

I N S I D E :

SENATE DAZZLED BY DECODER CHIPS

Senators at the home taping debate expressed enthusiasm toward CBS's decoder chip plan to prevent taping encoded music. Several see it as the way out of a thorny situation.

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PUTTING YOUR SALES HEAVYWEIGHTS ON THE SCALE

Sales consultant Norman Goldsmith provides a few handy ways to tell if your heavy hitters are pulling their weight.

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CONTESTING A CONTEST

Lon Helton observes a tense courtroom battle in Charlotte, where WSOC-FM and WLTK are contesting the rights to the "Carolina Lottery."

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IN THE NEWS THIS WEEK

- Rick Shaw Exec. Director, Kenny Lee PD at WAXY
- Tom Hunter PD at KBPI
- Support group formed by Nashville indie
- Harry Nelson PD at WZOU
- LP releases up for first time in seven years
- Scott Jameson PD at KYYS
- MCA, Scorpio exchange lawsuits
- Kevin Fennessy PD at WWKB
- Brian White OM at KONO & KITV; John Dakins PD at KONO
- Dave Bishop PD at WSNY
- Carol Reilly Station Manager at WTRY & WPYX
- Mike McKay PD at KLTQ
- Allen Steiglitz GSM at WSHE
- Rocky Blumhagen GSM at KGW
- Mark Lennartz programs "interactive" KLOK-FM format
- Kamasami Kong PD at KKUA
- Glenn Mahone's Paco-Jon buys Richmond combo

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AOR INDEPENDENTS' OUTLOOK

As Nashville's independents band together (see Page 3), AOR independents have their say in Steve Feinstein's column, along with some thoughtful words from programmers.

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RETAIL REPORT FROM NARM

Music returned to the spotlight at the recent NARM convention. Adam White keys in on the top topics in his report from the L.A. gathering.

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PERSONALITY PERSPECTIVES

Dan O'Day furnishes a firsthand report from the Country Radio Seminar's air personalities panel.

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NEXT WEEK IN R&R

Harvey Mednick discusses the "Hands Across America" radio simulcast.



NINE STATIONS FOR \$285 MILLION

Metromedia Radio Sold To Brazell Group

Setting an alltime record for a radio group transaction, Metromedia has agreed to sell nine radio stations and the Texas State Networks to an investor group headed by Radio President Carl Brazell Jr. and the investment banking firm Morgan Stanley & Co. for about \$285 million. The leveraged-buyout deal is subject to FCC approval, signing of a definitive agreement, and completion of financing.

Stations involved include WNEW-AM & FM/New York, KMET/Los Angeles, WIP & WMMR/Philadelphia, WOMC/Detroit, WASH/Washington, KRLL/Dallas, and WWBA/Tampa. Metromedia will retain WCBM/Baltimore; its sale of KHOW/Denver to Legacy Broadcasting is expected to close shortly. The Texas State Networks provide news and sports in English and Spanish to over 200 affiliates. The divest-

ture of these properties all but ends Metromedia's involvement in broadcasting, which dates from the early '50s. Metromedia sold its seven TV stations last year for nearly \$2 billion.

In addition to Brazell, who will continue to oversee the stations, the new investor group also includes other unannounced members of the Radio Division's management team, and will be organized by Morgan Stanley & Co., which also will take an equity position. The company will assume a new name at a later date.

\$68.3 MILLION DEAL

Ferguson Heads Katz Station Buyout

Katz Communications has agreed to sell its broadcast operations to an employee group headed by Katz Broadcasting President Dick Ferguson for \$68.3 million cash, pending FCC approval.

The properties include WEZN/Bridgeport, WFTQ & WAAF/Worcester, WZZK-AM & FM/Birmingham, WSYR & WYYY/Syracuse, WYAY/Gainesville-Atlanta, WDBO & WWKA/Orlando, KWEN/Tulsa, and the syndication company American Comedy Network.



Dick Ferguson

Ferguson will be President of the as-yet-unnamed company, which will continue to be headquartered in Bridgeport. No other officer titles have been established yet, although additional principal investors include Katz Broadcasting Sr. VP James Morley, VP/CFO Michael Weinstein, Group VPs

FERGUSON/See Page 10

Weinhaus VP/GM At WMAL

WPAT-AM & FM/New York VP/GM Fred Weinhaus has been named to the same post at WMAL/Washington, replacing longtime VP/GM Andy Ockershausen, who resigned to pursue entrepreneurial plans. Ockershausen had been with WMAL since 1950.

Cap Cities/ABC President/Owned Stations Don Boulooukos said, "Fred proved his ability as an outstanding broadcaster and manager at WPAT, and I know he will continue his success at WMAL."

Weinhaus told R&R, "I'm going from one great station to another." He said any other comments regarding his new station would be premature.

Weinhaus had been with WPAT for 23 years, the last five as VP/GM. Prior to that he spent 11 years as GSM and the remainder in sales. No replacement has been named at WPAT.

Kakoyiannis Adds WNEW GM Duties

WNEW-FM/New York VP/GM Michael Kakoyiannis has assumed management duties for co-owned Big Band/popular standards outlet WNEW. He takes over for former VP/GM Vicki Callahan, who left Metromedia last Friday (3-21).

Metromedia Radio President Carl Brazell observed, "Mike is one of the premier performers, not only in our company, but in the entire radio industry. I feel he's eminently qualified to lead WNEW-AM."

Kakoyiannis has been with Metromedia since 1972. He served as WNEW-FM's GSM from 1976-81, worked briefly as GSM for the AM, and in 1982 returned to the FM AOR as VP/GM. Prior to Metromedia, he sold for CBS Spot Sales and worked in sales and marketing for Procter & Gamble.

Kakoyiannis told R&R he plans to "evaluate the AM and get it in the best possible marketing and profit position. WNEW is a very successful station in terms of its call letters; I just want to make it a little more focused."

When asked how long he expects to serve the combo, he added, "As long as I can perform

Metromedia Chairman/President John Kluge said, "It's difficult to leave radio after more than 40 years, but we have decided to concentrate on Metromedia's substantial telecommunications business. The radio stations have enjoyed strong growth under Carl Brazell's leadership, and I'm confident the new company will flourish under the continued direction of Carl and his management team." The company retains its interests in long-distance telephone services, electronic pagers, and

METROMEDIA/See Page 6

at the level that's expected for both stations," adding that he intends to ensure that "nothing happens to the FM. It's also a very successful operation that has a lot of people with good depth, so I know I can put it in good hands while I'm running both stations."

TURNER NEW CLEVELAND VP/GM

Booth American Ups Four To VP

Four GMs of Booth American Broadcasting have been elevated to VP, while one new VP/GM has come aboard the Radio Division. The newly-promoted managers include WJLB/Detroit's Verna Green, WNNK-AM & FM/Cincinnati's Jim Wood, WKKO & WTOD/Toledo's Clyde Roberts, and WZZP/South Bend's Vince Ford. At the company's WRMR & WLTF/Cleveland, Roger Turner has succeeded Gordon Stenbeck, who has left to pursue station ownership.

John Booth II, President of the Detroit-based company, said, "This is an extremely



Roger Turner

hardworking group of managers who have all performed outstandingly. I'm delighted to re-

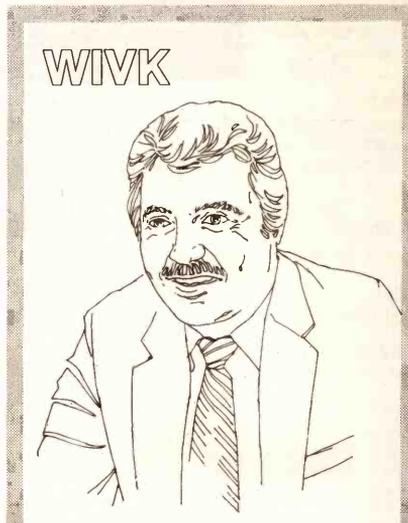
BOOTH AMERICAN/See Page 5

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Shaw, Lee Promoted At WAXY

MARCH 28, 1986 DIAMONDS ARE RADIO'S BEST FRIEND

In his quarterly sports special, **Richard Agata** takes a look at the Louisville Redbirds, the most successful franchise in minor league baseball — and they owe it all to radio! Plus **Reed Bunzel** interviewing NBC's "Sportscaster of the Year," **Bob Costas**.

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Legendary air personality/programmer Rick Shaw and longtime WAXY/Miami staffer Kenny Lee have been promoted to Executive Director of Programming and PD, respectively, at WAXY.

VP/GM Doug Donoho commented, "Since Rick Shaw's activities cut across so many areas of WAXY, he has certainly earned not only the gratitude of WAXY and **CKO Radio**, but deserves this promotion to the unique position of Executive Director of Programming."

Donoho added, "Because of the quality of his work in the past, which has impacted so favorably on the audience levels WAXY attains, it's only fitting that Kenny be promoted to PD, reporting directly to Rick Shaw."

Shaw, who recently celebrated 25 years of broadcasting in South Florida, will oversee all program-



Rick Shaw

ming and coordinate sales promotions and fundraising events. Shaw will also be working with engineering on new ways to improve the station's on-air sound.



Kenny Lee

Lee, who has been with WAXY since 1980, will continue to oversee the music department at the station. He will also work more closely with the air talent.



Tom Hunter

Hunter New PD At KBPI

WIRE/Indianapolis PD Tom Hunter has been named PD at Sandusky AOR KBPI/Denver, effective April 14th. No replacement has been set at WIRE.

Sandusky National PD Jeff Sattler told R&R, "Tom has the multi-formatted background to carry on the hybrid tradition of KBPI. He brings a lot to the party: great people skills, a positive attitude, and infectious energy."

Hunter commented, "They're a fantastic radio station — you can see and hear the teamwork and enthusiasm. When I flew in and listened to them, I thought to myself,

HUNTER/See Page 5

Nashville Independents Form Association

At a general meeting held Friday (3/21) in Nashville, a group of independent professionals representing a variety of music fields formed a new support group association called the Organization of Entertainment Independents.

Explaining the name and membership guidelines, OEI's newly-elected Vice Chairman Carolyn Parks said, "We wanted to make our name as general as possible to cover as many areas of independent work as we could. Those eligible for membership at this point are any independents working in promotion, marketing, publicity, or video. We want it to be a support group for all independents in any format. The only criterion is that you must be working for more than one client."

The OEI stems from a series of meetings held by independent record promoters over the past couple of weeks in hopes of forming a support group in the wake of the major labels' across-the-board cutbacks on independent promoters. However, it was decided that rather than a short-term alliance, an ongoing organization which could provide long-term benefits in a variety of areas, including an insur-

ance plan, would be more useful. Chairman of the Board Gene Hughes told R&R, "I've always felt people who work on an independent basis need an organization not only to make statements or to act in times of crisis, but to continually provide its members with support. I prefer to call this a fellowship which allows an exchange of ideas while helping the business to progress."

INDEPENDENTS/See Page 10

1985 RIAA STATS

New LP Releases Up — First Time Since '78

The number of new LPs released by US record companies rose by 9% last year — the first such increase since 1978. Figures made available Tuesday (3-25) by the Recording Industry Association of America (RIAA) show that its member labels issued 2360 LPs in 1985, compared to 2170 in 1984.

Seven-inch and 12-inch singles also registered significant increases. There were 2200 new 7-inch releases, compared to 1980 the year before (up 11%), and 900

12-inch releases, compared to 700 in '84 (up 29%). The number of album reissues rose 32% to 705, from 535 the previous year.

RIAA labels issued 1160 new compact discs last year, compared to 1155 in '84. The miniscule rise reflects the current CD manufacturing shortage. New releases on cassette were also flat, decreasing to 2395 in 1985 from 2400 in '84, while reissues on cassette declined 11% to 1015 from 1135.

The RIAA has been reporting the industry's release patterns since 1978. That year, labels issued 4170 new LPs — a number which has been declining steadily until now. In singles, there were 2950 seven-inch releases in '78, and 160 12-inchers.

Fennessy WWKB PD

Veteran programmer Kevin Fennessy has been named PD at Price Communications AC outlet WWKB/Bufalo. He succeeds Sandy Beach, who left the station earlier this month.

WWKB GM Peter McCoy told R&R, "WWKB has become more service-oriented, as we've added a midday talk show and Yankees baseball; our personalities also remain very important to us. Kevin has extremely good marks in full-service AC radio, as well as a fine touch with people. He's aggressive, bright, and eager, and that's exactly what we needed here."

Fennessy, who was in transit at presstime and unavailable for comment, brings programming experience from San Antonio, WHAM/Rochester and, most recently, WKBO/Harrisburg.

Nelson Upped To WZOU PD



Harry Nelson

WZOU/Boston afternoon personality Harry Nelson will leave the air to become PD for the CHR outlet. He replaces Jim Cutler, who steps down to resume Production Director duties. Both report to OM Pat McKay.

McKay noted, "Jim is one of the best production people in the whole country, and he's been itching to do that again. I didn't want to move him until I had someone who could take over the programming, and Harry is the obvious choice."

McKay continued, "We are now a bit more rock-oriented than we have been, similar to KEGL in Dallas. Until now all three CHRs (including WKKS-FM and WHTT) have been doing basically the same thing, and I think this will set things apart. With WBCN the only AOR in town, there is a bit of their

NELSON/See Page 6

DAKINS PROGRAMS KONO

White KONO & KITTY OM

Brian White, most recently an air personality at KKBQ-AM & FM/Houston, has been named OM at Duffy Broadcasting's newly-acquired Oldies/CHR combo KONO & KITTY/San Antonio. White will also serve as PD at KITTY (Power-93), while John Dakins, who recently left the PD chair at crosstown A/C outlet KTSA, will program KONO. Former KONO & KITTY PD Dan (Rick) Upton remains as Production Director.

VP/GM Terry Rodda told R&R, "With Brian's background and programming skill, fresh from being under the wing of (KKBQ PD)

MCA, Scorpio Trade Suits Over Cutouts

Music business deals which allegedly involved the manufacture of counterfeit records and tapes, and fraud in the sale of album cutouts, were the subject of separate lawsuits filed in federal courts last week.



Brian White

John Lander, he's exactly what we were looking for. With John Dakins, we have a programmer al-

WHITE/See Page 6

The first action was taken Wednesday (3/19) by MCA Records in U.S. District Court in Los Angeles. It accused Scorpio Music, a Trenton, NJ-based wholesaler, of allegedly producing and marketing counterfeit albums by such MCA recording acts as the Who, Jimmy Buffett, Tom Petty, and Lynyrd Skynyrd. The company also refused specific charges which it believed Scorpio would be making about the sale of MCA cutouts to the New Jersey firm.

Such action by the latter did, in fact, occur a day later in U.S. District Court in Philadelphia. Scorpio sued MCA and several of its senior executives, charging that the major solicited orders for cutout recordings in 1984, and then defrauded the wholesaler by not supplying what was ordered and paid for. Among those accused was MCA Records & Music Group President Irv Azoff.

The suit further claimed that these dealings involved an in-

MCA/See Page 6

Jameson PD At KYYS



Scott Jameson

KOMP/Las Vegas PD Scott Jameson has been appointed PD at Taft AOR KYYS/Kansas City. The position had been vacant since Joe McCabe exited in late January. Jameson takes over April 14.

Jameson's programming experience includes positions at KAZY/Denver from 1983-85 and an earlier stint at KOMP from 1981-83. Before that, he was an air talent at WKLS/Atlanta and WIOT/Toledo.

Jameson told R&R, "KYYS needs to have its great heritage re-established. All the components are there — it's a Burkhardt/Abrams station, a Source affiliate, it's got a great signal and call letters — but it's kind of like a big ship that's strayed into Libyan waters and has to be navigated back into Mediterranean water space.

"I'm also very excited about being associated with and sharing ideas with the group of great Taft PDs."

Lennartz Directs 'Interactive' KLOK-FM

"This is interactive radio, in the sense that one listener can make a difference," said new KLOK-FM/San Francisco PD Mark Lennartz, who oversees the station's unusual "Yes/No" telephone voting approach to music selection.

Lennartz, who joined the 25-54-targeted outlet last August after three years as PD/morning man at KOWL/Lake Tahoe, explained, "Yes/No voting distinguishes us

from the other stations. Our music is the best on the radio because the listeners pick it."

Added GM/VP Bill Weaver, "Most stations use auditorium testing or callout, but this is very controversial: can you really allow the listeners to decide what records to play? We put all kinds of songs on — country, R&B, album cuts — an accumulation of all formats. We don't control what's too hard, soft, too country, or whatever. KLOK-FM is going away from the mood format idea because we feel people are ready for variety. And our phone calls from new listeners are increasing like mad."

Even with strong listener response and an encouraging Arbitrend, KLOK-FM still trails the other AC stations in the San Francisco ratings. Lennartz said, "We're still a relatively new station, but we're moving up slowly and surely. I think we can be the number one AC in the market — that's our goal."

Weaver added that he has copyrighted KLOK-FM's "Yes/No" and "You Pick The Hits" concepts, and plans to establish a national "Yes/No" network for interested stations around the country.

Steiglitz Upped To WSHE GSM

WSHE/Miami Local Sales Manager Allen Steiglitz has been promoted to GSM of the TK Communications AOR. Steiglitz replaces Gary Eaves, who left late last year and has since relocated to Orlando.

Steiglitz, a six-year station staffer, will not be replaced as LSM. Account Executive Sheila Mulcahey has been named Retail Sales Manager, a newly-created position.

WSRF & WSHE VP/GM Chuck Bortnick commented, "He's a seasoned veteran of South Florida radio who's been an integral part of our growth."

Moodies Sign With PolyGram



The Moody Blues have re-signed directly with PolyGram, with a new album on Polydor to be released in April. Pictured (l-r standing) are Concerts West Management President Tom Hulett, PolyGram President Dick Asher, company VP Jim Lewis, and Exec. VP Mel Ilberman; (l-r seated) group's John Lodge, Graeme Edge, and Justin Hayward.

Platinum Brown



James Brown was presented with a platinum album for his contribution to the "Rocky IV" soundtrack during the singer's Fairmont Hotel/San Francisco performance. Scotti Bros. Records also announced Brown's signing to a five-year contract. Pictured (l-r) are Rock 'n' Roll Records President Tad Dowd, Brown's manager David Brokaw, Scotti Bros. Industries Vice Chairman Ben Scotti, Fairmont President Rick Swig, Brown, Brown's MC Eddie Ray, and Scotti Bros. Records President Johnny Musso.

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5-6
Robert Tepper

12-13
Sly Fox

19-20
Force M.D.s

26-27
Robert Palmer

Rick Dees
WEEKLY TOP 40

5-6
Bobby Vinton

12-13
Margaret Whiting

19-20
Lionel Hampton

26-27
Frankie Laine

THE
GREAT
SOUNDS

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



NEWS

NYMRAD Delight



The 11th annual Big Apple Radio Awards were presented by the New York Market Radio Broadcasters Association (NYMRAD) last week, recognizing achievements in radio commercials. Awards Chairman George Wolfson (left), WLTV VP/GM, presents a gift to event MCs Anne Winn (right) and Garrett Brown, voices of the Molson Beer and American Express radio ads. Both are apparently overcome with sheer astonishment.

Capitol Stars Congregate



Pictured at Capitol/EMI/Manhattan's post-Grammy party are (l-r) Duran Duran's Nick Rhodes, Kim Carnes, Freddie Jackson, Capitol President Don Zimmermann, and Capitol-EMI Chairman Bhaskar Menon.

Booth American

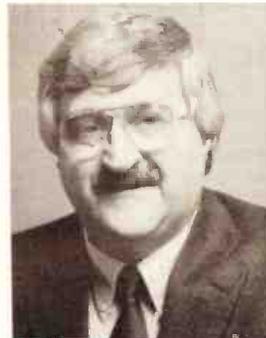
Continued from Page 1

ward their efforts on behalf of Booth American."

Green, who joined the company four years ago as GM in Detroit, previously worked in health care/human resources and the auto industry in Detroit. Roberts has been with Booth for 11 years. He joined the Toledo combo as GSM and earlier worked at crosstown WOHO & WWWM. A ten-year company veteran, Ford previously managed KUDL/Kansas City. Wood has worked for Booth since 1968, serving as GM in Toledo before transferring to Cincinnati four years ago. The majority of Turner's 28 years in radio have been in management. He spent 13 years with Park Broadcasting in Seattle, Minneapolis, and Portland.



Verna Green



Jim Wood



Clyde Roberts



Vince Ford

Hunter

Continued from Page 3

"If you handed me a hundred thousand watts at 105.9 and KBPT didn't already exist, I'd create it."

Hunter started in radio in 1976 and began his programming career in 1978 at AOR WZOK/Rockford, which he turned CHR. He programmed then-AOR WMJQ/Rochester and AC WPJB/Providence (now WWL1), and joined WIRE in September 1985.

APRIL 1986

5-6
Steve Wariner

12-13
John Anderson

19-20
John Schneider

26-27
Charley Pride

**THE WEEKLY
COUNTRY MUSIC
COUNTDOWN**

5-6
Anne Murray

12-13
Sly and The Family Stone

19-20
Mary Wells

26-27
Elton John

**DICK CLARK'S
Rock Roll & Remember**

5-6
John Cougar Mellencamp

12-13
Starship

19-20
Survivor

26-27
Tears For Fears

**HOT
ROCKS**

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



Bishop Transfers To WSNY PD Post

After five months as PD of Josephson Communications' Classic Rock outlet WKLH/Milwaukee (formerly AC WMGF), Dave Bishop is transferring to WSNY/Columbus as PD. He fills the post left vacant by former WVKO & WSNY Station Manager Harry Lyles, who recently became OM at WAIA/Miami.



Dave Bishop

WVKO & WSNY VP/GM Al Fetch said, "We conducted a border-to-border and coast-to-coast search and found the most qualified candidate in our own company. Dave's experience and knowledge of the Columbus radio market will insure Sunny 95's continued growth and dominance."

Josephson VP/Programming Steve Goldstein added, "Dave is a natural for the Columbus position given his programming background in the market. He's done a great job for us kicking off Classic

Hits 96 in Milwaukee, and we're looking forward to having him re-apply his AC expertise on our market-leading station in Columbus."

Before joining Josephson in Milwaukee, Bishop programmed full-service WBT/Charlotte for more than three years. Prior to that he was PD at WLEE/Richmond for two and a half years, and was PD and MD at WCOL/Columbus for five and a half years. He has also programmed WINW/Canton and WCUE-AM & FM/Akron.

MCA

Continued from Page 3

dividual alleged to have ties with organized crime, Sal Pisello. As a result, the Scorpio suit was brought under the provisions of the Racketeer Influenced and Corrupt Organizations (RICO) Act.

Scorpio's complaint seeks approximately \$50 million in damages. MCA asks actual damages of an amount to be determined and punitive damages of \$10 million. Also, MCA seeks declaratory relief from the RICO charges which it anticipated Scorpio would (and subsequently did) make.

Scorpio has denied the counterfeiting charges via attorney Dennis Eisman, who has been quoted as saying that MCA undertook its action "to insulate them from criminal liability" and to move the case venue from Philadelphia to Los Angeles.

An MCA spokesperson said the Scorpio charges are "made up of scurrilous allegations, lies, and innuendo," and commented that its own lawsuit - "as well as CBS Records' already-successful legal action against Scorpio for illegally importing records" - demonstrates the defendant's questionable business practices.

A spokesman for CBS Records told R&R that legal action against Scorpio in 1981 involved recordings manufactured in the Philippines and illegally imported into the US. The company won a judgment against the Trenton firm, he said, and the matter was settled before the case came to trial.

Record counterfeiting and the penetration by organized crime of the music business is being investigated by grand juries in three cities. A report Monday (3-17) by the Knight-Ridder News Service quotes sources as saying that a grand jury in Newark is "preparing an extensive case that will link certain organized-crime figures to the record industry."

Such criminal activity continues to be probed by NBC-TV's "Nightly News." The network is thought to be preparing further reports on the subject to follow segments aired last month.

Nelson

Continued from Page 3

fringe we can take without sacrificing our own CHR cume."

Nelson, a former PD at WRKO/Boston, KSLQ/St. Louis, and KFRC/San Francisco, and more recently an air personality at KBKC/Kansas City and WAPP/New York, said, "I've always wanted to work with (WHDH & WZOU VP/GM) Al Brady Law, and I got to know Pat real well from his days at KBEQ/Kansas City. With the three of us, the creativity and experience will make for a very healthy programming situation."

Nelson added, "We're going to do something within the CHR format that has never been done before. Either this will work, or we'll be back on the pages of this newspaper talking about how excited we are about joining our next station."

White

Continued from Page 3

ready familiar with San Antonio, who will be valuable as our AM programmer/midday personality. Having both gentlemen here makes for a good mix to assure success."

White previously programmed WDRQ/Detroit, KGGI/Riverside, and WEFM/Chicago, and served on-air at KCBQ/San Diego, WXLO/New York, and KIIS-FM/Los Angeles. He commented, "Working with a heavily-weighted ethnic situation isn't new to me. There seems to be a void for a true, clearly-defined CHR; the others seem to skirt around the edges of the format. With that strategy, we can win big."

Dakins (aka Chuck Roberts), who programmed KTSA for the past year, said, "The opportunity to work with Brian and Duffy was too good to pass up. The current personnel and format are going to remain in place. Many of our big plans to make KONO the most visible and successful AM in the market are still under wraps for the moment." Dakins earlier programmed WVBF/Boston, KCBQ/San Diego, and KSLQ/St. Louis.

Metromedia

Continued from Page 1

cellular telephone systems.

A 30-year broadcaster, Brazell started with Metromedia in 1969 as morning news anchor at KLAAC/Los Angeles, and worked his way up through the management ranks to become President of the Radio Division three years ago. Brazell told R&R, "This is an unprecedented opportunity. The acquisition of so many well-established stations in so many of the nation's largest and most attractive markets clearly provides the foundation for continued growth. We don't anticipate any changes in station operations. We will continue to operate in the finest tradition of Metromedia Radio."

Brazell, who will become President of the new company, said he hopes takeover can occur by September or October. For now he can be reached through WNEW-AM & FM.

Irwin

Continued from Page 1

ments, that might be made. We will not go out of the basic format.

"I think John's programming strengths are just what the doctor ordered for 'YNY, and I'm the doctor," Mounty concluded.

Irwin has been VP/GM at KOSI since 1983. Prior to that he was GM at WOWO/Ft. Wayne for about six months. He was PD at WOWO a year earlier, and served from 1976-1981 as GM of WERK/Muncie and News Director for six years prior to that.

COLLINS NEW LSM

Reilly Station Manager At WTRY & WPYX

WTRY & WPYX/Albany, NY GSM Carol Reilly has advanced to the newly-created Station Manager's post for the Great Scott "Classic Hits"/AOR combo. She will oversee sales, programming, and general station matters, and will continue directing national sales. Following her appointment, Reilly promoted Account Executive Kathleen Collins to Local Sales Manager.



Carol Reilly

Reilly joined WTRY & WPYX in 1984 from nearby WVOW, where she was Asst. GSM/Sales Manager for three years and an AE for 18 months prior to that. "It's fun after

a while to get into new areas where you can learn, stretch, and accomplish," she told R&R. "I certainly appreciate being put in that position."

RANDALL & COOKE RETURN

Kong Programs KKUA

Veteran Honolulu air personality Kamasami Kong (aka Bob Zix), who last programmed neighboring AC/CHR combo KIKI & KMAI, has rejoined AC outlet KKUA as PD. He replaces Bob Barrett, who will step down but remain with the station on-air.

Additionally, former KKUA morning personalities Kelly Randall & Dan Cooke have returned for mornings, starting March 24. Current "Morning Madness" hosts Michael Qseng & Danielle Tucker, whose show had been carried on both KKUA and co-owned FM CHR KQMQ, will remain on KQMQ in the same time slot.

KKUA & KQMQ VP/GM Don Metzger told R&R, "It's like a dou-

ble homecoming for us. Bob was with us last in 1980, and we felt he was the person to lead us forward as we split the simulcast with KQMQ completely. And when Kelly and Dan were with us last back in spring 1983, they had phenomenal numbers.

"Our position as an AC leader, targeting adults 25-49, is one which Kong will strengthen within the community. With the split we now feel both stations are strong enough to go it on their own."

Kong, just arrived at the station, declined comment except to say, "It's really wonderful to be back here. I'm not ready to let everyone know what's in the works."

BMI Hall Of Famers



BMI honored its inductees into the Songwriters Hall of Fame at a recent SHF banquet. Pictured (l-r) are honoree Chuck Berry, BMI Sr. VP Frances Preston, BMI President Ed Cramer, Buddy Holly's widow Maria Elena Holly, and Hall of Fame writing team Felice & Boudleaux Bryant.

Warwick Wins Gold Single



Donna Warwick was awarded a gold record for "That's What Friends Are For" following a performance at the Martin Luther King memorial Radio City Music Hall concert in New York. Pictured (l-r) are Arista Exec. VP/GM Sal Licata, unidentified, Sr. VP Don Ienner, President Clive Davis, Warwick, and VPs Tony Anderson and Abbey Konowitch.

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KTKS-FM
DALLAS

KWK-FM
ST. LOUIS

KSDO-FM
SAN DIEGO

Dummy copy. Do not read this. You'd have to be a little nuts to be reading this dummy copy. You'd have to be as crazy as John Lander himself (you know, that loony DJ with the music & comedy show) to read this dummy copy. Hey! Stop reading this dummy copy.

Hee
Hee
Hee!

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Paco-Jon Buys Richmond Combo For \$6.5 Million

WSSV & WPLZ/PETERSBURG (RICHMOND)
PRICE: \$6.5 million
BUYER: Paco-Jon Broadcasting Corp. The President is Glenn Mahone, who has no other broadcast interests. For five years until his resignation last summer, Mahone was President of the **Sheridan Broadcasting Network**, headquartered in Pittsburgh. Mahone plans to relocate to Richmond after closing, and will be seeking other acquisitions.
SELLER: **Eure Communications, William L. Eure**, President. Eure also owns 65% of **WDDY/Gloucester, VA**.
DIAL POSITION: 1240 kHz; 99.3 MHz
POWER: 1 kw, 3 kw at 328 feet
FORMAT: Gospel/Urban Contemporary; UC
BROKER: Blackburn & Co.

WIIN & WFPG/ATLANTIC CITY, NJ
PRICE: \$5.1 million
BUYER: H&D Wireless, a Hartford, CT-based partnership of **Joel Hartstone** and **Barry Dickstein**. It also owns **WDOV & WDSO/Dover, DE; WUHN & WUPE/Pittsfield, MA; WSUB & WQGN/Groton, CT**. They also have interests in TV stations in Buffalo, Birmingham, and Sioux City, IA.
SELLER: **Atlantic County Radio**, owned by **Allan Roberts**, who has no other broadcast interests.
DIAL POSITION: 1450 kHz; 96.9 MHz
POWER: 1 kw days/250 watts nights; 50 kw at 385 feet
FORMAT: News/Talk; AC

KSLE/SEMINOLE, OK
PRICE: \$425,000
BUYER: 110 Broadcasters. Owners, who have no other broadcast interests, are **Eileen Howard (90%), William George (5%), and Barbara Schachter**.
SELLER: **Prima Media Group**, owned by Oklahoma oilman **Melvin Moran**.
DIAL POSITION: 105.5 MHz

POWER: 3 kw at 300 ft.
FORMAT: AC
BROKER: **Bill Whitley, Chapman Associates**

CID Awarded Chicago AM License

In an initial decision, FCC administrative law judge **John Frysak** has granted permission for **CID Broadcasting, Inc.** to build a new AM station on 1200 kHz in Chicago. The frequency was opened up in 1980 when the Commission decided to license more stations on the clear channels.

CID's President and 55% owner is **Joseph Antelo**, now Exec. VP of **Tribune Entertainment of Chicago**. He will be GM of the new station. The company's 45% owner and the station's proposed VP/Business & Finance, **Arthur Velasquez**, is employed by **Pillsbury Corp.** Both are Hispanic males.

In granting CID's application, Judge Frysak denied competing applications by two existing stations to move to the new channel, **WAWA/West Allis, WI** and **WMRO/Aurora, IL**. Factors weighing in favor of CID included its lack of other media interests, proposed 100% integration of owners into station management, and 100% minority ownership.

Orlando FM, 15 Others Available

The FCC has opened an April 7-May 7 window to file applications for 16 new FM stations, including one in Orlando, FL, the nation's 51st largest radio market.

During the 30-day window period, applications will be accepted for Class A (3 kw) stations on 95.5 MHz in Lafayette, LA; Topsham, ME; New

Praque, MN; Broadway, VA; on 98.3 MHz in Oraibi, AZ; on 98.9 MHz in Orlando; Jefferson, IA; Dwight, IL; Salisbury, MD; Grand Rapids, MI; Kingsford, MI; Vassar, MI; Windsor, NC; Upper Arlington, OH; Millersburg, PA; and Lawrenceville, VA.

CALL SIGN CHANGES

Columbia, SC; **WDPN** to **WMMC** (requested)
 Deland, FL; **WELE-FM** to **WOCL** (effective 3/14)
 Des Moines, IA; **KMGK** to **KKXI (3/31)**
 Dubuque, IA; **KIYX** to **KQKX (3/19)**
 Lynchburg, VA; **WJS-FM** to **WXYU (3/31)**
 Lynchburg, VA; **WHRO** to **WJJS (3/31)**
 Pasco, WA; **KTCW** to **KEYW** (requested)
 Richmond, VA; **WRJY** to **WANI (4/1)**
 Rochester, NH; **WXKZ** to **WCYT (3/19)**

WPGW-AM & FM/PORTLAND, IN

PRICE: \$261,000
BUYER: **WPGW VP/GM Robert Weaver** and **Ronald and Joyce Brandon**. They have purchased 54.56% of the stock in **WPGW, Inc.** to take total control of the company.
SELLER: **WPGW, Inc.**, majority stockholders are **Robert and Frank Brandon** and their wives. They are uncle and father, respectively, of buyer **Ronald Brandon**.
DIAL POSITION: 1440 kHz; 100.9 MHz
POWER: 500-watt daytimer; 3 kw at 180 feet
FORMAT: AC; Country

Reporting Transactions

To have a radio station transaction listed in **R&R**, broadcasters and brokers should contact the **R&R Washington Bureau (202-662-7484)** as soon as details are available.

CHAPMAN ASSOCIATES® nationwide media brokers

NAB: Loews-Anatole Suite 923 Atrium

Corky Cartwright
 Palm Desert, CA
 (619) 346-0742

Brian Cobb
 Washington, DC
 (202) 822-8913

Paul Crowder
 Nashville, TN
 (615) 298-4986

Elliot Evers
 San Francisco, CA
 (415) 495-3516

Charles Giddens
 Washington, DC
 (202) 822-8913

Warren Gregory
 Sharon, CT
 (203) 364-5659

Ron Hickman
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Randy Jeffery
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Bill Lytle
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Jim Mergen
 Los Angeles, CA
 (818) 366-2554

Greg Merrill
 Logan, UT
 (801) 753-8090

Ernie Pearce
 Atlanta, GA
 (404) 998-1100

Ray Stanfield
 Los Angeles, CA
 (818) 366-2554

Peter Stromquist
 Los Angeles, CA
 (818) 366-2554

Bill Whitley
 Dallas, TX
 (214) 680-2807

Mitt Younts
 Washington, DC
 (202) 822-8913

McKay PD At KLTQ

Mike McKay has been named PD of "Light Rock" **KLTQ/Salt Lake City**, replacing **Shawn Mulhern**. McKay was most recently host of **RKO's Nighttime America** for a year until the show was canceled last June. Prior to that he was an air personality at **WABC/**

New York for five years and morning man at **WTIC/Hartford** for two and a half years.

KLTQ President/GM Richard Elliott said, "Salt Lake is a very competitive market. There are a lot of signals here - approaching 40. We need to be better to compete. We conducted a nationwide search, and we're delighted Mike has decided to join our little company."

McKay, who will be programming for the first time, commented, "The people at **Sunrise Media** are terrific. Salt Lake City is such a beautiful place to be and the market is probably the most competitive in the country. All in all I couldn't be more pleased."

Blumhagen Upped To KGW GSM

Having set a number of local sales records for the **King Broadcasting AC outlet, KGW/Portland** Account Executive **Rocky Blumhagen** has been promoted to **GSM**.

Said VP/GM **Alan Mason**, "Rocky brings a positive, enthusiastic approach to the position. Undoubtedly, he will be a key ingredient to the continued success of the 62 **KGW sales team**."

Blumhagen began his radio career at crosstown **KXL-AM & FM** in 1980, joining **KGW** as an **AE** two years later. Prior to radio, Blumhagen toured as a professional singer throughout Europe and the West Coast.

Independents

Continued from Page 3

Elected as Vice-Chairmen along with **Parks** were **Ken Woods** and **Jack Pride**. Other officers are Treasurer **Roy Perry**, Secretary **Tari Laes**, and Sergeant-At-Arms **Bob Witte Sr.**

Yearly dues for the Organization of Entertainment Independents are \$30. For more information, contact **Tari Laes** at (615) 297-9507.

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With Audio Datebook, you have a selection of classic cuts from the past 25 years to use in morning

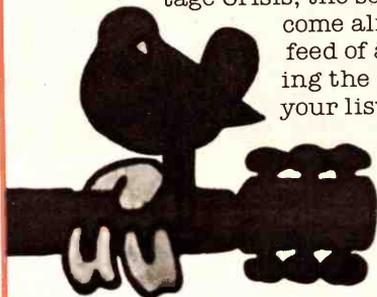
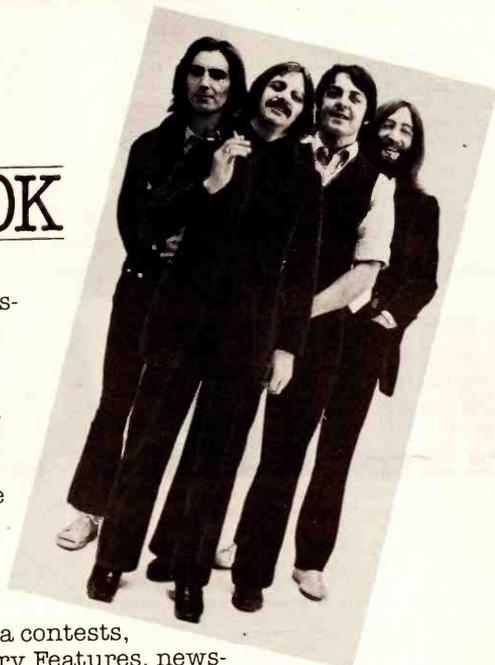
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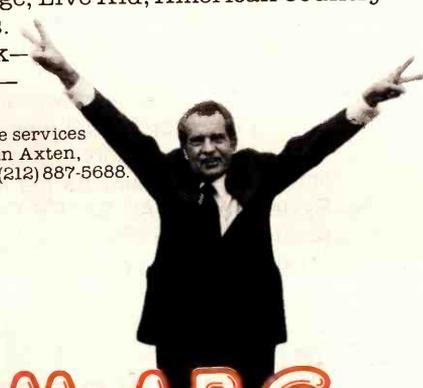
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OD STOCK



FROM ABC RADIO NETWORKS

Senate Intrigued By Decoder Chip Home Taping Solution

Use of a new encoding system to thwart home taping of audio recordings emerged as a major new element in the ongoing home taping royalty debate at a hearing of the Senate Copyright Subcommittee Tuesday (3/25). If the technology catches on, one senator said Congress may have to require radio stations to air only encoded music.

Also at the hearing, the music community for the first time unveiled a specific plan for exactly how home taping royalties would be distributed. All copyright holders would get payments based on amount of airplay and sales. However, those whose works get the least exposure would also get additional "creative incentive grants."

(R-MD) said he could detect no difference between regular and encoded versions of "You Don't Bring Me Flowers" by Barbra Streisand & Neil Diamond.

CBS Inc. VP/Technology Donald McCoy said the new process involves removing a tiny fragment of sound in the upper frequencies that are inaudible to the human ear. A recording device equipped with an IC chip to scan for the "copy code notch" will record for no more than 20 seconds before a 25-second interruption begins.

"With interruptions of that sort, it would effectively limit the value of the recording," McCoy predicted. He said chips will be ready for mass production in a few months, and will add no more than \$5.00 to the retail price of recorders.

place solution" to the home taping problem. Under RIAA's plan, consumers would have a choice of buying encoded recordings at a cheaper price, or paying an extra royalty for nonencoded recordings that could be copied. Gortikov resisted repeated attempts by Mathias to extract an estimate of what the price differential might be.

Consumers would have still further choices when buying equipment, under the RIAA proposal. Recording devices with encoder chips would have no royalties added to their sale price. Non encoding recorders would be subject to one-time royalties in the Mathias home

Electronics Foes Decry "Triple Whammy" Tax

Representing the consumer electronics industry's Audio Recording Rights Coalition, former FCC Chairman Charles Ferris attacked the encoding plan as unwarranted. "The consumer ends up paying the record companies for the right to tape records he has already bought. But let's not forget that consumers pay yet again when they pay the tax on blank tape... This seems like a double, if not a triple whammy to me," Ferris declared.

Sen. Mathias said the encoding process would allow record companies "to distribute a copyable recording for the home taping enthusiast, and offer others a less expensive, uncopyable recording... It fosters a marketplace solution so that only those who tape pay for the privilege of doing so."

Sen. Howard Metzenbaum (D-OH) praised the technological advance as "a major step in the right direction." Metzenbaum called for a legislatively mandated phaseout of the transitional tape tax, observing, "Once somebody starts collecting money, they never stop."

Sen. Dennis DeConcini (D-AZ) suggested the encoding process may only work if Congress:

- Requires radio stations to air only encoded music
- Requires manufacturers to make and sell both coding and non-encoding recorders
- Requires record companies to offer both copyable and uncopyable product.

Who Gets How Much?

Composer and former Songwriters Guild of America President Ervina Drake testified that the "music community has reached what it believes to be a workable and fair arrangement" for royalty distribution:

- 2% divided equally between the Musical Arts Endowment and the National Endowment for the Arts.
- 80% of the remaining pool shared by 100% of copyright beneficiaries, in proportion to airplay and sales of their recordings.
- The other 20% in the form of Creative Incentive Grants "to

"This seems like a double, if not a triple whammy to me."

— Charles Ferris

CBS Demonstrates Coding Device

A highlight of the session was a demonstration by officials of the CBS Technology Center in Stamford, CT of an anti-home taping system they've developed (R&R 1/24/86). After listening, Subcommittee Chairman Charles Mathias

Non-Copyable Music Cheaper For Consumers

Recording Industry Association of America (RIAA) President Stan Gortikov said the new process could eventually lead to a "market-

"It fosters a marketplace solution so that only those who tape pay for the privilege of doing so."

— Sen. Charles Mathias

taping bill (S. 1739) equal to 5% of their wholesale price, or 25% for dual decks designed specifically for recording.

Tape Tax Called "Transitional"

Gortikov acknowledged that use of the chips is a "prospective solution" because pre-existing music and recorders will be in use by consumers for many years. During the transition period, Gortikov said there should be a royalty of one penny per minute on blank tape to compensate copyright owners.

NEWS BRIEFS

Congress Clears FCC Stations Fee

Legislation imposing a variety of "cost of regulation" fees on broadcasters finally cleared Congress last week and headed to the White House for President Reagan's signature.

When the fees take effect, probably next year, the largest single charge for radio stations would be \$6000 for a comparative hearing. Applying for a new FM or a major change in an existing one would cost \$1800, while the similar levy for AMs is \$2000. Selling a station will carry a \$500 fee.

When first proposed by the Commission last spring, the package included a schedule of annual fees to be paid by all broadcasters. But that notion was quickly dropped after strong protests from the broadcast industry.

NAB, ABES Seek 50 kw For Class 3 Regionals

Class 3 AM stations, now limited to 5 kw of power, should be allowed to have power as high as 50 kw as long as nearby stations are fully protected from interference. That's the thrust of a rulemaking petition filed with the FCC last week by NAB and the Association for Broadcast Engineering Standards (ABES).

The two associations also proposed that daytime Class 3s be granted full nighttime operating status at the power level they now use in the second hour after local sunset. NAB and ABES say new international agreements make the changes possible.

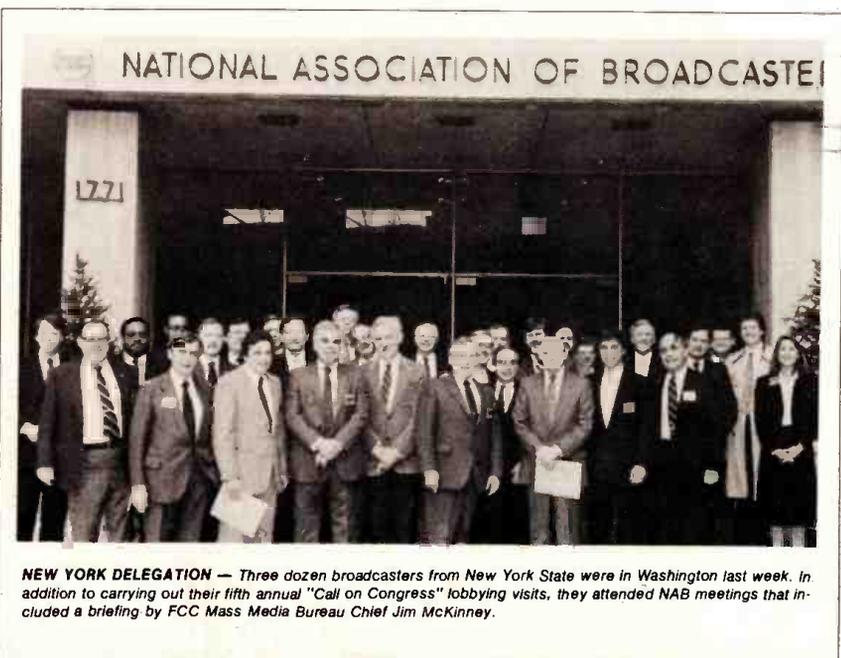
They warned, "The majority of Class 3 stations continue to labor under more than 30-year-old power limits which have prevented them from maximizing their operating facilities and thus enhancing their ability to compete under present-day conditions in the broadcast marketplace."

Other Key Developments:

- FCC Chairman Mark Fowler's legal assistant, Thomas Herwitz, will leave the Commission March 28 to become VP/Corporate & Legal Affairs for Fox Television Stations.

- WBSS/Pompano Beach, FL has been ordered to pay a \$10,000 fraudulent billing fine previously issued by the FCC Mass Media Bureau.

- Leonard Kahn has filed a complaint with the FCC charging that Motorola's AM stereo type acceptance should be revoked because the firm's exciters produce signals that violate Commission bandwidth occupancy regulations.



NEW YORK DELEGATION — Three dozen broadcasters from New York State were in Washington last week. In addition to carrying out their fifth annual "Call on Congress" lobbying visits, they attended NAB meetings that included a briefing by FCC Mass Media Bureau Chief Jim McKinney.

There's Nothing Like A ^{Solid Gold} Saturday Night!

It's Saturday night. The lights are dimmed. The radio is turned up. And millions of people tune in to the biggest oldies party in America—a party that joins music fans from all over the U.S.

And there's nothing like the music. There's nothing like the excitement. There's nothing like the weekend fun of a SOLID GOLD SATURDAY NIGHT.

SOLID GOLD SATURDAY NIGHT starring Dick Bartley. The original, and the most successful, live music request call-in show in the U.S.—featuring five hours of non-stop party music from the Golden Age of Top 40. Where every Saturday night, thousands of fans from Baltimore to Hawaii call the toll-free hotlines to request their favorite hits from the 50's, 60's, and 70's.

The man who brings it all together is host Dick Bartley, America's leading authority on vintage rock, playing the original stereo recordings of the classics—many of which are rare collector's items from our own

spectacular library. That library of thousands of selections is indisputedly the best, most complete stereo collection of oldies in the nation.

The party goes on all night with listener participation, trivia, quizzes and incredible hits. And each week Dick spotlights a different artist, group or theme from the Golden Age of Top 40. In fact, it's not unusual for the superstars themselves to call in

and join the fun.

In short, there's nothing like the music . . . the loyal following . . . the drawing power of SOLID GOLD SATURDAY NIGHT.

So, come on! Join the more than 250

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THE Q102 MORNING ZOO WKRQ CINCINNATI

(Pictured from left to right) James "Squirrel" Stadtmiller—Account Executive/Air Personality,
Scott Shively—News Director, Chris O'Brien—Air Personality, Jim Fox—Operations Manager/Air Personality

Our affiliation with the ABC FM Radio Network provides us with services we can use—*every morning!* Comedy cuts, entertainment news, pertinent actualities and correspondent reports from ABC's exclusive Young Adult Newscall...and now AUDIO DATEBOOK—classic cuts from each day in history. ABC FM understands the unique programming services that fit our specific needs—and *they deliver.*

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PRO:MOTIONS

Elektra Ups Pellegrino, Steinberg



Tony Pellegrino



Peter Steinberg

Elektra Records' National Single Sales Manager **Tony Pellegrino** has been promoted to East Coast Regional Marketing Manager. The nine-year WEA veteran has also served as single specialist/special projects coordinator at the WEA Philadelphia branch. Succeeding Pellegrino as National Single Sales Manager is **Peter Steinberg**. He joined the label in 1984 as an assistant to the VP/Sales.

PROS ON THE LOOSE

Ed Chandler — PD/middays
Transter Country Network (818)
764-7695

Patti Cheeks — Assistant PD/MD
WJXQ/Lansing (904) 788-2599

George Federick — Nights
KLSC/Denver (303) 777-8654

Roger Piper — PD KXJX/Des
Moines (515) 627-5959 or (515)
279-8630

Stacey Ruben — Overnights
KVEG/Las Vegas (702) 734-7956

Melanie Woodward — News Di-
rector KOSO/Modesto (209) 545-
3732

I.R.S. Names Kelly, Blumenthal



Karen Kelly

Karen Kelly has been appointed National Director of Video Promotion for I.R.S. Records. The four-year label veteran most recently served as Western Video Promotion Director/Tour Publicist/Tour Coordinator. Kelly will continue her Tour Coordinator duties. In addition, **Lori Blumenthal** comes aboard as National College Promotion Director. Before this she logged experience in the publicity department at Elektra Records, as an intern at A&M, and as a promotions representative for Columbia Pictures.

Hamilton Handles WLIF Co-op Sales

Frederic Hamilton Jr. has been tapped as Co-op Sales Coordinator at WLIF/Baltimore. Before accepting this post, he was Exec. VP at advertising agency Griffin, Hamilton & Thompson, Inc. Hamilton's career includes stints as Media Director for Mathis, Burden & Charles, Inc. and VP/Media Director at Griffin, Gottenkiency & Daly, Inc.

NYRN Promotes Two

The New York Radio Network, the joint sales division of WHN & WAPP/New York, has upped **Davina Greenspan** to Retail Sales Manager and **Rae-Carole Fischer** to National Sales Manager. Fischer joined NYRN as an AE in 1985, moving over from neighboring WNBC. Before coming to NYRN as an AE, Greenspan held similar posts at crosstown WBLS and WKHK.

Suite Beat Bows Chameleon

The Suite Beat Music Group has established a new subsidiary label, **Chameleon Records**. The label's first release is "Poison Love" by **Blood On The Saddle**. Chameleon may be reached at (213) 973-8282.

Ferris Joins Wolfe Company



Wendy Ferris

The Wolfe Company, Inc. welcomes **Wendy Ferris** as Director of Public Relations. Prior to joining the firm, she held a similar post at **Kragen and Company**; before that Ferris served as West Coast Director of Public Relations for ASCAP.

Schlesinger New Allied Artists VP



Bob Schlesinger

Bob Schlesinger has been appointed VP/Marketing for **Allied Artists Records**. His background includes an internship at Los Angeles's Original Sound Studio and a period as partner/owner of **BAM Management**.

MCA Promotes Sobo



Morley Beth Sobo

Morley Beth Sobo has been upped to Manager/Product Services at **MCA Records**. She was previously Coordinator/Product Services. Before that Sobo spent two years as Art Coordinator for **CBS Records**/West Coast.

Manhattan Taps Gold



Jack Gold

Jack Gold, whose record-business career dates back to 1957, has been named Song Consultant to **Manhattan Records**. He's a former Columbia VP/A&R who, prior to his retirement from CBS in 1982, worked with **Johnny Mathis**, **Barbra Streisand**, and **Gladys Knight**, among others.

Friedman Creates Firm

Carol Friedman has exited as Elektra/Asylum's Creative Director to form her own company, which will specialize in full-scale visual services for recording artists. Friedman may be reached at (212) 925-4951.

West Shifts To IVE

Former **KMGG/Los Angeles** personality and current media consultant **Randy West** has signed with **International Video Entertainment** to develop and implement radio advertising and promotional campaigns.

MCA Names Kenswil, Fanelon



Lawrence Kenswil



Carol Fanelon

Lawrence Kenswil has been elevated to Director/Business and Legal Affairs at **MCA Records**. He was previously Associate Director/Business and Legal Affairs. Kenswil joined the label two years ago from the law firm of **Mitchell, Silberberg & Knupp**. Succeeding him in his most recent post is **Carol Fanelon**. She most recently served as an associate at the San Francisco-based law firm of **Orrick, Herrington & Sutcliffe**.

CHRONICLE

Born To:

● **Christal Radio**/New York Research Manager **Art Salisch** and wife **Laura**, a second daughter, **Elizabeth Brooke**, February 22.

● **WOUR/Utica** GM **Jeff Chard** and wife **Kathy**, their first child, **Jennifer Alyssa**, March 13.

● **KKLT/Phoenix** PD **Sam Church** and wife **Paula**, daughter, **Emma Grace**, February 12.

● **EMI Records** Assistant to the President **Claire Paul-Cook** and husband **Steve**, son **Devon Charles**, March 10.

Married:

● **KESI/San Antonio** Assistant PD **Jim Robinson** to **Ann Cherkis**, March 3.

● **KAAK/Great Falls** PD **Ted Rose** to **Diane Lindgren**, on the air, March 21.

CHANGES

Monique Smolonsky, Editorial Assistant for **CBS Records**/New York, has been promoted to Foreign Language Editor.

Barbara Rose Aglietti, former Executive Secretary at **CBS Records**/New York, rejoins CBS as Product Coordinator.

Roy Coates, former Customer Service Representative for **CBS Music Theatre International**/New York, joins **CBS Records**/New York as Product Coordinator.

Stacy Banet, National Dance Club Promotion Director for **I.R.S. Records**/New York, adds East Coast Publicity Coordinator to her responsibilities.

Stevie Burk, former Sales Manager at **KIRK & KRYL**/Kirkville, joins **KKLT/Phoenix** as AE.

B L O N D E

S O M E B O D Y
S O M E W H E R E
L O V E S T H I S R E C O R D !



New This Week:

WNYS	WRCK	WCKN
WBEN-FM	K104	99KG
WMMS	95XIL	

from Canada's 5x platinum album *Alien Shores*





When It Feels This Good, Once Is Not Enough.

