 1970 RICK DEES, KIIS-FM: "Tom, you really are The Best. Really look forward to the arrival of The Weenle, such a shot in the arm for our Morning Team!"

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10 years and 200 Jocks later, HYPE INK. continues
to supply the world's top DJs with the most original
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INK., 7805 Sunset Blvd., #206. Los Angeles, CA

CONSULTANTS

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50 wild tracks for your show each month only \$20. Semi-annual and yearly rates too. Sample cassette \$4. Station consulting, aircheck critique and production by a 22-year major market veteran. Call or write for rates

Stu Collins Broadcast Services

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PERSONALITY

TIMINA THERMALLOOD

Presents "USED CARS." Used by a little old disk jockey who worked weekends at an automated Beautiful Music station. Good material CHEAP. Sample:

> 1395 Overlook Ave., N.W., Salem, OR 97304

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A SHEET LIKE NEVER BEFORE. TWO WEEKS TRIAL ONLY \$5.00 INFO-BITS, c/o KFMB, BOX 80888, SAN DIEGO, CA 92138

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Famous PSYCHIC David Guardino, Psychic to the Stars, is available FREE for talk shows, phone interviews and news actualities . . . 24 hr. phone . . . just call (702) 386-0702 or (702) 386-0827.

Terry Marshall's 441 7 1251401

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BLAZING NEW TRAILS :60 DAILY COMEDY

1 YEAR EXCLUSIVE ANY MARKET \$15.00/WEEK DEMO & INFO trons (1915) 956-3118 "SYNDICATION THAT SELLS"

R&R FRIDAY, DECEMBER 6, 1985/47

MARKETPLACE

PROGRAMMING

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Pre-recorded comedy bits including parody commercials, slice-of-life skits, drop-ins and more. Call or write for FREE

Call the BPE Instant demo hotline weekdays after 5pm

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NEW EXPANDED UP-TO-DATE CATALOG of 45-rpm oldies from the past 40 years. Fast, reliable service. Credit card accepted; send \$2 for comprehensive catalog to:

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OPPORTUNITIES

OPENINGS

NATIONAL

CLIENT SERVICE REPRESENTATIVE

New York Office

Arbitron, one of the nation's leading radio and television audience measurement firms, has an opening for a Radio Client Service Representative. This position requires a degree, research experience and excellent written and oral communication skills. Person will handle telephone contact and written correspondence with station clients and our product group. Will also work on analytical projects and train clients in the use of our services. If you are qualified, send resume with salary require-

Roberta DePolo

ARBITRON RATINGS

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1350 Avenue of the Americas New York, ny 10019

An affirmative action employer

ARE YOU FUNNY

We're looking for produced comedy bits for syndication. Song parodies, phony commercials, etc. Keep it clean, :60 or under, and funny! Send T&R to Radio & Records, 1930 Century Park West, #184, Los Angeles, CA 90067. EOE

MORNING PERSONALITY

If you're warm and sincere with a good sense of humor, you could be the person(s) we're looking for! We need a morning communicator who possesses the ability to get involved with people and their community and ... find out what makes them tick. It's a definite plus if you also have the ability to make people smile and laugh when they listen to you. If you'd like to work for a major station in a desirable Top 30 Market with some of the most aggressive broadcasters in the business, RUSH cassette, resume, and a recent photo to: Radio & Records, 1930 Century Park West, #192, Los Angeles, 90067. EOE

OPENINGS

OPENINGS

RADIO PERSONNEL NEEDED

NATIONAL is recognized as the leader in radio personnel placement. NATIONAL receives a constant flow of job openings in small, medium & major markets. We need announcers, news people, programmers, male and female, for all size markets. If you are ready for a move let NATIONAL help. We make the complete presentation for you, For complete confidential details and registration form, enclose \$1 postage and

HATIONAL

BROADCAST TALENT COORDINATORS

Dept. R., P O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

EAST

GLU-92 needs full/parttime AOR announcers. C&R: Garrett Hart, WGLU, 516 Main St., Johnstown, PA 15901. EOE M/F (12-6)

Afternoon drive/production whiz needed for hot AM/FM Country. MD shore. Enthusiasm required. T&R: Dave, WICO, Box 909, Salisbury, MD 21801. EOE M/F (12-6)

Solid pro for afternoon drive. Community FSA. Smooth remotes, six-day week. T&R: PD, WINE, Box 95, Danbury, CT 06810. EOE M/F (12-6)

Powerhouse CHR FM needs up & coming jocks, Mature voice, strong production a must. T&R: WZZM, 98 16th St., Wheeling, WV 26003. EQE M/F (12-6)

Powerhouse FM seeks qualified newsperson now. Good de-livery/writing skills. Mature voice a must. Writing samples/ T&R: WZMM, 98 16th St., Wheeling, WV 26003. EOE M/F (12-6)

Senior salesperson ready to lead local sales force for NJ AM/ FM combo. Salary & resume: GSM, WNNJ/WIXL-FM, Box 40, Newton, NJ 07860. EOE M/F (11-29)

Adult rocker needs uptempo personalities for all dayperts immediately! T&R: Don Spencer, Box 79, Weterville, ME 04901, or (207) 873-3311 EOE M/F (11-29)

Classy 95

CONVERSATIONAL **NEWS ANCHOR**

- Your newscasts don't sound like newscasts. · You tell the news; you don't read it.
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- · You're not bound by traditional definitions
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Allan Hotlen Program Director, Classy 95 Radio P.O. Box 10239, Washington, DC 20018

WCLY-FM/WPGC-AM Stations of The First Media Corp An equal opportunity employer

OPPORTUNITIES

OPENINGS

Better than the rest, & can write fresh, creative copy? We want you yesterday! Production skills a plus. T&R: Dave Fierro, PD, WIMNB, Box 707, N. Adams, MA 01247. EOE M/F (11-29)

Potential bucks, Salesperson needed, Barbara Weitz, WREF: (203) 438-1211 EOE M/F (11-29)



is looking for America's most creative PRODUCTION PERSON

- You create commercials; you don't "do promos."
- You're an inspired writer, and your voice is as good as your copy.
- Your friends always say, "you ought to open up an advertising agency," but you love radio too much.
- On the air you're natural, warm, and interesting
- · You can handle creative freedom.
- You're mature enough to be organized and creative.
- We're asking a lot. We'll pay a lot.

Please send a tape with lots of production samples, plus an aircheck to:

Allan Hotlen
Program Director, Classy 95 Radio
P.O. Box 10239, Washington, DC 20018

WCLY-FM/WPGC-AM Stations of The First Media Corporation An equal opportunity employer

Resort area FM seeks evening personality with natural délivery & winning attitude. T&R: Reb Thaler, WSUL, 250 Broadway, Monticello, NY 12701. EOE M/F (11-29)

Night shift open WLBR (AM). Good opportunity with excellent fringe benefits. T&R: WLBR, Box 1270, Lebanon, PA 17042. EOE M/F (11-29)

HTUOZ

100kw contemporary Country FM, Monroe market. Seeks ralented announcer. Nice community. Good bucks. T&R: KXKZ, Gary McKenney, Box 430 Ruston, LA 71270. EOE M/F (12-6)

1490 WFKY seeks talented, experienced announcer. Absolutely no beginners. T&R: Chris McKay, 2B Fountain Pl., Frankfort. KY 40601. EOE M/F (12-6)

WCII/Louisville All American Country

Morning drive personality or team. Creative, crazy, not just good, but Great! Send cassette aircheck, resume, photo, references, salary requirements to: Mark Williams, 307 W. Muhammad Ali Blud, Louisville, KY 40202. EOE. Excellent compensation

CHR MORNING SHOW

Leading 100ks CHR in Top 100 Sunbelt market seeks great morning show, We're looking for creative, spirited, professional talent for dominant morning show. If you possess these qualities, are motivated to win, and are winning in your market, we want to hear from youl Great bucks & support from growing company. Beautiful, bustling market. Send C&R and references to Radio & Records, 1930 Century Park West, #187, Los Angeles, ca 90067.



Outstanding Production Wizard Sought!

#1 Dallas statin Urban Contemporary. 3 years experience. 5-day week! Cassette demo first please. Michael Spears, KKDA-FM, P.O. Box 860 Grand Prairie, Texas 75053. EOE M/F

OPENINGS

Strong personality. Heavy production. T&R: James Avery, 4286 Up The Groove Ln., W. Palm Beach, FL 33407. No Calls. EOE M/F (12-6)

100kw AC FM/Oldie AM seeks PD, GA coast, Must have people management skills, T&R: Dick Boekeloo, WPIQ/WYNR, Rt. 6, Box 150, Brunswick, GA 31521, (12-6)

ND/Anchor needed immediately, 24-hour stereo FM (Jacksonville ADI), NBC affiliate, AP speedwire, T&R: Paul Hafer, WLKC-FM, Box 1171, St. Mary's, GA 31558. EOE M/F (12-6)

CREATIVE PRODUCTION WIZARD

Group flagship young adult station needs a world-class production talent. Station is #1 in top 10 Sunbelt market with proven track record of creativity. Writing and administrative skills are basic. Send aircheck. resume and references. This is a career move, not another job. Radio & Records, 1930. Century Park West, #191, Los Angeles, CA 90067. EOE

AFTERNOON DRIVE

Dominant large market Southern CHR is looking for energetic, fun afternoon drive jock. Good pay, great benefits. Immediate opening. T&R to: Radio & Records, 1930 Century Park West, #194, Los Angeles, CA 90067. EOE M/F

Rock & Roll powerhouse seeks energetic afternoon drive. Rare opening, T&R: Dave Krusenklaus, WKQQ-FM, Box 100, Lexington, KY 40596. ECE, MMF (11-28)

Immediata opening. PM shift for energetic female, FM Country. Must want to have fun. C&R: Jay Christian, PD, WGKX-KIX 106, 5900 Poplar Av., Memphis, TN 38119. EOE M/F (11-29)

DOMINANT CHR

Extremely dominant CHR in medium Southern market seeks experienced pro with bright, natural wit to control highly competitive morning market. Surprisingly good money for the right excitement. Tape, resume, present salary please. Radio & Records, 1930 Century Park West, #197, Los Angeles, CA 90067. EOE

OPENING'S 1986

"One of America's fastest-growing radio chains" is now taking applicants for openings in 1986. Our needs include: A Top Talent with voices to join a morning zoo. An individual morning talent who's wild and creative! An energetic midday personality. All openings are CHR. Join our chain of 20 and growing! Send T&R to Radio & Records, 1930 Century Park West, #196, Los Angeles, CA 90067. EOE

MIDWEST



74KRMG has a rare fulltime on-air opening. We're a full-service, clear channel A/C with heavy emphasis on news, sports, community involvement, and great personalities. If you can add to our outstanding lineup of stable, creative, high-visibility personalities, send your materials to prove it. Good production is a must, as are lots of personal appearances. For your chance to join a longtime market leader in one of America's most beautiful cities, ship your TBR immediately to: Kelly Carls, Program Director, 74KRMG Radio, 7136 S. Yale, TUSB, OK 74136. No calls, please.

OPENINGS

K95-FM/Tulsa needs talent now/ KATZ is everything you've heard it is. T&R: Bob Cooper, 1502 S. Boulder, Tulsa, OK 74119. EOE M/F (12-6)

Country FM has possible future openings for ND. Must have at least one year experience. T&R: John Gauss Jr., WKZC, Box 36, Scottville, MI 49454. EOE M/F (12-6)

OUTRAGEOUS

7-12 AOR personality for Top 50 market. AOR music background a must. Excellent company. Music Director potential for right person. Send T&R to Radio & Records, 1930 Century Park West, #189, Los Angeles, CA 90067 EOE.

PD needed for AOR. On-air/producton required, Music & promotion knowledge a plus. T&R: Job, 108 Drexel Av., La Grange, IL 60525. EOE M/F (12-6)

WVIC-AM/FM seeks PD w/2-3 years' experience in competitive CHR. Good salar/benefits. T&R: Wanda Holst, Goodrich Broadcasting, 3565 29th St., Kentwood, MI 49508. EOE M/F (12-6)



NEWS DIRECTOR — Leading stations in 175,000 metro market on Lake Michigan, 3½ person staff. Personality/service AM, Regional CHR FM. Professional growth with 14-station Midwest Family Oroup in return for aggressive, complete news coverage and memorable writing/presentation. T&R: Gayle Olson, GM, Box 107, Benton harbor, St. Joseph, MI 49085, EOE, M/F.

CHR

Personalities/Communicators

CHR personalities/communicators needed for AM and PM Drive. Teams considered. Mass appeal Top 20 CHR. Fun is what this format is all about. Rush tape and rsume for immediate opening to Radio & Records, 1930 Century Park West, #199, Los Angeles, CA 90067. EDE M/F

Needed immediately! Afternoon drive person for E2'A/C AM. T&R: Fred Brooks, KSCJ, Box 1379, Sioux City, IA 51102. EOE M/F (11-29)

Radio station manager for Cadillac, MI. Strong sales & management with radio experience. Donald Benson: (517) 321-1763, evenings. EOE M/F (11-29)

ANNOUNCER K95FM TULSA

We need a nitetime Personality ASAP! The successful candidate will have considerable experience in music-oriented formats, strong productions skills, accompanied by high visibility skills. Here's your chance to discover KATZ is everything you've heard it is! You'll work with the BEST...

Tape and resume to: Bob Cooper, Program Director, KWEN (FM), 1502 South Boulder, Tulsa, OK 74119.

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KATZ BROADCASTING COMPANY America's Employee Owned Broadcast Group A SUBSIDIARY OF KATZ COMMUNICATIONS, INC.



KATZ. The best.

OPENINGS

A/C Afternoon Drive Personality — Top 10

Top 10 A/C seeks great afternoon voice. Must be good in production and on location. Confidentially guaranteed. Send tape and resume to: Radio & Records, 1930 Century Park West, #198, Los Angeles, CA 90067. EGE

WEST

CA coast AOR with weekend opening. Must have one year pro/two years' college experience. T&R: KMBY, Mark Kaufman, Box 1271, Monterey, CA 93942. EOE M/F (12-6)

KSEI-AM/FM has future openings for full/partitime announcers. Consider newcomers with team player attitude. T&R/sai-ary requirements: KSEI, Box 40, Pocatello, ID B3204. EOE M/F (12-6)

News Director/Personality

Leading full-service A/C is seeking a professional who can host 3-hour morning news slot, and direct our news staff. CBS Radio affiliate. Jybeat, comfortable delivery required. Immediate opening. T&R to Jeff Harris, KSMA, Box 1240, Santa Maria, CA 93456. EOE

ND needed immediately. No beginners, please. T&R: Vidya Tolani, KLLK, Box 1520, Willits, CA 95490. EOE M/F (12-6)

WANTED!!

Highly-motivated team players, with a desire to work hard and have fun. High-profile CHR Major with incredible facilities and awesome staff is looking for personalities to fill potential openings in new and major airshifts. No card readers please! RUSH tapes and rsumes to: Radio & Records. 1930 Century Park West, #195, Los Angeles, CA 90067. FOE

Position opening soon. Heavy personality A/C. Exceptionally strong production skills. T&R/cover letter: Mike Bell, KGAL, Box 749, Albany, OR 973221. EOE M/F (12-6)

Sales Manager. Highest commission around. Enjoy life with beautiful sunshine. Rush T&R: Larry Schnelder, Box 860, Belen, NM 87002. EOE M/F (12-6)

Leading Central CA FSA seeks quality announcers. Two openings. Immediate. Experienced only, please. T&R: Jeff Harris, Box 1240, Santa-Maria, CA 93456. EOE M/F (11-15)

HOT CHR

"We're one of the country's hottest CHR FMs in one of the world's most exciting cities." We're looking for a morning entertainer that can blow this town away! Quick, to the point, relatable humor ... Lots of drop-ins, phone bits fine ... but the most important quality you'll need is ... to have fun on the air and make it sound that way. RUSH tape & resume with references to: Radio & Records, 1930 Century Park West, #193; Los Angeles, CA 90067. EQS

Adult Communicator

Experienced, career-oriented adult communicator for airshift and production in highly competitive market. Female encouraged. Cassette and resume to: Boxholder, P.O. Box 105, Boise, Idaho 83701. EOE

OPPORTUNITIES

OPENINGS

WANTED

Major Market Drive Time Talent

We need more than just a great jock. We need a great personality. If you relate to adult radio and have a minimum 5 years experience, apply NOW for January '86 opening. Cassette and resume to Radio & Records, 1930 Century Park West, #188, Los Angeles, CA 90067 E0F.



ROCK 108 KFMG, Albuquerque's leading rocker, is looking for a premier morning talent. Minimum of five years experience, at Jeast three in AOR. Must be personable, entertaining, informative and higf-ly motivated, with good production. Cassette, resume and cover letter detailing morning drive philosophy to Tam Marshall, KFMG, 5601 Domingo NE, Albuquerque, NM 87108, EE.

Southern California Contemporary Needs

Morning Drive Personality or Team. Entertaining, Adult-appeal communicator gets this opportunity. Send cassette aircheck, resume, photo, promotional material and salary requirements to: Calil. GM c/o Box 1290, San Bernardino, CA 92404. EOE

POSITIONS SOUGHT

PD/MD now available. Eight years' Experience. Let's discuss your needs. Will relocate. VICTOR S. LENTINI: (312) 354-3274 (12-6)

Creative Telecommunications graduate seeks challenging AOR career. Want to use production/audio experience. Willing to relocate. ANDREW TOLLAN: (812) 336-0687 (12-6)

Over two years' small market. Seek medium in college town Strong comedy writer. KEVIN: (906) 786-8149 (12-6)

Top 10 experience. DC market. Strong creative writing. News/sports/mornings. A/C, CHR. NICK: (703) 685-2055 (12-6)

Sweet female voice. Appeal to men, do not repel women. Proven 25-54 demo. Skilled producton. MARIANNE: [904] 373-8053 (12-6)

Programming? Pro will deliver success. Last eight years in L.A. Leave message: (818) 360-3079 (12-6)

News position wanted. Exprinced ND. Seek anchor/reporter gig medium market. CARL: (607) 733-8060, (Before 10 am EST) (12-6)

I love what I'm doing. I just need somewhere else to do it for awhile. Let's talk. HAWK: (208) 232-4295 (12-6)

POSITIONS SOUGHT

Jock with AOR experience. Good producton, loves radio. Need station. AOR/CHR. JOHN: (419) 385-6975, or (312) 262-3773 (12-6)

Major Market Winner!

If you want an "up," funny all-around team player, you want me! No screamer. 20+ years as DJPD/GM. Available and will relocate anywhere. (303) 689-1438 Ric.

"KILLER COMMERCIALS"

Radio commercials listeners talk about. Showtime's "Funniest Person in Florida" can put his 150 celebrity voices to work for you. From Ronald Reagan to Truman Capote. Call (904) 788-4674 for demo.

PD/Group PD. 10 years' experience in winning. BQB SHAN-NON: (214) 663-2496, or 757-2662 (12-6)

My manager doesn't believe in changing with the times. I dol Five years' experience. Currently employed. BRIAN: (806) 293-7903 (12-6)

Have a few good years behind me. AOR, A/C, Country. Want to get back to fulltime. Prefer MW. VERN: (216) 322-2840 (After 2:30 EST) (12-6)

Save mel CHR nightmare! Expert progressive rock jock. Currently AM. Sound professional, not my forte. Let's help each other. DAVID: (201) 768-6691 (12-6)

Lady DJ seeks new challenge for right bucks. T&R available! Let's talk seriously. B. KARCHER: (813) 366-0620 (Evenings EST) (12-6)

POSITIONS SOUGHT

Air personality. AM/PM drive, remotes/promotions, farm, broadcast writing experience. Seek opportunity to put it all to work. KIRK: (317) 659-5677 (12-6)

JAY MARVIN, formerly KSAN, WJJD, seeks Oldies/AOR/ Country station. Major/medium markets only. (505) 299-7089 (12-6)

Morning talent seeks A/C, Country, Strong production, excellent references. Team player. All shifts considered. MW preferred. Will relocate. DAVE DANIELS: (515) 955-5679 (12-6)

Hey Tampal Experienced, versatile, talented production pro All formats. Currently CHR. I need new challenge. SCOTT: (704) 553-1141 (12-6)

J. MICHAEL PRUET is available. SE CHR. A/C, PD/MD gig. 24-year pro. Winning track record. (901) 668-8557 (12-6)

Flyjock. Helicopter pilot with broadcasting experience seeks traffic reporting/swing position. GORDON LIGHT: (615) 477-4368 (12-6)

Need a start. Go anywhere. Good production/news/copy writing/DJ. Excellent PBP, any airshift. Available now. DAVID SCOTT: (319) 355-4212 (12-6)

MORIN & KRANTZ

Quality, proven morning talent is nearly impossible to, find, WPIX/New York, WZOU/Boston, Call 617-566-7028 for a class act with the right touch of insanity.

Attention MI/OH! Got a Country/Religious that needs voice/ studio englneer? Look no further. DAN: (412) 664-1146 (12-6)

Hot CHR/Hot Hit uptempo night talent is available. I-100 Day tona Beach/Orlando. Large/major markets. J.J. SHANNON (305) 997-2131 (12-6)

POSITIONS SOUGHT

Want new & exciting voice? College news & sportscaster/ PBP with broadcast training. Seek first break. Make my day & yours. DAVID: (718) 779-1753 (evenings EST) (12-6)

Three years' news pro seeks small market ND gig in WI. Honesty & integrity well established. AL: (503) 798-5929

ATTENTION BROADCASTERS:

Wanted Opportunity to Perform for You. Morning Personality, experience with team presentation too. Medium, Large, & Major Markets. Contact — JACKSON for BREAKFAST. P.O. Box 6586 Ocala, FL 32678 Message (904) 622-9105.

Experienced communicator seeks work with winning team small/medium market. BA in radio. Willing to relocate, Excelent references. BOBBY: (312) 724-7586 (12-6)

Bright, topical AM driver with good Arbitron wants combo sales. Experienced PD/ND/production director/sales. D.W.: (402) 564-7334 (12-6)

Willing to travel! Top 30 market experience. A/C, CHR, B/U. BRUCE COLLINS: (513) 732-1669 (12-6)

Top 10 market anchor/reporter seeks community-involved company. Prefer serious news commitment in NE. Combine writing, style & credibility. MAGORDOH: (313) 584-7352 (12-6)

Hot promos! Spots that sell! Production for all occasions. Eight years' experience. It's all yours just by calling MIKE: (312) 849-0404 (12-6)

PD/air talent seeks PD/MD gig. Proven winner, seven years' experience research & business. Available now to help you win. MARK: (707) 822-7223 (12-6)

Tired of being parttime. Want to move on. Degree & expeence, I'ff go anywhere. KAREN: (507) 625-2249 (12-6)

10 year pro seeks uptempo CHR/Modern Music AOR. Very creative, strong producton skills. Team player. SCOTT: (213) 832-5892 (12-6)

MDI If you need someone who will get out the product, fill out airstaff, do promotions. T&R/strong references. All formats. STEVE: (615) 297-0137 (12-6)

Hardworking, creative, Eight years' experience PD/MD, Seek medlum/major market challenge, FRANK POLLARD (ROSS MacDONALD): (413) 737-0179 (12-6)

Black male journalist, seven years' medium market experience. One year TV. Seek challenging position on East Coast. GREG: (401) 351-8455 (12-6) Thave university degree & experience. Seek sales/promotion/production in medium/major market. TOM: (414) 344-2130

production in medium/major market. TOM: (414) 344-2130 (12-6)

Chief Engineer position wanted, now! Former CE in Boston/Houston/Miami/Ft. Lauderdale. Non-drinker. Heavy theory. Have license. MEYER GOTTESMAN: (415) 550-8506 (11-29)

Dates appearing at the end of each listing signify first week listed.

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages fimited to a 9" x 12" envelope.

OPPORTUNITY FORM

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ATTENTION: GMS & PDS

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Be all that you can be . . . without joining the Armed Forces.

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I'll make things happen and make them so different that your competition will be baffled

Let's promote like there's no tomorrow (CHR-A/C-B/U-Gold) Top 50 markets

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Steven Bernson P.O. Box 35 Newton, MA 02168 (617) 449-8141

NATIONAL MUSIC FORMATS

Added This Week

Bonneville Broadcast System

Kevin McCathy (800) 631-1600

Love Sounds

JOHN DENVER "Dreamland Express"

Easy Listening

PIA ZADORA "Maybe This Time"; "It Had To Be You"

Broadcast Programming

nn Sherman/Bob English (800) 426-9082

Adult Contemporary

WHAM "I'm Your Man" STING "Love Is The Seventh Wave" BARBRA STREISAND "Somewhere" JOHN DENVER "Dreamland Express"

Modern Country

CHANCE "She Told Me Yes" EDDY RAVEN "You Should Have Been Gone By Now".
C. McCLAIN & W. MASSEY "You Are My Music, You

Century 21

The Z Format

ASIA "Go" RUSH "The Big Money" BRUCE SPRINGSTEEN "My Hometown" WHITNEY HOUSTON "How Will I Know"

The A/C Format

DIANA ROSS "Chain Reaction" BILLY OCEAN "When The Going . DREAM ACADEMY "Life In A Northern Town"

Super-Country

MERLE HAGGARD "American Waltz" JOHN DENVER "Dreamland Express"
MICKEY GILLEY "Your Memory Ain't What it Used To Be

Concept Productions

BRUCE SPRINGSTEEN "My Hometown" WHITNEY HOUSTON "How Will I Know"
DREAM ACADEMY "Life In A Northern Town"

RAZZY BAILEY "Old Blue Yodeler"
T.G. SHEPPARD "In Over My Heart"
JOHN SCHNEIDER "WHAT'S A Memory Like You ..."
LOUISE MANDRELL "Some Girls Have All The Luck"

Drake-Chenault

BRUCE SPRINGSTEEN "My Hometown" COREY HART "Everything In My Heart"

Contempo 300

STEVIE NICKS "Talk To Me"

Great American Country

DOLLY PARTON "Think About Love" EXILE "I Could Get Used To You" SYLVIA & MICHAEL JOHNSON "I Love You By Heart" BARBARA MANDRELL "Fast Lanes And Country Roads"

Media General **Broadcast Services**

ACtion

WHAM "I'm Your Man" DIANA ROSS "Chain Reaction" BILLY OCEAN "When The Going JOHN CAFFERTY "Small Town Girl"

MEDIA GENERAL CONTINUED

Your Country

SOUTHERN PACIFIC "Perfect Stranger"
GLEN CAMPBELL "It's Just A Matter Of Time" C. GAYLE & G. MORRIS "Makin' Up For Lost Time"

BILLY OCEAN "When The Going ... BRUCE SPRINGSTEEN "My Hometown"
TA MARA & THE SEEN "Everybody Dance"

Peters Productions, Inc.

Country Lovin'

ROSANNE CASH "Never Be You" EXILE "I Could Get Used To You"
RESTLESS HEART "Back To The Heartbreak Kid"
EDDY RAVEN "You Should Have Been Gone By Now"

The Great Ones

BARBRA STREISAND "Somewhere"

Radio Arts

Country's Best

VINCE GILL "Oklahama Borderline" SOUTHERN PACIFIC "Perfect Stranger"

Soft Contemporary

BRUCE SPRINGSTEEN "My Hometown"
JON ANDERSON "Easier Said Than Done"
DREAM ACADEMY "Life in A Northern Town"
M. FRANKS I/B. RUSSELL "When I Give My Love To You'

Sound 10.

JOHN CAFFERTY "Small Town Girl" BRUCE SPRINGSTEEN "My Hometown" JON ANDERSON "Easier Said Than Done"
DREAM ACADEMY "Life In A Northern Town"

Satellite Music Network

The Starstation

JACK WAGNER "Too Young" BARRY MANILOW "In Search Of Love"

Country Coast-To-Coast

DOLLY PARTON "Think About Love"
C. McCLAIN & W. MASSEY "You Are My Music..."

Rock 'N' Hits

ASIA "Go" LOVERBOY "Dangerous" JAMES BROWN "Living In America"
BILLY OCEAN "When The Going . . ."
BRUCE SPRINGSTEEN "My Hometown"

TM Programming

Stereo Rock

WHAM "I'm Your Man" BILLY OCEAN "When The Going . . ."
COREY HART "Everything In My Heart"

DIRE STRAITS "Walk Of Life" BARBRA STREISAND "Somewhere"

TM Country

DOLLY PARTON "Think About Love" WAYLON JENNINGS "The Devi's On The Loose"
SYLVIA & MICHAEL JOHNSON "I Love You By Heart"
BARBARA MANDRELL "Fast Lanes And Country Roads"

Transtar

Country Ed Chandler (213) 460-6383

STEVE WARINER "You Can Dream Of Me" OAK RIDGE BOYS "Too Much On My Heart"
T. GRAHAM BROWN "I Tell It Like It Used To Be"

370) THE RECORD PRODUCERS, John Tabler & Stuart Grundy
Profiles based on exclusive interviews with 3 of the greatest hitmakers. Leiber

Profiles Jased on exculosive liner views "must set all a greatest must be dead on exculosive liner views "must set all segments," Robert Perry, Bill Szymczyk, Todd Rundgren, George Martin, Mickle Most, Glyns Johns, Tony Visconti, Chinn & Chapman, Roy Thomas Baker, and Chris Thomas. 248 pp.(P) \$10.95

345) THE PROGRAM DIRECTOR'S HANDBOOK, Bob Paiva The author strips away mystique and misinformation to provide a wealth of practical information and thoughtful examination of the program director's functions, the creative, the administrative, and the profit-making responsibilities, as well as special talents required for success.

162 pp.(P) \$9.95

340) MAKING MONEY MAKING MUSIC (NO MATTER WHERE YOU LIVE), James Dearing Dearing shows practical ways to make reliable music income by developing a solid professional reputation within your own community, diversifying your talents, and building business savvy; maximizing club performance earnings, casuals, teaching, jingle work, session work, operating a home studio, renting out your equipment, and more useful ideas

311) MUSICIAN'S GUIDE TO INDEPENDENT RECORD PRODUCTION Will Connelly Practical and realistic advice on the whole process of record-making for the aspiring producer. Describes the interplay of creative, technical, and business aspects, and explains the techniques and methods for planning, directing, and budgeting the production. 208 pp.(H) \$12.95

304) BREAKIN' INTO THE MUSIC BUSINESS, Alan Siegel Written by one of the top entertainment lawyers, this is a concise, complete and well-documented guide filled with straight talk and practical advice on making your break. In addition to detailed explanations of the mechanics of music deals, it also includes pointed interviews with top industry execs, managers, producers, and artists. 288 pp.(H) \$14.95

160) DICTIONARY OF CREATIVE AUDIO TERMS, CAMEO The first comprehensive dictionary of creative audio terminology containing over 1,000 definitions for those without much technical training. Focuses on creative audio/ musical equipment, techniques, systems, and practices. Illustrated to give a quick and comprehensive grasp of meanings.

130) BUILDING A RECORDING STUDIO, Jeff Cooper, M. Arch., S.M. S.B., B.S.A.D. A step by step guide to recording studio construction for small or large budgets. Thorough coverage of the principles of acoustics, how acoustics affect recording, soundproofing a room, plus chapters on the studio, the control room, and a glossary of the 100 most misunderstood terms in 209 pp.(P) \$30.00

120) CRITICAL LISTENING COURSE, F. Alton Everest This invaluable course specifically addresses the important nuances of the audio world. The $1\underline{06}$ page training manual with ten pre-recorded lessons on cassette tapes lead you from basic to advanced listening techniques in increasing progression. Topics include estimating frequency, frequency band limitations, sound level changes, components of sound quality, frequency response irregularities, various types of distortion, reverberation effects on speech and music, signal vs. noise, and voice colorations.

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BLACK/URBAN

BREAKERS

FIVE STAR Let Me Be The One (RCA)

75% of our reporters on it. Rotations: Heavy 9/1, Medium 29/3, Light 26/13, Total Adds 17 including WJLB, KJLH, KSOL, WXOK, WATV, WPEG, JET94, WJMI, WWDM, WWWS, KUKQ. Moves 39-25 on the Black/Urban chart.

FREDDIE JACKSON

He'll Never Love You (Like I Do) (Capitol)

68% of our reporters on lt. Rotations: Heavy 1/0, Medium 22/5, Light 35/25, Total Adds 30 including WHUR, K104, WEDR, WYLD-FM, K94, WZAK, XHRM, OC104, WENN, WPEG, WQFX, WJAX, Z103, WDAO, WTLC, KUKQ. This week's most added record. Debuts at number 36 on the Black/Urban chart.

KURTIS BLOW

If I Ruled The World (Mercury/PolyGram)

62% of our reporters on it. Rotations: Heavy 7/1, Medium 21/1, Light 25/7, Total Adds 9, K104, WEDR, WBMX, KMJM, WAOK, WENN, KIIZ, WBLX, WORL. Debuts at number 33 on

NEW & ACTIVE

STEPHANIE MILLS "Stand Back" (MCA) 50/29

Rotations: Heavy 1/0, Medium 8/4, Light 41/25, Total Adds 29, WWIN, WILD, KDLZ, KMJQ, WEDR, WTMP, WDMT, B, KMJM, XHRM, OC104, WTKL, WXOK, WATV, Z93, WDPN, WKXI, KIIZ, WJYL, WLOU, WALT, WQQK, WANT. KOKA,

WWDM, WARM, WGPH, WTLC, WWWS

MAURICE WITHE "I Need You" (Columbia) 50/14

Rotations: Heavy 2/1, Medium 27/3, Light 21/10, Total Adds 14, WXYV, KDLZ, WYLD-FM, KJLH, WENN, Z93, WPEG, WOFX,
WJS, WALT, WBLX, WWDM, WADA, KBUZ, Heavy, WMEE, Debuts at number 38 on the B/U chart.

YARBROUGH & PEOPLES "Guilty" (Total Experience/RCA) 50/12.

avy 3/0, Medium 23/2, Light 24/10, Total Ac KOKA, KDKO. Heavy: WYLD-FM, WZEN

GRACE JONES "Slave To The Rhythm" (Manhattan/Island) 46:78
Rotations: Heavy 81, Medium 22/2, Light 16/9, Total Adds 9, WAMD, K94, WPEG, WOMG, WOFX, KIIZ, WLOU, WGPR, Heavy, WXTV, WOVY, WOMT, KACE, KOYY, WANT, Debuts of number 34 on the Black/Urban chart.

O'JAYS "What A Woman" (PIR/Manhattan) 46/4 Rotations: Heavy 3/6, Medium 28/6, Light 19/4, Total Adds 4, K94, KACE, WOMG, KDKO. Heavy: WZAK, WAOK, WDAO. Mediums Include: WWIN, WXYV, WDAOS, WHUR, RUZ, WDIA, WEDR, WDMT, WJLB, WLUM, KKMM. Debuts at number 40

BILLY OEAN "When The Going Gets Tough..." (Jive/Arista) 43/19
Roistons: Heavy 5/2: Medium 13/2: Lipit 25/15. Total Adds 19, MILD, DUDY, K94, WZAK, KDAY, JET94, WHYZ, KIIZ, WJJS, WALT, WORD, WPIZ, KRSE, WWDM, WDAD, WTLC, WWWS, KBUZ, KDKO, Heavy WXTV, WYEE, WOOK.

LISA-LISA & CULT JAM with FULL FORCE "Can You Feet The Beat" (Columbia) 41/7 Rotations: Heavy 40, Medium 20/4, Light 17/3, Total Adds 7, WMIN, WDAS, XHRM, WDFX, WALT, WBL WAMO, WDJY, WTMP, WWDM, Mediums include: WPEE, WYLD-FM, WBMX, WDMT, WRXC, WWWS.

BOBBY WOMACK "Let Mc Kiss it Where It Hurts" (MCA) 41/2
Rottsions: Heavy 5/5, Medium 27/1, Light 9/1, Total Adds 2, WDAO, KUKO, Heavy: WDIA, WZAK, WAOK, WOMG, WKXI.
Mediums include: WDAS, WHUR, WCBP, WTMP, WDMT, KACE, KSD

TAKA BOOM "Middle Of The Night" (Mirage/Atco) 40/2 y 30, Medium 190, Light y 302, Total Adds 2, KMJM, WKWM. Heavy: WLOU, WAAA, WTLC. Mediums WVEE, KDLZ, KMJQ, WYLD-FM, KSOL. KOXL, WPEG, WDPN, WDAO.

KLYMAXX "Lock & Key" (Constellation/MCA) 39/6 ROTATION OF THE STATE OF THE ST

WELX. WOLK, WOLK, WARA, WAWN'S LEED LEBARGE WITH DEBARGE. "The Heart Is Not So Smart!" (Gordy/Motown) 36/10 Rotations: Heavy 2/0, Medium 18/3, Ugh 16/7, Total Adds 10, KDLZ, WDLA, WAOK, WPEG, WOMG, WKAPE, WWWS. Heavy, CO104, WJMI, Mediums Include: WUSL, WHUR, WVEE, WOWI, WDMT, KACE DURELL COLEMAN "Do You Love Me" (Island) 33/12

I "DU YOU LOVE ME" (ISIANU) 35/12 Medium 9/2, Light 23/10, Total Adds 12, KMJQ, WDMT, WATV, WENN, WDPN. WJAX, WLOU. WALT, WZEN. Medium: WDIA, WTMP, WFXA, KJCB, KAPE, WWWS.

ANDRE CYMONE "Lipstick Lover" (Columbia) 32/4
Rotations: Heavy 0.0, Medium 120, Lipnt 204. Total Adds 4, WMMX, WJLB, KMJM, WALT. Medium: WXYV. WHUR, WYLDFM, WTMP, WTKL, WDPN, WOMB, WJM. WBLX, KVRA. WARA. W.Y.L
LL. COOL J. "I Can't Live Without My Radio" (Def Jam/Columbia) 30/7

Adds 7, WRKS, WHUR, WAOK, WXOK, WDPN, WKXI, WORL. Heavy: Rotations: Heavy 4/0, Medium 6/2, Light 20/5, Total Adds 7, WRKS, V WDAS, WUSL. KMJQ, KDAY. Medium: WWIN, WVEE, WDMT, WZAK.

WUCK, WOLK MOUT MEDIATE WELLER WITH WATER WATER

TEUR, TWAN, WFA, WIA, WAUN, WALL.

JENNIFER MULLIDAY "No Fills Love" (Geffen) 29/10

Rotations: Heavy 0.0, Medium 17/3, Ught 12/7, Total Adds 10, WEDR, WOWI, WTMP, WZAK, Z93, WBLX, WPLZ, KOKA.

WOMM, KDKO, Medium 10/11, WULB, WFEG, WOPN, WFXC, WOPX, KAPE, WAAA, Z103, WGPR, WKWM, WTLC,

EURYTHMICS & ARETHA FRANKLIN "Sisters Are Doing it For Themselves" (RCA) 29/2
Rotations: Heavy 5t0, Medium 19/1, Light 5t1, Total Adds 2, KDLZ, KDKA, Heavy: WTMP, WLDM, KSOL, JET94, WJJS,
Medium: WAMO, WHRK, K94, WOWI, WZAK, WJLB, KACE, OC104, WFKA, WENN, WPEG, WDPN, WJAX, WALT, WANM,
2103, KUKO.

