

CONTENTS:**HOW DOES RADIO GET INVOLVED**

Full instructions on how you can get your station to be a part of the **Hands Across America** project.

COKE ANNOUNCES AWARDS PROGRAM

Stations are eligible for awards as **Coca-Cola USA** sponsors a recognition program to reward broadcasters for their creativity.

STATE DIRECTORY

A list of **Hands Across America State Directors**, their addresses, phone numbers and assistants. A great aid in maximizing your involvement with the program.

UNITED STATIONS RADIO NETWORKS LEAD THE WAY

United Stations Radio Networks are producing daily news/information updates as well as two major specials to heighten participation in the project.

TECH SPECS

Daily satellite program feeds are available to all participating stations from USRN. Here are all of the details you need to get hooked up.

GET TO KNOW YOUR LOCAL BOTTLER

Coca-Cola bottlers are embarking on an active public relations and promotion campaign you should be involved with to extend your local **Hands Across America** effort.

**THE MISSION****Let's Fill The Line**

There's no shortage of excitement about **Hands Across America**. The mental image of over 6,000,000 Americans gathering together on Sunday, May 25th and linking hands to form an unbroken line stretching from coast to coast is as staggering as it is awe-inspiring. It is an enormous undertaking which contains an equally enormous reward: raising up to \$100 million to combat hunger and homelessness here in America.

We Can Make It Happen

Hands Across America is a natural for radio. It's very simply a human chain forged of city-length links. No medium has more consistently mobilized the community than radio. And here's another outstanding opportunity for us to demonstrate radio's incomparable rallying power for one of the most pressing causes in our country today.

Fill The Line

An important aspect of entire **Hands Across America** project is ensuring that the line is unbroken. There are areas of our country, particularly in the Southwest, where the geography is greater than the resident population. We must make sure that we have enough people

Two Special Broadcasts Support Daily Programming

United Stations Radio Networks and **Coca-Cola USA** will be supporting daily programming over the **Coca-Cola Hands Across America Radio Network** with two special broadcasts.

A one-hour program will be distributed via satellite and disc in early May. The special will span all radio station formats.

The program will heighten listener awareness on the local level, creating a national obsession to join the line on May 25. Celebrities from among the more than 1,000 who have en-

dorsed the project will share stories of their own commitment and discuss the importance of individual participation.

Three Hours Live

In addition, **United Stations** and **Coca-Cola USA** will produce a live, three-hour program on the May 25 culmination of **Hands Across America** campaign — the day America joins hands in spirit as well as in fact.

Beginning at 1pm Eastern Daylight Time, this special is destined to become the most listened-to radio program in history.

The three-hour program will also transcend format boundaries. Co-anchored in New York and Los Angeles, the special will feature some of the entertainment world's biggest stars as in-studio guests. Interviews with celebrities in other parts of the country, along with live news feeds from key locations along the line will create a panoramic sound picture of the event as it unfolds.

These programs will be offered to all stations on a non-exclusive, non-affiliated basis via a series of feeds on satellite Satcom 1-R, Transponder 19. The specials will be produced by Ed Salamon, executive vice-president for programming at **United Stations**, in association with **Coca-Cola USA**.

Join Us!

Bill Cosby Kenny Rogers



Lily Tomlin Pete Rose

"Millions and millions of Americans go hungry every day... I hope I can count on your support for just one day."

—Bill Cosby

"Hands Across America is an immediate opportunity for each American to take direct action."

—Kenny Rogers

"Hands Across America is your chance to stand up for your beliefs — to take a stand toward ending hunger and homelessness here in our own country."

—Lily Tomlin

"No question. **Hands Across America** is the biggest event of 1986."

—Pete Rose

All Of The Elements For Success Are In Place

Back in 1976, as a symbol of unity during the nation's bicentennial celebration, Marvin Rosenbloom, a young Chicago attorney, had the vision of an unbroken line of Americans stretching from coast to coast. While his vision was commendable, his execution proved unsuccessful.

Last September, flush with the amazing results of "We Are The World" and "Live-Aid," Ken Kragen picked up the "Hands Across America" banner and decided to make it happen for the hungry and homeless here in our own country. Marvin told Ken it didn't happen in 1976 because he was missing two things: the money and the cause. "I had the cause, and **The Coca-Cola Company** came forward with the money," Ken said.

Recognizing the validity and credibility of the project, **The Coca-Cola Company** became co-producer of the event along with **USA For Africa**. The Company has committed substantial program funding and has launched a massive public rela-

tions and promotion campaign nationwide using its system of independent **Coca-Cola** bottlers.

Sure Of The Line

Following the lead of **Coca-Cola**, some 20 additional companies have come forward to get involved in the project. Adding their luster to the program are such blue-chip organizations as **American Express**, **J.C. Penney**, **Compaq Computers**, the **MTV** channels as well

as **Nickelodeon**.

Ken evidenced his confidence in the success of the line by summing up his feelings this way, "I was in a meeting in New York when I realized that in that room we had **Coca-Cola**, the **United Stations Radio Networks** and **Radio & Records** all pledging their total involvement. I knew that on May 25th, with the radio participation they would help generate, the line will be filled."



Pictured (l-r): Nick Verbitsky, Tony Tortorici (Coca-Cola USA Director of Public Affairs), Ken Kragen, and Dick Clark.



You Can Make It Happen!

Brian G. Dyson
President

Coca-Cola USA
Division of
The Coca-Cola Company

February 21, 1986

Dear Radio Executives:

We at Coca-Cola USA have begun the most permeating consumer communications program in the history of our Company...all to support one of the worthiest programs ever conceived, Hands Across America.

But we need the rallying power of radio to help us make it happen. Radio can make the difference. Radio can fill the line.

One measure of a country's greatness is how it treats its less fortunate. The beneficiaries of this great project will be not only America's hungry and homeless. The beneficiaries will be every American, especially the more than six million people who will share the thrill of participating in the line on May 25.

This project will succeed because it must succeed. And I can assure you, all the heritage, strength and emotion of the Coca-Cola system will mobilize behind this magnificent activity.

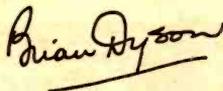
Hands Across America is this country at its best, Americans helping Americans; Coca-Cola and radio in a partnership to continue a long-standing tradition of making things happen...making things better.

In this section, we have told you of the daily programming, specials and other exciting tie-in opportunities for every radio station in America. We are asking you to join us on the Coca-Cola Hands Across America Radio Network.

The USA for Africa organization has the integrity and expertise to come as close as anyone to making it happen. They are going to do it with our help...and we are going to do it with your help.

It's one of those moments in history that everyone will want to be a part of. Coca-Cola belongs...and radio belongs...smack in the middle of it.

Sincerely,



P.O. Drawer 1734
Atlanta, GA 30301
404 676-4934

Brian G. Dyson
Sr. Vice-President, The Coca-Cola Company
President, Coca-Cola USA



I N S I D E:

NRBA: THE MERGER VOTE PROSPECTS

On the eve of the NRBA Board vote on the NAB merger issue, Brad Woodward sizes up the situation and forecasts struggles ahead for key NAB radio posts. Page 12

A PRESCRIPTION FOR MUSIC ON AM

United Broadcasting's Bill Parris has some candid but hopeful words for AM broadcasters. Page 23

RATINGS RISE FOR JAZZ IN L.A.

KKGO has boosted its ratings to their highest level ever. The contributions to this achievement are profiled by Barbara Barnes. Page 50

IN THE NEWS THIS WEEK

- Gerry House does mornings at KLAC
 - Andy Bickel PD at KLZZ-AM & FM
 - Nick Marnell Station Manager at KNUS & KBPI
 - Chris Miller OM for KQZY's new AC format
 - Philly World now MCA custom label
 - Chris O'Kelly VP at SunGroup
 - Pam Wells PD at WHRK
 - KAAM goes MOYL
 - Robert Russo GSM at WWKB
 - Duffy buys KONO & KITV
 - Merrill Lynch Media Partners formed
 - Mid America to sell off stations
- Page 3, 10

A LOOK AT THE COUNTRY BOOK

Lon Helton checks out the ratings of a dozen hot Country markets for a concise analysis of their results. Page 51

MARKETING MUSIC TODAY

Kicked off last week with Chrysalis President Jack Craig's interview, Adam White examines marketing in the record industry, talking this week with RCA's Michael Omsansky and PolyGram's Harry Anger. Page 35

BEATING THEM ALL IN BEANTOWN

WBZ and WHDH are leading the AC pack in Boston, and they're both on AM to boot. Senior Associate Editor Hurricane Heeran takes a look at the top-rated tandem. Page 47

MARKETING RADIO TODAY

There's a new breed of consultant on the horizon — the marketing/promotion specialist. You'll meet one of them, Margie Poole, in Harvey Mednick's column this week. Page 28

NEXT WEEK IN R&R

R&R looks at new technology: CD applications for radio and the latest satellite developments.

Newsstand Price \$5.00



Chrysalis Sets Glass As VP/Promotion

Chrysalis Senior Director/National Promotion Daniel Glass has been elevated to VP/Promotion. In the post, he oversees the label's entire promotion staff, including eight regional promotion managers, and the video department.



Daniel Glass the right job."

Chrysalis VP/Marketing Rick Debbis, announcing the appointment, commented, "Danny is a skilled strategist and motivator, and also a streetwise and radio-astute closer. As Chrysalis moves into its most fertile period of product releases, he's the right man in

Glass joined the company in 1983 as Director/New Music Marketing, and subsequently worked in a variety of radio and club promotion posts. He was named National Promotion Director two years ago, and Senior Director last April. GLASS See Page 4

CBS DISTRIBUTES WEINTRAUB LABEL

Greenberg Heads Revived UA

At presstime, it was announced that United Artists Records, rumored recently to be on the brink of revival, will be distributed by CBS. Mirage Records cofounder/President Jerry Greenberg will serve as President of the label. UA is a subsidiary of United Artists Corp., whose Chairman is longtime artist manager Jerry Weintraub.



Jerry Greenberg

Although the official statement does not account for the fate of Mirage and its acts, industry sources indicate that Mirage's distributor Ates and sister label Atlantic will promote and market Shannon, the System, Charlie, Gary Moore, and other Mirage artists, many of whom have just-released product out. Mirage may survive as a logo on future releases by these artists, but will apparently

association with CBS is one in which I am particularly proud. (CBS Records Group President) Walter Yetnikoff's belief in the new UA means it is already a formidable label."

association with CBS is one in which I am particularly proud. (CBS Records Group President) Walter Yetnikoff's belief in the new UA means it is already a formidable label."

In a similar vein, Yetnikoff stated, "Jerry Weintraub has earned his reputation as one of the top executives in the entertainment industry, and Jerry Greenberg brings the company the talents of a first-rate record man."

Discussing Greenberg, Weintraub added, "His ability to

GREENBERG See Page 4

Singleton MCA VP



Ernie Singleton

MCA Director/Black Music Promotion Ernie Singleton has been named VP/Black Music Promotion. In this newly-created post, he's responsible for the national promotion of all the label's releases to B/U and jazz radio.

Commenting on the appointment, MCA Sr. VP/Black Music & Jazz Jheryl Busby said, "The SINGLETON See Page 4

NBC NETS DIVESTED

GE Seeks Waivers On NBC Stations

General Electric has asked the FCC for waivers allowing it to retain five NBC radio stations for 18 months after it completes its \$6.3 billion takeover of NBC's parent, RCA, this summer or fall.

The stations, which must be divested if GE is to keep television outlets in the same markets, are WKYS/Washington, WNBC & WYNY/New York, and WMAQ & WKQX/Chicago.

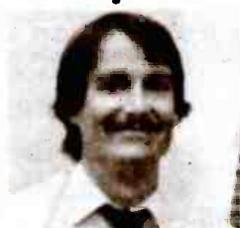
In November Cap Cities/ABC had no trouble winning similar waivers to hold onto seven major market stations for an extra 18 months after its January

merger.

NBC also raised the prospect in its FCC filing that it has not ruled out the possibility of divesting the NBC Radio, Source, and Talknet radio networks. GE said it would weigh "the extent to which operation of the present NBC radio networks requires or is substantially dependent on ownership of radio stations in the largest markets."

If divestiture of stations hurts the networks' ability to serve the public, GE said, the 18-month waiver period might be needed to line up buyers for the nets as well as the stations.

Van Stone Nationwide Group PD



Dave Van Stone

KWSS/San Jose PD Dave Van Stone has been elevated to the new position of Group PD for parent Nationwide. He'll continue to program the San Jose CHR, while supervising the programming of the group's 14 other stations.

Nationwide VP/Radio Steve Berger told R&R, "Dave's continued to demonstrate his skills at programming and organization, and so his reward is to oversee all our properties in the area of music, programming, and talent. He'll also be called on to evaluate possible acquisitions for the company."

VAN STONE/See Page 4

Doubleday To Sell WHN, WAPP, WAVA

Doubleday has announced it will accept bids on its remaining outlets, Country/CHR combo WHN & WAPP/New York and CHR WAVA/Washington. Wertheim & Co., a New York investment banking firm, will solicit bids and handle the transactions for Doubleday, which has been in radio since 1988.

Former Doubleday President Gary Stevens, now First VP with Wertheim, will be the agent of record for the deals,

which are expected to exceed a combined \$50 million, WHN & WAPP are slated to be sold as a combo, but a separate buyer for WAVA may be considered, although Doubleday has a package deal in mind.

Doubleday acting President and General Counsel Gerard Tuser told R&R, "Our decision to sell came in a couple of stages, beginning with a reorganization of management last September. We started to

DOUBLEDAY/See Page 4

NOTE FROM THE PUBLISHER

Radio's Helping "Hands"

Hands Across America is starting to accelerate, and we're proud to be working with Coca-Cola, United Stations, and the Hands Across America folks to make it a reality. Watch this



space in coming weeks for news updates and information on how you can help the project. We need your help; as everyone is learning, nothing happens in America until radio takes a hand!

— Dwight Case

Why KKDA chooses to use the best:

“Lots of companies do research. We don't just need research, we need great strategy and there is only one company to go to for that.”

“At K-104 FM in Dallas our ratings have improved tremendously since we started working with The Research Group three years ago. Then, we had a pretty decent 12+ share in the 5s—but we really weren't growing and we were 'neck and neck' with our format competitor.

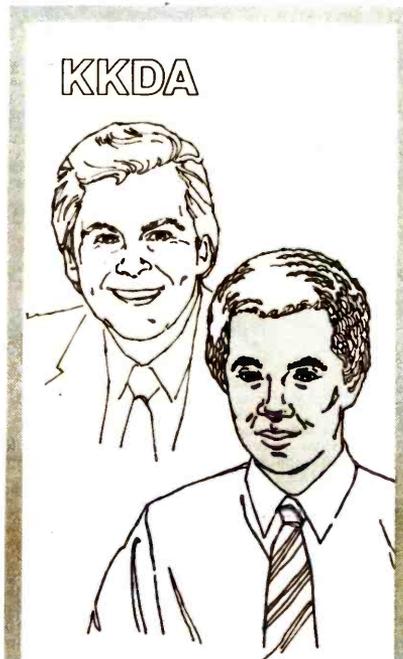
Today, thanks to our partnership with The Research Group, we're up to an 8.7 share 12+. This is the second book in a row in which we've had the highest market share in the station's history. We've out-distanced our competitor, who is down to a 2.0 share 12+, which is their lowest share ever. And our last four books in a row have been the highest in the station's history.

The most valuable thing The Research Group offers is a clear direction for the station—a specific strategy based on the research. We have a great team of people at K-104 and we've all benefited from working with The Research Group. They are responsive to our needs—and always there to help us when we need to act quickly.

The Research Group is more than good researchers—they're strategists who know how to win.”

Michael Spears
Vice President
of Programming
KKDA-FM

Chuck Smith
Station Manager
KKDA-FM



*Fall 1985 Arbitron, AQH Share, M-S, 6A-12M, MSA

In almost every field, there is a company that has *earned* a reputation as the leader.

The Research Group

Radio's Strategic Research Team

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FEBRUARY 21, 1986

SURVEY WARS: BIRCH STRIKES BACK

The battle between Arbitron and Birch continues, with Birch making its own move to continuous measurement. Jhan Hiber examines this newest stroke and its implications for radio.

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Gerry House

House Does KLAC Mornings

Veteran Nashville radio personality Gerry House has signed a three-year contract to do mornings at Malrite's KLAC/Los Angeles, starting next month. House has been host of WSM's "The Walking Crew" morning show since October. Prior to that he spent ten years on WSEX.

KLAC & KZLA OM Bob Guerra told R&R, "We decided when we took over the L.A. properties to bring in the best Country morning man available, and we got him in Gerry House.

"We want to send a signal, not only to the Country industry but to this market, that we are dead serious about reviving country music in L.A. We wanted a guy with a Country background who didn't sound like a hefty 'Country announcer.' He does an adult act while knowing the country acts as well as anybody. He'll give us that contact with the artists and industry. Plus, he's a very funny guy."

House commented, "This is probably the only job I would have

HOUSE/See Page 10

Philly World To MCA In Custom Label Deal

Philly World Records has departed its pressing and distribution deal with Atlantic for a custom label affiliation with MCA. It takes immediate effect, and MCA is assuming promotion and marketing responsibilities this week for Eugene Wilde's current single, "Diana," and album, "Serenade."

Philly World President Peter Pebble told R&R that the worldwide pact was concluded Friday (2-14) with MCA Records & Music Group President Irving Azoff. "We're really looking for MCA to cross us - that was the major reason for the deal," he said. "Jheri Basby and Rich Palmese are the most successful R&B and pop promotion people in the business, and I feel the hookup will be very fruitful for both companies."

Eugene Wilde is Philly World's primary artist, having gone to #1 on R&R's B/U chart twice in 1985

Marnell Appointed Station Manager At KNUS & KBPI

Nick Marnell has been named Station Manager of Sandusky Talk/AOR combo KNUS-KBPI/Deaver. Marnell most recently owned and operated WZST/Leesburg, FL, after four years as GSM at KYW/Philadelphia.

Sandusky Radio President Teney Brooks has been performing GM duties for the combo since mid-1984, when VP/GM Jim Hardy departed, and will continue to hold that position during a transition period he expects to last the rest of the year.

Brooks told R&R, "Since we acquired properties in Tampa and San Diego, I've been trying to wear too many hats, and none of them fit. Nick's background in sales with Group W, an excellent organization, will complement mine in sales and programming."

Marnell's 16 years in radio, along with his ownership and KYW stint, include two years at Group W's former rep arm, RAR, and an Account Executive post at WTAE/Pittsburgh.



Andy Bickel

Bickel PD At KLZZ

After a six-month stint as PD of full-service WIBC/Indianapolis, Andy Bickel has been named PD of AC KLZZ-AM & FM/San Diego, starting in early March.

SBI, Inc. VP Tom Shadok told R&R, "Ed (Shadok, SBI President) and I conducted a nationwide search. People were telling us that if anybody could do the job, it's Andy Bickel.

"This is a tough market. KFMB and B100 are doing great. K-Light (KWLT) is sounding real good - everywhere you turn we've got tough competition. That's why we need a guy like Andy just to stay even with them."

George Johns had been handling the station's programming. Shadok commented, "George is still on board with us. He works for SBI, the corporate entity, as a programming consultant. George is so successful on so many fronts and has so much going on, we both agreed it just wasn't possible for him to spend fulltime in San Diego. Andy is going to be the 'hands-on' guy and George will be in the background."

Bickel commented, "I'm not so egotistical to believe I'm going to go in there and create miracles. They've had good people in there, and I'm just going to go in and do what I enjoy doing - that's program."

BICKEL/See Page 10

Wells PD At WHRK

WHRK (K97)/Memphis morning personality Pam Wells has been promoted to PD, taking over for C.J. Margan, who resigned from the Urban Contemporary outlet, February 7.

An eight-year broadcaster, Wells began her career at KNJQ/Houston working with then-PD Jim Maddox. From there she moved to Chicago, working at WBMX, WVON, and WGCI before arriving at WHRK; she began her present position 18 months ago.

"As a woman, it's nice to know that I work in an organization that will allow my experience to speak for itself and give me a full chance, not an assistantship," Wells told R&R.

"I have a staff of very positive and creative individuals. Now my task is to keep them motivated - not to maintain the 15th spot, but to expand and grow because there are some patterns that look good. I plan to bring in some exciting new promotions and keep 287 involved in the overall national outlook of radio as it is now."

Wells added that Timmy Smith remains Music Director.

FORMAT FLIPS FROM EASY

Miller Becomes OM At AC Convert KQZY

WIOI/Tampa PD Chris Miller has been named OM at Westinghouse's KQZY/Dallas, which switched from Beautiful Music to soft AC last Sunday. Miller, who begins his new post March 3, had programmed Gannett's highly successful Tampa AC since 1982.

KQZY VP/GM Ted Jordana commented, "We were looking for someone with a contemporary background who was experienced in research. Chris has not only been a very successful program director, but has consulted other Gannett stations and brings a good research background as well."

Jordana referred to KQZY's new format as very soft AC, not unlike



Chris Miller

Trastar's Format 41. "It's similar in flavor to the Transtar format," he explained, "but we will be testing our own music locally."

"The problem with a satellite service is that there are certain records that may be wrong for the market. For example, 'New York New York' may be great for New York, but tests terribly in Chicago. Ours will be a homegrown soft AC for Dallas. This is a real departure for Westinghouse, as all the Group W FM's to this point have been Easy Listening. We hope this will

MILLER/See Page 10

SunGroup Sets O'Kelly As New VP



Kris O'Kelly

WEZZ/New Orleans PD Kris O'Kelly has taken the new position of VP/Programming for SunGroup, Inc., beginning March 1. O'Kelly will be based at the company's WXXX/Birmingham and direct its programming himself. Other SunGroup properties are WXXX's sister AM WERC; KEAN-AM & FM/Abilene, TX; KYKX/Louisville, TX; and, pending FCC approval, KAFE & KKSS/Santa Fe-Albuquerque.

John Bomer, Exec. VP for SunGroup and GM for WERC & WXXX, said, "Kris follows in the footsteps of several outstanding predecessors here, including Kevin McCarthy, Smelley Rivers, John Shesby, and Steve Davis. Kris is very much results-oriented, and we're fortunate in attracting talent of his caliber."

O'KELLY/See Page 10

KAAM Ends Oldies For MOYL Format

After three and a half years as an Oldies outlet, KAAM/Dallas has announced plans to switch to Al Ham's Music Of Your Life, beginning March 8.

Explaining the change, KAAM & KZPW VP/Programming John Shesby told R&R, "KAAM had gone as high as a 2.1 share, which was very good for a directional AM at 1310. There are four shares for oldies in this market, split between three stations. FM KLUV got a 3.3, KRQX had a 2.8 with its strong signal, and we didn't show up. So we saw the handwriting on the wall, as we knew that this was a three-year format, at the most.

"We did a study on AM for this market and found an opening for a

KAAM/See Page 10

For The Record

In last week's Hands Across America story, the Coca-Cola executive identified as Brian Dyson was actually Manager of Public Affairs Tony Torterlot.

Menendez Visits Arista Music



RCA/Ariola Exec. VP Jose Menendez visited with executives of the Arista Music Publishing Group in Beverly Hills to discuss the expanded role of music publishing in the RCA/Ariola joint venture. Pictured (l-r) are Professional Manager Frank Petroner, General PM Chris Mancini, Menendez, Arista Music President Billy Mesheh, Arista Music's John Bakdi, PM Ron Handler, and Mesheh's assistant John Young.



ELEVEN YEARS, PLAYING TO SELLOUT CROWDS.

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.

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

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

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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 Without A Doubt.

Gless

Continued from Page 1

Gless said, "I feel fortunate not only to be working with the special talents (on the Chrysalis roster), but to have the two best directors of promotion, Kevin Satter and Steve Brack, at my side."

Doubleday

Continued from Page 1

examine the prudence of selling some of our smaller properties. When the transactions for Denver, Detroit, Minneapolis, and Chicago were completed, we realized some very attractive profits, but decided to keep our New York and Washington properties.

"When Gary decided to leave in December I had been examining the prospects of operating versus selling these stations. But with continued offers and inquiries about them and the attractive prices being offered, it overshadowed any longterm commitments we could make to these facilities. It's taken us a long time to reach this decision."

Van Stone

Continued from Page 1

Van Stone, who was VP/Programming at Western Cities (KWSS's former owner), has also programmed KMJJ & KLUC/Las Vegas and KNST & KRQQ/Tucson (both now Nationwide properties). He said, "I believe we have some of the finest young programmers in the business, which will obviously make my job a lot easier. They all know their markets and will continue to have local autonomy. I'll be around to help when they need."

Along with KWSS and the Las Vegas and Tucson combos, Nationwide owns WPOC/Baltimore, WGAR-AM & FM/Cleveland, KZZP-AM & FM/Phoenix, WNCI/Columbus, KZAP/Sacramento, WKZL/Winston-Salem, and WBJW-AM & FM/Orlando.

Greenberg

Continued from Page 1

develop hit acts, his knowledge of the public's taste in music, and his track record in creatively packaging product will serve the new label well."

Greenberg, who had headed Mirage since 1980 and served as President of Atlantic for seven years previously, said, "Jerry Weintraub has been a trendsetter in the music business. I am extremely excited about this fantastic opportunity to work with Jerry and Tony Thompson, President of UA's Motion Picture and Television Groups."

The new label will be based at the UA Corp.'s Beverly Hills headquarters, with offices in New York as well.

Singleton

Continued from Page 1

fact that MCA has risen to the top of the black music market is due in no small part to Ernie's contributions over the past two years. I'm thrilled to be able to announce his promotion."

Singleton, who was unavailable for comment, joined MCA as Director/Black Music Promotion in March 1984. Previously, he was with PolyGram for seven years, the last four as National Director/Black Music Marketing.

Philly World

Continued from Page 3

with releases by Wilde, Harold Melvin & The Blue Notes, Cashmere, and Joanna Gardner, among others.

MCA was one of three companies with which Philly World was discussing a custom label deal, according to Petullo. Commented Busby, MCA Sr. VP/Black Music & Jazz, "It's a pleasure to welcome the hottest new label to emerge from the City of Brotherly Love and budding superstar Eugene Wilde. We look forward to a long and prosperous relationship."

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Public & Records is published every Friday for \$2.95 per copy (including postage) by the Associated Press, Inc., at 1230 Century Park West, Los Angeles, California 90025. Application to mail at second class postage rates is pending at Los Angeles, California. POSTMASTER: Send address changes to Public & Records, 1230 Century Park West, Los Angeles, California 90025. All reasonable copyright and no responsibility assumed for uncorrected material. RAR reserves all rights in material accepted for publication. All letters addressed to RAR or its Editors will be assumed intended for publication and reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms ACP, Back Page, Breakers, Head Lines, National Attention, Parades, Public & Records, and Street Talk are registered trademarks of Public & Records, © 1985. A subsidiary of Harris-News Communications, Inc.

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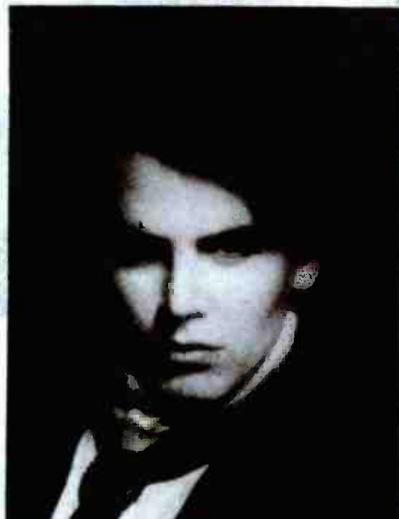
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BILLBOARD HOT 100

7 OF TOP 10/15 OF TOP 20
73% OF ENTIRE YEAR-END CHART

CASHBOX TOP 100 SINGLES

9 OF TOP 10/14 OF TOP 20
71% OF ENTIRE YEAR-END CHART

RADIO & RECORDS TOP 85 OF '85

7 OF TOP 10/14 OF TOP 20
73% OF ENTIRE YEAR-END CHART

ASCAP

THE MOST NOMINATED MUSIC OF 1985

ASCAP & GRAMMY

BEST INSTRUMENTAL COMPOSITION

AXEL F
Harold Faltermeyer*
MIAMI VICE THEME
Jan Hammer
WITH BELLS ON
Thad Jones

BEST CONTEMPORARY COMPOSITION

GLASS: SATYAGRAHA
Philip Glass
WEBBER: REQUIEM
Andrew Lloyd Webber†
**PERLE: SERENADE NO. 3 FOR PIANO AND
CHAMBER ORCHESTRA**
George Perle
STARER: VIOLIN CONCERTO
Robert Starer

LIFETIME ACHIEVEMENT AWARD

The Rolling Stones,† Benny Goodman

BEST RHYTHM & BLUES SONG

FREEWAY OF LOVE
Narada Michael Walden
NIGHTSHIFT
Walter Orange
YOU GIVE GOOD LOVE
Lata

BEST ALBUM OF ORIGINAL SCORE WRITTEN FOR A MOTION PICTURE OR A TELEVISION SPECIAL

BACK TO THE FUTURE
John Colla, Chris Hayes, Huey Lewis, Sean Hopper
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Hawk, Keith Forsey,† Harold Faltermeyer,*
Dan Sembello, Richard Theisen
A PASSAGE TO INDIA
Maurice Jarre**
ST. ELMO'S FIRE
John Parr,† John, Richard Marx, Jay Graydon,
Stephen A. Kupner
WITNESS
Maurice Jarre**

BEST GAST SHOW ALBUM

THE TAP DANCE KID
Robert Lorick, Henry Krieger
VERY WARM FOR MAY
Oscar Hammerstein II, Jerome Kern
WEST SIDE STORY
Stephen Sondheim, Leonard Bernstein

SONG OF THE YEAR

THE BOYS OF SUMMER
Don Henley, Mike Campbell
I WANT TO KNOW WHAT LOVE IS
Mick Jones
MONEY FOR NOTHING
Mark Knopfler†
WE ARE THE WORLD
Lionel Richie

BEST COUNTRY SONG

DESPERADOS WAITING FOR A TRAIN
Guy Clark
FORTY HOUR WEEK (FOR A LIVIN')
Dave Loggins, Don Schlitz
HIGHWAYMAN
Jimmy Webb
**I DON'T KNOW WHY YOU DON'T
WANT ME**
Rodney Crowell
**LOST IN THE FIFTIES TONIGHT
(IN THE STILL OF THE NIGHT)**
Mike Reid, Troy Seals

TRUSTEE AWARD

George Gershwin, Ira Gershwin

*GEMA †PRS **SACEM

Duffy Buys KONO & KITV For \$11 Million

**KONO & KITV/
SAN ANTONIO**
PRICE: \$11 million
BUYER: Duffy Broadcasting, owned by Bob Duffy, Marty Greenberg, and Patrick Delaney, which also holds KRZN & KMLD/Denver and KGSS & KSFM/Sacramento.
SELLER: Mission Broadcasting
DIAL POSITION: 860 kHz; 92.9 mHz
POWER: 5 kw days, 1 kw nights; 100 kw at 450 feet
FORMAT: AC, CHR
BROKER: Americom Media Brokers

**WKAU-AM & FM/
KAUKAUNA, WI**
PRICE: \$1.5 million
BUYER: WinCom Communications Group, principally owned by Don Wintner, which will sell WKAU to comply with FCC duopoly rules (see below). It recently purchased WNFL/Green Bay, WI (R&R, 2/7/86).
SELLER: Forward Communications, principally held by William Simon and Raymond Chambers, which also holds KWLO & KPRW/Waterloo, IA and KVGB-AM & FM/Great Bend, KS.
DIAL POSITION: 1050 kHz; 104.9 mHz
POWER: 1 kw daytime; 1 kw at 480 feet
FORMAT: CHR (simulcast)

WEAW/EVANSTON, IL
PRICE: \$1.2 million
BUYER: Pinnet Communications, owned by Walter Kotaba.
SELLER: Ferus Communications, owned by Lee Hagee (50%), Simon Rosen (25%), and Lind Carl Voth (25%).
DIAL POSITION: 1300 kHz
POWER: 5 kw
FORMAT: Religious/Ethnic
WROD/DAYTONA BEACH, FL
PRICE: \$1.2 million, including a \$100,000 noncomplete agreement.
BUYER: LaPaz Broadcasting, held by Anthony deHaro Welch and his wife Shirley. Welch is a former GM of KRLL/Dallas.
SELLER: Daytona Beach Radio Ltd.
DIAL POSITION: 1340 kHz
POWER: 1 kw daytime
FORMAT: Nostalgia
BROKER: R.A. Marshall & Co.

WKAUKAUKAUNA, WI
PRICE: \$500,000
BUYER: Quinn Martin
SELLER: WinCom Communications, which is spinning off the station (see above).
DIAL POSITION: 1050 kHz
POWER: 1 kw daytime
FORMAT: CHR
BROKER: Blackburn & Co.

Mid America To Sell Radio, TV Properties

Citing a "window of opportunity" comprised of "multiple economic and timing factors," Mid America Media has decided to sell its seven radio stations, including WIRE & WXTZ/Indianapolis, KBEZ/Tulsa, WIRL & WSWT/Peoria, KRVR/Davenport, WKAN/Kankakee, and a Kankakee FM under construction.

Chairman Reva Small declined to name the potential buyers, saying, "We're in the midst of discussions with highly qualified parties. The release of their identities now would be premature." Ted Hapburn Company will handle the radio divestitures.

Merrill Lynch Media Partners Formed

Former ABC executives Elton Rele and Martin Pompadour will head newly-formed Merrill Lynch Media Partners, a limited media partnership for investors interested in radio/TV/cable. A minimum \$5000 investment is required to participate in the partnership, which will reportedly seek acquisitions of 6-8 radio stations, 4-5 TV stations, and 4-5 cable systems in markets 26-100.

CALL SIGN CHANGES

Boulder, CO	KBVL to KHH (effective 3/1)
Denton, TX	KWRP to KWDC (2/12)
Hartford, CT	WMLB to WGAB (3/1)
Indio, CA	KRCO to KQOF (3/1)
Jacksonville, FL	WRXJ to WKTZ (2/12)
Oceanside, CA	KEZL to KQNG (requested)
Panama City, FL	WKSD to WLTO (requested)
Phoenix	KOPA-FM to KBLX (2/5)
Pittsburgh	WHYW to WBYG (3/16)
Providence	WEAN to WVAZ (3/1)
Turlock, CA	KCEY to KYES (3/1)
Woonsocket, RI	WNEP to WNCK (2/13)

House

Continued from Page 3

left WSM and Nashville for. A lot of my friends have said for a long time that I belong in L.A. For what I do and for what I want to do I just couldn't pass it up. It's the right company, time, age, city, and the right dollars."

WSM GM Tom Cassetty said, "We hate to see him go, of course, but we wish him all the best. Gerry got one heck of a good offer and with his writing ability, L.A.'s the place for him to be." Regarding the future of "The Waking Crew" pro-

gram, Cassetty added, "We're still in meetings on what we're going to do and who we're going to replace him with."

On the air at WSM since 1951, "The Waking Crew" is a live show broadcast from the General Jackson Showboat in the Opryland theme park between 7:45-9am each morning. It comes complete with a live band, backup singers, and a studio audience. Cassetty added that there are no plans to change the format of the show, that it's only a matter of who the new host will be.

Explaining KLAC's plans for House, Guerra said, "We're putting him on the AM because we want to make it a winner. We realize this is a tough proposition. There've been a lot of good broadcasters who've had minimal success on the AM band. It's going to take a tremendous marketing campaign, but we're prepared for that."

"We know we've got a huge talent in Gerry. We have him here for three years and can utilize him on the AM, AM/FM, or FM. The key is we still have him whether the AM logo thing flies or not."

According to Guerra, House is the foundation around whom KLAC will be building a morning show. Still to come are a female sidekick, newsmen, and traffic personality.

February 21 was House's last day on WSM. He'll join KLAC on March 3 and will go on the air sometime between then and March 10. After a break-in period, Guerra said the station anticipates launching a major campaign introducing House to L.A. listeners in time for the spring book.

House's contract with KLAC will allow him to pursue his interests in TV, film, and comedy writing on the West Coast. He's currently the cohort of Channel 2/Nashville's "PM Magazine," a featured regular on the Nashville Network's "You Can Be A Star," and a songwriter. Two of his songs have recently been cut by Reba McEntire and Janie Fricke. He's also written comedy bits for Barbara Mandrell's new stage show.

Bickel

Continued from Page 3

Bickel's radio history includes several years as Jefferson-Pilot Communications National PD while programming WBT/Charlotte. He has also worked as a programming consultant, and for a short time, he was GM for a small station.

Miller

Continued from Page 3

be a successful new format prototype for the company."

Miller added, "There's really a need for a format like this here. We'll be shooting for that 35-49 demographic, and it'll make (AC competitors) KVIL and KMGC sound like rockers." Prior to WIOL, Miller had been MD at WMGG/Tampa for two years, and before that was Production Director at Crosstown WFLA.

KAAM

Continued from Page 3

format tailored to the 35+ audience. Being from Philadelphia, I'm familiar with WPEN and its success with MOYL. It was available for this market, and we decided this would be the best long-term format for us. We're very happy about it."

As a result of the change, Shomby added, "Our Asst. PD Jim Thomas is leaving, as are afternoon personality Ross Martin, the board operators, and partners. We'll be hiring someone to run the format and some new staffers, as we plan to have live talent with some automation."

O'Kelly

Continued from Page 3

In addition to WEZB, O'Kelly has also programmed neighboring WQUE-AM & FM, as well as WZGC/Atlanta and WRHY-FM/Montgomery. He told R&R, "The SunGroup stations are all very important, especially our new facilities in New Mexico, but my main priorities are focused on the Birmingham properties. I will eventually hire a day-to-day programmer at KXX106. The station has a great history, and has only recently developed a few problems that need straightening out."

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NRBA VOTE LOOMS

Split Decision Seen Favoring NAB-NRBA Merger

The proposed "unification" of NAB and NRBA into a single association was set to go to a vote of the NRBA Board this week (2/21) in Ft. Lauderdale. While most observers expect the merger plan to pass, it's clear NRBA's decision won't be nearly as smooth as the NAB Board's approval last month.

The general concept of a single radio association enjoys strong support within NRBA. But some board members remain concerned that, as structured, the specific deal on the table doesn't guarantee enough autonomy for radio. These members aren't satisfied with a proposed change in NAB bylaws allowing the Radio Board to act independently of the TV Board if the need arises.

NAB Radio Autonomy Questioned

The dissident viewpoint holds that NAB is an organization which, in reality, is controlled by its bureaucracy and staff, rather than elected board members. The argument goes that radio will always take a back seat unless it gets total financial autonomy within NAB, and has its own president on an equal footing with NAB President Eddie Fritts or a TV president of equal stature.

Even after this week's board vote, NRBA will have to submit the merger to its membership for a vote. NAB must get similar ap-

proval from its members for the bylaws changes that are part of the deal. If all goes well, some officials see the actual unification taking place in four to six weeks, while others say April or May is a more realistic timetable.



Ted Snider



Bev Brown



Jerry Lyman

As if to underscore the fact that the merger isn't a foregone conclusion, NRBA last week announced formation of a search committee to look for a replacement, "if necessary," for Exec. VP Peter Ferrara, who joined WBMW/Washing-

ton last month. Continuing NRBA Services Meanwhile, NAB VP/Radio Dave Paragasi says three NRBA programs will definitely be kept after the merger:

Early Radio Jostling In NAB

Meanwhile, the lines are already being drawn in the forthcoming contest over who will be the radio leaders within the strengthened NAB. Those decisions will be made in June, when the NAB Board, presumably including 12 new members from NRBA, meets in Washington.

Joint Board Chairman Ted Snider, President of KARN & KKYK/Little Rock, is expected to be unopposed for a second term. The current Radio Board Chairman, Federated Media Chairman John Dille III, retires at that time. The only announced candidate to succeed him is the board's present Vice Chairman, KGAS/Carthage, TX President Bev Brown.

Five Seek Radio Vice Chairmanship

The real battle, however, is shaping up in the race to replace Brown as Radio Board Vice Chairman. By NAB tradition, whoever wins that post will most likely step up to the radio chairmanship, and then be in line for the most prestigious position of Joint Board Chairman in 1989.

Even though the election is four months off, there are already five candidates for Vice Chairman, al-

though any other board member, including the 12 who will join from NRBA, are free to jump in prior to the June balloting.

- Current candidates include:
- KVEN & KHEY/Ventura, CA President Robert Fox
 - RKO Radio President Jerry Lyman
 - McDonald Broadcasting President Ken McDonald
 - WATH/Athens, OH President Dave Palmer
 - KHOM & KTIB/Houma, LA VP Ray Saadi

"The real battle is shaping up in the race to replace Brown as Radio Board Vice Chairman."

Kizer 1987 Joint Chairman?

As things now stand, the likely successor to Ted Snider as Joint Board Chairman in 1987 is Peter Kizer, formerly of Evening News Association, now with Broadcast Communications of America, Southfield, MI. He's presently Vice Chairman of NAB's TV Board, and is running for TV Chairman in June.

NEWS BRIEFS

Snider Slams Smokeless Tobacco Ad Ban

NAB is "deeply disturbed and greatly disappointed" with the ban Congress has imposed on broadcast advertising of smokeless tobacco products, NAB Chairman Ted Snider said in a statement last week. He blasted Congress for "singling out radio and television for a discriminatory and basically unfair ad ban."

Snider maintained that "if a product may be legally sold, all media should be allowed to advertise that product in a responsible manner."

Praising broadcasters for their public service efforts over the years, Snider said, "We are always there when needed. Time and again we prove our good citizenship, locally and nationally. It is time this is recognized and time full credit is given, and time to deal with the real issues."

Snider suggested legislators "should be as concerned with First Amendment rights of free speech as they are with solving the issue of tobacco usage."

Two Daytimers Win Fulltime Status

Two daytime-only AMs have recently been granted what daytimers everywhere long for — permission to operate 24 hours a day.

KAPS/WL Vernon, WA will be allowed to switch from 1470 to 680 kHz and broadcast fulltime. Because it will bring more new service to several areas, KAPS won out over Northwest Indian Women Broadcasters, which had filed a mutually exclusive application to build a new AM on the frequency in Portland, OR.

WBZY/New Castle, PA will abandon 1140 kHz, where it has 5 kw daytime-only, to move up the band to 1200 kHz, with 10 kw days and 1 kw nights. A law judge denied a competing application by WHCB/Detroit, which is already fulltime, to take over the new channel and boost daytime power to 50 kw. WBZY won out because, compared to Detroit, New Castle has little local nighttime service.

News Fellowships, Scholarships Available

RTNDA is accepting applications through April 15 for two programs to

aid working broadcast reporters and journalism students through the Radio-Television News Directors Foundation (RTNDF).

Those already working in radio or TV news can apply for two fellowships, which pay \$1000 in educational expenses, plus a free trip to the RTNDA convention in Salt Lake City, August 26-29. One of the fellowships is for those with ROTC or military experience, and an interest in covering military or defense affairs.

Students can apply for seven scholarships (six undergraduate and one graduate) of \$1000 each. Winners will also go to the RTNDA convention, all expenses paid.

For more information contact RTNDA Exec. Director Ernie Schultz at (202) 737-8657.

KAYL Cash Contest Wins NRBA Promotion Award

NRBA has conferred its 1985 "Best of the Best" radio promotion award on KAYL/Storm Lake, IA for a three-week "Mystery Cash" contest that encouraged listeners to ask retailers, "Do you have the KAYL mystery cash?"

KAYL gave clues on-air to help the audience locate 12 individuals who held cash prizes up to \$99. "Retail managers reported being asked as many as ten times a day if they had the KAYL cash," reports Sales Manager Bob Ketchum. "Potential clients that never listened to the station found their customers did. We had people all over town asking their doctor, their minister, their shoe store clerk, their waitress."

BROADCAST Gets \$200,000 Minority Training Grant

NAB's Broadcast Capital Fund (BROADCAST) has won a \$200,000 grant from the U.S. Commerce Department to help train minority broadcast entrepreneurs. Over the period of a year, BROADCAST and the Interracial Council for Business Opportunity will hold workshops in ten cities.

"The focus of the workshops will be practical, hands-on training, based on BROADCAST's five years of financing and servicing minority entrepreneurs in the broadcast field," said BROADCAST Chairman and Berkshire Broadcasting President Don Thurston.

Since being set up eight years ago, nonprofit BROADCAST has funneled \$7.5 million into minority purchases or start-ups of 20 radio and TV stations.

Meanwhile, Knight-Ridder Broadcasting President/CEO Daniel Gold has been named to the BROADCAST board of directors.

Other Key Developments:

• Effective April 1, RTNDA's new address and phone number will be: 1717 K St. NW, Suite 615, Washington, DC 20006; (202) 859-8510. A seventh person will be added to the association's staff when the move is complete.

• The license renewal of KNHC/Seattle, operated by the Seattle Public School System, has been designated for hearing against a competing applicant, the Jack Straw Memorial Foundation.

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Rockin' Behind The Iron Curtain



While a lot of garage bands have been accused of rushin' the tempo, real Russian rock 'n' roll bands have been sent to Siberia since Elvis the First was condemned as a sign of "bourgeois decadence" in the late '50s.

However, as prophesied by Bobby Marchan & the Clowns in their ace Ace recording of 1957, the sons and daughters of Mother Russia will be "Rockin' Behind The Iron Curtain" after all. It seems those crazy kats currently boss jocking at the Kremlin recently opened the first Soviet Union recording studio, specifically set up to record home-grown rock 'n' roll — which Pravda will no doubt claim to be a Ukrainian invention.

Forty of the local three-chord wonders have already signed up to use the Moscow-based "Rock Studio," which is financed by the Ministry of Culture (!) and the Young Communists which, along with Gulag, Sputnik & the Tractors, Vodka On The Rocks, or the Borscht Belters, sound like fitting names for budding red rockers themselves.

How To Play Winning "Telephone Tag"

"Telephone Tag" — that seemingly endless cycle of calls and returned calls that are missed — is an all-too-familiar pastime among those of us in this thing we like to call the communications business. However, a recent issue of the Lake Forest, IL-based "Execu-Time" newsletter gives the following "tips for winning telephone tag," as practiced by the Big Enchiladas.

If the person you want to talk to isn't

in, and you do want that person to call you back, you should first leave a detailed message, explaining what subject of the call. Second, include a time span when you'll definitely be available. Be specific. Third, tell the person taking the message that a failure to reply will be assumed to mean an agreement or consent.

Now if you don't want the other party to call back, you should ask for a specific time when that person will be

available so you can try again. Next, find out if that person can be paged. Finally, ask for the person taking the message to relay the information to your secretary (if you're lucky enough to have one), thereby eliminating the number of players — namely, the boss — in the game.

Travelers Tips (Pt. 2)

To relieve that familiar nagging pain in your ears caused by air travel, the American Physical Fitness Research Institute suggests you avoid alcohol consumption prior to and during flights. Wines, particularly sherry, are the worst forms of liquid courage, as their consumption causes the nose and throat linings to swell, thereby increasing pressure on your inner ears. Meanwhile, a pretiffic precaution: If you experience more than a minor popping in your ears when riding in a descending elevator, you should consult your physician before booking your next flight.

Magnetic Window Cleaner

Boasting barium ferrite ceramic magnets with nearly 20 pounds of pull, the Magna Clean enables you to wipe windows both inside and out at the same time. The magnets hold the unit's outside and inside cleaning pads together through the glass, allowing you to wipe away dirt and grime with the inside pad while the outside pad mirrors your motion.

The Magna Clean works with ordinary liquid window cleaner and includes a safety retriever line to prevent the outside pad from falling. Measuring 4 1/2" x 5 1/2", the unit is priced at \$29.95. (A \$34.95 ver-



sion is available especially for Thermopane windows.) Each unit comes with 200 cleaning pads; an additional package of 400 can also be ordered. Call Hammecher Schlemmer & Company at (800) 543-3366.

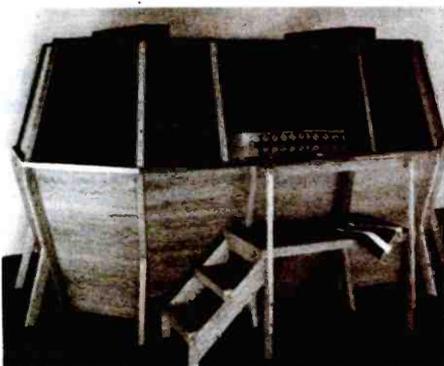
Own Your Own Pool Treadmill

Imagine... your own personal "pool treadmill" in the privacy of your own home. This 7 x 12-foot above-ground indoor pool fits easily in your garage or basement, giving you the convenience of home exercise and the cardiovascular benefits of lap swimming without the space requirements of a full-size pool.