"Feel It Again"
By Honeymoon Suite
From Their
Album
The Big Prize

This Week's Summary:

CHR NEW & ACTIVE

121/34

44 Up Moves
18 Debuts
34 Adds

Track 9

Produced by Bruce Fairbairn
Management: Stephen Prendergast/Head Office Management
© 1986 Warner Bros. Records Inc.

After a few months of peace and quiet, **CBS** was back at the center of the rumor mill early this week. One report had oil baron **MARVIN DAVIS** eyeing the company, while another said **LOEW'S CORP.**, which already owns 11% of CBS, wants to take control. Chairman **TOM WYMAN** responded that CBS is not engaged in any negotiations, and plans to continue its path as an independent enterprise.

An enormous fire destroyed the 10,000-sq. ft. building housing **KUPL-AM & FM/PORTLAND's** four transmitters, knocking the Country combo off the air. A nearly-new FM transmitter is the suspected "culprit." PD **BILL BRADLEY** reports, "The phone call telling you it's on fire does not prepare you for what you see when you get there. But the whole market has shown incredible support. Listeners have called in offering to send in contributions. Our jocks are working regular shifts answering phones, which have been ringing off the hook. We want to maintain touch with the listeners." While both stations are expected back on next week, the AM will be at reduced power because the equipment controlling its directional array literally melted.

After two decades with **WJR/DETROIT**, we understand VP/GSM **JIM LONG** is being promoted to President/GM for Cap Cities-ABC sister station **WPRO-AM & FM/PROVIDENCE**. . . . And advance congratulations to **WGCI-AM & FM/CHICAGO** GSM **ABE THOMPSON**, who's moving up to VP/Station Manager. Details on both stories next week.

BIRCH has reset the timing of its quarterly surveys, moving up each sweep one month to more realistically tie in to the actual season cycle. March-May will now constitute the spring survey, June-August will represent summer, etc. As a result, Birch's quarterly reports will arrive a month earlier than Arbitron's.

Meanwhile, **ARBITRON** is considering conducting customized station qualitative research for subscribing stations as a new service. The idea involves "re-interviews" of diarykeepers, which could give stations detailed profiles of their listeners. Look for a decision by August.

Industry watchdogs are sniffing for clues to the new name for the **METROMEDIA** radio group when **CARL**



A LITTLE BIT O' SOLE — **WXLV/Quad Cities** Asst. PD/afternoon man **Gene Olson** (above) left sorry for former Philippine "Queen" **Imelda Marcos**, who had to skip town and leave behind her 3000 pairs o' pumps. So, in tongue-in-shoe fashion, **Gene** asked his well-heeled listeners to send in their orthopedic offerings. In five days, folks forked over a five-foot folla (1500 pair) of waffle-stompers, work boots, and wingtips, from which a select sample will head for Hawaii. The AOR outlet laced up national publicity, and local charities will walk away with a ton of extra footwear.

BRAZELL & Co. complete their leveraged buyout (see Page 1). "We have a name selected but haven't announced it yet," said Carl. "We're searching to make sure it's available in all 50 states before we announce it." Could it be **METROPOLITAN**? After all, that was Metromedia's original name when Chairman **JOHN KLUGE** joined the company back in 1959.

Word on **Wishire** is that former L.A. GM **GORDON MASON** is coming down from the "mountain of 'JOL'" to become Executive Director of the **SOUTHERN CALIFORNIA BROADCASTERS ASSOCIATION**. Ratification of Gordon's appointment is expected next week, which will place **BOB LIGHT**, a longtime SCBA resident, into the organization's political arena with a nice, longterm contract.

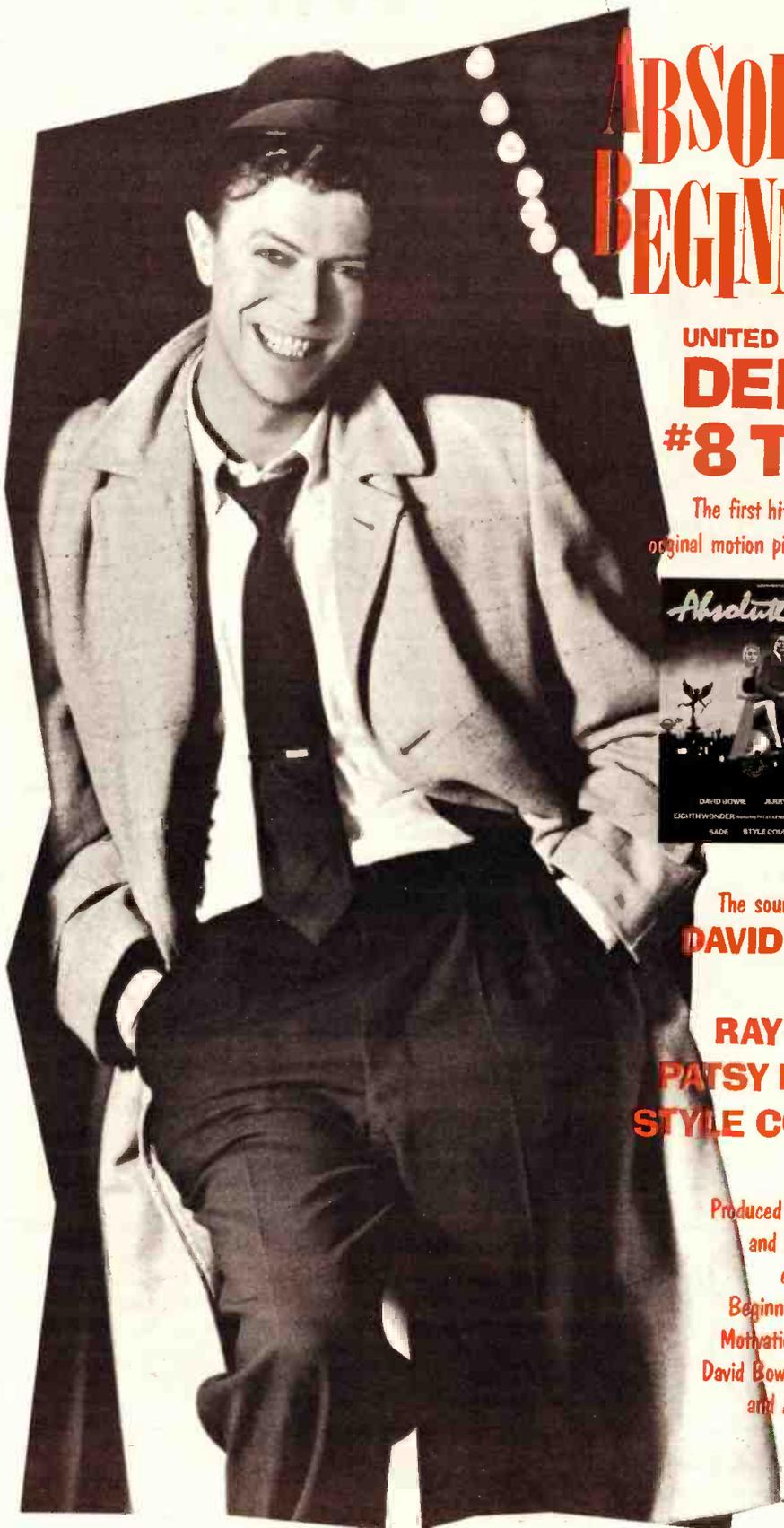


Dean Goss
Dean at KRTH on an interim basis is **JAY GARDNER** (might **ROBERT W. MORGAN** get the

Across town, **DEAN GOSS** has indeed left his morning show on RKO oldies outlet **KRTH/LOS ANGELES** for the same shift on crosstown AOR **KMET**, where he'll be teamed with **DENISE WESTWOOD** and newsman **PARAQUAT KELLY**. Taking over for

Continued on Page 20

B I O	TO	AIR DATE	TIME
	PROGRAM DIRECTORS	FRI. 4-18	75 MIN.
M E S S A G E	FROM	AREA CODE	NUMBER
	WESTWOOD ONE	313-204-	5000
M E M O	TOM PETTY & THE HEARTBREAKERS		
	EXCLUSIVE SIMULCAST w/ SHOWTIME!!		
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#8 TO #2

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PATSY KENSIT
STYLE COUNCIL
and more.

Produced by Clive Langer and Alan Winstanley except "Absolute Beginners" and "That's Motivation" produced by David Bowie, Clive Langer and Alan Winstanley

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STREET TALK

Continued from Page 18

permanent slot?). Meanwhile, KRTH-AM & FM PD **PHIL HALL** has hired WTIC/Hartford's **DAVE MICHAELS** as Creative Services Director for the combo, which leaves "TIC PD **DAVID BERNSTEIN** seeking someone who likes to make big productions out of things.

Newly-appointed **FAIRWEST** VP/Programming **REID REKER** (R&R 3-21) is taking over as PD at AC outlet **KEY103/AUSTIN**, and will set up shop for his consultancy work from there. "It makes sense to be at a station so we can put our ideas to practical use," says Reid. But, oops! **KEY103** is a **McVAY MEDIA**-consulted station! So it looks like a consultant will be consulting a consultant. Maybe a consulting firm should buy the station . . . but probably only after a thorough consultation.

JULIAN LENNON found himself backed up in traffic en route to a Concorde flight for an **NBC Live Album Party** broadcast March 20. So his taxi driver drove along the shoulder of the road to attract police attention (and an escort). Instead, a cop gave him a ticket, and J.L. missed his plane. But thanks to the assistance of **NBC London Bureau Chief FRED KENNEDY**, a live Transatlantic broadcast was wired up at the last minute with host **DAN NEER** in N.Y. and **Lennon** in London. **NBC** even managed to hook up phone call capability for its listeners, making the whole event a real "close call."

MICHELLE WALKER, a parttime DJ on **WDTX/DETROIT**, found herself out of work after winning a trip to Daytona Beach from competitor **WCZY-FM**. Michelle told the local paper that her bosses **LORRAINE GOLDEN** and **JIM HARPER** gave her the choice of accepting the prize and being off the team or declining the gift and staying on. "I asked when I'd work again," she said, explaining she hadn't been on 'DTX for two weeks. "I was told they didn't know. I decided not to remain on their team if it meant being on hold." Said Jim, "It's quite common and well-known that employees at one station do not accept prizes from another station. It will be interesting to see if she's going to end up working over at **WCZY**."

To heck with "The Price Is Right" — professional contest players can make more money on L.A. AOR radio. Drive away one of **KLOS's** Porsche 944s (they're giving away #11 now), or try **KMET's** current key-song promotion, the

"Million Dollar Minute." The winner gets 60 seconds in a bank vault to carry out up to \$1 million in cash.

WXRK/NEW YORK has a neat "Easter Sunday Acoustic Extravaganza" (make that Eggstravaganza) planned. Over 20 New York-area musicians, including **SUZANNE VEGA** and **TOM PAXTON**, will be playing live in the studio on **VIN SCELSA's** Sunday (3-30) morning show.

A tip of the hat to **KLOL/HOUSTON's** "Rock 'n' Roll Auction" that raised \$13,000 for the **RONNIE LANE FOUNDATION**, which helps distribute information on developments in research on Multiple Sclerosis.

Who are the gainers in the latest L.A. **ARBITREND?** New Urban **KPWR** (Power 106) climbed 1.9-2.6, while "Format 41" **KIQQ** rose again 3.2-3.9. **AOR KLOS** slipped 4.4-3.4 and **CHR KIIS-FM** dipped 8.5-8.0 but it's still #1 and back to giving away up to \$5K a day.

Are you a "gut-slammng" talk host? "You know who you are," says **KFYI/PHOENIX PD TOM LEYKIS**, describing his idea of a good talent. Latest to come aboard is former **WWDB/Philly PD/PM driver STAN MAJOR**, who's now handling 9-noon.

And speaking of good news talkers, one of America's best-known personality newscasters/morning sidekicks is coming out of a year's sabbatical. **JIM REIHLE**, remembered well for his years with **Bill Tanner** at **Y100/Miami** and **WASH/Washington**, can be contacted at (406) 287-5608.

The new morning man at **KKL/PORTLAND** is none other than **TOM PARKER**, who made it "big" in San Francisco at **KFRC, KYUU, K101**, and **KGO-TV** after starting his career in the City of Roses at **KGW**.

Hopes for a speedy recovery to **WGRD/GRAND RAPIDS MD SEAN STEVENS**, who's in the hospital for back surgery. Sean'll be back in action in a few weeks.

And get-well wishes to **FRED KELLY**, who's recovering in Nashville's St. Thomas Hospital from a heart attack he suffered March 20. Fred is married to independent promoter **BARBARA KELLY**.

"ROUGH BOY"

CHR BREAKERS

TRACK

6



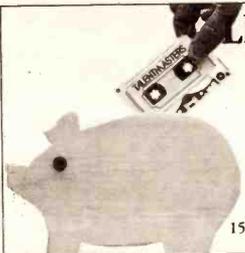
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20/R&R FRIDAY, MARCH 28, 1986

LIKE MONEY IN THE BANK

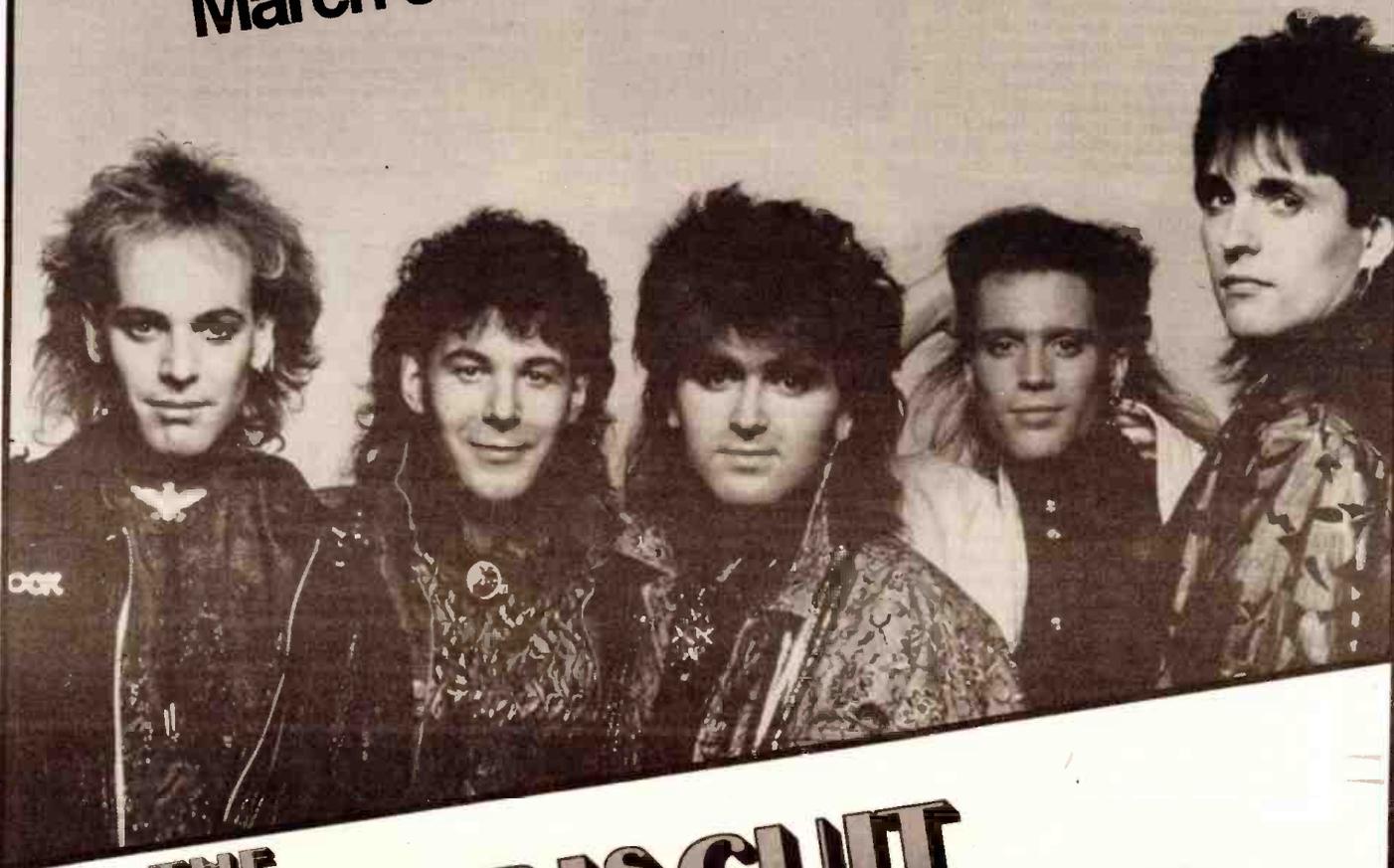
It's the way many of today's leading broadcast executives are describing the quality of talent available from **TALENTMASTERS**. For more information, write the Atlanta offices or call (404) 926-7573.

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March 30



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19

COUNTRY SIX PACK

86

May

Memorial Day

The Hank Williams, Jr. Story

Having recorded fifty albums, there is no doubt that this artist, who once existed in the shadow of his famous father, has achieved success in his own right. His presence on the charts since 1964 is evidence of his ability to consistently please the audience, although his "outlaw" image has probably inhibited him in receiving his share of industry awards. He is one of country music's best selling album artists and draws some of its most youthful audiences.

1

July

Fourth of July

Ricky Skaggs: The Great Entertainer

His reverence for traditional forms of country music coupled with his ability to successfully update them, contributed to this artist's immediate acceptance with his major label debut in 1981. His years on the bluegrass circuit and as a session musician had well equipped him for success and he became country music's fastest rising star. Still in his early thirties, he is recognized as a top recording artist, producer and this year's Country Music Association Entertainer Of The Year.

2

September

Labor Day

The Award Winners

This year, more traditional forms of country music, albeit performed by fresh young stars, swept the Country Music Association Awards. Top male vocalist George Strait, top female vocalist Reba McEntire and group/duo winner The Judds tell their stories in exclusive one hour music/interview profiles. These three stars have been voted as the best in country music today.

3

November

Thanksgiving

The Alabama Story

It was only a few short years ago that these four young men became the first successful country group to play their own instruments, as well as sing. Possessing songwriting talent, and the ability to find hit material written by others, quickly established them as recording stars. Their energetic live performances drew crowds comparable to the most popular rock acts and brought a new youthful audience to country music—in fact the 1985 Gallup poll even ranked them as one of the top five favorite groups among teens! Alabama has achieved one of the longest unbroken string of number one singles ever on the country charts.

4

January

New Years

The Willie Nelson Silver Anniversary Special

Celebrate a milestone with country music's most revered singer/songwriter on the occasion of the 25th anniversary of his first national hit records "Touch Me" and "Willingly". Of course, the story begins even earlier with Willie's first songwriting successes and will include not only his solo hits, but his collaborations with such artists as diverse as Merle Haggard, Ray Charles, Ray Price and Waylon Jennings. This commemorative radio special with the superstar himself will be an important radio event.

6

December

Christmas

Christmas Around The Country 1986

This program has become an annual Christmas tradition with Country radio. In a newly produced show every year—not merely an update—country artists share their Christmas plans and holiday memories. The latest seasonal songs, as well as old favorites by country radio's biggest stars, provide the musical reason for each artist's appearance.

5

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

For station clearance information call United Stations Programming Network Affiliate Relations Department in Washington, D.C. at (703) 556-9870.

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JHAN HIBER

RATINGS AND RESEARCH

The Next Generation Of Research

By Jon Coleman

The last few years have seen a dramatic increase in the sophistication of radio programming, marketing, and selling. As the sophistication has increased, the need for accurate, action-oriented research has also increased. Today, telephone perceptual studies, focus groups, and music tests are not only common but considered mandatory by most major broadcasters. However, in spite of the growth in the use of radio research and the multiplication of techniques, research has not responded to the growing complexities of modern broadcasting.

Research continues to examine listeners' perceptions of stations and look at the differences between radio stations in a broad sense. This type of general, broadbrush-stroke information was sufficient when there were fewer radio competitors. With one Top 40, one Adult Contemporary, a rock, and a Country station in a market, differences between stations were large; the "big picture" was sufficient to formulate better programming and target marketing.

Now most markets have several stations in each format. For example, a single market can have three or four AC stations, each attempting to appeal to a slightly different audience. There is an urgent need for research to be more specific, concrete, and action-oriented.

The next generation of research must address areas that have not been examined at all or inadequately. Advertising is rarely investigated in market research. Music trends are generally ignored. And personality has been given little attention. Let's look at a few

of the issues, which should be the focus of the next generation of market research for radio.

Marketing And Advertising

Advertising can represent a large percentage of station operation. Yet, in spite of the large dollar amounts spent, less is understood about effective advertising than most other aspects of radio. To make the most efficient use of the advertising dollar, stations must know how much money to spend, where to spend it, and what to say.

The next generation of advertising research must answer these questions:

- Is it better to buy a few expensive prime time commercials or a larger number of less expensive commercials? Can we buy around prime time?
- Do we need 30-second commercials? When are 15-second commercials as effective?
- Is it possible to spend too much money on advertising?

- What types of messages will motivate listeners to try our station? Does the message vary by different age groups or listeners to different formats?
- Can outdoor be a cost-effective alternative to television in certain situations?

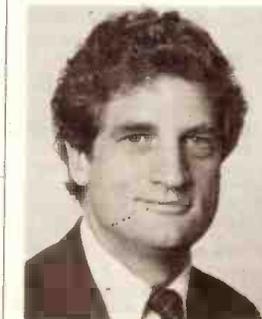
Personality

Music research has reached a high level of sophistication. Time and again music research has demonstrated its value in aiding broadcasters in determining the songs that listeners like and dislike.

An equally important element of radio is personality. However, personality has been virtually ignored. Research measures the awareness of personalities, but it does not help in determining the best approach for personality on a radio station. Research tells us that humor is important, but it does not tell us what is funny.

The next generation of personality research must answer these questions:

- Is a specific disc jockey right for our station?
- Should he be alone or should we put him together with a team?
- When is a "morning zoo" right for a particular station?
- Can we test humor bits like we test songs?
- Is some humor too blue or too corny for my listeners?



Jon Coleman

Jon Coleman is President/founder of Coleman Research, Inc. His 11 years' experience in radio research and marketing includes work with Frank N. Magid Associates. From there he went on to found Audience Development, Inc., a subsidiary of TM Productions. A year later he established The Media Associates, which handled both radio and TV stations; in 1980 Audience Analysts was created from The Media Associates to exclusively serve radio stations. In 1983 the name Audience Analysts was changed to Coleman Research.

- What is the listener reaction to laugh tracks and how often should they be used?
- What is the listener reaction to preproduced character bits?
- Are phone bits funnier than preproduced bits?

Trends In Music

Some people believe that radio is very good at reacting to changes in music tastes. Unfortunately, radio stations more often react to changes slowly and inappropriately. Consequently, many radio stations fail to be fully in synch with its listeners' tastes. Determining the future of every format depends on being able to anticipate changing trends in music.

The next generation of music research needs to answer these questions:

- Do formats really die? What is the future of Easy Listening, Country, and every other format?
- Is a change in music tastes temporary or permanent? Is it a trend or a fad?
- Where is my format going?
- If my listeners' music tastes are changing, will I need to change formats, or can I evolve?

Sales

Advertising, personality, and music trends are only three of the areas that research has not addressed adequately. There is one area, however, that research has not touched. Except for rating services, radio sales has been virtually ignored. Yet, research can help

sales as much as it has helped programming.

Radio serves two customers, the radio listener and the radio time buyer. Over the years we have learned much about the radio listener. Isn't it time we learned as much about the radio buyer? The next generation of sales research must answer these questions:

- How do advertisers perceive different radio stations?
- What kinds of services are time buyers looking for?
- Should I put my money into time buyer cruises or into qualitative audience research?
- How can we make radio advertising more effective for our customers?

Conclusions

Research continues to ask the same questions and come up with the same answers. Within the research business, it has been the methodology that has been the focus of change. Research companies have changed the methods by which they ask the same old questions, rather than closely examining the needs of radio stations and developing ways of addressing the demand for more sophisticated information.

There are literally hundreds of questions in programming, marketing, and sales where we need more specific and concrete answers to take radio to the next level of sophistication. The next generation of research requires that we answer these questions.

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Local. Flexible. Complete.

Every week we will supply your station with all the necessary materials and information to construct your very own "network-style" weekly music interview/profile special hosted by your own station's air talent and today's hottest and brightest music artists. Each week your station could be rolling out the red carpet for such super performers as Huey Lewis, Whitney Houston, Journey, Lionel Richie, Hall & Oates, Michael Jackson, Phil Collins, Starship, Wham!, Tina Turner — a virtual Who's Who from the music world!

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in more than 25 markets signed **WEISS & POWELL, INC.**
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Management at stations with specialized sales needs in **SMALL, MEDIUM** and **SELECTED MAJOR MARKETS** have recognized that Weiss & Powell's "PARTNERSHIP" approach best suited their national sales needs.

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For the first time a **Major National Representative** has been positioned to give its total commitment and resources to stations in small, medium and selected major markets.
To stations with **SPECIALIZED SALES NEEDS.**

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Radio Update #5

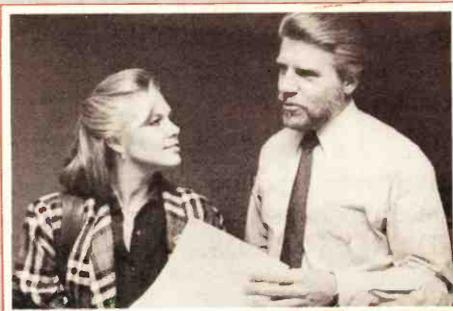
HANDS ACROSS AMERICA™

Federal Express To Distribute Hands Across America Record

"Hands Across America," the official anthem of the coast-to-coast human chain introduced to the U.S. during the March 28 Good Friday simulcast, has been released as a single by EMI-America.

To make the song available for promos and other Hands related events, Federal Express has donated their services and is overnighting the single to 500 key R&R reporting stations nationwide.

Jim Mazza, President of EMI-America, who provided the record to Federal Express said, "All of us at EMI-America are delighted to be a part of this once-in-a-lifetime experience. And we couldn't think of a better, and faster way to get the record in the hands of program directors than by Federal Express."



Celebrities Record Radio Updates

Starting this Monday, March 31, United Stations Radio Networks will begin supplying daily news-and-information updates to the thousands of stations that have affiliated with the "Hands Across America Coca-Cola Radio Network."

Stations will find these reports extremely useful in keeping listeners aware and involved in the progress of the historic event taking place on

May 25th. Film Stars Kathleen Turner, Glen Close, Christopher Reeve and Susan Anton recently visited the USRN studios in New York to add their support for the project by recording updates.

Ohio Hands Office Opens

Ohio Governor Richard F. Celeste adds his name to the thousands of Ohioans backing Hands Across America. Governor Celeste was joined by singer Judy Collins at the official inauguration of the "Hands" office in Columbus on March 12th.



Food Industry Back Hands Across America

Safeway Stores and Famous Amos Cookies have given their support to the 4000 mile human chain stretching from the New York to Los Angeles on May 25th.

All bags of Famous Amos Cookies sold between March and the event will include an invitation to "Join Wally (Amos) in Line." Famous Amos is also providing counter sign-up cards in all Famous Amos Cookie stores along the Hands Across America route.

Beginning in April, Safeway Stores will include information about Hands Across America on 62,000,000 grocery bags used in their 2000-plus stores nationwide.



To join the Coca-Cola Hands Across America Radio Network call 212-764-3900
For public relations information call Coca-Cola USA at 404-676-5077 or Hands Across America 213-556-1812



RICHARD AGATA

BROADCASTING TRIPLE-A CHAMPION REDBIRDS BASEBALL

WAVG: Louisville's Slugger

WAVG is fighting a tough ratings battle in Louisville. The AC-formatted AM (WAV 970) is pitted against WHAS and WRKA, both of which can throw a mean fastball. But WAVG has a power hitter in its programming lineup — the Louisville Redbirds.

When the Henson Broadcasting Co. purchased the station in 1981, it simultaneously announced the Redbirds would be coming to Louisville, and that WAVG would be carrying their broadcasts. Since teaming up, WAVG has watched its ratings steadily improve, while the Redbirds have won three AAA minor league baseball championships, including two in a row.

Station Manager Ed Henson says, "At night in the spring book, we've been in the top three or four every year we've had the Redbirds." The latest Arbitron shows WAVG up from 5.5-6.8, 12+.

"Phil Donahue should be glad A. Ray Smith didn't become a talk show host. Frankly, you wouldn't want to put a lot of team owners or presidents of businesses on the radio."

—Ed Henson

cited because now that Arbitron is doing continuous measurement, we'll finally get a summer book. So it's going to be interesting to see how baseball does in the summer."

A Major League Broadcast

"From day one," continues Henson, "our approach has been that the Louisville Redbirds were going to be a major league product, and we wanted a major league broadcast." To ensure this WAVG, together with the encouragement and support of Redbirds President A. Ray Smith, employs two announcers at home and on the road for every game.

WAVG does two pre-game and two post-game shows. Art Metzler, WAVG Sports Director and Redbirds play-by-play announcer,



A. Ray Smith



Art Metzler



Jim Fregosi



A WINNING TEAM — WAVG and the Redbirds have shared a cozy nest in Louisville since 1981, when the Henson Broadcasting Co. purchased the station and announced its affiliation with the ball club that same night. Pictured above is a bumper sticker co-promotion; in the center photo are (l-r) Redbirds President A. Ray Smith, WAVG Sports Director/play-by-play man Art Metzler, and Redbirds Manager Jim Fregosi; below is the newly-renovated and always packed Cardinal Stadium.

"If you're talking about any one feature, radio is very important to whatever success we've enjoyed here."

—A. Ray Smith

says, "It's a pattern set by the majors." Metzler, a radio veteran of nearly 40 years, used to call the plays of the Knoxville Smokies. He recalls, "That was a real bus ride through the mountains league." Describing the Redbirds, he notes, "They are, without question, the most successful minor league franchise in the country, ever."

WAVG added to last year's success by joining forces with Delta Airlines to pull off a unique promotion. The Redbirds are the St. Louis Cardinals' affiliate, so WAVG conducted continuous registration at the ballpark to send four people to New York in June for a Mets-Cardinals game. Four more people were then dispatched to Minnesota for the July All-Star game. And, finally, four more fans were flown to St. Louis for the October World Series against the Kansas City Royals.

Mr. Smith Comes To Louisville

Radio's role in the Redbirds' success is best expressed by club owner A. Ray Smith. He says, "No question about it. If you're talking about any one feature, radio is very

"The Louisville Redbirds are without question the most successful minor league franchise in the country, ever."

—Art Metzler

important to whatever success we've enjoyed here." In fact, the outspoken Smith even has his own radio call-in show on WAVG.

"Phil Donahue should be glad A. Ray Smith didn't become a talk show host," adds Henson. "Frankly, you wouldn't want to put a lot of team owners or presidents of businesses on the radio." But Smith is decidedly different. The quick-

Continued on Page 28

SPORTS ON RADIO

WAVG: Louisville's Slugger

Continued from Page 27

witted owner brought his Springfield Redbirds to Louisville after the city had gone for ten years without a baseball team. "The chief thing that's really made him successful," says Henson, "is the city was really crying for baseball."

"We have promotions almost every weekend," says Smith. "We copied the Dodgers all the way. Most of our promotions are based

"We integrate ourselves within the community problems . . . it's just part and parcel of being one big family."

—Art Metzler

on radio communication; we put great emphasis on it." Although Smith champions the Redbirds' big league approach to radio coverage, his opinion of most radio play-by-play is less than flattering. "In general it's lousy. But there are some good ones. It runs the gamut from bad to outstanding. In the major



"From day one our approach has been that the Redbirds were going to be a major league product, and we wanted a major league broadcast."

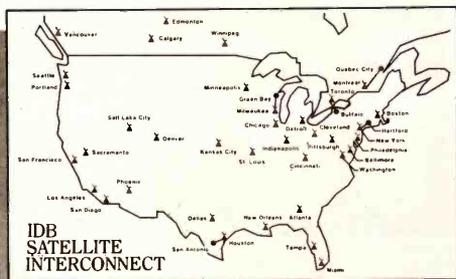
—Ed Henson

Another ingredient of the winning formula in Louisville is Jim Fregosi, the field manager. Fregosi toiled 11 years at short stop for the Los Angeles and California Angels. He was often the teams' only all-star before being traded to the Mets for Nolan Ryan. Ironically, it was with Ryan's help that Fregosi, as manager, led the Angels to their first Western Division crown in 1979. But since it's baseball's rule that managers are hired to be fired, the Angels did just that with Fregosi. Then Smith hired him, and the Redbirds found themselves a skipper with bona fide credentials. In fact, the *Sporting News* named him AAA Manager of the Year for 1985.

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leagues it's mediocre; in the minor leagues it stinks."

One Big Family

Metzler, who's been with WAVG since 1959, believes success is owed to the fact that Smith "has couched his whole operation in the context of a big family." The announcers make public appearances with the ballplayers at hospitals, and "we try to make ourselves as visible as possible.

"We integrate ourselves within the community problems, if we can. It's just part and parcel of being one big family. I think the fans recognize that we are the station with the broadcast. No matter what type of promotion we do, we tie in our call letters with the Redbirds."

Record-Breaking Attendance

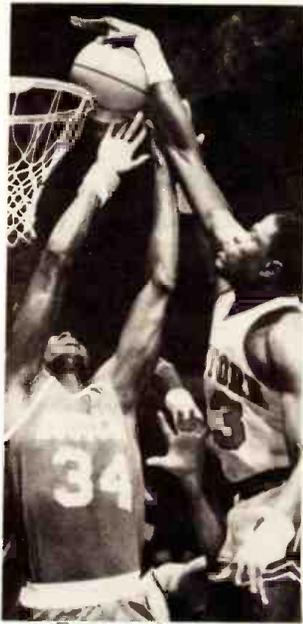
The Louisville Redbirds have set four of the top five attendance records in minor league baseball history — and in as many years. The best year was 1983 when over one million fans helped the Redbirds break by nearly 400,000 the previous record set in 1946 by the San Francisco Seals. "WAVG does an outstanding job in publicizing our ball club," comments Fregosi, "and they really help our attendance."

Renovating Cardinal Stadium (named for the University of Louisville's Cardinal football team and not the Redbirds' parent club) has also boosted attendance figures.

Continued on Page 31

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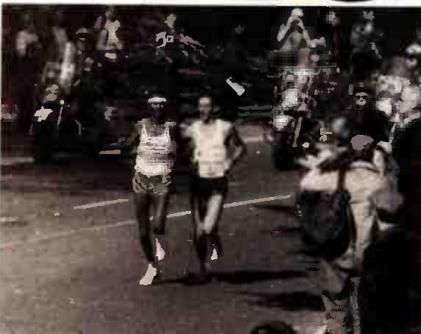


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Boston College 'Eagles' Football and Basketball
Boston Marathon
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WCBS NEW YORK
St. John's Univ. 'Redmen' Basketball
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WCAU PHILADELPHIA
Philadelphia Phillies Baseball
Temple Univ. 'Owls' Football
Villanova Univ. 'Wildcats' Basketball
Big Five Basketball
Sportsline
Sports Final

WSUN TAMPA/ST. PETERSBURG
Tampa Bay Buccaneers' Football
Florida State Univ. 'Seminoles' Football and Basketball
NFL Report

WWJ DETROIT
Univ. of Michigan 'Wolverines' Football and Basketball
Detroit Pistons Basketball

WBBM CHICAGO
Chicago Blackhawks Hockey
Univ. of Illinois 'Illini' Football
America's Marathon
'Bear Talk'
'Hawk Talk'
Sportsline

WCKY CINCINNATI
Univ. of Cincinnati 'Bearcats' Football and Basketball
Sportstalk

KMOX ST. LOUIS
St. Louis Cardinals Baseball
St. Louis Cardinals Football
Univ. of Missouri 'Tigers' Football and Basketball
St. Louis Univ. Basketball
Sports Opeline

WCCO MINNEAPOLIS/ST. PAUL
Minnesota Twins Baseball
Univ. of Minnesota 'Gophers' Football, Basketball and Hockey
Twin Cities Marathon
Prep Parade
Outdoor Seasonal Sports
Sports Huddle
Sports Hotline

KTRH HOUSTON
Houston Astros Baseball
Houston Rockets Basketball
Southwest Conference Football
Sportsbeat

KTAR PHOENIX
Arizona State Univ. 'Sun Devils' Football, Basketball and Baseball
Phoenix Suns' Basketball
Los Angeles Dodgers' Baseball
Arizona Outlaws USFL Football
Sportsline

KIRO SEATTLE
Seattle Seahawks Football
Seattle Mariners Baseball
Seattle Supersonics Basketball
Univ. of Washington 'Huskies' Football and Basketball
Sportsline

KCBS SAN FRANCISCO
San Francisco 49ers Football
Stanford Univ. 'Cardinal' Football and Basketball
San Jose State 'Spartans' Football

KNX LOS ANGELES
Univ. of Southern California 'Trojans' Football and Basketball

KFMB SAN DIEGO
San Diego Padres Baseball

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SPORTS ON RADIO

WAVG: Louisville's Slugger

Continued from Page 28

The stadium can now seat about 35,000. "It's an exciting ballpark; the fans are great," adds Fregosi.

Fregosi hosts a pre-game show on WAVG and beginning this season will emcee his own television show. He may also get the chance to manage his son, since Jim Jr. is a shortstop for the Cardinal organization. "He would probably have an easier time adjusting to it than I would," points out Fregosi. "When he gets ready for AAA ball, it may be the time I'm ready to get out of

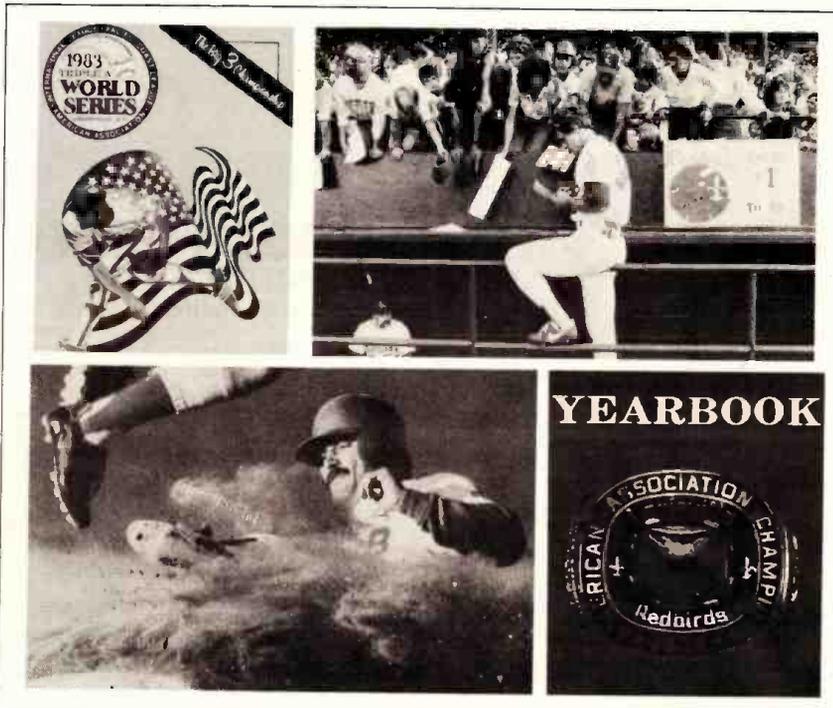
"WAVG does an outstanding job in publicizing our ball club, and they really help attendance."

—Jim Fregosi

here. I'm really in no hurry. I'd like to go back and manage in the big leagues someday, but right now I'm in kind of an ideal situation."

Historical Notes

Professional baseball in Louisville dates back to 1875 when the



National League was formed; the city was a charter member. Hall of Famer Honus Wagner played three years there until the franchise moved to Pittsburgh and became the Pirates.

Louisville also holds the distinction of being a charter member (in 1901) of the American Association, to which it now belongs. The team was always known as the Colonels and had a permanent home in Louisville until 1972, when a string of unusually successful University of Louisville football teams forced baseball out. Only when public outcry became a roar and the right owner was found did Louisville resume a 110-year tradition.

In 1884 a Louisville player also helped keep the tradition alive and made a noteworthy contribution to the sport at the same time. Slugging outfielder Pete Browning broke a bat he had made himself, and went to woodworker J.F. Hillerich to craft a new one. Browning performed so well the next day that his teammates wanted custom bats, too. That was the birth of the Hillerich & Bradsby bat manufacturing company and the Louisville Slugger.

BIG LEAGUE BROADCASTERS

Baseball's Radio Announcer Lineup

Following is a complete listing of major league baseball teams, the radio stations they broadcast on, and their announcers. All employed ex-players are printed in bold type.

National League

- Atlanta Braves/WSB — Ernie Johnson, Pete Van Wieren, Skip Carey, and John Sterling.
 Chicago Cubs/WGN — Milo Hamilton, Vince Lloyd, and Lou Boudreau.
 Cincinnati Reds/WLW — Marty Brennaman and Joe Nuxhall.
 Houston Astros/KRBE & KRBE-FM — Gene Elston and Dewayne Staats.
 Los Angeles Dodgers/KABC — Vin Scully, Jerry Doggett, and Ross Porter.
 Montreal Expos/CFCF (English) and CKAC (French) — Dave Van Horne, Duke Snider, Tommy Hutton, and Ron Reusch; Jacques Doucet and Claude Raymond.
 New York Mets/WHN — Bob Murphy and Gary Thorne.
 Philadelphia Phillies/WCAU — Harry Kalas, Andy Musser, Richie Ashburn, and Chris Wheeler.
 Pittsburgh Pirates/KDKA — Larry Frattare and Jim Rooker.
 St. Louis Cardinals/KMOX — Jack Buck, Dan Kelly, and Mike Shannon.
 San Diego Padres/KFMB — Jerry Coleman and Dave Campbell.
 San Francisco Giants/KNBR — Hank Greenwald and Phil Stone.

American League

- Baltimore Orioles/WFBR — Jon Miller and Tom Marr.
 Boston Red Sox/WPLM — Ken Coleman and Joe Castiglione.
 California Angels/KMPC — Bob Starr and Ron Fairly.
 Chicago White Sox/WMAQ — Joe McConnel, Don Drysdale, and Early Wynn.
 Cleveland Indians/WWWE — Herb Score and Steve Lamar.
 Detroit Tigers/WJR — Ernie Harwell and Paul Carey.
 Kansas City Royals/WIBW — Denny Mathews and Fred White.
 Milwaukee Brewers/WTMJ — Bob Uecker and Pat Hughes.
 Minnesota Twins/WCCO — Herb Cameal and Joe Angel.
 New York Yankees/WABC — Phil Rizzuto, Frank Messer, and Bill White.
 Oakland Athletics/KSFO — Bill Long, Lon Simmons, and Wayne Hagin.
 Seattle Mariners/KVI — Dave Niehaus and Rick Rizza.
 Texas Rangers/WBAP — Mark Holtz and Eric Nadel.
 Toronto Blue Jays/CJCL — Tom Cheek and Jerry Horwarth.

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THE JOYS OF SUMMER

Bob Costas: "An Almost Perfect Game"

He drinks milk. He smiles too much. He's too young to be doing this. He doesn't take his profession seriously. He's too good-looking, and wears argyle sweaters. All he can do is call the play-by-play of Ahmad Rashad's Thanksgiving Day marriage proposal to Phylicia Ayers Allen. And his approach is too Lettermanesque (of the late-night David-type).

These are all fashionable criticisms about sports announcer-broadcaster Bob Costas. He's the host of Clayton Webster's "Sports Flashback," baseball play-by-play announcer for KMOX/St. Louis (and television), and "NFL '85" (and '86, most likely) host on NBC TV. He is one of sports announcing's brightest stars, attested by his recent receipt of the "Sports-caster Of The Year" award bestowed by the National Sports-casters and Sportswriters Association. With opening day coming up just next week and over six months of major league action pending with the first pitch, Costas speaks candidly about the profession of play-by-play and the current state of the game of baseball.

Ear vs. The Eye

R&R: Having worked in both radio and television, which medium do you believe best translates the true action of a game?

BC: I honestly believe that in many ways radio is the superior medium to television. There is no doubt that the great radio announcer must have greater powers of description than does the great TV announcer. As Vin Scully and Red Barber have both said, "They give you a blank canvas, a bucket of paint, and a brush, and you create the picture. On TV the job is different: the picture is already there, and you have to write a caption." Each job is a challenge, but radio probably allows a truly good announcer to show a greater range of skills than TV does.

R&R: What makes or breaks the great play-by-play announcer?

BC: Outstanding announcers each have a distinct style. Up to a point you can call it craftsmanship, but beyond that you need a flair, as well as talent and style — something that sets you apart from the rest. This is the difference between the very good, competent professionals and the memorable stylists.

R&R: How does one become a memorable stylist?

BC: I always shy away from giving advice because I think every



Bob Costas

person's situation is different. I don't know how it is that I've done what I've done. I didn't have any particular plan to do it, and what has worked for me might not work for someone else. Still, I'd have to say that the number one rule is you can't go into any sports broadcast unprepared. Sports fans will spot a lack of knowledge or slipshod preparation very quickly.

You also have to find a situation where you're allowed the chance to develop your own style, to be yourself. If given the chance not everyone will develop a pleasing style, but if you're going to be truly good you have to get into more of a situation than just announcing "Cleveland 3, Minnesota 2." You have to be able to put your personal stamp on things.

Hit Your Marks . . .

R&R: To what degree is the job of a sportscaster really that of an actor?

BC: Any good broadcaster is a performer, which no one should be afraid to acknowledge; there's nothing wrong with it. I am much more of a performer than I am a

journalist. My job calls for me to be a performer first, sports enthusiast second, and journalist third. You can't ignore the element of performance because no matter how good the quality of the journalism, if the performance is not there then the quality of the content is greatly reduced.

R&R: Are most broadcasters really experts in just one sport?

BC: Sure. Some great baseball announcers either can't do other sports or don't do them nearly as well. Baseball is the hardest sport to do well. It's simple if all you do is just call the action, a lot easier than calling a fast break in basketball. But capturing a sense of baseball history and the color of the games is the hardest thing to do. A lot of guys you like to hear for football or basketball would be disastrous announcing baseball.

"There aren't any real baseball announcers anymore. There's a bunch of young kids who are sports announcers. They do five minutes on the news at night, then decide they're going to do play-by-play, and they approach baseball the same as they approach football or basketball."

R&R: Does this distinction also apply to the differences between radio and television?

BC: Exactly. A great television announcer could possibly be a terrible radio broadcaster. The very

strengths that work so well on TV and make an announcer one of the best could really hurt him on radio. To paraphrase Harry Caray, there aren't any real baseball announcers anymore. There's a bunch of young kids who are sports announcers. They do five minutes on the news at night, then decide they're going to do play-by-play, and they approach baseball the same as they approach football or basketball. They don't have a feel for the game of baseball.

A Positive Presence

R&R: Do you think Peter Ueberroth has a feel for the game?

BC: Mr. Ueberroth has contributed a lot of controversy to the game, and he's definitely been a presence. He's created both the perception and reality of action, and in sports perception often is reality. On balance, he has been a positive factor for baseball. For instance, with the drug situation you have to look at the large picture. Some of his individual actions are criticized, but the net result is more than just lip service. It's movement, however imperfect, toward dealing with this problem. He seems to have maneuvered the situation to a point where he's got the players boxed in. They have to respond in some way: either agreeing to a drug program or instituting a drug program of their own. In the end, even though he might be criticized on small points, something is going to happen. And he's going to be the guy who not only got the ball rolling but keeps it rolling.

R&R: Do you think baseball is a different sport from what it was before free agency and designated hitters?

BC: Baseball is definitely different today than it once was. Because baseball was as nearly per-

fect a game as any that's ever been devised, it only follows that most changes would have to be for the worst. I'm a traditionalist, so I don't care how much money players make. What bothers me more is that the game is played on astro-turf in multipurpose stadiums that are void of the personality of a Fenway Park or a Wrigley Field.

R&R: Is it this personality that makes "Sports Flashback" as appealing as it is?

BC: Absolutely. "Sports Flashback" works because of the memories. We associate sports with memories; a lot of us marked time in our lives by sports events. When Roger Maris died and they showed the clips of Phil Rizzuto's call of the 61st home run, people had a powerful emotional reaction for two reasons. They were saddened that someone they admired had died, and it reminded them of their own mortality. It marks a time in their lives when they first experienced something. Sports has an emotional hold on people.

R&R: So do hot dogs. In your estimation, is there one ballpark that has the absolute best hot dog?

BC: No question, if we can expand the definition of hot dog to include bratwurst and sausages. The undisputed winner is County Stadium in Milwaukee. Their bratwurst with red sauce is the best. It is boiled in some kind of sauce that contains a dash of beer, and then it's grilled and adorned with this secret red sauce. It is so good that about a year ago I was in line to get a bratwurst in the 4th inning of a game, and I looked up and saw three Brewers in line in uniform. That's how good it is. It's like Secretariat in the Belmont — the battle is for 2nd place. Which belongs to the smoky link at Wrigley Field in Chicago.

Pre-Season Major League Predictions

While sports fans were predicting a "Subway Series" (Yankees-Mets) or "Freeway Series" (Dodgers-Angels) in 1985, no one called for Missouri madness. The Kansas City Royals are sitting on top of the major league heap, but no team has repeated its performance since the early-'70s Oakland A's. Bob Costas, who's spent the last few weeks in spring training, handicaps the leagues and the divisions for a preseason pick for the Fall Classic:

NL West

"The Dodgers should be the favorite in the NL West. They have a great depth of pitching, even if they do have some flaws. Still, the Reds could be formidable if things break right for them. If Soto bounces back

from last year and wins 18-19 games, they might do well. They've also added some pitching depth through trades, so they could be a force to reckon with. But I don't see any other NL West team in the running."

NL East

"In the East the Mets and Cards will go at it tooth-and-nail again, and if the Cubs' starting pitching is healthy they could give them a run. The Cubs took an early 1st place lead last year, and they could be back, but the action will probably be between New York and St. Louis."

AL East

"Toronto has the edge in the East because they're such a young team and haven't lost any key people. You have to like them. But the Yankees are stronger than last year, and they have pitching depth that they haven't had in the last few

years. I also think the Tigers will bounce back and could be the surprise team of the division if their starters are healthy."

AL West

"Kansas City has to be the favorite because of their pitching. They have the best group of young pitchers in baseball, so they are the number one choice. But a lot of clubs are on the rise; they might not be coming fast enough to catch KC, but Minnesota will play better than .500 ball, and Seattle has some very good, young players. Still, you have to give the edge to the Royals."

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performers appear throughout the show as well, spicing up the almost non-stop music with firsthand accounts of their lives and careers. And, to top it off, a special segment in every show is devoted to the music of the greatest of them all—

Frank Sinatra.

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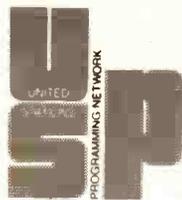
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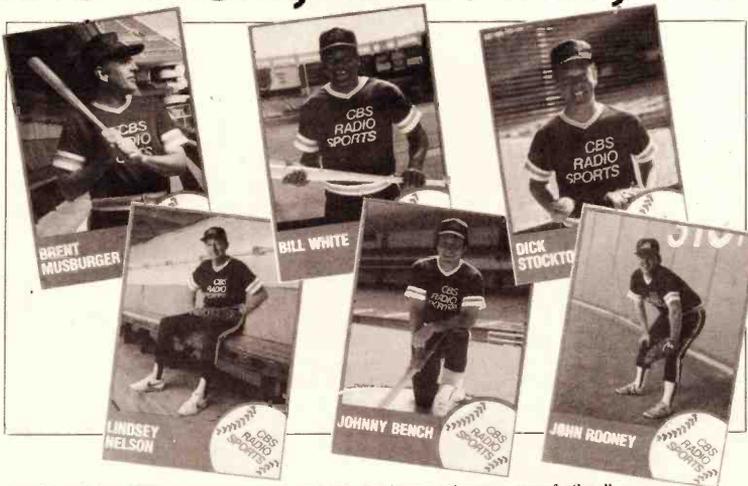
CBS: One Won, One Hit, No Errors

Forget arbitration. Forget the multimillion-dollar free agent salaries and contract disputes. Forget the ever-looming threat of player strikes and umpire brawls. The snow is melting and baseball is back. The boys of summer have limbered up in Southern climes, ready to take the 1986 Major League season deeper into October than ever before. Opening day is upon us, and the players are ready to take the field.

While pre-season bats were swinging down in Vero Beach, the CBS Radio Network was polishing up its second year of "Game Of The Week" broadcasts. Revived last year to the delight of millions of baseball fans and hundreds of radio stations, "GOTW" will again cover 20 weeks of the regular season — from May 24 through October 4. In addition, CBS will also broadcast the All-Star Game live from Houston (7/15), both league championship series (10/7), and the World Series (scheduled to start 10/17).

As with last year's schedule, CBS will actually be broadcasting two games each Saturday — one afternoon and one evening game. This arrangement allows stations to select games which are of more interest in their coverage area and better fit their own broadcast schedule; it also solves many problems inherent to the East-West three-hour time difference. Each Saturday's broadcasts will include one American League and one National League game.

CBS Radio Networks Sr. VP Dick Brescia cites the "1986 Game of the Week" as one of the network's bright spots, claiming that this year should be no excep-



tion. He explains: "When you team baseball with the radio in the summertime, add the talents of top professionals, over 220 stations, six million listeners and 25 sponsors,

you can't help but have a winner. We're very excited about this year's return of regular season baseball to CBS Radio and look forward to widening our audience

even further." VP/Sales Steve Youlios contends that baseball attracts listeners — and thus advertisers — that traditionally do not comprise the net-

work's audience and clientele. "Now that we have a year of history under our belts we know who our audience is. The stations and advertisers are very comfortable with the product, and we are attracting a number of youth-oriented summer advertisers which we normally don't have access to on the CBS Radio Network."

CBS had already set the schedule for the first six weeks of broadcasts, leading off with Toronto vs. Cleveland and New York vs. San Diego over the Memorial Day weekend. Later in the season — as the pennant races heat up — games will be selected according to impact on the standings, and additional weekday broadcasts may be added to augment the Saturday action.

Providing play-by-play and analysis for the summer baseball schedule is the core of last year's CBS announcer team: Brent Musburger, Dick Stockton, Curt Gowdy, John Rooney, Bob Murphy, Lindsey Nelson, Johnny Bench, Jerry Coleman, Bill White, Howard David, and Ted Robinson.

IDB: Point-To-Point Baseball Backhaul

Banking on the breakup of AT&T and on the inconsistent transmission systems of "ad hoc" baseball networks, Los Angeles-based IDB Communications is beginning its second year in the network baseball distribution game. The company has erected uplink-downlink facilities in every major league city in the U.S., to supply away game coverage for 22 of the 26 major league baseball teams, as well as plus transmission services for the CBS "Game Of The Week."