TA MARA & SEEN "Affection" (A&M) 28/19
Realisons: Heavy 1/0, Medium 8/3, Light 19/16, Total adds 19, WWIN, WXYV, WDAS, K104, KDLZ, WDIA, HOT105, K94, KACE, WHAM, KOZL, WENN, WXXV, KICK, KJOB, KAPE, KOKA, KOKO, KUKO Heavy KMJM. Medium WOWI, WTMP.

WPEG, WOCK WILC.

"Can You Rock It Like This" (Profile) 26-9

Rotations: Heavy 20, Medium 10/1, Light 148, Total Adds 9, IWVEE, KMJM, WAOK, WATV, WPEG, WDPN, WKXI, WBLX, WGPR, Heavy, KOAY, WPCK, Medium WDAS, WOLA, WEDR, WTMP, WDMT, WTKL. WLOU, KOKA, WTLC.

LOU RAWLS reaturing [TATA VEGA "Learn To Love Again" (Epic) 26/4

Rotations: Heavy, 00, Mediumigh", Light 1987, Total Adds 4, WAMO, WJUB, KSOL, WXOK, Medium: KACE, WAOK, WJMI.

FAT BOYS "Don't Be Stupid" (Sutra) 25/5

Total Adds 5, WRKS, WDIA, WENN, WHYZ, KDKO. Medium: WWIN, WDJY

BAR-KAYS "Banjing The Wall" (Mercury/PolyGram) 25/4 Retations Heavy 2/6 Medium 10/6, Light 13/4, Total Adds 4, WHYZ, WOFX, WJAX, WWDM, Heavy: WTMP, WKXI. Medium: WHUR, WDIA, KMM, KSCU, WTM, WFEG, WDPN, WOMG, KAPE, WAXM.

MOST ADDED

FREODIE JACKSON (30)

(Capitol) STEPHANIE MILLS (29) **FAMILY (19)** High Fashion (WB) BILLY OCEAN (19) . (Jive/Arista) TA MARA & SEEN (19)

Affecttion (A&M)

HOTTEST

FUGENE WILDE (45) ISLEY JASPER ISLEY (41) Caravan Of Love (CBS Associated) SHEILA E (40) A Love Bizarre (WB) **NEW EDITION (40)**

Count Me Out (MCA) LIONEL RICHIE (25) Say You, Say Me (Motown)

SIGNIFICANT ACTION

FÁMILY "High Fashion" (WB) 23/19
Rotations: Heavy 0.0, Medium 87, Light 15/12, Total Adds 19, WWIN, WDAS, WVEE, WDIA, WEDR, WYLD-FM, WTMP, WTKL, WATN, WOPN, WMI, WALT, WBLX, WOPL, WHOZ, WWOM, WARM, 2103, WWWS.

WIRL, WAI, WILEN, WORL, WOLL, WOLL, WILE, WILE, WILE, WILE, WILE, WILE, YEAR, 215.5 WINNS.
BOBBY BLAND "Members Ohi" (Malazot 221)
Rotations: Heavy 120, Medium 40, Upn 71, Total Adds 1, WOAO, Heavy; WDJ.y, WEDR, WAOK, WFXA, WXOK, WATV, WENN, WAIN, WKX, WALT, WANN, WAAA, Medium: WYLD-FM, NIIZ, WBLX, KHYS.

NATALLE COLE "Secrets" (Modern.Atco) 21/6
Rotations: Heavy 00, Medium 30, Light 1885, Total Adds 6, WDJY, KMJO, WDIA, WXOK, WENN, WOOK, Medium: WFXA,

WOMEN, NUBS.

PHILIP-MICHAEL THOMAS "Just The Way I Planned It" (Atlantic) 20/10

Rotations: Heavy 0,0, Medium 2/1. Light 18/9, Total Adds 10, WDAS, WBMX, WBLZ, WDMT, WXOK, WPEG, WOMG, KAPE
WAAA, WTLC, Medium: KJCB.

WAAA, WTLC, Meourin Rubel.

SCRITTI POLITTI "Perfect Way" (WB) 20/1
Rotations: Heavy 60, Medium 10/1, Light 40, Total Adds 1, WHYZ Heavy, WLUM, JET94, WDPN, WJAX, WJJS, Z103
Medium: WEE, WHER, HOT10S, WBEZ, WFAZ, WFEG, WPLZ, WWDM, WVKO.

Medium: WVEE, WHRK, HOT105, WBLZ, WATA, WYEE, WHZZ, WWUM, WYKEU,

FORCE MD'S "Tender Love" (WB) 19/18
ROLLIN ROLLI

TOTAL CONTRAST "Takes A Little Time" (London/PolyGram) 18/1
Rotations: Heavy 1/0, Medium 6/0, Light 11/1, Total Adds 1, WWDM, Heavy: WLOU, Medium; Z93, WFXC, WQMG, WANM, DANA DANE "Nightmares" (Profile) 17/8

tal Adds 8, WAOK, WXOK, WATV, WQMG, WKXI, WLOU, Medium: WTMP Robations Heavy Uru, Medium 10. Jugin 160, 1008 mades, w. 1717.

RWISH GROUP ALL STARS "Krush Groovin" ("WB) 1717.

Robations: Heavy 30, Medium 80, Light 61, Total Adds 1, 2103, Heavy: KMJM, KIIZ, WWWS Medium: WHUR, WVEE, HO1105, KUIL, YHHM, WATV, WRCC, WALT.

HÖTTÖR, KULH, MEMM, WATUR, SITIAS, WIMEN WATUR, POLYGRAM) 16/14
RENE & ANGELA "Your Simile" (Mercury/PolyGram) 16/14
Rotations: Hot Watur 10, Medium 3/2, Light 12/12, Total Adds 14, WDAS, K104, WTMP, WBMX, KMJM, WDPN, WOMG, WJMI, WOQK, WATI, WAAA, WDAO, WWWS, WZEN, Heavy WZAK, Medium KitZ.

PEABO BRYSON "Love Always Finds A Way" (Elektra) 16/11
Rotations: Heavy 0/0, Medium 2/0, Light: 14/11, Total Adds 11, WDJY, KMJO, WDIA, WDMT, KSOL, WXOK, WLOU, WDAO, WGPR, WTLC, WZEN, Medium: KACE, WAMM.

CARL CARLTON "Slipped Tripped (Fooled Around & Fell In Love)" (Casablanca/PolyGram) 16/7
Rotations: Heavy 010, Medium 2/1, Light 14/6, Total Adds 7, WDJY, KMJQ, WATV, WALT, WANM, WKWM, WVOI. Medium:

LABYRINTH featuring JULIE LOCO "Help Me Out" (21/Atco) 16/1

dium 8/0, Light 8/1, Total Adds 1, WAAA, Medium: WVEE, WDIA, WEDR, WAOK, WBLX, KAPE,

WANM. MORRIS DAY "Color Of Success" (WB) 15/10
Potations: Heavy 3/1, Medium-6/3, Light 7/6, Total Adds 10, 293, WDPN, WFXC, WQMG, WHYZ, WALT, WWDM, WAAA.
2103. WKWM. Heavy WLUM, KIR, Wedium, WFEG, WQDK Z103, WKWM. Heavy: WLUM, KIIZ. Medium: WFEG, 1100 GLENN JONES "Everlasting Love" (RCA) 15/9

13/8. Total Adds 9. WVEE, WEDR, WAOK, WENN, WDPN, WQMG, WJMI, WBLX

L.J. REYNOLDS "Tomorrow" (Fantasy) 15/3
Rotations: Heavy 1/0, Medium 4/0, Light 10/3, Total Adds 3, KilZ, KHYS, WTLC. Heavy: WTMP. Medium: WWIN, WDAS, CHAKA KHAN "Own The Night" (MCA) 14/2

oht 7/1, Total Adds 2, KQXL, WLOU, Medium: WWIN, K94, WAOK, WJMI, KJCB, WTLC LOVE PATROL "Love Patrol" (4th & Broadway/Island) 13/7
Rotations: Heavy 1/1, Medium 1/0, Light 11/6, Total Adds 7, WWIN, WXYV, WHUR, WOWI, WBLX, KHYS, WANM. Med

NAYOBE "School Girl Crush" (The Fever) 13/4 Total Adds 4, WDJY, WDIA, WJYL, WQQK, Medium: HOT105, WBLX. ALISHA "Baby Talk" (Vanguard) 13/3
Rotations: Heavy 1/0, Medium 3/0, Light 9/3. Total Adds 3, WDMT, WKXI, WGPR. Heavy: HOT105. Medium: WEDR, KSOL

GIVENS FAMILY "Ain't That Much Love in The World" (Sugar Hill) 13/3
Rotations: Heavy 2/0, Medium 6/1, Light 5/2, Total Adds 3, WEDR, WAOK, KHYS, Heavy: Heavy: WQMG, WBLX, Medium; WHUR,

KIARA "Quiet Guy" (Warlock) 13/1 3/1. Total Adds 1, WKXI.

Rotations: Heavy 0/0, Medium 0/0, Light 13/1, Total Av DIANA ROSS "Chain Reaction" (RCA) 12/3 Rotations: Heavy 0/0, Medium 6/2, Light 6/1, Total Adds

ds 3, HOT105, WATV, WDPN. Medium: WHUR, WOWI, WDMT, OC104.

CHAPTER 8 "How Can I Get Next To You" (Beverly Glen) 12/0
Rotations: Heavy 2/0, Medium 7/0, Light 3/0, Total Adds 0, Heavy: WJLB, WWWS. Medium: WGCI, KACE, KJLH, KAPE,

WGPR, WKWM, WVOI.

RYSTOL* The Things That Men Do" (Epic) 11/6

Portainst Heavy 0.0. Medium 1/1, Light 10/5, Total Adds 6, WEDR, WYLD-FM, WAOK, WXOK, WBLX, WANM.

UTF0 "Fairy Tale Lover" (Select) 11/5
Rotations: Heavy 1/0, Medium 4/r, Light 6/4, Total Adds 5, WEDR, WDMT, Z93, WJMI, WBLX. Heavy. WANM. Medium:

EBO "I'd Rather Be Myself" (Domino) 11/4 Total Adds 4, WUSL, WDMT, WTLC, WZEN, Heavy: WGPR, Medium: WILD,

CAMEO "A Good-Bye" (Atlanta Artists/PolyGram) 11/3
Rotations: Heavy 0/0, Medium 3/1, Light 8/2, Total Adds 3, WDIA, WANT, WWDM. Medium: WFXC, KOKA.

GLENN FREY "You Belong To The City" (MCA) 11/1
Rotations: Heavy 5/0, Medium 4/1, Light 2/0, Total Adds 1, WRKS. Heavy: WVEE, WHRK, WTMP, WLUM, JET94. Medium:

GAP BAND "Desire" (Total Experience/RCA) 10/1

BLACK/URBAN ADDS & HOTS

EAST

OC104/Ocean City Dave Allan CLEMONS & BROWN WHAM! MELI'SA MORGAN 9.9 ISLEYS

WWWWEstimore
NewmanDunn
NewmanDun

ISLEYS
STEPHANIE MILLS
FREDDIE JACKSON
JAMES BROWN
HOTCOST
EDDIE MURPHY
TA MARA & SEEN
ATLANTIC STARR
DIONNE & FRIENDS
NEW EDITION WiLD/Boston Smith/Thomas

WRIGHTSOM
STEPRIANTE MILLS
ATLANTIC STARR
THERE MORLS
ATLANTIC STARR
THERE MORLS
EDILLY OCCUPIE
BOLLY OCCUPIE
BOLL WAMO/Pittsburgh
Woodson/Anthony
GRACE JONES
FULL PORCE
POINTER SISTERS
JETS
KASHIP
LOOT RAWLS
HOCKEST
LOOT RAWLS
HOCKEST
LIONER, RICHIE
ATLANTIC STARR
SHEILA E
DIONNE & FRIENDS

WHUR/Washington
Mike Archie

FREDDIE JACKSON
L.L. COOL J.
LOVE PATROL
BASE
EUGENE WILDE
HOTEOST:
EUGENE WILDE
HEW EDITION
READY FOR THE WOR
JETS
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WOLV/Weshington
Butte Balley
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MELI'SA HORGAN
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WEST

KACE/Los Angeles Pam Robinson DIANE SCHUUR TA MARA & SEEN O'JAYS TEMPTATIONS HOCKEST: ART OF NOISE DIONNE & PRIENDS SADE KDKO/Denver Jay Johnson
BILLY OCEAN
JENNIFER HOLLIDAY
TA MARA & SEEN
TARBROUGH & PEOPL
O'ALANO'S
HOLEAST
ENGENE WILDE
LIONEL RICHIE
NEW EDITION
PATTI AUSTIN
EVELYN KING

WHITH-COME AND THE STATE OF THE

WUSL/Philadelphia Wyatt/Jackson

Wystljackson
EBO
FORCE MD'S
KOOL & THE GANG
HIAMI SOUND MACHI
HOCLEST:
ATLANTIC STARR
VAL YOUNG
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READY FOR THE WOR
SADE

KUKQIPhoenix Robert Widemen TA MARA & SEEN BOBER WODACK TEMPTATIONS PREDDIE JACKSON PREDDIE JACKSON JULGY ISLEY JASPER ISLE ISLEY JASPER ISLE TA MARA & SEEN WHITNEY HOUSTON SHEILA & EUGENE WILDE KJLH/Los Angeles
Doug Gilmore
EXPOSE
FORCE MO'S
FIVE STAR
MAURICE WHITE
HOLLEST
LIONEL FRIENDS
LIONEL RICHIE
EDDIE MURPHY
SADE
JIMMY G & THE TAC

KDAY/Los Angeles Patterson/Mack Patterson/Mack
WHAMI
SEQUENCE
TRICKY T
BILLY OCEAN
MURPHY D. ROCK
PATTI AUSTIN
HOTTER
LA. DREAM TEAM
NEW EDITION
SHEILA E
PRINCESS
JETS XHRM/San Diego
Duff Lindsey
LISA LISA
POINTER SISTERS
TA MARA & SEEN
MIAMI SOUND PAGCHI
FREDDIE JACKSON
STEPHANUE HILLS
HOLLESL:
SULL BUTTON
EUGENE WILLDE
ISLEY JASPER ISLE
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PEABO BRYSON
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SADE
HOTEGST:
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JETS
MIAMI SOUND MACHI

SOUTH

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LIL. COOL J
LIVENS PAMILY
LIL. COOL J
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WATV/Birmingham
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HOTE WVEE/Atlanta
Scotty Andrews
FANILY
JOYCE KENNEDY
GLEWN JOWES
FANILY
FARBROOGH & PEOPL
FONCE HO'S
FORCE HO'S
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FORCE HO'S
FAIRBO
FORCE FRIENDS
FORCE FRIEN Z93/Charleston CIM Fletcher JENNIFER HOLLIDAY MAURICE WHITE FORCE MD'8 JELLYBEAN UTFO STEPHANIE HILLS MORRIS DAY 9.9 9.9
Hottest:
NEW EDITION
EUGENE WILDE
SHEILA E
LIONEL RICHIE
JETS

WPEG/Charlotte Fred Graham

Fred Graham
TRAMALEE

WDPN/Columbia Chaz Saunders

WFXA/Augusta Tony Sewell none Hottest: JETS EUGENE WILDE SHEILA E NEW EDITION EVELYN KING

KOXL/Baton Rouge
Don Bloardo
ATLANTIC STARR
JOYCE KENNEDY
TA NARA & SEEM
YARROUGH & PEOF
FREDDIE JACKSON
CHACA NERM
CHACA NERM
ELIZA
SHEILA E
EUGENE MILDE
NEM EDITION
ISLEYS

JET94/Chattanooga Frank St. James WHAM! BILLY OCEAN CLEMONS & BROWN ARTISTS UNITED WACKMann Rouge
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FIVE STAR
STARPOINT
HOTCEST:
ARETHA FRANKLIN
KOOL & THE GANG
JETS
PATTI AUSTIN
ATLANTIC STARR Chaz Saunders
PANILY
STEPHANIE HILLSMORRIS DAY
DIANA ROSS
L.L. COOL J
REME & ANGELA
GLERN JONES
BURELL COLDMAN
BURELL COLDMA

WTKL/Baton Rouge WTKL/Baton Rouge
Guy Broady
TEMPTATIONS
STEPHANIE MILLS
BOOGIE BOYS
FAMILY
FORCE
CON FUNK SHUN
MIOTEGET:
ATLANTIC STARR
TEADY FOR THE WOR
L.A. DREAM TEAM
DOUG E. FRESH
ISLEY JASPER ISLE

Terri Avery
ZAPP
KURTIS BLOW
HUMAN BODY
FREDDIE JACKSON
KASHIF
RENE & ANGELA
TA MARA & SEEN
HOTESTE
CHERRELLE
ISLEY JASPER ISLE
READY FOR THE WOR
DIONNE & FRIENDS
NEW EDITION WENN/Birmingham Michael Star KURTIS BLOM STEVIE MONDER MAURICE WHITE FREDDIE JACKSON TURBELL COLEMAN TO BOYE

PREBLIC COLEMAN
T ENSE
ENN JONES
ATLANTIC STARR
FANTASY
NATALIE COLE
TA MARA & SEEN
HOTEOSE:
ISLEY JASPER ISLE
SHEILA E
CHERRELLE
ARETHA FRANKLIN
EUGENE WILDE MFXC/Durham
Alvin Stowe
JAMES BROWN
9.9
PREDDIE JACKSON
MORRIS DAY
DIMPLES
FORCE MD'S
KLOCKWIZE
KANTOON KREW.
HOCLESE
HOLDESE

KJCB/Lafayette Horatio Handy MCCannimadison
STEPHANIE MILLS
EURYTHHICS
EURYTHHICS
MAURICE WHITE
YARBROUGH & PEOPL
JUICY TA MARA & SEEN
HOTCHEST:
KASHIP
EUGENE WILLDE
RRADY FOR THE WOR
PHILIP MICHAEL TH
DIONNE & FRIENDS JUICY
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TA MARA & SEEN
WINANS
HOTCOST:
ISLEY JASPER ISLE
JETS
SYSTEM
EUGENE WILDE
SHEILA E

WJYLLouisville
Williams/Landecker
SADE
SADE
TEMPTATIONS
DIONNE & FRIENDS
KLPWAXX
KLPWAXX
FEMALE MILLS
FEMALE MILLS
SHEILA E
ATLANTIC STARR
READY FOR THE WOR
ERNARD WRIGHT
EUGENE WILDE WHYZ/Greenvi Michael Taylor reenville WHYZOGENHIE
MICHAEL TRYPO
SCRITTI POLITTI
FIVE STAR
FIVE STAR
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BLANCA
MARKATOAN
BARANCA
MARKATOAN

WUCULOUSVIIIE
TOPY T-Pields
TOPY T-Pields
JOCELVIN BROWN
JOCELVIN BROWN
GRACE JOSES
FREDDIE JACKSON
GRACE JOSES
STEPHANIE WILLS
JOSES
STEPHANIE WILLS
DUREAL COLLEGAN
FORCE MD J
DANA DANE
ATLANTIC STARR
SHEILA E
SYSTEM AT

WJJS/Lynchburg Led Goins
9.9
BILLY OCEAN
BILLY OCEAN
MINANS
CHOICE HCS
HAURICE WHITE
KLYMAXX
JAMES BROWN
HOCLORE:
NEW EDITION
SHELLA E
ISLEY JASPER ISLE
LIONEL RICHLE
WHITNEY HOUSTON

ROD ATKINS

DURELL COLEMAN

NATALIE COLE

CARL CARLTON

SADE

PEADO SHYSON

STEPHANIE MILLS

ISLEYS

HUMAN BODY

HOTCEST

JESSE JOHNSON

SYSTEM

System Aretha Pranklin

WKXUJackson
Tommy Marshall
KIARA
L.L. COOL J
STEVIE MONDER
ALISHA
RUN D.M.C.
DAWA DAME
TA MRA & SEEN
HOTLESH
HOTLESH
EUGHR WILDE
TRAMAINE
SYSTEM
BOBBY BILAND
SHEILA E
WJAKFMIJacksonvil

Tony Mann
ELTON JOHN
MINNI
BLANK JOHN
BARKAYS
BARKAY
BARKA

NONE
HOTTEST:
ISLEY JASPER ISLE
ARETHA PRANKLIN
TRAMAINE
EUGENE WILDE
PRINCESS

PRINCESS
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BHI SI, John
BHI SI, John
LJ. REYNOLDS
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TA HARA & SEEN
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NEW EDITION
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WDIA/Memphis Bobby O'Jay CAMEO STAPLE SINGERS FAT BOYS FAMILY TA MARA & SEEN CARRIE LUCAS FORCE MD'S FEABO BRYSON DEBARGE DAUL HABDOGGETT DEBARGE PAUL HARDCASTLE ART OF NOISE NAYOBE HAI TAI NATALIE COLE NATALIE COLE HOTCEST: ATLANTIC STARR NEW EDITION ISLEY JASPER ISLE ISLEYS KASHIF

WHRK/Memphis Morgani/Smith none Rottest: TA HARA & SEEN EUGENE WILDE SHEILA E ISLEY JASPER ISLE BERNARD WRIGHT

WALTMANDER
AUTHER RUSSHI
FROMY BOOGHS
FROM BOOGHS
FROM

HOT105/Miami Tanner/Cassidy Tanner/Cassidy
WHITNEY HOUSTON
DIANA ROSS
TA MARA & SEEN
PATTI LABELLE
POINTER SISTERS POINTER SISTERS
Hottest:
EDDIE MURPHY
CONNIE
ALISHA
DIONNE & FRIENDS
ISLEY JASPER ISLE WEDR/Miami
Jackson/Jones
KURTIS BLOW
GIVENS FAMILY
CURTIS MAYFIELD
STAPLE SINGERS
KASHIP
JENNIFER HOLLIDAY
UTFO

DENIFER HOLLIDAY UTFO KRYSTOL POINTER SISTERS FREDDIE JACKSON FREDDIE JACKSON FAMILY MINDJAHNER ATLANTIC STARR FREESTILE FREDE TOLKSON FREESTILE BOLLOGE HOLLIS FREDE TOLKSON FREESTILE HOLLIS FREESTILE FREDE TOLKSON FREESTILE FREDE TOLKSON FREESTILE FREDE TOLKSON FREESTILE FREDE TOLKSON FREESTILE FREESTILE

ISLEYS
WBLX/Mobile
Vernon Wells
DIONNE & FRIENDS
STEVIE WONDER
LISA LISA
SADE
HAURICH & PROPL
RUN D.H.G.
RUN D.H.G.
RUN D.H.G.
RUN C.H.G.
RUN C PAMILY
UTFO
JENNIFER HOLLIDAY
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EUGRE WILDE
SHEILA E
LIONEL RICHIE
LIONEL RICHIE

JSLEY JASPER IS, LIONER, RICHIE WOOKINASHWIB LIONER, RICHIE WOOKINASHWIB LIONER, RESELVENTE WILLIAM LIONER, RESELVENTE WILLIAM LIONER, RESELVENTE MATTALE COLE MATTALE COLE ANALY COLE ANAL WOWl/Norfolk Roshon Vance ROSHON VANCE
FORCE MD'S
JENNIFER HOLLIDAY
CONNIE
LOVE PATROL
SEPTEMBER
EVELYN KING
HOTEGEL
READY FOR THE WOR
SHEILA'E
ISLEY JASPER ISLE
NEW EDITION
ATLANTIC STARR

K94/Norfolk Mike Allen ARTISTS UNITED ARTISTS UNITED STING BILLY OCEAN FIRDDIE JACKSON JOCELYN BROWN GRACE JONES TA MARA & SEEN O'JAYS MELI'SA MORGAN HOLTEST FARMIKLIN SHEILA E TRAMAINE LIONEL RICHIE READY FOR THE WOR

WORL/Orlando
Earl James
L.L. COOL J
FREDDIE JACKSON
MELL'SA NORGAN
BELLLY SCENA
KURTIS BLOW
HOTEGEN
TISLEY JASPER ISLE
EUGENE WILDE
SHELLA E
SYSTEM SYSTEM LIONEL RICHIE

WPLZ/Petersburg
Steve Crumbley
MHITNEY HOUSTON
BILLY OCEAN
FREDDIE JACKSON
JENNIFER HOLLIDAY
MELI'SA MORGAN
PAMILY
YABBROUGH & PEOPL
HOCLOST YARBROUGH & PEOPL Hottest: ATLANTIC STARR FULL FORCE SHEILA E KOOL & THE GANG ISLEY JASPER ISLE

9.9 ROTTORIC STARR DIONNE & FRIENDS GRACE JONES SADE STEVIE WONDER

KAPE/San Antonio
Mile Kelly
DEBARGE
PHILIP NICHAEL TH
BILLY OCEAN
HELL'SA HORGAN
TA HARA & SEEN
STEEL PULSE
WINANS
TEEL PULSE
WINANS
NEW EDITION
READY FOR THE WOR
LIOTEL RICHIE
DIONNE & FRIENDS
KOMASNEWOOOT KAPE/San Antonio DIONNE & FRIENDS
B.B. DAVID
DIONNE & FRIENDS
STEVIE MONDER
TA MARA & SEEN
EUSTIPHICS
TABRECOGH PEOPL
JERNIER MOLLIDAY
STEPPHANIE MILLS
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H JETS LIONEL RICHIE

WWDM/Sumter

WANDSHIPS

WANDSHIPS

PIVE STAR

BILLY OCEAN

BILLY OCEAN

DATE

PARTICLE

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WAAA/Winston Saler WAAA/Winston Salem Benny Jones : HORRIS DAYLA DURELL COLEMAN PHILIP MICHAEL TH LABYRINTH/JULIE L ALFONSO HOTLORE EUGENE WILDE BOBBY BLAND BERNARD WRIGHT NEW EDITION SHEILA E

MIDWEST

Marco Spoon
RENE & ANGELA
PHILIP MICHAEL TH
WINNANS
KURTIS BLOW
ANDRE CYMONE
HOTEBELS
SMORE CITY
SYSTEM
LUTHER VANDROSS
ISLEY JASPER ISLE
CHERRELLE

none
Hotteat:
ISLEY JASPER ÍSLE
TRAMAINE
SHEILA E
SYSTEM
EUGENE WILDE

WBL Z/Cincinneti Brian Castle DIONNE 4 PRIENDS 9.9 9.9 MELL'SA MORGAN PHILIP MICHAEL TH NEW BOITION PATTI AUSTIN FULL FORCE HOCKEST: SHEILA E TA MARA & SEEN ISLEY JASPER ISLE BERNARD WRIGHT EUGENE WILDE

WZAK/Cleveland Tolliver/Perry BILLY OCEAN ARTISTS UNITED ARTISTS UNITED SADE FAT BOYS YARBROUGH & PEOPL FREDOIE JACKSON JUNICY FRIEND FREDOIE JACKSON JENNIER HOLLIDAY TRICKY THE SAME AND THE S

WDMT/Cleveland Dean Dean STEVIE WONDER EBO STEVIE WONDER
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FORCE MD'S
FORCE MD'S
FORCE MS STEERS
PEARO BRYSON
PHILIP NICHABL TH
STEPHANIE MILLS
UNEELL COLEMAN
MAI TAI
ALISMA
LISMA
LIONEL RICHIE
FULL FORCE
EUGERE MILDE
EUGERE MILDE
NEW EDITION
DIONNE & FRIENDS

Z103/Columbu Mike Davis Mike Davis
FAMILY
CHOICE MCS
KRUSH GROOVE ALL
SADE
FORCE MD'S
FREDDIE JACKSON
MORRIS DAV
POINTER SISTERS
HOTHER
FRINCESS
SYSTEM
EUGENE WILDE
EBENNARD WRIGHT
LIONEL RICHIE

WVKO/Columbus KC Jones none Hottest: ZAPP ISLEY JASPER ISLE SYSTEM DIONNE & FRIENDS BERNARD WEIGHT

WDAODeyton
Lankford Stephens
BOBBY WDMACK
BOBBY WDMACK
TEMPTAT IONS
JOYCE KERNEDY
PERBO BRYSON
REKE & ANGELA
LANGERU
BILLY OCEAN
PREDIC JACKSON
HOLLEGEL:
SHEILA
SHEILA
HRIGHT
WHITHEY HOUSTON
HOLTHEREDS
EUGENE WILDE

Alexande/Whitmore
FULL PAPERCE
FULL PAPERCE
FULL PAPERCE
ATTAINTE STARR
ANDRE CYMONE
FIVE STAR
CHOICE MCS
HEARTBREAKENS
STEPHANIE MILLS
LOU RANLS
HOLLEGE:
SHEILA E
ISLEY JASPER ISLE
JETS NEW EDITION LIONEL RICHIE

BARBARA COJAMAN
RUN D.M.C.
ALISHA
JIMMY CHARLES
ATLANTIC STARR
GRACE JOHNS
FREESTYLE
STEPHANIE MILLS
PEABO BRYSON
HOTEBALL
JETS
SKEDILA E
DIONNE & FRIENOS
EUGENE WILDE
EBO
EBO

WKWM/Grand Rapids Frank Grant PREDDIE JACKSON SECTION ONDER SICHMAY. CARL CARLTON TARA BOOM LINDA CLIFFORD MORRIS DAY HOCLEST: SHELIA E BERNARD WIGHT ZAPP REAY FOR THE WOR LIONEL RICHIE

WTLC/Indianapolis
Jay Johnson
DANA DANE
PHILIP MICHAEL TH
PREDDIE JACKSON
L.J. REYNOLDS
EBO
DURELL COLEMAN
BILLY OCEAN DURELL COLEMAN
BILLY OCEAN
BILLY OCEAN
PEABO BRYSON
STEPMANIE MILLS
HOTTORY
EUGENE WILDE
GLADYS KNIGHT
ISLEYS
NEW EDITION
KURTIS BLOW

WLUM/Milwauker WLUMMilwaukee
MilleriFyre
none
Hotteet:
LIONEL RICHIE
DIONNE & FRIENDS
BALTIMORA
MORRIS DAY
KARTOON KREW

WWWS/Saginaw Crockett/Rosas COCKUTROSES
FAMILY
FIVE STAR
SILLY OCEAN
DEBARGE
ATLANTIC STARR
LINDA CLIFFORD
REME & ANGELA
STEPHANIE MILLS
HOLESEL
DAVINA
EUGEW WILDE
NEW EDITION
READY FOR THE WOR
TEMPTATIONS

KMAMNSt Louis
Mike Stadford
RURTIS BLOM
BARA DANN
DANA DANN
DANN DANN
SYMBOLIC THREE
SYMBOLIC
SYMBOLIC
SYMBOLIC
RANGE
ANDRE CYMONE
ROTTOTAL
DAVIS
TAKA BOOM
HOLLEST
ISLEY JASPER ISLE
EUGENE WILDE
EUGENE WILDE
EUGENE WILDE
EUGENE WILDE
VAL YOUNG

WZEN/St. Louis Billy Ryan RENE & ANGELA FREDDIE JACKSON DURELL COLEMAN PEABO BRYSON EBO

EBO
Hottest:
ISLEY JASPER ISLE
EUGENE WILDE
LIONEL RICHIE
KASHIP
DIONNE & FRIENDS

WVOl/Toledo Robert Holliday Robert Holliday
EUGENE WILDE
SHEILA E
JULY
CARL CARLTON
LINDA CLIFFORD
TEMPTATIONS
CHOICE MCS
HOTCHE MCS
HOTCHE
BERNARD WRIGHT
JETS
NEW EDITION
ISLEY JASPER ISLE
EUGENE WILDE

KBUZ/Wichite Bruce Adamek EVELYN KING STEVIE WONDER MAURICE WHITE CHOICE MCS BILLY OCEAN HOTTEST: TRAMAINE ISLEY JASPER ISLE PRINCESS NEW EDITION FULL PORCE

85 Reporting Stations 78 Current Reports These stations reported a frozen list this week: WKND/Hartford, WGCI/Chicago, WVKO/Columbus, WLUM/Milwaukee, WFXA/Augusta, WPDQ/Jacksonville, WHRK/Memphis.

JAZZ

TOP 30

DECEMBER 6, 1985

WYNTON MARSALIS/Black Codes (From The Underground) (Columbia)

McCOY TYNER & JACKIE McLEAN / It's About Time (Blue Note)

JEAN-LUC PONTY/Fables (Atlantic)

JOHN BLAKE/Twinkling Of An Eye (Gramavision)

OTB/Out Of The Blue (Blue Note)

WAYNE SHORTER/Atlantis (Columbia)

DIANE SCHUUR/Schuur Thing (GRP)

KIRK WHALUM/Floppy Disk (Columbia)

ODN GROLNICK/Hearts & Numbers (Hip Pocket/Windham Hill)

CARLA BLEY/Night-Glo (WB)

10 BENNY CARTER/A Gentleman & His Music (Concord)

13 BEN SIORAN/On The Cool Side (Magenta/Windham Hill)

24 Œ HERBIE MANN/See Through Spirits (Atlantic)

JAMES NEWTON/African Flower (Blue Note) 23

JIMMY McGRIFF/State Of The Art (Milestone/Fantasy) 15

RICHIE COLE/Bossa Nova Eyes (Palo Alto) 18

14 17 MIKE MARSHALL/DAROL ANGER/Chiaroscuro (Windham Hill)

19 OIDIER LOCKWOOD/Out Of The Blue (Gramavision):

TITO PUENTE/Mambo Diablo (Concord Picante) 21. 20 BILL EVANS/The Alternative Man (Blue Note)

OFXTER GORDON/Nights At The Keystone (Blue Note) 12 21

TIM EYERMANN'S EAST COAST OFFERING/Walkin' With You (MCA) 29

ROB MULLINS/Soulscape (R.M.C.) 17

PAUL WINTER/Canyon (Living Music) 24 26

DJAVAN/Diavan (Columbia) 25 25

JDANNE BRACKEEN/Havin' Fun (Concord) 28

AL DIMEOLA PROJECT/Soaring Through A Dream (Manhattan)

DEBUT 20 MULGREW MILLER/Keys To The City (Landmark)

DEBUT > @ JIMMY HEATH/New Picture (Landmark) DEBUT MONTY ALEXANDER/Full Steam Ahead (Concord)

Black/Urban stations contributing to Jazz: WKNK/Hartford, Melonae McClean; KJCB/Lafayette, Horátio Handy, WYLD-FM/New Orleans, Dell Spencer; WGCl/Chicago, Graham Armstrong; WDMT/Cleveland, Dean-Dean Hutus

NEW & ACTIVE

HIROSHIMA "Another Place" (Epic) 15/4

Medium 7/1, Light 3/1, Extra Adds: 2, Total Adds 4, KMHD, KUOP, WMID, KRVS. Heavy: WBEE, WEBR, KERA, WFSS. WLVE. WGCI: WDMT

KKGO, KIPM. Medium: yeeri, ketha, mrss, riture, moor, riture.

LONNIE LISTON SMITH: "Rejuvenation" (Doctor Jazz) 14/3

Rotations: Heavy 1/0, Medium 9/1, Light 4/2, Extra Adds: 0, Total Adds 3, WLOQ, WBEE, KUOP. Heavy: KPLU. Medium:

DAVID GRISMAN "Acousticity" (Zebra/Acoustic) 12/10

Rotations: Heavy 1/0, Medium 3/3, Light 7/6, Extra Adds: 1, Total Adds 10, WEBR, WMOT, WDET, WKSU, KBEM,
K, WESS, WHEND, WUSF, KLCC, Heavy, KERA.

KUZZ, WISS, WHEO, WUDF, KLCC, Peary, KEHA LARRY CORFYELL & EMILY REMILER "TOgether" (Concord) 12/2 Rotations: Heavy 3:0, Medium 5:0, Light 4:2, Extra Adds: 0, Total Adds 2, KTCJ, KUOP, Heavy, WFPL, WHRO, KXPR Medium: WRTI, WKSJ, KUAZ, WUDF, KLSK.

MATT CATINGUB "HI-Tech Big Band" (Sea Breeze) 11/3
Rotations: Heavy 30, Medium 4/1, Light 4/2, Extra Adds: 0, Total Adds: 3, WBGO, KLON, KXPR, Heavy: WFPL, KKGO, KPLU.
Medium: WRO SWIOT K. 143.

GEORGE COLEMAN "Manhattan Panorama" (Theresa) 11/1
Rotatons: Heavy 60, Medium 40, Light 00, Exra Adds: 1, Total Adds: 1, KJZZ. Heavy: WBGO, WFPL, WKSU, KLON, WUSF, KXPR, Medium: WEBR, WRTI, KPLU, WHRO.

SEVENTH AVENUE "Heads Up" (ITI/Allegiance) 10/1
Rotations: Heavy 2/0, Medium 7/1, Light 1/0, Extra Adds: 0, Total
WRTI, WEPL, WHRO, KWMU. Total Adds 1, KKGO, Heavy: WMOT, WNUR, Medium: WBFO,

RAMSEY LEWIS "Fantasy" (Columbia) 9/3
Rotations: Heavy 2/0, Medium 5/3, Light 2/0, Extra Adds: 0, Total Adds: 3, WLOQ, KKGO, WGCI. Heavy: KBEM, WFSS.
Medium: WBEE, KHRM.

Narada presents an album of Seasonally Styled New Acoustic piano selections by

Michael Jones David Lanz

WINTER SOLSTICE

sure to please your listeners during the Holiday Season and beyond!

Contact Doug Mitchell Narada Productions, Inc. 1-800-862-7232



MOST ADDED DAVID GRISMAN (10)

TIM EYERMANN'S EAST COAST OFFERING (7) Walkin' With You (MCA) HERBIE MANN (7) See Through Spirits (Atlantic) CARLA BLEY (6)

Night-Glo (WB) **GRP LIVE IN SESSION (6)** GRP Live In Session (GRP

HOTTEST

WYNTON MARSALIS (25)

Black Codes (From The Underground) (Columbia)

MCCOY TYNER & JACKIE MCLEAN (19)

It's About Time (Blue Note)

OTB (17)

Out Of The Blue (Blue Note) JEAN-LUC PONTY (16) Fables (Atlantic)

ALPHONSE MOUZON & LARRY CORYELL "The 11th House" (Pausa) 9/10

y 1/0, Medium 6/0, Light 2/0, Extra Adds: 0, Total Adds 0, Heavy: KRVS, Medium: WMOT, WBBY, WJZZ,

K.UZ. WFS. WPS.

TEVE RAWLINS "Step Right Up" (Sea Breeze) 9/0

Rotations: Heavy 2/0, Medium 2/0. Light 5/0, Extra Adds: 0, Total Adds 0, Heavy: KBEM. KADX. Medium: WMOT. WLOO.

ON SEBSKY "Moving Lines" (Octor Jazzy 8/1

Rotations: Heavy 0,0, Medium 5/1, Light 3/0, Extra Adds: 0, Total Adds 1, KKGO. Medium: WRTI, WNOP, KPLU, KLCC.

