

I N S I D E:

**HOUSE NIXES NEW PAYOLA PROBE**

Despite the surge of consumer press stories last week on the "resurgence of payola," the House Oversight & Investigations Subcommittee said a lack of evidence means that its previous payola probe will not be reopened.

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**CRS PUTS MORE THAN EGGS IN ITS BASKETS**

The story of the Country Radio Seminar's impromptu "Breadbaskets For Africa" drive, plus photo coverage of the highly successful event.

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**A/C'S TOP 100 ACHIEVERS**

Ron Rodrigues compiles the nation's top 100 A/C stations, as measured by 25-49 shares. WJBC/Bloomington, IL is the runaway winner.

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**PEOPLE IN THE NEWS THIS WEEK**

- Bill Thomas Capitol Broadcasting VP
- Todd Chase PD at KZZC
- Bill Gardner PD at K101
- Luis Nogales back at UPI as President
- Maurice Watkins National R&B Promotion Director at Motown
- Varnell Johnson Manhattan's VP/Black Music
- Dave Allison PD at KPQP
- Gary Owens VP at Gannett
- Scott Robbins PD, Roger Bertolini GSM at WRXT
- Fred Webb GM at KRNB
- Junior Winokur GSM at WBBM
- Rod Zimmerman GSM at WBBM
- Rick Dames GSM at KSHE
- Irvin Zelt GSM at WIYY

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**SELLING AHEAD TO STAY AHEAD**

Dwight Case emphasizes the need to plan your sales strategies months in advance, to avoid treading water when the flood is upon you.

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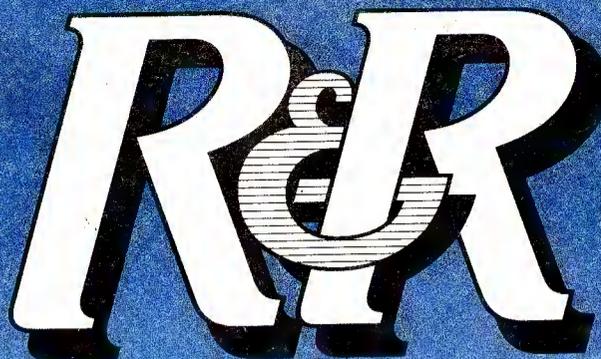


**WE ARE THE WORLD**

The "We Are The World" campaign update for this week focuses on the single's first week out: 232 CHR stations added it, 91% of the total reporter list — both alltime R&R records. In A/C, 115 stations added it (82%), also records. 88 AORs made it a first-week Tracks Breaker, and Columbia says 1.5 million have been sold.

More coverage on Page 3, 18, 24, 37, 41, and 53.

Newsstand Price \$3.50



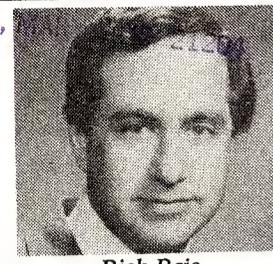
RADIO & RECORDS

**GREEN WYAY GM; WEINSTEIN CFO**

**Longwell, Reis Named Katz Group VPs**



Bob Longwell



Rich Reis

In a reorganization of Katz Broadcasting's executive structure, WDBO & WWKA (K92FM)/Orlando VP/GM Bob Longwell and WFTQ & WAAF/

Worcester VP/GM Rich Reis have been appointed Group VPs. In addition to maintaining their present responsibilities, Longwell will oversee WYAY (Y106)/Atlanta, while Reis will supervise KWEN (K95)/Tulsa.

Concurrently, WWKA GSM Bob Green was named GM at WYAY, and three-year VP/Finance Michael Weinstein moved up to Chief Financial Officer.

Regarding Longwell and Reis, Katz Broadcasting President KATZ/See Page 6

**KEFFORD MANAGING PARTNER AT WEAN & WPJB**

**Adkins New D-C President**

Jim Kefford, President of Drake-Chenault in Los Angeles, has resigned to become VP/GM of WEAN & WPJB/Providence. Replacing him will be Denny Adkins, who moves up from his present position of Sr. VP of the company.

Kefford will serve as managing partner as part of an ownership deal struck with Eastern Broadcasting. Eastern has purchased the two stations for an undisclosed amount from the Providence Journal Co., and Kefford will assume his new



Jim Kefford



Denny Adkins

duties April 1 — pending FCC approval.

Eastern President Roger Neuhoft said, "I consider

myself fortunate to affiliate with someone of Jim's character and ability. I have yet to meet a person who combines instinct, experience, and a propensity for charismatic and dynamic leadership like Jim."

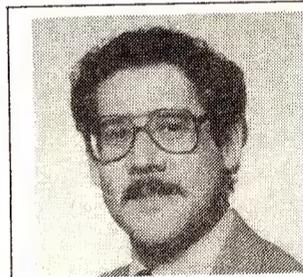
"Roger made it possible for me to satisfy my goals in the radio industry," Kefford commented. "I wanted an equity position in an organization with unquestioned potential in a growing radio market. Second, my wife and I have wanted to

ADKINS/See Page 6

**PARTNER AT ROBINSON**

**Latz Exec. VP/GM At KWK & KGLD**

WOWO/Ft. Wayne Executive VP/GM Bill Latz will become a partner in Robinson Broadcasting and Executive VP/GM



Bill Latz

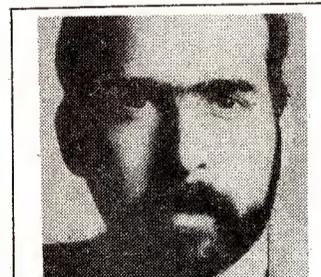
at the company's KWK & KGLD/St. Louis. Latz replaces Nancy Pool-Leffler, who remains as a consultant to Robinson.

Robinson partner Tom Embrescia told R&R, "Bill's a winner and has proven that at WOWO. He's just what we need to cement a solid position for our St. Louis operations. He'll run KWK & KGLD like a partner, so we thought it appropriate he be one."

Latz remarked, "Becoming a partner in Robinson with Larry Robinson, Larry Pollock, and Tom Embrescia was a unique opportunity to join a young, dynamic broadcasting group. I'm extremely competitive by nature, and the opportunity to move from the 103rd radio market to the 14th was something I couldn't turn down."

Prior to joining Robinson, Latz's career also included stints as GSM of WMEE & WMEF/Ft. Wayne and KOAX/Dallas.

**Dobbis Chrysalis VP/Marketing**



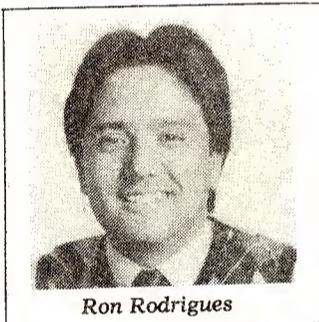
Rick Dobbis

Rick Dobbis has been named VP/Marketing at Chrysalis. The former Senior VP/Artist Development at Arista will oversee promotion, merchandising, sales, publicity, and creative services, reporting to President Jack Craig.

Craig told R&R, "I believe the aspect of marketing is one of general management with a flair for the creative approach. That requires an individual with a broad talent base, and Rick has the perfect background. He's the kind of guy I wanted to have in this position from the

DOBBIS/See Page 6

**Rodrigues KMGG's New OM**



Ron Rodrigues

R&R's Adult/Contemporary Editor Ron Rodrigues has accepted the post of Operations Manager at Emmis Broadcasting's KMGG (Magic 106)/Los Angeles. The station had been without a programmer for a year since Jeff Salgo resigned to pursue radio ownership in Oregon. Rick Liebert, who has been developing KMGG's overall sound and promotional direction, will continue working with the station in a consulting capacity.

GM Don Nelson told R&R, "My number one priority was to hire an outstanding operations manager. Ron has a well-documented track record, combined

RODRIGUES/See Page 6

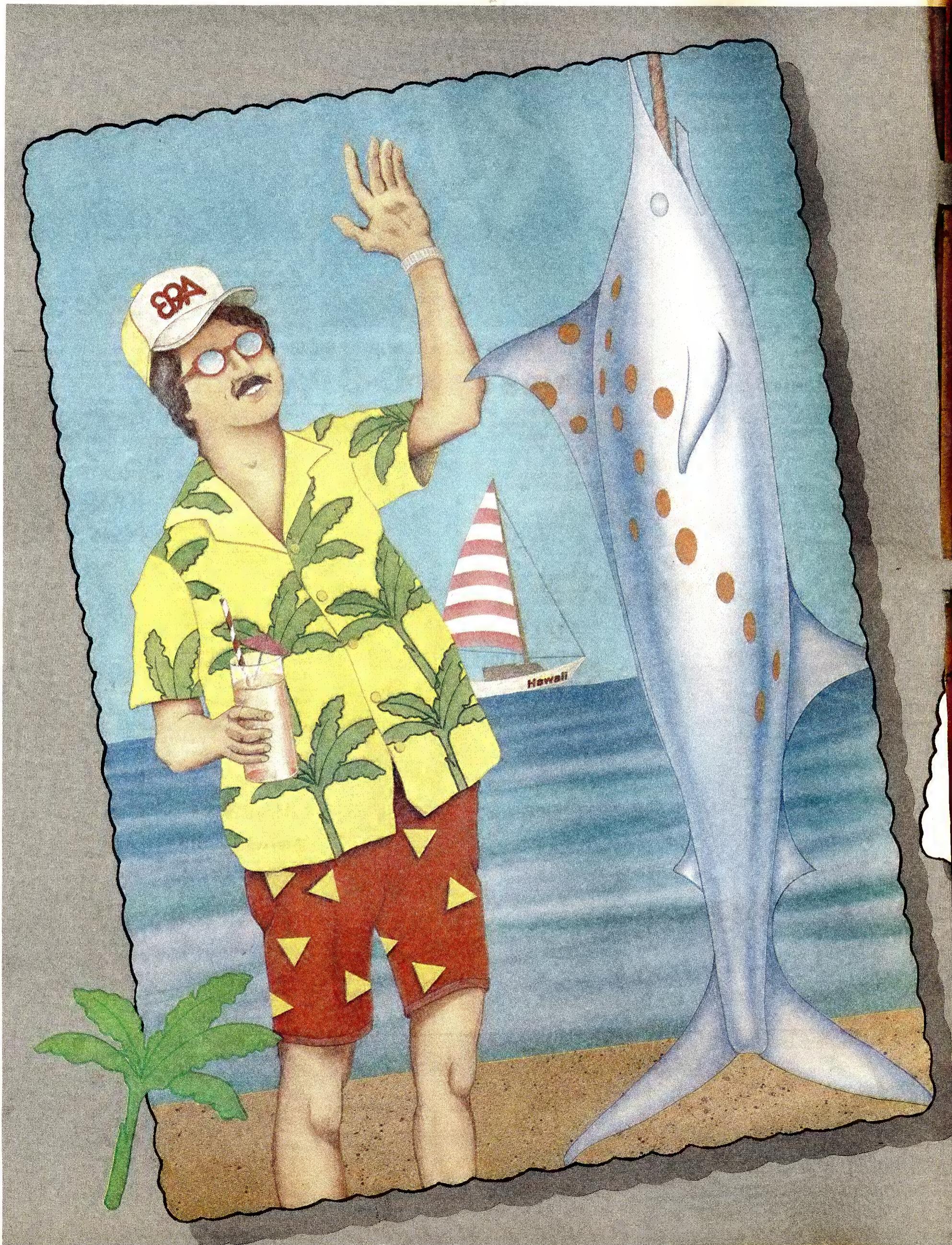
**A NOTE FROM THE PUBLISHER**

**Paper Adds**

While we at R&R realize the practice of "paper adds" is nowhere near as widespread as articles in the consumer press contend, it is important that you know we remain adamantly opposed to paper adds! They reflect directly on the integrity of your information and your industry. Therefore, we are taking definite action to eliminate the paper add problem. Details will be announced next week.

—Dwight Case

DAVIS/See Page 8



THIS SPACE FOR WRITING MESSAGE



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DEAR RADIO:

1984 WAS OUR BEST YEAR EVER. WITHOUT YOUR SUPPORT AND COMMITMENT WE COULDN'T HAVE DONE IT. 1985 IS OFF TO A GREAT START, AGAIN, BECAUSE OF ALL OF YOU. WE REALLY WISH YOU WERE HERE.

RADIO

U.S.A.

YOUR FRIENDS AT  
EPIC/PORTRAIT/CBS  
ASSOCIATED LABELS

LOS ANGELES, CALIF.

# The Spirit of Summer

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

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

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



THE SPIRIT OF SUMMER  
produced by Kris Stevens Enterprises.

The Programming Service  
with the CBS Difference

## MORE PROS ON THE LOOSE

R&R's new listing of newly-available professionals debuted to great response last week. This job market shortcut appears every week on the Pro:Motions page.

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## Chase Back In KC As KZZC PD

Todd Chase, most recently PD at WHTX/Pittsburgh, returns to Kansas City as PD at CHR KZZC (ZZ99). Chase programmed crosstown competitor KBEQ until slightly more than a year ago. He replaces KZZC PD/morning man Jim Collins, who plans to

relocate to New York. KZZC President/GM Connie Wodlinger remarked, "Jim's hard work has made a lot of contributions to our momentum, and he leaves with our blessings to join his wife in New York. I've known Todd from when he was with KBEQ and have admired his work. He still has a house here in Kansas City, so this transition will be a smooth one for him." CHASE/See Page 8



Todd Chase

## Watkins Directs Motown Black Promotion

Motown Southeast regional promotion rep Maurice Watkins has advanced to National Director/R&B Promotion. Watkins, who will relocate from Atlanta to Los Angeles, fills the vacancy left four weeks ago when Tony Anderson joined Arista as VP/R&B Promotion.

Motown Sr. VP/Director of Operations Skip Miller told R&R, "Because we've got a very deep staff in terms of talent, this was a very difficult decision. Maurice has done a tremendous job in the Southeast, and we expect great things from him. He's very bright, highly aware of the industry, and brings a wealth of street knowledge to the home office."

A 13-year promotion veteran, Watkins came to Motown in 1983 after handling national promotion for ARC Records. "I've had the opportunity to work with some of the best label people in the business," he said, "and under the leadership of Skip Miller, (President) Jay Lasker, and (VP/Sales) Miller London, I hope to continue developing myself as one of the record executives of the '80s."

## TRANSACTIONS

### Des Moines Register Sells Four Stations

In twin transactions with different purchasers, the Des Moines Register & Tribune has agreed to sell KSGO & KGON/Portland, OR to Ackerly Communications for \$6 million, and WIBA-AM & FM/Madison to Price Communications Corp. for \$5.6 million.

KSGO operates on 1520 kHz with 50 kw days and 20 kw nights. KGON broadcasts with 100 kw on 92.3 mHz and antenna height of 920 feet. In operation since 1925, A/C-formatted WIBA (AM) operates with 5 kw at 1310 kHz; AOR WIBA-FM has 50 kw on 101.5 mHz at 470 feet. The purchase includes 20 acres of land.

The transactions conclude the seller's divestiture of its broadcast properties. Ackerly is principally owned by Seattle Supersonics owner Barry Ackerman. Price also owns WOWO & WIOE/Ft. Wayne, K101/San Francisco, WPCK & WIRK/West Palm Beach, KOMA/Oklahoma City, and WTIX/New Orleans.

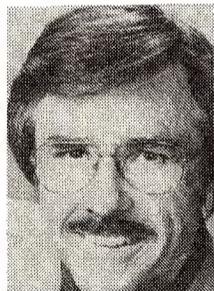
TRANSACTIONS/See Page 8

## Owens Gannett's VP/Creative Services

Gary Owens has been promoted to VP/Creative Services for Gannett Radio, providing voicework, copywriting, and advisory skills to all its stations. He recently wound up a three-year stint as morning personality at Gannett's KPRZ/Los Angeles (now KIIS-AM).

Radio Division President Joe Dorton said, "We have been privileged to have Gary associated with us at our Los Angeles station, and we are delighted that we'll be able to utilize his incredible talents throughout our entire Radio Division."

Before Gannett, Owens served 20 years with Golden West Broadcasters at KMPC/-



Gary Owens

OWENS/See Page 8

## Allison Accepts KPQP PD Post

Dave Allison has joined KPQP/San Diego as Program Director. He succeeds Cliff Cox, who recently resigned for personal reasons. In addition to his new post, Allison will hold down the 9am-noon airshift.

Commenting on the appointment, KPQP & KGB GM Tom Baker told R&R, "We were looking for somebody who was very energetic, had new ideas, and was able to take a marketing plan and implement it. Dave fulfilled all those needs. He's a young, bright, articulate guy who took a Birmingham station from nowhere and made it one of the market's top-ranking stations within a year. KPQP is a tremendous property with a lot of potential; we needed a quarterback who could throw the ball."

Allison spent last year as OM at WSGN/Allison/See Page 8

# Thomas Elevated To Capitol VP/Programming

After two and a half years as PD of WMJJ/Birmingham, Bill Thomas has been promoted to VP/Programming for parent Capitol Broadcasting Corp. In his new position, Thomas will add on supervisory duties for Capitol's 87-station state news/pro-

gramming network, as well as stations in Louisville, Charlotte, Mobile, and Charleston, WV.

President Ken Johnson remarked, "Bill has been a key player in the dynamic growth of WMJJ, and I feel his experience and management style will further insure the continued growth and success of all the Capitol properties."



Bill Thomas

Thomas came to WMJJ in 1982, following eight years with Harte-Hanks Radio, including four years as PD at WRVQ/Richmond. "Capitol is an aggressive, rapidly-growing company with an exceptional group of PDs and GMs," he said. "I'm looking forward to being a part of the competitive battles we face in all our markets."

## Gardner Joins K101 As PD

Veteran personality Bill Gardner is the new PD at Price Communications' K101/San Francisco. His appointment fills the vacancy left five weeks ago when Jeff Sattler returned to Sandusky Radio as Director/Programming.

VP/GM Jack McSorley told R&R, "I'm thrilled that Bill's joined our station. I'm looking for him as an on-air talent in morning drive to make the station adult, topical, and fun. As PD, Bill will add stability and direction."

Gardner comes to the 125 kw A/C outlet after working afternoons at SBI's KLZZ/San Diego. He previously handled mornings and programming at KLSS/San Antonio, having earlier worked at KVIL/Dallas and WFYR/Chicago. "I have no preconceived plan, and am being openminded about everything," Gardner told R&R. "With Price's impressive people like Jack McSorley and (Sr. VP) Frank Osborn, along with their commitment and a terrific facility, I look forward to helping guide K101 to its share of the San Francisco marketplace."

## BERTOLINI GSM

### Robbins Set To Program WRXT

WRXT/Buffalo Asst. PD Scott Robbins has been promoted to PD, while in-house sales consultant Roger Bertolini has been named GSM, following the departures of PD Mike Bushey and GSM Don Zink.

WRXT VP/GM Bruce Biette commented, "Both Mike and Don had worked very hard but were playing with their hands tied behind their backs with our signal problems. We've taken measures to replace a defective transmission cable and will soon be

ROBBINS/See Page 8

## KMGI Debuts A/C Approach

Sunbelt Communications has signed on KMGI (Magic 108)/Seattle with an oldies-based A/C format. Formerly educational frequency KRAB, the station returned to the air last Saturday morning (3-9) after going dark 11 months ago.

Crediting the Research Group as "instrumental in determining the format," PD Rob Conrad told R&R, "There's a nice adult appeal to the blend of oldies and currents; it's very listenable and doesn't sound dated. KMGI is musically intensive, but our per-

KMGI/See Page 8

## CRS Contributes Breadbaskets For Africa



During the New Faces Show at last week's Country Radio Seminar, MC Charlie Monk, President of Charlie Monk Music, challenged the country radio and record audience to help the hungry in Africa by pulling a wad of bills from his pocket, placing it in a breadbasket, and requesting that they do the same. Pictured are Monk (top), Country Radio Broadcasters' Susan Roberts (below right), and some of the baskets; the "bread" returned amounted to several thousand dollars. More CRS photos, Page 53.

## UPI Rehires Nogales As President

Douglas Ruhe and William Geissler, principal owners of United Press International, have agreed to relinquish control of the news agency as part of a recapitalization plan announced last week. Control of the company has been given to management and employees, and a new four-member Board of Directors was established to oversee corporate operations. The Board named Luis Nogales President, Chairman, and CEO. Nogales had been abruptly fired last week by Ruhe.

The new recapitalization plan calls for the renegotiation and conversion of UPI's debt into equity. Shares of UPI not used in the reorganization plan will be divided between employees, managers, Ruhe and Geissler, and Foothill Capital Corp. — UPI's primary lender. Officials will meet

UPI/See Page 8

## Webb Takes KRNB GM Position

Thirty-nine-year broadcaster Fred Webb has been named GM/GSM at Rivers Broadcasting's Black outlet KRNB/Memphis. Most recently GM at A/C-formatted WJHR/Jackson, TN, he previously spent 28 years as coprincipal and GM at WNOO/Chattanooga.

"I'm very excited about this new position," Webb told R&R, "and you can expect us to be number two in the next book. That's an ambitious plan, but we have a lot of things ready to go, and we're going to get up on somebody's back."

Webb added that he expects no staff changes in the immediate future.

## NEW FM CALLS WOJY

WGLD Moves To AM;  
FM Picks Up A/C

WGLD/High Point, NC will switch from Beautiful Music to **Transtar's** Format 41 satellite service Monday (3-18). The station's new calls will be **WOJY** (Joy 100 FM). At the same time, the Gold format on AM sister **WCOG** will be dropped in favor of WGLD's format and call letters.

Owner **Bernie Mann** told R&R, "We made the change to improve our situation on the FM. However, the WGLD calls have been a part of this community for a long time and I didn't want to throw them away; that's why we moved them to our AM."

Zelt Named  
WIYY's GSM

Irvin Zelt has been named GSM of Hearst AOR **WIYY/Baltimore** and National Sales Manager of **WIYY** and AM sister **WBAL**. He replaces **Cathy Meloy**, who joined **WMAL/Washington** as GSM earlier this year.

**WIYY & WBAL VP/GM David Barrett** commented, "We're delighted to have Irv join us. I was very impressed with his depth of experience and maturity as a manager."

Zelt was most recently GSM at **WILK & WTLQ/Wilkes-Barre**, and earlier served as GSM at **WEAZ/Philadelphia** and in managerial rep posts. He stated, "Both properties are at a cornerstone in their growth process, as witnessed by the fall book. They're taking great strides in their leadership positions. There's a great future ahead for these stations."

## Adkins

Continued from Page 1

relocate to New England for quite awhile. Also, I felt it was time to return to direct station involvement."

Kefford's new position marks a return to Eastern; he worked in programming for the organization following his discharge from the Army. He joined **Drake-Chenault** 12 years ago, becoming VP in 1977 and President in 1981.

Commenting on Adkins's promotion, Kefford told R&R, "Denny and I worked as a great team since 1977, and that was a very gratifying part of my life. It's even neater now to see him elevated to take over the reins. He's worked very hard, he's very conscientious, and knows the industry very well."

Adkins said, "We have assembled the finest staff in the industry and we plan to continue the traditional excellence of **Drake-Chenault** programming and radio consulting."

Adkins joined **Drake-Chenault** in 1977, and became VP/Research & Development in 1980. The following year he was promoted to Senior VP.

No major personnel changes are anticipated as a result of the shifts. WGLD morning man **Bill Price** will move to the AM with the format.

Hoffman  
Directs R&R  
Circulation

**Andra Hoffman** has joined R&R as Circulation Director. She comes to the newspaper after nearly five years in the executive search firm industry. During the past 3½ years Hoffman worked at **Korn/Ferry International**, where she assisted Managing VP **Gary Kaplan**. Prior to that she spent a year with **Richard Margulies & Associates**. Hoffman remarked, "I'm excited about this opportunity and looking forward to working with the industry's number one trade." **Publisher Dwight Case** commented, "We're very pleased to have Andra aboard; she's a welcome asset to the R&R family."

Johnson  
Manhattan  
Black Music  
Marketing VP

Varnell Johnson

**Manhattan Records** has appointed **Varnell Johnson** VP/Black Music Marketing. Reporting to Sr. VP **Stephen Reed**, Johnson will be responsible for marketing and promotion activities for the label's black artist roster.

**Reed** commented, "Varnell's impressive background in marketing, promotion, and A&R, as well as his previous experience with **Blue Note**, makes him the ideal choice for this position."

Johnson most recently was Divisional VP/Black Music A&R for parent **Capitol Records**, having previously served as GM in that department. Prior to Capitol, he was GM/R&B Division of **EMI/UA**, where he developed its **Blue Note** and **Pacific Jazz** catalogs. Johnson told R&R, "It's very satisfying and gratifying that you get a chance to stay with the same company and still grow; those opportunities are usually very rare. I'm excited about making things happen with **Manhattan**."

## "Boss" Radio



Chicago radio notables joined Columbia executives for a listening party for **Mick Jagger's "She's The Boss."** Pictured (l-r) are CBS's **Dave Remedi**, **B96 PD Buddy Scott**, **Miss Universe Body Building Champion Jill O'Conner**, **WLS-FM PD Dallas Cole**, and **WXRT MD Lin Brehmer**.

Winokur, Zimmerman  
GSMs At KCBS, WBBM

CBS has transferred **WBBM/Chicago GSM Junior Winokur** to the same position at **KCBS/San Francisco**, and filled the Chicago vacancy created by her departure by appointing **CBS Radio Representatives Midwest Regional Manager Rod "Zeke" Zimmerman**.

**Winokur** succeeds **Bill Gilreath**, who left **KCBS** to become GSM at **K101/San Francisco**. **Winokur** became head of the **WBBM** sales team in 1983 after several years as **New York Sales Manager for CBS Radio Spot Sales**. "I think **KCBS** is an exciting station with great potential," **Winokur** commented. "It will be an incredible challenge for the future to continue to aim at being the number one station in this market."

In joining **WBBM** as GSM, **Zimmerman** is returning to a station



Junior Winokur

where he was an Account Executive in 1978 and 1979. He said, "This station has a rich tradition of having a quality product and a quality sales effort. It has a great niche here. It's well-positioned in the marketplace."

## Katz

Continued from Page 1

**Dick Ferguson** noted, "Bob and Rich have proven their ability to make great things happen by bringing out the best in the people they work with. I'm very happy we have their kind of talent in this company and that we're growing at a rate where we can make the best use of it."

**Ferguson** continued, "Bob Green has built a track record that anyone in the business would be proud to own. His high level of enthusiasm and his performance orientation will be right at home with the fired-up team at **Y106**."

**Longwell**, who's been promoted twice in Orlando since joining **Katz** in 1982, commented, "It's been rewarding to work with all the great people at **WDBO & K92FM**. With **Bob Green** going to **Y106**, I know we will have the same kind of success there." A five-year company veteran, **Reis** said, "I'm very excited about working with a station of **K95's** stature and also with (GM) **Lee Mas-**



Bob Green

ters and his dynamic team."

**Green** started with **Katz** at **WEZN/Bridgeport** in 1981 and became GSM at **WWKA** the following year. He told R&R, "I'm looking forward to working in the exciting environment that **Atlanta** represents. A solid foundation has been built by (former GM) **Bob Backman**, and the challenge of taking **Y106** to a greater level of achievement is one I begin with anticipation."

## Rodrigues

Continued from Page 1

with an eminent knowledge of the people and inner workings of the nation's most successful A/C stations. (**Emmis President**) **Jeff Smulyan** has given us carte blanche to build the best radio station in America. With the addition of **Ron** to our management team, we are well on our way."

**Rodrigues** joins **KMGG** after 18 months at **R&R**, where he spent the last year as A/C Editor. A former newsmen at **KFRC/San Francisco** and **MD** at **KMPC/Los Angeles**, he previously worked as OM at **KIDD/Monterey, CA**. "Making the decision to leave **R&R** has been the toughest of my career," **Rodrigues** said. "However, **Jeff Smulyan** and **Don Nelson** are providing me with all the tools necessary to make a real impact in this market. Now it's time to prove my abilities."

## Dobbis

Continued from Page 1

start. We've found the right guy at the right time, and I think he's at the right company at the right time."

**Dobbis**, who most recently worked in artist management, told R&R, "Personal management is challenging for the right person, but I missed a lot of the activity found only at a record company. I wanted to bring into focus these specific areas of responsibility. With **Chrysalis's** roster and staff size, it's a very logical organization for this company. The label is embarking on a period of enormous growth, with the consolidation of ownership. It's an excellent opportunity for a creative marketing executive."

## STAFF

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## Third in a series

# How Marketing Improves Selling

All radio reps talk about selling spot. why We do more than just sell. HN&H markets its stations.

Our basic marketing concept is to maximize our stations' key demographic: in opportunities. This effort is supported by art four other major factors:

- scientific budgeting and forecasting on a virtually an account-by-account basis
- the ability to help a station maximize the units it has to sell, including fringe
- an emphasis on long as well as short term rate development
- the use of ad agency data to determine how successful we are on behalf of clients.

As spot marketers, we maximize what we can control: your inventory and the rate you get for it. That's how HN&H gives its stations the marketing edge. Give your station the marketing edge. Start using our call letters.

*The radio industry's hottest new call letters!*

# HN&H

**HILLIER, NEWMARK, WECHSLER & HOWARD**

New York, Atlanta, Boston, Charlotte, Chicago, Dallas, Detroit,  
Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

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**GOLDBERG, CROCKER ADVANCE**

**Dames Tapped As KSHE's New GSM**

After nearly two years as Midwest/Southwest Regional Manager for Birch Radio, Rick Dames has joined KSHE/St. Louis as General Sales Manager. At the same time, Account Executives Barry Goldberg and Pat Crocker moved up to Regional and Local Sales Manager, respectively.

Station Manager Stuart Layne commented, "It is a tremendous advantage to be able to add a person with Rick Dames's experience

and knowledge of the business. In Barry Goldberg and Pat Crocker we have two solid veterans of the St. Louis radio community."

Prior to Birch, Dames managed KLOZ & KISO/EI Paso and WKGR/Gainesville, FL. A 15-year market veteran, Goldberg has been with KSHE for the past five years. Crocker came to the station nine months ago following sales stints at neighbors WIL, KWK, and KDNL-TV.

**Wham! Make It Platinum**



Columbia's Wham! were given platinum awards for their "Make It Big" LP following a Beacon Theater/New York show. Pictured (l-r) are group's George Michael, manager Simon Napier-Bell, Columbia Sr. VP/GM Al Teller, manager Jazz Summers, and CBS International President Allen Davis.

**Capitol Grammy Dinner**



Capitol artists and executives gathered for a Grammy dinner after the awards show. Pictured (l-r) are Anne Murray, an awards presenter; Capitol President Don Zimmermann; and Thomas Dolby, who performed on the show.

**Golden Night For Ingram**



Qwest/WB's James Ingram received a gold record for his "It's Your Night" LP at a Los Angeles reception. Pictured (l-r) are WB VP Cortez Thompson, WB's Mary Lou Badeaux, Qwest principal/producer Quincy Jones, Ingram, WB VP Tom Draper, and Qwest President Harold Childs.

**Cafferty Cruises To Platinum**



E/P/A executives presented Scotti Bros. artists John Cafferty & the Beaver Brown Band with platinum awards for the "Eddie & The Cruisers" soundtrack. Pictured (l-r) are CBS Associated Labels VP/GM Tony Martell, Cafferty, group's Robert Cotoia, producer Kenny Vance, Scotti Bros. President Tony Scotti, E/P/A Sr. VP/GM Don Dempsey, E/P/A VP Ron McCarrell, and manager Arnold Freedman.

**Robbins**

Continued from Page 3

delivering the signal this station was licensed to broadcast. With this new opportunity to tackle the market, I needed some fresh faces on the front lines for two very important departments."

Biette, Robbins, and Bertolini earlier held the same positions at Porter Broadcasting sister station WIGY/Bath, ME. Scott, who joined Porter three years ago after an on-air gig at KOPA/Phoenix and the PD post at AM sister KXAM, commented, "We're going to kick some butt by exploring the upper limits of programming. Bertolini, a seven-year Porter veteran, told R&R, "This is a great team we've put together. There is a lot of pride in this town, and we're going to build on that feeling."

**UPI**

Continued from Page 3

with company creditors in the next few weeks to present the proposals and UPI's operating plans.

"We are confident that the creditors will find this plan attractive," Nogales said. "In the meantime UPI will have sufficient cash to operate and its lender will continue to support the turnaround."

Ruhe commented, "Bill Geissler and I pledged, when we first acquired UPI, that eventually we would share this news agency with its employees. Now that the first phase of the turnaround has been completed, we wanted and received an agreement that accomplishes this end and assures a stable financial future for the company."

Financial Consultant Ray Wechsler, who was fired with Nogales, has also been rehired. Three executives who resigned in protest have been reinstated as well.

**Davis**

Continued from Page 1

Davis, who served on-air at Chicago AORs WLUP and WDAI before becoming OM at WOW/Omaha and PD at WLAV/Grand Rapids, told R&R, "I'm very proud of the role I've played on the DC101 team that has had such ratings and revenue success. I look forward to putting the same effort into WCKG and achieving the same results."

**Allison**

Continued from Page 3

Birmingham, guiding its switch from Adult/Contemporary to Nostalgia. A 20-year radio vet, he has held on-air positions in Tampa and with KKBQ/Houston. He said, "This station has been a sleeping giant, without much direction or anything in terms of promotions. I want us to be upfront: doing promotions almost like a CHR or A/C station and making sure the music flows smoothly from era to era." Allison added that no staff changes are planned.

**Owens**

Continued from Page 3

Los Angeles. Author of numerous books and feature articles, he will continue his voice-over work and remains as host for his "SuperTracks" syndicated program. "I'm very pleased to join Gannett corporately," Owens told R&R. "It's an exciting company that touches every area of media. When Joe Dorton told me of the vice-presidency, I was really happy because Gannett has so many talented people to work with."

**Transactions**

Continued from Page 3

**Hawthorne Buys Six Texas Stations**

Hawthorne Broadcasting is purchasing six radio properties in Texas from Gibson Investment & Management Corp. for \$4.75 million. Stations included in the deal are KZEY & KROZ/

**KMGI**

Continued from Page 3

sonalities add a lot of local conversational touches to make it much more than a music machine. We're all fighters, and we did not come here to lose . . . I know we'll do well."

Using the slogan "Favorites of yesterday and today," KMGI is operating from new downtown studios. Although it presently broadcasts with 63 kw, the station is licensed to operate with 100 kw.

KMGI's new lineup is composed entirely of local personalities, including Conrad in morning drive, MD Greg Cook in middays (formerly of KJR), Scott Mitchell in afternoons (KUBE), and Al Dale evenings (KVI). Overnights are being handled by board operators. Conrad added that GM Ralph Heyward is presently hiring a staff of account executives.

**Chase**

Continued from Page 3

Chase, who also programmed WPJB/Providence, commented, "I have a lot of faith in the Wodlingers and their organization. They have a sincere commitment to winning in Kansas City, and I'm so pleased they have selected me to carry on the good work of Jim Collins." He begins his new assignment immediately, but will not be handling the morning show, for which a replacement is being sought.

Tyler, KIKM & KZXL/Sherman, and KNET & KYYK/Palestine.

The seller has no other broadcast interests, and is held by the R. Thomas Gibson family. Hawthorne Broadcasting is owned by Frederic Gregg, who has cable interests in Missouri and Arkansas.

KZEY is a 1 kw daytimer on 690 kHz; KROZ has 3 kw on 92.1 mHz at 300 feet; KIKM has 1 kw on 910 kHz; KZXL has 3 kw on 96.7 mHz at 300 feet; KNET has a 1 kw on 1450 kHz; KYYK has 3 kw on 98.3 mHz at 300 feet.

**WZKS Sold For \$3.8 Million**

Robert Herpe and Eric Hauenstein will acquire WZKS ("Kiss 96")/Murfreesboro (Nashville) from WZKS, Inc. for \$3.8 million, plus other undisclosed considerations.

CHR-formatted WZKS operates with 100 kw on 96.3 mHz at 840 feet. Herpe and Hauenstein are principals of TransCOM Communications also own KLZI/Phoenix and KUUT/Orem-Salt Lake City.

**Also Pending FCC Approval:**

- WBSM/New Bedford, MA from George Gray to Metter Broadcasting for \$2,075,000. The News/Talk station operates on 1420 kHz with 5 kw days/1 kw nights.

- WMBG & WQKS/Williamsburg, VA from NCM Life Communications to Richmond Radio Ltd. Partnership for \$2 million. The AM is a 500 watt daytimer on 740 kHz; the FM has 50 kw on 96.5 mHz at 440 feet. Buying partners are Jason Shrinky, Robert Understein, Bruce Eisen, and Jim Weitzman.

- WWQQ/Wilmington, NC from the Village Companies to a new corporation formed by Mark Woolfson for \$1,275,000. The Country-formatted station operates on 100.9 mHz with 2.15 kw at 350 feet.

**BY POPULAR DEMAND!**

FOLLOWING THE SENSATIONAL VIDEO TELECAST ON "ENTERTAINMENT TONIGHT"

# Pie Jesu

(PEE-yay YAY-soo) (Merciful Jesus)

FROM  
ANDREW LLOYD WEBBER'S

# REQUIEM

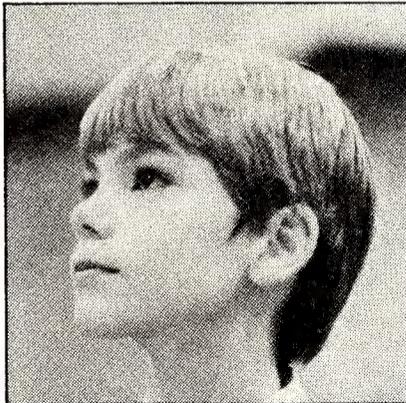
SARAH BRIGHTMAN  
and  
PAUL MILES-KINGSTON

Proceeds from the production of this single record are being donated to  
**Save the Children** 

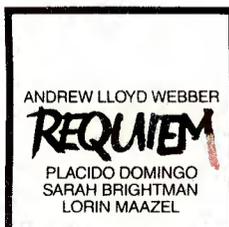
B-5467



Sarah Brightman

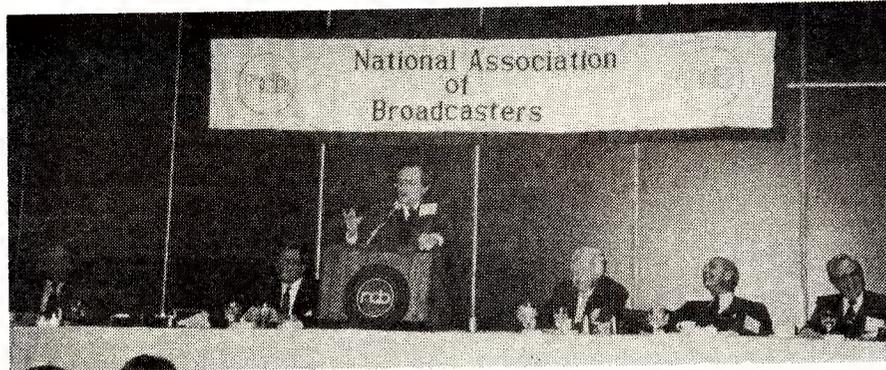


Paul Miles-Kingston



The complete recording of Andrew Lloyd Webber's 'Requiem,' performed by Placido Domingo, Sarah Brightman and Paul Miles-Kingston, with the Winchester Cathedral Choir and English Chamber Orchestra conducted by Lorin Maazel, is available on Angel Compact Disc CDC 47146, LP DFO-38218 & Cassette 4DS-38218.





**BROADCASTERS IN WASHINGTON** — Mutual overnight talk host Larry King (standing) provided a lighter touch at last week's annual NAB State Association Presidents and Executive Directors Conference in Washington. His colleague, Mutual news chief and former presidential press secretary Ron Nessen, also spoke. Shown (left to right) are NAB Executive VP/Government Relations John Summers, NAB President Eddie Fritts, King, NAB Board Chairman Gert Schmidt, Nessen, and Utah Broadcasters Association Executive Director Earl Glade.

## Washington Report

### Payola Publicity Surge Ignites No New House Investigation

Despite a flood of news reports last week alleging a resurgence of payola, Rep. John Dingell's (D-MI) Oversight & Investigations Subcommittee has no plans to reopen an earlier investigation that turned up "no credible evidence" of abuses.

Last week's stories were touched off by the *New York Times*, which identified *Radio Business Report* Publisher Jim Carnegie as the source of the charges. Carnegie says the paper was quoting an article he wrote on the subject five months ago. (The only other quoted source in the *Times* piece, consultant Rick Sklar, told R&R that material attributed to him was taken out of historical context from his book "Rockin' America.")

The subcommittee staff contacted both Carnegie and the *Times* reporter last week, but an aide said no further investigation is planned, since neither supplied any hard evidence or names to warrant follow-up action.

FCC Enforcement Division Chief Chuck Kelley says only a specific complaint would trigger a Commission inquiry. Moreover, he said the problem of "paper adds" reported to trade publications isn't a violation of the federal payola law, and, in his opinion, should not be.

Carnegie said he hopes to convene a "summit meeting" of radio industry leaders to discuss payola.

### Seven California Stations Cleared In Double Billing Probe

An investigation into possible double billing by seven stations in an unidentified Southern California market has been shut down by the FCC. The extensive probe into motorcycle co-op advertising uncovered no evidence of "classic" double billing, according to Enforcement Division Chief Chuck Kelley.

However, Kelley noted that some of the stations' actions were "disconcerting" and not encouraged by the FCC. He said they set up an arrangement in which the local advertiser escaped paying its 25% share of co-op ads, placing the entire cost on the national manufacturer, who was supposed to pay only 75%. Kelley said the manufacturer involved was not overly concerned about the situation.

By claiming to have an in-house agency, the local advertiser earned the standard 15% agency discount on ads. The remaining 10% was eliminated through volume discounts extended by the radio stations.

In January, the FCC issued a Notice of Proposed Rulemaking which, among other things, would eliminate its double billing rules in favor of "private remedial mechanisms" such as lawsuits by defrauded manufacturers.

### NAB Members Elect 13 Radio Directors

In ballots returned by 64% of NAB's approximately 4500-member radio stations, 13 broadcasters have been elected to serve two-year terms on the Radio Board of Directors, starting June 17. All incumbents were reelected. Winners were:

James Asher, WJDA/Quincy, MA; Jerry Lee, WEAZ/Philadelphia; Bayard Walters, WKCM/Hawesville, KY; George Hyde, Jr., WQBA/Miami; Clyde Price, WACT/Tuscaloosa, AL; David Palmer, WATH & WXTQ/Athens, OH; Ken McDonald, WSAM & WKCQ/Saginaw, MI; Fred Baker, KSFA & KISR/Fort Smith, AR; Dean Phelps, WIVS & WXET/Crystal Lake, IL; Bev Brown, KGAS/Carthage, TX; Paul Hedberg, Hedberg Broadcasting Group; Thomas Young, KVON & KVYN/Napa, CA; and Gary Capps, KGRL & KXIQ/Bend, OR.

### Other Key Developments:

- The U.S. Supreme Court has refused to hear an appeal from the losing applicants for an FM license in Hart, MI. Citing the area's lack of minority population, they argued that their local residence outweighed the minority preference given to winning applicant Nancy Waters because she is black.

- The national leader of the campaign to ban broadcast beer and wine ads has now become a radio personality, hosting a daily program on nutrition for AP Radio. Dr. Michael Jacobson is director of the Center For Science in the Public Interest, the parent group of PROJECT SMART.

- An FCC vote was set for this week (3-14) on Docket 80-90 FM drop-in processing guidelines, including whether to grant a preference to daytimers.



Michael Jacobson

## DEREGULATION FORGOTTEN?

# Goldwater Once Again Heads Senate Communications Subcommittee

Sen. Barry Goldwater (R-AZ) has been selected once again to chair the Senate Communications Subcommittee, which has jurisdiction over legislation involving the regulation of radio. This will be the final turn at the helm for Goldwater, 75, who has announced he'll retire from Congress when his current term expires in January of 1987.

Other members of the Commerce Committee assigned to the Goldwater subcommittee are Bob Packwood (R-OR), Larry Pressler (R-SD), Ted Stevens (R-AK), Slade Gorton (R-WA), Ernest Hollings (D-SC), Daniel Inouye (D-HI), Wendell Ford (D-KY), and Albert Gore (D-TN).

Two new seats were added to the panel to accommodate Packwood and Gore. Packwood, former Chairman of the full Commerce Committee, has taken a strong interest in broadcast issues, particularly First Amendment freedom for radio and television. Gore, a newly-elected Senator, served on the Telecommunications Subcommittee during much of his four **Barry Goldwater** terms in the U.S. House.



Bob Packwood



Albert Gore

### Dereg Bill Yet To Emerge

The newly-organized subcommittee's first action will be an FCC authorization and oversight hearing scheduled for March

20. Unlike the opening weeks of the new Congress in 1981 and 1983, so far not a single broadcast deregulation bill has been introduced in either the House or Senate.

Meanwhile, a standoff continues in the House Telecommunications Subcommittee. Republicans continue to refuse to name

their members of the panel, claiming their percentage of membership in the House entitles them to an additional subcommittee seat.

## AD BAN COULD PASS

# Congress To Broadcasters: "We're With You, But..."

An estimated 250 to 300 broadcasters descended on Washington and Capitol Hill last week, with the primary goal of fighting a proposed ban on broadcast beer and wine ads. Their visit was part of the annual NAB State Association Presidents and Executive Directors Conference.

While the broadcaster/lobbyists generally found a sympathetic reception, there were disquieting signs that emotionalism and political posturing could propel the ad ban through Congress despite its lack of overt support at the moment.

WDHA/Dover, NJ VP/GM Bob Linder was one of 20 New Jersey broadcasters who made the one-day trek. "I went down there expecting to hear that everything was fine," Linder said afterward. "But I came away with the impression this is going to be a long, difficult fight."

Linder said virtually the entire New Jersey Congressional delegation voiced opposition to a ban. But many legislators said if the issue ever reaches the floor for a vote, they may have no choice but to vote against the broadcasters to please the larger and more vociferous pro-ban forces.

Even if opponents succeed in blocking any ban proposal in committee, the idea could still be offered as an amendment to another bill on the floor, especially in the

Senate, where there's no requirement that amendments be germane to the bill under consideration. The greatest danger occurs in the chaotic final days of a session, when the House and Senate have been known to pass amendments without knowing their contents.

### PSA Campaign Not Unnoticed

On the positive side last week, Linder reported that each legislator mentioned, without prompting, that they had heard and seen numerous anti-drunk driving PSAs. They urged broadcasters to continue those efforts as the single best way of counteracting pro-ban momentum.

Linder stressed that face-to-face lobbying has far greater impact than letter writing. When he wrote an anti-ban letter to Sen. Frank Lautenberg (D-NJ), said Linder, he got back an obvious fence-straddling form letter clearly written for constituents who favor an ad ban.

**WESTWOOD ONE PRESENTS**

# DOKKEN IN CONCERT

*Dokken* rhymes with *rockin'*, and that's just the kind of set the L.A.-based heavy metalmeisters turned in at the famed Hollywood Palladium exclusively for the Westwood One Radio Networks' **In Concert** series. Join us the week of Monday, March 25 as we present Don Dokken (balls-out vocals), George Lynch (screamin' guitars), Jeff Pilson (pumpin' bass) and Mick Brown (machine-gun drums) forging tons of molten metal-mania with airplay-tempered tunes from their two albums, *Breaking The Chains* and *Tooth & Nail*. **In Concert**—the series that brings you live performances by the most radical bands in rock 26 times a year! For details on availability and exclusivity, contact your Westwood One representative at (213) 204-5000.



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

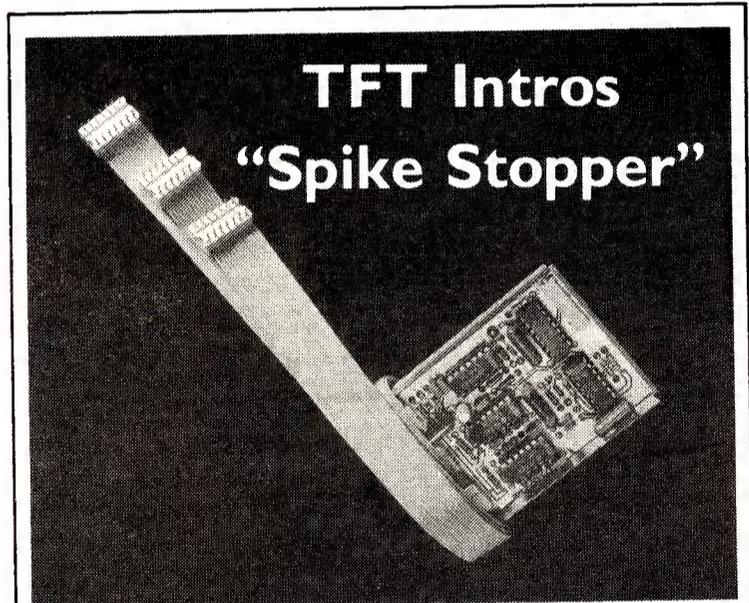


## BAMD Sets "Radio Forum"

Geared toward all radio formats, the annual "Radio Forum" presented by **Burkhart/Abrams/Michaels/Douglas & Associates, Inc.** has been set for June 19-21 at the Waverly Hotel in Atlanta. Adult/Contemporary, Country, Urban, CHR, Talk,

News, "Ethnic" and "Middle Of The Road" are among the formats covered during the three-day confab. Cost is \$175 for BAMD clients; \$250 for non-clients.

For further information, contact **Leslie Callaway** at (404) 955-1550.



## TFT Intros "Spike Stopper"

"Spike Stopper" is the newest addition to the **TFT** equipment line. Basically, it's a digital logic circuit that functions as a peak modulation duration differentiator. That means it can be adjusted to separate spikes caused by overshoots, noise interference, and the like from true modulation peaks.

Available in three versions, one for each of the TFT AM/FM monitors (the 763, 730 or 753), the Spike Stopper can be installed in minutes. Contact **Jesse Maxenchs** at (408) 727-7272 for details.



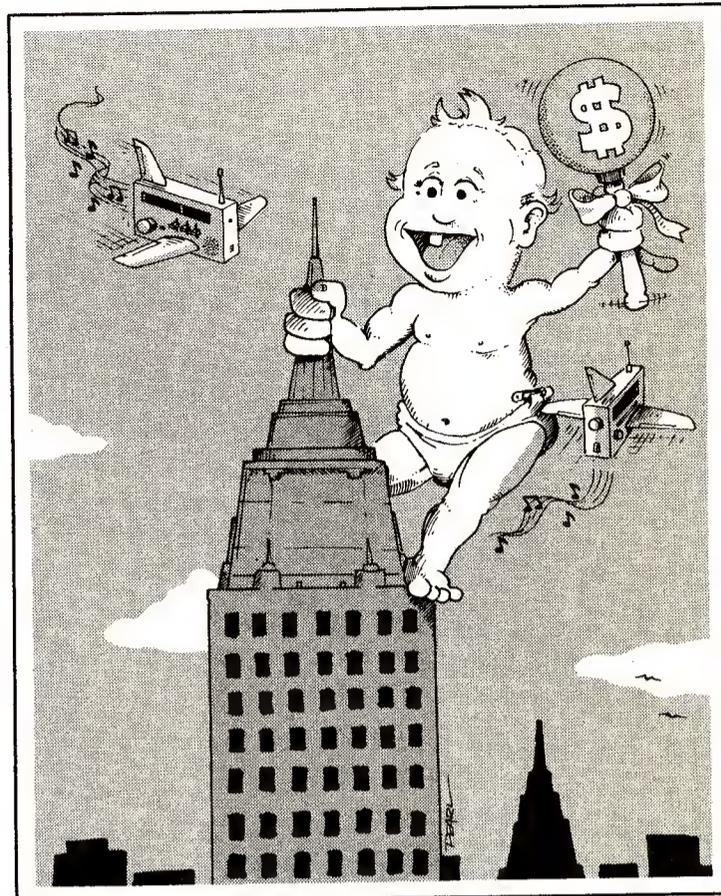
For the Best in a **TRAVELING BILLBOARD®** (Bumper Strip or Window Label) call **Byron Crecelius**, person to person, **COLLECT** 314-423-4411.

# Baby Boom Bucks Battle

If you're between the ages of 25 and 34, you're one of the 69 million Americans born during the post-WWII "baby boom." And, as such, you now make up 41% of the total U.S. population. According to a recent **Blair Radio Research** report, you're also the largest consumer market in history.

Not only that, but you have a greater proportion of discretionary income than any previous American generation. Your median income (\$21,746 per year) is greater than the national average. And since 66% of your married peers are two-income families, that makes for higher household incomes and still more spending money.

You're also the most educated group of Americans in history, with 45% having at least attended college as opposed to 28% of the 35+ population. What's more, nearly 24% of baby boomers have completed college versus 15% of the 35+ population. But even this nine percent jump pales beside the growing number of women who hold college degrees. Among baby boomers, it's 42% — almost double the 35+ crowd's 24%.



"By 1995, an estimated 25% of the households headed by persons aged 35-44 will have annual incomes greater than \$50,000."

### Buy Buy Baby Boomers

Baby boomers are already a significant consumer force, accounting for 30% of light beer and 33% of jewelry sales, as well as 25% of the home construction and 28% of the home remodeling markets. In fact, when it comes to home furnishings, baby boomers buy 36% of the living room furniture, 30% of the china, 34% of the glassware, 30% of the crystal, and 31% of the carpeting.

Today's baby boomers are also a go-go group, making up 31% of the business flyers, 31% of the frequent flyers, and 25% of the foreign flyers. (By the way, 18-24 year-olds account for 16% of the foreign air travel market. Combine that with the baby boomers, and you'll find that 41% of the foreign air travel market is under 34 years of age.)

Impressive as these statistics may be, they're nothing compared to what's expected to happen when these baby boomers grow into their peak earning years. By 1995, an estimated 26% of the households headed by persons aged 35-44 will have annual incomes greater than \$50,000. In 1980, only 12% of these same households reached that level of affluence. Think of it: a 13% increase in the \$50,000+ market alone, with this particular segment predicted to mushroom from 1980's \$425 billion spending levels to a whopping \$870 billion by 1995.

### Reached By Radio

You don't have to be a mathematician or a baby boomer to appreciate the differences these numbers can make in your station's bottom line. However, you do have an advantage over competing media because this increasingly sophisticated consumer segment has three highly identifiable characteristics. First,

"Baby boomers listen to radio more than the rest of the population (11 hours a week as compared to seven)."

they're optimistic, having good reason to believe their incomes will rise in the future. Second, they're not "brand loyal," being much more open to trying new and different products. Third, they listen to radio more than the rest of the population (11 hours a week as compared to seven). That's even more significant when you

consider these baby boomers devote the same amount of time to reading or watching TV as everyone else.

Raised on radio, they can be reached by radio. But you'll have to appeal to the baby boomers' lifestyle. Here's where the battle for the baby boomers' bucks will be: beer and wine, soft drinks, fast foods, fine restaurants, moving services, sports equipment, cosmetics, movies; children's apparel/toys/furnishings, airlines and travel services, home entertainment equipment, microwave ovens, home computers, home furnishings, security systems, and financial services.

After reading this list, think about how many of these items are currently advertised on your station. Given the baby boomers' prognosis, you might also think about redirecting your station sales efforts. You might say it's the opportunity of a lifetime.

## Promotions In Motion

Sales promotions are expected to play a larger role in the growth outlook for U.S. companies well into the 1990s, according to a recent issue of **Boardroom Reports**. Citing former President/CEO of **Swift & Co.** **Joseph Sullivan**, the publication claims the slow growth, volatile markets, and intense competition that will characterize the business climate for the next 15 years will place a higher premium on effective sales promotions and sales promotion managers.

Sounds like more companies will be taking their cues from the radio and record industries, which will, of course, be ready for the increased competition, right?

Ron Nessen thinks the best way to get affiliates is to offer aggressive reporting, flexible schedules, targeted news products and a satellite connection.

It looks like he may be on to something.

He is. As Vice President, Mutual News, Ron's leadership gives our news team an edge. His background as broadcast journalist, editor, author, and former presidential press secretary means he knows how to deliver substantive radio news.

Just the way affiliates want it. Proof: over 800 carry the Mutual news product. And the list is growing fast.

THERE'S NO SUBSTITUTE FOR SOLID REPORTING.

News is news, you say? Ask your listeners. Ask them where they tuned to hear reports from the *first* radio correspondent to reach Grenada after the U.S. invasion.

Mutual.

Or where they heard reports on the condition of President Reagan from the *only* reporter at the operating room after the assassination attempt.

Mutual.

The Mutual Radio Network regularly

beats the TV networks and wire services on big stories. Like the plans to send Marines to Lebanon; the evacuation of dependents from Beirut; the resignation of James Watt.

Sure you can take your radio news from the TV networks, but what are you and your listeners really getting? Often just warmed-over television news.

OR FLEXIBILITY.

Your station can have our news any way your listeners want it: up to five minutes on the hour or up to five minutes on the half hour. And, unlike the TV networks, it's not all wrapped in a rigid package that allows you no scheduling options.

We also offer "Lifestyle" news and features — targeted to younger listeners — for up to 3½ minutes at the :55 mark, plus the news magazine "America

in the Morning," business reports, and closed circuit updates and special reports that you can broadcast directly or incorporate into your own presentation. You choose the combination that best fits your format.

HOW ABOUT A FREE SATELLITE DISH?

We'll help you deliver the news with a free satellite dish. It'll provide you with our regularly scheduled programming and, simultaneously, continuous live coverage of fast-breaking news events and special short-form updates.

Nobody else offers anything else like it.

When you want *radio* news, come to the *radio* network. To learn more call Mutual Station Relations at (703) 685-2050.

 **Mutual's on a Roll.**

# Pro:Motions

## Valentino Manages WRFM Sales

**Michael Valentino** has been named Sales Manager at **WRFM/New York**. Prior to joining WRFM, he spent six years with crosstown **WHN**, progressing from AE to Director of National Sales, Director of Local Sales, and then General Sales Manager. Before that Valentino put in two years with **Buckley Radio** as Assistant Director of Research.



Michael Valentino

## Gal Records Debuts

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

## Pros On The Loose

**Janet Bozeman** — National MD **Mack Sanders Broadcasting/MD WJRB & WJKZ/Nashville** (615) 834-8480

**Mike Bushey** — PD **WRXT/Buffalo** (716) 885-7950

**Sam Citro** — VP/Sales **Capitol Records** (213) 822-4564

**Jim Collins** — PD **KZZC/Kansas City** (913) 677-5557

**Rusty Ford** — Middays/Production **G106/Chicago** (312) 938-3680

**Gary Guthrie** — GM **KOPA/Phoenix** (602) 991-6761

**Gary Hoffmann** — PD **WNAP/Indianapolis** (317) 898-3917

**Brian Illes** — Assistant PD **WCKO/Miami** (305) 522-4323

**Mike Keneally** — Mornings **KOFM/Oklahoma City** (405) 789-1469

**Joe Krause** — PD **WAPP/New York** (313) 681-5976

**Sean Lynch** — PD **KNBQ/Tacoma-Seattle** (206) 467-7991

**David Mars** — Promotion Director **WZOU/Boston** (617) 742-6249

**Jay Meyers** — PD **WFIL/Philadelphia** (215) 363-5656

**Bill Mitchell** — PD/MD **WRQN/Toledo** (419) 893-5788

**Ron Payne** — PD/MD **WKDQ/Evansville** (502) 826-0984

**Jon Russell** — PD **KRQR/San Francisco** (415) 386-4112

**Tim Smith** — PD **WYNF/Tampa** (305) 465-8694

## IRS Taps Corson, Rosenberg

**Tom Corson** and **Michael Rosenberg** have been appointed Director of West Coast Promotion and East Coast Sales Director, respectively, at **IRS Records**. Prior to this promotion, Corson was Director/West Coast Sales and formerly served as National Merchandising Coordinator. Rosenberg joins IRS from a singles buyer position with Boston-based **Cambridge One-Stop**. He's also **Michael Rosenberg** held the Music Director slot at **WWUH/Hartford**.



## A&M Appoints Murphy

**Margaret Murphy** has joined **A&M Records** as National Advertising Coordinator. She was most recently Media Buying Manager for **Wherehouse Entertainment, Inc.**

## Carter NSM, White LSM At KDAY

Two-year **KDAY/Los Angeles** veteran **Robert Carter** has been promoted to National Sales Manager. He had served as Sales Manager for the last 18 months; prior to that he spent 13 years as an AE at neighboring **KFI**. Taking over as Local Sales Manager is **Mary White**. A **KDAY** AE for three years, White previously worked at crosstown **KIIS & KPRZ** (now **KIIS-AM**) and **KTLA-TV**.

## Wood Appointed KRZN & KMJI Controller

**Duffy Broadcasting's KRZN & KMJI/Denver** welcome **Belinda Wood** as Controller. She comes to the newly-created post from crosstown **KOA & KOAQ**, where she was Business Manager.

## CBS Promotes Pacheco

**Gary Pacheco** has been upped to Director/Marketing Development at **CBS Records**. He accepts the new position after a stint as Associate Director in the Marketing Development and Business Affairs departments. Pacheco's duties will include maintaining/updating the Nice Price and Christmas catalogs as well as assisting the VP/Marketing Development.



Gary Pacheco

## Pollack Elevates Woolsoncroft

**Laurie Woolsoncroft** has been upped to Music Director for **Jeff Pollack Communications, Inc.** She came to the radio consulting concern last year, following two years with **ABC Watermark** as Studio Coordinator.

## Peterson Media Relocates

**Peterson Media Services** has moved to a new location: 4535 White Oak Place, Encino, CA 91316; (818) 344-7014.

## Castellini Elected S-H Treasurer

**Daniel Castellini** has been elected Treasurer of **Scripps-Howard Broadcasting Company**. He will also continue as Financial VP of the Cincinnati-based firm. Castellini first joined S-H in 1971 and prior to that was associated with the accounting firm of **Deloitte Haskins & Sells**.

## Changes

### RADIO

**Karen Wesley** joins **WLS-AM & FM/Chicago** as Account Executive.

**Waller Finnagan** promoted to Billing Coordinator at **WEEI/Boston**.

**Susan Daley** named Sales Assistant at **WEEI/Boston**.

**Jack Solpa** announced as Account Executive for **WMJI/Cleveland**.

**Bob Downey** joins **WYNY/New York** as Account Executive.

**Mark Turak** appointed Account Executive at **WRFM/New York**.

**Seth Haubenstock** named Account Executive at **WRFM/New York**.

**Janet Evelyn** joins **KKGO/Los Angeles** as Account Executive.

**Karen Sweeney** announced as Account Executive for **XTRA/San Diego**.

**Tom Bernstein** appointed Account Executive for **XTRA/San Diego**.

**Jeffrey Johnson** joins **WCLR/Chicago** as Account Executive.

**Denise Campbell** named Account Executive for **WCLR/Chicago**.

**Cathie Valdovino** promoted to Account Executive for **KGU/Honolulu**.

**David Doebler** announced as Account Executive for **WCAU/Philadelphia**.

### RECORDS

**Joe Wallace** promoted to Director of National Accounts & Commercial Sales for **RCA Records/Chicago**.

**Karen Meyer** named Administrator of Scheduling, Albums & Tapes for **RCA Records/New York**.

**Laurel Dean** promoted to Administrator of Scheduling, Singles for **RCA Records/New York**.

### INDUSTRY

**Robert Clifford** joins **Christal Radio/Los Angeles** as Account Executive.

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

CATCH THE NEXT

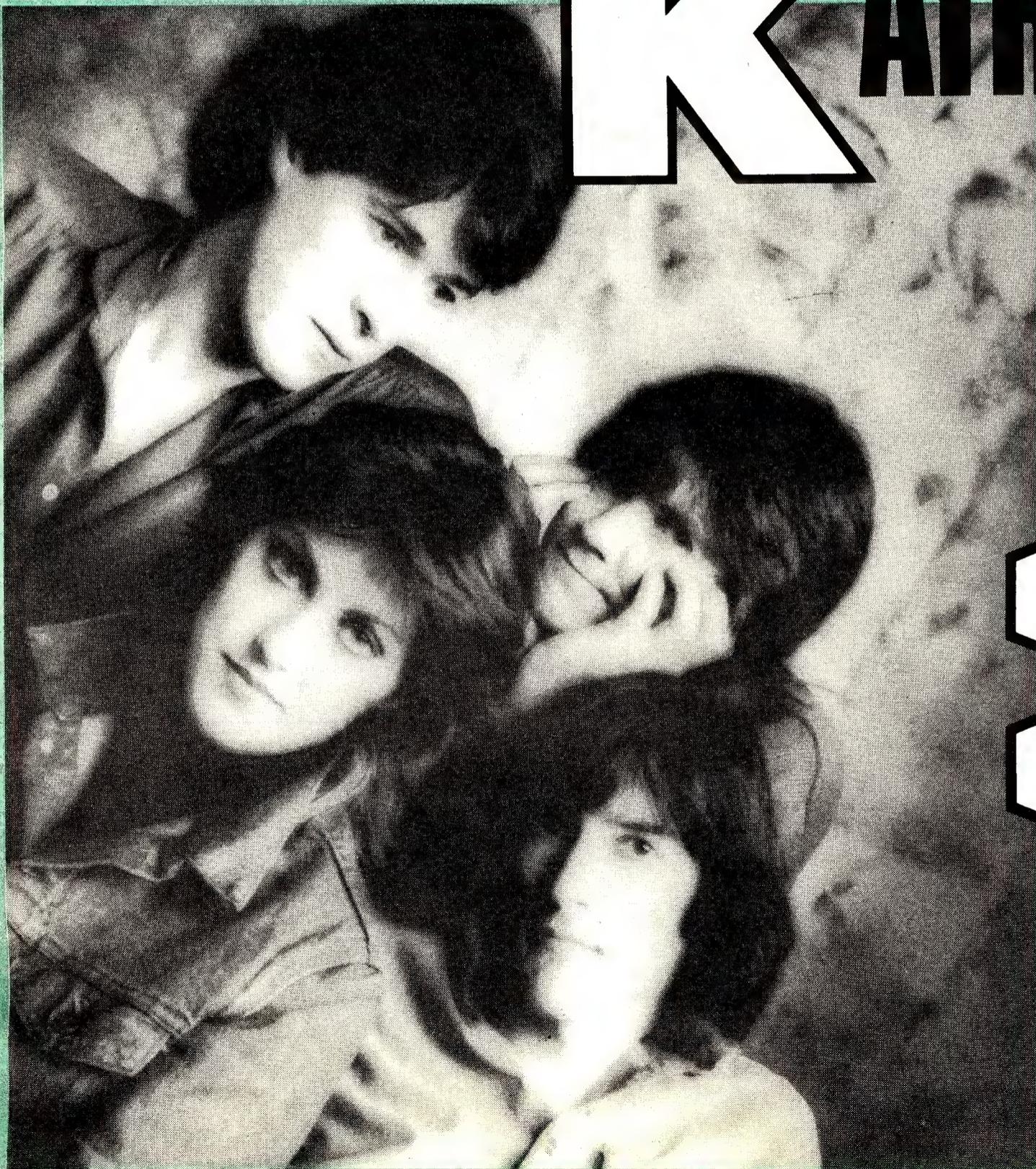
**WAVES**

**W**alking  
On Sunshine

IS THE FIRST SINGLE FROM THE FORTHCOMING SMASH ALBUM BY

**KATRINA**

Capitol.



**A  
N  
D  
T  
H  
E**

**WAVES**



# How To Make Radio History

We've probably all had dreams about going down in history. That's fine in radio, as long as the "down" doesn't refer to your station's numbers. But keeping track of a history of events in a "Survey Analysis Diary" during the ratings sweep can be an important step in getting you in the Arbitron or Birch history books as a winner. Let's investigate how a SAD can help you accurately maintain a cogent history of happenings in your market.

### Why Keep Track?

There's a saying that those who forget history are doomed to repeat it. Yet all too often in our fast-paced business it's easy to be shortsighted — not looking back on what worked or didn't, and not planning far enough in advance.

While it's not one of the most glamorous aspects of our biz, keeping records of the marketing activities of your station and competitors is an essential ingredient in a winning game plan. The history comes in handy for many reasons:

- **Budgeting guidelines.** How much was spent, and when? Knowing your marketing expenditures, timing, and specific activities into which you channelled dollars can be illuminating when preparing a budget for the next fiscal period or survey.
- **Evaluating survey payoff.** After you've kept track of how much was spent, when, and on what, you can then get a better look at the impact of those dollars. When the survey results become available, you can look at the week-by-week diary or telephone impact to see if there's a discernible correlation between what your station did and the ratings results. Did it matter that you gave away a house in week eight of the survey? Did the forced listening contest in week #10 result in any notable time spent listening increases? And so on.
- **Keeping track of the bad guys.** Your station doesn't exist in a vacuum. Whether the competitive situation may be in constant flux or the market's relatively stable, there's usually a "them" trying to beat "us." Use the survey history to record not only your own goings-on but also that which was happening across the street. After you've received the survey results, I'd suggest that you conduct a diary review, analyze a mechanical diary or Birch file listings, or do runs on the Arbitron Information on Demand (AID) or Birchscan system to track weekly returns and quarter-hour levels.

