

#### **RATING THE FORMATS**

Lon Helton continues his succinct analysis of the top Country ratings battles, Jhan Hiber looks at CHR's state of health, and Steve Feinstein fashions the definitive AOR ratings scoreboard. Page 18, 44, 56

#### **DEMOGRAPHIC RANKINGS**

Further demographic profiles on top ten stations in 25-54, 18-49, 18-34, and teen categories.

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#### **GUNFIGHT AT THE BIG D CORRAL**

A trio of CHR big guns are fighting it out in Dalfas, and Joel Denver hears what they've got in their holsters.

#### IN THE NEWS THIS WEEK

- R&R offers new on-line services
- . C.C. Matthews PD at WWNK-AM & FM
- . Andy Bickel PD at WIBC
- . Ron Brittain joins WZGO
- Larry Travers PD at WLYF
- · Alan Furst PD at WLW
- · Ron Nenni PD at KOME
- John King PD at WKKX
- Dennis Gwiazdon GM at KKAT
- Tennessee recording tax overturned · Al Evans Mgr/Group Ops. for Newport/Sudbury
- Dave Urbach GSM at K101
- Bill Straus GSM at KBZT
- Osborn buys WKRZ-AM & FM

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#### SPOTTING DANGER SIGNS ON RECORDS A/C programmers generally exercise

caution on their playlists, and five PDs tell Donna Brake their early warning signs for records that aren't happening. Page 47

TURNING UNDER TURNOVER Management columnist Charles Warner provides some practical hints on how to

Page 24

#### cut down employee turnover. KTTL HEARING PLANS **DRAW FIRE**

The FCC's license hearing for hatemongering KTTL/Dodge City will only peripherally deal with the station's anti-Semitic broadcasts, and a number of organizations had harsh words for the Commission.

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#### FOURTH QUARTER AND THE **CLOCK IS RUNNING**

Radio stations need to get their fourth quarter plans together. Harvey Mednick outlines the preparation steps.

Page 25

#### **NEXT WEEK IN R&R**

Steve Feinstein travels to New York for a firsthand comparison of the city's two AORs.

Newsstand Price \$3.50



Programming Teams

With United Broadcasting's ming changes. John Columbus,

Columbus VP/Sales; Fey, O'Neil, Franseen Head WYST;

#### McNeill Returns To WMZQ As OM, FM PD

Bob McNeill has been named Operations Director for WMZQ-AM & FM/Washington, DC and PD for WMZQ-FM. The appointment marks McNeill's return to Viacom - he spent two years with KIKK/Houston and to WMZQ-FM, a station he programmed from 1981-1983. Since leaving 'MZQ, McNeill programmed WRVQ/Richmond for two years and most recently spent six months as WMXJ/Miami PD.

WMZQ VP/GM Frank Byre told R&R, "Bob's abilities and Bob McNeill background, especially with re-

supervising all of the stations

sales forces. Succeeding him as

Station Manager is GSM Scott

Fey, who in turn is replaced by

Regional Sales Manager Kathy



search, will be invaluable with what we want to do here It's nice to have someone who's familiar with the market, since Country in the Northeast and particularly in DC is not like Country anyplace else. We're glad to have Bob back home.

Commenting on his return, McNeill said, "It's hard to turn down the opportunity to join a radio station that's in the posi-tion this one's in. Any time you can 'go home again' to a place like this, there's no question but that you do it."

WMZQ FM PD Cliff Blake will be leaving the station next week. AM PD Gary Balaban will remain in place.

Mitchell

New PD

At KWK

#### 'Super' Radio Group Gets Cold Shoulder

Bailey To WDJY; Mercer Back To KALI

NRBA picked up no support for a radio-only "super" association last week at a summit attended by leaders of nine national and three state broadcast associations in Washington.

license renewal proceedings

nearly over, the nine-station

company has announced sever-

al management and program-

cussion, the idea of dismantling NAB, NRBA, and RAB for some fantasy association seemed to the group to be ill-advised and poorly timed," said NAB President Eddie Fritts.

RAB President Bill Stakelin summed up, "The overall consensus was that we're all responsive to our members and

#### Convention Split **Gains Support**

United Resets Management,

VP/GM at United's Oldies-A/C

combo WYST-AM & FM/Balti-

more, has been named to the

newly-created post of VP/Sales,

In fact, there are signs that NRBA's bid for industry unity for WYST (AM). As a result, 'SUPER' GROUP/See Page 11

Additionally, former KMJQ/ Houston and WYLD/New Orleans programmer Brute Bailey has joined United as PD at

Franseen.

Urban outlet WDJY/Washington, taking over for Dan O'Neil, who returns to WYST-FM as PD; Cindy Walker remains PD

UNITED/See Page 8

#### "After questioning and dis-

#### Owens Joins KKGO

Gannett VP/Creative Services and legendary radio talent Gary Owens will join Jazzformatted KKGO/Los Angeles as morning man. Working with Owens will be three-year KKGO this is an idea whose time has personality Laura Lee; the two will integrate news and traffic

Gary Owens reports into a jazz-oriented MOR program.

Regarding Owens's continuing commitment to crosstown Gannett (owner of CHR outlets KIIS-AM & FM). Mt. Wilson Broadcasting President Saul Levine told R&R, "I don't see any problem with that. We and Gannett are totally noncompetitive. I can't tell you how excited we are to get aa man of Gary's caliber.'

In addition to two decades at neighbor KMPC and five more with KFWB, Owens has handled mornings at former Big Band outlet KPRZ (now KIIS-AM). While he enjoys his post at Executive Bob Benson told Gannett, Owens said he missed sitting in front of a live mike. "And, as the words of the famous philosopher Mario Puzo describe, 'It was one of those of-ABC/See Page 11 fers I couldn't refuse."



Garry Mitchell

Veteran programmer Garry Mitchell has been named PD of Robinson Broadcasting's KWK/St. Louis, Mitchell, formerly at KBZT/San Diego and WBJW (BJ105)/Orlando, replaces OM C.C. Matthews, who left to join WSAI & WKXF/Cincinnati. (see Page 3)

KWK & KGLD Executive VP/GM Bill Latz told R&R, "Consultant Mike McVay and I knew the caliber of individual we wanted and have found that in the talents of Garry Mitchell. He brings to the table the skills of a manager and the savvy of a programming strategist."

Mitchell, who assumes his new duties August 26, said, "The challenge of returning to CHR at such a fine facility as KWK is a programmer's dream. The promotional and programming skills we utilized to win at BJ105 will come to play as we continue to beat KHTR in St. Louis."

#### Forth, Krane Upped To VP At ABC Nets



Dan Forth

The ABC Radio Networks have placed the direct supervision of the six networks under two newly-promoted Vice Presidents. Rock Network Director Dan Forth becomes VP/Group Network Director/ABC Young Adult Radio Networks, overseeing the Rock, FM, and Contemporary nets. Information Network Director Stu Krane is now



Stu Krane

VP/Group Network/ABC Adult Networks, including the Information, Entertainment, and Direction nets.

ABC Radio Networks VP/Sr. R&R that the moves were designed with efficiency in mind. "Our response was having these two proven perform-

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#### PAGE THREE

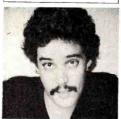
AUGUST 23, 1985

#### BEATING **BURNOUT AT NOSTALGIA** STATIONS

Easy Listening guest columnist Steve Stevens of WOKY/Milwaukee suggests ways to avoid the burnout factor at Nostalgia/Big Band stations Page 51

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 Country Chart
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 A/C Chart ......96 AOR Chart Black/Urban Chart ..... CHR Chart ......96



#### Nenni PD At KOME

WHJY/Providence PD Ron Nenni has been named PD at Infinity AOR KOME/San Jose, replacing Pat Evans, who transferred to PD at sister WXRK (K-ROCK)/New York late last month. No replacement has been named at WHJY.

KOME GM Jim Hardy told R&R, "Ron's well-rounded and executes well. At 'HJY he worked in a situation similar to the one here taking an already solid station and building on it."

Nenni commented, "The station's heritage, the staff's enthusiasm, management's support, and the company's dynamics make KOME a great package. I'm particularly excited to work for a company that'll provide all the tools necessary to win big."

Nenni's nine years in radio includes MD/air personality stints at WPDH/Poughkeepsie, WPYX/Albany, and WDVE/Pittsburgh. He had been WHJY's PD for a year.

#### MATTHEWS PROGRAMS NEW CINCY COMBO

#### **WSAI & WKXF Drop Country,** Switch To WWNK-AM & FM

thews has been named Program Director for WSAI & WKXF/Cincinnati. The Country outlets, which will become WWNK-AM & FM next Monday, dropped the Country format this week (8-21). At presstime, Matthews would only say that the stations will both lean "in a more contemporary direction" and that they "definitely would not be Country.

The stations' AM & FM Operations Manager Jim McKnight told R&R, "We're very happy to get C.C. in here to program these stations. E. Alvin Davis is our consultant and C.C. has worked with him on several occasions."

Matthews said, "I'm looking forward to working with Booth/American here in Cincinnati. We may be on the bottom right now, but we don't plan on staying here for long.'

Matthews has been KWK & KGLD/St. Louis OM since Janu-

Cox's WZGO (Z106)/Philadel-

phia has hired WHTZ (Z100)/New

York morning cohost Ross Brittain

to do mornings under a three-year

deal in excess of \$500,000. He replaces the previous morning team

Randall & Cooke, and will become

the nucleus of a new multi-person

morning effort for the CHR outlet.

**WLYF PD** 

Larry Travers, WLYF/Miami

overnight personality, has been promoted to PD. He succeeds

George Rudolph, who was appoint-

ed Station Manager at KUMU-AM

Travers told R&R, "I'm delight-

ed. There won't be any appreciable or immediate changes to WLYF's

Easy Listening format. We've en-

joyed a position of dominance in

the market for some time, and we

intend to continue on that same

& FM/Honolulu last week.

Travers

THREE-YEAR \$500,000 DEAL

**Brittain Joins WZGO** 

Cleveland for six months and prior to that he spent a year and a half in Cincinnati, where he put WLLT on

As part of the changes, McKnight said two parttimers and one fulltimer from WSAI & WKXF will stay with the stations and nine

staffers were let go last week. With further staff announcements still to come, Matthews did say that current WLLT PD Dick Shannon will be joining WWNK for afternoons.

When the stations officially become WWNK, it will mark the first time since 1921 that Cincinnati has been without the WSAI call letters.

#### **MUSIC CHARTS ARRIVE FIRST**

#### **R&R Introduces On-Line Information**

tional Management Communications (IMC) have reached an agreement which will allow R&R for the first time to provide Back Page chart information electronically. The national activity level figures (total stations/adds) for all formats will also be available.

The service, expected to start

this fall, will allow IMC subscribers to access R&R chart data within several hours of the airplay information deadlines. Explained R&R VP/Communications Dick Rubin, "Both our readers and IMC's current subscribers, here and abroad, have expressed interest in getting chart information before the paper arrives. With the data on-line, you can have the R&R charts in your office, home, or hotel room at your convenience faster than if we put your paper on the Concorde."

IMC is an electronic communications and information distribution company targeting the entertainment business - specifically, ar-tists, managers, and agents. Be-sides the R&R charts, IMC offers international electronic mail, news wires, and a variety of entertainment information services.

Rubin added, "Being a part of the electronic community will be convenient to record labels, radio groups, program suppliers, rep firms, and other industry professionals who exchange information between different cities."

For more information, contact IMC at (212) 757-0320 or (213)



"Ross is an absolute professional. He's a hard worker, intelligent and creative, and will assume a posi-tion of leadership on staff here."

PD Steve Davis added, "With the spotlight on Ross, we'll be adding support crew such as news, traffic, a possible sports host, plus a sidekick. Ross will be in Philadelphia the first week of September and on BRITTAIN/See Page 8

#### **NEW CALLS WDJX**

#### WKJJ Drops A/C, Goes CHR

has announced it will give up A/C for CHR on August 30, adopting new call letters WD.IX

Kevin Kenney will stay on as PD. He told R&R, "The station as WKJJ has been a myriad of formats from A/C to a 'flamethrower' CHR many years ago. All those formats have contributed to a real fuzzy image in the market. We're going to get rid of the calls and come on with something so hot, Louisville won't know what hit it!"

Personnel changes include the hirings of air talents Billy Dee, formerly with WZKS/Nashville, and Dave Thompson from WSTO/ Evansville. Kenney added that he also plans to hire a new morning

#### Furst WLW's New PD

Alan Furst has been named PD at A/C WLW/Cinncinati, effective September 3. He was most recently PD at Country WIRE/indianapo-

Dave Martin, Republic Broadcasting President and WLW & WSKS GM, told R&R, "I think Alan comes eminently qualified to be program director at WLW. As far as programming goes, we plan to stay the course. The fact that he has been programming Country has no bearing on what we plan to

Republic VP/Operations Randy Michaels added, "I've known Alan for years and we think he'll bring a combination of strong marketing and fine ability to work with air talent that is really required for this kind of radio station and this job.

Alan commented, "The station has an extremely talented staff, and is making a comeback and sounding very hot. I can't wait to

Furst has programmed WIRE for the last year and a half. Before that he programmed WCAW/Char-leston, WV for nearly two years and WEEP/Pittsburgh for two and



Andy Bickel

#### **Bickel PD** At WIBC

Andy Bickel has been named PD at WIBC/Indianapolis. Bickel was PD at WBT/Charlotte from 1973-82. serving as National PD for Jefferson Pilot from 1979-82. More recently he consulted stations in the Charlotte area and was GM for WGSP/Charlotte for a year.

WIBC VP/GM Roy Cooper told R&R, "Andy's a uniquely-qualified individual to program a station like WIBC, one of the full-service MORs that survives the battle. There aren't too many people running around who understand fullservice-type stations any more. They are different animals, and for the most part, very complex. Andy certainly understands the ingredients to make them work and be

#### King PD At WKKX



After 14 years with Great Trails Broadcasting, WING & WGTZ/ Dayton Operations Manager John King has been named PD for Gateway Radio Partners' newly-acquired WKKX/St. Louis. Licensed to suburban Jerseyvile, IL, WKKX have moved its tower and increased power to 50 kw, and will begin serving the St. Louis metro area from new studios near the end of September. The format has not been

WJBM & WKKX VP/GM Bob Backman said, "John doesn't move around a lot, so we feel lucky to have hired him. John's definitely one of the brightest guys I've ever run across, as he's very businesslike, research-oriented, and thinks strategically."

King spent eight years with WING & WGTZ, the last four as OM. He previously worked as afternoon personality at co-owned KING/See Page 11

#### **R&R Takes** Labor Day Holiday

As in years past, the R&R offices in Los Angeles, Washington, Nashville, and New York will be closed on Monday, September 2 in observance of the Labor Day holiday. R&R will resume regular office hours on Tuesday, September 3.

#### TRAVERS/See Page 6 Gwiazdon New **GM At KKAT**



Dennis Gwiazdon

KXOA-AM & FM/Sacramento GSM Dennis Gwiazdon has been named GM at Brown Broadcasting's newly-acquired Country sister station KKAT/Salt Lake Ci-

Commented Brown Director/Operations Phil Melrose, "After 11 GWAIZDON/See Page 8



VP/GM Bill Phippen told R&R.

Great Trails' WKJJ/Louisville

personality.

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KATE BUSH/RUNNING UP THAT HILL the first single from the forthcoming album "HOUNDS OF LOVE" produced by Kate Bush

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#### Young Makes No Secret Of Association



Columbia's Paul Young visited Los Angeles to finish up his worldwide tour in support of his new LP, "The Secret Of Association." Partying backstage (I-r) are KMET MD Pam Edwards, Paul Young, Denise Ellis, KLOS's Gino Mitchellini, KIIS-AM & FM MD Gene Sandbloom, and Columbia's Bob Garland



Capitol executives were backstage to congratulate King Kobra on their performance at L.A.'s Country Club. Shown here It-i are KK's Mick Sweeda, Pasha's Spencer Proffer, KK's Mark Free and Carmine Appice, Capitol VP Bill Burks and President Don Zimmermann, KK's Johnny Rod, Capitol VP Don Grierson, label's Stephen Powers, and VP Ray

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#### Urbach K101's **New GSM**

David Urbach, former National Sales Manager at KIIS/Los Angeles, has been named GSM at Price Communications' KIOI/San Francisco effective September 3. Urbach replaces Bill Gilreath, who was upped to GM for the outlet.

Urbach commented, "It has been a real pleasure to have been a part of all the great things that have happened at KIIS for the past three years. But I'm also looking forward to what's coming up at K101 and Price Communications."

Urbach has been at KIIS for the past three years, first as Local Sales Manager, then as NSM. Prior to that he was Sales Manager of the Los Angeles office of Hillier, Newmark, Wechsler & Howard

#### **Straus** Upped To **KBZT GSM**

KBZT (K-Best)/San Diego National Sales Manager Bill Straus has been promoted to GSM. In his new role, Straus will maintain his NSM duties

Said GM Tim Hahnke, "Bill has earned great respect within the national sales community. I'm confident he'll continue doing an excellent job as GSM."

Straus started in sales in 1980 at KTAR/Phoenix. After moving up to LSM, he joined KBZT in 1982, and became NSM there 15 months ago. "I inherit one of the finest sales staffs in radio today," he told R&R, "and I intend to maintain the same high level of success as my predecessor, Tim Hahnke."

It was also announced that KOY/Phoenix Account Executive Gary Robb is KBZT's new Local Sales Manager. Added Straus, "I have the the good fortune of starting in this position with a guy like Gary Robb spearheading the local

#### Travers

Continued from Page 3

Prior to joining WLYF in 1983, Travers worked as a staff announcer at WLQY & WKQS/Ft. Lauderdale-Hollywood. His 20-year radio and television broadcasting career includes stints as PD of WANN/ Annapolis, MD and announcer at WMAR-FM & TV/Baltimore. He will begin his new duties August 24, and will also handle a 7-10pm air-

#### **Evans Newport-**Sudbury Manager

KNBY & KOKR/Newport, AR GM Al Evans has been promoted to Manager/Group Operations for parent Newport Broadcasting/ Sudbury Services, which also owns seven other stations in Arkansas. In his new role, Evans will oversee all of the group's stations, relocating to company headquarters in Blytheville, AR.

President Harold Sudbury Jr. noted, "Al has been with us for 20 years, and shares our commitment to community involvement and professionalism."

A 31-year broadcaster, Evans has managed KNBY & KOKR for the last 16 years. "We expect to be one of the biggest and best radio groups in the country in a number of years, and that's what we're going to work toward."

In addition to the Newport combo, Newport/Sudbury also operates KLCN & KHLS/Blytheville. KAWW-AM & FM/Heber Springs KHPA/Hope, KTPA/Prescott, and KSUD/West Memphis.

#### STAFF

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#### **KMGG-FM Los Angeles** GM: Don Nelson PD: Ron Rodrigues

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#### WLTF-FM Cleveland

GM: Gordon Stenback PD: Dave Popovich Up 5.5 to 7.3! Once again, the #1 A/C in Cleveland.

#### WLOL-FM Minneapolis

GM: Doyle Rose PD: Tac Hammer Up 8.5 to 9.4! Once again, the #1 CHR in Minneapolis

#### WJYO-FM Orlando

GM: Harvey Tate PD: David Sousa Flat 12.9 to 12.6! Now, the #1 station in Orlando.

#### WIQB-FM Ann Arbor

GM: Ernie Winn PD: Brent Alberts Up 6.3 to 9.1! Now, the #2 station in Ann Arbor (second only to Detroit's WJR).

#### **WVIC-FM Lansing**

GM: Bob Goodrich PD: Mark Maloney Up 17.1 to 20.5! Once again, the #1 station in Lansing.

#### WIOG-FM Saginaw

GM: John Casey PD: Rick Belcher Up 16.6 to 19.4! Once again, the #1 station in Saginaw. Also, #2 Flint TSA.

#### WGGZ-FM Baton Rouge

GM: Manuel Broussard PD: Michael Adams Debuts with a 9.6! #3 in Baton Rouge their first book.

\*Spring 1985 Arbitron. Total Persons. AQH M/S, 6A-12M, Total Week

#### WZZP-FM South Bend

GM: Vince Ford PD: I.I. Duling Debuts with a 12.1! #2 in South Bend their first book.

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#### **NEWS IN BRIEF**



Joe Kiener

- KEN GAINES, after serving 11 years as GM at KTOK/Oklahoma City, becomes VP/GM at Penn Communications Group's newly-acquired N/T-A/C combo KVOR & KSPZ/Colorado Springs.
- HELEN MIRONES has been named VP/Controller at Drake-Chenault. A six-year company veteran, she has advanced from accountant through the financial ranks to the new post.
- BUDDY HOWELL advances from Sales Manager to General Manager at Country outlet KLLL/Lubbock.



Helen Mirones

- DAVE NELSON, morning personality at KCUB/Tucson, promoted to Program Director for the Country station.
- JOHN MANGINI moves up from Division VP/Operation Services for RCA Records to VP/International Operations for RCA/Ariola International.
- JOE KIENER advances from Sr. VP/ International for the Ariola Group in Europe to VP/A&R & Marketing for RCA/ Ariola International.



John Mangini

- ●TOM SHANNON, former programmer at Q106/York, named Program Director at A/C-formatted WSFM/Harrisburg. He is succeeded at Y106 by Bob Spence, former PD at V100/ Charleston.
- DAVID GERETY, Western Division Sales Manager for Satellite Music Network, promoted to General Sales Manager. New Regional Affiliate Managers include Donald Gordon (CA, OR); Mike Minor (MS, AL); Steve Sipe (IN, IL); and Al Bober (MI, OH).

## Tennessee Recording Tax Plan Overturned

The Nashville music industry was granted a reprieve Tuesday (8-20) from a controversial tax plan that would have not only driven up recording costs there, but could also have driven business out of the state entirely. Only a few days earlier, local record companies, recording studios, music publishers, and trade groups had begun organizing intensely to fight the proposal.

The turn of events was fast and dramatic. As a whole, the local entertainment community learned only last week of the Department of Revenue's proposal to levy a 5.5% state sales tax on "recording and TV studios, and others engaged in the original productions of sound recordings on tape or disc, or commercials or other programming on videotape or film." Under existing law, the production of such masters is viewed as rendering "personal services," and therefore exemnt from state sales tax.

The new rule would have taken effect November 1, subject to the outcome of hearings, originally scheduled by the Revenue Department for September 3 in Nashville. Observers speculated that it would have deprived Tennessee's entertainment industry of millions of dollars, as audio and video recording work would leave the state to avoid the tariff

Growing awareness of the potential losses sparked meetings of trade interests, including AFTRA and the Nashville Music Association (NMA), as well as widespread media coverage. Nashville Mayor Richard Fulton held a press conference August 17 to announce opposition to the proposal. There were similar denouncements in the media by CBS Records' Rick Blackburn, MCA's Jimmy Bowen, and Tree International's Buddy Killen, among others.

Lobbying of local legislators began, and further anti-tax strategy sessions were scheduled throughout this week. The activity

#### United

Continued from Page 1

WYST-FM PD Gary Mercer shifts back to co-owned Hispanic station KALI/Los Angeles as Operations Manager. It was also announced that WYST Promotions Director Betsy Peisach is the company's new Director/ National Promotions & Corporate Public Relations.

Commented United President/CEO Jerry Hroblak, "United has been in trouble with the FCC for a long time, and it's taken up a lot of our energy and resources. Fortunately, we're getting beyond that now, and are finally beginning to look to the future. We're very pleased about these appointments, including the arrival of Brute Bailey, who's certainly a fine programmer. These moves strengthen our central management foundation, which will oversee our expected long-range growth."

became academic Tuesday morning (8-20), when Department of Revenue Commissioner Don Jackson announced that "the proposal to tax recordings has been permanantly withdrawn." The commissioner was said to have acted after conferring with members of the state's Job Council.

Explained Jackson, "While the proposal may have been sound tax administration, it did not take into account the possible adverse effect upon economic development. Governor Alexander wants to avoid any change in tax policy which would discourage the music industry from further expansion of its activity in Tennessee."

Nashville public relations executive Bill Hudson, who was one of those leading industry efforts against the ruling, told R&R that extensive media coverage helped resolve the issue.

Similarly, David Maddox of the Nashville AFTRA chapter noted, "It's fairly safe to say that those in state government involved with making up these rules are not thoroughly familiar with the entertainment industry in Tennessee. They may have drawn the rule broader than even they intended in terms of its application or its negative impact. And I don't think they had that intention in mind"

#### Gwiazdon

Continued from Page 3

years with the company, Dennis deserved an opportunity to manage his own station. He's a dynamic, people-oriented manager, and it's an exciting time for all of us." Gwiazdon started with Brown in 1974 as an Account Executive at KXOA, moving up to Local Sales Manager in 1976 and GSM a year later. "Salt Lake City is growing by leaps and bounds," he said, "and KKAT is prepared to take advantage of that. There seems to be a tremendous acceptance of Country listening there, and that's where we intend to put our brand."

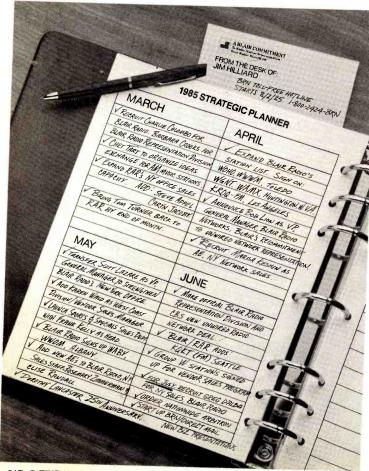
As part of the changes, KXOA LSM Jim Eaton has become National Sales Manager, while AE Sharon Searson moves up to LSM.

#### Brittain

Continued from Page 3

the air by mid-month. By this time next year, we'll be fighting it out for the number one position in this market."

A member of the Z100 airstaff for almost two years, and former copartner of the Ross & Wilson team at WABC/New York, and Z93/Atlanta, Brittain will be heading up his own show for the first time since 1975. "(Z100 Morning Zoo host) Scott (Shannon) will probably turn my leaving into a promotion, but I can't tell you how much I've learned from him and how much of a positive impact it has made on my career. I don't think there will be an immediate replacement, but one will be named. as Scott doesn't like coming in on time on Tuesdays, especially after Monday Night Football."



8/R&R FRIDAY, AUGUST 23, 1985

# WESTWOOD ONE PRESENTS TOM PETTY THE HEARTBREAKERS

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Recorded during the Southern Accents Tour '85's July swing through Texas and Oklahoma, this powerful show features the group delivering 90 minutes of classics from their six LPs — from 'American Girl" to "Rebels" and including "Breakdown," "Listen To Her Heart," "I Need To Know," "Don't Do Me Like That," "Refugee," "The Waiting," "Change Of Heart," "Don't Come Around Here No More," "Make It Better (Forget About Me)" and more.

Join Tom and Heartbreakers MIKE CAMPBELL, HOWIE EPSTEIN, STAN LYNCH and BENMONT TENCH, plus the fabulous three-piece Soul Lips Horns and a pair of sizzling backing vocalists, as they wrap up the long, hot Summer of '85 in fine Southern style — with one foot on the stage and one foot on the pedal!

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#### 'Super' Group

Continued from Page

has the potential to backfire. There's growing talk in NAB circles of discontinuing future joint conventions with NRBA. Privately, some NAB officials believe NRBA's membership is declining and income from the joint convention is critical to its survival.

NAB Chairman Ted Snider said, "If I read the mood of the board correctly, it's very much in question. There's a general mood that what NRBA proposes is a very serious threat to a very strong and viable organization we've built up. If their plan means dismantling that, then many question whether we should continue to work with them."

Support for making next month's joint meeting in Dallas the last NAB/NRBA venture "hasn't cooled down," says NAB's Fritts. "That is still an item of discussion with the board. It's up in the air. They don't understand the motivation of NRBA to suddenly hit us with a lightning bolt out of the clear hiue."

#### NRBA: "We Work Better Together"

NRBA Executive VP Peter Ferrara reacted, "My response to the people who are saying that is to ask what service they are doing for the radio industry by splitting the meetings back apart. I'd be very sorry to see that happen. We work much better together than we do apart."

The next step is for NRBA to submit the "super" association idea to its board of directors in Dallas on September 10. NRBA leaders only reluctantly went to last week's meeting when they saw how strong attendance would be. They also feared that boycotting a meeting about their own idea pending board approval would be misunderstood, and repeatedly stressed at the meeting that the summit, called by NAB, was "premature."

"We're not trying to beat the drum or raise the flag for this idea," Ferrara emphasized. "We think we've picked up a feeling among radio broadcasters out there that this should happen, and it's the responsibility of everyone in the association business to listen to them."

#### Exploratory Panel, Industry Survey Rejected

Ferrara said NRBA was "disappointed" that its idea of setting up an exploratory committee "didn't even get any consideration" by the trade group leaders. "We recognize that the people in that room all had respective turfs to protect and we don't begrudge them that."

The summit also turned down NRBA President Bernie Mann's proposal that the associations jointly underwrite an independent survey of industry attitudes. "We were willing to defer to whatever that decision was," said Ferrara. NRBA may eventually underwrite such a survey on its own, he added.

RAB's Stakelin said he opposes a survey because only an association's members are qualified to evaluate its performance. "You can't ask people who aren't involved in the effort," he argued. "Just a blanket survey would be an emotional question."

RTNDA EXEC. VP Ernie Schultz commented, "The response to that was, "Survey them about what?" They really don't have a specific plan. The word 'amorphous' kept cropping up." Surveying broadcasters about a non-specific plan is like going on a "blind date," said Schultz.

By all accounts, the summit was a cordial affair in which participants refrained from bringing up many of the harsher sentiments and suspicions the NRBA plan has spawned.

#### Sales Sole Radio-Only Area

Fritts said that it's necessary for radio sales, which directly compete with TV sales, to be split off in the RAB. But he said NAB's legislative and regulatory clout in Washington is enhanced by the radio/TV marriage.

Echoing that view, RAB's Stakelin remarked, "We specialize in sales and marketing and we have severe reservations about throwing that into a pot with a lot of other job descriptions."

Added NAB Chairman Snider, "NRBA has tried to be a super-radio asociation for many years and broadcasters just haven't supported it."

#### ABC

Continued from Page 1

ers direct the activities of what are really two product groups. It's going to free (VP/ABC Radio Networks) John Axten to work with all our programming people to come up with new and better services that we can provide to our 1800 affiliates."

Axten added, "Dan and Stu have been outstanding directors of networks, and both understand very well the needs of the young adult and adult affiliates respectively."

Forth commented, "Recent programming breakthroughs in our affiliate lineups have made ABC the largest force in young adult radio. I look forward to promoting our growth at an even more aggressive rate."

Krane remarked in a similar vein, "I look forward to even faster and greater success for the ABC adult radio networks and our affiliates during the next few years."

Forth will continue to direct the ABC Rock Network and Krane will continue to direct the Information network. Directors will be hired for ABC FM and Direction.

# WKRZ-AM & FM Mark First Osborn Purchase

#### WKRZ-AM & FM

PRICE: \$7.6 million
BUYER: Osborn Communications, headed by Brownlee Currey and Frank Osborn. Currey is Chairman of the Board of the Nashville Banner. Osborn was Sr. VP of Price Communications prior to forming his new com-

SELLER: Reliance Capital Group DIAL POSITION: 1340 kHz; 98.5

POWER: 1 kw/250 watts nights; 6.9 kw at 1100 feet FORMAT: Big Band; CHR BROKER: Veronis, Suhler & Associ-

#### King

Continued from Page 3

WIZE/Springfield, OH for six years. "We're building a station from scratch," he said, "and the management team is a group of people that PDs dream about working for. Regardless of format, this will become a wonderful radio station."

#### KCEY & KMIX/TURLOCK, CA PRICE: \$3,375,000, including a

\$250,000 noncompete agreement.

BUYER: Radio Associates, Inc.

Coprincipal Robert Salmon is GM of WKMI/Kalamazoo.

SELLER: FMW Broadcasting, Inc., headed by Robert Fenton and Harry MacMurray. Fenton also has interest in KHSN & KOOS/Coos Bay, OR and KMYC & KRFD/Marysville, CA. MacMurray also owns KATO & KXKQ/Stafford, AZ.

DIAL POSITION: 1390 kHz; 98.3

POWER: 5 kw; 1.6 kw at 390 feet FORMAT: Big Band; Country BROKER: Hogan-Feldman, Inc.

#### KNGL & KBBE/ McPHERSON, KS

PRICE: \$589,000, including a \$49,000 noncompete agreement. BUYER: Davies Communications, inc. SELLER: Bengel Broadcasting Co. DIAL POSITION: 1540 kHz; 96.7 mHz
POWER: 250 watts: 3 kw at 245 feet

FORMAT: A/C; Easy Listening

#### KKPL-AM & FM/SPOKANE PRICE: \$4 million

BUYER: Christenson Communications, headed by GM Scott Christenson. He also owns 11% of the seller, Alpha Radio, Inc.

SELLER: Alpha Radio, Inc., headed by Garry Munson, who also owns KCFX/ Harrisonville, MO. DIAL POSITION: 630 kHz; 96.1 mHz

DIAL POSITION: 630 kHz; 96.1 mHz POWER: 1 kw; 100 kw at 2380 feet FORMAT: A/C

#### WSTC & WYRS/ STAMFORD, CT

PRICE: \$4 million BUYER: Chase Enterprises, which also owns WTIC AM & FM/Hartford through its subsidiary, Ten Eighty Corp.

SELLER: Radio Stamford, Inc. DIAL POSITION: 1400 kHz; 96.7

MHz POWER: 1 kw days/250 watts nights; 3 kw at 365 feet

FORMAT: Music of Your Life; Mellow Jazz RROKER: Richard A. Foreman Asso

BROKER: Richard A. Foreman Associates



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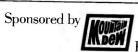
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#### **HEARING ORDER ISSUED**

## **Hatemongering No Issue** In Pending KTTL Hearing

Reaffirming that KTTL/Dodge City, KS (now KMCS) should not be punished for blatantly racist broadcasts, the FCC last week issued an order designating the station's renewal for hearing on character issues and an alleged failure to maintain a proper programs/issues list. It will also face a competing applicant in the hearing, Community Service Broadcasting.

Already under fire for taking taking two years to designate the renewal, the Commission immediately came under fresh attack from civil rights groups when it finally issued the hearing order last

The character of KTTL owners Charles and Nellie Babbs will be explored not on any issue of improper programming, but in relation to their failure to shut down a paging business after the state of Kansas revoked its charter.

Given "limited" weight in the character exploration will be state and local actions pending against the couple, including suits for copyright infringement and defamation, as well as contempt-of-court warrants and garnishment of wages for failure to pay state personal property taxes.

In failing to designate a content issue in the case, the FCC emphasized, "It is well settled that the Commission can not use its regulatory power to rule material off the air merely because the material may be offensive to many members of the broadcaster's audience."

#### B'nai B'rith Hits "Dangerous Message"

Nathan Perlmutter, Director of the Anti-Defamation League of B'nai B'rith, charged, "The FCC is sending a dangerous message that it will tolerate broadcasts characterized by virulent anti-Semitism, racism, and incitement to violence against Jews and other minorities.

"Broadcasts which urge listeners to 'get violent, start making dossiers, names, addresses, phone numbers, car license numbers, on

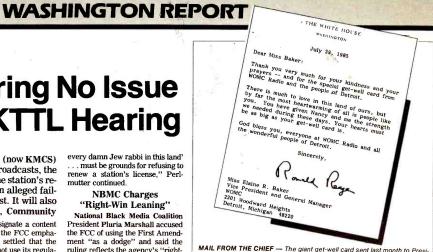
every damn Jew rabbi in this land' . must be grounds for refusing to renew a station's license." Perlmutter continued.

#### **NBMC Charges** "Right-Win Leaning"

National Black Media Coalition President Pluria Marshall accused the FCC of using the First Amendment "as a dodge" and said the ruling reflects the agency's "right-wing leaning." The outcome "may have been different" had Jerry Falwell been attacked, he reflect-

Washington lawyer Grier Raclin, who represents a citizens group that filed a complaint against KTTL at the FCC, said the hearing order should be "sufficient" to take away the station's license even though the Commission "went out of its way to give short shrift to some very serious issues.

Attorneys involved in the case said privately they believe KTTL will eventually lose its license on technicalities, but fear the FCC is setting a dangerous precedent by refusing to censure broadcasters who incite and applaud violence.



MAIL FROM THE CHIEF — The giant get-well card sent last month to President Reagan by WOMC/Detroit (R&R 7-26) and signed by over 1000 wellwishers apparently didn't go unnoticed at the White House

#### FMs DOUBLE

#### Station Ranks Up 50% Since 1968

The number of radio stations in the United States has grown by exactly 50% since 1968, with FM accounting for virtually all of the expansion. While the AM total is up only 13% in the 17-year period, commercial FMs are up 97% and educational FMs by 232%, according to figures compiled by R&R from FCC data.

The average number of new stations was 33 per year for AM, 110 for commercial FM, and 49 for educational FM. If that growth rate continues, the number of radio stations will hit the 10,000 mark sometime in early 1986.

In raw numbers the high and low years for AM were 1971 (59 signons) and 1973 (16). Commercial FM's high-low years were 1985 (190) and 1982 (53). For non-commercial FMs, a high of 83 new out-

Year	AMs	FMs	Ed-FMs	Totals
1968	4235	1932	361	6528
1975	4450	2715	763	7928
1980	4564	3229	1064	8857
1985	4729	3808	1198	9798
Total Increase	557 (13%)	1876 (97%)	837 (232%)	3270 (50%)

A look at summer-to-summer totals shows relatively steady growth in all three services, rather than any distinct upward or downward trends. The one exception is a recent surge in commercial FMs. After 78 new sign-ons in 1978, the number of new ones more than doubled to 160 in 1984 and jumped to an alltime high of 190 this year.

lets was recorded in 1976, while the total actually dropped by 11 stations in 1983.

R&R's calculations are based on FCC public notices of station totals which are kept on file back to 1968. Where available, August-to-August figures are used. Otherwise, July or September figures were substi-

#### MURFREESBORO ABANDONED?

### WZKS Fined \$10,000 For **Main Studio Violation**

WZKS/Nashville has been fined \$10,000 by the FCC for failing to maintain a "main studio" in Murfreesboro, TN, its city of license. The fine stemmed from an investigation launched after the station's Murfreesboro landlord filed suit in local court claiming WZKS had broken its lease and moved out.

FCC policy says stations are required to maintain a main studio in their community of license "as one means of assurance that the needs and interests of the residents of that community are met and that the station serves as an outlet for local self-expression." Stations must originate at least 50% of nonnetwork programming from their main studios or elsewhere within the community of license.

#### **Waiver Conditions Broken**

In February 1984, WZKS sought and received an FCC waiver of the rule, allowing it to move the bulk of its operations to Nashville, 30 miles away. The waiver was conditioned

- · Originating the majority of programs, other than recorded music, from Murfreesboro
- · Using a broadcast quality audio line between the Nashville studio and the transmitter

· At WZKS's own request, maintaining a fulltime managementlevel employee in Murfeesboro and originating news and public affairs programming from the main stu-

#### Tape Playback Not **Local Origination**

In fining WZKS \$10,000 the Commission charged that the last manager deserted Murfreesboro in just a month after the waiver was granted when the Traffic Manager moved to Nashville. And it said "there is no evidence that the licensee originated news programming from Murfreesboro and . . WZKS's playback of prerecorded

tapes at its Murfreesboro facility does not satisfy the requirement of local program origination." The station was also accused of switching to parttime employee presence in Murfreesboro and use

of studios at WMTS/Murfreesboro

a full year before applying for per-

mission to do so this May. WZKS

says it corrected the problems in July, and its request for a modified waiver of the main studio rule is currently pending in the FCC's FM CHR-formatted WZKS was for-

merly WKOS. Hale Broadcasting sold the station to WKOS, Inc. (now WZKS, Inc.) in 1981 and had previously sold WMTS to McCreery Broadcasting. An application to sell WZKS to Transcom Limited Partnership II is now pending at the FCC.

#### **NEW/S BRIEFS**

#### **U.S.-Mexico** Reach Long-Awaited **AM Agreement**

Meeting for the past two weeks in Mexico City, U.S. and Mexican negotiators have reached an agreement in principle on new AM rules that will open new nighttime operating authority for many stations.

The FCC says it hopes to wrap up final details and put the pact "into provisional effect by late fall of this year." Under terms of the agree-

- · Daytimers now restricted to 6pm signoff can, in most cases, operate until two hours past sunset.
- · Nighttime broadcasting can be begin for stations on the Mexican Class I-A clear channels.
- · Mexico can begin nighttime use of U.S. clear channels, protecting American stations.

FCC Chairman Mark Fowler said in a statement. "This achievement culminates an almost three-year process of cooperative efforts between the U.S. and Mexican officials which will lead to enhanced opportunities for ILS broadcasters to expand their service to the American public.

#### **Not Just Another Rock Trivia Book**

At almost 300 pages, "Rock Topicon," cowritten by Dave Marsh, Sandra Choron, and Debbie Geller, is anything but your average slapdash rock 'n' roll trivia paperback. Organized chronologically and indexed by performer and song title, the book provides a wealth of information on approximately 3000 artists and 1800 tunes, all of which makes perfect fodder for DJ drop-ins, contest giveaway questions, and the like

While the questions range from basic ("Who was the only black fifth Beatle'?") to trebly tough ("Name the first group to appear on 'American Bandstand'"), the craziest chapter has to be "Blood On The Bluebooks," subtitled "The Ultimate Bob Dylan Quiz." "List all references to Italy and Italians in Bob Dylan compositions." Yeah, right.

Along with a surprising number of radio-related questions,



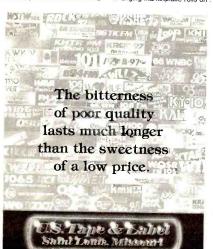
tion is given over to essay questions. A sample: "Plan an ideal Battle-of-the-Bands. Four groups are playing. Who wins, what songs do they play and why do they beat out the competition?" Priced at \$9.95, from Chicago-based Contemporary Books.

#### perhaps the most interesting sec-**Survey Shows Strong** Interest In Cable Stereo

A recent survey of more than one thousand cable and non-cable households showed that 27.5% of those homes currently receiving cable services would be interested in receiving cable-delivered music stereo service, a figure that projects to 10 million households. The study was conducted by R.H. Bruskin Associates on behalf of the Studioline cable stereo

Interestingly, 83% of these favora-

bly disposed cable subscribers already have a stereo system in the same room as their TV set, as do 80% of the non-subscribers. With features such as high-quality sound, no commercials, and stereo audio for pay, basic, and off-air TV included in the Studioline package, it appears that radio may be forced to prepare for yet another challenge in the form of increased competition. The everchanging marketplace rolls on .



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## Car **Phones** Curb Accidents

Hard to believe, but a recent study claims that people who talk on their car telephones while driving have fewer accidents than those who don't, even though drivers who use cellular telephones are on the road twice as much as their non-phone-us ing counterparts.

According to AT&T and the Automobile Association of America, which conducted the study, 7.4% of the 305 cellular phone users surveyed claimed to have had an accident in the past year, as opposed to 10.2% of the 453 drivers in the test control group

What's more, the accident rate among cellular phone users dropped after their phones were installed, from 8.2% to 6.6% annually. One theory is these life-in-the-fast-lane types feel less compelled to speed to their destinations



Firstcom Broadcast Services recently announced the availability of an entire production music library on compact disc, reportedly the first of its kind. By putting a complete production music catalog on compact disc, the customer is able to instantaneously preview and cue tracks for a substantial decrease in production time. Plus, your spots will sound as good the 5283rd time they're aired as they did the first - CDs don't wear out.

The library features a precoded index system that enables the user to time and cue precise edit points and posts. Each track comes in 60 and 30 second versions with rhythm mixouts, accents, and stingers, giving yougreater flexibility for your clients. All music and effects are new and have been recorded specifically for this library. Regular updates are available as

For more information, contact Cecelia Garr at (800) 858-8880 or (214) 858-2222.

#### Fewer "Typical" American Families

The "typical" U.S. family of husband, wife, and two children is now found in only 11% of American households. In fact, only 28.5% of U.S. households are husband and wife families with children, a substantial decline from 1970's figure of 40%

Since 1970, married couple families with children have decreased by 1.2 million, while total U.S. house holds increased by 22 million to a record 85.4 million.

#### **Childless Couples Largest Group**

Meanwhile, couples with no children make up the largest group of American householders, with 30% of the total. The number of couples with no children has increased by 6.5 million since 1970; this group is composed of mostly older people. Two out of every three households made up of couples without children are headed by a person older than 50.

People who live alone comprise the second largest group of U.S. householders. According to American Demographics, single-person households have increased by nine million since

1970 and currently account for 23% of all American households.

#### 57% "Untypical" Families

All of which means that if you combine the number of people who live alone, childless married couples and those relatively few folks who cohabitate without being married, you'll wind up with 57% of all U.S. households. Something to remember the next time

you hear a politician ranting on about the "traditional" U.S. family.

There is one exception to this pattern, however. About one out of every five American children lives with only one parent, usually the mother. The number of households consisting of a woman with one or more children has doubled since 1970. There are now nearly six million such families, most of whom live in poverty.

#### Where The Young Men (And Women) Are

Most young adults (ages 25-34) are concentrated in cities with populations under 175,000. Sales & Marketing Management reports that the cities with the highest percentages of young adults are: Anchorage, AK (24.5% of the total population); Boulder,

CO (23.4%); Iowa City, IA (23.3%); Ann Arbor, MI (22.7%); Madison, WI (21.9%); and Santa Cruz, CA (21.7%). Noting that each of these metros is home to a large state university, we wonder if these population percentages hold true on a year-round basis.

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loyal and long-hour listeners — contemporary radio fans iuyai ai iu iu iy-i iuui iisiei ieis — cui iiei iipuiaiy Who don't want to "retire" to beautiful music. The interest in Evergreen is phenomenal. Call IMMEDIATELY

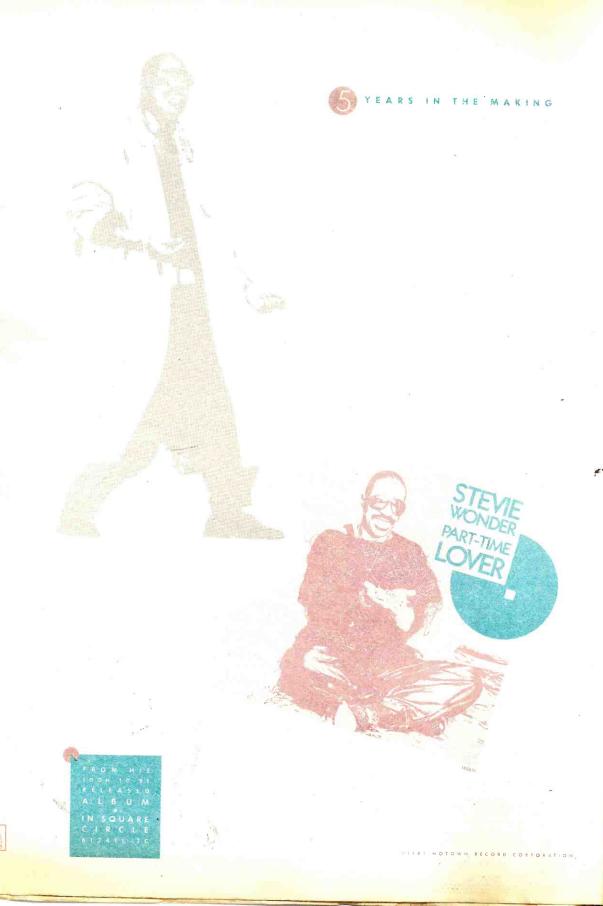
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#### **PRO:MOTIONS**

#### Young Named Capitol VP



Bob Young

Bob Young has been appointed VP/Administration and Business Affairs at Capitol Records. A 15-year label veteran, he was most recently VP/Business Affairs.

#### Turak Heads WRFM Retail Sales

Mark Turak has been upped to Retail Sales Manager at WRFM New York. An AE with the station since January, he previously served in a similar capacity with neighboring WHN. In other station activity, VP/GM Mark Bench has been elected as Treasurer of NYMRAD (New York Market Radio Broadcasters Association). He had previously served as a member of the group's board of directors.

#### PROS ON THE LOOSE

Bob Allen — PD WEAN/Providence (401) 821-0453

**Bob Burchette** — Mornings **WXTU/Philadelphia** (215) 449-5571, Ext. 221

Gene Olsen — Nights WENS/ Indianapolis (317) 786-2663

#### Bevilacqua To WRFM NSM



Deborah Bevilacqua

Deborah Bevilacqua has been upped to National Sales Manager up at WRFW/New York. During the past year she was an AE for the station, prior to that she worked as Supervisor/Senior Broadcast Buyer for Serino, Coyne & Nappi and as Broadcast Buyer at Media Communications.

#### Meter To RCS NSM

Michael Meter has joined Radio Computing Services as National Sales Manager. Prior to this he was associated with KHEY-AM & FM/EI Paso, Philadelphia outlets WHNL and WPEN, and KNOB/Long Beach. He also served as Production Manager for the American Forces Network from 1960-62.

#### Wanroy Named RBG VP/Finance

P. Michael Wanroy has accepted the post of VP/Finance with the Regional Broadcasters Group, owners of WXQT & WGRD/Grand Rapids, WKOP & WAAL/Binghamton, NY, and WPIC & WYFM/Sharon, PA-Youngstown, OH. Warroy was most recently affiliated with the Fetzer Broadcasting Company, Inc. in the same capacity.

#### Atlantic Realigns Black Music Division

Following the reorganization of its Black Music Division, Atlantic Records has promoted three staffers and announced a new appointment. Ten-year label veteran Patricia Jones, formerly Executive Assistant, is now the National Director of Product Management. Rita Roberts, most recently National Secondaries Promotion Coordinator, is National Marketing Manager. And Iris Grubman moves from secretary to Marketing Coordinator. Timmy Regisford, who spent the past three vears as music consultant to WBLS/New York, comes aboard as A&R Representative.

#### Sparrow Records Opens Eastern Office

Sparrow Records is opening an Eastern Regional office in Nashville. Barbara Catanzaro will oversee the new facility as Manager, Special Projects. Catanzaro was previously National Marketing Manager for Refuge Records.

#### Radio Computing Services Moves To N.Y.

Radio Computing Services, a major supplier of computer soft-ware programs for radio stations, has shifted its Englewood, NJ headquarters to New York. This move consolidates the RCS offices into one location. The new address is Suite 315, 2 Overhill Road, Scarsdale, NY 10583 (914) 723-8567.

#### Sounds Good Music Forms Suite Beat

Sounds Good Music Company has expanded its operations by debuting Suite Beat Music Group. The newly-formed label umbrella includes Epitaph Records, Poshboy Label, Beat Records, and Suite Beat Records.

#### Rock And Roll Hall Of Fame Board Announced

The Rock and Roll Hall of Fame Foundation, established to honor artists and music industry professionals for their contributions to rock and roll, has announced the members of its Board of Directors, chaired by Atlantic Records Chairman Ahmet Ertegun. The members, representing virtually all major record companies and the related firms, are: CBS Records Group President Walter Yetnikoff, RCA Records President Bob Summer, Sire Records President Seymour Stein, Rolling Stone Editor & Publisher Jann Wenner, Grubman, Indursky & Schindler's Allen Grubman, Elektra-Asylum Chairman Bob Krasnow. A&M Chairman Jerry Moss, WEA International President Nesuhi Ertegun, MTV COO Bob Pittman, PolyGram President Guenter Hensler, EMI-Capitol Chairman Bhaskar Menon, Warner Bros. Chairman Mo Ostin, Arista President Clive Davis, Geffen President David Geffen, Stigwood Group Co. Chairman Robert Stigwood, MCA President Irving Azoff, Quincy Jones Productions President Quincy Jones, Wyman, Bautzer, Kuchel & Silbert's David Braun, Bill Graham Productions President Bill Graham, and CBS Records consultant/producer John Hammond.

#### WB Appoints Guild And Grzeszak

Kathy Guild is the new Advertising Manager at Warner Brothers Records. Guild comes to WB with extensive experience in account services for a number of advertising firms, including Dentsu, Young & Rubicam and J. Walter Thompson.

Other changes at the label include the promotion of **Arlene Grzeszak** to Production Manager/Creative Services.

#### **WFOX Elevates Jones**



Curtis Jones

Curtis Jones, most recently an Account Executive with WFOX/ Atlanta, has been promoted to Local Sales Manager. Before joining WFOX last year, he was an AE with crosstown WKLA-AM & FM for two years. Prior to that he spent eight years in promotion with Warner Bros. Records.

#### W&P/Atlanta Taps Blackman

Michael Blackman has been named Regional Manager of Weiss & Powell's Atlanta office. Before joining W&P, Blackman managed McGavren Guild's Houston office for three years after starting with the company in 1980 as an Account Executive in Atlanta.

#### Entertainment Music Company Expands

The Entertainment Music Company announced that Donald Rubin and Hank Medress have joined the company as Creative Consultant and Director/Artist & Repertoire, respectively.

#### Hite Joins Eagle As Research Director

Dr. Robert Hite joins Eagle Marketing Services, Inc. in Fort Collins, CO as Director Of Research.

# Why WBNS Radio's cartridge tapes sound better than yours

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

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

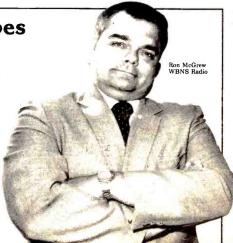


tapes sound perfect and flutter-free. There's no high frequency loss, and phase error is totally eliminated. After several months of using the Phase Fixer, I must say that Harris, once again, has a winner."

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



For your information, our name is Harris.



#### RATINGS AND RESEARCH



JHAN HIBER

## **CHR: Alive And Well**

Does CHR stand for Continually Hot Radio? Or is the format getting so cluttered with new entrants that the initials should stand for Competitively Harrassed Radio? While the assumption has been that CHR remains strong, what indeed do the spring 1985 Arbitron results have to say? Let's examine a cross-section of top 100 markets to see what the reality is.

Keen in mind that all of our analysis.

#### **Mixed Bag**

A review of ten randomly-selected markets out of the top 100 indicates that while the news is largely positive for the format, the skies are not totally cloud-free. Among the best bits of news for CHR (as shown in the figures on this page) is that in 90% of the markets examined, the format's composite share among the target 18-34 audience was higher than the format's combined 12+ impact. However, in 60% of the markets selected, the format's 12+ share slipped when compared to the spring '84 tallies. The same story is true when looking at the 18-34 adult pic-

As you will note in the marketby-market breakouts, in some cases there is an overabundance of CHR stations. The increasing competition in the format may be somewhat diluting its payoff for individual stations. But in more than half of the markets we looked at, the CHR combined shares represented near to or more than 2% of the 18-34 marketplace. That is usually enough to become the dominant format in the metro.

To get a better understanding of these particular market results, you may want to talk to the CHR broadcasters involved or travel to their metros for a first-hand evaluation Keep in mind that all of our analyses tally the CHR stations with a 1.0 12+ share or better in the last three major Arbitron surveys. The shares are then added for those qualifying stations to develop composite 12+ and 18-34 adult figures.

#### Chicago (4 stations) \$p '84 F '84 \$p '85

15.9 13.4 13.5 (-15%)

Composite Share 12+ Composite Share 18-34

me 18-34 23.3 18.6 19.2 (-18%) While the 12.4 commonity ab-

While the 12+ composite share has remained stable for the last two surveys, it is down somewhat from the spring '84 figure. Chicago CHR programmers were undoubtedly pleased to see a slight 18-34 up-turn this past spring, but the format did not return to its glory days of spring 1984. However, the adult 18-34 share is significantly higher than the overall 12+ picture.

#### Denver-Boulder (3 stations) (4 stations F '84/Sp '85)

\$p'84 F'84 \$p'85 18.1 23.8 18.2 (flut) 22.8 25.6 24.5 (+6%)

The fall survey saw the first significant showing for KRXY-FM. That probably helps to explain why the former A/C station's segue to CHR hit full stride and helped inflate the format's impact. It emerged as a top CHR in the spring '85 results, but the other format competitors didn't fare as well.



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#### Eugene-Springfield

(1 station)

8p'84 F'84 8p'85

8.5 9.3 11.0 (+29%)

11.6 12.1 13.5 (+16%)

The lone CHR outlet in the Eugene-Springfield area showed steady growth. However, the format's adult 18-34 numbers aren't significantly larger than its 12+

#### Houston-Galveston

Sp 184 F 184 Sp 185

12+ 18.4 13.3 16.1 (-13%) 18-34 23.6 17.0 20.9 (-11%)

The CHR wars are heating up in this town, as KRBE-FM made more of a run this book at KKBQ-FM. That's the likely explanation for the improvement in this book. As for the strong spring '84 showing, keep in mind that since then the format leader KKBQ-FM, underwent some turmoil as a result of an ownership change. At the same time, an Urban competitor grew stronger due to no direct competition. It will be interesting to see what impact KRBE-FM/KKBQ-FM's battle will make on the format's composite shares.

#### Louisville

(2 stations in Sp'84; 1 in F'84, Sp'85)

8p'94 F'84 8p'85 12+ 12.6 10.4 11.9 (-9%) 18-34 16.0 13.6 14.1 (-12%)

Although the format technically looks a little softer when compared with the spring 1984 totals, it's obvious that the strongest station survived. Indeed, when looking at only the last two surveys it should be pointed out that the CHR holdout actually posted slight gains in the spring '85 survey period.

#### Miami-Ft. Lauderdale-Hollywood

(2 stations Sp'84, F'84; 3 Stations Sp'85)

\$p\*84 F\*84 \$p\*85 12+ 15.9 16.1 13.8 (-13%) 18-34 25.5 24.9 21.8 (-14%)

On a spring to spring comparison, one might conclude that CHR is in the doldrums in south Florida. However, that is not really the case. Not only are there additional CHR entrants to fragment the audience, but there is also a new Urban Contemporary station that definitely muddies the waters. Actually, the CHR format leader, WHYI (Y100), had a notably improved book in the latest sweep.

#### Nashville

(3 stations Sp'84; 2 stations F'84, Sp'85)

| Sp'84 | F'84 | Sp'85 | Sp'85

#### WEEK IN REVIEW

#### **Arbitron: Daypart Diary Tests Done**

Arbitron has completed testing on a new diary layout intended to make it easier to correctly credit entries. Known as the "daypart diary," this layout breaks each day's page into the four major dayparts. The goal is to clear up diarykeepers' misunderstanding over 12am (midnight) and 12pm (noon). According to Arbitron Sales/Marketing VP Rhody Bosley, "The tests are complete; the results are available. Now we'll have to see if we take any action on implementing this new diary."

R&R will see the new diary next month at the Radio '85 convention and report on its potential impact.

#### Arbitron, Birch Reissue Spring Books

Both major rating services have announced reissues of some of their spring '85 quarterly reports, Arbitron has reissued Charleston, SC and Antoronage. The Charleston correction was due to incorrect crediting of entries between two stations with similar calls. Arbitron's only reason for the Anchorage reissue, which affected virtually every station's numbers, was a vague procedural error. When queried, Arbitron spokespeople told R&R that additional details "were not relevant."

On the Birch front, the Sacramento quarterly was reissued owing to incorrect share trends. The problem was caused by a call letter change that wasn't properly picked up. The new book is on its way to subscribers.

#### **Bond Issues CHR Report**

**Gary Bond** has produced another perspective on the state of CHR. Basing his findings on an analysis of 173 stations, Bond reports, "More than 80% of the CHR stations in our sample outperform the market average. For example, the typical CHR station in a market where 20 stations make the book can expect a 9.2 12+ share."

from its peak in the spring '84 survey. However, there is some good news. In the last two books, with only two CHR contestants, the format has shown worthwhile growth. It is unlikely, though, that the format will recapture the shares seen in the spring '84 results, unless another station makes a switch to CHR.

#### Sacramento (4 stations Sp '84/F '83; 3 Sp '85)

| Sp'86 | F'86 | Sp'85 | 12+ | 16:2 | 19:7 | 19:2 (+19%) | 18:34 | 23:1 | 26:1 | 27:3 (+18%) |

A healthy picture here, as both the overall impact and target demo posted impressive improvements. Indeed, the top CHR, KSFM, has been at or near the market lead consistently over the last year. It could be predicted that another CHR might enter the fray to take on the pacesetter. Note how the format's 18-34 strength dominates the 12+ score.

#### Salt Lake City-Ogden (4 stations)

**2+** 16.3 14.4 15.3 (-6%) **8-34** 20.3 17.7 18.9 (-7%)

A fairly stable showing for CHR on the Wasatch Front. The spring-to-spring comparisons reflect little movement, while the format's spring numbers are slightly higher than those achieved last fall. Interestingly, this was the only market in which the CHR 18-34 composite did not match or exceed the format's 12+ tally.

#### San Antonio

(3 stations Sp'84; 4 stations F'84, Sp'85)

The impact was not dramatic in the fall '84 sweep, but the format did very respectably in the latest standings. The 18-34 improvement must be especially pleasing to the local CHR programmers.

#### **Seasonal Factors**

One thing to take into account when evaluating the state of CHR would be what I call the "seasonal factor." Since the spring of '84, the spring sweeps have continued later than ever into June, concluding in the latter part of the month. Having two additional weeks in June included in the survey can be assumed to be a benefit to the format. Why? Because teens, who form an important part of the 12+ story for CHR, are likely to be out of school during the tail end of the book, when they can be crediting more quarter hours to the CHR for-

As you evaluate these figures, you'll find that in 60% of the cases the CHR 12+ total is higher in spring '85 than in fall '84. Even more notable is the 70% increase of the adult 18-34 share, versus the fall 1984 data. Indeed, the seasonal factor is important when objectively reviewing the state of CHR.

Given only a two-book trend, CHR would be lauded for its almost across-the-board improvements. On the other hand, on a spring '84-spring '85 basis, the comparison is not as universally favorable. However, even with some slippage the CHR tallies still show a very strong format foundation, and no one should yet proclaim CHR to be a passing fad. The format may not be showing rocket-like growth, but it appears to be a formidable factor for the foreseeable future.

Next week: the fortunes of AOR.



#### Hit Home with Harte-Hanks

We're Harte-Hanks, Direct Marketing Specialists, and we've made ratings game winners out of radio stations like yours all across the country. We have the expertise and resources to offer a fully comprehensive Direct Mail promotion specifically tailored to broadcasters that produces enviable results. Quickly, accurately.

To find out more about how your radio station can hit home with Harte-Hanks, fill out and return the coupon below.

> Or, if you're really anxious to get your Direct Mail promotion started, call Mike Eisele or Catherine Jung at 513-542-7700. Either way, you'll rest easier knowing you've discovered the strategy to ratings game success.



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that's unique. One that will

sweep. You need a promotion

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move your numbers,

effectively and cost-

The medium that

because it's aimed at the

dominate the attention of

every member in that

audience by putting a memorable message right

without one interfering

in front of them - all

Direct Mail buys

you the time and

word from the

competition.

efficiently.

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hits home.

Help, I want to make my radio station a ratings game winner! Please send me more information. Name Station Address City Phone Return to: Harte-Hanks Direct Marketing Specialists 1329 Arlington Street • Cincinnati, Ohio 45225

513-542-7700

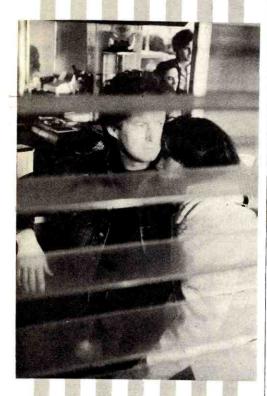


Harte-Hanks **Direct Marketina** 

Sept. 11-14 Loews Anatole Hotel, Suite 753

Get Down To The

## "Sunset Grill"



The New Single From

#### **Don Henley**

Is On Your Desk Now

First Week!
One Of The
Most Added



#### CHR NEW & ACTIVE



Produced by Don Henley, Greg Ladanyi and Dariny Kortchmo from the Geffen album <u>Building The Perfect Beast</u> © 1985 The David Geffen Company

#### **RATINGS**

#### Arbitron Demographic Rankings For Spring '85

#### Phoenix

KZZP-FM Zips Into First With Teens, Second With Young Adults And 18-49; KUPD Wins Young Adults And 18-49; KNIX-FM Captures Older Demo Crown; KOPA-FM Second Home To Teens; KKLT #2 With 25-54

ľ	# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1	KZZP-FM (CHR)	KUPD	KUPD	KNIX-FM
2	KOPA-FM (CHR)	KZZP-FM	KZZP-FM	KKLT
3	KUPD (AOR)	KLZI	KNIX-FM	KUPD
4	KUKQ (B/U)	KKLT	KZZP	KLZI
5	KDKB (AOR)	KOPA-FM	KLZI	KOOL
6	KNIX-FM (Ctry)	KNIX-FM	KOPA-FM	KTAR
7	KZZP (CHR)	KDKB	KOOL	KZZP-FM
8	KLZI (A/C)	KOOL (A/C)	KTAR	KEMO (B/EZ)
9	KTAR (N/T)	KSTM (AOR)	KDKB	KOY (A/C)
10	KKLT (A/C)	KTAR	KSTM	KOPA

#### Milwaukee

WQFM Sweeps All But Older Demo; WTMJ Triumphs With 25-54; WEZW Eases Into Second With 25-54; WLUM Ranks #2 With Teens; WKTI Runner-up In 18-34 And 18-49.

#	12-17	18-34	18-49	25-54
	Rank	Rank	Rank	Rank
1	WQFM (AOR)	WQFM	WQFM	WTMJ
2	WLUM (B/U)	WKTI	WKTI	WEZW
3	WKTI (CHR)	WLUM	WMYX	WKTI
4	WZUU-FM (CHR)	WMYX	WLUM	WMYX
5	WRKR (CHR)	WZUU-FM	WTMJ	WEMP
6	WNOV (B/U)	WMGF	WEZW	WMGF
7	WLTQ (A/C)	WEMP (Gold)	WMGF	WQFM
8	WTMJ (A/C)	WMIL (Ctry)	WEMP	WLUM
9	WMGF (A/C)	WTMJ	WMIL	WMIL
10	WMYX (A/C)	WEZW (B/EZ)	WZUU-FM	WBCS (Ctry)

#### Providence

WPRO-FM Nalls Down First With Teens And Older Demo, Second Choice For 18-34 And 18-49; WHJY Winner With Young Adults and 18-49, #2 For Teens; WLKW-FM Places Second With 25-54

#	12-17	18-34	18-49	25-54
	Rank	Rank	Rank	Rank
1	WPRO-FM (CHR)	WHUY	WHJY	WPRO-FM
2	WHJY (AOR)	WPRO-FM	WPRO-FM	WLKW-FM
3	WERI (CHR)	WSNE	WPRO	WPRO
4	WHTT (CHR)	WBRU	WSNE	WHJY
5	WWLI (A/C)	WPRO	WLKW-FM (B/EZ)	WSNE
6	WZOU (CHR)	WMYS (A/C)	WBRU	WMYS
7	WXKS-FM (CHR)	WXKS-FM	WMYS	WWLI
8	WBRU (AOR)	WWL!	WWLI	WHLL (N/T)
9	WPRO (A/C)	WERI	WERI	WBRU
10	WSNE (A/C)	WBCN (AOR)	WXKS-FM	WXKS-FM

#### Kansas City

KYYS Victorious With Young Adults And 18-49; KBEQ Hits With Teens; WDAF Lassos First With 25-54; KUDL Hugs 18-34 and 18-49 Second Spot; KZZC #2 In Teens; KMBR Runner-up With Older Demo

#	12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1	KBEQ (CHR)	KYYS	KYYS	WDAF
2	KZZC (CHR)	KUDL	KUDL	KMBR
3	KYYS (AOR)	KBEQ	KLSI	KUDL
4	KPRS (B/U)	KLSI	WDAF	KLSI
5	KKCI (AOR)	KPRS	KBEQ	KFKF-FM
6	WDAF (Ctry)	KFKF-FM	KMBR	KYYS
7	KUDL (A/C)	KZZC	KFKF-FM	KCMO (N/T)
8	KCFX (AOR)	KKCI	KPRS	KCMO-FM
9	KFKF-FM (Ctry)	KMBR (B/EZ)	KZZC	KBEQ
10	KCXL (B/U)	KCFX	KCMO-FM (Ctry)	KPRS

#### San Jose

KOME Top Choice Of 18-34 And 18-49; KWSS First With Teens, Second With Young Adults; KGO Wins Older Demos, #2 With 18-49; KSOL Teens' Second Fave; KIOI Gets Runner-up Spot With 25-54

#	12-17	18-34	18-49	25-54
	Rank	Rank	Rank	Rank
1	KWSS (CHR)	KOME	KOME	KGO
2	KSOL (B/U)	KWSS	KGO (Talk)	KIOI
3	KOME (AOR)	KYUU	KIOI	KBAY
4	KITS (CHR)	KIOI (A/C)	KARA	KARA
5	KYUU (A/C)	KARA	KYUU .	KLOK
6	KQAK (AOR)	KEZR (A/C)	KWSS	KSAN
7	KMEL (CHR)	KSOL	KLOK	KYUU
8	KHTT (CHR)	KFOG (AOR)	KSAN (Ctry)	KCBS (N/T)
9	KSJO (AOR)	KSJO	KBAY (B/EZ)	KOME
10	KLOK (A/C)	KI OK	KE7B	K1 7C (D:C7)

#### Cincinnati

WRKQ First With Teens And 18-49, Second With Young Adults; WEBN Nabs 18-34s, #2 For 18-49; WLW Files 25-54 Pennant; WKRC Places Second With Older Demo; WBLZ Runner-up With Teens

#	12-17	18-34	18-49	25-54
	Rank	Rank	Rank	Rank
1	WKRQ (CHR)	WEBN	WKRQ	WLW
2	WBLZ (B/U)	WRKQ	WEBN	WKRC
3	WEBN (AOR)	WRRM	WRRM	WRRM
4	WSKS (AOR)	WBLZ	WLW	WKRQ
5	WGTZ (CHR)	WLLT	WLLT	WWEZ
6	WRRM (A/C)	WLW (A/C)	WKRC	WLLT
7	WKXF (Ctry)	WSKS	WBLZ	WEBN
8	WLLT (A/C)	WKRC (A/C)	WUBE	WBLZ
9	WUBE (Ctry)	WUBE	WWEZ (B/EZ)	WUBE
0	WCIN (B/U)	WDJO (Gold)	WSKS	WKXF (Ctry)

#### **Format Legend**

AC—Adult/Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Bik—Black, BM/Easy—Beautiful Music/Easy Listening, CHR—Contemporary Hit Radio, Clas—Classical, Ctry—Country, Gold—Oldies, Jazz—Jazz, Misc— Miscellaneous, News—News, N/T—News/Talk, Rel—Religious, Span—Spanish, Talk—Talk, Urbn—Urban Contemporary.



#### **NETWORKS/PROGRAM SUPPLIERS**

REED BUNZEL

PAPER PRODUCER

# On The Road With Larry King

He's been called the King of Talk, the interview king, King of Late-Night (sorry, David Letterman) — virtually every cute title that plays off his name. Fact is, Larry King is the best in the business, and his audience and network know it. The man makes a habit of asking the right questions, listening to the answers, not reading his guests' books, smoking cigarettes and drinking coffee, and irritating a vocal minority of his cultish call-in audience.

Tuning in to the graveyard-shift "Larry King Show" is one thing, but seeing the man in action is another. Most segments of the four-hour talk show are broadcast from the 12th floor studios of the Mutual Broadcasting System in Washington, but the network has recently seen fit to occasionally take the show on the road. One recent traveling itinerary took King to Baltimore, Minneapolis, and Disneyland before a three-night stint in Los Angeles. It was there where Mr. Network Editor himself was offered the opportunity to play "paper producer" — a go-fer title patterned after George Plimpton's guts-and-glory football days.