Every major league team has its own web of interconnected radio stations, but the hefty schedule of away games increases the complexities of broadcasting that team's schedule. Half of the 162 regular season games are played on the road — a cumbersome number considering the varied cities

and ballparks involved. In the recent "old days" these games were delivered via low-quality land lines or through a complex system of individually-contracted distributors — until IDB recognized the great potential in conquering the baseball backhaul business.

The regular Major League season includes 2106 games, each of

which is an away game for one of the 26 American and National League teams. By providing backhaul for 22 of these teams (1782 games in all), IDB covers 85% of all scheduled games. The company also handles the Spanish-language broadcasts for the Los Angeles Dodgers and French coverage of the Montreal Expos.

Here's an example of how it works: If the Cincinnati Reds are playing on the road, the game is uplinked via Westar 3 back to flagship station WLW. At that point the broadcast is produced, commercials are inserted, the network feed is prepared, and the game is fed back out onto Westar 3 for additional affiliates. IDB can also transmit

via Satcom 1-R for stations that are looking at that satellite.

"This arrangement has created a national unified system," says IDB VP Peter Hartz. "Before now all this backhaul had been accomplished in a very brokered, hodgepodge manner — a little of the phone company, a little bit of satellite, and a lot of inconsistent quality. Now that we have an uplink in every city we can provide end-to-end transmission with no hassle and high quality."

While this network of send-recv facilities is used primarily for baseball broadcasts, IDB also provides transmission for NFL football broadcasts and other sports as well.

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March 31-April 4

MUSIC FEATURES

The Weekend

April 5-6		April 5-6	
American Christian Countdown (SP) Roby & Duke	On The Radio (NSBA) Bryan Adams	American Music Magazine With Rick Dees (USP) Simple Minds (4/7) David Bowie (4/8) ZZ Top (4/9) Hooters (4/10) Katina & The Waves (4/11)	American Music Magazine With Rick Dees (USP) Simple Minds (4/7) David Bowie (4/8) ZZ Top (4/9) Hooters (4/10) Katina & The Waves (4/11)
American Eagle (DIR) Mel McDaniel/John Corliee	Pioneers In Music (DIR) Paul Rodgers	The Concert Steve Arrington (WO) Rosanne Cash (4/7) Mary Stuart (4/9) Carl Jackson (4/9)	The Concert Steve Arrington (WO) Rosanne Cash (4/7) Mary Stuart (4/9) Carl Jackson (4/9)
Countdown America With Dick Clark (US) Starship	Power Cuts (GSN) ZZ Top/Juulan Lennon/Van Halen (4/6)	Country Report (WRN) Rosanne Cash (4/7) Rosanne Cash (4/11)	Country Report (WRN) Rosanne Cash (4/7) Rosanne Cash (4/11)
Country Calendar (CW) Conway Twitty/Merle Haggard	Rick Dees' Weekly Top 40 (USP) Robert Tepper	Earth News (WO) Howie Deutch/Mason Adams/Adrian Lyne/Christopher Lambert/Charlie Sheen	Earth News (WO) Howie Deutch/Mason Adams/Adrian Lyne/Christopher Lambert/Charlie Sheen
Country Music Countdown (USP) Steve Warner	Rock Chronicles (WO) Roger Daltrey/John Cougar Mellencamp/Aerosmith	Encore With William B. Williams (WO) 1951: Perry Como	Encore With William B. Williams (WO) 1951: Perry Como
Country Report Countdown With Ron Martin (WRN) Forester Sisters/Reba McEntire	Rock Over London (RI) Clannade	Innerview (IN) Alan Parsons Project	Innerview (IN) Alan Parsons Project
The Countdown (WO) Stephanie Mills/Lisa Lisa	Scott Muni's Tickel To Ride (DIR) Justin Hayward/Rick Wakeman/John Wetton	Line One (WO) Robert Palmer (4/7)	Line One (WO) Robert Palmer (4/7)
Dr.emento (WO) Wally Wingert	Scott Shannon's Rockin' America Countdown (WO) Falco/Robert Palmer/INXS	Live From Gillie's (WO) Bayou City Beats	Live From Gillie's (WO) Bayou City Beats
Future Hits (WO) Howard Jones/Starship	Sinatra Special (CRN) Cole Porter scrapbook	Live From (WO) Walt Disney World (NBCE) Forester Sisters	Live From (WO) Walt Disney World (NBCE) Forester Sisters
Great Sounds (USP) Bobby Vinton	Solid Gold Saturday Night (US) Bobby Vee	Off The Record (WO) John Cougar Mellencamp/Elvis Costello/Honeymoon Suite	Off The Record (WO) John Cougar Mellencamp/Elvis Costello/Honeymoon Suite
Hot Rocks (USP) John Cougar Mellencamp	Soupy Sales' Moldy Oldies (NBCE) Soupy Sales	Off The Record Special (WO) Jackson Browne	Off The Record Special (WO) Jackson Browne
Jazz Show With David Sanborn (NBCE) Earl Klugh	Super Gold (TRAN) Bobby Vinton/Kinks (4/5)	Shoolin' The Breeze (WO) Patti Austin/Bernard Wajntz/"Jellybean" Bentez	Shoolin' The Breeze (WO) Patti Austin/Bernard Wajntz/"Jellybean" Bentez
King Biscuit Flower Hour (DIR) Hooters/Mel McDaniel/John Corliee	That's Love (WO) Heart/Michael McDonald/Andrew McCarthy	Solid Gold Country (USP) Bobby Bare (4/7) April Gold (4/8) David Frazzelli & Shelly West (4/10) Jim Ed Norman (4/11)	Solid Gold Country (USP) Bobby Bare (4/7) April Gold (4/8) David Frazzelli & Shelly West (4/10) Jim Ed Norman (4/11)
Musical! (WO) Don Ameche/"Porgy & Bess"/Isalute to Spring	Top 30 USA (CBSR) April fools	Solid Gold Scrapbook (USP) This week in 1972 (4/8) Early rock & roll giants (4/9) This week in 1966 (4/10) Group members go solo (4/11)	Solid Gold Scrapbook (USP) This week in 1972 (4/8) Early rock & roll giants (4/9) This week in 1966 (4/10) Group members go solo (4/11)

The Week Of

April 7-11	
American Music Magazine With Rick Dees (USP) Simple Minds (4/7) David Bowie (4/8) ZZ Top (4/9) Hooters (4/10) Katina & The Waves (4/11)	American Music Magazine With Rick Dees (USP) Simple Minds (4/7) David Bowie (4/8) ZZ Top (4/9) Hooters (4/10) Katina & The Waves (4/11)
The Concert Steve Arrington (WO) Rosanne Cash (4/7) Mary Stuart (4/9) Carl Jackson (4/9)	The Concert Steve Arrington (WO) Rosanne Cash (4/7) Mary Stuart (4/9) Carl Jackson (4/9)
Country Report (WRN) Rosanne Cash (4/7) Rosanne Cash (4/11)	Country Report (WRN) Rosanne Cash (4/7) Rosanne Cash (4/11)
Earth News (WO) Howie Deutch/Mason Adams/Adrian Lyne/Christopher Lambert/Charlie Sheen	Earth News (WO) Howie Deutch/Mason Adams/Adrian Lyne/Christopher Lambert/Charlie Sheen
Encore With William B. Williams (WO) 1951: Perry Como	Encore With William B. Williams (WO) 1951: Perry Como
Innerview (IN) Alan Parsons Project	Innerview (IN) Alan Parsons Project
Line One (WO) Robert Palmer (4/7)	Line One (WO) Robert Palmer (4/7)
Live From Gillie's (WO) Bayou City Beats	Live From Gillie's (WO) Bayou City Beats
Live From (WO) Walt Disney World (NBCE) Forester Sisters	Live From (WO) Walt Disney World (NBCE) Forester Sisters
Off The Record (WO) John Cougar Mellencamp/Elvis Costello/Honeymoon Suite	Off The Record (WO) John Cougar Mellencamp/Elvis Costello/Honeymoon Suite
Off The Record Special (WO) Jackson Browne	Off The Record Special (WO) Jackson Browne
Shoolin' The Breeze (WO) Patti Austin/Bernard Wajntz/"Jellybean" Bentez	Shoolin' The Breeze (WO) Patti Austin/Bernard Wajntz/"Jellybean" Bentez
Solid Gold Country (USP) Bobby Bare (4/7) April Gold (4/8) David Frazzelli & Shelly West (4/10) Jim Ed Norman (4/11)	Solid Gold Country (USP) Bobby Bare (4/7) April Gold (4/8) David Frazzelli & Shelly West (4/10) Jim Ed Norman (4/11)
Solid Gold Scrapbook (USP) This week in 1972 (4/8) Early rock & roll giants (4/9) This week in 1966 (4/10) Group members go solo (4/11)	Solid Gold Scrapbook (USP) This week in 1972 (4/8) Early rock & roll giants (4/9) This week in 1966 (4/10) Group members go solo (4/11)
Special Edition (WO) Klymaxx	Special Edition (WO) Klymaxx
Star Trak (WO) Jackson Browne/Dennis DeYoung/Force M.D.s	Star Trak (WO) Jackson Browne/Dennis DeYoung/Force M.D.s
Star Trak Profile (WO) Jermaine Jackson	Star Trak Profile (WO) Jermaine Jackson

COMEDY

Daily Feed (DCA) Contra cola/Quadaff's name misspelled/dog biscuit tampering/1st Ferdinand S&L say something real	Daily Feed (DCA) Contra cola/Quadaff's name misspelled/dog biscuit tampering/1st Ferdinand S&L say something real
Laugh Machine (PRN) Rich Little/Robert Klein/Skip Stephenson/Steve Martin/Henry Youngman	Laugh Machine (PRN) Rich Little/Robert Klein/Skip Stephenson/Steve Martin/Henry Youngman
Live From The Improv (DIR) Monica Piper/Steve Smith/Joanne Deering/Mark Schiff/Max Alexander	Live From The Improv (DIR) Monica Piper/Steve Smith/Joanne Deering/Mark Schiff/Max Alexander
National Lampoon's True Facts (SLP) Horse sense/take this job and shove it/fishy brew/sober pup/grab your mate	National Lampoon's True Facts (SLP) Horse sense/take this job and shove it/fishy brew/sober pup/grab your mate
Party Drop-Ins (ASR) Cold shower/motion sickness/party contest/yuppie wear/Peter Swain, party spy	Party Drop-Ins (ASR) Cold shower/motion sickness/party contest/yuppie wear/Peter Swain, party spy
Radio Hotline (ASR) Do you wear headphones?/I died and lived/I'm weak/I'm saying "hello"/bumper stickers	Radio Hotline (ASR) Do you wear headphones?/I died and lived/I'm weak/I'm saying "hello"/bumper stickers
Stevens & Grdic's Comedy Drop-Ins (ASR) Federal excess/Lucile Loule's used cars/pet shop/climbing the stairs/profiles in professionalism	Stevens & Grdic's Comedy Drop-Ins (ASR) Federal excess/Lucile Loule's used cars/pet shop/climbing the stairs/profiles in professionalism
United Spots Of America (ASR) Songs that didn't make it/three guys named Bobbie/gym sock/general soap/opera promo	United Spots Of America (ASR) Songs that didn't make it/three guys named Bobbie/gym sock/general soap/opera promo

GENERAL INFORMATION

Computer Program (PRN) I-O ports/printers/modems/networks	Computer Program (PRN) I-O ports/printers/modems/networks
Ed Busch Talk Show (AP) Nutrition/John Birch Society (3/29) Artificial intelligence/sleeping habits (3/30)	Ed Busch Talk Show (AP) Nutrition/John Birch Society (3/29) Artificial intelligence/sleeping habits (3/30)
NBC Extra (NBC) Baseball '86	NBC Extra (NBC) Baseball '86
News Blimp (PRN) NOW/street lights/cigarette imagery/Nina-mania/blue collar writers	News Blimp (PRN) NOW/street lights/cigarette imagery/Nina-mania/blue collar writers
Sound Advice (PRN) Stereo separation/AM stereo/sealing/tuners	Sound Advice (PRN) Stereo separation/AM stereo/sealing/tuners
Waldenbooks Review (WO) Shana Alexander/Ginny Foat/Patti Davis "The Great Getty"	Waldenbooks Review (WO) Shana Alexander/Ginny Foat/Patti Davis "The Great Getty"



AGAINST ALL OZ — Ozzy Osbourne recently stopped by MJI Broadcasting's New York studios to tape a "Metalshop" and strangle the show's producer Hillary Ford. He also posed for a new passport photo.

American Focus

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Caspar Weinberger

Barbara Walters

Lucille Ball

Bill Murray

George Bush

Carl Sagan

Pete Rose

Gary Hart

Tom Brokaw

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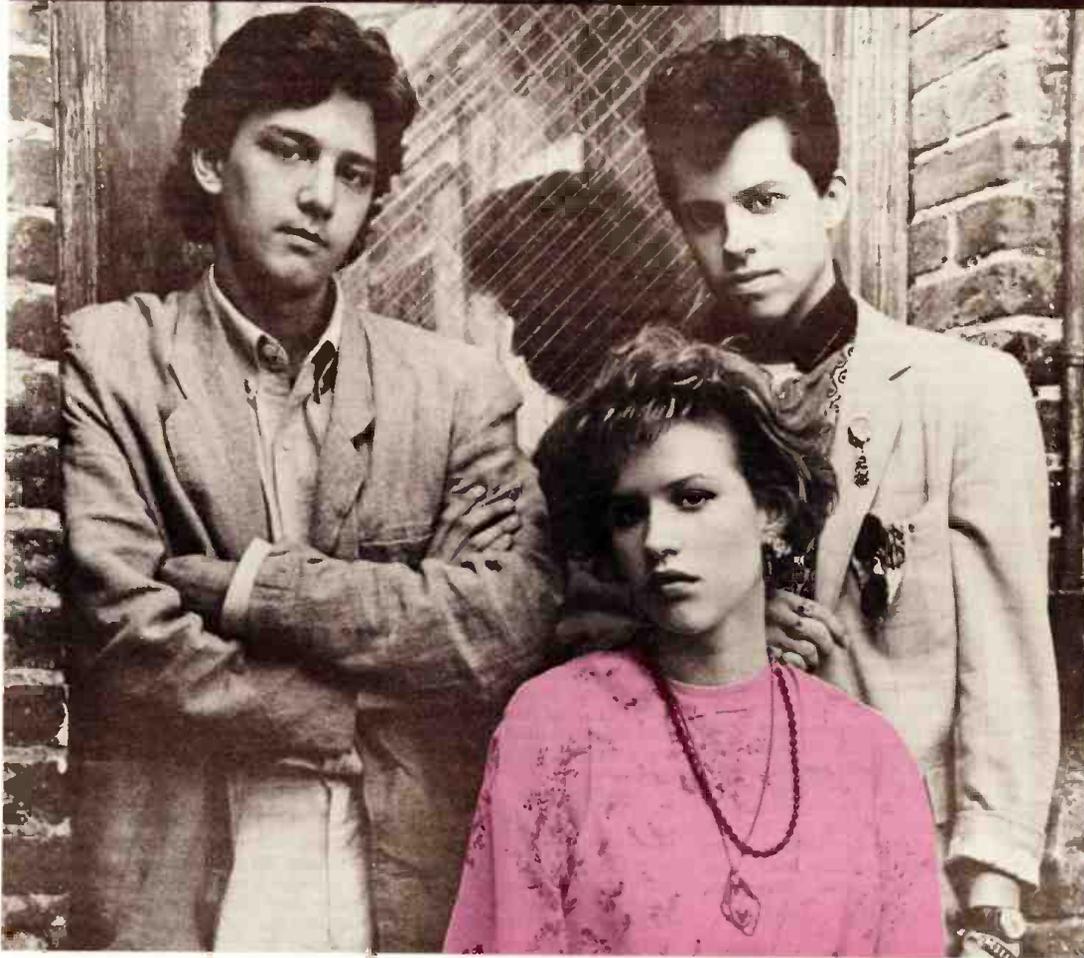
KVIL	WNBC	WBAL	KIRO
B94	KMBQ	WFBQ	WIOQ
WSOC-FM	WTIC-FM	KEZO	Y106
WWJ	WGCL	WRAL	KDWB
KFRC	WKSJ-FM	PRO-FM	WHO

SP-5113

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 Produced by Orchestral Manoeuvres In The Dark with Tom Lord-Alge *Vega*

The Psychedelic Furs "Pretty In Pink" (AM-2826)
 Produced by The Psychedelic Furs and Charles Harrowell

Suzanne Vega featuring Joe Jackson on piano "Left Of Center" (SP-17372)
 Produced by Steve Addabbo and Arthur Baker

New Order "Shell-Shock" (SP-12174)
 Produced by John Robie



Pink Is Turning Platinum.

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You're In Charge; Are You In Control?

By Norman Goldsmith

If someone were to ask you how good your sales staff is, how would you answer? Most sales managers would probably say that it's good. After all, what else can they say? "It's bad, but so what?" or "It's lousy because I just can't hire and train very well" or "It's terrible, but I can't seem to control them, so I guess I can't cut it as a sales manager." Sure they would.

Then when asked about the salespeople, they might say something like this, "Well, I've got a couple of heavyweights, a few hitters, some killers, a street-fighter, and two rookies." Dig a little deeper and you might hear, "One of my heavyweights is terrific, but the other one is a little hard to manage. Hates paperwork, won't make new business calls, and argues about everything. But he's the top biller and does a good job in his agencies, so what can I do?"

"Most of my hitters are great, but one is getting to be the heavy-weight. If she weren't the number three biller, she'd be history. But I'll live with it. I've got more to worry about than her. My killers are super, well, two of them are anyway. One is starting to get fat and lazy. He wants more accounts, but won't work like he used to. He thinks he's paid his dues. I've got my eye on him, and if he doesn't shape up in the next six months, he's out of here."

"One of my rookies will be a heavyweight, hitter, killer, street-fighter (pick one), but the other one is on probation. She can't seem to close, and I don't think she'll make it. I wish I had more time to spend training them, but you've gotta be where the bucks are. It's tough for rookies here. All the good agencies and big accounts are assigned, so they basically just have the yellow pages. But that's how I started and I did all right, so I'll see if they've got what it takes. I've got the best houses in town. Nobody outsells us."

Guess what, he's probably right. Nobody does outsell him, but what kind of commentary is that about our business? This guy's competi-

tion isn't the other radio stations in town, it's all the advertising dollars in town. Nobody has to outsell this turkey, he's outselling himself. More to the point, he's conning himself and underselling his conscientious salespeople and his station.

What's a heavyweight? Andre the Giant is a heavyweight, not some guy who's inherited the top list because he's been there five years and the other four people who were there when he started got hit by trucks. And he has managed to increase it by 5% a year, but what does he care because he's making sixty-two five without breaking a sweat. (P.S. As the sales manager you're accountable for increasing billing on the station by 17% a year. Does he care? Should he?)

Hitters? Louis and Marciano were hitters, but not every salesperson who gets 30% of a radio budget that's only 5% of the advertising budget in the first place. Killers and streetfighters? They're great in Beirut, but this is Denver, so who's kidding whom?

If you want to call some of these hotshot salespeople killers or hitters or psychotic black belt Nazi Iranian terrorist assassins, that's fine. But let's keep things in perspective. Let's look at what salespeople do, not just what they bill. Let's talk about what they create, not just what they write; what they earn, not just what they get.

The Ideal Salesman

Are there great salespeople out there? You bet there are. A lot of them. They work hard and smart. They plan and are organized. Do they love systems and paperwork? No, but they understand it's part of their business so they do

what you ask. They think and act like businesspeople. They are respected in the advertising community and in the station. They are on time for meetings and contribute positively to them.

These outstanding salespeople cover all of the marketplace, not just their lists. They get new business because the station needs it and they need it. They get the tough orders, and get the rate, the spread, and the share the station needs without giving away the store in merchandising and promotions. When you have a sales contest, they compete not just for the money but because you need them to.

They help all the other salespeople, particularly the newer ones. In short, they are PROFESSIONALS. These are the real heavyweights. Please don't insult them by even using the same terminology you use for the other big billers who think they have it made now, and are just looking for a warm place to sleep.

Should you expect each of your salespeople, particularly the ones making the most money, to have all of the aforementioned qualities? Certainly. Why should you expect less? Look around. How many of your four top billers fit the description? If the answer isn't "all of them," if you have any salespeople who should be arrested for grand larceny everytime they pick up a paycheck then think about this. If your top salespeople aren't really helping you, they're hurting you.

Managing The Sales Manager

Believe it or not, there are actually some sales managers who justify problem salespeople by rationalizing: "I know he won't do the things I need, but look at his billing. He makes up for it there. Besides, I don't have anyone who's ready to take over his top shops, and there's nobody in town I'd want that I could get without having to guarantee the world. So on balance he's really not hurting

me that much, and I don't need any more turnover right now."

I hope none of that sounds remotely familiar to you. If by chance it does, then consider a few questions. One, are you really, honestly in control of the sales operation? Two, are you managing or being managed? Three, are you willing to live with mediocrity and bet your future on it?

If all your salespeople, particularly the top three or four billers, aren't making the effort you need in the areas of new business development, selling all the inventory, and getting the rates you require, then you may very well not be in control. It's quite possible you're being managed rather than managing.

Why all of the salespeople? Why not? Why the emphasis on the top billers? They're the only ones you have trouble with, because people who aren't top billers are easy to deal with, aren't they? So just how much billing earns a salesperson the right to manage the sales manager? To choose not to develop new business? To refuse to sell all the inventory? To resist systems and reportage? To be a negative influence on the sales staff? Well, for any one salesperson to earn those rights, he or she had better be billing a lot more than everyone else combined. Because the negative impact on everyone else is going to be very expensive.

1+1=3

A lot of sales managers don't seem to realize the true cost of the big billers who are management problems. They're a cancer in the department, undermining morale and respect for management. Their true cost is incalculable for several reasons. First, they have a demotivating effect on the others, particularly the newer salespeople who see them making a lot of money for doing it their way rather than yours.

Second, they're sitting on top of major agencies and accounts without developing anything new.

They're skimming the cream. This restricts your options in terms of bringing in proven new people or moving up mid-level ones. Imagine what you could do by dividing that list up among two aggressive salespeople. You'd probably find that one plus one is three.

Third, you run the risk of losing some of your good young people who see their upward mobility at the station blocked by a fat cat or two who isn't going anywhere and controls everything. Fourth, your options in account assignment may in reality be controlled by the top billers because of what they tell you they need to make to stay and the accounts you have to let them have to make it. This wouldn't be so bad if these top billers were contributing in all areas, but we're talking about those who don't.

Fifth, and maybe most important of all, at what point is the general manager, group head, or owner going to start questioning your managerial judgment when one or more of your top-dollar makers are guilty of this kind of behavior and performance? I'm always amazed to see sales managers defend salespeople who, with no apparent remorse, are having a negative impact on that sales manager's earnings, potential upward mobility, and future with the company.

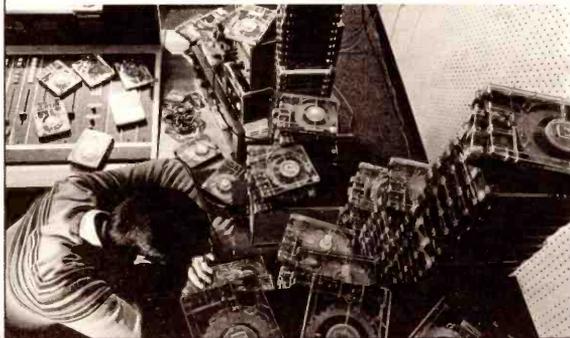
Maybe you're fortunate enough not to have anyone like this on your staff. Count your blessings. If on the other hand, some of this strikes home, what should you do about it? The first and most important step is to qualify the salespeople in terms of effort, attitude and real contribution. We'll look at some ways to do this in a subsequent article.

Look closer at your top billers. Are they all certified heavyweights, or is it possible that you have a deadweight or two hiding in the crowd?

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HARVEY MEDNICK

THE FIRST YEAR IS THE HARDEST

Looking Back With Pleasure

I'm a great fan of "synchronism." That's when you get stuck in the middle of doing something, and a solution pops up as if by magic at the exact same time. When I sat down earlier this week, I was suffering from a minor case of writer's block. But I figured that was to be expected after a year of ferreting out topical issues and meeting deadlines.

Then synchronism kicked in. How about a look back over the first year of this column? Let me begin this trip down memory lane by telling you first how much I really enjoy writing this column and sharing my thoughts and those of my marketing, promotion, and advertising peers.

Proudest Moment

There's no doubt that one of last year's proudest moments came when 8000 radio stations simultaneously aired "We Are The World" on Good Friday. There was a spirit of cooperation and fellowship I've never before experienced during my 25 years in the broadcasting industry. From a marketing perspective, it was a clear example of how a good idea knows no bounds or restraints. It was not AM or FM, rock & roll or Beautiful Music, live or automated. It was simply a way to signify support for a project of

"There seems to be a real lack of skilled promotion directors . . ."

—Rick Sklar
R&R 5-10-85

universal value and benefit. That radio broadcast's popularity also prompted other simulcast projects, among them Martin Luther King Jr.'s speech, Merle Haggard's Farm Aid song, and the Canadian African Relief tune.

Controversy

An interview with Rick Sklar about the promotion director shortage he was encountering in his newly-formed consultancy spawned some controversy. He contended that it's critical for the promotion director to report directly to

the GM and not be a subordinate of the PD or GSM. (I concurred then and do now.)

Not surprisingly, PDs responded that if they were responsible for on-air promotion, then the promotion director should be part of their department. On-air contesting is certainly one small element of the promotion director's responsibilities, but it shouldn't be the basis by which the job is positioned. Following that line of reasoning, the promotion director should report to the GSM because he produces one-sheets and sales packages — and so on down the line with almost everyone at the station. The controversy continues. I recently talked to a couple of managers: one manager's promo person reported to the PD and the other to the GSM. We'll continue to strive toward a direct line reporting status.

Cloudiest Picture

The hands-down winner in this area is direct mail.

Nothing I've written about has as many forks in its rocky road to success/failure. It seems that at every decision point in the formulation of a campaign, you have a choice to make. Do I mail to resident or by name? Do I employ a response card and callout names or use numbered tickets? Do I coupon in the piece or not? Well, you get the idea.

The problem is further compounded by the results. Some stations claim few or no measurable results; others have enjoyed great success. Some feel the promotion is extravagant; others say it's priced fairly for the number of pieces you need to distribute in the market.

BPME picked up the ball and has scheduled a panel on the subject during the upcoming Dallas seminar in June. I have been asked to participate together with several users/suppliers, and will report the panel results to you. If you have any questions for either side to address, let me know.

The Cause

Everyone should have a cause; it can help you make a difference. And, by making a difference, you reinforce your own worth. As the Image & Marketing Editor, my cause has been to achieve greater recognition for the promotion/marketing/creative services director

and the valuable part he or she plays in a station's overall success.

There's a double-edged situation in our industry: New promotion directors aren't being hired and when they leave, they aren't being replaced. This situation will cease to exist if the true value of an in-house marketing/advertising person is realized.

One way we can work from within to rectify this positioning problem (isn't it ironic that the persons responsible for positioning should be the prime victims) is to actively support BPME. It's unrealistic for us to expect the organization to help when we can only muster 123 representatives (from a total population of over 2000) to attend the annual seminar.

After talks I've had with the last two BPME presidents (Lee Pockock/Beryl Spector) and the membership director (Lance Webster),

"USA For Africa didn't hit high gear until radio staged the Good Friday broadcast of 'We Are The World.'"

—Ken Krage
R&R 9-27-85

I strongly believe they want to do more for radio. I've seen the agenda for the 1986 seminar, and there is more planned for radio. In return we must do more and double our radio attendees. If you have any thoughts about this, please let me know so I can pass it along to the appropriate BPME people.

The Most Fun

This category ended in a tie. It seems the readers may have had as much fun looking at my picture as they did reading the subject matter. During face-to-face meetings many of them have commented, "You look just like the little sketch on the top of the page." I leave it to you to decide whether or not that's a compliment.

I had the most fun writing my first annual "letter to Santa Claus." I'd be delighted to include your wishes and names on this year's letter. Just drop me a line about the gift you'd like jolly old St. Nick to leave under your tree.



Remember, this is your column. If there's a topic you'd like to see discussed, let me know. I thank you for the positive support and encouragement you've given me during 1985. And I'm indeed looking forward to my second year as the Image & Marketing Editor.

DATELINES

1986

April 13-16
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 19
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
Greenbriar, White Sulphur Springs, WV

May 21-25
American Women in Radio and Television's 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 26-27
Atlanta Radio Forum '86
Burkhardt/Abrams/Douglas/Elliott & Associates programming conference.
Atlanta

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

ONE YEAR AGO TODAY

- Richard Sands PD at KITS/San Francisco
- Donna Brake R&R A/C Editor
- Lorraine Golden WNIC/Detroit GM
- Chick Watkins KOY/Phoenix OM
- #1 CHR: "One More Night" — Phil Collins (Atlantic)
- #1 AC: "One More Night" — Phil Collins (Atlantic) (2 wks)
- #1 BIU: "Be Your Man" — Jesse Johnson's Revue (A&M)
- #1 Country: "There's No Way" — Alabama (RCA) (2 wks)
- #1 AOR Track: "Forever Man" — Eric Clapton (WB) (2 wks)
- #1 LP: "No Jacket Required" — Phil Collins (Atlantic) (2 wks)

FIVE YEARS AGO TODAY

- Joe Parish VP/GM WPLJ/New York
- Jack Patterson PD WBMX/Chicago
- #1 CHR: "Kiss On My List" — Hall & Oates (RCA)
- #1 AC: "What Kind Of Fool" — Streisand & Gibb (Columbia)
- #1 BIU: "Being With You" — Smokey Robinson (Tamlam/Motown) (2 wks)
- #1 Country: "Old Flame" — Alabama (RCA)
- #1 LP: "Arc Of A Diver" — Steve Winwood (Island) (2 wks)

TEN YEARS AGO TODAY

- Chuck Morgan PD WLCY-FM/Tampa
- Rick Carrol PD KEZY/Anaheim
- #1 AC: "Lonely Night" — Captain & Tennille (A&M) (2 wks)
- #1 BIU: "Disco Lady" — Johnnie Taylor (Columbia) (5 wks)
- #1 Country: "You'll Lose A Good Thing" — Freddy Fender (ABC/Dot)
- #1 LP: "Comes Alive" — Peter Frampton (A&M) (2 wks)



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KEN BARNES

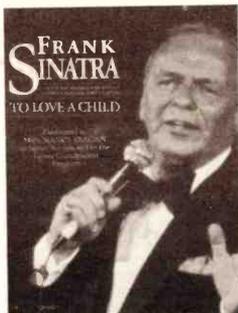
ON THE RECORDS

REVIVED LABELS, PT. III

Reprising Reprise A Quarter-Century On

Third in this series of restored record labels is Reprise, now relaunched by Warner Bros. for artists like A-Ha, Dream Academy, and Dwight Yoakam. Reprise was home for some of the WB family's most successful acts in the '60s and early '70s.

It was founded by Frank Sinatra around the turn of the '60s as a vehicle for his own recordings and those of friends and family: Dean Martin, Sammy Davis Jr., Nancy Sinatra. Other early artists included Soupy Sales, Count Basie, the Chiffons (pre-"He's So Fine"), Jimmy Griffin (who would go on to Bread), Dodgers pitcher Don Drysdale, and the Trustin Howard Players, with their novelty "Disc Jockey Meeting," a subject rarely covered in song.



One of the last Reprise records before the revival

Reprise was not exactly a hit-making machine (for singles) in its early days, with Davis scoring a hit with "What Kind Of Fool Am I" in 1962 and Trini Lopez starting a string of hits in 1963. Former hit acts Dorsey Burnette, Ral Donner, Donnie Brooks, and Thurston Harris did not recapture their form.

Jack Nitzsche, then known for arranging Phil Spector's records and later for his film score work, did have a moderate hit in 1963 with "Lonely Surfer," but hot rod/surf records by the Timers ("No Go Showboat") and Mike Curb were not hits, nor were a couple of excellent girl-group records by the Rev-Lons and Pat Powdrill.

In 1964 Reprise signed a local duo named Caesar & Cleo, who changed their name to Sonny & Cher and had an L.A. hit with "Baby Don't Go" before going to Atco for a national fame. There was also a su-

persession of super session singers posing as Hale & The Hushabeyes on a fully-Spectorized version of "Yes Sir That's My Baby," and a foray into latino East L.A. rock with the Blendells' "La La La La La."

But this was the time of the British invasion, and Reprise landed one of the big acts, the Kinks. Starting with "You Really Got Me" in summer '64, the Kinks contributed hits through mid-1966, came back in 1970 with "Lola," and stayed with the label until 1972.

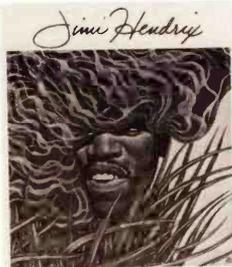
Reprise dabbled a bit more in British signings, but while Sandie Shaw had a couple of hits, the Rockin' Berries and the Riot Squad failed to emerge. Meanwhile, the label was still a potpourri of styles, with girl groups like the Blossoms (featuring Darlene Love, who also had a solo single on Reprise) and the Paris Sisters; Detroit garage rockers like the Underdogs and the Spikedrivers; L.A. area garage rockers like the Road Runners, the Dovers, and Ernie & The Emperors, who later went on to near-superstardom in Santa Barbara as Ernie's Funny's (sic) and then the Giant Crab; past hitmakers like Brook Benton and Bobby Rydell; and showbiz types like Tammy Grimes.

Hits came from showbiz scions Dino, Desi & Billy (Martin, Arnaz, and Hinsche, whose father wasn't a star but did live near the other two), Nancy Sinatra (whose "These Boots Are Made For Walkin'" came over four years after her label debut), and the ever-memorable Electric Prunes with "I Had Too Much To Dream Last Night."

The Electric Prunes were on the borders of Reprise's graduation into its mature phase, signalled by the signing of psychedelic groups like the West Coast Pop Art Experimental Band and the Jimi Hendrix Experience, who of course became massive album sellers for the label. Randy Newman and Neil Young came aboard in 1968. Reprise signed "progressive" UK bands Family and Jethro Tull, multi-instrumentalists and songwriters like Ry Cooder and Allen Toussaint, and rock pioneers Fats Domino and Little Richard.

Hits came from the First Edition (featuring, of course, Kenny Rogers), Norman Greenbaum (whose first Reprise single was as "Dr. Norman Greenbaum," a reference to his earlier band, Dr. West's Medicine Show & Junk Band), and the Vogues, while Joni Mitchell, Arlo Guthrie, and Fleetwood Mac sold albums.

The Beach Boys and Frank Zappa signed distribution deals for their Brother and Bizarre labels, the latter also bringing Reprise such stars as Wild Man Fischer and the Mothers Of Invention. (Zappa later distributed his Disc-Reet label through Reprise, with Tim Buckley and Ted Nugent & The Amboy Dukes among the acts.)



A promotional holiday single from Hendrix

Even through the early and mid-'70s Reprise remained an eclectic mix of artists: Georgie Fame & Alan Price, Mother Earth, Moby Grape (past their prime), Brave Belt (before their prime as BTO), Neil Young's backup band Crazy Horse, former Turtles Flo & Eddie, Pearls Before Swine, composer Jimmy Webb, Goldie Hawn, Captain Beefheart & His Magic Band, Bob Seger (through his Palladium label), Australian sensations Daddy Cool, defied country-rock pioneer Gram Parsons, Emmylou Harris, Roxy Music, Sowith Camel, Jimmy Cliff, Slade, former soul hitmakers Mary Wells and



Jack Nitzsche in a rare pic sleeve appearance.

Very early Nancy, only the 17th release on the label

Barbara Lewis, and the list goes on.

Hits came from the likes of Gordon Lightfoot and John Sebastian, T. Rex and Maria Muldaur, Michael Franks and Pratt & McClain ("Happy Days"). Eventually, around 1977 or so, Reprise was folded into WB and used only occasionally for Sinatra or Neil Young releases. Now it's back and hoping to reprise the same sort of success and artistic vision that it maintained for so many years.

"Harlem Shuffle" History

"Harlem Shuffle" is an interesting choice to revive. In America it was kind of a minor pop hit, big R&B hit, performed by Bob & Earl and released in late 1963. In England it became one of those hip soul records for in-the-know scenemakers, much like the Valentinos' "It's All Over Now" or Solomon Burke's "Everybody Needs Somebody To Love," both of which the Stones covered practically instantaneously. But what's another 22 years when you're having fun?

Bob & Earl were an interesting pair as well. Earl also recorded as Earl Cosby, Jay Dee (under the sponsorship of Barry White), and, most notably, as Jackie Lee, creating the 1965 dance sensation "The Duck" (another good Rolling Stones cover possibility).

Bob recorded as Bob Relf and Bobby Garrett, and is widely claimed to have been Robert Byrd, who had a number of hits as Bobby Day ("Rockin' Robin") and also masqueraded as the Hollywood Flames ("Buzz Buzz Buzz").

"Harlem Shuffle" was covered widely by British and American acts, but for some reason the only

one that comes to mind is one by the Pack from Michigan, after they parted with Terry Knight but before they became Grand Funk.

Greenfield In Memoriam

Howard Greenfield, best-known as Neil Sedaka's longtime songwriting partner, died recently. Looking back, he had quite a remarkable run of hits, dating from the first songs he wrote in the '50s to successful records in the '80s.

Among the first group were "Stupid Cupid" and "Where The Boys Are," written with Sedaka for Connie Francis, plus Connie's "Everybody's Somebody's Fool," co-written with one of his many other collaborators. He cowrote most of the first generation of Sedaka hits: "Breaking Up Is Hard To Do," "The Diary," "Oh Carol," "Happy Birthday Sweet 16," "Calendar Girl." With Carole King he wrote the heartrending Everly Bros. ballad hit "Crying In The Rain," and he also cowrote "It Hurts To Be In Love" by Gene Pitney, "Venus In Blue Jeans" by Jimmy Clanton, "Foolish Little Girl" by the Shirelles, and "Charms" by Bobby Vee.

Teaming up with Sedaka during the latter's '70s renaissance, Greenfield collaborated on "Love Will Keep Us Together" and the later Captain & Tennille hit "You Never Done It Like That." He also cowrote Air Supply's "Two Less Lonely People In The World."

Spanning nearly 30 years, Greenfield wrote for scores of other artists as well. He leaves us with quite a legacy.



A look at the Reprise label, exemplified by Sonny & Cher's "Walkin' The Quetzal." Sonny Bonò had a fetish for these colorfully-plumed Central American birds, and they could be found on the flip sides of several records he performed on or produced.

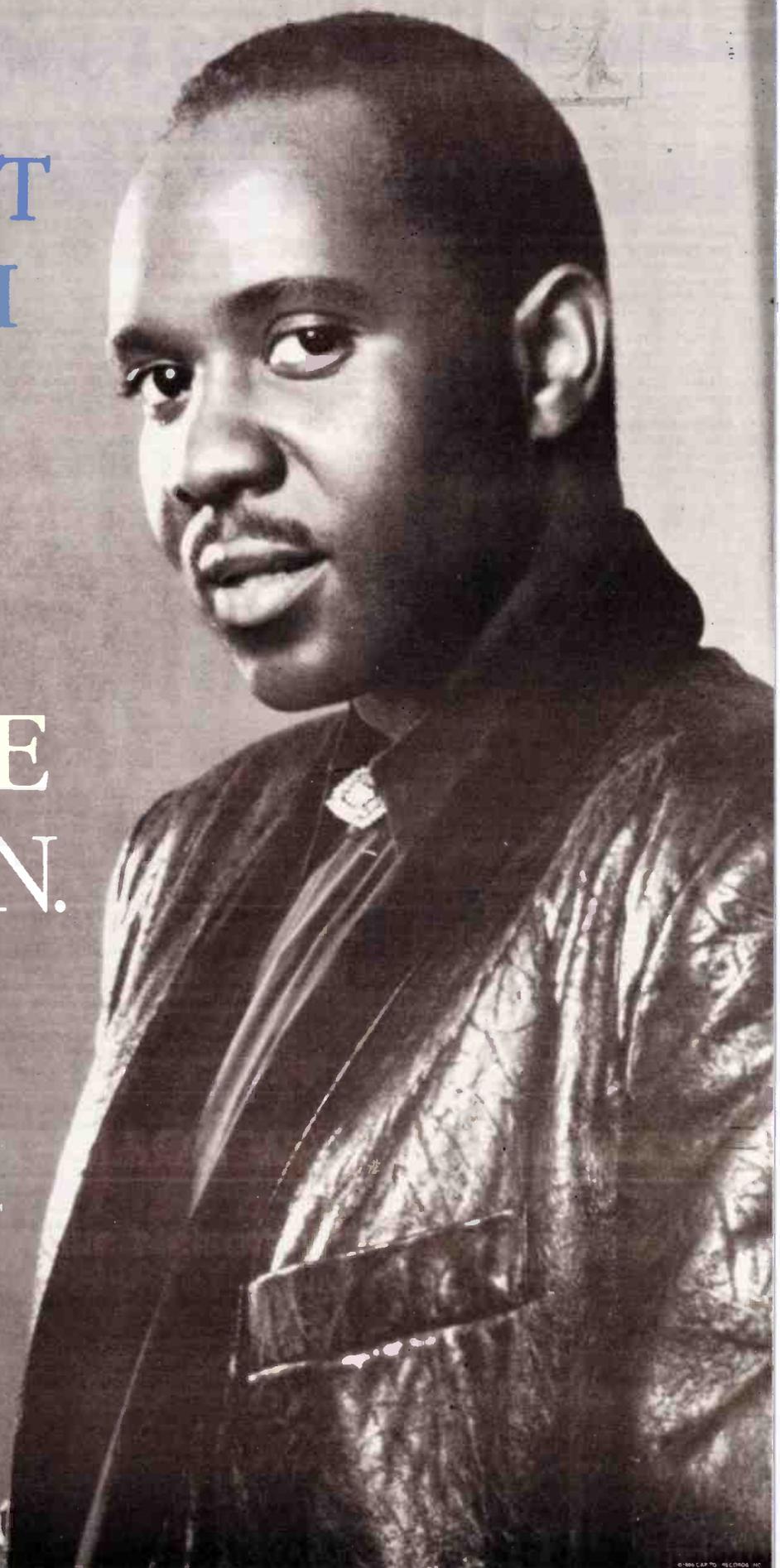
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THE BOOKSHELF

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372) THE BIG BEAT. CONVERSATIONS WITH ROCK'S GREAT DRUMMERS. Max Weinberg. Weinberg, drummer with Springsteen and the E Street Band since 1974, has written an insightful tribute to 14 premier rock drummers. The drummer-to-drummer interview format offers compelling and distinct perspectives on a wide range of subjects, with lots of behind-the-scenes views. 197 pp.(P) \$9.95

345) THE PROGRAM DIRECTOR'S HANDBOOK. Bob Paiva. The author strips away mystique and misinformation to provide a wealth of practical information and thoughtful examination of the program director's functions, the creative, the administrative, and the profit-making responsibilities, as well as special talents required for success. 162 pp.(P) \$9.95

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341) AN INSIDERS GUIDE TO ADVERTISING MUSIC. Walt Woodward. An excellent reference for advertising music professionals which goes right to the heart of the jingle industry. Detailed, informative, and insightful, it covers how and why music works in advertising, when and how to use it, and all crucial elements of production for quality radio and TV campaigns. 126 pp.(H) \$14.95 Optional cassette \$5.95 extra

306) THE PLATINUM RAINBOW. Bob Monaco, James Riordan. The best book on approaching the music industry rationally and realistically, it includes sections on self-promotion and finding a manager, producer, agent. Complete analysis of rehearsals, the stage, the song, the demo or master, studio preparation and recording, the deal, record labels, radio, charts, critics, etc. With directories. 240 pp.(P) \$9.95

202) SMALL STUDIO VIDEO TAPE PRODUCTION. 2ND ED., J. Quick & H. Wolff. A thorough grounding in professional production standards which goes step by step through the video tape process from program planning to post-production. Contains advice on purchasing equipment and practical suggestions on staffing and budgeting for the small studio producer. 234 pp.(P) \$9.95

161) 1985 PROFESSIONAL AUDIO BUYERS GUIDE. SIE Publishing. This audio product reference yearbook profiles thousands of products from scores of manufacturers. It is indexed both by brand and generic names for instant accessibility, including model numbers, pictures, features, technical specifications, and retail prices for comparison. 178 pp.(P) \$14.95

141) PRACTICAL GUIDE FOR CONCERT SOUND. Bob Heil. Covers the fundamentals of pro sound reinforcement, efficient speaker enclosures, mixers and equalizers, digital delays, compressors, limiters, microphones, hardware, and construction tips. 141 pp.(P) \$10.00

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SEAN ROSS

Charo & Other April Fools Jokes

MONDAY, MARCH 31

1967/Let me stand next to your guitar: At a London concert, Jimi Hendrix lights his instrument on fire on stage for the first time.

1969/John Lennon's "Rape (Film No. 6)" is world-premiered on Australian National Television.

1977/Charlene releases what was probably the only tribute record to Freddie Prince, "Freddie," with a verse in Spanish, is the single before the first version of "I've Never Been To Me."

1982/A year and a half after their last studio LP, the Doobie Brothers announce their breakup.

1985/CJMF/Quebec City, ordered off the air for illegally running a CHR format on FM, goes dark for a few months... then returns as CHR again.

Birthdays: Herb Alpert 1935.

TUESDAY, APRIL 1

1980/KEZY/Anaheim creates a "War Of The Worlds"-type invasion of Orange County by Martians who sink the "Queen Mary" and eventually demand that KEZY's signal be boosted so they can hear the station at home.

1983/A Phoenix policeman fires blanks at then-KZZP morning man Dave Otto as an April Fool's Joke and is fired.

1984/Marvin Gaye is shot to death by his father one day before his 45th birthday.

1985/WNIC/Detroit demands that listeners either return their prizes from the station or pay for them.

WMMR/Philadelphia stages its first annual "Louie Louie" parade.

Birthdays: Mark White (ABC) 1961, Rudolph Isley 1939.

WEDNESDAY, APRIL 2

1969/Marvin Gaye's "Too Busy Thinking About My Baby," by then several years old, is released as a single. The flip side is the pre-Paul Young "Wherever I Lay My Hat."

1976/RKO announces its plans to use KFRC-FM/San Francisco (now KMEL) as an "all-record research" station with constant Top 20 countdowns.

1976/You might want to recreate most of this as a fantasy concert: tonight's "Midnight Special" lineup includes the Bee Gees, Earth Wind & Fire, KC & the Sunshine Band, Gwen McCrae, and Charo.

1976/After David Bowie's arrest for marijuana possession in Rochester, NY, WBFF runs a "Bring Back Bowie" weekend where the signal to win is the sound of clinking jail doors.

Birthdays: Emmylou Harris 1948, Larry Coryell 1943, Keren Woodward (Bananarama) 1961, Leon Russell 1941, Chris Steffler (Platinum Blonde) 1959. Marvin Gaye would be 46.



Jan Berry, Major Lance, Gail Davies, Emmylou Harris

THURSDAY, APRIL 3

1969/A month after exposing himself to Miami, Jim Morrison surrenders to the FBI for interstate flight to avoid prosecution by Florida authority.

1979/Jimmy Carter submits a bill to ban newsroom searches.

1979/Kate Bush makes her live debut at the Liverpool Empire.

1981/R&R reports that Burkhart-Abrams is ready to launch the 24-hour live programming Country/AC services that eventually become Satellite Music Network.

Birthdays: Jan Berry 1941, Richard Thompson 1949.

FRIDAY, APRIL 4

1968/Bobby Goldsboro's "Honey" is awarded a gold record.

1974/A Diana Ross record you might not have heard, "Sleepin'," in which the narrator's heroin-addict boyfriend dies of an overdose in the last verse, was released today.

1975/R&R reports that Randy Bachman has secretly planted a roadie at BTO's live shows to catch his guitar when he throws it into the audience.

1980/"Phantom 309"/"Teddy Bear" singer Red Sovine dies in a car crash. Every now and then, at the same intersection, some hitchhiker reports Red giving them a ride and a dime for a cup of coffee.

Birthdays: Dave Hill (Slade) 1953, Major Lance 1941, Steve Gatlin 1951, Gail Davies 1948.

SATURDAY, APRIL 5

1974/As promotion for Al Green's "Let's Get Married," PDs at KJR and KING/Seattle both get telegrams announcing their marriage to a woman who then arrives eight months pregnant with champagne, a cake, and a marriage license.

1976/Canned Heat's Bob Hite dies of a heart attack.

1982/Record World, the third "slick" trade, files for bankruptcy.

1985/Big hits from films about male strippers dept: Bryan Adams's "Heaven" finally becomes a single, a year after its inclusion in "(A Night In) Heaven."

1985/"We Are The World" is played simultaneously by more than 5000 radio stations. It goes #1 CHR the same day.

Birthdays: Agnetha Faltskog 1950.

SUNDAY, APRIL 6

1974/Waylon Jennings "air-jacks" WNCR/Cleveland (now WGAR-FM) to raise money for victims of the Xenia, Ohio tornado.

1979/Rod Stewart and Alana Hamilton are married.

1979/The Kenny Rogers & Dottie West version of "All I Ever Need Is You" goes #1 Country.

1982/Stevie Wonder and Motown announce a new eight-figure contract.

1984/The remix, previously a factor in B/U radio only, gets a new life as Duran Duran's "The Reflex" is finally released as a single. Steve Perry's "Street Talk" also comes out on this day, as does Rick Springfield's "Hard To Hold" movie.

Birthdays: Merle Haggard 1937.

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MUSIC BUSINESS SYMPOSIUM

at the Ambassador Hotel, Los Angeles, Calif., May 2nd-4th

KEYNOTE SPEAKER: CLIVE DAVIS President, Arista Records

FRIDAY, MAY 2

A & R: TRENDSETTERS OR FOLLOWERS (BMI sponsored)

Moderator: Howie Klein — 415/Columbia Records
 Paul Atkinson — RCA Records
 Gary Gersh — Geffen Records
 Steve Moir — MCA Records
 William Hein — Enigma Records
 Eddie Lambert — Motown Records
 John Guarnieri — EMI Records
 Alby Galuten — producer
 Jeff Eyrich — producer
 Ron Oberman — Columbia Records

AGENTS & PROMOTERS:

Moderator: Claire Rothman — The Forum
 Jay Marciano — Universal Amp.
 Larry Larson — mgr., Kenny Loggins
 Steve Rennie — Avalon Attractions
 Alex Hodges — I.C.M.
 John Baruck — mgr., R.E.O. Speedwagon, Survivor
 John Huie — H-1 Agency
 Andrew Hewitt — Niederlander
 Ian Copeland — FBI

THE SONGWRITER/PUBLISHER RELATIONSHIP (BMI sponsored)

Moderator: Ron Anton — B.M.I.
 Bobby Hart — songwriter
 Tony Haynes — songwriter
 Glenn Friedman — Music Umbrella
 Bruce Roberts — songwriter
 Lionel Conway — Island Music
 Allee Willis — songwriter
 Dale Kawashima — Dale Kawashima Music
 Martin Page — songwriter
 Jay Morgenstern — Warner Bros. Music

MERCHANDISING

Moderator: Mark Fleischer — atty.
 Ira Socolof — Great Southern
 Al Ross — Virgin Merchandising
 Rob Biniaz — CBS Records, Business Affairs
 Larry Johnson — Nice Man Merchandising
 Wendy Dio — Niji Management
 Herbie Herbert — mgr., Journey
 John Lemke — FAME Inc.
 Del Furano — Winterland

PRODUCERS: ART versus COMMERCE (BMI sponsored)

Moderator: Allan McDougall — BMI
 Roy Thomas Baker
 Rick Derringer
 Skip Drinkwater
 Al Kooper
 Ray Manzarek
 Tom Werman
 Richie Zito
 Michael Masser
 Michael O'Martian

SMALL VENUE MARKET:

Moderator: Spencer Davis
 Robert Stein — Beverly Theater
 John Harrington — Palace
 Brendan Mullen — Club Lingerie
 Robert Biggs — Slash Records
 Alan Oken — A & M Records
 Paul Goldman — Monterey Peninsula

WOMEN IN MUSIC

Opening meeting of the Los Angeles Women in Music Association addressing its new membership and setting an agenda for the future.

A & R PRIVATE MEETING

A closed door meeting for members of the A & R departments in the major and independent labels.
 — Malcolm McLaren, Guest Speaker

SATURDAY, MAY 3

CORPORATE SPONSORSHIP

Moderator: Gary Firth
 Robin Rothman — Geffen Records
 James Vail — The Vail Company
 Curtis Shaw, Atty.
 R.C. Bradley — VP, Jim Halsey Co.

RECORD MARKETING

Moderator — Spence Berland — Cashbox
 Harold Childs — Qwest Records
 Jeff Gold — A & M Records
 Sandra Gustchen — Enigma Records
 Stix Hooper — Crusaders
 Steve Meyers — MCA Records
 Mike Shalett — Street Pulse Group
 Michael Sembello — Recording Artist

INDEPENDENT LABELS:

Moderator: Eric Greenspan, Atty.
 Billy James — Encore Records
 Lisa Fancher — Frontier Records
 Dave Roeder — JEM West
 Mark Kates — Big Time
 Scott Bergstein — Allegiance Records
 Harold Bronson — Rhino Records
 Craig Sussman — Cypress Records
 Fred Bourgoise — Bug Music

TOUR MANAGEMENT

Moderator: Kim Guggenheim, Atty.
 Gary Smith — Pollstar
 Wade Perry — Fox Productions
 Fred Wolinsky — Laventhol & Horwath
 Steve Mendell — IMC
 Perry Leopold — PAN
 Howard B. Luckman

INDEPENDENT LABEL ASSOCIATION — INTRODUCTORY MEETING

The first public meeting of those independent labels who are proposing the establishment of a trade association aimed at increased benefits and opportunities for the independent record companies.

ALL-DAY SEMINAR — 'MUSIC IN FILM' (Sponsored by ASCAP)

Making The Music Work With The Film.
 Moderator: Lyn Jackson — ASCAP, Dir. Film Music
 Gary LeMel — Columbia Pictures, Senior V.P., Music
 Craig Safan — film composer
 Lee Holdridge — film composer
 Stephen Bishop — recording artist

Making The Deal:

A Different Kind Of Creative Challenge.
 Moderator: Todd Brabec — ASCAP, Western Reg. Dir.
 Ron Gertz — The Clearing House, President
 Ross Schwartz — atty.
 Al Bart — Bart/Milander
 Christie Barnes — ICM

Case Study: The Anatomy Of A Soundtrack.
 Russ Regan — Polygram Records

Talking The Filmmakers Language: The Unique Demands of Writing For Film.

