

I N S I D E:

ATTITUDES IN THE
AD COMMUNITY

Radio has a second public out there in the ad community, and their attitudes and opinions shape our revenues. **Jhan Hiber** offers you insights into this meaningful influence... and advice on how to measure it.

Page 24

BEHIND THE SOURCE
LICENSING CONTROVERSY

Brad Woodward presents a balanced perspective on a combustible issue pitting broadcasters against songwriters and licensing organizations.

Page 12

DOUBLE GOLD

Sean Ross puts the overcrowded Oldies market Phoenix under the microscope, while **Lon Helton** shares responses from programmers on his recent examination of oldies' role in Country radio.

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IN THE NEWS THIS WEEK

- **Bob Kipperman** heads new CBS radio program unit
- **Judy Currier** GM at KLZE
- **Charlie Minor** renews A&M deal
- **Jerry Bradley** heads up new Opryland label
- **Glenn Cornelius** President of WHLI & WKJY
- **Ann Davis** VP/GM at KACE
- **Doug Harris** PD at WJMO
- **KKGO** sets jazz network
- **Glenn Colligan** PD at WDRC (AM); **Frank Holler** PD at WDRC-FM
- **KEYX** debuts as modern AOR in Phoenix
- **FM** listening hits plateau
- **Larry Weiss** GM, **Steve O'Brien** OM at KMGL
- **Jazz** radio honors **Benny Goodman**
- **Bob Skoro** VP/A&R West Coast at PolyGram
- **Late Stacy** GSM at WVBF
- **Ken Ferebee** GSM at WCMS
- **Clear Channel** buys **WHAS & WAMZ** for \$20 million
- **AI Swift's** trafficking bill imminent
- **KROQ** sale challenged

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OUTSTANDING
PRODUCTION TIPS

Engineering columnist **Michael Lee** shares some secrets on how to set up your station for production '80s style.

Page 44

A LAST LOOK AT
HANDS ACROSS AMERICA

Radio had a lot to do with the success of Hands Across America, as pointed up by **Harvey Mednick's** recap of its involvement in this once-in-a-lifetime event.

Page 46

NEXT WEEK IN R&R

The current state of affairs in CHR promotion is examined in depth by **Adam White** on the records side and **Joel Denver** with radio in an R&R moniespecial.

Newsstand Price \$5.00

Birch Promotes Livek
To President's Post

Bill Livek has been promoted to President/CEO of Birch Radio, effective June 23. Livek replaces **Dick Weinstein**, who has resigned from Birch and will be announcing his future plans shortly.

Tom Birch, founder and Chairman of Birch Research, commented, "The pain of losing **Dick Weinstein** is lessened by

Temple PD
At WHTT

Barbara Temple

WCBS-FM/New York Assistant PD **Barbara Temple** has transferred to **CBS-FM CHR WHTT/Boston** as PD. She replaces **Bob Travis**, who remains with the company in an as-yet-undetermined capacity. The changes come amid industry speculation that a format change is in the works.

VP/GM Bob VanDerheyden explained, "We're making a change in programmers to bring in some fresh perspective, which will help us explore the direction we currently have, and to explore the other possibilities. There are a number of rumors regarding the direction of the station, and to be the ultimate diplomat, I deny none of them, including the possibility that we will remain CHR.

"I've long admired **Barbara's** abilities in programming while I was National PD and had day-to-day conversations with her on philosophy and programming concepts. While I'm sorry

TEMPLE/See Page 6

the presence of **Bill Livek**. I'm extraordinarily confident in **Bill's** abilities."

Livek said, "Never before have I had the chance to be at the top of Birch. And to assume this position at this time in our successful growth is a dream come true."

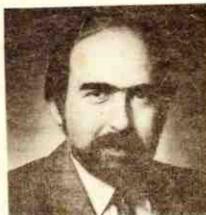
Weinstein told R&R, "It's easy to leave a losing operation, but making the decision to leave **Birch** is a very tough one."

Livek, who has been at Birch since September 1984, as VP/Sales & Marketing following seven years at **Arbitron**, discussed his priorities in his new job: "First, I want to keep the agency momentum going. Also, a number of major groups are evaluating the ratings ser-

Dobbis Appointed
RCA Executive VP

Rick Dobbis has been named Exec. VP for **RCA Records/US**, a new post which oversees the label's marketing, promotion, and creative services operations.

Dobbis was VP/Marketing at **Chrysalis**, and his move to **RCA** had been expected. He reports to **RCA Records/US** President **Bob Buziak**, who commented, "Rick brings to us many years of broad and varied experience. His knowledge and expertise in all aspects of the business will be central to leading the effort to bring our artists' music to the



Rick Dobbis widest possible audience and to the creative development of their careers."

Stated Dobbis, "It's a great pleasure for me to be part of the **RCA** family and to be associated with people I've long known and admired. This is unquestionably the outstanding opportunity in our industry, as the company has a great base to build from."

DOBBIS/See Page 6

Daniels
ABC Nets
President

Aaron Daniels

As reported last week, **Capital Cities** corporate Vice President **Aaron Daniels** has been named President of the **ABC Radio Networks**, replacing **Ed McLaughlin**, whose resignation and subsequent consultancy plans were announced earlier this month. **Daniels** will be responsible for all functions of all **ABC** radio networks, and will report directly to **Cap Cities/ABC** Radio President **James Arcara**.

Prior to this appointment **Daniels** served as President/GM at **Cap Cities-owned WPRO-AM & FM/Providence**.

DANIELS/See Page 6

KFI & KOST's Dalton Dies

KFI & KOST/Los Angeles VP/GM and **Cox Communications** VP/Sales-Radio **Don Dalton** passed away Tuesday (6-17), nearly two weeks after suffering a brain aneurism. He collapsed in **KFI & KOST's** parking lot on June 4, the same day the stations' traffic reporter **Bruce Wayne** perished in a plane crash.

Dalton had just returned from **Miami**, where he spent several weeks overseeing sister **Cox** outlets **WIOD & WAlA**. **Walter Liss Jr.**, President of **Cox's** broadcasting division, commented, "He was our friend. We'll miss him terribly."

The 54-year-old broadcast veteran joined **Cox** in 1974 as **KFI & KOST's** National Sales Manager. Three years later he advanced to **GSM** and in 1981 was promoted to **VP/GM**; he added **VP/Sales** duties for the chain in 1985. Prior to his **Cox** affiliation, **Dalton** worked with **Major Market Radio** in **New York**, holding executive posts in sales and marketing during a ten-year tenure.

Dalton is survived by his wife **Mary Ann** and two children, **Melanie** and **Leslie**.



Don Dalton Funeral arrangements were pending at presstime.

FALLON SALES MANAGER

Arters Station
Manager At WNEW-FM

WNEW-FM/New York **GSM** **Rosemary Arters** has been promoted to **Station Manager** of the **Metromedia** AOR. The move follows **WNEW-FM** **VP/GM** **Mike Kakoyiannis's** recent assumption of additional management duties for **WNEW (AM)**.

Kakoyiannis commented, "It's a newly-created position that will give **Rosemary** a chance to become more involved in day-to-day operations of

the station. She's shown an outstanding ability to excel in every sales and management task she's undertaken."

Arters has been with the station for 11 years, and was **National Sales Manager** before being named **GSM**. She will not be replaced as **GSM**, but **Account Executive** **Frank Fallon** has been added to **Sales Manager**. He joined **WNEW-FM** three-and-a-half years ago after working in the **Group W** chain.

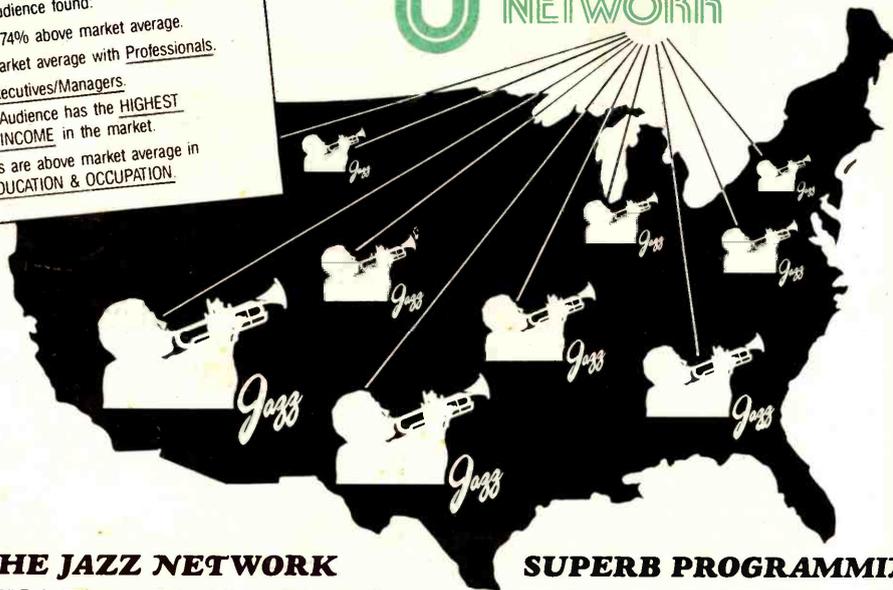
KKGO announces a New syndicated 24 hour-a-day satellite-delivered program service for radio stations across the United States. . .



JAZZ REACHES A LOYAL, UPSCALE AUDIENCE

A recent Scarborough qualitative study of the KKGO Jazz Audience found:

1. College grads 74% above market average.
2. Double the market average with Professionals.
3. No. 1 with Executives/Managers.
4. KKGO's Jazz Audience has the HIGHEST INDIVIDUAL INCOME in the market.
5. Jazz listeners are above market average in INCOME, EDUCATION & OCCUPATION.



THE JAZZ NETWORK

KKGO, The world's oldest, all jazz radio station under original ownership, announces the formation of THE JAZZ NETWORK. With more than 27 years of experience, along with its library of 30,000 jazz recordings, KKGO will provide stereo jazz programming 24 hours a day for stations in both large and small markets. FM, AM, and public stations are invited to subscribe.

LOW OPERATING COSTS FOR SUBSCRIBING STATIONS

Now, for the first time ever, stations in any market can program this unique jazz format at a modest cost. In addition, stations will not have the problems and expenses associated with obtaining a professional jazz air staff and library. THE JAZZ NETWORK service may be run either live assist or automated.

SUPERB PROGRAMMING

THE JAZZ NETWORK provides a balanced cross section of mainstream and contemporary jazz. This skillful blending of the entire jazz spectrum—including both acoustic and fusion selections—represents the most popular jazz music that listeners want to hear.

THE JAZZ FORMAT PRODUCES A LOYAL, UPSCALE AUDIENCE

THE JAZZ NETWORK reaches a loyal, upscale audience that Blue Chip advertisers want because it produces results among the 25-54 year-old audience with high incomes. THE JAZZ NETWORK'S sales tools, provided along with the program service, will bring stations profitability along with prestige in their respective communities.

For Further Information Contact:

THE JAZZ NETWORK



10880 WILSHIRE BOULEVARD SUITE 2006
LOS ANGELES, CALIFORNIA 90024
(213) 475-9494

JUNE 20, 1986

TWO TYPES OF RADIO SPORTS ANNOUNCERS

Richard Agata interviews some of the nation's top sports talk hosts, while Reed Bunzel hears network opinions on ex-jocks (athletes, not DJs) in the booth.

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KKGO Bows Jazz Net

KKGO/Los Angeles has entered the 24-hour satellite programming field with the Jazz Network, a live "syndicated" format targeted to commercial and public radio stations nationwide. The Jazz Network will cull its music from KKGO's library of 30,000 selections, and will utilize station personnel for on-air and programming positions. The network will operate separately from KKGO's local programming, which currently is distributed via satellite to cable outlets as "America's satellite Jazz Network."

KKGO President/GM Saul Levine told R&R, "One of the reasons Jazz has had a high failure rate is the way it has been programmed. At most Jazz stations the PDs or announcers play what they like, and if they like electric jazz or bebop, that's what the audience hears. At KKGO we developed a programming technique which presents a balanced cross-section of all kinds of jazz, and it's this technique which we feel will make the Jazz Network a success."

Levine believes Jazz is much like Classical both in audience composition and advertiser acceptance. "Neither Classical nor Jazz are 10-share formats," he continues.

KKGO/See Page 4

KIPPERMAN IN CHARGE

CBS Launches Program Unit

CBS Radio has launched CBS Radio Programs, a new programming unit designed to provide a variety of feature broadcasts for syndication to radio stations. Heading up the unit will be RadioRadio VP/GM Bob Kipperman, who will report to CBS Radio Networks Senior VP Dick Brescia. Bob Leeder, who has been a District Director for RadioRadio since 1982, will be responsible for affiliate relations.

CBS Radio Division President Bob Hosking commented, "There is a rich supply of creative programming ideas available at this time. For today's radio listener, being able to select from that melange of contemporary programming only enhances the benefits the medium already holds for them."

Brescia told R&R, "In essence what we're doing is formalizing a lot of the things we've been doing in

Davis VP/GM At KACE

All-Pro Broadcasting VP and KACE/Los Angeles Director/Public Affairs Ann Davis has been promoted to VP/GM for the Urban station. She succeeds Jim Blakely, who has stepped down due to health reasons but will continue as a consultant to the All-Pro stations.

Davis has been working for All-Pro since its inception back in 1976. "I think we have a very good, professional staff," she told R&R, "and I expect with the new 'Adult Black Radio' format, KACE will be a force to be reckoned with." Davis added that she foresees no staff or format changes. Replacing her as Director/Public Affairs is Ron Dungee, who will maintain his present role as News Director.

Blakely, who is suffering from sickle cell anemia, said, "I feel proud to have laid the foundation for the station and its future, and I'm very optimistic for KACE. But when your physician tells you it's either the job or Forest Lawn, it doesn't take a rocket scientist to make the right choice."

Colligan, Holler Program WDR-AM & FM

Veteran programmers Glenn Colligan and Frank Holler have been named OM/PD at WDR/Hartford's AM oldies and FM AC properties, respectively. Both area natives and longtime acquaintances, Colligan and Holler take over for Fred Horton, who has exited the Buckley Broadcasting combo.

Noted VP/GM Dick Korsen, "They're two wonderful able, hard-working guys whom we were able to promote from within. They're terrific management people, and the station morale is sky-high."

Colligan came to WDR two and a half years ago as Asst. PD/MD after 13 years with crosstown WATR & WWYZ, three of which he

WDR/See Page 4

the past, putting our product into a more businesslike mode rather than responding to individual programs as they come along. We're going into this with very broad parameters, looking at the type of programming that will appeal to both AM and FM stations and wide demographics. Our ultimate goal is to act as a catalyst in the area of program development."

The new unit will utilize CBS

resources as well as outside producers, with programming covering a wide range of topics and varying in length from short vignettes to 2-3-hour special features. CBS Radio Network and RadioRadio programming will remain separate from this new entity. A January 1987 start date is slated for the new unit, but CBS expects to announce its program schedule this fall.



Judy Currier

Currier GM At KLZE

After more than 16 years with Davis-Weaver Broadcasting, Judy Currier has accepted the GM post at Easy Listening-formatted KLZE/San Jose, which is being acquired by Parker Communications this month. Currier began her radio career in 1970 as an executive secretary with Davis-Weaver's KLOK/San Jose, and rose through the ranks to GSM for KLOK-FM/San Francisco and National Sales Manager for the company's six California properties.

Commented Parker President Lou Buron Jr., "Finding an appropriate GM is, at best, a difficult task. When taking over a station it is even more difficult because the need for a more highly qualified individual is imperative. Judy fits that bill. With her management experience and knowledge of the Bay Area, we'll hit the ground running." Principals John and Kathleen Parker added, "We're very excited to have Judy on board because she'll play an integral role in expanding our West Coast division." Parker also owns stations in

CURRIER/See Page 4

Minor Renews A&M Pact



A&M Sr. VP/Promotion Charlie Minor (right) renewed his three-year agreement with the label and is congratulated by President Gil Friesen on the occasion.

BRADLEY AT HELM

Opryland Set To Launch Label

Opryland USA Inc. has formed a new division, Opryland USA Music, to focus on music publishing and recording. Veteran executive Jerry Bradley has been named GM of Opryland USA Music and VP of the parent company. The creation of a country record label and expansion of the company's publishing operation are top priorities for the new division.

"We laid the foundation in 1985 when we acquired one of the most prestigious music publishing companies in the world, Acuff-Rose," said Opryland USA President Bud Wendell. "Now we are ready to

grow, and Jerry Bradley is the one to lead the way."

Bradley spent 13 years with RCA, serving as Executive Producer from 1970-73 and as VP/Nashville Operations for ten years.

OPRYLAND/See Page 4

Corneliess President At WHLI & WKJY

Glenn Corneliess, VP/New York Regional Manager for the Weiss & Powell rep firm, has been named President of WHLI & WKJY/Long Island.

New Barnstable Corp. President Al Kaneb said, "Glenn is a great addition to our management team. The Long Island properties are already strong, with still more growth ahead." Added WHLI & WKJY VP/GM Phil Stumbo, "The timing of Glenn's arrival is perfect, as we're preparing to launch Tran-

star's Format 41 on the FM. It will make a terrific combo with WHLI, where we're into our seventh successful year with MOYL."

Corneliess said, "I've repped these stations nationally and competed against them when I was at (nearby) WGBB & WBAB, and I know their vast potential. Our primary coverage area includes two million of the most affluent people in America, so there's a tremendous marketing story to be told."

AOR KEYX Spans Globe, Phoenix

Phoenix will get its fourth AOR when KIKO-FM, licensed to Globe, becomes KEYX. The switch is expected to occur in early July.

KIKO-FM currently runs a mixed bag of MOR and sports. The change will coincide with the takeover of the station by Key Com Corporation, headed up by President Denny Durbin. KEYX GM Steve Allison's background includes tenure as Station Manager of progressive AOR KSTM/Phoenix.

The station will be a modern rock station, in the same vein as KROQ/Los Angeles, according to PD John Dixon, who calls the format "URS" (Uptempo Rock &

Soul) and says it will use a slogan of "100.3, The Key To Your Musical Future." The concentration will be on music from 1978-present, with core groups like Talking Heads, Elvis Costello, Police, and B-52s.

Dixon amplified, "There's a lot of people who have given up on radio, and just go to concerts, shop at Tower Records, and watch MTV for new music. We're hoping to get some of those people back into radio."

"We're all local people here — most everybody is from Tucson and Phoenix. I think there's something to be said for that, with stations being gobbled up by com-

KEYX/See Page 6

AM STABILIZES

FM Growth Levels Off

After growing without pause for 14 years, FM's share of total radio listening has finally leveled off. According to the spring RADAR figures from Statistical Research, FM's share has declined slightly, from 71.8 to 71.3%.

The AM band picked up the extra half point for a 28.7% audience share. It was AM's first increase since the debut RADAR book in 1972, when AM dominated FM 75-25%.

Statistical Research President Gale Metzger declined to make any forecasts based on the new figures. "What it says to me is that FM listening is not up as it has been. It's plateaued. There had to be such a time. Whether it'll pick up or stay level we don't know."

"One book does not a trend make," cautioned Nicholas Schiavone, VP/Radio Research for NBC. "The change is ever so slight. What I really see is AM and FM reaching a new equilibrium, a new balance with each other."

Schiavone said it's "too early to tell" whether FM growth and AM erosion have permanently subsided, and anyone who attempts to flatly predict the future "is kidding himself."

Time Spent Listening Down

The latest RADAR shows total time spent with radio down slightly to 3 hours and 3 minutes daily. That breaks down to 2 hours 11 minutes with FM and 53 minutes daily with AM radio. Schiavone links steady "marginal" drops in time spent with radio to the increasing numbers of women in the workforce.

Carrier

Continued from Page 3
 Minneapolis, Las Vegas, and Honolulu.

Carrier said, "Parker Communications is the most exciting and successful broadcasting company to enter the Bay Area in a long time. I'm absolutely thrilled."

Overall, RADAR shows that AM radio reaches 52% of the 12+ population each week, compared to 82% reach for FM.

Here's how AM and FM listening break down by demo and daypart:

12-24	AM 5%	FM 95%
25-34	AM 21%	FM 79%
35-49	AM 30%	FM 70%
50+	AM 54%	FM 46%
6-10am	AM 35%	FM 65%
10am-3pm	AM 28%	FM 72%
3-7pm	AM 25%	FM 75%
7-mid	AM 23%	FM 77%
mid-6am	AM 32%	FM 68%

Opryland USA

Continued from Page 3

Earlier, he was manager/engineer for his father, famed producer Owen Bradley, at the Bradley's Barn studios from 1961-70. He served a term as President of the Country Music Association and two terms as President of the Country Music Foundation.

Bradley said the new label's primary goal will be the development of new talent, but he intends to sign established stars, too. "I don't live in the past," he said. "I live in the future, and there's a lot to be excited about with Opryland USA Music."

Opryland USA Music joins the Grand Ole Opry, Opryland theme park, Opryland Hotel, the Nashville Network, TV's "Hee Haw," and WSM-AM & FM/Nashville as major operations of Opryland USA, Inc. owned by Gaylord Broadcasting.



Larry Weiss



Steve O'Brien

Weiss Appointed GM, O'Brien OM At KMGL

KMGL/Oklahoma City, until recently CHR KOFM, flipped formats to Transtar's Format 41 and set former WSSP & WRKT/Orlando-Cocoa Beach Sales Manager Larry Weiss as GM, and overnight man Steve O'Brien as OM. Weiss replaces Mike Colello, while O'Brien succeeds PD Charlie Cooper.

Weiss told R&R, "We feel that since 51% of the market is over 25, and most of the ACs are programming for the younger end, we should do very well in the upper half of the 25-54 demo. We're going to let the format do what it does best, and back it up with an aggressive sales and multi-media campaign."

"When I joined the station, everyone spoke very well of Steve. I made my own observations, and when it came down to it, they were right. He is the man we need to interface with the satellite programming to make it all happen."

Prior to coming to KOFM, O'Brien was doing mornings and was MD at KMGZ/Lawton, OK. He told R&R, "From the track record Transtar has shown with Format 41, we're looking forward to the same results here as in other markets. Promotions will help to localize the sound. Our morning

show featuring Scott Miller is live, so he'll be making lots of appearances and doing remotes. Our billboards, which will sell our new identity 'Magic 104 FM,' are going up next week, with our main emphasis leaning toward the fall phase."

Colligan

Continued from Page 3

served as PD. "This is a good radio family," Colligan told R&R, "as they give you the support tools you need to grow. We call the AM 'Hartford's Heart Of Gold,' and the format is the hottest it's ever been."

A 19-year broadcaster, Holler has been handling afternoon drive at WDRC-FM for the past year. His programming credits include WCOZ/Boston, WCMF/Rochester, WWWW/Detroit, and WKLS-FM/Atlanta, with additional stops at several other major market stations. He said, "The staff recognizes that I know the market and what's right and wrong about the station. I'm not looking to make WDRC-FM a completely different station, as we have a fine, eager team that just needs some encouragement. Confidence goes a long way."

Salutes Goodman

Jazz radio stations responded swiftly to the news of Benny Goodman's death last Friday (6-13) with dedications, features, and interviews. In Goodman's home town of Chicago, WJJD PD Jay Miller dedicated two hours of programming to the noted clarinetist/big band leader, featuring his music and an interview conducted during a recent visit.

In New York, WNEW PD Quincy McCoy reported that among several features on the man and his music, the station rebroadcast a 1983 interview commemorating the 45th anniversary of Goodman's historic Carnegie Hall concert. Both the concert and interview were reintroduced by personality and 37-year radio veteran Jim Lowe. WJJD/Los Angeles dedicated its live broadcasts of the Playboy Jazz Festival to Goodman, while KWMU/St. Louis aired some of his classical recordings.

Born Benjamin David Goodman in 1909, Goodman's name is synonymous with "swing," as he propelled the acceptance of the musical form by whites, who previously thought jazz too vulgar to listen to. Goodman was also influential in breaking down racial barriers in jazz by featuring on a permanent basis such black artists as Lionel Hampton, Teddy Wilson, Fletcher Henderson, and others.

KKGO

Continued from Page 3

ues. "You satisfy yourself with a 2 or a 3 share, and realize that your listeners comprise the higher-income, upscale audience that advertisers are looking for."

The Jazz Network is targeted primarily to a 25-54 demo, and is designed for both AM and FM stations. Levine expects the network to debut in late fall on approximately 50 stations.

GENERAL MANAGERS PROGRAM DIRECTORS

- THE LONG AWAITED AND MUCH OVERDUE
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 MARKET RESEARCH

SPRING 1976

CHART STRENGTHS	ARTIST	DATE
17.0	SHOW ME THE WAY Peter Frampton (A&M)	3-22
30.0	BOHEMIAN RAHAPIDDY Queen (ELEKTRA)	3-22
29.0	LET YOUR LOVE FLOW Bellamy Brothers (WB/CORB)	3-29
138.05	BOOGIE FEVER Sly & The Family Stone (CAPITOL)	4-5
*107.5	WELCOME BACK (HOTTER) John Sebastian (REPRISE)	4-12
55.75	FOOLED AROUND & TELL IN LOVE Edm. Belfour (CAPRICORN)	4-19
54.25	LOVE HANGOVERs Olana Ross (MIDTOWN)	4-19
116.72	SILLY LOVE SONGS Paul McCartney (CAPITOL)	4-19
49.37	GET UP & BOOGIE Silver Convention (MID INTERNATIONAL)	4-19
23.0	HAPPY DAYS Pratt & McClain (REPRISE)	4-19
4.0	RHIANNON Fleetwood Mac (REPRISE)	4-19
34.0	SHANNON Harry Gross (LIFESONG)	4-19
21.75	SARA SMILE Davy Hall & John Oates (RCA)	4-19

MORE PROGRAMMING THAT WINS

AUDIO DATEBOOK

From the Beatles to Springsteen, from the Bay of Pigs to the Iranian Hostage Crisis, the sounds of a generation come alive in this weekly feed of audio cuts spotlighting the unforgettable events your listeners grew up with!

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

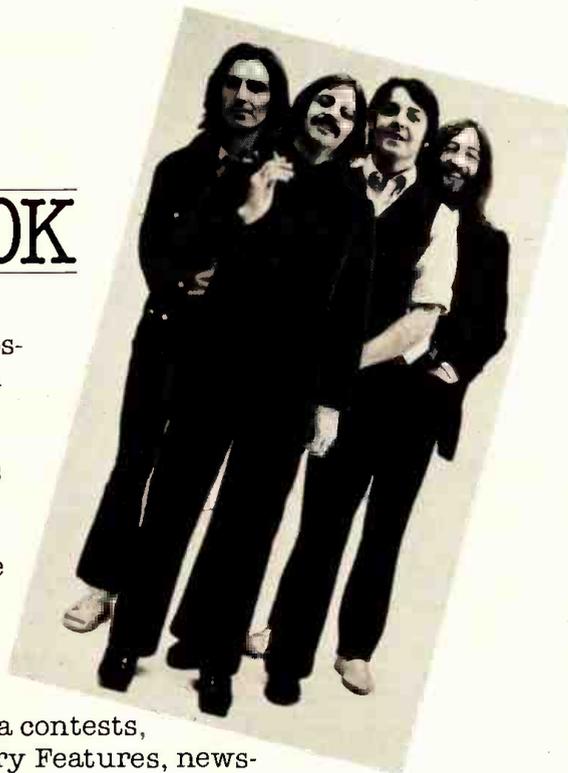
shows for trivia contests, Today In History Features, newscasts and drop-ins.

ABC Radio Networks delivers programming that wins big audiences—like American Top 40 With Casey Kasem, Paul Harvey, ABC News Coverage, Live Aid, American Country Countdown, Rockline and Powercuts.

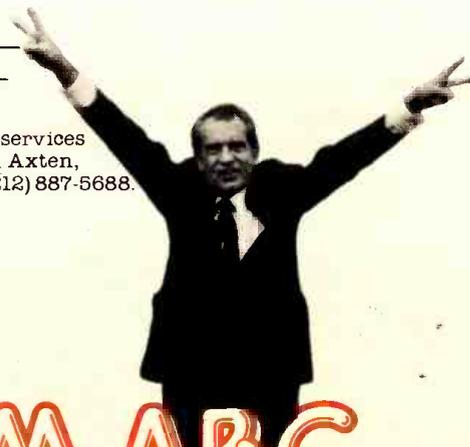
And now—Audio Datebook—more programming that wins—
from ABC Radio Networks.



For more information about all the services of the ABC Radio Networks, call John Axten, Vice President ABC Radio Networks, (212) 887-5688.



OD STOCK



FROM ABC RADIO NETWORKS

UA Readies First LP

Stacy GSM
At WVBFB

Lee Stacy has been promoted to GSM at WVBFB/Boston. He replaces Peter Stassi, who remains at the station in sales.

VP/GM Ken Spitzer commented, "We're very pleased to welcome Lee back to the Boston area, and honored to have him directing our sales staff."

Said Stacy, "Boston is my hometown, and I was looking to get back to a radio station. Even though I worked at a rep for two years and at the (CBS) network for two years, I really missed being at a radio station."

"But I'm glad I had that experience, because it's really prepared me better to come back here and train the salespeople at this radio station. I've found that in Boston, a lot of salespeople are just order-takers. They're not really selling the medium of radio."

Stacy was with CBS for seven years, most recently as Director of Sales for RadioRadio. He was also an AE with CBS Radio Spot Sales for two years and an AE at WEEI/Boston for three years.

Skoro
PolyGram
A&R VP

Bob Skoro has been named VP/A&R, West Coast at PolyGram. He joins from Chappell/Intersong Music Group-USA, where he was Director/Professional Activities, US.

Skoro reports to PolyGram Sr. VP/A&R Dick Wingate, who commented, "We're greatly pleased to have someone with Bob's background. We expect him to create a strong presence on the West Coast in conjunction with Russ Regan in both the pop/rock and soundtrack areas." Regan is Sr. VP/GM of the Casablanca label in Los Angeles. Commented Skoro, "It's a thrill to come to PolyGram, and to utilize my knowledge and talents from publishing in a new career in the recording industry."

At Chappell/Intersong, Skoro has been Director/Professional Activities US for the past 18 months. Previously, he was the company's Creative Manager/West Coast for three years. Earlier, he served as Professional Manager at Screen Gems.

Daniels

Continued from Page 1

He joined the company in 1964 as an Account Executive at WPAT-AM & FM/Patterson, NJ, and later moved to Fairchild Publications. He subsequently returned to WPAT as GSM, and was named VP/GM at WPRO in 1979.

The ABC Radio Networks include Information, Entertainment, Direction, Contemporary, FM, and Rock, as well as Talkradio.



The new United Artists Records and Columbia Pictures recently signed an agreement for UA to issue the just-released soundtrack to "Karate Kid Part II." Pictured (l-r seated) are Columbia Pictures Music Group Sr. VP/GM Robert Holmes, UA President Jerry Greenberg, and Columbia Pictures Sr. VP/Music Gary LeMer; (l-r standing) Colpix Music Group VP Keith Zajac, Colpix attorney Matthew Walden, and Colpix Asst. General Counsel Scott Holtzman.

Ferebee GSM At WCMS

WCMS/Norfolk Regional Sales Manager Ken Ferebee has been named GSM for the Country outlet. Ferebee, who joined the station as an AE in 1979, replaces Rob Hankin, who has joined WHYL/Orlando as Regional Sales Manager.

WCMS President/GM Marjorie Crump told R&R, "Ken Ferebee has moved through the ranks during his time here. We felt that his potential was at the perfect peak to promote him into this position."

Ferebee, whose only radio job has been his previous WCMS post, commented, "I got into radio by accident and it turned out to be the best career move I ever made. WCMS has grown tremendously in the six years I've been here. It's a great feeling to have been part of

the growth. It's even better to be able to play a role in its future."

Dobbis

Continued from Page 1

Among Dobbis's responsibilities will be overseeing the newly-announced national and regional RCA label sales team (R&R 5/2). This is currently being assembled.

Dobbis has been Chrysalis VP/Marketing for the past 15 months. Previously he was Sr. VP/Artist Development at Arista, and spent seven years with the label. Earlier, he worked for CBS Records.

KEYX

Continued from Page 3

glomerates and people coming in to consult with outside ideas. We have a good sense of the market's history, and we hope we can help out the local music scene."

Dixon (aka Johnny D.) is a 15-year industry veteran. For the last four years, he's been Production Manager for Evening Star Productions, the area's leading concert promoter.

Earlier, he programmed K-15 (KDKB-AM)/Phoenix when it was a modern rock station for six months, and did L.A. promotion for ABC/Dunhill, served as National Promotion Director for Impulse, handled Phoenix sales for Capitol, and was Director/International A&R and Director/European Operations for the same label.

New studios are being built in Mesa, and KIKO-FM, which broadcasts in mono, will be switched to a stereo signal. The facility is a Class C FM with 15,900 watts at 8000 feet. According to Dixon, it covers the East Valley area but is spotty on the West side of town.

KIKO (AM), which presently simulcasts the FM, will continue the MOR/sports fare.

Westwood One
Delivers the
Fireworks
for July 4th!

We've just lit the fuse for some radio pyrotechnics so exciting...even Lady Liberty will be staying close to home for the Holiday!

It all starts with a bang on June 21 at 10 p.m. EDT and 10 p.m. PDT, when we join forces with HBO for a digital stereo simulcast of *Bob Dylan In Concert*, an hour-long performance featuring the legendary singer/songwriter backed by Tom Petty & The Heartbreakers. A 15-minute pre-show featuring exclusive interview material with both Dylan and Petty will precede the concert portion of the simulcast for all Westwood One affiliates.

Then, on July 4, the excitement explodes with four blockbuster holiday specials!

Leading off, it's *Farm Aid II: The Picnic*, at 9 a.m. EDT. This 18-hour concert extravaganza will be simulcast with VH-1 in stereo and broadcast by Westwood One and Mutual over both the Satcom 1R and Westar IV communications satellites, and on a non-exclusive basis to any radio station in the country which wishes to carry it. Mutual Station Relations personnel will be clearing this very special event for both Mutual and Westwood One affiliates. Contact them in Arlington at (703) 685-2050 or in Los Angeles at (213) 204-5000 or Telex 4996015 WWONE.

Next, it's on to an outrageous 4th of July party you can only attend on your radio. *David Lee Roth's 4th Of July Barbeque* promises two hours of fun, music and craziness as only Diamond Dave himself can do it! There's also an exclusive preview of Dave's new solo album. Plus previous hits such as his versions of "California Girls" and "Just A Gigolo"/"I Ain't Got Nobody," a few choice classics, and some of Dave's favorite tunes.

Then, Westwood One presents a musical birthday salute with the *BBC Concert For The Colonies*, a six-hour holiday weekend spectacular featuring classic live performances by the biggest names in British rock history. Recorded by the BBC between 1964 and the present, the *BBC Concert For The Colonies* presents performances, some never before broadcast in America, by such superstars as The Beatles, The Kinks, Pink Floyd, The Rolling Stones, The Who, Supertramp, The Fixx, The Pretenders, Dire Straits, The Moody Blues and many, many more.

And what fireworks presentation would be complete without a colorful Grand Finale? We've got it - *Scott Shannon's Rockin' America Red-Hot Summer Hits Special*. Scott presents four hours of mayhem as he takes a look at the red-hot hits of summers past: the surfin' sounds of the '60s, the psychedelic sounds of the Summer of Love, plus the biggest hits of the '70s and '80s. There'll be dancin' on the beach and in the streets during *Scott Shannon's Rockin' America Red-Hot Summer Hits Special* this July 4th weekend!

Don't miss out on this explosive lineup of holiday weekend specials, exclusively from Westwood One. Contact your Station Sales Representative at (213) 204-5000 or Telex 4996015 WWONE.



WESTWOOD ONE
RADIO NETWORKS
PRESENT

4th of JULY SPECIALS

BOB DYLAN IN CONCERT
TOM PETTY + THE HEARTBREAKERS
CONCERT SIMULCAST with HBO, JUNE 21

MUTUAL BROADCASTING SYSTEM
FARM AID II: The Picnic
STEREO SIMULCAST with HBO, JUNE 21
WESTWOOD ONE RADIO NETWORKS

DAVID LEE ROTH'S
4th of JULY BAR-B-QUE
AND NEW ALBUM PREVIEW

BBC CONCERT
FOR THE COLONIES
"HAPPY BIRTHDAY AMERICA!"

SCOTT SHANNON'S
ROCKIN' AMERICA
RED HOT SUMMER HIT SPECIAL



WESTWOOD ONE
RADIO NETWORKS

DEAN

NEWS IN BRIEF



Ornetta Barber



Josephine Galluccio



Jim Davey



Bob Spicer



Lisa Frank



John Bloodwell



Chris Tobey



Bennett Kaufman

● **ORNETTA BARBER** becomes Director/Black Music Marketing for **WEA**. She was most recently Sr. Director/National Marketing Research for **Elektra/Asylum**.

● **JOSEPHINE GALLUCCIO**, former GM of **VIP Broadcasting**, has been promoted to VP/GM of the company's suburban New York properties **WVIP-AM/FM/TV/MT**. Kisco, NY.

● **JIM DAVEY** has been promoted from GSM to GM at **Shamrock Communications, Inc.'s WEJL & WEZX**/Scranton, PA. Davey, who served nine months as GSM, replaces **Bob Tiernan**, who became GM at **KOSI**/Denver.

● **BOB SPICER** is the new Director/Creative Services at **WMEX & WMJX**/Boston. Spicer, who had served as Production Director at crosstown **WROR** for the past ten years, rejoins **GM Peter Smyth**, with whom he had worked at **WROR** for five years.

● **HARRY SPITZER**, VP/Sales Director for the **Southern California Broadcasters Association** for the past 14 years, has launched the **Harry Spitzer Network**, an advertising and broadcast consultant firm. Specializing in developing retail/co-op advertising business and in counseling retailers and ad agencies involved in retail, the company is based at 15916 Dickens St., Encino, CA 91436; (818) 784-5204.

● **LISA FRANK** is promoted from Manager/National Artist Development to Associate Director/National AC Promotion-Artist Development at **Elektra/Asylum Records**. Frank started her industry career with **EJA** in 1983 as an Assistant in the Publicity Department.

● **BENNETT KAUFMAN** joins **RCA Records** as Talent Manager/West Coast, responsible for local/regional talent-seeking and reviewing demos, among other duties. He was Music Consultant for the **CBS-TV** series "Fast Times," and previously served as A&R Coordinator/National Promotion Director at **Gold Mountain Records**.

● **CHRIS TOBEY** is appointed National Director/Marketing Development at **Chrysalis Records**, responsible for developing label merchandising plans and executing consumer/trade advertising strategies, among other duties. Until February, Tobey had been Sr. Regional Marketing Director at **Arista** for nine years.

● **RICK THOMAS**, most recently the morning man at **XETRA/San Diego** and formerly of **KUTE/Los Angeles**, has been named Music Director/morning personality at **KUKQ/Phoenix**.

● **FAMOUS AMOS** is named PD at **WYNN/Jackson, MS**. Previously at **KOFM/Oklahoma City**, Amos earlier held radio positions in California, Texas, and Florida. He replaces former PD **Grady Brock**.

● **TAMMY KINZER** has joined SuperSpots as a VP/Executive Producer for Broadcast Services. A former AE an air personality at **WJOT/Toledo**, Kinzer succeeds **Howie Castle**, who has left the creative production group.

● **MIKE BERLAK** has formed **Satellite Helpers**, a radio consultancy for stations affiliated with or changing to a satellite-delivered programming service. Formerly associated with the parent company of the **Transtar Radio Network**, Berlak can be reached at (916) 924-1957.

● **LYNNE HOFFMAN-ENGEL** has been elevated to VP of the **London Records** division of **PolyGram Classics**. She has been the division's Classical Marketing Manager since October 1984. Previously, she was Merchandising Manager for the classical records department of retail book chain **Barnes & Noble**. Hoffman-Engel succeeds **RICHARD ROLLEFSON**, who is relocating to the UK to join the management team of **Decca International**.

● **JACQUI ROSSINSKY** is elevated from VP/Regional Manager to Eastern Division Manager for **Hillier, Newmark, Wechsler & Howard**. Rossinsky has risen through the company ranks since joining the rep firm from an AE post at **WEEI/Boston** five years ago.

● **JIM ESLER** becomes VP/GM at Wisconsin outlets **WNFL/Green Bay** and **WKAU/Kaukauna**. President of **Forward Broadcasting**, Esler has been GM at **WKAU-AM & FM** for the past 17 years.

● **DAVID STILLI** is now VP/GM at **WKZR-AM & FM/Wilkes-Barre**. He arrives at the **Osborn Communications** combo from **KAOK-FM/Great Falls, MT**, where he'd been GM for the past three years.

● **GRAHAM POWERS**, VP/Marketing at **MCA Records Canada**, is advanced to VP/Sales & Marketing. He takes over the sales duties held by VP/Sales **GEORGE BURNS**, who has resigned in order to pursue other interests in Vancouver.

● **GORDON OPLINGER** is the new GM at **WDXI & WRXJ/Jackson, TN**. His background includes 17 years with **Rust Communications** in sales, sales management, general management, and group management.

● **JOHN BLOODWELL** is named Philadelphia Promotional Field Rep for **MCA Records**. He is the ex-Promotion Director for Philadelphia AORs **WMMR** and **WYSP**.

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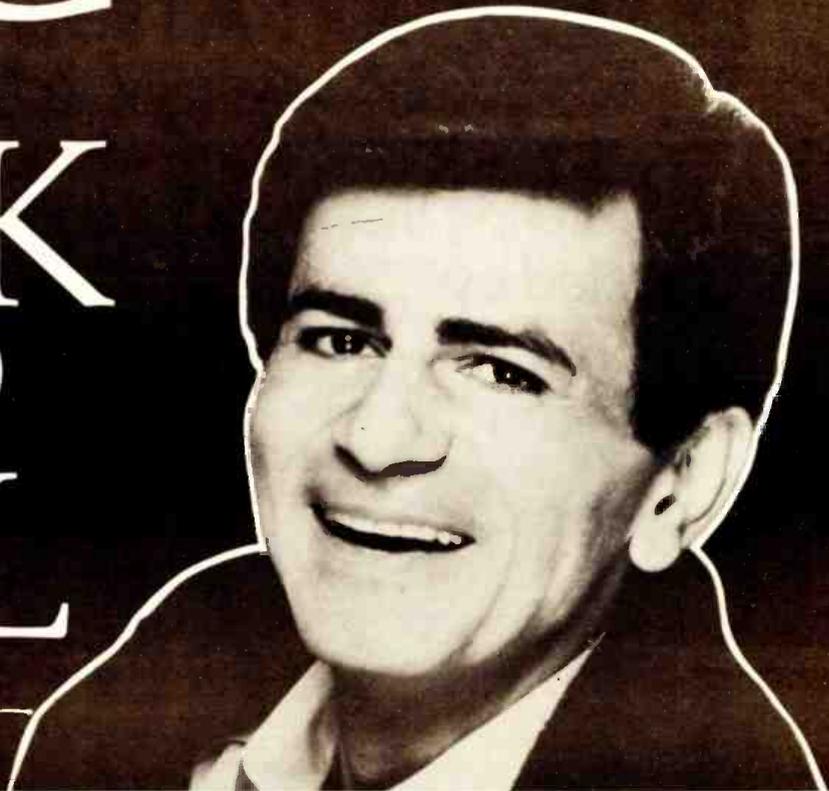


AMERICAN TOP 40'S WORLDWIDE DEEJAY POLL

ELVIS? THE STONES? THE BEATLES?
BRUCE SPRINGSTEEN? STEVIE WONDER?

THE GIANTS OF ROCK AND ROLL

with Casey Kasem



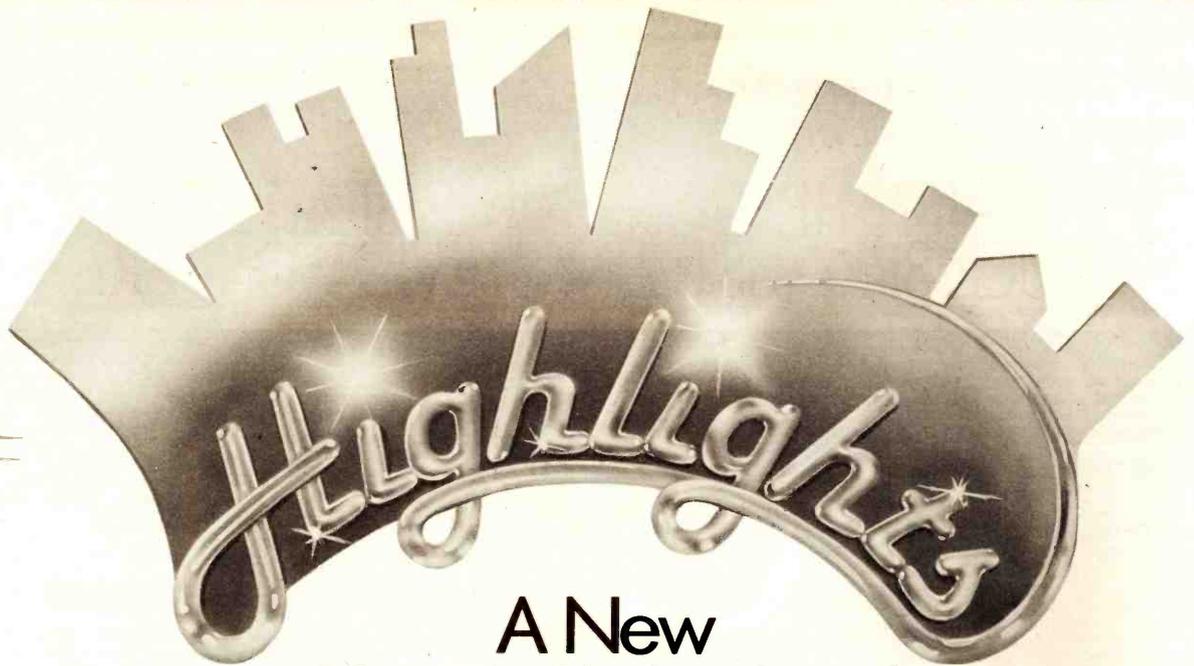
American Top 40 asked the pros, the radio deejays and programmers who "The Giants of Rock and Roll" really are. Count 'em down with the most listened-to voice in America... Casey Kasem.

AIRING JULY 1-6 ON AMERICA'S FINEST RADIO STATIONS.

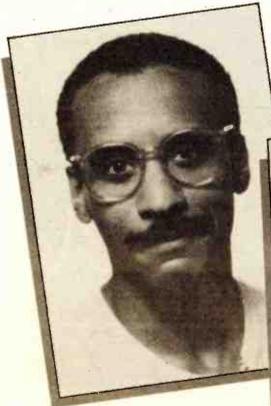
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Sponsored in part by Dr Pepper





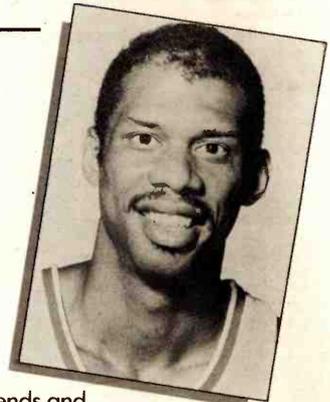
A New
3-hour weekly show hosted
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- B.B. King giving listeners an insider's tour of the BLUES, from the beginning up through today's newest artists.



- Kareem Abdul-Jabbar—basketball's greatest—taking an insightful look at his second love... JAZZ.



- Celebrity interviews— who's on tour, who's big in the movies and TV, the legends and the immortals. Scheduled are Whitney Houston • The Fat Boys • Sheila E. • Patti Labelle • Billy Ocean • Michael J. Fox • and Bruce Willis from "Moonlighting."

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Clear Channel Acquires WHAS & WAMZ For \$20 Million

WHAS & WAMZ/LOUISVILLE
 PRICE: \$20.1 million
BUYER: Clear Channel Communications, principally owned by L. Lowry Mays and B. J. McCombs. They also own WELI/New Haven; WMKJ & WQUE/New Orleans; KTOK & KJOY/Oklahoma City; KBBJ & KMOT/Tulsa; KPEZ/Austin; WOAI & KAJA/San Antonio; and KALO & KHYS/Port Arthur, TX.
SELLER: WHAS Inc., newspaper publisher, principally held by the Bingham family. It has sold all other media properties, including WHAS-TV.
DIAL POSITION: 840 kHz; 97.5 MHz
POWER: 50 kw; 100 kw at 500 feet
FORMAT: AC, Country

WIOG/SAGINAW, MI

PRICE: \$2.55 million
BUYER: F-B Communications, Inc. Officers are President Jack Fitzgerald, Operations Manager at WTVN/Columbus; VP Kim Ben, Promotions and News Director at WXFL-TV/Tampa; Secretary Guyon Turner, CEO at WOLF-TV/Scranton; and Treasurer David Schaller.
SELLER: Booth American Co. The company also owns WZZP/South Bend, IN; WJLB/Detroit; WSGW/Saginaw; WWNK-AM & FMI/Cincinnati; WRMR & WLTF/Cleveland; and WTOD & WKLR/Toledo.
DIAL POSITION: 106.3 MHz
POWER: 3 kw at 300 feet
FORMAT: AC
BROKER: Blackburn & Co.

WURD/GEORGETOWN, OH

PRICE: \$350,000
BUYER: Richard Plessinger, who is also part owner of Sun and Sand Broadcasting. It has two FM applications pending.
SELLER: Jacor Broadcasting Group, Inc., which owns WEBN/Cincinnati; WBBG & WMJI/Cleveland; WQIK/Jacksonville, FL; WGST & WPCH/Atlanta; WKYG & WKXX/Parkersburg, WV; and WVOI/Toledo.
DIAL POSITION: 97.7 MHz
POWER: 1.6 kw at 390 feet
FORMAT: Country

KRBQ/RED BLUFF, CA

PRICE: \$400,000
BUYER: California Radio, Inc., owned by Wallace Heusser (56%) and Stephen Marriott (44%). Heusser owns 87% of KKDJ/Fresno and 40% of KDJK/Oakdale, CA. Marriott is Manager of Eastman Radio's San Francisco office.
SELLER: Theodore Storck, who is 95% of owner of KTRF & KSNR/Thief River Falls, MN.
DIAL POSITION: 102.7 MHz
POWER: 12 kw at 1080 feet
FORMAT: AC
BROKER: William A. Exline, Inc.

WTAC/FLINT, MI

PRICE: \$400,000
BUYER: Benjamin Kaufman and David Leyton.
SELLER: Fuqua Communications.
DIAL POSITION: 600 kHz
POWER: 1 kw days/500 watts nights
FORMAT: Country

WLDS/JACKSONVILLE & WYMG/JACKSONVILLE-SPRINGFIELD, IL; and WLRW/CHAMPAIGN-URBANA, IL

PRICE: \$5.3 million
BUYER: Saga Communications, headed by Ed Christian and key management personnel. Pending FCC approval is its acquisition of WVKO & WSNY/Columbus, WKLH/Milwaukee, and WNOR-AM & FMI/Norfolk. Pending approval is its sale of WZKC/Rochester.
SELLER: Joyner Communications, headed by Tom Joyner.
DIAL POSITION: 1180 kHz; 100.5 MHz; 94.5 MHz
POWER: 1-kw daytime; 50 kw at 500 feet; 43 kw at 400 feet.
FORMAT: Full-Service AC; AOR; CHR
BROKER: Charles Giddens of Chapman Associates

WFEA/MANCHESTER, NH

PRICE: \$1.45 million
BUYER: Sunshine Group Broadcasting, which also owns WZID/Manchester, NH; WMGX/Portland, ME; and WFXR/Charleston, SC.
SELLER: Ocean Coast Properties, Inc., which also owns WPOR-AM & FMI/Portland, ME.
DIAL POSITION: 1370 kHz
POWER: 5 kw
FORMAT: AC
BROKER: Blackburn & Co.

WLEQ/BONITA SPRINGS (FT. MYERS), FL

PRICE: \$1.3 million
BUYER: Beasley Broadcasting of Western Florida, principally owned by George Beasley. Beasley Broadcasting also owns WMOO & WBLX/Mobile; WFAI/Fayetteville, NC; WGAC/Augusta, GA; WDMT/Cleveland; WWMO/Reidsville, NC; WYNG/Evansville, IN; WXTU/Philadelphia; WTIP & WVSR/Charleston, WV; WKML/Lumberton, NC; WFTC & WRNS/Kinston, NC; WLAT & WYAV/Conway, SC; KFMD/Pella, IA; and WCJX/Miami.
SELLER: Gold Coast Broadcasting Corp.
DIAL POSITION: 95.9 MHz
POWER: 3 kw at 341 feet
FORMAT: AC

KBCH/LINCOLN CITY, OR

PRICE: \$325,000
BUYER: Matrix Media Inc., headed by S. Michael Symons.
SELLER: Brown Broadcasting Enterprises Inc., owned by William Brown, a Des Moines-based TV producer.
DIAL POSITION: 1400 kHz
POWER: 1 kw
FORMAT: AC
BROKER: Blackburn & Co.

WSVQ/HARROGATE, TN

PRICE: \$182,000
BUYER: Pine Hills of Tennessee, Inc., owned by W. R. Garrigan and his wife Janis, and by Donald Yeakum and his wife Geneva. Garrigan also owns WZKO/Pinesville, KY and WBCV/Bristol, TN.
SELLER: Appalachian Communications.
DIAL POSITION: 740 kHz
POWER: 1 kw days
FORMAT: Country

KXNP/NORTH PLATTE, NE

PRICE: \$275,000
BUYER: Central Nebraska Broadcasting, Inc., principally owned by John Mitchell. He also owns KGFV & KQKY/Kearney, NE; KNPE/Bellvue, NE; and KLNG & KQKQ/Council Bluffs, IA.
SELLER: Mid Plains Broadcasting, headed by Neil Nelkin.
DIAL POSITION: 103.5 MHz
POWER: 100 kw at 403 feet
FORMAT: Country
BROKER: Bill Lytle of Chapman Associates

Reporting

Transactions To R&R

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.

CALL SIGN CHANGES

Albuquerque KRKE to KZSS (requested)
 Albuquerque KRKE-FM to KZRR (effective)
 Charlevoix, MI WKOS to WKHQ (6/10)
 Concord, CA KWUN to KPOP (7/20)
 Daytona Beach WCFI to WORZ (6/16)
 Los Alamos, NM KKHJ to KKBR (requested)
 Miami WINZ-FM (remains assigned)
 Reno KSXY (new station, 6/10)

DEBT DRAINS RESOURCES

Swift Trafficking Bill Due This Week

Rep. Al Swift (D-WA) this week planned to introduce legislation to reinstate the anti-trafficking rules that the FCC deleted in 1983, a move that could curtail the rapid turnover of broadcast properties by requiring broadcasters to hold their licenses for three years before selling at a profit.

According to a Swift aide, the Congressman is concerned that "with the increased speculation in broadcasting, debt service is draining broadcasters' financial resources, and precluding them from offering quality programming."

The flurry of broadcast transactions in recent months has "changed the character of the industry," the aide

added. "We've got people in broadcasting who are not interested in being broadcasters."

Little Support Evident

The bill's final language was still being drafted at presstime, and there was no clear indication of the measure's support among members of the House Telecommunications Subcommittee. Although Swift's proposal enjoys some measure of support in Washington (Rep. Mickey Leland (D-TX) and FCC Commissioner James Quello have each made speeches calling for reinstatement of the trafficking rules), Swift's aide conceded that "people haven't unanimously supported" the initiative.

KROQ Sale Challenged

A former Mandeville Broadcasting Corp. employee has asked the FCC to block the company's \$45 million sale of KROQ/Los Angeles to Infinity Broadcasting, charging that Mandeville principal Ken Roberts misrepresented his ownership interests before the FCC.

In a petition to deny the sale, former consultant Tony Lazzarino charged that Roberts used an intermediary to "corrupt" a high-ranking assistant to FCC Chairman Mark Fowler in an effort to avoid Commission scrutiny of his role in KROQ's ownership.

In his dramatic petition, screenwriter Lazzarino said Roberts tried to obscure his role in former KROQ own-

er Burbank Broadcasting Corp., allegedly concealing the fact that he assumed ownership of the station from his former partners without FCC consent.

In a sworn statement accompanying his opposition to the petition, Roberts branded Lazzarino's charges "clearly untrue and frivolous." The filing noted that the Commission ultimately awarded the station to Roberts, despite a finding that he had improperly assumed control.

"Simply put, I never orchestrated nor participated in any conspiracy to withhold pertinent information from the Commission," Roberts concluded.

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SOURCE VS. BLANKET LICENSE DISPUTE

Song Writers, TV Industry In \$100 Million Royalty Battle

One of the most fiercely lobbied broadcast battles in recent memory is underway in Congress. Radio is not directly involved. But if the dire warnings of songwriters are true, the outcome could directly affect the quality and abundance of the music that makes up a vast majority of radio programming.

At issue is how composers, lyricists, and music publishers are compensated for the use of their works on syndicated television programs. Last year TV stations paid an estimated \$65-\$85 million to ASCAP, BMI, and SESAC for those rights. Their tab this year could top \$100 million, according to the TV industry.

"Blanket" License Challenged

The fees are now paid to the performing rights societies through "blanket" licenses, which give stations full rights to the millions of compositions each group licenses.

"The writers would really be decimated."

—ASCAP President
Morton Gould

TV stations argue they don't use all those songs, and shouldn't be forced to pay for them.