CHARLIE SHOPMAKE/BILL HOLMAN "Collaboration" (Pausa) 8/1

Rotations: Heavy 1/0, Medium 5/1, Light 2/0, Extra Adds: 0, Total Adds 1, KKGO. Heavy; KADX. Medium: WRTI, WFPL.

WPSE XWMII!

A LITTLE NIGHT MUSIC "Sitting Ducks" (Night Music) 7/4

is: 0. Total Adds 4, KCSC, KLCC, KIFM, KJCB. Medium: WJZZ, KPLU. Horations: Heavy Uri, Medium 313, Light 211, Extra Adds. 1, Total Adds 3, WGBH, WBGO, KJZZ. Heavy. Who Adds 1, Total Adds 3, WGBH, WBGO, KJZZ. Heavy. Wh

GATO BARBIERI "Apasionado" (Doctor Jazz) 7/2

edium 4/2, Light 2/0, Extra Adds: 0, Total Adds 2, KUHF, WVPE. Heavy: WNOP. Medium: KERA,

ED BICKERT "I Wished On The Moon" (Concord) 7/1
Rotations: Heavy 2/0, Medium 3/1, Light 2/0, Extra Adds: 0, Total Adds 1, WVPE. Heavy: WMID, WHRO. Medium: WYRS,

XJAZ.

JANET PLANET "Sweet Thunder" (Sea Breeze) 7/1

RMallons Heavy 0/0, Medium 4/0, Light 2/0, Extra Adds 1, KPLU. Medium: WRTI, WYRS, WNOP, WVPE.

Hotations: Heavy 0.0, Medium 40, Ugint 20, Exita Adds: 0, Total Adds 0, Neavy: WBGO, WYRS, KLON. Medium: WKSU.

Rotations: Heavy 30, Medium 30, Light 10, Exita Adds: 0, Total Adds 0, Heavy: WBGO, WYRS, KLON. Medium: WKSU.

GRP LIVE IN SESSIDN "GRP Live in Session" (GRP) 6/6
Rotations: Heavy 1/1, Medium 1/1, Light 3/3, Extra Adds: 1, Total Adds 6, WEBR, WMOT, WLOO, KMHD, KXPR, KIFM.

REGIONALIZED ADDS & HOTS

EAST

MIDWEST

CONSTRUCT AND THE COUNT BASIS DURE ELLINGTON LEE HORAM HOTCHST JIMMY HEATH JOHN BLAKE OTS CONVELL & REPLER HULDREN HILLER

GERI ALLEN GRIOT GALAXY DAVID GRISMAN STRUNT & FARAM FRISELL & REID HOLLEST

WEST

Gary Vercelli
CALVIN KEYS
MATE CATINGUE
PHILIP AABERG
GEP LIVE IN SES
HOLIGEN HILLER
MAYNE SHORTER
JEAN LUC PONTY

KIFM/San Diego (*)

KJAZ/San Fran Bob Parloche

KLSK/Senta Fe (*)

50 Reporting Stations **47 Current Reports**

and WFAE/Charlotte called in a frozen playlist.

SOUTH

KJAZ/San Francisco, WBFO/Buffalo,

TOP 50

Three	Two		ost Zeek		
Weeks	wa	eks W	/eek	_	
	4	1	1	O	3 - 1, - 7,
	20	10	6		DAN SEALS/Bop (EMI America)
	12	9	5	€	NITTY GRITTY DIRT BAND/Home Again In My Heart (WB)
	2	2	2	4	JUDDS/Have Mercy (RCA/Curb)
	10	8	7	0	JANIE FRICKE/Somebody Else's Fire (Columbia)
	5	3	3	6	GEORGE STRAIT/The Chair (MCA)
	15	11	9	Ð	RDSANNE CASH/Never Be You (Columbia)
	6	5	4	8	MEL McDANIEL/Stand Up (Capitol)
	18	13	11	0	REBA McENTIRE/Only In My Mind (MCA)
	25	19	15	0	FORESTER SISTERS/Just In Case (WB)
	9	7	8	11	SAWYER BROWN/Betty's Bein' Bad (Capitol/Curb)
	24	18	16	Ø	EDDIE RABBITT/A World Without Love (RCA)
	33	26	20	B	CRYSTAL GAYLE & GARY MORRIS/Makin' Up For Lost Time (WB)
	29	24	19	0	JUICE NEWTON/Hurt (RCA)
	19	15	13	15	DON WILLIAMS/It's Time For Love (MCA)
	26	23	22	13	RESTLESS HEART/Heartbreak Kid (RCA)
	27	22	21	D	GENE-WATSDN/Memories To Burn (Epic)
	28	25	23	1	JOHN CONLEE/The Old School (MCA)
	34	28	25	1	MARIE DSMOND/There's No Stopping Your Heart (Capitol/Curb)
	1	4	10	20	EARL THOMAS CONLEY/Nobody Falls Like A Fool (RCA)
	45	32	26	3	DAK RIDGE BDYS/Come On In (You Did The Best You Could Do) (MCA)
	3	6	12	22	BELLAMY BROTHERS/Lie To You For Your Love (MCA/Curb)
	40	33	29	3	STEVE WARINER/You Can Dream Of Me (MCA)
	35	31	28	3	T. GRAHAM BROWN/I Tell It Like It Used To Be (Capitol)
	31	29	27	3	CONWAY TWITTY/The Legend And The Man (WB)
	21	17	17	26	JOHNNY LEE/They Never Had To Get Over You (WB)
	_	43	32	Ø	GEORGE JONES/The One I Loved Back Then (Epic)
	49	38	31	₫	WAYLON JENNINGS/The Devil's On The Loose (RCA)
	-	42	34	=	GLEN CAMPBELL/It's Just A Matter Of Time (Atlantic America)
	46	37	33	®	BILLY JOE ROYAL/Burned Like A Rocket (Atlantic America)
	16	14	14	31	GAIL DAVIES/Break Away (RCA)
	-	_	40	3	OOLLY PARTON/Think About Love (RCA)
	-	44	37	€	SYLVIA & MICHAEL JOHNSON/I Love You By Heart (RCA)
	41	39	35		CHANCE/She Told Me Yes (Mercury/PG)
	-	45	38	€	VINCE GILL/Oklahoma Borderline (RCA)
		12	18	36	RICKY SKAGGS/You Make Me Feel Like A Man (Epic)
	43			9	WHITES/I Don't Want To Get Over You (MCA/Curb)
BR					SOUTHERN PACIFIC/Perfect Stranger (WB)
BR	=:.		=::	=	EXILE/I Could Get Used To You (Epic)
BR					JOHN ANDERSON/Down In Tennessee (WB)
BR					CHARLY McCLAIN with WAYNE MASSEY/You Are My Music, You Are My (Epic)
	7				LEE GREENWOOD/I Don't Mind The Thorns (MCA)
_	_		-	®	MARK GRAY/Please Be Love (Columbia)
L		BUT			BARBARA MANDRELL/Fast Lanes & Country Roads (MCA)
	8				STATLERS/Too Much On My Heart (Mercury/PG)
	_			3	JUDY RODMAN/I Sure Need Your Lovin' (MTM)
					TOM JONES/It's Four In The Morning (PolyGram)
					JIMMY BUFFETT/II The Phone Doesn't Ring, It's Mer (MCA)
L	DEB		_		EDDY RAVEN/You Should Have Been Gone By Now (RCA)
L	DEE	SU I	•	30	JAMES TAYLOR/Everyday (Columbia)

DECEMBER 6, 1985

		10	
Total Reports/Adds	Heavy	Medium	Ligt
165/0	159	5	1
167/1	134	30	3
163/0	123	37	3
162/0	130	24	8
162/0	116	33	13
154/0	124	17	13
160/1	105	51	4
146/1	110	27	9
157/0	89	55	13
165/2	59	91	15
144/0	95	35	14
155/2	64	76	15
167/2	37	106	24
165/1	32	112	21
135/0	68	61	6
160/1	39	100	21
150/1	55	76	19
154/3	39	90	25
163/6	19	108	36
125/0	68	34	23
161/12	15	108	38
117/0	70	26	21
160/11	10	105	45
145/8	27	83	35
136/1	18	88	30
115/0	40	61	14
138/15	8	78	52
139/12	2	84	53
142/17	5	76	61
117/7	18	65	34
106/0	32	54	20
135/34	2	57	76
121/11	6	68	47
111/3	10	66	
124/9	1	59	35
93/0	37	38	64
101/4	8	60	18 33
110/12	6	49	
111/32	2	47	55
103/12	4	51	62
104/20	3	49	48
82/0	31	31	52
86/17	5		20
96/37	_	45	36
50/0	10	29 25	67
81/12	10		15
73/10	1	30 32	50
46/0	-	32 24	40
76/36	9		13
60/27	3	16	59
00/2/	3	14	43

MOST ADDED

JOHN SCHNEIDER (46) What's A Memory Like You (M BARBARA MANDRELL (37) Fast Lanes & Country Roads (MCA) EDDY RAVEN (36) You Should Have Been Gone By Now (RCA)

DOLLY PARTON (34) Think About Love (RCA)

EXILE (32) I Could Get Used To You (Epic)
JOHN DENVER (31)
Dreamland Express (RCA)
JAMES TAYLOR (27) Everyday (Columbia) LOUISE MANDRELL (26) Some Girls Have All The Luck (RCA)
MICKEY GILLEY (23) Your Memory Ain't What It . . (E CHARLIE DANIELS BAND (20) Still Hurtin' Me (Epic)
CHARLY McCLAIN w/ WAYNE MASSEY (20) You Are My Music, You Are

HOTTEST

My Song (Epic)

KENNY ROGERS (103) Morning Desire (RC/ DAN SEALS (96) Bop (EMI America) JUDDS (59) Have Mercy (RCA/Curb) **GEORGE STRAIT (58)** The Chair (MCA) MEL McOANIEL (38) Stand Up (Capitol) SAWYER BROWN (32) Betty's Bein' Bad (Capitol/Curb) NITTY GRITTY DIRT BAND (24) Home Again In My Heart (WB) REBA MCENTIRE (23) Only In My Mind (MCA) **ROSANNE CASH (23)** Never Be You (Columbia)

JANIE FRICKE (22) Somebody Else's Fire (Columbia)

MOST ADDED & HOTTEST list those song achieving the most adds hattonally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest

BREAKERS

I Could Get Used To You (Epic)

On 66% of reporting stations. Rotations: Heavy 2, Medium 47, Light 62, Total Adds 32 including WGNA, WAJR, KIX106, WZZK, KYKX, WGKX, WSIX, WRNL, KXXY, WXCL, K102, KFDI, KIZN, KYGO, KRSY, KMPS. A most added record. Moves 46-39 on the Country chart. SOUTHERN PACIFIC

Perfect Stranger (WB)

On 65% of reporting stations. Rotations: Heavy 6, Medium 49, Light 55, Total Adds 12, WRKZ, WAJR, KEAN, WSOC, WSIX, WSLR, WOW, WLLR, WTHI, KWJJ, KSON, KGA. Heavy: WCVR, WOKK, WTCM. Moves 42-41-38 on the Country chart.

CHARLY McCLAIN with WAYNE MASSEY

On 62% of reporting stations. Rotations: Heavy 3, Medium 49, Light 52, Total Adds 20 including WRKZ, WTCR, WYNK, WSOC, KILT-FM, WMC, WRNL, WUSN, WYNG, WDAF, KXXY, KKCS, KVEG, KOLO, KRAK. Moves 44-41 on the Country chart.

JOHN ANDERSON

Down In Tennessee (WB) On 61% of reporting stations. Rotations: Heavy 4, Medium 51, Light 48, Total Adds 12, WTSV, WYNK, KKIX, WIVK, WAMZ, WKSJ, KYXX, WUSN, WTHI, WTOD, KRAK, KSAN. Heavy: WCVR, KPLX, KKYX, KCKC. Moves 46-42-40 on the Country chart.

REAKER!

JOHN ANDERSON

COUNTRY BREAKERS | 40

SOUTHERN PACIFIC "Down In Tennessee" "Perfect Stranger" 1.28850

COUNTRY BREAKERS 3



COUNTRY

NEW & ACTIVE

BARBARA MANDRELL "Fast Lanes & Country Roads" (MCA) 95/36

Madiom: Heavy 0. Medium 29. Light 67, Total Acts 37 including MTSV, WOKQ, MIY, KEAN, WOOS, WLWI, WWKA, KUY, WOHK, KTOQ, KTOPS, KRPM, Debuits at number 44 on the Country chart.

KNJF, KUZ, WICU, KNJCI, KYDU, KMMS, KRHM, Debuts at number 44 on the Country chart.

MARK GRAY "Please Be Love" (Columbia) 86-17

Rotations: Heavy 5, Medium 45, Lipht 36, Total Adds 17, WTCR, WYII, WYNK, WWM, WWK, WWKA, WRNL, WONE, WBCS.

KCJB, KIOW, KGHH, KIZIN, KVEG, KNIK, KWJ, KRPM, Moves 47-43 on the Country chart.

JIDY RDDMAN "I Sure Need Your Lovin" "(MTM) 81/12

Rotations: Heavy: I, Medium 30, Lipht 50, Total Adds 12, WTCR, WWMI, KPLX, WANZ, WRNL, KRMD, KBMR, WUSN, KCJB, WTH, KKAL, KKCS, Heavy: WRN. Medium WCAC, WWA. Moves 49-46 on the Country chart.

WITH, KRAL, KKGS, Heavy: WFNC. Medium: WCAQ, WWVA. Moves 49-46 on the Country chart.

EDDY RAYEN: "You Should Have Been Gone By Now" (RCA) 7630, For Rotations. Heavy 1, Medium 16, Light 99, Total Adds 36 including WOBE. WTCR, WDSY, WDSY, WLSY, WESC, KILT-FM, WINK, WWKA, KNE, WBGS, WOW, KVCO, KLZ, KTOM. Debtas at number 49 on the Country chart.

TOM JONES "It's Forur In The Morning" (PolyGram) 73/10

Rations: Heavy 1, Medium 22, Light 40, Total Adds 36 in WOBE, WASH, WKYG, WWMI, WRNL, WSLR, KBMR, KCJB, WTHI, KFFE, Medium: WFNC, WLW, KTTS, KFDI, KSOP, Moves 50-47 on the Country Chart.

"INHAIN DEWLAR "The Ammanda Fungas;" (RCA) 66/37.

JOHN DENVER "Dreamland Express" (RCA) 66731

JOHN DENVER "Dreamland Express" (RCA) 66731

WUSN, WGE, KKYY, WKO, KKY, WLY, KYGO, KALF.

WUSN, WGE, KKYY, WKO, KKY, WLY, KYGO, KALF.

JOHN SCHREDER "What's A Memory Like You..." (MCA) 61/46
Rations: Heavy 2, Medium 11, Light 48, Total Adds 46 Including WRKZ, WDSY, WPOR, WEZL, KPLX, WSM, WCMS, WKIK, WTOR, KSO, WOW, KTS, KFRE, KRSY, KOKC

JAMES TAYLOR "Everyday" (Columbia) 50/27
Rotations: Heavy 3, Medium 14, Light 43, Total Adds 27 including WCAO, WTSV, WWVA, KASE, KYKR, WUSY, WIVK, KSSN, WYNG, WXCI, WILL RST, KYDC, KDIO, Debter at number 50 on the Country chart. in the Country chart

WYNG, WXCL, WIL, KRST, KVOC, KOLO. Debuts at number 50 on the CHARLIE DANIELS BAND "Still Hurtin" Me" (Epic) 51/20 Rotations: Heavy O, Medium 12, Light 39, Total Adds 20 Including WE KWMT, WITL, WXCL, KFDI, KRST, KKAL, KLZ, KCCY. ng WBGW, WQBE, KEAN, WXBQ, WIVK, WLWI, WONE

SIGNIFICANT ACTION

EMMYLOU HARRIS "Timberline" (WB) 49/9

, WOKQ, WPOR, WWVA, KEAN, WPAP, WKCQ, KUUY, KVEG, KOLO.

Rotations: Heavy 0, Medium 15, Light 34, Total Adds 9, WUKU, WPUR, WWWA, KEAN, WPAR, WHOAT, KYESI, NOLO.

ROBIN LEE: "Safe in The Arms Of Love" (Evergreen) 4,67

Rotations: Heavy 0, Medium 8, Light 38, Total Adds 9, KEAN, WYNK, WUSY, WESC, KSO, WOW, WKCO, KFDI, KSOP.

CON HUNLEY: "What Am I Bonna Do About You" (Capillo) 43/14

Rotations: Heavy 0, Medium 10, Light 33, Total Adds 14 including WOBE, WPOR, WXBO, WDSE, WITL, WKCO, KKAL, KQIL.

TWO HEARTS "Two Hearts Can't Be Wrong" (MDJ) 41/4
Rotations: Heavy 0, Medium 7, Light 34, Total Adds 4, WEZL, WKCO, KVOC, KOIL, Medium: WTSV, WFNC, WOKK, WSM,

TOMMY ROE "Some Such Foolishness" (MCA/Curb) 41/1

Rotations: Heavy 1, Medium 17, Light 23, Total Adds 1, WTOR. Heavy: WWVA. Medium: WBGW, KYKX, WOKK, WYNG, MITL, WOW, KRWO, KEIN, KOLO.

PATTY LOVELESS "Lonely Days, Lonely Nights" (MCA) 40/6
Rotations: Heavy O, Medium 10, Light 30, Total Adds 6, WTVY, WLWI, WPAP, WTTL, WOW, KIZN, Medium: WTSV, WCVR,

LOUISE MANDRELL "Some Girls Have All The Luck" (RCA) 31/26
Rotations: Heavy 0, Medium 3, Light 28, Total Adds 26 including WGNA, CHOW, KEAN, WIVK, KKYX, WGEE, WTCM,

MERLE HAGGARD "American Waltz" (Epic) 31/11
Rotations: Heavy 1, Medium 8, Light 22, Total Adds 11, WEZL, WGTO, KSSN, WWKA, WOW, KTTS, KKAL, KKCS, KFRE,

RAZZY BAILEY "Old Blue Yodeler" (MCA) 30/8
Rotations: Heavy 0, Medium 5, Light 25, Total Adds 8, WIXY, WUSO, WAXX, KFGO, KXXY, WOW, WTCM, KUUY. Medium:

OSMOND BROTHERS "Baby When Your Heart Breaks Down" (EMI America/Curb) 27/10
Rotations: Heavy 1, Medium 6, Light 20, Total Adds 10, WPTR, WVAM, KEAN, WUSY, WLWI, KKYX, WONE, WKKQ, WITL.

WOW. SHOPPE "While The Moon's In Town" (MTM) 27/8 Rotations: Heavy O. Medium 6, Light 21, Total Adds 9, WWKA, WIRK, WAXX, KFGO, KTTS, KVOO, KFDI, KVOC, KQIL

Potations: Heavy 0, Medium 6, Light 21, Total Adds 9, WWKA, WIRK, WAXX, KEGO, KITS, KVOO, KFDI, KVOC, KQIL.

MICKEY GILLEY "Your Memory Ain't What it Used To Be" (Epic) 26/23
Rotations: Heavy 0, Medium 3, Light 23, Total Adds 23 including WBGW, WCVR, WESC, WOKK, WWKA, KFGO, WTSO, KVO

JOHNNY PAYCHECK "Everything Is Changing" (AMI) 23/5
Rotations: Heavy O, Medium B, Light 17, Total Adds 5, WWKA, WAXX, WITL, WOW, KTTS. Medium: WTVY, WPAP, WIRK

FAMILY BROWN "Feel The Fire" (RCA) 22/5 Rotations: Heavy 0. Medium 3. Light 19. Total Adds 5, WGNA, WEZL, WTVY, WESC, KWMT. Medium: WCUZ, WOW, Light W.W., KTTS, KRWO, KSOP.

MAINES BROTHERS "Some Of Shelly's Blues" (Mercury/PolyGram) 19/0
Rotations: Heavy 1, Medium 9, Light 9, Total Adds 0, Medium: WEZL, WPAP, KXXY, WOW, WXCL, KIOV, WTCM, KRWQ

RAY PRICE "Five Fingers" (Step One) 18/8
Rotalions: Heavy 0, Medium 0, Light 18, Total Adds 8, WGNA, WTCR, WIXY, KWMT, WOW, KTTS, KFDI, KKAL. Light: KASE,

BRENDA LEE "Why You Been Gone So Long" (MCA) 16/12
Rotations: Heavy O, Medium 2, Light 14, Total Adds 12 including WVAM, WESC, KILT-FM, WCMS, KKYX, WAXX, WCUZ,

CHUCK PYLE "Breathless in The Night" (Urban Sound) 14/3
Rotations: Heavy O, Medium O, Light 14, Total Adds 3, WBGW, WIXY, WTVY, Light: WVAM, WFNC, WKIX, WAXX, WDAF,

BILLY BUNNETTE "Try Me" (MCA) 13/9
Rotations: Heavy 0, Medium 1, Light 12, Total Adds 9, WGNA, WVAM, KEAN, WFNC, WGMS, WKIX, WTCM, KVOO, KRWO.

Medium, KEN.

MDE BANDY "Can't Leave That Woman Alone" (Columbia) 11/1

Rotations: Heavy 1, Medium 0, Light 10, Total Adds 1, WTCM, Heavy, KKYX, Light, WYII, WESC, KFGO, KWMT, KOIL, KRSY.

JERRY REED "What Comes Around" (Capital) 11/1

Rotations Heavy 0, Medium 3, Light 8, Total Adds 1, KYOO, Medium: WTSV, KKYX, WOW, Light, WCVR, WFNC, KWMT,

JIM COLLINS "What A Memory You'd Make" (White Gold) 10/1

Total Adds 1, KFGO. Medium: KKYX. Light: WVAM, WFNC, WLWI, WKIX, KTTS, KFDI,

CARL JACKSON "You Are The Rock (And I'm A Rolling Stone)" (Columbia) 9/4
Rotations: Heavy O. Medium O. Light 9, Total Adds 4, WTVY, WOW, KVOO, KFDI. Light: WESC, WOKK, WAXX, WCUZ

BILLY WALKER "Coffee Brown Eyes" (Tall Texan) 9/2

BILLT WALKER CONTROL OF THE STATE OF T

KSUP.

MASON DIXON "Got My Heart Set On You" (Texas) 8/4

Bandriague: Harawa () Martium 2. Light (). Total Adds 4. KPLX, WLWI, WPAP, KJNE, Light: WTSV, WTCM, KVOO, KTOM. RONNY ROBBINS "It's The Lovers That Give Love A Bad Name" (Columbia) 8/2
Regations: Heavy 0, Medium 1, Light 7, Total Adds 2, WPAP, KFDI. Medium: WCAO, Light: WCVR, WEZL, KSO, KGEE, KTTS.

ALBUM TRACKS

ARTIST/Song Title (Label)

Album Title

Chasin' Rainbows

Anythina Goes

Life's Highway

Life's Highway

Streamline

Something Special

Shakin'

Bama Band

FORESTER SISTERS/Mama's Never Seen Those Eyes (WB) The Forester Sisters JUDDS/Rockin' With The Rhythm Of The Rain (RCA/Curb) Rockin' With The Rhythm GEORGE STRAIT/In Too Deep (MCA) Something Special Heart Of The Matter

KENNY ROGERS/Tomb Of The Unknown Love (RCA) CONWAY TWITTY/Lay Me Down Carolina (WB) GARY MORRIS/100% Chance Of Rain (WB)

SAWYER BROWN/Shakin' (Capitol/Curb)

BAMA BAND/Stone Cold And Country (Compleat/PG) STEVE WARINER/Life's Highway (MCA)

GEORGE STRAIT/Dance Time In Texas (MCA)

STEVE WARINER/She's Crazy For Leaving (MCA) NITTY GRITTY DIRT BAND/Partners, Brothers, And Friends (WB)-Partners, Brothers, And Friends

LEE GREENWOOD/Streamline (MCA)

BIG RIVER/Muddy Wafer (MCA)

Big River Soundtrack



JERE RECORDS PRESENTS Larry Wayne Kennedy

"She Almost Makes Me Forget About You."

BILLBOARD 11/30/85



CASHBOX 86





SIGNIFICANT ACTION

WATCH FOR LARRY'S NEW SMASH

"FIRE IN YOUR TOUCH"

RECORDS

National Promotions Mike Borchetta & Sheilah Hayes 47 MUSIC SQ. E. NASHVILLE, TN 37203 (615) 321-5080

COUNTRY ADDS & HOTS

John Denver (RCA) Louise Mandrell (RCA)

EAST

Dan Seals (EMI America) Kenny Rogers (RCA)

MOST ADDED SOUTH

John Schneider (MCA) Barbara Mandrell (MCA)

Kenny Rogers (RCA) Dan Seals (EMI America)

MOST ADDED MIDWEST HOTTEST

Exile (Epic)
Dolly Parton (RCA)

Dan Seals (EMI America) Kenny Rogers (RCA)

WEST

KPLX-FM Delies/Ft. Worll

MASON DIXON SYLVIA JCBN SCHNEIDER JCBY RODMAN Hottest: Home

WTVY Dothen, AL

CARL JACKSON
BARBARA MANDRELE
PANGLY BROWN
LOUISE HANDRELL
JOEN SCHORTIEL
JOEN SCHORTIEL
REAR NEEMTRE
REAR NEEMTRE
REAR NEEMTRE
KENNY ROOMS
DAN SEALS
T. GRAIGHN BROWN
BILLY JOE ROYAL

JOHN ANDERSON DOLLY PARTON

WFNC Fayetteville, NO

BARBARA MANTRELL BRUCE HAUSER & SA GUS HARDIN JUNG LENVER BILLY BURNETTE SORRY CURTIS MARTY STEMART

JOHN SCHONZIDER BRENDA LEE EDDY RAVEN MICKEY GILLEY LOUISE MANDRELL FAMILY BROWN KORIN LEE

HOST LEE
HOTTOET
T. GRAHAM BROWN
DAN SEALS
BILLY JOE HOYAL
GEORGE JONES

KILT-FM Houston, TX

KIKK-FM Houston, TX

John Schneider (MCA) Eddy Raven (RCA)

KSSN Little Rock, AR

Kenny Rogers (RCA) George Strait (MCA) Dan Seals (EMI America)

EAST

GAK RIDGE BOYS
MATLOW JENNINGS
GLEN CAMPBELL
HOCKEST!
EARL THOMAS CON
JUDGE
GEORGE STRAIT
KEMMY ROGERS
MEL MCDANIEL MEL MCDANIES DAN SEALS GENE WATSON WONA-FEE Alberry, NY

JOSE DESERVE EXILE: PAY PRICE JOSÉ SCHREIT FANILY BROWN LOUISE NAMEN SOLLEY BURNEY JUDOS GENE MATSON BITTY GRITTY EDDIE RABBY DAN SEALS

JOHN DENVER
JANES TAYLOR
JANES TAYLOR
JOHN SCHIZITE
ROTTOST
ROTTOST
ROTTOST
REL MCDANIZL
GEORGE STRAIT
KENNY ROGERS
DAN SEALS

EMPTLOU HARRIS BARBARA NANDRELL

SOUTHERN PACIFIT JORN DENVER CHARLY NCCLAIM JORN SCHOOLINE BOTTERS BOTTERS BITTY GRITTY DI GEORGE STRAIT SAMYER BROWN KENNY ROGERS MAYLOW JERNINGS GLES CAMPBELL SYLVIA Nottest: PUBLISHED AVERTHE PROPERTY MODELS IN THE STATE OF THE STA

CHUCK PILL.
CDS
LARRY WAYNE KENNE
HOTTOGETHY DIRT
DAW SEALS
REBA HICENTIFE

GLEN CAMPBELL MAYLON JENNING DOLLY PARTON DOLLY PARTON Nottest; JOHNSY LEE JUDGE BITTY GRITTY DOM WILLIAMS SEMBY ROGERS

WEST KRKT Albeny, OR none Rottest: NOST-MAST-FM ABUQUERQUE, NM JAMES TAYLOR CHAMEZ COMES GENEZISEN BOTCH-LEY JCHN SCHNEZISEN SCHNEZISEN SCHNEZISEN SCHNEZISEN SCHNEZISEN SCHNEZISEN STEVE WARINER KGHL Billings, MT KIK-FM Anahelm, CA

EXILE MARIE OSMOND ROTEST: EARL THOMAS O NEL MIDANIEL GEORGE STRAIT JUDGS KENNY ROGERS EXILE

EXILE

BARBARA MANDRELL

MARK GRAY

EDDY RAYEN

JOHN ERSYEN

CON RUBBLY

PATTY LOVELES

ROTTES

KOTTES

ERRY ROCERS

GENE MATTON

BILLY JOE ROYAL

KYOC

KYOE

KANDRE

KYOE

KYOE BILLY JOE NOW DOLLY PARTOR EXILE JUDY RODHAN

EXILE
JUDY RODIGAN
EDDY RAVEN
EDDY RAVEN
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EDDY RAVEN
GONE
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CON
ENTELL HAGGARD
JOHN SCHWEIGE
RICKEY GILLEY
REFENDA LEE
GOY RAIN
RODIT FAVIS
ROBERT CORE
ROBART CARR
ROBART CARR
ROBART CARR
ROBART TERM

GEORGE JONES TON JONES EXILE BARBARA MANDRELL JOHN DENVER ROLL SELL

WXTU Philiedelphia, PA VINCE GILL Rottest: GEORGE STRAIT JUDDS KENNY ROGERS SAWYER BROWN DAM SEALS

OAK RIDGE BOYS JOHN SCHNEIDER EDDY RAVEN JOHN DESVER

HICKEY GILLEY LOUISE MANDRELL ENVILOU HARRIS CON HUNLEY JOHN SCHWEIDER HOCEBEEL JUMPS

T.G. SHEPPARD DOLLY PARTON MICKEY GILLEY HOCKEST JOHN ANTERSON GEORGE JONES HORRIS & GAYLE JOHN CONLEE JOHN SCHNEIDER

SOUTHERN PACIFIC
EXILE
DOLLY PARTOR
TON JONES
HOLE=EL
EARL TRONGS CONLE
JUDDS
KENNY ROGERS
HICKY SEAGOS
ROGANNE CASE SPHILE BANDARA HANDRELL BASET BALLEY RAY PRICE JORN DEWVER BODY RAYEN SUCCE NEWGON FORESTER SISTERS DAN SEALS UCCENTY LEE EDDIZ RABBITT MIDWEST

EDDY RAVEN EXILE TOH JOHES JUDY ROMAN HOTTES! GEORGE STRAIT HEL MCDANTEL JUDOS KENNY ROGERS ROSANNE CASH WUSN Chicago, IL

ORR SIDE SOYS
DAR SIDE SOYS
DOLLY PAPTOR
JOEN DEMPTE
GLEN COMPRELL
FORESTER SITES
STEVE MARINER
SHILLON JEBBING
CHARGE
JUDY ROOMEN
JOEN SHILLON
JOEN OAR RIDGE BOYS STEVE MARINER BILLY JCE ROYAL CEORCE JOHES HOTCOSE EARL THOMAS CONL SELLAMY SECTIONS MEL HODANIEL GEORGE STRAIT WUBE-FM Cincinnati, OH

EXILE STLVIA Mottest: ROSANNE CASH JANIE FRICKE JUDOS KIX106 GLEN CAMPBELL SYLVIA VINCE GILL EXILE HOUTEST: KENNY ROCERS GENT NATSON DAM SEALS HORRIS & GAYLE GEORGE JONES REMNY ROCERS CHMMENT ON CONTRACT TWENTON AS REDGE BOTH ON YEAR FEMALE ON HOLD STEVE WARREST HOUSE STRUCK FROM THE STRUCK FR CHOW Welland, ONT

WMNI Columbus, OH SYLVIA EXILE EDDY RAVEN HOLESE: REBA NCENTIRE KENNY ROGERS JUDDS SANYER BROWN DAN SEALS WWVA Wheeling, WV WOME Dayton, OH

Deyton, OH

HARK GRAY
EXILE
GEORGE JOHES
CHARCE
VINCE GILL
CDS
MOILOUS JERMINGS
GENOND BROTHERS
HOCKEST,
HORKEST GAYLE
HORKEST GAYLE
PAN SERLE
JUDINS
JUDINS WHILEMSOON, MD
HARK GRAY
HICKEY GILLEY
LOGISE NAMEURLI
JIN GLASER
NYLLON & WILLIAN
T. G. SHEPPARD
SANDY TSANTS
EXEMPT ROCERS
LEGAN CONTROL
GAME FRICKE
HICKE FRICKE
HITTY GRITTY DI

JOHN BODNEJDER RODIN LBE EDDY RAVEN CDB Hottest: SAMYER BROWN JUDDS ROGANNE CASH JOHN CONLEE DAH SEALS JAMES TAYLOR

MAYLOR JEMMINGS
GEORGE JORRÉS
BILLY JOR ROTAL
CRAN CAMPBELL
ROCKERS
ROCKERS
AND SEALS
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ROCKARSE CARR
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EXILE BARDARA HAND SYLVIA HEITEB HOLLOWIE HEL HIDANIEL HENRY ROGERS JAMIE PRICKE HITTY GRITTY DAN SEALS CDS
MCCRY GILLEY
JOHN SCHREIDER
BAY PRICE
FAMILY SROWN
HOTCOST
GEORGE STRATT
JUDGE
SANTER BROWN
GENE MATSON
FORESTER SIGTE! WWWW-FM Detroit, MI

WCXI-FM Detroit, MI FL Wayne, M GLEN CAMPRELL EXILE BARBARA MANDRELL EDDY RAVEN KOTTAGET KOGANGE CASH JAMIE FRICEZ REBA MCENTINE GAN SEALS GEORGE STRAIT none Hottests WKKQ-AMFN Duluth, MN

CDB Hottest: HORRIS & GAYLE HARK GRAY JUICE MENTON HARIE OSHOND DAN SEALS

SPENDA LZE
PASTY BAILEY
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BAICHEA

EDDY RAVEM JAMES TAYLOR CHARLY MCCLAIN NOLESEL FENNY ROGERS DAN SEALS JANIE FELCKE REBA MCENTIRE EDDIE RABBITT

BARBARA HAI

OWN HUNLEY
COB HUNLEY
JOHN DERWER
PATTY LOVELESS
OSHOHD SCHOPT DES
JOHN SCHOPT DER
HOCLEST
GEORGE STRAT
JUDGE
DAN SEALS
BILLY JOE HOTAL
OAK RIDGE BOTS
WISO MICKEY GILLEY
MRITES
OAK RIDGE BOYS
COM NUMBER
HOCLOST
IJUDG
KREMY ROGERS
JARIE FRICKE
DAN SEALS
T. GRARAK BROMM

GLEN CAMPBELL DOLLY PARTON

HOTEUST MEL MCDAHIEL JABIE PRICE KENNY ROGENS HITTY GRITTY DAN SEALE KCJB Minot, ND CHARLY MCCLAIM
JUDY RODMAN
TON JUMES
TON JUMES
TON JUMES
BARBARA MAMEREI
MAR GRAY
JAMES TATLOR
SORLEST
KENNY ROCES
MEL MCDANIEL
MITTY GRITTY DI
DAN SEALS
JANIE FRICKE

HOTTEST! BELLAMY BROTHERS JUDGE DAN SEALS FORESTER SISTERS HARIE OBHOND KXXY Onsahoma Dity, OK NATY PACLATE PARTY PACLATE PARTY PACLATE PARTY PACLATE PARTY PACLATE PARTY PACLATE PARTY PACLATE PACLA BARL THOMAS CONLE

WOAF Kensse City, MO OMMAN, NO COMMAN, NO C CRAFLY MCCLAIN JOSE GREEK KOLLESTER SISTERS FORESTER SISTERS SITTY GRITTY DIRT DAN SEALS RENNY ROGERS GEORGE STRAIT

WXCL Peorle, IL EXILE
CDB
COB HURLEY
JAMES TATLOR
HOT Leet;
GEORGE STRAIT
JUDGS
HITTY GRITTY DIRT
RENNY ROSERS
DAN SEALB

WLLR Devenport, IA MAYLOW JEWNINGS DOLLY PARTON SOUTHERN FACIFIC Hottest EARL TROMAS CONLE GAIL DAVIES MEL MCDAHIEL REMNY ROOMS DON WILLIAMS WKCQ Seginaw, Mi

BOOLEY PARTON
HORR GRAY
CDS
EXILE
BARBARA MANTRELL
ROCTOR
ROCTOR
JOHN CORLE
JOHN CORLE
RESTLES WEART
CAR RIDGE BOYS KTTS-AMFM Springfield, MO MERICA HAGGARD
JOHN SCHOELDER
SHOPPE
SHOPPE
JOHNEY PAYCHECI
RAY PRICE
ROCK BOT SHADOS
GEORGE STRAIT
SANTER SHOME
RESA MERITIRE
DAM SEALE

WYNK Baton Rogue, LA Baton Roque, LA
OAK RIDGE BOYS
GLEN CHROTELL
GRARLY NOCLAIM
JOHN ANDERSON
MARK GRAY
ROBIN-LEZ
HOTLAN
GEORGE STRAIT
DAN SZALG
JOHN CONLEZ
GEORGE JOHN
BILLY JOE BOYA none Nottesti WIL-AMFM

K102 SL Paul, 1894 SL Poul SMM

BILLT JOE SOYAL

SXILE
BANDARA MANDRELL
VINCE GILL
NOTES IN EXEMPT ROGERS
ACL NEDANIEL
GEORGE STRAIT
ROSANGE CASE
DAN SZALS none Rottest KFDI-AMIFM Wichna, KS

WHEMIN, KS

DOLLY PARTON
EXILE
SHOPPE
SHOPPE
SHOPPE
ROSIN LEE
CARE, JACKROM
ROSENY ROBBINS
BRENGA LZE
EDOY BAVEN
BRENGA LZE
HOLORY COLLEY
CON PRICE
HOLORY CILLEY
LOCORES STEATT
JUDGE
SAMYER BROWN
FEBA HEZENTIRE
DAN SEALS Terre Heute, IN
DOLLY PARTON
BOUTHERN FACT
JOHN ANTE-850M
TON JOHES
JUDY ROOMAN
ROCTE-85,
KESMY ROOMS
RESA NCENTIRE
DON WILLIAMS
EDOIE MABELTY
PORZETER SIST

WTOD Toledo, OH DAM SEALS
CAR RIDGE BOYS
JOHN ANTERSION
BARBARA PARTERLL
MAYLOW JENNINGS
FOOLERS
SANTER BROWN
HELL TOUSG
JOHN COMELE
STEVE MARIER
STEVE MARIER

KTPK-FM Topeke, KS none Hottesti WTCM: Traverse City, MI

Traverse City, MI
HICKEY GILLEY
HOE BANDY
RAISY BAILEY
EDDY RAVEN
CON MEMLEY
BAILEY STENANT
SENDA LEF
LOUISE MANNERLL
HOTTER
JABIE FRICKE
REDA HERNIBE
DAN SEALS
SOUTHERS PACTFIC
JORN CONLEE KVOO Tulse, OK