Simply adjust the adjustable, velcro-fastened, nylon-mesh belt around your waist and attach this belt to the side of the pool. Now you can comfortably swim any stroke in place!

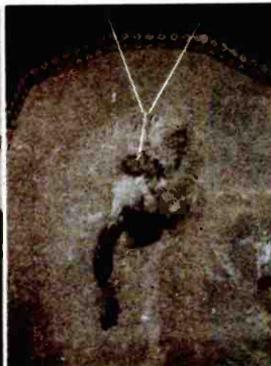
A tension gauge measures and displays the force you exert on a monitor with one-inch LED numerals that can be easily read while swimming. (Incidentally, the pool and monitor can also be used for weighing to determine your percentage of body fat.)

Additional features include an automated chlorine system, circulation pump with timer, heater



with temperature-gauge thermostat control, vacuum hose and handle, three-foot-high acrylic windows, and a top around the pool to prevent spills.

The 2000-gallon-capacity pool is paneled in 1/2"-thick red oak and its exterior walls are lined with vinyl for strength. Priced at \$9850, which includes on-site



assembly and installation anywhere in the continental US, the "pool treadmill" is available via the Hammecher Schlemmer catalog. Phone: (800) 543-3366.

POLLSTAR

TOP 20 CONCERT PULSE

LW TW ARTIST

- | | | |
|----|----|-------------------|
| 1 | 1 | ZZ TOP |
| 4 | 2 | RUSH |
| 3 | 3 | KENNY ROGERS |
| 5 | 4 | TINA TURNER |
| 6 | 5 | ALABAMA |
| 7 | 6 | ACID BAY |
| 8 | 7 | LOVERBOY |
| 9 | 8 | BARRY MANLOW |
| 11 | 9 | HEART |
| 12 | 10 | MOTLEY CRUE |
| — | 11 | AEROSMITH |
| 13 | 12 | DIO |
| 17 | 13 | DAVID COPPERFIELD |
| 14 | 14 | TWISTED SISTER |
| 16 | 15 | SMOKE SMOKE |
| 15 | 16 | KISS |
| 19 | 17 | THOMPSON TWINS |
| 20 | 18 | NIGHT RANGER |
| 18 | 19 | RATT |
| — | 20 | HOWARD JONES |

The CONCERT PULSE is a weekly computerized report ranking each artist by their average box office gross reported per venue. Courtesy of POLLSTAR, a publication of Promoters' On-Line Listings. (800) 344-7383; or in California, (209) 224-2931.

SIGNATURES III

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PRO:MOTIONS

Pettit WLIF NSM

WLIF/Baltimore has appointed Robert Pettit as National Sales Manager. He joined the station in 1983 as an AE. Prior to that, he was GSM at WNAV/Annapolis for one year. His other radio sales stints include AE positions with WNAV and WFBR/Baltimore.

Katz Names

Watson, Mazzarella

Katz Communications, Inc. welcomes Brian Watson as Manager/Corporate Benefits. Watson was most recently a Trust Officer at Citicorp. In other company activity, Peg Mazzarella has been promoted to Director/Management Accounting Systems. She joined the company in 1974 and was promoted to Associate Director of Management Accounting Systems in 1979.

PROS ON THE LOOSE

Rick Beckett — Mornings WAAY/Huntville (616) 453-6611

Jim Bellkamp — News Director KIOA & KMOK/Des Moines (515) 274-4908

Pam Edwards — MD KMET/Los Angeles (818) 762-5812.

Gene Grant — Assistant PD WBZ/Boston (617) 566-1863

John Grappone — Assistant PD WRCN/Long Island (516) 288-2584

Walt Jackson — Mornings WQSR/Baltimore (301) 828-1146

Rick James — PD KIOC/Beaumont (409) 899-9373

Alan Lawson — PD WGRX/Baltimore (301) 661-5393

Ken McCartney — Mornings Y97 (KYRK)/Las Vegas (702) 451-1806

Jay Robbins — Afternoons KKXX/San Antonio (512) 684-4631

Chuck Roberts — PD KTSB/San Antonio (512) 646-6921

Mac Stratton — PD/Mornings KDXU/Salt Lake City (801) 628-6498

Lauer Joins Capitol



Dorene Lauer

Capitol Records has named Dorene Lauer East Coast Director/Media & Artist Relations. She was most recently a Sr. AE at the Howard Blum Organization, and before that she was Manager/Press Relations at MTV and VH-1. Her record industry background also includes publicist positions with A&M, Warner Bros., and Casablanca.

Capitol Relocates O'Connor



Maureen O'Connor

Capitol Records' East Coast Director/Media & Artist Relations Maureen O'Connor has relocated to the label's Hollywood headquarters. Her new title is West Coast Director/Media & Artist Relations. She has been with Capitol for 12 years.

Hoffman Segues To MCA



Janie Hoffman

Janie Hoffman has joined MCA Records as Associate Director/Artist Development & Publicity. For the past two years she was a principal with entertainment management firm Fitzgerald-Hartley Co.

WHBQ Appoints McDonald, Venters

WHBQ/Memphis has promoted five-year station vet Jim McDonald to LSM. He has been involved with radio sales in Memphis since 1970. Also at WHBQ, Wonda Venters has been appointed Director/Retail Sales. Her background includes radio and newspaper advertising, sales, and management.

CHRONICLE

Born To:

• KUBE/Seattle PD Bob Case and wife Leanne, daughter Shelby Elizabeth, February 8.

• KFRE/Fresno PD Bob Mitchell and wife Anne, son Robert Andrew, February 7.

• KFMQ/Lincoln MD Bob Allen and wife Susan, daughter Alexandria, February 8.

• WING/Dayton PD Barry Michaels and wife Terri, son Brian Christopher, January 22.

Married:

• KISS/San Antonio Assistant PD Tom Schepke to Belen Antoinette Puleo, December 26.

CBS Ups Gotimer



Donald Gotimer

Donald Gotimer has been named VP/Finance, CBS Records Operations (U.S.). He moves up from Controller, Operations (U.S.), a post he'd held since 1984. Before that he spent 24 years with General Electric in a variety of assignments, including VP/Finance.

Connors New WRKR LSM

Charlotte Connors has been tapped as LSM for WRKR-AM & FM/Racine's Milwaukee sales office. Prior to joining the stations, she held a similar post at WBCS-AM & FM/Milwaukee. Connors' AE background includes stops at KOAX/Dallas, KNUS/Dallas, and WEZW/Milwaukee.

HNWH Appoints Shelby, Johnson

Hiller, Newark, Wechsler & Howard has appointed Clarence Johnson Regional Manager of its St. Louis office. He comes to HNWH from Scripps Howard and Semalt Communications. His background includes DJ and advertising sales experience with WMC-FM/Memphis, Sales Manager of KKYK/Little Rock, and AE at KXXY/Oklahoma City. Beverly Shelby has been named Regional Manager of the HNWH Chicago office. She spent the past three years as an AE at KYUU/San Francisco. Prior to that, she was a Broadcast Supervisor & Media Director at Cunningham & Walsh and a Media Director at Dancer, Fitzgerald & Sample.

Poche Manages Republic/Houston

John Poche has joined Republic Radio as Manager of its Houston sales office. He was most recently an Account Executive at KRBE-FM/Houston. His sales background also includes positions with KRLY/Houston, KZZB/Beaumont, and WBYY/New Orleans.

CHANGES

Suzanne Johnson, formerly in sales at KTN-TV/Minneapolis, joins KMFY & WAYL/Minneapolis as AE.

Alexandra "Alexa" Buchanan, formerly in sales at Satcom Radio/Los Angeles, joins Mele Radio/Los Angeles in the same capacity.

Frank Hays, joins KFRC/San Francisco as Local Sales Representative.

Doreen Hardy, former AE at KFRC/Houston, joins KFRC/San Francisco as Local Sales Representative.

Jane Cavagnaro, former Marketing Services Manager at Adams Natural Beverage Co./Sacramento, joins KFRC/San Francisco as Retail Sales Representative.

Tony Yoken, formerly in sales at WZXR/Memphis, joins WHBQ/Memphis as AE.

Michael Frohm, former AE at Blair/RAR, Los Angeles, joins WRS/New York as same.

Rick Galliani, former owner of Katz Printing/San Francisco, joins KMEL/San Francisco as AE.

Jo Ann Spaziani, formerly at KITS/San Francisco, joins KYUU/San Francisco as AE.

Matt Wong, formerly with KCBS/San Francisco, joins KYUU/San Francisco as AE.

Jeff Dreher, former Account Manager at William Hoelsken Co./San Ramon, CA, joins KYUU/San Francisco as AE.

BIO MEMO	TO	AIR DATE	TIME
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	FROM	AREA CODE	NUMBER
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MESSAGE	STING ON MARY TURNER'S "OFF THE RECORD SPECIAL"		
	ROCK RADIO'S TOP MUSIC & INTERVIEW PROGRAM		
	FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY		

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NAVARRE
CORPORATION



By now you've heard all the space shuttle jokes, but when KRLA/LOS ANGELES morning man **EMPEROR BOB HUDSON** quipped on-air that the tragedy was linked to "freebasing Tang," he and sidekick **BUCK BUCHANAN** were immediately suspended, then fired. "I shouldn't have said it," admitted Bob. "I never worked for a nicer guy than (PD) **MIKE WAGNER**," he added, speculating that the decision to terminate the tandem was a corporate one.

DC101/WASHINGTON is still feeling the heat over morning man **GREASEMAN**'s bit about **MARTIN LUTHER KING** (see last week's S.T.). University students are continuing to picket the station, and Channel 20 TV has reportedly also withdrawn its account from the AOR station.

While it's true that **LIONEL RICHIE** and manager **KEN KRAGEN** did part company Feb. 5, *Daily Variety* reports that on Valentine's Day (appropriately enough) the two met in L.A. and have since resumed their working relationship.

After over 20 years as Chicago's top morning personality, **WGN's WALLY PHILLIPS** is opting to get a little more sleep. Later in the year (perhaps this summer) he'll drop his wakeup duties for a different shift. His replacement? PM driver **BOB COLLINS**, who's been doing more and more AM fill-in. A 'GN spokesman said Wally's (understandably) "a little tired" of getting up so early every day.

Across town, **STEVE DAHL & GARRY MEIER** are expected to start afternoons on **WLUP** Monday (2/24). Chicago papers say owner **HEFTEL** is looking to buy an AM in town to house the duo . . . Meanwhile, **JOHN LANDECKER** has left mornings at **AOR WCKG** for evenings at **WLS (AM)** (he worked there in the mid-'70s before leaving for Toronto and then returning to Chicago at the Loop in '83 . . . remember his legal snafu when 'LS tried to block him?). So **WCKG** has shifted **JOHN FISCHER** to mornings and upped parttimer **RAY SHERMAN** to nights for now, but **PD DON DAVIS** is accepting T&Rs.

"It looks like a piece of pasta," reported **KOIT-AM & FM/SAN FRANCISCO** VP/GM **CHUCK TWEEDLE**, describing the AM's 456-foot tower, which collapsed during last weekend's 115-mph windstorms, which also briefly knocked neighbor **KYA** off the air. **Chuck** praised KOIT's "top-drawer" Chief Engineer **MICK RUSH**, who, with the volunteer aid of seven competitor CEs, had the AC outlet running again in only five hours.

KMET/LOS ANGELES has changed MDs, with **JUDY McNUTT-FREEDMAN** replacing **PAM EDWARDS**. Judy's reunited with **PD LARRY BRUCE**, for whom she was once MD at **KGB/San Diego** . . . At **KSRH/HOUSTON**, ex-**KDKB/PHOENIX** **PD WARREN WILLIAMS** has been named MD . . . And former **WXRT/Chicago** MD **JOHN MRVOS** has left **ARISTA's** A&R department for a similar post at **EMI**.

Talk about musical chairs! The black music upheaval among the majors just won't quit. The latest is that **ROWENA HARRIS** has left as **POLYGRAM's** VP/Urban-Black Promotion. She joins a lengthening list of execs exiting in recent weeks: **CORTEZ THOMPSON (WB)**, **MICHAEL KIDD (RCA)**, **VERNON SLAUGHTER (COLUMBIA)**, and **BOB GOODING (QWEST)**. New to key posts are **RUBEN RODRIGUEZ (COLUMBIA)** and **ALONZO MILLER (MCA)**, and we're also waiting word on who'll get the top **EMI AMERICA** black music A&R post to work alongside recently recruited (from Columbia) Director of Promotion **MICHAEL JOHNSON**.

The legal volleys between **UNITED STATIONS RADIO NETWORKS** and **IS INC.** have become so complicated that we'll skip the preliminaries and provide highlights at the end of the match. For the record, "Countdown USA" is on the air, and there'll be an appeal hearing later this spring. Film at eleven.

Was that **HARRY LYLES** (ex-Station Mgr. at **WVKO & WSNY/Columbus**) being fitted in a Versace jacket? Word is he'll fly south to rejoin his former boss **STEPHEN JOOS** as **PD** at **WAIM/MIAMI**.

If you're applying for that vacant **B97/NEW ORLEANS** CHR PD job, you'll need **EZ COMMUNICATIONS'** new phone number (703-591-1000) to reach VP/Programming **DAN VALLIE**. He's moved to the same new building which now houses **B106/ WASHINGTON: 10800 Main St., Fairfax, VA 22030**.

In Country news, **KWJJ-AM & FM PORTLAND** **PD BOBBY SHERMAN** has stepped down but will continue doing afternoons for the Country outlet. **MD MARK ANDREWS** is now interim **PD** . . . **SAM WEAVER's** the new MD/evening man at **WUSN/CHICAGO**, joining from crosstown **WJPC**. **NIKKI COURTNEY's** moved from evenings to middays, replacing **DON WADE**, who left for **WLS** . . . And **J.J. JACKSON**, a 12-year vet of **WQXI (AM)/ATLANTA**, is now doing mornings at **KSON-AM & FM/SAN DIEGO**.

Continued on Page 18

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ACTIVE ROTATION

Continued from Page 16

ERLE YOUNKER has resigned as Station/Marketing Manager at **KFWB/LOS ANGELES**. Look for other top-level changes at the **GROUP W** all-News in the very near future.

From our Wall Street bureau comes news that **WESTWOOD ONE's** announced a stock split. Shareholders of record on Feb. 26 will receive one additional share of stock for every share held, payable March 12.

Heartfelt condolences to the family of **TICKER FREEMAN**, who passed away Jan. 31 of cancer. Ticker spent 28 years as Dinah Shore's arranger, and composed such songs as "So Dear To My Heart" and "You'll Always Be The One I Love." He's survived by his wife Esther and four sons, including **WESTWOOD ONE** Talent Coordinator **BARRY FREEMAN**. In lieu of flowers, donations may be sent to the AMC-Cancer Research Center, 1600 Pierce St., Lakewood, CO 80214.

RadioPhiles, the N.J.-based association of radio professionals/enthusiasts that publishes a monthly journal, is readying its annual confab for L.A. March 20-23. For more info, call (213) 461-1235.

Congrats to **WMMS/CLEVELAND**, which for the seventh straight year won *Rolling Stone's* "Radio Station Of The Year" award. Might as well retire the damn thing and give it to 'em permanently.

WDTX/Detroit will debut a half-hour program called "Records On Review" this Sunday. The show features radio critics **GARY GRAFF** of the *Detroit Free Press* and **JIM McFARLIN** of the *Detroit News* in a "Siskel & Ebert-At The Movies" approach in reviewing albums. It seems the pair are notorious for disagreeing, so PD **JIM HARPER** thought it'd be a spicy way to do what no one else in town was doing.

How smart is Education Secretary **WILLIAM BENNETT**? The Reagan cabinet expert on Rock 'n' Roll was recently given a pop quiz by **WCLY/WASHINGTON's** **JEFF BAKER** and **DAVID BURD**. Bennett passed on the first poser (name the five original Rolling Stones). He did remember that Little Eva first sang "Locomotion" but didn't know who wrote it (Goffin/King). Asked to name one Pat Boone hit, Bennett came back with "April Love" and "Ain't That A Shame." Just a half-point shy of his prize, Bennett was then required to list two songs by Gary U.S. Bonds. He could only come up with "New Orleans," but that was good enough to win a free lunch.

L.A. listeners were surprised to hear two previously departed **KJLH** talents back on the air last weekend. **LEVI BOOKER**, who bills himself as "Levi Who Loves You," rejoins the B/U outlet for mornings; **DOUG GILMORE**, who exited as PD several weeks ago, is back for weekends. **STEVE WOODS**, who'd joined **KJLH** for mornings last fall, moves to late middays.

BOB LEACH, 12-year GM at **WRUF-AM & FM/GAINESVILLE, FL**, died of a heart attack last Sunday (2/18) at age 60. He'd been with the stations since 1948. **WRUF** is a commercially-licensed combo staffed by students at the U of F. A scholarship fund in his name is being established.

Best wishes for a speedy recovery to **RCA VP/A&R PAUL ATKINSON**, who was rushed to New York's Mt. Sinal Hospital last week (in the middle of A&R meetings!) for a blood clot in his left leg. He should be out by the weekend.

On April 5, the **GLOBAL SATELLITE NETWORK** will introduce "Reelin' In The Hours," a three-hour rock 'n' roll classics show hosted by **GEORGE TAYLOR MORRIS**.

Two more major market AOR PD openings: **ALEX DEMERS**, 11-year PD at adult AOR **WIOQ/PHILADELPHIA**, will be leaving shortly to open a consultancy. His first client is **WGRX/BALTIMORE**, whose PD, **ALAN LAWSON**, has exited.

Aloha to former **CHRYSALIS** Nat'l Director/Singles-West Coast **JASON MINKLER**, who's here today and gone to Maui as **FM101/LAHAINA's** newest Account Exec.

Get-well wishes to **KSO/DES MOINES PD JARRETT DAY**, who recently underwent surgery. He'll be recuperating for about six weeks . . . and hopes for a speedy recovery go to **WWJ/DETROIT's** longtime news ace **BYRON MacGREGOR**, who's been hospitalized with a torn esophagus.

Congrats to **KKQB/HOUSTON VP/Programming JOHN LANDER** and **PATTY HAMILTON**, who tied the knot after going steady for seven years.

WINDHAM HILL has moved its promotion and publicity office from Seattle to the A&M lot in L.A. VP/Promotion **JEFF HEIMAN**, **MARGARET JOHNSTONE**, and **MIKE CARLSON** can now be reached at (213) 469-2411. Also, **BOB DUSKIS** has relocated to N.Y. as East Coast regional rep. He'll answer your call at (718) 797-4121.

David wins a round from Goliath, as **RJ-104/PROVIDENCE** has hired **DONNA HALPER** to consult, letting go **BURKHART/ABRAMS**, who'd been assisting the CHR for several years.

Winners of the British Record Industry Awards presented Tuesday (2/11) in London included **DIRE STRAITS**, **ANNIE LENNOX**, **TEARS FOR FEARS**, and **PHIL COLLINS**. Yanks honored in the UK equivalent of the Grammys were **BRUCE SPRINGSTEEN** and **HUEY LEWIS**. And **ELTON JOHN** and **WHAM!** were cited for their contributions to exports; i.e., their tours of Russia and China, respectively.

Y97/PITTSBURGH Production Director **BILL ROGERS** is forming his own company, **PRODUCTION DEPT.** in L.A. (714) 775-5742. That leaves a good opening in Steeltown. T&R to **Y97 PD JAY CRESSWELL**.

That Burger King campaign offering \$5000 to the first person over 16 to spot "Herb" didn't figure on a 15-year-old to see him first. Well, **KHTZ/RENO** OM/morning man **JOHN CHOMME** made a scene on-air about the kid losing the money, so much so that senior B.K. officials ended up taking John, the loser, and winner to lunch, and then handed the kid a check for \$5K. John should never have to buy a Whopper again.



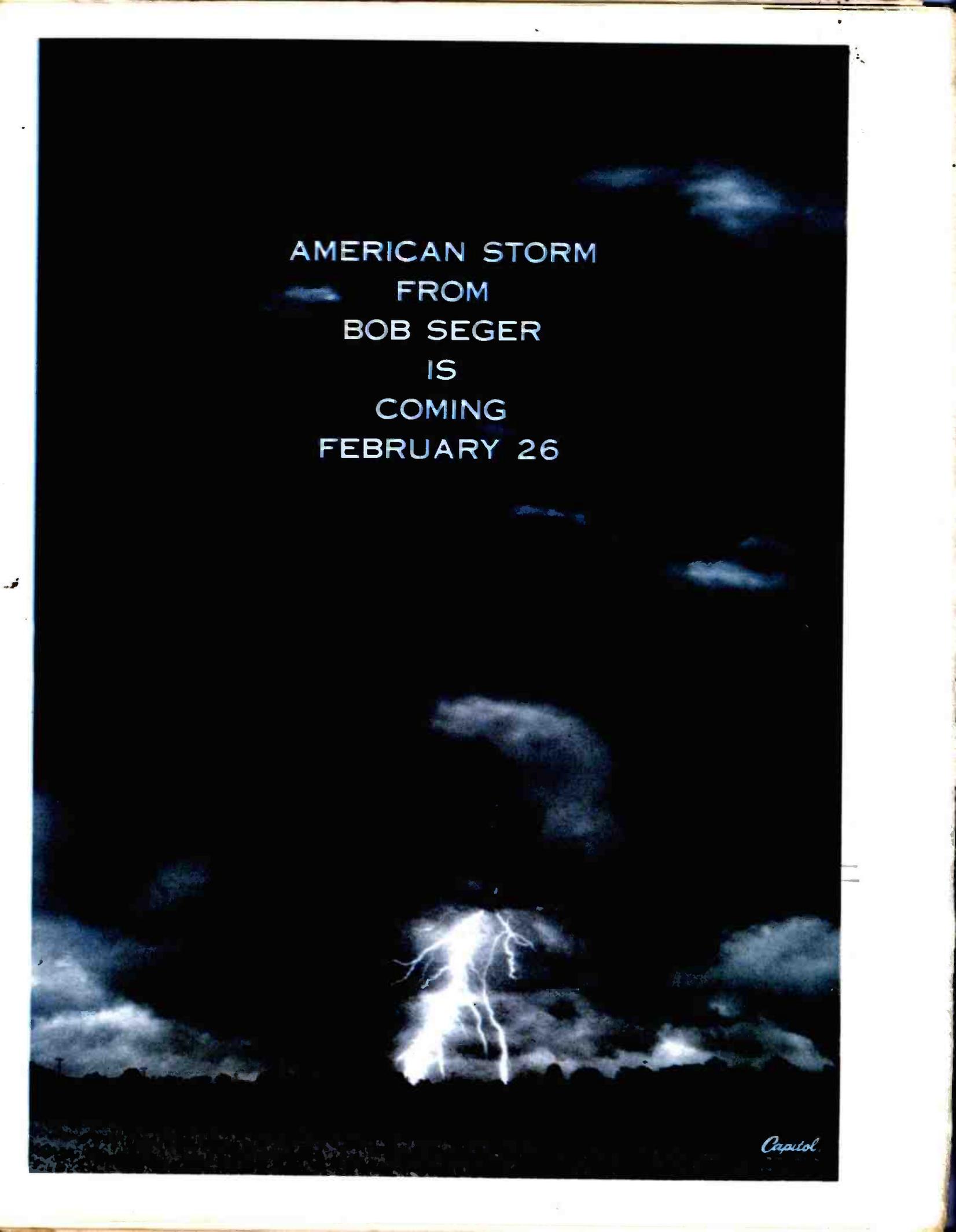
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CHUM	WOKI	WVBS
WMMS	KTUX	KQCR
KPLUS	KIHK	KKLS-FM
Q100	WHOT	WDBR
K104	OK100	KOZE
WAMX	KFMN	OK95

TRACK 21
ALBUM BREAKER
CHART DEBUT 20

Produced by Bruce Fairbairn
Management: Stephen Prendergast/Head Office Management
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AMERICAN STORM
FROM
BOB SEGER
IS
COMING
FEBRUARY 26

Capitol



JHAN HIBER

RATINGS AND RESEARCH

Continuous Measurement: Round Three

You say you're getting tired of the ongoing "Rocky" saga? Well, I have another one for you. It's the continuous measurement battle between Arbitron and Birch, now going into round three. Unlike "Rocky," however, this struggle is likely to continue indefinitely.

Round one began six years ago. That's when Birch launched an expansion of its monthly surveys. Arbitron rang the bell for round two last year by throwing this haymaker: continuous measurement in the top 75 markets. The increased Arbitron survey frequency begins this year and concludes in '87 with 48 weeks of surveys.

Like any good contender, however, Birch isn't lying down for the count. The company signalled round three with a major methodology change. Let's look at this change and its implications for Birch subscribers.

Survey Length Doubles

Until last month, Birch surveys depended on telephone sweeps conducted during two weeks in any given month. Thus, typical Birch reports (monthlies) were based on combining two months' data from a total of four survey weeks. Quarterly reports (covering a three-month period) were generated from calls done over a total of six weeks during a 13-week quarter. Since then, Birch has doubled the length of its sweeps. Four weeks per month — rather than two — will be the basis for all Birch ratings estimates.

"Birch has doubled the length of its sweeps. Four weeks per month will be the basis for all Birch ratings estimates."

The changeover is being phased in now. According to company sources, it will be completed by the April beginning of the all-important spring survey. If you're a Birch subscriber and aren't sure when your market did/will get the consistent weekly measurement, you may want to contact your rep for details.

Reliability Impact

Since Birch is able to survey every week you might assume the firm would have doubled its sample at the same time. Wrong, quarter-hour breath. Birch is taking the two-week data base and spreading that sample over four weeks.

Some of you might wonder about the reliability of such a move. Actually, all is well. In its former two-

week-per-month survey, Birch usually obtained as many — if not more — usable responses than Arbitron did over a four-week period. As a result, Birch is now merely matching survey length and approximate weekly intakes with Arbitron.

There's also a precedent for Birch's decision to stretch the same sample over a longer period. In 1978 Arbitron began extending its surveys from four to 12 weeks (the start of extended measurement). Was the sample size tripled as well? No. The statisticians and decision-makers at Arbitron discovered that overall reliability remained the same even though the survey was extended. Sample balancing and weighting at the end of an Arbitron or Birch survey will usually make up for any radical return problems.

Marketing, Programming Implications

Here's another short-term item Birch subscribers or analysts should keep an eye on. When during this quarter did Birch change its weekly survey system in your market? It's possible that when some metros receive their rolling monthly average reports, or overall quarterly report, the data may

lengths will be equal and cover the entire relevant months.

Birch's decision to survey the whole month is a step in the right direction. I was always concerned about events occurring in the two-week sweep that could bias the findings. Unusual events or special station hyping can be mitigated over the longer four-week survey period.

However, if you are seeking superior Birch numbers — and if those estimates are your sales and programming priority — then Birch's move to truly continuous measurement carries some interesting implications. Among the key items to keep in mind are:

- Do you adjust your external advertising to cope with the longer, continuous survey cycle? What about budgets?

- As you plan important programming or promotional events, you can't concentrate them in a two-week blitz. What's your game plan now?

- What about jock leave or vacations?

What was once easy to schedule under the previous two-week survey regime now becomes more complicated. You'll have to set a

sweep priority, then offer windows of vacation time for which your air talent can bid.

Don't forget the sales staff. Perhaps some awkward but advertiser-useful sales promotions were

plugged in during non-sweep weeks. Now that clutter will intrude on a survey period. Does your sales staff even know the sur-

"Unusual events or special station hyping can be mitigated over the longer four-week survey period."

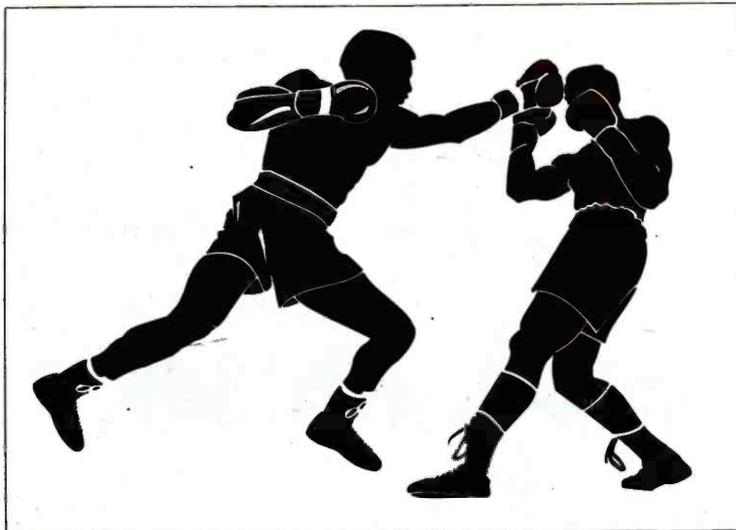
vey length doubled? The move could enhance ratings reliability. Is your sales team prepared to mention this to advertisers being pitched with Birch numbers?

Playing Hardball

When asked the reasons behind his company's continuous measurement decision, Birch VP Bill Livek replied, "Arbitron is playing hardball. Now we are going to play hardball."

Let's hope "hardball" doesn't lead to a low blow that hurts the industry. And since competition does seem to be improving the situation, let's also hope better radio research and ratings will emerge.

Next Week: Tips on preparing for the crucial spring sweeps.



WEEK IN REVIEW

Birch Signs Dancer-Fitzgerald-Sample

Birch Radio has announced the signing of Dancer-Fitzgerald-Sample for national use of Birch radio estimates. The DFS decision is effective immediately.

Sam Michaelson, VP/Buying Director for DFS, stated, "We have every intention of using Birch Radio as an important part of our spot radio buying process. Birch's monthly and qualitative reports in particular offer information that has, in the past, been unavailable or available only on a limited basis. We would hope that radio stations and their representatives would support Birch Radio in the future."

Ellen Zimmerman, Birch VP Advertiser/Agency Sales, told R&R, "Receiving a contract from DFS is a great way to start the new year. Their endorsement of our service is most gratifying."

Arbitron Reissues Car Registration Data

The fall 1985 Arbitron reports saw the first-time inclusion of car registration data broken out by major manufacturer. Unfortunately, many of the figures contained on page 4C in the fall books are incorrect, affecting 58 markets. Arbitron has issued a client service bulletin alerting subscribers to the correct figures. If you did not receive the client service bulletin, please call your Arbitron rep to see if your market was one of the 58 involved.

MR. MISTER

February 23



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EVERY
WEEK

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STEVIE WONDER
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The temperature won't be dropping after Labor Day any more. Because HOT ROCKS, United Stations Programming Network's phenomenally successful summer series isn't just for summer any more. Starting April 5, 1986, by popular demand, HOT ROCKS will be igniting the air waves every week to the end of the year.

HOT ROCKS. Where the most important contemporary artists of the moment discuss the tours, the scenes, the tunes—and the stories behind them. Each weekly show spotlights a different artist or group in a 90-minute format that features interviews and a steady flow of the music that propelled them to the top.

You get them while they're hot . . .

. . . because we don't believe in

putting HOT ROCKS in the can months ahead of schedule. Instead, we produce this consistently high quality show around the hottest artists in contemporary music and air it *while they're sizzling*.

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OPEN LETTER TO THE INDUSTRY

Opportunity For AM Radio, Part I

By Bill Parris

The FCC has before it a notice of proposed rulemaking that should be endorsed by all broadcasters. A rulemaking to abolish the prohibition of AM/FM program duplication could be a strong catalyst toward the revitalization of AM broadcasting.

As Executive VP of United Broadcasting Company (a group of nine radio stations, including four AMs), I have had our programming department engaged in ongoing AM listening research for the past year. I feel our goal is now close — the design of a totally new format that will attract listeners back to AM in a highly cost-efficient manner, without depending on RF power. It's hoped we can announce this industry contribution in the first quarter of 1986.

Reversing The Trend

However, in broader perspective, the FCC is, based on products of our new research, in a position to dramatically affect the dynamics of AM listening. What has happened to AM band listening levels in the past decade should concern all of us interested in the higher goal of improving our industry by maximizing the number of its viable facilities.

Considering all thoughts on the subject to date, the Commission proposal appears to be the most practical first step to stimulate an industry redevelopment of AM programming. An evaluation of the programming history and the current status of the AM band sug-

"What has happened to AM band listening levels in the past decade should concern all of us."

gests that making it economically viable to program younger demographic music formats on AM could arrest and potentially reverse the negative AM listening trends of the past decade.

Historically, the Commission has stimulated industry programming

development. Adoption of the non-duplication rule necessitated creative programming on the FM band. This resulted in the development of innovative, efficient formats which concentrated demographically on ages 12-44. FM stations, with superior music transmission technology and without the historically high percentages of non-entertainment programming carried by AM competitors, were tremendously efficient in younger demos.

"While overall radio listening has increased only 3% in the last decade, the AM audience share has trended from 62% of all listeners ten years ago to only 28% by spring '85."

AM Prejudice

As passed, the initially successful Contemporary Hits and Album Rock formats were followed by demographically and psychographically fine-tuned programming that further fractionalized and developed the FM band. The younger cell migration of listeners from AM to FM became socialized in the 1970s as manifested by a growing younger demographic prejudice against AM radio.

In the '80s this trend was accelerated to the current sad status of the AM band by the voluntary self-immolation of many key AM music stations. These outlets, in an apparently shortsighted and in many cases totally unnecessary, headlong rush to follow the perceived hottest new fad, dropped

music programming for trendy Talk formats.

The AM band's current programming status is quickly summarized by several observations. Since 1975 there has been a major shift from AM to FM listening,

"A rulemaking to abolish the prohibition of AM/FM program duplication could be a strong catalyst toward AM revitalization."

primarily and perhaps most economically significant by the younger demos.

Art & Science

Radio programming is a unique combination of art and science, and analysis of the scientific history of previous ratings battles yields a continuing programming education. For example, "Radio USA" is a summary of each market audience report published by the Arbitron Ratings Company after the spring and fall ratings sweeps. A review of the nation's top five largest markets — New York, Los Angeles, Chicago, San Francisco, and Philadelphia — comparing fall 1976 with spring 1985 focuses on the trend.

In the '76 report contemporary

"... Making it economically viable to program younger demographic music formats on AM could arrest the negative AM listening trends of the past decade."

music AM formats targeted to a youth audience occupied comparative market ranks ranging from number one to number four of all

stations listed in each market survey. In the 1985 report there were no AM music format stations to be found among the top five stations in the top five markets. The average audience share for the AM music stations cited in the 1976 report was 6.9. It was zero in the '85 report.

A further examination of the "Radio USA" 1985 report, focusing only on the top-rated AM formats in the top five markets, identifies WOR, KABC, WGN, KGO, and KYW. All are News/Talk or primarily information formats, have their primary audience appeal in the 55-64 cell, and are high-powered technical facilities. This pattern is further verified if the study is expanded to the nation's top 20 markets and opened to include all of 1985.

While overall radio listening has increased only 3% in the last decade, the AM audience share as reported in a recent national RADAR study has trended from 62% of all listeners ten years ago to only 28% by spring '85. According to the same RADAR study, 91% of all teen listening is on the FM band. Thus, it is a major shift and not a radio listening increase that has occurred.

Indeed, a random selection of major U.S. markets from the spring 1985 "Radio USA Report" reveals that in the combined audience cells of 12-44, only 5.1% of the average quarter-hour listeners are on the AM band in Washington, DC; 10.1% in Baltimore; 11.6% in New York; 13.6% in Los Angeles, and only 12.6% in San Francisco.



Bill Parris

United Broadcasting Exec. VP Bill Parris first joined the company in 1971 as the all-night talent on WNNX/Rockville, MD. Since then he's served as Director/Programming and Operations Director of WSDJ & WLPL/Baltimore (now WYST-AM & FM), Director/Operations and Station Manager of WLYT/Cleveland (now WRQC), National PD for the company's nine radio stations, and VP/Operations. Parris also operated a consulting service, Bill Parris Programming, between 1973-77. He was named United's Exec. VP in 1984.

Let's meet in Atlanta.

On February 28th at the Downtown Hilton & Towers, I'll be sharing a distinguished panel at a NAB small market radio acquisition seminar, where you can learn from experts what you need to know in order to be a successful owner/investor. For more information, call NAB Radio at 202-429-5420.

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WINTER CARNIVAL

Pre-Season Program Promo Preview

Annette and Johnny slipped off the chairlift and snowplowed through 20 inches of fresh powder. A cold mountain breeze seeped down the sleeves of Annette's parka as Johnny adjusted his goggles for his next downhill run. Miles of steep slopes stretched out before them.

"Ready?" he asked as he gripped his poles and edged toward the dropoff.

"Ready for what?" she mumbled tentatively.

"Your first slalom lesson."

"You've got to be kidding..."

"You do ski, don't you?" he stared at her incredulously.

"Of course not. I only came up here to read the Networks page in peace," she said as she pulled the latest issue of R&R from a gargantuan pocket.

"But you said..."

"Never mind what I said. Just take a look at this: a summer rock show, Spanish music, 'Golf Digest,' a 'Blue Plate Special,' and a new show on relationships."

"You'll need a new show on relationships after today," Johnny scowled. "I'll see you down at the

lodge." With that he was gone in a plume of snow dust, leaving An-



nette in quiet fascination as she perused the latest network news.

SMN Uncovers Relationships

Satellite Music Network is addressing the growing challenge of relationships in the '80s with "Speaking Of Relationships." The new :90 daily feature is being distributed to stations currently using SMN's "Country Coast-To-Coast," "StarStation," and "Stardust" formats. The program, hosted by Dallas-based counselor/therapist Ken Rudkin, explores problem-solving tactics, verbal communications techniques, and how to relate in a number of interpersonal situations.

Rudkin brings 20 years of experience to "Speaking Of Relationships." He is a licensed counselor and a clinical member of the Dallas Association for Marriage and Family Therapy, and maintains a private practice in the Dallas area. He hosts "Person To Person," a daily radio feature on KRLL/Dallas.

Blue Plate Special From North American

What's the dish of the day? "Blue Plate Special," of course, from North American Network. The Washington-based program supplier has whipped up a varied collection of unusual and concise news stories hosted by Jim Reed, who explores issues and events of contemporary interest. The wide range of topics includes history, people, politics, education, books, science, health, law, art, and business.

NAN Communications Director Tom Sweeney comments, "NAN's public affairs news programs are farther than the customary news carried by most network newscasts. We're attempting to provide news and program directors an-

other attractive way to increase listenership and ratings with in-depth coverage of essential news they can find nowhere else."

"Blue Plate Special" is distributed via AP and NPR satellite facilities, free of charge.

Musica En Flor From CyD Productions

What may well be the first Spanish-language music format, "Musica En Flor," has been introduced by Miami-based CyD Productions to American radio stations. The format, currently heard in ten Latin American countries in markets ranging from 30,000 to seven million, is being targeted in the US to those markets with large Hispanic populations.

"Musica En Flor" was developed for full or parttime use, and is aimed at a wide 18-49 demo. NAN President David Gleason says, "The format, an adult contemporary program service based on the best of current and standard Spanish ballad-style music, is designed for a broad appeal without geographic distinctions." He adds that its success in Latin America "proves its effectiveness in reaching listeners in even the most competitive situations."

NAN customizes song rotations to each station's needs, using a computer system which studies the subscriber's news, public affairs commitments, and other programming. The format can also accommodate regional or local hits to fit the mix of the individual station.

CBS RadioRadio Makes Rock Connection

On the heels of last summer's "Spirit Of Summer" series, CBS RadioRadio is venturing into AOR with "Rock Connections," its first album rock program. The 15-week, 21-hour series is hosted by Mike Harrison and is targeted to a 25-34 demo by capturing the eclecticism of the format's first 20 years. The show debuts over the Memorial Day weekend (5/24-26) and concludes Labor Day weekend (8/30-9/1).

RadioRadio VP/GM Robert Kipperman explained that the show "will not be a history of rock series. The full flavor of AOR radio, complete with the sense of relationships between air personalities and performers that has characterized it over the years, is tremendously appealing to longtime AOR listeners and to the core of new fans - and advertisers - the format attracts. We have taken the flavor of heritage AOR and placed it in a contemporary setting."

Most of the program's content will be culled from the music of AOR pioneer acts, such as Jethro

Thru Airplane, Led Zeppelin, Bruce Springsteen, the Who, Eric Clapton, Yes, Rolling Stones, Beatles, Deers, and Grateful Dead. This music will be "connected" with commentaries and interviews with a wide variety of artists, producers, and personalities. While the show covers the last two decades of AOR music (1965-85), special emphasis will be focused on the "golden years" of 1960-73.

"Rock Connections" is produced for CBS RadioRadio by a Broadcast International in association with Goodphase Communications, and is available on disc via satellite.



SUPERBLAST SUPERCAST - While the Chicago Bears were blasting the New England Patriots 46-10, the NBC Radio Network was reaching over ten million listeners with its live coverage. Closing out the network's 37-game schedule, play-by-play announcer Don Criqui and analyst Bob Trumpy covered the topical action of the "Louisiana Hayride."

The broadcast began at 4pm ET with a one-hour pregame show, hosted by Stan Martin and featuring the hopes, hype, and hoopla of Super Bowl week. Following the game Trumpy anchored the season's final segment of "NFL Live," a double-length, two-hour call-in show that included locker room interviews and answers to listeners' questions.

One note: Bob Trumpy is credited with challenging an NFL ref's call just prior to halftime, noting a mistake which eventually led to a Chicago field goal. The three points were allowed to stand, but NFL officials spoke with Trumpy off-air before the third quarter began and praised him for catching their mistake. He was reportedly the only game announcer to do so.

SWING TIME

Golf Digest Helps Handicaps

Teed off about your golf game? Worried that the winter slack time has you out of sorts on the course? Have no fear - "Golf Digest" is here, with a series of free :60 golf lessons culled from the magazine of the same name.

Golf professional and Golf Digest School Director Andy Nusbaum narrates the series of easy-to-understand lessons, based on test-proven methods taught by the instructors of the GD Schools. Each taped lesson offers helpful tips about various aspects of the game, such as warmup and practice techniques, bunker play, putting, course strategy, and swing tempo. So, get out your clubs, wash your teekits, sharpen your pencil, and head out to the links.

Don't forget your pink slacks and tartan sweater.

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NETWORK FEATURE FILE

NEWS & INFORMATION FEATURES

February 24-28

MUSIC FEATURES

The Weekend

March 1-2		Musical Starstreams (MS)	
American Audiophile (AA)	Museography's "Pictures at an Exhibition"	On The Radio (NSBA)	Blly Ocean
American Christian Countdown (SP)	Olson Garrett	Pioneers in Music (DM)	Blly Joel
American Country Portraits (BRE)	Nations/Lee Greenwood	Playback (S)	Featured year: 1964
American Eagle (DM)	Judith	Portraits in Sound (ESG)	Liz Story
Christian Countdown America (CCA)	Jerry Williams of Harvest	Powercuts (GSN)	Jackson Browne/Honeymoon Suite (3/2)
Countdown America With Dick Clark (US)	Steve Nicks	Rock Chronicles (WO)	Tom Petty & John Cougar Mellencamp Singer/US/Lud Zeppelin & Willie Dixon
The Countdown (WO)	Janet Jackson/Smokie Robinson	Rock of the World (BRE)	ZZ Top
Dick Clark's Rock, Roll & Remember (USP)	Neil Diamond	Rock Over London (RI)	Miles Copeland
Dr. Demento (WO)	Steven Wright	Rock West (WO)	Stevie Nicks
Entertainment Coast-To-Coast (CBSR)	Vetera Harper/Andrew McCarthy	Scott Muni's Ticket To Ride (DM)	Mary Fung
Future Hits (WO)	Bob Seger	Scott Shannon's Rockin' America Countdown (WO)	A-Ha/Dionne Warwick/Hooters
Great Sounds (USP)	Lou Rawls	Solid Gold Saturday Night (US)	Magnum Opus (Long Hits Of Rock 'N Roll)
Jazz Show With David Sanborn (NBCE)	Grover Washington, Jr./Stu Gardner	Spin Radio Concert (SP)	Circus Jerks
King Biscuit Flower Hour (DM)	Robert Plant	Spin Radio Underground (SP)	Jesus & Mary Chain
Musical (WO)	Bob Hope's "A Star Is Born" (most expensive Hollywood musicals)	Superstar Portraits (BRE)	Barbra Streisand/Olivia Newton-John
		Street Beat (BRE)	Blly Ocean/Ashford & Simpson
		That's Love (WO)	Stacy Keach/Deniece Williams/Sally Field
		Top 30 USA (CBSR)	Greatest Girl Groups

The Week Of

March 3-7	
American Music Magazine With Rick Dees (USP)	Steve Wonder (3/3)
	Prince (3/4)
	Clarence Clemons (3/5)
	Laura Branigan (3/6)
	John Caffery (3/7)
Country Calendar (CW)	Robin Lee (3/3)
	Kris Kristofferson (3/4)
	Johnny Rodriguez (3/5)
	Pat Tillis (3/6)
	Southern Pacific's The Goodman (3/7)
Earth News (WO)	Barbara Hershey/Wilke Dizon/David Lead/Alan Thicke/Steve Galt
Interview (IN)	B.J. Thomas
Live From Olney's (WO)	James Young
Off The Record (WO)	Pete Townshend/Ozzy Osbourne/Marilyn Martin
Off The Record Special (WO)	Sting
Shootin' The Breeze (WO)	Roy Ayers/Gaz Band/Lushus Dem
Solid Gold Country (USP)	March Calendar (3/3)
	"Animals" in Country music (3/4)
	Feature year: 1977 (3/5)
	Country questions? (3/6)
	Mickey Gilley birthday salute (3/7)
Special Edition (WO)	Whitney Houston
Star Trek (WO)	Dre Strals/Marilyn Martin/Fredde Jackson
Star Trek Profile (WO)	Pointer Sisters

GENERAL INFORMATION

Ed Beech Talk Show (AP)	Do-it-yourself car repairs/suspended emission/Amazing Kreshin (2/22)
Navigation (2/23)	Navigation (2/23)
Computer Program (PRN)	Origin of species/electronic brain/silicon chips in home computers/ICs & CPUs/silicon chips in home appliances
News Biting (PRN)	Pet cemeteries/gold coin sales/credit repair firms/human subjects vs. lab animals/CA-college research facilities
Sound Advice (PRN)	Amplifier power ratings/distortion/ noise/nonsense/hum/harmonics/frequency fundamentals
Sporting News Report (CW)	Art McWhorter/Guest GM George Young
Sports Flashback (CW)	1952 Knieps/MSA 24-second clock/1966 Kentucky Derby/P.T. Barnum of baseball
Waldenbooks Review (WO)	Jane Brody/"The Postponed Generation"/"The Storyteller"

COMEDY

Comedy Show With Dick Cavett (CW)	"Restaurants"
Laugh Machine (PRN)	Kip Adolts/George Carlin/Henry Youngman/Bill Cosby/Eno Phelps/Smithers Brothers
Party Drop-ins (ASR)	Party Drop-ins every/where party/Pierre La Duchesne/video destroyer/house party #2
Radio Hotline (ASR)	Things I like/I'm on the radio/most powerful force in the universe/what???/warming
Stevens & Grdic's Comedy Drop-ins (ASR)	People next door/I need you/behind the big top/I don't care beer/teenage warehouse
United Shows Of America (ASR)	Night of the return of cable TV/orgas motel/silicon/cherry's country sales/needles tourist tip

NETWORK PEOPLE

● **Satellite Music Network** has appointed **Matthew Cienoff** Director/Local Creative Services. Cienoff has been with the network for the past 30 months as a weekend on-air personality on "Country Coast to Coast." Prior to joining SMN fulltime, he was PD at WLS-FM/Chicago and, before that, at WKTL/New York.

Also at SMN, **Paul Bronstein** has been named Director/Research. He comes to the network from a position as Director/Research at United Stations Radio Network. Before that, he was Operations Director/Music Consultant at Center Redman Technologies Corporation.

● **Brian Klausner** has been named Controller at United Stations. Klausner was most recently Manager/Syndication Accounting at CBS in the Entertainment Division; his CBS background also includes serving as Supervisor/Corporate Payroll Reconciliations and Supervisor/Audit and Con-

trol of Corporate Payroll.

● **Associated Press** has named **Ronald Price** Broadcast Executive for Georgia and Alabama. Price will be responsible for marketing all AP services to radio and television stations and cable television systems in the two states. Prior to joining AP, he was an AE at WACT-AM & FM/Tuscaloosa, AL for five years. Before that he was News Director/Reporter at the same station.