"Larry has a lot of cult fans, and unless someone actually threatens him or starts to disrupt the show, we try to ignore them. This includes the eager listener who presents Larry with a bottle of embalming fluid."

#### Putting The Guests Together

King and his crew have traveled north from Anaheim, where they have finished helping the folks at Disneyland celebrate the theme park's 30th birthday. Larry is tired from the road and his CNN television schedule. ("If it's Wednesday, this must be the Century Plaza Hotel.") I've arranged with the "real" "Larry King Show" producer, Pat Piper, to arrive for 'work" at 8pm, an hour before the live show goes on the air. Because of its midnight-4am EDT time slot, the show begins at 9pm Pacific Time so most stations can maintain their normal schedule. Only a few West Coast stations begin at midnight with a live hour of "Open Phone America."

The first thing I learn about producing the Larry King Show is that nothing goes the way you plan it. Tonight's scheduled guests, arranged before the "real" producer left Washington, included Joan Van Ark and Joe Penny from "Riptide." But by 8pm, they've been replaced. The roster now includes Billy Dee Williams, Bobby Vinton, Bill Marx (Harpo's son), two comedians from the Comedy Store, and a surprise appearance from comedian Albert Brooks.

"The worst thing about doing this show on the road is when you check into the hotel room and see the red light flashing." Piper laughs. "You know right away you've lost your guests, and a whole month of tracking down the right person is wasted. You have two hours to find a replacement."

Tonight's fill-ins are last-minute invites. Williams has been floating around in the back of Piper's mind, and a call to his publicist confirms the star's availability. Bobby Vinton is between dates in Las Vegas and Atlantic City and has nothing to do for a few days. Bill Marx has added a chapter to his mother's book about his famous father and has been waiting to get on the show. The two comedians were picked that afternoon on the recommendation of the manager of the Comedy Store. Mark Halloran



Larry King (left) interviews comedians Mark Halloran and Louise Duart.

is a recent "Star Search" winner, while Louise Duart has been opening rock concerts and stage shows for several years. Both do impressions — a natural for radio.

Finding guests or replacements for the show is not a teeth-pulling adventure, but it does require a lot of patience and a degree of skill at

"The first thing I learn about producing the Larry King Show is that nothing goes the way you plan it."

telephone tag. Most nonreclusive personalities, whether of an entertainment, political, literary, or sporting ilk, jump at the chance to be grilled by Larry. The problems lie in conflicting schedules and last-minute appointments that wreak havoc with even the neatest date-book. "What I did for the Los Angeles trip was contact all the major networks, studios, and publicists to find out who was available," Piper

explains. "I'm also approached by every other PR person in town, and I have to weed out a lot of eager people who want to be guests."

#### The Show Must Go On

The sound equipment has already been set up by freelance engineer Craig Slayton and Operations Manager Dick Owens, and Associate Producer Judy Thomas is holding down the fort in Washington. Some of the live audience has also trickled in, and Larry is wrapping up an interview for KNBC-TV. The hotel, pleased to have three nights of live broadcasts under its roof, is not pleased enough to permit any directional signs. That does not please Larry.

My first job is to brief Larry on the guests: Billy Dee Williams was in "Lady Sings The Blues," two "Star Wars" movies, "Brian's Song," and a few episodes of "Dynasty." Bobby Vinton just got back from Vegas and lives in a mansion down by the beach, and hasn't had a hit in ten years. Bill Marx just talks about Harpo. The comedians do impressions, which might be good for a few laughs. Open Phone America starts at II:06 after the news, and questions will be taken from both the studio audience and the phone lines.

"The worst thing about doing this show on the road is when you check into the hotel room and see the red light flashing."

- Pat Piper

The second thing I learn is the amount of coffee consumed on the show. Larry King and Juan Valdez must be bosom buddies; Larry's standard show props call for 5-6 cups of coffee, disguised with two sugars and tons of cream. Another piece of necessary equipment is a very deep ashtray. The producer's job description also includes waiter, which means getting coffee refills and either hard or soft drinks for the guests.

Several minutes before the show begins, Billy Dee shows up. There is no green room (this is radio, after all), so he takes a seat near the stage and waits. The audience diverts its attention from King to Williams, who poses for a dozen photographs and signs a dozen more. I also ask for his autograph—on a standard release form which has been photocopied so many times it looks like an ancient hieroglyphic.

Standing in the corner of the room is an unshaven man in a ragged brown T-shirt, carrying either a can or a bottle in a crumpled brown paper bag. His beady eyes set me on edge, but Piper says to not bother him. "Larry has a lot of cult fans, and unless someone actually threatens him or starts to disrupt the show, we try to ignore them." This includes the eager listener who presents Larry with a bottle of embalming fluid, and the energetic man with a bag of kazoos.

**NEXT WEEK:** The spine-tingling conclusion of my adventure in live radio.

#### **NETWORK PROMOS**

● The: NBC Radio Network has appointed Frank Raphael as Director, News. Raphael will be responsible for all on-air news programming on the network. Raphael joined NBC Radio News in 1982 as Producer and Assignment Editor. Before moving to NBC, he was a producer and correspondent at United Press International, where he covered United Nations and Central and South American stories.

• Michael Penzell has been named VP/Central Division Sales at Satellite Music Network. Penzell, who joined the network in June 1984 as an Account Executive in the New York Sales office, was most recently the Director/Central Division Sales based in Chicago. Prior to joining the network, he headed his own production company, producing "James Beard's

Kitchen," which aired on the CBS Radio Network.

• AP Broadcast Services has promoted former General Broadcast Editor Sue Cunneft to Assistant Director/Administration. She will now be responsible for supervising the administrative staff and special projects, including further development of AP's high speed radio services, NewsPower 1200 and the AP TV Wire: Cunneff joined AP in 1979 as a broadcast writer in New York.

● CBS RadioRadio has named Mary Dillon Manager/Affiliate Administration. Dillon will be responsible for administering contract agreements with over 1000 radio stations, clearing CBS RadioRadio longform and news programming, and assisting on special

projects. Dillon, who joined CBS in March 1983, was most recently Supervisor/Sales Services

 Grace Major has been appointed to the newly-created position of Director/Telecommunications Marketing & Customer Service for the Satellite Services Division of the Mutual Broadcasting System, Major will supervise the development of marketing strategy and customer satisfaction activities to support products and ser vices Mutual is now unveiling in the telecommunications marketplace. She comes to the network from Teleced Inc., a consultancy firm she founded that specializes in improving customer service for vendors in the telecommunications and computer industries

## **MUSIC CALENDAR**

#### **NEWS & INFORMATION FEATURES**

August 26-30

#### The Weekend

#### MONDAY

#### The Week Of

**Country Today** 

#### COMEDY

#### GENERAL INFORMATION

August 31-Septem	ber 1
leatles-Yesterday Oth anniversary of "Yesterday"	(US)
he Concert Hour	(14/0)

(WO) The Countdown (WO) Countdown America With

John Leader (USR1) Country Six Pack CMA award winners/Lee Green

Entire/Statler Brothers Dick Clark's Rock, Roll, (US) Dance Music International (US)

Bright And Bouncy Weather Starship/Corey Hart/LeBon-Rhodes-Taylor Project

Gary Owens's Supertracks (CRN)

Hot Ones John Cafferty & The Beaver Brown Band **Hot Rocks** (US) Live From London (MJI) Roger Daltrey/Ray Davies Metalshop

(MJI) **Music Makers** (NP) Les Elgart (WO) Musical Starstreams

(MS) Music Of The City (SI) Labor Day Special On The Radio (NSBA)

Playback (SI) **Power Cuts** (GSN)

Rick Dees's Weekly Top 40 (US) **Rock Chronicles** (WO) Annie & Aretha/Bryan Ferry/Dire Strait (WO)

Sting/John Cafferty Scott Shannon's Rockin' America Top 30 (WO) Tina Turner/Tears For Fears/Huey Lev

Solid Gold Saturday Night (USR2) The British Invasion (8/31) Spirit Of Summer (CBSR) ndie (Deborah Harry)/Chuck Berry

Boy George/Chad & Jeremy/. Freddie Cannon Summer Jammin' — Meeting In The Ladies Room (BRE)

hitney Houston/Cheryl Lynn/Kly Super Gold (TRAN) Superstars Of Rock (BRE)

Superstars Rock Concert (WO) That's Love
David Lee Roth/Kool & The Gang/
Jeff Goldblum (WO)

(CBSR) Top groups of all time

September 2

American Music Magazine With Rick Dees Country Calendar (CW)

#### TUESDAY

September 3 American Music Magazine With **Rick Dees** (US) Country Calendar

#### WEDNESDAY

September 4

American Music Magazine With

(US)

(CW)

Rick Dees

Country Calendar

Earth News R.E.M./Nicholas Meyer/Tom Hanks/ John Candy/Rita Wilson/ Gedde Watanabe/Henry Diltz Innerview (IN) Live From Gilley's (WO) Off The Record (WO) John Waite/Cheap Trick/Godley & Cre Off The Record Special (WO) Pop Concert (WO) Rock Over London (RI) Shootin' The Breeze (WO) Cheryl Lynn/R.J.'s Latest Arrival/ Con Funk Shun Special Edition Star Trak

September 2-6

(MJI)

(WO) (WO) Godley & Creme/Freddle Jackson/Jd

Comedy Show Mystery and Adventure: Bob Newhart/ Jack Benny/Monty Python/Rowan and Martin/Rich Little/Lucille Ball/ Groucho Marx

Laugh Machine Robert Klein/Rowan & Martin/Jackie Mason/ Woody Allen/Eddie Murphy/Bill Cosby

Party Drop-Ins How to party lesson #44/drop-in sexy female/pink turtle acne wax/Bobby Bourbon LP offer/jingle introduction

Radio Hotline (ASR) UFO/dial an ego/sklinning a cat/newlywed game/attorney

Stevens & Grdnic's Comedy Drop-Ins (ASR) Lucky Louie's finance and loans/please disregard this message/taxes with hog/ this is a mistake/profiles in professionalism

Ed Busch Talk Show (AP)

Fix-it problems around the house/ author Marabel Morgan (8/24) Open/affordable interest rates for t housing market/trivia expert Dave Tanner

Computer Program Teleshopping/disaster recovery centers,

computer training/computers and security/computers in alarms

**News Blimp** Courtroom drama/jingle sells/dialing for dollars/taken for a ride/crash dieting

Something You Should Know (SBS) Inventions (8/26-27) Intimacy (8/28) Happiness (8/30)

Sound Advice (PRN)

Reverb/slap echo/phasing and flangin multitrack studio recording of EQ Sporting News Report

Boris Becker (8/26) Rusty Staub (8/27) Goose Gossage/women umpires (8/28-29)

Sports Flashback (CW) Joe DiMaggio/1970 Kentucky Derby Winn Jack Demosey

Waldenbooks Review (WO) 'Savage Grace'

#### THURSDAY

September 5

American Music Magazine With Rick Dees (US) Country Calendar (CW)

#### FRIDAY

September 6

American Music Magazine With Rick Dees (US) (CW)

Country Calendar

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NETWORKS/PROGRAM SUPPLIERS
ABCD = ABC Deathon Net
ABCE = ABC Entertainment Net
ABCR = ABCR Entertainment Net
ABCR = Continuem Houndardsting
BBE = Burnet-Hobbins
BBE = Burnet-Hobbins
CBSR = CBS RadioFadio
CBSR = CBSR CBSR = CBSR =

LBP = Lee Bailey Prod. LW = London Waveleng

MBS = Multial Broadcasting
ME = Multimedia Entertainment
MJ = MJ Broadcasting
MS = Musical Starstroams
NBC = NBC Radio
NBC = NBC Radio
NBC = NBC Radio
NBC = NBC NBC Productions
PM = NBC PRODUCTIONS
PM = NBC PRODUCTIONS
PM = PROPER PROGRESSION NBC PM = PROPER PROPER PROPER PROPER PROFESSION NBC PM = PROPER PROPERSION NBC PM = PROPERSION NBC PM =

PIA = Public Interest All
BI = Radio International
SBS = Strand Broadcast
SSS = Syndicate
SOU = NBC. The Source
SOU = NBC. The Productions
TRAN = Transtar
US = The United Stations
USR1 = United Stations Radio Network 1
USR2 = United Stations Radio Network 2
WRN = Weederck Radio Network 2
YRN = York Radio Network

## If It's Happening In Radio, It's Happening At



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See you in Dallas!

#### MANAGEMENT

# Employee Turnover — Who's At Fault?

Many radio stations are plagued by employee turnover. What's the root cause of the problem? Is it endemic to the business, particularly at radio stations in smaller markets, or is it a management problem?

In "Creating Excellence: Managing Corporate Culture, Strategy, and Change in the New Age." authors Hickman and Silva write that "turnover in personnel and deteriorating productivity are sure signs of organizational and executive insensitivity." They claim turnover is a management problem. In Broadcasting (6-3-85) stock analyst/Carlin & Co. VP Anthony Hoffman said, "The broadcasting business, generally speaking, has attracted people of mediocre management talent."

Broadcasting has a show business image, glitzy and semi-sleazy an industry that often attracts people more interested in becoming celebrities and getting rich quick than in becoming good managers. The industry's structure, which consists of many small entities, often leads to job hopping as managers try to work themselves up the ladder by moving from city to city. These job hoppers are too often self-centered people more concerned with their own careers and quick-fix results than in building productive organizations

#### Changing Status Quo

What are some techniques that can help you manage more effectively to avoid falling into the self-centered mode and minimize employee turnover? First, managers must recognize that operating conditions have changed radically in the last several years.

D. Quinn Mills notes in "The New Competitors" that today's status quo is change. Although many managers may think they're making necessary changes, they're merely rearranging the deck chairs on the Titanic. Mills's theme is that a new generation of workers requires new and radically differrequires new and radically different management techniques. For example, if you ask "the new competitors" to list the characteristics of the best organizations they have worked for, the answers would be: "The mission was clear; everyone knew what was to be done. People were creative and cooperative. Communication in the group was open. Each member carried his or her part of the work." There are, according to Mills, some very telling omissions: "strong leadership, clear lines of authority, and exact directions."

Many radio managers tend to focus on those omissions. Managers are too often directive ("I'm the boss; do as I say, not as I do"). And, in a number of cases, managers have low trust levels. How many sales staffs do you know of that have to fill out daily call reports? How many stations do you know of that still have time clocks? How many times have you heard a manager say, "I can't get anyone to do it right; if you want anything done, you have to do it yourself." And how many stations do you know of that have bitter conflict, mistrust, and terrible inter-department communication? These stations are still operating with Victorian management styles; they haven't changed with the times.

#### Raw Talent Vs. Experience

If you're interested in changing your management style and responding to the needs of the "new competitors," the first areas to address are your recruiting and hiring practices. Are you constantly recruiting intelligent, highly-motivated, hard-working, independent people, or are you only looking for experienced people? Managers tend to place too much emphasis on experience and too little on raw

#### By Charles Warner

talent and brains

Announcing, production, selling, bookkeeping, or handling traffic aren't the same as brain surgery. By placing too much stock in experience, radio managers tend to perpetuate other people's mistakes. Management must place more emphasis on training, especially in smaller markets. The best managers are those who know how to coach their people to become more productive.

When you interview people, do you hire the first warm body that walks through the door? Your hiring practices should include: 1) interviewing applicants at least three times, 2) having a preplanned, written guideline of the questions you're going to ask all candidates for similar jobs (and ask the same questions in every interview), 3) taking notes on their responses, 4) writing brief evaluations after each interview, and 5) establishing an objective, numerical ranking system for all candidates. Deliberate, systematized hiring is one of the best insurances against turnover.

#### Get Sensitive

Your selection system should also include a realistic job appraisal. Many companies have found that by giving employees a detailed, objective, realistic preview of what their new job is going to entail, they can cut down turnover significantly. In other words, you control your prospective employees' job expectations. If you oversell your company and the job, you're almost certain to have a discontented employee. Inevitably, there's a tendency to oversell when there's an urgency to fill a job. Too often managers sell their dream, not the job's reality. This tendency to oversell under pressure may be the second biggest cause of turnover.

The biggest cause of turnover is management's insensitivity to employees' personal needs. Managers must learn management's Golden



Charles Warner

Charles Warner is a radio industry veteran whose background includes VP/GM posts with WNBC/New York, WMAQ & WKQX/Chicago, and CBS Radio Spot Sales. He currently lives in Palo Alto, CA and is Director of the Mass Communication program at Menio College. He's also a consultant, specializing in strategy, management development, and sales training.

Rule — treat employees the way you would like to be treated. Unfortunately, too many managers unconsciously adopt the style of their previous or current managers without asking, "Am I treating my people the way I would like to be treated?"

Hickman and Silva list five obstacles to sensitive management: 1) assuming you know others' expectations and needs, 2) treating all employees the same regardless of individual differences, 3) viewing employees as tools or production units, 4) seeing employees as they once were and not recognizing changes or improvements, and 5) believing employees should respond the way you would in the same situation. To overcome these problems, the authors recommend being sensitive to your staff's:

 Security expectations and needs. Dedicate yourself to your staff's physical well-being, environment, working conditions, compensation, supervision, and benefits. Conduct a station attitude survey to find out how employees feel about their work environment.

 Belonging expectations and needs. Scrutinize the social interaction, group dynamics, team feeling, decision-making participation, and sense of family your people experience. Create an atmosphere of mutual trust and respect.

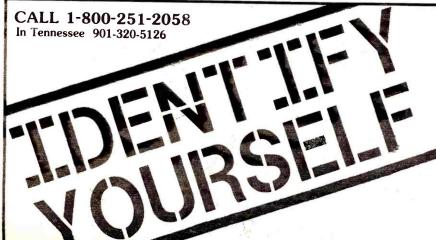
 Recognition expectations and needs. Thoroughly evaluate how and when your employees win formal and informal recognition via oral and written praise, promotions, bonuses, awards, honors, etc. The need for recognition is especially strong in radio; your station should have a formal system for praise and recognition. Find creative new ways to satisfy that need. I hate to break this to you, but the honor of working for you isn't enough.

• Quality-of-work expectations and needs. Define the sort of work people find interesting, challenging, and inspiring, then find ways to match people with the tasks that are most satisfying to them. Job sharing can get people involved in areas that interest them.

• Self-actualization expectations and needs. Know your people well enough to know what their dreams are. New age managers understand their employees' dreams and show them how to reach them through job performance. Remember most people dream of winning, so make everyone feel like a winner. If you treat them like losers, they'll fulfill your expectation of them — on your time.

Employee turnover can be cut down dramatically simply through better management. If your station or company has high turnover, just look in the mirror.

ASK WARNER — If you have a question about a radio management issue or problem and would like it discussed in this column, write or call. I'd love to hear from you: Charles Warner, 528 Patricia Lane, Palio Alto, CA 94303; (415) 322-8027...



New stations I.D.'s? Go to Dallas like you did last time and continue to sound like your competition. Or make your I.D.'s sound as unique as your station does. Get the identifiable sound your listeners will remember / call us.







HARVEY MEDNICK

#### **GETTING YOUR ACT TOGETHER**

#### Are You Ready For The Fourth Quarter?

The exhibition season may just be starting in the NFL, but for those of you in promotion/ marketing it's already the fourth quarter. Are you ready? If not, here are a few tips to help accelerate your progress and get you up to speed for the rest of the year and the initial budgeting/planning for '86.

#### Review

There's an old saying by Santayana that goes something like, "Those who elect to forget the past are doomed to live it again." Well, if you didn't work out the mechanics of your Haunted House promotion with the YMCA last year, chances are you won't this year either, if you wait. So, the first thing to do is pull the files for Halloween, Thanksgiving, and Christmas. I'm an advocate of keeping every note associated with a promotion. These seemingly useless scraps of paper often contain some key information that would not make it to a completed and organized promotion file

Example: Salesperson X

did not contact supermarket Y to secure gift certificates for free turkeys in time for distribution. This excuse note normally would have been trashed as you sought alternate markets or mechanics for the holiday.

#### **Play Favorites**

There's nothing wrong with returning to the well. so make it a general practice to go back to the salesperson you worked with originally on a cooperative promotion. I know that clients who spend dollars year after year appreciate it when they are given first right of refusal on a promotion. And salespeople really get bent out shape when you blithely announce (innocently) that you're doing "Coats For Kids," a K-Mart

staple, with the folks at J.C. Penney. If there's a promotion that has a change of sponsor or salesperson attached, let the sales manager make the pick or, at least, set a meeting to discuss the change. You don't want to get caught in the middle of what is ostensibly a sales decision.

#### **Develop A Target**

Let's say you're new at the station. The calendar never changes, thanks to Pope Gregory, although some of his local radio apostles try like the devil to convince you otherwise. Halloween is now! Haunted Houses, trips such as the one MEGA is offering (R&R 8-2), ghost-and-goblin nights at the local theme park, and fright night movie marathons all need to be set up immediately to give the sales department a six-week selling season before the on-air promos start!

The same goes for Thanksgiving and Christmas. Whether it's free turkeys, a turkey shoot, catered dinners in your listeners' homes, a dinner for the less fortunate in your mission district, or a trip to New England to commemorate the first Thanksgiving, you can see definite sales implications. Without sales department cooperation and an appropriate time frame, you're going to end up reaching in your cash budget when you don't have

to. An Added Thought

The fourth quarter is critical to any number of businesses who generate anywhere from 30-80% of their annual revenue during the holiday season. These companies (toy dealers are a good example) are looking for budget-extenders, such as shopping sprees (e.g., how many toys can you carry out of a Toys R Us store

in 60 seconds), gift certificates, and other promotions where you register at the location to be eligible to win. And these companies are looking for presentations today. Remember, the first person to the finish line wins, and the race is on right now!

#### A Final Thought

Don't forget the concept of debriefing. This is brainstorming in reverse, and all too often it's a critically overlooked factor in our part of the radio game. We are quick to meet with the GM/GSM/PD to conceive the next three promotions, but we almost always forget to gather together after the fact to go over what went right, and more important, the things that went wrong with the event.

Through this debriefing process, you not only prevent the same mistakes from happening again but also make sure that everyone involved is clear on what their individual responsibilities were. In this way, none of that dreaded "finger-pointing" occurs at staff meetings. Debriefing should take place as soon as possible after the event is over. If you let too much time pass, recalling the details of what actually took place becomes difficult.

I might also add that debriefing is a positive creative event. It is a time when new wrinkles should manifest that will affect future execution of similar events; new equipment needs will be revealed; and the meekest and least verbal participants can step out and voice

opinions, since their views now cannot impact upon the event. It is dangerous to allow these sessions to disintegrate into backbiting shouting matches filled with accusations and blame-laying.

#### Keys

Here are the keys to unlocking the door to your fourth quarter success:

- · Start now.
- · Review last year's activities
- · Go back to the well.
- Target your clients/events.
- · Key in on fourth-quarter-intensive businesses.
- Debrief each event.
- Start developing your budget/plan for 1986.

Now, about Valentine's

#### **DATELINES**

#### September 11-14

"Radio '85," the second annual Radio Convention & Programming Conference, presented jointly by the NAB and

Dallas Convention Center.

#### September 11-14

Radio/Television News Directors Association's International Conference Opryland Hotel, Nashville.

#### September 11-14

4th JazzTimes Convention The Roosevelt Hotel, New York City.

#### February 2-5

National Religious Broadcasters' 43rd annual convention Sheraton Washington, Washington,

#### March 6-8

Country Radio Broadcasters' 17th annual Country Radio Seminar Opryland Hotel, Nashville.

#### ONE YEAR AGO TODAY

- ●Ed Mascolo VP/Promotion for RCA Gary Price PD at WJMK/Chicago
- Bobby Rich PD at KFMB-FM/San Diego
- Don Mevers GM at WMC-AM & FM/Memphis
- Michael Konecko PD at WYDD/Pittsburgh
- John Haggard Jr. Sr. VP for WVOL & WQQK/Nashville
- •#1 CHR: "Stuck On You" Lionel Richie (Motown)
- •#1 A/C: "Leave A Tender Moment" Billy Joel (Columbia)

- ## B/U: "You, Me And He Mtume (Epic) (2 wks)

  ##1 Country: "Turning Away" Crystal Gayle (WB)

  ##1 AOR Track: "Missing You" John Waite (EMI America) (6 wks)
- •#1 LP: "Born In The USA" Bruce Springsteen (Columbia) (6 wks)

#### FIVE YEARS AGO TODAY

- Ted Carson PD at KSRR/Houston
- Bob Edson Exec. VP, Rich Fitzgerald Sr. VP/GM at RSO Records
- Joe Archer GM at WWW/Detroit
- #1 CHR: "Sailing" Christopher Cross (WB) (4 wks)

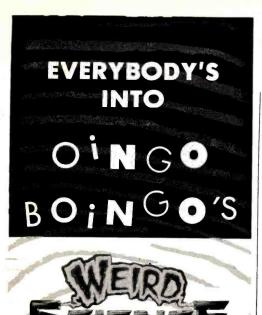
  #1 A/C: "Sailing" Christopher Cross (WB)
- #1 B/U: "Upside Down" Diana Ross (Motown) (2 wks)
- #1 Country: "Drivin' My Life Away" Eddie Rabbitt (Elektra) (3 wks)
- •#1 LP: "Hold Out" Jackson Browne (Asylum) (5 wks)

#### TEN YEARS AGO TODAY

#### Steve Mitchell PD AT WKLS-FM/Atlanta

- #1 CHR: "Jive Talkin" Bee Gees (RSO) (5 wks)
- ●#1 A/C: "How Sweet It Is" James Taylor (WB) (3 wks) • #1 Country: "Feelin's" - Loretta Lynn & Conway Twitty (MCA)
- ●#7 LP: "Fleetwood Mac" Fleetwood Mac (WB)

R&R FRIDAY, AUGUST 23, 1985/25



"After one week...top 10 requests, a stunning record!"

Gene Sanbloom, MD KIIS/FM

"52 to 15 in sales and top 5 requests, after one week of full time airplay."

Mike Preston, PD, KS 103

"Young America is screaming! Battle record winner for 10 days!"

Gary Bryan PD/Sean Lynch Asst. PD/MD Z100

"We're already top 10 phones."

Dave Hall, MD KKHR

"MONSTROUS 18-34 phones! A can't miss on this great movie theme."

Dean Le Master, PD/RON Q' Brien, MD, OK 95, Tri Cities

"... Big phones from the college community."

Steve Chase, MD KZOZ

"Won our battle of the bands 5 nights in a row...huge in Fresno!"

Carey Edwards, MD KMGX

"The most requested record at WHSL for two weeks in a row."

Jeff Stone MD/WHSL

"Hot with active male phones, a smash!"

Randy Summers MD/Z102

NEW THIS WEEK:

NEW THIS WEEK:

KIIS/FM-31 • Z100 • KPLUS • KX104 • Z104 • KMGX

KTFM • KZOZ • KHIT ON:

CURRENT AIRPLAY ON:

CURRENT AIRPLAY

ON:

WFM

WFM

WFM

WFM

MCA RECORDS

RES STREET TALK

Just as Z100/NEW YORK nails a peak 11.9 in the June/July BIRCH, morning cohabitant ROSS BRITTAIN is headed for Philly. So what's Zookeeper SCOTT SHANNON going to do about a replacement? "I need someone organized, with comedy writing talent and a strong desire to win," For the time being, L.A. standup comedian BRAD SANDERS is sitting in.

Country programmer ANDY HOLT has saddled up at KSCS/DALLAS and will be riding into Kansas City to wrangle at KFKF. That station had been without a PD since RAY MASSIE was roped and branded about six weeks ago.

Now that WKJJ/LOUISVILLE is switching from A/C to CHR (see Page 3), there's a rumor that WBBM-FM/CHICAGO PD BUDDY SCOTT will be consulting the station. Even if WMET's REID REKER is working with WZPL/Indianapolis and Buddy's helping the new WDJX (call letters he knows intimately), it doesn't mean that programming in Chicago can be a parttime job. Right?

WLS-FM/CHICAGO evening jock PETER B. and WBBM-FM night rocker TONY "Wild Child" HAMILTON were having a drink together one night not long ago. Peter says Tony told him, "Doesn't it bother you that I have better ratings and make more money than you?" But now that CBS is shipping Tony off to sister station WHTT/BOSTON, Peter told his listeners who the the real winner was, and may indeed play "Funeral For A Friend" as a goodbye souvenir to his now-former rival.



CRANE, a practicing dentist who's been handling afternoons at 298/TAMPA, will be the new MD (you'll pardon the pun) at WLS (AM)/CHICAGO. He was originally the Ops. Director/midday personality for Scott Shannon at

And DR. CHUCK

Dr. Chuck Crane Z100. When record reps come to see Dr. Chuck, they'd better have flossed, because he'll pull no punches . . . just a few teeth.

Look for KXLR & KOIT/SAN FRANCISCO VP/Station Manager KARI JOHNSON WINSTON to be promoted to VP/GM at BONNEVILLE Easy Listening sister station KBIG/LOS ANGELES. She'll succeed JACK ADAMSON, who recently moved up to Sr. VP for the radio group.

Meanwhile, WHTX/PITTSBURGH has been slightly softening its own sound, and although the station now reports as an A/C, there won't be a formal announcement of a format change. Meanwhile, PD KEITH ABRAMS is stepping down as afternoon driver, and he's searching for a replacement.

Also in the job mart, COLEMAN RESEARCH is seeking a Research Associate with programming experience. There's a competitive salary for one who's willing to travel. For flight information, call RICHARD HARKER at (214) 556-2121.

Now well past the rumor stage, Detroit's mystery "Detox" station, WDTX, is now expected by the masses in Michigan to make a move to Urban. The black bastion of nighttime ratings, MOJO (CHARLES JOHNSON), has left WJLB in his shadow and word is that nothing would launch "The New 99X" faster than Mojo's landing there.

Urban rig KAEZ/OKLAHOMA CITY is getting new call letters KIMY. So what's the new format? There may not be one, but PRICE consultant GEORGE JOHNS might relish the challenge of dismantling KZBS, the highly-rated A/C neighbor he helped build.

Successful A/C KSMG/SAN ANTONIO has hired 25-year KTSA personality BRUCE HATHAWAY to do mornings. And isn't co-owned KTFM the destination of former KMGG/Los Angeles afternoon man SONNY MELENDREZ?

Not-so-successful KYSR-AM & FM/EL PASO went off the air this week, and they'll soon go great with guacamole under new owner TICHENOR SPANISH MEDIA GROUP. It's a "dark" page in the tribune of Texas transmitters, for KYSR (AM) was the legendary KELP, a McLENDON CHR that blasted the border town back in '55. KYSR-FM was the formidable KINT of the '60s and '70s.

Continued on Page 28



# TOO GOOD TOO NEW "TOO YOUNG"

THE NEW SINGLE FROM

# JACK WAGNER

Produced by Clif Magness and Glen Ballard for From the forthcoming album Lighting Up The Night, shipping Sept. 9 • Manufactured and Distributed by Warner Bros. Records, Inc. • © 1985 Qwest Records

# RADIO IS SO IN

"SO IN LOVE" (AM-2746)

## From The Album CRUSH (SP-5077)

**Produced By Stephen Hague** 

On A&M Records and BASF Chrome Cassettes.

KKHR 33-32 KIIS-FM deb-36 KMEL 26-20 Z104 deb-38

KOFM on KIYS add KIKX add KQMQ add KCAQ deb-35 KDON-FM on KTRS on KBIM add

WXKS-FM add WCAU-FM add WTLQ add

WNOK-FM add WPFM deb-40 WFMI add WJAD add

WHSL on WDBR add





#### STREET TALK

Continued from Page 26

Pardo' me, but did you know that KFI/LOS ANGELES has joined the "game show" circuit? Programmed 6-9pm Monday-Saturday, "The Radio Game Show" block program offers a gaggle of games integrated into the normal music and news programming. But don't expect other dayparts to change.

Why did KGON/PORTLAND PD DAVE ERVIN resign last week? Reportedly to take on a Big Five market PD gig, but not in AOR

Looks like the sale of CONEMAUGH COMMUNICATIONS' WGLU/JOHNSTOWN to **BOB HAMILTON'S HAMILTON** COMMUNICATIONS is off. The closing. scheduled for August 15, never happened.

A station sale that is happening is **BEAM** COMMUNICATIONS' purchase of Country WGNG/PROVIDENCE. WRKO/BOSTON GSM BRUCE MITTMAN is one of the partners, and with a September takeover, he's looking for staffers interested in "upgrading the facility."

So is DRAKE-CHENAULT, which has openings for PDs and air talents in several medium and secondary markets.

The family that programs together: LISA RICHARDS-KENDALL, newly-named "Acting MD" at WNEW-FM/NEW YORK, doesn't need her own parking space. She can get a lift with hubby/PD CHARLIE KENDALL. It's a good shot that the formal title will eventually go to Lisa, who's served in that capacity at Philly's WMMR and WYSP.

KAMASAMI. KONG has said aloha to the PD post at KIKI & KMAI(194)/HONOLULU. KLRZ/SALT LAKE CITY PD JAY STONE is not joining the stations as PD, in case you heard otherwise. Both KIKI & KMAI are being consulted by BOBBY CHRISTIAN.

Also in the consultant world, it's said that JON SINTON, who recently left BURKHART/ABRAMS/et al., will start his own firm, naming several key groups and stations as clients shortly. And where do you think some of those clients will come

Football season is approaching, and first-round sportscasting talent should rush info to KRMG/TULSA, which has a rare sports opening for major college football/basketball PBP, including a nightly talk show.

In a flash of sanity, the FIRST NATIONAL CORP. of Brigham City, UT has decided, after all, against filing for the call letters KSEX-FM for its station KFRZ-FM.

Onward, Christian Radio: WIBS/ -CHARLOTTE AMALIE, St. Thomas, Virgin Islands has switched to the calls WGOD. The station has a new format of - yep, you guessed it - 75% Christian music. The first artists to be heard? Amen At Work, of course.



ROLLIN' ON THE RIVER -- Over 10,000 WLLZ/Detroit listeners flooded the station's first annual "Ramblin' Raft Race," which featured over 1000 sallors vying for a trophy, and the marriage of mates Dale Weber and Ginger Collins. "Rambo III," a confetti-firing tank-on-tubes, won the "River Queen" crown. GM Mike Solan reports that popularity to next year's event is rapidly growing.

WHEN CONFIDENTIALITY, INTEGRITY AND EXPERIENCE ARE IMPORTANT...

OUR COMBINED YEARS OF RADIO WORK DO MAKE A DIFFERENCE...AND YOU REAP THE BENEFITS.

BROKERAGE

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# EPOWER STATION COMUNICATION

THE NEXT HIT SINGLE
Produced by Bernard Edwards







KEN BARNES

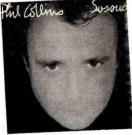
#### LETTER RIP

# **Correspondents Write My Wrongs**

This column generates a lot of response, both mail and telephone. People check in with topical records I forgot (or didn't know about), and make suggestions for future columns. Usually I save this material to round out a theme column, but sometimes those theme columns get a little lengthy, so my correspondence tends to hang fire for a while. So this week I thought I'd change pace and lead with the letters and phone calls, and return to the topical jungle next week

Leading off, Denise Bellamy of WILL/Willimantic, CT suggests a column about songs with made-up words for titles (like "Sussudio"). Interesting idea, and Denise goes on to nail Phil Collins as a leading practitioner of the imaginary-word title, citing Genesis's "Squonk" and "Abacab."

She adds, bringing up an even more fascinating sidelight, "'Abacab', however, may be an acronym for the chord progression of the song's music, in much the same way that 'Badge' signalled the chord progression for that Eric Clapton/Cream song." I may be naive (don't answer that), but in all the years I've known that song (16), I never connected the title with the chord progression. I'll have to dig out the rusting electric guitar and check it out, riling up the neighbors in the process. Denise also mentions that 'Badge' thus becomes one of those songs whose title does not occur in the lyrics.



Phil Collins: creative word inventor

#### Radioactive

That brief and deliberately non-definitive look at songs about radio I did a few weeks back has produced tons of additions, the best of which I present for the record. Paul Bronstein of SMN had a bunch, including "Mr. Radio" by ELO, Warren Zevon's "Mohammad's Radio," the Doors' "Texas Radio & The Big Beat" (actually a parenthetical portion of the full title), "Do You Remember Rock & Roll Radio" by the Ramones, "On

Your Radio" by Joe Jackson, "Song On The Radio" by Al Stewart, and two songs whose lyrics prominently revolve about radio, "Rock & Roll" by the Velvet Underground and others and "Caravan" by Van Morrison.

Meanwhile, Van Mac and Tim Walker from WorkK/Meridian, MS chime in with "FM" by Steely Dan (which was on my original list but, uh ... got lost ... right). Also on their list are "Don't Touch That Dial" by Engelbert Humperdinck, Bill Anderson's "Country DJ," and the immortal "I Bet You They Won't Play This Song On The Radio" by Monty Python (who won their bet).

Joni Silverman of United Stations brought up a pretty obvious one I missed: "Radio Ga Ga" by Queen. And finally. as is every label executive's prerogative, 415's Howie Klein brought up "K.U.S.A." by the Uptones while Mad Dog of Brat Records brought up his own company's "Radio Highlights" by Suzy Saxon & The Anglos.

#### A Few More Hits That Got Away

Continuing in my public-spirited drive to tell (briefly) the stories of hits that were turned down first by other artists, I heard (in a fairly unsubstantiated way) that Roberta Flack passed on "You Light Up My Life" on the grounds that it was too hokey.

And Bay Area record store proprietor and databank Mark Edmund contribited a couple. Gladys Knight & The Pips' first hit, "Every Beat Of My Heart," was written by Johnny "Willie & The Hand Jive" Otis with Jackie Wilson in mind, when he was visiting Wilson's hometown of Detroit in his capacity as a King Records A&R staffer. But it never worked out and the song had to be revived by Knight & company several years later. Also, Sam Cooke apparently held on to "Travelin' Man" for a year before deciding not to cut it, freeing the way for Rick Nelson to have a big 1961 hit with it.



#### SADE TRANSLATION

#### The Last Word On Pronouncing Sade

One of the crucial issues in Pop Music 1985 has been, unquestionably, how to pronounce **Sade**. Jocks, reviewers, promoters, countdown hosts, all have grappled with the problem, often coming up with unique approaches ("Shady" was a particularly memorable one I encountered).

I, along with most authorities and pronunciation gazetteers, have advocated the "Shar-DAY" solution. But, after viewing certain new evidence, I fear I may have unwittingly contributed to a burn steer of sorts.

Cat Sundeen, Promotions Manager at 2DAY-FM/Sydney, wrote to set the record straight from an

Anglo angle. She says, "I can assure you from having spent many years among the English and the Aussies that it is pronounced 'Shah-DAY. The 'r' is silent. The only reason people in America have been prounouncing it 'Shar-DAY' is because that's how a pronunciation

guide for an English person would have to show it. Britons pronounce 'Shar' as 'Shah' . . .

controversy

"As evidence, I enclose a photocopy of a magazine advert, in which the word 'taco' is shown to be pronounced 'tar-co' (see illustration), Now, no one would call it a tarco, but to an Aussie (and English) eye, 'tarco' translates as 'tah-co.' And so, 'Shar-DAy,' is 'Shah-day,' i'

Well, I hope that settles that, and unless someone can offer strong evidence to the contrary, I'm going to declare this subject closed and hop in the cah to grab a tarco.

#### Bono Rox: The "I Got You Babe" Story

If you were so inclined, you might be able to make a case that Sonny Bono should have a respected niche in the annals of rock, although his later TV notoriety and overall image militates against that possibility. Back on the charts with UB40 & Chrissie Hynde's cover of Sonny & Cher's theme song, "I Got You Babe," Bono spent almost ten years in the business before that 1965 breakthrough, recording solo as Don Christy and other identities, promoting Little Richard records for Specialty, producing the Standells, and writing such respected songs as "She Said Yeah" (Larry Williams, covered by the Rolling Stones and others)

and "Needles & Pins" (Jackie De Shannon, the Searchers).

Sonny & Cher (earlier known as Caesar & Cleo) were popular in their hometown L.A. before their national breakthrough, and "I Got You Babe" was actually their third L.A. hit, after "Baby Don't Go" and "Just You." The song is so identified with the fur-bearing hippie duo that it hasn't been covered too often in the past. Among those who did try to capture its idyllic air of devotion were Manfred Mann (in, I think, an instrumental version), the Dictators, Etta James, obscure Canadian duo Billy & Michelle, and the duo of Holly Vincent (Holly & The Italians) and Joey Ramone (the Ramones). And finally, 20 years later, it's hitting



Can Chrissie Hynde and UB40's Ali Campbell become the Sonny & Cher of the '80s? Do they want to?

#### "Vice" Precedent For Soundtracks

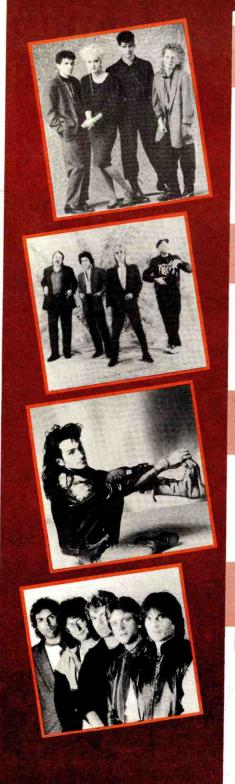
The long-anticipated soundtrack LP for "Miami Vice" comes out in the first week of September, with new songs from Glenn Frey, Chaka Khan, and Grandmaster Melle Mel, plus previously-released songs by Phil Collins, Tina Turner, and Frey that were spotlighted on the show last season. While it's not the first soundtrack for a TV series ( I remember Lalo Schifrin's "Mission Impossible" albums, for one precedent), its use of new songs by top artists represents a significant move by TV into the contemporary movie soundtrack arena.

Late mailbag entry: Greater Media's Ed Osborne, who is a fund of hits-that-got-away stories, relates another one. A hopeful songwriter called Swan Records in Philadelphia because he had a song he wanted to pitch to Dion. (This was a dumb move, since Dion recorded for Laurie Records in New York at the time.) However, Swan was looking for material for Freddy Cannon, and the songwriter was asked to sing his song over the phone to Swan's President. The exec (Ed doesn't mention his name but it might well be longtime producer Frank Slay) liked the song, asked for a lead sheet, taught the song to Cannon, and changed its title from "Amusement Park" to "Palisades Park." It was the songwriter's first composition, but not the end of his showbiz career: Chuck Barris later banged the gong and got it on TV for many years.

30/R&R FRIDAY, AUGUST 23, 1985



## 4 REASONS 4 E/P/A'S CHART SUCCESS . . .



#### 'TIL TUESDAY "Lookin' Over My Shoulder"

#### **CHR NEW & ACTIVE**

WHTT	WCAU-FM	WMMS	Q100	WZON	WGLF
WXKS-FM	94Q	Q103	WKEE	WIGY	WDBF
WNYS	Z93	<b>KPLUS</b>	WSPK	WGAN	KGOT
WPHD	B97		WRCK	KFMN	KHTX
CKOL	WGCI		KOFM	WYKS	<b>KBIM</b>
CINOI	WUCL		<b>KBOS</b>	WXLK	SLY96



#### CHEAP TRICK "Tonight It's You"

#### **CHR NEW & ACTIVE**

#### NOW ON OVER **60 CHR REPORTERS**

WPHD deb-40 WCAU-FM deb-36 K104 deb-38 WLS 35-30

WLS-FM 35-30 WRCK 40-35

WKRZ-FM add WTLQ 36-31 WOKI 36 KX104 29 **WRNO 27** 

WZPL 35 Z104 24 WZOK 28-22 WRQN add KEYN-FM add WHOT add KMGX add 95XXX add OK100 add

AOR Tracks: 12 AOR Albums: 11

95XIL add WGAN add KFMN 22 WHSL 36-33 WVBS 26-20 WAZY-FM deb-38 KTRS deb-38 OK95 17-12



#### KING "Love & Pride"

#### **CHR NEW & ACTIVE**

LOS ANGELES KIIS-FM 11-9 WXKS-FM deb-35 PRO-FM add Y100 add KWOD deb-37 KMEL 14-11 **KPLUS 16-11** 

WAMX add WKRZ-FM deb-40 WTLQ 40-36 WNOK-FM 38 WANS-FM add WKZL add KZIO add Z104 25 KQXR add 27 KQMQ 40-36 KLUC 22 KCAQ 19-16 95XXX 27

WKSF add WCGQ 39-31 KWES 39-31 KWES 32-28 WHSL 35-32 KTRS 39 KHTX 40-37 KBIM deb-40 KZOZ 18-16 OK959



### **SURVIVOR** "First Night"

#### **CHR NEW & ACTIVE**

**85/23** 

WHTT **KAFM** WXKS-FM **KEGL** WNYS **KTKS** WPHD **KRBE** WCAU-FM Y100 B94 WLS PRO-FM WLS-FM Z93

**KBEQ** ZZ99 **KHTR** KWK **KPLUS** KNBQ **WAMX** 93Q

WFMI FM100 Z98 **KFIV** WFBG WGUY WQID

KISR

**KQCR WSPT KFMW** KYYA

**KYYY** 



DISTRIBUTED BY CBS RECORDS

#### Abracadabra! He Vanished

Almost since its release, it's been one of the most assaulted bopper oldies of the '70s, up (or down) there with "The Night Chicago Died," "Billy, Don't Be A Hero," and "Seasons In The Sun." In fact, when John Lander turned on KKBQ/Houston with the aforementioned shock-effect records, "Heartbeat It's A Lovebeat" by the DeFranco Family was not among them. It did, however, rank #1 on the "lost hits of the '70s" chart compiled by college station WERS/ Boston, indicating that somebody wanted to hear the song again, if only for nostalgia reasons.

Which allows us to delve back (briefly) into the life of lead singer Tony DeFranco, who'll be 26 this Saturday. Fourteen years old for his first hit, the Welland, Ontario native was sired by the Laufer Entertainment Group, publishers of Tiger Beat, which used its papers to prime readers for the group. (Laufer would try the same thing less successfully seven years later with Michael Damian.)

The DeFrancos did manage three hits in their brief lifespan, and inspired another Canadian imitator, the Johnson Family, whose remake of "1-2-3" was produced, in an out-of-character move, by hard-rock maven Bob Ezrin. DeFranco is not one of the '70s teen idols who grew up to be a writer-producer (i.e, Leon & Foster Sylvers, Tommy Keane, etc.) He's believed to live somewhere in the San Fernando Valley, according to one person who claims to have seen him at a 7-11 last year. One of DeFranco's '60s counterparts, Bob Cowsill, turns 36 on Monday.

#### MONDAY, AUGUST 26

1968/"Harper Valley PTA" goes gold. These days it's the only one of Jeannie C. Riley's secular hits that she doesn't disavow. In fact, in "From Harper Valley To The Promised Land," it's the only one of her songs mentioned by name. Riley explains that the hypocrisy shown by the song's characters represents her pre born-again life. 1980/Tonight it's someone else: in between the "Found All The Parts" EP and "All Shook Up" album, Tom Peterson leaves Cheap Trick.

#### **TUESDAY, AUGUST 27**

1965/Although they have to express a lot of adulation for the pop idol to get him to warm up, the Beatles meet Elvis Presley at Graceland.

1967/Brian Epstein is found dead. The Maharishi Yogi tells the Beatles that the death is unimportant, as are all physical world events.

1980/The new nine-person Afro-funk version of the Talking Heads is unveiled at a Central Park concert. The lineup, including Bernie Worrell and Adrian Belew, lasted until a few months ago when the old four Heads

Birthdays: Alex Lifeson (Rush) 1943, Daryl Dragon (Captain & Tennille) 1942.



#### WEDNESDAY, AUGUST 28

1922/WEAS/New York airs the first radio spot, for a radio dealership.

1954/Elvis's "Blue Moon Of Kentucky" enters the Memphis Country charts at #3.

1963/Martin Luther King makes his "I Have A Dream" speech at the Washington Monument. Although this is the best-known rendition of the oratory, it's actually a different recording that becomes a Motown single. 1972/David Bowie debuts at Carnegie Hall with his "Spiders From Mars" show.

1978/Early punk band Television disbands

Birthdays: Danny Seraphine (Chicago) 1948, Hugh Cornwell (Stranglers) 1949.

#### THURSDAY, AUGUST 29

1976/In a misunderstanding about who was supposed to be on stage, Randy California shoves Neil Young off the stage at a Spirit reunion

1976/Veteran blues artist Jimmy Reed dies.

1984/Rod Stewart's "Some Guys Have All The Luck" debuts on the CHR chart. Stewart's version of the offcovered tune owes much to Robert Palmer's odd interpretation from two summers before. Birthday: Michael Jackson 1958.

#### FRIDAY, AUGUST 30

1959/Bobby Darin's "Mack The Knife" enters the Top 40 charts.

1973/The post-Jim Morrison version of the Doors breaks up.

1980/Will Josh Donen Jr. form a rock group? Cher makes her hard-rock stage debut with then-boyfriend Les Dudek's band Black Rose.

#### SATURDAY, AUGUST 31

1955/Smiley Lewis's original version of "I Hear You Knockin" enters the R&B charts.

1979/After allowing one of his pre-Pontiff plays to be performed, Pope John Paul II cements his reputation as the media pope by releasing an LP on Infinity.

1984/Canada's rock video channel MuchMusic begins operations.

Birthdays: Van Morrison 1945, Gina Schock (Go-Go's until further notice) 1957.

#### SUNDAY, SEPTEMBER 1

1956/The Roulette label, active today largely as a parent for Becket and Sutra, is founded.

1967/Boz Scaggs joins the Steve Miller Band.

1971/The Sonny & Cher Comedy Hour premieres on CBS.

1977/Blondie signs with Chrysalis.

1980/The Fleetwood Mac Tusk Tour ends at the Hollywood Bowl, nearly a year after the release of the LP.

Lindsey Buckingham threatens to retire from performing.

Birthidays: Barry Gibb 1946, Roy Head 1941, Conway Twitty 1933, Archie Bell 1944, Bruce Foxton (Ex-Jam)



RECORDED LIVE IN CONCE AUG. 28

# ABC contemporary network

Sponsored in part by



PEPSI
Produced by DIR Broadcosting



#### CALENDAR

**BRAD MESSER** 

## **Tuneup For Tired Employee**

The jobhunter pleads, with great sincerity, "Just give me a chance to show what I can do!" So you — being a nice guy and needing a new hand around the spread — provide the employment opportunity.

But once he becomes comfortable at work, it becomes clear that, given the leeway, he can expand a ten-minute task to take up a whole hour. Although he usually appears to be busy, you wonder whether he really is. He never makes a special contribution.

A reader states the problem and asks, What do you do with a person like that?

One possible first step, which can sometimes solve half the problem, is to tell the employee exactly how you evaluate his performance. Summarize his good points, go on to name those areas in which improvements are expected, then try to close the conversation with something positive.

People tend to live up to just what's expected of them and not go much beyond. Goals must first be identified and then raised increasingly higher. It's a rare human who's happy in a job without growth and change.

Make a calendar notation to

meet again in a week or two to give him another report card. Followup and continuing feedback are vital.

Having begun to deal with the basics, move on to Step Two and light a fire by inspiring him to perform above and beyond the routine. Be honest and be blunt. Tell him you suspect he is capable of contributing something unique to the station, say he hasn't done it so far, and make him understand that you'd like to be shown exactly what he can do to make himself uniquely valuable.

You'll probably either fire him up or run him off. Either is preferable to continuing to drag along in low gear.

#### **Voting Rights For Women**

MONDAY, AUGUST 26 — American women got the right when the 19th Amendment went into effect 65 years ago (1920). Actually, women in 15 states could already vote: the federal anti-discrimination law just expanded the right to women in the remaining states.

1932 — Mortgage foreclosures suspended by US gov't during Great Depression.

1907 — Harry Houdint jumped into San Francisco Bay with his hands tied behind him, weighted down by a 75-pound ball-and-chain. 1883 — Krakatoa volcano began a two-day eruption with the greatest explosion in recorded history: tidal waves killed estimated 36,000.

Birthdays: Musician Bob Cowsill 36. Dr. Albert Sabin (SAY'bin) 79, created oral polio vaccine 1959.

#### First American Oil Well

TUESDAY, AUGUST 27 — America's first commercial oil well was completed in 1859 near Titusville, Pennsylvania. Oil was used mainly as lantern fuel, as a less expensive replacement for whale oil, until well after Karl Benz built the first internal combustion automobile in 1865.

1976 — First manmade gene. 1971 — First Atlantic crossing by speedboat. 1940 — First color television. 1939 — First jet plane.

1913 — First airplane to fly a loop. 1912 — "Tarzan of the Apes" by Edgar Rice Burroughs appeared as magazine story. 1904 — First driver jailed for speeding, sentenced to five days in Newport, RI jail. 1896 — First dial telephone. Birthdays: Tuesday Weld 42. Mother Teresa 75. Chinese philosopher Confuclus born 550BC.

#### King "I Have A Dream!" Speech

WEDNESDAY, AUGUST 28 — Dr. Martin Luther King, Jr. delivered his "I have a dream" speech before some 200,000 civil rights demonstrators at the Washington Monument in 1963.

1968 — Chicago "police riots" erupted at Democratic national convention. 1966 — **Beatles**' next-to-last US concert, Los Angeles Dodger Stadium (see Aug. 29).

1922 — First radio commercial: **WEAF/New York** sold ten minutes to Queensboro Realty for \$100. 1833 — British Empire banned slavery effective August, 1834, when some 700,000 were freed.

Referring to late August, the "Old Farmer's Almanac" reports, "Amateur astronomers with large telescopes should get their first look at Halley's Comet on these mornings."

Birthdays: Paul and Linda's daughter Mary McCartney 16. Ron Guidry 35. Actor David Soul (David Solberg) 42.

#### Ku Klux Klan Violence

THURSDAY, AUGUST 29 — In Texas, in 1921, the Ku Klux Klan tarred and feathered at least 43 people during the last week of August.

1984 — Rockwell B-1 bomber prototype crashed during Mojave Desert test flight, pilot killed. 1966 — Beatles last US appearance, San Francisco Candlestick Park. 1901 — Carrie Nation anti-booze ax attack on NYC bar of former boxing champ John L. Sullivan.

1896 — Chop suey created at NYC restaurant by immigrant Chinese cook. 1893 — Modern zipper patented.
Birthdays: Michael Jackson 27. Elliot Gould (Elliot Goldstein) 47. Ingrid Bergman born 1915. Joyce Hall born 1891, started Hallmark greeting cards 1915.

#### Queen Of Egypt Snakebitten

FRIDAY, AUGUST 30 — Egyptian Queen Cleopatra committed suicide, by the bite of a hooded cobra, in the year 30BC.

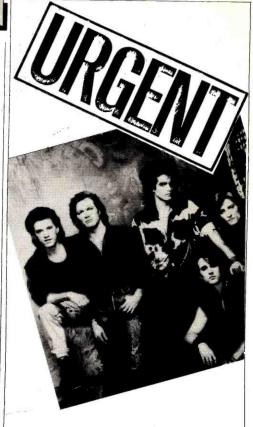
1983 — Air Force Lt. Col. **Gulon Bluford** became America's first black astronaut in space, aboard shuttle "Challenger." (The first black man in orbit was a Cuban on a Soviet mission in 1980.)

40th anniversity of General Douglas MacArthur's arrival in Japan to head occupation forces, World War II (1945).

1963 — US-Soviet hotline. 1869 — Grand Canyon exploration completed by John Powell. 1862 — Civil War, South won Second Battle of Bull Run. 1780 — Benedict Arnold turned traitor.

Birthdays: Frank Edwin "Tug" McGraw 41. Ex-Olympic skier Jean-Claude Killy 42. Cartoonist Robert Crumb (Truckin' Man) 42.

Deborah Kerr born 1921. Joan Blondell born 1909.



## RUNNING BACK DEBUT SINGLE

#### CHR SIGNIFICANT ACTION

WPHD CKOI WCAU-FM WMMS KKRZ Q100 K104 WERZ WSPK	WKRZ-FM WZLD WANS-FM WOKI WFMI KX104 KTFM WKZL WKFR	KBOS KMGX KSKD KDON-FM KRQ WGUY OK100 95XIL WGAN	WXLK WHSL WVBS WBNQ 99KG WDBR KTRS KHTX SLY96
930	WRQN	WOMP-FM	OK95
WRCK	KIKX	WKSF	

#### FROM THE DEBUT ALBUM "CAST THE FIRST STONE"

MAN

HAT

TAN

On Manhattan Records and High Quality XDR Cassettes.

#### **CONTEMPORARY HIT RADIO**

JOEL DENVER

KAFM, KEGL & KTKS

# 3-D Threat Rocks Big D

They do things in a big way in Texas, and the battle for CHR supremacy in Dallas is no exception. In this town, Top 40 got its start from legendary broadcaster Gordon McLendon. So it's only fitting that it be the scene for what's clearly one of the tightest ratings races in the country.

In the past year Bonneville's KAFM, under the guidance of VP/ Programming John Shomby, has come under fire from two recent CHR converts: Sandusky's KEGL (EAGLE-97), piloted by Randy Brown and ABC/Cap Cities' (soon to be Gannett's) KTKS (KISS-106), with Chuck Morgan in control.

A couple of factors make this an interesting market to study. First, there's the ratings (see "Charting The Trends"). Then there are dial positions, signals, and budgets to consider. Since all three rockers have signal and budget parity, the combination of programming expertise and dial position will determine the ultimate victor.

#### Charting The Trends

How does the three-way Dallas CHR race look from a numbers perspective? Here's a four-book, 12+ trend from Arbitron. The teen leader is KEGL. KAFM, which saw growth in this category, posts second place and KTKS, which declined in this age group, is third.

KEGL is ahead in 18-34 adults, followed closely by KTKS and KAFM. On the other hand KEGL declined over three shares in adult men, while KTKS advanced sixenths and KAFM grew a full share. Looking at adult females, KEGL rose three-tenths, KTKS grew two-tenths, and KAFM remained steady.

 Sp '84
 F '84
 W '84
 Sp '85

 KEGL
 4.3
 5.2
 6.7
 5.8

 KTKS
 0.6
 2.1
 4.1
 4.0

 KAFM
 5.9
 4.5
 3.1
 3.7



Ryan West, mornings



uhie Doak late-nights



Pamela Steele, middays



Paul Donovan, nights



Pete Thomson, afternoons



John Lacy, overnight

#### **Shomby Fights Off The Invaders**

A three-year Dallas veteran, KAFM & KAAM VP/Programming John Shomby had the market all to himself when he took the station CHR on August 15, 1982. "The market was starved for the hits. The only thing you could hear were recurrents from the A/C's or dinosaur rock from the AORs. Our impact was immediate and very positive."

Now things aren't so easy with direct format competition from KTKS and KEGL. Part of John's winning strategy is to make KAFM's sound unique enough to stand out from the others. "Having our dial position at 92 is a big help. When you've got us on, you know it's KAFM. On the other hand, with KEGL at 97 and KTKS at 106, we're not in the center of the heavy contemporary cume which extends to K104(KKDA) and KVIL."

#### Straight Down The Middle

Because its competition is more narrowly targeted, "KAFM aims straight down the middle," he observed, "while KEGL is more rock-oriented. KTKS caters more to adults, but has recently added a decidedly younger edge to its sound. Our music is hit-oriented; you might say we're more music intensive than the others. Keeping 90% current leaves less margin for error. With an intensive retail survey system and a careful eye on the phones, we can spot a record in its early stages and hit it if it's really mass appeal.

"KTKS is one of slickest CHRs I've heard in a long time, but they're short on personality. KEGL is very aggressive, outspoken, and a bit crude at times, which has attracted a lot of attention, especially to their Stevens & Pruett morning show. And Kidd Kraddick, the night guy, has grabbed a following."

Describing KAFM's approach, he continued, "Our personality profile is based on the premise that the shortest distance between two points is a straight line. Our folks get to the point but in an entertaining manner. They are given parameters to follow – such as time limits and content guidelines – which keep us sounding consistent. We strayed a bit from that which is



John Shomby

"Our jock talent is the cement which holds all the formatic bricks together. Excitement, freshness, and energy are the keys to our taking the crown again."

why we got hurt a bit when KTKS and KEGL flipped formats."

- John Shomby

**Outspent But Not Outdone** 

John forecasts that before too long either KEGL or KTKS will take a different format route. "I'd be willing to say that KEGL will head in an AOR direction again. Both stations outspent us this past book. We handed out \$150,000 in a cash giveaway using burnperstickers and direct mail. While we in-

creased, it's clear that more big guns have to be brought out. We plan some really interesting things this fall, which will put our calls on everyone's lins."

Keeping abreast of the market's every move is a challenge, especially when you consider that what works in Dallas may not work in nearby Ft. Worth. To circumvent that problem, John focuses part of his image-building strategy on visibility. "Our jocks are always out at the hottest clubs. We're always involved with the events which are uppermost in our audience's minds.

"Our weekly TV show, Texas Hit Review, constantly keeps us in the public eye. And our charity work is unsurpassed. Our MDA 'Labor & Love Run' is coming up on Labor Day. Running is big here so we work it into many of our events. Our yearly MDA Haunted House is another attraction as is our participation in the annual Ft. Worth Mayfest."

#### Turning Negatives Into Positives

John is keenly aware of the image KAFM needs to project and how to go about achieving it. "Our jock talent is the cement which holds all the formatic bricks together. Excitement, freshness, and energy are the keys to our taking the crown again. It all leads to being hip. It's important to have that type of image because Dallas is a very progressive market.

"In the Arbitron ClusterPlus analysis we have a large group of Yuppies. So we have to be hip and exciting, not laid back. Sports teams are a good tie-in. Since we aren't the Dallas Cowboys flagship station, we've done the next best thing. We just signed all-pro defensive back Michael Downes to do Cowboy reports each Monday and Friday during morning drive. No matter what age you are, you want to know what's happening with the team.





"I find myself listening to both competitors and picking out their weaknesses, which are becoming more obvious all the time. (But) I'm realistic and can recognize our strengths and weaknesses as well, which is the first step in turning potential negatives into positives." S&BITTI POLITTI

PERFECT WAY

PERFECT WAY

SEBITTI POLITTI SEBITTI POLITTI

PERFECT WAY

SGBITTI POLITTI

PERFECT WAY

SGRITTI POLITTI

PERFECT WAY

SGRITTI POLITTI

PERFECT WAY

SEBLITI POLITII

PERFECT WAY

SCRITTI POLITTI SCRITTI POLITTI

PERFECT WAY

PERFECT WAY

SCRITTI POLITTI



"Perfect Way" Is The New Single From Cupid And Psyche 85



PERFECT WAY

PERFECT WAY





## **CONTEMPORARY HIT RADIO**

# **EAGLE-97 Flies** In The Face Of Competition

Starting out as a CHR almost four years ago, KEGL (EAGLE-97) later flipped to AOR. Then about a year ago the station surprised the market and switched back. PD Randy Brown (formerly Christopher Haze), a 13-year market veteran, and consultant Bobby Hattrik have done an admirable job of keeping the station on an even keel through the change.

"It's only been in this last book that we finally took any kind of a hit in men. Our AOR heritage helped us hold them in addition to the new female listeners we've gained. Maybe we broadened too much, too quick," wondered Randy. "All in all, I'm pretty satisfied that our rock-oriented CHR approach is working."

"If you play it too close to the vest, you can't win. We throw the dice and, with calculated risk. we've been able to make them pay off.'

- Randy Brown

#### **Roll The Dice**

"We position ourselves as playing the new music first. If you play it too close to the vest you can't win. We throw the dice and, with calculated risk, we've been able to make them pay off. While we are tight-listed, we do open things up earlier than the others. Sometimes we move too early, but those are the breaks. Our on-air promise, 'EAGLE-97, where you hear the new hits first,' must be backed up with action.

"Callout is the main thrust of our research, as it's difficult to get accurate store information. Request lines are okay for the active audience. We also have the 'All-Request & Dedication Hour' at 8pm, 'The Battle Of The Hits' at 9pm, and the 'All Request Top 10' at 10pm, which are designed for actives. If a song we're not playing gets big phones, we need to test it. A song must address the station's position first. If it does and tests well, then it goes on.

Randy discussed Hattrik's input and to what degree his advice has been successful. "Bob and I share a lot of the same ideas. He's been instrumental in getting the station into a credible CHR format. We employ his research and I endorse it as being very trustworthy, but I'm not a remote control PD. While he has a lot of input, I call my own shots within the corporate guidelines determined in our strategy meetings.'

#### **Team Strategy**

"A real advantage of being part of the Sandusky chain is the ability to draw upon some of the best radio minds in the business. Bob Hattrik, George Johns — all of them offer ideas, and we all share our experiences with each other. The input is wonderful; the research is excellent. It's all because of (President) Toney Brooks and his relentless pursuit of only the best for our sta-

"And at KEGL I'm blessed with a group who've been through the winning experience elsewhere. (MD) Joe Folger is a real right-

hand person and just one of the team players who contributes to our success. Tony Johnson assists me in the mechanics, and Kidd Kraddick is a wonderful ideas person. Our news gal Martha Martinez has a real feel for the town. Thankfully, (VP/GM) Norm Rau understands our needs and supports us with the promotional tools we

#### **Year-Long Contest**

Since Randy has spent so many years in Dallas-Ft. Worth, I asked him how his competition relates to the market since they're program-med by "outsiders." "We're more defined than KAFM or KTKS. Our morning show with Stevens & Pruett is a killer, and we also have the hottest night jock, Kidd Kraddick. These guys have figured out what the people are in to.

We go out of our way to present an exciting, unpredictable, and fun station. Both KISS and KAFM are good, smooth, and polished stations. But they simply aren't as exciting as the EAGLE. You could take either station and plop it in the middle of almost any city. Neither have the real feel of Dallas.

"KAFM has made a lot of noise in the local press about how they edit lyrics because of their respon-sibility to the community. I don't think it helps them (KAFM); people should do their own censoring. Making a public issue of this may be cutting off their nose to spite their face."

Randy then explained how the station's current contest, running since last September, has become an experiment in listener attention. "We've already given away nine 944 Porsches and have a tenth to hand out. We have a 'Key Song Of a key. Once a month we gather evervone at a local mall. We hand out their checks, and they select a key. Whoever has the right ignition key wins the car. We threw a new wrinkle into it by telling the approximate time when we'll play the Key Song.

#### I'll Be Around

Maintaining a strong, on-thestreet profile is a key element of KEGL's success, as evidenced by one recent traffic stopper. "We have a huge billboard featuring Stevens & Pruett. It's located on the Central Expressway and attached to it is a huge inflatable eagle, which extends 15 or 20 feet beyond the billboard's edge. It blew down in an ice storm. When the bird was replaced, the guys did their show from there

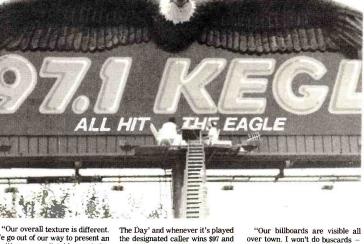
over town. I won't do buscards people gag on those fumes. It's like putting your calls on trash cans. There hasn't been a great need for a lot of advertising because our cume is so good. And that's without any TV time. I'd rather see us get out on the streets and do personal appearances. This weekend we're doing the MDA Bed Race and are active in the March Of Dimes Walk-A-Thon and other charity events.

"This is one of the most active and competitive markets in the country. There's a lot of talent and money being spent on getting listeners. With KTKS being sold, who knows what will happen? KAFM is now three years into the format, and they're fighting for survival. A year from now, I know we'll be doing what we're doing now and winning big at it."

MAKING A POINT - KEGL morn ing maniacs Mark Stevens & Jim

Pruett point out the fun at a recent

personal appearance.





(I-r) PD Randy Brown awards another 944 Porsche as the winners hold the check & keys, with Stevens & Pruett looking on.

# MICHAEL McDONALD

# ALBUM PARTY

Live from NBC Studios in New York. The Michael McDonald Album Party.
Produced by NBC Radio Entertainment in association with Denny
Somach Productions. Michael's first national radio interview for his new Ip "No Lookin' Back" on Warner Brothers Records. Look ahead. Call Shirley Maldonado at (212) 664-5538,

Tuesday, August 27 10 PM Eastern 9 PM Central 8 PM Mountain 7 PM Pacific



## **CONTEMPORARY HIT RADIO**

# KISS-106: More Than Lip Service

On August 6, 1985 Chuck Morgan and staff flipped the calls and format of Classic Hits KIXK. KTKS(KISS-106) was born, becoming the market's third CHR outlet a few days after KEGL dropped AOR for CHR.

That move really surprised Chuck. "They assumed we were going to be more of an A/C station. KEGL surprised us, and we sort of caught them with their pants down. Had things stayed the same, we might have had a bigger impact by now, but they preempted us.

"All in all, I'm pretty satisfied with our progress," he reflected. "We only had 84,000 cume and have taken it to over 341,000 in nine months. KAFM started with over 430,000 and KEGL with over 413,900. While EAGLE-97 has grown, KAFM has declined in cume. Our target is a bit more upscale than either KEGL or KAFM, aiming for the 18-34 audience with spillover on either side. Teens aren't our primary goal, but we're not chasing them away either."

#### Little Musical Difference

Chuck also noted that listeners perceive little difference in the music the three CHRs play. "The promotions and personalities are what will make the most indelible impressions on the audience. KEGL's Steven & Pruett and Kidd Kraddick show in our research, but so does our morning guy Jim Zippo. No one from KAFM shows up.

"Jim is pretty foreground in his approach but, by design, we keep a lower profile in the personality department throughout the day — "Our course is really well-charted. We're no longer just getting curiosity cume. We have a base we seek to build upon."

- Chuck Morgan

more music, less talk. Our course is really well-charted. We are no longer just getting curiosity curne. We have a base we seek to build upon."

While the others only mentioned KVIL, that station is more of a significant factor in KISS-106's growth. "Since they're at 103, we can share more with them. They're also begun to chase away some of their listeners, trying to appeal to the lower end of the demographics. Many of KVIL's 18-34 females are already showing a trend preference toward us."

#### **Major Contests**

So how do you make an impact in the book with two rivals beating at your back door? You stay active. "We've been contesting pretty heavily. Our 'KISS Calls' back in March and April averaged \$10,000 and went as high as \$25,000. Then we introduced a trivia contest call-



Chuck Morgan



Jim Zippo, mornings

ed 'Double Your Money,' which was very successful. Then the 'Winning Song' proved valuable in June as we unloaded video recorders and 19-inch TVs.

"All of this to go down a tenth of a point," he mused. "There are a number of reasons for the lack of growth. So many of us are playing the same music, and our newness worked against us — we aren't their first choice yet. As a result, we need to make our awareness felt in the coming months."



Jim Zippo throws the switch



Billy Hayes, nights



John Prahin, afternoons

And how does Chuck plan to do that? "We've just launched a bumper sticker campaign called the \$106,000 Sticker Switch." It complements our "Switch Is On To KISS-106" campaign. Listeners win by displaying the sticker or showing us the written calls. Winning prizes range from \$106 to \$10,000."

#### Playing Catch-Up

To double its efforts KISS-106 has two vans stocked with T-shirts, albums, and whatever else. These vans hit the streets seven days a week throughout the summer. "Everyone else has a jump on us. so we're working fast to make up ground. KISS-106 ties in with lots of charity events. We recently played Kool & The Gang in softball. In fact, we compete in softball games each week. The jock appearances are too numerous to mention, but Jim Zippo does a nice bit called the 'Donut Orgy.' We send an entire office coffee and donuts. They become our friends forever.

Chuck admits that serving two cities at once is difficult. "We pay close attention to Ft. Worth because a lot of our listeners are there. The mid-cities like Ariington and Garland are also important, so we really keep things evenly halanced."