The industry wants to replace blanket licenses with so-called "source" licensing for each of the relatively few songs used on syndicated TV programs. Essentially, that means that program producers — not individual stations — would negotiate separate deals for each use of a song. Source licensing bills pushed by TV interests are making headway in both the House and Senate this year.

"We are not going to give up until we get relief, period."

—All-Industry TV Music
Licensing Committee
Counsel Bruce Lehman

The TV industry argues that the changes it seeks would simply bring music into line with other copyrighted material in syndicated shows — such as choreography, literary and script rights — which are already negotiated "at the source" by producers.

One-Time Payment Threatens Royalties

Composers contend that source licensing is virtually unworkable for them. While nobody knows just how the system would work, composers say they might be forced to hire expensive agents to negotiate a vast number of separate deals for them. "The writers would really be decimated," ASCAP President Morton Gould predicts.

Even worse, Gould charges, "It would mean one payment to the writer, and it eliminates the whole idea of royalties, something that

has taken us years to develop, and which has been found to be equitable and fair."

Just how much revenue composers would lose is unclear. Proponents of the bill readily acknowledge that they expect to pay less under source licensing. They say the change would open up a more competitive marketplace — especially for local composers — for music rights, bringing prices down.

Source licensing backers deny the charge, but BMI Managing Director Gloria Nessler says "virtually all" fees now paid for syndicated TV shows would disappear. "It would just simply dry up," she predicts. "There are people whose whole lives depend on this income."

Nessler also fears a "domino effect," in which a successful challenge to blanket licensing by TV stations could lead to similar campaigns by radio and other industries. Gould said he shares that concern.

Preston Decries "Disastrous" Legislation

BMI President Frances Preston calls the bills now before Congress "absolutely disastrous." She charged, "They would affect the ability of all writers to earn a living from their music, not just those who work specifically for television."

According to Preston, the "public will be the ultimate victim of the bill in terms of the quality of music available to them." She pledged to fight the legislation "until it is withdrawn or defeated."



DEAR DIARY — Is a new Arbitron diary in the works? A redesigned diary was submitted to Arbitron officials Mari Lou Legge and David Lapovsky (pictured above) last week by NAB's Committee on Local Radio Audience Measurement (COLRAM). The mock-up taken under consideration by Arbitron features redesigned text, heavier paper stock, and different color formats. In other action, COLRAM has decided to explore the possibility of rating radio listeners under 12 years of age.

Bills Moving Forward

So far, the TV industry has succeeded in moving its source licensing bills ahead in both the House (H.R. 3521) and Senate (S. 1980). The legislation has 18 co-sponsors in the Senate, and 163 in the House.

Hearings have been held on both sides of the Capitol, although a second House session set for this week was delayed when the Judiciary subcommittee handling the issue got sidetracked with the impeachment of a federal judge.

Subcommittee Chairman Robert Kastenmeier (D-WI) has indicated the bill may be dealt with in July. In the Senate, the issue now rests with the full Judiciary Committee, which plans a second hearing next month. The TV position enjoys the

full support of committee Chairman Strom Thurmond (R-SC).

The bills have made "remarkable" progress since being introduced last fall, according to Bruce Lehman, legal counsel to the All-Industry TV Music Licensing Committee. "There's a very realistic possibility of our wrapping this up" in 1986. We're pressing to do that."

If the bills don't pass this year, the industry will push them again in the next Congress, Lehman vows: "We are not going to give up until we get relief, period."

BMI's Nessler claims her side has been able to keep the legislation "in check" so far this year, but she fears the "clout" in Congress of local TV broadcasters, whose industry she called a \$12 billion-a-year "money factor."

NEWS BRIEFS

Mutual Fights For Liberty Coverage Rights

The Mutual Radio Network says it's not satisfied with a deal in which ABC, which has exclusive broadcast rights to July 4th Statue of Liberty events in New York, agreed to provide pool coverage of some events to other news organizations.

In a letter to White House Press Secretary Larry Speakes, Mutual VP/News & Special Programs Ron Nessen said going along with the arrangement "would be to accept the proposition that news coverage of the President at a public event on public land on a great national holiday is for sale to the highest bidder."

Nessen, who was press secretary to President Gerald Ford, complained in a statement that the deal accepted by other networks "still limits significant portions of the President's participation" to ABC, and allows that network to decide which events others can cover.

Nessen demanded that the White House make a feed of presidential appearances at the Liberty events available to all broadcasters.

Senate Clears Dennis FCC Nomination

After months of partisan squabbling, the Senate last week unanimously confirmed President Reagan's nomination of Patricia Diaz Dennis to be an FCC Commissioner. She's expected to be sworn in next week at a White House ceremony.

Even though Dennis is a Democrat, members of her own party stalled the nomination until Congress could pass a bill cutting FCC terms from seven to five years. Shorter terms, they argued, are needed so the President who takes office in January 1989 won't be saddled with too many Reagan holdovers on the Commission.

Other Key Developments:

- For the first time in its history, RTNDA has named two recipients for this year's Distinguished Service Award: Sen. Robert Byrd (D-WV), for helping get broadcast coverage of Senate proceedings; and FCC Chairman Mark Fowler, for championing the cause of content freedom for electronic journalism.

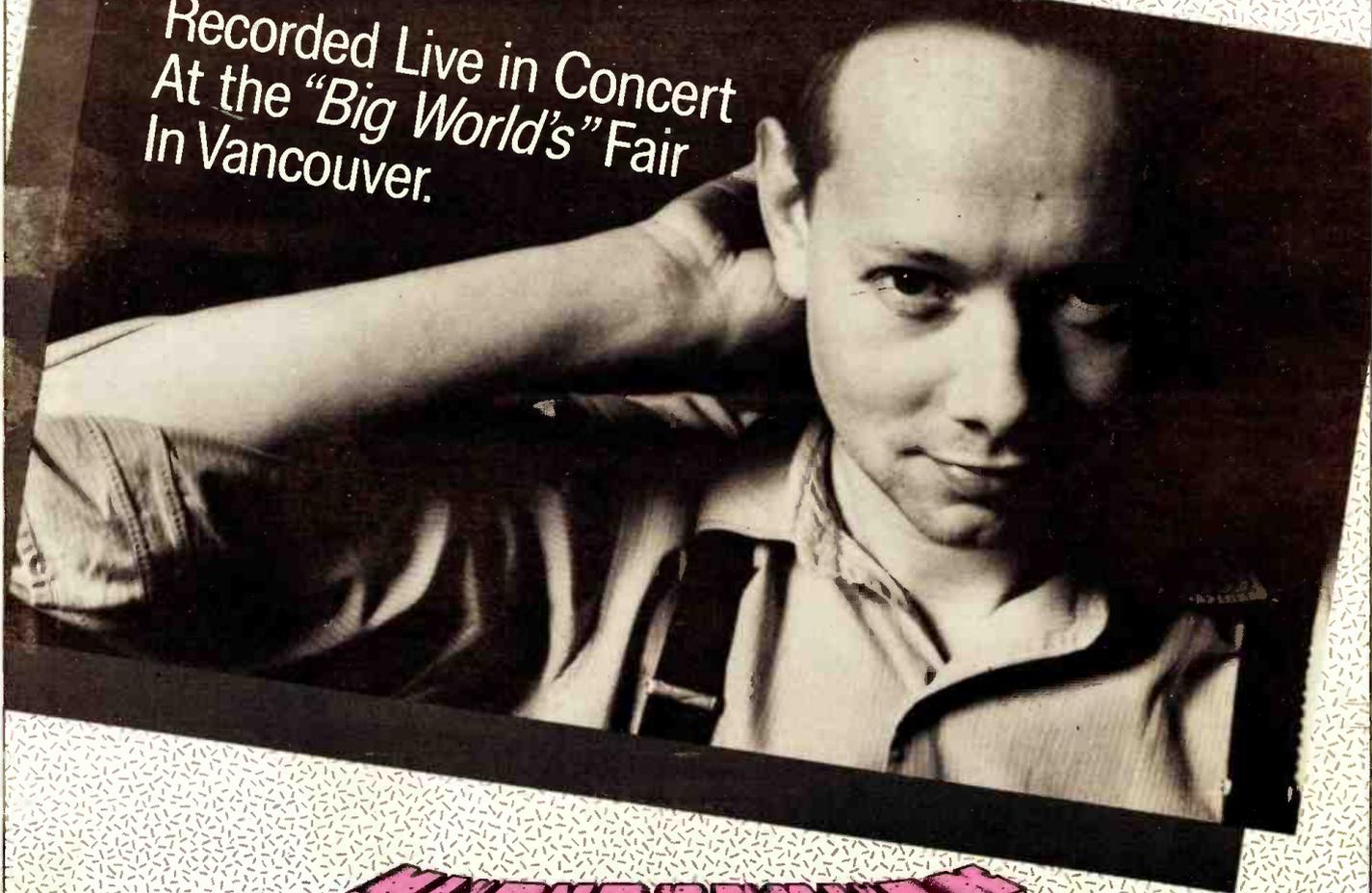


MINORITIES MATTERS — The progress of NAB's Employment Clearinghouse was one of the items taken up last week in Washington by Minority Executive Council members (left to right) Glenn Mahone, Paco-Jon Broadcasting; Jay Asher Jr., WJDA/Quincy, MA; Donna Zapata, WHAS-TV/Louisville; Robert Munoz, KCIC/El Paso; and Bill Shearer, KGFI & KUTE/Los Angeles.

JOE JACKSON

Special
July 4th
Weekend.

Recorded Live in Concert
At the "Big World's" Fair
In Vancouver.



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abc rock radio network

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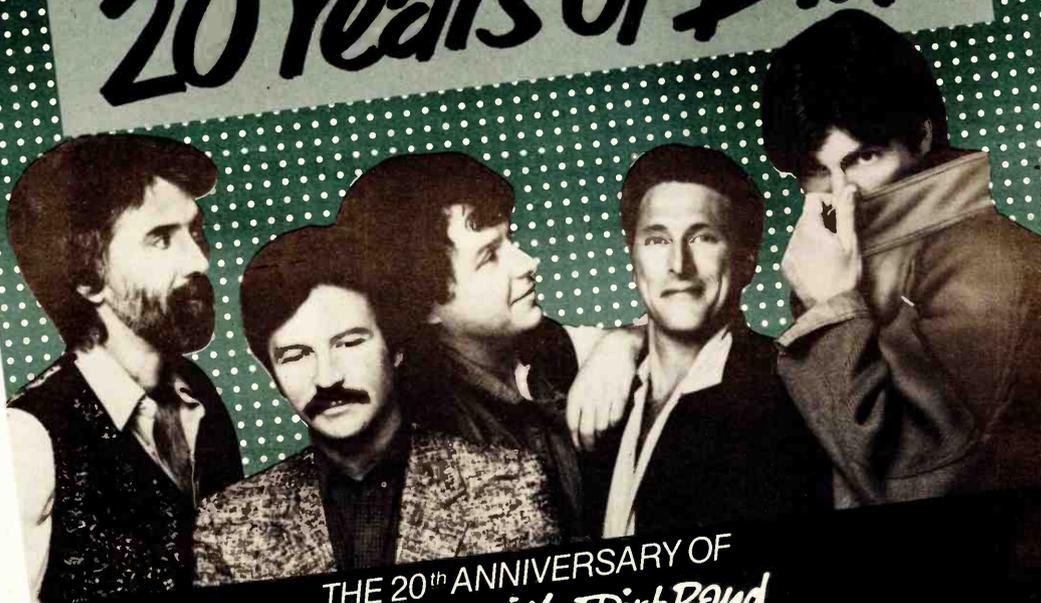


MUSIC OF AMERICA

COUNTRY MUSIC IN CONCERT

Special
July 4th
Weekend.

20 Years of Dirt



THE 20th ANNIVERSARY OF *The Nitty Gritty Dirt Band*

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RODNEY CROWELL
VINCE GILL
WILLIAM LEE GOLDEN
EMMYLOU HARRIS

NICOLETTE LARSON
MICHAEL MARTIN MURPHEY
MARK O'CONNOR
JOHN PRINE

RICKY SKAGGS
J.D. SOUTHER
MARTY STUART
JERRY JEFF WALKER

DOC WATSON
AND OTHER
SURPRISE
GUESTS.

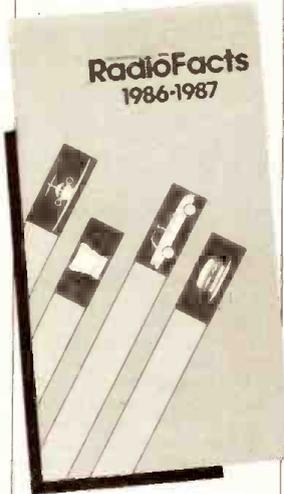
abc ABC RADIO NETWORKS
PRODUCED BY
KAMINSKY & COMPANY

For more information, contact Beverly Padratzki (212) 887-5218
20 Years of Dirt/A Concert Celebration Presented by Chuck Morris and the Denver Post Charities.

WHAT'S NEW

Edited by Don Waller

RAB Radio Facts Book Updated



The 26th edition of "Radio Facts" is currently available from the **Radio Advertising Bureau (RAB)**. This 48-page pocket guide includes such often-overlooked information as the average American's time spent listening to radio (three hours and six minutes daily), sales of radio receivers reaching an all-time high of 87.2 million in 1983, and sales of walk-along radio up 53% since 1984 to 7.26 million sets.

This comprehensive, statistical overview of the US commercial radio industry can be used to give prospective clients a perspective on radio's value as a marketing tool, to examine trends in radio's usage and growth, and to demonstrate radio's strengths relative to other advertising media. For copies of this fact-packed paperback pamphlet, contact the RAB at (212) 254-4800.

Dum Dum Sing-A-Long-A-Doo-Wop

If you think the words to "Come Go With Me" by the **Dell-Vikings** are "dom," well, they are. This informational tidbit comes courtesy of "The Doo-Wop Sing-Along Songbook," written by **John Javna** and published by **St. Martin's Press**.

The 128-page paperback spotlights 19 nonsensical oldies but goodies from the Golden Age of Grease, providing the reader with either sheet music or simple (hah!) vocal transcriptions of every "diddle-iddle-iddle it" and "I sumokem



boo" we all loved when we were five pimply mooks hanging out under the el trying to master the second verse to **Dion & the Belmonts'** "I Wonder Why." Talk about nostalgia!

Along with deathless tips on "How to Oooooo," Javna includes a selective doo-wop discography, quickie bios of various doo-wop heroes, fashion pointers, and just about the *dom*-est sense of humor this side of, well, the Dell-Vikings. Price: \$5.95.

Jacket Radio

We've seen radios embedded in everything from toques to earmuffs. Now you can surround yourself in sound with the "Jacket Radio" from Potomac, MA-based **TIS Information Systems**. This kangaroo-styled jacket radio features a slim, high quality AM or FM radio circuit sewn into a nylon pouch. Earphones or micro-headsets are easily stored in a second small pouch located on the garment's inner lining.

When you don't want to use the item as a jacket, you can do as the gentleman pictured on the left and fold the garment into itself, wearing it around the waist. Either way, radio dials are instantly accessible.

The Jacket Radio comes complete with a hood and drawstring closure. Additional features include a front zipper with full storm gusset, elasticized sleeves/waistband, and a nonslip waist drawcord. Custom logos may be screened onto the garment in any one of several places, making the item a natural for either spectators or participatory sports fans. For further information, contact TIS at (301) 299-2440.



POLLSTAR

TOP 20 CONCERT PULSE

LW TW ARTIST

- 1 1 ZZ TOP
- 3 2 JOHN C. MELLENCAMP
- 2 3 RUSH
- 4 S. NICKS/P. FRAMPTON
- 4 5 KENNY ROGERS
- 5 6 ALABAMA
- 8 7 HEART
- 7 8 VAN HALEN
- 6 9 JUDAS PRIEST
- 9 10 FIRM
- 10 11 AEROSMITH/T. NUGENT
- 11 12 OZZY OSBOURNE
- 12 13 NEW EDITION
- 13 14 LOVERBOY
- 14 15 AMY GRANT
- 15 16 SIMPLE MINDS
- 16 17 HANK WILLIAMS JR.
- 17 18 KISS
- 18 19 ANNE MURRAY
- 19 20 BLACK SABBATH

The CONCERT PULSE is a weekly computerized report ranking each artist by their average box office gross reported per venue. Courtesy of POLLSTAR, a publication of Promoters' On-Line Listings. (800) 344-7363, or in California, (209) 224-2631

AT LAST!

Consistent cart quality, play after play. Without this kind of sacrifice.



Think of the hours spent testing, adjusting and aligning carts. Now consider this: phase error or flutter can degrade *any one* of them the *very next time* it goes in a playback machine.

The Harris Audio Time Base Corrector is an ingeniously simple, digital encoding/decoding system that eliminates the drudgery of individual cart surveillance. In addition, it guarantees flutter-free, phase corrected reproduction as true to the master as possible. Nothing else works as effectively or as efficiently.

Get cart confidence with the Harris Phase Fixer. Contact Harris Corporation, Broadcast Group, P. O. Box 4290, Quincy, IL 62305. 217-222-8200.



HARRIS

FOR YOUR INFORMATION, OUR NAME IS

HARRIS

PRO:MOTIONS

Perry EMI Managing Director



Rupert Perry

Rupert Perry assumes the post of Managing Director EMI Records Limited following Peter Jamieson's resignation after 19 years with the company. Perry joined EMI in 1971 as Personal Assistant to L.G. Wood, Group Director/Records. Since then he's served as VP/A&R at Capitol Records, President of EMI America Records in Los Angeles, Managing Director/EMI Australia, and, most recently, VP/Executive Assistant to Bhaskar Menon, Chairman/Chief Executive of EMI Music Worldwide.

Case Joins KXYX

Cole Case has joined KXYX/San Diego as an Account Executive. He comes to the station from McGavren Guild in Los Angeles.

WEA Promotes Hagan

Peter Hagan has been promoted to Field Sales Manager for Warner/Elektra/Atlantic. A WEA Sales Representative in Cincinnati since 1974, Hagan also worked for RCA Records.

Young Segues To Atlantic

Atlantic Records welcomes Kevin Young, who will oversee local promotion out of Cleveland. He was previously MD at AOR WCPZ/Sandusky.

PROS ON THE LOOSE

Don Elliott — Air Talent/Production KHUM/Lawrence, KS (913) 242-1220

Jay McDaniel — former head of Musicstream (919) 581-3663

Dave Sharp — Middles/Production WGCL/Cleveland (216) 232-4687

Conlin Named WEA Director

Claire Conlin segues to the Director/National Advertising slot at Warner/Elektra/Atlantic Corporation. Conlin joined WEA's Cleveland Branch in 1978 as a clerk in the Advertising Department and has since served as Media Buyer, Media Specialist, Branch Video Coordinator, and most recently as Video Sales Representative in the company's Detroit sales office.

Columbia Enlists Mandel



Steven Mandel

Steven Mandel has joined Columbia Records as Associate Director/Publicity, East Coast. Mandel comes aboard after doing publicity for Van Halen and David Lee Roth via Van Halen Productions and Diamond Dave Enterprises. Prior to that he spent three years as an Account Executive with The Press Office.

Oshin New KBIG NSM



Steve Oshin

Two-year KBIG/Los Angeles Account Executive Steve Oshin has been promoted to National Sales Manager. Before joining the station in 1983 he was a media buyer at Elsaman, Johns and Laws in Los Angeles.

Rodriguez Uped At KTSA & KTFM



Yolanda Rodriguez

Yolanda Rodriguez assumes the post of Retail Marketing Director for KTSA & KTFM/San Antonio after serving a year as the stations' Co-op Director. She will retain those co-op duties in addition to her new post. Her background includes positions with Gerstenhaber, Jacks and Co., Rogers CableSystems, and the Alamo Area Council of Governments.

Eastman Raises Sylo

Joe Sylo has been elevated to Office Manager of Eastman Radio's Houston office. He spent the past year as an AE with the firm's Dallas office.

CHRONICLE

Born To:

• **WBEN-FM/Bufalo MD** Roger Christian, his wife April, son Emerson Matthew, June 8.

• **WEA Cleveland Branch** Marketing Coordinator Geoffrey Thacker, his wife Cliff, son Joshua Geoffrey, May 31.

• **WKBO/Harrisburg** VP/Station Manager/morning man R.J. Harris, his wife Bonnie, daughter Christi Marie, June 11.

• **WHTT/Boston MD** Chris Knight, his wife Suzanne, son Dylan James, June 3.

Married:

• **Atlantic/Atco Records Director/A&R Richard Steinberg** to Katherine Marie Horn, June 1.

• **Attila Management** President Bill Hons to Vicki Brooks, June 14.

• **WAHR/Huntsville PD** Steve Dallas to Becky Knight, June 20.

Piazza Joins A&M



Vivian Piazza

Vivian Piazza has signed on as A&M Records' East Coast Publicity Director. Piazza exited Epic/Por-trait/Associated Labels' publicity department after six years, most recently serving as a publicist. She had joined the CBS copyright department in 1979.

Maxwell Launches Consultancy

Chris Maxwell, 14-year MD of Capital City Radio, has established his own radio programming/music consultancy, Chris Maxwell Communications. CMC may be reached at 57 Bromby St., So. Yarra, Australia 3141; 03-266-8099.

Viacom Raises Two

Kenneth Kaufman has been promoted from Senior VP/General Counsel for Viacom subsidiary Showtime/The Movie Channel, Inc. to VP/Government Affairs of Viacom International, Inc. With Viacom since 1984, Kaufman previously practiced entertainment law with several firms. Also at Viacom, Robert McCarthy assumes the post of Counsel/Communications, responsible for the company's cable television division. Before accepting this post, McCarthy was Senior Counsel for MTV Networks, Inc.

Emmis Elevates Zimmerman

Joyce Zimmerman has been tapped as Corporate Director/Personnel & Administration for Emmis Broadcasting. The five-year company veteran has served as a sales representative and Assistant to President Jeff Smulyan.

Famous Music Promotes Melina



Alan Melina

Famous Music Publishing Companies, a unit of Paramount Pictures, has upped Sr. Creative Director/West Coast Alan Melina to Vice President. Melina began as Famous Music's Creative Director in 1984, prior to which he spent more than five years as General Manager/Professional Department of Chappell Music Ltd. in London.

Narotzky Segues To Media General

Hal Narotzky has accepted the newly created position of Manager/New Business Development for Media General Broadcast Services. His background includes sales stints at WDM/J/Markette, MI and Escanaba, MI outlets WDBC and WKZY, plus the GSM post at KSRF/Los Angeles. Prior to KSRF he was a Media General sales rep. Narotzky rejoined Media General in 1985 as an account supervisor.

CHANGES

Suzanne Banks, former AE for WHN & WAPP/New York & WJIT/New York, joins CBS Network as AE.

Richard Farquhar, formerly in sales at WRKI/Bridgeport, joins Eastman Radio as AE.

Audrey Goldberg, Assistant Director/Management Controls, CBS Finance, has been appointed Director/Management Controls, Columbia House.

Agnes Toomey, Manager/Royalty Accounting & Analysis for CBS, Columbia House, has been appointed Director/Royalty Accounting & Analysis for Columbia House.



"You were right. The new TECH-EFFECTS package is great!
It's on the air on Z-100."

SCOTT SHANNON, PD, Z-100/New YORK

TECH-EFFECTS
Available
Everywhere From

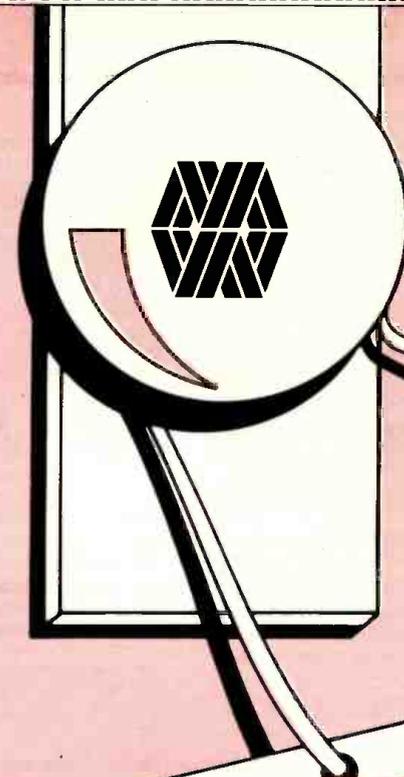


Call
1-800-251-2058

WESTWOOD ONE
RADIO NETWORKS
PRESENT

HONEYMOON SUITE

in Concert



The Westwood One Radio Networks are proud to present one of the hardest-working bands in rock, Honeymoon Suite, as they check into a 90-minute edition of *In Concert* airing the week of July 7 on Westwood One affiliates throughout North America.

Honeymoon Suite was recorded by Westwood One's mobile recording studios during the band's April 24 performance at Moonshadows in Atlanta. Their set, which features the distinctive vocals of Johnnie Dee and the driving lead guitar of writer and co-founder Derry Grehan, includes such popular hits as "New Girl"/"Now" and "Feel It Again", the first smash single from their current album, *The Big Prize*. Also featured is the Suite's new single, "What Does It Take".

Your listeners will be hanging their "Do Not Disturb" signs out when they tune into this five-star performance by the pride of Niagara Falls, Ontario.

For more info, contact your Westwood One Station Sales Representative at (213) 204-5000 or Telex 4996015 WWONE.

QUEEN A Kind of Magic



IT'S THE BEST CAR TUNE
OF THE SUMMER
AND THESE STATIONS
ARE ALREADY DRIVING
THE POINT HOME.

Second Week!

WPHD deb 40	Q100 add	KCPX add
CKOI add	WZOU add 27	KATD deb 28
B94 add	WERZ add	WFBG add
PRO-FM on	WLAN add 33	WGUY deb 40
WXKS on	WRCK add	100KHI add
Z93 add	WTLQ add	KFMN deb 38
KEGL on	WBBQ add	WCGQ add
93FM add	FM100 deb 37	KNOE add
Y100 on	WHY add	WPFM add
WRNO on	94Z add	WVBS add
WRSR deb 39	KTUX 35-32	WDBR add
WLS on	WKZL add	KGOT deb 29
Z95 deb 38	WGRD deb 39	KBOZ add
WMMS on	KJ103 add	KTRS add
WCZY add	KNMQ 38-34	KWNZ add
KWK on	KF95 deb 31	KBIM add
KWOD add	KIYS deb 39	KZOZ add
KPLUS deb 40		SLY96 add

Produced by Queen/David Richards

Capitol

©1986 Raincloud Productions Ltd./Queen Productions Ltd.

The spring ratings aren't out yet, but a stunning upset is already in the works in Los Angeles, where the latest **ARBITREND** reports Urban powerhouse **KPWR/LOS ANGELES** climbing 12+ from 5.8-6.9, rising above longtime music leader **KIIS-FM** (6.6-6.2). "Power 106" is now within a half-share of top gun **KABC** (6.8-7.3). Meanwhile, **KLOS** and **KROQ** are tied in the AOR war (3.7), pacing ahead of **KMET** (3.0-2.5). In the fierce Easy Listening arena, **KJOI** (4.9-5.1) has moved slightly ahead of **KBIG** (5.0-4.9), while **KOST** (3.9-4.0) has widened its AC lead.

Rumors are hot 'n' heavy in Miami that either Classic Rock or hip AC music will be emanating from **COX's** gorgeous **WAIA** studios instead of its present AC fare. Record reps there have reportedly been receiving orders for **EMERSON, LAKE & PALMER**, **BOB SEGER**, and **CSN** catalog LPs. It's said that Cox consultant **MARY CATHERINE SNEED**, who did well herself with hip AC **WSM-FM/NASHVILLE**, is in town setting up the new format.

Speculation in Boston is that **CHR WHTT**, with the arrival of PD **BARBARA TEMPLE** (see Page 1) and her **WCBS-FM** oldies background, may become the market's seventh AC. Or will it go for the Gold to make inroads against **GARY GUTHRIE**-consulted **WZLX**, which is skyrocketing (3.1-5.0) with an AOR-leaning "Classic Hits" format? Either way, if "HTT makes a switch, Boston will be without a traditional CHR.

ST hears that **PRIVATE MUSIC** is going to **RCA** for distribution. The instrumental/new age label, headed by **PETER BAUMANN**, has been independently handled since its launch last year. An album from **LEO KOTTKE** will likely be among the first new Private releases through RCA.

Don't touch that Rolodex! **A&M VP/Marketing Services BOB REITMAN** apparently isn't leaving to join Robert Redford's **WILDWOOD** company after all. But it's not yet clear whether he'll continue in his existing post or take on new responsibilities at A&M, as Bob couldn't be reached for comment at presstime.

Corporate execs at both **GENERAL ELECTRIC** and **RCA** have put the finishing touches on their merger by filing papers in Delaware last week. The merger is conditional on NBC's divestiture of **WNBC & WYNY/NEW YORK**, **WMAQ & WKQX/CHICAGO**, and **WKYS/WASHINGTON** within 18 months.

Twenty-six year-old **WAPE-FM & WTLV-TV12/JACKSONVILLE** air traffic reporter **JULIE KING**, and her jet-copter pilot, **BUDDY SMITH**, 36, were killed Monday (6-16) when their helicopter crashed as she was ending a live TV traffic update. Another passenger, TV12 cameraman **BRETT SNYDER**, is in serious, but stable condition in a local hospital. Julie had joined **WAPE** only three weeks ago after five years on-air at **WYKS/Gainesville**. **STATEWIDE VP/Programming MARK DRISCOLL** said, "We're all so deeply saddened. Losing someone who works for you like this is like losing a member of your family."

Former **BMI VP RUSS SANJEK** will be remembered Tuesday (6-24) at a memorial service at St. Peter's Church, NYC. The much-respected exec, who retired in 1980 after 40 years with the performing rights organization, died June 11 at age 70.

Here's a new investment approach from the **21 ENTERTAINMENT GROUP**, headed by **FRED HAAYEN**. The company is offering "entertainment futures," whereby investors can buy into a recording artist via a contract representing 5% of gross revenues from five album releases. For each record that's sold, approximately 0.40 goes back to the pool of investors, and the break-even point per release is 300,000 unit sales worldwide. You can also buy a piece of an act's merchandising income. Among the investment opportunities: **21 RECORDS/ATCO** band **GOLDEN EARRING**.

Ending months (years) of bankruptcy hearings and negotiations, **UPI** finally has passed into the hands of Mexican publisher **MARIO VASQUEZ-RANA** and Houston developer **JOE RUSSO**. Shortly after assuming control, majority owner Vasquez-Rana issued a statement of goals and intentions for the wire service. Among those goals are: an "overriding commitment to improve the quality of the UPI report," a major modernization effort, and increasing editorial staff.

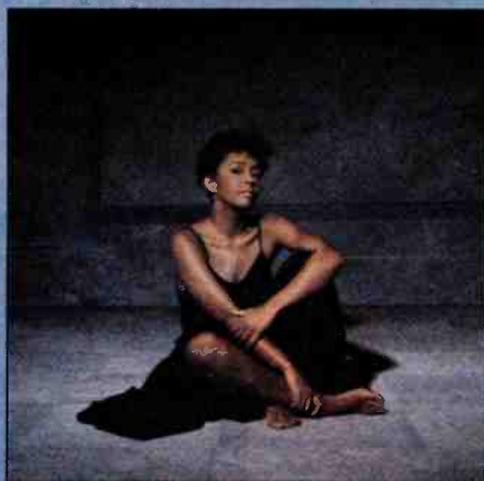
Vinyl decline? At a recent **WEA INTERNATIONAL** senior management meeting in New York, **WEA CORP.** President **HENRY DROZ** forecast that the compact disc's share of the US market will reach 25% by the end of this year. That compares with just 3% in 1984. The LP is the big loser — Droz forecast that its 1986 share will drop to 20% and cassettes to 50%.

Continued on Page 22

B I O	TO	PROGRAM DIRECTORS	AIR DATE	FRI. JULY 18	TIME	9:45 PM	PDT
	FROM	WESTWOOD ONE	AREA CODE	213	NUMBER	204-5000	EST
M E S S A G E	ARETHA !! EXCLUSIVE CONCERT						
	SIMULCAST W/ SHOWTIME! (PLUS SPECIAL 15-MIN. PRG-SHOW)						
O	FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE... AND ONLY						

Rapture

Anita Baker



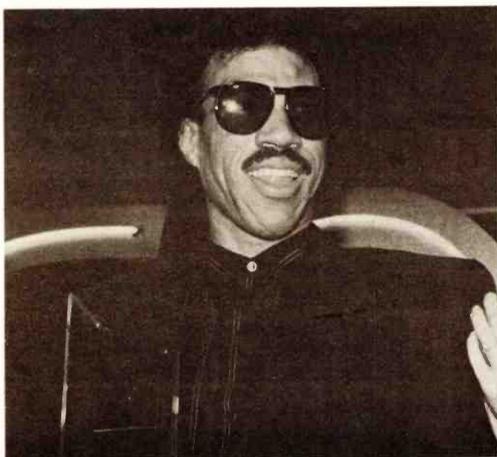
Elektra

Rapture. Featuring the single and video, *Sweet Love*. On tour now.



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ASCAP CONGRATULATES OUR 1986 POP



Lionel Richie
ASCAP Songwriter Of The Year
Third Year in a Row!

Chappell & Co., Inc. **ASCAP Publisher Of The Year**

Pictured are ASCAP President Morton Gould (3rd from left) with (l. to r.) Chappell's Ira Jaffe, Linda Blum, Freddy Bienstock, Irwin Robinson, and ASCAP Managing Director Gloria Messinger.



"I Just Called to Say I Love You"
ASCAP Song Of The Year
Writer: Stevie Wonder
Publishers:
Black Bull Music, Inc.
Jobete Music Company, Inc.

Vince Perrone (l.) and Lester Sill of Jobete Music Company, Inc. with Stevie Wonder.

AWARD WINNERS

ASCAP's Most Performed Songs

(October 1, 1984-September 30, 1985)

AGAINST ALL ODDS

Writers: Phil Collins (PRS)
Publishers: Golden Torch Music Corp., Pun Music, Inc.

ALF

Writers: Glen Ballard, Cliff Magness, David Pack*
Publishers: MCA, Inc., Yellow Brick Road Music

AMOROUS

Writers: Harold Faltermeyer (GEMA)
Publishers: Famous Music Corporation

BE GOOD TO ME

Writers: Mike Chapman, Nicky Chinn, Holly Knight
Publisher: Arista Music, Inc.

BE IN THE U.S.A.

Writers: Bruce Springsteen
Publisher: Bruce Springsteen

BEACHES

Writers: Michael Campbell, Don Henley
Publishers: Cass County Music Company,
Wild Gator Music

BEAT FIGHT THIS FEELING

Writers: Kevin Cronin
Publisher: Fate Music

BELESS WHISPER

Writers: George Michael, Andrew Ridgeley
Publisher: Chappell & Co., Inc.

BIG BEAN QUEEN

Writers: Billy Ocean (PRS), Keith Diamond*
Publisher: Zomba Enterprises, Inc.

BY YOUR SIDE

Writers: Steve Goodman
Publisher: Turnpike Tom

CALL IT NOW

Writers: Vincent Brantley, Ricky Timas
Publisher: N.G. Music Publishing

CAZ

Writers: Richard Marx, Kenny Rogers
Publishers: Lion's Mate Music Co.,
Security Hogg Music

CAZY FOR YOU

Writers: John Bettis, Jon Lind*
Publisher: WB Music Corp.

CERT MOON

Writers: Dennis De Young
Publisher: Grand Illusion Music

CHANCE YOU TAKE

Writers: Keith Forsey, Steve Schiff*
Publisher: MCA, Inc.

CHANGING PARTS

Writers: Larry Di Tommaso, Ralph Palladino
Publishers: Acrobatic Productions, Inc. (Al Dante
Music Division), Ra Ra La Music,
Unicity Music, Inc.

CHANCE

Writers: Ric Ocasek
Publisher: Lido Music, Inc.

EASY LOVER

Writers: Philip Bailey, Phil Collins (PRS), Nathan East
Publishers: New East Music, Pun Music, Inc.,
Sir & Trini Music

EVERYTHING SHE WANTS

Writers: George Michael
Publisher: Chappell & Co., Inc.

FOOLISH HEART

Writers: Randy Goodrum, Steve Perry
Publishers: April Music, Inc., Random Notes,
Street Talk Tunes

FREEWAY OF LOVE

Writers: Narada Michael Walden, Jeff Cohen*
Publisher: Gratitude Sky Music, Inc.

GLORY DAYS

Writers: Bruce Springsteen
Publisher: Bruce Springsteen

HARD HABIT TO BREAK

Writers: Steve Kipner, John Parker*
Publishers: April Music, Inc., Stephen A. Kipner Music

THE HEAT IS ON

Writers: Harold Faltermeyer (GEMA), Keith Forsey
Publisher: Famous Music Corporation

I FEEL FOR YOU

Writers: Prince
Publisher: Controversy Music

IF THIS IS IT

Writers: Johnny Colla, Huey Lewis
Publisher: Hulex Music

I JUST CALLED TO SAY I LOVE YOU

Writers: Stevie Wonder
Publishers: Black Bull Music, Inc.,
Jobete Music Company, Inc.

I'M ON FIRE

Writers: Bruce Springsteen
Publisher: Bruce Springsteen

INTO THE GROOVE

Writers: Stephen Bray, Madonna
Publishers: Black Lion Music, Bleu Disque Music Co.,
Inc., WB Music Corp., Webco Girl Music

I WANT TO KNOW WHAT LOVE IS

Writers: Mick Jones
Publishers: Evansongs, Ltd., Somerset Songs
Publishing, Inc.

LIKE A VIRGIN

Writers: Tom Kelly, Billy Steinberg
Publishers: Denise Barry Music, Billy Steinberg Music

LOVE LIGHT IN FLIGHT

Writers: Stevie Wonder
Publishers: Black Bull Music, Inc.,
Jobete Music Company, Inc.

LOVERBOY

Writers: Robert John "Mutt" Lange (SAMRO),
Billy Ocean
(PRS), Keith Diamond*
Publisher: Zomba Enterprises, Inc.

LUCKY STAR

Writers: Madonna
Publishers: Bleu Disque Music Co., Inc.,
Webco Girl Music

MISSING YOU

Writers: Mark Leonard, Chas Sandford, John Waite*
Publishers: Fallwater Music, Markmeem Music

MISSING YOU

Writers: Lionel Richie
Publisher: Brockman Music

NEUTRON DANCE

Writers: Danny Sembello, Allee Willis*
Publisher: Unicity Music, Inc.

NEVER SURRENDER

Writers: Corey Hart (CAPAC)
Publisher: Lesse Publishing

NIGHTSHIFT

Writers: Walter Orange
Publisher: Walter Orange Music

NO MORE LONELY NIGHTS

Writers: Paul McCartney (PRS)
Publisher: MPL Communications, Inc.

ONE MORE NIGHT

Writers: Phil Collins (PRS)
Publisher: Pun Music, Inc.

PENNY LOVER

Writers: Brenda Harvey-Richie, Lionel Richie
Publisher: Brockman Music

POWER OF LOVE

Writers: Johnny Colla, Chris Hayes, Huey Lewis
Publisher: Hulex Music

PURPLE RAIN

Writers: Prince
Publishers: Controversy Music, WB Music Corp.

RASPBERRY BERET

Writers: Prince
Publisher: Controversy Music

RHYTHM OF THE NIGHT

Writers: Diane Warren
Publisher: Edition Sunset Publishing, Inc.

SEARCH IS OVER

Writers: Jim Peterik, Frank Sullivan*
Publisher: Easy Action Music

SMOOTH OPERATOR

Writers: Ray St. John (PRS), Sade (PRS)
Publisher: Silver Angel Music

SOLID

Writers: Nickolas Ashford, Valerie Simpson
Publisher: Nick-O-Vol Music Co., Inc.

SOME GUYS HAVE ALL THE LUCK

Writers: Jeff Fortgang
Publisher: Kirshner/April Music Publishing*

ST. ELMO'S FIRE (MAN IN MOTION)

Writers: John Parr (PRS), David Foster*
Publishers: Bogus Global Music,
Golden Torch Music Corp.

STRUT

Writers: Charlie Dore, Julian Littman (PRS)
Publisher: Ackee Music, Inc.

STUCK ON YOU

Writers: Lionel Richie
Publisher: Brockman Music

SUDDENLY

Writers: Billy Ocean (PRS), Keith Diamond*
Publisher: Zomba Enterprises, Inc.

SUSSUDIO

Writers: Phil Collins (PRS)
Publisher: Pun Music, Inc.

TIME AFTER TIME

Writers: Rob Hyman, Cyndi Lauper*
Publisher: Dub Notes

TO ALL THE GIRLS I'VE LOVED BEFORE

Writers: Hal David, Albert Hammond
Publishers: April Music, Inc., Casa David

TOO LATE FOR GOODBYES

Writers: Julian Lennon (PRS)
Publisher: Chappell & Co., Inc.

VALOTTE

Writers: Justin Clayton (PRS), Julian Lennon (PRS),
Carlton Morales

WAKE ME UP BEFORE YOU GO-GO

Writers: George Michael
Publisher: Chappell & Co., Inc.

WE ARE THE WORLD

Writers: Lionel Richie, Michael Jackson*
Publisher: Brockman Music

WE DON'T NEED ANOTHER HERO

Writers: Terry Britten (PRS), Graham Lyle (PRS)*
Publisher: Myaxe Music, Ltd. (PRS)

WHAT ABOUT ME

Writers: Richard Marx, Kenny Rogers, David Foster*
Publishers: Lion's Mate Music Co.,
Security Hogg Music

WHAT'S LOVE GOT TO DO WITH IT

Writers: Terry Britten (PRS), Graham Lyle (PRS)*
Publisher: Chappell & Co., Inc.

WHEN DOVES CRY

Writers: Prince
Publishers: Controversy Music, WB Music Corp.

WHO'S HOLDING DONNA NOW

Writers: Randy Goodrum, Jay Graydon, David Foster*
Publishers: April Music, Inc., Garden Rake Music, Inc.,
Random Notes

YOU GIVE GOOD LOVE

Writers: Lala
Publishers: Little Tanya Music, MCA, Inc.

YOU'RE THE INSPIRATION

Writers: Peler Cetera, David Foster*
Publisher: Double Virgo Music

YOU'RE THE ONLY ONE

Writers: Peler Cetera, David Foster*
Publisher: Double Virgo Music

YOU'RE THE ONLY ONE

Writers: Peler Cetera, David Foster*
Publisher: Double Virgo Music

YOU'RE THE ONLY ONE

Writers: Peler Cetera, David Foster*
Publisher: Double Virgo Music

YOU'RE THE ONLY ONE

Writers: Peler Cetera, David Foster*
Publisher: Double Virgo Music

YOU'RE THE ONLY ONE

Writers: Peler Cetera, David Foster*
Publisher: Double Virgo Music

YOU'RE THE ONLY ONE

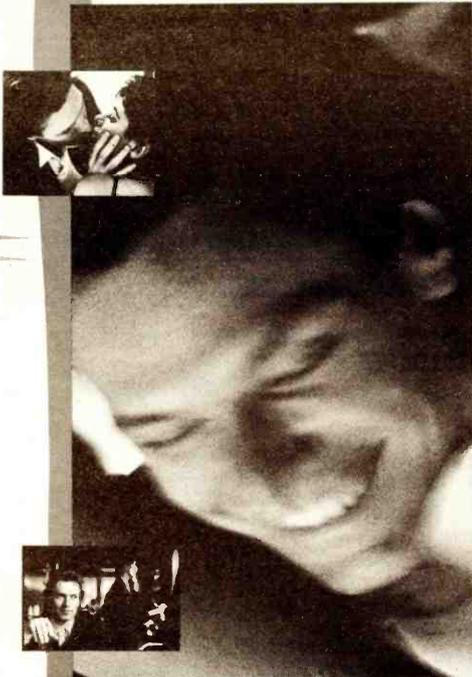
Writers: Peler Cetera, David Foster*
Publisher: Double Virgo Music

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American Society of Composers, Authors & Publishers

STREET TALK

Steve Winwood
 "HIGHER LOVE"



FROM THE FORTHCOMING ALBUM *BACK IN THE HIGH LIFE*
 PRODUCED BY RUSS TITELMAN AND STEVE WINWOOD
 MANAGEMENT: NUVISIONS MANAGEMENT, LTD., RON WEISNER, BENNETT FRIED



CHR BREAKERS



TRACK 5

Continued from Page 18

BOB GELDOLF's tireless work for African hunger-relief was recognized last week by **QUEEN ELIZABETH**, who made him an honorary Knight of the British Empire (KBE). They don't dub knights with a sword on the shoulder anymore, unfortunately. Now, that would have been a photo opportunity.

Seems the marriage between **DIR BROADCASTING** and **NSBA** has been annulled. The two companies had reportedly worked out a distribution deal for NSBA's "On The Radio," but the premarital agreement was not acceptable to both parties. DIR has sent out telegrams disavowing any relationship with NSBA, and NSBA President **JEFF LEVE** confirms the separation. Remember, the show isn't over until the fat lady signs.

DICK WEINSTEIN, most recently President of **BIRCH RADIO**, will be going across the street to the TV side of the business. Expect him to hook up in a top executive capacity with a major TV rep firm.

Good Gigs Dept.: After five years **GARY CRAIG** is leaving mornings at **WTIC-FM/HARTFORD**, following the failure to negotiate a new deal on his contract, which ends August 15. T&Rs ASAP to PD **GARRY WALL** . . . Look for **WHYY-FM/MONTGOMERY PD BOB RALEIGH** to vacate his post this summer in his quest for another PD position. Bob's still programming the CHR, and is assisting GM **LARRY STEVENS** in finding a replacement . . . **KMJK/PORTLAND** is losing longtime morning team of **KENT PHILLIPS** and **ALAN BUDWILL** to wakeup service at **KPLZ/SEATTLE**. Contact **KMJK's JON BARRY** . . . **WROR/BOSTON** is looking to hire a production director and a promotion director. Qualified and interested parties should call PD **LORNA OZMON** at (617) 236-6898.

Guess who has her own perfume debuting this month? **ARISTA's DIONNE WARWICK** will be on hand at the upcoming Beverly Hills Neiman-Marcus champagne reception, where folks can get their first whiff of *Dionne Parfum*. Darling, you scent me.

Condolences to the family and friends of **WKJN/BATON ROUGE** personality **STAN HALL**, who died of apparent suicide June 10. Hall, 35, is survived by former wife Linda, and young sons Grant and Ross. A scholarship fund for the boys has been set up through Fidelity Nat'l Bank in Baton Rouge; WKJN will provide more details. Hall had been at 'KJN for two years, and earlier worked for WLCS across town and at KEEL/Shreveport.

Congrats to Michigan research/strategic consulting firm **MARK KASOFF & CO.** on a special occasion for any company — its first anniversary.

Strong turnouts are expected at both the 15th annual **BOBBY POE SEMINAR** in Atlanta (June 27-28; 301-951-1215) and the 11th annual **UPPER MIDWEST COMMUNICATIONS CONCLAVE** in Minneapolis (June 26-29; 612-927-4487). **R&R's JOEL DENVER** will be at the Poecat, while **JEFF GREEN** covers the Conclave. See you there!

If you're ever visiting Pittsburgh, why settle for the nearest Holiday Inn when you can relax at **CLARK RACE's** own bed & breakfast inn? The former **KDKA** star has restored an 1880 three-story, seven-bedroom charmer and would love to play host to his industry friends whenever they're in town.

Longtime label and personal management veteran **ALAN MINK** has started a Los Angeles-based auto leasing company, with **DENIECE WILLIAMS** driving away the first car, a Jaguar. Honk for Alan at (818) 995-1956.

A real coup for **WLUP/CHICAGO**, which landed "Late Night With David Letterman" announcer **BILL WENDELL** to do a series of station IDs like, "Live . . . from Chicago, the city where politics is a contact sport: it's WLUP."

Radio romances continue: **WZIP/DAYTONA BEACH GM HOWARD GRIBOFF** and News Director **LAUREN CHESTER** are tying the knot June 29. One step ahead are **KEZB/EL PASO** afternoon driver **CHRIS MUSIC MICHAELS** and **TOBY LEIGH** of crosstown **KHEY** — they're celebrating the birth of their new son, Henry Tyler Christian.

Who was that masked treeman? Burlington, VT citizens know him as "the pothole bandit," thanks to **WJOY & WOCR**. It started when 'QCR's **LOUIE MANNO** began to talk with a person who said he was putting trees in the city's potholes. **ND JAMES CONDON** checked with the police, who found evergreens in the road. While the police chief was being interviewed by Manno the next day, the Pothole Bandit called in, and what is sure to be an interesting meeting between the two was arranged.

Happy Endings: With all of the family problems the radio business has caused over the years, here's a great Father's Day saga: **KMEL/SAN FRANCISCO** News Director **J. PAUL EMERSON** and his wife split up over 12 years ago, and he hasn't seen or heard from J. Paul Jr. since, despite efforts to track him down. Out of the blue, J. Paul Jr. managed to find his father, called him on Father's Day, and has agreed to come live with him.

Great talent's hard to find!

... But it doesn't have to be.

TALENTMASTERS

1554 Pinecreek Way • Woodstock, GA 30188 • (404) 926-7573



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"LISTEN TO ME" TOMMY KEENE



The New Single
From The Album
SONGS FROM THE FILM



SIOUXSIE THE BANSHEES ON TOUR

"CITIES IN DUST"



The New Single
From The Album
Tinderbox



THE STYLE COUNCIL'S SUMMER SESSION

"(WHEN YOU) CALL ME"



© 1986 The David Geffen Company

The New Single
From The Album
HOME AND ABROAD





JHAN HIBER

How Ad Execs View Radio

Do we really know how advertisers feel about our medium? With all the research that goes toward surveying audience attitudes, doesn't it make sense to do some research aimed at the ad community? If such research was done, what might it show?

I was recently privy to some confidential research focusing on key media decisionmakers and their attitudes toward radio. I'll share some of the techniques used to derive such information, then we'll look at what these folks had to say.

The Second Public

Zillions of dollars are spent annually on the listening audience. We probe, dissect, and examine their perceptions and attitudes; send them diaries or call them to obtain ratings feedback. Then we marshal our data, troop into the streets, and wonder sometimes why we can't slay the media dragon.

Wise stations take part of their annual sales and research budgets and examine the attitudes of the media community — or, as I call it, the Second Public. While the listening public is naturally important to your success, it's vital that your station know the nuances of the Second Public as well, if not better. Knowing how the media spenders tick can often help you ride out a poor ratings report.

Pick several dozen key media decisionmakers in your market. Choose a cross-section of various size accounts, agency and direct, and decide how you'd like to examine how they feel about you, other

stations, and other media. You can delve into their psyches four ways:

- Informal discussions involving station personnel and the media types at social gatherings or outings. Catching them "off guard" may uncover a gem.

- Anonymously sponsored one-on-one in-person interviews conducted in media maven's office. This is the superior technique and most expensive.

- Under this approach the media movers and shakers are flattered that you've had an unknown researcher come to their office. The respondents usually gush forth information which you can tape as well as jot down.

- Anonymously sponsored telephone interviews. Cheaper than the in-person technique but also less ef-

"Knowing how the media spenders tick can often help you ride out a poor ratings report."

fective since the one-on-one rapport isn't established.

- Mailed questionnaires. Cheap yet but least likely to uncover the insights you desire. Return rate can be poor and, unlike the "live" interviews above, there's no option for probing.

- Whichever approach you take, I suggest selecting about 50 key media targets. You should be able to get usable feedback from half of them in a given week of interviews.

Advertisers Speak

What has the Second Public said lately about radio? The info that follows was derived from recent in-person interviews conducted in several top ten markets. It may give you a glimpse into the hearts (yes, they do have hearts) and minds of those who control mucho bucks. Of course, feedback you uncover in your market will undoubtedly differ.

Here are the key conclusions derived from dozens of interviews and chats with media VPs, planners, and buyers:

1. Larger market advertisers' main tools were Arbitron, computerized ratings breakdowns from the stations, and qualitative data (in that order).

2. Because of the difficulty in coordinating two often contradictory ratings measurements, very few placed much credence in Birch. Birch was used by some to add information to their knowledge pool.

3. Very few subscribed to Arbitrends or Birch. They relied on stations to supply such data. Arbitrends, more so than Birch, was viewed as a supplementary tool with which to fill in the total market picture.

4. Scarborough was mentioned as the best and most frequently used qualitative service. Birch qualitative was used somewhat. Although respected, Simmons and ClusterPlus were not widely used qualitative tools.

5. Most written proposals are regarded as propaganda conjured up by the station.

6. Buyers recognize that client promotions, when appropriate, add value to their spot buys.

7. Retailers, more so than larger agencies, put significant emphasis on past success to drawing traffic.

8. Finally, some of the Second Public expressed concern that radio station management has unrealistic expectations of their account executives. AEs who are shoved out to sell an unrealistic demo, given their station's format, lose credibility and irritate the media moguls. This ends up hurting the station in the long run.

In advertiser studies I've seen over the years, other key responses have also been unearthed. For example, in smaller and medium markets, advertisers are likely to feel the salespeople are untrained. "Last week they were pumping gas or selling shoes; this week they're radio reps" was one remark that stuck with me.

Another key item that sometimes surfaces in advertiser re-

search has to do with identifying quality AEs. There will be times when the AE has a personality clash, which can hurt revenues. This can be identified and remedied. However, the real gem is when your study derives consistently positive feedback about a particular rep. That person may be a target hire.

Potent For Radio?

Given the ideas expressed in these large market studies, clues emerge regarding what this feedback means to radio:

- Radio's revenue picture can be bright. Indeed, almost all the honchos interviewed saw increased radio spending in their media plans this year.

- Arbitron still has the upper hand on the agency front. Indeed, Leo Burnett in Chicago (the McDonald's agency there) still relies upon Arbitron. Apparently, Birch usage has been delayed perhaps until August or September. What effect Birch's recent methodology shifts — and the resultant number swings — will have on Birch's agency income remains to be seen.

- Promotional creativity can pay off at the bottom line. One of radio's strengths has been its ability to add sizzle. Stations should strive to continue this promotional impact.

- Qualitative information plays a role — but still not a major one — at most stations. If Scarborough is the most used and respected, that's an interesting commentary since its studies are usually done every two or three years. Thus, given the fluid nature of our biz, even the Scarborough data may be out of touch as time goes on.

- Format selection and sales management depend on this premise — the wider the station's demo appeal, the better the sales potential. This sounds so obvious: The more demos you do well in, the more buys you can pitch. Some prefer, however, to narrowcast. This means that if you opt for that choice formatically, your station must really dominate the demos involved in order to get a sizable chunk of change. If you target men 25-34, don't expect to be treated credibly when it comes time to pitch for the ladies fashion business.

- Bear in mind how the Second Public will/may react to events you plan to attract the listening public. How your station images itself externally and over the air has a residual impact on how the ad community feels about your sales effort.

The Bottom Line

So remember to budget annually for some version of objective sales research. Second, be sure to get information from a cross-section of your ad community. Finally, listen to what these people have to say. Knowing their thoughts, likes, and dislikes can turn your bottom line from red to black, and turn your frown upside down into a smile.

BROADCASTING OPPORTUNITIES

T.V.

2 network affiliates, \$30 million total.

NORTHEAST: Independent UHF, good growth potential.

SOUTHWEST: Independent UHF, good growth potential.

MIDWEST: Large cable system, mature, great cash flow, good stable history, \$50 million.

RADIO

SOUTHWEST: Class C FM, good cash flow \$2,700,000

MICHIGAN & OHIO: Several radio stations available with good cash flow and stable histories.

ALABAMA: Doctor wants to sell Class C FM. Awaiting CP for increased antenna height to provide basic coverage over prime Florida area. \$1,500,000. Terms available.

NORTHERN CALIFORNIA: Class C FM, \$1,900,000

GEORGIA: 2 excellent buys in radio.

FLORIDA: Several radio stations as low as \$750,000

FLORIDA: East Coast, Class A FM, \$4,000,000.

KANSAS: AM/FM Combo, Class C FM, \$8,000,000

VIRGINIA: SOUTHWEST: 2 combos, one \$450,000. The other \$1,000,000.

MINNESOTA: Turnaround AM

TEXAS: Excellent Class C FM \$2,700,000.

MIDWEST: Top 30 market, turnaround, combo, \$5,500,000.

WASHINGTON STATE: 2 stations, one is AM/FM combo (Class C) for \$900,000, the other is Class C combo for \$2,000,000. Possible assumption.

BARRY SHERMAN AND ASSOCIATES

1828 L STREET, N.W. • SUITE 300
WASHINGTON, D.C. 20036 • 202-429-0658
MIDWEST: H. WALTER WESTMAN 313-881-5432



WESTWOOD ONE
RADIO NETWORKS
PRESENT

THE CONCERT HOUR

BROUGHT TO YOU BY

Budweiser



Sheila E

with Special Guests

PRINCE

AND THE
REVOLUTION

Coming the week of June 30, a very special edition of Westwood One's *The Concert Hour* will feature a one-of-a-kind performance starring Sheila E. with special guest star Prince, making his first-ever national radio concert appearance as he and members of his band, The Revolution join his protégé onstage.

This exciting performance, recorded in May at the Fox Warfield Theatre in San Francisco, showcases such Sheila E. songs as "Glamorous Life," "Holly Rock," "Erotic City" and "Sister Fate," among others. Prince, making a surprise guest appearance, duets with Sheila E. on "Love Bizarre."