You might find that when you gave away that house your competitor's listening levels actually went up, perhaps due to people not interested in the hype of the giveaway on your air. Maybe

when they gave away \$1000 it gave a boost to their cuming and QH payoff. Whatever the specifics, it's just as important to keep track of "them" as it is to keep notes on your activities.

### When To Keep Track

No matter how many times your market is surveyed, now is the best time to start logging in your SAD. If you're

## Week In Review

**Simon To Head Birch Consumer Research**

Tom Birch has appointed himself President/CEO of the Birch Consumer Research division of Birch Research, succeeding departing David Gingold. Named to run the day-to-day operations of BCR was Jane Simon, who assumes the title of BCR General Manager. Ms. Simon, who was previously Director of Survey Operations for Birch Radio and spent six years with Arbitron, will be in charge of new business development, client relations, and BCR internal operations.

**RAB/Simmons Reports Available**

For less than \$500, RAB members have the chance to get Simmons product usage/qualitative data to help fight local newspapers. If enough RAB members sign up by March 31 the reports for key sales categories will be generated. Call RAB to indicate your station's interest and get further details.

in a metro surveyed four times annually by Arbitron, you may as well keep the SAD going every day. You've got 48 actual weeks of diarykeeping to track, so why not keep the observations up each week?

If you are in an area not rated as often, then you have to cope with the dilemma of recording events only during the sweep. I'd still recommend tracking activities for every day/week because the public doesn't relate to the nuances of surveys. The potential listeners/diarykeepers tune in and form their impres-

sions and opinions of your product on a daily basis.

### Using The SAD

Shown here are two typical pages from a Survey Analysis Diary. These pages, taken from the middle of any given survey, show the four types of events I've found most useful to keep track of. Note that the layout has each page divided into sections pertaining to both your station and your competitors.

1) Jot down the names, overall rules, and aim of contests or promotions run during the particular week. Make sure to comment whether this was the first week of the specific event, a continuation week, or the finale.

2) Advertising efforts should be tracked carefully. Note the media used, the amount of exposure as best you can gauge it, and when during the media campaign it took place.

3) Extraordinary events can cover a multitude of happenings. A special on-air interview with Mick Jagger, a simulcast concert with a TV station, or any other on-air activity would be worth inserting. Also, don't be oblivious to non-radio items in the market, as they can affect radio habits. Is there a big crime wave, a weather catastrophe, a big mill shutdown taking place that week? Such circumstances could have an impact on people's dedication to and recall of their radio choices.

4) Last but not least, were there any technical difficulties? I've seen stations hampered severely by TDs, while in Pittsburgh a few years ago a station had its best survey week when it was off the air due to technical problems! Strange but true.

Finally, I'd suggest that the GM and OM/PD each keep an independent weekly history of programming, advertising and promotional events in the market. Both should cover one another if either was out of town, ill, etc. Later at weekly staff meetings, the GM and OM/PD can compare notes, discuss what each observed as significant, and then file comments for future reference.

If you'd like copies of a SAD, feel free to write and I'll send two to any station. Of course, you may be able to improve on my version, and if so, more power to you. The bottom line is to keep that history and learn from it. Let the other guy be the one doomed to repeat past mistakes.

WEEK SIX	WEEK SEVEN
<b>US</b>	<b>US</b>
Contests/Promotions:	Contests/Promotions:
Advertising Efforts:	Advertising Efforts:
Extraordinary Events:	Extraordinary Events:
Technical Difficulties:	Technical Difficulties:
<b>THEM</b>	<b>THEM</b>
Contests/Promotions:	Contests/Promotions:
Advertising Efforts:	Advertising Efforts:
Extraordinary Events:	Extraordinary Events:
Technical Difficulties:	Technical Difficulties:

# MICK JAGGER

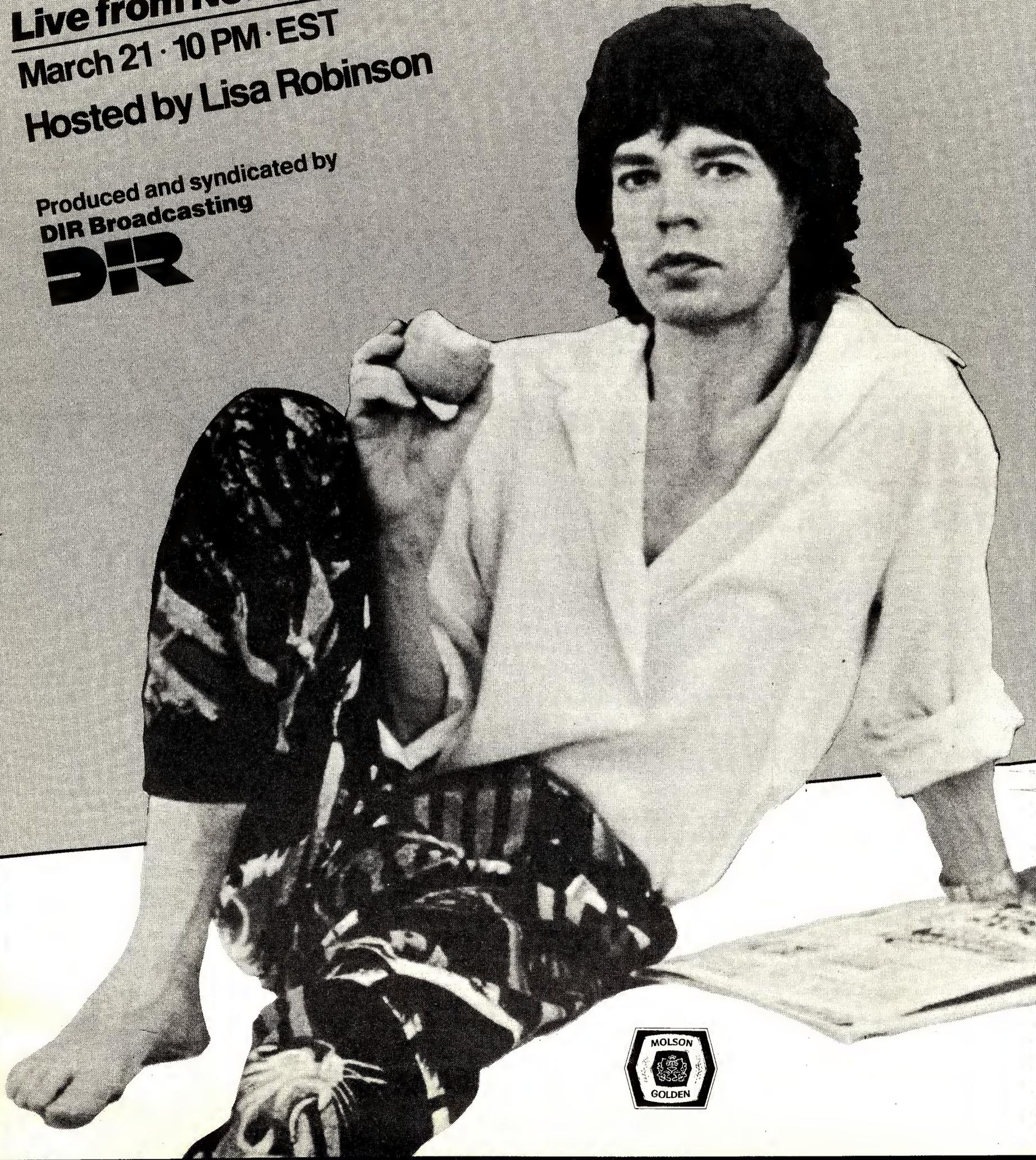
Live from New York via Satellite!

March 21 · 10 PM · EST

Hosted by Lisa Robinson

Produced and syndicated by  
DIR Broadcasting

**DIR**



# NETWORKS PROGRAM SUPPLIERS



REED BUNZEL

## THE SWITCH IS ON

# NBC Rolls From 30 Rock

With the flip of a single switch the NBC Radio Network recently presented its first regular hourly newscast from studios outside NBC headquarters at Rockefeller Center. The reason? The opening of new state-of-the-art computerized newsroom facilities several blocks away at 1700 Broadway.

The ultra-modern facility occupying 16,000 square feet consists of five studios — three for news and two for production — and five editing stations. Each is compatible for both stereo and mono audio. "This facility is the first fully-computerized network radio newsroom in operation anywhere," says NBC Radio President Randy Bongarten.

The new studio space is initially home for regular news programming of the NBC Radio Network and the Source. Additional studio space is also being completed for Talknet and the newly-formed Radio Entertainment programming division. According to Bongarten, "Virtually all of NBC Radio Networks will be over there when the move is completed in three to four months."

"Other plants may be bigger," says Director/Operations and Engineering Craig Simon, "but we've opted for quality instead of quantity. It's not the number of studios and edit rooms you have that affect your capabilities, it's what you accomplish with them."

NBC claims the new facilities will enhance its news gathering abilities and provide greater flexibility to handle outside audio feeds. Audio switching and communications with news bureaus and correspondents worldwide will also be greatly improved. Previous facilities limited the number of audio inputs to 24, but the new system increases that number to 125. It's also capable of feeding twice as many outgoing satellite audio channels as the old facilities.

"Everything is now state-of-the-art, as modern as you can get," Bongarten explains. "The equipment represents the latest in broadcast technology, and what this boils down to is excellent quality. The facilities are stereo, and the computers will allow us to track stories more closely and get them on more rapidly. It's easier to retrieve information and to keep track of whatever is going on. We also can now provide more current information to our affiliates as well as over the network. In general, everything will operate a lot more efficiently."

## Network Spots



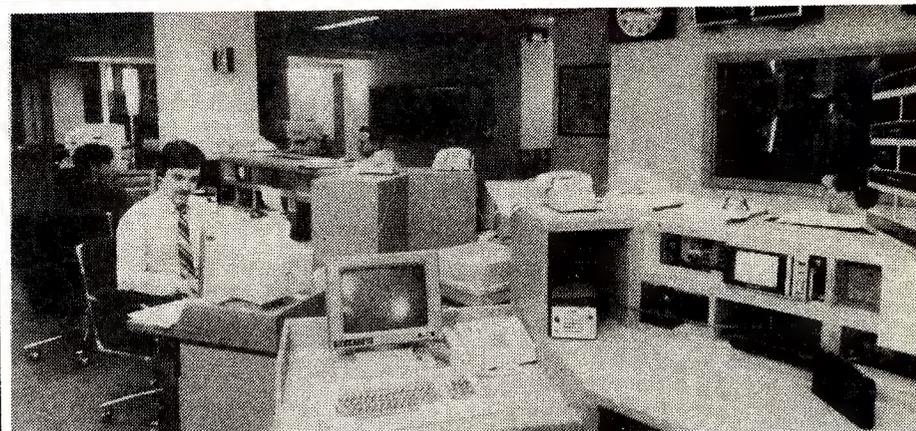
### Radio "USA For Africa" Broadcast Set

As part of an industry-wide effort to provide relief to victims of famine in Africa (and the hungry in the U.S.), Westwood One will be broadcasting a live 3-hour national radio broadcast Sunday, April 21. Originating from Westwood One's studios, the program will feature the artists and music of the upcoming "We Are The World" album, which is set for an April 1 release. Scheduled to host the event are WHTZ/New York PD Scott Shannon and "Off The Record" host Mary Turner.

Citing the initial effort of Bob Geldof and the Band Aid artists, Westwood One President Norm Pattiz called on American broadcasters to become involved. "Harry Belafonte, Lionel Richie, Michael Jackson, Ken Kragen, and the 'We Are The World' artists have taken our industry's campaign to the next plateau with the single, video, and forthcoming album. Now it's radio's turn to contribute, not only by airplay of the music but by direct participation in a concerted effort."

Westwood One is contributing all personnel and facilities for production of the event, and all net advertising revenue generated will be donated directly to the cause.

Radio stations capable of receiving satellite feeds from Satcom 1-R should call (213) 204-5000.



New computerized newsroom facilities constructed for NBC Radio Networks in New York.

## BLUE RIDGE RADIO

# Bluegrass Rides The Liberty Flyer



Gamble Rogers, Phil Johnson, Gaye Johnson, and Marc Pruett.

"From the heart of the Blue Ridge Mountains, where great music is more than a tradition — it's a way of life — you're tuned to 'The Liberty Flyer,' from Bill Stanley's Barbecue and Bluegrass from downtown Asheville, North Carolina."

A weekly, hour-long bluegrass feature currently heard on over 75 radio stations, "The Liberty Flyer" is the first radio venture for Lawson Warren, President of Asheville-based Linear Group. Warren is also the impetus behind "Fire On The Mountain," a popular country-bluegrass folk series that debuted two years ago on cable's Nashville Network. "The program is fun, uptempo, and based on classic radio entertainment," Warren says. "We want listeners to feel like they sat down with good friends for an hour."

Recorded live at Bill Stanley's Barbecue, a 200-seat club catering to bluegrass aficionados, "TLF" does just that. Down-home is the key ingredient in the show, and the atmosphere of the old "Louisiana Hayride" comes alive on stage. Featuring oldtime fiddlers, hard bluegrass pickers, and the tradition of such mountain guitarists as Doc Watson, the show is an anomaly in commercial radio. Patterned after the "Grand Ole Opry" broadcasts of the '30s and encouraged by the success of "The Prairie Home Companion," producers Warren and Ron Reuhl see the program as a means of getting acoustic country music onto mainstream commercial radio and television.

"We have people who are nostalgic for the golden age of radio and the music they heard growing up 40-50 years ago," Reuhl explains. "There are many of us who grew up with rock and roll during the '60s but are now looking for a music better suited to our needs as adults. We believe both these groups will turn to American acoustic music if they only get to hear it."

"This acoustic music has entertained our people for over 200 years," Warren notes. "I see no limited horizons because it's based on the spirit of the American people. This is also an incredible advertisement for North Carolina — it's the best thing our state has to offer the world since it comes from the people themselves."

TLF regular performers include Phil and Gaye Johnson, Gamble Rogers (of NPR's "All Things Considered"), and the Marc Pruett Band. Also tapped for occasional picking and strumming are the Whites, Doug Dillard, Bill Monroe, and Chicago's Buck Stove and Range Company.

Linear Group is currently seeking a national sponsor, and presently retains seven of the 12 commercial minutes as part of a barter deal.

# WHY ARE THESE PROGRAM DIRECTORS LAUGHING?

CHARLIE KENDALL, WNEW/FM NEW YORK

RICK CARROLL, KROQ/FM LOS ANGELES GRAHAM ARMSTRONG, WGCI/FM CHICAGO

GEORGE HARRIS, WMMR/FM PHILADELPHIA CHRIS MILLER, KRQR/FM SAN FRANCISCO

CHARLIE QUINN, WHTT/FM BOSTON LEE ARNOLD, WLLZ/FM DETROIT TED UTZ, KTXQ/FM DALLAS

JOE DENTON, KLOL/FM HOUSTON TOM JEFFRIES, WGCL/FM CLEVELAND KEITH ISLEY, WINZ/FM MIAMI

ALAN SNEED, WKLS/FM ATLANTA JEFF KING, KPLZ/FM SEATTLE BOB KAGHAN, WZNE/FM TAMPA

TOM CALE, KZAP/FM SACRAMENTO DANIEL HAYDEN, WHCN/FM HARTFORD GUY ZAPOLEON, KZZP/FM PHOENIX

JON BARRY, KMJK/FM PORTLAND DOUG ERICKSON, KIMN/FM DENVER

CHUCK DE COTY, WIYY/FM BALTIMORE

## NATIONAL LAMPPOON



## TRUEFACTS

An outrageous new series featuring the wacky fun of America's best known humor magazine, 90 seconds of incredible but real stories taken from the "True Facts" section of *National Lampoon Magazine*, exclusively on the

MUTUAL RADIO NETWORK 

For Market Information Phone

Mutual Station Relations

Arlington, VA (703) 685-2050

Los Angeles, CA (213) 277-7700

Produced For Mutual By

**steve lehman**

production  
syndication

BARNETT  
ROBBINS  
ENTERPRISES

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ROBBINS  
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# R&R MUSIC CALENDAR

## NEWS & INFORMATION FEATURES MARCH 18-22

The Weekend	
MARCH 23-24	
<b>The Countdown</b> (WO)	Luther Vandross/Commodores
<b>Countdown America With John Leader</b> (RKO)	Foreigner
<b>Dick Clark's Rock, Roll, &amp; Remember</b> (US)	Brook Benton
<b>Dr. Demento</b> (WO)	Psychodelia
<b>The Great Sounds</b> (US)	Liberace
<b>Hot Ones</b> (RKO)	DeBarge
<b>King Biscuit Flower Hour</b> (ABCR)	Romeo Void/Style Council
<b>Lee Arnold On A Country Road</b> (MBS)	Anne Murray/Earl Thomas Conley/ Willie Nelson/Charley Pride/ T.G. Sheppard
<b>Metalshop</b> (MJI)	Ratt
<b>Musical!</b> (WO)	Oscar Special
<b>On The Radio</b> (NSBA)	Paul McCartney
<b>Power Cuts</b> (GSN)	Alan Parsons/Eric Woolfson
<b>Rick Dees' Weekly Top 40</b> (US)	Bryan Adams
<b>Rock Album Countdown</b> (WO)	Mick Jagger/Bryan Adams
<b>Rock Chronicles</b> (WO)	Inside the music biz/Tom Petty & John Fogerty
<b>Rock Stars '85</b> (BRE)	Cars
<b>Scott Shannon's Rockin' America Top 30</b> (WO)	Madonna/Tina Turner/Julian Lennon
<b>Silver Eagle</b> (ABCE)	Emmylou Harris
<b>Solid Gold Saturday Night</b> (RKO)	Tommy James & The Shondells
<b>Street Beat</b> (BRE)	Ashford & Simpson
<b>Super Gold</b> (TRAN)	First annual Dance Party (3/23)
<b>Weekly Country Music Countdown</b> (US)	Bellamy Brothers

The Week Of	
MARCH 25-29	
<b>Country Closeup</b> (NP)	Dan Seals/Nitty Gritty Dirt Band
<b>Earth News</b> (WO)	Lionel Richie (USA For Africa)/Kurt Russell
<b>In Concert</b> (WO)	Dokken/Whitesnake
<b>Inside Track</b> (DIR)	Bono & Adam Clayton of U2
<b>Live From Gilley's</b> (WO)	Charly McLain
<b>Music Makers</b> (NP)	George Shearing
<b>Off The Record</b> (WO)	Don Henley/Foreigner/Martin Briley
<b>Off The Record Special</b> (WO)	REO Speedwagon
<b>Special Edition</b> (WO)	Temptations Pt. 2
<b>Star Trak</b> (WO)	Sheena Easton/Commodores/Cars
<b>Star Trak Profile</b> (WO)	Culture Club

Monday	25
MARCH	
<b>Behind The Music</b> (RKO2)	George Benson
<b>Checkin' In</b> (RKO2)	T.G. Sheppard
<b>Private Session</b> (RKO1)	Journey
<b>Solid Gold Country</b> (US)	The world in country

Tuesday	26
MARCH	
<b>Behind The Music</b> (RKO2)	Kool & The Gang
<b>Checkin' In</b> (RKO2)	Brenda Lee
<b>Private Session</b> (RKO1)	Stevie Wonder
<b>Solid Gold Country</b> (US)	Charly McLain birthday salute

Wednesday	27
MARCH	
<b>Behind The Music</b> (RKO2)	Kenny Rogers
<b>Checkin' In</b> (RKO2)	Eddie Raven
<b>Private Session</b> (RKO1)	Duran Duran
<b>Solid Gold Country</b> (US)	Country stars in the news

Thursday	28
MARCH	
<b>Behind The Music</b> (RKO2)	Wham!
<b>Checkin' In</b> (RKO2)	Nitty Gritty Dirt Band
<b>Private Session</b> (RKO1)	Scandal w/Patty Smyth
<b>Solid Gold Country</b> (US)	Feature year: 1965

Friday	29
MARCH	
<b>Behind The Music</b> (RKO2)	Dan Hartman
<b>Checkin' In</b> (RKO2)	Lee Greenwood
<b>Private Session</b> (RKO1)	Survivor
<b>Solid Gold Country</b> (US)	Sonny Throckmorton

## NETWORK PROMOS

• United Press International has expanded its Bismarck, ND bureau by appointing **Michael D. Dorsner** state editor for Minnesota and North Dakota. The expansion plans were developed in an effort to increase and closely coordinate news coverage of the two states. UPI also named **Sharon Kessler** as Bureau Manager, and **Joel Bye** will be a reporter and writer in the bureau.



**GAIL FORCE** — RCA recording artist Gail Davies recently traveled to New York, where she promoted her new album "Where's A Woman To Go?" While in town she dropped by the studios of Narwood Productions and recorded an interview for an upcoming segment of "Country Closeup." Pictured (l-r) are Narwood's Ellen Silver and Davies.

Comedy	
<b>Daily Feed</b> (DCA)	Spring!/payola/C3PO in Geneva/Fallwell buys CBS/MX on tour
<b>Radio Hotline</b> (ASR)	Erma Bombeck/Bud & Sylvia #1/defense mechanism/losing hair/doctor
<b>Stevens' &amp; Grdnic's Comedy Drop-ins</b> (ASR)	Vote for your favorite/how do you spell.../people who stink/20-second workout/new coffee generation
<b>Laugh Machine</b> (ASR)	Steve Martin/Gallagher/Lily Tomlin/George Carlin/Monty Python/Rodney Dangerfield

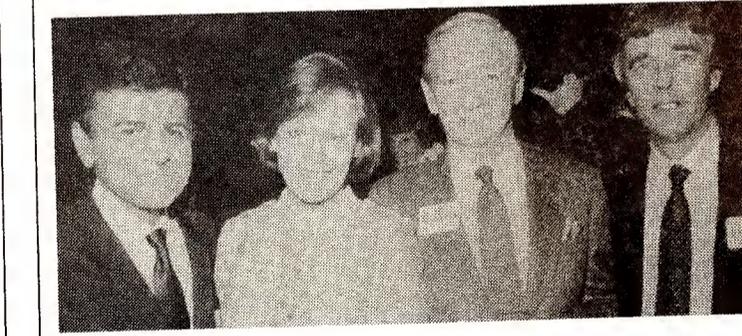
General Information	
<b>Computer Program</b> (PRN)	Home computers/hardware/software/programs/language
<b>Ed Busch Talk Show</b> (AP)	Sports injuries/animal activism/interest rates (3/16)
<b>News Blimp</b> (PRN)	High school reunions/Antarctica/man on Mars/no more chopsticks/homework
<b>Something You Should Know</b> (SBS)	Organizing your closet (3/18) Shopping for money (3/19) Secrets (3/20-21)
<b>Sound Advice</b> (PRN)	Amp ratings/distortion/noise/hum/frequencies

Lifestyle	
<b>Beat The System</b> (RKO1)	Auto leasing (3/19) Save on contacts (3/21)
<b>Health Care</b> (PIA)	Sexual choice
<b>Mind Games</b> (RKO1)	Life review phenomenon (3/18) Future fast food (3/19) The right brain (3/20) 80s rock (3/21) Historical blunders (3/22)
<b>Public Affairs</b> (PIA)	Nuclear arms decision (3/17)
<b>Smart Money</b> (RKO1)	Taxable income (3/18) Municipal bond swap (3/20) Equal access (3/22)
<b>Straight Talk</b> (PIA)	Throat cultures (3/18) Food with fibre (3/19) Food additives (3/20) Distilled water (3/21) Breakfast & nutrition (3/22)
<b>Waldenbooks Review</b> (WO)	"Private Zone"/Paul Krassner/"Growing Old"

Entertainment	
<b>Assignment Hollywood</b> (MBS)	Gavin MacLeod (3/18) Pamela Sue Martin (3/19) Scott Baio (3/20) Lainie Kazan (3/21) Tom Cruise (3/22)
<b>Jim Bohannon Show</b> (MBS)	Phil Holland & Gifford Pinchot (3/23)
<b>Larry King Show</b> (MBS)	Francis Hodsoll (3/18) Andrew Greeley (3/19) Paul Strassels (3/20) Dr. Billy Taylor (3/21) Dr. Irene Kassorlas (3/22)



**MUTUAL EFFORT** — The Mutual Broadcasting System has joined forces with various organizations, including the National Association of Broadcasters and Mothers Against Drunk Driving, to combat the growing problem of teenage alcohol abuse. Pictured at network headquarters in Washington are (l-r) Mutual attorney Eric Weiss, NAB President Eddie Fritts, MADD President Candy Lightner, and Mutual News VP Ron Nessen.



**ABC COUNTDOWNS** — ABC Radio and members of the advertising community recently gathered at New York City's *Limelight* to honor two of the network's countdown hosts. Pictured (l-r) are "American Top 40" legend Casey Kasem, ABC's Director/Special Programming Beverly Padratzick and network President Ed McLaughlin, and "American Country Countdown" host Bob Kingsley.

The American Comedy Network wants to help your station fight drunk driving and avoid listener tune-out.

If you'd like to broadcast A.C.N.'s new series of unusual "Think Before You Drink" PSA's, call us at 203-

384-9443 or send us a letter at our address. This full series of four 60-second commercials is now available

to all stations in all markets at no cost as a special industry service of A.C.N.

**ACN**  
Park City Plaza  
Bridgeport, CT 06604-4277

# Think Before You Drink

# E/P/A Has ③ In The Top Ten-- And MORE On The Way!



## SADE

Portrait™

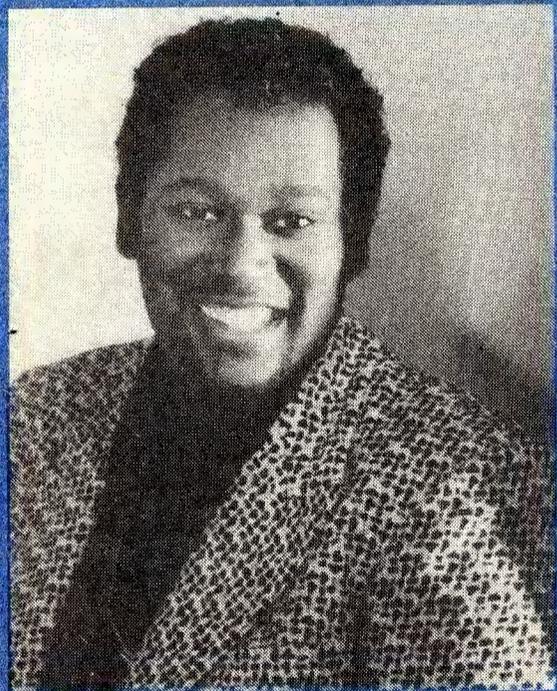
### “Smooth Operator”

**CHR NEW & ACTIVE** 133 Stations 52%

A/C **BREAKERS** DEBUT → 22 95/23 67% One Of The MOST ADDED

3/8 **Black/Urban BREAKERS** DEBUT → 24

Album already GOLD – 500,000 sold in just 4 short weeks!!



## LUTHER VANDROSS

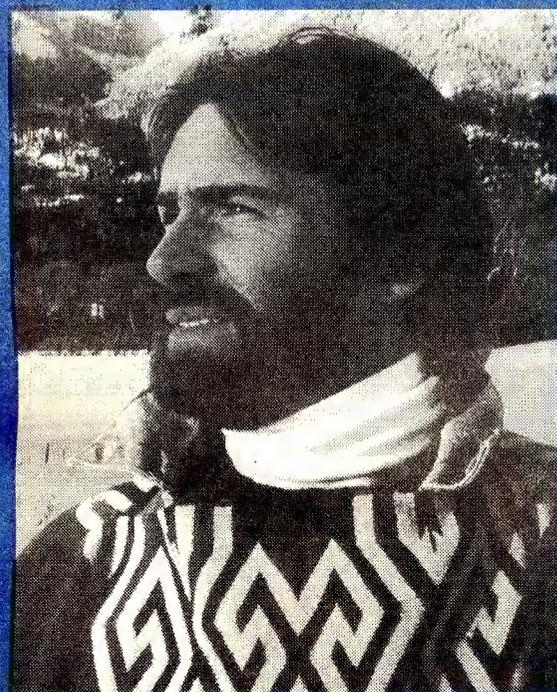
### “Til My Baby Comes Home”

**CHR SIGNIFICANT ACTION**

Epic

WXKS-FM	KMJK	92KTU	KSND	WJBQ	KCDQ
Y100	FM102	WPST	KIKI	WJAD	KOZE
WGCL	KMEL	KZZB	KCAQ	WCGQ	OK95
WCZY	KPLUS	KITE	KSKD	KNOE-FM	
WHYT	WVSR	KSET-FM	KDON-FM	Z102	

BLACK/URBAN CHART: 21-9-3-2-1



## DAN FOGELBERG

### “Go Down Easy”

**CHR SIGNIFICANT ACTION**

Full Moon

Epic

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

A/C **NEW & ACTIVE** ✓ 39 adds – One Of The MOST ADDED

# Sales



DWIGHT CASE

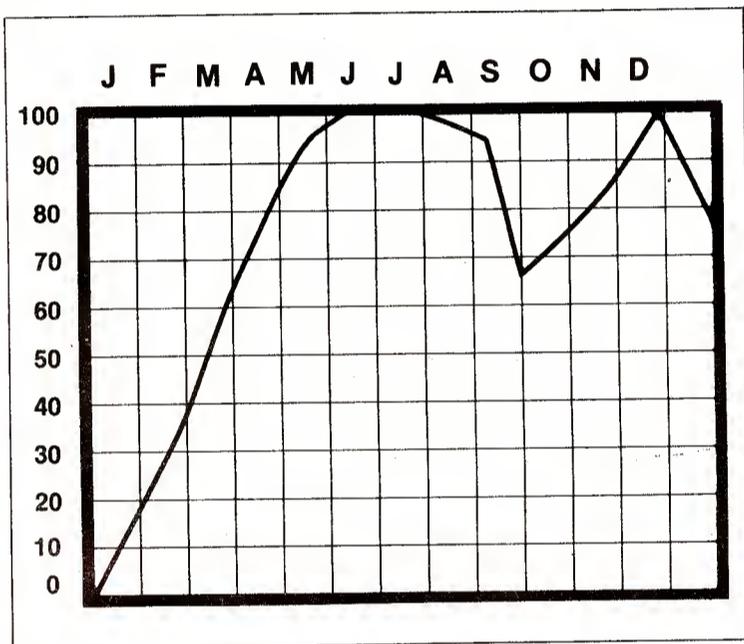
J	F	M	A	M	J	J	A
April	June	July	Aug	Sept	Oct	Nov	Jan
March	May	June	July	Aug	Sept	Oct	Dec
Feb	April	May	June	July	Aug	Sept	Nov
Jan	March	April	May	June	July	Aug	Oct
—	Feb	March	April	May	June	July	Sept

## Projecting Ahead

Aren't we too busy trying to sell *this month's* inventory? It would seem that working *this hard . . . on this month* keeps us from projecting our sales and finances so we can make proper fiscal plans.

Let's look at the year!

If we don't do anything, our revenue year looks like this:



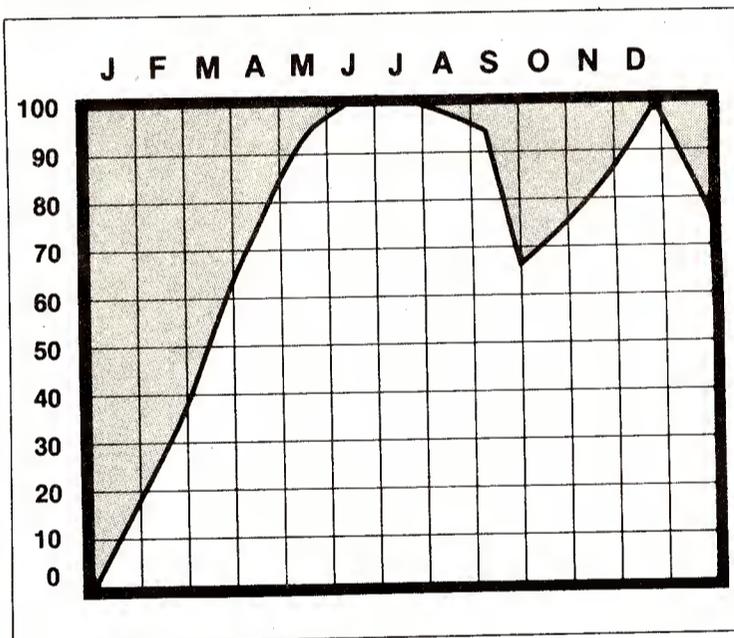
That little down jog in September is the day after Labor Day when soft drink and beer companies stop advertising! (And if we lose beer and wine advertising this whole curve will change!)

Now a quick look at the graph on the right shows us that the available inventory is highest during January, February, March, part of April, September, October, and the early part of November.

The key to this is not to sell the hell out of January, but to pre-sell the months that are "shaded" at least three months ahead of time. Take a look at the graph. In June, July, and August you are at your peak, whether you want to be or not! June should be the month you put the sales pressure on September and October. July and August is when we work on December, January, and February. (By the way, January really starts December 26.) Then while we are enjoying

"The key is not to sell the hell out of January, but to pre-sell at least three months ahead of time."

our December flush of jewelry business, we can sell some MORE February and a little tad of St. Patrick's Day. (St. Paddy's Day should be a sales promotion, not an all-day taste test on Bushmills!!)



Sooo . . . we are selling in order of importance: (see above chart).

The unseen benefit is that the salespeople are now calling on advertisers when THEY are making plans for the next quarter and the next year. You can be guided nicely in TARGETING your sales folks by using the RAB Top 40 account activity chart.

I like the ability to go into a month at 80% of budget and a strong projection for the quarter . . . But what I really love is calling on a client for next year in August. That's exciting planning! It's also the only way I know to fill up that shady spot in the first quarter of NEXT year.

Oh yes . . . it takes careful targeting — careful quote setting — and a real mob of training.

If this approach is one you are already involved in, then you know what's coming next. Yes . . . you have to have a plan for the whole year, not just a quarter. But I'm not going to belabor that. What we are looking for is how to fill up those shady areas with commercials. So the graph gets closer and closer to being a flat line — or "sold out" all year.

## ROCK TRAX™

ELECTRONIC RADIO PRODUCTION LIBRARY

Radio's most electrifying promos, IDs, Logos, and commercial beds come from ROCK TRAX. 271 amazing cuts now capturing listeners for stations like:

- |      |      |         |                 |
|------|------|---------|-----------------|
| WMMR | KAFM | WZPL    | KYYS            |
| Z93  | WSHE | WDVE    | WTIC-FM         |
| KGB  | WHYT | WNEW-FM | WLVQ            |
| Q107 | WZOU | B104    | and dozens more |
| WLUP | KMET | KBPI    |                 |

Get the sonic edge for the Spring book at a special price. Call for your ROCK TRAX demo today.

## Voice Tech

Burn your call letters, frequency and slogans into the minds of listeners.

No jingle cuts through like VOICE TECH. Get radio's hottest demo today!

**BROWN BAG PRODUCTIONS**

482 SOUTH JASMINE STREET  
DENVER COLORADO 80224  
(303) 388-9245



# Introducing AP NewsPower 1200

**Now you can break the AP news story you want 18 times faster.**

AP has its fastest breaking news story ever. Our NewsPower 1200.

It delivers AP quality news and features at 1,200 words per minute, 18 times faster than the standard AP Radio Wire.

**Weather in a flash. Sports as soon as there's a score.**

NewsPower 1200 is so fast it can move sports scores the moment they happen. Dow Jones averages the minute the market closes. State and regional stories the second they break.

And weather information comes to you directly from the National Weather Service!

It delivers all the quality news programming radio stations expect from AP, on a system that's been fully researched, designed and tested to meet AP's exacting standards— and yours.

**Total control,  
even at this high speed.**

NewsPower 1200 also gives you total control over the categories of



news you receive.

And the volume of stories coming into your newsroom.

You can get everything that's currently on the AP Radio Wire, or program the selections to your requirements.

**The news you need, when you need it.**

Every hour you'll get ready-to-air summaries of the top news stories, if that's what you want, in plenty of time for top of the hour newscasts.

State and regional news moves well in advance of your busiest day parts. And AP's highly salable features arrive in a fresh morning drive package.

**Speed, selectivity and reliability —  
a powerful combination.**

If you're ready to get the weather faster, gain control over your news volume, and still keep the highest level of programming quality and salability—you're ready for AP NewsPower 1200.

For more information call your local AP

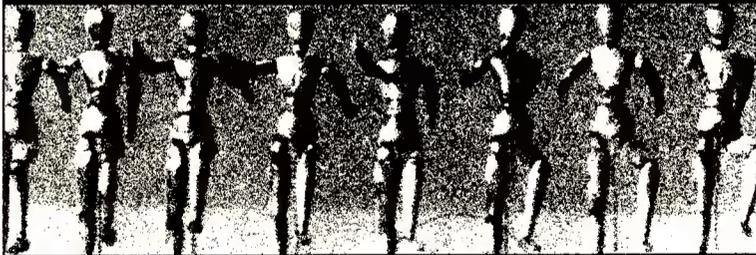


Broadcast Executive or Glenn Serafin, collect, at the Broadcast Services Division of The Associated Press. 202-955-7214.

**Associated Press  
Broadcast Services.  
Without a doubt.**

**GO WEST**  
"WE CLOSE OUR EYES"

VS4 42850



  
**Chrysalis**  
Cassettes, Records & Compact Discs

# Street Talk

Say What? Consultant **RICK SKLAR** was dismayed — justifiably so — when he read the *New York Times* article on payola, for the "quotes" attributed to him, he says, were not only drawn from his book "Rockin' America," they were also taken out of historical context. Check out the story in this week's Washington Report (Page 10).

Although it could not be confirmed at presstime, Street Talk hears that recently-resigned Selcom Radio President **BARBARA CROOKS** will soon be assuming a similar post at **BLAIR**, possibly as soon as next week.

Also unconfirmed is the widespread report that Spanish-formatted **KTNQ & KLVE/LOS ANGELES** have been sold for around \$40 million to an unidentified buyer. Apparently **MALRITE** made a serious effort to pick up the big-signal combo, but found itself outbid as the price climbed into the stratosphere. With all the secrecy surrounding the rumored transaction, it looks as if there's more to it than meets the eye.

If you haven't heard about **WESTWOOD ONE's** three-hour live national program to support the "USA For Africa" benefit campaign, see the article in this week's Networks column (Page 18).

**WYNY/NEW YORK** is making the most of the "USA" single by playing one line from the song and inviting listeners to identify the artist. Each time there's a correct answer, 'NYN sends a commemorative sweatshirt to the winner and \$1000 to the charity fund. The station plans to contribute a tidy \$16,000 to the cause.

Fundraiser fever struck Los Angeles March 10 when three generations of L.A. rockers — **BRIAN WILSON, JACKSON BROWNE**, and the **BANGLES** — performed as part of a "Trouble In Paradise" concert that netted over \$40,000 to support the local Inner City Law Center.

Following last week's Country Radio Seminar, the Country Radio Broadcasters elected **GREAT EMPIRE BROADCASTING** CEO **MIKE OATMAN** President. Named as 1986 CRS Agenda Chairperson was **WHN/NEW YORK** Promotion Director **SUSAN STORMS**.

Aircheck aficionados will be crawling out of the woodwork to hear **WROR/BOSTON's** "Rock 'N' Roll Reunion," slated for the St. Patrick's Day weekend. Featuring new custom TM jingles and intros, 'ROR has lined up such



local luminaries as **CHARLIE VAN DYKE, J.J. JEFFRIES, ARNIE GINSBURG, DAN DONOVAN, CHUCK KNAPP, MELVIN X. MELVIN, CARL DeSUZE, FENWAY**, and **LARRY JUSTICE**. Also on hand will be several musicians and other area celebrities.

Not to be outdone, Gold outlet **WJMK/CHICAGO** is having its own star-studded reunion April 11. Joining staffers **DICK BIONDI** and **RON BRITTAIN** will be **DEX CARD, HOWARD MILLER, BOB HALL, RON RILEY, ART ROBERTS, BERNIE ALLEN, CLARK WEBER, SAM HOLMAN, JIM LONSBERY, DON PHILLIPS, JIM STAGG, JOEL SEBASTIAN**, and **GENE TAYLOR**.

Across town, **B96/CHICAGO** morning man **DON GERONIMO** will return to Washington next week for afternoons at **WAVA**, leaving B96 with a prime opening. Don had earlier worked at **WPGC** as Asst. PD. Moving from the Windy City to the West Coast is former **WMAQ** morning talent **CHARLIE O'NEAL**, who's now wakin' 'em up in San Diego at **KCBQ**.

A realignment is taking place in the **EMI AMERICA** promotion staff. More details next week.

The rumors about a distribution and promotion agreement between **MCA** and **IRS** are heating up again. The official word is expected any day now.

**WCNN/ATLANTA** is a month into an evolution from all-News to solid Talk, with local programs during the day and **ABC TALKRADIO** and **CNN RADIO** shows overnight. **LUDLOW PORCH** returns to the station from **WSB**, replacing **ACE YOUNG** as PD/GM. **SCOTT REYNOLDS** is Program Coordinator, and this week **BRUCE BARTLEY** replaced News Director **MIKE KAVANAUGH**, who's joined **CNN Radio**.

Here's hoping **BONNEVILLE INTERNATIONAL** Sr. VP **JAY LLOYD** recovers quickly from an operation to battle a brain tumor. Jay's recuperating at Queens Hospital in Honolulu.

Get-well wishes also go out to **CAMEL RECORDS** President **BRUCE BIRD**, who's taking it easy following leg surgery.

Continued on Page 27



## ACE ENTERTAINMENT

### AMERICA'S FAVORITE ALBUM PROMOTION COMPANY!

MICHAEL PAPALE • BECKY PAPALE • HUGH SURRATT  
4443 VENTURA CYN. AVE. #206 • SHERMAN OAKS,  
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**NIK KERSHAW**  
**the riddle**

MCA 52544

THE NEW SINGLE  
FROM HIS FORTHCOMING ALBUM



**WORLD PREMIER**  
**WEDNESDAY MARCH 20, 1985**

**MCA RECORDS**  
DELIVERING THE MUSIC OF THE 80'S

# RICK JAMES

CAN'T STOP

1776GF

THE FIRST SINGLE  
FROM HIS NEW ALBUM

"GLOW"

1635GL



ON MOTOWN RECORDS & CASSETTES



MOTOWN DELIVERS  
ALWAYS HAS...  
ALWAYS WILL!



# Street Talk

Continued from Page 24



After a three-year stint as Manager/A&R at **WARNER BROS.**, **TOM WHALLEY** is the new Director/A&R for **CAPITOL**.

**KOPA/PHOENIX GM GARY GUTHRIE** has resigned his position after a little over three years with the station. He'll remain with **FIRST MEDIA** as a programming/management consultant.

All of us at **R&R** extend our condolences to **WB** promotion ace **MARC RATNER** on the death of his 28-year-old sister Jennie, who passed away February 26 in New York after a sudden illness.

**BARNEY ALES** is no longer President/GM of **PABLO RECORDS**, although he is maintaining an advisory position with the jazz label.



Also leaving his post this week is **CAPITOL** VP/Sales **SAM CITRO**, who exits after 15 years with the company.

Sad to hear that longtime New England advertising and radio sales exec **PETER TAYLOR** died last week of a heart attack. Peter, who was 40, was GSM at **WCIB/CAPE COD**.

**PHILLIPS PUBLISHING** last week finalized the sale of its biweekly newsletter *Radio News* to **JIM CARNEGIE**, publisher of *Radio Business Report* and *Insider Report*. The newsletter has been discontinued, and subscription obligations will be fulfilled with copies of Carnegie's two other newsletters, which will incorporate the *Radio News* name.

It's a gray day at **WNBC/NEW YORK**, as newsman **NEAL SEAVEY** passed away after a long illness. Neal, who was 47, spent most of his career at **WLNH/Laconia, NH**, where he was morning man and News Director.

Our sympathies also extend this week to **WKSJ/ASHEVILLE PD JOHN STEVENS** on the loss of his father.

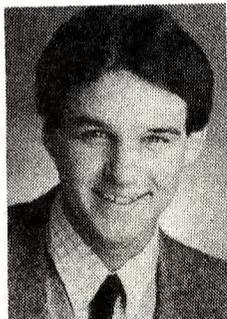
Call-letter changes include **KRBJ/SACRAMENTO** to **KCMY, KLAV/LAS VEGAS** to **KEZD, KYNN/OMAHA** to **KEDS**, and **WHBI/NEWARK** to **WVWK**.

In programming news, note that **KLPX/TUCSON**'s new PD is six-year station vet **BRYAN MILLER**, not **TODD CHASE**, as reported last week (see Page 3 for Todd's change of mind) . . . Former **WHUE/Boston**

OM **BILL HEIZER** takes the same post at new **FM WLKZ/WOLFEBORO, NH** . . . **WRQN/TOLEDO PD/MD BILL MITCHELL** has exited, and **OM KIRK KERN** will cover those duties until a replacement is named.

**KHFI/AUSTIN PD WAYLON RICHARDS** is now overseeing sister station **KBFM/McALLEN**, although **KBFM PD DAVE DELGADO** remains in his current position. **KFHI** is seeking a third personality — preferably female — to join its morning show . . . **WKKE/HUNTINGTON PD STEVE HAYES** resigns to program **WVLK/LEXINGTON** . . . **Q106/YORK PD/MD MARK MCKENZIE** steps down, but continues his midday show. He's replaced by PM driver **TOM SHANNON**.

**WKSJ/MOBILE PD BILL JONES** is moving to Jacksonville to take over as PD for **WCRJ-AM & FM** . . . A couple of Country MD changes this week, as **KEN SPECK** has left **WIRE/INDIANAPOLIS** for **KRPM/TACOMA**. Also, **KEVIN KASEY** segues from **WXCL/PEORIA** for **WWWI/WINSTON-SALEM** . . . Not far away, **WVBS/WILMINGTON, NC** is dropping A/C in favor of CHR, with new PD **BRYAN KRYSZ** and MD **SCOTT KERR** calling the shots.



Brian Casey

**BRIAN CASEY** from **KQ92/OLYMPIA, WA** is the new PD at **KO93/MODESTO**. He replaces **MIKE NOVAK** . . . **KATHERINE ALEXANDER**, part of **KJ103/OKLAHOMA CITY**'s morning team, has been promoted to MD . . . **WNVZ/NORFOLK MD/** midday personality **GREG SOUTH** is out.



Baby Bulletin: Drake-Chenault Regional Sales Manager **FRANKE JOLLE** and wife Coleen welcome Blair, their second child (2-22) . . . Consultant **DEAN LANDSMAN** and wife Robin produce Liliana Beth (2-28) . . . IRS Business Manager **MICHAEL O'BRIEN** and his wife Kim are proud parents of Eric Matthew (3-4) . . . **WNEW-FM/New York** newsman **MARTY MARTINEZ** and wife Nancy had Amanda Kate (3-6) . . . **WIN Communications** President **WALT TIBURSKI** and his wife Linda brought forth their first, Justin Eric (3-8) . . . **WMDM/Lexington Park, MD** morning man **JOE LEHAN** and wife Judy happily report the arrival of Robert Joseph.



*Just A Gigolo*

*I Ain't got Nobody*

1st Week  
One of the  
"MOST ADDED" CHR

WHTT	WZLD			
WNYS	WANS-FM			
B94	WZYP			
WHTX	WOKI			
B96	WFMI			
WGCL	KX104			
WKTI	WQUE-FM	KKFM	WQCM	WGLF
KHTR	WRNO	KSND	OK100	WHSL
KMEL	WKDD	KQMQ	95XIL	KFYR
K104	WKDQ	KHOP	WOMP-FM	WDBR
WLAN-FM	WMEE	KHYT	WCGQ	WSPT
98PXV	WJXQ	WFBG	KISR	KDVV
WRCK	KOFM	WZON	Q101	KGOT
WHTF	KAY107	WOAY	T94	KCDQ
WJZR	KEYN-FM	WIKZ	WXLK	SLY96
WNOK-FM	KF95	WZYQ	WIXV	KIST

The new single from David Lee Roth's *Crazy From The Heat*  
Produced by Ted Templeman  
On Warner Bros. Records and Cassettes • © 1985 Diamond Dave Enterprises, Inc.



## RADIO?

WE'VE DONE OUR HOMEWORK

CALL BOB FOR THE FACTS

BROKERAGE APPRAISALS

*The Mahlman Company*  
One Stone Place  
Bronville, New York 10708  
914-779-7003

BOB MAHLMAN  
BOB BIERNACKI BOB STEINBERG

# On The Records



KEN BARNES

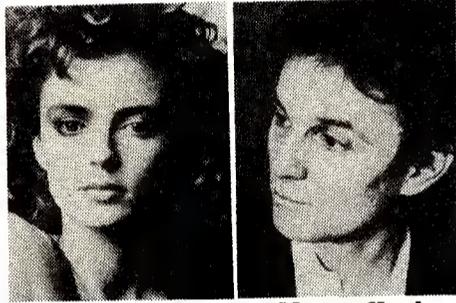
## HEAD VS. ROBEY STALEMATE AVERTED

### The Return Of The Cover Battle

Although Murray Head's version of "One Night In Bangkok" finally pulled ahead of the Robey cover, for a few weeks there we had the first knockdown, all-guns-firing, head-to-head (well, head-to-robey) cover battle in many years.

Cover battles haven't been completely extinct in the last few years, but most of the confrontations have turned out either one-sided or doubly unsuccessful. Foreigner and the New Jersey Mass Choir were pretty close for a while in their Black/Urban "I Want To Know What Love Is" combat, but the Choir has now pulled solidly ahead and Foreigner won all the marbles in pop anyway.

For a little while it appeared that Mama's Boys would give Quiet Riot a battle on "Mama Weer All Crazee Now," especially



Robey

Murray Head

with the edge of first release, but eventually Quiet Riot gained the bulk of AOR airplay and neither ended up much of a pop hit. ATF's English-language cover of Falco's "Der Kommissar" won an indisputable CHR victory.

One of the more intriguing battles came when Joe Stampley and Jimmy Buffett both revived "Brown Eyed Girl" last year. Stampley walked away with the Country airplay, while Buffett was the A/C champion.

Most record companies want to avoid such costly battles these days, while at the same time there's a dramatically reduced number of labels that can realistically contend on the same level. Therefore, like the battles between records from an artist's current label and older product reissued by a former label, cover battles have become a rarity. But, just as John Waite's "Change" illustrates, the Robey/Head confrontation goes to show that a lot of old record biz practices haven't quite died out yet.

#### Getting It Off Their Chess

"One Night In Bangkok" is interesting from a couple of other perspectives, too. It's the only excerpt from an as-yet-unstaged stage musical ("Chess") that I can remember becoming prominent. And it's got to be the only chess record since Bob Dylan's "Only A Pawn In Their Game." (That's apart from Chess Records, the famous blues/soul label of the '50s and '60s. It also discounts such artists as Queen, Stephen Bishop, the Rooks — Northwest band of the midsixties — and the Checkmates Ltd.) Booker T & The MGs' "Chinese Checkers" is about as close as I can recall any record getting to the game of chess. Maybe they should have called the song "One Knight In Bangkok."

Of the two "Bangkok" artists, Robey is a musical newcomer with a modeling background. Murray Head, of course, is best known for singing "Superstar" from the musical "Jesus Christ Superstar" (cowritten by "Chess" lyricist Tim Rice). But

Head has a 20-year career as a singer behind him; I first came across his name on one of those cheapie record club albums where unknown artists covered popular hits of the day (which was 1965). He's also released a few albums of his own songs, the most popular of which is probably "Say It Ain't So Joe," covered by Roger Daltrey.

#### Early Obsession

The Animation single "Obsession" was originally recorded (stop me if I've already mentioned this) by Holly Knight & Michael DesBarres on a single pulled from the soundtrack of "A Night In Heaven."

The core of Scottish band Simple Minds first recorded under the name Johnny & The Self Abusers.

Eric Clapton's "Forever Man" is co-produced by WB Records President Lenny Waronker, long an active producer. With Atlantic Chairman Ahmet Ertegun co-producing the Honeydrippers, are we seeing a trend of top executives returning to the studio?

#### Still More Egos

The flood of ego rock records continues, with AH-Hit Radio OM Paul Power suggesting Mickey & Sylvia's "Love Is Strange" for its "Sylvia... Yes, Mickey" exchange, plus Ray Charles's version of "I'm Moving On" ("I'm Ray Charles and I'm moving on") and Jimmy Clanton's "Go Jimmy Go." Typing that last entry, I was suddenly reminded of Gene Pitney's "Gene Are You There," which was sung from the viewpoint of either a blind or gravely ill Pitney fan longing for the personal reassur-

#### ARTISTS' REAL NAMES EXPOSED

### The Game Of The Name

Noch Kaminsky



In the never-ceasing search for interesting on-air trivia, one of the sure-fire standbys has always been the real name of an artist who changed it for reasons of esthetics or showbiz convenience. Informing your listeners that Conway Twitty was born Harold Jenkins or Adam Ant is really Stuart Goddard can spice up a back-announce and add a little aura of inside knowledge.

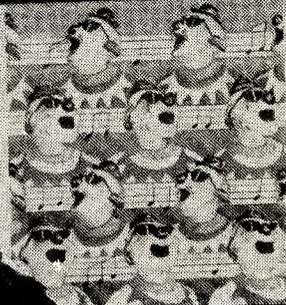
But you either had to have a great memory or a good filing system, because real names weren't the kind of data that were collected in one place. But now it's been done. Glenn Baker, Australia's leading music historian/journalist/anthologist/trivial pursuer, has compiled a book called "The Name Game" which lists real names for over 2000 pseudonymous artists. The book's timespan extends well before the dawn of rock, and it's especially strong in '50s and '60s artists, which makes it handy for oldies specialists. But it's remarkably up to

date for current artists as well.

"The Name Game" is slated for American publication sometime this year, although right now it's available in Australia only. I'll supply U.S. publishing info as soon as I'm notified, but if you must get a jump on the competition, try Australian publisher Kevin Weldon & Associates, 43 Victoria St., McMahon's Point 2060, NSW, Australia. Now all we need is a companion volume listing real names of air personalities...

### The Name Game

THEIR REAL NAMES REVEALED



LaDonna Andrea Gaines

#### Self-Correction Is Good For The Soul

Before I get flooded with finger-pointing phone calls and letters, I should correct some omissions that I noticed in recent columns on one of the rare occasions I reread them. For one thing, I really didn't forget to put the Hustle in that marathon list of dances; it was on the original list but mysteriously vanished somewhere between the word processor and the printer.

Also, my Eric Carmen historical profile skipped perhaps his best early pre-Raspberries record, a single called "Get The Message" by Cyrus Erie which was the basic blueprint for "Go All The Way" and other rockers. No excuse for that one except temporary (I hope) brain damage.

A couple of final telephone song notes. A few Capitol staffers have pointed out that the touchtone phone solo in Sugarloaf's "Don't Call Us We'll Call You" is actually the Capitol headquarters number — (213) 462-6252. And Dick Bartley's network oldies show "Solid Gold Saturday Night" has come up with a highly appropriate new number for its request line: (800) 634-5789. Wilson Pickett is probably dialing even as I write.

A few more updates and additions. I said at the time I was leaving myself wide open for corrections when I couldn't think of any Janis Joplin tribute records. KOST/Los Angeles midday man Mike Sakellarides could: "In The Quiet Morning" by Joan Baez. Tad Griffin of KELT/Harlingen, TX brought up "Reflections," a cut off the Charlie Daniels Band's "Saddle Tramp" LP that salutes Elvis Presley, Joplin, and Lynyrd Skynyrd's Ronnie Van Zant. And Louis Iacueo, who's forgotten more about the '50s than I ever knew, mentioned a Johnny Ace tribute called "Johnny Has Gone" by Varetta Dillard from 1955.

E/A VP/Promotion Mike Bone, a label loyalist, cites Howard Jones's "New Song" as a record with an unsung title. And Atco National Singles Director Marc Nathan took the time to suggest another phone song, "Remember What I Told You To Forget" by the Tavares, which has a phone call premise, and to tell me that it's Tony Sales, not his brother Hunt, who's in Chequered Past.

Finally, 1984's Grammy Handicap winner, WZOZ/Oneonta, NY PD Joe Moss, this year offered his listeners the chance to pick winners in eight Grammy categories. Wonder if any of them, unlike R&R's contestants, got all eight right?



#### ONE YEAR AGO TODAY

- WALTER LEE SR. VP/MARKETING & PROMOTION AT CAPITOL
- BRUCE HINTON SR. VP/IGM FOR MAC/NASHVILLE
- TEX MEYER NAMED VP/IGM AT WBZZ/PITTSBURGH
- LEE DE YOUNG NEW PD AT WCLR/CHICAGO
- STEVE KINGSTON BECOMES PD AT WBSB/BALTIMORE
- PHIL STRIDER NAMED PD AT KZOK & KJET/SEATTLE
- #1 CHR: "Jump" — Van Halen (WB) (5th week)
- #1 A/C: "Got A Hold On Me" — Christine McVie (WB) (3rd week)
- #1 Black: "Somebody's Watching You" — Rockwell (Motown) (5th week)
- #1 Country: "Let's Stop Talkin' About It" — Janie Fricke (Columbia)
- #1 AOR Track: "You Might Think" — Cars (Elektra)
- #1 LP: "1984" — Van Halen (WB) (8th week)

#### FIVE YEARS AGO TODAY

- NORM GREGORY NAMED GM AT KZOK/SEATTLE
- #1 CHR: "Another Brick In The Wall" — Pink Floyd (Columbia) (2nd week)
- #1 A/C: "Longer" — Dan Fogelberg (Full Moon/Epic) (3rd week)
- #1 Black: "Stomp!" — Brothers Johnson (A&M) (2nd week)
- #1 Country: "Why Don't You Spend The Night" — Ronnie Milsap (RCA)
- #1 LP: "The Wall" — Pink Floyd (Columbia) (6th week)

#### TEN YEARS AGO TODAY

- GERRY PETERSON RESIGNS AS KHJ/LOS ANGELES PD
- #1 CHR: "Have You Never Been Mellow" — Olivia Newton-John (MCA) (4th week)
- #1 A/C: "Lovin' You" — Minnie Riperton (Epic)
- #1 Country: "Before The Next Teardrop Falls" — Freddy Fender (ABC/Dot) (2nd week)
- #1 LP: "Physical Graffiti" — Led Zeppelin (Swan Song/Atlantic)



# Jack Wagner

**"Lady Of My Heart"**

**The New Single**

**Released by**

**Popular demand**

**As a result**

**Of airplay on TV's**

**"General Hospital"**

**Produced by**

**Clif Magness**

**And Glen Ballard.**

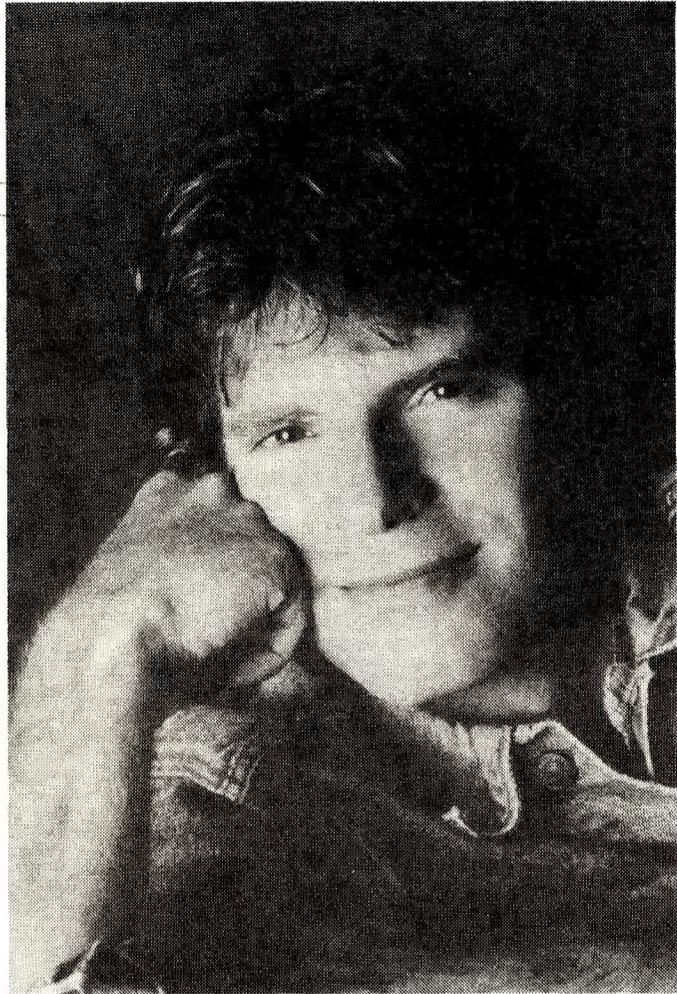
**From the Hit Album**

**All I Need.**



On Quest Records and Cassettes. Marketed by Warner Bros. Records Inc. © 1985 Quest Records

# "ROCK AND ROLL GIRLS"



The second single from John Fogerty's  
**"Centerfield"**

**CHR BREAKERS**

Arranged and produced by John Fogerty



© 1985 Warner Bros. Records, Inc.

R&R

Datebook

SEAN ROSS

## The Fixx Is In

*Creem* once described the **Fixx** as "influenced by everyone from **Bryan Ferry** to **Lou Gramm**." Despite this seeming diversity, the **Fixx**, because of its subject matter, has usually gotten lumped in with other "jangle rock" bands such as **U2** and **Big Country**. Guitarist **Jamie West-Oram** was the last to join his group, answering their ad in *Melody Maker* after they'd issued two British 45s as the **Portraits**. West-Oram's addition gave the band enough confidence to finally quit their day jobs, and they released a single, "Lost Planes," on British **101 Records** (as the **Fix**) before coming to the attention of **MCA**. West-Oram will turn 32 on Monday.

### Post-Fame

Having spoken out last year about being typecast as "just another chick singer," **Irene Cara** has apparently decided to give herself a while off before issuing another LP. Cara, who'll celebrate her 26th birthday on Monday, recently finished making "Certain Fury" with **Tatum O'Neal**. Her first hit "Fame" wasn't even intended as that movie's hit song; the first single to actually come from the film was **Linda Clifford's** "Red Light." "Fame" was pulled off a few weeks later at the behest of some programmers. The intervals between Cara's LPs have been progressively longer. A year between "Fame" and her first solo LP, then almost two years before the "What A Feeling" LP... so expect to hear from her again sometime around midsummer.

### MONDAY, MARCH 18

1965/The **Rolling Stones** are arrested for urinating on the wall of a London gas station and charged with "insulting behavior." Station attendants had refused to let the group use the men's room.

1967/Within a week of **Harry Vanda's** 20th birthday, "Friday On My Mind" by the **Easybeats** is released in America. While the group was amazingly prolific in their own country, "Friday" is their only solid U.S. hit.

1968/The **Steve Miller Blues Band** featuring **Boz Scaggs** releases its first single, "Sittin' In Circles."

1982/**Teddy Pendergrass** is paralyzed from the waist down in an auto accident. Between the process of recovery and label hassles, it will be two years before Pendergrass records again. In fact, Teddy's manager **Shep Gordon** now claims that his singer's contributions to the film "Choose Me" were primarily meant as a way of circumventing rules that would only let Pendergrass record on soundtrack LPs.

Birthdays: **Charley Pride** 1933, **Wilson Pickett** 1941.

### TUESDAY, MARCH 19

1958/Guitarist **Link Wray's** instrumental "Rumble" is released. On the same day **Simon & Garfunkel** release their first single as **Tom & Jerry**.

1963/More than 20 years before the cultural boycott of South Africa comes to public attention, 50 folksingers meet at New York's Village Gate to plan their counterprotest of **ABC's** folk "Hootenanny" series. The show had blacklisted **Pete Seeger** and the **Weavers**.

1980/**Bob Seger** begins his "Against the Wind" tour in Fayetteville, NC.

Birthdays: **Clarence "Frogman" Henry** 1937, **Ruth Pointer** 1946, **Ross Valory (Journey)** 1942.

### WEDNESDAY, MARCH 20

1968/**Eric Clapton, Neil Young, Richie Furay, and Jim Messina** are arrested for "being at a place where it is suspected marijuana is being used."

1969/**John Lennon** and **Yoko Ono** get married.

1970/**David Bowie** and **Angela Barnett** get married.

1980/British pirate station **Radio Caroline** sinks and goes off the air for more than three years.

Birthdays: **Jerry Reed** 1937, **Carl Palmer** 1951.



### THURSDAY, MARCH 21

1970/The **Guess Who's** "American Woman" is released.

1976/**David Bowie** and **Iggy Pop** are arrested in a Rochester, NY hotel room and charged with possession of six ounces of marijuana.

### FRIDAY, MARCH 22

1956/**Carl Perkins**, on his way to New York to appear on the "Ed Sullivan Show," is injured in a car accident in Wilmington, DE. Perkins is hospitalized for several months, during which time **Elvis Presley** covers "Blue Suede Shoes." Perkins never completely recovers, physically or careerwise. He does continue to record and releases a solo LP on **Jet** in 1978.

1958/At the urging of his mother, **Hank Williams, Jr.** makes his stage debut in Swainsboro, Georgia at age eight.

1974/**Ten Years After** give their last concert.

1982/**David Crosby** is arrested in Los Angeles for possession of Quaaludes and drug paraphernalia, driving under the influence of cocaine, and carrying a concealed pistol.

Birthdays: **Andrew Lloyd Webber** 1948, **Harry Vanda** 1947, **George Benson** 1943.

### SATURDAY, MARCH 23

1963/"Surfin' USA" is released.

1964/**John Lennon's** first book, "In His Own Write," is published.

1975/**Bob Dylan, the Grateful Dead, Neil Young, Joan Baez, and Graham Central Station** perform a benefit to raise money for the San Francisco school system, which has been forced to cancel most sports and extracurricular activities owing to a budget deficit. Although the concert raises almost \$200,000, the school system upstages it by announcing the same day that it's "found" \$2.1 million.

Birthdays: **Chaka Khan** 1953.

### SUNDAY, MARCH 24

1958/**Elvis** is inducted into the Army.

1962/The **Crystals' "Uptown"** and the **Shirelles' "Soldier Boy"** are both released.

# CALENDAR



BRAD MESSER

## Making News Pay

It isn't unusual to hear newspeople complain that sales makes no effort to pitch the newscasts, and therefore news, which should command a premium rate, looks like a money-eater and runs the risk of budget axe decapitation. These newspeople would feel much more comfortable if their jobs could be shown to generate black numbers in the station's ledger.

An ambitious news director can utilize two specific tactics to reach the strategic goal of visibly creating cash flow.

Sales must be helped to understand what's for sale. Give your salespeople some ammunition in the form of product information. Exactly what made your news worth a premium in recent weeks? What scoops did you produce? What particularly interesting stories? Get an award?

Just as a car salesman must be able to spout specifics such as horsepower and mileage, radio time sellers should have substantive information about what puts your news above that of the com-

petition and in precisely what way you make a contribution to the community welfare. A succinct list of "what we did great" is extremely valuable. Even more useful is a cassette of recent "great moments in our news."

The news director also has the resources to create special packages which can generate spot sales. Just about any planned series of reports will do . . . a weekly show about cars and drivers, the ski report, an extended pre-weekend weather forecast, a daily sports program, ten or twenty reports on a one-time event such as the rodeo . . . just about anything can be structured to be sponsored.

Tell sales what's special about the newscasts you have already aired, then go the extra step and create report packages that can carry sponsorships.

There's no question that news can bring in money if sales understands what's special about your product.

### Spacewalk 20th Anniversary

**MONDAY, MARCH 18** — Twentieth anniversary of the first spacewalk (1965). Soviet Lt. Col. Alexei Leonov stayed outside his orbiting spaceship 20 minutes.

1961 — Pillsbury Doughboy created. 1931 — Schick sold first electric shaver. 1902 — Caruso became first famous singer to cut a record. 1886 — Bryn Mawr College opened. 1825 — Most destructive US tornado tracked 219 miles from Redford, MO to Princeton, IN killing 695, injuring 2027 and causing \$17 million in property damage.

Evacuation Day holiday in Boston. Wilson Pickett 44. Charley Pride 46. George Plimpton 58. Peter Graves 59.

### Last Full Day Of Winter

**TUESDAY, MARCH 19** — A major snowstorm hit Italy on this date in 1755 and created massive drifts at Bergamotto, where three women sought shelter in the ruins of a stable. As snow continued to fall, the stable was completely covered. Rescuers reached them 37 days later and found all three women still alive.

1932 — "Henry" comic strip created by Carl Anderson. 1831 — Ed Smith pulled first US bank robbery (\$254,000 from City Bank of New York) and was caught six weeks later after a \$60,000 spending spree.

Swallows traditionally return to San Juan Capistrano, CA. Ursula Andress 47. Phyllis Newman 50. Philip Roth 52. Irving Wallace 69.