"Country is huge in Ft. Worth, but we won't touch it in any shape or form. We're moderate in our music approach. I try to play as many contemporary multi-format records as possible. For me to go on Motley Crue out of the box makes no sense. I'll let EAGLE-97 warm that up for me, but I'll end up playing it if it's a hit."

#### **Welcoming Gannett**

And Chuck also keeps an eye on the all-important actives. "I use retail, some callout, and 24-hour requests. The phones are really important. We have 15 request lines, and we're always promoting for people to call in and communicate. It's a simple radio basic that works. If you ignore the phones, you're in trouble."

But does the impending sale to Gannett mean a limit on promotional spending until the transfer? "No way. The budgets are set. I feel quite strong about the summer book. KAFM will increase, so will we, and KEGL will erode even more. Gannett is inheriting a great staff, and ABC is still committed to spending a lot of money to keep the pressure on our competition."

# MOTION

Chris Collins named Assistant PD at WAMX/Huntington Russ Bealy leaves PM drive at KQIZ-FM/Amarillo; MacMurphy from WJZR/Charlotte replaces him . At WZOK/Rockford Chuck Doyle moves from middays to afternoon drive as Steve Sommers takes on evenings . . . Nicole Sandler is Jim Kerr's new morning producer at WPLJ/New York WSPK/Poughkeepsie reports parttimers Dave Redpath and Bob Weil are upped to PM drive and overnights, respectively . KHJ/Los Angeles MD Rosie Burnett switches to an AE slot at the station.

Jolene Baller exits the midday/MD post at WYSR/Charleston, WV. Kelly West is the new MD/PM host, and Jormer afternoon man Chris Balley (PD) takes over mornings . . . Chuck Davidson is no longer programming WEQX/Manchester, VT . . . Rick Daniels exits the MD/midday slot at WGGZ/Baton Rouge for advertising agency ownership . . . Kenny Wardell returns to

KMEL/San Francisco as Promotions Director. Jay Walker is now doing weekends at the station ... Hunter Herring upped from MD to PD at WZLD/Columbla replacing Mike Willis, who becomes Director of Promotion. Ron Marsh is the new MD ... WYMG-FM/Springfield, IL's new PD is Gary Hill, who previously programmed WZEW/Mobile.

Victor Jay joins WJXQI/Jackson-Lansing for AM drive Jerry Michaels is new to nights at WLAN-FM/Lancaster... Chuck Beck moves up from overnights to PD at KNIN/Wichita, Keand night rocker Brenda Kay is named MD to replace Barry Michaels ... Jon "Rock 'n' Roll" Anthony leaves nights at WZOU/J80s-ton for nights at Q105/Tampa ... Bob Spencer takes over programming at Q105/Tork . Michael Cruz exits WSQV/Williamsport for the PD slot at KBFM/McAllen-Brownsville replacing Russ Williams, who left for WKOR/

Starkville, MI . . . Steve Driscoll is the new weekender at KWES/Odessa-Midland, and Woody Stevens becomes part of the morning team.

Joel Block joins KNBQ/Seattle for weekends . David K. Jones is the new morning man at KOPA-AM & FM/ Phoenix . . . Miami Dolphin tight end Joe Rose will host the "Morning Dolphin Update" on WMXJ/Mlami's morning show ... KDSR/Williston, ND PD Pat McCrummen leaves the station to pursue his education and will do weekends at KKXL-AM/Grand Forks Marc Ross moves from WZYP/Huntsville to mornings at WZUU/Milwaukee to rejoin PD Chris Andrews . . . Congratulations to Q92/Rochester MD Tom Messner, who is marrying crosstown WHAM news reporter Elissa Marra on September 7

# BITS

 Magic Meter Maids On The Loose — Magic 91/Auckland, New Zealand honored the release of the film "Moving Violations" by feeding coins into expired meters and tucking movie passes under the respective windshield wipers. It pays to listen to Magic 91!

Magic 91!

Come On A Safari With Me —
WMMS/Cleveland and Sunkist are sponsoring a "Jeepin" Safan," complete with Surfin' Safari enthusiasts the Beach Boys in concert. Just before the show, one lucky listener will be picked to receive a new Jeep Comanche. All isteners have to do is fill out an entry blank, send in a postcard, or register the day of the concert.

40/R&R FRIDAY, AUGUST 23, 1985

# **CONTEMPORARY HIT RADIO**

# Welcoming The New Parallel Reporters

The review of the Arbitron books and the restructuring of R&R's CHR reporter list are now complete. Reporter status is based on several factors. First, there's format dominance within the marketplace as determined by the 12+ share. Those markets with more than one CHR reporter demonstrate a competitive environment reflected in the ratings. So a market may have as many CHR reporters as can be supported by the ratings. Markets without Arbitrons are also occasionally included to give our sample geographic balance.

Population breakdowns for Parallels are based on Arbitron's 12+ metro population figures: P-1 1,000,000 and above

P-2 999,999 - 200,000 P-3 199,999 and below

#### **New Parallel Two Reporters**



WROQ/Charlotte, NC PD: Reggie Blackwell MD: Chris Williams



94Z(WZZU)/Raleigh, NC PD: Peter Delloro



WCKN/Greenville, SC PD: Gary Jackson MD: Steve Chris



WGGZ/Baton Rouge, LA PD: Michael Adams



KTUX/Shreveport, LA PD: John Steel



KIYS/Boise, ID PD: Tom Evans



KEZB/Ei Paso, TX PD: Ron Haney



KRNQ/Des Moines, IA PD: Doug Gillan MD: Shane Finch



KFIV/Modesto, CA PD: Russ Novak

#### **New Parallel One Reporters**



WKSE/Buffalo, NY PD: Scott Robbins

WPHD/Buffalo, NY

PD/MD: John Piccillo



WMMS/Cleveland, OH Ops Mgr: John Gorman MD: Kid Leo

MD: Boom Boom Cannon

## **New Parallel Three Reporters**



WGAN-FM/Portland, ME PD: Pete Falconi MD: Jim Randall

1005 GW Cleveland

WGUY.FM

WGUY/Bangor, ME PD: Jack Roberts MD: Bruce Worcester



WFXX/Williamsport, PA PD: Ted Minier



KFMN/Abilene, TX Ops Mgr: Dom Testa



KYYY/Bismarck, ND PD: Bob Beck



95XXX(WXXX)/Burlington, VT PD: Rob Poulin

HIT 100 · FM

KGGG/Rapid City, SD PD: Phil Wilson MD: Charlie O. Douglas



WVBS-FM/Wilmington, NC PD: Brian Krysz

HIT 101-FM

KKRQ/Cedar Rapids, IA PD: Ted Jacobsen



KSMB/Lafayette, LA PD: Scott Segraves

9Z3KWNZ

KWNZ/Reno, NV PD: Dave Shakes MD: Jeff Davis

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•THE CREATIVE SELL •TEAM SELLING •BEING A "STANDOUT" SALESPERSON •AND MORE, MORE, MORE

Sept. 10 Milwaukee Sept. 11 Minneapolis Sept. 25 Atlanta Pittsburgh Sept. 26 D.C. Oct. 8 Cinc Oct. 9 Detre Oct. 22 Dallas Sept. 12 St. Louis Sept. 17 Nashville Cincinnati Detroit Oct. 23 Kansas City Oct. 24 Oct. 29 Denver Sept. 18 Charlotte Oct. 10 Chicago Seattle Sept. 19 New Orleans Oct. 15 Boston Los Angeles Sept. 24 Orlando

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Oct 34

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# The 2nd Annual MTV Video Music Awards.



On Friday, September 13, join host Eddie Murphy on stage live at Radio City Music Hall for the definitive video music awards show.

Presented in conjunction with the Ohlmeyer Communications Companies and Radio City Music Hall Television and in association with the RIAA and NARM.

Final ballots must be received by September 3 to be eligible for tabulation.

Friday September 13

9PM Eastern 8PM Central 7PM Mountain 6PM Pacific



\_ook Who's Coming!

Pat Benatar Eurythmics Daryl Hall & John Oates Herbie Hancock Corey Hart Chrissie Hynde of The Pretenders Grace Jones Quincy Jones Jim Kerr of Simple Minds Aimee Mann John Cougar Mellencamp David Lee Roth Tears for Fears Tina Turner Paul Young and more!
The MTV VJ's and more!

# ook Who's

Best Video of the Year

Don Henley "The Boys of Summer" Tom Petty & The Heartbreakers "Don't Come Around Here No More David Lee Roth "California Girls" David Lee Roth "Just A Gigolo/I Ain't Got Nobody USA for Africa "We Are The World"

Best Male Video

Glenn Frey Smuggler's Blues" Don Henley. The Boys of Summer' David Lee Roth "California Girls David Lee Roth Just A Gigolo/I Ain't Got Nobody' Bruce Springsteen "I'm On Fire

Best Female Video

Cyndi Lauper "She Bop Madonna "Material Girl" Sade "Smooth Operator" Sheila E. "The Glamorous Life" Tina Turner "What's Love Got To Do With It"

**Best Concept Video** 

Frankie Goes To Hollywood "Two Tribes"
Glenn Frey "Smuggler's Blues"
Don Henley "The Boys of Summer"
Tom Petty & The Heartbreakers "Don't Come
Around Here No More" David Lee Roth "Just A Gigolo/I Ain't Got Nobody **Best Group Video** 

The Cars "Drive" Eurythmics "Would I Lie To You? Huey Lewis and The News "If This Is It" U2 "Pride (In The Name Of Love)" USA for Africa "We Are The World"

Best Stage Performance in a Video Dest Stage - Ferformance in a video David Bowie - Blue Jean "(Live Version) Eurythmics - Would I Lie To You?" Bruce Springsteen - Dancing In The Dark Talking Heads - Once In A Lifetime" (Live) Tina Turner - Better Be Good To Me"

Best New Artist in a Video

Frankie Goes To Hollywood "Two Tribes" Julian Lennon "Too Late For Goodbyes" Sade "Smooth Operator" Sheila E. "The Glamorous Life" 'til Tuesday "Voices Carry"

Best Overall Performance in a Video

Philip Bailey & Phil Collins "Easy Lover" Eurythmics "Would I Lie To You?" David Lee Roth Just A Gigolo/I Ain't Got Nobody" Bruce Springsteen "Dancing In The Dark" USA for Africa "We Are The World"

Best Special Effects in a Video

Best Special Effects in a video
Bryan Adams "Run To You"
Lindsey Buckingham "Go Insane"
Lindsey Buckingham "Slow Dancing"
Culture Club "It's A Miracle"
Tom Petty & The Heartbreakers "Don't Come
Around Here No More"

Best Art Direction in a Video

Peter Brown "Zie Zie Won't Dance"
Culture Club "It's A Miracle"
Don Henley "The Boys of Summer"
Madonna "Like A Virgin"
Simple Minds "Don't You (Forget About Me)"

Best Editing in a Video
Bryan Adams "Run To You"
Art of Noise "Close (To The Edit)"
Lindsey Buckingham "Glow Dancing"
Lindsey Buckingham "Slow Dancing" Eurythmics Would | Lie To You

Best Cinematography in a Video

Bryan Adams 'Heaven' (Version 2) Bryan Adams 'Run To You Lindsey Buckingham Go Insane Don Henley 'The Boys of Summer Madonna 'Like A Virgin'

Best Choreography in a Video

Eurythmics "Would I Lie To You?" Elton John "Sad Songs (Say So Much)" Madonna "Like A Virgin Madonna "Material Girl" Prince "When Doves Cry" Sheila E. "The Glamorous Life Tina Turner "Private Dancer"

Best Direction in a Video

Best Direction in a Video
Bryan Adams "Run To You"
Duran Duran "The Wild Boys"
Don Henley "The Boys of Summer
Chris Isaak "Dancin"
Tom Petty & The Heartbreakers "Don't Come
Around Here No More
Simple Minds "Don't You (Forget About Me)
Toto "Stranger In Town"

Most Experimental Video

Art of Noise "Close (To The Edit)" Lindsey Buckingham "Go Insane" Lindsey Buckingham "Slow Dancing" Chris Isaak "Dancin Lone Justice "Ways To Be Wicked

Viewer's Choice/Best Video of the Year

Don Henley "The Boys of Summer"
Tom Petty & The Heartbreakers "Don't Come
Around Here No More"
David Lee Roth "California Girls"
David Lee Roth "Galifornia Girls"
David For Africa "We Are The World"

Video Vanguard



STEVE FEINSTEIN

#### **CONTINUED GROWTH 25+**

# **Rock Radio's Upward Mobility**

People turn grayer as they get older; AOR radio, on the other hand, becomes greener as it ages. The format that was supposedly on the rocks a short time ago is becoming an essential buy for any advertiser seeking to reach 25+ men. AOR has weathered tough times and emerged as a healthy, profitable venture.

A look at the format scorecard shows how critical it is to examine demographic performance rather than 12+ shares. AOR performed slightly better 12+ a year ago than it did this spring, yet the percentage of markets in which rock radio leads in key demos is up across the board, most dramatically in men 25-34.

In well over half of the markets, AOR is the format preferred by young, male baby-boomers. In a third of the markets, AOR's strength extends to taking top honors for men 25-49, hence some observers' dubbing the format "Male A/C."

Interestingly, the format performs best in the highly competitive major markets. Look at the top 35 metros, and you'll find AOR #I men 25-34 in 26 of the 31 that have AORs. That's an 84% margin vs. the national rate of 65%.

Decreased competition — fewer AOR outlets — in top markets isn't necessarily the reason, either. There's more than one AOR station in 19 of those 26 major markets where AOR wins 25-34 men.

Rather, the reasons include:

 AOR has changed its character. An adult presentation and music mix have replaced a juvenile, rock-til-you-drop mindset.

• Stations that have stuck with AOR have emerged with crystalclear market identities and positions. Being the "rock" station enables listeners and advertisers to know exactly where a station stands among the "format-of-themonth-club" lemming mentality. Additionally, playing on heritage and format tenure is a powerful tool.

 Most important, the format's staple – rock 'n' roll – has provided a soundtrack for the lives of most young adults. In the right creative hands, AOR is the format best able to present the full glory of the music that frames our past, present, and future.

### **Format Scorecard**

Stations Surveyed	Spring '85 176	Spring '84 192
Surveyed Markets w/AORs (standard/condensed)	129 (110/19)	142 (123/19)
12+ Scores	44% up (77) 47% down (83) 3% flat (6) 6% debut (10)	47% up 46% down 4% flat 3% debut
Markets With AOR #1 In Adults 18-34	50% (65)	44%
Markets With AOR #1 In Men 18-34	78% (86)	71%
Markets With AOR #1 In Men 25-34	65% (72)	46%
Markets With AOR #1 In Men 25-49	33% (36)	(not available)

All figures refer to **Arbitron** metro survey areas, Monday-Sunday, 6ammidnight.

Stations with #1 shares in their market have 12+ figures in bold.

First or second-place rankings in cume and key demos are indicated. Italics signify a tie for the position. Under-the-line signals are included in determining a station's rank. Figures not available in condensed market books are indicated by "na."

"%25+" refers to the percentage of a station's quarter-hours from listeners 25 or older.

Consulted stations are noted by (A) for Burkhart/Abrams/Michaels/
Douglas & Associates; (AP) Al Peterson; (B) Gary Burns; (BH) Bob Harper; (BP) Beau Phillips; (F) Frank Felix; (H) Bob Hattrik; (J) Fred Jacobs; (M) Larry Mofflit; (P) Jeff Pollack Communications; (S) John Sebastian. Co-consultations are also noted.

Regarding the designation of consultants, please note that it's the editor's opinion that credit for a station's ratings performance lies primarily with station personnel. The listing of consultants is done as a point of reference and is not intended to diminish the role of on-site programmers.

# Spring '85 Station Stats

																	1
Station/Market	12+	Cume.	Adults 18-34	Men 18-34	Men 25-34	Men 25-49	Teens	% 25 +	Station/Market	12+	Cume	Adults 18-34	Men 18-34	Men 25-34	Men 25-49	Teens	% 25 +
WONE-FM/Akron	*-6.4		_	2	2	2	_	56	WTUE/Dayton	11.5-9.9	_	1	1	1	-1	2	42
WPYX/Albany (A) 1	1.8-9.5	_	1	1	1	1	2	45	KBPI/Denver (H)	6.8-7.7	1	1	1	2	_	2	36
WQBK-FM/Albany	3.6-5.5	-	_	2	2	2	_	65	KBCO-FM/Denver	5.5-5.5	_	2	2	1	1	_	69
KFMG/Albuquerque (P) 6.	4-10.2	_	1	1	1	2	2	42	KAZY/Denver	4.7-3.9	_	_		_	_	_	49
KRKE-FM/Albuquerque (A) 5	5.7-3.8	_	_	_	_	_	-	45	KGGO/Des Moines (M)	16.3-18.0	2	1	1	1	1	2	40
WZZO/Allentown (A) 9.	2-11.2	1	1	1	1	1	2	48	WRIF/Detroit	6.6-6.0	- 2	1	1	1	2	_	43
KWHL/Anchorage (AP) 15.	1-12.3	-	1	1	2	_	2	38	WLLZ/Detroit (H)	3.1-3.8	_	-	2	-	_	_	31
KKGR/Anchorage (S)	*-9.0	_	_	2	1	1	-	70	KLYV/Dubuque	21.4-16.7	1	1	па	na	па	na	na
KRKN/Anchorage	* -2.7	-	-	_	_	_	-	38	KQDS/Duluth (BH)	7.2-8.5	_	1	1	1	_	2	39
WAPL/Appleton (AP) 13	.5-12.7	2	1	1	1	_	1	33	KLAQ/EI Paso (A)	10.6-13.8	- 2	1	1	1	1		35
WKLS-FM/Atlanta (A)	6.7-6.4	_	_	2	_	_		43	KZEL/Eugene (A)	14.2-13.3	_	1	1	1	1	2	42
WMGM/Atlantic City	6.0-6.7	_	_	_	_	_	_	43	KZAM/Eugene	4.3-3.6	_	_	_	2	_		100
KLBJ-FM/Austin 8.	0-13.6	2	1	1	1	1	2	61	KRXX/Eugene	*-1.4	_	-	_	_	-	-	60
WTOS/Bangor-Skowhegan 4	1.8-1.1	_	_	па	па	na	na	na	KQWB-FM/Fargo	13.8-12.1		1	1	1	_	2	29
	5.9-6.9	_	1	1	1	1	-	40	WRZK/Fayetteville, NC	.6-1.2	_			_	_	_	0
WGRX/Baltimore (S)	1.08	_	_	-	_	_	-	54	WWCK/Filmt (A)	11.9-11.8	2	2	1	_	_	1	38
WHFS/Baltimore-Annapolis 1	1.2-1.1	_	_	-	_	_	_	57	WOOJ/Ft. Myers, FL	8.4-8.3	_	2	na	na	na	na	na
WBCN/Boston	9.0-8.8	-	. 1	1	1	1	-	49	WXKE/Ft. Wayne	9.7-8.1	_	2	2	2	_	_	45
WAAF/Boston-Worcester 2	2.3-3.6	_	_	_	_	_	-	23	KKDJ/Fresno (A)	11.1-9.1	_	1	1	1	1	_	34
WFNX/Boston	.66	-	-	_	-	_	-	55	WRUF-FM/Galnesville (P)	16.9-15.5	1	1	na	na	na	na	na
WIZN/Burlington 4	1.1-5.1	_	_	na	na	na	na	na	WLAV-FM/Grand Rapids (		2	i	1	1	2	2	42
WOOS/Canton 8	3.1-6.5	_	2	1	1	_	-	49	WARX/Hagerstown-Frede		_	1220	na	na	na	na	na
KGRQ/Casper (S)	*-10.3	_	2	2	1	2	4	75	WTPA/Harrisburg (P)	*-4.3	_	_	2	-	_		21
WKLC/Charleston, WV (A) 15	5.1-8.9	-	-	1	2	_	-	40	WHCN/Hartford (A)	6.7-6.1	-	2	2	2	_	2	43
WWWV/Charlottesville 10.	7-15.2	1.	1	na	na	na	na	na	WCCC-FM/Hartford	4.7-3.4	_	_	_	_	_	_	45
WUVA/Charlottesville 6	3.9-2.1	-	_	na	na	na	na	na	KPOI/Honolulu (A)	11.1-9.5		2	1	2	_	2	34
WOWE/Chattanooga 2	2.3-2.9		-	_	_	-	-	48	KSRR/Houston	5.2-5.0	_	_	2		_	_	43
KRQU/Cheyenne-Laramie 6	6.7-6.2	ت . ر	2	na	na	na	na	na	KLOL/Houston (A)(P)	5.2-4.5	_	_	1	_	_	_	47
WLUP/Chicago 3	3.5-3.8		_	1	2	-	-	43	KRBE-AM/Houston	7-1.3	_			_	-	-	75
WXRT/Chicago 2	2.7-3.2	_	-	2	1	_	-	73	WFBQ/Indianapolis (A)	11.3-15.5	2	1	1	1	1	2	43
WCKG/Chicago (A)	*-1.6	_	_		_	-	_	44	WFYV/Jacksonville (A)	11.4-10.3		2	1	i	1	2	51
KFMF/Chico 9	9.0-5.8		-	na	na	na	na	na	WGLU/Johnstown	4.8-4.7		_	_	2	_	_	44
WEBN/Cincinnati (P)	3.7-7.4	_	1	. 1	1	2	_	45	KYYS/Kansas City (A)	5.9-6.8	_	1	1	1	1	-	47
WSKS/Cincinnati 4	1.0-2.8	_		_	_	-	_	28	KKCi/Kansas City	3.4-2.3	-	-	_	_		_	43
KILO/Colorado Springs 13.	1-11.2	_	1	. 1	1	2	-	34	KCFX/Kansas City	1.5-1.8	-	_	-	_	_=	_	46
KFMZ/Columbia, MO (M) 13.	2-12.1	2	2	na	na	na	na	na	WIMZ-FM/Knoxville (A)(M)	15.9-17.5	2	1	1	1	2	1	40
WLVQ/Columbus, OH (A) 14.	9-11.5	2	1	1	1	1	2	46	KOMP/Las Vegas (A)	10.4-11.4	2	1	1	1	1	2	51
	3-10.8	2	. 2	1	. 1	1	2	33	WKQQ/Lexington	13.2-12.0	_	2	1	2		2	37
KTXQ/Dallas (A)	1.5-5.2	-	-	1	. 1	2	-	54	KFMQ/Lincoin (AP)	12.0-12.9	_	2	1	1	1	2	49
KZEW/Dallas (P)	8.8-4.3	-	_	1:	1 19			40	KMJX/Little Rock	9.6-9.0	-	2	2	2		_	43
WRKI/Danbury (A) 11	.8-14.3	1	1	na	na	na	na	na	WHTG-FM/Long Branch	2.0-1.1		_	na	na	na	na	na

Continued on Page 46



# TIO)

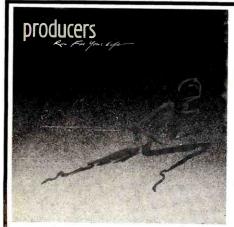
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Arcus Plubius & Cataracta & Aurum & Jinis Her & Sommium & Oshum & Hensicus & Hongsius of Squaruse & Reperio Tibisacra Cor & Arcus Plubius & Cataracta & Aurum & Jinis Her & Sommium & Oshum & Hensicus & Biongsius of Squaruse & Reperio Tibisacra Cor & Arcus Plubius & Cataracta & Aurum & Jinis Her & Sommium & Oshum & Hensicus & Hiongsius of Squaruse & Reperio Tibisacra Cor & Arcus Plubius & Cataracta & Aurum & Jinis Her & Sommium & Oshum & Hensicus & Reperio Tibisacra Cor & Arcus Plubius & Cataracta & Aurum & Jinis Her & Sommium & Oshum & Hensicus & Hiongsius of Squaruse & Reperio Tibisacra Cor & Arcus Plubius & Cataracta & Aurum & Jinis Her & Sommium & Oshum & Hensicus & Hiongsius of Squaruse & Reperio Tibisacra Cor & Arcus Plubius & Cataracta & Aurum & Jinis Her & Sommium & Oshum & Hensicus & Biongsius & Biongsi

"Rock 'N' Roll Children"

The Album: Sacred Heart

Continued from Page 44				S	pr	ing	'8	35	Station S	Stats			-				
Stetion/Merket	12+	Cume	Adulta 18-34	Men 18-34	Men 25-34	Men 25-49	Teens	% 25+	Station/Market	12+	Cume	Adults	Men	Men	Men	Teens	% 25 ÷
KLOS/Los Angeles (P)	4.2-3.6	_	2	2	_	_	_	42	Was in the second	. Bullion		18-34	18-34	25-34	25-49		
KMET/Los Angeles (A)	4.1-3.3	_	_	_	2	2	_	53	WRDU/Raieigh (A		_	2	1	2	_	_	47
KROQ/Los Angeles	2.9-3.1	_	_	_	-		2	28	KSQY/Rapid City		_	_	na	na	na	na	na
WQMF/Louisville	11.2-8.6	_	1	1	1	_	2	45	KOZZ/Reno (A)	16.1-11.5	1	1	1	1	1	2	48
KFMX-FM/Lubbock (A)	9.5-12.9	_	2	1	1	2	2	36	WRXL/Richmond		_	-	2	1	2	_	57
WIBA-FM/Madison (F)	10.1-10.5	2	1	1	1	2	2	42	KOLA/Riverside		_	_	_	_	_	_	50
WGIR-FM/Manchester	15.9-11.0	1	1	1	1	_	1	44	KCAL-FM/Riversi								
KRIX/McAllen-									San Bernardin		-		_	_	_	-	57
Brownsville (AP)	7.9-6.5	1.5	_	1	-	_	-	17	WCMF/Rocheste		_	1	1	1	2	2	28
WSHE/Miami	4.8-6.3	-	1	1	1	1	-	50	WYFE/Rockford		_	_	2	_	_	2	39
WQFM/Milwaukee (P)(S)	8.6-8.2	_	1	1	1	1	1	34	KZAP/Sacrament		_	1	1	1	1	_	55
KQRS/Minneapolis (P)	6.5-7.1	_	_	1	_	-	2	28	KSHE/St. Louis (		2	1	1	1	2	1	38
KTCZ/Minneapolls	3.2-4.2	_	_	_	1	_	_	78	KMBY/Sallnas-Me		_	-	-	_	_	_	77
WZEW/Mobile	1.3-2.2	_	_	_	-	_	_	80	KRSP-FM/Salt Lai		_	1	1	1	1	2	34
KDJK/Modesto	*-11.6	_	1	1	1	2	_	35	KCGL/Salt Lake C		-	_	_	-		_	19
WLSQ/Montgomery	1.6-1.4	_	_	_		_	_	50	KISS/San Antonio		_	2	1	2	-	2	29
WDHA/Morristown, NJ	3.7-3.7	_	_	па	па	na	na	па	KXZL/San Antoni		_	_		-	_	-	25
WKDF/Nashville (A)	10.2-9.6	_	1	1	1	1	2	52	KESI/San Antonio	****	-	-	_	-	_	_	71
WBAB/Nassau-Suffolk	3.9-5.2	_	1	2	-	_	2	38	KGB/San Diego	6.9-8.6	_	1	1	1	2	_	30
WNEW-FM/Nassau-Suffol	k-									an Diego (J) 4.2-6.1	_	2	2	-	_	_	28
New York	4.0-3.9	-	2	1	1	2	_	68	KFOG/San Franci		_	_	1	1	2	-	76
WLIR/Nassau-Suffolk	1.5-1.8	_	_	_	_	_	_	29	KRQR/San Franci		_	_	2	_	-	_	44
WRCN/Nassau-Suffolk (P)	1.4-1.0	_	_	_	_	_	_	63	KQAK/San Franci		_	_	_	_	_	_	46
WPLR/New Haven	5.9-7.0	_	2	2	2	2	2	44	KOME/San Jose (	•	_	. 1	1	1	_	_	37
WNEW-FM/New York (A)	4.1-4.3	_	1	1	1	2	_	56	KSJO/San Jose	2.8-2.3	-	-	2	_	-	-	52
WNOR-FM/Norfolk (J)	8.0-9.0	-	1	1	1	1	_	48	KTYD/Santa Barb		1	1	па	па	na	na	па
WKLT/Northwest MI (A)	8.8-6.2	-	2	па	па	na	na	па	KKOO/Santa Barb KVRE/Santa Rosa		_	-	па	na	na	na	na
KUFO/Odessa	7.9-10.2	_	2	na	na	na	na	na		4.4-4.2	_	_	na	na	па	па	na
KATT-FM/Oklahoma City(	P) 9.8-11.6	_	1	1	1	1	_	38	KISW/Seattle	6.5-6.1	_	2	1	. 2		2	31
KEZO/Omaha (A)	14.2-13.2	_	1	1	1	1	2	42	KZOK/Seattle (A) KEZX/Seattle (S)	2.7-2.3	_	_	_	_	_		36
WDIZ/Orlando (A)	7.9-9.9	-	1	. 1	1	1	2	49	KJET/Seattle	3.3-2.2	_	_	_	_	_	_	81
WTKX/Pensacola	6.8-5.5	_	_	1	1	2	_	46	KTAL/Shreveport	.56	_	-	_	_	_	-	22
WWCT/Peorla	10.3-13.0	2	1	1	1	1	2	45	WAOR/South Ben	*-3.4	-	-	-	_	_	_	44
WMMR/Phlladelphia (A)	7.6-8.8	_	1	1	1	1	_	39			_	-	2	2	-	_	44
WIOQ/Philadelphia	4.1-3.4	_	·	-	2	_	-	77	KEZE/Spokane (8: WAQY/Springfield		_	2	1	2	_	2	45
WYSP/Philadelphia (P)	3.2-3.0	-	_	_	_	_	_	34	WAQX/Syracuse		2	2	1	_	_	2	27
KUPD/Phoenix	8.2-8.3	-	1	1	1	1	_	46		8.2-10.2	_	2	1	2	2	2	26
KDKB/Phoenix (H)	4.1-3.7	_	_	_	_	_	_	52	WYNF/Tampa (P)	7.8-6.7	-	2	٦	2	-	-	37
KSTM/Phoenix	2.0-2.5	_	-	_	2	_	-	78	WZZQ/Terre Haute WIOT/Toledo (A)		-	1	1	1	2	1	45
WDVE/Pittsburgh (A)	7.5-8.1	_	1	1	1	2	. 2	41	KLPX/Tucson (B)	11.2-9.9	_	1	1	1	2	_	39
WYDD/Pittsburgh	1.9-2.9	_	_	_	_	_	_	26		6.1-9.0	2	2	1	1	_	2	37
WBLM/Portland, ME (A)	13.2-14.6	1	1	- 1	1	2	1	39	KMOD/Tuisa (P) WOUR/Utica	7.7-9.0	_	1	1	1	_	2	39
WMGX/Portland, ME	5.4-5.1	_	_	2	2	_	_	75		8.3-10.1	_	1	1	1 .	1	_	50
KGON/Portland, OR (A)(F)	5.5-6.2	_	-	1		_	_	38	WWDC-FM/Washington		_	1	1	1	1	-	44
KINK/Portland, OR	5.8-5.7	_	-	_	1	2	_	72	Annapolis								
WHEB-FM/Portsmouth (P)	4.9-10.1	_	1	1	2	2	-	51		1.6-1.0	-	_	_		_	_	64
WPDH/Poughkeepsie	10.5-10.8	_	1	na	na	na	па	па	KICT/Wichita (A)	Beach (S) 2.5-1.8	_	_	_	_	_	_	89
WHJY/Providence (P)	9.8-9.8	_	1	1	1	1	2	37	WEZX/Wilkes Barr	10.0-10.3	_	1	1	1	2	2	36
WBRU/Providence (A)	3.3-2.9	-	_	_	_	_	-	51	Scranton	<b>e-</b> 7.1-6.2	_	2	1	2	_	$\sim$	32
WXLP/Quad Cities	11.8-9.4	_	2	1	2	2	2	31	WAAF/Worcester	11 0 14 0	4						
KFMH/Quad Cities-									WHTF/York	11.8-14.0	1	1	1	1	1	1	34
Muscatine	1.7-1.8	-	-	_	-	_	22.0	80	WHIFIIOIK	*-5.4	_		2	2	_	-	44



# THE PRODUCERS

# "RUN FOR YOUR LIFE"

Featuring the 12" and upcoming 7" "Depending On You"

On Marathon Records

National Distribution By Justin Entertainment, Atlanta, GA TOLL-FREE 1-800-631-3513

# **Consultant Report Card**

This overview shows how well the stations that employ the respective consultants perform. Do keep in mind that the nature of a client/consultant relationship varies from station to station. Also, consider the makeup of a consultant's client list — some work primarily in smaller, less competitive markets, while others are advising in mostly major, fragmented markets.

For clients in condensed markets, only 12+ and Adult 18-34 figures were available for comparison purposes.

Consultant	Clients	12+		#1s Adults 18-34	#1s Men 18-34	#1s Men 25-34	#1s Men 25-49
BIAIMID	45	44% up 49% down 2% flat 4% debut	(20) (22) (1) (2)		81%(35	65%(28)	42%(18)
Burns	2	1 up 1 down		-	1	1	-
Felix	5	3 up 2 down		2	4	2	1
Harper	1	1 up		1	1	1	_
Hattrik	4	3 up 1 down		2	2	1	_
Jacobs	2	2 up		1	1	1	1
Moffitt	4	3 up 1 down		3 (of 4)	3 (of 3)	3 (of 3)	1 (of 3)
Peterson	4	1 up 3 down		2	4	2	1
Phillips	1	1 up		-	1	_	_
Pollack	21	52% up 38% down 5% flat 5% debut	(11) (8) (1) (1)	57%(12)	75%(15)	55%(11)	20%(4)
Sebastian	6	4 down 2 debut		1	1.	3	2



# ADULT/CONTEMPORARY

DONNA BRAKE

#### SUCCESSFUL PDs GIVE THEIR VIEWS

# How Do You Spell "Stiff"?



Dene Hallam



Jhan Kaye

In music radio, programmers find themselves forever searching to find the "hits" for their stations. Recognizing the hits and playing them is crucial to both broadcasters and record companies.

Of course, not every record that's pressed is a hit, and it's equally important for programmers to recognize the records that aren't happening for them. Their reasons for dropping newer records can sometimes be puzzling for the record reps, and that brings us to the topic of this week's column — what is a stiff? I've asked PDs at successful radio stations to share their views.

With so much at stake for both the radio and record industries, it's hoped the explanations from these leading programmers can shed some light on the decisionmaking processes that go into dropping a record.

#### Dene Hallam, KUDL/Kansas City

KUDL enjoyed good spring Arbitron results, sneaking past staunch competitor and recent A/C dominator, KLSI, in the 12+ and 18+, 18-34, and 18-49 cells. KUDL trails KLSI by 0.3 in adults 25-49, so the race is definitely on.

R&R: At what point do you know you have to drop a record from your playlist?

Dene: There are probably two categories of records that don't make it. One is if it tests "negative." That's when our callout shows that either people plainly don't like a song, or they don't think it belongs on our radio station.

The other category that doesn't make it for us is when we've played a track for a few weeks, giving it exposure, and it still isn't doing anything — good or bad. That's what I call a vanilla record.

When I look at a song, I like to see it evolve from light to medium to heavy. If the progression is light to light to light, and if it's getting no requests or sales, then I really have to question it.

R&R: When do you decide whether to give these vanilla records another week?

Dene: It depends on a number of things, such as the competition.

Poking Fun

ality Jeff McKee spurred his listeners

on in a good-natured "competition" to

come up with a title best describing

the circus-like scenario of Chicago Ci-

ty Hall. Inspired by movie and TV

themes, some of the candidates in-

cluded "The Good, The Bad, The Ug-

The Boss." The winning entry was

"Desperately Seeking Chicago," and

the winner received a night on the

**Birthday Greetings** 

ny recently celebrated its 45th birth-

day, serving the Albany-Schenectady-

Troy market since April, 1940, Five

hundred WTRY listeners were invited

to the Albany Hilton ballroom, where

ated a "Summer Storm Insurance"

A/C/Oldies-formatted WTRY/Alba-

town, courtesy of the station

"Double Trouble"; and "Who's

WMET/Chicago afternoon person-

**EVENTS** 



George Nehe

If there's not a lot of product out there, I'm more inclined to give a vanilla record more time. At least it's better than playing a song that tests negatively. But too many vanilla cuts can make a station sound very boring.

Factors that go into my decision to drop a record besides negative testing would be other listener responses, including requests and sales. Even visibility of the artist and/or the record can make a difference; all of those help.



Dave Nichols

# Scott Sherwood, WIVY/Jacksonville

Always strong, WIVY 103 just wrote a fantastic spring success story. The station leads all others in the market in every daypart 12+ and all adult demos under 55. R&R: What are the vital signs that tell you a record isn't happen.

Scott: Let's start at the beginning. I begin looking at records when they have checkmarks and



Scott Sherwood

strong debuts. The gut comes in as we evaluate the record as it fits into this market. Do we have a void and/or need for this particular type of record? After comparing notes with my MD, Jeff Ryan, we put on the records.

Next, we do about 60 callouts a week to contemporary radio listeners. We play hooks of our currents and ask them to rate the songs; then the results are tabulated.

Once I get the research, I don't let it rule me; I use it simply as imput. I still rely mostly on my gut. If I see a record not testing real well, but sort of hanging on, I may change the hook and retest it for a few more weeks. Some records just take a while to kick in.

Whitney Houston's "You Give Good Love" is a good example of a record which started out testing poorly for us and didn't kick in for about five or six weeks. But we stuck with it, and that's the difference. You have to trust those records you believe in

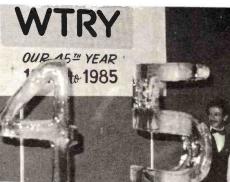
R&R provides helpful information too, but it's not the Bible; I don't live and die by it. R&R helps me make decisions about records I don't have a gut feel for.

R&R: Do you ever stick with a record after it's peaked on a national level, based on its acceptance in Jacksonville?

Scott: Sure. If it farms out well here, then by all means I'll go with it, especially if it's the sound I'm looking for on this station. Graham Parker's "Wake Up (Next To You)" is an example of that for us.

# "Kids Fair," a full day of free events designed to be fun and educational for children. Getting To Know You

New WRKA/Louisville morning man Glen Beck has found a unique way to get the people of Louisville acquainted with him. After his show each morning, Glen visits offices to hand out ice cream and "I Met Beck" buttons. He plans to pass out 1103 pounds of the frozen stuff before summeric and



45 ON ICE: WTRY celebrates its 45th anniversary.

they were treated to dinner, free contest for last spring's ratings surchampagne, and live entertainment. vey. Being in an area where frequent WMLT/Milton, PA is celebrating its summer storms are a way of life, the 30th anniversary in September. To station told listeners that if WIVY went celebrate, the station will be giving off the air for more than ten minutes, away a '55 Chevy and taking listeners the first person who called when the on a trip down memory lane, replaying station came back on would win old airchecks and hit records of the \$103. The station has only had to pay past three decades off once, but that's one way to keep 'em from tuning out when you're Storm Insurance

# From the Most Unusual Promotion Department, WIVY/Jacksonville creKid's Stuff

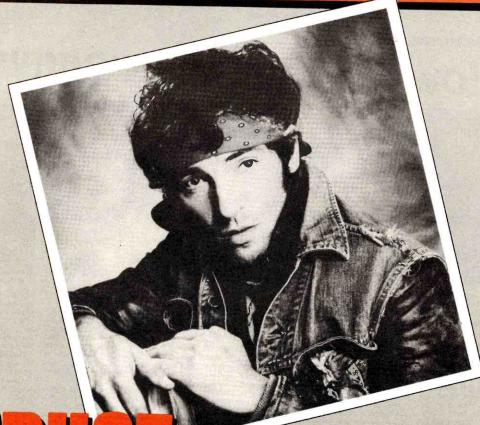
KOMO/Seattle sponsored its first

#### George Neher, WTNY/Watertown, NY

Although down from a year ago, Arbitron's spring results show WTNY still number one with nearly a 30 share 12+, and leading in Continued on Page 50

R&R FRIDAY; AUGUST 23; 1985/47

ATTENTION: ON YOUR DES



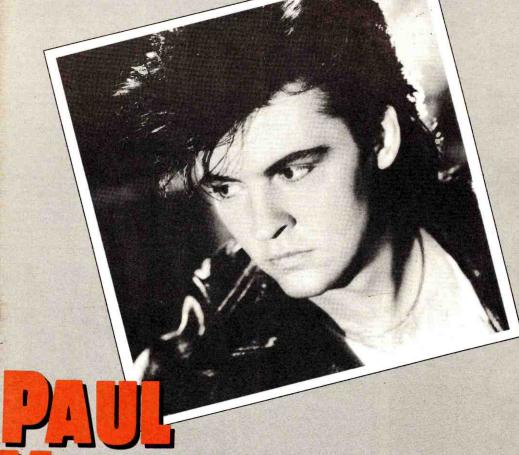
# SHINGSTEEN SHINGSTEEN

"I'm Goin' Down"



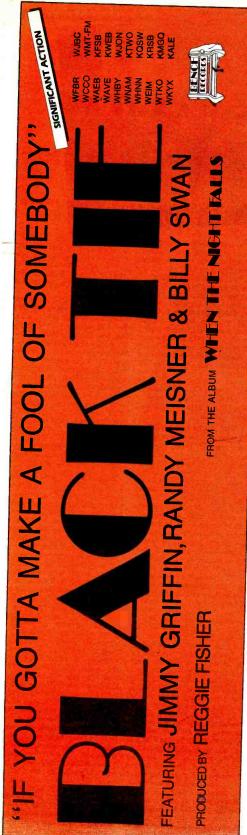
**URGENT FOR** 





"I'm Gonna Tear Your Playhouse Down"

R PROGRAMMING DECISIONS



# ADULT/CONTEMPORARY

# How Do You Spell "Stiff"?

Continued from Page 47

the adult demos as well.

R&R: How do you define a stiff?

George: I can't give you a simple answer to that. My A/C competition is Transtar, which doesn't add records until they are recurrents. This is a very difficult factor for a small-market station, because I'm out there on a limb establishing records, knowing that Transtar will only play them after they're built. It's hard, and we have to be very sensitive to songs that don't really shine.

We're the ones who have to take the chances on records, and we play a lot of them. Sometimes it's hard to find support, especially on pure A/C songs. WTNY may be the only station on this side of the state playing a particular record, so if there are no sales or airplay support on local and national levels after a few weeks, we have to let that record go.

R&R: So you use R&R as a guide to following a record's progress?

George: Yes I do. What I'd really like to see R&R do is provide by the to see R&R do is provide more information on the demographic appeal of a particular record. That would be very useful to us.

#### Jhani Kaye, KOST/Los Angeles

KOST is L.A.'s leading A/C station. Spring results show KOST flat from winter, but still solidly in front.

R&R: What's your definition of a stiff?

Jhani: A stiff for us would be a record that failed to garner other airplay in the market. We're also concerned with national airplay and how a record is doing on the charts. One thing that makes us begin to worry about a record is if we see a one-point jump. Bullet or no bullet, a song with a one-point jump on the chart is flagged as a possible stiff. We don't view that as a healthy progression.

We also look at the external playlists of stations in the market. For example, if KIIS moves a song up only one point, that says something very significant to me.

Without success on the national chart and market support, it's obviously going to inhibit any future airplay. If we know a record has gone into a tailspin because of factors like these, we may as well jump off of it.

In general, the worst thing a radio station can do is be alone on a record for several weeks. Of course, there is an occasional exception. There might be a song that perfectly fits our sound, or a novelty record, or maybe a local artist. In those cases we play the songs until we get the good out of them, and then they're let go.

#### Dave Nichols, WLAC-FM/Nashville

The WLAC-FM spring success story would rival that of WIVY. Landing the number one position 12+ for the first time, and owning most adult demos, this heavily-promoted station has plenty to be happy about.

R&R: How do you know when a record is not happening for your station?

Dave: A stiff is a record you think has the potential or the sound to really do something, but it simply doesn't happen. We do our own research, and I probably lean on that more than anything.

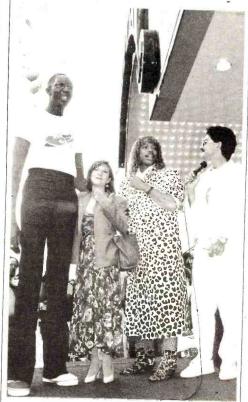
R&R: With that in mind, would you stay on a record that doesn't appear to be happening on a national level if it researches well for you?

Dave: Right now, Peabo Bryson's "Take No Prisoners" doesn't seem to be making it on a national basis, but the people we talk to just love it.

You have to use your gut, and that's where the courage of the PD comes in. I have to rely on my instincts, because one of the important things in testing music is that the people who are tested must have some idea of what the song is. It's very tough to get an accurate reading on an unfamiliar record. Some airplay is essential to getting accurate research. Songs rarely test "unfamiliar" for us.

R&R is most helpful to me — not in programming by the chart, but in finding out which stations are on a particular record, what areas of the country a record's strength seems to be in, and what product is out there.

Showing how well a record is doing nationally has value to me. But I also believe that in any individual area, there will normally be some significant departures in the local music tastes from the national profile. To be successful, you need to know your own audience in your own area.



BIG SHOES TO FILL — KHTZ/Los Angeles was the host at the premiere screening of the movie, "Man With One Red Shoe," which featured a promotion to find the person with the biggest shoe. (I-r) George Bell, the man with the biggest shoe (size 28%), actress Carrie Fisher, singer Rick James, and KHTZ personality. Filck Diego.



# **EASY LISTENING RADIO**

GAIL MITCHELL

# **Avoiding Burnout**

Seems like a fair amount of Nostalgia programmers are armed and potentially dangerous, with fire extinguishers aimed at what appears to be those inevitable flames of "burnout" — providing we're lucky enough to pinpoint its exact arrival time. Before placing that call to your musical Red Adair, here are a few thoughts that may help clear away some of the smoke surrounding the burnout issue.

First, at least consider that we programmers may be the only ones in the house yelling "Fire!" The folks on the other end of the tuners seem to be mostly all ears. Nationally, Nostalgia formats compare very favorably with other adult-oriented programming in both time spent listening and turnover ratios. As a matter of fact, we're almost mirror images of what the Easy Listening stations deliver in both categories (and everybody knows most of those folks have even smaller libraries than your average Nostalgia station). The national mean for time spent listening to Nostalgia radio is 11.1 hours per week with a turnover rate of 11.3 (Easy's numbers are 11.3 and 11.1, respectively).

Yes, but Nostalgia's a "foreground" sound. How do we stack up against the rest of the competition? More good news: Nostalgia's numbers are better than Country's 10.3 and 12.2, much better than the 7.7 hours and 16.3 turnover rates of



Steve Stevens has been with WOKYMIlwaukee since 1977. holding down a variety of posts (middays, partime, production) before being named PD three years ago. His 18-year radio career also includes a stint with market rival WOFM.

#### By Steve Stevens

News/Talk, and way ahead of the 8.2 hours and 15.2 turnover ratios clocked by Classical stations. Maybe even more significantly, it's revealing to compare the usage of Nostalgia stations against that of the few remaining MOR "giants" whose demographic profile is so similar. Look at WCCO/Minneapolis's 11.0 hours per week and 11.4 turnover rate, KMOX/St. Louis's 11.6 and 10.9, WIBC/Indianapolis's 11.0 and 11.5, WTIC/Hartford's 11.0 and 11.4, or KDKA/Pittsburgh's 10.2 and 12.4. You'll quickly see how the real battleground shapes up in terms of the listener using your radio station.

#### Keep It Fresh

2. Freshness is important. But it can be achieved in a variety of ways other than a longer playlist. At WOKY, we've moved the library along from the original Music of Your Life format in 1982 to Primetime in 1983-84 and finally to our present locally-managed programming. The infusion of fresh titles — and resting of "stale" tunes — has enabled the station to deploy a certain "newness" without disrupting the basic demographic aim of our overall sound.

3. Play the hits. Don't kid yourself — some records are better than others and, as such, deserve This little old lady
listens to WOKY.

stress play. Of course, the reverse
is also true. Ask your audience
through whatever research means
and then play it their way.

4. "But my jocks keep telling me they're hearing the same songs over and over again." Yep. And the guy who works in a bakery all day is probably up to here with cream puffs at quittin' time! The basic message: none of us are "typical." We don't use the station the way the listener does, and we fall short of comprising the core audience group. Remember that you're only getting 11 hours a week out of your average listener, which means your bread-and-butter follower's going to hear fewer than 200 tunes a week. That brings us to the next logical question:

#### The Right Exposure

5. "Do I need 2000 or 3000 records in my library?" Probably not. At least not all at once. The key will be to play the right songs in their correct rotations and pay special attention to how those might be exposed on your primary maintenance competitors in your marketplace. This is the tricky part, but the quick-fix reflex of adding more and more music is seldom the best route. Even if you only had 500 tunes in your library, your 11-houra-week listener would still miss 65% of your entire musical act!

If you're careful with your vertical and horizontal rotations, just 500 tunes will result in weeks before the same song comes up at the same time of day. (Incidentally, if it's any comfort to you, there isn't an operator in the business - in any format - who hasn't heard the same bundle of gripes about too few tunes from the airstaff. If the real folks out there were using radio the way most of us are - say four-hour airshifts even five days a week -we'd be setting Guinness records for time spent listening, and the radio world would be beating a path to our doors!)

6. Don't forget service. The Nostalgia consumer is a real-live grown-up with grown-up daily concerns. We do our best at WOKY to let 'em know what happened in their worlds overnight, how the traffic is doin', who won the big games, and when they can expect to get rained or snowed on. Overall, the Nostalgia listener is a lot like those other folks who have cobwebs on their dials for the full-service stations in your town. They need to know, and we better know it! Plus you'll have some wonderful

opportunities to recycle your listener groups with informationoriented programming that creates a nifty side benefit of "resting" a few of those tunes your all-night jock said he was tired of hearing.

One of the

WOKY print

focuses on

the station's

demographic

ads which

7. Don't lose control! You'll hear from a thousand voices that they know best "because they're not in the radio business." If you go for that one, there's probably a frequent flyer who also thinks he can land the space shuttle. You know best. Your competitive picture really is different. You know what's available on your particular radio dial, and all those AID runs have clearly identified who else your customers are shopping. When the music starts, you're the one who's got to come up with the right dance steps. You've already loaded your guns with the best research and consulting ammo your budget will buy. Now let your head, heart, and gut do the rest

#### Have A Ball

8. Enthusiasm may be most important. It's contagious, perfectly reflecting the target age group and the music. It's a primary component to all successes. People who sound like they enjoy what they do are fun to listen to. A great case in point is WPEN/Philadelphia. Joe Niagara sounds like he's having a ball, and so does the rest of its crew, They're bright, up, and involved (just like their Arbitrons). They never forget how important it is to sell the music we play with genuine conviction and affection. It's our basic product. Remember, the folks tune to us because they love it. too.

Burnout can be a very real roadblock to success in any format. Nostalgia or Oldies-based programming is especially susceptible because we can't rely on cartons of brand new music coming in the door every week. The flip side is that we have literally decades of available, proven product to play if we're careful about how it's showcased, rotated, and presented by those lively voices on the other side of the mike. They're the real difference.

That affluent, responsive audience out there has gravitated to the sounds of America's popular standards and bands in numbers unprecedented by any new adult format in recent memory. They're salable. They're loyal. And they'll keep listening to us as long as we keep listening to them.

**FLOW** 

Four-year KFI/Los Angeles personality Byron Paul has moved to neighboring KBIG and teamed with Phil Reed to host the "Phil & Byron" morning show. Paul succeeds Bill Ratner, who is doing freelance announcing . Robyn Roehm joins KING-FM/Seattle as Promotion Director ... At WQXR/ New York Steve Sullivan, formerly of neighboring WNCN, is now host of the noon-6pm slot, George Edwards has joined Gregg Whiteside in morning drive, handling news, traffic, and weather, and Dana Bate is providing news and feature reports from noon-WNCN VP/GM Matthew Field elected Executive VP of the Association for Classical Music . . . WEZO & WNYR/Rochester now carry Paul Harvey . . . WRFM/New York News Director Jim Branch has won his 13th Excellence in Broadcasting award, and Public Affairs Director Carol Colman won a media award from

the National Cancer Care Foundation. WBBG/Cleveland celebrated four years as Big Band ... WPEN/Philadelphia now a Music Of Your Life client and debuts "Philadelphia: Get to Know Us" community affairs show in tandem with sister WMGK ... WRC/

Washington is presenting a "Woman

of the Year" contest, hosted by air personality Mac McGarry, in recognition of the market's outstanding 40+ ladies. The winner and two runners-up, selected August 27, will share over \$35,000 in prizes ... WJJD/Chicago recently sponsored an exhibit of Tony Bennett's paintings.



Byron Paul (I) and Phil Reed

Tony Rizzini Associates

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R&R FRIDAY, AUGUST 23, 1985/51





WALTLOVE

# **WUSL: Philly's Power Station**

Back in 1965, I began to get my "radio jones" from listening to Philadelphia radio. WFIL and WIBG were Top 40 then, but they were tremendously popular with both blacks as well as whites. And it's no wonder, with such personalities in town as Jerry Blavat, Hy Lit, Joe Niagara, Joe "Butterball" Tamburro, and Joey Reynolds. What did all of these men have in common? They all had the socalled black sound.

Indeed, Philadelphia radio back then was unique because the Black and white stations always shared audience and music. Black-formatted WDAS-FM and WHAT were always in the thick of the ratings race, and guys like Blavat, Lit, and Butterball became even bigger stars on Black radio. Even then it was obvious that many whites not only enjoyed Black radio, but loved dancing to R&B music as much as they do today.

Philadelphia once again has a radio station with a staff of personalities who are taking the city back to its original musical roots. It's WUSL ("Power 99"), Philadelphia's third highest-rated station. Power 99 has been a leader in the fight to educate advertisers and agency buyers about what U/C radio is and who its listeners are. This week, VP/GM Bruce Holberg and PD Jeff Wyatt talked about WUSL's continued growth and suc-

Philly's Great Escape In the spring '85 Arbitron all of





Frank Cerami 52/R&R FRIDAY, AUGUST 23, 1985

the Black/Urban stations in the market enjoyed increases except for WDAS (AM), which remained stable with a 1.3 share 12+ I asked Jeff why he thought Black radio did so well this past sweep. "People who live in the Northeast really look forward to spring and sum-mer," he began. "The good weath-er must have had an effect on the last month and people wanted to be in an up mood. Providing that up mood is something we do better than anyone else. Good music and fun times are a nice way to deal with today's pressures, and Power 99 has become Philadelphia's great escape. Also, the book favored contemporary radio this time

#### More Community Association

As well as WUSL is doing, Jeff sees additional potential. "We haven't maximized all of our opportunities. There's more to be gotten out of this format and the station itself, especially during the



Jo Jo Davis



warm-weather months. I'm sure during the fall and winter books it's going to be a whole lot harder for us to get where we want to be, but we're not going to give up and say we've done all we can.

"WUSL has a tremendous cume, so if we can increase our time spent listening (TSL), we might grab that gold ring. Visibility is very important. We've got to get out there and be a part of the city and the people a little bit more. Contact with the listening audience is crucial; it's the key to becoming



Bruce Holberg

#### Living With What You've Got

Although WUSL seems to have opened a gap between itself and its competitors, Jeff is wary that the weather can change at any time.

Jeff Wyatt



(Arbitron 12+, Spring '85)

	Sp '84	5 '84	F'84	W '85	Sp '85	
WUSL	6.2	6.1	6.7	6.5		
WMMR	5.5	6.2			7.5	UC
WDAS-FM	5.7		5.9	7.6	8.8	AOR
WCAU-FM		5.6	5.0	4.4	5.4	UC
KYW	5.5	4.7	6.3	5.2	5.7	CHR
	8.0	6.9	6.2	7.9	6.5	N/T
WHAT	2.0	1.5	1.4	0.8	1.2	BLK
WEAZ	7.5	7.1	8.3	6.3		
			0.0	0.5	7.9	B/EZ

Philadelphia Ratings Box

part of a person's daily lifestyle, which is what a radio station needs

"People seem to enjoy what they hear on our station. The masses keep coming our way because of our polished, smooth sound and positive attitude. We only hope everything continues in its present direction, because then the sky's the limit.

#### Is There A Battle In Philly?

Is there a rivalry between WUSL and WDAS for the black audience? And what about (CHR) WCAU-FM? Said Jeff, "Those two stations have been our direct competitors for both younger and older listeners since we came on the air. We watch them both very carefully at all times, and we know they keep an eye on us. The battle is never over in any city, so as far as I'm concerned, we've been in an ongoing battle all along

"That (lead) doesn't mean that much because we've seen the gap closed before. We all know Arbitron tries to be as accurate as it can be, but sometimes things don't turn out the way we think they should. There were times when we were getting beat, and who knows if it was correct or not? We all have to live with the results, good or bad You can only hope for the best. because the ratings book tends to be your life's blood."

What does WUSL do to maximize its chances? Jeff said, "We believe in consistency. Keeping our staff together helps us a lot. Personalities are a very important part of a station's presentation and overall success because maintaining the same staff for the listeners is para-

"A game plan is also one of the most important things a programming/management team can do. This way everyone knows what is

expected of them and what the results should be. You have to hit it full-tilt to get those winning results. With a game plan you will at least know what you got and why, even if it's not what you wanted.

#### The Melting Pot

Regarding WUSL's mass-appeal secret, Jeff said, "Our lack of color consciousness, in terms of communication with people, is our most devastating weapon. This doesn't mean we don't ever say the words 'black, white, Asian' or 'Hispanic' on the air. We do use those terms when the time is appropriate. But we have no color consciousness because we don't want any of our listeners to feel left out. From a white perspective, I've heard people say they listened to a certain station and felt as if they weren't wanted. Conversely, I've had conversations with blacks who've felt that way about a particular general market station. To be the overall winner in this city, we must have a positive vibe that most Continued on Page 54





Harvey Holiday



# Now Showing

"(KRUSH GROOVE) Can't Stop The Street" by Chaka Khan on 7" (7-28923) and 12" (0-20367). From Krush Groove -Music From The Original Motion Picture Sound track (1/4-25295) on Warner Bros. Records a @1985Wa



# **WUSL: Philly's Power Station**

Continued from Page 52

people can feel when they listen to us. And no matter who is on the air here, that's what you'll get!"

#### Segregation In The Eighties

Jeff shared his concern about stations that seem to be seeking only one race of listeners. "To hear a person say that when he listens to a station and gets the feeling that he's not wanted is like looking back at our country's history. In the '60s we preached integration, in the '80s some are advocating segregation. Stations that preach segregation use our industry in a negative way. Radio is supposed to be about communicating and bringing people together. The socalled old-line Black station that talks about separatism might make some blacks feel a bit offended because they live and work in a world of different nationalities. One can be proud of one's heritage while still recognizing the qualities

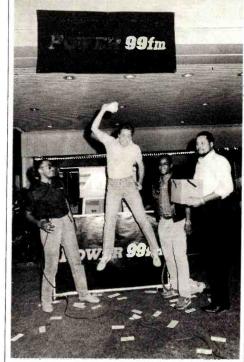
itself a help to us. For example, Kool & The Gang is being played on almost every station in the city, and that gives us an additional stamp of legitimacy. This has helped open the eyes of agency buyers about what our format is. It's a shame that things have to work this way, but that's the way it is right now.

"We are starting to make some advances with advertisers. United Airlines had never made a buy on Black or Urban Contemporary radio as a general practice, but that's changed now. We've got them on the air; a year ago that wouldn't have been possible. The financial institution category is another area where we've made some gains. The banking business is becoming very competitive, just like the broadcasting industry. Some banks have bought us that would not have last year. It's very encouraging to now have such clients added to our the whim of whatever is the formula for making a CHR station a hit with the listeners that week. There are times when WCAU-FM sounds like it's going after (AOR) WMMR; some weeks they seem to heading in our direction. We do know they certainly are aware of what we've got going at night because they play a lot more black-to-white crossover music there than in any other daypart. So there is a battle between us.

"WDAS-FM has made some changes, but I don't know if those would have affected this book or not. 'DAS has returned to playing more street music (rap-type songs that they had previously backed off of). We'll have to wait and see how things will go."

#### Number One's OK, But . . .

As for reaching the number one rank in Philadelphia, Bruce said, "I don't think it's unattainable, but that's not where my energies are



JUMP FOR MY MONEY — WUSL/Philadelphia recently gave away \$100,000 to the grand prize winner of its "World's Easiest Job" contest. Winner Jimmy Lockhead was one of 197 people who got \$99 and an ATM card that might work in the "Power 99 MAC Money Machine." Here are WUSL's Beej Johnson, Lockhead, and the station's Don Banks and Troy Shelton.

# Power 99 m

of love, understanding, and social equality as parts of the overall society. We like that approach."

#### Advertising On Black/Urban Radio

When I talked with Bruce Holberg last year, he mentioned a campaign designed to educate advertisers about U/C radio. Has the situation improved? "Sometimes it's hard to give a definite answer. Our station is now third overall — a big difference from being seventh. The questions buyers ask now are a whole lot easier now than they were a year ago. Simply because we're now closer to the number one spot gets you more business. But some of the big boys have never bought ethnic radio."

#### **More Positives**

Bruce continued, "The fact that Urban music is crossing over into every format except Country is in

#### Good Ratings Mean Good Business

"Our business in the soft drink category is still very good; the only area that's fallen off is the beer business. That's because the beer industry is changing its demographic target."

Looking at the ratings, I noticed that WUSL's teen audience really keeps it in the ballgame; the station is number one with teens in all but one daypart. In one time slot WUSL scores over a 30 share. Said Bruce, "Our fast-food clients have been just wonderful. These organizations have really been right there with us throughout our history, and now it's even better."

#### Sure There's A Battle

How does Bruce feel about the battle with WCAU-FM and WDAS-FM? "Sure we're in a battle with the both of them. WCAU-FM is at

focused. It would be better for us to stabilize our overall positioning in the market. We need to stay in the top five at all times to be consistent as a winner. Our format is one that is known for having a quick audience changeover. Our Friday listeners can all be gone by Monday. We must get more involved in our community to hold what we've already got, and that requires us to sink our roots deeper into the city's culture — the people." Referring to WUSL's listener line, he added, "We do listen to what our listeners think and what their concerns are."

It's great that WUSL has advanced to the point where it's a significant factor in Philadelphia. Educating the advertisers about the station has begun to pay serious dividends, rewards that it's hoped other Black/Urban stations will be able to share.

# **ACTION**

KGFI/Los Angeles has terminated air personalities Donnell Boyd and George Moore. Both individuals had been with the organization as talents for the past seven years. PD Kevin Fleming is now handling afternoon drive, while former WDAS/Philadelphia talent Dr. Perry Johnson covers evenings.

At KIIZIKIIIeen, TX, Hozle Mack has left the station and Curtis Wilson moves up from weekends to afternoon drive/MD . . . Cindy Allen, formerly of WTOY/Roanoke, joins WKIE/Richmond as Traffic Director

... Bob Elllot has left his 9pm-midnight show at KNOK/Ft. Worth. Replacing him is Michelle Madison, formerly of KNOW/Austin. In addition to Michelle, Woody Wood, last at KJ103/ Oklahoma City, has joined the KNOK airstaff for evenings.

Terry R. Trouye't is WPDQ/Jacksonville's new Promotions Director. Most recently of WXYV/Baltimore, Terry will also be doing an airshift . . . Needing record service is KXZZ(216)/ Lake Charles. The station's PD/MD is Roshon, known from his Detroit days at WDRQ and WJLB. Reach him at P.O. Box 1725, Lake Charles, LA 70602; (318) 436-7277.

WKYS/Washington continues its innovative promotions, joining forces with Mr. Wash Car Wash and Penguin Feather Records to raise money for

the "USA for Africa" campaign. What was unique about this promotion was that this was one of the first retail-ori-ented "USA for Africa" fundraisers to be held in the nation's capital. "KISS" was also involved with the live July 4 Hall & Oates concert from Liberty State Park in New York, aired over the Westwood One Radio Network.

KSOL/San Franciaco Account Executive Pat Wright set a station sales record for the second month in a row. Pat broke her own record of \$91,662 by putting \$100,066 on the books for the month of June . . . There was a Minority Broadcast Management & Ownership Seminar at Syracuse University from July 28-August 1, 1985. The seminar was sponsored by the NAB and Broadcast Capital Fund, Inc., in cooperation with the Newhouse School of Communications.

In response to our article on WBMX/
Chicago of June 28, WATV/Birmingham GM Joe Lackey said, "WATV has
been engaged in promoting academic
excellence for a long, long time. We
have had our morning man, Shelley
Stewart, running his ArB Honor Roll
Club in coopperation with Coca-Cola
and the Birmingham Education Association. Recognition is given to those
students who make the A-B honor roll,
with very special recognition to those
who make the 'exclusive' All A's honor
roll."



FLEMING'S JOKE GIFT — In keeping with the secret agent theme of George Clinton's "Double Oh Oh," Capitol sent two trench-coated women to deliver the "Some Of My Best Jokes Are Friends" LP to KGFJ/Los Angeles PD Kevin Fleming, Flamking Fleming are Tima and Selena.

Introducing RCA's New Symbol of Luxury, Style and Good Taste

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More Hits
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Their Debut
Album



Their Single

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2/0

CURRENTLY BULLETING UP THE CHARTS!

Radio & Records: @ Billboard: @ Cash Box: @





# COUNTRY



LON HELTON

#### **SPRING ARB OVERVIEWS**

# **More Stories Behind The Numbers**

Again this week we'll look at some of the more intense Country battles market-by-market. We'll also go beyond the 12+ numbers to give you a feel for what went on during the book, as well as keep you abreast of changes made within the station since the last profile.

#### Kansas City

12+ 25-54 Rank W '85 Sp '85 W '85 Sp '85

 WDAF
 10.5
 10.7
 1
 1

 KFKF
 6.3
 5.4
 4
 5

 KCMO-FM
 3.3
 3.8
 12
 8

The Flatland Godzilla roars again! In its wake, an FM competitor bails out of Country. As a matter of fact, KCMO-FM's 3.8 was its best book since turning Country two years ago. The station, under new owner Summit, new GM Craig Scott, and new PD Gerry Cagle, switched to CHR in late July.

KFKF-FM, meanwhile, is having its own problems with sliding shares. It's also PDless at the moment: PD Ray Massie exited in the middle of July.

Amidst the euphoria at 'DAF, there are some major changes. GM Tom Connolly has left to run a new Atlanta Taft station, and seven-year PD Moon Mullins has departed to program WHN/New York. Mike Costello takes over as 'DAF GM from his position as GM of Taft's K.C. FM KYYS. Don Crawley, WDAF Assistant PD/MD and a six-year staffer, takes over as PD.

The big fight will most likely center around the 3.8 that KCMO-FM leaves behind. Prior to KCMO-FM's format switch. 'DAF ran a series of spots on KCMO-FM saluting its former competitor and inviting Country fans to return to the always reliable WDAF. Can 'DAF

woo these FM listeners back to AM, or will they move down the FM band from 94.9 to 94.1 and KFKF?

#### Miami

| 12+ | 25-54 Rank | W 85 Sp '85 | W 88 Sp '85 | W W 88 Sp '85 | W W W 84 Sp '85 | W 84 Sp '85

Here's a story whereby first you beat 'em, then you buy 'em. Sunshine Wireless, owners of WKQS, bought WQAM in June. The firm joins a growing line of companies which own the sole Country outlets (AM/FM combos, of course) in markets like L.A., San Francisco, Pittsburgh, Atlanta, Minneapolis, and Cleveland. This is not only a great offensive position in terms of sales but a great defensive strategy. What company will spend the ton of bucks needed to get into a major market these days and then go head-to-head with the established Country combo especially when there aren't that many shares to cut up in the first place? When the battle gets to the street, the established guys will beat the hell out of the newcomers

The 4.0 Country share is down from the 4.4 12+ a year ago and the 5.0 two years back. 'QAM has averaged in the mid-ones since the spring of '82. 'KQS, meanwhile, has its best book to date with the 3.7 gamered in winter '85. WKQS — KISS-FM — has generally been in the low threes. It will be interesting



ST. LOUIS ROAD — After singing the National Anthem before a recent Cardinals/Dodgers game at St. Louis's Busch Stadium, Lee Greenwood (in uniform) joined Cardinal broadcasters Mike Shannon (ii) and Jack Busch in the booth. Former Cards pitcher and Hall of Famer Bob Gibson (far right) was also there to root for the home team.

to see where the stations — and the shares — will go now that they're a team.

#### Nashville

	12+ 2		25-54 R	ank
	F '84	Sp '85	F '84 S	p '85
WSM-FM	11.5	11.1	1	2
WSIX-FM	6.3	7.4	5	5
WSM-AM	7.2	6.2	6	8
WSIX-AM	1.9	1.4	15	14

Even though it was edged out of first place 12+ and 25-54 by A/C WLAC-FM, WSM-FM remains solid – especially when you factor in the AM numbers. The big news here, though, is the move made to strengthen the AM numbers while weakening the competition.

A few weeks ago, Gerry House announced he was leaving 'SIX and signed a contract with Gaylord which owns, among other properties, the Nashville Network and WSM. Gerry, the veteran WSIX morning man and former PD, has been the station's cornerstone for years. He's always had great numbers in AM drive, consistently ranking in the top three and frequently coming in number one. At this point he has to wait out a 90-day no-compete clause, but then look for him to surface as WSM-AM's morning man. Current morning host Charlie Chase is leaving to devote more time to his TV career. If this works as planned, it could make an already formidable combo an absolute killer.

#### Oklahoma City

	12-	25-54 R	ank	
	F '84	Sp '85	F '84 S	p '85
KXXY	9.1	10.6	1	2
KEBC	8.5	6.9	3	5
KOMA	3.2	2.8	9	9
WKY	2.3	2.3	11	12

The spring numbers were barely released before things started to happen in this market. Gone are the KOMA GM and PD. Also gone is the News/Talk format on KXXY's sister, KCNN.

New arrivals include Jack Sabela as KOMA's GM. Alsô "new" to KOMA is an FM sister, B/U KAEZ. Returning to its previous calls and Country format is KXXY-AM

An awful lot of folks are fighting for the Country shares, and it's doubtful the market can support them all in the manner which they'd prefer. KEBC signed Drake-Chenault a couple of months ago to help them in the fight. As for KOMA, its future direction should be signaled by whoever is named PD. Interestingly, KOMA's owner, Price Communications, has just signed A/C specialst and Oklahoma City veteran George Johns as its consultant. According to Mr. Sabella, the time lag while they upgrade the signal will be spent studying the market to see what format should be programmed on both stations

Even though competition is supposed to be healthy for everybody, it doesn't appear to have been particularly beneficial to the Country share. Less than three years ago the 12+ Country number was over 30! It has fallen through the mid-20s during the last couple of years and held in the low-20s for the last couple of books.

#### Phoenix

	12-	25-54		
	W '85 S	Sp '85	W '85 S	p '85
KNIX-FM	8.0	8.9	1	1
KJJJ-FM	1.8	2.3	13	14
KNIX-AM	1.6	1.7	14	20
KJJJ-AM	1.5	1.1	16	22

The KNIX juggernaut continues to roll: number one 25-54 15 out of the last 16 books! The 8.9 12+ is its best showing since the 9.1 in fall 1980. GM Mike Owens, General Program Manager Larry Daniels, PD Eric Foxx, and the rest of the crew have created a very special Continued on Page 68

# **CLOSE-UPS**

- During President Reagan's recent stay in the hospital, Capitol Citles' WPLO/Atlanta invited its listeners to call with get well wishes. The messages were recorded and sent to the President as an audio get well card.
- WUSY/Chatanooga helped raise \$63,000 for the national March of Dimes telethon. The station's airstaff hosted the local TV breaks.
- A cure for the "Mom I'm Bored" summertime blues has been discovered. The WSEN/Syracuse staff has created the "WSEN County Kid's Corner" to keep school-age kids busy throughout the summer months- Every morning Monday-Friday between 9-10am, personality Ron Bee reviews a list of the area's scheduled activities, most of which are free but require some advance registration.