To make sure this special radio event is heard on your radio station, call your Westwood One Station Sales Representative at (213) 204-5000 or Telex 4996015 WWONE.



WESTWOOD ONE
RADIO NETWORKS

TALENT,
SKILL
AND A HIT SONG.



"WHAT DOES IT TAKE"

WPHD WNOK OK100 WHSL
CKOI WANS 95XIL WVBS
CFTR WCKN KFMN Y94
K104 WOKI WJAD WDBR
WMJQ KSND Q104 OK95
WGUY WZYP

THE NEW SINGLE FROM

SUITE



PRODUCED BY BRUCE FAIRBAIRN-MANAGEMENT;
STEPHEN PRENDERGAST/HEAD OFFICE MANAGE-
MENT FROM THE ALBUM THE BIG PRIZE ON
WARNER BROS. RECORDS AND CASSETTES



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RATINGS

WINTER '86

Arbitron Demographic Rankings

Washington, DC

WAVA Grabs Teen Crown; WHUR Top Choice Of Older Adults; WKYS New 18-34 Leader, Runner-Up With Older Adults; WCXR Makes Strong Jumps.

Fa '85		Wi '86													
12-17		18-34		18-49		25-54		12-17		18-34		18-49		25-54	
'85	'86 Rank														
6	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
7	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
3	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
19	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
21	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9
9	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10

Dallas-Ft. Worth

KKDA First With 18-34, Second In Teens, 18-49; KVIL Tops With Older Adults; KEGL Still Teen Titan; KZEW Scores Big Gains With Young Adults.

Fa '85		Wi '86													
12-17		18-34		18-49		25-54		12-17		18-34		18-49		25-54	
'85	'86 Rank														
1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1
2	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2
4	3	6	3	3	3	3	3	3	3	3	3	3	3	3	3
3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
6	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
8	6	8	6	6	6	6	6	6	6	6	6	6	6	6	6
—	7	3	7	7	7	7	7	7	7	7	7	7	7	7	7
16	8	9	8	8	8	8	8	8	8	8	8	8	8	8	8
10	9	10	9	9	9	9	9	9	9	9	9	9	9	9	9
9	10	7	10	5	10	5	10	5	10	5	10	5	10	5	10

Miami-Ft. Lauderdale

WSHE Still Young Adult Leader, Drops In 25-54; WHYI New Teen Titan, Runner-up With Young Adults; WAXY Leads 25-54; WLYF Gains In Older Demos

Fa '85		Wi '86													
12-17		18-34		18-49		25-54		12-17		18-34		18-49		25-54	
'85	'86 Rank														
2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
6	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
3	6	8	6	6	6	6	6	6	6	6	6	6	6	6	6
9	7	6	7	7	7	7	7	7	7	7	7	7	7	7	7
11	8	10	8	8	8	8	8	8	8	8	8	8	8	8	8
7	9	7	9	9	9	9	9	9	9	9	9	9	9	9	9
13	10	12	10	8	10	8	10	8	10	8	10	8	10	8	10

Pittsburgh

WBZZ And WDVE Stable With Young Adults, Teens, Down 25-54; KDKA Retains Older Adult Edge; WHTX Up In All Adult Demos

Fa '85		Wi '86													
12-17		18-34		18-49		25-54		12-17		18-34		18-49		25-54	
'85	'86 Rank														
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4
6	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5
5	6	8	6	6	6	6	6	6	6	6	6	6	6	6	6
7	7	9	7	7	7	7	7	7	7	7	7	7	7	7	7
—	8	6	8	8	8	8	8	8	8	8	8	8	8	8	8
10	9	7	9	9	9	9	9	9	9	9	9	9	9	9	9
—	10	12	10	8	10	8	10	8	10	8	10	8	10	8	10

Rock Roll & Ratings

How to cultivate a loyal audience:

Start with the most popular hits ever recorded.

Add a radio personality who's legendary...

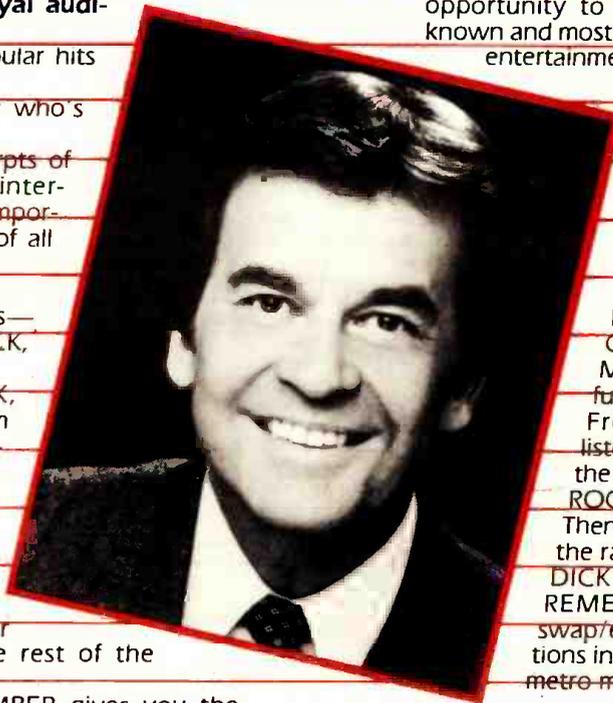
Sprinkle with brief excerpts of rare, exclusive taped interviews with the most important artists and groups of all time.

And then...

Simply rake in the ratings—with DICK CLARK'S ROCK, ROLL & REMEMBER.

DICK CLARK'S ROCK, ROLL & REMEMBER from United Stations Programming Network. The hit 4-hour weekly program that adds the necessary excitement to your weekend programming to keep your listeners rooted to your station throughout the rest of the week.

ROCK, ROLL & REMEMBER gives you the



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RICHARD AGATA

YOU'RE ON THE AIR WITH . . .

Playing The Field With Sports Talk Hosts

Perhaps it's because the Major League Baseball season now stretches from early spring through the eve of November. Or that the squabbling between the NFL and its orphaned brother, the USFL, keeps pro football in the news year 'round. Or even the fact that old-time dynasties like the Boston Celtics and the Montreal Canadiens once again sit upon their thrones in the NBA and the NHL. Maybe it's because Minor League Baseball is seeing a dramatic resurgence in many areas regionally, or that high school and college athletics are the only forms of local sports for many communities.

Whatever the reasons, we seem to have an instinctive desire to talk about what we see and hear, and sports is no exception.

Four of the men who field our questions and fuel our discussions are: Ken Beatrice, a no-nonsense host for WMAL/Washington since 1977; Wayne Cody, who's used a more happy-go-lucky style with KIRO/Seattle for the past ten years; Pete Franklin, WWWE/Cleveland's 15-year, self-professed king of sports talk hosts; and Lee "Haaksaw" Hamilton, a tireless worker who has plied his trade with KTAR/Phoenix since 1981.

Good ratings are part of each man's story. WMAL is third overall in its market, KIRO is number one, WWWE is sixth, and KTAR is number three, according to the fall '85 Arbitron. So stay on the line, you're on with . . .



Ken Beatrice

Ken Beatrice, WMAL/Washington

If you had to be stranded in a lifeboat in the middle of the ocean, Ken Beatrice is one guy you'd like to have along. He's ethical, fair, and intelligent. And if you happen to be stranded in the nation's capital Monday-Friday between 10pm-1am, he will buoy you for awhile. "I will discuss anything the caller chooses," he said. "Any topic of sports or how it relates to our society."

His show usually includes only one guest "so it's easier for people to get through." Beatrice must have gone to the Carl Sandberg school of caring, because he too

spells people with a capital P. "I have a love of people and a love of sports," he said. "That's the way I conduct my show." He has only two rules — no profanity and no personal attacks. "I do not do it and I will not permit my callers to do it — nor my guests, for that matter."

Beatrice feels very strongly about sports commentators becoming the story over the events with which they are discussing. He does do commentary, of course, but he doesn't look for controversy. "Seeking controversy for its own sake is a cop-out," he said. "It means you're telling the world you can't do your job appropriately, or that you don't have the knowledge, or that you're trying to be a sit-down comedian. That's not what my job is." He added emphatically, "I will never give my opinion without my reasons for it."

Thank God For Sports Fans

Beatrice opines that sports is an important mental, emotional, and psychological release for millions of people internationally, and thinks the diversion is necessary. He sees sports as relevant as the theater or opera, which he also loves.

"People who are not sports fans tend to look down on sports fans," he said. "That's stupid, simply because if a diversion provides you with a release for that period of time, you'll go back to the problems that are perhaps a bit more integral to our survival as a race with a fresher perspective. You have a better chance of handling them a little better."

"My statement to non-sports fans is that you'd better thank God every night when you get down on your knees that there are sports because they help tens of millions deal better with their lives."

Distinctively DC

Washington is certainly a unique sports environment. It's the only city to have lost a Major League Baseball franchise twice — once becoming the Minnesota Twins and again, giving birth to the Texas Rangers. Beatrice thinks DC gets a bad rap as a city that won't support baseball or is a "bad" baseball

town. "Washington had two owners (Calvin Griffith and Bob Short), both of whom showed that they weren't prepared to do what's necessary to provide a winner. They overpriced an inferior product. The city supported baseball magnificently under those terms." Washington wants another chance, often being rumored as an eventual expansion site when the National League adds two more teams to equal the American.

"There's a tremendous interest in the return of baseball," Beatrice said. And he thinks another bad rap about Washington is that it's a one-sport town. "Are the Redskins the major sports entity in this town? Without question. Is it the only interest? Absolutely not!" He pointed out that not only has baseball fever resurged, so has an interest in hockey, high school, college and professional basketball, and soccer.

New Issues

And Old Favorites

Beatrice notes that callers' questions have changed subtly over the years, with more and more comments now concerning contracts, relocations, and court cases. "I've mentioned on the air half-jokingly," he said, "that I feel I've let the people down by not having gone to law school. I'm spending so much time on legal issues." Just because the legal battles are part of the game doesn't mean he likes them. "I find it very distressing. They've beaten the little boy in me to death."

That's a little hard to believe when you hear him tell of his most memorable moment on the show. One night, 1936 Olympic Champion Jesse Owens guested. "Just meeting Jesse Owens . . . having him sit three feet from me and do the show . . . it was quite a thrill."



Wayne Cody

Wayne Cody, KIRO/Seattle

Wayne Cody happily and humbly conducts his top-rated, 7-10pm weeknight sports talk show not un-

like a minstrel show emcee. "I just sit in the middle," he said. "I hear from Mr. Bones and then Mr. Jones, and just moderate the thing.

"I give opinions, but basically let the callers talk it out themselves." He continued, "I'll agitate only when irritated. If the show gets dull, I'll get mad at someone just for the fun of it."

If Cody seems relaxed and confident, it may be because he feels he inherited a knack for radio. His father worked 53 years for WFIL/Philadelphia, beginning in 1930. And it's possible he developed his sense of humor while spinning the country platters for KSOP/Salt Lake City as "Cactus Kid" Cody.

Could Make Letterman Jealous

Cody's show is different, that's for sure. He enjoys giving the fans a chance to say whatever's on their mind. "We'll run a caller eight or nine minutes if he's got something interesting to say." But Cody's also got a group of regular call-in participants that could rival any of the bizarre antics David Letterman goes through with Chris Elliot ("The Man Under The Seats" and "The Fugitive Guy").

Cody explains, "Where they 'The Guy Who Knows-Where They Are Now.' He follows all the local high school and college players and reports on their progress. And we have a guy called 'Doomsday.' Everything is wrong in sports. He's a negative guy, and everybody calls in to argue with him." As for himself? "I'd like to think I know a little about a lot of things, instead of a lot about a few things."

His style is one that he feels developed naturally. "I don't think I've ever thought about it over the years," Cody mused. "It has just grown, as an elephant will grow a tusk. I don't think it's anything you can plan. If you're genuinely interested in sports, and you like your business, it's style that simply develops."

Don't Talk Down To The People

Cody believes the ability to paint a picture and ad lib are the two most important skills in radio. He thinks anyone can read words that are put in front of him. "But," he said, "if you can make the person listen and enjoy the words — make him laugh, chuckle, or get serious — that's what makes it."

Enthusiasm is also a key to Cody, as is realizing that fans today are more knowledgeable than ever. "If you start talking down to the people like they're stupid and you're the expert, well, that's just B.S.," he said. "That will not get it. People will tune you out mentally

and then physically change stations." The winning formula, according to Cody, is to "explain it to them in a happy manner and tell them what's going on. Be sad when the club loses and happy when the club wins. But don't go overboard and be a 'homer.'"

Stan The Man Fan Fainted

From the past ten years Cody has many fond memories. One of them was having the legendary pitcher Dizzy Dean as a guest for 45 minutes. "It was one of the greatest times I've ever had on the radio."

Another memorable, if not lengthy, interview was with former Ohio State football coach Woody Hayes. Cody recalled, "I was talking to him for about seven or eight minutes and then I brought up the game where he punched an opposing team player. He said, 'Damn, I knew you'd ask me about that . . . and then he hung up.'"

But perhaps his favorite story revolves around Stan Musial. "I had Stan Musial on one night, and a guy called who said he always loved 'The Man.' He said he wore Musial's uniform at his wedding and he even had Stan Musial pajamas. Then, while talking to Musial, he fainted and his wife had to come on the line."



Pete Franklin

Pete Franklin, WWWE/Cleveland

To describe Pete Franklin as outspoken is an understatement. The WWWE sports talk host is the Muhammad Ali of his field. He unabashedly proclaims, "I'm the king of the talk show hosts." He'll also be the first to tell you that he has been doing a sport talk show longer than anyone else, that he has more variety than anyone else, and that quite frankly, he's the best.

"My show (6-9pm, Monday-Friday) is unique because of one thing — the talent," he said. "I can't emphasize that enough. You can have Harry Schwartz do a talk show or

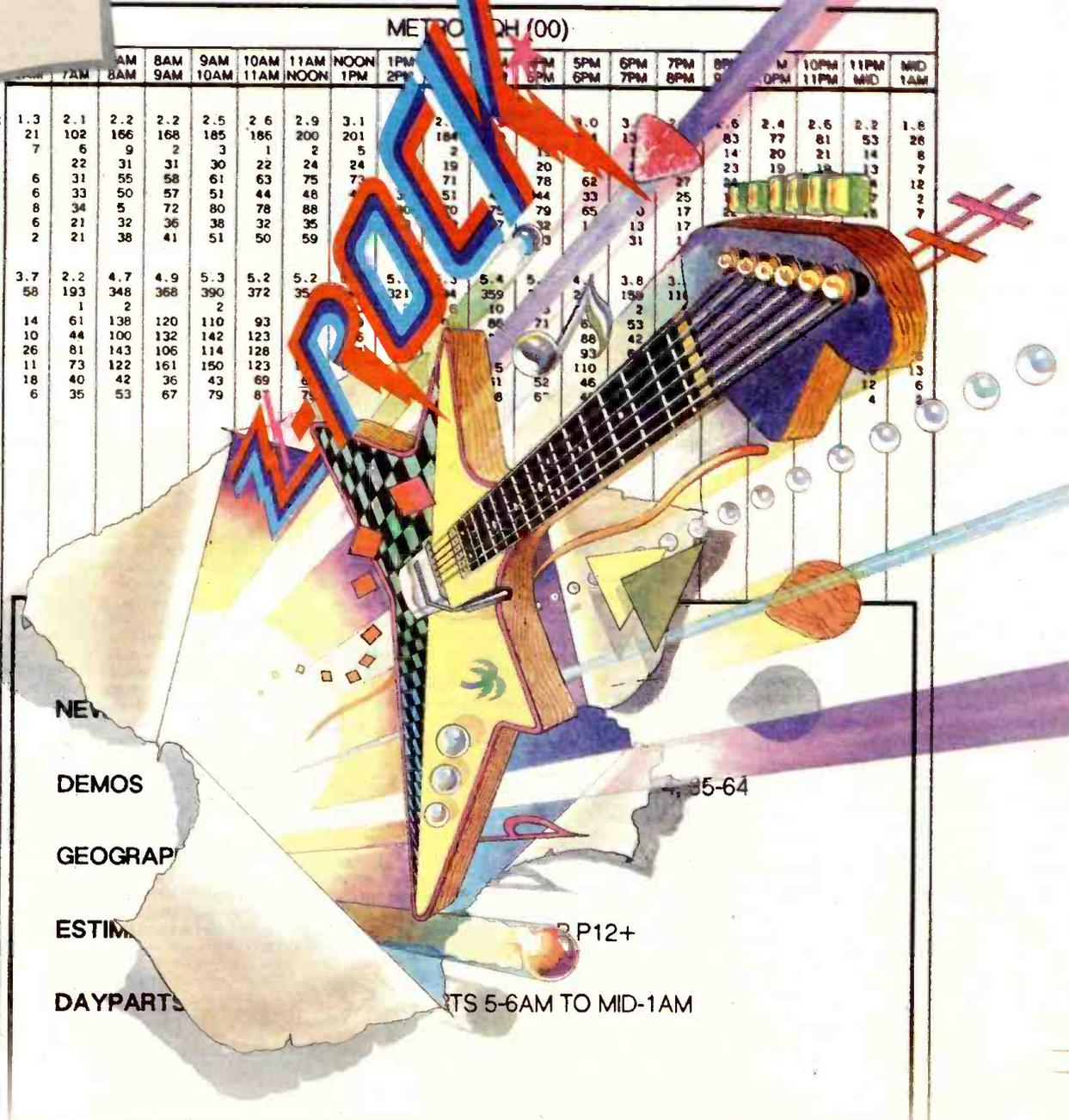
Continued on Page 30



Coming Soon: Breakthrough Numbers

METRO (00)

	7AM	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM	MID 1AM
WAAA																		
P12+ SHR	1.3	2.1	2.2	2.5	2.6	2.9	3.1	2.8	2.7	3.0	3.2	3.1	2.9	2.6	2.4	2.5	2.2	1.8
P12+	21	102	166	168	185	186	200	201	184	184	184	184	184	184	184	184	184	184
TEENS	7	6	9	2	3	1	2	5	2	1	13	83	77	81	53	26	8	6
M 18-34		22	31	31	30	22	24	24	19	20	24	23	19	19	13	7	12	2
W 18-34	6	31	55	58	61	63	75	73	71	78	62	27	25	1	2	2	7	7
M 25-54	6	33	50	57	51	44	48	44	51	44	44	33	33	1	2	2	2	2
W 25-54	8	34	5	72	80	78	88	88	70	75	79	65	3	17	2	2	2	2
M 35-64	6	21	32	36	38	32	35	35	37	37	32	1	13	17	1	1	1	1
W 35-64	2	21	38	41	51	50	59	59	70	70	30	31	1	1	1	1	1	1
WBBB																		
P12+ SHR	3.7	2.2	4.7	4.9	5.3	5.2	5.2	5.1	5.3	5.4	5.5	4.4	3.8	3.1	2.8	2.4	2.1	1.8
P12+	58	193	348	368	390	372	35	321	3	359	2	158	110	110	110	110	110	110
TEENS	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
M 18-34	14	61	138	120	110	93	6	6	10	71	6	53	4	2	2	2	2	2
W 18-34	10	44	100	132	142	123	6	6	88	88	42	6	6	6	6	6	6	6
M 25-54	26	81	143	106	114	128	6	6	88	88	42	6	6	6	6	6	6	6
W 25-54	11	73	122	161	150	123	6	6	88	88	42	6	6	6	6	6	6	6
M 35-64	18	40	42	36	43	69	6	6	51	52	46	6	6	6	6	6	6	6
W 35-64	6	35	53	67	79	87	6	6	6	6	6	6	6	6	6	6	6	6
+ WCCC																		
P12+ SHR																		
P12+																		
TEENS																		
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M 25-54																		
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M 35-64																		
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Playing The Field

Continued from Page 28

Johnny Carson do one, and Carson will last 20 years. You can have 50,000 people do a quiz show and have Groucho Marx conduct a quiz show; you watch Groucho. Is that a true statement or not?"

Shmuck Buster

Franklin believes he's lasted as long as he has because he's a walking encyclopedia of sports facts. He discusses what he calls "the primary sports topics." He will not discuss auto racing, professional wrestling, or horse racing. "I don't consider any of those three sports," he said.

Franklin, although obviously shy and reserved, can get annoyed at a caller occasionally, but he doesn't really like to emphasize that part of his reputation. "Once in a while," he continued, "some shmuck calls me and I tell him where to go. And I think that's what you notice. If I'm on the air for four hours and I rant and rave at a couple of shmucks, they'll probably remember that deviation. But I don't do that constantly because that would be artificial. I wait until there's some shmuck. I think if you're phony people can detect it; you don't last a lifetime."

Franklin, of course, is more than merely a shmuck-buster. He does know his limitations. "I'm so bright, I know I'm a dumbbell," he confessed. "I have a lousy voice, and am a flop in any other kind of broadcasting. However, if you have me doing this, I'm clearly the most superior talent in the history of the business. My ratings are astronomical. I've been lucky enough to find one damn thing I'm good at. I don't have a false sense of ego. I'm good at one thing and that's it."

I Gotta Be Me

The Cleveland talk host's style is personal, yet kept razor sharp by study. "I spend millions of hours with scouting reports," he said. But it's his personality that's the key. "I think the greatest line in show business and in life is Sammy Davis Jr.'s song, 'I Gotta Be Me'; I think that's the key. You've got to



Lee "Hacksaw" Hamilton

Lee "Hacksaw" Hamilton, KTAR/Phoenix

While Lee Hamilton was working in Akron, one of the news reporters started calling him "Hacksaw." The newsman said, "When somebody asks you a question, they get an answer that's clear, concise, and right to the point... just like a hacksaw." The nickname stuck and Hamilton finds himself cutting through the airwaves Monday-Friday from 6-10pm on KTAR.

Where he works has a lot to do with how he approaches his show. "My show is different because of what I call the 'melting pot syndrome' of Phoenix," he explained.

"We've got people here from all over the country and they bring with them diverse interests, not just football, basketball, and baseball."

Continued Hamilton, "As weird as it sounds, we've got a lot of hockey fans who live out here in the desert. We've got people who are interested in golf, tennis, and auto racing. We cater to everybody. My philosophy of the melting pot is to give everybody a taste of what's on the menu. In doing so you please everybody, which means they're always going to listen to your show because they know that's where they can go to get the information."

A One-Man Gang

In keeping with its fast pace, Hamilton's show boasts many out-of-town guests for quick, 10-15 minute bursts called "News Makers." He also conducts in-studio interviews and open forums. "I put a lot of hot topics on the table and let the fans react."

He likens his show to what Larry King does nationally. In fact, his long-range goal would be to take his show to a network level. "We have a number of big guests on a consistent basis," said Hamilton. "It's a huge challenge; this stuff doesn't come easy."

Not only does Hamilton produce the show himself, he also books all

Continued on Page 33

get on the air and 'do' you."

Franklin does admit he's had some influences in his career. "I enjoyed Red Barber a million years ago. I thought Bill Stern was the maestro of B.S. I was influenced by the people I used to listen to, and," he added, laughing, "I'm sure there's some misdirected youth being influenced by me."

Blyleven Mooned Him

If he can dish out the abuse, Franklin can take it too. One of his funnier experiences on the job happened one spring in Tucson while interviewing a group of Cleveland Indians. "Bert Blyleven (former Indian and current Twins pitcher) just walked in and mooned me. It cracked us all up. We love Bert. He's goddamn crazy, but we love him."

Franklin also recalls a war of words and ego match with Muhammad Ali. "We sat down and screamed at each other for literally an hour and a half. He gave me his Malcolm X routine and I told him he was full of crap. We had a good time."

As far as the city of Cleveland is concerned, he feels that its response to the good start by the Indians indicates that the town is no different than anywhere else. "Eighty thousand people show up when they're doing great and nobody shows up when they're horse-shit. Americans are front-runners. What the hell's wrong with that? It's only entertainment."

INTRODUCING ADAM "THE KIDD" BENJAMIN

15-Year-Old Hosts KPLS Sports Show

If you've ever wondered where the next sports talk host is coming from, wonder no further. There's a 15-year-old kid in Sebastopol, CA who's doing quite nicely, thank you. He's one Adam Benjamin, and since August 1985 has been doing a sports show on KPLS/Santa Rosa every Thursday from 7:10-7:30am.

Back in August, Adam, with the help of his mother, Sianah, put a demo tape together and shopped it around the neighborhood radio stations. KPLS PD Jim Meyers heard the tape and invited Adam on the air. "I made some football predictions on the air," recalled Adam, "and one of them was a really big upset. I picked the Saints over the 49ers and I was really close on the score."

He was hired right after that appearance, but Sianah assures us it was not just because of Adam's astute pick. A predictably proud parent who doubles as Adam's agent, she said, "He just sounds so good on the air. He speaks right up. He knows that whole radio bit — that shmoozy stuff. If you throw him a curve, he'll come right back."

Sports Interest Began At Six

Adam first started his interest in sports by way of collecting base-

he also does sports shows over the phone on WFLA/Tampa and K59/Honolulu.

Adam's favorite announcer is, ironically, out of work. He's O.J. Simpson. "I think O.J. is the best announcer in pro football," says Adam. "I like him better than John Madden. John was my favorite until I met him. I thought he was a snob."

Ax Is His Idol

In the field of prognosticators, Adam goes with the Ax, Pete Axthelm over Jimmy "The Greek" Snyder. "Pete has kind of been my idol," he confessed, "I'd like to meet him someday. I like the way he throws stats in and jokes around."

Adam is still only a high school sophomore, but he already has his eyes on college. He'd like to attend either Stanford or Cal (University of California/Berkeley), where he will take classes in broadcast/print journalism and acting. His main love is sports, however.

"I want to stay in the career that I'm heading in now," he said. "I'm moving along pretty quick for how young I am. I'm glad I'm getting an early start. I want to make broadcasting my career."

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Great as those reviews are, they're nothing compared to the raves McCarver gets from his millions of fans. He's got the kind of following most of us would give our best pitching arms for.

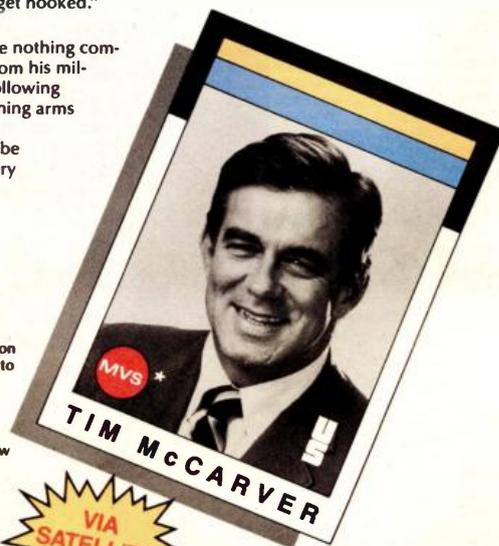
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(*) Most valuable sportscaster



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

SPORTS ON RADIO

Playing The Field

Continued from Page 30

the guests. "I'm kind of a one-man gang," he admits. "There's a reason for that. I know a lot of people, and can cut corners and get through the red tape to get to them. It really works. Our numbers in the ratings are enormous. So as long as you have something that works, you don't tamper with it."

A Bit Of A Purist

Hamilton observes, "The event is larger than the personalities covering it; the event should be the biggest thing." He believes the demise and shake-up of the ABC Monday Night Football crew is directly attributable to announcers who talked but had little to say. "I have problems with people who just ramble on and on," he said. "I think it really interferes with the game."

Hacksaw is a big fan of radio, and in being so, is a bit of a purist. "I like to think back to the '40s, '50s, and '60s — the heyday of radio. It helped you imagine. I love the technology and immediacy of television today, but I think it hurts our ability to dream and imagine."

As for his own on-air highlights, Hamilton recalled a series of interviews he did with a group of men who played in the old Negro Baseball Leagues. "There was this pitcher named Chet Brewer, who had won over 400 games. He was awesome simply from the stories he told. He talked about what it was like to play with and against Josh Gibson (often called 'the black Babe Ruth'), what it was like to barnstorm, and what it was like to be afraid. It was probably the most rewarding and satisfying interview I ever did."

32ND AND TRYING HARDER

KSUN/Phoenix Has A Hot Idea

"When you are the 32nd radio station out of 32 in a market that should have only 12 radio stations, you have to be aggressive to compete." Truer words may have never been spoken. KSUN/Phoenix GM Bill Elliott said them and has begun to pull out all the stops. First he went up against the big boys in town, namely KTAR and KOOL, and landed the Phoenix Firebirds Triple-A Minor League baseball broadcasts.

But that wasn't enough. To try something really different he decided it would be a great idea to make the team's manager for a few games, and an occasional umpire, player, or coach. "We begin the broadcast like most," explained Elliott, "with a manager's pregame show. Then as the game begins, we clip a wireless mike to manager Jim Lefebvre" (former Dodger second baseman and 1965 Rookie of the Year).

At this point, Lefebvre's comments can be broadcast live or recorded to be played back later. Firebirds GM Jack Singer also thinks the approach is a good one: "We feel it could really add to the insight for the listener. But," he added, "we're going to have to be discreet when we do it."

"It's Going To Be Risky"

KSUN broadcasts 144 Firebirds games with the two-man crew of Kent Derdivanis and Ken Korach. The miking of Lefebvre was Derdivanis's idea, and he thinks KSUN provides "probably the most comprehensive coverage in baseball." He said, "I know the coverage is better than a lot of major league teams."

Derdivanis went on to explain more of the reasoning behind the live mike in the dugout: "It's a bit of a novelty, something to differentiate our broadcasts from the major league broadcasts in the market (Dodgers, Angels, Padres, and Cubs have networks in Phoenix.) "It's going to be risky. Lefebvre's language can be colorful during the season."

KSUN should be used to risk by now. Until April the station was unrateable. "We used to be a Children's Radio Network," said

1400
KSUN AM



Kent Derdivanis Ken Korach

Elliott. "We were shooting for a 12 minus audience; 90% of my audience was nonrateable. It wasn't that we weren't achieving ratings, it was that no one was tallying

them." Now KSUN plays Jazz 24 hours and is hoping its minor league broadcasts will reap major league ratings.

LINE DRIVES

• CBS Radio will be adding something extra when it broadcasts the 57th Baseball All-Star Game live from the Houston Astrodome July 15. All the action will be aired in stereo, a first for the CBS Radio Network. The network has been able to provide music in stereo to its affiliates since 1983, but CBS Radio Networks Sr. VP Richard Brescia said, "With the '86 All-Star Game we'll be breaking new ground in the sports arena."

The network figures almost 13% of its affiliates are FMs, while many AMs have stereo capabilities. Brent Musburger, Johnny Bench, and Jerry Coleman will call 'em as they see 'em, including a live "Meet The All-Stars" broadcast on the eve of the event.

• A funny thing happened on the way to the NBA finals for the Houston Rockets. As most of the free world must know by now, actor Jack Nicholson is one of the most loyal (and visible) Los Angeles Lakers fans. So, put two and two together and you get KKBO/Houston passing out 17,000 pairs of sunglasses to fans before the May 16 semifinal contest. A lot of peo-

ple in L.A. donned their shades that night, as they couldn't bear to watch the Lakers lose the game 117-109, and eventually the series four games to one.

• Last year, when the NFL Cincinnati Bengals found themselves winless after their first few games, WEBN's Wild Man Walker recruited the services of Princess Ellen, a New Orleans "voodoo enchantress," to drive away negative vibrations from the team. She was successful three out of four times when called upon to cast her spell. So when the Cincinnati Reds got off to a horrendous start this baseball season, including an 8-6 loss to the Philadelphia Phillies on May 14 (after accumulating a 6-0 lead), Princess Ellen was once again called for relief.

Walker reached the Princess at a science fiction convention the next day and she agreed to conjure up a ritual on behalf of the Reds. She pinned up a photo of Pete Rose, burned a black candle and then a white one, and said a prayer. The next night it was answered by Ron Oester, as his three-run homer in the ninth gave the Reds a 6-5 victory over the Phillies.

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NETWORKS/PROGRAM SUPPLIERS

DEFINING THE JOCKOCRACY

The Pros And Cons Of Hiring The Pros

Howard Cosell's biting criticism of sports broadcasting has come to fruition. Virtually every national play-by-play team now features an ex-pro athlete-coach color analyst, commentator, or play-by-play announcer. Notables such as Johnny Bench, Tim McCarver, Hank Stram, and Oscar Robertson lend their expertise and name recognition to various radio network sportscasts, while John Madden and Dick Vermiel scrawl locker room pass patterns on video chalkboards. Broadcasting just isn't the same without these neo-commentators adding color and insight to their respective games. The jockocracy has arrived.

Contrary to Cosellian philosophy, however, this jockocratic society may have some merit. Network and audience reaction is essentially positive. The knowledge and insight provided by ex-pros are integral parts of any sportscast and far outweigh whatever communication skills might be lacking. Critics of athletes in the broadcast booth point to poor diction, grammar, and style as evidence of non-professionalism, but this negativism overlooks the valuable broadcast training provided by years spent on the playing field. Radio and television audiences enjoy and learn from jockeasters, a fact too important for network execs to ignore.

Ask The Expert

"Broadcasters who come from the world of sports can add a lot to any broadcast," explains United Stations VP/News Harvey Nagler, who works with former St. Louis Cardinal catcher Tim McCarver. "They know the game inside and out, and can give the listeners a feel for the problems which face the managers and players. They alone can describe the events of the game in cogent terms that everyone can understand; it's something no one can do unless they have actually been a participant in that sport."

Mutual Broadcasting's Manager/Sports Operations Larry Michael concurs. "These sportscasters paint a picture of what's unfolding in the game in a way that the average fan really could never imagine," he says. "They know the players, what goes on behind the scenes, every detail or preparation, and they have valuable contacts in the league. They have access to athletes and coaches and possess the ability to get inside information that the regular announcer couldn't get."

In addition to enlightening the radio listener, an expert game analyst also assists the play-by-play announcer. By providing information that can't be found in any sports fact book, the "jockcaster" can fill gaps and explain rules or

decisions that might elude the regular announcer. "The professional play-by-play broadcaster wants a partner who can explain the whys and wherefores of the game," says Jack O'Rourke, Exec. Producer/Sports at the NBC Radio Network. "He wants someone who understands the intricate rudiments of the game, which comes from a professional training in that sport."

O'Rourke points to NBC's Bob Trumphy, the 11-year Cincinnati Bengal tight end who pointed out a rulemaking error in Super Bowl

XX which resulted in an unwarranted Chicago Bears field goal. "You have to have that background, and you have to treat the broadcast as seriously as you treated the game when you played it," he adds.

Mid-Life Crisis

One major concern with hiring ex-athletes for broadcast work is the overabundance of willing candidates. Scores, if not hundreds, of pro (and amateur) athletes retire each year, and only a handful of broadcast gigs are available. Many football and baseball players find themselves rejected by networks and/or stations, and are eventually caught in professional limbo; broadcasting is not necessarily the swift career transition they envisioned in their waning years. More ex-jocks are selling insurance than deciphering the next pass pattern.

"Almost every athlete figures that after he retires he can become an announcer or color man," says Mutual's Michael. "They think making the switch will be easy. But

Nets Pick Top Jocks

With so many ex-athletes and coaches peppering the airwaves with color analysis and commentary, a few naturally rise to the top. In an "anonymous" poll of network execs, the following were selected (and are presented, in no particular order) as the cream of the jockocracy crop:

- **John Madden:** "There's no question about it... he does a super job"; "There's no one better at analyzing the game of football."
- **Dick Vermiel:** "He's one of the most coherent broadcasters around today."
- **Frank Gifford:** "A true pro, and he'll be one of the best color men on TV."
- **Pat Summerall:** "A very smooth, professional broadcaster who sounds so good you'd never

know he was an athlete."

• **Don Drysdale:** "He brings life to the broadcast."

A few runners-up in this race include Hank Stram, Tim McCarver, Merlin Olson, Jack Ham, Paul Hornung, and Bob Trumphy. Two notes: Because of constant crossover from radio into TV, announcers from both media were accepted. Also, no exec was allowed to select someone from his own network.

a lot of them are fooling themselves, because if they all have this attitude, obviously not all are going to make it."

CBS Radio's VP/Programs Frank Miller agrees. "A lot of people have tried this route, and now they're in other fields," he says. "A few have been very fortunate to have the ability to become broadcasters, and others have been equally fortunate to know that when their sports careers come to an end they should get interested in other things. Those who are serious about getting into broadcasting prepare well ahead of time so that when they're ready to make the change they are really ready."

Shelby Whitfield, Director/Sports and Exec. Producer at ABC, says that some athletes are "naturals" behind the mike, but the majority suffer great disappointment. "A few of them are good from the

beginning, like Paul Hornung, Jim Palmer, and Tom Seaver. They all seemed to walk right off the field and into the booth and do an excellent job. But this is definitely the exception; most of them require a lot of work, and some shouldn't be there at all."

Practice Makes Perfect

What many of these athletes forget, according to NBC's O'Rourke, is that any profession takes a lot of training. No jock got to the gridiron without spending years perfecting his game, and the same is true of broadcasting. "It's very lucky when you find someone who fits right into a broadcast," he comments. "Most of them try to get behind the microphone and realize they don't know what they're doing. It's a different ballgame."

United Stations's Nagler says that broadcast ability and knowledge of the game are of equal importance in the hiring process. "We look for a person's expertise as well as his ability to relate to the audience," he explains. "We don't always find that perfect fit, but we've found that it takes no more effort to train an athlete for an on-air job than it does to acquaint a broadcaster who comes from another organization."

Hits And Errors

What are some of the most common problems plaguing ex-athletes (and all broadcasters, for that matter)? "Grammar, speech, and diction," says Michael. "Sometimes when the red light goes on they clam up. Sometimes they have trouble putting their thoughts into words. They're used to pressure of a different kind, and sometimes they have to grope for words."

"The biggest mistake is being a 'homer,'" adds O'Rourke. "They get caught in the trap of saying, 'We've got the ball on the 30-yard line.' They get too involved with the team and become more partisan than they should be."

"They also need to be good talkers," concludes ABC's Whitfield. "It's important to have a pleasing voice and a professional sound, but too many announcers have trouble maintaining a conversation." Whitfield concedes that this might sound hypocritical coming from someone who has Howard Cosell working for him. "After all," he says, "Howard is the biggest critic in the world of jockocracy."

Seventh Inning Programming Stretch

Sports and radio go together like a ball and glove. Virtually every network has made a hefty commitment to sports, and new programming arises with each new season. Following are three new program features and/or ideas: one coming from the West Coast, one from the East, and one coast-to-coast.

Radio Baseball Cards

As a child Oakland A's outfielder Mike Davis collected bugs and rats, and pitcher Jose Rijo stayed in the big leagues only because his mom told him to. This information and more can be found on "Radio Baseball Cards," brainchild of KSFJ/San Francisco Production Director Fred Greene. "Cards" is a series of short segments featuring the different Oakland A's players, telling the "human side" of a game cloaked by recent headlines of drugs, strikes, and salary arbitration.

Each feature is :60 in length and is hosted by former A's all-star catcher Ray Fosse, who also provides color commentary and interviews for the A's Radio Network. Greene plans on expanding the series to next year include players from all Major League teams and syndicate the program nationwide. Sign that kid up!



Sports Final

Boston-based Callahan/Summer Radio Network offers (to New England radio stations only, at this point) "The Sports Final," a one-hour wrap-up of all sports. The nightly series features interviews from prominent sports personalities, reports on location, inside information from that day in sports, race track information, reports on recreational sports (hunting, fish-

ing, etc.), and commentaries from well-known sports figures and columnists.

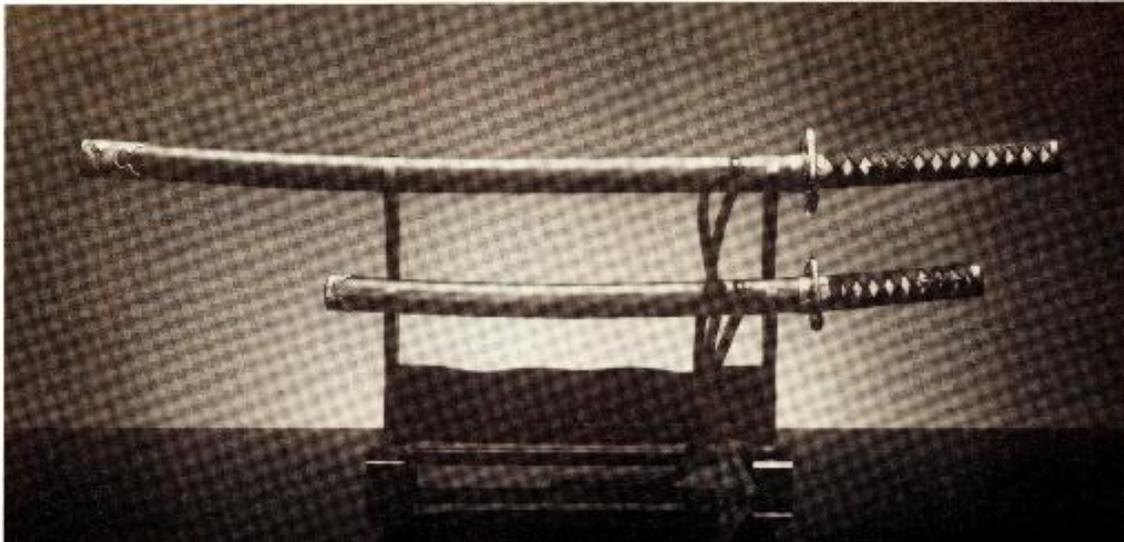
Each segment also includes three minutes for local stations to report local high school, college, or semi-pro results. The program is available on a barter basis, stations receiving 5 minutes while CSRN retains 10 minutes for advertising.

Costas Coast-To-Coast

Clayton Webster Corp. has announced its arrangement to produce and distribute "Costas Coast-To-Coast," a live Sunday night sports talk show hosted by NBC-TV's newest million-dollar sportscaster Bob Costas (see Networks, 3/28).

The 2-hour weekly "limited-call-in" program will originate from the studios of WHN/New York, and will be broadcast at 9pm ET. A start date of September 7 has been slated, which will allow Costas to cover the end of the baseball season and the start of both NFL and college football. Individual segments will usually focus on a particular theme, such as Great Baseball Announcers (featuring Harry Caray and Vin Scully) and Politics In Sports (with Bill Bradley and Jack Kemp).

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NETWORK FEATURE FILE

NEWS & INFORMATION FEATURES

June 23 - 27

MUSIC FEATURES

The Weekend

June 28 - 29

American Eagle (DIR) American made: July 4th Special (6/28)	Live From The Apollo (WO) Star Point
The Countdown (WO) Joelsu Love/Jeffrey Osborne	Metalshop (MJJ) Cuesensyche
Countdown America With Dick Clark (US) Madonna	Musical! (WO) American Musicals, Pt. IV. The modern era
Country Report Countdown (WRN) Janie Fricke/Winnie Nelson/ Nitty Gritty Dirt Band	Musical Starstreams (MS) Richard Slotkin
John Leader's Countdown USA (CUSA) 1980 Top summer hits	On The Radio (NSBA) Mr. Mister
Dick Clark's Rock, Roll & Remember (USP) Monkees	Power Cuts (GSN) Genesis: 38 Special/icehouse (6/29)
Dr. Demento (WO) Ray Stevens	Profile '86 (NBCE) 38 Special
Elvis Hour (CRN) Love songs	Reelin' In The Years (GSN) Graham Nash/Jethro Tull
Entertainment Coast-to-Coast (CBSR) Walle Nelson/Jim Henson/Frankie Avalon/ Hooters	Rick Daes' Weekly Top 40 (USP) Simply Red
Future Hits (WO) Culture Club/David Lee Roth	Rock Chronicles (WO) Bob Seger/Rob Jungklas/Peter Gabriel
Gary Owens' Supertracks (CRN) Platters	Scott Muni's Ticket To Ride (DIR) Paul McCartney (6/27)
Great Sounds (USP) Judy Garland	Scott Shannon's Rockin' America Countdown (WO) Madonna/Nu Shooz/George Michael
Hot Rocks (USP) Michael McDonald	Sinatra Special (CRN) Rare Capitol
Jazz Show With David Sanborn (NBCE) Billy Cobham	Solid Gold Saturday Night (US) Marvin Gaye (6/28)
King Biscuit Flower Hour (DIR) Greg Kinn-John Caffery & The Beaver Brown Band (6/29)	Super Gold (TRAN) Jackson Five/Connie Francis/ Top 5 Singles from '63
	Superstars Rock Concert (WO) Bryan Adams
	Top 10 USA (CBSR) Number 2 hit songs
	Weekly Country Music Countdown (USP) Gary Morris

The Week Of

June 30 - July 4

Concert Hour (WO) Sheila E./Prince	Country Hour (WO) Earl Anderson (7/1)
Country Calendar (CW) Charlie Daniels (6/30) Gary Morris (7/1) John Schneider (7/2) Johnny Lee (7/3) Lee Greenwood (7/4) Earl Thomas Conley (7/5)	Country Crossover (NP) Rosanne Cash/T.G. Sheppard/ Michael Johnson
Country Report (WRN) Judy Rodman/Johnny Paycheck (6/30) Keith Whitley/Kathy Mattea (7/1) Johnny Paycheck/Judy Rodman (7/2) Kathy Mattea/Keith Whitley (7/3) Judy Rodman/Johnny Paycheck (7/4)	Country Today (MJJ) 4th of July Summer Special
Encore With William B. Williams (WO) 1954: Jo Stafford	Line One (WO) Queen
Live From Gilley's (WO) Randy Travis	Live From Gilley's (WO) Randy Travis
Metalshop (MJJ) Rick James	Off The Record (WO) Bob Seger/Robert Palmer/Joey Jackson
Off The Record (WO) Moody Blues	Off The Record Special (WO) Moody Blues
Pioneers In Music (DIR) Boston/The Cars/J. Geils Band (6/30)	Pop Concerts & Star Trak Profiles (WO) Moody Blues
Rockline (GSN) Moody Blues (6/30)	Rockline (GSN) Moody Blues (6/30)
Rock Today (MJJ) Rick James	Shootin' The Breeze (WO) 52nd Street/Rick James/Whodini
Solid Gold Country (USP) Stars in the news (6/30) July calendar (7/1) Reba McEntire (7/2) Feature: 1962 (7/3) Salute to America in song (7/4)	Solid Gold Scrapbook (US) Birthdays & anniversaries (6/30) This week in 1964 (7/1) Count me in (7/2) This week in 1973 (7/3) Freedom Train (7/4)
Special Edition (WO) Phlip Bailey	Star Trak (WO) Kenny Loggins/Models/Peter Gabriel

GENERAL INFORMATION

The Blimp (PRN) Bottled water/lettuce/weight loss device/ cornumes/alternative energy sources	Computer Program (PRN) Universal communications/buffers/ campaigning/internal software/ song publishing
Earth News Radio (WO) Summer '86 Hottest Films: Running Scared/ Sweet Liberty/Back To School/ Karate Kid II/Psycho III	NBCExtra (NBC) Promise of Liberty
Sound Advice (PRN) Separate speakers/acoustic suspension speakers/bass reflex speaker/unusual speaker designs/hi amplification	Sports Flashback (CW) Stan Musial 1966 Kentucky Derby/ Preakness/Cassius Clay vs. Sonny Liston/ Hank Aaron/Pete Rose
Sporting News (CW) Joe West/Buddy Balcantana/Will Clark/ Steve Baldon/Lee May	Wireless Flash (CRN) Jim Belushi/Jennifer Connely/Tom Cruise

COMEDY

Blankety Blancs (ASR) Shave your legs/princess & pig/midwestern squad/tattoo parlor/mouth transplant	Comedy Show With Dick Cavett (CW) Show Business: Henry Youngman/ Gilda Radner/Groucho Marx/Bill Dana/ Monty Python/George Carlin/Billy Crystal
Daily Feed (DCA) Reagan press conference/Senate TV guide/ Gadgets spelled out/greenhouse earth/ espionage reruns	Laugh Machine (PRN) Woody Allen/Robert Klein/Galagher/ George Carlin/Hudson & Landry/ Rodney Dangerfield
Live From The Improv (DIR) Jack Gallagher/Dom Irrera/Paul Rodriguez/ Rich Shnyder/Monica Piper	National Lampoon's True Facts (SLP) Doubtless state/it only do this once: practice what you preach/roil out the dancing girls
Off Hour Rocker (OHR) Fido's five bucks/mudst housewife/stop this cotton/grown/ wild/cow costume	Party Drop-ins (ASR) Party popper/scoper/Rocky IV & Bullwinkle/ party prep beauty tip/high IQ/ fast food fun park
Radio Hotline (ASR) Your license was suspended/I don't agree with you/Mr. Zoo's elephant impression/ I got a computer/Mr. Zoo on the common housefly	Stevens & Grdnic's Comedy Drop Ins (ASR) Jaws, the sitcom/what's that stink/ health with hog/lucky Louie's insurance/ parking report
United Spots Of America (ASR) Mr. Onion/ruke & bazooka show/kill-it- yourself restaurant/dirty joke awards/ budget airways	

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Marketing, Inc. shall not be liable for any injury, damages or loss incurred by the winner and guest during prize trip.
6. Judging will be by Promotional Marketing, Inc. an independent judging organization. In case of tie, a random drawing from all correct entries will be held. By entering the contest, entrants accept and agree to these rules and the decisions of the judges which shall be final. Winner will be required to sign affidavits of eligibility and release. By submitting an entry, a potential winner agrees to allow use of his or her name and/or photograph for advertising this or similar promotions without compensation.
7. For the name of the winner send a self-addressed stamped envelope to: Baseball Picks Winner, c/o Radio & Records, Inc., 1930 Century Park West, Los Angeles, CA 90067.
8. All local, state and Federal regulations apply. This contest is void where prohibited or restricted by law.

Phoenix: More Classics, Less Crowd Control

By Sean Ross

"Phoenix is probably, along with Seattle, the most over-radioed market in the country. And you just can't have one radio station per format. You can in Memphis or Nashville or Louisville or even to some degree in Atlanta. But there's just too many sticks and not enough formats to go around in this market."

Coming from Gary Guthrie, that statement may seem somewhat nervy. It was the Guthrie-consulted "Classic Hits" KSLX (formerly KOPA) that entered Phoenix's Gold arena last, following the success of co-owned WZLX/Boston. A year before, the format had belonged to KOOL-FM, which hadn't always capitalized fully on its monopoly or 15-year veteran status. By February, following a 5.9 12+ fall book by KOOL-FM, Phoenix had what was at least a four-way Gold battle on FM, rounded out by Charlie Van Dyke's "Baby Boomer" format on KKFR and "Classic Rock" on KDKB.

By March, KKFR was already segueing out of its Gold-based format into a very tough AC format reminiscent of the old KOPA. By April, when the Winter book came back, KOOL-FM's 5.9 (which had gone into the sixes in the January Arbitrend) had been cut to a 4.2. KSLX and KDKB had changed only slightly in 12+ shares, but had heavily reshuffled listeners. And in the April Arbitrend, KSLX had a 4.4, KOOL-FM a 4.2 and KDKB a 3.1 share. The May monthlies, due as you read this, could be entirely different.

Not only has KOOL-FM lost its exclusivity, so has Phoenix. In the last two months, several other markets have matched it for number of Gold stations per capita. And not all are relocation cities like Phoenix. Los Angeles has at least four Gold outlets now (and you could make a case for six). Washington has four. With the changes at CKLW-FM, Detroit has at least three, with two on FM. And if Phoenix is any indication, there may not be room for everybody.

Must Be Disciplined

When CHR veteran B.J. Hunter joined KOOL-AM & FM as Operations Manager last October (four months after leaving mornings at KOPA), KOOL-FM had already started to rebuild. Station Manager Tom Chauncey II "was getting the technical stuff together and was finally convinced that he needed to get some direction. Jeff Pollack came in around the first part of September and implanted the idea that we needed to be more disciplined. There was cohesiveness in the fact that we were playing Oldies, but you never knew what was going to be next."

What came next was a semi-thrillback to the Midwestern CHR that many of KOOL-FM's listeners grew up with. "One of the first things that a new consumer searches out is something to remind him of home, be it a picture or TV show or a radio station. How do we take that '60s and '70s approach and make it 1986? We've



B.J. Hunter

adopted 'Fun Lovin' KOOL-FM' as our slogan. We've got CHR jingles. We're doing the right contests. But instead of just having screaming rock and roll DJs, we've taken this radio station to the streets.

"You can hear 'China Grove' on KSLX, KDKB, and KOOL-FM. But we have our people out every day at some event, talking to people or handing out T-shirts — especially public-service events. Whenever anybody's involved in a charity, they have a heightened passion. And if your morning man, Mike Farrell, shows up with some event, they say, 'Wow, KOOL-FM!'"

Charity Ends At Home

Hunter is less charitable when it comes to the stations that have come on to his turf over the past six months. (KOOL did sue KSLX over the "Classic Hits" slogan, claiming it was originated on KOOL's AM.) And while nobody in Phoenix speaks pleasantly of his competition any more, Hunter is the most strident.

"Charlie Van Dyke came into the market — and we know what a tremendous track record he had — and said, 'I'm going to do Urban Oldies. In a rock-oriented town, he was powering 'Let's Do It Again' and 'Sweet Thing,' which are nice songs to hear maybe once or twice a year.

"Then you look at KDKB. Their latest transformation was 'we're doing it in Tampa with our new station, why don't we do it here?' Four or five years ago, they were a hot radio station. But with 120,000 people moving here every year, the majority of them in the 25-49 demo, you've got over a half-million people who don't remember KDKB being a legendary AOR.

"(PD) John Larson has KDKB a lot more mainstream than KSLX. The fallacy in the Guthrie type of Classic Hits is that while it's real nice to hear some of the songs they're playing, there's no longevity to the format. There's a reason why 'Mother Freedom' by Bread and 'Never Been Any Reason' by Head East weren't hits. And there's a reason why they don't research."

On The Border

Most of those contacted about Phoenix also mention the depth of KSLX's music. Several compare it to Progressive AOR KSTM. Another PD insists, "To truly appreciate KSLX you need to have dropped at least 100 tabs of acid in your lifetime. Ninety won't work. It must be a hundred."

But even KSTM manages over a two share from outside the market, while "Classic Hits 100.7" presently sports twice that rating. And KSLX did tell listeners in its early promos, "Every once in a while, we'll play a song that will just knock your socks off." It also asked them to "talk to your family and friends, and find out about even more songs the other Valley radio stations have forgotten about."

The resulting mix alternates CHR gold and tracks from varying eras of AOR. Besides the much-discussed "Never Been Any Reason" (which KDKB also plays), titles range from Al Stewart's "On The Border" to the Avant-Garde's "Naturally Stoned." Guthrie is also deliberately snuck in things like "Double Barrel" by Dave & Ansell Collins just to jolt the audience.



Gary Guthrie

This Door Swings Both Ways

Not all KSLX's music is unusual. (The great bulk of it, actually, isn't.) And Guthrie likens the music mix to a supermarket — many things are stocked, only a few are the advertised specials.) With KOOL-FM on one side and KDKB on the other, KSLX is in the odd position of having an unconventional format that's also the middle of the road. KSLX specializes in "artists who have material that the Classic Rock or Oldies stations can't play because it would reposition the station. And that polarity runoff is an enhancement of Classic Hits.

"Classic Rock doesn't play Carole King singles. Oldies stations can't play her LP cuts. But a Classic Hits station can play something like 'Will You Still Love Me Tomorrow' or 'Home Again' or any number of tracks from the 'Tapestry' album. The same goes with James Taylor. The Oldies station can't play 'Mexico' (because it wasn't a hit), the Classic Rock sta-

tions can't play it because it's not tough enough.

"At KSLX, the elements unfold over a period of time and work together to reinforce each other. We feel that a slow buildup leads to a big change in the prospective listener's mind. At a Classic Rock station, the elements start together but in different space — packaging and presentation and promotion — it's the quick bang. But when the smoke clears, just as it's starting to now, and the excitement of the initial launch is over, nothing really has changed.

"With Classic Hits, doing things in a linear manner helps you achieve consistency. And then you gradually build up the format and allow plenty of time for word of mouth... as the audience evolves, they help evolve the radio station."

No Henry Gross

"One of the positive sides of being in a media-induced confusion battle," says Guthrie "is that there's usually some equity in the news coverage. And the smart stations will exploit that controversy and use it as a way to drive their message home in the listener's mind.

"I think people are finally able to discern the difference between Classic Hits and Classic Rock. There seemed to be some early sharing between the stations; there does not seem to be that much sharing anymore."

KDKB's Larson is also working diligently to image his station away from KSLX. "Everybody's done a pretty good job of trying to explain their position. We've been talking (on-air) about the difference between Classic Hits and Classic Rock. If you want Classic Hits, that means you're going to be hearing Sonny & Cher and Henry Gross. We tell people if they don't want to hear those songs — if they tune in to hear the Doors, Cream, Beatles, Stones, CCR, and Crosby, Stills & Nash — then we are the station that consistently plays all these songs. That's our franchise."

Larson has worked in Detroit, known for some unusually nasty battles in several formats, and does in fact use image lines like "First With Arizona's Classic Rock for 15 Years," with implied jabs at the competition. Despite this, he is the most civil about other stations and programmers. And as heated as the battle has gotten in the local media, he says, "nobody's really exchanged any jabs on the air."

We Belong

Since KDKB's heritage is part of its package, does it matter that Phoenix has become a market of immigrants? "I don't think it turns over so much that people won't remember," Larson replies. "People do talk to people who've lived here and they do pass things down through the generations.