Moderator: Gaylon Horton — Indep. Music Supervisor
 Robin Garb — Disney Studio, V.P., Music
 Stan Milander — Bart/Milander
 Alan Silvestri — composer
 Film Producer, TBA

'CAREERS IN THE MUSIC INDUSTRY'

Kent Klavens, atty.
 Al Schlesinger, atty.
 Bob Monaco, author "The Platinum Rainbow"

SUNDAY, MAY 4

RADIO: REACHING YOUR DEMOGRAPHIC

Moderator: Joet Denver — Radio & Records
 Lee Abrams — Burkhardt/Abrams/Douglas/Elliott
 Harold Gandy — KUTE
 Gene Sandbloom — KJIS
 Tommy Nast — Album Network
 Lee Bailey — Radioscope
 Tom Yates — KKCY (The City)
 Richard Sands —
 John Sebastian — J.S. Inc.

MANAGERS: ISSUES IN THE ARTIST/MANAGER RELATIONSHIP

Moderator: Milt Olin — A & M Records
 Derek Sutton — Stardust Enterprises
 Dave Lumian — manager, Entouchables
 Eric Gardner — Panacea Ent. Mgt.
 Artist TBA
 Peter Paterno — Attorney
 Ron Weisner — Weisner-DeMan
 Trudy Green — Frontline
 Paul Fishkin — Modern Records

PRESS & PUBLICITY

Moderator: Dave Adelson — Cashbox
 Cary Baker — IRS, Dir., Publicity
 Noreen Friend — Entertainment Tonight
 Jeff Silberman — BAM; RockIt.
 Howard Bloom — Howard Bloom Co.
 Mikal Gilmore — L.A. Herald-Examiner
 Danny Sugarman — author,
 "No One Here Gets Out Alive"
 Fran Musso — Chrysalis Records

THE FUTURE OF MUSIC VIDEO

Moderator: Bob Emmer — MGM/UA, Home Video
 Roberta Perry — Edwards Tech.
 Roxy Myzal — V 66
 Steve Leeds — U 68
 Jerry Kramer — Producer
 Glen Goodwin — Producer
 Celia Hirschman — Vis-Ability
 Michelle Peacock — Capitol Records
 Carl Grasso — Cutting Edge

CREATING MUSIC FOR JINGLES

Joe Lubinsky, H.L.C.

THE ROLE OF MUSIC & MEDIA IN SHAPING CULTURE

Dennis Erokian — BAM publisher
 Bob Guccione, Jr. — SPIN publisher

INDEPENDENT PROMOTION:

Due to the recent controversies in this area, the relevant topic will be announced closer to the date.

A & R PUBLISHERS (All Day)

One of the services provided by the Symposium for professionals in the industry is the closed door meeting format, including this all-day series of meetings between A & R personnel and representatives from the major publishing companies.

A & R: WHAT THEY LOOK FOR

Moderator: Kevin Odegard — NAS
 Steve Buckley — Motown Records
 Ritch Esra — Arista Records
 Neil Portnow — EMI Records
 Stephen Powers — Capitol Records
 Tom Sturges — Chrysalis Music
 Alan Melina — Famous Music

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RECORDS

NARM CONVENTION REPORT

Bread And Butter Of Retail

Music regained the dominant role at the 1986 National Association of Recording Merchandisers (NARM) convention, after a couple of years of being upstaged — or so it seemed — by home video. Keynote speeches, panel sessions, product presentations, and cocktail talk throughout the March 7-10 event in Los Angeles focused mostly on music business issues. The mood wasn't entirely harmonious, but it was generally upbeat.

Most record manufacturers and retailers present seemed to feel that second and third-quarter releases will chase away the first-quarter blues. And the growth of the compact disc continues to fuel excitement at just about every level of the industry, despite short-term supply problems. As one speaker noted, "We have a configuration here that has essentially allowed us to do what other industries would love to be able to do: reinvent the wheel, and have everybody go out and buy everything they've ever liked all over again."

The development of the CD and its impact on the consumer was ex-

plored during NARM by Jan Timmer, President of PolyGram International. He predicts that by the early '90s, worldwide CD sales will exceed one billion units, and that the CD player universe will top 60 million.

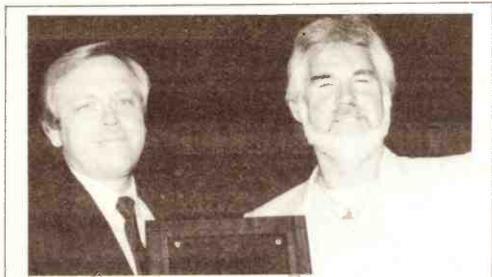
World CD Sales

For the near term, Timmer projects that CD shipments in the US will reach 38-40 million this year, of which 34-36 million will be sold through to the consumer. This compares to shipments of 20 million (16 million to consumers) in 1985. Added the PolyGram chief, "World sales of CD in 1986 will

reach something like 110 million pieces — an impressive figure, but still small in comparison to the total market."

On the global shortages of compact discs, Timmer commented that these may last until the end of 1987. "Supply problems will probably be over by 1988," he noted, and referred to the relief expected when the Philips/DuPont joint venture (for optical disc technology) comes on stream. "We in PolyGram could not possibly make up all the shortages that exist... I'd like to see as many factories as possible."

Timmer acknowledged that the introduction of the digital cassette may interfere with the natural growth of the compact disc market, while another convention speaker worried about the "perfect master" quality of digital software. "Just as we have seen the market develop for cassette decks with two-transistor duplicating machines," said RCA's John Ford,



SPECIAL MOMENT — Kenny Rogers accepts NARM's Harry Chapin Humanitarian Award, in recognition of his charity work fighting world hunger. Making the presentation is NARM President Jack Eugster, who announced during the convention that the association is contributing \$13,000 to the "Hands Across America" fundraiser.

"similar CD hardware is on the way and, in fact, has arrived in some cases. Two Japanese companies already have CD-to-tape duplicating portable on the market." More will come, said the RCA VP, who called them "home, dorm, and corner factories."

Home Taping Hurts

Label marketing executives addressed the issue of home taping while introducing their product presentations — the result of a pre-convention request by Stanley Gortikov, President of the Recording Industry Association of America. Typical were comments made by Paul Smith, Sr. VP/GM of Marketing for CBS Records: "Home taping of our products robs you of sales at your cash registers, sales that you do not recoup through the sales of blank tape. We also believe that home taping saps creativity by limiting the number of new artists we can afford to sign and develop, which also hurts you in the long run."

Neither Smith nor others asked retailers to stop selling blank tape, however. "My request to you is that you do not throw your support to the electronics industry, the lobby that is fighting this legislation. Second, that you urge your congressman to support our legislation," he said, referring to proposals currently under consideration in the House and Senate.

Aside from the home taping pitch, label presentations dutifully and enthusiastically reviewed sales/chart achievements of the recent past, and previewed upcoming releases. Motown Records President Jay Lasker departed from the norm when he told retailers that not everything in his company's product wrap-up "will be a hit." He candidly continued, "We hope for the best and that our average will be good. We know that some of [these releases] are sure shots, and some are not that good. Most companies won't tell you that, but you already knew it."

A New Future

This year's NARM convention drew some 1700 participants, significantly more than in 1985 (1250) and 1984 (1100). That it was held in a music business capital for the first time in four years obviously helped, as did a special rate for

store managers and branch personnel. But the best boost to attendance was the industry's overall good health, and home video as well as music was given credit in NARM President Jack Eugster's "state of the association" address. "A new future is emerging in entertainment merchandising," he said. "The partnership of audio/video is reshaping the mission of record stores, record departments, and distribution organizations."

Continued Eugster, "As merchants, we are involved in selling records, movies, movie soundtracks, TV soundtracks, music videos, movies based on TV series, soundtracks based on TV series, comedy audio/video products, etcetera, etcetera. Our stars are singers, actors, TV personalities, and Broadway players, who often are performing in multiple formats. The future of the record and video retailing business certainly is a veritable cornucopia of entertainment. In NARM, our goal must be to facilitate the improved marketing of these diverse interests, to be in the middle of the development of these new approaches, and yet be ever mindful that our bread and butter is music."

RPM

Little Richard is on MCA for the "Down And Out In Beverly Hills" soundtrack (including the "Great Gosh A'Mighty" single), but the vintage rocker is making an album for Warner Bros. in the UK. Some recording was done in London with producer Stuart Colman before Richard's auto accident. Among the session players: Billy Preston. Colman hopes to finish the project with the rocker in L.A. before too long.

Emergency Records President Sergio Cossa says that European dance (don't mention that other word) music is on the upswing once more. The British dance/soul scene is stronger than ever, he notes, and there's "an abundance" of top quality product coming from the Continent. Emergency has a deal to release product in the U.S. from Italy's Ibiza Records, a prominent, Milan-based indie. "This is really just the start of a new Euro invasion," says Sergio, "simply because the sounds are really energized and different to a lot of dance music that's being produced in the States."

IMPORTANT RELATIONSHIP

Stations And Stores

One of several seminars at the NARM convention dealt with the relationship between retail stores and radio stations. Participating were Mike Schaefer, Assistant PD of KIIS-FM/Los Angeles and PD of KIIS (AM); Ralph King, Sr. VP/Marketing for the Record Bar retail group; Ira Heilicher, owner/President of Great American Music, Minneapolis; Tom Noonan, Director/Charts and Associate Publisher for Billboard; and R&R Managing Editor Jeff Green. The moderator was Barbara Firstman of Macey Lipman Marketing.

The panel explored how stores and stations can work together, and why they should. Said Ralph King, "We share a common purpose: to develop a market for music. We also share information. Record Bar strongly encourages store managers to support and work with radio, and there are two key points that help that relationship. The first is visibility. Even the most powerful stations in the country are still invisible, so they need to be seen via local record stores: bumper stickers and playlists on your counter, cross-promotions and so on. Second, the retailer's primary buyer is radio's target audience."

A Lot Of Questions

Ira Heilicher noted another aspect of the relationship. "We want to make sure where people are giving information — and offering feedback on promotions — that it's true information. That sometimes takes more than a phone call that says, 'Hey, we'd like you to report to our station.' We ask stations a lot of questions: how do you want the in-

formation, what kind of detail, do you prefer units, percentage of sales or whatever. We ask a lot so we can give good information."

Explained Mike Schaefer, "We're a sales-intensive radio station. We depend on retail to help us determine not only what we're going to add, but also if there's something selling that we're not playing." Retail activity influences the amount of exposure a record gets, too, said Mike. "If a record is selling fast, it gets into a power rotation a lot quicker."

Talking about the trades, the KIIS programmer commented, "Any kind of significant chart movement is news to us, especially if we're not playing the record. One of the first things I do with charts is circle in red those records in the top 40 which we're not playing, and check into the reason why. It may be a record that's not right for our market or not selling, but I'll definitely track it. If it continues up the top 20, I have to talk to the VP/Programming and the MD, and we'll make a decision. It could be a na-

tional hit, but not a hit in L.A. That's happening more and more." Added Tom Noonan, "From my days in promotion, I love the idea of the PD who makes up a list of the records he's not playing. That's not what you usually get, but it's much healthier for our business."

A Matter Of Leverage

Questions about consultants provoked various remarks from the panelists, with Jeff Green observing that retail information can often help a local PD gain some leverage in programming decisions "when the consultant doesn't want to add a record." It's data which can be used to counter any lack of national chart activity, he said. That kind of information can help get the PD on the retailer's side, agreed Tom Noonan. "We have a problem in the industry with consulted stations. Radio was, is, and always will be local. Unless it's programmed locally, a station is not really paying attention to what it can and should deliver to the market."

Jeff also stressed the importance of personal contact between radio and retail personnel. "Do you have regular meetings with the stations you talk to? Do you go out to lunch, say, once a month to talk things over and get their feeling for the market? Find out exactly how much input your store has when it comes to the station's research. Evaluate the station to see if they're really doing the job."

Thank You

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DAN O'DAY

AIR PERSONALITIES

Personality Probed At CRS

I had a great time in Nashville a few weeks ago at the Country Radio Seminar. As always, it was a pleasure to meet lots of folks who previously had been only names in the trades or voices on the phone. During the seminar, I was pleased to take part in a panel presentation entitled, "Air Personalities: How To Find Them . . . How To Build Them."

The moderator was Johnny Biggs of ABC Watermark. The other four distinguished panelists were Doug Enlow, PD/PM drive jock at WCOS/Columbia; Ron Foster, PD & morning jock at KLIK/Houston; Joey Mitchell, morning jock at KRAK/Sacramento; and Moon Mullins, PD of WHN/New York. For those of you who were unable to attend, here are some of the session's highlights.

Mitchell: Personality radio to me isn't just being a crazy guy, because to a lot of very successful personalities it's just communicating, being topical, being part of the community . . . and also being consistent. That's the hardest part for me. Because I don't have a great voice, I decided I'd better do something to be recognized; I've got to be a little different. And I picked the "crazy man" routine — and that's the hardest when you don't feel good, when you're a couple of months late on the Mastercard payment and the bank is waiting outside, when your wife is mad at you, and you go in at 4:00 in the morning and you've got to be the same guy you were yesterday . . . because the audience doesn't give a damn about your Mastercard payment or if you're having a fight with your wife. They want that radio show that they're used to. So for me personality is consistency and being topical.

Enlow: Not everybody can be funny on the air. But I think we have touched on a very important issue for personalities, and that's consistency. You have to decide what type of personality you're going to be, what you're going to be to your audience, and then be that every day.

Looking For Talent

Question: How do you go about finding and developing talent?

Foster: First we look within the staff. Then we go to ads in R&R.

We go to comedy workshops. But I think most of the talent we've had, especially in our morning show, has come from within the station itself.

Mullins: The most preferable way is parttimers will move into fulltime slots. A parttimer can be trained in the station philosophy, the programming elements, the ins and outs of how you want things done. If you don't have the luxury of having a parttimer who will wait that long for you, one of the favorite ways I used to have of recruiting was to get in the car and start driving down through one or two states in the area and spend about a week out on the road, just listening to the different disc jockies in the smaller markets.

Mitchell: So many times program directors want to form a newly-hired jock's personality in the first couple of days. They hired this personality and they say, "Okay, I hired you because I liked you on your tape, but this is what I want you to be." The jock ends up confused and out of a job in a while. Give the guy a little while to acclimate to the station, to the format, to the surroundings, and let the people get to know him.

It's going to take a while. The sales staff is going to have a heart attack if the guy's a personality. If he's criticizing a song, the music director's going to have a heart attack. But if he's just given some time to develop and to be original, I think he'll succeed — if he's good. If you hired him in the first place because you liked him, give him time to express himself.

Defining A Personality

Question: How do you know if a younger guy in a smaller market is going to be able to develop into a personality? What traits do you look for?

O'Day: Someone who first of all has a pretty good idea of who he or

she is. Everyone has a personality. If you think about people whom you find interesting in real life — whether it's a co-worker or your mailman or the person who repairs your shoes — odds are they're not necessarily funny. They might tell a good story, they might have interesting opinions on world affairs, they might just happen to know what's happening in the neighborhood, they might be good gossip; everyone has a personality.

First you have to decide, "Who am I? What are my strengths? What are my weaknesses? And of those strengths and weaknesses, which do I want to highlight and present to my audience? Which do I want to develop more?" For more people — maybe for most people — being sarcastic is a weakness. There are some jocks who are very successful using their natural tendency to be sarcastic.

So the first thing is who are you, and the second thing is who do you want to be on the air? If I were

looking at a jock from a smaller market or at someone who's in his first couple of years in the business, I would want to make sure that person knows what kind of personality he wants to be and considers himself to be right now. And if he says, "Well, I don't know, I could be Al Wyntor or Rick Dees or I could just play all music or you tell me and I'll do it" — I probably wouldn't hire that person.

Going One-To-One

Mitchell: I think there has to be an incredible rapport between the program director and the personality. I think there is a magical moment when you hear your disc jockey turn into a personality; you can actually hear it happen.

I have a program director to thank for whatever success I've had — and that's when he told me, "Joey, stop announcing and start talking." I had to actually visualize one person on the other side of the microphone. Because I was saying, "LADIES AND GENTLEMEN, HAVE I GOT A GREAT SONG FOR YOU . . ." I was talking to Yankee Stadium. I was just screaming into a microphone and going nowhere.

And then one day I just pictured my wife and I said, "(soft, intimate voice:) Oh, I've got a beautiful song from Don Williams that's just gonna drive you crazy. It is so nice . . ." All of a sudden the phones lit up and people were going, "I really like that song!" I started getting a response, and all of a sudden Yankee Stadium was gone and I was starting to do a one-to-one. That was the turning point for me, when I started communicating instead of announcing.

Mullins: Sometimes when dealing with air talents, who have very sensitive egos, you have to accentuate the positive. You have to go after the things that they're doing right and just totally ignore what they're doing wrong. If you can, automatically those things that are done wrong just start to go away, they dissipate. It's a beautiful thing to observe.

Then you can start getting together and brainstorming. No matter what idea is presented, you don't just automatically discount it. You don't say, "That's stupid." Every idea is a good idea; you take them and build upon them. If they've been there 20 years or two months, they'll still respond the same way to positive stroking and positive development. And forget about the things they do wrong! Some of the best disc jockies I've ever heard make the biggest boobos on the air.

Enlow: Very few people are born personalities; most of them are made. If you're having problems with a personality, you have to encourage him to take chances. And if he takes the chance and does the bit and it bombs, you don't jump all over him. You find the good things and you encourage him to take those chances and develop his personality.

Question: What about show prep?

Foster: It's extremely important to prepare every day and to have a backlog of generic stuff. A couple of days ago there was no particular topic going on, so we came up with the situation where I had not paid my gravity bill, and when I got home everything was on the roof . . . and the audience played along with it great.

It might be a great bit for you; just open your phone line: "Have you ever had your gravity shut off? It's terrible . . ." Have some generic stuff like that in your backlog just in case you run into a day when USA Today is blank and the local papers are kind of grim.

Enlow: I think it's important to encourage your air personalities to prepare. Some of them don't like to do it. When I first started years ago, I didn't like to do it. I felt like I could go on the air and do my show off the cuff. Now if it's a day when things are so busy that I can't spend an hour or so preparing my show before I go on the air, I feel naked. I think you can encourage your air personalities to where they'll get to that point where they'll want to prepare, and their show will be much better because of it.

Radio Stories

From Smilin' Jack, WLW/Montgomery: I was News Director at WFMB/Springfield, IL when some of the guys decided to play a little prank on me. They came in while I was on the air, tied me to the chair, and set my news copy on fire. The mike was on, I was blowing on the copy . . .

R&R: If I had been listening, would I have been able to detect anything?

S.J. Yeah! I was trying to do something and then I started laughing and had to tell everybody what was going on. I said it was the hottest news story of the day.

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



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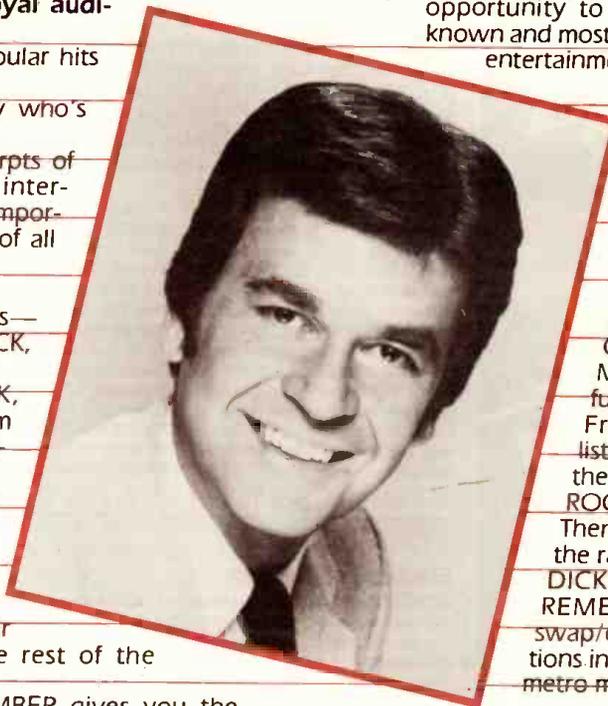
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BRAD MESSER

CALENDAR

Computer Prints Jokes

Five in the morning, Jock turns on the station computer, dials a phone number, punches in a few codes . . . and while the morning show host has a cup of coffee, his printer types out fresh celebrity news from Hollywood, the day's show prep sheet, plus several sheets of topical and generic jokes. What could have been two or three hours of homework is complete at a quarter past five.

Yes, the future is almost here. Computers are beginning to work their way into on-air programming by offering timely database services, but stations are not exactly scrambling onto the bandwagon. Industry sources tell me the radio database business is building up, but they say across-the-board growth is slower than many insiders (and entrepreneurs) had anticipated. The consensus is that as more stations become familiar with the services now available, use will increase dramatically.

Consider the example of Dave Biondi's year old Broadcast Data Base company in Houston. A station pays a \$25 startup fee to access the BDB menu, then pays individual line charges and varying per-feature fees to get services that include One to One, Wireless Flash, Hollywood Hotline, Phantastic Phunnies, M Street Journal, and Galaxy. (BDB also offers the "Talk Show Guest Directory" and several services for management, engineering, news, etc.)

The money splits like this. The individual supplier, such as Del Gundlach of Cheep Lafts, feeds his data into Biondi's computer via modem. When a station downloads a month's supply of Cheep Lafts (about eight pages that take 10-15 minutes to print out) Gundlach gets the \$4 fee. Biondi gets the line charge money, which ranges from 10-35¢ per minute. BDB claims about 400 users overall. Between four and five dozen subscribers regularly download Cheep Lafts. The \$2 Hollywood Hotline is used by about 15 subscribers daily.

A bit of in-head multiplication indicates that no one is getting rich yet, but the broadcast database entrepreneurs sincerely believe the key word is yet . . . and that an exponential increase in subscriber volume is just over the horizon.

Electric Street Lights

MONDAY, MARCH 31 — Wabash, Indiana became the first town with electric street lights in 1880, over the protests of farmers who were afraid that chickens would be confused by artificial daylight and wouldn't know when to lay their eggs. The play "Oklahoma!" premiered on Broadway in 1943. Congress authorized carving a mountainside into Rushmore National Memorial in 1925. The entire nation went on Daylight Savings Time for the first time in 1918. The Eiffel Tower was completed in 1889. Today is Seward Day, a state holiday in Alaska.

Birthdays: Gable Kaplan 41. Rhea Perlman ("Cheers") 42. Christopher Walken 43. Gordie Howe 48. Richard Chamberlain and Herb Albert 51. Shirley Jones 52.

Epidemic Kills Millions

TUESDAY, APRIL 1 — The deadliest outbreak of disease in the US began 68 years ago. It was swine flu. It killed at least 1.5 million Americans and spread around the world where it eventually took a total of 21 million lives (1918).

Tiros-1, the world's first weather satellite, was put into orbit in 1960. Pacifist Bertrand Russell introduced the "chickenfoot" peace symbol at an Easter march in 1958. Tupperware was trademarked in 1949. Louis Marx marketed his first yo-yo. April Fools Day.

Birthdays: All MacGraw 47. Marie Francis "Debbie" Reynolds 54. Jane Powell (Suzanne Burce) 57. George Grizzard 58. Henry Mancini 64.

Electric Theater

WEDNESDAY, APRIL 2 — The world's first movie theater opened 84 years ago in Los Angeles (1902). "The Electric Theater" (at 262 S. Main Street) was an added attraction to a carnival run by Thomas Tally, a former cowboy from Texas who is credited with creating the term "moving pictures."

One year ago Congress repealed IRS rules which required detailed daily logs of car mileage for tax purposes (1985). Mass civil rights and desegregation demonstrations began at Birmingham Alabama in 1963. Minnesota Valley Canning Company (became Green Giant Corporation) formed in 1903. The first human was shot from a circus cannon in 1877.

Birthdays: Swimmer Brian Goodell 27. Emmylou Harris 39. Don Sutton 41. Leon Russell 45. Sir Alec Guinness 72.

Prime Hit Twenty

THURSDAY, APRIL 3 — Six years today, with the prime interest rate at its all-time high of 20 percent, President Jimmy Carter predicted "a short recession" (1980). Later that month the Dow Jones Industrial Average bottomed out at 759.13.

25th anniversary of the 23rd Amendment giving Washington DC residents the right to vote for President (1961). TV Guide was founded in 1953. Bob Ford shot Jesse James in 1882 for a \$10,000 reward. The Pony Express began operating in 1860. Oxford University researchers believe this was the date Jesus was crucified (on a Friday) in the year 33.

Birthdays: Eddie Murphy 25. Tony Orlando (Michael Anthony Orlando Cassavitis) 42. Marsha Mason and Wayne Newton 44. Doris Day (Doris von Kappelhoff) 62.

King Assassinated

FRIDAY, APRIL 4 — Dr. Martin Luther King Jr. was assassinated 18 years ago, shot by a sniper as he stood on a motel balcony in Memphis, Tennessee (1968). King's murder touched off major street demonstrations that turned into riots in over 100 cities. RCA dropped videodisc players in 1984 because it thought VCRs would be more popular. In 1980 over 10,000 Cubans converged on the US embassy in Havana seeking asylum. Star Trek was cancelled in 1969. Vitamin C was isolated at the University of Pittsburgh in 1932. US declared war on Germany in 1917 (WWI). Los Angeles was incorporated in 1850.

Birthdays: Trumpeter Hugh Masekela 47. Sen. Richard Lugar and Tony Perkins 54. Runner John Landy 56. Dancer/businessman Arthur Murray 91.

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JOEL DENVER

CONTEMPORARY HIT RADIO

THE BRIDGE BETWEEN DRIVES

Middays: Not Just For Housewives Anymore



Steve Conley, FM100/Memphis



John Harrison, WKTI/Milwaukee



Joe Folger, KEGL/Dallas



Jock Blaney, KTRS/Casper

"Radio has a certain glamour appeal, and letting people interact with me on the air gives them a chance to feel that glamour."

—Steve Conley

"I try to get into the minds of my listeners, not by overpowering them with personality, but by making my words count."

—John Harrison

"It's a whole different mindset nowadays . . . I imagine myself talking to people at work rather than to those at home."

—Joe Folger

"It's like doing two shows . . . You do half a morning show and half an afternoon show, so you try to position the music in that direction."

—Jock Blaney

So you tipped a few last night. Actually, you tipped more than a few. You stayed for last call, got a ride home, and hit the bed . . . but not the alarm clock! Suddenly, the bright sunshine streaming through your window becomes your worst nightmare — you're almost an hour late for your morning show!

No need to go on any further . . . you get the picture. Doing mornings isn't everyone's ideal shift, especially if you're the kind of person who enjoys the late-night circuit around town, spins records at a local club, or can't live without seeing David Letterman. So where does that leave you?

Chances are you could probably use at least one of the above excuses to explain why you do middays. But do you really need to? Could it be that, perhaps, you're an honest-to-goodness midday personality at heart? There was the time when most midday talents used the shift as a jumping-off point to get to mornings or afternoons, but all that's changed.

Life Between Drives

Interviewed this week were four midday pros: Steve Conley of FM100/Memphis, Joe Folger, MD at KEGL/Dallas, John Harrison at WKTI/Milwaukee, and Jock Blaney of KTRS/Casper. All are very happy with their daypart, and have proven to themselves and their stations that the shift can be more than just a bridge between the drivetimes.

All right, so everyone isn't out on the road with their radios on. But when midday starts, so do most peoples' workdays. As Joe Folger puts it, "These people have driven to work hearing a great morning show, and are now in the office trying to keep up the momentum. That's what my job is."

No longer is it only the "little homemaker" tuning in. This is the 20th Century, and both sexes are busy fulfilling their intellectual and financial needs. "It's a whole different mindset nowadays," says Joe. "I imagine myself talking to people at work, rather than those at home."

Intimate Relationships

Steve gets a bit more specific. "I imagine talking to a 28-year-old secretary," he chuckles. "Although our midday listeners belong to almost every demographic, I get most of my calls from women." While it's safe to assume you're talking to adults during middays and that a majority of those adults are female, don't forget your men.

One of the biggest benefits to working middays is the fact that a large number of people listening are stationary rather than mobile. This has an advantage in helping

you build an intimate relationship with your audience, a feat not as easily achieved in morning or afternoon drive. Jock Blaney explained, "Radio is an addiction. If you give people a chance to participate, it's hard for them not to."

Especially if they're sitting right next to a telephone in an office. Maybe the overall audience numbers are smaller, but the potential for an active audience is overwhelming, and all of our midday masters seem to take advantage of those listening ears.

Glamour Appeal

While mornings or afternoons are usually the strongest shift on a station, Steve Conley doesn't have to worry about his numbers, as his midday show is the highest-rated daypart at FM100. "I try to give my show as much energy as any morning guy, without making it a morning show," he explained.

He also attributes his success to high audience involvement. "Radio has a certain glamour appeal, and letting people interact with me on the air gives them a chance to feel that glamour. It also develops loyalty and lets them know they have access to their local station."

Steve has an all-request lunch hour, a lunch giveaway, and a sort of "open forum"; when community events deserve airtime, he lets listeners get on the soap box and talk about them. Joe Folger puts at least one listener an hour on the air, and Jock Blaney holds a trivia

contest to keep his listeners calling. All of these things are in addition to their stations' regular happenings.

Playing Along

While people like to be trendy, they also like familiarity. Jock says, "Since my people are used to me, they're willing to expand their listening guidelines." The product can constantly change, but if it sticks to the same formula, the audience will be comfortable enough to hang out and play a trivia game, for instance. Even store shoppers will take a mental stab at a question. So while you're working to attract and maintain some individual interest, also keep the needs of local merchants in mind and you'll have that many more game players when they're at home.

Another angle for content is to pay attention to the local buzz around town. If you're upset about the new dog leash rule in the local park, chances are lots of other dog owners feel the same way. How about the transit strike, and where carpools are forming in the interim? What about this year's school reunions? Then there's the local blood drive, etc. Joe says, "It's important to localize. When something's going on around town, I make sure it gets talked about."

Fun Facts

And keep up on the PSAs. Many of the people listening may work odd hours, or have the time to get

involved with day events, whereas the regular 9-to-5'er won't. And since you do have time in the morning, read the local and national papers so you can interact on social issues with your callers.

"Fun facts" are what John Harrison calls them. "I try to get into the minds of my listeners, not by overpowering them with personality, but by making my words count." John, who's not yet 23, is getting his first shot at a major market gig with WKTI, and he's very excited about the response he's getting. He spends about two hours filling up on "fun facts" for his show.

He observed, "My key to personality is listener-friendliness. It's always been easier to relate to people in my age group. With a daypart primarily reaching that demo, I feel comfortable relating my own thoughts and feelings because I know lots of others probably feel the same way."

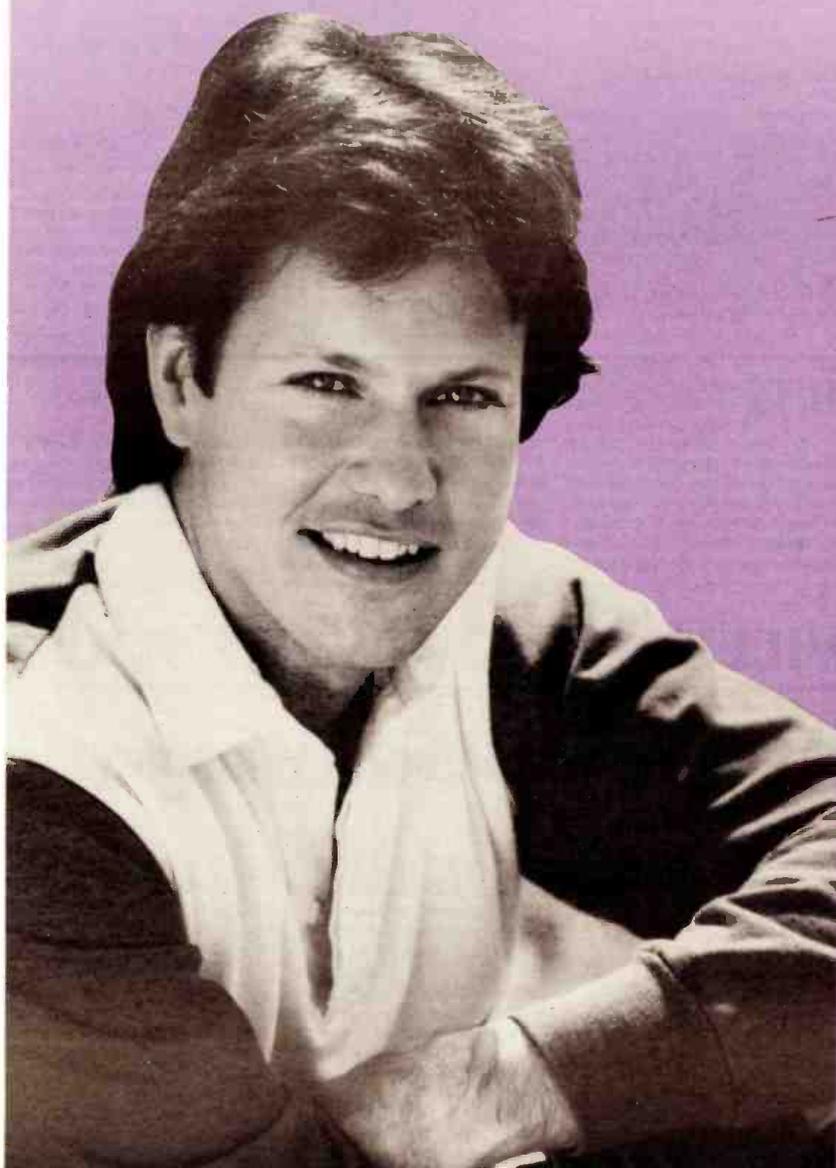
Can You Relate?

A standard characteristic of midday philosophy used to be to "shut up and play the hits; leave the personality to mornings and afternoons." John is by no means a time-and-temperature jock, but realizes that being sandwiched between the morning team of Reitman & Mueller and afternoon personality Danny Clayton means his show has to be consistent musically

Continued on Page 54

WEEKLY WONDER!

Rick DEES' WEEKLY TOP 40



Faster than a speeding Studebaker... More drawing power than any other personality in radio... Able to leap to the highest day-part ratings in a single bound.

"What's this?" You ask, "some new kind of superhero?"

Well... no. Not exactly. But you're close.

It's Rick Dees, starring in RICK DEES' WEEKLY TOP 40, the single most successful long-form program produced today. And while we can't say for sure that Rick can bend steel with his bare hands, his ability to keep listeners coming back, week after week, is nothing short of a super-power.

The WEEKLY TOP 40 brings you Rick Dees in all his giddy glory, counting down the hits with the help of his entire cast of wacky characters. Between the tunes, the chart-topping artists often drop in to share inside info on their lives, their music, and their latest concerts and videos. It all adds up to a four-hour blockbuster that keeps listeners riveted to their radios.

No wonder RICK DEES' WEEKLY TOP 40 is the top-rated long form show in the nation, aired in more major markets than any other.

RICK DEES' WEEKLY TOP 40. It's not a bird. It's not a plane. But it's just about guaranteed to make your ratings soar.

RICK DEES' WEEKLY TOP 40 is available on a swap/exchange basis to radio stations in the top 170 Arbitron-rated metro markets.

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

For station clearance information call United Stations Programming Network Affiliate Relations in Washington D.C. at (703) 556-9870.

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



Middays: Not Just For Housewives Anymore

Continued from Page 52

and entertaining enough so there isn't a radical departure from KTT's overall presentation.

Most of our midday personalities admit that the music keeps the pace consistent with the station's regular flow. But because it's an older audience listening, they tend to beef up on the oldies to a small degree and avoid the teen trends. Steve Conley's all-request lunch hour invariably ends up to be an oldies show. "It didn't start out that way," he says, "but that's what they ask for. We give the listeners what they want."

After the basic morning dayparts, however, all four men say they're playing more music altogether, and try to adjust according

to what time it is. "It's like doing two shows," explains Jock, "You do half a morning show and half an afternoon show, so you try to position the music in that direction. I start out slow after the morning show, build up to my noon hour, and then go all out getting revved for PM drive."

Tea Time

Then afternoon arrives, and everybody can relax, do their production, and go home, right? Wrong! All four men make outside appearances, and lots of them. In fact, all make multiple weekly appearances. Some are paid, some are freebies, some are station events. But each realizes the importance of beating his own drum in the race for market recognition.

These midday pros are successful because they've got a clear-cut understanding of the changes their audience goes through hour by hour, day by day. Gone are the traditional concepts of programming to the little lady of the house who's having a second cup of coffee before ironing a stack of hubby's shirts.

By grasping a realistic impression of the daytime audience profile — housewives and househusbands, shoppers, workers in cars and offices, and teens who are on split-shift — these talents understand the nature of the midday time slot and their part in it. They know the midday daypart is a doorway upon which a large segment of those precious morning and afternoons numbers is hinged.

MOTION

Jeff Davis is named Production Director at Z95(WYFZ)/Chicago, moving from the swing shift at sister station WLS. For the record former KKQV/Wichita Falls PD K.J. Stone is doing nights at KMGZ/Lawton OK, and Andy Savage, from KMOD/Tulsa is doing nights at KOFM/Oklahoma City. Paco leaves Q105/Tampa for nights at Y100/Miami. J.T. Stevens is upped to PD at WZZR/Richmond, former WNVZ/Norfolk morning man Dave Sanborn moves into the MD/afternoon slot, and WRXL/Richmond's Bob Kaufman takes on Production Director duties. Reed Kirtledge, last at WVIC/Lansing, is now Assistant PD/MD at WKDD/Akron. Tim Watts exits the MD/Production Director slot at K106/Baltimore for mornings across town at WWIN-FM.

For dear friends of outgoing WBAM-FM/Montgomery PD Mike Rainier, he's not in ailing health, but says thanks very much for the concern.

He's switching his career emphasis to computers, but will be retained as a consultant to the station. Mike Bradford is new to middays, and Kelly Iris gets a full time boost to evenings at WSPT/Stevens Point. Greg Cole is now working weekends at WAVA/Washington. WMMS/Cleveland bids a fond farewell to weekender Betty Korvan, who's leaving for KSKY/Rapid City. 96X/Miami welcomes Mark Mosley to mornings, from WRNO/New Orleans. Mike Phillips is out at KRKE/Albuquerque; PD Frank Jackson fills the afternoon slot as former PM-driver Jonathon Stewart moves into mornings.

95XXX/Burlington names Dena Yasner MD. Steve Cox is the new morning news anchor at WBBO/Augusta. Jeff Howe exits, and WRQN/Toledo welcomes Middays/Production Director Brad Hanson, from across town's WMHE. Chris

Lash takes over middays at OK100/Ithaca. At KDXU/St. George, UT, Jerry Allen is appointed PD/MD. Kent McGregor is named News Director, and Jim King begins the overnight shift. WFLY/Albany announces a few changes: PD Todd Martin segues from PM-drive to 1-3pm, former night announcer Michael Morgan moves into afternoons, overnighter Joe Moss takes on 7-midnight, and parttimer Kristin Karr gets upped to full time on the all-night show.

BITS

• **Are You A Clown?** — WAVA/Washington and Ringling Bros. Barnum & Bailey Circus celebrated April Fool's by summoning all possible fools in town to participate in their "Clown Of The Night Contest." Entrants applied by doing 20 seconds of their

best material over the air. Every caller won tickets to WAVA's "Night At The Circus," while the best funsters qualified for a drawing to perform as WAVA's special clown.

• **Stretch, Jump, Bump, Breathe** — KX104/Nashville recently

sponsored a Jazzercise Marathon for the Vanderbilt Leukemia Foundation. Over 300 aerobicisers jumped and bumped to the groove in the Nashville Memorial Gym. When it was over, \$23,000 was raised.

WRANGLER AND WILLIE NELSON WANT YOU!

Wrangler Jeans is joining Willie in sponsoring a nationwide search for the best rock, country and rhythm and blues artists!

Ten stations across the country will be a part of the promotional event of the year and help launch the careers of the most talented acts in their areas.

For more information, watch R&R and the May issue of Sound Management magazine.

Willie Nelson / Wrangler

Music Invitational
Rock • Country • Rhythm & Blues



RANGER MAKES HIM STRANGER — A backstage rendezvous in Portland, ME brings out the best in WBLM PD Jose Diaz (far left), as well as (l-r) WBLM MD Robin Mathews, the band's Jack Blades, Jeff Watson and Kelly Keagy (obscured), WIGY/Bath MD Christina Alticker, and MCA's Roman Marcinkiewicz.

SEGUES

KKFM/Colorado Springs changes from a CHR-AC hybrid to "Colorado Classics," an adult AOR programmed by Mark Seger and consulted by Jeff Pollack . . . KXZL/San Antonio adopts new call letters — KZEP — and adds husband and wife morning team Chris Winston & Alice Ian from WAVF/Charleston, SC.

Greg Morrison is new to the MD slot at WRQK/Canton.

Betty Korvin, ex-WMMS/Cleveland, joins KSQY/Rapid City middays . . . After seven years, Otis XII leaves mornings at KEZO/Omaha, where parttimer Paul Rhodes is upped to overnights . . . KKGR/Anchorage promotes weekender Art Lewis to PM drive and brings on Harry McKnight from crosstown KBYR for overnights. Marilyn Mee joins WQFM/Milwaukee as News Director, with Fred Mudd moving to weekends . . . Max Felder jumps to WXRK/New York as Assistant Promotion Director from the same post at crosstown WPLJ.

WHMD/Hammond's new PD is Ron Chatman, formerly Research Director and evening man at WQUE(AM)/New Orleans . . . KICT/Wichita names Ron Eric Taylor, from crosstown AC KLZS, PD . . . KBER/Salt Lake City PD Drake Hall will oversee the programming at co-owned WBER/Bufalo (currently WUWU) when it goes on the air with AOR . . . Ex-WHJY/Providence PD Ian Grace has returned from Australia for a few weeks to assist the station in its search for a new PD . . . Former WKLC/Charleston, WV PD R.G. Jones takes on MD chores at WFXR/Charleston, SC, where Kris King leaves middays . . .

Bill O'Brien is new to KGB/San Diego weekends . . . Roberto Angotti joins KROQ/Los Angeles for a weekly "Reggae Revolution" show . . . Bill Stambaugh returns to KRKE/Albuquerque weekends . . . WWTR/Ocean City brings on Ken Barnett as Production Director.

RADIO ACTIVITY

That's The Spirit

WXRK/New York's School Spirit contest drew 22 million entries from 20 schools in the New York, New Jersey, and Connecticut area. The winning school got a Bon Jovi concert and \$5000. Three interesting wrinkles:

- The winner was determined by who sent in the most entries on a per capita basis
- Rather than mailing in the entries, students were required to use four drop-off points
- All entries had to be handwritten; no reproductions or carbons were allowed.

Shazam, Shazam

WZZO/Allentown listeners qualified for a "Nervous Night" with the Hooters

— dinner with the band, the group's video and album, and a chance to MC a Hooters concert — by calling in when they heard Gomer Pyle exclaim, "Hoot-ee-hoot!" on 'ZZO.

Guest Shot

KNAC/Long Beach's "Pure Rock Music Industry Guest Disc Jockey Show" has guests from the music biz come on the air for an hour Sunday nights at 10 to discuss their professions and spin tunes. Interested? Call PD Jimmy Christopher at (213) 437-0366.

You Axed For It . . .

WNEW-FM/New York got a hold of a custom-made guitar from Keith Richards's private collection and gave it to one of 50 finalists who had won

copies of the Stones' new album the weekend 'NEW-FM premiered the "Harlem Shuffle" 12".



HEART IS WHERE THE HOME IS — Heart came home to Seattle for a show at the Coliseum. Pictured are (l-r) the band's Mark Andes, Capitol's Stan Foreman, KZOK personality Connie Cole, Heart's Nancy Wilson, Ann Wilson, and Howard Leese, PD Phil Strider, Promotion Director Jane Kopecky, and MD Larry Sharp.



REZ ON THE RISE — Backstage after a Philadelphia appearance by Sparrow Records artist Rez are (l-r) WMMR's Cindy Drue, Capitol sales rep Joe Pszonek (bless you), and Rez's Wendi Kaiser, John Herrin, and Stu Heiss.



LENO ME YOUR EARS — CHOM/Montreal put two contest winners in the first row for comedienne Jay Leno's performance. While Leno leans on a mean machine, he gets backup support from (l-r) morning personality Terry Di Monte, the winners, and morning personality Peppermint Patty.

the UNFORGIVEN





DONNA BRAKE

ADULT CONTEMPORARY

LETTERS TO THE EDITOR

Concerned About AC's Future

Dear R&R:

I have finally seen addressed in a recent R&R a very important view that until now has been all but ignored. This is the increasing overlap between AC and CHR (and to some extent, AOR). Unfortunately, this topic popped up not in one of the programming columns, but in Al Teller's comments in Adam White's column. While a recording industry president is raising some important questions about the contemporary formats all trying to "fit through the same door," AC consultants comment, "The future of AC is CHR without the teens." I feel this attitude, especially when taken by the alleged leaders of the format, could have unfortunate longterm consequences.

What Is AC?

What these people, and obviously many program directors, have forgotten is that AC radio began and continues to exist today as an alternative for people who, by dint of age or lifestyle, are not served by CHR or AOR (or any other format for that matter). AC came about as many people "grew out" of the clutter and hype of Top 40. If we try to be all things to all people, we run the same risk CHR did six years ago when it reached out for adults and lost its core. We may be trying to do the reverse right now, but with identical consequences.

Despite what we hear about the audience growing up with rock, and "graying rock and rollers," the fact remains that as people grow a little older, the focus of pop culture moves to their younger siblings and later to their children. Right now, AC is not providing a haven for this massive segment of the audience growing out of the other contemporary formats. The most casual inspection of the Music-Intensive AC chart will show most of us are just giving them a watered-down version of that from which they are trying to escape.

Adventurous Or Treacherous?

Rarely does a week go by that I don't read the profile of a programmer who characterizes his station as an "adventurous" AC. His definition of adventurous? "We're not afraid to go on CHR hits early." Granted there are many songs,

certainly more than there used to be, that are truly multiformat hits. But I don't think it takes "guts" or amazing programming to know how to add a record that has already sold a million copies. Attitudes like this will lead to a compromising of the AC sound. CHR is a "hits" format, AC and AOR are "sound" formats. We need to be playing songs based on how they sound within our music mix, not on a chart position or "hitbound" status. Adults buy records they like, regardless of what's trendy.

Here at WMT-FM we have a different definition of "adventurous." We have successfully introduced, with excellent audience reaction, several types of nontraditional AC music programming. We eschew, except in rare cases, MTV-style pop and most rock. We look to independent labels if the majors aren't offering selections compatible with our format.

Also, we don't write off established adult artists who still gross millions in record and concert ticket sales just because they aren't currently in vogue. We still

consider ourselves a music-intensive station, but certainly not one for whom the R&R AC chart is representative.

AC Should Lead, Not Follow

We are also not afraid to look to the innovative music with a jazz flavor, and that of Windham Hill. I was very pleased to read a very good column on this music, but why on earth did I read it in the AOR column? The reason Lee Abrams suggested that his clients should look into this music is because his company has seen these records selling among adults in AC's target audience — one that AOR covets. The audience has figured out, even if alleged "adult music" programmers haven't, that this is a new kind of AC music that is not comprised of leftovers from another format.

AC should be leading the way with this kind of innovation. Woe to us if we let someone else take the risks and gain the glory. Naturally, this won't work for everyone, but our resistance as a format to do something that could partially insulate us from ratings erosion on the part of CHRs that daypart and play oldies is shocking.

The future of AC is not in blurring the lines between it and other formats. It lies in providing music and entertainment for adults that they can't get from other formats. If we don't give it to the audience, AOR and Country are poised to strike, ready to be tomorrow's "adult" formats. Unless we act, AC will make it easy for them.

Dennis Green
Assistant PD
WMT-FM/Cedar Rapids

ACCELERATION

John Frost, formerly with KLSI/Kansas City, becomes PD and morning man at KITT/Shreveport... Tom Michaels is new nighttime personality at WRRM/Cincinnati... Dave Rickards takes over evenings at WMET/Chicago.

At KKLT/Phoenix, Barry Chase

from WASH/Washington and Cindy Wine from KOPA/Phoenix are the new morning team. Jack McKay is named fulltime Production Director.

Chris Kay is doing evenings at KWLT/San Diego... Tom Dean becomes afternoon driver at WFMK/Lansing. Lee Taylor joins WVAF/Charleston for nights and Jeff Clark returns for evenings.

Collin Garrett moves to mornings and Mike Donovan shifts to afternoons at WRAL/Raleigh... Dave Tyler is new to overnights at WSUL/Monticello... Andy Friedman joins KUIC/Vacaville, CA as anchor reporter, leaving KBLF & KALF/Red Bluff, CA as News Director.

To replace Charlie Hanson, who retired after 30 years from WISN/Milwaukee, Mike Murphy is moved from middays and teamed with former Milwaukee TV anchor Jerry Taff for the "Murph and Jerry" morning show. Also at WISN, Kelly Wallace fills the midday slot and becomes MD.



GOING FOR THOSE YOUNGER DEMOS — KEFM/Omaha was the official radio station in conjunction with a performance of "Sesame Street Live." Prior to the show, over 200 kids and their parents attended a special party complete with cookies, soft drinks, and, of course, photo sessions with the Sesame Street stars. KEFM personnel decided to get in on the act too. From left: Cookie Monster, MD Steve Lundy, Public Affairs Director Bill Henry, Burt, air talent Bill Martin, and Ernie.

A Unique AC

Dear R&R:

I've been reading with a great deal of interest detailing "alternative" radio formats of late. The AC format seems to have the most hybrid offspring, but I've yet to discover any other station doing the hybrid that WAHR is gaining success with here in Huntsville, AL.

Basically, we have an AC-cross-over Country format. But the refining goes further. We shy away from "rock"-sounding songs, preferring smoother, more melodic sound. Also, we stay out of the realm of more traditional "twangy" country tunes. And we look for a certain "love" song message in each tune, trying to touch the listener's emotional button. Our mix of pop to country songs is

A Little Country — A Little Rock

This format works for us because of our unusual market situation, although I'm sure there are other markets where it could be a winner. We deliver those important female adult demos that everyone seems to be after, and we continue to improve on those numbers.

Our 100 kw FM signal blankets six counties in North Alabama and three in South Central Tennessee. This gives us a real challenge to overcome, since we serve many rural farm areas yet originate our signal from one of the fastest-growing cities in the US. WAHR has two very different needs to satisfy.

I've heard other stations try this approach, but they tend to just clump the top country hits together with the top AC tunes, and go see-sawing from one extreme to the other.

While we include Stevie Nicks's "Talk To Me" in our playlist along with Don Williams's "We've Got A Good Fire Going," our on-air presentation of these songs prevents them from ever being played back-to-back. WAHR uses what we call middle-ground tunes (anything from Air Supply to Kenny Rogers, the Carpenters or Anne Murray) as "buffer" songs between the extremes.

Before they leave my desk, all songs are classified according to their individual merits, not simply because they appear on the AC or Country charts.

While all this may sound like a lot of hard work (it is), over the past few years it's been polished almost to a science.

Here's a typical hour of music:

- Lee Greenwood — "I.O.U."
- Barbra Streisand — "Somewhere"
- Billy Ocean — "When The Going Gets Tough"
- Simon & Garfunkel — "Wake Up Little Susie"
- John Denver — "Dreamland Express"
- Alabama — "She & I"
- Lionel Richie — "Truly"
- Crystal Gayle — "Nobody Wants To Be Alone"
- Stevie Nicks — "Talk To Me"
- Barry Manilow — "Ships"
- Eddie Rabbitt — "Burnin Up With Love"
- Anne Murray — "Now And Forever"
- Sade — "The Sweetest Taboo"
- Peter, Paul & Mary — "Leaving On A Jet Plane"
- Eagles — "Peaceful Easy Feeling"
- Steve "Dallas" Lovig
Music Director
WAHR/Huntsville, AL

For The Record

In the AC column of March 7, I listed stations classified as "Runaway Successes" and a second list of "Movers and Shakers."

The Runaway Successes list was comprised of AC stations which led their AC competitors in their respective markets by large margins (adults 25-49).

"Movers and Shakers" were stations that had shown impressive growth over the past few ratings periods.

Some corrections: WCRZ/Flint should have been included on both lists. KEFM/Omaha should have been included in the Movers and Shakers, and WFBC/Greenville should have been listed as a Runaway Success. WHNN/Saginaw was included in Movers and Shakers instead of Runaway Successes. Under Movers and Shakers, KMZQ/Las Vegas was incorrectly listed as WMZQ.

We've received much positive response to the K-Lite/Oklahoma City comic strips. For more information, you might try PD Pam Finn at (405) 478-7000. And the call letters are KLTE, not WLTE.



THE POWER OF GLOVE — (Team Captains) San Francisco 49er Dwight Clark, Huey Lewis, and (center) KYUU/San Francisco personality Don Bleu take time for the camera during drafting of celebrity players for the sold-out KYUU/Dwight Clark All-Star Challenge Celebrity Softball Game. The event benefited three Bay Area missing children's organizations. Other drafted celebs include Joe Montana, Eddie Money, and Greg Kihn.



LON HELTON

CHARLOTTE STATIONS IN LITIGATION

WSOC And WLVK Go A'Courtin' In Carolina

Welcome to the "Radio Court." For the next few minutes, I, your Roving Reporter, will be your host as you, the jury, decide the case between WSOC-FM and WLVK.

This courtroom drama takes place in Charlotte, NC, heretofore a serene, though competitive market where perennial powerhouse WSOC-FM has had its way for quite some time. WSOC has been number one 12+ in Charlotte the majority of the last six years, with shares as high as 17.3. WLVK went Country in January 1985, providing one of the first intense challenges of 'SOC's dominance. 'LVK's first full book was a 6.6 (spring '85), followed by a 7.3 last fall. WLVK also improved its 25-54 rankings from sixth to fourth, while WSOC-FM remained number one.

Order In The Court

Roving Reporter (R&R): The litigants are WLVK, represented by PD Doug McGuire, and WSOC-FM, represented by OM Don Bell.

At this point in the case, WLVK has previously been granted a cease-and-desist order stopping WSOC-FM from using a direct mail promotion called the "Carolina Lottery." WLVK claimed it had service-marked the name as its own to use exclusively. This trial is to determine which station has the rights to the name "Carolina Lottery" and the promotion.

Let's listen as da Judge (DJ, hereafter) questions the participants.

DJ: Mr. McGuire, please detail your involvement with said promotion in a chronological fashion. And remember, you are under oath.

LVK: We do the lottery direct mail campaign in all of our other markets. (Capitol Broadcasting also owns WKSJ/Mobile, WMJJ/Birmingham, and WRKA/Louisville. WRKA's promotion was detailed in Donna Brake's column in last week's R&R.) We started working on this last September. In October, we determined the number of households we were going to mail it to and the price per household. In late December, we began making client presentations. We had clients lined up by the end of January. As a matter of fact, our pieces were printed up before WSOC even pitched the promotion in the market. They pitched the "Carolina Lottery" to several agencies on February 28.