JOHN SCHEELDER
EDOY RAVEN
DAVID FRIZZELL
DAVID FRIZZELL
SEVIE FRANCE
BERNOR LEE
BILLY BUNNETTE
HICKEY GILLEY
HICKEY
BOUNGRY THI THY
BILLY JOE BOYN
GILNE CANDRILL
OAN AI DORBOUN
GOOGGE JONES

SOUTH

Besumont TX DOLLY PARTON JAMES TAYLOR RANDY TRAVIS HOCLEST: KENNY ROGERS EDDIE RABBITT DAM SEALS ROSANNE CASH JUICE MENTON

ADDRESS, TX
SOUTHERS PACIFIC
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DEMINISHEM, AL
GENZ MATSON
EXILE
DOLLY PARTON
CHARLY MOCLAIN
HOCKEST
BELLANY DROTHER
NEL HODAHIEL
GROSGE STRAIT
XENST ROZENS
DON MILLIAMS
WXBG-FM
BURGOL, VA none Botteeti WYAY Atlenta, QA

WKHX Atlanta, GA AMINIDA CANTER STEVE MARINER E CANTER TO CRAMMA SHOW MARIE OS MOND GEORGE JUNES BOTTON TO CANTER THE SAME THOMAS CONCE SEMET POCKES HOME SHOW FERNING SHOW SHOW THE SAME SHOW SHOW THE SAME SHOW SHOW THE SAME SHOW

Charleston, SC
JCHW SCHNEIDER
LOUISE MANDREILE
JCHW CHWYER
MERLE REGORD
MERLE REGORD
FRAULLY BACHE
ROTTENEY
ROT KASE Austin, TX JAMES TAYLOR OAK RIDGE BOYS BOTTEST: GEORGE JONES HORRIS & GAYLE GEORGE STRAIT REMOY ROGERS DAN SEALS

SOUTHERN PACIFIC CHARLY MCCLAIN SOLLEST, JUDOS KENNY ROCERS GEORGE STRAIT SAWYER BROWN DAN SEALS

WUSY Chattenoogs, TN EDDY RAVEN
EDDY RAVEN
JOHN SCHOE IDER
EOBIH LEE
JAMES TAYLOR
GOHOED BROTHERS
HOLLOR
JUDDS
EXEMPY ROGERS
JAHIE FRICKE.
BILLY JOE HOYAL
T. GRAHMA BROWN
MOOR AMERICAN

WCOS-AMFM Columbia, SC WGTO Cypress Gardens, Fr

none Rottest: MERIE HAGGARD
JOHN DENVIR
BANDY TRAVIS
JAMES TAYLOR
JEVIN PRANCE
BELLAMY BROTHERS
JUDOS
KENNY ROGES
GEORGE JONES

LOUISE MANDRELL CDB. EDDY RAVEN JOSEN ANTERSON MARK GRAY JAMES TAYLOR HOTTERS TAYLOR FORESTER SISTER KENNY ROGERS DAN SEALS ROSANRE CASE HORRIS & GAYLE

JOHN ANDERSON LOUISE NANDREI BARDARA NANDREI LIONEL RICHIE HOLLEST SAMYER BROWN EARL, THOMAS CO JUDDS KENNY ROGERS JANIE FRICKE WLWIFM Monthomery, Al CDB
OFFICE OF THE TOP THE TOP

KISS-FM Miami, FL

EDDIE RABBITT GLEM CAMPBELL DOLLY PARTON STEVE WARINED HOCKEST JANIE FRICKE NEL HCDANIEL KENNY ROGERS DAN SZALS DON WILLIAMS

WKSJFM Mobile, AL

HOTTER MANDREL HOTTER BELLAMY BROTHE GEORGE STRAIT SANTER BROWN KENNY ROGERS DAN SEALS WSM Nashville, TN JOHN SCHMEIDER DOLLY PARTON

WSIX-FM Nashville, TN DOLLY PARTON SOUTHERN PACIFIC

HARTY STEWARY BARBARA HANDRE JAMES TAYLOR JOHN SCHOOLINER BILLY SURNETTE BRENDA LEE BLOOK, GROWES

KYXX Odesse, TX

Odess, TX
GLEM CAMPBELL
OAK RIDGE BOYS
STLVIA
GEORGE JONES
JONES ASTERSON
ROCCEST
BELLANY BROTHERS
GEORGE STRAIT
JUDDS
KEMBEY ROCK NB
BILLY JOE ROYAL

MERLE PAGGARD
JOHN SCHMEIDER
JAMES TAYLOR
Botteet:
JUDDS
JARIZ FRICKE
SANYZR SHONN
KZNEY ROGERS
DAN SEALS Orlendo, FL

MARX GRAY
71802 GILL
YINGE GILL
HICKEN GILL
HICKEN GILL
BODY RAVEN
JOHN SCHELL RAGGEREL
JAMES TAYLOR
JOHNS FOR SCHELL
RAGGEREL
HICKEN FAYCHECK
HICKEN FAYCHECK
HICKEN FAYCHECK
FOR SCHELL
RAGGERE
HICKEN FAYCHECK
FOR TAYLOR
JOHNS TAYLOR
JOHNS TAYLOR
REDA MENN
FAYCHECK
HICKEN FAYCH
HICKEN
FAYCH
HICKEN
HICKE

KYKX Longview, TX SARBARA MANDRE EXILE EDDY RAVES JOHN SCHOLLDER HOTTOGE BOYAL BILLY JOE BOYAL WPAP-FM Panama Chy, FL DAN SEALS WAMZ-FM Louisville, KY

CHARLY MCCLAIM
JUDY RODMAN
JUDY RODMAN
JUDY RODMAN
JUDY RODMAN
JUDY ARTERSON
ROTAL
GENERAL
JULICE MENTION
RILLY JOE ROYAL
ZEEZ MATERSON
KLLL
LUBBOOK, TX WQOR Releigh, NC

CLEW CAMPBELL
MAYLON JEMBINGS
HOTTERS,
BITTY CRITTY DIF
KENNY ROGERS
ROSANNY CASH
DAS SEALS
GAIL DAVIES DOLLY PARTON MATICAL JENNINGS CHARLY MCCLAIN NOTES TO JAM SEALS KEMMY ROGERS SANYER BROTHER MORRIS & GAYLE

LOUISE MANDRELL JAMES TAYLOR BILLY BURNETTE JOHN SCHOLLDER WGKX Memphis, TN Hottest: DAM SEALS KEMMY ROGERS ROSANNE CASH GEORGE STRAIT OAK BIDGE SOTS

DOLLY PARTON ZDOY RAVER EXILE HOCKEGE BROWN MEL HCDANIEL HORRIS & GAY KENNY ROCERS DAN SEALS WRML Richmond, VA

KKYX San Antonio, TX

NICKEY OLLLEY JOHS SCHREIDER LOUISE MANMERELL SCHOND SHOTHERS SKINDA LES JOHN DENVER HARS HESLER JAY CLAFK HOTLEST EARL THOMAS COS GEORGE STRAIT JUDGS RESH MCTESTIRE GESE MATEON

SEORGE JONES GLEN CAMPSELL JUDY RODNAM

WQYK-FM Tempe/St. Pete, FL

KINE Waco, TX

MARTY STEMAN STEVE MARINER JOHN SCHNEIDER SHOPPE JAMES TAYLOR HOLLAGE HEL MCDANIEL JAMES FRICKE JUDGS SANTER BROWN KENNY ROGERS

BARBARA MAMDRELI MAZZY BAILEY MALEI BOLLER FORESTER SISTERS JUICE MEMTON GEORGE STRAIT MORRIS & GAYLE DAN SEALS

JOHN SCHNEIDER TONNY ROE MEITES SYLVIA HOTTOSI DAN SEALS OEBA HCENTIRE KENSY ROGERS HEL HCDANIEL SANTER BROWN

none Hottest:

DOLLY PARTON
JOHN DENVER
CHARLY MCCLAIN
EMOTION UNARRES
RAILY BAILEY
ROCLORIS
NITTY GRITTY DIRT
KENNY ROSS
DAN SEALS
DON WILLIAMS
FORESTER SISTERS

BARBARA MANDRE MARK GRAY ZDOY RAVEN HOTESET HETLANY SECTED GEORGE STRAIT JUDDS KENNY ROCERS NITTY GRITTY I

KEIN Great Fells, MT KYGO-FM Denver, CO KEITH STEGALL SYLVIA JOHN SCHWEITER EXILE CON HUNLEY SARBARA MANDRE HOCLOSE! BARSARA MANDREIL Hottest: none

HOTTOST HOTTOST JOHN CONLEE MORRIS & GAYLE EDDIE RABBITT T. GRANAN BROWN OAK RIDGE BOYS

KZLAKLAC Los Angeles, CA none Hottest:

KRWQ-FM Gold HILL OR

NATE HANVELL T.G. SHEPPARD JIM GLASER JOHN SCHRILTER SILLY BURSETTE KEVIN PEARCE LOUISE HANDRELL SHOPPE HOTLOSEL KENTY ROGERS JUDGE GEORGE STRAIT DAN SEALS FORESTER SISTERS KNEW Oakland/S.F., CA none Hottests KNIX-FM Phoenix, AZ MARK GRAY Hottast: GEORGE STRA! GARY MORRIS KENNY ROGERS GENE WATSON JOHN CONLEE LAMISE MANDRELL T.G. SHEPPARD NELSON & MILLIAMS CON HIMLEY JIM GLASER THO HEARTS SHOPPE

KUPL Portland, OR T. GRAHAN BROW JOHN CONLEE HOCLEST LEE GREENWOOD EARL THOMAS CON BELLANY BROTHE! MEL MCDANIEL JUDGS

CAK RIDGE BOYS
MARIE CSHOND
BILLY JOE BOYAL
SOUTHERS PACIFIC
MARK SRAY
RESTIZES HEART
ROCTES:
GEORGE
GEORGE
ACCANTELL
OAN SEALS
WITTY GRITTY DIRT

MICKEY GILLEY DIRE STRAITS CDB HOTTOGEN CAN SEALS ROGANNE CASE JUDDS KENNY ROGERS BILLY JOE ROYAL

CHARLY MCCLAIN
EMPTLOU HARRIS
EDDY RAVEN
CON HUNLEY
COUNTER MANDRELL
CDB
JAMES TATLOR
JOHN SCHREITER
BANBARA MANORELL
BOCLOR'S TRAIT
ECONCUS STRAIT
EXONOUS GOVERNS
ONN SEALS
HORRIS & GAYLE KRSY Roswell, NM

VINCE GILL GEORGE JONES DOLLY PARTON JOHN DENVER KOTTONIC KENNY ROGERS JUDDS GEORGE STRA! MEL NCDANIEL EARL TNOHAS

KOLO Reno, MV

JOHN SCHMEIGER HERLE HAGGARD EDDY RAVEN BARBARN HANDREI DOLLY PARTON EXILE MOST ROSERS JUDGS GEORGE STRAIT MEL NICHARIEL SAMYER BROWN KSON-AMFM Hottest; HARIE OSHOHD JORN ANDERSON CHARLY MCCLAI MKITES

none Mottests STEVE MARINER
JOHN ANDERSON
STLVIA
HOCK-SEL
KENNY ROGERS
JUDDS
GEORGE STRAIT
HEL NCDAMIEL
NITTY GRITTY DIRT

KSOP-FM Selt Lake City, UT

ROBIN LEE Hottest:

BARBARA HAMDRI DOLLY PARTOM HERLE MAGGARD SYLVIA EXILE HOTEST, HEL HEDANIEL DAN SEALS MENNY ROGESS GEORGE STRAIT JUDDS

SOUTHERN PACIFIC HOTTEST KENNY ROGERS REBA MCENTIRI GEORGE STRAIT JANIE FRICKE DON WILLIAMS

T. GRAHAM BROWN VINCE GILL Rottest: JANIE FRICKE HEBA MCENTIRE HITTY GRITTY DI KENCY ROGERS FORESTER SISTER

168 Reporters

no change in their rotations this week: WCXI/Detroit WIXI /Newton KHEY/EI Paso KIKK/Houston WWJO/St. Cloud KWEN/Tulsa KRKT/Albany KLAC/Los Angeles KCBQ/San Diego

The following stations reported

The following stations failed to report this week and therefore their rotations were frozen: KLLL/Lubbock KRRV/East Grand Forks WFMS/Indianapolis WMIL/Milwaukee KNFW/Oakland KIGO/St. Anthony

FULL-SERVICE A/C

TOP 20

Three Two Last

l					
	2	2	1	0	LIONEL RICHIE/Say You, Say Me (Motown)
I	9	5	4	0	DIONNE & FRIENDS/That's What Friends Are For (Arista)
	1	1	2	3	PHIL COLLINS & MARILYN MARTIN/Separate Lives (Atlantic)
	3	3	3	4	JAMES TAYLOR/Everyday (Columbia)
	20	12	8	6	KLYMAXX/I Miss You (Constellation/MCA)
l	5	4	5	6	KENNY ROGERS/Morning Desire (RCA)
l	17	10	9	Ø	MR. MISTER/Broken Wings (RCA)
ĺ	14	11	- 9	0	BARRY MANILOW/In Search Of Love (RCA)
l	_		12	9	BARBRA STREISAND/Somewhere (Columbia)
ŀ	4	6	6	10	FREDDIE JACKSON/You Are My Lady (Capitol)
l	8	7	10	11	GLENN FREY/You Belong To The City (MCA)
	-	-	16	Ø	STEVIE WONDER/Go Home (Tamla/Motown)
	15	14	13	Œ	ABC/Be Near Me (Mercury/PG)
	7	9	11	14	DAVID FOSTER/Love Theme From "St. Elmo's Fire" (Atlantic)
	BRE.	٩K	ER	Œ	DIRE STRAITS/Walk Of Life (WB)
	-	19	17	13	POINTER SISTERS/Freedom (RCA)
	-	20	18	D	JOHN DENVER/Dreamland Express (RCA)
	13	13	14	18	ARETHA FRANKLIN/Who's Zoomin' Who? (Arista)
	DE	BUT		1	SADE/The Sweetest Taboo (Portrait/CBS)
	_	and a	20	<u>.</u>	FRANKIE VALLI & FOUR SEASONS/Moonlight Memories (Curb/MCA)
				_	

DECEMBER 6, 1985

Reports	Total /Adds Heavy	Medlum	Light
42/0	38	4	0
41/1	36	4	1
39/0	34	5	0
41/0	34	5	2
41/6	25	15	1
36/0	25	11	0
35/1	23	11	1
34/0	. 16	17	7
36/2	11	19	6
30/0	17	13	0
27/0	16	9	2
30/0	. 7	20	3
24/1	13	8	,3
26/0	8	14	4
25/4	5	17	3
27/0	2	21	4
28/2	1	20	7
17/0	8	7	2
28/5	1	18	9
23/0	2	16	5

MOST ADDED

EL DeBARGE w/DeBARGE (6)
The Heart Is Not So Smart (Gordy/Motown) KLYMAXX (6) I Miss You (Constella SADE (5) lation/MCA) The Sweetest Taboo (Portrait/CBS) WHITNEY HOUSTON (5)

How Will I Know (Arista)
DIRE STRAITS (4)
Walk Of Life (WB)
MICHAEL FRANKS (/BRENDA RUSSELL (4) When I Give My Love To You (WB) PIA ZADORA (4)
Come Rain Or Come... (CBS Associated)

HOTTEST

LIONEL RICHIE (33) Say You, Say Me (Moro JAMES TAYLOR (28) Everyday (Columbia)
DIONNE & FRIENDS (27) That's What Friends Are For (Arista)
PHIL COLLINS & MARILYN MARTIN (24) Separate Lives (Atlantic MR. MISTER (17) Broken Wings (RCA)

BREAKERS

DIRE STRAITS Walk Of Life (WB)

58% of our reporters on it. Rotations: Heavy 5, Medium 17, Light 3, Total Adds 4, WTAE, KJR, WBT, WGOW. Moves 19-17 on the Full-Service chart.

PIA ZADORA with LONDON PHILHARMONIC ORCHESTRA Come Rain Or Come Shine (CBS Associated)

51% of our reporters on it. Rotations: Heavy 0, Medium 8, Light 14, Total Adds 4, KFMB, WGOW, WRVA, KBOI.

NEW & ACTIVE

EL DeBARGE with DeBARGE "The Heart Is Not So Smart" (Gordy/Motown) 21/6
Rotations: Heavy 0, Medium 12/2, Light 9/4, Total Adds 6, WTMJ, WICC, WBT, WING, WSPD, KBOL Medium including
WFBR, WSD, WCDC, WHEC, KSL.
MAURICE WHITE "I Need You" (Columbia) 21/3
Rotations: Heavy 1/0, Medium 13/2, Light 7/1, Total Adds 3, WKBW, KHOW, WING. Heavy: WTKO. Medium including KFMB,
WCDC: WMADR WORD WCRD WCDC WCRD.

ons: Heavy 1/0, Medium 13/2, Light 7/1 WWNR, WPOE, WGBR, WCIL, KVEC AMY GRANT "Everywhere I Go" (A&M) 16/1

Medium 11/1, Light 4/0, Total Adds 1, WWNR. Heavy: KVEC. Medium including WKBW, KHOW, D. WPOE, WTKO. WGBR, WJBC.

JUICE REWTON "Hurt" (RCA) 15/1
Rotations: Heavy 20, Medium 100, Light 4/1, Total Adds 1, WHBC. Heavy: WHBY, WTKO. Medium including WFBR WHBW, WTKN, WBC, WFDC, WGBR, WJBC, KVEC

JOHN COUGAR MELLENÇAMP "Small Town" (Riva/PolyGram) 14/2
Rotations: Heavy 30, Medium 80, Light 8/2, Total Adds 2, WGOW, KBOI. Heavy including WICC, WWNR. Medium. WKBW.
KHOW, WCHS, WING, WFOE. WICK

KHOW, WCHS, WING, WPOE, WCIL.

JACK WAGNER "Too Young" (Qwest/WB) 13/2

Potations: Heavy 20, Medium 7/0, Light 4/2, Total Adds 2, WTKO, KFQD, Heavy, WKBW, KJR. Medium: WTVN, KHOW. WICC, WCHS, WSPD, WPOE.

WHAM! "I'M Your Man" (Columbia) 12/3
Rotations: Heavy 0, Medium 9/2, Light 3/1, Total Adds 3, WFBR, WCHS, WBT, Medium including WICC, WING, WSPD, WPOE, WJBC.

STEVIE NICKS "Talk To Me" (Modern/Alco) 11/2
Rolations: Heavy 1/0. Medium 7/0. Light 3/2. Total Adds 2, WGBR, KFQD. Heavy: WKBW. Medium: WFBR, KHOW, WICC, WCHS, WINS, WWNR.

DIANA ROSS "Chain Reaction" (RCA) 11/1

Rotations: Heavy 2/0, Medium 6/1, Light 3/0, Total Adds 1, KVEC. Heavy: WKBW, WTKO. Medium including WFBR, KHOW, KFMB, WPOE, WGBR.

STING "Love Is The Seventh Wave" (A&M) 10/3
Rotations: Heavy 1/0, Medium 6/2, Light 3/1, Total Adds 3, KHOW, WCHS, WSPD. Heavy: WKBW. Medium including WICC.

BRYAN FERRY "Don't Stop The Dance" (WB) 10/0
Rotations: Heavy 2/0, Medium 5/0, Light 3/0, Total Adds 0, Heavy: WWNR, WWPA, Medium including WKBW, KHOW,

WOOW, WSPD.

"ILL MICHAELS "Where Did The Feeling Go" (Scotti Bros./CBS) 9/1

JILL MICHAELS "Where Did The Feeling Go" (Scotti Bros./CBS) 9/1

SIGNIFICANT ACTION

DOLLY PARTON "Think About Love" (RCA) 8/3
Rotations: Heavy 0, Medium 5/0, Light 3/3, Total Adds 3, WSPD, WCIL, KFQD, Medium: WBT, WHBY, WPOE, WTKO, WJBC.

MARIE OSMOND "There's No Stopping Your Heart" (Capital/Curb) 8/0
Rotations: Heavy 2/0, Medium 5/0, Light 1/0, Total Adds 0: Heavy: WHBY, WTKO. Medium including WGBR, WJBC.

Rotations: Heavy 2/0, Medium 5/0, Light 1/0, Total Adds 0: Heavy: WHBY, DIANE SCHUUR & JOSE FELICIANO "By Design" (GRP) 7/0 Rotations: Heavy 0, Medium 5/0, Light 2/0, Total Adds 0. Medium includin ling WHBY, WPOE, WCIL

WHITNEY HOUSTON "How Will I Know" (Arista) 6/5
Rotations: Heavy 0, Medium 2/1, Light 4/4, Total Adds 5 including KFMB, WiNG, KBOI, WGBR. Medium: WICC,

WPOE.

BILLY OCEAN "When The Going Gets Tough..." (Jive/Arista) 6/3

**The Going Gets Tough..." (Jive/Arista) 6/3

**The Going Gets Tough..." (Jive/Arista) 6/3

**The Going Gets Tough..." (Jive/Arista) 6/3

PAUL YOUNG "Everything Must Change" (Columbia) 6/0

Rotations: Heavy 0, Medium 30, Lgtp 2/1, Total Adds 1, wobo, weshall with the MATH BIANCO "More Than I Can Bear" (Klatnic) 5/0 Rotations: Heavy 0, Medium 5/0, Light 0, Total Adds 0, Medium including WKBW, WHBY, WWNR, WPCE.

MICHAEL FRANKS FEATURING BRENDA RUSSELL "When I Give My Love To You" (WB) 4/4 Rotations: Heavy 0, Medium 2/2, Light 2/2, Total Adds 4 including WHBY, WHBC, Medium: WFBR, WPCE.

Rotations: Heavy 0, Medium 2/2, Light 2/2, Jones Andrew State (GRP) 4/1
RANDY GOODRUM "Silhouette" (GRP) 4/1
Andrew 1/0, Light 3/1, Total Adds 1, WHBY, Medium: WPOE

Rotations: Heavy 0, Medium 1/0, Light 3/1, Total Adds 1, WHBY, Medium: WPOE. RAY PARKER JR. "One Sided Love Affair" (Arista) 3/3 Rotations: Heavy 0, Medium 2/2, Light 1/1, Total Adds 3 including WCIL. Medium: WPOE, KVEC.



FULL-SERVICE A/C

BREAKERS

FULL SERVICE CHART: 15

A/C CHART: 8

ADULT/CONTEMPORARY

BREAKERS

BILLY OCEAN

When The Going Gets Tough... (Jive/Arista)

63% of our reporters on it. Rotations: Heavy 2, Medium 26, Light 41, Total Adds 27 including WPIX, 2WD, WSNY, KIFM, WSFM, WIVY, WMGN, KDUK, KWAV. Debuts at number 25 on the A/C chart.

WHITNEY HOUSTON

How Will I Know (Arista)
60% of our reporters on it. Rotations: Heavy 1, Medium 27, Light 37,
Total Adds 30 including WSNI, WSB-FM, KVIL-FM, 97AIA, 2WD, WMJI, WSNY, KOST, KIFM. Debuts at number 26 on the A/C chart.

MAURICE WHITE

I Need You (Columbia)
53% of our reporters on it. Rotations: Heavy 3, Medium 32, Light 23,
Total Adds 6, WCLY, WRKA, WHNN, KDUK, KKPL, KWEB. Moves 30-29 on the A/C chart.

BRUCE SPRINGSTEEN

My Hometown (Columbia)

50% of our reporters on it. Rotations: Heavy 2, Medium 19, Light 34, Total Adds 34 including WSNI, WSB-FM, WLTF, KMJI, KIFM, K106, KIOA, KKUA. Debuts at number 30 on the A/C chart.

NEW & ACTIVE

WHAMI "I'm Your Man" (Columbia) 53/14
Rotations: Heavy, 3/0, Medium 255, Light 259, Total Adds 14 including KVIL-FM, KMGG, WSFM, WKGW, K106,
WRAL, WFMK, WMT-FM, Heavy, WCKQ, KRIB, KTVT, Medium including WHTX, WFKA, WTRX, KDUK, KWFM

JOHN CAFFERTY & THE BEAVER BROWN BAND: "Small Town Girl" (Scotti Bros./CBS) 53/12
Rotations: Heavy 2/0, Medium 272, Light 24/10, Total Adds 12, WCLT, WKGW, KYTOS, WEIZ, KIOA, WLHT, WMGN, KWAV, WTNY, WCHV, WGOW, KWBOW, Heavy: WAVE, KALE. Medium.including 97AIA, WKYE, KYUU.

ROTATION BREAKOUTS

		Total				
		Reports/Adds	Heavy	Medium	Light	
	D LIONEL RICHIE	109/0	107	2	0	
- (OIONNE & FRIENDS	107/0	90	15	2	
- (MR. MISTER	105/1	89	12	4	
(JAMES TAYLOR	101/0	78	22	1	
	B) KLYMAXX	99/2	79	17	3	
	6 PHIL COLLINS & MARILYN MARTIN	99/0	75	. 20	4	
- (STEVIE WONDER	102/4	44	54	4	
- (DIRE STRAITS	95/4	37	48	10	
	9 GLENN FREY	77/0	39	26	12	
1	O KENNY ROGERS	85/0	41	38	6	
(D JACK WAGNER	85/4	27	47	11	
	2 ABC	75/0	33	31	11	
1		76/0	15	43	18	
	STEVIE NICKS	83/2	22	47	14	
	BARRY MANILOW	80/2	20	51	. 9	
9	3 JOHN COUGAR MELLENCAMP	75/6	32	30	13	
1	7 ARETHA FRANKLIN	63/0	14	36	13	
9	7 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	75/3	14	45	16	
1		65/0	9	36	20	
9		81/9	4	51	26	
6		67/1	22	38	7	
6	J GREE	74/10	6	49	19	
6		73/14	6	46	21	
2		46/0	8	25	13	
9	4	69/27	. 2	26	41	
3	The state of the s	65/30	1	27	37	
2		43/0	9	23	11	
9		68/14	1	36	31	
6	A	58/6	3	32	23	
€	BRUCE SPRINGSTEEN	55/34	2	19	34	

MOST ADDED BRUCE SPRINGSTEEN (34)

My Hometown (Columbia) WHITNEY HOUSTON (30)

How Will I Know (Arista)
BILLY OCEAN (27)
When The Going Gets Tough (Jive/Arista)
MICHAEL FRANKS 1/ BRENDA RUSSELL (17) michaet Hauns 15 Bendo A ussell (1 When I Give My Love To You (WB) EL DeBARGE woeBARGE (14) The Heart Is Not So Smart (Gordy/Motow STMG (14) Love Is The Seventh Wave (A&M) wHAMI (14) I'm Your Man (Columbia)

HOTTEST

LIONEL RICHIE (98) MR. MISTER (74)
Broken Wings (RCA)
DIONNE & FRIENDS (67) That's What Friends Are For (Arista)

KLYMAXX (58) I Miss You (Constellation/ JAMES TAYLOR (49) on/MCA)

Everyday (Columbia) HIL COLLINS & MARILYN MARTIN (48) Separate Lives (Atlantic)

DREAM ACADEMY "Life in A Northern Town" (Reprise/WB) 49/11
Rotations: Heavy 10, Medium 12/0, Light 36/11, Todal Adds 11, WhTR, 2WD, WLTF, WMJI, WMGF, KIFM, WEIZ,
KDUK, WCHV, WAGE, KMGO, Havy, WBOW, Medium including WSB-FM, KGW, KIOA, KWAV, WSKI.

DIANA ROSS "Chain Reaction" (RCA) 49/7
Rotations: Heavy 0, Medium 232, Light 256, Todal Adds 7, LOVE94, WRKA, WLAC-FM, WMGN, WCKO, WFFX, 194, Heavy
Including WCLY, 2WD, KOST, WAEB, WKYE, WSFL, KWWY.

SHEENA EASTON "DOI 170 - Love" (EMI America) 41/4
Potations: Heavy 2/0, Medium 24/0, Upt 15/4, Total Adds 4, WCLY, KO99, WLHT, WFMK. Heavy: WEIM, KTYL. Medium-riculung MPM, KVII-PM, 2WO, KOST, WSFL, KIOA, KWAV

JOHN ANDERSON "Easier Said Than Done" (Elektra) 35/3 Rotations: Heavy 1/0, Medium 8/0, Ugih 2/6/3, Total Adds 3, WAEB, WKYE, WCHV. Heavy: WEIM. Medium including WAVE, KWPM, WGLL, WSKI, WORB, WFR, KALE.

CARS "Tonight She Comes" (Elektra) 33/3
Rotations: Heavy 8i0, Medium 16th, Light 11/2, Total Adds 3, WLTF, V100, WKYX. Heavy: WLHT, WFMK, WWMJ, WSKI, WCKX, WBOW Medium including KEY103, WMGN, WHNN, KKPL.

ISLEY, JASPER, ISLEY "Garavan Of Love" (OSS Associated) 31/10
Rotations Heavy 0, Medium 9/2, Light 22/8, Total Adds 10, KHP, KEY103, WDLT, KELT, WSFL, WAYE, KOIL, WSKY,
W MDOW, Medium including WRY, WLTS, WSK, KALE.

MICHAEL FRANKS featuring BRENDA RUSSELL "When I Give My Love To You" (WB) 27/17

CLARENCE CLEMONS & JACKSON BROWNE "You're A Friend Of Mine" (Columbia) 26/2 Rotations: Heavy 5/0, Medium 12/1, Light 9/1, Total Adds 2, WLHT, WTNY. Heavy: WSNI, WXTC, WAVE, KRSB, KALE. Medium inclighing WHTX, KVIL-PM, WIMON, WHNN, KKUA.

SIGNIFICANT ACTION

JOHN DENVER "Oreamland Express" (RCA) 24/4
Rotations: Heavy 0, Medium 80, Light 164, Total Adds 4, WKYE, WTRX, KTVL, KKLV, Medium including KVIL-FM, KGW, WBM, WCILL, WSKI, WMTPM, KABL: Change" (Columbia) 22/2
ROLATON (TOURG "Everything Must Change" (Columbia) 22/2
Rotations: Heavy 10, Medium 71, Light 14/1, Total Adds 2, WSKI, WKYX Heavy: WSFL, Medium including WWMJ, WAEV,

JDNI MITCHELL "Good Friends" (Geffen) 16/7
Rotations: Heavy 0, Medium 2/0, Light 14/7, Total Adds 7, WORG, WZLQ, WMT-FM, I94, KFSB, KMGQ, KALE. Medium WCKO, KKIU.

WCKQ, KKLV
SIMPLE MINDS "Alive & Kicking" (Virgin/A&M) 14/4
Rotations: Heavy 50, Medium 40, Light 54, Total Adds 4, B100, WENS, WHNN, WMHE. Heavy including KMGG, KO99,
KKULA, WWMJ, Medium *100, WFMK, WTNY, WSKY
MATT BIANCO "More Than 1 Can Bear" (Allantic) 14/0
Rotations: Heavy 0, Medium 200, Light 120, Total Adds 0, Medium KRSB, KALE,
EDDIE MURPHY "Party All The Time" (Columbia) 13/5
Rotations: Heavy 21, Medium 40, Light 74, Total Adds 5, V10c, WKYE, WHNN, KKUA, WZLQ, Heavy including B100,
Medium KVIL-FM, KMGG, WMHE, KRIB.

Medium: KVIL-PM, MNGO, WMHE, KYLLB
HEART "Never" (Capito) 1,921
Rotations Heavy 3/0, Medium 8/0, Light 2/2, Total Adds 2, WSFM, KRAV. Heavy, WMJI, WMHE, KKUA. Medium: WHTX.
WITE, 510.0 VIOO, KG98, KDUK WITY, KRILB.
ELTON JOHN "Wrap Her Up" (Getflen) 13/2
Rotations: Heavy 5/0, Medium 4/2, Light 4/0, Total Adds 2, V100, WMGN. Heavy, WAVE, KKUA, WSKI, WCKO, KTYL.

Mealum Inclusing set 703, Mexx.

FRANKIE VALLI & THE FOUR SEASONS "Moonlight Memories" (Curb/MCA) 11/3

Rotations: Heavy O, Medium 3/0, Ught 8/3, Total Adds 3, WORG, KWEB, KR8B, Medium: WAEB, WTRX, WCHV.

PEABO BRYSON "Love Always Finds A Way" (Elektra) 10/9

Rotations: Heavy, O, Medium O, Light 10/9, Total Adds 9, WEIM, WSKI, WCKQ, WORG, WZLQ, KTYL, KKLX, KRSB, KMGQ.

OMD "Secret" (A&M) 9/7

UMU "Secret" (Adm) 9/7
Folations: Heay, O, Medium O, Ligh 9/7, Total Adds 7, WWMJ, WSKI, WCKO, WORG, WAEV, KRSB, KALE
A-HA "The Sun Always Shines On T.V." (Reprise/WB) 9/7
Folations: Heay, O, Medium 40, Upph 9/7, Total Adds 1, KRSB Medium: WSKI, WCKO, KTYL, KALE.

PODATIONS: Peasy V), Medium 4/0, Ugin 5/1, Total Adds 1, NASA PAUL McCARTNEY "Sijes Like US" (Capitol) 9/1 Rotations: Heavy O, Medium 3/0, Ugih 6/1, Total Adds 1, WSFM. MCHARLIE DANIELS BAND "Still Hurtin' Me" (Epic) 9/0 Rotations: Heavy O, Medium 1/0, Ugih 8/0, Total Adds 0, Medium: VSFM, Medium: WCKQ, KTYL, KALE

Breakers are those records that have achieved concurrent airplay at 50% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 8-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the A/C chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

A/C ADDS & HOTS

EAST PARALLEL JOCH MICHAELE EDOIE MILTEPTY SILLY OCEAN HE THEN'S HOUSTON JOEN CENTYE HOUSTON JOEN GENTYE HOUSTON JOEN ARDEREON HOUSTON JOEN ARDEREON HOUSTON JOEN ARDEREON HOUSTON HOUSTON HOUSTON MICHAEL PARTIN MOR. HUSTER MICHAELE CarpenherlCarr CarpenherlCarr ONE BILLY OCEAN HICHARL PRANTS ARTHA PRANKLIN MR. NISTER SADE DICENE & PRIEND STEVIE MONDER MRITHEY HOUSTON BRUCE SPRINGSTERN RAP MASTER BON PARALLEL THREE OMD Nottest: NR. HISTER COLLINS & HARTIN LIOWEL RICHIE SIMPLE MINDS KLYMAXX WCLY/Wash DEBARGE MURICE MEITE JOHE CAFFERTY SHERMS EASTON HOTE-SET LIGHTE DIGHER & FRIEND JAMES TAYLOR STEVIE MONDER HICHAEL PRANKS PEARO BRYSON RANDY GOODRUM SUSAMES TERME HOLLOW HILLIER HILLIER LIONEL RICHIE KENNY ROCERS ABC BRYAN PERRY PARALLEL TWO HICHAEL PRANKS MEAN! BERKE SPRINGSTERN BILLY OCEAN SOCTES! COLLIES & MARTIN-LIONEL RICHIE RLYMAXX DIGNIE & PRIENDS-ABC MICE MAGNETY DEBANCE JOH ANDERHON HICHAEL PRANKS HOTLER! PRANKS HOTLER! LIGHTL RICHIE JAMES TAYLOR HR. HISTER KEMBY ROGERS ABC WGLL/Mercersburg-WRITHEY ROUSTON V100/Cherieston Ron Brandon REAM! BRUCE SPRINGSTREN RANDY GOODRUM ROLLOS! JOSE COUGAR EDDIE MURPHY BRYAN PERHY BRYAN POLITI LITOR JOHN STING KOOL LITE GANG ANGER STREIGAND CARS SURVIVOR SADE HOLLEST Hottest: JAMES TAYLOR RLYMADO MR. HISTER LIGNEL RICHIE DIGNEZ L FRIEN

PAUL YOUNG OND PEABO SKYSON NOT test; DIRE STRAITS JACK MAGMER BARRY MANILON POINTER SISTERS FOOL 5 THE GAMO CLEMONS & BRO JOHN CAFPERTY BILLY OCEAN Hottest: LIONEL RICHIE MR. HISTER STARSHIP JAMES TATLOR

MHAMI WHITWEY HOUSTON MOTTEST HOUSTON INC. MISTER LIGHEL RICHIE DIRE STRAITS COLLIES & MARTIN DIGNEE & FRIENDS JAMES TAYLOR STEVIE MOMBES STEVIE NICKS MRITHEY HOUSTON BRUCE SPRINGSTE BILLY OCEAN BROCE SPRIMGET MOTEGAT KENNY ROGERS CLEMOMS & BROW COLLINS & MARY LIGHTE RICHIE JAPKE TAYLOR SOTTONEL RICHIE DIONNE & PRIMODE JAMES TAYLOR BARBRA STREISAND HR. HISTER

PARALLEL

ONE

Sutton/Convey
POINTER SISTERS
SOCIALING & MARTIN
KLYMAXOC
LICHEL RICHIE
KENNY ROCERS
JAMES TAYLOR JOHN COUGAR HOTTEST A MARTIN STARSHIP GLEWN FREY MR. HISTER ARETHA FRANKLIN

AM JACOBS

MELITARY HOUSTON
JOEN CAFFERTY
SAUCE EPRINGSTEE
BREAM ACADEMY
Mottest:
LIONEL EICHIE
RIJHBAS
JAMES TAYLOR
MS. HISTER
DIONNE & FRIENDS MEITHEY HOUSTON HOCKEST! COLLING & HARTIN DAVID FOSTER JACK MAGNER DICGNE & FRIENDS RLYMAXX WJDX/Jeckson Perkins/Allen DIRE STRAITS DIAMA MOSS ROttest: RLYMAXX LIGHEL RICHIE MR. MISTER DICHNE & FRIENDE JAMES TAYLOR WLTS/New Orle

WIVY/Jecke Rysn/Shore STING DEBARGE ROTTOST COLLINS & MARTIN KLYMAXX LIONEL RICHIE DIONNE & FRIENDS MR. MISTER Nyen/Sherwood

JCBF COUGAR

BILLY OCEAN

Hottest:
COLLIES & HARTIN
REMEY ROGESS
LIGHEL RICEIE
DICHEE & FELENDS
RLYMANS BILLY OCEAN MEITHEY HOUS BRUCE SPRING JACK MAGNER DREAM ACADEM SADE. Hottest:

WRITHEY BOUSTON-BRUCK SPRINGSTEEN BOTTONE HISTER LIGHTL RICHIE DIGHTE & FRIENDS JAMES TAYLOR RLYMAXX HOTTONEL RICHIE DIRE STRAITS COLLING & MAR MR. MISTER WRK A/Lowleville Stewart/Crawford W101/Tempe MELITHEY HOUSTON BILLY OCEAN HAUNICE WHITE DIAME, NOSS BRYNH ADAMS HOTESE LIGHTE FICHIE JAMES TATLOR DICHNE & FRIENDS MR, HISTER COLLINS & MARTIN HOTTONEL RICH HR. HISTER RLIMBARE PARALLEL