### First Day Of Spring

**WEDNESDAY, MARCH 20** — Nevada, trying to save the state economy from ruin during the Great Depression, legalized gambling and quickie divorces in 1931.

Spring begins at 11:14am EST. All parts of Earth get nearly-equal amounts of sunlight and darkness today.

1934 — Radar demonstrated by Rudolph Kuhnold, whose system wasn't practical. 1883 — International Patent agreement signed. 1852 — Uncle Tom's Cabin published. 1865 — President Abe Lincoln missed a planned appearance at Soldiers Home near Washington where, it was later learned, John Wilkes Booth had been waiting to kidnap him. Booth assassinated Lincoln less than a month later.

Bobby Orr 37. Jerry Reed 48. Hal Linden (Harold Lipshitz) 54. Fred "Mr." Rogers 57.

### Selma-To-Montgomery

**THURSDAY, MARCH 21** — Under protection of the federalized Alabama National Guard and US troops, about 3000 civil rights demonstrators began a 54-mile walk from Selma to the Alabama state capitol at Montgomery, 20 years ago today in 1965 (after false starts on the 4th and 7th). They were publicizing the lack of black voter registration in the South. Led by Rev. Martin Luther King Jr., the demonstrators' ranks had grown to 25,000 on the fifth and final day.

1963 — Alcatraz prison closed. 1961 — First appearance at Cavern Club, Liverpool, by John, Paul, George, and Ringo. 1918 — Paris bombarded by German guns 75 miles away (World War One). 1617 — Pocahontas (Mrs. John Rolfe) died at age 22 during visit to London.

Eddie Money 37. Actor James Coco 56. Johann Sebastian Bach born 1685.

### Legal Grass Recommendation Ignored

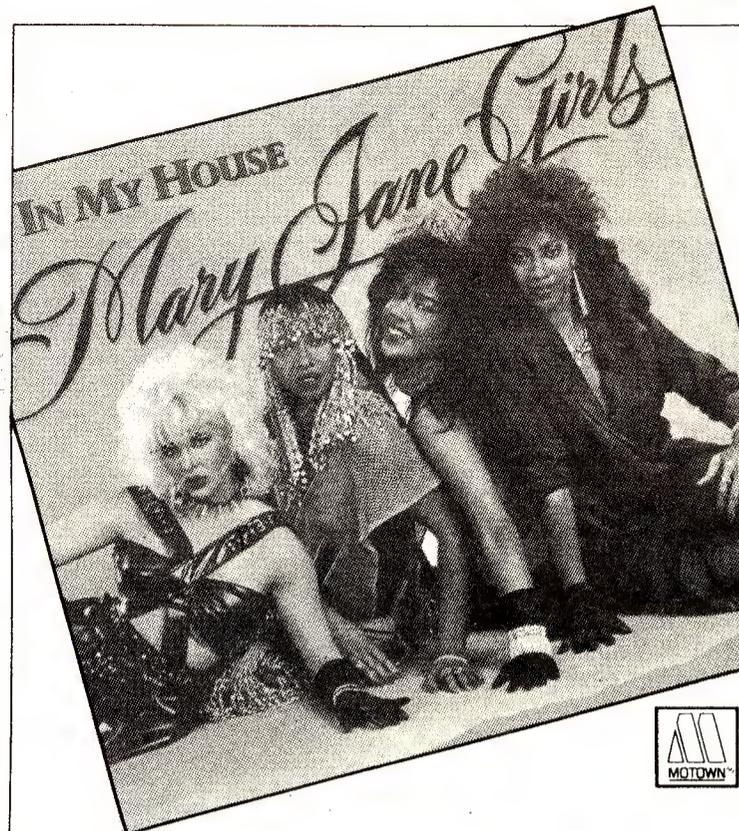
**FRIDAY, MARCH 22** — The President's Commission on Marijuana and Drug Abuse, after a series of hearings in major cities coast to coast, issued its final report in 1972, recommending that criminal penalties for possession of marijuana be eliminated. President Richard Nixon ignored his Commission's report.

1981 — First Class stamp from 15c to 18c. 1958 — Elizabeth Taylor widowed when Mike Todd died in plane crash. 1794 — Congress outlawed international slave trading.

William Shatner 54. Stephen Sondheim 55. Marcel Marceau 62. Karl Malden (Malden Sekulovich) 72.

**Saturday (3-23) 1968** — Beatles released "Lady Madonna." 1942 — Japanese-Americans moved from West Coast homes to World War II internment camps. 1775 — Patrick Henry said, "Give me liberty or give me death!" Moses Malone 31. Maynard Jackson 47. Dr. Roger Banister (First four-mile runner 1954) is 56.

**Sunday (3-24) 1964** — Kennedy half-dollar coin issued. 1955 — San Francisco Mint issued its final coin (penny) and closed.



# MARY JANE GIRLS

## IN MY HOUSE

### CROSSING FAST CHR:

CKOI	WNOK-FM	KCAQ
I95	WZLD	KSKD
WHYT	KITE	WFBG
KMEL	KAMZ	WQCM
Q100	KSET-FM	WSQV
WERZ	WOKI	WJAD
93Q	WFMI	T94
WKRZ-FM	Y106	Z102
WTLQ	KOFM	KKQV
WJZR	WHOT	KIST
	KKFM	

### BLACK/URBAN CHART: 12

BILLBOARD ALBUM CHART: 150\* - 92\*  
& OVER 150,000 ALBUMS

MOTOWN DELIVERS,  
ALWAYS HAS . . .  
ALWAYS WILL.



# Air Personalities



DAN O'DAY

## Job-Hunting Survival Guide — Part Four

Some final notes on your tape & resume package:

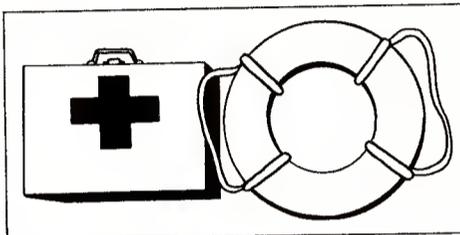
Should you include a photo of yourself? Opinions vary on this. Personally, I'm not particularly drawn to the idea of enclosing a photo, but that might be because of my complete lack of resemblance to Mel Gibson.

Many PDs like to see a photo before they bring you out for an interview — especially if they're hoping you'll be making lots of personal appearances on behalf of the station. But inasmuch as only a few PDs are going to ask for an in-person interview, I think you can afford to wait for them to ask for an additional tape w/photo.

The main reason I don't see much value in photos is the potential harm they can do outweighs the good. Let's contrast two scenarios:

(PD looking at photo of attractive-looking jock whose aircheck he or she's just heard:) "Pretty good tape... Oh, and here's a photo. Not a bad-looking guy..."

(PD looking at photo of ugly jock whose aircheck he or she's just heard:) "Pretty good tape... but, oh, look at this guy! What a barfer! Let's put him back on the bottom of the pile..." But if the PD were to talk to the jock before seeing the picture, the PD might get a chance to like the guy... which can influence his response when he does finally see what the jock looks like.



If you do insist on enclosing a photo, elsewhere or this page are some handy — if slightly less than serious — guidelines on what type of appearance is preferred by each major format, compiled with the assistance of my good friend Terry Moss.

I think WJBR/Baton Rouge's Stewart McRae has the best idea for those who want to give some indication of what they look like without going the 8 x 10 glossy route: "I personally like to see Xeroxed copies of newspaper clippings. Instead of a basic photo of you, why not send a clipping of you and the mayor at a grand opening? It shows you can get the good local press."

## Beware Dubious Placement Services

A while back I received a letter from KSYN & KQYS/Joplin, MO's Rick Schramm, who mentioned he had had a bad experience with a radio job placement service. I asked him to fill me in on the details; here's his reply:

"This individual talked about my talent as very great; he could tell over the phone. He talked about large markets and large salaries in the Northwestern USA. Of course he had many contacts and would manage my contract personally. All I had to do was send him six resumes, six tapes, and six 8 x 10 glossies along with my \$100 registration fee. He would make the arrangements for interviews and flights, and there was a good chance that his contract arrangements would include the new employer paying his fee.

"I waited to get the contract before sending my deposit, and it all looked very professional and above board. So in went the cash, T&R, etc. After waiting 2½ weeks to hear back, I tried to call ASAP. After two

weeks of that and then one week of no answer, a computer voice on the other end of the line told me 'the number is no longer in service.' You lose \$100, do not go to jail, do not pass go."

I've tried to track down this outfit to get its side of the story, but it seems to have disappeared. One moral to this story is: Anyone who says he can tell from speaking to you on the phone that you're a great talent is someone to stay far, far away from.

There are reputable job placement firms in existence, and we'll take a look at some of them in a future column.

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

How long can O'Day continue to write about job-hunting? And what can broadcasters do to get him to talk about something — anything — else? Be with us next time, as this series draws to — or, at the very least, rapidly approaches — its conclusion.

## The Radio Job-Hunter's Guide To Format Photos

**AOR:** The two key elements for an AOR jock are the mustache and the T-shirt. All AOR jocks should sport mustaches — including women. Your T-shirt should feature an unassailably hip rock group. (Leave your DeFranco Family shirt in the closet for this photo session.)

**CHR:** No mustache... unless you have the type of mustache that no one ever realizes is there. Wear a clean T-shirt, preferable showcasing your station's call letters, dial position, and slogan.

**C&W:** Full beard (the Hank Jr. look). Any T-shirt will do, as long as it promotes a beer. (But don't wear a "lite beer" T-shirt unless you're angling for a crossover Country gig.) Cowboy hats? Too obvious. I asked Charlie Cook about bandanas, and he replied, "Only if you're applying for a management position."

**A/C:** Lush mustaches are okay; otherwise go clean-shaven. Your hair (and your lush mustache, if you have one) should be blow-dried. And, of course, you don't wear a T-shirt; wear a sweater and try to make it look like it doesn't make you itch.

**URBAN CONTEMPORARY:** Billy Dee Williams mustache, curly-looking hair. The steely, serious expression in your eyes should be reinforced by your white shirt and tie.

**JAZZ:** Wear shades. Your hair isn't important. What is important is that you be shown listening reverently to the sounds of Charlie Parker. (It's not necessary to display the record cover; just be sure to look like you're listening to the Bird.)

**NEWS/TALK:** Obviously, a suit and tie. And be sure to show lots of teeth. Employers often fear close-lipped applicants are trying to hide the ravages of gum disease, which can both turn off your guests and lessen your chances of cross-promoting the station by cohosting "PM Magazine."

## PDs Comment On Cover Letters

Rick Singer, WOOS/Canton: "First impressions mean a lot, and you sure don't get a good first impression when you open a package and find a cover letter and/or resume that is poorly handwritten (in several cases the notes have never been scratched on binder-type lined paper)."

Joe Moss, WZOZ-FM/Oneonta, NY: Pet peeves include tapes and resumes sent without cover letters... and people who don't take the time to spell my name correctly (and mine is easy to spell) or don't proofread their letters, which



Joe Moss

often have terrible spelling or embarrassing grammar. Would I hire someone who might speak as badly as he or she writes?"

Rick Singer: "A classic example of a bad cover letter is having a jock write to say how he/she would love to work at your great radio station... and then proceed to explain that you should hire them because they know they could make your radio station better to listen to. I'm looking for a jock to execute the format... not a consultant."

Lee Martin, EAZY101: "I will not even consider a resume which states the objective as 'seeking to utilize my talents and skills in Communications, Public Relations, or related fields. If you come to me, you should know specifically what you're after and have the talent and experience to back it up.'"

Joe Moss: "Another pet peeve is the person who is a jack-of-all-trades. The one who can do mornings or be my copy-writer, production manager, news director, salesperson, sportscaster, etc. I'd rather have someone who is an expert in one field than an amateur in six."

### AIRCHECK COMMENTS

George D. Nice, WCAU-FM/Philadelphia: "Never offer a prospective employer anything other than samples of your very best work."

Rick Singer: "A real pet peeve I have with tapes is when it is not an aircheck but a

cutesy little story or performance with the talk breaks and commercials woven into the story line. (This is a technique I believe some of the broadcast schools teach.)"

## Following Up Your T&R

After you've sent your T&R to a PD, your anxiety level is likely to increase as each day passes without your telephone ringing. There's nothing wrong with calling the PD after your tape has arrived (figure out how long it should take to get there and then call three or four days later) and saying, "Hi, this is Ed Jock. I sent you a tape & resume about ten days ago, and I'm just calling to make sure it arrived safely."

What you really mean is, "Hi, this is Ed Jock. Did you like my tape? Are you gonna hire me? You haven't already hired someone else, have you?" The PD knows that's what you really mean. If you're lucky, you'll be told one of two things:

1) "Yeah, I listened to it the other day and liked it. You're in the running."

or

2) "Yeah, You're not what we're looking for." The first answer will give you a big boost to your ego. The second will allow you to stop worrying about that particular job and concentrate on another one.

What you want to avoid is calling the PD every couple of days to find out if you've got the job. Let's face it: If the PD wants you on the air staff, he or she will pick up the phone and call you.

# THE ASCAP SWEEP CONTINUES

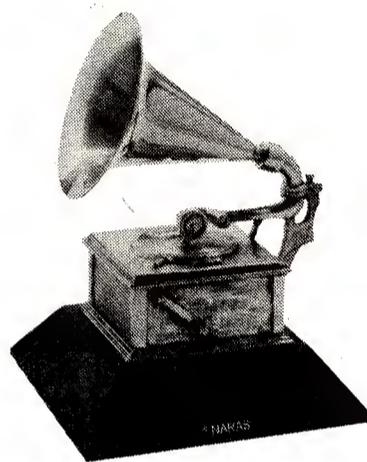
**ASCAP MEMBERS CAPTURE ALL 7 GRAMMYS FOR SONGWRITING**



**BEST CAST SHOW ALBUM**  
**"SUNDAY IN THE PARK WITH GEORGE"**  
Stephen Sondheim



**BEST CLASSICAL COMPOSITION**  
**"ANTHONY AND CLEOPATRA"**  
Samuel Barber



**SONG OF THE YEAR**  
**"WHAT'S LOVE GOT TO DO WITH IT"**  
Terry Britten (PRS)\*



**BEST INSTRUMENTAL COMPOSITION**  
**"THE NATURAL"**  
Randy Newman



**BEST RHYTHM & BLUES SONG**  
**"I FEEL FOR YOU"**  
Prince



**BEST ALBUM OR ORIGINAL SCORE WRITTEN  
FOR A MOTION PICTURE OR A TELEVISION SERIES**  
**"PURPLE RAIN"**  
Prince and The Revolution, John L. Nelson, Lisa & Wendy



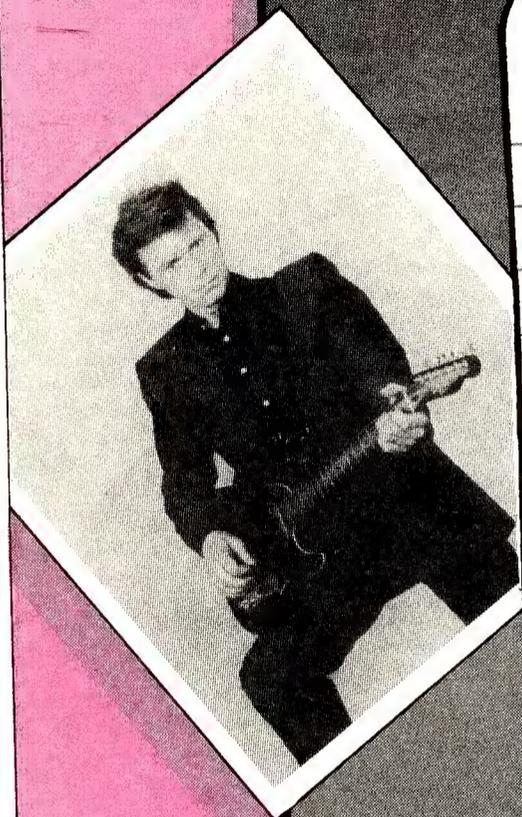
**BEST COUNTRY SONG**  
**"CITY OF NEW ORLEANS"**  
Steve Goodman

**ascap**  
American Society of Composers, Authors & Publishers

# DAVE EDMUNDS "High

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

**Open To All R&R Readers\***



**Tell Us Your Most Memorable  
"HIGH SCHOOL NIGHT"**

- **Enter in either of two categories:**
  - 1) "G" (General Audiences)
  - 2) "R" (Risque But Not Rude!)
- **Our panel of judges will pick the most memorable entry in each category to win.**
- **In each category, grand prize is a \$2000 DONATION by Columbia Records in your name to your high school or the educational institution of your choice.**
- **In addition, winner in each category receives a Sony CD-5 CD player and a dozen Columbia CD's.**
- **Entries must be received by MIDNIGHT, APRIL 5th.**
- **Listen to "HIGH SCHOOL NIGHTS" for appropriate musical inspiration!**

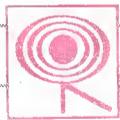


# School Nights" Contest

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

## ENTRY FORM

"My Most Memorable High School Night"



**\* DAVE EDMUNDS "HIGH SCHOOL NIGHTS" CONTEST RULES**

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

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

**MAIL COMPLETED ENTRIES TO:**

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

# Contemporary Hit Radio



JOEL DENVER

**\$70,000 BOUNTY**

## KEGL Raises Reward To Flush Out Killer

Nothing brings home the meaning of life more than death itself, especially when it's someone in your family or a coworker. But when the loss points to foul play, the emotions are exponentially intensified.

Twenty-one year-old KEGL/Dallas receptionist Angela Ewert had just been promoted to Programming Secretary for PD Randy Brown. "It's unbelievable," he said, recalling the chain of events which began December 11 when police found her abandoned car. "Angela was due to start her new position the day after she disappeared. We hesitate to call it a death, because her body has yet to be found. But authorities discovered her purse in a creek near the location of the other bodies."

### Task Force Mobilized

Those "other bodies" refers to a string of similar murders dating back to last October. "Ft. Worth police have formed a task force to investigate, and they've been looking at the five cases which geographically fit a pattern. There have been a few other murders which are close in some respects, but a direct link between them and the original five hasn't been established publicly in order to keep everyone calm."

The police have been struck by a pattern which seems to be emerging more clearly each time another victim is discovered. According to Randy, "All of them are young, attractive girls who have modeled or have contacts in the fashion district. One woman also worked in the media at an advertising agency. Several of them either vanished, resided, or were found near the TCU campus or in Ft. Worth."

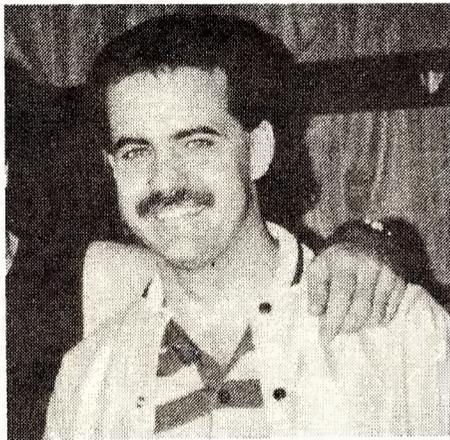
"Ft. Worth police have formed a task force to investigate, and they've been looking at the five cases which geographically fit a pattern."

— Randy Brown

### Suspects Being Questioned

The chain of terror is still a constant topic of conversation, and the task force has been working hard "to look under every rock and stone for evidence leading to an apprehension. So far, they've picked up two suspects for questioning, and a third is now being probed for clues. No breaks so far."

Randy described Angela's relationships with people at KEGL as fairly normal. "No one was real close to her, but she was active in our promotions and quite open and friendly. As a matter of fact, you could say she was very sweet, straight, and bubbly. She wasn't the kind to overindulge in any vices or hang out with the wrong type of people."



Randy Brown

### The Eagle Flies Into Action

Reaction at KEGL was one of disbelief. "The first thing we did was to go on the air with an announcement about her disappearance, which we wouldn't ordinarily do, but since it was one of our own we felt a real need to alert the public that something had happened."



Eagle 97's celebrity auction raises big money.

"Then (VP/GM) Norman Rau went on the air with an announcement that the Southwest Bank Of Ft. Worth had put together an account called the 'Southwest Reward Fund.' KEGL, the bank, and Crimestoppers each donated \$1000 for tips leading to the arrest and indictment of those involved. We did PSAs for several weeks appealing for more donations, which came in from an aware and anxious public."

"One victim's family kicked in \$50,000 for a total of \$70,000 to help us find a suspect that can be tried and convicted."

— Randy Brown

### Celebrity Auction

"Though the reward fund hit over \$7000, it was a paltry sum for the number of lives involved. To fatten the kitty to help bring people forward, we staged a Celebrity Auction at a local club called Manhattans February 19. All of our folks were there, as well as local TV celebrities, pro ballplayers from the Cowboys, Mavericks, and Rangers, and a number of local area wrestlers with major followings."

The auction netted over \$17,000 from sales of personal paraphernalia, jackets, sports equipment, and autographs. "One victim's family kicked in \$50,000 for a total of \$70,000 to help us find a suspect that can be tried and convicted."

"It's sad, but it's one of those things where you can only do so much. And all we can do is make the community aware of it, and it's worked. Gun sales are reaching an all-time high, and you can't even find a can of Mace for sale. The Ft. Worth police did a self-defense demonstration at the auction, as people are pretty scared about it all."

Drawing a parallel to the idea that "it can't happen here," Randy noted, "No one ever expected something like this to happen in Ft. Worth. Maybe in Dallas, but not in the little community of Ft. Worth. We've all been emotionally spent, and this tragedy has weighed heavily on us all. We just want it to be over with."

## It's All In This Book

Few of us have the time or inclination to put all we know about radio on paper, and then be bold enough to publish it for all to see. However, **WRKR/Racine-Milwaukee PD Pat Martin** sees it differently, as he's just published his fourth book, "Pat Martin's Major Market Method."

His philosophy behind it? "I'm certainly not going to get rich selling this book, but it's hoped those who read it will make radio become even stronger than it already is. All of us have an obligation to teach and help groom young broadcasters."



Pat Martin

### A Decade Of Development

Pat began preparation for the book while programming **WSPT/Stevens Point, WI**, where he helped launch the careers of such notables as **WLS-FM/Chicago PD Dallas Cole, B96/Chicago morning man Don Geronimo, KZZP/Phoenix morning personality Chris Shebel**, and Milwaukee broadcasters **Tom Carr (WML)**, **Terry Gibson (WQFM)**, and **Dave Marx (WLUM)**.

"The book was designed to address all of the common occurrences an air personality

might have to face. It's also good for PDs, as it could literally turn around the sound of a station. The PD is the coach or leader and can gain a lot of insight into how a creative air talent might want to approach his career. And an on-air personality looking to improve his skills can pick up valuable tips on organization, writing and presenting humor, and building the right relationships within his current or future stations."

Among the topics covered in the book are motivation, one-to-one communication, show preparation, and making the right career moves, including a career planning guide. The book, which is dedicated to **Bill Gavin**, sells for \$20 and may be ordered by writing to Pat Martin, 906 West Montana Ave., Milwaukee, WI, 53215.

Pat's other published works are "Secrets Of Programming Power," a basic operations manual for a beginning programmer; "Secrets Of Country Music Radio," with details on how to put one on the air from scratch; and "History & Development Of The Country Music Format," written by **Rick Stockdell**.

# RADIO USA *for* AFRICA THE RADIO SPECIAL

First there was the tragedy of famine in Africa... then the success of Britain's Band Aid project... then came the incredible response from 45 of the biggest stars in American music... and now there's the radio event that will bring together the artists who created "We Are The World" with the radio stations now carrying the message—**RADIO USA for AFRICA.**

On Sunday, April 21, Westwood One will join United Support of Artists for Africa, Ken Kragen and CBS Records to present the story behind "We Are The World" in the words and music of the artists who took part in the historic recording.

This special event will originate live from Westwood One's studios in Culver City, California, and will be available to every radio station capable of receiving the digital stereo signal from the Satcom 1-R communications satellite.

Westwood One is contributing all production personnel, studio facilities and satellite distribution, as well as donating all net advertising revenue to USA for AFRICA, Inc.

We are encouraging all radio stations to make **RADIO USA for AFRICA** the focal point of their contributions to the cause of hunger relief in Africa and America, so mark **April 21** on your calendar as the date you and your listeners can make a difference by becoming involved.

Join the biggest personalities in national radio as they present the biggest names in American music including Bryan Adams, Harry Belafonte, Ray Charles, Chicago, Hall & Oates, Corey Hart, Jermaine Jackson, Michael Jackson, Waylon Jennings, Quincy Jones, Cyndi Lauper, Huey Lewis & The News, Gordon Lightfoot, Bette Midler, Joni Mitchell, Anne Murray, Willie Nelson, Steve Perry, The Pointer Sisters, Prince, Lionel Richie, Kenny Rogers, Diana Ross, Paul Simon, Bruce Springsteen, Tina Turner, Stevie Wonder, Neil Young and many more.

Let us help you get involved. Contact your Westwood One Representative at (213) 204-5000 for details.

**WESTWOOD ONE**  
RADIO NETWORKS

# Promotion: A Quick Revisit

Recently (R&R 2-1), I wrote a column called "Big Time Promotions Made (Fairly) Easy." It covered promotional viewpoints as seen through the eyes of the Q107/Washington Promotion Directors Marty Wall and Vivienne Vaughan and Q105/Tampa's Voncile Anderson.

But when it comes to the subject of promotions, there is always more to be said, so KLUC/Las Vegas PD Bill Richards put pen to paper and sent along his thoughts on the subject.

## Promotion

- **Create The Need** — Make your audience want to be involved; make them want to be a part of it.

- **Provide The Frequency** — Make your promotion the latest highlight of the station, the most frequently heard item. Put it in the forefront.

- **Know Your Audience** — Make sure your promotion fits in with the wants and needs of your audience. Keep congruency in your promotions.

- **Educate Your Staff** — Make sure everyone on the air knows:

- 1) When the promotion is
- 2) How to enter, and where to go
- 3) All other vital and necessary details.

Let the receptionist and even sales staff know via memo what is happening. Nothing makes you look worse than getting a call on the promotion and being unable to provide the answers.

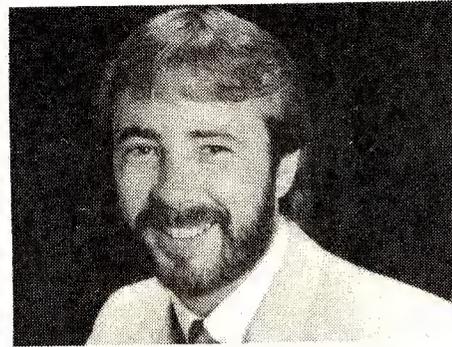
- **Localize** — People love to be involved with a local event. I kicked off KREO by putting listeners on the air after recording them on the street, and was soon deluged with calls from people wanting to be on the air.

- **Post-promote** — Reinforce the activity. Let the participants relive the experience in their minds. Don't let it pass you by. *Pat you and your listeners on the back!*

## Contemporary Hit Radio

There's a lesson here: People like to feel important and special. Your promotion should accomplish this. Rally your audience and make them feel important. Nothing works better than localizing and establishing an imprint on your town. Make your station the station for (example) Prince tickets in Las Vegas, etc.

- **Treat Your Listeners Like Guests** — When you invite them out, make sure they have a good time.



Bill Richards

## Things To Look Out For

- **Make Sure The Outside Help Helps** — Stay on top of people who may not understand the complexity of your promotion and what it takes to get it off the ground. If you have questions about the reliability of someone you're working with, take the extra time to follow things through, even if it means extra meetings, arrangements, etc.

- **Set Deadlines** — Nothing ruins a promotion faster than rushing things at the last minute, especially when other interests are concerned. Give them a deadline. Stress the importance of this deadline as it applies to the promotion.

- **Watch Out For Promotions That Could Be Controversial** — It's okay to get behind a cause, but not one that will alienate 50% of your audience.

- **Watch Out For Write-In Campaigns** — Especially if you're working in a tight time-frame. If you have a terrific prize and a lot of time, your chances of gathering responses are much better.

## Things That Work Well

- **Do The Unusual** — It's been my experience that people love to come out to see the unusual. Unusual promotions generate talk, and talk generates response.

- **Give Your Promotions A Stick For Listeners To Hang Their Hat On** — In this way, they know which station is their station.

- **Be Consistent** — I don't mean doing the same thing over and over. This means always doing *something*, even if it's giving away tickets to the local UNLV game.

- **An audience is there to grab** — They're ready for action

- They're bored (for the most part)
- They yearn for the unusual, absurd
- They're waiting to smile and have fun

- **The audience wants a position to rally behind** — They need a cause, a belief

- They want to be part of success
- They like to be part of a good joke

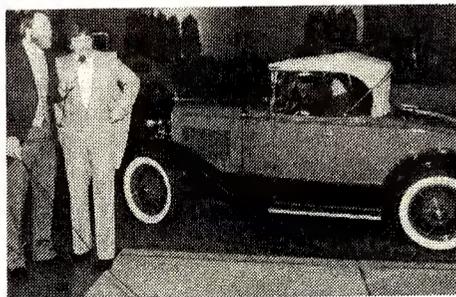
- **Why are so many morning people successful?** — It's because they're off-the-wall, zany, emotional, tender, hard. Make your promotions inspire the same reactions and feelings from your audience in all dayparts.

## Bits

- **Here Comes The Money Man** — WGOL/Lynchburg, VA is traveling to assorted county locations and handing out money. Jocks find a special spot before announcing their whereabouts, and then invite listeners to find them. The first few finders receive WGOL prize envelopes containing up to \$98 in cash and coupons for treats around town.

- **Elliot's Off To Ethiopia** — WTIC-FM/Hartford raised over \$90,000 in a three-week drive for Connecticut's "Save The Children Organization." As part of the project, WTIC-FM News Director John Elliot will fly to Ethiopia to disburse the money via special arrangement with the Ethiopian government. Elliot will file daily reports via satellite during his ten-day trip.

- **How About A Night On Us?** — KMBQ/Shreveport celebrated the arrival of the Pointer Sisters and Billy Ocean by seating ten lucky listeners in the first five rows at the show. One couple was treated to roses, champagne, \$200 in spending money, and a limo ride. They must walk on their own to the front row.



**A TASTE OF LIVING DANGEROUSLY** — KNBQ/Seattle morning men RP McMurphy (l) and Mark Pierce (r) hosted the local premiere of "Johnny Dangerously." Spotlights and red carpets accompanied the opening, as well as a 1930s costume contest and a grand prize drawing for a trip to Las Vegas.

## For The Record:

The unidentified person in the **Midnight Star** photo from the 3/1/85 CHR Picture Page is group leader **Reggie Calloway**.



**GO WEST LOOKING EASTWARD** — Chrysalis Records held a New York listening/video session in support of new recording group Go West. Shown (l-r) are Chrysalis President Jack Craigo, NE Promotions Manager Jerry Lembo, WAPP PD Michael Ellis, Chrysalis Group Chairman Chris Wright, National Director/Promotion Daniel Glass, and Z100/New York Promotion Director Ken Lane.



**KWIN DOES IT FOR KIDS** — KWIN/Stockton raised over \$1000 in 14 hours for Big Brothers/Big Sisters of San Joaquin County, just in time to receive an additional \$10,000 from the American Savings Charitable Foundation. Here's KWIN PD Dave Holmes aboard the 25 ft. scissor lift, in which he remained until the money was pledged.



**HALL & OATES HIT MAINE** — WGUY/Bangor celebrated the arrival of Hall & Oates by treating two listeners to dinner and limo ride to the concert. Pictured here (l-r) are winner Bob Coone, Daryl Hall, winner Donna Coone, John Oates, and WGUY air personality Mitch Mitchell.



**ROBEY COVERS BANGKOK** — Silver Blue/CBS recording artist Robey met with New York radio executives during a listening party for her single, "One Night In Bangkok." Pictured here (l-r) are "Bangkok" producer Joel Diamond, Robey, and WAPP/New York PD Michael Ellis.

## Motion

**Greg McCollough** adds Assistant PD to his morning drive responsibilities at **95XIL/Parkersburg, WV** . . . **Liz Weissman** is working 7-midnight at **KQXR/Bakersfield** . . . **WRVQ/Richmond PD Bob McNeil** exits for **WMXJ/FT. Lauderdale** and Assistant PD **Bob Lewis** is upped to PD . . . **WSEZ/Winston-Salem** adds sports-caster **Jim Bretz** to the lineup from crosstown **WTOB** . . . **Jack Murphy** leaves **WLTE/Minneapolis** for mornings at **WROQ/Charlotte**, replacing **Larry Sprinkle** . . . **Rick Andress** moves from Assistant to PD at **WZON/Bangor** as **Mike O'Hara** relocates to the sales department . . . **Millic Anthony** is named News Director at **WKFR/Kalamazoo**, replacing **Rob Young** who moves to **WVHQ-TV** . . . **Gary Zane** is the new morning man at **KDES/Palm Springs** . . . Texas broadcaster **Danny Austin** is named PD/PM drive at **KTAW-FM/Bryan, TX** . . . **Charlie Burger** joins **WAPP/New York** for noon-3pm . . . "Big" **Tom Parker** returns to **KFRC/San Francisco** for afternoon drive . . . **Rick Ridel** is new to middays at **KZZU/Spokane** . . . **Meryl Ginsberg** is upped from Assistant to PD at **KZFM/Corpus Christi**, and air personality **Tod Tucker** is named MD/Assistant PD.

**WZUU/Milwaukee** newsman **Tony Hamilton** exits for **AB96/Chicago**, and **Geoff Davis** moves in from **WZOK/Rockford** to replace him . . . **Danny Wright** takes on overnights at **WZKS/Nashville** . . . **99KG/Salina, KS** names **Denny Collier** OM in addition to his PD duties . . . **Diane Tracy** leaves **WSPT/Stevens Pt.** for nights at **WBCY/Charlotte**, and air personality **Jerry Steffen** is upped to MD . . . **John Purdy** exits Assistant PD/MD duties at **OK95/Tri-Cities** for an airshift at **KUBE/Seattle**. **Dean LeMaster** becomes Assistant PD, and **Ron O'Brian** is named MD . . . **Denise Coleman** is new to overnights at **WKRZ/Wilkes-Barre** . . . **Ruth Tolson** is upped from Music Coordinator to MD at **WBLI/Long Island** . . . **Rich Stevens** joins new CHR **WTHZ (Z103)/Tallahassee** for overnights . . . **Steve Shannon** moves to **WFLY-Albany** for mornings; the rest of the lineup looks like this: **Tom O'Brien** 10am-3pm, PD **Todd Martin** on afternoon drive, **Michael Morgan** 7pm-midnight, and **Susan Churchill** overnight. PD/midday man **Pete Clark** becomes Production Director . . . **Mark Campbell** named **KTKS/Dallas** Advertising/Promotion Director . . . Congratulations to **KGOT/Anchorage's Kay Taylor** on **Lena**, her brand new baby daughter, born February 21.

# Phil Collins

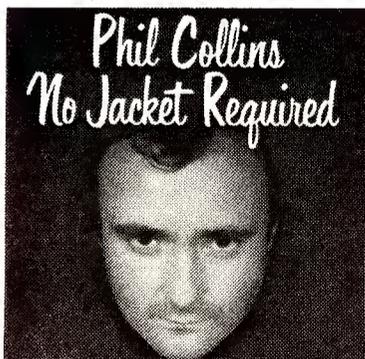
ALBUM PARTY - NO JACKET REQUIRED

Phil Collins is hosting an Album Party and he'd like you to be there with or without jacket. Join Phil for an extra special 60-minute show featuring material from his new lp "No Jacket Required" on Atlantic Records. "Sussudio," "Long, Long Way To Go" and "I Don't Wanna Know" are just some of the terrific cuts you'll hear from this singer, songwriter, musician, producer and Grammy Award winner.

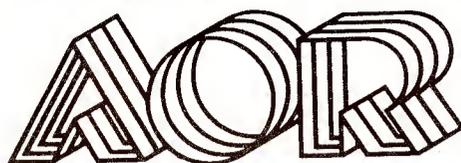
An exclusive production of NBC Radio Entertainment.

Join the party.  
R.S.V.P. (212) 664-5538.  
Phil's expecting you.

**Tuesday, March 26.**  
**10 PM Eastern,**  
**9 PM Central,**  
**8 PM Mountain,**  
**7 PM Pacific.**



 **NBC RADIO  
ENTERTAINMENT**



STEVE FEINSTEIN

FOOTBALL FUNSTERS

# WWCT Plays In Peoria

Whatsa matter, Bunky? Ya say your promotional budget isn't enough to pay some guy to wear a sandwich board advertising your station, let alone provide for a full-scale TV campaign? Despair not . . . instead, take a tip from WWCT/Peoria PD Jeff Murphy on how to make noise without spending big bucks.

Faced with limited funds due to an impending ownership change, WWCT generated major street talk last fall by covering the football games of Bradley University, a local school that hasn't had a team in almost 15 years! For an entire silly season, the station aired preproduced bogus broadcasts on Saturday afternoons. It even had the fictitious team's coach do pregame interviews on Friday mornings and postgame reviews on Mondays.



Jeff Murphy

As the spoof picked up steam, the station developed more angles, such as announcing that a game would be televised on a local cable station. Any fan tuning in, though, got only snow on his set because the billed channel also didn't exist. (The "snow" was explained by WWCT as a blizzard that was raging so hard that the referees were having difficulty officiating the game.)

When a TV news outlet came to the station to cover the station's schtick, WWCT provided visuals by hanging a miniature Goodyear blimp over an electronic football game. The camera crew got into the spirit and filmed close-up shots "from the field" and overhead shots of "from the Goodyear blimp." Coverage also came from the sports editor of Peoria's daily newspaper, who devoted two columns to the gag.

Every weekend the station bought small ads in the paper's sports section directly underneath the legitimate box scores. Saturday ads reminded people to listen to that afternoon's game, while Sunday ads gave the score of the previous day's game and plugged the Monday morning postgame review on the station. 8000 posters imprinted with schedules of the team's games were distributed in the area.

"People would follow the whole thing and call us to say how ridiculous it was getting, yet they were listening every week," says Murphy. "When people asked us why they never saw game highlights on the news, we told them we had bought all the rights to the games."

### Crossplugging Away

If we all recycled our newspapers the way Murphy recycles listeners, there'd never be a need to fell another tree. Whenever WWCT plays the "hit" on an album from which it's also playing other

tracks, the station teases the next time it'll be playing one of those other tracks. For instance, a jock will say, "I just played 'Can't Fight This Feeling' from REO Speedwagon's latest album . . . (next jock) will be playing more from it between 7 and 8 tonight." The benefit is twofold: an album fan is encouraged to listen longer, and the station's image as playing more than just one cut from an album is enhanced.

Additionally, the station teases well in advance when it'll be playing a highly requested song, and new records are called "Fresh Tracks" and crossplugged to a Sunday night new music show of the same name.

WWCT will often follow a track from a new album by a tenured artist with an older, associated recording; e.g., John Fogerty into Creedence, or even Julian Lennon into a Beatles song featuring his dad. That's also an occasion to cross-promote its "1-0-Sixties" Sunday oldies show, as well as score points for the station's depth and musical heritage.

### Listen, People . . . Longer

Quarter-hour maintenance was also extended by a "1-0-Six Pack" forced listening

contest. From a list of 106 albums, the station read one title and played a song from the album every hour over a four-week period. Listeners had to keep track of all the album titles, many of which were repeated a number of times, while a few were mentioned only two or three times and one was held off until the end of the four weeks.

Over 10,000 entries came in for prizes including a year's worth of food, movie tickets, and cable TV, a diamond ring, and \$600 worth of outdoor clothing from an upscale clothing store. Ironically, the 106 albums themselves were not a prize; since the station gives away albums year-round, Murphy feels they wouldn't have been special enough.

### Classy Act For Adults

At WWCT since 1981 and PD since September 1983, Murphy says the strong

When were you born?  
Was it during the  
"baby boom" years?  
Then you've grown up  
with rock music.



Remember all those days  
and nights with the radio?  
your first transistor...  
the clock radio by your bed...  
and the car radio that was  
playing in the front seat  
while you were playing in  
the back?

And the music...it was great...  
and kept getting better...  
the beatles...bob seger...  
crosby, stills, nash and young...  
the rolling stones...the eagles  
the who...the police...journey...  
bruce springsteen...the kinks...  
fleetwood mac...genesis...

Have you been missing the  
magic of that music on your  
radio lately?

106 is a radio station that's  
grown up with rock too...  
And we haven't forgotten what  
that magic is all about.

106 is rock for adults...  
Not too hard...  
Not too soft...

And not the same song every  
time you turn on the radio.  
A smile in the morning...the  
latest word on your world...  
and some friendly folks to share  
that magic!

We're 106...  
Always rockin' with the best!

upper demo showing is the result of altering the station's image over the last year. His objective: "Even if an older person didn't care for the station, at least he wouldn't badmouth it."

The change began with a switch of slogans. Feeling that "The Home Of Rock 'n' Roll" carried too much of an association with the station's previous heavy metal concentration, Murphy substituted "Rockin' With The Best."

"The word 'best' means something different to every group of people," he says. "To the teens, it can mean the best metal. To the baby boom people, it can mean the Stones and the Beatles. It's generic enough to not offend anybody, and doesn't pigeonhole us the way 'Home Of Rock 'n' Roll' had."

Continued on Page 41

# KPOI Knows The Lei Of The Land

Just call KPOI/Honolulu PD Bill Mims "Mr. Humility." Asked how KPOI climbed 9.6-11.1 and notched #1s in all of AOR's key demos, he attributes it to "teamwork, consistent improvement, and hard work by everybody at the station for the last four years."

Mims, who became PD in early 1981 a few weeks after arriving at the station, considers the rise a result of common sense radio basics:

Music: GM T.J. Malijewski and the late consultant Lee Michaels are credited for confirming his move to "remove the abrasiveness from the station. We did some research last spring that showed people were tuning us out when metal songs came on the radio." Cut back were tunes by artists such as Y&T and Ozzy Osbourne, though crossovers by Ratt and Twisted Sister remain.

Mims openly embraces cross-format hits. Prince has been an automatic since the "1999" album, and "we play Cyndi Lauper right down the line," he says. "She's rock 'n' roll all the way. I have a hard time understanding why stations resist playing her."

"We're up against a CHR and two A/C's. I've got to be in their ballpark for us to

score big numbers so we can make money. As long as I protect myself on the heavier rock side as well, I won't have any problems."

**Presentation:** Saying it gives the station a more unified sound, Mims plays bumpers recorded by midday man Brock Whaley (ex-WMET/Chicago) out of spot sets rather than having a live jock intro for the next song.

**Promotions:** A "Cash Pyramid" giveaway made the first 98 callers eligible for \$98 handouts and a grand prize trip to Las Vegas when a set of four specified songs was played. Mims feels the contest helped boost the station's exclusive come and time spent listening for 25-34 males.

The station is afforded outside exposure

by MD Andy Preston's weekly music show on the local community access channel and some 500,000 bumper stickers distributed over the last four years.



**Concert Coverage:** KPOI broadcasts from concerts, interviewing artists during soundchecks and using wireless mikes to talk to audience members from a station booth in the crowd. For an official co-promote, the station will prime the audience with as many as three or four pre-concert club nights.

**Call Letters:** KPOI's calls are pronounced phonetically as "K-POY," explains Mims. "'Poi' is a native food, and the call letters KPOI have been a time-honored tradition on the island since the early '60s when KPOI-AM was the Top 40 station everyone listened to."

**Revenue:** What's really got KPOI jumping for joy, according to Mims, is that billing has increased every month since August, with each month setting a new station record.

WWCT	Sp '83	F '83	Sp '84	F '84
12+	8.5	7.9	7.4	10.3
Adults 18-34	2	2	2	2
Men 18-34	1	1	1	1
Men 25-34	1	1	4	1
Men 25-49	1	3	6	1

KPOI	Sp '83	F '83	Sp '84	F '84
12+	9.1	9.0	9.6	11.1
Adults 18-34	1	2	2	1
Men 18-34	1	2	1	1
Men 25-34	1	4	2	1
Men 25-49	2	8	4	1

**KLOS RADIOTHON**

**Rock Radio Raises \$170,000 For Famine Victims**



Kicking off the marathon on Friday afternoon are (l-r) personality Geno Mitchell, outgoing PD Tommy Hedges, VP/GM Bill Sommers, Los Angeles Mayor Tom Bradley, and KABC & KLOS Community Services Director Nel Benton.



Supertramp mans the phones.

PD **Tommy Hedges** told his staff before it began that if **KLOS/Los Angeles's** 46-hour radiothon raised even \$25,000 for North African famine victims, he'd consider it a success.

You can imagine his delight, then, at seeing the tote board read close to \$145,000 at 3pm on Sunday, February 24. And that figure appears to be growing — by the following Friday, the station had verified additional donations totaling \$25,000 from people who couldn't get through on the phones.

"It came together beyond all our expectations. The artists really came out," says Hedges. "Even those we hadn't contacted heard it on the air and called us to ask if they could help. Besides asking listeners to donate money, many artists gave their own money and contributed items that were exchanged for donations. And after being on the air, some were on the phones for hours taking pledges."

Artist donations included \$5000 from **Ronnie James Dio**, \$2000 from **Ratt**, and \$1000 from **Supertramp** and **Jackson Browne**. The station received a block of tickets in the first 20 rows for an upcoming **Iron Maiden** concert and will be giving them to listeners who donate \$50. Artists contributing instruments for auction included **Don Dokken**, **Carmine Appice**, **Rudy Sarzo** (ex-**Quiet Riot**), **Great White**, and members of **Dio**. A poster from the "We Are The World" recording session, donated by USA For Africa's **Ken Kragen** and autographed by stars such as **Bruce Springsteen**, **Michael Jackson**, and **Lionel Richie**, fetched \$2000.



Darryl Hannah and Jackson Browne.

The Los Angeles City-Council is going to issue a declaration thanking the station for its

efforts, which elicited many donations and letters of thanks from people who aren't normally KLOS fans, says Hedges. "One of the weekend's themes was that although some people look at rock 'n' roll with distaste, rock 'n' rollers can work effectively for a worthy cause."

As Hedges leaves KLOS after five years to join **Jeff Pollack Communications**, he's proud of how the station pulled together with such great results. In particular, he credits staffers **Rita Wilde**, **Gayl Murphy**, **Vicki Wilken**, and **Diane Morales** with lining up the array of artists who made personal appearances or did testimonials over the phone.

Hedges will also carry the memory of a most unusual in-studio pairing. "Going from the Mayor to Ratt was one of the great segues of all time," he laughs.

**SEGUES**

**KDKB/Phoenix** is consulted by **Bob Hattrik**. At **WNGZ/Elmira**, **Aki Peterson** replaces **Rich Arnold** as OM. . . **WRCN/Long Island MD John Grappone** is upped to Assistant PD. . . The celebrated **Brian Krysz** has resurfaced as PD of **CHR WVBS (B100)/Wilmington, NC**, where the VP/GM is **Tincy Crouse**, who worked with Krysz at **WWTR/Ocean City**. . . Former **WOWE/Chattanooga MD Jay Sisson** joins **WLSQ/Montgomery** in the same capacity. . . **KTOO/Juno's** new MD is **Dave Harper**, formerly of **KKFM/Portland**. Former **WMET/Chicago** personality **John Fish-**

**er** joins crosstown **WCKG** for airwork. . . **KQDS/Duluth MD Nancy Martin** goes to **WKDF/Nashville** for airwork. . . **WKLC/Charleston MD Paul McMillan (Dal Paul)** moves to **WRXL/Richmond** nights. . . **WYFE/Rockford MD Skip Isley** segues to **WWTR/Ocean City** for middays and promotions. . . **WWCT/Peoria** morning man **Ken Johnson** leaves for middays at **WVIC/Lansing**. . . **WRUF-FM/Gainesville's** "Morning Sickness" team is **Will Douglas** and **Bob London**. . . **KMBY/Salinas** takes on **Jim Seagull** for late nights and ups **Roger Henderson** to overnights. . . **KZAP/Sacramento** weekends include **Dave Numme**, ex of **KRCK/Portland**.

Former **WPLR/New Haven MD Bob London** is handling production chores for **WHCN/Hartford**. . . **KSJO/San Jose** names **Jack Perry** Production Director. . . **KICT/Wichita** ups **Tom Quillen** to Production Director.



**BOTH FEET BACK IN CHUM'S DOOR** — All fired up over Roman Holliday's "Fire Me Up" album are **Jive Records' Barry Weiss**, lead singer **Steve Lambert**, **CHUM-FM** Assistant MD **Barry Stewart**, and **Brian Stutz** of distributor **Quality Records**.



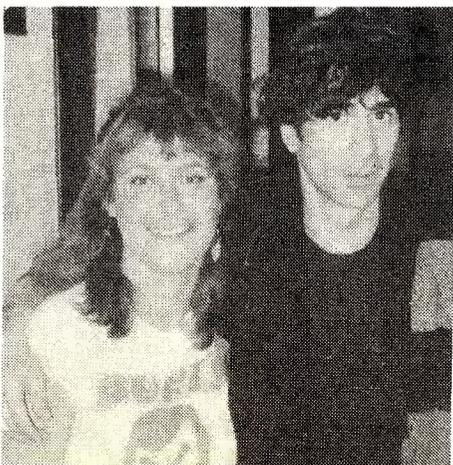
**THOMPSON TWINS TREK** — To London for an audience with the **Thompson Twins** went two **91X/San Diego Christmas** package winners. The send off finds (l-r) morning men **Dean Opperman** and **Bryan Jones**, a winner, night lady **Pam Wolf**, late nighter **T. Bryan Schoch**, and PD **Mad Max**.



**TWO HANDS OF ANDERSON** — **KROQ/Los Angeles** morning star **Richard Blade** holds **Laurie Anderson's** five-record set "United States" in one hand and the artist herself in the other.



**TRIUMPH HELD SPELLBOUND IN CHICAGO** — Backstage at Chicago's **Rosemont Horizon** are (kneeling) **Triumph's Gil Moore** and standing (l-r) the group's **Erik Emmett**, **WLLZ/Detroit** PD **Lee Arnold**, **Mike Levine** of **Triumph**, **WLUP/Chicago MD Bill Evans**, and **MCA Midwest rep Kevin Carroll**.



**WOLF HOWLS IN ATLANTA** — Afternoon driver **Kaedy Kiely** escorts **Peter Wolf** through the halls of **WKLS**.

**WWCT**

Continued from Page 40

Print advertising also stresses the station's adult appeal, and jocks appear in tuxedos at station movie premieres. A ticket giveaway for the "2010" premiere used a cute idea geared toward adult listeners — winners called in when the station played voice clips of "Hal," the computer from "2001."

**Nice Guys**

**WWCT** was also active on the public service front. Its series of anti-drunk driving spots is being used as a model for other stations by the **Illinois Broadcasters Association** and the **NAB**.

"We were on every telethon in **Peoria**, and always appeared in the first or last hour when viewing is the highest," **Murphy** says. "We tried to put out a 'nice-guy,' 'caring about the public,' respectable image."

# Adult/ Contemporary



RON RODRIGUES

- WJBC on top
- WKRZ most-improved
- WLTS best debut

## The A/C Fall '84 Top 100

Rank	Station/Market	12+ Population	25-49 share *
1.	WJBC/Bloomington	105,600	@36
2.	WVOR/Rochester	838,500	@25
3.	WYYY/Syracuse	551,100	@24
4.	KDES/Palm Springs	115,900	@24
5.	KOB-FM/Albuquerque	417,000	@23
6.	KXRO/Aberdeen	54,600	@22
7.	KFAB/Omaha	487,900	@22
8.	WRMF/W. Palm Beach	601,300	@21
9.	WICC/Bridgeport	337,600	@21
10.	WQCR/Burlington, VT	105,000	@19
11.	WHNN/Saginaw	335,400	@19
12.	WASK/Lafayette, IN	105,700	@19
13.	WFWQ/Ft. Wayne	287,500	@18
14.	WCIB/Cape Cod	151,300	@18
14.	WCOD/Cape Cod	151,300	@18
16.	WFBC-FM/Greenville	504,100	@17
17.	WRAL/Raleigh	517,300	@17
18.	WLEV/Allentown	557,200	@17
18.	KRNO/Reno	187,600	@17
18.	KMGQ/Santa Barbara	158,500	@17
21.	KSTP-FM/Minneapolis	1,837,900	@16
22.	KEYI/Austin	537,100	@16
22.	WIVY/Jacksonville	646,700	@16
24.	WJYO/Orlando	696,100	@16
25.	WMYS/New Bedford	408,700	@16
26.	WEZS/Richmond	668,700	@16
27.	WAIV/Jacksonville	646,700	@16
28.	WMAS-FM/Springfield	494,900	@15
29.	KLYF/Des Moines	313,200	@15
30.	WSFM/Harrisburg	392,400	@15
31.	KSSK/Honolulu	672,100	@15
32.	WGBI-FM/Wilkes Barre	631,800	@15
33.	WRVR/Memphis	750,200	@15
34.	WMJJ/Birmingham	752,000	@14
34.	KVIL-FM/Dallas	2,790,100	@14
34.	WOWO/Ft. Wayne	287,500	@14
34.	KRLB/Lubbock	189,700	@14
34.	WCCO/Minneapolis	1,837,900	@14
39.	KULA/Honolulu	672,100	@14
40.	WTIC/Hartford	801,200	@14
40.	WFMK/Lansing	349,000	@14
40.	WWWM/Toledo	507,800	@14
43.	KZBS/Oklahoma City	800,400	@14
44.	WHBC/Canton	335,800	@14
44.	KCEE/Tucson	505,300	@14
46.	WKRC/Cincinnati	1,146,800	@14
46.	KRAV/Tulsa	648,100	@14
48.	WHYN/Springfield	494,900	@14
49.	WENS/Indianapolis	970,400	@13
50.	WIQI/Tampa	1,596,200	@13
51.	WIBC/Indianapolis	970,400	@13
52.	KKPL/Spokane	350,600	@13
53.	KFQD/Anchorage	179,600	@13
53.	KXOA/Sacramento	1,046,900	@13
55.	WBT/Charlotte	847,800	@12
55.	KDUK/Eugene	225,900	@12
57.	WMHE/Toledo	507,800	@12
58.	WTVN/Columbus	1,047,700	@12
59.	WVLK/Lexington	275,400	@12
60.	WSBA-FM/York	335,800	@12
61.	WWOM/Albany	733,000	@12

After sweating over a hot word processor for the last six weeks, I've finally put together our semi-annual list of the country's highest-rated A/C stations. Shown are the outlets that underwent a sweep during the fall, and came out best in the 25-49 demo (or 25-54 in the smaller, condensed markets for which a 25-49 figure isn't available). Arbitron doesn't allow us to print the exact share, so we've rounded them off to the nearest whole figure. As always, we take the Mon-Sun, 6am-midnight, MSA number.

On the next page, I've listed the top stations debuting with an A/C format, as well as the 25 that registered the biggest improvement over their last sweep. Some previous winners, such as WTNY/Watertown, NY and KIDX/Billings, MT are absent from this list because they didn't go through a fall ratings period. They will undoubtedly return in our next compilation, to appear in the fall.

### Who's The Leader Of The Crowd?



Don Munson  
WJBC/Bloomington

Ratings-wise, one of the most consistent performers in the country is WJBC/Bloomington. Located 150 miles south of Chicago, this central Illinois full-service facility captures a very wide demo spectrum; no other station really comes close.

### Going For The Gold



Chuck Knapp  
KSTP-FM/Minneapolis

Gold-oriented WVOR/Rochester is at its highest ratings ever. The station is on its fourth consecutive up book, and has more than doubled in audience over the last three years. Also at its zenith is Hubbard's KOB-FM/Albuquerque. Although not quite as foreground or service-oriented as sister KSTP-FM (KS95)/Minneapolis (ranked #21), this personality station has the ingredients that will continue to make A/C on FM strong in the '80s.

### Fair Skies Over FairWest



Reid Reker  
KZBS/Oklahoma City

Several George Johns-consulted stations made the list, led by WRAL/Raleigh (#17), which dropped its automation a few years back to face the challenge of several new competitors. Johns's other client stations include KZBS/Oklahoma City, WMAG/Greensboro, KLSI/Kansas City, and KLLS-FM/San Antonio.

# The A/C Fall '84 Top 100

61.	WHAS/Louisville	795,500	@12
61.	WMGN/Madison	284,600	@12
61.	WLAC-FM/Nashville	750,200	@12
65.	WMYU/Knoxville	496,100	@12
66.	WIHN/Bloomington	105,600	@11
66.	WLHT/Grand Rapids	499,700	@11
66.	KSEL/Lubbock	189,700	@11
66.	WDBO/Orlando	696,100	@11
66.	WIRL/Peoria	304,200	@11
71.	WARM/Wilkes Barre	631,800	@11
72.	WNAM/Appleton	244,700	@11
72.	KIOC/Beaumont	328,800	@11
72.	KVKI/Shreveport	285,000	@11
75.	WSNY/Columbus	1,047,700	@11
76.	WMAG/Greensboro	744,700	@11
76.	KLSI/Kansas City	1,205,100	@11
76.	WSBA-FM/Lancaster	314,400	@11
79.	WEZC/Charlotte	847,800	@11
80.	KWAV/Monterey	263,800	@11
80.	WLTS/New Orleans	1,095,600	@11
80.	KEEL/Shreveport	285,000	@11
83.	KFYE/Fresno	460,400	@11
83.	KLLS-FM/San Antonio	961,500	@11
85.	WLTF/Cleveland	1,537,600	@11
86.	WBUF/Buffalo	1,027,300	@10
86.	WQLR/Kalamazoo	177,700	@10
88.	WMJI/Cleveland	1,537,600	@10
88.	KELT/McAllen	443,100	@10
88.	KDKA/Pittsburgh	2,030,400	@10
88.	KFMB/San Diego	1,753,600	@10
88.	WKRA/Wilkes Barre	631,800	@10
93.	WSBA/York	335,800	@10
94.	WAEB/Allentown	557,200	@10
95.	WTRX/Flint	353,000	@10
95.	KSL/Salt Lake City	793,200	@10
97.	KUGN/Eugene	225,900	@10
97.	KQAM/Wichita	351,400	@10
99.	KUDL/Kansas City	1,205,100	@10
99.	WHYN/Springfield, MA	494,400	@10
100.	KFMB/San Diego *	468,400	@10

\* San Diego North book

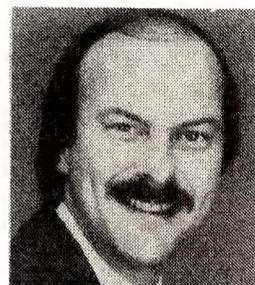
## Fantastic Fall For Full-Service



Dave Mason  
WKRC/Cincinnati

Several notable increases were notched by major market full-service facilities. In Minneapolis, WCCO rebounded to its highest share in years, although most of it was in upper demos. In Cincinnati, WKRC surged ahead of three competitors to win its A/C race. It was an impressive win considering there are two well-performing full-service stations there. KFMB/San Diego made the Top 100 not only from its own market, but also from the "San Diego North" book that debuted last fall.

## WLTS's Dazzling Debut



Dennis Winslow  
WFOX/Atlanta

The top new A/C station this fall is the Churchill-consulted WLTS/New Orleans. Formerly known as Urban WAIL, the station filled an A/C gap created by WQUE's move to CHR. A few hundred miles northeast, WFOX/Atlanta surprised its market by landing right in the thick of the derby. In South Texas, KELT/McAllen took advantage of a gap among A/C stations and scored very well in its first sweep.

## Stations Inject Interesting Improvements

Many of the top improving stations have been around for a while. Music-oriented WFWQ/Ft. Wayne scored well enough to surpass longtime full-service leader WOWO. Music AM KCEE/Tucson notched its best-ever book, returning as a serious competitor in that market.

## Top Improvements

Stations which showed the greatest increase over previous sweep.

Rank	Station/Market	25-49 increase
1.	WKRZ/Wilkes Barre	10.3
2.	WFWQ/Ft. Wayne	9.4
3.	KXRO/Aberdeen	9.0
4.	WMYS/New Bedford	8.0
5.	KDES/Palm Springs	7.8
6.	KFAB/Omaha	7.2
7.	KCEE/Tucson	6.8
8.	WRVR/Memphis	5.7
9.	WQLR/Kalamazoo	5.5
9.	WNBC/New York *	5.5
9.	WGBI-FM/Wilkes Barre	5.5
12.	WDBO/Orlando	5.4
13.	WCOD/Cape Cod	5.2
14.	WRAL/Raleigh	5.0
15.	WASK/Lafayette, IN	4.8
15.	WRMF/W. Palm Beach	4.8
17.	WFMK/Lansing	4.4
18.	WMHE/Toledo	4.3
19.	WKRC/Cincinnati	4.2
20.	WIFI/Tampa	4.0
21.	KFHG/Johnson City	3.7
21.	KOST/Los Angeles **	3.7
23.	WJQY/Miami	3.5
24.	KOB-FM/Albuquerque	3.4
24.	KZBS/Oklahoma City	3.4

\* Bridgeport book.  
\*\* Riverside book.

## Top Debuts

Stations Which Debuted An A/C Format For F'84 Sweep

Rank	Station/Market	Debut 25-49 share
1.	WLTS/New Orleans	@11
2.	KELT/McAllen	@10
3.	WTRY/Albany	@7
4.	WFOX/Atlanta	@5
5.	WPNT/Pittsburgh	@3



MICROPHONE MARRIAGE — Seeking a memorable method of tying the knot, two WJMA/Orange, VA listeners decided to get hitched on the air. Winners of the station's swap-show promotion, the couple received dozens of gifts from local sponsors, including rings, cooking appliances, and a reception.

**at  
columbia  
records  
we  
break  
our  
promises**

**billy joel**

**"keeping the faith"**

**mick jagger**

**"just another night"**

**scandal**

**featuring patty smyth**

**"beat of a heart"**

**bruce springsteen**

**"i'm on fire"**

**wham!**

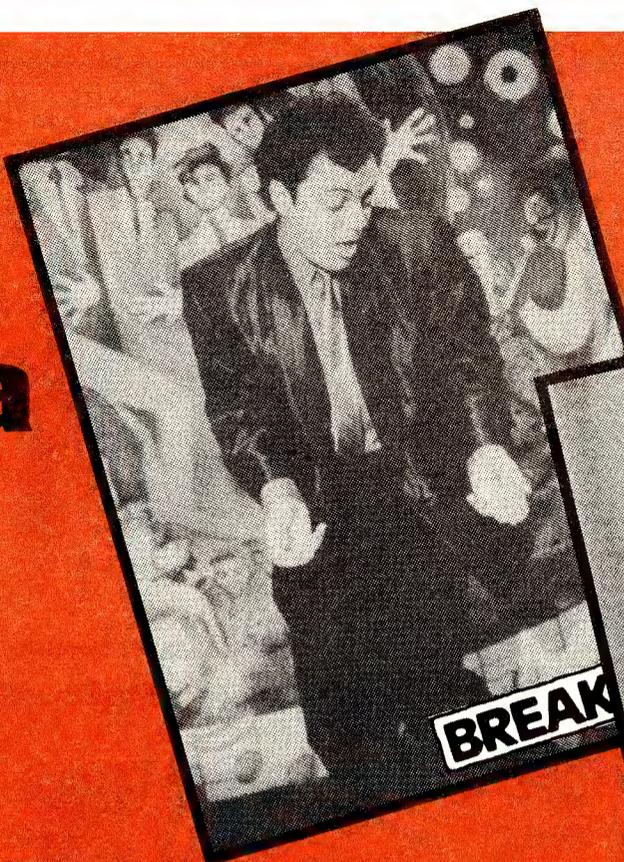
**featuring george michael**

**"careless whisper"**

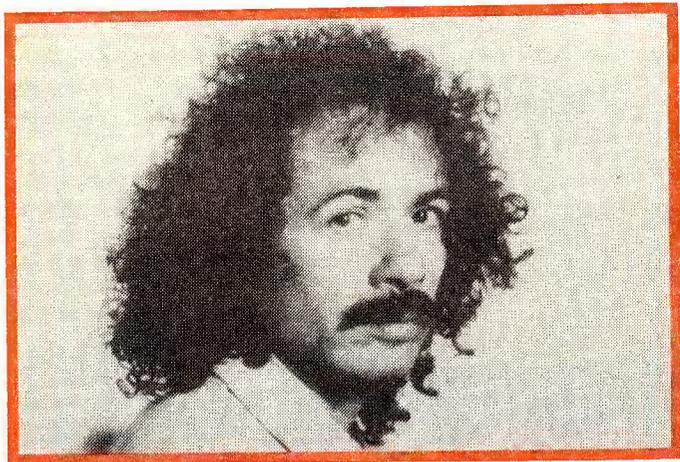
**philip bailey**

**with phil collins**

**"easy lover"**



# this week's breakers



# SANTANA

**"say it again"**

**CHR BREAKERS** 158 STATIONS — 62%



# USA <sup>for</sup> AFRICA

**"we are the world"**

**CHR BREAKERS**

232 STATIONS — 91%

**#1 most added**

A new R&R record for number of stations, and total percentage of stations in one week!

**thank you radio!**

# breaker bound



# wham!

**"everything she wants"**

**CHR NEW & ACTIVE**

First Week:  
125 STATIONS — 49%

**#2 most added!**



# kenny loggins

**"vox humana"**

**CHR NEW & ACTIVE**

First Week:  
109 STATIONS — 43%

**#3 most added!**



# alison moyet

**"invisible"**

**CHR NEW & ACTIVE**

now on over  
**70 CHR stations!**



columbia records



# MANHATTANS "YOU SEND ME"

**BLACK/URBAN CHART: 27 - 19**

**ON OVER 75 STATIONS 87%**

Watch for their new "You Send Me" video!

# THIRD WORLD "SENSE OF PURPOSE"

**ON OVER 50 STATIONS 58%**

Watch out for the new hot video on the verge of "Breaking" loose!



# PROCESS AND THE DOO RAGS "STOMP AND SHOUT"

**"STOMP AND SHOUT" 22/13 26%**  
**GETTING STRONGER AND STRONGER EACH WEEK!**

Rick James says:

*"This is probably the most thrilling project that I've worked on!"*

ROCK N' SOUL MAGAZINE

# ROY AYERS "POO POO LA LA"

Second single off the smash album "In The Dark"

**ALREADY  
ON OVER 20 STATIONS!**



# BILL WITHERS "OH YEAH"

The long-awaited smash single

**ON YOUR DESK THIS WEEK!**

# WHAM! "EVERYTHING SHE WANTS"

The new single from the platinum selling album "Make It Big"



# Black/Urban Radio



WALT LOVE

K97 Vs. MAGIC 101

## Memphis: The Neutron Dance Rolls On

By Sean Ross

During the past few months, the Memphis Black/Urban radio community has been a hotbed of activity. There have been major PD resignations at WHRK (K97) and KRNB (Magic 101), a three-way ownership swap, three format-change rumors, and a call letter change that was later rescinded.

Despite these market shakeups, longtime rivals K97 and Magic 101 both went up in the ratings competition. I spoke with K97's new PD C.J. Morgan and veteran MD Jimmy Smith, and KRNB PD Jerry Mason.

### K97 Gets Institutionalized

Although the Black/Urban crown has changed hands four times in five books between KRNB, WHRK, and WDIA, eight-year Memphis veteran C.J. Morgan doesn't think his city is overly fickle. "The market has always been one to embrace a radio station, particularly the ones that manage to become and stay successful. WDIA was successful for years. The root of that loyalty is still there, just waiting on them to happen again.

"The same thing has happened with K97. It's almost institutionalized itself to the point where if something doesn't happen, it'll slip a few notches. But once the excitement is created again, the listeners are there for us, and the numbers always come back to us."

For that reason, Morgan says the station's fall success was "expected but unexpected." Watching then-WHRK PD Jim Maddox from across the hall at sister AM WKDJ, "we felt we were going to do well. But we had no idea we would do as well as we did across the board."

K97 went through the fall book under an impending sale to Adams Communications and the format change rumors that accompanied it. Like KRNB and WDIA, it also had no real advertising or contest budget, although K97 did manage to begin a series of daily \$100 giveaways halfway through the book.

### KRNB: Shaking The Blues

KRNB signed on in early 1982 under Floyd Blackwell, with a mix of hardcore blues, Southern R&B, and funk that managed to lead the market within two books. The impact was enough to affect some major



C.J. Morgan, Jimmy Smith

on-air changes at K97, and those changes were enough to put WHRK back on top of the format — until Bobby O'Jay's WDIA came out ahead of both stations.

While KRNB turned around in the spring '84 book under Operations Manager J.D. Black, station owner Dee Rivers Broadcasting was apparently ready to change calls to KAMM and take the station back to its old Gospel format. KRNB's future as a Black outlet was literally extended when the fall ratings came out and the calls request was rescinded.

### Memphis Ratings (head)

	Sp '82	F '82	Sp '83	F '83	Sp '84	F '84
KRNB	8.3	11.0	7.3	6.1	6.9	7.3
WDIA	8.3	9.0	7.7	9.5	8.4	7.1
WHRK	8.9	9.9	10.5	8.5	8.1	11.7
WKDJ	3.1	3.1	1.8	3.4	4.0	2.8
WLOK	5.0	6.5	5.6	6.8	7.4	6.1

KRNB also had to orchestrate its turnaround without a lot of money. "We are a low-budget operation," Mason adds, "and don't have a lot of money to spread around like our competitors do. We have Memphis stations that have given away houses, Rolls Royces, and other things."