A FAN OF GREENBACKS — KÖLO/Reno had a "What In The World Is It" contest. The winner won \$3000 cash, a trip for two to London, his and her watches, a lady's fur coat, a man's London fog overcoat, a component stereo system, and a television set. Pictured here are KOLO's PD/morning man Tony Thomas and GM John Rogers, and the winner.



Produced by J.L. Wallace and Terry Skinner
Personal management: Gerald Roy Stellar Entertainment (615) 822-1888

Ready for your playlist this week!

# "If The Phone Doesn't Ring, It's Me" 52664

from the album



Buffett's having the best year of his career and Country radio is right there helping to make it happen

Three out of five Country radio stations in America now play Buffett as a regular staple of their music rotations, and this list just keeps growing

> MCA thanks you .... Country radio!

## **MCA RECORDS**

Making the music America listens to



58/ R&R FRIDAY, AUGUST 23, 1985

## COUNTRY

# **More Stories Behind The Numbers**

kind of radio station in KNIX. I've had the pleasure of visiting the outlet, and you can feel the pride and care amongst the staffers.

There are changes across town as Fred Weber, a principal in KJ's owners the Broadcast Group, relocates to company headquarters in Phoenix and takes over as GM. KJJJ-AM has recently changed calls to KFYI and format to News/Talk. Jay Lawrence has departed the morning show, and PD Charlie Ochs is looking for someone to take a chunk of W. Steven Martin's number one morning numbers. Only the talented strong of heart need apply.

#### Portland, OR

			25-54 Rank		
	W'85 S	<b>ip</b> 85	W '85	Sp '85	
KUPL-FM	4.3	4.0	7	10	
KWJJ	3.2	2.6	9	13	
KJIB	2.8	1.7	13	18	
KUPL	1.1	.8	19	23	

KUPL-FM debuted its Country format one year ago and has posted four shares in three out of four books - the fourth one being a 3.3. Sisters KWJJ & KJIB, however, have been on a downward course. KJIB fell from a high of 7.0 in the fall '83 and KWJJ slipped 4.5, 4.4, 4.6, 3.2, and 2.6 in the past five

Meanwhile, feeling its collective oats, KUPL-AM stopped total simulcasts with the FM a few months ago. The first move was to hire four-year KWJJ morning talent Mike Stone for AM drive and another veteran Portland talent, Bill Best, for afternoons.

The shares in this market have also seen better days. They've been on a bit of a roller coaster, ranging from mid-11s in the spring of '82 the upper-eights two years ago, and the mid-13s last spring.

#### Seattle-Tacoma

			25-54 R	ank
	W'85 S	Sp '85	W '85 S	p '85
KMPS-FM	3.7	4.0	9	6
KRPM	3.4	3.3	12	9
KMPS-AM	1.8	3.2	20	16

Here's another war that has intensified during the past year, especially following the spring '84 ARB, in which KRPM beat KMPS-FM for the first time

The last few months have seen KRPM bolster its ranks by bringing in John Marks as PD, WIRE/ Indianapolis vet Ken Speck for mornings, and well-known Seattle personality Jack Morton for afternoons. In addition, Highsmith Broadcasting just transferred KZZU/Spokane GM Gary Taylor to head KRPM.

While KRPM is licensed to Tacoma, its 100,000 watts allow ample coverage of the entire Seattle-Tacoma market. Actually, its location is one of the reasons for its success. KMPS PD Jay Albright told me that the area south of Seattle and north of Tacoma is a hotbed of Country zips, playing into the strength of KRPM.

The spring sweep saw KRPM spend a reported \$200,000 in promo-

no slouch. It handed out over \$40,000 in cash during on-air giveaways. In fact, Jay attributed the dramatic rise in the AM numbers to the cash contests. KMPS-AM hasn't been over a 3 in at least the last five years. The good news is the total Country share is as high as it's ever been. Even if KMPS caught an extra point or so, the adjusted share would still yield an upward move.

#### Washington, DC

	14-	147		ang
	W'85	Sp '85	W '85 S	ip '85
WMZQ-FM	3.6	4.6	5	5
WPKX-FM	2.9	3.1	14	11
WMZQ	.1	.3	30	32
WPKX	.4	.4	31	27

This was an excellent Country book, with the total share approaching the all-time high.

The competition between these stations has always been intense but may have reached record proportions in the past few months. I'm not sure what might have precipitated this, but one of the shots

WMZQ was looking for an Operations Manager. It read, in part, "WMZQ-AM & FM in Washington are headed by two PDs who fight in the trenches every day and now, with the WMZQ stations poised to make WPKX a parking lot once and for all, we're looking for an OM to put it all together. If you're ready to storm into DC and direct the WMZQ teams as they blow WPKX away, you're the OM we're looking for."

This prompted a late-June call from WPKX PD Mike O'Malley: "I'm embarrassed for the rest of the WMZQ staff, who have exhibited more professionalism than this. But I suppose some stations, even in major markets, don't know how to handle the pressure of seeing their ratings shift to their competitor. If this means that WMZQ will be getting more competitive again, though, we're glad. It will be refreshing for all of Washington to have more to pick from than KIX and the KTX clone 1

See what I mean by intense? Don't go away.

## **CMA Finalists**

Finalists for the Country Music Association awards were announced Tuesday (8-20) by CMA Executive Director Jo Walker-Meador. Winners will be announced at the 19th annual CMA awards show to be televised Monday, October 14. The finalists are:

Single Of The Year:

Baby's Got Her Blue Jeans On/Mei McDaniel Country Boy/Ricky Skaggs

Does Ft. Worth Ever Cross Your Mind/George Strait Highwayman/Waylon Jennings, Willie Nelson, Kris Kristofferson. Johnny Cash

Why Not Me/The Judds (Wynnona & Naomi)

Song Of The Year:

Baby's Got Her Blue Jeans On/Bob McDill, writer Does Ft. Worth Ever Cross Your Mind/Darlene & Sanger D. Shafer, writers God Bless The USA/Lee Greenwood, writer

Mama He's Crazy/Kenny O'Dell, write Seven Spanish Angels/Troy Seals and Eddle Setser, writers

Album Of The Year:

Country Boy/Ricky Skaggs Does Ft. Worth Ever Cross Your Mind/George Strait Forty Hour Week/Alabama My Kind Of Country/Reba McEntire

Why Not Me/Judds Entertainer Of The Year:

Alabama Lee Greenwood Reba McEntire Ricky Skaggs George Strait

Female Vocalist Of The Year:

Rosanne Cash Janie Fricke Emmylou Harris Reba McEntire Anne Murray

Male Vocalist Of The Year: Lee Greenwood

**Gary Morris** Ricky Skaggs George Strait Hank Williams Jr. Vocal Group Of The Year

Alabama Exile Judds

Oak Ridge Boys Whites

Vocal Duo Of The Year:

Moe Bandy & Joe Stample Ray Charles & Willie Nelson Barbara Mandrell & Lee Greenwood Anne Murray & Dave Loggins Dolly Parton & Kenny Rogers

Instrumental Group Of The Year: Alabama

Exile **Nitty Gritty Dirt Band** Ricky Skaggs Band The Whites Rend

Music Video Of The Year: All My Rowdy Friends Are Comin' Over Tonight/Hank Williams Jr. America/Waylon Jennings Country Boy/Ricky Skaggs Highwayman/Waylon Jennings. Willie Neison, Kris Kristofferson,

Johnny Cash Second Hand Heart/Gary Morris

# PERFORMANCE COUNTS

# Louise Mandrell



"I Wanna Say Yes"

R&R 35

COUNTRY BREAKERS

BB 47

CB 52

# Juice Newton



"<u>You Make Me</u> <u>Want To</u> Make You Mine"

DD 1412

R&R (4)
BB (9)
CB (22)

Already receiving tremendous phone action at radio!

RECORDS NASHVILLE

Producer: Richard Landis Assoc. Producer: Otha Young







SHARON ALLEN

# **CMA Board Meets In Charlotte**

The CMA Board of Directors acted on a number of important proposals during its third quarterly board meeting in Charlotte. The three-day summit also included a forum to encourage dialogue between radio and record companies, sponsored by the CMA's Marketing Committee.

A number of changes in the CMA bylaws were proposed and will be presented to the membership at the October meeting for approval. One involves splitting the "Audio/Video Communications" category into two separate categories — one to be called "Radio" and one "Television/Video,"

The Board approved an Artist/ Broadcast Personality Committee recommendation that the Artist/ Broadcast Personality Tape Sessons be held in conjunction with the Country Radio Seminar in March, pending the work of a joint CMA/CRB committee to arrange logistics. In other action, the Legislative Affairs Committee initiated action to educate consumers on proposed home audio taping legislation. There will be a forum in October for the Nashville music community to increase awareness of the problem.

By the time you read this, the United Kingdom Country Album Chart will be in print. The chart is being compiled for the CMA by the Gallup organization, which also compiles the official British pop charts.

The UK Country Album Chart will be published every two weeks and will feature the top 30 titles, including LP, cassette, and CD sales. The chart will be based only on sales and will appear in Britain's major trade publication Music Week. In related action, the International Committee plans to invite industry leaders from around the world to the CMA Awards and will hold a reception for them in Nashville.

In other business the Board reviewed an expanded CMA Awards Show point-of-purchase campaign to be conducted with NARM. The next Board meeting will be held October 16 at First American National Bank in Nashville.

Bits and Pieces: Though Keith Whitley hasn't yet won a Grammy or a CMA Award, he recently racked up an honor few other country artists can boast of. Keith received a certificate declaring him a member of the Cute and Sexy Bun Club, Recipients not only have to look good in jeans but must have a great personality and sense of humor as well. The award was bestowed on Keith by CSBC Executive Director Cheri Cohee and pals. The club's motto is "Always show us your best side and never be afraid to turn the other cheek!" Don't let the networks get hold of this or before you know it we'll have another awards show.

The Nashville Network has purchased a one-hour concert special featuring George Strait performing at the Houston Livestock Show. It will air October 30 at 9:30pm . Charley Pride will join Canadian artists Carroll Baker and Dick Damron to cohost the Canadian Country Music Awards in Edmonton on September 8 . . . Lee Greenwood has been drafted by the Army National Guard as national TV spokesman. He recorded a series of spots aimed at high school and college age men to be distributed to 50 states and two U.S. territories by the Pentagon

# Nashville In Motion

Les Laddy, Wallace Krout, Randy Barlow, and Bob Adcock just formed First American Records. Their first release is Nate Harvell's "Travelin" Man." The address is P.O. Box 4736, Nashville, TN 37216; (615) 868-0684

Randy Nite has formed Nite Records. with offices at 9145 Sunset Blvd. Suite 102, Los Angeles, CA 90069; (213) 273-6001. Current product is Bobby Blue's "Blue Light" . Beckett is now the Director of A&R at Warner Bros. Nashville, joining Martha Sharp, VP/A&R, Nashville Division. Beckett has produced such acts at Dire Straits, Delbert McClinton, Joan Baez, Bob Dylan, and Shelly West. As member of the Muscle Shoals Rhythm Section, he played keyboards and contributed arrangements to Julian Lennon's "Valotte" . Recent staff additions at the MTM Music Group include Claudia Welker in retail promotion and Jane Cleveland to handle college promotion . . Mark Sedgwick has been promoted to Production



Barry Becke

Supervisor at Scene Three, the Nashville-based film and video production company . . . Vern Gosdin re-signed with Robert John Jones of the Management Group (TMG) for personal management.



A MINUTE WITH RONNIE — Ronnie McDowell discusses his new album, "In A New York Minute," with RKO radio correspondent Sherman Novason.



NMA ELECTS OFFICERS — The Nashville Music Association recently elected its officers for the coming year. Pictured above (I-rl): David Skepner of Loretta Lynn Enterprises and Buckskin Company; Studio Productions President Mary Matthews; and Fanta Professional Services Executive VP Johnny Rosen.

# WHO'S NEW



If you take a look at Warner Bros.' Southern Pacific, you'll see names you're already acquainted with through the music of the Dooble Brothers and Creedence Clearwater Revival. Original members of Southern Pacific included ex-Dooble Brothers John McFee and Keith Knudsen, who joined forces with former Columbia artist Tim Goodman, keyboardist Glenn D. Hardin, and former Elvis Presley bassist Jerry Scheff to record a series of demos that caught the attention of Warner Bros. Nashville bead Jim Ed Norman.

It was these five musicians who gathered at McFee's Lizard Rock studios in Solvang, CA to record the group's debut album, "Southern Pacific," which spawned their first single "Someone's Gonna Love Me Tonight" and their current effort, the Tom Petty-penned "Thing About You."

Since the LP's release, however, the group has undergone personnel changes. Scheff and Hardin departed and former Creedence Clearwater Revival member Stu Cook joined. Goodman handles vocals, guitar, and synthesizer. Knudsen is on drums, percussion, and vocals, with Stu Cook contributing bass guitar and vocals. McFee plays guitar, pedal steel, dobro, violin, and contributes background vocals. Also new to the group is keyboard specialist Kurt Howell. Kurt is also a writer and spent the last four years as a member of Crystal Gayle's touring band.

Who's New features new country artists reaching New & Active status for the first time,



MOE & JOE GO GOLD — During a recent performance at Music Village in Hendersonville, TN, Moe Bandy and Joe Stampley were surprised by their first gold LP for "Just Good O!" Boys." Pictured (I-r) are Columbia/Nashville National Promotion Director Jack Lameier, Bandy, Stampley, and Epic/Nashville NPD Rich Schwan.

# MARKETPLACE

#### COMEDY





Hundreds renewed again! Free sample!

Write on station letterhead to Contemporary Comedy 5804-D Twineing Dallas, TX 75227



"Jokes, Calendar, Phoners"

"Show Ready" Material For Every Day Of The Month

Write on station letterhead or phone. (804)270-7206 9AM-5PM EST 10918 Foxmoore Ave. Richmond, VA 23233



## Disk Jockey Comedy

25 pages of original comedy material each month everything from funny commercials to ridiculous TV & Movie reviews to Soap Operas and much, much more. For FREEBEE, wile: HYPE, INK., 7805 Sunset Blvd., #206, Los Angeles, CA 90046.

# O'Liners

For sample, write on station letterhead to: O'Liners

1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025

#### 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):

\$50.00 \$45.00 1 Time 6 Insertions 26 Insertions \$35.00

Additional \$10.00 per week charge for Blind Box ads

Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date Marketplace ads are non-commissionable

Submit to: Marketplace

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

#### CONSULTANTS

#### "DROPINZ

New, fresh wild tracks for your show each month, only \$20. Semi-annual and yearly rates too. Sample cassette \$4.

Aircheck critique and production by a 22-year ma jor market veteran. Call or write for rates.

Stu Collins Broadcast Services

174 King Henry Court, Palatine, IL 60067 (312) 991-1522

#### **EMPLOYMENT/INSTRUCTION**

#### 10,000 RADIO, TV JOBS

- Over 10,000 Radio & TV jobs are published every year. Up to 98% of the nationwide openings can be found in THE AMERICAN RADIO JOB
- The most current and complete radio and television job publication i
- colleges and universities.

  Complete listings for DJs, Program Directors, News people, Salesmen, Engineers, Production Directors.
- All major, medium & small markets.
  All formats: AOR, COUNTRY, MOR, CHR, BEAUTIFUL MUSIC, NEWS, TALK.
- Many openings for those men and women with little expe
- Money Back Guarantee. ates: One week \$6.00. SPECIAL 6 weeks \$14.95 you save \$21.00

American Radio
JOB MARKET

1553 North Eastern, Las Vegas, NV 89101

#### **FEATURES**



RADIO'S DAILY ON-AIR PREPARATION SERVICE!

Airshift-ready music notes, star facts calendar, more!

Free Sample Of

\*Indicate COUNTRY or CONTEMPORARY Forma

#### 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.

#### PROMOTIONAL

## Ratings grow when CARLEY PRINTS on transit space



#### **PUBLICATIONS**

### THE M STREET **IOURNAL**

A new, authoritative weekly newsletter for: Format News \* FCC/CRTC Files \* CP Activity Free sample: Box 540381, Houston, TX 77254

(713) 660-5260

#### **PROGRAMMING**

#### N.Y.P.D (New York Parody Department)

Pre-recorded comedy bits including parody commercials, slice-of-life skits, drop-ins and more. Send \$5 for information and sample cassette you can use on the air Call the BPE Instant demo hotline weekdays after 5pm,

EST and all day weekends: BROADCAST PRODUCTIONS EAST, INC. 23 Rustic Ave., Medford, NY 11763 (513) 286-8125



15 spots, 10-55 seconds on one 15 i.p.s. stereo ½-track reel. Lots of panning, \$10 to: SIXTY SECOND PRODUCTIONS RD 4, Box 392, York, PA 17404 (717) 266-1422



700-1000 COUNTRY or CHR song from our lists - or yours

\*CWO - Audiopak: AA4, SGS-4 tape - 700 units min. order offer extended to include Fidelipac MasterCart II

CUSTOMUSIC CART... BLACKSTONE (303) 685-9563

**INCREASE** SALES RESULTS

The radio and record industries are big markets to cover with a limited sales force.

So why not put R&R Marketplace to work for you?

> It's a sure way to generate qualified sales leads.

> > Just Call

(213)553-4330 for more information



# **OPPORTUNITIES**

**OPENINGS** 

**OPENINGS** 

**OPFNINGS** 

#### **OPENINGS**

#### NATIONAL

## RADIO PERSONNEL NEEDED

NATIONAL is recognized as the leader in radio personnel placement. NATIONAL receives a constant flow of job openings in small, medium & major markets. We need enced a constant now or pool openings in strian, including a higher instruction 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

**BROADCAST TALENT COORDINATORS** 

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

#### Network Writer-Broadcaster

Vermont-based organization wants anchor for network of major Northeastern stations. Must understand skiing. Resume and demo tape to Sally Deegan, NEASC, 1 Cox Road, Woodstock, VT 05091, EQE

Growing A/C station in the White Mountains of NE lo experienced, personality-oriented announcer. T&R: FM, 38 Glen Avenue, Berlin, NH 03570. (8-23) T&R: WMOU-

AM/FM combo looking for morning announcer/production.
Automation experience/willingness to learn. T&R: Kim Stevens, WKXZ, 14 S. Broad Street, Norwich, NY 13815. (8-23)



Seeks America's most exciting basketball play-by-play announcer for '85-'86 NBA season

The NEW JERSEY NETS, one of pro basketball's most exciting teams, needs an announcer/personality to complement their exciting style of play on New York's most sports-oriented radio station

Send tape and resume to: Dale Parsons, Program Manager, WNBC, 30 Rockefeller Plaza, New York, NY 10020.

No phone calls please. EOE.

# Regional Sales Representative

Fortune 500 Company Subsidiary; Leader in the industry; producing Station ID's, Sales and Production Libraries, Music Commercials and Television Commercials, has opening for Sales Representative.

Candidates must have successful track record in Radio and TV Sales, Advertising Agency Sales, or related fields. Position requires extensive travel. Company provides excellent salary, commission plan, plus company automobile, full expenses and outstanding benefits. Please send resume and salary history to:

Jack Adkins, VP/Director Human Resources - Media General Broadcast Services, Inc. 2714 Union Avenue Extended, Memphis, TN 38112

#### **GENERAL MANAGER** ARE YOU TIRED OF JUST BEING ANOTHER EMPLOYEE?

East Coast group has an immediate need in a major market for a dynamic and creative GM with a proven turn-around track record. This unique opportunity offers a strong possibility of equity participation in a growing company All inquiries held in confidence. Send resume and letter to: Radio & Records, 1930 Century Park West, #102 Los Angeles, CA 90067. EOE M/F

#### NATIONAL OPENING

Golden Opportunity. Creative, entertaining personalities needed for all market sizes. If you can perform in A/C or Easy Listening,



Churchill Productions

1136 E. Campbell Ave, Phoenix, AZ 85014. No calls M/F (EOE)

#### EAST

notions Director, AOR, A/C seeking young pro committed to radio. Long hours a must. Resume/written proposals: Buzz Knight, Box 95, Danbury, CT 06810. (8-16)

Production Director, 1-95/WINE, AOR, A/C looking for pro-duction wizard. Long hours & patience needed. T&R: Buzz Knight, Box 95, Danbury, CT 06810. (8-16)

wdelradio 1150

**Program Director** 

We are seeking a mature, experienced

program director to direct WDEL's contin-

uing development as the leading source

of entertainment and information for con-

temporary adults in Wilmington, Delaware.

You must be a humorist, a motivator, an

organizer and an accomplished performer

who can bring drive time alive. We will

compensate you with an attractive sal-

ary, one of the best benefit packages in

the business and the opportunity to grow

personally and professionally in an at-

tractive town. Send aircheck, resume and

other appropriate materials to: Pete Book-

er, WDEL, Wilmington, DE 19803. EOE/

# A/C, Oldies station in metro NY seeks strong personality with chutzpah. Femeles encouraged, T&R: Bob Miller, W.J.B, 319 Mill Street. Poughkeepsie, NY 12601. EOE M/F (8-23)

ND needed in mid-Atlantic region. Competitive salary. Send T&R/salary history: Neal Newman, WAEB, Box 2727, Lehigh Valley, PA 18001. EOE M/F (8-23)

#### MAJOR MARKET (TOP 10) NORTHEAST CHR

Looking for midday and afternoon drive people for possible immediate openings at an incredible radio station. CHR that's fun, up, adult, not A/C No screamers. Confidential . . . your employer won't know a thing. This is a rare one. RUSH

Radio & Records, 1930 Century Park West. #0099 Los Angeles, CA 90067 EOE

Fulltime copywriter needed with some air responsibilities for suburban Buffalo A/C. Send C&R/writing samples: William Tynan, WOOE, Box 209, Durkirk, NY 14048. EOE M/F (8-23)

Immediate openings for afternoon drive & evening personalities. T&R: John James, WKCG. Box 307, Augusta, ME 04330. EDE M/F (8-23)

NH A/C has parttime openings with fulltime possibility for the right person. T&R: Mike Trombly, WKNE, Box 466, Keene, NH 03431. EOE M/F (8:23)

NH contemporary Country seeking adult communicator, Full-time position, Send T&R: Bill Dixon, Box 1230, Claremont, NH 03743, (8-23)

Regional Western NE adult AOR station seeks morning man experienced in production & with music knowledge, T&R: WRSI, Box 910, Greenfield, MA 01302. ( 8-23)

#### **PRODUCTION GENIUS** FOR AN A/C PERSONALITY FM IN A TOP TEN MARKET

You create and voice commercials, not promos. You communicate with your words and your voice

You're not a screamer

You believe copy and concept are more important than razor blades and reverb You work best where there's creative freedom.

You're a hands-on person.
We're a special kind of radio station

We're not a "sound-alike" station; our on-air people are natural-sounding.

We'll give you lots of unique programming elements to promote. We're in a wonderful and exciting market.

We pay well. We're part of a company that's programming oriented. And successful in a half dozen top

This is a dream opportunity Send your tape and resume to: Radio & Records 1930 Century Park West. #0068, Los Angeles, CA 90067 EOE.

#### "Like A Surgeon". . .

Crackerjack radio production engineer needed for new, expanded programming. Must have multi-track experience. Send T&R only:

MJI Broadcasting, Inc. 566 Fifth Avenue, New York, N. Y. 10103

OK-100 needs experienced anchor/reporter yesterday. Only those with strong delivery need apply. T&R: Robert Pondiscio, 292 Tompkins Street, Cortland, NY 13045. (8-23)

Give me creative, flexible production, I'll make you'a PD in Portland, ME, Rush salary history/T&R: OM, KISS-100, Box 929, Lewiston, ME 04240, (8-9)

# **WIBX WIBQ**

#### Top Rated News/Talk

Top Rated News/Talk

"Central New York's top-rated News/Talk operation now accepting applications for expanding news department. A 50-year CBS affiliate. If you want to work with award-winning
news department with top-notch facilities, have
at least two years' experience as reporter and
anchor, prosess a solid delivery and sharp writing skills, send tape, resume and salary requirements to: Randolph Gorbman, News
Director, WIBX/WIBQ, P.O. Box 950 Utica,
NY 13503. EOE.

MD non-metro Country needs midday jock. Excellent facilities/good staff/pleasant working conditions & benefits. Good opportunity for right person. (301) 689-8871 (8-16)

Southern RI station seeks salespeople. Outstanding training & winning formula can make you rich. John J. Fuller, Full Power Radio. Hope Valley, RI 02832. or (401) 539-8502 (8-16)

#### Help Build A Winner!

We're looking for an on-air PD to shape a new Bridgeport, CT AC/AM. you're promotionally-oriented and can develop an airstaff, we want to hear from you. Cassette and resume to: Bob Pantano, P.O. Box 1700, Bridgeport, CT 06601. FOE

#### **MORNING PERSONALITY**

Number ONE 25-34 A/C FM radio station in major market needs THE Canadian morning personality of the 1990's to complete winning team! Excellent salary and benefits. If you're a positive entertainer who knows how to make your listeners feel great, send tape and resume to:

CJFM, FM96 1411 Fort Street Montreal, Quebec H3H 2R1 Attention: Susan Davis **Program Director** 

Newscaster with good writing skills wanted. Ideal for college student or entry level person. John J. Fuller, Full Power Radio, Hope Valley, RI 02832, or (401) 539-8502 (8-16)

Immediate full & parttime openings for full service A/C. C&R. Dan Lee, WK8K, Box 564, Keene, NH 03431. or (603) 357-4582 (8-16)

#### "A.M. DRIVE"

Top 50 Northeastern CHR looking for a true morning person. You must be topical, funny, creative & a professional. We're on the move; join our team! Send T&R to: Radio & Records. #0097 Los Angeles, CA 90067 EOE M/F

Dynamic 50-kw CHR has possibilities for parttime & fulltime on air talent. RI-104 serving RI/CT/MA. Enthuslasm. T&R: Jonathan Monk, Box 325, Westerly, RI 02891

Top flight A/C station needs ND to rebuild local & regional coverage, U.S./Canadian market, T&R: Paul James, WYBG, Massena, NY 13662, (8-16)

The Gilcom Corporation is accepting tapes for future openings, T&R: Tony Booth, WLEE, 6200 W. Broad Street, Richmond, VA 23226, No calls please, (8-16)

Mature morning personality/PD for A/C, Oldies station. Com-munity oriented. T&R: Mike Harris, WEOK, Box 416, Pough keepsie, NY 12602. EOE M/F (8-16)

## MORNING PERSONALITY

Pyramid Broadcasting Seeks Top-40' Morning Personality or Team. Send Tape and Resume to: Sunny Joe White,



P.O. Box 128, Medford, MAO2155 EOE M/F

#### SOUTH

opening, T&R 39759 (8-23)

Tired of low announcer's pay? Control your own income as an entry-level sales/announcer combo. Rapidly growing group. Call: Bob Payton: (205) 875-3350 (8-23)

Country station in major market looking for personality with five years' experience. Some Country knowledge required. T&R/salary: Box 29442, San Antonlo, TX 78229, EOE M/F (8.23)

#### **MORNING NEWS** ANCHOR

WOAI 1200, 50,000 watts clear-channel, has long been regarded as the news authority of South Texas. WOAI has a position open in its newsroom that requires professional delivery, superior writing skills, wit and the ability to interact well with other on-

Position is available: immediately Only those with solid on-air news background and experience need apply. Send appropriate aircheck and resume to:

#### **Phil Mueller** Operations Manager

6222 N.W. I-10 San Antonio, TX 78201

An Equal Opportunity Employer

62/R&R FRIDAY, AUGUST 23, 1985

# **OPPORTUNITIES**

#### **OPENINGS**

#### GROWTH MARKET -**CLOSE TO HOUSTON**

Opening for air talent in market of 50,000 + just up the road from Houston, KSAM-AM Country -KHUN-FM Adult Contemporary Personality that will get out in the community and work Production abilities, a real plus for you. Willing to pay good money Send tapes & resume — (include production samples) to KSAM/ KHUN Radio, P.O. Box 330 Huntsville, TX 77340 FOF

WYMC Country looking for mature, bright personality for PM drive. T&R: Ron Gentry, Box V, Mayfield, KY 42066. (8-23)

WXQR/Jacksonville needs air/production talent. Creative? Funny? Great environment to polish your act. T&R: Kris Kelly, Box 760, Jacksonville, NC 28541. (8-23)

#### STABILITY

Tired of living from book to book? Put your creativity to work in our production department.

Regular hours Monday through Friday; great nefits, T&R to: Radio & Records #0090 1930 Century Park West, Los Angeles, CA.

vetime assistant PD needed. 100-kw FM Country. Mon-, LA market. Contact: Gary McKenney, KXKZ, Box 430, ston, LA 71270 or (318) 255-2530. EOE M/F (8-23)

Midday man for NC coastal area. Decent pay & benefits. Non-smokers please. John Harper: (919) 473-3434 (8-23)

Yesterday is soon enough, thank you, for 7-midnight person for A/C FM. Entry level possible. T&R: Stew Wright, WORG/WDIX, Box 430, Orangeburg, SC 29116. (8-23)

#### Live On The Best South Carolina Beaches

Work in one of the Southeast's fastest-growing top 100 markets, and enhance your earnings. WKQB — Q107, the 100 kw CHR needs a killer. If you've got a good education, a good business-ike appearance and are committed to working hard nash resume and photo along with employers references to Steve Judy, VP & GM, WKQB, 4995 Lacrosse Rd, Suite 1600, North Charleston, South Carolina 29416, EOE.

Hot CHR. WKSF, serving the Asheville-Greenville market, looking for hot morning talent. Production skills a must. T&R: John Stevens, 90 Lookout Road, Asheville, NC 28804. (8-23)

WORD/Spartanburg has news opening for experienced manager with local news in veins. Upbeat writing delivery, T&R: Mark Kruea, Box 3257, Spartanburg, SC 29304, (8-23)

#### NO. 1 RATED SOUTHEASTERN CHR

Has immediate opening for No 2 man for moming show. Must be good impressionist! Character voices and comedy writing a must! Send T&R to Radio & Records, 1930 Century Park West, #101, Los Angeles, California 90067

Searching for PM drive personality for top-rated FM A/C. ME possibilities. T&R/photo: Jim Jacobs, WEIZ-FM, Box 1640 Columbus, GA 31994. (8-23)

Gold KNUZ/Houston wants T&Rs for future openings. Send to: Bruce Nelson, KNUZ, Box 188, Houston, TX 77001. No calls, (8-23)

Small-market daytimer in AL looking for sales-oriented GM. Excellent opportunity for young, energetic broadcaster with ideas. Pay based on gross. (901) 584-6138 (8-23)

#### \*\*\*\*\* **HOT PD for**

#1-RATED ZOO TYPE

Class C in a prosperous top 100 Sunbeit market. Resume, philosophy, and cassette to: Ra-dio & Records 1930 Century Park West, #0082, Los Angeles, CA 90067 EOE



#### **OPENINGS**

#### SUNBELT CHR

In growth market seeks creative, ambitious personality morning talent. Send T&R, plus cover letter with salary history included, to: Radio & Records, 1930 Century Park West, #0091, Los Angeles, CA 90067 EOE M/F

Baton Rouge CHR, WGGZ-FM, has midday & nightime openings. Contact: Michael Adams: (504) 383-9999 EOE M/F (8-16)

CHR station, in SE NC, looking for air personality. Send T&R: Bill Sellers, Box 665, Fairmont/Lumberton, NC 2B340.EOE M/F (B-16)

# **WBCY-108**гт

Charlotte's top-rated CHR has a very rare morning opening. If you're a morning per-sonality who can be funny, who understands local involvement and its importance, and enjoys working hard at remaining #1 both on and off the air, then we'll pay top dollar for your talent. DON'T WAIT! Send skimmed tape along with resume and references to: Bill Martin, WBCY
One Julian Price Place. Charlotte, NC 28208

FL's I-100 now accepting T&Rs. Must have strong production skills. Contact: Bob Mitchell, 801 West Granada Blvd. Ormond Beach, FL 32074. (8-16)

Position available at Country FM. East coast central FL location. Send T&R: Jenny Simms, 2221 Front Street, Melbourne, FL 32901. (7-19)

#### Creative Morning WGBR **Drive Personality**



With great voice and strong production skills for AM/MOR. Experience a must. Send T&R to: WGBR, Box 207, Goldsboro, NC 27533 EOE

Immediate openings at hot 100-kw CHR giant in SE. Key position open now. Right atmosphere for great people. C&R: WJAD-FM, Box 706, Bainbridge, GA 31717. EOE M/F (8-2)

Mature ND/lifestyle reporter for top-100 market. Personable, dedicated self-starter. Females encouraged: Call Rick James at K106: (409) 769-2475 (8-16)

News reporter needed at WDOD/Chattanooga. Females encouraged to apply. T&R: T.K. Patterson, WDOD, Box 4232, Chattanooga, TN 37402. (8-16)

Ego. It drives our business. It makes beroes and it makes goats. We need some really great Program Directors for client stations, both AM and FM, who can learn new thinking without ego threat, and who can take our secrets and apply them in highly effective creative brushstrokes to station operations. We want real smart. We want curious. We want eager. We'll work closely. We'll all grow. Airwork and creativity mon-

#### BOB HARPER'S COMPANY

Post Office Box 24337 • San Diego, CA 92124

ND. Chance to build a crack news team in central VA. You'll need production skills too. Females enouraged. Contact: WPED, Crozet, VA 22932. (8-16)



"One of the Southeast's hottest CHR stations is looking for one of the South's funniest morning people. Our man just made move to Top 25 Market. Make your next career move to the way up with us. Rush tape and

#### WZYP

4530B NW Bonnell, Huntsville, AL 35816 Attn: Bill Dunnavant HURRY! Position not open long!

**OPENINGS** 

TK-101, WTKX-FM needs production pro for drive-time AOR airshift. Creativity a must. T&R quickly: Box 12764, Pensacola, FL 32575. EOE M/F (8-16)

Personality Country WCII/Louisville has immediate opening High profile community involvement. No calls. T&R: Mark Williams, 307 W. Muhammåd Ali Blvd.. Louisville, KY 40202. EOE M/F (8-16)

#### SUNBELT FM MORNING PERSONALITY

We're looking for a dynamic morning enter-tainer. Decent dollars for an experienced pro or an up & corning talent. Very stable company A/C format. Cassette and Resume to: Radio & Records, 1930 Century Park West, #100, Los Angeles, CA 90067 FOF

News, sports, PBP. New VA information A/C. T&R/writing samples: Jim Pounds, 207 W. Jefferson Street, Bloomington, IL 61701. (8-16)

100-kw Country FM looking for mornings/PD with production/promotion skills for Little Rock fringe. T&R: KFXE-FM, 920 Commerce Road, Pine Bluff, AR 71601, (8-16)

Creative-morning drive personality with great voice & strong production skills for AM MOR. Experience a must. T&R: WGBR, Box 207, Goldsboro, NC 27533. (8-16)

#### **MIDWEST**

Experienced Country PD strong on promotions & community involvement. Top-rated station in healthy market. T&R: Dick Lange, GM, WWKI, 304 N. Maine, Kokomo, IN 46901. EOE M/F (8-23)

Openings now at leading CHR in OK's third largest city. T&R Chuck Morgan, PD, KMGZ, Box 7953, Lawton, OK 73506.

#### MAJOR MARKET A/C

Searching for an energetic, entertaining news/ personality to join our morning team. Excellent benefits in a great company. Send T&R to: Radio & Records, #0098 Los Angeles, CA. 90067 EOE

Expanding sales staff. Need Account Executives wanting to be managers. Salary, commission, bonus, car allowance. Write WMCL, 108 N. Tenth. Mt. Vernon, IL 62864. EOE M/F (8-23)

Evaluating T&Rs for future air/news talent. Mature 5-kw A/C In a great city. Contact: Jon Dahl, KWEB, 29 NE 7th Street, Rochester, MN 55904. EOE M/F (8-23)

#### RARE OPPORTUNITY FOR THE RIGHT PRO

We are seeking an energetic morning PER-SONALITY strong in humor, phone technique, production skills and someone who is community-oriented. Our company has been on the North Coast for 50 years and we're growing. Right \$ for right person. Send T&R to: Radio & Records, 1930 Century Park West, #0096 Los Angeles, Ca 90067 EOE

Middey CHR personaltity opening now. Quality person with excellent production. Females encouraged. Rush scoped air-check/resume/photo: KDVV, 715 Harrison, Topeka, KS 66603.

WCFX-FM A/C accepting applications for future openings. All shifts. C&R: Scott Williams, Box 116, Claire, MI 48617. Confidential. No calls. EOE M/F (8-23)

Need top-notch ND for stations heading for the top. All new K-LITE & KRRK. Call now! SCOTT HENNEN, OM: (218) 773-2424 (8-23)

WAYY looking for exerienced sales rep to sell advertising Position offers established account list. Send resume: WAYY, Station Manager, Box 6000, Eau Claire, WI 54702. EOE M/F (8-23)

Majic 104 has gotten some great tapes, WYMJ

on for a great late-night person now and for future. A great opportunity in o wonderful city owoits your talent and drive. Minorities encouraged to apply!

tapes and resumes to:

AL CARSON 699 North Valley Road Beavercreek, Ohio 45385 **OPENINGS** 

#### Columbus's #1 Lite Rock FM WSNY

Is looking for a #1 morning adult communicator. Must know what it takes to be #1. Pros only. One of America's fastest-growing, people-oriented broadcasting companies. Tape, resume, cassette to: Harry Lyles, PD, WSNY, 4401 Carriage Hill Lane, Columbus, OH 43220. EOE



Growing 5-kw Country AM searching WI for Country lover/ PD/announcer. Career oriented, Start immediately, Call Dave: (715) 823-5128 (8-16)

WTDY, "today radio" needs personable, informative morning drive host for innovative A/C format. T&R: Bill Vancii, WTDY, Box 2058, Madison, WI 53701. EOE M/F (8-16)

# KKZXWXLP

Program Director with AOR/CHR experience We're looking for a promotion-minded individual with research skills. Send composite and resume to Gabe Baptiste, Operations Manager, Quad Cities Broadcasting, Box 3788, Davenport, IA 52808.

Best Sports Director opening in America, Major college PBP, nightly talk show & sportscasts. T&R: Kelly Carls, 74 KRMG, 7136 S. Yale, Tulsa OK 74136. (8-16)

WFNR, SW VA's powerful AM Country station needs full & partitime air personalities & an experienced salesperson. T&R: Jay Michaels, Box 2100, Christiansburg, VA 24073. (8-16)

WDAF, Country, has an opening for MD/fulltime jock. Also, looking for parttime jock. No calls. Cassettes only: Don Crawley, 3020 Summit, Kansas City, MO 64108. EOE M/F (8-16)

#### •••=•••••••••••• COUNTRY AM LEADER FM A/C COMBO

Seeks morning anchor-reporter. Aggressive attitude, crisp writing, great pipes and 3 years' experience musts. Send T&R to: Radio & Records, 1930 Century Park West, #0088 Los Angeles, CA 90067 EOE M/F

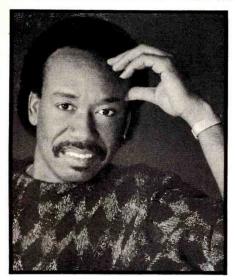
Established AM/FM. ABC affiliate. Excellent area. Airshift, some production. Send tape and resume to Joe Hogan, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. An Equal Opportunity Employer



Seek experienced pro with good track record looking to make job move that will help advance career. Responsible for programming and promotional action plans and control of commercial standards and practices. Must understand news and sports programming. Must also understand audience involvement and be experienced in production. Air work not para mount. Music and music research will be delegated. Most important: Ability to hire and motivate disc jockeys, and necessity to establish strong relationship with general manager and collaborative, creative association with consultant. Outstanding company, market, salary, and benefits. Send letter, including salary requirements, one-page resume, and cassette

Bob Henabery Associates, Inc. c/o Radio & Records, 1930 Century Park West, Box #0093, Los Angeles, CA 90067

Phone calls will not be accepted



# Maurice White "Stand By Me"

## BLACK/URBAN BREAKERS

64/18 - 79%

Black/Urban Chart: DEBUT > 35

Billboard Black Chart: 63\*- 49\*

... And Ready To Cross To CHR!



# NATIONAL MUSIC FORMATS

#### Added This Week

#### **Broadcast Programming**

John Sherman/Bob English (800) 426-9082

#### **Modern Country**

JOHN SCHNEIDER "I'm Gonna Leave You Tomorrow' STATLER BROTHERS "Too Much On My Heart" LEE GREENWOOD "I Don't Mind The Thorns..."

#### Century 21

Greg Stephens (214) 934-2121

#### The Z Format

STING "Fortress Around Your Heart" READY FOR THE WORLD "Oh Sheila"
NIGHT RANGER "Four in The Morning" HOOTERS "And We Danced"
LOVERBOY "Lovin' Every Minute Of It" FOREIGNER "Down On Love" SURVIVOR "First Night"
DAVID BOWIE & MICK JAGGER "Dancing In The Street"

#### The A/C Format

JOHN PARR "St. Elmo's Fire (A Man In Motion)"

#### Super-Country

STATLER BROTHERS "Too Much On My Heart" VERN GOSDIN "I Know The Way To You By Heart" HANK WILLIAMS JR. "This Ain't Dallas" CHARLES w/WILLIAMS JR. "Two Old Cats..."

#### Concept Productions

#### CHR

NIGHT RANGER "Four In The Morning" ROMANTICS "Test Of Time" STING "Fortress Around Your Heart LOVERBOY "Lovin' Every Minute Of It"

DAVID BOWIE & MICK JAGGER "Dancing In The Street"

#### Country

HANK WILLIAMS JR. "This Ain't Dallas"
T. GRAHAM BROWN "Drowning In Memories"
MEL TELLIS "California Road" VERN GOSDIN "I Know The Way To You By Heart"
CHARLES w/WILLIAMS JR. "Two Old Cats..."

#### Drake-Chenault

#### XT-40

A-HA "Take Me On" STING "Fortress Around Your Heart WHITNEY HOUSTON "Saving All My Love For You"
JOHN WAITE "Every Step Of The Way" DAVID BOWIE & MICK JAGGER "Dancing In The Street"

#### **Great American Country**

HANK WILLIAMS JR. "This Ain't Dallas" JOHN ANDERSON "Tokyo, Oklahoma"
JOHN SCHNEIDER "I'm Gonna Leave You Tomorrow"
BARBARA MANDRELL "Angel In Your Arms"
MICKEY GILLEY "You've Got Something On Your Mind"

#### Media General **Broadcast Services**

#### **ACtion**

COMMODORES "Janet" MEN AT WORK "Maria" AMY GRANT "Wise Up" GEORGE FISCHOFF "Feel" KIM CARNES "Abadabadango" DARYL HALL & JOHN OATES "The Way You Do The ...

#### **Your Country**

HANK WILLIAMS JR. "This Ain't Dallas"
GARY MORRIS "I'll Never Stop Loving You"
JUDY RODMAN "You're Gonna Miss Me When I'm Gone"
LEE GREENWOOD "I Don't Mind The Thorns..." BARBARA MANDRELL "Angel In Your Arms"

(Media General Continued)

#### Hit Rock

A-HA "Take Me On"

JOHN WAITE "Every Step Of The Way" JOHN COUGAR MELLENCAMP "Lonely Ol' Night" STING "Fortress Around Your Heart" JOHN CAFFERTY & BEAVER BROWN BAND "C-I-T-Y" DAVID BOWIE & MICK JAGGER "Dancing In The Street"
DARYL HALL & JOHN OATES "The Way You Do The..."

## Peters Productions, Inc. Debbie Welsh (619) 565-8511

#### The Great Ones

WHITNEY HOUSTON "Saving All My Love For You" LAURA BRANIGAN "Spanish Eddy' ERIC TAGG "Woman In Love" CHRIS ISAAC "Living For Your Love" NATALIE COLE "A Little Bit Of Heaven"

#### Radio Arts

dict (818) 841-0225

#### Country's Best

SOUTHERN PACIFIC "Thing About You" MARK GRAY "Smooth Sailing (Rock In The Road)" STATLER BROTHERS "Too Much On My Heart" LEE GREENWOOD "I Don't Mind The Thorns...

#### Soft Contemporary

MATT BIANCO "Whose Side Are You On?"

#### Sound 10

STING "Fortress Around Your Heart"

#### Satellite Music Network

#### The Starstation

MICHAEL FRANKS "Your Secret's Safe With Me" AIR SUPPLY "The Power Of Love (You Are My Lady)"
WHITNEY HOUSTON "Saving All My Love For You"

#### Country Coast-To-Coast

CRYSTAL GAYLE "A Long And Lasting Love" VINCE GILL "If It Weren't For Him" ALABAMA "Can't Keep A Good Man Down" EXILE "Hang On To Your Heart" ED BRUCE "If It Ain't Love" KATHY MATTEA "He Won't Give In'

#### Rock 'N' Hits

DAVID BOWIE & MICK JAGGER "Dancing In The Street"

#### TM Programming

#### Stereo Rock

SURVIVOR "First Night" FOREIGNER "Down On Love" JOHN COUGAR MELLENCAMP "Lonely Of Night" WHITNEY HOUSTON "Saving All My Love For You"

HOWARD JONES "Life In One Day"
MICHAEL FRANKS "Your Secret's Safe With Me"

#### **TM Country**

GARY MORRIS "I'll Never Stop Loving You" STATLER BROTHERS "Too Much On My Heart" BARBARA MANDRELL "Angel in Your Arms" LOUISE MANDRELL "I Wanna Say Yes" BOBBY BARE "When I Get Home" ALABAMA "Can't Keep A Good Man Down"

#### Transtar **Adult Contemporary**

Dave Bogart (303) 578-0700

AIR SUPPLY "The Power Of Love (You Are My Lady)" BILLY JOEL "You're Only Human" (Second Wind)"

# RADIO & RECORDS NATIONAL AIRPLAY

# JAZZ

#### **TOP 30**

#### AUGUST 23, 1985

- 0 AHMAD JAMAL/Digital Works (Atlantic)
- MANHATTAN TRANSFER/Vocalese (Atlantic)
- MCCOY TYNER /Just Feelin' (Palo Alto)
- SPYRO GYRA/Alternating Currents (MCA)
- ANDY NARELL/Slow Motion (Hip Pocket/Windham Hill)
  - SADAO WATANABE/Maisha (Elektra)
- VICTOR FELOMAN'S GENERATION BAND/High Visibility (TBA/Palo Alto)
- WIDESPREAD JAZZ ORCHESTRA/Paris Blues (Columbia) 11
- ERNIE WATTS/Musican (WB)
- 9 BILLY HIGGINS/Mr. Billy Higgins (Riza)
- 11 DAVE VALENTIN/Jungle Garden (GRP)
- Ø 15 WOODY SHAW/Setting Standards (Muse)
- Ð 20 FLORA PURIM & AIRTO/Humble People (George Wein/Concord)
- JUDY ROBERTS/You Are There (Pausa) 13 14
- 0 FRANK FOSTER & FRANK WESS/Frankly Speaking (Concord)
- ŏ 17 KENNY PORE/You Don't Know Me (Passport Jazz)
- OREGON/Crossing (ECM) D
- 18 DAVE GRUSIN & LEE RITENOUR/Harlequin (GRP) 10
- 19 ASHLEY ALEXANDER/Power Slide (Pausa) 14
- 30 MARTIN LUND/Lundscapes (MLM) 21
- 21 DIZZY GILLESPIE/New Faces (GRP)
- 2 ONE NIGHT WITH BLUE NOTE/Preserved (Blue Note)
- GARY BURTON QUARTET/Real Life Hits (ECM)
- DEBUT BILLY COBHAM/Warning (GRP) DEBUT 3
  - JORGE DALTO/Urban Oasis (Concord Picante) RAY BROWN TRIO/Soular Energy (Concord)
  - DAVID FRISCHBERG/Live At Vine Street (Fantasy) 3
  - WYNTON MARSALIS/All American Hero (Who's Who In Jazz) 28
- DEBUT > MARY FETTIG/in Good Company (Concord)
- RIC SWANSON/Urban Surrender (American Gramaphone) DEBUT **1**

Black-Urban stations contributing to Jazz: WKND/Hartford, Melonae McClean; KJCB/Lafayette, Beatrice Evans: WYLD-FM/New Orleans, Dell Spencer; WGCI/Chicago, Graham Armstrong; WDMT/Cleveland, Dean-Dean Rufus: XHRM/San Diego, Duff Lindsey

#### **NEW & ACTIVE**

JORN ANELLO JR. "Jackson Street Beat" (Cexton) 14/4 PROTECTION OF THE PROTECTION OF

DEBUT

KUOP, WESS.

PTERS PRAGUE "Na Pall Coast" (Concord) 14/2

Potations: Heavy 4/ 0, Medium 5/ 0, Light 5/2, Extra Adds 0, Total Adds 2, WBBY, KLSK. Heavy; WUWM, WHRO, WUSF, KLCC.
Medium WJZZ, WKSU, KWZU, WWBU, WWBD.

JOE SAMPLE "Oasts" (MCA) 12/7

Rintations: Heavy 4/ 1, Medium 2/2, Light 3/ 2, Extra Adds 2, Total Adds 7, WBBY, WDET, KBEM, KKGO, KJZZ, KUOP,

KRYD- Heavy, KERA, WJZZ, KIRM Medium WGCI.

PAUL VONEMURA "First Flight Home" (Jazz Mind) 12/ 2

Rotations: Heavy 9/ 0, Medium 3/ 0, Light 9/ 2, Extra Adds 0, Total Adds 2, WFAE, KLSK. Medium WJZZ, KPLU, WMID.

ART PEPPER "New York Album" (Galaxy) 11/2

Rotations: Heavy 1/ 1, Medium 4/ 0, Light 6/ 1, Extra Adds 0, Total Adds 2, KCSC, KXPR. Medium WBFO, WEBR, WMOT, KWMU.

KWMU.

JOHN STUBBLEFIELD "Confessin" " (Soul Note) 10/2

Ratainns: Heavy 3: 0, Medium 5: 1, Light 2: 1, Extra Adds 0, Total Adds 2, KCSC, KJAZ, Heavy, WUWM, WVPE, KWMU.

MARIAN McPARTLAND "Williow Creek & Other Ballads" (Concord) 10/2

Rotainns: Heavy 1: 0, Medium 3: 0, Light 6: 1, Extra Adds 1, Total Adds 2, WBBY, KADX, Heavy, WVPE, Medium WRYS, WKS).

DAVE HOLLAND QUINTET "Seeds Of Time" (ECM) 8/5
RFUL Medium WDET.

KPUL Medium WDET.

# STANLEY JORDAN

The word is out on

## STANLEY JORDAN "Magic Touch"

Everything you hear about Stanley Jordan is true.



On Blue Note Records Distributed by Manhattan Records.

#### MOST ADDED

BILLY HIGGINS (11) Mr. Billy Higgins (Riza)
BILLY COBHAM (9) Warning (GRP)
DAVIO FRISCHBERG (7) Live At Vine Street (Fantasy)

JOE SAMPLE (7) Oasis (MCA)

#### HOTTEST

AHMAO JAMAL (26) MANHATTAN TRANSER (23) McCOY TYNER (23) Just Feelin' (Palo Alto)
ANDY NARELL (13) Slow Motion (Hip Pocket/Windham Hill)

S2nd STREET "Scrappie To The Apple" (Inner City) 8/4
Rotations: Heavy 2/1, Medium 1/0, Light 3/1, Extra Adds 2, Total Adds 4, WBBY, KJZZ, KPLU, WUSF, Heavy, WBBE, Medium

BUD SHANK "This Bud's For You" (Muse) 8/4

Actions: Heavy 0 / 0, Medium 2 / 0, Light 5 / 3, Extra Adds 1, Total Adds 4, KCSC, KLON, KRVS, KKSN, Medium KADX, WMID.
CANONED "Canoneo" (Guacamole) 7/ 1.
Reations: Heavy 0 / 0, Medium 4 / 0, Light 3 / 1, Extra Adds 0, Total Adds 1, KWMU. Medium WEBR, WBGO, KERA, WKSU.
GENE AMMONS "Hight Lights" (Prestige) 7 / 0
Rotations: Heavy 0 / 0, Medium 7 / 0, Light 0 / 0, Extra Adds 0, Total Adds 0, Medium WBBH, KUHF; WMOT, KBEM, KADX, WMID.

WRUH.

MAX LEAKE "Buns In The Sun" (Visionary) 6/3
Rotations: Heavy 1/ 0, Medium 2/ 0, Light 1/ 1, Extra Adds 2, Total Adds 3, KCSC, KPLU, KRVS. Heavy. WFSS. Medium KERA. 

# REGIONALIZED ADDS & HOTS

#### EAST

WMID/Atlantic City (*) Bill Hopkins	WBF O	Buffalo lunt
RIC SWANSON	SUSAN	MARIID
MCCOY TYMER	VINNY	GOLIA

SOUTH

OWE HIGHW / BLUE HIDSEPREAD JAIR O OWE HIGHW / BLUE HIDSEPREAD JAIR O OWE HIGHWAY BEAUTH OF THE HIDSEPREAD JAIR O OWE HIT OWN HIDSEPREAD JAIR O OWE HIT OWN HIS OWN HI

HOTEST: HICHAEL FRANKS DAVE VALENTIN ANDY NARELL SPYRO GYRA HANBATTAN TRAN

OREGON
TIM MEISBERG
BUD SHANE
FOSTER & MESS
ONE NIGHT W/ BLUE
BOCKEEL
SADAO MATANABE
DOUG RAMEY
EZENTY FORE
MCCOY: TYMER
ABMAD JAMAL

none:
Notest:
NAMEATTAN TRA
FOSTER & MESS
ABMAD JAMAL
PETER SPRAGUE
MCCOY TYNER

WLOQ/Orlando (\*) Paul Gerardi

PAUL Gerardi

ARMAD JAMAL

FRIC SHANSON

SHITH & JOHNSON

FRANK CARUSO

BOTLESTI

GENERATION BAND

GRUSIN & RITENOUR

DAVE VALENTIN

STANLEY TURRENTIN

STANLEY TURRENTIN

SPYRO GYRA

Bob Seymour
FREDDIE HUBBARD
BANK MOSIEY
BANK MOSIEY
BAVIO POLYMBERG
SILLY BIGGINS
JORGE DALGINS
JORGE DALGINS
52nd STREET GEMON
HARY FRETT
BOCCUSTINGS
HOME TO THE SERVICE
HOME TO THE SERVICE
FLORA PURIN & AIR
OREGON

Dave Hand
STEVE MARAHARA
NOTEES:
GRUSIN & RITEMOUR
SPYRO GYRA
SADAO MATANABE
ANDY MARELL,
MICHAEL FRANKS

DANOL ANCER
CHET BAKER

KUHF/Houston Berbera Entimen

Francia Dominique
DAVE HOLLAND
BILLY COGHAM
JOE SAMPLE
MAX LEARE
BUTD SHANK
HOTCHET
BYTO GYRA
MCCOY TYNER
SADAO MATAMASE
SERMIE MATTS
SPECIAL EPX

ARMAD JAMAL BUCH MASERELA ARANDA ARAHOD
DISTY GILLESPIE
LESLIE DRAYTON
HILES DAVIS
OAVE VALENTIN
BOTCEST
FOSTER & MESS
RAY BROWN TRIO
ASMAD JAMAL
HOODY SEAM
NYMYON MARSALIS

WELLOWS AND A CONTROL OF THE CONTROL

WEST

GENERATION BAND RIO NIDO SMITH & JOHNSON Hottest: NANHATTAN TRANSP OREGON

OREGON AEMAD JAMAL MCCOY TYNER GENERATION RAND

KLON/Long Beach

HAMIN BOOKE

RAFT & MANILON

SOLUTION HAME

SOLUTION HAME

JUNION HAME

KKOOLOS Angele

KKO

ANT GAMENIGER 19.

ANT GAMENIGER

SADAO MATAMABE JORN AMELLO JR. LEE MORGLO JR. LEE MORGLO JR. LEE MORGLO JR. SOLARD SULLIVA BOCACO SULLIVA BOCAC

Chris Wagner

KENHY SLAEE

T. LAVITE
STING
TIM WEIGEBERG
SHITE & JOHNSON
JOHN BASILE
SOCIETY
BOOKEONOR
DAVID PRISCHERG
RAMMA JAMAL
RAMMATTAN TRANSFE

OREGON
BILLY COBHAM
JOE SAMPLE
HOTTES!
HAMBATTAN TRAMS
BADAO MATANABE
SPYRO GYRA
MCCOY TYMER
ANDY NARELL

ALBICRATE F (\*
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Ray Horn
GERALD WILSON
OREGON
ONE NIGHT w/ BL
BUD SHANK
HOLLEST:
MCCOY TYNER
MANBATTAN TRANS.
ABHAD JAMAL
FOSTER & WESS
WIDESPREAD JAZZ

REMMY G JOE SAMPLE MIDSSPREAD JAEL G REMIE MATTS HOTE-SE. G FASCIANI 52nd STREET(SIMON MOTE-SE. G MIDD FLORA FURIE & ARTHANDE RICH APPROXIMATION ASHLEY ALEXADER REMEY FORE SERVEY FORE GENERATION RAMO GENERATION RAMO

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JOHN AMELLO JR.
JOHN AMELLO JR.
SING STREET (SINCE
JOE SAMPLE
FOULER BROS AIROC
FRITER LEITCH
FETER STRAGUE
MARIAM MCCARTLAND
MARIAM MARIAM
AND MARELL
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SILLY KIGGINS
CEARLI PERSIP
SAL SALVADOR
DAVID PERSCHBERG
SILLY CORMAN
HOTEAST:
MANRATTAN TRANSF
JOHN STUBBLEFIEL
ASHLEY ALEXANDER
FOSTER & MESS
AHMAD JARAL HOTTEST! FRANK LOWE MITHAL RICHARD ROVA IDRZES SULIZNAN ANTHONY BRAXTON

DAVID PRISCHBERG BILLY HIGGINS PROPESSOR LONGHA HOTTEST ANNAD JAMAL ONE NIGHT W/ BLU MANHATTAN TRANSF GERALD MILSON MCCOY TYNER KWMU/St. Louis Jim Waltace BILLY COBHAM BILLY HIGGINS FLORA PURIN & AIR CANONEO RIC SMANSON BOTTEST:

Kim Grahe
BILLY BIGGINS
RENNY PORE
MARY PETTIG
BUD SBANK
HIDESPREAD JAIE
GOTESE:
MCCOY TYMER
MCCOY TYMER
WOODY SBAN
ARHAD JAMAL
BILLY RIGGINS

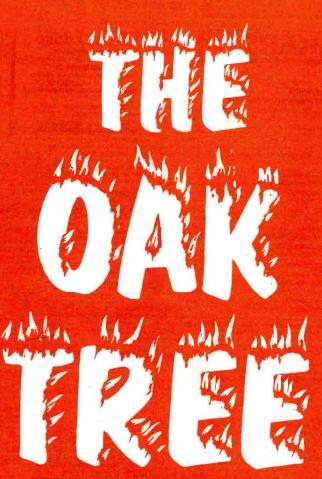
53 Reporting Stations 47 Current Reports

WEBR/Buffalo, WGCI-FM/Chicago, WHRO/Norfolk, and WLVE/Miami Beach called in a frozen playlist.

WYBC/New Haven falled to report; its playlist was frozen. WYLD-FM/New Orleans failed to report for two consecutive weeks and was not used in this week's data.

Editor's Note: WZAM/Norfolk is no longer a reporting station.

Llant Your Feet. Wave Your Arms. And Help "The Oak Tree" Grow.





The New Single From M**orris Day** 



Produced, Written and Arranged by Marris Day. From the forthcoming album <u>Color Of Success,</u> shipping Sept. 80 Hunggement: Sallin-Morey - Addis Burey Josephson. Photo: Peter & Kaplan. © 1985 Warner Bros. Records Inc.

# **BLACK/URBAN**

# **BREAKERS**.

#### **MAURICE WHITE** Stand By Me (Columbia)

79% of our reporting stations on it. Rotations: Heavy 4/0, Medium 28/5, Light 32/13, Total Adds 18, WRKS, WDJY, K94, WTMP, WKND, OC104, KQXL, WTKL, WXOK, WATY, Z93, WPEG, WPDQ, WTOY, WVKO, WDAO, WGPR, WVOI. A most added record. Debuts at r 35 on the Black/Urban chart.

#### **NEW & ACTIVE**

WTES, MAN, MTOU, TWAN, TOTAL, CITTO, AUTO, TIGHT COLONEL ARRAMS "Trapped" (MCA) 48,9 Rotalions: Heavy 0/ 0, Medium 16/1, Light 2/H 8, Total Adds 9, WAOK, WYEE, WEDR, WILLIM, KDAY, WBLX, WPLZ, KHYS, WWWS, Medium WRKS, WUSL, WILLY, WHUR, KRNB, WOWI, WGCI, WZAK, WNHC, WPEG, WFXC, WJMI, WLOU, KOKA, WAAAAS

Rotations: Heavy 0/ 0, Medium 9/ 0, Light 30/ 3, Total Adds 3, WNHC, WBMK, KDKO. Medium WAOK, K104, KNOK, WBMX, WJLB, KACE, KSOL, KHYS, WWWS.

CHARLE SINGLETON "Make Your Move On Me Baby" (Arista) 36/19

Rotations: Heavy 17 1, Medium 7/2, Light 28/16, Total Adds 19, WDJS, WJSL, KNOK, K94, WGCI, WZAK, XHRM, WHOW, WTDU, WTDU, WTDU, WHOW, WTDL, WENN, JETSH, WBMK, WPLZ, WTOY, KAPE, WAAA, WKWM, KDKO, Medium K104, KSOL, WFXC, WJM, WGOK.

LOOSE ENDS "Choose Me" (MCA) 35/11

LOUSE CRUED "CROUDE WE" (MLM.) 30/ 11

Rotations: Heavy 30, Medium 11/3, Light 22/8, Total Adde 11, WMNN, WVEE, KRNB, WZAK, WZEN, XHBM, KSOL, WKND, KAPE, KOKA, KDKO, Heavy, KACE, WDAO, WTLC, Medium WH-LR, KSH, OC104, WJMI, KIZ, WJYL, WGPB, WH-Z.

PEABO BRYSON "Thorr's Nothin" Out Thore" (Eleitra) 33/28

PROBLEM HEAVY 0, 0, Medium 92, Light 28/24, Total Adde 28, WDAS, WADK, KNOK, KRNB, WDA, WEDR, WTMP, WZEN, KSOL, WKND, WHHC, WRDW, WTKL, WKOK, WATV, WENN, WOMG, WPOQ, WBLX, WORL, WWDM, WAAA, WKNC WHAD, WVIII

WYKO, WCAD, WYOI.

COMMIDORES "Imbert" (Motown) 33/6
Rotations: Heavy 0 (), Medium 11/1, Light 22/6, Total Addis 8, WBMX, WDMT, WZAK, WPEG, WJJS, WYKO, Medium WHJR, WTHP, WJJA, KACE, WROM, WJMT, KYE, WAMM, WDAD, WWWS.

RENE & ANGELA 1"II Be Good" (Morecny/ PolyGram) 29/17
Rotations: Heavy 7/3, Medium 8/3, Light 14/1, Total Addis 17, WMR, WDAS, WHJR, WZEN, KACE, KSOL, WKNO, WEN, WFEG, WFKC, WBMK, WHZ, KAPE, KOKA, WWDM, WAAA, WDAO, Heavy: WGCI, WLJM, KMJM, WOGK, Medium WJJ, WIJ, WJJ, WJJ, KIJA, KJMT, KMJM, WOGK, Medium WJJ, WJJ, WJJ, WJJ, KIJA, KJMT, WJJ, KIJA, KJMT, WJJ, KIJA, KJMT, KMJM, WOGK, Medium WJJ, WJJ, WJJ, KIJA, KJMT, WJJ, KIJA, KJMT, WJJ, KIJA, KJMT, WJJ, KIJA, KJMT, KJMT, KJMT, WJJ, KIJA, KJMT, KJMT, WJJ, KIJA, KJMT, WJJ, KIJA, KJMT, WJJ, KJMT, KJMT, WJJ, KJMT, KJMT, WJJ, KJMT, WJJ, KJMT, WJJ, KJMT, KJMT, KJMT, WJJ, KJMT, KJMT, WJJ, KJMT, KJMT, WJJ, KJMT, KJMT, WJJ, KJMT, KJMT, KJMT, WJJ, KJMT, KJMT, WJJ, KJMT, KJMT,

WILD, WISE, WILDT, KTUS, KIDAT.

MAZE V FRANKIE BEVERLY "I Want To Fool I'm Wanted" (Capitol) 29/12

Rotations: Heavy O' O, Medium 11/1, Light 18/11, Total Adda 12, WEDR, WTMP, WILB, KILH, XHRM, KSOL, WKXI, WORL, WHILE, WWOM, WOAO, WKWM Medium WHUR, KRNB, KACE, KDAY, WATY, WIMI, KICB, KAPE, KOKA, WANM.

WPLL, WHUM, WHUM, MIGHLIN WHIR, KIPIS, KARE, KDAY, WATIY, WARI, KUCB, KAPE, KOKA, WANIM BRASS CONSTRUCTION "BUOKe & Tabe" (Early 12 / 2).

ROSSIONER Heavy 17.0, Meduan 11.0, Light 17.3, Total Adds 3, WHI-IC, WBMK, WORL Heavy: WTLC. Medium WILD, WDAS, WAS, KALB, KACC, WHOLD, WOLD, WIT, KOKA, WHO, WHO, WHO WE WAS, KALB, KACC, WHOLD, WOLD, WIT, KOKA, WHO, WHO, WHO WE WAS AND A WAS A Wingy" (Colembia) 29.2

WEATHER BRILLS "West A Wingy" (Colembia) 29.2

ds 2, WHUR, WWDM, Heavy: WIO0, Medium WGCI, WDMT, WZAK,

DURELL COLEMAN "Semebody Teek My Leve" (Island) 28/27

Potatione: Heavy 0/0, Medium 2/2, Light 28/25, Total Adds 27, WDJY, KRNB, K94, WOMI, WTMP, WBMC, WOMT, WAK, KMAM, KDAY, KOZI, WTKL, WENN, WFEG, WOMG, WPDQ, KJCB, WBLK, WQGK, KHYS, WTOY, KOKA, WANM, WAAA, WGPR, WTLC, WAWS.

WAAA, WOPN, WTIC, WWWS

WORD OF MOUTH IF D.J. CREESE "Kine Kait" (Profits) 28/5
Rossions: Heavy 1/0, Medium Br Q, Light 18/5, Tosia Adda 5, KRNB, WATV, KHYS, WANM, WGPR, Heavy; KMAIQ, Medium WOA, WOW, WOOK, WES, WCHIC, WBMK, KACS, WOAK, KOYA,

VERONICAL UNDERWOOD "Victim Of Dealer" (Pullity Werld Affantic) 28/4
Rossions: Heavy 0/0, Medium Br Q, Light 20/4, Total Adda 4, KMAIQ, KHYS, WCMAQ, WWWS. Medium WOAS, KRNB, WOM,

VERONICAL BULLSE "Strenger In The Night" (Red Label/ Capital) 27/6
ROSSIONICE & GILLSE "Strenger In The Night" (Red Label/ Capital) 27/6
ROSSIONICE & GILLSE "Strenger In The Night" (Red Label/ Capital) 27/6
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ROSSIONICE & GILLSE "Strenger In The Night" (Red Label/ Capital) 27/6
ROSSIONICE & GI

WWWS, WYOL Medium WWRI, WOAS, WHAIR, WILE, WTOL, WTOY, WTIC.

PATTI LABELE "I Can't Ferrety Veri" ("PRICESS) 28/3

Rotston: Heavy 2: 0, Medium 1971, Light 72. Total Acids 3, WWN, WEDR, WATV, Heavy: WAMO, WDAO, MOAN, MOCK, MOAR, KACE, ISOO, WRON, WOOK, MOAR, KACE, ISOO, WRON, WOOK MOAR, KACE, ISOO, WRON, WOOK MOAR, KACE, ISOO, WRON, WOOK MOAR, WOOK MOAR, WEUK, KHYS, KAPE, KORA, WWOM, WANN.

REAL, ROXAMBE W/ HITIAAN HOWE TEE "Remee" (Select) 25/4 4

ROXAMBE W/ HITIAAN HOWE TEE "Remee" (Select) 25/4 NAOK, WEDR, WHICH CHEMY; K104, KDAY, Medium KNOK, KRHB, WPEQ.

## SIGNIFICANT ACTION

TEARS FOR FEARS "Sheet" (Moreary/PolyGram) 23/7
Rotations: Heavy & 1, Medium 10/1, Light 77.6, Total Adda 7, WVEE, WZEN, XX-FIM, WRH.C. W.US, WPLZ. WTOY. Heavy:
WHRK, KSR, WGCI, UETSA, W.JAX. Medium: WRKS, WUSL, WAMO, K104, WBLZ. WDMT, WLUM, KMJM, KJLH.

WITHIN, THE, THE ST. WILL, MIGURITY WITHIN, WILL, WARRU, KIUR, WEILZ, WIDNIT, WILLIM, KIMJM, KILLH.

DOUGE E. FRESH "The Show" (Fantaer) 22/12

Rotatione: Heery 37 O, Michael 51, Light 14/11, Total Adde 12, WDAS, WAMO, WDJY, KIDA, KALID, WDMT, WZAK, WALB, KIALIM, WPEG, WOCK, WWDM. Henry: WRISS, WZEN, KDAY, Michael WXYV, WUSL, KSOL, WANM.

#### MOST ADDED

**DURELL COLEMAN (27)** Somebody Took My Lo PEABO BRYSON (26) There's Nothin' Out The CHARLIE SINGLETON (19) Make Your Move On Me Baby (Arista)

MAURICE WHITE (18) Stand By Me (Columbi RENE & ANGELA (17)

I'll Be Good (Mercury/PolyGram)

#### HOTTEST

WHITNEY HOUSTON (47) Saving All My Love For You (Arista)

ARETHA FRANKLIN (33) Freeway Of Love (Arista) STEVE ARRINGTON (30) Dancin' In The Key Of Life (Atlantic)
JESSE JOHNSON'S REVUE (30) I Want My Girl (A&M) KOOL & THE GANG (30) Cherish (De-Lite/PolyGram)

GOON SQUAD "Eight Arms To Hold Yes" (Epic) 21/5
Robistone: Heery Or O, Medium 10/1, Light 11/4, Total Adde 5, WDJY, K104, KNOK, WDIA, KAPE. Medium KNJO, KRNB, WHRK, WOW, WOND, WRHC, WFXC, WOR, KOKA.

HOWARD HEWETT "Obsession" (Elektra) 21/3

de 3, WBMK, WBLX, WPLZ. Medium WYLD-FM, WZAK, KSOL, WJYL,

FOUL FORCE "GIT If You Take Me Home" (Columbia) 28/4
Rotation: Heavy 1/0, Medium 6/0, Light 13/4, Total Adda 4, KNJQ, WNHC, WATV, KHYS Heavy: WKND. Medium WWIN, MISK, KDAY, KLOB, WORL.