TWO DEBARGE STING ISLEY, JASPER, 18 Kelth Jacobe
JCHM CAPPERTY
ISLEY, JASPER,
HOCLOSEL RICHIE
HOR. HISTER
ABC JAMES TAYLOR
JACK MAGNER HOTTOST LIGHTEL RICHIE GLENN PREY KLYMAXX JAMES TAYLOR DIGMYE & PRIES

SOUTH COREY HART DIAMA FORS PEABO BRYSON OND Hottest, DIRE STRAITS LIONEL RICHIE JOHN CDUGAR CARS

ISLEY, JASPER, IS BARGERA STREISAND Hottest: MEITHEY HOUSTON COLLINS & NARTIN LIGHEL RICHIE STEVIE WOMDER DIGNNE & FRIENDS

WEFL/New Bern Gary Lee

Gravestedes
ISLEY, JASPER, IS
NEATH THE PROSTREE
NEATH THE PROSTREE
REAL THE PROSTREE
RANGERS STREESAND
JOHN ASTERNOS
JOHN CAPTERY
NO. HASTER
OF HASTER
LOWER RICHTE
DIGGER A PRIENDS
RICHTER
JOHN CAPTERY
NO. HASTER
OF HASTER
RICHTER
RICHTE CASY LOS

RETURN SPRINGSTERN
STIMO
STIMO
ISLEY, JASPER, IS
NIC CHARLE FRANKS
RAY PARKER JS:
SOCKOST:
STEVIE MONIGER
KLYMANX
LICHEL RICHIE
MR. HISTER
DICHME & FRIENDS WGSV/Gunterevitie Jeckson/Bell JAMES TAYLOR
JAMES TAYLOR
JAMES TAYLOR
JAMES TAYLOR
JAMES TAYLOR
JAMES TAYLOR

None Rottest: COLLINS & HARTIN GLEME FREY JAN HAMBER LIGHTL RICHIE MR. MISTER Anthony/Donoven
MBITHEY HOUSTON
BILLY OCEAN
SADE
SURVIVOR
WEANI
STIMO
NOTCECT
DIONNE A PRIENDS
PREDDIE JACKSON
HE, HISTER
LIGHEL RICHIE WAGE/Leooburg Store Porter WEZS/Richm

BILLY OCEAN JUSH COUGAR DREAM ACADEMY Hottest LIGHEL RICHIE DIGHNE & PRIEM JAMES TAYLOR ELYMAXX MR. MISTER BARBRA STREISANT KRLB/Lubbook Gary Winter Teleonafluntington
BARBRA STREISAND
ISLEY, JASPER, IS'
DERARGE
MRITHEY HOUSTON
JIMOY SUPPET
NALL & OATES

BRUCE SPRINGSTEE NICHAEL FRANKS OND JONI HITCHELL PRAMKIE VALLI & P PEARO BRYGON HOCCOSCI RLYMAJOK

none Hottest: LIGHEL RICHIE GLEMN FREY JAMES TAYLOR RLYMAJOX DIOSNE & PRIEMOS KLSKKanses City Frost/Alen BARRA STREIGAND SADZ BARRY MANILOW ROTTON COLLINS & MARTIN FREDDIE JACKSOM LIONEL RICHIE MR. NIETER JAMES TAYLOR WKYX/Paducal Frank Carvell PARE CONTROL
PARE YOUNG
BRUCE SPRINGSTEEN
CARS
BRUCE SPRINGSTEEN
CARS
TENNIER HOLIDAY
SUGGER WILDS
STEVIE WOMER
DIGNE & PRIESDS
LIGNEE RICHIE
RLYHACK Hottest: COLLING & HART JAMES TAYLOR CLENN FREY LIONEL RICHIE MR. HISTER

WESTMOTIS
OND
KLYKAJOX
POINTER SISTERS
WELAN!
BILLY DCEAN
HOCCEST
JAMES TAYLOR
LIGHEL RICHIE
DIGMNE & PRIEMD
KENEY ROJERS
NR. HISTER

WZLQ/Tupelo EDDIE MURPHY HICHAEL PRAERI BRUCE EPRINGS PEABO BRYSON JOHI MITCHELL HOLLOST Hottest: LICHEL RICHIE JAMES TATLOR NR. HISTER KLTHAXX DIOMNE & PRIEMOS

DIAMA ROSS HI CHASL FRANKS EAY PARKER JR. HOTLOSTE RICHIE HR. MISTER RESETY ROSENS JAMES TAYLOS ABC

DAN SEALS SIGHT RANCER PEADO BRYSCH JOHN DENVER HOLLOWIL RICHIE KLYMAXO LICHEL RICHIE MR. HISTER JOHN COUGAR ELTON JOHN

MIDWEST

PARALLEL PARALLEL ONE TWO STEVIE MONDER BARRY MANILON

BARRY MARILOW STIME DIRE STRAITS HOTELSES HART COLLING S HART JAMES TAYLOW HR. MISTER LIONEL RICHIE JORE COUGAR MNe Adge
JOHN CAFFERTY
BRUCE SPRINGSTEN
NEITHEY HOUSTON
HOLLOSTE, RICHIE
HO, HISTER
RLYNAXX
DIOMNE A FRIENDS
STEVIE MONDER HONE HOTTERS & MART MR. HISTER LIGHEL RICHIE JAMES TAYLOR DIORGE & PRIES

BRUCE SPRINGSTEEN DREAM ACADEMY CARS STEVIZ MONDER MONTES ELICHIZ LIONEL RICHIZ COLLINS & MANTIN GLENN PREY FREDDIZ JACKSON DIONNE & PRIENDS CARS
Hottest:
LIGHEL RICHIE
HR. HISTER
JAMES TAYLOR
KENNY ROGERS
JOHN COUGAR

KQ89/Evensville Bruce Clark DREAM ACADEMY STIMG MRITHERY BOUSTON BOTCHET: HR. HISTER LIONEL RICHIE JAMES TAYLOR COLLING & MARTH ASC STUCE CLARK
SHIERM EASTON
DEBANGE
BARRAS STRIBAND
BILLY OCCUM
BRUCE SPRINGSTESS
ROTESEL
COLLINS & MARTIN
MR. HISTER
LIGHEL RICHIE
JORGE COUGAR
RLYMAXX

DIRE STRAITS
WHITNEY HOUSTON
BILLY OCEAN
HOTCOME & PRIENDE
LIONEL RICHIE
COLLINS & MARTIN
JAMES TAYLOR

HOTE AT THE STEVIE MONDER COLLING & MARTIN TRANS FOR PEARS JAM HANGER GLEMM FREY

WOMC/Detroit Argenbright/Je

WMGF/Minesul Dava Bishop

Deve Bishop

STEVIE NICKE
SADE

OREAN ACADEMY
HOTCOST
COLLINS & MARTIN
JAMES TAYLOR
LIONEL RICKIE
DIONNE & PRIENDS
STEVIE MONDER

SADE DIRE STRAITS HOTTOS & HARTIN LIGHEL RICHIE KLYMAKK MR. HISTER DIGHNE & PRIENDS

STIMO
MRITHEY HOUSTON
HOTLEST
HOTLEST
ANDES TAYLOR
KUNNAUX
LIGHEL RICHE
DIGMERS & FRIENDS
COLLINS & MARTIN

K\$94/St. Louis Watermenn/Ger

KYKY/St. Louis Richards Steel

JACK MAGNER MITTHEY SOUSTON HOCLOST: LIGHER RICHIE DIGHER & PRIENDS NR. MISTER KLYMANC COLLINE & MARTIN

BILLY OCEAN
BRICK SPRINGSTEE
MRITHEY HOUSTON
MICHAEL FRANKS
JOHN DENVER
BOTTONIL RICHIE
DIOMEL RICHIE
DIOMEL & FRIENDS
PM. MISTER
JAMES TAYLOR
ELYPACK

WLHT/Grend Rep JOHN CAPPERTY SHERMA RASTON CLEMONS & BROWNE SOLLES & HARTIN MR. HISTER ANC THOMPSON THINS LIGHTEL RICHLE BACK Roberts
SRUCZ SPRIMOSTE
JOHI MITCHELL
DIAMA ROSS
HOLLOAD
HR. HISTER
JAMES TAYLOR
LICHEL RICHIE
KLYMAJOC
DIONNE & PRIEMD

KFSBUoptin Bobby Deniels BODDY Deniels

BRUCE SPRINGSTI
MEAN!
JOH! HITCHELL
HOTEGEL
LIGHEL RICHIE
DIGHNE & FRIENE
KLYMAUX
BARRY MANILON
STEVIE MONDER WFMK/Lansing Bill Fulton

WXUS/LaFayette STEVIE MONDER BILLY OCEAN MIKE & THE MEC MEAN! HOTCOST: JAMES TAYLOR MR. MISTER JACK MECMER DIONNE & FRIEN LIONEL RICHIE MRAMI MANG CHUNG SHERMA EASTON HOCTORY HR. MISTER JOHE COUGAN KLYMALX DIRE STRAITS

JOHN CAFFERTY DEBARGE DIAMA ROSS MNITHEY HOUST SEUCE SPRINGST ELITON JOHN SILLY OCEAN HOTERS STEVIE MONDER ELITHE RIGHE KLYMANC DIRE STRAITS DEBARGE BRUCE SPRINGSTEEN FRANKIE VALLI & P HAUNICE WEITE STING HOCCOST JAMES TATLOR LIONEL RICHIE DICHIE & FRIENDS MR. HISTER KLYMAUX

STEVIE MONDER Hotteet: KEMMY ROGERS DIGHNE & FRIEN KLYMAJOK COLLINS & MART LIGHEL RICHIE

ISLEY, JASPER, 18 SCHUUR, AFFLICAND HOTTOST, RICHIE HR. HISTER DICHTE & FRIENDS KLYBALX JORN CAPPERTY DEBARGE ISLEY, JAEPER, I NOTES OF THE HITMENT OF THE HITMENT OF THE TORSE COUGAR DIGMET & PRIZEDS

FULL-SERVICE A/C

PARALLEL

TWO

PARALLEL

ONE Dele Andrum.

MANI

MICHAEL FRANKS

Soctaet;

Soctaet;

COLLINS & MARTIN

JANES TATLOR

LIGHEL RICHIE

DIONEZ & FRIENDE

ME, MISTER

WKEWWENSEN

Sendy Seech

BRUCE SPRING SIMPLE MINOS SOLLING & HARTIN BARBRA STREISAND SADE MAURICE MHITE Hottest: MEANT MR. HISTER LICHTEL RICHIE 3WWToledo Kingdistatther DIONNE & FRIENDS Hottast: COLLINS & HARTIN STEVIE MONDER PREDDIE JACKSCH WTAEPHEN

SADE Hottest: GLENF PREY COLLINS & HART JAMES TAYLOR HR. HISTER LIONEL RICHIE BARBRA STREISAND DIRE STRAITS Hottest:

DavidMartin
SIMPLE MINDS
EDDIE MURRHY
MAURICE MITTI
STING
DEBARGE
HOTTOSTING
LIONEL RICHIE
HK, HISTER
RLYMAXX
JOHN COUGAR
ABC

PARALLEL THREE

PARALLEL

WMTFM/Ceder Green/Sellers ONE DENUCE SPRINGST HICK LONG HICK LONG HICKARL FRANKS JOHN HICKELL WEAM! LIZ STORY HOCKEAL ME. HISTER LIONEL RICHIE KLYMADX DIGMEE & FRIEN BRYAM FERRY WSB/Atlant PARALLEL

TWO WBT/Charlotte Morty Lambort DIRE STRAITS DEBARGE Hottest: COLLINS & MARTIN REMNY ROGERS JAMES TAYLOR LIONEL RICHIE BARRY MANILON

Hottesti KERNY RODERS COLLINS & HARTIN JAMES TAYLOR LIGHEL RICHIE PRANKIE VALLI &

Chemberaform
MICHAEL FRANKS
JUICE NEWFORM
NOTES TO THE
LIONEL RICHIE
JAMES TAYLOR
DICHNE & FRIEN
HR. MISTER
BARRY MANILOM

KOS/Albuquerque Fitch/M. Sohraibe

RAY PARKER JR. HICHARL FRANKS HOCLOST LIONEL RICHIE COLLINS & MARTIN NR. HISTER DIOWNE & FRIENDS STEVIE WONDER RLYMACK Hottmet: BARRY MANILON JAMES TAYLOR LIGHEL RICHIZ DIGGRE & FRIENDS

JOHN DENVER JACK HAGNER SADE PARALLEL THREE WWPA/WIREMEN

BOWERS

NR. HISTER
ANY GRAFT
HEART
CHRIS CROSS
URGENT
ELTOR JOHN
ROTLEST,
DIRE STRAITS
ROOL & THE G
MR. HISTER
KLYNJOG JOHN
JOHN COUGAR
JOHN COUGAR

SOUTH

PARALLEL THREE

MIDWEST

PARALIFI ONE PARALLEL KLYMAXX HOTEGETS COLLINE & MARK ARETHA FRANKL GLENN FREY HR. HISTER LICKEL RICHIE TWO

none Rotteet: COLLINS & MARTIN JAMES TAYLOR LIGHEL RICHIE BARRY MANILOM DIGMEE & FRIENDS

DEBARGE Hottest: COLLINS & MARY XEMBY ROGERS JAMES TAYLOR LIGHEL RICHIE DIONNE & FRIED

none Hotteet: ABC JAMES TAYLOR COLLIES & HARTIE CMJ PREDDIE JACKSON

HONE HOTTOREL RICHIE JAMES TAYLOR DICHNE & PRIE HR. HISTER KLYMAXX

PARALLEL THREE

DOLLY PARTON RAY PARKER JR. Hottest: DIONNE & FRIENDS BARGRA STREISAND JAMES TATLOR LIONEL RICHIE KLYMACK

PARALLEL ONE PARALLEL TWO

KOY/Phoenix Jack Blok KLTHAXX Nottest:

JOHN COUGAR DEBARGE BILLY OCEAM MRITHEY HOUSTON PIA RADORA HOCKEST, RICHIE COLLING & MARTH MR. MISTER MEITHEY HOUSTON PIA 2ADORA ROLLSEL REMNY ROCEES LIGHEL RICHIE JAMES TAYLOR

PARALLEL THREE

KSL/Selt Lake City

DIAMA NOSS PAY PARKER JR. SOCTOST: COLLINS OF MARTIN REMENT ROCERS DAVID FOSTER DIGMER & FRIENDS LIGHTE & FRIENDS

KTWO/Casper

43 Reporters

34 Current Reports

109 Reporters 101 Current Reports

WEST

PARALLEL ONE JACK MAGNER BRUCE SPRIN

HOTTOST RLYMAXX LIGHTEL RICHIE JOHN COUGAR EDDIS MURPHY STEVIE NICKS

BAY MOSCOY

BILLY OCEAN
MEAN!
SURVIVOR
PAUL NCCARTNEY
BEART
BOLLOGEL RICHIE
DIONNE & FRIEM
ELYMAXX
JOHN' COUGAR
HR. MISTER

NIGHT SOUND PACHI DEBRANCE SIMPLE MINDS NOTESEL TEARS FOR PEARS LICHEL RICHIE NR. HISTER COLLINS & MARTIN DICHNE & FRIENDE KiFM/Sen Diego Merk Zegan MEITNEY HOUSTON BILLY OCKAN DREAM ACDRY BRUCE SPRINGSTEIN SILEY, JAPPER, IS STIMO HICHAEL PRAIKS NOT COST. LIONEL, RICHIE HICHAEL SERVE BRANDE GOORUM DIRE STRAITS KOSTILos Angeles

PARALLEL MHITHEY HOUSTON HOCKEST; COLLINS & MARTIN RLYMAUX ARETHA FRANKLIN DIONNE & FRIENDS BARBRA STREISAND TWO BILLY OCEAN STING Nottest: GLEMM PREY LIGHEL RICHIE MR. HISTER JAMES TAYLOR STEVIE NICKS KKLT/Phoenix Church/Thomas SADE BARBRA STREISAND

HOCKEST: COLLINS & HARTIN HR. HISTER DIONNE & FRIENDS LIONEL RICHIE BILLY OCEAN HOTTOGEL RICHIE
JAMES TAYLOR
HR. HISTER
DIONNE & PRIE
RLYMAXX

ARDCE SPRINGSTEEN JOHN COUGAR MICHAEL PRANTS HOLDER! COLLINS & HARTIN LIGHEL RICHIE JAMES TATLOR MR. HISTER DIONNE & FRIENDS PARALLEL THREE MICHAEL FRANKS JOHN DENVER BRUCE SPRINGSTEEN PEARO BRYSON

KRWGreat Fella Stove Keller SADE BRUCE SPRINGSTEEN EDDIE MURPHY HOLLOWEL HA. MISTER LICHEL RICHIE

BIMPLE MINDS DICHOR & FRIENDS

KWAY/Monterey
Michael Reading
JOHN CRITERTY
BILLY OCEAN
HEITHEY BOUSTON
HOLLES TYALTYS
FOLITER SISTEMS
FOLITER SISTEMS
RE. MISTER
HR. MISTER

KKPL/Spokane

POINTER SISTER DERANGE MAURICE MHITE

BILLY OCEAN Notteets Notteets JAMES TAYLOR DIGNEE & PRIES ELTHAIX LIGNEL RICHIS

MRITHET HOUSTON
A-HA
PEABO RETHON
BOTTON
LIONEL RICHIE
ABC
DIOMER & PRIESIS
RLYMADX

PARALLEL

MICHAEL FRANKS BRICE SPAINGSTEEN JSLEY, JASPER IS HOCLOSE! KLYSMAX LIGHEL RICHIE MR. MISTER BTEVIE MONDER DICHNE & FRIENDS

THREE

WSKY/Ashaytti Loa/Cassidy

BRICE SPRINGSTE JOHN NUTCHELL COREY HART. OND NICHAEL FRANKS NOTES. LIGHTLAND RICHIE STEVIE STEVIE STEVIE STEVIE STEVIE STEVIE STEVIE WONDER

Full-Service A/C: Eight stations reported a frozen list this week: KFI/Los Angeles, KSL/Salt Lake City, KTWO/Casper, WCCO/Minneapolis, WGY/Schenectady, WiBC/Indianapolis, WISN/ Milwaukee, WWPA/Williemsport.

One station failed to report this week. Its rotations were frozen: WPRO/Providence. Four stations reported frozen lists: WAHR/Huntsville, WARM96/Cincinnati,

WARMS9/Attenta, WJON/St. Cloud.
Four stations report; their rotations were frozen: KQSW/Rock Springs,
WNIC/Detroit, WOMC/Detroit, WSTF/Orlando.

AOR ALBUMS

ree Two	Last	158 REPORTS	DECEMB	ER 6, 1985	Total Reports/Adds	Power	Heavy	Medium
With		77 707 (4)				- 4		
1 1		ZZ TOP/Afterburner (WB)		(119) "Stages" (100) "Sleeping" (85)	149=/0		140-	
4 3		PETE TOWNSHEND/White City (Atco)) "Blood" (103) "Hiding" (23)	157+/3		139+	
5		STEVIE NICKS/Rock A Little (Modern/Atco)		"Wait" (106) "Sister" (12)	153+/1		134+	
2 2		JOHN C. MELLENCAMP/Scarecrow (Riva/F		"Justice" (49) "Rain" (44)	142 + /2		110-	_
3 4		RUSH/Power Windows (Mercury/PG)			137=/1	_	82 -	
5 6		SIMPLE MINDS/Once Upon A Time (Virgin.) "Sanctify" (12) "Things" (10)	138-/0	-	127-	
_ 9		PAT BENATAR/Seven The Hard Way (Chrys		"Le Bel Age" (26)	141 = /1		92+	
13 12		MIKE & THE MECHANICS/Mike & The Me			152 + /2		90+	
10 10		ASIA/Astra (Geffen)		'Too Late" (43) "Countdown" (13)	136+/3		<i>78</i> +	
6 7		CARS/Greatest Hits (Elektra)		e Comes" (131)	131 – /0		121 -	_
		T. PETTY & THE HEARTBREAKERS/Pack U		Needles" (61) "Don't Bring" (50)	123 + /39	5+	<i>38</i> +	
		DIRE STRAITS/Brothers In Arms (WB)		"Ride" (34) "World" (19)	99 – /3	20 -	65 –	30
t5 15		MR. MISTER/Welcome To The Real World	CA) "Kyrie" (129) "Broken Wings" (22)	137 + /15	9 –	47+	84
22 19		ROCKY IV/Soundtrack (Scotti Bros./CBS)	"Burning He	art" (108)	114-/4	21+	65 +	45
11 14	15 1	STEVIE RAY VAUGHAN & DOUBLE TRO	BLE/Soul To Soul (Epic) "Change It"	(113)	121 - /4	2=	37-	79
9 13		ROGER DALTREY/Under A Raging Moon (/		vn" (81) "Raging" (39)	106-/7	2-	36 -	65
19 18	18	WANG CHUNG/To Live And Die In L.A. (Ge	n) "To Live And	d Die" (113)	114 + /3	13+	<i>66</i> +	44
26 20	19	ALARM/Strength (IRS/MCA)	"Strength" (1	122)	125 + /5	8+	37+	79
8 11	12	INXS/Listen Like Thieves (Atlantic)	"This Time"	(87) "What You Need" (26)	105 - /2	4-	36 –	57
16 16	16 2	AEROSMITH/Done With Mirrors (Geffen)	"Let The Mu	sic" (62) "Shela" (61)	105 -/3	2-	24=	67
23 22	21	DIVINYLS/What A Life (Chrysalis)	"Pleasure Ar	nd Pain" (124)	125 + /5	1 =	25 +	82
29 28		DREAM ACADEMY/Dream Academy (Repris	WB) "Life" (117)		119+/4	2+	26 +	81
28 25	24	JONI MITCHELL/Dog Eat Dog (Geffen)	"Good Frien	ds" (100)	103 = /5	7=	25 -	67
18 24	25 €	STARSHIP/Knee Deep In The Hoopla (Grunt	CA) "Sara" (88) "	"We Built" (10)	98+/11	4=	30 -	65
27 26	26 €	LOVERBOY/Lovin' Every Minute Of It (Colur			99-/2	0-	19+	74
		STING/The Dream Of The Blue Turtles (A&M		50) "Seventh" (31)	79 + /14	6-	25 -	47
		BRUCE SPRINGSTEEN/Born In The U.S.A.			84 + /34	14+	33+	46
17 17		CLARENCE CLEMONS/Hero (Columbia)	"Friend Of M		81-/0	8-	38-	36
		NIGHT RANGER/7 Wishes (Camel/MCA)	"Goodbye" (79+/10	4+	30+	45
		TWISTED SISTER/Come Out And Play (Atla			93+/17	0=	10+	65
		YES/9012 Live (Atco)		31) "Changes" (26)	84-/1	1 =	9+	64
	-	HEART/Heart (Capitol)		"If Looks Could" (21)	48+/5	15+	28-	
		PHANTOM, ROCKER & SLICK/Phantom, F			73-/9	3-	15-	44
		CHARLIE SEXTON/Pictures For Pleasure (M			79+/8	2+		58
		HOOTERS/Nervous Night (Columbia)	"Day By Day		74 + /26	3+	10+	
		DOKKEN/Under Lock & Key (Elektra)	"The Hunter		81 +/23	0=	2=	_
		BRYAN ADAMS/Reckless (A&M)	"It's Only Lo		54+/6	7+	26+	
		THOMPSON TWINS/Here's To Future Days		ve (55) ands" (20) "Roll Over" (18) "King" (17)	-	4+	21-	
		BON JOVI/7800 Fahrenheit (Mercury/PG)	"Silent Night		74+/15	0-	4+	
		WATERBOYS/This Is The Sea (Island)	"The Whole"		62 + /5	2+	10+	
40 —	- 40	WATERDUTS/THIS IS THE Sea (ISIANO)	i ne whole	(61)	02+/5	2+	10+	45

BREAKERS

TOM PETTY & THE HEARTBREAKERS

Pack Up The Plantation — Live! (MCA)
78% of our reporters on it. 123/29 including adds at: WBCN, KTXQ, WSHE, WLLZ, KAZY, KMET, 91X, KRQR. Moves 20-11.

CHARTS — Records showing significant upward momentum are bulleted. Heavy rotation figure is the sum of a record's power and heavy reports. A record's amount of light reports can be determined by subtracting its heavy and medium reports from its total reports. Symbols represent more (+), fewer (-), or equal (=) reports compared to last week. On the album chart, current singles are **bolded**, and the number of stations playing each of an album's most-reported tracks is listed in parentheses.

BREAKERS — A record is a Breaker the first week it's reported by at least 60% of our AOR reporters. Total reports/adds listed; e.g., 100/50 means 100 reports and 50 adds.

The Waterboys' album This Is The Sea.



"if for some strange reason you can't add the record, quit your job."

Ken Ornberg, KABL

The Waterboys' single Whole Of The Moon.

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AOR ALBUMS

MOST ADDED

TOM PETTY & THE HEARTBREAKERS (39) Pack Up The Plantation - Live! (MCA)
BRUCE SPRINGSTEEN (34) Born In The U.S.A (Columbia) HOOTERS (26) Nervous Night (Columbia) DOKKEN (23) Under Lock & Key (Elektra)

HOTTEST

STEVIE NICKS (64) Rock A Little (Modern/Atco) ZZ TOP (60) Afterburner (WB) CARS (51) Greatest Hits (Elektra) SIMPLE MINDS (50) Once Upon A Time (Virgin/A&M)
PETE TOWNSHEND (48) White City (Atco

NEW & ACTIVE

TRIUMPH "Stages" (MCA) 51/2 (53/9)
Adds: WYNF, WTPA. Powers 1: Heavy 6 including Q107, WYSP, KNCN, KRIX, KRQU. Medium 33 including WDVE, WHJY, KLOL, WSHE, WLVQ, WLLZ, KOME.

MOLLY HATCHET "Bouble Trouble Live" (Epip 50/14 (40/13))
Adds including WHJY, Q107, WYNF, KLAQ, KKDJ, KEZE. Heavy 0: Medium 32 including WDVE, DC101, KZEW, WLVQ, KSHE, KZAP, KOME.

including WDVE, DC101, KZEW, WLVQ, KSHE, KZAP, KOME.

TONY CAREY "Blue Highway" (MCA) 496, 6(3/11)

Adds: WXRK, WPLR, WHEB, KOMP, KZAM, KVRE. Heavy 2: WYSP, KRQU. Medium 37 including WYNF, WLLZ, WRIF, KUPD, KOME, WPDH, WDIZ, KISS.

OUTFIELD "Play Deep" (Columbia) 487 (42/13)

Adds: WSHE, WNNF, WDHA, WAAF, KNCN, KQDS, WIZN, Powers 3: Heavy 8: KLOL, WLLZ, WRIF, WCMF, KGGQ, KDKB, KZEE, KRQU. Medium 33 including KZEW, KSRR, WEBN, KQRS, KSHE, KLOS, KOME.

ZIFTHRO TULL with the LONDON SYMPHONY ORCHESTRA "A Classic Case" (RCA) 46/12 (36/6) Adds including O107, KSHE, KUPD, KROR, KOME, KEZO. Heavy 3 including KISW, WHMD. Medium 28 including WIYY, DC101, KTCZ, KAZY, KZAP, WPYX, WRXL, KZEL. CRUZADDS "Cruzados" (Arista) 45/9 (4271)
Adds including KAZY, WPDH, WEZX, WAQY, KNCN, WONE, WTUE. Heavy 5 including WBCN, WDHA, KRIX, KTCL. Medium 31 including KZEW, KSRR, WNOR, WYNF, WXRT, KROQ, 91X.

KROO, 91X.

CLISH "Cut The Crap" (Epic) 42/3 (40/5)

Adds: KTXO, KBPI, WZEW, Heavy 6: WBCN, KROO, 91X, WLIR, KTCL, KCGL. Medium 28 including WBAB, KZEW, KLOL, WNOR, WXRT, KFOG, WHEB.

SCORPIONS "World Wide Live" (Mercury/Polydram) 38/8 (38/8)

Adds: WYNF, WDHA, KNCN, WKDF, KEZO, KDJK, WTPA, KOLA. Heavy 0: Medium 23 including WNEW, WHJY, WLVQ, KSHE, KLOS, WDIZ, KATT.

HODDOG GURUS "Mars Needs Guitars!" (Big Time) 37/3 (37/9)

Adds: KFEW WCXT KVBF. Heavy 8: KSTM, KROUL, KCGL. Medium 28 including 0107.

Adds: KZEW, WCXT, KVRE. Heavy 3: KSTM, KRQU, KCGL. Medium 28 including Q107, WXRT, KROQ, 91X, WOUR, KLBJ, KLAQ, KILO.

JON ANDERSON "3 Ships" (Eleidra) 32/13 (19/3)
Adds including WBAB, WNEW, WPYX, WQBK, CHEZ, KATT, WIOT, KMOD. Powers 1:
Heavy 3 including KTCZ. Medium 22 including WXRT, KAZY, KBCO, WPDH, WONE, WTUE,

COREY HART "Boy In The Boy." (EMI America) 30/7 (23/11)

Adds including WPLR, WKDF, WRDU, KOMP. Powers 1: Heavy 6 including KLBJ, K97.

Medium 22 including KBPI, WQBK, WHEB, KGGO.

Medium 22 Including KBPI, WUBN, WITED, NGGU.

CULT "10ve" (Stre/MB) 252 (24/2)

Adds: WZZQ, KTYD. Powers 2: Heavy 3 including WLIR, KCGL. Medium 16 including Q107,
KROQ, 91X, WHEB, WEZX, WAAF, KLAQ, KMDD.

ARCADIA "58 Red The Ross" (Capital) 24/4 (21/1)

Adds: CHOM, KBCO, KSTM, WZEW. Powers 2: Heavy 12 including WBCN, WSHE, KFOG.

WLIR, CHEZ, WIMZ. Medium 8 including WFYV, KMJX.

WLIR, CHEZ, WIMZ. Medium 8 including WHYY, KMJX.

SADE "Promise" (Portal/CRS) 21/1 (19:3)

Adds: KVRE. Powers 2: Heavy 11 including KTCZ, KAZY, KBCO, KINK, WOBK, WONE.

Medium 7 including WXRT, CHEZ, WRDU.

BOB DYLAN "Biograph" (Columbia) 192 (18:5)

Adds: KFOG, WWWV. Heavy 3 including KTCZ, KVRE. Medium 9 including WXRT, KBCO,

MARSHAL CRENSHAW "Downtown" (WB) 19/2 (18/1) Adds: KBCO, KILO. Powers 1: Heavy 6 including WXRT, WRIF. Medium 10 including WNEW, WMMR. DC101. KSTM.

WMMR, DC101, KSTM.
BIG AUDIO DYNAMITE "This is Big Audio Dynamite" (Columbia) 18/5 (14/0)
Adds: WNEW, KFOG, WPYX, WCPZ, WZZQ. Powers 6: Heavy 8 including WBCN, KROQ, WLIR, CFNY. Medium 5 including WXRT, KSTM.
WHITE NIGHTS "Soundrusci" (Allantie) 17/2 (15/1)
Adds: KMOD, KVRE. Powers 1: Heavy 3: KMJX, K97, KLYV. Medium 10 including WXRT, WLVQ, WCPM, KINK, 91X, KLBJ, WWWV, KTYD.
FIRESIGN THEATRE "Eat Or Be Eaten" (Mercury/PolyGram) 16/7 (13/11)
Adds including WDVE, KZEW, WOUR, WKDF, KKDJ, KLPX. Heavy 0: Medium 5 including WORK WIAV.

ECHO & THE BUNNYMEN "Songs To Learn And Sing" (Sire/WB) 15/2 (13/5)

Adds: WBCN, CHEZ. Heavy 4: WLIR, KTCL, KRQU, KCGL. Medium 6 including WXRT,

WALL OF VOODOO "Seven Days In Sammystown" (IRS/MCA) 15/1 (13/1)
Adds: KNCN. Heavy 1: KRQU. Medium 14 including WXRT, KRQQ, 91X, WLIR, CHEZ.

NEW & ACTIVE - Records building in airplay and coming closest to charting. Numbers indicate total reports/adds; e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.) Checked records are among the week's most added New & Actives.

MOST ADDS - This week's most added records

HOTTEST - This week's records receiving the most power reports

AOR TRACKS

				ANNA MONTH OF THE PARTY OF THE	STEED SHOOT			-
bree Veeks	Two	s Va	ist feek	158 REPORTS	Total Reports/Adds	Power	Heavy	y Medii
5	3	3	0	STEVIE NICKS/Talk To Me (Modern/Atco)	146+/0		132+	
6	4	A		PETE TOWNSHEND/Face The Face (Atco)	143-/1		130+	
3	2	1	_		132-/0		123-	
1	1	2	4		131-/0	51 -		
12	10	7	6	MIKE & THE MECHANICS/Silent Running (Atlantic)	149=/1	19+	89+	
13	7	5		PAT BENATAR/Sex As A Weapon (Chrysalis)	133-/0	27=	88-	
10	9	8		ASIA/Go (Geffen)	129-/3	23+	76+	
11	11	10		ZZ TOP/Can't Stop Rockin' (WB)	119-/1	21+	85+	
2	5	6	9	JOHN C. MELLENCAMP/Small Town (Riva/PG)	99-/0	31-	84 -	
4	6	9	10	ZZ TOP/Sleeping Bag (WB)	85-/1	32 -	72-	13-
22	15	11	0	SURVIVOR/Burning Heart (Scotti Bros./CBS)	108-/2	21+	64+	42-
19	16	12	E	WANG CHUNG/To Live And Die In L.A. (Geffen)	113+/3	13+	66+	43-
55	37	23	Œ	MR. MISTER/Kyrie (RCA)	129+/26	3=	33+	88+
27	19	16	C	ALARM/Strength (IRS/MCA)	122+/5	8+	37+	77+
31	23	22	Œ	ZZ TOP/Stages (WB)	100+/13	7+	53+	41+
18	17	15	16	STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Change It (Epic)	113=/4	1 =	35 -	74+
21	20	17	Œ	DIVINYLS/Pleasure And Pain (Chrysalis)	124+/4	1=	25+	82-
28	22	19		RUSH/Manhattan Project (Mercury/PG)	107+/10	4=	46+	54+
13	26	20	1	PETE TOWNSHEND/Give Blood (Atco)	103+/10	2+	42+	
-	33	26		STEVIE NICKS/I Can't Wait (Modern/Atco)	106+/16	1+	43+	58+
5	29	24	3	DREAM ACADEMY/Life In A Northern Town (Reprise/WB)	117+/4	1 =	26 +	80+
	8	14	22	RUSH/The Big Money (Mercury/PG)	75-/1	11-	53-	20-
	12	13	23	INXS/This Time (Atlantic)	87-/0	4-	32-	
	25	25	3	JONI MITCHELL/Good Friends (Geffen)	100+/6	5-	23-	67+
	13	18	25	DIRE STRAITS/Walk Of Life (WB)	67-/0	15-	53-	14=
	_	53	20	BRUCE SPRINGSTEEN/My Hometown (Columbia)	80 +/34	12+	31+	45+
	27	27	27	LOVERBOY/Dangerous (Columbia)	90-/1	0-	15=	71 =
	14	21	28	C. CLEMONS & J. BROWNE/You're A Friend Of Mine (Columbia)	79-/0	8-	38-	34-
	_	50	29	TOM PETTY/So You Want To Be A Rock & Roll Star (MCA)	78+/33	3+	<i>30</i> +	
	35	31	0	STARSHIP/Sara (Grunt/RCA)	88+/11	1+	23-	62+
	_	40	Ŏ	QUEEN/One Vision (Capitol)	105+/34	1+	4+	76+
	47			NIGHT RANGER/Goodbye (Camel/MCA)	78+/10	4+	29+	45=
3	32			PAUL McCARTNEY/Spies Like Us (Capitol)	.93-/2	1 -	15+	72-
5				ROGER DALTREY/Let Me Down Easy (Atlantic)	81+/18	1+	22+	53+
4				TWISTED SISTER/Leader Of The Pack (Atlantic)	91 + /9	0=	8=	66+
				YES/Hold On (Atco)	81-/1	1 =	8+	64 -
				ZZ TOP/Rough Boy (WB)	57+/6	3+	<i>30</i> +	22=
				TOM PETTY & THE HEARTBREAKERS/Needles And Pins (MCA)	61+/19	3+	24+	30+
				AEROSMITH/Let The Music Do The Talking (Geffen)	62-/2	2-	19-	38-
			①	CHARLIE SEXTON/Beat's So Lonely (MCA)	73+/7	2+	10+	54+
				DOKKEN/The Hunter (Elektra)	81+/23	0=	2=	56+
				HOOTERS/Day By Day (Columbia)	69+/28	3+	10+	
				JOHN C. MELLENCAMP/Justice And Independence '85 (Riva/PG)	49+/6	0 =	25 +	24+
400				BRYAN ADAMS/It's Only Love (A&M)	53+/6	7+	25 +	22-
•	60			BON JOVI/Silent Night (Mercury/PG)	.74+/15	0-	4+	57+
4	6			JOHN C. MELLENCAMP/Rain On The Scarecrow (Riva/PG)	44-/5	4+	22+	21-
3				RUSH/Territories (Mercury/PG)	47-/2	1=	20 -	27-
				WATERBOYS/The Whole Of The Moon (Island)	61+/5	2+	10+	44+
3	4	34	49	ARTISTS UNITED AGAINST APARTHEIO/Sun City (Manhattan)	58-/0	2 =	12-	44-
		57	3	AEROSMITH/Shela (Geffen)	61+/11	0=	10+	42+
				TOM PETTY & HEARTBREAKERS/Don't Bring Me Down (MCA)	50+/18	3+	13+	33+
ı				ROGER DALTREY/Under A Raging Moon (Atlantic)	39 -/1	1-	18-	20-
				STING/Russians (A&M)	50+/24	2+	10+	35+
		2	54	PHANTOM, ROCKER & SLICK/Men Without Shame (EMI America)	45-/1	3-	13-	27-
J	8 3		55	HEART/Never (Capitol)	28-/0	13+	21 -	7-
	8 4					_		43-
1	8 4		56	MARILLION/Lavender (Capitol)	57-/1	3+	6=	43-
1 3 5	8 4 4 4 8 5	8 (56 3	TRIUMPH/Mind Games (MCA)	57-/1 46-/1	1=	_	31 -
1 3 5	8 4 4 4 8 5	8 (56 30	TRIUMPH/Mind Games (MCA) ASIA/Too Late (Geffen)			6+	
1 3 5	8 4 4 4 8 5	8 (56 30	TRIUMPH/Mind Games (MCA)	46 – /1	1 = 1 =	6+ 9+	31 –

MOST ADDED

BRUCE SPRINGSTEEN (34) My Hometown (Columbia) QUEEN (34) One Vision (Capitol) TOM PETTY & THE HEARTBREAKERS (33)
So You Want To Be A Rock & Roll Star (MCA) HOOTERS (28) Day By Day (Columbia) MR. MISTER (26) Kyrie (RCA)

HOTTEST

STEVIE NICKS (63) Talk To Me (Modern/At∞) CARS (51) Tonight She Comes (Elektra) SIMPLE MINDS (49) Alive & Kicking (Virgin/A&M)
PETE TOWNSHEND (44) Face The Face (Atco) ZZ TOP (32) Sleeping Bag (WB)

BREAKERS

STEVIE NICKS

I Can't Wait (Modern/Atco) 67% of our reporters on it. 106/16 including adds at: CHOM, Q107, KZEW, KSRR, KUPD, 91X, WFYV, KGGO, KEZE. Moves 26-20. QUEEN

One Vision (Capitol)
66% of our reporters on it. 105/34 including adds at: WBCN, WBAB, WDVE, WHJY, KSRR, KBPI, KOME. Moves 40-31. ZZ TOP

Stages (WB)
63% of our reporters on it. 100/13 including adds at: WIYY, KMET, WOUR, KLBJ, WKDF, KATT, KDJK. Moves 22-15.

