

I N S I D E:

TOP BIRCH MARKET RESULTS

12+ Birch results for Dallas, Houston, Philadelphia, Pittsburgh, and Washington. Page 14

SYNCHRONOUS AM TRANSMITTER TEST

A new Nevada station will test the first "synchronous" AM transmitter — a second, distant transmitter extending coverage area. Brad Woodward has the details. Page 10

NAB BOARD OKAYS NRBA MERGER

The NAB-NRBA merger was approved by the NAB's Board last week, although TV voting strength on the board was boosted to compensate for new NRBA seats. Page 10

HANDS ACROSS AMERICA NEWS

Harvey Mednick updates radio on the latest developments in the \$100 million hunger drive, including ideas for station participation. Page 22

IN THE NEWS THIS WEEK

- "Power of radio" spoof ad causes Portland furor
 - Chris Bailey PD at WNVZ
 - Tracy West PD at WRRM
 - CKGM now A/C
 - Danny Buch, David Fleischman Atlantic AOR Directors
 - Carmy Ferreri PD as KPOP goes AOR
 - Consumer impact of antitaping "chip" considered
 - Joel Sebastian dies
 - Bill Stairs National PD for Constant
 - Terry Barnes VP at Motown
 - Lee Zapis GM of new Urban WEKS-AM & FM
 - KXLR becomes A/C KOIT
 - Chris DeVine GM, Drake Hall PD at new AOR KBER
 - Steve Moir VP in revamped MCA A&R team
 - Greg Sher GSM at WAIT & WLOO
 - Jim Barker GSM at WMVP & WZUU
 - Carolyn Barnaby-Merz GSM at WIL-AM & FM
 - Debi Covello GSM at KEZR
 - Carlyle sues to stop Amaturo deal
- Page 3, 4, 6, 8

ENGINEERING BASIC: CLEAN SOURCES

Elliott Klein stresses the importance of clean source material for a station's overall sound. Page 20

NEXT WEEK IN R&R

It's time for our annual RAB Convention issue, with a special packed with helpful sales information. Topics include:

- Competitive marketing tools
- Research to win over prospects
- Basic training for salespeople
- Computer sales applications

Newsstand Price \$3.50



WOLT GM, McVEIGH NSM, SYMON LSM

KTNQ & KLVE Set Management

At H&W Communications' newly-acquired Spanish combo KTNQ & KLVE/Los Angeles, H&W President Ken Wolt has come aboard as GM. Jack McVeigh is the new National Sales Manager, and Jerry Symon becomes Local Sales Manager.

McVeigh arrives from KAMA & KAMZ/El Paso, where he served several years as GSM. Symon, a former Retail Advertising Manager with the L.A. Herald-Examiner, most recently spent 18 months as an AE with Spanish neighbor KWKW/Pasadena. Wolt told R&R, "Jerry brings a strong retail background, while Jack has strong national/agency skills. They really complement one another very well."

Wolt dismissed the widespread rumors of format

Miller PD At KRLA

Longtime broadcaster Harvey (Humble Harv) Miller has been appointed PD in addition to his 9-noon air duties at Los Angeles Oldies station KRLA. He will work with former PD Mike Wagner, now OM for KRLA & KBZT.

Wagner commented, "Harv is uniquely qualified not only to program an all-Oldies radio station, but to manage the talent with whom he has worked before, either as a peer or PD, and to chart the future for KRLA, which has been near and dear to his heart for many years."

Miller said, "K-EARTH is an FM station playing oldies. KRLA is an oldies station. There's a big difference. KRLA is the oldies station in the country because it's been doing it for 25 uninterrupted years. It's wonderful that there is a KRLA because it's something for people to remember the good times and it's more of a hometown L.A. station than any other station on the dial."

Miller added, "We're going to continue on the road of personality and oldies. We have

MILLER/See Page 6

changes for both stations. "Los Angeles is a strong market for these stations. Our FM, one of the best signals in Southern California, is the only one serving the L.A. Hispanic audience, which alone could rank as the ninth largest city in the US. And the AM covers all the way from Tijuana to Santa Barbara. So we'd have to think long and hard before making drastic

PHIPPEN NEW GM

WARM Heats Up Atlanta CHR Fray

Susquehanna's WARM/Atlanta will switch from A/C to CHR at an undisclosed near future date, although indications are it will not change call letters. The station's new GM is WZGO (2106)/Philadelphia VP/GM Bill Phippen, who replaces Station Manager Julie Dorff. PD George Montiel remains at WARM, while no other staff changes were announced at presstime.

Susquehanna Regional VP Sandy Goldberg stated, "We're

all thrilled to death have 'Phip' back in Atlanta. We've been evolving from A/C to a hybrid between A/C and CHR, and in the next few weeks we're ready to present a fresh new CHR approach to the market."

Phippen, a former GSM at Atlanta combos WQXI-AM & FM and WSB-AM & FM, told R&R, "We've designs on taking substantial parts of the market away from the other CHRs, and to do that I plan to hire the best people I can. Both of Atlanta's CHRs (WQXI-FM and WZGC) are well-programmed, but I intend to compete eyeball to eyeball with them."

Phippen's replacement in Philadelphia was not announced.

St. John Programs WAVA



Mark St. John

WAPI-AM & FM/Birmingham PD Mark St. John has been selected to program Doubleday's WAVA/Washington. He succeeds Smokey Rivers, who became PD at K101/San Francisco five weeks ago.

Doubleday Regional VP/GM Alan Goodman told R&R, "There is a wealth of talented programmers in the medium markets who are as sophisticated as any in the majors. Mark outshined them all, and I had to

ST. JOHN/See Page 6

Oliva Named GCC VP/Programming

WERE/Cleveland OM George Oliva III has been promoted to VP/Programming for parent GCC Communications of Cleveland, Inc., which also operates FM CHR WGCL.

Noted GCC President Kim Colebrook, "George will be applying his planning, research, and strategic expertise of WGCL while maintaining his role with (News/Talk) WERE."

A former actor and singer, Oliva joined WERE four years ago in the sales department, shortly thereafter becoming Asst. PD, and later, PD and OM. One of Oliva's first respon-

sibilities will be to help select WGCL's next PD, as Tom Jeffries vacated that post two weeks ago. Oliva told R&R, "My objectives are to give WGCL some of the consistency, in terms of strategizing, planning and research, that we've managed to put in place for WERE, which has shown a lot of growth the past two years against a 50-kw, clear-channel with three major sports — the same kind of odds WGCL's up against with WMMs."

Oliva added that the decision on a new WGCL PD will be made shortly.

FORMATS CHOOSE FAVORITES

Programmers Pick Top Artists

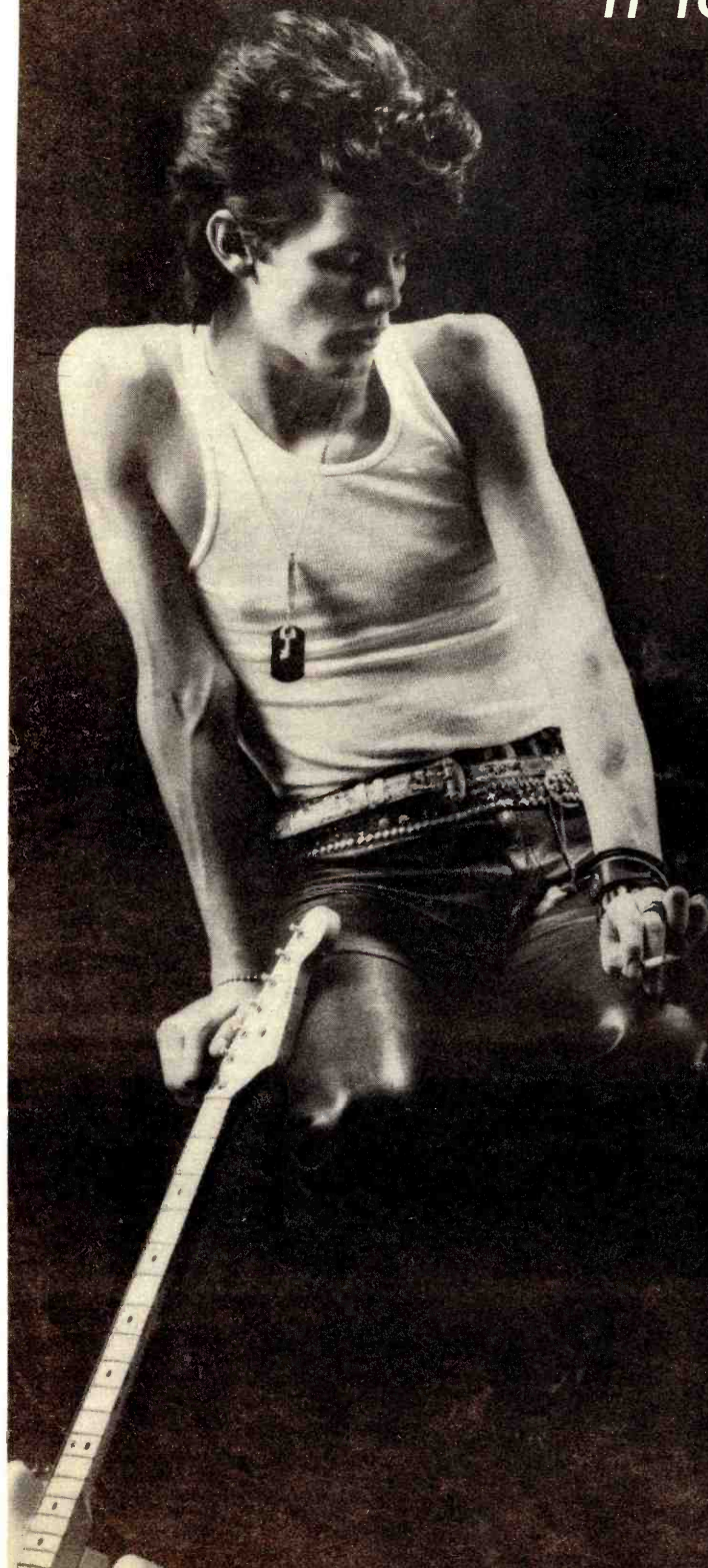
Top 10	
ESTABLISHED ARTISTS	UP & COMING
1. Bruce Springsteen	1. Whitney Houston
2. Lionel Richie	2. Sade
3. Phil Collins	3. Hooters
4. Stevie Wonder	4. Tears For Fears
5. Michael Jackson	5. Mr. Mister
6. Prince	6. Wham!
7. Alabama	7. Julian Lennon
8. Sting/Police	8. A-Ha
9. Billy Joel	9. U2
10. Bryan Adams	10. Simple Minds

the "On The Records" column, Page 28.

Aside from simply being a lot of fun, this issue gives record companies a unique look at the way radio perceives artists, al-

lows radio folks to see what their peers think, and provides an unscientific but nonetheless fascinating perspective on the stature of today's top artists. We hope you enjoy it.

"IF CHARLIE SEXTON EVER MAKES IT TO TOLEDO, HE CAN KICK MY BUTT..."



for waiting to play "BEAT'S SO LONELY"... I hope I'm the only one who overlooked it."

Rick Van Gil, WIOT

He came to us two years ago with a backbone of credits. We did the unusual and released his debut album during the holiday crunch of '85.

"When's the last time a rock'n'roll record from a newcomer made you feel this damn good? Charlie Sexton emanates star power on every note of "Pictures For Pleasure." Album radio continues to break talented new acts, and Charlie Sexton will top the list for the 1985/1986 season"

ALBUM NETWORK

"... I went into this new song expecting some sort of Stevie Ray/Lobos and what I blownmindedly found was James Dean meets Bowie and Elvis... and when the sexiest baritone since Bryan Ferry leans into that Fender, you know why he's been playing on stage since !!"

Bill Hard, FMQB

Album Radio responded, and by year's end, the beat wasn't so lonely...

"Since the 'Loop' is always on the hunt for music that stands out, Charlie Sexton is a natural. Sales have kicked in and we feel this kid will be around for a long, long time."

Bill Evans, WLUP

"Charlie Sexton is definitely going to be a #1 RECORD in Boston."

Tony Beradini, WBCN
Boston

Beat's So Lonely caught fire on CHR

"A consistent TOP-5 requested single..."

Tom Cuddy, WPRO-FM

"In less than one week, Charlie grabs Top-10 requests. Most of them upper demos."

Mark Shands, 195
Miami

Charlie was live, nationwide on MTV's New Year's Eve Show

"All of a sudden, the record took off and we can't keep the album in stock. Solid Top-Five sales."

John Corley, TOWER RECORDS
Berkeley

"Charlie Sexton has come on strong since the first of the year. MTV and AOR exposure will make this new face an artist to watch in 1986."

Jim Morrow, RECORDS & TAPES
Omaha

Sales exploded across the country, the album taking consecutive 20-point jumps on the charts. The excitement builds.

"We have seen a substantial pick up on Charlie Sexton's "Pictures For Pleasure" LP. We thought all along that this one would be a hit record and we are behind it 100%."

Lew Garrett, Buyer, CAMELOT

"Since we have been on the air (22 YEARS), we have not had as much response on a new artist."

Jeremy Prescott, WMGX
Portland

... THE BEAT GOES ON...

CHARLIE SEXTON

THE ALBUM
PICTURES FOR PLEASURE

DIRECTION: TIM NEECE MANAGEMENT

MCA RECORDS

JANUARY 24, 1986

**HOLDING
TURNOVER
DOWN**

Employee turnover is often viewed as a fact of life, but consultant **Rick Ott** notes that it's not so at all stations. He provides tips on keeping good people.

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**Barnes
Upped To
Motown VP**



Terry Barnes

Terry Barnes, formerly Executive Assistant to the President of Motown Records, has been elevated to the newly-created post of VP/Creative Services. She will be responsible for national advertising and related materials, special marketing projects, and promotion video clips.

Observed Motown President Jay Lasker, "Terry is one of the brightest young executives I've worked with. She also has one of the most extensive backgrounds in the record business."

Barnes, who joined Motown five years ago, previously held positions in publicity, promotion, sales, and graphics with United Artists, Casablanca, and Ariola Records.

MYTHICAL CAR FAKES OUT LISTENERS

**Spoof Radio Ad Campaign
Runs Into Portland Collision**

What started as an innocent attempt to demonstrate radio's effectiveness in Portland, OR is ending up in a flurry of adverse publicity and a fraud investigation by the Oregon Attorney General's office.

The Portland ad campaign for a nonexistent car, the "Stardrive 2000," is a takeoff on last year's widely-publicized "Plummet Mall"

promotion in Cincinnati, where radio stations aired spots touting an imaginary underground shopping center. Follow-up research was used to show how well the radio campaign worked.

KEX/Portland VP/GM Dave Milner, Chairman of the Portland Area Radio Council, said 14 stations on December 28 began running \$60,000 in spots for a talking car which was said to need no gas and to require servicing only every 200,000 miles.

the case. Although Milner said broadcasters haven't been contacted as part of any formal probe, Jan Margosian, Consumer Information Coordinator in the Financial Fraud Division of the AG's office, confirmed that an investigation was launched last week. She told R&R that a meeting was scheduled for Wednesday (1-22) to determine a course of action because the stations may have violated

SPOOF/See Page 4

**West PD
At WRRM**

Five-year WRRM (WARM 98)/Cincinnati afternoon drive personality and Promotion Director Tracy West has been elevated to PD at the A/C outlet. A first-time PD, she replaces Mark Tipton, who remains at the station as midday personality.

Although down slightly in the fall ARB results, WARM 98 continues to be the leading FM A/C in an extremely competitive A/C market. West doesn't foresee a departure from the station's current programming. She said, "Our philosophy has always been to stay the way we are, doing what we've been doing, but doing it a little bit better. I don't have any plans to change what we're doing."

Before coming to WRRM, West was continuity supervisor and booth announcer at WCET-TV/Cincinnati.

Listeners Believe

"We're just trying to prove to advertisers the effectiveness of radio and get more ad dollars onto radio," said Milner. "As unbelievable as we made the car sound, unfortunately some people still believed it. The purpose wasn't to deceive anyone." He said legal counsel had cleared the spoof campaign, since no money changed hands and listeners weren't inconvenienced by being directed to a bogus location.

Milner said the spots will continue through the end of January, when market research will be used to peg the campaign's impact. This week's spots announce cancellation of the solar car due to lack of sunshine.

The plan began to unravel last week when KGW-TV/Portland exposed the campaign and brought the Attorney General's office into

**Buch, Fleischman
Atlantic AOR Directors**



Danny Buch

Danny Buch and David Fleischman have been elevated to Director/National Album Promotion and Co-Director/National Album Promotion respectively at Atlantic. Both were Associate Directors in the department, based at the label's New York headquarters.

Atlantic Sr. VP Vince Faraqi, who announced the promotions along with VP/National Album Promotion Judy Libow, commented, "Under the direction of



David Fleischman

Judy, Danny and Flash have done a fantastic job in securing Atlantic's position as the #1 label in album radio. With Judy's promotion to VP a year ago, the time has come to further acknowledge Danny and Flash's irreplaceable contributions."

Buch told R&R, "From our people in the field and national office to the incredible artist roster, this is a great company to work for."

ATLANTIC/See Page 4

CONSUMER IMPACT WEIGHED

Home Taping 'Signal' Sends Mixed Messages

By Adam White

Customer to store clerk: "Do you have the new Michael Jackson album?" Clerk to customer: "Sure — do you want the record, cassette, or compact disc?" Customer: "I'll take the record."

Clerk: "Do you want it with HTS, or without?" Customer: "Excuse me?" Clerk: "HTS. Home Taping Signal. That's the version which

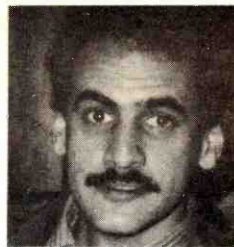
you can't tape on your home machine, which we have on sale at \$6.99. Or there's the one without HTS, which you can tape from, which is \$3 extra."

Customer: "OK, forget the record: just give me the cassette." Clerk: "With or without..." Fade to black.

It's hard to imagine this type of conversation ever happening. But

not if member companies of the Recording Industry Association of America fight home taping by technological means, and get the appropriate laws passed. They and other music industry interests want protection — or compensation — for the unauthorized duplication of their members' copyrights, aka home taping.

Last fall, the RIAA sought a



Chris Bailey

**Bailey PD
At WNVZ**

WNVZ/Norfolk has ended a three-month search for a new PD, hiring two-year WTIP & WVSR/Charleston, WV OM Chris Bailey for the CHR outlet, starting around February 1. The post had been vacant since Bob Canada resigned in late October. As part of the changes, Research Director Mary Ann Rayment was promoted to MD, marking the first time WNVZ has had an off-air MD.