"KDKB has always been a rock and roll radio station. It was probably the first station here to play a Doors record. I know that we've

had a really nice response from people saying, 'It's nice that KDKB is back doing what they used to do when I was growing up with it.'"



John Larson

KDKB has been through most of the stages that other AORs went through over the past three years — experimenting with new wave, CHR crossovers, etc. Many see it eventually evolving to hard CHR along the lines of sister station KEGL/Dallas. But Larson insists, "It's always been an AOR station, and there's no plans to ever really change that." As with Guthrie, he also says he'd be happy to have the same 12+ share as before, as long as the demos are more salable.

Too Many People

KKFR's "Music of the '60s, '70s, and '80s" format — the only other Gold format besides KDKB to include currents — debuted shortly after Charlie Van Dyke had put the same format on WIRE/Indianapolis. "It did look like a unique opportunity here until four other stations started playing a bunch of oldies," Van Dyke says.

"Everybody thought they had their own focus (but) within a very short amount of time, the uniqueness of hearing the Four Tops wasn't unique anymore. Since we had just changed from Country, we safely presumed our cume was smaller than the other guys that were changing, and we wanted to remain in a unique position within the market. So we adjusted to fewer oldies."

Even with KKFR out of the Gold business, the amount of R&B Gold it played remains a controversy in the market. And Van Dyke acknowledges "KKFR had, I'm sure, the appearance of a lot of R&B product because we intentionally filtered out the wimpy AC product. And with only so many certified hits for any one year — you can't go back and make new records for past years — what's left has a different texture. I don't have any feeling, pro or con, on whether Phoenix will accept black product. Like any other market, Phoenix accepts hit music. I don't see any prejudice."

The Next Door

KKFR's new format is essentially very tough AC with, still, a lot of

Continued on Page 41

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(RADIO-ORIENTED-RELEASE)



JOURNEY

"Suzanne"

Taken from the Columbia LP
"Raised On Radio" 39936



BERLIN

**"Take My
Breath Away"**

Love Theme From
TOP GUN

Taken from the Original Motion Picture
Soundtrack "Top Gun" on Columbia Records 40323

CHR BREAKERS

177/47 — 76%
ONE OF THE MOST ADDED

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B104	Q107	KTKS	KS103
WPHD	WAVA	KZZP	KMEL
B94	94Q	FM102	



OUTFIELD

**"All The Love
In The World"**

Taken from the Columbia LP
"Play Deep" 40027



NEIL DIAMOND

**"Headed For
The Future"**

Taken from the Columbia LP
"Headed For The Future" 40388

CHR CHART: **DEBUT** 38

137/23 — 59%

#1 **NEW & ACTIVE**

NOW ON OVER 90

NEW & ACTIVE

CHR REPORTERS — 40%

CHECK THESE MOVES:

Z100 add	PRO-FM 31-26	KIMN 28-26
	WRNO 29-25	K104 8-5
WXKS 35-32	WNVZ 38-35	WBBQ 24-19
WBEN 13-11	WCZY 37-31	KHFI deb 23
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"The Edge Of Heaven"

Forthcoming music from the Columbia LP
"Music From The Edge Of Heaven" 40285

**OUT
NOW!**

Phoenix: More Classics, Less Crowd Control

Continued from Page 38

B/U crossovers. While other programmers call the station CHR, the hard AOR crossovers that would put it over the line are, thus far, absent. And Van Dyke insists that this format — one probably not brought to mind by the words “baby boomer” — is targeted after the same people.

“The 25-54 person who wanted some tempo had very few choices. We’re just using the door next to (Gold). The other part of the interesting situation in Phoenix is that there are two light rockers, two Beautiful Musics, three or four Oldies, one CHR, and KKFR. I think it is standing alone. Our goal is to stay away from the light rockers and stay away from KZZP.”

Come Together

Van Dyke may be trying to stand alone among Phoenix’s 35-40 signals. But many of the other players are moving closer together. Most market observers agree that with the Gold race down to three, the once different permutations of the format are beginning to homogenize each other.

Guthrie insists that “KDKB and KOOL-FM have repositioned themselves. Napoleon was probably right when he said that God is on the side of those with the heavy artillery. But while they’ve brought out heavy artillery to reattract audience, the audience has found that what initially made those stations famous is no longer in place.

“When some people first learn how to bat, they get their back foot in what the coach calls the hole, and they can’t pivot on both feet. Those stations have one foot in the hole and the front foot pivoting towards the competition. I think people get confused. A lot of people remember KDKB as a very traditional AOR that played nothing but the best current albums. Now you’ll hear everything from Creedence to the Call.”

Van Dyke agrees that the remaining Gold outlets are squeezing together, and also says, “For the remaining people who are battling in the Oldies arena, there’s three stations dipping into the same limited number of old records, so the uniqueness will continue to wear until somebody does something different.”

Summer Nights

As the Gold race in Phoenix (which may also include Format 41 KAMJ) approaches the six-month mark, this is what the entrants are doing to try and stay fresh:

“KOOL-FM responded to its Winter book by cutting its 1600 titles (already substantially down from 3000) to 1200. “We can still claim the ‘best variety’ monicker,” says Hunter, “with the black hits, the rock hits, the soft hits and so forth.” He also relies heavily on features and special weekends, including a “great nine at nine” countdown, a noontime request show, a midnight triple-play request show, and “Bedrock,” the “greatest soft hits of all time” from 10-midnight. Hunter “firmly believes” that it’s possible to get back into the sixes, where KOOL-FM had been only months ago.

“KDKB also relies heavily on features to keep things interesting, including a “Battle Of The Classic LPs” at 10pm where people vote throughout the day for the LP they want to hear tracked. Larson is also depending on the presence of a current AOR universe, including some LP cuts and more artist in-

formation to stay vital.

“KSLX, because of its “linear” development, is still building, according to Guthrie. “There’s a wealth of music in the last five years that, to this point, hasn’t been fully mined, that I can continue to pick from in the upcoming months or year.” KSLX is also “striving for a way to keep the musical mindset intact from one record to another . . . so you can build bridges that will take someone from the Beatles to Heart and back again.” And Guthrie promises, “You haven’t seen the entire ‘Classic Hits’ yet.”

The Back Burner

That’s similar advice to that offered by KZZP PD Guy Zapoleon. Last fall, KZZP was only three-tenths of a share ahead of KOOL-FM. In the winter, with KOPA gone, KZZP exploded to a 8.9 share. Zapoleon, who was for years MD at KRTH-FM/Los Angeles, advises stations, “Don’t show all your cards at once. Always have something on the back burner.

“Stations should follow trends. If I were programming Gold now I’d be playing the hell out of the Monkees. Weekends are critical — but very good ones. And every once in a while, I’d go back to my music lists.”

“This market is better programmed on more radio stations than many others,” says Charlie Van Dyke. And B.J. Hunter adds, “All Phoenix has done is grow up in the last six months. These are just growing pains.”

And John Larson sums it up. “You don’t sleep.”



94.5 KOOL-FM

THE GREATEST HITS OF ALL TIME

- March**
- BADFINGER “No Matter What”
 - JACKSON BROWNE “Somebody’s Baby”
 - TROGGS “Love Is All Around”
 - DAVE CLARK FIVE “Over & Over”
 - JONI MITCHELL “Help Me”
 - FRANKIE LYMON “Why Do Fools Fall In Love”
 - BEATLES “Here Comes The Sun”
 - GORDON LIGHTFOOT “Sundown”
 - ROLLING STONES “Mother’s Little Helper”
 - FLEETWOOD MAC “Gypsy”
 - CHICAGO “Dialogue”
 - SIMON & GARFUNKEL “Homeward Bound”
 - ORLEANS “Love Takes Time”
 - JOHNNY BURNETTE “You’re Sixteen”
- May**
- AIR SUPPLY “Even The Nights Are Better”
 - FREE “All Right Now”
 - SKYLARK “Wildflower”
 - BLOOD SWEAT & TEARS “And When I Die”
 - GEORGE BENSON “Turn Your Love Around”
 - STEVE MILLER BAND “Jet Airliner”
 - STEVE MILLER BAND “Fly Like An Eagle”
 - STEVE MILLER BAND “Take The Money And Run”
 - GARY PUCKETT & UNION GAP “Woman Woman”
 - ROLLING STONES “Satisfaction”

KSLX
100.7 FM
ALL CLASSIC HITS

- March**
- EDDIE MONEY “Think I’m In Love”
 - JIMI HENDRIX “All Along The Watchtower”
 - BOB SEGER “We’ve Got Tonight”
 - HUMBLE PIE “30 Days In The Hole”
 - STING “Fortress Around Your Heart”
 - BYRDS “Turn Turn Turn”
 - KANSAS “Carry On Wayward Son”
 - JACKSON BROWNE “For America”
 - JOE WALSH “Life’s Been Good”
 - TEN YEARS AFTER “I’d Love To Change The World”
 - DOKKEN “Alone Again”
- June**
- BEATLES “A Day In The Life”
 - SANTANA “All I Ever Wanted”
 - GREG ALLMAN “Midnight Rider”
 - STEVE WINWOOD “Higher Love”
 - WHO “Behind Blue Eyes”
 - SUGARLOAF “Green Eyed Lady”
 - CROSBY STILLS & NASH “Guinevere”
 - YES “Owner Of A Lonely Heart”
 - TRAFFIC “Low Spark Of High-Heel Boys”
 - RUSH “Closer To The Heart”
 - VAN HALEN “Why Can’t This Be Love”
 - ROLLING STONES “You Can’t Always Get What You Want”

- March**
- SWEET “Love Is Like Oxygen”
 - PACIFIC GAS & ELECTRIC “Are You Ready”
 - JIMI HENDRIX “Foxy Lady”
 - DEEP PURPLE “Smoke On The Water”
 - AVANT-GARDE “Naturally Stoned”
 - HARRY CHAPIN “Taxi”
 - GUESS WHO “Shakin’ All Over”
 - CLIMAX BLUES BAND “Couldn’t Get It Right”
 - CHRISTOPHER CROSS “Ride Like The Wind”
 - DAN FOGELBERG “Love Gone By”
- May**
- BOB DYLAN “Like A Rolling Stone”
 - JONI MITCHELL “You Turn Me On, I’m A Radio”
 - ARETHA FRANKLIN “Rock Steady”
 - FLEETWOOD MAC “Monday Morning”
 - STEVIE WONDER “Sir Duke”
 - EDDIE MONEY “Two Tickets To Paradise”
 - BUFFALO SPRINGFIELD “For What It’s Worth”
 - LED ZEPPELIN “What Is And What Should Never Be”
 - ROLLING STONES “Good Times Bad Times”
 - DOORS “L.A. Woman”
 - BIG BROTHER “Piece Of My Heart”

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COMPETE BY MOVING SLOWER?

Battling Media Overamp — Part 1

By Nikki Wine

One of the most frequently-voiced criticisms of radio in the past several years is that it has become overwhelmingly stale, bland, and boring. The lack of a truly adventurous, experimental spirit among radio programmers and management has been cited as the primary cause. But the real underlying cause of heavily-formatted, totally predictable radio may actually have more to do with the relationship between the mass media and society at large than radio and its programmers in particular.

Politicians, social scientists, and researchers in virtually every major field have been telling us about the truly startling progress we have made as a culture in a relatively short time span. All of that progress has, in turn, had a profound influence on us individually and collectively. The pace of our lives is much faster than it has ever been before.

"Megatrends" author John Naisbitt discussed the ramifications and impact of our conversion from an industrial to an information-based society. And just as society, 50 years ago, adjusted its values, attitudes, and lifestyle to fit the new realities imposed by the automobile, we're now adjusting our pace and lifestyle to accommodate the computer's impact.

Burning Out

One of the first areas of contact and assault when man meets computer is, of course, the speed at which the computer functions, and the corresponding speed at which it demands response from us. This dramatic stepping-up in overall pace has been corroborated and duplicated throughout other media, creating a society —

"The human mind may be the most powerful and amazing computer of all, but even it has limits and requires a reasonable amount of 'down time.'"

particularly among our younger members — accustomed to receiving any information, essential or entertainment-based, at a very high rate of speed. The first result of that increase has been an overall desensitization of the average media consumer which, in turn, has led to a society-wide burnout.

In addition, the recession of recent years, various slumps within the record industry and related areas of entertainment, and other threatening economic factors have created a conservatism among station owners, radio and TV programmers, and others which sharply reversed the experimental temperament and expansive spending of the '60s and '70s. Conservatism + burnout = safe, bland, boring product.

One of the most obvious examples of this ongoing media overamp can be found in the world of radio and records, where the consumer is confronted by an awesome array of product — dozens of new singles released each week and hundreds of new albums released each year. Until relatively recently, radio was the primary medium of transmission for popular music. Now we have dozens of accompanying music videos. Their infusion has dramatically altered not only the way in which consumers receive music but the way in which they perceive and respond to it as well.

But slumping ratings for many local TV video shows across the country, plus the growing tendency of record labels to cut back on the number of videos they produce, are early indications that even these once-powerful promotional items may already have lost some of their punch and clout, not to mention basic audience appeal. On one level, what we may be looking at in this context is the possible overexposure of pop music itself — a potentially terrifying prospect for anyone connected with or dependent upon the vast music industry and its ancillary components.

Musical Tie-Ins

Equally as important, and potentially even more powerful, is the subtle and not-so-subtle encroachment of contemporary music on TV and film from virtually every conceivable angle. Not only do we have the

"Miami Vice" approach, we now have familiar hit songs snaking their way through storylines; i.e., "Moonlighting." In addition, many sitcoms regularly include references, punch lines, and assorted plot lines predicated on, or intrinsic to, some well-known rock star or piece of pop or rock lore.

Of course, it's no secret how lucrative the tie-in between hit singles and soundtrack albums and the success of certain feature films has been in recent years. And perhaps most interesting and potentially insidious of all is the barrage of pop and rock music used in TV and radio commercials.

"What we may be looking at is the possible overexposure of pop music itself — a potentially terrifying prospect."

'Down Time' Required

The impact of this multimedia preponderance of popular music is that it's almost impossible to get away from it. As a result, hit songs and top artists are quite literally in danger of what could be fatal overexposure. And the consuming public is increasingly the victim of media overamp. Which brings up another important variable of the preceding equation: the human factor. The audience who receives this deluge of multimedia stimulation day in and day out clearly has a

Nikki Wine operates an independent production firm, which handles radio/television programs, nonfiction books, and consumer publications. Her industry background includes a five-year stint as producer/writer/director of Casey Kasem's "American Top 40," a year as a KHTZ/Los Angeles talk host, and three years as VP/Special Projects for Goodphone Communications.

tolerance threshold. The human mind may be the most powerful and amazing computer of all, but even it has limits and requires a reasonable amount of "down time."

Perhaps one reason for the evolution of the so-called boring formats, tight playlists, and other unadventurous practices and policies of "safe radio" is that listeners already slumping under the mountain of overstimulation have made perfectly clear their refusal or inability to respond beyond a certain point. Either it sells or it doesn't.

If the audience were truly disinterested in what was being offered, it would go elsewhere; it would simply refuse to buy our wares. Perhaps the audience itself has demanded, however quietly, a slower pace, less aggressive and haphazard experimentation, less stimulation as they unconsciously seek some oasis within the cacophony of mass media babble. Perhaps new is not necessarily better. Maybe outrageousness is not synonymous with creativity.

Next time: imaginative use of traditional elements.



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Debunking Radio's Production Myths

Radio production is no longer a backroom magic practiced by mysterious people with razor blades. Instead, it's an integral part of any station that wants high ratings — and that doesn't leave many out.

But before radio can realize production's artistic advances, it must learn to utilize its resources more wisely. In order to do that, radio must give up some of its more sublime production myths.

Reverb Vs. Delay

Let's start with the myth that production consoles must be designed primarily to keep the operators from having control over functions like equalization. What else would explain the absence of board equalization on so many radio production consoles? Board EQ isn't only the easiest system for engineers to work with, but it also offers individual control over each channel. Many stations have opted for one or two outboard graphic or parametric equalizers, which have less use in production as the quality of other devices (i.e., consoles and tape machines) improves. Most importantly, radio production rarely uses radical equalization. When it does, a good three-band board EQ is generally quite adequate.

Another radio production myth is that compression is best left for the final, overall station processor. That is, of course, naive. The people who create the songs your station plays use compression. So do the people who make slick-sounding national commercials. It's most important on voice, so that it blends with music and sound effects. The only people who seem to believe the no compression myth are in radio itself.

A third common hardware myth in radio production concerns digital delay. First, all digital delays are not created equal when it comes to frequency response and, yes, it does make a difference. Furthermore, radio should be devoting more of its technological dollar to digital reverb than digital delay. The reason is quite simple: Digital reverb can be used to create believable room ambience, which affects the miked sound at all times. On balance, that's probably more important than phases and flanges, which you will retain the ability to

do anyway. There are now several high quality digital reverbs on the market for what would have seemed impossible prices just a couple of years ago.

Nixing A Nemesis

The best news for radio on the hardware horizon is an end to the number one production nemesis: cartridge machines. While there have been some significant improvements in cartridge technology, the system itself is outdated. Indeed, prototype floppy disk recording systems have already shown great promise. The only question is how long it will take digital floppy disk memory to become affordable enough to load in 60-second commercials and shorter material. There's every reason to believe the time frame is within two years. Moreover, this same system may well replace analog and digital tape machines as we know them with floppy and hard disk drives.

One major problem for radio is so longstanding that it has become more fact than myth. In order to create good production, you need accurate monitoring. In order to achieve accurate monitoring (and reduce ear fatigue), you need a larger room with higher



Michael Lee

Dr. Michael Lee is co-founder and managing general partner of **Brown Bag Productions**, which markets the electronic-based production libraries "Rock Trax" and "Starfire." A writer/producer/voice-over talent, Lee was MD at KROQ/Los Angeles and a KOA/Denver talk host before establishing BBP.

ceilings than all but a few stations have. You also need to unparallel the walls or vary the ceiling-to-floor dimension.

The typical box construction of radio production rooms causes standing waves, which distort the monitoring. Jamming all that equipment into a cluster arrangement around the engineer compounds monitoring woes. Add two or three tape machines in close proximity making fan noise and then imagine trying to voice something in that room.

More Complex

What you have is an acoustical nightmare. At most stations, people don't even know the "bias" of the room. If you haven't had a qualified engineer tune your room with a spectrum analyzer and test microphone, do so. It's necessary. You may not be able to readily correct the problems, but at least you'll know whether the room is generating too much or too

little of a particular frequency.

Thus, when you don't hear a lot of 200 hertz (and you know the room is loaded with it), you need to carefully add more of it to the material. Near-field monitoring tends to overcome certain monitoring deficiencies and is probably the short-term solution at most smaller stations.

It's a credit to radio production and programming personnel that they are able to do such a good job considering all the aforementioned myths. But radio production is more complex than ever before, partly because of technological advances.

Issues like equalization, compression, reverb, and delay weren't around 40 years ago and are different today than they were two years ago. The only way to create impressive radio production is to stay on top of technology, techniques, and the fascinating production tools (software) that are becoming available.



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AM-2838

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HARVEY MEDNICK

HANDS ACROSS AMERICA WRAP-UP

Lining Up Against Hunger



IT ALL STARTED HERE — The association between Hands Across America and radio was initiated at a New York meeting of (l-r) United Stations Radio Network President Nick Verbitsky, Coca-Cola USA's Tony Tortorici, Ken Kragen, and Dick Clark.



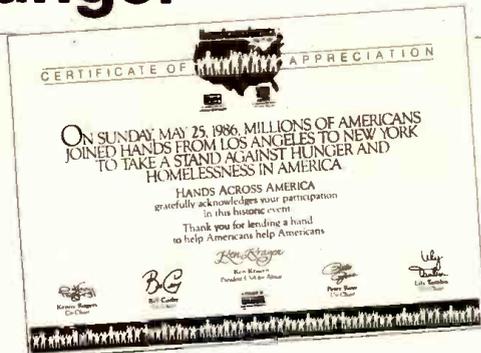
SIGN-UP FEVER HITS THE POTOMAC — Q107/Washington signed up listeners and distributed painter's hats during pre-event festivities.



BANDS ACROSS AMERICA — Wedding bands were exchanged by Nancy Durmaskin and Andrew Bossov. Immediately after the ceremony the Bossovs, joined by (l) WZIP/Daytona Beach GM Howard Griboff and (c) News Director Lauren Chester took their place in line in New Brunswick, NJ.



A SUPER SUPPORTER — Among the dozens of celebrities who voiced updates for the Hands Across America/Coca-Cola Radio Network was Superman Christopher Reeve.



A NOTE OF THANKS — Everyone who made a contribution and stood in line received this certificate of appreciation from the Hands organization.



A TUNEFUL GOOD FRIDAY — New York's Cardinal O'Connor and Hands organizer Ken Kragen were joined by thousands as they sang "Hands Across America" on the steps of Saint Patrick's Cathedral.



THE LAST MILE REMOTE — KABC Talkradio anchored the final mile in Long Beach, presenting a three-hour remote from the Queen Mary location. Former Raider Lyle Alzado (c) is interviewed by program hosts Ken Minyard (l) and Bob Arthur.

When I sat down to write this column, I recalled those wonderful promotion posters produced for vintage Hollywood epics: "Years in the making, cast of thousands, millions to produce." **Hands Across America** certainly lived up to that billing on May 25, attracting a cast of millions and raising millions to combat hunger and homelessness.

As you may remember, the concept originated ten years ago as part of the US bicentennial celebration. Although the coast-to-coast ceremonial linking of hands was to serve as a living symbol of our country's unity, the project never got off the ground.

Guaranteed Liftoff

This time around corporate sponsors Coca-Cola USA and Citicorp guaranteed the project's lift-off by underwriting expenses, which, according to a Hands spokesperson, were considerably lower than anticipated. As a result, a portion of those startup dollars

was funneled into the fund established for the needy.

Another thing that assured HHA's success was organizer Ken Kragen opening the line to one and all, regardless of contribution. This allowed those who had the spirit, but not the bucks, to participate. I was stationed in Long Beach, site of the "Last Mile." Enthusiasm was contagious.

Over 15,000 people from Al Average and Tillie Typical to Dudley Moore and Raquel Welch held hands, generating a spirit of oneness. And when the 8000 red, white, blue, and gold balloons used

to create the world's largest HAA logo floated upwards, crossing the bow of the Goodyear blimp, it was a breathtaking spectacle. Although certain desert areas were barred because of extreme heat, the chain was less than 40,000 people shy of the 5,480,641 needed.

86% Awareness

Another kudo should go to the United Stations Radio Networks, which donated their services as HAA's network voice. From the first meeting in New York to the Good Friday simultaneous sing-along, from the daily reports to the three-hour special on May 25, USRN's staff pulled double-duty under less-than-ideal circumstances.

The pressure of securing celebrity promos, then producing and airing them daily wasn't a walk in Central Park — but it got done without a whimper. R&R polled its

reporting stations and discovered that between the newspaper, USRN, and the Coca-Cola/HAA PR people the awareness level was at an astonishing 86%. Who says radio doesn't work?

A Great Day

From what I've been told, the same spirit of camaraderie I witnessed in Long Beach paralleled that along the rest of the line, which started in New York. For example, Cape Girardeau City, MO was devastated by floods and tornadoes the week before the event. But its HAA line was 300% full. Four people from Bolivia arrived for line duty in Arizona at 9am on May 25.

The first people on the line anywhere in the US camped out 16 strong, beginning at 6:45pm on May 24 in Hazen, AR. Divers in wet suits held hands underwater in Maryland's Susquehanna River to

assure the line remained unbroken. At the Gary and Hammond, IN city limits, a judge from each city stood side-by-side, holding hands and performing a wedding ceremony. And President Reagan joined hands with his family, staff, and local participants in front of the White House.

A special thank you to Ken Kragen, whose strong belief and persistence helped make the "impossible" dream come true. And the biggest thanks goes to everyone across the country who was concerned enough to come out on a holiday weekend and join hands.

A 13-year-old who accompanied my daughter to the event summed it all up for me. As she excitedly told her mother about the goings-on at the Queen Mary, I overheard her say, "I saw Raquel Welch and heard Kenny Loggins. It was so great... you know, I was a part of history."

LIMAHIL

"LOVE IN YOUR EYES"

Produced by Giorgio Moroder



The first single from the forthcoming album
COLOUR ALL MY DAYS

Management: Gaff Mgt.



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CHR BREAKER
192/192

CHART DEBUT 40

A/C "MOST ADDED"

MADONNA PAPADON'T PREACH



Adams Dances In

MONDAY, JUNE 23

1848/Antoine Joseph Sax is awarded a patent for the saxophone.
1956/Just in time for Black Music Month, the **Cadets'** "Stranded In The Jungle" is released. It lives on, now, every time "great googa-mooga, let me out of here" is used as a drop-in on **Z100** and a host of others.
1967/**Arthur Conley** gets a gold record for "Sweet Soul Music," which, 19 years later, is still fun to update, although it's hard to rhyme "Spotlight on Timex Social Club, y'all."
1970/**Chubby Checker** and three passengers are arrested for marijuana and hashish at Niagara Falls.
Birthdays: **Myles Goodwyn (April Wine)** 1948, **Paul Goddard (Atlanta Rhythm Section)** 1945.

TUESDAY, JUNE 24

1960/The second Newport Folk Festival opens, with **Mahalia Jackson, Flatt & Scruggs, and Joan Baez** performing, as well as **Studs Terkel** MCing.
1966/**Lenny Bruce** makes his last public appearance at San Francisco's Fillmore West.
1973/Why do all these acts reunite in Central Park? Maybe they know they can walk out together that way: The **Blues Project** reunites for a New York concert after six years.
1974/And when are we getting a **Hues Corporation** reunion? "Rock The Boat" goes gold on this day.
Birthdays: **Curt Smith (Tears For Fears)** 1961, **Andy McCluskey (OMD)** 1959, **Jeff Beck** 1944, **Mick Fleetwood** 1947.

WEDNESDAY, JUNE 25

1974/**Bruce Morrow** officially announces his move from **WABC/New York** to **WNBC**. Cousin **Bruce**'s jump is probably the most publicized of any from the WABC "dream staff" of the '60s.
1978/**Cream** reunites for a show at **Ginger Baker's** polo club.
1979/The Kids Wanna Latin Hustle: **Bryan Adams's** solo debut, "Let Me Take You Dancin'," enters the **R&R** Disco chart.
1985/France imposes a home taping levy and, in doing so, becomes the eighth European country with either a taping tax and/or artist royalties from tape sales. On the same day, **Capital Cities** and **ABC** stockholders approve their \$3.5 billion dollar merger.
Birthdays: **George Michael** 1963, **Carly Simon** 1945, **Eddie Floyd** 1935, **Gary O'Conner** 1949.



Garland Jeffreys, George Michael, Jeff Beck, Mick Fleetwood

THURSDAY, JUNE 26

1956/**Benny Goodman** tells **Look**, "I guess (rock & roll) is okay." The writer still compares rock concerts to "incomprehensible" tribal rituals.
1964/The first all-originals **Beatles** LP, "A Hard Day's Night," is released in America.
1977/**Elvis Presley** gives his last show in Indianapolis.
1980/**Ron Wood, Keith Richards, and Mick Jagger** turn out for **Jim Carroll's** show at New York's **Trax**. Richards and Carroll perform "People Who Died" together.
1981/**Steve Winwood's** "Arc Of A Diver" is certified platinum.
Birthdays: **Mick Jones (Big Audio Dynamite)** 1956, **Terri Nunn (Berlin)** 1961.

FRIDAY, JUNE 27

1969/The Denver Pop Festival, yet another one where police end up tear-gassing the audience, opens. Two days later, it also features the last **Jimi Hendrix Experience** concert.
1975/**Lynyrd Skynyrd** gets a gold LP for "Nothin' Fancy." **ZZ Top** gets one for "Fandango."
1978/**Peter Gabriel** releases his second self-titled LP.
1982/**Sting** and **Virgin Music** settle off his pre-fame publishing contract.

SATURDAY, JUNE 28

1973/... And if there is a **Cream** reunion outside **Ginger Baker's** polo club, it'll probably be sponsored by **Richard Nader** at this point. The first Madison Square Garden British Invasion reunion is held and features **Herman's Hermits** and the **Searchers**.
1984/**CBS** ships a record \$15 million worth of product in two days. The **Jacksons'** "Victory" LP accounts for \$2 million.
1985/**Phil Collins** loses his voice mid-show at Detroit's Pine Knob and cancels for only the second time in ten years.

SUNDAY, JUNE 29

1969/**Shorty Long** dies in a boating accident at age 29.
1976/**Donna Summer's** "Love Trilogy" LP goes gold without a hit single.
1979/**Little Feat's Lowell George** dies of a heart attack.
1984/**Bruce Springsteen's** "Dancing In The Dark" is #1 CHR on the day his "Born In The U.S.A." tour begins in St. Paul.
1985/**Sister Sledge's** "Frankie," which sounds more than a little like "Bad Boy" by **Miami Sound Machine**, goes #1 in Britain for four weeks. Producer **Nile Rodgers** describes the song's failure in America as one of his major disappointments.
Birthdays: **Garland Jeffreys** 1945, **Little Eva** 1945.

CULTURE CLUB

The New Single
"GUS TO BLUSTO"

Included On The Album
FROM LUXURY TO HEARTACHE

Epic



ADAM WHITE

RECORDS

AEROSMITH, ZZ TOP CATALOGS

Marketing Rock Classics Nicely Priced

A couple of issues ago, I reported how the Doors and Creedence album catalogs continue to sell strongly. This week, the focus is on two bands who are still very much together — on record and on the road — after all these years: Aerosmith and ZZ Top.

Both groups, in fact, are successfully touring now. The ZZ trek, with Jimmy Barnes as opener, is hitting major venues with sellout momentum. Aerosmith, with Ted Nugent opening, is playing smaller sites with SRO or close to it audiences.

The concerts are obviously appealing the bands' current releases. "Afterburner" is ZZ Top's tenth album and fourth for Warner Bros. To date, it's powered its way to approximately 2.7 million in US sales. Aerosmith's "Done With Mirrors" is also that group's tenth album and first for Geffen. Released last November, its domestic take is thought to be around 450,000 units to date.

A "New" Release

Catalog sales are being boosted by the tours, too. Warner Bros. has ZZ Top past and present, through its acquisition of the trio in 1979 (see sidebar). Columbia has the first nine Aerosmith albums — and here's where it gets interesting. The band's former managers, David Krebs and Steve Leber, recently worked with CBS to produce a "new" release, "Classics Live," featuring Aerosmith concert performances recorded between 1977 and 1983.

This album and the other nine are being heavily promoted by CBS, striving for total Aerosmith catalog sales of 1.5 million this year — which would be three times the group's 1983 sales — and for a cumulative total of around 20 million units since 1973.

Eight albums are in CBS's "Nice Price" midline series, with a list price equivalent (CBS doesn't use suggested list pricing) of \$5.98: "Aerosmith," "Get Your Wings," "Toys In The Attic," "Rocks," "Draw The Line," "Night In The Ruts," "Greatest Hits," and "Rock In A Hard Place."

The "Live! Bootleg" double album from 1978 is still at full price equivalent, and at least one prominent retail account is currently selling it for around \$16. The new "Classics Live" is priced for an \$8.98 list equivalent.

Perfect Timing

David Krebs, executive producer of "Classics Live" with Steve Leber, explains how it came about.

"We felt it would be the perfect time to put out a live Aerosmith album, in the sense that 'Live! Bootleg' was not up to snuff in terms of sound. In addition, 'Bootleg' is priced at \$13.98 or \$14.98 list.

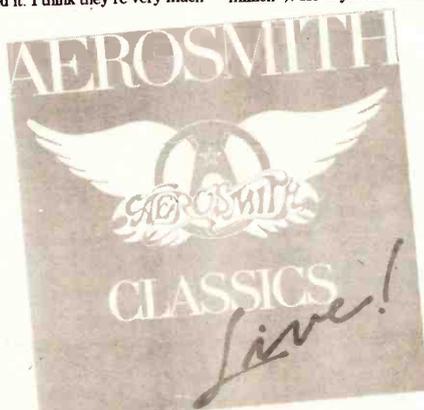
"Here's a band drawing several times more the number of people to their concerts than are buying the current album," says David, which he contends is because fans "aren't satisfied with the music" on "Done With Mirrors."

"Aerosmith is probably selling a million-and-a-half tickets-on tour. We've got the classic songs, so this is really a marketing exercise. CBS loved it. I think they're very much

into one of the great legends in hard rock, by virtue of the fact that the new generation of rock stars — Motley Crue, Ratt, Bon Jovi, Metallica — point to (the influence of) Aerosmith in the same way that Aerosmith points toward Led Zepelin."

He says the group's US catalog sales have increased dramatically over the past three years, from 300,000 units in 1983 to 530,000 in '84 and 729,000 in '85. He projects this year's activity at between 1.25 million and 1.5 million units at the "Nice Price," and feels that "Classics Live" will top the 500,000 mark.

As to which individual titles have performed best from their original date of release, David identifies "Toys In The Attic" ("5 million, if you include club sales") and "Rocks" ("probably 3.5 million to 4 million"). He says that "Greatest



into seeing if we can outsell Geffen — a real competitive spirit."

"Classics Live" uses material from a number of different concerts and is produced by Paul O'Neill. It also contains a previously unreleased studio cut, "Major Barbra." Comments David, "I originally heard the song in 1972-73, and it's something I've always wanted on an Aerosmith album." The version included was recorded in 1981 or '82, he says. Another marketing campaign component is a video clip of "Dream On," a post-production collage of concert footage directed by Marty Callner.

Hard Rock Legends

David continues, "What I think we're seeing is Aerosmith develop-

Hits" will sell 750,000 pieces this year — "better than a lot of new albums out there."

At least one major retail account endorses this experience. Says Norman Hunter, Manager/Pre-recorded Product for the 100-store Record Bar chain, "The Aerosmith catalog has always sold at \$5.98, especially 'Greatest Hits.' We're going to do a 'Nice Price' promotion with CBS, and we'll be putting about five Aerosmith titles in there, because the product does well. The Geffen album has done well for us, too, and so has this latest live release."

Hurt By Price?

About "Classics Live," David Krebs offers one caveat, based on

A Catalog With Legs

"When we picked up their catalog from London Records, it was one of the best deals we ever made." That's Warner Bros. VP/Sales Lou Dennis talking about ZZ Top's arrival at the label seven years ago. They came with six London titles: "First Album," "Rio Grand Mud," "Tres Hombres," "Fandango," "Tejas," and "The Best Of ZZ Top." All but the first two were RIAA-certified gold, and several sold substantially better than that.

These half-dozen combine with the band's four albums for WB, "Deguello," "El Loco," "Eliminator," and "Afterburner," to make a potent package. "ZZ has always done well," says Lou, "but yes, there was a noticeable pickup when this tour kicked in." The albums also figure in the label's ongoing discount-and-dating catalog programs of which there are usually three a year. The most recent program started May 12. Unlike Aerosmith, none of ZZ Top's albums is in the WEA \$6.98 "Super Savers" line.

Five Times Platinum

"Eliminator" is the catalog leader at present, selling at the rate of around 10,000 pieces a week, according to the Warner sales chief. He puts total domestic sales at 5.3 million excluding record clubs. On compact disc, roughly 20,000 pieces of the album have

shipped in the past three months.

"The Best Of ZZ Top" has been selling approximately 150,000 units a year, says Lou, and recently it's accelerated toward 200,000. Total units are closing on 750,000, he estimates. That number doesn't include international sales or US record club sales, nor the album's original performance when first released by London in 1977. On CD, Warner Bros. has shipped around 10,000 units domestically in the past three months.

Thereafter, the best catalog performers are "Deguello" and "El Loco," originally recorded for WB and certified platinum and gold, respectively. Then "Tres Hombres," "Fandango," and "Tejas," originally recorded for London. Rounding out the pack are "Rio Grand Mud" and "First Album," which sell "about the same in a six-month period," concludes Lou Dennis.

its front-line price. "I've seen this album at \$9.24. It may be hurt by the fact that the rest of the Aerosmith albums are at midline, which means at retail you can get three for \$10. As good as this live album is, if a kid goes in and says, 'OK, \$9.24 for this album versus \$10, I can get 'Rocks,' 'Toys,' and 'Greatest Hits,' he may make that move instead."

On the road with Aerosmith is former Leber/Krebs artist Ted Nugent, whose "Nice Price" titles likewise "seem to be reflecting an upward trend in sales," according to David. He also mentions a current client, the Scorpions. "We're in the midst of talking to PolyGram about making sure their catalog sales are maxed out."

One information tool recently used by Contemporary Communications Corp. (the Leber/Krebs company name) was a retail survey of 20 markets. "We had someone in each city go to three major outlets and hand-count the entire Aerosmith and Scorpions catalogs, albums, cassettes, and CDs. We were interested to see just what the depth of coverage was. It's amazing how many stores have big holes. If someone wants to buy the Scorpions' 'Animal Magnetism'

and it's not there, I don't know if he comes back later."

CD Conversions

Talk catalog today, and it's impossible not to talk compact disc. "We're doing our catalog renaissance without CDs," says David, "although they just hit in May with 'Classics Live' as the first one." He adds, "Part of what we're trying to accomplish is to make sure we have that projection to convert people who bought Aerosmith in the past five years into CD purchasers, as that market gets a depth of hardware ownership. One of the amazing things is that the amount of players is still a million units in America. You would think it was ten million, based on what you see in the industry."

"The other thing that works in favor of these catalogs is the evolution of classic rock as a format. Now the question is whether the business can learn to market catalog to people 25-45, which they've always had the potential to do but never understood. Yet I think the industry has gone beyond that first stage and is much more sophisticated. We've spent 20 years educating people to buy records. There's no reason why they won't continue."



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*Source: Winter 1986 Arbitron and April Arbitrends, all figures 12+ Share, 6am-12m Mon-Sun.

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MUSIC FROM THE SUBURBS

IT'S A MOVING EXPERIENCE

"#1 album sales in Minneapolis and St. Paul.
Top 5 requests, Top 5 research.
This is a perfect summer song!"

Gregg Swedberg
WLOL Radio

WLOL: 13-6-2

"This song gives mass appeal radio stations
new depth. 18 to 26 year old women are
attracted first. If your station thrives on
variety, don't pass on this one!"

Dave Anthony
KDWB Radio

KDWB: 22-11-5

"Suburbs album, \$6.98, cheaper
than a case of beer!"

Chan Poling
Suburbs



LIFE IS LIKE

(AM-2844)

THE FIRST SINGLE
FROM THE **SUBURBS** NEW ALBUM
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PRODUCED BY ROBERT BRENT

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BRAD MESSER

CALENDAR

Follow-Through: Something Missing

A radio person's visit to another city provides an opportunity to check out stations, get a feel for the market, hear who's hot, maybe lift a few ideas.

That's what I was doing recently, plopped in a hotel room, dialing around, sampling the top guns. It was a fairly slow news day. One item getting prominent mention was a cop-killing in a suburb where, I assume, not much ever happens, because the victim was the first officer fatally shot in the town's 30-year history. The story was all over the radio, mostly (so what's new?) in the form of barely-rewritten wire copy.

The officer had encountered a dope suspect. There was a struggle. The cop was shot several times in the neck and head and left dead. Suspect got away.

Next morning there was a break in the case. The suspect showed up at the apartment complex where a relative lived, she escaped and tip-

ped the law, a SWAT surrounded the building, and the big stations all got their mobile units out there fast.

Not knowing which station to trust to cover the breaking story best, I made the choice to stick with a legendary one whose call letters have been well known for decades... a hybrid News/Talk outlet.

Its street reporter was at the scene. The station interrupted its talk show with a live report about 9:15am, then went back to talk. They talked for ten minutes without mentioning the SWAT situation.

Fifteen minutes. Twenty. Thirty. Thirty-five minutes and still not one word of follow-up either from

the studio or from the scene. Forty minutes.

My patience snapped. I abandoned the legendary station and tuned in a competitor. Its talk host had jumped on the story and was on the phone live, with a resident of the apartments who was in a position to see what was going on. The suspect surrendered just before 10am and the station had it live from an eyewitness.

Walked to the hotel closet, reached in my suitcase, pulled out the current R&R "Ratings Report & Directory," and compared the two stations' 12+ AQH shares. In one year the "no-follow-through" station had dropped 17.5 percent while the "live eyewitness" station had risen 6.25 percent.

Could there be some lessons for programmers regarding follow-through hidden in those numbers?

Federal Budget Surplus

MONDAY, JUNE 23 — From the file labeled "Those Days Are Gone Forever," 150 years ago (1838) Uncle Sam reported the U.S. Treasury contained too much money, and a federal budget surplus of \$28 million was returned to the individual states.

An Air India 747 crashed into the Irish Sea one year ago, killing all 329 aboard (1985). Marineland of Florida opened in 1938 with the world's first trained porpoises. A Ford won the first transcontinental auto race in 1909.

140th anniversary of the patenting of the saxophone by **Antoine Joseph Sax** in 1846.

Birthdays: Diana Trask 46. **June Carter Cash** 57. Choreographer **Bob Fosse** 59. Ex-Sec'y of State **William Rogers** 73.

First Flying Saucers

TUESDAY, JUNE 24 — A search-and-rescue pilot reported nine UFOs over Mt. Rainier, Washington 39 years ago (1947). He estimated their speed at 1700 miles an hour and described their flight pattern as similar to a saucer skipping across water, which inspired a newspaperman to name them flying saucers.

Six years ago the "gasoline riots" began in Bristol Township, Pennsylvania: 2000 demonstrators demanded cheaper fuel and more of it. Forty-four policemen and 200 citizens were injured during two days of demonstrations (1980). 20th anniversary of the last public appearance by comedian **Lenny Bruce** (1968). The Berlin blockade began in 1948.

Birthdays: Michelle Lee 44. Billy Casper 55. Publisher **Norman Cousins** 71.

Custer's Last Stand

WEDNESDAY, JUNE 25 — Custer's Last Stand was 110 years ago (1876). Actually the Battle of the Little Bighorn was small stuff as battles go, killing about 300 soldiers and Indians total. The most famous fatality was Civil War hero **George Armstrong Custer**, who had become the youngest American General at age 23, and who died at age 36.

IBM entered the phone business one year ago by buying 18% of MCI (1985). The Supreme Court upheld the male-only draft in 1981. North Korea attacked South Korea in 1950.

Birthdays: Jimmy Walker 37. Carly Simon 41. **June Lockhart** 61. Director **Sidney Lumet** 62.

United Nations Formed

THURSDAY, JUNE 26 — In 1945, delegates signed the charter forming the United Nations Conference on International Organization (effective October 24). The UN was formed by 50 nations "to save succeeding generations from the scourge of war."

15th anniversary of promoter **Bill Graham's** announcement of the closing of his Fillmore East and Fillmore West rock concert halls in NYC and San Francisco (1971).

Sonny and Cher were divorced in 1975. A crocodile 20-feet 2-inches long was killed in Australia in 1960, the largest ever measured. Berlin Airlift announced 1948. First prototype Grumman XF8F-1 Hellcat flew in 1942 (WWII).

First Army Execution

FRIDAY, JUNE 27 — Thomas Hickey, one of George Washington's guards, went into the history books for all the wrong reasons. He was convicted of plotting to deliver General Washington to the British. On this date in 1776 he became the first person to be executed by the army in the United States.

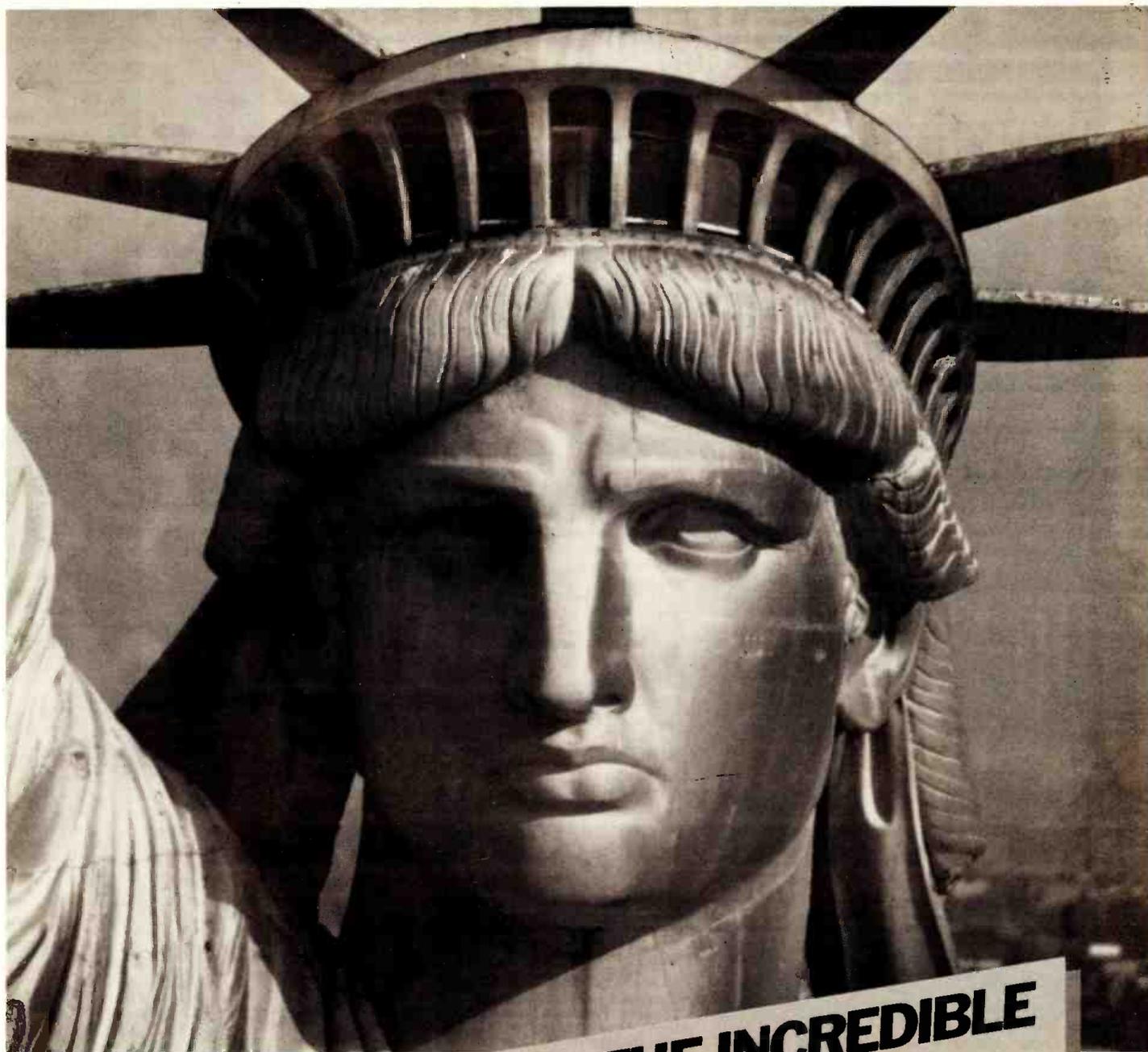
Two military airplanes accomplished the first successful mid-air refueling at San Diego in 1923. A temperature record was set at Fort Yukon, Alaska, when the mercury hit 100 degrees in 1910.

Birthdays: Soprano **Anna Moffo** 52. **Bob Keeshan** (Capt. Kangaroo) is 59. **Billard** player **Willie Mosconi** 73.

Saturday (6-28) Congress ordered Air Force and Coast Guard academies to admit women 1976. **Gilda Radner** 40.

Mei Brooks 66.

Sunday (5-29) **Mama Cass Elliott** died 1973. Interstate Freeway System okayed by Congress 1956. **Gary Bussey** 42. **Harmon Killebrew** 50.



YOU SHOULD HEAR THE INCREDIBLE THINGS THEY SAY ABOUT HER.

Starting June 9th, Ronald Reagan, Warren Burger, Richard Nixon and 17 others will take part in a special AP Network News series—The Liberty Minutes.

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JOEL DENVER

DUAL VIEWPOINTS

National Programming From The Big Chair

There was a time when virtually every major chain had a national PD or VP/Programming. Then things began to decentralize in favor of localized decision-making. Around the mid-'70s, those local decisions became supported by research augmented by outside consultants.

There are more consultants and fewer in-house national programmers than say five or ten years ago. But the trend seems to be heading the other way. A growing number of radio broadcast groups have tapped people to monitor their stations' overall programming strategies. Examples include Malrite's Jim Wood, Emmis's Rick Cummings, CBS's Dave Roberts, and Gannett's Gerry DeFrancesco.

tions and Nationwide Communications think so. EZ VP/Programming Dan Vallie and Nationwide Group Director of Programming Services Dave Van Stone have both guided their (FM) stations into either market/format dominance or more competitive positions (see sidebar).

The move back to national PDs has been criticized as a dangerous homogenization of one person's skills and thoughts over a broad range of markets. On the other hand, some view the national post as upper management's show of support for the on-air product.

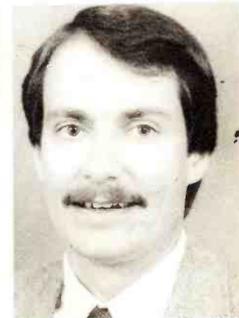
Creative Strength Or Homogenization?

Is there an advantage to having your own in-house expert? Apparently the folks at EZ Communica-

While both Dan and Dave oversee CHR stations, they also have a perspective on other formats within their chains. As would be expected, their outlooks from the "big chair" differ. However, they both work at building winning stations by employing a winning attitude.

Dave Van Stone — Help Where Needed

Dave Van Stone has worked with the same group of stations since 1976. Formerly known as Western Cities, the chain was bought out by Nationwide Communications. During his ten-year tenure, Dave's programmed KRQ/Tucson and KLUC/Las Vegas, as well as put KLUC sister KMJJ on the air. He also supervised the reincarnation of KFAT/Gilroy as KWSS/San Jose in January 1983.



Dave Van Stone

are probably two of the best music guys in the country. They not only help me with input but everyone else as well."

Conference Calls

Instead of a long, weekly music conference with each station, Dave schedules a "a biweekly conference call covering all aspects of programming. It's an open forum atmosphere to determine the hottest records in each market, compare promotions, solve problems, brainstorm against the competition, and give everyone a chance to share some of the limelight."

"My basic attitude has always been a carryover of my own personality. The knowledge I do have is useful, but I'm not an unerring omnipotent programmer. Each station is autonomous, and I'm here for support. When I communicate an idea, I try to do so in a helpful, not overbearing, manner. When something goes wrong, the first inclination might be to get upset or angry. This won't help the situation at all. I work to calm a tense situation down, not make it worse."

Dan Vallie — Freshness & Perspective

Former 92Q(WBYQ) & WMAK/Nashville programmer Dan Vallie joined EZ in 1979. He put B97 (WEZB)/New Orleans on the air and took it to the top in short order. He then signed on B94(WBZZ)/Pittsburgh before assuming his national programming responsibilities.

The job means quite a bit of travel. "I'm out there two to three days a week for about 40 weeks a year. I look forward to the trips on one hand because travelling's fun. I hate it on the other because it's hard to leave home."

"But I believe the travel has helped keep me young. This is such an exciting business (because) it keeps us youthful in our approach. If you lose that feeling, then it's time to change your personal direction."

Total Involvement

Dan not only attends many of the usual programming conferences but plays host at EZ's own company meeting. Approximately 100 folks, including the GMs, PDs, and salespeople, get together each year.

"The involvement process is very positive, extending into budget planning as well. When the departments fill out their budgets, I meet with the PDs and (President)



Dan Vallie

Alan Box meets with the GMs to help fine-tune the budgets. This gives each department head a real handle on his fiscal responsibilities."

Over the years Dan and the company have been criticized for being heavy-handed with the staffs. He acknowledged the criticism, but disagreed. "Sometimes people as-

sociate being heavy-handed with getting the job done. I don't consider that a negative. I would rather point out the positives than the negatives any day. My people have to believe I believe in them to do their best."

Responsibility

So where does the responsibility for success begin and end? It starts at the local level, but Dan carries the responsibility of assuring programming success for the whole chain. "Being responsible for all of the programming is an important duty. We work as a unit so no one ever has to make up excuses for our ratings. Alan knows we can't always have great books, and he's well prepared for any problems."

"His attitude is 'let's fix it,' and that's my attitude with the PDs as well. So my programmers do feel the pressure to win and succeed. I think of myself and my PDs as motivators and self-starters. These types of people create their own driving forces."

Dan frequently visits the EZ markets to share his perspectives. When not on the road, he listens to unedited tapes to get a feel for the

It's virtually impossible to have number one stations in every market and every format. However, EZ and Nationwide are strong competitors in their markets. While market rank can be influenced by many factors, especially signal, all the listed facilities rank at least third (according to Arbitron) in their format, with the exception of AM facilities WGAR and KMJJ.

EZ Communications		Nationwide	
Market Rank/Format Rank		Market Rank/Format Rank	
WBWW/Washington (CHR)	15 3	WPOC/Baltimore (Country)	3 1
WHOT/Miami (Urban)	9 2	WGAR-AM & FM/Cleveland	21812 1
WBZZ/Pittsburgh (CHR)	3 1	KZZP-AM & FM/Phoenix (CHR)	2 1
KYKY/St. Louis (AC)	11 2	KWSS/San Jose (CHR)	1 1
WEZB/New Orleans (CHR)	2 1	WNCL/Columbus (CHR)	6 2
WEZC/Charlotte (AC)	3 1	KZAP/Sacramento (AOR)	4 1
WEZS/Richmond (AC)	4 2	WKZL/Winston-Salem (CHR)	4 1
		WBWJ-AM & FM/Orlando (CHR)	6 2
		KNST & KRQ/Tucson (MT & CHR)	1084 151
		KMJJ & KLUC/Las Vegas (AC & CHR)	1763 481

As Group Director of Programming Services, he's responsible for all of Nationwide's radio outlets, except WPOC/Baltimore and WGAR/Cleveland. "They're both Country and, most importantly, very successful within their format," Dave explained. "There's no need to try and fix what's not broken or running at optimum level."

And that's pretty much the approach he uses with the other stations. "I help out in research and music if needed. I also keep an on-going talent bank. It's my job to help in whatever way they need — including staying out of the market."

No Eye In The Sky

The job of national PD used to conjure up "eye in the sky" paranoia for a local PD. But as Dave sees it, "This is not a dictatorial situation. It would be pretty stupid to think Dave Van Stone can program an Orlando station (BJ105) from 300 miles away. Our PDs call their own shots. I don't pester them with phone calls every day, putting my two cents into their faces."

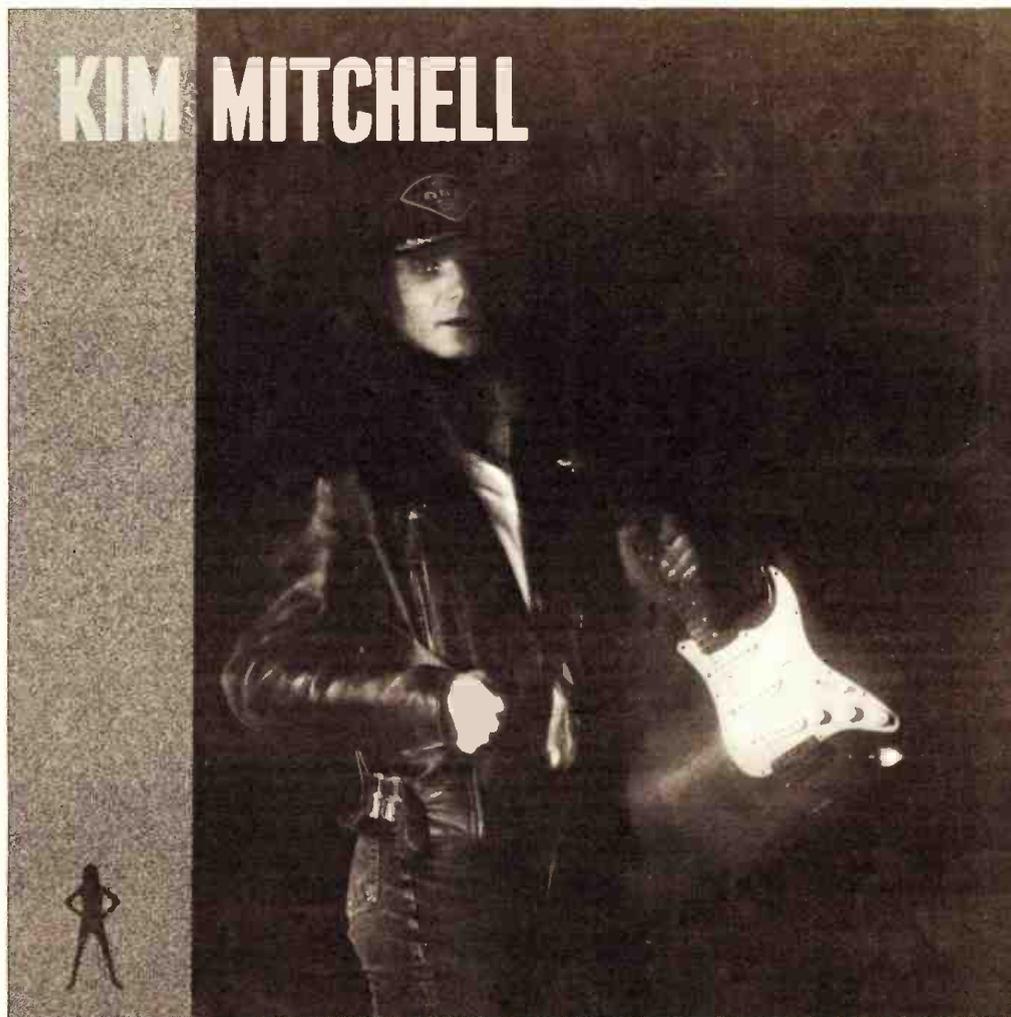
Dave also doesn't talk to all of his stations every week about their music. "It all depends on how much of a problem the music is in certain markets. If there's a snag, hopefully I can spot it early enough to prevent it from showing up in the ratings."