NEW & ACTIVE

MOLLY HATCHET "Freebird" (Epic) 49/14 (39/14)

Adds including WH.JY, Q107, WYNF, KLAQ, KISS, KKDJ, KEZE. Heavy 0. Medium 31 including WDVE. DC101. WKLS, KZEW, WLVQ, KZAP, KOME, WPDH, WFYV, WDIZ, WFBQ, KZEQ, KICT.

JETHRO TULL w/LONOON SYMPHONY... "Bouree" (RCA) 45/12 (33/5)
Adds including 0107, KSHE, KUPD, KROR, KOME, WPYX, WKDF, WRXL, KEZO, KZEL
Heavy 3 including KISW, WHMD. Medium 28 including WIYY, DC101, KTCZ, KZAP, WPDH, WONE,
WKJX, KKDJ, KEZE.

YOAV, ANDU, NECE.
TONY CAREY "We Wanna Live" (MCA) 45/4 (41/11)
Adds. WXRK, WPLR, WHEB, KOMP. Heavy 2: WYSP, KROU. Medium 34 including W
KOME, WPDH, KLBU, KNCN, KLAQ, WDIZ, KISS, KATT, KMOD, KILO, KKDJ, KDJK

ROME, WPDH, KLBJ, KNCN, KLAD, WIG, KSS, KATT, KMOD, KLD, KKDJ, KDJK, CLASH "This Is England" (Eglo) 392, (28/M).

Adds: KBPI, WZEW, Heavy 6: WECN, KROQ, 91X, WLIR, KTCL, KCGL, Medium 27 Including WABA, KZEW, KLO, WNOR, KROG, WHEB, WPDH, WASF, KLAD, WLAV, KLO.

PHANTOM, ROCKER 8. SLICK: "My Mistako" (EMI America) 37/16 (21/18) Adds including KLOL, KCRS, KMET, WPDH, KISS, Heavy 3 including WBCN, KRIX, Medium 22 Including WARK, KOME, WLIP, WHEB, WECW, WAF, WHITE, KLOQ, KFMG.

SCORPIONS "No One Like You" (Mercury/PolyGram) 37/8 (35/8)
Adds: WYNF, WDHA, KNCN, WKDF, KEZO, KDJK, WIPA, KOLA, Heavy O. Medium 23 including
WNEW, WXRK, WHJY, WLVQ, KSHE, KLOS, WHEB, KLAQ, WDLZ, WFBQ, KATT, KICT.

HOODOO GURUS "Bittersweet" (Big Time) 36/2 (37/9)
Adds: KZEW, WCXT. Heavy 3: KSTM, KROU, KCGL. Medium 27 inc,
91X, WOBK, WPDH, WOUR, WAAF, KLBJ, KNCN, KLAQ, KILO, KD

Adds KZEW, WCXT, Heavy G: KSTM, KROU, KCGL, Medium 27 Including 0:107, WXRT, KROQ, 911X, WOBK, WPDH, WOUR, WARF, KLBJ, KNON, KLDA, KILD, KOLD, KUD, KUD, WILL, WIL

CRUZADOS "Hangin" Out in California" (Arista) 29/12 (17/6)
Adds including KAZY, WHEB, WPDH, WEZX, KNCN, WONE, WTUE, Heavy 3 including WBCN, KRIX. Medium 18 including KZEW, WXRT, 91X, WDHA, KLAQ, KMOD.

WBCN, KRIX, Medium 18 including KZEW, WXRT, 31X, WDHA, KLAD, KMDD,

INXS. "WHAT YOU Need" ("Allantic) 25/10 (18-5)

Adds including WBAB, WDVE, KFOG, WHEB, WEZK, WDUR, KDDS, Heavy 9 including
KBCO, KROQ, 31X, WLIR, WFVY, WCQD, Medium 9 including WTXX, KEZO, KILO,

PAT BENATAR "Le Bel Age" (Chrysalis) 26/6 (20-8)

Adds. KSRR, KSRE, WPDH, WXGO, WBLM, KWH-Heavy 10 including 0107, WCCC, WHCN,
CHEZ, WAPL, KFMG, Medium 14 including KLOL, KMET, KNCN, WFBQ, KATT, KILO

"CHEZ, WAPL, KFMG, Medium 14 including KLOL, KMET, KNCN, WFBQ, KATT, KILO

"CRESS (MACHINE MACHINE) (26-4)

"CRESS (MACHINE) (26-4)

CHEZ, WAPL, KFMG. Medium 14 including Nacco, India, 1997.
YES "Changes" (Atco) 26/2 (25/1)
Addie WILZ, KRIX, Heavy 2: WCCC, WPLR. Medium 19 including KZEW, WSHE, KMET, KFOG,

WPDH, WDIZ, KATT, WWCT, WIOT, KPOI.

JON ANDERSON "Easier Said Than Done" (Elektra) 24/10 (14/1)
Adds including WBAB, WKEW, KATT, KMDD, WRKI, WWW, KKGR, Heavy 2 including KTC2. Medium 16 including WSAF, KAZY, KBCO, WBOH, WRDD, WROW, WTUE, KSTM.
PETE TOWNSHEND "Hilding Out" (Atco) 23/2 (23/3)
Adds WBJRK, WIOT, Powers 2: Heavy 1,1 including 0707, KTCZ, KBCO, KKGR, KGRO, Medium

11 including KAZY, WOUR, WTUE, KOWB.
ZZ TOP "Velcro Fly" (WB) 23/2 (21/2) KDJK. Powers 1: Heavy 10 including KFOG, KISW, WHCN, WHTF, WLAV. Medium 13: DU, KGDS, WFBG, KICT, KILO.

mclusing WRDU, KODS, WRDO, KICT, KILO.

BRYAN AOAMS "Christmas Time" (A&M) 22/20 (2/2)

Adds inclusing KSHE, WCMF, WWW, Heavy 6: WRAB, WHJV, WNOR, KOME, KISW, WPDH, Medium 3 michaling 0107, WUC), KORS, WOBS, CHEZ, WAPE, KATT, WWCT, KILO.

CULT "She Sells Sanctuary" (Sire/WB) 22/2 (21/2)

Adds: WZ2O, KYD, Powera 2: Heavy 3 inclusing wILIK, KGQL, Medium 15 including KROO, 91X.

HEART "If Looks Could Kill" (Capitol) 21/7 (13/9) Adds including WPDH, WADX, KEZE, Powers 2: Heavy 6 including KLOL, KSRR, KMET, KFMG, KROU, Medium 10 including 0.107. KLOS, WCCC, KATT

SADE "The Sweetest Tabou" (Portrati/CBS) 21/1 (19/4)
Adds: KVRE. Powers 2: Heavy 11 including KTCZ, KAZY, KBCO, KINK, WQBK. Medium 7 including WXRT, CHEZ, KGRO.

THOMPSON TWINS "Roll Over" (Arista) 18/3 (16/4)
Adds: WEZX, WTPA, WWTR. Powers 2: Heavy 12 including KAZY, KBCO, 91X, KFOG, WTUE. V. KOZZ.

THOMPSON TWINS "King For A Day" (Arista) 17.7 (12/1)
Adds including KBCO, WPYX, WKDF, KZEL, KKDJ. Powers 1: Heavy 6
WQBK, Medium 8 including KTCZ WKOO

WOBK, Medium 8 Including KTCZ, WKOO.

ROBERT PALMER "Addicted To Love" (Island) 17/4 (13/1)

Adds: WIYY, WBAB, KODS, KOWB, Powers 1: Heavy 4 including CHOM, WLIR, CHEZ, Medium 7. including 91%, K17U.

ECHO & THE BUNNYMEN "Bring On The Dancing Horses" (Sira/WB) 15/2 (13/5)

Adds: WBCN, CHEZ. Heavy 4: WLIR, KTCL, KRQU, KCQL, Medium 6 including WXRT, KRQQ,

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60% of our AOR reporters. Total reports/adds listed; e.g., 100/50 means 100 reports and 50 adds.

NEW & ACTIVE — Records building in airplay and coming closest to chart-

ing. Numbers indicate total reports/adds; e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.) Checked records are among the week's most added New & Actives.

MOST ADDS — This week's most added records.

HOTTEST — This week's records receiving the most power reports.

PLAYLISTS - An artist's name is listed once per playlist in the highest rotation that any of an album's racks are reported. For example, if tracks from the same album are reported in both heavy and medi-

um, the artist will appear in heavy. Records being played in power are included in a station's heavy rotation. Of a station's lights, only those added this week -- its light adds - are printed.

Symbols:

'a' - Record is newly reported or additional tracks have been

(B) - A single's B-side. (M); (L) - Other tracks from that album are in those rotations (medium or light).

An artist's name with no ab-breviations means all airplay is inthe listed rotation

A "frozen" list indicates that a current report was not received, and last week's rotations were included in the data base.

PARALLELS - Stations arranged by market size, according to Arbitron's MSA population figures.

Parallel One: 1,000,000+

Parallel Two: 200,000-1,000,000 Parallel Three: under 200,000. Stations at a significant ratings disadvantage to their in-format competitor(s) are assigned a lower para-

EAST

PARALLEL ONE

CHOM-FM/ (514)935-2425 PD: ROB BRAIDE HD: BENOIT EXPA

Heavy SIMPLE MINDS 22 TOP MR. MISTER E2 TOP

M. MISTER
ASC STOTE (NITED ASC)
PETER ASCOUT PETER ASCOUT,
PETER TOWNSMEND
ROBERT PALDER
MADGE
RUSH
ALEO MOVA
ALEO
ALEO
MOVA
ALEO
ALEO
MOVA
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WNEW-FM/New York (212)986-7000 PD: CRARLIZ KENDALL NO: WAR CHEMORY Reary CARS JOHN COUGAR MELL. BOGER DALPHEY DIRE STRAITS STEVIE HICKS (M) PHABITON, BOCKER EUSH

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WONE-FM/Akros (216)535-7831 PD: MARD HOLMES

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(218)728-8421 PD: MIKE RELLER MD: JOHN TOMER THE THE SELLEN THE SEL OND HASON RUFFNER
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MATT BIANCO
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ASIA (L)	STEVIE NICKS	ZZ TOP (M)
SCORPICHS	BEATY STEVIE MICKS ZE TOP MIKE & THE MECH ROCKY IV SIMPLE MINDS	LOVERBOY
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ARCADIA INXS	a STING	A HOLLY MATCHET
CURE KATE BUSH	a IRON EAGLE	a ROGER DALTREY
TALKING HEADS	DIVINYLS	
CARS BRYAN FERRY OIROS BOINGO PET SHOP BOYS TEOMPSON THINS DEAD OR ALIVE DANSE SOCIETY BIG AUDIO DYNAMITE CLASE	a IRON EAGLE ROGER DALTREY DIVINYLS LONDON SYMPHONY O. OUTFIELD HOLLY HATCHET HOOTERS	
PET SHOP BOYS	HOLLY HATCHET HOOTERS	
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CLASE	TRICOPH	PD: BRYAN MILLER MD: RICK ALLEN
STRPLE MINDS		Heavy
CLASE SIMPLE MINDS FELCHY ARTISTS UNITED ALARM NEW ORDER		Meavy ASIA (M) ROCKY IV SINPLE HINDS JOHN COUGAR HELL
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NEW CAMERA PETE TOWNSHEAD FIRE VOLKING CANNIBA Medium CANNIBA Medi	KISW/Seattle (206)285-7625	CARS CHING
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ADAK ANT		JON1 MITCHELL
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COLOUR FIELD	TON PETTY	INXS
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STEVIE NICKS		a FIRESIGN THEATRE
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PRIVATE DOMAIN		
LOVE & ROCKETS		
Light		
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	PAT BESTAR CARS	Heavy (W)
	CARS	SIMPLE MINDS
KMET/Los Angeles	HEART	Heavy ZE TOP (H) SIMPLE HINDS JOHN COUGAR MELL.(H) ROCKY IV CARS
(213)464-5638	STEVIZ NICKS	PETE TOWNSHEND (H)
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	PAUL MCCARTHEY
	DOKKEN
	MARIO CRUMO
	TALKING HEADS
	PHANTON, ROCKER
KDJK/Modesto-	DREAM ACADEMY
	STABSHIP
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	DEL FUEGOS
Heavy	INCOS
STEVIE MICKE (H)	KATZ BOSH
PAT BEMATAR	BON JOVI
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AEROSMITH	OUTFIELD
DREAM ACADEMY	CLASH
IRON EAGLE	HOODOO GURUS
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KSTM/Phoenix (602)835-1767

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ARCADIA
MINO
BLOW MONKEYS
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CURE
HARSHALL CREMSHAM
LONDON SYMPHONY O.
ROGER DALTREY
GARY MYTICK
Light
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KILO/Colorado Springs (303)634-4896 PDI RICH HAWK HDI ALAN MILTE

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	EE TOP
K97/Edmonton	JOHN COUGAR MELL.
(403)428-8597	PETE TOWNSHEND
PD: MEIL EDWARDS	DIRE STRAITS
HD: TED KENNEDY	CARS
MOI TED PERMEDI	SIMPLE NIMOS
Heavy	STEVIS NICKS
HIAMI VICE (H)	ASTA
HEART VICE (H)	CLASSINCE CLEMONS
ARETHA PRANKLIN	HIRE & THE MECH
ZI TOP (M)	WANG CHUNG
STARSKIP	A REUCE SPRINGSTERN
EATE BUSH	Medium
MAD MAX	STING
JOHN COUGAR HELL.	PAT BENATAR
CARS	a HEART
SIMPLE MINOS	STEVIE RAY VAUGHAB
	MR. MISTER
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STEVIE BICKS	DREAM TACADERY
PAT REMATAR	JOHN HITCHRIA
JAME SIBERRY	PAUL MCCARTHEY
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COREY NART (L)	773
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PAUL HCCARTNEY	ARTISTS UNITED
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Light	KEZE/Spokane

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PD: DON PISCHER MD: JEPP RIEDEL

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	PD: JOHN LARSON
	ND: NICK SOMERS
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TALKING HEADS HEART SIMPLE MINDS

KVRE/Santa (707)544-58

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PD: JOHN EDWARDS	STARSHIP (L) CHRISTOPHER CROSS
STEVIE BICKS	Light
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CHARLIZ SEXTON	(907)349-6551 ON: CARTER B. BRADE HD: KEVIN VARGAS
PETE TOMMSHEND	MD: KEVIN VARGAS
ECHO & BURRYNER	PAT BENATAR
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	STEVE HORSE
KZOQ/Missoula	MACNESS BAD MANNERS
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IRON EAGLE	
CLASH	KOZZ/Reno
CHAPLIE SEXTON	(702)329-9261
LOVERBOY	(/02)329-8201

KKGR/Anchorage

	(702)329-9261
	PD: DANIEL COOK
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158 reporters 143 Current Playlists

Eleven stations reported frozen lists: CFOX/Vancouver KGB/San Diego KSPN/Asper KSQY/Rapid City KYYS/Kansas City WCKG/Chicago WHFS/Annapolis WLUP/Chicago WQFM/Milwaukee WRCN/Long Island WSKS/Cincinnati

Four stations failed to report. Their rotations were frozen: WKLC/Charleston WRQK/Canton WWCK/Flint KTAL/Shreveport

CHR PARALLEL ONE PLAYLISTS

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B104 WBSB Baltimore

PD:Steve Kingston

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DREAM ACADEMY/Life In A Marabarn... MHITHEY HOUSTON/How HILL I Know

PD: Larry Berger WPLJ-FM RADIO MD: Lisa Tonacci

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Baltimore PD: Ralph Wimmer MD: Tim Watts

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Philadelphia PD: Scott Walker MD: Glenn Kalin

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PD: Bob Travis MD: Chris Knight Boston

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ckgm Montreal

PD: David Wolfe MD: Stephen Anthony

MCD. Stephen Anthony

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Toronto MD: Brad "Knobby" Jones

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74007 New York PD: Scott Shannon MD: Frankie Blue

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MD: Gene Baxter

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PD: Bob Beauchamp

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VP/Programming: Sandy Sanderson MD: Bob Saint

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WXKS-FM Kiss 1 0 8 F M PD: Sunny Joe White Boston

MD: Geni Donaghey

ALARN/Etrength CHARLE SETTON/Beal's Se Levely JAMES SECOMM/LIVING TA AMPRICA THISTED SISTER/LUCEP OF Two Pack LIGA/Can You Seel The Seat SATEM/Dow Vision

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NPhD Buffalo

MD: Carolyn Wessel

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MD: Ruth Tolson

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PD: Nick Bazoo

MD: Lori Campbell

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WBEN-FM/Buffalo MD: Roger Christian

MO: Roger Christian

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Ops. Mgr.: Steve Davis MD: Andre Gardner

MD: Andre Gardner

| The Control of Control

MHITNEY HOUSTON/How Hill I Know JELLYSEAN/Sidewolt Tolk THISTED SISTER/Leader Of The Part

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PD: Randy Brown MD: Joe Folger

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CHR PARALLEL ONE PLAYLISTS

-93 Atlanta

PD: John Young MD: Chris Thomas

M.D. CONST THOO IN CONSTRUCTION OF THE PROPERTY OF THE PROPERT

A-MA/The Bun Always Shines FREDELE JACKSON/He'll Never Love You SADE/The Buseless Tobas SUBSCITA: Big Sunsy

Dallas/Ft. Worth
KAFM Maximum
Hilas VP/Programming: John Shomby Music Assist: Karin Crosby

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| Compared to the
JAMES BROME/Living In America MR. HISTER/Kapta MHITMEY HOUSTON/How MILL S Hoom LOVERDOY/Dangerous BRACE SPRIMOTECHNEY Homestown MAND CHANGY Live & Die Fin LA A-MAYTHE Skin Alwest Skinss CLEMONS & BROME/Tow're & Friend Of 1 BILLY OCCANORISM: The Gering Gest T TA HARD & SEDEN/Evensey Dance XISACTURE AND FRIEND

Houston

PD: Roger

W.W.W. Garrett

Description of the control of the co

B97 New Orleans PD: Kris O'Kelly MD: Greg Rolling

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SACTINGRAFITIAN BUT BALTINGRAFITIAN BUT DREAM ACADONY/LIFE IN A MOTES

Miami WINZ-FM

PD: Gabe Baptiste Asst. PD/MD: Mark Shands

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Collem Dallas
Ops Mgr. Chuck Morgan

MD: Marcie Guckian

MD: Marcie Coulcian

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A-MA/The Sun Always Shines COREY MART/Everything In My Hear SILLY OCCAMINATION The Soing Sets T

WRSh Norfolk OM Mare Carmody MD: Doc Michaels

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Om Mare Carmod

PD: John Lander

Asst. PD: Ron Parker

ASSISTANCE OF THE PROPERTY OF

(94-Q) Atlanta

MD: Jeff McCartney

MD: Jeff McCartney

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NIAMI BOUND MACHI/Canga BMEILA E /Lars Biterra MEADY FOR THE MCB/Digital Disbing NAMES BORNELLING I CAMPILE MATTER MANUAL MAN

WNVZ Norfolk Hot Hits!

The second secon

ARTISTS UNITED. . /But City TA MATA & SEEN/Everbedy Dangs HIARE SOUND MACHI/Congs

Miami

PD: Robert W. Walker

WOUE New Orleans 93FM PD: Kevin McCarthy

JOHN PD: Kevir McCarl

| Links Richites for law 19
| March Control of the Control

BADE/The Sweetest Table PAUL YDUNG/Everyshing Hust Chang READY FOR THE MOR/Digited Disling EVENE MILDE/Den't Beg Me Tanight ADIA/OL

COS Tampa

Ops Mgr. Mason Dixon MD: Bobby Rich

H 3 1 LIGHEL RICHIE/Bay You. Bay No 1 2 COLLING & MARTIN/Separate Lives H 6 3 MLYMAEX/I New You Control of sections and the section of the section

JAMES BROWN/Living In America COMEY HART/Evergibling In Mg Hees NEW EDITION/Count Mg Det

ABIA/Su JELLYSEAN/Sidowell Tall; STIMS/Love Is Tax Seventh M

MIDWEST

Detroit PD: Gary Berkowitz

DATE OF Victor

AND STREAM CONTROL TO ABSTITUTE STREAM

INLEY AND THE CONTROL TO THE CONTROL THE CONTR

THE NUMBER 1 HIT MUSIC STATION
St. Louis PD: Garry Mitchell
MD: Kim Pool

MD. Klim Pool

The state of the

MIAMI BOUND MACHI/Campa SUBMITTE Sig Money JAMES SECONTLIVING In America DIOMES & FRIENDS/Thet's What Felent SLYMBLIC Miss You

DELCE OF INDETEDUTE INTERESTED IN THE STATE OF THE STATE

Columbus
PD: Adam Cook
MD: Kevin Haines

MD. Kevin Hain

The Control of the C

ADDS 36, 35 DECAM ACADEMY/Life In A Northern COREY MART/Everything In No Hear

A-MA/The Sun Always Shines RUSH/The Big Maney

hitradio 96 fm

KEEP HEARING THE ROCK

Ops. Dir. Dave Robbins St. Louis MD: Tom Kelly

27. 39. 40 STEVIE HOMDER/Go Head GUEEN/One Vision LOWERSOY/Despareds

Minneapolis

PD: Dave Anthony Asst. PD/MD: Don Michaels

Asst. PD/MD: Don Michaels

Comparison and the C

7/955

Detroit WCZY

PRESCIE JACKSCH/He Hemeteun PRESCIE JACKSCH/He'll Never Lave to SHAPE / I'm Your Man SILLY OCCAMINATE The Daing Gate T TA MARA & SEEN/Everbeig Gance SHITHEY HEASTON/New MILL I Know SUSHYTHE BLS MORE

THESTAL Kansas

Kausas Citis Hot Radio MD: Kim Welsh

TA PARA & BEEN/Everbedy Dence MHITHEY HOUSTON/How Will I Know PAUL HCCARTNEY/Spine Like Un ARTISTS UNITED. . /Sun City COREY HART/Everything In My Hear PAT #6MATAR/Ses As A margor Chicago

PD: Buddy Scott

MD: Joe Bohannon

Collins in married process of the second process

WGCL Cleveland

PD: Tom Jeffries MD: Bumper Morgan

MD: Bumper Morgan

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January American State of the S

FORTUME/Stacy PAUL YOURS/Everything Must Chang

Q102.

Ops Mgr. Jim Fox Cincinnati MD: Dave Allen

MD. Dave Allen

| Section | Control
WKTI Milwaukee PD: Tim Fox

M.D. Dennise Lauren

1 | Septimes |

MILLY OCEAN/Men The Going Gets :

CHR PARALLEL ONE PLAYLISTS

OM: Tac Hammer Minneapolis Asst. PD/MD: Gregg Swedberg.

PULMER to Top 2

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KBEQ PD: Steve Perun Kansas City

MD. Karen Barber

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DMEAN ACADEMY/LET IN A NOTENDER. BILLY OCEAN/MARY The Gaing Gots T MIGHT MANAGER/George STEVIE MONDER/George MANO CHANGO CHANGO CHANGO CHANGO CHANGO TO LEVE B Die in LA JAMES TAYLER/GEORGE PACE MCCATTON LIVE LIFE US MIRE & THE MECHAN/Silent Running



PD: Chris Andrews

2 | M. GERMAN STATES AND STATES A

MODE & THE GAMP/Energency MAITMEY HOUSTON/New MILL I Resu A-MA/The San Always Shines

wmms

100a cm Ops Mgr. John Gorman Cleveland

LOWERDOY/Dampsrous
ABIA/OS
BILLY OCCAMPANTE The Going Gate T
MARGO CHUMGATH Live & Die in LA
CHEAN ACADDRY/LIFE In A Moreharm
BROKE SPRINGETEEN/Newstewn
MATTREY MODATES HOW II I I An exPAGE SPRINGETEEN/Sels Like U. PAUL MCCARTHET/Spies Like Vs michakit Sinekit/Spow He Scenthing JOHE MITCHELL/Spod Frigner DMD/Spicsas MCOTTEMS/Spow Bu Seg JAMES SECRET/Spirit in America CHMALIC SECTOR/Sparing So Leaving



SILLY DEEAN/AMON The Delng Dete 7 SPICE D'RINGETEN/Ng Heestenn MRITHEY HOUSTON/New WILL I Rose

REGIST RAMBER/Deadays STEVIE MONOCO/De House Land CHAMO/TO Live & Die In LA -BLL-YEEA/DESSESSI Tells PAGA, RECARTAEV/Reies Lise Us COREY MART/Avergains In No Hear-RISE & THE RECOMM/Ssient Running

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Assist. POMDOevon Durant.

See State of the Control
PAGE PECAPTREY/Size Like Us FREDEE MERRORIMS'IL Never Leve You SHELLA E. /Leve Sizeste RUBNITS big Mency HB. HISTER/Agris NAME OF THE BY MANY OF THE STATE OF THE STAT

KWSS 94.5m

PD: Dave Van Stone MD: Robin Kipps San Jose

NR. HISTER/Proten Wings COLLING & mad'IM/Seperate Lives HEART/Never SIPPLE HISOS/Alive & Kicking EDOIE HERPS/Party all The Time KiyMid'I Hear You

DOLL ADMONISTRATION AND THE MANAGEMENT OF THE MA

SURVIVOR/Burning Heart JELL-SECAN/Sidewall Talk HAITMEY HOUSTON/How Hill J Know SMITTMENT PERMITTMENT THE LIE UN FAIT BENATABLIBER AN A WESTER MOMENT TOWNSHOOD FOR SAME PETE TOWNSHOOD FOR SAME SILLY DECAMBANE THE SAME SILLY DECAMBANE THE SAME CLUDDES & BROWSEZYOU'PE A FYSING DE ME

Seattle
PD: Ric Hansen
MD: Sandy Loui

MD: Sandy Louis

MD. Sandy Louis

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KZZP104.7FM
THE NUMBER THAT MUSIC STATION Phoenix THE NUMBER THIT MUSIC STA PD: Guy Zapoleon MD: Steve Goddard

MD. Steve Goddard

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| 7 | Golden Amp



MC. Steve Naganuma

E. Steve Nag

PD: Dick Bascom MD: Erika Smith

The second secon H 1 1 MM, HISTER/Seaton Mings H 2 2 (OLLING & MARTIN/Seperate Lives D 3 HEART/Never 4 5 SCRIPT POLITY/Perfect Man

BILLY OCCAMANDED The Gaing Sett T MINE & THE PECHANISIANT Running HIGHT RANGER/Goodbye STEVIE WENGER/Go Home

KS 109FW HOT HITS!

VP/Ops: Dave Parks PD: Mike Preston San Diego

29. 36 CLEMBE & BROSNE/You're X Friend OF WHITHEY HOUGTON/How HITT I Arrest

Seattle KUBE 93FM

PD: Bob Case MD: Wendy Christopher

LIGHEL RICHIE/Reg Yee, Beg No COOLE MEMPHY/Parks All The Time PR. HISTER/Spakes Mings. a comment of the comm

-W102

MD/Assist PD: Chris Collins

GEOGRAPHICA STATE OF THE STATE

San Francisco

PD: Steve Rivers MD: Keith Naftaly

Q103FM

A-MA/The Sun Almeys Bathers SARBRA STREISAND/Demontors

ZIOO FM KKRZ

MD: Sean Lynch

CPS Mgr. John Driscoll
MD: Geina Horton

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Hot Hits 105 KITS

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P.O. Richard Sands

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PD: Mark Boll MD: C.J. Stone PD: Mark Bolke MD: C.J. Stone

ADUC CL. Stone

| Control of the Con

Los Angeles

Los Angeles

102.7

Derry DeFrancesco

VP/Prog.: Gerry DeFrancesco Assistant PD: Mike Schaefer

Assistant PD: Mike Schaefer

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SADE/The Sesetset Tales BUNVINGERSUNING Hear'S SELLY OCCAMUMENT The Going Gate I MUMBUTHE BIS MONEY PAT BENATARISES AS A Mescan DETRYLE SCHOOLFUN HEAR A-MAYTHE BON MINEYS BRIMES PETE TUMBERDONINGER THE PER-BICK DEEP/I Jeens BE Eivis BERDAN EASTONING IS Elvis BERDAN EASTONINGS IS SELLYS



PD: Tom Chase

DE PAUL YOURSE/Everything Hust Chang TA HARA & MEEN/Eversess Dance LIBA LIBA/Can You Feel The Best COREY MART/Everything In My Hear

Bruce Springsteen

FAST PARALLEL TWO

OND JOHN RITCHELL Bottest: LIGHEL RICHIE 11-3 JOHN COUGHR 7-6 EDDIE MURRHY 14-8 ARCADIA 12-11 DIONNE & PRIENDS 32-19

WZOU/Boston, MA McKay/Cutter

McKey/Curer
BALTIMORA
BRUCE SPRINGSTEEN
WEITHEY MOUSTON
HOCKOST,
COLLING & PARTIN 1-1
LIGHEL RICHIE 4-2
EMDIE MURSHY 5-3
SCRITT! SPOLTTI 10-9
KLYMNJOK 12-10

WVSR Charleston, WV

MASIA
A-BA
GUEEN
GUEEN
HOLDER
HOLDER
HOLDER
LIGHER 7-4
SCHITTI POLITI 6-6
SS TOP 12-6
ENDIE HURPHY 20-12

K104/Erio, PA BIII Shennon

BMI SHAPPON
EDDIE HURPHY
MIKE & THE NECHAM
JEMNIPER HOLLIONY
DEBARMS
DEBARMS
HOLLIONY
BOX THE NECHAL
HOLLIONY
H BADE BOOKE DALFREY (dp)
COMMENTS SECTION (dp)
Hottest:
NM. HISTER 2-2
SINGLE NINDS 9-3
SCRITTI POLITE! 11-9
LIONEL RICHE 16-10
JOHN COUGHR 13-11

STILLYBEAR BEADY FOR THE WOR DREAM ACADEMY JAMES BROWN HIRE A THE MECHAN HIAMI SOUND MACHI ALANN (dp) BOCKOOL; Mottoet: COLLING & MARTIN 1-1 LIGHEL RICKIE 14-4 SDDIE MURPHY 19-14 BILLY OCEAN 31-25 BRYAN ADAMS 37-30

WTIC-FM Hartford, CT

WORNVOOR SHEILA E. JAMES SHOWS BOCLOSE: LIGHTE HIRD 10-2 LIGHTE HIRDHY 6-8 KLYMANAY 7-6-CLENOES 6 BROWNE 26-22

WAMX/Huntington, WV Robinson/Colline

PARL NCCATTEY
BILLY OCCAM
COMEY BARY
BILLY OCCAM
RETHEY HOUSTON
READY FOR THE MOR
SOCKED, 25 TOP 6-3
EDDIE MURPHY 10-6
LICHER, RICHIE 13-7
SIMPLE MIRBS 15-9
RLYMAIX 22-11

WKEE/Huntington, WV Miller/Swenn

BRUCE SPRINGSTERN ASIA QUEEN OND OND
HOCKOGE;
STATUS NINDS 2-1
ELTON JOHN 3-2
LIGHEL RICHIE 4-3
RLYMANCK 8-4
CARS 9-5

WLAN-FM/Lanced Diamond Carfiels

Don Tender

MILTYMENT HOUSEON

SENETIA E.

JAMES BROOMS

BLY POX SYMMETICAL (dp)

BANDL TORSON

BOOKE DELYMENT

JOHN SETTING

BANDL TORSON

BOOKE BRANDLEL (dp)

DERANDE

LOWEL RICHES 2-1

ELYMEND ST. ECHTE 2-1

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DICHESE & PRIZERES ST. E.

DICHESE & PRIZERES ST. E. STING STEVIS WONDER DIOMNE & PRIENDS HIAM SOUND MACHI Q109/York, PA Bob Spence Hottest: LIONEL RICHIE 4-1 EDDIE MURPHY 7-6 SIMPLE MINDS 11-10 JOHN COUGAR 21-13 CLEMONS & ENOUNE 27-19 BOOLS SPENCE
BRUINGSTEEM
MITTHEY HOUSTON
BOOLSEL
HOLNESTER 1-1
LIONEL RICHIE 7-2
SINFLE NINDS 8-5
JOHN COUGAR 12-9
EDDIE MURPHY 16-10 KC101/New Haven, CT Stef Ryback

JAMES BROWN Bottest; COLLIES & MARTIN 1-1 NR, MISTER 4-3 LIGHEL RIGHER 7-4 EDDIE MURPHY 11-7 DICHNEE & PRIENDS 21-14

STANDON INT MODIFIES STANDON INT MODIFIES STANDON STAND STANDON STANDO

RI-104/Providence, RI Jonethen Monk BRUCE SPRINGSTREM BRYAN ADAMS HOCTORY HR. MISTER 1-1 COLLING 6 HORTH 2-2 LIONEL RICHIE 7-3 KLYMAXX 9-5 WHANI 34-29

MHANI DEBAM ACADEMY HOCCOGLIME 6 MARTH 1-1 JUNE COUGAR 4-2 23 TOP 5-4 EDDIE MURPHY 6-5 LIONEL RICHIE 10-9

TOTAL ACADEMY
TWESTED SISTER (dp)
BOCCOSC:
MR. MISTER 1-1
EDDIE MURPHY 3-3
SIMPLE MINDS 4-4
LIOMEL RICHIE 7-6
CAMS 11-9

WGFM/Schenectedy, NY

WPST/Trenton, NJ Tom Teylor

A-MA JAMES Shows CURENT STATES
WRCK/Usice, RY
Jim Reitz

JAMES BROWN TA MARA 4 SEEN BOOTERS JAMES TAYLOR BALTIMORA

NOCTOR OF THE PROPERTY IS A STATE OF THE STATE OF T

WKRZ-FIAWIlkos-Borro, PA

Brook/Sheriden
STEVIE WOMDER
ASIA
GUNESE
BEANN ACADEMY
ERADY FOR THE WOR
JOHN ANTCHELL (dp)
JOHN ATCHELL (dp)
GOLLIES A MARTHE 1-1
MR. HISTER 2-2
EDDIE MURRHE 3-3
LIGHMER AUGUST 13-3
JOHN COUGAR 18-13

WTLQ/Wilkes-Berrs, PA Don Tandler

None Bottest: COLLINS 6 NARTH 1-1 NR. NISTER 2-2 SIMPLE NISTER 3-3 LIGHTEL RICETE 6-6 KLYMAXX 12-12 CLEMONS & BROWNE COURT HART NORSE DREAM ACADENT HOLLOW INCLUDED BURTLE 12 MINTER 1-1 COLLING BURTLE 2-2 MINTER 1-7 STRANFOLHT 15-14 SSO/Byraouse. NY Laird/Dunes HEITHEY BOUSTON ASIA (&p) SADS

867000/Burlington, VT Rob Poulin

JAMES BROWN WHITHEY HOUSTON ASIA

ASIA ROOTERS LIEA LIEA MINES THE NECRAS ROORE BALTERY BOCLEGALTERY BOLLOGIA 18-13 EDDIE NOTERY 23-15 SURVIVOR 24-18

WIGY/Beth, ME Bob Anderson

Bob Anderson
Haird CHURG
MITAHI SOURD MACHI
HE ITHERY HOUSETON
COURSES
HOCK cast:
RLYMALOK 1-1
LIONEL SICHIE 3-2
DINN SYMALYN 7-3
EDDIE MUTSHY 4-4
JOHN COUGAR 12-7

103CIR/Beokley, WV Bob Spencer

Rob Poulm
AEIA (dp)
BABBHA STREIBAND
DURAN ACADENY (dp)
SUBSEAN BASTON
STREID-BASTON
STRENDOINT (dp)
ECOLOGY
MR. MISTER 1-1
SIMPLE MISSE 2-2
KLYDBACK 3-3
ES TOP 5-4
DIRE STRAITE 6-5

WIKZ/Chembersburg, PA Metthews/Alexander

TOURTH WARMAN AND THE STEVE ST

WZYQ/Frederick, MD Kemosebi Joe

none Nottest: CLEMW PREY 1-1 23 TOP 2-2 HEART 6-6 DIRES STRAITS 10-10 LIGHEL RICHIE 12-12

OK100/Itheos, NY Noville/Wilkins ,

NOVIMENTALINA ,

RODIE RUDDYNY
NIRE 6 * THE NECHAMI
JEMBIJTER BOLLIDNY
DEBAMOR
GUIZEM
TA MARA 6 SEDE
BOCLOSE 6 400 FT ME 1-1
SILLAY JOSE 7-2
GIMO VAMMELLI 1-9
SIMPLE RUDG 13-10
REMBY RODERS 16-12 WICHI/Ocean City, MD Jeck Gillen

Jeok GMen
ASIA (4p)
JANES BROOM
KIKE & THE HECHAM
KIKE & THE HECHAM
SCOTEM TILDS
SCOTEM STYRE ISAND
SHOWN IN STYRE ISAND
HISTER 2-1
HM. HISTER 2-1
LIGHER, REGILTE 10-2
SIMPLE HINGS 9-5
EDDIE NUMBERTY 12-8
KLYSRXX 14-10

SSXIL/Periceroburg, WV Poul DeMille

JERNIFER ROLLIDAY BILLY OCKAM BOCLOGE: COLLING & MARTH 1-1 TIMA TUNNER 2-2 ES TOP 4-3 LIGHEL RICHIE 5-4 ROOL & THE GAMD 8-5

WGAN/Portland, ME Felconi/O'Nell MIAME SOUND MACHI

GUERN Hotteet: LIGHEL RICHIE 4-1 JM. HISTER 2-2 EDDIE HURPHY 5-4 FLYHOUX 10-7 JOHN COUGAR 14-9

WOMP-FM/Wheeling, WV Bob Forster

GOO CATSEN

OND

CUTES JAMES BROWN

ASIA

A-EA

-TRAINERS PROVE

HOST ON THE PROPERTY

CLESSORS & BROWNE 5-3

LOWEL BY TOTAL 5-1

BHYAN ADAMS 29-22

BHYAN ADAMS 29-22

WFXX/WWitemeport, PA Minier/Stretton

Minimiferation
ASIA
QUIETES
DERLAN ACADENY
JAMES SHOWN
TA MARA & SEENS
HOCKOST:
RLYMARK 5-1
RLYMARK 5-1
RDDIE MURPHY 12-4
LTOMEL RICHIE 15-9
DIES STRAFF 14-11
SYMPIE SICKE 16-12

SOUTH

PARALLEL TWO

Bruco Stevens
PRESSI (dp)
PRESSI E JACKECH
ASIA (dp)
SANBANA STRIBAND
READY POR THE MOR
BOCKECH
LICHEL RICHE 13-1
KLUMNAK 3-2
JOHN COOGNA 11-4
DIES STRAITS 10-6
STRYES SICKS 22-18

KHPVAuetin, TX Richerde/Edward

BRUCE SPRINGSTERM SMEREM RAFTON Hottest, 28 TOP 3-1 ARCADIA 4-2 MR. MISTER 2-3 SIMPLE MIRDS 7-5 ARETHM. PRANKLIN 1-8

WFMF/Beton Rouge, LA Rice/Ahysen

DICHMES & PRIENCE STING BILLY OCEAN BRUCE SPRIENCESS NICHT PAUGUS NICHT PAUGUS NICHT PAUGUS NR. NISTER 4-2 LICHEL SICHIS 10-6 EDDIS NUSPET 16-7 KLYRACK 30-20 WGGZ/Baton Rouge, LA Michael Adams

PARALLEL THREE

ROOL & THE GARG BRUCE SPRINGSTEEN HOCKOOK! HOE HESTER 2-1 LIGHEL RICHIE 7-3 EDDIE HUNDHY 9-6 SCRIFFI POLITY 15-9 KLYMAUX 23-12 WFBG/Altoons, PA Steve Kelsey SILLY OCEAN
JELLYBEAN
HITHERY HOUSTON
THISTED SISTER (dp)
A-GA, (dp)
Hottest
LTOMET. HIGHE 3-1
JOHN COUGHS 11-7
CAMS 12-6
STEVIS HICKS 17-12

KZZEMBesumont, TX
Jerry Loustess
BANSINA STREEFAMD (dp)
JAMES BROWN
JAMES BROWN
DEELER
DEELER
REAL SCALDENY
MAJOR CHIEBE
HOLLES
LICENSE
LICENSE
LICENSE
LICENSE
PAGE, NCCARTWERY 32-26

BRUCE SPRINGSTREM Motteet: NR. HISTER 1-1 LICHNEL RICHIE 4-2 JOHN COUGAR 5-3 MODIE MURPHY 9-6 FLYMANK 20-13

KXX166/Birminghem, Al. North/Balley

PROTOGRAM ACADEMY
DEEAN ACADEMY
A-GA
BEST EDITION
PORTURE
ROCKET
INI. AIGNEE 2-1
LIONEL RICHIE 5-2
ES TOP 6-5
SCHITT! POLITY! 9-7
EDDIE MURPHY 13-0

A-MAN ASIA THE MOR (dp) MOOTERS (dp) MOTERS (dp) HOCTORS (Dp) MOTERS (dp) TODES MITERST 4-1 KLIWSAUX 10-2 ANGAINS 15-5 ANGAINA 11-9

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates

the song was dropped from the playlist then readded.