VP/GM Paul Todd told R&R, "Chris is joining us because of his knowledge of the Zoo-type morning show, which he's done in Charleston. His winning track record, ability to motivate people, and great recommendations from all sectors of the industry make him perfect to continue our winning ways."

BAILEY/See Page 4

GARIANO EXITS TO CONSULT

**KPOP Goes AOR
With PD Ferreri**

Fuller-Jeffrey CHR KPOP/Sacramento has switched over to an AOR presentation. The station may apply for new calls, and is using the on-air slogan "The New Rock 93." Additionally, former MD Carny Ferreri returns as PD, replacing David Gariano, who will open the doors on his own programming consultancy, based in Dallas, with KPOP as his first client.

VP/GM Bill Cloutier told R&R, "We commissioned extensive research and discovered an overabundance of CHR was available on

**Stairs Constant
National PD**

After 18 months as PD at Olympic's KZZU/Spokane, Bill Stairs has accepted the National PD post for Constant Communications, based at newly-launched CHR KIVA/Albuquerque.

Constant President Fred Constant noted, "Bill's got a great track record, and his background

STAIRS/See Page 4

the dial. While we don't consider this a true AOR, we lean in that

KPOP/See Page 4

**WJMK's
Sebastian Dies**



Joel Sebastian

Longtime broadcaster and WJMK/Chicago morning man Joel Sebastian died last Friday (1/17) in Evanston Hospital from complications after contracting pneumonia. He was 53.

Sebastian, who had spent the past 20 years on-air at eight

SEBASTIAN/See Page 6

TAPING/See Page 6

ZAPIS GM

WEKS-AM & FM Urban Format

Aiming to compete in the Atlanta Urban format arena, Trans World Broadcasting's WEKS-AM & FM/La Grange, GA has introduced Urban presentations. WEKS's signals originate approximately 60 miles from the metro's downtown area. WEKS-FM, which broadcasts with 100 kw on 104.1 MHz, has begun construction on a new tower closer and taller to the city; the AM operates with 10 kw on 1080 kHz.

Bailey

Continued from Page 3

Bailey, who programmed WCSC/Charleston, SC for three years prior to WTTP & WVSR, said, "I plan to take the same course we took at WVSR — an all-out, aggressive programming approach on every level. With Paul's knowledge of this metro, I'll be able to assist WNVZ in achieving market dominance and making it into a legend."

WVSR MD Rod Hampton will serve as interim PD until a permanent selection is made.

The decision to drop Nostalgia for Urban follows that of WBUS/Newnan, GA, another recent suburban conversion to Black programming. Combined with the three metro outlets, WVEE, WAOK, and WIGO, the Atlanta metro will now be served by six Black/Urban stations. Despite the apparent saturation, GM Lee Zapis expressed confidence for the new "Kiss 104 & 1080 AM." "We're excited to be in Atlanta," he said. "All the research indicates there was a void in the market, and these stations will fit in nicely with our company plans."

PD Mitch Faulkner, who left WVEE for WEKS, added, "We're doing some things musically, particularly with our research, that have traditionally been considered unorthodox."

The stations' new lineup includes Faulkner 6-10am; Mari Sommers 10am-3pm; Keith Eubanks 3-7pm; Tony Scott 7pm-midnight; and Ray Harris and Laverne Kelsey overnights.

Atlantic

Continued from Page 3

Fleischman said, "We were blessed last year with amazing music at Atlantic, and I'm extremely fortunate to have Judy and Danny to work with."

Buch and Fleischman were both appointed to Associate Director/National Album Promotion in August 1983. Buch had been National Secondary Album Promotion/Special Projects Manager; he joined Atlantic in 1979. Fleischman had been Regional Pop Promotion Director in Dallas; he joined the label in 1974.

Spopt

Continued from Page 3

ed the state's Unfair Trade Practices Act and FCC regulations. Margosian said the state violations could result in fines of \$25,000, plus restitution, adding that her office is receiving calls from both upset listeners and irate auto dealers, who claim they've lost business as a result of the ad campaign.

Milner said his only regret about the incident is that "some people believed what we thought was unbelievable." The resulting flap, he said, only serves to more fully underscore the power of radio.

WOODRUFF EXITS

KXLR Converts To Light A/C KOIT

After a disappointing performance in the fall Arbitron, Bonneville's KXLR has discontinued its six-month "Trendformation" format experiment. The station will now simulcast the "Light Rock, Less Talk" format of sister FM KOIT during drivetimes and carry a slightly modified, board-operated version of the FM programming in other dayparts. The AM outlet has returned to its original KOIT call letters; the FM is now KOIT-FM. As part of the changes, KXLR Director of Information Norm Woodruff has exited the station, as have afternoon host Ross Alex-

ander, parttimer Rick Bidgood, and producer Richard Tittelbaum. KOIT-FM PD Mike Phillips will now oversee programming for both stations.

KOIT-AM & FM VP/GM Chuck Tweedle told R&R, "I have never worked with such a professional as Norm Woodruff. He and his staff worked their tails off, so although this experiment did not work out, it's no reflection of the enormous abilities of Norm and his team."

"This is the most intelligent marketing and programming decision we could make," Tweedle continued. "KYUU has drifted much younger, while KLOK-FM and K101 have become more aggressive on currents; all three are very prominently involved. These changes have vacated the 35-44 year-olds." Added Phillips, "That KFRC and KDIA have gone back to music can only help music-intensive stations on the AM band."

KPOP

Continued from Page 3

direction in style and presentation more than a rock-oriented CHR. (AOR competitor) KZAP is committed to a 25+ audience, so there is a segment not being served here.

"Army's a smart fellow, and his market awareness and ability to work well with the staff and David make him the perfect choice to handle the programming."

Ferreri noted, "I'm confident of our new target and direction. We don't expect overnight results, but anticipate a steady growth pattern for longterm success."

Gariano, who joined the station seven months ago after programming WZOU/Boston, told R&R, "The hole we're filling has existed since KROY changed formats 18 months ago. I think 'The New 93 Rock' will be a big success. In my new venture, I'll be dealing primarily with CHR and AOR stations. It's a challenge I look forward to."

Stairs

Continued from Page 3

for building successful stations is what we need. Bill is part of our continuing expansion, which includes a just-received CP for a new Anchorage FM. We're looking for a late spring or early summer sign-on for that one."

In discussing his responsibilities for the six-station group, Stairs told R&R, "I'm really happy with the shape former National PD Brian Burns (now programming KSND/Eugene) left this company in. I've got great local PDs in Dave Shakes (CHR KWNZ/Reno), Bill Bailey (Country-News/Talk KIZN & KTOX/Boise), and Bobby King (MOR-A/C KQAK & KDUK/Eugene). I'll be doing the day-to-day programming at KIVA, but Carl Cruz, who's been interim PD, will continue to be of great service in the programming department."

"My main function on a group basis will be to oversee the research and personality development of the airstaffs." Stairs added that no format changes are planned. His successor in Spokane has not been named yet.

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BLAIR RADIO
 FROM THE DESK OF:
CHARLIE COLOMBO

✓ SCHEDULE KNIGHT QUALITY STATIONS 1ST QUARTER "TRAVEL PLUS" PROGRAM PRESENTATIONS WITH KEY BROADCAST BUYERS & DECISION-MAKERS.
 ✓ REVIEW WITH NY SALES TEAM KQS SUBURBAN NETWORK DOMINANT BOSTON ADI NUMBERS.
 ✓ PLAN TO DISCUSS "YANKEE SKI REPORTS," BOSTON CELTICS BASKETBALL & OTHER KEY FEATURES ON THE KNIGHT STATIONS.

KNIGHT QUALITY STATIONS

PHIL HALEY
 GENERAL SALES MANAGER

SEAN COUGH
 NATIONAL SALES MANAGER

**“When you do something very well,
you simply can’t do it for everyone.”**

**E. Alvin Davis & Associates—
Quality consulting for select clients**



E. Alvin Davis

Our commitment is to provide quality consulting services. By design, we have chosen to offer close, personal attention to select clients.

As a result, we are able to tailor individual marketing strategies that have consistently and dramatically achieved improved rating performance.

A case in point:

WVIC-FM/Lansing

A year after retaining E. Alvin Davis & Associates as programming consultant, WVIC became Lansing's number one station, a position they have held for the last two years.

WVIC dominates Lansing. In the last two Arbitrons, WVIC has almost twice the audience of the market's #2 station.

In three years, WVIC has increased their 12+ share from 6.0 to 20.5. WVIC is #1 in every major demographic, including #1 18-34 Adults, 18-49 Adults, and 25-54 Adults.*

E. Alvin Davis & Associates' "custom" approach to consulting—serving select clients with individualized programming and marketing guidance—has produced a history of



“If you want to win big and gain quality demos, E. Alvin Davis & Associates can help. They have a realistic, common sense understanding of both listener needs and competitive positioning. Would we hire them again? In a minute!” — Robert E. Goodrich, WVIC President/General Manager.

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President

RADIO PROGRAMMING & MARKETING

*Fall 1981—Spring 1985 Arbitron, Total Persons, AQH M/S, 6A-12M, Total Week

Taping

Continued from Page 3

The theory is that consumers prevented from home taping would buy more records, cassettes, or CDs. Sales and profits of record companies and other copyright owners would increase, performers and songwriters would receive greater compensation for their creativity, and there would be more investment in new talent and unusual types of music.

Consumer Freedom Limited

Whether or not this happens, consumers' freedom with what they did buy and own would obviously be limited. No more home-compled tapes of music according to personal taste. No more duplicated copies for use in the car or portable tape player. Nor tapes made for everyday use, while the original record is stored and its quality preserved.

typical taper is also an active buyer of prerecorded music. "The more one sees music as important, the more likely one is to engage in both buying and taping," states an excerpt from a WCI study.

No research has been made public about consumer reaction to a spoiler system. CBS Laboratories has been researching its process for at least four years, while Warners is also thought to have explored antitaping technology, but with different applications. Reportedly, this R&D was recently halted.

It's assumed that record companies would manufacture non-encoded software for promotional and broadcast uses. Also, to allow the routine duplicating that happens in-house at labels, studios, publishers, radio stations, and the many other places where the business of music is conducted. Promo copies could then acquire an even greater value, especially at used record stores.

But non-encoded software might

Miller

Continued from Page 1

some very heavy people on our staff."

Miller's career spans three decades, including programming and on-air positions at such stations as WIBG/Philadelphia, KHJ/Los Angeles, and WFIL/Philadelphia. He's also been the voice of several syndicated shows, including "The History Of Rock And Roll" and "Dream Concert."

CKGM

Continued from Page 3

format in 1959. Ralph Lockwood hosts a full-service morning show, featuring sports news from CKGM's newly-signed Sports Director, and former Montreal Alouettes kicker Don Sweet. The station is music-intensive in all other day-parts, with music described by Wolfe as "primarily gold and re-currents. The station has let current music take the back seat, opting for familiarity."

Wolfe continued, "Our reaction is very strong in the 25-49 area. Although we've not solicited comments, we've had tons of positives, well beyond our expectations."

6/R&R FRIDAY, JANUARY 24, 1986

be legitimately sold to the consumer, as in the preceding fictitious "HTS" conversation. RIAA President Stan Gortikov has said this is a possibility, with the taping-allowable version carrying a higher retail price. It might require merchandisers to carry dual inventory, not unlike the mono/stereo experience of the Sixties.

There's another possibility: that major artists or producers would not allow labels to encode the antitaping signal into their work. They may hold views that differ from the industry position. One executive involved in the issue mentions "the Michael Jackson syndrome," which has surfaced in industry-sponsored focus groups on home taping. The public believes that superstars are adequately rewarded as it is, according to these studies. To be antitaping may generate more ill will than the idea of a blank tape royalty.

How far and how fast the record industry will move - if at all - on the question of a spoiler system could become clearer soon. Various RIAA member labels have supplied music for signal encoding tests to CBS Laboratories, and are discussing the technicalities under the auspices of the association's engineering subcommittee.

The subject's political aspects are expected to come up during an RIAA board of directors meeting in New York Thursday (1-23). The association doesn't operate in a vacuum, and looks to its board to support or redirect strategies for dealing with an issue as complex as this.

In the long run, new technological developments themselves could alter the music industry's thinking. One multinational company with entertainment interests is known to be researching a system which would allow consumers to customize and buy tapes containing music of their own choice at retail. A shopper goes to a store and makes selections from a master list, and the software is duplicated and legitimately sold there and then.

Such a scheme has dramatic implications for the way in which music is made and marketed. But it's no more unconventional than the idea of selling two versions of the same album - one which can't be taped at home and one (for a price) which can.

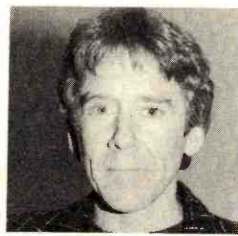
St. John

Continued from Page 1

follow my instincts. I believe he's a real find for us."

St. John will go up against CHR competitor WRQX, programmed by Randy Lane, with whom St. John worked at WAPI when Lane was VP/Programming there. "It'll be like playing a backgammon game," St. John said, "where both partners are of equal ability." As far as moving up in metro rank from 46-9, St. John added, "The size of the market doesn't matter - good radio is good radio anywhere."

St. John's background includes programming slots at WHYY-FM/Montgomery and WISE/Asheville, as well as experience as Atlantic's Atlanta and Charlotte promotion rep.



Steve Moir

MOIR NATIONAL VP

MCA Resets A&R Team

In A&R restructuring at MCA Records, Director/A&R Steve Moir has been promoted to National VP/A&R. He will oversee the day-to-day activities of the department and is responsible for talent acquisition and creatively administering artists signed to the label.

At the same time, West Coast Manager/A&R Kathy Nelson was advanced to VP/Film Music, while Kate Hyman, formerly of Ze Records, was named East Coast Director/A&R and will be based in New York. Meanwhile, Thom Trumbo and Michael Goldstone continue as VP/A&R and National Director/A&R, respectively.

Moir joined MCA two and a half years ago from EMI America, where he was Director/A&R. Nelson came to MCA over two years ago in her previous capacity, and Hyman supervised A&R, Artist Development, and Press with Ze.

DeVINE GM, HALL PD

KBER Salt Lake AOR

Salt Lake City is about to get its third AOR, as KBER ("Home Of The Bear") will join mainstream rocker KRSP-FM and modern music KCGI. The new station will be programmed by Drake Hall, previously with independent promotion firm MusicVision and a former MD at KTXQ/Dallas, WLRS/Louisville, and KPRI/San Diego. Plans are for the station to be on the air by mid-February; it will be consulted by Burkhart/Abraham/Douglas/Elliott.

The GM will be Chris DeVine, former GM/owner at WVCN/Albany and staffer at Chicago stations WXFV (now WCKG) and WLUP. DeVine commented, "Drake brings a great sense for the street and good music experience to the table. We're going to do AOR for the '80s; we'll have production shine and visibility. KRSP, through having virtually no competition, has had a pretty easy time of it. They're a fine facility and I expect them to stand up and enjoy the battle."

Hall added, "I spent a long time in radio, then learned the record business, and feel I've become a well-rounded enough person to go in and do this."

The station, dark since fall '85, was KBHV, a 3kw satellite-delivered A/C licensed to Spanish Fort, UT, about 40 miles from Salt

NEWS IN BRIEF



Jesus Garber



Rick Bonick



Constance O'Brien

● JESUS GARBER has taken the newly-created post of Director/Black Music Marketing at A&M Records. Garber, who joined the label last May after five years in promotion at Motown, will also continue as A&M's R&B West Coast Promotion Director.

● JOHN ARNOLD is promoted to Sales Manager at Country-formatted KBEC/Oklahoma City, advancing after four years as an Account Executive.

● JOHN SQUYRES joins Commonwealth Broadcasting of Northern California as Director of Sales for KROY/Sacramento and KSJQ/Manteca (Stockton-Modesto). A former West Coast GM with sales management experience at KHJ & KRTH/Los Angeles, Squyres replaces John Caselli, who remains with KROY as Regional Account Executive.

● JACK O'BRIEN is upped to GSM at WIVY/Jacksonville, FL. O'Brien joined WIVY in 1979 as an Account Executive and moved up to Local Sales Manager in 1981.

● RICK BONICK, Controller of Century Broadcasting, has been elevated to VP. Bonick joined Century in 1977 as Accounting Department Manager and was promoted to Controller the following year.

● CONSTANCE O'BRIEN and DOUGLAS COPE have been promoted from Business Manager and Assistant News Director, respectively, to VP/Business Manager and News Director at WHYI & WHFM/Springfield, MA. O'Brien began with the stations in 1979, while Cope came aboard in 1981.

● MICHAEL FOX is the new Music Director at WNCF/Columbus, OH. He formerly worked as the 6-10pm personality at 298/Tampa.

● MIKE HENRY becomes Director/Marketing for Surrey Consulting & Research. He previously served as an Account Executive with WSB-AM & FM/Atlanta.

● KEVIN ANDERSON has been promoted from morning man to PD at Shamrock Communications AOR KMYZ/Tulsa.

Barker GSM At WMVP & WZUU

Longtime broadcast executive Jim Barker is the new GSM at Amos Communications' "Heart & Soul"/CHR combo WMVP & WZUU/Milwaukee. Most recently, Barker was VP/GM at KMFY & WAYL/Minneapolis. Before that he served 24 years with RKO Radio, including seven as VP/GM at WFYR/Chicago.

Noted WMVP & WZUU GM Jim Thompson, "We wanted a GSM with extensive broadcast sales experience to emphasize our commitment of total service to our clients, and Jim is that individual. He's a valuable professional addition to our stations and to the Milwaukee broadcast community."

Sebastian

Continued from Page 3

Chicago stations, joined the Infinity Oldies outlet last July after stints with WMAQ, WKQX, WIND, WLS, WGN, and WCFL, where he once served as PD. In addition to holding airshifts at several New York stations, KLAC/Los Angeles, and a spot on the United Stations Radio Network, Sebastian was frequently heard and seen on dozens of national commercials. A veteran stage actor, he also appeared on the "All My Children" and "Another World" TV daytime dramas.

A private funeral service was held this week for Sebastian, who is survived by his wife Frances and two children. In lieu of flowers, the family requests that donations be made to the American Cancer Society.

Sher Upped To WAIT & WLOO GSM

WAIT & WLOO/Chicago Local Sales Manager Greg Sher has been promoted to GSM for the Century Broadcasting Easy Listening properties.

Station Manager Craig Wilbraham remarked, "Greg's role in the broadcast sales arena is well-known in Chicago. Since joining us, he's been responsible for the greatest local sales we've ever enjoyed."

Sher advances after three years as LSM, having previously worked nine years with crosstown WFYR, the last four there as Retail Sales Manager.