Also at AP, **Rick Moeing** has been named Broadcast Executive for Iowa, Nebraska, and South Dakota. He will be responsible for marketing AP services in these three states.

● **Eric Weiss** has been named Director/Business Affairs at Mutual Radio Network. He will be responsible for all business and legal matters pertaining to the Mutual Broadcasting System. Weiss joined Mutual in 1984 as a Staff attorney and was promoted to General Attorney in 1985.

PRODUCTION VALUES

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HARVEY MEDNICK

MARGIE POOLE COMMENTS

The Promotions/Marketing Consultant, Part I

The last decade has seen an increase in the importance of the broadcast consultant — from casual, individual program advice to a full array of companies specializing in nearly every area of our industry: sales, engineering, ratings, research, and now, promotion and marketing.

This emergence could not have occurred at a better time, because there's a serious problem developing in our industry. Many stations are either not hiring promotion directors and instead slough the responsibility off on an unqualified individual, or they are not replacing promotion directors when they leave or move into another capacity. It might be that employing the services of a specialist in these highly sensitive areas could solve that problem for some stations. That being a possibility, let's meet one of this new breed of consultant.

Meet Margie

Margie Poole is a Dallas native whose father was in the space program, so she did a lot of kicking around the country as a kid and was exposed to all forms of radio. Margie, who majored in advertising and earned her degree in journalism, prides herself in "always being a pioneer."

After a short time, Margie became the first promotion manager at nearby KZEW. Under the guidance of then-GM Marty Greenberg, who had strong promotion feelings

from his days with WLS/Chicago, she took on greater responsibility with parent Belo Broadcasting. Recalls Margie, "Belo gave me the freedom to grow. I had the chance to bring our 'Rockworld' promotion to St. Louis and put it on for KSHE."

After five years in the business, Margie decided to step into the entrepreneurial arena. "I'd been picking other people's brains — learning and growing," she says. "It was great being able to call people when I got in a bind, and that helped prepare me for what I'm doing now."

Operating Philosophy

Margie maintains that "everything is promotion — even the way your phone is answered." As for what happens after you call her, she says, "I specialize in contesting, advertising promotions — all the areas I feel fall under marketing."

Margie positions herself as one who concentrates on medium to larger-market stations. "I like my clients to think of me as an accessory or service. I feel I'm qualified



Margie Poole

to service this universe, since my roots are in Dallas, which has always been a highly competitive market."

What's the value of having a promotion/marketing consultant? Margie responds, "Stations need an in-house person who has the majority of the responsibility in the promo/marketing area. However, they are usually overworked, and this is where I can help extend their reach. It's my goal to move them from the reactive to the active mode."

On the other hand, she notes, "Promotion/marketing can be done without a promo person. In such instances, I offer system coordination. It's vitally important that station promotion involves clients, and you have to be aware of the fine line which separates hype

from sales/programming. You must make sure not to cross that line."

The Work Load

Presently Margie is actively servicing a half-dozen clients. She is careful not to spread herself too thin, but has set a long-range goal of a small support staff and up to approximately 15 clients. "I don't know that I need to be at each station once a month," she says. "I'd rather conserve funds (for the client) and make station calls on a quarterly basis, with the telephone taking up the slack." Margie tries to custom-tailor responses to individual station needs, but has found some situations which are so simi-

lar that their solutions are naturally syndicable.

Margie sees a bright future ahead, viewing the potential in the marketing/promotion consultant field as "measured but present." She is most rewarded when even the most initially skeptical manager turns to her with a smile and remarks, "You know, I never realized how much I needed this (your services)."

As for Margie? She summed it all up this way, "The future of radio needs an active self-marketing effort, or it's in trouble." I agree.

(Editor's note: Margie is based out of Dallas, and can be reached at (214) 368-3704.)

Hands Across America Goes International

Rick DeFranco at WSLB/Ogdensburg, NY has taken unique advantage of his town's position, which is only two miles from the Canadian border: he's taking Hands Across America across the border!

To heighten the importance of the event, the city and bridge authorities have donated funds for the striking of a commemorative button in recognition of their "Hands Across The Border" effort. If you're planning something different or unusual as part of your participation in "Hands Across," let us know. It just might turn up in this update box.

With the full cooperation of both the local bridge and port authority and the mayors of Prescott and Brockville in Ontario, Canada, over 4000 participants are expected to stretch across the bridge. Rick estimates that at least half of those people who've embraced the concept of combating hunger here in America are Canadians.

ONE YEAR AGO TODAY

- Dick Rakovan VP/QM of WFYR/Chicago
- Tim Kelly PD at KLOS/Los Angeles
- Dave Michaels PD at WZOU/Boston
- Stanley Cohen VP at WINZ-AM & FM/Miami
- Tim Sullivan President/GM of KEZY-AM & FM/Anaheim
- #1 CHR: "Can't Fight This Feeling" — REO Speedwagon (Epic)
- #1 AC: "Careless Whisper" — Wham! (Columbia) (5 wks)
- #1 BU: "This Is My Night" — Chaka Khan (WB)
- #1 AOR Track: "Just Another Night" — Mick Jagger (Columbia) (3 wks)
- #1 LP: "She's The Boss" — Mick Jagger (Columbia)

FIVE YEARS AGO TODAY

- Jack Forsythe VP/Promotion at Chrysler
- Bill Ford PD at WKHK/New York
- KILT-FM/Houston drops AOR for Country
- #1 CHR: "Woman" — John Lennon (Geffen) (3 wks)
- #1 AC: "Woman" — John Lennon (Geffen)
- #1 BU: "Don't Stop The Music" — Yarbrough & Peoples (Mercury/PG)
- #1 LP: "High Infidelity" — REO Speedwagon (Epic) (2 wks)

TEN YEARS AGO TODAY

- Sammy Aliano VP/Promotion for Arlo America
- Don Schmitzler VP/QM of Capriroom
- #1 CHR: "Theme From S.W.A.T." — Rhythm Heritage (ABC)
- #1 AC: "Theme From S.W.A.T." — Rhythm Heritage (ABC) (2 wks)
- #1 BU: "Sweet Thing" — Rufus (ABC) (3 wks)
- #1 Country: "Good Hearted..." — W. Jennings & W. Nelson (RCA) (2 wks)
- #1 LP: "Comes Alive" — Peter Frampton (A&M)

DATELINES

1986

March 6-8
Country Radio Broadcasters' 17th Annual Country Radio Seminar
Opryland Hotel, Nashville

March 7-11
NARM, 28th Annual Convention
Century Plaza Hotel, Los Angeles

April 8-13
Alpha Epsilon Phi, National Broadcasting Society's 44th Annual Convention
Sheraton Park Towers, Dallas

April 13-18
National Association of Broadcasters' 64th Annual Convention
Dallas Convention Center, Dallas

April 13-17
National Public Radio Annual Convention
Town and Country Hotel, San Diego

April 18
9th Annual Great Lakes Radio Conference
Presented by Specs Howard and Central Michigan University
University Center Building, Mount Pleasant, MI

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

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

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

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

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

June 26-29
11th Annual Upper Midwest Communications Conclave
Radisson Plymouth, Minneapolis

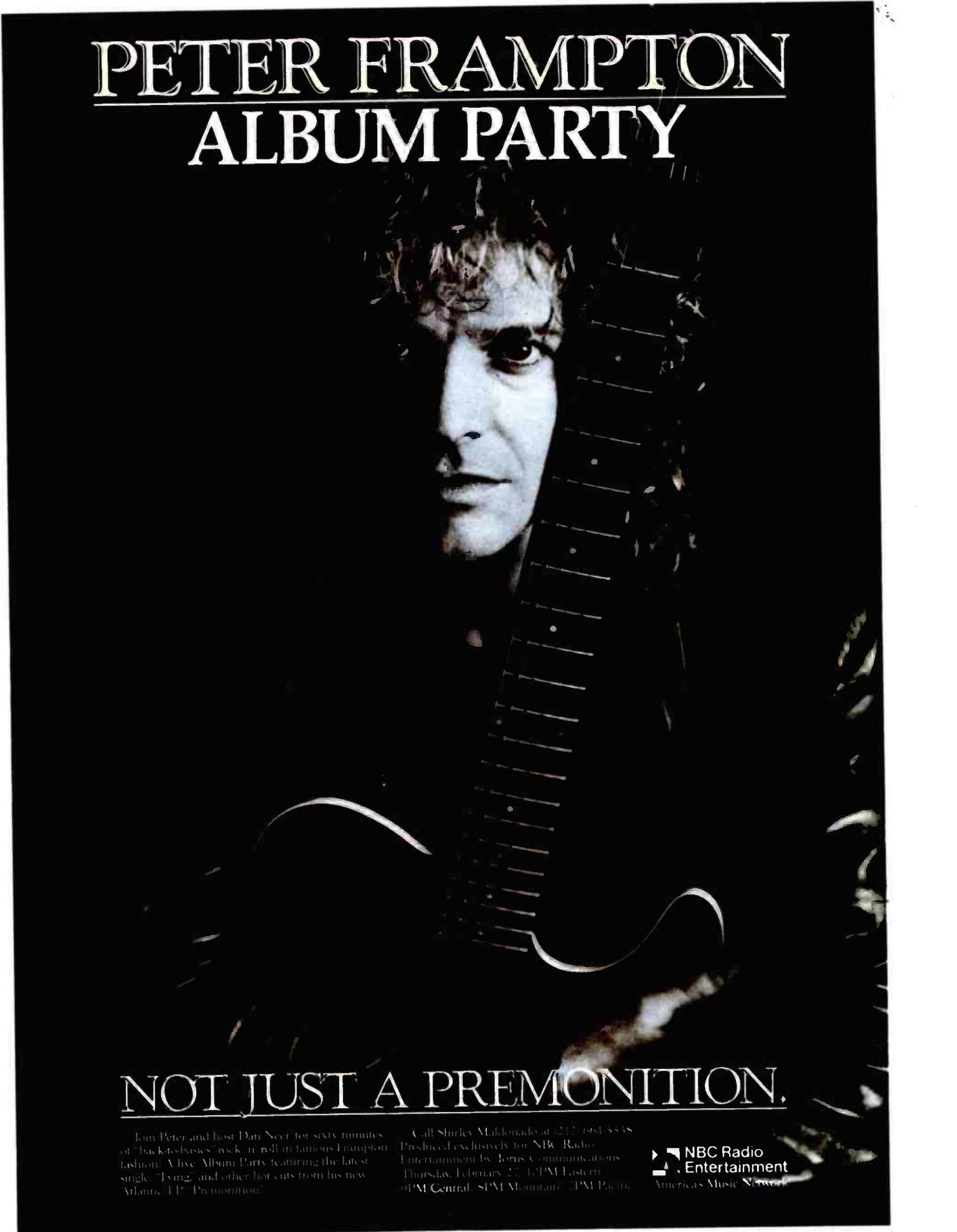
August 26-29
Radio-Television News Directors Association's International Conference
Salt Palace Convention Center, Salt Lake City

Sept 4-7
5th Annual Jazz Times Convention
Roosevelt Hotel, New York

Sept 10-13
Radio '86 Management, Programming, Sales, and Engineering Convention
Sponsored by NAB and NRBA
New Orleans Convention Center, New Orleans

PETER FRAMPTON

ALBUM PARTY



NOT JUST A PREMONITION.

Join Peter and host Dan Nee for sixty minutes of "back-to-basics" rock 'n' roll in famous Frampton fashion. A live Album Party featuring the latest single, "Living," and other hot cuts from his new Atlantic LP, "Premonition."

Call Shirley Maldonado at (212) 694-5538. Produced exclusively for NBC Radio Entertainment by Jorus Communications. Thursday, February 27, 10PM Eastern/9PM Central, 8PM Mountain, 7PM Pacific.

 **NBC Radio**
 **Entertainment**
America's Music Network

Thank You Radio



Bennie & The Jets
Don't Let the Sun Go Down On Me
The Bitch is Back
Lucy In The Sky With Diamonds
Philadelphia Freedom
Pinball Wizard
Someone Saved My Life Tonight
Island Girl
Don't Go Breaking My Heart (w/ Kiki Dee)
Sorry Seems to Be The Hardest Word
Mama Can't Buy You Love
Little Jeannie
Empty Garden
Blue Eyes
I'm Still Standing
Kiss The Bride
I Guess That's Why They Call It the Blues
Sad Songs (Say So Much)
Who Wears These Shoes
Wrap Her Up

John Reid



KEN BARNES

HIT LIST 1974-85

CHR All-Stars Of The R&R Era

I keep a stack of R&R's Year-End issues near my desk for easy reference...

We've now compiled 12 Year-Ends, tabulating the most popular hits of each year from 1974 to 1985.

It struck me (no permanent damage, luckily) that we'd never compiled any of our chart information in any form beyond a Year-End issue.

So I did some heavy-duty tabulation. This week, I worked with the CHR charts, listing the artists with the most Top 15 hits...

Digression Into Methodology

This next section can be safely skipped by those interested in the results, but there may be a few who want to look at the fine print.

All credited duets, by the way, counted as full-credit songs for each artist.



factor, of course, in Country.) Finally, the overall hit list, the R&R CHR Top 40 in this case...

OK, here's the Top 15 standings:

Most Top 15 CHR Hits

- 1. Elton John 20
2. Hall & Oates 18
3. Olivia Newton-John 18
4. Billy Joel 18
5. Paul McCartney 16
6. Barry Manilow 14
7. Kenny Rogers 13
8. Chicago 13
9. Stevie Wonder 13
10. Donna Summer 13
11. Michael Jackson 12
12. Fleetwood Mac 12
13. Bee Gees 11
14. ELO 11
15. Eagles 11
16. Lionel Richie 10
17. Barbara Streisand 10
18. Little River Band (tie) Bob Seger 10
19. Linda Ronstadt 10
21. Prince 10
22. Foreigner 10
23. Neil Diamond (tie) Pointer Sisters 10
25. Phil Collins 9
26. Duran Duran (tie) Madonna 9
28. Journey 9
29. Dan Fogelberg (tie) Rick Springfield 9

Most Top 5 CHR Hits

- 1. Hall & Oates 13
2. Elton John 13
3. Paul McCartney 12
4. Olivia Newton-John 11
5. Donna Summer 10
6. Bee Gees 9
7. Michael Jackson 9
8. Eagles 9
9. Lionel Richie 8
10. Air Supply 8
11. Fleetwood Mac 7
12. Phil Collins 7
13. Billy Joel 7
14. Kenny Rogers 7
15. Barbara Streisand 6
16. Chicago 6
17. Stevie Wonder 6
18. Duran Duran (tie) Madonna 6
20. Rod Stewart 6

Though Elton John topped the Top 15 list, Hall & Oates won the Top 5 contest, thanks to more No. 1 records as the tiebreaker.

their Top 15 hits (a figure not high enough to crack the Top 30 all-timers in that category) went Top 5, netting them a #10 ranking.

Most No. 1 CHR Hits

- 1. Paul McCartney 6
2. Bee Gees 6
3. Hall & Oates 6
4. Michael Jackson 5
5. Lionel Richie 5
6. Barbara Streisand 5
7. Elton John 4
8. Olivia Newton-John 4
9. Eagles 4
10. Fleetwood Mac 4

McCartney edges the Gibb Brothers on number of Top 5 hits to win this very tight race.

Now, adding them all up with the 3-9-1 point system, the all-star CHR hall of fame roster is as follows:

The R&R CHR All-Time Top 40

- 1. Elton John
2. Hall & Oates
3. Paul McCartney
4. Olivia Newton-John
5. Billy Joel
6. Bee Gees
7. Michael Jackson
8. Donna Summer
9. Lionel Richie
10. Eagles
11. Fleetwood Mac

- 12. Chicago
13. Stevie Wonder
14. Kenny Rogers
15. Barry Manilow
16. Barbara Streisand
17. Phil Collins
18. Prince
19. Duran Duran (tie) Madonna
21. Air Supply
22. Rod Stewart
23. Foreigner
24. Little River Band (tie) Bob Seger
26. ELO
27. Journey
28. Commodores
29. Neil Diamond (tie) Pointer Sisters
31. Linda Ronstadt
32. Doobie Bros.
33. Captain & Tennille
34. KC & The Sunshine Band
35. Culture Club
36. Kenny Loggins (tie) Diana Ross
38. Christopher Cross
39. Police
40. Huey Lewis & The News

Elton's sheer number of hits, spanning most of the entire 1974-85 era, won him the overall title of most productive CHR artist.

Michael Jackson ranked seventh based on singles from just two albums, but he had a lot of 'em, and they hit big.

Other recent-vintage artists achieving high placings included Phil Collins, Prince, Duran Duran, and Madonna.

It goes without saying, but I should probably say it anyway, that these lists are a highly simplified method of ranking artists.

IT'S HERE



"SO FAR AWAY"
The New Single By
DIRE STRAITS

NEW & ACTIVE

#1 "Most Added"
93/91

Produced by Mark Knopfler and Neil Dorfsman

From The Smash LP Brothers In Arms
On Warner Bros. Records, Cassette and Compact Disc
Management: Ed Stewart/Columbia Management Limited
© 1986 Warner Bros. Records Inc.

DATEBOOK

SEAN ROSS

Belafonte: USAF +1

A year ago, the USA For Africa project brought Harry Belafonte back to prominence. And despite the "sweeping-in-unison" image of the video, Belafonte recently told the *Los Angeles Times* that not everybody supported the group's relief efforts. "The performers came together independent of their managers and agents and everybody. What did Hollywood do? You can't whitewash the industry. The industry has yet to prove itself."

Belafonte has worked for African causes since President Kennedy sent him to the continent as a member of the Peace Corps Advisory Council 25 years ago. And he thinks that some of the stars who worked with him may eventually come to the cause for an extended period also. "Most of them had been . . . very happy singing innocuous songs. Lionel Richie . . . was forced to see how his song impacted on the world. He now is grappling with what he does with his life. He's on the board of USA for Africa making decisions on appropriating the money, which takes us in- to deep political, social and economic questions."

Despite his belief that the political climate has "certainly regressed from where we were five years ago," Belafonte also feels "there's a polarization taking place . . . it's wonderful to have Bruce Springsteen on our side. And it's wonderful to have Charlton Heston on the other side." Belafonte will be 59 this Saturday.

MONDAY, FEBRUARY 24

1956/Sure you want a hall of fame, guys? Cleveland invokes a 1931 law barring those under 18 years of age from dancing publicly without an adult guardian.

1979 — With WBCN/Boston embroiled in a staff workout, ex-jock Peter Wolf orders his promos off the air until the strike ends. He comments, "The only scab I dig are the ones on my elbows."

1985/David Crosby bolts from a drug treatment center during his first supervised walk; he's captured the next day.

TUESDAY, FEBRUARY 25

1974/Johnny Rodriguez opens the year's Houston Livestock Show & Rodeo.

1978/In an attempt at a combination answer to home-taping, exclusives and early leaks, AOR stations nationwide debut Jefferson Starship's new "Earth" LP in program form.

1981/Christopher Cross takes five Grammy awards; George Jones finally wins one.

Birthday: George Harrison 1943.

WEDNESDAY, FEBRUARY 26

1979/When they found out, the Jesus & Mary Chain rushed out to open an IRA: the Sex Pistols and Malcolm McLaren go to court to divide the band's earnings. It's revealed that only \$80,000 of their \$1.5 million dollar gross is left.

1980/Radio Moscow temporarily broadcasts over CMCA/Las Vegas Cuba, marking the first time that the station has been heard in America without a shortwave receiver.

1985/The USA For Africa session is recreated on this year's Grammy show. Tina Turner takes three awards; Steena Easton wins for best Mexican/American performance.

Birthdays: Johnny Cash 1932, Fats Domino 1928, Mitch Ryder 1944, Paul Cotton (Poco) 1943.



Johnny Cash, Eddie Money, Herb Alpert, Lou Reed

THURSDAY, FEBRUARY 27

1978/Hall & Oates' "Sara Smile" goes to #1 in Cleveland right around the time that it charts everywhere else.

"Sara" owes its start in that city to LP play on R&B WJMO.

1978/"Disco Lady" starts a run of at least two months at #1 on the Black chart.

1981/The first commercial shortwave rocker goes under construction as WRNO/New Orleans owner Joe Costello announces his plans for WRNO Worldwide.

Birthdays: Paul Humphreys (OMD) 1980, Johnny Van Zant 1959, Adrian Smith (Iron Maiden) 1957, Mitchell 1927.

FRIDAY, FEBRUARY 28

1974/"Montego Bay" artist Bobby Bloom dies of a self-inflicted gunshot wound; whether his death is accidental or deliberate is never determined.

1983/The final episode of "M*A*S*H" airs and gets its own tribute record, "The Party's Over" recorded by Sam Neely and produced by Lebe.

1984/Michael Jackson wins his eight Grammy awards.

Birthdays: Randy Jackson (Zebra) 1955, Donnie Iris 1943, Barbara Acklin 1943, Brian Jones would be 44.

SATURDAY, MARCH 1

1969/In the last minutes of KHJ/Los Angeles, Robert W. Morgan stopped the Doors' "Light My Fire" and asked if Jim Morrison was "whipping it out in front of God" now. The incident to which Morgan referred, Morrison's flashing of Miami, took place today.

1977/Joe Tex's "Ain't Gonna Bump No More (With No Big Fat Woman)" goes 9-1 at the first station to cross it over, WORD/Spartanburg. WORD also plays "I Wanna Bump With The Big Fat Woman" by Bobby Marston.

1980/Patti Smith marries former MC5 leader Fred Smith and both leave the music business completely.

Birthdays: Roger Daltrey 1944, Herb Alpert 1935.

SUNDAY, MARCH 2

1974/Stevie Wonder wins five Grammy awards.

1975/Paul & Linda McCartney arrested for pot in L.A.

1984/Now it's the Mill of Sound: Hollywood's Gold Star Recording Studios, where the Beach Boys and Phil Spector made most of their famous recordings, is closed and eventually torn down to make room for a shopping plaza. The current "Banta Vine Center" has a Convenience Food Mart, Tokyo Take-Out and Round Table Pizzeria.

Birthdays: Eddie Money 1949, Jan Ben Jod 1962, Lew Reed 1942-44, Karen Carpenter would be 36.

MIAMI SOUND MACHINE

THE FOLLOW-UP SINGLE TO THE TOP TEN SMASH "CONGA"

"BAD BOY"

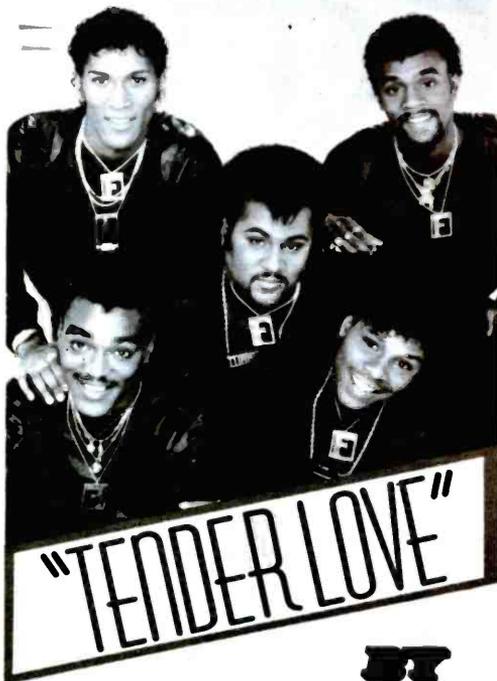


**ON YOUR DESK
THIS WEEK!**



DISTRIBUTED BY CBS RECORDS

THE LOVE AFFAIR HAS JUST BEGUN.



"TENDER LOVE"

BY
FORCE
M.D.'S

CHR BREAKERS

CHART DEBUT: 37



From The Warner Bros. Motion Picture and
Soundtrack Album *Krush Groove* and the
Tommy Boy Album *Chillin'* by Parson M.D.'s.

© 1986 Warner Bros. Records Inc.



BRAD MESSER

CALENDAR

Shuttle Tragedy Sidebar

The odds are overwhelming that you will long remember exactly where you were when you learned the shuttle had exploded. Perhaps for the rest of our lives we'll recall where we were, how we felt, and how those around us reacted when the terrible news came.

At my station, it happened just after the morning drive had ended. Three of us were in the newsroom, talking about the day's stories and wondering whether we maybe should have had live coverage of the shuttle launch, when the wire service bell started ringing.

Another anchor and I walked over for a quick glance at the computer screen to see what was coming in. The bell kept ringing.

The screen printed FLASH! The colleague beside me yelled out loud, "It's a flash!" In that split second, my mind said Flash? Is this a joke? A

mistake? A test? Is the President shot?

The screen printed FLASH! THE SHUTTLE HAS

I didn't wait for the next word. Knew anything involving the shuttle and the word FLASH demanded an immediate bulletin. Ran out the newsroom door into the hallway, tore the paper from the hardcopy printer, read it during an all-out run to the announce booth. Out of breath, interrupted programming instantly, began what turned out to be hours of anchoring coverage of the national tragedy.

There was one thing I did not

know at the time. Didn't find out until the next day, in fact, and it is what I will always remember about the day Challenger exploded and the Flash came in.

There had been three of us in the newsroom. The bell went off. Two men went to the wire terminal. One yelled out loud. The third man, around a corner in another section of the newsroom, heard the bells, heard the rare and important word, and then heard two men run away down the hall.

The third man was left behind. Alone and without a hint of what the Flash was about, his imagination filled in the blanks his own way, and for a minute — a very long minute until he learned otherwise — he thought this was it. Really it.

He thought the missiles were coming.

Fairy Tale Life

MONDAY, FEBRUARY 24 — The 200th anniversary of the birth of Wilhelm Grimm. He and his brother Jacob gathered stories such as Snow White, Cinderella and Little Red Riding Hood, and published them as "Grimm's Fairy Tales" in 1815. The brothers didn't make up the fairy tales, they just collected them from oral and written sources. The first rocket-into-space went up 37 years ago (1949). America launched it, but it was a converted German V-2 rocket.

The FCC authorized tests of Pay TV in 1961. The anti-anxiety drug Librium went on the market in 1960. Voice of America began broadcasting in 1942.

Birthdays: James Farentino 48. Barbara Lawrence 56. Mark Lane 59. Full Snow moon. "Freeze today means frost for a month" says Old Farmer's Almanac.

Colt's Revolving Pistol

TUESDAY, FEBRUARY 25 — The 150th anniversary of Samuel Colt's patent on his six-shot "revolving pistol" (1836). The Colt revolver was the most significant small-arms invention of the 19th century.

Cassius Clay won the world heavyweight boxing title (for the first time) 22 years ago, when Charles "Sonny" Liston couldn't stand to begin the 7th round (1964). The following day, Clay announced his name change to Muhammad Ali. Oregon levied one-percent gasoline tax, first in USA, in 1919. The 16th Amendment took effect in 1913, the power to levy income taxes. United States Steel Corporation was formed 85 years ago (1901) and became the world's first billion-dollar company. Temporary insanity was first used successfully as a legal plea in 1859.

Birthdays: George Harrison 43. Bobby Riggs 68.

Biggest Canyon Protected

WEDNESDAY, FEBRUARY 26 — Congress established the Grand Canyon National Park in 1919, still the #1 tourist attraction in Arizona.

In 1985 the Supreme Court ruled that states must provide free psychiatrists for criminal defendants who plead not guilty by reason of insanity.

The world's worst marine disaster happened in 1916 when the French cruiser "Provence" sank in the Mediterranean Sea with the loss of 3100 lives.

Birthdays: Johnny Cash 54. Antonio "Fats" Domino 58. Tony Randall (Leonard Rosenberg) 66. Jackie Gleason 70. William "Buffalo Bill" Cody born 1846.

Dominican Republic Day

THURSDAY, FEBRUARY 27 — The Dominican Republic became independent in 1844 when the nation that shares the island, Haiti, withdrew its troops after two decades of Haitian rule.

In 1975 the FDA ordered the recall of 1241 defective pacemakers which had already been surgically implanted on heart patients.

Discovery of the neutron was announced in 1932. A cigar-rolling machine was patented in 1883. Saccharin was first produced in 1879.

Birthdays: Ralph Nader 52. Elizabeth Taylor 54. Joanne Woodward 56.

America's Oldest Railroad

FRIDAY, FEBRUARY 28 — The first railroad authorized to carry freight and passengers, the Baltimore & Ohio, was incorporated in Maryland in 1827. The B&O is recognized around the world because it's one of the four railroad properties on the Monopoly playing board.

The television series "M*A*S*H" ended in 1983. Adolf Hitler's government suspended civil liberties in Germany in 1933. The Republican party was founded at Ripon, Wisconsin in 1854.

Birthdays: Bernadette Peters (B. Lazzara) 38. Marie Antoinette 46.



ADAM WHITE

RECORDS

RCA's Omansky: Product Management Vital

"In the record industry product management seems to be more of a caretaker role. Lots of work gets dumped in that area, and it's a catchall for things that aren't A&R, promotion, or sales.

"Whereas in the packaged goods business, the entire focus of a company is product management. The product manager is the one with his finger on the pulse of the industry, who understands the product more than anyone else, who understands its market, can think longterm as well as short-term, and makes proactive, business-building recommendations and decisions. That's how it should be in this industry."

Michael Omansky recognizes the contrary nature of such opinions, as well as the unique and intangible nature of the "product" he's dealing with today. But the RCA exec believes that record companies can learn — and are learning — from other industries. In his view that's where aggressive, proactive product managers come in, brainstorming and planning all types of market initiatives.

One key element, Michael elaborates, is making contact with other advertisers "who have target demographics in common with ours, who have ample funds to spend and want to use music as a vehicle to meet their needs. There are ways to do this which don't denigrate our artists or product, yet take advantage of the extra resources and extra promotion." Two examples:

Pepsico and Papermate

• A campaign involving Pepsico's Mountain Dew brand, where consumers brought two empty cans of the soda to participating record stores and received \$2 or \$3 off any of nine selected RCA albums.

• A promotion between RCA act Autograph and Papermate's Sharpwriter pencil, which saw the band's video underwritten by the writing instrument manufacturer and involved concert tie-ins.

"The Mountain Dew promotion," reports Michael, "gained additional exposure for the albums because Pepsi did radio advertising to tell consumers about the program, and there was customized point-of-purchase material in the soda outlets identifying the record stores. Our research showed the retail takeaway of those albums in the participating markets increased 30% for the pop and black titles, and even more for country."

With Autograph/Papermate, the connection not only covered the video costs (two clips were made: one for MTV and similar services which was "subtle," per Michael,

and one for clubs which was "more commercial") but also gained media attention because of the tie-in itself. "Papermate bequeathed half a million Sharpwriters on us, too," says Mike, "and these were handed out at retail and venues on the group's tour. As people entered each concert, they got a brochure about the Autograph album — and a pencil." Sales of the band's debut album topped 500,000.

Universal Truths

"Nothing guarantees success in business, but marketing ideas like these maximize the shot a company gives the act," states the RCA executive. "Nothing replaces the music or the reaction to the artist or what happens when a single goes on the radio, but you can increase your odds.

"I understand there are great



Michael Omansky

marketers in this industry, but there are few who have the formal training. I won't use many of the ideas I learned through my packaged goods experience because they're not practical. Others I will use. There are universal truths in marketing that apply to the record industry, but if you don't know they exist, you can't pull from them."

Michael also points to the com-

Marketing Music To The Max

This week and next, I'm going to look at marketing in the record industry and report on the current attitudes among people with this responsibility at major labels.

My interest was stirred by comments made on this page last week by Chrysele President Jack Craig — who noted that record companies "probably market more different products than any other industry in the U.S." — and by the agenda for next month's National Association of Recording Merchandisers convention in Los Angeles. One of the scheduled speakers is a professor of marketing who contends that product distribution in this country is in "a state of turmoil" (more on that after the event).

Talking about music marketing this week are two label executives with different backgrounds: RCA Division VP/Marketing Michael Omansky and PolyGram Sr. VP/Marketing Harry Anger. Michael joined RCA in his current post two years ago from Nabisco Brands, where he was Senior Product Manager; before that he worked for General Foods. Harry has held PolyGram's top marketing slot since 1984, having joined from Arista. Prior to that he was VP/Marketing for Polydor Records.

petition for consumers' disposable income, which is greater than it was ten years ago. "This really is a mature industry: it's not growing, it's not declining. Life becomes a zero sum game. If you get the sale, someone else probably doesn't. So the business has to think seriously about making more people understand that its product is available — and has to make it more available.

"For example, the 'Wrestling' album on Epic. I don't know what their marketing plans have been, though — it's obvious the World Wrestling Federation has done a superb job of promoting the record

on TV. I've seen it in record stores and racked accounts, but is it available at wrestling arenas? Can it be made available at Madison Square Garden or the high school shows and everything in between? There's wrestling going on in most states every night.

"I don't know if this is being done, or whether there are restrictions, but the point is that as a business, there are viable, alternative distribution outlets for records and tapes. We've got to think of each album as a project unto itself, and explore more than ever what can be done to market it to the fullest extent."

PolyGram's Anger: No More 'Walls'

"Record companies are getting better at what they do, and more sophisticated in their marketing. We've learned that by sticking with projects and trying to find innovative ways to market them, we can do incremental business well into the album.

"In the past we've been too willing as an industry to settle for so-called walls, meaning an album has done X million, and we think that's all there is. But those walls are mythical. We've discovered things that will turn the passive consumer into an active consumer. Now we have to make an ongoing effort to do more."

Harry Anger is bullish on music marketing, while making the same point articulated recently by CBS Records President Al Teller (R&R, 2-7): that no single factor is responsible for the industry's current fortunes. "If we're going to have multi-platinum albums, we've got to have multi-media exposure," says Anger. "One format alone isn't going to do that. There's no panacea, no 'get the record on MTV, and you'll sell a million.' Video is just one part of the media mix; we must all understand that.

"Take John Cougar Mellencamp's album. This major artist is now out on a highly successful concert tour, he's seen regularly on MTV, he's heard regularly on all formats of radio, and gaining exposure through the press. Then

there are his contributions to outside projects like Farm Aid."

Continues Harry, "You see that also with Keel and the Gang. This album is their largest seller to date. Why? They got the normal Black/Urban radio exposure, they've had three top ten pop single hits, and they've been seen more than any other act on VH-1. Plus they also tour."

Anger values word-of-mouth, too. "In today's marketing mix, we tend to forget that this is one of the most positive elements. Radio or TV exposure alone may not be as significant as word-of-mouth, particularly for rock product; peer group pressure is extremely important. This is capitalizing on something the movie business has known for a long time: word-of-mouth really sells your product."

Spreading the gospel in high schools was the object of an unusual campaign PolyGram undertook recently for Rush's "Power Windows." The label's VP/Marketing Harry Palmer approached Lifetime Learning Systems, a company which has created motivational educational kits in other con-

sumer product categories. The result was a lesson plan for English curriculum (with supplements for creative writing exercises) utilizing Rush lyrics. Also included: a promotional poster of the band.

Rush To Creativity

The lesson asks students to recognize poetic devices such as simile, metaphor, and personification by studying Rush songs. Samples of lyrics are enclosed, although students are encouraged to buy the album and bring it to class. Nearly 18,000 institutions nationwide were mailed this "Rush To Creativity" kit free, says Anger. "In the atmosphere of school the poetry of Rush's music, juxtaposed with rock, makes a very attractive

and existing opportunity for a teacher to get kids involved with poetry.

"Are we going to be able to measure the results? Probably not. But we felt it was an innovative way to reach out and get 15-16 year-olds and their peers interested in Rush." How much did it cost? "Probably the equivalent of a national AOR time buy," replies Harry.

What seems to excite the PolyGram marketing executive most, however, is the compact disc. "As an industry, we've been presented with an enormous opportunity to bring people back into the market. When consumers — who may not have been purchasing records and tapes — buy a CD player, they not only buy a supply of CDs for their immediate needs, they also then go back and start to fill in their collection because they're no longer satisfied with listening to records.

"So that higher-end customer, who has more disposable dollars, is being attracted back into record stores. We're talking about CDs that are each selling 150,000 to 200,000 units on acts like Dire Straits, Mellencamp, and Tears For Fears. It's a great opportunity to continue with those consumers, getting them back into the habit of buying prerecorded music in its various forms. That's an important issue, and we shouldn't forget it."



Harry Anger



isa-Lisa

and
Cult Jam
with
Full Force

"Can You Feel The Beat"

"After their first smash ("I Wonder If I Take You Home") "Feel The Beat" was a sleeper . . . **Now it's proven to be a bigger smash than the first.**"

B.K. Kirkland, PD WBLS/New York

"Was the **#1 record for 3 weeks in a row.**"

Bill Tanner, PD & Coleen Cassidy, MD
WHQD/(Hot 105/Miami)

"**This was not one we were looking for . . . It landed in our lap.** We spotted it on local 12-inch singles sales reports, then it emerged on 7-inch singles sales reports, then requests grew. We tested it on the air, and we soon had a pretty rosy picture across the board — in call-outs, retail sales and requests. It went 20 to 14 on our power hit survey this week based on single sales. This is not just a black record or just a teen record."

Larry Berger, PD WPLJ/New York

"I never believed in this record from the beginning, but around Christmas time there was a shortage of good music around, so I went with it. **I've now got it in a special category called "super power rotation."**

Jeff Wyatt, Former PD of
Power 99 in Philadelphia,
Now PD POWER 106/Los Angeles

"Was a Top 5 record. Single sales & 12" sales were at #1 for a month in south Florida & **it's still selling.**"

Gabe Baptiste, PD & Mark Shands,
Assistant PD/MD, 195/Miami

"Was a #2 record . . . **Instant phones & it researched like a pop record.**"

Robert W. Walker, PD &
Frank Amadeo, Assistant PD/MD
Y100/Miami

"**Lisa-Lisa delivers pop music with an edge . . .** perfect for the bay area. Her latest ("Can You Feel The Beat") besides being a request & retail monster shows up amazingly strong in our call-outs with 18-34 females."

Steve Rivers, PD & Keith Naftaly, MD
KMEL/San Francisco

"**Lisa-Lisa's the hottest record on the street;** we've been playing it since its release."

Scott Shannon, PD &
Frankie Blue, MD Z100/New York

"**This is the biggest record on the street . . . It crosses all ethnic lines.**"

Barry Mayo, PD of WRKS/New York

Columbia Records





JOEL DENVER

CONTEMPORARY HIT RADIO

THE MAN BEHIND THE SMILES

David Kolin: From Toothaches To Laughs

Three years ago David Kolin had two big projects on his mind — graduation from Fairleigh-Dickinson University and setting up a successful orthodontics practice. What more could a nice Jewish kid from New York City want out of life?

Now at 26, David has forsaken the land of tartar, impacted incisors, and dental molds. He's traded the fluorescent lights of the dentist's office for the bright lights of show biz, becoming a comedy writer for some of America's top radio talent including Scott Shannon, Rick Dees, Ross Brittain, and John Lander.

Celeb Impersonations

David recalled that all through high school and dental school he was always cutting up, doing amusing skits and impersonations. "I always enjoyed doing it and found it worked well in easing my patients' minds. One day a patient suggested I send a tape to Scott Shannon at Z100.

"That was almost three years ago. I couldn't believe Scott called and said he really liked my stuff. He hired me to write for the Morning Zoo and do character voices/phone-ins for him."

Among the many celebrity impersonations David does are Boy George, Michael Jackson, Prince Charles, New York Mayor Ed Koch, "or whoever is timely or whose voice stylizes the image needed for the bit. Once, I even played Mr. Potato Head, who was upset about the Cabbage Patch Kids taking over. Whatever works, I come up with it.

"After six months I began coming to Z100 on a regular basis. With so many PDs around the country interested in Z100, I made a lot of contacts. At the same time I was working for Scott, KKBQ/Houston's John Lander flew me in to do bits and write. I started flying to Houston once every two weeks.

"I was still going to dental school during most of this time. Here I was making calls to radio stations between patients. They'd look at me like I was nuts; it really became ridiculous. (But) I kept plugging along and was eventually hired as a fulltime employee of both Z100 and KKBQ. I was then hired to write for Shannon's 'Rock-in' America Countdown' syndicated show."

Juggling Act

As David's bits began circulating across the country on airchecks, the demands for his talent increased. In fact, following Ross Brittain's exit from Z100 to join



The many moods of David Kolin and some weirdness with Al.

Z100/Philadelphia, David became the head comedy writer for the Z106 "Brittain For Breakfast" show.

So how does a busy young comedy writer find the time to do all this? He learns to juggle as well as grab laughs. David spends Sunday, Monday, and Tuesday at KKBQ as cohost of the Morning Zoo and station comedy writer. (He's also part of the Q-Zoo Comedy Channel on Continental Airline flights.) On Wednesday, he's in New York with Scott. He's in Philadelphia with Ross on Thursday, and Friday he returns to Scott. Whew!

Add to that hectic schedule still another assignment — a cohost on John Lander's syndicated, weekly four-hour show "Hit Music U.S.A." "You can't believe how time-consuming this show is, but I love it," said David. "As a result, I've had to give up being Director of Comedy for Z100. Now I'm just a con-

tributing writer for the station, and have had to stop writing for 'Rock-in' America."

"I couldn't do any of this without my wife Terey," David confessed. "She's a saint to put up with me. She's a freelance writer who married a dentist-turned-comedy-writer. With a somewhat more relaxed schedule, I actually get to spend four days a week with her."

Comedic Inspiration

David continued, "Hit Music U.S.A." producer Archer Deshaies takes all of our ideas and bits, which take about 4 1/2 hours to record, and spends the next two days or so putting it into a marvelous package. We have a toll-free number (1-800-Dingbat), which makes the show very interactive. We go into the studio and tape calls when the show is airing. We get folks from everywhere. It's no different than when a caller dials up Z100 or

any other station, and you begin to weave a bit around their questions, statements, or purpose for calling."

Comedy writers/performers not only draw from daily inspiration to keep the yucks coming, but are also guided by their professional peers. David's comedic idols include Monty Python, Peter Sellers, and Bill Cosby. He also credits the "Honeymooners" TV show for getting him into comedy.

Theater Of The Mind

"I've always looked at myself as eventually being a Dick Van Dyke-type of character," noted David. "On his TV show he was a head comedy writer and sure enough it has happened (to me). I've studied old radio shows, dissecting them to see what made them funny. Back then you had no pictures to deal with. It was all theater of the mind. It's this same theater of the mind

concept that most appeals to me. With a funny voice and a fast line or two, I can paint any kind of picture I want with radio.

"I consider myself a prolific comedy writer, but I'd be lying if I said there wasn't a lot of pressure in doing this. Whenever I think I can't pull it together, it just sort of all comes together."

Just where does David find the ideas that become on-air bits? "Life is my material. The newspaper is a good source; it seems so natural to associate a real event with a twist or two, making it funny. When Sean Penn was arrested in China it spawned a 'People's Republic Court' bit. Billy Joel and Christie just had a baby so the bit became a commercial for a new album, 'Billy Joel's Greatest Kids, Volume 1.' All of the songs were parodies relating to babies."

Are there any subject areas that are comedy taboos for David? "I won't deal with blue humor that becomes tasteless, hurts, or slanders someone. I really emulate Bob & Ray. They're clean-cut comedy pros, really funny without being dirty. I look at myself as a mainstream comedian. No sex innuendos for cheap laughs. The real talent is to take real life and make it funny."

Despite his confidence and enthusiasm for life, David admitted he's scared of one thing. "I'm terrified of doing standup comedy. It's hard to function in front of a camera if someone else is there. Me and a cameraman, no problem. Crowds are really a hangup for me. It's a phobia I'm going to try and lick."

Future Goals

And it's a task he's ready to take on as he sets his future goals. His most recent accomplishment is writing for Rick Dees and being the official comedy writer for KJIS-AM & FM. "I'm just thrilled that Rick Dees has hired me. I look toward eventually moving to L.A. and splitting my time between there and Houston. I'd also like to do voiceovers for cartoon animation. Beyond that, it's my hope that I can keep my hand in radio and eventually work toward writing for movies and TV."

Editor's Comments

Many popular comedians employ comedy writers. After all, no one (including the funniest air personality) can possibly stretch his imagination and talent in as many directions as he'd like. The fact that David was hired by these quality stations is a very positive sign for radio. It seems that management is putting greater emphasis on the quality of its programming.



“WHISPER IN THE DARK”

Dionne's just had her biggest single
with the # 1 million-selling hit
“That's What Friends Are For.”
Now comes a second seductive smash
from the beyond-gold album Friends.

“WHISPER IN THE DARK”
THE NEW DIONNE WARWICK SINGLE.
TOO HOT TO KEEP UNDER COVER.

ARISTA

CONTEMPORARY HIT RADIO



MOTEL MADNESS — Capitol's *Motels* visited with WCAU/Philadelphia staffers, signing autographs and making sure their "Shock" LP was spinning on every turntable. Pictured (l-r, back) WCAU's Jefferson Ward, *Motels*' Guy Perry and Martha Davis, WCAU's MD Glenn Kalina, Bill O'Brien and PD Scott Walker; (l-r, front) *Motels*' Scott Thurston and Marty Jourard, WCAU's Billy Burke, and band member Brian Glascock.



SHE'S ALL OVER THE RADIO — Taking a break from her Ivy League lecture circuit, Dr. Ruth visited the FM93(WVBR)/Ithaca staff. Helping Dr. Ruth (far right) promote good sex are (l-r, back) GM Warren Kurtzman, personality Jessica Ettinger, PD Tom Poteman, and Promotions Director Stew Dixon; (front) personality Bill Todd.

MOTION

Dan McKay leaves mornings at KLRZ/Salt Lake City to do wake-up service at WQUE-FM/New Orleans for PD Kevin McCarthy... KC101/New Haven MD Stef Rybak is promoted to PD... Bob Brown, last at WHTT/Boston, nails the Production Director slot at Q107/Washington... Former KQXR/Bakersfield PD Roger Peterson is now doing nights at KBOS/Fresno... O.J. Riley from KVMT/Vail and Toni Trueblood from WASH/Washington are the new morning team at WKZL/Winston-Salem.

WRFM/Cincinnati loses Mimi Lawson to croastown CHR Q102 for weekends... Dan Kelly is boosted to MD at 103CR/Buckley... Pat Paxton becomes Operations Manager at KWSL & KG95/Sloux City... Sandy Weinberger named Promotions Director at 96X/Miami... Glenn Bueroklin becomes midday personality at KKVK/Little Rock from his previous night rocker slot... Ted Kelly, now known as "Hollywood," is doing nights at WGGZ/Baton Rouge.

Mark Lyons exits KZQZ/San Luis Obispo for middays croastown at SLY98. He replaces Paul Fling, who's now middays/Production Director at KBOS/Fresno... Eddie Munster is out at Q100/Alentown... Kelly Thomas is the new MD at KKFM/Colorado Springs.

Welcome To The New Parallel Reporters

It's that time of year again. R&R pores through the Arbitrons, evaluates playlists, and listens to airchecks for a semiannual revision of the CHR reporter list. The CHR reporter list will be revised again once the spring ratings are released and evaluated. Congratulations to the new reporters, all of whom are Parallel 2 stations.

B106(WBWM)/Washington, DC
PD: Bob Kaghan
MD: Marty Dempsey

WFLY/Albany, NY
PD: Todd Martin
MD: Tom O'Brien

WNKK/Harrisburg, PA
PD/MD: Bruce Bond

WKQB/Charleston, SC
PD: Roger Galthier
MD: Mary Russell

WDJX/Louisville, KY
PD: Kevin Kenney
MD: Jill Meyer

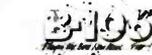
Z103(WZXR)/Memphis, TN
PD: Steve Kelly
MD: Bobby Knight

96X(WCJX)/Miami, FL
Holiday/Elliott

WKSI/Winston-Salem, NC
PD: Tom Jackson
MD: Dave Denver

WDX/Appleton-Cashkosh, WI
PD: Jeff McCarthy
MD: Michael T.

WRNO/New Orleans is now a Parallel 1 reporter, and WXLK/Roanoke is now a Parallel 2 reporter.



There are currently 240 CHR reporters.

BITS

• **Money For Nothin'** — WAZY-FM Lafayette, IN's fall promotion was called "Money For Nothin'." Telephone numbers were selected at random and those who answered were asked, "Who gives you money for nothing?" If they responded with "Z96" or "WAZY," the prize was a quick \$96. Cash winners were then asked to name the song playing on Z96. The right answer earned the listener his choice of either a microwave oven, color TV, or refrigerator.