BMI Mortin

TA MANA & SEERS
STING
PRIVE TOWNSHEED
HITHEY HOUSEYED
JAMES BRONS
JAMES BRONS
LICENTE
WROQ/Charlotte, NC

Blackwell/Williams
BOQ-IN' SOO
CORST HART
DREAM ACADEMY
RUBHS
HOT-LIN' SOO
LIGHT SOO
LIGHT SOO
LIGHT SOO
SCRITTI FOLITI 11-8
CARE 21-16

WSK2/Chettenoogs, TN Chees/Scott

Checksort

RUSH

RUSH

RITHMEY ROUSTON

SRUCE SPRIFUSTENN

BOSTON

BOSTON

RM. MISTER 1-1

HEART 3-3

LIGHEL RICHIE 7-4

SIMPLE MINDS 10-6

EDDIE MURPHY 12-7

WNOK-FM/Columbia, SC Hamlett/LeComb

MenderT.E..ORDO
A-UA
ERELLA E. (dy)
BALTINGRA (dp)
ERE ESTTICE
FACE YOURGE
HOLLOUIS
ET YOP 4-0
LICHEL HICHE 10-0
HIAME SOURCE HICHE 10-0
HIAME SOURCE NETTENDE 25-18

WZLD/Columbia, SC Herring/Marsh

Horring/Horsh
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STRVIE SICHES 35-17'
KERBMCOrpus Christ, TX
Gensburg' Tuchter
SCRITTI POLITI
ES TOP
DIOSNEE 4 PRISHDS
MELANI
HOCKOO 11
HOCKOO

WDCG/Durham-Raleigh, ItC Edwards/Wright

CLEMONNE & BROWNE

CLEMONNE & BROWNE

NI TYNEY NOON TON

COMENT MARKET

A WARM & SERNI

ARRADA ACADEMY

ENOTED BY

COLLENS & MANTH 1-1

LOGNER, RICHEST 13-3

SCRIFT! POLYTE! 9-6

ARRADAD A 26-20

PARE MCCARTHEY 31-26 PAUL TOURS STARFOLET BARBIA STREISAND STARS STING SOUTHOUS RICHIE 5-1 KLYMANK 4-4 HEART 6-5 JOHN COUGAR 9-6 MODIE NUMPHY 18-12

KAMZ/EI Pago, TX

WestBeytor

SIMPLE MINUS
JAMES BROWN (dp)
ISLET, OWNYER, IS
DESARMS
HOLLOUS PROCEST
HOLLOUS PROCEST
12-1
HOLLOUS PROCEST
HOLLOUS PROCEST
12-1
HOLLOUS PROCEST
14-7
17-14-14-15
JELLYBERN 9-8

KEZB/EI Paso, TX Haney/Birnon STARPOINT Botteet: COLLING & HARTIM 1-1 STARBHIF 4-2 HR, HISTER 7-3 LIGHEL RICHIE 5-4 JELLYBEAM 18-11

WANS-FM/Greenville, SC Tommy Smith

Tommery Smith
AS LA
JAMES BRONES
BALF PRODEA
ROWSH (4p) PRODEA
ROW

WCKN/Greenville, SC Jeckson/Wileon MIAMI SOUND MACHI BRUCE SPRINGSTERN RUSH

COURSE
GUIERE
ASIA
MOREOUT,
COLLING A MARTIN 1-1
LICHNEL SICHIE 9-4
MRAHY 20-10
DICHNEL A FRIENDS 25-15
DICHNEL A FRIENDS 25-15
DICHNEL A FRIENDS 35-25

94TY)UJa Abell/Cre

AboNiCrowe

BRUCE SPRINGSTERM
BRITHST MOUSTON
STAMPOLYT

COLLING 6 MARTH 1-1
MR. HISTER 2-2
THOM-SON TWING 3-3
ARCADIA 4-6
SCRITTI POLITTI 5-3

WQUTiJohnson City, TN Mark Potter

NORTH PUTER DIGHER & BROWNE DIGHER & FFEIRE COMET MANT TA MANA & SERF (Gp) BRUCE SPRINGETESF BOX LOST MR. WISTER 2-1 SS TOP 6-2 ARCADIA 10-3 KLYBAUX 13-4 EDDIE HURPHY 26-15

Temperocure
A-GA
READY FOR THE WOR
BALTINGER
BELITHORS
BERITA E.
BOTTORS
BOTTO

WFMI/Lexington, KY Fox/Jenson

Fouldaneen
JAMES BENOM
CHARLIE SERTON
GRANLIE SERTON
BOOTES
FYREDIE ZONEEN
FYREDIE ZONEEN
LAAND
GROTES
GROT

KKYK/Little Rock, AR Mark McCein SIMPLE MINDS SAUCE SPRINGSTREE HOLLOGALING & MARTIN 1-1 NR. MISTER 2-2 ANCADIA 5-5 RLYMAND 15-7 SE TOP 13-8 KTUX/Shreveport, LA John Steel

WLRS/Louisville, KY Knight/Lyone

Z98/Tampe, FL Keghen/Clerc

FM100/Memphis, TN John/Conley WICZL/Winston-Salem, NC FinnsylJoseph

WASS-FM/Mobile, AL Frem/Fuller TA MARA & SEEM (dp)
JELLYSEAM (dp)
Sottost:
MR. HISTER 1-1
EDDIE MORPHY 3-3
LIUMEL RICHIS 5-4
ROOL & THE GAMG 9-7
STARFOIST 14-9

WITTER HOUSTON

FIGHT MOMENTS AND STREET AND STRE

KBFMIMcAllen-Browner Michael Cruz

NNONHAE CRIZ

NNOCES BELLINGSTEEM

PREDICE JACKSOM

PREDICE JACKSOM

PREDICE JACKSOM

PREDICE JACKSOM

RUBH (dp)

RUBH (d

A-MA JAMES BROWN MOTION'S MEANT 4-1 SE TOP 5-3 LICHEL BICHIE 11-5 DIRE STRAFTS 14-11 STEVIE SICKS 24-18

A-BA AS IA COMETY FART EDBST HOStost; COLLING A MARTIN 1-1 LIGHER, EXCHIS 4-3 EDDIS MORPHY 10-5 FLIGHARY 5-6 DICHNES 4 PRIENDS 22-13

WRNO/New Orleans, LA Costallo/Wetkins

LOWING WARKING
IDDIE MICHAHY
JAMES SHOWS
HIKE A THE MECHAN
HICHA THE MICHAN
HICHAN
HIC

SIMPLE FORMS 6-6
BL/16B/Orlendo, FL
Thorman/Wright
Wellymer Moderon
Rotteet
ROMN DENCH 7-3-1
ARCADIA 6-4
ARCADIA 6-4
BOTOMER 17-6
DICHEE & FRIENDS 20-9

Y188/Orlando, FL Stecy/Steel

SHOOPSHEE JAMES BROKE TWISTED SISTER (dp) ROOTENS SHEILA E. BOXLAGE. COLLING & MARTIN 2-1 STARPOINT 9-7 DICOMES & FRIENDS 14-10 BALTIMORA 17-11 JELLTBERN 21-16

94Z/Raielgh, NC Delloro/Duncan

PAT BEHRTAR PAT BENNIAR A-HA BALTIMORA STING HOR tost: NE. NISTER 1-1 RLYMAJOK 8-5 EDDIE WORDFRY 13-11 JOHN COURAR 20-16 JAMES BROWN D-26

WRVQ/Richmond, VA Lewis/Payne

DONE
BOATCH WIRPHY 1-1
COLLING & MARPIN 2-2
THOMBON THING 4-6
LICHER 13-13
DICHME & PRIENDS 19-19

John Steel
FREDDIE JACKEGES
JAMES BROWN
RITE 6 THE NECHAL
RITER SERVICE
BEARING
BEARING
BOOK ON THE SERVICE
BEARING
BOOK ON THE SERVICE
ROCK ON TH

Regressive Care
A-BA
BALTINDRA
BOLTOSE RICHES 3-1
HR: MISTER 4-3
RLYSAXX 5-4
ENDIS HERPSY 14-6
FZEYIE BICKS 16-11

TA MARA & SEEM
BILLY OCKAM
BUTHEY WOUNTON
BREAM ACADEMY
BOCLOCK
BOCKOCK
FOR HISTER 1-1
LIGHEL RICHES 5-2
EN TOP 3-3
JOHN FORMATTEN
JOHN FORMA

PARALLEL

THREE KFMM/Abilone, TX Dom Tests Own Tests
JANUS BROWN
HR. HISTER
A-RA
RA-RA
ROURY BOURTON
HOUSE SLITER (dp)
BOCKOOL
BOCKE SLITER (dp)
BOCKOOL
BOCKE SLITER (dp)
BOCKOOL
BOCKE SLITER (dp)
BOCKOOL
BOCKOOL
ACADOL
BOCKOOL
BOCKO

WANG CHING 6-5
KQIZ-FM/AverHD, TX
Power Stowner
DESAN ACLIENT
DISSAN ACLIENT
DISSAN ACLIENT
DISSEN APPLIEDES (dp)
AGIA, (dp)
ROGHE RALT/HNY
HOCLOGIC
ARCADIA 5-2
EDDIS MUNEYUY 8-3
LICHMEL SICHS 10-6
STWYIE HICKE 25-14

WKSF/Ashavilla, NC John Stavens

John Stovens
BELTHEY GOUSTON
SEADE
JAMES BROWN
HOOTENS
DERANGE
BOARD E SEXTON
BOARD 17-8
GOUST 17-8
GOUST 17-8
GOUST 20-15
DICHNEY 6 FRIESTED D-20

WJAD/Beinbridge, GA

Elliot/Taylor EMBodTaylor
PREDDIS JACKBON
DREAM ACADEMY
RUGBIRE WILDE
PORTURE (dp)
OND (dp)
Rottest
COLLING & PARTIF 1-1
SE TOP 8-5
KLYNAXX 13-6
EDDIS RURBPT 17-13
RYARBEIP 3-18

Monthly Consess
none
Notice is
Notic

BILLY OCEAN BRUCE SPRINGSTERN

BRICE SPRINGSTEEN
OND
CUEEN
PART, YOURS
NIES & THE MECHAN
BOTCOLLING A NAME 2-1
COLLING A NAME 11 3-3
SCRITTI POLITII 10-4
ARCHIES 8-5
EDDIE NURPHY 8-6

WCGQ/Columbus, GA Relph Cerroll

Radph Carcell
GUBERN
HOOFERS (dp)
HEETLA E.
MHITWEY HOUSEVER
HOLE & THE MECHAE (dp)
HOLE & THE MECHAE (dp)
HOLE & THE MECHAE
HOLE & THE MECHAE
LOCK LINE & HOAFT EM 4-2
EX TOPF 3-2
LICHIEL BECRUE 11-6
ANGENTA 12-7
LICHIEL BECRUE 11-6
ANGENTA 12-7

KISR/Pt. Smith, AR Rick Heyes

THOM HOPPEN
JAMES SHOWS ASIA
MELADY POR THE WOR
KENNY ROGERS (dp)
Sotteet:
22 TOP 1-1
MR. MISTER 2-2
LIOWEL, RICHIE 3-3
STEVIE HICKS 11-6
RLTHGAXX 14-9

Q104/Gededen, AL Devle/St. John

Devider. John

BRICE BEFLIGHTERS
AFIA (4p)
JAMES BROWN

CUREN (4p)
MOCTOR (4p)

WYKS/Gelnesville, FL Lou Patrick

Low Petriok

DREAM ACADEMY

BALTIMOM ACADEMY

BAUTIMOM PRESS

BOULDE 691 1005 FRESS

COMERN 605 FRESS

BOLLOW 1005 FRESS

KLYBOLK 3-2

BALTIMOM 8-2

BOLLOW 1-2

RANGE 80000 MRCH1 10-5

LOWEL BICHER 1-1

COMERN BICHER 1-1

WZYPHiunteville, AL Kelley/King NIAMI SOUND MACRI (dp)
ROOSE DALFREY
SOCKED LATERY
SOCKED TO
MR. MISTER 1-1
SIMPLE MINUS 2-2
SE TOP 3-3
LIGHEL RIGHTS 7-4
ROOG 6 THE GAMO 9-5

KSMB/Lefeyette, LA Scott Segraves Scott Segraves
EUUH
JANES BROWN
WRITHERY HOUSTON
Bottoot:
LTOMEL RICHIE 7-3
MR. MISTER 5-4
KLYMBADK 9-6
EDDIE MINTERY 11-7
ARGADIA 13-8

Q101/Meridian, MS Devid Edney BRUCE SPRINGSTERM COREY HART WEAR!

MEAN: BILLY OCEAN QUEEN (dp) THISTED SISTER (dp) EVERNE WILDE (dp) A-NA TWANTED (dp)
A-UA
A-UA
JOH ANDERSON (dp)
READY FOR THE WOR
SHOCKOST,
LJOHEL HICHES 5-1
RLYBRANC 8-3
SIMPLE MINDS 13-6
ARCADIA 10-7
STEVIS HICKS 29-11

ASIA,
JAMES BROWN
BEADY FOR THE MOR
WEITHERY BROWN
PHILIP BAILEY
BROTCHEL BIGHTS
LIGHTS 9-2
COLLINE 6 HRATIN 1-3
RL WRANC 7-5
ARCADIA 11-7
SCRITTI FOLITTI 17-9

RUSH
HEW EDITION (dp)
CORRY HARF (dp)
SHOULE SPRINGSTEEM (dp)
FOOLSTEEM CONTROL (dp)
FOOLSTEEM CONTROL
FOOLSTEEM

WPFM/Panama City, FL Jeff Davis

Jeff Devie

TARPOJET

OND

PAT BENATAR (dp)

WXLK/Rosnoke, VA Don O'Shee DREAM ACADEMY BILLY OCEAN

BAIGAY OCCUPANT ARITHMEY ROUSTON HOLTEST 1-1 SE TOP 3-2 SCRITT! POLITT! 5-3 STEVIE MICHS 10-6 LIGHEL RICHE 21-10

SADE Bottoet: LIGHEL RICRIE 6-1 LISA LISA 8-2 RIAME SOUND PACHE 9-4 EDDIE NUMPHY 11-7 STAMPOINT 14-9

WGLF/Talleheeses, FL Rick Sprinkles

SADE RUSH (4p) PAUL YOUNG STARPOINT PARL YOUNG STAMPOINT PORTURE HOCKEST 1-1 LIGHEL SICHIE 5-2 HIAMI SOUND MACHI 7-4 BODIE MORPHY 12-8 STEVIE BICKS 24-16

KNIN/Wichita Falls, TX Book/Kay BeoLVARY

BRYAN ADDRS

DREAM ACADESY

RECCE OFFICE OF THE STATE OF THE

WHSL/Wilmington, NC Stowart/Stone

StowardStone
BEDICE SPRINGTHEN
BENILA E.
JAMES BROWN (dp)
BOOTESN
BOOT

WVBS/Wilmington, NC Fred Allen PROCE BRIMGETERS METPHET BOUSTON METHET BOUSTON AND BROWLER (dp) ANTA BROWLER (dp) ANTA BROWLER (dp) ANTA BROWLER (dp) ANTA STEER 8-2 GINETE STORIES 12-7 FLYNAUX 17-10 DIES STORIES 36-28 A MARA & SEER 36-28

246 Reporters 234 Current Reports

The following stations reported a frozen playlist this week: KRBE-Houston WROC/Cleveland WZYQ/Frederick KWTO-FM/Springfield

The following stations falled to report this week and therefore their playlists were frezer: KTKS/Deliss WGFM-Schenectady WRVG/Richmond KIK/Devisport WKOD/Akron

WNCI/Columbus WQID/Billoxi KQCR/Ceder Repide

R&R FRIDAY, DECEMBER 6, 1985/71

MIDWEST

Bruce Springsteen Whitney Houston James Brown

Lionel Richie Mr. Mister

CHR ADDS & HOTS

WEST

MOST ADDED James Brown Whitney Houston A-Ha Corev Hart

HOTTEST tionel Richie Mr. Mister Eddie Murphy

MIDWEST

PARALLEL TWO

WKDD/Akron, OH Matt Patrick

none
Hottest:
COLLINS & MARTIN 1-1
DIRE STRAITS 7-7
ZZ TOP 8-8
SIMPLE MINDS 9-9
SCRITTI POLITTI 19-19

WKAU/Appleton-Oshksoh,

DIONNE & FRIENDS
MITNEY HOUSTON
TA MARA & SEEN
DREAM ACADEMY
HOCCOST.
MR. MISTER 2-1
SIMPLE MINDS 8-3
LIONEL RICHIE 9-4
ARCADIA 7-6
EDDIE MURPHY 14-8

WRQC/Cleveand, OH

WNCI/Columbus, OH

none Hottest: COLLINS & MARTIN 1-1 HEART 2-2 MR. MISTER 3-3 THOMPSON TWINS 4-4 ARETHA FRANKLIN 5-5

KliK/Davenport, IA

none Hottest: MR. MISTER 1-1 LIONEL RICHIE 5-5 EDDIE MURPHY 11-11 KLYMAXX 16-16 STEVIE NICKS 18-18

WGTZ/Dayton. OH

*

A-HA
TA MARA & SEEN
HOttest:
MR. MISTER 2-1
COLLINS & MARTIN 1-2
LIONEL RICHIE 14-3
EDDIE MURPHY 15-4
2Z TOP 10-7

KRNQ/Des Moines,4A Gillen/Finch

GHANFIFICH
DIRE STRAITS
BRUCE SPRINGSTEEN
STARPOINT (dp)
A-HA
PAUL YOUNG
HOTELSTEEL
LIONEL RICHIE 4-1
2Z TOP 3-2
MR. MISTER 7-4
ONJ 10-7
EDDIE MURPHY 14-8

KZIO/Duluth, MN Michaels/Herman

BRUCE SPRINGSTEEN WHITNEY HOUSTON A-HA A-HA
Hottest:
MR. MiSTER 1-1
2Z TOP 3-2
ARCADIA 8-7
EDDIE MURPHY 15-11
KLYMAXX 20-15

WSTO/Evansville, IN

CARS BRUCE SPRINGSTEEN Hottest: ZZ TOP 1-1 MR. MISTER 2-2

WMEE/Ft. Wayne, IN

TONY RICHARDS
BILLY OCEAN
MEITHNEY HOUSTON
CLEMONS & BROWNE
HOT LOWER BROWNE
HOT LOWER LANGUAGE
COLLINS & MARTIN 1-3
EDDIE MURPHY 13-10
KLIMBAXX 30-19

ASIA
HOttest:
COLLINS 4 MARTIN 1-1
HR. MISTER 4-2
ZZ TOP 8-6
JOHN COUGAR 12-8
LIGNEL RICHIE 13-10

Jim Miles

BRUCE SPRINGSTEEN
NIGHT RANGER
PETE TOMNSHEND
EURYTHHIC TOMNSHEND
EURYTHIC TOMNSHEND
EURYTHIC TOMNSHEND
EURYTHIC TOMNSHEND
EURYTHIC TOMNSHEND
EURYTHIC TOMNSHEND
ENDER EURYTHIC 26-17
KLIMBASS 31-24

WKFR/Kalamazoo, MI Terry Weinacht

BILLY OCEAN A-HD.
HITTNEY HOUSTON
JAMES BROWN (dp)
OHD (dp)
HOCLest:
COLLINS & MARTIN 1-1
R. MISTER 2-2
STEVIE NICKS 25-17
CLEMONS & BROWNE 33-24
WANG CHUNG D-32

WVIC/Lansing, MI Mark Maloney

BRUCE SPRINGSTEEN STEVIE WONDER COREY HART HOTELET JCHN COUGAR 2-1 LIONEL RICHIE 3-2 SCRITTI POLITTI 8-4 WANG CHUNG 18-11 KLYMAXX 20-15

7104/Madison WI

JAMES BROWN MIAMI SOUND MACHI NICK LOWE STEVIE WONDER BRYAN ADAMS BRYAN ADAMS
Hottest:
MR. MISTER 3-2
ZZ TOP 13-8
ELTON JOHN 16-10
DIONNE 6 FRIENDS 15-11
WHAMI 22-15

JAMES BROWN SADE SHEILA E. BRYAN ADAMS Hotteet: HR. MISTER 2-1 ARCADIA 6-4 EDDIE MURPHY 11-8 JOHN COUGAR 15-9 STING 21-12

KOFM/Oklahoma City, OK Cooper/Casey

DIRE STRAITS BRUCE SPRINGSTEEN SADE A-HA Hottest: COLLINS & MARTIN 1-1 MR. MISTER 3-2 LIONEL RICHIE 6-3 EDDIE MURPHY 4-4 22 TOP 12-8

KOKO/Omaha NB

BILLY OCEAN THISTED SISTER (dp) JAMES BROWN A-HA HOTTEST LIONEL RICHIE 4-1 MR. MISTER 2-2 KLYMAXX 15-5 HEART 7-6 EDDIE MURPHY 22-8

DIONNE & FRIENDS CLEMONS & BROWNE BRUCE SPRINGSTEEN WHITNEY HOUSTON MRITTER HOUSTON HOTCEST: MR. MISTER 1-1 LIONEL RICHIE 3-2 HEART 7-5 EDDIE MURPHY 10-8 KLYMAXX 14-10

WZOK/Rockford: IL

TA MARA & SEEN (dp) HOTLEST: HEART 3-1 COLLINS & MARTIN 2-2 LIONEL RICHIE 4-3 22 TOP 7-5 EDDIE MURPHY 10-7

Beicher/Shannon

BRUCE SPRINGSTEEN
SURVIVOR
MANS CHUNG
HOtteet:
COLLINS & MARTIN 1-1
MR. MISTER 2-2
LIONEL RICHIE 4-3
SCRITTI POLITTI 6-4
HEART 8-6

WRQN/Toldeo, OH Joe Thomas

Jos Thomas

TA MARA & SEEN

SHEILA E.

SHEIL

KCMQ/Columbia, MO

COREY HART
TA MARA & SEEN (dp)
A-HA
MINNEY HOUSTON
BALTIMORA (dp)
Hottest:
MR. MISTER 1-1
LIONEL RICHIE 3-2
STBESHIP 4-4 STARSHIP 4-4 HUEY LEWIS & THE 10-8 KLYMAXX 32-19

Lang/Parman

JAMES BROWN

BILLY OCKAN
STEVIE WONDER

COUPEN

A-HA

ROTECLE WONDER

COLLING A-HA

COLLING A MARFIN 2-2

EDDIE MURPHY 19-4

HEARY 7-5

SCRITTI POLITTI 14-8

KKRD/Wichita, KS

DRUCE SPRINGSTEN
JAMES BROWN
NIGHT RANGER
HOTELES:
COLLINS & MARTIN 1-1
MR. MISTER 2-2
LIONEL RICHLE 8-6
SCRITTI POLITTI 9-7
JOHN COUGAR 10-8

WHOT/Youngstown, OH Dick Thompson

ASIA OMD ROGER DALTREY KURTIS BLOWN JAMES BROWN BILLY OCEAN

PARALLEL THREE

OMD PAUL YOUNG QUEEN (dp) ROGER DALFREY (dp) ROGER DALFREY (dp) HOTCEST: 2Z TOP 2-2 COLLINS & MARKIN 3-3 SIMPLE MINDS 8-5 EDDIE STRAITS 11-8

WBNQ/Bloomington, IL

BILLY OCEAN BRUCE SPRINGSTEEN BRUCE SPRINGSTEN
ASIA
JOR ANDERSON
HOOTERS (dp)
QUEEN (dp)
HOTERS (CP)
COLLINS 4 HARTIN 1-1
HR. HISTER 2-2
HEART 3-3
SIMPLE MINDS 5-4
LIONEL RICHIE 6-5

WBWB/Bloomington, IN Jim Clouse

JIM CIOUSE

BRUCE SPRINGSTZEN
MIAMI SOUND MACHI
PAUL YOUNG
ASIA (dp)
QUEEN (dp)
Hottest:
ARCADIA 1-1
ZZ TOF 4-2
JOHN COUGAR 8-3
EDDIE MURPHY 11-6
LIONEL RICHIE 16-8

WCIL FM/Carbondale II.

Tony Watekus
BILLY CENSTAL
BOYS NEET DOOR
NEW TOOR
SURVIVOR
BRUCE SPRINGSTEEN
PAIL YOUNG
HOTELE LICHE 2-1
COLLING A MARTH 1-2
LICHE 2-1
COLLING A MARTH 7-3
KLYDAX 7-3
KLYDAX 7-3
KLYDAX 7-3
KLYDAX 7-3

KKRQ/Cedar Rapids, IA

SURVIVOR ARUCE SPRINGSTERN HOTTER 2-2 LIONEL RICHIE 3-3 HEART 4-4 SCRITTI POLITTI 5-5 JOHN COUGAR 6-6

KQCR/Cedar Rapids, IA

none Hottest: COLLINS & MARTIN 1-1 MR. MISTER 2-2 KLYMAXX 5-5 LIONEL RICHIE 6-6 EDDIE HURPHY 14-14

RUSH
THISTED SISTER
QUEEN
SADE
Hottest:
COLLINS & HARTIN 2-1
EDDIE MURPHY 7-4
ARCADIA 9-5
LIONEL RICHE 12-6
KLYMAXX 11-8

Y94/Fargo, ND Anderson/Palm

Anderson/Patter
JAMES BROWN
AND IN COMMISSION
ROSE (4p)
Hottest:
NR. NISTER 2-1
LIONEL RICHIE 10-4
DIRE STRAITS 13-7
CLEMONS & BROWNE 16-12
STEVIE NICKS 18-13 KKXL-FM/Grand Forks, ND

STING
WHAMI
BRUCE SPRINGSTEEN
HOTCEST:
MR. MISTER 1-1
LIONEL RICHIE 6-2
KLYMAXX 12-8
EDDIE MURPHY 15-9
STEVIE NICKS 24-19

WAZY/Lafayette, IN Stacy/Louizon

StacyLouros
ASIA
PAUL YOUNG
SADE
HOttest:
MR. MISTER 2-1
LIONEL RICHIE 5-2
EDDIE MURPHY 7-3
SCRITTI POLITII 6-5
ZZ TOP 9-7

DREAD ACCUSATION OF THE PROPERTY OF THE PROPER

KKXX/Bakersfield, CA

BRUCE SPRINGSTEEN STARPOINT BILLY OCEAN

BILLY OCEAN Hottest; MR. MISTER 1-1 LIONEL RICHIE 5-2 KLYMAXX 12-4 22 TOP 9-6 EDDIE MURPHY 24-12

KQXR/Bakersfield, CA Peterson/DeRoo

PatersonDendo
A-HA
QUEEN
GUEEN
MIAHI SOUND MACHI
ROGER DALTREY
JAMES BROWN
HOLEGE!
MR. MISTER 1-1
LIONEL RICHIE 10-3
STEVIE NICKS 12-5
KLYMAXK 16-13
WANG CHUNG 26-16

K F958 Oise, ID
DossiGregory
KOOL & THE GANG
JAMES BROWN
TA MARA & SEEN
THISTED SISTER (dp)
BALTIMORA
BOLTHORA
HOLLERI 1-1
LICHLE REGIES 1-2
ZZ TOP 4-1
EDDIE MURPHY 13-5
DIONNE & FRIENDS 11-5

HOOTERS (dp)
TA MARA & SEEN
JELLYBEAN
JELLYBEAN
MIANI SOUND MACHI
HOTERST;
COLLINS & MARTIN 2-1
LIONEL RICHIE 3-2
KLYMAJOX 13-6
EDDIE MURRHY 14-7
PAUL MCCARTNEY 23-18

KIK X/Colorado Springs, CO

John Danter

DREAM ACACEMY
JAMES BRONN
MIKE & THE MECHAN (dp)
HOOTERS (dp)
HOOTERS (dp)
THISTED SISTER (dp)
OND (dp)
HOCHOLORY
HOCHOLORY
HOCHOLORY
LOWEL BELLET 7-2
EDDER MURPHY 13-6
KLYMAUX 16-14
PAUL, MCCARTNEY 17-15

KF95/Boise ID

KIYS/Boise, ID

WEST PARALLEL TWO

KNMO/Albuquerque-Senta Fe, KIMN/Denver, CO Stucker/Rountree NM Erickson/Perez

JELLYBEAN KOOL & THE GANG (dp) KOOL & THE Hottest: EDDIE MURPHY 1-1 MR. MISTER 4-2 LIONEL RICHIE 6-3 KLYMAXX 10-4 ZZ TOP 9-6

KGGG/Rapid City, SD Phil Wilson

SURVIVOR STEVIE MONDER BRUCE SPRINGSTEEN HOCLEST: COLLINS & MARTIN 1-1 MR. MISTER 2-2 JOHN COUGAR 3-3 LIONEE RICHIE 8-5 KLYMAXX 19-12

KKLS/Rapid City, SD Sherwin/Kellewey

BILLY OCEAN ASIA EDDIE MURPHY TWISTED SISTER CHARLIE SEXTON DEBARGE DEBARGE HOTTEST: SIMPLE MINDS 4-1 MR. MISTER 3-3 LIONEL RICHIE 8-4 ARCADIA 7-6 KLYMAXX 11-8

99KG/Salina, KS

Denny Collier BRUCE SPRINGSTEEN STARPOINT MIKE & THE MECHAN SHEILA E. EUGENE WILDE BILLY OCEAN Hottest: MR. MISTER 1-1 LIONEL RICHIE 10-4 ZZ TOP 7-5 KLYMAXX 9-6 EDDIE MURPHY 17-10

KKRC/Sloux Falls, SD

NOOL & THE GANG
NIGHT RANGER
BRUCE SPRINGSTEN
TA MARA & SEEN
HOCTEST:
COLLINS & MARTIN 1-1
ARCADIA 8-4
EDDIE MURPHY 18-10
DIRE STRAITS 15-11
KLYMAXX 19-15

U93/South Bend, IN J.K. Deering

BRUCE SPRINGSTEN SIMPLE MINDS HOTLERE: MR. MISTER 1-1 GLENN FREY 2-2 COLLINS & MARTIN 3-3 HEART 5-4 LIONEL RICHIE 8-5

KWTO-FM/Springfield, MO Mike Schmidt

none Hottest: MR. MISTER 1-1 EDDIE MURRHY 6-6 LIONEL RICHIE 9-9 CARS 17-17 KLYMAXX 20-20

WDBR/Springfield, IL

QUEEN
MIAMI SOUND MACHI
HOOTERS
HOLLEST
LIONEL RICHIE 9-1
ARCADIA 6-5
KLYMAXX 8-7
JOHN COUGAR 11-9
EDDIE MURPHY 14-10

WSPT/Stevens Point, WI

Bouley/Steffen Bouley/Steffen
PAIL YOUNG
A-HA
WHITTEY HOUSTON
OUZEN (dp)
BARBHA STREISAND (dp)
Hotteet:
MR. MISTER 1-1
ZZ TOP 2-2
SCHITTI POLITTI 6-3
DIRE STRAITS 10-7
STEVIE MICKS 33-23
STEVIE MICKS 33-23

KDVV/Topeka, KS

BRUCE SPRINGSTEEN RUSH (dp) DREAM ACADEMY MIKE & THE MECHAN HOTELSTEEN ACTION 22 TOP 3-1 ARCADIA 6-2 LIONEL RICHIE 7-1 JOHN COUCAR 12-6 KLYMAXX 23-15

KFMW/Waterloo, IA Dee/Christie

Dagichnste
ASIA
QUEEN
BRUCE SPRINGSTERN
RUSH
HOttest:
COLLINS & MARTIN 1-1
LIONEL RICHIE 13-7
ARCADIA 17-12
ELTON JOHN 18-13
KLYMAXX 22-15

BRUCE SPRINGSTEEN NIGHT RANGER JELLYBEAN TWISTED SISTER (dp) Hottest: Hottest: EDDIE HURPHY 10-2 SIMPLE MINDS 15-10 JOHN COUGAR 17-12 CLEMONS & BROWNE 19-16 JOHN CAFFERTY 30-23

KFIV/Modesto, CA

RUSS NOVAK
PETT TOMNSHEND
OMD TOMNS(dp)
FOUR TOMNS(dp)
FOUR TOMNS(dp)
FOUR TOMNS(dp)
FOUR TOMNS (dp)
FOUR TOMN

KO93/Modesto, CA Brian Casey

Brian Casey

JELLYBEAN (dp)

DEBARCE

NUSH (dp)

JAMES BRONN (dp)

JAMES BRONN (dp)

JAMES BRONN (dp)

HR. HISTER 4-1

LIONEL RICHIE 11-7

KLYMAXX 15-11

SIMPLE MING 20-16

DIONNE 4 FRIENDS 26-21

JELLYBEAN (4p) SADE JACK WAGNER Hottest: KLYMAXX 6-4 EDDIE MURPHY 10-8 NIGHT RANGER 19-15 WHAH! 26-20 A-HA 27-22 KROS/Fresno CA

Kris Van Kamp

BARBRA STREISAND (dp)

A-HA
TA MARA & SEEN
Hottest:
MR. MISTER 1-1
LIONEL RICHIE 6-3
SIMPLE MINDS 17-10
DIONNE & PRIENDS 21-13
JUNN COUGAR 18-15

KSND/Fugene OR

MIAMI SOUND MACHI
OUEEN
JAMES BROWN
TWISTED SISTER (dp)
HOOTERS (dp)
HOOTERS (dp)
HOOTERS (dp)
COLLING & MARTIN 2-2
LIONEL RICHIE 5-4
KUMAXX 8-6
EDDIE MURPHY 10-8

Berry/Carter Hottest: EDDIE MURPHY 4-1 COLLINS & MARTIN 6-5 MR, MISTER 11-7 ARCADIA 1D-8 SCRITTI POLITTI 16-14

KYNO-FM/Fresno, CA Walker/Davis

Welker/Davia
NIGHT RANGER
PETE TOWNSHEMD
CORRY HART
JAMES BROWN
STARPOINT (dp)
STARPOINT (dp)
GOTLand:
NR. MISTER 1-1
SIMPLE MINDS 4-2
SCRITTI POLITTI 9-7
WANG CHUNG 13-11
EDDIE MURPHY 25-13

KOMO/Honolulu HI Kimo Akane JELLYBEAN

PAUL YOUNG DEBARGE MIRE & THE MECHAN EUGENE MILDE HOTTOS HOTTOS HART MILDE HOTTOS HART MILDE HOTTOS H

KLUC/Las Veges, NV Dean/Christian

KCAQ/Oxnard-Ventura, CA

Randy Robbins
OINGO BOINGO
JAMES BROWN
ISLEY, JASPER, IS
COREY HART
QUEEN (dp)
Hottest:
MR. HISTER 1-1
ARCADIA 2-2
LIONEL BLCHER 11-8 ARCADIA 2-2 LIONEL RICHIE 11-8 ZZ TOP 14-9 JELLYBEAN 34-29

KPOP/Secramento, CA

COREY HART
MIKE 4 THE MECHAN (dp)
HOLLOSE:
SIMPLE MINDS 2-1
22 TOP 4-3
STEVIE NICKS 7-4
CARS 15-5
DIRE STRAITS 10-6

HOOTERS
JAMES BROWN (dp)
CHARLIE SEXTON (dp)
OND (dp)
HOCtest:
ARCADIA 1-1
MR. HISTER 5-2
DIONNE 4 FRIENDS 13-3
EDDIE MURPHY 10-4
LIONEL RICHIE 26-14

KDON-FM/Salinas, CA

BRUCE SPRINGSTEEN JONI MITCHELL JAMES BROWN JAMES BROWN Hottest: MR. MISTER 1-1 LIONEL RICHIE 12-3 KLYMAXX 16-4 TA MARA & SEEN 10-6 STEVIE WONDER 19-9