WYRIS, WILST, KURY, WCRE, WORL MICHAEL LUCYSMITH "Break The Ice" (Motorin) 29/3 Rotations: Heevy 0/ 0, Medium Sr 0, Light 15/3, Total Adds 3, XHRM, WDAO, WGPR, Medium WGCI, KACE, WJYL, WTLC,

MERC & MONK "Carried Away" (Menheltan) 20/2
Rotations: Heavy 0' 0, Medium 2/ 0, Light 16/2; Total Addis 2, WATV, WGPR. Medium WXVV, WDMT.
CAMED "Stagle Lib" (Alfanta Artista/PelyGram) 19/10
Postations: Heavy 0' 1, Medium 0' 4, Light 73, Total Addis 10, WWN, WHUR, WGCI, KACE, KDAY, X0+RM, KSOL, WBMK, WPLZ, KDKC, Heavy; KTOK, KMAM, KILZ, WANT, WNXO, Medium WZAK, WGOK.

KDKO, Heery: KTOR, KAMAR, KUK, WEART, WYNOL, WHOLD, WILCON, THUCK, BADA BOYS VI, K. LOYE "Bad Boys" (Starfiller/Fentasy) 18/3.

Rotaldoni: Heery: 4/0, Medium 6/0, Light 8/3, Total Adds 3, WJLIB, WENN, WPLZ: Heery: WFKS, WDAS, WEDR, KDAY, Medium WKYY, WJSL, KTOL, WDMT, WZAK, KSOL. WINDJAMMER "So Hard" (MCA) 17/7

Rotations: Heavy 0/ 0, Medium 3/ 0, Light 14/ 7, Total Adds 7, KJMQ, KMJM, WXOK, WPEG, WKXI, WBMK, WAAA Medium WDIA, WDMT, WANM.

DEELE "Sespicious" (Solar/ Elektra) 17/6
Potations, Heavy 10, Medium 94, Light 7/2, Total Adds 6, KDAY, KJCB, WOOK, WORL, WVKO, WKWM. Heavy; KMJO.
Medium: 1104, KHOK, KIRBB, WTHP, WBLZ. DENNIS EDWARDS "Coolin" Out" (Motown) 16/12

Heavy 0/ 0, Medium 2/ 0, Light 14/ 12, Total /TLC, WWWS, WVOI. Medium WGCI, WKND. tal Adds 12, WHUR, KMJQ, KMJM, KACE, WPEG, WIOU WBMK, KHYS WOAD, WTC, WWWS, WYDI, MBOIUTI 970-4, 450 SL "The Rock" (Solden Bey) 16/4 Rotatone: Heavy O' O, Medium 1/ O, Light 15/4, Total Adds 4, WHUR, WEDR, XHRM, WPEG, Medium KRNS.

KRYSTOL "Love is Like An Itchin' in My Heart" (Epic) 15/4
Rotations: Heavy 1/ 0, Medium 4/ 0, Light 10/ 4, Total Adds 4, KSOL, WATV, WPEG, KHYS, Heavy; WYCKI, Medium WVEE, KRNB

WOWI, KOKA.

\*\*PHIL DOLLINS "Den't Lose My Nember (Atlantic) 15/1

Rotatonic: Heavy & O, Medium & 1, Light 3/0, Total Adde 1, W.US, Heavy: WAMO, WYEE, K94, WBLZ, JET94, WJAX, Medium

STARS ON 45 THE NEW SAM & DAVE REVIEW "Sam & Dave Medley" (21/ Alon) 154. Hoston: Heery 0 r.0, Medley "0, 21/ Alon) 154. Hoston: Heery 0 r.0, Medley "0, 21/ Alon) 154. Hoston: Heery 0 r.0, Medley "8 80 r.0 f.0 f. Total Adds 1, MPLZ, Medley Medley, WSMK, WSMK

MADDONNA "Dress You Up" (Sire/ WB) 14/6
Rotations: Heavy 3/0, Medium 4/1, Light 7/5, Total Adds 6, WGCI, WLUM, KALIM, XHRM, WJJS. Heavy; WDJY, OC104, JET84. Rotations: Heavy 3/ 0, Medium 4/ 1, Light 7/ 5, Total Adds 6, W McARMEN MILE "Senshine" (Jiva/ Artsta) 13/ 6 Rotations: Heavy 0/ 0, Medium 4/ 0, Light 9/ 0, Total Adds 0, GEORGE CLINTON "Builler Prose" (Caphol) 12/ 5 Rotations: Heavy 0/ 0, Medium 1/ 0, Light 11/ 5, Total Adds 0, CURITS MAYPELD "Baby 18' Yee" (CINC) 12/ 5 Rotations: Heavy 0/ 0, Medium 1/ 1, Extra Adds 8/ 4, Total Adds KEYLA

is 5, KRNB, WHRK, KDAY, WATV, KOKA. Medium WJMI.

JOE SAMPLE 1/ PHYLLIS HYMAN "The Serviver" (MCA) 12/ 1 Rotations: Heavy 0/ 0, Medium 4 (). Light 8/ 1, Total Adds 1, MATV, Medium KACE, W.I.M., WGPR, WWWS. MCHAEL, FRANKS: "Tear Section" Safe With Me" (WS) 11/7 Rotations: Heavy 1/0, Medium 0/ 0, Light 107, Total Adds 7, WLIM, WOOK, WPEG, WOO, WBMK, WAA OXOK, WPEG, WIOII, WBMK, WAAA, WTLC. Heevy:

SISTER SLEDGE "Dancing On The Jagged Edge" (Attentic) 11/7 Rotations: Heavy 0'0, Medium 4/2, Light 7/8, Total Adds 7, KFNB, WEDR, WZEN, KJLH, WKND, WEXC, WKWM. M. WDM, KACE: DEALERS "This Way" (CBS Assectated) 16/3
Rotations: Heavy 0/0, Medium 1/0, Light 9/3, Total Adde 3, WOWI, KJCB, WANM, Medium KRNB.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records

# **BLACK/URBAN ADDS & HOTS**

#### EAST

#### WWIN/Baltimore Stephanie Dunn

PATTI LABELLE LOOSE ENDS HOTTEST: WHITNEY HOUSTON GWEN GUTHRIE TINA TURNER ALEXANDER O'NEAL STEVE ARRINGTON

#### WXYV/Baltimore Roy Sampson

HOTTEST: SYSTEM CAMED KOOL & THE GANG GWEN GUTHRIE JESSE JOHNSON

#### WILD/Boston Elroy R.C. Smith

O'JAYS
FIVE STAR
CURTIS MAYFIELD
JENNIFER HOLLIDAY
JUICY
1.9
FOR THE WOR
BOOGLE BOYS
GWEN GUTHRIE
JESSE JOHNSON

FAMILY RENE & ANGELA REME 4 ANGELA
LOOSE PANDS
ATLANTIC STARR
PEABO BRYSON
CHARLIE SINGLETON
SISTER SLEDGE
MAURICE HHITE
HOLLESTON
ARETHA FRANKLIN
PRINCE
BOOGLE BOYS
FULL FORCE

#### WNHC/New Haves Jemes Jordan

HERB ALPERT CARL CARLTON CARL CARLTON
O'JAYS
FREDDIE JACKSON
FAMILY
BRASS CONSTRUCTIO
TEARS FOR FEARS
PEARO BRYSON
REAL ROXANNE
FULL FORCE
HOULEGET:
ARETHA FRANKLIN
STING
GWEN GUITHBYE STING GWEN GUTHRIE STACY LATTISAW STEVE ARRINGTO

#### WRKS/New York Tony Quartarone

NEW EDITION 9.9
MAURICE WHITE
HOTLEST:
GWEN GUTHRIE
FIVE STAR
KOOL & THE GANG
DOUG E. FRESH
BAD BOYS

#### OC104/Ocean City, MD Dave Allan

MAURICE WHITE PREDDIE JACKSON CARRIE LUCAS
HOTLEST:
KOOL & THE GANG
ARETHA FRANKLIN
READY FOR THE WOR
STEVE ARRINGTON
JESSE JOHNSON

WUSL/Philadelphia Jeff Wyatt CHARGE CHARLIE SINGLETON ALEEM ALEEM
Hottest:
NEW EDITION
KLYMAXX
READY FOR THE WOR
DOUG E. FRESH
LOTHER VANDROSS

DOUG E. FRESH
LUTHER VANDROSS
WOAS/Phikadejchia
AGN Tamburro
AGN Tamburro
CHUCK BROWN
CHARLIE SINGHTON
REAL ROYANNE
HOTEST
ARETHA FRANKLIN
FR

BILLY OCEAN
WDJY/Washington
Dan O'Neil
MARZ
DOUG E. FRESH
BRENDA STARR
GOON SOUAD
ATLANTIC STARR
DURELL COLEMAN
MAURICE WHITE
HOTLEST MAURICE WHITE
HOTLEST:
FAMILY
KOOL & THE GANG
PRINCE
HUEY LEWIS & NEW
ARETHA FRANKLIN

### WHUR/Washington Libby Lawson

LIBBY Lawson

GENE CHANDLER

KLYMAXX

450 SLE CIRLS

ATLANTIC STARN
RENE & ANGELA
DENNIS EDWARDS
RICK JAMES
RICK JAMES
FIVE STAR

HOTTER SISTERS
ARETHA FRANKLIN
ALEXANDER O'NEAL
JESSE JOHNSON
BILLY OCEAN

#### WEST

#### KDKO/inglewood

PIVE STAR LOOSE ENDS CAMEO CHARLIE SINGLETON HERB ALPERT Hottest: JESSE JOHNSON BILLY OCEAN 9 9 KLYMAXX BAR-KAYS

#### KDAY/Los Angele

CAMEO MAR2 MARZ
DIMPLES
COLONEL ABRAMS
ECYPTIAN LOVER
JAMIE JUPITER
FIRST LOVE
HUEY HARRIS
DEELE
GEORGE CLINTON
DURELL COLEMAN
HOTEOST HOTLEST: TODDY TEE DOUG E. FRESH READY FOR THE WOR PRINCE JESSE JOHNSON

#### KACE/Los Angeles

RENE & ANGELA PAUL YOUNG CAMEO DENNIS EDWARDS NONA HENDRYX SADE PRINCE FAMILY FREDDIE JACKSON

- waste .

# KJLH/Los Angeles JENNIPER HOLLIDAY MAZE SISTER SLEDGE FIVE STAR Hottest: Hottest: ARETHA FRANKLIN READY FOR THE WOR STING BOOGIE BOYS PRINCE KUKQ/Phoenix Hamlin/Wideman

none Hottest: JESSE JOHNSON

## DEBARGE ARETHA FRANKLIN LISA LISA PRINCE XHRM/San Diego Duff Lindsey

CAMEO
MADONNA
CHARLLE SINGLETON
MICHAEL LOVESMITH
TEARS FOR FEARS
LOOSE ENDS
MAZE MAZE
450 SL
HOTTEST:
WHITNEY HOUSTON
READY FOR THE WOR
STEVE ARRINGTON
ARETHA FRANKLIN
SYSTEM

#### KSOL/Sen Francisco

MAZE
RENE & ANGELA
KRYSTOL
CAMEO
LOOSE ENDS
PEABO BRYSON
HOTLEST:
ARETHA FRANKLIN
DEBARGE

#### SOUTH

#### WAOK/Atlanta Larry Tinsley

WPEG/Charlotte Larry Tinsley
PEABO BRYSON
JENHIPER NOLLIDAY
LENGTON
LEVALAR
LENGTON
LEVALAR
L MINE HOSSI

FREDDIE JACKSON
PATTI LABELLE
RAHLLY
RENES ANGELA
MAURICE HITTE
HOWARD JOHNSON
DENNIS EDWARDS
KRYSTOL
BROWNER BROTHERS
DOUG E. PRESH
WINDJAMER
HUEY HARRIS
MICHAEL FRANKS
COMMODORES
KS 450 SL COMMODORES
450 SL
DURELL COLEMAN
KOKO POP
GRADY HARRELL
JA22Y JEFF
HOTLES!
KOOL & THE GANG
NATALIE COLE
WHITNEY HOUSTON
9.9
PRINCE

JET94/Chattanooga Frank St. James

KKDA-FM/Dalls: Terri Avery

WRECKIN' CRU
DOUG E. FRESH
GOON SQUAD
CURTIS MAYFIELD
SHANNON
HOTLEST
PRINCE
PRINCE
CAMPO

WFXC/Durham Alvin Stowe

JENNIFER HOLLIDAY CHARLIE SINGLETON CHARLIE SINGLETHOTEST:
ARETHA FRANKLIN
PRINCE
SHANNON
KOOL & THE GANG
KLYMAXX

#### WVEE/Atlanta Scotty Andrews

GO WEST CARL CARLTON TEARS FOR FEARS LOOSE ENDS HUEY LEWIS & NEWS COLONEL ABRAMS COLONEL ABRAMS
HOTLEST:
HOTLEST:
HOUSTON
ARETHA FRANKLIN
FREDDIE JACKSON
BOBBY WOMACK

#### WRDW/Augusta Charlotte Logan

PEABO BRYSON BRONNER BROTHERS CHARLIF SINGLETON CARL CARLTON HOTLEST WHITNEY HOUSTON CAMEO ARETHA FRANKLIN DEBARGE JESSE JOHNSON

## WTKL/Baton Rouge Guy Broady

GUY BROWDY

PRINCE
BOBBY WOMACK
MAURICE WHITE
PLABO BBYEN
CHARLE SINGLETON
CHARLE SINGLETON
CHARLE SINGLETON
CHARLE SINGLETON
CARL CARLTON
CARL CARLTON
CARL CARLTON
CARL CARLTON
MITTHEY HOUSTON
FORCE HD'S

#### KQXL/Baton Rouge Gaylord Boyd

MAURICE WHITE
DURELL COLEMAN
GOODIE
HOTEST:
RJ'S LATEST ARRIV
LUTHER VANDROSS
CHERYL LYNN
ALEXANDER O'NEAL
DEBARGE

AI Wallace

MAURICE WHITE
POINTER SISTERS
PEABO BRYSON
STAPLE SINGERS
MICHAEL FRANKS
MINDJAMMER
HOTEAR:
ALEXANDER O'NEAL
ALEXANDER O'NEAL
MHITNEY HOUSTON
MELBA MOORE
NEW EDITION
JESSE JOHNSON

# WATV/Birmingha Ron January

CARL CARLTON MERC & MONK WORD OF MOUTH JOE SAMPLE KRYSTOL O'JAYS O'JAYS
MAURICE WHITE
GEORGE CLINTON
FIVE STAR
PATTI LABELLE
FULL FORCE
PEABO BRYSON
HOWARD JOHNSON
HOTEST: HOTTEST: KOOL & THE GANG ARETHA FRANKLIN WHITNEY HOUSTON FAT BOYS BILLY OCEAN

ATLANTIC STARR CHARLIE SINGLETO CHARLIE SINGLETO
O'JAYS.
PEARO BRYSON
RENE & ANGELA
BAD BOYS
DURELL COLEMAN
HOLESEL
WHITNEY HOUSTON
ARETHA FRANKLIN
JESSE JOHNSON
KOOL & THE GANG
STEVE ARRINGTON

#### WWWZ/Charleston Cliff Fletcher

EVAN ROGERS
JENNIFER HOLLIDAY
SHEILA E
MAURICE WHITE
O'JAYS
THIRD WORLD
HOLLS
HOLLS
JESSE JOHNSON
WHITNEY HOUSTON
STEVE ARRINGTON
KOOL & THE GANG
ARETHA FRANKLIN

#### WDPQ/Jacksonville Marc Little

MAURICE WHITE PEABO BRYSON DURELL COLEMAN HOTLEST: ARETHA FRANKLIN DEBARGE WHITNEY HOUSTON PATTI LABELLE KOOL & THE GANG

#### WJAX/Jacksonville Tony Mann

none Hottest: ARETHA FRANKLIN PRINCE KOOL & THE GANG TEARS FOR PEARS WHITNEY HOUSTON

## KIIZ/Killeen Bill St. John

none Hottest: BOOGIE BOYS ARETHA FRANKLIN WHITNEY HOUSTON PRINCE JESSE JOHNSON

REME & ANGELA
CAMED
ANGUAGE FRANKS
CHARLIE SINGLETON
HOWARD HEMET
HERB ALPRET
DENNIS EDWARDS
DENNIS EDWARDS
HOS AMBER
HOS AMBER
STAPLE SINGERS
MARZ
HOST ANGUAGE
HOST ANGUAGE
HOST ANGUAGE
STAPLE SINGERS
MARZ
HOST ANGUAGE
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STAPLE SINGERS
MARZ
HOST ANGUAGE
HOST ANGUAGE
STARDIOTON
STARDIOTON
STARDIOTON

## KJCB/Lafayette Beatrice Evans

CAMEO FAT BOYS WHITNEY HOUSTON Beatice Evans

BAR-KAYS

DEELE
FAMILY
DAZZ BAND
DURELL COLEMAN
HUEY HARRIS
DEALERS
MARZ
BOOGIE BOYS
ARETHA PRANKLIN
JESSE JOHNSON
9.9 AVIN Stowe

SISTER SLEDGE
KOKO POP
RED HOTT CHILI PE
OSBORNE & GILES
RENE & ANGELA
HOTE-SE:
STEVE ARRINGTON
JUCY
TINA TURNER
KOOL & THE GANG 9.9 FREDDIE JACKSON

NEW EDITION

#### WJYL/Louisville Williams/Landecker

SHANNON GEORGE HOWARD CARL CARLTON GOODIE SKOOL BOYZ HOLLEST: ARETHA FRANKLIN READY FOR THE W TINA TURNER KLYMAXX FREDDIE JACKSON CARL CARLTON
GOON SOUAD
BOBBY WOMACK
CHARLIE SINGLETON
HOWARD JOHNSON
FREDDIE JACKSON
PEABO BRYSON Hottest: WHITNEY HOUSTON PATTI LABELLE KOOL & THE GANG SYSTEM 9.9

BRONNER BROTHERS DURELL COLEMAN FAMILY PEABO BRYSON HOTTEST:
ARETHA PRANKLIN
STEVE ARRINGTON
KOOL & THE GANG
WHITNEY HOUSTON
PATTI LABELLE

# WJJS/Lynchburg Lad Goins

Lad Goins
TEARS FOR FEARS
FREDDIE JACKSON
CARRIE LUCAS
BOBBY MONACK
HOMARD JOHNSON
O'JAYS
PHIL COLLINS
MADONNA
COMMODORES
HUTTNEY ROUSTON
PRINCE
ANDRE CYMONE
KLYMAXX
FIVE STAR KMJQ/Houston Ron Atkins OOR ARMINS
DA-PRI
ACOL & THE GANG
BOOL & TRESH
DOUG & TRESH
DOUG & TRESH
TEVE ARRINGTON
STARPOINT
STEVE ARRINGTON
9.9

WKXI/Jackson Tommy Marshall

PRINCE MARY JANE GIRLS

MARY JANE GIRLS
B.A.B.B
PEABO BRYSON
DENNIS EDWARDS
DAZZ BAND
STAPLE SINGERS
MAZE
MICHAEL PRANKS
WINDJAMMER
HOTTAGEL

WINDJAMMER HOTTEST: ARETHA FRANKLIN WHITNEY HOUSTON BOOGLE BOYS STEVE ARRINGTON READY FOR THE WOR

none
Hottest:
NEW EDITION
READY FOR THE WOR
KOOL & THE GANG
JESSE JOHNSON
UTFO

WJMI/Jackson

#### KRNB/Memphis Jerry Mason

DURELL COLEMAN
WORD OF MOUTH
NICOLE
B.A.B.B
PEABO BRYSON
LOOSE ENDS
OSBORNE & GILES
GEORGE CLINTON
TODDY TEE
SISTER SLEDGE
STAPLE SINGERS
HOTEGES HOTLEST: WHITNEY HOUSTON STEVE ARRINGTON KOOL & THE GANG SYSTEM BAR-KAYS

GOON SQUAD STAPLE SINGERS OSBORNE & GILES PEABO BRYSON HOTCEST: BILLY OCEAN STEVE ARRINGTON JESSE JOHNSON SYSTEM SYSTEM WHITNEY HOUSTON

HOWARD JOHNSON OSBORNE & GILES GEORGE CLINTON GEORGE CLINTON
HOTTEST:
ARETHA FRANKLIN
WHITNEY HOUSTON
PATTI LABELLE
BOOGIE BOYS
STEVE ARRINGTON

PANTLY
JULICY
FAMTLY
JULICY
FATTI LABELLE
FIVE STAR
VICKI LOVE
PEARO BRYSON
COLONEL ABRAMS
SISTER SLEDGE
REAL ROXANE
JENNIFER HOLLIDAY
MAZE
450 SL
ANDRE CYMONE
HOLTEST

# 9.9 STEVE ARRINGTON FAT BOYS SYSTEM RJ'S LATEST ARRIV

WBLX/Mobile B.J. Taylor GAP BAND HOWARD HEWETT DURELL COLEMAN PEABO BRYSON COLONEL ABRAMS GOODIE GOODIE
HOTTES:
POINTER SISTERS
KOOL & THE GANG
WHITNEY HOUSTON
TINA TURNER
STEVE ARRINGTON

DURELL COLEMAN DEELE DEBLE
DEBARGE
BOBBY WOMACK
DOUG E. FRESH
FAMILY
HUEY HARRIS
HOTTON

#### WYLD-FM/New Orlean Dell Spencer

Chis Turner
ATLANTIC STARR
RUN D.M.C.
ARL CARLTON
DURELL COLEMAN
CRASH CERN
TREACHEROUS THREE
STANLEY CLARKE
DIMPLES
SHORE CITY
HOLDER
BILLY OCEAN
MILTER HOUSTON
REDOINGS
REDOINGS

WORL/Orlando Earl James

BOBBY WOMACK
JUICY
JENNIFER HOLLIDAY
BRASS CONSTRUCTIO
MAZE
CARRIE LUCAS
SKOOL BOYZ
PEABO BRYSON
ATLANTIC STARR
ANDRE CYMONE
HOTE Hottest: READY FOR THE WOR TINA TURNER MEBARGE KOOL & THE GANG PRINCE

RENE & ANGELA READY FOR THE WOR READY FUR THE WOR MAZE
TEARS FOR FEARS
STARS ON 45
HOWARD HEWETT
BAD BOYS
NATALLE COLE
BOBBY WOMACK
BOBY WOMACK
BOBY WOMACK
BOBBY WOMACK
BOBBY WOMACK
BOBBY WOMAC

none Hottest: ARETHA FRANKLIN PATTI LABELLE WHITNEY HOUSTON SYSTEM STEVE ARRINGTON

K94/Norfolk Dowdy/Crumbley Dowdy/Crumbley
COCK ROBIN
JENNIFER HOLLIDAY
DENNIFER HOLLIDAY
DENNIFER HOLLIDAY
DENNIFER HOLETON
ALISHA
ALISHA
ALISHA
ALISHA
ALISHA
ALISHA
ALISHA
FENNES
FEN

WORD OF MOUTH DENNIS EDWARDS DURELL COLEMAN VERONICA UNDERWOO FULL FORCE COLONEL ABRAMS KRYSTOL

JUICY
CARL CARLTON
HOTLEST:
WHITNEY HOUSTON
PREDDIE JACKSON
LISA LISA
TEENA MARIE
NEW EDITION

CAMEO
CON FUNK SHUN
WHITNEY HOUSTON
KLYMAXX
BILLY OCEAN

#### WTOY/Roanoke Duke Ellington

DUNE BIINGOON
TINA TURNER
CHARLES SINGLETON
AMBRICE SINGLETON
AMBRICE SINGLETON
AMBRICE SINGLETON
EXPERIENCE
TEARS FOR FEARS
SLY & ROBERS
HIT NEW FOUNTS NAMPIELD
MITTHEY MOUSTON
STEVE ARRINGTON
JESSE JOHNSON
KOOL & THE MOR
READY FOR THE MOR
READY FOR THE MOR

KAPE/San Antonio Mike Kelly

OSBORNE & GILES
GOON SOUND GETON

CHARLE SINGLETON

RENE ANCELA
LOSSE RIDS

FIVE STAR

HOTLEST:

STARPDINT

DAZZ BAND

READY FOR THE WOR

POINTER SISTERS

JESSE JOHNSON

## KOKA/Shreveport B.B. Davis

WZAK/Cleveland Tolliver/Perry BB. Davis
BILLY OCEAN
DAZZ BAND
GEORGE CLINTON
IRE & TINA TURNS
DURELL COLEMAN
CLABENCE CAFTER
RENE & ANGELA
HOTEST:
JESSE JONNSON
STEVE ARRINGTON
KOOL & THE GANG
TINA TURNSEN
NEW EDITION CHARLIE SINGLETON
RJ'S LATEST ARRIV
COMMODORES
DURELL COLEMAN
LOOSE ENDS
ATLANTIC STARR
DOUG E. FRESH
JAZZY JEFF
HOTLESEL: JAZZI JEFF
HOTLEST:
WHITNEY HOUSTON
BOOGIE BOYS
FREDDIE JACKSON
FAMILY
BOBBY WOMACK

Marw Mays

DOUG E. FRESH
MAZE ANGELA
GRANDHASTER FLASH
BEANHER GIRLS
HELDEN GIRLS
HOTEL BUTSON
MELBA MOORE
KLYMAXX
STEVE ARRINGTON
SYSTEM
ATLANTIC STARR

## WANM/Tallahassee Joe Bullard

CURTIS MAYFIELD
DIMPLES
ISLEY JASPER & IS
ISLEY JASPER & IS
ISLEY JASPER & IS
WORD GO HOUTH
VOYEUR
ATLANTIC STARR
DURELL COLEMAN
HOTESEL
PRINCE
JESSE JOHNSON
NEM EDITION
HOTE STARR
HOTE S

#### WTMP/Tampa Michaels/Moore

MAZE
MAURICE WHITE
DURELL COLEMAN
ADC BAND
PEABO BRYSON
HOTEST:
STEVE ARRINGTON
MHITNEY HOUSTON
JESSE JOHNSON
SYSTEM
KOOL & THE GANG

### WAAA/Winston-Salem Eric St. James

Eric SI. James

CHARLIE SINGLETON
NEW EDITION
REME & ANGELA
PROPERTY OF THE STATE OF THE STATE
REME OF THE STATE OF THE STATE
MICHAEL PRANKS
HOLTEST OF THE STATE
MICHAEL PRANKS
HOLTEST ARRINGTON
STEVE ARRINGTON
KOOL 6 THE GANG

#### MIDWEST

## WBMX/Chicago Lee Michaels

DONNA MCGHE

COMMODORES SMOKE CITY CARL CARLTON CURTIS MAYFIELD BAR-KAYS DURELL COLEMAN J.J. JOHNSON HOLLEST:

Graham Armstrong
CAMEO
CAMEO
SUGARFOOT
MADONNA
YORK
CHARLIE SINGLETON
THELMA HOUSTON
FIRST LOVE
DAVE VALENTIN
HOTELETIN
HOTELETIN
HOTELETIN
AGF BAND
9.9
BYOCIE BOYS

BOOGIE BOYS KOOL & THE GANG

W8LZ/Cincinnati Brian Castle

Brian Castle

CON FUNK SHUN
BILLY JOEL
DEAD OR ALIVE
BAR-KAYS
SHANNON
KLYMAXX
HOTCEST:
PRINCE
WHITNEY HOUSTON
TINA TURNER
JESSE JOHNSON

JESSE JOHNSON BILLY OCEAN

DOUG E. FRESH
COMMODORES
DURELL COLEMAN
HOTCEST:
WHITNEY HOUSTON
TINA TURNER
ALEXANDER O'NEAL
CON FUNK SHUN
STEVE ARRINGTON

WVKO/Columbus K.C. Jones

WDAO/Dayton Lankford Stephen JENNIFER HOLLIDA MAURICE WHITE JENNIFER HOLLIDAY
MAURICE WHITE
PEABD BRYSON
RENE & ANGELA
DENNIS EDWARDS
MAZE
LL OVERMITH
MERONICA UNDERWOO
HOLLAST
HITNEY HOUSTON
ARETHA FRANKLIN
KOOL & THE CANG
JESSE JOHNSON
DAYTON

# Hottest: PATTI LABELLE WHITNEY HOUSTON JESSE JOHNSON MARY JANE GIRLS 9.9

WGPR/Detroil Joe Spencer JOHNNIE TAYLOR
J.J. JOHNSON
JAZZY JEFF
BORDON
MOUTH
DURELL COLEMAN
MAURICE WHITE
MICHAEL LOVESHITH
GENE CHABIOL
MITTHEY MOUSTON
STEVE ARRINGTON
READY FOR THE WOR
FAMILY WZEN/St. Louis Doug Harris

WJLB/Detroil James Alexander

BAD BOYS
FIVE STAR
DOUG E. FRESH
KLYMAXX
MAZE
STARPOINT
ERNIE MATTS
BOOGLE BOYS
WHITNEY HOUSTON
NEW EDITION
ALEXANDER O'NEAL
FREDDIE JACKSON

B.A.D. BAND FAMILY

Kermi Crockett
KOKO POP
ERNIE WATTS
ERNE WATTS
COLONHA BERAMS
DENNIS EDWARDS
DENNIS EDWARDS
GENE CHANDLER
DURELL COLEMAN
WOOTENS
VERONICA UNDERWOO
HOTLES
BOOGIE BOYS
MUITTEY HOUSTON
KLYMAXX
TINA TURNER
BAR-KAYS KMJM/St. Louis Mike Stradford

Mike Stradford

DOUG E. PRESH
GRANDMASTER FLASH
GRANDMASTER FLASH
FARILY
BRENDA STARR
HADOSHA
O'JAVE EDMARDS
DUBELL COLEMAN
FIRST LOVE
HINDJAMMER
HOLLESL
MOW EDITION
CAMED INCS
DEELE
DEELE OLIVER
DOUG OL

Dougharis

PRINCE

PRINCE

REWE & ANGELA
CARL CARLTON
SISTER SLETARR
PEANO BE STARR
PEANO PEARS
HOLE-ST.
FAMILY
FAMILY
FAMILY
FAMILY
HOLE-ST.
FAMILY
PRINCE
PEANOY FOR THE WOR
ARETHA FRANKIN
PRINCE

B.A.D. BAND FAMILY PEABLE BY PAMILY PEABLE BY PAMILY PEABLE BY PAMILY BY PAM WKWM/Grand Rapids Frank Grant Frank Grent
CHARLIE SINGLETON
DE STAR
KONG POP
MAZE SEDGE
DELE
DELE
PRINCE
BOOGLE BOYS
RICK JAMES
FREDDIE JACKSON
SMEILA E

WTLC/Indianapolis
Jay Johnson

DENNIS EDWARDS MICHAEL FRANKS DURELL COLEMAN

DURELL COLEMAN HOTTEST: WHITNEY HOUSTON FIVE STAR FAT BOYS KOOL & THE GANG 9.9

WLUM/Milwaukee Miller/Marx

SHEILA E STAPLE SINGERS COLONEL ABRAMS COREY HART MICHAEL FRANKS JOHN PARR EURYTHMICS MADDNIA BRYAN ADAMS HOTEACH ACTIN FRANKLIN MAITTINEY HOUSTON 9.9 ANDRE CYMONE

**81 Reporting Stations** 74 Current Reports The following stations reported a frozen playlist this week:

Stations are listed by

region. Hots are listed in

order of their airplay activity.

WXYV/Baltimore W.IMI/Jackson WJAX-FM/Jacksonville KIIZ/Killeen WYLD-FM/New Orleans WANT/Richmond KUKQ/Phoenix

### RADIO & RECORDS NATIONAL AIRPLAY

# OUNT

#### **TOP 50**

Three Weeks	Two				
	7	4	2	0	FORESTER SISTERS/I Fell In Love Again Last Night (WB)
	9	5	3	Ø	RONNIE MILSAP/Lost In The Fifties Tonight (RCA)
	11	7	6	€	WAYLON JENNINGS/Drinkin' And Dreamin' (RCA)
	8	6	5		SAWYER BROWN/Used To Blue (Capitol/Curb)
	4	3	1		NITTY GRITTY DIRT BAND/Modern Day Romance (WB)
	2	2	4		The continue in the continue (Columbia)
	13	10			REBA McENTIRE/Have I Got A Deal For You (MCA)
	20	16			EDDIE RABBITT/She's Comin' Back To Say Goodbye (WB)
	18	15	10	9	CONWAY TWITTY/Between Blue Eyes And Jeans (WB)
		17 14	13		MARIE OSMOND w/DAN SEALS/Meet Me In Montana (Capitol/Curb) SYLVIA/Cry Just A Little Bit (RCA)
	1	1			JUDDS/Love Is Alive (RCA/Curb)
			16	ďa.	OAK RIDGE BOYS/Touch A Hand, Make A Friend (MCA)
		20	16	6	JUICE NEWTON/You Make Me Want To Make You Mine (RCA)
		23	18	ě	CHARLY McCLAIN W/WAYNE MASSEY/With Just One Look in Your Eyes (Epic)
		19	17	ŏ	KEITH STEGALL/Pretty Lady (Epic)
1					MAC DAVIS/I Never Made Love (MCA)
3					MERLE HAGGARD/Kern River (Epic)
3		26			JOHN CONLEE/Blue Highway (MCA)
3				ð	RONNIE McDOWELL/Love Talks (Epic)
3!	9	32	25	3	STEVE WARINER/Some Fools Never Learn (MCA)
43		33	28	2	EDDY RAVEN/I Wanna Hear It From You (RCA)
49	9				CRYSTAL GAYLE/A Long And Lasting Love (WB)
34					VINCE GILL/If It Weren't For Him (RCA)
-					ALABAMA/Can't Keep A Good Man Down (RCA)
3	1	9	14	26	JANIE FRICKE/She's Single Again (Columbia)
41					GEDRGE JDNES/Who's Gonna Fill Their Shoes (Epic)
-	- 4				EXILE/Hang On To Your Heart (Epic)
10		8	19	29	MICHAEL MARTIN MURPHEY/Carolina In The Pines (EMI America)
					KATHY MATTEA/He Won't Give In (Mercury/PG)
		11 :			RESTLESS HEART/I Want Everyone To Cry (RCA)
					GARY MORRIS/I'll Never Stop Loving You (WB)
		6 :			ED BRUCE/If It Ain't Love (RCA)
BRE					JOHN SCHNEIDER/I'm Gonna Leave You Tomorrow (MCA)
DDE	ייר או		к В	9	LOUISE MANDRELL/I Wanna Say Yes (RCA)
		4 4	ĸ		BARBARA MANDRELL/Angel In Your Arms (MCA) LORETTA LYNN/Heart Don't Do This To Me (MCA)
		3 2		38	
					DOLLY PARTON w/KENNY ROGERS/Real Love (RCA) SOUTHERN PACIFIC/Thing About You (WB)
DEE					STATLERS/Too Much On My Heart (Mercury/PG)
			7	41	LACY J. DALTON/You Can't Run Away From Your Heart (Columbia)
_	45	4	6	Ø	MARK GRAY/Smooth Sailing (Rock In The) (Columbia)
		- 4	9	Ĭ.	T. GRAHAM BROWN/Drowning In Memories (Capitol)
			0	44	GENE WATSON/Cold Summer Day In Georgia (Epic)
DEE			•	3	MICKEY GILLEY/You've Got Something On Your Mind (Epic)
			2	46	W. JENNINGS/W. NELSON/J. CASH/K. KRISTOFFERSON/Highwayman (Columbia)
DEE	301	D	•	3	LEE GREENWOOD/I Don't Mind The Thorns (MCA)
6	18	3	4	48	GEORGE STRAIT/The Fireman (MCA)
DEE	BUT		•	39	CHANCE/You Could Be The One Woman (Mercury/PG)
33	31	33	3	50	WHITES/Hometown Gossip (MCA/Curb)

#### AUGUST 23, 1985

Total			
Reports/Adds	Heavy	Medium	Ligh
159/0	151	6	2
160/0	141	17	2
155/0	128	25	2
155/0	123	22	10
155/0	128	22	5
146/0	104	27	15
147/0	114	24	9
159/1	86	68	5
154/0	94	50	10
159/2	85	66	8
149/3	86	56	7
136/0	90	31	15
160/2	50	103	7
157/3	47	98	12
148/2	59	81	8
142/2	63	62	17
122/0	68	43	11
146/2	36	86	24
151/5	31	99	21
151/3	28	105	18
150/5	17	103	30
149/5	13	105	31
151/8	9	97	45
145/6	19	87	39
148/33	11	78	59
92/0	51	28	13
128/4	15	82	31
141/25	. 7	72	62
81/0	33	27	21
111/10	14	61	36
69/0	29	28	12
125/35	3	52	70
115/16	4	58	53
113/21	3	54	56
112/31	3	50	59
110/38	0	54	56
102/11	8	51	43
69/0	17	33	19
102/14	6	40	56
92/37	3	33	56
66/0	6	42	18
83/7	2	40	41
83/12	2	39	42
57/0	9	35	13
79/23	1	26	52
49/1	11	18	20
72/50	1	20	51
51/0	9	18	24
67/4	2	28	37
48/0	6	25	17

#### MOST ADDED

LEE GREENWOOD (50) I Don't Mind The Thorns. BARBARA MANDRELL (38) Angel In Your Arms (MCA) STATLERS (37) Too Much On My Heart (Mercury/PG)
GARY MORRIS (35) I'll Never Stop Loving You (WB) ALABAMA (33) Can't Keep A Good Man Down (F HANK WILLIAMS JR. (32) This Ain't Dallas (WB/Curb) LOUISE MANDRELL (31) Wanna Say Yes (RCA)
RAY CHARLES W/HANK WILLIAMS JR. (30) Two Old Cats Like Us (Columbia)

EXILE (25)

#### HOTTEST RONNIE MILSAP (96)

Hang On To Your Heart (Epic)
MICKEY GILLEY (23) You've Got Something On Your Mind (Epic)

Lost In The Fifties Tonight (RCA) FORESTER SISTERS (95) I Fell In Love Again Last Night (WB)
NITTY GRITTY DIRT BAND (60) Modern Day Romance (WB) ROSANNE CASH (52) I Don't Know Why You Don't... (Columbia)
JUDDS (39) Love Is Alive (RCA/Curb) SAWYER BROWN (37) Used To Blue (Capitol/Curb)
MARIE OSMOND w/OAN SEALS (36)
Meet Me in Montana (Capitol/Curb)
WAYLON JENNINGS (34) Drinkin' And Dreamin' (RCA)
CONWAY TWITTY (29) Between Blue Eyes And Jeans (WB)
REBA MCENTIRE (29)
Have I Got A Deal For You (MCA)

MOST ADDED & HOTTEST list those sones 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 for number of Country reporters adding the song this week or noting that the song is among their five hottest.

# **BREAKERS**

#### **GARY MORRIS**

I'll Never Stop Loving You (WB)

On 78% of reporting stations. Rotations: Heavy 3, Medium 52, Light 70, Total Adds 35 including WCAO, WBOS, WILQ, WEZL, WFNC, KISS-FM, WBIX, WQYK, WSLR, WUSN, WQHK, KTTS, KCBQ, KSAN, KCUB Moves 45-32 on the Country chart. A most added

#### JOHN SCHNEIDER

I'm Gonna Leave You Tomorrow (MCA)

On 71% of reporting stations. Rotations: Heavy 3, Medium 84, Light 56, Total Adds 21 including WPTR, WYRK, WIXY, KLVI, KIKK, WKSJ, KRNL, WONE, KRRK, WKMF, WTHI, KVOC, KUGN, KWJJ, KRAK. Moves 43-34 on the Country chart.

#### LOUISE MANORELL

I Wanna Say Yes (RCA)
On 70% of reporting stations. Rotations: Heavy 3, Medium 50, Light 59, Total Adds 31 including WYAM, WBOS, WRKZ, WAJR, WYNK, WGKX, KYXX, WUSQ, WTQR, WUBE, WFMS, KFKF, WMIL, KUZZ, KFRE, KRAK, KSAN. Moves 48-35 on the Country chart. A most added record. BARBARA MANDRELL

DANDARIA IMADURLEL

Angel In Your Arms (MCA)
On 69% of reporting stations. Rotations: Heavy 0, Medium 54, Light 56, Total Adds 38 including WQBE, WKYG, WDSY, WXBQ, KHEY, KYKX, WPAP, WUSN, WCXI, WIRE, WDGY, WXCL, KYGO, KVEG, KRPM. Debuts at number 36 on the Country chart. A most SOUTHERN PACIFIC

Thing About You (WB)

On 64% of reporting stations. Rotations: Heavy 6, Medium 40, Light 56, Total Adds 14, WAJR, WKYG, WDSY, WEZL, KLLL, WKSJ, WQYK, WGEE, WWJO, WTHI, KUGN, KNEW, KRAK, KMPS. Heavy: WAMZ, WCUZ, KRKT. Moves 44-39 on the Country chart.



**COUNTRY BREAKERS** 



"SING ABOUT YOU" 7-28943

вв 🗿

GAVIN @ CB 🗿

PRODUCED BY JIM ED NORMAN FOR JEN PRODUCTIONS, INC., AND BY SOUTHERN PACIFIC WITH BRAD HARTMAN





#### RADIO & RECORDS NATIONAL AIRPLAY

# COUNTRY

#### **NEW & ACTIVE**

STATLERS "Too Much On My Heart" (Mercury/PolyGram) 92/37

WCAO, WXTU, WWVA, WSOC, KSSN

To GRAHAM BROWN "Drowning in Memories" (Capitol) 83/12
Relations: Heavy 2, Medium 39, Light 42, Total Aods 12 including WIXL KEAN, WOYK, WTOR, WSLR, KBMR, KFDI, KKAL, KUUT, KUON, KUIC, KVEG, Heavy, WFNC, WOKK, MOWER 494-30 in the Country chart.

MARIK GRAY "Smooth Salling (Rock in The Road)" (Columbia) 837 Retailors: Heavy 2, Medium 40, Light 41, Total Adds 7, WSIX, WUSQ, WAXX, WMMT, WMIL, KVEG, KRPM. Heavy WPAP, KKYX. Medium: WBGW, WAJR, WBSY, WZZK, KVOO, KUGM, Moves 46-42 on the Country chart.

MICKEY GILLEY "You've Gol Something Dn Your Mind" (Epic) 79.23

Rotations: Heavy 1. Medium 26. Light 52, Total Adds 23 including WCAO, WIXT, WCOS, KILT-FM, WPAP, WUSO, KJJY, WFMS, WCAC, WHTI, KYGO, KWJA, KCKC, KMPS, Debuts all number 45 on the Country chart.

LEE GREENWOOD "I Don't Mind The Thorns..." (MCA) 72.65

Retailors: Heavy 1. Medium 20. Light 51, Total Adds 23 including WCAO, WIXT, WCOS, KILT-FM, WPAP, WUSO, KJJY, WFMS, WCAC, WTM, KYGO, WCAI, WCAC, WCAT, WCAO, WCAT, WCAC, WCAC, WCAT, W

Rotations: Heavy 1, Medium 20, Light 51, Total Adds 50 including WBOS, WXTU, WPOR, WWVA, KASE, WEZL, KIKK, WLWI, KRMD, WUSN, WMNI, WFMS, WMIL, WDGY, KRWQ, KTOM, KRPM. Debuts at number 47 on the Country

JUDY RODMAN "You're Gonna Miss Me When I'm Gone" (MTM) 69/18

CHANCE "You Could Be The One Woman" (Mercury/PolyGram) 67/4

28, Light 37, Total Adds 4, WWVA, WXCL, KUGN, KVEG, Heavy, KIKK, KKYX, Medium: WSNO, KXXY, WFDI, KRSY, KIGO. Debuts at number 49 on the Country chart.

BOBBY BARE "When I Get Home" (EMI America) 57/8
Rotations: Heavy O, Medium 24, Light 33, Total Adds 8, WYAM, WWVA, WVMI, WQYK, KCJB, KUGN, KFRE, KSOP, Medium:
MBGW, WOKK, WCMS, WMMI, WCJZ, KTTS, KWLJ.

JOHN ANDERSON "TOKyo, Oklahoma" (WB) 56/12
Rotations: Heavy 0, Medium 21, Light 35, Total Adds 12, WPOR, WWVA, KEAN, KSSN, WCXI, WITL, WDGY, KTTS, KTPK,

RAY-FM. RKOS. MARKES wHANKE WILLIAS JR. "Two Old Cats Like Us" (Columbia) 54/30 Rolations. Heavy O. Medium 14. Light 40. Total Adds 30 including WCAO, WOKQ, WPOR, WWVA, WEZL, KSSN, WL.W., WUBE, WOAF, WOW, KTPK, KKOS, KUGN, RRSY, KTOM.

DAN FOGELBERG "Down The Road/Mountain Pass" (Full Moon/Epic) 53/15
Rolations: Heavy O. Medium 22, Light 31, Total Adds 15, WCAO, WKYG, WPOR, WILQ, KRRV, WGTO, WDXE, WWOD, WL.W., WKIX, WTOR, WKKQ, WTSO, KUGN, KEIN.

#### SIGNIFICANT ACTION

MOE BANDY "Barroom Roses" (Columbia) 46/6

BILLY BURNETTE "Ain't It Just Like Love" (MCA/Curb) 46/5

Rotations: Heavy 10, Medium 36, Light 5, WIXY, WWVA, WOKK, WXCL, KUUY, M ALMOST BROTHERS "Don't Tell Me Love Is Kind" (MTM) 45/12 Rotations: Heavy 0, Medium 13, Light 32, Total Adds 12, WCAO, WSNO, WIXY, V WESC, WCUZ, WMIL, WXCL, KRWQ, KEIN,

HANK WILLIAMS JR. "This Ain't Dallas" (WB/Curb) 40/32
Rotations: Heavy 1, Medium 10, Light 29, Total Adds 32 Including WCAO, WYRK, WRKZ, KIX106, KASE, KIKK, WCXI.

TOM T. HALL "Down On The Fiorida Keys" (Mercury/PolyGram) 38/7/2
Rotalions: Heavy 0, Medium 10, Light 28, Total Adds 12 including WYII, KYKX, KSO, WCXI, WITL, KTTS, KKAL, KVOC, KGA.

BRENDA LEE "I'm Takin" My Time" (MCA) 36/10
Rotations, Heavy 1, Medium 9, Light 26, Total Adds 10, WRKZ, WGTO, KSSN, WPAP, WGEE, KTTS, KTPK, KFDI, KIK-FM,

GUS HARDIN & DAVE LOGGINS "Just As Long As I Have You" (RCA) 31/3 Rolations: Heavy 0, Medium 8, Light 23, Total Adds 3, WEZL, WFNC, KEIN, Medium: WBGW, WYII, WLWI, WITL, KTTS,

VERN GOSDIN "I Know The Way To You By Heart" (Compleat/PolyGram) 30/16
Rotations: Heavy 0, Medium 5, Light 25, Total Adds 16 including WVAM, WYII, WGTO, WESC, WPAP, KSO, WGEE, WTSO.

KTIS, KEIN. MARGO SMITH & TOM GRANT "Everyday People" (Bermuda Dunes) 29/3 Roxalions: Heavy O, Medium 8, Lighl 21, Total Adds 3, WCAO, WWOO, KGA. Medium: KSOP, KTOM, KSO, KFOI.

Postators Neary O, Medium B, Light 21, Total Adds 3, WCAO, WWOO, KGA. Medium KSOP, KTOM, KSO, KFO.
RAY PRICE: "I'm Not Leaving." (Siep Die) 23/7
Postations: Neary O, Medium 4, Light 19, Total Adds 2, WAJR, WVMI, KRMD, WITL, KTTS, KTOM, KGA. Light: WYII, WOKK,

RANDY TRAVIS "On The Other Hand" (WB) 21/7 Rotations: Heavy 1, Medium 0, Light 20, Total Adds 7, WWVA, WFNC; KBMR, WCUZ, WOW, KSOP, KIGO. Heavy: WOKK. CRAIG OILLINGHAM "Next To You" (MCA/Curb) 21/5

Rotations: Heavy 0, Medium 2, Light 19, Total Adds 5, KYKX, WWOD, WLWI, KFRE, KRSY, Medium: KRMD, Light: WVAM, WYII, KFGO, KVOO.

WILLIE NELSON & NEIL YOUNG "Are There Any More Real Cowboy's" (Columbia) 20/2
Rotations: Heavy 0, Medium 3, Light 17, Total Adds 2, WTSV, KTTS. Medium: KXXY, KQIL, Light: WBGW, WNOX, KYKX

KIPK, KPHE, KSUM.

JIM COLLINS "I Want To Be A Cowboy 'Til I Die'' (White Gold) 19/4

Palations: Heavy D Medium 4, Light 15, Total Adds 4, WFNC, KYKX, KSO, KTTS, Medium: KIKK, KFDI, KGA, Light: WOKK,

CARLETTE "Tonight's The Night" (Luv) 18/2
Rotations: Heavy 0, Medium 4, Light 14, Total Adds 2, WEZL, WAXX: Medium: KRMD, KSOP. Light: WFNC, WWOD, WLWI,

MEL TILLIS "California Road" (RCA) 17/12
Rotations: Heavy 0, Medium 1, Light 16, Total Adds 12 including WSNO, KSSN, WOKK, WLWI, KRMD, KTPK, KVOO, KFDI.

SHELLY WEST "I'II Dance The Two-Step" (Viva) 17/11
Rotations: Heavy 0, Medium 0, Light 17, Total Adds 11, WTSV, WPOR, WFNC, WESC, WWOD, WCMS, KCJB, KXXY, KVOO,

MASON DIXON "Houston Heartache" (Texas) 17/6
Rotations: Heavy 1, Medium 6, Light 10, Total Adds 6, WYII, WDXE, WWOD, WOKK, KTTS, KGA. Medium: KLVI, KYKX, ANNU, APUI.

LANE BRODY "Baby's Eyes" (EMI America) 16/11

Rotations: Heavy 0, Medium 0, Light 16, Total Adds 11, WKYG, WYII, WDXE, WCMS, WCXI, KVOO, KFDI, KRST, KRWO,

DAVID ALLAN COE "My Elusive Dreams" (Columbia) 14/0
Rotations: Heavy 0, Medium 4, Light 10, Total Adds 0. Medium: WGEE, KTTS. Light: WVAM, WSNO, WYII, KEAN, WCMS,

NAAT, MTST.

BILL ANDERSON "When You Leave Like..." (Swanee) 13/2

Rotations: Heavy 0, Medium 3, Light 10, Total Adds 3, WFNC, KVEG, KSOP, Medium, WPAP, WiTL, KFDI, Light; WLWI, WOW, KTTS, KVD, MEDIUM, WARD, WA

WOW, KIIS, KVOO.

RAY STEVENS "The Haircut Song" (MCA) 12/7

Deteronce Harry of Mariliam 3, Light 9, Total Adds 7, WCAO, WEZL, WUSY, WUSN, WOW, KTPK, KQIL, Medium, KRKT,

NICOLETTE LARSON "Building Bridges" (MCA) 12/7
Rotations: Heavy O. Medium 2, Light 10, Total Adds 7, WVAM, KRRV, WCMS, KFGO, KIOV, KVOO, KRWQ, Medium: WCUZ.

NARVEL FELTS "Out Of Signt, Out Of Mind" (Evergreen) 11/6
Rotations: Heavy O, Medium O, Light 11, Total Adds 6, WVAM, WYII, WEZL, WGTO, WDXE, KTOM, Light: WBGW, WPAP

LOY BLANTON "Sailing Home To Me" (Soundwave) 11/2
Rotations: Heavy 0, Medium 0, Light 11, Total Adds 2, WAXX, WOW, Light: WFNC, WLWI, KRMO, KSO, KVOO, KFDI.

Rotations: Heavy O, Medium D, Light 11, Total Adds 2, WAXX, WOW, Light: WFNC, WLWI, KRMD, KSO, KVOO, KFDI.

T.G. SHEPPARD "Doncha" (Columbia) 10.77

Rotations: Heavy O, Medium 1, Light 9, Total Adds 7, WBGW, WSNO, WESC, KSSN, KYKX, WCUZ, KXXY, KMAK, Light.

WTSV, WOKO. SHOPPE "Holdin' The Family Together" (MTM) 9/9 Parlatins: "Helavy O. Medium O, Light 9, Total Adds 9, WBGW, WWVA, KRRV, WOKK, KRMD, KWJJ

Rotations: Heavy 0, Medium 0, Light 9, Total Adds 9, WBGW, WWWA, KRRV, WOKK, KRND, KWJJ, KRSY, KMPS, KRPM JENNINGS.MELSON/CASH.MISTOFFERSON "Desparatods Waiting For A Train" (Columbia) 9/9 Rotations: Heavy 0, Medium 1, Light 8, Total Adds 9, WBGW, WSNO, KX106, KYKX, KXXY, KUZ, KMAK, KSOP, KSAN. MAINES BROTHERS "When My Blues Moon Turns To..." (Mercury/Polyfarm) 9/0 Rotations: Heavy 0, Medium 3, Light 6, Total Adds 0, Medium: WIVI WPAP, WOW, Light WSNO, WOKO, KRRY, KFDI.

KRWO, KRSY.

BANDARA "Lovin" Up A Storm" (WB) 8/8

Rotations: Heavy Q, Medium 2, Light 6, Total Adds 8, MSNO, KASE, KYKX, WCUZ, KIOV, KRKT, KKAL, KUZZ.

JIMMY BUFFETT "IT he Phone Doesn't Ring, It's Me" (MCA) 8/6

Rotations: Heavy Q, Medium 1, Light 7, Total Adds 6, WXTU, WDXE, KXXY, KRKT, KUZZ, KRSY, Medium. WBGW, Light:

TOM JONES "Not Another Heart Song" (Mercury/PolyGram) 8/3
Rotations: Heavy 0, Medium 1, Light 7, Total Adds 3, WVAM, WLWI, WCMS, Light: WSNO, WTVY, WDXE, KRMD, KVOO. Rotations: Heavy 0, Medium 1, Light 7, Total Adds 3, November 1, 1981 WHILE Light Wild Will BOBSY BLUE "Blue Light" (Nite) 8/1
Potations: Heavy 0, Medium 1, Light 7, Total Adds 1, KRSY, Medium: WYII, Light: WBGW, KRRV, WDXE, WWOD, KEIN,

#### **ALBUM TRACKS**

#### ARTIST/Song Title (Label)

LORETTA LYNN/Just A Woman (MCA) KATHY MATTEA/Heart Of The Country (Mercury/PG) ALABAMA/Down On Longboat Key (RCA)

JOHN ANDERSON/A Little Rock & Roll... (WB) SOUTHERN PACIFIC/Perfect Stranger (WB)

CRYSTAL GAYLE/Touch And Go (WB)

Album Title

Just A Woman From My Heart 40 Hour Week Tokyo, Oklahoma Southern Pacific

Nobody Wants To Be Alone

The First Breaker From The "Anything Goes" Album

# **GARY MORRIS**

"I'll Never Stop Loving You"

R&R COUNTRY BREAKERS

**BB** 45 CB 4 Gavin 85/38 Action Sides



Produced by Jim Ed Norman for JEN Productions, Inc.

72/R&R FRIDAY, AUGUST 23, 1985



# **COUNTRY ADDS & HOTS**

MOST ADDED

ee Greenwood (MCA)

EAST

HOTTEST Ronnie Milsap (RCA) Barbara Mandrell (MCA) Forester Sisters (WB)

BARBARA MANDRELL SOUTHERN PACIFIC ED BRUCE JUDY RODMAN HOTTEGET ROSNIE HILSAP ROSNIE HILSAP ROSANNE CASH FORESTER SISTERS MAYLOW JENNINGS EDDIE RABBITT

WPOR-FM Portland, ME

KBMR Blamarck, NO STATLERS
BANK MILLIAMS
T. GRAMAN BRON
RANDY TRAVIS
BOTTOST
REBA MCRITIZE
FORESTER SISTY
RONNIE MILSAP
MAYLON JENNING
COMMAY TWITTY

none Bottmet: none

WWVA Wheeling, WV

BARGARA MAMOREI
TOM T. HALL
RAY CHARLES
LEE GRZENHOOD
VERN GODIN
MASON DIXON
LANE SHOOT
HARVEL FELTS
FORESTER SISTES
RONNIE HILSAP
MAYLON JENNINGS
REBA MCENTE
CONMAY TWITTY

SOUTH

Ronnie Milsap (RCA) Forester Sisters (WB)

MOST ADDED MIDWEST Gary Morris (WB)

HOTTEST Ronnie Milsap (RCA) Barbara Mandrell (MCA) Forester Sisters (WB)

MOST ADDED Lee Greenwood (MCA) Gary Morris (WB) Louise Mandrell (RCA

Ronnie Milsap (RCA)

#### EAST

WPTR Albany, NY

WQBE Charleston, WV none Nottest:

CRYSTAL GAYLE EDDY RAVEN BOTTE ST: ROSANNE CASH NITTY GRITTY: FORESTER SISTI REBA MCENTIRE ROMNIE HILSAP

WBGW-FM Bengor, MF WILLIE, KRIS, SHOPPE PADL GARRETT HOTTERS SISTE ROWNIE WILSAP MARIE COMOND STEVE WARINER VINCE GILL

ALMOST SKÖTHERS SANDANA ERIS, MAY JUDY RODMAN REL TILLIS JOE STARPLEY BANK WILLIAMS JR. HOCKESTE SISTERS ROUNIE NCOUNELL HICKARE NUMPREY HICKARE NUMPREY HICTARE REARY WBOS Boston, MA

STATLERS
RAY CHARLES
LEE GREENWOOD
HOTTEST:
RONNIE MILSAP
SYLVIA
EDDIE RABBITT
JUICE NEWTON
MARIE OGROND WRKZ-FM Hershey, PA LEE GREENHOOD
BANE MILLIAMS JR.
LOUISE MANDRELL
JUDY RODOMAN
SRENDA LEE
ROTEST
ROTEST
RONGE BOTS
PORESTER SISTERS
COMMAY TMITTY WNYR Rochester, NY none Nottest: LOUISE MANDRELL BARBARA MANDRELL SOUTHERN PACIFIC RAY PRICE MOCKEST, ROSANNE CASH NITTY CRITTY DIP FORESTER SISTERS MICHAEL MURPHEY

BILLY BUBNETTE BARBARA MANDRELL ALNOST BROTHERS JOHN DERVER LEE GREENMOD JOHN SCHMEIDER STATLERS GART MORRIS GART MORRIS GART MORRIS GART GELLEY BOTCHEST MANDE GROWN MANDE GR SYLVIA HOTTEST: BELLANY SMOTHERS WILLIE, KRIS. MAY HANK WILLIAMS JR. ROMNIE MILSAP FORESTER SISTERS JUDDS NITTY GRITTY DE ROSANNE CASE SAMYER BROWN WAYLON JEWNINGS Washington, DC

HAME WILLIAMS JR.
JOHN CONLEE
EXILE
ALABAMA
WILLIE, KRIS, MAY
HOUSE, KRIS, MAY
HOUSE, ROTANNE CASH
HITTY GRITTY DIRT
SAMYER SHOWN
RICKARL HURBHEY
COMMAY TWITTY GARY NORRIS DAN FOGELBERG JUDY RODMAN HOCLEST: HARR WILLIAMS HAC DAVIS DAR RIDGE BOYS NES PARKER EDDIE RABSITT

> RAY CHARLES SOUTHERN PACIF CRANCE NICKEY GILLEY MOE BANDY LEE GRIENMOCO ED RIVCE ALASAMA BOBLY BARK CRYSTAL GAYLE T. GRAHAM BROWN HONE PARK MILLIAMS . MICKET GILLEY STATLERS JOHN ANDERSON RAY CHARLES LEE GREENWOOD Hotteet: KFRE Fresno, CA

PREMIO CA

ALABAMA
ALABAMA
ALABAMA
BARAMA MADRELL
BANK MADRELL
BANK WILLIAMS JR.
LES GRESHMOD
CRAIG DILLIMGHAM
BOORN BARK
MATLON JERNINGS
SAWTER BROWN
ROWNIE HISAFR
ROSER S STERS
ROSER S STERS
ROSER S STERS
ROSER S STERS

Lee Greenwood (MCA) Statiers (Mercury/PG)

MIDWEST RAY CHARLES LOUISE MANDRELL BOTCEST: ROSANNE CASH NAC DAVIS NITTY GRITTY DIST ROSNIE NILSAP PORESTER SISTERS WGAR-FM Cleveland, OH

CRYSTAL GAYLE RONNIE RABBITT EDDIE RABBITT EDDY RAVEN HOTLEST ROSANNE CASH JUDDE NITTY GRITTY ROGERS & PART SANTER BROWN LEE GREENHOOD
MICREY GILLEY
STATLERS
LOUISE HANDRELL
SOTCRE HANDRELL
SOTCRE HANDRELL
NOTCRE HANDRELL
NOT BENEFIE
ROSANME CASH
NITTY GRITTY DIRT
NAC DAVIS
RESA NICETIRE
FORESTER SISTERS

WONE Dayton, OH EXILE LOUISE MANDRELL GEORGE JONES WILLIE, ERIS, MAY JOHN SCHNEIDER

LEE GREENHOO MICOLETTE LA! HEL TILLIS HANE WILLIAM. HOTTEST JANIE FRICKE JUDOS ROSANNE CASE NITTY GRITTY RESA MCENTIRI

WKMF Flint, MI

KWMT Fort Dodge, IA

JOHN SCHNEIDER
GARY MORRIS
STATLERS
HANK MILLIAMS
HICKRY GILLEY
HOTCEST
SAMYER BROWN
KONNIE MILSAR
FORESTER SISTEM
MATLON JENNING
MARIE OSMOND
MARIE OSMOND Wheeling, WV

BILLY SURNETTE
STATLERS
DARBARA HANDREL
LEE GREENHOOD
LEE GREENHOOD
GREE Dos Motres, IA
TOH T. HALL
JIH COLLINE
VERN GOSDIN
BARBARA MANDI
BOY RAVEN
GARY MORRIS
BOTESE:
SANYER BHOMN
RONNIE NCDOWN
GAR RIGGE BOI
GEORGE JONES

MARIE OFMOND FORESTER SIS-CONNAY TWITT RONNIE NILSAN MAC DAVIS WWWW-FM Detroit, MI ED GRUCE GARY MORRIS BARDARA MANDRIS STATLERS JOHN SCENEIDEI ROTER BE COMMAY THITTY REBA MCENTIRE FORESTER SISTE ROTHIE MILSAP RAYLON JENNING STEVE WARINER BARBARA MANDRELL ALABAMA BOTTEST GLEN CAMPBELL FORESTER SISTERS MAC DAVIS JUDDS WCXI-FM Detroit, MI

TOM T. HALL
BARBARA MANDREL
HARR MILLIAMS J
JOHN ANDERSON
LANE BRODY
STATLERS
MARIE OSKOND
MARIE OSKOND
HARRE OSKOND
HOLLEST
COMMAY THITTY
PORESTER SISTER
OAK RIDGE BOYS
ROBANNE CASH WCUZ-AM/FM Grand Rapids, MI WFMS-FM Indianapolia, IN

KRRK E. Grand Forks, MN CARY MORRIS JOHN SCHNEIDER LOUISE MANDRELL EOTTEST: FORESTER SISTERS ROSANNE CASH SYLVIA RONNIE MILSAP COMMAT TMITTY WIRE Indianapolis, IN BARBARA MANDRELI CRYSTAL GAYLE EXILE RARIE OSMOND ALABAMA JUICE NEMTON HOTCEST

WDAF Kansas Chy, MO

SYLVIA ROTTEST: ROWNIE MILSAP NITTY GRITTY DIRT REBA MCENTIRE COMMAY TWITTY FORESTER SISTERS KEKE-AM/EM Kenses City, MO STEVE MARINER EXILE ENHYLOD RARRIS LOUISE MANDRELL GARY MORRIS MOTECHET JAMIE FRICES MAYLOW JENNINGS JUDGS RONNIE HILSAP ALABAMA JOHN SCHNEIDER GARY MORRIS GARY MORRIS
Nottest:
ROGANNE CASH
COMMAY TMITTY
EDGIE RABBITT
FORESTER SISTER
OAR RIDGE BOYS

JOHN ANDERSON RAY CHARLES TOM T. BALL BARBARA HANDR GARY MORRIS RAY PRICE STATLERS EOTTEST: CONNAY TWITTY CONMAY TRITT. SYLVIA EONNIE HILSAP OAK RIDGE BOYS ED BROCE

RONNIE HILSAP PORESTER SIST MARIE OSHOND

GARY MORRIS LAME BROOY NICOLETTZ LE BANDAMA RAY CHARLES JUDY RODMAN ROTEGET: NARIE OSNONE ROMNIE HILSE

ALABAMA RONNIE MCDOWE CRYSTAL GAYLE HERLE HAGGARD HOTCEST: RONNIE HILSAP MARIE OSMOND FORESTER SISTI HAYLON JENNIM HITTY GRITTY

KTTS-AM/FM SPRINGHMEN, WYER OSSDIN
BARBARA MANDREI
BARBARA MANDREI
BARBARA MANDREI
BARBARA 19 YOUNG
MICKEY GILLEY
GARY MORRIS
JOHN ANDERSON
ALABRARA
STATLERS
FATLERS
RAY PRICE
JAN COLLINS
RAY PRICE
JUDOS
RAY BOTTERS
BOTTERS
BOTTERS
BOTTERS
JUDOS
ROSSANNE CASH
WOOST LEE GREENWOOD KATHY MATTEA LOUISE MANDRELL ALMOST BROTHERS

LEE GREENWOOD BARBARA MANDRELL JOHN ANDERSON Bottest: NITTY GRITTY DIRE SAWYER BROWN FORESTER SISTERS KCJB Minot, ND

MICREY GILLEY LORETTA LYNN JOHN SCHWEIGER SOUTHERN PACIFIC HOTTERS ISTERS SAMTER BROWN RONNIE HILSAP REBA MCENTIRE CHARLY MCCLAIN WIL-AM/FM St. Louis, MO RANK MILLIANS ED BRUCE KATHY MATTEA HOTELET: ROSANNE CASE NITTY GRITTY I SANYER BROWN FORESTER SISTE RONNIE MILSAP KXXY Oklehome City, OK

VERN GUSDIN EOTEGE: SAMYER BROWN MATLON JENNINGS FORESTER SISTERS EDDIE RABBITT SYLVIA K102 St. Poul, MN LOUISE MAND VINCE GILL Bottest: SANTER BROWN ROWNIE MILSAP FORESTER SISTERS WAYLON JENNINGS STLVIA

JUDDS HITTY GRITTY DIRT OAK RIDGE BOYS

MARDARA MANDRELL CHANCE MICKEY GILLEY STATLERS BILLY BURNETTE ALMOST BOTHERS LEE GREENCOO BOTHERS NOTITY DRITTY DIRT FORESTER SISTERS ROWNIE MILBAP ROSANNE CASE MAYLON JENNINGS KTPK-FM Topeka, KS TOPENS, KS

LEE GREENWOO
RAY STEVENS
MEL TILLIS
JOHN ANDERSO
BRENDA LEE
TOM T. HALL
SAY CHARLES
HOTEBEL
JUDDS
JANIE PRICKE
NITTY GRITTY
ROSANNE CASE
SAMYER BROWN

KWEN Tulse, OK

none Hottest:

KVOO Tulsa, OK

SOUTH

JOEN ANDERSON MOE BANDY STATLERS LEZ GREENWOOD T. GRAHAM BROWN NOTESTER SISTERS ROCKANNE CASH JUDGS KEITE STEGALL NITTY GRITTY DIRI

WZZK-FM Birmingham, AL NICOLETTE LAR LEE GRENNWOOD NATALIE YOUNG CHOCE PYLE DAN POGELBERG RAY CHARLES VERN GOODIN SHOPPE RATHY MATTER LORETTA LYNN MOTTEST: SAWYER BROWN NITTY GRITTY FORESTER SIST EDDIE RABBITT CHARLY MCCLAT

ood, TX

KMML Amerillo, TX Hottest: KXYL KASE Auelin, TX LEE GREENWOOD OAK RIDGE BOYS BANDANA HANK WILLIAMS WEZL-FM Charleston, SC

Charleston, SC LEFE GREENOOD ALASAMA RAY CHARLES STATLERS GARY MOREIS SOUTHERN PACIFIC HABBIN & LOOGINS MANVEL FELTE LOCALETTE KOTTON TO THE STATE OF THE STATE O ALABAMA RATHY MATTEA VINCE GILL EXILE LOUISE MANDRE Hottest: JUDDS NOMNIE MILSAP SAMYER BROWN SYLVIA CRYSTAL GAYLE

WSOC-FM Charlotte, NC KLVI Resument, TX EXILE
JOHN SCHNEIDER
BOTTON:
B

JUDDS
REBA MCENTIRE
RESTLESS HEAR
RONNIE HILSAP
CONNAY TWITTY

WCOS-AMFM Columbia, SC

WGTO Cypress Gardena Cyptess Gardens,
BANE WILLIAMS,
DAN POGESLERRG
VERN GOSDIN
BRENDA LEZ
JUDY RODMAN
HARVEL PELTS
HOTTESTER SISTE
RONNIE HILSAP
CONNAY THITTY
CHARLY MCCLAIN

ALADAMA
ARABARA MANDRELL
LEE GREENHOOD
RAY PRICE
TAMBY WINNETE
BOODST BARE
BOTESE;
RORBIE HILSAY
FORESTER BISTRAS
NITY GRITTY GRITTY GRITTY
REMA MCGENTIRE
MAYLON JEMNINGS KPLX-FM Delles/Ft. Worth

EXILE CHARLY MCCLAIN JUDOS FORESTER SISTERS RONNIE MILSAP WTVY Dothen, AL

KHEY El Paso, TK BARBARA MANDRELL LORETTA LYNN 80 SBUCE GARY WORRIS GONNIE MCDOMELL NOTESTE JUDDS NOSANNE CASH SILVIA MARIE GGROMO ROWNIE MILSAP WELLO

GreentHe, SC LEE GREENHOOD VERN GOSDIN SHELLY MUST ALMOST BROTHERS HOCKER! JUDDS PORESTER SISTER COMMAY THITTY GENE MATION RONNIE HILSAP

KET-FM Houston TR

ALABAMA
JOHN CONLEE
VINCS GILL
MICKEY GILLEY
ROY HEAD
GEORGE JONES
STEVE WARINER
BOTTEST

LEE GREENHOOD EXILE NOTICE H NORTH HILSAP MERLE HADGARD JUDDS FORESTER SISTERS MICHAEL HURPHEY WGKX Memphis, TN BARBARA MANDRELL LODISE MANDRELL HOCLEST: JANES FRICKE MICHAEL MURPHEY NITTY GRITTY DIRT JUDOS PORESTER SISTERS

KISS-FM Mismi, FL ALABAMA GARY MORRIS HOTTEST: ROSANNE CASH HITTY GRITTY FORESTER SIS HAYLOW JENNII HONNIS HILSA WKSJ#M Mobile, AL

HARR WILLIAMS JR. TOM JONES LEZ GERENHODO RAY CHARLES DAM POGELBERG MEL TILLIS MARRYLLE HIGHTSR CRAIG DILLINGNAM ROTERS!

EXILE
GARY MORRIS
ALADAMA
HARE CRAY
BOTCHET
HITTY GRITTY DIRT
SAWYER BHOWN
RESTLESS REART
RONNIE MILSAP
MARIE GROWD
JUICE REMTON ALABAMA BANK WILLIAMS JR.

DAN POGELBER LANE SHOOT MARVEL FELTS MASON DIXON REGIRA LEIGH MOTERATE SIST MAYLON JEMNIM REGIRA MCENTIRE RONNIE MILSAP SAMYER SHOWN WCMS-FM Norfolk, VA

LEE GREENMOD NICOLETTE LA LANK BRODY SHELLY MEST TOM JONES RECINA LEIGH HOTTORY JUDOS JANIE PRICKE ROSANNE CASS NITTY GRITTY SAWYER BROWN KYXX Odesse, TX

KYKX Longstew, TX

WAMZ-FM Louisville, KY

WWOD Lynchburg, YA

LONGTH MODEAN

JUDY RODEAN

MILLIE, REIS, MAY

HAME WILLIAMS JM.