In the absence of a lot of promotional bucks, Black and Mason began the rebuilding process by adding more research, using the station's teen stronghold as a stepping-stone to adult listeners, and reimagining their station as "All Hit Magic 101." While that term generally translates to "all current," Mason says the slogan simply means the music is more familiar. Unlike many Black FMs, KRNB still goes back at least a decade with golds like "Backstabbers" and "Just Don't Want To Be Lonely."

"All of our oldies are researched," Mason points out. "We only play oldies that were in the top three nationally. No marginal music whatsoever is played. There may be a song that was a big Memphis hit, but if it didn't break nationally, we try to stay away from it."



Jerry Mason



J.D. Black

### JIM MADDOX REMEMBERS

## K97: A Former PD's Viewpoint

Jim Maddox, who was WHRK's PD last fall, was sitting in the KJLH/Los Angeles programming chair when he got the good news about K97's ratings. Considering the station's lack of promotional money and the new Urban orientation of some general market stations, he was "a little surprised that WHRK came out #1 overall. I think WHRK just picked up some listeners who listened here and there, and finally came home.

"WHRK did play tremendous music at the time. I won't say it's because Jimmy Smith and I had such great ears. But during that book we had music from the best of the Urban artists. All the major acts were out: Stevie Wonder, Tina Turner, Lionel Richie. Having all that available at one time was like a dream. The hot music helped to favor FM.

"K97 owes its success to careful crossover music selection. They're very cautious and sometimes even slow on what actually gets on the air from another format. When we played Duran Duran's 'The Reflex,' I wasn't comfortable with it per se. But I marvelled at who was requesting and buying it in the stores — they were black."

"That probably also helped to attract some audience from white-based radio stations. It was kind of like half of the general market artists were on WHRK. Some of what K97 was playing was not available on 45s, which meant that FM100 wouldn't play it. But you could hear selected LP cuts (including several from 'The Woman In Red' soundtrack) from those major artists who are now considered general market."

### Crossing The Line

Does Maddox think K97 has crossed the CHR line? "I can't say they've crossed the line because I haven't listened to them very much since leaving. But I think they've gone right up to that line, and it's critical that they don't step beyond it.

"Both FM100 and WZXR (Rock 103) seemed to get a little greedy. They were beating us on black promotions and (as a result) both of those stations eroded their own audiences. AOR-formatted Rock 103 was playing Prince before we could, having Prince parties, and playing other black product.

"FM100 was sponsoring basketball classics that were notably black affairs. You were lucky



Jim Maddox

if you saw one white player in the entire tournament. But the station had the players decked out in its T-shirts. It was probably too much for FM100's core; I don't know if their base audience was really comfortable with it."

### Rumor Mill

With most of Memphis's five Black stations doing relatively well in the ratings, why would format-change rumors persist? "In K97's case, there was white management at the top, looking at what was happening in Houston, New Orleans, and, to some degree WKTU/New York. There was also the realization that getting the bucks would be a lot easier with another format.

"Memphis is the 43rd-ranked market and having five Black competitors tends to spread the bucks thin. KRNB never really cracked major agency accounts, at least not at decent rates. It's the only station I've probably ever heard that would play 29 songs in a row during morning drive. They didn't have a lot of things a station needs to go after the business.

"There was a pretty intense rivalry between K97 and Magic 101, plus a healthy amount of dislike for (the resources) at K97. I'm sure the rivalry will continue."

Does this mean that Magic 101's old blues image has been conceded to stations like WLOK (which block-programs blues along with gospel)? "No," says Mason, "there are hit blues records too, and we depend on our research to identify what's actually a hit blues record. For example, the B.B. King is going to be a general market hit record. We play songs like those because they're accepted by the general market."

However, under Mason's musical guidance, KRNB has emphasized Southern R&B artists like J. Blackfoot, Denise LaSalle, Shirley Brown, Johnnie Taylor, and others over the hardcore blues of its earlier years. Music by traditional blues artists such as Albert Collins (whose records had to be restocked locally when KRNB signed on) has gradually disappeared from the station.



### If Beale Street Could Rock

While K97 still plays some Southern R&B, Morgan feels "blues listeners are very vo-

cal. Unfortunately, there's not really as many of them out there as you think. They're just vocal."

That thinking, along with the presence of Bryan Adams's "Run To You" and other CHR crossovers, has led some market observers to claim K97 has become CHR and is alienating its black core. The furthest Mason will go is calling WHRK an Urban station "with heavy CHR overtones."

Smith responds, "If we did have too much crossover, we would have lost during the fall. The people who are asking for Phil Collins and Glenn Frey are black females." Morgan states, "The CHRs are going to play some songs that are so heavy rock that we definitely wouldn't get into them." And Smith cites David Lee Roth's "California Girls" as a song he'd like to play but can't.

"For stations like KRNB and WDIA, which also play the Cars and John Waite, to claim that we're too crossover seems contradictory," Smith asserts. "KRNB recently added REO Speedwagon, which isn't your average Urban crossover group. For a hardcore R&B station like Magic 101 to do things like that shows how much influence we're having on this market."

### The New Memphis & The Old South

Smith calls K97 "a creature of integration. We're what everybody was fighting for during the sixties. Our station is playing toward the new Memphis, that young 18+ audience that's making money and creating the new future. We didn't worry about what

Continued on Page 48

# Memphis: The Neutron Dance

Continued from Page 47

was left in the market. We couldn't go after WDIA's or Magic 101's audience.

"There were five Black/Urban stations fighting for the same piece of pie. All we decided to do was say, 'Hey, why leave (CHR) WMC-FM (FM100) with its big fat book.' Everybody thought the Black stations should fight among themselves and leave the sophisticated programming to them. We said 'Hell, no!'"

Going for the mainstream, according to both Smith and Morgan, encouraged general market stations like FM100 and even AOR WZXR (Rock 103) to start playing more black music. Both gentlemen think that will only help K97. Morgan claims, "If FM100 were to move a bit more in our direction, it wouldn't be as much of a dogfight as people think. FM100 would definitely suffer because people in this market tend to be loyal once you establish what you are. FM100 is primarily reminiscent of the old South. For them to get too far away from that is going to alienate a lot of those old South listeners."

## Black/Urban Radio

### Enlisting "Street People"

Mason and Smith are among the format's strongest supporters of research. Smith spends a lot of time grilling store clerks, especially about CHR and Urban listeners who purchase records from each other's formats. "I want to know what percentage of blacks go into a store and buy the Sheena Easton album," Smith says. "We get very personal even with the people in the store."

Mason adds, "We've been doing active callouts for key records we're really not sure about and, of course, we do store reports. We use telephone research, although we suspect some of the other radio stations are trying to sway our research process by having people call our request lines."

"We also have 'street people': club jocks who preview records at skating rinks and clubs. They help us determine whether or not (new records) are acceptable to the market."

### Blending It Up

Compared to WDIA, which is heavily in-

fluenced by '60s and '70s CHR formatics, the FMs are slightly more segue-oriented. "We encourage creative blending of the records," says Mason. "We also encourage our announcers to pay attention to what record is next and what record should be played next. We do music sweeps in which we play anywhere from 20 to 101 minutes of nonstop music, and in some of those sweeps there are cold segues."

"Seven to midnight is the only time when we actually try to go for the teens, so naturally that shift is going to be a bit more lively than the rest of the day." That means somewhat of a change for Mason, who's just moved from evenings to Black's old mornings slot. Middays are handled by former club jock Rick Wagner. Market veteran Melvin Jones does afternoons. Johnnie "Lady J" Walker, Black's former morning partner, now does evenings, and J.U. Mumfrey handles overnights.

K97 also made sure its airstaff was stable during the fall. Smith, who covers the evening shift, asserts, "K97 had the same personalities last fall that it had during the spring, and people tuned in on that." The rest of the lineup features Pam Wells, mornings; Lisa Lipps, middays; John Skywalker, afternoons; and Henry Nelson, all-nights.

### The Next Legend?

Despite their different programming approaches, all those interviewed agreed on two things. First, the market instability that has plagued Memphis for the last three years is finally coming to an end. And second, their respective stations would ultimately emerge as the FM counterpart to the three-decades-old WDIA legend.

"You're going to see K97 repeat this spring," Smith promises. "The stability this market has longed for is finally here." Morgan adds, "K97 is going to be K97. All of our announcers are really juiced up and looking forward to the spring book. We're very serious this time and didn't change personnel. We got an in-house programmer who knew everybody, and that was all we wanted. If we don't win this book or at least finish second, it would surprise the heck out of everybody, including our competition."

"We've shown the ownership that the station can be a viable winner. All we need is support," says Mason. "I've had a lot of fun and am looking forward to the next book to prove that this one wasn't a fluke."

# Battle On Beale Street

One of the places where the KRN and WHRK rivalry has been frequently played out is in the city's historic Beale Street district. Despite K97's billing as "the official station of Beale Street," both outlets have held large listener promotions there. K97 broadcasts a weekly "Midnight Hour" on Saturday from the revamped New Daisy Theatre.

Last year, KRN attracted 15,000 people to Beale Street's Handy Park for a free concert, featuring local artist J. Blackfoot (see pictures). As an indication of just how com-

petitive the battle between the two stations is, WHRK staffers showed up at Handy Park and began signing listeners up for a separate promotion that they were sponsoring.



**WHITNEY GIVES NYC LOVE** — On hand backstage following one of Whitney Houston's New York performances are (l-r) Arista's Kenneth Reynolds, WQTQ/Hartford PD Paul Robertson, WRKS/New York Assist. PD Robin Washington, WILD/Boston MD Angela Thomas, WRKS PD Tony Quartarone, Houston, WNHC/New Haven PD James "Jazzy" Jordan, WILD PD Elroy Smith, and Arista's Jean Pierre.

## Picture Yourself In R&R

Whether it's promotions, artist appearances, or just fun times at the station, I'm sure you have plenty of pictures you'd like to share with our readers. We encourage you to forward these and other promotion photos to supplement our format coverage. Remember, you don't have to be a reporter to contribute. There are 353 Black/Urban outlets across the country, and we'd like to hear from everybody.

Send the photos to me at 1930 Century Park West, Los Angeles, CA 90067. If you have any questions, call me or Associate Editor Sean Ross at (213) 553-4330. The sooner you send the pictures, the sooner they will appear in R&R.

— Walt Love

# THE SYLVERS

"FALLING FOR YOUR LOVE"

7-29061

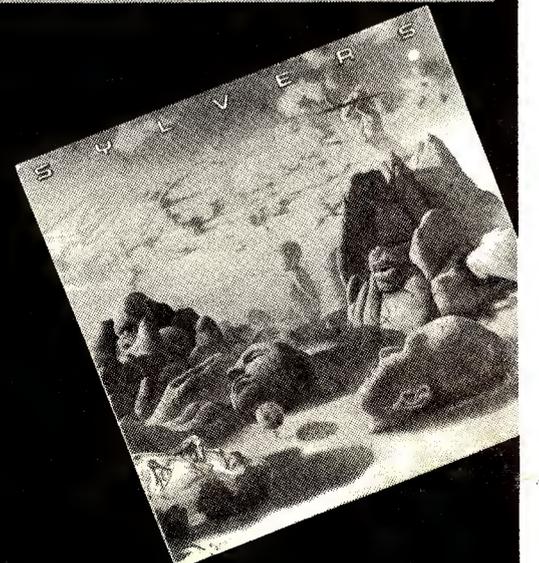


FROM THE GEFEN ALBUM, **BIZARRE** GHS/M5G 24039 PRODUCED BY **LEON F. SYLVERS III** MANAGEMENT: **BREAKTHRU MANAGEMENT**

WDAS	WJLB	WXOK	WKXI	WWDW	WANM	WLE	KAEZ	WDZZ
WAOK	KMJM	Z93	WBMK	WQKS	WDAO	KRNB	WBL	WRAP
KMJQ	KSOL	WPEG	WLOU	WTLC	WGIV	WLOK	WNOO	WWIL
WDIA	WDKX	WFXC	WBLX	WWWS	WGPR	WJTT	KCOH	WTHB
WOWI	WDMT	WQMG	KHYS	WVOI	WWI	WWWZ	WJLO	WPAL



GEFFEN RECORDS



# Country



LON HELTON

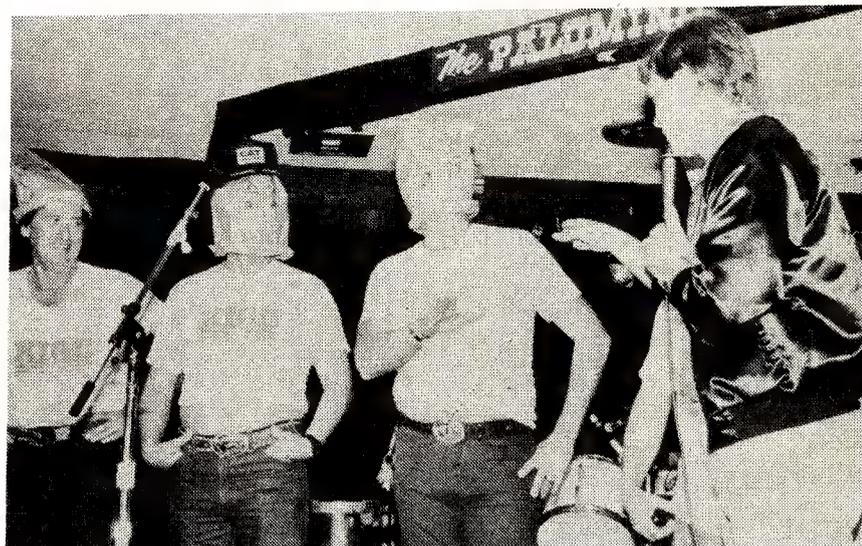
## COUNTRY RESPONDS TO DEES' COMMENTS

### KLAC Gala At Palomino

It all started with a comment made by KIIS/Los Angeles morning personality Rick Dees. In a *Los Angeles Times* Sunday Calendar article, Dees was quoted as saying, "I don't like country music. It's the music of the under-achiever. Let's go and drink and have cirrhosis. Be a moron and, you know, kick ass. I'm from North Carolina and I've been inundated with it."

This offended KLAC/Los Angeles morning talent Scott Carpenter as well as a number of KLAC faithfuls. Scott aired a number of complaint calls from his listeners, from which plans for a "special" night at Hollywood's Palomino club began to develop.

It was from those humble beginnings that "Scott Carpenter's Under-Achiever Club" was born. Its first meeting took place March 2 at the Palomino. Hundreds were in anonymous attendance, adorned with their specially-prepared "KLAC Country Music Moron" paperbag headgear with matching Scott Carpenter Under-Achiever T-shirts.



## R.A.D.D.



### Join The War Against Drunk Drivers

People all over the country want drunk drivers kept off the roads. As a result, states have developed stiffer penalties for driving while intoxicated and better enforcement of the law. You can help by watching for impaired drivers.

- Be Alert For Drivers Who:**
- Slow wide turns
  - Straddle the center line
  - Pass extremely close to objects or other vehicles
  - Drive unreasonably fast or slow
  - Hug the inside curb or edge of the road
  - Weave, creating a zigzag course
  - Fail to use headlights at night
  - Drive with windows open in cold weather
  - Stop or start in a jerky manner
  - Follow another driver too closely



If you observe any of these warning signs, stay clear and report the vehicle to the police.  
FORSYTH COUNTY (919) 727-2184  
GUILFORD COUNTY (919) 373-3327

### Make Your Country Connection With 104/WTQR!

1. Place this official WTQR Country Connection strip on any licensed vehicle.
  2. Listen for your license tag number to be called out on 104/WTQR.
  3. If your license number is called, you'll have one hour and four minutes from its first announcement to call WTQR and win. Call 1-800-642-0906 or 727-8883.
  4. Contest begins 2/22/85 and may end any time without notice. No purchase necessary.
  5. Contest is open to all persons except all employees of Summit Radio of NC, its parent or companion corporations, and participating sponsors.
- Listen to WTQR for more details, and make your connection for valuable prizes with WTQR!

Radio Against Drunk Drivers isn't a new campaign — yet. However, to help in the fight to get drunks off the road, WTQR/Winston-Salem has a new promotional campaign which neatly ties in a time-honored bumper sticker contest with true public service. The promotion hinges around motorists who win prizes when spotted with a 'TQR sticker. But here's the twist: Rather than sell the back of the sticker to an advertiser, the station offered the space to the Winston-Salem Police Department in conjunction with the Governor's highway safety program. Both offices are using the space as part of their public awareness campaign against drunk drivers.

## Double Your Pleasure

This picture only looks like an ad for Double-mint gum. However, "Double Mint" is an apropos description of what these numbers will eventually produce. Oh, to be a salesman for this pair.

In the fall '84 Arbitron, Country KUZZ/Bakersfield and CHR sister KKXX tied for the number one 12+ spot in the city with a 13.9! As far as an informal hallway survey can determine, this hasn't happened before in a top 100 market. If you're aware of it occurring elsewhere, let us know.



All smiles after the exciting news are (l-r) KUZZ OD Buddy Owens, KUZZ & KKXX GM Mel Owens, and KKXX PD Chris Squires.

## Spacing Out

When it was announced that Utah Senator Jake Garn would be heading into space on the next shuttle flight, KKAT/Salt Lake City decided to help him pack. You see, each passenger is allowed to take a few items into space. KKAT morning personality Mike Butts and newsman Jay Kolls polled their listeners to see what those items should be and then flew to the manned space center in Houston to present them to the Senator.



Pictured (l-r) are Jay Kolls, Jake Garn, and Mike Butts.

The top three vote-getting items were the "Book of Mormon," a jar of honey (Utah is the Beehive state), and a "Ski Utah" cap. When Butts and Kolls made the presentation, the pair also threw in a KKAT T-shirt to be worn underneath Garn's spacesuit. During the presentation, Garn said, "I appreciate these suggestions from my constituents, and I hope

I can represent Utah well on the Challenger flight."

When handed the "Book of Mormon," Garn quipped, "I hope this doesn't come in handy."

For the Best in MUSIC . . .  
NEWS, SPORTS . . .  
and accurate  
SEVERE STORM Information

Stay tuned to:

FM 94  
**KEBC**  
Keep Every Body Country  
hours a day.

## Tornado Safety Rules

**TORNADO WARNING** — Here's another example of a station calling attention to itself while providing a great public service. KEBC/Oklahoma City reinforced its news and information image while providing tips on what to do when a tornado hits.

# OAK RIDGE BOYS

*World Premiere Weekend*

MARCH 15-17, 1985

PRESENTED BY **MCA RECORDS**



THIS WEEKEND, MARCH 15-17 BEGINNING AT 6:00 P.M. OVER 300 COUNTRY AND ADULT CONTEMPORARY RADIO STATIONS WILL BE PREMIERING THE NEW OAK RIDGE BOYS ALBUM "STEP ON OUT". EACH STATION WILL BE AIRING INDIVIDUALLY PRODUCED PROGRAMS WHICH WILL CONTAIN INTERVIEW SEGMENTS, MUSICAL MONTAGES AND OF COURSE HIGHLIGHTING CUTS FROM THE ALBUM. THE POTENTIAL REACH IS WELL OVER 80 MILLION LISTENERS, MAKING THIS ONE OF THE MAJOR MUSIC PROMOTIONS IN THE HISTORY OF RADIO. THIS MONDAY, MARCH 18TH THE ALBUM WILL BE IN THE STORES AND THE OAKS WILL BE ON THEIR WAY TO ANOTHER COVETED GOLD ALBUM.

LP #MCA-5555  
Single #MCA-52556

THE FIRST SINGLE "*Little Things*" SHIPS THIS WEEK—  
LOOK FOR AN INSTANT CLOSE AT RADIO!

# Nashville This Week



SHARON ALLEN

## Shower Of Love For Margo

Those of you who may have arrived in town early for the CRS last week had the chance to see a little Nashville hospitality and brotherly love in action, as over 350 members of the music community gathered for a special "Shower of Love" for Margo Smith and her husband Richard Cammeron. Dottie West, Jan Howard, and Ann Tant, of the Cammerons' Touch of Class Talent, organized the affair to help Margo's family begin rebuilding their lives following the tragic fire that destroyed their home and all their possessions.

Gail Davies, Lee Greenwood, Terri Gibbs, Connie Smith, and Helen Cornelius were among the guests who showered the couple with gifts and enjoyed the festivities at the Nashville Palace. Warner Bros. artist Randy Travis and his band Nashville entertained, and were joined during the evening by Margo, Little Jimmy Dickens, Jack Greene, Lorrie Morgan (who presented Margo with a puppy since her dog was killed in the fire), and others.



MARGO SMITH: Showered with affection.

### Fire Strikes Again

Margo Smith hasn't been the only artist recently who suffered a loss due to fire. Sawyer Brown had just bought their first tour bus, a 1982 Silver Eagle, at the end of January. They broke their new vehicle in while touring the West Coast with Kenny Rogers and Dolly Parton and then returned to Nashville for a week off. But disaster struck on February 17, when the bus caught fire and burned right down to the tires.

A generator problem appears to have triggered the blaze. The group lost all of their stage clothes and some of their instruments as well. At the time of the blaze they hadn't even made their first payment. It was due last week.

### Songwriters' Seminars Flourish

If you're interested in songwriting, there are a variety of seminars coming up that are being sponsored by various organizations. The Nashville Songwriters Association International's Songwriting Symposium kicks off this weekend (March 15), as "Dukes of Hazzard" star Tom Wopat hosts the Super Songwriters Showcase at



Pictured opening the household gifts during the Shower of Love Party for Margo Smith are (from left) shower hostesses Dottie West and Jan Howard; Linda Dalton, Fan Club President; Margo, and friend Paula Potts.

## Who's New



The Maines Brothers

Lubbock, Texas has produced more than its share of talented musicians, including **Bob Wills, Mac Davis, Waylon Jennings, Buddy Holly, and Joe Ely.** Lubbock's latest contribution to the music industry is the **Maines Brothers.** The seven man band is comprised of brothers **Lloyd, Kenny, Steve, and Don Maines,** along with friends **Richard Bowden, Jerry Brownlow, and Cary Banks.**

The band is actually the second generation of Maines Brothers to perform. Their father and uncles had a band when the boys were young. "When we first started," Lloyd says, "people called Dad's band the **Big Maines Brothers,** and they called us the **Little Maines Brothers.**"

Prior to signing with **Mercury/PolyGram,** the group released four albums on their own **Texas Soul** label. And though they've signed with a major, they still recorded their first album, "**High Rollin'**" with producer **Jerry Kennedy** at the helm in Lubbock at Caldwell Studios. The band members also play their own instruments, with Lloyd on steel and electric guitars; Steve, rhythm guitar and vocals; Kenny, electric guitar, harmonica and vocals; Don, drums; Brownlow, bass guitar; Banks, keyboards; and Bowden, fiddle. Their current single is "Everybody Needs Love On A Saturday Night."

Nashville's Hyatt Regency. **Dave Loggins, Dobie Gray, the Bellamy Brothers, Fred Knoblock, Paul Overstreet, Thom Schuyler, Try Seals, and Keith Stegall** are among those slated to perform. The symposium continues throughout the weekend with panels, critique sessions, and an awards dinner. For more information you can call (615) 321-5004.

ASCAP will hold its fifth Nashville Songwriters workshop beginning March 26. **Charlie Black** and **Tommy Rocco** will lead the ASCAP Country Workshop, part of an ongoing series of workshops by the ASCAP Foundation. Writers will meet on six consecutive Tuesday nights. The workshop will feature critique sessions and guest speakers. Panelists tentatively scheduled include: **Rick & Janis Carnes, Carol Chase, Tim Dubois, Richard Leigh, and Charlie Monk.** For more information call (615) 244-3936.

Also on the calendar are a series of workshops sponsored by the Songwriters Guild Foundation beginning April 4. The series will encompass all types of music with the series opener to be a Christian Songwriter Workshop. For more information call: (615) 329-1782. Already underway earlier this week is the Music Publishing Consultant's (MPC) five-week "Writer/Publisher Awareness" seminar.

So as you can see, there's no shortage of opportunities for songwriters seeking to improve their craft.

## Who Is This?



When this photo came in the other day, I had no idea who was standing with **Con Hunley** (left) and **Anne Murray.** As a matter of fact, after I read the accompanying caption, I thought whoever wrote it had made a mistake. However, after close examination — not to mention a couple of corroborating phone calls — the mystery man was indeed identified as a clean-shaven **Gary Morris.**

— Lon Helton



**Country News**  
Next Week's Guests:  
**LEE GREENWOOD &  
RONNIE McDOWELL**

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

# Country

## CRS In Pictures



Obviously enjoying the "suite" life is CMA Membership Director Rob Parrish, who found himself surrounded by the Forester Sisters. From left are Christy, Kim, Rob, Kathy, and June.



The week's activities also included a party at Sound Stage studio for MCA's Jimmy Buffett. Among those present were (l-r) Todd Leiser of WUBE/Cincinnati, Buffett, WUBE's Bill Whyte, WAMZ/Louisville PD Coyote Calhoun, and MCA's Joe Deters.

## We Are The Country World

"We Are The World" is a very special record. The history of the record and the incredible wealth of talent who participated in its making have been well chronicled. What hasn't been discussed is its role for Country stations.

For starters, four artists who regularly appear on your station gave their talents to the project. The distinctive voice of **Ray Charles**, **Waylon Jennings**, **Willie Nelson**, and **Kenny Rogers** can be heard.

Perhaps more importantly from a programming standpoint, the tremendous magazine and television coverage that is certain to follow will have a profound impact on *your audience*. They will most certainly be touched by the commitment these artists have made. What will they think if their favorite station shows less concern for the world than their favorite artists?

Please do not categorically reject the record because it's not "Country." The USA for Africa song "We Are The World" transcends all musical boundaries. All proceeds from the sales of the record will go directly to feed the starving people of Africa. There are no administrative costs. There are no more giving people in the world than those who are a part of Country. Give them a chance to participate in what is certain to be the story of 1985.



The three panelists on the "Radio's Most Important Prizes . . . Diaries" panel were RAB's Danny Flamberg, Jack McCoy of Unidyne Research, and Walt Sabo of W.R. Sabo, Inc.



"The Old Scotsman" Gordon McLendon provided the seminar's closing address.



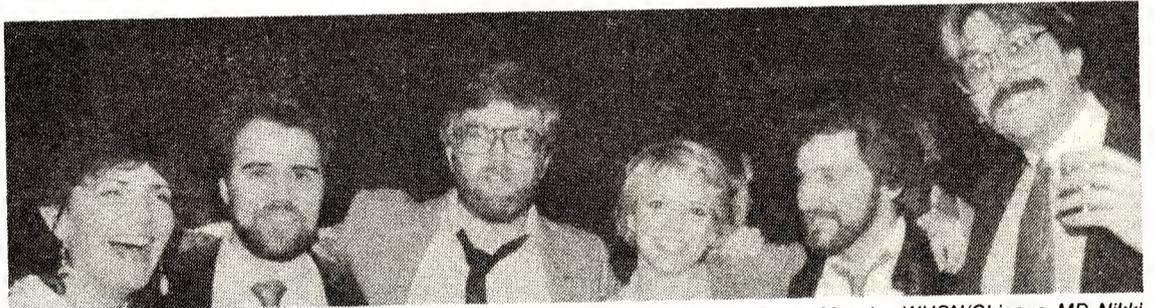
Aristo Records' Jeff Walker collects money-filled bread baskets from the New Faces show audience.

(See Page 3)

# CRS Artist-Attendee Cocktail Reception



Vince Gill with 1985 CRS Agenda Chairperson Beverlee Bleisch, who also doubles as KJJY/Des Moines PD.



Pictured (l-r): Kathy Mattea, WWWW/Detroit MD Kevin Herring, PolyGram's Steve Massje, WUSN/Chicago MD Nikki Courtney, Leon Everette, and WUSN PD Lee Logan.



(l-r) KSON/San Diego personality Mike Brady, KNEW/Oakland PD Bob Guerra, Rosanne Cash, Columbia Director/National Promotion Jack Lameier, WDAF/Kansas City Promotion Director Denise Galvin, and CBS's Jay Jenson.



(l-r) Handeman VP Jim Powers, John McEuen, WB's Vic Faraci, KZLA & KLAC PD Bill Mayne, and KZLA Asst. PD R.J. Curtis.



Louise Mandrell charms WPKX/Washington VP/GM Bill Sherard (r) and Craig Magee (c) of WIL/St. Louis.



A rare photo of RCA's Carson Schreiber together with United Stations VP Ed Salamon. Witnessing the event were (l-r) WMC/Memphis MD Eddie Edwards, Juice Newton, KKYX/San Antonio PD Steve Warren, and KWJJ & KJIB MD Mark Andrews.

# Marketplace

## AIRCHECKS

### Current and Classic Airchecks!

Current Issue #59 features WKTU/Dan Ingram, KIIS/Rick Dees, KYUU/True Don Bleu, WPLJ/Jim Kerr, KWSS/Chuck Geiger, WKTU/Jay Thomas, KUBE/Charlie Brown, KLZZ/John Forsythe, KKHR/Jack Armstrong & Chris Lance. 90-minute cassette, \$5.50.  
 Current Issue #58 features KFRC/Dr. Don Rose, KMEL/Marvelous Mark McKay, WJMK/Dick Biondi, the new KIIS-AM/Larry Morgan, KIIS-FM/Big Ron O'Brien, Cleveland's WGCL, WAPP/Harry Nelson, Z100/Z Morning Zoo, Portland's KGW & Phoenix's new A/C battle, KKLT vs. KLZI. 90-minute cassette, \$5.50.  
 Special Issue #S-50 features MILWAUKEE with CHRs WBTT, WKTI & WZUU, AOR WQFM, Country WLZZ, A/C WMYX, WMGF, WISN & WTMJ, Urban WLUM. Cassette, \$5.50.  
 Special Issue #S-51 features the CALIF. COAST! Ventura's A/Cs KKBZ & KBBY, Urban KMYX & CHRs KCAQ & KWNK, Santa Barbara's CHR KIST, AOR KTYD & KKOO, & A/C KMGQ, plus Santa Monica's CHRs KXFM & KRQK. Cassette, \$5.50.  
 Classic Issue #C-52 features KFVB/Roger Christian-1968, KHJ/Johnny Mitchell-1966, KCBO/Magic Christian-1971, KACY/Dave Conley-1967, KROQ/Jimmy Rabbitt-1974, KMET/Shadoe Stevens-1975, WDRQ/Joey Ryan-Bob Pittman-1972, KFI/Jack Armstrong-1980. Cassette \$10.50.

CALIFORNIA AIRCHECK  
 Box 4408 — San Diego, CA 92104 (619) 460-6104

## COMEDY

**NEW! BRIGHT! FRESH!**  
 Write on station letterhead to:  
 CHEEP LAFFS  
 1111 W. El Camino Real  
 Suite 109-212  
 Sunnyvale, CA 94087

*You're weird, perverted, and demented. That's why I like your stuff!*  
 Dr. Don Rose  
 KFRC  
 San Francisco

Free Sample

## Contemporary COMEDY

Hundreds renewed again!  
**Free sample!**  
 Write on station letterhead to  
**Contemporary Comedy**  
 5804-D Twining  
 Dallas, TX 75227

## O'Liners

FREE SAMPLE ISSUE  
 of radio's most popular humor service  
 For sample, write on station letterhead to: **O'Liners**  
 1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025

## Disk Jockey Comedy

KRAZY KOMMERCIALS... 100 of the wildest things ever sold on radio. Everything from a police dog that licks to a telethon to combat excess body hair to a free loaders home study course. Fore FREEBEE, write: **HYPE, INK.,** 7805 Sunset Blvd., #206, Los Angeles, CA 90046.

## R&R MARKETPLACE ADVERTISING

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):

	Per Insertion
Additional \$10.00 per week charge for Blind Box ads.	
<b>1 Time</b>	<b>\$50.00</b>
<b>6 Insertions</b>	<b>\$45.00</b>
<b>13 Insertions</b>	<b>\$40.00</b>
<b>26 Insertions</b>	<b>\$35.00</b>

Will include logo or other line art on ads of two inches or more if camera-ready art provided. *Volume Rates Available*

Deadline for Marketplace ads is FRIDAY NOON, two weeks in advance of publication date. Marketplace ads are non-commissionable.

Submit to: **Marketplace RADIO & RECORDS, 1930 Century Park West Los Angeles, Calif. 90067 (213) 553-4330**

**ELECTRIC WEENIE**  
 RADIO'S MOST RESPECTED  
 DJ GAG SHEET SINCE 1970  
 RICK DEES, KIIS-FM: "Tom, you really are The Best. Really look forward to the arrival of The Weenie, such a shot in the arm for our Morning Team!"  
 FOR FREE SAMPLES WRITE  
**The Electric Weenie, P.O. Box 882**  
 Honolulu (Pearl City), Hawaii 96782 (808) 671-6500

**DIAL-LOG** **FREE SAMPLES**  
**Humor, Conversation, Calls, Calendar & More**  
 "Your service is great" Fred Hunter, KUBA  
 Write on station letterhead of phone: 10918 Foxmoore Ave.  
**(804)270-7206** 9AM-5PM EST Richmond, VA 23233

**"Phantastic Phunnies"**  
 Highly Respected! Hilarious! Original!  
 Proven worldwide audience builder!  
 'Quick-quip,' Topical Humor!! Introductory month's 500 topical one-liners and 'BONUS'... Just \$2.00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.

## FEATURES

Terry Marshall's  
**daily insider**  
 • Entertainment News For Radio •  
 CHR · AOR · AC  
 Call for a free trial subscription  
**(415) 564-5800**

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

**GALAXY**  
 write:  
 Box 20093R,  
 Long Beach, CA 90801  
 \*Indicate COUNTRY or CONTEMPORARY Format  
 Free Sample Of **RADIO'S DAILY ON-AIR PREPARATION SERVICE!**  
 Airshift-ready music-notes, star facts, calendar, more!

## PROGRAMMING

**INSTANT REAGAN.**  
 more fun than the real one!  
 LIVE WITH YOUR TALENT (as heard on KFMB San Diego)  
**MARK LARSON**  
 P.O. BOX 2424 EL CAJON CA 92021 619-579-6989

The best-sounding spots on your station should be your stations promos... wouldn't you agree? To have **PROMO POWER** working for your stations... call now to hear instant on-line demo of the best promo voices in the business... and it's affordable for your market!  
 24 hours/7 days (316) 682-7111

**Winston C.R.E.A.T.I.V.E. SOUND STUDIOS**

## Pop Oldies — 1955 - 1982

Stereo — Mono — 25Hz Toning  
 Call or write for information and free list of titles.

**"THE MUSIC DIRECTOR"**  
 PROGRAMMING SERVICE  
 Box 103-Indian Orchard,  
 Massachusetts 01151-413-783-4626

## LEGAL SERVICES

### At Last, an Attorney Who's Been There

...as a jock, PD, Account Executive, GSM, and GM. Stations include WMMR, WRVR, WRKS, WCOZ, WBOS. Whether it's to negotiate a better contract or to make your ownership dreams reality, call me. I can help. Initial consultation free. **BARRY SKIDELSKY, (212) 370-0130.**

## PROFESSIONAL SERVICES

Tired of dealing with jingle leasing? We produce custom original music & lyrics — for radio stations and advertising clients at an extremely affordable rate according to market size! You give us the project & we'll produce free specs! Call now for exclusive marketing rights and hear our instant on-line demo of MUSIC-LOGOS  
 24 Hours/7 days (316) 682-5652

**Winston C.R.E.A.T.I.V.E. SOUND STUDIOS**

## FOR SALE:

### Northwest Ohio FM Small Market Station

Only one in county, good cash flow, reasonably priced.

Write: Station, Box 352, Ottawa, Ohio 45875

## RECORD SERVICES

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

**American Pie**

Box 66455, Dept. #RR, Los Angeles, CA 90066  
 (213) 391-4088

## Spin-More RECORDS

WE SPECIALIZE IN THE OLDIES OF THE '50s, '60s, '70s — LPs & 45s  
 250,000 Oldies in Stock all categories

Plastic Sleeves	Please send want list
45 RPM — 3 mil	GREEN 45 SLEEVES
100 ....\$5.00	100 ....\$8.00
500 ....\$20.00	500 ....\$30.00
1000 ....\$35.00	1000 ....\$60.00
LP — ALBUM — 4 mil	WHITE 45 SLEEVES
100 ....\$8.00	100 ....\$4.00
500 ....\$36.00	500 ....\$17.50
1000 ....\$65.00	1000 ....\$27.50

ALL CONTINENTAL SHIPPING INCLUDED

**(216) 678-3495**

165 E. Main St., Kent, OH 44240

# Opportunities

## Openings

### NATIONAL

#### AIR PERSONNEL NEEDED

NATIONAL is recognized as the leader in radio personnel placement. Last week we received calls from radio stations in the 4th, 6th, 30th, 32nd, 33rd, 35th, 40th, and 70th markets, as well as many smaller ones. We need announcers, news people, programmers, male and female, for all size markets. If you are ready for a move let NATIONAL help. We make the complete presentation for you. For complete confidential details and registration form, enclose \$1 postage and handling to:



#### BROADCAST TALENT COORDINATORS

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

When the difference of a rating percentile means hundreds in revenue, contact the Sound Investment. Michael Albi: (513) 621-2012 (3-15)

## EAST

Experienced person for midday at CHR. T&R: FM97, 252 N. Queen St., Lancaster, PA 17603. EOE M/F (3-15)

Like hunting, fishing & engineering? Opening near the Canadian border for a chief engineer. R: Greg Jarrett, WEGP/WTMS, Box 1177, Presque Isle, ME 04769. EOE M/F (3-15)

Creative newspeople needed for all shifts at this medium market A/C powerhouse. C&R: John Stempin, WGNV, Box 3591, Newburgh, NY 12550. EOE M/F (3-15)

#### CREATIVE PRODUCTION DIRECTOR

Outstanding opportunity for creative person with ability to write, produce, voice, and direct others in producing excellent radio commercials and complete station production. Must be able to develop marketing concepts for retailers. Powerful AM station in Northeast. Send samples on tape with resume to Radio & Records, 1930 Century Park West, #956, Los Angeles, CA 90067.

Two parttime personalities needed for 50,000 watt CHR. T&R: Curt Hansen, WEBE, Box 108, Westport, CT 06881. EOE M/F (3-15)

Morning maniac needed for fun summer at the beach! T&R: WWTR FM, Box 717, Ocean City, MD 21842. Calls OK. EOE M/F (3-15)

Q106/Claremont, NH, needs experienced weekend announcers. Don Thompson: (603) 542-7735, after 10 est (3-15)

Midday jock needed for 50,000 watt CHR FM in seacoast city. T&R: Brian Phoenix, WJBO, 583 Warren Ave., Portland, ME 04103. EOE M/F (3-15)

## NEW

Brand new hot East Coast FM. Will be #1 in an hour. ROCK-CHR. Can't tell you much more. Send cassette and resume quick! Before it's too late!! To: RADIO P.O. Box 15058, Richmond, VA 23227. EOE M/F

Sports announcer needed immediately for beautiful college town. Good salary & benefits. T&R: Sid Levine, WRSC, State College, PA 16803. EOE M/F (3-15)

Top-rated CHR is looking for creative personalities. Have medium/major market experience. T&R: John Garry, Box 5944, Providence, RI 02903. EOE M/F (3-15)

Delightful living, great opportunity & good money for experienced engineer. R: Stacey Hill, WFPG/WIIN, 2707 Atlantic Ave., Atlantic City, NJ 08401. EOE M/F (3-15)

## WALK FM 97.5 AM 1370

### PRODUCTION DIRECTOR

WALK, Long Island's premier A/C station, needs experienced production director/copy writer. If you're a pro, who works well with people, has strong organizational skills and can handle deadlines, then send a tape and copy of your best work to: Sean Casey, PD, WALK-FM/AM, P.O. Box 230, Patchogue, NY 11772. EOE M/F

## Openings

Eastern AM MOYL station seeks GM with strong sales background. R: J.F. Kelly, Scott Broadcasting, 1054 Troy-Schenectady Rd., Latham, NY 12110. EOE M/F (3-15)

#### CENTRAL NEW ENGLAND FM A/C

Anticipating full-time opening. Must be friendly, warm, and creative with production. Tape and resume to: Radio & Records, 1930 Century Park West, #953, Los Angeles, CA 90067. EOE M/F

Top 10 market FM looking for top-notch AM show. Team-player(s) with winning attitude wanted. T&R: Box 521, Quincy, MA 02269. EOE M/F (3-8)

WJBQ is looking for a ND/morning anchor. Females encouraged. T&R: Brian Phoenix, 583 Warren Ave., Portland, ME 04103. EOE M/F (3-8)

#### STATION MANAGER WANTED

Brand new FM station in small Ohio market. Three years radio sales experience required. Salary \$20,000 plus incentives and benefits. Immediate opening. Call NOW Randy O'Grady, President, Buck Media Group, (614) 942-2118. DO IT TODAY!

Account Executive needed for major NYC station. Must have proven sales track record. R: Mary Galda, WPAT, 1396 Broad St., Clifton, NJ 07013. (201) 345-9300 EOE M/F (3-8)

Five years experienced sales manager needed to supervise operation in competitive market. R: Fred Weinhaus, WPAT, 1396 Broad St., Clifton, NJ 07013. (201) 345-9300 EOE M/F (3-8)

#### Northern New England Rocker

Seeks experienced air personality for newly-created evening shift. Tape & Resume to: Radio & Records, 1930 Century Park West, #951, Los Angeles, CA 90067. EOE M/F

## SOUTH

You know how to rock? Make me smile. Rio Grande Valley's hot rocker needed full & parttime jocks yesterday. Michael Parker: (512) 350-9999 EOE M/F (3-15)

Opening for a ND/Sports Director. T&R: WLCC, Box 387, Luray, VA 22835. EOE M/F (3-1)



100,000 watt top-rated CHR has News Director opening. Personality needed to complement morning show. Good pay for the right team player. T&R to: Bill McCown WANS, 1421 Laurens Rd., #F, Greenville, SC 29607. EOE M/F

WTON seeks afternoon news reporter/anchor. Females encouraged, but all will be considered. T&R: Gary Smith, Box 1085, Staunton, VA 24401. EOE M/F (3-15)

Do you love the sun? Then come & sell for U/C WVIS FM! Must be aggressive & organized. Good potential for hard worker. R: J. Bahr, Box 487, St. Croix, VI 00840. EOE M/F (3-15)

An Administrative Secretary is needed at WINK/Ft. Myers. Must have excellent skills, be organized & detailed. R: Barbara Thomas, Box 1060, FL 33902. EOE M/F (3-15)

Gulf Coast FM going live! We need talent! Photo, T&R: Bobby Magic, WGCM, Box 1570, Gulfport, MS 39502. EOE M/F (3-15)

## Openings

Heart of TX CHR has an evening slot. One year experience necessary & females encouraged. T&R: Danny Austin, KTAW-FM, 3808 "B" Old College Rd., Bryan, 77801. EOE M/F (3-15)

Full & parttime personalities needed for 100kw CHR. Must have two years experience. Join a team you can grow with. T&R: Kelsey Scott, WHKW, Drawer 570, Fayette, AL 35555. EOE M/F (3-15)

Top-rated FM Country station looking for 7-midnight jock. T&R: Steve McNeel, WUSQ, Box 2869, Winchester, VA 22601. EOE M/F (3-15)

Experienced, professional announcer wanted for a major market FM radio station. Requires 2 years on-air work for Contemporary radio format. Must be capable and prepared to work on-air and production for midday drive. Send resume, tape & salary history to: Radio & Records, 1930 Century Park West, #943, Los Angeles, CA 90067. EOE

Experienced news reporters needed for aggressive information station. T&R: Randy Gray, Box 150, Roanoke, VA 24002. EOE M/F (3-8)

AOR KUFO/Odessa has an opening for an up tempo & creative morning drive personality. Five years experience a must! T&R: Steve Driscoll, Box 6350, TX 79762. No calls. EOE M/F (3-8)

Experienced morning/production pro needed for medium market A/C AM. References. T&R: Chuck Wolfe, KCRS, Box 4607, Midland, TX 79704. EOE M/F (3-8)

Creative Director, with writing & versatile production skills, needed to head three-person department. Salary, T&R: Dan Brown, WGOW, Box 11202, Chattanooga, TN 37401. EOE M/F (3-8)

Need ASAP: Midday & afternoon drive talent/sales combo. Local list wide open. Also need ND. T&R: John Parker, WPGA, Box 980, Perry, GA 31069. EOE M/F (2-15)

Accepting T&Rs for future openings. Ralph Carroll, Box 1537, Columbus, GA 31994. No calls please. EOE M/F (3-8)

WRXL is looking for a night rocker. T&R: Tom Evans, 3245 Basie Rd., Richmond, VA 23228. EOE M/F (3-8)

100,000kw FM Country powerhouse seeks strong PD/OM. Air shift & production required. T&R: Laurel Smith, WQDR, Box 1511, Raleigh, NC 27602. EOE M/F (3-8)

We need an energetic air staff to work with new easy listening information format. Resume: D. Anscombe, WSIR, 665 Lake Howard Dr., Winter Haven, FL 33880. (813) 294-4111 EOE M/F (3-8)

Award-winning news department needs anchor/reporter. T&R: ND, WCHV, Box 5387, Charlottesville, VA 22905. No calls please! EOE M/F (3-8)

Sunny Gulf Coast combo needs experienced anchor/reporter who wants to move up to management. Writing sample, T&R: Mike Sockol, KIEZ/KWIC, Box 6067, Beaumont, TX 77705. EOE M/F (3-8)

WXLY, Charleston's 100kw modern Country, needs midday communicator with Country background. No beginners or readers. Call T.J.: (803) 723-8165 EOE M/F (3-8)

Top station in medium market needs AM anchor/reporter. Writing sample, T&R: Jim Beasley, Box 11202, Chattanooga, TN 37401. EOE M/F (3-8)

SW FL "up" A/C looking for warmth & wit for possible future opening. T&R: Jeff Edwards, Box 061279, Ft. Myers, 33906. EOE M/F (3-8)

Top-rated 100kw contemporary FM in Deep South medium market seeks experienced adult morning personality. T&R: Sander Walker, Box 2000, Tuscaloosa, AL 35403. EOE M/F (3-8)



#### Asst. Promotion Director

My former assistant is now the Promotion Director at our new ABC O & O in Dallas. I need his replacement ASAP. This is a rare opportunity to work at one of America's premier radio stations and begin a career with the nation's #1 broadcast group. Work with Programming and Sales Departments. Coordinate total marketing package for Houston's #1 AOR. Radio experience a must. Sales ability essential. Looking for a real "street-smart" radio pro with the desire to grow and learn. Hard work, long hours, great rewards. Send resume, samples, and salary requirements to: Bill Moffett, KSRR Radio, 1020 Holcombe, Suite 1201, Houston, Texas, 77030.

An ABC Owned FM Station  
Equal Opportunity Employer

## Openings

Immediate openings for air talent (heavy on production) & an experienced ND. T&R: J. Michael Pruet, WZDO, Box 3289, Jackson, TN 38303. EOE M/F (3-8)

Dominant AM/FM combo needs T&Rs from exciting adult announcers for future fulltime openings. Jim Gregory, 28 Fountain Pl., Frankfort, KY 40601. EOE M/F (3-8)

ND with personality needed for Houston A/C. Excellent opportunity with a growing broadcast group. T&R: Rich Stancato, KTUN, 121 1st St., Suite D, Humble, TX 77338. EOE M/F (3-8)

Morning newscaster & team-player needed for powerhouse FM at the beach. Females encouraged. Photo, T&R: Brian O'Bryan, WVBS, Box 2428, Wilmington, NC 28402. EOE M/F (3-8)

Afternoon personality with production ability needed for A/C in the resort area of Pinehurst. T&R: Ross Caudell, WDLV, Box 1677, Southern Pines, 28387. EOE M/F (3-8)

WHYY AM/Montgomery needs a winning announcer with production skills & two years experience. T&R: Phil Horton, Y102, Box 2744, AL 36196. (205) 264-2288 EOE M/F (3-8)

## MIDWEST

Lifestyle newscaster needed for afternoons. Females encouraged. Writing sample, T&R: Al Setka, Y93 FM, Bismarck, ND 58502. EOE M/F (3-15)

Immediate openings for full & parttime CHR jocks. T&R: Mike Miller, KOFM, Box 14806, Oklahoma City, OK 73113. EOE M/F (3-15)

## WTMJ Radio 62

### RARE OPPORTUNITY

To join one of the great full service A/C's in America. WTMJ, Milwaukee is looking for an adult personality, good communicator to handle the overnight show. Send T&R to:

Pat Rodgers  
P.O. Box 620, Milwaukee WI 53201  
EOE

New 2500 watt KOGA is accepting T&R's for future jock positions. Scott Hickenbottom, Box 509, Ogalala, NB 69153. EOE M/F (3-15)

AOR KEZO/KYNN is looking for a production director for four-track studio & possible airshift. Opening is April 5th. C&R: 11128 John Galt Blvd., Omaha, NB 68137. EOE M/F (3-15)



Flint's #1 Country searching for 7-Mid talent committed to winning. Women encouraged to apply. T&R to: Mark Thomas, Ops. Manager, WKMF, Box 1470, Flint, MI 48501. M/F E.E.O.

FM108 has lost their morning man to WZOK! Work for a choice established market leader. T&R: Mark Potter, KFMW, Box 1330, Waterloo, IA 50704. No calls. EOE M/F (3-15)

Station manager, with three years experience, wanted for new station in small market. Salary is \$20,000 plus incentives. Randall O'Grady: (614) 942-2118 EOE M/F (3-15)

## METRO NEWS ANCHOR

Morning News Pro who writes with flair, can interact and delivers! We've heard some good ones, but not that great one. You'll be the centerpiece of our big AM news commitment on a recognized news leader. \$350.00/wk to start. Tape, resume and writing samples to Duane Wallace, WMBD AM/TV, 3131 N. University, Peoria, IL 61604. EOE M/F.

## WMBD RADIO 1470

# Opportunities

## Openings

Top small market CHR is looking for morning talent. Good voice, production & creativity a must. T&R: KQCA, Box 6, Canton, MO 63435. EOE M/F (3-15)

Morning personality with good production needed for top-rated Country giant in MW. T&R: Mike Libbie, KVMY, Box 578, Ft. Dodge, IA 50501. (515) 576-7333 EOE M/F (3-15)

**MORNING PERSONALITY/ PRODUCTION DIRECTOR**  
Small regional Michigan market needs entertaining morning personality. Good chance for advancement and company benefits. Send resume, salary requirements & references to: Radio & Records, 1930 Century Park West, #950, Los Angeles, CA 90067. EOE

Afternoon drive pro needed immediately for this CHR. T&R: Bob Beck, .Y93 FM, Bismarck, ND 58502. EOE M/F (3-15)

Morning personality needed for CHR-styled Country that's up tempo & alive in a great market. Ken: (314) 449-2433 EOE M/F (3-15)

Top A/C in MW has future openings. No beginners. T&R: Bob Vizza, 93 WXUS, Box 7093, Lafayette, IN 47903. EOE M/F (3-15)

Program manager needed for AM/FM medium market station. Looking for family-oriented & competent pro. References, T&R: Jack Hansen, WJON, Box 220, St. Cloud, MN 56302. EOE M/F (3-15)

Solid A/C FM is looking for afternoon drive announcer to make us the envy of Mid-Ohio. Strong production a must! T&R: Brad Shupe, WQLX, Box 608, Galion, 44833. EOE M/F (3-15)

Engineer needed for 100,000 watt FM & clear channel directional AM Stereo. R: Alan Warner, 9240 N. Meridian St., Suite 330, Indianapolis, IN 46260. EOE M/F (3-15)

100,000 watt soft A/C FM is updating files for possible full/parttime positions. T&R: Tom Andrews, IRRZ, 52 Broadway Ave., Fargo, ND 58102. EOE M/F (3-8)

WBCS seeks MD/air personality with growth potential. Must have two years experience. Great opportunity. T&R: Bill White, 5407 W. McKinley St., Milwaukee, WI 53208. EOE M/F (3-8)

NE SD regional FM accepting T&Rs for future opening for an evening shift. Teri Struck, KBWS, Box 82, Eden, 57232. EOE M/F (3-8)

Northern IN station needs evening entertainer with two years experience. T&R: Allen Strike, WTRC, Box 699, Elkhart, 46515. EOE M/F (3-8)

Experienced newperson needed. Good pay & excellent benefits. T&R: Rick Morgan, KIZZ, Box 2188, Minot, ND 58702. EOE M/F (3-8)

WEBC seeks reporter with ability to work independently essential. Will consider beginners. T&R: 1001 E. 9th St., Duluth, MN 55805. EOE M/F (3-8)

**NEWS DIRECTOR**  
Female & male applications now being accepted for morning news position with the Twin Cities legendary CHR. Abilities must include credible news reporting, personable interaction with established morning team and to meet the challenge of frequent live appearances. Send cassette and resume to: Dave Anthony, KDWB, PO Box 19630, Twin Cities, MN 55119 EOE M/F No calls please.



A Doubleday Station

NW OK CHR FM needs DJs & salespeople. C&R: Q102, Box 5102, Woodward, 73802. EOE M/F (3-8)

Want to hit the big time? My training has sent DJs to KZZP, WQFM, WKTI, WBBM-FM, & WLS-FM. Air check, production sample & R: Pat Martin, WRKR, Racine, WI 53405. EOE M/F (3-8)

Rare immediate opening! Filling vacancy by top-notch female communicator. Great benefits. T&R: Jay Bouley, WSPT, Box 217, Stevens Point, WI 54481. EOE M/F (3-8)

**WEST**

SE AK group flagship needs strong air talent. Mild weather & great benefits. T&R: Paul Damon, KJNO/KTKU, 3161 Channel Dr., Juneau, AK 99801. EOE M/F (3-15)

CA coast CHR has rare opportunity! We're looking for part-time, but possible fulltime, personality. T&R: John Quimby, KXFM, Box 1964, Santa Maria, CA 93456. EOE M/F (3-15)

## Openings

Chief engineer who's a self-starter with superior skills, needed for AM/FM combo in America's finest city. R: Mike Shepard, KSON, Box 1240, San Diego, CA 92401. EOE M/F (3-15)

**We're Bringing PERSONALITY Back To Country Music Radio!!**  
If you can bring fun, energy and life to my mornings or afternoons, let's talk. Top 20 market. Class C FM. T&R to: Radio & Records, 1930 Century Park West, #948, Los Angeles, CA 90067. EOE

Looking for an entry level position to do a 6-midnight at a small market Country station? T&R: Steve Rose, KKBK, Box J, Aztec, NM 87410. EOE M/F (3-15)

Sales position open at cable radio network. Great commissions. Jim Roope: (818) 352-7152 EOE M/F (3-15)

KSMK has a rare openings for full & parttime announcers. T&R: Nicc Thompson, Box 10, Cottonwood, AZ 86326. No calls. EOE M/F (3-15)



Northern Colorado's #1 CHR is looking for a Program Director. The only qualification you need is to be a winner... if this is you, send a tape and resume to FM-99 KUAD, P.O. Box 117, Windsor, Colorado 80550. By the way, the Group PD for this chain of stations believes in money as the only compensation.

Tucson area FM needs Country personality. C&R: KAVV, Box 42977, Tucson, AZ 85733. EOE M/F (3-15)

Immediate opening for a bright, personable afternoon A/C entertainer. Great facilities at home of UT State. T&R: Hawk Mendenhall, KVNU, Box 267, Logan, 84321. EOE M/F (3-15)

Are you a Jackie Stewart impersonator? One-time gig pays \$10. for each syllable of your name! We crack you up. Call Rock-Me Productions: (602) 997-8407 (3-15)

Northern CA A/C has an openings for morning & afternoon drives. One year experience necessary. Salary. T&R: Charlie Foxx, Box 1340, Oroville, 95965. EOE M/F (3-15)

Major Market West Coast AOR station seeks morning news personality and News Director. Minimum 3 yrs experience. Send cassette and resume to Radio & Records, 1930 Century Park West, #955, Los Angeles, CA 90067.

Fresno's light rock station needs a midday communicator. T&R: Scott Huskey, K-LITE Radio, Box 49, Hanford, CA 93232. EOE M/F (3-8)

Need strong personality for 33-share kicking Sacramento Valley station. Photo. T&R: John McCorkle, KRFD, Box 631, Marysville, CA 95901. No calls. EOE M/F (3-8)

Wyoming's classy FM is still looking. Unique opportunity & lifestyle await the right personality/production person. T&R: PD, KLZY, Powell, 82435. EOE M/F (3-8)

Opening for experienced broadcast journalist in Rocky Mtn. resort town. Non-smokers only! T&R: KMTN-FM, Box 927, Jackson Hole, WY 83001. EOE M/F (3-8)



LA's Magic (KMGG) is searching for two professionals: Production Director and Programming Assistant. Good knowledge of music and copywriting experience preferred for both positions. Good attitude is required. Send cover letter, resume, and cassette tape (if applicable) to: Ron Rodrigues, Operations Manager, KMGG, 6430 Sunset Blvd., 418, Los Angeles, CA 90028. No calls please. EOE M/F

## Openings

Looking for an energetic & experienced afternoon drive DJ. Beginners need not apply. T&R: Marc Hahn, KTOM, Box 81380, Salinas, CA 93912. EOE M/F (3-8)

**Attention: Happily Employed Radio People**  
KUUT is a brand new, Class C FM in Beautiful Salt Lake City recently acquired by TransCOM, a multi-station, growth-oriented company owned and operated entirely by career broadcasters Robert Herpe and Eric Hauenstein.

We seek the following applicants: Program Director, Account Executives, Air Talent-all shifts and administrative. **TEAM ATTITUDE AND A WINNING, DOCUMENTABLE TRACK RECORD ESSENTIAL.** Air Talent must demonstrate GENUINE content. This is a FABULOUS opportunity for 1985 communicators with SOMETHING to say!!

Resume, photo salary requirements and cassette (where applicable) to: Christopher Kampmeier, KUUT, 5282 S. 320 W. #D-272, S.L.C., Utah 84107 Equal Opportunity Employer.

News-oriented A/C wants communicator/morning anchor who writes creatively & can cover a story. T&R: Joe McCarthy, KMJJ, 3510 W. Hacienda Ave., Las Vegas, NV 89118. EOE M/F (3-8)

Now accepting applications for future full & parttime openings at soft A/C. Females encouraged. Non-smokers. T&R: KMTN-FM, Box 927, Jackson Hole, WY 83001. EOE M/F (3-8)

**IF YOU LIKE TO ROCK . . .**  
And can really put the message across between the music, we want you. Energy, enthusiasm, originality, self-motivation . . . if that describes you, rush tape & resume to: Radio & Records, 1930 Century Park West, #952, Los Angeles, CA 90067. EOE M/F

KPKY needs an experienced CHR personality. T&R: Rich Terry, Box 670, Pocatello, ID 83201. EOE M/F (3-8)

KOJM needs an announcer/production person for a station with good benefits & opportunity. T&R: John Mosher, Box 7000, Havre, MT 59501. EOE M/F (3-8)

Adult AOR jock needed for parttime shift for CA central coast. T&R: Mark Kaufmann, KMBY, Box 1271, Monterey, 93942. EOE M/F (3-8)

Wanted yesterday: Afternoon drive personality to be part of Reno's top-rated CHR on beautiful Lake Tahoe. T&R: John Chommie, Box 1365, Crystal Bay, NV 89402. EOE M/F (3-8)



**The Quality Satellite Network**

LOS ANGELES

TRANSTAR Country & TRANSTAR Format-41 are adding PART-TIMERS in Los Angeles. FULL-TIME position available at TRANSTAR AC, Colorado Springs. Tapes and resumes to: Tom Casey, TRANSTAR, 6430 Sunset Blvd., Suite 401, Los Angeles, Ca., 90028.

NE CO CHR FM is now accepting T&Rs. Good for refining skills. KMXX, Box 1847, Sterling, CO 80751. No calls. EOE M/F (3-8)

AM drive & MD needed for top-rated adult CHR. No screamers or beginners. Females encouraged. Photo. C&R: Rodger Meschke, KGBS, Box K, Greeley, CO 80632. EOE M/F (3-8)

**MAJOR MARKET COUNTRY STATION**  
Building morning dynasty. We need a traffic/news personality who can interact with our morning team. Females encouraged to apply. T&R to: Radio & Records, 1930 Century Park West, #949, Los Angeles, CA 90067. EOE

## Openings

KEZY needs parttime/freelance person to produce informational features. Jeff Salgo, 1190 E. Ball Rd., Anaheim, CA 92805. EOE M/F (3-8)

Modern Country on central CA coast seeks rising female star for future opening. T&R: Box 3901, Carmel, 93921. EOE M/F (3-8)

**THE SWITCH IS ON**  
CHR personality needed. Top 5 market. Must have spark, warmth, and ability to be concise. Humor a plus. T&R to: Radio & Records, 1930 Century Park West, #954, Los Angeles, CA 90067. EOE M/F

## Positions Sought

Young & ambitious reporter/anchor looking for stable news position. PEGGY MEYER: (414) 251-6581 (3-15)

I'll provide great mornings if you'll provide good bucks & stability in Top 50 market. Let's talk! MACY: (904) 785-6624, after 6 cst (3-15)

News reporter/anchor, with five years experience, seeks active environment & fulltime position. Enjoy backpacking & skiing. ED: (503) 389-6478 (3-15)

My ratings on talk in Philadelphia went up, but the station changed format. I've also done music in NY. JACK ELLERY: (215) 564-3879 (3-15)

13 year pro currently working in Pittsburgh area seeks Top 100 market CHR or A/C airshift. KEVIN EVANS: (412) 856-5834 (3-15)

Eight years experience wants PBP/Sports Director or airshift. Solid PBP/morning drive talent & production. Good administrative skills. BOB: (313) 453-8668 (3-15)

AOR/CHR programmer available now. Formerly Y95, WQFM, KISW & "The Loop." Will relocate. BRENT ALBERTS: (404) 794-5007 (3-15)

Determined female looking for CHR/AOR gig in central or southern CA. Available now. LAURIE: (805) 322-1867 (3-15)

Bright, upbeat announcer looking to make a move. Will relocate. JIM (717) 597-9239 (3-15)

"Personality of the '80's" with major market experience seeking medium/major market fulltime shift in East or OH. Box 5226, Philadelphia, PA 19126. (3-15)

If you're looking for a time & temp man, forget me. However, if you're looking for someone witty & creative, call MIKE MASTERS: (805) 824-4221 or 943-7187 (3-15)

Seven years experienced national award-winning journalist/reporter who is dependable & hard working is looking for medium market. (601) 728-6436 (3-15)

Morning anchor/excellent writer with great pipes at all-news station seeks anchor/reporter slot in Top 50 News or Talk. (702) 369-9119 (3-15)

Dedicated & hard working seven year vet is looking for great radio company. Will relocate. Leave message with Sherry for CODY: (406) 248-1036, between 9-3 mst (3-15)

Exciting on-air personality with Country background, strong delivery & desire to move. All formats considered. DUKE: (316) 672-7144 (3-15)

ROBERT HOLIDAY, PD/MD/production/jock with five years experience, is looking for Urban/CHR. (702) 367-6044 (3-15)

Female air personality with over seven years experience in Urban, A/C & programming seeks air shift. Prefer NE or MW. SHELLEY: (809) 773-8710, after 3 est (3-15)

Wry, ugly, humble, experienced, award-winning, amazing, droll, intelligent, dependable, silly & stable oldies expert is loved by millions. (601) 728-6436 (3-15)

Experienced Cleveland broadcaster available for production & DJ positions. Excellent skills. (216) 439-3249 or 826-2145 (3-15)

Unemployed DJ would like to work! 18 months experience & good with news, remotes, phones & production. I'm ready to relocate in central US. TERRY: (913) 651-2656 (3-15)

Help! I need a gig! Dynamic, enthusiastic & experienced pro prefers the NE. ASHLEY SCHARGE: (718) 229-2094 (3-15)

**One of the Last Genuinely Funny Morning Men in America**  
In my last job, we tripled the ARB 12+ ratings in my daypart. Extremely creative. Unbelievably good voices, phones, and song parodies. I've mud-wrestled a woman and tried to break the Texas record for roller coaster riding. Impressive at public appearances. Excellent references. Expensive, but well worth it. Roger Cary, KS103/San Diego, KZZP/Phoenix, KOY/Phoenix. (619) 282-8000.

# Opportunities

## Positions Sought

**Experienced & licensed air talent** with copywriting & news background seeks position in West or NW. W.H. ROCHON: (818) 332-0730 or write: 1367 N. Fircroft, Covina, CA 91722. (3-15)

**Ten year adult morning drive team** is looking for similar or solo positions in Top 50 market. (402) 435-2959 (3-15)

**Looking for spot** on Oldies, A/C or Country station. Have college background & mature professional appeal. Prefer the West. JOHN: (619) 726-2039 (3-15)

**Bright, natural-sounding talent** with professional background & attitude & three years PD experience wants A/C or Country. MARK: (205) 759-2936 (3-15)

**BOB KAUFMAN:** Five years experience, WRXL/Richmond, WMYK/Virginia Beach with references & numbers. No one works harder. (804) 740-0372 (3-15)

**Female morning pro in Top 15 market** seeks personality position. Bright & versatile entertainer with characters & a passion for AOR. (305) 432-1691 or 467-6543 (3-15)

**Personality looking for MW A/C position.** Have eight years DJ experience, over four in Top 45 market, plus five years talk show experience. (312) 938-3622 (3-15)

**AVAILABLE:** Bodacious, classic, dangerous, exciting, facient, game, hearty, imaginative, jamboned, kinetic, likable mano. Naughty or pleasant rocker, skilled tactician, upright and victorious. Watts! Xercise your zero (408) 737-9240. Ask for Max. Confidential P.S. Triple crown track record.