KCPX/Selt Lake City, UT

STEVIE WONDER DREAM ACADEMY MR. MISTER 3-1 SCRITTI POLITTI 1-2 LIONEL RICHIE 15-6 EDDIE MURPHY 19-13 DIONNE & FRIENDS 18-15

KZZU/Spokane. WA Bill Stairs

BRUCE SPRINGSTEEN WHITNEY HOUSTON WHITNEY HOUSTON
A-HA
OUBEN
BALTIMORA
ASIA,
DREAM ACADEMY
HOTLEST:
MR. MISTER 1-1
COLLINS & MARTIN 2-2
LIONEL RICHIE 3-3
ZZ TOP 7-5

KRQ/Tuscon, AZ

BARBRA STREISAND (dp)
JELLYBEAN
BRUCE SPRINGSTEEN (dp)
ASIA (dp)
PETE TONNSHEND (dp)
BALTIMORA (dp)
HOLLARY BALTIMORA (dp) Hottest: HR. MISTER 1-1 COLLINS & MARTIN 6~2 HEART 3-3 SIMPLE MINDS 7-4 KLYHAXX 8-5

PARALLEL THREE

KGOT/Anchorage, AK AS JAMES BROWN
ASIA
HOOTERS
HIRE & THE MECHAN
BOTTERS
LINWEL RICHIE 4-1
COLLINS & HARTIN 2-2
ARCADIA 3-3
KLYMAXX 6-4
EDDIE MURPHY 12-7

KYYA/Billings, MT

TA MARA & SEEN BRYAN ADAMS WHITNEY HOUSTON WHITNEY HOUSTON A-HA DREAM ACADEMY PAT BENATAR Hottest: MR. HISTER 1-1 COLLINS & MARTIN 2-Z LIONEL RICHIE 10-4, ZZ TOP 6-5 SIMPLE MINDS 11-8

KTRS/Casper, WY

Todd Cavanah BARBRA STREISAND (dp) READY FOR THE WOR READY FOR THE WOR OMD JON ANDERSON QUEEN (dp) Hottest: LIONEL RICHIE 2-1 EDDIE MURPHY 12-5 KLYMAXX 10-8 DIRE STRAITS 17-11 STEVIE NICKS 19-13

KKAZ/Cheyenne, WY

COREY HART
A-HA
RUSH (dp)
Hottest:
MR. MISTER 2-1
LIONEL RICHIE 9-3
HEART 6-4
EDDIE HURPHY 13-8
SCRITTI POLITTI 12-10

KOZE/Lewist Jay McCall DREAM ACADEMY
A-HA
NICK LOWE
TA MARA & SEEN
HOTTOGAT:
MR. MISTER 1-1
ZE TOP 3-2
JOHN COUGAR 6-6
KLYMAXX 19-10
EDDIE MURPHY 24-15

KHTX/Reno, NV

John Chommie

SADE (dp)

PAUL YOUNG (dp)

COREY HARM

WHITNEY HOUSTON

OINGO BOINGO (dp)

HOttees:

MR. MISTER 1
SIMPLE MINDS 6-5

ARCADIA 7-6

LIONEL RICHIE 15-8

JOHN COUGAR 26-17

BRUCE SPRINGSTEEN SADE SADE OND COREY HART HOCCEST: COLLINS & MARTIN 1-1 MR. MISTER 2-2 KLYMAJOC 3-3 LIONEL RICHIE 4-4 ARCADIA. 5-5

KBIM/Roswell, NN Chuck Martin

CHUER MARTH QUEEN ASIA PAUL YOUNG MIRE & THE MECHAN HOTLEST MR. HISTER 1-1 COLLINS & MARTIN 2-2 LIONEL RICHIE 9-4 SIMPLE MINDS 10-5 EDDIE MIRPHY 13-7

SLY96/Sen Luis Obispo, CA

Joe Collins JOS COHINS

BRUCE SPRINGSTEEN
MITTHEY HOUSTON
THISTED SISTER
QUEEN
JAMES BONN
PIRESION THEATRE (dp)
HR. MISTER 1-1
COLLINS L MARTIN 2-2
LIONEL RICHLE 8-3
SIMPLE MINGE 11-5
EDDIE MURPHY 12-7

KZOZ/San Luis Obispo, CA

MIGHT RANGER
MIGHT RANGER
MITHREY HOUSTON
A-HA
COREY HART
MIAMI SOUND MACHI
JELLYBEN
SHEILA E.
RUSH
EUGENE WILDE
JONI MITCHELL
PAUL YOUNG
MOTERAL
MOTERAL
MOTERAL PAUL YOUNG Hottest: LIONEL RICHIE 9-4 EDDIE MURPHY 13-6 KLYMAXX 21-16 KOOL & THE GANG 27-17 STEVIE WONDER 40-26

OK95/Trl-Cities, WA

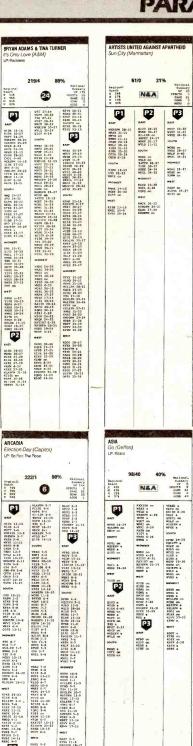
Lemester/O'Brien
COREY HART
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OMD
MITINEY HOUSTON
HOTLES
ZZ TOP 2-2
SIMPLE HINDS 4-4
NIGHT RANGER 12-7
LIONEL RICHIE 13-9
STEVIE NICKS 17-10

B

allel I: Selected stations in major kets that are format dominant and/ xert a significant national influence. Parallel II: Selected stations in sec-ondary markets that are format domi-nant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status that do not qualify for parallel one status. Parallel III: Selected stations in smaller markets that are format dominant and/ or exart a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

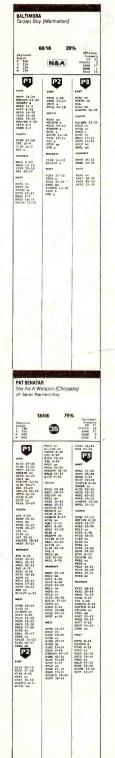






KMMD 5-3 RRICK 13-9 KQER 5-6 RP95 6-8 K1YB 4-4 K1EK 6-5 K1RN 12-11 K3ND 3-3 K3OG 7-5 KNGK 10-0 KYNGTH 8-6 KONQ 11-9

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B

BI-104 16-1: 98/RY 11-9 092 23-21 MGPH 15-13 930 14-12 MPBT 22-14 MRCK 8-6 MYXEFH 16-1: MTLO:28-27 0106 17-14

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101 39-24 KAJM 17-14 KEGL 1-1 KTKS 10-18 937M GO KNBE 23-23 175 d-40 Y100 40-24 897 15-13 MGUEM 20-1 MGUEM 20-1 MGUEM 20-2 MGUEM 20-

MOMEST

BM 30-29
MLS 22-17
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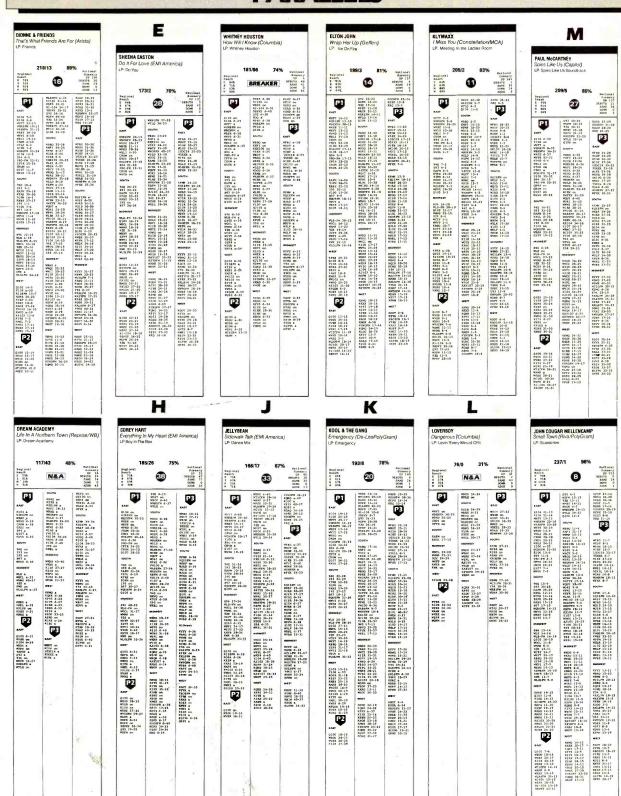
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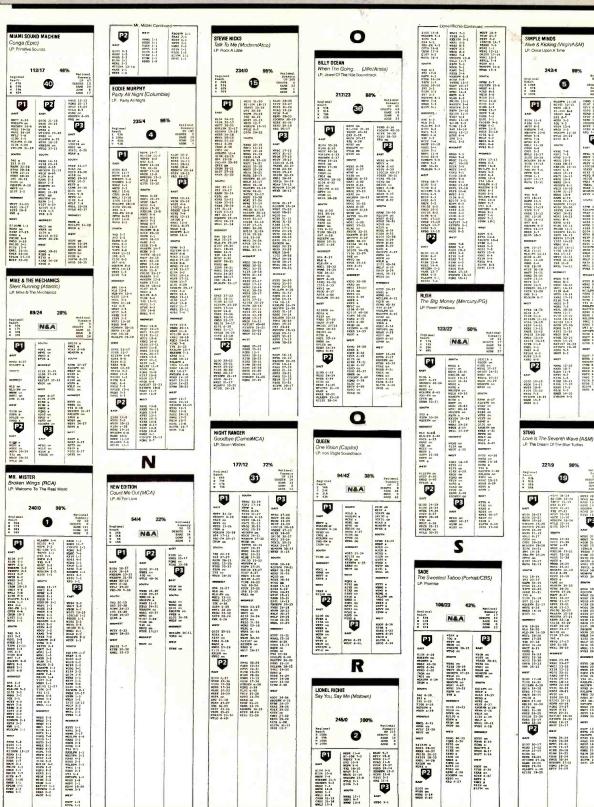
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Name Do-38 services 19 service

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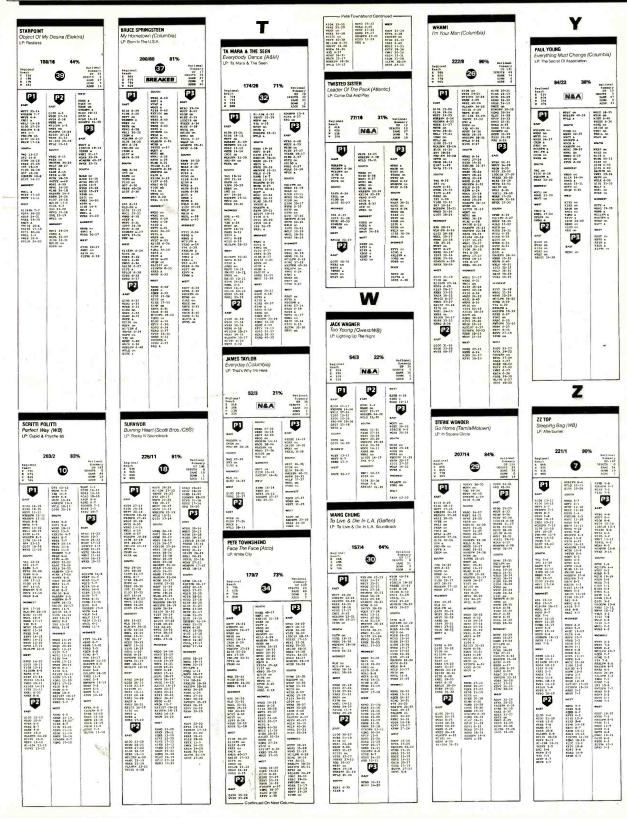
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LISA LISA w/CULT JAM & FULL FORCE

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X5103 a-36		99KG on
XITS -29-29	KJ103 a	
FUGE. 19-12	WRON d-27	12.FW
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X104 8-4 WLANDH 28-24 KIIB 25-18 KIPH 23-20 KEIB OB

KISR & QEO4 13-8 KKOEPH 12-8

KBOZPH on KTRE 26-25

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Start my subscription immediately

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CONTEMPORARY HIT RADIO

BREAKERS

BRUCE SPRINGSTEEN

My Hometown (Columbia)

81% of our reporters playing it. Moves: Up 17, Debuts 76, Same 47, Down 0, Adds 60 including WBEN-FM, CKGM, Q107, WLS-FM, WCZY, KDWB-FM, KITS. See Parallels, debuts at number 37 on the CHR chart.

WHITNEY HOUSTON

How Will I Know (Arista)

74% of our reporters playing it. Moves: Up 6, Debuts 48, Same 61, Down 0, Adds 66 including WHTT, B94, KAFM, WLS-FM, 92X, KIIS-FM, KZZP. Complete airplay in Parallels.

The Sun Always Shines On T.V. (Reprise/WB)

60% of our reporters playing it. Moves: Up 27, Debuts 22, Same 53, Down 0, Adds 45 including WNYS, Z93, WHYT, WZUU, Q103, KUBE, 94TYX. Complete airplay in Parallels.

NEW & ACTIVE

RUSH "The Big Money" (Mercury/PolyGram) 123/27

Moves: Up 22, Debuts 17, Same 56, Down 1, Adds 27 including K106, WNYS, 283, WGCL, WHYT, KWK, KPLUS', WBBQ, WANS-FM, WGKN, KO93, 103074, WBEN-FM 40-34, 010 34-29, KOXR 18-14.

DREAM ACADEMY "Life In A Northern Town" (Reprise/WB) 117/43

Moves: Up 16, Debuts 24, Same 34, Down 4, Adds 43 including B104, WKSE, CKGM, B94, O107, B97, WLS, WGCL, 9X, WLOL-FM, KKRZ, KMEL, KNBC, WMMS 40-37, WAPI 28-22.

MIAMI SOUND MACHINE "Conga" (Epic) 113/17 MI SUUND MACHINE Conga (Epic) 113/17 is: Up 47, Debuts 13, Same 28, Down 8, Adds 17 including 94Q, KWK, KKRZ, WVSR, WERZ, WCKN, Z104, KOXR. WIGY, WDBR, KZOZ, WBEN-FM 16-6, KS103 3-1, KITS 17-9. See Parajiels, debuts at number 40 on the CHR chart.

STARPOINT "Object of My Desire" (Elektra) 108/16
Moves Up 52, Debus 4, Same 27, Down 9, Adds 1e including Koti, WGCL, KMJK, WDCG, KEZB, KRNQ, KXXX, KYNOMoves Up 52, Debus 4, Same 27, Down 9, Adds 1e including Koti, WGCL, KMJK, WDCG, KEZB, KRNQ, KXXX, KYNOMoves Up 52, Debus 4, Same 27, Down 9, Adds 1e including Moving Koti, WDCE, KMJK, WDCG, KEZB, KRNQ, KXXX, KYNOMoves The Move The Company of the Child Company of the Chi

SADE "The Sweetest Taboo" (Portrait/CBS) 106/23

Noves Up 17. Dabosa 22. Same 44. Down 0, Adds 20 including WBEN-FM, CHUM, 293, WQUE-FM, WRSR, KIIS-FM, KUBE, 920 758, KIIS-KMS, WGGG, WKSE 40-36, WCZY 392-8, KOPA 29-23.

JAMES BROWN "Living in America" (Scotti Bros./CBS) 100/69

WKSWS, Up 1, Debuts 10, Same 20, Down 0, Adds 69 including WXKS-FM, WBEN-FM, WCAU-FM, B94, KAFM, B97, WKSR, Q105, WMMS, WHYT, KWK, KZZP, FM102, KMEL, KUBE.

ASIA "Go" (Geffen) 98/40
whot, Komp, Cazzu, wrish, Kish, WheD 36-29, KEYN-FM 22-19, KCPX 32-28

WHOT, KOMD, KZZU, WKH, KISH, WHED 36-29, KEYN-FM 22-19, KCPX 32-28

QUEEN "One Vision" (Capitol) 94/42
Muyes Up. 2 Debus, Same 42, Down Q, Adds 42 including WHITT, WXKS-FM, CKOI, PRO-EM, WGCL, WHYT, KHTR, KKRZ, WKEE, WPST, WZLD, WCKN, KEYN-FM, KMGX, KFMN 33-22

KRIZ, WREE, WPS.1, WZLD, WOKN, RETHERN MOSA, KYMIN 35222 PAUL YOUNG "Everything Must Change" (Columbia) 34/23 Moves: Up 15, Debus 9, Same 47, Down 0, Adds 23 including CKGM, WCAU-FM, PRO-FM, WQUE-FM, KWOD, KNBO, WTLD, WNDC-FM, KRIND, KOMC, KRIV, WAZY-FM, WPHD 34/27, WMMS 32/29, WCGQ 40/33.

TWISTED SISTER "Leader Of The Pack" (Atlantic) 77/16

Moves: Up 12, Debuts 12, Same 37, Down 0, Adds 16 including WXKS.FM, 2106, WSPK, Y106, KCKO, KF95, KIKX, KLUC, WFBG, 0101, KKI.S-FM, S1796, WZUJ 4033, KPLUS 32:27, WHOT 34:29.

LOVERBOY "Dangerous" (Columbia) 7:00.

Moves: Up 31, Debuts 2, Same 43, Down 0, Adds 0, WBEN-FM 30:25, WPHD 30:25, KEGL 17-13, KZZB 34-29, WGRD 27-24, KULC 32:27, KSKD 33:28, KCPX 35:31, WGUY 27-22, WGAN 39-35, WOMP-FM 32:29, KFMN 27-21, WHSL 37-33, WWBW 37-30, WGBR 35-30.

WBWB 37-30, WDBB 37-50, THE MECHANICS "Silent Running" (Atlantic) 69/24 MIKE & THE MECHANICS "Silent Running" (Atlantic) 69/24 Moves: Up 6, Debuis 8, Same 31, Down O, Adds 24 including WCAU-FM, KOPA, KNBO, K104, WERZ, WRNO, KITCK, KNBOX, WFPM, KBIOW, WORC 939-S, C10 9/3-94, KPM 37-29, MINDS, WERZ 98/3-50, WERZ 98/3-0, WERZ 98/3-

BALTIMORA "Tarzan Boy" (Manhattan) 85/16 Moves: Up 32, Debus 2, Same 17, Down 1, Adds 16 including WBEN-FM, FM102, WZOU, WRCK, WANS-FM, WOKI, Z9B, KAY107, KZZU, RRO, WYKS, 98 10-9, 1100 11-7, WMMS 15-10

NEW EDITION "Count Me Out" (MCA) 54/4 Moves: Up 22, Debus 4, Same 24, Down O, Adds 4, O105, KXX106, WNOK-FM, KWES, K106 26:19, WBEN - FM 31:26, WKSE 22:16, 920 2015, Z93 542, WHYT 28:25, WBBO 25-20, KAMZ 11-9, KTUX 17-11, KMGX 25-17, WOIL-FM 24-11.

JACK WAGNER "Too Young" (Qwest/WB) 54/3 Moves: Up 28, Debus 1, Same 16, Down 6, Adds 3, WAVA, KSND, WVBS, B104 20-17, WPLJ 27-24, Q107 22-18, WCZY 13-11, WHT 97, KBEQ 139, KMK 22-17, WSX 33-29, WDQG 14-11, 94Z 6-3, WGAN 20-16, WJZR 29-18.

13-11, WHITE 9-7, KBECI 1349, KMKR 22-17, WSSX 33-29, WDLG 19-11, 3-12-20, "HORNE 2010", WARE TAYLOR "EVERYING"," (Columbia) 52/3.
MOVES UP 24, Debuts 1, Same 23, Down 1, Adds 3, WBEN-FM, Y100, WRICK, PÅO-FM 28-26, 940, 27-25, KMBO 30-27, WSBO, 37-24, WINDEFFM 40-32, WFFM 36-33.

WSF: 31-25.

ARTISTS UNITED AGAINST APARTHEID "Sun City" (Manhattan) 51/0

Moves Up 23, Debus 3, Same 22, Down 3, Adds 0, WXKS-FN 28-25, CKGM 22-16, WPLJ 30-26, Z100 21-19, Z106 35-30.

CFTH 33-24, WMMS 19-15, WCZY 26-22, KMEL 10-9, KWSS 28-24, WVSR 30-27, WPST 21-17, KZIO 33-29, KMGX 26-22.

MOST ADDED

JAMES BROWN (69) Living In America (Scotti Bros./CBS)

WHITNEY HOUSTON (66)

How Will I Know (Arista) **BRUCE SPRINGSTEEN (60)** My Hometown (Columbia)

A-HA (45) The Sun Always Shines On . . . (Ring PREAM ACADEMY (43) (Reprise/WB) Life In A Northern Town (Reprise/WB)

HOTTEST

LIONEL RICHIE (196) Say You, Say Me (Motown)

MR. MISTER (141) Broken Wings (RCA) **EDDIE MURPHY (133)**

Party All The Time (Columbia) KLYMAXX (100)

I Miss You (Constellation/MCA) PHIL COLLINS & MARILYN MARTIN (97)

Separate Lives (Atlantic)

SIGNIFICANT ACTION

LISA LISA & CULT JAM with FULL FORCE "Can You Feel The Beat" (Columbia) 45/3 Moves: Up 6, Debuis 1, Same 34, Down 1, Adds 3, WXKS-FM, WZDN, WWS, WKSE 6-39, WHT Gn, FM102 24-22, 93Q on. KAMZ 17-14, K-EZB 30-25, KTU, 28-11, WHOT ON, KBQS on, KMGX 30-21, KTV on, ZTVG 8-2.

HOOTERS "Day By Day" (Columbia) 39/30 IENO <u>uay DY DAY (COUDINIO) 39/30</u> : Up 1, Debuts 1, Same 7, Down 0, Adds 30 including B104, WAVA, WMMS, Q100, WRCK, WFMI, WRNO, Y106, JT, KFIV, KSKD, Z106 d:34, KPLUS on, WFXX 34-30.

WRUIN, WHO I, NEW, ASDU, 2 LIUB 549, INCLUS SIT, WARAS 5400.

READY FOR THE WORLD "Digital Display" (MCA) 392; MCA)

Moves: Up 4, Debuts 3, Same 11, Down 0, Adds 21 Including WKSE, WNYS, WCAU-FM, 94Q, WQUE-FM, WHYT, KS103,

WAMX, WBBG, KJIO3, KINCX, KMX, FM102 25-21, KMEL 19-12, KPLUS 37-31.

OMD "Secret" (A&M) 38/18

Moves: Up 1, Debuis 1, Same 18, Down 0, Adds 18 including WNYS, WMMS, Q100, WKEE, WZLD, WKFR, WHOT, KIKX, KFIC, KSKD, WJZR, WPFM, WXKS-FM on, KMEL 25-22, KZÖZ d 36.

KPIC, KSKU, WUZH, WHFM, WARS-HM, NAMEL 25-22, AZUZ G-36.
SHEILA E. "Uvoe Bizarre" (WB) 36/18
Moves: Up 11, Debuts 2, Same 5, Down 0, Adds 18 including CKOI, WCAU-FM, PRO-FM, 94Q, KPLUS, WZLD, WOKI, Y10G, K1030, WRON, KYNO-FM, KOZQ, WEBEN-FM 18-9, Z100 26-18, WHFT 20-16.
EL DeBARGE with DeBARGE "The Heart Is No! SO Smart" (Gordy/Motown) 36/11
Moves: Up 2, Debuts 4, Same 19, Down 0, Adds 11, WKSE, D100, K104, WTLQ, KAMZ, KTUX, KQMO, K093, OK100, WKSF, KKIS-FM, Y100 on, KKRD d-35, KCPX, 96-32, 95ML 40-35, WCIL-FM d-34.

WKSF, KKLS+M, Y100 on KKHD d-9, KDA 9652, 990.L d-909, Woll-PM 059. CHARLIE SEXTON "Beal's So Lonely" (MCA) 32/12 Moves: Up 0, Debuts 1, Same 19, Down 0, Adds 12, WKKS-PM, WKSE, PRO-FM, WMMS, 930, WFMI, KTUX, WHOT, KSKD, WKSF, WHSI, KKLS-FM, WPHD d-38, KHFI on, OKRS on

WKSF, WHSL, KRLS-FM, WHPLD d-38, KHPL on, DK95 on.

INXS "This Time" (Allantity 30:0

Moves: Up 4, Debus 2, Same 24, Down 0, Adds 0, WXKS-FM on, WPHD on, PRO-FM on, 195 on, KOPA on, KZZP 22-20,

WREZ 4-0-37, WZD on, WRNO 0, WKZL on, WRNO 27-25, KCAQ on-dp, KRQ d-28, 95x0x d-37, WHSL 26-25

EUGENE WILDE "Don't Say NO Tonight" (Philip World/Allantic) 25/11

Moves: Up 0, Debus 0, Same 14, Down 0, Adds 11, WQUE - FM, EM102, KZZB, KMGX, KQMQ, WKHI, WJAD, Q101,

WHSL, 99KG, KZQZ, WKSE on, WCAU-FM on, KBFM on, WRQN on.

CFTR on, KPLUS on, U100 on, K105 on, T105 on, T1

WORM MITCHEL "Good Friends" (Geffen) 22/10
Moves: Up 1, Debuts 9, Same 11, Down O, Adds 10, WMMS, Q100, K104, WKRZ-FM, WTLQ, WZLD, WFMI, WRQN, KDON-FM, KZQZ, WFMID on, CKOI on, KFOP 40-35, KFMN on, KGOT on.

FM, KZOZ, WPHD on, CKOI on, KPOP 40:35, KFMN on, KGOT on.
NICK LOWE "I Knew The Bride (When She Used To Rock & Roll)" (Columbia) 21/2

NUMS. LIVINE: "I NORW THE BITIDE (WINER) DATE USED 10 HOCK & HOLL)" (LOUINDIA) 21/12

MOVESS U. 9. DOBUIT 2, Same 7, Down 1, Adds 2, 21/14, KOZE, W. LOC. FM 2.1-19, KCIG 32-28, WGAN or, WKSF on-dp,
KYYY 26-18, WCIL-FM d.23, Y94 30-26, KKXC I-81 13-11, KFRX 30-26, KKRC I-61-3, WSPT 39-32, KYYA 17-15, CK95 d-39.
JON BUTCHER AXIS "Sounds Of Your Voice" (Capitol) 19-07

Movess U. 9. LOBBUS 0, Same 18, Down 0, Adds 0, WXKSF-Mon, WPHD 39-33, CKO I on, PRO-FM on, WMMS on, WKEE on,
WRCK on, WFM on, WRAN on, KFS 60 n, KMSK on, Clot on, OK95 on.

ROBERT PALMER "Discipline Of Love (Why Did You Do II)" (Island) 18/0

MOVESS IN 2, DAVIDERS Sames 16 frown 0 Adds 0, WSMS-MS 10-20 CHORN WBCC on WBCC on WBCC.

Debuts 0, Same 16, Down 0, Adds 0, PRO-FM 5-32, 94Q on, Q100 on, WRCK on, WTLQ on, WZLD on, WRNO dp, WOMP-FM 26-27, KSMB on, KKLS-FM on, SLY96 on.

FORTUNE "Stacy" (Camel/MCA) 12/7

s: Up 0, Debuts 0, Same 5, Down 0, Adds 7, WHIT, WPHD, KXX106, WOMP-FM, WJAD, WGLF, WHSL, WGCL on, MS on dp, MSS-0, m, WANS-FM on-dp.

WMMS on-op, WSSX on, WARS-FM OTO).
WRESTLERS "Land Of 1,000 Dances?!!?" (Epic) 10/1
Moves: Un 2, Debuts 1, Same 6, Down 0, Adds 1, WIKZ, WXKS-FM on, Q105 21-18, WRQN on, KQXR on, WGUY d-34,

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 antistfitie (label) designation includes the total number, how many added it for the first time this week. Moves indicate the type of activity his week? Or upward chart reverement. Same for sideways or conflicted incharted activity, Dom for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels. NOTE: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart positions on those stations reporting them, to debut on the CHR National Airplay/40. CHR Rotation Criteria — Fulltime Adds and/or Ons: four plays in a 24-hour period, three of them before midright. Davoarted Adds andfor Ons: four plays in a 24-hour period, three of them before midright. Dayparted Adds and/or Ons: two plays in a 24-hour period, both of them before midnight.

> Parallels Begin on Page 73 Adds & Hots Begin on Page 71 P-1 Playlists Begin on Page 68

SANDY GALLIN OF

GALLIN · MOREY · ADDIS

IS

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TO

ANNOUNCE

THE

WORLDWIDE

MANAGEMENT

Neil Neil Mandona



CONTEMPORARY HIT RADIO

MR. MISTER/Broken Wings (RCA) 2 LIONEL RICHIE/Say You, Say Me (Motown) PHIL COLLINS & MARILYN MARTIN/Separate Lives (Atlantic) ■ EDDIE MURPHY/Party All The Time (Columbia) 5 SIMPLE MINDS/Alive & Kicking (Virgin/A&M) ARCADIA/Election Day (Capitol) 2 ZZ TOP/Sleeping Bag (WB)
12 3 JOHN COUGAR MELLENCAMP/Small Town (Riva/PG) 9 HEART/Never (Capitol) SCRITTI POLITTI/Perfect Way (WB) 19 15 13 TKLYMAXX/I Miss You (Constellation/MCA) 16 CARS/Tonight She Comes (Elektra) N&A Begins on Page 78 DIRE STRAITS/Walk Of Life (WB) ELTON JOHN/Wrap Her Up (Geffen) STEVIE NICKS/Talk To Me (Modern/Atco) 40 31 20 10 DIONNE & FRIENDS/That's What Friends Are For (Arista) 17 STARSHIP/We Built This City (Grunt/RCA) SURVIVOR/Burning Heart (Scotti Bros./CBS) 38 30 22 B STING/Love Is The Seventh Wave (A&M) **™ KOOL & THE GANG**/Emergency (De-Lite/PG) 24 20 C. CLEMONS & J. BROWNE/You're A Friend Of Mine (Columbia) 10 22 THOMPSON TWINS/Lay Your Hands On Me (Arista) 17 23 ARETHA FRANKLIN/Who's Zoomín' Who? (Arista) BRYAN ADAMS with TINA TURNER/It's Only Love (A&M) GLENN FREY/You Belong To The City (MCA) WHAM!/I'm Your Man (Columbia) PAUL McCARTNEY/Spies Like Us (Capitol) SHEENA EASTON/Do It For Love (EMI America). STEVIE WONDER/Go Home (Tamla/Motown) WANG CHUNG/To Live And Die In L.A. (Geffen) NIGHT RANGER/Goodbye (Camel/MCA) TA MARA & THE SEEN/Everbody Dance (A&M) DEBUT JELLYBEAN/Sidewalk Talk (EMI America) PETE TOWNSHEND/Face The Face (Alco)

DEBUT P PAT BENATAR/Sex As A Weapon (Chrysalis) DEBUT BILLY OCEAN/When The Going Gets Tough (Jive/Arista) BREAKER BRUCE SPRINGSTEEN/My Hometown (Columbia)
OFFILIT
COREY HART/Everything In My Heart (EMI America) DEBUT COREY HART/Everything In My Heart (EM
DEBUT STARPOINT/Object Of My Desire (Elektra) DEBUT MIAMI SOUND MACHINE/Conga (Epic)

ADULT CONTEMPORARY

LIONEL RICHIE/Say You, Say Me (Motown) DIONNE & FRIENDS/That's What Friends Are For (Arista) MR. MISTER/Broken Wings (RCA) JAMES TAYLOR/Everyday (Columbia) KLYMAXX/I Miss You (Constellation/MCA) PHIL COLLINS & MARILYN MARTIN/Separate Lives (Atlantic) STEVIE WONDER/Go Home (Tamla/Motown) 13 B DIRE STRAITS/Walk Of Life (WB) GLENN FREY/You Belong To The City (MCA) 10 KENNY ROGERS/Morning Desire (RCA) N&A Begins on Page 59 15 D JACK WAGNER/Too Young (Qwest/WB) 11 12 ABC/Be Near Me (Mercury/PG) 8 13 FREDDIE JACKSON/You Are My Lady (Capitol) STEVIE NICKS/Talk To Me (Modern/Atco) 24 22 17 BARRY MANILOW/In Search Of Love (RCA)
29 25 20 JOHN COUGAR MELLENCAMP/Small Town (Riva/PG) 8 12 17 ARETHA FRANKLIN/Who's Zoomin' Who? (Arista) POINTER SISTERS/Freedom (RCA) 14 19 TEARS FOR FEARS/Head Over Heels (Mercury/PG) BARBRA STREISAND/Somewhere (Columbia) 22 21 21 BRYAN FERRY/Don't Stop The Dance (WB) 33 28 SADE/The Sweetest Taboo (Portrait/CBS) 37 31 29 3 STING/Love Is The Seventh Wave (A&M) 11 13 16 24 DAVID FOSTER/Love Theme From "St. Elmo's Fire" (Atlantic) BREAKER BILLY OCEAN/When The Going Gets Tough (Jive/Arista)
BREAKER WHITNEY HOUSTON/How Will I Know (Arista)
THOMPSON TWINS/Lay Your Hands On Me (Arista) DEBUT DEBARGE with DeBARGE/The Heart Is Not So Smart (Gordy/Motown) BREAKER MAURICE WHITE/I Need You (Columbia)

BREAKER @ BRUCE SPRINGSTEEN/My Hometown (Columbia)

AOR TRACKS

eeks	Wee		reek		
	5	3	3	0	STEVIE NICKS/Talk To Me (Modern/Atco)
	6	4	4	0	PETE TOWNSHEND/Face The Face (Atco)
	3	2	1	3	SIMPLE MINDS/Alive & Kicking (Virgin/A&M)
	1	1	2	4	CARS/Tonight She Comes (Elektra)
	12	10	7	0	MIKE & THE MECHANICS/Silent Running (Atlantic)
	13	7	5	6	PAT BENATAR/Sex As A Weapon (Chrysalis)
	10	g	8	0	ASIA/Go (Geffen)
	11	11	10	8	ZZ TOP/Can't Stop Rockin' (WB)
	2	5	6	9	JOHN C. MELLENCAMP/Small Town (Riva/PG)
	4	6	9	10	ZZ TOP/Sleeping Bag (WB)
	22	15	11	0	SURVIVOR/Burning Heart (Scotti Bros./CBS)
	19	16	12	Ď	WANG CHUNG/To Live And Die In L.A. (Geffen)
	55	37	23		MR. MISTER/Kyrie (RCA) Begins on Page 63
	27	19	16		ALARM/Strength (IRS/MCA)
RE		AK	ER	1	ZZ TOP/Stages (WB)
		17	15	16	STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Change it (Epic)
	21	20	17	1	DIVINYLS/Pleasure And Pain (Chrysalis)
	28	22	19	(II)	RUSH/Manhattan Project (Mercury/PG)
	43	26	20	1	PETE TOWNSHEND/Give Blood (Atco)
RE	F	١K	FR	20	STEVIE NICKS/L Can't Wait (Modern/Atco)
-		29	24	a	DREAM ACADEMY/Life in A Northern Town (hepitse/vvb)
	7	8	14	22	RUSH/The Big Money (Mercury/PG)
	8	12	13	23	INXS/This Time (Atlantic)
	29	25.	25	20	JONI MITCHELL/Good Friends (Geffen)
	9	13	18	25	DIRE STRAITS/Walk Of Life (WB)
	_	_	53	26	BRUCE SPRINGSTEEN/My Hometown (Columbia)
	33	27	27	27	LOVERBOY/Dangerous (Columbia)
		14	21	28	C. CLEMONS & J. BROWNE/You're A Friend Of Mine (Columbia)
	_	_	50	2	To Do A Dook & Poll Star (MCA)
	39	35	31	0	OTA DOLLD (Count (DCA)
_	_	_	_	-	

BLACI	(JURBAN				
FUGENE WILDE/Don't	Say No Tonight (Philly World/Atlantic)				
	out (MCA)				
7 4 1 2 NEW EDITION/Count Me O	av Me (Motown)				
CUEN A E/A Lovo Bizarro (V	VR)				
- LOLEV/JACDED/ICLEV/Cara	avan Of Love (CBS Associated)				
READY FOR THE WORLD/Digital Display (MCA)					
26 20 11 DIONNE & FRIENDS/That'	PLONNE & EDIENDS/That's What Friends Are For (Allold)				
A JETS/Curiosity (MCA)	ETS/Curiocity (MCA)				
BERNARD WRIGHT/Who	PERMARA WRIGHT/Who Do You Love (Manhattan)				
KOOL & THE GANG/Emer	gency (De-Lite/PG)				
STEVIE WONDER/Go Hom	e (Tamia/Motown)				
DATTI ALISTIN/Honey For	The Bees (Uwest/WB)				
EVELYN "CHAMPAGNE"	KING/Your Personal Touch (NCA)				
24 21 16 SILEY BROTHERS/Colder	Are My Nights (WB)				
34 24 17 STARPOINT/What You Bee	n Missin' (Elektra)				
28 20 1 ATLANTIC STARR/Secret	Lovers (A&M)				
28 SADE/Sweetest Taboo (Port	rait/UBS)				
12 6 7 18 WHITNEY HOUSTON/Thir	IKING ADOUT YOU (AIISIA)				
23 22 19 19 VAL YOUNG/Seduction (Go	African (Atoo)				
6 5 6 20 SYSTEM/This Is For You (Mirage/Alco)					
39 30 24 ARISTS UNITED AGAINST APARTHEID/Sun City (Manhattan) 39 30 24 TEMPTATIONS/Do You Really Love Your Baby (Gordy/Motown)					
FILL FORCE (Alico Man)	You just For Me (Columbia)				
WARRIE (Condition Of The	Heart (Arista)				
36 31 27 KASHIF/Condition of the	One (BCA)				
BREAKER FIVE STAR/Let Me Be The	e Baby (Capitol) N&A Begins on Page 52				
MINIAMO II of My Poople G	n (Qwest/WB)				
= 36 31 WINANS/LET My Feople of	ance (RCA)				
DDINCECC/Cov I'm Vour	#1 (Next Plateau)				
DOINTER SISTERS/Freed	om (RCA)				
CHOICE MCs 1/FRESH GO	RDON/Gordy's Groove (Mayberry) (10mmy 80y)				
15 15 21 32 TEDDY PENDERGRASS/	Never Felt Like Dancin' (Asylum)				
WINDTIC BLOWN I Ruled	The World (Mercury/PG)				
GRACE JUNES/Slave 10	THE KITYCHITI (IVIAIIII attail/Isiana)				
25 CHERRELLE/YOU Look GO	ood to Me (tabu/CBS)				
DOCANED OF EREDDIE JACKSON/He'l	I Never Love You (Like I Do) (Capitol)				
37 ARETHA FRANKLIN/WIII) & COOMING AALIO (VILISIE)				
MAURICE WHITE/I Need	You (Columbia)				
YARBROUGH & PEOPL	ES/Guilty (Total Experience/NCA)				
DEBUT O'JAYS/What A Woman	PIK/Mannattan)				