We went on the air with the "Carolina Lottery" promotion at 3:55pm, Friday February 28. At 5:00pm, going into the news, WSOC did a live liner. At 5:22 they did



On the left is the original WLVK direct mail brochure. More than 370,000 pieces had to be destroyed following a complaint that they weren't in exact compliance with the law. The problem: the Treasury seal was printed in its true green color, something not permissible under current rules. On the right is a sample of the "mini-flyer" WSOC has been passing out since February 28. Note the use of "The Janitor" for this major promotion, tying in with WSOC's "Janitor" TV spots from Blore-Richman.

their first produced promo and later that night 'SOC ran its first TV spot.

DJ: Mr. Bell, please tell the court the chronology of your plans for this promotion.

SOC: "Our GM and local sales manager went to the RAB in Dallas in January. They saw this pro-

"When we heard WSOC using the promotion, WLVK filed suit against them for infringement of service mark. We obtained a temporary restraining order instructing 'SOC to 'cease and desist' in its usage of 'Carolina Lottery.'"

—Doug McGuire

motion and were impressed with the way it ran in other markets and thought it was something we could use. That's when it began to materialize for us. By the first week in February the decision had been made and we were rolling.

What we have here is two stations doing the same promotion un-

knownst to one another. We were ready to launch ours on February 28. We were very secretive. We announced it to the staff and sales department on that day. They all left about 1:30pm. Somewhere between then and 4pm, WLVK found out we were gonna do the "Carolina Lottery" so they went on the air with it, even though I don't think they were totally ready at the time.

We planned to launch ours at 5pm on radio and had a TV spot set to run at 6pm. When we heard they started theirs, we just moved ours up. They ran a liner at 3:55pm and we hit at 4:24pm with our fully produced piece.

DJ: Mr. Bell, were you aware that WLVK was planning a similar promotion using the name "Carolina Lottery?"

SOC: No.

DJ: Mr. McGuire, why is it you would like this court to uphold the earlier cease-and-desist motion preventing WSOC from using this concept?

LVK: WLVK service-marked the phrase "Carolina Lottery" on February 25, backdated to January 2, because we had our first usage of the year on that date.

When we heard WSOC using the promotion, WLVK filed suit against them for infringement of

service mark. On Wednesday, March 5, WLVK obtained a temporary restraining order instructing 'SOC to "cease and desist" in its usage of "Carolina Lottery." WSOC took it off the air until a judge could decide who had the right to the promotion. That's why we are here today, March 6.

"We responded to their allegations and then turned it around by claiming we were the ones who had demonstrated the usage, so the service mark should actually be ours."

—Don Bell

DJ: Mr. McGuire, why do you think WSOC would go on the air with this if you had it service-marked?

LVK: WSOC's position was that WLVK did not have prior usage of "Carolina Lottery" because we hadn't put our promos on the air when we were pitching it to clients. We maintain that in radio you put the promotion together first and then you put the product on the air.

Our position is that making client presentations, printing the piece, and having documented plans for distribution constitute prior usage.

The key here is that "usage" determines the effective date of a service mark. Our lawyers interpret our selling it in the marketplace as usage. Their lawyers claim usage began when we used it on the air, which was only an hour before they did.

DJ: Mr. Bell?

SOC: Our attorney's interpretation was that before one could get a service mark one had to demonstrate substantive usage. All WLVK had sent to indicate such usage was a tear sheet. We were actually in the process of going for the service mark, but in wanting to demonstrate said usage, we felt we had to have it on the air, run TV spots, and pass out the actual lottery numbers. The sum of all that together would demonstrate the needed substantive usage and we would then get the service mark.

They wanted us to cease and desist because they had a service mark. We responded to their allegations and then turned it around by claiming we were the ones who had demonstrated the usage, so the service mark should actually be ours.

DJ: I'll be back to render my decision in a few minutes, right after this word from the Sears Legal Network.

The Plot Thickens

R&R: While we wait for da judge's ruling, let's talk with Mr. Bell and Mr. McGuire about a new twist in the rivalry. Mr. McGuire, I understand there's a legal problem with your direct mail brochures. What happened?

DM: Our printer called the Treasury Department in Washington, DC and asked what we could and couldn't do when printing pictures of \$100 bills. They said they normally don't pay any attention to it as long as the pictures are reduced by at least 30% and the complete bill isn't shown. The printer gave us that information but printed the bills in color, which you can't do; it must be in black and white. We believe WSOC took the brochures to the Secret Service which controls the currency. According to the Secret Service, they usually don't get involved in these matters. However, if someone complains, they are compelled to take action. At that point, they must order a cease-and-desist, which meant we had to reprint all of our mail pieces.

WLVK had distributed about 11,000 of the brochures at shopping malls, etc. But more than 370,000 that were ready for mailing had to be destroyed. Continued on Page 60



Academy of Country Music

AWARDS NOMINATION SPECIAL

There's hardly a country music fan in America who won't be listening eagerly for the results of one of the most prestigious awards presentations of the year—THE ACADEMY OF COUNTRY MUSIC AWARDS.

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THE ACADEMY OF COUNTRY MUSIC AWARDS NOMINATION SPECIAL spotlights all the great music and artists that have made it to the final countdown in this year's competition. The show is set to air the weekend of April 12, the weekend before the winners are

**Hosted
by
Gene
Weed**

announced—a point at which the excitement will be building to its peak.

Host Gene Weed, popular radio personality and Chairman of the Board of The Academy will play the nominated tunes from all the top categories, plus exclusive interviews with many of the superstars who are vying for this year's top honors.

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THE ACADEMY OF COUNTRY MUSIC AWARDS NOMINATION SPECIAL is produced by Dick Clark Productions and United Stations Programming Network.



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

WSOC And WLKV

Continued from Page 58

The printing error was on the part of the printer, so it's not really impacting us except for delaying our mailing date. I think we have a great deal of public sentiment on our side. The audience is very aware of what has been going on due to the extensive newspaper and television coverage.

R&R: Mr. Bell, would you comment on this situation?

DB: I don't know how the Treasury Department found out about the illegality of 'LVKs' brochure. We had gone to the trouble of checking with the Treasury before we did our one-sheet, and found out that you can't reproduce money in its true color. So all of our materials were done using the gray scale.

R&R: Mr. Bell, did WSOC turn in WLKV to the feds?

DB: No, not to my knowledge.

R&R: The judge has called the litigants to his chambers to give them his verdict. We'll hear the results and the reaction after this short break.

The Verdict

R&R: The litigants are leaving the courtroom now. Mr. McGuire, what happened in there?

LVK: "The judge said he was going to let a jury decide whether our service mark was valid or not. In other words, he decided not to make a decision.

At that point, WSOC asked that if he was going to refer it to jury, would he remove the temporary restraining order until the trial. The judge granted that motion and effectively gave WSOC the use of the "Carolina Lottery" promotion and phrase.

"The problem with the decision for us, and the victory for 'SOC, is that the civil court system in Charlotte is backed up from six to eight

months. Thus, WSOC effectively has use of the promotion for at least two books. Except for claiming damages, the court trial will do us no good whatsoever.

SOC: So we're both doing it. With a couple of other mail pieces in town, this should be a fun book. Unfortunately, we're gonna confuse the hell out of everybody.

R&R: Mr. McGuire, what do think of the decision?

LVK: "Obviously, the decision was disappointing. But if anything, it has our staff more fired up than ever.

WSOC told the judge it was just an amazing coincidence that both stations were doing this promotion at the same time. To some degree that chance may exist, but I have my doubts. I think it's a blunting move on their part. If they can take away any unique thing we're doing in the market, they hope it can cause some confusion or at least less of a reason for preference for my radio station.

R&R: Mr. Bell, does it make sense for both of you to carry on?

SOC: We're both to the point where we have so much money invested in the thing that neither wants to cut the losses and do something else. We're in the situation where if we stop it looks like they won, and vice-versa. This is something neither side wants to do. If there's any truth to the Arbitron, I've got a 13 and they have a 7. So my 13 worth of "Carolina Lottery" impacts will carry a stronger impact than their 7.

We're playing radio wars here.

Editor's note: This text was not taken from court transcripts. The judge's comments are my own, constructed from conversations with Don Bell and Doug McGuire, whose lines are direct quotes from R&R interviews.

HAVE YOU HEARD

As mentioned in *Street Talk* a week ago, KVEG/Las Vegas let its entire air-staff go and has changed call letters to KFMS-AM. It'll be simulcast with KFMS-FM. The new talent lineup: PD Doug Shane, who's been off the air for five years, takes over morning drive; 10am-2pm is Randy Hood; 2-7pm Ted Cramer; 7pm-midnight is Bill Roberts, who comes to the station from cross-town KKLZ; and overnights is Tom Murphey... Changes at WCMS/Norfolk as Janie Cotrell is upped to Asst. PD for the AM & FM from AM Coordinator. Eva Marie was promoted from overnights to Project Coordinator. New to 'CMS for all-nights is Lin Roberts, and Chris Michaels is aboard for swing work.

WQHK/Fort Wayne's Jim Patricks has been named PD and hires Rod Tanner to do afternoons... Steve Holmes is the new PD at KGEM/Boise, coming from cross-town KLCI... WKMF/Flint afternoon jock Tim Murphy has been promoted to Assistant PD.

J.J. Jackson has left WQXI/Atlanta for mornings at KSON/San Diego. Jackson's a 15-year vet, also having put in airtime at WGCL/Cleveland and CKLW/Detroit... Dade Moore exits KKKZ/Ruston, LA for KKYK/Lufkin, TX overnights... KKYX/San Antonio adds Jim Casey to the 3-7pm slot... Ken Ball is now MD for WIAI/Danville, IL... A new lineup for WIXL-FM/Newton: 5-10am is Dr. Johnny Fox, 10am-3pm Ed Sobotor, 3-7pm Pete Montana, 7pm-midnight Lori Stewart (who comes from WJPR-FM/Manahawkin, NJ), and midnight-5am Ed "The Mole" Cavanagh. The weekend staff is "Gentleman" Jim Murphey, Dom Durante, and Dan Hoffman.

Other news of note... Mike Smith promoted to Public Service Director at KKOW/Pittsburg, KS... Dennis Rooney joins the KFKF/Kansas City

staff as News Director... And congrats to the staff of KKKW/Lafayette, recently named by the Louisiana Association

of Broadcasters as its "Station of the Year"... Don't forget to keep me posted on what you have heard!

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From the Fall 1985 Arbitron, Monday-Sunday, 6a-Midnight, Total Persons, 12+

	METRO SHARE	AUDIENCE COMPOSITION
KVOD	11.6	40% 25+
KRBC	11.5	42% 25+
KATY	11.5	44% 25+
KWEN-KISFM	11.5	46% 25+ 4% 18-24

K95FM
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HAIL, HAIL... — It looks like the entire gang stopped by the WWW/Detroit studios when the Nitty Gritty Dirt Band's Jeff Hanna and Jimmy Ibbotson paid a visit. On hand are (l-r) W4 PD Barry Mardit, afternoon jock Ken Morss, Hanna, midday talent Katy O'Neill, Ibbotson, and MD Kevin Herring.

CLOSE-UPS

K97 WANTS TO BUY AMERICA — K97-FM/Charlotte had an extensive "Buy American" campaign to aid the textile industry. Over four weeks the station obtained 40,000 signatures on two giant billboards that read "Help Keep Us All Working. Buy American." The billboards were then taken to the state capitol in Raleigh for Governor Jim Martin to sign. Then it was off to D.C., where 12 Congressmen pledged their support to the textile industry by adding their signatures. The following day the bill was passed in the House. Pictured with one of the billboards (l-r) are K97 morning man Steve Harmon, chief engineer Art Bussure, 7-midnight jock Jim Reary, PM driver Mike Terry, Promotion Director Mark Gullett, PD Doug McGuire, and middayer Gary Michaels.

• The Federation of Advertising presented **WOW/Omah** the "Golden Ad-dy" Award for its public service campaign against drunk driving. The series received recognition for its use of "real" people telling their accounts of

driving while under the influence of alcohol or drugs. Pictured here with the "Golden Ad-dy" are (l-r) WOW's Creative Director Shel Fredericks and Production Director John David Dixon.

• **KILT-FM/Houston** was the first

Country station in Houston to play compact discs. The station premiered the CDs on February 28 on Chuck Joseph's afternoon show and now features select CD cuts in all dayparts. They're working toward total compact disc operation.

BEAVERWOOD STUDIOS has tapes of all the Country Radio Seminar and MIPS sessions. Included are the opening addresses of Sam Phillips and Jack Clements plus the closing 'review' by Pinkard & Bowden.

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SHARON ALLEN

NASHVILLE THIS WEEK

Country Hands Across America

A dozen-plus country music acts will represent Nashville and country music May 25 when the hands of millions of Americans will join the "Hands Across America" anti-hunger fundraiser.

Artists pledged to participate and/or promote in the event so far include the Oak Ridge Boys, Lee Greenwood, Hank Williams Jr., Sylvia, Johnny Rodriguez, Crisly Lane, Terri Gibbs, Earl Thomas Conley, Brenda Lee, the Bellamy Brothers, Marshall Tucker, Billy Joe Royal, Dickey Lee, Bruce Channel, Billy Chincock, and Karen Taylor-Good.

Ken Kragen, the man behind the USA For Africa fundraiser, is also heading this event and promoters are expecting 6-10 million people, each contributing \$10 to participate in a human chain reaching from Los Angeles to New York, following the Olympic Torch relay path.

Plans call for the celebrity buses to leave Music Row at 8am May 25 and lead participants in private cars to West Tennessee. The link-up with the national human chain is to take place at 2pm in a 125-mile stretch between South Fulton, Tennessee and Memphis. Sharon Hodge, a songwriter and WLRQ DJ is Nashville's organizer along with Ed Morris of Billboard.

NSAI Awards

Bob McDill added two more notches to his songwriter hit belt when he was named "1985 Songwriter of the Year" by Nashville Songwriters Association International, with his "Baby's Got Her Blue Jeans On" named "Song of the Year" that same evening. Known for his laid-back, non-flamboyant style, the gentleman-writer was inducted into the NSAI Hall of Fame and named BMI Writer of the Year this past October during Country Music Week celebration.

Paul Davis, Dave Loggins, Tom Schuyler, and Troy Seals were other finalists for the NSAI's pinnacle award. Mae Boren Axton, composer of "Heartbreak Hotel," was honored with the World Special Recognition Award. NSAI Achievement Awards were handed out to the following country songs and their writers: "Bop" (Paul Davis and Jennifer Kimball), "Baby's Got Her Blue Jeans On" (Bob McDill), "Dixie Road" (Don Goodman, Pam Rose, and Mary Ann Kennedy), "Forgiving You Was Easy" (Willie Nelson), "Highwayman"

(Jimmy Webb), "I Fell In Love Again Last Night" (Tom Schuyler and Paul Overstreet), "I Tell It Like It Used To Be" (Bucky Jones, Ron Hellard, and Michael Garvin), "Lost In The Fifties Tonight" (Troy Seals, Mike Reid, and Fred Parris), "Meet Me In Montana" (Paul Davis), "My Old Yellow Car" (Tom Schuyler), "Old Hippie" (David Bellamy), "Old School" (Don Schlitz and Russell Smith), "Seven Spanish Angels" (Troy Seals and Eddie Setser), "Somebody Should Leave" (Harlan Howard and Chick Rains), and "The Chair" (Hank Cochran and Dean Dillon).

BITS & PIECES: John Anderson is participating in the NAB's nationwide radio campaign against drugs and alcohol. He's cut promos titled "Operation Prom/Graduation" encouraging young people to "celebrate sober - the best is yet to come" . . . The Forester Sisters' new fiddle and backup acoustic guitar player is Jimmy Mattingly. FYI - Mattingly was the 1981 Grand Master and three-time Tennessee and Kentucky State Fiddling Champion . . . Tammy Wynette will join the cast of John Con-

boy's CBS daytime soap opera "Capitol," playing the role of Darlene Stankowski, a waitress who becomes the romantic interest of the "Capitol" character player by Rory Calhoun . . . Nitty Gritty Dirt Band member John McEuen has been selected to score the music for the upcoming motion picture "Solitary Man," set for summer '86 release and featuring Kathleen Quinlan, Bradford Dillman, Robert Logan, Levon Helm, and other members of the Band. McEuen says, "I plan on combining musical elements as diverse as heavy metal and traditional folk music. Needless to say, the film will be a real challenge for me."

Members of Exile were recently named Ambassadors of Kentucky. With honors awarded at a session of the State House of Representatives in Kentucky . . . Birth Note: Crystal Gayle and husband/personal manager/attorney Bill Gatzimos added a new member to the family. His name is Christos James Gatzimos. He was born at 5:31am on March 10 at Nashville's Baptist Hospital . . . Bobby Witte of Bob Witte Promotions and wife Rebecca have a brand new son. His name is Patrick Ryan Witte. Patrick is the grandson of singer Jan Gray.

Just thought you'd like to know!



KENTUCKY'S NEW AMBASSADORS-IN EXILE — Shown (l-r), Exile's Steve Goetzman, Les Taylor, Marlon Hargis, Sonny Lemaire, and J.P. Pennington, with Kentucky's Speaker of the House Donald J. Blandford looking on.

Nashville Platinum Sparkles

By Katy Bee

The world of country music joined forces with the classical realm as the Nashville Symphony hosted Ricky Skaggs, Mickey Gilley, Charlie Daniels, Hanny Davis, Charlie McCoy, and others for a gala fundraiser event March 11.

The Tennessee Performing Arts Center was a full-house setting for a 16-song digitally recorded album to be titled "Nashville Platinum."

The musical forces performed songs, all instrumentally, from the classic catalogs of country music. Davis offered his famous Nashville brass on "I Can't Stop Lovin' You," McCoy moved the hall with his harmonica rendition of "Shenandoah," and Gilley tickled the ivories with "You Don't Know Me."

Later in the four-hour show-recording session, Skaggs picked a powerful acoustic guitar on the John Hartford classic, "Gentle On My Mind" (stretching out on his second take), the pop standard "Dance With Me," merged effortlessly with guitar master Chet Atkins and the symphony, and Daniels kicked out the stops with

the fiddle favorite "Orange Blossom Special."

Producer Buddy Killen, head of Tree International and member of the Symphony Board, made sure there were several takes to choose from for the recordings, making some non-session-oriented symphonygoers antsy.

Country connoisseurs may not have recognized some of the Nashville staples like "Crazy," "King of the Road," and "San Antonio Rose" from their new symphonic arrangements. Other highlights included the bluesy Willie Nelson number "Night Life," Simon & Garfunkel's "Bridge Over Troubled Water" and Kristofferson's "For The Good Times." Some \$65,000 was spent on the recording session, and Killen says possible singles may follow the two-album package.

LETTER

Grammy Country Coverage "Insignificant"

This letter is in response to comments made in the February 21 Nashville section of R&R. Author Randy Jackson is Janie Fricke's husband and manager.

Dear R&R:

When I learned that only one country award would be presented on the three-hour Grammy telecast, I was disappointed, disheartened, and disgusted. It is obvious to me that the Grammys are none too proud of our country art form and as a result have continuously put country in a position of insignificance.

When I read your article applauding NARAS for allowing one country song to be aired and two country artists to present awards in the course of a three-hour program, I was irritated by your lack of realism and angered by your positive approach to another obvious slap in the face.

For whatever reasons, you found it necessary to appease Nashville with this ludicrous article . . . The final insult was your attempt to convince us that James Taylor and Linda Ronstadt are presenting awards on behalf of country music.

Your mention of Ronnie Milsap's nine-minute segment was indeed exciting, until you revealed that it was a tribute to rock & roll stars.

Why don't we be perfectly honest and say, in three hours, no song will be sung as a country song, two country artists will present awards, and one country award will be accepted? If you can construe this into meaning that country music is fairly represented at the Grammy Awards, then you certainly have an active imagination.

WHO'S NEW



Dwight Yoakam

Dwight Yoakam's music comes from a background deeply rooted in the Kentucky hills timberland and coal mines. Before arriving in Nashville for a second time, he was a well-known act on the Los Angeles club scene. He proudly says, "Our fans were blue-collar, middle-aged country fans that came to see us because we represented something that's a dying part of their heritage. I'm proud of my heritage," concludes Yoakam, "and I have an obligation to my parents and grandparents who did not have the opportunities I have. I want to champion my people, mountain people. I got to where I am because someone crawled down a dirty black mine every day, and I don't plan to forget that." Dwight's remake of Johnny Horton's "Honky Tonk Man" is currently charted and appears on his album "Guitars, Cadillacs, Etc., Etc." on the Reprise/WB label.

Who's New is a recurring Nashville This Week feature spotlighting artists making their debut in R&R's Country New & Active section.

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WALT LOVE

BLACK/URBAN

WOWI's Hampton Inroads

By Sean Ross

Roshon Vance, self-proclaimed "Ugly DJ," gets around. He's been at KALO/Little Rock with Barry Mayo, WMAK/Nashville under Mayo and Jim Maddox, Detroit's WDRQ and WJLB, WBMX/Chicago, KMJQ/Houston, a handful of CHRs, and WOWI (FM103)/Norfolk twice. Roshon — who uses only that name on the air — re-joined WOWI last fall as PD in time for a 7.1-7.6 ratings increase. In doing so, he stepped into a hot B/U battle with rival WMYK (K94) which, with the new arrival of PD Bob Scott, could stay hot for awhile.

Tony Gray, whom Vance calls "one of my mentors," gets around too. Gray brought Roshon to Norfolk in fall 1984, and under them WOWI's modern age really began. As the secular flagship of a mostly Religious chain, WOWI had been a B/U giant since 1975. Programming was mostly automated, ratings were in the 7-8 share range and, at the time, there was no apparent need to spend money on the station.

That changed dramatically with K94's debut. K94 shot up 3.5-6.9 in one book, and WOWI fell 7.8-4.8. K94 Owner/GM Robert Bennis told R&R then that WOWI "was just maintaining the barest adequate programming. Its automation system seemed to break down every hour for five minutes, the audio chain was weak, and the staff earned minimum pay." After losing in AOR to market leader WNOR-FM, Bennis "decided it was smarter to battle somebody that didn't battle so well."

Return Valley

Somebody at WOWI must have heard that. In the fall, it was FM103 with a 7.5 and K94 at 5.0. From then on, both Tidewater B/Us have been through changes. K94, for example, played few raps; after losing to WOWI, it added a rap category. (Now both stations tend to avoid rap, leaving it to appropriately named AM veteran WRAP.)

WOWI also changed throughout the next year. Gray's station was relatively teen-oriented. His successor, Chris Turner, mellowed FM103 somewhat. And in the two months that followed between PDs, Vance says WOWI was suddenly scrambling again.

"They were playing too much music and talking too much. There were over 150 records in the studio,



THE WOWI AIR TEAM — (l-r): Caesar Gooding (mid-days), Don Allen (nights), Lenny Ware (afternoons), and Roshon Vance (mornings).

not including recurrences. So I cut the list way down — to about 50 songs initially. And I cut down on the talk breaks. I have it a little more structured, but the station does have personality so it's not just jocks reading liner cards."

Special Import

But the most distinct change at WOWI has been in the music mix, with the addition of LP cuts and many imports, a practice taken from the Detroit battle. FM103 might be the only U.S. station playing an Arpeggio record since "Love & Desire" seven years ago. And while Zinno's "What's Your Name" may be out here by the time you read this, Roshon is already on a follow-up, "Money Is Honey."

Much of WOWI's music isn't on any chart. So where does Vance find these songs? "One source is an import service in London; there are also a couple in the New York area." He also spends a lot of time sharing info with other PDs, among them Gray, Mayo, Brute Bailey, Steve Harris, J.C. Floyd, Mike Stradford, and James Alexander, and occasionally trades

	Sp '84	F '84	Sp '85	F '85
WOWI	4.8	7.5	7.1	7.6
WMYK	6.9	5.0	6.1	5.7
WRAP	3.9	3.1	3.4	4.5

Federal Express packages of records with them. "Most of the time, I'll get three or four copies. Depending on how a song does, I'll mail them out since they're more accessible here than they would be in St. Louis or Houston."

One reason that it's difficult to gauge imports' or LP tracks' success here is that they're rarely reported to trades by other PDs. Vance says he "constantly gets flak" from promotion people who wish he'd use his playlist slots for the songs they are working. "A lot of people might say I'm playing unfamiliar music, but when I see a Breaker that's never been played here, in this market, that's unfamiliar."

"I play imports to be competitive and up to 90% so far — and that's not an exaggeration — have been successful for me. I'm not in the

business to please record people; I'm into pleasing the audience I'm trying to serve. And I believe in reporting everything I play and playing everything I report."

WOWI Vs. K94

One indication that WOWI does legitimize some of this music in Norfolk is that K94 has sometimes followed it on LP cuts or imports. (For instance, a recent PM drive check found both outlets on the Stylistics' "Let's Go Rockin'.") And while WOWI is somewhat more cold segue-oriented, there are certain formatic elements the stations share; i.e., combination synth/a cappella jingles.

Where WOWI and K94 have differed most is on CHR material. "We play crossover too," states Vance, but "probably not as much as them. I heard them play 'You Belong To The City' today. And they play 'Sara' by the Starship like it was the national anthem. I want as many non-blacks to listen as possible, but I'm not going to cater to them. I'm going to play the music the audience wants to hear, and if some of it happens to be crossover, fine."

The crossover issue represents, to many, the crucial difference between the two. WOWI owner Rev. L.E. Willis is a major figure to local blacks; his "Crusade For Christ" still comprises the 6-7am hour of morning drive. And while K94 has strived over the past year to entrench itself in the black community, it's still assailed, perhaps unfairly, as an interloper by many B/U radio people. Roshon is careful to point out that differences between the two aren't as simple as black and white.

"WOWI is a minority-owned station. And having been in this format since 1974, we are entrenched in the community. But it's not a 'Power To The People' station by any means. Ironically, four of our last six major promotion winners have been white. (The station has also had contest entrants from Bermuda, where WOWI's signal occasionally skips in at night.) This is a station that tries to serve all the areas of Hampton Roads.

"K94 has a serious geographical disadvantage. Their studios are in the 'Moystick' past Elizabeth City, NC. They've got a great signal (100 kw to WOWI's 50), but geographically they haven't been able to get into the community like we have.

"We do an annual 'Teacher Appreciation Day' and a 'Mothers Of Hampton Roads Day.' On both occasions, we rent out the 13,000-seat Norfolk Scope. For Mother's Day, we paid a winner's house note for a year and gave her free groceries, gasoline, and utilities for a year." On Teachers Day, we gave away a car to the best teacher in Hampton Roads."

The Big Car Pool

WOWI is pretty free with its cars, having handed out three since the beginning of the fall book. K94 countered with a Porsche 944. Roshon hopes that big-ticket prizes finally get Tidewater some of the respect he feels it deserves as market #34. But he doesn't put his full emphasis on them.

"A car won't automatically get you numbers. When I came here, they told me, 'We're not worried about the book, we've got three cars.' I told them, 'You'd better start worrying about the book. It's going to take a lot more than cars.' Look at what happened to WDRQ with its 12-car promotion.

"It's not what you give away. Music, production, personality, and promotions all add up to one thing. Even though the point spread here is different from Detroit, I still feel that K94 might be within striking distance. I have to be on top of things so I won't become lax."

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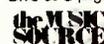
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Janet Karger, GM (401) 438-6110

WRGX seeks parttime air personalities. Adult AOR format. C&R: Bob Payne, Ste. 2815, World Trade Ctr., Baltimore, MD 21202. EOE M/F (3-28)

Commercial Jazz FM seeks M/F jock. 7pm-midnight, Monday-Saturday. Commensurable salary. T&R: WYRS, Rick Patrone, 117 Prospect St., Stamford, CT 06901. EOE M/F (3-28)

WZOZ-103FM

Morning personality for A/C leader in beautiful New York college town. Highly professional environment. Minimum one (1) year experience. C&R: Dan Lagani, **WZOZ**, Box 1030, Oneonta, NY 13820. EOE, no calls.

Contemporary Country in 200K market needs drivetime jock. Tight format/Contemporary Country music. T&R: Jim Williams, WCHA, Box 479, Chambersburg, PA 17201. EOE M/F (3-28)

Long Island Oldies seeks parttime announcers. Weekends/fill-ins. Must know oldies/have five years' experience. T&R: Bill Trotter, 1290 Peconic Ave., Babylon, NY 11704. EOE M/F (3-28)

ME's fastest-growing city needs mature, rock-oriented announcer. Production skills good, air delivery real. T&R: WCLZ, Box 7130, Portland, ME 04112. (207) 775-8446 EOE M/F (3-28)

Suburban NY City sales opening. Salary + commission + benefits. Resume: Chuck Weigel, WJOM, 9 Caldwell Pl., Elizabeth, NJ 07201. EOE M/F (3-28)



Immediate Opening

Network recruiter for one of the largest radio network/syndication companies in the country. Requires a true professional with experience in radio and/or syndication sales and management. We need a highly organized individual who will work hard to make an excellent living. Outstanding fringe benefits. Salary and incentive plan negotiable. Contact: **Dick Kalf** or **Barry Berman**, CRN, 1125 Dixwell Avenue, Hamden, CT 06514. (203) 562-9400. EOE

Regional Manager

Industry leader and creator of the first compact disc Digital Production Library, The World's Best and The Creative Department sales packages, Rock & Roll Oldies format, and station ID packages has an opportunity for an experienced salesperson with successful telemarketing background.

Please send resume to:

Cecelia Garr
Vice President/General Manager
FirstCom Broadcast Services
a division of Jim Long Companies, Inc.
13747 Montfort, No. 220
Dallas, TX 75240



Program Director For New Zealand

We're Auckland's hottest CHR FM station and soon to launch another in Christchurch. We're looking for a dynamic programmer who has strong management skills, is aggressive and has a winning track record. The market is one million with three other format competitors. No on-air work (you won't have time). No "format fly-by-nights" need apply, no beginners. We want the best and the salary is there to match. If you'd like to work in Nuclear Free New Zealand, please send a resume to:

ROB McKay
Managing Director, **Magic 91FM**
P.O. Box 33 664
Auckland
New Zealand

Research Associate Wanted

One of America's leading research consultancies is looking to expand. The successful applicant for this position will have several years of broadcast experience and good skills at applying research in the context of the radio industry. Excellent appearance, writing and verbal skills important. Competitive salary, desirable Sunbelt location. Resumes to: Jhan Hiber, Jhan Hiber & Associates, 26384 Carmel Rancho Lane, Suite 202, Carmel, CA 93923.



Regional Sales Representative

Fortune 500 Company Subsidiary; leader in the industry; producing Station IDs, Sales and Production Libraries, Music Commercials and 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 expenses and outstanding benefits.

Please send resume and salary history to:

Jack Adkins
VP/Director Human Resources
Media General Broadcast Services, Inc.
2714 Union Ave. Extended
Memphis, TN 38112
EOE M/F



OPPORTUNITIES

OPENINGS



Program Director/Morning Anchor. Southeastern Connecticut Adult Contemporary FM seeking PD & AM announcer. Primary responsibilities to motivate air staff and coordinate promotions. Must work long hours (and love it!) and tend to format details. Air shift requires warm and friendly AC personality with sense of community. Excellent opportunity for assistant PD looking for advancement and future growth potential. Send tape, resume and salary requirements to Dave Quinn, Pres. GM, WORO, P.O. Box 97, Mystic, CT 06355. EOE



PROGRAM DIRECTOR

Eastern Long Island WWHB seeking PD who specializes in promotion of CHR FM. Require musically creative program director to anchor afternoon drive, manage airstaff, and direct an effective community-oriented promotional campaign.

If you are looking for an association with a group of experienced entertainment professionals who promote management from within, send T&R:

Paul Simon Music
1619 Broadway, New York, NY 10019
ATT: WWHB

WLAN-AM/FM has news opening. Experience a must. T&R: Ellen Wasco, ND, 252 N. Queen St., Lancaster, PA 17603. EOE M/F (3-28)

PD for dominant FSA AM. Experience a must. Airshift required. T&R: Thom Williams, WGHQ, Box 1880, Kingstons, NY 12401. EOE M/F (3-28)

Top-notch CHR morning man needed. Adult, witty, good production. C&R: Walt Speck, 95 XXX, Box 9530, South Burlington, VT 05401. EOE M/F (3-28)



Rare opening for creative, personable, live-appearance-minded morning drive entertainer with production at Wilmington's #1 CHR, 3-5 years morning experience. Stable company, great facility, benefits and pay for the right person. Send T&R with salary history to: Steve Michaels, PD, WSTW, 2727 Shipley Road, Wilmington, DE 19803. EOE

PROMOTIONS DIRECTOR

The Boston Combination... (WMJX, Maglic 106.7 and All-Oldies WMEX) is looking for an aggressive, accomplished Promotions Director for Boston's hottest AM/FM combination. An ability to work creatively with Programming and Sales a must. Salary commensurate with experience. Resumes and work samples to: Jack Casey, WMJX/WMEX, 330 Stuart Street, P.O. Box 352, Back Bay Annex, Boston, MA 02117. No calls please.



A GREATER MEDIA STATION
EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

If you've taken Major Vows In Radio:

POVERTY - We Don't Pay Much
CHASTITY - Bad Hours:
Nobody Will Have You
OBEDIENCE - I'm A Tyrant To Work For
Send T&R to this Full-Service A/C station and I'll almost guarantee you a major market gig in two years. Address: 6537 St. Helena Avenue, Baltimore, MD 21222. EOE

OPENINGS

New England Drivetime Communicator

for uptempo ADULT CHR. No beginners, good production a must. If you don't normally respond to blind box ads, give this one a shot. You'll thank yourself later. Send T&R to: Radio & Records, 1930 Century Park West, #293, Los Angeles, CA 90067. EOE

SOUTH

ND needed for morning drive. Be part of top-rated show in 100K+ market. Must be go-getter. T&R: Kyle Dewberry, Box 3289, Jackson, TN 38303. EOE M/F (3-28)

Immediate opening for night rocker. Excellent communicator, good with phones. No beginners. Top-rated in eight-station market. T&R: Kyle Dewberry, Box 3289, Jackson, TN 38303. EOE M/F (3-28)



WHRK/Memphis seeking strong personalities with winner instincts, phone skills and will plus to join the #1 Urban station in Mid-South. Rush tapes and resumes to: Pam Wells, 112 Union Avenue, Memphis, TN 38103. EOE

Parttime Jazz/Classical announcer. 25-30 hrs./wk. T&R: Joe Lowrey, PD, WHRO-FM, 5200 Hampton Blvd., Norfolk, VA 23508. EOE M/F (3-28)

Sales/announcer combo sought. C&R/photo: Al Kahn, Box 2265, Lumberton, NC 28359. EOE M/F (3-28)

TX Gulf Coast Country combo needs experienced personality to be part of successful morning drive team. T&R: KRYA AM/FM, 702 McBride Ln., Corpus Christi, TX 78408. EOE M/F (3-28)

Program Director FM XL-102 Richmond's Only AOR

Need strong motivator who can maximize on-air talent, and has understanding of research/marketing concepts. Send resume to: Claire Shaffner, General Manager, WRXL 102 AM, 3245 Basic Road, Richmond, Virginia 23228. A Capitol Broadcasting Co. station.

Sunbelt CHR seeks air talent for AM/PM drive. T&R: Greg Stevens, Box 1430, Morgan City, LA 70381. EOE M/F (3-28)

Reporter/anchor with good reporting/writing skills. Also ND to direct two-person shop with anchor. Excellent benefits. T&R: J. W. Poile, WFLS, 616 Amelia St., Fredricksburg, VA 22401. EOE M/F (3-28)

Can you talk & push buttons at the same time? Can you work with pros from Atlanta & Charlotte? T&R: 97V, Box 3325, Oceanville, VA 24541. EOE M/F (3-28)

AM 1230



WBHP Radio in Huntsville, Alabama is The Information Station in the Tennessee Valley. We are looking for News Director/Anchor. This person must be full of new ideas, have a lot of energy, be able to write clear, concise copy, present it in an understandable way, and represent us well with our community newsmakers. This person must also be able to motivate others, manage a newsroom, and most important, be a people person. If you wish to work for a company that can offer you longevity and an atmosphere where you can grow, send resume, tape, and salary requirements to: **Dana Webb, P.O. Box 1230, Huntsville, AL 35807.**

OPENINGS

WPLO

Capital Cities/ABC Inc.

WPLO/Atlanta is seeking a high-profile PERSONALITY air talent. Skills include humor, phone technique, community involvement. Tape and resume to: **Neil McGinley, Operations Manager, WPLO, 360 Interstate North, Atlanta, Georgia 30339. EOE**

Writer/producer to join three-person creative department. Versatile voice necessary. Four-track helpful. T&R: Mary Dabney, WSKZ/WGOW, Box 11202, Chattanooga, TN 47301. EOE M/F (3-28)

"SPACE COAST"

AM/FM in Florida looking for News Director with strong motivation skills and professional attitude towards leadership. T&R to Radio & Records, 1930 Century Park West, #287, Los Angeles, CA 90067. EOE M/F

MIDWEST

WQID/Bloom seeks evening personality with production skills. T&R: Bob Lima, Box 4606, Bloom, MI 38935. EOE M/F (3-28)

Wanted passionately. Experienced newswoman to work with lovable morning man. CHR leader. Females encouraged. T&R: KWTQ, Box 4568, Springfield, MO 65808-4568. EOE M/F (3-28)



A Capital Cities/ABC, Inc. Radio Station

6-10pm Night Personality

Join one of America's greatest CHR Radio Staffs! If you're ready to rock the Motor City nites from 6-10, we'd love to hear from you! 3-5 years mediummajor market experience is necessary for this key on-air position!

Tapes & Resumes to:

Gary Berkowitz, Operations Manager

WHYT
2100 Fisher Building
Detroit, Michigan 48202

Capital Cities/ABC, Inc. is an Equal Opportunity Employer

Seek ND for all-new 96-HUM FM. C&R: Chuck Urban, Box 16, Ottawa, KS 66067, (913) 242-1220. EOE M/F (3-28)

WZZQ has rare and immediate drivetime opening. Pros only. T&R: Don Rivers, 1301 Ohio Blvd., Terre Haute, IN 47807, (812) 232-5034. EOE M/F (3-28)

MAJOR BLACK/URBAN

We are looking for dynamic air talents for possible future openings. Announcers must be aggressive and community-oriented. Send tapes and resumes: Radio & Records, 1930 Century Park West, #294, Los Angeles, CA 90067. EOE Females encouraged

OPENINGS

WMBD Newswatch!

300,000 Metro needs a News pro to join our 15-person AM/FM/TV News Department as a Radio/Reporter/Anchor. We offer good pay, solid benefits, excellent facilities, the chance to advance. We need a contemporary writer/reporter/thinker who lives news and loves to dig. Send tape, resume, writing samples. **Duane Wallace, WMBD-AM-TV, 3131 N. University, Peoria, IL 61604. EEO/M/F**



Fulltime gig available. All night, 1am-6am. Announcer/production. T&R: Ric Morgan, PD, KIZZ, Box 2188, Mtnot, ND 58702. EOE M/F (3-28)

Future openings for AM/FM news/talk/air talent, production. T&R: Rob Ryan, WMINI/WMZ2, 1458 Dublin Rd., Columbus, OH 43215. EOE M/F (3-28)



A Capital Cities/ABC, Inc. Radio Station Assistant Program Director On Air Talent

Detroit's Number One Radio Station, 50,000-watt WJR is looking for an Assistant Program Director with knowledge of Full-Service Radio, including News, Personalities, Talk, Music, & Sports. Programming & AC/MOR on-air experience, with the ability to work with top-flight staff is essential.

Tapes & Resumes to:

Gary Berkowitz, Operations Manager
WJR Radio
2100 Fisher Building
Detroit, Michigan 48202

Capital Cities/ABC, Inc. is an Equal Opportunity Employer.

AM N/T seeks show host, other news openings & board opportunities for possible future openings. T&R: Val Wallace, ND, WKRS, 3250 Belvidere Rd., Waukegan, IL 60085. EOE M/F (3-28)

Top-rated AOR seeks creative production pro. Multitrack experience helpful. T&R: Mark Miller, WWCK, 3217 Lapeer Rd., Flint, MI 48503. EOE M/F (3-28)

Production Pro needed immediately. WAIT Radio will soon become Chicago's Format 41 station and you can become a part of the excitement. Must be a creative genius and a team player with copy writing experience. Make your mark in Chicago! Call **Al Wilson at (312) 440-3100. EOE**

KPNY-FM CHR/AOR seeks fulltime air talent. Beginners considered. T&R: Paul Browning, Box 245, Alliance, NE 68301. EOE M/F (3-21)

EVEN IF YOU'RE HAPPY... READ THIS!

We're a rapidly expanding broadcasting group with existing state of the art #1 facilities throughout the country. We're looking for radio pros who eat, sleep and breathe radio.

If you're currently a GM, GSM, PD, Production Director, or Engineer who's interested in joining a progressive broadcast company intent on being the best, we would like to talk to you.

Send resume and salary history in confidence to:

Radio & Records, 1930 Century Park West, #291, Los Angeles, CA 90067.

OPPORTUNITIES

OPENINGS

Do You Thrive On Gathering And Reporting News? Are You Aggressive And Motivated From Within To Be The Best?

If so, WDFW/Marion/Ohio has an opportunity for you to be part of our award winning radio news organization, while gaining valuable print media experience with our twice-weekly newspaper. It's an excellent growth position that'll take you as far as YOU want to go. Call Ray Reynolds, Operations Manager, today (614) 387-9343.



WEST

Warm, southern Top 100 ADR seeks high energy rocker: to pull winning numbers for 7pm-12am. SHARON: (213) 459-8556 EOE M/F (3-28)

KILO 94 seeks sales manager. Minimum five years' sales management experience. Resume/cover letter: Lou Mellini, Box 2080, Colorado Springs, CO 80901. EOE M/F (3-28)



Production Director Air Talent

KVON/KVYN in the beautiful Napa Valley (40 miles from S.F.) seeks Production Pro/Air Talent. Creative writing, more than Voice-Over. Music techniques and strong organizational skills combined with a warm, friendly on-air approach are a must. If you can do it all, and give us 110%, then send your best cassette samples to: Tom Young, P.O. Box 2250, Napa, CA 94558. Females encouraged. EOE

Creative copywriter/production manager. Top-rated station seeks pro. Two & four-track studios. T&R: Dave, KSEI, Box 40, Pocatello, ID 83204. EOE M/F (3-28)

Reporter/anchor needed now! Co. Coast CHR. Women & minorities encouraged to apply. T&R: Tom Hiscox, ND, KOON, Box 81480, Salinas, CA 93912. EOE M/F (3-28)

General

Sales Manager

One of America's top Adult AORs is looking for a GSM. AM/FM combo is #1 in target, men 25-44. Locally-owned, desirable top 25 market. A rare opportunity for the GSM who knows how to value a quality station. Resumes to: Jhan Hiber, Jhan Hiber & Associates, 26384 Carmel Rancho Lane, Suite 202, Carmel, CA 93923. EOE M/F

Contemporary Christian Satellite Network needs air talent at L.A. studios. Tape: Gem O'Brien, PO, 1748 W. Katella, Orange, CA 92667. EOE M/F (3-28)

AC morning news co-anchor needed for Seattle Area. Experienced only! Women & minorities encouraged. T&R: Bill Lewis, ND, KSLY, 12011 NE 1st St., Bellevue, WA 98005. EOE M/F (3-28)

Advertising sales for syndicated radio magazine show. Work on your own time schedule. Top commission paid. Contact: Rozan Productions, (213) 854-4914 EOE M/F (3-28)

MOR AM seeks conversational, reliable morning news co-anchor. Duties include news gathering. Females encouraged. T&R: Dan McColly, KIDO, Box 63, Boise, ID 83707. EOE M/F (3-28)

AM 95 KJR. We're searching for a premiere afternoon drive ENTERTAINER. You can become part of the Northwest's most respected radio station - KJR. Submit resume and tape to Rick Scott - P.O. Box 3726, Seattle, WA 98124. EOE M/F



"THE ENTERTAINMENTS ON US"

OPENINGS

KALI/Los Angeles

Spanish Contemporary seeking bilingual Air Personalities for active music/news format. Heavy community involvement, production skills & knowledge of Spanish contemporary music and oldies. T&R by April 4 to: Gary Mercer, OM, KALI, 1104 S. San Gabriel Blvd., San Gabriel, CA 91776. EOE M/F

If you have trouble producing a concert spot, don't send a tape. Jock that knows production? T&R: Z-104, 2600 N. Main, Logan, UT 84321. EOE M/F (3-28)

POSITIONS SOUGHT

Associate Editor Radio & Records seeks same/Asst. Promotion/sales in New Haven area. Available 4/1D. PAMELA MARTIN: (213) 279-1364. 553-4330 (3-28)

Former National Director of Marketing Services Macey Lipman Marketing. Seek opportunity within record industry. Seven-year marketing/label vet. JULIE FREEMAN: (213) 826-1079 (3-28)

Experienced announcer seeks rock 'n' roll oldies. AM station preferred, will travel. Knowledgeable/reasonable. JACKSON DOUGLAS: (803) 554-4663 (3-28)

I want work. Three years' experience small/medium market. I know my music. Will relocate. DEREK ST. JOHN: (303) 625-0434 (3-28)

Drivetime entertainer. Warm, friendly, funny communicator. Great phones, appearances. A pro willing to work hard. Top 50 only. BRIAN: (504) 469-4779 (3-28)

I want to rock! Experienced AOR, Top 60. Fluid, conversational. Raised by wolves. AOR/Hybrid. JOHN: (312) 262-3773 (3-28)

Reasonable, eager five-year vet itching for Hot CHR. Good production. Willing to relocate. GIDEON SCHERY: Box 10, Arkport, NY 14807. (607) 295-7214 (3-28)

MORNIN & KRANTZ

It all started at WJOK/Washington. Then we played nothing but love songs at WPIX. In 1985, the Morning Zoo on WZOU/Boston. We're warm, outrageous, original. All markets welcomed (617) 566-7028.

Large market jock seeks fulltime on-air at Hot Hits station. Good pipes, many character voices. JOHN: (414) 961-1353 (3-28)

Top rated DJ wants to build track record. Three years' CHR/AC/Oldies. Will relocate anywhere, prefer TX/OK. JIMMIE JAMES: (405) 822-3709 (3-28)

Have manager's recommendation. Five years' experience. Seek sports opening medium/large market. Versatile, dependable. Want evenings. BOB: (308) 436-3704 (3-28)

Must sell. Like-new CHR jock with all the options. Marketing degree, radio savvy, looking to sell. Best offer. PHIL: (216) 882-3387 (3-28)

Funny morning show. Good bits, banter, phones. Guaranteed to generate publicity for your station. Will relocate to any top 100. J. C.: (914) 965-5079 (3-28)

16 years' announcer. I-95, WZZK-FM, Q-102. Experienced in people. Ready. GEORGE RIVERS: (205) 328-2588 (3-28)

Station not hitting 12+ in your market? That's because I'm not part of it yet. Seek programming/morning position anywhere. CHR/AC/Oldies talent. THE VIC: (313) 398-2818 (3-28)

Fun loving, warm, FSA/AC personality who likes entertaining adults. Great pipes, very real. MARK ALLEN: (216) 964-8577 (3-28)

Eight years' WGCI/Chicago. Seek announcer B/U, CHR. Excellent ratings/references. EVAN LUCK: (312) 871-3638 (3-28)

MW major market talent available now. 12 years' AC/CHR/Country. Past two CBS O&O. Desire PD/Drive Position. Contact: (314) 469-0881 (3-28)

Hey TN! I can make your mornings smoke. If you need a hard workin', good rockin' get-down jock, try DOC: (615) 538-5697 (3-28)

You want talent? Experienced medium market CHR/AC. Prefer SE CHR/AOR/AC. JOHN MARTIN: (305) 671-7886. 4849-B N. Goldenrod Rd., Winter Park, FL 32792. (3-28)

Three-year pro with top-rated morning show in small market. Seek winning team. Small/medium market. Programming/production. TOM: (214) 938-7476 (3-28)

Sportcaster. Young, energetic, experienced with exciting PBP. Seek radio/TV/cable station. college/pro PBP. GARY: (319) 283-3994 (3-28)

Attention Arbitron shoppers. Do you seek one more personality with six years' experience to shore up a good spring book? RICK: (305) 574-3579 (3-28)

DJ with eight years' experience has sincere desire to re-enter radio. Seek PD small market. RALPH: (209) 584-4565 (3-28)

POSITIONS SOUGHT

News/entertainment talent seeks growth gig. Two years' parttime major market experience. Degree. PAUL: (716) 834-0429 (3-28)

DJ, news, sports. Five years' experience. Good communicator, enthusiastic, hard working, WIJ relocate. JEFF: (303) 522-2731 (3-28)

Attention all small/medium markets in West. Nine years' in radio. Seek position PD/ND/air talent. Have tape. DAVID BAXTER: (702) 388-7511 (3-28)

Black female & male anchor/reporter collage graduate seeks re-entry at all-news, AM/FM combo. Contact: (419) 865-1222 (3-28)

STATION SOLD

High-profile female Country-Rock personality, good phones, four years Top 10 market. Ready for new major market challenge in May. Call Jyl (513) 686-1189.

Has the theatre of your mind been turned into condos? Grouchesque jock writes/voices. Turn black & white radio into color 3-D. JOHN: (602) 782-2746 (3-28)

Attention So. FL programmers! Seasoned vet seeks parttime gig. WSHF, WVCG and others. Why settle for wimpy parttime talent? JOHN FORD: (305) 771-2476 (3-28)

Medium market promotions/programming/air talent. Three years' experience. Will relocate. AOR preferred. Team player seeks solid team. JON MICHAELS: (201) 349-8047 (3-28)

Eight years' radio. Let's make it mine. Military electronic training. Country/CHR. DON: (317) 284-5547 (3-28)

Need a job. Female DJ prefers IA/IL. News, copywriting, production. Have license. CARI: (319) 355-4212. 289-3873 (3-28)

Name your price! Veteran personality will relocate for fulltime employment. Six years' experience. LEE VERNON: 1305 First Ave. SW, #2, Great Falls, MT 59404-3922 (3-28)

Morning personality/newsperson. Experience in both areas. Seek work in MW. Consider myself a professional. DAVE: (402) 245-5904 (3-28)

Serious about experience? Nine-year vet seeks AC/CHR/MOR AM/FM drive. Ventura County, CA. PD/production. Team player. TOM: (805) 933-3192 (3-28)

Bring a breath of fresh air to your medium/small station. Husband/wife programming team wants to help you. STEVE & PENNY: (303) 625-5403 (3-28)

Currently working parttime in Miami market. Four years' experience CHR/AOR/AC. Small/major market. Razor sharp. SANTO: (305) 752-8303 (3-28)

22 Years C&W, AC, Oldies Vet

Lots of personality, humor, trivia, phones, information. No Juke Boxes. No minor stations/markets. Jay (512) 684-4631 or 692-2403.

Warm, friendly, natural Adult communicator. AC/Jazz/MOR. Seek gig Co. upstate NY. RICK: (315) 476-1782. 458-8419 (3-28)

Aggressive female ready for gig in sales/production. Will relocate. WENDY SANDERS: (602) 870-1518, 9417 N. 2nd St., Phoenix, AZ 85020. (3-28)

ND with 10 years' experience wants new market. Desire medium/major markets MW/West only. Contact: (307) 235-1483 (3-28)

14 years' experience includes WLAC, WIRK, WSUN. Three years' as programmer. Name your format. MITCH: (305) 387-4127 (3-28)

I need out of a hopeless place. Incredible production skills, solid airwork. Prefer AC. BOB: (915) 673-2545, 695-2697 (3-28)

Programmer/talent from the original KYA, WWDJ, WFUN, AC/Drive/Country. Mornings/afternoons. Let's get serious. BWANA JOHNNY: (603) 289-0415 (3-28)

Do not! Also neighboring states. Experienced small market announcer seeks position. Sports-minded/dependable. Any format. RUDI: (818) 448-8963 (3-28)

NW OR, Portland and vicinity! The Captain is on his way to the top. Will he be on your winning team? That's up to you. KIRK: (701) 838-4728 (3-28)

Versatile announcer seeks next challenge. Experience includes programming/Country/AC/Oldies/sports. DAVE MURDOCK: (305) 275-6054 (3-28)

12-year major market professional tired of reading cards & pushing buttons. Seek PD/MD, on-air. Any format. Prefer Baltimore/DC area. IRA: (301) 655-2641 (3-28)

Seasoned newshound seeks yard to dig in! Desire station with serious commitment to news. B.A. Journalism, legislative reporting experience. TOM: (505) 266-6967 (3-28)

Seeking killer CHR/AC on-air or first PD/asst. PD gig. Experienced PM drive/music/programming. Prefer IN/OH. BRAD: (217) 223-8437. (317) 474-9212 (3-28)

POSITIONS SOUGHT

You Need A Surgeon?

Let's talk the HOTTEST little nighttime show in America! I ain't jokin'. Record, reputation, references. You need a surgeon? God's sake, or at least get this tape. No purchase required, money-back guarantee. West. SHANE, (804) 464-6702

Smooth operator can handle all formats. What you want is what you'll get. Love to communicate. Fulltime wanted. RALPH MDORE: (718) 331-0718 (3-28)

Eight-year CHR jock seeks medium/major market. Excellent production. JIM: (815) 741-8775 (after 3pm CST) (3-28)

Jersey girl wants to come home! Who mel Beat me! Do anything! Just get me back to good ol' NJ! On-air experience. JILL: (305) 732-7233 (3-28)

Currently employed parttime at NE CHR, seek fulltime at your AC/CHR in NE Canada. JIM: (609) 729-9440 days (3-28)

I want more of a gig! Eight years' PD/Asst. MD/production, automation, & more. AC/CHR/AOR Los Angeles. Airwork unnecessary. DAVE BARE: (213) 930-4380 (3-28)

TOTALLY CRACKED

The Slim One
WLS-FM, KFRC, Los Angeles
(213) 666-9111

Award-winning ND interested in a new challenge. TERRY: (205) 478-6671 (3-28)

Top-rated Q102/Cincinnati's afternoon entertainer seeks major/medium market CHR/AOR/AC. Ratings/references available. RICK JENSEN: (513) 731-7206 (3-28)

Creative production/Copy Director in #31 market. Seek sun-belt gig as same/announcer. CHR/AOR/AC 100K+ market. LARRY FORD: (704) 376-1610, 3124 Providence Rd., Charlotte, NC 28226. (3-28)

Experienced news/sports/personality seeks right station. Dependable, good voice, winner, ready to work hard. T&R available. MARK: (206) 745-0379 (3-28)

News/reporter/anchor/talk show/TV. 11-year vet. Will relocate. Seven years' AC. W. C. BROWN: (615) 262-9981 (3-28)

Bargain. Large metro jock with drivetime, phones, MD. Seek aggressive medium/large market. Any shift. Contact: (305) 755-1292 (3-28)

Seven-year morning announcer seeks gig in upper MW. Good production/skills. DDN: (715) 258-0177 (3-28)

15-year news/sports vet available to improve your image. Strong leadership with management potential. Contact: (812) 234-2125 (3-28)

Versatile, degreed, self-motivator seeks news/public affairs position. Experienced radio news, copywriting, issues. Attractive, articulate. DIANE: (217) 529-9500 (3-28)

Night/midday pro. Formerly with Y100, 96X, K102, WKGR. Will relocate. JEFF: (305) 566-2151 (3-28)

Experienced MD seeks MD/Asst. PD medium/large market. Creative, good listener, motivated. Extensive music knowledge. People person. GARY: (301) 759-3264 (3-28)

MISCELLANEOUS

Need AC & Country music service from all labels. Contact: Mike Bissell, KLDN, Eldon, MO 65026 or (314) 392-3793 (3-28)

Eastman Radio/Atlanta has relocated to 2635 Century Parkway, Suite 560, Atlanta, GA 30345; (404) 321-5136 (3-28)

R&R Opportunities Advertising

Radio & Records provides free (24 words) 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 type-written or printed and accompanied by check mailed to our office in advance.