• **Who Am I?** — KIS-FM/Los Angeles is challenging listeners to guess the unidentified celebrities in its "Mystery Voice Contest." Voices of movie, TV, pop, and even cartoon stars have graced the airwaves for this four-times-a-day contest, whose jackpot starts at \$1000. Every wrong ID boosts the kitty by another \$1000.

• **By Road Or Air** — WGCL/Cleveland, Pepsi-Cola, and Eastern Airlines are giving listeners the chance to win a vacation and pick their choice of travel. Listeners can register wherever Pepsi is sold or send in a postcard for the random drawing. Four winners will receive round trip tickets and accommodations to anywhere in the U.S. Four others will win a Chevrolet Z24 plus accommodations in the location of their choice.

• **Coast-Hopping** — Q107/Washington honored the American Music Awards by sending one lucky listener across the continent to see the show. Every hour Q107 played a song by a nominated artist; listeners called in to win that artist's album and register for the drawing. One winner and his guest attended the event and celebrity party afterwards.

• **Be A Friend** — WPLI/New York asked listeners to write down how many times they heard Clarence Clemons's "You're A Friend Of Mine" in a 24-hour period. Since it's tough to stay up for 24 hours straight, Power-95 emphasized how useful one's friends can be, which is appropriate considering the song title. Listeners must send in a postcard, and from a random drawing, one lucky winner will receive Clarence's saxophone.

• **Big Bucks** — WZYQ(Z104)/Friedrick, after completing its 11th Annual Christmas Cash For Kids Campaign, raised over \$31,000 to buy toys, blankets, clothing and shoes for needy children in the area. Much of the station's regular programming was sacrificed to make the most of this event, and after three days of pledging, the station had passed its goal.

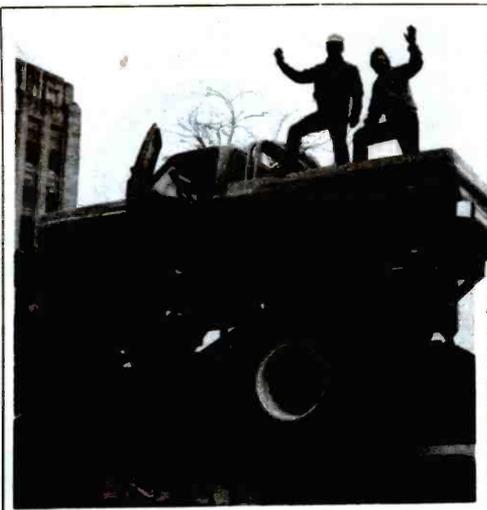
• **You Deserve A Hug Today** — KAMZ(EI) Paso declared January 21 "National Hug Today." Morning and midday personalities traveled to two different area malls and broadcasted live, inviting listeners to come out for their very own body squeeze. Over 300 people showed up at each location and, in the words of PD/morning man Steve Owens, "We hugged them all!"

• **Z100 Morning Zoo's Greatest Hits Tapes \$100,000** — The popular charity album featuring the best of Scott Shannon, Rose Brittain, and the rest of the WHTZ Morning Zoo has been perched in the New York area's top 20 album sales for the last several weeks. Distributed by Artists, the LP has amassed in excess of \$100,000. The money will be passed on to several children's charities, including the "Make A Wish Foundation."

• **Like It Hot, Or Cold?** — WZOJ/Ontario, NY went to work with McDonald's to introduce the latter's new hot & cold sandwich, the McDLT. Listeners got the chance to win either "Hot Trips" to Orlando, FL, or "Cold Trips" to Lake Placid. To enter, listeners could either sign up at various locations or listen for the correct hot or cold song of the day. Winners received three days in Orlando, or a two-day ski package in Lake Placid.

• In another KIS-FM contest, the station, Pepsi-Cola, and MCA Records are looking for the most spirited high school in the Los Angeles area. Students have until February 8 to send in a postcard with KIS-FM and their school's name written on it. The school with the most postcards wins a free concert featuring MCA's Oingo Boingo. Over 300 high schools are participating, holding pep rallies, car washes and fundraising events to buy the postcards. Updates announcing the leading school are broadcast every night on the Bruce Vidal show.

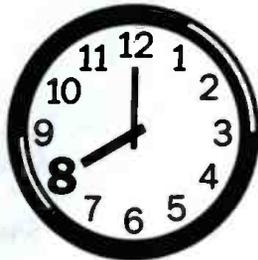
• **KNW's Canine** — KNW/Wichita Falls recently got the whole town involved in its "name the mascot" contest. First, they needed a mascot, of course, so Hazel's Fantasy Factory invented a dog with the call letters pasted across his chest. Out of the hundreds of entries, the name chosen was "Coemo." The winner won a trip to Jamaica and 100 lbs. of dog biscuits. Second prize was a trip to Mexico and a year's supply of flea collars and dog shampoo; third prize garnered a Las Vegas trip and a poopier scooper.



NICE WHEELS — WZOK/Rockford's morning team of Randy Cook and Spiff Dingle made the most of its "drivetime" during a recent promotion for the city's Custom Speed and Auto Show. Shown here is the Zodiac Monster Truck, which took four years and \$148,000 to build. It contains 28 shocks, a 490 cubic-inch engine, and 4' x 5' tires.

EXCLUSIVE:

ATCO REVEALS CHR's WINNING FOUR-MAT!



It's always been a sound programming move to wake your audience with familiarity. **STEVIE NICKS** is the kind of artist that CHR audiences remember. Hit after hit after hit...The latest in a string of successes is "I Can't Wait," from her platinum album, "Rock A Little." (90479)

On Modern Cassettes and Records.

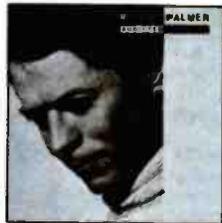


CHR BREAKERS



His looks attract the women while his video is dazzling the men and his record is proving to be a winner with CHR audiences across the country. **ROBERT PALMER's** "Addicted To Love" means demographic delivery! You can play it any time, but we suggest you play it often! From the album, "Riptide." (90471)

On Island.

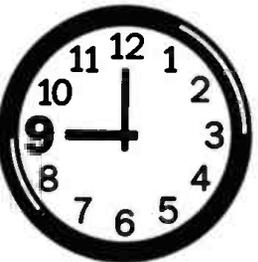
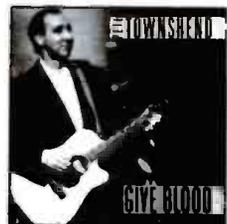


CHR BREAKERS



No programming day would be complete without touching upon a rock legend at all contemporary formats. **PETE TOWNSHEND** does more than just "Give Blood" on his latest hit single. He delivers the audience that keeps your management happiest: Upper Demos! Few artists mean as much to as broad a cross section of your audience. From the gold album, "White City." (90473)

On Atco Cassettes and Records.



"How about a shot at night?" is a question posed by the dedicated promotion person, or it may come from the mouth of an aggressive programmer with regard to a great new record that deserves some airplay. **JOHN MILES'** "Blinded" may be just that record. If you haven't heard it, listen! If you have... "How about a shot at night?" From the album, "Transition." (90476)

On Valentino Cassettes and Records.



**ATCO IS INVOLVED WITH CHR RADIO
TWENTY-FOUR HOURS A DAY!**





STEVE FEINSTEIN

Around Your Corner & Up Your Block

Time for a quick catch-up on what's been going on in our fair format lately.

Format Flux

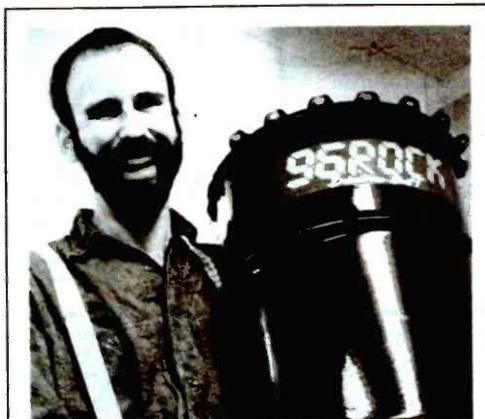
As the world turns, many a radio station adjusts its presentation. KMET/Los Angeles, considered by some observers to be oldies-heavy in recent times, has become more contemporary under new PD Larry Bruce. In his first week, he added 21 currents and weeded out many deep oldies. He's also given the station a harder edge, putting in a whole lotta Led Zeppells and acts like Scorpions, Ratt, Def Leopard, and Billy Squier that both KMET and rival KLOS had backed off in the last year.

KDKB/Phoenix has upped its proportion of oldies, reversing a previous blend of 70% currents/recurrents, 30% gold and adopting a "Classic Rock" slogan. Its current playlist numbers under 20 titles. PD John Larsen says the move is a transition period designed to reposition KDKB as a heritage rock station after a spell as a CHR/AOR hybrid that played Lionel Richie and Madonna.

On the other hand, WSKS/Cincinnati is going the hybrid route. "positioned between the world's latest-to-add-records CHR (Q142)." says PD Marty Bender. Imaging itself as "Today's Rock." SKS's mix is now predominantly singles, including currents by A-Ha, Baltimore, Sheila E., and

slow; I just got my Abrams memo)." WKLR/Tampa, which recently switched to a "Classic Rock" AOR stance, isn't exclusively oldies. The mix includes healthy doses of established currents (Sting, Mr. Mister, Mike & The Mechanics, Simple

Fales. Bender says he's focusing on artists who are "top-of-mind to 18 and 19 year-olds. We're like MTV on radio, about 80% current and 20% old (Cincinnati's a little



DON'T FOUL THIS TROUT'S WATER — WWTW/Ocean City morning man T.J. Trout is asking listeners to give him their condoms (unused). To protest a plan to burn toxic wastes offshore, he plans to present this barrel to a meeting of Environmental Protection Agency officials. His goal is to raise local awareness of the issue and to let the EPA know that "if you're going to screw us, we want some protection!"



UH, MISS, THERE'S A WHISKER IN MY SOUP — WOO/Philadelphia morning man Harvey would like us to believe that he's wearing this outfit only to promote his "Diner Days" series of breakfast broadcasts from local greasy spoons. However, his close friends say his private wardrobe has always been, well, versatile.

Minds) and recurrents (Tears For Fears, John Fogerty, Huey Lewis).

than-the-best musical sense: "He couldn't hear a train wreck."

Sharp-Dressed Men & Women

Here's a promotion worth considering: WMMR/Philadelphia's "DeBella DeBall." The bash (named after morning man John DeBella) is held in a classy hall at a hotel or racetrack, with a "Dress To Impress" theme that inspires listeners to come dressed-to-the-nines rather than in jeans and a T-shirt. Staffers follow suit, appearing in tuxedos and elaborate outfits rented from costume shops. The antithesis of the old-style "boogie-till-you-puke" AOR promotion, it's a night to which you can invite even the straightest of clients.

Lottery Licks

At KFMZ/Columbia, even the losers get lucky sometimes. Monthly "Losers' Lottery Weekends" have listeners enter their losing lottery tickets in a drawing for gift certificates from a sporting goods retailer. Some listeners have brought in as many as 200 tickets.

91X/San Diego's "X Lottery Losers" has listeners write their names on the back of losing tickets. The station reads a name over the air, and if that person calls within 30 minutes, he gets a prize ranging from \$25-\$1000. If he doesn't claim the cash, it goes to the ninth caller.

Random Quotes

An anonymous record promoter with a knack for a good insult said of a fellow promoter, "He couldn't get the Beatles played in Liverpool." On a PD with Jess-

KSHE Bags Public Awareness

A sign of how far AOR has entered the mainstream: KSHE's logo and General Sweetmeat pig mascot are emblazoned on 200,000 plastic tote bags from St. Louis's American Red Cross chapter. The agency puts its logo on the other side of the bags, which are used to distribute educational materials.

Dewey Decimal Ducats

What has your station done to promote listener literacy lately? WSKS inspired a rush on a downtown library after it revealed that \$196 and a pair of tickets for a sold-out John Cougar Mellencamp concert were stashed in the pages of a book called "Small Town America" by Richard Lingeman.

Just Causes

• WBAB/Long Island's sixth annual Rock Marathon had morning team Bob Buchmann & Robyn Lane on the air for 102.3 consecutive hours. The effort raised \$77,504 in pledges for Charity Begins At Home, an umbrella charity organization founded by Billy Joel. Auctioned items included a classic Triumph motorcycle donated by Joel.

• WNEW-FM/New York's annual Christmas charity concert featured Roger Daltrey and Big Country, and raised \$40,000 for United Cerebral Palsy. Daltrey was joined by Julian Lennon, John Entwistle, and John Parr. Yoko Ono appeared with son Sean Lennon.

Continued on Page 46



IS IT LIVE OR IS IT MAMMOREX? — WOT/Toledo's Ehra Look-A-Like Contest brought out the beast in the station's "Rocking Fox" mascot, who judged the event. The winner(s) is kneeling in front.



T H E B I G P R I Z E

ALBUM BREAKER
CHART DEBUT ●
TRACK ●

NEW FROM HONEYMOON SUITE FEATURING THE SINGLE "FEEL IT AGAIN"
PRODUCED BY BRUCE FAIRBAIRN • MANAGEMENT: STEPHEN PRENDERGAST / HEAD OFFICE MANAGEMENT

© 1986 Warner Bros. Records Inc.



STRENGTH IN

CHECK OUT THE HOTTEST CHARTS IN THE INDUSTRY

TOP SINGLES CHARTS

R&R

- | | | | |
|----|---------------------------|-----------------|--------------|
| 1 | How Will I Know | Whitney Houston | ARISTA |
| 2 | Kyrie | Mr. Mister | RCA |
| 3 | Sara | Starship | GRUNYARD/RCA |
| 8 | When The Going Gets Tough | Billy Ocean | JIVE/ARISTA |
| 10 | King For A Day | Thompson Twins | ARISTA |

BILLBOARD

- | | | | |
|----|-----------------------------|------------------|--------------|
| 1 | How Will I Know | Whitney Houston | ARISTA |
| 2 | Kyrie | Mr. Mister | RCA |
| 3 | When The Going Gets Tough | Billy Ocean | JIVE/ARISTA |
| 4 | Sara | Starship | GRUNYARD/RCA |
| 10 | That's What Friends Are For | Dionne & Friends | ARISTA |

CASHBOX

- | | | | |
|---|---------------------------|-----------------|--------------|
| 1 | How Will I Know | Whitney Houston | ARISTA |
| 2 | Kyrie | Mr. Mister | RCA |
| 3 | When The Going Gets Tough | Billy Ocean | JIVE/ARISTA |
| 7 | Sara | Starship | GRUNYARD/RCA |

TOP ALBUMS CHARTS

BILLBOARD

- | | | | |
|---|---------------------------|-----------------|--------------|
| 2 | Welcome To The Real World | Mr. Mister | RCA |
| 4 | Whitney Houston | Whitney Houston | ARISTA |
| 8 | Knee Deep In The Hoopla | Starship | GRUNYARD/RCA |

CASHBOX

- | | | | |
|----|---------------------------|-----------------|--------------|
| 4 | Welcome To The Real World | Mr. Mister | RCA |
| 5 | Whitney Houston | Whitney Houston | ARISTA |
| 10 | Knee Deep In The Hoopla | Starship | GRUNYARD/RCA |

TOP AC CHARTS

R&R

- | | | | |
|---|---------------------------|-----------------|--------------|
| 1 | Sara | Starship | GRUNYARD/RCA |
| 2 | When The Going Gets Tough | Billy Ocean | JIVE/ARISTA |
| 4 | How Will I Know | Whitney Houston | ARISTA |

BILLBOARD

- | | | | |
|----|-----------------------------|------------------|--------------|
| 1 | Sara | Starship | GRUNYARD/RCA |
| 2 | When The Going Gets Tough | Billy Ocean | JIVE/ARISTA |
| 3 | How Will I Know | Whitney Houston | ARISTA |
| 10 | That's What Friends Are For | Dionne & Friends | ARISTA |

NEW NUMBERS

TOP BLACK SINGLES CHARTS

R&R

- 1 How Will I Know Whitney Houston ARISTA
- 8 Guilty Yarbrough & Peoples TOTAL EXPERIENCE RCA
- 9 When The Going Gets Tough Billy Ocean JIVE/ARISTA

BILLBOARD

- 2 Let Me Be The One Five Star RCA
- 3 Guilty Yarbrough & Peoples TOTAL EXPERIENCE RCA
- 5 How Will I Know Whitney Houston ARISTA
- 6 When The Going Gets Tough Billy Ocean JIVE ARISTA

CASHBOX

- 6 Let Me Be The One Five Star RCA
- 8 When The Going Gets Tough Billy Ocean JIVE ARISTA
- 10 How Will I Know Whitney Houston ARISTA



MR. MISTER
 "Welcome To The Real World" AF 13-7180
 "Kyrie" PB 14258
RCA



WHITNEY HOUSTON
 "Whitney Houston" AL 8-8212
 "How Will I Know" AS1-9434
ARISTA



STARSHIP
 "Knee Deep In The Hoopla" BXL 1-5488
 "Sara" PB 14253
GRUNT



DIONNE WARWICK
 "Friends" AL 8-8398
 "That's What Friends Are For" AS1-9427
ARISTA



BILLY OCEAN
 "Jewel Of The Nile Original Motion Picture Soundtrack" JL 9-8406
 "When The Going Gets Tough" JS1-9432
RCA



FIVE STAR
 "Luxury Of Life" AF 11-9506
 "Let Me Be The One" PB 14229
RCA



YARBROUGH & PEOPLES
 "Guilty" TEL 8-5715
 "Guilty" TES1-2425
ARISTA



THOMPSON TWINS
 "Here's To Future Days" AL 8-8278
 "King For A Day" AS1-9450
ARISTA

RCA

arista

Around Your Corner & Up Your Block

Continued from Page 42

- When WKLC/Charleston raised \$1000 for the Red Cross's West Virginia Flood Relief with an on-air auction of five pairs of Jeha Cessgar Melencamp concert tickets, Melencamp matched the amount, making a total of \$3000.

- KATT/Oklahoma City raised \$1500 for local charities by pressing up and selling copies of a "Yuletide Rockin'" 45 recorded for the station by an area band.

- Mark Farmer (ex-Grand Funk) and Country Joe McDonald were part of WLLZ/Detroit's "Guitar Army" II concert that raised \$6000 for a Vietnam Veterans organization.

- KLPX/Tucson's Winter Golf Classic at a posh local resort raised \$1500 for the T.J. Martell Foundation.

Food, Glorious Food

- A KLOS/Los Angeles campaign to raise money for local food banks netted close to \$40,000 in listener donations.

- KUPD/Phoenix morning madman Dave Pratt visited 98 Arizona cities in seven days, soliciting donations of 101,000 cans of food. Pratt wasn't a stranger even in distant towns because KUPD's translator spreads its signal over the entire state.

- WRIF did double-duty to help the needy in Detroit over the holidays. A benefit concert with Marshall Creamer raised \$5000 for local relief organizations, and a canned food drive collected 10,000 pounds of food. Donors received discounts on records, tapes, and CDs from Harmony Hut outlets that served as collection points.



SCRUFF'S SCAM SCORES — WYSP/Philadelphia morning ace Scruff Connors doesn't take no for an answer. When he wanted Super Bowl tickets, he made on-air calls to the Louisiana Superdome front office every morning for a week. Tactics like pretending he was the person scheduled to sing the National Anthem at the game, imitating Ronald Reagan, and claiming to be dying of a rare disease met with failure initially. But his pressure tactics eventually paid off in spades. A Superdome official apparently took a polish to Connors, and not only admitted him to the game but put him in an executive box with such notables as the Governor. Connors also had his name flashed on the Superdome's scoreboard. The day after the game, he broadcast his show from the Superdome with guests who included Willard Scott (right) from the "Today Show."

Birthdays

KOME was honored on its 15th birthday with an official "KOME Day" declared by San Jose's Mayor.

WRIF started celebrating its 15th by giving away 20 Hawaiian vacations. When afternoon legend Arther Penbellow bellows "It's Maui Time," the 15th caller wins.

It's a decade of rock for WPDH/Poughkeepsie, whose 1986 calendar included photographs of missing area children. Proceeds benefit a Child Find organization whose phone number is displayed on the calendar's pages... WYNF/Tampa celebrated its fifth with a free outdoor B.T.O. concert that drew an estimated 18,000.

Odds 'N' Sods

- Last Christmas, when KBAT/Midland opened up its "BAT-phone" to air listeners' wishes, most people asked for the usual CD players, microwaves, etc. One courageous chap, though, used the opportunity to propose to his girlfriend, who called in 40 minutes later and accepted. The couple is considering getting married on the air.

- In many a town, "The Gods Must Be Crazy" has set records for the longest continuously running film. After 52 weeks at the same theater in Denver, KBCO threw an anniversary party for the flick, complete with free cake and Coca-Cola (the African movie follows the unusual series of events that occur after a native bushman encounters a Coke bottle tossed from an airplane).

- KRQR News Director Michael Knight received a Best Radio News Feature award from the Press Club Of San Francisco for his public service special, "Rockers Against Drunk Driving (R.A.D.D.): Operation Safe Grad Night." The show, aired last May and directed at graduating students, included actual bookings of drunk driving suspects and a "ride along" with the Highway Patrol.

- WXRT was voted best radio station in a Chicago Tribune readers poll for the second year in a row.

- KEZE/Spokane listeners brought 1700 pounds of food to an Aerosmith show, while KISW/Seattle's "Have A Little Heart" concert elicited 7000 pounds.

- WAQX/Syracuse raised \$6700 for an area food bank with an on-air auction of rock memorabilia, including a rhinestone-studded leather armband from Metley Cree's Vince Neil that fetched \$350.

JEFF PARIS

THE MYSTERY IS OVER!

"MYSTERY GIRL"

NEW & ACTIVE

ALREADY ON:

KOME, KMET KGB, KAZY, KISS, KZEL, KNCN, KLAQ, KSPN, KYTD, KOZZ, KWAL, WOWE, WTUE, WGLU, WXTO, KLWD, KRIX, KFMH, KRKE, WWWW AND MORE!

WE ARE COMMITTED!
12" OF "MYSTERY GIRL" ON YOUR DESK NOW!

PolyGram Records



SEGUES

WWZU/Lockhaven is AOR with PD Mark Williams and MD Kenny Vane-man at (717) 748-4038... KLYV/Dubuque's new PD is Jeff Davis, as Robert Walsh moves into sales... WRJX/Jackson, TN names Marc McClure PD... KBPV/Denver Assistant PD John Simon resigns.

Music Moves: Warren Williams gets the nod as KSFR/Houston MD... At KOZZ/Reno, it's Harry Reynolds... WIZN/Burlington's Tom Van Sant takes over from Arty LaVigne, who remains GM... KMYZ/Tulsa appoints midday gal Sammy Lee... Rex is acting MD at WLLZ/Detroit.

WXRK/New York's lineup now reads Howard Stern (mornings), Marc Coppola (middays), Meg Grit-

fin (afternoons), Jimmy Flint (evenings), Madama (late-nights), and Marie Milite (overnights)... WSHE/Miami overnights go to Harris Allen... Craig Martin joins KFAG/Albuquerque AM drive from KGOV/Portland... KISS/San Antonio mornings now include Chris Shiner from WKOV/Pittsburgh... Phil Wilson takes over middays at KGGO/Des Moines, while Bo J. exits afternoons... J.P. Best joins KZEL/Eugene mornings... Eugene "Steak" Stanley is new to WZZO/Allentown weekends.

Ex-WKLS/Atlanta Promotions Director Larry Behrster is now handling those duties and doing middays at crosstown AC WSB-FM.



DONNA BRAKE

ADULT CONTEMPORARY

Boston's Best: WBZ & WHDH

While it isn't too rare to find a market with a full-service AC station on top of the 12+ heap, finding a market with two such stations in the top three is. Sr. Associate Editor Hurricane Heeran takes a look this week to see what makes Boston's WBZ and WHDH perennial favorites.

Busy At The Top

It's somewhat fitting that WBZ is in first place, having signed on in 1921 as Boston's first station. Only ten years ago in the fall '75 Arbitron, WBZ had taken the top spot away from WHDH. Now a decade later, WBZ has reclaimed the premier position from WBCN, while WHDH remains a solid third. While other challengers have come and gone, the two full-service outlets have remained in the top five.

WBZ Station Manager Cary Pahigian feels that the reason the two stations do well is because Boston is a very strong AM market. He said, "We're fortunate enough that we have four AM stations that do very well, we have kept a lot of people on the AM dial."

WBZ starts its programming with Dave Maynard in the morning. Bob Raleigh takes middays. Charlie Jeffries covers afternoons. Peter Meade handles the evening talk show, and Larry Glick hosts a late-night talk show. 'BZ also runs "American Top 40" on the weekends.

There are also two news blocks — one at noon, the other from 4:30-6pm. Cary noted, "Every research survey that's taken in this market shows WBZ as the number one news station, even though we're not the all-News station."

WBZ's combination of music, news, and talk looks like block programming. Cary agrees that preventing WBZ from sounding like three different stations is not easy. "The hardest part of programming is that common thread," he said, "making it sound like WBZ 24 hours a day, seven days a week."



Cary Pahigian

Keying In

Unlocking one secret to WHDH's success, PD Jim Murphy said, "Personality is a key factor. We're

personality intensive all day long." Among the standouts is morning man Jess Cain, the 27-year 'HDIH veteran.

Jim added, "WHDH does local talk from 6pm-5am, and that includes the early evening sports talk show with Eddie Anselman, a highlight of our programming day."

Sporting Ideas

Both stations have a sports profile, yet neither carry any play-by-

Boston Ratings Trends

Here is a quick look at the Arbitron performance trends by WBZ and WHDH.

Book	WBZ		WHDH	
	12+	12+ Cum	12+	12+ Cum
Fa 85	8.6	1	3	1
Su 85	7.4	2	4	9
Sp 85	8.3	2	1	3
Wi 85	8.9	2	1	3
Fa 84	8.1	3	1	5

Book	WBZ		WHDH	
	12+	12+ Cum	12+	12+ Cum
Fa 85	6.4	3	6	7
Su 85	6.9	3	5	8
Sp 85	7.5	3	2	4
Wi 85	5.8	5	7	7
Fa 84	8.7	1	2	3

play. WBZ, which at one time carried nearly every sport except baseball, still has a sports staff. On weekends 'BZ runs a sports talk show, and sponsors the Boston Marathon and other special events.

WHDH was able to tie in with the New England Patriots during the playoffs. Just before the AFC Championship game in Miami, the station, along with the team's office and the Boston mayor's office, held a pep rally for the team. Murphy recalls, "It was ten-degree temperature with a strong wind, and we had a crowd of around 30,000 outdoors at noontime on a weekday, cheering the Patriots on."

Promotion Progress

The pep rally is one type of station promotion which Jim feels his station handles well; WHDH also utilizes on-air contests. Jim re-

Boston Overview

Here are the Arbitron rankings of Boston AC stations (adults 25-49) over the past three ratings sweeps:

	Sp'85	S'85	F'85	chg
WBZ	3	4	1	+2.1
WHDH	1	3	2	+0.8
WROR	3	1	(tie) 3	-0.8
WVBF	5	2	3	0.0
WSSH	6	6	5	+2.2
WMLX	4	5	6	-1.3

While WBZ and WHDH led the pack in this demo, they did not enjoy the same kind of dominance evident in the 12+ or 18+ cells, due to the heavy 35+ listening to both stations. The adult 25-49 race was a very light one here, and the FMs successfully delivered competitive audiences.

WBZ saw healthy gains after a disappointing summer book and led

WHDH by over a share. WROR, WVBF and WSSH were all within a half-point of WHDH. WMLX trailed in this demo by nearly two shares, while WSSH moved up a notch following a very good fall showing.

The FMs are intensive in younger demos. In fact, WROR placed first, while WBZ and WHDH were tied for last place among ACs in the fall survey with 18-34s. The race heated up in the 18-49 cell, as 'BZ led by a narrow margin over second-place WROR, but WHDH ranked last among the ACs in that demo as well. 'BZ and 'HDIH finished first and second, respectively, in adults 25-54 and 35-64.

marked, "You don't have to be Dick Tracy to see that those are the ingredients of our station."

Cary Pahigian tries to keep WBZ's promotions down to earth. "We do one contest per book, but

more popular than the contests themselves," he pointed out. "People listen to that."

While some stations use mail-out promotions to generate interest, Cary feels big direct mail efforts can distort the station. "That then becomes the whole station, calling out numbers every hour with promo after promo. That's all the station talks about."

The FM Competition

Both Cary and Jim see Boston as primarily an AM market due to what their stations offer, along with (Talk) WRKO and (News) WVEE. Jim added, "No FM AC has been able to emerge as a dominant station because of the phenomenal presence of WHDH and WBZ. You simply cannot cut into that with an AC FM here as you could in a market where there isn't a dominant, longtime AM AC."

Future Beacons On

Cary and Jim are looking forward to continued success in 1986 and the rest of the '80s. Both have listener loyalty which is dependent not upon current music tastes, but upon the services they find on WBZ and WHDH. Jim Murphy sums it up best: "We have a good game plan and we're going to stick with it."

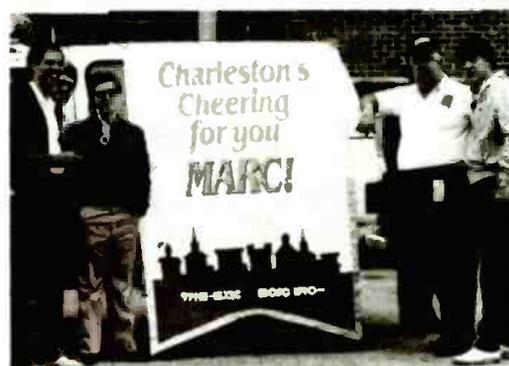


Jim Murphy

it's not the type that is all-consuming; the contest is still secondary to the programming." One type of event you can hear WBZ stage is a trivia contest with one business playing against another. "Trivia is



AFTER THE STORM — After Hurricane Elena hit Biloxi, WJST/Panama City helped collect over 100 boxes of food and 50 boxes of clothing for the victims. Shown joining with the Air Force and Red Cross are (first two on the left): T-94's Promotions Director Scott Thompson and personality Oscar Dobson.



HALLMARK OF FAME — When a Citadel University linebacker was severely injured, WCSC & WXTC/Charleston had the local fans sign a giant "get well" card. Pictured with it are (l-r): WXTC morning man Mark Cardella, WCSC news anchor Charlie Davis, VP/Operations Bob Casey, WCSC Sports Director Patrick Joyce, and VP/GM Phil Zachary.



WALT LOVE

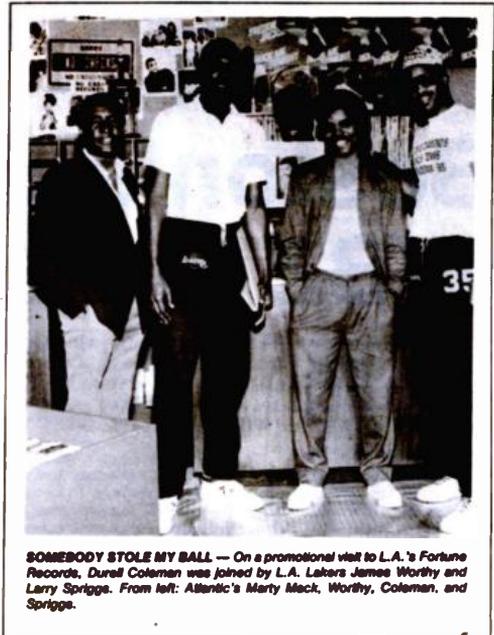
BLACK/URBAN

The First-Ever Black/Urban Fall Scorecard

In terms of pure statistics, B/U radio came out only slightly ahead 12+ in the fall '85 Arbitron when compared to the stations' most recent preceding survey. Of the 153 outlets measured, 77 were up, six were level, and 70 showed decreases. The big story was a series of spectacular rises in Washington, Baltimore, Pittsburgh, Memphis, among others, as well as an unusually good book for many AM outlets. At the very least, the full story presented here challenges reports that this format had stagnated ratings-wise and could only slip slowly.

WAGK/Atlanta	2.5-3.0	WEAL/Greensboro-Winston-Salem	2.5-1.4
WBUS/Atlanta	Debut .8	WQMG/Greensboro-Winston-Salem	7.5-4.8
WGO/Atlanta	1.3-1.1	WTHP/Greensboro-Winston-Salem	Debut 1.5
WVEE/Atlanta	11.8-9.9	WASC/Greenville-Spartanburg	4.8-3.6
WEBB/Baltimore	2.8-2.2	WHYZ/Greenville-Spartanburg	9.5-6.3
WWIN/Baltimore	3.1-2.1	WKND/Hartford	8-1.0
WWIN-FM/Baltimore	2.8-2.5	KCOH/Houston	9-1.2
WXYV/Baltimore	5.4-4.8	KNJQ/Houston	10.3-9.3
KQXL/Baton Rouge	9.1-6.2	KYOK/Houston	2.3-1.9
WTKL/Baton Rouge	2.3-2.7	WGRT/Indianapolis	1.5-1.0
WXOK/Baton Rouge	2.1-2.8	WTLC/Indianapolis	3.3-4.0
KALO/Beaumont-Ft. Arthur	1.9-3	WJAX/Jacksonville	9.7-7.5
KHYS/Beaumont-Ft. Arthur	12.0-14.1	WPDQ/Jacksonville	1.9-2.6
WATV/Birmingham	2.3-2.6	WZLZ/Jacksonville	4.7-5.6
WENN/Birmingham	11.0-10.6	KCXL/Kansas City	1.3-1.9
WJLD/Birmingham	4.0-4.8	KPRS/Kansas City	4.7-4.1
WILD/Boston	1.6-2.5	WBWK/Knoxville	1.1-2.5
WBLK/Buffalo	5.1-4.5	WKGK/Knoxville	1.8-1.7
WUFO/Buffalo	1.6-7	WXLA/Lansing	1.7-4.6
WPAL/Charleston, SC	10.0-7.1	KLAE/Little Rock	4.9-4.2
WWWZ/Charleston, SC	10.0-12.7	KWTF/Little Rock	5.8-7.5
WGVF/Charlotte	1.1-1.0	KACE/Los Angeles	1.7-1.0
WPEG/Charlotte	12.4-12.1	KDAY/Los Angeles	1.8-2.3
WJTT/Chattanooga	3.4-4.8		
WNOO/Chattanooga	2.0-2.8		
WNOO-FM/Chattanooga	Debut 1.4		
WBMX-FM/Chicago	7.0-4.1		
WGCI/Chicago	5-1.0		
WGCI-FM/Chicago	4.9-3.3		
WJPC/Chicago	1.9-2.8		
WVON/Chicago	1.3-1.6		
WBLZ/Cincinnati	6.3-6.6		
WCIN/Cincinnati	2.3-2.6		
WDMT/Cleveland	3.5-4.3		
WJMO/Cleveland	1.9-1.1		
WZAK/Cleveland	5.1-4.1		
WDPN/Columbia	5.1-4.9		
WQIC/Columbia	2.3-2.2		
WVDM/Columbia (Summer)	9.1-12.4		
WCKX/Columbus	1.9-3.4		
WVCO/Columbus	2.7-3.3		
WZZT/Columbus	3.1-1.5		
KDLZ/Dallas-Ft. Worth	2.3-2.0		
KKDA-FM/Dallas-Ft. Worth	3.3-2.7		
KTSS/Davenport-Quad Cities	Debut .4		
WBLZ/Dayton book	2.7-2.7		
WDAO/Dayton	2.8-3.6		
KDKO/Dayton	2.4-2.7		
WCHB/Detroit	1.3-1.3		
WGPR/Detroit	2.2-2.0		
WJLB/Detroit	3.8-3.9		
WQBH/Detroit	9-2		
WZZZ/Flint	15.1-10.1		
WWWB/Flint book	2.8-3.2		
WKWM/Grand Rapids	7.8-5		
WAAA/Greensboro-Winston-Salem	2.5-2.7		
WAIR/Greensboro-Winston-Salem	1.9-1.1		

KGJF/Los Angeles	7-7
KJLB/Los Angeles	2.5-2.3
WJYL/Louisville	4.3-4.2
WLOU/Louisville	8.4-4.9
KRNB/Memphis	7.4-6.1
WDIA/Memphis	7.0-7.3
WHRK/Memphis	12.9-15.5
WLOK/Memphis	6.9-6.2
WXSS/Memphis	1.3-1.1
WEDR/Miami-Ft. Lauderdale	2.5-4.2
WBQT/Miami-Ft. Lauderdale	3.9-3.9
WQBA-FM/Miami-Ft. Lauderdale	2.3-2.2
WRBD/Miami-Ft. Lauderdale	9-7
WTHM/Miami-Ft. Lauderdale	3-3
WAWA/Milwaukee	9-6
WLUM/Milwaukee	5.6-4.4
WNOV/Milwaukee	2.0-2.7
WBLX/Mobile	11.9-13.8
WQOK/Mobile	11.6-10.6
WQKQ/Nashville	7.4-6.5
WNHC/New Haven	4.6-6.8
WYLD/New Orleans	3.0-3.1
WYLD-FM/New Orleans	16.8-14.7
WBLB/New York	3.8-4.7
WRBS/New York	6.0-6.5
WMYK/Norfolk	6.1-5.7
WOWI/Norfolk	7.1-7.6
WRAP/Norfolk	3.4-4.5
KAEZ/Oklahoma City	1.7-3.0
KBWB/Omaha	1.1-1.8
WOKB/Orlando	2.0-1.7
WORL/Orlando	3.7-4.8
WDAS/Philadelphia	1.4-1.0
WDAS-FM/Philadelphia	5.8-4.2
WHAT/Philadelphia	1.3-1.2
WHEP/Philadelphia	7.9-6.9
KUKQ/Phoenix	2.0-2.3



SOMEBODY STOLE MY BALL — On a promotional visit to L.A.'s Fortune Records, Durrell Coleman was joined by L.A. Leters James Worthy and Larry Spriggs. From left: Atlantic's Marty Mack, Worthy, Coleman, and Spriggs.

WAMO/Pittsburgh	4.7-4.7	KDIA/San Francisco	Debut .7
WDUR/Raleigh-Durham	2.9-3.5	KRE/San Francisco	1.1-1.5
WFXC/Raleigh-Durham	10.3-9.1	KBOL/San Francisco	3.8-4.5
WLEL/Raleigh-Durham	5.4-3.1	KKFX/Seattle	1.8-1.0
WSRC/Raleigh-Durham	5-1.1	KCUJ/Shreveport	16.1-11.2
WANT/Richmond	2.3-2.3	KDKS/Shreveport	10.6-12.0
WENZ/Richmond	4-3	KOKA/Shreveport	8.0-6.4
WKIE/Richmond	2.7-3.1	WRXB/Tampa-St. Petersburg	9-1.6
WPLZ/Richmond (Petersburg)	11.4-14.2	WTMP/Tampa-St. Petersburg	2.5-1.9
WTOY/Reno	4.8-7.0	WVOI/Toledo	4.4-3.1
WDRX/Rochester	2.9-5.6	IKOJ/Tulsa	1.4-7
WWWB/Saginaw	2.9-1.7	WDJY/Washington	3.1-3.8
KATZ/St. Louis	2.0-1.7	WHUR/Washington	7.9-7.6
KMJM/St. Louis	6.9-6.5	WKYS/Washington	7.5-7.9
WBLB/St. Louis	9-1.2	WOL/Washington	1.8-1.3
WZEN/St. Louis	1.6-1.3	WPOM/West Palm Beach	3.9-1.9
KAPE/San Antonio	2.3-2.1	KBUZ/Wichita	3.3-2.7
XHRM/San Diego	3.3-4.5		

ACTION

The Arbitron 6/26 and the Arbitron 10/26. After a disappointing first book, WBUS/News-Atlanta is gearing up for Satellite Music Network's "Heart & Soul" format about the time you read this. That leaves Atlanta with only four B/U outlets, including the new "Glee 104" (WEEK-AM & PM), whose new lineup is as follows: 6-10am is PD Misch Feinstein (WVEE), 10am-3pm Marti Semmers (WFOK, WQXX-FM), 3-7pm Keith Eschenbich (WBUS, WIGO), 7pm-midnight Tony Scott (formerly Seasty 8 on WVDM/Summer), and overnights are split by Laverne Speed (WGO) and Ray Harris (WAGK).

In addition, Marvin Whaley from WVEE will be Local Sales Manager; Andrea Bergere from Seicom's San Francisco office will be his National Sales counterpart. And Ted Rensberger leaves Lawrence-Williams Broadcasting to be Kiss's Chief Engineer.

Senior flux occurs in Cleveland, where Ken Allen leaves mornings at

WZAK and is replaced by a new team featuring Bobby Rush and Kim Johnson. The two-man show Allen did on weekends with PD Lynn Teitler will now feature Teitler and Promotion Asst. Ralph Peats. Across town, Erik Stone leaves his PD job at WJMO.

Dexter Chandler now handles mid-days at WJLA/Lansing, replacing Steve Johnson ... WDAO/Dayton morning man Michael Eses is now also that station's Music Director ... Jay Dixon comes from Boston to be WJLB/Detroit's new Production Director ... Max Fyre, who joined WLUM/Milwaukee last fall for evenings/AM, has been promoted to Asst. PD/AM.

WOCQ (OC104)/Ocean City has restructured its lineup, which now includes the new team AJ Thomas and Kerri Vaughan on the "OC104 Morningside" show, Paul Butler in mid-days, PD Dave Allen and new newsmen Dave Barba in afternoons, Scott Jensen for nights, and Marti Lee during overnights.

WILD/Boston is running its third annual "School Spirit Contest." Besides

voting for their school by postcard, students must list four reasons why it's important to stay in school. The winning institution will receive \$1000 for its activities fund and a free concert by New Edition.

WDPN/Columbia and A&M cosponsored the "What Have You Done For Her Lately" promotion for Valentine's Day. Qualifying contestants won the new Janet Jackson LP and Te Mera & the Seen's "Affection" single. The grand prize winner and a guest dined at the Columbia Marriott for the holiday.

Michael Jackson, who hosts the B/U block on WKMI/Kalamazoo, has repeated his plea for record service. Product should be sent to Box 911, 1360 Melody Lane, Kalamazoo, MI 49005; (616) 344-0111. Despite the large black population of Michigan's south and central tiers, there's still not a 24-hour Black station west of Flint. (WJLA/Lansing and WKWA/Grand Rapids are daytimers.) No artists have been announced yet

but Harold Washington's Office of Special Events have set June 6-8 for Chicago's third annual free blues festival in Grant Park. Last year's fest featured Etta James, Little Milton, and Steve Ray Vaughan, among others, and drew 170,000 through its three-day run. More info is available from Lisa Shelby at (312) 262-6311, or Margaret Jones at (312) 744-3316.

Just as soon as one Budweiser Showdown ends, a new one seems to begin. Over 30 stations, including WBMX/Chicago, which hosted last year's finals, are scheduled to take place in this year's talent competition. More information is available from Edward Davis at (314) 982-1700.

John Baker, last seen in these pages as VP of the Wellington Group, has gone independent and opened his own marketing/research firm, Omni-Facts. The company will be based out of the Philadelphia suburb of Jenkintown, PA and can be reached at (215) 886-9001.



BARBARA BARNES

JAZZ

KKGO Wins Top Ratings

Jazz is where it's at. AOR consultants are advising its use as a spice to enhance music mixes. A few more AC stations are now including jazz in weekend shows, while other formatted stations are programming the music in nightly blocks. Furthermore, there's a current abundance of great jazz product available.

Capitalizing on jazz's popularity is KKGO/Los Angeles, which boosted its ratings throughout most dayparts and demos in the fall '85 Arbitron. In addition to its 12+ growth (1.1-1.6), the station saw its overall 18+ shares for men and women climb to new heights. KKGO's evening shares are also especially noteworthy.

Go Gary O.

It's hard to say how much influence this surge of industry interest in jazz may have had on KKGO's ratings gains. Operations Manager Jeff Gehringer instead points to other factors. "Gary Owens (AM drive since late September) has had a great deal to do with our success. His show has brought in new listeners, many of whom are probably his loyal followers."

Gary's cheery, off-the-wall humor along with news, traffic, and business reports, is combined with a music mix that concentrates on familiar, uplifting tunes. Artists heard include Chuck Mangione, Count Basie, Manhattan Transfer, Joe Williams, and Oscar Peterson. His show even doubled its shares in a couple of female demos.

Evenings Explode

The station maintained steady share growth as the day progressed. In the evenings, though, KKGO exploded when it came to male demo rankings. The station climbed from 17th to sixth place in men 18-49 and moved from 23rd to sec-

ond place in men 25-49, second only to AOR KLOS. In the men 25-54 category, KKGO took first, pushing KLOS to third just behind Talk-formatted KABC. KKGO's men 35-64 demo ranking jumped into third place from 14th, behind leader KABC and Beautiful/Easy Listening KJOI.

The station's evening music offering is a tad more progressive,

with tunes by Miles Davis, Maynard Ferguson, Sarah Vaughan, Hank Crawford, and Herbie Hancock. Jeff credits several reasons for the station's success in this time period. "For the first time, we have two of the country's most legendary, perennial Jazz DJs on the air back-to-back - Jim Gosa (7-10pm) and Chuck Niles (10pm-1am). Like Gary, they've also developed loyal audiences over the years (22 and 20, respectively, at KKGO).

"Leading into them is (five-year station vet) Joe Husar. Joe's on-air visibility has increased, and more of his personality comes through

More Fulltimers Gain Listeners

Here are a few more winners in the fall ratings derby. **WJZZ/Detroit** rose from third to second place among men 25-49 in the evening, surpassed only by **WJR**.

Newly-appointed PD Steve Williams and MD Dorian Paster attribute that and other male demo gains to the station's repositioning in the market. Says Donan, "We had a more pop-oriented sound in the last couple of books, which attracted the more fickle pop listeners. As B/U **WJLB** solidified itself after winning a battle with cross-town B/U **WDRQ** (now **WLTI**), we lost that pop audience. Since last summer, we've shifted back toward more mainstream." Now, he says, with less pop and a more consistent sound, the original core

audience is returning. **WYRS/Stamford** also performed well. Since spring, it went from a 1.0-2.2 12+, and more than doubled its overall 18+ share. The station also showed considerable promise in the evenings, rising from 11th to sixth place in men 18+ (tied with **WNEW-FM/New York**).

WBBY/Columbus also has a few things to boast about when it comes to evenings. It jumped from 13th-ninth and 15th-eighth in women 25-49 and 35-64, respectively. And in men 25-49, the station climbed from 14th-eighth.

Coming Next Time: Jazz ratings on dual-formatted and non-commercial stations.

Jazz up your mornings with **Gary Owens** and **KKGO FM 103**



Monday through Friday

3 A.M. to 10 A.M.

because he's able to banter back and forth with the news director. Previously, he didn't have anyone to do that with. We've also added other features in the afternoons, like traffic and ski reports. The music, however, is still the star here, and it always will be.

"These (elements) all play an integral part in our success," Jeff continues. "In addition, we made a huge promotional push in the fourth quarter of last year, with major advertisements in *People* magazine and local newspapers.

including the *L.A. Times* and *Herald*. Basically, the ads announced Gary's new affiliation with us, but they've also furthered the awareness of the station and jazz music."

The station is now gearing up for its biggest concert event of the year, the 1986 Playboy Jazz Festival. KKGO is the official radio station of this annual summer event held at the Hollywood Bowl. And GSM Bob Bordanauero also reveals that future projects include a TV promotion campaign.

Congratulations, KKGO!

ALL THAT JAZZ

For The Record: Jazz For Life, a la Live Aid, is not a branch organization of the National Academy of Jazz (R&R 1-24). The Academy is not affiliated with Jazz For Life, nor has its Board of Directors lent endorsement to any other similar project.

Bob O'Conner and Rob Wilson of KIFM/San Diego appointed Jazz PD and Assistant JPD, respectively... **WLOQ/Oriando** PMer Sherry Summers is upped to MD... Dana Marshall tapped as KKGO's new Promotion Director... Former **WMGL/Gainesville** PD Bill Herman is now with **CHR WBEA/Elyria, OH**, where his duties include a Sunday Jazz show... **AC KSTE/Corpus Christi** an-

ounces a Sunday brunch Jazz show, cohosted by OM John French and personality Tony Mierzwa... **XHRM/San Diego** discontinues its Sunday Jazz show, but continues to mix jazz in its evening programming... **Ken Pauli**, former PD of **WBJB/Lincroft, NJ**, is now at AC outlet

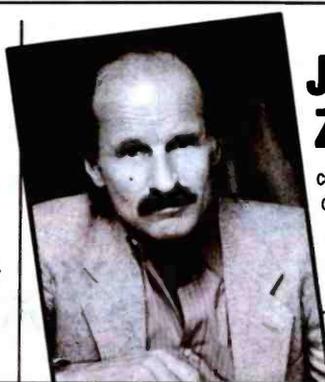


WJBR/Wilmington... Congratulations to **WLOQ/Oriando**, which is celebrating its 20th year on the air.