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Carlyle Petitions To Deny Amaturio Sale

Amaturio's proposed \$60 million sale of **WLTI/Detroit, KMJQ/Houston, and KMJM/St. Louis** to Keymarket Group (R&R 10-18-85) has been complicated by a petition-to-deny filed January 13 by **Carlyle Communications Group (CCG)**. The petition stems from a lawsuit CCG filed against Amaturio in August 1984 over a purported breach of an alleged contract that CCG claims gives it the right to buy the properties for \$33.5 million.

Raymond Bender, partner of **Dow, Lohnes, Albertson**, which represents Carlyle, told R&R that the lawsuit is in the middle of discovery (depositions), with the pretrial conference scheduled for September 1. "The relief we requested was to deny or defer action on the sale application to Keymarket until the lawsuit is resolved this fall," he said. "Or as an alternative, if the FCC does not deny or defer (we're seeking) that the FCC condition any license grant on the outcome of the litigation, which is what the Commission normally does in this circumstance."

Representing Keymarket, **Shrinsky, Weitzman & Eisen Sr.** Managing partner **Jason Shrinsky** commented, "We believe the lawsuit is frivolous. They're alleging that a letter con-

stituted a legally-binding contract; we don't believe they had a contract. But should the court find that they're entitled to a remedy — and we don't believe they are — it's our professional opinion that the court would award money damages, not specific performance" (that Amaturio must sell its stations to Carlyle).

"Carlyle has petitioned the FCC not to grant the assignment applications. On behalf of Keymarket, we're going to vigorously oppose that, and we feel confident that the FCC will grant the applications, and without any conditions. As far as we are concerned, (the petition) is an abuse of the Commission's processes and reflects adversely on Carlyle's qualifications to be an FCC licensee. These people are not going to blackmail our clients into not closing."

Added Amaturio President **Joe Amaturio**, "In America, anybody can sue anybody. We would trust that the FCC is going to leave civil matters to the courts, and I think that's their stated policy. I can't believe that they'd be concerned with this unless these people are representing me as being something that's not been demonstrated in 30+ years of being an FCC licensee."



ALL TOGETHER NOW — The Baltimore Radio Show has closed on its acquisition of 50-kw, CHR-formatted **WKHI/Ocean City, MD**, which it purchased from Atlantic Broadcasting for \$3 million. Huddling for a handshake are (front, l-r) Atlantic President **William Esham, Sr.** and BRS President/GM **Harry Shriver**. (Rear, l-r): Atlantic counsel **Joseph Moore**, **WKHI** GM **James "Choppy" Layton** and **OM Wayne Powell**, Atlantic's **Klein Leister**, BRS counsel **Howard Braun**, BRS Treasurer **Daniel Bowles**, BRS counsel **Russell Balch**, and media broker **Barry Sherman**.

KKQV/WICHITA FALLS, TX

PRICE: \$1,050,000
BUYER: SunGroup, Inc., which announced plans to purchase **KAFE & KKSS/Santa Fe-Albuquerque** (see separate transaction).
SELLER: American General Media, which retains AM outlet **KLLS/Wichita Falls**, as well as **WWWG/Rochester** and **KERN & KQXR/Bakersfield**.
DIAL POSITION: 103.3 MHz
POWER: 100 kw
FORMAT: CHR

WQIN/LYKENS, PA

PRICE: \$575,000
BUYER: WQIN-Limited Partnership
SELLER: Quinn Broadcasting
DIAL POSITION: 1290 kHz
POWER: 1 kw, 6am-midnight
FORMAT: Full-service A/C
BROKER: Warren Gregory of Chapman Associates

KSEL-AM & FM/LUBBOCK, TX

PRICE: \$1,350,000 cash, including a \$150,000 noncompete covenant.
BUYER: A group of investors headed by **Donald O'Malley**.
SELLER: KSEL, Inc., 90% of which is owned by **Harris Enterprises**, headed by President **Lloyd Ballhagen** and VP **Robert Wells**, a former FCC Commissioner. Harris retains ownership of **WACO & KHOO/Waco**; **KTOP & KDVV/Topoka**; **KBUR & KGRS/Burlington, IA**; **KIUL/Garden City, KS**; **WJOL & WLLI/Joliet, IL**; and **KWKR/Leoti, KS**. The other 10% is held by **John Krieger**, President of KSEL, Inc. and GM of the stations.
DIAL POSITION: 950 kHz; 93.7 MHz
POWER: 5 kw days/500 watts nights; 100 kw at 740 feet
FORMAT: News/Talk; A/C
BROKER: Bill Prikryl of Norman Fischer & Associates

KAFE & KKSS/SANTA FE

PRICE: \$2,250,000. The sale agreement also includes an option to buy **WPFM/Panama City, FL** and gives a first right of refusal to purchase **K1IO & KVEE/Grand Junction, CO**.
BUYER: SunGroup, which also owns **KEAN-AM & FM/Abilene, TX**; **KYXK/Longview, TX**; **WBRY/Woodbury, TN**; and **WERC & WKXX/Birmingham, AL**. It also has applied to purchase **KKQV/Wichita Falls** (see separate transaction).
SELLER: **John Culpepper** and **Barry Turner**.
DIAL POSITION: 810 kHz; 97.3 MHz
POWER: 5 kw daytimer; 100 kw at 1631 feet
FORMAT: Country; A/C

KOLL/GILLETTE, WY

PRICE: \$800,000; \$500 cash and balance in a note/noncompete for ten years at 10%.
BUYER: Halcom Broadcasting, headed by **Gregory Soohov** (75%) and his family (25%).
SELLER: Midland Broadcasting Co. of Wyoming, headed by **Stephen and Susan Hughes**, who retain **KDBL-AM & FM/Rile, CO**.
DIAL POSITION: 96.9 MHz
POWER: 100 kw at 400 feet
FORMAT: CHR
BROKER: Greg Merrill of Chapman Associates

KLAF/MURRAY-SALT LAKE CITY

PRICE: Approximately \$500,000
BUYER: TransColumbia Communications, which also owns nearby **KMGR/Orem-Salt Lake City, WTMG/Murfreesboro-Nashville, KKCI/Kansas City, and KLZI/Phoenix**.
SELLER: Murray Broadcasting
DIAL POSITION: 1230 kHz
POWER: 1 kw
FORMAT: Comedy

WPNM/OTTAWA, OH

PRICE: \$408,553
BUYER: Black River Broadcasting, owned equally by President **Robert Cassagrande** and **Mark Litton**.
SELLER: WPNM, Inc., owned by **John Biery**, **Jeff Boudrie**, **Sue Boudrie**, **Charles Earl**, **Patricia Earl**, **Ervin Earl**, **Larry Henry**, **Clyde Schroeder**, **Tom Shockey**, **Bud Smith**, **Robert Stombaugh**, **Bud Stombaugh**, and **Susan Waring**.
DIAL POSITION: 106.3 MHz
POWER: 3 kw at 267 feet
FORMAT: A/C days, CHR nights

WKXX/PANAMA, IL

PRICE: \$200,000, including \$25,000 cash and remainder note at 10% over ten years.
BUYER: **Michael Robinson**
SELLER: **Dudley Broadcasting**, owned by **Tom Dudley**, **M. Scott McAda**, and **Shelby Smith Jr.** Dudley is GM of the station; McAda owns **WZEP/DeFuniak Springs, FL** and 20% of **WMGO/Canton, MS**.
DIAL POSITION: 100.9 MHz
POWER: 3 kw at 300 feet
FORMAT: Country
BROKER: Chapman Associates

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For further information on buying or selling, contact Janice Blake, Marketing Director, Chapman Associates, 1835 Savoy Drive, Suite 206, Atlanta, GA 30341 (404) 458-9226

"who says you can't get somethin' for nothin' . . . ?"

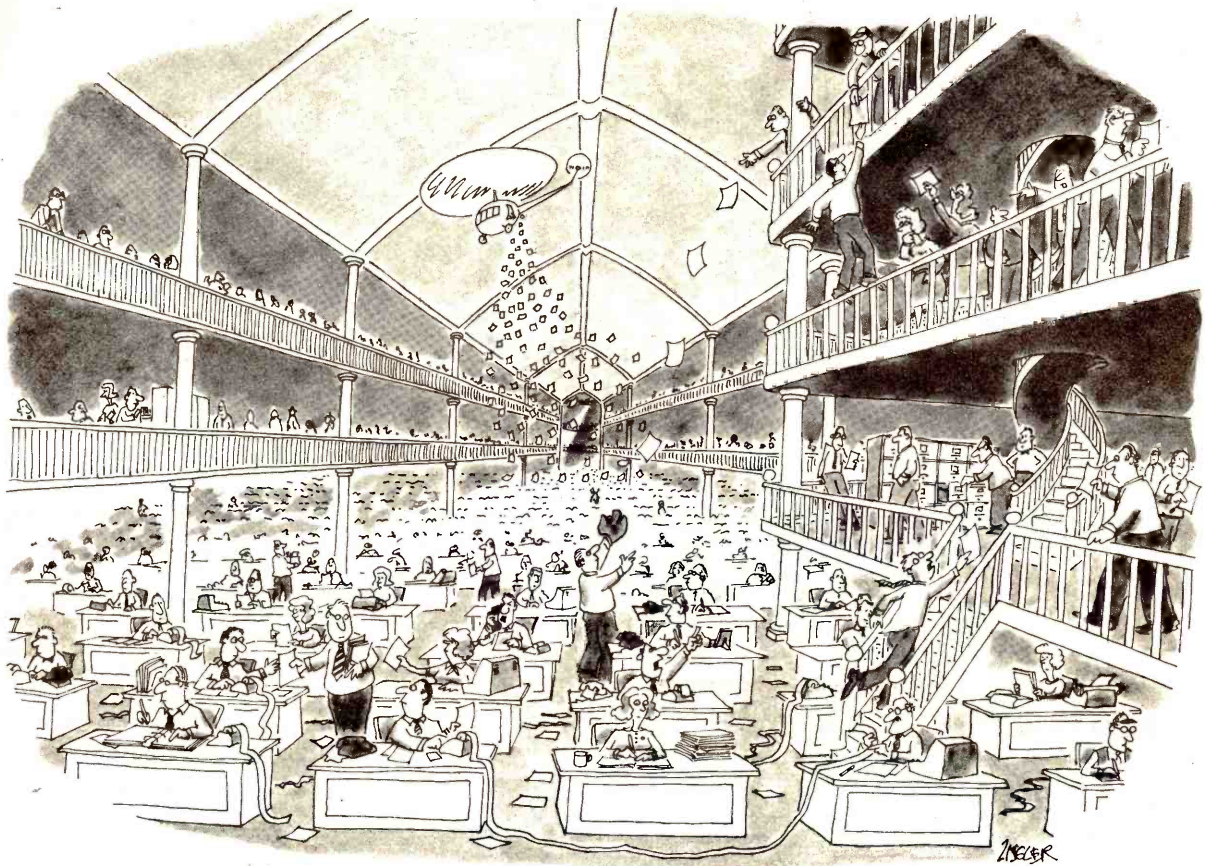
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Synchronous AM Transmitter Set For Nevada Test

The FCC last week authorized the nation's first experimental use of a "synchronous" AM transmitter — a second, distant transmitter broadcasting a station's signal on its licensed frequency. Allowing such repeater AMs is one of the steps the Commission is considering in its search for ways to shore up the AM band.

The test will be conducted at a new 10 kw AM station (1 kw nights) coming on the air in Laughlin, NV on 870 kHz. The licensee, Laughlin Roughrider Broadcasting, will be allowed to duplicate its programming on a synchronous transmitter 60 miles away in East Las Vegas, also on 870 kHz.

Filling Coverage Void

The second transmitter will be limited to 300 watts nondirectional during the day, and 500 watts directional at night. The Commission said the second operation will let Laughlin Roughrider "provide uniform coverage in the primary

service area of the authorized Laughlin facility without requiring the use of a second radio frequency."

The Commission placed no time limit on the experiment, but gave the station the standard 18 months to build and put the new operation into service. The station will be asked to submit regular reports to the Commission on field measurements of its signal, and any reports it receives from listeners.

According to Gary Thayer in the FCC AM Branch, Laughlin Roughrider applied for the experimental

"Allowing such repeater AMs is one of the steps the Commission is considering to shore up the AM band."

authorization after Mass Media Bureau Chief Jim McKinney recently began floating the idea of

synchronous transmitters as a way to help struggling AMs improve or extend coverage while minimizing costs.

Eliminating Time Lag

In authorizing the test, the Commission noted that "today's sophisticated control circuits and highly stable frequency elements permit the use of two or more transmitters locked on precisely the same frequency and can compensate for the program propagation delay between the primary and synchronous slave transmitters."

NEWS BRIEFS

KKOS, WDNE Handed Stiff Fines

Multiple violations of FCC operating rules have resulted in a \$4100 fine for KKOS/Carlsbad, CA and a \$2950 forfeiture for WDNE/Elkins, WV.

KKOS was cited for failing to make a visual observation of tower lights at least once every 24 hours, failure to conduct weekly EBS tests, not maintaining authorized power output, changing antenna height without approval, and failing to keep logs on file for two years.

WDNE was accused of having a hazardous antenna transmission line, no effective locked fence around the base of its antenna, no weekly EBS tests, improper remote antenna meter calibration, failing to have station logs reviewed weekly, and not having antenna resistance measurements available at the time of inspection.

Wirth Launches Senate Bid

Rep. Tim Wirth (D-CO) announced his candidacy for the U.S. Senate last week. That means the House early in 1987 will have to choose a new chairman for the Telecommunications Sub-

committee Wirth has headed since 1981.

Wirth is the heir apparent to the Democratic nomination for the Colorado Senate seat Gary Hart is giving up in an apparent effort to concentrate on a 1988 run for the presidency.

Possible contenders for Wirth's influential subcommittee chairmanship include Reps. Al Swift (D-WA), Ed Markey (D-MA), and Tom Luken (D-OH). The panel is not expected to seriously consider any radio deregulation legislation in 1986.

Other Key Developments:

- The FCC has upheld a new policy allowing stations to upgrade to better frequencies as long as an additional channel is available for other parties that want to apply.

- The U.S. delegation to the international conference expected to extend the commercial AM band from 1605 to 1705 kHz will have four vice chairmen. Serving as deputies to Chairman Jim McKinney, FCC Mass Media Bureau Chief, are: Wilson LaFollette of the FCC; Bill Jahn of the U.S. State Department; Harold Kimball of NTIA; and Wally Johnson of the engineering firm Moffet, Larson & Johnson.

NAB Board Approves Merger With NRBA

The proposed merger of NAB and NRBA cleared the first of two major hurdles last week when the NAB Board of Directors approved the "unification" at a meeting on St. Maarten, Netherlands Antilles. The final step is the expected blessing of the NRBA Board next month in Fort Lauderdale.

The only serious concerns centered on creation of 12 new board seats for current NRBA Board members. To offset any power imbalance in radio's favor, the board agreed to weight TV votes to equal the voting strength of radio. Four of the new radio seats will be eliminated in each of the next three years.

"After a lengthy discussion, everybody agreed this unification is in the best interests of the industry," NAB Chairman Ted Snider told R&R.

"This is an opportunity that has been a long time coming," NAB Radio Chairman John Dille III commented. "This agreement

gives TV and radio broadcasters a unique representation marked by unity and independence." NRBA Chairman Bill Clark said, "I look forward to meeting with our directors in Fort Lauderdale, and I hope we will see the same result from our board."

Radio, TV Get Autonomy

Since NRBA is pushing for radio independence within NAB, a new procedure was created to allow the Radio and TV Boards to act on their own if the joint board fails to agree on an issue. The provision is triggered when the Joint Board remains deadlocked on a radio or TV motion after two votes at one meet-

ing and another vote at a subsequent meeting.

Other steps to bolster radio's stance within NAB include:

- Adding one current NRBA official to the NAB Executive for at least three years
- Designating one person each in the legal and government relations departments to examine events from a radio perspective
- Increased use of individual broadcasters as spokespersons and lobbyists for the industry.

Translator Abuses Cited

In other action last week the board:

- Voted to petition the FCC to take action against what is considered to be FM translator "abuses"
- Urged positive steps on broadcasters to blunt the movement to require free response time for negative political ads
- Pledged support for public broadcasting, while expressing concern about funding sources for public radio and TV
- Reaffirmed its commitment to fighting alcohol and drug abuse
- Asked its staff for a "white paper" to clear up confusion about synchronous AM transmitters
- Supported elimination of the AM-FM simulcasting limits, as proposed by the FCC
- Asked that AM technical improvements now under development be incorporated into the negotiating strategy of the U.S. delegation to international talks on extending the AM band from 1605 to 1705 kHz
- Commended West Virginia broadcasters for raising \$1.4 million for victims of last fall's devastating floods in that state.



AND THE WINNER IS... — NAB's Board last week voted to bestow the 1986 Distinguished Service Award (DSA) upon NBC Chairman/CEO Grant Tinker. The presentation will be made at the opening ceremony of the annual NAB convention in Dallas this April. Named as recipients of this year's Grover C. Cobb Award for their efforts to deregulate radio and TV were Reps. Tom Tauke (R-IA) and Billy Tauzin (D-LA), bracketed above by NAB President Eddie Fritts (left) and Rep. Tom Luken (D-OH). The three Congressmen were among 12 legislators attending a three-day legislative forum at the NAB Board meeting last week on St. Maarten.

The new single from

SHEENA
EASTON



“JIMMY MACK”

B-8309

Produced by Nile Rodgers.

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"MANIC MONDAY"
is just the beginning of the
Bangles album, "Different Light"



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Hottest Products Of '85

What's hot and what's not? According to the editors of *Advertising Age*, these 11 products made the most noise in '85. (Next week we'll focus on the same editors' picks to click in '86). In no particular order, the winners are:

Coca-Cola — The death and resurrection of the Atlanta-based soft drink firm's original formula beverage flew in the face of all test research, and will undoubtedly be fodder for marketing students for generations to come. The biggest marketing story of the year was often compared to Ford's ill-fated Edsel, but the company had the last laugh via increased brand awareness and an improved market share.

Compact Discs — Available in the U.S. only since September 1983, CDs have already carved out the same size marketplace slice that it took videocassette recorders four years to attain: one million players and 22 million discs. With player prices dropping, the list of available titles growing, and an astonishing number of discs on back order, CDs should continue to rank among the most desired consumer items this year.

All-Bran — Health-related products of all stripes made news in '85, but nothing like Kellogg's high-fiber cereal. Spurred by a controversial ad campaign that quoted statistics from a National Cancer Institute survey and by President Reagan's bout with polyps in his colon, rival General Mills launched its own high-fiber cereal, "Fiber One," with a \$13.5 million ad effort.

Juice-based drinks — Led by Pepsi-Cola's Slice and its four percent market share (where available), juice-added soft drinks are chipping away at the current cola market. Look for Coca-Cola, SunKist, Crush, 7UP, and Royal Crown to introduce their own "10% fruit juice" beverages in the near future. While we're on the subject of juice-based drinks, wine coolers swelled to a \$350 million market in '85.