DANDAHA

RABHARA MANDRELL

SYATLERS

JIM COLLING

ROGANNE CASS

ROMANNE CASS

ROMANNE CASS

ROMANNE CASS

ROMANNE RASH

ROMANNE RASH WPAP-FM Penema City, FL PENEMB CHY, FL
LEE GREENHOOD
HICKEY GILLEY
BARBARA HANDER
RAY CHARLES
STATLERS
STENDA LEE
VERN GOSDIN
HOTEGE!
JUDDS
JANIE FRICKE
REBA HCENTIRE
SAMYER BOOMH
ROSANNE CASH

LORETTA LYNN SOUTSERN PACIFIC STATLERS DAN FOGELBERG RAY CHARLES ROTTES: ROTTES: EDDIE RABBITT EDDY RAVEN RONNIE MILSAP FORESTER SISTEI MARIE OSNOWD

EXILE ALARAMA JOHN SCHNEIDER HOTTEST: HITTY GRITTY DIRT JUDGS

LYNCHOMG. VA

SHITH & GRAT
BARRARA HANDRELL
CRAIG DILLINGERM
SHELLY WEST
HAWK HILLIAMS
HANDRO DICKERE
DAW POCKLERE
HOCKERE
GASTON
HOCKERE
SANTER BROWN
FORKETER SISTERS
ROWNLE HILLSAP
COMMAY THIFTY none Hottest: KRMD-AM/FM Shreveport, LA LEE GREENMOOD
MEL TILLIS
SHOPPE
RAY PRICE
RAY PRICE
SITTY GRITTY
EXITY STEGAL,
NITTY GRITTY
EXITY STEGAL
REBA MCENTIRE
CONNAY TWITTY

WQYK-FM Tampa/St. Peta. FL -empaSt.Peta.Fl
JOSH COMLER
FATEY HATTER
LUMETTA LINN
FATEY HATTER
LUMETTA LINN
FAMA BAND
TANAY WYMETTE
OAR FIOGS SOYS
EXILENCY
TOM T. HALL
ALEROMA
GARY MORRIS
T. GRANDAM SKOMM
SCOTTERED PACEFIC
JUDGSEL
JUD

WUSQ-FM Winchester, VA

MARK GRAY LOGISE MANDRELL STATLERS BARBARA MANDREL MICKEY GILLEY HOTCE OTH COND ALABARA JUICE MENTON ROWNIE MILSAP FORESTER SISTEL WTQR-FM Winston/Selem NC LOUISE MANDRELL T. GRAHAM BROWN LEE GREENWOOD

WEST

WIXL-FM Newton, NJ

BARBARA MANDRELL T. GRAHAM SHOWN RATEY MATER BOLTCOT: FORESTER SISTERS KEITH SIEGALL HARIE COMOND JUICE MENTON SYLVIA

BANK WILLIAMS JR. BAMDANA MEE TILLIS EEITH WHITLEY T. GRAHAH BROWN TOM T. HALL BOTTEST BANDANA BANK WILLIAMS JR. STATLERS TOM T. HALL KUZZ fiskersfield, CA LEE GREENMOOD LAME BRODY Rottest: ROWRIE MILSAP PORESTRR SISTE MARIE OSMOND JOHN SCHWEIDER MERLE HAGGARD

CRYSTAL GAYLE ALABAMA GANY MORRIS JOHN ANDERSON ED BRUCE HOE BANDY JUDY RODMAN BRENDA LEE ROTLESTE

MICKEY GILLEY

HANK WILLIAMS JR.
WILLIE, RRIS, MAY
LOUISE MANDRELL
BANDANA
HOTTES
COMMAY THITTY
RONNIE MILSAP
STEWE MARRIER
GEORGE JONES KGHL Bitlings, M7

none Hottest:

GARY MORRIS JOHN SCHREI TOM T. HALL

ALABAMA BRILE GARY MORRIS COUTSE MANDRE DAN POGELBERG HARDIN & LOOG BRREADA HANDS LEE GREENMOOC HICKEY GILLEY VESM GOSSIN STATLERS HANK MILLIAMS HANCK MILLIAMS HANCK MICLIAMS HANCK MICLIAMS HANCK MICLIAMS HOLDER

MASK GRAY EXILE T. GRARAM BRON CHANCE BILL ANDERSON GARY HORRIS BARBARA NANDRI BOTTEBE JUNDS

KQIL Grand Junction, CO VINCE GILL STEVE MARINER CRYSTAL GAYLE HOELEAT: HOMNIE HILSAP SAMTER BROWN JUDDS MERLE HACGARD BECKY MOBDS
BECKY MOBDS
JOE STAMPLEY
HANK MILLIAMS
SHELLY MEST
T. GRAMAM BROM
RAY STEVEN
REITH WRITLEY
HOLLES!
DONNIZ MILSAP
FORESTER SISTEL
JOHN AMDERSON
NELSON & YOUNG
ALABAMA

SOUTHERN PACIFIC LOUISE MANDRELL LOWETTA LYNN Notice: HITTY GRITTY DIR: FORESTER SISTERS RONNIE MILGAP SDDIE RABBITT STAVIA

KRSY Rozwell, NM

BOBBY BLUK SHELLY WEST CRAYG DILLINGHAM HEL TILLIS SHOPE BAY CHARLES LAMS BHODY HOTCHES HITTY GRITTY DIR FORETER SISTERS ROWNIE HILSAP SAMYER ROTON MATLON JENNINGS KCKC San Bernardino, CA LOUISE MANDRELL LEE GREENMOOD MICREY GILLEY BANK WILLIAMS JI RAY CHARLES HANK WILLIAMS RAY CHARLES HOTEST: RONNIE HILSAP OAK RIDGE BOYS

Secremento, CA
LOUISE HANDRELL
JORN SCHREIDER
SOUTHERN PACIFI
ED SECE
EXILE
HOTEGET
JUDOS
JANIE FRICKE
NITTY GRITTY DI
RESA MCENTIRE
MAYLON JENNINGS TILLIS Hottes. JUDDS FORESTER SISTERS RONNIE HILSAP ROGANNE CASH Salines, CA
LEE GREENMOOD
RAY CHARLES
ED BRUCE
RAY PRICE
ALMOOT SROTHERS
LORETE LYNN
NAWYEL FELTS
HOLLOST
FORESTER SISTERS
HOTHORY
HOHIE HILSAP
HARIZ OSHOND
ALABANA

GARY MORRIS
RATHY MATTER
MILIE, RRIS, MAY
LOUISE MANDRELL
HOTED STREET
HITT GRITT OFF
FORSITE SISTERS
ROMAITE MILSAP
ROSANNE CASH
JUDOS

HICREY GILLEY SOUTHERN PACIFIC SEOPPS LORECTA LYNN FATHY MATTEA HOLDER'S FORMIE MILSAP SAMTER BROWN ALABAMA FORESTER SISTERS MAYLON JENNINGS

HARR GRAY
RAY CHARLES
DARBARA NAMORELL
LEE GREENMOOD
SHOPPE
HOTCEST:
ROGAMNE CASH
REITH STEGALL
FORESTER SISTERS
RONNIE MILSAP
HARIE OSMOND KGA Spokane, WA

SMITH & GRANT HASON DIXON TOW T. HALL RAY PRICE HOTLEST: STLVIA HAYLON JENNINGS FORESTER SISTER OAK RIDGE BOYS ROWNIE HILSAP KIGD KIGD St. Anthony, ID

KCUB Tucson, AZ TUCSON, AZ
GARY MORRIS
SARBARA MANDRELL
ROTTEST:
MITTY GRITTY DIRT
ROSANNE CASK
KEITE STEGALL
REBA MCENTIRE
CHARLY MCCLAIN

160 Reporters 151 Current Reports

The following stations reported no change in their rotations this week:

WGNA/Albany WNYR/Rochester CHOW/Welland, Ontario WTVY/Dothan WAMZ/Louisville KKYX/San Antonio WIRK/West Palm Beach KGHL/Billings KCCY/Pueblo KNIX/Phoenix

The following stations failed to report this week and therefore their rotations were frozen:

KMML/Amarillo KXYL/Brownwood KPLX/Dallas-Fort Worth WSM/Nashville WLLR/Davenport KTOD/Toledo KWEN/Tules KJOT/Boise

#### RADIO & RECORDS NATIONAL AIRPLAY

# ADULT/CONTEMPORARY

# BREAKERS

#### COMMODORES

Janet (Motown)

73% of our reporters on it. Rotations: Heavy 5/1, Medium 62/8, Light 28/8, Total Adds 17, WKBW, KVIL-FM, WMJI, KLSI, KYKY, B100, KIFM. WWOM, WGY, WEZC, WGOW, WRVA, 3WM, KBOI, KVUU, WTKO, WTNY. Debuts at number 22 on the A/C chart.

#### **GODLEY & CREME**

Cry (Polydor/PolyGram)

60% of our reporters on it. Rotations: Heavy 18/0, Medium 38/3, Light 23/6, Total Adds 9, WNIC, KS94, WGOW, WRAL, WFMK, WMGN, 3WM, WAHR, K99.

#### **NEW & ACTIVE**

MOTELS "Shame" (Capitol) 59/4 Rotations: Heavy 5/0, Medium 31/1, Ligh

TROUTICES STREAM (Lagning) 1934 (Lagning) 1934 (Tradiands 4, WLTS, WSFL, WTNY, WWPA. Heavy: 2WD, WSKY, WCKO, WSFR, WGROSS, REGUES WHAM, KYLFM, WKYE, WNAM, KIOA, WMGN, WHNN, KKUA, KWAV. LAURA BRANIGAN "Spanish Eddle" (Allandici) 5971

ons: Heavy 5/0, Medium 35/0, Light 19/1, Total Adds 1, WBOW, Heavy: WKBW, KKPL, WKYX, KQSW, KALE. Mediums B: WFBR, WLTS, WKYE, KEY103, WNAM, WHBC, KIOA, WTRX, WMGN, KSL. KBEST.

include: WPBH, WLIS, WRITE, AS LING, WINDOW, AMY SARAT "Wise Lup" (A&M) \$4,712 Rotations: Heavy 1/1, Medium 23/3, Light 30.8, Total Adds 12, WKBW, KVIL-FM, WGY, WKGW, WEZC, KOIL, KKUA, KRLB, WAEV, WBOW, KKLV, K99. Mediums include: WKYE, WSEL, WRVA, WNAM, WHNN.

PPIII. COLLINS "Don't Lose My Number" (Atlantic) 46/3

Foliations Heavy 14/0, Medium 160, Light 160, Total adds 3, WIFR, WFMK, WORG, Heavy WKYE, WKJJ WAVE, WMCN, WALL, WHITE, WORD, WCH, WRE, WKYL, WKJ, WAVE, WKJ, WKYL, WKJ, WKYL, WKYL

JOHN PARR "St. Elmo's Fire" (Atlantic) 40/6

WYMAM, WLHT, WENS, WINTE, KRAY.

JOHN DENVEM "Don't Close Your Eyes, Tonight" (RCA) 36/6

Rotations: Heavy 4/0, Medium 15/1, Light 17/5, Total Adds 6, WFBR, KBOI, WWPA, KRLB, KTYL, KALE. Heavy: WPRO, WEIM, WAHR, WMT-FM, Medium: KVIL-FM, WCCO, KGW, WRVA, WHBY.

WEIM, WAHB, WMT-FM, Medium: KVIL-FM, WCCO, KGW, WRVA, WHBY.

POINTER SISTERS "Dar Me" (RCA) 367.

Rotations: Heavy 7:0, Medium: 230, Light 61, Total Adds 1, WKGW. Medium: KVIL-FM, KMGG, B100, WKYE, KEY103, WKJ, JWAMA, WMGN, KWAV, RESET

WHUGH MASEKELA "The Joke Of Life" (Jive/Arista) 33/14

Rotations: Heavy 0:0, Medium: 95, Light 24/9, Total Adds 14, WFBR, KGW, WKYE, WGY, WHBC, KIOA, WISN, WHNN, WTKO, WAHB, KTYL, KTWO, KOSW, KMGQ.

MATT BIANCO "Whose Side Are You On?" (Atlantic) 32/16 Postations: Heavy 900. Medium 82, Light 2014. Total Adds 16, WEBR, WAEB, WKGW, WHBC, KIOA, WISN, WHNN, KSOL, WKBLE, KHEB, WAEV, WJEB, WCL, WHIT-M. WXLS, WBOW. Medium: WCCO, KIFM, KTYL, KTWO, KOSW, KALE.

DAVID FDSTER "Love Theme From "St. Elmo" Sirpe" (Malantic) 22/10

Rotations: Heavy 3:0. Medium 14/5. Light 15/5. Total Adds 10, WPBO, KVIL-FM, B100, WBT, WRVA, WHB, WAHR, WAGE, KKVL, KMGO, Heavy, KUDL, KIFM, WHBY Medium, WFBR, WLTS, WEZC.

#### **ROTATION BREAKOUTS**

131/0 126/2 126/2 125/0 121/2	123 107 107 94	8 17 19	Uight 0 2 0
126/2 126/2 125/0 121/2	107 107 94	17 19	2
126/2 126/2 125/0 121/2	107 107 94	17 19	2
126/2 125/0 121/2	107 94	19	
125/0 121/2	94		U
121/2			
			3
	69	47	5
114/2	68	41	5
101/0	58	34	9
106/1	71	29	6
100/4	62	34	4
98/0	46	43	9
119/10	33	70	16
92/1	49	38	5
99/3	51	43	5
108/5	34	60	14
89/0	40	38	11
97/5	22	60	15
95/7	16	65	14
89/7	14	64	11
89/8	11	62	16
74/0	23	36	15
92/11	7	63	22
95/17	5	62	28
79/9	18	38	23
47/0	3	31	13
48/0	- 5	25	18
	98/0 119/10 92/1 99/3 108/5 89/0 97/5 95/7 89/7 89/8 74/0 92/11 95/17 79/9	100/4 62 98/0 46 119/10 33 92/1 49 99/3 51 108/5 34 89/0 40 97/5 22 95/7 16 89/7 14 89/8 11 74/0 2 92/11 7 95/17 5 79/9 18 47/0 3	100/4 62 34 98/0 46 43 119/10 33 70 92/1 49 38 99/3 51 43 108/5 34 60 89/0 40 38 97/5 22 60 95/7 16 65 89/7 14 64 89/8 11 62 74/0 23 36 92/11 7 63 95/17 5 62 79/9 18 38 47/0 3 31

#### MOST ADDED

COMMODORES (17) Janet (Motow JIMMY BUFFETT (16) MATT BIANCO (16) se Side Are You On? (At DURELL COLEMAN (15) Somebody Took My Love ( CARRIE LUCAS (15) Hello Stranger (Constellation/MCA)

#### HOTTEST

KOOL & THE GANG (103) Cherish (De-Lite/PolyGram) BILLY JOEL (83) uman (Second Win TINA TURNER (83)

We Don't Need Another Hero... (Capitol) BILLY OCEAN (62) Mystery Lady (Jive/Arista)
HUEY LEWIS & THE NEWS (46) Power Of Love (Chrysalis)

#### SIGNIFICANT ACTION

ERIC TAGG "Woman I Love" (RMC) 29/10

ons: Heavy 0:0, Medium 611, Light 23:9, Total Adds 10, WLTS, KIFM, K106, KIOA, KSL, WCHV, WAEV, WJBC, WCIL, Medium; WKNE, WAHR, WFFX, WMT-FM, WJON.

WXUS. Medium: WKNE, WAPR, WFFX, WMT-FM, WJON.

DIRELL COLEMAN "Somebody Took My Love" (Island) 28/15
Rotations: Heavy 00, Medium 5rt. Lipin 23rt.4. Total Adds 15, KUDL. WAEB, WNAM, KIDA, WHNN, WTKO, WKNE, WGSV, WORG, WFFX, KTYL. KFSB, WXUS, KTWO, KMGO, Medium: WPIK, WMT-FM, WJON, KALE.

MADONNA "Dress You Up" (Size/WB) 27/10
Rotations: Heavy 10, Medium 130, Light 137; Total Adds 10, KVIL-FM, WCCO, B100, WNAM, WLHT, WMGN, KFI, WEIM, WFFX, KKILV. Heavy: WCKO, Medium: WSVY, KWGG, WAEB, WICC, WKYE, WWPA, WSKY, WORG, WKYX.

MEM AT WINDOW "WSALE" (Chambello 26ct.)

MERA AT WORK "Maria" (Dolumbia) 26/1
Rotations: Heavy 0:0, Medium 5:0, Light 21/1, Total Adds 1, WCHV. Medium. WSKI, WCKO, KKLV, KQSW, KRSB.

GEORGE FISCHOFF "Feel" (FastFire Records) 24/1

KRLB. Medium: WFBR, WISN, WEIM, KRSB

EURYTHMICS "There Must Be An Angel" (RCA) 22/3
Rotations Heavy 3/0, Medium 7/0, Light 12/3, Total Adds 3, WAVE, KKUA, KRSB, Heavy, WFBR, WEIM, WCHV. Medium: WRIMM, WNAM, WMGN, KKWA, WWAP, KKLV, AKRD, WEIM, WCHV. Medium: WRIMM, WNAM, WMGN, KKWA, WRAP, KKWA, KRSB, WEIM, WCHV. Medium: WRIMM, WNAM, WMGN, KKWA, WRAP, KKLV, KRSB, WEIM, WCHV. WRIMM, WNAM, WRIGN, KWAW, WRAP, KKLV, KRSB, WEIM, WCHV. WRIMM, WNAM, WRIGN, KWAW, WRAP, KKLV, KRSB, WEIM, WCHV. WRIMM, WRIMM,

WRIMM, WNAM, WMGN, KWAY, WWA, KKLY, KALE. FREDDIE JACKSON "Rock Me Tonight (For Old Time's Sake)" (Capitol) 22/3 Rolations: Heavy 1:0, Medium 9:0, Light 12:3, Total Adds 3, KOST, WXUS, KKLV. Heavy, WSKI. Medium: KVIL-FM, KMGG.

JOHN COUGAR MELLERCAMP "Lonely DI" Night" (Riva/PolyGram) 21/8
Rotations: Heavy 0.0, Medium 7/0, Light 148, Total Adds 8, WRAL, WNAM, WMHE, KRLB, WKYX, KKLV, KOSW, KALE.
Medium KVIL-FM, WEIM, WSK), WWPA, WCKO, WFFX, KTVIL

Medium KYLE-FM, WSKI, WWYA, WCKO, WFFX, KTYL UB40 with CHRISSIE HYNDE "I Got You Babe" (A&M) 21/2 Rotations: Heavy 0.0, Medium 1271, Light 911, Total Adds 2, KLSI, KUDL. Medium: KVIL-FM, WAVE, KWAV, KBEST, WWNR, WSM, WSM, WGKO, WCHW, WAHH, WZLO

BLACK TIE "If You Gotta Make A Fool Of..." (Bench Records) 20/10 10, Total Adds 10, WCCO, WAEB, WAVE, WHBY, WNAM, WHNN, WJBC, WMT-

MAURICE WHITE "Stand By Me" (Columbia) 19/7
Rotations: Heavy 0/0, Medium 8/0, Light 11/7, Total Adds 7, WC
WPIX, WBT, WMGN, KWAV, WFFX, WMT-FM, KMGQ, KALE.

WCCO, K106, WNAM, WGSV, WORG, WAEV, WJON, Medium

WIFL, WBI, WMEN, KWAV, WFFK, WMT-FM, KWGO, KALE.

CARRIE LUCAS "Hello Strappe" (Constitution/MCA) 17/15

Rolations: Heavy 00, Medium 3/2, Liph 14/13, Total Adds 15, WCCO, KIFM, K106, WHBY, WISN, KWAV, KSL, WEIM,
WNNE, WORG, WKYX, WCIL, KKIVK, KTWO, KRSB, Medium: WJON.

JIMMY BUFFETT "II The Phone Doesn't Ring, It's Ma" (MCA) 16/16

Rolations: Heavy 00, Medium 1/1, Liph 11/51, Total Adds 16, WCCO, WAVE, WHBY, WEIM, WGSV, WAHR, WORG,
WTM, WJBC, WMT-FM, KFSB, WJON, WBOW, KTWO, KRSB, KMGO.

AHA "Tabo 0n Ma" (WBN) 16/13.

A-HA "Take On Me" (WB) 16/13

A-HA "

STING "Fortress Around Your Heart" (A&M) 15/12 ds 12, WRMM, WNAM, WHBC, KWAV, WEIM, WWPA, WCKQ

Heavy 0/0, Medium 3/2, Light 12/10, Tota VO, KQSW, KRSB, KALE. Medium: WAVE.

JULIAN LENNON "Jesse" (Atlantic) 15/1

JOHN CAFFERTY "C-I-T-Y" (Scotti Bros./C8S) 15/0

JOHN CAFFERTY "C-I-T-Y" (Scotti Bros./C8S) 15/0

\*\*\*CHAMBER T/O. Light 7/0, Total Adds 0. Heavy: KALE, Medium: WEIM, WSKI, WWPA, WCKQ, WCHV.

DARY HALL & JOHN DATES "The Way You Do The Things You Do/My Girl" (RCA) 14/14 Ratalors: Heavy 00, Medium 3/3, Light 11/11, Total Adds 14, WAEB, K106, WEZC, WSFL WAVE, WCKO, KRLB, WORG, KTLL, WUBC, WXXXV, WXXXV, KRSB, KALE

WORD, ATE, WOD. THOSE, THOSE, AND AREA TO THE WAY" (EMI America) 14/8
Rotations Heavy 0/0, Medium 6/2, Light 8/6, Total Adds 8, WEIM, WCKQ, WAGE, WKYX, WZLQ, KTYL, KKLV. KQSW.

Medium: WKYE, WMSN, WWSH, WWSA, TIM WEISSRER "You've Got To Know" (Desert Rock Records) 14/5 Rotations: Heavy DIO, Medium 1/0, Light 13/5, Total Adds 5, WHBC, WHRN, WCHV, WMT-FM, WJON, Medium: KIFM,

HEART "What About Love?" (Capitol) 13/2
Potations: Heavy 2/0. Medium 7/2, Light 4/0, Total Add

Adds 2, KRAV, WCHV. Heavy: WLHT, WWNR. Medium: WKJJ, KBEST,

ABC "Be Near Me" (Mercury/PolyGram) 12/9
Rotations: Heavy 0/0, Medium 3/2, Light 9/7, Total Adds 9, KVIL-FM, WKYE, WMGN, WEIM, WKNE, WAEV, KTYL, KTWO,

KGSW, Medium: WCKO.

BILL WITHERS "Something That Turns You On" (Columbia) 12/0

Parations: Heavy 1/0, Medium 5/0, Light 6/0, Total Adds 0, Heavy: WHBY, Medium: WFFX, WCIL, WMT-FM, KRSB, KMGO.

JAMES BOND "Heart Of Love" (Elektra) 12/0

Rotations: Heavy 0.0, Medium 2/0, Light 100, rotal rotation in Medium 2/0, Light 100, rotations: Heavy 0.0, Medium 4/0, Light 7/1, Total Adds 1, WKNE, Medium: WCCO, KOST, WMT-FM, KMGO.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are receiving airplay at 30 or more stations. Records in Significant Action are receiving airplay from 10-29 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the A/C chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records

## A/C ADDS & HOTS

#### EAST

#### PARALLEL ONE

JOHN DENVER MATT BIANCO HUGH MASARELA HOELEGE: KOOL & TRE GAN BILLY JOR!

WAEBIAHentown
Mick Hagerly
HALL & OATES
STING
DURKLL COLEMAN
BLACK TIE
HATT BIANCO
HOLLE OLE ARTHER
KOOL & THE GANG
ARTHA FRANKIN
RONNE MILSAP
TINA TUSHER
BILLY JOEL HOTHERS.

KOOL & THE GANG
BILLY JOEL
HUEY LEWIS & THE
TINA TURNER
BILLY OCEAN WICC/Bridgsport
Pentano/Broedin
none
Rottest:
ROOL & THE GAMG
TINA TURNER
BILLY JOEL
BUEY LEWIS & THE
ARETHA FRANKLIN

V100/Charlestor Ron Brandon none Bottest: none

WPIXINGW YORK Shvershein TINA TURNER DEBARGE HOLLEST: WHITNEY HOUSTON BILLY JOEL DEBARGE BILLY OCEAN KOOL & THE GANG WSFMHerrisburg
Den Steele
none
Rotteat:
SILLY JOEL
ROOL 4 THE GANPAUL YOUNG
BILLY OCEAN
TINA TURNER

BOD Conrad
NATALIE COLE
HICHAEL FRANES
HOTLEST:
KOOL & THE GANG
PAUL YOUNG
TINA TURNER
COREY HART
HUEY LEWIS & THE JOHN PARR HUGH MASAKELA DON HENLEY ABC
Hottest:
KOOL & THE GANG
HUEY LEWIS & THE
RONNIE HILSAP HHAM! TEARS FOR FEARS

Tom Cuddy DAVID FOSTER RONNIE MILSAP WGY/Schenectady Mike Neff COMMODORES ANY GRANT SUGH MASAKELA HOTLEST: KOOL & THE GANG BILLY JOEL BILLY OCEAN RONNIE MILSAP WHINNEY HOUSTON

PARALLEL TWO

WKGW/Ulica-Rome Carpenter/Cerr AMY GRANT POINTER SISTERS MATT BIANCO ROTESE: BILLY JOEL ARETHA FRANKLIN BILLY OCEAN TINA TURNER COREY HART KOOTUMONDERG BILLY JOEL COREY BART ARETHA FRANKLIN COMMODORES AIR SUPPLY HOTCEST: KOOL & THE GANG BILLY JOEL DEBARGE TINA TURKER BILLY OCEAN

PARALLEL THREE

WWNR/Beckley
Barry Stewart
none
Rottest:
DON HENLEY
ARETHA PRANKLIN
ROOL & THE GANG
TINA TURNER
BILLY JOEL

WEIMIFICHDUNG
Jack Raymond
MADONNA
ABC
A-NA
JINNY BUFFETT
CARRIE LUCAS
JOHN MAITE
STING
ROOL & THE GANG
BILLY JOEL
BILLY

WTKORthace
WTKORthace
Wayne Fisk
DURSEL COLEMAN
COMMODORES
JOENNY MARTIS
HUGH MASAKELA
BEACH BOYS
HOTELES
BILLY JOEL
PAUL YOUNG
NHAM! WHITNEY HOUSTON BILLY OCEAN

WKNE/Keene, NH Mike Trombly DURKLL COLEMAN NATT BIANCO CARRIE LUCAS ABC ROB TRO HOLLEST: KOOL & THE GANG BILLY JOEL TIMA TURNER COREY HART BILLY OCEAN

WSKI/Montpeller, VT Bruce Stebbins none Hottest: KOOL & THE GANG PHIL COLLINS RONNIE MILSAP HOWARD JONES POINTER SISTERS

WTNY/Walsrlown, NY George Naher HHITMEY HOUSTON COMMODORS NOTELS HOTELS KOOL & TRE GANG DON BENLEY BILLY JOEL SILLY JOEL SILLY JOEL TIMA TURNER

#### SOUTH

W101/Tampe
DeCarloMHiles
HUEY LEWIS & THE
HUEY LEWIS & THE
HUERE HOUSTON
AND HUE HUE HOUSTON
AND HUE HUE GANG
BILLY JOE GANG
BILLY JOE GANG
HUEY LEWIS & THE
TINA TURNER

PARALLEL

KOOL & THE GANG
WMJJBIrmingham
ThomasJenkins
none
Bottest:
KOOL & THE GANG
BILLY JOSL
TINA TURNER
BILLY OCEAN
DON HENLEY

W8T/Cheriotte
Dave Bishop
HICBAEL HCDONALD
DAVID FOSTER
Hottest:
KOOL & THE GANG
BILLY JOEL
HEAM!

TINA TURNER

WEZC/Charlotte Steve Sutton

STEVE SUITON
COMMODORES
AMY GRANT
HALL & OATES
HOTTES
HOTT

WGOW/Chetenoo Mac/Deason COMMODORES GODLEY & CREM AIR SUPPLY NATALIE COLE HOMAD JONES HOTE-ST BILLY JOEL ROOL & THE CA BILLY JOEL TINA TURNER WEAM!

TWO

KEY103/Austin

PARALLEL ONE

WSB/Atlanta Greg Picciano

WSB99FM/Atlants
John Chappell
MICHAEL PRANKS
BEACH 80YS
BOTTON
TINA TURNER
COREY HART
WHITHEY BOUSTON
ROOL & TRE GANG

KVULDBIASIFL WORTH CHUCK RHOODS HADONNA AMY GRANT ABC DAVID POSTER COMMODORES HOLLERS & THE JOHN PARE COREY HART TEARS FOR FEARS PAUL YOUNG

97AIAMHami Jere Sullivan none Hottest: RENNY LOGGINS BILLY JOEL MEITHEY BOUSTON KOOL & THE GANG AIR SUPPLY

WLTSINEW Orleans Mitchell/Scott CORRY HART HOHARD JONES ERIC TAGG HOTELS BOTTELS KOOL & THE GANG ROWNIE MILSAP TIMA TURNER BILLY JOEL BILLY OCEAN

2WD/Norfolk Richardson/Alen none Bottest: KOOL & THE GANG ARETHA FRANKLIN BILLY JOEL JOHN PARR HUEY LEWIS & THE

WIVYJECKSONWIRE
SHOWNSONGHINE
SHOWNSONGHINE
MOTES AT THE
KOOLE THE GANG
KOOLE
KOO

none Hottost: WUSY LEWIS & THE TEARS FOR FEARS COREY HART ARETHA FRANKLIN KOOL & THE GANG KOOL & THE GANG
WRKA/Louiswille
Stewart/Crawford
none
Nottest:
KOOL & THE GANG
PAUL YOUNG
BILLY OCEAN
BILLY JORL
TINA TURNER

KELT/McAllen Griffin/Allen BEACH BOYS MICHARL MCDONALD ROTTEST ARETHA PRANKLIN WHAM!

WLAC-FM/NashvHle Nichols/Sargent none Hottest: PAUL YOUNG DEBARGE ROOL & THE GANG BILLY OCEAN RONNIE MILSAP

WSFL/New Bern
Gary Lee
DON MERLEY
MOTTELS
ONTYSE
HOLERS'
HOLER

WRAL/Raieigh Siere Anthony JOHN COUGAR GODLEY & CRHE HICHAEL HCDONAL HOTTEST DEBARGE RENNY LOGGINS BILLY JOEL ROOL & THE GANG BILLY OCEAN

WEZS/Richmond
Dillon/Beyins
WHITMEY HOUSTON
BOTCEST:
KOOL & THE GANG
BILLY JOEL
ARETHA FRANKLIN
KENNY LOGGINS
TINA TURNER

ERNEY LOCALINE
THAN TURNER
THAN TURNER
WHYNARICHMOND
LOU DEAN
THORNOLOGY
MICHAEL MCDOWALD
COMMODMES
MICHAEL MCDOWALD
COMMODMES
MICHAEL MCDOWALD
COMMODMES
MICHAEL MCDOWALD
COMMODMES
MICHAEL
M

PARALLEL THREE

none Hottest: COREY HART GODLEY & CREME BILLY JOEL KOOL & THE GANG TINA TURNER

WCK OlCompositivities

WITAM I
WCHV/Charlotteswi
Ken Medek
HEART
DON HENLEY
BONIE & JAGGER
ERIC TAGG
TIM MEISBERG
MEN AT WORK
FOREIGNER FOREIGNER
HOTLEST:
HOOL & THE GANG
HOWARD JONES
TIMA TURNER
HUEY LEWIS & THE
ARETHA FRANKLIN

ARTHA FRAMKLIN
WGSV/GUNIEGEVING
JECKEON/BEII
DEBARGE
DURELL COLEMAN
MAURICE WHITE
JIHMY BUFFETT
HOTCEST:
KOOL & THE GANG
BILLY JOEL
BILLY OCEAN
TINA TORNER
PAUL YOUNG

WAHRPHUNISVING
CBRHONDERIES
GODLEY & CREME
DAVID POSTER
RUGH MASARILA
JIMNY BUPFETT
LEE GREENNOD
ROTTES
RONNIE MILSAP
KENNY LOGGINS
MICHAEL HURPRY
BILLY JOEL
NATALLE COLE

WAGELessburg, VA Steve Porter DAVID FOSTER A-HA JOHN WAITE HOTTES: BILLY JOEL KOOL & THE GANG BILLY OCEAN TINA TURNER COREY HART

KRLB-FM/Lub

KRLB-FM/Lubbock
Winter/Roberts
JOHN COUGAR
JOHN COUGAR
STIME
STIME
STIME
STIME
STRAITS
GEORGE FISCHOFF
JOHN DENNER
BALL & CATES
MATT BLANCO
HOCKESTON FEARS
COREY HART
HUEY LEMIS & THE
KOOL & THE GANG
WHAM!

WHAM!
WORGIOrangeburg. S
Nu Wright
JOHN PARR
HALL & DATES
HALL & DATES
HALL & DATES
JIMMY BUFFET
MAURICE WHITE
CARRIE LUCAS
DURELL COLKMAN
HOLLER
HOL TINA TURNER
MINAMI
KOSTION ANGELSE
KNYSMARIE
A-HA
MICHARL MCDONALD
FREDDIE JACKSON
MICHARL MCDONALD
LUTHER VANDROSS
HOTCOSIN
KOOL & THE GANG
KOOL & THE GANG
KOOL & THE GANG
MOLTON
MINAMI
WHITMEY MOUSTON
KKLIPPOSNIK
COMMO

INAL TPOMENTS
COLUMN TO THE CAME OF THE CA WKYX/Paduceh, KY
CarveMRchards
HHITMSY ROUSTON
JOIN WAITS
JOIN WAITS
DEBARGE
JOHN COUGAR
JOHN COUGAR
CARRIE LUCAS
DON HENLEY
HOLLOSI:
ARETHA FRANKLIN
ARETHA FRANKLIN
BELLY JOEL
TINA TURNER

WAEV/Savannah

WZLQ/Tupeio Steve Thomas JOHR WAITE A-BA DON HEMLEY BRYAN ADAMS DEBARGE BOWIE & JAGGER ROTEGEL: TINA TURKER BILLY JOEL BILLY JOEL WHAM!

WHAM! KOOL & THE GANG

WAEV/Savannah
Modis/Wae
DEBARGE
HATT BIANCO
AMY GRANT
ERIC TAGG
HAURICE HHITE
HOTERST
DEBARGE
KOOL & THE GANG
BILLY OCEAN
TINA TURNER
RONNIE MILSAP

ARTORAGO DISPOSA

ARTORAGO DISPOSA

RENDANISH DISPOSA

RENDANISH DISPOSA

REACH BOTS

REACH

RENDANISH

RENDANISH PARALLEL

WFFX/Tusceloosa Sander Walker DEBARGE DURELL COLEMAN MADONNA BOTTEST KOOL & THE GANG BILLY JOEL BILLY OCEAN TINA TURNER ARETHA FRANKLIN

PARALLEL TWO

KVUU/Colorado Spring Invin/Howard COMMODORES BOTTEST BUSY LEMIS & THE BILLY OCEAN TINA TURNER WHAM! COREY HART

We welcome the following stations as reporters starting next week:

> WHTX/Pittsburgh WCLY/Washington WEIZ/Columbus, GA

Parallel 1 status.

The following stations are no longer A/C reporters:

> K101/San Francisco and WLLT/Washington.

131 Reporters

#### WEST

KBOURGISE

OTHER HAROID

COMMODORES

JOHN DENVER

MATT BLANCO

HOTCEST:

HOTCEST:

KOOL & TRE GANG

BILLY OCEAN

PAUL YOUNG

KENNY LOGGINS

KONNIE MILSAP

KOUK/Eugene

Burnsking

none

none Hottest: RENNY LOGGINS WHITNEY HOUSTON TINA TURNER HUEY LEWIS & TRE SADE

KKUAMOnolulu Lilla Miller A-Ha EURYTHMICS AMY GRANT MOTEGES TINA TUNNER TEARS POR FEARS HUEY LEWIS & THE BILLY JOEL ARETHA FRANKLIN

KFIRLOS Angeles LebeauKiley A-BA MADONNA HOTTEST: WHITNEY HOUSTON KOOL & THE GANG COREY HART MHAM! ARETHA PRANKLIN

KKLYAnchorage
Greg Wilkinson
A-RA
ANY GRAHT
HADONNA
DOWN THEORY
JOHN MAITE
FOREIGNER
SURVIVOR
JOHN CONGAR
ROMATTICS
BONATTICS
FREDDIE JACKSON
ADVENTURES
BOLLERIE
GONE TURNON
TURNON
HADON TURNON
HADON
HADON
HADON
HADON
KRENIS
TORNON
HADON
HA

COCK ROBIN
KTWO/Casper
John Leader
Jihny Buffert
RUGH MASARELA
BURELL COLEMAN
STING
ABC
CARRIE LUCAS
BOLLEY
BILLY JOEL
TINA TURNER
BILLY OCEAN
RONNIE MILSAP
MBITNEY BOUSTON

K99/Great Fells
Slevo Keller
AMY GRANT
GODLEY & CREME
HOTCEST:
EOOL & THE GANG
BILLY OCEAN
RUEY LEWIS & THE
MHAM1
COREY HART

KANO/Reno Lerry froms RONNIE HILSAP HOTTEST: KOOL & THE GANG TINA TURNER WHITNEY HOUSTON WHAM! BILLY JOEL

KOSW/Bock Springs
Chris Alexander
STING
COUGAR
SDIRVIOR
ABC
JORN MAITE
HUGG MASAKELA
BOLCK TIEL
BOLLCK TIEL
ROTTER

KRSB/Roseburg OR Veronica Burns HALL & OATES CARRIE EUCAS STING EURYTHMICS JIMMY BUFFET HOTEGEL KOOL & THE GANG ARTHIN FRANKLIN BILLY OCEAN HUEY LEWIS & THE TIMA TURNER

KMGO/Santa Barba Staphan Meade DEBARGE JIMMY BUFFETT DURELL COLEMAN DAVID POSTER HUGH HOSTER BILLY OCEAN ROOL & THE GANG MICHAEL FRANKS METINEY ROUSTON WHITNEY ROUSTON NAME

KALEITI CHIES
BIH TempHaton
JORN COUGAR
JORN COUGAR
A-BA
A-BA
BOSTING
HALL & OATES
HOUTES
BILLY JORL
TIMA TURNER
KOOL & THE GANG
BUSY LEWIS & THE
WHAM!

PARALLEL ONE

KHOW/Denver TBA AIR SUPPLY Hottest: KOOL 6 TME GANG BILLY JOEL TINA TURNER BILLY OCEAN COREY HART

KMJWDenver EllottBrady AIR SUPPLY NATALIZ COLE HOTEST: TINA TURNER RENNY LOGGINS BILLY JOEL ROOL 4 THE GANG PAUL YOUNG

PAUL YOUNG

KMGGLOS Angeles
Rodrigues/Tavers

WBITNEY HOUSTON
JOHN PARR
ROLLEST:
ARETHA FRANKLIN
KOOL & THE GANG
HUEY LEWIS & THE
TINA TUNNER
WHAK!

ARETHA PRANKLIN

VMAN MAGNOMER'S

MOTHAN GROOM

MOTHAN GROOM

MOTHAN GROOM

MOTHAN GROOM

MOTHAN

A-SADA

A-SA

KBEST/San Diego
Eick/Dean
none
Hottest:
KOOL & THE GANG
PAUL YOUNG
DON RENLEY
BILLY JORL
ARETHA FRANKLIN

none Hottest: ARETHA PRANKLIN AIR SUPPLY TINA TURNER BILLY JOEL LAURA BRANIGAN

THREE

none Hottest: DON HENLEY KENNY LOGGINS DEBARGE PAUL YOUNG SADE

The following stations reported no adds or changes in rotation and their playlists were frozen.

> KEY103/Austin WWNR/Beckley WICC/Bridgeport WING/Dayton WKJJ/Louisville WSKI/Montpeller KBEST/San Diego KFMB/San Diego KJR/Seattle KKPL/Spokane

The following stations failed to report this week, so their playlists

KFQD/Anchorage (2nd week) WSKY/Asheville V100/Charleston WLLT/Cincinnati WSNY/Columbus KLYF/Des Moines WENS/Indianapolis WLAC-FM/Nashville 2WD/Norfolk WSTF/Orlando

KKLT/Phoenix

#### MIDWEST

WSNY/Columbus, OH Harry Lyles none Hottest: AMY GRANT ALAN PARSONS HUBY LEWIS 4 THE BILLY OCEAN SADE

SADE
WTVN/Columbus
FHZGerald/Jones
TINA TURNER
HOTLEST:
ROOL 1 THE GANG
PAUL YOUNG
DON HENLEY
KENNY LOGGINS
BILLY OCEAN

WNIC/Detroit
Goldstein/Zeik
GODLEY & CREME
RONNIE MILSAP
HICHAEL FRAMES
HICHAEL HODONALD
HOTTON TURNER
BILLY JOEL
MHABI

WHAM! HUEY LEWIS & THE KOOL & THE GANG

WOMC/Detroit Barry Argenbrigh

DURELL COLEMAN
U840
U840
HOEY LEWIS & THE
RED SPEEDWAGON
HOTTEST:
HOTTEST:
KENNY LOGGINS
TINA TURNER
KOOL & THE GANG
DAVID FOSTER

#### PARALLEL ONE

SSKRCICIncinneti
Dave Mason
none
Bottest:
PAUL YOUNG
ROOL & THE GANG
ARETHA FRANKLIN
RUEY LEHIS & THE
TINA TURNER

none Sottest: AMY GRANT KENNY LOGGINS SURVIVOR HUEY LEWIS & THE DON HENLEY

STING Hottest: SILLY JOEL KENNY LOGGINS PAUL YOUNG KOOL & THE GANG MICHAEL FRANKS

WHITNEY HOUSTON Hottest: KENNY LOGGINS DEBARGE PAUL YOUNG HUEY LEWIS & THE KOOL & THE GANG

WMJNClevelend
Torcassonvers
WHITNEY HOUSTON
COMMODDRES
HOTTEST
HUEY LEWIS & THE
KOOL & THE GANG
TINA TURNER
DEBARGE
COREY MART

WMYX/MHWeukee Beth Fest HOMARD JONES Hottest: KOOL & THE GANG PAUL YOUNG BILLY JOEL BILLY JOEL BILLY OCEAN WHAM!

WEIAMI
WCCOMMinnaspoils
Worty Long
WCCOMMinnaspoils
Worty Long
WCCOMMINNA
WCC

PARALLEL

none Hottest: KOOL & THE GANG TINA TURNER ARETHA FRANKLIN BILLY JOEL BILLY OCEAN TWO WHBY/Appleton
St. John/Salm
PREDDIE JACKSON
CARRIE LUCAS
JIONNY MATHIS
JIONY BUPPETT
SLACK 712
LEE GREENMOOD
BOTCHER
KOOL 6 THE GANG
ROWNIE HILSAP
BILL NITHERS
OAR RIDGE BOYS
WHITNEY HOUSTON
WHANKA HOUSTON BILLY OCEAN KLSWKenses City Frostlaten MICHAEL FRANKS NATALIE COLE COMMODORES COMMODORES
UB40
AIR SUPPLY
BEACH BOYS
HOTTEST:
COEBARGE
DON HENLEY
KOOL & THE GANG
BILLY JOEL
TINA TURNER KUDL/Kansas City Dene Hallam DURELL COLEMAN

WHITNEY ROUSTON
WHAMA/Appleton-Oshi
BenneHicolline
BenneHicolline
RAGONA
A-RA
JOHN COUGAR
STING
MAURICE WHITE
HOLLEST:
BILLY JOEL
ROOL & THE GAMG
MUST HOLLEST
RO

KIOA/Des Moines,
Mike Judge
ERIC TAGG
MATT BIANCO
DURBLI COLEMAN
HUGH MASAKELA
HOCTORIS
EKOL 6 THE GANG
BILLY OCEAN
TINA TURNER
RONNIE NIJSAP
HISTREY HOUSTON

HOTTEST: TINA TURNER DEBARGE PAUL YOUNG BILLY JOEL WTRX/Fint Burke/Pearson JOHN PARR PHIL COLLINS NOTEEST KOOL & THE GANG BILLY JOEL BILLY CCEAN WHAM!

ARETEA PRANKLIN WLHT/Grand Rapids Ashford/Brown MADONNA HOTEST: ARETHA FRANKLIN HUEY LEWIS & THE HEART COREY HART PAUL YOUNG

node Hottest: ARETHA FRANKLIN PAUL YOUNG HUEY LEWIS & THE COREY HART BRUCE SPRINGSTEEN

WHB/Kansse City
Jeff Roberts
DAVID FOSTER
MHITHEY HOUSTON
HOTEST:
KOOL & THE GANG
BECK & STEWART
TINA TURNER
SURVIVOR
PAUL YOUNG

WFMK/Lensing
Miss Murphy
WHITMEY HOUSTON
HICKAEL MCDONALD
JOHN PARR
COULEY & CREME
PHIL COLLINS
AIR SUPPLY
KOOL & THE GANG
BILLY JOLE
TIMA TURNER
ARTHA FRANKIN
COREY BART

WMGN/Madison Vance/O'Neill GOOLEY & CREME ABC MADONNA HOTEOSE BILLY OCEAN HUEY LEWIS & THE TINA TURNER WEAM! WEAM!

WISN/Milwaukee
Mike EHIOH
CARRIE LUCAS
HUGH MASARELA
HATT BIANCO
ROOL 6 THE GANG
SILLY JOEL
HICHAEL PRANKS
RONNIE HILSAP
WHITNEY HOUSTON

WHNN/Saginaw
Carson/Martin
DURELL COLEMAN
BALACK TIE
TIM METSBERG
HUGH MASAKKLA
MATT BIANCO
HOTE HAS BANC
HOTE HAS BANC
TIAN TURNER
BILLY OCEAN
BILLY JOEL
WHAM!

KOIL/Omaha

Mesonishene
ANY GRAHT
ROLL & TRE GANG
ROLL & TRE
ROLL &

THREE

THREE
WARGHOOMINGON, IL
Stee Salowitz
Stee S

WMT-FMCcdar Repic Sellers/Green MATT BIANCO JIMMY BUFFETT TIM WEISBERG BLACK TIE BOLDEST FOOL & THE GANG ARETHA FRANKLIN BILLY JOEL BILLY JOEL BILLY JOEL BILLY JOEL TINA TURNER

Bobby Daniels
DURELL COLEMAN
JIMMY SUPPETT
HOTTEST:
ROOL & THE GANG
BILLY JOEL
BILLY JOEL
BILLY OCEAN
TINA TURNER
ARETHA PRANKLIN

RTYLTyler, TX
Brian Meloney
DEBARGE
JOHN WARTE
HALL & OATES
ABC
HUGH MASARELA
JOHN DENVER
DURELL COLEMAN
HORL AS ARELA
HORL MASARELA
ARETHA FRANKLIN
ROOL & THE GANG
TIMA TURNER
HUGH GANG
HUGH LEWIS & THE WXUS/Lafeyette WXUS/Lefeyette
Bob Vizze
HALL & CATES
FREDDIE JACKSON
DURELL COLEMAN
JULIAN LENNON
ERIC TAGG
HATT BIANCO
HOTESET:
KOOL & THE GANG
COREY HAAT
BILLY JOEL
BUEY LEWIS & TRE
BILLY OCEAN

KEEZ/Manksto, MN Sue LaFond none Hottest: KOOL & THE GANG COREY HART BILLY JOEL TINA TURNER BILLY OCEAN

WJON/SI. Cloud
Diem/Fine
JIMMY BUFFETT
BLACK TIE
HALL 6 OATES
TIM MEISBERG
MAURICE MRITE
HOOLES, TORGEN
EILLY OCEAN
BILLY JOEL
THAN TURNER
APETHA FRANKLIN

WBOW/Terre Haute Kewin Young LAURA BRANIGAN AMY GRANI JINMY BUFFETT HATT BIANCO BOTEST ROOL & THE GANG TINA TURNER BILLY OCEAN DEBARGE DON HENLEY

KIFM/San Diego has moved up to

R&R FRIDAY, AUGUST 23, 1985/75

### RADIO & RECORDS NATIONAL AIRPLAY

## **AOR TRACKS**

	THE THE PERSON	9855 3955	and the	100,40	7
Weeks Weeks Week 148 Reports		Total Reports/Adds	Power	Heavy	Med
- 14 3 <b>J. COUGAR MELLENCAMP/Lonely</b>	Ol' Night (Riva/P	PG) 442 "	, 0000		
The state of the s				+ 125	
15 7 4 1 HUEY LEWIS & THE NEWS/Back In Time	(Chryealie)	138-/3		+ 120	
1 1 2 4 DIRE STRAITS/Money For Nothing (WR)		130+/6		104	
DEBUT D. BOWIE & M. JAGGER/Dancing In The C	treet (EMI America)	113-/0		108	
" " / G MICHAEL MCDUNALD/NO Lankin' Back (Wife	3)			83	3
26 17 8 JUHN WAITE/Every Step Of The Way (FML)	America)	121 = /2			
11 10 6 8 GUDLEY & CHEME/Cry (Polydor/PG)	unoriou)	131 +/5			
13 11 10 9 MOTELS/Shame (Capitol)		130 - /2			-
14 13 12 TALKING HEADS/And She Was (Sire/WR)		119+/4 118=/2			
21  LOVERBOY/Lovin' Every Minute Of It (Column	bia)				
23 18 14 (E) CHEAP TRICK/Tonight It's You (Enic)	J.u.,	125+/1			
29 21 16 D HOOTERS/And We Danced (Columbia)		123-/0			64
27 22 18 TEARS FOR FEARS/Head Over Heels (Merci	rv/PG)	130+/1			.87
36 31 23 WE NIGHT HANGER/FOUR In The Morning (Came	(MACA)	111+/8			66
9 9 13 16 JOHN CAFFERTY & THE BEAVER/C-I-T-	Y (Scotti Bros /CBS)	113+/12		37+	
49 34 59 PINE STRAITS/ONE MOUD (MR)				51 -	
7 6 9 18 PHIL COLLINS/Don't Lose My Number (Atlan	tic)	102 + /15		40+	
22 20 19 19 Y&T/Summertime Girls (A&M)	,	74 - /1	20-	60 -	
8 8 11 20 R.E.M./Can't Get There From Here (IRS/MCA)		103-/1	6-	27-	00
50 39 29 AMRILLION/Kayleigh (Capitol)		89 - /0	11-	52 -	
25 24 22 22 NICK MASON & RICK FENN/Lie For A Lie (	Columbia)	113+/16		16+	
2 2 5 23 JOHN PARR/St. Flmo's Fire (Man In Motion)	(Atlantic)	110-/2	0-	16 –	
28 26 24 3 JEFF BECK/Gets Us All In The End (Enic)		71-/0	13-	<i>57</i> –	
12 15 20 25 MUTLEY CRUE/Smokin' In The Boys' Room /	-loktra)	101+/8	2+	18-	
38 32 31 W A/BURNING House Of Love (Flektra)	-ichia)	85 -/0	7=	34 –	-
4 5 15 27 PAT BENATAR/Invincible (Chrysalis)		100+/10	4+	16+	
41 35 32 23 COCK ROBIN/When Your Heart Is Weak (Colur	mhia)	67-/0	7-	44 –	
47 43 36 WH. MISTER/Broken Wings (RCA)	noia)	85 + /8	4 =	18+	
49 40 33 CO EDDIE & THE TIDE/One In A Million (Atco)		80+/15	2+	18+	
3 4 17 31 HUEY LEWIS & THE NEWS/Power Of Love (	Chrysalis)	92+/5	1 =	5=	
- 41 SAGA/What Do I Know? (Portrait/CBS)	city satis)	52-/0	17-	43-	8=
32 28 28 33 BRYAN ADAMS/Diana (Import)		92+/23	1 =	<b>5</b> –	<i>75</i> +
37 36 35 DIRE STRAITS/So Far Away (WB)		57-/3	4 –	27-	
46 <b>10 U2</b> /Bad (Island)		60 - /6	3+		34+
42 DIO/Rock 'N' Roll Children (WR)		68+/24	3-	15+	
21 23 30 37 BILLY JOEL/You're Only Human (Second Wind)	(Columbia)	79+/18		6+	
39 36 37 38 UD4U W/CHKISSIE HYNDE/I Got Voli Raho A/	irnin/A.R.M.	54-/1		<i>30</i> –	
10 19 26 39 BRYAN ADAMS/Summer Of '69 (A&M)	iigiii/Adiwi)	56-/2			38 –
49 W OUTFIELD/Say It Isn't So (Columbia)		40-/1			12-
30 29 34 41 TINA TURNER/We Don't Need Another Horo (Th	underdome) (Canito	67+/19	0=	6+	
COOL P COLLEGE ADAM S/UIE NIGHT LOVE Affair (AX.M)	randerdome) (Gapito				20 –
6 12 27 43 CUREY HART/Never Surrender (FMI America)		52 /43			33
- 57 52 WATT/You're In Love (Atlantic)		46 - /0 54 + /15			22-
56 48 45 45 URGENT/Running Back (Manhattan)			0 =	7+ .	
— 57 ₩ R.E.M./Driver 8 (IRS/MCA)		61-/6	0=	3	
- 53 48 TKATRINA & THE WAVES/Do You Want Crying	(Canitol)	51+/22			19+
19 30 39 48 <b>HEAMI/What About Love?</b> (Capitol)	· (oupitor)	57+/8		10+	
53 45 43 49 HEART/If Looks Could Kill (Capitol)		32 - /0		22 -	9-
58 50 HEART/Never (Capitol)		49 - /3		5= 2	
60 SD WHAT IS THIS/I'll Be Around (MCA)		43+/13		9- 3	
16 27 40 52 JEFF BECK & ROD STEWART/Pennie Get Road	ly (Enic)	53+/8		2= 4	
PUREIGNER/Down On Love (Atlantic)	-, (chio)	31-/0			9+
7 25 38 54 HATT/Lay It Down (Atlantic)		38 + /11		0+ 2	
- 54 51 55 AC/DC/Sink The Pink (Atlantic)		35 - /0			9
5 52 55 56 STING/Love Is The Seventh Wave (A&M)		40-/2		2+ 2	
EBUT ADVENTURES/Send My Heart (Chrysalis)		32-/1		4 + 1	
BRUCE SPRINGSTEEN/I'm Goin' Down (Columb	ia)	43+/3			0+
EBUT P S MICHAEL MCDONALD/Rad Times (W/R)	ia)	30 /25		7 2	
FBUT ROMANTICS/Test Of Time (Nemperor/CBS)				6 + 2	
		44 /44	0	1 3	

#### MOST ADDED

DAVID BOWIE & MICK JAGGER (133) Dancing In The Street (EMI America) ROMANTICS (44) Test Of Time (Nemperor/ BRYAN ADAMS (43) One Night Love Affair (A&M)
JON BUTCHER AXIS (32) Stop\*(Capitol)
BRUCE SPRINGSTEEN (25) I'm Goin' Down (Columbia)

#### HOTTEST

JOHN COUGAR MELLENCAMP (49) Lonely Ol' Night (Riva/PolyGram) STING (43) Fortress Around Your Heart (A&M) DIRE STRAITS (42) Money For Nothing (WB)
HUEY LEWIS & THE NEWS (28) PHIL COLLINS (20) Don't Lose My Number (Atlantic)

## BREAKERS

#### DAVID BOWIE & MICK JAGGER Dancing In The Street (EMI America)

90% of our reporters on it. 133/133 including adds at: WBCN, WBAB, WNEW, WMMR, KZEW, KSRR, WLUP, WXRT, KLOS, KMET, KGB. Debuts at #5 on the Tracks chart.

#### SAGA

#### What Do I Know? (Portrait/CBS)

62% of our reporters on it. 92/23 including adds at: WDVE, WKLS, WYNF, KRQR, KISS, WTUE, KEZO, KKDJ. Moves 41-32 on the Tracks

#### **EDDIE & THE TIDE** One In A Million (Atco)

61% of our reporters on it. 92/5 with adds at: Q107, WRXL, WSKS, WLAV, WBLM. Moves 33-30 on the Tracks chart.

#### **NEW & ACTIVE**

MICK LOWE & HIS COWBOY OUTFIT "I knew The Bride (When She Use To Rock N' Roll)" (Columbia) 38.22 (17.16).

Adds include WECN, WBAB DC 1011, KZEW, MULP; KBPI, KROO, 81X, WOBK, WACY, WRXL Heavy; Zinclude KVINE. Mediums 25 include WMMR, WXRT KBCO, KFOG, KTYO.

JON BUTCHER AXIS "Stop" (Captiol) 23.72 (0/0)

KZEW, WLVO, KZAP, KOME, WARA; WKOO, KISS, WAY, KATT, KMOD, KFMS, KOMP, KEZE.

APRIL WINE "Rock Myself To Sleep" (Captiol) 26.76 (19/19)

Adds: WRIEW MACA, KNON, KLAO, WWCT, KFMS, KKDJ.

WOPM, WPDH, WACX, KNON, KLAO, WWCT, KFMS, KKDJ.

ALB "Talsa In Min" (WBI 25.77 (18/5))

WOHM, WPDH, WAOX, KNON, KLAO, WYCT, KEMG, KKOJ.

AHA "Take On Me" (WB) 25/7 (18/5)

Adds CPOX, WOBK, WRDU, WRXL, WXLP, K97, WHMD, Powers: 1, Heavy: 6 KROO, WLIR, WKOO,

MROK, KROU, KCGL, Medium's 18 include KBOO, KPI, CPNY.

ERIC MARTIN "Information" (Capitol) 24/2 (23/9)

Adds: WRUE, KRMF, Meavy, O, Mediums: 18 include WBON, WYNF, KZAP, KOME, WHÉB, KLAO,
WYUE, KATT, KRMG, KILO, KKOJ.

STING "Russians" (A&M) 23/2 (22/2)

clude DC101, WLVQ, KFOG, WHCN. Mediums: 11 KZAM. Powers: 1. Heavy: 10 incl. WPYX, WKDF, WIOT, KKDJ, KOM

Include KINK, WPYX, WKDF, WIOT, KKDJ, KOMP

HALL & OATES leaturing KENDRICKS & RUFFIN "The Way You Do.../My Girl"

Adds include KPGG, WRIZ, WWWV, KOZZ, Heavy, 3 wDHA, WYSP, WCPZ, Mediums, 13

LOREY HART "Boy In The Box" (EMB America) 22/13 (9/5)

COREZ, KPJ, KRPK, KMPS, Mediums, 13 include WPJK, WDHA, WYSP, WPZ, KWHL

ABG. "Be Near Me" (Mercury/PolyGram) 21/9 (11/7)

ABG. "Be Near Me" (Mercury/PolyGram) 21/9 (11/7)

ABG. "Be Near Me" (Mercury/PolyGram) 21/9 (11/7)

KROU, Mediums 11 include WMMR, WNDR, WXRT, KBCO, WHE, Heavy: 3 KROO, WLR, KROU, Mediums 11 include WMMR, WNDR, WXRT, KBCO, WHES.

JOE LYNN TUMBER "Hearthess" (Telektral 21/2 (25/3))

KROU. Mediums: 11 include WMMR, WNOH, WXHI, KDOO, WITH JOE LYNN TURNER "Heartless" (Elektra) 21/2 (25/3)
JOE LYNN TURNER "Heartless" (Elektra) 21/2 (25/3)

GUADALCANAL DIARY "Trail Of Tears" (Elektra) 21/1 (26/1)
Adds: KRIX. Heavy: 1 WXRT. Mediums: 11 include KLOL, KBCO, 91X, WHFS, KLBJ, KLAO, WHMD,

TOM PETTY & THE HEARTBREAKERS "Spike" (MCA) 20/2 (23/3)
Adds: WNEW. WHMD. Heavy: 5 WMMR, KMET, WAAF, WIZN, KVRE. Mediums.
WYNF, 91X, KGB, WOUR, KILO, KOMP.

WYNE, 91X, KGB, WOUR, KILD, KOMP.

GAPY MYRIGK. "I Stand For Love" (Network/Getten) 18.6 (12/12)

Adds: WBCN, WHEB, KIAO, WTUE, KSPN, KROU, Heavy, I WIZN, Medium: 12 include KROO,

WEZX, WXNE, WALAY, KTVD.

EURYTHMICS: "There Must Be An Angel (Playing...)" (RCA) 18/6 (14/3)

Adds KAZY, WHEB, WAOY, KNDZ, WIZN, WHMO. Powers: 1, Heavy: 7 include WPLR, CHEZ, K97,

WCPZ, KZAM, KVRE. Mediums: 9 include WOEK, WBLM, WWWW, KIPB.

KATE BUSH "Running Up That Hill" (EMI America) 17/3 (15/14)
Adds: WOBK, KSPN, KCGL. Powers: 1. Heavy: 5 include WLIR, CFNY, WIZN. N
CHOM, KBCO, 91X, CFOX, WHFS, KLAQ.

GREGG ROLIE "Young Love" (Columbia) 16/5 (12/12)
Adds: WDVE, WRIE, WHIMD, KOZZ. Heavy: 1 KRQU. Mediums: 10 include KLOL, KZAP, KFOG,
KROR, KSPN, KFMF.

KRICH, KSPIN, RFIME. JULIAN LEMRON "Jesse" (Atlantic) 16/2 (17/1) Adds: WHEB, WROK: Heavy: 0. Mediums: 11 include WBCN, WQBK, WiZN, WBLM, WRUF, WCPZ, ARMOURY SHOW "Castles In Spain" (EMI America) 16/0 (18/3)

BRYAN FERRY "Don't Stop The Dance" (WB) 15/3 (16/2) Adds KFOG, W.IIR, WIZN. Powers 1. Heavy: 9 include WXRT, KBCO, KROO, KINK, CHEZ, KZAM, KVRE, Mediums 5 include KYVS, KAZY, WDH.

GEORGE THOROGOOD & THE DESTROYERS "Memphis" (EMI America) 15/2 (14/12)

(14):12. Adds: KEZO, KFMG. Heavy: 3 WBCN, WMMR, KYYS, KQRS. 91X, WAQX, KGGO. Medium: 11, WBCN, WMMR, KYYS, KQRS, 91X, WAQX, KGGO.

WMMR KYYS, KORS, 91X, WAQA, KGGU.

SIMON F "I Want You Back" (Chrysalls) 13/12 (1/1)

Adds include WH,Y, WHFS, CHEZ, WEZX, KLBJ, KILO, Heavy: 1 WLIR. Medium, 6 Include KRQU,

HELIX "The Kids Are All Shakin'" (Capitol) 13/4 (11/1) Adds: WBAB, CHOM, KNCN, KUFO, Heavy: 0. Mediums: 8 include KILO, KTYD. STING "Consider Me Gone" (A&M) 13/4 (9/3)

Adds: KBCO, WXKE, KZOK, KOZZ, Powers: 1, Heavy: 6 include WXRT, KTCZ, KFOG, KVRE, Mediums: 7 include WBAB, KNCN, WZEW.

MBUJUNIS. 7 INCIDURE MONDA, RANCH, WACEW.
OMD "So In Love" (Virgin/A&M) 12/2 (11/1)
Adds: KSPÑ, KZAM, Powers 3. Heavy. 4 WXRT, KROQ, WLIR. Mediums: 6 include WBON, WOBK,

PHIL COLLINS "We Said Hello Goodbye" (Import) 12/2 (10/0)
Adds: KBCO, WPDH, Heavy: 7 include WLUP, KYYS, WQBK, WAQX, Medi
WAPL, WXKE, KILO.

### RADIO & RECORDS NATIONAL AIRPLAY

## **AOR ALBUMS**

	_				The American State of the State	2.14			
Three Weeks	Two Week	_ Last	z rek	148 Reports	AUGUST 23, 1985	Total	lan.		
					7.00031 23, 1703	Reports/Adds	Power	Heavy	Medium
1	1	1	1 1	DIRE STRAITS/Brothers In Arms (WB)	"Monoy" (113) "O W III (100) "D				
١.	2 :	2 ;	2 2	STING/The Dream Of The Blue Turtles (A&M)	"Money" (113) "One World" (102) "So Far" (60)	145 + 0	49 -	127-	17+
	3 :	3	3 3	BACK TO THE FUTURE/Soundtrack (MCA)	"Fortress" (138) "Seventh" (32) "Russians" (23)	145 - /1			16-
			7 0	MICHAEL McDONALD/No Looking Back (WB)	"Back" (130) "Power" (52)	135 = /0			15=
			ă	TALKING HEADS/Little Creatures (Sire/WB)	"No Lookin' Back" (121) "Bad Times" (38)	128 + /3			39 -
	1	, ,	ĕ	JOHN WAITE/Mask Of Smiles (EMI America)	"And She Was" (118) "Road" (14) "Lady" (11)	122 = /2	17-		53 =
	5 13		Š	GODI EX & CDEME (The History Min Min Min (C)	"Every Step" (131)	132 + /5	14+		58 -
			Ö	GODLEY & CREME/The History Mix Volume 1 (Polydor/PG) MOTELS/Shock (Capitol)	"Cry" (130)	131 - /2	12+		61 –
	1 0	13		P. M. (Cables Proceedings)	"Shame" (119)	119+/4	16=		46 =
	9	8	•	R.E.M./FablesReconstruction (IRS/MCA)	"Can't Get There" (89) "Driver 8" (51)	106-/2	16-		40 -
24	19	18	9	HOOTERS/Nervous Night (Columbia)	"And We Danced" (130)	133+/11	6-		87+
	18	17	W	CHEAP TRICK/Standing On The Edge (Epic)	"Tonight It's You" (123)	124-/0	7+		
6		12	12	TEARS FOR FEARS/Songs From The Big Chair (Mercury/PG)	"Head" (11) "Shout" (18)	115-/3	6-		65 –
	8	10	13	JEFF BECK/Flash (Epic)	"Gets Us All" (101) "People" (31)	123-/5	6-		66 -
9	10	15	14	HEART/Heart (Capitol)	"Looks" (49) "Never" (43) "Love" (32)	103-/5	_		89+
18	20	19	Œ	NIGHT RANGER/7 Wishes (Camel/MCA)	"Four" (113)	114+/8	7-		58 –
7	5	5	16	PHIL COLLINS/No Jacket Required (Atlantic)	"Don't Lose" (74)		4-		<b>72</b> +
12	11	11	17	JOHN CAFFERTY & THE BEAVER /Tough All Over (Scotti Bros / CBS)	"C-I-T-Y" (103)	79-/1	21 -	62 –	
14	14	18	18	MUILEY CHUE/Theatre Of Pain (Flektra)	"Smokin" (85) "Home" (10)	104 – /3	12 –	51 -	
13	16	22	Œ	BRYAN ADAMS/Reckless (A&M)	"One Night" (52) "Summer" (40)	94 – /1	7=	37-	
23	22	20	20	Y&T/Open Fire (A&M)	"Summertime Girls" (103)	80+/18	10 –	38 -	
4	4	4	21	ST. ELMO'S FIRE/Soundtrack (Atlantic)	"St. Elmos" (71) "Shake Down" (12)	103-/1	6-	27-	
-	35	26	22	MARILLION/Misplaced Childhood (Capitol)	"Kayleigh" (113)	73-/0		<i>57</i> –	
_	24	21	23	NICK MASON & RICK FENN/Profile (Columbia)	"Lie For A Lie" (110)	113+/16	4+	16+	
31	29	27	3	X/Ain't Love Grand (Elektra)	"Burning House" (100)	110-/2	0 –	16-	
_	34	28	<b>æ</b>	EDDIE & THE TIDE/Go Out And Get It (Atco)	"One In A Million" (92)	100+/10	4+	17+	
21	25	32	20	U2/Wide Awake In America (Island)	"Bad" (68) "Three Sunrises" (13)	94 + /4	3+		80+
34	30	29	❷ _	COCK ROBIN/Cock Robin (Columbia)	"Heart" (85)	76+/18		21+	
38	36	34	20	MR. MISTER/Welcome to The Real World (RCA)	"Broken Wings" (80)	86+/8		18+	
15	21	25	29	RATT/Invasion Of Your Privacy (Atlantic)	"You're In Love" (54) "Lay It Down" (35)	81+/15		18+	
19	23	24	30	BILLY JOEL/Greatest Hits (Columbia)	"You're Only Human" (54)	77-/8		14-	
8	12	23	31	COREY HART/Boy In The Box (EMI America)	"Never Surrender" (46) "Boy" (22)	60 -/1		31 –	
_	-	36	€	DIO/Sacred Heart (WB)	"Children" (79)	61 -/3		<b>24</b> –	
32	31	35	<b>©</b>	UDAU/Little Daggariuurin (Virgin/A&M)	"I Got You Babe" (56)	79+/18	0=	6+	
DEBL	JT ]	•	3	OUTFIELD/Play Deep (Columbia)	"Say It Isn't So" (67)	57-/2		17+	
27	27	30	35	MAD MAX BEYOND THUNDERDOME/Soundtrack (Capitol)	"We Don't Need" (49)	67+/19	<b>0</b> =	6+	
25	28 3	31	36	SUPERTRAMP/Brother Where You Bound (A&M)	"Brother" (28) "Better Days" (26)	51 – /2		<b>28</b> –     .	
Plant.	- :	88	3 <b>7</b> ∣	(ATRINA & THE WAVES/Katrina & The Waves (Capitol)	"Do You Want" (57)	47-/1		14	
DEBO		▶ 6	339 I	BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	"I'm Goin' Down" (30)	57+/7		10+	
20 2	26 3	3	39 F	ROBERT PLANT/Shaken 'N' Stirred (Es Paranza/Atlantic)	"Sixes And Sevens" (22) "Too Loud" (19)	43+/25		12+ 3	
	- 3	9 4	40 L		"Running Back" (61)	45-/0		17- 2	
-	_	_			Harring Dack (01)	61 – /6	0=	3- 4	17=

## **BREAKERS**.

No records qualified for

AOR Album Breaker status this week.

CHARTS — Records showing significant upward momentum are bulleted. Heavy rotation figure is the sum of a record's power and heavy reports. A record's amount of light reports can be determined by subtracting its heavy and medium reports from its total reports. Symbols represent more (+), fewer (-), or equal (=) reports compared to last week. On the album chart, current singles are **bolded**, and the number of stations playing each of an album's most-reported tracks is listed in parentheses.

BREAKERS — A record is a Breaker the first week it's reported by at least 60% of our AOR reporters. Total reports/adds listed; e.g., 100/50 means 100 reports and 50 adds.

## **GARY MYRICK**



Featuring

"When Angels Kiss" and "Stand For Love" Watch For "When Angels Kiss" Video On MTV!



"STAND FOR LOVE"



**AOR NEW & ACTIVE** 



## **HIBERNETICS**

by Jhan Hiber **Radio Ratings** and Research

Here's what you get in simple, easy to read and useable form.

Radio Research Overview

a history of research

A Guide to

Focus On Focus Groups - Definition, use, do-it-yourself

Telephone Studies

strengths/weaknesses, do's and don'ts

Chapter 4

Other Market Research Techniques

- Mail, in-person, when/how to

A Look Inside Arbitron

Intro and production

The Almighty Diary

evolution, longevity, history

**Diary Analysis** 

- how to get the other 75% of information

Chapter 8
Quarterly Measurement

how to succeed, history and problems

**Birch Radio** 

 background, methodology, comparison with ARB Chapter 10

Sales Research - a key to better revenues

Sales Breakouts

computer options, types of breakouts

Order vour	CODY DOW	and take	advantage	-5	th:
	copy now	and take	auvantage	OI I	ulis
SPECIAL P	PRF.D/IRI	ICATION	OFFED.		