PAQUITO D'RIVERA "Explosion"

Paquito's last album, "Why Not," was a #1 R&R Jazz album for over one month. This new LP has already achieved "Most Added" for two consecutive weeks and now moves 8-4 on this week's Jazz chart.



JOE ZAWINUL

co-founder of WEATHER REPORT delivers his debut solo project,

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When You Think Of Jazz, Fusion, Progressive Music... You Think Of Columbia Records And Cassettes





LON HELTON

COUNTRY

FALL ARBITRON SKETCHES

Credit Where It's Due

Here are more analyses, backgrounds, and stats describing how various Country Arbitrons.

Birmingham

	12+	25-54 Rank
	Sp/75	F75 Sp/75 F75
WZZK-FM	12.8	14.2 1 1
WLTB	3.4	4.3 7 5
WVOK	6.1	2.1 6 13
WZZK	3.2	1.9 10 10

Another great book for WZZK GM Jerdan Ballard and PD Jim Tice. As a matter of fact, the FM's 14.2 is its best book since a 16.6 in spring '82. Additionally, the station has been number one 12+ eight out of the nine books since the spring of '81.

One footnote: WVOK changed from daytime to 24-hour status on September 19, 1985.

Charlotte

	12+	25-54 Rank
	Sp/75	F75 Sp/75 F75
WSOC-FM	12.6	13.1 1 1
WLVK	6.6	7.3 6 4
WLON	1.3	1.0 17 13
WSOC	1.6	.8 11 16

WSOC-FM is once again atop the market it dominated for so long, wresting the number one 12+ spot away from B/U WPEG. WLVK, which turned Country in late January '85, showed good growth in only its second Country book.

Memphis

	12+	25-54 Rank
	Sp/75	F75 Sp/75 F75
WGKX	7.6	8.9 5 4
WMC	9.2	6.9 1 7

WGKX has once again taken the lead in a battle that has seen since '83. 'GKX beat WMC the first two books out, although 'GKX's first book might have contained some residue from its former Beautiful Music numbers. At any rate, 'MC beat the FM competition the next three straight books before 'GKX made the big gains this survey.

The biggest effect on WMC is the obvious hit to its target demo. Actually, the mass exodus of 25-54 adults to other formats is most likely a concern to both stations.

Milwaukee

	12+	25-54 Rank
	Sp/75	F75 Sp/75 F75
WMIL	4.1	4.6 9 6
WBCS-FM	3.2	4.0 10 10
WBCS	-	.4 - 21

A good sweep for Milwaukee Country following a couple of dips in the total share.

While WMIL rolled along in a stable fashion, WBCS-FM was involved in numerous changes prior

to the book. New GM Sandy Gamblin took over in August of last year while PD Don Crist, formerly of KNIX/Phoenix, arrived in September. Their arrival signaled the battle was on in earnest.

One of Gamblin's first moves came when he switched WBCS (AM) back to Country after a short-lived bout with News/Talk.

Mobile

	12+	25-54 Rank
	Sp/75	F75 Sp/75 F75
WKSJ-FM	15.1	23.1 1 1
WKSJ	9	1.9 15 14
WMML	1.7	1.8 13 13

WKSJ-FM surged to the best book in its history with an eight-point jump, more than nine shares ahead of its nearest competitor. Perhaps more incredibly, WKSJ-FM led the 25-54 competition by more than 16 shares! Truly an amazing story from one of the preeminent medium-market Country stations.

One 'KSJ-FM staff change of note was the addition of former WMC/Memphis morning man Bill Dotson prior to the survey. Dotson teams with PD Wayne Gardner to awaken Mobile.

Oklahoma City

	12+	25-54 Rank
	Sp/75	F75 Sp/75 F75
KKXY-FM	10.6	9.9 2 2
KEBC	6.9	5.6 5 5
WKY	2.3	4.9 12 8
KOMA	2.8	1.5 9 13
KKXY	-	.9 - 15

KKXY-FM again led the Country pack, a feat it's accomplished for over two years running. KKXY returned to the Country fray August 5 after a short stint as News/Talk KCNN.

The overcrowded field was pared somewhat when KOMA announced it was dropping Country for middle-of-the-road AC this past October. In reality, its 1.5 really can't be considered "Country." WKY appears to have been the chief beneficiary of KOMA's move, which makes sense since both are AM stations.

This marked KEBC's third consecutive down book since an 8.3 last fall.

Portland

	12+	25-54 Rank
	Sp/75	F75 Sp/75 F75
KUPL-FM	4.0	4.8 10 4
KWJJ	2.6	2.8 13 11
KWJJ-FM	1.7	2.5 18 13
KUPL	.8	.4 22 23

The combo pairings makes this race a dead heat.

This was KUPL-FM's best book since going Country about two years ago. Remember, this was the station that was number one in Portland with a 12+ 8.8 in the fall '83 Arbitron. After the book's issuance, KUPL-FM changed format from Easy Listening to Country. KUPL (AM) also changed to Country from Big Band. While the FM has been the number one Country station the last two sweeps, I imagine only a peek at the books would tell if the garble has paid off. However, a look at the 10th-4th 25-54 jump may well provide a clue for the future.

The KJ owners made a strategic marketing move last August and changed its FM calls from KJIB to KWJJ-FM. The obvious intent was to parlay the familiarity of the calls into better numbers.

Another KJ move was made last week when AM & FM PD Bobby Sherman stepped down, while retaining his afternoon airshift. MD Mark Andrews was named interim PD.

Rochester

	12+	25-54 Rank
	Sp/75	F75 Sp/75 F75
WZKC	2.5	5.3 8 7
WNYR	3.6	3.1 7 9

This is an interesting market from a programming standpoint. WNYR PD Jeff Goodridge left the station about a year and a half ago and was replaced by KOMA/Oklahoma City PD Bobby Hatfield. When Bobby was wooed across the street to turn on WZKC, Jeff returned to 'NYR.

Newcomer WKZC went Country last March, so this was only its second book. Actually, KCBS went Country a week prior to the spring '85 Arbitron, so its impact probably wasn't accurately measured until this sweep.

Describing his situation, Hatfield said, "The growth of this station has been phenomenal. We've hit upon something this market has needed for a long time - a well-groomed, polished radio station that can be accepted by the fringe or even non-Country listener as well as the Country listener."

"We also don't have the perception problem 'NYR has. When you've been doing Country for 20 years, after a while you have to confront all the things the format and music have gone through. We come on as 'new Country' and don't have to deal with negative perceptions of Country's past."

It will be interesting to see how WNYR, which has had things its own way for years, will react. So far, morning man Tim Kincaid has been replaced by Jim Kelley. As usual when there's quality competition, the market share has



HAM-RAZING RATINGS — Ya gotta hand it to KEND & KLL/Lubbock VP/GM Buddy Howell: when he makes a bet he keeps his word. This seems, though, to be one of those situations where you don't know whether to laugh or cry.

It seems the shares for the pair had been in a downward trend the last three years. Howell, in the best tradition of Dale Carnegie and Zig Ziglar, decided his team needed some extra incentive. Thus, he promised to shave his head if the two stations could produce a combined total audience (+2+) of 21.5. Furthermore, he vowed to shave his five-and-a-half-year-old beard should the combo rank number one.

As you've guessed by now, Howell lost. The good news is the stations won. Contemporary Country KLL was up from 14.2-19.3. Similarly, Gold Country KEND rose from 2.8-4.2. The combined 23.5 was good for the combined number one spot in the market and the formerly hirsute GM now answers to "skinhead."

gone up. It's been as high as ten in the past, but has averaged in the mid-fives. The question is: Is that enough to support two stations?

St. Louis

	12+	25-54 Rank
	Sp/75	F75 Sp/75 F75
WIL-FM	5.0	6.3 4 3
KUSA	3.4	4.5 7 5
WKXC	-	1.0 - 20
WIL	1.2	.7 21 24

Good moves for both WIL-FM and KUSA. The 5.0 summer book for 'IL-FM was its lowest in more than five years, so they're really back where they've been.

KUSA's 4.5, on the other hand, was its highest performance since the winter of '82. The best news for the Gannett Country outlet is its solid move 25-54.

WKXC went on the air in late September and has been very aggressive promotionally. The next book will most likely be a better barometer of its impact on the market.

Salt Lake City

	12+	25-54 Rank
	Sp/75	F75 Sp/75 F75
KKAT	3.4	4.0 10 10
KSOP-FM	3.3	3.7 9 6
KZAN	2.5	3.6 11 7
KRGO-FM	1.3	.7 15 16
KSOP	1.7	.9 16 23

Another market where the overall share is up quite a bit. This may well again be a function of increased competition making each station better. As for individual battles, the war between KKAT and KSOP-FM is on in earnest.

PD John Marks arrived from KRPM/Seattle in September. John's an aggressive PD with an equally aggressive company. KSOP's Country Joe Flint has been in the market a long time and knows it better than nearly anyone, so don't count out 'SOP. The key, of course, is an AM/FM vs. the stand-alone FM.

An interesting footnote to this book is KKAT's 12+ move but static 25-54 ranking. Its real strength shows in the lower demos, while KSOP is stronger in the upper cells. "The KAT" is very strong 18-49 and ranks fifth 18-34 in a heavily A/C-oriented market.

Tucson

	12+	25-54 Rank
	Sp/75	F75 Sp/75 F75
KIIM	7.4	9.2 2 1
KUCB	3.5	5.1 10 4

Since turning Country in January '84, KIIM has made steady upward progress and is now a solid third 12+, a tenth of a point out of second and two full shares ahead of fourth place.

Sister station KUCB rebounded nicely from its 3.5, which was a drop from an 8.1 in the fall of '84.

Wichita

	12+	25-54 Rank
	Sp/75	F75 Sp/75 F75
KFDI	8.9	11.5 6 4
KFDI-FM	15.2	11.3 1 1
KFH	7.5	6.8 4 8

Wouldn't life be sweet owning the number one and two stations in a

Continued on Page 52

YOUR TURN

Let 'Em Eat Cake

By Al Hamilton

Listeners are attracted to our stations because the total product has a certain appeal. During my 16 years in radio, I've heard many reasons why people listen. It's been analyzed, departmentalized, and every other kind of "ized." I'm occasionally "mystified" by its complexity when listening to those who have learned more than I. I still feel it's a simple relationship — one friend to another, whether that friend needs information, entertainment, or companionship. Simple. A piece of cake.

Imagine a businessman (GM/owner) with money to invest in a bake shop. He hires a baker (PD) who knows how to make a great-tasting cake. The baker picks the right combination of ingredients (music, news, sports, features) that results in a taste unlike any other in the world. To add pizzazz and attraction, the baker adds icing (promotion) which is occasionally changed to keep its appeal fresh, but the icing is always consistently complementary to the cake (radio). The baker and his assistants (DJs, newscasters, receptionists) all understand how and why all the ingredients relate and why they

Al Hamilton is the former Music Director of KEEC/Oklahoma City, where he also worked in sales. He's currently looking for work and can be reached at (406) 799-8978.

(assistants) are just as important to the finished product.

I'll stop the part where the baker takes samples to the masses (outside promotions and exposures) to get them to try the product. Segue now to where the cake's reputation for originality and consistently good taste is attracting hundreds — nay,

thousands! The investor, wanting to make more money, asks the baker if there's a way to increase his profit, either by using cheaper ingredients or reducing the expenditures on the icing. The baker points out that any changes would possibly create a loss of customer (listener) loyalty.

Undaunted in his quest for profit, the investor heads advice from his baker but instead decides to sell ads on the cake box.

As the advertising rage grew, it was suggested by the bakery salesman that by eliminating the "see-through window" more ads could be sold and placed on the box. The baker objected, saying that such a move would restrict the attraction of the cake and that no one could see the icing. Well, this time the investor sided with the salesman. So the baker quit, the product changed, the fans' loyalty dwindled, and guess what?

But our story doesn't end. Our successful baker finds another owner who for some reason never

got enough people interested in his cake. They joined forces and success resulted. This was followed by a succession of owners who'd set up shop and hire the baker (now a consultant) to "do his magic." (Remember, at no time did I suggest that our baker attended a "special school" and was privy to "special knowledge." Though he did try his best to analyze each market's needs and tastes, he was no wizard.)

Well, no sooner than you can say "easy as pie," our baker was making a lot of money and influencing so many outlets he couldn't keep up. His product suffered. If you visited all the markets where his outlets were located there was both good news and bad news. Like many fast-food franchisees, they were all consistent and had an identifiable taste, but... "if you tried one, you've tried them all."

Today's mobile people became aware of the number of identical cakes, became disenchanted, and began to look for more variety. Sensing this, another baker opened a shop with a commitment to "please a thousand customers one at a time." As his fame and fortune grew, others asked his help. He happily told them what he did, but since each situation was different, he suggested that they come up with their own distinct and uniquely appealing cake.

Radio is a piece of cake. Let's get in the kitchen and start cookin'.

More Fall Ratings

Buffalo

12+	25-54 Rank		
	Sp '85	F'85	Sp '85
WYRK	5.6	7.3	5 2

Houston

12+	25-54 Rank		
	Sp '85	F'85	Sp '85
KIKK-FM	7.2	6.7	2 3
KILT-FM	4.5	4.5	6 7
KILT	1.5	1.4	16 15
KIKK	4	7	27 29

Minneapolis

12+	25-54 Rank		
	Sp '85	F'85	Sp '85
KEYE	5.2	6.1	5 3
WDGY	3.3	3.3	8 9

Pittsburgh

12+	25-54 Rank		
	Sp '85	F'85	Sp '85
WDSY	2.8	2.7	10 11
WEPP	1.8	2.6	12 9

Riverside-San Bernardino

12+	25-54 Rank		
	Sp '85	F'85	Sp '85
KCKC	1.2	2.7	26 12
KDQG	.7	1.5	36 22
KWDJ	1.4	1.5	13 17
KNTF	1.2	1.3	12 13

Tulsa

12+	25-54 Rank		
	Sp '85	F'85	Sp '85
KVOO	12.6	11.6	2 2
KWEN	11.4	11.5	1 1

Tampa

12+	25-54 Rank		
	Sp '85	F'85	Sp '85
WSUN	5.3	5.8	5 5
WQYK	7.0	8.2	4 3

Next week will feature a complete listing of 12+ ratings plus 25-54 and come rankings for every Country station in the top 100 markets.



STRIKING CANADIAN GOLD — The Judds were recently presented with a Canadian gold LP. Pictured at the reception are (l-r): VP Sales RCA Records Pete Jones, Executive VP Operations RCA/Ariola Int'l. Jose Menendez, General Manager RCA Canada Don Kollar, Wynonna Judd, Naomi Judd, Director of Music Publishing RCA Canada Ron Solleveld, VP RCA Records, USA/Canada John Ford, and Division VP RCA Nashville Joe Galante.

RESULTS!

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Credit Where It's Due

Continued from Page 51

market? Perennial Wichita winners KFDD came up with just such a double whammy this time out. Congrats to Great Empire CEO and KFDD-AM & FM GM Mike Oatman and AM & FM PD John Speer.

Washington, DC

12+	25-54 Rank		
	Sp '85	F'85	Sp '85
WMZQ-FM	4.1	3.5	5 7
WPKX-FM	2.7	1.9	13 13
WMZQ	.2	.1	32 34
WPKX	.3	.4	32 26

One of the most bitter Country battles ever waged is over. In January, WPKX-AM & FM dropped Country for an AOR Oldies format. Congratulations on the final "victory" must go to former GM and current Viacom Radio President Brian Bieler, Viacom National PD Bill Figgessha, current WMZQ GM Frank Byre, and 'MZQ PD Gary Balaban. Kudos also to the entire staffs on both stations. The sound of DC Country has always been top-notch as a result of the intense competition.

The story of this marketplace is excellent fodder for a book. There have been several personnel

changes on both sides — GMs, PDs, and jocks. A few people crossed the street in the process. Most notably, perhaps, were WPKX PD Bob Cole and 'PKX morning man Jim Landon, who both left for 'MZQ. The odyssey even included a PD who left to program AC only to return a couple of years later. And, of course, WMZQ's parent Viacom purchased an AM station to keep from being outflanked by the 'PKX combo. 'PKX, meanwhile, spent a lot of money upgrading its signal. It was evident for a long time that the market couldn't support two Country combos, but neither side would blink. Rumors regarding format changes surfaced just about every time a new ratings report was released.

Gamesmanship played a role in this battle as well. Last summer 'MZQ ran an ad looking for an OM who would "turn 'PKX into a parking lot."

One thing I would like to personally say is that 'PKX GM Bill Sherrard's input in both the Organization of Country Radio Broadcasters' Country Radio Seminar and the Country Music Association has been invaluable and will be missed, as will he.



SHARON ALLEN

NASHVILLE THIS WEEK

CRS Announces New Faces Show Lineup

The following new faces will appear on the 17th annual New Faces Show on Saturday evening March 8, culminating the three-day Country Radio Seminar.

To be seen: T. Graham Brown (Capitol), the Forester Sisters (Warner Bros.), Nicolette Larson (MCA), Robin Lee (Evergreen), the Maines Brothers Band (Mercury), Restless Heart (RCA), Judy Rodman (MTM), Billy Joe Royal (Atlantic America), Marty Stuart (Columbia), and Randy Travis (Warner Bros.).

To appear on this show, you must have scored with a hit single in the previous year. This year's talent will be written up alongside 148 New Faces alumni, among them being Crystal Gayle (1971), Charlie McCoy (1972), Johnny Rodriguez (1973), Larry Gatlin (1974), Eddie Rabbitt (1975), Earl Thomas Conley (1976), Mel McDaniel (1977), Janie Fricke (1978), Razy Bailey (1979), Alabama (1980), Gary Morris (1981), Ricky Skaggs (1982), the Whites (1983), Exile (1984), and John Schneider (1985).

Recording Pioneer Dies

"Uncle" Art Satherley, country music pioneer and the oldest member of the Country Music Hall of Fame, died last week in California.

Satherley, credited with the early discovery and recording of Roy Acuff, Bob Wills, Bill Monroe, Roy Rogers, Gene Autry, and Tex Ritter, travelled to all regions of the country whenever necessary and set up makeshift studios to capture artists and their music.

A native of England, Satherley

spent decades recording American traditional, popular, and black music. CMA Exec. Director Jo Walker-Meador said of Satherley, "He did so much to upgrade and tout the image of country music, when few people were recognizing it at all."

Satherley produced and recorded many artists for various labels, and was a VP at Columbia Records when he retired in 1952.

Country Spotlights On Grammys

Country music will fill a large section of time on the television screen when the Grammy Awards telecast beams live from Los Angeles in a three-hour spectacular. Featured is Nashville's Ronnie Milsap in a pivotal production number with his Grammy-nominated song "Lost in the Fifties Tonight." The segment will last approximately nine minutes and will showcase yesteryear's rock 'n' roll stars. Milsap is a three-time Grammy winner, but this will be his first appearance on the Grammy Awards Show.

Carl Perkins's recording of "Blue Suede Shoes" will be inducted into the Recording Hall of Fame, and he is to appear in the "Lost in the Fifties" segment.

Emmylou Harris, a current nominee, will join Roberta Flack for a six-minute segment of the live show announcing the pre-telecast



MUSICAL GREATS GATHER — MCA Master Series artists celebrate with ASCAP execs following the MCA Master Series Debut. Pictured (l-r): ASCAP's Merlin Littlefield, artists Michael Utley, Jerry Douglas, Larry Carlton, Albert Lee, Abraham Laboriel, and ASCAP's John Briggs.

Grammy winners. Previous Grammy winners Merle Haggard, Linda Ronstadt, and James Taylor will be presenters.

Past President of NARAS and Country Music Hall of Fame exec Bill Ivey commented, "As evidenced by the number of country artists on the show, country music is gaining strength again."

At press time, Kenny Rogers, though recovering from throat surgery, is still scheduled to host this music extravaganza to air on CBS, 8pm Eastern time, 7pm Central Standard time, 8pm Mountain time, and 7pm Pacific time.

MCA/Jennings World Premiere

In a sweep of 700-plus stations, Waylon Jennings's first MCA al-

bum, "Will the Wolf Survive," will air in a "world premiere," setting a new high for this type of record promotion.

The "Will the Wolf Survive" weekend is set for March 7-9. A careful timetable was worked out to ensure that albums would not hit the street until immediately after the promotion. Product will be available in stores on Monday, March 10. Each participating station will receive 10 free albums as giveaway promotion.

The "world premiere" package contains an advance copy of "Will the Wolf Survive," and another disc containing a question-and-answer interview with Jennings; a Q&A script for local announcer use; and pre-produced ready-to-air promos, intros, and instrumental beds.

This promotion was coordinated by MCA/Nashville National Promotion Director Sheila Shipley and Director of Production Katie Gilton.

It's Country & Western

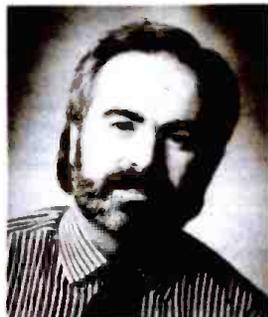
The remake of the John Wayne classic movie "Stagecoach" will feature Waylon Jennings in the role of the "Gambler" and his wife Jessi playing Martha, a woman having an affair with a banker (Toby Francis), who has absconded with all the bank's money.

The interesting part of this story is that Jessi wasn't considered for her role until she was on location with Waylon in Tucson, and met producers Jack Thompson and Ray Katz. At that time the Martha role was still uncast, and they thought she would be perfect. In addition to Colter and Jennings, "Stagecoach" stars Willie Nelson, Johnny Cash, John Schneider, and Kris Kristofferson. Writer Glen Clark is appearing and composing the soundtrack, with Kristofferson penning the lyrics. A premiere date has not been set.

BITS & PIECES: The Nashville Songwriters Association's eighth annual songwriting symposium is scheduled for March 14-16 at Nashville's Hyatt Regency Hotel. This year's theme is "Plan Your Work - Work Your Plan," and many of the top songwriters and key industry executives will be participating, providing an opportunity to see the industry inner circle in action... Lee Greenwood and his song and recording of "God Bless the U.S.A." has been singled out for honors by the U.S. Army Recruiting Battalion for patriotic support of the American soldier. Just thought you'd like to know!

NASHVILLE IN MOTION

Richard Page, former manager of Artist Development for RCA/Nashville, has joined Sharp & Associates Public Relations in Los Angeles. He will be involved in expanding and directing the film, music, and corporate divisions... Karen Conrad has established three new companies — AMR Publications, New Haven Music, and Harpeth Music. She will continue to represent copyright activity for Mid-Summer Music, Sister John, and Blendingwell Music. She is joined by Jack Jackson, owner of Audio Media Studios. The new companies are located at 808 19th Ave. S., Nashville, TN 37203; (615) 320-5985... Bob Heatherly will serve as President/CEO of his own full-service management company. Formerly with RCA in the sales and promotion divisions, he most recently was Director of Special



Richard Page

Sales, based in New York. Offices are located at 1316 Knox Valley Dr., Brentwood, TN 37207; (615) 794-6880.



MICHAELS SIGNS WITH HEATHERLY — Pictured (l-r) are Bob Heatherly, President of newly-formed Heatherly Management; Rich Michaels, first artist signed to the firm; and attorney Ralph Gordon.

MARKETPLACE

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R&R
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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, one week prior to publication date. Marketplace ads are non-commissionable.

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OPPORTUNITIES

OPENINGS

OPENINGS

OPENINGS

OPENINGS

NATIONAL

NEWS — NEWS — NEWS — NEWS

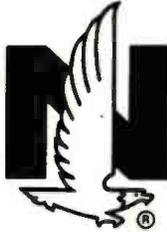
ANCHORS — REPORTERS — DIRECTORS — M/F

We never seem to have enough to fill the many job orders we receive from stations all across the country — in all size markets. Our client stations are increasing the quality and quantity of their news departments. If you are ready for a move let NATIONAL help. We make the complete presentation for you. For confidential details and registration form enclose \$1 postage/handling to:



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NATIONWIDE COMMUNICATIONS is putting together a talent bank for future openings at GREAT radio stations like:

WPCP/BALTIMORE	WGAR-FM/AM/CLEVELAND
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WNCI/COLUMBUS	KLUC KMJJ/LAS VEGAS
WBWV-FM/AM/ORLANDO	KZZP-FM/AM/MESA-PHOENIX
KRQQ KNST/TUCSON	WKZL/WINSTON-SALEM

If you are a strong air talent/newsperson looking for a rewarding position with one of America's largest radio broadcasting companies, send tape and resume today. **NATIONWIDE COMMUNICATIONS** is an equal opportunity employer.

Send tapes to: **DAVE VAN STONE**

Group Director of Programming Services
NATIONWIDE COMMUNICATIONS INC.
P.O. Box 9686
San Jose, CA 95157

NO CALLS PLEASE!

Regional Sales Representative

Fortune 500 Company Subsidiary; leader in the industry; producing Station IDs, Sales and Production Libraries, Music, Commercials and Television Commercials. Has opening for Sales Representative.

Candidates must have successful track record in Radio and TV sales, Advertising Agency sales, or related fields. Position requires extensive travel. Company provides excellent salary, commission plan, plus company automobile, full expense and outstanding benefits.

Please send resume and salary history to:

Jack Adams
VP/Director Human Resources
Media General Broadcast Services, Inc.
2714 Union Ave., Extended
Memphis, TN 38112
EOE M/F



Television

CORPORATE DIRECTOR/FINANCE

Fortune 500 Company seeks superior financial person as Director of Finance for Television Group. Minimum 3 years experience in television, CPA, Public Accounting experience required. MBA desirable. Requires travel. Will report directly to CEO of Television Group. Salary and bonus open. Reply to Radio & Records, 1930 Century Park West, #274, Los Angeles, CA 90067. EOE



If your job-hunting is stymied by stale leads for jobs that opened up three or four weeks ago, you need Medioline. It's the radio industry's daily updated job listing service. Last week Medioline offered fresh job listing for radio announcers, news and sales people in small, medium, and large markets. Get fresh job leads. Get Medioline. (312) 855-6779.

PYRAMID BROADCASTING

MORNING TALENT

Pyramid Broadcasting, with stations KISS-108, WNY5-FM, WSN1-FM, WPXY-FM, and WPIT-FM, is looking for a morning person, team, or show. Send tape and resume to: **SUNNY JOE WHITE**, P.O. Box 128, Medford, MA 02155. EOE M/F

EAST

XL Country still seeks the ultimate night jock. Production helpful. Rush T&R: Pete Jirat, WXL, Box 40, Newton, NJ 07860. EOE M/F (2-21)

89 hr AC needs warm, uptempo PM driver. Short drive from ocean/stops. Female encouraged. T&R: Rick Steele, 1 Memorial Cir., Augusta, ME 04330. EOE M/F (2-21)



Live On The Ocean!

Maine's leading Adult-Rock station is looking for a fulltime air personality who is a warm, friendly, mature communicator. Send cassette and resume to Randi Kirshbaum, WMGX-FM, 200 High St., Portland, MAINE 04101.

Repe opening! Manager/PM drive at WKGW. 100 kw FM Co. NY. Top 100 AC, top-rated in market. T&R: George Carpenter, Thomas Rd., Catskill, NY 13424. EOE M/F (2-21)

Z-98 seeks talented personality to join morning show. Topical/articulate. T&R: Gene Romano, WZZO, Ste. 206, Westgate Mall, Bethlehem, PA 18017. EOE M/F (2-21)



Long Island's #1 Rocker, WBAB needs a Promotion Director. If you can: work long hours and love it; design media campaigns and implement them; think creative and think big; brainstorm great ideas and follow them through; be organized and give attention to detail; sell concepts to clients, promoters, listeners, and staff... then we want you. Rush short letter, resume, and samples of your work to Bob Buchmann, VP/Programming, Long Island, New York 11702. No calls. EOE

Y94 FM

Powerhouse AC: WYYY/Syracuse

We need: A team-oriented Program Manager who can motivate talent and recognize achievements. A thinking cheerleader who has a sense of community and commitment. Skilled in format detail, research. Possesses imagination and high levels of expectation.

You need: Challenge, career opportunity, recognition for doing something with industry-wide significance — you'll have a great broadcast team to help you get it. Call me NOW: Hugh Barr, VP-GM, WYYY, Syracuse (315) 472-9797. One of the Katz Stations. An Equal Opportunity Employer.

Morning news anchor, CHR Jersey Shore. Seek experienced newscaster with authority/personality. Decent pay. T&R: ND, WJZZ-FM, Box 100, Manahawick, NJ 08060. EOE M/F (2-21)

Experienced AC announcers needed. Any shift. Production skills a must. T&R: Bob Meehan, Box 113, Rochester, NY 03867. EOE M/F (2-21)

CREATIVE NEWS PROFESSIONAL

Rare opportunity to join leading AC FM station as a writer/reporter. Right candidate must have quality news background, concise writing skills, and good sense for appropriate "lifestyling." Send tape and resume to: Radio & Records, 1930 Century Park West, #266, Los Angeles, CA 90067.

ND needed. Must have good reporting/voice skills & experience. T&R: Bart Bonney, OM, WDO5, Box 649, Oneonta, NY 13820. EOE M/F (2-21)

Need aggressive/conversational personality. Become part of morning team. T&R: Brian Hata, 45 Fisher Ave., East Longmeadow, MA 01028. EOE M/F (2-21)

WYST/Baltimore

Major market Oldies station seeks afternoon drive announcer. Major market experience desirable. Tapes and resumes must be received by March 5. Send yours to Candy Walk, WYST, 1111 Park Ave., Baltimore, MD 21201. No calls please. EOE M/F

Mid-Atlantic AC seeks experienced personality with production skills. T&R: Pete Low, WGLL, Box 82, Mercersburg, PA 17236, or (717) 687-9000 EOE M/F (2-21)

Parttime positions available. Top-rated AOR. T&R: Steve Schanz, WPHB, Box 416, Poughkeepsie, NY 12602. EOE M/F (2-21)



WVBF/BOSTON is looking for an adult entertainer to handle evenings in America's greatest city. Tape and resume to: Craig Jackson, Operations Manager, WVBF, 535 Boylston Street, Boston, MA 02116. Fairbanks Communications, Inc. EOE

Responsibilities for large news department mid-Hudson area. One year experience required. T&R: Hank Silverberg, WGHQ/WPMB, Box 1880, Kingston, NY 12401. EOE M/F (2-21)

Top-rated 89 hr AC has fulltime opening. Production/two years' experience a must. Good pay/benefits. T&R: Jay Dennis, WGHQ-FM, Box U, Salisbury, MD 12801. No calls. EOE M/F (2-21)

SOUTH

Air talent/producer. Morning drive. Experienced, creative. T&R: V. Belcum, Box 207, Goldsboro, NC 27530. EOE M/F (2-21)

SOUTHEAST P-1 CHR

Seeks creative energetic, reliable PM Drive air talent. Must be able to use phones, and be promotionally active. Excellent facilities and benefits. Send cassette, resume, and references NOW. Radio & Records, 1930 Century Park West, #269, Los Angeles, CA 90067. EOE

WCXR 105.9 FM WASHINGTON'S CLASSIC ROCK

WCXR, now accepting announcer applications. Minimum qualifications are five years' on-air experience, album rock background and college education preferred. Tape, resume to DON HAGEN, Program Director, WCXR, 510 King St., Alexandria, VA 22314. WCXR and Metroplex Communications are equal opportunity employers.

Energetic, exciting, dynamic night jock. Possible lead-in to MD. T&R: Tom Kelly, Box 389, Athens, AL 35611. EOE M/F (2-21)

Mornings in warm, sunny FL can be yours. T&R: Glenn Moore, Box 1060, Avon Pk., FL 33825. EOE M/F (2-21)



CHR, 38th market in the sunny Southeast, has an IMMEDIATE AM Drive opening. We need you to be funny, topical, personable, controversial at times, and have a desire to continue the winning tradition. Fabulous facilities, great support staff, and top dollars await the right individual or team. **OVERNIGHT** a slammer of your morning show to: **BILL MARTIN**, 1 Julian Price Place, Charlotte, NC 28208. We can't wait to hear from you! EOE M/F

Winning CHR in resort area seeks personalities for future AM/PM drive. T&R: Fred Allen, Box 2428, Wilmington, NC 28402. EOE M/F (2-21)

WKQJ AOR needs afternoon drive personality. Production, live remote. T&R: Dave Kruentzius, Box 100, Lexington, KY 40580. EOE M/F (2-21)

Country powerhouse seeks aggressive MD/PM drive. T&R: Tommy Lee, Box 278, Anniston, AL 36202. EOE M/F (2-21)

MAJOR SOUTHEAST MARKET NEWS ANCHOR/PERSONALITY

Fulltime News Anchor/Personality, must be a good, fast writer natural on-air sound. For future opening send tape & resume to: Radio & Records, 1930 Century Park West, #277, Los Angeles, CA 90067. Female and minorities encouraged.

Price Communication needs mature personalities. 150 kw AM/PM combo. T&R: Peter Z, Box 1520, Oklahoma City, OK 73101. EOE M/F (2-21)

News anchor FSA AM/Contemporary FM. Versatile, mature, reliable. T&R: Steve Bennett, Box 1520, Oklahoma City, OK 73101. EOE M/F (2-21)

Adult AOR/CHR wants aggressive pro for airshifts, promotions, production. Baton Rouge/New Orleans. T&R: WHMD-FM, Box 1829, Hammond, LA 70404. EOE M/F (2-21)

PD. Organized/creative/well-rounded. Strong coaching skills. Adult AOR/CHR Baton Rouge/New Orleans. T&R: Harold Guerin, WHMD-FM, Box 1829, Hammond, LA 70404. EOE M/F (2-21)



Smokin' Top 100 CHR Needs A Smooth, High-Profile Anchor

FOR #1 MORNING SHOW! Humor, track record, state-of-the-art production skills. You'll have all the tools you need to win — work for a great company in a charming coastal city! Express Cassettes & Resumes To: Brian Phillips, WSSX, #1 Orange Grove, Charleston, SC 29407 EOE M/F

OPPORTUNITIES

OPENINGS



Virginia's #1 station since 1980 has a position for an additional morning personality! This person must be able to take morning ideas and turn them into on-air excitement, be involved with the community, and intermingle with our present on-air members. Since you would be joining our current morning staff of five, you must know and respect the real meaning of teamwork!

Good facilities, nice environment, and GREAT MONEY! Send tape and future ambitions to: **RUSS BROWN, K92-FM (WXLX), Box 92, Rosslea, VA 24022. NO CALLS PLEASE! NO EOE M/F**

Cs. TX AM/FM seeks authoritative news anchor. Experience in TX preferred. C&R: Dave Kelley, Box 380, Austin, TX 78767. No calls please. EOE M/F (2-21)

Creative morning personality for top-rated contemporary. Great production potential. Good base + talent. T&R: Bobby Magg, WOYV-FM, Box 3032, Ft. Pierce, FL 33448. EOE M/F (2-21)

MAJOR SOUTHEAST MARKET

If you're ready to make the Major Market move, then we want you on file for possible future openings in our on-air staff. Natural personality, desire, and that killer radio instinct is a must. If you're ready don't wait, send tape and resume to: **Radio & Records, 1930 Century Park West, #278, Los Angeles, CA 90067. EOE**

We need great morning drive team player. Bits, community involvement/ten big. T&R: Dave Edmunds, 238 Goodwin Crest Dr., Penthouse, Birmingham, AL 35208. EOE M/F (2-21)

TM Communications, Inc. needs AC/Country PDs, newscasters, personalities. AES. T&R/salary requirements: Jay Martin, 1348 Regal Row, Dallas, TX 75247. No calls please. EOE M/F (2-21)



PRODUCTION DIRECTOR

New Orleans's leading CHR is looking for America's best Production Director. Must be experienced and have creative abilities. Production expertise needed. This is NOT a copywriter position. Good pay/benefits. Tapes & Resumes to: **Kris O'Kelly, B-97 FM, P.O. Box 5347, New Orleans, LA 70153. EOE M/F (No calls please)**

PL Top 20 market. NY needs anchor/reporter. Sound like pro, work hard. T&R: WFLA, 801 Jackson, Tampa, FL 33602. EOE M/F (2-14)

92-FM has immediate openings. 100kw CHR W. TN. T&R: Mike Stewart, WYKY-FM, #50 Old Hickory Blvd., Jackson, TN 38305. EOE M/F (2-14)



TALK HOST

Aggressive professional with winning track record. Must be: opinionated, warm with great sense of humor, a terrific on-air. No beginners or wimps. Tapes to: **Joe Duvell, WFLA, 801 East Jackson St., Tampa, FL 33606. EOE**

Daytime South Country seeks dynamic strict fighter. Top dollar for big producer. Howard Griffler: (804) 787-1131. EOE M/F (2-14)

WTMX/Tupelo. New FM. Openings for air talent/production. MD. T&R: J. Michael Probst, Box 864, Tupelo, MS 38802. EOE M/F (2-14)

Out-of-town? Need reliable, experienced radio person. Three-four month temporary edit in South. Two years' fulltime minimum experience. Call: (901) 358-8590. EOE M/F (2-14)

Ground floor opportunity for sales rep. New Class C FM. North of Dallas. 1,650 H. tower. Progressive Country Format. Dennis Goodrich: (817) 888-8590. EOE M/F (2-14)

OPENINGS

MIDWEST

MPW personality AC needs afternoon drive and/or other shifts. T&R: John Dahl, CM, 29 NE 7th St., Rochester, MN 55904. EOE M/F (2-21)

Future opening air personality at top-rated medium market CHR. T&R: KCMQ-97, 2000 Dogwood Ln., Columbia, MO 65206. EOE M/F (2-21)



#1 Music AC, seeking 7-mid air talent. No beginners. Polished delivery a must. Send T&R to **CARS 108, Opa. Mgr., Box 1099, Flint, MI 48601. No calls please. EOE**

WEAR seeks morning/evening air talent. No beginners. T&R: Larry Timpe, 6 Dearborn St., Kankakee, IL 60801. EOE M/F (2-21)

News/beat/feature reporter. Learn mobile traffic reporting. T&R: Ira Steiner, WRLL, Box 3336, Peoria, IL 61614. No calls please. EOE M/F (2-21)

Future talent sought for top-rated medium market Country. T&R: KTOR, Box 466, Columbia, MO 65206. EOE M/F (2-21)

FASTEST GROWING AOR IN TOP 55 MARKET

Seeking aggressive Program Director. Send resume, tape, and letter outlining programming philosophy to: **Radio & Records, 1930 Century Park West, #272, Los Angeles, CA 90067. EOE**

Jobs at top-rated, three-person, commercial writing/production team. T&R: Rich Watkins, WAXX, Box 6000, Eau Claire, WI 54602. EOE M/F (2-21)

Adult personalities for future openings in MW. Nice voice, fun job, know outlets. T&R: Production Director, 282 N. Queen St., Lancaster, PA 17603. EOE M/F (2-21)

Production pro who inspires FM automation. Possible future live mornings. T&R: Ron Phillips, WRZQ, Box 487, Greensburg, IN 47240. EOE M/F (2-21)

WSSY Muskegon, MI

50kw coastal/regional CHR is looking for crazy morning drive talent, top production director and talent for all dayparts with the burning desire to be number one and have fun! You'll be provided with great facilities and excellent benefits plus some of America's best summer beaches. Send C&R ASAP to: **J.J. Duling, WSSY, 875 E. Summit, Muskegon, MI 49443**

90 kw FM Country seeks overnight announcer. Promotion, production ability guarantees quiet advancement. T&R: Jon Raymond, WAAG, Box 1227, Galveston, TX 47602. No calls. EOE M/F (2-21)

Looking for afternoon news anchor. T&R: Jim Hatcher, ND, K089, Box 2000, Everetts, WA 98201. EOE M/F (2-21)

WAZY needs morning monster. Wake up our city with a smile. We're top-rated and going to stay that way. T&R: Thoren Krist, Box 1410, Lafayette, IN 47902. EOE M/F (2-21)

IL-LITE seeks warm evening entertainer. Sparkle & sass appeal a must. T&R: Pam Pfen, CM, 5400 N. Broadway, Ste. 460, Oklahoma City, OK 73114. EOE M/F (2-21)

ATTENTION PROGRAM DIRECTORS PROMOTION MANAGERS

Major Cincinnati radio station seeks creative promotions specialist. Must be able to develop and implement attention-getting ideas. Off-the-wall thinkers encouraged. Don't hold back; give it your best shot. Immediate opening. Resumes, tapes and work samples to: **P.O. Box 2681, Cincinnati, Ohio 45202. EOE**

OPENINGS



Apply today for the position of program director of WJMO-Cleveland • Black format • Service and community-oriented • Demonstrate management and programming skills • A must! • To be considered, your tape and resume must be received by February 28. Reply to Jack Beach, National Program Director, United Broadcasting Company, 4728 Bethesda Ave., Bethesda, MD 20814. EOE M/F

Chicago metro AC seeks experienced anchor/reporter with strong delivery. T&R: Ann Kraft, WZVN, Box 311, Lowell, IN 46356. EOE M/F (2-21)

Five-station group needs announcers. T&R: Leo Walsh, KXOO-FM, Box 688, Poplar Bluff, MO 63801. EOE M/F (2-21)

92Q/Cleveland

CHR • Morning Show Talent • Warm, funny winner • Tapes and resumes to Scott Howitt by March 7. Send yours to 92Q, 2156 Lee Road, Cleveland Heights, OH 44118. EOE M/F

Top-rated WIOB needs one-on-one MD. One person department. Also, parttime air talent/ideas personalities. C&R: Brent Adams, CM, Box 8808, Ann Arbor, MI 48107. EOE M/F (2-21)

Country FM seeks experienced announcer for fulltime gig. T&R: Dave Edwards, CM, Box 80, Salina, KS 67402. No calls please. EOE M/F (2-21)



PLAY-BY-PLAY, University of Cincinnati. WKY/Cincinnati, OH is looking for the "Voice of the Bearcats." Telephone talk experience necessary. Tape and resume to **Jim Glass, Program Director, WKY Radio, 219 McFarland St., Cincinnati, OH 45202. EOE**

100kw Country FM seeks afternoon communicator with production skills. WB counselor beginners. T&R: Randy Hoobar, KVGB-FM, Box 808, Great Bend, KS 67530. EOE M/F (2-14)

Immediate/future openings at top-rated CHR. T&R/photos: Chuck Morgan, KMOZ, Box 7963, Lovain, OK 73608. EOE M/F (2-14)

Chicago metro AC seeks morning air talent with future as Aert. CM. No beginners. T&R: Jim Heby, 2-107, 1000 E. 80th Pl., Merrillville, IN 46410. EOE M/F (2-14)

Best Hot Radio! nights 8-10pm job. T&R: Todd Chase, 2236, 4380 Johnson Dr., Shawnee Mission, KS 66208. EOE M/F (2-14)

Production Director needed. Copy samples/T&R: Mike Justin, WMO, Box 8, Bloomington, IL 61702. EOE M/F (2-14)

Sports Director. Minimum three years' experience. Strong PEP/writing/interview skills. Resumes: ND, Box 1818, Appleton, WI 54912. EOE M/F (2-14)

WEST

KTBS-FM seeks aggressive PD for Bay Area AC. Good salary/benefits. T&R: Chris Adams, 2 City Blvd. E., Ste. 163, Orange, CA 92660. EOE M/F (2-21)

KRSD/Santa Rosa seeks Hot CHR job. We're Rancho Viejo! 50 mi. north of San Francisco. Join us. T&R: Eric Scott, Box 208, Healdsburg, CA 96448. EOE M/F (2-21)

WEST COAST ADULT URBAN

Seeking Weekend/Vacation Air Personalities. Production required. Southern California resident preferred. Send T&R to: **Radio & Records, 1930 Century Park West, #273, Los Angeles, CA 90067. EOE**

OPENINGS



Position open for Program Director. Send presentation to:

**Jeff Sattler
One Labor Center
1200 17th St., Suite 2300
Denver, CO 80202**

Immediate openings for on-air professionals with strong production. C&R: Jim O'Hara, KCMR/90.9, Box 10620, Reno, NV 89510. EOE M/F (2-21)

So. CA MTV seeks experienced anchor/reporter. Conversational delivery a must for our growing operation. T&R: Julie Collins, KBRN, Box 2705, Bakersfield, CA 93303. EOE M/F (2-21)

HALF MILLION POPULATION

FM soft rock job needed. Strong information skills needed. Friendly & warm. Also need up tempo mature AM jock for entertainment format. At least four years in business. Send T&R to: **Radio & Records, 1930 Century Park West, #270, Los Angeles, CA 90067. EOE**

Its. AZ's top-rated CHR seeks experienced CE. Resumes: Don Carr, KSMZ, Box 10, Cottonwood, AZ 86328. EOE M/F (2-21)

Small MT needs parttime band operator/newscaster. Traffic office work included. T&R: Mark, KMPQ, Box 1786, Appleton, CA 95003. EOE M/F (2-21)

STORER CABLE COMMUNICATIONS

Ground-floor opportunity selling locally on ESPN. USA, CHN, MTV. 25-30k.

Job near Anaheim needed to voice spots. (714) 632-8222. Wade Axell, Storer Cable, 3041 E. Miraloma, Anaheim, CA 92806. EOE

MAGIC-FM/Pueblo-Corona Springs will have new tower & studio soon. Need awesome Zookoper. T&R: Ben 7088, Pueblo West, CO 81007. EOE M/F (2-21)

We don't need a journalist. We need a nose for news. NW CHR/Country combo. Hot beginners considered. C&R: KRLC/KMOK, 806 Stewart, Lewiston, ID 83601. EOE M/F (2-21)

WINNER

In major N.W. market looking for adult communicator with great production skills. Imagination required. Send T&R to: **Radio & Records, 1930 Century Park West, #247, Los Angeles, CA 90067. EOE**

Do you know/like the rest? Let's hear it. Females encouraged. C&R: Carmy Ferren, 5301 Madison Ave., Ste. 402, Sacramento, CA 95841. EOE M/F (2-14)

Future openings on-air. T&R: Chris Alexander, KQSW, Box 2129, Rock Springs, WY 82901. No calls please. EOE M/F (2-14)

Top-rated regional station wants the best. Three-five years' minimum. Excellent production a must. T&R: Jim Elzer, 8787 E. Grand, Denver, CO 80231. EOE M/F (2-14)

CHR Phoenix seeks evening personality. Minimum four years' experience. T&R: KOPA, 4601 N. Scottsdale Rd., Scottsdale, AZ 85251. EOE M/F (2-14)

Post Media's 8-98 Salt Lake/Provo seeks Hot morning talent. Great growth potential. T&R: Scott Conroy, Box 880, Provo, UT 84603. EOE M/F (2-14)

HOT STATION IN MOUNTAIN PARADISE

Looking for America's hottest talent. Morning person or team who will take the town by storm. Other shifts and responsibilities also. Are you a dedicated team player who can entertain concisely and relate to a "baby-boomer"? First-rate facilities, company, and community. T&R & salary requirements to: **Radio & Records, 1930 Century Park West, #278, Los Angeles, CA 90067.**

OPPORTUNITIES

OPENINGS

MAJOR MARKET PERSONALITY

Melnie's KNEW in San Francisco has a rare opening for an exceptional fulltime air personality. If you are:

- A reliable performer.
- Content-oriented yet concise
- Someone who works well within a service music format
- Experienced with A/C or Country background

Take your best shot at working with the most aggressive company in the industry. T&R to Mary Valentine, KNEW, 66 Jack London Square, Oakland, CA 94607. NO CALLS. EOE M/F

KNEW 91 AM

POSITIONS SOUGHT

Audio engineer seeks freelance work on radio shows &/or commercials. M. SCOTT: (818) 389-0057 (2-21)

News/wraps are with five years' experience. ND. Leader/team player. Strong/reliable. Family commitment. Seek medium/major market. STEVEN: (417) 451-4481 (2-21)

Talk show host/news anchor. 25 years' producing, ratings/sales. Prestige. Major market/network. Radio/TV. FRANK: (919) 353-8033 (2-21)

Crazy! Morning talent with eight years' experience. Funny, outrageous, warm, intense desire to win. South/West preferred. DAN McKAY: (801) 484-9979 (2-21)

Anywhere now! Trained broadcaster. AC/CHR/MOR. Good production. HENRY: (201) 836-5166 (2-21)

Experienced AOR. Creative production. Strong character. Conversational on-air. Want to rock/hybrid. JOHN: (312) 262-3773 (2-21)

Need a start. Female DJ. News/copywriting/production. Any arr/hit. HENRY: (818) 783-9303 (2-21) or 289-3873 (2-21)

If you're serious about being #1, let's talk. Have four years' on-air. Desire to move up. AC. Country/CHR in SE. TERI: (804) 237-4399 (2-21)

Large market drive-time entertainer targeting 18-44! I can relate! Outrageous at times. Quick. Contract expires in February. BRIAN: (504) 469-4779 (2-21)

Morning newsmen/copy/production. 17 years' ND/PD experience. Married, stable. Seek immediate opportunity medium/large market. Prefer South. LARRY KAY: (717) 653-2500 (2-21)

Ready to work. Four years' experience CHR/AOR. AC. Small/major market. Racer sharp. SANTO: (305) 783-9303 (2-21)

Production specialist! Creative, humorous copy, dynamic production/voices. PD/MD experience. Vast knowledge Country/Oldies. WBT/Charlotte. Call: (205) 471-4420 (2-21)

Met broadcast journalist. Three years' experience news with degree. Will relocate now! STEPHANIE: (801) 267-7407 (2-21)

Experienced air/production pro with top-rated CHR/Top 30. Seek smaller market F. Shift/format flexibility. SCOTT: (704) 942-8067 (2-21)

Seven-year pro with major market experience. Seek air talent/programming gig. All offers considered. MIKE: (718) 942-8067 (2-21)

Nine years' experience. Family man seeks medium/major Country/AC/Oldies. MARK ANDERSON: (703) 943-4959 (2-21)

I can win your market. 12-year vet PD. Any medium/small market considered. GARY HILL: (206) 342-5803 (2-21)

Radio/records industry novice executive/manager. Educated, skilled female dynamo. MS. HAMIL: (213) 298-4471 (2-21)

BOB BOLTON

Broadcast Professional is searching for another challenge!