USA Weekend — The Sunday magazine version of *USA Today* surfaced, as did additional Sunday supplement magazines, in Los Angeles and San



Francisco. Washington, DC is rumored to be close behind, foreshadowing a possible future trend and increased competition for radio ad dollars.

Humana Inc. — Cresting on the wave of publicity that followed its artificial heart transplants, the multi-million dollar health care company stopped acquiring hospitals (it owns more than 80). It concentrated instead on adding to its prepaid health plans, physician centers, and freestanding health centers — the latter known as "Doc In A Box" — as well as its insurance program, which is expected to increase from 360,000 subscribers to 800,000 by next September.

Reebok — The Union Jack-embellished sports shoe saw sales shoot past the 13 million pair mark, which translates into \$275 million and a reported 68% market share, up from \$65 million (U.S. sales) in '84.

McD.L.T. — Faced with increased competition from "gourmet burger" palaces that featured bigger and gloppier burgers than ever, McDonald's took an item that had been kicking around under the names "McFeast"

and "Lettuce & Tomato Special" for the past several years. Using 800,000 tomatoes and 100,000 heads of lettuce daily, the McD.L.T. far outpaced its rivals, all of whom (except Wendy's) debuted bigger, messier burgers.

Syndicated TV reruns — Revenues from TV production outstripped feature films last year, highlighted by the sales of "Magnum P.I." (\$1.7 million per episode), the "Fall Guy" (\$1.1 million per episode), and "Silver Spoons" (27 of 116 episodes sold in 27 markets for \$70 million). Then there's the revival of interest in the newly-discovered "Honeymooners" shows, the soon-to-be-syndicated "Your Show Of Shows" starring Sid Caesar, not to mention the obvious question: Will episodes of the "Bill Cosby Show" top \$2.5 million in the near future?

Plaque and Tartar Fighting Dentifrices — These aren't the most glamorous items on the grocery shelves, but Procter & Gamble and Colgate Palmolive have nevertheless spent \$10 million apiece trumpeting the Crest Tartar Control Formula and Dentagard, re-

spectively. Next year, industry analysts expect the spending for these "adult" toothpastes to reach anywhere from \$35 to \$50 million as Beecham, Lever Bros., and Johnson & Johnson get into the act.

Finally (although this is one product that won't affect your radio station's bottom line), cocaine continues to be

one of the most used and abused items in the consumer's cornucopia. Mentions of cocaine as a contribution factor in emergency room cases increased an estimated 12% over '84, while previous monthly usage among high school seniors jumped almost a full percentage point to 6.7% of the nationwide total in '85.

Earmuff Radio



Keep your listeners' heads full of hot hits even on the coldest winter's day with an "Earmuff Radio." This timely promotional item can be custom imprinted with your radio station's logo, call letters, or whatever. The "Earmuff Radio" sports tuning and volume control knobs that measure 1 1/4" in diameter.

Marketed by Maryland-based TIS Information Systems (the folks who brought you the "Badge" radio and the "Sports Cap" radio), the Earmuff Radio is priced as low as \$6.85 and comes in either AM or FM models. Each radio uses a single AAA battery.

For more information, contact TIS Information Systems at (301)299-2440 or (416)585-9393.

POLLSTAR's "Concert Pulse" Top 20 will return next week.

New For 1986

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PRO:MOTIONS

RadioRadio Names Three Managers

CBS RadioRadio has appointed three new managers: **Mary Dillon** and **Peter Tripi**, Managers/Affiliate Clearance; and **Jamie Curtis**, Manager/Affiliate Administration. Dillon, Manager/Affiliate Administration since July 1985, joined the network three years ago. Tripi came aboard CBS last July as Marketing Analyst, Columbia House. Curtis, formerly Coordinator, University Relations/Resource Development, also joined CBS in 1985.

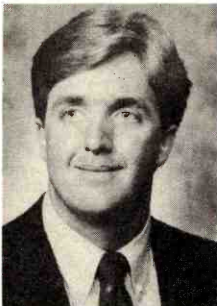
MCA Ups La France

Jim La France has been elevated to Director/National Accounts for **MCA Distributing**. Previous to this he spent five years as MCA's Boston Regional Branch Manager. Prior to that he was **PolyGram's** Northeast Regional Marketing Manager and **ABC Records'** Northeast Sales Manager.

PROS ON THE LOOSE

Bill Bailey — Middays KBEQ/Kansas City (913) 469-1132
Marlon Barrow — PD WAQY/Springfield, MA (413) 789-3541
Scott Burton — Program Manager KVI/Seattle (206) 453-9388
David Evans — Afternoons KHTZ/Reno (702) 831-7681
John Frost — PD KLSI/Kansas City (913) 541-0929
Gary Girard — News Director WSOV/Williamsport (717) 326-9655
Carl James — PD/afternoons WSOV/Williamsport (717) 398-7063
Scott Kramer — PD WWTG/Milwaukee (612) 623-9697
Sue LaFond — MD KEEZ/Makato (507) 388-5788

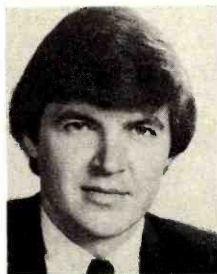
Stahmer KRXY NSM



Fritz Stahmer

Fritz Stahmer has been upped to National Sales Manager for **KRXY-AM & FM/Denver**. He was promoted from the Local Sales Manager post at KRXY-FM. He has five years' sales experience in the Denver market; previous station affiliations include **KDEN** and **KMJJ**.

CBS Radio Reps Taps Three



Donald Gorski



Kei Takahashi

CBS Radio Representatives has announced three appointments. **Donald Gorski** becomes Director/Sales; he had been with **WCBS/ New York** since 1981, serving as National Sales Manager, Local Sales Manager and, most recently, General Sales Manager. **Kei Takahashi** takes on the Director/Sports Sales post. He previously served as Eastern Regional Manager/Station Relations. And **Michael Masterson** assumes the Sales Manager/Los Angeles position. He had been an AE with CBS Radio Spot Sales/Los Angeles since January 1985.

Bortnick Elected SFRBA President



Chuck Bortnick

WSRF & WSHE/Miami-Ft. Lauderdale VP/GM **Chuck Bortnick** has been elected President of the **South Florida Radio Broadcasters Association**. Other elected officers are First VP **David Harris**, **WHYI-Miami** GSM; Second VP **Salvador Lew**, **WRHQ/Miami** President/GM; and Treasurer **Steve Avellone**, **WLVE/Miami** GSM. Former association president **Stan Cohen**, VP/GM of **WINZ-AM & FM/Miami**, will remain on the board and head the legislative action committee.

KFRC Elevates Janssen

Jeri Janssen has been promoted to Retail Sales Manager at **KFRC/San Francisco**. During the last four years she worked as a station AE. Janssen's background also includes sales and marketing consultant stints with **KZAP/Sacramento** and **KSAN/San Francisco**.

CHANGES

Earl Murton, formerly Marketing Consultant at **BusinessLand**, joins the sales department at **WGMS/Rockville**.

Jane Casarsa, formerly an AE at **KSFO & KYA/San Francisco**, has joined **Q107/Washington** in the same capacity.

Lisa Williford, formerly an Assistant Account Executive at **Ashley-Wayne Advertising/San Diego**, has joined crosstown **KYXY** as an AE.

Terry Rowe, formerly Media Planner for **Cole & Weber**, has joined **KING/Seattle** as an AE.

Robert Olin, formerly an AE at **WSB/Atlanta**, has joined **WYAY/Atlanta** in the same capacity.

Lisa Blum, formerly an AE at **WNWS/Miami**, has joined neighbors **WQAM & WKQS** in the same capacity.

Russell E. Radtke, a six-year advertising vet, has joined **WEZW/Milwaukee** as an Account Representative.

Thomas Nihem, formerly with **WLTI/Detroit** as an AE, has joined **Katz** in Detroit in the same capacity.

Daniel Aznof, Glenn Dewey, Michael Fashana, Scott Henry, Beverly LaCasse, and Christina Papke have been introduced as the new Retail AE group for **KING/Seattle**.

CHRONICLE

Born To:

- **KJYY/Des Moines** General Manager **J.D. Spangler** and wife **Lori**, daughter **Paige**, December 16.
- **WKLO/Grand Rapids** Afternoon Driver **Scott Fredricks** and wife **Susan**, son **Benjamin Russel**, December 18.
- **KSDO/San Diego** Talkshow Director **Chris Stoner** and wife **Debbie**, son **Jordan Christopher**, January 5.
- **E/PJA Seattle** rep **Debi Lipetz-Holman** and **KZOK/Seattle** AE **Doug Holman**, daughter **Austin Rose**.
- **FM100/Memphis** PM drive personality **Tom Prestigliacomo** and wife **Suzy**, daughter **Mary Kathleen** on Elvis' birthday, January 8.

Johnson, Shelby HNW Regional Managers

Clarence Johnson has been named Regional Manager at **Hillier, Newmark, Wechsler & Howard's** St. Louis office. Johnson's 14-year sales career includes tenures at **Scripps Howard** and **Summit Communications, WMC-FM/Memphis, KKYK-FM/Little Rock, and KXXY-FM/Oklahoma City**. The company also announces that **Beverly Shelby** is the new Regional Manager of its San Francisco office. She comes to the firm from **KYUU/San Francisco**, where she spent three years as an AE. Before that she was a Broadcast Supervisor and Media Director for **Cunningham & Walsh**.

RATINGS

Birch Quarterly Fall '85 Advances, 12 +

Philadelphia		Houston-Galveston		Dallas-Ft. Worth		Pittsburgh		Washington			
Station	Summer '85	Fall '85	Station	Summer '85	Fall '85	Station	Summer '85	Fall '85	Station	Summer '85	Fall '85
WMMR (AOR)	11.9	11.2	KMJQ (B/U)	9.8	11.0	KVIL-FM (AC)	11.0	11.8	WWDC-FM (AOR)	8.4	8.3
WUSL (B/U)	10.5	8.2	KKBO-FM (CHR)	12.4	9.0	KKDA-FM (B/U)	12.3	9.7	WKYS (B/U)	8.0	8.0
KYW (News)	7.2	7.3	KIKK-FM (Ctry)	6.6	7.4	KEGL (CHR)	7.2	7.9	WMAL (AC)	7.4	7.0
WEAZ (B/EZ)	5.8	6.6	KLOL (AOR)	6.3	7.3	KRLD (News)	5.9	7.4	WHUR (B/U)	8.8	6.8
WCAU-FM (CHR)	6.7	6.5	KSRP (AOR)	6.3	6.3	KPLX (Ctry)	6.0	7.2	WRQX (CHR)	4.1	5.4
WYSP (AOR)	4.7	5.5	KILT-FM (Ctry)	5.6	5.8	WBAP (Ctry)	6.6	5.8	WGAY (B/EZ)	3.9	5.1
WPEN (BBnd)	4.9	5.3	KLTR (AC)	6.0	5.4	WSCS (Ctry)	3.8	5.6	WAVA (CHR)	6.7	4.8
WDAS-FM (B/U)	5.5	5.1	KODA (B/EZ)	4.4	5.4	KTXX (AOR)	8.7	5.5	WDJY (B/U)	4.0	4.0
WWDB (Talk)	4.5	4.9	KRBE-FM (CHR)	5.9	5.3	KTKS (CHR)	7.1	4.6	WPXX-FM (Ctry)	2.8	4.0
WMGK (AC)	3.8	4.5	KFMK (AC)	5.3	4.9	KZEV (AOR)	4.4	4.6	WTOP (News)	4.6	4.0
WXTU (Ctry)	3.2	3.5	KQUE (AC)	4.4	4.5	KMEZ-FM (B/EZ)	4.0	4.0	WMZQ-FM (Ctry)	4.5	3.9
WCAU (N/T)	4.7	3.2	KTRH (News)	4.3	3.7	KLUJ (AC)	1.9	2.8	WBMW (CHR)	2.1	3.5
WIP (AC)	2.9	3.1	KPRC (N/T)	3.3	3.1	KAFM (CHR)	2.7	2.6	WCLY & WPGC (AC)	3.4	3.4
WSNI (AC)	2.9	3.1	KTSU (Misc)	4.0	2.7	KLTU (Rel)	1.1	2.4	WLTT (AC)	4.1	3.1
WIOQ (AOR)	3.0	2.7	KGOL (Rel)	.9	1.7	KMGC (AC)	1.8	2.3	WGMS-AM & FM (Clas)	2.6	2.9
WKSZ (AC)	2.3	2.7	KLEF (Clas)	1.7	1.5	KOZY (B/EZ)	1.6	1.9	WETA (Clas)	2.1	2.5
WFL (Gold)	1.7	1.9	KSBJ (Rel)	1.8	1.3	KDZL (B/U)	2.1	1.6	WASH (AC)	2.7	2.4
WFLN (Clas)	1.6	1.8	KYOK (B/U)	.8	1.3	KERA (Misc)	.6	1.1	WAMU-FM (Misc)	1.0	2.2
WZGO (CHR)	3.4	1.7	KLVL (Span)	—	1.2				WWRC (B/EZ)	2.3	2.1
WRTI (Jazz)	.5	1.1	KLAT (Span)	.1	1.0				WXTR-AM & FM (Gold)	1.6	1.9
WHYY (Clas)	.5	1.0	KYST (CHR)	1.1	1.0				WYCB (Rel)	1.8	1.5
									WOL (B/U)	.9	1.2
									WTKS (AC)	1.2	1.0

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JHAN HIBER

WEEK IN REVIEW

Birch Buys: Are They Coming?

We now have a horse race. Oh, granted that one steed, the Arbitron thoroughbred, has a long lead on the rest of the field, but at least there's now a challenge that so far hasn't faded: Birch appears to be for real.

One major development in 1985 added credibility to the Birch image. That progress was among major ad agencies that supposedly had signed with Birch, using the telephone-based service as the primary planning/buying tool for radio. The agencies came on both the local/regional and national fronts. Among the most notable were large spot users such as Bozell/Jacobs-Kenyon & Eckhardt, BBD&O, and McCann-Erickson.

There's only one hitch. I'm hearing from many who are frustrated concerning the Birch agency coups. The gist is "Where's the business?" Few broadcasters apparently have seen an influx of dollars emerge from the major Birch agencies. Is it hype, or is there some "beef" here?

To find out, I talked to several key people at Birch and at agencies, but I'm also looking to get your input. For that reason, you'll find a "Birch Bucks Ballot" you can send in to let me know what you have or have not seen in the way of Birch business in the last few months. Let's determine how close the horse race is.

Birch Share: 15%

One of the folks we talked to was Birch VP/Sales & Marketing Bill Livek, who was lured to that firm from a similar post at Arbitron by

evaluate what dollar amount was involved, however, he was unable to come up with a figure.

Why, then, are stations and reps having a hard time seeing Birch buys come down the pipeline? "It takes a much longer time frame on the national level than on the local or regional levels," Livek contended. "So many stages at so many offices are involved on the national scene. We believe a time period of six to nine months may have to be

being offered a piece of the action. When asked to estimate the penetration Birch has achieved at the national spot radio level, Livek replied, "We believe Birch is used as the primary planning or buying tool in about 15% of radio's national campaigns." When pressed to

Birch Bucks Ballot

For each question, check the (one) response that best suits your station situation, or write in where requested.

- Do you subscribe to Birch locally?
Yes No
- Does your rep sell with Birch on a national/regional basis?
Yes No
- Do you sell with Birch on a local/regional basis?
Yes No
- If "Yes" to either #2 or #3, what percent of your overall revenues for 1985 would you say came from Birch buys?
 more than '85
 less than '85
 about the same
- Since Birch's agency announcements last year have you or your rep seen an increase in Birch-based buys?
Yes No
- Does your station subscribe to Arbitron?
Yes No
- Write down your metro's approximate market rank.

Birch Announces Continuous Measurement

Birch Radio has announced that within the next two months every market it surveys will be measured four weeks per month rather than the current two weeks per month. In January 40 markets will start the monthlong surveys. Thirty more markets will be added in February and all remaining Birch markets shortly thereafter.

VP/Sales & Marketing Bill Livek told R&R, "The sample size will remain the same, just spread over four weeks. We are going to absorb the costs associated with this move." Asked why Birch had decided to double its survey period, Livek commented, "Arbitron is playing hardball, so we're going to play hardball too."

Arbitron Appoints New Atlanta Manager

Debbie Priore, an Account Executive with Arbitron's Chicago office for the last 2 1/2 years, will soon be moving to Atlanta as Southeast Regional Manager. She will head up that office effective February 3. Concurrently, Arbitron has announced the promotion of Client Service Representative Mary Ann Pieper to AE in the Atlanta office. This will be an additional position in that office.

ton commented "We'll use Birch as our primary service in over half the country - some 150 markets - including most markets ranked between 15-85. We plan to implement this cross-country. Our offices in Atlanta, Boston, Detroit, Houston, Los Angeles, New Orleans, New York, San Francisco, and Seattle will be equipped to buy spot radio most effectively." Does that mean the Coca-Cola business for summer '86 would largely be bought on Birch? "Yes."

Pressure On Arbitron

Is this support for Birch perhaps a ploy to get Arbitron to be more responsive? That may be a factor in this equation. McCann Director/Media Information Services Lucian Chimene said, "We're pleased that McCann-Erickson has the opportunity to support an alternative ratings service, thereby establishing a competitive environment that has not previously existed."

At Bozell/Jacobs-Kenyon & Eckhardt, Nancy Coleman expressed a similar sentiment. Coleman, Director/Local Broadcast buys for the recently merged agency, stated, "The most positive thing is that Birch is very receptive to any suggestions we've made; they are very workable. And they are making their competition (Arbitron) do the same, which is a very nice development. The competition is healthy and we hope to see Arbitron continue to be more responsive."

Disappearing Avails

Many of the major grumbles I've heard about the lack of hard Birch buys to date come from New York, where national reps and stations wonder where the Birch business is. They don't see a flood of Birch avail requests, and therefore assume the Birch bucks are just a trickle. Reasoned Coleman, "I think part of the problem is the nature of our business. It's come down to making buys almost immediately or on very short notice. Rep firms historically get a gauge on how well a ratings service is being used by tracking available requests, which tell them what service you are using. I think Birch is becoming frustrated because they don't see that penetration. Well, the reason is we're not calling for any

avails. We don't have the time any more.

"Birch may be getting used more than people know or are aware of. Because we're doing a lot in a short period of time and not asking for formal avail requests, the fact that it's not going on record may be hurting Birch."

Cast Your Vote

While the Birch and agency execs have their various thoughts, what about the radio stations? Are they seeing evidence of Birch's agency progress? Here's your chance to give us your feelings. Please fill in the "Birch Bucks Ballot" and send it to me at R&R, and we'll tally the response. In a later column, I'll discuss the key findings.