**Currently Production Manager** at P-3 CHR in MW. Looking for same position in a P-2 market. Willing to relocate yesterday. BILL: (812) 333-1536 (3-15)

**Weekend DJ,** with two years experience, looking for weekend learning job in small market outside Houston. For T&R, TROY: (713) 977-9052 (3-15)

**A three year talent is waiting for your call.** Seeks air shift & production in East. I come highly recommended. Go ahead; make my day. MARK: (412) 226-3089 (3-15)

**Award-winning creative talent** available to medium/major West Coast CHR market. Have ten years experience & looking for encouraging team to work with. JIM KIRK: (209) 221-9320 (3-15)

**A/C or Country PD** can kick keisters & pat backs when necessary. Have excellent track record & references. DAN: (217) 428-6751 (3-15)

**BILL HARMAN:** Former Magic 1390/WMGJ PD is looking for A/C-Jazz position. Hard working with good production. (904) 377-0684 (3-15)

**Hard working jock** seeks gig at medium MW or southern market. MIKE: (314) 993-6292 (3-15)

**Experienced A/C-CHR college grad,** currently at KQIP/Odesa, is interested in all aspects of radio. Prefer Austin, but not choosy. DEAN: (915) 333-9443 (3-15)

**Copywriting/production wizard** offers a quick sample of his work. Listen to January, '85's RAB award-winning commercials. Need more? SHARDAN: (602) 744-2661 (3-15)

**Eight year vet with top-rated A/C** in Phoenix is available now with thorough AOR/Oldies & PD/MD experience. Consider all markets & offers. JOHN: (602) 957-7591 (3-15)

**12 year pro wishes to program** progressive Country FM. Prefer MW, but will consider others. ALLEN: (316) 672-9285, before 12 cst or write: 609 N. Curtis, Pratt, KS 67124. (3-15)

**Chicago weekender/fill-in** with 50kw AM seeks good A/C, Oldies or Country organization. Mature business-minded pro with drive experience. MARK: (312) 325-1024 (3-15)

**Santa Claus** large metro market drive-time/MD experience seeks Top 100 major with any format & a mild climate. (305) 755-1292 or 746-8032 (3-15)

**Energetic 50kw Country MD/afternoon** drive personality in Top 50 market seeks new environment. Adaptable & available. GARY: (518) 459-3881 (3-15)

**Top 50 afternoon drive anchor/reporter** at 50kw seeks new atmosphere & challenge in NE. BOB: (518) 374-8190 (3-15)

**Seven years experienced Country MD/OM** is looking for East position. GLENN: (607) 324-5157 (3-15)

**One year experienced news anchor & production** seeks A/C or Oldies air shift. Relocatable & immediately available. KRIS LAKE: (414) 475-6148 (3-15)

### PLEASE NOTE:

You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

## Positions Sought

**Former Urban PD/jock with seven years experience** looking for evening/overnight shift at Urban/CHR small/medium market station. JEFF: (813) 933-6710 or (502) 863-6444 (3-15)

**PD's:** Lend me your ears! Fresh new voice with some experience & willing to work & learn. JAN RICHARDS: 4810 70th St., #11, San Diego, CA 92115. (3-15)

**Air traffic talent** with three years experience, is willing & ready to relocate. JANET YACKLE: R.R. #4, Esterville, IA 51334. (712) 362-2033 (1-18)

**Dependable & professional CHR & A/C DJ/PD/OM** with 20 years experience has great voice, delivery & production. Greater Cincinnati area. (513) 528-5793 (2-22)

**Announcer/producer with public radio experience** seeks first commercial position in Midwest, Mid-south or East small market. Any market. DON: (615) 868-3752 (3-1)

**Seeking FL FM** interested in ratings & promotions. Can do it all. 16 years experience with first phone & good pipes. BRETT HAMILTON: (901) 363-1711 (3-1)

**Eccentric jock** with five years experience not just to work for you. AOR or A/C preferred. Radio not want my job. KEN SCHROEDER: (314) 443-2074 (3-1)

**Experienced air talent** with good production skills, acting & music background will relocate. ARTHUR: (213) 472-4166 (3-1)

**ANDY VOLVO,** 16 years on-air, five years PD/MD with lively morning/afternoon drive personality in Atlantic City seeking CHR, A/C or Oldies. (609) 266-0530 (3-1)

**Get me out of Nebraska!** Seeking position with music station, possibly programming. 20 months experience with P-3 CHR. ED: (402) 477-4696 (2-22)

**Hard worker with some experience** is willing to learn & relocate. Any format. PAUL WEBER: (805) 527-7355 (2-22)

**Anywhere it's not always sunny & 85 . . .** KOPA/Phoenix swing man & assistant Production Director looking for challenge. CHRIS McKAY: (602) 966-8836 or 941-1007 (3-1)

**Funny, versatile & dependable DJ** currently at 100,000kw Country in small market seeks large market slot. A/C or CHR preferred. BARRY BRAGG: (214) 872-7833 (3-8)

**Conversational, versatile & creative personality** with tight production wants to work now for rocker or hybrid. JOHN: (312) 262-3773 or 751-5716 (3-8)

**Seeking operations or Programming positions at A/C or Country station in large/medium market. 15 years PD experience and 3 yrs in sales. Call Ron (314) 428-3132. Multi-format background.**

**11 year pro,** experienced in Country, A/C & Jazz, will consider any medium/large market, but prefer West. BILL: (303) 795-7721 (3-8)

**Morning pro,** formerly with WGST/Atlanta & WSPD/Toledo, is now available for large market. Mornings/PD possible. DAVE: (904) 785-6624, after 6 cst (3-8)

**Looking to move up!** Five year DJ, four year PBP & all-around professional can do it all well. Prefer MW location. TIM: (616) 894-2161 or 894-9523. (3-8)

**Funny morning show.** DJ, news, team or solo. Good bits, experienced, hard working & reliable. Looking for medium market. JIM: (914) 965-5079 (3-8)

**News/sports/anchor/reporter** seeking medium/major market position. Over six years experience. BRUCE: (813) 349-0546 (3-8)

**Bad attitude, socially unacceptable,** & not afraid of being a jerk . . . but right on your station. BROWN & CO.: (804) 237-2139 Send money. (3-8)

**You get four in one!** Air talent/production/sales/copywriting. Looking for Western small/medium market gig. BILL BOWEN: (805) 498-4738 (3-8)

**Relocatable Urban/CHR night jock** for medium/major. Four years experience at WLCU/Louisville & WCOK/Atlanta. Great pipes & winning attitude. AL TWITTY: (502) 637-8899 (3-8)

**Announcer with MD & production experience** seeks AOR, A/C or CHR opportunity. Likes responsibility, challenge & growth. CATHY: (815) 398-5161 (3-8)

**Unemployed announcer** seeking position in small market. Any format & relocatable. ED MEMMER: (216) 788-8212 (3-8)

**Five years MD/PD experience** with powerful, dynamic production & willing to learn & grow. ALLEN PETTIT: (412) 225-5414. (3-8)

**Help! I need a gig!** Experienced pro will relocate. Call immediately! ASHLEY SCHARGE: (718) 229-2094 (3-8)

**WCKO/Miami Production Director & Assistant** & interim PD seeking new AOR challenge. Available immediately. BRIAN: (305) 522-4323 (3-8)

**This morning team has a winning track record** & is ready to move. (517) 349-7766 (3-8)

## Positions Sought

**14 years experience** in management, sales & on-air. ALLAN JUMBA: (804) 397-3714 (3-8)

**Funny, versatile & dependable DJ** currently at 100,000kw Country in small market seeks large market slot. A/C or CHR preferred. BARRY BRAGG: (214) 872-7833 (3-8)

**DON VOGEL:** Talk show mogul delivers younger demos with sports, entertainment & humor interests. Provokes all kinds of listener involvement. (312) 764-1610 (3-8)

**Love Ohio.** Current AOR Assistant PD/MD, with seven years experience, is versatile in production, on-air & office duties. MATT: (513) 741-3366 (3-8)

**Don't miss this!** Looking for better pay & challenge. Currently doing everything at small FL station. Lots of talent, any format. MARK: (305) 746-8032 (3-8)

**Positive-minded communicator** with over four years experience & winning attitude is seeking on-air/MD duties with medium market A/C or CHR. TIM JACOBS: (303) 586-9270 (3-8)

**Personable talk show host,** with 14 years experience & good production skills, looking for good community that likes to talk. JOEL RAPPOPORT: (919) 924-1795 (3-8)

## MORNING DRIVE WINNER

**Creative, talented pro** is looking to better your station's ratings, production and revenues. Country, A/C, CHR. 100,000+ markets. Sean Michaels Lisle (206) 533-6002.

**Creative, resonant-voiced air personality** seeks CHR, AOR or Oldies major market experience. Much to learn, but much to offer. JOE: (503) 855-7689 (3-8)

**Suburban Milwaukee station goes dark!** ND seeks relocation at top 50 station in West or Midwest in similar post or anchor/reporter. BRAD: (414) 782-1592 (3-8)

**Will go anywhere for first job.** Mature, dependable, creative, success-oriented & articulate personality has BA & is trained. DARRELL: (219) 883-9337. (3-8)

**Killer newsmen,** a real ass-kicker, seeks major market & corporation with full community & commitment. RON: (512) 643-5824 (3-8)

**Six years Taft employee & two years AOR Superstars PD** is looking for programming challenge. Dedicated, WLWQ, WPYX, WGRO, WYFN, & workaholic. TIM SMITH: (305) 465-8694 (3-8)

**Young & personable DJ,** with three years experience at college level, seeks first pro on-air gig. AOR/CHR preferred. WENDY: (312) 485-5633 (3-8)

**A personality who reaches out & grabs the listener,** commands attention & so enjoys the craft as to delight the true PD. THE SLIM ONE: (415) 552-3836 (3-8)

**TED KELLY,** with ten years experience, seeks CHR opportunity. Formerly with B94 & B97 & currently at WQUE. (504) 348-4628 (3-8)

**ND with the experience & background** to do the job seeks MW or SW medium/major market. (307) 235-1483 (3-8)

**Conversational, versatile & creative personality** with tight production wants to work now for rocker or hybrid. JOHN: (312) 262-3773 or 751-5716 (3-8)

**Multi-talented small market air personality** would like to relocate in central MI area. Have medium market experience. JON LOCKWOOD: (517) 673-2136 (3-8)

**Top 50 market air personality** seeks new challenge in medium/large market. Most formats & interested in sports. DAVE: (305) 275-6054 (3-8)

**Experienced air talent with good production skills** and acting in music background will relocate. ARTHUR: (213) 472-4166 (2-22)

**Barbara Walters?** Well, not quite, but the potential is there. Versatile female jock looking for a job in SW area. STACEY: (602) 951-8730 (3-8)

**Frustrated small market morning man** looking for a definite step in the right direction. Will relocate. DEAN: (517) 673-6419 (3-8)

**Versatile college grad with public radio experience** seeks first commercial exposure in MW, Mid-South or East small market. DON: (615) 868-3752 (3-8)

**Seeking CHR anywhere!** I entertain with off-beat news gags, drops, phones, etc . . . Have skillful production & three years experience. STEVEN: (409) 384-4553 (3-8)

**If you're looking for a top quality newsmen,** let's talk. Have ten years anchoring/reporting experience. Prefer MW. (319) 386-8977, after 7 cst (3-8)

**Entertaining personality,** with two years experience, strong production, many talents & is dependable, seeks to move up. CHARLENE: (414) 248-0834, before 1 cst (3-8)

**It's sold!** Gotta go! Any day-part. BARRY: (205) 353-9230, weekdays before 2 cst (3-8)

**Experienced motivator** with knowledge in programming music is available for PD/morning position. TOM: (517) 349-7766 (3-8)

## Positions Sought

**PD:** My current station is enjoying its best numbers ever. What can you & I do together? NE. JOHN: (703) 885-8044 or 949-8271 (3-8)

**HARLEY DAVIDSON,** formerly with Y100 & WSHE/Miami & currently with WQUE/New Orleans, seeks CHR/AOR slot at a quality major market. Winners only! (504) 456-9244 (3-8)

If you believe in personality radio, how about 16 of 'em? Abused as a child, multiple personality looking for ratings challenge in major market. 16 personalities for the price of one. Guaranteed more fun than Sybil before she got straightened out. For immediate tape and resume call (312) 828-0197.

**VANESSA CARGO,** ten year pro & AOR/A/C personality, is available for on-air or sales position in San Diego/North County area. (619) 438-2887 (3-8)

**12 year personality** seeks programming or on-air Country, A/C or CHR position. TOM JORDAN: (417) 782-1524 (3-8)

**Dependable CHR-A/C DJ/MD/PD** with three years experience is looking for jump into medium market. I'm a creative thinker that will fit your air staff. SCOTT: (303) 522-4800 (3-8)

**ALBERT LOUIS** does CHR, AOR & NMI Now in NYC Hit Radio. (212) 887-7221 (3-8)

**Black announcer** with experience in Country, A/C & Urban stations & have good production skills seeks opening, preferring FL or GA. JOHN McINTOSH: (305) 647-1668 (3-8)

**Experienced DJ & news/sports** is re-entering radio & wants small market Country in West. ED BYRNE: (414) 468-1881 (3-8)

## Miscellaneous

**WDDT needs** Country service from all labels. Box 1814, Greenville, MS 38701. (3-15)

**KRIZ-FM is now KCKN Country** & is seeking record service from all labels. Tim Mark, Box 269, Roswell, NM 88201. (3-8)

**Important Notice: When replying to R&R Blindboxes please keep the size of your packages limited to a 9" x 12" envelope.**

**Dates appearing at the end of each listing signify first week listed.**

## R&R Opportunities Advertising

Radio & Records provides **free** (24 words or 3 lines) listings to **radio stations** and **record companies** in Openings. **Free** listings of the same length are also available to **individuals** seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

### Deadline

To appear in the following week's issue, we must receive your ad by **Thursday 12 noon (PST)** prior to issue date.

### Display Advertising

**Display:** \$30 per inch per week (maximum 35 words per inch). Includes **border** and **logo**.

**Blind Box:** \$45 per inch per week (maximum 35 words per inch). Includes **border, box number** and **postage/handling**.

### Payable In Advance

**Display & Blind Box** advertising orders **must be typewritten** or printed and accompanied by check mailed to our office in **advance**.

For Opportunities you may place your free listings by phone only on **Wednesday, Thursday & Friday 9am-5pm (PST)** (213) 553-4330 or mail to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

# Miles Davis

**Interpretation  
Of The  
Cyndi Lauper  
Hit**



**“Time  
After Time”**

*I feel very honored & touched that a great jazz artist like Miles has recorded a song so special to me...*  
*Cyndi Lauper*

**From the forthcoming album  
You're Under Arrest**



## National Music Formats Added This Week

### TM Programming

Cal Casey (214) 634-8511

#### Stereo Rock

DIANA ROSS "Missing You"  
ERIC CLAPTON "Forever Man"  
MURRAY HEAD "One Night In Bangkok"

#### TM A/C

LINDA RONSTADT "When I Fall In Love"  
BRUCE SPRINGSTEEN "I'm On Fire"  
MADONNA "Crazy For You"

#### TM Country

CONWAY TWITTY "Don't Call Him A Cowboy"  
T.G. SHEPPARD "You're Going Out Of My Mind"  
WHITES "If It Ain't Love (Let's Leave It Alone)"  
GEORGE JONES with BRENDA LEE  
"Hallelujah, I Love You So"

### Century 21

Greg Stephens (214) 934-2121

#### The Z Format

USA FOR AFRICA "We Are The World"  
POWER STATION "Some Like It Hot"  
MURRAY HEAD "One Night In Bangkok"  
TOM PETTY & THE HEARTBREAKERS  
"Don't Come Around Here No More"  
WHAM! "Everything She Wants"

#### The A/C Format

USA FOR AFRICA "We Are The World"  
DARYL HALL & JOHN OATES  
"Some Things Are Better Left Unsaid"  
WAR "Groovin' "  
GEORGE BENSON "I Just Wanna Hang Around You"  
ALABAMA "There's No Way"

#### Super-Country

NICOLETTE LARSON "Only Love Will Make It Right"  
MERLE HAGGARD "Natural High"  
CRYSTAL GAYLE "Nobody Wants To Be Alone"

### Concept Productions

Elvin Ichiyama (916) 782-7754

#### CHR

DARYL HALL & JOHN OATES  
"Some Things Are Better Left Unsaid"  
TOM PETTY "Don't Come Around Here No More"  
KENNY LOGGINS "Vox Humana"  
WHAM! "Everything She Wants"  
POWER STATION "Some Like It Hot"  
FIRM "Radioactive"

#### Country

LOUISE MANDRELL "May-be My Baby"  
KENNY ROGERS "Love Is What We Make It"  
CRYSTAL GAYLE "Nobody Wants To Be Alone"  
LEON EVERETTE "Too Good To Say No To"  
JOHNNY PAYCHECK "You're Every Step I Take"

### BPI

John Sherman/Bob English (206) 624-8651

#### Adult Contemporary

LINDA RONSTADT "When I Fall In Love"

### Drake-Chenault

Bob Laurence (818) 883-7400

#### XT-40

USA FOR AFRICA "We Are The World"  
WHAM "Everything She Wants"  
ERIC CLAPTON "Forever Man"  
FIRM "Radioactive"  
JOHN FOGERTY "Rock And Roll Girls"

#### Contempo 300

USA FOR AFRICA "We Are The World"

### Great American Country

CONWAY TWITTY "Don't Call Him A Cowboy"  
MARK GRAY & TAMMY WYNETTE  
"Sometimes When We Touch"  
MERLE HAGGARD "Natural High"  
BARBARA MANDRELL  
"There's No Love In Tennessee"

### Radio Arts

John Benedict (818) 841-0225

#### Country's Best

RICKY SCAGGS "Country Boy"  
CRYSTAL GAYLE "Nobody Wants To Be Alone"  
MEL McDANIEL "Let It Roll (Let It Rock)"  
BARBARA MANDRELL  
"There's No Love In Tennessee"

#### Soft Contemporary

BRUCE SPRINGSTEEN "I'm On Fire"  
JANEY STREET "Under The Clock"

#### Sound 10

JANEY STREET "Under The Clock"  
DARYL HALL & JOHN OATES  
"Some Things Are Better Left Unsaid"  
FOREIGNER "That Was Yesterday"  
JOHN FOGERTY "Rock And Roll Girls"  
KOOL & THE GANG "Fresh"  
WHAM! "Everything She Wants"  
GEORGE BENSON "I Just Wanna Hang Around You"  
DOLLY PARTON "Don't Call It Love"

### Peters Productions, Inc.

Debbie Welsh (619) 565-8511

#### Country Lovin'

SAWYER BROWN "Step That Step"  
RESTLESS HEART "Let The Heartache Ride"  
ED BRUCE "When Givin' Up Was Easy"  
WHITES "If It Ain't (Let's Leave It Alone)"  
MEL McDANIEL "Let It Roll (Let It Rock)"  
BARBARA MANDRELL  
"There's No Love In Tennessee"

#### The Great Ones

BARBRA STREISAND "Emotion"

# R&R JAZZ RADIO NATIONAL AIRPLAY/30

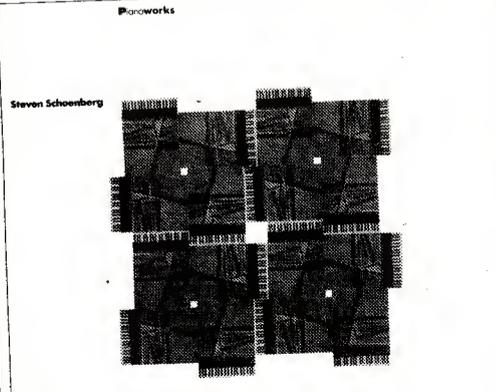
March 15, 1985

- 1 **1** DAVID SANBORN/Straight To The Heart (WB)
- 2 **2** BOBBY HUTCHERSON/Good Bait (Landmark)
- 6 **3** DAVE GRUSIN/One Of A Kind (GRP)
- 4 **4** JAMES WILLIAMS/Alter Ego (Sunnyside)
- 5 **5** JACKSON/BROWN/WALTON/ROKER/It Don't Mean A Thing If... (Pablo)
- 13 **6** TANIA MARIA/The Real Tania Maria: Wild! (Concord Picante)
- 7 **7** SKYWALK/Silent Witness (Zebra)
- 8 **8** GEORGE BENSON/20/20 (WB)
- 9 **9** RODNEY JONES/When You Feel The Love (Timeless/Zebra)
- 3 **10** SCOTT COSSU/Islands (Windham Hill)
- 10 **11** ARTHUR BLYTHE/Put Sunshine In It (Columbia)
- 11 **12** PAQUITO D'RIVERA/Why Not! (Columbia)
- 12 **13** MANHATTAN TRANSFER/Bop Doo-Wopp (Atlantic)
- 14 **14** BOB THOMPSON/7 In 7 Out (Rainbow)
- 16 **15** BOBBY SHEW QUARTET/Breakfast Wine (Pausa)
- 18 **16** DAVE BRUBECK QUARTET/For Lola (Concord)
- 17 **17** ROSEANNA VITRO/Listen Here (Texas Rose)
- 20 **18** ANDREAS VOLLENWEIDER/White Winds (FM/CBS)
- 21 **19** BARRY MANILOW/2:00 AM Paradise Cafe (Arista)
- 27 **20** BILL REICHENBACH QUARTET/Bill Reichenbach Quartet (Silver Seven)
- 15 **21** ART BLAKEY & JAZZMESENTERS/Album Of The Year (Timeless/Zebra)
- 22 **22** CHARLIE ROUSE/Social Call (Uptown)
- 23 **23** FALCON & THE SNOWMAN/Soundtrack (EMI America)
- 19 **24** L. SUBRAMANIAM & S. GRAPPELLI/Conversations (Milestone/Fantasy)
- DEBUT **25** YELLOWJACKETS/Samurai Samba (WB)
- 30 **26** RED GARLAND/So Long Blues (Galaxy)
- DEBUT **27** D. ANGER & B. HIGBIE QUARTET/Live At Montreux (Windham Hill)
- DEBUT **28** STEVEN SCHOENBERG/Pianoworks (Quabbin)
- 24 **29** DAVID DIGGS/Streetshadows (TBA/Palo Alto)
- DEBUT **30** ALEX MALHEIROS/Atlantic Forest (Milestone/Fantasy)

Black/Urban stations contributing to Jazz: WKND/Hartford, Melonae McClean; WGIV/Charlotte, Hal Harrill; KJCB/Lafayette, Beatrice Evans; WYLD-FM/New Orleans, Dell Spencer; WGCI/Chicago, Graham Armstrong; WDMT/Cleveland, Dean-Dean Rufus; WVOI/Toledo, Maxx Myrick; XHRM/San Diego, Duff Lindsey.

## NEW & ACTIVE

- RECOIL "The Fantasy Continues" (Pausa) 14/2**  
Rotations: Heavy 1/0, Medium 8/0, Light 4/1, Extra Adds 1 Total Adds 2, KUHF, WMOT. Heavy: WVPE. Medium: KERA, WZAM, WNOP, WBBY, KBEM, KJZZ, KPLU, KIFM.
- STANLEY JORDAN "Magic Touch" (Blue Note) 12/6**  
Rotations: Heavy 2/0, Medium 5/2, Light 2/1, Extra Adds 3, Total Adds 6, WMOT, KGGG, KRVS, KLCC, KRML, WGCI. Heavy: WLOQ, WJZZ. Medium: WDET, WFSS.
- NEWPORT JAZZ FESTIVAL ALLSTARS "Newport Jazz Festival All-Stars" (Concord) 12/4**  
Rotations: Heavy 4/1, Medium 4/1, Light 4/2, Extra Adds 0, Total Adds 4, WYRS, WDET, WKSU, WUWM. Heavy: WBFO, KLON, WFSS. Medium: WFAE, WBEE, KADK.
- NEW PULSE JAZZ BAND "Boogie Man" (Kilmarnock) 12/3**  
Rotations: Heavy 2/1, Medium 5/1, Light 4/0, Extra Adds 1, Total Adds 3, WBGO, WUWM, KJZZ. Heavy: WNUR. Medium: WFAE, WMOT, WVPE, KWMU.
- ART ENSEMBLE OF CHICAGO "Third Decade" (WB) 10/3**  
Rotations: Heavy 1/0, Medium 4/0, Light 4/2, Extra Adds 1, Total Adds 3, WBGO, KJAZ, WFSS. Heavy: WNUR. Medium: WBFO, WDET, WKSU, KLCC.
- DON MENZA "Horn Of Plenty" (Pausa) 10/3**  
Rotations: Heavy 3/0, Medium 6/2, Light 1/1, Extra Adds 0, Total Adds 3, WUWM, WHRO, KLCC. Heavy: WBFO, KBEM, KPLU. Medium: WBEE, WBBY, KADK, KJZZ.
- JOE NEWMAN & JOE WILDER "Hangin' Out" (Concord) 10/1**  
Rotations: Heavy 3/0, Medium 3/1, Light 4/0, Extra Adds 0, Total Adds 1, KLCC. Heavy: WBGO, WBBY, KADK. Medium: WGBH, WHRO.
- JEANNIE CHEATHAM & JIMMY CHEATHAM "Sweet Baby Blues" (Concord) 10/0**  
Rotations: Heavy 5/0, Medium 4/0, Light 1/0, Extra Adds 0, Total Adds 0. Heavy: WBGO, WBEE, KLON, KJAZ, WFSS. Medium: WKSU, KADK, KPLU, WUSF.
- KENNY BURRELL/GROVER WASHINGTON "Togetherness" (Blue Note) 9/5**  
Rotations: Heavy 3/3, Medium 2/0, Light 3/1, Extra Adds 1, Total Adds 5, WBFO, WBEE, WNOP, WKSU, WFSS. Medium: KGGG, WKND.
- BUDDY TATE & AL GREY "Just Jazz" (Uptown) 9/1**  
Rotations: Heavy 3/0, Medium 5/1, Light 1/0, Extra Adds 0, Total Adds 1, KLCC. Heavy: KBEM, KADK, WHRO. Medium: WBGO, WKSU, KLON, WNUR.
- JAY LEONHART w/JOE BECK "There's Gonna Be Trouble" (Sunnyside) 9/0**  
Rotations: Heavy 2/0, Medium 4/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WYRS, WMOT. Medium: WFAE, KLON, WUSF, KLSK.
- CHET ATKINS, C.G.P. "Stay Tuned" (Columbia) 8/8**  
Rotations: Heavy 0/0, Medium 2/2, Light 2/2, Extra Adds 4, Total Adds 8, WBFO, KERA, WMOT, WZAM, WBEE, WNOP, KGGG, KRVS.
- CLAUDE BOLLING "Big Band-Meridien" (Columbia) 8/3**  
Rotations: Heavy 4/3, Medium 2/0, Light 2/0, Extra Adds 0, Total Adds 3, WYRS, WYBC, KLSK. Heavy: WBBY. Medium: KPLU, WHRO.



## Pianoworks, Steven Schoenberg on Quabbin Records

Debuts At 28 On R&R's National Jazz Chart.

P.O. Box 102 Old Main Street New Salem, MA 01355 617 544 8185

Quabbin says "thank you" to jazz radio.

Also available on cassette.

### MOST ADDED

- DAROL ANGER & BARBARA HIGBIE (15) Live At Montreux (Windham Hill)
- YELLOWJACKETS (11) Samurai Samba (WB)
- TANIA MARIA (10) Real Tania Maria: Wild! (Concord Picante)
- BILL REICHENBACH QUARTET (9) Bill Reichenbach Quartet (Silver Seven)
- STEVEN SCHOENBERG (9) Pianoworks (Quabbin)
- CHET ATKINS, C.G.P. (8) Stay Tuned (Columbia)

### HOTTEST

- DAVID SANBORN (19) Straight To The Heart (WB)
- BOBBY HUTCHERSON (14) Good Bait (Landmark)
- JAMES WILLIAMS (13) Alter Ego (Sunnyside)
- SKYWALK (11) Silent Witness (Zebra)
- JACKSON/BROWN/WALTON/ROKER (10) It Don't Mean A Thing... (Pablo)

- JOE PASS & J.J. JOHNSON "We'll Be Together Again" (Pablo) 8/2**  
Rotations: Heavy 4/1, Medium 1/0, Light 3/1, Extra Adds 0, Total Adds 2, WKSU, WUSF. Heavy: WBBY, WUWM, KLSK. Medium: KLCC.
- M'BOOM "Collage" (Soul Note) 8/0**  
Rotations: Heavy 3/0, Medium 4/0, Light 1/0, Extra Adds 0, Total Adds 0. Heavy: KUHF, WDET, KXPR. Medium: WKSU, WYBC, WNUR, KLCC.
- ALPHONSE MOUZON "The Sky Is The Limit" (Pausa) 7/5**  
Rotations: Heavy 2/1, Medium 3/2, Light 0/0, Extra Adds 2, Total Adds 5, WZAM, WBEE, KRVS, KRML, KIFM. Heavy: KTCJ. Medium: XHRM.
- DUKE ELLINGTON & HIS ORCHESTRA "Featuring Paul Gonsalves" (Fantasy) 7/1**  
Rotations: Heavy 1/0, Medium 3/0, Light 2/0, Extra Adds 1, Total Adds 1, KUHF. Heavy: WMOT. Medium: WBBY, WYBC, KLSK.
- GEORGE ADAMS/DON PULLEN "Decisions" (Timeless/Zebra) 6/2**  
Rotations: Heavy 1/0, Medium 3/1, Light 2/1, Extra Adds 0, Total Adds 2, WUWM, WFSS. Heavy: KUHF. Medium: KCSC, WYBC.
- JEFF LORBER "Step By Step" (Arista) 6/2**  
Rotations: Heavy 1/0, Medium 3/1, Light 2/1, Extra Adds 0, Total Adds 2, KUHF, WBEE. Heavy: WZAM. Medium: KIFM, WVOI.
- RAY MANTILLA "Hands Of Fire" (Red) 6/2**  
Rotations: Heavy 4/2, Medium 1/0, Light 1/0, Extra Adds 0, Total Adds 2, WKSU, WVPE. Heavy: WDET, WYBC. Medium: KERA.
- NORMAN GRANZ "Jazz At The Philharmonic Hartford 1953" (Pablo) 6/1**  
Rotations: Heavy 2/0, Medium 2/0, Light 2/1, Extra Adds 0, Total Adds 1, WYBC. Heavy: WBEE, WVPE. Medium: WKSU, KLSK.
- WILTON FELDER "Secrets" (MCA) 6/0**  
Rotations: Heavy 1/0, Medium 4/0, Light 1/0, Extra Adds 0, Total Adds 0. Heavy: KRVS. Medium: KSAX, WJZZ, WVOI, XHRM.
- FUSE ONE "Ice" (GNP Crescendo) 6/0**  
Rotations: Heavy 2/0, Medium 3/0, Light 1/0, Extra Adds 0, Total Adds 0. Heavy: KBEM, KRML. Medium: KERA, WNOP, WVOI.
- REBECCA PARRISH "A Passionate Fling" (Bec) 5/1**  
Rotations: Heavy 1/0, Medium 3/0, Light 0/0, Extra Adds 1, Total Adds 1, KJAZ. Heavy: WYRS. Medium: WGBH, WNOP, WHRO.
- LISA RICH "Listen Here" (Discovery) 5/1**  
Rotations: Heavy 5/1, Medium 0/0, Light 0/0, Extra Adds 0, Total Adds 1, Medium: WYRS, KJAZ, KPLU, WHRO, KXPR.
- RAVA "String Band" (Soul Note) 5/0**  
Rotations: Heavy 3/0, Medium 2/0, Light 0/0, Extra Adds 0, Total Adds 0. Heavy: KUHF, WDET, WKSU. Medium: WRTI, KWMU.
- ARCHIE SHEPP "Down Home New York" (Soul Note) 5/0**  
Rotations: Heavy 3/0, Medium 0/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: WDET, WYBC, KWMU.
- FRED SIMON "Short Story" (Quaver) 5/0**  
Rotations: Heavy 0/1, Medium 1/0, Light 4/0, Extra Adds 0, Total Adds 0. Medium: WUWM.

## Regionalized Adds & Hots

Printed Adds are first ten provided by station. Hots are printed in order given by reporter. \* symbol denotes commercial station.

EAST	SOUTH	WEST
<b>WGBH/Boston</b> Eric Jackson none Hottest: TANIA MARIA, JAMES WILLIAMS, CHRISTOPHER BROOK, REBECCA PARRISH, RED GARLAND WBFO/Buffalo John Hunt BURRELL & WASHINGTON, CHET ATKINS, ALPHONSE MOUZON, JEFF LORBER, CHRISTOPHER BROOK, JIM PUGH, LIONEL HAMPTON, CARLA BLEY, CHARLES LLOYD Hottest: BURRELL & WASHINGTON, TANIA MARIA, JAMES WILLIAMS, HORACE SILVER, DON MENZA WYBC/New Haven (*) Tana Enrie WALL MATTHEWS, JOE TURNER, CLAUDE BOLLING, JILA FITZGERALD, RED GARLAND, TANIA MARIA, NORMAN GRANZ, SAHIB SABBIR, DINAH WASHINGTON, PAQUITO D'RIVERA Hottest: RODNEY JONES, STEVEN SCHOENBERG, WALL MATTHEWS, RAY MANTILLA, JOE TURNER	<b>WFAE/Charlotte</b> Paul Stribling none Hottest: TANIA MARIA, FALCON & THE SNOW, TANIA MARIA, ART BLAKEY, JAMES WILLIAMS, CLAUDE BOLLING, DAVID SANBORN, RODNEY JONES KERA/Dallas-Ft. Worth Ed Budanuro SADE, YELLOWJACKETS, RONALD SHANNON JA, FALCON & THE SNOW, CHET ATKINS, LESLIE DRAYTON Hottest: DAVID SANBORN, RODNEY JONES, ANDREAS VOLLENWEI, SKYWALK, BOB THOMPSON WYRS/Stanford (*) Rick Patrone CLARE FISCHER, NEWPORT JZ ALLSTA, CLAUDE BOLLING, SCOTT COSSU, DIANE SCHUR, DAVE GRUSIN Hottest: MAXINE SULLIVAN, LISA RICH, JAY LEONHART, CLARE FISCHER, PAUL SMITH	<b>KXSA/Dallas-Ft. Worth</b> Willie Culton (*) none Hottest: TANIA MARIA, BOB THOMPSON, SKYWALK, JAMES WILLIAMS, PAQUITO D'RIVERA, GEORGE BENSON WFSS/Fayetteville Tom Hennessy BOB THOMPSON, TANIA MARIA, ANGER & HIGBIE, ADAMS & PULLEN, CHICAGO ART ENSEMBLE, BILL REICHENBACH, YELLOWJACKETS, STEVEN SCHOENBERG, BURRELL & WASHINGTON, GEORGE BENSON, ARTHUR BLYTHE, NEWPORT JZ ALLSTA, JEANNIE CHEATHAM, BOB THOMPSON KJZZ/Norfolk John Lowrey DON MENZA, HOTTTEST, JAMES WILLIAMS, PAQUITO D'RIVERA, MILT JACKSON, BOBBY HUTCHERSON, BOBBY SHEW WZAM/Norfolk Bruce Dowdy ANGER & HIGBIE, SADE, ALPHONSE MOUZON, SKYWALK, CHET ATKINS, HOTTTEST, DAVID SANBORN, SCOTT COSSU, GEORGE BENSON, DAVE GRUSIN, BOBBY HUTCHERSON, SKYWALK

The following stations reported a frozen playlist this week: KBEM/Minneapolis, WMGI/Gainesville, WVOI/Toledo, WYLD-FM/New Orleans failed to report for three consecutive weeks and was not used in this week's data.

MIDWEST	WEST
<b>WDET/Detroit</b> Judy Adams CANNONBALL ADDRER, DAVE BRUBECK, RAY, NEWPORT JZ ALLSTA, PELA ANIKULAPO KU Hottest: STEVEN SCHOENBERG, RAY MANTILLA, AMINA CLAUDINE MY, RAVA, CARLA BLEY WNUR/Evanston Bill Dixon JAMES WILSON, HOWARD RIMSEY'S, JULIUS ARCHER, HEM, BILL SALTON BILL REICHENBACH, RED HORVO, CHARLIE MARIANO, HORACE PARLAN Hottest: RONALD SHANNON JA, YUSEF LAYEF, NEW PULSE JAZZ BA, JAMES WILSON, LIONEL HAMPTON & BOBBY SHEW WKSU/Kent Linda Yohn BURRELL & WASHINGTON, PASS & JOHNSON, RAY MANTILLA, BOBBY SHEW NEWPORT JZ ALLSTA, PIRCHNER/PEEL/DEJ, LARRY CORDELL & B, DAVE GRUSIN, ANDREAS VOLLENWEI Hottest: CHARLES LLOYD, MILT JACKSON, BOBBY HUTCHERSON, CHARLIE ROUSE, PASS & JOHNSON, JAMES WILLIAMS, RAVA WUWM/Milwaukee Kim Grehn DON MENZA, NEW PULSE JAZZ BA, DAVE GRUSIN, ADAMS & PULLEN, STEVEN SCHOENBERG, GEORGE BENSON, GREG PACKHAM, NEWPORT JZ ALLSTA Hottest: BOBBY HUTCHERSON, PASS & JOHNSON, MILT JACKSON, ANDREAS VOLLENWEI, JOHN WOOD	<b>KTCM/Minneapolis (*)</b> Ed Garratt YELLOWJACKETS, BOBBY HUTCHERSON, HOTTTEST, ANDREAS VOLLENWEI, DAVID SANBORN KBEM/Minneapolis Jill Bah none Hottest: DAVID SANBORN, DON MENZA, CHARLIE ROUSE, BILL REICHENBACH, GEORGE BENSON KCSO/Iowa City Kevin Norman BILL REICHENBACH, ANDREAS VOLLENWEI, STEVEN SCHOENBERG, TANIA MARIA, DAVE BRUBECK, BOBBY SHEW Hottest: DAVID SANBORN, SKYWALK, SCOTT COSSU, DAVE GRUSIN, BOBBY HUTCHERSON WYBC/South-Bend-Elkhart Tim Eby JAMES WILLIAMS, ANGER & HIGBIE, STEVEN SCHOENBERG, RAY MANTILLA, MARIAN GRANZ, DAVE BRUBECK, ROSEANNA VITRO, BOBBY HUTCHERSON, ARTHUR BLYTHE KWMU/St. Louis Jim Wallace ANGER & HIGBIE, HOTTTEST, RODNEY JONES, BOBBY HUTCHERSON, DAVID SANBORN, L. SUBRAMANIAM, JAMES WILLIAMS

52 Reporters 45 Current Reports

The following stations failed to report this week; their playlists were frozen: KSAX/Dallas-Ft. Worth, WGBH/Boston, WRTI/Philadelphia

# Black/Urban

## BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

### WHITNEY HOUSTON

#### You Give Good Love (Arista)

75% of our reporting stations on it. Rotations: Heavy 1/1, Medium 20/3, Light 43/12, Total Adds 16, WGCI, KMJM, KJLH, KOXL, Z93, JET94, WKXI, WJYL, WLOU, WJJS, WTOY, WEAS, WANM, WVKO, I94, KUKQ. A Most Added Record.

### KOOL & THE GANG

#### Fresh (De-Lite/PolyGram)

75% of our reporting stations on it. Rotations: Heavy 7/0, Medium 29/7, Light 28/15, Total Adds 22 including WWIN, KKDA-FM, KNOK-FM, WYLD-FM, K94, WTMP, WBMX, WGCI, WJLB, KSOL, WATV, WENN, WJAX, KIIZ, WBMK, WWDW. A Most Added Record. Debuts at number 31 on the Black/Urban chart.

### GLENN JONES

#### Bring Back Your Love (RCA)

69% of our reporting stations on it. Rotations: Heavy 0/0, Medium 19/2, Light 40/10, Total Adds 12, WAMO, WAOK, WVEE, WOWI, WTMP, WZEN-FM, KJLH, WRDW, WKXI, WLOU, WTLC, WVOI.

### TEMPTATIONS

#### My Love Is True (Truly For You) (Gordy/Motown)

67% of our reporting stations on it. Rotations: Heavy 6/0, Medium 24/6, Light 27/13, Total Adds 19 including WDAS, KRNB, WOMI, WZEN-FM, XHRM, KSOL, WATV, WENN, Z93, WPEG, WFXC, WBMK, WJJS, WBLX, WVKO, WKWM, WTLC, KUKQ. A Most Added Record. Debuts at number 35 on the Black/Urban chart.

### JEFF LORBER featuring AUDREY WHEELER

#### Step By Step (Arista)

61% of our reporting stations on it. Rotations: Heavy 5/0, Medium 25/3, Light 22/3, Total Adds 6, WDAS, KYOK, WJJS, WPLZ, WANT, WAAA. Heavy: KKDA-FM, KMJM, WKND, WLOU, WANM. Debuts at number 39 on the Black/Urban chart.

## NEW & ACTIVE

### NEW EDITION "Lost In Love" (MCA) 50/32

Rotations: Heavy 12/6, Medium 14/7, Light 24/19, Total Adds 32 including WHUR, KYOK, WHRK, WYLD-FM, WTMP, WBMX, WGCI, WDMT, WZAK, KMJM, WZEN-FM, KDAY, KJLH, XHRM, KSOL, OC104, KOXL, WXOK, WKWM, WVOI. Heavy: WUSL, WDJY, WJMI, KIIZ, WQOK, WQKS. Medium: KRNB, K94, WJLB, WPEG, WFXC, WJAX, WJJS.

### THIRD WORLD "Sense Of Purpose" (Columbia) 49/7

Rotations: Heavy 7/1, Medium 15/1, Light 27/5, Total Adds 7, WDMT, WJLB, OC104, WENN, KAPE, WEAS, KOKA. Heavy: WXYV, WZEN-FM, WJMI, WKXI, WLOU, I94. Medium: WILD, WDAS, WAMO, WRDW, WXOK, WPEG, WFXC, WQMG, WPDQ, KJCB, WJYL, WORL, WTOY, WWDW.

### REDDINGS "Where Did Our Love Go" (Polydor/PolyGram) 48/20

Rotations: Heavy 1/0, Medium 9/1, Light 38/19, Total Adds 20 including WAMO, WDIA, WDMT, WJLB, KACE, WRDW, WFXC, WQMG, WJYL, WLOU, KAPE, KOKA, WVKO, WTLC, KUKQ. Heavy: KMJQ. Medium: WWIN, WILD, WTMP, WZAK, WZEN-FM, WENN, WPEG, WPDQ.

### SIEDAH GARRETT "Do You Want It Right Now" (Qwest/WB) 48/8

Rotations: Heavy 1/0, Medium 20/2, Light 27/6, Total Adds 8, WRKS, WDAS, WVEE, WTMP, WBMX, KJLH, WANT, WVKO. Heavy: WDIA. Medium: WILD, WAOK, KRNB, WZAK, KACE, KSOL, WNHC, WATV, WENN, WPEG, WQMG, WJMI, WKXI, WBMK, KOKA, WAAA, WWWWS, WANM.

### THELMA HOUSTON "(I Guess) It Must Be Love" (MCA) 46/2

Rotations: Heavy 2/0, Medium 23/0, Light 21/2, Total Adds 2, WYLD-FM, WQMG. Heavy: WJMI, KIIZ. Medium: WXYV, WILD, WAOK, KKDA-FM, KRNB, WOWI, WTMP, KACE, KDAY, XHRM, WPEG, WPDQ, WORL, KAPE, WEAS, KOKA, WANM, WQKS, WDAO, WTLC, WWWWS, KYOK.

### LILLO THOMAS "Settle Down" (Capitol) 44/5

Rotations: Heavy 5/0, Medium: 24/3, Light 15/2, Total Adds 5, WUSL, WVEE, KYOK, WPDQ, KDKO. Heavy: WILD, WAMO, WNHC, WENN, KJCB. Medium: WWIN, WDAS, KRNB, WDIA, WTMP, WZAK, WJLB, WKND, WRDW, WPEG, WFXC, WQMG, WKXI, WBMK, WLOU, WORL, KAPE, KOKA, WAAA, WDAO, WVOI.

### ALFONSO RIBEIRO "Not Too Young (To Fall In Love)" (Prism/Island) 43/7

Rotations: Heavy 1/0, Medium 11/1, Light 31/6, Total Adds 7, WVEE, KSOL, WENN, WQMG, WKXI, KAPE, KOKA. Heavy: KKDA-FM. Medium: WILD, KRNB, WZAK, KMJM, WZEN-FM, WFXC, WPDQ, WEAS, WWWWS, WJMI.

### NEW JERSEY MASS CHOIR "I Want To Know What Love Is" (Savoy) 39/3

Rotations: Heavy 11/0, Medium 18/1, Light 10/2, Total Adds 3, WHUR, WJYL, WANT. Heavy: WWIN, WXYV, WRKS, WDIA, WYLD-FM, WBMX, WGCI, WZAK, WZEN-FM, KIIZ, WTLC. Medium: WILD, WDAS, WVEE, KKDA-FM, KNOK-FM, KRNB, WOWI, WDMT, KACE, KOXL, WENN, WKXI, WQOK, WPLZ, KHYS, WQKS, WKWM.

### CAROL LYNN TOWNES "Believe In The Beat" (Polydor/PolyGram) 38/4

Rotations: Heavy 3/0, Medium 12/1, Light 23/3, Total Adds 4, WXYV, WRDW, WFXC, KAPE. Heavy: KRNB, WOWI, KUKQ. Medium: WDJY, KYOK, WDIA, WEDR, WZEN-FM, KSOL, WNHC, WENN, WORL, KOKA, WWWWS.

### MADONNA "Material Girl" (Sire/WB) 36/4

Rotations: Heavy 16/0, Medium 12/1, Light 8/3, Total Adds 4, KKDA-FM, WOWI, Z93, WBMK. Heavy: WDJY, WVEE, KNOK-FM, WHRK, WBLZ, KACE, KJLH, KSOL, OC104, WRDW, JET94, WFXC, WJAX, WJJS, WWDW, WQKS. Medium: WXYV, WAMO, WHUR, WLUM, KDAY, WNHC, WPLZ, WANT, WKWM, WWWWS, WVOI.

### DAVID SANBORN "Love And Happiness" (WB) 35/9

Rotations: Heavy 2/0, Medium 9/0, Light 24/9, Total Adds 9, WAMO, KRNB, WTMP, KOXL, WPEG, WLOU, WANT, WEAS, WTLC. Heavy: WZAK, WQMG. Medium: WXYV, KACE, XHRM, KSOL, WENN, WFXC, WWDW, WVKO, KDKO.

### JERMAINE JACKSON & PIA ZADORA "When The Rain Begins To Fall" (Curb/MCA) 35/2

Rotations: Heavy 1/0, Medium 10/0, Light 24/2, Total Adds 2, WLOU, KDKO. Heavy: WDJY. Medium: WVEE, KRNB, KSOL, OC104, WATV, WENN, WJJS, WBLX, WTLC, WOWI.

### FREDERICK "Gentle (Calling Your Name)" (Heat) 34/9

Rotations: Heavy 9/0, Medium 9/2, Light 16/7, Total Adds 9, WWIN, WDAS, WUSL, WBMX, KHYS, WANT, KOKA, WTLC, WKND. Heavy: WAMO, KKDA-FM, KYOK, WZAK, WDRQ, WJLB, KMJM, WLOU, WVOI. Medium: WDMT, WZEN-FM, KSOL, KOXL, WJYL, WWDW, WWWWS.

### GEORGE BENSON "I Just Wanna Hang Around You" (WB) 33/23

Rotations: Heavy 2/2, Medium 9/2, Light 22/19, Total Adds 23, WWIN, WAMO, WAOK, KKDA-FM, WHRK, WYLD-FM, WZAK, KDAY, KJLH, WNHC, OC104, Z93, WQMG, WBMK, KJCB, WBLX, WQOK, WANT, WQKS, WAAA, WKWM, WTLC, WVOI. Medium: WVEE, KACE, KSOL, WRDW, KOXL, WFXC, WJMI.

## MOST ADDED

NEW EDITION (32)  
Lost In Love (MCA)  
GEORGE BENSON (23)  
I Just Wanna Hang Around You (WB)  
KOOL & THE GANG (22)  
Fresh (De-Lite/PolyGram)  
REDDINGS (20)  
Where Did Our Love Go (Polydor/PolyGram)  
TEMPTATIONS (19)  
My Love Is True (Truly...) Gordy/Motown

## HOTTEST

COMMODORES (48)  
Nightshift (Motown)  
WILTON FELDER f/BOBBY WOMACK (32)  
I'll Still Be Looking Up To You (MCA)  
LUTHER VANDROSS (31)  
'Til My Baby Comes Home (Epic)  
JESSE JOHNSON'S REVUE (26)  
Be Your Man (A&M)  
TINA TURNER (25)  
Private Dancer (Capitol)

J. BLACKFOOT "Don't You Feel It (Like I Feel It)" (Sound Town) 28/2  
Rotations: Heavy 1/0, Medium 15/0, Light 12/2, Total Adds 2, WATV, WLOU. Heavy: KRNB. Medium: WAMO, WAOK, WDIA, WDMT, WKND, WXOK, WBLX, WORL, KAPE, WEAS, KOKA, WANM, WTLC, WWWWS, KDKO.  
MICK JAGGER "Just Another Night" (Columbia) 27/2  
Rotations: Heavy 3/0, Medium 8/0, Light 16/2, Total Adds 2, WQOK, KUKQ. Heavy: JET94, WJAX, WBLX. Medium: WDAS, WDIA, K94, WBLZ, WTKL, WWDW, WQKS, WTLC.  
FATBACK "Girls On My Mind" (Cotillion/Atco) 26/3  
Rotations: Heavy 2/0, Medium 8/0, Light 16/3, Total Adds 3, WDIA, WHRK, KJCB. Heavy: KRNB, WPDQ. Medium: KMJQ, KYOK, WTMP, KIIZ, WLOU, KAPE, WANM, WWWWS.  
LEGACY "Don't Waste The Night" (Private I/CBS) 26/2  
Rotations: Heavy 1/0, Medium 9/0, Light 16/2, Total Adds 2, KMJQ, KHYS. Heavy: WNAM. Medium: KRNB, WDIA, KSOL, WNHC, WRDW, WXOK, WBLX, KAPE, WEAS.  
STEVE ARRINGTON "Feel So Real" (Atlantic) 25/11  
Rotations: Heavy 0/0, Medium 10/2, Light 15/9, Total Adds 11, WDAS, KRNB, WDIA, WGCI, WZEN-FM, WNHC, WQMG, WLOU, WTOY, WANM, WVKO. Medium: WRKS, KKDA-FM, WTMP, WZAK, WJLB, KAPE, WTLC, WWWWS.

## SIGNIFICANT ACTION

SYLVERS "Falling For Your Love" (Geffen) 23/10  
Rotations: Heavy 0/0, Medium 4/1, Light 19/9, Total Adds 10, WDAS, WDIA, WXOK, Z93, WPEG, WFXC, WQMG, WBMK, WLOU, WBLX. Medium: WAOK, KSOL, KHYS.  
PROCESS & THE DOO RAGS "Stomp & Shout" (Columbia) 22/13  
Rotations: Heavy 1/0, Medium 4/1, Light 17/12, Total Adds 13, KKDA-FM, WYLD-FM, WTMP, WZEN-FM, XHRM, WNHC, WXOK, WPEG, WTOY, KAPE, WWDW, WWWWS, KUKQ. Heavy: WAOK. Medium: WDAS, WANM, KDKO.  
OPUS TEN "Love's Calling" (Pandisc) 22/12  
Rotations: Heavy 0/0, Medium 3/2, Light 19/10, Total Adds 12, WDAS, WGCI, KDAY, WQMG, WKXI, WJYL, WBLX, WQOK, WTOY, WWWWS, KDKO, KUKQ. Medium: WJLB.  
KLYMAXX "Meeting In The Ladies Room" (Constellation/MCA) 21/18  
Rotations: Heavy 1/0, Medium 1/0, Light 19/18, Total Adds 18, WXYV, WUSL, WAMO, WDIA, WHRK, WOWI, KMJM, KACE, KSOL, WNHC, KOXL, WXOK, WPEG, KIIZ, WANT, KAPE, KOKA, WANM. Heavy: KDAY. Medium: KYOK.  
REDD & THE BOYS "Movin' & Groovin'" (T.T.E.D./Island) 19/7  
Rotations: Heavy 1/0, Medium 5/2, Light 13/5, Total Adds 7, WDAS, WDJY, WBMX, WZAK, KDAY, WPEG, WTOY. Heavy: WPDQ. Medium: WHRK, WZEN-FM, KHYS.  
SERGIO MENDES "Let's Give A Little More This Time" (A&M) 19/5  
Rotations: Heavy 0/0, Medium 2/0, Light 17/5, Total Adds 5, WAOK, WDIA, XHRM, JET94, WANM. Medium: KAPE, KDKO.  
LEVERT "I'm Still" (Tempra) 19/4  
Rotations: Heavy 2/0, Medium 6/1, Light 11/3, Total Adds 4, WUSL, KMJM, WFXC, WANM. Heavy: WDAS, WGCI. Medium: WWIN, WDMT, WZAK, WZEN-FM, WANT.  
AMII STEWART "Friends" (Emergency) 19/4  
Rotations: Heavy 1/0, Medium 8/1, Light 10/3, Total Adds 4, KRNB, WPEG, WEAS, WQKS. Heavy: WNHC. Medium: WWIN, WRKS, WDAS, WUSL, WJMI, WQOK, WTLC.  
ROY AYERS "Poo Poo La La" (Columbia) 19/2  
Rotations: Heavy 0/0, Medium 6/0, Light 13/2, Total Adds 2, WXOK, WKXI. Medium: WKND, WQMG, WPDQ, KIIZ, WANM, KDKO.  
SHERYL LEE RALPH "You're So Romantic" (New York Music) 19/2  
Rotations: Heavy 0/0, Medium 8/0, Light 11/2, Total Adds 2, WXOK, WENN. Medium: WAOK, KRNB, WDIA, WOWI, WATV, WQMG, WKXI, KOKA.  
CON FUNK SHUN "Electric Lady" (Mercury/PolyGram) 17/15  
Rotations: Heavy 0/0, Medium 5/4, Light 12/11, Total Adds 15, WAOK, KKDA-FM, KYOK, KDAY, XHRM, KSOL, WTKL, WATV, WFXC, WJMI, KIIZ, WBMK, WANT, WWWWS, KUKQ. Medium: WHRK.  
TWIN IMAGE "My Baby Loves Me (Do Do)" (Capitol) 16/8  
Rotations: Heavy 0/0, Medium 3/2, Light 13/6, Total Adds 8, WDAS, WAMO, WDIA, WYLD-FM, WZAK, KOKA, WANM, WVOI. Medium: KKDA-FM.  
INTRIGUE "Fly Girl" (World Trade) 16/4  
Rotations: Heavy 0/0, Medium 2/2, Light 14/2, Total Adds 4, WKXI, WBLX, WQOK, WORL.  
BILLY OCEAN "Suddenly" (Jive/Arista) 13/9  
Rotations: Heavy 0/0, Medium 3/2, Light 10/7, Total Adds 9, WXYV, WHUR, WDIA, WZEN-FM, WATV, WFXC, WANT, WVOI, I94. Medium: WJMI.  
ERAMUS HALL "Checkin' You Checkin' Yourself Out" (Capitol) 13/5  
Rotations: Heavy 0/0, Medium 1/0, Light 12/5, Total Adds 5, WTMP, KOKA, WANM, WTLC, WVOI. Medium: WDIA.  
HAROLD FALTERMEYER "Axel F" (MCA) 13/1  
Rotations: Heavy 5/1, Medium 2/0, Light 6/0, Total Adds 1, WJYL. Heavy: WRKS, KKDA-FM, WYLD-FM, WJLB. Medium: KMJM, WKND.  
CHANGE "Let's Go Together" (Atlantic) 12/11  
Rotations: Heavy 0/0, Medium 3/3, Light 9/8, Total Adds 11, WRKS, WDAS, WDIA, WTMP, KMJM, WJMI, WBMK, WQOK, WORL, WANM, WVKO.  
ANTHONY WATSON "Solid Love Affair" (SRO) 12/7  
Rotations: Heavy 0/0, Medium 2/1, Light 10/6, Total Adds 7, WDAS, WDIA, WHRK, WBMX, KACE, WPEG, WKXI. Medium: KSOL.  
BONNIE POINTER "The Beast In Me" (Private I/CBS) 11/2  
Rotations: Heavy 2/0, Medium 1/0, Light 8/2, Total Adds 2, WAOK, WEDR. Heavy: WDIA, WNHC. Medium: KRNB.  
CURTIS HAIRSTON "I Want Your Lovin'" (Pretty Pearl) 10/10  
Rotations: Heavy 0/0, Medium 0/0, Light 10/10, Total Adds 10, WAMO, WAOK, KRNB, WDIA, WEDR, KMJM, WQMG, WKXI, WBLX, WTLC.  
AUTUMN "In Time (You'll Be My Love)" (Compleat/PolyGram) 10/2  
Rotations: Heavy 0/0, Medium 3/1, Light 7/1, Total Adds 2, KOXL, WJYL. Medium: WXOK, WWWWS.  
Q.T. HUSH "It Ain't You Babe" (Epic) 10/2  
Rotations: Heavy 0/0, Medium 1/0, Light 9/2, Total Adds 2, KMJM, WKXI. Medium: KKDA-FM.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

# A WHOLE LOT OF BREAKIN' GOIN' ON AT ARISTA!!!

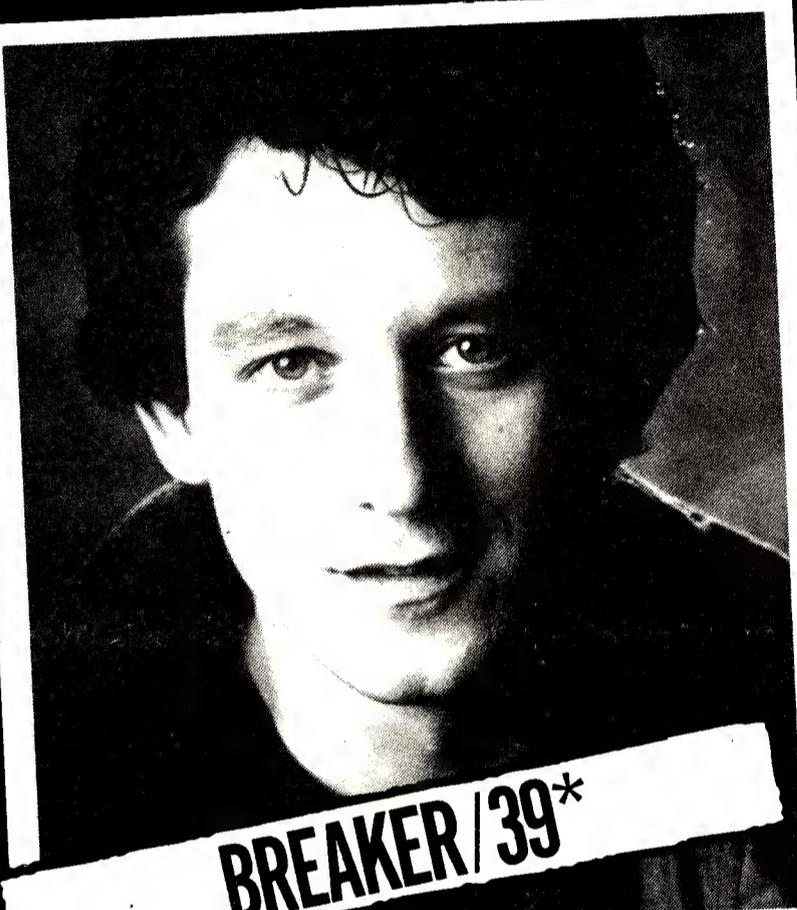


**BREAKER/75% B/U**

**Whitney Houston.**  
**"You Give Good Love."**

The first single from her acclaimed debut album. Watch out: this is just the beginning!

Produced by Kashif.



**BREAKER/39\***

**Jeff Lorber.**  
**"Step By Step."**

Featuring Audrey Wheeler.

A step in a hit direction from one of contemporary music's brightest talents.

Produced by David Frank & Mic Murphy of The System.

**Billboard Dance Chart:**

**38\*-23\*-12\*-9\***

The chart's fastest-moving 12".

**ARISTA MEANS ACTION...AND THERE'S MORE TO COME!**

# Black/Urban

# Regional Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

**EAST**

**WWIN/Baltimore**  
Keith Newman  
GEORGE BENSON  
ALEXANDER O'NEAL  
MIDNIGHT STAR  
KOO & THE GANG  
FREDERICK  
PATRICK  
Hottest:  
COMMODORES  
NEW JERSEY MASS C  
WHAM!  
JOHNNY GILL  
WILTON FELDER

**WXYV/Baltimore**  
Roy Sampson  
CAROL LYNN TOWNES  
BILLY OCEAN  
ALFIE  
TERNA MARIE  
KLYMAXX  
JEFF LORBER  
Hottest:  
JESSE JOHNSON  
COMMODORES  
TINA TURNER  
MAZE  
LUTHER VANDROSS

**WILD/Boston**  
Elroy R.C. Smith  
SADE  
JULIAN LENNON  
SHALAMAR  
MELBA MOORE  
NARADA MICHAEL WA  
GREN GUTHRIE  
Hottest:  
READY FOR THE WOR  
TINA TURNER  
COMMODORES  
JESSE JOHNSON

**WKND/Hartford**  
Jordan McLean  
FREDERICK  
ALEXANDER O'NEAL  
CICI  
Hottest:  
WILTON FELDER  
PATTI LABELLE  
GLADYS KNIGHT  
COMMODORES  
JESSE JOHNSON

**WNHC/New Haven**  
James Jordan  
SHALAMAR  
PROCESS & THE DOO  
KLYMAXX  
EUGENE WILDE  
GEORGE BENSON  
STEVE ARRINGTON  
Hottest:  
DIANA ROSS  
COMMODORES  
WILTON FELDER  
JOHNNY GILL

**WRKS/New York**  
Tony Quartarone  
CHANGE  
SIDAH GARRETT  
RUN D.M.C.  
Hottest:  
COMMODORES  
HAROLD PALTERMEYE  
DIANA ROSS  
NEW JERSEY MASS C  
CHAKA KHAN

**OC104/Ocean City, MD**  
Dave Allan  
NEW EDITION  
MADONNA  
JEFFREY OSBORNE  
EUGENE WILDE  
CHERYL LYNN  
SADE  
GEORGE BENSON  
TERNA MARIE  
THIRD WORLD  
GAP BAND  
Hottest:  
LUTHER VANDROSS  
DEBARGE  
COMMODORES  
CHAKA KHAN  
MADONNA

**WUSL/Philadelphia**  
Jeff Wyatt  
MIDNIGHT STAR  
FREDERICK  
LILLO THOMAS  
KLYMAXX  
IMPERIAL BROTHERS  
TERNA MARIE  
Hottest:  
WHAM!  
CHAKA KHAN  
SHALAMAR  
NEW EDITION  
RUN D.M.C.

**WDAS/Philadelphia**  
Joe Tamburro  
FREDERICK  
TEMP TATIONS  
JEFF LORBER  
STEVE ARRINGTON  
GAP BAND  
TWIN IMAGE  
GREN GUTHRIE  
ANTHONY WATSON  
SYLVERS  
SIDAH GARRETT  
CHANGE  
OPUS TEN  
REDD & THE BOYS  
GREN PHILLINGANES  
MASS PRODUCTION  
CICI  
Hottest:  
DIANA ROSS  
COMMODORES  
READY FOR THE WOR  
WHAM!  
JESSE JOHNSON

**WAMO/Pittsburgh**  
Allen Harrison  
MELBA MOORE  
REDDINGS  
GLENN JONES  
CURTIS HAIRSTON  
TWIN IMAGE  
KLYMAXX  
DAVID SANBORN  
LISA DANIELLE  
SHALAMAR  
GEORGE BENSON  
Hottest:  
TINA TURNER  
PATTI LABELLE  
FREDERICK  
COMMODORES  
ALEXANDER O'NEAL

**WDJY/Washington**  
Dan O'Neil  
REDD & THE BOYS  
Hottest:  
DEBARGE  
PATTI LABELLE  
NEW EDITION  
COMMODORES  
CAROL LYNN TOWNES

**WHUR/Washington**  
Libby Lawson  
NEW EDITION  
NEW JERSEY MASS C  
DEUCE  
GEORGE DUKE  
SHALAMAR  
BILLY OCEAN  
CHAMPAIGN  
Hottest:  
WHAM!  
PHILIP BAILEY  
PATTI LABELLE  
COMMODORES  
LUTHER VANDROSS

**SOUTH**

**WAOK/Atlanta**  
Larry Tinsley  
JOHNNY GILL  
GEORGE BENSON  
GEORGE DUKE  
GLENN JONES  
CON FUNK SHUN  
BONNIE POWTNER  
CURTIS HAIRSTON  
SERGIO MENDES  
CHAKA KHAN  
LUTHER VANDROSS  
Hottest:  
PATTI LABELLE  
PHILIP BAILEY  
COMMODORES  
POINTER SISTERS  
KURTIS BLOW

**WVEE/Atlanta**  
Scotty Andrews  
USA FOR AFRICA  
SIDAH GARRETT  
LILLO THOMAS  
GLENN JONES  
ALFONSO RIBEIRO  
BONSKI BEAT  
Hottest:  
WHAM!  
PATTI LABELLE  
WILTON FELDER  
ISLEY, JASPER &  
JESSE JOHNSON

**WRD/WAugusta**  
Charlotte Logan  
SOS BAND  
DEBARGE  
REDDINGS  
CAROL LYNN TOWNES  
SAM BOSTIC  
SADE  
NEW EDITION  
AL JARREAU  
GLENN JONES  
Hottest:  
LUTHER VANDROSS  
DAZZ BAND  
CHAKA KHAN  
READY FOR THE WOR  
MIDNIGHT STAR

**WTKL/Baton Rouge**  
Guy Broady  
MANHATTANS  
CON FUNK SHUN  
JENNY BURTON  
Hottest:  
TINA TURNER  
KURTIS BLOW  
DAVID SANBORN  
SYLVERS  
ANTHONY WATSON  
Hottest:  
COMMODORES  
GLADYS KNIGHT  
PATTI LABELLE  
EUGENE WILDE  
RUN D.M.C.

**WPEG/Charlotte**  
Mike Rossi  
JENNY BURTON  
PROCESS & THE DOO  
TEMP TATIONS  
ALEXANDER O'NEAL  
REDD & THE BOYS  
KLYMAXX  
AMII STEWART  
HOTTEST:  
EDDIE D  
DAVID SANBORN  
SYLVERS  
ANTHONY WATSON  
Hottest:  
COMMODORES  
GLADYS KNIGHT  
PATTI LABELLE  
EUGENE WILDE  
RUN D.M.C.

**JET94/Chattanooga**  
Rich Phillips  
ANIMATION  
SANTANA  
PHIL COLLINS  
WILTON FELDER  
JESSE JOHNSON  
WARWICK & JONES  
B.B. KING  
SADE  
ALEXANDER O'NEAL  
COMMODORES  
SERGIO MENDES  
ROXANNE & UTFO  
Hottest:  
COMMODORES  
MADONNA  
LUTHER VANDROSS  
KOO & THE GANG  
READY FOR THE WOR

**KKDA-FM/Dallas**  
Terri Avery  
CON FUNK SHUN  
GEORGE BENSON  
PROCESS & THE DOO  
KOO & THE GANG  
MADONNA  
Hottest:  
HAROLD PALTERMEYE  
WILTON FELDER  
JESSE JOHNSON  
LUTHER VANDROSS  
JUNIE MORRISON

**WFXC/Durham**  
Alvin Shaw  
CON FUNK SHUN  
SADE  
LEVERT  
TEMP TATIONS  
CAROL LYNN TOWNES  
BILLY OCEAN  
REDDINGS  
SYLVERS  
Hottest:  
COMMODORES  
WILTON FELDER  
GLADYS KNIGHT  
LUTHER VANDROSS  
MAZE

**KNOK-FM/Worth**  
Kenny Byrd  
SADE  
KOO & THE GANG  
GEORGE DUKE  
HALL & OATES  
Hottest:  
TINA TURNER  
MADONNA  
LUTHER VANDROSS  
PATTI LABELLE  
MAZE

**XHRM/San Diego**  
Duff Lindsey  
APOLLONIA 6  
PROCESS & THE DOO  
SADE  
SAM BOSTIC  
TEMP TATIONS  
CON FUNK SHUN  
NEW EDITION  
SERGIO MENDES  
Hottest:  
COMMODORES  
ASHFORD & SIMPSON  
WILTON FELDER  
DEBARGE

**KSOL/San Francisco**  
Robinson/Moody  
KOO & THE GANG  
NEW EDITION  
LOUIS JOHNSON  
ALFONSO RIBEIRO  
TEMP TATIONS  
B.B. KING  
KLYMAXX  
CON FUNK SHUN  
Hottest:  
TINA TURNER  
POINTER SISTERS  
JESSE JOHNSON  
CHAKA KHAN  
PRINCE

**WATV/Birmingham**  
Ron January  
NEW EDITION  
GAP BAND  
KOO & THE GANG  
J. BLACKFOOT  
CON FUNK SHUN  
TEMP TATIONS  
BILLY OCEAN  
LOUIS JOHNSON  
RUE CALDWELL  
Hottest:  
COMMODORES  
CHAKA KHAN  
LUTHER VANDROSS  
JESSE JOHNSON  
WILTON FELDER  
WHAM!

**WENN/Birmingham**  
Michael Star  
ALFONSO RIBEIRO  
KOO & THE GANG  
GREN GUTHRIE  
TEMP TATIONS  
SHERYL LEE RALPH  
THIRD WORLD  
LILLO THOMAS  
GLENN JONES  
COMMODORES  
CHAKA KHAN  
WILTON FELDER  
WHAM!  
DAZZ BAND

**WWWZ/Charleston**  
Marc Little  
MADONNA  
KOO & THE GANG  
SADE  
WHITNEY HOUSTON  
TEMP TATIONS  
GAP BAND  
JENNY BURTON  
GEORGE BENSON  
NEW EDITION  
Hottest:  
COMMODORES  
TINA TURNER  
PATTI LABELLE  
WILTON FELDER

**WPKI/Jackson**  
Carl Haynes  
GREN GUTHRIE  
CHANGE  
CON FUNK SHUN  
ALICIA MYERS  
JENNY BURTON  
SHO-NUFF  
Hottest:  
LUTHER VANDROSS  
SOS BAND  
ALEXANDER O'NEAL  
NEW EDITION  
THIRD WORLD

**WKXI/Jackson**  
Tommy Marshall  
CURTIS HAIRSTON  
WHITNEY HOUSTON  
GLENN JONES  
Q.T. HUSH  
C.L. BLAST  
INTRIGUE  
ANTHONY WATSON  
OPUS TEN  
BLACK IVORY  
JOHNNY GUITAR WAT  
LOUIS JOHNSON  
TERNA MARIE  
ROY AYERS  
ALFONSO RIBEIRO  
Hottest:  
COMMODORES  
TINA TURNER  
READY FOR THE WOR  
WILTON FELDER  
CHAKA KHAN

**WJAX/Jacksonville**  
Tony Mann  
MADONNA  
NARADA MICHAEL WA  
KOO & THE GANG  
JENNY BURTON  
DON HENLEY  
EUGENE WILDE  
SOS BAND  
Hottest:  
GLENN FREY  
MADONNA  
UTFO  
REO SPEEDWAGON  
WHAM!