THE BOOKSHELF

371) THE GUITAR GREATS: John Tabler & Stuart Grundy Profiles based on in-depth interviews with masters of electric guitar, B.B. King, Eric Clapton, Carlos Santana, Pete Townsend, and 10 others. This fascinating book covers each artist's musical background, innovations, techniques, career, and private life, with definitive discographies. 192 pp.(P) \$10.95

342) A MUSICIAN'S GUIDE TO THE ROAD. Gary Burton This handbook covers what every musician should know about taking an act on the road. Written by the world-renowned vibraphonist, this easy-to-read guide is full of practical ideas based on Burton's twenty years of experience performing before jazz audiences. 154 pp.(P) \$7.95

310) HOW TO MAKE AND SELL YOUR OWN RECORD. Diane Sward Rapoport This brand new edition offers technical information, practical tips, and business guidance for self-production of record and cassette releases. Every aspect of a recording project is covered, from planning and budgeting through sales and promotion. Includes sample forms and worksheets as well as advice on raising money and negotiating contracts. 167 pp.(P) \$12.95

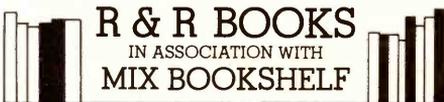
307) MAKING MUSIC: THE GUIDE TO WRITING, PERFORMING, AND RECORDING. Ed. by George Martin This is both an authoritative guide for everyone who makes music and a unique source of insight into the genius and work habits of 65 of the world's leading music figures (e.g. contributors on songwriting include McCartney, Sting, Sonheim, Webb, and Simon, among others). There are sections on writing, arranging, performing, recording, and music business all written by experts. 352 pp.(H) \$17.95

303) MUSIC BUSINESS HANDBOOK AND CAREER GUIDE. David Baskerville, Ph.D. This is the required text in over 90 colleges and universities. Exhaustively thorough coverage of all phases of the industry divided in 7 parts: Music in the Marketplace; Songwriting, Publishing, Copyright; Business Affairs; The Record Industry; Music in Broadcast and Film; Career Planning and Development; Appendix (sample forms). 553 pp.(H) \$18.95

160) DICTIONARY OF CREATIVE AUDIO TERMS. CAMEO The first comprehensive dictionary of creative audio terminology containing over 1,000 definitions for those without much technical training. Focuses on creative audio/musical equipment, techniques, systems, and practices. Illustrated to give a quick and comprehensive grasp of meanings. 100 pp.(P) \$4.95

131) HOW TO BUILD A SMALL BUDGET RECORDING STUDIO FROM SCRATCH. F. Alton Everest Presents the information needed for design, construction, and operation. The emphasis is on budget studios suited to efficient production of audio/visual, radio, television, and film material stressing function, economy, and good sound quality. Includes 12 tested designs. 336 pp.(P) \$11.95

120) CRITICAL LISTENING COURSE. F. Alton Everest This invaluable course specifically addresses the important nuances of the audio world. The 136 page training manual with ten pre-recorded lessons on cassette tapes lead you from basic to advanced listening techniques in increasing progression. Topics include estimating frequency, frequency band limitations, sound level changes, components of sound quality, frequency response irregularities, various types of distortion, reverberation effects on speech and music, signal vs. noise, and voice colorations. \$129.95



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NATIONAL MUSIC FORMATS

Added This Week

Bonneville Broadcast System

Kevin McCarthy (800) 631-1600

Alpha Sounds

DIONNE WARWICK "Whisper In The Dark"
SMOKEY ROBINSON "Hold On To Your Love"

Easy Listening

NICK INGMAN "Lollipops And Roses"
"Call Me Irresponsible"

Century 21

Greg Stephens (214) 934-2121

The Z Format

SADE "Never As Good As The First Time"

The A/C Format

LEVEL 42 "Something About You"
SADE "Never As Good As The First Time"

Super-Country

JUICE NEWTON "Old Flame"
DOBBIE GRAY "That's One To Grow On"
CHARLIE DANIELS BAND "Drinkin' My Baby Goodbye"

Concept Productions

Elvin Khyama (316) 782-7754

CHR

ZZ TOP "Rough Boy"
DAVID BOWIE "Absolute Beginners"
HOOTERS "Where Do The Children Go"
SADE "Never As Good As The First Time"
WHITNEY HOUSTON "Greatest Love Of All"
JANET JACKSON "What Have You Done For Me Lately"

Country

ED BRUCE "Nights"
JUICE NEWTON "Old Flame"
MARK GRAY "Back When Love Was Enough"
DAN SEALS "Everything That Glitters..."

Drake-Chenault

Bob Lawrence (818) 883-7400

XT-40

ZZ TOP "Rough Boy"
MR. MISTER "Is It Love"
WHITNEY HOUSTON "Greatest Love Of All"
MIKE & THE MECHANICS "All I Need Is A Miracle"
JANET JACKSON "What Have You Done For Me Lately"

Contempo 300

DIRE STRAITS "So Far Away"
PHIL COLLINS "Take Me Home"
WHITNEY HOUSTON "Greatest Love Of All"

Great American Country

OAK RIDGE BOYS "Juliet"
STEVE WARINER "Life's Highway"
EDDIE RABBITT "Repetitive Regret"
WILLIE NELSON "Living In The Promiseland"

Media General

Broadcast Services

Bob Dumais (901) 320-4433

Action

ALAN PARSONS "Lmelight"
LEVEL 42 "Something About You"
NYLONS "The Lion Sleeps Tonight"
WHITNEY HOUSTON "Greatest Love Of All"

Your Country

OSMOND BROTHERS "Baby Wants"
SHELLY WEST "What Would You Do"
JOHN ANDERSON "You Can't Keep A Good Memory..."

MEDIA GENERAL BROADCAST SERVICES

Hit Rock

ZZ TOP "Rough Boy"
OMD "If You Leave"
MR. MISTER "Is It Love"
WHITNEY HOUSTON "Greatest Love Of All"
MIKE & THE MECHANICS "All I Need Is A Miracle"

Peters Productions, Inc.

George Junak (800) 255-8511

Country Lovin'

ROSANNE CASH "Hold On"
DAN SEALS "Everything That Glitters..."
WILLIE NELSON "Living In The Promiseland"
J. LEE & L. BRODY "I Could Get Used To This"

The Great Ones

FORCE MDs "Tender Love"
MIAMI SOUND MACHINE "Bad Boy"

Radio Arts

John Benedict (818) 841-0225

Country's Best

DOBBIE GRAY "That's One To Grow On"
KEITH STEGALL "I Think I'm In Love"
WILLIE NELSON "Living In The Promiseland"
C. McCLAIN & W. MASSEY "When It's Down To You..."

Soft Contemporary

MIAMI SOUND MACHINE "Bad Boy"
SADE "Never As Good As The First Time"

Sound 10

MR. MISTER "Is It Love"
STEVIE NICKS "I Can't Wait"
LEVEL 42 "Something About You"
WHITNEY HOUSTON "Greatest Love Of All"
SADE "Never As Good As The First Time"

Satellite Music Network

Pat Clarke (214) 991-9200

The Starstation

ELO "Calling America"
PHIL COLLINS "Take Me Home"

Country Coast-To-Coast

TANYA TUCKER "One Love At A Time"
FORESTER SISTERS "Mama's Never Seen Those Eyes"

Rock 'N' Hits

OMD "If You Leave"
ZZ TOP "Rough Boy"
MR. MISTER "Is It Love"
JERMAINE JACKSON "I Think It's Love"
MIKE & THE MECHANICS "All I Need Is A Miracle"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

OMD "If You Leave"
JULIAN LENNON "Stick Around"
MIKE & THE MECHANICS "All I Need Is A Miracle"

TM AC

DENNIS DeYoung "Call Me"
PHIL COLLINS "Take Me Home"

TM Country

JOHN CONLEE "Harmony"
EDDIE RABBITT "Repetitive Regret"

RADIO & RECORDS NATIONAL AIRPLAY

JAZZ

TOP 30

MARCH 28, 1986

Rank	Artist	Title	Label
1	PAQUITO D'RIVERA	Explosion	Columbia
2	MUSIC FROM THE BILL COSBY SHOW	A House Full of Love	Columbia
3	OAVIO BENOIT	This Side Up	Spindletop
4	JON FAOIS	Legacy	Concord
5	EDDIE DANIELS & LUNOON PHILHARMONIC ORCHESTRA	Breakthrough	GRP
6	JOE WILLIAMS	Just Want To Sing	Delos
7	RAY BROWN ALL STARS	Don't Forget The Blues	Concord
8	TEO PILTZECCKER	Destination	Seabreeze
9	CABO FRIO	Right On The Money	Zebra/MCA
10	HARVIE SWARTZ	Urban Earth	Gramavision
11	TONY WILLIAMS	Foreign Intrigue	Blue Note
12	JUSTO ALMARIO	Forever Friends	Meadowlark
13	JOHN SCOFIELD	Still Warm	Gramavision
14	ZAWINUL	Dialects	Columbia
15	RALPH TOWNER/GARY BURTON	Slide Show	ECM
16	KEITH JARRETT	Standards Live	WB
17	PHAROAH SANDERS	Shukuru	Theresa
18	PERRI	Celebrate!	Zebra/MCA
19	DOC SEVERINSEN & XEBRON	Doc Severinsen & Xebron	Passport
20	DOUG CAMERON	Freeway Mentality	Spindletop
21	LARRY CARLTON	Alone/But Never Alone	MCA
22	PETE PETERSEN & COLLECTION JAZZ ORCHESTRA	Playin' In The Park	Pausa
23	GRP LIVE IN SESSION	GRP Live In Session	GRP
24	CLIFF SAROE	Waiting	MCA/Curb
25	JONATHAN BUTLER	Introducing Jonathan Butler	Jive/Arista
26	BENNIE WALLACE	Twilight Time	Blue Note
27	RUSS FREEMAN	Nocturnal Playground	Brainchild
28	CONTE CANOLI w/PHIL WOODS	Old Acquaintance	Pausa
29	STEVE KUJALA	Fresh Flute	CBS
30	GENE HARRIS	Nature's Way	Jam

Black/Urban stations contributing to Jazz: WKND/Hartford, Melonae McClean, KJCB/Lafayette, Horatio Handy, WYLD-FM/New Orleans, Del Spencer, WDMT/Cleveland, Dean-Dean Rufus

NEW & ACTIVE

- IRA STEIN & RUSSELL WALDER "Transit" (Windham Hill) 16/6**
Rotations: Heavy 1/0, Medium 8/3, Light 6/2, Extra Adds 1, Total Adds 6, KUOP, WLVE, WVPE, KLCC, KIFM, KLSK, Heavy, KPLU, Medium, WFAE, WLOQ, WNOP, WKSU, KJAZ.
- SKYWALK "The Bohemians" (Zebra/MCA) 15/8**
Rotations: Heavy 2/0, Medium 9/4, Light 1/1, Extra Adds 3, Total Adds 8, WBEE, WNOP, WDET, KBEM, K.MHD, KUOP, KPLU, WHRO, Heavy, KERA, KIFM, Medium, KTCJ, KKGO, WFSS, KRVS, WLVE.
- JONATHAN BUTLER "Introducing Jonathan Butler" (Jive/Arista) 15/5**
Rotations: Heavy 3/0, Medium 7/2, Light 4/2, Extra Adds 1, Total Adds 5, WBGO, KERA, WBBY, WJZZ, WFSS, Heavy, WNOP, KKGO, KPLU, Medium, WYRS, WFAE, WLOQ, WKSU, KIFM.
- RUSS FREEMAN "Nocturnal Playground" (Brainchild) 15/5**
Rotations: Heavy 4/0, Medium 5/1, Light 5/3, Extra Adds 1, Total Adds 5, KMHD, KUOP, WVPE, KLCC, KPXR, Heavy, KERA, KBEM, KTCJ, KPLU, Medium, WFPL, WLOQ, WNOP, WLVE.
- STEVE BROWN "Good Lines" (Cale Records) 11/1**
Rotations: Heavy 2/0, Medium 7/0, Light 2/1, Extra Adds 0, Total Adds 1, WNUR, Heavy, WVPE, Medium, WRTI, WFPL, WKSU, KBEM, KADK, KJZZ, K.MHD, WUSF.
- GEORGE HOWARD "Love Will Follow" (TBA/Palo Alto) 10/2**
Rotations: Heavy 5/0, Medium 3/1, Light 2/1, Extra Adds 0, Total Adds 2, KUOP, WDMT, Heavy, WNOP, WBBY, KKGO, KPLU, KIFM, Medium, KTCJ, WLVE.
- SADAO WATANABE "Parker's Mood/Live At Bravas Club" (Elektra) 10/1**
Rotations: Heavy 1/0, Medium 2/0, Light 6/0, Extra Adds 1, Total Adds 1, KJZZ, Heavy, KPLU, Medium, KKGO, KJAZ.
- WENDELL HARRISON "Blith Of A Fossil" (Rebirth) 10/0**
Rotations: Heavy 0/0, Medium 5/0, Light 5/0, Extra Adds 0, Total Adds 0, Medium, WGBH, WFPL, WJZZ, KTCJ, KLCC.
- INTERIOR "Interior" (Windham Hill) 10/0**
Rotations: Heavy 1/0, Medium 5/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy, KLCC, Medium, WMOT, WLOQ, WDET, KMHD, WNUR.

MOST ADDED

- LARRY CARLTON (11)
Alone/But Never Alone (MCA)
- CHICK COREA (9)
Electric Band (GRP)
- CABO FRIO (8)
Right On The Money (Zebra/MCA)
- SKYWALK (8)
The Bohemians (Zebra/MCA)

- CHICK COREA "Electric Band" (GRP) 9/9**
Rotations: Heavy 0/0, Medium 3/3, Light 2/2, Extra Adds 4, Total Adds 9, WBGO, KERA, WMOT, WJZZ, KJAZ, KPLU, WHRO, KIFM, WKNO.
- JOHN JARVIS "So Fa So Good" (MCA) 9/6**
Rotations: Heavy 2/0, Medium 1/0, Light 5/5, Extra Adds 1, Total Adds 6, WMOT, WNOP, KTCJ, KMHO, KLCC, KLSK, Heavy, WLOQ, KIFM, Medium, KKGO.
- KENNY BARRON "Autumn In New York" (Uptown) 9/0**
Rotations: Heavy 2/0, Medium 5/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy, KUHF, WUWM, Medium, WGBH, WRTI, WDET, WHRO, KLSK.
- MISTER SPATS "Love Speaks" (Pausa) 8/4**
Rotations: Heavy 2/0, Medium 2/1, Light 2/1, Extra Adds 2, Total Adds 4, WYRS, WJZZ, KJZZ, KMHD, Heavy, WBGO, KLSK, Medium, WUSF.
- RITZ "Born To Pop" (Pausa) 8/0**
Rotations: Heavy 2/0, Medium 4/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy, WJZZ, WHRO, Medium, WRTI, WYRS, WBBY, KLON.
- MARK O'CONNOR "Meanings Of" (WB) 7/0**
Rotations: Heavy 1/0, Medium 3/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy, KLSK, Medium, WFPL, KKGO, WVPE.
- TED SHUMATE w/IRA SULLIVAN "Gulfstream" (Pausa) 7/0**
Rotations: Heavy 4/0, Medium 2/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy, WNOP, WHRO, WUSF, KLCC, Medium, WBEE, WKSU.
- NABIL TOSH "Double Bass" (Consolidated Artists) 6/2**
Rotations: Heavy 1/0, Medium 2/1, Light 3/1, Extra Adds 0, Total Adds 2, WKSU, WUSF, Heavy, KLON, Medium, WBEE.
- BERTRAM "Dreams Are Real" (Milestone/Fantasy) 6/1**
Rotations: Heavy 1/0, Medium 3/0, Light 2/1, Extra Adds 0, Total Adds 1, KERA, Heavy, WYRS, Medium, WRTI, WNOP, WJZZ.
- MARC JOHNSON "Bass Desires" (ECM) 6/0**
Rotations: Heavy 1/0, Medium 4/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy, KJAZ, Medium, WBGO, WRTI, WDET, WVPE.
- RICHARD SOUTHER "Heirborne" (Meadowlark) 6/0**
Rotations: Heavy 2/0, Medium 2/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy, WNOP, KNHD, Medium, WMID, WLVE.

HOTTEST

- PAQUITO O'RIVERA (20)
Explosion (Columbia)
- OAVIO BENOIT (15)
This Side Up (Spindletop)
- JON FAOIS (13)
Legacy (Concord)
- MUSIC FROM THE BILL COSBY SHOW (13)
A House Full Of Love (Columbia)

REGIONAL ADDS & HOTS

EAST

- WBIO/Danville City (1)**
Bill Hopkins
TED PLETZECCKER
BOB WELLS
JOE WILLIAMS
RAY BROWN
SADAO WATANABE
MUSIC FROM THE BILL COSBY SHOW
WYRS
ERIC JACKSON
TONY WILLIAMS
RUSSELL WALDER
ALAN BRUCE
JONATHAN BUTLER
JON FAOIS
CLIFF SAROE
WYRS
- WBOB/News**
DINAH WILSON
MUSIC FROM THE BILL COSBY SHOW
JOHN CARLTON
JOE WILLIAMS
RAY BROWN
SADAO WATANABE
MUSIC FROM THE BILL COSBY SHOW
WYRS
ERIC JACKSON
TONY WILLIAMS
RUSSELL WALDER
ALAN BRUCE
JONATHAN BUTLER
JON FAOIS
CLIFF SAROE
WYRS
- WBWB/Chicago (1)**
JOE WILLIAMS
TED PLETZECCKER
BOB WELLS
JOE WILLIAMS
RAY BROWN
SADAO WATANABE
MUSIC FROM THE BILL COSBY SHOW
WYRS
ERIC JACKSON
TONY WILLIAMS
RUSSELL WALDER
ALAN BRUCE
JONATHAN BUTLER
JON FAOIS
CLIFF SAROE
WYRS
- WDET/Detroit**
JOE WILLIAMS
TED PLETZECCKER
BOB WELLS
JOE WILLIAMS
RAY BROWN
SADAO WATANABE
MUSIC FROM THE BILL COSBY SHOW
WYRS
ERIC JACKSON
TONY WILLIAMS
RUSSELL WALDER
ALAN BRUCE
JONATHAN BUTLER
JON FAOIS
CLIFF SAROE
WYRS
- WZZM/Detroit (1)**
JOE WILLIAMS
TED PLETZECCKER
BOB WELLS
JOE WILLIAMS
RAY BROWN
SADAO WATANABE
MUSIC FROM THE BILL COSBY SHOW
WYRS
ERIC JACKSON
TONY WILLIAMS
RUSSELL WALDER
ALAN BRUCE
JONATHAN BUTLER
JON FAOIS
CLIFF SAROE
WYRS
- WDRB/Detroit (1)**
JOE WILLIAMS
TED PLETZECCKER
BOB WELLS
JOE WILLIAMS
RAY BROWN
SADAO WATANABE
MUSIC FROM THE BILL COSBY SHOW
WYRS
ERIC JACKSON
TONY WILLIAMS
RUSSELL WALDER
ALAN BRUCE
JONATHAN BUTLER
JON FAOIS
CLIFF SAROE
WYRS
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BOB WELLS
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JONATHAN BUTLER
JON FAOIS
CLIFF SAROE
WYRS

MIDWEST

- WDRB/Detroit (1)**
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RAY BROWN
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RUSSELL WALDER
ALAN BRUCE
JONATHAN BUTLER
JON FAOIS
CLIFF SAROE
WYRS

WEST

- WDRB/Detroit (1)**
JOE WILLIAMS
TED PLETZECCKER
BOB WELLS
JOE WILLIAMS
RAY BROWN
SADAO WATANABE
MUSIC FROM THE BILL COSBY SHOW
WYRS
ERIC JACKSON
TONY WILLIAMS
RUSSELL WALDER
ALAN BRUCE
JONATHAN BUTLER
JON FAOIS
CLIFF SAROE
WYRS
- WDRB/Detroit (1)**
JOE WILLIAMS
TED PLETZECCKER
BOB WELLS
JOE WILLIAMS
RAY BROWN
SADAO WATANABE
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JON FAOIS
CLIFF SAROE
WYRS

SOUTH

- WFAE/Charlotte**
Paul Shilling
DOC SEVERINSEN & XEBRON
CONTE CANOLI w/PHIL WOODS
BOB WELLS
JOE WILLIAMS
RAY BROWN
SADAO WATANABE
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ALAN BRUCE
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CLIFF SAROE
WYRS
- KRVZ/Memphis**
Charles Montgomery
JOHN SCOFIELD
PETER JARRETT
JOHN CARLTON
JOE WILLIAMS
RAY BROWN
SADAO WATANABE
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ORLANDO

- WVPE/Tallahassee**
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ALL ACROSS THE COUNTRY, PEOPLE ARE GETTING TO KNOW JONATHAN BUTLER.

Introducing Jonathan Butler debuts at #25 on the R&R Jazz Chart. 5 Adds This Week! WJZZ, WBGO, KERA, WFSS, WBBY.



Already playing and reporting: KKGO, WKSU, WYRS, WFAE, WMOT, WLOQ, WNOP, KTCJ, KPLU, KIFM. Plus 35 R&B Stations! AVAILABLE ON JIVE RECORDS, CASSETTES AND COMPACT DISCS. DISTRIBUTED BY ARISTA RECORDS.

47 Reporting Stations
45 Current Reports

KKGO/Los Angeles and KUHF/Houston called in frozen playlists. KCSC/Oklahoma City is no longer a reporting station.

BLACK/URBAN

BREAKERS

CONTROLLERS Stay (MCA)

68% of our reporting stations on it. Rotations: Heavy 1/0, Medium 28/1, Light 29/11, Total Adds 12, WVEE, WHRK, KMJM, WNHC, OC104, WHYZ, WZAZ, WJJS, WBLX, WPLZ, Z103, WDAO. Debuts at number 38 on the Black/Urban chart.

TRINERE

I'll Be All You Ever Need (Music Specialist)

62% of our reporting stations on it. Rotations: Heavy 6/0, Medium 21/2, Light 26/7, Total Adds 9, WYLD-FM, WLUM, WKXI, WJYL, WJJS, WBLX, WANT, WAAA, WCKX. Moves 39-36 on the Black/Urban chart.

WHITNEY HOUSTON

The Greatest Love Of All (Arista)

60% of our reporting stations on it. Rotations: Heavy 4/1, Medium 18/9, Light 29/18, Total Adds 28 including WWIN, WILD, WUSL, WVEE, K104, WHRK, WBMX, WQCI, WBLZ, WDMT, KACE, KDAY, KSOL. Tied for this week's Most Added Record. Debuts at number 39 on the Black/Urban chart.

MELI'SA MORGAN

Do You Still Love Me (Capitol)

60% of our reporting stations on it. Rotations: Heavy 0/0, Medium 17/2, Light 34/12, Total Adds 14 including WILD, WAMO, K104, K94, WOWI, WPEG, WJJS, WTLZ, WZEN, KDKO.

DIONNE WARWICK

Whisper In The Dark (Arista)

60% of our reporting stations on it. Rotations: Heavy 4/0, Medium 17/3, Light 30/7, Total Adds 10, WHRK, WBMX, WZAK, WLUM, XHRM, WAOK, JET94, WJMI, KHYS, Z103. Debuts at number 40 on the Black/Urban chart.

NEW & ACTIVE

GEORGE CLINTON "Do Fries Go With That Shake" (Capitol) 49/15

Rotations: Heavy 3/0, Medium 18/2, Light 28/13, Total Adds 15, WXYV, WBMX, WQCI, WKND, KOXL, WPEF, WQMG, WQFX, KJCB, WJJS, WBLX, Z103, WDAO, WTLZ, KBUZ.

ANITA BAKER "Watch Your Step" (Elektra) 49/7

Rotations: Heavy 1/0, Medium 25/1, Light 23/5, Total Adds 7, WAMO, KJLH, WNHC, WDKX, KOXL, WQFX, WPLZ. Heavy: WGR. Mediums include WWIN, WJJS, WDJY, WDJL, K104, WDLA, WDMT, KACE, XHRM, KSOL.

ALFIE "Just Gets Better With Time" (Motown) 46/7

Rotations: Heavy 0/0, Medium 12/0, Light 34/7, Total Adds 7, WDMT, WDKX, KOXL, WLOU, WJJS, KHYS, WDAO, Medium: K104, WEDR, WFXA, WPEG, WQFX, WZAZ, WBLX, KAPE, WANN, WAAA, WZEN, KDKO.

ALEXANDER O'NEAL "What's Missing" (Tabu/CBS) 45/9

Rotations: Heavy 0/0, Medium 25/2, Light 20/7, Total Adds 9, WWIN, WUSL, WVEE, WEDR, WBMX, KJLH, OC104, WBLX, WCKX. Mediums include: WAMO, WHUR, K104, WDLA, HOT105, WJLB, KACE, WKND, WNHC, WENN.

READY FOR THE WORLD "Slide Over" (MCA) 43/2

Rotations: Heavy 6/0, Medium 18/0, Light 19/2, Total Adds 2, WQMG, KUKO, Heavy: K104, WATV, WJMI, WANN, WGR. WTLZ. Mediums include WWIN, WDAS, WDJY, WDLA, WYLD-FM, WENN, WPEG, WFXC, WVOI.

NICOLE "Don't You Want My Love" (Portrait/CBS) 37/8

Rotations: Heavy 1/0, Medium 17/3, Light 19/5, Total Adds 8, WDAS, WEDR, WOWI, WDPN, WZAZ, KJCB, WLOU, WAAA. Heavy: WPEG. Mediums include WWIN, WILD, WANN, HOT105, WDMT.

ROSE BROTHERS "I Get Off On You" (Malaco) 37/5

Rotations: Heavy 7/0, Medium 18/2, Light 12/3, Total Adds 5, WZAK, WKXI, KHYS, WPLZ, WAAA. Heavy: K104, WOWI, WADK, WTKL, WFXC, WQMG, WJMI. Mediums include WDAS, WAMO, WDJY, WHUR, WVEE, WDLA.

TEASE "Firestarter" (Epic) 33/5

Rotations: Heavy 1/0, Medium 20/1, Light 12/4, Total Adds 5, WZAK, KJLH, WAOK, WTKL, WDAO. Heavy: WJMI. Medium: WWIN, WDAS, WUSL, WVEE, WYLD-FM, WDMT, KMJM.

JOHNNY KEMP "Just Another Lover" (Columbia) 32/18

Rotations: Heavy 0/0, Medium 6/4, Light 26/14, Total Adds 18, WXYV, WILD, WHUR, WDLA, WHRK, WTMP, WZAK, KDAY, XHRM, WKND, WDKX, KOXL, WFXC, WTKL, WFXC, WKXI, WQGX, WALT.

BRENDA & BIG DUDES "Weekend Special" (Capitol) 30/4

Rotations: Heavy 2/0, Medium 14/0, Light 14/4, Total Adds 4, WWOI, WDPN, WQMG, KHYS. Heavy: WAMO, WLOU. Medium: WEDR, WDMT, WZAK, WKJ, KMJM, WKND, WJMI, WJYL, WQGX, WAAA, WCKX, WGR, WKWM.

WEST COAST CREW "Jailbait" (KMA) 30/4

Rotations: Heavy 1/0, Medium 7/0, Light 22/4, Total Adds 4, WBMX, WNHC, WTKL, WGR. Heavy: K104. Medium: WDLA, WEDR, WDMT, WATV, WENN, WKXI, WANT.

STEVE ARRINGTON "Jammin' National Anthem" (Atlantic) 29/28

Rotations: Heavy 0/0, Medium 7/5, Light 22/22, Total Adds 28, WDAS, WHUR, WDLA, WHRK, WTMP, WBLZ, WDMT, WZAK, KMJM, OC104, WTKL, WFXC, WQMG, WKXI, KJCB, WLOU, WJJS, WALT, WQGX, WANT, KACE, WANN, WAAA, WGR, WKWM, WTLZ, WZEN, WVOI.

FIVE STAR "Love Take Over" (RCA) 27/25

Rotations: Heavy 0/0, Medium 9/8, Light 18/17, Total Adds 25, WDAS, WUSL, WAMO, WHUR, WDLA, K94, WDMT, WZAK, KDAY, WKND, WDKX, KOXL, WATV, WENN, WDPN, WFXC, WQMG, WHYZ, KIIZ, KJCB, KAPE, WCKX, WTKL, WVOI, KDKO.

ARNIE'S LOVE "Natural High" (Profile) 27/1

Rotations: Heavy 1/0, Medium 7/0, Light 19/1, Total Adds 1, WCKX, Heavy: WBLX. Medium: WEDR, WCKX, WPEG, WFXC, WQMG, WTLZ, WAOK.

MORRIS DAY "The Character" (WB) 26/19

Rotations: Heavy 1/0, Medium 7/5, Light 18/16, Total Adds 19, WWIN, WAAA, K104, WDLA, WNHC, WATV, WENN, WFXC, WHYZ, WQFX, WJMI, WJYL, WJJS, WPLZ, KAPE, WCKX, Z103, WVOI, KDKO. Heavy: WYLD-FM. Medium: WOWI, WTMP, WDPN, KIIZ.

MAZARATI "Players Ball" (WB) 25/6

Rotations: Heavy 2/0, Medium 8/0, Light 15/8, Total Adds 6, WZAK, WDKX, WJJS, KHYS, Z103, KBUZ. Heavy: KDAY, KAPE. Medium: WHUR, K104, K94, WLUM, KMJM, KSOL, WDPN, KJCB.

MOST ADDED

STEVE ARRINGTON (28)
Jammin' National Anthem (Atlantic)
WHITNEY HOUSTON (28)
The Greatest Love Of All (Arista)
FIVE STAR (25)
Love Take Over (RCA)
MORRIS DAY (19)
The Character (WB)
SADE (19)
Never As Good As . . . (Portrait/CBS)

HOTTEST

PRINCE (74)
Kiss (WB)
JANET JACKSON (46)
What Have You Done For Me Lately (A&M)
NU SHOZ (34)
I Can't Wait (Atlantic)
GAP BAND (29)
Going In Circles (Total Experience/RCA)
NEW EDITION (25)
A Little Bit Of Love (Is All It Takes) (MCA)

SIGNIFICANT ACTION

LISA-LISA & CULT JAM w/FULL FORCE "Can You Feel The Beat" (Columbia) 23/3
Rotations: Heavy 5/0, Medium 10/1, Light 8/2, Total Adds 3, WHUR, WDMT, WANT. Heavy: WXYV, WEDR, WBLZ, KDAY, KJLH. Medium: WWIN, WRKS, WDAS, WUSL, WDJY, WDLA, KJCB, KHYS, WANN.

TKA "One Way Love" (Tommy Boy) 22/3
Rotations: Heavy 0/0, Medium 8/0, Light 14/3, Total Adds 3, WWIN, WDPN, KUKO. Medium: WDAS, HOT105, WEDR, KDAY, KJLH, XHRM, KSOL, WFXC.

KURTIS BLOW "A.J. Is Cool" (Mercury/PolyGram) 21/4
Rotations: Heavy 0/0, Medium 7/0, Light 14/4, Total Adds 4, WVEE, WANN, WGR, WVOI. Medium: K104, KDAY, KOXL, WCKX, WQMG, WZAZ, WZEN.

TA MARA & SEEN "Thinking About You" (A&M) 20/4
Rotations: Heavy 2/0, Medium 4/0, Light 14/4, Total Adds 4, KMJM, WATV, WCKX, WKWM. Heavy: WDPN, WQGX. Medium: WHUR, K104, WLOU, KAPE.

SLY FOX "Let's Go All The Way" 20/3
Rotations: Heavy 6/0, Medium 9/2, Light 5/1, Total Adds 3, WZAK, OC104, KDZL. Heavy: WBLZ, KSOL, JET94, WQGX, WPLZ, WDDM. Medium: K94, WLUM, KJLH, WFXA, Z93, WHYZ, Z103.

MAURICE WHITE "Lady Is Love" (Columbia) 20/3
Rotations: Heavy 0/0, Medium 5/0, Light 15/3, Total Adds 3, WENN, WQFX, KDKO. Medium: WHUR, WTMP, KACE, KOXL, WEDR, WZAK.

JULIAN FLEMY "Turn Me Out" (KMA) 18/2
Rotations: Heavy 0/0, Medium 4/0, Light 14/2, Total Adds 2, WATV, KIIZ. Medium: WEDR, WTMP, KOXL, JET94.

B.B. & Q. BANO "On The Shelf" (In Your Face) 17/3
Rotations: Heavy 2/0, Medium 7/0, Light 8/3, Total Adds 3, KSOL, WQFX, KIIZ. Heavy: WOWI, WQMG. Medium: WWIN, WXYV, WRKS, WHUR, WDMT, WZAK, WANT.

PRECIOUS WILSON "I'll Be Your Friend" (Jive/Arista) 16/5
Rotations: Heavy 0/0, Medium 8/1, Light 8/4, Total Adds 5, WILD, WDAS, WOWI, WNHC, WQFX. Medium: WRKS, KMJM, WKND, WENN, KIIZ, WAAA, WZEN.

ALYSON WILLIAMS "Yes We Can Can" (Profile) 16/2
Rotations: Heavy 0/0, Medium 5/1, Light 11/1, Total Adds 2, WEDR, WBLX. Medium: WFXA, KOXL, WPEG, WFXC.

NEWCLEUS "Na Na Beat" (Sunniview) 15/5
Rotations: Heavy 1/0, Medium 3/1, Light 11/4, Total Adds 5, WDLA, WPEG, WQMG, WKXI, WBLX. Heavy: WJMI. Medium: WEDR, WZAK.

GRANDMASTER FLASH "Style (Peter Gunn Theme)" (Elektra) 14/2
Rotations: Heavy 2/0, Medium 7/1, Light 5/1, Total Adds 2, WILD, KMJM. Heavy: WKND, WANN. Medium: K104, WDPN, WFXC, WQMG, WJMI, WZEN.

LITTLE RICHARD "Great Gosh A'Mighty (It's A Matter Of Time)" (MCA) 13/2
Rotations: Heavy 1/0, Medium 4/0, Light 8/2, Total Adds 2, WDAO, KDKO. Heavy: WTKL. Medium: WLUM, OC104, WPEG, WQMG.

JOYCE SIMS "All & All" (Sleeping Bag) 12/2
Rotations: Heavy 1/0, Medium 5/0, Light 6/2, Total Adds 2, WWIN, WILD. Heavy: WDKX. Medium: WRKS, HOT105, WOWI, KDAY, WLOU.

MASAYOSHI TAKANAKA "Teaser" (Amherst) 12/1
Rotations: Heavy 0/0, Medium 6/0, Light 6/1, Total Adds 1, WENN. Medium: WTMP, WDMT, WDKX, WKXI, WBLX, WTLZ.

ROLLING STONES "Harlem Shuffle" (Rolling Stones/Columbia) 12/0
Rotations: Heavy 2/0, Medium 7/0, Light 3/0, Total Adds 0. Heavy: WLUM, JET94. Medium: WAMO, WHRK, K94, WBLZ, OC104, WFXA, WCKX.

MAI TAI "Female Intuition" (Crittique) 11/7
Rotations: Heavy 0/0, Medium 0/0, Light 11/7, Total Adds 7, WENN, WBLX, WANT, WANN, WAAA, WTLZ, WZEN.

ORIGINAL CONCEPT "Can You Feel It" (Def Jam/Columbia) 11/5
Rotations: Heavy 0/0, Medium 1/1, Light 10/4, Total Adds 5, WDLA, WZAK, WATV, WENN, WKXI.

JENNIFER HOLLIDAY "Dreams Never Die" (Geffen) 11/3
Rotations: Heavy 0/0, Medium 3/0, Light 8/3, Total Adds 3, WTMP, KDZL, WQMG. Medium: WJMI, WDAO, WTLZ.

SLAVE "Thrill Me" (Ichiban) 11/2
Rotations: Heavy 0/0, Medium 4/0, Light 7/2, Total Adds 2, WENN, WTLZ. Medium: WEDR, WTMP, WKXI, WLOU.

RAINY DAY "Sweetheart" (Supertronics) 10/4
Rotations: Heavy 0/0, Medium 3/0, Light 7/4, Total Adds 4, K94, WTMP, WPEG, WPLZ. Medium: WRKS, WEDR, WANN.

RALPH MACDONALD/DENNIS COLLINS "You Need More Catypso" (Polydor/PolyGram) 10/3
Rotations: Heavy 0/0, Medium 3/0, Light 7/3, Total Adds 3, WDMT, WCKX, WALT. Medium: WFXC, WANN, WAAA.

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.

BLACK/URBAN TALKS & HOTS

EAST

WXYV/Baltimore
Roy Sampson
GEORGE CLINTON
MICHAEL HENDERSON
JOHNNY KEMP
Hot: JETS
JANET JACKSON
PRINCE
SADE
EUGENE WILDE

WUSL/Philadelphia
Tony Gray
ALEXANDER O'NEAL
WHITNEY HOUSTON
GAP BAND
Hot: JETS
JANET JACKSON
PRINCE
SADE
EUGENE WILDE

WYMD/Baltimore
Newman/Dunn
WHITNEY HOUSTON
TRA
JOESKI LOVE
JOYCE SIMS
ALEXANDER O'NEAL
MORRIS DAY
Hot: JETS
JANET JACKSON
TEDDY PENDERGRASS
NU SHOOZ
PRINCE
PATTI AUSTIN

WDSB/Philadelphia
Joe Tamburo
STEVE ARRINGTON
PRECIOUS WILSON
FIVE STAR
HOT: JETS
DISCO FOUR
MORRIS DAY
Hot: JETS
JANET JACKSON
TEDDY PENDERGRASS
NU SHOOZ
PRINCE
PATTI AUSTIN

WILD/Boston
Smith/Thomas
WHITNEY HOUSTON
JOYCE SIMS
PRECIOUS WILSON
JOHNNY KEMP
FORCE HD'S
GRANDMASTER FLASH
Hot: JETS
MELI'SA MORGAN
Hot: JETS
NEW EDITION
PRINCE
COLONEL ABRAMS
STEPHANIE MILLS
WALLY BADAROU

WAMO/Pittsburgh
Woodson/Anthony
FIVE STAR
ISLES
ANITA BAKER
MELI'SA MORGAN
Hot: JETS
FULL FORCE
STEPHANIE MILLS
LABELLE & MCDONALD
PRINCE
COLONEL ABRAMS
STEPHANIE MILLS
WALLY BADAROU

WKND/Hartford
Jordan/McLean
JOHNNY KEMP
FIVE STAR
GEORGE CLINTON
D'CHIE BROWN
Hot: JETS
CHERRELLE
PRINCE
NU SHOOZ
ZAPP
JANET JACKSON

WAMQ/Atlanta
Larry Tinsley
DIONNE WARRICK
JOHNNY KEMP
TEASE
FALCO
COLONEL ABRAMS
BRONNER BROTHERS
Hot: JETS
LABELLE & MCDONALD
CHERRELLE
ARITHA FRANKLIN
JANET JACKSON

WNHC/New Haven
James Jordan
ANITA BAKER
WEST COAST CREW
CONTROLLERS
PAUL LAURENCE
PRECIOUS WILSON
MORRIS DAY
Hot: JETS
JANET JACKSON
E.T.
SHIRLEY MURDOCK
NU SHOOZ

WTKL/Baton Rouge
E. Rodney Jones
TEASE
JOHNNY KEMP
WEST COAST CREW
WINANS
SADE
STEVE ARRINGTON
BOBBY BLAND
Hot: JETS
JANET JACKSON
PRINCE
GAP BAND
TEDDY PENDERGRASS
ROSE BROTHERS
LITTLE RICHARD

WRKS/New York
Tony Gray
SOS BAND
LABELLE & MCDONALD
JANET JACKSON
Hot: JETS
WHITNEY HOUSTON
MELI'SA MORGAN
NU SHOOZ
BILLY OCEAN
CHERRELLE

WKXK/Baton Rouge
Alvin Stowe
Hot: JETS
GAP BAND
DIONNE WARRICK
LUTHER VANDROSS
CHERRELLE
JANET JACKSON

OC104/Ocean City
One Allie
CONTROLLERS
SLY FOX
ALEXANDER O'NEAL
STEVE ARRINGTON
FULL FORCE
Hot: JETS
FALCO
STEPHANIE MILLS
NU SHOOZ
JETS

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WEST

KOKO/Denver
Jay Johnson
SADE
MELI'SA MORGAN
FIVE STAR
MORRIS DAY
LITTLE RICHARD
MAURICE WHITE
GAVIN CHRISTOPHER
Hot: JETS
PRINCE
NU SHOOZ
PATTI AUSTIN
STEPHANIE MILLS
FALCO

KJHL/Los Angeles
Steve Woods
GEORGE HOWARD
ALEXANDER O'NEAL
LABELLE & MCDONALD
TEASE
ANITA BAKER
ANITA BAKER
Hot: JETS
JANET JACKSON
MELI'SA MORGAN
ZAPP

KDAY/Los Angeles
Patterson/Black
WHITNEY HOUSTON
TIMEX SOCIAL CLUB
JOHNNY KEMP
MAGIC TRICK
SPARKY DEE
FIVE STAR
STEADY B
Hot: JETS
JANET JACKSON
PRINCE
RENE & ANGELA
WHISTLE
TRINERE

KSOL/San Francisco
Robinson/Woody
MIAMI SOUND MACHI
WHITNEY HOUSTON
BB40
Hot: JETS
JANET JACKSON
CHERRELLE
PRINCE
NEW EDITION
ARITHA FRANKLIN

KACE/Los Angeles
Pam Robinson
WHITNEY HOUSTON
NARVIN GAYE
RENE & ANGELA
Hot: JETS
CHERRELLE
JANET JACKSON
JERMAINE STEWART
PATTI AUSTIN

KJZZ/Los Angeles
Steve Woods
GEORGE HOWARD
ALEXANDER O'NEAL
LABELLE & MCDONALD
TEASE
ANITA BAKER
ANITA BAKER
Hot: JETS
JANET JACKSON
MELI'SA MORGAN
ZAPP

SOUTH

WVEE/Atlanta
Scotty Andrews
SADE
WHITNEY HOUSTON
VANITY
STEPHANIE MILLS
SHIRLEY MURDOCK
ALEXANDER O'NEAL
E.G. DAILY
CONTROLLERS
KURTIS BLOW
Hot: JETS
PRINCE
ATLANTIC STARR
LABELLE & MCDONALD
SOS BAND
TEDDY PENDERGRASS

WATV/Birmingham
Ron January
MORRIS DAY
SOS BAND
TA MARA & SEEN
RUTH DAWES
ORIGINAL CONCEPT
MASTERDON COMMITT
SADE
JULIAN FLENOY
FIVE STAR
Hot: JETS
PRINCE
STEVE WONDER
JANET JACKSON
STEPHANIE MILLS
NEW EDITION

WAKO/Atlanta
Larry Tinsley
DIONNE WARRICK
JOHNNY KEMP
TEASE
FALCO
COLONEL ABRAMS
BRONNER BROTHERS
Hot: JETS
LABELLE & MCDONALD
CHERRELLE
ARITHA FRANKLIN
JANET JACKSON

WENN/Birmingham
Michael Star
MAVIS STAPLES
MURKICE WHITE
ISH
SLAVE
PIETTYE
TAKANAKA
SINNAMON
Hot: JETS
MELI'SA MORGAN
MORRIS DAY
FIVE STAR
HOT: JETS
JANET JACKSON
CASHFLOW
NEW EDITION
GAP BAND

WFXA/Savannah
none
Hot: JETS
PRINCE
JANET JACKSON
NEW EDITION
JETS
NU SHOOZ

WZ3/Charleston
Cliff Fletcher
none
Hot: JETS
PRINCE
JANET JACKSON
GAP BAND
ARETHA FRANKLIN

WPEC/Charlotte
Doug Harris
MICHAEL JEFFRIES
WHITNEY HOUSTON
SADE
MELI'SA MORGAN
BARBARA MITCHELL
VANITY
ROSE BROTHERS
FREDDIE JACKSON
JANET JACKSON
JANET JACKSON
E.T.

WJML/Jackson
Tommy Marshall
TRINERE
MELI'SA MORGAN
BARBARA MITCHELL
VANITY
ROSE BROTHERS
FREDDIE JACKSON
JANET JACKSON
ORIGINAL CONCEPT
PRINCE
JANET JACKSON

WJTB/Charlottesville
Frank St. James
SADE
WHITNEY HOUSTON
LABELLE & MCDONALD
DIONNE WARRICK
WINANS
Hot: JETS
JANET JACKSON
NU SHOOZ
PRINCE
FALCO
E.T.

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

XHRM/San Diego
Duff Lindsay
DIONNE WARRICK
SADE
JOHNNY KEMP
FALCO
Hot: JETS
PRINCE
NEW EDITION
JANET JACKSON

WFKC/Durham
Alvin Stowe
STEVE ARRINGTON
BARBARA MITCHELL
FIVE STAR
JOHNNY KEMP
MORRIS DAY
Hot: JETS
JANET JACKSON
CHERRELLE
PRINCE
NEW EDITION
CASHFLOW

WOMG/Greensboro
Doc Foster
STEADY B
TONEY LEE
STEVE ARRINGTON
SADE
WHITNEY HOUSTON
BRENDA & BIG DUDE
JOHNNY KEMP
#NCLUS
GEORGE CLINTON
READY FOR THE MOR
FIVE STAR
JANET JACKSON
MILDRED SCOTT
Hot: JETS
PRINCE
NEW EDITION
GAP BAND
NU SHOOZ
CASHFLOW

WPKI/Jacksonville
Marc Little
EVELYN KING
WHITNEY HOUSTON
SOS BAND
MELI'SA MORGAN
MICHAEL HENDERSON
Hot: JETS
JANET JACKSON
PRINCE
NEW EDITION
CASHFLOW

KJZZ/Los Angeles
Steve Woods
GEORGE HOWARD
ALEXANDER O'NEAL
LABELLE & MCDONALD
TEASE
ANITA BAKER
ANITA BAKER
Hot: JETS
JANET JACKSON
MELI'SA MORGAN
ZAPP

KJZZ/Los Angeles
Steve Woods
GEORGE HOWARD
ALEXANDER O'NEAL
LABELLE & MCDONALD
TEASE
ANITA BAKER
ANITA BAKER
Hot: JETS
JANET JACKSON
MELI'SA MORGAN
ZAPP

KOLZ/Ft. Worth-Dallas
McConn/Medison
MARZ
JENNIFER HOLLIDAY
SOS BAND
JYV
TONEY LEE
Hot: JETS
TEDDY PENDERGRASS
JANET JACKSON
STEPHANIE MILLS
PATTI AUSTIN

WLOU/Louisville
Tony T. Fields
LABELLE & MCDONALD
SADE
NICOLE
ALFIE
STEVE ARRINGTON
VAL YOUNG
Hot: JETS
GAP BAND
RENE & ANGELA
NU SHOOZ
CASHFLOW
JUICY

WYJZ/Greenville
Michael Taylor
ATLANTIC STARR
LABELLE & MCDONALD
WHITNEY HOUSTON
MORRIS DAY
FIVE STAR
CONTROLLERS
Hot: JETS
PRINCE
CHERRELLE
NU SHOOZ
FALCO
TEDDY PENDERGRASS

WJVL/Louisville
Jim Williams
MORRIS DAY
JUNIOR
SOS BAND
DURELL COLEMAN
FULL FORCE
WHITNEY HOUSTON
VANITY
TRINERE
Hot: JETS
PRINCE
JANET JACKSON
CHERRELLE
FALCO
GAP BAND

WQJQ/Quincy-Bloom
Jim Lucas
GEORGE CLINTON
MORRIS DAY
ANITA BAKER
WHITNEY HOUSTON
PRECIOUS WILSON
BB40
Hot: JETS
LABELLE & MCDONALD
L.L. COOL J
TRINERE

WJSL/Lynchburg
Lad Goms
LABELLE & MCDONALD
L.L. COOL J
TRINERE
CONTROLLERS
ALFIE
MELI'SA MORGAN
GEORGE CLINTON
MAZARATI
STEVE ARRINGTON
JACK WAGNER
WHITNEY HOUSTON
MORRIS DAY
Hot: JETS
PRINCE
GAP BAND
NEW EDITION
TEDDY PENDERGRASS
STEVE WONDER

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WBLX/Mobile
Vernon Walls
FIVE STAR
STEVE ARRINGTON
MELI'SA MORGAN
THUMBS & THE HOE
WHISTLE
MORRIS DAY
Hot: JETS
NEW EDITION
GAP BAND
STEPHANIE MILLS
CASHFLOW

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
CASHFLOW
ALFONSO
MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MARA & SEEN
PRINCE
NU SHOOZ
JETS

WJWJ/Washington
Brite Bailey
STEVE WONDER
SIMPLY RED
D'CHIE BROWN
LABELLE & MCDONALD
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MILDRED SCOTT
VOICE
Hot: JETS
COLONEL ABRAMS
RUTH DAWES
ARITHA FRANKLIN
TA MAR

FULL-SERVICE AC

TOP 20

Three Weeks	Two Weeks	Last Week		
10	6	3	1	STEVIE WONDER/Overjoyed (Tamla/Motown)
3	2	2	2	ATLANTIC STARR/Secret Lovers (A&M)
1	1	1	3	HEART/These Dreams (Capitol)
6	5	5	4	ANNE MURRAY/Now And Forever (You And Me) (Capitol)
—	11	7	5	FORCE MD'S/Tender Love (Tommy Boy/WB)
2	3	4	6	ELTON JOHN/Nikita (Geffen)
5	4	6	7	JAMES TAYLOR/Only One (Columbia)
—	13	11	8	DIONNE WARWICK/Whisper In The Dark (Arista)
11	9	8	9	DAN SEALS/Boop (EMI America)
17	15	12	10	MELISSA MANCHESTER & AL JARREAU/The Music Of Goodbye (MCA)
4	7	9	11	STARSHIP/Sara (Grunut/RCA)
—	18	12	12	DENNIS DEYOUNG/Call Me (A&M)
14	14	14	14	JACK WAGNER with V. CARTER/Love Can Take Us All Away (Owest/WB)
—	17	12	15	DIRE STRAITS/So Far Away (WB)
—	20	15	16	BARBRA STREISAND/Send In The Clowns (Columbia)
9	8	10	16	EVERLY BROTHERS/Bring Yesterday (Mercury/PG)
13	12	13	17	SMOKEY ROBINSON/Hold On To Your Love (Tamla/Motown)
—	19	14	18	JERMAINE JACKSON/I Think It's Love (Arista)
BREAKER	19	14	19	WHITNEY HOUSTON/The Greatest Love Of All (Arista)
—	20	20	20	ROSANNE CASH/Hold On (Columbia)

MARCH 28, 1986

Total Reports/Adds	Heavy	Medium	Light
48/0	41	6	1
45/0	40	5	0
44/0	38	6	0
43/0	33	10	0
42/3	30	9	3
40/0	28	10	2
39/0	23	15	1
41/3	21	19	1
34/1	22	11	1
37/1	11	24	2
31/0	15	14	2
35/4	8	23	4
31/0	10	20	1
30/2	5	23	2
30/1	4	20	6
30/0	15	13	2
30/0	9	20	1
23/0	12	9	2
32/19	2	15	15
26/0	7	12	7

MOST ADDED

WHITNEY HOUSTON (19)
The Greatest Love Of All (Arista)
SADE (13)
Never As Good As... (Portrait/CBS)
SIMPLY RED (9)
Holding Back The Years (Elektra)
PATTI LABELLE/MICHAEL McDONALD (6)
On My Own (MCA)
BARRY MANILOW (6)
He Doesn't Care (But I Do) (RCA)
MIAMI SOUND MACHINE (6)
Bad Boy (Epic)

HOTTEST

ATLANTIC STARR (37)
Secret Lovers (A&M)
STEVIE WONDER (31)
Overjoyed (Tamla/Motown)
HEART (28)
These Dreams (Capitol)
ANNE MURRAY (23)
Now And Forever (You And Me) (Capitol)
FORCE MDs (18)
Tender Love (Tommy Boy/WB)

BREAKERS

WHITNEY HOUSTON

The Greatest Love Of All (Arista)

67% of our reporters on it. Rotations: Heavy 2, Medium 15, Light 15, Total Adds 19 including WCCO, KHOW, KFMB, KJR, WCHS, WTIC, WELI, WBT, WBOW. Debuts at number 19 on the Full-Service chart.

BARRY MANILOW

He Doesn't Care (But I Do) (RCA)

56% of our reporters on it. Rotations: Heavy 2, Medium 17, Light 8, Total Adds 6, WTMJ, WCCO, KHOW, KFMB, WTIC, WGWOW.

SADE

Never As Good As The First Time (Portrait/CBS)

50% of our reporters on it. Rotations: Heavy 0, Medium 13, Light 11, Total Adds 13 including WTMJ, WCCO, WBT, WHBY, WHBC, WING, WSPD, WSTU, WJBC, KVEC.

NEW & ACTIVE

JERMAINE JACKSON "I Think It's Love" (Arista) 23/0
Rotations: Heavy 12/0, Medium 9/0, Light 2/0, Total Adds 0. Heavy including KFMB, KJR, WCHS, WELI, WBT, WING, KBOI, WSTU, KYJC. Medium including KHOW, WICC, WHBC, WNNR, WMTR, WGBR, KFOD.

PHIL COLLINS "Take Me Home" (Atlantic) 21/4
Rotations: Heavy 1/0, Medium 14/2, Light 6/2, Total Adds 4, WICC, WELI, WHBC, WSPD. Heavy: KYJC. Medium including WFR, KHOW, KFMB, WCHS, WING, KBOI, WNNR, WSTU, WCIL, KFOD.

BANGLES "Manic Monday" (Columbia) 19/2
Rotations: Heavy 7/0, Medium 6/0, Light 6/2, Total Adds 2, KBOI, KFOD. Heavy: WICC, WTKO, WMTR, WSTU, WCIL, KTWG, KYJC. Medium: WTAE, KHOW, WING, WNNR, WPOE, WGBR.