"We believe a time period of six to nine months may have to be involved before reps and stations can see the nationals swinging to Birch buys."

—Bill Livek

Is The Hoopla Worth It?

Given the attention Birch's agency announcements have received in the last six months, one might ask whether all the hoopla is justified. It's great news for Birch and keeps them in the race, although as a distant second. Now, however, a cynical bunch of radio veterans must wonder where the business is. Maybe the bucks are there already, and it's just a case of myopia in New York among some observers there. I don't think so.

In my travels, I continually hear from stations that do or used to subscribe to Birch. They lament - or used to - over Birch's lack of attention from or acceptance by agencies or advertisers. Perhaps 1986 will see Birch turn that corner and turn hoopla and hype into raves and revenues.

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Dayton—WWSN	3.2	6.4	4.3	12.4	6.3	7.5
New Orleans—WLTS	4.9	7.2	7.6	15.8	6.3	9.4
Peoria—WKQA	2.6	4.5	8.5	6.6	1.4	9.7

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SOURCE: Arbitron Spring '85, Fall '85, M-S, 6a-12a

involved before reps and stations can actually see the nationals swinging to Birch buys. On the local level, the switch can occur more quickly."

Birch's plans for '86? "To continue the momentum. We'll keep servicing the agencies that decided to make the switch and be sure they are using the best of Birch. However, we'll also be talking directly to some major radio spenders who may be placing their business directly." And if stations or reps find that agencies supposedly using Birch aren't? "I hope the broadcaster would call me or Birch President Dick Weinstein (both available at 201-585-7667) to advise us of the situation. We'll get to work on it."

The Agency Perspective

We probed some of the larger agencies grabbed by Birch last year to see what was or wasn't happening. At the most recent Birch convert, McCann-Erickson, Sr. VP/Local Broadcast Laura Sil-

SOLVING CHRONIC PERSONNEL PROBLEMS

Reduce Employee Turnover

By Rick Ott

As you're reading this, one of three things is happening: (A) someone on your staff is applying for a job at another station; (B) someone at another station is applying for a job at your station; (C) both (A) and (B). In fact, as you eat dinner this evening, sleep tonight, and watch football this weekend, resumes will be flying.

"That's the nature of the business," "they come and they go," "que sera sera," and all that stuff. After all, it certainly isn't your fault if your news director, afternoon drive jock, and hottest salesperson decide to move on. Chronic personnel problems come with the territory in this business, right?

Holding On

Yet isn't it interesting that some stations seem to always have good quality people on staff? And their key people rarely leave. In fact, these stations display an amazing ability to take both rookies and veterans (who have been rejected by other companies) and turn them into star performers. Not to mention their seemingly endless supply of applicants trying to get in. Lucky sons-of-guns.

"Your station is viewed as either a Destination Station or a Tunnel Station. You establish your station's status by your management of the facility."

And here you are trying to fill your Sales Manager position for the third time in 18 months, with no qualified candidate in sight. To

determine why you keep losing people and those guys down the street keep keeping people, let's look at the situation from the employees' viewpoint.

Employees view your facility as either a Destination Station, where they wouldn't mind ending their careers, or a Tunnel Station through which they pass on their way to a better job elsewhere.

Needless to say, if they see you as a Destination Station, you're in luck. They work hard, seem relatively happy and, most importantly, they stay around for longer than six months. Conversely, if you're a Tunnel Station, they'll be motivated only to the extent there's light at the end of the tunnel (rarely performing above minimum acceptable standards). Before you know it, you're rerunning your now-famous help wanted ad.

Reaching Your Destination

Here's how to become a Destination Station in three easy steps:

1. *Learn the ground rules:*

- It's not a "chicken or egg" question. You do not become a Destination Station or a Tunnel Station be-

cause people choose to stay or leave. It's the other way around. You establish your station's Destination or Tunnel status by your management of the facility. People stay or leave accordingly.

- Market size is not a factor. Of course, people want to better themselves with more responsibility and income. And that's fine. But for each and every person who is ready to accept a bigger and better deal in another market, there's someone else who wants to settle down in your market. In large or small markets you'll find both Destination and Tunnel Stations.

- Money is not as big a factor as you might expect. Destination Stations are not necessarily the highest paying facilities in the market. They are, however, never the lowest-paying facilities in the market, and are usually in the top three. Conversely, many Tunnel Stations throw money at their personnel problems, thinking that higher salaries will ensure the best people. It doesn't.

2. *Learn what not to do* (these incredible-but-true examples are just a few we've run across over the years):

- One GM ordered the copying machine locked at all times (only he and the bookkeeper had keys) so resumes couldn't be duplicated.

- Another GM ordered all trade publications intercepted and placed in his possession so the staff couldn't see what jobs were available elsewhere.



Rick Ott is President of Ott & Snead, a Richmond, VA-based consulting and research firm. His 17+ years in broadcasting include programming, on-air, sales, promotions, and management positions. Ott also co-owns a promotions and printing company specializing in broadcast marketing.

- One owner refused to let staff members see or even discuss the ratings because they were so bad he thought people would leave if they knew.

- This GM would periodically get up at 3am, dress, and make a "surprise" visit to the station to "catch jocks dubbing airchecks."

"It's those managers who fail to take a genuine interest in their employees' professional welfare who lose."

He never actually caught anyone, nor did he necessarily expect to, but he figured his intimidating reputation would scare enough jocks from trying. It didn't.

Employee Rapport

3. *Learn the three main things people want from an employer and provide them:*

- Let your people have a say in their own destiny. Treating people like pawns on a chessboard - changing things that affect them and removing any control over same - is the single

biggest cause of employee discontent (and neurosis). Seek their input before making such moves. And when you must make a tough decision without their prior knowledge or input, make the effort to discuss and sell the decision. Give them time to adjust to the idea before it takes effect.

- Pay good salaries. I know I said money isn't a major factor, and it isn't - above a respectable level. But if employees are given the choice of disowning their family and selling their car in order to work for you, or keeping the family, car, and dog and getting a better-paying job elsewhere, you'll lose.

- Make your people feel important. It's amazing how much care and enthusiasm employees will display when they feel their supervisor, and the organization as a whole, really cares about them. When's the last time you solicited individual employee comments and criticisms, then took immediate action to make their job easier? It's those managers who fail to take a genuine interest in their employees' professional welfare who lose. It's the wise manager who invests in his people and benefits from their superior performance and loyalty.

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FLIGHT OF FANTASY

Tapping The Talent For SyndiNet Records

Imagine it's a freezing, icy day in New York. The streets are packed with people just as cold as the sky, and to get away from the big chill you walk into Yousef's Liquor Emporium on Lexington Avenue and buy one Lotto ticket. Choosing a combination of your Social Security number, your mother's weight, and the number of tears produced by ? & The Mysterians, your ticket wins the big \$26 million prize. And what do you do with your windfall? You start a new record label, of course, signing all the top talent and making beaucoup bucks in the process.

Following this week's hypothetical theme (see Page 1), ten network/syndication executives were surveyed for their "wants" and "want nots" if they were going to start the new "SyndiNet" label. The idea was presented as "fun," an attempt to elicit some opinions on who is and is not necessarily going to make an impact in the coming years in the radio and record business. Still, two of these ten declined to participate; Westwood One and DIR Broadcasting both felt it would place them in a precarious position with the artists and record labels they periodically deal with. The other eight — ABC, NBC, CBS, United Stations, MJI Broadcasting, Global Satellite, Radio International, and IS Inc. — were more than happy to oblige this short flight of fantasy.

Choose Me

Most obvious in this unscientific survey was the wide spectrum of

formats represented. Tastes ranged from rock to black to country to jazz to reggae to nostalgia, making for an exceptionally eclectic catalog of artists. Bruce Springsteen, Sting, Stevie Wonder, and Dire Straits all showed great popularity among established artists, maybe proving the need for an "S" in your name for success to strike. Other favorites included Phil Collins (with or without Genesis or Mike Rutherford or the Mechanics), Michael Jackson, and Lionel Richie.

Network pickers showed less consensus in the confusing "up and coming" category, largely because of the wide spectrum of talent and acts to choose from. Also, a few executives managed to slip one or two underdog personal favorites in to the voting, hoping to attract some label attention to as-yet-unsigned acts.

In addition, several artists were noticeably omitted from most or all

lists, among them Madonna, Wham!, Paul McCartney (or any other of the ex-Liverpudlians), and the Rolling Stones (Jaggernaut or no).

Frank Murphy, Director/Programming, CBS RadioRadio

Established:

1. Bruce Springsteen
2. Lionel Richie
3. Billy Joel
4. Kool & The Gang
5. Alabama

Up & Coming:

1. Whitney Houston
2. Hooters
3. Depeche Mode
4. Scritti Politti
5. LaBamba & The Hubcaps

CBS's Frank Murphy approached the "star search" challenge by looking at a wide range of talent for his initial "catalog." "If I were to start a label I'd want to have a nice balance of artists, ranging from rock to black to country. Bruce Springsteen, Lionel Richie, and Billy Joel have a certain amount of musical genius that won't be duplicated for a long time. I'd go with Kool & The Gang, because of their longevity and success in the music business, and I'd have to include Alabama because they are so talented and have a tremendous, broad-based appeal."

In the "up & coming" category Murphy selected the Hooters "because their latest album is an excellent showcase of what they are all about, and it's obvious that there's a lot more that will be coming from them." And what about LaBamba & The Hubcaps? "If I had my own record label I'd spend a lot of developmental bucks on these guys," Murphy explains. "They're just the best Jersey rock band around."

Steve Saltzman, Producer-Principal, Radio International

Established Artists:

1. Dire Straits
2. Donald Fagen/Steely Dan
3. U2
4. Sting
5. Phil Collins

Up & Coming:

1. China Crisis
2. Sade
3. Bryan Ferry
4. Prefab Sprout
5. Kate Bush

Radio International's Steven Saltzman says that most of his selections are obvious and need no

TOP 10

ESTABLISHED

1. Bruce Springsteen
2. Sting
3. Phil Collins
3. Stevie Wonder (tie)
5. Michael Jackson
6. U2
6. Dire Straits
6. Julio Iglesias (3-way tie)
9. Lionel Richie
9. Mr. Mister (tie)

TOP 10

UP & COMING

1. Whitney Houston
2. Sade
3. Hooters
4. Julian Lennon
4. Paul Young (tie)
6. China Crisis
6. U2
9. Wire Train (3-way tie)
9. Eurythmics
9. Joe King Carrasco & The Crowns (3-way tie)

qualifying explanation. Still, he did offer a few elaborative comments on several of his more personal choices:

• "What can I say about Dire Straits except that they have become the consummate rock band?"

• "I have to include Sting in this list for his very intelligent lyrics and thoughtful music, even if you don't agree with it. He's adventuresome and I'm very impressed with his talent."

• "Phil Collins has to be on the list because he's so versatile. I don't always particularly enjoy everything he turns out, but he's got to get the Workaholic Of The Year award."

Saltzman also gives honorable mentions to Peter Frampton, for

Frank Cody, Director/Programming, NBC's Source

Established Artists:

1. Sting
2. Stevie Wonder
3. Cyndi Lauper
4. David Lee Roth
5. David Sanborn

Up & Coming:

1. Whitney Houston
2. Divinyls
3. Husker Du
4. Steel Pulse
5. Dr. Ruth Westheimer

his continuing innovation, and to Grace Jones for her "Slave To The Rhythm" album.

A few random comments from NBC's Frank Cody explaining his picks:

• "Anybody who has done as much as Sting for reggae and jazz is worth signing on anticipation alone."

• Stevie Wonder: "He is a consummate artist in the same category as Duke Ellington, Cole Porter, and George Gershwin. The man has many years of creativity remaining."

• Cyndi Lauper: "Just like David Bowie, Cyndi is her art."

• David Sanborn: "Every respectable label should have a reggae artist, and since he's doing a show for NBC I can't resist the plug."

• Whitney Houston: "The level of success she is enjoying right now is just the beginning of a fantastic career. It's astounding how talented she is, and there's no doubt she will be one of the big stars of the '80s."

• Steel Pulse: "Every respectable label should have a reggae group."

• Dr. Ruth: "I keep trying to get her to do a record, and she promised me that when she is ready she will let me produce it." Another shameless plug for NBC.

Cody also awarded honorable

Continued on Page 19

The Vinyl Turkey Awards

As they used to say in ancient Rome, *de gustibus non disputandum est*. Roughly translated, that means "in matters of taste there is no dispute." Beauty is in the eye of the beholder, or something like that.

Extrapolating this line of thinking, the idol of one record exec might actually be the goat of another. Virge N. Vinyl might think the Chrome Kittens are hot wax, while Al Bumsales considers them colder than wet clay. Some artists are climbing the ladder to success, others are sliding down, while still others are teetering precariously on the top rung. Following are a few anonymous picks and pans which unfortunately fall into the latter two categories.

• **Culture Club:** "If we never see or hear from Boy George again the world will be eternally blessed."

• **Richard Clayderman:** "Who's the wise guy who keeps telling this guy to play the piano? The world already has more Clayderman rec-

ords than it can ever hope to need."

• **Rolling Stones:** "When will Mick Jagger realize that you can't keep rockin' and rollin' at the age of 60?"

• **"O" Groups:** "I've had enough of Oxo, Taco, Lobo, Meco, Poco, Devo, Cindy Grecco, Teri De Sario, Jim Photoglo, Suzi Quatro — every act ending in 'O' except Toto and Chicago."

• **Prince:** "With so many Prince clones around, who needs him? And who needs the clones?"

• **Miscellaneous:** "Let's get rid of every akt that damn't no howe tu spellz iz owne nazyn. There's already too much illiteracy in our schools."

NETWORK FEATURE FILE

NEWS & INFORMATION FEATURES

January 27-31

GENERAL INFORMATION

- Comedy Show With Dick Cavett** (CW)
The old west
- Daily Feed** (DCA)
Secretly shuttles sickness/Halley's bluff called/Gramm-Rudman just kidding/recycled nuclear waste/intermittent excitement
- Laugh Machine** (PRN)
Woody Allen/Rich Little/Sanford & Son/National Lampoon/Bill Cosby
- National Lampoon's True Facts** (SLP)
Not quite cricket/Krich Uncle Sam/dust to dust/out of uniform/blind justice
- Party Drop-Ins** (ASR)
Trivia game/trivia game/jazz Eddie's appliances/air guitar lessons/octomom B/parties through history
- Radio Hotline** (ASR)
Video phone/I'm so hip/women's lib/you oughta be proud/nobody's here
- Stevens & Grdnic's Comedy Drop-Ins** (ASR)
Voice clips/newport sportscasters/Bobby Rock/Jaw/Blill & Doc/blue alert
- United States Of America** (ASR)
Art & Bar/Dr. Numan/captain's choice/nose from the other room/Barford Bros. markets

COMEDY

- Ed Busch Talk Show** (AP)
Buying a car/headhunting/job interviews (1/25)
- Computer Program** (PRN)
Telecommuting/electronic bulletin boards/operating systems/portables
- News Blimp** (PRN)
Enlisted women/special interest holidays/kidde car/rain/ri problems
- Jesse Jackson Commentary** (SI)
Changing the rules (1/27)
Gramm-Rudman (1/28)
Presidential action (1/29)
International peace march (1/30)
Kennedy out. Hart in (1/31)
- Newsline Extra** (NBC)
Surviving terrorism
- Sound Advice** (PRN)
Stereo tapes/open reels/tape decks/"L" decks/anti-noise
- Sporting News Report** (CW)
Johnny Unitas/Gerry Faust/Grete Waitz/Marty Glickman/Julius Erving
- Sports Flashback** (CW)
Ston Musical/Casius Clay-Sonny Liston/Jack Nicklaus/Super Bowl I
- Waldenbooks Review** (WO)
Jascha Kessler/John Gardner/Howard Cosell/"The Secrets Men Keep"

The Week Of

February 3-7

- American Music Magazine With Rick Dees** (USP)
Eddie Murphy (2/3)
Dire Straits (2/4)
Pete Townshend (2/5)
Steve Nicks (2/6)
Marlyn Martin (2/7)
- Country Calendar** (CW)
Bob Montgomery (2/3)
Judy Rodman (2/4)
Anne Murray (2/5)
Mae Axton (2/6)
Maines Brothers (2/7)
- Country Today** (MJJ)
Nitty Gritty Dirt Band
- Earth News** (WO)
Laura Dern/Kurt Russell/Judd Nelson/Patrick Swayze/Randy Quaid/Harry Dean Stanton
- Encore With William B. Williams** (WO)
1937: Dick Powell
- In Concert** (WO)
INXS
- Interview** (IN)
Iron Maiden
- Line One** (WO)
Triumph (2/3)
- Live From Gilley's** (WO)
Nitty Gritty Dirt Band
- Off The Record** (WO)
Tom Petty Part 1
- Off The Record Special** (WO)
Tom Petty
- Pop Concert** (WO)
Anne Murray
- Shootin' The Breeze** (WO)
Sade/Jennifer Holliday/Stephanie Mills
- Solid Gold Country** (US)
February calendar (2/3)
Salute to Hank Williams, Jr. (2/4)
Feature year, 1963 (2/5)
Billy Sherril (2/6)
Music in the stars (2/7)
- Special Edition** (WO)
Isley Bros
- Star Trak** (WO)
Asia/Mike & The Mechanics
- Star Trak Profile** (WO)
Anne Murray

MUSIC FEATURES

The Weekend

February 1-2

- American Country Portraits**(BRE)
Hank Williams, Jr.
- American Eagle** (DIR)
Dotie & Shelly West
- Countdown America With Dick Clark** (US)
Night Ranger
- The Countdown** (WO)
Cherelle/Sade
- Country Calendar** (CW)
Conway Twitty/Howard G Bellamy
- Dick Clark's Rock, Roll & Remember** (USP)
Brenda Lee
- Dr. Demento** (WO)
Frank Zappa
- Entertainment Coast-To-Coast** (CBSR)
Kurt Russell
- Future Hits** (WO)
Clarence Clemons/Tears For Fears
- Gary Owens' Supertracks** (CRN)
Lulu
- Gospel Line** (SI)
Winans
- Great Sounds** (USP)
Les & Larry Elgart
- Jazz Show With David Sanborn** (NBCE)
Tony Williams
- King Biscuit Flower Hour** (DIR)
Eric Clapton
- Metalshop** (MJJ)
Black Sabbath
- Musical!** (WO)
Robert Goulet/"An American in Paris"/Broadway 1960
- Musical Starstreams** (MS)
Sam McClean
- Music Of The City** (SI)
Pop reflections
- Pioneers In Music** (DIR)
Yes
- Playback** (SI)
Featured year, 1965
- Powercuts** (GSN)
Tom Petty/Mike & The Mechanics (2/2)
- Rick Dees Weekly Top 40** (USP)
Miami Sound Machine
- Rock Chronicles** (WO)
Huey Lewis/Pete Townshend/Tom Petty/Grammy nominations
- Rock Over London** (RI)
INXS
- Rock Reunion** (BRE)
Yes/Talking Heads
- Rock Superstars** (BRE)
Billy Joel/Phil Collins
- Rock Week** (WO)
John Cougar Mellencamp/Tom Petty
- Scott Muni's Ticket To Ride** (WO)
Ray Coleman/Cynthia Lennon
- Scott Shannon's Rockin' America Countdown** (WO)
Pat Benatar/Clarence Clemons/Eddie Murphy
- Solid Gold Saturday Night** (US)
B.J. Thomas (2/7)
- Street Beat** (BRE)
Kurtis Blow/Third World
- That's Love** (WO)
Four Tops/James Taylor/David Foster
- Top 30 USA** (CBSE)
Fifth Dimension/Cat Stevens/Ringo Starr
- Weekly Country Music Countdown** (USP)
Statlers

Tapping The Talent

Continued from Page 18

mentions to the Talking Heads, the Hooters, the Eurythmics, Willie Nelson, and Bruce Springsteen, "who is so obvious a choice that I knew he'd come out on top even without my help."