"For the most part, they all seem to welcome my input. I think (KZZP/Phoenix PD) Guy Zapoleon and (BJ105 PD) Brian Thomas

Continued on Page 58

SHAKIN' LIKE A HUMAN BEING (81864)

THE NEW ALBUM FROM KIM MITCHELL



Last year, his American debut LP **akimbo alogo** featured the top AOR track, "Go For Soda."

SHAKIN' LIKE A HUMAN BEING, his new release, features "Patio Lanterns," the first single (7-89391).
Also available as a promo 12" (PR911)

Produced by Kim Mitchell
Executive Producer: W. Tom Berry
Management: Alert Music Inc.



On Atlantic Records & Cassettes

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Dan Vallie — Freshness & Perspective

Continued from Page 56

market the way an ordinary listener would. This helps him advise the PDs on solving or circumventing any problems.

Concept Sharing

"Freshness and perspective are what I bring to the job," said Dan. "I frequently get calls to come in should a programmer feel he's a bit off-course. I talk to each of my PDs weekly about the music for the same reason, but respect every one of them and their opinions.

"By the time I call them for music, they've usually got it done, and I generally agree with their decisions. Disagreements are rare because they know what they're doing. We bring our people into the company with an eye toward accomplishing their goals. It's seldom we have problems. (When we do), it's generally not the records we disagree with but the timing of when they are added."

Talent Bank

Despite differences in formats, Dan's stations have shared format concepts. "We've done the 'four-in-a-row no-talk' concept at six of the seven stations. Now some people don't agree with this philosophy but, according to the numbers, the audience doesn't mind it at all.

"It's more of a marketing tool and positioning statement," Dan continued. "Hot105 (WHQT)/Miami is the only market not using it, basically because of the uniqueness of the market and the length of some of the music."

In spite of the four-in-a-row no-talk formats, Dan feels he has personality-oriented stations. He pointed to Don Geronimo (now at WAVA/Washington), Bruce Kelly (now at KZZP/Phoenix), and Chuck Tyler (KFI/Los Angeles) as examples of some foreground personalities who've manned the control rooms.

To be of better service to his local programmers, Dan actively seeks out fresh candidates for air-staff openings. "When someone leaves, the PDs call me and I get to work. I correspond with every applicant and listen to every tape I get. It's time-consuming but well worth it. I can't critique each tape, but I respond to all of them. It's up to the GM and PD to make the final decision."

Local Autonomy

Dan's concern for local autonomy extends to letting the GM, PD, and other department heads set up a winning environment. "You can feel the magic when you walk into a winning radio station. The right people are the bottom line: going for a common goal and believing

they can do it. I like to see people who aren't afraid to set high goals. In those cases great results are invariably the end result."

Nothing lasts forever, though. And from time to time a PD opening occurs. What qualities does Dan look for in a candidate? "The common bond I look for is to hire winners; market size means little. They aren't just rating winners, but people who have a broad picture and their priorities in order. You can have a PD who understands the mechanics but can't motivate his people to do them. But if you have someone who can do it all, he's really a winner."

Consulting Advice

To help round out his national overview, Dan consults with Burkhardt/Abrams President Dwight Douglas (and Don Kelly in Miami). While many consultants seem to call all the shots in certain situations, Dan keeps B/A's role in perspective. "They only advise. I execute and put things into motion for the licensee. They're (Burkhardt/Abrams) a great sounding board with a broader perspective than I have. I don't want to miss a trick, and they help keep me from missing anything obvious."

Probably one of the more difficult balancing acts Dan encounters is maintaining a smooth relationship between management and programming. While Dan responds to the programming needs, Alan Box handles the other side. "We have some very bright and aggressive salespeople. It's only natural that the two sides butt

heads occasionally. It's because Alan is young and aggressive, and we maintain a similar profile throughout the company.

"Not everyone who wants to be a programmer should become one," stressed Dan. "You have to be sure. I get guys who want to program and be on the air. There's nothing wrong with moving from the PD's chair to another post, but don't take the job just to take the job. Become a PD because you want to be.

"Be openminded about programming. The business of learning is a journey, not a destination. Those who follow that idea are people who win. Others think there's only one way to do it. They get to the point where it's not cool to learn anymore. I know from the seven stations we have that there are seven ways to do it right. The trick is to find the best way for the situation."

Dave Van Stone — Help Where Needed

Continued on Page 56

On The Road Again

That peacemaker approach comes in handy when programming and management don't see eye to eye. "There have been situations where I've had to step in between a GM and PD. I try to defuse the matter by find...g out each person's goals and objectively analyzing where each fell short."

BITS

• **Liberty Runs** — Many people around the country are gearing up for the July 4 celebration in New York this summer to rededicate the Statue Of Liberty. Radio is also jumping on the bandwagon, doing its part to raise money for the restoration.

Several stations have coordinated "Runs For Liberty" with Stroh's Beer, now sponsoring its third annual Liberty run. Listeners register for either a 2k or 8k race and donate all pledge proceeds to the cause. They register wherever Stroh's or Adidas tennis shoes are sold, or sign up at parties held in their town. These parties will be held every week until race time at the end of June. By the way, Adidas running shoes will be among the many prizes given away.

Kodak, meanwhile, celebrated the restoration by organizing simultaneous Liberty Ride Festivals around the country. The daylong event began with a scenic, non-competitive bike ride. Picnic lunches were served and local entertainment provided. Over 100 cities participated.

If I Were Going To Hire Me

I asked Dan Vallie and Dave Van Stone to pretend they were going to take another position within their respective companies. What would they look for in hiring their own replacements?

According to Dan:

"A person's integrity is most important. Beyond that I'd look for someone with lots of common sense and good street smarts. He would have to deal with all levels of radio business from jocks to a board of directors. An understanding of the position's most immediate goals and the bottom line is a must. A station is a real winner when it's profitable. The candidate must also have the ability to get along with people."

According to Dave:

"The top two qualifications are being able to ride well on an airplane and liking hotel rooms. Seriously, a person must have a general understanding of the big picture. Not just music, but sales, average unit rates, and a concern for making money. Most PDs are too locked into narrow scopes. You must realize how it all meshes into a package deal. There are two sides to every story. The ability to equally look at the business side and the programming side is important."

Like his national counterparts, Dave also has to hit the travel trail. "I'm on the road every other week. I'd like to get into each market every two or three months — sometimes more, sometimes less. That allows me to channel my attention where it's needed the most."

When the stations are hiring PDs or talent, Dave is always on hand for input and may participate in the interview or recommendation process. "I look for someone who's honest, flexible, hardworking, and has a feel for the station's direction. I want someone who doesn't have all the answers, takes direction, and can be ready to shift gears as we go.

"A PD has to be able to work well with talent. Not only on-air talent, but talent in management and sales. When someone has a flair for marketing, creativity, and sizzling theater of the mind, you have an edge over the competition. The result is a winning atmosphere."

In the end, however, the final decision is left up to the GM or PD. "They've got to work together. So no matter who I recommend, they have to fit the personal chemistry of the station."

Individual Trademarks

Finding the right PD who will help each station maintain its individual sound is very important. "A lot of that comes down to the competitive needs of the market."

explained Dave. "When Guy came to us, I knew he'd be right for that market. The same for Jerry Dean (KLUC/Las Vegas) and Jim Gillie's promotion at KRQ/Tucson.

"Perhaps the best example of a PD's personal trademark is WNCI/Columbus. Bill Richards has a unique-sounding station because he's really put a lot of his own emotions into it. Sure, we use many of the same music systems in our stations. But it's the individual PD who makes the difference."

So if the local PDs are the ones who make the difference, they should receive all the glory or grief for ratings, right? "Well, to a point," Dave said. "Ratings are a local PD's main responsibility. I'm also responsible, on a smaller scale, since I've approved what's been done. I share in the blame for any major problems arising from our overall programming strategies."

Major marketing campaigns receive the "Dave Van Stone Seal of Approval," but he leaves the day-to-day promotional activities to the local staff. "Anything that will have an effect on building/recycling cume or stretching TSL needs to be carefully examined."

In closing, Dave offered some advice to other programmers. "Remain open to new ideas and directions. Always ask why. Don't just get locked into the same old methods. Keep your ears open. You can learn a lot from those you'd least expect to."

MOTION

WIXV/Savannah gives up Slick Eric Stevens, who'll now be Sunny Joe Stevens on KC101/New Haven's night show... Jo Jo Walker is doing nights, and Bobby Knight is doing afternoons at KZOU/Little Rock. Both are from the now-defunct WZXR/Memphis... KZ93/Peoria loses morning man Scott Wheeler to WGCL/Cleveland... WFMI/Lexington MD Indiana Jonz is upped to Assistant PD.

Following 96X/Miami PD Jon Holliday's exit, MD Stuart Elliot is acting as PD/MD... John Stubb joins WKAU/Appleton for overnights... WBen-FM/Bufalo welcomes Maria Genero to overnights from WYRK across town, and Rob Lucas to weekend work from 100KHI/Ocean City.

KITY/San Antonio welcomes Eli Molano, now doing mornings after leaving the MD/morning slot at KRGV/Brownsville-McAllen. And John Elliott from crosstown KTSA is doing weekends.



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ARISTA



STEVE FEINSTEIN

QUICK CUTS

Around Your Corner And Up Your Street

The spring sweep is over. Breathe a sigh of relief, prepare yourself for continuous measurement (if you're in a Top 75 market) and enjoy this catch-up of promotions in motion, good deeds, and tasty tidbits.

WMMR's Colorblind Radio Project

WMMR has joined with cross-town Urban WUSL in a project to help ease racial tension in Philadelphia. Project R.I.G.H.T. - Radio Is Generating Harmony And Togetherness - has jocks from each station make joint appearances at area high schools. They deliver the message that music is a unifying force, shared by people of all races and nationalities.

'YSP On The Front Line

After purchasing the first Philadelphia mile of Hands Across America, WYSP asked listeners to nominate someone they knew who deserved to be first in line. After soliciting postcards with reasons for why the nominee best represented the community-minded spirit of the event, the station placed both the winner and the person who nominated him at the front of the line.

See Spots Run

Custom TV spots running on WCKG/Chicago and WMRY/St. Louis present a "less is more" message in interesting ways. WCKG's has PD Don Davis on screen, identified by name and title, taking a thinly-veiled poke at rival WLUP's foreground drive-time personalities, Jonathon Brandmeier and Steve Dahl & Gary Meier. The copy: "Come on, when you turn on your radio for rock 'n' roll, you want to hear rock 'n' roll, right? ... In the morning, when they're talkin', we're playin' rock 'n' roll. In the afternoon, when they're talkin', we're still playin' rock 'n' roll. The best rock 'n' roll, all day long, and more of it."

Progressive WMRV takes a truly minimalist approach. Against what resembles a series of abstract paintings, the station shows titles, with no voice track, that say "No news! ... No sports! ... No traffic! ... Just music! ... No kidding!" Then narration echoes the next series of titles, saying "If ordinary radio turns you off, turn us on. 101 FM, WMRV ... ordinary radio." Interestingly, "MRV isn't explicitly identified as a rock station, although the three versions of the spot use instrumental passages of songs by the Stones, Jeff Beck Group, and Steve Miller as music beds.

Trip Meter

KFOG/San Francisco's latest in a series of "Getaway" trips is a journey to New York for the July 4 unveiling of the Statue Of Liberty. The winners watch the event from the Windows Of The World restaurant at the top of the World Trade Center ... WKLS/Atlanta's "Rock Around The World" series qualified listeners for a similar trip by having them write down the name of every song with the word "America" in its title that 'KLS played during a 12-hour stretch. The two pairs of winners left on a one-week Bermuda vacation aboard a cruise ship after the unveiling. The winner of a previous 'KLS trip to the Kentucky Derby had doubly good luck - he parlayed a \$10 exacta bet into \$1900 in winnings.

Just Causes

WPYX/Albany morning team Bob Mason & Bill Sheehan were among the principal voices on the recording of an unofficial song for the city's tricentennial, Burger King underwrote the recording and pressing of "Let's Have A Party, Albany!," which included appearances from 50 area celebrities. Proceeds went to a local drug reha-



KSHE UNITES LONGHAIRS - Sure, a lot of AOR stations play classic rock. But how many co-moate classical music concerts? That's what KSHE did recently, presenting a show with the St. Louis Symphony Orchestra. The successful promotion prompted an orchestra official to write, "KSHE has an inaccurate reputation for having only very young rock-oriented teenagers as listeners. The concert proved this isn't the case. KSHE listeners represent a very attractive upscale market for us, as the 'KSHE Night At The Symphony' proved." From left, personality Randy Raley, Assistant PD Al Hofer, and air staffer Joe "Mama" Mason.



KSPN RESCUES SKI CLUB - When \$1800 was stolen from a local ski club that provides scholarships for promising young skiers, KSPN/Aspen PD Frank Eriksen spearheaded a fundraising program to replace the money. Local businesses donated merchandise and services that KSPN auctioned off to callers. The station tripled its goal of \$1800 in two weeks, raising \$5435 in two days. From left, a ski club official, Eriksen, and KSPN President Joyce Hatten.

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March Of Dimes

KDKB BREAKS RECORD - KDKB/Phoenix sports ace Cookie "Chainsaw" Randolph (aka Don DeWitt) put a collection of his gonzo morning sportscasts on disc, with proceeds from the thousand copies sold going to the March Of Dimes. That's Randolph pulling a Zelig in between the Iron Horse and the Babe.

bilitation center.

WLLZ/Detroit morning team Jim Johnson & George Baier gathered over \$4700 in pledges for their participation in a March Of Dimes Walkamerica 18.6-mile trek.

WRDU's Diaper Drive

When two sets of quadruplets were born in Raleigh recently, WRDU calculated that the six boys and two girls would be using 1500 diapers a month. To help "pamper" both pairs of parents, the station's morning team began a "Reynolds & Company Diaper Drive." Disposable diapers have been pouring in from such contributors as Procter & Gamble, which gave 2000 diapers, and grocery stores. Local restaurants have chipped in birthday cakes for the eight infants' first birthdays, along with free lunches for the parents when they have a moment's rest.

It's A Gas, Gas, Gas

WKLS's giveaway of 9600 gallons of free gas was almost too successful. It created such traffic snarls around the gas station dur-

ing morning rush hours that police shut it down prematurely after only 5000 gallons were pumped. However, the stunt yielded front-page coverage in two papers.

Prize Patrol

CFOX/Vancouver's "Foxhunt" promotion had station personalities hunt for vehicles with CFOX bumper stickers. They awarded instant prizes like VCRs, microwave ovens, albums, and concert tickets, with winners also qualifying for the grand prize - a bumpersticker with a \$16,000 '87 Nissan King Cab truck stuck underneath.

On WMMR's "For Headphones Only" program, listeners who mail in a postcard with three songs played on the previous week's show are eligible to nab compact discs and headphones. Winners qualify for the grand prize of a CD player.

"Ten Speed Tuesdays" on WSKS/Cincinnati award a ten-speed bike every time the station plays ten songs in a row.

Kudos

In UPT's 1985 Southwest Broadcasters Awards Competition, KBCO/Denver's news staff won five awards for best newscast, sports coverage, and news features categories ... WXRT/Chicago newsperson Michelle Damico captured top honors in both the Reporting/Individual Achievement and Feature categories in UPT's Illinois competition ... KLOS/Los



KZOK'S NEW YORK STATE OF MIND - Source affiliate KZOK recently beamed its morning show from NBC studios in New York back to Seattle. Seated is (l-r) morning team John Posey and Tony Milner; standing are legendary NBC announcer Don Pardo and KZOK Operation Director Phil Strider.

AOR

Angeles talk show host and ABC Radio correspondent Gayle Murphy wrote and voiced "4 1/2 Minute News," the flip side of Hear 'n' Aid's "Stars." The piece features some of the A-side's heavy metal rockers offering their thoughts on the project's importance.

Odds 'N' Sods

CFNY/Toronto observed International Women's Day by turning over its mikes to six Toronto celebrities of the female persuasion. Guest jocks included Sandy Horn of the Spoons and Carole Pope, ex-Rough Trade. CFNY's CASBY Awards show, an alternative to the Juno awards (Canada's equivalent of the Grammys) is set for August 14. Why don't we have something like that this side of the border? . . . WIZN/Burlington, VT is upping its power from 1 kw to 50 kw and moving its frequency from 106.3 MHz to 106.7, with hopes of being heard in Montreal and Albany . . . Every Saturday, WKLC/Charleston plays all of its music, from compact discs. A local stereo dealer sponsors the "Digital Saturdays" . . . Being #1 hasn't hurt WNOR/Norfolk's relations with its competitors. When the station held an open house to show off its new offices, the crowd included quite a few rival owners and managers . . . Alternative WFNX/Boston celebrated its third birthday by giving presents to listeners. Prizes included a trip for two to Los Angeles and a \$1000 shopping spree at an upscale department store.

SEGUES

Is a change in the wind at KRKE/Albuquerque? Its new owners, Sanbla Peak Broadcasting, have applied for new call letters — KZRR. An early July takeover is expected.

WLNZ/Lansing PD Linda Lanci resigns for an unspecified radio gig in Detroit. LNZ and co-owned WRQK/Canton have inked with Burkhardt/Abrams, as has WEGR/Memphis . . . George Harris no longer consults KMET/Los Angeles, where overnighter Deirdre O'Donoghue has resigned.

Phil Thompson gets the nod as KICT/Wichita MD . . . At WPLR/New Haven "Christina" (Altwickler) from WIGY/Bath, ME replaces Amanda Tepper as MD . . . KKGRI/Anchorage taps evening man Bob Young to be MD.

WXRT/Chicago weekender Marty Lennartz replaces Chris Heim on overnights . . . Tony Karre joins WQMF/Louisville mornings . . . Bruce Van Dyke exits KOZZ/Reno mornings.

Jeff Garrett takes on 9am-noon duties at KICT.



MORE BANGLES FOR YOUR BUCKS — KTYD/Santa Barbara PD Rick Williams knows what he wants — more time in the company of (l-r) the Bangles' Vickie Peterson, Debbie Peterson, and Suzanna Hoffs.



WIENIE WARS — KLOL MD Dayna Steele (right) came to the defense of a hot dog vendor who has been at odds with Houston health department officials. Shirley Rubenstein spent three years and \$22,000 in legal and petitioning fees after being denied a permit. She succeeded in having an ordinance against street vendors changed but was still denied a permit for herself. To draw attention to Rubenstein's plight, Steele handcuffed herself to the out-of-service cart and broadcast her show live. Local media covered the event, and a fund for Rubenstein's legal expenses has been set up. Steele says she's been threatened by the health department for giving its phone number over the air, but vows, "We're not through yet!"



BIRD UMPS DONKEYS AND ELEPHANTS — KJOT/Boise's J-Bird mascot umpired a benefit softball game between Idaho Republicans and Democrats. With him is Lt. Governor Dave Leroy, who's making a bid for governor this year.



FUNERAL FOR A NON-FRIEND — Why is a throng of thousands blocking traffic at 49th Street and 6th Avenue in New York? Because the man in black, WXXR wake-up man Howard Stern, is leading a mock funeral procession for his former employer, WNBC, outside its offices at Rockefeller Plaza. Stern's eulogy for "NBC said it "committed suicide" by firing him last September (the station's share dropped from 2.6 to 2.0 in the winter). With props that included a hearse with a six-foot cross of flowers and a coffin, Stern spread "NBC's "ashes" along 6th Avenue to the delight of the cheering crowd.

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ADULT CONTEMPORARY

Promoting And Remoting



FUNDRAISER FOR KOALAS — WLVE(Love-94)/Miami morning show personality Irene Richard spent three days behind bars at Miami's Metro-zoo to raise money for a permanent koala exhibit. A goal of \$4000 was set, but the final total nearly tripled that amount. Pictured with Irene is Love-94 MD Joe Johnson.



HAVING A BALL IN DENVER — "Weird Wednesday" broadcasts have become famous at KHOW/Denver, taking station personalities to some unusual places. This time out personality Charley Martin (c) visited the Children's Museum ballroom with a group of listeners.



'TIS THE WINNING OF THE GREEN — WFOX/Atlanta spent most of St. Patrick's Day giving away green dollar bills to listeners. Morning hosts Don Schaeffer (left) and Stasia Kelly (right) surround one winner and son with "100 green ones."

There's been a lot of promoting' and remoting' going on out there. These promotions range from zany, wacky, madcap and fun to serious fundraising efforts. And the remote locales run the gamut from exotic to a cage at the zoo.

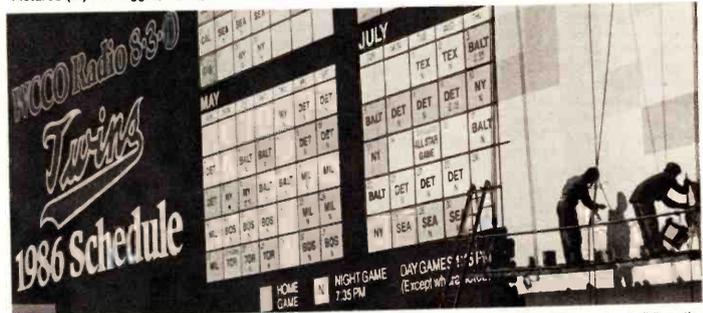
Just for fun this week, let's peek at what some AC stations have been doing.



ME & MOM — WUFM/Lebanon, PA personalities teamed up with their mothers the Friday before Mother's Day. The mothers handled regular on-air duties and told cute, embarrassing stories. Grinning proudly are (l-r) PM driver Rich Firestone with mom Cora, OM/AM driver Tony Rose with mom Phyllis, and midday man Scott Fortney with mom Rosemary.



FALL-OW ME — New KLLS morning man A.W. Pantoja took a 10,500-foot dive with a professional parachutist — piggyback and live — during the morning show. A.W. wore a helmet wired with a transmitter and microphone, while PM drive personality Dave Jagger provided play-by-play from the ground, allowing for a three-way conversation. Pictured (l-r) are Jagger, Pantoja, and the pilot.



WORLD'S LARGEST BASEBALL SCHEDULE — Painted on the wall of a downtown Minneapolis building, the schedule pictured above is a 35-foot tall by 160-foot wide replica of the Minnesota Twins' 1986 game schedule. It's WCCO's way of promoting the Twins' 25th anniversary season.

ACCELERATION

Art Tiller hired as MD at WNSR/ New York. Dick Bartley joins as morning man, and Bill Neil handles afternoons . . . Tad Griffin promoted from PD to OM, and Debbie Del Rio becomes News/Public Affairs Director at KELT/McAllen . . . Jim Evans leaves WRNR/Martinsburg, WV to join WARK/ Hagerstown as MD and morning personality.

Tom Shannon is new morning man at WMJC/Detroit. Douglas Knopper is named Promotion Director, and Walter "Sonny" Reschka is appointed Chief Engineer at crosstown WNIC.

Brian Chase becomes OM at KRAV/ Tulsa. Charlie Clyde is named PD at WTKO/Ithaca replacing Wayne Fisk, who exits to become PD at WGHQ/Kingston-Poughkeepsie.

Debbie Jackson leaves WBLI/Long Island to join WGBB & WBAB for air traffic reporting and weekends on WGBB . . . Tony Miranda joins KROI/ Reno as midday personality . . . Cal Stout is Operations Manager and John King is music coordinator at KLYF/Des Moines. Brian Mitchell is PD/MD at WSOS/St. Augustine.

At KEYI/Austin: Chris Alan is MD, Mike Donahue handles middays, Magic Christian does afternoons . . . Thaddeus James is hired for week-end mornings at KKLV/Anchorage.

New lineup at WHYR/Saco-Portland: Ray Masters, mornings; Assistant PD/MD Jon Paradise, middays; PD Doug Foerster, afternoons; Lou East, evenings; Doug Parent, overnights.

Sean Michael Lisle is doing mornings at KSNN/Los Banos, CA . . . Ford Michael Mullins moves from overnights at KIK-FM/Anaheim to PM drive/Production Director at KPLM/ Palm Springs.

Michelle Tallone leaves WAVE/ Sarasota for the MD post at crosstown WJIS . . . Lisa Moree, ex-KYUU/San Francisco, joins KRTH/Los Angeles in a utility/production capacity . . . Rob Dunlop moves from weekends to overnights at WTVN/Columbus . . . Allen Hoover becomes MD at WGBR/ Goldsboro . . . Tim Phillips is MD/PM drive at WVTI/Melbourne.

Congratulations to everyone at WSPD/Toledo. The station is celebrating its 65th anniversary.



LON HELTON

COUNTRY

READERS RESPOND

Questioning The Role Of Oldies

It sure doesn't take long to know when a column touches a nerve; responses come fast and furious. Such was the case with the series of articles examining the place of oldies in Country radio today (R&R 5/2, 5/9, and 5/16).

From the number of well-reasoned letters I received, it's apparent that the question of oldies has been on a lot of programmers' minds. Interestingly, and somewhat surprisingly, I didn't get any comments from record companies or artists. At any rate, here are a few letters representative of those received.

KMPS/Seattle PD Jay Albright

Like many of the guys you've already talked to, I've used a four-and-a-half to five-hour turn on heavy rotation currents as long as I've had anything to do with programming country music on the radio (from 1973 to present).

At the time Bob Pittman was touting a two-and-a-half-hour turnover rate at WMAQ/Chicago and Ed Salamon was doing the same thing at WHN/New York, the guys I consulted seemed to be saying, "That works in a market where you have massive come potential, but in smaller markets you'll just hurt the thing that really builds your quarter-hour shares — time spent listening."

That logic continues to make sense to me, since I still approach country music as limited in its ability to come the mass audience. My best books have come when, by superserving the core, I've managed to get great quarter-hours from a small percentage of my come.

In book after book, KMPS-FM has the best TSL rank in the market in both Birch and Arbitron. KMPS-AM does quite well, too. In a good book our come rank is normally somewhere in the top ten, and that long listening is what makes us a consistent top five in average quarter-hour listening. We take those numbers to the bank.

As a result, I can quite clearly see why it would be in the best interest of record companies for me to repeat a hit single ten or more times per day. However, it seems to me that it would have to more than double my come to make up for the loss in time spent listening that I would suffer if even one of the tunes I select to play that heavily turned out to be "wrong."

At the moment, by repeating a song every five hours, I reach



Jay Albright

74.2% of KMPS-AM's come with a frequency just above four. Turning that same song in two and a half hours would hike the reach only 12% (to 86.1%), but the frequency would nearly double to 7.3.

On my FM the reach would increase even less (from 79.1% to 89.5%), while my average listener would hear a song played every two and a half hours more than nine times a week.

We didn't subscribe to the winter ARB, so I really can't cite figures from it. However, it really makes a case for my "worst fears" about cutting rotation times too drastically. KMPS lost come, about a 30% drop. The other Country stations in the market also experienced a come drop. Thankfully, our time spent listening increased in the face of what appears to be a come fluke.

My problem with the idea comes down to this. How do I sell the concept that we're now "playing more of your favorite songs more often" in my advertising — which I think is required in order to see any meaningful come growth — without being faulted for too much repetition? How do I choose the 3, 5, 7, 9, 11, or 13 hits that can stand that kind of turnover without burning out prematurely? If even one or two of them are the "wrong" songs, I'll really be shooting myself in the foot.

Anytime anybody proposes a scheme that can potentially take country music to a larger audience, and also help the record business at the same time, they've gotten my attention. But as you can see too, I'm listening but I'm skeptical.



HANGIN' 'ROUND THE GIRLS' ROOM — The area outside the ladies' room seems an odd place to gather for a picture. But given this motley crew, nothing's a surprise. (Yes, I'm guilty of mixing rock 'n' roll allusions.) The occasion was the annual Jimmie Rodgers Memorial Festival in Meridian, MS. Pictured (l-r) are WOKK/Meridian GM Ken Rainey, Fred Knoblock, Paul Overstreet, Miss America Susan Akin, and T.G. Sheppard; kneeling (l-r) are WOKK personality Curt Lynch and OM Van Mac.

Thanks for allowing me to express my opinion. Reassessing why we do what we do is healthy for all of us.

Great points, Jay. While I didn't intend to offer any responses to these letters, I do want to expound on a point or two.

Current rotations are extremely critical and must be determined relative to an individual station's come and turnover realities and/or desires. However, raising the percentage of currents played need not necessarily accelerate rotations. Much of my speculation concerned whether or not some gold slots in a station's hot clock should be replaced by good, newer product.

Your point concerning Country's ability to attract the mass audience is well taken. But can one expect to attract new listeners without the excitement generated by new product? A question which needs to be answered is the relative "come-pulling" ability of both currents and oldies. Can a station better attract new come by offering fresh music (from new or established artists) or through a high diet of oldies — most of which have been played for a long time or may no longer be relevant to today's audience?

Wouldn't it be exciting to find a music mix that simultaneously attracts new listeners while stretching the core's time spent listening? Attracting new listeners without alienating the core can indeed be a high-wire act. I would never suggest the former at the expense of the latter.

However, considering the preponderance of good music available today, I do think playing a greater percentage of currents vs. oldies does not render these goals mutually exclusive.

WGKX/Memphis PD Jay Christian

So far, the 50-50 currents/oldies ratio is a successful one, and I don't believe you'll see the stations that are the ratings leaders change it. As the saying we've all heard a thousand times goes, "If it ain't broke, don't fix it!" I think it'll be tried by someone who is the second Country station in a market that needs to do something different to get listeners. It'll be interesting to see the response.

In your comments you brought up repetition, either actual or per-



Jay Christian

ceived. I believe the perception of repetition isn't based nearly as much on the time it comes up again the same day as when it's played again the next day, and the next. People, especially adults, are creatures of habit. Their alarms go off at the same time each day. They drive to work at the same time and drive home at the same time. We must remember that the majority of our listeners don't listen all day; that's a very small percentage of our audience. We turn our most popular songs over more often to be sure to play them soon for the people who just tuned in.

So where does the perception of too much repetition come from in our average listeners? By playing the same songs at about the same time each day. Many program directors spend a lot of time working on when a song will come up in rotation the same day, but don't even think of when it'll play tomorrow. When listeners hear the same song over their bowl of Cheerios each morning (or three out of five days), they think, "Damn, all they do is play the same songs over and over!"

I know there will always be complaints of too much song repetition from some of our listeners who listen for great amounts of time. For them, it's true. (And I'd become real worried if we didn't get some complaints about it.) But I feel that most of the time we can reduce the number of regular listeners who feel that way by not playing the same songs at about the same time several days a week.

WASK/Lafayette, IN PD Don Riley

Last January I noticed a vast improvement in the quality of music coming out of Nashville. My reac-

tion was to increase my current music rotation to 66%. This approach verified for me Ed Salamon's statement about how new music can generate excitement for a station. So far, the listener reaction has been positive and requests have remarkably matched our current/oldies ratio. Makes you wonder which came first — the chicken or the egg?

I've also taken the time to re-evaluate my oldies library. Artists whose music cannot enhance the excitement of the current music were eliminated. I'll admit this was done by gut instinct and not through music testing. But it did reduce our library to about 1000 songs, so we were pretty fat in that area. Our pop crossover category was also trimmed to include songs by artists who have been ignored by CHR and AC recently: Creedence Clearwater Revival, Jim Croce, Roy Orbison, and some Eagles songs.



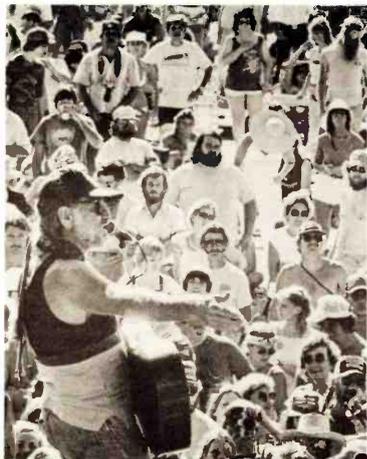
Don Riley

These songs are played in the middle of a three-song sweep every other hour. We begin with a new country song, which is sold by the air personality, followed by an unannounced pop crossover song, followed by a power current which we backsell. What I'm doing is creating a musical equation for our fringe listeners, which will hopefully draw them to my station more often.

Another aspect of creating excitement on a Country station has to do with presentation. Because our audience is becoming more song-oriented and less artist-oriented, we should allow our air people to spend more of their time on the air being entertainers and less time paraphrasing artist bio information. That's what's working for us.

Continued on Page 64

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COUNTRY

Oldies

Continued from Page 63



Ken Murray

KIKR/Conroe, TX MD Ken Murray

As I was reading the articles concerning the amount of oldies some Country stations play, it struck me that the record companies are crying about how little airplay they get for new releases and new artists, while not servicing many stations. KIKR is a 10K AM station on the fringe of the Houston market. We can be heard in both Dallas and Houston and most of East Texas. My problem is very poor record service.

We play about 60% currents here. It's the only way to battle the Houston giants of KIKK and KILT, which seem to play mostly oldies. Our listeners tell us they pick us because we make a point of telling them a song is new.

If the record companies are really concerned about airplay, maybe they should take a little interest in the smaller stations. I have written and called numerous record companies, and only a couple have responded. The smaller and independent labels give great service, and I find a lot of good material on them both.

In the late '70s the record companies were more accessible and more eager to see that we got new releases. I'm not asking for records to give away. All I want is to be able to play the records the listeners want to hear without having to spend hundreds of dollars each month to obtain the records.

To the record companies I say: Remember the smaller stations. We don't have the expense accounts the larger outlets do for records. The smaller stations still break the new records, and we can use all the help you can give us.



STRAIT HOUSE — I always did get those poker hands mixed up. At any rate, KLAC/Los Angeles morning personality Gerry House (l) was presented with a gold record of George Strait's "Greatest Hits" LP. Doing the honors with George was MCA Senior VP Bruce Hinton (r).



A MAC ATTACK AT WAXX — Relatively speaking, a recent concert in Eau Claire, WI was a real smash. Of course, that's easy when the relatives happen to be Pake and Reba McEntire. Chatting after the show are Pake, WAXX PD Tim Wilson, Reba, and WAXX MD Tim Closson.



"NOW" SMILES — Posing on the set of TNN's "Nashville Now" are (l-r) KVOO/Tulsa PD Billy Parker, Reprise/WB artist Dwight Yoakam, and KVOO GM Jack Cresse. Yoakam performed his current single "Honky Tonk Man" on the show.



CLARK COUNTRY CLASSIC: Roy Clark and Nashville's BNJ Marketing, Inc. firm a deal for Clark's first TV album. Pictured (l-r): publicist Carol G. Anderson, Clark, Roy Clark Management's Tommy Martin, BNJ President Bill Walker, and BNJ VP Norm Anderson.

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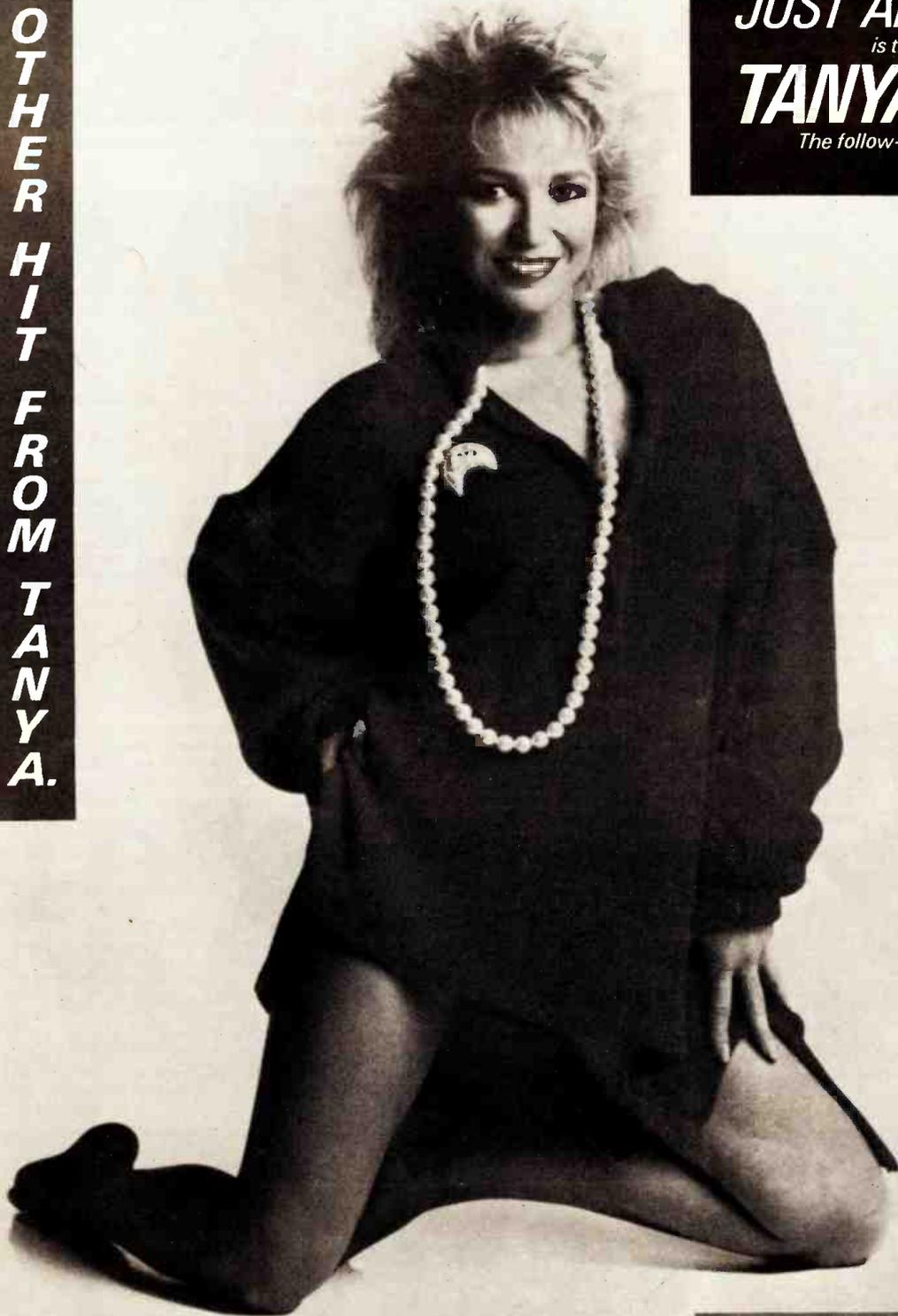
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SHARON ALLEN

NASHVILLE THIS WEEK

Fan Fair Photo Portfolio

When you mention Fan Fair to native Nashvillians, a myriad of expressions cross their faces. Some love it, some don't, but we "natives" think we know our way around this annual extravaganza . . . that is, we did till we met Rita Jean Bodine, from Abilene. She's been to every Fan Fair since 1971, and she showed us the ropes. Rita Jean is obviously an authority. She came equipped with 25 brand new ink pens and a bag full of assorted scraps of paper for autographs, her specially-designed steel-toed running shoes for protection from the stampeding hordes of "fanadicts," and a long hatpin which, she explained, "lets me move through crowds like a hot knife through butter."

After watching her work, we had no doubts . . . she would take us

boldly into the mysterious realm of Fandom where even the press fears to tread. Rita Jean was "in the know" about EVERYBODY . . . and this is how she and her instamatic saw Fan Fair . . .



Even Rita Jean was intimidated by John Schneider's bodyguard. Her boyfriend said he bet he could take her two falls out of three.



Rita Jean snuck up on stage and held three security guards at bay with her hatpin, and we heard her tell Judy Rodman, "I wouldn't leave until I met you."



Rita Jean said her heart went "Bop" when she saw Dan Seals stop to chat with Capitol/EMI-America Nashville President Jim Fogelsong.



Rita Jean swore off Don Johnson the minute she laid eyes on Randy Travis. She said, "He's so purty and he sang good too." Ever mindful of Rita Jean's hatpin, her boyfriend remained silent.



Rita Jean picked Dwight Yoakam and Wynonna Judd as her favorite couple this year.



Rita Jean said that even though the ink ain't even dry yet on Lynn Anderson's contract with PolyGram, you couldn't keep her away from all the excitement. Here she is (left) with Kathy Mattea and PolyGram President Dick Asher.



Rita Jean of course recognized Southern Pacific's Stu Cook and Tim Goodman backstage at the Warner Bros. show, but wanted to know who the Athletics supporter was in the middle. We told her we didn't know, but she took his picture anyway.



Rita Jean was quick to point out Crystal Gayle's singing sister Peggy Sue. So she took this shot and said, "I don't think any of 'em look alike."



Rita Jean caught all these pretty girls smilin' at her boyfriend. She didn't mind too much since it was the Forester Sisters and England's Indigo Lady. Lucky she didn't catch him smilin' back.



Rita Jean nearly had a spasm when she noticed Gary Morris's mom and dad were attending this year's Fan Fair. In a flash she snapped Gary, his folks, and his son Sam.



Rita Jean was so excited to get this close to "The Killer" that she completely missed Johnny Cash and Carl Perkins from the "Class of 55." She said that was OK, she was there when it all happened.



WALT LOVE

Audio Processing For Low-Power AMs

Audio processing is a primary concern for every radio station, and rightly so. The Black/Urban Contemporary format, which is commonly heard on low-power facilities, has for years had its problems when it comes to having a strong signal and a good, clean sound. When the format first started in the late '40s and early '50s, most were on the AM band with minimal wattage; 1 kw days/250 watts nights was the general rule. There were also a number of 1000-watt AM daytimers that played the "soul" hits.

In the '80s, most of the stations in our format are still on low-power AMs and FMs. This week's column features WVKO & WSNY/Columbus Chief Engineer John Marocchi, who can speak in nontechnical terms about the problems of making a low-powered AM competitive.

Pay Me Now Or Pay Me Later: The Ground System

An 11-year broadcaster, John hails from Pittsburgh and has a BS degree in Radio & TV from Butler College in Indianapolis. When asked what has to be accomplished for an AM to sound good enough to compete with the FM "big boys," he said, "It all starts with a well-maintained antenna system. It also involves an up-to-date high-powered transmitter.

"From what I've seen, most of the black-owned and operated stations are located in urban areas where land is extremely expensive. To get a good ground system installed is quite expensive, and there are a lot of peripheral costs that must be incurred if the job's to be done properly. Because of this expense, some existing facilities had corners cut during installation. And one must remember the additional cost of fencing this area and making it secure."

What are some of the typical problems AM facilities face? Said John, "The maintenance of antenna systems has been the downfall of a lot of smaller AM stations because they are so expensive to keep



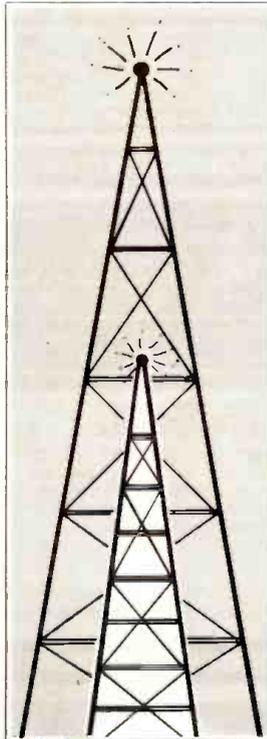
John Marocchi

16·WVKO

The Rhythm of the City!

up. The ground system is an excellent place to put your money when building or improving an AM facility. Here's why: You can't do with a processor what you can do with an excellent ground system. If you have a good one, your processing can complement it even more and help give you a strong, clear sound."

John emphasized, "You'll find that the AM stations with the big sound — the ones you have no trouble tuning in — are those with well-maintained antenna systems. The high-speed digital processors out now are making fast inroads into the market because they don't have that pumping sound you'll hear on some stations with the old analog-type systems."



What Exactly Is Processing?

I asked John for a brief definition of what processing, in broadcasting terminology, really is. He said, "Processing is whatever you want it to be, but I like to say that most of it is maximizing your loudness. Processing takes on the image of whoever is deciding what it will sound like in its finished state."

John continued, "Processing is

like an artist creating a painting or a musician arranging a new song. That's just how personal electronic processing at a broadcasting facility can be. Here at WVKO, everyone seems to be involved in deciding if we sound good electronically from day to day. If the people in the programming department hear something they don't like, they let me know. And then we'll all try to get back to where we think the correct spot for our sound should be."

What kind of processing does WVKO work with? "We now use the Texar Audio Prism," said John, "which is located back home in Monroeville, just outside Pittsburgh. They've got a great system. It includes the Eagle Clipper, an accessory permitting more leveling of the signal."

Putting Your System Together

John told me the best way to put together a good processing system is to first use as few pieces of electronic equipment as possible. He also said, "I start out by making sure my audio system is flat: we don't want any radical amounts of treble or bass. Then we listen to the sound on several car radios. Our primary audience is still the people who are listening in their cars. We fine-tune this sound while we drive around making adjustments."

What's Meant By The Audio Chain?

We've all heard the term "audio chain" over the years, but exactly what comprises one? John explained, "The audio chain is the line of equipment between the microphone and the transmitter. A well-engineered radio station will have the minimal amount of equipment

to do the best job. They'll buy processing equipment that's multipurposed. Lining up components that only do a little of this or that is just asking for trouble. The idea is for the audio chain to be as clean as a whistle and straight as an arrow between the microphone and transmitter. This is the best way to get the most out of your power allotment."

The Muddy Sound — A Common Problem

How many times have you said, "That song sounds muddy! It must be the cart or something." It's a common complaint from programmers and personalities, so what can be done to correct it? "You work from your speakers back," said John. "If you have cheap speakers, nothing's going to sound correct. But the problem could be anywhere in the system, from inside out to the antennas. Keeping your audio chain clean helps eliminate such problems."

Final Notes

John concluded his discussion of processing by saying, "It's important to note that when you drop back to low power at night the transmitter will not always act the same. Sometimes your station won't be as loud as it is during the daylight hours, or it'll be lower in sound. When you switch to nighttime power, you must be sure your modulation is correct. Your processing still has to be at its proper level for everything to sound right."

John added that Harris has a control box addition to its low-power transmitters called the "Sun Watcher." This device makes automatic adjustments to ensure that your nighttime sound is as good as your daytime signal.



JET BOYS, JET GIRLS — The Jets drew more than 500 people to an autograph signing session in Phoenix. They pose with KUKQ MD Robert Wideman (second from right, front) and MCA's Sara Melendez (second from right, back).



FEVER SHOTS — The tenth birthday party for New York's Fever Club recently prompted a rare display of unity between B/U GMs. Gathered for the momentous occasion were (l-r) WRKS VP/GM Barry Mayo (holding the competition's T-shirt), WBSL VP/GM Charles Warfield, Def Jam President Russell Simmons, and Tin Pan Apple's Charles Stettler.

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English-language Class 'C' FM blanketing the entire French Riviera 24 hours a day. Needs professional American-style programming & sales. Modest investment required. Would also consider outright sale. Immediate action required to catch summer selling season. For complete information package, write or call:

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

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1 Time	\$60.00
6 Insertions	\$55.00
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Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, one week prior to publication date. Marketplace ads are non-commissionable

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

MARKETPLACE

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A regular cast of characters (Not just wild tracks or drop-ins) will interact with your morning personality.

Already sold to one major group before national release

You provide a good basic jock. We'll make him funny.



For Free Demo Cassette call (312) 382-7551

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Full Year's Material: \$50 & Postage. 1,460 Crazy News Stories. 500+ Jock Insults. 730 Daily Celebrations. 730 Consumer Tips. 565 Trivia Q's. More! IMMATERIAL!!! Sample:

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OPPORTUNITIES

OPENINGS

NATIONAL

NATIONAL SALES MANAGER SAN FRANCISCO

Contact: BILL WEAVER VP/GENERAL MANAGER

YES! NO RADIO **KLOK** AM 1170 FM 103.7

77 Maiden Lane
San Francisco, CA 94108
(415) 788-2022

EOE

BUILD A GIANT!

Attention: Program Directors, air talent, promotion directors, production wizards, and news-people. Our expansion means ground-floor opportunities for YOU in one of America's most dynamic broadcast groups. Be a charter member of our next winning team. Send resume and cassette to:

Bill Thomas
Vice-President/Programming
CAPITOL BROADCASTING CORPORATION
530 Beacon Parkway West - Suite 600
Birmingham, AL 35209



Capitol Broadcasting Corporation

EOE. No calls please.

OPENINGS

WE NEED PERSONALITY DJs

Do you do voices? Can you handle the phones? How about drop-ins? — In other words, are you a Pro — or a Time & Temp Jock? More and more of the thousands of radio stations with whom we deal are looking and willing to pay for that something extra. If you are ready for a move, let NATIONAL help. We make the complete presentation for you. For confidential details and registration form enclose \$1 for postage/handling to:

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

ACT NOW!

MIDDAY - AFTERNOON - NEWS DIRECTOR - PRODUCTION

Right now Josephson Communications has important openings for three positions. We provide an excellent creative environment for talented, energetic team players. Each of our operations in Milwaukee, Columbus, and Norfolk is #1 in its format. If you're looking to become part of a winning environment, send tape and resume, no later than June 30, 1986, to: STEVE GOLDSTEIN, VP/Group Program Director, Josephson Communications, Suite 2150, 400 Renaissance Center, Detroit, MI 48243. EOE M/F.

Josephson
RADIO STATIONS



WE NEED
MARKETING RESEARCH SPECIALISTS
NO SALES... Must have experience with either record company, retail record sales, or music marketing research company. Contact: INGRID at SR0
MARKETING... NOW! (213) 652-9002. EOE

EAST

WOKO/Dover-Portsmouth, August 1. Be part of morning team. T&R: Jim Murphy, Box 576, Dover, NH 03820. No calls. EOE (6-13)

WPOP/Hartford News radio has immediate opening for a mature afternoon communicator with strong news background. T&R: Delcie Mullins ND, Box 11-1410, Hartford, CT 06111. EOE (6-13)

Parttime weekend personalities sought for resort area AC. T&R: Adam Gaynor, WBNJ, 223 N. Main St., Cape May C.H., NJ 08210. EOE (6-20)

R&R FRIDAY, JUNE 20, 1986/69

OPPORTUNITIES

OPENINGS

OC-104 FM/Ocean City seeks ND/afternoon news announcer. T&R: Dave Allen, Box 1850, Ocean City, MD 21842. EOE (6-20)

WRCN/Long Island has an immediate opening for a spirited promotions director. We're seeking a team player with a fearless, winning attitude. Send a letter to: Lenny Bloch, WRCN, Box 666, Riverhead, NY 11901. EOE (6-20)

Top-rated AM, soon to be Big Band, seeks conversational air talent. Good production. Decent pay. T&R: Jim Tabor, WSBY, Box U, Salisbury, MD 21801. EOE (6-20)

WTSL seeks creative individual for production/copywriter. Also future airshift openings. T&R: Mindy Todd, Box 1400, Lebanon, NH 03766. EOE (6-20)

PD for Central Vermont's top-rated Country AM/FM. T&R: Ed Stokes, WCVR, Box 249, Randolph Center, VT 05061. EOE (6-20)

Immediate opening for first-rate salesperson. Excellent opportunity. Production skills helpful. Base plus commission. Contact Charlie Doti, WSER (301) 398-3883 EOE (6-20)

PD/Air personality for Long Island Oldies station. Experienced, team player. Strong production. T&R: Lisa Moore, WGLI, 1290 Peconic Ave., Babylon, NY 11704.



Unique soft AOR on Martha's Vineyard Island, looking for production professional, with afternoon shift. Join a team that's on its way up, and live in New England's premier resort. T&R to: JEFF DAMON, PO BOX 1148, Vineyard Haven, MA 02568. EOE

98.5 WROR fm radio WANTED: PRODUCTION MANIAC

Your very own brand new studio... 8-track... All the toys... They're yours if you know how to use them. Fun crowd... no garbage. If your idea of a good time is listening to old tapes of the last contest, you're our person! Must have voice and magic fingers. No air shift. Send tapes and resume to:

98.5 WROR
Three Fenway Plaza
Boston, MA 02215
An equal opportunity employer MFHV

LATE-NIGHT ROMANCE

Soft rock leader with great image looking for big-voiced male or female personality for late-night love songs show. Romance — imagination — ad lib feel — sense of good taste all required. Northeast major market. Send tape and resume to: Radio & Records, 1930 Century Park West, #372, Los Angeles, CA 90067. EOE

PROMOTION DIRECTOR

Suburban, Full-Service, Upbeat AC Needs Aggressive, Detail-Oriented, Self-Starting Promotion Director. Resumes And Samples Of Work To: Radio & Records, 1930 Century Park West, #361, Los Angeles, CA 90067. EOE



NEWS DIRECTOR: Central Maine's Number One Adult Contemporary station looking for motivated News Director. Pros only. Minimum three years writing, reporting and anchor experience to join progressive staff in the state capital. Send T&R to: Deborah Younes, News Director, WABK, P.O. Box 1280, Gardiner, Maine, 04345. EOE

SOUTH

Lifestyle news anchor for crazy morning show on top-rated rocker! T&R, writing sample & photo: Brian Krzyz, Box 7488, Amarillo, TX 79114. EOE (6-13)

Aggressive, new group owner seeks strong contemporary personalities. No screwmags. Jocks with brains will receive top dollar. T&R: OM, 4407 14th, Lubbock, TX 79416. EOE (6-13)

70/R&R FRIDAY, JUNE 20, 1986

OPENINGS

Adult AOR sales position. Excellent commission & advancement in young company. Two years' experience. Resume: Jesse Summers, KRZI, Box 8093, WACO, TX 76714. EOE (6-20)

50kw News/Talk seeks energetic reporter/anchor. Writing & voice abilities a must. T&R: George Jennings, W0AI, 6222 IH 10 NW, San Antonio, TX 78201. EOE (6-20)

WBLU/Hinesville-Savannah seeks a energetic news & sports director & an overnight talent to work as a morning team. T&R: Stanton Jay, Box 1280, Hinesville, GA 31313. EOE (6-20)

Top medium market Country seeks energetic, creative morning talent with excellent production skills. T&R: Kelly Thompson, Box J, Lafayette, LA 70502. EOE (6-20)

Small Country AM/FM seeks announcer, production, copywriter. T&R & writing sample: Bill Thompson, WAFC, Box 2106, Clewiston, FL 33440. EOE (6-20)

KLLL FM/Lubbock seeks air talent. Full/parttime openings now. T&R: Chuck Luck, 1314 50th, Lubbock, TX 79412. EOE (6-20)

AM/FM seeks air talent with production skills. Need a female. Primarily Country, some AC. T&R: Joe Beal, WPED & WLT, Box 8011, Charlottesville, VA 22906. EOE (6-20)

East TX hottest CHR seeks winners. All shifts. Show prep & good production a must. T&R: Nick Roberts, 96X, Box 192, Kilgore, TX 75662. EOE (6-20)

Seek production director with multi-track experience. T&R: Clark Ryan, KLBJ, 910 Brazos, Austin, TX 78701. EOE (6-20)

Airshift available. Good production necessary. Females encouraged. T&R: Mark Dagwell, TK-101, Box 12764, Pensacola, FL 32575. EOE (6-20)



IN HOUSE STUDIO CITY

AIR TALENT

Northwest Arkansas' dominant number one radio station in a two hundred thousand population market seeks a three to seven air talent, with at least five years' experience. We desire someone with good phone skills and excellent production ability. Larger market experience preferred, stable job history required. We are an aggressive, promotional station that is music and personality-oriented. Send cassette and resume to Tom Slecker, KKIX-FM, P.O. Box 1104, Fayetteville, Arkansas 72702. EOE



URBAN CONTEMPORARY PD

If you are a leader who doesn't mind following I'd like to meet you. Primary responsibilities include managing the DJ staff, working with promotions director, and 10am-2pm air shift. Send resume & tape to Nancy Cooper, WPEG, PO Box 128, Concord, NC 28025. EOE

RARE OPPORTUNITY WMC-79/MEMPHIS

Seeks strong, ratings proven personality to be half of morning team. Must be a communicator and entertainer. Excellent money, good benefits in great Southern city. Send tapes and resume to RON JONES, OPERATIONS MGR., WMC-79, 1960 Union Ave., Memphis, TN 38104. EOE



WJLQ POWER 100-FM
A Summit Communications Radio Station

The hottest station on the Gulf Coast, Q-100 FM, wants you now for the morning personality slot. We are a fun-sounding, high-intensity CHR 100,000 watt POWER STATION covering Mobile and Pensacola. Work and live the good life on the Florida Gulf Coast. Salary and bonuses commensurate with the top fifty markets and better. Total promotional support. Tapes and resumes immediately to J.D. North, Program Director, WJLQ-FM, P.O. Box 12487, Pensacola, FL 32573. (904) 456-5751.