SIMPLY RED "Holding Back The Years" (Elektra) 17/9
Rotations: Heavy 1/0, Medium 10/2, Light 6/4, Total Adds 9, WFR, KHOW, KJR, KBOI, KUGN, WNNR, WPOE, WGBR, KFOD. Heavy: KVEC. Medium including KFMB, WHBY, WNG.

MIAMI SOUND MACHINE "Bad Boy" (Epic) 17/6
Rotations: Heavy 0, Medium 7/0, Light 10/6, Total Adds 6, WGWOW, WING, WBA, KBOI, WCIL, KFOD. Medium: WFR, WSB, KHOW, KFMB, WSTU, KYJC, KVEC.

ELO "Calling America" (CBS Associated) 17/0
Rotations: Heavy 5/0, Medium 9/0, Light 3/0, Total Adds 0. Heavy: WFR, WWKB, WNNR, WMTR, KTWG. Medium: WTVN, KHOW, WCHS, WING, WSPD, WPOE, WTKO, WSTU, KYJC.

PATTI LABELLE/MICHAEL McDONALD "On My Own" (MCA) 13/6
Rotations: Heavy 1/0, Medium 4/1, Light 8/5, Total Adds 6, WTMJ, KJR, KBOI, KUGN, WASK, KYJC. Heavy: KVEC. Medium including WHBY, WGBR, WSTU.

ALABAMA "She And I" (RCA) 13/1
Rotations: Heavy 3/0, Medium 8/1, Light 2/0, Total Adds 1, KSL. Heavy: WHAS, KFOD, KTWG. Medium including WFR, WWKB, WBT, WPOE, WGBR, WJBC, WCIL.

NYLONS "The Lion Sleeps Tonight" (Open Air) 9/3
Rotations: Heavy 0, Medium 6/1, Light 3/2, Total Adds 3, WFR, WHBY, WJBC. Medium including WCCO, WSTU, KTWG, KYJC, KVEC.

TEDDY PENDERGRASS "Love 4/2" (Elektra) 9/3
Rotations: Heavy 0, Medium 4/0, Light 5/3, Total Adds 3, WNNR, WMTR, WASK. Medium: WWKB, WHBY, KSL, KTWG, OMD "If You Leave" (A&M) 9/1
Rotations: Heavy 0, Medium 3/0, Light 6/1, Total Adds 1, WSPD. Medium: WPOE, WSTU, KTWG.

JACKSON BROWNE "For America" (Asylum) 9/0
Rotations: Heavy 0, Medium 4/0, Light 5/0, Total Adds 0, Medium: WWKB, WICC, WNNR, KFOD.

MAURICE WHITE "Lady Is Love" (Columbia) 8/1
Rotations: Heavy 0, Medium 1/1, Light 7/0, Total Adds 1, WPOE. Light including WHBY, WHBC, WIBA, WGBR, WASK.

LOVERBOY "This Could Be The Night" (Columbia) 8/1
Rotations: Heavy 3/0, Medium 2/1, Light 3/0, Total Adds 1, WTAE. Heavy: WNNR, WMTR, KTWG. Medium including WSTU, KYJC.

SIGNIFICANT ACTION

JOHN COUGAR MULLENLAMP "R.O.C.K. In The U.S.A." (Riva/PolyGram) 6/1
Rotations: Heavy 1/0, Medium 5/1, Light 0, Total Adds 1, 55KRC. Heavy: WICC. Medium including WTAE, WHAS, WNNR, KYJC.

LEVEL 42 "Something About You" (Polydor/PolyGram) 5/3
Rotations: Heavy 0, Medium 4/2, Light 1/1, Total Adds 3, KHOW, WSTU, KYJC. Medium including WFR, KTWG.

HANK WILLIAMS JR. "Ain't Misbehavin'" (WB) 4/1
Rotations: Heavy 0, Medium 1/0, Light 3/1, Total Adds 1, WJBC. Medium: WCCO.

MIKE & THE MECHANICS "All I Need Is A Miracle" (Atlantic) 4/1
Rotations: Heavy 0, Medium 2/0, Light 2/1, Total Adds 1, WMTR, Medium: WPOE, WSTU.

BOB SEGER "American Storm" (Capitol) 4/1
Rotations: Heavy 0, Medium 1/0, Light 3/1, Total Adds 1, WNNR, Medium: WICC.

CULTURE CLUB "Move Away" (Virgin/Epic) 3/3
Rotations: Heavy 0, Medium 2/2, Light 1/1, Total Adds 3, KHOW, WMT, KVEC.

MATT BIANCO "Half A Minute" (Atlantic) 3/3
Rotations: Heavy 0, Medium 2/0, Light 1/1, Total Adds 3, WHBY, KUGN, WPOE.

PIA ZADORA/LONDON PHILHARMONIC ORCHESTRA "Maybe This Time" (CBS Associated) 3/3
Rotations: Heavy 0, Medium 2/2, Light 1/1, Total Adds 3, WHBY, KUGN, WPOE.

DIANE SCHURR "Needle In A Haystack" (GRP) 3/1
Rotations: Heavy 0, Medium 0, Light 3/1, Total Adds 1, WCCO. Light including WHBY, WHBC.

GIRLS NEXT DOOR "Love Will Get You Through" (MTM) 3/1
Rotations: Heavy 0, Medium 2/0, Light 1/1, Total Adds 1, WJBC. Medium: WPOE, KTWG.

GARY MORRIS "100% Chance Of Rain" (WB) 3/1
Rotations: Heavy 0, Medium 1/0, Light 2/1, Total Adds 1, WJBC. Medium: KTWG.

WRANGLER AND WILLIE NELSON WANT YOU!

Wrangler Jeans is joining Willie in sponsoring a nationwide search for the best rock, country and rhythm and blues artists!

Ten stations across the country will be a part of the promotional event of the year and help launch the careers of the most talented acts in their areas.

For more information, watch R&R and the May issue of Sound Management magazine.

Willie Nelson / Wrangler

Music Invitational
Rock • Country • Rhythm & Blues

ADULT CONTEMPORARY

BREAKERS

OMD

If You Leave (A&M)

50% of our reporters on it. Rotations: Heavy 5, Medium 26, Light 23, Total Adds 2, KEZR, KWEB.

NEW & ACTIVE

BARRY MANILOW "He Doesn't Care (But I Do)" (RCA) 52/14
Rotations: Heavy 1/0, Medium 24/5, Light 27/9, Total Adds 14 including WCLY, KVIL-FM, KKLT, KIFM, KEY103, KIOA, WTRX, WAEV, Heavy: WBOW, Medium including WSFL, KWFH, WEIM, WKNE, WGLL, WSKI, KOSW, KALE.

LOVERBOY "This Could Be The Night" (Columbia) 52/3
Rotations: Heavy 14/0, Medium 23/1, Light 15/2, Total Adds 3, KIOA, WTNV, KMGO, Heavy including WLTT, WMJL, WFSM, U102, KQ99, WLHT, WFMK, WMGN, KWFH, Medium including WSNL, WHTX, KVIL-FM, WLTF, KLSI, KYKY.

PATTI LABELLE/MICHAEL McDONALD "On My Own" (MCA) 51/37
Rotations: Heavy 0, Medium 15/10, Light 36/27, Total Adds 37 including WCLY, 97AIA, WNIC, WOMC, WNYX, KYKY, KHYL, B100, KIOI, Medium including WPIX, WSB-FM, KOST, WKYE, KALE.

LEVEL 42 "Something About You" (Polydor/PolyGram) 51/19
Rotations: Heavy 1/0, Medium 19/2, Light 31/17, Total Adds 19 including 2WD, KMJL, KIFM, KEZR, WFSM, WKGW, KEY103, KIOA, WTRX, Heavy: WHPA, Medium including WSNL, KIOI, 96WAVE, WMGN, KWFH.

CHERELLE with ALEXANDER O'NEAL "Saturday Love" (Tabu/CBS) 47/1
Rotations: Heavy 5/0, Medium 18/0, Light 24/1, Total Adds 1, WBOB, Heavy: 97AIA, KOST, KELT, WSFL, KALE, Medium including WSB-FM, WLTS, KHYL, B100, KIOI, WKYE, KWAV, KFSB.

ALABAMA "She And I" (RCA) 44/3
Rotations: Heavy 4/0, Medium 17/1, Light 23/2, Total Adds 3, WAEB, WFSM, WEZS, Heavy: WEIM, WAHR, KRLB, WORG, Medium including WKYE, WEZC, KLYE, WTRX, KWFH, WHPA, WJON, WBOW, KKLV, KALE.

BARBRA STREISAND "Send In The Clowns" (Columbia) 42/2
Rotations: Heavy 1/0, Medium 17/0, Light 24/2, Total Adds 2, KMJL, KKLT, Heavy: WEIM, Medium including WPIX, KVIL, WLTF, KUOL, KGW, KIFM, WAEB, WKYE.

JOHN COUGAR MELLENCAMP "R.O.C.K. In The U.S.A." (Riva/PolyGram) 39/0
Rotations: Heavy 12/0, Medium 16/0, Light 11/0, Total Adds 0, Heavy including WKYE, U102, KQ99, WMGN, WSKI, WHPA, WSKY, WCKQ, KOSW, KALE, Medium including KVIL-FM, B100, KIOI, KEY103, WRKA, WAVE, WNAM, WFMK, KVJU, KWFH.

MIKE & THE MECHANICS "All I Need Is A Miracle" (Atlantic) 30/18
Rotations: Heavy 0, Medium 13/3, Light 17/15, Total Adds 18 including WKYE, 96WAVE, U102, WLHT, WENS, WFMK, KWAV, WEIM, WHPA, Medium including WHTX, WSFL, WMGN, WJON, KALE.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 STEVIE WONDER	109/0	89	19	1
2 FORCE MO'S	107/1	89	15	3
3 ATLANTIC STARR	104/0	92	10	2
4 HEART	97/0	82	11	4
5 ELTON JOHN	90/0	59	26	5
6 JERMAINE JACKSON	104/2	62	33	9
7 DIONNE WARWICK	98/7	37	50	11
8 DIRE STRAITS	95/5	44	46	5
9 ANNE MURRAY	86/2	60	19	7
10 PHIL COLLINS	104/19	22	60	22
11 ELO	83/2	37	42	4
12 JAMES TAYLOR	78/0	33	31	14
13 STARSHIP	71/0	28	30	13
14 WHITNEY HOUSTON	97/31	8	57	32
15 JACK WAGNER w/VALERIE CARTER	73/1	34	34	5
16 MIKE & THE MECHANICS	67/0	24	32	11
17 DENNIS DeYOUNG	92/10	11	55	26
18 DAN SEALS	70/0	21	36	13
19 BANGLES	74/17	17	46	11
20 SIMPLY RED	80/8	17	44	19
21 SADE	86/25	1	51	34
22 MELISSA MANCHESTER & AL JARREAU	75/2	19	40	16
23 SMOKEY ROBINSON	75/0	30	32	13
24 CARS	66/0	17	39	10
25 MIAMI SOUND MACHINE	71/5	5	41	25
26 MR. MISTER	45/0	14	23	8
27 LOVERBOY	52/3	14	23	15
28 THOMPSON TWINS	47/0	8	27	12
29 WHITNEY HOUSTON	40/0	11	19	10
30 TEDDY PENDERGRASS	60/5	3	31	26

MOST ADDED

PATTI LABELLE/MICHAEL McDONALD (37)
On My Own (MCA)
WHITNEY HOUSTON (31)
The Greatest Love Of All (Arista)
CULTURE CLUB (29)
Move Away (Virgin/Epic)
SADE (25)
Never As Good As... (Portrait/CBS)
PHIL COLLINS (19)
Take Me Home (Atlantic)
LEVEL 42 (19)
Something About You (Polydor/PolyGram)

HOTTEST

ATLANTIC STARR (76)
Secret Lovers (A&M)
STEVIE WONDER (70)
Overjoyed (Tamla/Motown)
FORCE MO'S (62)
Tender Love (Tommy Boy/WB)
HEART (58)
These Dreams (Capitol)
ANNE MURRAY (30)
Now And Forever (You And Me) (Capitol)

ALAN PARSONS PROJECT "Limelight" (Arista) 30/4

Rotations: Heavy 0, Medium 8/0, Light 22/4, Total Adds 4, WCLY, KGMG, KWFH, WBOW, Medium: KEY103, 96WAVE, WSKI, WQHQ, WTNV, WCKQ, KTYL, KALE.

CULTURE CLUB "Move Away" (Virgin/Epic) 29/29

Rotations: Heavy 0, Medium 6/6, Light 23/23, Total Adds 29 including KOST, WKYE, KEY103, WSFL, WAVE, WNAM, WMGN, KWFH, WQHQ, WHPA, 194, KFSB, WJON, KOSW, KMGQ, KALE.

SIGNIFICANT ACTION

NYLONS "The Lion Sleeps Tonight" (Open Air) 24/3

Rotations: Heavy 1/0, Medium 8/0, Light 15/3, Total Adds 3, 96WAVE, KWFH, WGSV, Heavy: WBOW, Medium: WEIM, WGLL, WSKI, WAHR, WMT-FM, WJON, KKLV, KALE.

WAX "Right Between The Eyes" (RCA) 14/6

Rotations: Heavy 0, Medium 5/1, Light 9/5, Total Adds 6, WKYE, WAVE, WWMJ, WGLL, WGSV, KALE, Medium including WHTX, WSKI, WJON, KOSW.

GRAHAM NASH "Innocent Eyes" (Atlantic) 14/6

Rotations: Heavy 0, Medium 4/1, Light 10/5, Total Adds 6, 96WAVE, WNAM, WGLL, WSKY, WFFX, WMT-FM, Medium including KTYL, WJON, KALE.

ROLLING STONES "Harlem Shuffle" (Rolling Stones/CBS) 13/3

Rotations: Heavy 1/0, Medium 4/0, Light 8/3, Total Adds 3, WLHT, WFMK, WCKQ, Heavy: WSKY, Medium: V100, WKYE, KTYL, KALE.

ZZ TOP "Rough Boy" (WB) 9/4

Rotations: Heavy 0, Medium 2/0, Light 7/4, Total Adds 4, WHTX, KEY103, WORG, KOSW, Medium: 96WAVE, KALE.

RENE & ANGELA "Your Smile" (Polydor/PolyGram) 9/1

Rotations: Heavy 0, Medium 2/0, Light 7/1, Total Adds 1, KELT, Medium: 97AIA, KOSW.

BOB SEGER "American Storm" (Capitol) 8/1

Rotations: Heavy 0, Medium 4/0, Light 4/1, Total Adds 1, KALE, Medium: WFSM, WFMK, WMGN, KTYL.

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.

The Call That Gets It All!



RADIO & RECORDS

(213) 553-4330

COUNTRY

NEW & ACTIVE

EVERLY BROTHERS "Born Yesterday" (Mercury/PolyGram) 93/15
 Rotations: Heavy 5, Medium 37, Light 51, Total Adds 15, WSEN, CHOW, WYMI, WXBO, WEZL, WKLO, KILT-FM, KSSN, WKSJ, WGAR-FM, WMIL, WTHI, WTDQ, KFRE, KTOM, Moves 48-43-40 on the Country chart.

☑ **BARBARA MANDRELL "When You Get To The Heart" (MCA) 85/31**
 Rotations: Heavy 0, Medium 26, Light 59, Total Adds 31 including WBGW, WHN, WPOP, WZZK, WSOQ, WUSY, WTVY, WKIX, WUSO, WYNG, WMIL, KITTS, KCBQ, KGA, Debuts at number 44 on the Country chart.

JOHN ANDERSON "You Can't Keep A Good Memory Down" (WB) 85/16
 Rotations: Heavy 0, Medium 37, Light 48, Total Adds 16 including WGNB, WCAO, WQBE, WYNK, WKXB, KSSN, KYXK, WUSO, WTOR, WSLR, WCUZ, WFM5, WITL, KUJY, KMP5, KIIM, Moves 47-43 on the Country chart.

☑ **DAN SEALS "Everything That Glitters" (EMI America) 82/57**
 Rotations: Heavy 1, Medium 16, Light 65, Total Adds 57 including WVAM, WNYR, WVVVA, WAMZ, WCM5, WTOR, WQNE, WDW, WKCO, WIL, KLZ, KZLA, KNIX, KRPM, KIIM, Debuts at number 45 on the Country chart.

☑ **MARIE OSMOND "Read My Lips" (Capitol/Curb) 78/35**
 Rotations: Heavy 0, Medium 16, Light 62, Total Adds 35 including WCAO, WQBE, WYNK, WHN, WMYA, WMIL, KYXK, WKSJ, KKYX, WMNI, KSO, WXCL, WTCM, KVOC, KYGO, KFRE, KGA, Debuts at number 48 on the Country chart.

☑ **DOBBIE GRAY "That's One To Grow On" (Capitol) 77/13**
 Rotations: Heavy 1, Medium 25, Light 51, Total Adds 13, WTCR, CHOW, WZZK, KYXK, WAMZ, WSIX, KBMR, WMNI, WITL, KKCS, KLZ, KOIL, KRPM, Heavy: WCUZ, Debuts at number 47 on the Country chart.

CHARLIE DANIELS BAND "Drinkin' My Baby Goodbye" (Epic) 74/15
 Rotations: Heavy 2, Medium 23, Light 49, Total Adds 15 including WAJR, WYMI, WEZL, WUSY, WKIX, WPKA, WKIX, WAXX, KWMT, WITL, KIOV, KKCS, KYGO, KTOM, KGA, Debuts at number 46 on the Country chart.

☑ **JUICE NEWTON "Old Flame" (RCA) 69/56**
 Rotations: Heavy 0, Medium 9, Light 60, Total Adds 56 including WCAO, WRKZ, WDSY, KASE, WZZK, WESC, WIVK, KSSN, KJNE, WCUZ, WXCL, KVOC, KLZ, KCOY, KTOM, KSON, Debuts at number 50 on the Country chart.

OSMOND BROTHERS "Baby Wants" (EMI America/Curb) 59/5
 Rotations: Heavy 1, Medium 30, Light 28, Total Adds 5, WKYG, KLL, WJSD, WTOR, WCUZ, Heavy: WTVS, Medium: WTVY, WPAF, KKYX, WDW, WKCO, KITTS, KKAL, KALF, KSO, Debuts at number 49 on the Country chart.

CHARLY MCCLAIN & WAYNE MASSEY "When It's Down To Me And You" (Epic) 58/20
 Rotations: Heavy 2, Medium 13, Light 43, Total Adds 20 including WGNB, WQBE, WVVVA, KRRV, WXBO, WEZL, WYNG, WMIL, WTHI, KRKT, KFRE, KEIN, KTOM, KSO, KIGO.

WJY RODMAN "Until I Met You" (MTM) 52/21
 Rotations: Heavy 0, Medium 12, Light 40, Total Adds 21 including WGNB, WDSY, WTVY, WDXE, WOKK, WSIX, WPKA, WKX, WMNI, WAXX, KXYX, WXCL, WKCO, KITTS, KVOC, KFDD, KOIL.

JOHNNY LEE & LANE BRODY "I Could Get Used To This" (WB) 51/23
 Rotations: Heavy 1, Medium 9, Light 41, Total Adds 23 including WCAO, WBGW, WPOP, WTVY, WLWI, WAXX, KWMT, KCJB, WXCL, KTKP, WTCM, KIK-FM, KYAK, KFRE, KIGO.

SIGNIFICANT ACTION

STEVE EARLE "Hillbilly Highway" (MCA) 46/7
 Rotations: Heavy 0, Medium 15, Light 31, Total Adds 7, WGNB, KEAN, WCM5, WTSO, KKAL, KWJJ, KTOM, Medium: WCVR, KRRV, WOV, KFDI, KRKT.

A.J. MASTERS "Back Home" (Bernuda Dunes) 45/5
 Rotations: Heavy 0, Medium 16, Light 29, Total Adds 5, WPKA, WIRK, WITL, KVOC, KKCS, Medium: WVAM, WVVVA, WDXE, WAXX, KALF.

RAY PRICE "You're Nobody Till Somebody Loves You" (Step One) 40/1
 Rotations: Heavy 1, Medium 18, Light 21, Total Adds 1, WCUZ, Heavy: KSO, Medium: WGNB, WBGW, KILT-FM, KKYX, KSO, WYNG, KKAL, KEIN.

NICOLETTE LARSON "Let Me Be The First" (MCA) 39/5
 Rotations: Heavy 0, Medium 16, Light 23, Total Adds 5, WCAO, WXBO, WCUZ, KFKE, WKCO, Medium: WBGW, KRRV, WPAF, KOIL, KALF.

CHANGE "I Need Some Good News Bad" (Mercury/PolyGram) 35/9
 Rotations: Heavy 0, Medium 10, Light 25, Total Adds 9, WGNB, KRRV, WEZL, KYXK, WOKK, KTKP, KRKT, KVOC, KSO, WOKK.

☑ **EXILE "Super Love" (Epic) 33/29**
 Rotations: Heavy 0, Medium 5, Light 28, Total Adds 31 including WQBE, WRKZ, KEAN, WDXE, WLWI, WIRK, WCUZ, KXYX, KLZ, KOLO, KRPM.

SWEETHEARTS OF THE RODEO "Hey Doll Baby" (Columbia) 29/9
 Rotations: Heavy 1, Medium 4, Light 24, Total Adds 9, WUSY, KKYX, KSO, WAXX, KXYX, WKCO, KFDI, KOIL, KSO, Heavy: WOKK.

CHARLEY PRIDE "Love On A Blue Rainy Day" (RCA) 27/15
 Rotations: Heavy 0, Medium 4, Light 23, Total Adds 15 including WTVS, WHN, KEAN, KILT-FM, KKYX, KFQO, KTKP, KVOC, KIK-FM, KRWO.

MAINES BROTHERS BAND "Danger Zone" (Mercury/PolyGram) 27/1
 Rotations: Heavy 1, Medium 9, Light 17, Total Adds 1, WXCL, Heavy: RLLL, Medium: WBGW, WTVY, WLWI, KKYX, KJNE, KRKT, KRWO, KEIN.

ROBIN LEE "I'll Take Your Love Anytime" (Evergreen) 26/7
 Rotations: Heavy 0, Medium 6, Light 20, Total Adds 7, WCAO, WPOP, KRRV, WUSY, WTVY, WESC, WSLR, Medium: WXCL, KSO, KIGO.

KATHY MATTEA "Love At The Five & Dime" (Mercury/PolyGram) 23/16
 Rotations: Heavy 0, Medium 5, Light 18, Total Adds 16 including WAJR, WPOP, KYXK, WLWI, WPAF, WAXX, WOW, KITTS, KRWO, KSO.

BAMA BAND "I've Changed My Mind" (Complet/PolyGram) 21/5
 Rotations: Heavy 0, Medium 8, Light 12, Total Adds 5, WEZL, WLWI, KKYX, KWMT, KITTS, Heavy: WCUZ, Medium: WTVS, KRKT, KRWO, KALF.

JERRY REED "Country's Alive And Doing Well" (Capitol) 20/5
 Rotations: Heavy 0, Medium 6, Light 14, Total Adds 5, WGNB, WAXX, KWMT, KFDI, KRWO, Medium: WTVS, KRRV, KKYX, WTCM, KUZZ.

VERN GOSDIN "It's Only Love Again" (Complet/PolyGram) 20/0
 Rotations: Heavy 0, Medium 7, Light 13, Total Adds 0, Medium: WTVS, KRRV, WOV, WTCM, KFDI, KRKT, KRWO, Light: WYII, WEZL, WDXE.

MARK GRAY "Back When Love Was Enough" (Columbia) 19/16
 Rotations: Heavy 0, Medium 1, Light 18, Total Adds 16 including WVAM, WYII, KEAN, WESC, WCM5, WPAF, WGEI, KVOC, KRWO, KCOY.

DON KING "All We Had Was One Another" (Bench Mark) 18/4
 Rotations: Heavy 0, Medium 7, Light 13, Total Adds 4, WAXX, KFQO, KTKP, WTCM, Medium: WTVY, WDXE, KKYX, WOW, KITTS, Light: WSEN.

MALCHAK & RUCKER "Let Me Down Easy" (Alpine) 17/8
 Rotations: Heavy 0, Medium 2, Light 15, Total Adds 8, WVAM, WBGW, WDXE, WCUZ, WXCL, WTCM, KVOC, KRWO, Medium: KIGO.

JAMES & MICHAEL YOUNGER "Back On The Radio Again" (Air) 15/4
 Rotations: Heavy 0, Medium 2, Light 11, Total Adds 2, WCAO, KFQO, Medium: KKYX, KSO, Light: WVVVA, WDXE, WLWI, KOIL, KOLO.

ROY CLARK "Tobacco Road" (Silver Dollar) 14/7
 Rotations: Heavy 0, Medium 5, Light 9, Total Adds 7, WKLO, KKYX, KSO, WTDQ, KALF, KOLO, KSO, Medium: WOV, KITTS, KVOC, KRWO.

DAVID FRIZZELL "Celebrity" (America) 13/2
 Rotations: Heavy 0, Medium 2, Light 11, Total Adds 2, WCAO, KFQO, Medium: KKYX, KSO, Light: WVVVA, WDXE, WLWI, WOV, KFDI, KOLO.

TOM WOPAT "True Love" (EMI America) 12/11
 Rotations: Heavy 0, Medium 0, Light 12, Total Adds 11, WEZL, WYK, WLWI, WCM5, WPAF, WIRK, WAXX, KVOC, KRWO, KALF, KIGO.

PATTY LOVELESS "I Did" (MCA) 12/2
 Rotations: Heavy 0, Medium 3, Light 9, Total Adds 2, KWMT, KTOM, Medium: KRRV, WTCM, KRWO, Light: WCVR, WIXY, WYII, WOV, KALF.

ED BRUCE "Nights" (RCA) 10/10
 Rotations: Heavy 1, Medium 1, Light 8, Total Adds 10, WBGW, WNYR, WIRK, KFDI, KRKT, KUZZ, KRWO, KALF, KSO, KCOB.

BENNY WILSON "If You Wanna Talk Love" (Columbia) 10/0
 Rotations: Heavy 0, Medium 4, Light 6, Total Adds 0, Medium: WTVS, WOV, WTCM, KRWO, Light: WPOP, WYII, WIVK, WPKA, KFDI, KALF.

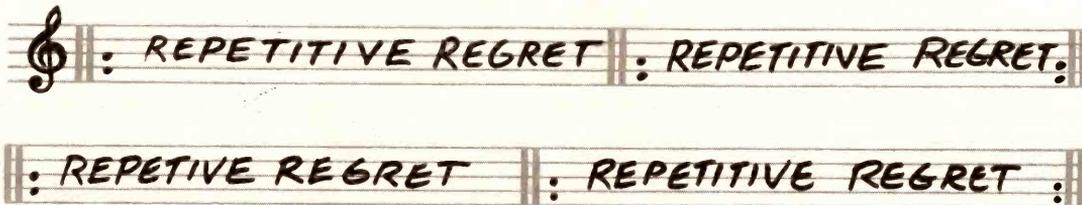
JOHNNY DUNCAN "The Look Of A Lady In Love" (Pharoah) 9/4
 Rotations: Heavy 0, Medium 1, Light 8, Total Adds 4, KKYX, KWMT, KRKT, KSO, Medium: KSO, Light: WOW, KITTS, KVOC.

CAL SMITH "I Know It's Not Over" (Step One) 8/7
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 7, WTVS, WYII, KVOC, KRKT, KKAL, KSO, KIGO, Light: WCVR.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
CONWAY TWITTY/Lay Me Down Carolina (WB)	Chasin' Rainbows
MICHAEL MARTIN MURPHEY/Rollin' Nowhere (WB)	Tonight We Ride
GEORGE STRAIT/Dance Time In Texas (MCA)	Something Special
GEORGE STRAIT/In Too Deep (MCA)	Something Special
JUDDS/Rockin' With The Rhythm... (RCA/Curb)	Rockin' With The Rhythm
REBA McENTIRE/Can't Stop Now (MCA)	Whoever's In New England
MICHAEL MARTIN MURPHEY/Fiddlin' Man (WB)	Tonight We Ride
EMMYLOU HARRIS/Just Someone I Used To Know (WB)	Thirteen
SAWYER BROWN/Shakin' (Capitol/Curb)	Shakin'
DON WILLIAMS/Then It's Love (Capitol)	New Moves
JUICE NEWTON/Cheap Love (RCA)	Old Flame
STEVE WARINER/She's Crazy For Leaving (MCA)	Life's Highway
ANNE MURRAY/My Life's A Dance (Capitol)	Something To Talk About

Play It Again, Sam... Eddie!



PB-14137

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AOR ALBUMS

Three Two Last
Weeks Weeks Week

157 Reports

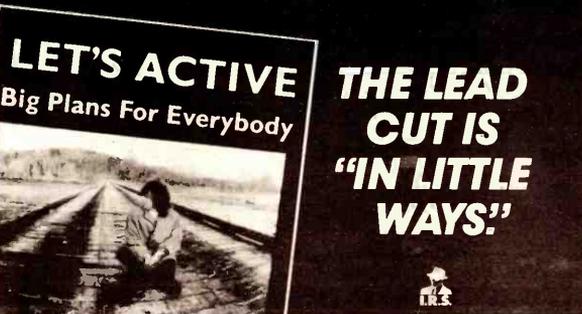
MARCH 28, 1986

Total
Reports/Adds Power Heavy Medium

DEBUT	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
DEBUT	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
	ROLLING STONES/Dirty Work (Rolling Stones/Columbia)	VAN HALEN/5150 (WB)	JACKSON BROWNE/Lives In The Balance (Asylum)	ZZ TOP/Afterburner (WB)	ROBERT PALMER/Riptide (Island)	FIRM/Mean Business (Atlantic)	JULIAN LENNON/The Secret Value Of Daydreaming (Atlantic)	FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)	HONEYMOON SUITE/The Big Prize (WB)	MIKE & THE MECHANICS/Mike & The Mechanics (Atlantic)	PHIL COLLINS/No Jacket Required (Atlantic)	DIRE STRAITS/Brothers In Arms (WB)	SIMPLE MINDS/Once Upon A Time (Virgin/A&M)	JOE COCKER/Cocker (Capitol)	BRIAN SETZER/The Knife Feels Like Justice (EMI America)	INXS/Listen Like Thieves (Atlantic)	OZZY OSBOURNE/The Ultimate Sin (CBS Associated)	ABSOLUTE BEGINNERS/Soundtrack (EMI America)	CALL/Reconciled (Elektra)	PETE TOWNSHEND/White City (Atco)	MR. MISTER/Talking To The Real World (RCA)	PRETTY IN PINK/Soundtrack (A&M)	TED NUGENT/Little Miss Dangerous (Atlantic)	BLUE OYSTER CULT/Club Ninja (Columbia)	JUDAS PRIEST/Turbo (Columbia)	OUTFIELD/Play Deep (Columbia)	JOHN C. MELLENCAMP/Scarecrow (Riva/PG)	ELVIS COSTELLO/King Of America (Columbia)	MARILLION/Brief Encounter (Capitol)	TALK TALK/The Colour Of Spring (EMI America)	JIMMY BARNES/Jimmy Barnes (Geffen)	ELO/Balance Of Power (CBS Associated)	DOKKEN/Under Lock And Key (Elektra)	LEVEL 42/World Machine (Polydor/PG)	HOOTERS/Nervous Night (Columbia)	GLEN BURTNICK/Talking In Code (A&M)	STEVIE NICKS/Rock A Little (Modern/Atco)	ALARM/Strength (RS/MCA)	HEART/Heart (Capitol)	GREG KIHN/Love And Rock & Roll (EMI America)
	"Harlem" (142) "One Hit" (87) "Winning" (78)	"Why Can't" (136) "Worlds" (86) "Dreams" (75)	"For America" (135) "Lives" (60) "Lawless" (29)	"Rough Boy" (124) "Delirious" (38) "Velcro" (18)	"Addicted To Love" (130) "Hyperactive" (13)	"Live" (84) "All The King's" (74) "Tear Down" (27)	"Stick Around" (144) "You Got What You" (10)	"Tuff Enuff" (139)	"Feel It Again" (126) "Bad Attitude" (18)	"All I Need" (85) "Hanging" (49)	"Take Me Home" (105)	"So Far Away" (86) "The Man's" (26)	"All The Things" (104) "Sanctify Yourself" (14)	"Shelter Me" (121)	"The Knife Feels Like Justice" (123)	"What You Need" (70) "Listen" (39)	"Shot In The Dark" (107)	"Absolute" (116)	"I Still Believe" (118)	"Secondhand" (81) "Crashing" (15) "Give" (11)	"Is It Love" (102)	"Left Of Center" (35) "If You" (26) "Do Wot" (18)	"Little Miss Dangerous" (96)	"Dancin' In The Ruins" (73)	"Locked In" (90)	"Your Love" (55)	"R.O.C.K." (25) "Minutes" (21)	"Don't Let Me Be Misunderstood" (68)	"Lady Nina" (86)	"Life's What You Make It" (64)	"Working Class Man" (79)	"Calling America" (39) "Sorrow" (19)	"In My Dreams" (62)	"Something About You" (54)	"Where Do" (62)	"Little Red House" (61)	"I Can't Wait" (25) "Imperial Hotel" (22)	"Spirit of '76" (57)	"These Dreams" (32)	"Love And Rock & Roll" (57)
	153 /0	137 /1	147 -/0	129 -/2	137 -/1	131 -/1	148 /7	141 +/4	130 -/1	113 -/2	105 +/7	105 +/6	117 +/9	124 /5	123 -/2	100 -/4	107 -/0	116 /21	122 +/11	99 +/11	105 +/9	67 +/7	98 +/7	75 -/1	91 /17	60 -/2	51 -/4	71 =/4	86 +/10	67 -/0	85 +/8	61 -/0	63 -/2	55 +/1	66 +/19	72 -/7	50 -/2	57 -/0	39 -/2	59 /6
	60	70	39	30+	58+	11	20	19+	11+	20+	26+	17=	4-	4	7+	16-	5-	8	3+	3+	8-	6-	1+	4+	1+	10-	5-	1-	1-	2+	4-	3-	6-	5+	0=	5+	4+	6+	1	
	142	125	112	103+	124-	72	87	90+	66+	64-	85+	63+	35+	38	51+	54-	48-	37	34+	28-	35+	29+	11+	31-	7	37-	33-	33-	20-	11=	20-	7+	22+	11=	6-	17=	17-	21-	7	
	9	10	35+	25-	11+	55+	56	46-	59-	43+	17-	37=	79=	81	64-	47+	55+	67	75+	63+	65-	31=	74+	37-	64	20-	16-	38-	61+	42-	61+	33-	44-	31-	45+	46+	29-	27-	14-	44

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- MITCH EASTER CO-PRODUCED THE FIRST 3 R. E. M. ALBUMS
- MITCH EASTER'S DRIVE-IN STUDIO REVOLUTIONIZED THE AMERICAN MUSIC SCENE.
- MITCH EASTER IS THE NEW GUITAR HERO.



78/R&R FRIDAY, MARCH 28, 1986

BREAKERS

ROLLING STONES Dirty Work (Rolling Stones/Columbia) 98% of our reporters on it.	JULIAN LENNON The Secret Value Of Daydreaming (Atlantic) 95% of our reporters on it.
VAN HALEN 5150 (WB) 88% of our reporters on it.	JOE COCKER Cocker (Capitol) 79% of our reporters on it.
ABSOLUTE BEGINNERS Soundtrack (EMI America) 74% of our reporters on it.	

NEW & ACTIVE

- UFO "Misdemeanor" (Chrysalis) 68/7 (64/16)
Adds: KLLO, WJZ, WAPL, KICT, KMBY, WOOJ, WZZO, Heavy 2: WQFM, KISS, Medium 41 including WHYY, WYNF, WLVO, WRIF, KSHE, KUPD, KGB, WPYX, KNCN, KILO, KLPX.
- WAX "Magnetic Heaven" (RCA) 56/14 (43/16)
Adds including KSHE, RMET, KINK, WZZO, WOUR, WTKX, WSXS, WKLP, Heavy 4 including WLUP, KPDI, KRQU, Medium 42 including WNEW, WMMR, KTKO, WXRT, WLVD, WOFM, KAZY, 91X, KGB.
- STARSHIP "Knee Deep In The Hoopla" (Gruhn/RCA) 47/13 (35/19)
Adds including WQFM, KGON, KGB, WEZZ, WAAF, WKDF, KMDD, Powers 1: Heavy 8 including KINK, WKLC, WPDH, KLB, KFMM, Medium 33 including WQVE, WYNF, WLLZ, WRQC, KGGG.
- JOE JACKSON "Big World" (A&M) 45/45 (0/0)
Adds including WBCN, WBAB, WXRK, KZEW, WXRT, KRQQ, KFOG, KEZO, KLPX, Powers 2: Heavy 6: WNEW, KBCC, 91X, WLIR, WRDH, WGBX, Medium 29 including KRQR, KISW, WYPX, WHCN, WOUR, KLB, WRQC, WLAV.
- FIONA "Beyond The Pale" (Atlantic) 45/12 (0/0)
Adds including WMMR, KZEW, WLLZ, KGB, WHEB, KLAQ, KTYD, Powers 1: Heavy 3: WBCN, WZZO, KRQU, Medium 29 including WNEW, WXRK, WHYY, WSHE, KMET, KUPD, KZAP, KNCN, KLPX.
- MODELS "Out Of Mind Out Of Sight" (Geffen) 37/11 (25/7)
Adds including WBCN, WMMR, WOFM, WPDH, KILO, KDJK, KSTM, KLPX, Powers 1: Heavy 4: WLUP, WLIR, WOPZ, KRQU, Medium 23 including WNEW, KLOS, KRQQ, 91X, WHFS.
- MODERN ENGLISH "Stop Start" (Sire/WB) 25/1 (25/2)
Adds: WONE, Powers 1: Heavy 8: KRQQ, 91X, WLIR, CFNY, KTCL, KRQU, KCGL, KVRE, Medium 10 including WXRT, WHFS, WEZZ, WTUE, KTYD.
- ROBERT TEPPER "No Easy Way Out" (Scotti Bros./CBS) 25/14 (0/0)
Adds including WBAB, WHYY, WPDH, WAOX, KLAQ, KLPX, Heavy 4: WSXS, WKKE, KFMZ, WZZO, Medium 13 including WYNF, WLLZ, WPLR, WKLP, KGGG.
- BIG AUDIO DYNAMITE "This Is Big Audio Dynamite" (Columbia) 24/8 (15/7)
Adds including KZEW, KORS, KISW, WHFS, WAAF, WWWW, Powers 2: Heavy 7: WBCN, WXRT, KRQQ, 91X, WLIR, KTCL, KCGL, Medium 11 including WQFM, KBCC, KRQR, KLAQ, KTYD.

Continued on Page 80

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Power	Heavy	Medium
2	1	1	1	142-0	58+	132-	9-
7	3	3	2	136-0	69+	125+	10-
5	5	4	3	147-0	38-	120+	26-
3	2	2	4	130-0	57+	121-	9+
4	4	5	5	135-0	35-	103-	28-
21	12	6	6	124-4	25+	102+	21-
10	8	7	7	139-3	19+	90+	44-
—	14	8	8	144-3	20+	86+	54-
12	10	9	9	126-1	11+	65+	57-
49	27	13	10	105+7	26+	85+	17-
14	13	12	11	123-2	7+	51+	64-
—	33	17	12	111+11	4=	52+	52-
23	16	15	13	121-3	3-	38+	78-
15	15	14	14	107-0	5-	48-	55+
—	—	21	15	116+21	9+	37+	67+
26	23	19	16	118+11	3+	33+	72+
8	9	11	17	85-3	18+	57-	28-
DEBUT	16	16	16	87/86	4	44	37
32	22	20	18	86+6	15=	56+	27+
59	35	23	20	104+13	3+	26+	74=
1	6	10	21	74-0	10-	52-	18-
41	32	25	22	102+10	7+	32+	65-
6	7	16	23	70-0	15-	46-	21+
—	—	36	24	111+29	2+	12+	81+
DEBUT	25	25	25	86/86	2	35	42
29	28	26	26	84+8	0-	27+	51+
37	30	28	27	96+7	1+	11+	74+
DEBUT	28	28	28	78/78	2	31	41
DEBUT	29	29	29	75/75	1	29	40
60	44	32	30	81+16	2-	22-	53+
44	39	31	31	86+10	1=	11=	61+
11	11	18	32	73-1	4+	31-	36-
—	43	38	33	90+16	1+	6+	64+
16	19	22	34	55-2	10-	36-	17-
38	38	35	35	68-4	4+	19-	38-
22	21	24	36	64-0	1-	19-	40-
—	55	45	37	79+10	2+	7+	55+
48	42	42	39	60+8	4+	23=	34+
28	26	27	39	62-2	3=	13-	43-
—	53	46	40	54+1	6+	18+	30-
27	24	29	41	57-0	4+	17-	27-
—	—	55	42	62+19	2=	13+	42+
—	57	51	43	49+6	4=	19+	24=
—	59	49	44	57+4	1+	7+	44+
55	50	48	45	61-6	0=	6-	38+
—	47	41	46	47-18	2-	15-	25-
—	—	50	47	49+8	1=	16-	28+
—	—	52	48	66+7	0=	2=	39+
25	25	30	49	47-0	0=	4-	39-
36	36	39	50	46-2	4+	12-	30-
13	17	33	51	37-0	4-	25-	10-
—	—	57	52	50+12	0-	4+	39+
18	29	43	53	38-0	1-	14-	22-
—	—	54	54	35+3	4-	18=	13-
19	37	47	55	32-1	5=	18-	10-
DEBUT	56	56	56	47+13	1+	5+	38+
DEBUT	57	57	57	35/35	3	13	17
17	20	34	58	39-0	3-	13-	21-
DEBUT	59	59	59	45+12	1=	3+	29+
31	31	37	60	42-0	0-	6-	27-

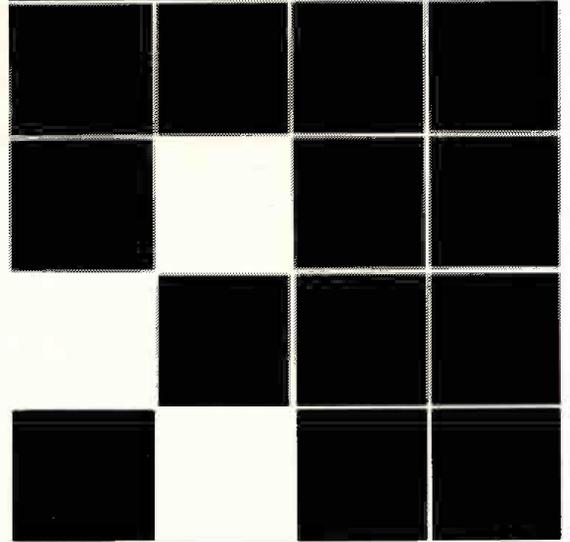
BREAKERS

GRAHAM NASH
Innocent Eyes (Atlantic)
71% of our reporters on it.

SIMPLE MINDS
All The Things She Said (Virgin/A&M)
87% of our reporters on it.

TED NUGENT
Little Miss Dangerous (Atlantic)
82% of our reporters on it.

MODELS



"OUT OF MIND OUT OF SIGHT"

PRODUCED BY MARK ORTIZ FOR PACIFIC DECIDE, P.O. BOX 100

ON THE AIR!

A Proven Hit At
WNEW-FM
WBCN

WMMR
KRQR

WBAB
WLUP
KSRR
WSHE

WQFM
KLPX
AND MANY
MORE!

KLOS
KROQ
KBCO
WLIR

DON'T MISS OUT!
THIS RECORD
IS REAL!!

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GEFFEN
RECORDS

MAMA MANAGEMENT

1986 The David Geffen Company

AOR TRACKS

MOST ADDED

ROLLING STONES (86)
One Hit (To The Body) (Rolling Stones/Columbia)

VAN HALEN (86)
Best Of Both Worlds (WB)

ROLLING STONES (78)
Winning Ugly (Rolling Stones/Columbia)

VAN HALEN (75)
Dreams (WB)

VAN HALEN (35)
Love Walks In (WB)

HOTTEST

VAN HALEN (69)
Why Can't This Be Love (WB)

ROLLING STONES (58)
Harlem Shuffle (Rolling Stones/Columbia)

ROBERT PALMER (57)
Addicted To Love (Island)

BOB SEGER & THE SILVER BULLET BAND (38)
American Storm (Capitol)

JACKSON BROWNE (35)
For America (Asylum)

CHART CLIMBERS

JUDAS PRIEST "Locked In" (Columbia) 90/16 (75/24)
Adds including DC101, KYYS, KSJQ, WAAF, WYFY, WWCY, WRUF, KFMY, Heavy 6; WBAB, WNEW, WHYY, KZEW, KUPD, KISS, Medium 6 including WYFY, WDVZ, KTJO, WNOR, WRIF, WOFM, KORS, KSHE, KLOS, KMET, KGB, KOME, KISW, WFPX, WHCN, WHEB, WPDH, WEZZ, WOUR, KNCN, KLAQ, WKDF, WDFW, WRKQ, WLAV, KATT, KEZO, WIOT, KILQ, KZEL, KLXP, Moves 38-33.

ROLLING STONES "One Hit To The Body" (Rolling Stones/Columbia) 87/66 (0/0)
Adds including KROQ, KSJQ, WAAF, WYFY, WWCY, WRUF, KFMY, Heavy 6; WBAB, WNEW, WHYY, KZEW, KUPD, KISS, Medium 6 including WYFY, WDVZ, KTJO, WNOR, WRIF, WOFM, KORS, KSHE, KLOS, KMET, KGB, KOME, KISW, WFPX, WHCN, WHEB, WPDH, WEZZ, WOUR, KNCN, KLAQ, WKDF, WDFW, WRKQ, WLAV, KATT, KEZO, WIOT, KILQ, KZEL, KLXP, Debuts at #18.

VAN HALEN "Best Of Both Worlds" (WB) 86/86 (0/0)
Adds including WSHE, WAGY, WOUR, KLAQ, WBA, WMTX, WRUF, KSOY, KZOO, Heavy 35 including WXRK, WMUR, WJVE, Q107, KQOI, KROR, KBOB, KISW, WPKR, WNCN, WEZZ, WFPX, KISS, WAPL, WLAV, WWCY, KILQ, KZEL, Medium 42 including WBAB, WKLS, KTJO, WNOR, WRIF, KYYS, KUPD, KZAP, KSJQ, WPKR, WAAF, KLB, KNCN, WKDF, WDFW, WRKQ, WFBQ, KEZO, KLXP, Debuts at #25.

MARILLION "Lady Nina" (Capitol) 86/10 (82/9)
Adds: WHYY, WLLZ, KMET, KGB, KISW, KMDD, KOMP, WOOJ, WKLT, KYTD, Heavy 11 including KZEW, WOFM, WFLR, DC101, KISS, WRKQ, KILQ, KSTM, Medium 6 including WYFY, WXRK, DC101, WKLS, KTJO, WLUP, KORS, KSHE, KZAP, KSPN, WFPX, WHCN, WHEB, KNCN, WYFY, WDFW, WRXK, WAPL, WLAV, KEZO, WWCY, WIOT, KMBY, KLXP, Remains at #31.

DIRE STRAITS "So Far Away" (WB) 82/11 (82/71)
Adds: WXRK, WAAF, KLAQ, KMDD, KZOK, ZEWZ, Heavy 56 including WBCN, WBAB, WNEW, WMUR, WKLS, WNOR, WRIF, KBPI, KUPD, KGOV, KINK, WHCN, WEZZ, WOUR, WIMZ, WROK, KGGG, WWCY, WIOT, KLFX, Medium 27 including WDFW, KTJO, WSHE, WLDL, KSDJ, WFPX, WHEB, WAPL, WFBQ, WBA, KMBY, Moves 20-19.

FIRM "Live In Peace" (Atlantic) 84/8 (80/10)
Adds: WHYY, KLAQ, WQGO, KATT, KFMY, WZOO, KTYD, Heavy 27 including WDFW, WHYY, WRIF, KGB, KFOG, KROR, WHCN, KNCN, WFPX, KISS, WROK, WWCY, KILQ, Medium 51 including WKLS, KTJO, WNOR, WLAV, KYYS, KISS, KMET, WEZZ, WOUR, WAF, KLB, WDFW, WPKL, WAPL, WFBQ, KEZO, WIOT, KZEL, KMBY, KLXP, Remains at #26.

PETE TOWNSEND "Secondhand Love" (A&M) 81/78 (67/25)
Adds including WYFY, DC101, WHCN, WAAF, KLB, WDFW, WPKL, WAPL, WFBQ, KEZO, WIOT, KZEL, KMBY, KLXP, Debuts at #28.

JIMMY BARNES "Working Class Man" (Geffen) 79/10 (71/18)
Adds: WXRK, KROR, KLB, KMBY, WDFW, WPKL, WAPL, WFBQ, KEZO, WIOT, KZEL, KMBY, KLXP, Moves 45-37.

ROLLING STONES "Winning Ugly" (Rolling Stones/Columbia) 78/78 (0/0)
Adds including WBCN, WBA, WMTX, WRUF, KFMY, Heavy 31 including WXRK, WMUR, WJVE, DC101, KTYD, WLVO, KBCO, KGB, KFOG, KROR, WFPX, WHCN, WEZZ, WFPX, WLAV, Medium 41 including WBAB, WKLS, WSHE, KYYS, KBPI, KUPD, KZAP, WPDH, WOUR, WAAF, KLB, KNCN, WIMZ, WDFW, WRKQ, KEZO, KILQ, KZEL, KDKB, KLXP, Debuts at #28.

VAN HALEN "Dreams" (WB) 75/75 (0/0)
Adds including KLOS, WHEB, WAGY, WMTX, WRUF, WZOO, Heavy 29 including WNEW, WXRK, WDFW, WHYY, DC101, WLVO, KORS, KSHE, KROR, WFPX, WHCN, WEZZ, WFPX, WDFW, WLAV, WWCY, KZEL, Medium 40 including WFBQ, KATT, KEZO, WIOT, KILQ, KLXP, Debuts at #29.

ELVIS COSTELLO "Don't Let Me Be Misunderstood" (Columbia) 68/4 (69/6)
Adds: WHYY, KOME, WEZZ, KLXP, Heavy 19 including WBCN, WHEB, WXRK, KBCO, CFOX, WHFS, WLR, KSTM, WWWW, KYTD, Medium 38 including WBAB, WMUR, Q107, DC101, WSHE, WNKG, WLUP, KZAP, KROQ, KGOV, KGFY, WOUR, WONE, WTUE, Remains at #35.

UFO "This Time" (Chrysalis) 66/7 (82/15)
Adds: KILQ, WDFW, WAPL, KICT, KMBY, WOOJ, WZOO, Heavy 2; WOFM, KISS, Medium 39 including WHYY, KZEW, WYFN, WLVO, WRIF, KSHE, KUPD, KGB, WFPX, WHEB, WLAV, KILQ, KLXP, Moves 52-48.

PET SHOP BOYS "Where Do The Children Go?" (Columbia) 62/19 (44/40)
Adds including WOFM, CFOX, WTPA, WEZZ, KISS, WXRK, WWCY, KICT, KRKE, WWWW, Heavy 13 including WBCN, WNEW, WMUR, WHYY, WZOO, WPLR, WPDH, KNCN, Medium 42 including WXRK, WSHE, KSHE, KGB, KISW, WHCN, WHEB, WAAF, KLAQ, WAPL, WLAV, KILQ, WKPI, WBLM, Moves 55-42.

GLEN BURTNICK "Little Red House" (A&M) 61/6 (63/9)
Adds: WYFN, KMET, WIOT, WBLM, KEXY, Heavy 6 including WXRK, WOFM, WDNA, WFLR, WYSP, Medium 38 including WHYY, KTJO, WLVO, WLLZ, KGB, KROR, KME, WROK, WKDF, WDFW, WAPL, WLAV, KILQ, KLXP, Moves 48-45.

JACKSON BROWNE "Lives In The Balance" (Asylum) 60/8 (54/8)
Adds: WYFY, KZEW, WEZZ, KDKJ, WMTX, WROR, WHMO, KSOY, Heavy 23 including WLVO, KAZY, KFOG, KROR, WHCN, WQGO, WONE, WLAV, WBLM, WWWW, KYTD, Medium 34 including DC101, KLOL, WLUP, KYYS, KGOV, KZAP, WFPX, WDFW, WTUE, KILQ, KZEL, KLXP, Moves 42-38.

GREG KINN "Love And Rock & Roll" (EMI America) 57/4 (54/10)
Adds including KBCO, WIZN, WXRK, Heavy 7; WBCN, KORS, KMET, KROR, KOME, WHMD, KRQJ, Medium 44 including WNEW, WXRK, WMUR, WHYY, KLOL, WNOR, WOFM, KLOS, KGOV, KZAP, KGB, KFOG, KSJQ, KLB, Moves 49-44.

LEVEL 42 "Something About You" (Polydor/PolyGram) 54/1 (53/8)
Adds: WZOO, Heavy 18 including CHOM, KAZY, KINK, 91X, KFOG, CFOX, WZOO, WKLC, WONE, WTUE, WLAV, WZOO, 39 including WSHE, WNOR, WLVO, KBCO, KBPI, WFPX, WHCN, WZOO, WPKL, WAPL, WFBQ, WEZZ, KLAQ, KZEL, Moves 46-40.

WAX "Right Between The Eyes" (RCA) 50/12 (39/13)
Adds including KSHE, WKOR, WOUR, WTK, WZOO, WWCY, KZOO, Heavy 4 including WLUP, KPOI, KRQJ, Medium 39 including WNEW, WMUR, KTJO, KZEW, WYFY, WXCX, WYFY, WLVO, WOFM, KAZY, KGB, KNCN, KLAQ, WLAV, KLXP, Moves 57-52.

MIKE & THE MECHANICS "Hanging By A Thread" (Atlantic) 49/8 (45/12)
Adds: WTPA, WHEB, WAF, KLB, KRKE, KMET, KSTW, KOLA, Heavy 16 including WNEW, WLVO, KFOG, KROR, WFPX, WHCN, WPDH, WYFY, WKOI, KISS, KILQ, WWWW, Medium 26 including WYFY, KLOL, WCKG, KYYS, KGOV, WOUR, KEZO, WIOT, KZOO, Moves 50-47.

PET SHOP BOYS "West End Girls" (EMI America) 49/6 (43/11)
Adds: WNEW, WQGO, WPKR, KROR, WHMD, KZOO, KSTW, KOLA, Heavy 16 including WSHE, KAZY, 91X, CFOX, WFPX, WZOO, WOUR, WROK, WTUE, WWCY, Medium 24 including WBAB, WXRK, KBCO, KBPI, WFPX, WZOO, WPKL, WAPL, Moves 51-43.

KATRINA & THE WAVES "Is That It?" (Capitol) 47/13 (35/33)
Adds including WLUP, 91X, WHEB, KNCN, WYFY, WONE, WXLX, WYFY, Heavy 5; CHOM, KMET, WIZN, WCPZ, KVRB, Medium 38 including WBAB, WNEW, including WXRK, KAZY, CFOX, WKDF, KILQ, Debuts at #56.