**WPDQ/Jacksonville**  
Bob Scott  
MILES DAVIS  
LILLO THOMAS  
GREN PHILLINGANES  
GEORGE DUKE  
Hottest:  
JESSE JOHNSON  
DAZZ BAND  
MARY JANE GIRLS  
MAZE  
MIDNIGHT STAR

**KHZK/Killeen**  
Bill St. John  
CON FUNK SHUN  
MELBA MOORE  
GAP BAND  
KOO & THE GANG  
SADE  
SPARKY D  
GRANDMASTER FLASH  
KLYMAXX  
MAZE  
GREN PHILLINGANES  
Hottest:  
WILTON FELDER  
PATTI LABELLE  
JESSE JOHNSON  
COMMODORES

**WBMK/Knoxville**  
Maurice Turk  
NEW EDITION  
KOO & THE GANG  
SYLVERS  
REDDINGS  
CON FUNK SHUN  
TEMP TATIONS  
GEORGE BENSON  
MADONNA  
ROXANNE & UTFO  
CHANGE  
Hottest:  
MIDNIGHT STAR  
SOS BAND  
TINA TURNER  
COMMODORES  
LUTHER VANDROSS

**WQMG/Greensboro**  
Doc Foster  
GEORGE BENSON  
JUNIE MORRISON  
ALFONSO RIBEIRO  
OPUS TEN  
REDDINGS  
CURTIS HAIRSTON  
NEW EDITION  
STEVE ARRINGTON  
RUN D.M.C.  
THELMA HOUSTON  
SYLVERS  
Hottest:  
COMMODORES  
JESSE JOHNSON  
PATTI LABELLE  
ASHFORD & SIMPSON  
TINA TURNER

**KYOK/Houston**  
Steve Hedgewood  
JEFF LORBER  
NEW EDITION  
CON FUNK SHUN  
LILLO THOMAS  
MANHATTANS  
Hottest:  
RUN D.M.C.  
WHODINI  
SHEENA EASTON  
PAT BOYD  
ALEXANDER O'NEAL

**KMJO/Houston**  
Brute Bailey  
EDDIE D  
MELBA MOORE  
DAZZ BAND  
MARY JANE GIRLS  
LEACY  
Hottest:  
DIANA ROSS  
SHEENA EASTON  
KLYMAXX  
OPUS TEN  
Hottest:  
MAZE  
CHAKA KHAN  
POINTER SISTERS  
PATTI LABELLE  
DEBARGE

**WJSL/Vynchburg**  
Lad Goins  
JEFF LORBER  
BILLY JOEL  
REDDINGS  
TEMP TATIONS  
WHITNEY HOUSTON  
GAP BAND  
SAM BOSTIC  
Hottest:  
COMMODORES  
CHAKA KHAN  
LUTHER VANDROSS  
ASHFORD & SIMPSON  
TINA TURNER

**KRNB/Memphis**  
Jerry Mason  
JAK  
AMII STEWART  
TEMP TATIONS  
STEVE ARRINGTON  
GREN GUTHRIE  
LOUIS JOHNSON  
KLIQUE  
CURTIS HAIRSTON  
RUE CALDWELL  
DAVID SANBORN  
CHAMPAIGN  
PHILIP BAILEY  
WILTON FELDER  
LUTHER VANDROSS  
MAZE  
ASHFORD & SIMPSON  
DEBARGE

**WDIA/Memphis**  
Bobby O'Jay  
BILLY OCEAN  
EDDIE D  
C.L. BLAST  
ANTHONY WATSON  
CURTIS HAIRSTON  
SERGIO MENDES  
KLYMAXX  
CHAMPAIGN  
TWIN IMAGE  
REDDINGS  
CHANGE  
SYLVERS  
FATBACK  
STEVE ARRINGTON  
Hottest:  
ALEXANDER O'NEAL  
GAP BAND  
MELBA MOORE  
FREDERICK  
JAN LESLIE HOLMES  
JOE SIMON  
LEGACY  
Hottest:  
DIANA ROSS  
COMMODORES  
SHEENA EASTON  
PHILIP BAILEY  
TINA TURNER

**WEDR/Miami**  
Jackson/James  
BONNIE POINTER  
CURTIS HAIRSTON  
WAR  
Hottest:  
COMMODORES  
NOLAN THOMAS  
PRETTY TONY  
PATTI LABELLE  
ASHFORD & SIMPSON

**WTOY/Roanoke**  
Duke Ellington  
GAP BAND  
WHITNEY HOUSTON  
STEVE ARRINGTON  
KOO & THE GANG  
NEW EDITION  
REDD & THE BOYS  
OPEN TEN  
PROCESS & THE DOO  
Hottest:  
WILTON FELDER  
JESSE JOHNSON  
COMMODORES  
LUTHER VANDROSS  
CHAKA KHAN

**KAPE/San Antonio**  
Mike Kelly  
THIRD WORLD  
KLYMAXX  
NEW EDITION  
REDDINGS  
ALFONSO RIBEIRO  
GEORGE DUKE  
PROCESS & THE DOO  
CAROL LYNN TOWNES  
Hottest:  
TINA TURNER  
LUTHER VANDROSS  
MAZE  
JOHNNY GILL  
WILTON FELDER

**WEAS/Savannah**  
Don Jones  
THIRD WORLD  
WHITNEY HOUSTON  
RUE CALDWELL  
TWIN IMAGE  
DAVID SANBORN  
ALEXANDER O'NEAL  
ROCKWELL  
Hottest:  
SHEENA EASTON  
READY FOR THE WOR  
THIRD WORLD  
NARADA MICHAEL WA  
LUTHER VANDROSS

**KOKA/Shreveport**  
B.B. Davis  
REDDINGS  
THIRD WORLD  
NEW EDITION  
ERAMUS HALL  
COLORS  
GAP BAND  
TWIN IMAGE  
ALFONSO RIBEIRO  
FREDERICK  
KLYMAXX  
TERNA MARIE  
JERSEY MASS C  
PETER BROWN  
Hottest:  
COMMODORES  
WHAM!  
JESSE JOHNSON  
TINA TURNER  
WILTON FELDER

**WWMV/Sumter**  
Mays/Hart  
PROCESS & THE DOO  
KOO & THE GANG  
REDDINGS  
MELBA MOORE  
Hottest:  
NARADA MICHAEL WA  
ALEXANDER O'NEAL  
COMMODORES  
WILTON FELDER  
MADONNA

**WANM/Tallahassee**  
Joe Bullard  
KOO & THE GANG  
WHITNEY HOUSTON  
CHANGE  
TWIN IMAGE  
STEVE ARRINGTON  
SERGIO MENDES  
EDDIE D  
KLYMAXX  
GEORGE DUKE  
TERNA MARIE  
ERAMUS HALL  
LEVERT  
Hottest:  
PATTI LABELLE  
WILTON FELDER  
WARWICK & JONES  
CHAKA KHAN  
COMMODORES

**WTMP/Tampa**  
Michaels/Moore  
PRINCE  
KOO & THE GANG  
GLENN JONES  
GEORGE DUKE  
CHAMPAIGN  
THOMAS MCCLARY  
ERAMUS HALL  
APOLLONIA 6  
NEW EDITION  
CHANGE & THE DOO  
DAVID SANBORN  
SIDAH GARRETT  
Hottest:  
COMMODORES  
WHAM!  
WILTON FELDER  
TINA TURNER  
HALL & OATES

**WQKS/Williamsburg**  
Steve Crumley  
GEORGE BENSON  
AMII STEWART  
Hottest:  
MADONNA  
LUTHER VANDROSS  
JESSE JOHNSON  
PATTI LABELLE  
WILTON FELDER

**WAAA/Winston-Salem**  
Eric St. James  
KEITH POLE  
GAP BAND  
GEORGE BENSON  
JEFF LORBER  
REDDINGS  
Hottest:  
COMMODORES  
WILTON FELDER  
LUTHER VANDROSS  
JESSE JOHNSON  
PATTI LABELLE

**MIDWEST**

**WDRQ/Detroit**  
Jim Snowden  
none  
Hottest:  
HALL & OATES  
WHAM!  
FREDERICK  
SHALAMAR  
NEW EDITION

**WKWM/Grand Rapids**  
Frank Grant  
GEORGE BENSON  
SAM BOSTIC  
KOO & THE GANG  
MELBA MOORE  
TEMP TATIONS  
NEW EDITION  
GREN KIHN  
Hottest:  
TERNA MARIE  
WHAM!  
UTFO  
DAZZ BAND  
WILTON FELDER

**WTJC/Indianapolis**  
Jay Johnson  
CASHMERE  
SADE  
TEMP TATIONS  
GEORGE BENSON  
ERAMUS HALL  
REDDINGS  
FREDERICK  
GLENN JONES  
CURTIS HAIRSTON  
DAVID SANBORN  
MIDNIGHT STAR  
READY FOR THE WOR  
GLADYS KNIGHT  
PATTI LABELLE  
NEW JERSEY MASS C  
DEBARGE

**WLUM/Milwaukee**  
Jim Brown  
none  
Hottest:  
DIANA ROSS  
PHIL COLLINS  
HALL & OATES  
DEBARGE  
BILLY JOEL

**WWWS/Saginaw**  
Kermit Crockett  
SHALAMAR  
BAD BAND  
KLOCKWIZE  
PROCESS & THE DOO  
DREAMBOY  
KOO & THE GANG  
CON FUNK SHUN  
OPUS TEN  
Hottest:  
LEVERT  
LUTHER VANDROSS  
MARY JANE GIRLS  
ASHFORD & SIMPSON  
WHAM!

**KMJM/St. Louis**  
Ron Atkins  
NEW EDITION  
MAN PARRISH  
Q.T. HUSH  
CHANGE  
ALFIE  
LEVERT  
JUNIE MORRISON  
KLYMAXX  
CURTIS HAIRSTON  
WHITNEY HOUSTON  
Hottest:  
JESSE JOHNSON  
CAPTAIN ROCK  
ALEXANDER O'NEAL  
MIDNIGHT STAR  
JEFF LORBER

**WZEN/St. Louis**  
Doug Harris  
KLIQUE  
WILTON FELDER  
PATTI LABELLE  
SADE  
BILLY OCEAN  
B.B. KING  
NEW EDITION  
GLENN JONES  
TEMP TATIONS  
STEVE ARRINGTON  
PROCESS & THE DOO  
JESSE JOHNSON  
Hottest:  
LUTHER VANDROSS  
COMMODORES  
WHAM!  
WILTON FELDER  
DIANA ROSS

**WVOI/Toledo**  
Maxx Myrick  
BILLY OCEAN  
TWIN IMAGE  
ERAMUS HALL  
GEORGE BENSON  
NEW EDITION  
GLENN JONES  
READY FOR THE WOR  
ALFIE  
Hottest:  
WILTON FELDER  
TINA TURNER  
FREDERICK  
DIANA ROSS  
WHAM!

**WEST**

**KDKO/Englewood**  
Jay Johnson  
SADE  
MIDNIGHT STAR  
SOS BAND  
B.B. KING  
LILLO THOMAS  
GAP BAND  
OPUS TEN  
ZADORA & JACKSON  
SPARKY D  
Hottest:  
ASHFORD & SIMPSON  
COMMODORES  
WHAM!  
JESSE JOHNSON  
TINA TURNER

**194/Honolulu**  
Noe Tanigawa  
PHILIP BAILEY  
SWITCH  
WHITNEY HOUSTON  
JESSE JOHNSON  
BILLY OCEAN  
Hottest:  
JOHNNY GILL  
JENNY BURTON  
THIRD WORLD  
LUTHER VANDROSS  
SADE

**KDAY/Los Angeles**  
Jack Patterson  
GEORGE BENSON  
NEW EDITION  
WHODINI  
LISA LISA  
OPUS TEN  
WIZ KID  
MELBA MOORE  
SHALAMAR  
CON FUNK SHUN  
JENNY BURTON  
REDD & THE BOYS  
THOMAS MCCLARY  
Hottest:  
ROXANNE SHANTE  
ROXANNE & UTFO  
WILTON FELDER  
WHAM!  
JESSE JOHNSON

**KACE/Los Angeles**  
Miller/Robinson  
ANTHONY WATSON  
GEORGE DUKE  
MELBA MOORE  
GAP BAND  
REDDINGS  
KLYMAXX  
NEW EDITION  
WILTON FELDER  
Hottest:  
PATTI LABELLE  
LUTHER VANDROSS  
SADE  
MAZE

**KJLH/Los Angeles**  
Jim Maddox  
PHIL COLLINS  
JULIAN LENNON  
SIDAH GARRETT  
AL JARREAU  
GLENN JONES  
WHITNEY HOUSTON  
JEAN-LUC POWTY  
NEW EDITION  
GEORGE BENSON  
Hottest:  
READY FOR THE WOR  
PHILIP BAILEY  
POINTER SISTERS  
WHAM!  
UTFO

**KUKQ/Phoenix**  
Jay Stone  
WHITNEY HOUSTON  
PROCESS & THE DOO  
OPUS TEN  
EUGENE WILDE  
ALEXANDER O'NEAL  
REDDINGS  
CON FUNK SHUN  
NEW EDITION  
MICK JAGGER  
AL JARREAU  
TEMP TATIONS  
Hottest:  
MARY JANE GIRLS  
MAZE  
JESSE JOHNSON  
READY FOR THE WOR  
SADE

**APOLLONIA 6**  
PROCESS & THE DOO  
SADE  
SAM BOSTIC  
TEMP TATIONS  
CON FUNK SHUN  
NEW EDITION  
SERGIO MENDES  
Hottest:  
COMMODORES  
ASHFORD & SIMPSON  
WILTON FELDER  
DEBARGE

**KSOL/San Francisco**  
Robinson/Moody  
KOO & THE GANG  
NEW EDITION  
LOUIS JOHNSON  
ALFONSO RIBEIRO  
TEMP TATIONS  
B.B. KING  
KLYMAXX  
CON FUNK SHUN  
Hottest:  
TINA TURNER  
POINTER SISTERS  
JESSE JOHNSON  
CHAKA KHAN  
PRINCE

**WQMG/Greensboro**  
Doc Foster  
GEORGE BENSON  
JUNIE MORRISON  
ALFONSO RIBEIRO  
OPUS TEN  
REDDINGS  
CURTIS HAIRSTON  
NEW EDITION  
STEVE ARRINGTON  
RUN D.M.C.  
THELMA HOUSTON  
SYLVERS  
Hottest:  
COMMODORES  
JESSE JOHNSON  
PATTI LABELLE  
ASHFORD & SIMPSON  
TINA TURNER

**KYOK/Houston**  
Steve Hedgewood  
JEFF LORBER  
NEW EDITION  
CON FUNK SHUN  
LILLO THOMAS  
MANHATTANS  
Hottest:  
RUN D.M.C.  
WHODINI  
SHEENA EASTON  
PAT BOYD  
ALEXANDER O'NEAL

**KMJO/Houston**  
Brute Bailey  
EDDIE D  
MELBA MOORE  
DAZZ BAND  
MARY JANE GIRLS  
LEACY  
Hottest:  
DIANA ROSS  
SHEENA EASTON  
KLYMAXX  
OPUS TEN  
Hottest:  
MAZE  
CHAKA KHAN  
POINTER SISTERS  
PATTI LABELLE  
DEBARGE

**WJSL/Vynchburg**  
Lad Goins  
JEFF LORBER  
BILLY JOEL  
REDDINGS  
TEMP TATIONS  
WHITNEY HOUSTON  
GAP BAND  
SAM BOSTIC  
Hottest:  
COMMODORES  
CHAKA KHAN  
LUTHER VANDROSS  
ASHFORD & SIMPSON  
TINA TURNER

**KRNB/Memphis**  
Jerry Mason  
JAK  
AMII STEWART  
TEMP TATIONS  
STEVE ARRINGTON  
GREN GUTHRIE  
LOUIS JOHNSON  
KLIQUE  
CURTIS HAIRSTON  
RUE CALDWELL  
DAVID SANBORN  
CHAMPAIGN  
PHILIP BAILEY  
WILTON FELDER  
LUTHER VANDROSS  
MAZE  
ASHFORD & SIMPSON  
DEBARGE

**WDIA/Memphis**  
Bobby O'Jay  
BILLY OCEAN  
EDDIE D  
C.L. BLAST  
ANTHONY WATSON  
CURTIS HAIRSTON  
SERGIO MENDES  
KLYMAXX  
CHAMPAIGN  
TWIN IMAGE  
REDDINGS  
CHANGE  
SYLVERS  
FATBACK  
STEVE ARRINGTON  
Hottest:  
ALEXANDER O'NEAL  
GAP BAND  
MELBA MOORE  
FREDERICK  
JAN LESLIE HOLMES  
JOE SIMON  
LEGACY  
Hottest:  
DIANA ROSS  
COMMODORES  
SHEENA EASTON  
PHILIP BAILEY  
TINA TURNER

**WEDR/Miami**  
Jackson/James  
BONNIE POINTER  
CURTIS HAIRSTON  
WAR  
Hottest:  
COMMODORES  
NOLAN THOMAS  
PRETTY TONY  
PATTI LABELLE  
ASHFORD & SIMPSON

**WTOY/Roanoke**  
Duke Ellington  
GAP BAND  
WHITNEY HOUSTON  
STEVE ARRINGTON  
KOO & THE GANG  
NEW EDITION  
REDD & THE BOYS  
OPEN TEN  
PROCESS & THE DOO  
Hottest:  
WILTON FELDER  
JESSE JOHNSON  
COMMODORES  
LUTHER VANDROSS  
CHAKA KHAN

**KAPE/San Antonio**  
Mike Kelly  
THIRD WORLD  
KLYMAXX  
NEW EDITION  
REDDINGS  
ALFONSO RIBEIRO  
GEORGE DUKE  
PROCESS & THE DOO  
CAROL LYNN TOWNES  
Hottest:  
TINA TURNER  
LUTHER VANDROSS  
MAZE  
JOHNNY GILL  
WILTON FELDER

**WEAS/Savannah**  
Don Jones  
THIRD WORLD  
WHITNEY HOUSTON  
RUE CALDWELL  
TWIN IMAGE  
DAVID SANBORN  
ALEXANDER O'NEAL  
ROCKWELL  
Hottest:  
SHEENA EASTON  
READY FOR THE WOR  
THIRD WORLD  
NARADA MICHAEL WA  
LUTHER VANDROSS

**KOKA/Shreveport**  
B.B. Davis  
REDDINGS  
THIRD WORLD  
NEW EDITION  
ERAMUS HALL  
COLORS  
GAP BAND  
TWIN IMAGE  
ALFONSO RIBEIRO  
FREDERICK  
KLYMAXX  
TERNA MARIE  
JERSEY MASS C  
PETER BROWN  
Hottest:  
COMMODORES  
WHAM!  
JESSE JOHNSON  
TINA TURNER  
WILTON FELDER

**WWMV/Sumter**  
Mays/Hart  
PROCESS & THE DOO  
KOO & THE GANG  
REDDINGS  
MELBA MOORE  
Hottest:  
NARADA MICHAEL WA  
ALEXANDER O'NEAL  
COMMODORES  
WILTON FELDER  
MADONNA

**WANM/Tallahassee**  
Joe Bullard  
KOO & THE GANG  
WHITNEY HOUSTON  
CHANGE  
TWIN IMAGE  
STEVE ARRINGTON  
SERGIO MENDES  
EDDIE D  
KLYMAXX  
GEORGE DUKE  
TERNA MARIE  
ERAMUS HALL  
LEVERT  
Hottest:  
PATTI LABELLE  
WILTON FELDER  
WARWICK & JONES  
CHAKA KHAN  
COMMODORES

**WTMP/Tampa**  
Michaels/Moore  
PRINCE  
KOO & THE GANG  
GLENN JONES  
GEORGE DUKE  
CHAMPAIGN  
THOMAS MCCLARY  
ERAMUS HALL  
APOLLONIA 6  
NEW EDITION  
CHANGE & THE DOO  
DAVID SANBORN  
SIDAH GARRETT  
Hottest:  
COMMODORES  
WHAM!  
WILTON FELDER  
TINA TURNER  
HALL & OATES

**WQKS/Williamsburg**  
Steve Crumley  
GEORGE BENSON  
AMII STEWART  
Hottest:  
MADONNA  
LUTHER VANDROSS  
JESSE JOHNSON  
PATTI LABELLE  
WILTON FELDER

**WAAA/Winston-Salem**  
Eric St. James  
KEITH POLE  
GAP BAND  
GEORGE BENSON  
JEFF LORBER  
REDDINGS  
Hottest:  
COMMODORES  
WILTON FELDER  
LUTHER VANDROSS  
JESSE JOHNSON  
PATTI LABELLE

**WDRQ/Detroit**  
Jim Snowden  
none  
Hottest:  
HALL & OATES  
WHAM!  
FREDERICK  
SHALAMAR  
NEW EDITION

**WKWM/Grand Rapids**  
Frank Grant  
GEORGE BENSON  
SAM BOSTIC  
KOO & THE GANG  
MELBA MOORE  
TEMP TATIONS  
NEW EDITION  
GREN KIHN  
Hottest:  
TERNA MARIE  
WHAM!  
UTFO  
DAZZ BAND  
WILTON FELDER

**WTJC/Indianapolis**  
Jay Johnson  
CASHMERE  
SADE  
TEMP TATIONS  
GEORGE BENSON  
ERAMUS HALL  
REDDINGS  
FREDERICK  
GLENN JONES  
CURTIS HAIRSTON  
DAVID SANBORN  
MIDNIGHT STAR  
READY FOR THE WOR  
GLADYS KNIGHT  
PATTI LABELLE  
NEW JERSEY MASS C  
DEBARGE

**WLUM/Milwaukee**  
Jim Brown  
none  
Hottest:  
DIANA ROSS  
PHIL COLLINS  
HALL & OATES  
DEBARGE  
BILLY JOEL

**WWWS/Saginaw**  
Kermit Crockett  
SHALAMAR  
BAD BAND  
KLOCKWIZE  
PROCESS & THE DOO  
DREAMBOY  
KOO & THE GANG  
CON FUNK SHUN  
OPUS TEN  
Hottest:  
LEVERT  
LUTHER VANDROSS  
MARY JANE GIRLS  
ASHFORD & SIMPSON  
WHAM!

**85 Reporting Stations  
83 Current Reports**

The following stations reported a frozen  
playlist this week:

**WDAO/Dayton  
WLUM/Milwaukee**

# R&R Country NATIONAL AIRPLAY/50

## March 15, 1985

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light	
11	7	5	1	BELLAMY BROTHERS/I Need More Of You (MCA/Curb)	162/0	135	24	3
7	5	3	2	DON WILLIAMS/Walkin' A Broken Heart (MCA)	160/1	130	23	7
16	11	8	3	ALABAMA/There's No Way (RCA)	164/0	119	42	3
12	8	7	4	JOHN SCHNEIDER/Country Girls (MCA)	161/0	117	32	12
13	9	6	5	EARL THOMAS CONLEY/Honor Bound (RCA)	161/0	119	28	14
18	15	10	6	ANNE MURRAY/Time Don't Run Out On Me (Capitol)	161/0	113	45	3
5	3	2	7	KENNY ROGERS/Crazy (RCA)	157/0	131	18	8
21	16	11	8	JUDDS/Girls Night Out (RCA/Curb)	163/0	104	56	3
14	12	9	9	NITTY GRITTY DIRT BAND/High Horse (WB)	157/0	121	24	12
8	4	1	10	RAY CHARLES w/WILLIE NELSON/Seven Spanish Angels (Columbia)	152/0	130	17	5
17	14	12	11	JOHNNY LEE/Rollin' Lonely (Full Moon/WB)	159/0	92	59	8
23	20	16	12	DOLLY PARTON/Don't Call It Love (RCA)	161/1	70	82	9
20	18	15	13	JANIE FRICKE/The First Word In Memory Is Me (Columbia)	156/0	69	75	12
26	24	18	14	GEORGE STRAIT/The Cowboy Rides Away (MCA)	157/0	64	78	15
27	22	17	15	WAYLON JENNINGS/Waltz Me To Heaven (RCA)	157/1	71	67	19
28	25	19	16	MICKEY GILLEY/I'm The One Mama Warned You About (Epic)	151/0	49	86	16
30	27	20	17	HANK WILLIAMS JR./Major Moves (WB/Curb)	154/2	50	78	26
4	2	4	18	STEVE WARINER/What I Didn't Do (MCA)	125/0	84	25	16
31	26	21	19	B. MANDRELL/L. GREENWOOD/It Should've Been Love By Now (MCA)	156/1	38	94	24
32	29	22	20	REBA McENTIRE/Somebody Should Leave (MCA)	155/2	28	102	25
37	30	23	21	EDDIE RABBITT/Warning Sign (WB)	151/5	19	107	25
33	28	24	22	SAWYER BROWN/Step That Step (Capitol/Curb)	152/5	28	97	27
39	34	25	23	SYLVIA/Fallin' In Love (RCA)	155/6	15	96	44
40	35	31	24	CHARLY McCLAIN/Radio Heart (Epic)	149/7	17	92	40
44	37	32	25	RONNIE MCDOWELL/In A New York Minute (Epic)	148/8	10	98	40
34	31	29	26	SHELLY WEST/Now There's You (Viva)	134/1	30	77	27
36	32	30	27	RESTLESS HEART/Let The Heartache Ride (RCA)	140/4	18	83	39
1	6	13	28	EXILE/Crazy For Your Love (Epic)	103/0	40	48	15
2	1	14	29	LEE GREENWOOD/You've Got A Good Love Comin' (MCA)	96/0	49	33	14
48	40	37	30	JOHN CONLEE/Working Man (MCA)	141/11	6	88	47
41	38	35	31	M. GRAY & T. WYNETTE/Sometimes When We Touch (Columbia)	135/12	8	77	50
42	38	35	32	FORESTER SISTERS/ (That's What You Do) When You're . . . (WB)	129/11	15	67	47
49	39	36	33	T.G. SHEPPARD/You're Going Out Of My Mind (WB/Curb)	139/14	5	72	62
BREAKER	44	41	34	CONWAY TWITTY/Don't Call Him A Cowboy (WB)	119/36	2	52	65
BREAKER	44	41	35	WHITES/If It Ain't Love (Let's Leave It Alone) (MCA/Curb)	123/15	3	55	65
46	43	41	36	BARBARA MANDRELL/There's No Love In Tennessee (MCA)	113/25	2	50	61
50	45	40	37	MAINES BROTHERS BAND/Everybody Needs Love... (Mercury/Pg)	101/8	5	54	42
46	43	40	38	NICOLETTE LARSON/Only Love Will Make It Right (MCA)	96/4	3	57	36
50	46	43	39	KEITH STEGALL/California (Epic)	107/9	4	50	53
48	45	42	40	KENDALLS/Four Wheel Drive (Mercury/Pg)	107/12	2	56	49
BREAKER	47	44	41	GAIL DAVIES/Nothing Can Hurt Me Now (RCA)	103/5	1	54	48
9	19	26	42	MERLE HAGGARD/Natural High (Epic)	110/40	3	33	74
3	13	27	43	GENE WATSON/One Hell Of A Heartache (MCA/Curb)	93/8	2	50	41
10	10	28	44	THE STATLERS/My Only Love (Mercury/Pg)	69/0	15	27	27
DEBUT	25	23	45	GLEN CAMPBELL/A Lady Like You (Atlantic America)	62/0	15	25	22
41	39	36	46	MICHAEL MARTIN MURPHEY/What She Wants (EMI America)	53/0	13	27	13
19	17	33	47	MEL McDANIEL/Let It Roll (Let It Rock) (Capitol)	92/35	2	26	64
			48	DAVID ALLAN COE/She Used To Love Me A Lot (Columbia)	56/0	7	32	17
			49	JOHN FOGERTY/Big Train (From Memphis) (WB)	73/2	4	41	28
			50	GEORGE JONES w/BRENDA LEE/Hallelujah, I Love You So (Epic)	51/0	16	18	17

### MOST ADDED

- RICKY SKAGGS (48)  
Country Boy (Epic)
- CRYSTAL GAYLE (43)  
Nobody Wants To Be Alone (WB)
- MERLE HAGGARD (40)  
Natural High (Epic)
- CONWAY TWITTY (36)  
Don't Call Him A Cowboy (WB)
- MEL McDANIEL (35)  
Let It Roll (Let It Rock) (Capitol)
- OAK RIDGE BOYS (28)  
Little Things (MCA)
- EMMYLOU HARRIS (26)  
White Line (WB)
- BARBARA MANDRELL (25)  
There's No Love In Tennessee (MCA)
- ED BRUCE (24)  
When Givin' Up Was Easy (RCA)
- RAZZY BAILEY (19)  
Modern Day Marriages (MCA)

### HOTTEST

- RAY CHARLES w/WILLIE NELSON (97)  
Seven Spanish Angels (Columbia)
- KENNY ROGERS (63)  
Crazy (RCA)
- ALABAMA (56)  
There's No Way (RCA)
- BELLAMY BROTHERS (53)  
I Need More Of You (MCA/Curb)
- DON WILLIAMS (45)  
Walkin' A Broken Heart (MCA)
- NITTY GRITTY DIRT BAND (43)  
High Horse (WB)
- EARL THOMAS CONLEY (38)  
Honor Bound (MCA)
- JOHN SCHNEIDER (34)  
Country Girls (MCA)
- JUDDS (33)  
Girls Night Out (RCA/Curb)
- STEVE WARINER (30)  
What I Didn't Do (MCA)

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

The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Monday, 3-11-85.

### CONWAY TWITTY Don't Call Him A Cowboy (WB)

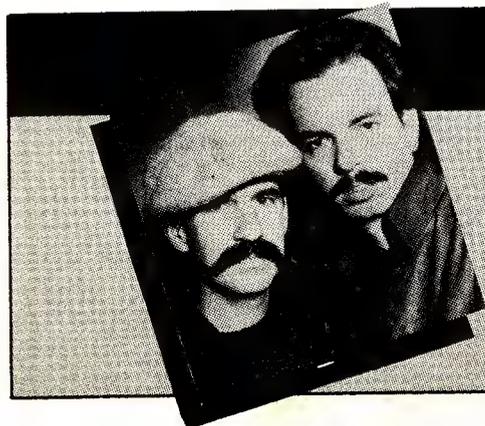
On 73% of reporting stations. Rotations: Heavy 2, Medium 52, Light 65, Total Adds 36 including WKYG, WXTU, WNYR, WCOS, WFNC, KILT-FM, KKYX, WSLR, WCXI, WQHK, WFMS, WDAF, KEBC, KIK-FM, KYGO, KNIX, KCUB. A most added record. Debuts at number 34 on the Country chart.

### BARBARA MANDRELL There's No Love In Tennessee (MCA)

On 69% of reporting stations. Rotations: Heavy 2, Medium 50, Light 61, Total Adds 25, WPTR, WRKZ, WFNC, WNOX, WSIX, KYXX, WONE, WKKQ, WQHK, KXXY, WIL, KKCS, KFTN, KCBQ, KSN. A most added record. Moves 50-36 on the Country chart.

### MERLE HAGGARD Natural High (Epic)

On 67% of reporting stations. Rotations: Heavy 3, Medium 33, Light 74, Total Adds 40, WGNA, WQBE, WIXY, KXYL, WCOS, KIKK, WMC, WKIX, WQYK, WUSQ, KJJY, KEBC, KTPK, KUGN, KRPM. A most added record. Debuts at number 42 on the Country chart.



"I Need More Of You" Radio!

The single from the album "Restless."

# THE BELLAMY BROTHERS

Howard and David Bellamy

MCA RECORDS  
CURB RECORDS

Thanks for Number One.

# Country

## NEW & ACTIVE

- GENE WATSON "One Hell Of A Heartache" (MCA/Curb) 93/8**  
Rotations: Heavy 2, Medium 18, Light 41, Total Adds 8, WXTU, KIX106, WVMI, WDXE, KXXY, KUUY, KKCS, KNIX. Heavy: KIKK, WOKK. Medium: WTSV, KRMD, KVOO, KFDI, KSOP.
- MEL McDANIEL "Let It Roll (Let It Rock)" (Capitol) 92/35**  
Rotations: Heavy 2, Medium 26, Light 64, Total Adds 35 including WRKZ, WXTU, WILQ, KASE, KIKK, KSSN, WAMZ, KXXY, WUSQ, WSLR, KWMT, WFMS, KEBC, KTPK, KUGN, KFRE, KCBO. Debuts at number 47 on the Country chart.
- BILL MEDLEY "Is There Anything I Can Do" (RCA) 76/8**  
Rotations: Heavy 0/0, Medium 24/0, Light 52/8, Total Adds 8, WPTR, WKYG, WXTU, KLL, WTHI, KIK-FM, KUGN, KQIL. Medium: WDSY, WEZL, WUSY, WQYK, WUSQ, WITL, KRSY.
- RICKY SKAGGS "Country Boy" (Epic) 68/48**  
Rotations: Heavy 3, Medium 20, Light 64, Total Adds 48 including WXKW, WIXL, WPOR, KMML, WSOC, WESC, WCMS, WQYK, KTPK, KFDI, KRST, KWJJ, KSON, KCUB.
- CRYSTAL GAYLE "Nobody Wants To Be Alone" (WB) 63/43**  
Rotations: Heavy 1, Medium 18, Light 44, Total Adds 43 including WOKQ, WDSY, KASE, WSOC, WCOS, KSSN, WIRK, WONE, WTSO, KTTS, KFDI, KLZ, KCCY, KGA.
- VINCE GILL "True Love" (RCA) 62/16**  
Rotations: Heavy 1, Medium 14, Light 47, Total Adds 16, WGNA, WTSV, WAJR, WDSY, WIXY, KEAN, WEZL, WUSY, WFNC, KWMT, WITL, KEBC, WTOD, KMAK, KQIL.
- TOM JONES "Give Her All The Roses" (Mercury/PolyGram) 55/5**  
Rotations: Heavy 1, Medium 18, Light 36, Total Adds 5, WSOC, KLL, WQYK, KWMT, KUGN. Heavy: KKYX. Medium: WSNO, WYII, WEZL, WITL, WTOD, KVOO, KRSY, KSOP.
- DEL SHANNON "In My Arms Again" (WB) 54/3**  
Rotations: Heavy 1, Medium 8, Light 45, Total Adds 3, KWMT, KEBC, KTPK. Heavy: KIKK. Medium: WSNO, WYII, KMML, KKYX, KRMD, KVOO, KSOP, KIGO.
- DAVID FRIZZELL "Country Music Love Affair" (Viva) 49/0**  
Rotations: Heavy 0, Medium 19, Light 30, Total Adds 0. Medium: WSNO, WYII, KKYX, KRMD, WIRK, WCXI, WITL, KFDI, KTOM, KSOP.

## SIGNIFICANT ACTION

- KATHY MATTEA "It's Your Reputation Talkin' " (Mercury/PolyGram) 48/13**  
Rotations: Heavy 1, Medium 9, Light 38, Total Adds 13 including WTSV, CHOW, WXBQ, WGTO, WWOD, KKYX, KEBC, KIOV, WWJO, KGA.
- MASON DIXON "Only A Dream Away" (Texas) 44/10**  
Rotations: Heavy 2, Medium 13, Light 29, Total Adds 10, WXTU, CHOW, WEZL, KSSN, KYXX, KLL, KYXX, WMNI, KMPS, KIGO.
- ED BRUCE "When Givin' Up Was Easy" (RCA) 40/24**  
Rotations: Heavy 0, Medium 9, Light 31, Total Adds 24 including WTSV, KRRV, WESC, WCMS, WTQR, KXXY, KFDI, KMAK, KGA, KCUB.
- EMMYLOU HARRIS "White Line" (WB) 37/26**  
Rotations: Heavy 0, Medium 7, Light 30, Total Adds 26 including WBOS, WPOR, WNOX, WDXE, KRMD, WTQR, KXXY, KVOO, KFRE, KGA.
- CON HUNLEY "I'd Rather Be Crazy" (Capitol) 36/12**  
Rotations: Heavy 0, Medium 3, Light 33, Total Adds 12 including WGNA, WBGW, WYNK, WXBQ, WOKK, KKYX, KEBC, KXXY, WTOD, KRWO.
- LOBO "Am I Going Crazy" (Evergreen) 35/5**  
Rotations: Heavy 0, Medium 5, Light 30, Total Adds 5, WGNA, WBGW, KEBC, KRKT, KGA. Medium: WVAM, WDXE, WCUZ. Light: WCMS, KVOO.
- JIMMY BUFFETT "Who's The Blonde Stranger?" (MCA) 34/5**  
Rotations: Heavy 0, Medium 13, Light 21, Total Adds 5, WXTU, CHOW, WAMZ, WOKK, KEBC. Medium: WILQ, WCUZ, KFDI, KQIL, KEIN.
- RAZZY BAILEY "Modern Day Marriages" (MCA) 33/19**  
Rotations: Heavy 0, Medium 7, Light 26, Total Adds 19 including WQBE, WTSV, WYNK, KKYX, WFMS, KTPK, KUZZ, KQIL, KSON, KGA.
- JUDY RODMAN "I've Been Had By Love Before" (MTM) 32/7**  
Rotations: Heavy 0, Medium 5, Light 27, Total Adds 7, WVAM, WTSV, WAJR, CHOW, KKYX, WITL, KTTS, KRWO. Medium: KRKT, KRSY, KIGO.
- OAK RIDGE BOYS "Little Things" (MCA) 28/28**  
Rotations: Heavy 2, Medium 7, Light 19, Total Adds 28 including WYRK, WBOS, KIX106, WUSY, WAMZ, WMC, WUBE, WIL, KFRE, KSOP.
- MALCHAK & RUCKER "Why Didn't I Think Of That" (Revolver) 26/1**  
Rotations: Heavy 1, Medium 2, Light 23, Total Adds 1, KKYX. Heavy: WCUZ. Medium: WYII. Light: WIXY, WGTO, WCMS, KFGO, KFDI, KRKT, KIGO.
- EXILE "Stay With Me" (MCA/Curb) 25/16**  
Rotations: Heavy 0, Medium 2, Light 23, Total Adds 16 including WGNA, WOKQ, KEAN, KHEY, KYXX, WUBE, KXXY, KVOO, KRST, KRWO, KFTN.
- RAY STEVENS "It's Me Again Margaret" (MCA) 24/4**  
Rotations: Heavy 1, Medium 4, Light 19, Total Adds 4, WFNC, KWMT, KFRE, KIGO. Heavy: KFDI. Light: WVAM, KRRV, WGTO, WESC.

- DAN SEALS "My Old Yello Car" (Liberty) 22/16**  
Rotations: Heavy 0, Medium 4, Light 18, Total Adds 16 including WVAM, WIXL, WYNK, KRMD, WONE, KRKT, KRWO, KRSY, KSOP.
- LEON EVERETTE "Too Good To Say No To" (Mercury/PolyGram) 21/14**  
Rotations: Heavy 0, Medium 3, Light 18, Total Adds 14 including WVAM, WYII, KMML, KASE, WDXE, WIRK, KEBC, KTTS, KSOP, KGA.
- CARL JACKSON "All That's Left For Me" (Columbia) 20/0**  
Rotations: Heavy 0, Medium 5, Light 15, Total Adds 0. Medium: WCXI, WITL, KTTS, KFDI. Light: WSNO, WYII, WQYK, WAXX, KRSY, KGA.
- TERRI GIBBS "A Few Good Men" (WB) 15/13**  
Rotations: Heavy 0, Medium 1, Light 14, Total Adds 13 including WVAM, WSNO, WQBE, KEAN, KRMD, WCUZ, KXXY, KRWO, KRSY, KTOM.
- WRIGHT BROTHERS "Fire In The Sky" (Mercury/PolyGram) 15/7**  
Rotations: Heavy 0, Medium 0, Light 15, Total Adds 7, WBGW, WSNO, WYII, WFNC, WIRK, WMNI, WTOD. Light: WEZL, KMAK, KSOP.
- LOUISE MANDRELL "Maybe My Baby" (RCA) 13/13**  
Rotations: Heavy 0, Medium 1, Light 12, Total Adds 13 including WBGW, WSNO, KEAN, KXYL, WGTO, WCXI, KRKT, KRWO, KQIL, KRSY, KIGO.
- GARY WOLF "It's My Life" (Mercury/PolyGram) 13/1**  
Rotations: Heavy 0, Medium 2, Light 11, Total Adds 1, KKYX. Medium: KSOP. Light: WSNO, WOKK, WCMS, KRMD, WCXI, KFGO, KTTS, WTOD.
- DEBONAIRES "I'm On Fire" (MTM) 12/9**  
Rotations: Heavy 1, Medium 1, Light 10, Total Adds 9, WGNA, WYII, KEAN, KRRV, KASE, WSM, WCUZ, WTOD, KQIL.
- BRUCE SPRINGSTEEN "I'm On Fire" (Columbia) 12/3**  
Rotations: Heavy 0, Medium 4, Light 8, Total Adds 3, WOMBIA, WUSN, KCCY. Medium: WBGW, KLVI, KPLX. Light: WDSY, KYXX, WOKK, WTSO, KIOV.
- MIKE MARTIN "Temptations" (Compleat/PolyGram) 12/0**  
Rotations: Heavy 0, Medium 0, Light 12, Total Adds 0. Light: WGNA, WYII, WCMS, WKIX, KRMD, KFGO, KEBC, KTOM, KSOP.
- STEVE WARINER "When We're Together" (RCA) 11/9**  
Rotations: Heavy 0, Medium 0, Light 11, Total Adds 9, WVAM, WOKQ, WIXL, WESC, WNOX, WDXE, WCMS, KQIL, KRSY. Light: WSNO, KRWO.
- WOLVERINE CANYON "Two People Making Love" (MCA) 10/1**  
Rotations: Heavy 0, Medium 3, Light 7, Total Adds 1, WSNO. Medium: WVAM, WEZL, KIGO. Light: WYII, WDXE, KRSY.
- LEON RAINES "It Happens Every Time" (Atlantic America) 10/1**  
Rotations: Heavy 0, Medium 1, Light 9, Total Adds 1, WDXE. Light: WSNO, KRRV, WAXX, KFGO, KEBC, KTTS.
- McCAIN BROTHERS "If Love Was A Crime" (Rise & Shine) 9/2**  
Rotations: Heavy 0, Medium 0, Light 9, Total Adds 2, KKYX, KEBC. Light: KXXY, KVOO, KEIN, KIGO.
- STEVE EARLE "A Little Bit In Love" (Epic) 9/1**  
Rotations: Heavy 0, Medium 1, Light 8, Total Adds 1, WSNO. Medium: KMML. Light: WIXY, WYII, WGTO, WWOD, WCUZ, KIOV.
- JOHNNY PAYCHECK "You're Every Step I Take" (AMI) 8/5**  
Rotations: Heavy 0, Medium 0, Light 8, Total Adds 5, WCMS, KXXY, KTTS, KVOO, KTOM. Light: KRMD, WCXI.

## COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)	Album Title
ALABAMA/Down On Longboat Key (RCA)	40 Hour Week
ALABAMA/Forty Hour Week (RCA)	40 Hour Week
GEORGE STRAIT/Any Old Time (MCA)	Does Fort Worth Ever...
SHELLY WEST/I'll Dance The Two-Step (Viva)	Don't Make Me Wait On...
JUDDS/Drops of Water (RCA/Curb)	Why Not Me?
EMMYLOU HARRIS/Rhythm Guitar (WB)	The Ballad Of Sally Rose
DOLLY PARTON/Tie Our Love (RCA)	Real Love
GEORGE STRAIT/The Fireman (MCA)	Does Fort Worth Ever...
DOLLY PARTON & KENNY ROGERS/Real Love (RCA)	Real Love
SHELLY WEST/Don't Make Me Wait On... (Viva)	Don't Make Me Wait...
STEVE WARINER/Heart Trouble (MCA)	One Good Night Deserves...
JUDDS/Bye Bye Baby Blues (RCA/Curb)	Why Not Me?
ALABAMA/Can't Keep A Good Man Down (RCA)	40 Hour Week
GAIL DAVIES/Break Away (RCA)	Where Is A Woman To Go?
EARL THOMAS CONLEY/Love Don't Care (RCA)	Treadin' Water
GUS HARDIN/What We Gonna Do (RCA)	Wall Of Tears

If it's performance you want ... you got it!

**BREAKERS**

RR 34 BB 47

**CONWAY TWITTY**  
"Don't Call Him A Cowboy" 7-29057

**CRYSTAL GAYLE**  
"Nobody Wants To Be Alone"  
7-29050

**NEW & ACTIVE**

One Of The Most Added

RR 63/43 BB 64



Where The Music Matters



# Adult/Contemporary

Continued from Back Page

## BREAKERS

### USA FOR AFRICA

#### We Are The World (Columbia)

82% of our reporters on it. Rotations: Heavy 21/21, Medium 53/53, Light 41/41, Total Adds 115 including WFBR, WKBW, 3WS, WTAE, WRMM, WSB-FM, 97AIA, WLTS, WCLR, 55KRC, WARM98, WLTF, KHOW, KMJI, KOST, and 100 more. Establishes an all-time A/C record for most adds in one week, last set with 99 adds. Debuts at number 17 on the A/C chart which sets a record for the highest entry of any song in its first week of release.

### SADE

#### Smooth Operator (Portrait/CBS)

67% of our reporters on it. Rotations: Heavy 6/0, Medium 56/12, Light 33/11, Total Adds 23, WKBW, WLTS, 2WD, WMYX, KS94, KYKY, KMJI, KMGG, KKL, KGW, B100, WAEB, WGY, WKGW, WGOW, KBOI, KDUK, KSL, KKPL, WTN, WPPA, WXUS, KRNO. Debuts at number 22 on the A/C chart.

## NEW & ACTIVE

### LINDA RONSTADT "When I Fall In Love" (Asylum) 68/4

Rotations: Heavy 1/0, Medium 31/2, Light 36/2, Total Adds 4, WNIC, WBT, 3WM, WAHR. Heavy: WCCO. Medium: WKBW, WMJI, KS94, WGY, WMAZ, WSFL, WRVA, WHBY, WNAM, WISN, WTKO, KRLB, WJBC, KEEZ, WBNR, WEIM, WKNE, WSKI, WTN, WSKY, WZLQ, WJBC, WCIL, WMT-FM, KWEB, WJON, WBOW, KTWO, KRNO, KRSB, KALE, KRLB.

### GEORGE BENSON "I Just Wanna Hang Around You" (WB) 66/23

Rotations: Heavy 1/0, Medium 30/7, Light 35/16, Total Adds 23, WFBR, 97AIA, WMYX, KHOW, KGW, WKYE, WBT, WRKA, WNAM, WHBC, KIOA, WMGN, KBOI, KDUK, WTKO, KRLB, WJBC, KEEZ, WBNR, WEIM, WKNE, WSKI, WTN, WSKY, WZLQ, WJBC, WCIL, WMT-FM, KWEB, WJON, WBOW, KTWO, KRNO, KRSB, KALE, KRLB.

### SERGIO MENDES "Let's Give A Little More This Time" (A&M) 63/4

Rotations: Heavy 1/0, Medium 38/0, Light 24/4, Total Adds 4, WGOW, WISN, WAHR, KTYL. Heavy: WTKO. Medium: WFBR, WCCO, KOST, WFSM, WBT, WMAZ, WSFL, WRVA, WHBY, WNAM, WHBC, KIOA, WMGN, WLTE, WHNN, KSL, KKPL, WNNR, WEIM, WKNE, WSKI, WCHV, WGSV, WAGE, WKYX, WFFX, WJBC, WCIL, WMT-FM, KEEZ, KWEB, WJON, WBOW, KTWO, KRNO, KRSB, KMGQ, KALE.

### KOOL & THE GANG "Fresh" (De-Lite/PolyGram) 59/14

Rotations: Heavy 0/0, Medium 28/5, Light 31/9, Total Adds 14, WKBW, WSNY, KHOW, WWOM, KEY103, K106, WRKA, WHBC, KRNT, KDUK, WTN, WJBC, WBOW, KRSB. Medium: WFBR, WAEB, WSFL, WMGN, WHNN, KWAV, WNNR, WEIM, WKNE, WSKI, WPPA, WSKY, WCKQ, WCHV, WAGE, WKYX, WFFX, KTYL, WMT-FM, WJON, KQSW, KMGQ, KALE.

### TINA TURNER "Private Dancer" (Capitol) 54/5

Rotations: Heavy 15/0, Medium 25/0, Light 24/5, Total Adds 5, WLTF, WEZC, WLHT, WMHE, KKUA. Heavy: 2WD, KLSI, KMGG, V100, WKJJ, WRAL, WMGN, WSKI, WPPA, WCKQ, WCHV, WKYX, KTYL, KKL, KQSW. Medium: WTAE, Y97, WPJB, KVIL-FM, WOMC, KKL, K101, WAEB, WICC, WFSM, WKYE, KEY103, WRKA, WLAC-FM, WAVE, WNAM, WENS, KOIL, KRAV, KVVU, WTN, WSKY, WAHR, KRLB, WAEV.

### ALABAMA "There's No Way" (RCA) 53/7

Rotations: Heavy 6/1, Medium 25/2, Light 22/4, Total Adds 7, WMYX, WKYE, WGY, WAVE, WTRX, WISN, KKPL. Heavy: WKYE, WGY, WAVE, WTRX, WISN, KKPL. Medium: 97AIA, WCCO, K106, WBT, WMAZ, WSFL, WRVA, KIOA, KRNT, KBOI, WNNR, WKNE, WSKI, WSKY, WGSV, KRLB, KTYL, WJBC, WMT-FM, KEEZ, KTWO, KQSW, KRSB.

### WAR "Groovin'" (Coco Plum) 50/12

Rotations: Heavy 0/0, Medium 21/1, Light 29/11, Total Adds 12, WARM98, WKYE, WSFL, WNAM, WISN, KBOI, KWAV, KIFM, WNNR, KRLB, WJBC, K99. Medium: WFBR, WCCO, WMAZ, KRNT, WEIM, WTKO, WSKI, WPPA, WCHV, WAHR, WAGE, WAEV, WFFX, KTYL, WCIL, WMT-FM, WJON, KQSW, KRSB, KALE.

### PAUL HARDCASTLE "Rain Forest" (Profile) 50/9

Rotations: Heavy 7/0, Medium 19/2, Light 24/7, Total Adds 9, K106, WSFL, WRVA, KKPL, WTKO, WAEV, WZLQ, KRSB, KALE. Heavy: KOST, KKL, B100, WKYE, KFI, KWAV, WCIL. Medium: WICC, WHBY, KRNT, WMGN, KBOI, KIFM, WNNR, WEIM, WSKI, WSKY, WKYX, WMT-FM, KFSB, KEEZ, WJON, KRNO, KMGQ.

## ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 PHIL COLLINS	141/0	128	13	0
2 JULIAN LENNON	139/0	125	14	0
3 REO SPEEDWAGON	135/0	123	12	0
4 COMMODORES	134/1	103	27	4
5 BILLY JOEL	127/0	91	31	5
6 DeBARGE	131/4	70	49	12
7 WHAM!	111/0	62	43	6
8 KENNY ROGERS	109/0	61	42	6
9 MANHATTANS	118/4	45	60	13
10 ERIC CARMEN	110/3	59	40	11
11 BRUCE SPRINGSTEEN	107/12	27	65	15
12 MADONNA	114/18	19	73	22
13 DOLLY PARTON	103/3	38	53	12
14 DIANA ROSS	92/1	17	64	11
15 BARBRA STREISAND	106/8	23	63	20
16 FOREIGNER	85/0	29	50	6
17 USA FOR AFRICA	115/115	21	53	41
18 DAN HARTMAN	91/3	19	49	23
19 JANEY STREET	92/4	16	59	17
20 ANNE MURRAY	72/0	27	39	6
21 STEVE PERRY	68/0	15	40	13
22 SADE	95/23	6	56	33
23 CHICAGO	57/0	8	35	14
24 POINTER SISTERS	55/1	14	34	7
25 DIONNE WARWICK & GLENN JONES	60/0	14	36	10

## MOST ADDED

- USA FOR AFRICA (115)  
We Are The World (Columbia)
- BILLY OCEAN (41)  
Suddenly (Arista)
- DAN FOGELBERG (39)  
Go Down Easy (Full Moon/Epic)
- DARYL HALL & JOHN OATES (35)  
Some Things Are Better Left Unsaid (RCA)
- GEORGE BENSON (23)  
I Just Wanna Hang Around You (WB)
- SADE (23)  
Smooth Operator (Portrait/CBS)

## HOTTEST

- PHIL COLLINS (119)  
One More Night (Atlantic)
- REO SPEEDWAGON (104)  
Can't Fight This Feeling (Epic)
- JULIAN LENNON (103)  
Too Late For Goodbyes (Atlantic)
- COMMODORES (67)  
Nightshift (Motown)
- BILLY JOEL (52)  
Keeping The Faith (Columbia)
- DeBARGE (34)  
Rhythm Of The Night (Gordy/Motown)

### ALAN GORRIE "Diary Of A Fool" (A&M) 48/0

Rotations: Heavy 1/0, Medium 27/0, Light 20/0, Total Adds 0. Heavy: WNNR. Medium: WPIX, WCCO, KEY103, K106, WRVA, WHBY, WHBC, KRNT, KSL, KKPL, WKNE, WSKI, WTN, WAHR, KRLB, WKYX, WAEV, WZLQ, WFFX, WJBC, WXUS, KEEZ, KWEB, WJON, KKL, KTWO, KRSB.

### CARS "Why Can't I Have You" (Elektra) 46/2

Rotations: Heavy 5/0, Medium 28/0, Light 13/2, Total Adds 2, WRAL, WLHT. Heavy: K106, WSKI, WCKQ, KEEZ, KALE. Medium: WFBR, WKBW, KVIL-FM, WLTF, WMJI, WSNY, KCNR, V100, WKYE, WKJJ, WRKA, WMAZ, WSFL, WTRX, WMGN, 3WM, KKPL, WPPA, WSKY, WCHV, KRLB, WKYX, WZLQ, KTYL, WCIL, WXL, WXUS, KKL, KQSW.

### BILLY OCEAN "Suddenly" (Arista) 46/42

Rotations: Heavy 0/0, Medium 15/11, Light 31/31, Total Adds 42, WFBR, WRMM, KOST, V100, WGY, K106, WMAZ, WNAM, KRNT, WTRX, WMGN, KOIL, WHNN, KWAV, KSL, KKPL, WNNR, WTKO, WKNE, WSKI, WSKY, WCHV, WGSV, WAGE, KRLB, WKYX, WZLQ, WFFX, KTYL, WJBC, WCIL, WMT-FM, KFSB, KEEZ, WJON, WBOW, KTWO, KRNO, KQSW, KRSB, KMGQ.

### DARYL HALL & JOHN OATES "Some Things Are Better Left Unsaid" (RCA) 45/25

Rotations: Heavy 0/0, Medium 12/3, Light 33/22, Total Adds 25, WPJB, WLTS, WLTF, WAEB, WFSM, KEY103, KIOA, KOIL, KBOI, KKUA, KFI, WEIM, WSKI, WZLQ, WFFX, WCIL, WMT-FM, KEEZ, WJON, KBOW, KFQD, KKL, KTWO, KRNO, KRSB, Medium: 55KRC, V100, WSFL, WSKY, WCKQ, WAGE, KRLB, KTYL, KQSW.

### ASHFORD & SIMPSON "Solid" (Capitol) 40/0

Rotations: Heavy 10/0, Medium 21/0, Light 9/0, Total Adds 0. Heavy: KMGG, KOST, WKYE, WSFL, WAVE, KFI, WCHV, WCIL, KRNO, KMGQ. Medium: WTAE, Y97, WSB-FM, KVIL-FM, W101, WLLT, WSNY, KLSI, KKL, B100, K101, WICC, WRKA, WLAC-FM, WRAL, WEZS, WENS, KVVU, KRLB, KFSB, KKL.

### DAVID LEE ROTH "California Girls" (WB) 40/0

Rotations: Heavy 13/0, Medium 16/0, Light 11/0, Total Adds 0. Heavy: WPJB, KVIL-FM, KYKY, WICC, WKYE, WKJJ, WAVE, WMHE, KKUA, WSKI, WPPA, WCHV, KKL. Medium: WFBR, 97AIA, WLTS, 2WD, 55KRC, KJR, WFSM, WMJI, WRAL, WEZS, WTRX, KOIL, WTN, WSKY, WJON, KFQD.

### DAN FOGELBERG "Go Down Easy" (Full Moon/Epic) 39/39

Rotations: Heavy 0/0, Medium 6/6, Light 33/33, Total Adds 39, WFBR, 97AIA, KMJI, K106, WMAZ, WRVA, WAVE, KIOA, WTRX, WHNN, KVVU, KWAV, KSL, WNNR, WEIM, WTKO, WKNE, WSKI, WSKY, WCHV, WGSV, WAHR, WAGE, KRLB, WZLQ, KTYL, KJBC, WCIL, WMT-FM, KFSB, WXUS, KEEZ, WJON, KFQD, KKL, KTWO, KQSW, KRSB, KMGQ.

### FOREIGNER "That Was Yesterday" (Atlantic) 37/19

Rotations: Heavy 0/0, Medium 14/4, Light 23/15, Total Adds 19, WSNY, KUDL, KHOW, WAEB, WKJJ, KIOA, KRNT, WMGN, KKUA, WSKI, WPPA, WSKY, WAEV, WZLQ, WFFX, KEEZ, WJON, KKL, KTWO. Medium: 97AIA, V100, WSFL, WNAM, WNNR, WCKQ, KRLB, KTYL, KQSW, KALE.

### JOHNNY GILL "Half Crazy" (Cotillion/Atco) 37/17

Rotations: Heavy 0/0, Medium 9/2, Light 28/15, Total Adds 17, WFBR, KOST, KEY103, WSFL, WHBY, WNAM, KIOA, KRNT, WISN, WHNN, WFFX, WMT-FM, KFSB, KEEZ, WJON, WBOW, KTWO. Medium: WCCO, WMAZ, WRVA, WKNE, WAGE, WJBC, KRSB.

### CHICAGO "Along Comes A Woman" (Full Moon/WB) 34/5

Rotations: Heavy 4/0, Medium 19/2, Light 11/3, Total Adds 5, 2WD, WKJJ, WSFL, KIOA, KDUK. Heavy: WNNR, WCKQ, KRLB, KALE. Medium: WPJB, KVIL-FM, WSNY, KYKY, V100, WKYE, WMAZ, WMGN, KKUA, WSKI, WPPA, WSKY, KTYL, KEEZ, WBOW, KKL, KQSW.

### GLENN FREY "The Heat Is On" (MCA) 31/1

Rotations: Heavy 8/0, Medium 17/0, Light 6/1, Total Adds 1, KEY103. Medium: 97AIA, WKYE, WHAS, WAVE, KKUA, KTYL, KKL, KQSW. Medium: WPJB, KVIL-FM, 2WD, WOMC, KYKY, KMGG, KCNR, B100, KJR, WRKA, WRAL, WNAM, WENS, KRAV, WPPA, WCHV, KALE.

## SIGNIFICANT ACTION

### ALISON MOYET "Invisible" (Columbia) 25/9

Rotations: Heavy 0/0, Medium 6/1, Light 19/8, Total Adds 9, WAEB, WMAZ, WSFL, WHNN, WCHV, KRLB, KFSB, WBOW, KALE. Medium: WCCO, WMGN, WEIM, KTYL, KQSW.

### MADONNA "Material Girl" (Sire/WB) 24/0

Rotations: Heavy 14/0, Medium 5/0, Light 5/0, Total Adds 0. Heavy: WPJB, KVIL-FM, KMGG, WICC, V100, WHAS, WENS, WMHE, KKUA, WPPA, WSKY, WCKQ, KRLB, WKYX. Medium: WNIC, K101, WMAZ, WTN, KEEZ.

### PRINCE "Take Me With U" (WB) 22/2

Rotations: Heavy 3/0, Medium 10/0, Light 9/2, Total Adds 2, WENS, KKUA. Heavy: WPPA, WCKQ, WKYX. Medium: KVIL-FM, KOST, V100, WKJJ, WSFL, WMGN, WNNR, WSKY, KTYL, KKL.

### WHAM! "Everything She Wants" (Columbia) 16/16

Rotations: Heavy 0/0, Medium 1/1, Light 15/15, Total Adds 16, KUDL, V100, WFSM, WSFL, WAVE, WNNR, WPPA, WSKY, WCKQ, WCHV, KRLB, WKYX, KTYL, KKL, KTWO, KQSW.

### JANICE PAYSON "Changes Of Heart" (Atlantic) 16/14

Rotations: Heavy 0/0, Medium 1/0, Light 15/14, Total Adds 14, WCCO, K106, WHBC, WHNN, WNNR, WTKO, WKNE, WSKI, WAGE, WZLQ, WCIL, KFSB, KRSB, KMGQ.

### TEARS FOR FEARS "Everybody Wants To Rule The World" (Mercury/PolyGram) 16/13

Rotations: Heavy 0/0, Medium 1/1, Light 15/11, Total Adds 12, WCCO, WAEB, WHNN, KWAV, WNNR, WSKI, WCKQ, WAGE, KFSB, KEEZ, WJON, KQSW, WKYX.

### JOHN FOGERTY "Rock And Roll Girls" (WB) 16/6

Rotations: Heavy 1/0, Medium 4/0, Light 11/16, Total Adds 6, KMGG, V100, WKJJ, WENS, WKYX, KKL. Heavy: WKBW. Medium: KOIL, WCKQ, KRLB, KALE.

### SURVIVOR "High On You" (Scotti Bros./CBS) 16/5

Rotations: Heavy 4/0, Medium 5/2, Light 7/3, Total Adds 5, B100, WHAS, KKUA, WNNR, KRLB. Heavy: WPJB, 2WD, WKJJ, WCKQ. Medium: KVIL-FM, WLLT, KKL.

### TEMPTATIONS "My Love Is True (Truly For You)" (Gordy/Motown) 16/15

Rotations: Heavy 0/0, Medium 1/1, Light 15/14, Total Adds 15, WLTS, WMAZ, WNNR, WEIM, WKNE, WSKI, WKYX, WAEV, WZLQ, KTYL, WCIL, KFSB, KEEZ, KQSW, KRSB.

### ELAINE PAIGE & BARBARA DICKSON "I Know Him So Well" (RCA) 15/4

Rotations: Heavy 0/0, Medium 3/1, Light 12/3, Total Adds 4, WRVA, WHBY, WTKO, WAGE. Medium: WCCO, WEIM.

### KENNY ROGERS "Love Is What We Make It" (EMI America) 14/14

Rotations: Heavy 0/0, Medium 0/0, Light 14/14, Total Adds 14, WCCO, WNAM, WHNN, WEIM, WSKI, WCHV, WAHR, KTYL, WCIL, WMT-FM, KFSB, WBOW, KFQD, KRSB.

### SAM HARRIS "Over The Rainbow" (Motown) 13/2

Rotations: Heavy 0/0, Medium 3/1, Light 10/1, Total Adds 2, WAVE, KOY. Medium: WMAZ, WEIM.

### SANTANA "Say It Again" (Columbia) 13/0

Rotations: Heavy 2/0, Medium 7/0, Light 4/0, Total Adds 0. Heavy: WNNR, KALE. Medium: 2WD, WAVE, WCKQ, KTYL, KEEZ, KKL, KQSW.

### NYLONS "Silhouettes" (Open Air) 12/1

Rotations: Heavy 0/0, Medium 4/0, Light 8/1, Total Adds 1, WEIM. Medium: WCCO, K106, WTKO, KTWO.

### DANNY O'KEEFE "Someday" (Coldwater) 11/10

Rotations: Heavy 0/0, Medium 0/0, Light 11/10, Total Adds 10, WCCO, WHBY, WEIM, WSKI, WSKY, WGSV, WAEV, KEEZ, KWEB, KRSB.

### MICK JAGGER "Just Another Night" (Columbia) 11/1

Rotations: Heavy 1/0, Medium 6/1, Light 4/0, Total Adds 1, WKJJ. Heavy: KKL. Medium: WPJB, WAVE, WNNR, WSKY, WCHV.

### ERIC CLAPTON "Forever Man" (WB) 10/3

Rotations: Heavy 0/0, Medium 2/0, Light 8/3, Total Adds 3, WKJJ, KOIL, KKUA. Medium: WAVE, WCKQ.