SUMMIT COMMUNICATIONS, INC. AND SUBSIDIARIES
An Equal Opportunity Employer

OPENINGS



IF YOU UNDERSTAND:

- The Business Side of Programming -
 - Performance & Execution -
 - Science & Creativity -
 - Leadership & Motivation -
 - Organization & Accountability -
 - That Experience and Compensation are Important -
- We want you to join one of America's most innovative communications companies. Call TERRY WOOD, VP/GM
• WRVR, Memphis • (901) 787-9164 •
A VIACOM RADIO STATION.
EOE M/F



THE LAST UNTAMED RADIO STATION IN SOUTH IS LOOKING FOR A FULLTIME, OFF-AIR PRODUCTION WHIZ. STATE-OF-ART PRODUCTION FACILITY. MUST BE GREAT WITH MULTI-TRACK AND DIGITAL SYNTHESIZER. IF YOU'RE CREATIVE, SEND SAMPLES OF WORK ASAP to: Rod Prahin, PD, WAPI-95, P.O. Box 10886, Birmingham, AL 35202. EOE

WINNING IS HABIT FORMING

Dominant AC in coastal resort area seeks MORNING PERSONALITY/PD. If you can motivate an airstaff, work with a consultant, and dominate in AM drive, send C&R to: Bobby Mercer, 211 N. 2nd St., Wilmington, N.C. 28401. EOE



PROGRAM DIRECTOR

Needed for Urban Contemporary in South. Must be aggressive and progressive. Send tape, resume, programming philosophy, and salary requirements to Radio & Records, 1930 Century Park West, #364, Los Angeles, CA 90067. EOE

BE A STAR!

The right personality can be a star at our medium market mid-South CHR FM. Send T&R to Radio & Record, 1930 Century Park West, #351, Los Angeles, CA 90067. EOE

MORNING PERSONALITY

For South Florida Gulf Coast station. MUST BE EXPERIENCED DJ. Send tape & resume to PO Box 278, Ft. Myers, FL 33902. A 300,000 metro community. YES, the money is very good! EOE

OPENINGS



Ready to make the move to General Manager and/or Sales Manager? If you've got the drive... We've got a great ground floor opportunity. NOW! (205) 233-3000. EOE



Afternoon professional needed, strong production a must! Money no problem at this #1 Station... Rush T&R to PD of KBST, P.O. Box 1632, Big Spring, TX 79721. EOE

MIDWEST

Major MI CHR blowtorch wants innovative PD/morning man with strong production skills. Growth opportunities. Call Del at (906) 635-0995 EOE (6-13)

If you do personality radio, we could be your next home! Good company & people in a great city. T&R: Bill Anthony, WKMI, Box 911, Kalamazoo, MI 49005 no calls EOE (6-13)

PD for top MW FM. T&R: Skip, Box 2759, Springfield, IL 62708. EOE (6-13)

Tulsa! Immediate opening for weekend talent. T&R: Brian Chase OM, KRAY/KGTO, Box 746, Tulsa, OK 74101 or (918) 585-5555 EOE (6-13)

Experienced morning announcer. PEP, \$300/wk minimum. T&R: Ray Malone, Box 608, Galion, OH 44833 or (419)468-4664 EOE (6-13)

KKEZ/FI. Dodge seeks PD/morning talent for top-rated CHR FM. T&R: Dale Iler, KKEZ/KWMT, Box 578, Ft. Dodge, IA 50501. EOE (6-13)

Still seeking right production voice for automated rock FM & adult AM. T&R: Larry King, WSOY, Box 2250, Decatur, IL 62526. EOE (6-13)

Top-rated college town Country AM seeks candidates for fulltime possibilities. T&R (photos): Dan Olsen, WXYQ, Box 247, Stevens Point, WI 54481. EOE (6-20)



Career Crossroads?

Get on the Midwest's latest track to the major markets. The last 6 staffers to move from our stations jumped an average of 75 market sizes.

Our standards are high. Our studios are tops. Our salaries are above average.

WMBD-AM is a full-service AC. If you can tie music, information and the telephone together or if you do all talk, please send ROBB WESTABY your tape and resume. WMBD, 3131 N. University, Peoria, IL 61604. EOE M/F



MORNING SHOW HOST

Aggressive Adult Rocker located in a Midwestern medium market. Want high-profile personality type who enjoys personal appearances. Use of phones, gags, production bits, and co-hosts a must. Ratings winners send T's and R's to Radio and Records, 1930 Century Park West, #359, Los Angeles, CA 90067. EOE

#1 CHR

Possible future evening opening for up tempo, creative CHR communicator. If you're ready to inherit dazzling ratings in a great Midwest city, send cassette and resume to Radio & Records, 1930 Century Park West, #371, Los Angeles, CA 90067. EOE M/F

OPPORTUNITIES

OPENINGS

PROGRAM DIRECTOR

Needed for Ohio Valley Adult Rocker. Must understand Programming, People, and Production. Great company and location in medium market. Competitive salary. Established operation. High achievers send tapes and resumes to Radio & Records, 1930 Century Park West, #358, Los Angeles, CA 90067. EOE

Immediate opening for morning air personality, college town, major university, home of Oklahoma State University, CHR, salary negotiable. Good production a must. **KVRO-FM, EOE-FM. Send tapes & resume to: LAURIE SMALLEY, BOX 2228, STILLWATER, OK 74078.**

KVRO
FM 105.1



NEWS DIRECTOR

50KW FM, 250 AM needs News Director. Must be mature, dedicated, self-starting team player able to write, produce and communicate smooth believable newscasts. Minimum of 3 years college necessary. If you would like to join a stable, winning team and continue to grow, please submit references, writing samples and tape to **DON ROGAN, WSHW WILCO, PO BOX 545, FRANKFORT, IN 46041. EOE**

Production Whiz/Air Talent

Major Midwest college market needs Production Whiz-Air Talent. If you are warm, personable and able to relate to the AC audience that made us top-rated, then respond with C&R to Radio Records, 1930 Century Park West, #373, Los Angeles, CA 90067. EOE

WEST

Seek two local weekenders ASAP. T&R: Bill Jackson, KKLL, Box 9791, Portland, OR 97207. EOE (6-13)

American bald eagles, elk, moose, & deer. All in nearby mountains. Send your best work to A.J.: 415 West Buffalo, Rawlins, WY 82301. EOE (6-13)

Creative, mature communicators needed for future openings in MT's top Gold station. No calls please. T&R: Scott Bloom, Box 6760, Great Falls, MT 59406. EOE (6-13)

Needed yesterday! Midday personality/MD/asst. PD. Rush T&R: Carter B., KFQD, 9200 Lake Otis Pkwy., Anchorage, AK 99507. EOE (6-20)

Largest syndicator/consultant seeks production engineers to staff new facility. Call Dan Musselman, production manager Drake-Chenault (800) 423-5084 or (818) 883-7400 EOE (6-20)

Special kind of salespeople sought to sell sports program in Los Angeles. Write, voice spots, high commission. Kyle Mann (213) 399-9344 EOE (6-20)

T&Rs sought for future full/parttime openings at 50,000-watt Southern CA Soft Rock. No phone calls. T&R: Chad Perry, Box 5640, San Bernardino, CA 92376. EOE (6-20)

Chief engineer. 100-kw FM seeks engineer experienced with RCA BTA 20 E-1s and state-of-the-art audio chain. No beginners. Resume: KXGD, Box 1131, Arcata, CA 95521. EOE (6-20)

Air talent/production. Immediate fulltime opening. No beginners. 100-kw powerhouse, huge numbers. T&R: Jim Nelly, KXGO, Box 1131, Arcata, CA 95521. EOE (6-20)

Top-rated Continuous Country in Las Vegas has fulltime opening. T&R: Randy Hood, KFMS, 1555 E. Flamingo Suite 435, Las Vegas, NV 89119. EOE (6-20)

Fun personality for top-rated promotion-oriented AOR station. No beginners. T&R (ASAP): Rich Berlin, KM8Y, Box 1271, Monterey, CA 93942. EOE (6-20)

Southern DR's leading AC seeks an experienced news person. Must have good news gathering/writing skills & on-air delivery. T&R: Tony Kay, KYJC, 1840 Bennett Rd., Medford, OR 97504. EOE (6-20)

Talent/production/board operators in three top ten markets. Gam O'Brian PD, Interstate Broadcasting, 1748 Katella, Orange, CA 92667. EOE (6-20)

OPENINGS

MORNING MAN WANTED: ALIVE!

The Sunbelt is calling! If you hear it and are interested in living in a great city and becoming a part of a fast growing station in a fast-growing chain, then keep reading. We are a 100,000-watt FM AC that emphasizes music and needs a morning man who knows what CONCISE content is. Your on-air performance is important and so is your off-air involvement & preparation. We have an extremely competitive salary package to offer, good benefits & one of the best working environments in any market. RUSH your tape, resume, picture and any other pertinent information to Radio & Records, 1930 Century Park West, #370, Los Angeles, CA 90067. All replies held in strict confidence. We are an equal opportunity employer.

MORNING PERSONALITY

Major market Sunbelt Easy Listening station seeks bright entertaining morning personality. Need a solid pro with production experience. Rush cassette & resume to Radio & Records, 1930 Century Park West, #348, Los Angeles, CA 90067. EOE

HOT SOUTHERN CALIFORNIA FM

Looking for dynamic morning personality. A team player and an adult communicator. Please include tape, resume w/references and salary requirements to Radio & Records, 1930 Century Park West, #365, Los Angeles, CA 90067. EOE M/F

FEMALE JOURNALIST

Needed immediately, mature female journalist with awareness of rock culture to work with major Southwest FM rock outlet. Send tape, resume and photo to: Radio & Records, 1930 Century Park West, #362, Los Angeles, CA 90067.

#1 RATED NEWS/TALKER

Southern California's most beautiful major market coastal city. #1 rated News/Talker, now accepting applications for unique and dynamic talk show host. Top pay for top talent. Send T&R to: Radio & Records, 1930 Century Park West, #356, Los Angeles, CA 90067. EOE



"Pure Rock 105.5 KNAC, the nation's only true hard rocker, needs a hard rockin' personality for the 7-midnight show. T&R to: JIMMY "THE SAINT" CHRISTOPHER, 100 Oceanside Blvd, P-70, Long Beach, CA 90802. EOE



WAKE UP SAN DIEGO!

If you are serious about winning, sincere, witty, and understand short, to-the-point personality, we are looking for you!

Be a part of a winning broadcast group in America's Finest City. Generous compensation package. Excellent facilities!

Rush tape and resume: **Mike Shepard/Program Director, KSON, 7250 El Cajon Blvd., Suite #201, La Mesa, CA 92041.** EOE/MF

JEFFERSON PILOT COMMUNICATIONS

POSITIONS SOUGHT

Seven-year pro seeks CHR/AC gig anywhere, any shift. Jock of all trades. BRIAN: (203) 673-4537 (6-20)

Time to move up. Ten years' experience mornings & sports PBP. All sports. Seek Division I & sports talk. AL: (608) 755-9976 (6-20)

POSITIONS SOUGHT

17 years' experienced PD/MD/Chief engineer. Seek majors. CHR/AOR/Country/AC. WMMT/WPGC/KTFM/KJ97/WPFM. STEVE MICHAELS: (904) 769-5151 (6-20)

Major market jock seeks first PD position. MD & research experience. College grad. AOR/CHR, great references, will relocate. DAVE: (313) 979-2042 (6-20)

PD/promotion director/OM available now. KWEN/Tulsa, KKAT/Salt Lake City, WMMI & WRMZ/Columbus. All skills, proven ratings winner. ROB RYAN: (614) 761-2918 (6-20)

Ignore this if you want run-of-the-mill DJ. Contact for energy personality plus. Excellent production, real people pleaser. Seek small/medium market. AOR/CHR. JOHN BACH: (305) 681-0756 (6-20)

Ready to work! Four years' experience CHR/AOR/AC. Love production. Small to major market. SANTO: (305) 752-8303 (6-20)

Broadcast school grad. Enthusiastic & well-spoken sports-caster. Talk show/sportsing/anchor. Willing to relocate. GARY BALLOU: (213) 436-9853 or 775-8955 (6-20)

Experienced MO seeks MD/asst. PD in medium market. Performs over & above the call. Lives & breathes music. Great people skills. Extensive CHR/AOR/AC knowledge. GARY: (301) 759-3264 (6-20)

Seek medium/major announcing position in New England AC or Country. Night or late night. Eight years' experience. B.A. J.D.: (904) 385-7746 (6-20)

FSA morning man seeks CHR medium market. Great pipes, good production, tight board, will travel. Team player & a winner. FRANK CHARLES: (515) 682-4438 (6-20)

Whatta bargain! DJ/MD with two years' experience & college degree is ready to move anywhere. Production & copy skills to boot. JEFF: (616) 363-6136 (6-20)

Former MD 2100 New York, RKO net. ABC net seeks news/talent position. CALL: (203) 622-9168 (6-20)

Pro AOR personality, reliable, experienced seeks the right station to settle. I'm not a card reader. JOHN: (312) 262-3773 (6-20)

Help! Being brainwashed by automation. Need live midnight job. Over five years' experience. Country or Oldies. South only. CALL: (404) 278-8988 (6-20)

Mid Hudson Valley, I'm home! Ten years' radio/records/TV in L.A. On-air ease, production breeze. Team player seeks winners. "YOUNG" TOM: (914) 255-6553 (6-20)

Need a start! Female DJ. Prefer the IA/IL area. Copywriting and production skills. CARI DAY: (319) 355-4212 or nights 289-3873 (6-20)

Conversational talk show host. Major market experience, ratings winner seeks talk position in medium/major market. JOHN LEVITT: (518) 477-4108 (6-20)

Fight hunger — mine. Country/CHR, great voice, will travel. DON: (317) 468-6368 (6-20)

TOTALLY CRACKED THE SLIM ONE

WLS-FM, KFRC, Los Angeles
(213) 666-9111

Production. I love production! Currently two-track Production Director/PM drive in small market. Want fulltime production with more tax & bucks. MONTE: (615) 647-0039 (6-20)

18-year pro wants to return to the Phoenix or Southern CA area. CALL: (615) 239-5832 (6-20)

Canadian announcer available for all markets in either country. AC/CHR/Country. MIKE (ROBERTS) YOHNICK: (519) 451-7658 (6-20)

I give that 110% effort! Three-plus years parttime and college. Seek fulltime position in announcing and/or sales. CHRIS: (913) 841-1070 (6-20)

Outgrown small market. Need new sports challenge. Will relocate anywhere for right opportunity. Report/PBP. DAN: (606) 823-0942 (6-20)

Want entry-level news job. Have worked five radio stations as announcer. Broadcast Journalism degree/University of Missouri. MICHAEL TU: (314) 443-8375 (6-20)

Where's my next challenge? Programming/Oldies/Country & sports experience. Personality announcer that loves AM radio. DAVE MURDOCK: (305) 275-6054 (6-20)

Multi-track production expert. Promos, spots, jingles, you name it. Have own SFX library. Seven years' experience. Call for demo. (409) 846-6937 (6-20)

Radio news pro. Seeks radio/TV combo. Willing to use my talents to the fullest. Community-involved stations only. PHIL: (218) 882-3387 (6-20)

Proven anchor/reporter in top 100 markets seeks opportunity to reach higher goals. Excellent references. Relocation no obstacle. CLAY: (601) 895-2865 or 774-2680 (6-20)

I'm a free agent now! Highly respected news & sports specialist. JOE NITTLER: (309) 532-1485 (6-20)

Available soon. Currently at 100 kw in East TX. Programming experience. Prefer to stay in TX, but will accept others. DADE MOORE: (409) 834-2099 (6-20)

POSITIONS SOUGHT



DOUBLE YOUR DIGITS!

Morning jock wants to win double digits for you. **Sean Marshall** has had consistent double-digit ratings since 1970 in two different markets! Would like salary tied to performance. Also three years of programming experience. (304) 424-5173. (Current contract expires July 1st.)



Current top-rated morning man/asst. PD/MO seeks day shift medium/large CHR/AOR. Extensive music knowledge. ARTHUR: (505) 722-6797 (6-20)

Free agent. Large-metro jock with drive/MD/phone experience seeks medium or major gig. Any slot. CALL: (609) 655-0740 (6-20)

DJ/news. Versatile, eager female with degree seeks fulltime position. Prefer MW of CO. JOAN MCCOLLEY: (515) 578-5234 or 530 S. 16th St., Fort Dodge, IA 50501. (6-20)

Seek a creative drivetime personality with tight production? Available for medium/major market. Serious offers only, will relocate. MICHAEL: (615) 272-3698 (6-20)

Controversial talk host. Major market experience, ratings winner seeks talk position in medium/large market. JOHN LEVITT: (518) 477-4108 (6-20)

Aggressive & dedicated team player seeks airshift/production/copywriting position. Experienced in AC/CHR/Country/Jazz. Five years' on-air. MW preferred. BOB: (314) 364-0238 (6-20)

Press the flesh! AOR announcer with five years' experience & broadcasting degree seeks gig with involvement. Also have MD/promotion/production experience. TIM: (813) 629-4240 (6-20)

Announcer with five years' experience & top 100 experience seeks AC or AOR in top 110 market. CALL: (603) 398-4217 (6-20)

SEX - SEX - SEX!

I'm looking for my first weekend gig on Southern California AOR/AC. I've got 2-year major market programming/7-year college on-air experience. JIM (213) 851-7470.

Tampa or Orlando. Seeking a real personality? Tune your dial to 1360 middays. CALL: (813) 324-9247 (6-20)

Eight-year major market pro. Natural, energetic, great multi-track production. Top ten markets preferred. BRUCE ARTMAN: (602) 947-8932 (6-20)

Stand-up comic with major market jock experience seeks full-time personality slot on Black/Urban or CHR. Excellent references. BETH BACALL: (612) 429-9255 (6-20)

Tired of just getting by? Invest in dedicated sports reporter/PBP. Only serious inquiries please. DAN: (606) 623-0942 before 9am, after 10pm. (6-20)

Major market PD/MD/QJ/production seeks to make your Urban format a winner. Ready to relocate. Ready for a challenge. RUPERT: (202) 338-8333 (6-20)

Experienced newperson seeks any airshift in the Pittsburgh area. Broadcasting school grad also has valuable production experience. DAVE: (412) 233-3067 (6-20)

Five-year vet seeks air talent/MD position in MW. Available now. MARC: (712) 792-2707 (6-20)

Jock with ten years' experience. PD/morning drive seeks a new exciting station. Ready yesterday. RALPH: (209) 584-4565 (6-20)

Female with five years' experience seeks AOR/CHR/AC gig. Great pipes/production. NE preferred, will consider all possibilities. CALL: (914) 338-1308 (6-20)

Over 15 years' experience. Programming, production, & airshift. Most formats. Put my experience to work for you. JOHN: (312) 879-5143 (6-20)

Top 7pm-mid CHR jock/MD seeks new challenge in small/medium market. Great attitude, strong production. TOM: (801) 673-5493 (6-20)

Hollywood-trained with degree & experience, seeking small market. Navy veteran, loves community service. RICHARD ANGEL: 1624 Paloma St. Barstow, CA 92311 or (619) 252-5878 (6-20)

Recent grad in broadcasting. Three years' experience in announcing/production/commercial writing. Prefer to stay in MW but willing to relocate. WRITE: 815 16th Pl. #204, Kenosha, WI 53140. (6-20)

Dates appearing at the end of each listing signify first week listed.

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SUNDAY, JULY 13

5:30 PM SHOWWRITERS—Ranagan (Musician)
Magarini—Mod
Don Dixon
Jim Steinman
Lala
Marshall Greenhaw
Jules Shest
DJs & REMIXERS—Craig Kusich (Warner Bros.)—Mod
Panelists to be announced.
AMERICAN ROCK INDEPENDENTS—Rit
Howelett (MCA)—Mod
Paul Shark—Twin/Tone
Suzacman—SST
Steve Schick—Relativity
Chuck Warner—Trobbing Lobster
Fred Briffault—Big Time
INTERNATIONAL MEDIA—Hans Kruger—Mod
Ka Ichiyama—Ten, Japan
Lotta Meentemagen—EMI, Germany
Herman Van Laak—Himalaya, Benelux
Frank Marstock—Mega, Denmark
Neil Ferrer—Ereter, UK
Bob Ems—Face/Times, UK
MUSIC FILM VIDEO
Rosemary Carroll—Phillips, Nizer, et al
Burt Bernam—Universal
Brian Lewis—EMI

9:00 PM WELCOME PARTY—The Palladium

MONDAY, JULY 14

10:30 AM KEYNOTE ADDRESS—Rick Dickins (WIA UK) & Tom Sheridan (G4, WEGA)
11:00 AM A&R—Joel Weiber (Island)—Mod
Benji Medina—Warner Bros
Carol Wilson—Polygram UK
Mark Deane—MOMA, UK
Geoff Tibbits—Rough Trade, UK
Gick Wengert—Polygram
Sergio Marabba—Motown
Darryl Brand—DE
12:00 PM PRESS—Bob Guccione, Jr. (SPTN)—Mod
Panelists to be announced.
NEW AGE—Graham Rose (Gramavision)—Mod
Steve Butler—RCA
Ivea Bonolis—Yamaha
Barrie Bergman—Record Bar
John Sebastian—EOR
Jeff Chirino—Vital Body
Lee Abrams—Surbart Abrams
A MILLION DOLLARS WORTH OF MISTAKES—Tom Silverman (Tommy Boy)—Mod
Henry Stone—Sunbeam
Bruce Iglauer—Alligator
Kian Rubens—Capitol Records
5:30 PM INDIEMAJOR FACE OFF—Rick Dutka (Tommy Boy)—Mod
Dave Bernam—Warner Bros
Dave Marsh—RCA & Roll Confidential
Dave Robinson—Gulf
Phil Jones—Fantasy
Cora Robbins—Profile
JAZZ—Bruce Lundvall (Manhattan/Blue Note)—Mod
Dr. George Butler—CBS
Larry Rosen (GRP)
Christine Martin—Manager
Sandy Gordon
POP RADIO—John Fagot (CBS)—Mod
Chris Collins—KSRM, Sacramento
Scott Shawcross—2105, NY
Sonny Joe White—WRKS, Boston
Jim Morrison—94.0, Atlanta

VIDEO PROGRAMMING—Mitchell Rowen (CVC Video Reports)—Mod
Stuart Simulons—ATI Video
Celia Hirschman—Vie Ability
Bette Hagan—Friday Night Videos
Ray Muzal—V66 (WJLX-TV)
Steve Leeds—U88 (WVHT-TV)
Mike Donika—Hit Video U.S.A.
Tina Smettenberg—Sound & Vision

7:30 PM WOMEN IN MUSIC MEETING—Kim Freeman (Billboard)—Mod

8:00 PM SHOWCASE—The Fert Forum

11:00 PM SHOWCASE—The Saint

TUESDAY, JULY 15

9:00 PM TALENT AND BOOKING WORKSHOP—

Frank Riley—Mod
Mark Platt—Lynch Money
Mark Pucci—Press
Chuck Dukowski—Guns N' Roses
Gurt Schaefer—School Kids
Joe Nick Patroski—Manager
David Ayres—Tuff

MERCHANDISING WORKSHOP—Elliott Hoffman (Block, Levine & Hoffman)—Mod
Avin Ross—Wegm Merchandising Int'l
Rob Franklin—Madison Square Garden

11:00 AM INDEPENDENT LABELS—Mod to be announced
Steve Donisbe—Tee Vee Tones
Bill Newlin—Rounder
Jean Karakas—Calliford
Will Sokolow—Sleeping Bag
Pat Marston—Landmark

STARMAKERS—Raleigh Pinsky (The Raleigh Group)—Mod
Mette Gendreau—Rolling Stone
Frank Radice—CNN
Sandra Furlan—Lil' Night

3:00 PM PUBLISHING WORKSHOP—Mod & panelists to be announced.
MUSIC AND SOCIAL CHANGE—Danny Schechter (DOZ)—Mod
Panelists to be announced.
5:30 PM ARTISTS—Gary Geneth (R)—Mod
Panelists to be announced.
8:00 PM SHOWCASE—Fert Forum
11:00 PM SHOWCASE—Rit

WEDNESDAY, JULY 16

9:00 AM RECORD DEAL WORKSHOP—Don Friedman (Record Mirror/Music Week)—Mod
Kendall Menter
Mark Kitting—Slush
PUBLICITY WORKSHOP—Raleigh Pinsky (The Raleigh Group)—Mod
Susan Kruw—MCA
Carol Ross—The Press Office
Howard Bloom—HBA
Ken Reynolds

11:00 AM PRODUCERS—Nancy Jeffries (A&M)—Mod
Sly & Robbie
Keith Diamond
T Bone Burnett
HEAVY METAL—Mike Bone (Elektra)—Mod
Jimmy Christy—K&N, LA
Peter Mensch—Manager
Brian Sager—Metal Blade
Walter O'Brien—Cannoe Mgt. & Mkt.
Ben Gerner—Circus Magazine
Gofft Barlow—Kerang
Dave Mustaine—Megadeth
DANCE MUSIC ISSUES—Stephanie Shepherd (Dance Music Report)—Mod
Brian Dier—Billboard
Dennis Wheeler—Warner Bros.
Sue Bitter—Mammoth/Landmark Record Pool

2:30 PM BATTLE OF THE DJS AND MCS, FINALS
BRITISH INDEPENDENTS—Rit/Polsky
Rick Ltd.—Mod
Panelists to be announced.
PUBLISHING WORKSHOP—Mod & panelists to be announced.
MUSIC AND SOCIAL CHANGE—Danny Schechter (DOZ)—Mod
Panelists to be announced.
5:30 PM ARTISTS—Gary Geneth (R)—Mod
Panelists to be announced.
8:00 PM SHOWCASE—Fert Forum
11:00 PM SHOWCASE—Rit

THURSDAY, JULY 17

9:00 AM TALENT AND BOOKING WORKSHOP—

Frank Riley—Mod
Mark Platt—Lynch Money
Mark Pucci—Press
Chuck Dukowski—Guns N' Roses
Gurt Schaefer—School Kids
Joe Nick Patroski—Manager
David Ayres—Tuff

MERCHANDISING WORKSHOP—Elliott Hoffman (Block, Levine & Hoffman)—Mod
Avin Ross—Wegm Merchandising Int'l
Rob Franklin—Madison Square Garden

11:00 AM INDEPENDENT LABELS—Mod to be announced
Steve Donisbe—Tee Vee Tones
Bill Newlin—Rounder
Jean Karakas—Calliford
Will Sokolow—Sleeping Bag
Pat Marston—Landmark

STARMAKERS—Raleigh Pinsky (The Raleigh Group)—Mod
Mette Gendreau—Rolling Stone
Frank Radice—CNN
Sandra Furlan—Lil' Night

3:00 PM PUBLISHING WORKSHOP—Mod & panelists to be announced.
MUSIC AND SOCIAL CHANGE—Danny Schechter (DOZ)—Mod
Panelists to be announced.
5:30 PM ARTISTS—Gary Geneth (R)—Mod
Panelists to be announced.
8:00 PM SHOWCASE—Fert Forum
11:00 PM SHOWCASE—Rit

FRIDAY, JULY 18

9:00 AM TALENT AND BOOKING WORKSHOP—

Frank Riley—Mod
Mark Platt—Lynch Money
Mark Pucci—Press
Chuck Dukowski—Guns N' Roses
Gurt Schaefer—School Kids
Joe Nick Patroski—Manager
David Ayres—Tuff

MERCHANDISING WORKSHOP—Elliott Hoffman (Block, Levine & Hoffman)—Mod
Avin Ross—Wegm Merchandising Int'l
Rob Franklin—Madison Square Garden

11:00 AM INDEPENDENT LABELS—Mod to be announced
Steve Donisbe—Tee Vee Tones
Bill Newlin—Rounder
Jean Karakas—Calliford
Will Sokolow—Sleeping Bag
Pat Marston—Landmark

STARMAKERS—Raleigh Pinsky (The Raleigh Group)—Mod
Mette Gendreau—Rolling Stone
Frank Radice—CNN
Sandra Furlan—Lil' Night

3:00 PM PUBLISHING WORKSHOP—Mod & panelists to be announced.
MUSIC AND SOCIAL CHANGE—Danny Schechter (DOZ)—Mod
Panelists to be announced.
5:30 PM ARTISTS—Gary Geneth (R)—Mod
Panelists to be announced.
8:00 PM SHOWCASE—Fert Forum
11:00 PM SHOWCASE—Rit

SATURDAY, JULY 19

9:00 AM TALENT AND BOOKING WORKSHOP—

Frank Riley—Mod
Mark Platt—Lynch Money
Mark Pucci—Press
Chuck Dukowski—Guns N' Roses
Gurt Schaefer—School Kids
Joe Nick Patroski—Manager
David Ayres—Tuff

MERCHANDISING WORKSHOP—Elliott Hoffman (Block, Levine & Hoffman)—Mod
Avin Ross—Wegm Merchandising Int'l
Rob Franklin—Madison Square Garden

11:00 AM INDEPENDENT LABELS—Mod to be announced
Steve Donisbe—Tee Vee Tones
Bill Newlin—Rounder
Jean Karakas—Calliford
Will Sokolow—Sleeping Bag
Pat Marston—Landmark

STARMAKERS—Raleigh Pinsky (The Raleigh Group)—Mod
Mette Gendreau—Rolling Stone
Frank Radice—CNN
Sandra Furlan—Lil' Night

3:00 PM PUBLISHING WORKSHOP—Mod & panelists to be announced.
MUSIC AND SOCIAL CHANGE—Danny Schechter (DOZ)—Mod
Panelists to be announced.
5:30 PM ARTISTS—Gary Geneth (R)—Mod
Panelists to be announced.
8:00 PM SHOWCASE—Fert Forum
11:00 PM SHOWCASE—Rit

SUNDAY, JULY 20

9:00 AM TALENT AND BOOKING WORKSHOP—

Frank Riley—Mod
Mark Platt—Lynch Money
Mark Pucci—Press
Chuck Dukowski—Guns N' Roses
Gurt Schaefer—School Kids
Joe Nick Patroski—Manager
David Ayres—Tuff

MERCHANDISING WORKSHOP—Elliott Hoffman (Block, Levine & Hoffman)—Mod
Avin Ross—Wegm Merchandising Int'l
Rob Franklin—Madison Square Garden

11:00 AM INDEPENDENT LABELS—Mod to be announced
Steve Donisbe—Tee Vee Tones
Bill Newlin—Rounder
Jean Karakas—Calliford
Will Sokolow—Sleeping Bag
Pat Marston—Landmark

STARMAKERS—Raleigh Pinsky (The Raleigh Group)—Mod
Mette Gendreau—Rolling Stone
Frank Radice—CNN
Sandra Furlan—Lil' Night

3:00 PM PUBLISHING WORKSHOP—Mod & panelists to be announced.
MUSIC AND SOCIAL CHANGE—Danny Schechter (DOZ)—Mod
Panelists to be announced.
5:30 PM ARTISTS—Gary Geneth (R)—Mod
Panelists to be announced.
8:00 PM SHOWCASE—Fert Forum
11:00 PM SHOWCASE—Rit

MONDAY, JULY 21

9:00 AM TALENT AND BOOKING WORKSHOP—

Frank Riley—Mod
Mark Platt—Lynch Money
Mark Pucci—Press
Chuck Dukowski—Guns N' Roses
Gurt Schaefer—School Kids
Joe Nick Patroski—Manager
David Ayres—Tuff

MERCHANDISING WORKSHOP—Elliott Hoffman (Block, Levine & Hoffman)—Mod
Avin Ross—Wegm Merchandising Int'l
Rob Franklin—Madison Square Garden

11:00 AM INDEPENDENT LABELS—Mod to be announced
Steve Donisbe—Tee Vee Tones
Bill Newlin—Rounder
Jean Karakas—Calliford
Will Sokolow—Sleeping Bag
Pat Marston—Landmark

STARMAKERS—Raleigh Pinsky (The Raleigh Group)—Mod
Mette Gendreau—Rolling Stone
Frank Radice—CNN
Sandra Furlan—Lil' Night

3:00 PM PUBLISHING WORKSHOP—Mod & panelists to be announced.
MUSIC AND SOCIAL CHANGE—Danny Schechter (DOZ)—Mod
Panelists to be announced.
5:30 PM ARTISTS—Gary Geneth (R)—Mod
Panelists to be announced.
8:00 PM SHOWCASE—Fert Forum
11:00 PM SHOWCASE—Rit

TUESDAY, JULY 22

9:00 AM TALENT AND BOOKING WORKSHOP—

Frank Riley—Mod
Mark Platt—Lynch Money
Mark Pucci—Press
Chuck Dukowski—Guns N' Roses
Gurt Schaefer—School Kids
Joe Nick Patroski—Manager
David Ayres—Tuff

MERCHANDISING WORKSHOP—Elliott Hoffman (Block, Levine & Hoffman)—Mod
Avin Ross—Wegm Merchandising Int'l
Rob Franklin—Madison Square Garden

11:00 AM INDEPENDENT LABELS—Mod to be announced
Steve Donisbe—Tee Vee Tones
Bill Newlin—Rounder
Jean Karakas—Calliford
Will Sokolow—Sleeping Bag
Pat Marston—Landmark

STARMAKERS—Raleigh Pinsky (The Raleigh Group)—Mod
Mette Gendreau—Rolling Stone
Frank Radice—CNN
Sandra Furlan—Lil' Night

3:00 PM PUBLISHING WORKSHOP—Mod & panelists to be announced.
MUSIC AND SOCIAL CHANGE—Danny Schechter (DOZ)—Mod
Panelists to be announced.
5:30 PM ARTISTS—Gary Geneth (R)—Mod
Panelists to be announced.
8:00 PM SHOWCASE—Fert Forum
11:00 PM SHOWCASE—Rit

WEDNESDAY, JULY 23

9:00 AM TALENT AND BOOKING WORKSHOP—

Frank Riley—Mod
Mark Platt—Lynch Money
Mark Pucci—Press
Chuck Dukowski—Guns N' Roses
Gurt Schaefer—School Kids
Joe Nick Patroski—Manager
David Ayres—Tuff

MERCHANDISING WORKSHOP—Elliott Hoffman (Block, Levine & Hoffman)—Mod
Avin Ross—Wegm Merchandising Int'l
Rob Franklin—Madison Square Garden

11:00 AM INDEPENDENT LABELS—Mod to be announced
Steve Donisbe—Tee Vee Tones
Bill Newlin—Rounder
Jean Karakas—Calliford
Will Sokolow—Sleeping Bag
Pat Marston—Landmark

STARMAKERS—Raleigh Pinsky (The Raleigh Group)—Mod
Mette Gendreau—Rolling Stone
Frank Radice—CNN
Sandra Furlan—Lil' Night

3:00 PM PUBLISHING WORKSHOP—Mod & panelists to be announced.
MUSIC AND SOCIAL CHANGE—Danny Schechter (DOZ)—Mod
Panelists to be announced.
5:30 PM ARTISTS—Gary Geneth (R)—Mod
Panelists to be announced.
8:00 PM SHOWCASE—Fert Forum
11:00 PM SHOWCASE—Rit

THURSDAY, JULY 24

9:00 AM TALENT AND BOOKING WORKSHOP—

Frank Riley—Mod
Mark Platt—Lynch Money
Mark Pucci—Press
Chuck Dukowski—Guns N' Roses
Gurt Schaefer—School Kids
Joe Nick Patroski—Manager
David Ayres—Tuff

MERCHANDISING WORKSHOP—Elliott Hoffman (Block, Levine & Hoffman)—Mod
Avin Ross—Wegm Merchandising Int'l
Rob Franklin—Madison Square Garden

11:00 AM INDEPENDENT LABELS—Mod to be announced
Steve Donisbe—Tee Vee Tones
Bill Newlin—Rounder
Jean Karakas—Calliford
Will Sokolow—Sleeping Bag
Pat Marston—Landmark

STARMAKERS—Raleigh Pinsky (The Raleigh Group)—Mod
Mette Gendreau—Rolling Stone
Frank Radice—CNN
Sandra Furlan—Lil' Night

3:00 PM PUBLISHING WORKSHOP—Mod & panelists to be announced.
MUSIC AND SOCIAL CHANGE—Danny Schechter (DOZ)—Mod
Panelists to be announced.
5:30 PM ARTISTS—Gary Geneth (R)—Mod
Panelists to be announced.
8:00 PM SHOWCASE—Fert Forum
11:00 PM SHOWCASE—Rit

FRIDAY, JULY 25

9:00 AM TALENT AND BOOKING WORKSHOP—

Frank Riley—Mod
Mark Platt—Lynch Money
Mark Pucci—Press
Chuck Dukowski—Guns N' Roses
Gurt Schaefer—School Kids
Joe Nick Patroski—Manager
David Ayres—Tuff

MERCHANDISING WORKSHOP—Elliott Hoffman (Block, Levine & Hoffman)—Mod
Avin Ross—Wegm Merchandising Int'l
Rob Franklin—Madison Square Garden

11:00 AM INDEPENDENT LABELS—Mod to be announced
Steve Donisbe—Tee Vee Tones
Bill Newlin—Rounder
Jean Karakas—Calliford
Will Sokolow—Sleeping Bag
Pat Marston—Landmark

STARMAKERS—Raleigh Pinsky (The Raleigh Group)—Mod
Mette Gendreau—Rolling Stone
Frank Radice—CNN
Sandra Furlan—Lil' Night

3:00 PM PUBLISHING WORKSHOP—Mod & panelists to be announced.
MUSIC AND SOCIAL CHANGE—Danny Schechter (DOZ)—Mod
Panelists to be announced.
5:30 PM ARTISTS—Gary Geneth (R)—Mod
Panelists to be announced.
8:00 PM SHOWCASE—Fert Forum
11:00 PM SHOWCASE—Rit

SATURDAY, JULY 26

9:00 AM TALENT AND BOOKING WORKSHOP—

Frank Riley—Mod
Mark Platt—Lynch Money
Mark Pucci—Press
Chuck Dukowski—Guns N' Roses
Gurt Schaefer—School Kids
Joe Nick Patroski—Manager
David Ayres—Tuff

MERCHANDISING WORKSHOP—Elliott Hoffman (Block, Levine & Hoffman)—Mod
Avin Ross—Wegm Merchandising Int'l
Rob Franklin—Madison Square Garden

11:00 AM INDEPENDENT LABELS—Mod to be announced
Steve Donisbe—Tee Vee Tones
Bill Newlin—Rounder
Jean Karakas—Calliford
Will Sokolow—Sleeping Bag
Pat Marston—Landmark

STARMAKERS—Raleigh Pinsky (The Raleigh Group)—Mod
Mette Gendreau—Rolling Stone
Frank Radice—CNN
Sandra Furlan—Lil' Night

3:00 PM PUBLISHING WORKSHOP—Mod & panelists to be announced.
MUSIC AND SOCIAL CHANGE—Danny Schechter (DOZ)—Mod
Panelists to be announced.
5:30 PM ARTISTS—Gary Geneth (R)—Mod
Panelists to be announced.
8:00 PM SHOWCASE—Fert Forum
11:00 PM SHOWCASE—Rit

SUNDAY, JULY 27

9:00 AM TALENT AND BOOKING WORKSHOP—

Frank Riley—Mod
Mark Platt—Lynch Money
Mark Pucci—Press
Chuck Dukowski—Guns N' Roses
Gurt Schaefer—School Kids
Joe Nick Patroski—Manager
David Ayres—Tuff

MERCHANDISING WORKSHOP—Elliott Hoffman (Block, Levine & Hoffman)—Mod
Avin Ross—Wegm Merchandising Int'l
Rob Franklin—Madison Square Garden

11:00 AM INDEPENDENT LABELS—Mod to be announced
Steve Donisbe—Tee Vee Tones
Bill Newlin—Rounder
Jean Karakas—Calliford
Will Sokolow—Sleeping Bag
Pat Marston—Landmark

STARMAKERS—Raleigh Pinsky (The Raleigh Group)—Mod
Mette Gendreau—Rolling Stone
Frank Radice—CNN
Sandra Furlan—Lil' Night

3:00 PM PUBLISHING WORKSHOP—Mod & panelists to be announced.
MUSIC AND SOCIAL CHANGE—Danny Schechter (DOZ)—Mod
Panelists to be announced.
5:30 PM ARTISTS—Gary Geneth (R)—Mod
Panelists to be announced.
8:00 PM SHOWCASE—Fert Forum
11:00 PM SHOWCASE—Rit

MONDAY, JULY 28

9:00 AM TALENT AND BOOKING WORKSHOP—

Frank Riley—Mod
Mark Platt—Lynch Money
Mark Pucci—Press
Chuck Dukowski—Guns N' Roses
Gurt Schaefer—School Kids
Joe Nick Patroski—Manager
David Ayres—Tuff

MERCHANDISING WORKSHOP—Elliott Hoffman (Block, Levine & Hoffman)—Mod
Avin Ross—Wegm Merchandising Int'l
Rob Franklin—Madison Square Garden

11:00 AM INDEPENDENT LABELS—Mod to be announced
Steve Donisbe—Tee Vee Tones
Bill Newlin—Rounder
Jean Karakas—Calliford
Will Sokolow—Sleeping Bag
Pat Marston—Landmark

STARMAKERS—Raleigh Pinsky (The Raleigh Group)—Mod
Mette Gendreau—Rolling Stone
Frank Radice—CNN
Sandra Furlan—Lil' Night

3:00 PM PUBLISHING WORKSHOP—Mod & panelists to be announced.
MUSIC AND SOCIAL CHANGE—Danny Schechter (DOZ)—Mod
Panelists to be announced.
5:30 PM ARTISTS—Gary Geneth (R)—Mod
Panelists to be announced.
8:00 PM SHOWCASE—Fert Forum
11:00 PM SHOWCASE—Rit

TUESDAY, JULY 29

9:00 AM TALENT AND BOOKING WORKSHOP—

Frank Riley—Mod
Mark Platt—Lynch Money
Mark Pucci—Press
Chuck Dukowski—Guns N' Roses
Gurt Schaefer—School Kids
Joe Nick Patroski—Manager
David Ayres—Tuff

MERCHANDISING WORKSHOP—Elliott Hoffman (Block, Levine & Hoffman)—Mod
Avin Ross—Wegm Merchandising Int'l
Rob Franklin—Madison Square Garden

11:00 AM INDEPENDENT LABELS—Mod to be announced
Steve Donisbe—Tee Vee Tones
Bill Newlin—Rounder
Jean Karakas—Calliford
Will Sokolow—Sleeping Bag
Pat Marston—Landmark

STARMAKERS—Raleigh Pinsky (The Raleigh Group)—Mod
Mette Gendreau—Rolling Stone
Frank Radice—CNN
Sandra Furlan—Lil' Night

3:00 PM PUBLISHING WORKSHOP—Mod & panelists to be announced.
MUSIC AND SOCIAL CHANGE—Danny Schechter (DOZ)—Mod
Panelists to be announced.
5:30 PM ARTISTS—Gary Geneth (R)—Mod
Panelists to be announced.
8:00 PM SHOWCASE—Fert Forum
11:00 PM SHOWCASE—Rit

WEDNESDAY, JULY 30

9:00 AM TALENT AND BOOKING WORKSHOP—

Frank Riley—Mod
Mark Platt—Lynch Money
Mark Pucci—Press
Chuck Dukowski—Guns N' Roses
Gurt Schaefer—School Kids
Joe Nick Patroski—Manager
David Ayres—Tuff

MERCHANDISING WORKSHOP—Elliott Hoffman (Block, Levine & Hoffman)—Mod
Avin Ross—Wegm Merchandising Int'l
Rob Franklin—Madison Square Garden

11:00 AM INDEPENDENT LABELS—Mod to be announced
Steve Donisbe—Tee Vee Tones
Bill Newlin—Rounder
Jean Karakas—Calliford
Will Sokolow—Sleeping Bag
Pat Marston—Landmark

STARMAKERS—Raleigh Pinsky (The Raleigh Group)—Mod
Mette Gendreau—Rolling Stone
Frank Radice—CNN
Sandra Furlan—Lil' Night

3:00 PM PUBLISHING WORKSHOP—Mod & panelists to be announced.
MUSIC AND SOCIAL CHANGE—Danny Schechter (DOZ)—Mod
Panelists to be announced.
5:30 PM ARTISTS—Gary Geneth (R)—Mod
Panelists to be announced.
8:00 PM SHOWCASE—Fert Forum
11:00 PM SHOWCASE—Rit

THURSDAY, JULY 31

9:00 AM TALENT AND BOOKING WORKSHOP—

Frank Riley—Mod
Mark Platt—Lynch Money
Mark Pucci—Press
Chuck Dukowski—Guns N' Roses
Gurt Schaefer—School Kids
Joe Nick Patroski—Manager
David Ayres—Tuff

MERCHANDISING WORKSHOP—Elliott Hoffman (Block, Levine & Hoffman)—Mod
Avin Ross—Wegm Merchandising Int'l
Rob Franklin—Madison Square Garden

11:00 AM INDEPENDENT LABELS—Mod to be announced
Steve Donisbe—T

BLACK/URBAN

BREAKERS

STEVIE WONDER

Land Of La-La (Tamla/Motown)

65% of our reporters on it. Rotations: Heavy 5/0, Medium 21/1, Light 30/9, Total Adds 10, WDIA, KDAY, WTKL, WKXI, WPDQ, KIIZ, WLOU, WJJS, WORL, KAPE. Debuts at number 35 on the Black/Urban chart.

LUTHER VANDROSS

Give Me The Reason (Epic)

64% of our reporters on it. Rotations: Heavy 1/1, Medium 25/9, Light 29/18, Total Adds 28 including WILD, WAMO, WHUR, KMJQ, WDIA, K94, WBLZ, WZAK, KDAY, KSOL. Debuts at number 37 on the Black/Urban chart.

ROCKWELL

Carme (Motown)

62% of our reporters on it. Rotations: Heavy 0/0, Medium 17/1, Light 36/8, Total Adds 9, WDAS, WVEE, KMJQ, OC104, WDKX, WPEG, WPLZ, WVKO, Z103. Debuts at number 40 on the Black/Urban chart.

JERMAINE JACKSON

Do You Remember Me (Arista)

60% of our reporters on it. Rotations: Heavy 5/0, Medium 25/1, Light 22/4, Total Adds 5, WXYV, WDJY, WGCI, WAOK, WXOK. Heavy: WHUR, JET94, WJMI, WANN, WAAA. Debuts at number 36 on the Black/Urban chart.

NEW & ACTIVE

STEVE ARRINGTON "Homeboy" (Atlantic) 48/13

Rotations: Heavy 0/0, Medium 20/2, Light 29/11, Total Adds 13, WWIN, WDAS, WVEE, WTMP, KSOL, WXOK, Z93, WOFX, WJJS, KAPE, WCKX, Z103, WVOI. Mediums include: K104, KMJQ, WDIA, WHRK, KMJM, KDAY, KJLH, XHRM. Debuts at number 38 on the Black/Urban chart.

NICOLE "What About Me" (Portrait/CBS) 41/8

Rotations: Heavy 0/0, Medium 17/1, Light 31/7, Total Adds 8, XHRM, OC104, Z93, WQMG, KOKY, WJYL, KHYS, WAAA, Medium: WAMO, K104, WDIA, WEDR, WTMP, WDMT, WTKL, WZAZ, KJCB, WLOU, WBLX, WANT, WANN, Z103, KDKO, KACE.

JANICE "Bye-Bye" (4th & Broadway/Island) 42/1

Rotations: Heavy 5/0, Medium 29/0, Light 8/1, Total Adds 1, KOXL, Heavy: WWIN, WZAK, WPEG, WJMI, KIIZ, Mediums include: WXYV, WDAS, WHUR, WVEE, KMJQ, WOVI, WTMP, WDMT, Z93, WFXC, WQMG.

PIECES OF A DREAM "Say La La" (Manhattan) 41/16

Rotations: Heavy 0/0, Medium 21/5, Light 20/11, Total Adds 16, K104, WDIA, XHRM, KSOL, WOKF, WKXI, WZAZ, WJYL, WLOU, WDKK, KHYS, WCKX, WKHM, WZEN, WVOI, KJLZ, Mediums include: WWIN, WHUR, WDMT, WZAK, KDAY.

FULL FORCE "Temporary Love Thing" (Columbia) 41/12

Rotations: Heavy 3/0, Medium 16/2, Light 22/10, Total Adds 12, WDJY, WVEE, WEDR, WLUM, KOXL, WOFX, WLOU, WALT, KHYS, WCKX, WZEN, KDKO, Heavy: WAMO, WZAK, WQMG, Medium: WWIN, WDMT, KMJM, KDAY, XHRM, WDKX, WPEG, WFXC, WQMG, KIIZ, WJYL, WANN, WAAA, WKWM.

ALEEM ILEROY BURGESS "Fine Young Tender" (Atlantic) 41/10

Rotations: Heavy 0/0, Medium 12/1, Light 29/9, Total Adds 10, WHRK, TV, Z93, JET94, WOFX, WJYL, WLOU, WAAA, WCKX, WGR, Medium: WWIN, K104, K94, WTMP, WZAK, WTKL, WQMG, WZAZ, KIIZ, WANN, WKLA.

JUICY "Nobody But You" (CBS Associated) 36/8

Rotations: Heavy 1/0, Medium 16/2, Light 19/6, Total Adds 8, WOWI, WGCI, KJLH, Z93, WDDM, WGR, WXL, KDKO, Heavy: WDJY, Medium: WWIN, WXYV, WDMT, WZAK, WFXA, WATV, WENN, WVEE, JET94, WQMG, WZAZ, KOKY, WBLX, KHYS.

FIZZY QUICK "Hangin' Out" (Motown) 32/9

Rotations: Heavy 0/0, Medium 5/0, Light 27/9, Total Adds 9, WZAK, WJLB, KSOL, WORL, WPLZ, WCKX, WZEN, WVOI, KDKO, Medium: WVEE, WTKL, WBLX, KAPE, WANN.

SIMPLY RED "Holding Back The Years" (Elektra) 31/8

Rotations: Heavy 11/1, Medium 14/3, Light 6/4, Total Adds 8, WDAS, WZAK, WOKX, WFKX, WJMI, WJYL, KDKO, Heavy: WILD, WVEE, WHRK, WTMP, WQMG, WLUM, KMJM, OC104, WPLZ, KACE, Mediums include: WRKS, WDMX, WBLZ, D95, KSOL. Debuts at number 38 on the Black/Urban chart.

COLONEL ABRAMS "Over And Over" (MCA) 30/7

Rotations: Heavy 0/0, Medium 11/0, Light 19/7, Total Adds 7, WHUR, WDMT, WQMG, WZAZ, KJCB, WLOU, KHYS, Medium: WDAS, WDIA, WYDFM, KMJM, KAPE, WANN, WAAA, WKWM, WKLA, WZEN, KACE.

L.L. COOL J "You'll Rock" (Del Jam/Columbia) 29/6

Rotations: Heavy 0/0, Medium 9/2, Light 22/4, Total Adds 6, WVEE, WDIA, WEDR, WZAK, WALT, WCKX, Medium: WWIN, WDAS, WBLZ, KOKY, WBLX, WANN, WZEN.

STARPOINT "TI The End Of Time" (Elektra) 28/4

Rotations: Heavy 5/0, Medium 3/0, Light 20/4, Total Adds 4, WATV, Z93, WLOU, KHYS, Heavy: WYDFM, KOXL, WJMI, WANT, WANN, Medium: K104, JET94, KACE.

GWEN GUTHRIE "Ain't Nothin' Goin On But The Rent" (Polydor/PolyGram) 27/15

Rotations: Heavy 2/0, Medium 12/2, Light 15/13, Total Adds 15, WILD, WRKS, WHRK, WEMX, WJLB, WATV, WENN, Z93, WDRL, KAPE, WKWM, WBLX, WZEN, WVOI, KJLZ, Medium: WWIN, WTMP, WZAK, WKND, WDKX, WJMI, WALT, WBLX, WANN, WAAA.

LISA-LISA & CULT JAM with FULL FORCE "All Cried Out" (Columbia) 27/7

Rotations: Heavy 3/0, Medium 7/1, Light 17/6, Total Adds 7, WILD, KMJQ, WGCI, WOKX, KOKY, KAPE, WCKX, Heavy: WAMO, OC104, WATV, Medium: WDAS, WHUR, KSOL, WHNC, JET94, WOOK.

SPYDER D featuring DJ DOC "I Can't Wait (To Rock The Mike)" (Profile) 25/1

Rotations: Heavy 1/0, Medium 12/0, Light 13/1, Total Adds 1, WFXA, Heavy: KOKY, Medium: WDAS, WDIA, WTMP, WDMT, WATV, WFXC, WQMG, WKXI, WZAZ, WBLX, KHYS, WCKX.

KENNY & JOHNNY, THE WHITEHEAD BROS. "I Jumped Out Of My Skin" (PIR/Manhattan) 26/1

Rotations: Heavy 4/0, Medium 7/0, Light 15/1, Total Adds 1, WPEG, Heavy: WDAS, KMJQ, WYDFM, KJCB, Medium: K104, WQMG, WKXI, WALT, WQMG, WTKL, WZEN.

MICHAEL McDONALD "Sweet Freedom" (MCA) 25/8

Rotations: Heavy 2/0, Medium 8/0, Light 15/8, Total Adds 8, WWIN, KMJM, XHRM, KSOL, Z93, JET94, WOOK, WZEN, Heavy: WDIA, WLUM, Medium: WAMO, WHUR, WHRK, K94, WZAK, OC104, WFXC, WAAA.

REAL ROXANNE with HITMAN HOWIE TEE "Bang Zoom! Let's Go Go" (Select) 25/6

Rotations: Heavy 2/0, Medium 7/0, Light 16/6, Total Adds 6, WXYV, WXOK, WKXI, KOKY, KHYS, WGR, Heavy: KDAY, WQMG, Medium: WWIN, WDAS, K104, WDIA, WDMT, WZAK, WFXC.

MOST ADDED

LUTHER VANDROSS (28)

Give Me The Reason (Epic)

MELBA MOORE & KASHIF (21)

Love The One I'm With (Capitol)

PATTI LABELLE (17)

Oh People (MCA)

PIECES OF A DREAM (16)

Say La La (Manhattan)

CONTROLLERS (15)

Distant Lover (MCA)

GWEN GUTHRIE (15)

Ain't Nothin'... (Polydor/PolyGram)

HOTTEST

BILLY OCEAN (48)

There'll Be Sad Songs... (Jive/Arista)

MIDNIGHT STAR (47)

Headlines (Solar/Elektra)

TIMEX SOCIAL CLUB (40)

Rumors (Jay)

EL DEBARGE (39)

Who's Johnny (Gordly/Motown)

JEFFREY OSBORNE (39)

You Should Be Mine... (A&M)

SIGNIFICANT ACTION

EVELYN "CHAMPAGNE" KING "Slow Down" (RCA) 24/5

Rotations: Heavy 0/0, Medium 9/0, Light 15/5, Total Adds 5, WVEE, WJLB, KDLZ, WQMG, KJCB, Medium: WDAS, K104, WDMT, WENN, KOKY, WBLX, WOCK, WANN, WTKL.

RANDY CRAWFORD "Can't Stand The Pain" (WB) 23/5

Rotations: Heavy 1/0, Medium 10/1, Light 12/4, Total Adds 5, WFXA, KOXL, WDDM, WKWM, WZEN, Heavy: WAAA, Medium: WTMP, WBLZ, WDMT, KDAY, WATV, KDZL, KOKY, KAPE, KACE.

TEDDY PENDERGRASS "Let Me Be Closer" (Asylum) 23/1

Rotations: Heavy 1/0, Medium 12/1, Light 10/0, Total Adds 1, WDAS, Heavy: K104, Medium: WVEE, WEDR, WTMP, KSOL, WTKL, WQMG, WJYL, WTKL, KHYS, KAPE, KACE.

SADE "Is It A Crime" (Portrait/CBS) 21/8

Rotations: Heavy 1/1, Medium 7/1, Light 13/6, Total Adds 8, WHUR, KSOL, WFXA, WENN, KDZL, WPLZ, WANN, KDKO, Medium: WAMO, K104, WTMP, OC104, WJMI, WLOU.

JANICE CHRISTIE "I'm Hungry For Your Love" (Supertronic) 21/4

Rotations: Heavy 2/0, Medium 3/0, Light 16/4, Total Adds 4, WZAK, WPEG, KAPE, WCKX, Heavy: WAMO, WZAZ, Medium: WDIA, WHNC, WBLX.

STYLISTICS "Let's Go Rockin' (Tonight)" (Streetwise) 21/4

Rotations: Heavy 1/0, Medium 8/2, Light 12/2, Total Adds 4, WDAS, WFXA, Z93, KHYS, Heavy: WWIN, Medium: WXYV, WVEE, WZAK, WZAZ, WQMG, WANT.

ANTHONY & THE CAMP "What I Like" (WB) 20/3

Rotations: Heavy 1/0, Medium 7/0, Light 12/3, Total Adds 3, WVEE, WFXA, WQMG, Heavy: WDDM, Medium: WDAS, WTMP, WAKI, KJZ, WOCK, WANT, WAAA.

BETTY WRIGHT "The Sun Don't Shine" (First String/Fantasy) 20/1

Rotations: Heavy 0/0, Medium 8/1, Light 12/0, Total Adds 1, WDAS, Medium: WTMP, WDMT, WXOK, WBLX, KAPE, WANN, WCKX.

MICHAEL JONZUN "Burnin' Up" (A&M) 18/6

Rotations: Heavy 0/0, Medium 5/1, Light 13/5, Total Adds 6, WDAS, KMJQ, WBXM, KHYS, WCKX, WXL, Medium: WILD, WDIA, WTMP, WAAA.