Beverly Padatzik, Director/Special Programming, ABC Radio

Established Artists:

1. Phil Collins/Genesis
2. Bruce Springsteen
3. Stevie Wonder
4. U2
5. Dire Straits

Up & Coming:

1. Paul Young
2. Eurythmics
3. Tears For Fears
4. Simple Minds
5. John Fogerty

"My top vote went to Phil Collins, Genesis, and Mike and the Mechanics because every artist involved is so talented that their success is virtually unlimited," ABC's Beverly Padatzik opines. Bruce Springsteen fell in right behind this conglomeration "because if the guy keeps practicing he could have a real good future ahead of him." Stevie Wonder was included on the list "for obvious reasons," and also "because, to quote another famous musician I know, 'The guy has never made a bad song.'"

Consummate artists seem to be everywhere in the industry today, and Padatzik's consummate band is U2.

United Stations oldies buff Ed Salamon took a somewhat different approach to establishing his label, conceding that his choices

would contrast against those offered by his colleagues.

"The artists I would be most excited about having on a record label are not established artists or new artists," he explains. "They're the ones who — for lack of a better name — are former hitmakers and are still great. Not everybody who once had a hit record could come back and do it again because they don't have the talent they once had. But there is a whole pool of entertainers who were talented and still have that talent."

Ed Salamon, Exec. VPI/Programming, United Stations

Established Artists:

1. Mel Torme
2. Charlie Rich
3. Sonny James
4. Lou Christie
5. Bobby Vinton

Up & Coming:

None

Salamon cites Barbra Streisand as proof that old classics can still find an audience today, and insists that Mel Torme is "the classic singer in the genre of that sort of interpretive music."

In country circles Salamon looks to Charlie Rich and Sonny James as classic artists: "Charlie is a guy who has a lot of talent, and though he had some country success in the early '70s he never had the stardom that his talent deserves. He was always too good at jazz to be established as a country artist, but too good at country to be accepted in jazz circles. Sonny James, meanwhile, maintained one of the longest strings of country records

ever, and he still possesses that kind of ability."

IS Inc.'s Rob Sisco and Jo Interrante came out of the box with a disclaimer, designed to placate any of myriad friends who might feel slighted by omission (or inclusion) on their list: "Having to limit our selections to only five is really unfair; however, in the spirit of this being a really fun topic we will do it. But, to the other 150,000 that we would also unquestionably sign, we apologize."

Rob Sisco, Jo Interrante, IS Inc.

Established Artists:

1. Julio Iglesias
2. Mr. Mister
3. Elton John
4. Talking Heads
5. Lone Justice

Up & Coming:

1. Joe King Carrasco & The Crowns
2. Wire Train
3. Hooters
4. Mike & The Mechanics
5. Stevie Ray Vaughan

Julio Iglesias didn't make a great number of lists (see elsewhere this page), but Rob & Jo considered him profitable enough to place him at the top of their list. Their explanation: "We figure anybody who can sell 50 million rec-

ords a year could support anybody else we cared to sign — and he doesn't even have to sing in English."

Other miscellaneous observations:

• Joe King Carrasco & The Crowns: "This nuevo wavo group proved themselves with the 'Walk Of Life' (tee-hee)."

• Hooters: "You've got to have faith in anybody who carries a keyboard around in his suitcase."

• Stevie Ray Vaughan: "... Because everybody gets the blues sometimes, and the blues they should get is Stevie Ray."

Cindy Tollin, GM/Rockline, Global Satellite Network

Established Artists:

1. Bruce Springsteen
2. Sting
3. Michael Jackson
4. John Cougar Mellencamp
5. ZZ Top

Up & Coming:

1. U2
2. Julian Lennon
3. Sade
4. Klymaxx
5. Whitney Houston

Global Satellite's Cindy Tollin also realized the dangers of playing this hypothetical pinking game, but believed the artists and record companies would understand the "fun" nature of the task and wouldn't be offended by omission from her top five choices. "There are obviously a number of people who can't make the list and lots of runners-up," she explains, "so I tried to select a somewhat diversified but still successful roster to start with."

Thus disclaiming her selections, Tollin offered the following comments:

• Sting: "With or without the Police, he is an innovative artist

who successfully stretches the boundaries of pop music."

• Michael Jackson: "You can't deny the worldwide salability of this artist, who will no doubt continue to be a major force in the pop music industry."

• U2: "I truly believe in this band. They are great to work with and are ready to break big. If you've ever been to a U2 concert, 'you too' have felt their power."

• Julian Lennon: "There's second generation brilliance here."

Josh Feigenbaum, President, MJJ Broadcasting

Established Artists:

1. Bruce Springsteen
2. Michael Jackson
3. Phil Collins
4. Stevie Wonder
5. Prince

Up & Coming:

1. Sade
2. Whitney Houston
3. Hooters
4. Julian Lennon
5. Paul Young

MJJ's Josh Feigenbaum explains that the established artists on his list would speak for themselves, but associate Dave Schulps submitted some comments regarding a few "up & comers":

• "The Hooters have to be on this list because they've both proven themselves as songwriters for other artists and shown to be a viable act by themselves. They should be able to stick around for a while."

• "Sade has an international appeal and a sound that should stand the test of time."

• "Paul Young could probably sing the phone book if he wanted to. He's an extremely hot live act and can do almost any kind of material."

• "Julian Lennon? Good bloodlines."

Clean Source Material = Great Sound

By Elliott Klein

I once overheard two general managers talking at a state broadcasters convention. They were discussing the dramatic difference in the way their stations sounded from an engineering standpoint. The stations' transmitters were located on the same mountain in the same city. And, in addition to having similar transmitters, both stations' studio operations and audio processing equipment were comparable. Yet one station was much "cleaner and brighter" than the other.

The probable cause for this difference in sound is the source material quality control. Great sounding stations begin with high quality source material, and a

quality control system in the dubbing-to-cart process. There are four choices to choose from; heading the list is the compact disc. Second is a direct first genera-

tion dub from the record company master tape, while the third choice is a half-speed master, also known as a 12-inch single. The last choice would be a good quality album cut.

Correct Alignment

You must have equipment that's correctly aligned both mechanically and electrically. If you use a CD player for dubbing, it must have two channels of independent audio amplifiers and digital-to-audio converters. All the reel-to-reel tape equipment should be properly set up and aligned.

Next up in the dubbing chain is the turntable and tone arm combination. It's critical that the tone arm geometry and weighting are correct. Incorrect tone arm geometry is one of the most common causes of poor sound and distortion when music is dubbed to cart.

Make sure your station has the best high quality turntable preamplifier it can afford. This is the weakest link in most dubbing chains. If you're dubbing your source material from disc, make sure engineering has picked a low noise, low distortion turn-



Elliott Klein

Elliott Klein heads Scottsdale, AZ-based Klein Engineering, a full-service broadcast engineering consulting firm established in 1977. Klein's background includes Chief Engineering posts with KRIZ/Phoenix, KDOT/Scottsdale, and KENT/Prescott, AZ. He was also Director of Engineering for the Buck Owens Broadcasting Group between 1971-84.

table preamplifier. Most critical of all is the final alignment of the cart recorder. This machine must be cleaned and alignments checked every time music is to be dubbed for air.

Clean The Deck

You must also clean the cart playback decks in the control room on a frequent basis. I've found that a good cleaning twice a day is sufficient. Remember that alignment and proper maintenance is a must for all the equipment in the source material chain.

In terms of dubbing chain equipment, I recommend the Studer compact disc player, the Technics SP series of turntables, Audio Technica AT-1005 or the Shure SME series of tone arms, and the UREI or Straight Wire Audio turntable preamplifiers. For cart recorders, you can look at the ITC Delta and 99 series

machines as well as Pacific Recorders' Tomcat decks. And I suggest using the Capital Magnetics Audiopak AA-4 tape cartridge. As far as tone arm pickup cartridges are concerned, there are any number of high quality manufacturers. Just make sure the cartridge is of a high compliance type and uses an elliptical stylus system.

If you pay close attention to the type and original recorded quality of the music source material your station airs, as well as the proper equipment maintenance, your station will most likely sound better than the competition. You must also make every effort to have clean music source material dubbed to cart because today's modern audioprocessing tends to make bad quality source material sound worse than it really is. In other words: Garbage in, garbage out.

Coming In R&R: February 28th Issue

"DIGITAL TECHNOLOGY" From Production To Programming

To Be Distributed At The Audio
Engineering Society (AES) Convention
Montreaux, Switzerland

March 4-7



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12+ Share Fall 1985 Arbitron

Station	City	Prev. Bk.	Fall '85	Increase
WLTW (Lite FM)	New York City	3.0	4.5*	50%
KJOI	Los Angeles	3.6	4.9	36%
KNIX	Phoenix	8.9	10.4*	17%
WYAY (Y106)	Atlanta	3.3	4.9	48%
WHAM	Rochester	6.8	9.1	34%
WZZK	Birmingham	12.8	14.2*	11%
WWLI	Providence	3.2	7.2	125%
WIOF	Hartford	4.2	6.0	43%

* #1 in market adults 25-54.

Q: What do all these stations know that you ought to know?
A: Not what. Who.

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QUARTERFLASH

"Walking On Ice"



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CKOI WZYQ
KKRZ WKHI
KMJK WPFM
Q100 WXLK
WSPK WHSL
WTLQ 99KG
WFMI KTRS
KEYN-FM KWNZ
KIYS KBIM
KSND OK95
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WXKS-FM
WKSE 39-32
WNYS
CKOI
Y100

FM102 23-21 KBFM add
K104 deb 35 Y106 add
WERZ deb 40 OK100 34-27
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R&R BLACK/URBAN: 29
BILLBOARD DANCE CHART: 4-2



Latest word following published reports that the **OUTLET** stations would be sold is that the stations will not go on the block. Instead, the radio properties (KIQQ/L.A., WIOQ/Philly, WQRS/Detroit, WTOP & WTKS/Washington) are slated to become part of a larger management leveraged buyout. Details to follow.

Don't believe those rumors printed elsewhere which have all the **CBS-FM** CHRs flipping to A/C. Said **KKHR/LOS ANGELES PD ED SCARBOROUGH**, "If I had a dollar for every rumor about this station, I'd be a wealthy man. No, we're not changing format!"

After **McCLATCHY** learned of complaints of alleged sexual harassment of four female employees of its **KFBK & KAER/SACRAMENTO** combo, it instigated an investigation, now being conducted by the California Fair Employment and Dept. of Housing. As part of those proceedings, Director of Broadcasting **PAUL AARON** and Sales Manager **TOM PATE** have resigned. McClatchy VP/Electronic Communications **FRANK WASHINGTON** told R&R, "The investigation, I think, will answer a lot of questions for all of us."

"**JOHN LEADER's** Countdown USA" has been granted indefinite life. The US Court of Appeals has issued a permanent stay against the lower court's injunction against the show, originally sought by **UNITED STATIONS RADIO NETWORKS**. That permanent stay is pending the outcome of an appeals hearing, the date of which has yet to be set.

JERRY GREENBERG of **MIRAGE RECORDS** and music biz veteran **JERRY WEINTRAUB** of **UNITED ARTISTS** are talking about a deal, but Greenberg says nothing's been finalized. The sale of his label to UA is one possibility, he states. The roster at **ATCO**-distributed Mirage includes the **SYSTEM**, **TAKA BOOM**, the **SPINNERS**, and (via Emergency Records) **SHANNON**.

Latest in the **STEVE DAHL & GARY MEIER** saga: the duo has presented **WLS/CHICAGO OM JOHN GEHRON** with an offer from a competing station, which 'LS, per the duo's present pact, has seven days to match. However, Gehron has reportedly returned it because 1) the identity of the station making the offer is not specified and 2) the 'LS contract doesn't expire until Feb. 16. Folks in town insist that it's **WLUP** making the new offer. If Dahl & Meier return to the Loop, that would give the AOR a strong afternoon tandem to balance morning heavyweight **JONATHON BRANDMEIER**.

VERNON SLAUGHTER left his slot as VP of Black Music/Jazz Promotion at **COLUMBIA RECORDS** Friday (1-17). There was no immediate word on his future plans, nor on his successor at the label.

Meanwhile, **LOU MANN**, who left Arista late last year as VP/Sales & Distribution, is the latest Universal Citizen. **MCA** is shortly expected to announce his appointment as VP/Marketing.

At presstime we discovered **NEIL ROCKOFF** wearing his wingtip shoes and cuffs on his pants opening the door to the **BLACKBURN** brokerage in Washington, DC. Does this mean the former Storer chief/station owner will soon be sitting on the other side of the desk?

Expansion is in the works at **GEFFEN**, which is in the process of hiring eight regional folks to round out its promotional staff.

At last week's **BURKHART/ABRAMS Superstars Convention**, **BOB GELDOLF** showed up to receive the **LEE MICHAELS** Memorial Award for his contribution to rock 'n' roll through Live Aid (the late Michaels was a partner at the consultancy). Programming-wise, **LEE ABRAMS** advised his AOR client stations to consider including occasional doses of "new age" music and contemporary jazz during regular programming and on weekend shows. The real talk of the convention, though, was a fiery jam session between guitar aces **STEVE RAY VAUGHAN** and **STANLEY JORDAN** during the wee hours in the **SOURCE** suite.

Market observers think longtime **Q107/WASHINGTON** morning partners **ELLIOT & WOODSIDE's** continuing personal problems with each other might lead to their breakup. But we hear that **Q107 PD RANDY LANE** has been working with the two to smooth out differences to keep 'em together.

Is **MIKE JOSEPH** no longer stationed at **WIOD & WAIA/MIAMI**? Word has it that he's returned home to Connecticut, but still holds a valid contract with **COX** as a consultant. Joseph explained, "I've been diverted into another assignment for the company. Details soon."

Still no word yet on who'll nab the primo morning slot at **AOR WXRK/NEW YORK**. . . And there's a 10pm-2am opening at crosstown **WAPP**, as **RANDY RHODES** has moved up to evenings to replace **GARY SPEARS**, who's taken PM drive at **Q107/WASHINGTON**.

Continued on Page 26

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John Lander, KKBD, Houston (930)

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KTKS add
KRBE 23-18
Q105 30-22
WVSR add
WERZ add
WLAN-FM add 35
WKRZ-FM deb 40

WTLO deb 32
WBBD deb 36
KHFI add
KZZB deb 40
WROQ add
Y107 add
WRNO add
BJ105 deb 32
Y106 deb 36
KTUX add
WKZL deb 34

WHOT add
KIKX add
KIMN add
WZYQ add
WGAN add
KQIZ-FM add
Q104 add
KSMB add
Z102 38-32
KNIN add
WSPT deb 30
SLY96 add

Produced by Kyle Lehning.



STREET TALK

Continued from Page 24

While we're in the nation's capital, is **WPKX-FM** about to leave Country for AOR? Absolutely not, says VP/GM **BILL SHERARD**, who says those rumors are as off-base as last year's talk that **METROPLEX** would sell the station.

Now that **WAPI-FM/BIRMINGHAM PD MARK ST. JOHN** has announced his departure to Washington, (see Page 1), both CHRs in the market — **KXX106** and **WAPI** — are without PDs. To get a handle on the WAPI job, contact **BERNIE BARKER** at (205) 933-9274.

We were saddened to hear of the death Tuesday (1-21) of **ABC** Correspondent **JOE SPENCER**. He died in a helicopter crash on his way to cover a strike at the Hormel plant in Austin, MN. Although primarily a TV reporter, Joe also contributed to **ABC Radio**.

Heartwarming to hear so many stations rebroadcast Dr. **MARTIN LUTHER KING JR.**'s "I Have A Dream" speech in unison last Monday. **MOTOWN** Chairman **BERRY GORDY** bought a full-page ad in the *New York Times* Monday (1-20), paying tribute to the Reverend "for making an impossible dream come true." The simply-worded message also stated, "By wisely choosing its heroes, a country shapes its destiny."

Yes, **JOEY "Bekins" REYNOLDS** is on the loose again, having wrapped up a brief trial run at **AOR WYSP/PHILADELPHIA** . . . **WWTC/ MINNEAPOLIS PD SCOTT KRAMER** has exited the CHR station.

KMOX/ST. LOUIS has added two well-known broadcasters to its on-air lineup. **BRUCE BRADLEY**, most recently of **WYNY/New York**, is pulling evening and weekend shifts. Former **WWWE/Cleveland** sports host **PETE FRANKLIN**, whose style fits in somewhere between brash and brutal, is now hosting **KMOX's** Sports Open Line once a week from Cleveland.

And if the *USA TODAY* poll is a harbinger for the site of the new Rock & Roll Hall Of Fame, put your bets on the Cuyahoga City, which at prestime was ahead of its nearest challenger, Memphis, by a 19:1 margin. **WMMS** reports it's been swamped by TV/press media about the campaign, which involves every radio station in town.

And didn't we see one of the Buzzard's T-shirts on "Saturday Night Live" during a "Cleveland Vice" skit? As for the real "Miami Vice," look for **ATLANTIC's** **FIONA** to guest-star on the 1/31 episode called "Little Miss Dangerous." (Guess who Fiona plays?) The story title comes courtesy of the forthcoming LP by **TED NUGENT**, who also recently starred on the show as a very nasty, gun-totin' cocaine dealer.

In Chicago, **WMAQ** is giving away tickets to the Super Bowl. Meanwhile, Bears flagship **WGN** has sent several air personalities, including **WALLY PHILLIPS**, **BOB COLLINS**, and **ROY LEONARD**, to broadcast live from New Orleans . . . Not to be outdone, neighbor **WCLR** and **WMEX/BOSTON** have "challenged each other to see which station can get the most Bears/Patriots fans to vote via (900) numbers for their team. Whoever wins gets a \$1000 check from the loser; the money goes to the United Way.