# Regional Adds & Hots

## EAST

### Parallel One

**WFSB/Baltimore**  
Bob Moke  
USA FOR AFRICA  
BILLY OCEAN  
GEORGE BENSON  
JOHNNY GILL  
DAN FOGELBERG  
Hottest:  
BILLY JOEL  
REO SPEEDWAGON  
JULIAN LENNON  
PHIL COLLINS  
USA FOR AFRICA

**WKWB/Buffalo**  
Sandy Beach  
USA FOR AFRICA  
MADONNA  
KOO & THE GANG  
SADE  
Hottest:  
JULIAN LENNON  
DEBARGE  
PHIL COLLINS  
MANHATTANS  
DAN HARTMAN

**WPIX/New York**  
Anderson/Silverstein  
none  
Hottest:  
REO SPEEDWAGON  
COMMODORES  
BILLY JOEL  
JULIAN LENNON  
PHIL COLLINS

**WTAE/Pittsburgh**  
Don Berns  
USA FOR AFRICA  
MADONNA  
MURRAY HEAD  
Hottest:  
REO SPEEDWAGON  
PHIL COLLINS  
FOREIGNER

**WWSW/Pittsburgh**  
Crow/Welzel  
USA FOR AFRICA  
DEBARGE  
MANHATTANS  
WHAM!  
USA FOR AFRICA  
REO SPEEDWAGON  
PHIL COLLINS  
WHAM!  
JULIAN LENNON

**WPJB/Providence**  
Tom Hunter  
USA FOR AFRICA  
DIANA ROSS  
HALL & OATES  
Hottest:  
REO SPEEDWAGON  
MADONNA  
JULIAN LENNON  
PHIL COLLINS  
JOURNEY

**WPRO/Providence**  
Tom Cuddy  
DEBARGE  
USA FOR AFRICA  
Hottest:  
JULIAN LENNON  
PHIL COLLINS  
MANHATTANS  
MADONNA  
BILLY JOEL

**WLTT/Washington D.C.**  
Bob Cummings  
none  
Hottest:  
REO SPEEDWAGON  
COMMODORES  
PHIL COLLINS  
JULIAN LENNON  
KENNY ROGERS

## WEST

### Parallel Two

**WWOM/Albany**  
Knatt/Holmberg  
MADONNA  
USA FOR AFRICA  
KOO & THE GANG  
COMMODORES  
Hottest:  
REO SPEEDWAGON  
JULIAN LENNON  
DEBARGE  
PHIL COLLINS  
BILLY JOEL

**WABE/Alhambra**  
Neal Newman  
HALL & OATES  
SADE  
TEARS FOR FEARS  
ALISON MOYET  
FOREIGNER  
Hottest:  
REO SPEEDWAGON  
KENNY ROGERS  
COMMODORES  
PHIL COLLINS  
DAN HARTMAN

**WICC/Bridgeport**  
Pantano/Broadin  
none  
Hottest:  
JULIAN LENNON  
REO SPEEDWAGON  
BILLY JOEL  
PHIL COLLINS  
COMMODORES

**V100/Charleston**  
Spence/Sousa  
USA FOR AFRICA  
BILLY OCEAN  
WHAM!  
MURRAY HEAD  
KENNY LOGGINS  
JOHN FOGERTY  
Hottest:  
PHIL COLLINS  
JULIAN LENNON  
COMMODORES  
REO SPEEDWAGON  
MADONNA

**KKLT/Phoenix**  
Church/Thomas  
SADE  
USA FOR AFRICA  
Hottest:  
WHAM!  
KENNY ROGERS  
PHIL COLLINS  
JULIAN LENNON  
PAUL HARCASTLE

## MIDWEST

### Parallel One

**WLSR/Chicago**  
DeYoung/Mayzel  
USA FOR AFRICA  
Hottest:  
AL JARREAU  
KENNY ROGERS  
JULIAN LENNON  
PHIL COLLINS  
USA FOR AFRICA

**WKYC/Johnstown, PA**  
Farrow/Michaels  
USA FOR AFRICA  
WAR  
ALABAMA  
GEORGE BENSON  
Hottest:  
JULIAN LENNON  
PHIL COLLINS  
HARRISBURG  
DOLLY PARTON  
ALABAMA

**WKWB/Keene, NH**  
Howard Corday  
USA FOR AFRICA  
DAN FOGELBERG  
TEMPERATIONS  
BILLY OCEAN  
JANICE PAYSON  
COMMODORES  
Hottest:  
JULIAN LENNON  
PHIL COLLINS  
BARBARA STREISAND  
DEBARGE  
MANHATTANS

**WSKI/Montpelier, VT**  
Bruce Stebbins  
FOREIGNER  
HALL & OATES  
TEARS FOR FEARS  
USA FOR AFRICA  
BILLY OCEAN  
DAN FOGELBERG  
KENNY ROGERS  
DANNY O'KEEFE  
TEMPERATIONS  
JANICE PAYSON  
Hottest:  
PHIL COLLINS  
COMMODORES  
TINA TURNER  
CARS  
BOWIE & METHERY

**WNNB/Beckley**  
Barry Stewart  
JANICE PAYSON  
TEMPERATIONS  
TEARS FOR FEARS  
SIMPLE MINDS  
WHAM!  
USA FOR AFRICA  
BILLY OCEAN  
WAR  
JOURNEY  
SURVIVOR  
USA FOR AFRICA  
DAN FOGELBERG  
Hottest:  
REO SPEEDWAGON  
COMMODORES  
PHIL COLLINS  
DAN HARTMAN

**WWVA/Williamsport, PA**  
Scott Masteller  
USA FOR AFRICA  
FOREIGNER  
WHAM!  
SADE  
Hottest:  
JULIAN LENNON  
COMMODORES  
MADONNA  
DEBARGE  
DAN HARTMAN

**WNIC/Detroit**  
Goldstein/Zalk  
USA FOR AFRICA  
MADONNA  
DOLLY PARTON  
LINDA RONSTADT  
Hottest:  
PHIL COLLINS  
PHILIP BAILEY  
WHAM!  
REO SPEEDWAGON  
COMMODORES

**WOMC/Detroit**  
Barry Argenbright  
none  
Hottest:  
COMMODORES  
JULIAN LENNON  
GLENN FREY  
HALL & OATES  
STEVE PERRY

**KNOR/Portland**  
McCleod/Dennis  
USA FOR AFRICA  
HALL & OATES  
Hottest:  
JULIAN LENNON  
REO SPEEDWAGON  
MANHATTANS  
DEBARGE

**KGW/Portland**  
Dirks/Williams  
USA FOR AFRICA  
GEORGE BENSON  
Hottest:  
JULIAN LENNON  
REO SPEEDWAGON  
MANHATTANS  
DEBARGE

**KFMB/San Diego**  
Mark Larson  
none  
Hottest:  
REO SPEEDWAGON  
BILLY JOEL  
JULIAN LENNON  
COMMODORES

**B100/San Diego**  
RichKnight  
USA FOR AFRICA  
SADE  
SURVIVOR  
USA FOR AFRICA  
Hottest:  
WHAM!  
REO SPEEDWAGON  
PHIL COLLINS  
JULIAN LENNON  
FOREIGNER

**K101/San Francisco**  
Jack Kulp  
BRUCE SPRINGSTEEN  
Hottest:  
WHAM!  
BILLY JOEL  
JULIAN LENNON  
PHIL COLLINS

**KJRI/Seattle**  
Colleen Madden  
USA FOR AFRICA  
SURVIVOR  
TINA TURNER  
HALL & OATES  
FOREIGNER  
ERIC CLAPTON  
USA FOR AFRICA  
Hottest:  
FOREIGNER  
REO SPEEDWAGON  
JOHN FOGERTY  
DAVID LEE ROTH  
JULIAN LENNON

## SOUTH

### Parallel One

**WRMM/Atlanta**  
Montiel/Wyrostok  
USA FOR AFRICA  
BILLY OCEAN  
BARBARA STREISAND  
Hottest:  
FOREIGNER  
CHICAGO  
PHIL COLLINS  
WHAM!  
JULIAN LENNON

**WSB/Atlanta**  
Greg Picciano  
none  
Hottest:  
BILLY JOEL  
KENNY ROGERS  
DOLLY PARTON  
COMMODORES  
PHIL COLLINS

**WSB-FM/Atlanta**  
John Kelly  
USA FOR AFRICA  
Hottest:  
MADONNA  
PHIL COLLINS  
REO SPEEDWAGON  
DEBARGE  
JULIAN LENNON

**KVLD/Dallas/Ft. Worth**  
Chuck Rhodes  
none  
Hottest:  
WHAM!  
REO SPEEDWAGON  
DAVID LEE ROTH  
NEW EDITION  
JULIAN LENNON

**97.1A/Miami**  
Chris Gable  
USA FOR AFRICA  
GEORGE BENSON  
DAN FOGELBERG  
Hottest:  
MADONNA  
PHIL COLLINS  
GLENN FREY  
TEMPERATIONS

**WVIV/Jacksonville**  
Fuzner/Ryan  
none  
Hottest:  
BILLY JOEL  
REO SPEEDWAGON  
JULIAN LENNON  
ERIC CLAPTON  
SAM HARRIS  
ALABAMA  
Hottest:  
REO SPEEDWAGON  
JULIAN LENNON  
PHIL COLLINS  
COMMODORES  
BRUCE SPRINGSTEEN

**WKJL/Louisville**  
Jim Meyer  
MICK JAGGER  
TOM PETTY  
CHICAGO  
USA FOR AFRICA  
JULIAN LENNON  
REO SPEEDWAGON  
ERIC CLAPTON  
DEBARGE  
JOHN FOGERTY  
FOREIGNER  
Hottest:  
REO SPEEDWAGON  
TINA TURNER  
PHIL COLLINS  
JULIAN LENNON  
BRUCE SPRINGSTEEN

**WRKA/Louisville**  
Doug McElvein  
USA FOR AFRICA  
KOO & THE GANG  
GEORGE BENSON  
MANHATTANS  
Hottest:  
REO SPEEDWAGON  
BILLY JOEL  
JULIAN LENNON  
COMMODORES  
PHIL COLLINS

**KEY103/Austin**  
Adams/Jacobs  
GLENN FREY  
KOO & THE GANG  
JOHNNY GILL  
HALL & OATES  
USA FOR AFRICA  
Hottest:  
JULIAN LENNON  
BILLY JOEL  
PHIL COLLINS  
COMMODORES

**WMAZ/Macon**  
Steve Murphy  
USA FOR AFRICA  
BILLY OCEAN  
KENNY LOGGINS  
HOWARD JONES  
TEARS FOR FEARS  
WHAM!  
Hottest:  
REO SPEEDWAGON  
JULIAN LENNON  
PHIL COLLINS  
DEBARGE

**WVVR/Memphis**  
Jim Robertson  
MANHATTANS  
BRUCE SPRINGSTEEN  
USA FOR AFRICA  
Hottest:  
FOREIGNER  
REO SPEEDWAGON  
JULIAN LENNON  
COMMODORES  
PHIL COLLINS  
DEBARGE

**KMGQ/Santa Barbara**  
Stephen Meade  
USA FOR AFRICA  
DAN FOGELBERG  
BILLY OCEAN  
JANICE PAYSON  
Hottest:  
REO SPEEDWAGON  
HALL & OATES  
ASHFORD & SIMPSON  
DEBARGE  
MANHATTANS

**KALETT/Chico**  
Bill Templeton  
PAUL HARCASTLE  
JOHN WAITE  
POINTER SISTERS  
KATRINA & THE WAV  
ALISON MOYET  
Hottest:  
BILLY JOEL  
JULIAN LENNON  
COMMODORES  
PHIL COLLINS  
DEBARGE

**WVIV/Jacksonville**  
KORQ/Abilene  
Dane Taylor  
none  
Hottest:  
BILLY JOEL  
REO SPEEDWAGON  
WHAM!  
WZLQ/Tupelo  
Rusty McDaniel  
USA FOR AFRICA  
PAUL HARCASTLE  
BILLY OCEAN  
HALL & OATES  
FOREIGNER  
JANICE PAYSON  
KENNY LOGGINS  
DAN FOGELBERG  
Hottest:  
JULIAN LENNON  
PHIL COLLINS  
BILLY JOEL  
COMMODORES  
WFFY/Tuscaloosa  
Sander Walker  
FOREIGNER  
HALL & OATES  
BILLY OCEAN  
HOWARD JONES  
USA FOR AFRICA  
JOHNNY GILL  
JULIAN LENNON  
Hottest:  
BILLY JOEL  
JULIAN LENNON  
BILLY JOEL  
DEBARGE  
KTYL/Tyler, TX  
Brian Maloney  
USA FOR AFRICA  
KENNY LOGGINS  
BILLY OCEAN  
WHAM!  
TEMPERATIONS  
POINTER SISTERS  
DAN FOGELBERG  
KENNY ROGERS  
Hottest:  
BILLY JOEL  
JULIAN LENNON  
TINA TURNER  
JULIAN LENNON  
BILLY JOEL  
DEBARGE

## Parallel One

**WCLR/Chicago**  
DeYoung/Mayzel  
USA FOR AFRICA  
Hottest:  
AL JARREAU  
KENNY ROGERS  
JULIAN LENNON  
PHIL COLLINS  
USA FOR AFRICA

**5SKRC/Cincinnati**  
Dave Mason  
USA FOR AFRICA  
Hottest:  
REO SPEEDWAGON  
JULIAN LENNON  
PHIL COLLINS  
DIANA ROSS

**WLCI/Cincinnati**  
Dickie Shannon  
none  
Hottest:  
STEVE PERRY  
KENNY ROGERS  
REO SPEEDWAGON  
PHIL COLLINS  
DIANA ROSS

**WARMSB/Cincinnati**  
Mark Tipton  
USA FOR AFRICA  
WAR  
HARRISBURG  
WHAM!  
KENNY ROGERS  
PHIL COLLINS  
REO SPEEDWAGON  
FOREIGNER

**WLFY/Cleveland**  
Popovich/Wilson  
USA FOR AFRICA  
BRUCE SPRINGSTEEN  
SADE  
DOLLY PARTON  
Hottest:  
KENNY ROGERS  
JULIAN LENNON  
ERIC CLAPTON  
REO SPEEDWAGON  
PHIL COLLINS  
KYYK/SI. Louis  
Jim Richards

**WJMI/Cleveland**  
Tarcoss/Olivers  
MADONNA  
SADAO WATANABE  
USA FOR AFRICA  
Hottest:  
REO SPEEDWAGON  
JULIAN LENNON  
BILLY JOEL  
PHIL COLLINS  
COMMODORES

**WSNY/Columbus, OH**  
Harry Lyles  
FOREIGNER  
USA FOR AFRICA  
KOO & THE GANG  
BARBARA STREISAND  
Hottest:  
KOO & THE GANG  
PHIL COLLINS  
WHAM!  
PHILIP BAILEY  
CHICAGO

**610TVN/Columbus**  
FitzGerald/Jones  
BARBARA STREISAND  
MADONNA  
Hottest:  
REO SPEEDWAGON  
STEVE PERRY  
JULIAN LENNON  
COMMODORES  
PHIL COLLINS

**WNIC/Detroit**  
Goldstein/Zalk  
USA FOR AFRICA  
MADONNA  
DOLLY PARTON  
LINDA RONSTADT  
Hottest:  
PHIL COLLINS  
PHILIP BAILEY  
WHAM!  
REO SPEEDWAGON  
COMMODORES

**WOMC/Detroit**  
Barry Argenbright  
none  
Hottest:  
COMMODORES  
JULIAN LENNON  
GLENN FREY  
HALL & OATES  
STEVE PERRY

**KNOR/Portland**  
McCleod/Dennis  
USA FOR AFRICA  
HALL & OATES  
Hottest:  
JULIAN LENNON  
REO SPEEDWAGON  
MANHATTANS  
DEBARGE

**KGW/Portland**  
Dirks/Williams  
USA FOR AFRICA  
GEORGE BENSON  
Hottest:  
JULIAN LENNON  
REO SPEEDWAGON  
MANHATTANS  
DEBARGE

**KFMB/San Diego**  
Mark Larson  
none  
Hottest:  
REO SPEEDWAGON  
BILLY JOEL  
JULIAN LENNON  
COMMODORES

**B100/San Diego**  
RichKnight  
USA FOR AFRICA  
SADE  
SURVIVOR  
USA FOR AFRICA  
Hottest:  
WHAM!  
REO SPEEDWAGON  
PHIL COLLINS  
JULIAN LENNON  
FOREIGNER

## Parallel Two

**KLIS/Kansas City**  
Owens/Alan  
BRUCE SPRINGSTEEN  
DAN HARTMAN  
USA FOR AFRICA  
Hottest:  
TINA TURNER  
BILLY JOEL  
REO SPEEDWAGON  
JULIAN LENNON  
PHIL COLLINS

**KUDL/Kansas City**  
Hallam/Taylor  
USA FOR AFRICA  
WHAM!  
BARBARA STREISAND  
FOREIGNER  
Hottest:  
DIANA ROSS  
PHILIP BAILEY  
WHAM!  
REO SPEEDWAGON  
PHIL COLLINS

**WMTX/Des Moines**  
Bob Majors  
Hottest:  
JULIAN LENNON  
PHIL COLLINS  
COMMODORES  
ANNE MURRAY  
MANHATTANS  
BARBARA STREISAND

**KLYF/Des Moines**  
Steve Gibbons  
USA FOR AFRICA  
BILLY OCEAN  
KOO & THE GANG  
JOHNNY GILL  
FOREIGNER  
Hottest:  
KENNY ROGERS  
DANNY O'KEEFE  
REO SPEEDWAGON  
PHIL COLLINS  
DEBARGE

**WTRX/Des Moines**  
Burke/Smith  
USA FOR AFRICA  
DAN FOGELBERG  
ALABAMA  
BILLY OCEAN  
Hottest:  
BILLY JOEL  
COMMODORES  
PHIL COLLINS  
JULIAN LENNON  
REO SPEEDWAGON

**WLMH/Grand Rapids**  
Ashford/Brown  
USA FOR AFRICA  
CARS  
TINA TURNER  
MADONNA  
Hottest:  
JULIAN LENNON  
PHIL COLLINS  
REO SPEEDWAGON  
BILLY JOEL  
CHICAGO

**WHBY/Appleton**  
St. John/Salm  
USA FOR AFRICA  
PRINCE  
JOHN FOGERTY  
Hottest:  
REO SPEEDWAGON  
JULIAN LENNON  
PHIL COLLINS  
USA FOR AFRICA  
MANHATTANS

**WHBK/Kansas City**  
Jeff Roberts  
WHAM!  
BILLY JOEL  
REO SPEEDWAGON  
KENNY ROGERS  
JULIAN LENNON

**WNAI/Appleton-Oshkosh**  
Bennett/Collins  
JOHNNY GILL  
GEORGE BENSON  
USA FOR AFRICA  
WAR  
BILLY OCEAN  
KENNY ROGERS  
Hottest:  
BILLY JOEL  
REO SPEEDWAGON  
ERIC CLAPTON  
PHIL COLLINS  
DEBARGE

**WFMK/Lansing**  
Mike Murphy  
MADONNA  
USA FOR AFRICA  
Hottest:  
BILLY JOEL  
PHIL COLLINS  
REO SPEEDWAGON  
ERIC CLAPTON  
DEBARGE

**WMOG/Madison**  
Bill Vancil  
USA FOR AFRICA  
JANICE PAYSON  
FOREIGNER  
BILLY OCEAN  
Hottest:  
JULIAN LENNON  
PHIL COLLINS  
JULIAN LENNON  
REO SPEEDWAGON  
DEBARGE

**WJBC/Bloomington, IL**  
Stew Salowitz  
BRUCE SPRINGSTEEN  
WAR  
KOO & THE GANG  
DAN FOGELBERG  
BILLY OCEAN  
USA FOR AFRICA  
GEORGE BENSON  
Hottest:  
PHIL COLLINS  
ERIC CLAPTON  
MADONNA  
MANHATTANS  
ALABAMA

**WJON/SI. Cloud**  
Diem/Fin  
USA FOR AFRICA  
DAN FOGELBERG  
JOHNNY GILL  
FOREIGNER  
HALL & OATES  
BILLY OCEAN  
DAVID LEE ROTH  
TEARS FOR FEARS  
COMMODORES  
Hottest:  
REO SPEEDWAGON  
BILLY JOEL  
JULIAN LENNON  
COMMODORES

**WJON/SI. Cloud**  
Diem/Fin  
USA FOR AFRICA  
DAN FOGELBERG  
JOHNNY GILL  
FOREIGNER  
HALL & OATES  
BILLY OCEAN  
DAVID LEE ROTH  
TEARS FOR FEARS  
COMMODORES  
Hottest:  
REO SPEEDWAGON  
BILLY JOEL  
JULIAN LENNON  
COMMODORES

## Parallel Two

**WMBY/Appleton**  
St. John/Salm  
USA FOR AFRICA  
PRINCE  
JOHN FOGERTY  
Hottest:  
REO SPEEDWAGON  
JULIAN LENNON  
PHIL COLLINS  
USA FOR AFRICA  
MANHATTANS

**WHBK/Kansas City**  
Jeff Roberts  
WHAM!  
BILLY JOEL  
REO SPEEDWAGON  
KENNY ROGERS  
JULIAN LENNON

**WNAI/Appleton-Oshkosh**  
Bennett/Collins  
JOHNNY GILL  
GEORGE BENSON  
USA FOR AFRICA  
WAR  
BILLY OCEAN  
KENNY ROGERS  
Hottest:  
BILLY JOEL  
REO SPEEDWAGON  
ERIC CLAPTON  
PHIL COLLINS  
DEBARGE

**WFMK/Lansing**  
Mike Murphy  
MADONNA  
USA FOR AFRICA  
Hottest:  
BILLY JOEL  
PHIL COLLINS  
REO SPEEDWAGON  
ERIC CLAPTON  
DEBARGE

**WMOG/Madison**  
Bill Vancil  
USA FOR AFRICA  
JANICE PAYSON  
FOREIGNER  
BILLY OCEAN  
Hottest:  
JULIAN LENNON  
PHIL COLLINS  
JULIAN LENNON  
REO SPEEDWAGON  
DEBARGE

**WJBC/Bloomington, IL**  
Stew Salowitz  
BRUCE SPRINGSTEEN  
WAR  
KOO & THE GANG  
DAN FOGELBERG  
BILLY OCEAN  
USA FOR AFRICA  
GEORGE BENSON  
Hottest:  
PHIL COLLINS  
ERIC CLAPTON  
MADONNA  
MANHATTANS  
ALABAMA

**WJON/SI. Cloud**  
Diem/Fin  
USA FOR AFRICA  
DAN FOGELBERG  
JOHNNY GILL  
FOREIGNER  
HALL & OATES  
BILLY OCEAN  
DAVID LEE ROTH  
TEARS FOR FEARS  
COMMODORES  
Hottest:  
REO SPEEDWAGON  
BILLY JOEL  
JULIAN LENNON  
COMMODORES

**WJON/SI. Cloud**  
Diem/Fin  
USA FOR AFRICA  
DAN FOGELBERG  
JOHNNY GILL  
FOREIGNER  
HALL & OATES  
BILLY OCEAN  
DAVID LEE ROTH  
TEARS FOR FEARS  
COMMODORES  
Hottest:  
REO SPEEDWAGON  
BILLY JOEL  
JULIAN LENNON  
COMMODORES

**WJON/SI. Cloud**  
Diem/Fin  
USA FOR AFRICA  
DAN FOGELBERG  
JOHNNY GILL  
FOREIGNER  
HALL & OATES  
BILLY OCEAN  
DAVID LEE ROTH  
TEARS FOR FEARS  
COMMODORES  
Hottest:  
REO SPEEDWAGON  
BILLY JOEL  
JULIAN LENNON  
COMMODORES

**WJON/SI. Cloud**  
Diem/Fin  
USA FOR AFRICA  
DAN FOGELBERG  
JOHNNY GILL  
FOREIGNER  
HALL & OATES  
BILLY OCEAN  
DAVID LEE ROTH  
TEARS FOR FEARS  
COMMODORES  
Hottest:  
REO SPEEDWAGON  
BILLY JOEL  
JULIAN LENNON  
COMMODORES

**WJON/SI. Cloud**  
Diem/Fin  
USA FOR AFRICA  
DAN FOGELBERG  
JOHNNY GILL  
FOREIGNER  
HALL & OATES  
BILLY OCEAN  
DAVID LEE ROTH  
TEARS FOR FEARS  
COMMODORES  
Hottest:  
REO SPEEDWAGON  
BILLY JOEL  
JULIAN LENNON  
COMMODORES

**WJON/SI. Cloud**  
Diem/Fin  
USA FOR AFRICA  
DAN FOGELBERG  
JOHNNY GILL  
FOREIGNER  
HALL & OATES  
BILLY OCEAN  
DAVID LEE ROTH  
TEARS FOR FEARS  
COMMODORES  
Hottest:  
REO SPEEDWAGON  
BILLY JOEL  
JULIAN LENNON  
COMMODORES

**WJON/SI. Cloud**  
Diem/Fin  
USA FOR AFRICA  
DAN FOGELBERG  
JOHNNY GILL  
FOREIGNER  
HALL & OATES  
BILLY OCEAN  
DAVID LEE ROTH  
TEARS FOR FEARS  
COMMODORES  
Hottest:  
REO SPEEDWAGON  
BILLY JOEL  
JULIAN LENNON  
COMMODORES

**WJON/SI. Cloud**  
Diem/Fin  
USA FOR AFRICA  
DAN FOGELBERG  
JOHNNY GILL  
FOREIGNER  
HALL & OATES  
BILLY OCEAN  
DAVID LEE ROTH  
TEARS FOR FEARS  
COMMODORES  
Hottest:  
REO SPEEDWAGON  
BILLY JOEL  
JULIAN LENNON  
COMMODORES

## Parallel Three

**WJON/SI. Cloud**  
Diem/Fin  
USA FOR AFRICA  
DAN FOGELBERG  
JOHNNY GILL  
FOREIGNER  
HALL & OATES  
BILLY OCEAN  
DAVID LEE ROTH  
TEARS FOR FEARS  
COMMODORES  
Hottest:  
REO SPEEDWAGON  
BILLY JOEL  
JULIAN LENNON  
COMMODORES

**WJON/SI. Cloud**  
Diem/Fin  
USA FOR AFRICA  
DAN FOGELBERG  
JOHNNY GILL  
FOREIGNER  
HALL & OATES  
BILLY OCEAN  
DAVID LEE ROTH  
TEARS FOR FEARS  
COMMODORES  
Hottest:  
REO SPEEDWAGON  
BILLY JOEL  
JULIAN LENNON  
COMMODORES

**WJON/SI. Cloud**  
Diem/Fin  
USA FOR AFRICA  
DAN FOGELBERG  
JOHNNY GILL  
FOREIGNER  
HALL & OATES  
BILLY OCEAN  
DAVID LEE ROTH  
TEARS FOR FEARS  
COMMODORES  
Hottest:  
REO SPEEDWAGON  
BILLY JOEL  
JULIAN LENNON  
COMMODORES

**WJON/SI. Cloud**  
Diem/Fin  
USA FOR AFRICA  
DAN FOGELBERG  
JOHNNY GILL  
FOREIGNER  
HALL & OATES  
BILLY OCEAN  
DAVID LEE ROTH  
TEARS FOR FEARS  
COMMODORES  
Hottest:  
REO SPEEDWAGON  
BILLY JOEL  
JULIAN LENNON  
COMMODORES

**WJON/SI. Cloud**  
Diem/Fin  
USA FOR AFRICA  
DAN FOGELBERG  
JOHNNY GILL  
FOREIGNER  
HALL & OATES  
BILLY OCEAN  
DAVID LEE ROTH  
TEARS FOR FEARS  
COMMODORES  
Hottest:  
REO SPEEDWAGON  
BILLY JOEL  
JULIAN LENNON  
COMMODORES

**WJON/SI. Cloud**  
Diem/Fin  
USA FOR AFRICA  
DAN FOGELBERG  
JOHNNY GILL  
FOREIGNER  
HALL & OATES  
BILLY OCEAN  
DAVID LEE ROTH  
TEARS FOR FEARS  
COMMODORES  
Hottest:  
REO SPEEDWAGON  
BILLY JOEL  
JULIAN LENNON  
COMMODORES

**WJON/SI. Cloud**  
Diem/Fin  
USA FOR AFRICA  
DAN FOGELBERG  
JOHNNY GILL  
FOREIGNER  
HALL & OATES  
BILLY OCEAN  
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**WJON/SI. Cloud</**

# R&R AOR / ALBUMS

		March 15, 1985		153 REPORTS		Total	Hot	Medium	Total	
Three Weeks	Two Weeks	Last Week				Reports	Rotation	Rotation	Adds All Rotations	
1	1	2	<b>1</b> MICK JAGGER/She's The Boss (Columbia)	"Just Another" (130)	"Lonely" (121)	"Lucky" (45)	152 =	141 -	11 +	3 +
2	2	1	<b>2</b> PHIL COLLINS/No Jacket Required (Atlantic)	"Night" (104)	"Inside" (64)	"I Don't Wanna" (51)	152 -	140 -	12 +	1 -
5	3	3	<b>3</b> FIRM/The Firm (Atlantic)	"Radioactive" (136)	"Closer" (87)	"Satisfaction" (68)	145 -	135 =	10 -	0 =
4	4	4	<b>4</b> DON HENLEY/Building The Perfect Beast (Geffen)	"All She Wants" (137)	"Sunset" (32)	"Drivin'" (19)	143 -	134 +	9 -	2 +
3	5	5	<b>5</b> JOHN FOGERTY/Centerfield (WB)	"Rock And Roll" (133)	"Centerfield" (61)	"T.V." (32)	145 =	127 +	18 -	5 +
			<b>DEBUT</b> <b>6</b> ERIC CLAPTON/Behind The Sun (WB)	"Forever" (146)	"Waiting" (46)	"See What Love" (22)	146	123	23	0
11	9	6	<b>7</b> BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	"I'm On Fire" (130)			133 -	106 =	27 =	2 -
8	8	8	<b>8</b> FOREIGNER/Agent Provocateur (Atlantic)	"Yesterday" (126)	"Tooth" (19)	"I Want" (14)	134 -	98 -	36 -	5 +
17	14	13	<b>9</b> THE BREAKFAST CLUB/Soundtrack (A&M)	"Don't You" (141)			141 +	67 +	73 -	3 -
12	12	10	<b>10</b> ALAN PARSONS PROJECT/Vulture Culture (Arista)	"Let's Talk" (124)	"Days" (13)		134 -	64 -	70 -	0 -
9	7	7	<b>11</b> FALCON & THE SNOWMAN/Soundtrack (EMI America)	"America" (126)			126 -	74 -	52 -	0 =
		12	<b>12</b> SANTANA/Beyond Appearances (Columbia)	"Say It Again" (120)	"Breaking Out" (19)		133 -	62 +	71 -	5 -
6	6	9	<b>13</b> BRYAN ADAMS/Reckless (A&M)	"Somebody" (84)	"It's Only" (22)	"Summer" (10)	100 -	80 -	20 =	0 -
10	11	14	<b>14</b> DAVID LEE ROTH/Crazy From The Heat (WB)	"Easy Street" (92)	"Gigolo" (34)	"California" (23)	110 -	52 -	56 -	4 +
7	10	11	<b>15</b> VISION QUEST/Soundtrack (Geffen)	"Hungry" (71)	"Young" (59)	"Crazy" (11)	108 -	47 -	61 +	1 -
	32	22	<b>16</b> CHICAGO/Chicago 17 (Full Moon/WB)	"Along" (93)			93 +	53 +	36 -	10 -
			<b>DEBUT</b> <b>17</b> TEARS FOR FEARS/Songs From The Big... (Mercury/PG)	"Everybody Wants" (106)	"Shout" (10)		109	20	78	36
		18	<b>18</b> GREG KIHN/Citizen Kihn (EMI America)	"Lucky" (103)			103 -	28 +	74 -	2 -
19	18	19	<b>19</b> G. THOROGOOD & THE.../Maverick (EMI America)	"I Drink Alone" (85)	"Gear Jammer" (24)		101 +	23 +	75 -	10 +
16	15	15	<b>20</b> TRIUMPH/Thunder Seven (MCA)	"Follow Your Heart" (86)			92 -	30 -	62 -	1 -
	33	25	<b>21</b> VAN MORRISON/A Sense Of Wonder (Mercury/PG)	"Tore Down" (104)			108 +	17 +	86 +	16 -
30	25	20	<b>22</b> LOS LOBOS/How Will The Wolf Survive? (Slash/WB)	"Will The Wolf?" (98)			100 +	17 -	79 +	6 -
15	16	17	<b>23</b> DEEP PURPLE/Perfect Strangers (Mercury/PG)	"Nobody" (83)	"Knocking" (18)	"Strangers" (13)	93 -	22 -	69 +	6 -
28	22	21	<b>24</b> TUBES/Love Bomb (Capitol)	"Piece By Piece" (94)			97 -	8 =	89 -	1 -
35	27	26	<b>25</b> GARY O'/Strange Behavior (RCA)	"Shades Of '45" (87)			87 -	11 +	75 +	3 -
13	13	16	<b>26</b> CARS/Heartbeat City (Elektra)	"Why Can't I Have" (68)			68 -	35 -	33 -	-3 +
		34	<b>27</b> FIONA/Fiona (Atlantic)	"Talk To Me" (86)			90 +	3 +	79 +	28 -
24	20	28	<b>28</b> JOHN PARR/John Parr (Atlantic)	"Magical" (68)	"Naughty Naughty" (12)		80 =	9 -	70 +	9 +
26	21	23	<b>29</b> ELLIOT EASTON/Change No Change (Elektra)	"Like A Wheel" (80)			86 -	8 -	78 -	3 +
32	29	31	<b>30</b> ROBIN GEORGE/Dangerous Music (Bronze/Island)	"Heartline" (74)			79 +	7 +	68 -	8 +
18	19	24	<b>31</b> SURVIVOR/Vital Signs (Scotti Bros./CBS)	"High On You" (45)	"Broken Promises" (21)		61 -	30 -	30 +	5 +
25	23	27	<b>32</b> DONNIE IRIS/No Muss...No Fuss (HME/CBS)	"Injured" (71)			72 -	11 +	60 -	2 -
27	26	29	<b>33</b> AUTOGRAPH/Sign In Please (RCA)	"My Girlfriend's" (42)	"Turn Up The Radio" (32)		67 -	13 -	52 -	5 -
	39	36	<b>34</b> U2/The Unforgettable Fire (Island)	"Homecoming" (53)			60 +	13 =	45 +	10 +
	34	33	<b>35</b> LOUDNESS/Thunder In The East (Atco)	"Crazy Nights" (53)			56 -	3 +	53 -	0 -
		37	<b>36</b> MICHAEL BOLTON/Everybody's Crazy (Columbia)	"Everybody's Crazy" (52)			54 -	3 +	49 +	7 -
14	17	30	<b>37</b> LRB/Playing To Win (Capitol)	"Playing To Win" (45)			49 -	14 -	35 -	1 =
		40	<b>38</b> MOUNTAIN/Go For Your Life (Scotti Bros./CBS)	"Hard Times" (56)			58 +	1 =	49 +	13 -
20	24	32	<b>39</b> KINKS/Word Of Mouth (Arista)	"Living" (41)	"Summer's Gone" (10)		46 -	20 -	25 -	4 +
22	30	35	<b>40</b> REO SPEEDWAGON/Wheels Are Turnin' (Epic)	"Can't Fight" (28)	"One Lonely Night" (27)		52 +	13 -	37 +	13 +

THE FOLLOWING ARE NO LONGER WITH US . . .

KPRI, WMAD, WAMX, WSRD, KRKN, WSCY, WIBZ, WKDA, KMEL, WAPI-FM, WQDR, KKRO, WDEK, WKZL, WROQ, KROY, KEGL, KREM-FM, KMBQ, WRXT, WAPP, KEZY-FM, KSMB, WAAL, WMET, WTPA, KIDQ, KAWY



IS FIGHTING FOR  
"THE RIGHT TO ROCK"  
ARE YOU?



**AOR NEW & ACTIVE**

Produced by Gene Simmons On MTV



## BREAKERS

**ERIC CLAPTON**  
Behind The Sun (WB)

95% of our reporters on it. 146/0. Debuts at #6 on the Albums chart.

**TEARS FOR FEARS**  
Songs From The Big Chair (Mercury/PolyGram)

71% of our reporters on it. 109/36 including adds at: WHJY, DC101, KSRR, WXRT, KMET, WKLC, WAPL, KZEL, KEZE. Debuts at #17 on the Albums chart

**FIONA**  
Fiona (Atlantic)

59% of our reporters on it. 90/28 including adds at: WLUP, WFYV, WIMZ, WKQQ, WOOS, WWCT, KZEL, KPOI. Moves 34-27 on the Albums chart.

AOR ALBUMS — Album airplay data, with four-week trend of chart movement. Records showing significant upward momentum are bulleted. An album's most-reported tracks are listed, with number of stations reporting each song in parentheses. Current singles are **BOLDED**. Current week's total reports, hot and medium rotation reports, and total adds, are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

# Unconventional Rockers

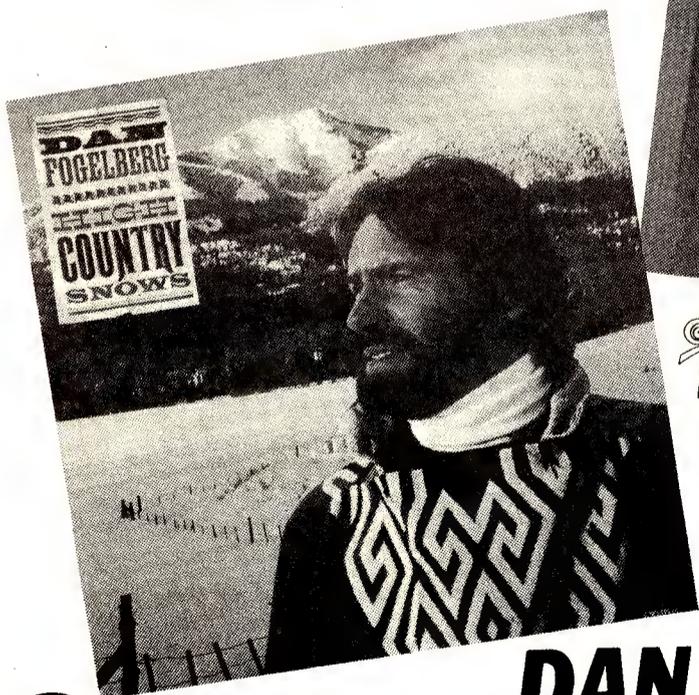


## REO SPEEDWAGON

"ONE LONELY NIGHT"

12" On Your Desk Now

The New Single From The Platinum-Plus Album, "WHEELS ARE TURNIN' " Album 5-Day Sales Over 100,000



## DAN FOGELBERG

"GO DOWN EASY"

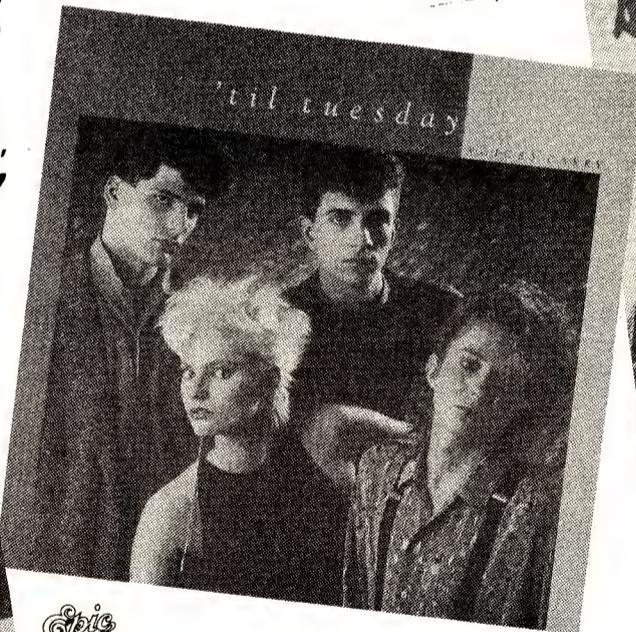
Brand New 12" Out Now,



## MOUNTAIN

"GO FOR YOUR LIFE"

Featuring The First Momentous Track, "HARD TIMES" Albums 38 Tracks 51



## 'TIL TUESDAY

Featuring The Title Track "VOICES CARRY"

Already On WBAB, WKLS, KBCO, KAZY and more!



## ACCEPT

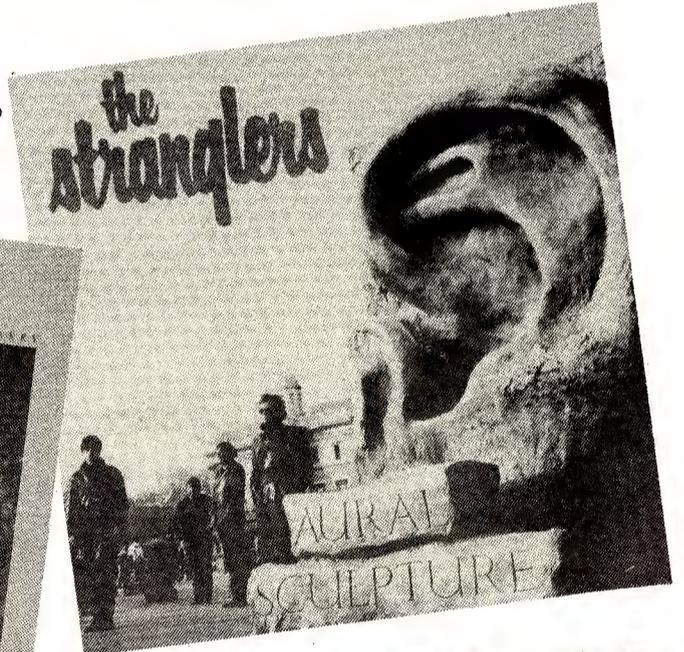
"METAL HEART"

Featuring "MIDNIGHT MOVER"

Initial Shipment Over 150,000 - 5-Day Sales 70,000

**AOR NEW & ACTIVE**

TOM SCHEPPKE, KXZL PD: "Don't fall victim to the scrap metal theory or you'll really have a metal heart. Go ahead and accept 'Midnight Mover.' You'll be glad you did."



## STRANGLERS

"AURAL SCULPTURE"

Featuring "SKIN DEEP"

**AOR NEW & ACTIVE**

Already On Major Stations Including WBCN, WXRT, KBCO, KAZY, 91X, KQAK and more!



From  
**EPA**

Distributed by CBS RECORDS

IN THIS WEEK'S R&R

# REO SPEEDWAGON

"ONE LONELY NIGHT"

REO SPEEDWAGON'S FOLLOW-UP TO THEIR #1 SINGLE "I CAN'T FIGHT THIS FEELING" FROM THE PLATINUM-PLUS ALBUM "WHEELS ARE TURNING"



DISTRIBUTED BY CBS RECORDS

## AOR / ALBUMS

### MOST ADDED

- TEARS FOR FEARS (36)**  
Songs From The Big Chair (Mercury/PG)
- FIONA (28)**  
Fiona (Atlantic)
- VAN MORRISON (16)**  
A Sense Of Wonder (Mercury/PolyGram)
- GIUFFRIA (15)**  
Giuffria (Camel/MCA)
- PORKY'S REVENGE (15)**  
Soundtrack (Columbia)
- REO SPEEDWAGON (13)**  
Wheels Are Turnin' (Epic)
- MOUNTAIN (13)**  
Go For Your Life (Scotti Bros./CBS)

### MOST HOTS

- MICK JAGGER (141)**  
She's The Boss (Columbia)
- PHIL COLLINS (140)**  
No Jacket Required (Atlantic)
- FIRM (135)**  
The Firm (Atlantic)
- DON HENLEY (134)**  
Building The Perfect Beast (Geffen)
- JOHN FOGERTY (127)**  
Centerfield (WB)
- ERIC CLAPTON (123)**  
Behind The Sun (WB)
- BRUCE SPRINGSTEEN (106)**  
Born In The U.S.A. (Columbia)

## NEW & ACTIVE

- JASON & THE SCORCHERS/Lost And Found (EMI America) 48/7 (45/14)**  
Adds: WYNF, 91X, KISW, WKQQ, KISS, WAPL, KVRE. Hots: 2 KUFO, KTQU. Mediums: 43 include WIYY, WBCN, WHJY, DC101, WXRT, WQFM, KBCO, WKLC, WAQY, WAAF, KNCN, WIMZ, WKDF, WRXL, WTUE, KILO, KKDJ.
- JULIAN LENNON/Valotte (Atlantic) 43/8 (46/3)**  
Adds: WIYY, WYSP, WHJY, WHEB, WRXL, WQBK, WHMD, KSQY. Hots: 10 include WBCN, WBAB, WQFM, KBCO, KMET, WIBA, KRSP. Mediums: 32 include WMMR, WYNF, WLUP, WMMS, KSHE, KUPD.
- HALL & OATES/Big Bam Boom (RCA) 42/12 (35/15)**  
Adds include WZZO, WOUR, WFYV, WKDF, WRUF, KLYV. Hots: 10 include WMMR, WYSP, KZEW, WMMS, CFOX. Mediums: 31 include WKLC, WIMZ, WRDU, WRXL, WLAV.
- ACCEPT/Metal Heart (Portrait/CBS) 42/6 (39/8)**  
Adds: KLOL, KYYS, KNCN, WFYV, WRUF, KOZZ. Hots: 0. Mediums: 38 include WHJY, DC101, WYNF, WQFM, KISW, WIMZ, KISS, WOOS, KILO, KKDJ.
- JOAN ARMATRADING/Secret Secrets (A&M) 38/6 (37/11)**  
Adds: WSHE, WHEB, KEZE, WHMD, KQWB, KOZZ. Hots: 7 KBCO, WBSW, KSPN, KTCL, KRQU, KCGL, KVRE. Mediums: 26 include WBAB, WXRT, KAZY, WAQY, WBLM, WWWV.
- GO WEST/Go West (Chrysalis) 38/6 (34/5)**  
Adds: KBPI, KDKB, CHEZ, WAQY, WRXL, KTCZ. Hots: 8 WBCN, WLIR, WRCN, WKQQ, WARX, WCPZ, KFMF, KCGL. Mediums: 28 include WBAB, WMMS, KROQ, WZZO, WOUR, WRDU, WBLM.
- JOHN WAITE/Ignition (Chrysalis) 38/5 (28/8)**  
Adds: WPDH, WRXL, KFMO, WCXT, KWHL. Hots: 2 WZZO, WHMD. Mediums: 35 include WIYY, WBCN, KSRR, WNOR, WLUP, WQFM, KISW, KPOI, KRSP.
- PAT BENATAR/Tropico (Chrysalis) 37/9 (31/8)**  
Adds: WKLC, WDHA, WPDH, WQMF, WOOS, WIZN, WHMD, KRQU, KZQQ. Hots: 6 KBCO, KNCN, WARX, WBSW, KSPN, KMBY. Mediums: 28 include WBCN, WHJY, KSRR, WNOR, WQFM, KMET, KRSP, KLYV.
- GIUFFRIA/Giuffria (Camel/MCA) 36/15 (32/0)**  
Adds include KZEW, WHEB, WCMF, WAQY, KLAQ, KISS, KATT. Hots: 4 include WQFM, WARX. Mediums: 27 include WNOR, WYNF, WMMS, WDIZ, WOOS, WYFE, KKDJ.
- ALISON MOYET/Alf (Columbia) 32/8 (0/0)**  
Adds: WBAB, WMMS, WQFM, KAZY, WCMF, WZEW, KSPN, KRQU. Hots: 9 CHUM, 91X, CFOX, WLIR, CHEZ, CITI, WIZN, KTCL, KCGL. Mediums: 19 include WXRT, KBCO, KDKB, WPLR.
- DOKKEN/Tooth And Nail (Elektra) 29/8 (22/8)**  
Adds: KZEW, WYNF, WAAF, WQMF, WAPL, WSKS, KWXL, WGIR. Hots: 2 KISS, KILO. Mediums: 25 include WHJY, KLOL, WEBN, WQFM, WAQY, KOMP.
- BLASTERS/Hard Line (Slash/WB) 28/7 (24/8)**  
Adds: KZEW, KROQ, CHEZ, KNCN, KKDJ, KFMF, KRQU. Hots: 2 WXRT, KBCO. Mediums: 22 include KLOL, KAZY, KGON, KILO, KTYD.
- ANIMATION/Animation (Mercury/PolyGram) 25/5 (22/2)**  
Adds: KDKB, WIMZ, WZEW, WZZO, KZQQ. Hots: 5 include WMMS, WHMD, WBSW, KFMF. Mediums: 16 include WSHE, WXRT, KBCO, WZZO, WBLM, KLYV.
- SADE/Diamond Life (Portrait/CBS) 22/1 (22/2)**  
Adds: WBAB. Hots: 10 include WXRT, KBCO, KAZY, WHFS, WLIR, WZEW, KSPN. Mediums: 11 include WMMS, WDHA, WRDU, KTCZ, K97, KLYV, KTCL.
- ANGEL CITY/Two Minute Warning (MCA) 21/3 (21/0)**  
Adds: CITI, K97, KUFO. Hots: 4 include WQFM, KISS, KMOD. Mediums: 15 include KZEW, WEBN, WLLZ, KISW, WCCC, WOUR, KILO, WRUF.
- STRANGLERS/Aural Sculpture (Epic) 21/1 (21/3)**  
Adds: CHUM. Hots: 9 include WXRT, KBCO, 91X, CHEZ, KLBK, KFMF. Mediums: 11 include WBCN, KAZY, KROQ, WHFS, KLAQ.
- KING KOBRA/Ready To Strike (Capitol) 19/1 (20/3)**  
Adds: CITI. Hots: 1 WIMZ. Mediums: 18 include WHJY, KLOL, WQFM, WAQY, WAAF, KISS.
- STREETS/Crimes In Mind (Atlantic) 17/1 (0/0)**  
Adds: KUFO. Hots: 1 WLLZ. Mediums: 15 include WDVE, WNOR, KMET, WEZX, WOOS, WSKS.
- CHESS/Soundtrack (RCA) 16/3 (13/0)**  
Adds: CHUM, WTKX, K97. Hots: 2 CFOX, WHFS. Mediums: 12 include WXRT, WMMS, KBCO, KROQ, KZOK, KTYD.
- PORKY'S REVENGE/Soundtrack (Columbia) 15/15 (0/0)**  
Adds include WBAB, KAZY, KMET, KFOG, WAQY, WOOS. Hots: 1 WMMS. Mediums: 9 include 91X, WCCC, WRCN, WAAF, KFMF.
- KEEL/The Right To Rock (Gold Mtn./A&M) 15/1 (17/2)**  
Adds: KKDJ. Hots: 0. Mediums: 15 include WBCN, WQFM, KMET, KUPD, WAQY, WKDF, KISS, WIOT, KTYD.

**NEW & ACTIVE** — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's most added.





EAST (continued)

WRKI/Danbury (203) 579-9995

Bob BOB BOCAK MD: MARK DEVINE (PRODR)

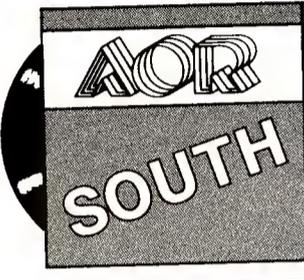
GEORGE THOROGOOD DAVID LEE ROTH U2 NORM GEORGE FALCON & SNOWMAN TRIMPH

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.



Parallel One

KZEW/Dallas (214) 748-8988

MD: ANDY LOCKHIDE MD: JOHN DILLON

BREWERLY HILLS COP U2 BENJAMIN U2 JOHN WALTER

KTXD/Dallas (214) 528-5500

MD: BOB ELLIOT

MD: BOB ELLIOT

MD: BOB ELLIOT

KSRR/Houston (713) 797-0097

MD: ANDY MURPHY MD: MICHAEL STEVENS

MD: ANDY MURPHY MD: MICHAEL STEVENS

MD: ANDY MURPHY MD: MICHAEL STEVENS

WSHE/Miami (305) 581-1580

MD: MICHAEL DELFANO

KRIX/McAllen-Brownsville (512) 350-9999

MD: MICHAEL T. PARKER MD: ACE WILKINS

WFLX/Orlando (305) 845-1802

MD: RAD HESBICK

WQZZ/Lexington (800) 252-6694

MD: DAVE ROSENBLAU MD: BOB ELLIS

WVTV/Jacksonville, FL (904) 642-1055

MD: CHRIS JONES MD: PHIL COLLINS

WVTV/Jacksonville, FL (904) 642-1055

MD: CHRIS JONES MD: PHIL COLLINS

MD: CHRIS JONES MD: PHIL COLLINS</





WEST (continued)

KLOS/Los Angeles (213) 557-7250

ERIC CLAPTON... PHIL COLLINS (M)... DON HENLEY... BRYAN ADAMS... JOHN FOGERTY...

KFOG/San Francisco (415) 885-1045

ERIC CLAPTON... PHIL COLLINS (M)... DON HENLEY... BRYAN ADAMS... JOHN FOGERTY...

CFOX/Vancouver (604) 684-7221

DON SHAPER... KAREN HENKO...

KROQ/San Francisco (415) 765-4045

NICK JAGGER (M)... BRUCE SPRINGSTEEN... PHIL COLLINS (M)... DON HENLEY (M)... BRYAN ADAMS...

KROQ-FM/Los Angeles (213) 578-0830

RICK ENO... LARRY GROVES... BOB DOLAN... PHIL COLLINS (M)... DON HENLEY (M)... BRYAN ADAMS...

91X/San Diego (619) 281-9191

ALISON NOVET (M)... JOHN PALMISTO... DON HENLEY... BRYAN ADAMS... JOHN FOGERTY...

KSJ/San Jose (408) 288-5400

LEE RYAN... KEN ANTHONY... BRUCE SPRINGSTEEN (M)... GREG KINN... ERIC CLAPTON...

KBPI/Denver (303) 936-2313

LYNN WELLS... ERIC CLAPTON... PHIL COLLINS (M)... DON HENLEY... BRYAN ADAMS...

KGON/Portland, OR (503) 655-9181

DAVE ENIN... DEBRA YORK... PHIL COLLINS... ERIC CLAPTON... PHIL COLLINS (M)...

KOME/San Jose (408) 246-6811

PAT EVANS... DANA JANG... ERIC CLAPTON... PHIL COLLINS (M)... DON HENLEY...

KISW/Seattle (206) 285-7625

BRAD PHILLIPS... STEVE SLACON... ERIC CLAPTON... PHIL COLLINS (M)... DON HENLEY...

DAVID LEE ROTH... FOREIGNER... GARY O' SCANDAL... SANTANA... LONNIESS...

Parallel Two

KILO/Colorado Springs (303) 634-4896

RICH HANE... ALAN WHITE... NICK JAGGER... PHIL COLLINS (M)... DON HENLEY...

KZOK/Seattle (206) 281-5600

JOHN FOGERTY... NICK JAGGER... PHIL COLLINS (M)... DON HENLEY... BRYAN ADAMS...

KQAK/San Francisco (415) 541-9100

PHIL COLLINS (M)... DON HENLEY... BRYAN ADAMS... JOHN FOGERTY... ERIC CLAPTON...

KEZE/Spokane (509) 448-1000

JOHN CONNINGS... MIKE JONES... NICK JAGGER (M)... PHIL COLLINS (M)...

KMPD/Phoenix (602) 838-3062

VAL MCINTOSH... CURTIS JOHNSON... PHIL COLLINS (M)... NICK JAGGER (M)...

KILO/Colorado Springs (303) 634-4896

RICH HANE... ALAN WHITE... NICK JAGGER... PHIL COLLINS (M)... DON HENLEY...

KZOK/Seattle (206) 281-5600

JOHN FOGERTY... NICK JAGGER... PHIL COLLINS (M)... DON HENLEY... BRYAN ADAMS...

KQAK/San Francisco (415) 541-9100

PHIL COLLINS (M)... DON HENLEY... BRYAN ADAMS... JOHN FOGERTY... ERIC CLAPTON...

KEZE/Spokane (509) 448-1000

JOHN CONNINGS... MIKE JONES... NICK JAGGER (M)... PHIL COLLINS (M)...

KMPD/Phoenix (602) 838-3062

VAL MCINTOSH... CURTIS JOHNSON... PHIL COLLINS (M)... NICK JAGGER (M)...

BRYAN ADAMS (M)... BRUCE SPRINGSTEEN... VISION QUEST... SEVERLY HILLS COP... FOREIGNER...

Parallel Three

KPOI/Honolulu (808) 524-7100

BILL HENS... ANDY PRESTON... NICK JAGGER... PHIL COLLINS... BRYAN ADAMS...

KOMP/Las Vegas (702) 876-1460

CHARLE MORRIS... BIG MARY... NICK JAGGER... PHIL COLLINS... BRYAN ADAMS...

KZOK/Seattle (206) 281-5600

JOHN FOGERTY... NICK JAGGER... PHIL COLLINS (M)... DON HENLEY... BRYAN ADAMS...

KLPX/Tucson (602) 622-4711

JOHN HUTCHINSON... ERIC CLAPTON... NICK JAGGER... PHIL COLLINS (M)...

ALAN PARSONS... JONAS MEKEL... DON HENLEY... BRYAN ADAMS... JOHN FOGERTY...

Parallel Three

KPOI/Honolulu (808) 524-7100

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KOMP/Las Vegas (702) 876-1460

CHARLE MORRIS... BIG MARY... NICK JAGGER... PHIL COLLINS... BRYAN ADAMS...

KZOK/Seattle (206) 281-5600

JOHN FOGERTY... NICK JAGGER... PHIL COLLINS (M)... DON HENLEY... BRYAN ADAMS...

KLPX/Tucson (602) 622-4711

JOHN HUTCHINSON... ERIC CLAPTON... NICK JAGGER... PHIL COLLINS (M)...

ALAN PARSONS... JONAS MEKEL... DON HENLEY... BRYAN ADAMS... JOHN FOGERTY...

Parallel Three

KCGL/Salt Lake City (801) 298-1142

DEL WILLIAMS... BRUCE SPRINGSTEEN... PHIL COLLINS... DON HENLEY... BRYAN ADAMS...

KWXL/Albuquerque (505) 765-5400

FRANK JASON... NICK JAGGER... PHIL COLLINS... DON HENLEY... BRYAN ADAMS...

KFMG/Albuquerque (505) 265-8811

TOM HANMULL... MICHAEL DAVIS... ERIC CLAPTON... DON HENLEY... BRYAN ADAMS...

KKDJ/Fresno (209) 226-5991

DON FISCHER... JEFF RIBBEL... NICK JAGGER... PHIL COLLINS... BRYAN ADAMS...

ALAN PARSONS... JONAS MEKEL... DON HENLEY... BRYAN ADAMS... JOHN FOGERTY...

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KKDJ/Fresno (209) 226-5991

DON FISCHER... JEFF RIBBEL... NICK JAGGER... PHIL COLLINS... BRYAN ADAMS...

154 Reporters 145 Current Playlists

Four stations reported a frozen playlist this week.

KGB/San Diego KZAP/Sacramento WHCN/Hartford WRKI/Danbury

Four stations failed to report this week. Their rotations were frozen.

KINK/Portland KMJX/Little Rock KQAK/San Francisco WRIF/Detroit

One station failed to report for a second consecutive week. Its playlist was not included in this week's data.

WZXR/Memphis





WEST



PD: Mark Bolke MD: Chris Knight

- 1 REO SPEEDWAGON/Can't Fight This...
2 MIAMI/Carless Whisper
3 JULIAN LENNON/Too Late For Goodbyes
4 GLEN FREY/The Heat Is On
5 DON HEWLEY/The Boys Of Summer...

ADDS USA FOR AFRICA/We Are The World
ERIC CLAPTON/Forever Man
BRYAN ADAMS/Somebody



PD: Robin Mitchell Assistant PD: Beau Matthews

- 1 REO SPEEDWAGON/Can't Fight This...
2 MIAMI/Carless Whisper
3 JULIAN LENNON/Too Late For Goodbyes
4 GLEN FREY/The Heat Is On
5 DON HEWLEY/The Boys Of Summer...

ADDS USA FOR AFRICA/We Are The World
ERIC CLAPTON/Forever Man
BRYAN ADAMS/Somebody



PD: Nick Bazoo MD: Jack Silver

- 1 PHIL COLLINS/One More Night
2 MICK JAGGER/Crazy For You
3 UFFO/Rosanna, Rosanna
4 MURRAY HINDS/Don't You (Forget About Me)

ADDS USA FOR AFRICA/We Are The World
ERIC CLAPTON/Forever Man
BRYAN ADAMS/Somebody



PD: Rick Gillette MD/Assist PD: Chris Collins

- 1 PAUL HARRCASTLE/Main Forest
2 REO SPEEDWAGON/Can't Fight This...
3 PHIL COLLINS/One More Night
4 MIAMI/Carless Whisper

ADDS USA FOR AFRICA/We Are The World
ERIC CLAPTON/Forever Man
BRYAN ADAMS/Somebody



VP/Ops: Dave Parks PD: Mike Preston

- 1 REO SPEEDWAGON/Can't Fight This...
2 MIAMI/Carless Whisper
3 JULIAN LENNON/Too Late For Goodbyes
4 GLEN FREY/The Heat Is On

ADDS USA FOR AFRICA/We Are The World
ERIC CLAPTON/Forever Man
BRYAN ADAMS/Somebody



PD: Bob Case MD: Wendy Christopher

- 1 REO SPEEDWAGON/Can't Fight This...
2 PHIL COLLINS/One More Night
3 JULIAN LENNON/Too Late For Goodbyes
4 GLEN FREY/The Heat Is On

ADDS USA FOR AFRICA/We Are The World
ERIC CLAPTON/Forever Man
BRYAN ADAMS/Somebody



PD: Gary Bryan MD: Scott Drake

- 1 REO SPEEDWAGON/Can't Fight This...
2 PHIL COLLINS/One More Night
3 JULIAN LENNON/Too Late For Goodbyes
4 GLEN FREY/The Heat Is On

ADDS USA FOR AFRICA/We Are The World
ERIC CLAPTON/Forever Man
BRYAN ADAMS/Somebody



PD: Guy Zapoleon MD: Steve Goddard

- 1 REO SPEEDWAGON/Can't Fight This...
2 PHIL COLLINS/One More Night
3 JULIAN LENNON/Too Late For Goodbyes
4 GLEN FREY/The Heat Is On

ADDS USA FOR AFRICA/We Are The World
ERIC CLAPTON/Forever Man
BRYAN ADAMS/Somebody



Acting PD: Richard Sands MD: Craig Roberts

- 1 MIAMI/Carless Whisper
2 PHILIP BAILEY/Easy Lover
3 MICK JAGGER/Just Another Night
4 PHIL COLLINS/One More Night

ADDS USA FOR AFRICA/We Are The World
ERIC CLAPTON/Forever Man
BRYAN ADAMS/Somebody



PD: Jon Barry MD: Steve Naganuma

- 1 REO SPEEDWAGON/Can't Fight This...
2 PHILIP BAILEY/Easy Lover
3 MICK JAGGER/Just Another Night
4 PHIL COLLINS/One More Night

ADDS USA FOR AFRICA/We Are The World
ERIC CLAPTON/Forever Man
BRYAN ADAMS/Somebody



PD: Jeff King MD: Damien

- 1 REO SPEEDWAGON/Can't Fight This...
2 PHILIP BAILEY/Easy Lover
3 MICK JAGGER/Just Another Night
4 PHIL COLLINS/One More Night

ADDS USA FOR AFRICA/We Are The World
ERIC CLAPTON/Forever Man
BRYAN ADAMS/Somebody



PD: Jack Regan MD: Alan Sledge

- 1 REO SPEEDWAGON/Can't Fight This...
2 PHILIP BAILEY/Easy Lover
3 MICK JAGGER/Just Another Night
4 PHIL COLLINS/One More Night

ADDS USA FOR AFRICA/We Are The World
ERIC CLAPTON/Forever Man
BRYAN ADAMS/Somebody



PD: Tom Chase MD: Mr. Ed

- 1 REO SPEEDWAGON/Can't Fight This...
2 PHILIP BAILEY/Easy Lover
3 MICK JAGGER/Just Another Night
4 PHIL COLLINS/One More Night

ADDS USA FOR AFRICA/We Are The World
ERIC CLAPTON/Forever Man
BRYAN ADAMS/Somebody



PD: Doug Erickson MD: Gloria Avila

- 1 REO SPEEDWAGON/Can't Fight This...
2 MIAMI/Carless Whisper
3 JULIAN LENNON/Too Late For Goodbyes
4 GLEN FREY/The Heat Is On

ADDS USA FOR AFRICA/We Are The World
ERIC CLAPTON/Forever Man
BRYAN ADAMS/Somebody



PD: Dave Van Stone MD: Robin Kippis

- 1 REO SPEEDWAGON/Can't Fight This...
2 DAVID LEE ROTH/California Girls
3 MIAMI/Carless Whisper
4 PHIL COLLINS/One More Night

ADDS USA FOR AFRICA/We Are The World
ERIC CLAPTON/Forever Man
BRYAN ADAMS/Somebody

EAST Most Added Hottest

USA For Africa WHAM! Kenny Loggins Madonna Phil Collins REO Speedwagon

CHRISTMAS & HOLIDAYS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

SOUTH Most Added Hottest

USA For Africa WHAM! Kenny Loggins Madonna Phil Collins REO Speedwagon Madonna

EAST

Parallel Two

WFLY/Albany, NY

Todd Martin

USA FOR AFRICA WHAM!

MURRAY HEAD SHEENA EASTON TEARS FOR FEARS POWER STATION

Hottest: MADONNA 2-1

TEENA MARIE 9-4

SURVIVOR 11-8

BRUCE SPRINGSTEEN 15-11

ANIMOTION 21-14

Q100/Allentown, PA

Bryan Geronimo

USA FOR AFRICA HOWARD JONES WHAM!

SHEENA EASTON BILLY OCEAN KENNY LOGGINS KATRINA & THE WAV

Hottest: REO SPEEDWAGON 1-1

PHIL COLLINS 2-2

MADONNA 3-3

AUTOGRAPH 5-4

MADONNA 10-6

WBEN-FM/Bufalo, NY

Roger Christian

none

Hottest: PHIL COLLINS 4-1

MADONNA 9-3

TEENA MARIE 8-5

MICK JAGGER 6-6

JULIAN LENNON 10-8

WVSR/Charleston, WV

Chris Bailey

USA FOR AFRICA KOO& THE GANG BILLY OCEAN WHAM!

KENNY LOGGINS TEARS FOR FEARS POINTER SISTERS HOWARD JONES TOM PETTY

Hottest: REO SPEEDWAGON 1-1

PHIL COLLINS 5-2

MADONNA 6-3

TINA TURNER 12-10

DIANA ROSS 36-28

K104/Erie, PA

Bill Shannon

USA FOR AFRICA LIMAHL KATRINA & THE WAV JOHN FOGERTY WHAM!

PATTI LABELLE DAVID LEE ROTH RICK JAMES

Hottest: TIME 2-1

MADONNA 4-2

NADONNA 6-3

BRUCE SPRINGSTEEN 16-8

MADONNA 36-21

WZZM/Exeter, NH

Scott MacKay

SHEENA EASTON WHAM!

TEARS FOR FEARS BILLY OCEAN GIUFFRIA

Hottest: BILLY OCEAN DONNIE IRIS (dp)

ROBIN GEORGE (dp)

KATRINA & THE WAV (dp)

USA FOR AFRICA WHAM!

REO SPEEDWAGON 1-1

MADONNA 9-2

JULIAN LENNON 11-10

BRYAN ADAMS 14-13

DEBARGE 25-22

WTCI-FM/Hartford, CT

Mike West

USA FOR AFRICA MURRAY HEAD HALL & OATES POWER STATION KENNY LOGGINS

Hottest: REO SPEEDWAGON 1-1

BILLY OCEAN BILLY JOEL 16-7

MADONNA 18-10

MICK JAGGER 21-15

WAMX/Huntington, WV

Robinson/Collins

FOREIGNER HALL & OATES USA FOR AFRICA ANIMOTION DAN HARTMAN ERIC CLAPTON FIRM

Hottest: REO SPEEDWAGON 1-1

PHIL COLLINS 5-2

MADONNA 10-5

JULIAN LENNON 7-7

BILLY JOEL 16-9

WKEE/Huntington, WV

Gary Miller

USA FOR AFRICA JOHN FOGERTY ALISON MOYET TOM PETTY WHAM!

BILLY OCEAN PATTI LABELLE

Hottest: TEENA MARIE 2-1

PHIL COLLINS 6-2

JULIAN LENNON 3-3

MADONNA 4-4

JOURNEY 5-5

WLAN-FM/Lancaster, PA

Jerry Michaels

USA FOR AFRICA JOHN WAITE HOWARD JONES DAVID LEE ROTH SHEENA EASTON WHAM!

TIL TUESDAY FIONA (dp)

Hottest: FRANKIE GOES TO H 3-2

PHIL COLLINS 8-3

MADONNA 10-6

BRYAN ADAMS 18-14

TINA TURNER 24-16

KC101/New Haven, CT

Stef Rybak

USA FOR AFRICA JOHN FOGERTY SADE POWER STATION WHAM!

BILLY OCEAN

Hottest: REO SPEEDWAGON 1-1

MADONNA 3-2

PHIL COLLINS 6-3

DURAN DURAN 5-4

MADONNA 12-8

92.KTU/New York, NY

McIntyre/McCoy

USA FOR AFRICA FOREIGNER POWER STATION MURRAY HEAD

Hottest: SURVIVOR 11-8

BRUCE SPRINGSTEEN 15-11

ANIMOTION 21-14

Q100/Allentown, PA

Bryan Geronimo

USA FOR AFRICA HOWARD JONES WHAM!

SHEENA EASTON BILLY OCEAN KENNY LOGGINS KATRINA & THE WAV

Hottest: REO SPEEDWAGON 1-1

PHIL COLLINS 2-2

MADONNA 3-3

AUTOGRAPH 5-4

MADONNA 10-6

WBEN-FM/Bufalo, NY

Roger Christian

none

Hottest: PHIL COLLINS 4-1

MADONNA 9-3

TEENA MARIE 8-5

MICK JAGGER 6-6

JULIAN LENNON 10-8

WVSR/Charleston, WV

Chris Bailey

USA FOR AFRICA KOO& THE GANG BILLY OCEAN WHAM!

KENNY LOGGINS TEARS FOR FEARS POINTER SISTERS HOWARD JONES TOM PETTY

Hottest: REO SPEEDWAGON 1-1

PHIL COLLINS 5-2

MADONNA 6-3

TINA TURNER 12-10

DIANA ROSS 36-28

K104/Erie, PA

Bill Shannon

USA FOR AFRICA LIMAHL KATRINA & THE WAV JOHN FOGERTY WHAM!

PATTI LABELLE DAVID LEE ROTH RICK JAMES

Hottest: TIME 2-1

MADONNA 4-2

NADONNA 6-3

BRUCE SPRINGSTEEN 16-8

MADONNA 36-21

WZZM/Exeter, NH

Scott MacKay

SHEENA EASTON WHAM!

TEARS FOR FEARS BILLY OCEAN GIUFFRIA

Hottest: BILLY OCEAN DONNIE IRIS (dp)

ROBIN GEORGE (dp)

KATRINA & THE WAV (dp)

USA FOR AFRICA WHAM!

REO SPEEDWAGON 1-1

MADONNA 9-2

JULIAN LENNON 11-10

BRYAN ADAMS 14-13

DEBARGE 25-22

WTCI-FM/Hartford, CT

Mike West

USA FOR AFRICA MURRAY HEAD HALL & OATES POWER STATION KENNY LOGGINS

Hottest: REO SPEEDWAGON 1-1

BILLY OCEAN BILLY JOEL 16-7

MADONNA 18-10

MICK JAGGER 21-15

WAMX/Huntington, WV

Robinson/Collins

FOREIGNER HALL & OATES USA FOR AFRICA ANIMOTION DAN HARTMAN ERIC CLAPTON FIRM

Hottest: REO SPEEDWAGON 1-1

PHIL COLLINS 5-2

MADONNA 10-5

JULIAN LENNON 7-7

BILLY JOEL 16-9

WKEE/Huntington, WV

Gary Miller

USA FOR AFRICA JOHN FOGERTY ALISON MOYET TOM PETTY WHAM!

BILLY OCEAN PATTI LABELLE

Hottest: TEENA MARIE 2-1

PHIL COLLINS 6-2

JULIAN LENNON 3-3

MADONNA 4-4

JOURNEY 5-5

WLAN-FM/Lancaster, PA

Jerry Michaels

USA FOR AFRICA JOHN WAITE HOWARD JONES DAVID LEE ROTH SHEENA EASTON WHAM!

TIL TUESDAY FIONA (dp)

Hottest: FRANKIE GOES TO H 3-2

PHIL COLLINS 8-3

MADONNA 10-6

BRYAN ADAMS 18-14

TINA TURNER 24-16

WCKR/Utica, NY

Jim Reitz

USA FOR AFRICA DAVID LEE ROTH KENNY LOGGINS SHEENA EASTON ALPHAVILLE

Hottest: KATRINA & THE WAV HOWARD JONES GENERAL PUBLIC

Hottest: REO SPEEDWAGON 1-1

MADONNA 3-2

PHIL COLLINS 6-3

DURAN DURAN 5-4

MADONNA 12-8

92.KTU/New York, NY

McIntyre/McCoy

USA FOR AFRICA FOREIGNER POWER STATION MURRAY HEAD

Hottest: SURVIVOR 11-8

BRUCE SPRINGSTEEN 15-11

ANIMOTION 21-14

Q100/Allentown, PA

Bryan Geronimo

USA FOR AFRICA HOWARD JONES WHAM!

SHEENA EASTON BILLY OCEAN KENNY LOGGINS KATRINA & THE WAV

Hottest: REO SPEEDWAGON 1-1

PHIL COLLINS 2-2

MADONNA 3-3

AUTOGRAPH 5-4

MADONNA 10-6

WBEN-FM/Bufalo, NY

Roger Christian

none

Hottest: PHIL COLLINS 4-1

MADONNA 9-3

TEENA MARIE 8-5

MICK JAGGER 6-6

JULIAN LENNON 10-8

WVSR/Charleston, WV

Chris Bailey

USA FOR AFRICA KOO& THE GANG BILLY OCEAN WHAM!