PATTI LABELLE "Oh People" (MCA) 17/17

Rotations: Heavy 3/3, Medium 11/1, Light 13/13, Total Adds 17, WWIN, WAMO, WZAK, KSOL, WDKX, WAKO, WENN, Z93, WKXI, WLOU, WPLZ, KAPE, WANN, WAAA, WKWM, WZEN, WVOI.

PETER GABRIEL "Sledgehammer" (Geffen) 17/4

Rotations: Heavy 2/0, Medium 9/0, Light 6/4, Total Adds 4, KJLH, Z93, WPEG, JET94, Heavy: WAMO, WLUM, Medium: WHRK, K94, WBLZ, WDMT, D95, OC104, WMMX, WOCK, WCKX, KDKO.

ET "Candy" (Total Experience/RCA) 17/2

Rotations: Heavy 1/0, Medium 3/0, Light 13/2, Total Adds 2, KDZL, KHYS, Heavy: WQMG, Medium: K104, WYOK, WAAA.

CONTROLLERS "Distant Lover" (MCA) 16/15

Rotations: Heavy 0/0, Medium 3/0, Light 13/12, Total Adds 15, WDAS, WHUR, K104, WZAK, WTKL, WXOK, Z93, WFXC, WCKX, KHYS, WPLZ, KAPE, WGR, WZEN, WVOI.

AFRIKA BAMBATAA "Bambataa's Theme" (Tommy Boy) 16/13

Rotations: Heavy 0/0, Medium 2/2, Light 14/11, Total Adds 13, WDAS, WDIA, WTMP, WGCI, WZAK, WDKX, WAKO, WYOK, WKXI, WZAZ, KHYS, WCKX, WZEN.

UTFO "We Work Hard" (Select) 16/7

Rotations: Heavy 0/0, Medium 2/1, Light 14/6, Total Adds 7, KMJQ, WTMP, WDMT, WQMG, WKXI, WZAZ, WALT, Medium: WZAK.

GAP BAND "Automatic Brain" (Total Experience/RCA) 16/6

Rotations: Heavy 0/0, Medium 6/1, Light 10/5, Total Adds 6, WWIN, K104, WDIA, WDMT, WFXA, WCKX, Medium: WZAK, KSOL, WZAZ, WANN, WAAA.

VOLTAGE BROTHERS "Love's A Criminal" (MTM) 16/2

Rotations: Heavy 1/0, Medium 6/0, Light 9/2, Total Adds 2, WVEE, KJCB, Heavy: WTKL, Medium: WPEG, WFXC, KDZL, WQMG, WBLX, WCKX.

BOOGIE BOYS "Girl Talk" (Capitol) 15/7

Rotations: Heavy 1/0, Medium 5/2, Light 9/5, Total Adds 7, WDAS, KMJQ, WTMP, WDMT, WXOK, WZAZ, WVOI, Heavy: KDAY, Medium: K104, WZAK, WQMG.

ISLEY/JASPER/SLEY "If You Believe In Love" (CBS Associated) 15/1

Rotations: Heavy 2/0, Medium 7/0, Light 6/1, Total Adds 1, WDDM, Heavy: KDAY, KAPE, Medium: WHUR, K104, WYDFM, WJLB, WFXA, WJMI, WKLA.

S.O.S. BAND "Borrowed Love" (Tabu/CBS) 14/14

Rotations: Heavy 0/0, Medium 3/2, Light 11/11, Total Adds 14, WAMO, WDJY, WHRK, WGCI, WBLZ, WAKO, Z93, WMMX, WJMI, KJZ, WPLZ, WDDM, WAAA, WZEN.

O.C. SMITH "What'cha Gonna Do" (Rendezvous) 14/1

Rotations: Heavy 0/0, Medium 4/0, Light 10/1, Total Adds 1, WDMT, Medium: WTKL, WKXI, KAPE, WTKL.

MICHAEL HENDERSON "Tin Soldier" (EMI America) 14/0

Rotations: Heavy 1/0, Medium 9/0, Light 4/0, Total Adds 0, Heavy: KAPE, Medium: WAMO, WHUR, KMJM, WKXI, KJCB, WANN, WCKX, WXL, KACE.

TMF BAND "Bing, Ring" (Critique) 11/4

Rotations: Heavy 0/0, Medium 3/1, Light 8/3, Total Adds 4, WDIA, KOXL, Z93, WALT, Medium: WTMP, WBLX.

SPENCER JONES "How To Win Your Love" (Profile) 11/4

Rotations: Heavy 1/1, Medium 2/0, Light 8/3, Total Adds 4, WTMP, WDMT, WATV, WQMG, Medium: WZAZ, WANN.

BEAU WILLIAMS "Give Me Up" (Capitol) 11/1

Rotations: Heavy 1/0, Medium 6/0, Light 6/1, Total Adds 1, WLOU, Heavy: WVOI, Medium: WKXI, KOKY, KAPE, WANN, WZAZ, WCKX.

JETS "Private Number" (MCA) 10/10

Rotations: Heavy 0/0, Medium 4/4, Light 6/6, Total Adds 10, WAMO, KMJQ, KDAY, WMMX, WLOU, WOOK, WANN, WAAA, WZEN, WVOI.

DHAR BRAXTON "Jump Back (Set Me Free)" (Sleeping Bag) 10/0

Rotations: Heavy 1/0, Medium 4/0, Light 5/0, Total Adds 0, Heavy: WILD, Medium: WWIN, WRKS, WHNC, KIIZ.

TAKANAKA featuring TOM BROWNE "The Line Is Busy" (Amherst) 10/0

Rotations: Heavy 0/0, Medium 2/0, Light 8/0, Total Adds 0, Medium: WTMP, WBLX.

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.

IT'S COOL TO PLAY IT HOT!

JEAN CARNE

"CLOSER THAN CLOSE"

(7-99531)

from her forthcoming album on OMNI

17

STEVE ARRINGTON

"HOMEBOY"

(7-89397)

from the LP, THE JAMMIN' NATIONAL ANTHEM

49/13 — 57%!

REGINA

"BABY LOVE"

(7-89417)

from her forthcoming album

20

ALEEM

"FINE YOUNG TENDER"

(7-89401)

from the LP, CASUALLY FORMAL

41/10 — 48%!

NU SHOOZ

"POINT OF NO RETURN"

(7-89392)

from the LP, POOLSIDE



On Atlantic, Atco and Custom Labels

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FULL-SERVICE AC

TOP 20

Three Weeks Last
Weeks Weeks

5	4	3	1	MOODY BLUES / <i>Your Wildest Dreams</i> (Polydor/PG)
1	3	1	2	PATTI LABELLE/MICHAEL McDONALD / <i>On My Own</i> (MCA)
4	2	3	3	BILLY OCEAN / <i>There'll Be Sad Songs (To Make You Cry)</i> (Jive/Arista)
11	9	5	4	HOWARD JONES / <i>No One Is To Blame</i> (Elektra)
9	8	7	5	NEIL DIAMOND / <i>Headed For The Future</i> (Columbia)
8	7	6	4	JAMES TAYLOR / <i>That's Why I'm Here</i> (Columbia)
6	5	4	7	GEORGE MICHAEL / <i>A Different Corner</i> (Columbia)
2	3	8	8	MADONNA / <i>Live To Tell</i> (Sire/WB)
12	11	9	9	DREAM ACADEMY / <i>Love Parade</i> (Reprise/WB)
20	16	12	10	DAVID FOSTER & OLIVIA NEWTON-JOHN / <i>The Best Of Me</i> (Atlantic)
16	14	13	11	ATLANTIC STARR / <i>If Your Heart Isn't In It</i> (A&M)
15	10	10	12	MIKE & THE MECHANICS / <i>All I Need Is A Miracle</i> (Atlantic)
—	—	17	15	JEFFREY OSBORNE / <i>You Should Be Mine</i> (A&M)
DEBUT	14	14	14	PETER CETERA / <i>Glory Of Love</i> (Full Moon/WB)
—	18	15	15	ANNE MURRAY / <i>Who's Leaving Who</i> (Capitol)
—	20	18	16	DAVID PACK / <i>That Girl Is Gone</i> (WB)
7	10	11	17	SIMPLY RED / <i>Holding Back The Years</i> (Elektra)
DEBUT	16	16	19	DOUBLE / <i>The Captain Of Her Heart</i> (A&M)
19	17	16	19	RONNIE MILSAP / <i>Happy, Happy Birthday Baby</i> (RCA)
DEBUT	20	20	20	BILLY JOEL / <i>Modern Woman</i> (Epic)

JUNE 20, 1986

Total Reports/Adds	Heavy	Medium	Light
46/2	35	9	2
43/0	33	8	2
42/0	35	7	0
40/1	29	7	4
38/1	28	9	1
40/0	24	13	3
40/0	32	8	0
38/0	20	10	8
33/0	20	12	1
37/2	10	25	2
33/1	18	14	1
28/1	17	8	3
37/1	2	28	7
34/9	4	21	9
30/3	4	24	2
30/0	12	12	6
32/6	2	16	14
26/0	5	13	8
26/2	2	15	9

MOST ADDED

PETER CETERA (9)
 Glory Of Love (Full Moon/WB)
DOUBLE (6)
 The Captain Of Her Heart (A&M)
MIAMI SOUND MACHINE (6)
 Words Got In The Way (Epic)
MADONNA (5)
 Papa Don't Preach (Sire/WB)
BEACH BOYS (4)
 Rock 'N' Roll To The Rescue (Capitol)
ROD STEWART (4)
 Love Touch (WB)

HOTTEST

MOODY BLUES (26)
 Your Wildest Dreams (Polydor/PolyGram)
GEORGE MICHAEL (24)
 A Different Corner (Columbia)
BILLY OCEAN (24)
 There'll Be Sad Songs... (Jive/Arista)
P. LABELLE/M. McDONALD (22)
 On My Own (MCA)
HOWARD JONES (21)
 No One Is To Blame (Elektra)

BREAKERS

No records qualified for Breaker status this week.

NEW & ACTIVE

RONNIE MILSAP "Happy, Happy Birthday Baby" (RCA) 26/0
 Rotations: Heavy 5/0, Medium 13/0, Light 8/0, Total Adds 0. Heavy: WISN, WGY, WHBY, KOB, KVEC. Medium: WFBR, WTMJ, WCCO, KOY, WTIC, WHCB, WIBC, KUGN, KSL, WFOE, WGBR, WJBC, KTWO.

STEVIE NICKS "Has Anyone Ever Written Anything For You" (Modern/Atco) 20/0
 Rotations: Heavy 2/0, Medium 12/0, Light 6/0, Total Adds 0. Heavy: WELI, KTWO. Medium: WCCO, WCHS, WGOV, WSPD, KUGN, KSL, WNNR, WPOE, WGBR, WASK, KYJC, KVEC.

MIAMI SOUND MACHINE "Words Got In The Way" (Epic) 19/6
 Rotations: Heavy 0, Medium 9/3, Light 10/3, Total Adds 6. WFBR, WDBO, WISN, WELI, WSTU, WJBC. Medium including KFMB, WGY, KUGN, WCIL, WASK, KVEC.

KENNY ROGERS & NICKIE RYDER "The Pride Is Back" (RCA) 19/1
 Rotations: Heavy 1/0, Medium 7/0, Light 11/1, Total Adds 1. WHCB. Heavy: WCCO. Medium: WFBR, WIBA, KSL, WPOE, WJBC, KYJC, KVEC.

GENESIS "Invisible Touch" (Atlantic) 18/3
 Rotations: Heavy 1/0, Medium 13/2, Light 4/1, Total Adds 3. WHAS, WSPD, KBOI. Heavy: WELI. Medium including WWKB, WTVN, KHOW, WICC, WCHS, WGOV, WING, WPOE, WMTR, WSTU, KYJC.

BANGLES "If She Knew What She Wants" (Columbia) 18/2
 Rotations: Heavy 3/0, Medium 8/0, Light 7/2, Total Adds 2. KBOI, KSL. Heavy: WELI, WTKO, KTWO. Medium: WWKB, KFMB, WHBC, WNNR, WPOE, WMTR, WASK, KYJC.

EL DeBARGE "Who's Johnny" (Gordy/Motown) 17/1
 Rotations: Heavy 3/0, Medium 12/1, Light 2/0, Total Adds 1. WHAS. Heavy: WWKB, WNNR, WCIL. Medium including WTVN, WICC, WCHS, WGOV, WING, WSPD, KSL, WMTR, WSTU, WASK, KYJC.

BOB SEGER & THE SILVER BULLET BAND "Like A Rock" (Capitol) 16/1
 Rotations: Heavy 0, Medium 10/0, Light 6/1, Total Adds 1. WCHS. Medium: WWKB, KHOW, KJR, WRVA, WING, WNNR, WPOE, WMTR, WSTU, WJBC.

JACKSON BROWNE "In The Shape Of A Heart" (Asylum) 15/3
 Rotations: Heavy 1/0, Medium 5/2, Light 9/1, Total Adds 3. KJR, WGOV, KVEC. Heavy: WTKO. Medium including WPOE, WASK, KYJC.

HIROSHIMA "One Wish" (Epic) 15/0
 Rotations: Heavy 0, Medium 11/0, Light 4/0, Total Adds 0. Medium: WFBR, KJR, WCHS, WHBY, WIBA, KBOI, KUGN, WASK, KTWO, KYJC, KVEC. Light: KSL, WNNR, WGBR, KFOD.

ROD STEWART "Love Touch" (WB) 13/4
 Rotations: Heavy 0, Medium 6/2, Light 7/2, Total Adds 4. WTAE, WTVN, WSPD, WPOE. Medium including WWKB, WTKO, WSTU, KYJC. Light including KFMB, WICC, WCHS, WNNR, WMTR.

EVERLY BROTHERS "I Know Love" (Mercury/PolyGram) 11/2
 Rotations: Heavy 0, Medium 4/0, Light 7/2, Total Adds 2. WSPD, KSL. Medium: WFBR, WPOE, WJBC, KVEC. Light including WHBY, WHCB, WTKD, WGBR, WSTU.

OENNIS DeYOUNG "This Is The Time" (A&M) 9/2
 Rotations: Heavy 1/0, Medium 2/1, Light 6/1, Total Adds 2. KJR, WTKO. Heavy: WCCO. Medium including KYJC.

SADE "Is It A Crime?" (Portrait/CBS) 8/3
 Rotations: Heavy 1/0, Medium 4/1, Light 3/2, Total Adds 3. WIBA, WGBR, KVEC. Heavy: WCCO. Medium including WFBR, KUGN, WPOE.

SIGNIFICANT ACTION

GRAHAM NASH "Sad Eyes" (Atlantic) 6/1
 Rotations: Heavy 0, Medium 4/0, Light 2/1, Total Adds 1. WJBC. Medium: WCCO, KUGN, WPOE, KVEC. Light including KYJC.

MICHAEL TOMLINSON "I Will Not Pass You By" (Desert Rain) 6/1
 Rotations: Heavy 1/0, Medium 3/0, Light 2/1, Total Adds 1. WPOE. Heavy: KTWO. Medium: WCCO, WHBY, KUGN.

MICHAEL McDONALD "Sweet Freedom" (MCA) 6/1
 Rotations: Heavy 0, Medium 3/0, Light 3/1, Total Adds 1. WGOV. Medium: KFMB, KSL, WPOE. Light including WSTU, KYJC.

SMOKEY ROBINSON "Sleepless Nights" (Motown) 6/1
 Rotations: Heavy 0, Medium 0, Light 6/1, Total Adds 1. WSPD. Light including WHBY, WIBA, WNNR, WGBR, WSTU.

LESLEY GORE/LOU CHRISTIE "Medley" (Manhattan) 6/1
 Rotations: Heavy 0, Medium 2/0, Light 4/1, Total Adds 1. WGBR. Medium: WTAE, WPOE. Light including WPRO, WTKO, WJBC.

REUNION "The Reunion Medley" (Eagle) 6/0
 Rotations: Heavy 0, Medium 2/0, Light 4/0, Total Adds 0. Medium: WHBY, KVEC. Light: WIBC, WIBA, WJBC, WASK.

MADONNA "Papa Don't Preach" (Sire/WB) 5/5
 Rotations: Heavy 1/1, Medium 0, Light 4/4, Total Adds 5. WICC, WCHS, WMTR, WSTU, KYJC.

NU SHOOZ "I Can't Wait" (Atlantic) 5/0
 Rotations: Heavy 1/0, Medium 4/0, Light 0, Total Adds 0. Heavy: WSTU. Medium: WWKB, 55KRC, WTVN, WICC.

BEACH BOYS "Rock 'N' Roll To The Rescue" (Capitol) 4/4
 Rotations: Heavy 0, Medium 1/1, Light 3/3, Total Adds 4. WICC, WPOE, WJBC, KYJC.

STEVE WINWOOD "Higher Love" (Island/WB) 4/3
 Rotations: Heavy 0, Medium 0, Light 4/3, Total Adds 3. WNNR, WTKO, KYJC. Light including WMTR.

BERLIN "Take My Breath Away" (Columbia) 4/2
 Rotations: Heavy 0, Medium 1/0, Light 3/2, Total Adds 2. WPOE, WMTR. Medium: WFBR. Light including KYJC.

BLOW MONKEYS "Digging Your Scene" (RCA) 4/0
 Rotations: Heavy 0, Medium 2/0, Light 2/0, Total Adds 0. Medium: WNNR, WPOE. Light: WWKB, WTKO.

MIKE & THE MECHANICS "Taken In" (Atlantic) 3/3
 Rotations: Heavy 0, Medium 1/1, Light 2/2, Total Adds 3. WCCO, WELI, KVEC.

GORDON LIGHTFOOT "Anything For Love" (WB) 3/3
 Rotations: Heavy 0, Medium 1/1, Light 2/2, Total Adds 3. WHBY, KSL, KVEC.

SPECIAL EFX "Uptown East" (GRP) 3/1
 Rotations: Heavy 0, Medium 2/1, Light 1/0, Total Adds 1. WPOE. Medium including KSL. Light: WCCO.

TONY BENNETT "Why Do People Fall In Love" (Columbia) 3/1
 Rotations: Heavy 0, Medium 0, Light 3/1, Total Adds 1. WCCO. Light including WIBA, WJBC.

GLORIA LORING & CARL ANDERSON "Friends And Lovers" (Carrere/CBS) 3/1
 Rotations: Heavy 0, Medium 2/0, Light 1/1, Total Adds 1. WGBR. Medium: WJBC, KVEC.

BERTIE HIGGINS "Gone With The Winds" (Southern Tracks) 3/1
 Rotations: Heavy 0, Medium 1/0, Light 2/1, Total Adds 1. WHBY. Medium: WFBR. Light including WTKO.

BRUCE HORNSBY & THE RANGE "Every Little Kiss" (RCA) 3/1
 Rotations: Heavy 0, Medium 1/0, Light 2/1, Total Adds 1. WTKO. Medium: WPOE. Light including WMTR.

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ADULT CONTEMPORARY

BREAKERS

DENNIS DeYOUNG

This Is The Time (A&M)

54% of our reporters on it. Rotations: Heavy 0, Medium 33, Light 24, Total Adds 10, WLTS, WARM98, KUDL, WIVY, WRKA, WAVE, WTRX, 3WM, KCIX, KMGQ. Debuts at number 29 on the AC chart.

KENNY ROGERS & NICKIE RYDER

The Pride Is Back (RCA)

50% of our reporters on it. Rotations: Heavy 1, Medium 24, Light 28, Total Adds 7, WKGW, WTRX, 3WM, KUUU, KWFN, WVEB, KMGQ. Debuts at number 30 on the AC chart.

NEW & ACTIVE

SADE "Is It A Crime?" (Portrait/CBS) 44/23

Rotations: Heavy 0, Medium 15/4, Light 29/19. Total Adds 23 including WPX, WSNY, WQMC, KEZR, WKGW, WXTG, WJDX, WEZS, KQ99, KDUK, KWBE. Medium including KIFM, 96WAVE, WSPF, WAVE, WSKI, WSKY.

MICHAEL McDONALD "Sweet Freedom" (MCA) 41/22

Rotations: Heavy 0, Medium 17/5, Light 24/17. Total Adds 22 including WPX, WSNY, WQMC, KEZR, WKGW, WXTG, WJDX, WEZS, KQ99, 194. Medium including WPX, WHTX, WMYX, KOST, WMGN, KWFN, WMMJ.

STEVE WINWOOD "Higher Love" (Island/WB) 39/18

Rotations: Heavy 1/0, Medium 16/5, Light 22/13. Total Adds 18 including KIFM, WKYE, WKGW, WXTG, WIVY, U102, WSPF, WAVE, WNAM, KQ99, Heavy, KALE. Medium including WPX, V100, 96WAVE, KDUK, WMMJ, WSKI, WCKO.

BERLIN "Take My Breath Away" (Columbia) 32/13

Rotations: Heavy 1/0, Medium 4/0, Light 27/13. Total Adds 13 including KVIL, B100, KEZR, 96WAVE, KWAV, KGMG, WMPA, WSKY, 194. Heavy, KOST. Medium: WKYE, WQHQ, KTYL, KALE.

STEVIE WONDER "Land Of La La" (Tami/Motown) 32/0

Rotations: Heavy 1/0, Medium 12/0, Light 19/0. Total Adds 0. Heavy: WJON. Medium: KGW, WAEB, 96WAVE, WSPF, WNAM, KWFN, WEW, WSKJ, WZLQ, KTYL, KFSS, KALE.

EVERLY BROTHERS "I Know Love" (Mercury/PolyGram) 31/3

Rotations: Heavy 2/0, Medium 7/0, Light 22/3. Total Adds 3, WTRX, WCHV, WGSV, Heavy: WEIM, WJON. Medium: KVIL, WGLL, WSKI, WAHR, WAGE, WAEV, KALE.

GRAHAM NASH "Sad Eyes" (Atlantic) 30/14

Rotations: Heavy 0, Medium 6/2, Light 24/12. Total Adds 14 including 97A1A, 96WAVE, WSPF, WAVE, WCHV, WGSV, WAEV, 194, WBDW. Medium including WEIM, WKNE, WCKO, KALE.

BRUCE HORNSBY & THE RANGE "Every Little Kiss" (RCA) 29/8

Rotations: Heavy 1/0, Medium 7/1, Light 21/7. Total Adds 8, K106, KLYF, WEIM, WORG, WFFX, WMTFM, 194, KFSS. Heavy: WCHV. Medium including WSKI, WQHQ, WTNV, KTYL, KQSW, KALE.

JIMMY BUFFETT "I Love The Now" (MCA) 29/6

Rotations: Heavy 0, Medium 6/1, Light 23/5. Total Adds 6, WDLT, WTRX, WCHV, WMTFM, WXUS, WJON. Medium including WAVE, WSKI, WGSV, WORG, KALE.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 MOODY BLUES	105/0	94	10	1
2 HOWARD JONES	102/0	94	6	2
3 BILLY OCEAN	91/0	68	17	6
4 ATLANTIC STARR	93/0	74	13	6
5 PETER CETERA	105/5	45	52	8
6 NEIL DIAMOND	92/1	61	26	5
7 DAVID FOSTER & OLIVIA NEWTON-JOHN	95/2	46	39	10
8 GEORGE MICHAEL	85/0	47	29	9
9 JAMES TAYLOR	87/2	44	38	5
10 PATTI LABELLE/MICHAEL McDONALD	75/0	36	31	8
11 BILLY JOEL	95/3	31	52	12
12 DAVID PACK	86/1	44	35	7
13 EL DeBARGE	78/4	38	33	7
14 HIROSHIMA	82/1	27	46	9
15 GENESIS	84/10	28	43	13
16 MADONNA	75/0	31	33	11
17 JEFFREY OSBORNE	88/4	17	62	9
18 MIKE & THE MECHANICS	71/0	29	33	9
19 JACKSON BROWNE	89/10	24	47	18
20 ROD STEWART	81/12	10	56	15
21 DOUBLE	80/11	10	53	17
22 BOB SEGER	71/3	11	52	8
23 DREAM ACADEMY	72/1	26	37	9
24 SIMPLY RED	58/0	24	20	14
25 MIAMI SOUND MACHINE	78/22	6	41	31
26 STEVIE NICKS	63/3	10	40	13
27 BANGLES	68/6	8	45	15
28 LEVEL 42	40/0	11	21	8
29 DENNIS DeYOUNG	57/10	0	33	24
30 KENNY ROGERS & NICKIE RYDER	53/7	1	24	28

MOST ADDED

- MADONNA (24)
Papa Don't Preach (Sire/WB)
- SADE (23)
Is It A Crime? (Portrait/CBS)
- MIAMI SOUND MACHINE (22)
Words Get In The Way (Epic)
- MICHAEL McDONALD (22)
Sweet Freedom (MCA)
- LARRY CARLTON (20)
Smiles And Smiles To Go (MCA)

HOTTEST

- MOODY BLUES (75)
Your Wildest Dreams (Polydor/PolyGram)
- HOWARD JONES (70)
No One Is To Blame (Elektra)
- BILLY OCEAN (42)
There'll Be Sad Songs... (Jive/Arista)
- ATLANTIC STARR (41)
If Your Heart Isn't In It (A&M)
- NEIL DIAMOND (25)
Headed For The Future (Columbia)

SIGNIFICANT ACTION

MADONNA "Papa Don't Preach" (Sire/WB) 24/24

Rotations: Heavy 0, Medium 2/2, Light 22/22. Total Adds 24 including KUDL, B100, V100, WSMF, WKYE, WKGW, U102, KELT, W5TF, KWAV, KGMG, KWFN, WAGE, WKYX, WZLQ, WFFX, 194, KALE.

BLOW MONKEYS "Digging Your Scene" (RCA) 21/3

Rotations: Heavy 0, Medium 16/2, Light 5/1. Total Adds 3, V100, WMGN, KQIX. Medium including 2WD, B100, WSMF, KGMG, WMMJ, WSKI, WQHQ, WTNV, KTYL, KMGQ, KALE. Light including WAEB, K106, WAVE, WZLQ.

MICHAEL TOMLINSON "I Will Not Pass You By" (Desert Rain) 21/1

Rotations: Heavy 0, Medium 11/0, Light 10/1. Total Adds 1, WTRX. Medium including KIFM, KLYF, WEIM, WKNE, WGLL, WCHV, WAHR, WZLQ, KMGQ. Light including K10A, WSKY, WAGE, 194.

LARRY CARLTON "Smiles And Smiles To Go" (MCA) 20/20

Rotations: Heavy 0, Medium 0, Light 20/20. Total Adds 20 including 97A1A, KIFM, WSPF, WAVE, WNAM, WEIM, WKNE, WSKI, WQHQ, WSKY, WAGE, WKYX, WZLQ, KTYL, KFSS, KQSW.

HEART "Nothin' At All" (Capitol) 19/3

Rotations: Heavy 1/0, Medium 8/0, Light 10/3. Total Adds 3, WLACFM, KQ99, WENS. Heavy: WLTG. Medium: KVIL, WLLT, B100, WSMF, K106, WMGN, WFFX, KQSW.

SMOKEY ROBINSON "Sleepless Nights" (Motown) 15/1

Rotations: Heavy 0, Medium 3/0, Light 12/1. Total Adds 1, WCHV. Medium: WGLL, WMTFM, WBDW. Light including WAVE, WNAM, WQHQ, WSKY, WGSV, WORG, WKYX, WAEV, WZLQ, KTYL, KFSS.

BANANARAMA "Venus" (London/PolyGram) 12/12

Rotations: Heavy 0, Medium 1/1, Light 11/11. Total Adds 12, WNAM, WEIM, WSKI, WQHQ, WMPA, WSKY, WCKO, WAGE, WZLQ, WBDW, KQSW, KALE.

MIKE & THE MECHANICS "Taken In" (Atlantic) 12/12

Rotations: Heavy 0, Medium 2/2, Light 10/10. Total Adds 12, WMMJ, KUDL, KOST, WKYE, WAVE, KDUK, WMMJ, WKNE, WQHQ, WMTFM, KQSW, KALE.

GLORIA LORING & CARL ANDERSON "Friends And Lovers" (Carrae/CBS) 12/11

Rotations: Heavy 1/0, Medium 1/1, Light 10/10. Total Adds 11, 97A1A, K106, WNAM, KGMG, WEIM, WSKI, WAEV, KTYL, KFSS, KQSW, KMGQ. Heavy: KOST.

SPECIAL EPX "Uptown East" (GRP) 12/6

Rotations: Heavy 0, Medium 0, Light 12/6. Total Adds 6, WNAM, WMPA, WCHV, KFSS, WJON, KQSW. Light including KIFM, WAVE, WEIM, WSKY, WBDW, KMGQ.

GAVIN CHRISTOPHER "One Step Closer To You" (Manhattan) 11/3

Rotations: Heavy 0, Medium 2/0, Light 9/3. Total Adds 3, WSKI, WCKO, WFFX. Medium: KOST, WMMJ. Light including 97A1A, WAEB, WEIM, WKYX, WZLQ, KMGQ.

OUTFIELD "All The Love In The World" (Columbia) 10/1

Rotations: Heavy 0, Medium 7/0, Light 3/1. Total Adds 1, WSMF. Medium: KVIL, K106, WEIM, WCKO, KTYL, KQSW, KALE. Light including KEV103, WMMJ.

QUEEN "A Kind Of Magic" (Capitol) 8/5

Rotations: Heavy 0, Medium 3/3, Light 5/2. Total Adds 5, 96WAVE, WMGN, WQHQ, WCHV, WFFX. Light including WEIM, WCKO, WKYX.

PETER GABRIEL "Sledgehammer" (Geffen) 8/5

Rotations: Heavy 1/0, Medium 0, Light 7/5. Total Adds 5, WHTX, B100, WSMF, WSKY, KRLB. Heavy: WFFX. Light including V100, KDUK.

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.

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RADIO & RECORDS

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COUNTRY

TOP 50

JUNE 20, 1986

Three Two Last
Weeks Weeks Weeks

9	5	2	1	JUDY RODMAN /Until I Met You (MTM)
3	1	1	2	LEE GREENWOOD /Hearts Aren't Made To Break (MCA)
22	14	9	3	JUDDS /Rockin' With The Rhythm Of The Rain (RCA/Curb)
17	11	8	4	RANDY TRAVIS /On The Other Hand (WB)
11	7	6	5	SOUTHERN PACIFIC /Reno Bound (WB)
12	8	7	6	ED BRUCE /Nights (RCA)
20	15	12	7	GEORGE STRAIT /Nobody In His Right Mind... (MCA)
5	3	3	8	JUICE NEWTON /Old Flame (RCA)
16	12	10	9	DOLLY PARTON /Tie Our Love (In A Double Knot) (RCA)
15	13	11	10	KATHY MATTEA /Love At The Five & Dime (Mercury/PG)
18	16	15	11	T. GRAHAM BROWN /I Wish That I Could Hurt... (Capitol)
23	19	14	12	RONNIE McDOWELL /All Tied Up (MCA/Curb)
1	2	5	13	DAN SEALS /Everything That Glitters (EMI America)
24	20	17	14	JOHN SCHNEIDER /You're The Last Thing I Needed (MCA)
6	4	4	15	MARIE OSMOND /Read My Lips (Capitol/Curb)
25	23	18	16	MICHAEL JOHNSON /Gotta Learn To Love Without You (RCA)
29	24	19	17	PAKE McENTIRE /Savin' My Love For You (RCA)
16	22	20	18	GEORGE JONES /Somebody Wants Me Out Of The Way (Epic)
30	27	21	19	WAYLON JENNINGS /Will The Wolf Survive (MCA)
33	30	22	20	T.G. SHEPPARD /Strong Heart (Columbia)
40	34	25	21	DON WILLIAMS /Heartbeat In The Darkness (Capitol)
26	26	23	22	SAWYER BROWN /Shakin' (Capitol/Curb)
35	31	27	23	STATLER BROTHERS /Count On Me (Mercury/PG)
27	25	24	24	MARK GRAY /Back When Love Was Enough (Columbia)
39	35	28	25	MICHAEL MARTIN MURPHY /Rollin' Nowhere (WB)
31	28	26	26	GARY MORRIS /Anything Goes (WB)
10	9	13	27	CHARLIE DANIELS BAND /Drinkin' My Baby Goodbye (Epic)
41	36	32	28	RICKY SKAGGS /I've Got A New Heartache (Epic)
—	40	34	29	CONWAY TWITTY /Desperado Love (WB)
—	39	33	30	EDDY RAVEN /Sometimes A Lady (RCA)
2	6	16	31	WILLIE NELSON /Living In The Promiseland (Columbia)
—	45	37	32	HANK WILLIAMS JR. /Country State Of Mind (WB/Curb)
—	46	37	33	MERLE HAGGARD /A Friend In California (Epic)
BREAKER	—	—	34	NITTY GRITTY DIRT BAND /Stand A Little Rain (WB)
47	43	39	35	WHITES /Love Won't Wait (MCA/Curb)
BREAKER	—	—	36	JOHN CONLEE /Got My Heart Set On You (Columbia)
46	42	40	37	JOHNNY CASH & WAYLON JENNINGS /Even Cowgirls Get The Blues (Columbia)
—	48	43	38	JOHNNY PAYCHECK /Old Violin (Mercury/PG)
BREAKER	—	—	39	GIRLS NEXT DOOR /Slow Boat To China (MTM)
14	18	29	40	FORESTER SISTERS /Mama's Never Seen Those Eyes (WB)
—	46	41	41	KENNY ROGERS with NICKIE RYDER /The Pride Is Back (RCA)
—	49	42	42	NICOLETTE LARSON with STEVE WARINER /That's How You Know... (MCA)
DEBUT	—	—	43	REBA McENTIRE /Little Rock (MCA)
7	17	31	44	DWIGHT YOAKAM /Honky Tonk Man (Reprise/WB)
—	50	45	45	HOLLY DUNN /Two Too Many (MTM)
DEBUT	—	—	46	CARL PERKINS /Birth Of Rock And Roll (PolyGram)
DEBUT	—	—	47	VINCE GILL /With You (RCA)
50	47	45	48	BILLY JOE ROYAL /Boatwalk Angel (Atlantic America)
4	10	30	49	EDDIE RABBITT /Repetitive Regret (RCA)
19	29	35	50	STEVE WARINER /Life's Highway (MCA)

Total Reports/Adds Heavy Medium Light

161/1	138	20	3
151/0	118	26	7
162/0	94	65	3
152/1	114	28	10
149/1	104	32	13
146/2	101	32	13
161/1	84	70	7
146/0	102	27	17
148/0	88	52	8
155/4	87	56	12
148/2	76	65	7
155/1	66	81	8
130/0	91	26	13
153/0	59	80	14
131/1	80	37	14
148/3	44	88	16
158/4	32	101	25
134/1	47	67	20
153/6	27	92	34
148/6	21	99	28
157/4	20	102	35
140/1	32	81	27
141/3	17	99	25
119/1	41	55	23
143/9	12	93	38
128/3	13	90	25
106/0	44	40	22
137/9	8	89	40
148/17	7	75	66
143/12	4	92	47
105/0	55	34	16
135/24	10	67	58
116/16	8	55	53
118/29	2	36	80
103/6	2	64	37
113/33	3	35	75
85/5	6	53	26
86/11	12	41	33
98/16	3	40	55
60/0	20	19	21
89/18	2	32	55
96/27	2	30	64
92/50	2	27	63
49/0	13	19	17
80/10	2	35	43
76/14	3	23	50
75/11	2	23	50
49/3	9	18	22
40/0	10	20	10
37/0	10	13	14

MOST ADDED

- REBA McENTIRE (50)**
Little Rock (MCA)
- JOHN CONLEE (33)**
Got My Heart Set On You (Columbia)
- NITTY GRITTY DIRT BAND (29)**
Stand A Little Rain (WB)
- LOUISE MANDELL (28)**
I Wanna Hear It From Your Lips (RCA)
- NICOLETTE LARSON** with **STEVE WARINER (27)**
That's How You Know... (MCA)
- RONNIE MILSAP (27)**
In Love (RCA)
- KEITH WHITLEY (25)**
Ten Feet Away (RCA)
- HANK WILLIAMS JR. (24)**
Country State Of Mind (WB/Curb)
- FORESTER SISTERS (23)**
Lonely Alone (WB)
- JAMIE FRICKIE (22)**
Always Have Always Will (Columbia)
- LACY J. DALTON (22)**
Working Class Man (Columbia)

HOTTEST

- RANDY TRAVIS (69)**
On The Other Hand (WB)
- LEE GREENWOOD (65)**
Hearts Aren't Made To Break (MCA)
- JUDY RODMAN (60)**
Until I Met You (MTM)
- DAN SEALS (52)**
Everything That Glitters (EMI America)
- JUDDS (45)**
Rockin' With The Rhythm... (RCA/Curb)
- JUICE NEWTON (42)**
Old Flame (RCA)
- SOUTHERN PACIFIC (42)**
Reno Bound (WB)
- GEORGE STRAIT (40)**
Nobody In His Right Mind... (MCA)
- MARIE OSMOND (26)**
Read My Lips (Capitol/Curb)
- ED BRUCE (21)**
Nights (RCA)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

NITTY GRITTY DIRT BAND Stand A Little Rain (WB)

On 73% of reporting stations. Rotations: Heavy 2, Medium 36, Light 80, Total Adds 29 including WCAO, WQBE, WNYR, WYNK, WZZK, WESC, WDXE, KFKF, WIL, KWEN, KFMS, KZLA, KCBQ, KIIM. Moves 47-34 on the Country chart.

JOHN CONLEE Got My Heart Set On You (Columbia)

On 70% of reporting stations. Rotations: Heavy 3, Medium 35, Light 75, Total Adds 33 including WBOS, WYRK, WAJR, WDSY, WUSY, KKIX, WSIX, KJNE, WCUZ, WLLR, WIL, K102, KKCS, KYGO, KZLA, KWJU, KCBQ, KMPS. Moves 44-36 on the Country chart.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are those receiving airplay at 30-59% of the stations. Records in Significant Action are receiving airplay at 5-29% of the stations. Records do not have to reach Breaker in order to chart. However, once a record charts, it must reach the 60% airplay level within the two following weeks to achieve Breaker status.

GIRLS NEXT DOOR Slow Boat To China (MTM)

On 60% of reporting stations. Rotations: Heavy 3, Medium 40, Light 55, Total Adds 16 including WQBE, WRAKZ, WFCR, WKYG, WXIU, WZKC, WKSJ, KSO, KWNT, WCUZ, KFKF, KCJB, WKQC, KKCS, KYGO, KMPS. Moves 48-39 on the Country chart.

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"STAND A LITTLE RAIN" (7-28690)

NITTY GRITTY DIRT BAND

COUNTRY BREAKERS



from their history making album
TWENTY YEARS OF DIRT (1-25382)



The New Tradition



JUDY RODMAN

Until I Met You R&R ①

B-72065



From the LP

Judy

ST-71050



21 Music Square East
Nashville, TN 37203

Distributed by Capitol

COUNTRY

NEW & ACTIVE

NICOLETTE LARSON with STEVE WARINER "That's How You Know When Love's Right" (MCA) 9/27
 Rotations: Heavy 2, Medium 30, Light 64, Total Adds 27 including WCAO, WBOS, WXTU, WDSY, WNYR, WSOC, KYXK, WRNL, WTOR, WMNI, KFKF, KTFK, KFDI, KLZ, KCKC, KIIM. Moves 49-42 on the Country chart.

REBA MCKENTRE "Little Rock" (MCA) 9/2/80
 Rotations: Heavy 2, Medium 27, Light 83, Total Adds 50 including WBOS, WRKZ, WYVA, WIVK, WAMZ, WLWI, WSIX, WBOS, WMIL, WQOW, KV00, KLZ, KFRE, KCBO, KSON, KMPS. Debuts at number 43 on the Country chart.

KENNY ROGERS with NICKIE RYDER "The Pride Is Back" (RCA) 8/9/18
 Rotations: Heavy 2, Medium 32, Light 55, Total Adds 18, WPOC, WQBE, WIXL, WKYG, KKIX, WESC, KLLL, WKXS, WPAP, KJNE, KEIN, KFKF, WDSY, WLLR, WYUO, WTHI, KUGN, KFMS. Moves 46-41 on the Country chart.

HOLLY DUNN "Two Too Many" (MTM) 8/10
 Rotations: Heavy 2, Medium 35, Light 43, Total Adds 10, WGNA, WNYR, WKLO, KRMD, WIRK, WSLR, WUSN, KFKF, KCJB, KGA. Heavy: WBGW, KRKT, Medium: WCAO, KXKX, KJNE, WQW, KLZ, KSOP. Moves 50-45 on the Country chart.

CARL PERKINS "Birth Of Rock And Roll" (America Smash/PolyGram) 7/6/14
 Rotations: Heavy 3, Medium 23, Light 50, Total Adds 14, WBOS, WPOR, WXBO, KKIX, WMC, WPAP, KIOV, WTHI, WTDQ, KUGN, KEIN, KCCY, KSOP, KGA. Heavy: KIKK, KYXK, KBMR. Debuts at number 46 on the Country chart.

VINCE GILL "Whin You" (RCA) 7/5/11
 Rotations: Heavy 2, Medium 23, Light 50, Total Adds 11, WAJR, WXTU, WPOR, WYNN, KKIX, WESC, KLLL, WQYK, WTSO, KFDI, KMPS. Heavy: WYVA, WQWK, Medium: WDSY, WTVY, WCMS, KUZZ, KYGO. Debuts at number 47 on the Country chart.

LACY J. DALTON "Working Class Man" (Columbia) 8/4/22
 Rotations: Heavy 2, Medium 15, Light 47, Total Adds 22, WCAO, WRKZ, WYVA, KRRV, WYNN, WYMI, WEZL, WUSY, KHEY, WESC, KIKK, KYXK, WPAP, WQYK, KSO, WKQO, KWMT, WKCO, KRST, KIK-FM, KUUY, KFRE.

KEITH WHITLEY "Ten Feet Away" (RCA) 8/2/25
 Rotations: Heavy 0, Medium 14, Light 48, Total Adds 25, WAJR, WDSY, WCVR, WYMI, WXBO, WEZL, KKIX, WESC, KSSN, WQWK, WPAP, WQYK, WMNI, WYNN, KWMT, WQYK, WTSO, KCJB, WKCO, KV00, KRKT, KGH, KUUY, KYGO, KTOJ.

WILD CHOR "Next Time" (RCA) 8/17/10
 Rotations: Heavy 2, Medium 17, Light 42, Total Adds 10, WAJR, WYVA, WQWK, WIRK, WKQO, KWMT, KUGN, KQIL, KCBO, KIGO. Heavy: WCUZ, KRKT, Medium: WAMZ, WQYK, KKCS, KCCY, KTOJ.

CON HUNLEY "Blue Suede Blues" (Capitol) 5/8/2
 Rotations: Heavy 2, Medium 28, Light 28, Total Adds 2, WESC, WTSO. Heavy: WIVK, KRKT, Medium: WEZL, KHEY, KILTFM, WCMS, WIRK, WTOR, WQW, WTCM, KRQO, KOLO, KSOP.

LEON EVERETTE "Danger List (Give Me Someone...)" (Orlando) 5/6/3
 Rotations: Heavy 0, Medium 22, Light 34, Total Adds 3, WPOR, WRNL, KOLO. Medium: WGNA, WAJR, WESC, WLWI, WCMS, KJNE, WIRK, WQW, WQCL, KTTS, KALF, KSOP.

BILLY JOE ROYAL "Boardwalk Angel" (Atlantic America) 4/9/3
 Rotations: Heavy 9, Medium 18, Light 22, Total Adds 3, KRRV, WMIL, KWJJ. Heavy: WUSY, KIKK, WAMZ, WLWI, WPAP, WUBE, KSO, KFQO, KSOP. Medium: WAJR, WRNL, KRMD, WSLR, KUUY. Moves 50-47-45-48 on the Country chart.

SIGNIFICANT ACTION

WILLIAM LEE GOLDEN "Love Is The Only Way Out" (MCA) 4/3/14
 Rotations: Heavy 0, Medium 14, Light 29, Total Adds 14, WGNA, WCVR, WIXY, KRRV, WTVY, KKIX, WESC, KYXK, WLWI, WPAP, KXKX, KWMT, WKCL, KFDI.

MEL McDaniel "Doctor's Orders" (Capitol) 4/2/2
 Rotations: Heavy 0, Medium 15, Light 27, Total Adds 2, KKIX, KGA. Medium: WBGW, WAJR, KYKR, WTVY, KHEY, WCMS, WIRK, WQW, KTTS, WTCM, KV00, KRQO, KQIL, KALF, KIGO.

STEVE EARLE "Guitar Town" (MCA) 4/0/14
 Rotations: Heavy 0, Medium 7, Light 31, Total Adds 14, WGNA, WYVA, WYNN, KKIX, WESC, WQWK, KXKX, WKQO, KXKY, WKCO, KFDI, KEIN, KWJJ, KSOP.

VERN GOSDIN "Was It Just The Wine" (Compaq/PolyGram) 3/3/4
 Rotations: Heavy 0, Medium 13, Light 20, Total Adds 4, KYKR, WCMS, KJNE, KUGN. Medium: WTVY, WESC, WLWI, WPAP, KXKX, KWMT, WDAF, WQW, KTTS, WTCM, KFDI, KRQO, KIGO.

KENDALLS "Too Late" (MCA/Curb) 3/2/9
 Rotations: Heavy 1, Medium 10, Light 21, Total Adds 9, K4SE, WGTO, WESC, WLWI, WQYK, WMNI, WAXX, KFDI, KIGO. Heavy: KIKK.

LOUISE MANDRELL "I Wanna Hear It From Your Lips" (RCA) 3/1/28
 Rotations: Heavy 0, Medium 1, Light 30, Total Adds 28 including WBGW, WTSV, WRKZ, WPOR, KEAN, KASE, WSOC, WTVY, KYXK, WLWI, KJNE, WQW, KIK-FM, KOLO, KSOP.

RONNIE MILSAP "In Love" (RCA) 2/8/27
 Rotations: Heavy 0, Medium 6, Light 22, Total Adds 27 including WXTU, WYAY, WZZK, KPLX, WIVK, KSSN, WAMZ, WSM, WTOR, WBOS, KXKY, KWEN, KYGO, KNIX, KWJJ, KCBO.

MAC DAVIS "Somewhere In America" (MCA) 2/8/2
 Rotations: Heavy 1, Medium 10, Light 17, Total Adds 2, KHEY, KTTS. Heavy: WCUZ, Medium: WTSV, WPOR, WTVY, WJWKA, KXKX, WQYK, WQW, WTCM, KIK-FM, KNIX.

JANIE FRICKIE "Always Have Always Will" (Columbia) 2/6/22
 Rotations: Heavy 2, Medium 3, Light 21, Total Adds 22 including KASE, KIKK, KSSN, WKIX, KXKX, WIRK, KTKP, KFDI, KFRE, KOLO, KTOJ, KOKK, KQBO.

FORESTER SISTERS "Lonely Alone" (WB) 2/4/23
 Rotations: Heavy 0, Medium 4, Light 20, Total Adds 23 including WTSV, WNYR, WYVA, WUSY, WIVK, WSM, KXKY, KRKT, KUZZ, KTOJ, KCKC, KSON.

EVERLY BROTHERS "I Know Love" (Mercury/PolyGram) 2/3/6
 Rotations: Heavy 0, Medium 3, Light 20, Total Adds 6, WQWK, WIRK, WCUZ, KV00, KEIN, KCCY. Medium: KFRE, KRWO. Light: WUSY, WQTO, WCMS, KXKY, WQW, WKCL, KV00.

OSMOND BROTHERS "You Look Like The One I Love" (EMI America/Curb) 2/3/5
 Rotations: Heavy 0, Medium 4, Light 19, Total Adds 5, WIXY, WLWI, KTTS, KEIN, KSOP. Medium: WGTO, KXKY, WTCM, KRWO.

RAZZY BAILEY "Rockin' In The Parkin' Lot" (MCA) 2/3/4
 Rotations: Heavy 0, Medium 4, Light 19, Total Adds 4, WIXY, WEZL, KTTS, KTKP. Medium: WTSV, KRKT, KRWO. Light: KEAN, WCMS, KXKY, WIRK, KV00, KIK-FM, KSOP.

SCHUYLER, KNOBLOCH & OVERSTREET "You Can't Stop Love" (MTM) 1/8/15
 Rotations: Heavy 0, Medium 0, Light 18, Total Adds 15, WBGW, WIXY, KEAN, WGTO, KYXK, WQWK, WLWI, WCMS, WXCL, WYUO, KRKT, KRST, KV00, KUGN, KQIL.

DARLENE AUSTIN "Guilty Eyes" (CPT) 1/6/1
 Rotations: Heavy 0, Medium 6, Light 12, Total Adds 1, WIXY. Medium: KRRV, KBMR, WTCM, KRKT, KRWO, KIGO. Light: WBGW, WCVR, KFQO, KTKP, KV00, KFDI, KEIN, KALF, KTOJ.

PAM TILLIS "I Thought I'd About Had It..." (WB) 1/5/10
 Rotations: Heavy 0, Medium 0, Light 15, Total Adds 10, WCVR, KASE, WEZL, WKIX, WQW, KRST, KIK-FM, KYAK, KSOP, KIGO. Light: WBGW, KRKT, KRWO, KQIL, KALF.

RAY PRICE "All The Way" (Step One) 1/4/1
 Rotations: Heavy 0, Medium 3, Light 12, Total Adds 1, WLWI. Medium: KSO, WQW. Light: WPAP, WTOR, WAXX, KWMT, KTTS, KTKP, KV00, KFDI, KQIL, KALF, KSOP.

GENE WATSON "Bottle Of Tears" (Epic) 1/3/11
 Rotations: Heavy 0, Medium 1, Light 12, Total Adds 11, WTSV, WGTO, WTVY, WLWI, WPAP, WQW, KTTS, KUZZ, KV00, KALF. Light: WBGW, KRWO.

TOMMY OVERSTREET "Next To You" (Silver Dollar) 1/3/3
 Rotations: Heavy 0, Medium 2, Light 11, Total Adds 3, WQWK, WPAP, KSOP. Medium: WQW, KIGO. Light: WLWI, KSO, KTKP, KTKP, KV00, KFDI, KQIL, KALF, KSOP.

NANCI GRIFFITH "Once In A Very Blue Moon" (Philo) 1/3/2
 Rotations: Heavy 0, Medium 3, Light 10, Total Adds 2, KRKT, KYGO. Medium: KTTS, KFDI, KSOP. Light: WBGW, KRRV, KXKY, KFQO, KV00, KRWO, KEIN, KALF.

KENNY DALE "I'm Going Crazy" (BGM) 1/3/1
 Rotations: Heavy 1, Medium 5, Light 7, Total Adds 1, KV00. Heavy: KXKY. Medium: WTVY, WLWI, KSO, WQW, KRWO. Light: KEAN, WQWK, KFQO, KTTS, KV00, KFDI.

RANDY TRAVIS "Can't Stop Now" (WB) 1/3/0
 Rotations: Heavy 8, Medium 5, Light 0, Total Adds 0. Heavy: WQWK, KRRV, KYKR, WIRK, WAXX, KRST, KIK-FM, KYAK. Medium: WLWI, WYVA, WQW, WTDQ, KRQO.

BRUCE HAUSER "Bidding America Goodbye" (Cowboy) 1/2/5
 Rotations: Heavy 0, Medium 1, Light 11, Total Adds 5, KRRV, KBMR, WAXX, KRWO, KSOP. Light: WIXY, WYMI, WTCM, KGH, KV00, KUUY, KALF.

JIM COLLINS "The Things I've Done To Me" (J&M) 1/1/1
 Rotations: Heavy 0, Medium 3, Light 8, Total Adds 1, KFDI. Medium: KXKY, KRWO, KSOP. Light: KRRV, KILTFM, WQWK, WLWI, WCMS, WQW, KTTS.

DWIGHT YOAKAM "Guitars, Cadillac" (Reprise/WB) 9/9
 Rotations: Heavy 0, Medium 1, Light 8, Total Adds 9, WIXY, KRRV, KKIX, WKIX, WDAF, WQW, KRST, KFRE, KCBO.

RICK NELSON "Dream Lover" (Epic) 9/4
 Rotations: Heavy 0, Medium 3, Light 6, Total Adds 4, WCUZ, KV00, KFDI, KRWO. Medium: WQW, KNIX, KIIM. Light: KOLO, KIGO.

NEW GRASS REVIVAL "What You Do To Me" (EMI America) 9/2
 Rotations: Heavy 0, Medium 1, Light 8, Total Adds 2, WYII, WESC. Medium: KFDI. Light: WQWK, WQW, KTKP, WTCM, KRKT, KRWO.

ORLEANS "Lady Liberty" (MCA) 8/4
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 4, WCMS, WDSY, KV00, KSON. Medium: WHN. Light: WGNA, KRWO, KALF.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
HOLLY DUNN/Daddy's Hands (MTM)	Holly Dunn <i>Tonight We Ride</i>
MICHAEL MARTIN MURPHEY/Fiddlin' Man (WB)	Michael Martin Murphey <i>Girls Next Door</i>
GIRLS NEXT DOOR/Can't Say It On The Radio (MTM)	Girls Next Door <i>Perfume, Ribbons, & Pearls</i>
FORESTER SISTERS/Drawn To The Fire (WB)	Forester Sisters <i>Rabbit Trax</i>
EDDIE RABBITT/Singing In The Subway (RCA)	Eddie Rabbit <i>New Moves</i>
DON WILLIAMS/Then It's Love (Capitol)	Don Williams <i>Storms Of Life</i>
RANDY TRAVIS/Diggin' Up Bones (WB)	Randy Travis <i>Storms Of Life</i>



"SLOW BOAT TO CHINA"

(B-7268)

BREAKER R&R: **39** BB: **51**
 MOST ADDED - R&R AND GAVIN



GIRLS NEXT DOOR

Distributed by Capitol

21 Music Square East, Nashville, TN 37203

AOR ALBUMS

159 REPORTS

JUNE 20, 1986

Rank	Artist/Album	Total Reports/Adds	Power	Heavy	Medium
1	GENESIS/Invisible Touch (Atlantic)	157-0	68+	148+	7-
2	PETER GABRIEL/So (Geffen)	154-0	56-	142-	10=
3	VAN HALEN/5150 (WB)	131+1	42-	120=	8=
4	FIXX/Walkabout (MCA)	155-1	41+	125+	28-
5	EMERSON, LAKE & POWELL/Emerson, Lake & Powell (Polydor/PG)	150-0	34+	128+	20-
6	BOB SEGER & THE SILVER.../Like A Rock (Capitol)	141-3	12-	78-	61+
7	JOURNEY/Raised On Radio (Columbia)	133-1	16-	92-	39=
8	MOODY BLUES/The Other Side Of Life (Polydor/PG)	139-4	20-	88-	50+
9	GTR/GTR (Arista)	128-0	30-	106-	21+
10	38 SPECIAL/Strength In Numbers (A&M)	132+7	25-	82-	48+
11	FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)	131-5	12+	62+	63-
12	TOP GUN/Soundtrack (Columbia)	123=3	37+	94+	25-
13	ICEHOUSE/Measure For Measure (Chrysalis)	131+4	11+	55+	71-
14	RUTHLESS PEOPLE/Soundtrack (Epic)	120 /39	13	45	65
15	ROLLING STONES/Dirty Work (Rolling Stones/Columbia)	97-0	18-	73-	20-
16	OUTFIELD/Play Deep (Columbia)	113+6	9-	47+	64-
17	JACKSON BROWNE/Lives In The Balance (Asylum)	104-1	3-	32-	68-
18	LOU REED/Mistrial (RCA)	97-5	4+	33-	55-
19	ZZ TOP/Afterburner (WB)	85-7	5-	34-	44-
20	JOHN EDDIE/John Eddie (Columbia)	107+11	1=	15+	77+
21	BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)	95+13	8+	23+	60+
22	HONEYMOON SUITE/The Big Prize (WB)	72-4	3-	18-	47-
23	AC/DC/Who Made Who (Atlantic)	87+5	3=	13+	61+
24	CALL/Reconciled (Elektra)	87+13	0=	12+	59+
25	JOE JACKSON/Big World (A&M)	53-4	4=	22-	27-
26	JOAN ARMATRADING/Sleight Of Hand (A&M)	72+9	3=	11+	48+
27	MODELS/Out Of Mind Out Of Sight (Geffen)	72+15	2-	10-	46+
28	ROBERT PALMER/Riptide (Island)	58-3	2+	17-	37-
29	JOHN C. MELLENCAMP/Scarecrow (Riva/PG)	59+43	1=	12+	38+
30	AMERICAN ANTHEM/Soundtrack (Atlantic)	57 /10	2	8	40
31	INXS/Listen Like Thieves (Atlantic)	42-1	3-	21-	18-
32	GLASS TIGER/The Thin Red Line (Manhattan)	69+7	1+	6-	40+
33	DANNY WILDE/The Boyfriend (Island)	56+9	1-	8+	40+
34	LIVE! FOR LIFE/Various Artists (IRS/MCA)	50-0	0-	11-	31-
35	JUDAS PRIEST/Turbo (Columbia)	52-3	1+	4=	37-
36	ROB JUNGKLAS/Closer To The Flame (Manhattan)	47-1	1+	8+	31-
37	HOWARD JONES/Action Replay (Elektra)	30-2	7-	21-	4-
38	COBRA/Soundtrack (Scotti Bros/CBS)	52+8	0-	4+	37+
39	SOUTHSIDE JOHNNY & THE JUKES/At Least We Got Shoes (Atlantic)	42+2	1=	7=	28+
40	HEART/Heart (Capitol)	29-2	3-	11-	13-

BRUCE COCKBURN

CALL IT
DEMOCRACY
...CALL IT
THE U.S. TOUR
BEGINS JULY 10

MCA RECORDS MANAGEMENT:
BERNIE FINKELSTEIN

WORLD OF WONDERS

BREAKERS

RUTHLESS PEOPLE Soundtrack (Epic)
75% of our reporters on it.