The government of Burma has banned rock music and breakdancing from the public stages. Must have something to do with a **MEDIA GENERAL/AP** poll that found that while 56% of American adults like rock music, 51% believe that rock music has a bad effect on children.

Lots of hoopla surrounding the new "Living Seals" at Walt Disney World's EPCOT Center, but just as remarkable as the exhibit itself was **IDB COMMUNICATIONS'** live *underwater* satellite broadcast, an industry first. In all, listeners in 13 cities heard shows live from Florida's latest attraction during opening week.

Did you know that **WDTX/DETROIT** weekender **MARTIN CICCONE** is **MADONNA's** brother? Neither did anyone else at the station. But now *People* magazine has picked up the story, and Martin's next stop is a live interview on "Good Morning America" January 30. With radio competition in Detroit at an alltime high, is it true that Motor City PDs are now combing the country for Prince's sister? Or perhaps Bruce Springsteen's third cousin . . .

KRQR/SAN FRANCISCO aided in the arrest of a **MANNY CHARLTON (NAZARETH guitarist)** impersonator who had been apparently bilking people out of money for the past few weeks, claiming he could get tickets and backstage passes for area shows. One listener gave him \$700 for **AEROSMITH** tickets for 30 friends. Though the local media virtually ignored the alleged scam, morning man **PETER B. COLLINS** publicized the story. Eventually, a department store clerk spotted the faker, and called the station for advice. She was told to stay cool and notify the police, who quickly nabbed the con artist.

And one more file in this week's Crimestopper's Corner takes us to New Zealand, where a hostage situation was eased and ended thanks to jock **JOHN HOGAN** playing **PAT BENATAR's** "Promises In The Dark." The gunman called the radio station several times requesting the song, which it played each time, and that reportedly calmed him. The man asked for the song one last time, heard it, and then finally surrendered.

B I O	TO	PROGRAM DIRECTORS	AIR DATE	SAT. JAN 25	TIME	11 PM ET / 8 PM PT
	FROM	WESTWOOD ONE	AREA CODE	213	NUMBER	204-5000
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	STARRING EUGENE WILDE					
O	DEBUTING JANUARY 25TH!					
	<input checked="" type="checkbox"/> FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE... AND ONLY					

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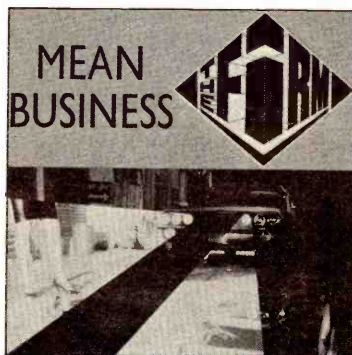
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LOOK FOR THE FIRM ON TOUR THIS SPRING.



ON ATLANTIC RECORDS, CASSETTES AND COMPACT DISCS



KEN BARNES

ON THE RECORDS

TOP 20

ESTABLISHED

PROGRAMMERS PICK THEIR IDEAL ARTIST ROSTERS

If Radio Ran The Record Companies . . .

Last November Robert Hilburn, the *L.A. Times*'s top-ranking pop music journalist, invited me to participate in a novel column idea he'd come up with: if record executives and other industryites could run their own labels and choose any artists they wanted, who would they pick? And why? Panelists were asked to support their choices and — significantly — explain why they omitted other high-profile stars.

When the piece came out in December, it drew a ton of mail and excited plenty of comment — including a suggestion at the weekly R&R editorial meeting that we adapt the idea to let a panel of programmers pick their ideal label rosters.

With Hilburn's gracious consent, we went ahead, modifying the original approach a bit. Our format editors asked samplings of ten or a dozen programmers to list their top five established artist draft choices and top five up-and-comers, to make up a balanced roster. (Reed Bunzel asked some network and syndication execs for their picks, and Adam White polled a group of

national retail chain buyers, who as you'll see added a candid, impressively analytical tone to the overall project.)

Hilburn also took pains to keep all quotes and votes unattributed, for a couple of good reasons: to allow panelists to be completely candid in their assessments (including comments on artists signed to their actual labels), and to prevent participants from feeling compelled to vote for artists on their actual labels.

We didn't have to worry about the second concern, because we didn't poll any record label people. Our programmers were eager to have their choices printed, and in

fact many were willing to have both their positive and negative comments credited. But we decided to attribute the positive ones and conceal identities on the negatives, feeling we'd get more candid comments that way.

A Unique Perspective

We're pleased with the way this rather massive project came out. It offers labels and artists a unique chance to see how they're perceived by radio programmers (plus that retail perspective). Some of the more franker comments may sting a little, but there's as much, or more, to be learned from the brickbats as from the bouquets.

In this column I'll look at the overall winners. Results and comments for individual formats can be found among the pages that follow.

Looking At The Winners

To arrive at the Consensus Top 20 listings of established and up-and-coming artists, I tallied votes from every panelist who participated in the polls conducted in A/C, AOR, Black/Urban, CHR, Country, Jazz, Networks, and Records (retail in this case). A couple of points to consider before you take these findings as gospel: the samples were small, unscientifically chosen, and thoroughly undefinitive; and the restrictions of choosing just five established and five rising stars meant a lot of people had to omit artists they thought quite highly of, and thus no points could be assigned for these honorable mentions. Also, votes in established and up-and-comer categories were kept strictly separate — part of the point of this exercise was to see how programmers viewed artists' stature, even if they contradicted themselves at times.

In any case, it's rather reassuring, in that I doubt if anybody's too surprised, that the top three artists in the Established Top 20 were overwhelming winners. Bruce Springsteen triumphed handily: he was No. 1 for AOR, CHR, retail, and network voters, and came in 6th in A/C (where a number of his votes were in the up-and-coming slot — and in A/C, I guess that's where you might feel he is). With seven Top 10 CHR hits from "Born In The USA," even more hit AOR tracks, and the No. 1 tour of the year, according to *Pollstar*, Bruce was the natural consensus choice, and turns out to have been the "rock & roll future" after all.

Lionel Richie is pretty close to universally popular. He led the A/C poll the same way he's dominated

those charts, and was Top 3 in B/U, CHR, and retail polls . . . and even finished in the AOR Top 10. Phil Collins demonstrated similarly widespread appeal, with #2 or #3 placings in A/C, AOR, CHR, nets, and retail, although he pulled no Black/Urban support despite a couple of hits in that format.

As I said, after that titanic trio, there's a considerable dropoff in total support (interestingly, that's exactly what happened in the retailers' Top 10, too), mostly owing to a lack of the broad consensus Springsteen, Richie, and Collins attracted. Stevie Wonder took 4th overall, thanks to a decisive Black/Urban No. 1 placing and the #2 spot in A/C; however, he picked up no CHR votes and only scattered retail support.

Despite his solo layoff and the mixed reaction to the Jacksons' recent records and tour, Michael Jackson is still regarded highly enough to win the No. 5 place. His CHR backers were few, but he placed in the Top 5 in B/U, retail, and nets, and was Top 10 in A/C and AOR. Lack of new product may have reduced his totals; throughout the polls an "out of sight/out of mind" tendency could be seen, with recent hit-scoring artists outpolling acts on hiatus between records.

Prince made it four black artists in the Top 6, gathering most of his support from Black/Urban (#2) and CHR (tied for fifth) but failing to draw any retailers' votes. Alabama is the first country act to place, and also the first group; they scored double the points of any other country act to win that poll,

and picked up scattered votes from retail, A/C, nets, and even AOR for an overall #7 rank.

Votes for Sting and the Police were combined, in part because of uncertainty as to the group's future. (Almost all the votes, in any case, were for Sting.) His best finish was #2 among the networks, but he was Top 5 in AOR and CHR as well and made the retailers' Top 10. Billy Joel is most highly regarded in A/C (#4) and retail (#5), the latter in large part thanks to his sales-generating greatest hits package this year. Joel also made CHR's Top 10.

Rounding out the Top 10 was Bryan Adams, coming off a six-hit year. He still lost a few votes to the up-and-coming category, but was Top 3 in AOR and Top 10 in both CHR and retail.

Barbra Streisand, with a hot-selling LP, hit #7 among the retail buyers and maintained her strong A/C support (#5), enough to net her an 11th place finish overall. Dire Straits, in their breakthrough year, were in the AOR Top 5 and the retail Top 10, and were also seen as up-and-comers by several voters.

Wynton Marsalis earned the #13 slot by winning the Jazz poll by an overwhelming margin. The Cars showed broad-based support by pulling off a Top 10 sweep in A/C, AOR, and CHR. John Cougar Mellencamp was Top 5 AOR, Top 10 CHR, and gathered scattered support from nets and retail to tie for 15th with U2. The latter band was the only act to finish in both overall Top 20s; voters were firmly undecided as to whether they've estab-

1. Bruce Springsteen
2. Lionel Richie
3. Phil Collins
4. Stevie Wonder
5. Michael Jackson
6. Prince
7. Alabama
8. Sting/Police
9. Billy Joel
10. Bryan Adams
11. Barbra Streisand
12. Dire Straits
13. Wynton Marsalis
14. Cars
15. (tie) John Cougar Mellencamp
U2
17. (tie) Willie Nelson
Luther Vandross
19. (tie) Huey Lewis
Kenny Rogers
Steely Dan/Donald Fagen
Tina Turner

TOP 20

UP & COMING

1. Whitney Houston
2. Sade
3. (tie) Hooters
Tears For Fears
5. Mr. Mister
6. Wham!
7. Julian Lennon
8. A-Ha
9. U2
10. Simple Minds
11. Freddie Jackson
12. Billy Ocean
13. (tie) Forester Sisters
Stanley Jordan
15. (tie) Ready For The World
Sawyer Brown
17. Judds
18. (tie) INXS
Gary Morris
Dan Seals
Paul Young

ON THE RECORDS

lished themselves or are still moving up. U2 was in the AOR Top 3 and the nets' Top 10.

Tying for 17th were Willie Nelson, solely on the basis of a #2 Country finish, and Luther Vandross, who was a strong #5 in Black/Urban.

Rounding out the Top 20 were four artists in a tie. Huey Lewis parlayed a Top 5 CHR finish and scattered A/C, AOR, and retail support into an overall chart placing, while Kenny Rogers did it with a Top 3 Country ranking and scattered A/C votes. Tina Turner drew all her support from B/U (#6) and CHR (not Top 10 but close), missing out in retail and the other formats. And the most surprising finishers had to be Steely Dan (combined with Donald Fagen), considering their intense lack of activity; they managed Top 10 A/C, AOR, and nets placings, good news for their impending comeback.

Artists On The Rise

With the established Top 20 full of good news for black artists, the up-and-coming chart has more: The #1 and #2 rising stars, who thoroughly dominated the category, were black female artists (I know, Sade is technically a group, but as programmers love to say, perception is reality). From there on down, support in the A/C, AOR, B/U, CHR, retail, and nets was scattered widely, allowing more focused votes from Jazz and especially Country to place artists on the list. Here's the breakdown.

Whitney Houston, denied a Best New Artist Grammy on procedural grounds, can take solace in being the overwhelming choice of our radio and retail panelists. She topped the polls for A/C, B/U, nets, and retail, finished a close second in

CHR, and picked up a few AOR votes as well.

Although Sade was a distant second, her (or their) margin over the third-place finisher was just as wide (the ratio, in fact, was over 2-1). Houston's four-format sweep didn't leave Sade much chance to claim a #1 format championship, but she was second in A/C, nets, and retail, Top 5 in B/U, and 6th in AOR and CHR (plus a few Jazz votes). No other artist garnered votes from seven different panels.

At this point the fragile consensus splinters again, with considerably fewer votes registered in the winners' totals. Tied for third were the **Hotots**, an impressive finish for such a new group; AOR panelists voted them #2, they were #3 in nets, and they hit Top 5 in retail. Sharing third was Tears For Fears, who topped the CHR poll, made Top 10 in A/C, and picked up a smattering elsewhere (including some retail votes as an established act).

Fifth-place honors went to Mr. Mister, certainly a band fresh in everyone's minds. CHR voters placed them third, with a Top 5 retail spot and Top 10 A/C rank bolstering the total (and offsetting their Top 10 placing in the networks established category).

Wham! also suffered from confusion as to their status, but picked up enough A/C (#3) and CHR (#5) support to finish sixth overall. Julian Lennon was strongest at the nets (Top 5) and retail (Top 10), the two widest-perspective panels, but earned no CHR votes.

Another recent sensation, A-Ha, scored 8th overall, with CHR and retail (#4 in both) providing the primary punch. U2's 9th-place finish was powered by AOR, where they

were #1 (as well as #3 in the established rankings); if their established votes were added to their up-and-coming total, U2 would be the #3 rising stars.

Simple Minds rounded out the Top 10 alive and clicking, with retail most impressed (#3) and CHR (Top 10) next.

Another highly-regarded newcomer, Freddie Jackson, narrowly missed the Top 10. He was fourth in the Black/Urban standings, but despite solid CHR success received only a few votes there and added a Top 10 finish with retailers. Billy Ocean, whom many voters considered already established, still managed Top 5 A/C and Top 10 CHR niches to take 12th.

The #1 up-and-comers in Country and Jazz tied for 13th overall thanks to their strong one-format support: both the Forester Sisters and Stanley Jordan walked away with their respective titles. Tying for 15th were Ready For The World (#3 B/U) and Sawyer Brown (#3 Country plus a bit of broad-minded AOR support). The **Judds** were not only #2 Country up-and-comers but made the Top 10 established list; combining the totals into up-and-coming only would have netted the duo a Top 10 overall finish instead of 17th.

Finally, a four-way tie for 18th resulted. INXS earned strong (Top 5) AOR support. Gary Morris and Dan Seals tied for third in Country. And Paul Young combined nets, CHR, and scattered A/C votes to make the list.

That's the way our radio/retail/network sample perceives the pop hierarchy right now. Use the data and comments here and in the following pages for information, for perspective, and most of all for fun. The panelists enjoyed voting, and we hope you enjoy reading it.

Conspicuous In Their Absence

When you narrow a wide-ranging eight-format poll down to two Top 20 rankings, some notable artists are bound to be left out. Limiting panelists to five artists per category lost a lot of hit acts votes; others may just be temporarily out of the industry's eye right now.

Of course, some prominent artists just missed the Top 20 cut. In the Up-&-Coming category, the acts immediately below the Top 20 were **Charlie Sexton**, **Depeche Mode**, and the **Divinyls**, all of whom have plenty of time to attain greater heights.

Just beneath the Top 20 established acts was a trio of hitmakers. The most surprising miss had to be **Madonna**, but despite six big hits in 1985, the only Top 10 rank she achieved was in retail (she was fairly close in CHR and B/U). **ZZ Top** also just missed the Top 20, with widespread support (AOR, CHR, nets, retail) that didn't quite add up to a high enough total. And **Kool & The Gang** fell short, despite a Top 10 B/U placing, perhaps because, even after a lengthy string of A/C hits, they received no votes from that quarter.

A sampling of other prominent artists who earned individual-format

Top 10 placings but didn't make the overall Top 20 would include **Aretha Franklin**, **Daryl Hall & John Oates**, **Paul McCartney**, **Steve Perry/Journey**, **Tom Petty**, the **Pointer Sisters**, **Diana Ross**, **Dionne Warwick**, and (because their support was limited to one format) most of the Country and Jazz Top 10.

Other artists received votes scattered across various formats but not enough to top Top 10 in any one of Top 20 overall: **Pat Benatar**, **Eurythmics**, **Elton John**, **Cyndi Lauper**, the **Rolling Stones**, among others. And some flat-out, for whatever reason, failed to draw any votes to speak of: **David Bowie**, **Chicago**, **Duran Duran**, **Foreigner**, **REO Speedwagon**, **Starship**, **Survivor**, **Van Halen**, and so on. A larger sample, I'm sure, would have improved vote totals for many; voters may have been uncertain about the future of some acts, while others may just be temporarily dormant.

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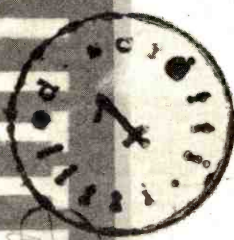
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SECRET



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195	WGAN
KPLUS	KQIZ-FM
93Q	WCGQ
WSSX	KSMB
WZLD	KGOT
KIKX	KOZE
KSKD	

"Wood Beez (Pray Like Aretha Franklin)"

Produced by Arif Mardin
The New Single
From **Cupid & Psyche #85**
12-2552

Management: Bob Last
for Partisan Management Ltd.
© 1986 Warner Bros. Records Inc.



In My Studio

Randy Newman and a writer were discussing whether the production/arrangement element of a song had completely overshadowed songwriting. The writer stated, "There are songs today that are nothing but arrangement... like 'Super Freak.'" Randy responded by pointing out that "Freak" had "a very interesting lyric, though." Aside from the possibility that Randy Newman might be a Rick James fan, that discussion typified comments about James, who, with the success of the *Mary Jane Girls*, "Party All The Time," and *Val Young*, had a better year as a producer in 1985 than he did as an artist. Some of that may be due to James's determination not to party all the time any more, having stated as far back as 1983 that if he didn't slow down, the Rick James half of his personality would kill the more sedate **James Johnson** (his real name) half and take the body with them. James's birthday is Saturday; he claims he'll be 34.

MONDAY, JANUARY 27

1958/The long road to spiritual enlightenment begins as **Little Richard** enrolls in Huntsville, AL's Oakwood Bible College after airplane trouble over the Philippines. After various journeys into the ministry (and in and out of rock & roll), Richard was seriously injured in a car crash last year, which he cited as a sign from God to work harder.

1976/**David Bowie** sues his former agent/attorney for \$2 million, saying that he was charged too much and that his royalties were withheld. Bowie was then charted with "Golden Years," his last CHR hit until...

1983/EMI America signs a \$17 million deal with Bowie and he begins work on the "Let's Dance" LP.

Birthdays: **Bobby Bland** 1930, **Nick Mason** 1945.

TUESDAY, JANUARY 28

1973/**Graham Central Station**, the black glam-rock connection between **Sly Stone** and subsequent editions of **Parliament/Funkadelic**, plays its first show.

1978/**Ted Nugent** autographs a fan's arm — at his request — with a bowie knife.

1980/Then **WOBL**/Oberlin PD/morning man **Scott Miller** decides to end his self-imposed hostage status after 50 days when he decides it's interfering with his airwork.

1984/**Frankie Goes To Hollywood's** "Relax" goes to #1 in England despite the **BBC**. It becomes the first banned #1 since **Jane Birkin & Serge Gainsbourg's** "Je T'Aime... Moi Non Plus."