KENNY LOGGINS TEARS FOR FEARS POINTER SISTERS HOWARD JONES TOM PETTY

Hottest: REO SPEEDWAGON 1-1

PHIL COLLINS 5-2

MADONNA 6-3

TINA TURNER 12-10

DIANA ROSS 36-28

K104/Erie, PA

Bill Shannon

USA FOR AFRICA LIMAHL KATRINA & THE WAV JOHN FOGERTY WHAM!

PATTI LABELLE DAVID LEE ROTH RICK JAMES

Hottest: TIME 2-1

MADONNA 4-2

NADONNA 6-3

BRUCE SPRINGSTEEN 16-8

MADONNA 36-21

WZZM/Exeter, NH

Scott MacKay

SHEENA EASTON WHAM!

TEARS FOR FEARS BILLY OCEAN GIUFFRIA

Hottest: BILLY OCEAN DONNIE IRIS (dp)

ROBIN GEORGE (dp)

KATRINA & THE WAV (dp)

USA FOR AFRICA WHAM!

REO SPEEDWAGON 1-1

MADONNA 9-2

JULIAN LENNON 11-10

BRYAN ADAMS 14-13

DEBARGE 25-22

WTCI-FM/Hartford, CT

Mike West

USA FOR AFRICA MURRAY HEAD HALL & OATES POWER STATION KENNY LOGGINS

Hottest: REO SPEEDWAGON 1-1

BILLY OCEAN BILLY JOEL 16-7

MADONNA 18-10

MICK JAGGER 21-15

WAMX/Huntington, WV

Robinson/Collins

FOREIGNER HALL & OATES USA FOR AFRICA ANIMOTION DAN HARTMAN ERIC CLAPTON FIRM

Hottest: REO SPEEDWAGON 1-1

PHIL COLLINS 5-2

MADONNA 10-5

JULIAN LENNON 7-7

BILLY JOEL 16-9

WKEE/Huntington, WV

Gary Miller

USA FOR AFRICA JOHN FOGERTY ALISON MOYET TOM PETTY WHAM!

BILLY OCEAN PATTI LABELLE

Hottest: TEENA MARIE 2-1

PHIL COLLINS 6-2

JULIAN LENNON 3-3

MADONNA 4-4

JOURNEY 5-5

WLAN-FM/Lancaster,

MIDWEST Most Added Hottest

USA For Africa Kenny Loggins WHAM! Phil Collins Madonna REO Speedwagon

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

WEST Most Added Hottest

USA For Africa WHAM! Billy Ocean Phil Collins Madonna

MIDWEST

Parallel Two

WKDD/Akron, OH

Matt Patrick

WHAM! KENNY LOGGINS DAVID LEE ROTH SHEENA EASTON POWER STATION BILLY OCEAN USA FOR AFRICA GIUFFRIA Hottest: REO SPEEDWAGON 1-1 MADONNA 11-3 MICK JAGGER 12-11 JOHN WAITE 36-28 HALL & OATES 39-30

WAHC/Appleton-Oshkosh, Chris Caine

USA FOR AFRICA KENNY LOGGINS Hottest: MADONNA 5-1 REO SPEEDWAGON 1-2 AUTOGRAPH 4-4 PHIL COLLINS 10-8 MADONNA 20-9

WKAU/Appleton-Oshkosh, Rose/Bradleigh

FOREIGNER HALL & OATES TOM PETTY USA FOR AFRICA Hottest: JULIAN LENNON 3-1 MADONNA 5-2 PHIL COLLINS 14-5 ANIMOTION 29-20 MADONNA D-28

WRQC/Cleveland, OH

Scott Howitt

WHAM! FOREIGNER HALL & OATES SANTANA TOM PETTY POWER STATION USA FOR AFRICA Hottest: MADONNA 4-2 PHIL COLLINS 8-3 FRANKIE GOES TO H 24-13 CHICAGO 27-17 MADONNA D-20

KIKK/Davenport, IA

Jim O'Hara

USA FOR AFRICA TEARS FOR FEARS DAN FOGELBERG BILLY OCEAN JOHN FOGERTY Hottest: MADONNA 4-1 BRUCE SPRINGSTEEN 15-8 COMMODORES 16-10 CHICAGO 24-16 ERIC CLAPTON 26-23

WGTZ/Dayton, OH

King/Robertson

USA FOR AFRICA FOREIGNER FIRM ERIC CLAPTON HALL & OATES TOM PETTY Hottest: FRANKIE GOES TO H 3-2 MADONNA 9-3 TEENA MARIE 12-7 PHIL COLLINS 13-8 JULIAN LENNON 19-14

KZIO/Duluth, MN

Bryio Knight

HALL & OATES USA FOR AFRICA DIANA ROSS GENERAL PUBLIC JOHN FOGERTY LIMARL Hottest: REO SPEEDWAGON 1-1 MADONNA 3-2 PHIL COLLINS 10-6 BRYAN ADAMS 17-11 MADONNA 19-15

WKDQ/Evansville, IN

Bruce Clarke

JANEY STREET USA FOR AFRICA FOREIGNER HALL & OATES DAVID LEE ROTH Hottest: PHIL COLLINS 7-5 JOURNEY 8-6 SURVIVOR 13-8 FRANKIE GOES TO H 11-10 MADONNA D-17

WSTO/Evansville, IN

Taylor/Lindsay

TEENA MARIE TINA TURNER BRYAN ADAMS USA FOR AFRICA Hottest: REO SPEEDWAGON 1-1 MADONNA 3-3 PHIL COLLINS 12-5 SURVIVOR 14-8 USA FOR AFRICA D-21

WMEE/Ft. Wayne

Scott Dugan

POWER STATION SHEENA EASTON POINTER SISTERS USA FOR AFRICA DAVID LEE ROTH Hottest: REO SPEEDWAGON 1-1 MADONNA 6-2 FRANKIE GOES TO H 10-4 PHIL COLLINS 7-5 TEENA MARIE 19-12

WGRD/Grand Rapids, MI

Sward/Stevens

KENNY LOGGINS USA FOR AFRICA JOHN FOGERTY Hottest: MADONNA 6-1 REO SPEEDWAGON 1-2 PHIL COLLINS 7-3 TEENA MARIE 11-8 TINA TURNER 14-10

WZPL/Indianapolis, IN

Jim Miles

KENNY LOGGINS WHAM! USA FOR AFRICA GIUFFRIA (dp) POINTER SISTERS (dp) Hottest: PHIL COLLINS 3-1 TEENA MARIE 6-4 MADONNA 14-6 DON HENLEY 12-10 AUTOGRAPH 22-16

WJXQ/Jackson, MI

Ryan/Cheeks

USA FOR AFRICA BILLY OCEAN (dp) HOWARD JONES (dp) KENNY LOGGINS (dp) WHAM! (dp) ALISON MOYET (dp) GIUFFRIA (dp) DAN FOGELBERG (dp) DAVID LEE ROTH (dp) ROBIN GEORGE (dp) KATRINA & THE WAV (dp) Hottest: REO SPEEDWAGON 1-1 PHIL COLLINS 3-2 JOHN PARR 4-3 MICK JAGGER 11-6 BRUCE SPRINGSTEEN 18-11

WKFR/Kalamazoo, MI

Weinacht/Chapman

DIANA ROSS BILLY OCEAN (dp) DAN FOGELBERG (dp) LIMARL HOWARD JONES FIRM (dp) ERIC CLAPTON (dp) WHAM! USA FOR AFRICA Hottest: MADONNA 6-1 PHIL COLLINS 8-5 BILLY JOEL 19-14 CHICAGO 33-23 DEBARGE 38-28

WRQC/Cleveland, OH

Scott Howitt

WHAM! FOREIGNER HALL & OATES SANTANA TOM PETTY POWER STATION USA FOR AFRICA Hottest: MADONNA 4-2 PHIL COLLINS 8-3 FRANKIE GOES TO H 24-13 CHICAGO 27-17 MADONNA D-20

WVVC/Lansing, MI

Reed Kittredge

USA FOR AFRICA Hottest: PHIL COLLINS 6-1 CARLS 5-2 JOHN PARR 4-3 BRYAN ADAMS 11-5 JOURNEY 8-6

Z104/Madison, WI

Little/Hudson

USA FOR AFRICA TEARS FOR FEARS WHAM! ERIC CLAPTON DEBARGE Hottest: MURRAY HEAD 1-1 MADONNA 4-2 FRANKIE GOES TO H 10-8 MADONNA 24-17 USA FOR AFRICA D-30

WZUU/Milwaukee, WI

John Driacoll

USA FOR AFRICA BRUCE SPRINGSTEEN MICK JAGGER (dp) DON HENLEY Hottest: REO SPEEDWAGON 2-1 GLENN FREY 3-3 KOOL & THE GANG 11-5 JULIAN LENNON 13-8 PHIL COLLINS 18-10

KJ103/Oklahoma City, OK

Cahill/Alexander

WHAM! KENNY LOGGINS KOOL & THE GANG USA FOR AFRICA HOWARD JONES TEARS FOR FEARS JOHN FOGERTY Hottest: REO SPEEDWAGON 1-1 MADONNA 3-2 PHIL COLLINS 10-6 BRYAN ADAMS 17-11 MADONNA 19-15

WKDQ/Evansville, IN

Bruce Clarke

JANEY STREET USA FOR AFRICA FOREIGNER HALL & OATES DAVID LEE ROTH Hottest: PHIL COLLINS 7-5 JOURNEY 8-6 SURVIVOR 13-8 FRANKIE GOES TO H 11-10 MADONNA D-17

WSTO/Evansville, IN

Taylor/Lindsay

TEENA MARIE TINA TURNER BRYAN ADAMS USA FOR AFRICA Hottest: REO SPEEDWAGON 1-1 MADONNA 3-3 PHIL COLLINS 12-5 SURVIVOR 14-8 USA FOR AFRICA D-21

WZOK/Rockford, IL

Kipper B. McGee

DEBARGE ERIC CLAPTON KENNY LOGGINS FOREIGNER USA FOR AFRICA Hottest: REO SPEEDWAGON 1-1 MADONNA 5-2 PHIL COLLINS 13-3 JULIAN LENNON 7-4 MADONNA 30-18

WIOG/Saginaw-Bay City, MI

Belcher/Shannon

USA FOR AFRICA JOHN FOGERTY (dp) Hottest: PHIL COLLINS 1-1 BRYAN ADAMS 3-2 CARLS 10-3 PHIL COLLINS 2-4 SCANDAL 9-5

U93/South Bend, IN

J.K. Deering

TINA TURNER TEENA MARIE USA FOR AFRICA Hottest: GLENN FREY 2-1 MADONNA 12-3 KOOL & THE GANG 7-5 PHIL COLLINS 22-12 MICK JAGGER 28-21

WRQN/Toledo, OH

Schaffer/Mitchell

none Hottest: SURVIVOR 7-7 JOHN PARR 8-8 TEENA MARIE 10-10 ANIMOTION 28-28 AUTOGRAPH 32-32

KAY107/Tulsa, OK

Blain/Stephens

DAVID LEE ROTH SHEENA EASTON USA FOR AFRICA Hottest: REO SPEEDWAGON 1-1 DAVID LEE ROTH 4-2 GLENN FREY 5-3 BRYAN ADAMS 14-12 JOHN PARR 23-16

KEYN-FM/Wichita, KS

Brooks/Brown

USA FOR AFRICA WHAM! KENNY LOGGINS DAVID LEE ROTH BILLY OCEAN LIMARL KATRINA & THE WAV Hottest: REO SPEEDWAGON 1-1 PHIL COLLINS 6-2 MADONNA 12-7 JULIAN LENNON 15-10 MURRAY HEAD 34-23

KKRD/Wichita, KS

Oliver/Williams

USA FOR AFRICA LIMARL GIUFFRIA BILLY OCEAN KENNY LOGGINS JOHN FOGERTY Hottest: REO SPEEDWAGON 1-1 SURVIVOR 3-2 JOURNEY 5-3 TEENA MARIE 12-4 DURAN DURAN 13-5

WHOT/Youngstown, OH

Dick Thompson

USA FOR AFRICA PATTI LABELLE ALPHAVILLE LOS LOBOS SHEENA EASTON LUTHER VANDROSS BILLY OCEAN GIUFFRIA Hottest: MADONNA 3-1 PHIL COLLINS 9-3 MICK JAGGER 12-8 PRINCE 11-9 MADONNA 27-18

Parallel Three

KFYR/Blair, ND

Brannan/Hardt

CHICAGO DAVID LEE ROTH DAN FOGELBERG USA FOR AFRICA Hottest: REO SPEEDWAGON 1-1 JULIAN LENNON 4-2 PHIL COLLINS 13-6 FRANKIE GOES TO H 15-8 BRUCE SPRINGSTEEN 17-13

WBNQ/Bloomington, IL

Justin/Robbins

USA FOR AFRICA DAN FOGELBERG DEBARGE KENNY LOGGINS SHEENA EASTON BILLY OCEAN HOWARD JONES (dp) JOHN FOGERTY (dp) TEARS FOR FEARS (dp) Hottest: REO SPEEDWAGON 1-1 PHIL COLLINS 3-2 JOURNEY 4-3 JULIAN LENNON 5-4 TEENA MARIE 14-7

WBWB/Bloomington, IN

Bob Leonard

USA FOR AFRICA JOHN FOGERTY KENNY LOGGINS WHAM! POWER STATION Hottest: REO SPEEDWAGON 1-1 JOURNEY 4-2 JULIAN LENNON 5-3 SURVIVOR 7-4 TEENA MARIE 8-5

WIOG/Saginaw-Bay City, MI

Belcher/Shannon

USA FOR AFRICA JOHN FOGERTY (dp) Hottest: PHIL COLLINS 1-1 BRYAN ADAMS 3-2 CARLS 10-3 PHIL COLLINS 2-4 SCANDAL 9-5

U93/South Bend, IN

J.K. Deering

TINA TURNER TEENA MARIE USA FOR AFRICA Hottest: GLENN FREY 2-1 MADONNA 12-3 KOOL & THE GANG 7-5 PHIL COLLINS 22-12 MICK JAGGER 28-21

WRQN/Toledo, OH

Schaffer/Mitchell

none Hottest: SURVIVOR 7-7 JOHN PARR 8-8 TEENA MARIE 10-10 ANIMOTION 28-28 AUTOGRAPH 32-32

KAY107/Tulsa, OK

Blain/Stephens

DAVID LEE ROTH SHEENA EASTON USA FOR AFRICA Hottest: REO SPEEDWAGON 1-1 DAVID LEE ROTH 4-2 GLENN FREY 5-3 BRYAN ADAMS 14-12 JOHN PARR 23-16

KEYN-FM/Wichita, KS

Brooks/Brown

USA FOR AFRICA WHAM! KENNY LOGGINS DAVID LEE ROTH BILLY OCEAN LIMARL KATRINA & THE WAV Hottest: REO SPEEDWAGON 1-1 PHIL COLLINS 6-2 MADONNA 12-7 JULIAN LENNON 15-10 MURRAY HEAD 34-23

KKRD/Wichita, KS

Oliver/Williams

USA FOR AFRICA LIMARL GIUFFRIA BILLY OCEAN KENNY LOGGINS JOHN FOGERTY Hottest: REO SPEEDWAGON 1-1 SURVIVOR 3-2 JOURNEY 5-3 TEENA MARIE 12-4 DURAN DURAN 13-5

WHOT/Youngstown, OH

Dick Thompson

USA FOR AFRICA PATTI LABELLE ALPHAVILLE LOS LOBOS SHEENA EASTON LUTHER VANDROSS BILLY OCEAN GIUFFRIA Hottest: MADONNA 3-1 PHIL COLLINS 9-3 MICK JAGGER 12-8 PRINCE 11-9 MADONNA 27-18

Parallel Three

KFYR/Blair, ND

Brannan/Hardt

CHICAGO DAVID LEE ROTH DAN FOGELBERG USA FOR AFRICA Hottest: REO SPEEDWAGON 1-1 JULIAN LENNON 4-2 PHIL COLLINS 13-6 FRANKIE GOES TO H 15-8 BRUCE SPRINGSTEEN 17-13

WBNQ/Bloomington, IL

Justin/Robbins

USA FOR AFRICA DAN FOGELBERG DEBARGE KENNY LOGGINS SHEENA EASTON BILLY OCEAN HOWARD JONES (dp) JOHN FOGERTY (dp) TEARS FOR FEARS (dp) Hottest: REO SPEEDWAGON 1-1 PHIL COLLINS 3-2 JOURNEY 4-3 JULIAN LENNON 5-4 TEENA MARIE 14-7

99KG/Salina, KS

Denny Collier

USA FOR AFRICA SHEENA EASTON BILLY OCEAN TEARS FOR FEARS POINTER SISTERS GENERAL PUBLIC (dp) GIUFFRIA Hottest: REO SPEEDWAGON 1-1 FRANKIE GOES TO H 4-2 MADONNA 8-3 TEENA MARIE 7-5 PRINCE 19-13 MADONNA 24-18

KKRC/Sioux Falls, SD

Dan Kieley

FIRM TOM PETTY USA FOR AFRICA POWER STATION Hottest: REO SPEEDWAGON 1-1 FRANKIE GOES TO H 3-2 MADONNA 4-10 MADONNA 30-26

KWTO-FM/Springfield, MO

Mike Schmidt

USA FOR AFRICA JOHN FOGERTY BILLY OCEAN TEARS FOR FEARS POINTER SISTERS Hottest: REO SPEEDWAGON 1-1 MADONNA 9-3 TEENA MARIE 12-6 PHIL COLLINS 15-7 BRUCE SPRINGSTEEN 20-14

WDBR/Springfield, IL

Moore/Lawley

USA FOR AFRICA POWER STATION WHAM! KOOL & THE GANG POINTER SISTERS DAVID LEE ROTH KENNY LOGGINS HOWARD JONES TEARS FOR FEARS KATRINA & THE WAV (dp) LOS LOBOS (dp) Hottest: MADONNA 8-1 JULIAN LENNON 3-2 PHIL COLLINS 7-6 FRANKIE GOES TO H 9-7 MADONNA 20-10

WSPT/Stevens Point, WI

Bouley/Tracy

USA FOR AFRICA TOM PETTY KENNY LOGGINS DAVID LEE ROTH POINTER SISTERS GIUFFRIA (dp) Hottest: MADONNA 4-1 PHIL COLLINS 8-2 REO SPEEDWAGON 1-3 JULIAN LENNON 6-4 MADONNA 34-24

KDVT/Topeka, KS

Rabat/Parmely

USA FOR AFRICA WHAM! POINTER SISTERS KENNY LOGGINS POWER STATION DAVID LEE ROTH TEARS FOR FEARS BILLY OCEAN (dp) HURVY LEWIS & NEWS Hottest: PHIL COLLINS 3-1 MADONNA 11-2 TEENA MARIE 15-3 MADONNA 20-11 SIMPLE MINDS 22-12

WAZY-FM/Lafayette, IN

Stacy/Louizos

JOHN FOGERTY HOWARD JONES BILLY OCEAN TEARS FOR FEARS SHEENA EASTON POINTER SISTERS PATTI LABELLE Hottest: MADONNA 1-1 REO SPEEDWAGON 2-2 TEENA MARIE 9-3 DURAN DURAN 11-9 MADONNA 32-19

KFRX/Lincoln, NE

Tracy Johnson

TOM PETTY USA FOR AFRICA SHEENA EASTON POWER STATION JOHN FOGERTY Hottest: REO SPEEDWAGON 1-1 MADONNA 14-2 TEENA MARIE 9-6 PHIL COLLINS 15-10 MADONNA 18-11

Parallel Two

KFMW/Waterloo, IA

Mark Potter

USA FOR AFRICA MURRAY HEAD BILLY OCEAN JOHN FOGERTY KOOL & THE GANG Hottest: MADONNA 4-1 PHIL COLLINS 8-3 BRYAN ADAMS 16-11 BRUCE SPRINGSTEEN 26-12 SIMPLE MINDS 38-29

KMXX/Bakersfield, CA

Squires/Kemper

WHAM! USA FOR AFRICA ERIC CLAPTON HALL & OATES HOWARD JONES ANIMOTION Hottest: MADONNA 2-1 REO SPEEDWAGON 1-2 TEENA MARIE 5-3 PHIL COLLINS 10-4 MADONNA 19-10

KQXR/Bakersfield, CA

Bonnie Knox

none Hottest: DAVID LEE ROTH 1-1 REO SPEEDWAGON 2-2 JULIAN LENNON 3-3 JOHN PARR 9-9 MADONNA 25-25

KF95/Boise, ID

Doss/Gregory

USA FOR AFRICA KOOL & THE GANG DAVID LEE ROTH KATRINA & THE WAV BILLY OCEAN WHAM! PATTI LABELLE Hottest: MADONNA 5-1 PHIL COLLINS 8-3 TEENA MARIE 7-4 PRINCE 19-13 MADONNA 24-18

KIKX/Colorado Springs, CO

John Dantzer

FIRM FOREIGNER JOHN FOGERTY KENNY LOGGINS SADE POINTER SISTERS ALAN PARSONS LOS LOBOS Hottest: REO SPEEDWAGON 1-1 MADONNA 8-2 TEENA MARIE 8-3 PHIL COLLINS 13-5 CHICAGO 15-8

KKFM/Colorado Springs, CO

Malmberg/Anderson

USA FOR AFRICA BILLY OCEAN DAVID LEE ROTH JOHN FOGERTY DAN FOGELBERG (dp) MANNHANS (dp) GENERAL PUBLIC WHAM! Hottest: REO SPEEDWAGON 1-1 GLENN FREY 2-2 TEENA MARIE 5-3 USA FOR AFRICA D-10 FOREIGNER 26-18

KSND/Eugene, OR

Mike Purdy

USA FOR AFRICA WHAM! POWER STATION DAVID LEE ROTH BILLY OCEAN HOWARD JONES Hottest: MADONNA 1-1 PRINCE 2-2 PHIL COLLINS 4-3 JULIAN LENNON 7-4 MADONNA 23-14

KBOS/Fresno, CA

Kris Van Kamp

KENNY LOGGINS WHAM! BILLY OCEAN USA FOR AFRICA TEARS FOR FEARS POINTER SISTERS GIUFFRIA (dp) Hottest: REO SPEEDWAGON 1-1 MADONNA 3-2 PHIL COLLINS 10-8 BRYAN ADAMS 14-9 MADONNA 22-10

KMGX/Fresno, CA

Carey Edwards

USA FOR AFRICA WHAM! PAUL HARCADISTE BILLY OCEAN TEARS FOR FEARS (dp) HOWARD JONES PATTI LABELLE (dp) Hottest: DIANA ROSS 1-1 MADONNA 2-2 REO SPEEDWAGON 5-4 MADONNA 21-8 PHIL COLLINS 18-13

KYNO-FM/Fresno, CA

Walker/Davis

none Hottest: REO SPEEDWAGON 1-1 JOURNEY 4-3 DAVID LEE ROTH 6-5 TEENA MARIE 12-11 DURAN DURAN 15-13

KIKI/Honolulu, HI

Kong/Shishido

USA FOR AFRICA BILLY OCEAN KOOL & THE GANG BRUCE SPRINGSTEEN JERMAINE STEWART Hottest: REO SPEEDWAGON 1-1 DIANA ROSS 4-2 TIME 7-6 MADONNA 37-20 USA FOR AFRICA D-30

KQMQ/Honolulu, HI

Kimo Akane

USA FOR AFRICA POINTER SISTERS LOS LOBOS SHEENA EASTON KENNY LOGGINS DAVID LEE ROTH BILLY OCEAN JOHN FOGERTY WHAM! Hottest: REO SPEEDWAGON 2-1 MADONNA 6-2 GLENN FREY 4-3 HONEYDRIPPERS 7-5 TEENA MARIE 9-6

KLUC/Las Vegas, NV

Richards/Christian

USA FOR AFRICA KENNY LOGGINS HOWARD JONES DAN FOGELBERG (dp) GIUFFRIA LIMARL LOS LOBOS Hottest: DAVID LEE ROTH 1-1 REO SPEEDWAGON 2-2 PHIL COLLINS 6-3 JULIAN LENNON 5-4 JOURNEY 7-5

KO93/Modesto, CA

Mike Novak

R&R/Friday, March 15, 1985

# PARALLELS

**Parallel I:** Selected stations in major markets that are format dominant and/or exert a significant national influence.

**Parallel II:** Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

**Parallel III:** Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

### 255 Reports

#### JOHN DOE "Hit Song" (Anylabel)

Regional	100/25	44%	National Summary
Reach			UP 51
E 33%			DEBITS 20
M 21%			SAME 4
S 56%			DOWN 3
W 19%			ADDS 25

### EXAMPLE

100/25 — 100 CHR reporting stations on it this week including 25 new adds.

44% — Percentage of this weeks reporters playing it.

Regional Reach — Percentage of reporters playing the song within each region.

National Summary

Up 51 — Number of stations moving it up on the charts.

Debuts 20 — Number of stations debuting the song this week.

Same 4 — Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

Down 0 — Number of stations moving it down on their charts.

Adds 25 — Total number of stations adding it this week.

#### BRYAN ADAMS "Somebody (A&M)"

Regional	238/1	93%	National Summary
Reach			UP 212
E 93%			DEBITS 1
M 94%			SAME 21
S 94%			DOWN 3
W 93%			ADDS 1

#### DAVID BOWIE & PAT METHENEY "This Is Not America (EMI America)"

Regional	172/1	67%	National Summary
Reach			UP 115
E 67%			DEBITS 7
M 58%			SAME 41
S 72%			DOWN 2
W 73%			ADDS 1

#### ERIC CLAPTON "Forever Man (WB)"

Regional	182/16	71%	National Summary
Reach			UP 58
E 71%			DEBITS 10
M 74%			SAME 53
S 64%			DOWN 0
W 74%			ADDS 16

#### FOREIGNER "That Was Yesterday (Atlantic)"

Regional	235/28	82%	National Summary
Reach			UP 114
E 82%			DEBITS 114
M 78%			SAME 62
S 87%			DOWN 2
W 87%			ADDS 29

#### ANIMATION "Obsession (Mercury/PolyGram)"

Regional	213/10	84%	National Summary
Reach			UP 145
E 84%			DEBITS 16
M 78%			SAME 16
S 87%			DOWN 0
W 87%			ADDS 10

#### Cars Continued

<b>SOUTH</b>	WYFF 33-34 WOPR 14-12 WVIR 11-8 WVIZ 11-8 WVLA 11-8 WVLP 11-8 WVLT 11-8 WVLU 11-8 WVLV 11-8 WVLS 11-8 WVLT 11-8 WVLU 11-8 WVLV 11-8 WVLS 11-8
<b>MIDWEST</b>	WVFF 33-34 WOPR 14-12 WVIR 11-8 WVIZ 11-8 WVLA 11-8 WVLP 11-8 WVLT 11-8 WVLU 11-8 WVLV 11-8 WVLS 11-8
<b>WEST</b>	WVFF 33-34 WOPR 14-12 WVIR 11-8 WVIZ 11-8 WVLA 11-8 WVLP 11-8 WVLT 11-8 WVLU 11-8 WVLV 11-8 WVLS 11-8

#### CHICAGO "Along Comes A Woman (WB)"

Regional	236/5	93%	National Summary
Reach			UP 18
E 93%			DEBITS 18
M 94%			SAME 16
S 94%			DOWN 2
W 94%			ADDS 5

#### ERIC CLAPTON "Forever Man (WB)"

Regional	182/16	71%	National Summary
Reach			UP 58
E 71%			DEBITS 10
M 74%			SAME 53
S 64%			DOWN 0
W 74%			ADDS 16

#### FOREIGNER "That Was Yesterday (Atlantic)"

Regional	235/28	82%	National Summary
Reach			UP 114
E 82%			DEBITS 114
M 78%			SAME 62
S 87%			DOWN 2
W 87%			ADDS 29

#### ANIMATION "Obsession (Mercury/PolyGram)"

Regional	213/10	84%	National Summary
Reach			UP 145
E 84%			DEBITS 16
M 78%			SAME 16
S 87%			DOWN 0
W 87%			ADDS 10

#### ERIC CLAPTON Continued

<b>SOUTH</b>	WVFF 33-34 WOPR 14-12 WVIR 11-8 WVIZ 11-8 WVLA 11-8 WVLP 11-8 WVLT 11-8 WVLU 11-8 WVLV 11-8 WVLS 11-8
<b>MIDWEST</b>	WVFF 33-34 WOPR 14-12 WVIR 11-8 WVIZ 11-8 WVLA 11-8 WVLP 11-8 WVLT 11-8 WVLU 11-8 WVLV 11-8 WVLS 11-8
<b>WEST</b>	WVFF 33-34 WOPR 14-12 WVIR 11-8 WVIZ 11-8 WVLA 11-8 WVLP 11-8 WVLT 11-8 WVLU 11-8 WVLV 11-8 WVLS 11-8

#### PHIL COLLINS "One More Night (Atlantic)"

Regional	255/0	100%	National Summary
Reach			UP 222
E 100%			DEBITS 0
M 100%			SAME 30
S 100%			DOWN 3
W 100%			ADDS 0

#### ERIC CLAPTON "Forever Man (WB)"

Regional	182/16	71%	National Summary
Reach			UP 58
E 71%			DEBITS 10
M 74%			SAME 53
S 64%			DOWN 0
W 74%			ADDS 16

#### FOREIGNER "That Was Yesterday (Atlantic)"

Regional	235/28	82%	National Summary
Reach			UP 114
E 82%			DEBITS 114
M 78%			SAME 62
S 87%			DOWN 2
W 87%			ADDS 29

#### ANIMATION "Obsession (Mercury/PolyGram)"

Regional	213/10	84%	National Summary
Reach			UP 145
E 84%			DEBITS 16
M 78%			SAME 16
S 87%			DOWN 0
W 87%			ADDS 10

#### DEBARGE "Rhythm of The... (Gordy/Motown)"

Regional	215/5	84%	National Summary
Reach			UP 178
E 84%			DEBITS 15
M 85%			SAME 55
S 85%			DOWN 5
W 85%			ADDS 5

#### PHIL COLLINS "One More Night (Atlantic)"

Regional	255/0	100%	National Summary
Reach			UP 222
E 100%			DEBITS 0
M 100%			SAME 30
S 100%			DOWN 3
W 100%			ADDS 0

#### ERIC CLAPTON "Forever Man (WB)"

Regional	182/16	71%	National Summary
Reach			UP 58
E 71%			DEBITS 10
M 74%			SAME 53
S 64%			DOWN 0
W 74%			ADDS 16

#### FOREIGNER "That Was Yesterday (Atlantic)"

Regional	235/28	82%	National Summary
Reach			UP 114
E 82%			DEBITS 114
M 78%			SAME 62
S 87%			DOWN 2
W 87%			ADDS 29

#### ANIMATION "Obsession (Mercury/PolyGram)"

Regional	213/10	84%	National Summary
Reach			UP 145
E 84%			DEBITS 16
M 78%			SAME 16
S 87%			DOWN 0
W 87%			ADDS 10

#### FIRM "Radioactive (Atlantic)"

Regional	174/14	68%	National Summary
Reach			UP 178
E 68%			DEBITS 22
M 69%			SAME 35
S 69%			DOWN 2
W 67%			ADDS 14

#### ERIC CLAPTON "Forever Man (WB)"

Regional	182/16	71%	National Summary
Reach			UP 58
E 71%			DEBITS 10
M 74%			SAME 53
S 64%			DOWN 0
W 74%			ADDS 16

#### FOREIGNER "That Was Yesterday (Atlantic)"

Regional	235/28	82%	National Summary
Reach			UP 114
E 82%			DEBITS 114
M 78%			SAME 62
S 87%			DOWN 2
W 87%			ADDS 29

#### ANIMATION "Obsession (Mercury/PolyGram)"

Regional	213/10	84%	National Summary
Reach			UP 145
E 84%			DEBITS 16
M 78%			SAME 16
S 87%			DOWN 0
W 87%			ADDS 10

#### ERIC CLAPTON "Forever Man (WB)"

Regional	182/16	71%	National Summary
Reach			UP 58
E 71%			DEBITS 10
M 74%			SAME 53
S 64%			DOWN 0
W 74%			ADDS 16

Foreigner Continued

WEST, MIDWEST, EAST, SOUTH, National Summary, Regional 172/4, 67%, DEBUTS 15, SAME 4, ADDS 4

DAN HARTMAN, Second Nature (MCA), LP: I Can Dream About You, National Summary, Regional 172/4, 67%, DEBUTS 15, SAME 4, ADDS 4

WEST, MIDWEST, EAST, SOUTH, National Summary, Regional 172/4, 67%, DEBUTS 15, SAME 4, ADDS 4

BILLY JOEL, Keeping The Faith (Columbia), LP: An Innocent Man, National Summary, Regional 217/1, 85%, DEBUTS 1, SAME 17, DOWN 12, ADDS 7

JOURNEY, Journey Continued, National Summary, Regional 196/2, 77%, DEBUTS 27, SAME 17, DOWN 0, ADDS 2

JULIAN LENNON, Julian Lennon Continued, National Summary, Regional 109/109, 43%, DEBUTS 0, SAME 0, ADDS 109

GO WEST, We Close Our Eyes (Chrysalis), LP: Go West, National Summary, Regional 142/5, 56%, DEBUTS 11, SAME 5, ADDS 5

J. JACKSON & P. ZADORA, When The Rain... (Curb/MCA), LP: When The Rain Begins To... Soundtrack, National Summary, Regional 62/2, 24%, DEBUTS 28, SAME 2, ADDS 2

WEST, MIDWEST, EAST, SOUTH, National Summary, Regional 62/2, 24%, DEBUTS 28, SAME 2, ADDS 2

WEST, MIDWEST, EAST, SOUTH, National Summary, Regional 62/2, 24%, DEBUTS 28, SAME 2, ADDS 2

WEST, MIDWEST, EAST, SOUTH, National Summary, Regional 62/2, 24%, DEBUTS 28, SAME 2, ADDS 2

KENNY LOGGINS, Vex Humana (Columbia), LP: Vox Humana, National Summary, Regional 109/109, 43%, DEBUTS 0, SAME 0, ADDS 109

MURRAY HEAD, One Night In Bangkok (RCA), LP: Chess, National Summary, Regional 177/30, 68%, DEBUTS 44, SAME 4, ADDS 30

WEST, MIDWEST, EAST, SOUTH, National Summary, Regional 177/30, 68%, DEBUTS 44, SAME 4, ADDS 30

MICK JAGGER, Just Another Night (Columbia), LP: She's The Boss, National Summary, Regional 241/4, 95%, DEBUTS 25, SAME 25, ADDS 4

WEST, MIDWEST, EAST, SOUTH, National Summary, Regional 241/4, 95%, DEBUTS 25, SAME 25, ADDS 4

WEST, MIDWEST, EAST, SOUTH, National Summary, Regional 241/4, 95%, DEBUTS 25, SAME 25, ADDS 4

WEST, MIDWEST, EAST, SOUTH, National Summary, Regional 241/4, 95%, DEBUTS 25, SAME 25, ADDS 4

D. HALL & J. OATES, Some Things Are Better... (RCA), LP: Big Bam Boom, National Summary, Regional 202/41, 79%, DEBUTS 11, SAME 67, ADDS 41

WEST, MIDWEST, EAST, SOUTH, National Summary, Regional 202/41, 79%, DEBUTS 11, SAME 67, ADDS 41

WEST, MIDWEST, EAST, SOUTH, National Summary, Regional 202/41, 79%, DEBUTS 11, SAME 67, ADDS 41

WEST, MIDWEST, EAST, SOUTH, National Summary, Regional 202/41, 79%, DEBUTS 11, SAME 67, ADDS 41

PATTI LABELLE, New Attitude (MCA), LP: Beverly Hills Cop Soundtrack, National Summary, Regional 87/20, 34%, DEBUTS 15, SAME 4, ADDS 20

WEST, MIDWEST, EAST, SOUTH, National Summary, Regional 87/20, 34%, DEBUTS 15, SAME 4, ADDS 20

DON HENLEY, All She Want To Do Is... (Geffen), LP: Building The Perfect Beast, National Summary, Regional 231/5, 91%, DEBUTS 21, SAME 21, ADDS 5

WEST, MIDWEST, EAST, SOUTH, National Summary, Regional 231/5, 91%, DEBUTS 21, SAME 21, ADDS 5

WEST, MIDWEST, EAST, SOUTH, National Summary, Regional 231/5, 91%, DEBUTS 21, SAME 21, ADDS 5

WEST, MIDWEST, EAST, SOUTH, National Summary, Regional 231/5, 91%, DEBUTS 21, SAME 21, ADDS 5

JOURNEY, Only The Young (Geffen), LP: Vision Quest Soundtrack, National Summary, Regional 237/1, 93%, DEBUTS 17, SAME 4, ADDS 1

WEST, MIDWEST, EAST, SOUTH, National Summary, Regional 237/1, 93%, DEBUTS 17, SAME 4, ADDS 1

JULIAN LENNON, Too Late To... (Atlantic), LP: Valotte, National Summary, Regional 250/0, 89%, DEBUTS 0, SAME 51, DOWN 21, ADDS 0

WEST, MIDWEST, EAST, SOUTH, National Summary, Regional 250/0, 89%, DEBUTS 0, SAME 51, DOWN 21, ADDS 0

WEST, MIDWEST, EAST, SOUTH, National Summary, Regional 250/0, 89%, DEBUTS 0, SAME 51, DOWN 21, ADDS 0

WEST, MIDWEST, EAST, SOUTH, National Summary, Regional 250/0, 89%, DEBUTS 0, SAME 51, DOWN 21, ADDS 0

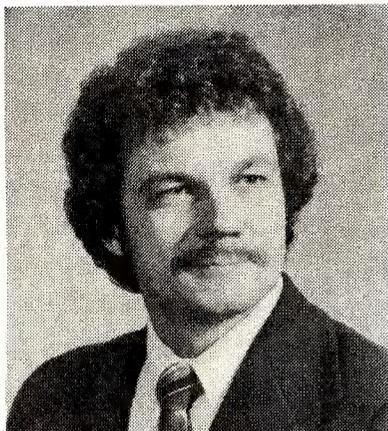
WEST, MIDWEST, EAST, SOUTH, National Summary, Regional 250/0, 89%, DEBUTS 0, SAME 51, DOWN 21, ADDS 0

WEST, MIDWEST, EAST, SOUTH, National Summary, Regional 250/0, 89%, DEBUTS 0, SAME 51, DOWN 21, ADDS 0





# ACTIVES IN RADIO



**Bill Cody**  
**KTRS/Casper, WY**

"Before the AIR competitions, I'm sure numerous little known artist's new material were being roundfiled by many PD's and MD's, which not only was unfair to the artist, but also to the listening public. With the inception of AIR, the artist and their music are finally getting a fair shake. Hence, just another reason for the renewed enthusiasm in CHR over the last couple of years."

**J.K. Dearing**  
**WNDU/South Bend, IN**



"Since our station is very successful as a station that only plays familiar music, AIR gives me the chance to develop and maintain hit picking skills. And the potential payoffs are great!!!"



**Tom Kelly**  
**Z-95/Bethlehem, PA**

"Picking the hits in 1985 is tougher than ever before. Being on the hits early and beating the competition to the best music is the key. With AIR, we at Z-95 have the incentive and the opportunity to listen not only sooner, but more intensely."

**AIR . . . The fastest, most reliable tool for getting radio to listen to music.**  
**Call Alan Smith at (301) 964-5544 for more information.**

**WEEK # 23**

**AIR Priorities**

**WEEK # 23**

Listen to the selections listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, March 20, 1985

	TITLE	ARTIST	LABEL
<b>CHR</b>	ROCK 'N' ROLL GIRLS	JOHN FOGERTY	WARNER BROS.
	HERO TAKES A FALL	BANGLES	COLUMBIA
	NEVER ENDING STORY	LIM AHL	EMI AMERICA
	BE YOUR MAN	JESSE JOHNSON REVUE	A&M
	LIKE A WHEEL	ELLIOT EASTON	ELEKTRA

Listen to the Tracks listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R AOR Hot Tracks. Then call in your responses to AIR at 301-964-5544. Deadline for AOR responses is 6pm, Thursday, March 21, 1985

	TITLE/CUTS	ARTIST	LABEL
<b>AOR</b>	AFFAIRS IN BABYLON	REFUGEE	CHRYSALIS
	"Exiles In The Dark (12")		
	SECRET SECRETS	JOAN ARMATRADING	A&M
	"Temptation"		
	CITIZEN KIHN	GREG KIHN	EMI
	"Free Country" "I'm In Love" "Go Back"		

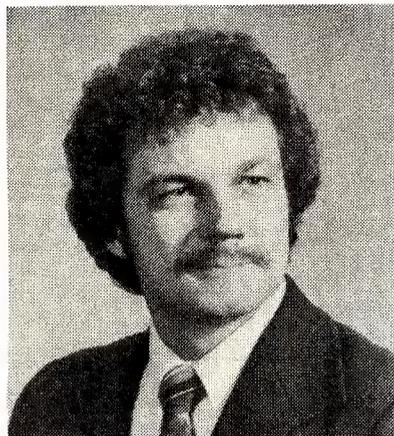
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**AIR**

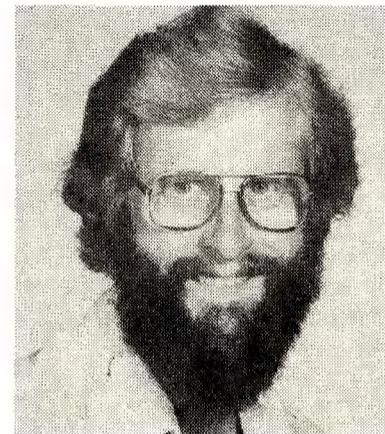
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	HERO TAKES A FALL	BANGLES	COLUMBIA
	NEVER ENDING STORY	LIMAH	EMI AMERICA
	BE YOUR MAN	JESSE JOHNSON REVUE	A&M
	LIKE A WHEEL	ELLIOT EASTON	ELEKTRA

Listen to the Tracks listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R AOR Hot Tracks. Then call in your responses to AIR at 301-964-5544. Deadline for AOR responses is 6pm, Thursday, March 21, 1985

	TITLE/CUTS	ARTIST	LABEL
<b>AOR</b>	AFFAIRS IN BABYLON	REFUGEE	CHRYSALIS
	"Exiles In The Dark (12")		
	SECRET SECRETS	JOAN ARMATRADING	A&M
	"Temptation"		
	CITIZEN KIHN	GREG KIHN	EMI
	"Free Country" "I'm In Love" "Go Back"		

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# Contemporary Hit Radio

Continued from Back Page

## CHART EXTRAS

Chart Extras are records above the 60% airplay level without sufficient chart activity to debut on the National Airplay/40 this week.

### DARYL HALL & JOHN OATES

#### Some Things Are Better Left Unsaid (RCA)

79% of our reporters on it. Moves: Up 11, Debuts 83, Same 67, Down 0, Adds 41 including WHTT, Q107, WLS-FM, KWK, WLOL-FM, KS103, KWSS. Complete airplay in Parallels.

## BREAKERS

### USA FOR AFRICA

#### We Are The World (Columbia)

91% of our reporters on it, setting a new first-week record for number of stations and total percentage of reporters. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 232 including B104, WMAR, WHTT, WPLJ, Z100, Q107, Y100, Q105, B96, WLS-FM, ZZ99, KIIS-FM, KS103. See Parallels, debuts at number 30 on the CHR chart.

### POWER STATION

#### Some Like It Hot (Capitol)

69% of our reporters on it. Moves: Up 15, Debuts 48, Same 53, Down 0, Adds 61 including PRO-FM, Q105, 92X, WCZY, WKTI, WLOL-FM, KWOD, KITS. Complete airplay in Parallels.

### MURRAY HEAD

#### One Night In Bangkok (RCA)

69% of our reporters on it. Moves: Up 54, Debuts 44, Same 49, Down 0, Adds 30 including WNYS, WPLJ, KEGL, Q105, WHYT, Q103, KMJK. See Parallels, debuts at number 37 on the CHR chart.

### JOHN FOGERTY

#### Rock And Roll Girls (WB)

65% of our reporters on it. Moves: Up 7, Debuts 44, Same 53, Down 0, Adds 63 including WMAR, 93FM, B96, WHYT, KHTR, Y108, KS103. Complete airplay in Parallels.

### TOM PETTY

#### Don't Come Around Here No More (MCA)

62% of our reporters on it. Moves: Up 7, Debuts 45, Same 75, Down 0, Adds 32 including WMAR, WHTT, CKOI, KAFM, KIMN, KOPA, FM102. Complete airplay in Parallels.

### SANTANA

#### Say It Again (Columbia)

62% of our reporters on it. Moves: Up 64, Debuts 20, Same 65, Down 0, Adds 9 including WHTT, CKOI, 195, WNVZ, KKRZ, WRQC, KWES. Complete airplay in Parallels.

## NEW & ACTIVE

### ALAN PARSONS PROJECT "Let's Talk About Me" (Arista) 145/5

Moves: Up 83, Debuts 11, Same 65, Down 1, Adds 5, WNCI, WSSX, WBCY, WDCG, KIKX, KWK 22-18, WLAN-FM 32-26, KWIC 35-31, KSET-FM 37-32, WOKI 36-29, KCFM 31-28, KCPX 35-27, WKHI 39-34, WBWB 39-34, KBIM 19-12.

### GO WEST "We Close Our Eyes" (Chrysalis) 142/5

Moves: Up 61, Debuts 18, Same 58, Down 0, Adds 5, WHTT, Y100, Q103, WQUT, KITY, WNYS 34-29, Z93 32-29, KKRZ 34-29, KMEL 39-32, KPLUS 39-34, KUBE d-32, WPST 40-37, KWIC 31-26, WFMI 37-33, WBNQ 28-23.

### SADE "Smooth Operator" (Portrait/CBS) 133/17

Moves: Up 28, Debuts 30, Same 58, Down 0, Adds 17 including WMAR, PRO-FM, 195, KIMN, KKRZ, KS103, KC101, KWIC, WLRS, KPOP, WIXV, KYA, 94Q 25-14, KIIS-FM 34-24.

### WHAM! "Everything She Wants" (Columbia) 125/123

Moves: Up 0, Debuts 1, Same 1, Down 0, Adds 123 including B104, WXKS-FM, WNYS, PRO-FM, WAVA, 94Q, Z93, KEGL, B97, B96, WLS-FM, KBEQ, KIIS-FM, KPLUS.

### JERMAINE STEWART "The Word Is Out" (Arista) 116/4

Moves: Up 62, Debuts 11, Same 36, Down 3, Adds 4, KITS, WKFM, KIKI, WJBO, WXKS-FM 23-17, 94Q 7-6, Z93 10-5, B97 12-7, WNVZ 39-32, FM102 12-10, KMEL 11-10, WBBQ 16-5, WLRS 17-13, T94 2-1, WPFM 23-13.

### JOHN WAITE "Change" (Chrysalis) 114/5

Moves: Up 43, Debuts 10, Same 56, Down 0, Adds 5, WNCI, WLAN-FM, WTLQ, WQUT, KKLS-FM, B96 28-24, ZZ99 28-24, KWK 28-20, KPKE 26-22, Q100 33-30, Q92 30-25, WKRZ-FM 32-29, WKDD 36-28, WIOG 23-11, WJAD 38-33.

### KENNY LOGGINS "Vox Humana" (Columbia) 109/109

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 109 including B104, WHTT, WCAU-FM, B94, WAVA, 94Q, KEGL, WNVZ, B96, WLS-FM, 92X, ZZ99, KHTR, Q103, KPLUS.

### TIME "The Bird" (WB) 102/7

Moves: Up 45, Debuts 20, Same 29, Down 1, Adds 7, WXKS-FM, WNYS, 98PX, Z98, KDON-FM, KHYY, WOMP-FM, WAVA 24-17, B97 9-6, B96 31-25, KMEL 17-13, KPLUS 27-21, Y106 23-14, WRVQ 30-24, OK95 34-29.

### TEARS FOR FEARS "Everybody Wants To Rule The World" (Mercury/PolyGram) 99/55

Moves: Up 0, Debuts 9, Same 35, Down 0, Adds 55 including WXKS-FM, WAVA, Z93, ZZ99, KWK, KKRZ, KS103, WKZL, KJ103, KDON-FM, WKHI, 195 d-40, KMEL d-40, KPLUS d-38.

## MOST ADDED

USA FOR AFRICA (232)  
We Are The World (Columbia)  
WHAM! (123)  
Everything She Wants (Columbia)  
KENNY LOGGINS (109)  
Vox Humana (Columbia)  
BILLY OCEAN (93)  
Suddenly (Arista)  
JOHN FOGERTY (63)  
Rock And Roll Girls (WB)  
DAVID LEE ROTH (62)  
Just A Gigolo/I Ain't Got Nobody (WB)

## HOTTEST

PHIL COLLINS (188)  
One More Night (Atlantic)  
MADONNA (187)  
Material Girl (Sire/WB)  
REO SPEEDWAGON (112)  
Can't Fight This Feeling (Epic)  
MADONNA (108)  
Crazy For You (Geffen)  
TEENA MARIE (85)  
Lovergirl (Epic)  
JULIAN LENNON (68)  
Too Late For Goodbyes (Atlantic)

### BILLY OCEAN "Suddenly" (Arista) 93/93

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 93 including B104, WMAR, PRO-FM, 94Q, Z93, 195, B97, WGCL, WCZY, ZZ99, KKRZ, FM102, KMEL, KUBE.

### PATTI LABELLE "New Attitude" (MCA) 87/20

Moves: Up 19, Debuts 7, Same 41, Down 0, Adds 20 including WNYS, PRO-FM, KIMN, KWOD, K104, WKFM, KXX106, KAMZ, WHOT, KF95, KMGX, KPOP, OK100, WIXV, KHTR.

### ALISON MOYET "Invisible" (Columbia) 67/12

Moves: Up 8, Debuts 5, Same 42, Down 0, Adds 12, WLOL-FM, FM102, KPLUS, WKEE, WTLQ, KWIC, WFMI, KTFM, WJXQ, KTDY, KNOE-FM, KHTR, CHUM 15-12, WLAN-FM d-30, WJBO 40-35.

### DAVID LEE ROTH "Just A Gigolo/I Ain't Got Nobody" (WB) 62/62

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 62 including WHTT, WNYS, B94, WHTX, B96, WGCL, WKTI, KHTR, KMEL, WRCK, WFMI, KHOP, WIKZ, WGLF, KGOT.

### JERMAINE JACKSON & PIA ZADORA "When The Rain Begins To Fall" (Curb/MCA) 62/2

Moves: Up 28, Debuts 3, Same 27, Down 2, Adds 2, WGCL, KBEQ, WNYS 39-34, CKGM 35-31, WCAU-FM 35-32, PRO-FM 34-31, 94Q 22-18, Z93 27-25, KMEL 36-34, K104 29-24, KXX106 20-18, KF95 36-33, WZYQ 39-37, WCGQ 26-22, WCIL-FM 25-18.

### HOWARD JONES "Things Can Only Get Better" (Elektra) 52/52

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 52 including WCAU-FM, CFTR, 195, KIMN, Q103, KKRZ, KMJK, KMEL, KPLUS, KUBE, WKRZ-FM, KX104, KDON-FM, KKLS-FM, KZOZ.

## SIGNIFICANT ACTION

### POINTER SISTERS "Baby Come And Get It" (Planet/RCA) 48/48

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 48 including WCAU-FM, 94Q, 93FM, Y100, WNVZ, ZZ99, Q100, WVSR, WTLQ, WME, WZPL, KOFM, KIKX, KQMO, KHOP.

### PAUL HARDCASTLE "Rain Forest" (Profile) 41/3

Moves: Up 13, Debuts 0, Same 21, Down 4, Adds 3, KZZB, KMGX, KRQ, WXKS-FM on, FM102 1-1, WBBQ 31-27, KTKS 37-29, KSET-FM 33-23, WANS-FM 29-20, KIK on, WJXQ on-dp, KHYY 13-11, Q104 18-15, WPFM 11-9.

### KOOL & THE GANG "Fresh" (De-Lite/PolyGram) 38/37

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 37 including 94Q, Z93, KEGL, WVSR, WSPK, 94TYX, Y106, KJ103, KOFM, KF95, KIKI, KPOP, KSKD, WKHI, WDBR.

### LIMAH "Never Ending Story" (EMI America) 36/18

Moves: Up 0, Debuts 0, Same 18, Down 0, Adds 18 including WNVZ, K104, WERZ, WPST, WKRZ-FM, KZZB, WOKI, KZIO, WKFR, KEYN-FM, KZZU, WCGQ, WCAU-FM on, KS103 on, KRQ on.

### SHEENA EASTON "Swear" (EMI America) 35/35

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 35 including KAFM, WHYT, WFLY, Q100, WERZ, WLAN-FM, KHFI, KWIC, WJZR, WKDD, WME, KOFM, KQMO, KSKD, KHYY.

### ALPHAVILLE "Forever Young" (Atlantic) 33/7

Moves: Up 5, Debuts 1, Same 20, Down 0, Adds 7, CFTR, WPST, WRCK, WHOT, WIKZ, WPFM, WHSL, WLAN-FM 15-12, WZLD on, WOKI on, WFMI on, KSND 34-32, 95XIL 39-36, WOMP-FM d-39, WIXV 39-35.

### GIUFFRIA "Lonely In Love" (Camel/MCA) 32/31

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 31 including WGCL, WERZ, WHTF, WQID, WNOK-FM, WFMI, KX104, WRNO, WKDD, KRKD, WHOT, KPOP, KZZU, KHYY, KEGL on.

### MARY JANE GIRLS "In My House" (Gordy/Motown) 31/9

Moves: Up 2, Debuts 0, Same 20, Down 0, Adds 9, 195, WHYT, KMEL, KITE, Y106, WFBG, WQCM, KKQV, KIST, CKOI on, Q100 on, KOFM 37-36, WHOT on, KKF on, KCAQ 35-33.

### KATRINA AND THE WAVES "Walking On Sunshine" (Capitol) 30/29

Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 29 including Q100, K104, WERZ, WSPK, 93Q, WJZR, WZLD, WANS-FM, WJXQ, KOKO, KEYN-FM, KF95, KLUC, KSKD, KISN, Z104 d-39.

### LOS LOBOS "How Will The Wolf Survive?" (Slash/WB) 30/15

Moves: Up 2, Debuts 2, Same 11, Down 0, Adds 15 including WCAU-FM, 93Q, WZLD, WANS-FM, WHOT, KIKX, KQMO, KHOP, KSKD, KZZU, KQIZ-FM, WDBR, WTLQ d-39, KX104 35-28, WJBO 29-25.

### LUTHER VANDROSS "Til My Baby Comes Home" (Epic) 29/16

Moves: Up 0, Debuts 4, Same 9, Down 0, Adds 16 including WXKS-FM, Y100, WGCL, WHYT, WPST, KZZB, KITE, KSET-FM, WHOT, KSKD, KDON-FM, KCDQ, KPLUS d-40, KIKI d-38, KOZE d-33.

### MIDNIGHT STAR "Scientific Love" (Solar/Elektra) 27/3

Moves: Up 3, Debuts 0, Same 21, Down 0, Adds 3, CKOI, KDON-FM, Q101, WXKS-FM on, 195 37-35, FM102 22-16, KMEL on, Q100 on, WVSR on, WZLD on, KAMZ on, KJ103 on, KAMZ on, KJ103 on, KOFM on, KMGX on, WOAY 38-37.

### GENERAL PUBLIC "Never You Done That" (IRS/A&M) 25/10

Moves: Up 0, Debuts 1, Same 14, Down 0, Adds 10, CKOI, 93Q, WKFM, WRCK, WFMI, KZIO, KCAQ, WJBO, KKQV, 99KG, KWIC on, KSND on, KMGX on-dp, KDON-FM on, KBIM d-38.

### BARBRA STREISAND "Emotion" (Columbia) 23/1

Moves: Up 4, Debuts 3, Same 15, Down 0, Adds 1, WHSL, WMAR d-40, WCAU-FM on, WNVZ d-39, Q103 on, KZZP on, WKRZ-FM on, WTLQ 37-36, WOKI on, WKDQ 39-35, KEYN-FM on, KIKX on, WOMP-FM 39-37, KBOZ-FM d-35, KCDQ 23-21.

### DAN FOGELBERG "Go Down Easy" (Full Moon/Epic) 20/20

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 20 including WCAU-FM, WNVZ, Q103, WOKI, KBFM, KIKI, WJXQ, WKFR, KKF, KZZU, WOAY, WSQV, WJAD, KFVR, KCDQ.

### DONNIE IRIS "Injured In The Game Of Love" (HME/CBS) 20/1

Moves: Up 3, Debuts 1, Same 15, Down 0, Adds 1, WERZ, B94 d-29, WHTX 27-26, WGCL 35-32, Q100 on, WHTF on, WJZR on, WKDD on-dp, KZIO on, WJXQ 40-38, KKQV on, WHSL on.

### MANHATTANS "You Send Me" (Columbia) 18/1

Moves: Up 3, Debuts 2, Same 12, Down 0, Adds 1, KKF, WNVZ d-35, WKRZ-FM on, KAMZ on, KSET-FM on, KTFM d-30, KIK on, WKDQ 35-30, KIKI 33-29, WZON on, WKHI on, KIST 39-32.

### JESSE JOHNSON'S REVUE "Be Your Man" (A&M) 11/4

Moves: Up 0, Debuts 1, Same 6, Down 0, Adds 4, FM102, WTLQ, WNOK-FM, KHTR, KMEL d-38, WSSX on, KAMZ on, KQMO on, KCAQ on, KTDY on.

### MAZE featuring FRANKIE BEVERLY "Back In Stride" (Capitol) 10/2

Moves: Up 2, Debuts 0, Same 6, Down 0, Adds 2, WHYT, WZLD, WXKS-FM on, 195 26-25, B96 30-27, WERZ on-dp, WTLQ on, KITE on, KSET-FM on, WJAD on-dp.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/title designation indicate the total number, how many added it for the first time this week. Moves indicate the type of activity this week; Up for upward chart movement. Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels. Note: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40.

Contemporary Hit Radio

Three Two Last  
Weeks Weeks Week

1	1	1	1	REO SPEEDWAGON/Can't Fight This Feeling (Epic)
10	6	2	2	MADONNA/Material Girl (Sire/WB)
20	7	5	3	PHIL COLLINS/One More Night (Atlantic)
9	5	4	4	JULIAN LENNON/Too Late For Goodbyes (Atlantic)
15	9	7	5	TEENA MARIE/Lovergirl (Epic)
12	8	6	6	JOURNEY/Only The Young (Geffen)
22	12	9	7	SURVIVOR/High On You (Scotti Bros./CBS)
3	2	3	8	DAVID LEE ROTH/California Girls (WB)
28	20	14	9	MICK JAGGER/Just Another Night (Columbia)
19	14	11	10	DURAN DURAN/Save A Prayer (Capitol)
-	38	20	11	MADONNA/Crazy For You (Geffen)
18	16	13	12	TINA TURNER/Private Dancer (Capitol)
27	21	15	13	BRYAN ADAMS/Somebody (A&M)
33	28	17	14	BRUCE SPRINGSTEEN/I'm On Fire (Columbia)
25	19	16	15	BILLY JOEL/Keeping The Faith (Columbia)
16	11	10	16	FRANKIE GOES TO HOLLYWOOD/Relax (ZTT/Island)
31	26	18	17	PRINCE/Take Me With U (WB)
4	4	8	18	GLENN FREY/The Heat Is On (MCA)
2	3	12	19	WHAM!/Careless Whisper (Columbia)
-	35	24	20	CHICAGO/Along Comes A Woman (Full Moon/WB)
39	36	27	21	COMMODORES/Nightshift (Motown)
37	33	25	22	ANIMOTION/Obsession (Mercury/PG)
-	40	31	23	DeBARGE/Rhythm Of The Night (Gordy/Motown)
24	22	19	24	JOHN PARR/Naughty Naughty (Atlantic)
-	-	33	25	DON HENLEY/All She Wants To Do Is Dance (Geffen)
35	32	29	26	CARS/Why Can't I Have You (Elektra)
-	-	34	27	DIANA ROSS/Missing You (RCA)
36	34	32	28	D. BOWIE & P. METHENY/This Is Not America (EMI America)
8	8	21	29	FOREIGNER/I Want To Know What Love Is (Atlantic)
BREAKER	30	30	30	USA FOR AFRICA/We Are The World (Columbia)
-	-	40	31	GREG KIHN/Lucky (EMI America)
32	30	30	32	AUTOGRAPH/Turn Up The Radio (RCA)
DEBUT	30	30	33	FOREIGNER/That Was Yesterday (Atlantic)
7	16	23	34	POINTER SISTERS/Neutron Dance (Planet/RCA)
DEBUT	16	23	35	FIRM/Radioactive (Atlantic)
11	18	28	36	KOOL & THE GANG/Misled (De-Lite/PG)
BREAKER	18	28	37	MURRAY HEAD/One Night in Bangkok (RCA)
DEBUT	18	28	38	DAN HARTMAN/Second Nature (MCA)
DEBUT	18	28	39	SIMPLE MINDS/Don't You (Forget About Me) (A&M)
DEBUT	18	28	40	ERIC CLAPTON/Forever Man (WB)

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Adult / Contemporary

8	6	3	1	PHIL COLLINS/One More Night (Atlantic)
3	1	1	2	JULIAN LENNON/Too Late For Goodbyes (Atlantic)
2	2	2	3	REO SPEEDWAGON/Can't Fight This Feeling (Epic)
10	7	5	4	COMMODORES/Nightshift (Motown)
4	3	4	5	BILLY JOEL/Keeping The Faith (Columbia)
22	15	9	6	DeBARGE/Rhythm Of The Night (Gordy/Motown)
1	4	6	7	WHAM!/Careless Whisper (Columbia)
5	5	7	8	KENNY ROGERS/Crazy (RCA)
23	17	12	9	MANHATTANS/You Send Me (Columbia)
14	9	8	10	ERIC CARMEN/I Wanna Hear It From Your Lips (Geffen)
-	23	17	11	BRUCE SPRINGSTEEN/I'm On Fire (Columbia)
-	-	21	12	MADONNA/Crazy For You (Geffen)
24	21	15	13	DOLLY PARTON/Don't Call It Love (RCA)
9	10	11	14	DIANA ROSS/Missing You (RCA)
-	24	18	15	BARBRA STREISAND/Emotion (Columbia)
6	8	10	16	FOREIGNER/I Want To Know What Love Is (Atlantic)
BREAKER	17	17	17	USA FOR AFRICA/We Are The World (Columbia)
-	22	20	18	DAN HARTMAN/Second Nature (MCA)
-	25	22	19	JANEY STREET/Under The Clock (Arista)
15	12	13	20	ANNE MURRAY/Time Don't Run Out On Me (Capitol)
7	11	14	21	STEVE PERRY/Foolish Heart (Columbia)
BREAKER	22	22	22	SADE/Smooth Operator (Portrait/CBS)
11	14	19	23	CHICAGO/You're The Inspiration (Full Moon/WB)
19	18	23	24	POINTER SISTERS/Neutron Dance (Planet/RCA)
17	16	16	25	D. WARWICK & G. JONES/Finder Of Lost Loves (Arista)

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Three Two Last  
Weeks Weeks Week

-	13	4	1	ERIC CLAPTON/Forever Man (WB)
5	4	3	2	DON HENLEY/All She Wants To Do Is Dance (Geffen)
3	2	2	3	FIRM/Radioactive (Atlantic)
-	-	14	4	T. PETTY & THE.../Don't Come Around Here... (MCA)
6	6	6	5	JOHN FOGERTY/Rock And Roll Girls (WB)
1	1	1	6	MICK JAGGER/Just Another Night (Columbia)
11	8	7	7	BRUCE SPRINGSTEEN/I'm On Fire (Columbia)
9	9	9	8	FOREIGNER/That Was Yesterday (Atlantic)
16	16	11	9	SIMPLE MINDS/Don't You (Forget About Me) (A&M)
7	5	5	10	D. BOWIE w/P. METHENY/This Is Not... (EMI America)
25	17	16	11	MICK JAGGER/Lonely At The Top (Columbia)
2	3	8	12	PHIL COLLINS/One More Night (Atlantic)
15	14	13	13	SANTANA/Say It Again (Columbia)
10	10	10	14	ALAN PARSONS PROJECT/Let's Talk About... (Arista)
4	7	12	15	BRYAN ADAMS/Somebody (A&M)
-	33	22	16	CHICAGO/Along Comes A Woman (Full Moon/WB)
13	12	15	17	DAVID LEE ROTH/Easy Street (WB)
28	21	20	18	GREG KIHN/Lucky (EMI America)
35	22	21	19	FIRM/Closer (Atlantic)
BREAKER	20	20	20	TEARS FOR FEARS/Everybody Wants... (Mercury/PG)
19	18	18	21	TRIUMPH/Follow Your Heart (MCA)
59	39	30	22	VAN MORRISON/Tore Down A La... (Mercury/PG)
40	29	24	23	LOS LOBOS/Will The Wolf Survive? (Slash/WB)
36	27	25	24	DEEP PURPLE/Nobody's Hero (Mercury/PG)
BREAKER	25	25	25	USA FOR AFRICA/We Are The World (Columbia)
38	30	27	26	GARY O'/Shades Of '45 (RCA)
BREAKER	27	27	27	G. THOROGOOD & THE.../I Drink Alone (EMI America)
32	23	23	28	TUBES/Piece By Piece (Capitol)
12	15	19	29	CARS/Why Can't I Have You (Elektra)
48	35	35	30	FIRM/Satisfaction Guaranteed (Atlantic)

Complete Tracks Chart  
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Black/Urban

9	3	2	1	LUTHER VANDROSS/'Til My Baby... (Epic)
14	8	3	2	JESSE JOHNSON'S REVUE/Be Your Man (A&M)
2	1	1	3	COMMODORES/Nightshift (Motown)
7	6	4	4	W. FELDER f/B. WOMACK/I'll Still Be Looking... (MCA)
21	15	9	5	MAZE f/FRANKIE BEVERLY/Back In Stride (Capitol)
10	7	7	6	PATTI LABELLE/New Attitude (MCA)
31	21	14	7	DeBARGE/Rhythm Of The Night (Gordy/Motown)
16	13	10	8	GLADYS KNIGHT & PIPS/My Time (Columbia)
5	5	5	9	TINA TURNER/Private Dancer (Capitol)
19	16	12	10	DAZZ BAND/Heartbeat (Motown)
4	4	8	11	ASHFORD & SIMPSON/Outta The World (Capitol)
38	27	18	12	MARY JANE GIRLS/In My House (Gordy/Motown)
28	18	13	13	WHISPERS/Some Kind Of Lover (Solar/Elektra)
-	29	22	14	MIDNIGHT STAR/Scientific Love (Solar/Elektra)
34	26	21	15	JENNY BURTON/Bad Habits (Atlantic)
1	2	6	16	CHAKA KHAN/This Is My Night (WB)
22	19	17	17	JOHNNY GILL/Half Crazy (Cotillion/Atco)
32	23	20	18	PRINCE/Take Me With U (WB)
-	35	27	19	MANHATTANS/You Send Me (Columbia)
-	-	30	20	ALEXANDER O'NEAL/Innocent (Tabu/CBS)
12	11	11	21	WHAM!/Careless Whisper (Columbia)
-	-	33	22	SHALAMAR/My Girl Loves Me (Solar/Elektra)
40	32	29	23	N.M. WALDEN w/P. AUSTIN/Gimme... (WB)
DEBUT	32	29	24	SADE/Smooth Operator (Portrait/CBS)
33	28	25	25	ROCKIE ROBBINS/We Belong Together (MCA)
11	10	15	26	READY FOR THE WORLD/Tonight (MCA)
-	39	34	27	S.O.S. BAND/Weekend Girl (Tabu/CBS)
35	33	31	28	RUN D.M.C./King Of Rock (Profile)
13	17	19	29	POINTER SISTERS/Neutron Dance (Planet/RCA)
-	-	39	30	GAP BAND/I Found My Baby (Total Experience/RCA)
BREAKER	31	31	31	KOOL & THE GANG/Fresh (De-Lite/PG)
-	-	38	32	B.B. KING/Into The Night (MCA)
3	9	16	33	DIANA ROSS/Missing You (RCA)
-	-	37	34	AL JARREAU/Raging Waters (WB)
BREAKER	35	35	35	TEMPTATIONS/My Love Is True... (Gordy/Motown)
-	-	40	36	EUGENE WILDE/Rainbow (Philly World/Atlantic)
BREAKER	37	37	37	MELBA MOORE/Read My Lips (Capitol)
-	40	36	38	D. WARWICK & G. JONES/Finder Of Lost Loves (Arista)
BREAKER	39	39	39	JEFF LORBER f/AUDREY WHEELER/Step By Step (Arista)
DEBUT	39	39	40	SAM BOSTIC/Cold Tears (Atlantic)

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