FIONA "Living In A Boy's World" (Atlantic) 45/12 (38/33)
Adds including WMUR, KROR, WLLZ, KGB, WHEB, KLAQ, WBLM, KTYD, Heavy 3; WBCN, WZOO, KRQJ, Medium 29 including WNEW, WXRK, WHYY, WSHE, KMET, KUPD, KZAP, WYFY, WHCN, WPDH, WEZZ, WOUR, KNCN, WLAV, KLXP, Debuts at #59.

VAN HALEN "Love Walks In" (WB) 35/35 (0/0)
Adds including KZEW, KILQ, WLVO, KMET, WOUR, KLB, KLAQ, WWCY, WYFY, Heavy 13 including WMUR, D107, KGB, KROR, WCCC, WFLR, WYFY, WLAV, Medium 17 including WZOO, WOFM, WKDF, Debuts at #57.

SUZANNE VEGA "Leif Of Center" (A&M) 35/3 (34/4)
Adds: WHEB, KLB, KLXP, WHEB, including WXRK, KAZY, KBCO, 91X, WFPX, WDNA, WONE, WTUE, Medium 13 including WBAB, WEZZ, WOFM, KBPI, WHCN, KLB, WYFY, WWWW, Remains at #54.

NEW & ACTIVE

STARSHIP "Tomorrow Doesn't Matter Tonight" (Grunut/RCA) 40/13 (28/21)
Adds including WOFM, KGOV, KGB, WEZZ, WKDF, WTK, KMDD, Powers 1; Heavy 5; WPDH, KLB, KFMY, KPOI, WHMD, Medium 30 including WYFN, WLLZ, WAGY, WAAF, WRKQ, KGGG.

INXS "Listen Like Thieves" (Atlantic) 39/9 (33/21)
Adds: WHYY, KLOL, KGOV, WPDH, KGOV, WXRK, KSTM, WRUF, KYTD, Powers 1; Heavy 9 including 91X, KGB, KILQ, KPOI, WIZN, WWWW, Medium 26 including KTJO, WSHE, KFOG, WHCN, KISS, WRKQ, KEZO.

MODELS "Out Of Mind, Out Of Sight" (Geffen) 37/11 (25/7)
Adds including WBCN, WMUR, WOFM, WFPX, WHFS, KILQ, KDKJ, KLXP, Powers 1; Heavy 4; WLUP, WLIR, WCPZ, KRQJ, Medium 23 including WNEW, KLOS, KROR, 91X, WZOO.

JOE JACKSON "Right And Wrong" (A&M) 32/32 (0/0)
Adds including WBCN, WBAB, WXRK, WXTT, KFOG, KROR, WFPX, WEZZ, WWWW, Powers 2; Heavy 5; WNEW, KGOV, KGOB, WFPX, WHEB, WIOT, KZEL.

ALAN PARSONS PROJECT "In The Real World" (Arista) 32/2 (32/9)
Adds: WNOR, KILQ, Heavy 1; KZOK, Medium 25 including KZEW, KSHE, KROR, WHEB, WPDH, WEZZ, WOUR, WIOT, KMDD, KLXP, WWWW.

JACKSON BROWNE "Lawless Avenue" (Asylum) 29/4 (29/1)
Adds: Q107, KBCO, WEZZ, KZXL, Heavy 10 including WOFM, KMET, KUPD, KROR, KOME, KYTD, Medium 17 including KLOL, WCKG, WPDH, KNCN, WIOT, KZEL, KLXP, KZOO.

DIRE STRAITS "The Man's Too Strong" (WB) 26/4 (27/1)
Adds: DC101, WLLZ, WHCN, WKKX, Powers 1; Heavy 7 including Q107, KLOL, WCCC, KISS, Medium 18 including WRF, WAPL, WIOT, KZEL.

OMD "If You Leave" (A&M) 25/5 (25/5)
Adds: WXRK, WPLR, WCPZ, Powers 1; Heavy 9; WSHE, WXRK, KBCO, KROQ, 91X, WLIR, CHEZ, KFMY, KCGI, Medium 15 including WBAB, KAZY, KBPI, CFOX, WONE.

MODERN ENGLISH "Ink And Paper" (Sire/WB) 26/1 (25/2)
Adds: WONE, Powers 1; Heavy 8; KROR, 91X, WLIR, CFNY, KTCL, KRQJ, KCGI, KVRB, Medium 10 including WXRK, WEZZ, WTUE, KYTD.

ROLLING STONES "Back To Zero" (Rolling Stones/Columbia) 24/23 (0/0)
Adds including WBAB, KLOS, CFOX, KNCN, KZEL, Heavy 9; CHOM, WMUR, DC101, KTJO, WLVO, KORS, KFOG, WWWW, WHMD, Medium 13 including WTKL, WBRU, WHIT, WIOT.

BIG AUDIO DYNAMITE "Medicine Show" (Columbia) 23/11 (11/8)
Adds including KORS, KISW, WAAF, WWWW, Powers 1; Heavy 7; WBCN, WXRK, KROQ, 91X, WLIR, KTCL, KCGI, Medium 10 including WOFM, KBCO, KROR, KLAQ, KTYD.

AEROSMITH "My First Your Face" (Geffen) 23/7 (19/3)
Adds: WONE, KSPN, Heavy 4; KMET, KEZE, KATL, Heavy 4; WHYY, WHEB, WAOX, WAAF, Medium 12 including WLLZ, WRIF, WAGY, KISS, WIOT, KILQ.

ROLLING STONES "Dirty Work" (Rolling Stones/Columbia) 22/22 (0/0)
Adds including KROQ, KZAP, WAGY, WOUR, WDFW, Powers 3; Heavy 9 including Q107, DC101, KZEW, KROR, KOME, WAOX, WLAV, Medium 9 including WAAF, KILQ.

STEVIE NICKS "Imperial Hotel" (Modern/Arista) 22/4 (23/0)
Adds: WBRU, KLXP, KFMY, KTL, Heavy 5 including WFLR, KPOI, WIZN, WGRB, Medium 15 including KUPD, WHEB, KLB, KNCN, KZOK, WWWW.

BRYAN FERRY "Is Your Love Strong Enough" (MCA) 20/7 (14/2)
Adds: Q107, KBCO, WEZZ, KZXL, WFCB, WPDH, CFNY, Powers 1; Heavy 5 including WBCN, WXRK, WLIR, KCGI, Medium 11 including KLOL, 91X, KILQ.

JACKSON BROWNE "In The Shape of a Heart" (Asylum) 20/2 (20/2)
Adds: DC101, WCKG, Powers 3; Heavy 10 including KNCN, KILQ, KZOK, KESI, KGRG, Medium 10 including WBAB, WLUP, WAPL, WIOT, KZEL.

KEEL "Because the Night" (MCA) 19/2 (19/8)
Adds: WNEW, WXLX, Heavy 0; Medium 13 including Q107, WLLZ, WPDH, KNCN, KLAQ, KISS, WIOT, KLXP.

ELO "Sorrow About To Fall" (CBS Associated) 19/0 (21/3)
Heavy 7 including KAZY, WONE, WTUE, KVRB, Medium 11 including KLOL, WOFM, KBCO, KISW, WEZZ, KLB, KILQ.

HONEYMOND SUITE "Bad Attitude" (WB) 18/9 (9/2)
Adds including KLOL, WLVO, KISW, WZOO, Heavy 4 including WOFM, Medium 10 including KMET, WDNA, WQFM, KILQ.

INXS "Do You Want To Dance" (A&M) 18/4 (14/3)
Adds: KZEW, KLOL, WHEB, KMBJ, Heavy 6 including KROQ, 91X, WLIR, KILQ, KOLA, Medium 10 including WLUP, KORS, KAZY, KLOS, KMET.

MENTAL AS ANYTHING "Live It Up" (Columbia) 17/2 (18/3)
Adds: WQBR, KSPN, Heavy 4; 91X, WIZN, KTCL, KCGI, Medium 11 including WHYY, KROQ, WHEB, WEZZ, WAAF.

BOURGEOIS TAGG "Mutual Surrender" (Island) 16/3 (13/1)
Adds: CHEZ, WQBR, WHMD, Powers 2; Heavy 3; WLIR, KCGI, KVRB, Medium 12 including KROQ, KZAP, 91X, WHFS.

SWIMMING POOL Q's "Now I'm Talking About Now" (A&M) 16/2 (14/1)
Adds: WBCN, WOUR, Powers 1; Heavy 4 including WHFS, KTCL, KVRB, Medium 9 including KZEW, WXRK, KBCO, KLAQ.

VAN HALEN "Good Enough" (WB) 15/15 (0/0)
Adds including KTJO, KUPD, WAGY, KYTD, Powers 1; Heavy 5; KROR, WCCC, WAPL, KPOI, WXRK, Medium 8 including WBAB, WRKQ.

VIOLENT FEMMES "Children Of The Revolution" (Slash/WB) 15/1 (14/1)
Adds: KSTM, Heavy 4; WBCN, WLIR, CFNY, KTCL, Medium 8 including WXRK, WQFM, KROQ, WHEB, KFYF.

AOR ALBUMS

MOST ADDED

JOE JACKSON (45)
Big World (A&M)

ABSOLUTE BEGINNERS (21)
Soundtrack (EMI America)

HOOTERS (19)
Nervous Night (Columbia)

JUDAS PRIEST (17)
Turbo (Columbia)

ROBERT PALMER (14)
No Easy Way Out (Scotti Bros/CBS)

WAX (14)
Magnetic Heaven (RCA)

HOTTEST

VAN HALEN (70)
5150 (WB)

ROLLING STONES (60)
Dirty Work (Rolling Stones/Columbia)

ROBERT PALMER (59)
Riptide (Island)

JACKSON BROWNE (58)
Lives In The Balance (Asylum)

Z TOP (30)
Afterburner (WB)

NEW & ACTIVE

Continued from Page 78

AEROSMITH "One With Mirrors" (Geffen) 24/7 (20/2)
Adds: WBAB, KGB, WYFY, KLB, KICT, KMBY, KEZE, Powers 1; Heavy 5; WHYY, WRIF, WHEB, WAOX, WAAF, Medium 11 including WLLZ, WAGY, KISS, KILQ.

KEEL "Final Frontier" (MCA) 21/4 (0/0)
Adds: WNEW, WXRK, WYSP, WXLX, Heavy 0; Medium 13 including Q107, WLLZ, KNCN, KLAQ, KISS, KLXP.

MENTAL AS ANYTHING "Fundamental" (Columbia) 21/2 (22/3)
Adds: WQBR, KSPN, Heavy 4; 91X, WIZN, KTCL, KCGI, Medium 14 including WHYY, KROQ, WHFS, WLIR, WHEB, WEZZ, WAPL, WIOT, KZEL.

BOURGEOIS TAGG "Bourgeois Tagg" (Island) 18/2 (17/3)
Adds: WQBR, WHMD, Powers 2; Heavy 3; WLIR, KCGI, KVRB, Medium 14 including KROQ, KZAP, 91X, KLB, KDKJ.

SWIMMING POOL Q's "Blue Tomorrow" (A&M) 17/2 (15/1)
Adds: WBCN, WOUR, Powers 1; Heavy 4 including WHFS, KTCL, KVRB, Medium 10 including KZEW, WXRK, KBCO, KLAQ.

DENNIS DAVOLONG "Back To The World" (A&M) 17/1 (16/4)
Adds: WXRK, Heavy 6; WBCN, KZEW, WLUP, WTK, WOUR, WZOO, Medium 9 including WCKG, WPDH, KMDD, KILQ.

VIOLENT FEMMES "The Blind Leading The Naked" (Slash/WB) 16/1 (15/1)
Adds: KSTM, Heavy 6; WBCN, WHFS, WLIR, CFNY, KTCL, KCGI, Medium 7 including WXRK, KRQJ, WHEB, WYFY.

DEL LORDS "Johnny Comes Marching Home" (EMI America) 15/4 (11/8)
Adds: WXRK, WLLZ, WHFS, WPDH, Heavy 0; Medium 12 including WXRK, CHEZ, KSTM, KFMY.

MIDWEST

MOST ADDED Mr. Mister ZZ Top Whitney Houston Starship HOTTEST Falco Robert Palmer Prince & Revolution

MIDWEST

PARALLEL TWO

WKD/Akron, OH Patrick/Kimrad STARSHIP OMD MR. MISTER MARILYN MARTIN SADE HOTTEST: PALCO 3-1 SLY FOX 2-2 INXS 5-4 ROBERT PALMER 11-6 BANGLES 12-7 WKU/Applenton-Oakholz, WI Ross/Bradish SADE WHITNEY HOUSTON ZZ TOP LITTLE RICHARD HONEYMOON SUITE (dp) HOTTEST: BANGLES 2-1 INXS 4-2 SLY FOX 9-5 ROBERT PALMER 12-7 VAN HALEN 27-18 WGLC/Cleveland, OH LoCascio/Bumper VAN HALEN JERMAINE JACKSON BROWNE HOTTEST: PALCO 1-1 JOHN COUGAR 4-2 SLY FOX 5-3 ROBERT PALMER 19-4 BANGLES 13-6 WNCI/Columbus, OH Roberts/Foxa OUTFIELD ZZ TOP (dp) MR. MISTER PALCO 2-1 JOHN COUGAR 5-3 PRINCE 7-4 SLY FOX 9-6 FORCE MD'S 12-9 KHN/Dayton, OH Jim O'Hara MR. MISTER MR. MISTER DAVID BONIE HOTTESTS JULIAN LENNON (dp) HOTTEST: BANGLES 4-2 ROLLING STONES 13-9 DIRE STRAITS 17-12 PET SHOP BOYS 20-18 PHIL COLLINS 32-23 WGTZ/Cayton, OH John Robertson WHITNEY HOUSTON SIMPLE MINDS STARSHIP HOTTEST: PALCO 1-1 ROBERT PALMER 6-4 SLY FOX 7-5 PRINCE 9-7 ROLLING STONES 21-12 KRNO/Oakman, IA Gilia/Flech PET SHOP BOYS OMD ZZ TOP JACKSON BROWNE BOURGEOIS TAGG (dp) LEVEL 42 (dp) HOTTEST: PALCO 5-1 JOHN COUGAR 6-4 SLY FOX 22-12 BANGLES 21-17 WHITNEY HOUSTON 33-26 KZIO/Duquh, MN Michele/Herman WHITNEY HOUSTON (dp) MR. MISTER SADE WAX GRAHAM NASH HOTTEST: PALCO 3-1 SLY FOX 8-5 PRINCE 16-7 ROBERT PALMER 18-13 VAN HALEN 23-17 WMEF/Ft. Wayne, IN Tony Richards WHITNEY HOUSTON OMD MR. MISTER HOTTEST: PALCO 2-1 PRINCE 5-2 SLY FOX 10-5 VAN HALEN 16-10 PET SHOP BOYS 23-16 WGRD/Great Rapids, MI Swart/Stevens ZZ TOP SIMPLE MINDS WAX HOTTEST: JOHN COUGAR 3-1 SLY FOX 8-4 BANGLES 11-7 BOB SEGER 22-14 PHIL COLLINS 26-17 WIXA/Green Bay, WI McCarty/Michael T. ROBERT PALMER SADE CULTURE CLUB STARSHIP JULIAN LENNON WAX HOTTEST: PALCO 1-1 JOHN COUGAR 3-2 BANGLES 7-4 PRINCE 12-6 PET SHOP BOYS 24-10

KAY107/Tulsa, OK Hrvy Blain none HOTTEST: MR. MISTER 1-1 HEART 2-2 MIKE & THE MECHAN 3-3 STARSHIP 4-4 PHIL COLLINS 17-17 KEVIN/FM/Wichita, KS WLP/Minneapolis, IN Jim Miles JULIAN TAYLOR LEVEL 42 OMD DENNIS DEYOUNG JOHN COUGAR 3-1 NU SHOZ WHITNEY HOUSTON STARSHIP HOTTEST: LOVERBOY 1-1 JOHN COUGAR 5-2 PHIL COLLINS 8-3 MARILYN MARTIN 4-4 QIRE STRAITS 13-9 KRRO/Wichita, KS Oliver/Williams CULTURE CLUB SADE PLATINUM BLONDE OMD MIKE & THE MECHAN CULTURE CLUB WAX HOTTEST: PALCO 5-1 SLY FOX 8-4 INXS 9-5 PRINCE 10-6 BANGLES 11-7-7-4 WHOT/Yountstown, OH Dick Thompson PHIL COLLINS JAMET JACKSON JIMMY BARNES PINE YOUNG CANNIB HONEYMOON SUITE HOTTEST: ROBERT PALMER 21-15 STEVE NICKS 20-17

WEST

PARALLEL TWO

KNMQ/Albuquerque-Santa Fe, NM Stucker/Rountree MR. MISTER JAMET JACKSON WHITNEY HOUSTON JULIAN LENNON PALCO 1-1 SLY FOX 4-3 STARSHIP PALCO 1-1 PRINCE 5-2 OMD 9-5 ROLLING STONES 12-6 PET SHOP BOYS 14-10 ROBERT PALMER PHIL COLLINS CULTURE CLUB HOTTEST: PALCO 1-1 ATLANTIC STAR 2-3 TORGE MD'S 22-12 VAN HALEN 21-12 KXBR/Bakersfield, CA Martin/DaRro STEVE NICKS PET SHOP BOYS ROLLING STONES HOTTEST: ATLANTIC STAR 3-3 SLY FOX 10-5 PRINCE 10-6 BANGLES 12-8 KFBG/Boles, ID Oses/Gregory JAMET JACKSON MR. MISTER SADE JULIAN LENNON CULTURE CLUB HOTTEST: PALCO 1-1 ROBERT PALMER 11-5 PET SHOP BOYS 17-6 BANGLES 12-7 MIAMI SOUND MACHI 22-14 KVIS/Boles, ID Tom Lewis SIMPLE MINDS DAVID BOWIE JULIAN LENNON GRAM NASH HOTTEST: HEART 2-1 ROBERT PALMER 5-3 PRINCE 18-10 VAN HALEN 24-13 PET SHOP BOYS 24-14 KIKC/Colorado Springs, CO John Danzer MIKE & THE MECHAN JULIAN LENNON PLATINUM BLONDE PALCO 1-1 INXS 1-1 PET SHOP BOYS 11-6 ROBERT PALMER 12-7 PET SHOP BOYS 13-8 KIMC/Denver, CO Erickson/Paraz WHITNEY HOUSTON MIKE & THE MECHAN HOTTESTS HONEYMOON SUITE MR. MISTER PALCO 2-1 INXS 10-6 BANGS 13-9 STEVE NICKS 13-4 BOB SEGER 18-14

KKXL/FM/Grand Forks, ND Sheridan/Right none MIAMI SOUND MACHI JAMET JACKSON HOTTESTS FABULOUS THUNDERB (dp) KINTEL/Grand Forks ATLANTIC STAR 2-1 PALCO 3-2 SLY FOX 8-8 ROBERT PALMER 16-13 CUTFELD 19-14 WAGY/FM/Lafayette, IN Kinsley/Loewen HONEYMOON SUITE STARSHIP CULTURE CLUB JAMET JACKSON HOTTEST: HEART 1-1 ATLANTIC STAR 2-2 JOHN COUGAR 4-3 MOTLEY CRUE 5-4 ROBERT PALMER 8-6 KRFX/Lincoln, NE Johnson/Meyer HOTTESTS MR. MISTER ZZ TOP JAMET JACKSON HEART 1-1 SLY FOX 10-8 ROBERT PALMER 17-10 CUTFELD 28-16 ROLLING STONES 31-17 INXS 4-4 PRINCE 10-7 JERMAINE JACKSON 13-10

WEST

PARALLEL TWO

KSND/Eugene, OR Burns/Hyatt SIMPLE MINDS STARSHIP JULIAN LENNON CULTURE CLUB MIKE & THE MECHAN HOTTEST: JAMET JACKSON PALCO 1-1 PRINCE 5-2 OMD 9-5 ROLLING STONES 12-6 PET SHOP BOYS 14-10 KBOB/Fresno, CA Kris Van Kamp CHERRELLE JAMET JACKSON SADE HONEYMOON SUITE XATRINA & THE WAV BANGLES 5-2 MIKE & THE MECHAN JIMMY BARNES (dp) JOHN COUGAR 3-2 PRINCE 4-3 ROBERT PALMER 14-9 VAN HALEN 16-10 PET SHOP BOYS 22-13 KMGJ/Fresno, CA Barry/Carter STEVE NICKS 21-12 STARPOINT ALTRIA HOTTEST: PALCO 2-1 CHELLE 2-1 PALCO 1-2 PRINCE 4-3 ROBERT PALMER 17-8 ATLANTIC STAR 12-18 PALCO 1-1 PET SHOP BOYS 8-5 JAMET JACKSON 10-11 CHERRELLE 27-12 KATINA & THE WAV OMD ZZ TOP PALCO 2-1 LOVERBOY 7-2 SLY FOX 8-3 PRINCE 15-4 CHERRELLE 21-11 STARSHIP NU SHOZ (dp) ART OF NOISE (dp) CULTURE CLUB HOTTESTS HEART 3-1 ATLANTIC STAR 4-2 PALCO 5-3 SLY FOX 7-4 FORCE MD'S 9-5 KXLU/Cas Vegas, NV Dean/Taylor MR. MISTER CULTURE CLUB HOTTEST: HEART 1-3 PRINCE 8-4 INXS 11-5 KRQ/Queen, AZ Gilia/Johnson MR. MISTER VAN HALEN (dp) CHERRELLE PRINCE (dp) HOTTESTS JOHN & THE MECHAN PALCO 8-3 BANGLES 10-5 ROBERT PALMER 13-7 ROLLING STONES 28-19

WEST

PARALLEL THREE

KVTV/Tapeka, KS DENNIS DEYOUNG CULTURE CLUB STARSHIP HOTTESTS JULIAN LENNON HOTTEST: PALCO 2-1 ROBERT PALMER 7-6 MELL'SA MORGAN 9-8 CUTFELD 21-14 JANET JACKSON 28-17 KFWW/Waterloo, IA Dew/Hansen KATRINA & THE WAV WHITNEY HOUSTON CULTURE CLUB HOTTEST: JERMAINE JACKSON 20-13 PET SHOP BOYS 24-18 VAN HALEN 29-23 OMD 36-27 CUTFELD 21-14 LEVEL 42 38-31 KMTZ/Reno, NV John Chommie PHIL COLLINS HOTTESTS BONNIE TYLER J.D. Chancellor SIMPLE MINDS PALCO 3-1 JOHN COUGAR 2-2 PRINCE 14-5 WHITNEY HOUSTON BALTIMORA PALCO 4-1 JOHN COUGAR 1-4 ROBERT PALMER 13-7 DIRE STRAITS 15-10 ROLLING STONES 20-16 KWNZ/Reno, NV Shaker/Ryan ZZ TOP STARSHIP HOTTEST: FORCE MD'S 4-4 PRINCE 11-5 PET SHOP BOYS 8-8 JERMAINE JACKSON 14-11 KBNM/Roseville, NM Chuck Martin ZZ TOP CULTURE CLUB SADE HOTTESTS JULIAN LENNON SIMPLE MINDS BOYS DON'T CRY PALCO 1-1 STEVE NICKS 16-8 PRINCE 22-14 PET SHOP BOYS 26-15 ROLLING STONES 30-17 SLYB/San Luis Obispo, CA Joe Coline WHITNEY HOUSTON CHERRELLE SIMPLY RED BOURGEOIS TAGG KATRINA & THE WAV HOTTEST: PALCO 1-1 JOHN COUGAR 4-2 INXS 6-5 PET SHOP BOYS 18-7 BANGLES 13-9 STEVE NICKS 25-16 KZQ/San Luis Obispo, CA D.A. Collins DEVA HUNTER ZZ TOP (dp) BOURGEOIS TAGG (dp) SADE JAMET JACKSON HOTTESTS PALCO 9-4 ROBERT PALMER 14-9 PRINCE 20-12 FORCE MD'S 23-13 STEVE NICKS 25-16 DKX/674-Cities, WA Lamaster/O'Brien CULTURE CLUB STARSHIP JAMET JACKSON BONNIE TYLER LABELLE & McDONALD (dp) CHERRELLE (dp) SIMPLE MINDS PALCO 1-1 VAN HALEN 10-4 CUTFELD 16-8 PET SHOP BOYS 19-10 HONEYMOON SUITE 23-14

237 Reporters 228 Current Reports The following stations reported a frozen playlist this week: WMJQ/Rochester WGGZ/Baton Rouge KAY107/Tulsa

The following stations failed to report this week, and therefore their playlists were frozen: WRSR/Norfolk KHFI/Austin WKSJ/Greensboro WOKI/Knoxville KXLS-FM/Rapid City KWTO-FM/Springfield

NOTE: WZMU/Milwaukee has changed formats and is no longer a CHR reporter.

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

CONTEMPORARY HIT RADIO

BREAKERS

MR. MISTER Is It Love (RCA)

81% of our reporters playing it. Moves: Up 15, Debuts 62, Same 44, Down 0, Adds 72 including B104, WPHD, WAVA, Z93, Q105, KHTR, KMEL. See Parallels, debuts at number 39 on the CHR chart.

ZZ TOP

Rough Boy (WB)

70% of our reporters playing it. Moves: Up 19, Debuts 52, Same 30, Down 0, Adds 66 including WHTT, PRO-FM, 94Q, 92X, KWK, Y108, KS103. See Parallels, debuts at number 40 on the CHR chart.

JANET JACKSON

What Have You Done For Me Lately (A&M)

69% of our reporters playing it. Moves: Up 92, Debuts 28, Same 8, Down 0, Adds 35, WBLI, WKTI, KDWB-FM, WLOL-FM, KZZP, KWOD, Z104. See Parallels, moves 37-25 on the CHR chart.

NEW & ACTIVE

- SADE "Never As Good As The First Time" (Portrait/CBS) 130/64
Moves: Up 4, Debuts 27, Same 35, Down 0, Adds 64 including K106, WHTT, WPHD, PRO-FM, Z93, Y100, Q105, WMMS, Z299, KHTR, KITS, KNBQ, B94 d-30, KBFM 35-29, KMMO 40-36.
- JULIAN LEWIS "Slick Around" (Atlantic) 122/33
Moves: Up 32, Debuts 22, Same 35, Down 0, Adds 33 including K106, CHUM, KEGL, WLS, KKRZ, KWSS, WAMX, KBFM, WKFR, KCPX, WZYP, KBIM, WBEN-FM 39-32, B96 38-34, KPLUS 38-29.
- HONEYMOON SUITE "Feel It Again" (MCA) 121/34
Moves: Up 44, Debuts 18, Same 25, Down 0, Adds 34 including KEGL, WRNO, WNVZ, KHTR, KMJK, KNBQ, 98PKY, WXLK, WVIC, KBOS, WOMP-FM, KZ02, WKKX-FM 29-24, KPLUS 20-15, WBQO 24-19.
- LITTLE RICHARD "Great Gosh A Mighty" (MCA) 101/8
Moves: Up 46, Debuts 13, Same 32, Down 2, Adds 8, KEGL, WNVZ, WKSC, KZPS, WDOG, WKAU, KFMN, WQID, 940 19-14, Z93 20-16, KIIS-FM 30-27, KPLUS 31-25, KNBQ 37-26, 94YQ 40-33.
- WAX "Right Between The Eyes" (RCA) 92/29
Moves: Up 14, Debuts 12, Same 37, Down 0, Adds 29 including WHTT, WKKX-FM, WKSE, Y100, KWSS, R104, WSSX, 94Z, WKFR, KZZU, OK100, WDBR, 92X 32-29, KKRZ 37-34, Q100 38-31.
- CHERELLE with ALEXANDER O'NEAL "Saturday Love" (Tabu/CBS) 80/11
Moves: Up 45, Debuts 4, Same 17, Down 3, Adds 11, KBEQ, WKSE, WDOG, KJ103, KZZU, KRO, Q101, KNOE-FM, SLY96, OK95, WKKX-FM 35-23, WQUE-FM 15-10, WBQO 16-11, KYNO-FM 21-11.
- DENNIS DeYOUNG "Call Me" (A&M) 79/10
Moves: Up 29, Debuts 13, Same 27, Down 0, Adds 10, WBEN-M, WNY5, CHUM, 93Q, WKRZ-FM, WFNK-FM, KUTX, WZPL, 100KH, KDVM, WERZ 34-27, WRCK 40-34, KAMZ 24-17, KIYS 31-25, KIKX 38-29.
- CULTURE CLUB "Move Away" (Virgin/Epic) 78/75
Moves: Up 0, Debuts 1, Same 2, Down 0, Adds 75 including K106, WHTT, WKKX-FM, WKSE, WNY5, I95, Y100, Z93, KZZP, KKRZ, KMJK, KMEL, KPLUS, KUBE, WOUT.
- NU SHOZ "I Can't Wait" (Atlantic) 75/21
Moves: Up 30, Debuts 11, Same 12, Down 1, Adds 21 including WNY5, B94, B97, KBEQ, KIIS-FM, KZZP, KNBQ, Z103, KJ103, KCMO, KZZU, KCMQ, WHTT 22-14, WKKX-FM 14-7, KMEL 10-7.
- STARSHIP "Tomorrow Doesn't Matter Tonight" (Grunt/RCA) 71/70
Moves: Up 0, Debuts 1, Same 1, Down 0, Adds 70 including WPHD, WCAU-FM, 94Q, I95, Y100, B97, WQUE-FM, Z95, WMMS, 92X, WCZY, KHTR, KKRZ, KMJK, KPLUS.
- PATTI LABELLE & MICHAEL McDONALD "On My Own" (MCA) 60/24
Moves: Up 8, Debuts 12, Same 16, Down 0, Adds 24 including K106, WKKX-FM, WKSE, WNY5, PRO-FM, WAVA, KBEQ, Z299, KZZP, KUBE, WSPK, WCKN, Z93 31-26, WCZY 36-31, KKRZ 35-32.
- HOOTERS "Where Do The Children Go" (Columbia) 59/39
Moves: Up 1, Debuts 7, Same 12, Down 0, Adds 39 including K106, WKKX-FM, WCAU-FM, PRO-FM, KTKS, WLS, KHTR, KIS-FM, KWOD, KPLUS, Y106, KSND, B94 d-26, WVIC-FM 31-29, KX104 d-33.
- STARPOINT "Restless" (Elektra) 58/14
Moves: Up 16, Debuts 7, Same 21, Down 0, Adds 14 including B104, WCAU-FM, B94, B97, KC101, WBCY, WDOG, WANS-FM, 94Z, KTLX, KMJK, KSMB, KDVM, I95 39-34, KMEL 35-29, WNNK 40-32.
- NEW EDITION "A Little Bit Of Love (Is All It Takes)" (MCA) 53/5
Moves: Up 29, Debuts 3, Same 13, Down 1, Adds 5, Y100, Y106, WZPL, KJ103, KCMQ, WKKX-FM 25-17, WKSE 15-12, Z100 14-12, I95 2-19, WCZY 15-12, WHYY 28-21, KMEL 13-10, WKOB 7-5, WSSX 28-15, KSND 33-29.
- SIMPLE MINDS "All The Things She Said" (A&M) 51/50
Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 50 including WKSE, 94Q, KEGL, KKRZ, KMJK, KWSS, WZOU, WGRM, WSKZ, WVIC, KSND, WIGY, WZYP, WDBR, KBIM.
- JENNIFER RUSH "The Power Of Love" (Epic) 50/2
Moves: Up 21, Debuts 1, Same 23, Down 3, Adds 5, Q104, KCAQ, CFR 20-9, I95 40-35, WPST 40-34, WKRZ-FM 30-24, WSSX 34-28, BU108 2-2, Y106 5-4, KSND 40-31, Q104 3-3, KNOE-FM 14-11, WGLF 26-22, WSPT 9-8, KGOT 21-17.

MOST ADDED

- CULTURE CLUB (75)
Move Away (Virgin/Epic)
- MR. MISTER (72)
Is It Love (RCA)
- STARSHIP (70)
Tomorrow Doesn't Matter... (Grunt/RCA)
- ZZ TOP (66)
Rough Boy (WB)
- SADE (64)
Never As Good As... (Portrait/CBS)

HOTTEST

- FALCO (165)
Rock Me Amadeus (A&M)
- PRINCE & THE NEW POWER GENERATION (120)
Kiss (WB)
- ROBERT PALMER (113)
Addicted To Love (Island)
- INXS (89)
What You Need (Atlantic)
- BANGLES (77)
Manic Monday (Columbia)

SIGNIFICANT ACTION

- DAVID BOWIE "Absolute Beginners" (EMI America) 43/16
Moves: Up 2, Debuts 4, Same 21, Down 0, Adds 51 including KITS, WNNK, R104, WROQ, WXLK, KIKI, WZOK, KIYS, KOIZ-FM, KNOE-FM, KTRS, WPHD d-36, B96 d-36, WMMS 40-35, WZOU 35-30.
- JIMMY BARNES "Working Class Man" (Geffen) 40/6
Moves: Up 5, Debuts 7, Same 22, Down 0, Adds 6, WVIC, Z104, WRGN, KXYO, Q101, WVB5, 94Q on, WMMS on-dp, WZOU 34-32, K104 27-24, WSSX d-35, WANS-FM d-30, KIYS 40-34, OK100 38-29, WOMP-FM 40-38.
- KATRINA & THE WAVES "Is That H?" (Capitol) 34/15
Moves: Up 2, Debuts 4, Same 13, Down 0, Adds 15 including WKSE, WMMS, Q100, WPST, WTLQ, KBFM, KTLX, KBOS, KYNO-FM, WDBR, KFMN, SLY96, WPHD d-30, WLAN-FM 32-31, KEYN-FM 40-38.
- FINE YOUNG CANNIBALS "Johnny Come Home" (IRS/MCA) 31/11
Moves: Up 6, Debuts 5, Same 12, Down 0, Adds 11, WRNO, R104, WKRZ-FM, KZZB, KTLX, WVIC, OK100, WOMP-FM, WZYP, WGLF, WDBR, WBEN-FM 24-19, WMMS on, WHSL 35-30.
- SIMPLY RED "Holding Back The Years" (Elektra) 24/13
Moves: Up 2, Debuts 2, Same 7, Down 0, Adds 13 including Y108, FM102, KS103, Q100, KAMZ, WKFR, Z104, KZZUJ, WJAD, WCGQ, Q101, WPFM, KIIS-FM d-34, KMEL 31-23, WVB5 38-34.
- GREG KINN "Love & Rock 'N' Roll" (EMI America) 24/1
Moves: Up 4, Debuts 5, Same 14, Down 0, Adds 1, KITS, KMJK 32-29, FM102 d-25, WKZL on, Z104 34-31, WRGN on, 95XXX on-dp, 100KH on, WZYP on-dp, WHSL on, Y94 40-38, KYA d-29, KOZE d-34, KHTZ d-39.
- BOURGEIS TAGG "Mutual Surrender" (Island) 22/9
Moves: Up 8, Debuts 2, Same 10, Down 0, Adds 9, WKSE, Q100, R104, WXLK, KFRN, WZON, KCMQ, KKAZ, SLY96, KPLUS 18-9, WERZ d-37, KZZB on, KZZU d-35, KFMN on, WDBR on-dp.
- BONNIE TYLER "If You Were A Woman (And I Was A Man)" (Columbia) 20/13
Moves: Up 0, Debuts 0, Same 7, Down 0, Adds 13 including Q102, K104, WTLQ, WSSX, WBCY, OK100, 95XL, WOMP-FM, Q104, WPFM, KHTZ, OK95, WKSE on, KNBQ on, KSND on.
- FABULOUS THUNDERBIRDS "Tuff Enuff" (CBS Associated) 19/6
Moves: Up 1, Debuts 4, Same 8, Down 0, Adds 6, WRCK, KZZU, KFMN, KSMB, Q101, KXKL-FM, WPHD on, WMMS on-dp, KPLUS on, K104 40-35, KFRN on, OK100 d-36, KFMN d-40, KSBM d-37, OK95 d-37.
- OZZY OSBOURNE "Shot In The Dark" (CBS Associated) 19/1
Moves: Up 8, Debuts 0, Same 10, Down 0, Adds 1, KSMB, KHTR 33-31, Q100 27-21, WRCK 33-31, 96X 19-18, WVIC on, WRGN on-dp, KLUC on-dp, WFBG on-dp, 95XXX on-dp, WGAN on-dp, KQIZ-FM 24-23, Q104 13-10, Q101 25-23, OK95 32-27.
- PLATINUM BLONDE "Somebody Somewhere" (Epic) 18/12
Moves: Up 3, Debuts 1, Same 1, Down 1, Adds 12, WMMS, K104, WERZ, WRCK, WKRZ-FM, WCKN, KKRD, KIKX, WGUY, 95XXX, 95XII, 99KG, WPHD 28-10, CKOJ 39-37, KPLUS 21-10.
- BALTIMORA "Living In The Background" (Manhattan) 16/3
Moves: Up 1, Debuts 3, Same 9, Down 0, Adds 3, KPLUS, WDBR, KGOT, Q100 on, KBFM d-38, WXLK on, WRGN on, KEYN-FM d-40, 95XXX on, KDVM d-40, KTRS on, KBIM 40-36.
- BOYS DON'T CRY "I Wanna Be A Cowboy" (Profile) 15/6
Moves: Up 3, Debuts 2, Same 4, Down 0, Adds 6, WRCK, KZZU, KFMN, KSMB, Q101, KXKL-FM, WPHD on, WMMS on-dp, KPLUS on, K104 40-35, KFRN on, OK100 d-36, KFMN d-40, KSBM d-37, OK95 d-37.
- MENTAL AS ANYTHING "Live It Up" (Columbia) 15/1
Moves: Up 4, Debuts 0, Same 10, Down 0, Adds 1, WCGQ, WBEN-FM 38-33, WNY5 on, WPHD 31-29, Q100 29-24, WBQO on-dp, KMGX on, WGAN 34-31, KFMN on, WDBR on-dp, WSPT on-dp, KBIM on.
- TALKING HEADS "Once In A Lifetime" (WB) 11/9
Moves: Up 0, Debuts 2, Same 0, Down 0, Adds 9, KKRZ, KMJK, KUBE, WPST, 94Z, WKZL, Z104, WHSL, KOZE, KPLUS d-36, OK95 d-39.
- GRAHAM NASH "Innocent Eyes" (Atlantic) 11/8
Moves: Up 0, Debuts 1, Same 2, Down 0, Adds 8, K104, WLR5, KZIO, KIYS, KZZU, OK100, 95XII, Q101, KSMB on, WHSL d-36.
- RENE & ANGELA "Your Smile" (Polydor/PolyGram) 11/0
Moves: Up 1, Debuts 0, Same 9, Down 1, Adds 0, Z100 27-24, WNNK on, R104 on, WTLQ on-dp, 95XXX on, WZYP on-dp, WDBR on, WVB5 on.
- HOWARD JONES "No One Is To Blame" (Elektra) 10/8
Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 8, KIIS-FM, KPLUS, WGFN, KZPS, BU105, KFMN, KCMQ, WDBR, WLS on, Z95 on.

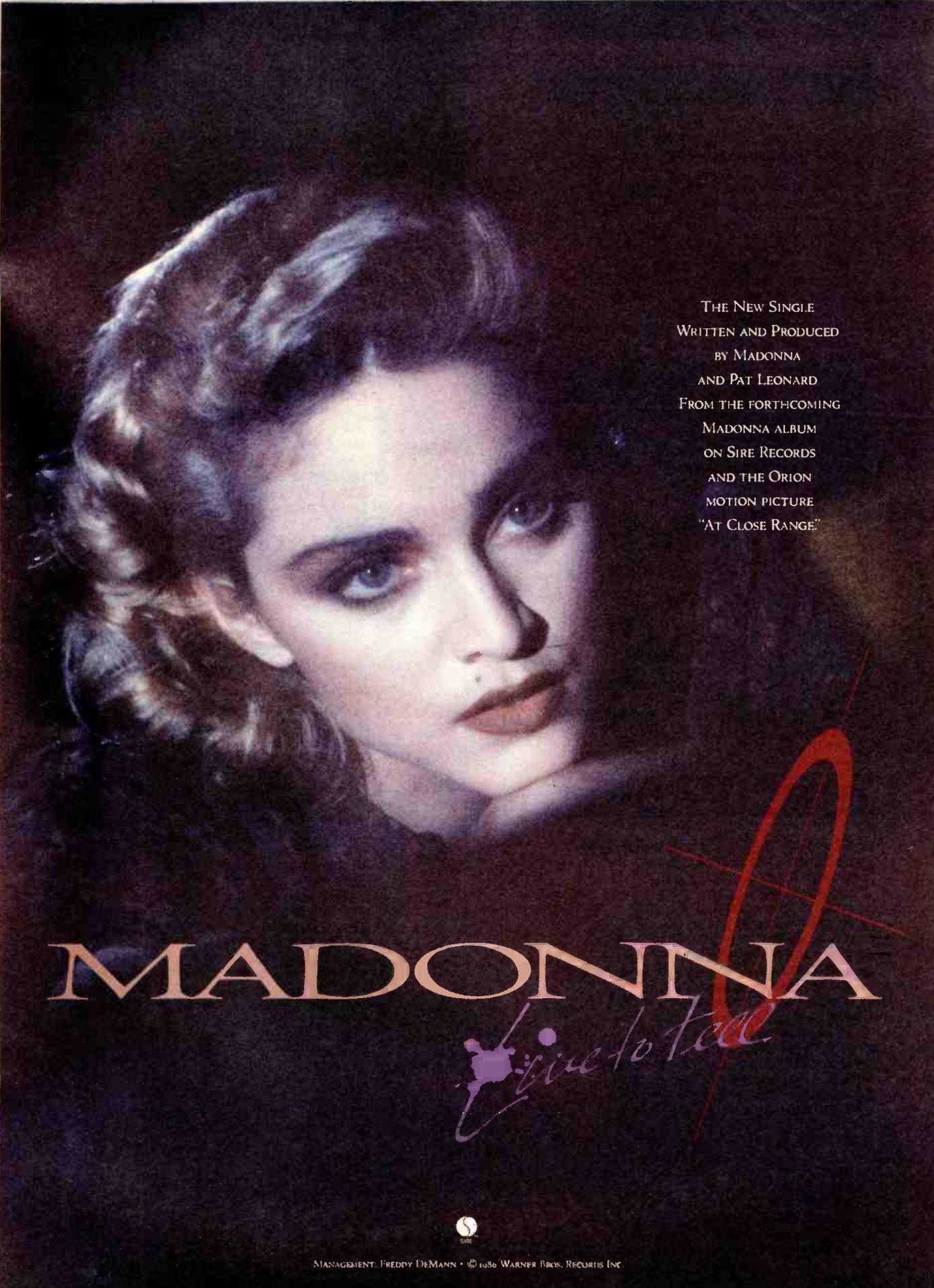
New & Active includes songs reported by at least 50 of our CHR reporters. Significant activity includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/label designation indicate the total number, how many added it for the first time this week. Moves indicate the type of activity this week. Up for upward chart movement. Same for sideways or continued uncharted activity. Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels.

NOTE: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40.

CHR Rotation Criteria — Fulltime Adds and/or Ones: four plays in a 24-hour period, three of them before midnight.

Delayed Adds and/or Ones: two plays in a 24-hour period, both of them before midnight.

Parallels Begin on Page 89
Adds & Hits Begin on Page 87
P-1 Playlists Begin on Page 84



THE NEW SINGLE
WRITTEN AND PRODUCED
BY MADONNA
AND PAT LEONARD
FROM THE FORTHCOMING
MADONNA ALBUM
ON SIRE RECORDS
AND THE ORION
MOTION PICTURE
"AT CLOSE RANGE"

MADONNA

Live to Tell



MANAGEMENT: FREDDY DeMANN • © 1986 WARNER BROS. RECORDS INC.

CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week		
5	2	1	1	FALCO/Rock Me Amadeus (A&M)
6	5	3	2	JOHN COUGAR MELLENCAMP/R.O.C.K. In The U.S.A. (Riva/PG)
10	6	5	3	INXS/What You Need (Atlantic)
15	9	6	4	PRINCE & THE REVOLUTION/Kiss (WB)
1	1	2	5	HEART/These Dreams (Capitol)
16	13	9	6	BANGLES/Manic Monday (Columbia)
26	19	12	7	ROBERT PALMER/Addicted To Love (Island)
3	3	4	8	ATLANTIC STARR/Secret Lovers (A&M)
14	11	10	9	SLY FOX/Let's Go All The Way (Capitol)
21	16	13	10	FORCE MD'S/Tender Love (Tommy Boy/WB)
37	23	15	11	PET SHOP BOYS/West End Girls (EMI America)
25	20	14	12	STEVIE NICKS/I Can't Wait (Modern/Atco)
30	17	16	13	ROLLING STONES/Harlem Shuffle (Rolling Stones/Columbia)
8	7	7	14	ELTON JOHN/Nikita (Geffen)
—	32	23	15	VAN HALEN/Why Can't This Be Love (WB)
11	8	8	16	LOVERBOY/This Could Be The Night (Columbia)
34	24	21	17	JERMAINE JACKSON/I Think It's Love (Arista)
—	28	18	19	PHIL COLLINS/Take Me Home (Atlantic)
38	31	25	19	OUTFIELD/Your Love (Columbia)
36	27	24	20	DIRE STRAITS/So Far Away (WB)
2	4	11	21	STARSHIP/Sara (Grunt/RCA)
24	22	20	22	ELO/Calling America (CBS Associated)
—	40	34	23	MIAMI SOUND MACHINE/Bad Boy (Epic)
—	39	32	24	BOB SEGER/American Storm (Capitol)
BREAKER	25	25	25	JANET JACKSON/What Have You Done For Me Lately (A&M)
40	34	31	26	JACKSON BROWNE/For America (Asylum)
—	36	33	27	STEVIE WONDER/Overjoyed (Tamla/Motown)
32	29	27	28	CHARLIE SEXTON/Beat's So Lonely (MCA)
—	38	29	29	JOHN TAYLOR/I Do What I Do (Theme For 9 1/2 Weeks) (Capitol)
—	40	30	30	OMD/If You Leave (A&M)
4	14	22	31	MR. MISTER/Kyrie (RCA)
19	17	19	32	ROBERT TEPPER/No Easy Way Out (Scotti Bros./CBS)
7	10	18	33	THOMPSON TWINS/King For A Day (Arista)
—	39	34	34	LEVEL 42/Something About You (Polydor/PG)
12	12	16	35	SIMPLE MINDS/Sanctify Yourself (Virgin/A&M)
DEBUT	36	36	36	WHITNEY HOUSTON/The Greatest Love Of All (Arista)
39	37	36	37	OPUS/Live Is Life (Polydor/PG)
DEBUT	38	38	38	MIKE & THE MECHANICS/All I Need Is A Miracle (Atlantic)
BREAKER	39	39	39	MR. MISTER/Is It Love (RCA)
BREAKER	40	40	40	ZZ TOP/Rough Boy (WB)

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ADULT CONTEMPORARY

7	4	3	1	STEVIE WONDER/Overjoyed (Tamla/Motown)
10	7	5	2	FORCE MD'S/Tender Love (Tommy Boy/WB)
2	2	1	3	ATLANTIC STARR/Secret Lovers (A&M)
1	1	2	4	HEART/These Dreams (Capitol)
3	3	4	5	ELTON JOHN/Nikita (Geffen)
16	13	8	6	JERMAINE JACKSON/I Think It's Love (Arista)
25	20	13	7	DIONNE WARWICK/Whisper In The Dark (Arista)
21	12	8	8	DIRE STRAITS/So Far Away (WB)
13	12	10	9	ANNE MURRAY/Now And Forever (You And Me) (Capitol)
—	21	10	10	PHIL COLLINS/Take Me Home (Atlantic)
24	19	14	11	ELO/Calling America (CBS Associated)
6	6	6	12	JAMES TAYLOR/Only One (Columbia)
5	8	9	13	STARSHIP/Sara (Grunt/RCA)
—	26	14	14	WHITNEY HOUSTON/The Greatest Love Of All (Arista)
21	18	16	15	JACK WAGNER with V. CARTER/Love Can Take Us All Away (Qwest/WB)
4	5	7	16	MIKE & THE MECHANICS/Silent Running (Atlantic)
—	27	23	17	DENNIS DeYOUNG/Call Me (A&M)
11	11	11	18	DAN SEALS/Bop (EMI America)
—	30	19	19	BANGLES/Manic Monday (Columbia)
—	30	25	20	SIMPLY RED/Holding Back The Years (Elektra)
DEBUT	21	21	21	SADE/Never As Good As The First Time (Portrait/CBS)
26	24	22	22	MELISSA MANCHESTER & AL JARREAU/The Music Of Goodbye (MCA)
17	16	15	23	SMOKEY ROBINSON/Hold On To Your Love (Tamla/Motown)
18	17	17	24	CARS/I'm Not The One (Elektra)
—	29	29	25	MIAMI SOUND MACHINE/Bad Boy (Epic)
8	10	18	26	MR. MISTER/Kyrie (RCA)
30	29	27	27	LOVERBOY/This Could Be The Night (Columbia)
9	9	19	28	THOMPSON TWINS/King For A Day (Arista)
12	14	20	29	WHITNEY HOUSTON/How Will I Know (Arista)
DEBUT	30	30	30	TEDDY PENDERGRASS/Love 4/2 (Elektra)

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AOR TRACKS

Three Weeks	Two Weeks	Last Week		
2	1	1	1	ROLLING STONES/Harlem Shuffle (Rolling Stones/Col)
7	3	3	2	VAN HALEN/Why Can't This Be Love (WB)
5	5	4	3	BOB SEGER & THE SILVER.../American Storm (Capitol)
3	2	2	4	ROBERT PALMER/Addicted To Love (Island)
4	4	5	5	JACKSON BROWNE/For America (Asylum)
21	12	6	6	ZZ TOP/Rough Boy (WB)
10	8	7	7	FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)
—	14	8	8	JULIAN LENNON/Stick Around (Atlantic)
12	10	9	9	HONEYMOON SUITE/Feel It Again (WB)
49	27	13	10	PHIL COLLINS/Take Me Home (Atlantic)
14	13	12	11	BRIAN SETZER/The Knife Feels Like Justice (EMI America)
—	33	17	12	BOB SEGER & THE SILVER.../Fortunate Son (Capitol)
23	16	15	13	JOE COCKER/Shelter Me (Capitol)
15	14	14	14	OZZY OSBOURNE/Shot In The Dark (CBS Associated)
—	21	15	15	DAVID BOWIE/Absolute Beginners (EMI America)
26	23	19	16	CALL/J Still Believe (Great Design) (Elektra)
8	9	11	17	MIKE & THE MECHANICS/All I Need Is A Miracle (Atlantic)
DEBUT	18	18	18	ROLLING STONES/One Hit To The Body (Rolling Stones/Columbia)
32	22	20	19	DIRE STRAITS/So Far Away (WB)
BREAKER	20	20	20	SIMPLE MINDS/All The Things She Said (Virgin/A&M)
1	5	10	21	FIRM/All The King's Horses (Atlantic)
41	32	25	22	MR. MISTER/Is It Love (RCA)
6	7	16	23	INXS/What You Need (Atlantic)
BREAKER	24	24	24	GRAHAM NASH/Innocent Eyes (Atlantic)
DEBUT	25	25	25	VAN HALEN/Best Of Both Worlds (WB)
29	28	26	26	FIRM/Live In Peace (Atlantic)
BREAKER	27	27	27	TED NUGENT/Little Miss Dangerous (Atlantic)
DEBUT	28	28	28	ROLLING STONES/Winning Ugly (Rolling Stones/Columbia)
DEBUT	29	29	29	VAN HALEN/Dreams (WB)
60	44	32	30	PETE TOWNSHEND/Secondhand Love (Atco)

BLACK/URBAN

3	1	1	1	PRINCE/Kiss (WB)
13	7	4	2	NU SHOOZ/I Can't Wait (Atlantic)
1	2	2	3	JANET JACKSON/What Have You Done For Me Lately (A&M)
4	4	3	4	NEW EDITION/A Little Bit Of Love (Is All It Takes) (MCA)
7	5	5	5	GAP BAND/Going In Circles (Total Experience/RCA)
15	10	6	6	JETS/Crush On You (MCA)
19	11	9	7	STEPHANIE MILLS/I've Learned To Respect The Power Of Love (MCA)
8	8	8	8	TEDDY PENDERGRASS/Love 4/2 (Asylum)
20	14	10	9	FALCO/Rock Me Amadeus (A&M)
17	11	11	10	STEVIE WONDER/Overjoyed (Tamla/Motown)
33	20	15	11	STARPOINT/Restless (Elektra)
28	19	14	12	COLONEL ABRAMS/I'm Not Gonna Let (MCA)
16	13	13	13	JERMAINE JACKSON/I Think It's Love (Arista)
22	17	16	14	CASHFLOW/Party Freak (Mercury/PG)
25	17	17	15	PATTI AUSTIN/The Heat Of Heat (Qwest/WB)
36	22	20	16	FREDDIE JACKSON/Love Is Just A Touch Away (Capitol)
38	26	24	17	EVELYN "CHAMPAGNE" KING/High Horse (RCA)
35	25	22	18	ALEEM featuring LEROY BURGESS/Love's On Fire (Atlantic)
26	21	19	19	VAL YOUNG/If You Should Ever Be Lonely (Gordy/Motown)
—	32	20	20	PATTI LABELLE & MICHAEL McDONALD/On My Own (MCA)
—	37	21	21	SADE/Never As Good As The First Time (Portrait/CBS)
—	34	22	22	VANITY/Under The Influence (Motown)
27	24	23	23	SHIRLEY MURDOCK/No More (Elektra)
31	29	25	24	ET (EDDIE TOWNS)/Best Friends (Total Experience/RCA)
34	31	26	25	FULL FORCE/Unselfish Lover (Columbia)
—	33	26	26	SOS BAND/The Finest (Tabu/CBS)
40	35	28	27	WALLY BADAROU/Chief Inspector (Island)
2	3	7	28	CHERRELLE/ALEXANDER O'NEAL/Saturday Love (Tabu/CBS)
—	38	30	29	MICHAEL HENDERSON/Do It To Me Good (Tonight) (EMI America)
39	33	31	30	WHISTLE/Nothing Serious) Just Buggin' (Select)
—	34	31	31	ATLANTIC STARR/If Your Heart Isn't In It (A&M)
—	39	36	32	L.L. COOL J/Rock The Bells (Def Jam/Columbia)
—	40	35	33	ISLEY BROTHERS/May I? (WB)
9	9	18	34	EUGENE WILDE/Diana (Philly World/MCA)
—	40	35	35	JUNIOR/Oh Louise (Mercury/PG)
BREAKER	36	36	36	TRINERE/It'll Be All You Ever Need (Music Specialist)
6	6	12	37	ARETHA FRANKLIN/Another Night (Arista)
BREAKER	38	38	38	CONTROLLERS/Stay (MCA)
BREAKER	39	39	39	WHITNEY HOUSTON/The Greatest Love Of All (Arista)
BREAKER	40	40	40	DIONNE WARWICK/Whisper In The Dark (Arista)

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