Track record includes: WFBR, WKUX, KXYZ, WQWO, WHK, WFUN, WQXI, WBBQ. Experienced in areas of music, programming, promotions, sales, management, and on-air. Fully qualified to program a major-market station, program a medium-market chain of stations or manage small to medium-market station.

Write: BOB BOLTON, 1319 Burlingame Road, Luhrville, Maryland 21083 or, BETTER YET, CALL (301) 337-8707

POSITIONS SOUGHT

Commercials 16 years. Can do it all: write/produce/deliver. Prefer open mkt. Smooth, easy style. Personal appearance. DAN: (217) 526-3119 (2-21)

Attention progressive AORs. QDR's best rock morning man/ recent producer WPTT's morning show. Available now. MARK DOOD: (818) 633-3633 (2-21)

AC/CHR. Former Asst. PD WCLY. Presently Q107 parttime. Seek fulltime gig Baltimore/DC. Great peace/personality, communicator. MIKE WEINER: (301) 890-8823 (2-21)

Strong personality. Humorous, topical, conversational, character bits. Five years' experience. Will make money for you. PETE: (814) 484-1075 (2-21)

Formerly mornings at WRYS/Buffalo seeks CHR position. Will relocate. PETER JOHANSON: (718) 681-7029 (2-21)

Top 15 market CHR jock with new John Hughes Film celebrity contacts. Get a great jock/hot celebrity. MIKE: (718) 332-1698 (2-21)

It's time! Ten-year major market personality. Seek first Country programming gig. Good teacher/coach/motivator. Prefer CO/West Coast. BOB: (818) 588-0543, or 748-4252 (2-21)

Four years' experience Change. If the right opportunity comes along, I'm gone. AC/CHR. TOM: (312) 535-1169 (2-21)

Eight years WGCI. Seek announcer gig BU, CHR. Excellent ratings/references. EVAN LUCK: (312) 871-3638 (2-21)

Broadcast school graduate. Entry-level announcer. Good production/news. Prefer MW, will consider others. JOHN DICKSON: (318) 892-3347 (2-21)

A millionaire I should be. Dues have been paid. AC/CHR. Recently Top 50. Seek medium market West Coast/Rockies on-air gig. STEVE: (801) 973-0383 (2-21)

Experienced copywriter seeks gig anywhere. Will relocate. MARC: (318) 473-8408 (2-21)

Poler bear. Large metro market. Drive/MD seeks Top 100/medium market. Any shift considered. Call: (305) 755-1282 (2-21)

Add excitement to morning drive. Two distinctive personalities together. Seek small/medium. Haver T&R. Call: (413) 592-9509 (2-21)

Experienced medium market programmer. Energetic, reliable morning show. Seek PD/Asst. PD/MD with possible air shift. Prefer MW CHR/AC. Call: (812) 474-1260 (2-21)

I can provide your TV/radio station with great news/sports reporting. Peter L.A. MIKE: (419) 537-0313 (2-21)

Entertaining female. Top-notch production skills. Seek medium/major market position. Solovrem. Personable/creative. CHARLENE: (312) 872-8826 (2-21)

I'm a sportscaster who can do it all. Talk show/PBP/anchor, reporting/writing. Love to relocate. MIKE: (419) 537-0313 (2-21)

Six-year Country personality needs gig now due to budget cuts. Great book/voice. CURT SAMSON: (701) 223-2628 (2-21)

Want to excel in medium/large market. CHR/AC. Medium market experience/college degree. DAVE: (712) 642-4858 after 3:30 pm CST. (2-21)

Proven winner AC/CHR/Oldies. Available now. PD/MD, air shift. 12-year vet. DWAYNE BONDS: (213) 876-4103 (2-21)

Medium market PD with good numbers/track record. Country. AC/CHR. KEN: (303) 478-5100, or 478-0288 (2-21)

Currently employed sportscaster seeks fulltime Sports Director. Two years' experience. First-rate PBP. Will travel. JOHN: (618) 478-8204 (2-21)

Look at that, look at that! That ain't jockin'. This is the way you do it. High-energy CHR air personality. KIDD NORDHOFF: (213) 830-7428 (2-21)

Two years' AOR experience. Personable, sober, relaxed, dependable, career/goal-oriented. Strong production, character voice/smartest pep. GENE: (612) 544-3227 (2-21)

Energetic, personality-oriented female announcer. Seek full-time shift. Love to do production. LOR: (615) 278-4083 (2-21)

Funny morning show. Good bits/banter/experience. Proven publicity-getter. Hardworking, reliable. Will relocate to any Top 100. CHR/AOR/AC. J. C.: (814) 865-5079 (2-21)

MD seeks MD/Assistant PD gig medium/large market. AOR/CHR, AC. Experienced people person. Organized, creative, hardworking, knowledgeable. GARY: (301) 758-3264 (2-14)

Trade mkt. 11 & 53 market jock with MD/drive experience. Seek Top 100/medium market. CRAIG: (306) 756-1282 (2-14)

Free art library/subsidiary if you make me your P2/P3 MD. Prefer West. Available 3/1. TERRY HALL: (303) 696-8663 (2-14)

Large market drive-time entertainer targeting 18-44! I can relate! Outrageous at times. Quick. Contract expires in February. BRIAN: (504) 469-4779 (2-21)

Has the decoder of your mind been turned to candy? Tired of reading in front of the television? For excitement, JOHN: (802) 782-2746 (2-14)

Look at that, look at that! That ain't jockin'. This is the way you do it. High-energy CHR air personality. KIDD NORDHOFF: (213) 830-7428 (2-14)

POSITIONS SOUGHT

Announcer with 12 years' experience. Country, A/C, CHR. All shifts. Prefer evenings/overnights. Available immediately. MIKE HON: (804) 266-8860 (2-14)

Hey FLI Talent! Experienced pro at top-rated Top 30. Seek new challenges in smaller market. Any shift/format except Country. SCOTT: (704) 563-1141 (2-14)

Clip this and save. 10-year vet seeks CHR/AOR in SE/MW. Married, stable Asst. PD at National Format leader. SCOTT: (813) 637-8290 (2-14)

Major market Country/AC programmer. Seek opportunity in South/SW. A.J.: (318) 221-8862 (2-14)

Sevensh year so morning announcer. Seek any opening in WVM. Experienced, good production. Good people person. DON: (715) 268-0177 (2-14)

The essence of announcing. I build excitement. Become a member of the funniest generation. I won't damage your hair. Classic original jokes. MARK: (815) 875-2886 (2-14)

Dedicated, hardworking newsmen seeks position in MW. ND/reporter. JOE: (408) 247-8874 (2-14)

Young college graduate. Ready to move up to announcer. Good production. Experienced PBP/sales/automation. Will relocate to any format. JAMES KIGGINS: (502) 968-7438 (2-14)

Sevensh. Major market jock seeks small/medium market programming. 15 years' experience. References. KEITH: (213) 851-8392 (2-14)

WBBR/WBCN/WFDD. AOR pro can do it all. Ratings/references. Any shift, anywhere. TOM "THE T" ROBINSON: (215) 728-5884 (2-14)

Experienced late-night DJ seeks position. ASHLEE: (812) 232-8808 (2-14)

Eight-year pro seeks position in MD/DE. Experience with adult programming/production/news/automation/computers. CURTIS WEAVER: (301) 642-8888 (2-14)

Broadcast school graduate beginner seeks announcer gig. Sharp, talented, willing to learn. USA: (412) 481-0310 (2-14)

Feeling good! Warm voice, energetic, tight. Seek AOR/CHR. AC. T&R ready. MIKE: (812) 888-8866 (2-14)

Promotions. Print background. One year radio. ROBIN: (812) 491-8548 (2-14)

Three-year pro wants chance to be the best. Top-rated morning show in small market. Production/programming. TOM: (405) 784-4826 (2-14)

Experienced PD seeks gig, station committed to winning. Expert B.U. CURTIS: (818) 396-1123 (2-14)

ND 13 months' experience. Sports/Talk. MIKE: (414) 248-8701 (2-14)

Award-winning female with eight years' experience. Seek move up. Strong production/copywriting/character voices. Prefer MW. DIANE: (812) 882-0286 (2-14)

Experienced morning personality/PD seeks "right" position in MW. Formerly broadcaster. DAVE: (402) 246-5904 (2-14)

I've gone as far as I can in my market, let me go far in yours. Two years' experience. STEVE: (814) 226-3772 (2-14)

Excitement! No screaming. Give your station a swift kick in the pants. Give it exciting production. Up promote. Fun commercials. MIKE: (312) 848-0404 (2-14)

Pro Wre wants to ride his bike to OH. Please help me to get there. Hire me. Experienced/ambitious/talented. MICHELLE MCKEE: (218) 280-8412 (2-14)

Austin/Dallas/San Antonio! Need a female jock with great ratings? Eight-year vet wants to conquer major market. Team player. VOICES. P.J.: (817) 776-7284 (2-14)

Call any market. FCC general/Hon. Formerly Boston/Houston. Man/Fl. Lauderdale, FL. GOTTESMAN: (415) 860-8808 (2-14)

DJ with some experience seeks fulltime AOR/CHR. Overnights preferred. Will relocate NY/CT/NJ/RM/MA. MIKE BALDINO: (203) 877-2217 (2-14)

Let me write up your late/overnights. AOR/CHR rocker. Three years' experience. Will relocate anywhere for the right gig. ALLEN BRYNE: (803) 226-2327 (2-14)

POSITIONS SOUGHT

Personality/producer wants to switch lines to sales. Team player with winning attitude. Knowledge of all formats. I will succeed. JOHN DRISCOLL: (312) 432-4872 (2-14)

Five years' experience on-air. Seek top up. CHR/AC/AOR. Will consider any shift. Prefer MW, will talk anywhere. MIKE: (818) 627-9683 (2-14)

Creative morning team seeks small/medium market with paid call. Prefer West Coast. DAVE: (213) 480-4826 (2-14)

PD/OM with six years' experience. Midday shift/sports/PBP. Responsibilities. Will relocate. MIKE: (414) 248-1550 (2-14)

Same CHR air talent seeks new challenge/growth. Medium market. Hardworking/dependable. Will relocate. MIKE ALAN: (415) 531-8270 (2-14)

MISCELLANEOUS

Need record service on 45s & albums. Current & old Country. Contact: KCKX, Box 1400, Kanab, UT 84741. (2-21)

Dominant NE seeks needs AC service from all labels. Steve Reardon: WENE/WHMY, Box 151, Endwell, NY 13760, or (807) 798-3361. (2-14)

Uptempo AC needs A&M/Arista product. Dick Reus. PD. WENC, Box 708, Whiteville, NC 28472. (2-14)

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 limited to a 9" x 12" envelope.

R&R Opportunities Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

Deadline

To appear in the following week's issue, we must receive your ad by Thursday 12 noon (PST) prior to issue date.

Display Advertising

Display: \$40 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$50 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

Payable in Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

For opportunities you must place your free listings by mail only. Address all 24-word ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

OPPORTUNITY FORM

OPENING

POSITION SOUGHT

Region _____

MISCELLANEOUS

PD Name: _____

NAME: _____

GM Name: _____

PHONE: () _____

1. Please type or print clearly, using 24 words or less to include address/phone number, and attach to this form.

2. Do not use abbreviations.

3. All ads are subject to editing.

Mail to: R&R/Opportunities, 1938 Century Park West, Los Angeles, CA 90067

SOME
FACTS
ABOUT

Paul Laurence

... IN CASE YOU HAVEN'T HEARD.



The last few years have seen Paul Laurence evolve into one of the most important figures on the black contemporary music scene today. Paul Laurence has produced and/or written: DO ME BABY by MELISSA MORGAN, ROCK ME TONIGHT by FREDDIE JACKSON, BET LOOSE by EVELYN KING, YOUR LOVE'S GOTTA HOLD ON ME by LILLO THOMAS, HELP YOURSELF TO MY LOVE by KASINE.

Check out Paul Laurence's album **HAVEN'T YOU HEARD**, featuring **YOU HAVEN'T HEARD** and **STRUNG OUT**.



Atlantic

NATIONAL MUSIC FORMATS

Added This Week

Bonneville Broadcast System

Kevin McCarthy (800) 631-1800

Love Sounds

ANNE MURRAY "Now And Forever (You And Me)"

Broadcast Programming

John Sherman/Bob English (800) 428-8082

Adult Contemporary

MR. MISTER "Kyrie"

ANNE MURRAY "Now And Forever (You And Me)"

Modern Country

ROSANNE CASH "Hold On"

MERLE HAGGARD "I Had A Beautiful Time"

LARRY GATLIN "Nothing But Your Love Matters"

Century 21

Greg Stephens (214) 934-2121

The Z Format

FORCE MDs "Tender Love"

STEVE WONDER "Overjoyed"

DINE STRAITS "So Far Away"

JERMAINE JACKSON "I Think It's Love"

The AC Format

ROSANNE CASH "Hold On"

JERMAINE JACKSON "I Think It's Love"

JOHN COUGAR MELLENCAMP "R.O.C.K. In The USA"

M. MANCHESTER & A. JARREAU "The Music Of Goodbye"

Super-Country

GENE WATSON "Carmen"

KETHI STEGALL "I Think I'm In Love"

JIMMY BUFFETT "Please Bypass This Heart"

EMMYLOU HARRIS "I Had My Heart Set On You"

Concept Productions

Elvin Ishiyama (918) 782-7754

CHR

PRINCE "Kiss"

OMD "If You Leave"

FALCO "Rock Me Amadeus"

STEVE WONDER "Overjoyed"

JACKSON BROWNE "For America"

JERMAINE JACKSON "I Think It's Love"

Country

SHELLY WEST "What Would You Do"

RONNIE MILSAP "Happy Happy Birthday Baby"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

PRINCE "Kiss"

STEVE NICKS "I Can't Wait"

SLY FOX "Let's Go All The Way"

ARETHA FRANKLIN "Another Night"

Contempo 300

CARS "I'm Not The One"

THOMPSON TWINS "King For a Day"

Great American Country

TANYA TUCKER "One Love At A Time"

HANK WILLIAMS JR. "Ain't Misbehavin'"

KENNY ROGERS "Tomb Of The Unknown Love"

REBA McENTIRE "Whoever's In New England"

Media General

Broadcast Services

Bob Dumala (801) 320-4433

Action

ROSANNE CASH "Hold On"

STEVE WONDER "Overjoyed"

BURTHYMS "It's All Right"

KASINE "Dancing In The Dark"

JERMAINE JACKSON "I Think It's Love"

LUTHER VANDROSS "If Only For One Night"

C. GAYLE & G. MORRIS "Makin' Up For Lost Time"

MEDIA GENERAL BROADCAST SERVICES

Your Country

JUDDS "Grande"

ROSANNE CASH "Hold On"

TANYA TUCKER "One Love At A Time"

HANK WILLIAMS JR. "Ain't Misbehavin'"

WAYLON JENNINGS "Working Without A Net"

MICHAEL MARTIN MURPHY "Tonight We Ride"

REBA McENTIRE "Whoever's In New England"

LARRY GATLIN "Nothing But Your Love Matters"

Hit Rock

PRINCE "Kiss"

BANGLES "Manic Monday"

PAT BENATAR "Le Bel Age"

STEVE NICKS "I Can't Wait"

Peters Productions, Inc.

George Junak (800) 255-8511

Country Lovin'

JOHN CONLEE "Harmony"

KENNY ROGERS "Tomb Of The Unknown Love"

The Great Ones

DAN SEALS "Bop"

ATLANTIC STARR "Secret Lovers"

LAURA BRANKAN "I Found Someone"

EVERLY BROTHERS "Born Yesterday"

Radio Arts

John Benedict (818) 841-0225

Country's Best

RANDY TRAVIS "1982"

HANK WILLIAMS JR. "Ain't Misbehavin'"

REBA McENTIRE "Whoever's In New England"

Soft Contemporary

ROSANNE CASH "Hold On"

FORCE MDs "Tender Love"

STEVE WONDER "Overjoyed"

M. MANCHESTER & A. JARREAU "The Music Of Goodbye"

Sound 10

ROSANNE CASH "Hold On"

STEVE WONDER "Overjoyed"

M. MANCHESTER & A. JARREAU "The Music Of Goodbye"

Satellite Music Network

Pat Clarke (214) 991-9200

Country Coast-To-Coast

RANDY TRAVIS "1982"

JANIE FRICKE "Easy To Please"

SAWYER BROWN "Heart Don't Fall Now"

BELLAMY BROTHERS "Feelin' The Feelin'"

Rock 'N' Hits

BANGLES "Manic Monday"

STEVE WONDER "Overjoyed"

ARCADIA "Goodbye Is Forever"

TM Programming

Cal Casey (214) 834-8511

Stereo Rock

BANGLES "Manic Monday"

FALCO "Rock Me Amadeus"

SLY FOX "Let's Go All The Way"

TM AC

THOMPSON TWINS "King For a Day"

TM Country

EARL THOMAS CONLEY "Once In A Blue Moon"

Transtar

Country

Ed Chandler (213) 480-6383

SAWYER BROWN "Heart Don't Fall Now"

BELLAMY BROTHERS "Feelin' The Feelin'"

EARL THOMAS CONLEY "Once In A Blue Moon"

BLACK/URBAN

BREAKERS.

CASHFLOW

Party Freak (Mercury/PolyGram)

66% of our reporters on R. Rotations: Heavy 9/0, Medium 24/4, Light 26/6, Total Adds 10, WDAS, WTMP, WOCI, WLUM, WTKL, Z83, WPEG, WORL, Z103, KDKO. Debuts at number 31 on the BAU chart.

SHIRLEY MURDOCK

No More (Elektra)

66% of our reporters on R. Rotations: Heavy 7/0, Medium 28/1, Light 24/8, Total Adds 8, WAMO, WYLD-FM, K.J.H, WAOX, WXOK, WATV, KDLZ, W.J.S, KOKA. Moves 30-29 on the B/U chart.

NEW & ACTIVE

STEPHANIE MILLS "I've Learned To Respect The Power Of Love" (MCA) 61/24

Rotations: Heavy 3/1, Medium 21/2, Light 27/21. Total Adds 24 including WXYV, WRKS, WUSL, KMJQ, WHUR, WEDR, WYLD-FM, WDMT, OC104, WDKX, WFXA, WTKL, WXOK, WENN, WZAZ, KAZ, W.Y.L, WOKK, WPLZ, KBLZ. A Most Added Record Debuts at number 30 on the Black/Urban chart.

VAL YOUNG "If You Should Ever Be Lonely" (Gordy/Motown) 61/4

Rotations: Heavy 4/0, Medium 25/0, Light 22/4. Total Adds 4, WLD, W.J.B, X-PRM, KJAZ, Heavy WDAS, WHUR, WDA, WAAA. Mediums include WWHN, WRKS, WUSL, WVEE, K104, WTMP, WGO, WDMT, JET94, WTLZ. Debuts at number 37 on the Black/Urban chart.

JELLYBEAN "Shoveaux Talk" (EMI America) 56/6

Rotations: Heavy 8/0, Medium 22/0, Light 20/5. Total Adds 5, W.J.M, WKU, W.Y.L, WYKO, WDAO, Heavy WDAS, WAMO, K94, W.J.B, KSOL, WDPN, KAZ, K.J.C.B. Moves 37-36 on the Black/Urban chart.

FRANCES "After The Love Has Gone" (Real Gone) 48/6

Rotations: Heavy 10/0, Medium 23/1, Light 18/7. Total Adds 8, WRKS, WDPN, WPDQ, W.Y.L, WUS, WYKO, WDAO, WKWM, Heavy WLD, WDJY, WHUR, HOT105, WEDR, WQW, KQXL, W.J.M, KIZ, WZEN. Moves 36-34 on the Black/Urban chart.

EY (EDDIE TOWNES) "Best Friends" (Total Experience/MCA) 47/6

Rotations: Heavy 4/0, Medium 20/1, Light 23/5. Total Adds 6, WYLD-FM, WKND, WQIO, Z83, WDAO, WOPR. Heavy: WEDR, WFXA, KAPE, WAAA. Mediums include WRKS, WDAS, WVEE, K104, WTMP, W.J.B, WRHC, KDKO. Debuts at number 40 on the Black/Urban chart.

PAUL LAURENCE "You Needed Me" (Capitol) 47/4

Rotations: Heavy 0/0, Medium 28/2, Light 19/2. Total Adds 4, WXOK, WZAZ, W.Y.L, WTLZ. Mediums include WXYV, WEDR, WTMP, WZAK, W.J.B, KACE, KSOL, WTKL, WATV, Z83, WPEG, WDPN, WFXC, WKU, WPDQ, KHYS, Z103, WDAO, WOPR.

PATTI AUSTIN "The Heat Of Heat" (Qwest/WB) 43/25

Rotations: Heavy 2/0, Medium 14/7, Light 27/18. Total Adds 25, WXYV, WDAS, K104, WDA, WTMP, W.J.B, KACE, OC104, KQXL, WTKL, WATV, WENN, WQMG, W.J.M, WKU, WZAZ, WLOU, WOOK, WORL, KHYS, WPLZ, KAPE, WCKX, WYU, KDKO.

DANA DANE "Nightmares" (Profile) 43/6

Rotations: Heavy 18/0, Medium 18/2, Light 11/3. Total Adds 5, WUSL, WEDR, X-PRM, WFXA, WNYZ, Heavy WDAS, KMJQ, WDA, WDMT, WZAK, KDAY, WOK, WATV, WENN, WQMG, W.J.M, WKU, KAZ, K.J.C.B, WOOK. Moves 34-32 on the Black/Urban chart.

JENNIFER B & TACKHEADS "Break My Heart" (Capitol) 43/2

Rotations: Heavy 4/0, Medium 22/0, Light 17/2. Total Adds 2, HOT105, WAMM, Heavy WZAK, X-PRM, WKU, KIZ. Mediums include WXYV, WEDR, WTMP, WBLZ, WQIO, WENN, WPDQ, WOPN, WDAO, WOPR, WTLZ, WZEN, WYU.

COLONEL ABRAHAM "I'm Not Gonna Let" (MCA) 38/18

Rotations: Heavy 3/0, Medium 13/4, Light 23/12. Total Adds 18, KMJQ, WDA, HOT105, WQW, WZAK, X-PRM, WTKL, WOP, WFXC, KJCB, WLDU, W.J.S, KHYS, KAPE, WAMM, WYU, Heavy: WDJY, WOOK, W.J.B.

FULL FORCE "Uncontrollable Lover" (Columbia) 38/10

Rotations: Heavy 3/0, Medium 19/4, Light 18/6. Total Adds 10, WAMO, WLUM, WRHC, WPEG, WDPN, WZAZ, WLOU, WATV, WQIO, Z103, Heavy: KMJQ, KMJM, W.J.M. Mediums include WDAS, K104, WDA, WEDR, WTMP, WZAK, KDAY.

JAKI GRAHAM/DAVID GRANT "Could It Be I'm Falling In Love" (Capitol) 38/8

Rotations: Heavy 3/0, Medium 18/4, Light 15/5. Total Adds 9, WAMO, WTMP, WBLZ, WLUM, WAOX, KHYS, WAMM, WCKX, KBLZ, Heavy: KDLZ, W.Y.L, WLOU. Mediums include WDAS, WYLD-FM, WDMT, WZAK, W.J.B, WOK, WFXC, KAPE.

EDDIE MURPHY "How Could It Be" (Columbia) 38/8

Rotations: Heavy 3/0, Medium 17/2, Light 15/3. Total Adds 5, WDAS, WZAK, KSOL, WRHC, W.Y.L, Heavy: WAMO, W.J.M, WDAO, Mediums include WHUR, WYLD-FM, W.J.B, OC104, WPEG, JET94, WFXC, WOPX, WQW, WAMM.

JERMAINE STEWART "We Don't Have To Take Our Clothes Off" (Arista) 38/6

Rotations: Heavy 5/0, Medium 14/1, Light 14/5. Total Adds 8, WGO, WFXA, WTKL, W.Y.L, KHYS, KDKO, Heavy: WYLD-FM, K94, WZAK, WNYZ, WZEN. Mediums include WLD, K104, KMJQ, WQW, WDMT, KMJM, WOK.

ALEEN (ALEEN) BURGESS "Love's On Fire" (Atlantic) 31/29

Rotations: Heavy 0/0, Medium 2/1, Light 29/27. Total Adds 30, K104, KMJQ, WNYZ, WEDR, WYLD-FM, K94, WTMP, WDMT, WZAK, KJCB, WTKL, WOK, WDPN, KDLZ, WQMG, WQFX, WKU, WZAZ, KJCB, WLOU, KHYS, KAPE, WAMM, WAAA, WKWM, WTLZ, WYU.

STARPOINT "Realness" (Elektra) 31/16

Rotations: Heavy 1/0, Medium 12/3, Light 18/13. Total Adds 16, KMJQ, WTMP, X-PRM, WKND, WRHC, OC104, WENN, WFXC, WQMG, WKU, WOK, KHYS, WAMM, WDAO, WZEN, KDKO, Heavy: WFXA.

FALCO "Rock Me Amoreous" (A&M) 30/10

Rotations: Heavy 5/1, Medium 11/2, Light 14/7. Total Adds 10, WXYV, WVEE, WPRK, WTMP, WBLZ, WOK, WNYZ, KIZ, W.J.S, KAPE, Heavy: KMJQ, WLUM, JET94, WOK, WDMT, WLD, K104, HOT105, K94, WQW, OC104, WFXC, Z103, WZEN.

WHISTLE "Notin' Serious, Just Duggin'" (Select) 30/7

Rotations: Heavy 5/0, Medium 6/0, Light 19/7. Total Adds 7, WXYV, WLD, WUSL, WTMP, WENN, WAMM, Z103, Heavy: WDAS, KMJQ, WDMT, KDAY, WTLZ. Medium: K104, X-PRM, WKU, KHYS, WLOU, WBLZ, WRKS.

WALLY BADAROU "Chief Inspector" (Island) 29/9

Rotations: Heavy 1/0, Medium 9/0, Light 19/9. Total Adds 9, WWHN, WVEE, WPEG, KAPE, WAAA, WOPR, WKWM, WZEN, WYU, Heavy: WFXA, Medium: WLD, WDAS, WUSL, WHUR, WZAK, WKND, WRHC, WDPN, KDLZ.

ANDRE CYMONE "Satisfaction" (Columbia) 27/5

Rotations: Heavy 1/0, Medium 11/1, Light 15/4. Total Adds 5, K104, WLOU, KHYS, KOKA, WYKO, Heavy: W.J.M, Medium: WHUR, KMJQ, WTMP, W.J.B, KMJM, KOKL, W.Y.L, WAMM, WOPR, WTLZ.

TRINERE "It'll Be All You Ever Need" (Music Specialist) 25/6

Rotations: Heavy 4/0, Medium 3/0, Light 18/6. Total Adds 6, WXYV, WVEE, WTMP, WATV, KJCB, KHYS, Heavy: HOT105, WEDR, KDAY, W.J.M, Medium: WDAS, WALT, WAMM.

MOST ADDED

ALEEN (ALEEN) BURGESS (28)
Love's On Fire (Atlantic)
PATTI AUSTIN (28)
The Heat Of Heat (Qwest/WB)
STEPHANIE MILLS (24)
I've Learned To Respect... (MCA)
FRANCE (24)
Kiss (WB)
JETS (18)
Crush On You (MCA)

HOTTEST

CHERELLE w/ALEXANDER O'NEAL (46)
Saturday Love (Tabu/CBS)
RENE & ANGELA (44)
Your Smile (Mercury/PolyGram)
WHITNEY HOUSTON (43)
How Will I Know (Arista)
JANET JACKSON (39)
What Have You Done For Me Lately (A&M)
FORCE MD'S (38)
Tender Love (Tommy Boy/WB)

SIGNIFICANT ACTION

MAVIS STAPLES "Show Me How It Works" (WB) 24/11
Rotations: Heavy 0/0, Medium 6/2, Light 15/2. Total Adds 11, WEDR, KACE, KSOL, WFXA, WPEG, WOPN, WFXC, WZAZ, W.Y.L, WAMM, WAAA. Medium: WYLD-FM, KQXL, KAPE, WDAO.
LATOYA JACKSON "He's A Pretender" (Private/CBS) 24/0
Rotations: Heavy 1/0, Medium 13/0, Light 10/0. Total Adds 0, Heavy: WTMP, Medium: WAOX, WFXA, WATV, WENN, WPEG, WQMG, WQFX, WKU, WALT, WANT, KAPE, WAAA.
GENE CHANDLER "Lasy" (Fantasy) 23/2
Rotations: Heavy 0/0, Medium 6/0, Light 17/2. Total Adds 2, WGO, WDAO, Medium: WDAS, WDA, WFXC, KDLZ, WQMG, WTLZ.
INCOLE "Don't You Want My Love" (Parade/CBS) 21/6
Rotations: Heavy 1/0, Medium 5/0, Light 15/6. Total Adds 6, WXYV, WVEE, WYLD-FM, WKOK, KOKA, WZEN, Heavy: WTMP, Medium: WHUR, WEDR, WOOK, WORL, WAMM.
PHYLLIS NELSON "I Like You" (Carver/CBS) 20/3
Rotations: Heavy 4/0, Medium 10/0, Light 6/3. Total Adds 3, WGO, KSOL, KHYS, Heavy: WLD, HOT105, WRHC, WANT, Medium: WWHN, WXYV, WRKS, WUSL, WVEE, WEDR, WKND, OC104, WKOK, WPLZ.
PORTER SISTERS "Tutut My Arm" (MCA) 18/10
Rotations: Heavy 1/0, Medium 8/4, Light 8/6. Total Adds 10, WTMP, OC104, WDKX, KQXL, WKOK, KJCB, WAMM, Z103, WTLZ, KDKO, Heavy: WFXA, Medium: WBLZ, WDMT, WZAK, WLUM, WAOX.

TOTAL CONTRAST "The River" (London/PolyGram) 18/2
Rotations: Heavy 0/0, Medium 6/0, Light 12/2. Total Adds 2, KHYS, WAMM, Medium: WHUR, WFXA, KDLZ, KOKA, WAAA, WTLZ.

ATLANTIC STARR "If Your Heart Isn't In It" (A&M) 17/10
Rotations: Heavy 0/0, Medium 7/2, Light 10/8. Total Adds 10, WAMO, WYLD-FM, KACE, OC104, W.J.M, WZAZ, WOOK, WORL, WAMM, WDAO, Medium: WDA, HOT105, KAPE, KOKA, WZEN.

SHIRLEY MURDOCK "No More" (Elektra) 17/7
Rotations: Heavy 0/0, Medium 3/0, Light 14/7. Total Adds 7, WYLD-FM, WTMP, WATV, WENN, WORL, WPLZ, WAMM, Medium: KQXL, WTKL, KAPE.

BOBBY MARBLE "Keep On" (Profile) 17/6
Rotations: Heavy 1/0, Medium 6/2, Light 10/4. Total Adds 6, WEDR, WYLD-FM, WKOK, KOKA, WAMM, WTLZ, Heavy: KMJQ, Medium: WDA, WZAK, WFXC, WLOU.

STYLISTICS "Special" (Streetwise) 17/6
Rotations: Heavy 1/0, Medium 3/1, Light 13/4. Total Adds 5, WDMT, WENN, W.J.M, KHYS, WTLZ, Heavy: WZAK, Medium: WPLZ, KAPE.

MICHAEL JEFFRIES "Tizzle Dizzle" (WB) 17/3
Rotations: Heavy 0/0, Medium 6/2, Light 11/1. Total Adds 3, WTMP, WQMG, W.Y.L, Medium: K104, KQXL, KAPE, WTLZ.

BOBBE GYPS "Party Asteroid" (Capitol) 17/6
Rotations: Heavy 0/0, Medium 5/0, Light 12/0. Total Adds 0, Medium: K104, WKU, KJCB, KOKA, WYDM.

TEMPERATIONS "Tough Me" (Gordy/Motown) 16/7
Rotations: Heavy 1/0, Medium 8/2, Light 8/5. Total Adds 7, WZAK, KACE, WAOX, Z83, WOPN, WQFX, WAMM, Heavy: WHUR, Medium: WXYV, WZEN, WAAA.

L.L. COOL J. "Heat The Bells" (Def Jam/Columbia) 16/4
Rotations: Heavy 1/0, Medium 3/0, Light 11/3. Total Adds 4, WPRK, WTKL, KDAY, WLOU, Medium: WDA, WZAK, WPLZ.

EVELYN "CHAMPAGNE" KING "High Horse" (MCA) 14/14
Rotations: Heavy 0/0, Medium 2/2, Light 12/12. Total Adds 14, WLD, WDA, WZAK, KDAY, WRHC, WAOX, WKOK, Z103, JET94, WOPN, KHYS, KAPE, WAAA, WTLZ.

READY FOR THE WORLD "Shine Over" (MCA) 14/14
Rotations: Heavy 0/0, Medium 2/2, Light 12/12. Total Adds 14, WAMO, K104, HOT105, WLUM, KMJM, WAOX, WFXA, WATV, WAMM, WAAA, Z103, WKWM, WTLZ, WYU.

ALPE "Just Get Better With Time" (Motown) 14/7
Rotations: Heavy 0/0, Medium 5/2, Light 8/5. Total Adds 7, KMJQ, WDA, WEDR, WTMP, WQFX, W.Y.L, WAMM, Medium: WHUR, WAAA, WZEN.

DR. JECKYLL & MR. HYDE "Freshest Rhythms In The World" (Profile) 14/4
Rotations: Heavy 0/0, Medium 0/0, Light 14/4. Total Adds 4, WTMP, WKOK, WLOU, WALT.

PETITE "So Fine" (Fantasy) 12/2
Rotations: Heavy 0/0, Medium 3/0, Light 9/2. Total Adds 2, WDMT, WOPR, Medium: WQMG, WKU, WBLZ.

DAVEY BROWNE "Stay In" (WB) 11/5
Rotations: Heavy 0/0, Medium 3/1, Light 8/4. Total Adds 5, WWHN, WAOX, W.J.M, WAMM, WKWM, Medium: WZAK, KACE.

MICHAEL "Save Yourself For Me" (Epic) 11/4
Rotations: Heavy 2/0, Medium 5/0, Light 4/4. Total Adds 4, WFXA, Z83, KDLZ, WAAA, Heavy: WHUR, KACE, Medium: K104, WTLZ, WZEN, WKU, KOKA.

ROSNELLE FLEMING "Love Rob" (Profile) 11/3
Rotations: Heavy 1/0, Medium 3/1, Light 7/2. Total Adds 3, WEDR, WGO, WLOU, Heavy: WDJY, Medium: WLD, KMJQ.

RAY PARKER/NELEN TERRY "One Sunny Day/Doing Blues" (Atlantic) 10/4
Rotations: Heavy 1/0, Medium 5/1, Light 3/3. Total Adds 4, WPRK, KQXL, W.J.M, W.Y.L, Heavy: WYLD-FM, Medium: KACE, OC104, WAOX, WTLZ, WZEN.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

COUNTRY

FEBRUARY 21, 1986

TOP 50

Three Weeks
New
Last
Weeks
Weeks
Weeks

12	5	1	JOHN SCHNEIDER/What's A Memory Like You... (MCA)		
11	6	4	EDDY RAVEN/You Should Have Been Gone By Now (RCA)		
15	11	6	LEE GREENWOOD/Don't Underestimate My Love (MCA)		
4	2	2	ALABAMA/She And I (RCA)		
21	17	7	EXILE/ Could Get Used To You (Epic)		
22	18	8	DON WILLIAMS/We've Got A Good Fire Goin' (Capitol)		
2	1	3	DOLLY PARTON/Think About Love (RCA)		
19	15	9	GARY MORRIS/100% Chance Of Rain (WB)		
16	13	10	MARK GRAY/Please Be Love (Columbia)		
18	14	12	JOHN DENVER/Dreamland Express (RCA)		
6	4	5	BARBARA MANDRELL/Fast Lanes & Country Roads (MCA)		
27	24	14	GEORGE STRAIT/You're Something Special To Me (MCA)		
25	22	15	T.B. SHEPPARD/In Over My Heart (Columbia)		
23	21	16	MICKEY GILLEY/Your Memory Ain't What I Used To Be (Epic)		
29	25	17	ANNE MURRAY/Now And Forever (You And Me) (Capitol)		
28	26	18	WICKY SKAGGS/Cajun Moon (Epic)		
13	12	11	VINCE GILL/Oklahoma Borderline (RCA)		
42	33	22	BELLAMY BROTHERS/Feelin' The Feelin' (MCA/Curb)		
1	3	13	STEVE WARNER/You Can Dream Of Me (MCA)		
35	28	23	RANDY TRAVIS/1982 (WB)		
41	32	25	EARL THOMAS CONLEY/Once In A Blue Moon (RCA)		
38	31	24	MERLE HAGGARD/I Had A Beautiful Time (Epic)		
—	42	32	JUDD/Grandpa (RCA/Curb)		
39	34	26	LARRY GATLIN & THE GATLIN BROTHERS/Nothing But Your Love Matters (Columbia)		
34	30	27	STATLER BROTHERS/Sweeter And Sweeter (Mercury/PF)		
44	35	30	SAWYER BROWN/Heart Don't Fall Now (Capitol/Curb)		
48	36	33	JANIE FRICKE/Easy To Please (Columbia)		
9	19	21	GEORGE JONES/The One I Loved Back Then (Epic)		
—	41	31	HANK WILLIAMS JR./Ain't Misbehavin' (WB/Curb)		
40	34	34	REBA McENTIRE/Every Night (RCA)		
46	41	37	MEL McDaniel/Shot String (Capitol)		
—	48	42	WAYLON JENNINGS/Working Without A Net (MCA)		
10	8	13	SYLVIA & MICHAEL JOHNSON/I Love You By Heart (RCA)		
—	44	39	MICHAEL MARTIN MURPHY/Tonight We Ride (WB)		
5	9	29	MARIE OSMOND/There's No Stopping Your Heart (Capitol/Curb)		
—	44	40	KENNY ROGERS/Tomb Of The Unknown Love (RCA)		
—	43	41	TANYA TUCKER/One Love At A Time (Capitol)		
47	43	40	MARTY STUART/Arlene (Columbia)		
3	7	20	OAK RIDGE BOYS/Come On In (You Did The Best You Could Do) (MCA)		
39	27	28	LOURIE MANDRELL/Some Girls Have All The Luck (RCA)		
BREAKER	49	45	ROSANNE CASH/Hold On (Columbia)		
BREAKER	49	46	KEITH WHITLEY/Miami, My Amy (RCA)		
49	46	45	LACY J. DALTON/Don't Fall In Love With Me (Columbia)		
—	49	46	GIRLS NEXT DOOR/Love Will Get You Through... (MTM)		
BREAKER	7	10	31 REBA McENTIRE/Whoever's In New England (MCA)		
8	23	35	47 GLEN CAMPBELL/It's Just A Matter Of Time (Atlantic America)		
DEBUT	49	46	CRYSTAL GAYLE & GARY MORRIS/Makin' Up For Lost Time (WB)		
DEBUT	49	46	48 NITTY GRITTY DIRT BAND/Partners, Brothers, And Friends (WB)		
DEBUT	49	46	49 JOHN CONLEE/Harmony (Columbia)		
DEBUT	49	46	50 JIMMY BUFFETT/Please Bypass This Heart (MCA)		

Total Reports/Adds	Heavy	Medium	Light
161/0	141	14	6
160/0	136	22	2
163/0	110	44	9
161/0	103	54	4
146/0	116	20	10
163/0	93	66	4
143/0	110	18	15
161/0	83	74	4
143/1	97	37	9
150/0	80	59	11
144/0	93	33	18
156/2	67	73	16
151/0	52	87	12
149/3	69	67	13
159/0	43	102	14
147/1	63	69	15
129/0	82	32	15
160/3	18	116	26
114/1	65	27	22
141/8	40	67	34
153/6	18	107	31
145/6	22	94	29
159/21	9	93	57
146/5	17	98	31
135/5	33	71	31
151/10	7	99	45
144/11	8	95	41
90/0	45	21	24
141/25	4	69	68
126/6	10	74	42
120/7	9	81	30
128/22	3	65	60
74/0	30	31	13
122/9	4	64	54
78/0	25	32	21
127/27	3	47	77
117/16	3	55	59
99/7	10	42	47
73/0	24	33	16
81/0	15	45	21
108/19	4	36	68
106/14	4	46	56
77/5	4	42	31
94/13	5	42	47
102/20	2	43	57
60/0	13	32	15
49/0	13	16	20
87/56	0	16	71
73/16	2	21	50
67/4	41	26	40

MOST ADDED

- NITTY GRITTY DIRT BAND (56)**
Partners, Brothers, And Friends (WB)
- CONWAY TWITTY (36)**
You'll Never Know How Much I ... (WB)
- KENNY ROGERS (27)**
Tomb Of The Unknown Lover (RCA)
- HANK WILLIAMS JR. (25)**
Ain't Misbehavin' (WB/Curb)
- GENE WATSON (24)**
Carmen (Epic)
- WAYLON JENNINGS (22)**
Working Without A Net (MCA)
- JUDD (21)**
Grandpa (RCA/Curb)
- DWIGHT YOAKAM (21)**
Honky Tonk Man (Reprise/WB)
- REBA McENTIRE (20)**
Whoever's In New England (MCA)
- ROSANNE CASH (19)**
Hold On (Columbia)

HOTTEST

- ALABAMA (75)**
She And I (RCA)
- JOHN SCHNEIDER (61)**
What's A Memory Like You ... (MCA)
- EXILE (42)**
I Could Get Used To You (Epic)
- LEE GREENWOOD (39)**
Don't Underestimate My Love (MCA)
- DON WILLIAMS (37)**
We've Got A Good Thing Goin' (Capitol)
- DOLLY PARTON (36)**
Think About Love (RCA)
- GARY MORRIS (33)**
100% Chance Of Rain (WB)
- EDDY RAVEN (32)**
You Should Have Been Gone ... (RCA)
- GEORGE STRAIT (31)**
You're Something Special To Me (MCA)
- RANDY TRAVIS (23)**
1982 (WB)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicates the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS.

ROSANNE CASH
Hold On (Columbia)

On 69% of reporting stations. Rotations: Heavy 4, Medium 36, Light 68, Total Adds 10 including WBOB, WDSY, KKKX, KKKK, KISS-FM, WBSX, WODR, WTOP, WCXJ, WPMR, WKCC, KUON, KVGB, KCKC, KMPB. Move 48-41 on the Country chart.

KEITH WHITLEY
Miami, My Amy (RCA)

On 65% of reporting stations. Rotations: Heavy 4, Medium 46, Light 58, Total Adds 14, WKYQ, WFOR, WSEH, WYMI, KPLX, KKKK, KSSB, KLLI, WBLR, KCJB, KKCS, KWJJ, KRAK, KMPB. Move 47-42 on the Country chart.

REBA McENTIRE
Whoever's In New England (MCA)

On 63% of reporting stations. Rotations: Heavy 2, Medium 43, Light 57, Total Adds 21 including WAJR, WXTU, KYKR, WUBY, KHEY, KYXK, KKYX, WOME, WPMR, WBLR, KQML, KUON, KVGB, KGA, KIML. Move 59-45 on the Country chart.



The 20th Anniversary Celebration Begins...

"Partners, Brothers & Friends" NITTY GRITTY DIRT BAND

... the fastest rising single in their history!

From the LP "Partners, Brothers & Friends"

Direction: The Chuck Morris Entertainment Co.

R&R Debut ● 87/56
BB Highest Debut ●

#1 MOST ADDED



COUNTRY

NEW & ACTIVE

GIRLS NEXT DOOR "Love Will Get You Through..." (MTM) 94/13

Rotations: Heavy 5, Medium 42, Light 47. Total Adds 13. WRKZ, WAJR, WSEN, WKLO, WESC, KLT-FM, KSSN, WSDJ, KRMD, WMIL, KIOV, KVEG, KWJL. Moves 49-46-44 on the Country chart.

BITTY GRITTY DIRT BAND "Partners, Brothers, And Friends" (WB) 87/88

Rotations: Heavy 0, Medium 16, Light 71. Total Adds 56 including WCAO, WBOS, WYH, WNYR, WUSY, WESC, WAMZ, KRMD, KSO, WBOS, WXCL, KVOO, KKAL, KLZ, KOLO. Debuts at number 48 on the Country chart.

JOHN CONLEE "Harmony" (Columbia) 73/18

Rotations: Heavy 2, Medium 21, Light 50. Total Adds 16. WQBE, WPOR, KEAN, WVM, WEZL, KYXK, WUSQ, WXCL, KTRK, KKAL, KULY, KFRE, KVEG, KOLO. Debuts at number 49 on the Country chart.

JIMMY BUFFETT "Please Beyond This Heart" (MCA) 67/4

Rotations: Heavy 1, Medium 26, Light 40. Total Adds 4. WSEN, KSSN, WTH, KLGN, Heavy, WCVR, Medium, WBGW, WUSY, WYK, KKYX, WQJZ, WMIL, WOW, WTCM, KRKT, KSOP. Debuts at number 50 on the Country chart.

MAC DAVIS "Suzie Young Girl" (MCA) 67/2

Rotations: Heavy 2, Medium 26, Light 39. Total Adds 2. WSEN, WYK, Heavy, KKYX, KSOP, Medium, WQNA, WTSV, WEZL, WCMS, WPAP, WKCO, WTH, WTCM, KFDI, KRKT, KOLO.

CONWAY TWITTY "You'll Never Know How Much..." (WB) 61/38

Rotations: Heavy 1, Medium 8, Light 52. Total Adds 36 including WCAO, WQBE, WYVA, KASE, WESC, WLW, KKYX, WTOR, WBOS, WOW, WKCO, WTCM, KKCS, KOLO, KCKC.

GENE WATSON "Carman" (Epic) 61/24

Rotations: Heavy 0, Medium 14, Light 37. Total Adds 24 including WQNA, WCAO, WYH, KASE, WTVY, WESC, WLW, WUSQ, KSO, KWMT, KJYJ, KTTS, KRKT, KKCS, KFRE.

SIGNIFICANT ACTION

ADAM BAKER "In Love With Her" (Arista) 45/11

Rotations: Heavy 0, Medium 9, Light 36. Total Adds 11. WQNA, WSEN, WESC, KSSN, KJNE, WUSQ, KSO, WKKO, WTSO, KKYX, KVOO.

EMMYLOU HARRIS "I Had My Heart Set On You" (WB) 43/19

Rotations: Heavy 0, Medium 11, Light 32. Total Adds 19 including KRKY, WOKK, KKYX, WPK, WQEE, WOW, KVOO, KKAL, KULY, KEIN.