NAME		
STATION/AFFILIATION		
CITY		
MASTERCARD #		
INTERBANK #		-
EXPIRATION DATE	/ F	MP
VISA #	(1)	M
EXPIRATION DATE	B	OOKS

HIBERNETICS © RER BOOKS 1984 1930 CENTURY PARK WEST LOS ANGELES, CA 90067

### **AOR ALBUMS**

#### MOST ADDED

BRUCE SPRINGSTEEN (25) Born In The U.S.A. (Columbia) OUTFIELD (19) Play Deep (Columbia) BRYAN ADAMS (18) Reckless (A&M) DIO (18) Sacred Heart (WB) 112 (18)

Wide Awake In America (Island)

#### HOTTEST

DIRE STRAITS (49) Brothers In Arms (WB) STING (47) The Dream Of The Blue Turtles (A&M) BACK TO THE FUTURE (43) Soundtrack (MCA) PHIL COLLINS (21) No Jacket Required (Atlantic)

#### **NEW & ACTIVE**

WHAT IS THIS/ What Is This (MCA) 56/9 (48/7)

Adds KZEW, WLLZ, 91X, WPDH, WAAF, KLBJ, KKCI, KLPX. Heavy: 2 KSPN, KTYD. Mediums: 41 Include WHJY, KSRR, WLUP, KYYS, WQFM,

ADVENTURES/ The Adventures (Chrysalis) 45/2 (44/7)

Adds: WXKE, WHMD. Heavy: 6 KBCO, 91X, WLIR, CHEZ. Mediums: 31 include WHUY, KZEW, KSRR, WSHE, WOFM, KOME, WTUE, KILO. FOREIGNER/ Agent Provocateur (Atlantic) 38/11 (29/11)

Adds: KDKB, WROK, WXLP, KMOD, WIZN, KFMO, Powers: 1. Heavy, 10 including WNOR, WLUP, KBPI, WZZO, WCMF, WAOX. KRIX, WSKS. Medium: 26 including WBCN, WNEW, WMMR, WLVQ, KGB, WAAF, WRXL, WAPL.

GARY MYRICK/ Stand For Love (Network/ Geffen) 31/ 19 (21/21)
Adds include WBCN, WGBK, WHFS, WHEB, KLAQ, WTUE. Heavy: 2 WLIR, WZN, Mediums: 22 include WHJY, KZEW, WGFM, KBCO, KROQ, WEZX, KOZZ, KTYD

FRIGHT NIGHT/ Soundtrack (Private I/ CBS) 28/9 (20/19)

ds: WRIF, KBCO, WDHA, CHEZ, KRIX, WXLP, KILO, KUFO, KTYD. Heavy: 0. Mediums: 23 include WBCN, WNOR, WQFM, WAQY, WAQX, KNON, WWCK, WWCT, KKDJ

PAUL YOUNG/ The Secret Of Association (Columbia) 26/5 (22/1)

Adds: WZZO, WIMZ, WXKE, KILO, KFMF. Powers: 1. Heavy: 8 include WMMR, WXRT, WLIR, CHEZ, KZAM. Mediums: 14 include WBCN. WDVE, WNOR, KBCO, KMET, KMJX

A-HA/ Hunting High And Low (WB) 25/7 (18/5)

Adds: CFOX, WOBK, WRCU, WRXL, WXLP, K97, WHMD Powers: 1. Heavy: 6 KROQ, WLIR, WKQQ, WRQK, KRQU, KCGL. Mediums: 18 include KBCO, KBPI, WHFS, WPDH, WAQY, WTKX.

GUADALCANAL DIARY/ Walking in The Shadow Of The Big Man (Elektra) 22/1 (27/1) Adds: KRIX. Heavy: 2. KZEW, WXRT. Mediums: 11 include KLOL, KBCO, 91X, WHFS, KLBJ, KLAO, KTYD, KVRE.

HELIX/Long Way To Heaven (Capitol) 21/4 (20/0)

Adds: WBAB, CHOM, KNCN, KUFO. Heavy: 3 Q107, KSRR KISW. Mediums: 13 include WBCN, WHJY, KLOS, KGB, KISS, KILO, KTYD.

HEAVENLY KID/ Soundtack (Elektra) 21/2 (25/3)

Adds: KEZE, WHMD. Heavy: 1 WLLZ. Mediums: 14 include KSRR, WYNF, KQRS, WAAF, KNCN, KLAQ, WKQQ, WRUF

ARMOURY SHOW/ Waiting For The Floods (EMI America) 18/1 (19/3) ds: CHEZ, Heavy: 2 WLIR, KRQU. Mediums: 11 include WNOR, WXRT, WQFM, KBCO, KRQQ, 91X, WHFS.

OMD/ Crush (Virgin/ A&M) 16/3 (17/1)

Adds: KBCO, KSPN, KZAM. Powers: 3. Heavy: 7 include WXRT, KTCZ, KROQ, WLIR, KRQU. Mediums: 6 include WBCN, WQBK, WHFS,

IDLE EYES/Idle Eyes (Mirage/Atco) 14/1 (13/1)

Adds: WBAB, Heavy: 2 WLIR, KROU, Mediums: 10 include CHOM, KBCO, 91X, KGB, K97, KTYD. BLUE NILE/ A Walk Across The Rooftops (A&M) 13/4 (9/2)

Adds: 91X, WHCN, WIZN, KROU. Heavy: 1 WLIR. Mediums: 8 include WXRT, KBCO, WHFS, KSPN, KCGL.

CELLARFUL OF NOISE/ Cellarful Of Noise (CBS Associated) 12/1 (12/2)

Adds: KNCN. Heavy: 1. KRQU. Mediums: 9 include WLVQ, KYYS, WQBK, WDHA, WPLR, KSPN

DON HENLEY/ Building The Perfect Beast (Geffen) 11/4 (6/0) Adds include WLLZ, WIMZ, WXLP. Heavy: 1 WZZO. Mediums: 10 include WBCN, KSHE, KLOS, WCMF, WAAF, KGGO.

HYTS/ Looking From The Outside (Gold Mtn./ A&M) 11/2 (9/2)

Adds: WRUF, KZOQ. Heavy: 0. Mediums; 5 KLOL, KOME, KFMG, KRKE, KUFO.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/adds; e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.) Checked records are among the week's most added New & Actives

MOST ADDS — This week's most added records.

HOTTEST - This week's records receiving the most power reports

Ca residents add 61/2% sales tax.

PLAYLISTS — An artist's name is listed once per playlist in the highest rotation that any of an alhum's tracks are reported. For example, if tracks from the same album are reported in both heavy and medium, the artist will appear in heavy.

Records being played in power are included in a station's heavy rotation. Of a station's lights, only those added this week - its light adds - are printed.

Symbols: 'a' - Record is newly reported or additional tracks have been

(B) — A single's B-side. (M); (L) — Other tracks from that album are in those rotations

(medium or light). An artist's name the listed rotation

current report was not received. and last week's rotations were included in the data base.

PARALLELS - Stations arranged by market size, according to Ar-bitron's MSA population figures.

Parallel One: 1,000,000+ Parallel Two: 200,000-1,000,000 Parallel Three: under 200,000. Stations at a significant ratings disadvantage to their in-format competitor(s) are assigned a lower para-

#### EAST

CHOM-FM/Monto (514) 935-2425 PD: ROB BRAIDE ND: BENOIT DUFRE:

## PARALLEL

ONE

(301) 889-0098 PD: CBUCK DUCOTS MD: CHRIS BMRY DE CHES DRAFT

ENTY
MON NAS

TICHAEL PEDONALD

JOSE COGGA MELIN

MICHAEL PEDONALD

JOSE COGGA MELIN

MATCHER PEDONALD

ANTICHAEL

MATCHER FOR BALT

MATCHER FOR BALT

MATCHER FOR BALT

MATCHER FOR BALT

JEF BEC

TARBAE FOR FEARS

TRABE TO PEARS

TRABE TO

CHEAP TRICK
HIGHT RANGER
MASON & PÉNN
R.E.M.
HOOTERS
LOVERBOY
JOHN CAFFERTY
JOHN CAFFERTY
JOHN MAITE
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RATT
DIO

WRCN/Ros WBCN/Boston (617) 266-1111 PD: OEDIPUS ASST. PD: BOB KRA

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WNEW-FM/New York (212) 986-7000 PD: CHARLIZ KENDALL MD: AMY GROSSER Heavy DIRE STRAITS HOOTERS CHEAP TRICK

TALEING READS (L)

A.F. N. (L)

B.F. N. (L)

Y
FOREIGNER

BRALL & OATE:
Light
A RATRIMA & MAVES
TON PETTY
A AC/DC

WDVE/Pittsburgh

(412) 562-5959 PD: GREG GILLISPIE MD: MERSCHEL

POI GAN ELACOT:

TRAFT

TRAFT WMMR/Philade (215) 561-0933 PD: TED UTE HD: ERIN RILEY

AC/DC

BONANTICS

JON BUTCHER

SIMON P

JOE HALSH

Light

YNGWIE HALMS

Q107/Toronto (416) 967-3445 PD: GARY SLAIGHT HD: JOHN DERRINGER

BANDY

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DC101/Washington DC

(202) 828-9932 PO LOUIS BANKS (RP)

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BAYEN ADMIS (RP)

JOHN COURSE HE STANTS (RP)

HICKARL, HICKARLS, a AMA' a HALL & OATES a NICK LOWE a FATE BUSE

WBAB/Long Island (516) 587-1023 PD: BOB BUCHMANN ND: RALPH TORTORS

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WHJY/Pro (401) 438-6110 PD: LAN GRACE MD: JEFF RICCIO PO: IAM GANA:

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OCOLEY & CREME
COCK HOBIN
JOHN CAFFERTY
MASON & FENN
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HAN HISTER
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OUTFIELD
BELLE
B

PARALLEL TWO WPYX/Albany, NY (518) 785-9061 PD: AND! TURCO

Beery DIRE STRAITS (M)

MICHAEL MCDONALD X
LOVERBOY EART
KOORER PLANT
SAGA.
MASON & PENN
HELLY
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HASON & PIRE
GARY MYRICK
OUTFIFLD
HOOTERS
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JOSE LANGUARME
JOS WKLC/Charleston,

WQBK-FM/Albany,

(518) 462-5555

PD: JOHN COOPER MD: PEGGY APPLE

PRINCE OF PUTURE DIESE D

WZZO/AU

(215) 694-0511 PD: GENE ROMANO ND: RICE STRAUSS

PRO CRAS - MONOS - PROPERTY - PRO

WHFS/Annapolls (301) 263-1430 PD: DAVID EINSTEIN MD: BOB SHOWACKE

MD: 808 SMOMAC

Beavy
DIRE STRAITS
R.E.M.
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TALKING HEADS
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GOOLEY I CREME
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DROG UM

(304) 722-3308

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WDHA/Dover, NJ (201) 328-1055 GM: BOB LINDER PD: MARK CHERNOFF PD: MARK CHEMOOFF

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STRICE (M)
STRICE ( CHEZ-FM/Ottawa (613) 563-1919 PD: STEVE COLMILL MD: GREG TORRINGTO

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WYSP/Philadelphia (215) 668-9460 PDI ANDY BLOOM ASST. PDI HIKE WOLF

WHCN/Hartford (203) 247-1060 PD: DANIEL F. HAYO ASST. PD: BOS BITTENS

ASST. PDI BOG
BRAY
STING
STING ASST. PD. MIRE MOI
NEWLY
MITHALICA
ROBERT PLANT
FIRM
BRYAN ADAMS
SRYAN ADAMS
CIMP)
SEFF BECK
JOE MALSH
HOTLEY CRUE [M]
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WHEB-FM/P

(603) 436-7300 PD: JIM RISING MD: CHRIS GARRETS THE TAIL STATE OF THE TAIL STA

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MOMANTICS

MOMER & JAGGER

MICH LOWE

MATT

DIO

COOLEY & CREME

TALKING HEADS

Light

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OUTFIELD

(416) 453-7452 ON: DAVID MARSDER ASST. PD: DON BERNS

ASST. PD. DON
REATY
RATE BUSE
JOHN FOXX
ARROW
POX ARROW
R.E.M.
USAUF
R.E.M.
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WAQY/Springfield,

(413) 525-4141

(914) 471-1500 PD: STEW SCHANTE ND: PAH BROOKS PO) STRE GLOWTE

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WCMF/Rocheste (716) 262-4330 ABC MOMANTICS MOMANTICS JON BUTCHER AKIS NICE LOWE BRYAN ADAMS RATT PD: JOHN LARSON ASST. PD: DAVE SST. POI DAVE EAM

BRAND
PETL COLLING
PORETONE
JOHN MAITE
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JOHN COUGAR MELLEN
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WAOX/Syracuse (315) 472-0200 PD: 80 LBUINS ASST. PD: 8MY DAHLHAM DAHLMAN BEAYF DIRE STRAITS BRYAN ADAMS BRYAN ADAMS (IMP) BENNY MARDONES FOREIGNER PHIL COLLINS
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ERIC CLAPTON
KATAJNA 1 MAVES
HEART
FIRM
MOTELS
TALKING HEADS
HOOTERS
HAD NAX
COREY HART
Light WEZX/Scranton (717) 961-1842 PD: DAVE LONDON HD: JAY DANIELS JEFF BECK TEARS FOR FEARS BOB DYLAN UB40 GEORGE THOROGOOD GOOLEY & CREME MARILLION PRI UNA GAPERS
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PRIL COLLING
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(802) 877-6800 PD: SOGER HAYER ND: ARTY LAVIGNE

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TO POTE THAT WAAF/Worcester Boston (617) 752-5611 PD: CYMDE SLATER MD: RUSS MOTTLA Beavy DIRÉ STRAITS (M) BACK TO THE PUTURE JOHN COUGAR MELLE DIRE STRAITS (A) SACE TO THE FUTU JOHN COUGAR MELL YET JOHN CAFFERTY ST. ELMO'S FIRE STING PHIL COLLINS NIGHT RANGER R.E.M. MOTLEY CRUE TON PETTY Hedium TOM PETTY
MOSIUM
RATHINA 6 WAVES
HEART
REART
REA MA. HISTER
CHEMP TRICK
CHEMP TRICK
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CHEMP RECENT
ADVENTURES
HEART
EDDIE D. THE TIDE
RAY DAVIES
RAY DAVIES
NOW DO SOCK
JULIAN LEMBON
ERIC MARTIN
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AC/DC
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HEAVENLY KID
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Light
HHAT IS THIS ANCENT CELLARPUL OF NOISE Light

A SIGN NILE

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A MOMENTICS

A DRYNN PERRY

RALLE OATES

WCCC-FM/Hartford (203) 233-4426 PD: DAVID GROSSHAN ASST. PD: GEENN STEWART Heavy
DIRE STRAITS |
STIMM
UP
DIRE STRAITS |
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BACK TO THE FUTURE
TALKING HEADS
DILLY JOEL
TEARS FOR FEARS
BRYAM ADAMS
R.E.M.
MOTELS

/GIR-FM/Manchest 103) 625-6915 PD: ROB COX RD: KAREN ANDERSEN AD: KAKEN NONCHARMAN SHAPP SHAPP SHAPP STRAITS (M) COREY RAFT STIME SHAPP SHAPP SHAPP TRICK HEAP TRICK HAMBER ROBERT PLANT ROBERT PLANT

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R&R FRIDAY, AUGUST 23, 1985/79

#### EAST (continued)

TALLING REACS

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WRKI/Danbury (203) 579-9995

(201) STP-9995

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MICHAEL MCDOMALD
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MAD MAX
MAD MAN
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## WWTR/Ocean City (301) 289-4545 PD: RICHARD REMSHUS

TALEND RECEDURE

BATTY
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JOHN CARPETT

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STREET

S DE PARTICE BRYAN ADAMS (IMP) MARILION B RIX BILLY JOEL RATRINA & MAVES COCK ROBIN X NOTE MUSIC ROBERT PLANT US40 MR. MISTER TEARS FOR FEARS BRUCE SPRINGSTEEN A ABC A DIO Light

#### WBLM/Portland, ME (207) 783-2065

### SOUTH

PARALLEL ONE

MARILLION DIO

DIO
a MOTLEY CRUE
a BEART
a BRYAN ADAMS
a SAGA
4 U2
Light

KZEW/Delle

(214) 748-9898 PD: ROR BARNETT ASST. PD: CINDY BALLE

Beavy
BONTE & JAGGER
GODLEY & CREME
TALERINE NEADS
HOOTERS
JOHN COUGAR MEL
R.E.M.
MEIL YOUNG
HOTELS
HASON & FEHN
TEARS FOR FEARS
CHEAP TRICE

WKLS-FM/Atlanta (404) 325-0960 PD: BILL WISE MD: BOB BAILEY PO SIL.

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BRAFFANTE MANAGE INFO

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KLOL/Houston (713) 528-6855

PD: JOE DENTON

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KSRR/Houston (713) 797-0097 PD: ANDY BEAUDIEN ASST. PD: HICHAEL STRVENS

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ADVENTURE
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JOHN CAFFERY
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OUTFIELD

WSHEMMarel
(305) 581-1800
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RATRINA & WAVES
COCK ROBIN
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\$ LOVERBOY
\$ BOMANTICS
\$ JEFF BECK
WIGHT RANGER
Light
& VIKTIM

WNOR-FM/Norfolk (804) 623-9667 OM: BON REEGER HD: DAVID HILLARY

PARTY SAFETY SAF

WYNF/Tampa (813) 228-6090 PD: MARK ZINTEL HD: RON DIAZ

MD: RON DIAZ

Beary

DIRE STANTE

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BACK TO THE PUTUR AC/DC ERIC MARTIN PHIL COLLINS DIO DIO RATT BRYAN ADAMS OUTFIELD U2 BOWIE & JAGGER SAGA JON BUTCHER AXIS BOOTERS

(512) 474-6543 PD: CLARE RYAN MD: JEFF CARROL ADJ. SEPT ADMINISTRATION OF THE SEPTIME OF THE SEPT

KNCN/Corpus Christi (512) 289-1000 PD: BOS PAZIO ASST. PD: BONNIE. STACEY

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TO THE PUTTING AND THE PUTTING AND TO THE PUTTING AND TO THE PUTTING AND THE P KLAQ/EI Paso (915) 544-8864 PD: ARIN MICHAEL: MD: PEPE LOPES 

CHEAP TRICK HOOTKES DIO US40 SAGA HORLD'S MORST RECO APRIL MINE GUADALCANAL DIARY

WQMF/Louisville (502) 589-4400 PD: DURE HEYER HD: BILL MAY

SYAN ADAMS
DEVAN ADAMS
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ST. ELACYS FIRE
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RAPT (P)
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MARILLION
ADVENTURES
ERIC MARTIN
VICTORY
Light
JON BUTCHER AXIS
OUTFIELD
BOMIE & JAGGER
ROMANTICS
GARY MYRICE

WIMZ-FM/Knoxville (615) 525-6000 PO: SERRY LAMBERT HD: HIRE CAPPS

701 RESET OFFICE AND THE PROPERTY OF THE PROPE KRIX/McAllen-Brownsville (512) 350-9999 PD: MICHAEL T. MD: ACE PALADI POJ RICHARD IN THE POTTURE OF THE PO Medium

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MARILLION
SAGA
TEARS FOR PEARS
DIRE STRAITS
EDDIE & THE TIDE
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& SOMANTICS
APPEL NINE
GUADALCANAL DIARY

WKQQ/Lexington (606) 252-6694 PD: DAVE KRUSENKLAUS ND: ROB ELLIS

KMJX/Little Rock

(501) 470-0123 PD: TOH MOOD HD: TOWNY SMITH

THE WALTER COMMAND TO THE WALTER COMMAND TO THE WALTER COMMAND THE WAL WTK X/Pense (904) 438-7543 PD: MARK DAGMELL 19014 ASP-CHAI
TO JAMES GOOGHLE
TO JAMES GOOGHLE
TO JAMES ASP-CHAI

MOE MOE MALTON

Beavy
DIRE STRAITS (M)
EXECUTAR PRANKLIN
BILLY JOKE
CORRY HART
HICHARL MCDONALÓ
MOTELS JAGGER
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BOWARD JONES
TALKING HEADS
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TAD BAR PREDMAGON
UNAU PREDMAGON
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WRXL/Richmond (804) 282-9731 PD: TOH EVANS HD: PAUL SHUGRUE Reavy
JOHN COUGAR MELLE
BOMIE & JACOLE
JOHN CAPPERTY
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MARILLION
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TEARS FOR FEARS
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WQFM/Milwauk (414) 276-2040 PD: JERRY GAVIN MD: DANA BROWN

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MIDWEST (continued)

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(314) 842-1111 PD: RICK BALIS ASST. PD: AL HOPER

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WTUE/Dayton (513) 224-1501 PD: TOM CARROLL MD: JOHN BEAULIBU

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KGGO/Des Moines (515) 265-6181 PD: PAUL PREDRICES MD: JACK EMERSON

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WIBA-FM/Madise (608) 274-5450 PD: JACK HITCHELL HD: CHRISTA LANE

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Rapida (616) 456-5461 PD: DAVE LANGE HD: ARIS HAMPERS

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KATT-FM/Oklahoma

PD: PAT WELSH

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WIOT/Toledo (419) 248-3377 PO: MICHAEL BUGHES ND: RICK VAN GIL

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KMOD/Tulsa (918) 664-2810 PD: CHARLIE WEST MD: JIH JONES

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WXLP/Davenport (319) 326-2541 CM: GABE BAPTISTE ASST. PD: TERRY DUGAN

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WKLT/Kalkaska (616) 258-2800 PD: CHUCK POET ASST, PD: TERRI RAY Heavy DIRE STRAITS (M)

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EDDIE & THE TIDE
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ASST. PD: JOHN HD: LYNN WELLS

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KINK/Portland, OR (503) 226-5080 PD: CARL MIDING

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KDKB/Phoenix (602) 897-9300 PD: WARREN WILLII HD: NICK SOMMERS

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KZAP/Sacramento (916) 925-3700 PD: TOH CALE HD: BILL PRESCOTT

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91X/San Diego (619) 291-9191 PD: HAD MAX MD: STEVE MEST

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KGB/San Diego (619) 292-1360 PDI LARRY BRUCE ASST. PDI TED EDMARD POLICION ALVERS

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KSJO/San

JOHN COUGH MANDERS OF THE STREET OF THE STRE K/SW/Seattle (206) 285-7625 PD: BEAU PHILLIPS HD: STEVE SLATON Heavy HOOTERS BRYAN ADAMS (IMP) SCORPIDMS BACK TO THE FUTURE HELIX CHEAP TRICK STING IM, WORLD'S MORST RECO BROCE SPRINGTEEN X

MORJUTO MODES ON MORSE OF MORS KOME/San Jose (408) 246-6811 (408) 246-6811

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KLOS/Los Angeles (213) 557-7250 PD: TIM KELLY ASST. PD: KURT KELLY ANTE PAR SELECT
ANTE PAR SELEC

KROQ-FM/Los Angel (213) 578-0830 PD: RICK CARROLL HD: LARRY GROVES TEARS FOR FEARS

KGON/Portland, OR (503) 655-9181 (503) 655-9181

Beary
NEART
PRIL COLLINS
DIRE STRAITS (M)
TEARS POR FEARS
COREY HART
BACK TO THE PUTURE
BRYAN ADAMS (M)
PAT SENATAR
JOHN COUGAR MELLIN

Medium STIMG CHEAP TRICK JOHN CAFFERTY GOOLEY & CREME & BOMIE & JAGGER JOHNNY & DISTR MICHAEL MCDONA & JOHN MAITE & LOVERBOY

KRQR/San Francisco (415) 765-4045 PD: CHRIS MILLER MD: JOHN HCRAZ Heavy DIRE STRAITS STING JOHN COUGAR MELL MOTELS JOHN MAITE NIGHT RANGER EDDIE & THE TIDE TALKING HEADS Medium JEFF BECK X

CFOXIVA

(604) 684-7221

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KFMG/ Albuquera (505) 265-8811

PD: TOW MARSHALL MD: MICHAEL DAVIS

PD: DON SHAPER ND: KAREN HEMRO

THEY COLD THE STATE OF THE STAT KILO/Colorado Springs (303) 634-4896 PD: RICH HAWK HD: ALAN WHITE

PO SECS MAND STATES AND STATES AN KMET/Los Angele (213) 464-5638 PD: RICH PIOMBINO MD: PAM EDWARDS

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KPO!/Ho (808) 524-7100 PD: BILL HINS MD: ANDY PRESTON Beaty DIRE STRAITS MAD MAX BACK TO THE FUT BRYAN ADAMS STIME JOHN COUGAR MEL a U2 a CHEECH & CHONG a BOWIE & JAGGER Light PARALLEL

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JOHN TWO (505) 785-5400 PD: FRANK JAKON HD: STEVE LARAMEE NO. STEVE LADONS.

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KOMP/Las Vegas (702) 876-1460 PD: SCOTT JAMESON ASST. PD: BIG MART

Heavy DIRE STRAITS (M) MOTELS DIRE STRAITS (M)
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(801) 262-5541 PD: RANDY ROSE HD: JOHN PLORENCE

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KKDJ/Fresno (209) 226-5991 PD: DON FISCHER HD: JEFF RIEDEL

TRAY
TIME OF THE PROPERTY OF T KEZX/Seattle (206) 633-5590 PD: PEYTON MAYS MD: NANCY LOW MD: MANCY COM

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KLPX/Tucson (602) 622-6711 PD: BRYAN MILLER MD: JOHN BUTCHING NO. JUMN BUTCHINSO
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MICHAEL MCDONALD
GOOLEY & CREME
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MOTELS
BACK TO THE FUTURE
JOHN COUCAR MELLEN
JOHN MAITE
BONIE & JAGGER
Medium
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R.E. H.E. THE KEZE/Spokane (509) 448-1000 PD: JONAN CUMM HD: HIKE JONES

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A.E.M.
DIRE STRAITS
A HEART
HOST RANGER
MASON A FENN
COTFIELD
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AC/DC
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K97/Edm

(403) 428-8597 PD: NEIL EDMARD MD: TED RENNEDY

DIRE STRAITS TEARS FOR FEARS STING (L)

MD: MIKE JONES

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KSPN/As (303) 920-1912 PD: GARY MRIPPLE MD: TOM CARRY

PARTY MANDS
THAT THE TOTAL TO T KZOK/Seattle (206) 281-5600 OM: PHIL STRIDER MD: LARRY SHARP

> KZOQ/Missoula (406) 728-5000 PD: VERN ARGO (400) / co-sum
>
> \*\*\*TANA AND
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> \*\* KOZZ/Reno (702) 329-9261 PD: DANIEL COOR BBL DMAKETE NOW.
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SAGA X JEFF BECK DIO Light DUTFIELD MICK LOWE & ABC A BOX A ROMANTICS A SIMON F A JOH BUTCHER AXIS B HYTS A BRUCE SPRINGSTEE

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HALL 4 OATES

a YNGMIE MALMSTEEN

KMBY/Salinas KFMF/Chice Monterey (916) 343-8461 PD: RON MOCOWAR (408) 394-9000 (916) 34-49-401

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207 NON M PD: MARK RAUPHANN MD: JANICE TAYLOR Heavy DIRE STRAITS STIME TALRING HEADS BACK TO THE PUTURE HOTELS R.E.M. 2001K & THE TIDE JOHN COUGAR MELLEN TOM PETTY

KCGL/Sell Lake City (801) 298-1142 PD: DEL WILLIAMS

KRQU/Laramie-Cheyenne (307) 745-7396 PD: JOHN EDWARDS

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KWHL/Anchorage (907) 349-6551 PD: CARTER B. BRADLE HD: REVIN VARGAS

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KTYD/Santa Barba (805) 967-4511 PD: RICK WILLIAMS

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KVRE/Santa Rosa (707) 544-5873 PD: CYNDY PAULOS

KZEL/Eugene

(503) 342-7096 PD: REN HARTIN HD: VINCE MERTS

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KZAM/Eugene (503) 741-1999 PD: JEFF HANLES

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> 149 Reporters 144 Current Playlists

Three stations reported a frozen playlist this week

> WDIZ/Orlando WRCN/Long Island WRKI/Danbury

One station falled to report this week. Its rotations were frozen.

WFYV/Jacksonville

One station failed to report for a second consecutive week, its playlist was not included in this. week's data.

KTXQ/Dallas

## CHR PARALLEL ONE PLAYLISTS

#### EAST

#### **B104** WBSB

PD:Steve Kingston MD: Amy Kronthal

STING/Fartress Around Your



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25. 26 BOMIE & JAGGER/Dencing in The I WHILE SPRINGSTEEN/I'm Going Day

## WWKR-FM KTO3 Baltimore PD: Ralph Wimmer

MD: Tim Watts MD. Tem Watts

1 Total Fortier Country

1 Tota

JOHN MATTE/Every Step Of The W GODLEY & CREME/Cry READY FOR THE MOR/OR Sheils BOMIE & JACOBER/Dancing In The



MD: Boom Boom Cannon

MD: Boom Boom Cannon

\*\* Substitute of the subst

21, 27, 28, 32, 36 9,9/All Of the For All Of MATALIE COLE/A Little Sit of the PRODRE MAKERON/Res the Feelght LOWERGOY/Lowin' Every Minute O PAUL YOUNG/I'm Conne Teer Your DEBANDE/Tou Mear It Well

Philadelphia
PD: Scott Walker
MD: Glenn Kalina

MD. Glenn Kalis

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## PD: Charlie Quinn Boston

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### CKgm Montreal PD: Stephen Anthony

PD: Stephen Anthony

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SATIONAL TOURNELL IN THE STATE OF THE STATE

#### 1050 chum

PD: Jim Waters

30 STINO/Fortress Around Your HICHAEL HCDCHAED/No Lookin' Bar BRYAN ADAMS/Ter Adams;

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Operations Manager. Providence Tom Cuddy

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New York
PD: Scott Shannon
MD: Frankie Blue

MD. Francise Blue

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PD: Smokey Rivers MD: Gene Baxter

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## PD: Bob Beauchamp MD: Guy Brouillard

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## (CFTROOQ.

Toronto PD: Sandy Sanderson MD: Bob Saint

PD: Sanny Sanderson De se de service de la company de la c

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## WXKS-FM

1 0 8 F M PD: Sunny Joe White MD: Geni Donaghey Boston

BONIE & JACOEN/Dancing In The DAVID FORTER/Love There From PAGE YOUNG/I'VE Genne Teer You'v OWN/Se In Love HALL & OATER/The May. (Aprile ROMATICS/Test Of Time WHITMEY MOUSTON/GAVING All Mg (

9-07-10 PM For Al Or 9-07-10 PM For Al Or MANT IS THIS/(") Be Around ACC/BE New For Al Or TOP FCTTY/Rebels COUNCING/Levin' Every Minute O STIMO/Fertrass Around Your TIL TAKEBOAT/Lesin' Over My Sac STLAY CHYSTAL/You Less Newvice STLAY CHYSTAL/You Less Newvice STLAY CHYSTAL/You Less Newvice STLAY AND TOWN MY AND THE SELDUIS SCHELLING TO THE SELDUIS SCHELLING PROPERTY.

## NPhD Buffalo

PD/MD: John Piccillo

PD/MD John Piccillo

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100FM

PD: Bill Terry MD: Ruth Tolson

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24 BOMIE & JAGGER/Dancing In The HALL & DATES/The May. . (Apollo READY FOR THE MOR/DA Shella A-MA/Take On He

AIR SUPPLY/The Power OF Love STING/Fortress Around Your

## B94 Pittsburgh

PD: Nick Bazoo MD: Craig Jackson

SUMPLYMENT AND A SERVICE AND A

JOHN CAFFERTY/C-I-T-Y LOVERBOY/Lovin' Every Minute D

#### ROCK 102 WBEN-FM/Buffalo

PD: Roger Christian

P.D. Roger Christian

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23. 27. 28

Buffalo PD: Bill Todd MD: P.J. Foxx

LOWERBOY/Lavin' Every Minute 0 BOMIE & JACOER/Dancing in The St HOOTERS/And He Danced HALL & CATES/The Hes. (Assis)

A PM MUSICRADIO

Washington D.C. PD: Randy Lane Asst. PD: Mary Taten

READY FOR THE WOR/Oh Shelle LOVERBOY/Levin' Every Minute C WHITNEY HOUSTON/Seving All My

#### SOUTH

allhit 97.1 HEGL

PD: Randy Brown

MD: Joe Folger

M.D. Jobe Folger

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A-MA/Take On Me COCK ROSIN/When Your Meert is b GOOLEY & CREME/Crs LOWERSOY/Worler Every Minute O MUTHLS/Shame SUMVIVOR/First Night JOHN MATIC/Every Step Of The M.



ASSOCIATED ON HE MIGHT RANGESFOUR IN THE MERCIA LOWERSY/Lavier Furry Winds O FOREIOMERSON DELEVA SCHULDERFIELD HEAD SCHULDERFIELD HEAD SCHULDERFELD HEAD SCHULD HE

US40/I Det You Babe BELGUIS SCHE/Home People JOHN GAFERTY/C-1-T-Y JOHN HAIT/E-WAY Step Of The HHITMEY HOUSTON/Having All No

## **CHR PARALLEL ONE PLAYLISTS**

7-93 Atlanta

PD: John Young MD: Chris Thorn

P.U. JOHN YOUNG

2 J. John John John J. John J

HALL B DATES/The Mey. Applic BOMIE & JADOUR/Dancing In The ABC/Se Near He 9, 9/All 10 He For All Of HODTERS/And Ne Danced

Dallas/Ft. Worth

Maximum Hits VP/Programming: John Shomby Music Assist: Karin Crosby

| USBS | ASSIST KARIN CHOSEN | USBS | USBS | ASSIST KARIN CHOSEN | USBS | USBS

CHATTANIAN OF THAT BE AN ANGE GOOK BY & CHEMICATOR HAS BE AN ANGE GOOK BY & CHEMICATOR GREAT FOR THE MORPON GREATER FORE COMPACTOR OF LAVE JOHN COUGHAP/Loneig 01' Night LISA LISA/I Monday Fy I Tate yo

B97 New Orleans

PD: Kris O'Kelly

M.D. Greeg Rolling

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PD: Randy Kabrich

P.D. Randy Kabrich

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28. 30 HALL & DATES/The Nay. . (Apollo) NIGHT RANCER/Feur In The Horning. KIND/Love & Prids LOVERBOY/Lovin' Every Minute O POINTER BISTERS/Dare He

Miami Keith Isley WINZ-FM PD: Keith Isley WI Asst. PD/MD: Mark Shands

TO Kenti Stely WINC-FA

ASS FOMD. Mark Shands

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Miami

PD: Robert W. Walker MD/Asst PD: Frank Amadeo

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JOHN CAPPERTY/C-1-T-Y SURVIVEN/First Night ARC/Be Near H: LOWERDY/Lavin' Every Minute O JOHN COUGAR/Lawiy OI' Night

Cos Mgr Chuck Morgan

Ops Mgr Chuck Morgan

MD. Marcie Guckian

MD

WOUE New Orleans

93FM PD: Kevin McCarthy

93FM PD: Kovin McCarth

1 John Committee Commi

JUNE CAFFERTY/C-1-Y-V
A-HA/Teke On Me
HALL & DATES/The Meg. . (Asollo)
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DEBARCE/Yes Wear It Mell
NIGHT RANDER/FOUR In The Parning.

(94-Q)

Atlanta

PD: Jim Morrison

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DA. 25
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DAVID FORTER/Law Taese From "St
DOWN HORSEY/Mornet Orill
HALL to DATEG/The May... (Apella)
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ASC/Jer Nase The Stage of The Nase
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HOST RANCOMY/Jour In The Horning
MHITNEY HOUSTON/Baving All My Lov

HOZ WNVZ Hot Hits! PD: Bob Canada Norfolk

MD: Jim Curtis

M.D. Juffer Courts

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HONG EURYTHMICE/There Must Be An Ang-ORDLEY & CHEME/Cry URIO/5 Det You Bake JULIAN LEMEN/Jeser CHEAP TRICK/Tonight [1-s You



PD: John Lander Asst. PD: Ron Parker

ASSI PD: Ron Parker

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27 JOHN MAITE/Every Step Of The M. STANCHURE TELEVISION SEED OF THE M. METTHEY MOUNTON/SEVEN ALL MY I STIMO/FETTHER ATTEMPT VOTATION CARPENTY/C-1-1-Y SILLY OBJECTION ONLY MOUNTS: MOUNTON APPLIES DESCRIPTION & DESCRIPTION & P. P. LING CO. 1. P. LING CO MIDWEST

Ops.

Ops. Dir: Dave Robbins

31, 33, 30, 39, 40 BON JOVI/In And Out Of Leve FOREIGNER/Daym On Leve

OM: Tac Hammer Minneapolis

OM: Tac Hammer Minneapolis

Asst. PD/MD: Gregg Swedberg

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St. Louis P.C. Garry Mitchell

And C. Mary M. Charles

HYT hitradio 96 fm

PD: Gary Berkowitz

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Kausas Citis Hut Radio PD: Todd Chase MD: Kim Weish

PD. Todd Cha M. Kim Wells Charles Char

A-MATTAIN ON THE METALS ALL AND ALL AN

Columbus
PD: Adam Cook
MD: Kevin Haines

PD. Adam Cod
MD. Keyn MD. Keyn MD.

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20. 31. 34 NIGHT RANGER/Four In The Morns PAUL YOUNG/I'm Gonna Tear Your



PD: Lee Douglas Asst. PD: Steve Kelly

36. 37. 38. 39. 40 LIGA LIBA/I Mender If I Tele RDMANTICS/Test Dr Time



PD: Dave Anthony

Asst. POMD: Don Michaels

3 James Pathys, Care - Fra

4 James Pathys, Care - Fra

5 Ja Asst. PD/MD: Don Michaels

COCK ROBIN/Hham Your Heart Is A-HA/Tels On No

EEE Chicago

PD: Buddy Scott

M. D. Joe Bohannon

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37: 38: 39: 40 HOUTERS/And Me Danced BOHIE & JACOBR/Dancing In The St

WGCL

Cleveland

MD. John Fields

| Section | Section

29. 32. 33 MIGHT RANGER/Four In The Morn TH. TURBORY/Loakin' Over My B DOWN HERMLEY/Sunset Grill BOMIES & AMOCEN/Dancing In The PAIL YOUNG/Blue The Mand That ABC/Bs Near My

JR. JAN LEMMON/Jesse BTLOUIS BOME/Some Propie CHEAP INICK/Tonight It's You

WKTI Milwaukee

PD: Tim Fox P.D. TIM FOX

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20. 30 STINC/Fortress Around Your LOWERDY/Lowin' Every Minute D WhiTNEY HOUSTON/Sevry Minute D DODLEY & CREME/Cry

84/R&R FRIDAY, AUGUST 23, 1985

## **CHR PARALLEL ONE PLAYLISTS**

#### KBEQ

Kansas City

PD: Steve Perun MD: Karen Barber

MD. Karen Barber

| Commonwealth | C

COVERBOALTONIN, EASTA Minnte ( UE40/I Got Yew Babe STING/Fortress Around Your

AMDO Chicago

Ops. Mgr.; John Gehron MD: Dr. Chuck Crane

NOMIN & JACOUR/Dencing In The S COCK ROBIN/When Your Heart Is t MAEY LEWIS & THE/Seck in Time IRRVIVOR/First Might RED SPEEDMAGON/Live Every Moment



P.D. Chris Androws

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STING/Fortress Around Year



Ops Mgr: John Gorman MD: Kid Leo

Ops Mgr. John Gorman
MD. Kid Leo

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24, 28, 30, 30 ROMATICS/Test Of Time ARC/Se Near Me EDDIE & THE TIDE/One In a Millio EDDIE A DE TOC/De De Millist
TOM FETTY AUGUST
FORTOMOTORIO
FORTOMOTORI WLS-FM Chicago

PD: Jan Jeffries

PD. Jon Jeffies

### John Jeffies

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BOWIE & JACCER/Dancing In The JOHN CAFFERTY/C-1-T-Y EURYTHHICE/There Hust Be An A COCK ROSIN/When Your Heart Is HAEY LEWIS & THE/Eact In Time SURVIVOR/First Night

#### WEST

Hot Hits San Francisco PD: Richard Sands

DBN GAITE/Every Step Df The M JOHN GAITE/Every Step Df The M JOHN GAFTERTY/C-|-T-Y USHO/I GOT YOU Babe STIMO/Feritese Around Your

STING/Fertress Around Year
NAME ORDER/INCHES L Ceary LORDER/Y CARE DIRECTION L
A-HAV/ARE DIRECTION
CONCEY'S CREWYCO'S
MOTER/STINGARY
MOTER/

KRXY Denver
Ops Mgr. John Driscoll
MD: Geina Horton

### KWSS 94.5<sub>PM</sub>

PD: Dave Van Stone MD: Robin Kipps San Jose

MULT HOUSE Kipps

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30 PAUL YDUNG/I'm Gonna Tear Your HIGHT HANDER/Four In The Herni ABE/Be Near He UM40/I GOT You Bate BOMIE & JAGGER/Dancing In The BOMIE & JAGGER/Dancing ...
NICHAEL MCGDAALD/Mc Lookin' & EVERYMMICGUTTARY PART 3E AN JOHN COUGAN/Lamelg DI' Night STHMO/Fertrass Argund Your COCK ROSIN/When Your Meart is Denver
PD: Mark Bolke
MD: Chris Knight

MD. Chris Knigl

James Christia, in graves of care

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## KZZP104-7FM THE NUMBER THIT MUSIC STATION PD: Guy Zapoleon MD: Steve Goddard

JOHN COUGAR/Lonety D1' Night MHITNEY HOUSTON/Saving All My I KIND/Love & Prise READY FOR THE MOR/ON Shells

Seattle Seattle

PD: Ric Hansen

MD: Sandy Louie.

MD: Sandy Louis

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BONIE & JACOUR/Dencing In The E ABC/Se Near He NIGHT SANGER/Four In The Hornir SURVIVOR/First Night

MICHAEL MCDOMALD/No Lookin' Ber MATRIMA & THE MAY/De You Hent (

## PD; Dick Bascom Phoenix H 2 1 May 154/5 & Tib/four Of Law H 1 2 John Paler(A) Ellis Fig. 2 JOHN PARKET, Fig. 3 STORY (PARKET) (PARKET OF LAW 4 STORY (PARKET) (PARKET OF LAW 4 STORY (PARKET) (PARKET OF LAW 5 STORY (PARKET OF LAW 5 STORY

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FOREIGNER/Down On Love SOMIE & JAGOER/Dencing In The LOVERDOY/Lovin' Every Minute To FALL YOMNO/I's Gonna Teat You NIGHT SANGER/Four In The Morn

#### Seattle KUBE STEM

PD: Bob Case MD; Wendy Christopher

MD: Wendy Christopher

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BOWIE & JACOUR/Danging in The | DON HEMLEY/Sunset Grill ABC/Re Near He LOVERBOY/Lovin' Every Minute D

#### KS IOSIFIZI HOT HITS!

VP/Ops; Dave Parks PD: Mike Preston San Diego

1. CHARLES AND CONTROL OF THE AN

HICHAEL HODONALD/No Lastin' Bec

#### San Francisco PD: Steve Rivers MD: Jack Silver

MAG. ASINCH STREET, THE STREET

Hot Hits Seattle K. EW FM PD; Jeff King MD: Devon Durrant

MOD Devon Durrant

The Section of th

TIL TURSDAY/Leekin' Dvan Mg Shi ABC/de Near Me Shi BCRITII POLITIY/The Perfect Me Near II THIS/TIL Be Around CHEAT ISICK/Fengahi Ic's You HOOTERS/And Me Denced

KMJK

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| Comment | Comm

STIMO/Fortress Around Your LOVERDOY/Lover/ Every Hisute O NIGHT MANCEX/Fer The Mornis GINCO BGINGO/Heird Clance UBAO/I-00 You See DOM HEMETY/Sunset Orill

RING/Love & Pride LAUMA SHANIGAM/RGAmith Eddie JOPANY & THE DEST/She's Mg Gt1 URGENT/Running Back BEACH SOXY/It's Cettin' Late BEACH SOXY/It's Cettin' Late BELCHIS SOME/ROSE People MATRIMA & THE MAY/DO YOU Mant C

Magic Portland 1077

MD: Steve Naganuma

MD. Steve Nagaruma

1 and Steve Stev

BOWIE & JACOBE/Dancing In The L HALL & OATES/The Way. [Apollo A-HA/Tetz On He UMAO/I Cot You Beke READY FOR THE MOR/ON Shella

MAURICE WHITE/Stand By Me LOOSE ENDS/Hengin' On A String

## (Q103FM)

PD: Jack Regan MD: Alan Sledge

Denver

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Denver

Active Charles Seeting Denver

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35 Til TUESDAY/Lookin' Over Ny Sa. PAGE YOUNG/I's Garne Tear Your MODITERS/And No Denced

WWW TO Suramentos Best Sacramento

PD: Tom Chase MD; Mr, Ed

MOLY MC, Edited as THEFFROND OF Execution of the control of the co

BONIE & JACOER/Cancing in The I LOMERCOY/Lovin' Every Minute O A-MA/Tate On Me MIGHT RAMORER/Four in The Mornie EDDIE & THE TIDE/One in a Mill!

## Los Angeles VP/Prog.: Gerry DeFrancesco

Assistant PD: Mike Schaefer

WPHYTOG: GMTY DEPTRICESON

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ASSISTANT POW

31 SOME & JAGGER/Dancing In The 1 SOME & JAGGER/Dancing In The Some STEW ARRINGTON/Dancing In The CODER'S CREWERCY MICHAEL MCCOMM.D/Ne Lookin' Bastre Lebenn/Servable

PD: Rick Gillette MD/Assist PD: Chris Collins Sacramento

Sacramento

The Manual Control of the Control of th

Jeston

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9. YANI OF Me For All OF
000LEY & CROME/Cry
DAVID FORESK/Love These From "I
SHANNON/Stronger Together
00 MEST/Eye to Eye
MOTELS/No.me

#### EAST

HOTTEST

MHITNEY HOUSTON STING OON BENLEY BOWIE & JAGGER HALL & OATES HOUTES & THE 1-1 HOOTERS 9-4 JOHN PARR 11-7 PRINCE 20-14 MADONNA 26-18

Bowie & Jagger Huey Lewis & The News John Pari Hall & Dates Don Henley **Dire Straits** 

## **CHR ADDS & HOTS**

#### SOUTH MOST ADDED

HOTTEST

Bowle & Jagger Huey Lewis & The News Hall & Oates John Parr Night Rangez

### EAST

PARALLEL TWO

#### Q100/Allent

Geronimo'Muneter

OON HELLEY
RATE BUSH
RALL & OATES
PAUL YOUNG
READY FOR THE WOR
TIL TURSDAY
HOTEGET
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HOTEGET
JOHN PARR 43-5
TIMA TURNER 9-8

## WZOU/Boston Cutter/Van Tass

Devico/James
DON HEMLEY
TIL TUESDAY
NICHT RANGER
BOWIE & JAGGER
LOUZEBOY
WHAT IS THIS
HOUTE LEWIS & THE 2-1
BRYAN ADAMS 4-3
PHIL COLLINS 13-6
DIRE STRAITS 21-13
WHAM! 23-15 DOME 4 JAGGER
ZURYTRHICS
DON HEMLEY
HOTEGET:
HUEY LEMIS 4 THE 2-1
JOHN PARR 5-3
PRIL COLLINS 13-8
KOOL 4 THE GAMG 22-11
PAT BENATAR 20-17

### RI-104/Providence, RI Jonathan Monk

HALL & DATES DON HENLEY DEBARGE WHAT IS THIS ROMANTICS HOOTERS PAUL YOUNG BOMIE & JAGGER Hottest: PAUL YOUNG ABC HOOTERS (dp) BOWLE & JAGGER BOMIE & UNNOWN Hottest: HUEY LEWIS & THE 1-1 JOHN PARR 2-2 WHAM1 9-7 DIRE STRAITS 20-14 MOTLEY CRUE 24-19 HOTCHE BOTTON THE 3-3
HOEY LEWIS & THE 3-3
JOHN PARR 9-7
BEART 14-10
DIRE STRAITS 25-18
WRITNEY HOUSTON 38-22 Q32/Rochester, NY Stevens Messner

#### K104/Erie, PA

NIGHT RANGER BOWLE & JAGGER MADONNA BOWIE & JAGGER STING NIGHT MADONNA Hottest: HUEY LEWIS & THE 1-1 JOHN PARR 3-2 COREY HART 4-3 PHIL COLLINS 5-4 DIRE STRAITS 20-12 BONTE & JAGGER
STING
NIGHT RANGER
NIGHT RANGER
PARLLY
READY FOR THE WOR
SCRITT! POLITY!
HOLLOST:
BURCE SPRINGSTEEN 10-2
BURCE SPRINGSTEEN 98PXY/Rochester, NY Tom Mitchell

#### WERZ/Exeter, NH Scott MacKay

Scott MacKay

BOWIE & JAGGER

RALL & OATES

PAUL YOUNG

ROMANTICS

IDLE EYES (dp)

DAVID POSTER (dp)

ROTE SENS (dp)

HOLLAR ET STATE 1-1

JOHN PARS 5-3

BILLY JOHL 12-6

PHIL COLLINE 20-9

DIME STRAITS 23-17

#### WTIC-FM/Hartford, CT Wall/West

WAILWest

PAT BENATAR

STING

BOWNE & JAGGER

FIVE STAR

HOTTER

HOTTE

#### WAMX/Huntington, WV Robinson/Colline

Robinson/Colline
LOVEMBOY
SURVITVOR
SURVITVOR
SURVITWICS
FING
HOUTEST:
HOUTY LEWIS 4 THE 1-1
POINTER SISTERS 7-3
DIRE STRAITS 11-6
PBIL COLLINS 12-8
TINA TURNER 10-9

MMMe/Swann
LOVERBOY
NIGHT DANGER
DEBARGE
DEBARGE
TIL TUESDAY
ROWIE & JACGER
PAUL YOUNG
ANY GRANT
HOTLEST; BEYAN ADAMS 2-1
ARETIA FRANKLIN 3-2
JOHN PARK 4-3
TINA TURNER 5-4
BILLY JOEL 6-5

#### WLAN-FM/Lancaster, PA Diamond/Minh---

Diamond/Michaels
BOMIE & JAGGR
A-MA
FOREIGNER
BOOTEGS:
BUSY LEMIS & THE 1-1
ARETHA FRANKLIN 4-2
JOHN PARR 5-3
BRYAN ADAMS 9-6
DIRE STRAITS 24-14

### KC101/New Haven, CT Stef Rybeck

Stef Rybeck

BOMIE & JAGGER

DEBARGE

PAUL YOUNG

HOTEGS:
HUEY LENIS & THE 1-1

ARETHA FRANKLIN 4-3

JOHN PARR 6-5

BRYAN ADAMS 7-6

MOTLEY CRUE 14-11

WTLQ/Wilker Barre, PA Don Tendler SYNCH BOMIE & JAGGER PAUL YOUNG DAVID POSTER NIGHT RANGER HALL & OATES DEBARGE DEBARGE OMD (dp) WHAT IS THIS (dp) IDLE EYES (dp) HUEY LEWIS & THE 3-1 DIRE STRAITS 10-2 JOHN PARR 2-3 MOTLEY CRUE 9-5 SYNCH D-30

#### Q106/York, PA Bob Spence

BOO SPENCE
EURYTHNICS
STING
STING
JOHN COUGGR
BOWIE & JAGGER
HOUTE & JAGGER
HOUTE LEWIS & THE 1-1
TINA TURNER 3-2
BRYWA ADAMS 4-3
PHIL COLLINS 9-6
WHAM L-14-11

#### PARALLEL THREE

SHAVE KEMBAY

BOWIE & JAGGER
ABC

BALL & OATES (dp)

SULVIVOR

FAUL YOUNG

FAUL YOUNG

HUEY SEMIS & THE 3-1

PHIL COLLINS 9-3

WHAM 1 16-11

MOTLEY CRUE 24-19

A-HA 31-25

Roberta-Worcester
PAUL YOOM CHALL 4 OATES
FOREIGNER
SURRIVOR
CAMDY
WHAT IS THIS
SOMIE 4 JAGGER
HOLLEST STHE 4-1
HORY LEMIS THE 4-1
BRYAN ADAMS 7-4
BRYAN ADAMS 7-1

## BOMIE 4 JAGGER BALL 4 OATES HOOTERS HOOTERS JOHN PARR 1-1 JOHN PARR 1-2 MOTLEY CRUE 5-5 PHIL COLLINS 6-6 KOOL 4 THE GANG 7-7 WZON/Bangor, ME Rick Andrews

930/Syracuse, NY Laird/Dunes

WPST/Trenton, NJ Tom Taylor

Tom Taylor

BOWIE & JAGGER

DEBANGE

BALL & ONTES

ON MEMORY

BALL & ONTES

ON MEMORY

BALL & ONTES

HALL & ONTES

WRCK/Utice, NY

JAM Reitz

TALKING HEADS
BOWIE & JAGGER
BOWIE & JAGGER
DON HEMLEY
ROMANTICS
HALL & DATES
TIL TUESDAY
EDDIE & THE TIDE
HOTLESI
JOHN PARR 2-1
DIRE STRAITS 10-4
HOTLEY CRUE 7-6
PHIL COLLINS 9-7
PRINCE 16-11

BOWIE & JAGGER
WHITNEY MOUSTON
TIL TUESDAY
READY YOR THE WOR
HALL & OATES
HOTLES THA
TOTAL THA
TOTAL TOTAL
THA TURNER 6-4
XOOL & THE GAMC 12-8
WOTLEY CRUE 14-10
DIRE STRAITS 25-18 WGFM/Schenectedy, NY Tom Parker none Hottest: SUEY LEWIS & THE 1-1 JOHN PARR 2-2 PHIL COLLINS 6-6 TINA TURRER 7-7 NHAMI 8-8

LAHDUDUNGS
SOMIE & JAGGER
SUMPIVON
ABC
WHAT IS THIS
HALL & OATES
DAVID POSTER
AUGUSTER
HUEY LEWIS & THE 2-1
JOHN PARK 3-2
BRYAN ADAMS 4-3
WHAMH 17-8
DIRE STRAITS 29-17 A-HA BOWIE & JAGGER PAUL YOUNG TIL TUESDAY HOELES! JOHN PARR 1-1 HUEY LEWIS & THE 2-2 DIRE STRAITS 4-3 TINA TURNER 7-4 KOOL & THE GANG 9-6

#### 103CIR/Backely, WV Bob Spencer

STING
EALL & CATES (dp)
DON HENLEY
BONIE & JAGGER
HOTTER
HUEY LEWIS & THE 2-1
BRYAN ADAMS 4-2
TINA TURNER 9-5
KOOL & THE GANG 12-9
DIRE STRAITS 15-11

#### 96XXX/Burlington, VT Rob Poulin

ROD POUND

ROWIE & JACOGR

NALL & OATES
DESARGE
DAVID FOSTER
RIGHT PANGENE (dp)
TALEING EERADS (dp)
GAPY HYRICK (dp)
Bottest:
BUFY LEWIS & THE 1-1
BYYAR ADMAS 5-3
PHIL COLLINS 12-8
JOHN CAPPERTY 25-22
JOHN CAPPERTY 25-22

NONe HOTLEST: JOHN PARR 4-4 ARETHA FRANKLIN 5-5 TINA TURNER 7-7 KOOL 1 THE GANG 10-10 WHAM! 24-24 BYOCKSTHERIGAN
DON HERKLEY
BOWIE & JAGGER
HALL & OATES
CHEAP TRICK
ABC
WHAT IS TRIS
AMY GRANT
HOTTESTIN 11-8
DIME STRAITS 21-9
DIME STRAITS 21-9
DIME STRAITS 21-9
AMDONNA 27-18
MADONNA 27-18

#### WZYQ/Frederick, MD Kemosabi Joe

Kemowabi Joe
BOWIZ & JAGGER
TEARS FOR FRARS
DEBARGE
DON RENLEY
HOTHERS:
TINA TURNER 8-1
BILLY JOEL 5-3
JOHN PARR 11-5
MRAM! 15-10
DIRE STRAITS 24-16

#### OK100/Ithece, NY Doug Neville

Doug Neville
MADONNA
STABLILIERS
BOWLE & JACGER
BACK & JACGER
BACK & JACGER
BOWLE & JACGER
BOWLE & JACGER
BOWLE & JACGER
BRUCE & SPRINGSTEEN 24-16
BRUCE & SPRINGSTEEN 24-16

#### WKHI/Ocean City, MD Jack Gillen

Jack Gillen
LOVERBOY (dp)
ABC
DON HEMLEY
BOW IE & JAGGER
NIGHT RANGER (dp)
ANY GRANT
HALL & OATES
HOLLES & THE 1-1
JOHN PARK 6-2
TOOL & THE GANG 13-8
PRINCE 15-9

#### 95XIL/Parkersburg, WV Paul DeMille

BOWIE & JAGGER NICK LOWE HALL & OATES

HALL & OATED
A-HA
NIGHT RANGER
SCRITTI POLITTI
HADONNA
CHEAP TRICK
BOTTES:
HUEY LEWIS & THE 2-1
JOHN PARR 7-2
TIAN TURNER 6-6
PHIL COLLINS 8-7
WHAM! 13-9

#### WGAN/Portland, ME Felconi/Rendell

FRICONPHENDAL
HALL & OATES
SOMIE & JAGGER
TIL TURSDLY
TOM PETTY
PAUL YOUNG
WHAT IS THIS
WHAT IS THIS
WHAT IS THIS
WHAT IS THIS
WHAT IS THE
HOW LENDER
FOR THE CHEEK
FOR THE CASE
FOR THE CA

#### WOMP FM:Wheeling, WV Bob Forster

none Hottest: HUEY LEWIS & THE 1-1 TEARS FOR FEARS 3-3 ARETHA FRANKLIN 7-7 KOOL & THE GANG 24-24 DIRE STRAITS 29-29

#### WFXX/Williamsport, PA

BOWIE & JACCER STING LOVERBOY WHITNEY HOUSTON WHITNEY HOUSTON
A-HA
UB40
UB40
HALL & OATES (dp)
READY FOR THE WOR
HIGHT RANGER (dp)
HOLLEST:
BRYAN ADAMS 4-1
ROOL & THE GANG 11-4
PRINCE 9-6
WHAM1 13-7
DIRE STRAITS 15-9

PARALLEL TWO

#### WBBQ/Auguste, GA Bruce Stevens

Bruce Stevens
BOWIE & JAGGER
HALL & OATES
PAUL YOUNG
9.9
NOTEST:
HUEY LEWIS & THE 1-1
JOHN PARR 2-2
ROOL & THE GANG 7-3
MOTLEY CRUE 4-4
DIRE STRAITS 23-12

#### KHFI/Austin, TX Waylon Richards DAVID POSTER

#### WFMF/Baton Rouge, LA

Honone Hottest: HUSY LEWIS & THE 1-1 JOHN PARR 6-3 BRYAN ADAMS 5-4 TIMA TURNER 7-5 PHIL COLLINS 10-8

### WGGZ/Baton Rouge, LA Michael Adams

JOHN COUGAR STING JOHN WAITE JOHN WAI'TE HOTECHI JOHN PARR 3-1 PHIL COLLINS 6-4 TINA TURNER 10-7 PAT BENATAT 15-11 MADONNA 20-14

## KZZB/Beaumont, TX Jerry Lousteau

EOWIE & JAGGER PAUL YOUNG MAURICE WHITE BALL & OATES APRIL MINE (dp) ROTLEY CRUE 1-1 Rottest: MOTLEY CRUE 1-1 DIRE STRAITS 10-2 KOOL & THE GANG 11-6 HUSY LEWIS & THE 12-7 ARETHA PRANKLIN 20-16

#### WAPI/Birmingham, AL St. John/Regal

SOMIE & JAGGER NIGHT RANGER READY FOR THE WOR HOOTERS HOTTCH: RUEY LEMIS & THE 1-1 DIRE STRAITS 4-2 JOHN PARR 3-3 KOOL & THE GANG 12-4 PHIL COLLINS 7-7

#### KXX106/Birmingham, AL North/Balley

LOVERBOY BOWIE & JAGGER BONTE & JAGGER ABC AMY GRANT HALL & OATES BOTTES! JOHN PARR 3-1 TINA TURNER 7-2 BILLY JOEL 6-3 PHIL COLLINS 8-4 WHAM! 9-5

### W8SX/Charleston, SC Phillips/Allen

Philips/Allen
HALL & OATES
HATALIS COLE
DON RENLEY
PAUL YOUNG
BOWIE & JAGGER
HOTE-ST.
HUEY LEMIS & THE 1-1
JOHN PARR 5-3
PBIL COLLINS 9-5
PRINCE 19-1
RADONNA 21-14

#### WBCY/Cherlotte, NC Bill Martin

BBH MATTO
DITHE STRAITS
JOHN CORGAN
JOHN CORGAN
JOHN CAPPERTY
UR40
HOOTERS
HOOTERS
HOOTERS
HOOTERS
BY
HOOTERS

HADONNA
JOHN CAFPERTY
UB40
REO SPEEDMAGON
NOTLESE:
ARETRA FRANKLIN 1-1
RUEY LEMIS & THE 3-2
CORRY HART 4-3
DIRE STRAITS 25-16

Steve Teylor

BOWIE & JAGGER

STING

MIGHT BANGER

LAUDA SRANIGAN

LOVERBOY

HOTE LEWIS & THE 1

JOHN PARR 2-2

BRYAN ADAMS 3-3

PBIL COLLINS 14-4

DIRE STRAITS 20-10

## WOKI/Knoxville, TN Gary Adkins

READY FOR THE HOR US40 BOMIE & JAGGER ROMANTICS RALL & OATES 9.9 STEVE APRIL 1000 9.9 STEVE ARRINGTON Hottest: JOHN PARR 4-1 RUEY LEWIS & THE 6-2 COCK ROBIN 10-7 PRINCE 17-9 DIRE STRAITS 21-13

FOXJARSEN
PAUL YOUNG
DEPECHE MODE
HALL & OATES
LOVEROY (dp)
SOMO
NOW
ROWANFICS
DEBARGE
100 TEST
TIMA TURNER 8-6
ENGMAD JONES 15-7
ROWAND JONES 15-7
READY FOR THE WOR 37-

#### WLRS/Louisville, KY

none Rottest: HUEY LEWIS & TEE 1-1 ARETHA FRANKLIM 3-3 PRINCE 9-9 PHIL COLLINS 11-11 DIRE STRAITS 12-12

### FM100/Memphis, TN John/Conley

JOHN/CONEY

MEITHEY HOUSTON
STING
READY FOR THE MOR
SURVIVOR
BOTTEST:
JOHN PARR 5-2
PRINCE 17-11
MEMAI: 16-12
MADONNA 25-17
DIRE STRAITS 29-18 A-HA Bottest: BUEY LSWIS & THE 2-1 JOHN PARK 7-2 TEARS FOR PEARS 1-3 COREY HART 4-4 KOOL & THE GANG 17-7

## WABB-FM/Mobile, AL Fram/Fuller BOWLE & JAGGER LOVERBOY (dp) STING ROTTER ROTTER STORM THE 2-1 JOHN PARR 5-4 PRINCE 9-7 PAT BENATAR 15-11 MADONNA 22-15

PAUL ABC
HOTLEST:
JOHN PARR 2-1
HUEY LEMIS & THE 1-2
KOOL & THE GANG 6-4
MEAN! 11-7
HOTLEY CRUE 34-29

### WCKN/Greenville, SC Jeckson/Chris

MADONNA
READY FOR THE WOR
JOHN WAITS
WRITHSY BOUSTON
JOHN COUGAR
JOHN CAPPERTY
U840
STING

## WQUT/Johnson City, TN Stevs Taylor

## Hottest: DIRE STRAITS 3-1 MOTLEY CRUE 4-4 PHIL COLLINS 11-5 PRINCE 9-7 A-HA 25-19

Y107/Nashville, TN St. John/Peace

#### WFMI/Lexington, KY FoxiJansen

## KKYK/Little Rock, AR Mark McCain

CosteHo/Wetkins
BOMIE & JAGGER
BALL & OATES
MHAT IS THIS
ABC
DEPBCHE MODE
HOTELS
HOUST LANIS & THE 1-1
JOHN PARR 4-2
BILLY JOGL 7-4
PEIL COLLUIS 10-6
DIRE STRAITS 13-8

#### BJ106/Orlando, FL Thomas/Wright

UB40
DEBARGE
BOMIS & JAGGER
SCRITTI POLITTI
DAVID POSTER
MRITHEY BOUSTON (dp)
HOLCEST, S-3
DIES STRAITS 14-8
KOOL & TRE GANG 13-9
A-HA 21-17
BORBY JIMMY & THE D-30

### Y108/Orlendo, FL Stacy/Steel

none Hottest: SUEY LEWIS & THE 1-1 JOHN PARR 6-6 HMAN! 7-7 READY FOR THE WOR 18-18 DIRE STRAITS 19-19 94Z/Raleigh, NC Peter Delioro

WHHY-FM/Montg HALL & DATES HAURICE WHITE DON HENLEY NIGHT RANGER A-HA NIGHT RANGER LOVERSOY
BOMIE & JAGGER
HALL & OATES
HOLLEST
HOLLEST
HOLLEST
JOHN PARR 4-2
BRYAN ADAMS 7-4
PHIL COLLINS 8-5
DIRE STRAITS 20-12 DON HENLEY NIGHT RANGER HOTTES: HUEY LEWIS & THE 1-1 ARETRA FRANKLIN 2-2 JOHN PARR 11-5 KOOL & THE GANG 13-6 WHAM! 20-10

READY FOR THE MON 21
KTUXIShroweport LA

John Steel

YET

COCK ROBIN

EATRINA & THE WAY

LOURENCY

BANGER

HAGET SANCER

HOUSE SANCE

ZSM Tampe, FL
Kaghar/Clarc
BOHIZ & JAGGER
SURVIVOR
HALL & OATES
DON HEMLEY
HOLLER ST.
HO

### WKZL/Winston-Sal Finney/Joseph

BOWIE & JAGGER HALL & OATES PAUL YOUNG KATE BUSH TALKING READS KING RING Bottest: HUEY LEWIS & THE 3-1 TINA TURNER 10-4 DIRE STRAITS 18-12 ROOL & THE GANG 36-22 Q104/Gadeden, AL Davis/St, John

## PARALLEL

Dom Teets DOMINE & JAGGER TIL TUSSDAY A-HA HUBY LEWIS & THE OUTFIELD HOCCEST: BUEY LEWIS & THE JOHN PARR 4-2 PAT BEMATAR 3-3 MOTLEY CRUE 13-6 PROPHET 10-7

## KQIZ-FM/Amarilio, TX Peter Stewart

Petus Stevent

DON BENLEY
BONIE 6 JACGER (dp)
BALL 6 ONTES (dp)
LOVERBOY (dp)
HOOTESS
HOTELS 3-2
PEIL COLLINS 5-4
JONN PARR 6-5
PRINCE 13-7
WHAMI 15-9

#### KNOE-FM/Monroe, LA Rick Knighten WJAD/Bainbridge, GA Elilot/Taylor

none Hottest: HUEY LEWIS 6 THE 1-1 COREY HART 2-2 BRYAN ADAMS 4-6 JOHN PARR 6-6 TINA TURNER 7-7

#### KWES/Odesse Midl John Clay

John Clay

ROWIE 4 JAGGER (dp)

POREIGNER (dp)

ROW JOUT (dp)

TEARENCE FEARS (dp)

HORESE STRAITS 7-1

ROOL 4 THE GANC 2-2

NOTLEY CRUE 5-5

READY FOR THE MOR 26-18

### WPFM/Pename City, FL Thomas/Davis

## WXLK/Rosnoks, VA Don O'Shee

Don O'Shee
TALKING REAGS
DURELL COLEMAN
MIGHT HANGER
ROWIE & JAGGER
ROWIE & JAGGE

### Z102/Savannah, GA Sommers/McFarlan

DAVID FOSTER DAND TUSTER
PAUL YOUNG
RALL OATES
BOWIE 4 JAGGER
PAT BENATAR
HOTES:
JOHN PAER 2-1
THAN TUBRIER 6-4
LISA LISA 18-10
DIRE STRAITS 28-18
READY FOR THE MOR 30-19

#### WGLF/Tallehesses, FL Rick Sprinkles

Rick Sprinkles
STING
SONIE & JAGGER
SONIE & JAGGER
SONIE & JAGGER
FOREIGNER
PAUL YOUNG
DEBANGE
BALL & GOTES
HALL & GOTES
HALL & GOTES
HOW LEWIS & THE 3-1
KOOL & THE GANG 13-6
TIMA TURNER 14-8
PRINCE 20-1
OIRE STRAITS 22-14

## 

DON RENLEY
ABC
HALL & OATES
BOWIE & JAGGER
TIL TUESDAY
FOREIGNER
BOLLES: THE 1-1
RETTER PARKEIN 2-2
JOHN PARK 3-3
PRIL COLLINS 10-4
KOOL & THE GANG 13-9 WHSL/Wilmington, NC Stewart/Stone

NIGHT RANCER HOOTES BALL & OATES STING BOLLOUIS SOME BOLLOUIS SOME BOLLOUIS SOME BOLLOUIS - THE 5-1 ARKTHA FRANKLIN 12-5 ROOL & THE CAMG 13-6 WHAM! 23-15

#### Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then readded.