BRUCE HORNSBY & THE RANGE The Way It Is (RCA)
60% of our reporters on it.

NEW & ACTIVE

BEAT FARMERS "Van Go" (MCA/Curb) 37/8 (31/4)
Adds: KZEW, WYYS, KJRD, WDHA, WZZK, KQWB, WKCT, KOZZ, Heavy 3; 91X, KSTM, KTCL, Medium 22 including WQFM, KRQQ, KRQO, KGB, KOMI, KISW, KLEJ, KNKN, KILQ.

BODEANS "Love & Hope & Sex & Dreams" (Slash/WB) 36/2 (38/3)
Adds: KZEW, WHEB, Powers 3; Heavy 9; WQFM, KBCC, WHFS, KILQ, KEZE, WIZN, KTCL, KYTD, KVRE, Medium 15 including WNOR, WXRT, KFOG, KZEL.

JEAN BEAUVOIR "Drums Along The Mohawk" (Columbia) 34/11 (23/10)
Adds including WSHE, WLQD, KYYS, WHEB, WMRY, KDJJ, WBLM, Heavy 2; 91X, KSPN, Medium 18 including KRQR, KISW, WAAF, WTUE, KLPX.

BRUCE COCKBURN "World Of Wonders" (Gold Mountain/MCA) 33/8 (25/7)
Adds: WBAB, WXRT, KTCZ, KMET, KLPX, WZEW, KQWB, KTYD, Powers 2; Heavy 5 including WBCN, CHEZ, KTCL, KVRE, Medium 19 including KZEW, KAZY, KBCC, 91X, CFOX, KNKN, WYYS, KMOD, K97.

ISLE OF MAN "Isle Of Man" (Pasha/CBS) 31/3 (29/6)
Adds: WNEW, KQWB, KZOO, Heavy 2; WIOQ, KSPN, Medium 14 including KAZY, KRQQ, WCCC, KLAQ, WONE, WTUE, KRKE.

SUBURBS "Suburbs" (A&M) 26/7 (21/5)
Adds: KAZY, WPYX, WLIR, WAAF, WONE, WTUE, KRQU, Powers 1; Heavy 1; KTCZ, Medium 20 including WXRT, KQRS, KBCC, WHEB, WOUR, WLAV, WRKI.

BELINDA CARLISLE "Belinda" (IRS/MCA) 24/3 (22/2)
Adds: WBAB, WCCC, WOUR, Powers 1; Heavy 5; WBCN, WSHE, KRQQ, 91X, WLIR, WPLR, WSKS, WHMD, Medium 12 including KRSR, WHFS, WDHA, WWCT, KDJJ, WQKB, WWWW.

MR. MISTER "Welcome To The Real World" (RCA) 22/7 (17/13)
Adds: KMET, WTKX, KMOD, KZEL, WIZN, WRKI, KFMZ, Heavy 1; WKDF, Medium 16 including KZAP, KGB, KOMI, WLAV, KEZO, WWCT, WWWW.

SLUGGERS "Over The Fence" (Arista) 22/4 (20/4)
Adds: WCCC, WPYX, WMRY, KTCL, Heavy 1; WQFM, Medium 14 including WDHA, WHEB, KNKN, WKDF, KMOD, KMBY, KOZZ.

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

159 REPORTS

Three Weeks Last
Weeks Week

Total
Reports/Adds Power Heavy Medium

Three Weeks Last Weeks Week	Rank	Artist/Track	Total Reports/Adds	Power	Heavy	Medium
2 1 1	1	GENESIS/Invisible Touch (Atlantic)	153-0	67+	143=	6-
8 4 3	2	FIXX/Secret Separation (MCA)	150-1	41+	124+	24-
10 5 4	3	EMERSON, LAKE & POWELL/Touch & Go (Polydor/PG)	146-0	34+	126+	18-
1 2 2	4	PETER GABRIEL/Sledgehammer (Geffen)	136-0	53-	129-	5=
— 12 7	5	STEVE WINWOOD/Higher Love (Island)	152+3	37+	108+	42-
7 7 6	6	VAN HALEN/Dreams (WB)	118-2	35-	105-	9+
6 3 5	7	GTR/When The Heart Rules The Mind (Arista)	115-0	29-	100-	14-
21 15 8	8	KENNY LOGGINS/Danger Zone (Columbia)	121-2	37+	93+	25-
18 14 10	9	FABULOUS THUNDERBIRDS/Wrap It Up (CBS Associated)	127+6	11+	58+	64-
17 13 13	10	ICEHOUSE/No Promises (Chrysalis)	124-4	10+	51+	68-
54 35 20	11	JOURNEY/Suzanne (Columbia)	105+19	9+	58+	46+
42 25 17	12	DAVID BOWIE/Underground (EMI America)	116-2	3+	28+	82-
11 11 11	13	JOURNEY/Girl Can't Help It (Columbia)	93-2	7-	54-	38-
24 19 15	14	OUTFIELD/All The Love (Columbia)	111+6	8-	45+	64-
35 34 21	15	38 SPECIAL/Somebody Like You (A&M)	107+17	9+	44+	60+
43 33 22	16	PETER GABRIEL/Red Rain (Geffen)	98+18	3=	49+	44+
9 10 14	17	ROLLING STONES/One Hit (To The Body) (Rolling Stones/Columbia)	77-0	18-	61-	14-
— 48 27	18	BIG COUNTRY/Look Away (Mercury/PG)	124+19	2+	11+	101+
5 8 12	19	MOODY BLUES/Your Wildest Dreams (Polydor/PG)	78-1	16-	60-	14-
37 31 25	20	MOODY BLUES/The Other Side Of Life (Polydor/PG)	92+13	2-	43+	47+
16 16 16	21	JACKSON BROWNE/In The Shape Of A Heart (Asylum)	102-1	3-	30-	69-
19 18 18	22	LOU REED/No Money Down (RCA)	96-5	4+	33-	54-
39 38 29	23	VAN HALEN/Love Walks In (WB)	84+15	5=	41+	41+
31 27 24	24	ROD STEWART/Love Touch (WB)	91+1	6=	33+	54=
53 43 30	25	BILLY JOEL/Modern Woman (Epic)	86+11	12+	37+	44=
3 6 9	26	38 SPECIAL/Like No Other Night (A&M)	73-2	15-	54-	17+
32 28 28	27	JOHN EDDIE/Jungle Boy (Columbia)	98+11	1=	14+	72+
— 34	28	GENESIS/Throwing It All Away (Atlantic)	80+23	2+	32+	46+
— 42	29	TOM COCHRANE & RED RIDER/Boy Inside The Man (Capitol)	99+20	0=	10+	75+
45 45 38	30	BOB SEGER & THE SILVER.../The Aftermath (Capitol)	82+22	0=	29+	52+
38 36 31	31	AC/DC/Who Made Who (Atlantic)	87+5	3=	13+	61+
44 44 39	32	BRUCE HORNSBY & THE RANGE/Every Little Kiss (RCA)	92+12	7=	22+	58+
— 48	33	JOHN WAITE/If Anybody Had A Heart (EMI America)	89+27	1=	14+	65+
4 9 19	34	BOB SEGER & THE SILVER.../Like A Rock (Capitol)	57-0	6-	38-	17-
48 42 37	35	PETER GABRIEL/In Your Eyes (Geffen)	69+11	2+	32+	36+
DEBUT	36	MICK JAGGER/Ruthless People (Epic)	82 /79	1	13	56
— 49 32	37	GENESIS/The Last Domino (Atlantic)	65-7	2=	23=	36-
— 44	38	GENESIS/Anything She Does (Atlantic)	58+14	1+	25+	31=
47 47 40	39	CALL/Everywhere I Go (Elektra)	84+13	0=	10+	58+
— 45	40	GENESIS/Land Of Confusion (Atlantic)	56+10	0=	23+	32+
25 28 33	41	ROLLING STONES/Winning Ugly (Rolling Stones/Columbia)	50-0	0=	24-	24-
23 21 23	42	ZZ TOP/Woke Up With Wood (WB)	54-1	2=	21-	28-
— 56	43	GENESIS/In Too Deep (Atlantic)	49+11	1-	18+	28+
— 56 49	44	FIXX/Built For The Future (MCA)	52+10	1-	17+	30=
26 30 43	45	ROBERT PALMER/Hyperactive (Island)	52-3	2+	17-	32-
22 26 35	46	VAN HALEN/Best Of Both Worlds (WB)	39-1	3=	21-	15-
— 55	47	JOAN ARMATRADE/Kind Words (A&M)	64+8	3=	11+	41=
14 20 36	48	INXS/Listen Like Thieves (Atlantic)	39-1	3-	20-	17-
60 60 58	49	DANNY WILDE/Isn't It Enough (Island)	56+9	1-	8+	40+
DEBUT	50	JOHN C. MELLENCAMP/Rumbleseat (Riva/PG)	54 /52	0	8	37
DEBUT	51	ZZ TOP/Velcro Fly (WB)	39+18	3+	17+	20+
15 17 26	52	STING with JEFF BECK/I Been Down So Long (IRS/MCA)	48-0	0-	11-	30-
46 50 50	53	JUDAS PRIEST/Turbo Lover (Columbia)	50-4	1+	4=	37-
20 22 41	54	HONEYMOON SUITE/Bad Attitude (WB)	36-0	2-	16-	17-
DEBUT	55	JOHN CAFFERTY.../Voice Of America's Sons (Scotti Bros./CBS)	52+8	0-	4+	37+
27 32 46	56	HOWARD JONES/No One Is To Blame (Elektra)	30-2	7-	21-	4-
57 51 51	57	BOB SEGER & THE SILVER.../Sometimes (Capitol)	35-1	3+	11-	24=
DEBUT	58	GENESIS/Tonight, Tonight, Tonight (Atlantic)	36+6	0=	11+	23=
DEBUT	59	HONEYMOON SUITE/What Does It Take (WB)	42+16	0=	4=	32+
DEBUT	60	GENESIS/In The Glow Of The Night (Atlantic)	30+13	1+	12+	16+

BREAKERS

38 SPECIAL
Somebody Like You (A&M)
67% of our reporters on it.
JOURNEY
Suzanne (Columbia)
66% of our reporters on it.

TOM COCHRANE & RED RIDER
Boy Inside The Man (Capitol)
62% of our reporters on it.

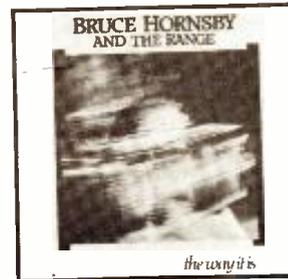
JOHN EDDIE
Jungle Boy (Columbia)
62% of our reporters on it.
PETER GABRIEL
Red Rain (Geffen)
62% of our reporters on it.

BRUCE HORNSBY AND THE RANGE



THE WAY IT IS

AOR BREAKERS



Albums

23-20

Featuring The Smash Hit

"Every Little Kiss"

Tracks 39-32

Key calls include:

WNEW-FM, KLOS, KMET, KGB, KZOK, KZEW, KLOL, WXRT, WEBN, WQFM, WNOR, KDKB, KBPI, KBCO, KAZY, KGON, KQRS, WIOQ, WYSP, KZAP, WPLR, WAQX, WAAF, WRXL, WTUE, WLAV, KATT, KFME, KILO And So Many More!

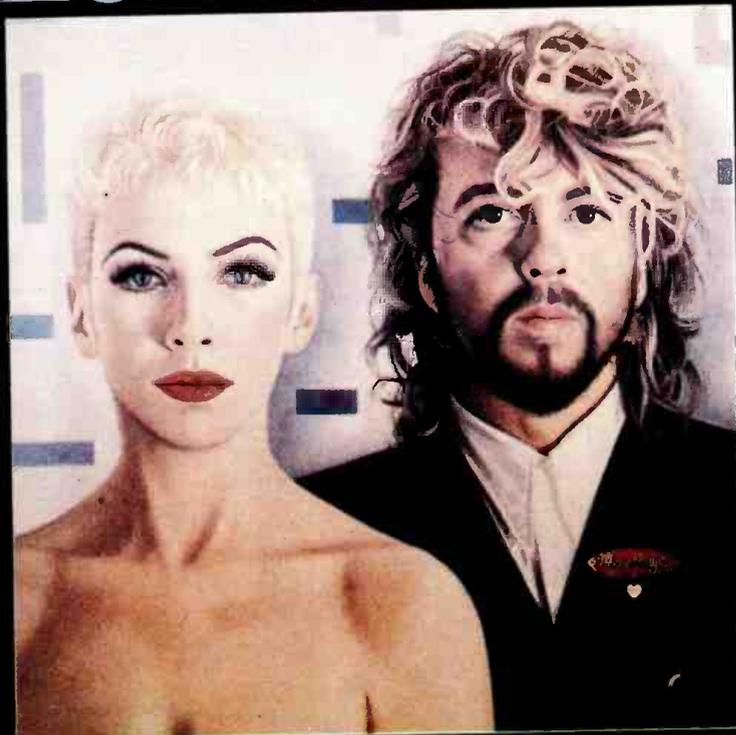
BRUCE HORNSBY AND THE RANGE
Currently In The Midst Of An
18-City Nationwide Promotional Tour!



Rock is the best revenge.



EURYTHMICS



BE SURE TO GET WHAT'S COMING TO YOU
THE SPECIAL ALBUM RADIO 12"!
"MISSIONARY MAN"
FROM THE FORTHCOMING ALBUM "REVENGE"



REC ORAL ADAPTIVITY

PLAYLISTS — An artist's name is listed once per playlist in the highest rotation that any of an album's tracks are reported. For example, if tracks from the same album are reported in both heavy and medium, the artist will appear in heavy. Records being played in power are included in a station's heavy rotation.

For all stations, light rotation is condensed to include only those records added to the rotation this week. For P-2 and P-3 stations, medium rotation is condensed in the same manner.

Symbols:
 * — Record is newly reported or additional tracks have been added.
 (M), (L) — Other tracks from that album are in those rotations (medium or light).

An artist's name with no abbreviations means all airplay is in the listed rotation.

A "frozen" list indicates that a current report was not received, and last week's rotations are included in the data base.

PARALLELS — Stations arranged by market size, according to Arbitron's MSA population figures.
 Parallel One: 1,000,000 +
 Parallel Two: 200,000 - 1,000,000
 Parallel Three: under 200,000.
 Stations at a significant ratings disadvantage to their in-format competitor(s) are assigned a lower parallel.

EAST

PARALLEL ONE
WY11/Baltimore
 (301)766-0096
 PD: TOM EVANS
 PD: CHRIS JONES

- Heavy
- Light
- Medium
- Power
- Soft
- Top 40
- Top 100
- Top 200
- Top 300
- Top 400
- Top 500
- Top 600
- Top 700
- Top 800
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- Top 10000

WY11/Baltimore
 (301)766-0096
 PD: TOM EVANS
 PD: CHRIS JONES

- Heavy
- Light
- Medium
- Power
- Soft
- Top 40
- Top 100
- Top 200
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- Top 9900
- Top 10000

WVDE/Wilmington
 (410)237-1441
 PD: GREG GALLAGHER
 PD: BENJAMIN

- Heavy
- Light
- Medium
- Power
- Soft
- Top 40
- Top 100
- Top 200
- Top 300
- Top 400
- Top 500
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- Top 10000

WH4J/Providence
 (401)435-8110
 PD: DAVID LEE AUSTIN
 ASST. PD: GLENN SMITH

- Heavy
- Light
- Medium
- Power
- Soft
- Top 40
- Top 100
- Top 200
- Top 300
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- Top 10000

DC101/Washington, DC
 (202)262-6932
 PD: DAVID BROWN
 ASST. PD: RAY C. COHEN

- Heavy
- Light
- Medium
- Power
- Soft
- Top 40
- Top 100
- Top 200
- Top 300
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WBAB/Long Island
 (516)457-1023
 PD: BOB BUCKNER
 PD: RALPH TORREDA

- Heavy
- Light
- Medium
- Power
- Soft
- Top 40
- Top 100
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WVDE/Wilmington
 (410)237-1441
 PD: GREG GALLAGHER
 PD: BENJAMIN

- Heavy
- Light
- Medium
- Power
- Soft
- Top 40
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WVDE/Wilmington
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 PD: BENJAMIN

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WVDE/Wilmington
 (410)237-1441
 PD: GREG GALLAGHER
 PD: BENJAMIN

- Heavy
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- Medium
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- Soft
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PARALLELS

Van Halen Continued

SIMPLY RED

Holding Back The Years (Elektra)
LP: Picture Book

227/6 87% National Summary UP 177
S 100%
D 95%
M 100%
W 94%

4 DEBITS 2
SAME 3
DOWN 1
ADDS 6

Regional Reach	Summary UP 177	National Summary UP 177
E 95%	S 100%	S 100%
M 100%	D 95%	D 95%
W 94%	M 100%	M 100%
	W 94%	W 94%

186/5 86% National Summary UP 163
Reach E 84%
S 81%
M 96%
W 79%

21 DEBITS 12
SAME 15
DOWN 0
ADDS 5

Regional Reach	Summary UP 163	National Summary UP 163
E 84%	S 81%	S 81%
M 96%	D 96%	D 96%
W 79%	M 96%	M 96%
	W 79%	W 79%

196/5 86% National Summary UP 163
Reach E 84%
S 81%
M 96%
W 79%

21 DEBITS 12
SAME 15
DOWN 0
ADDS 5

Regional Reach	Summary UP 163	National Summary UP 163
E 84%	S 81%	S 81%
M 96%	D 96%	D 96%
W 79%	M 96%	M 96%
	W 79%	W 79%

ROD STEWART

Love Touch (Theme...) (WB)
LP: Rod Stewart

224/4 96% National Summary UP 190
S 100%
D 98%
M 98%
W 94%

16 DEBITS 16
SAME 13
DOWN 1
ADDS 4

Regional Reach	Summary UP 190	National Summary UP 190
E 100%	S 100%	S 100%
M 98%	D 98%	D 98%
W 94%	M 98%	M 98%
	W 94%	W 94%

16 DEBITS 16
SAME 13
DOWN 1
ADDS 4

Regional Reach	Summary UP 190	National Summary UP 190
E 100%	S 100%	S 100%
M 98%	D 98%	D 98%
W 94%	M 98%	M 98%
	W 94%	W 94%

38 SPECIAL

Like No Other Night (A&M)
LP: Strength In Numbers

182/2 82% National Summary UP 154
Reach E 77%
S 78%
M 89%
W 81%

13 DEBITS 24
SAME 8
DOWN 4
ADDS 7

Regional Reach	Summary UP 154	National Summary UP 154
E 77%	S 78%	S 78%
M 89%	D 82%	D 82%
W 81%	M 89%	M 89%
	W 81%	W 81%

13 DEBITS 24
SAME 8
DOWN 4
ADDS 7

Regional Reach	Summary UP 154	National Summary UP 154
E 77%	S 78%	S 78%
M 89%	D 82%	D 82%
W 81%	M 89%	M 89%
	W 81%	W 81%

JOHN WATTE

If/Anybody Had A Heart (EMI America)
LP: About Last Night Soundtrack

56/19 24% National Summary UP 7
Reach E 23%
S 28%
M 21%
W 19%

1 DEBITS 6
SAME 28
DOWN 0
ADDS 19

Regional Reach	Summary UP 7	National Summary UP 7
E 23%	S 28%	S 28%
M 21%	D 0%	D 0%
W 19%	M 21%	M 21%
	W 19%	W 19%

1 DEBITS 6
SAME 28
DOWN 0
ADDS 19

Regional Reach	Summary UP 7	National Summary UP 7
E 23%	S 28%	S 28%
M 21%	D 0%	D 0%
W 19%	M 21%	M 21%
	W 19%	W 19%

Picture Yourself In R&R.

If something's happening at your station or company — send R&R the photo and we'll put it on the Picture Page.



1930 Century Park W.
Los Angeles, CA 90067
(213) 553-4330

THE PICTURE PAGE

JERMAINE STEWART

We Don't Have To Take... (Arista)
LP: Francic Romantic

169/53 72% National Summary UP 133
Reach E 77%
S 71%
M 63%
W 68%

36 DEBITS 42
SAME 30
DOWN 5
ADDS 50

Regional Reach	Summary UP 133	National Summary UP 133
E 77%	S 71%	S 71%
M 63%	D 72%	D 72%
W 68%	M 63%	M 63%
	W 68%	W 68%

36 DEBITS 42
SAME 30
DOWN 5
ADDS 50

Regional Reach	Summary UP 133	National Summary UP 133
E 77%	S 71%	S 71%
M 63%	D 72%	D 72%
W 68%	M 63%	M 63%
	W 68%	W 68%

ANDY TAYLOR

Take It Easy (Soundtrack)
LP: American Anthem

128/33 56% National Summary UP 50
Reach E 70%
S 62%
M 45%
W 40%

1 DEBITS 14
SAME 33
DOWN 0
ADDS 33

Regional Reach	Summary UP 50	National Summary UP 50
E 70%	S 62%	S 62%
M 45%	D 56%	D 56%
W 40%	M 45%	M 45%
	W 40%	W 40%

1 DEBITS 14
SAME 33
DOWN 0
ADDS 33

Regional Reach	Summary UP 50	National Summary UP 50
E 70%	S 62%	S 62%
M 45%	D 56%	D 56%
W 40%	M 45%	M 45%
	W 40%	W 40%

STEVE WINWOOD

Higher Love (Island/WB)
LP: Back In The High Life

166/38 71% National Summary UP 33
Reach E 70%
S 70%
M 78%
W 77%

36 DEBITS 51
SAME 40
DOWN 8
ADDS 39

Regional Reach	Summary UP 33	National Summary UP 33
E 70%	S 70%	S 70%
M 78%	D 71%	D 71%
W 77%	M 78%	M 78%
	W 77%	W 77%

36 DEBITS 51
SAME 40
DOWN 8
ADDS 39

Regional Reach	Summary UP 33	National Summary UP 33
E 70%	S 70%	S 70%
M 78%	D 71%	D 71%
W 77%	M 78%	M 78%
	W 77%	W 77%

200/2 85% National Summary UP 174 Reach E 77% S 78% M 89% W 81% 19 DEBITS 16 SAME 14 DOWN 2 ADDS 7 | Regional Reach | Summary UP 174 | National Summary UP 174 | |----------------|----------------|-------------------------| | E 77% | S 78% | S 78% | | M 89% | D 85% | D 85% | | W 81% | M 89% | M 89% | | | W 81% | W 81% | 19 DEBITS 16 SAME 14 DOWN 2 ADDS 7 | Regional Reach | Summary UP 174 | National Summary UP 174 | |----------------|----------------|-------------------------| | E 77% | S 78% | S 78% | | M 89% | D 85% | D 85% | | W 81% | M 89% | M 89% | | | W 81% | W 81% |

69/33 72% National Summary UP 133 Reach E 77% S 71% M 63% W 68% 36 DEBITS 42 SAME 30 DOWN 5 ADDS 50 | Regional Reach | Summary UP 133 | National Summary UP 133 | |----------------|----------------|-------------------------| | E 77% | S 71% | S 71% | | M 63% | D 72% | D 72% | | W 68% | M 63% | M 63% | | | W 68% | W 68% | 36 DEBITS 42 SAME 30 DOWN 5 ADDS 50 | Regional Reach | Summary UP 133 | National Summary UP 133 | |----------------|----------------|-------------------------| | E 77% | S 71% | S 71% | | M 63% | D 72% | D 72% | | W 68% | M 63% | M 63% | | | W 68% | W 68% |

Continued On Next Column

PARALLELS

SIGNIFICANT ACTION

A

AC/DC
Who Made Who (Atlantic)
LP: Who Made Who/Maximum Overdrive
Soundtrack

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

ADRENALIN
Road Of The Gypsy (MCA)

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

B

BANANARAMA
Venus (London/PolyGram)
LP: True Confessions

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

BEACH BOYS
Rock 'N' Roll To The Rescue (Capitol)
LP: Made In The U.S.A.

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

JEAN BEAUVOIR
Feel The Heat (Columbia)
LP: Drums Along The Mohawk

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

DAN HARTMAN
Waiting To See You (Epic)
LP: Ruthless People Soundtrack

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

BERLIN
Take My Breath Away... (Columbia)
LP: Top Gun Soundtrack

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

DENNIS DEYOUNG
This Is The Time (A&M)
LP: Karate Kid II Soundtrack

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

DOUBLE
Captain Of Her Heart (A&M)
LP: Blue

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

DAVID FOSTER & OLIVIA NEWTON-JOHN
The Best Of Me (Atlantic)
LP: David Foster

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

LIMITED WARRANTY
Victory Line (Atco)
LP: Limited Warranty

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

HONEYMOON SUITE
What Does It Take (WB)
LP: Big Prize

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

ICEHOUSE
No Promises (Chrysalis)
LP: Measure For Measure

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

ISLE OF MAN
Am I Forgives (PashaCBS)
LP: Isle Of Man

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

JERMAINE JACKSON
Do You Remember Me? (Arista)
LP: Precious Moments

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

RENE & ANGELA
You Don't Have To Cry (Mercury/PolyGram)
LP: Street Called Desire

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

M

MIDNIGHT STAR
Headlines (Solar/Elektra)
LP: Headlines

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

NEW EDITION
With You All The Way (MCA)
LP: All For Love

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

LOU REED
No Money Down (RCA)
LP: Mistral

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

REGINA
Baby Love (Atlantic)

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

YARBROUGH & PEOPLES
I Wouldn't Lie (Total Experience/RCA)
LP: Guilty

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

S

SOS BAND
The Finest (Tabu/CBS)
LP: Sands Of Time

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

TIMEX SOCIAL CLUB
Rumors (Jay)

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

TKA
One Way Love (Tommy Boy)

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

TRANS-X
Living On Video (Atco)

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

E. WADE
Foreign Shore (Casablanca/PolyGram)

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

YARBROUGH & PEOPLES
I Wouldn't Lie (Total Experience/RCA)
LP: Guilty

P1	P2	P3
EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33	EAST WFOZ on 1010 16-33
SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33	SOUTH WFOZ on 1010 16-33
MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33	MIDWEST WFOZ on 1010 16-33
WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33	WEST WFOZ on 1010 16-33

CONTEMPORARY HIT RADIO

BREAKERS

MADONNA

Papa Don't Preach (Sire/WB)

82% of our reporters playing it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 192 including WPLJ, Z100, Z93, B96, WMMS, WKTI, KIIS. See Parallels, debuts at number 40 on the CHR chart.

JOURNEY

Suzanne (Columbia)

76% of our reporters playing it. Moves: Up 20, Debuts 54, Same 56, Down 0, Adds 47 including WBEN, 94Q, Z93, 92X, WHYT, KS103, KUBE. Complete airplay in Parallels.

JERMAINE STEWART

We Don't Have To Take Our Clothes Off (Arista)

72% of our reporters playing it. Moves: Up 58, Debuts 42, Same 16, Down 0, Adds 53 including WBLI, WCAU, Q107, KTKS, WHYT, KDWB, Y108. See Parallels, moves 40-36 on the CHR chart.

STEVE WINWOOD

Higher Love (Island/WB)

71% of our reporters playing it. Moves: Up 33, Debuts 51, Same 43, Down 0, Adds 39 including WKSE, PRO-FM, WAVA, WRNO, KHTR, KIIS, KMEL. Complete airplay in Parallels.

ROBERT PALMER

Hyperactive (Island)

63% of our reporters playing it. Moves: Up 64, Debuts 34, Same 37, Down 0, Adds 12 including VNNZ, KWK, KMJK, FM100, BJ105, KAY107, KITS. See Parallels, debuts at number 39 on the CHR chart.

NEW & ACTIVE

OUTFIELD "All The Love In The World" (Columbia) 137/23
 Moves: Up 65, Debuts 24, Same 22, Down 3, Adds 23 including K106, Y100, WLS, Z95, KHTR, KWSS, WNCI, Q100 33-20, KHFI 25-19, WBCY 29-25, WCKN 31-26, KBFM 21-15, WVIC 15-12, KIYS 33-26, KCPX 38-33. See Parallels, debuts at number 38 on the CHR chart.

JEFFREY OSBORNE "You Should Be Mine" (A&M) 131/23
 Moves: Up 42, Debuts 21, Same 44, Down 1, Adds 23 including WCAU, WNNZ, B96, KWOD, KS103, KPLUS, 93Q, K106 32-29, PRO-FM 19-13, WOCY 33-28, K104 31-24, WNNK 16-11, WDJX 40-34, KSNB 39-34, KMGX 40-36.

ANDY TAYLOR "Take It Easy" (Atlantic) 129/33
 Moves: Up 50, Debuts 14, Same 32, Down 0, Adds 33 including K106, B94, 94Q, KTKS, KRBE, WNNZ, WRSR, Q105, KDWB, WPHD 30-25, WRNO 27-20, Z939 32-24, Q100 38-29, KC101 30-25, WFST 35-29, KZTB 30-25.

GAVIN CHRISTOPHER "One Step Closer To You" (Manhattan) 118/24
 Moves: Up 48, Debuts 13, Same 33, Down 0, Adds 24 including WTKS, WKSE, WNNZ, KHTR, KWOD, 93Q, KFV, KITS, KZTB 39-34, KIKX 28-23, KFNN 39-35, WKSF 33-29, WWSL 39-35, 99KG 37-31, YTRS 40-35.

MICHAEL McDONALD "Sweet Freedom" (MCA) 108/25
 Moves: Up 20, Debuts 20, Same 43, Down 0, Adds 25 including B104, CKOI, KBEO, KIMN, KIIS, WNNZ, KAMZ, WFML, KZIO, KJ103, Z95 40-37, KMEL 35-30, KUBE 29-25, WKOB 35-29, WXLK 37-26.

DEVISE "Hanging On A Heart Attack" (Chrysalis) 103/27
 Moves: Up 14, Debuts 15, Same 47, Down 0, Adds 24 including WTKS, WKSE, WNNZ, KHTR, KWOD, 93Q, KFV, KITS, KZTB 39-34, KIKX 28-23, KFNN 39-35, WKSF 33-29, WWSL 39-35, 99KG 37-31, YTRS 40-35.

NEIL DIAMOND "Headed For The Future" (Columbia) 93/2
 Moves: Up 38, Debuts 5, Same 47, Down 1, Adds 2, Z100, KQMG, WNNZ 13-11, WNNY 27-22, PRO-FM 31-26, WRNO 29-25, WOCY 37-31, WHYT 32-23, K104 8-5, WBBO 24-19, WXXJ 37-32, WFBG 36-34, 95XIL 25-22, 99KG 39-36, WSP 32-29.

JOHN CAFFERTY & THE BEAVER BROWN BAND "Voice Of America's Sons" (Scotti Bros/CBS) 82/17
 Moves: Up 24, Debuts 18, Same 28, Down 0, Adds 12 including WERZ, WAMX, WMJQ, WKRR, WTLQ, WVIC, KZUU, WAZY, WXXS 34-31, WKDD 39-35, KIKX 35-32, WZON 39-34, 100KH1 40-34, WWSL 38-34, Y94 23-18.

QUEEN "A Kind Of Magic" (Capitol) 75/31
 Moves: Up 3, Debuts 12, Same 29, Down 0, Adds 31 including CKOI, B94, Z93, 93FM, WOCY, KWOD, Q100, WZOU, WLAN, WBBO, KJ103, 100KH1, WDRB, KTLX 26-32, KXSR 38-34.

MIAMI SOUND MACHINE "Words Get In The Way" (Epic) 73/24
 Moves: Up 11, Debuts 9, Same 29, Down 0, Adds 24 including WKSE, WNNY, B94, 89T, KIMN, KKRZ, KPLUS, KCPX, Y100 33-28, KBFM 30-18, Y106 39-34, KIKX 35-31, Q104 34-25, WY4 26-15, OK95 38-32.

KROKUS "School's Out" (Arista) 65/21
 Moves: Up 16, Debuts 5, Same 41, Down 0, Adds 2, KITS, WY6, WBN 39-35, KWK 37-34, K104 32-25, KZTB 33-28, BU105 29-25, WZON 29-26, WKZ 37-34, WZOU 27-21, KGAO 22-19, KATO 12-9, WNNK 33-29.

JACKSON BROWNE "In The Shape Of A Heart" (Asylum) 59/3
 Moves: Up 20, Debuts 4, Same 32, Down 0, Adds 3, KYYQ, KBOZ, WKNZ, WKRR 33-30, WOKI 33-27, WXLK 40-36, WKDD 27-23, Z104 33-30, Q104 36-33, Q101 39-35, Y94 11-9, WDRB 40-35, KOZE 35-31, KBIM 40-35, OK95 33-30.

INXS "Listen Like Thieves" (Atlantic) 59/0
 Moves: Up 4, Debuts 0, Same 0, Down 0, Adds 0 including WPHD 27-23, PRO-FM 35-30, KWK 33-29, KWOD 38-35, Q100 30-27, K104 37-32, WERZ 6-36, WSRP 31-29, WGRD 36-31, KZUU 37-34, 95XXX 24-20, OK100 38-34, 100KH1 33-27, 95XIL 26-21.

JOHN WAITE "If Anybody Had A Heart" (EMI America) 55/19
 Moves: Up 1, Debuts 6, Same 29, Down 0, Adds 19 including WZOU, WNNK, WRKR, WSSX, WDJX, WKDD, WMEW, WVIC, KJ103, WRON, 95XXX, WWSL, KBIM, KUBE 6-34, WOKI 6-33.

JOHN COUGAR MELLENCAMP "Rumbleseat" (Riva/PolyGram) 53/53
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 53 including WPHD, WAVA, 94Q, Z93, WRSR, WLS, Z95, 92X, KHTR, KWK, WFLY, WZOU, B106, KIYS, 95XIL.

ART OF NOISE "Peter Gunn" (Chrysalis) 53/5
 Moves: Up 29, Debuts 7, Same 11, Down 1, Adds 5, WOCY, KDWB, WCLL, KWNZ, KZOO, WPHD 29-24, KEGL 20-16, KIS 20-17, KWSS 27-22, RH104 27-21, Z104 26-16, KFV 12-9, KGAO 22-19, KATO 12-9, 95XXX 12-8.

MIKE & THE MECHANICS "Taken In" (Atlantic) 52/52
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 52 including WBEN, 94Q, 95N2, WRSR, KMJK, Q100, K104, WSP, WANS, KIK, WGRD, KYNO, KFNN, WPMF, KDVB.

EMERSON, LAKE, & POWELL "Touch And Go" (Polydor/PolyGram) 51/15
 Moves: Up 7, Debuts 10, Same 19, Down 0, Adds 15 including WCAU, WAMX, WKRR, WRON, KIKX, 95XXX, WOMP, WBNO, WVBV, KDVB, WPHD 4-35, WTLR 39-35, WKDD 30-22, WFBG 40-35, 95XIL 33-29.

JOHN EDDIE "Jungle Boy" (Columbia) 50/11
 Moves: Up 13, Debuts 4, Same 21, Down 1, Adds 11, WCAU, KPLUS, WZOU, WKEE, KTLX, WVIC, KIYS, WOUY, 95XXX, 99KG, KDVB, WPHD 32-27, WSSX 21-19, OK100 39-35, WWSL 34-29, OK95 34-28.

MOST ADDED

MAONNA (192)
 Papa Don't Preach (Sire/WB)
JERMAINE STEWART (53)
 We Don't Have To Take Our Clothes Off (Arista)
JOHN COUGAR MELLENCAMP (53)
 Rumbleseat (Riva/PolyGram)
MIKE & THE MECHANICS (52)
 Taken In (Atlantic)
JOURNEY (47)
 Suzanne (Columbia)

HOTTEST

GENESIS (125)
 Invisible Touch (Atlantic)
EL DeBARGE (110)
 Who's Johnny (Gordy/Motown)
PETER GABRIEL (105)
 Sledgehammer (Geffen)
JANET JACKSON (103)
 Nasty (A&M)
JETS (89)
 Crush On You (MCA)

SIGNIFICANT ACTION

BANANARAMA "Venus" (London/PolyGram) 42/39
 Moves: Up 0, Debuts 1, Same 2, Down 0, Adds 39 including Y100, B97, WRNO, WRSR, B96, Z939, KIIS, Q100, WNNK, WSP, BJ105, KEYS, KCAQ, 100KH1, Q104.

JEAN BEAUVOIR "Feel The Heat" (Columbia) 42/5
 Moves: Up 9, Debuts 3, Same 25, Down 0, Adds 5, KWK, KS103, KIKX, KQMG, SL96, WXXS on, WKSE d-39, WPHD 25-21, KDWB 33-31, 99PKY 39-37, WKDD 21-17, WGAN 5-36, WWSL 35-31, KDOT 20-17, OK95 36-33.

SOS BAND "The Finest" (Tabu/CBS) 42/1
 Moves: Up 40, Debuts 4, Same 15, Down 2, Adds 1, KBFM, WXXS 8-4, Z100 20-14, KIS 28-24, WNNK 19-12, RH104 29-17, WBBO 37-31, WAPE 12-7, 96X 28-22, WABB 27-24, KMGX 1-1, KYNO 19-12, KFV 39-29, KITS 21-18, Z102 10-7.

BERLIN "Take My Breath Away" (Columbia) 41/18
 Moves: Up 2, Debuts 10, Same 11, Down 0, Adds 18 including B104, B94, Q107, KTKS, WTLQ, Z104, 100KH1, WDRB, OK95, KMEL d-28, BU105 31-24, KDOT 33-22.

DOUBLE "The Captain Of Her Heart" (A&M) 35/15
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 15 including WKSE, 94Q, KDWB, WNNK, WRCK, WKRR, WKOB, KCAQ, WFBG, KOIZ, WZPY, WVBS, WBN 31-27, KMJK 32-28, KXYQ 33-30.

BEACH BOYS "Rock 'N Roll To The Rescue" (Capitol) 34/34
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 34 including WTKS, WPHD, WCAU, WRNO, WMMS, KWK, KKRZ, Q100, K104, KZTB, KF95, OK100, WGAN, KISR, 99KG.

REGINA "Baby Love" (Atlantic) 33/16
 Moves: Up 5, Debuts 2, Same 10, Down 0, Adds 16 including PRO-FM, Z93, Z939, KIIS, WVIC, WSSX, KBFM, WIGY, WJAD, Q104, WKSE 29-20, Z100 30-15, 103CIR 35-33, WGAN 33-30, WPFM 36-30.

DAVID FOSTER & OLIVIA NEWTON-JOHN "The Best Of Me" (Atlantic) 33/2
 Moves: Up 11, Debuts 1, Same 19, Down 0, Adds 2, WOKI, KWNZ, WBN 37-33, CFTR on, Q105 26-23, K104 35-26, WNNK 39-20, WBBO 27-23, KAMZ 22-16, KIKX 38-37, 103CIR 29-27, OK100 38-32, 95XIL 36-32, KQCR d-29, KBOZ 29-27.

TIMEX SOCIAL CLUB "Rumors" (Jay) 31/10
 Moves: Up 14, Debuts 5, Same 2, Down 0, Adds 10 including Y100, KKRZ, KHFI, WABB, KJ103, KATD, KWES, WKSE 31-21, KIS 5-1, KEZB 24-13, KBFM 39-32, KMGX 35-22, KYNO 40-32, KSMW 27-18, Z102 35-19.

DENNIS DeYOUNG "This Is The Time" (A&M) 31/5
 Moves: Up 1, Debuts 2, Same 23, Down 0, Adds 5, WXXS, WCAU, KIK, 100KH1, KKAZ, WLS on, Z95 d-39, Q100 on, WERZ d-39, KTLX on, WOMP on, WBNQ 32-31.

NEW EDITION "With You All The Way" (MCA) 30/8
 Moves: Up 10, Debuts 8, Same 4, Down 0, Adds 8, WTKS, WANS, KTLX, KSNB, WKSF, WJAD, WZPY, WVBS, WAVA d-27, WCY 20-15, KBEQ 20-15, Z939 33-28, WKSJ 22-16, KMGX 34-29, WCLL 16-9.

ICEHOUSE "No Promises" (Chrysalis) 25/19
 Moves: Up 2, Debuts 3, Same 7, Down 0, Adds 13, WXXS, WPHD, WRCK, WKRR, KTLX, WVIC, WRON, 95XXX, 100KH1, WOMP, KNOE, KHTZ, KBIM, KWK on, WZOU 22-21.

LOU REED "No Money Down" (RCA) 25/4
 Moves: Up 3, Debuts 0, Same 18, Down 0, Adds 4, PRO-FM, WNNK, WOKI, WJAD, WBN 35-31, WNNY on, WZOU 21-20, 93Q on, KIKX 40-36, WFBX on, WDRB on, KBIM on.

HONEYMOON SUITE "What Does It Take" (WB) 22/11
 Moves: Up 2, Debuts 2, Same 9, Down 0, Adds 11, CKOI, K104, WMJQ, WANS, WOKI, OK100, 95XIL, WWSL, WVBS, Y94, WNNK, CFTR on, WNOK on-dp, Q104 d-40, OK95 d-39.

TRANS-X "Living On Video" (Atco) 22/1
 Moves: Up 7, Debuts 0, Same 11, Down 3, Adds 1, KTLX, KIS 23-21, FM102 17-14, Q100 34-30, K104 25-22, WTLQ on, BU105 5-5, KMGX 11-5, KLUCC 22-21, KCAQ 38-33, KRQ on, Q101 on.

DAN HARTMAN "Waiting To See You" (Epic) 18/6
 Moves: Up 0, Debuts 1, Same 11, Down 0, Adds 6, WSSX, WBCY, KOIZ, WWSL, WVBS, Y94, WMM5 on-dp, 94Z on, KTLX on, WVIC on, KDOT 3-35, KTRS on.

RENE & ANGELA "You Don't Have To Cry" (Mercury/PolyGram) 17/3
 Moves: Up 4, Debuts 1, Same 9, Down 0, Adds 3, WNNK, WANS, KYNO, WKSE 38-34, KRBE on, WCY 30-25, KMEL 28-25, WTLQ on-dp, WBBO d-35, KZTB on, WOKI on, KBFM 37-36.

ISLE OF MAN "Am I Forgiveness" (Pasha/CBS) 16/6
 Moves: Up 0, Debuts 2, Same 8, Down 0, Adds 6, WKRR, KTLX, KMGX, 95XXX, WVBS, KBIM, CKOI on, K104 d-40, WERZ on-dp, KYYQ d-40, 95XIL on, WOMP on.

ADRENALIN "Road Of The Gypsy" (MCA) 13/13
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 13, WMM5, KWK, Q106, KTLX, WKFR, WVIC, WRON, KYYQ, WZON, WOMP, WZPY, WVBS, KBIM.

JERMAINE JACKSON "Do You Remember Me" (Arista) 12/6
 Moves: Up 1, Debuts 2, Same 3, Down 0, Adds 6, WNNY, Q106, KMGX, KQMG, WOUY, 95XXX, WKSE d-38, 99PKY on, WFBG 38-35, Q101 on, KWNZ on, KBIM d-37.

MIDNIGHT STAR "Headlines" (Solar/Elektra) 12/5
 Moves: Up 3, Debuts 0, Same 3, Down 1, Adds 5, KRBE, WNNK, WKRR, WTLQ, WCKN, FM102 on, KMEL 26-18, Q100 on, WYRRO 13-12, KTLX on, KIS d-16.

WARBUCK & PEOPLES "I Wouldn't Lie" (Total Experience/RCA) 12/2
 Moves: Up 1, Debuts 1, Same 8, Down 0, Adds 2, WKSE, KFV, WXXS on, CKOI on, KRBE on, FM102 on, KWOD on, KML 27-24, WNOK on, KIKX on-dp, KCAO d-40, WVES on-dp.

TKA "One Way Love" (Tommy Boy) 12/2
 Moves: Up 3, Debuts 1, Same 5, Down 1, Adds 2, KCAO, WCLL, KIIS 15-14, FM102 22-20, KAMZ 15-12, 94Z on, KMGX on, KRQ on, KDVB d-38, KBIM on.

LIMITED WARRANTY "Victory Line" (A&M) 11/1
 Moves: Up 3, Debuts 4, Same 3, Down 0, Adds 4, KMEL, KDWB 1-1, WLOL 1-1, KZIO d-34, KYYQ d-34, Y94 8-6, KKKL 26-22, KKLK on, KKRK d-35, WSP 40-36, KFMM d-39.

AC/DC "Who Made Who" (Atlantic) 10/6
 Moves: Up 2, Debuts 0, Same 2, Down 0, Adds 6, WRCK, WTLQ, KZTB, WGLY, KOIZ, KSMB, Q100 36-33, WKRR on, WZON 10-5, WDRB on-dp.

E. WADE "Foreign Shores" (Casablanca/PolyGram) 10/1
 Moves: Up 4, Debuts 0, Same 5, Down 0, Adds 1, KFV, KKRZ on-dp, K104 27-20, WERZ on-dp, KSNB 25-20, OK100 19-17, 95XIL 39-36, WWSL on, KKAZ on, KBIM on.

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Breakouts are records not included in the regional most added, but which have five or more adds in a region, and fewer than 50 stations overall. This information will be published in R&R each week on the CHR Adds & Hits pages.

Behind every great summer, there's always one great record.



First Week!

WXKS
WKSE
WNYS
WPHD
WCAU
PRO-FM
WRNO

WRSR
WMMS
KWK
KKRZ
Q100
K104
WERZ

RI-104
WKRZ
KZZB
WANS
WCKN
KF95
KIKX

WGUY
WZON
OK100
100KHI
95XIL
WGAN
WKSF

KISR
KSMB
KKLS
99KG
KGOT
SLY96

Produced by Terry Melcher, Associate Producer Bill House

Capitol

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PHOTO: DAVID JAMES



CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	
6	3	2	1 HOWARD JONES/No One Is To Blame (Elektra)
2	2	1	2 PATTI LABELLE/MICHAEL McDONALD/On My Own (MCA)
7	5	4	3 BILLY OCEAN/There'll Be Sad Songs (To Make You Cry) (Jive/Arista)
15	9	6	4 SIMPLY RED/Holding Back The Years (Elektra)
9	6	5	5 JETS/Crush On You (MCA)
27	16	10	6 GENESIS/Invisible Touch (Atlantic)
18	12	9	7 EL DeBARGE/Who's Johnny (Gordy/Motown)
32	22	12	8 PETER GABRIEL/Sledgehammer (Geffen)
31	23	16	9 KENNY LOGGINS/Danger Zone (Columbia)
34	25	14	10 JANET JACKSON/Nasty (A&M)
1	1	3	11 MADONNA/Live To Tell (Sire/WB)
5	4	7	12 NU SHOOZ/1 Can't Wait (Atlantic)
20	17	15	13 38 SPECIAL/Like No Other Night (A&M)
25	21	19	14 FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)
11	8	8	15 HEART/Nothin' At All (Capitol)
39	31	22	16 ROD STEWART/Love Touch (WB)
28	24	20	17 MOODY BLUES/Your Wildest Dreams (Polydor/Pg)
12	10	11	18 GEORGE MICHAEL/A Different Corner (Columbia)
36	28	23	19 VAN HALEN/Dreams (WB)
—	—	30	20 PETER CETERA/Glory Of Love (Full Moon/WB)
35	29	25	21 BOB SEGER/Like A Rock (Capitol)
17	13	13	22 BOYS DON'T CRY/I Wanna Be A Cowboy (Profile)
33	30	26	23 GTR/When The Heart Rules The Mind (Arista)
—	39	29	24 BILLY JOEL/Modern Woman (Epic)
—	34	28	25 PRINCE/Mountains (WB)
—	40	35	26 PET SHOP BOYS/Opportunities (Let's Make Lots Of Money) (EMI America)
—	37	33	27 BLOW MONKEYS/Digging Your Scene (RCA)
4	7	17	28 MIKE & THE MECHANICS/All I Need Is A Miracle (Atlantic)
19	14	16	29 FALCO/Vienna Calling (A&M)
—	38	34	30 BANGLES/If She Knew What She Wants (Columbia)
—	—	38	31 BELINDA CARLISLE/Mad About You (IRS/MCA)
40	35	32	32 ROLLING STONES/One Hit (To The Body) (Rolling Stones/Columbia)
3	11	21	33 WHITNEY HOUSTON/The Greatest Love Of All (Arista)
13	16	24	34 LEVEL 42/Something About You (Polydor/Pg)
37	33	31	35 MODELS/Out Of Mind, Out Of Sight (Geffen)
BREAKER	36	JERMAINE STEWART/We Don't Have To Take Our Clothes Off (Arista)	
—	39	37	36 FIXX/Secret Separation (MCA)
DEBUT	40	41	37 OUTFIELD/All The Love In The World (Columbia)
BREAKER	42	39	38 ROBERT PALMER/Hyperactive (Island)
BREAKER	44	40	39 MADONNA/Papa Don't Preach (Sire/WB)

N&A Begins on Page 102

ADULT CONTEMPORARY

6	3	2	1 MOODY BLUES/Your Wildest Dreams (Polydor/Pg)
3	1	1	2 HOWARD JONES/No One Is To Blame (Elektra)
1	2	3	3 BILLY OCEAN/There'll Be Sad Songs (To Make You Cry) (Jive/Arista)
10	8	5	4 ATLANTIC STARR/If Your Heart Isn't In It (A&M)
—	23	16	5 PETER CETERA/Glory Of Love (Full Moon/WB)
14	12	9	6 NEIL DIAMOND/Headed For The Future (Columbia)
20	15	12	7 DAVID FOSTER & OLIVIA NEWTON-JOHN/The Best Of Me (Atlantic)
4	4	4	8 GEORGE MICHAEL/A Different Corner (Columbia)
15	13	11	9 JAMES TAYLOR/That's Why I'm Here (Columbia)
5	6	6	10 PATTI LABELLE/MICHAEL McDONALD/On My Own (MCA)
—	19	17	11 BILLY JOEL/Modern Woman (Epic)
16	14	13	12 DAVID PACK/That Girl Is Gone (WB)
16	17	15	13 EL DeBARGE/Who's Johnny (Gordy/Motown)
19	16	14	14 HIROSHIMA/One Wish (Epic)
—	25	20	15 GENESIS/Invisible Touch (Atlantic)
2	5	7	16 MADONNA/Live To Tell (Sire/WB)
24	20	19	17 JEFFREY OSBORNE/You Should Be Mine (A&M)
7	7	8	18 MIKE & THE MECHANICS/All I Need Is A Miracle (Atlantic)
—	29	22	19 JACKSON BROWNE/In The Shape Of A Heart (Asylum)
—	30	25	20 ROD STEWART/Love Touch (WB)
—	30	25	21 DOUBLE/The Captain Of Her Heart (A&M)
—	27	21	22 BOB SEGER/Like A Rock (Capitol)
29	24	23	23 DREAM ACADEMY/Love Parade (Reprise/WB)
12	10	10	24 SIMPLY RED/Holding Back The Years (Elektra)
9	9	18	25 MIAMI SOUND MACHINE/Words Get In The Way (Epic)
DEBUT	26	26	26 STEVIE NICKS/Has Anyone Ever Written Anything For You (Modern/Atco)
—	30	27	27 BANGLES/If She Knew What She Wants (Columbia)
—	30	27	28 LEVEL 42/Something About You (Polydor/Pg)
11	18	24	29 DENNIS DeYOUNG/This Is The Time (A&M)
BREAKER	30	28	30 KENNY ROGERS & NICKIE RYDER/The Pride Is Back (RCA)

N&A Begins on Page 78

AOR TRACKS

Three Weeks	Two Weeks	Last Week	
2	1	1	1 GENESIS/Invisible Touch (Atlantic)
8	4	3	2 FIXX/Secret Separation (MCA)
10	5	4	3 EMERSON, LAKE & POWELL/Touch & Go (Polydor/Pg)
1	2	2	4 PETER GABRIEL/Sledgehammer (Geffen)
—	12	7	5 STEVE WINWOOD/Higher Love (Island)
7	7	6	6 VAN HALEN/Dreams (WB)
6	3	5	7 GTR/When The Heart Rules The Mind (Arista)
21	15	8	8 KENNY LOGGINS/Danger Zone (Columbia)
18	14	10	9 FABULOUS THUNDERBIRDS/Wrap It Up (CBS Associated)
17	13	13	10 ICEHOUSE/No Promises (Chrysalis)
BREAKER	14	11	11 JOURNEY/Suzanne (Columbia)
42	25	17	12 DAVID BOWIE/Underground (EMI America)
11	11	11	13 JOURNEY/Girl Can't Help It (Columbia)
24	19	15	14 OUTFIELD/All The Love (Columbia)
BREAKER	16	13	15 38 SPECIAL/Somebody Like You (A&M)
BREAKER	17	14	16 PETER GABRIEL/Red Rain (Geffen)
9	10	14	17 ROLLING STONES/One Hit (To The Body) (Rolling Stones/Columbia)
—	48	27	18 BIG COUNTRY/Look Away (Mercury/Pg)
5	8	12	19 MOODY BLUES/Your Wildest Dreams (Polydor/Pg)
37	31	25	20 MOODY BLUES/The Other Side Of Life (Polydor/Pg)
16	16	16	21 JACKSON BROWNE/In The Shape Of A Heart (Asylum)
19	18	22	22 LOU REED/No Money Down (RCA)
39	38	29	23 VAN HALEN/Love Walks In (WB)
31	27	24	24 ROD STEWART/Love Touch (WB)
53	43	30	25 BILLY JOEL/Modern Woman (Epic)
3	6	9	26 38 SPECIAL/Like No Other Night (A&M)
BREAKER	27	24	27 JOHN EDDIE/Jungle Boy (Columbia)
—	—	34	28 GENESIS/Throwing It All Away (Atlantic)
BREAKER	29	26	29 TOM COCHRANE & RED RIDER/Boy Inside The Man (Capitol)
45	45	38	30 BOB SEGER & THE SILVER.../The Aftermath (Capitol)

Complete Tracks Chart Begins on Page 86

BLACK/URBAN

13	7	3	1 JEFFREY OSBORNE/You Should Be Mine (The Woo...) (A&M)
3	2	1	2 BILLY OCEAN/There'll Be Sad Songs (To Make You Cry) (Jive/Arista)
2	1	2	3 MIDNIGHT STAR/Headlines (Solar/Elektra)
16	10	7	4 TIMEX SOCIAL CLUB/Rumors (Jay)
10	6	6	5 EL DeBARGE/Who's Johnny (Gordy/Motown)
6	5	5	6 52ND ST./Tell Me (How It Feels) (MCA)
4	4	4	7 RENE & ANGELA/You Don't Have To Cry (Mercury/Pg)
11	9	9	8 YARBROUGH & PEOPLES/I Wouldn't Lie (Total Experience/RCA)
23	16	12	9 RICK JAMES/Sweet & Sexy Thing (Gordy/Motown)
15	11	10	10 NEW EDITION/With You All The Way (MCA)
21	17	14	11 MTUME/Breathless (Epic)
33	22	15	12 PRINCE/Mountains (WB)
1	3	8	13 JANET JACKSON/Nasty (A&M)
30	25	17	14 SKYY/Givin' It (To You) (Capitol)
29	23	18	15 RUN D.M.C./My Adidas (Profile)
24	20	16	16 JOESKI LOVE/Pee-Wee's Dance (Vintertainment/Elektra)
36	29	20	17 JEAN CARNE/Closer Than Close (Omni/Atlantic)
—	35	23	18 CASHFLOW/Mine All Mine (Mercury/Pg)
22	21	19	19 PAULI CARMAN/Dial My Number (Columbia)
38	33	22	20 REGINA/Baby Love (Atlantic)
34	28	24	21 MAZARATI/100 MPH (WB)
39	30	27	22 CON FUNK SHUN/Burnin' Love (Mercury/Pg)
35	32	25	23 TEENA MARIE/Lips To Find You (Epic)
17	13	13	24 FORCE MD'S/Here I Go Again (Tommy Boy/WB)
9	8	11	25 TEASE/Firestarter (Epic)
—	36	26	26 ANITA BAKER/Sweet Love (Elektra)
—	39	32	27 CHERRELLE/Artificial Heart (Tabu/CBS)
—	35	28	28 SHIRLEY JONES/Do You Get Enough Love (PIR/Manhattan)
37	34	30	29 RAINY DAVIS/Sweetheart (Supertronic)
—	40	36	30 MELBA MOORE & KASHIF/Love The One I'm With (A Lot Of Love) (Capitol)
—	39	31	31 STEPHANIE MILLS/Rising Desire (MCA)
40	37	34	32 GAVIN CHRISTOPHER/One Step Closer To You (Manhattan)
14	14	21	33 JOHNNY KEMP/Just Another Lover (Columbia)
26	26	26	34 WHODINI/Funky Beat (Jive/Arista)
BREAKER	35	32	35 STEVIE WONDER/Land Of La-La (Tamlam/Motown)
BREAKER	36	33	36 JERMAINE JACKSON/Do You Remember Me (Arista)
BREAKER	37	34	37 LUTHER VANDROSS/Give Me The Reason (Epic)
DEBUT	38	35	38 STEVE ARRINGTON/Homeboy (Atlantic)
DEBUT	39	36	39 SIMPLY RED/Holding Back The Years (Elektra)
BREAKER	40	37	40 ROCKWELL/Carne (Motown)

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