LEWIS STONEY "Ain't No Telling" (Epic) 42/2

Rotations: Heavy 0, Medium 12, Light 30. Total Adds 2. WSEN, WWJO, Medium, WEZL, KKKK, WAMZ, WOKK, KTTS, KFDI, KRWO, KSOP.

DWIGHT YOAKAM "Hearty Tusk Man" (Reprise/WB) 39/21

Rotations: Heavy 0, Medium 6, Light 33. Total Adds 21 including WXY, WYVA, WLW, KKYX, KTTS, WWJO, KVOO, KKAL, KFRE, KALF.

EVENLY BROTHERS "Born Yesterday" (Mercury/PolyGram) 37/15

Rotations: Heavy 1, Medium 9, Light 27. Total Adds 15 including WVAM, WBOS, KRK, WVK, WLW, WRNL, KWMT, KRKF, KVEG, KOLO.

KEITH STEGALL "I Think I'm In Love" (Epic) 34/12

Rotations: Heavy 0, Medium 4, Light 30. Total Adds 12 including WTSV, WAJR, WEZL, WGTO, WTVY, WQYK, WAXX, WTSO, KKAL, KOL.

TOMMY ROE "Radio Romance" (MCA/Curb) 33/12

Rotations: Heavy 0, Medium 8, Light 25. Total Adds 12 including WQBE, WXY, WTVY, WDXE, KYXK, WYNG, WWJO, KTRK, KVOO, KULY.

ALMOST BROTHERS "Birds Of A Feather" (MTM) 33/9

Rotations: Heavy 0, Medium 8, Light 25. Total Adds 9. WCAO, WYVA, WGTO, KLL, KKYX, WPK, KTTS, KOL, KCCY.

B.J. THOMAS "American In" (Columbia) 31/4

Rotations: Heavy 0, Medium 9, Light 22. Total Adds 4. WBGW, KKYX, WKCO, KIGO, Medium, WTSV, KRK, WONE, KRKT, KLZ, KALF.

SUSAN RAYE "I Just Can't Take The Leaving Anymore" (Westlake America) 29/6

Rotations: Heavy 0, Medium 8, Light 20. Total Adds 8. WQNA, KKYX, KBMR, WKCO, WTH, KEIN, Medium, WUSY, WESC, KSO, KRWO, KSOP.

SAMMI SMITH "Love Me All Over" (Step One) 22/6

Rotations: Heavy 0, Medium 4, Light 18. Total Adds 6. WCAO, WBGW, WSEN, WTVY, WOW, KALF, Medium, KKYX, KRWO, KSOP.

RONNIE MILSAP "Happy Birthday Baby" (RCA) 28/19

Rotations: Heavy 0, Medium 4, Light 16. Total Adds 19 including WRKZ, WYVA, WYK, KSSN, WAMZ, WQYK, WONE, WCO, WKCO, KZLA.

TOM PRICE "Mississippi Breakdown" (Luv) 18/8

Rotations: Heavy 1, Medium 5, Light 12. Total Adds 0. Medium, WTVY, WPAP, KTTS, KRWO, KSOP, Light, WCAO, WPOR, KEAN, KRKY, KFDI.

A.J. MASTERS "Book Home" (Bermuda Quasa) 16/7

Rotations: Heavy 1, Medium 3, Light 11. Total Adds 7. WTVY, WAXI, KRKT, KULY, KRWO, KOIL, KSOP, Heavy, KFDI, Medium, WYVA, KTTS, WTCM.

RAY PRICE "You're Nobody Till Somebody . . ." (Step One) 14/13

Rotations: Heavy 0, Medium 3, Light 11. Total Adds 13 including WBGW, WSEN, WYH, WYNG, KVOO, KFDI, KKAL, KRWO, KSOP, KCKC.

JAMES TAYLOR "Only One" (Columbia) 14/4

Rotations: Heavy 0, Medium 3, Light 11. Total Adds 4. WOKK, WYNG, WXCL, KRWO, Medium, WOKK, KCCY, Light, WQNA, WBGW, WCMS, WPAP.

JILL HOLLIER "You Can't Take The Telephone To Bed" (WB) 14/2

Rotations: Heavy 0, Medium 4, Light 10. Total Adds 2. WXY, KKYX, Medium, KIOV, KRKT, KRWO, KSOP, Light, WTSV, KHEY, WPAP, KTRK.

WAYLON JENNINGS "Sweet Mother Texas" (MCA) 18/4

Rotations: Heavy 0, Medium 3, Light 7. Total Adds 5. WTSV, WYH, KKYX, KJYJ, KRWO, Medium, KLT-FM, KALF, Light, WXY, KVOO, KSOP.

MARKS BROTHERS BAND "Danger Zone" (Mercury/PolyGram) 8/6

Rotations: Heavy 0, Medium 2, Light 7. Total Adds 6. KLL, WLW, KJNE, WTSO, KVOO, KOIL, Medium, KRWO, Light, WYAM, WYH.

BENNY WILSON "If You Wanna Talk Love" (Columbia) 8/6

Rotations: Heavy 0, Medium 0, Light 8. Total Adds 8. WTSV, WDXE, WCMS, WPAP, WAXI, WOW, WTCM, KSOP.

CLAUDE GRAY "Sweet Caroline" (Country International) 8/2

Rotations: Heavy 0, Medium 1, Light 7. Total Adds 2. WCAO, WOW, Medium, KSO, Light, WOKK, WLW, KKYX, KTTS, KFDI.

CARLETTE "Two Steps From The Blues" (Luv) 8/1

Rotations: Heavy 0, Medium 1, Light 7. Total Adds 1. KKYX, Medium, KSOP, Light, KEAN, WTVY, WLW, KSO, KVOO.

LEW DEWITT "I Love Virginia" (Compass/PolyGram) 8/8

Rotations: Heavy 0, Medium 2, Light 6. Total Adds 0. Medium, KTTS, KRKT, Light, WQNA, WYH, WOW, KVOO, KFDI.

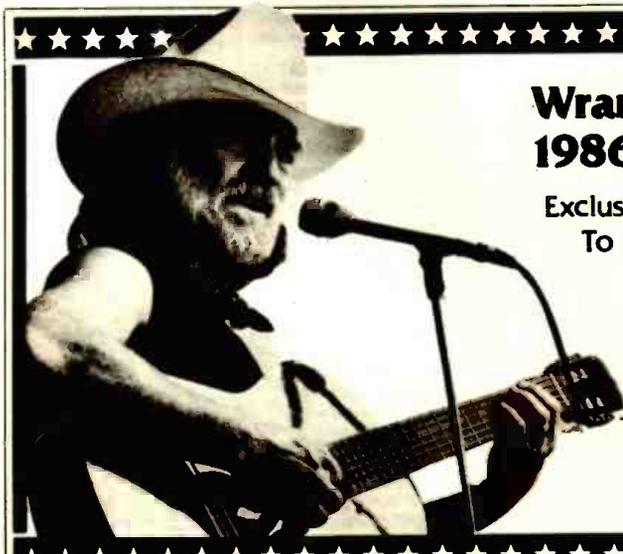
ALBUM TRACKS

ARTIST/Song Title (Label)

Album Title

- CONWAY TWITTY/Lay Me Down Carolina (WB)
- JUDDS/Rockin' With The Rhythm... (RCA/Curb)
- GEORGE STRAIT/Dance Time In Texas (MCA)
- FORESTER SISTERS/Mama's Never Seen Those Eyes (WB)
- JUDY RODMAN/Until I Met You (MTM)
- GEORGE STRAIT/In Too Deep (MCA)
- SAWYER BROWN/Shakin' (Capitol/Curb)
- SHOPPE/Like A Rose In The Sand (MTM)
- STEVE WARNER/She's Crazy For Leaving (MCA)
- STEVE WARNER/Life's Highway (MCA)
- JANICE NEWTON/Cheap Love (RCA)
- FORESTER SISTERS/A Few Good Men (WB)
- DON WILLIAMS/Then It's Love (Capitol)
- SAMMI SMITH/Those Eyes (Step One)
- BIG RIVER/Muddy Water (MCA)

- Chasin' Rainbows
- Rockin' With The Rhythm
- Something Special
- The Forester Sisters
- Judy
- Something Special
- Shakin'
- Shophe
- Life's Highway
- Life's Highway
- Old Flame
- Dallas
- New Moves
- Better Than Ever
- Big River Soundtrack



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FULL-SERVICE AC

TOP 20

FEBRUARY 21, 1986

Prev. Top Last
Weeks Weeks Weeks

Rank	Artist	Title	Label
1	SADE	The Sweetest Taboo (Portrait/CBS)	
2	STARSHIP	Sara (Grunt/RCA)	
3	DREAM ACADEMY	Life In A Northern Town (Reprise/WB)	
4	ELTON JOHN	Nikita (Geffen)	
5	BARBRA STREISAND	Somewhere (Columbia)	
6	HEART	These Dreams (Capitol)	
7	BRUCE SPRINGSTEEN	My Hometown (Columbia)	
8	BILLY OCEAN	When The Going Gets Tough... (Jive/Arista)	
9	ANNE MURRAY	Now And Forever (You And Me) (Capitol)	
10	WHITNEY HOUSTON	How Will I Know (Arista)	
11	JAMES TAYLOR	Only One (Columbia)	
12	DIONNE & FRIENDS	That's What Friends Are For (Arista)	
13	ATLANTIC STARRS	Secret Lovers (A&M)	
14	EVERLY BROTHERS	Born Yesterday (Mercury/PG)	
15	MICHAEL FRANKS	featuring BRENDA RUSSELL/When I Give My Love To You (WB)	
16	GARY MORRIS & CRYSTAL GAYLE	Making Up For Lost Time (WB)	
17	DAN SEALS	Boop (EMI America)	
18	SMOKEY ROBINSON	Hold On To Your Love (Tamla/Motown)	
19	STEVIE WONDER	Overjoyed (Tamla/Motown)	
20	RANDY GOODRUM	Silhouette (GRP)	

Total Reports/Adds	Heavy	Medium	Light
37/0	32	5	0
38/0	33	5	0
38/0	28	9	1
39/1	24	14	1
33/0	26	7	0
39/1	17	21	1
34/0	19	12	3
30/0	24	6	0
33/0	17	13	3
30/0	21	7	2
32/0	13	18	1
28/0	16	10	2
35/3	8	18	9
33/1	8	18	9
24/0	10	13	1
24/0	9	14	1
26/4	8	15	5
26/4	3	11	11
24/13	2	9	13
20/0	4	13	3

MOST ADDED

- STEVIE WONDER (13)
Overjoyed (Tamla/Motown)
- BARBRA STREISAND (5)
Send In The Clowns (Columbia)
- ROSANNE CASH (4)
Hold On (Columbia)
- FORCE MD'S (4)
Tender Love (Tommy Boy/WB)
- MELISSA MANCHESTER & AL JARNEAU (4)
The Music Of Goodbyes (MCA)
- SMOKEY ROBINSON (4)
Hold On To Your Love (Tamla/Motown)
- DAN SEALS (4)
Boop (EMI America)

HOTTEST

- STARSHIP (24)
Sara (Grunt/RCA)
- SADE (23)
The Sweetest Taboo (Portrait/CBS)
- DREAM ACADEMY (17)
Life In A Northern Town (Reprise/WB)
- ELTON JOHN (17)
Nikita (Geffen)
- BILLY OCEAN (16)
When The Going Gets Tough... (Jive/Arista)

BREAKER
BREAKER
DEBUT

BREAKERS

SMOKEY ROBINSON Hold On To Your Love (Tamla/Motown)

58% of our reporters on it. Rotations: Heavy 3, Medium 11, Light 11, Total Adds 4, WTMJ, WRVA, WING, WIBA. Debuts at number 18 on the Full-Service chart.

STEVIE WONDER Overjoyed (Tamla/Motown)

56% of our reporters on it. Rotations: Heavy 2, Medium 9, Light 13, Total Adds 13 including WWKB, WTAE, WTMJ, KFMB, WCHS, WTC, WHCB, WING, WIBC, KBOI. Debuts at number 19 on the Full-Service chart.

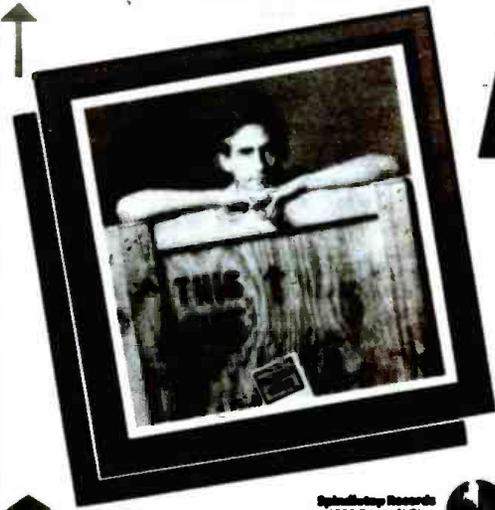
NEW & ACTIVE

- JACK WAGNER with VALERIE CARTER "Love Can Take Us All Away" (Quest/WB) 28/3
Rotations: Heavy 0, Medium 12/2, Light 8/1, Total Adds 3, KFMB, WING, WTKO. Medium including WFBR, WWKB, WRVA, WSPD, KSL, WPOE, WGBR, WJBC, KTWO, KVEC
- ROSANNE CASH "Hold On" (Columbia) 18/4
Rotations: Heavy 2/0, Medium 9/2, Light 5/2, Total Adds 4, WFBR, KHOW, WCHS, WWPA. Heavy: WCCO, WTC. Medium including WHCB, WSPD, WPOE, WTKO, WJBC, KTWO, KVEC
- MIKE & THE MEGAMARKS "Sneaky Sneaking" (Atlantic) 18/2
Rotations: Heavy 3/0, Medium 9/1, Light 4/1, Total Adds 2, WTAE, WGOV. Heavy: WCHS, WING, WWPA. Medium including WTVN, KHOW, KJR, WCC, WSPD, WWRN, WPOE, KFOD
- MR. MISTER "Kylie" (RCA) 18/2
Rotations: Heavy 3/0, Medium 9/1, Light 1/1, Total Adds 2, 55KRC, WING. Heavy: WWKB, WWRN, WWPA. Medium including WTVN, KHOW, WCC, WCHS, WHAS, KBOI, KSL, KFOD

- LAURA BRANBAN "I Found Someone" (Atlantic) 12/3
Rotations: Heavy 0, Medium 6/0, Light 6/3, Total Adds 3, KFMB, WCHS, WTKO. Medium: WFBR, WWKB, WPOE, WWPA, WGBR, KTWO
- SHEENA EASTON "Jimmy Mack" (EMI America) 12/6
Rotations: Heavy 0, Medium 5/0, Light 4/0, Total Adds 0, Medium: WFBR, WRVA, KSL, WPOE, WTKO, WWPA, WGBR, WJBC
- THOMPSON TWINS "King For A Day" (Arista) 11/1
Rotations: Heavy 2/0, Medium 9/1, Light 0, Total Adds 1, KTWO. Heavy: WWKB, WWPA. Medium including WTVN, KHOW, KJR, WCHS, WING, WSPD, WWRN, WGBR
- ISLEY, JASPER, ISLEY "Caravan Of Love" (CBS Associated) 11/6
Rotations: Heavy 5/0, Medium 5/0, Light 1/0, Total Adds 0, Heavy: WCHS, WGOV, WING, WCL, KTWO. Medium: KHOW, KBOI, WWRN, WGBR, KFOD
- KIM TE KANAWA "Blue Sties" (London/PolyGram) 11/6
Rotations: Heavy 0, Medium 5/0, Light 3/0, Total Adds 0, Medium: WTC, WHBY, WHCB, KSL, WPOE, WJBC, WCL, KTWO
- ARETHA FRANKLIN "Another Night" (Arista) 8/1
Rotations: Heavy 1/0, Medium 4/0, Light 3/1, Total Adds 1, WGOV. Heavy: WWPA. Medium: KHOW, WCC, WING, WWRN

SIGNIFICANT ACTION

- FORCE MD'S "Tender Love" (Tommy Boy/WB) 7/4
Rotations: Heavy 0, Medium 4/3, Light 3/1, Total Adds 4, WWKB, WCHS, WWPA, KTWO. Medium including WCCO
- MELISSA MANCHESTER & AL JARNEAU "The Music Of Goodbyes" (MCA) 7/4
Rotations: Heavy 0, Medium 4/4, Light 3/0, Total Adds 4, WFBR, WGY, KSL, KVEC
- BANGLES "Manic Monday" (Columbia) 7/2
Rotations: Heavy 0, Medium 5/2, Light 2/0, Total Adds 2, KHOW, KTWO. Medium including WPOE, WTKO, WCL
- CARS "I'm Not The One" (Eloids) 7/1
Rotations: Heavy 0, Medium 5/1, Light 2/0, Total Adds 1, KHOW. Medium including WWKB, WHCB, WWRN, WWPA
- BARBRA STREISAND "Send In The Clowns" (Columbia) 5/5
Rotations: Heavy 0, Medium 2/1, Light 4/4, Total Adds 5, WTMJ, WHBY, KBOI, KSL, WGBR. Medium including WPOE
- ELD "Calling America" (CBS Associated) 5/1
Rotations: Heavy 1/0, Medium 3/1, Light 1/0, Total Adds 1, KTWO. Heavy: WWKB. Medium including KHOW, WWPA
- BILLY JOE ROYAL "Burned Like A Rocket" (Atlantic America) 5/5
Rotations: Heavy 1/0, Medium 4/0, Light 0/0, Total Adds 0, Heavy: KTWO. Medium: WFBR, WWKB, WHBY, WJBC
- JERMAINE JACKSON "I Think It's Love" (Arista) 3/1
Rotations: Heavy 0, Medium 1/1, Light 2/0, Total Adds 1, KHOW
- LOVERBOY "This Could Be The Night" (Columbia) 3/5
Rotations: Heavy 1/0, Medium 2/0, Light 0, Total Adds 0, Heavy: KTWO. Medium: WWRN, WWPA



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R&R Jazz Chart: 13-9
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SPINDLETOP RECORDS

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Austin, Texas 78701

ADULT CONTEMPORARY

BREAKERS

STEVIE WONDER

Overjoyed (Tamla/Motown)

70% of our reporters on R. Rotations: Heavy 1, Medium 42, Light 31, Total Adds 31 including WSNJ, WCLY, KVIL-FM, 97AIA, WLTS, W101, WARM98, WNIC, KHYL, B100, KIFM, 3WM. Debuts at number 20 on the AC chart.

NEW & ACTIVE

ELO "Calling America" (CBS Associates) 92/9

Rotations: Heavy 4/0, Medium 20/1, Light 28/6, Total Adds 9, WCLY, KQW, KELT, KOIL, WRRM, KDX, KDUR, KXPL, WCHV, Heavy WSPJ, WCKQ, WZLQ, KALE, Medium including WKYE, KEY103, K108, K10A

JERMAINE JACKSON "I Think It's Love" (Arista) 98/19

Rotations: Heavy 0, Medium 19/7, Light 21/12, Total Adds 19 including WCLY, KVIL-FM, W101, KUOL, KQW, B100, WKQW, WXTG, WJDX, WSPJ, K10A, WMOG, KDUR

SHEENA EASTON "Jimmy Mack" (EMI America) 43/0

Rotations: Heavy 0, Medium 20/2, Light 23/6, Total Adds 8, WSPJ, WSTF, KVLV, KWFH, WTHY, WEZ, KRLS, KFBS, Medium including WHTF, WKYE, WMOG, WAHR, KALE

MELISSA MANCHESTER & AL JARREAU "The Music Of Goodbye" (MCA) 37/18

Rotations: Heavy 0, Medium 10/3, Light 27/15, Total Adds 18 including W101, KOST, WKYE, WKGW, KEY103, WJDX, WAVE, WNAH, WTRD, KWAV, WCHV, WAHR, Medium including KFM, KOIL

JOHN COUSAR BELLESCAMP "R.O.C.K. In The U.S.A." (Riva/PolyGram) 35/4

Rotations: Heavy 3/0, Medium 14/1, Light 18/3, Total Adds 4, KQPL, WJON, WBOV, KRLV, Heavy WKYE, WSKI, WCKQ, Medium including KVIL-FM, WLLT, WPKA, WMOG, WMAJ, KQSW, KALE

DIORNE WARWICK "Whisper In The Dark" (Arista) 33/32

Rotations: Heavy 0, Medium 5/8, Light 28/27, Total Adds 32 including WPKJ, WCLY, KFM, WKYE, KELT, WSPJ, WAVE, KOIL, WRRM, KWFH, KRLV, KQSW, KALE

TOM PETTY with STEVE WOODS "Headline And Plus" (MCA) 32/2

Rotations: Heavy 2/0, Medium 17/1, Light 13/1, Total Adds 2, KWFH, WTHY, Heavy WAVE, KQSW, Medium including WKYE, KEY103, WMOG, KQJL, WEM, KTYL, WFT-FM, WJON

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 STARSHIP	106/0	99	6	1
2 HEART	106/0	88	18	0
3 ELTON JOHN	104/1	79	21	4
4 DREAM ACADEMY	102/1	74	24	4
5 ATLANTIC STAR	105/2	65	36	4
6 BILLY OCEAN	98/0	78	18	5
7 MIKE & THE MECHANICS	94/3	65	25	4
8 WHITNEY HOUSTON	93/0	69	17	7
9 JAMES TAYLOR	92/2	34	46	12
10 MR. MISTER	78/2	53	21	4
11 SAGE	84/1	40	34	10
12 THOMPSON TWINS	88/3	27	50	-12
13 WILEY, JAMPER, WILEY	73/0	31	38	6
14 DAN SEALS	77/4	22	51	4
15 ANNE MURRAY	77/4	21	39	17
16 MICHAEL FRANKS / JORDANA RUSSELL	65/0	27	32	6
17 ARETHA FRANKLIN	80/4	11	51	18
18 BARBRA STREISAND	60/0	15	33	12
19 BRUCE SPRINGSTEEN	63/1	8	40	15
20 STEVIE WONDER	74/31	1	42	31
21 BROOKLYN ROBINSON	74/6	6	48	20
22 EVERLY BROTHERS	72/6	11	42	19
23 WHAM!	61/1	12	34	15
24 CARS	63/9	8	42	19
25 POLICE MD'S	70/14	5	38	29
26 DINE STRAITS	49/0	9	27	13
27 DIORNE & FRIENDS	46/0	10	24	12
28 JACK WAGNER w/ VALERIE CARTER	60/5	5	35	20
29 STEVIE WONDER	43/0	8	21	14
30 LAURA BRANigan	61/7	1	31	29

MOST ADDED

DIORNE WARWICK (32)
Whisper In The Dark (Arista)
STEVIE WONDER (31)
Overjoyed (Tamla/Motown)
JACKSON BROWNE (22)
For America (Elektra)
JERMAINE JACKSON (19)
I Think It's Love (Arista)
MELISSA MANCHESTER & AL JARREAU (18)
The Music Of Goodbye (MCA)

HOTTEST

STARSHIP (92)
Sara (Grunt/RCA)
HEART (56)
These Dreams (Capitol)
ELTON JOHN (55)
Nikita (Geffen)
DREAM ACADEMY (45)
Life In A Northern Town (Reprise/WB)
BILLY OCEAN (44)
When The Going Gets Tough (Jive/Arista)

ROSBARNE CASH "Hold On" (Columbia) 31/8

Rotations: Heavy 0, Medium 13/0, Light 18/6, Total Adds 6, WAVE, K10A, KOIL, WCHV, WMAJ, WBOV, Medium including KFM, WKNK, WGLL, WAHR, WMT-FM, WJON, KMOG, KALE

LOVERBOY "This Could Be The Night" (Columbia) 26/2

Rotations: Heavy 3/0, Medium 14/1, Light 13/1, Total Adds 2, KVIL-FM, WJHT, Heavy WMAJ, WCKQ, KQSW, Medium including WSB-FM, K108, WFMK, KWFH, WSKI, WCHV, WMAJ, KALE

KURTIS COBAIN "It's All Right (Baby's Coming Back)" (RCA) 26/4

Rotations: Heavy 1/0, Medium 8/0, Light 17/4, Total Adds 4, WJDX, KOIL, WCHV, WFFX, Heavy WCKQ, Medium WMAJ, WEM, WGLL, WSKI, WCHV, KRLV, KQSW, KALE

SIGNIFICANT ACTION

COCK ROBIN "The Promise You Made" (Columbia) 23/7

Rotations: Heavy 0, Medium 6/1, Light 17/8, Total Adds 7, KEY103, WNAH, WEM, WGLL, WGSV, WFFX, KFBS, Medium including WSKI, WCKQ, WJON, KRLV, KALE

JACKSON BROWNE "For America" (Elektra) 22/22

Rotations: Heavy 0, Medium 2/2, Light 20/20, Total Adds 22 including WKYE, WAVE, WNAH, K10A, WMOG, WMAJ, WEM, WSKI, WMAJ, KRLV, KQSW, KALE

KASHIF "Dancing In The Dark" (Arista) 21/8

Rotations: Heavy 0, Medium 4/0, Light 17/0, Total Adds 0, Medium WEM, WGLL, WSKI, WMT-FM

EDDIE BIRNBAUM "How Could It Be" (Columbia) 17/3

Rotations: Heavy 0/0, Medium 5/0, Light 12/3, Total Adds 3, WNAH, WTRD, KFBS, Medium KLS, KUOL, WSPJ, WEM, WGLL

RAY PARKER JR. & HELEN TERRY "One Sunny Day/Goodbye Blues" (Atlantic) 16/14

Rotations: Heavy 0, Medium 1/0, Light 15/14, Total Adds 14, KOIL, KWFH, WMAJ, WEM, WKNK, WSKI, WORG, WKYX, WZLQ, WFFX, KTYL, KRLV, KQSW, KMOG, KALE, Medium WMAJ

OSLO "If You Leave" (A&R) 16/14

Rotations: Heavy 0, Medium 0, Light 15/14, Total Adds 14, WJDX, WMAJ, WEM, WSKI, WCKQ, WCHV, WGSV, WORG, KTYL, WMT-FM, WMAJ, KRLV, KQSW, KALE

GARY MORRIS & CRYSTAL BAYLE "Shakin' Up For Lost Time" (WB) 13/1

Rotations: Heavy 1/0, Medium 8/0, Light 3/1, Total Adds 1, WKYX, Heavy WAHR, Medium WEM, WKNK, WGLL, WEZ, WGSV, WAVE, WMT-FM, KFBS, WJON

CHESTERELLE with ALEXANDER 9/NEAL "Saturday Love" (Toto/CBS) 11/11

Rotations: Heavy 0, Medium 0, Light 11/11, Total Adds 11, WEM, WSKI, WAGE, KRLB, WORG, WAVE, WZLQ, KTYL, KQSW, KMOG, KALE

BARBRA STREISAND "Send In The Clowns" (Columbia) 11/10

Rotations: Heavy 0, Medium 4/5, Light 7/7, Total Adds 10, KVIL-FM, WNIC, WKNK, WCKQ, WKYX, WAVE, WFFX, WMT-FM, WJON, KMOG, Medium including KQSW

BANANAS "Banana Bandstand" (Columbia) 11/4

Rotations: Heavy 0, Medium 3/0, Light 8/4, Total Adds 4, B100, WNAH, KQJL, KQSW, Medium WMAJ, WSKI, KALE

OLIVIA NEWTON-JOHN "Toughen Up" (MCA) 11/1

Rotations: Heavy 0, Medium 3/0, Light 8/1, Total Adds 1, WSTF, Medium KWFH, WZLQ, WJON

JAMES BROWN "Living In America" (Scepter/CBS) 11/1

Rotations: Heavy 2/0, Medium 3/0, Light 6/1, Total Adds 1, WLLT, Heavy, U102, WMOG, Medium WHTX, V100, WKYE

ALABAMA "The And I" (RCA) 9/6

Rotations: Heavy 0, Medium 2/0, Light 7/6, Total Adds 5, WEIZ, WGSV, KRLB, WAVE, WMT-FM, Medium WAHR, KTYL

SAM HARRIS "It's So In All Again" (Bluesway) 9/2

Rotations: Heavy 0, Medium 1/0, Light 8/2, Total Adds 2, WNAH, KFBS, Medium WEM

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.

AOR ALBUMS

159 REPORTS

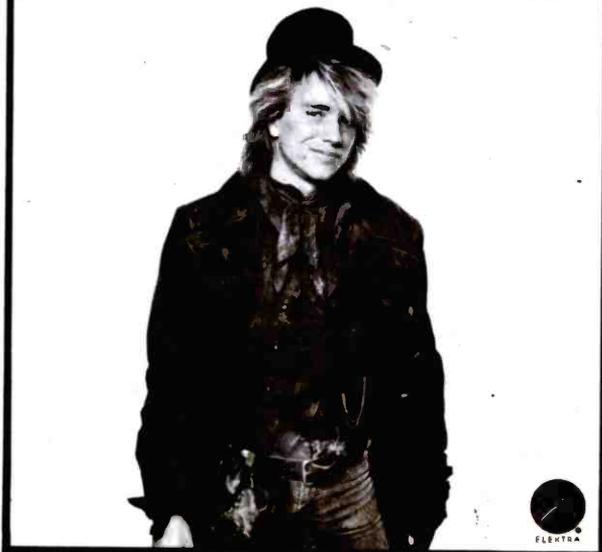
FEBRUARY 21, 1986

Three Two Last
Weeks Weeks Weeks

6	2	2	1	FIRM /Mean Business (Atlantic)
1	1	1	2	ZZ TOP /Afterburner (WB)
3	3	3	3	JOHN C. MELLENCAMP /Scarecrow (Riva/PG)
4	4	4	4	MIKE & THE MECHANICS /Mike & The Mechanics (Atlantic)
12	8	6	1	INXS /Listen Like Thieves (Atlantic)
7	7	7	7	HEART /Heart (Capitol)
11	9	5	9	ALAN PARSONS PROJECT /Stereotomy (Arista)
2	6	8	8	PETE TOWNSHEND /White City (Alco)
5	5	5	5	SIMPLE MINDS /Once Upon A Time (Virgin/A&M)
15	13	10	10	PETER FRAMPTON /Premonition (Atlantic)
34	27	17	17	ROBERT PALMER /Riptide (Island)
17	14	12	12	ROCKY IV /Soundtrack (Scotti Bros./CBS)
21	17	13	13	OUTFIELD /Play Deep (Columbia)
8	10	11	14	DIRE STRAITS /Brothers In Arms (WB)
20	16	14	14	LOVERBOY /Lovin' Every Minute Of It (Columbia)
23	20	18	18	QUICKSILVER /Soundtrack (Atlantic)
—	—	—	19	BLUE OYSTER CULT /Club Ninja (Columbia)
9	11	15	18	STEVIE NICKS /Rock A Little (Modern/Atco)
—	—	—	24	ELD /Balance Of Power (CBS Associated)
28	24	21	25	MARILYN MARTIN /Marilyn Martin (Atlantic)
DEBUT	—	—	27	HONEYMOON SUITE /The Big Prize (WB)
—	—	—	33	FABULOUS THUNDERBIRDS /Tuff Enuff (CBS Associated)
33	26	25	28	OZZY OSBOURNE /The Ultimate Sin (CBS Associated)
19	23	20	24	DREAM ACADEMY /Dream Academy (Reprise/WB)
22	22	23	25	RUSH /Power Windows (Mercury/PG)
—	—	—	29	YOUNGBLOOD /Soundtrack (RCA)
35	29	28	27	CARS /Greatest Hits (Elektra)
10	12	16	28	TOM PETTY & ... /Pack Up The Plantation - Live (MCA)
26	28	31	29	ALARM /Strength (IRS/MCA)
31	30	35	30	DOKKEN /Under Lock And Key (Elektra)
14	15	22	31	HOOTERS /Nervous Night (Columbia)
18	19	26	32	PAT BENATAR /Seven The Hard Way (Chrysalis)
—	—	—	36	JIMMY BARNES /Jimmy Barnes (Geffen)
37	37	35	34	BANGLES /Different Light (Columbia)
13	18	30	35	MR. MISTER /Welcome To The Real World (RCA)
40	38	37	36	DEL FUEGOS /Boston, Mass. (Slash/WB)
—	—	—	40	CALL /Reconciled (Elektra)
DEBUT	—	—	38	ELVIS COSTELLO /King Of America (Columbia)
16	21	32	39	STARSHIP /Knee Deep In The Hoopla (Grunt/RCA)
30	34	38	40	CHARLIE SEXTON /Pictures For Pleasure (MCA)

"King's" (148) "Peace" (56) "Hunter" (39)	149+/0	57+	130+	16-
"Delirious" (100) "Stages" (86) "Rough Boy" (64)	139+/0	29-	108-	30+
"R.O.C.K." (93) "Minutes" (83) "Justice" (22)	135-/3	31-	110+	23-
"All I Need" (127) "Silent" (30) "Hanging" (26)	146+/0	20-	97+	47-
"What You Need" (135)	142-/1	47+	115+	26-
"These Dreams" (123) "If Looks" (12)	127-/0	37-	111-	13-
"Stereotomy" (133) "Beaujolais" (15) "Lime..." (12)	140+/0	18-	90+	46-
"Hiding" (59) "Blood" (58) "Crashing" (30)	126-/2	15=	70+	47-
"Sanctify" (97) "Once Upon" (14) "Ghost" (13)	116-/1	27-	89-	25+
"Lying" (139)	140+/1	19+	73+	64-
"Addicted" (137)	138+/19	15+	71+	61-
"No Easy Way Out" (110) "America" (14)	115-/1	15+	65+	42-
"Your Love" (114)	115-/1	14=	60+	51-
"Ride" (55) "The Man's" (37) "So Far Away" (24)	102+/9	12=	40-	56+
"This Could Be" (103)	104-/0	19+	68-	33-
"Quicksilver" (120)	120+/2	2+	38+	77-
"Dancin'" (127)	128-/6	3=	29+	85=
"Imperial Hotel" (57) "I Can't Wait" (52)	104-/5	4-	37-	56-
"Calling America" (102)	113+/16	12+	36+	70+
"Night Moves" (104)	108+/4	5+	37+	65-
"Feel It Again" (128)	131 /18	0	14	98
"Tuff Enuff" (121)	123+/21	2+	22+	88+
"Shot In The Dark" (110)	110+/4	6+	19+	78+
"The Edge" (79) "Life" (20)	100+/10	4-	28-	60+
"Mystic" (77) "Manhattan" (17)	86+/4	0-	17+	57+
"Stand" (71) "Cut You" (27) "Something" (19)	96+/10	0=	7+	82+
"I'm Not The One" (90)	91+/7	3+	34+	51-
"Needles" (60) "Star" (16) "Don't Bring" (11)	69-/1	5-	27-	36-
"Spirit Of '76" (90)	96+/12	3=	15+	62+
"In My Dreams" (80)	81+/9	4+	14+	51+
"Day By Day" (54)	58-/3	10-	36-	20-
"Le Bel Age" (68)	74-/1	3-	19-	48-
"No Second Prize" (75) "Working" (11)	84+/10	2+	7+	61+
"Manic Monday" (60)	64+/10	6+	23+	32+
"Kyrie" (34) "Is It Love" (28)	61-/8	2-	24-	28+
"I Still Want You" (67)	69+/8	3-	13+	45+
"I Still Believe" (75)	78+/23	1=	4+	56+
"Don't Let Me Be" (51)	54+/20	4+	13+	32+
"Sara" (37)	47-/0	4-	22-	21-
"Impressed" (30) "Beat's" (23)	50+/10	0-	10-	36+

the UNFORGIVEN



BREAKERS

HONEYMOON SUITE
The Big Prize (WB)
82% of our reporters on it.

YOUNGBLOOD
Soundtrack (RCA)
60% of our reporters on it.

NEW & ACTIVE

- GLEN BURTNICK** "Talking In Code" (A&M) 45/8 (38/18)
Adds including KZEW, WOFM, KSIQ, WKLC, WTPA, WAQX, WAAF, KNCN, WCKT, Heavy 2, WNEW, WLLZ, Medium 26 including KTQX, WLVO, WRIF, KSHE, WPHY, WHEB, WPDH, WAFL, KILQ.
- CLANNAD** "Macalla" (RCA) 42/2 (32/5)
Adds WPLR, WBRU, Powers 3, Heavy 8 including WLUP, WLIR, KESI, KKGR, KGRQ, Medium 31 including WOVE, KTQX, WNOR, WJGK, WRTT, KAZY, KBCO, 91X.
- FASTWAY** "Waiting For The Rear" (Columbia) 40/5 (37/8)
Adds KYYS, KMET, KUPD, KMBY, WZEW, Heavy 1, KISS, Medium 31 including KZEW, KLOL, KSRR, WNOR, WEBN, WOFM, KSHE, KGB.
- MIDGE URE** "The Girl" (Chrysalis) 40/4 (35/2)
Adds WTKX, WHMD, KKGR, KGRQ, Powers 4, Heavy 11 including WBCN, CFOX, WHFS, WLIR, CHEZ, Medium 26 including WNEW, Q107, WCKG, WXRT, KBCO, KROQ, 91X.
- OPUS** "Up And Down" (PolyGram/PolyGram) 38/2 (38/0)
Adds WBCN, KESI, Powers 3, Heavy 11 including CHOM, KZEW, KROQ, 91X, WLIR, WYSP, WBRU, WEZX, WHTF, Medium 19 including WPHY, WHEB, WPDH, WAAF, KNCN, WRXL.
- PRETTY IN PINK** "Soundtrack" (A&M) 35/8 (28/10)
Adds KORS, KAZY, WPHY, WJGK, KILQ, KZOK, KLPX, WYNY, Powers 5, Heavy 12 including WXRT, KROQ, 91X, WHFS, WLIR, CFNY, Medium 16 including KZEW, KBCO, WONE, WTUE, KTCZ.
- RAINBOW** "Final Vinyl" (Mercury/PolyGram) 25/23 (8/0)
Adds including WBAB, KTQX, KMET, KGB, WPHY, WHEB, KATT, Heavy 1, WNEW, Medium 17 including WHLY, WNOR, WLLZ, WRIF, KSHE, WPDH, WJZ, KISS.
- BLACK SABBATH** featuring TONY IOMMI "Seventh Star" (WB) 25/7 (18/1)
Adds WPHY, WCCO, WJZ, KICT, KLPX, WBLM, RXZL, Heavy 1, KISS, Medium 18 including Q107, DC101, KUPD, WPLR, WHTF, KNCN, KEZO, WHOT.
- FEARGAL SHARKEY** "Feargal Sharkey" (Virgin/A&M) 25/2 (21/5)
Adds WNEW, K97, Powers 1, Heavy 9 including WBCN, CHOM, 91X, CFOX, WHFS, WLIR, Medium 12 including WSHE, WXRT, KBCO, WPDH, WOLR, KSTM, KLPX.
- GARY MOORE** "Run For Cover" (Mercury/A&M) 24/8 (18/10)
Adds KORS, KMET, KNCN, WLAY, KLPX, WJZ, Heavy 1, WYSP, Medium 13 including WLLZ, WOFM, KGB, KOMA, WHEB, WPDH, KISS, KLO, KYD.

Continued on Page 69



CARRYING THE TORCH FOR ROCK



An album of powerful, progressive white hot rock.



ON MANHATTAN RECORDS AND HIGH QUALITY XDR CASSETTES

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

159 REPORTS

Three Weeks	Two Weeks	One Week	Rank	Artist/Track	Total Report/Adds	Power	Heavy	Medium	
4	1	1	1	FIRM/All The King's Horses (Atlantic)	148+/0	57+	129+	16-	
8	6	2	2	INXS/What You Need (Atlantic)	135-/0	47+	110+	24-	
3	3	3	3	HEART/These Dreams (Capitol)	123-/2	37-	108-	13-	
5	5	5	4	ALAN PARSONS PROJECT/Stereotomy (Arista)	133+/0	17-	88+	41-	
9	7	6	5	PETER FRAMPTON/Lying (Atlantic)	139+/4	19+	73+	63+	
48	34	15	6	ROBERT PALMER/Addicted To Love (Island)	137+/19	15+	70+	61-	
19	8	8	7	MIKE & THE MECHANICS/All I Need Is A Miracle (Atlantic)	127+/3	14+	79+	45-	
DEBUT				8	JACKSON BROWNE/For America (Elektra)	129 /125	8	50	67
16	11	9	9	OUTFIELD/Your Love (Columbia)	114-/2	14=	60+	50-	
2	2	4	10	SIMPLE MINDS/Sanctify Yourself (Virgin/A&M)	97-/1	26-	84-	12-	
35	18	12	11	JOHN C. MELLENCAMP/Under The Boardwalk (Riva/PG)	111+/8	14+	73+	32-	
21	12	11	12	ROBERT TEPPER/No Easy Way Out (Scotti Bros./CBS)	110-/0	14=	60+	42-	
22	16	13	13	ROGER DALTRY/Quicksilver Lightning (Atlantic)	120+/2	2+	38+	77-	
29	19	17	14	JOHN C. MELLENCAMP/R.O.C.K. In The U.S.A. (Riva/PG)	93+/9	23+	74+	16-	
15	10	10	15	LOVERBOY/This Could Be The Night (Columbia)	103-/0	19+	67-	33-	
43	28	16	16	BLUE OYSTER CULT/Dancin' In The Ruins (Columbia)	127+/6	3=	29+	85=	
1	4	7	17	ZZ TOP/Stages (WB)	86-/0	22-	76-	5-	
46	32	20	18	ZZ TOP/Delirious (WB)	100+/4	2+	47+	46-	
28	22	18	19	JOHN LENNON/Imagine (Capitol)	111-/2	2=	33+	60-	
—	40	29	20	FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)	121+/21	2+	22+	87+	
27	25	21	21	MARILYN MARTIN/Night Moves (Atlantic)	104+/3	5+	34+	64-	
—	42	24	22	HONEYMOON SUITE/Feel It Again (WB)	128+/15	0=	14+	95+	
32	29	23	23	TALK TALK/Life's What You Make It (EMI America)	112+/3	3-	26+	73=	
44	33	25	24	ELD/Calling America (CBS Associated)	102+/8	10+	32+	65+	
20	14	14	25	JOHN C. MELLENCAMP/Minutes To Memories (Riva/PG)	83-/4	8-	63-	29+	
41	30	27	26	OZZY OSBOURNE/Shot In The Dark (CBS Associated)	110+/4	6+	19+	78+	
—	45	32	27	BRIAN SETZER/The Knife Feels Like Justice (EMI America)	117+/13	4+	19+	78+	
31	24	19	28	JOHN LENNON/Come Together (Capitol)	97-/2	2-	32-	64-	
52	36	26	29	CARS/I'm Not The One (Elektra)	90+/7	3+	34+	50-	
47	38	28	30	ALARM/Spirit Of '76 (IRS/MCA)	90+/11	3=	14+	58+	
11	17	26	31	PETE TOWNSHEND/Give Blood (Atco)	58-/2	9=	39-	18-	
37	35	34	32	ZZ TOP/Rough Boy (WB)	64-/1	4+	28+	35-	
6	9	22	33	HOOTERS/Day By Day (Columbia)	84-/1	9-	35-	17-	
—	48	42	34	RUSH/Mystic Rhythms (Mercury/PG)	77+/7	0=	14+	51+	
—	53	44	35	DONKIN/In My Dreams (Elektra)	80+/13	4+	13+	51+	
—	45	36	36	DREAM ACADEMY/The Edge Of Forever (Reprise/WB)	79+/14	2+	10=	58+	
18	23	28	37	PAT BENATAR/Le Bel Age (Chrysalis)	68-/0	3-	18-	43-	
50	41	38	38	MICKY THOMAS/Stand In The Fire (RCA)	71+/2	0=	6+	61=	
17	20	31	39	TOM PETTY &...Needles And Pins (MCA)	60-/1	2-	22-	32-	
60	48	43	40	JIMMY BARNES/No Second Prize (Geffen)	76+/7	2+	7+	58+	
42	37	41	41	PETE TOWNSHEND/Hiding Out (Atco)	59-/0	3=	29+	27-	
—	56	47	42	FIRM/Live In Peace (Atlantic)	56+/9	0=	16+	37+	
—	52	43	43	CALL/ I Still Believe (Great Design) (Elektra)	76+/21	1=	3+	55+	
18	15	33	44	DIRE STRAITS/Ride Across The River (WB)	55-/0	6=	22-	30-	
—	54	48	45	DEL FUEGOS/ I Still Want You (Slash/WB)	67+/9	3=	12+	43+	
56	52	48	46	BANGLES/Manic Monday (Columbia)	60+/10	5+	22+	30+	
14	27	41	47	STEVIE NICKS/Can't Wait (Modern/Atco)	52-/3	3-	20-	31-	
—	58	50	48	STEVIE NICKS/Imperial Hotel (Modern/Atco)	57+/7	1+	15+	32-	
DEBUT				49	ELVIS COSTELLO/Don't Let Me Be Misunderstood (Columbia)	51+/18	4+	12+	30+
12	26	40	50	STARSHIP/Sara (Grunt/RCA)	37-/0	3-	20-	15-	
7	13	35	51	M.R. MISTER/Kyrie (RCA)	34-/0	2-	20-	12-	
30	39	51	52	ROGER DALTRY/Let Me Down Easy (Atlantic)	26-/0	5-	16-	10-	
—	60	54	53	FIRM/Fortune Hunter (Atlantic)	39+/2	0=	12=	24=	
26	31	46	54	THOMPSON TWINS/King For A Day (Arista)	38-/0	6-	16-	19-	
—	55	49	55	FIRM/Tear Down The Walls (Atlantic)	34-/1	1+	12+	19-	
DEBUT				56	JOE COCKER/Shelter Me (Capitol)	46 /46	0	2	35
—	60	56	57	DIRE STRAITS/The Man's Too Strong (WB)	37+/9	3+	13=	16+	
10	21	38	58	MIKE & THE MECHANICS/Silent Running (Atlantic)	30-/0	4-	17-	11+	
DEBUT				59	CLANNAD/In A Lifetime (RCA)	42+/2	3+	6+	31+
DEBUT				60	PETE TOWNSHEND/Crashing By Design (Atco)	30+/2	2=	14+	12-

BREAKERS.

JACKSON BROWNE
For America (Elektra)
81% of our reporters on it.

The Soundtrack
Without A Movie

TOMMY KEENE

SONGS FROM THE FILM

Produced by Geoff Emwick

Featuring The AOR Pro

"PLACES THAT ARE GONE"



NEW & ACTIVE

PARALLELS

5075 **It's All Right (Baby's...)** (RCA)
LP: By Youngblood

5076 **At The King Horse** (Atlantic)
LP: The Firm Team Business

5077 **These Dreams** (Capitol)
LP: Heart

5078 **What You Need** (Atlantic)
LP: Urban Lia Trix

5079 **Rock Me Amadeus** (A&M)
LP: Fabio 3

5080 **Tender Love** (WB)
LP: Krash Groove

5081 **Another Night** (Arista)
LP: Who's Zoomin' who?

5082 **Day By Day** (Columbia)
LP: Nervous Night

5083 **I Think It's Love** (Arista)
LP: Peccoo Moore

5084 **Something About You** (Polygram/RG)
LP: World Machine

5085 **It's All Right (Baby's...)** (RCA)
LP: By Youngblood

5086 **At The King Horse** (Atlantic)
LP: The Firm Team Business

5087 **These Dreams** (Capitol)
LP: Heart

5088 **What You Need** (Atlantic)
LP: Urban Lia Trix

5089 **Rock Me Amadeus** (A&M)
LP: Fabio 3

5090 **Tender Love** (WB)
LP: Krash Groove

5091 **Another Night** (Arista)
LP: Who's Zoomin' who?

5092 **Day By Day** (Columbia)
LP: Nervous Night

5093 **I Think It's Love** (Arista)
LP: Peccoo Moore

5094 **Something About You** (Polygram/RG)
LP: World Machine

5095 **It's All Right (Baby's...)** (RCA)
LP: By Youngblood

5096 **At The King Horse** (Atlantic)
LP: The Firm Team Business

5097 **These Dreams** (Capitol)
LP: Heart

5098 **What You Need** (Atlantic)
LP: Urban Lia Trix

5099 **Rock Me Amadeus** (A&M)
LP: Fabio 3

5100 **Tender Love** (WB)
LP: Krash Groove

5101 **Another Night** (Arista)
LP: Who's Zoomin' who?