#### SOUTH

#### WROQ/Charlotte, NC Blackwell/Williams

NIGHT RANGER DAVID POSTER HALL & DATES Hottest: ROOL & THE GANG 6-1 DIRE STRAITS 23-12 PBIL COLLINS D-13 POINTER SISTERS 25-19 MADONNA D-20

## WSKZ/Chettanoogs

PegelChese
JOBN WAITE
A-RA
HOOTERS
HOOTERS
BOTTERS
HOEF LEMIS & THE 1-1
PHIL COLLINS 9-7
ROWARD JONES 10-8
WRAM; 11-9 WNOK-FM/Columbia, SC Peter Hamlett

DAVID POSTER JENNIFER HOLIDAY

## JEMMITER TOLLING OND THE STRAIN OND THE STRAIN DISTRICT STRAIN ON PARR 4-1 ARETHA FRANKLIN 5-3 KOOL & THE GANG 8-4 POINTER SISTEMS 17-13 DIRE STRAITS 24-15

WZLD/Columbia, SC Herring/Marsh Herring/Mersh
AMY GRANT (dp)
RATE BUSH (dp)
RATE BUSH (dp)
RATE BUSH (dp)
RATE STALL & OATES
DAVID FOSTER
AGC.
STALL STA

## KZFM/Corpus Christi, TX Ginsburg/Tucker

none Hottest: TEARS FOR FEARS 2-1 HUEY LEMIS & THE 4-2 DEBARGE 5-4 PAT BEMATAR 11-9 MOTLEY CRUE 20-15

## WDCG/Durhem-Ralei

FreemanWright

BOWIE & JAGGER

BALL & OATES

ABC

DOW HEWLEY

PAUL YOUNG

BOUTE AND THE 1-1

JOHN PARR 2-2

BRYAN ADAMS 4-3

TIMA TORNERS 8-4

ROOL & THE GANG 9-6

## KAMZ/EI Paso, TX Weet/Saylor

WestSaylor

RAURICE WRITE

ROMANTICS

JERNIFER BOLIDAT

RATALIE COLE

RALL & OATES

G(p)

BOLLEST

ROOL & THE GAMG 2-1

COMEY BART 3-2

LISA LISA 4-3

TIMA TURNER 7-4

WHAM1 16-9

KEZB/EI Peso, TX READY POR THE WOR

HALL 6 DATES BOWIE 6 JAGGER DON HENLEY ROMANTICS EING PAUL YOUNG ABC

STING HOTTEST: LISA LISA 4-1 ROOL 4 THE GANG 3-2 JOHN PARR 1-3 DIRE STRAITS 20-9 DEBARGE 19-11

## KX104/Nashville, TN Murphy/Cook

BOWIE & JAGGER DON HENLEY FOREIGNER HALL & OATES OINGO BOINGO TALKING HEADS MR. MISTER HOTKEST:

KBFM/McAllen-Br

DAVID POSTER
HALL & OATES
HALL & OATES
HOWIE & JAGGER
NIGHT FANGER
EURYTHMICS
HOLLERI:
JOHN PARR -7
DIRE STRAITS 16-9
WHAMN | 12-10
KOOL & THE GANG | 13-11

MADONNA
BOMIE & JAGGER
JOHN COUGAR
BALL & OATES
BOTTES & THE 3-1
ARETHA FRANKLIN 5-3
JOHN PARR 6-4
DIRE STRAITS 15-7
MOTLEY CRUE 14-10

THREE

KENNY LOGGINS UB40 DBRAD

JOHN WAITE BOWLE & JACKER BOWLE & JACKER BALL & OATES (dp) DAVID FUSTER (dp) HOLLES & THE 3-1 TINA TURNER 7-4 KOOL & THE GANG 9-5 PAT BENATAR 11-8 BEART 20-13

## BHOUTEVED BOMIE & JAGGER PAUL YOUNG HALL & OATES DON HENLEY DEBARGE DAVID FOSTER OHD BUE FUEL LEWIS & FHE 4-1 JOHN PARR S-4 DIRE STRAITS 27-15 PRINCE 22-19 RADONNA 33-27

WQID/Bllow MS Coulter/Christ

Coulter/Christopher
READY FOR THE WOR
A-MA
COCK ROBIN
LOVERBOY
STIMS
SURVIVOR
HORNE BCR
TIMA TURBER 7-3
TIMA TURBER 7-4
BRYAN ADAMS 6-5
BILLY JORE 10-6
PEIL COLLINS 8-7 WJZR/Charlotte, NC Bob Chrysler BOD Chrysler
ROMANTICS
DEBARGE
ROMIR & JAGGER
POREIGNER
WHAT IS THIS
BOLLS THE GANG 3-1
JOHN PARR 2-2
MOTLEY CRUE 6-3
PRINCE 8-6
DIRE STRAITS 16-7

## WCGQ/Columbus, GA Ralph Carroll

PAUL YOUNG Rottest: TEARS FOR FEARS 1-1 HUEY LEWIS & THE 4-2 ARETHA PRANKLIN 3-3 COREY HART 5-5 BILLY JOEL 11-8 KISR/Ft. Smith, AR Rick Heyes

### BOWIE & JAGGER STING

WYKS/Gainesville, Fi. Lou Patrick

WZYP/Huntsville, AL Kelley/King

None Hottest: JOHN PARR 2-2 ARETHA FRANKLIN 3-3 PRINCE 4-4 TINA TURNER 5-5 PHIL COLLINS 6-6

KSMB/Lefsyette, LA Scott Segraves

STING READY FOR THE WOR

Q101/Meridian, MS Bill Brock

NIGHT RANGER DON RENLEY

HOOTERS (dp)
READY FOR THE WOR
SURVIVOR ABC HALL & OATES (dp) PAUL YOUNG WHAT IS THIS WHAT IS TOLO
ROTEOTE THE 1-1
RUEY LEWIS & THE 1-1
ARETHA FRANKLIN 4-2
TINA TURNER 6-4
DIRE STRAITS 8-6
KOOL & THE GANG 17-10

## DavimSt John MALL & OATES BOMIE & JAGGER (dp) NIGHT & MAGER (dp) DEBARGE LAUKA BRANIGAN 9.9 BOLTERAL ARETHA FRANKLIN 2-1 KOOL & THE CAME 4-2 BILLY JOKL 8-6 PRINCE 14-8 WEITNEY HOUSTON 29-18 KNIN/Wichits Falls, TX Beck/Key

STEWARTSTOND

MOTLEY CRUE
MATALIE COLE (dp)
EDDIE & THE TIDE
EDDIE & THE TIDE
EOWARTICS
BOH MEMLEY
THE TIDE
TO THE

READY FOR THE WOR LOVERBOY DAVID POSTER NIGHT RANCER SOWIE 4 JAGGER SOUTE 4 JAGGER HOLLANS 9-5 TINA TURNER 11-7 DIRE STRAITS 14-10 PRINCE 23-13 none Hottest: HUEY LRWIS & THE 1-1 TINA TURNER 5-5 BILLY JOEL 6-6 COCK ROBIN 7-7 PRINCE 10-10

#### **MIDWEST**

MOST ADDED Bowie & Jagger Half & Oates Night Ranger

Oire Straits Huey Lewis & The News John Parr

HOTTEST

## **CHR ADDS & HOTS**

WEST

Bowie & Janger Half & Oates Night Ranger

John Pari Huey Lewis & The News Dire Straits

#### MIDWEST

#### PARALLEL TWO

#### WKDD/Akron, OH Matt Patrick

Matt Patrick
BOWIE & JAGGER
HALL & OATES
DON HENLEY
ROMANTICS
TALKING HEADS (dp)
LOVERBOY (dp)
HOTLEST
JOHN PARR 4-1
PHIL COLLINS 5-4
KOOL & THE GANG 18-10
DIRE STRAITS 25-16
JOHN CAPPERTY 30-21

#### WKAU/Appleton-Oshkaoh

Ross/Bradleigh BOWIE & JAGGER STING HOOTERS HOCKEST: HOEY LEWIS & THE 2-1 JOHN PARR 4-2 BRYAN ADAMS 6-4 DIRE STRAITS 20-14 A-HA 33-27

#### WRQC/Cleveand, Or

Scott Howltt SCOTT HOWITE STING ABC PAUL YOUNG UB40 BOWIE & JAGGER ROMANTICS DEBARGE DEBARGE Hottest: TINA TURNER 8-3 PHIL COLLINS 9-6 PRINCE 14-8 WHAM! 15-9 HOWARD JONES 12-10

MICHAEL MCDONALD UB40 UB40
KOOL & THE GANG
WHITNEY HOUSTON
HALL & OATES
BOWLE & JAGGER
HOTTES
COREY HART 2-1
HUEY LEWIS & THE 3-2
TINA TURNER 4-3
JOHN PARR 6-4
PHIL COLLINS 10-7

#### KIIK/Davenport, IA

BOWIE & JAGGER ABC AMY GRANT READY FOR THE WOR HOTTEST: HUEY LEWIS & THE 2-1 DIRE STRAITS 20-13 A-HA 29-22 JOHN COUGAR 32-23 JOHN WAITE 34-24

#### WGTZ/Dayton, OH

none
Hottest:
HUEY LEWIS & THE 1-1
COREY HART 2-2
ARETHA PRANKLIN 8-8
TINA TURNER 10-10
DIRE STRAITS 17-17

#### KRNQ/Des Moines, IA Gillan/Finch

Gillar/Finch
MOTLEY CRUE
PAT BENATAR
POWER STATION
POINTER SISTERS (dp)
UIRE STRAITS 26-2
TINA TURNER 12-8
HEART 28-11
BRUCE SPRINSFREN 23-12
PHIL COLLINS 27-13

Michaela/Hermen
STING
LOVERBOY
NIGHT RANGER
KING
BONIE & JAGGER
HOOTERS
HOETES:
HUEY LEHIS & THE 3-1
BRYAN ADAMS 4-2
JONN PARR 5-3
KOOL & THE GAMC 14-7
DIRE STRAITS 16-9

#### WSTD/Evansville, IN

PAT BENATAR
WHAM!
MOTLEY CRUE
JOHN COUGAR
HOTES: THE 1-1
KOOL & THE GANG 9-4
DIRE STRAITS 11-5
ARETHA PRANKLIN 16-8
PHIL COLLINS 13-9

#### WMEE/Ft Wayns, IN Tony Richards

BOWIE & JAGGER LOVERBOY LOVERSOY THE WOR WHITHEY HOUSTON HOTEST: JOHN PARR 2-1 TINA TURNER 4-2 BILLY JOEL 8-5 PRINCE 11-6 WHAM! 13-8

WGRD/Grand Rapids, Mi

STING BOHIE & JAGGER ROMANTICS HOTTO HUEY LEWIS & THE 3-1 BRYAN ADAMS 4-2 JOHN PARR 8-4 PHIL COLLINS 11-8 PRINCE 20-12

None ...
Hottest:
JOHN PARR 1-1
HUEY LEWIS & THE 2-2
DIRE STRAITS 3-3
MOTLEY CRUE 6-6
BRYAN ADAMS 10-10

WKFR/Kalamazoo, MI Terry Weinacht

Terry Weinacht
BOWIE & JAGGER (dp)
DOW MENLEY
ROMANTICS
MEM AT WORK (dp)
MADOWNA
A-BA (dp)
RALL & OATES
BOLLest: BOLLEST
BOLLE

WVIC/Lansing, MI Maloney/Kittredge

Maioney/Rittedge
JOHN CAFFERTY
WHAN1
MADONNA
M

Z104/Medison, WI Little/Hudson

KJ103/Oklahoma City, DK Cahill/Alexander

HALL & OATES GODLEY & CREME

HALL & OATES
GOOLEY & CREME
GOOLEY & CREME
GOOLEY & CREME
HITHNEY HOUSTON
LOVERBOY
NIGHT RANGER
DEBARGE
DON HENLEY
BOWIE & JACGER
HOLLESTER 1-1
DIRE STERITS 5-2
REO SPEEDNAGON 12-8
MONTLEY CREME 16-11
WHAM1 17-13

KOFM/Oklehoma City, OK

HOTTEST: ARETHA FRANKLIN 5-3 BRYAN ADAMS 7-4 JOHN PARR 12-5 KOOL & THE GANG 23-14 NHAMI 22-17

BOWIE & JAGGER PAUL YOUNG TIL TUESDAY HALL & OATES

KQKQ/Omaha, NB

Taylor/Dean
BOWIE & JAGGER
LOVERBOY
NIGHT RANGER
LAURA BRANIGAN
NOTLES C.
HUEY LEWIS & THE 1-1
WOTLEY CRUE 10-4
WHAH! 12-8
DIRE STRAITS 15-10
MADONNA 24-16

Taylor/Dean

KZ93/Peoria, IL Keith Edwards

BOWIE & JAGGER JOHN WAITE

JOHN WAITE STING HOTLEST: HUEY LEWIS & THE 2-1 JOHN PARR 4-2 TINA TURNER 6-5 PHIL COLLINS 10-6 WHAM! 12-8

HOWARD JONES
HOUTEST:
HUEY LEWIS & THE 1-1
JOHN PARR 3-2
HEART 12-4
PAT BENATAR 13-10
DON HENLEY 14-11 WRQN/Toldeo, OH Joe Thomas

Joe Thomas
HALL & OATES
BOWIS & JAGGER
DEBANGS
ROWARTES
ROWARTES
ROWARTES
FORMATION
HOLDER
HOLDER
JOHN PARR 1-1
COREY HARK 3-2
HUEY LEMIS & THE 4-3
WHAMI 15-9
KOOL & THE GANG 18-15

#### KAY107/Tulsa. OK DAVID POSTER

DAVID FUSION
LOVERBOY
POINTER SISTERS
ARETHA FRANKLIN
HOLLEST:
TEARS FOR FEARS 1-1
HUEY LEWIS & THE 2-2
CORRY HART 9-6
HEART 13-10
JOHN PARR 19-16

#### KEYN-FM/Wichita, KS Brooks/Brown

Brooks Brown
BONIE 1 JAGGER
BALL 4 OAMES
PAUL YOUNG
NIGHT RANGER
ABC
DAVID FOSTER
APID FWINE (D)
SCRITTI POLITTI
OHEAD TRICK (dp)
HOTHER
JOHN PARR 2-1
TIMA TUNNER 3-2
PAT BENATAR 11-7
PAT BENATAR 11-7

#### KKRD/Wichita, KS

NIGHT RANGER LOVERBOY HALL & OATES BOWIE & JAGGER HOLTEST: HUEY LEWIS & THE JOHN PARR 3-2 BRYAN ADAMS 4-3 TINA TURNER 6-4 BILLY JOEL 7-5

## NOMIE & JACGER KOOL & THE GANG OINCO BOINCO HALL & OATES GOOLEY & CREME HOLLEST 2-1 JOHN PARE 2-1 JOHN PARE 2-1 BILLY CRYSTAL 13-4 DIRE STRAITS 11-6 READY FOR THE WOR 15-10 WHOT/Youngstown, OH Dick Thompson

ABC
NIGHT RANGER
PAUL YOUNG
ROMANTICS
AMY GRANT
HALL & OATES
CHEAP TRICK HALL & DATES CHEAP TRICK HOTCEST: HUEY LEWIS & THE 1-1 PRINCE 8-5 WHAM1 9-6 PHIL COLLINS 10-7 MADONNA 24-15

#### PARALLEL THREE

#### KYYY/Bismarck, ND

Bob Beck
LOVERBOY
BOWIE & JAGGER
NIGHT RANGER
SIRWIVOR
DAVID FOSTER
HOTE LENIS & THE 3JOHN PARK 4-2
BRYAN ADAMS 6-3
PRINCE 18-13
DIRE STRAITS 24-16

#### WBNQ/Bloomington, IL

KATE BUSH ABC
ABC
ABALL & OATES
BOMIE & JAGGER
PAUL YOUNG
ROMANTICS (dp)
ROTES:
HUEY LEWIS & THE 3-1
JOHN PARR 4-2
BRYAN ADAMS 5-3
POINTER SISTERS 14-1(
DIRE STRAITS 20-13

#### WBWB/Bloomington

BOWIE & JAGGER NIGHT RANGER HOOTERS HOTLEST: BRYAN ADAMS 3-2 JOHN PARR 7-5 BILLY JOEL 8-6 PHIL COLLINS 16-8 DIRE STRAITS 20-15

## A-HA MOTELS HUEY LEWIS & THE HOLTEST: THE 2-1 COREY HART 3-2 JORN PARR 4-3 PUIL COLLINS 7-5 HEART 19-8 WCIL-FM/Carbondale, IL

BOWIE & JAGGER NUMANTICS KATRINA & THE WAV LAURA BRANIGAN HOOMEDS LAURA BRANIGAN HOOTERS HOCLEST: DIRE STRAITS 1-1 KOOL & THE GANG JOHN PARR 5-3 PRINCE 12-6 HEART 31-12 6-2

JOHN COUGAR
WHITNEY HOUSTON
STING
BOWHE & JAGGER
HALL & OATES
HOTES
HOTES
HOTES
HOTES
JOHN PARR 2-1
KOOL & THE GANG @-5
PRINCE 13-7
WHAM! 15-11
MADONNA 21-15

KQCR/Cedar Rapids 14 DisconHarmon
HALL & OATES
BOWIE & JAGGER
BOWIE & JAGGER
RIGHT RANGER
ROMANTICS
SURVIVOR
HOTEST:
JOHN PARR 6-2
BRYAN ADAMS 10-7
PBIL COLLINS 12-9
DIRE STRAITS 23-10
MOTLEY CRUE 16-14

#### KCMQ/Columbia, MO

BOWIE & JAGGER LOVERBOY LOVERBOY
A-HA
DON HENLEY
FOREIGNER
HOTTEST:
HUEY LEWIS & THE 1-1
ARETHA FRANKLIN 3-2
JOHN PARR 4-3
DIRE STRAITS 21-15
KOOL & THE GANG 26-19

#### Y94/Fargo, ND

Anderson/Palmer
DON HEMLEY
BOWHE & JACGER
COVERBOY dep)
HALL & OATES
HOTESHOTH
HUEY LEWIS & THE 2-1
BRYAN ADAMS 3-2
JOHN PARR 6-4
TINA TURBER 8-5
DIRE STRAITS 25-14

STING BOWIE & JAGGER JOHN CAFFERTY JOHN CAFFERTY HOTCHEST: HOUSY LEWIS & THE 1-1 BRYAN ADAMS 5-3 MOTLEY CRUE 15-12 KOOL & THE GANG 24-14 DIRE STRAITS 25-18

#### WAZY/Lafayette, LA Stacy/Louizous

HOOTERS NIGHT RANGER BOWLE & JAGGER BOWIE & JAGGER ABC Bottest: HUEY LEWIS & THE 3-1 JOHN PARR 2-2 BRYAN ADAMS 4-3 WHAM! 9-5 DIRE STRAITS 17-12

#### KFRX/Lincoln, NE Tracy Johnson

HALL & OATES MICHAEL MCDONALD BOWIE & JAGGER NIGHT RANGER Hottest: HUEY LEWIS & THE 1-1 BRYAN ADAMS 3-2 JOHN PARR 5-3 TINA TURNER 6-4 PHIL COLLINS 10-7

#### KGGG/Rapid City, SD

Phil Wilson

NIGHT RANGER
STING
A-HA
REAV FOR THE WOR
REAV FOR THE WOR
HUEY LEWIS & THE 1-1
JOHN PARR 4-2
KOOL & THE GANG 6-3
OIRE STRATTS 17-9
JOHN CAFFERTY 29-20 Phil Wilson

## KKLS/Rapid City, SD Sherwin/Piper

LOVERBOY-ABC
WHAT IS THIS
HALL & OATES
BOWIE & JAGGER
HOTES : THE 2BRYAN ADAMS 5-2
TINA TURNER 7-3
DIRE STRAITS 19-11
PHIL COLLINS 22-15

#### 99KG/Salina, KS Denny Collie

Denny Couler

HALL & OATES
BOWIE & JAGGER (dp)
TALKING READS
WHAT IS THIS
ERIC MARTIN
HOLLEWIS & THE 2-1
JOHN PARR 5-2
DIRE STRAITS 24-12
MIRMI 29-21
KOOL & THE GANG 38-26

#### KKRC/Sloux Falls, SD

BOWHE & JAGGER
JOHN CAPFERTY
READY FOR THE WOR
HOTESE:
MOTLEY CRUE 1-1
PHIL COLLINS 13-6
DIRE STRAITS 19-9
PRINCE 21-13"
JOHN COUGAR 28-20

#### U93/South Bend, IN J.K. Deering

MOTLEY CRUE Hottest: TEARS FOR FEARS 1-1 JOHN PARR 8-2 DIRE STRAITS 15-4 ARETHA FRANKLIN 26-6 TINA TURNER 19-11

### KWTO-FM/Springfield, MO Mike Schmidt

Mike Schmidt
LOVERBOY
BOMIE & JAGGER
NIGHT RANGER
FOREIGNER
HALL & OATES
HOTTES

KNMQ/Albuquerque-Ser Stucker/Rountree

Sucker/Nountree

BOWIE 4 JAGGER
WHITHNEY HOUSTON
LOVERBOY
NIGHT RANGER
HOTESE:
HUEY LEWIS 4 THE 1-1
JOHN PARR 7-4
WHAM1 15-9
PAT BENATAR 14-10
PRINCE 22-12

KKXX/Bakersfield, CA Squires/Kamper COCK ROBIN STING

A-HA Hottest: HUEY LEWIS & THE 1-1-BRYAN ADAMS 3-2 WHAMI 8-3 JOHN PARR 6-4 TINA TURNER 9-6

KQXR/Bakersfield, CA Doug DeRoo

LOUIS DEROC KING BOWIF & JAGGER HALL & OATES DEPECHE MODE ROMANTICS MICHABL MCDONALD NIGHT RANGER ERIC MARTIN HOLLEST:

ERIC MARTIN Hottest: DIRE STRAITS 4-3 WHAM! 9-4 JOHN PARR 16-8 A-HA 19-16 READY FOR THE WOR

Larry Doss

SONIE & JAGGER
LOVERSOY (dp)
HOOTERS (dp)
PAUL YOUNES
SCRITTI POLITI
HOTELS:
TINA TURKER 2-1
PRIL COLLINS 6-3
PRINCE 8-4
DIRS STRAITS 20-13
A-HA 28-19

KIYS/Boise, ID Tom Evans

BONIE & JAGGER FOREIGNER

WHAT IS THIS DON HENLEY OMD OMD Hottest: JOHN PARR 3-1 DIRE STRAITS 5-4 MOTLEY CRUE 9-8 A-HA 10-9 DAVID FOSTER D-21

KIKX/Colorado Springe, CO John Dantzer

John Dantzer

BOWIE & JAGGER

HALL & OATES

OMD (dp)

DAVID FOSTER (dp)

PAUL YOUNG (dp)

ROMANTICS (dp)

HOCLEST: (dp)

HOCLEST: (dp)

HOCLEST: (dp)

BOWAN ADAMS 4-2

TIMA TURNER 6-3

ARSTHA FRANKLIN 7-4

MEMM! 11-7

KIMN/Denver, CO Erickson/Perez

Fricks on/Perez

PRINCE

BONIE & JAGGER

GOOLEY & CREME

LAURA BRANICAN

STING

HOttest:

EURY LEWIS & THE 1-1

JONN PARR 4-2

DIRE STRAITS 7-5

COL & THE GANG 18-8

TINA TURNER 13-10

KF96/Boise, ID

Larry Doss

#### WDBR/Springfield, IL Jim Moore

Jim Moore
NIGHT RANGER
LOVERBOY
BOWIE & JAGGER
DON HENLEY
TIL TUESDAY
ABC
AMY GRANT
OMD
ROMANTICS

WEST

PARALLEL TWO

KSND/Eugene, OR

KBOS/Fresno, CA Kris Van Kamp

KMGX/Fresno, CA

Carey Edwards

Shayne/New

#### WSPT/Stevens Point WI Bouley/Steffen

BOWIE & JAGGER READY POR THE WOR HALL & OATES

HALL & OATES SURVIVOR HOOTERS DON HENLEY (dp) Hottest: DIRE STRAITS 3-1 JOHN PARK 2-2 MOTLEY CRUE 4-3 BILLY JOEL 12-6 KOOL & THE GANG 10-8

#### KO93/Modesto CA

Bryan Casey HALL & OATES DON HENLEY DON HENLEY
ABC (dp)
DAVID POSTER
HOTTCST:
HOTTCST:
BRYAN ADAMS 7-4
PHIL COLLINS 10-5
KOOL 4 THE GANG 15-7
WHAM! 19-10
JOHN PARR 16-11

#### KCAQ/Oxnerd-Ventur Randy Robbins

WHITNEY HOUSTON DEPECHE MODE ABC NIGHT RANGER BOWIE & JAGGER BONIE & JAGGER
HALL & OATES
DAVID POSTER
BOTTESTE
BOTTESTE
HOUSY LEWIS & THE 3-1
KOOL & THE CANG 6-3
TINA TURNER 8-5
READY FOR THE WOR 25A-HA 32-23

#### David Gariano

Shayne/Newman
BOWLE & JAGGER
HALL & OATES
HALL & OATES
NIGHT RANGER (dp)
DON HENLEY
BOOTERS (dp)
HOTESS:
DIRE STRAITS 10-8
PRINCE 12-9
GODLEY & CREME 21-14
MADONNA 28-23
COCK ROBIN 31-26 BOWIE & JAGGER STING HOTLEST: HOUSY LEWIS & THE 1-1 JOHN PARR 3-2 BRYAN ADAMS 5-3 ARETHA FRANKLIN 6-4 PHIL COLLINS 9-5 Kris Van Kamp
LOVERSOY
FOREIGNER
TIL TUESDAY
ABC
HALL & OATES
BOWNE & JAGGER
WHITNEY HOUSTON
HOLLEST HAS THE 1TONN ARR 7-1
TIAN TURNER 6-5
PRINCE 13-8
DIRE STRAITS 27-17 KSKD/Salem, OR

#### Len E. Mitchell

Len E. Mitchell
PAUL YOUNG
HALL & OATES
ROMANTICS (dp)
RATE BUSH (dp)
RATE BUSH (dp)
SCRITTI POLITTI (dp)
BOWLE & JAGGER (dp)
APPLL WHIS (dp)
HOLLEST:
HUSY LEWIS & THE 3-1
JOHN PARR 2-2
DIRE STRAITS 9-5
PRINCE 10-7

#### KDON-FM/Salinas, CA

BOWIE & JACGER (dp)
HALL & OATES
AMY GRANT
FOREIGNER
HOTESE:
HUEY LEWIS & THE 1-1
BRYAN ADAMS 2-2
JOHN PARR 3-3
BILLY JOEL 5-4
TINA TURNER 7-5

KRQ/Tuscon AZ

Carey Edwards
BOWIE & JAGGER
ABC
OINGO BOINGO (dp)
MADRICE WHITE
CHEAP TRICK (dp)
BOTHER
EDIT STATE
LISA LISA 2-1
PRINCE 5-4
READY FOR THE WOR
DIRE STRAITS 36-22
MADONNA 33-24 5 EDDIE & THE TIDE STING BOWIE & JAGGER FOREIGNER ABC ERIC MARTIN (dp) HOTTEST KYNO-FM/Fresno, CA Walker/Davis Walker(Davis
JOHN COUGAR
LOVERBOY
NIGHT RANGER
PORRIGHER
HOTE STANDER
HOTE STANDER Hottest: HUEY LEWIS & THE 1-1 TINA TURNER 7-4 DIRE STRAITS 13-5 JOHN PARR 10-7 MADONNA 23-13

#### KCPX/Selt Lake City, UT

Authorn/Mein
JOHN PARR
DIRE STRAITS
DIRE STRAITS
STRAI KQMQ/Honolulu, HI Kimo Akane KIMO Akane
BONIE & JAGGER
HALL & OATES
NIGHT RANGER
FOREIGNER
PAUL YOUNG
OND
HIGHEY LEWIS & THE 4-1
JOHN PARR 6-2
DEAD OR ALIVE 5-5
KOOL & THE GANG 14-7
TINA TURNER 15-8 KZZU/Spokene, WA

#### KLUC/Las Vegas, NV

BOWIE & JAGGER NIGHT RANGER (dp) A-HA HOOTERS (dp) ABC FOREIGNER FOREIGNER HOTTEST: JOHN PARR 8-1 TINA TURNER 10-4 PRINCE 22-15 MADONNA 26-19 DIRE STRAITS 27-23

#### Gille/Johnson

Gille/Johnson
STING (dp)
FOREIGNER (dp)
SURVIVOR (dp)
DON BENLEY (dp)
DEBARGE
HOLLEST
BRYAN ADAMS 4-2
BILLY JOEL 5-3
KOOL & THE GANG 6-4
TINA TURNER 9-5
JOHN PARR 15-11 KFIV/Modesto, CA Russ Novak A-HA READY FOR THE WOR SURVIVOR FOREIGNER (dp) ABC ABC
SCRITTI POLITTI
HOttest:
HUEY LEWIS & THE 1-1
BRYAN ADAMS 3-2
JOHN PARR 4-3
HOWARD JONES 14-9
DIRE STRAITS 22-15

#### KDVV/Topeka, KS Kevin Rabatt

HALL & OATES BOWIE & JAGGER (dp) DEBARGE ABC ABC
NIGHT RANGER
HOUTE LEWIS & THE 3-1
DIRE STRAITS 9-4
KOOL & THE GANG 23-15
WHITNEY HOUSTON 34-28
JOHN COUGAR 36-29

#### KFMW/Waterloo, IA

BOWIE & JAGGER SURVIVOR
HALL & OATES
FOREIGNER
HOTLEST:
DIRE STRAITS 8-1
HUEY LEWIS & THE 2-2
KOOL & THE GANG 13-9
PRINCE 25-18
MADONNA 30-19

KHTX/Reno, NV

John Chammie

EDDIE & THE TIDE

#### PARALLEL

Kay Taylor

Nay Taylor

BOWIE & JAGGER

NIGHT RANGER

TIL TUESDAY

LOVERBOY (dp)

HALL & OATES

DON HENLEY

PAUL YOUNG

HOTES:

HUEY LEWIS & THE

JOHN PARR 1-2

TINA TURNER 5-3

WHAM! 6-4

READY FOR THE WOR

### KYYA/Billings, M1 Cherlie Foxx

JOHN CAPPERTY WHITNEY HOUSTON JOHN WAITE JOHN WAITE
ADMIE 4 JAGGER
STING
LOVERBOY
NIGHT RANGER
SURVIVOR
HOLLEST: 4 THE 1-1
BRYAN ADMS 3-2
JOHN PARR 4-3
PHIL COLLINS 10-6
DIRE STRAITS 23-12

#### KBOZ-FM/Bozeman, MT

A-HA LOVERBOY BOWIE & JAGGER HOTTEST: THE HUEY LEWIS & THE BRYAN ADAMS 3-2 JOHN PARR 4-3 TINA TURNER 8-6 WHAM! 10-7

#### KTRS/Casper, WY Todd Cavanaugh

Todd Cavanaugh
DON HENLEY
PAUL YOUNG
BOWIE & JAGGER
READY FOR THE WOR
BOW JOW! (dp)
HALL & OATES
NATALIE COLDE (dp)
HOCKES: 18 THE 1-1
PHILE COLLINS 9-6
BYAN ADANS 7-7
DIRE STRAITS 20-12

#### KKAZ/Cheyenne, WY

A-HA JOHN CAFFERTY STING STINC
LOVERBOY
LAURA BRANIGAN
NIGHT RANGER
READY POR THE WOR
HOTLES:
HUEY LEWIS & THE 2-1
JOHN PARR 5-2
BRYAN ADAMS 9-3
TINA TURBER 15-4
DIRE STRAITS 31-14

#### KOZE/Lewiston, ID Jay McCall

Jay McCall

DON HERLEY
BOWIE & JAGGER

HOOTERS
HOOTERS
PAUL YOUNG
HOTERS
TALL & OATES
PAUL YOUNG
DIER STRAITS 3-1
HUEY LENIS & THE 2-2
BILLY JOEL 5-4
PHIL COLLINS 12-8

### THREE

KGOT/Anchorage, AK

EDDIE & THE TIDE TIL TUESDAY ABC PAUL YOUNG BOWIE & JAGGER HOOLES HIE GANG 15-9 JOHN CAFFERTY 27-19 GOOLEY & CREME 28-22 DIRE STRAITS 30-24 KWNZ/Reno, NV Skakes/Davis

DIRE STRAITS
DAVID FOSTER
JOHN WAITE (dp)
READY FOR THE WOR (dp)
SHANNON (dp) SHANNON (dp)
Hottest:
STING 2-1
PHIL COLLINS 18-10
WHAM1 15-11
MADONNA 29-17
GODLEY & CREME D-27

#### KBIM/Roswell, NM Mike Shaw

READY FOR THE WOR HOOTERS FOREIGNER TIL TUESDAY OMD OMD Hottest: HOEY LEWIS & THE 3-1 JOHN PARR 4-2 BRYAN ADAMS 5-3 PHIL COLLINS 11-6 WHAM! 13-9

#### SLY96/Sen Luis Obisno CA

Joe Collins Jos Collins

MONIE & JAGGER

HALL & OATES

DON MENLEY
FOREIGNER

TIL TUSSDAY

ABC

DAVID POSTER

HOTTER

HOTTER

HOTTER

JOHN PARK 4-2

JOHN PARK 4-2

JOHN PARK 12-9

PRINCE 15-10

#### KZOZ/San Luis Obispo, CA

Stave Chase

DON HENLEY
OINGO BOINGO
LOVERBOY
BOWIE & JAGGER
READY FOR THE WOR
ABC
HOTELST:
HUEY LEWIS & TRE 1-1
PAT BENATAR 8-5
PRINCE 13-8
PRIL COLLINS 15-10
DIRE STRAITS 21-13

### OK96/Tri-Cities, WA

WHAT IS THIS PAUL YOUNG PAGE IGENTICS

BOWLE & JAGGER

DON HENLEY

SCRITTI POLITTI

HOTES:

DIRE STRAITS 4-2

HUEY LEWIS & THE 8-6

JOHN PARR 9-7

PRINCE 15-10

CHEAP TRICK 17-12

#### 248 Reporters

237 Current Reports The following stations reported a frozen playlist this week:

Y106/Orlando WLRS/Louisville WGTZ/Dayton WIKZ/Chambersburg Q101/Meridian KNOE-FM/Monroe

The following stations falled to report this week; therefore their playlists were frozen:

WNVZ/Norfolk WGFM/Schenectady

WZPL/Indianapolis WOMP-FM/Wheeling WZYP/Huntsville

Parallel I: Selected stations in major markets that are format dominant and/ or exert a significant national influence. Perallel II: Selected stations in sec-ondary markets that are format domi-nant and/or exert a significant local or regional influence. This parallel may al-so contain some major market stations that do not qualify for parallel one status.

83105 21-4 7106 5-5 742 6-6 MRYQ 5-4 KTYM 17-15 BTUX 3-11 198 10-8 MCIC 6-5 MCOWNEY

WIGO 3-1 WIGO 3-1 WIGO 6-5 WIGO 6

INC 3-7 WLS 9-13 WLS 9-13 WLS 9-16 WLS 9-16 WLS 9-16 WLS 9-16 WLS 9-16 WLS 13-16 WLS 13-16

2 0100 1-4 #200 6-6 #253 12-8 #253 12-8 #253 12-8 #253 12-8 #253 12-8 #253 12-8 #253 12-8 #253 13-8 #2

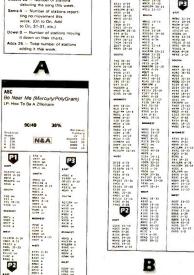
212/37

Regions Reach E 024 8 065 H 844 W 105 4 EYY 6-3
MIN 05-1
MIN

RSHD 24-18 KDCHTH 30-24 RCPK 15-6 R1SD 38-31 AIT OF

Parallel III: Selected stations in smaller markets that are format dominant and or exart a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

2	248 Re	ports	
JOHN ODE "Hit Song LP: Hit Song	" (Anyla	bel)	
	00/25	44%	Nationa
Regional Reach E 33% All 21% S 56% W 19%			Summary Up 51 Debuts 20 Same 4 Down 0 Adds 25
E	XAN	APLE	
44% — Perc porters Regional Read	week inc entage of s playing i ch — Perc	this week t.	new adds. s re- reporters
National Sum		,	cir legion.
Up 51 — Nur		tations mo	ving
Debuts 20 - debutir	Number ig the sor	of stations	ek.
week.	moveme (On to Or	nt this	port-
		- 1	
Down 0 - No	31-31, et umber of on their	stations m	oving



0100 on MMSR on X104 on RI-104 a-VEPXT d-4

BRYAN

Regiona Reach E 160 5 160 F 391 H 567

P

B104 5-5
E105 9-11
BRTT 8-7
WESSEW 10WESSEW 10WESSEW 10WESSEW 10WESSEW 22-1
CROS 12-1
CROS 12-1
100 11WESSEW 5BY 10CROS 12-1
CROS 12

MIDWEST MARTH A RELEPH A 958G ON MOSE A ROWN A		0100 16-13 H00U 0-34 HV8R d-36 E104 d-40 HERI 39-35 HMAX 28-26 HFEE 39-37 HLARFM a-40	#5.80 25-24 .805 4-27 .860 40-33 .600 37-34 KLUC .FFIV a-39 .FGA 23-23 .KPOP 38-32	NEOTY A ST95 27-24 ST95 27-24 ST95 27-26 ST97 23-18 SS97 23-18 SS97 40-36 SS02 10-7 SL996 33-27 OR95 5-3
AFPM ON WAST PART OF THE PART		Invincible ( LP: The Leger	Chrysalis) ad Of Billie Jean	Soundtrack
% Yational		Regional Reach E 1004 5 95s H 988 H 941	•	DEBUTS 4 SAME 26 DOMH 8 ADDG 7
Figure 1 (1) (1) (1) (1) (1) (1) (1) (1) (1) (		FAT (1-2) (1	March   Marc	Sect   1-12
	### A PART	### 1	### CALL PART OF THE PART OF T	### Company of the Co

Pat Benatar Co	MICWETT
WOTO 0-18 WOTO 1-19 WOTO 1-19 WOTO 1-19 19 WOTO 18-11 19 WOTO 18-11 19 WOTO 18-11 19 WOTO 18-11 19 WOTO 18-12 19 W	#AA1 24-11 4046 17-55 #MMC 27-55 #MMC 27-56 #MMC 28-5 #MMC 28-5 #M
WIE & MICK In The (EM	JAGGER II America)
85/185 BREAK	DOWN D ADDS 185
HIGH	TOTAL AND
	Hetional Summary
I SOUTH	Fational Summary UP 78 OSBUTS 22 SAME 62 COMP 0 ADDS 10
WALT   12-32   13-32	MC 16-13 (16-13) (16-1
	FGOT 27-25 FBO2PR 29-24 EYES 31-26 FRAX a FOZE 16-14 ERTY on KePI on KEPI 29-25 SUTES 6-33 OKS5 on
	WILE A MICK   First

JOHN CAFE	FERTY & BEAV	ER BROWN BAN	10
LP: Tough A	Il Over	33)	
Regional Reach 5 279 5 768 H 31s M 751	193/13	78%  National Summar UP to Ocauts 3 SAME 4 Ocommands L	1 L
1   1   1   1   1   1   1   1   1   1	13-14	FAI  FEAT  F	## ## ## ## ## ## ## ## ## ## ## ## ##
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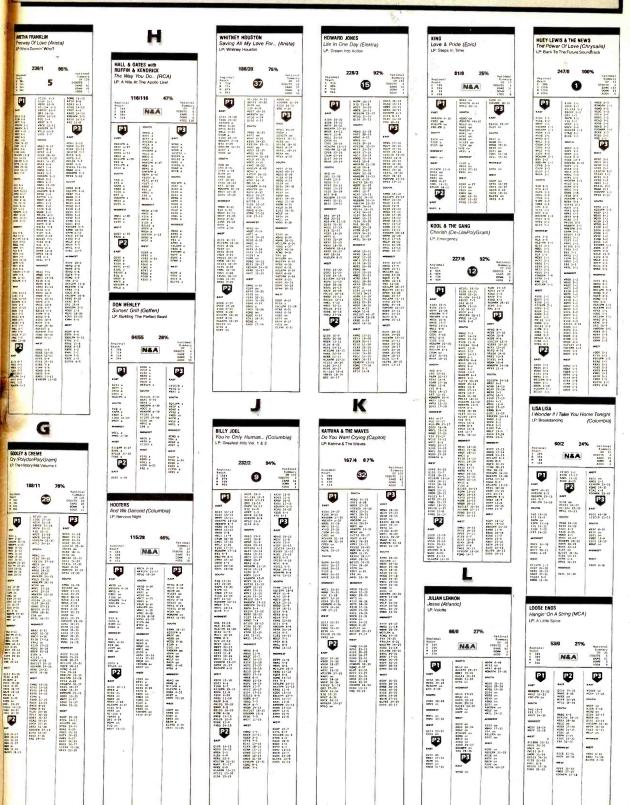
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If something's happening at your station or company — send R&R the photo and we'll put it on the Picture Page.



#### **BE A SHMOOZER** ... NOT A LOSER AT THE NEW MUSIC SEMINAR

To make it in the music business, you've got to get out there and see people. Face to face. Shmoozing—the art of talking business as pleasure—is the most important activity at the New Music Seminar. Actively networking with the record industry's movers and shakers at the Seminar will do more for your career and your company than a month spent playing telephone roulette or mailing out press releases. Come September 25-28, no one will be "in with people" or "on a call" or "out of town." They'll all be in New York's Marriott Marquis, shmoozing at the New Music Seminar.

So, if you don't want to spend four days wondering why you can't reach anybody, come to NMS6, And be a shmoozer, not a loser.

This year's Seminar will feature a fascinating and broadbased array of programs, including many new panels and workshops.

PROGRAMMING: Black Radio · Contemporary Hit Radio • College Radio (new) • Album Oriented Rock Radio · DJs and Remixers · MUSIC: Producers · New Age Music (new) • Heavy Metal (new) • A&R • Journalists • Alternative Music (new) • Artists • Battle of DJs/MCs/Human Beat Boxes • BUSINESS: Nightclubbing Around the World • Talent and Booking • Tipsheets and Trades • New Labels Workshop (new) . The Cultural Boycott (new) . UK Independent Labels (new) • US Independent Labels: Marketing and Promotion (new) . Independent Labels and Distribution • Financial Structure of the Music Business • Management • Music vs. Madison Avenue (new) • MARKET-ING: Publicity · Packaging and Merchandising (new) · Crossover Promotion • AOR Marketing and Promotion • Black Music Marketing and Promotion • MUSIC VIDEO: National Programming • Local/Regional Programming (new) • International Programming (new) • Directors • Clubs (new) • Marketing & Exploitation (new) • Promotion (new) · LEGAL: Record Deal Basics (new) · Publishing and Artist Development • Artist Contract Mock Negotiation · Ancillary Rights (new) · Corporate Sponsorship (new) • Legal Hot Topics (new) • Music/Film/Video • International Licensing • Video Rights & Payments (new) • TECHNOLOGY WORKSHOPS: Recording Studio Technology (new) • Computer Technology (new)

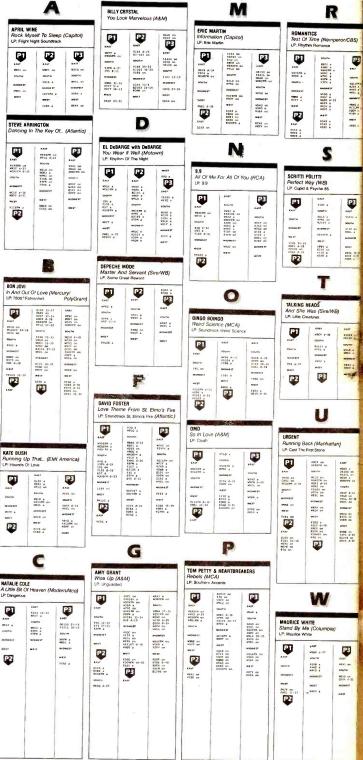
**REGISTRATION:** Admission to the Seminar is \$175 per person. Call 212-722-2115 or write c/o 1747 First Avenue. New York, NY 10128 to request a registration form. If you want to use your credit card, you can register by phone at the same number. ACCOMMODATIONS: The Seminar has arranged discount hotel rates for Seminar attendees. Call or write for information on hotel and travel options. (Same address and phone as above.) MARKET-ING OPPORTUNITIES: There are many ways you can use the Seminar as a valuable and unique marketing and promotion opportunity. Call Joel Webber at 212-255-7408 for information and rates.

NEW MUSIC SEMINAR 6 NEW MUSIC **SEPTEMBER 25-28, 1985 MARRIOTT MARQUIS NEW YORK CITY** 1747 FIRST AVENUE NYC 10128 (212) 722-2115 TELEX 6971684 FUNK



#### PARALLELS

SIGNIFICANT ACTION



## The Competition

For the last 20 months, this page has been used to provide information describing the advantages of using AIR to expose new product to radio. We've described the effect AIR has on our radio participants. They, in turn, have confirmed how AIR has changed their listening habits.

We have depicted, in detail, the process involved from the time a record is released to the time it reaches maximum hit potential. Moreover, we have researched and determined that over 90% of all releases are never heard or discussed in music meetings at the radio level.

In addition, we've published lists of songs that AIR helped impact, before they became a "hummable favorite." But we've never talked about our competition. There's a good reason. We don't have any.

There are companies that help get it on the radio, companies that help market it at retail, and companies that help gather information after the fact. But only one company can insure that a majority of CHR & AOR reporters will listen to your product and respond back their perception of its potential, and do it in less than 9 working days.

AIR, the fastest, most reliable research tool available to get radio to listen to music. Our phone rings just outside of Washington, D.C. at (301) 964-5544. We're ready to help you compete.

WEEK # 6

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 ca in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, August 28, 1985

ARTIST STARSHIP

LABEL RCA

WE BUILT THIS CITY **ROCK 'N ROLL ME AGAIN** BE NEAR ME WISE UP

SYSTEM ABC KATE BUSH **MCA** MERCURY/POLGRAM

RUNNING UP THAT HILL

AMY GRANT

A&M **EMI-AMERICA** 

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR music for artist managers, producers and record companies.

1985 Active Industry Research, Inc.



MACTIVE Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

## **CONTEMPORARY HIT RADIO**

## BREAKERS.

#### **DAVID BOWIE & MICK JAGGER** Dancing In The Street (EMI America)

75% of our reporters playing it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 185 including WKSE, Z100, WQUE-FM, B96, WLOL-FM, KIIS-FM. Complete airplay in Parallels.

#### LOVERBOY

Lovin' Every Minute Of It (Columbia)

68% of our reporters playing it. Moves: Up 10, Debuts 51, Same 49, Down 0, Adds 59 Including WHTT, Q107, KRBE, WNSY, WGCL, KBEQ, KZZP. Complete airplay in Parallels.

#### READY FOR THE WORLD Oh Sheila (MCA)

67% of our reporters playing it. Moves: Up 58, Debuts 49, Same 28, Down 0, Adds 32 including K106, WHTT, WBLI, KTKS, 92X, KHTR, KMJK. See Parallels, debuts at number 33 on the CHR chart.

#### **NEW & ACTIVE**

- NIGHT RANGER "Four In The Morning (I Can't Take Anymore)" (Camel/MCA) 147/70
  Moves: Up 4, Debuts 31, Same 42, Down 0, Adds 70 including WHTT, CKGM, WCAU-FM, KAFM, KEGL, WOUE-FM,
  0105, WGCL, 2299, WZUU, KKRZ, KNBQ, WHYT d:34, WGRD 34-29.
- UB40 with CHRISSIE HYNDE "I Got You Babe" (A&M) 140/17
- ding CFTR, WCZY, KHTR, KKRZ, KMJK, KITS, KMEL, KWSS.
- 991YX, KTUX, WFXX, WMTS 403C, 1995 293C, WMMS 20-191

  D. HALL 3. J. OATES With D. RUFFIN & E. KENDRICKS "The Way You On The..." (RCA) 116/116

  Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 116 including WXKS-FM, WKSE, WPHO, B94, WAYA, 940, 259, 1100.
- HOOTERS "And We Danced" (Columbia) 115/28 Moves: Up 12, Debuts 22, Same 53, Down 0, Adds 28 including
- Adds 28 including WNYS, WAVA, Z93, KEGL, KRBE, B96, Q103, WVSR, KTUX,
- WYBS, WICAU-FM 74, Z108 9-8, WFS1 10-11.
  FOREIGNER "D'Own On Love" (Atlantic) 96/24
  Moves: Up 15, Debuts 19, Same 38, Down O, Adds 24 including KRBE, KOPA, WLAN-FM, KX104, KTUX, KIYS, KFIV, KZZU,
  KRQ, WGUY, WJZR, SLY96, KEGL d-13, KPLUS 40-34, K104 38-31.
- ABC '18-Near Mer' (Mercury/PolyGram) 90/49

  ABC '18-Near Mer' (Mercury/PolyGram) 90/49

  ABC '18-Near Mer' (Mercury/PolyGram) 90/49

  ABC '18-Near Mercury/PolyGram) 90/49

  ABC '18-Near M
- NOTES, NRSS, NOSE, NRSEL, RIVER, WANS-FM, KIIK, ISS, 39-36, KMEL 35-25.

  SURPYIOR "FIFET Hight" (Scotti Bros. (CBS) 85/23

  Moves: Up 9, Debots 17, Same 36, Down 0, Adds 23 including WPHD, WCAU-FM, B94, KTKS, KRBE, KPLUS, KNBQ, WAMX, FMTO, KFIV, WOID, KYYY, WORD 30-26, KCPX 35-29, 95XIL 36-29.
- \*\*MTUD, KHY, WOLD, KYTY, WOHD SUCE, KUZY, 302-25, 30311, 36-25,
  \*\*\*TIL TUESDAY "Lookin" Over My Shoulder" (Epic) 72/22

  Moves: Up 2, Debuts 15, Same 33, Down 0, Adds 22 Including CKO, B97, WGCL, Q103, Q100, WSPK, WRCK, KOFM, KBOS, WYKS, WDBR, KHTX, WHTT 33-29, WMMS d-36, KX104 d-36. JULIAN LENNON "Jesse" (Atlantic) 66/0
- Moves. Up 16, Debuts 3, Same 42, Down 3, Adds 0, WPHD 30-28, WMMS 35-32, Q103 33-31, WERZ 37-34, WANS-FM 29-27, WOKI 39-35, WRNO 33-30, WKDD 27-20, KZIO 39-33, KJ103 24-20, KSKD 28-27, KRQ 28-26, WCGQ 35-28, WHSL
- DON HENLEY "Sunset Grill" (Geffen) 64/55 Up 3, Debuts 4, Same 2, Down 0, Adds 55 Including B104, WHTT, WPHD, WCAU-FM, 94Q, KAFM, KRBE, WMMS, KKRZ, KUBE, Y100 34-27, KPI,US 33-28, BJ105 26-20.
- WNSY, WGCL, WMMS, NATZ, AUBE, 1100-9162, 1 ACCOUNT OF THE PROPERTY OF THE PROP
- Moves: Up 1.0, which 3-50, WRCk 40:35, WTLO 36:31, WOKI 40:36, WzUN 20:24, chick WRZL, KZIO, KOXR, WKSF, KIIS-KIIS, "Love & Pride" (Epic) 81.8 Moves: Up 17, Debuts 4, Same 31, Down 1, Adds 8, PRO-FM, Y100, WAMX, WANS-FM, WKZL, KZIO, KOXR, WKSF, KIIS-FM 11.9, KMEL 14-11, KPLUS 16:11, WTLO 40:36, KOMO 40:36, WGGO 39:31, KWES 32:28

  LISA LISA & CULT JAM with FULL FORCE "I Wonder If 1 Take You Home" (Columbia) 80/2

  Wows Up 31, Debuts 4, Same 15, Down 8, Adds 2, WCZY, KECQ, WHIT 40:35, WXS-FM-6.5, PRO-FM 24:20, 34 OL 15.

  Z33 16:9, WHYT 20:15, KKRZ 30:13, FM102 98, KS103 1-1, KAMZ 4-3, WCKN 4-1, KMOX 2-1, Z102 18:10.

- 293 189, WHYT 20-15, KKRZ 30-13, EMIDS 98, KS103 11, KAMAX 4-3, WCKN 4-1, KMGX 2-1, Z102 18-10.

  BELIOUIS SOME "Some Popole" (Capitol) 55/1

  Moves Up 8, Debuts 3, Same 47, Down 0, Adds 1, WPS, WKSE on, WCALLFM d-40, KRBE on, WMMS on, ZZ99 on, O100

  35-32, K104 -25/9, WCLD 37-34, WHSL 33-30, KHYT 4-40, CMSF 34-29

  RATT "Lay it Down" (Allantic) 57/0

  WORS Up 28, Debuts 0, Same 42, Down 5, Adds 0, WHT 26-22, WGCL 27-25, WMMS 19-17, ZZ99 24-21, O100 28-25, WZLD 32-26, WRNO 8-7, KTUX 10-7, WRON 11-10, KIYS 7-6, WGLV 25-21, WJZR 29-27, WFFM 30-26, WCILL FM 20-16, MCILL FM 20-16,
- WHAT IS THIS "I'll Be Around" (MCA) 55/17 uding Y100, WVSR, WKAZ-FM, WZLD, KBFM, WRNO, KIYS, WGAN,
- KRLS-FM, 98m3, WHIPU G-94, LSS SUICS, WIDSH G-97, LDOSE ENDS "Happin" On A String" (MCA) 53/0 Moves Up 25, Debuts 5, Same 21, Down 2, Adds 0, WXKS-FM 25-22, Z93 17-7, WNSY 36-30, WCZY 28-24, KKRZ 35-30, FM102 8-7, KWOD 31-29, KWBE 25-22, Q100 39-35, WSPK 34-29, WTLQ 38-35, Z98 32-26, WGAN 27-24, Q104 22-19,
- PAUL YOUNG "I'm Gonna Tear Your Playhouse Down" (Columbia) 52/51
  Moves: Up 1, Debuis 0, Same 0, Down 0, Adds 51 including WXKS-FM, WKSE, WCAU-FM, I95, Y100, B96, 92X,
  WHYT, Q103, KOPA, KWSS, WDCG, KSKD, WCGQ, KPLUS 39-33.

#### MOST ADDED

OAVID BOWIE & MICK JAGGER (185) Dancing In The Street (EMI America)
DARYL HALL & JOHN DATES (116) The Way You Do The Things You... (RCA)
NIGHT RANGER (70) Four In The Morning (I...) (Camel/MCA) LOVERBOY (59) Lovin' Every Minute Of It (Columbia)

00N HENLEY (55)

Sunset Grill (Geffen)

### HOTTEST HUEY LEWIS & THE NEWS (167)

Power Of Love (Chrysalis) JOHN PARR (165) St. Elmo's Fire (Man In Motion) (Atlantic)
OIRE STRAITS (150) Money For Nothing (WB)
TINA TURNER (88) (Capitol)

We Don't Need Another Hero... KOOL & THE GANG (85)

### SIGNIFICANT ACTION

OAVIO FOSTER "Lave Theme From 'St. Elmo's Fire' " (Atlantic) 47/31 Moves: Up 1, Debus 7, Same 8, Down 0, Adds 31 including WXKS-PM, WCAU-FM, PRO-FM, 94Q, 897, FM102, WTLO, KAY107, KEVN-FM, KIKX, KOSS, KCAQ, Y100 d-28, WQUE-FM d-23, KIYS d-21.

KAY10, KEYN-FM, KIKK, KO33, KCAL, Y100 d-28, WQUE-FM d-23, KIT3 d-21.

WRGEAT "Funning Back" (Manhattan) 43/3

Moves: Up 2, Debuts 6, Same 32, Down 0, Adds 3, KIKX, WGUY, WGAN, WPHD on, CKOL on-dp, WCAU-FM d-39, WMMS
on, KKRZ on-dp, K194 36-32, WOKL d-40, WRQN on, KBOS d-40, WKSF d-40, WHSL 40-38, KHTX d-35, OK95 d-39.

on, KKRZ ondp, K104 36-32, WOKI d-40, WRQN on, KBOS d-40, WKSF d-40, WHSL 4U-dp, ATHA U-32, U-NEU U-32.

AMY GRANT "Wise Up" (A&M) 42/12

Moves: Up.5. Debuts 6, Same 19, Down 0, Adds 12, KAFM, Q100, WKEE, WKRZ-FM, KXX106, WZLD, KBFM, KIIK, WHOT, KZCU, WKHI, WDBR, Z93 27-21, KX104 39-24, KDON-FM 40-35.

BON JOVI "In And Qut of Love" (Mercury/PolyGram) 42/4

Moves: Up. 8, Debuts 5, Same 25, Down 0, Add 4, KRBE, KWES, KTISK, WCAU-FM 34-28, KHTR on, KWK d-28, Q100

22-27, WFS 17-34, WTL 0 37-32, XZ18 35-33, WOKI 32-29, KX104 27-23, KOZE 6-30, KHTX d-28, OK95 33-30.

TOM PETTY "Rabsles" (MCA) 38/4

Moves: Up. 2, Debuts 2, Same 30, Down 0, Adds 4, PRD-FM, KTUX, KEYN-FM, WGAN, WXKS-FM on, WNYS d-35, WCAU-FM on-dp, WMMS on, WNYTO-n, WOKI d-38, WFMI on, KX104 40-37, WHOT on-dp, KOXR on, WXKI 38-35.

wn 0, Adds 32 including WXKS-FM, WPHD, WMMS, WCZY, WVSR, KHFI, KAMZ, WANS-KIKX, KSKD.

E. D. DeBARG with DeBARG "You Wear It Weil" (Gordy/Motown) 31/31

Moves Up 0, Debus 0, Same 0, Down 0, Aods 31 including WKSE, WCAU-FM, IBS, Y100, B97, WQUE-FM, WHYT, KMEL

KELLS, WSP, MOROC, KA103, KORM, WRON, KRO

ERIC MARTIN "Information" (Capital) 30/4

Same 24, Down 0, Adds 4, CKOI, KQXR, KDON-FM, 99KG, WNYS d-34, WCAU-FM on, KMEL d-35, LD on, WFMI on, KEYN-FM on, WHOT and a KROS on the KOOS

GTUD on, K104 on, WZLD on, WPMI on, KEYN-FM on, WHOT on-dp., K805 on-dp., K903 on-dp., WCAD-FM on, KMEL d-35, BILLY CRYSTAL "You Look Marvelous" (A&M) 24/2
Moves: Up 8, Debuts 1, Same 12, Down 1, Adds 2, WHTT, 95FM, WKKS-FM on, WCZY 5-4, WHYT 26-13, KZZP 23-21, K104
425, RITO4 on, KZZB 25-23, BJ105 30-23, Z104 13-4, KJ103 23-19, KLUC on, KPOP on, KKRQ 27-24,
9,9 "All Of Me For All IOT / YUT" (RCA) 23-27. 9.9 "All Of Me For All Of You" (RCA) 23/10

Up 0, Debuts 1, Same 12, Down 0, Adds 10, WKSE, 94Q, Z93, FM102, WBBQ, WSSX, WOKI, WFMI, Q104, Z102, M on, Y100 d-31, KXX106 on, KAMZ on, WRQC on

WXKS-FM on, Y100 d-31, KXX106 on, KAMZ on, WRQC on.
STEVE ARRINGTOM "Dancing in The Key Of Life" (Atlantic) 23/5
Moves Up 0, Debuts 3, Same 15, Down 0, Adds 5, WKSE, WCZY, KIIS-FM, WOKI, KTUX, WXKS-FM on, WCAU-FM d-35,
W

WHY! I d-31, WRIZE-M 0010D, WILLU 0-4U, WZLU UR, WEMI OR, RIFM UREUP, RIMON UR, ROUNDE UR.

MOMO "So In Love" (AAM) 2011

Moves UP 1, Dedus 4, Same 4, Down 0, Adds 11, WXKS-FM, WCAU-FM, WTLQ, WNOK-FM, WFMI, KIYS, KIKX, KOMO, WIAD, WDRR, KBIM, KIS-FM d-36, KMEL 26-20, Z104 d-38, KCAO d-35.

SCRITTI POLITTI "The Perfect Way" (WB) 19/11

KMEL, K104, WZLD, BJ105, KF95, KFIV, KSKD, 95XIL, WHSL, OK95,

KKRZ 34-26, KUBE d.32, K1PB 38-34, KUZE 0-33 **ONBGO BOINGO "Weld Science" (MCA) 17:8** Moves: Up 1, Debuis 5, Same 3, Down 0, Adds 8, KIIS-FM, KKRZ, KPLUS, KX104, KTFM, Z104, KMGX, KZOZ, 185 on, KS103 d-33, WFMI d-37, WIZE d-35, Z102 40-36, WFSL d-39, OKSS d-35.

KS103 d-33, WFMI d-37, WIZP d-35, Z102 d-0.8, WHSL d-39, OKS5 d-35.

KATE BUSH "Running Up That Hill" (EMI America) 18/7

Moves Up 0. Debus 1, Same 8, Down 0, Adds 7, wHYT, Q100, WERZ, WZLD, WKZL, KSKD, WBNQ, WTLQ on-dp, WANSFOR On-dp, WKFG on, KKX on-dp, WKH on, KWES d-33, WHSL on-dp, WSPT on.

DEPECHE MODE "Master And Servain" (Sire/WB) 12/10,

Woves Up 1, Debuts 0, Same 1, Down 0, Adds 10, WPHIO, KRBE, KPLUS, WFMI, WRNO, KQXR, KCAQ, WKSF, WHSL, B97

11-9, KRNQ on-dp.

TALKING HEADS "And She Was" (Sire/WB) 11/11

Debuts 0, Same 0, Down 0, Adds 11, B96, WRCK, KX104, WKZL, WKDD, 95XXX, OK100, WXLK, WHSL

WATALIE COLE "A LITTLE BIT Of Heaven" (Modern/Atco) 11/8

Moves: Up 3, Debuts 0, Same 0, Down 0, Adds 8, WKSE, WPST, WSSX, KAMZ, KTFM, WPFM, WHSL, KTRS, K104 19-12, OK 100 21-16, 9SKL 16-15.

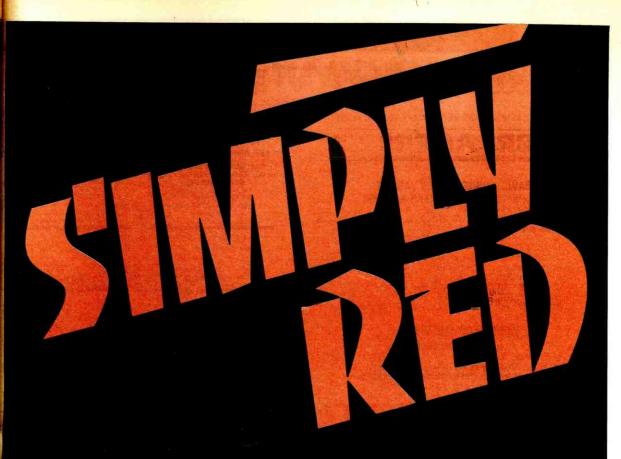
MAURICE WITHE "Stand By Me" (Columbia) 10/4
Moves: Up 1, Debuts 2, Same 3, Down 0, Adds 4, KZZB, KAMZ, WRVO, KMGX, KMUK on, KMEL 31-27, WVSR d-37, WKH
on, WJAD on, Q104 d-32.

APRIL WIME "Rock Myself To Sleep" (Capital) 10/4
Moves: Up 0, Debuts 0, Same 6, Down 0, Adds 4, KZZB, KEYN-FM, KSKD, WDBR, WPHD on dp, WMMS on-dp, WRCK on, WZYQ on-dp, WHSL on, OK95 on.

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 bottowing the artistitite (label) designation includes the total number, low many added it for the first their this week. Moves indicate the total number, low many added it for the first their this week. Whose indicate the proof of command that archity, and added for the number is a sampling of individual station activity. Complete activity can be found in the Parallels.

NOTE: Records that tack the required 60% of our CHR reporters to become Breakers may accumulate enough chart positions from high chart positions on those stations reporting them, to debut on the CHR National Alphayy40.

CHR Rotation Criteria — Fullitime Addes and/or One: tour lays in a 24-hour period, three of them before midnight. Disparend Adds and/or One: two plays in a 24-hour period, both of them before midnight.



# "MONEY\$ TOO TIGHT (TO MENTION)"

Produced by Stewart Levine for Oliverea Productions Ltd.

12" remixed by Steve Thompson and Mike Barbiero

ON ELEKTRA RECORDS





#### CONTEMPORARY HIT RADIO

Three Two Last Weeks Weeks Week 1 HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis) 2 JOHN PARR/St. Elmo's Fire (Atlantic) TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol) O BRYAN ADAMS/Summer Of '69 (A&M) ARETHA FRANKLIN/Freeway Of Love (Arista) 6 PHIL COLLINS/Don't Lose My Number (Atlantic) DIRE STRAITS/Money For Nothing (WB) PRINCE/Pop Life (WB) BILLY JOEL/You're Only Human (Second Wind) (Columbia) WHAM!/Freedom (Columbia) PAT BENATAR/Invincible (Chrysalis) E KOOL & THE GANG/Cherish (De-Lite/PG) 13 COREY HART/Never Surrender (EMI America) TEARS FOR FEARS/Shout (Mercury/PG) 28 21 17 19 HOWARD JONES/Life In One Day (Elektra) N&A Begins on Page 94 MADONNA/Dress You Up (Sire/WB) — 33 24 **1**3 29 26 21 POINTER SISTERS/Dare Me (RCA) MOTLEY CRUE/Smokin' In The Boys Room (Elektra) 16 14 16 19 HEART/What About Love? (Capitol) 33 O JOHN COUGAR MELLENCAMP/Lonely OI' Night (Riva/PG) 35 31 26 MOTELS/Shame (Capitol) 25 22 22 BILLY OCEAN/Mystery Lady (Jive/Arista) 18 23 DeBARGE/Who's Holding Donna Now (Gordy/Motown) 15 24 STING/If You Love Somebody Set Them Free (A&M) 37 2 A-HA/Take On Me (WB) 5 10 20 26 PAUL YOUNG/Everytime You Go Away (Columbia) DEAD OR ALIVE/You Spin Me Round (Like A Record) (Epic) 14 13 19 27 EURYTHMICS/There Must Be An Angel (RCA) — 39 36 GODLEY & CREME/Cry (Polydor/PG) 34 32 30 30 REO SPEEDWAGON/Live Every Moment (Epic) 40 34 31 O COCK ROBIN/When Your Heart Is Weak (Columbia) READY FOR THE WORLD/Oh Sheila (MCA) - 40 DICHAEL McDONALD/No Lookin' Back (WB) 39 JOHN WAITE/Every Step Of The Way (EMI America) DEBUT WHITNEY HOUSTON/Saving All My Love For You (Arista) 21 ao 25 38 FREDDIE JACKSON/Rock Me Tonight (For Old Time's Sake) (Capitol)

STING/Fortress Around Your Heart (A&M) DEBUT LAURA BRANIGAN/Spanish Eddie (Atlantic)

#### **ADULT CONTEMPORARY**

	3	1	1	O	KOOL & THE GANG/Cherish (De-Lite/PG)
	6	5	2		BILLY JOEL/You're Only Human (Second Wind) (Columbia)
	10	8	3	0	
	9	7	4	0	
	17	12	9	0	WHAM!/Freedom (Columbia)
	14	11	8	0	COREY HART/Never Surrender (EMI America)
	1		5		
1	13	10	10	0	ARETHA FRANKLIN/Freeway Of Love (Arista)
					HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)
	2	3			
1		21	15	0	WHITNEY HOUSTON/Saving All My Love For You (Arista)
ĺ	4	4	7		DON HENLEY/Not Enough Love In The World (Geffen)
	16	14	13		RONNIE MILSAP/Lost In The 50's (RCA)
	23	18	16		MICHAEL FRANKS/Your Secret's Safe With Me (WB)
	5	6	11	15	KENNY LOGGINS/Forever (Columbia)
	25	20			NATALIE COLE/A Little Bit of Heaven (Modern/Atco)
					HOWARD JONES/Life In One Day (Elektra)
					BEACH BOYS/It's Gettin' Late (Caribou/CBS)
		25	20	Œ	MICHAEL McDONALD/No Lookin' Back (WB)
	7	9	14	20	SADE/Your Love Is King (Portrait/CBS)
					AIR SUPPLY/The Power Of Love (You Are) (Arista)
BRI	ĒΑ	KI	R	2	COMMODORES/Janet (Motown)
BRI	EΑ	KI	ER	3	GODLEY & CREME/Cry (Polydor/PG)
,	1	16	22	24	WHITNEY HOUSTON/You Give Good Love (Arista)

8 13 19 25 AIR SUPPLY/Just As I Am (Arista)

N&A Begins on Page 74

#### **AOR TRACKS**

- 1	Weeks	Week		rees.			
1		_	14	3	0	J. COUGAR MELLENCAMP/Lonely OI' Night (Riva/PG)	
1		5	3	. 1	. 2		
-		15	7	4	•	HUEY LEWIS & THE NEWS/Back In Time (Chrysalis)	
-		1	1	2	4	DIRE STRAITS/Money For Nothing (WB)	
	BR	RE/	٩k	Œ	R 🧐	D. BOWIE & M. JAGGER/Dancing In The Street (EMI America)	
		16	16	7	0	MICHAEL McDONALD/No Lookin' Back (WB)	
		26	17	8	0		
		.11	10	6	8	GODLEY & CREME/Cry (Polydor/PG)	
1		13	11	10	9		
1		14	13	12	1		
ı		_	-	21	0		
1		23	18	14		CHEAP TRICK/Tonight It's You (Epic)	
		29	21	16		HOOTERS/And We Danced (Columbia)	
Î		27	22	18		TEARS FOR FEARS/Head Over Heels (Mercury/PG)	
l		36	31	23		NIGHT RANGER/Four In The Morning (Camel/MCA)	
		9	9	13		JOHN CAFFERTY & THE BEAVER/C-I-T-Y (Scotti Bros./CBS)	
l			34	25		DIRE STRAITS/One World (WB)	
		7	6	9		PHIL COLLINS/Don't Lose My Number (Atlantic)  V&T/Supporting Cirls (A&AA)	rt
			20	19		Begins On Page 76	
l		8	8	11		R.E.M./Can't Get There From Here (IRS/MCA)	
			39	29		MARILLION/Kayleigh (Capitol) NICK MASON & RICK FENN/Lie For A Lie (Columbia)	
			24	22		JOHN PARR/St. Elmo's Fire (Man In Motion) (Atlantic)	
			2	5 24		JEFF BECK/Gets Us All In The End (Epic)	
						MOTLEY CRUE/Smokin' In The Boys' Room (Elektra)	
						X/Burning House Of Love (Elektra)	
					27		
	4					COCK ROBIN/When Your Heart Is Weak (Columbia)	
	4					MR. MISTER/Broken Wings (RCA)	
						EDDIE & THE TIDE/One In A Million (Atco)	
-		_	-	_	_		

#### BLACK/URBAN

						BLACK/URBAN
		6	3	1	G	JESSE JOHNSON'S REVUE/I Want My Girl (A&M)
Į		2	2	2	2	WHITNEY HOUSTON/Saving All My Love For You (Arista)
ļ		7	5	4		KOOL & THE GANG/Cherish (De-Lite/PolyGram)
i		21	12	8	ā	READY FOR THE WORLD/Oh Sheila (MCA)
ł		15	8	7		9.9/All Of Me For All Of You (RCA)
1		9	6	6	0	TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)
Ì		16	10	10		BILLY OCEAN/Mystery Lady (Jive/Arista)
I		22	19	11	-	PRINCE/Pop Life (WB)
ı		5	4	3		
l		20	17			POINTER SISTERS/Dare Me (RCA)
		1	1	5		ARETHA FRANKLIN/Freeway Of Love (Arista)
l		23	20	14		CON FUNK SHUN/I'm Leaving Baby (Mercury/PolyGram)
ĺ		39	25	17		ANDRE CYMONE/Dance Electric (Columbia)
		13	9	9		SYSTEM/The Pleasure Seekers (Mirage/Atco)
		18	15	15	15	The state of the s
		37	28	19		STARPOINT/Object Of My Desire (Elektra)
		27	23	20		BOOGIE BOYS/A Fly Girl (Capitol)
		_		21		FREDDIE JACKSON/You Are My Lady (Capitol)
		32	27	22		NATALIE COLE/A Little Bit Of Heaven (Modern/Atco)
		-				DAZZ BAND/Hot Spot (Motown) KLYMAXX/I Miss You (Constellation/MCA)
		-	39	25 23		SHANNON/Stronger Together (Mirage/Atco)
		33	33	27		BAR-KAYS/Your Place Or Mine (Mercury/PolyGram)
		_	-	31		BOBBY WOMACK/I Wish He Didn't Trust Me So Much (MCA)
		17	16			ALEXANDER O'NEAL/If You Were Here Tonight (Tabu/CBS)
		28	26			FAT BOYS/The Fat Boys Are Back (Sutra)
		8	7			PATTI LABELLE/Stir It Up (MCA)
		_	_			FAMILY/The Screams Of Passion (WB)
		-				FIVE STAR/All Fall Down (RCA)
		40				NEW EDITION/My Secret (Didja Gitit Yet?) (MCA)
		12		18		MARY JANE GIRLS/Wild And Crazy Love (Gordy/Motown)
		35	34	32		CARRIE LUCAS/Hello Stranger (Constellation/MCA)
		_	upho			HOWARD JOHNSON/Stand Up (A&M)
		34	29	28	34	JUICY/Bad Boy (Private I/CBS)
	BR	EΑ	KE	R	35	MAURICE WHITE/Stand By Me (Columbia)
			32	29	36	BILL WITHERS/Something That Turns You On (Columbia)
		DEBL	JT ]	•	<b></b>	JENNIFER HOLLIDAY/Hard Times For Lovers (Geffen)
		_				SHEILA E/Sister Fate (WB)
		DEBL	I		39	O'JAYS/Just Another Lonely Night (PIR/Manhattan)

14 18 30 40 MELBA MOORE/When You Love Me Like This (Capitol)