5102 **Day By Day** (Columbia)
LP: Nervous Night

5103 **I Think It's Love** (Arista)
LP: Peccoo Moore

5104 **Something About You** (Polygram/RG)
LP: World Machine

5105 **It's All Right (Baby's...)** (RCA)
LP: By Youngblood

5106 **At The King Horse** (Atlantic)
LP: The Firm Team Business

5107 **These Dreams** (Capitol)
LP: Heart

5108 **What You Need** (Atlantic)
LP: Urban Lia Trix

5109 **Rock Me Amadeus** (A&M)
LP: Fabio 3

5110 **Tender Love** (WB)
LP: Krash Groove

5111 **Another Night** (Arista)
LP: Who's Zoomin' who?

5112 **Day By Day** (Columbia)
LP: Nervous Night

5113 **I Think It's Love** (Arista)
LP: Peccoo Moore

5114 **Something About You** (Polygram/RG)
LP: World Machine

5115 **It's All Right (Baby's...)** (RCA)
LP: By Youngblood

5116 **At The King Horse** (Atlantic)
LP: The Firm Team Business

5117 **These Dreams** (Capitol)
LP: Heart

5118 **What You Need** (Atlantic)
LP: Urban Lia Trix

5119 **Rock Me Amadeus** (A&M)
LP: Fabio 3

5120 **Tender Love** (WB)
LP: Krash Groove

5121 **Another Night** (Arista)
LP: Who's Zoomin' who?

5122 **Day By Day** (Columbia)
LP: Nervous Night

5123 **I Think It's Love** (Arista)
LP: Peccoo Moore

5124 **Something About You** (Polygram/RG)
LP: World Machine

5125 **It's All Right (Baby's...)** (RCA)
LP: By Youngblood

5126 **At The King Horse** (Atlantic)
LP: The Firm Team Business

5127 **These Dreams** (Capitol)
LP: Heart

5128 **What You Need** (Atlantic)
LP: Urban Lia Trix

5129 **Rock Me Amadeus** (A&M)
LP: Fabio 3

5130 **Tender Love** (WB)
LP: Krash Groove

5131 **Another Night** (Arista)
LP: Who's Zoomin' who?

5132 **Day By Day** (Columbia)
LP: Nervous Night

5133 **I Think It's Love** (Arista)
LP: Peccoo Moore

5134 **Something About You** (Polygram/RG)
LP: World Machine

5135 **It's All Right (Baby's...)** (RCA)
LP: By Youngblood

5136 **At The King Horse** (Atlantic)
LP: The Firm Team Business

5137 **These Dreams** (Capitol)
LP: Heart

5138 **What You Need** (Atlantic)
LP: Urban Lia Trix

5139 **Rock Me Amadeus** (A&M)
LP: Fabio 3

5140 **Tender Love** (WB)
LP: Krash Groove

5141 **Another Night** (Arista)
LP: Who's Zoomin' who?

5142 **Day By Day** (Columbia)
LP: Nervous Night

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5144 **Something About You** (Polygram/RG)
LP: World Machine

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LP: The Firm Team Business

5147 **These Dreams** (Capitol)
LP: Heart

5148 **What You Need** (Atlantic)
LP: Urban Lia Trix

5149 **Rock Me Amadeus** (A&M)
LP: Fabio 3

5150 **Tender Love** (WB)
LP: Krash Groove

5151 **Another Night** (Arista)
LP: Who's Zoomin' who?

5152 **Day By Day** (Columbia)
LP: Nervous Night

5153 **I Think It's Love** (Arista)
LP: Peccoo Moore

5154 **Something About You** (Polygram/RG)
LP: World Machine

5155 **It's All Right (Baby's...)** (RCA)
LP: By Youngblood

5156 **At The King Horse** (Atlantic)
LP: The Firm Team Business

5157 **These Dreams** (Capitol)
LP: Heart

5158 **What You Need** (Atlantic)
LP: Urban Lia Trix

5159 **Rock Me Amadeus** (A&M)
LP: Fabio 3

5160 **Tender Love** (WB)
LP: Krash Groove

5161 **Another Night** (Arista)
LP: Who's Zoomin' who?

5162 **Day By Day** (Columbia)
LP: Nervous Night

5163 **I Think It's Love** (Arista)
LP: Peccoo Moore

5164 **Something About You** (Polygram/RG)
LP: World Machine

5165 **It's All Right (Baby's...)** (RCA)
LP: By Youngblood

5166 **At The King Horse** (Atlantic)
LP: The Firm Team Business

5167 **These Dreams** (Capitol)
LP: Heart

5168 **What You Need** (Atlantic)
LP: Urban Lia Trix

5169 **Rock Me Amadeus** (A&M)
LP: Fabio 3

5170 **Tender Love** (WB)
LP: Krash Groove

5171 **Another Night** (Arista)
LP: Who's Zoomin' who?

5172 **Day By Day** (Columbia)
LP: Nervous Night

5173 **I Think It's Love** (Arista)
LP: Peccoo Moore

5174 **Something About You** (Polygram/RG)
LP: World Machine

5175 **It's All Right (Baby's...)** (RCA)
LP: By Youngblood

5176 **At The King Horse** (Atlantic)
LP: The Firm Team Business

5177 **These Dreams** (Capitol)
LP: Heart

5178 **What You Need** (Atlantic)
LP: Urban Lia Trix

5179 **Rock Me Amadeus** (A&M)
LP: Fabio 3

5180 **Tender Love** (WB)
LP: Krash Groove

5181 **Another Night** (Arista)
LP: Who's Zoomin' who?

5182 **Day By Day** (Columbia)
LP: Nervous Night

5183 **I Think It's Love** (Arista)
LP: Peccoo Moore

5184 **Something About You** (Polygram/RG)
LP: World Machine

5185 **It's All Right (Baby's...)** (RCA)
LP: By Youngblood

5186 **At The King Horse** (Atlantic)
LP: The Firm Team Business

5187 **These Dreams** (Capitol)
LP: Heart

5188 **What You Need** (Atlantic)
LP: Urban Lia Trix

5189 **Rock Me Amadeus** (A&M)
LP: Fabio 3

5190 **Tender Love** (WB)
LP: Krash Groove

5191 **Another Night** (Arista)
LP: Who's Zoomin' who?

5192 **Day By Day** (Columbia)
LP: Nervous Night

5193 **I Think It's Love** (Arista)
LP: Peccoo Moore

5194 **Something About You** (Polygram/RG)
LP: World Machine

PARALLELS

S

BOB
The Sweetest Taboo (Parrot/CBS)
LP: Promise

2191 89%

7

P1

P2

P3

CHARLIE HEXTON
Beef's So Lonely (MCA)
LP: Pictures For Pressure

19117 89%

38

P1

P2

P3

DELE HINES
Scurvy Yourself (Virgin/ASG)
LP: Once Upon A Time

2260 89%

11

P1

P2

P3

STANBOP
Sara (Gunn/RCA)
LP: Knee Deep In The Hoops

2360 89%

9

P1

P2

P3

ROBERT TEPFER
No Easy Way Out (Scott Bros/CBS)
LP: Rocky IV Soundtrack

1988 89%

26

P1

P2

P3

STEVE WUNDER
Overjoyed (Tame/Atlantic)
LP: In Square Circles

19841 89%

15

P1

P2

P3

S

BAN BREADS
Bop (EM America)
LP: Won't Be Blue Again

1678 89%

15

P1

P2

P3

SHILA E.
A Love Bizarre (WB)
LP: Romance 1920

2282 89%

11

P1

P2

P3

OLY FINE
Let's Go At The Way
LP: Let's Go At The Way

2260 89%

23

P1

P2

P3

SHIM
Russians (ASG)
LP: Dream Of The Blue Turles

2118 89%

13

P1

P2

P3

WISCONSIN TUNE
King For A Day (Arista)
LP: Here's To Future Days

2282 89%

9

P1

P2

P3

ZZ TOP
Stages (WB)
LP: Albertaner

2281 89%

15

P1

P2

P3

T

W

Z

PARALLELS

SIGNIFICANT ACTION

<p>A</p> <p>ALMA Baby Talk (Vanguard) LP: None</p> <p>ANNUNZIATO I Engineer (Mercury/PolyGram) LP: Strange Behavior</p>	<p>C</p> <p>CHARVILLE w/ ALEXANDER O'NEAL Saturday Love (Tabu/CBS) LP: High Priority</p> <p>JAY CROKER Shelter Me (Capitol) LP: Croker</p>	<p>H</p> <p>HONEYMOON SUITE Fast # Again (WB) LP: The Big Prize</p> <p>JANET JACKSON What Have You Done For Me Lately LP: Control (A&M)</p>	<p>ROBLEY CRINE Home Sweet Home (Elektra) LP: Treasures Of Fun</p> <p>ANDY MURRAY Now And Forever (You...) (Capitol) LP: Something To Talk About</p>	<p>O</p> <p>ONE If You Leave (Virgin/A&M) LP: Pretty In Pink Soundtrack</p> <p>OZZY OSBORN Shot In The Dark (CBS Associated) LP: The Ultimate Sin</p>	<p>S</p> <p>BRAND BETZER The Knife Feels Like... (EMI America) LP: The Knife Feels Like Justice</p> <p>FRANK SINATRA A Good Heart (A&M)</p> <p>MIKE STEVENSON Were Doing Air Right (MCA) LP: Suspicious Heirs</p>
<p>B</p> <p>BOB JOVI Slant Night (Mercury/PolyGram) LP: 7800 Fahrenheit</p> <p>LAURA BRANNAN I Found Someone (Atlantic) LP: Hold Me</p>	<p>D</p> <p>DOCKER In My Dreams (Elektra) LP: Under Lock And Key</p> <p>THE EGGS Let Me Be The One (RCA) LP: Lushy Of Life</p>	<p>K</p> <p>ELVIZO The Men All Praise (Constellation/MCA) LP: Missing In The Ladies Room</p> <p>MELBA MORRAN Do Me Baby (Capitol) LP: Melba Morgan</p>	<p>N</p> <p>PHYLLIS WILSON I Like You (Carnegie/CBS) LP: I Like You</p> <p>NEW EDITION A Little Bit Of Love (Is All It Takes) LP: All For Love (MCA)</p>	<p>P</p> <p>PORTER SISTERS Tend My Arm (RCA) LP: Contact</p> <p>JENNIFER RUSH The Power Of Love (Epic)</p>	<p>R</p> <p>SYNCH Where Are You Now (Columbia)</p> <p>PETE TOWNSEND Give Blood (A&M) LP: White City</p>
<p>M</p>	<p>F</p>	<p>M</p>	<p>N</p>	<p>R</p>	<p>T</p>

Hit Records Are Created In The Studio

But without the dedication and intelligence of the promotion department, even hit records have difficulty achieving maximum potential.

AIR accelerates the performance of a hit record, especially in its early stages by insuring maximum impact with key radio programmers. Then, our statistical report detailing radio's perception allows you to adjust your strategy accordingly to achieve maximum performance in the shortest time frame.

Giving promotion departments more time to expose new product is critical in the fight for airplay. The key is getting radio familiar with each record. That's what AIR is all about.

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WEEK #2

AIR Priorities

WEEK #2

Listen to the selections listed below. Decide if each has the potential to attain Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your response to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, February 26, 1988.

TITLE	ARTIST	LABEL
GREAT GOSH A' MIGHTY! (Theme from "Down & Out in Beverly Hills")	LITTLE RICHARD	MCA
SO FAR AWAY	DIRE STRAITS	WB
OVERJOYED	STEVIE WONDER	TAMLA/MOTOWN
CAN'T WAIT TO SEE YOU	EUROGLIDERS	COLUMBIA
SHELTER ME	JOE COCKER	CAPITOL

COMPETITION # 5

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

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CONTEMPORARY HIT RADIO

BREAKERS.

STEVIE NICKS

I Can't Walk (Modern/Atco)

77% of our reporters playing it. Moves: Up 20, Debuts 73, Same 46, Down 0, Adds 47 including WHTT, Z93, B97, WRNO, WHYY, KMLK, KMBQ. See Parallels, debuts at number 40 on the CHR chart.

ROBERT PALMER

Addicted To Love (Island)

69% of our reporters playing it. Moves: Up 65, Debuts 23, Same 46, Down 0, Adds 30 including B104, WQUE-FM, Z96, WCZY, KHTR, WLOL-FM. See Parallels, debuts at number 39 on the CHR chart.

JERMAINE JACKSON

I Think It's Love (Arista)

67% of our reporters playing it. Moves: Up 2, Debuts 26, Same 44, Down 0, Adds 67 including WXKS-FM, WCAU-FM, KTCS, WRSR, B96, KWOD, KWSS. Complete airplay in Parallels.

FORCE MD'S

Tender Love (Tommy Boy/WB)

62% of our reporters playing it. Moves: Up 59, Debuts 30, Same 24, Down 0, Adds 36 including K106, PRO-FM, Q107, Y100, Z96, KZZP, WERZ. See Parallels, debuts at number 37 on the CHR chart.

NEW & ACTIVE

TOM PETTY with STEVIE NICKS "Needles And Pins" (MCA) 134/2

Moves Up 75, Debuts 7, Same 46, Down 1, Adds 2, KITS, KQOR, WOKS-FM 25-21, WPHO 17-13, PRO-FM 34-30, WMAZ 7-5, KHTR 34-29, Q100 40-36, WSPK 39-33, KZ10 33-30, KCAQ 39-36, WZOH 39-32, WHSL 29-26, WSP7 39-33, KTRF 38-32

CHARLIE BENTON "Don't Be Lonely" (MCA) 131/17

Moves Up 67, Debuts 11, Same 38, Down 0, Adds 17 including CHUM, Q105, KMEL, WRRZ-FM, WLSB, WKOD, KJRM, KQO, KMBL, WFFM, KDVV, See Parallels, debuts at number 39 on the CHR chart

PAT BENATAR "The Real Gone" (Capitol) 113/9

Moves Up 42, Debuts 26, Same 38, Down 0, Adds 9, WKSE, WCAU-FM, WHYY, KDWB-FM, WMAK, WPM, WKZL, WKAA, KDVV, WPHO 39-35, K104 39-35, WQDR 39-33, KTRF 39-33, WQZZ 37-36, KEYV-FM 39-38

SPIN "Live In L.A." (Polygram/PolyGram) 116/12

Moves Up 47, Debuts 12, Same 38, Down 0, Adds 12, BZL, KWOD, WKOB, WMAK, WBSB-FM, KBFM, WSL, KEYV-FM, KCAQ, KMBL, WYBE, KDVV, B94 16-12, WTL0 15-14, KSHD 12-7

OUTFIELD "Your Love" (Columbia) 108/46

Moves Up 7, Debuts 22, Same 31, Down 0, Adds 46 including WHYY, WBSB-FM, WYNY, PRO-FM, BQ, Z93, Q106, WCZY, Y100, KMBL, WPM, KQOB, KESL 6-17, KYS 37-36, KPM 3-3

BAR SEALS "Big" (SAB America) 107/4

Moves Up 66, Debuts 6, Same 38, Down 0, Adds 4, KITS, KEZZ, Z106, WOPR, KAY107, WCL-FM, KQZB-FM, BQ 140 14-8, Z93 14-10, Q105 15-7, B1105 17-13, KQ10 14-11, WYFF 17-13, KMBL 30-13

STEVE WONDER "Superjoy" (Tamla/Atollana) 106/41

Moves Up 7, Debuts 19, Same 38, Down 0, Adds 41 including WKSE, CKOL, WRSR, WLS, Z96, KSHB, KLSE, WLAH-FM, WMAZ-FM, WQZZ, KQO, WKOD, Y100 29-25, WRTI 39-33, WPHO 40-38

BRE STRAITS "So Far Away" (WB) 69/91

Moves Up 1, Debuts 0, Same 1, Down 0, Adds 91 including WBSB-FM, WPHO, BQ, Z93, Y100, WPHO, WRSR, B96, WMAZ, Z96, KDWB-FM, KHTR, KWK, KZZP, KLSE

JACKSON BROWNE "For America" (Arista) 68/46

Moves Up 0, Debuts 0, Same 0, Down 0, Adds 69 including WPHO, WCAU-FM, BQ, KESL, B97, WRSR, WMAZ, KHTR, KTRF, KZZP, KQOB, KMBL, KQ10 37-34

PET SHOP BOYS "West End Girls" (SAB America) 69/79

Moves Up 0, Debuts 0, Same 1, Down 0, Adds 79 including WBSB-FM, WYNY, BQ, KQOB, B97, WPHO, Q106, WMAZ, BZL, KDWB-FM, KZZP, KQOR, KMLK, FM102, WKOD, KMEL, KWSS

LEVEL 42 "Something About You" (Polygram/PolyGram) 72/23

Moves Up 9, Debuts 7, Same 38, Down 0, Adds 23 including WOKS-FM, WMAK, WROQ, WELD, KTKL, KMBL, KSHD, KFY, KQDM-FM, WFXZ, KQZE, B96 39-35, KMBL 39-37, Q100 36-29

SHERA EASTON "Jimmy Mack" (SAB America) 62/4

Moves Up 10, Debuts 6, Same 38, Down 0, Adds 6, WPHO, WLAH-FM, WOKI, Z103, BZL, WROQ, KMBL, KQZB-FM, WPHO 40-38, WRSR 37-34, WERZ 31-28, WPHO 40-37, KJK 26-23, KQ10 47-27, KHZZ 33-23

ALAN PARSONS PROJECT "Stargazer" (Arista) 61/4

Moves Up 0, Debuts 0, Same 0, Down 0, Adds 61 including WPHO, WCAU-FM, BQ, KESL, B97, WRSR, WMAZ, KHTR, KTRF, KZZP, KQOB, KMBL, KQ10 37-34

BURTYNICKS "It's All Right (Baby's Coming Back)" (MCA) 60/6

Moves Up 17, Debuts 7, Same 38, Down 0, Adds 2, WQXP-FM, KQOT, WBSB-FM 6-39, BQ 0 on, WPHO on, WRSR 39-37, WQFM 4-40, WYBY on, WHYY 34-31, WRSR 37-34, KPHO on-ep, KRK 36-33, WHSL 36-35, WCL-FM 6-34, OK95 33-30

JOHN CAFFERTY "Hearts On Fire" (SAB America) 60/27

Moves Up 1, Debuts 0, Same 28, Down 0, Adds 27 including WYNY, WQUE-FM, WRSR, KWK, BQ, WQO, KBFM, KQ104, WKOD, KPHO, KZ10, WJAO, WQSR, KQWZ, WQFD 34-31

BURTYNICKS "It's All Right (Baby's Coming Back)" (MCA) 60/6

Moves Up 17, Debuts 7, Same 38, Down 0, Adds 2, WQXP-FM, KQOT, WBSB-FM 6-39, BQ 0 on, WPHO on, WRSR 39-37, WQFM 4-40, WYBY on, WHYY 34-31, WRSR 37-34, KPHO on-ep, KRK 36-33, WHSL 36-35, WCL-FM 6-34, OK95 33-30

PETER FRAMPTON "Lying" (Atlantic) 60/4

Moves Up 9, Debuts 4, Same 43, Down 0, Adds 3, WHYY, WHYY, WPHO on, WCZY 40-34, WRTI 6-30, KPLUS on, KZZB on, WHOT on, WOLY 30-25, WFXZ 6-38, WHSL 6-40, WSP7 40-38, KHZZ 37-38, KZ02 38-38

FRAN "All The King's Horses" (Atlantic) 57/11

Moves Up 17, Debuts 4, Same 25, Down 0, Adds 9, Y100, WHYY, WBSB-FM, PRO-FM, KQOB, WHYY, KZZB, KQZB, KRBE, B1105, WHOT, B96Q, WPHO 37-34, K104 35-26, WQO 40-38, WKOD 40-38

MOST ADDED

BRE STRAITS (81)

So Far Away (WB)
JACKSON BROWNE (68)
 For America (Arista)
JERMAINE JACKSON (67)
 I Think It's Love (Arista)
PET SHOP BOYS (79)
 West End Girls (EMI America)
OUTFIELD (46)
 Your Love (Columbia)

HOTTEST

MR. MISTER (163)

Kyrie (RCA)
STARSHIP (128)
 Sara (Grunt/RCA)
WHITNEY HUSTON (116)
 How Will I Know (Arista)
HEART (169)
 These Dreams (Capitol)
ATLANTIC STAR (169)
 Secret Lovers (A&M)

SIGNIFICANT ACTION

JENNIFER RUSH "The Power Of Love" (Epic) 47/1

Moves Up 13, Debuts 3, Same 29, Down 1, Adds 1, KQO, WBSB-FM 14-10, WKSE 36-33, WYNY 20-13, BQ 33-26, KMLK 32-28, WQKX 6-39, WBBQ 3-2, KZZB 29-23, B1105 16-12, Y106 16-13, Q104 27-19, WZYP 32-30, Z102 33-31, WSP7 35-28, KQOT 6-38

BOYZEN "In My Dreams" (Epic) 46/10

Moves Up 3, Debuts 4, Same 28, Down 0, Adds 10, WPHO, KHFI, WPM, Z103, KPHO, KITS, WKS, WGAN, KSM, WSP7, WOKS-FM on, KPLUS 6-40, KZZB 30-34, WVC 6-29, KQZ-FM 37-36, OK95 40-37

ELYMIAX "The Man In The Moon" (Cassablanca/RCA) 39/7
 Moves Up 0, Debuts 4, Same 20, Down 0, Adds 7, R104, WKOB, KEZZ, WLSB, K1103, KFY, 103CR, WOKS-FM 6-33, B94 6-27, B97 27-19, WYBE 6-38, KMAZ 29-20, B1105 34-26, KLUC 33-32, Z102 36-34

JANET JACKSON "What Have You Done For Me Lately" (A&M) 26/15
 Moves Up 4, Debuts 2, Same 14, Down 0, Adds 15 including BQ, KIS-FM, KITS, KMAK, WTC-FM, BQ, KHFI, KZZB, Z103, Y107, WROQ, KTKL, KQFM, K105 28-21, WKSE 37-29, WCZY 39-29

PORTER BROTHERS "Twist My Arm" (RCA) 34/19

Moves Up 0, Debuts 0, Same 13, Down 0, Adds 16 including WKSE, WYNY, WYR, WMAK, WRCK, WSK, KRBE, KPHO, WRSR, WHOT, KMBL, KCAQ, WMAZ 6-37, WFLR on, KQKQ 6-34

FIVE STAR "Let Me Be The One" (RCA) 34/3

Moves Up 13, Debuts 3, Same 15, Down 0, Adds 3, KWSS, WOKH, WROQ, WMAK, WKSE-FM 26-25, WKSE 29-21, WCZY 33-27, WHYY 35-29, FM102 23-22, KMEL 16-14, WSPK 34-32, WBBQ 35-32, WKQB 20-15, KBFM 33-29, KMGJ 27-20, KCAQ 32-30

HONEYMOON SUITE "Feed It Again" (WB) 33/10

Moves Up 3, Debuts 2, Same 19, Down 0, Adds 10, WOKS-FM, WMAK, WTLQ, WOKI, KTKL, KWK, WHOT, OK100, WYBS, WDBR, CHUM 29-26, WMAZ on-ep, KPLUS on, K104 6-37, WKQB 38-33, KPM 39-38, Q104 6-37

LAURA BRANigan "I Found Someone" (Atlantic) 32/7

Moves Up 2, Debuts 4, Same 19, Down 0, Adds 7, WOKS-FM, WKSE, WYNY, KQOB, WOLY, KSR, WHSL, WBSB-FM 40-38, KQWB-FM 6-38, FM102 on, K104 6-35, R104 6-38, KRK 34-32, OK10 6-38, B94 6-38

MELISSA BRANigan "Do Me Baby" (Capitol) 32/6

Moves Up 19, Debuts 1, Same 8, Down 0, Adds 5, Z100, KITS, Z103, WCL-FM, KDVV, WYNY 35-30, Y100 18-13, WCZY 31-20, WHYY 23-20, KMEL 29-26, KBFM 27-20, Y106 39-32, WPHO 24-16, KTKL 16-14, KMGJ 36-32

ANNE MURRAY "Now And Forever (You And Me)" (Capitol) 29/6

Moves Up 6, Debuts 1, Same 17, Down 0, Adds 5, Q100, WQUN, KMGJ, KFM, Q101, PRO-FM on, CTR 35-29, CHUM 30-27, WERZ 34-33, KRK 33-30, OK10 6-38, WHOT on-ep, KMBL on, Q104 32-29, WZYP 36-35

OSIB "If You Leave" (A&M) 27/22

Moves Up 0, Debuts 2, Same 3, Down 0, Adds 22 including K104, WQFM, WPS7, WTLQ, WPM, Y106, WVC, KRK, KFY, WQF, KJR, WDBR, KMLK on, KMEL 6-30, KPLUS 6-35

NEW ENTION "A Little Bit Of Love (As All I Take)" (MCA) 27/12

Moves Up 3, Debuts 1, Same 11, Down 0, Adds 12 including WOKS-FM, WQUE-FM, WHYY, KITS, KZPW, KMAZ, Z103, BZL, KMBL, KQOB, KSR, FM102 16-13, KQ10 17-13, WOLK 40-35, BZL 26-16, KMGJ 36-29, Z102 37-33

JOE COCKER "Shout" (Capitol) 24/24

Moves Up 0, Debuts 0, Same 0, Down 0, Adds 24 including WOKS-FM, WKSE, WYNY, CKOJ, PRO-FM, KEOL, WHYY, WRCK, WRRZ-FM, WOKI, KTKL, WQO, WROQ, WHOT, KQZB

CHRISTELLE with ALEXANDER O'NEAL "Sensuality Love" (Tape) 23/6

Moves Up 12, Debuts 2, Same 2, Down 0, Adds 6, WOLE-FM, KITE, Y106, WPS7, KFY, WGAN, WKSE 34-27, WCZY 26-18, WHYY 34-28, FM102 16-13, KQ10 17-13, WOLK 40-35, BZL 26-16, KMGJ 36-29, Z102 37-33

PHYLLIS NELSON "I Like You" (Capitol) 22/6

Moves Up 10, Debuts 2, Same 4, Down 1, Adds 5, B104, Q107, WAVA, FM102, WPHO, K108 26-22, WOKS-FM 32-28, WKSE 31-32, WYNY 26-24, WCAU-FM 37-29, KQOB 29-28, B6 17-16, WRSR 19-17, WSPK 12-6, KRBE 29-23, KJ103 on

SON JON "Sweet Sugar" (Mercury/PolyGram) 21/1

Moves Up 3, Debuts 1, Same 14, Down 0, Adds 1, WGAN, WPHO on, WMAZ on-ep, KHTR on, KPLUS 21-16, WPHO on, WPS7 on, WRSR 6-38, WOKI on, WPM on, KTKL 35-33, WOLY 36-35, WDBR on-ep, KTRF 40-38, OK95 36-33

AMORICIA "I Beg Your Pardon" (Cassablanca/PolyGram) 20/17

Moves Up 1, Debuts 1, Same 1, Down 0, Adds 17 including WPHO, WMAZ, WERZ, WOKI, WPM, KTKL, WHOT, KQBE, KCAQ, WQF, KHZZ, KRBE, KPLUS 37-34, KRBE 6-32, KZ02 on

PETE TOSCANO "One Good Heart" (A&M) 20/6

Moves Up 2, Debuts 1, Same 17, Down 0, Adds 6, WMAZ on, Q100 on, WRCK on, WTLQ on, WPM on, Y106 on, WQD 30-28, WROQ on, KRK 21-30, KQBL on, WQMP-FM on, WBE on, WYBS 6-38, WYBY on, KMBL on

WITLEY COLE "Honey Sweet Honey" (Epic) 19/2

Moves Up 6, Debuts 2, Same 6, Down 0, Adds 2, KTKL, WGAN, K108 30-25, WPHO on, KQOB 25-23, WMAZ 31-29, KPLUS 29-24, KZZB 37-36, WOKI on, B1105 29-23, WKZL 6-38, KQZ-FM 6-38, WCL-FM 29-12, WAZT-FM 33-28

FERRAS SHARKEY "A Good Heart" (A&M) 17/4

Moves Up 2, Debuts 0, Same 9, Down 0, Adds 4, WYBE, WQUN, WYBY, WBSB, WOKS-FM on, WPHO on, CKOJ on, CTR 34-33, CHUM 6-38, WMAZ on, KRK 6-38, WGAN 40-37, WHSL on, KTRF on-ep, KMBL on

ALICIA "Baby Talk" (Vanguard) 16/1

Moves Up 0, Debuts 0, Same 6, Down 3, Adds 1, KIS-FM, WHYY on, WOKS-FM 24-22, WPHO on, KQOB 26-25, WMAZ on-ep, KZZP on-ep, WRSR 27-23, WSPK 14-12, WSKB 16-18, B1105 on, WCL-FM 33-28

BRIAN SETZER "The Ballads Like Justice" (SAB America) 14/1

Moves Up 2, Debuts 0, Same 11, Down 0, Adds 1, CKOJ, K104 on, WRCK on, KTKL on, WMAE on, OK100 on, BZL 35-33, KPM on, WHSL on, KQZB-FM 30-22, B96Q on-ep, WDBR on-ep, KMBL on

GZDY OSBORNE "What Is The Deal" (CBS Associated) 13/13

Moves Up 0, Debuts 0, Same 0, Down 0, Adds 13, WPHO, Q100, WTKO, Z103, BZL, KRK, KQZB, KQZB, WQO, KQZB-FM, Q104, WDBR, OK95

SYNCH "How Are You Now?" (Columbia) 11/1

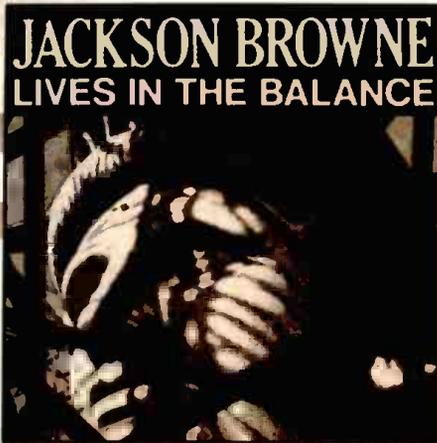
Moves Up 1, Debuts 2, Same 3, Down 0, Adds 1, OK95, WCAU-FM 6-38, Q100 29-24, WQFM on, WRRZ-FM 37-32, WTLQ 39-33, B1105 33-22, Y106 6-38, WQMP-FM 29-26, WFXZ on-ep

VAN STEPHENSON "We're Being Alright" (MCA) 10/9

Moves Up 0, Debuts 0, Same 1, Down 0, Adds 9, WPHO, WMAZ, WMAJ, WOKI, KX104, KTKL, WZYP, KQAT, KQAZ, KPM on

Parallels Begin on Page 80
 Adds & Hits Begin on Page 78
 P-1 Playlists Begin on Page 75

JACKSON BROWNE LIVES IN THE BALANCE



(60457)

LIVES IN THE BALANCE
is JACKSON BROWNE's strongest statement ever.

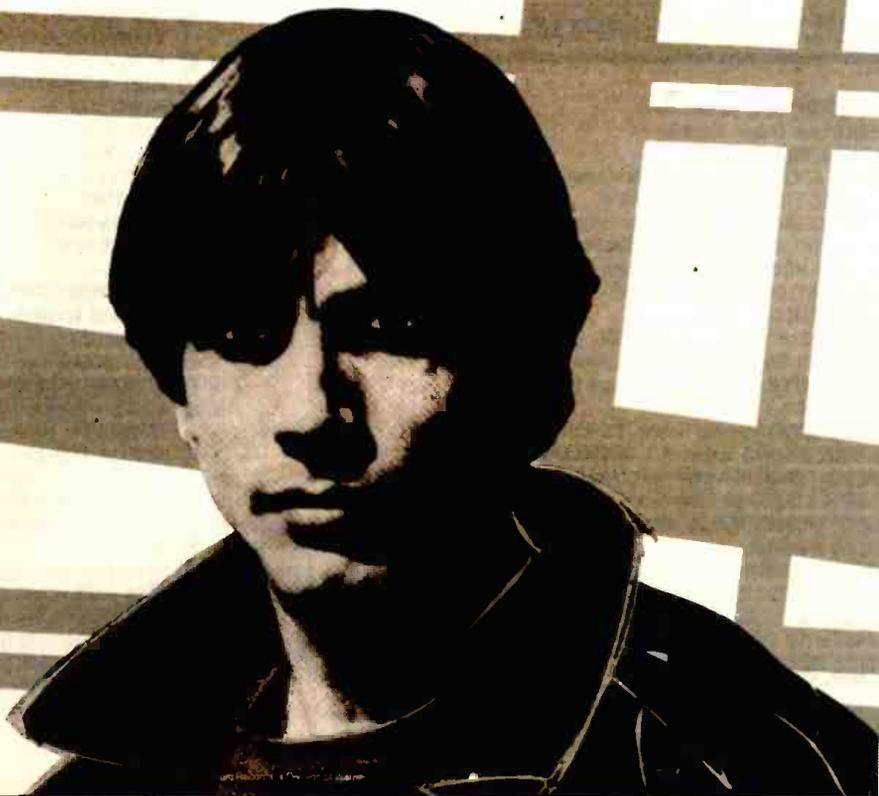
Featuring:

“FOR AMERICA”

LIVES IN THE BALANCE,
eight new songs that join the ranks
of all his classics.

Produced by Jackson Browne
Management: Donald "Buddha" Miller

On Asylum Music Cassettes, Records and Compact Discs.



CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	
6	3	2	1 MR. MISTER/Kyrie (RCA)
2	1	2	2 WHITNEY HOUSTON/How Will I Know (Arista)
9	4	3	3 STARSHIP/Sara (Grunt/RCA)
21	12	9	4 HEART/These Dreams (Capitol)
14	9	8	5 MIKE & THE MECHANICS/Silent Running (Atlantic)
8	5	4	6 DREAM ACADEMY/Life In A Northern Town (Reprise/WB)
12	8	7	7 SADE/The Sweetest Taboo (Portrait/CBS)
24	16	12	8 ATLANTIC STARR/Secret Lovers (A&M)
20	14	10	9 THOMPSON TWINS/King For A Day (Arista)
7	8	5	10 JAMES BROWN/Living In America (Scotti Bros./CBS)
17	13	11	11 SHEILA E./A Love Bizarre (WB)
36	26	15	12 JOHN COUGAR MELLENCAMP/R.O.C.K. In The U.S.A. (Riva/PG)
25	14	10	13 STING/Russians (A&M)
1	2	8	14 BILLY OCEAN/When The Going Gets Tough... (Jive/Arista)
26	22	16	15 ZZ TOP/Stages (WB)
28	23	19	16 ELTON JOHN/Nikita (Geffen)
35	29	24	17 LOVERBOY/This Could Be The Night (Columbia)
37	30	23	18 SIMPLE MINDS/Sanctify Yourself (Virgin/A&M)
—	—	—	19 FALCO/Rock Me Amadeus (A&M)
—	—	—	20 INXS/What You Need (Atlantic)
23	18	17	21 BALTIMORA/Tarzan Boy (Manhattan)
29	25	22	22 HOOTERS/Day By Day (Columbia)
—	—	—	23 SLY FOX/Let's Go All The Way (Capitol)
38	32	27	24 ARETHA FRANKLIN/Another Night (Arista)
3	7	13	25 SURVIVOR/Burning Heart (Scotti Bros./CBS)
39	34	29	26 ABC/(How To Be A) Millionaire (Mercury/PG)
40	36	31	27 MARILYN MARTIN/Night Moves (Atlantic)
—	—	—	28 ROBERT TEPPER/No Easy Way Out (Scotti Bros./CBS)
—	—	—	29 ARCADIA/Goodbye Is Forever (Capitol)
13	15	21	30 MIAMI SOUND MACHINE/Conga (Epic)
4	10	18	31 DIONNE & FRIENDS/That's What Friends Are For (Arista)
—	—	—	32 BANGLES/Manic Monday (Columbia)
—	—	—	33 ELO/Calling America (CBS Associated)
DEBUT	—	—	34 PRINCE & THE REVOLUTION/Kiss (WB)
5	11	20	35 WHAM!/I'm Your Man (Columbia)
—	—	—	36 CARS!/I'm Not The One (Elektra)
BREAKER	37	32	37 FORCE MD'S/Tender Love (Tommy Boy/WB)
DEBUT	—	—	38 CHARLIE SEXTON/beat's So Lonely (MCA)
BREAKER	39	34	39 ROBERT PALMER/Addicted To Love (Island)
BREAKER	40	35	40 STEVIE NICKS/I Can't Wait (Modern/Atco)

N&A Begins on Page 86

ADULT CONTEMPORARY

4	1	1	1 STARSHIP/Sara (Grunt/RCA)
20	8	5	2 HEART/These Dreams (Capitol)
8	6	6	3 ELTON JOHN/Nikita (Geffen)
5	4	3	4 DREAM ACADEMY/Life In A Northern Town (Reprise/WB)
18	10	8	5 ATLANTIC STARR/Secret Lovers (A&M)
3	2	2	6 BILLY OCEAN/When The Going Gets Tough... (Jive/Arista)
16	13	9	7 MIKE & THE MECHANICS/Silent Running (Atlantic)
1	3	4	8 WHITNEY HOUSTON/How Will I Know (Arista)
26	20	13	9 JAMES TAYLOR/Only One (Columbia)
23	14	11	10 MR. MISTER/Kyrie (RCA)
2	5	7	11 SADE/The Sweetest Taboo (Portrait/CBS)
21	19	14	12 THOMPSON TWINS/King For A Day (Arista)
13	12	13	13 ISLEY, JASPER, ISLEY/Caravan Of Love (CBS Associated)
30	24	19	14 DAN SEALS/Bop (EMI America)
—	—	—	15 ANNE MURRAY/Now And Forever (You And Me) (Capitol)
15	15	15	16 MICHAEL FRANKS featuring B. RUSSELL/When I Give My Love... (WB)
29	25	22	17 ARETHA FRANKLIN/Another Night (Arista)
7	7	10	18 BARBRA STREISAND/Somewhere (Columbia)
6	9	16	19 BRUCE SPRINGSTEEN/My Hometown (Columbia)
BREAKER	20	17	20 STEVIE WONDER/Overjoyed (Tama/Motown)
—	—	—	21 SMOKEY ROBINSON/Hold On To Your Love (Tama/Motown)
—	—	—	22 EVERLY BROTHERS/Born Yesterday (Mercury/PG)
10	11	17	23 WHAM!/I'm Your Man (Columbia)
—	—	—	24 CARS!/I'm Not The One (Elektra)
—	—	—	25 FORCE MD'S/Tender Love (Tommy Boy/WB)
12	18	21	26 DRE STRAITS/Walk Of Life (WB)
11	17	20	27 DIONNE & FRIENDS/That's What Friends Are For (Arista)
—	—	—	28 JACK WAGNER with V. CARTER/Love Can Take Us All Away (Qwest/WB)
9	16	18	29 STEVIE WONDER/Go Home (Tama/Motown)
DEBUT	—	—	30 LAURA BRANIGAN/I Found Someone (Atlantic)

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AOR TRACKS

Three Weeks	Two Weeks	Last Week	
4	1	1	1 FIRM/All The King's Horses (Atlantic)
8	6	2	2 INXS/What You Need (Atlantic)
3	3	3	3 HEART/These Dreams (Capitol)
5	5	5	4 ALAN PARSONS PROJECT/Stereotomy (Arista)
9	7	6	5 PETER DINKlage/Lying (Atlantic)
48	34	15	6 ROBERT PALMER/Addicted To Love (Island)
19	8	8	7 MIKE & THE MECHANICS/All I Need Is A Miracle (Atlantic)
BREAKER	9	9	8 JACKSON BROWNE/For America (Elektra)
16	11	9	9 OUTFIELD/Your Love (Columbia)
2	2	4	10 SIMPLE MINDS/Sanctify Yourself (Virgin/A&M)
35	18	12	11 JOHN C. MELLENCAMP/Under The Boardwalk (Riva/PG)
21	12	11	12 ROBERT TEPPER/No Easy Way Out (Scotti Bros./CBS)
22	16	13	13 ROGER DALTREY/Quicksilver Lightning (Atlantic)
29	17	15	14 JOHN C. MELLENCAMP/R.O.C.K. In The U.S.A. (Riva/PG)
15	10	10	15 LOVERBOY/This Could Be The Night (Columbia)
43	28	16	16 BLUE OYSTER CULT/Dancin' In The Ruins (Columbia)
1	4	7	17 ZZ TOP/Stages (WB)
46	32	20	18 ZZ TOP/Delirious (WB)
28	22	18	19 JOHN LENNON/Imagine (Capitol)
—	—	—	20 FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)
27	25	21	21 MARILYN MARTIN/Night Moves (Atlantic)
—	—	—	22 HONEYMOON SUITE/Feel It Again (WB)
32	29	23	23 TALK TALK/Life's What You Make It (EMI America)
44	33	25	24 ELO/Calling America (CBS Associated)
20	14	14	25 JOHN C. MELLENCAMP/Minutes To Memories (Riva/PG)
41	30	27	26 OZZY OSBOURNE/Shot In The Dark (CBS Associated)
—	—	—	27 BRIAN SETZER/The Knife Feels Like Justice (EMI America)
31	24	19	28 JOHN LENNON/Come Together (Capitol)
52	36	30	29 CARS!/I'm Not The One (Elektra)
47	38	36	30 ALARM/Spirit Of '76 (IRS/MCA)

Complete Tracks Chart Begins on Page 71

BLACK/URBAN

17	11	8	1 JANET JACKSON/What Have You Done For Me Lately (A&M)
15	8	2	2 CHERELLE/ALEXANDER O'NEAL/Saturday Love (Tabu/CBS)
4	3	3	3 RENE & ANGELA/Your Smile (Mercury/PG)
8	5	4	4 FORCE MD'S/Tender Love (Tommy Boy/WB)
4	3	1	5 WHITNEY HOUSTON/How Will I Know (Arista)
10	7	7	6 ZAPP/Computer Love (WB)
25	11	7	7 NEW EDITION/A Little Bit Of Love (Is All It Takes) (MCA)
9	8	8	8 YARBROUGH & PEOPLES/Guilty (Total Experience/RCA)
24	18	13	9 ARETHA FRANKLIN/Another Night (Arista)
22	16	10	10 ISLEY JASPER ISLEY/Insatiable Woman (CBS Associated)
—	—	—	11 PRINCE/Kiss (WB)
26	23	16	12 EUGENE WILDE/Diana (Philly World/MCA)
23	20	15	13 ROY AYERS/Hot (Columbia)
21	17	14	14 SMOKEY ROBINSON/Hold On To Your Love (Tama/Motown)
29	18	15	15 GEP BAND/Going In Circles (Total Experience/RCA)
1	1	18	16 MELI'SA MORGAN/Do Me Baby (Capitol)
11	10	17	17 MORRIS DAY/Color Of Success (WB)
36	20	19	18 JUCY/Sugar Free (Private I/CBS)
—	—	—	19 TEDDY PENDERGRASS/Love 4/2 (Asylum)
39	29	23	20 BERNARD WRIGHT/After You (Manhattan)
—	—	—	21 NU SHOQZ/I Can't Wait (Atlantic)
2	2	9	22 BILLY OCEAN/When The Going Gets Tough... (Jive/Arista)
—	—	—	23 JERMAINE JACKSON/I Think It's Love (Arista)
—	—	—	24 STEVIE WONDER/Overjoyed (Tama/Motown)
—	—	—	25 TRAMAJNE/In The Morning Time (A&M)
37	33	26	26 JOCELYN BROWN/Love's Gonna Get You (WB)
—	—	—	27 JETS/Crush On You (MCA)
—	—	—	28 LUSHUS DAIM & PRETTY VAIN/The One You Love (Cancelled/Motown)
BREAKER	29	27	29 SHIRLEY MURDOCK/No More (Elektra)
13	13	19	30 JAMES BROWN/Living In America (Scotti Bros./CBS)
BREAKER	31	30	31 CASHFLOW/Party Freak (Mercury/PG)
—	—	—	32 DANA DANE/Nightmares (Profile)
32	27	25	33 KASHIF/Dancing In The Dark (Heart To Heart) (Arista)
—	—	—	34 PRINCESS/After The Love Has Gone (Next Plateau)
7	9	17	35 FREDDIE JACKSON/He'll Never Love You (Like I Do) (Capitol)
—	—	—	36 JELLYBEAN/Sidewalk Talk (EMI America)
DEBUT	—	—	37 VAL YOUNG/I You Should Ever Be Lonely (Gordy/Motown)
34	31	31	38 KING DREAM CHORUS/HOLIDAY CREW/King Holiday (Mercury/PG)
DEBUT	—	—	39 STEPHANIE MILLER/I've Learned To Respect The Power Of Love (MCA)
DEBUT	—	—	40 ET (EDDIE TOWNS)/Best Friends (Total Experience/RCA)

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You Can Help Fill The Line!

HANDS ACROSS AMERICA™

May 25, 1986

Map indicates route for human chain stretching hand to hand from New York to Los Angeles.



On Sunday, May 25, at precisely 3pm Eastern Daylight Time, more than six million Americans will join hands in a line stretching more than 4,000 miles from New York to Los Angeles.

Hands Across America has worked out the exact route, mile by mile — so when a contribution is made, donors receive places in this historic event.

Those enrolling in the program by calling 1-800-USA-9000 or by submitting sign-up forms are requested to indicate the city, state and zip code where they prefer to join the line. Every effort is being made to find places on the line in or near desired locations.

In early spring '86 individual participants will receive a special information packet from Hands Across America that will detail procedures for getting to and joining the line.

For information on how you can purchase multiple places in line for use in promotions, with employees, etc., call Dave Fulton at 213-556-1812.



Bottler System Promo Programs

Coca-Cola USA is heightening awareness of Hands Across America and providing sign-up opportunities wherever Coca-Cola is sold. Promotional material and sign-up forms are being made available in more than 300,000 foodservice, foodstore and other retail locations.

Coca-Cola USA also plans to introduce a unique concept to help stimulate awareness of Hands Across America — the Hands-On Card. Wallet-sized, this special card will entitle the holder to discounts on a wide variety of items at participating restaurants, grocery stores, theme parks, stadiums, record shops and other retail locations.

The Hands-On Card will be offered by radio stations, bottlers of

Coca-Cola and other local event sponsors.

National attention will be focused on Hands Across America during the national sign-up launch. This will feature special sign-up events in theme parks, stadiums, sports arenas and other locations where Coca-Cola is sold.

At the high school level, Coca-Cola USA and its local bottlers are setting up an Ambassadors program. Exceptional

high school students will be selected to organize sign-up campaigns in their respective schools and communities.

Junior high schools will receive classroom kits containing lesson plans on hunger and homelessness in America, maps and posters, and information and sign-up forms for Hands Across America.

Information and idea kits will also be distributed to college newspapers, radio stations, service organizations and fraternities and sororities. Youth, civic and community groups, churches and synagogues also will become involved in this worthy cause using information kits and materials provided by Coca-Cola USA.

Station Achievement Awards

Adding to the excitement of the Coca-Cola Hands Across America Radio Network, an awards program for individual station promotional achievements is being developed by Coca-Cola USA in conjunction with United Stations Radio Networks and Radio & Records.

The awards are aimed at encouraging network affiliates to create innovative promotions to spur Hands Across America sign-ups, as well as keep detailed records of successful sign-up campaigns and on-air activities.

As outlined, prizes will include awards to station personnel.



plaques, certificates and donations to local charities in the names of winning stations.

All stations joining the Coca-Cola Hands Across America Radio Network are eligible regardless of market size and format.

A blue-ribbon panel will judge entries in several categories highlighting creativity and overall station involvement with the Hands Across America program.

Watch for more details in subsequent issues of Radio & Records.

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Program Delivery Specifications

Coca-Cola Hands Across America Radio Network programs will be transmitted on Satcom 1-R, Transponder 19 as outlined below:

SCHEDULE STARTING MARCH 31, 1986

- **Daily Updates Monday-Friday**
6:35AM, 8:35AM, 11:35AM (EST)
One-Day Advance Pre-Feed 1:05 PM Monday-Friday
Channels 12 and 13 15 kHz Mono
Channels 14 and 15 15 kHz Stereo
- **Updates for Saturday and Sunday**
Pre-Fed on Friday/1:05PM (EST)
Channels 12 and 13 15 kHz Mono
Channels 14 and 15 15 kHz Stereo
- **One and Three Hour Shows**
Dates and Times T.B.A.
Channels 14 and 15 15 kHz Stereo ONLY



Programming is free to all stations. ABC and Westwood One affiliates will need to change the transponder assignment. CBS and NBC affiliates already receive Transponder 19 but will need to change channel assignments. USRN affiliates are already on-line. Programming opportunities will also be available to non-satellite stations.

The telephone number for all stations to call is 212-764-3900.



In Association with The Coca-Cola Company