Birthdays: **Dave Sharp (Alarm)** 1959.

WEDNESDAY, JANUARY 29

1968/Ghost label of the week: **Mick Jagger** flies to Los Angeles to assemble a staff for his new company, **Mother Earth Records**.

1979/San Diego teenager **Brenda Spencer** opens fire on an elementary school to actualize her disapproval of Mondays. **Bob Geldof** and the **Boomtown Rats** have their first British hit with their retelling of "I Don't Like Mondays."

1983/**Stevie Nicks** gets married.

Birthdays: **Tommy Ramone** 1952, **Max "Jack Mack" Gronenthal-Carl** 1950, **Roddy Frame (Aztec Camera)** 1964, **Claudine Longet** 1943.



Don Everly, Roddy Frame, Rick James, Phil Collins

THURSDAY, JANUARY 30

1974/**Greg Lake** is arrested for skinny-dipping in a Salt Lake City hotel pool that's visible from the street.

1976/R&R reports that after seeing the theatrical/singing group the **Cycle Sluts** perform, **Barry Manilow** is determined to produce their first LP using his own band.

1980/**Roy "Professor Longhair"** Byrd dies at age 62.

1982/CBS announces its deal with **Ambient Sound**, featuring LP's of current material from veteran rock/R&B artists (i.e., **Randy & The Rainbows** singing **REO's** "In Your Letter"). The label eventually parts company with CBS but continues to issue product.

Birthdays: **Marty Balin** 1943, **William King (Commodores)** 1949, **Jody Watley (Ex-Shalamar)** 1961, **Steve Marriott** 1947.

FRIDAY, JANUARY 31

1969/Indian mystic **Meher Baba**, whose followers included **Pete Townshend** and **Ronnie Lane**, dies at age 74. Baba had not spoken for 43 years, feeling that God's example had long been set for mortals and there was nothing new to be added.

1972/Spurred by "The Night They Drove Old Dixie Down," **Joan Baez** gets a gold record for 1969's "Any Day Now" LP.

Birthdays: **Lloyd Cole** 1961, **Adrian Vandenberg** 1958, **Phil Collins** 1951, **KC** 1951, **John Lydon** 1956. **Terry Kath** would be 41.

SATURDAY, FEBRUARY 1

1964/So what happens at basketball games between IU and Washington State? Indiana Governor **Matthew Welsh** declares "Louie Louie" pornographic and asks state radio stations to ban the song.

1983/Pay-TV debuts in Canada.

1985/**Glenn Frey** makes his acting debut on the "Smugglers Blues" episode of "Miami Vice" and, according to the producers, proves so charismatic that they decide not to kill him off at the end.

Birthdays: **Don Everly** 1937, **Ray Sawyer (Dr. Hook)** 1939.

SUNDAY, FEBRUARY 2

1973/NBC's "Midnight Special" premieres with **Helen Reddy** as host.

1978/KCKN/Kansas City celebrates Groundhog Day by giving away sausage, or "ground hog," on the air.

1979/**Paul Simon** settles his suit against CBS, finally buying his way out of his contract for \$1.5 million. This doesn't settle the question of whether CBS withheld his royalties.

1981/**REO Speedwagon's** "Hi Infidelity" LP goes platinum.

Birthdays: **Graham Nash** 1943, **Howard Bellamy** 1946.



ADAM WHITE

RECORDS

PICKING THE HIT ARTISTS

Views From The Retail Front

Ask any number of retail buyers to name recording artists who are consistent, surefire album sellers, and you're likely to be reminded about "The Secret Life Of Plants" or "Waking Up With The House On Fire." The same applies when you inquire about the longterm career prospects for hotly-touted new acts, whose first releases hit home with the consumer. Someone will no doubt remind you about the Knack.

In other words, there are no guarantees at retail - only returns privileges. That said, a cross-section of buyers at some of the country's major chains were willing to participate in this general (and non-binding) survey. They were asked to name those established acts who, based on sales activity, are the closest to being automatic hitmakers. The buyers also identified newcomers they thought most likely to become significant commercial and creative forces in the years ahead.

Those polled are central buyers, who make chainwide inventory decisions for their respective companies. The ten range from Great American Music, with 16 stores in and around the Twin Cities, to mall-oriented Camelot, with 180 stores in many states. Also included: Target, the mass merchandiser with record departments in 226 outlets. Total stores represented: 933.

Since this is an informal survey, I've made no attempt to differentiate between the firms' volume or store type and location. In some cases, artists chosen by the buyers reflect the type of consumers who shop in their stores - mall locations, for instance. In others, a chain's geographical skew will influence the results, such as Texas-based Sound Warehouse.

Listed first is each person's choice of established names in rank order, then the up-and-coming acts and some selected comments. Where necessary, ties were broken by factoring in the number of stores for which the buyer is responsible.

Tracy Donihoo Sound Warehouse (73 stores)

- Established
1. Bruce Springsteen
 2. Lionel Richie
 3. Phil Collins
 4. ZZ Top
 5. George Strait
- Up And Coming
1. Sade
 3. Freddie Jackson
 4. Simple Minds
 5. Mr. Mister

Lew Garrett Camelot (180 stores)

- Established
1. Bruce Springsteen
 2. Lionel Richie
 3. Bryan Adams
 4. Alabama
 5. Phil Collins
- Up And Coming
1. Simple Minds
 2. Hooters
 3. Whitney Houston
 4. Metallica
 5. Bangles

Lew Garrett: "The new album by Metallica is going to be quite a record. We did quite a bit with their last couple, and the group is on the verge, ready to deliver. We also have a good feeling about the Bangles - I'm excited by the possibilities of that band. Everything is right with them. I've heard the album, and it's got enough in it to be a record for some time."

Norman Hunter Record Bar (145 stores)

- Established
1. Bruce Springsteen
 2. Phil Collins
 3. Michael Jackson
 4. Lionel Richie
 5. Barbra Streisand
- Up And Coming
1. Whitney Houston
 2. Julian Lennon
 3. Freddie Jackson
 4. A-Ha
 5. 'Til Tuesday

Norman Hunter: "Barbra Streisand may have a major hit album now, but she's been totally consistent for us for years. Since we're primarily a mall retailer, we do a lot more business with middle-of-the-road, A/C acts than other, more trendy independent retailers. For us, a new Streisand album is an event."

Steve Lerner: "I've always said the Police were one of the few acts whose every album release was always bigger than the one before. They were so consistent like that. If

Steve Lerner Record World/TSS (62 stores)

- Established
1. Police
 2. Phil Collins
 4. Bruce Springsteen
 5. Barbra Streisand
- Up And Coming
1. Sade
 2. Wham
 3. Whitney Houston
 4. Howard Jones
 5. Hooters

there's going to be another album. I'm sure it would be bigger than "Synchronicity."

Tom Mehren Licorice Pizza (33 stores)

- Established
1. Lionel Richie
 2. Barbra Streisand
 3. Bruce Springsteen
 4. Madonna
 5. Phil Collins
- Up And Coming
1. Depeche Mode
 2. Whitney Houston
 3. Mr. Mister
 4. The Cure
 5. Hooters

Tom Mehren: "As long as Springsteen has a very viable record and not a 'Nebraska' or a double-pocket set like 'The River,' he's okay. It's very easy for him to get esoteric, because the minute he gets out of style, he's esoteric. That's when you'd see a number one record for one or two weeks and then it would start to drop."

Dwight Montjar Target Stores (226 stores)

- Established
1. Bruce Springsteen
 2. Lionel Richie
 3. Michael Jackson
 4. Phil Collins
 5. Huey Lewis & The News
- Up And Coming
1. Whitney Houston
 2. A-Ha
 3. Mr. Mister
 4. Julian Lennon
 5. Hooters

Dwight Montjar: "If Springsteen were to release an album today, it

TOP 10

ESTABLISHED

1. Bruce Springsteen
2. Lionel Richie
3. Phil Collins
4. Michael Jackson
5. Billy Joel
6. Bryan Adams
7. Barbra Streisand
8. Madonna
9. Dire Straits
10. Police

TOP 10

UP & COMING

1. Whitney Houston
2. Sade
3. Simple Minds
4. A-Ha
5. Hooters
6. Mr. Mister
7. Depeche Mode
8. The Cure
9. Julian Lennon
10. Freddie Jackson

would probably be the single largest purchase we would ever make. 'Born In The USA' was just incredible. It was number one for us 42-43 weeks last year - and we didn't buy that heavy when it came out."

Mark O'Brien Record Factory (38 stores)

- Established
1. Phil Collins
 2. Bruce Springsteen
 3. Tears For Fears
 4. Dire Straits
 5. Stevie Wonder
- Up And Coming
1. Sade
 2. Depeche Mode
 3. The Cure
 5. Scritti Politti

Mark O'Brien: "A lot of the new bands have a real sensibility for writing pop music, unlike some of those producer-oriented acts. Take Scritti Politti: Song after song after song has the potential to be a hit, although the album's taken a long time to get to the point where it's selling real well for us."

Kathy Orlowicz Great American Music (16 stores)

- Established
1. Bruce Springsteen
 2. Billy Joel
 3. Madonna
 4. Lionel Richie
 5. John Cougar Mellencamp
- Up And Coming
1. Simple Minds
 2. Stevie Ray Vaughan
 3. Replacements
 4. Hooters
 5. Bangles

Kathy Orlowicz: "Stevie Ray hasn't reached his potential yet. We treat him more or less as we treat Sade: basically a cult among record people and the better and more progressive radio stations. It's been a top 15 album for us."

More Comments

In a survey like this, it's wise to avoid drawing cosmic conclusions. Some general points are worth

Continued on Page 32

Views From The Retail Front

Continued from Page 31

making, however. As the individual lists show, Springsteen is by far the leader of the established act pack. Given the staying power of "Born In The USA" (which, as Gary Shulman points out, spanned two Christmas selling seasons), that result is hardly surprising. But a couple of buyers did recall "Nebraska," and the opinion expressed above by Tom Mehren about the next Springsteen release is held by others.

Gary Shulman
Wall-To-Wall Sound
(85 stores)

- Established**
1. Bruce Springsteen
 2. Phil Collins
 3. Lionel Richie
 4. Michael Jackson
 5. Madonna

- Up And Coming**
1. Sade
 2. Fat Boys
 3. Whitney Houston
 4. A-Ha
 5. Mr. Mister

Lionel Richie's placement reflects the performance of his solo albums, which still sell well as catalog, and anticipation for his new Motown album. "We could have used it in the fall," says George Tunder. The breadth of the singer's audience helps ensure his marketplace consistency, opines Dwight Montjar. Phil Collins, in the words of one poll participant, is "smart enough to know that what he's doing now is burned out, so he's sure to do something new next time around."

Likewise, Prince has the respect of most even as he missed inclusion on their ballots. "He obviously lost a lot of people on the last album, but he's still a major artist who cannot be counted out," says Tracy Donihoo, whose sentiment is shared elsewhere.

Acts who made few buyers' top five but consistently placed in their top ten include John Cougar Mellencamp, Dire Straits, Madonna, Billy Joel, U2, Stevie Wonder, ZZ Top, Tears For Fears, Wham, and Huey Lewis. Strongest of those? Probably Mellencamp and Dire Straits. Of the latter, Mark O'Brien says, "They're one of those acts people just buy whether or not an album has hits on it."

U2 is also much cited. "They're set up real nice on the verge," comments Lew Garrett, "and we'll look at the next album as a major release." Adds Kathy Orlovicz, "God forbid they should break up and do solo projects!"

George Tunder
National Record Mart
(75 stores)

- Established**
1. Bruce Springsteen
 2. Dire Straits
 3. Bryan Adams
 4. Lionel Richie
 5. Phil Collins

- Up And Coming**
1. Whitney Houston
 2. Sade
 3. A-Ha
 4. Mr. Mister
 5. Hooters

In Development
 Among new names, Whitney Houston's dominance on top five

lists echoes the industrywide consensus that she has longterm career potential. "But she should come with more of an uptempo beat on the next album," suggests Steve Lerner. "She has that in her, and people would accept it."

After Houston and Sade, there's a lot less agreement on tomorrow's stars. The group appearing on the most ballots is the Hooters, though not necessarily at the top. For example, Norman Hunter cautions, "They're going to have to show me at least one more hit single off this album before I'm convinced." He's also undecided about Mr. Mister, stating that the \$6.98 introductory list price on their "Welcome To The Real World" album makes it hard to know how consumers really feel about the band.

There is unanimity (well, close to it) about the high caliber of today's developing talent, and an upbeat mood among those polled about the year in general. That should make another survey 12 months from now an interesting exercise.

Absent Friends?

For a variety of reasons, there are several prominent names missing from the retail buyers' top five lists. Here's a selection of candid comments:

Prince — "Questionable. He should hold off for a few years and wait until they've sold all the dolls and lunch boxes. There's no doubt the guy is talented and has a brain in his head, but he's going to need an album more consistent than "Around The World In A Day."

Rolling Stones — "Historically, we sell 90% of their product in the first four weeks. I look for consistency, and the Stones have never really sold anywhere near the number you would think, based on their stature. We sell more REO Speedwagon."

Madonna — "I'm a little nervous. I liken it to the last Culture Club record. They came off a big album, and we thought they were set up for a really nice run. But it didn't happen. It could be that Madonna's the same way. Maybe everybody's had just a little too much of that, like they had a little

too much of Boy George."

Stevie Wonder — "He's lost a little bit of credibility. Motown blows it when they put out a single so far in advance, and then can't get the master on the album. People are teased for too long. But he's still a good artist."

Talking Heads — "They're going to be permanently cursed as a critic's band. I thought 'Little Creatures' would do four or five million. Maybe there are consumers who will buy their hits, but just won't buy an album for fear the single is the only really good commercial thing on it. The rest might be all sorts of weird stuff."

Duran Duran — "Scary. I don't know what to think. They could still be a great seller, as long as they get hit singles. Arcadia's been a disappointment."

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CALENDAR

BRAD MESSER

Stupid Memos Wanted

Ever see any stupid memos at your place? Funny memos? Can we talk?

There's no shortage of puzzling, laughable, overworked, and otherwise inept memos. They're all around us. A friend says he once saw a station communicate that closed with the words, "The firings will continue until morale improves!" I just got a laugh from a memo that outlines weekend shifts: the typist had inadvertently dropped the letter "f."

It would be fun to see some

funny or dumb memos from your parts of the country. Drop one in the mail. My scheme is to sanitize it to guarantee anonymity, then print the good parts.

There could be unnecessary confusion in our mailroom if you used the key word Stupid on the envelope, haha, so just address it to Brad Messer, R&R, 1930 Century Park West, Los Angeles, CA 90067.

Think of this not as an attempt,

and a translucent one at that, to get this column to write itself a couple of times, but rather think of it along the line of an exciting opportunity to vastly increase the potential readership of those truly deserving memos generated by America's broadcasters. If you consider this share-the-memo project to be sociology and research, it even becomes quite a respectable undertaking, don't you think?

As they say, operators are on duty.

Television Turns Sixty

MONDAY, JANUARY 27 — The first public demonstration of television was 60 years ago today (1926). It was a primitive kind of TV that had some moving mechanical parts. The inventor, 36-year-old John Logie Baird of Scotland, had already transmitted TV two years earlier (Feb. 1924) but not in public.

1973 — The Vietnam peace treaty was signed.

1967 — Three American astronauts died in a launchpad fire at the Cape.

1943 — During World War II, the U.S. Air Force flew the first all-American bombing raid over Germany.

1888 — National Geographic Society founded Washington, D.C.

1880 — Tom Edison patented incandescent lamp (lightbulb).

Birthdays: Dancer Mikhail Baryshnikov 38. Actor Troy Donahue (Merle Johnson) 48. Bandleader Skitch Henderson 68. Donna Reed, who died January 14, would have been 65. Publisher William Randolph Hearst Jr. born 1908. Vice Adm. Hyman G. Rickover born 1900. Writer Charles L. Dodgson, alias Lewis Carroll, born 1832. Composer Wolfgang Amadeus Mozart born 1756.

Coffee Price Escalation

TUESDAY, JANUARY 28 — On this date in 1954, price increases by Brazilian exporters were blamed for American restaurants raising coffee from a dime to 15 cents a cup.

1980 — During the Iranian hostage crisis, six US Embassy employees escaped from Iran with help from Canadian diplomats.

1972 — Vietnam ceasefire ended direct US involvement (last troops departed March 29, 1972).

1969 — California beaches blackened by oil well blowout in Santa Barbara Channel. 1948 — 1st Emmy awards.

1878 — The first commercial telephone switchboard began operation at New Haven, Connecticut, where only 21 people had phones.

Birthdays: Actor Alan Alda 50. Author Susan Sontag 53. Physicist Auguste Piccard born 1884, invented enclosed balloon gondola for high-altitude flight and bathyscape for ocean deep-diving.

Automobile 100th Anniversary

WEDNESDAY, JANUARY 29 — Exactly a century ago today, in 1886, the patent was granted for the first successful gasoline-powered automobile. German inventor Karl-Frederich Benz called his machine the Motorwagon. The one-cylinder engine could produce a top speed estimated at 15 miles an hour. (Many others built cars before Benz. The key words here are "gasoline" and "successful.") This is the 50th anniversary of the founding of the Baseball Hall of Fame, which was established at Cooperstown, New York, in 1936.

1977 — About 10,000 Vietnam draft evaders pardoned by President Carter.

1891 — Hawaii crowned Queen Liliuokalani. Her lifetime of accomplishments included composing the song "Aloha Oe."

1861 — Kansas became 34th state.

Birthdays: Actress Kathryn Ross 43. Feminist Germaine Greer 47. Actor John Forsythe 68.

Final Beatles Performance

THURSDAY, JANUARY 30 — The Beatles played together for the last time (atop the roof of the Apple Records building in London) 17 years ago today in 1969. They carved their place in music history during a career that lasted only seven years, counting from the recording of their first single "Love Me Do" in late 1962.

1948 — Gandhi assassinated in India.

1933 — Adolph Hitler became Chancellor of German Reich.

1933 — First Lone Ranger radio show.

1847 — California town Yerba Buena renamed San Francisco.

1835 — First assassination attempt against a US President. Painter Richard Lawrence took two shots at Andrew Jackson and missed.

Birthdays: Musician Marty Balin 43. Actress Vanessa Redgrave 49. Actress Tammy Grimes 52. Actor Gene Hackman 55. Actor Dorothy Malone 61. Comedian Dick Martin 64. 32nd President Franklin Roosevelt born 1882.

James Gang Train Robbery

FRIDAY, JANUARY 31 — Once Jesse James got his criminal career going, he got hooked on the publicity. On this date in 1874, the James Gang stuck up a train at Gadshill, Missouri. Jesse actually handed the engineer a crude sort of news release and told him to give it to newspapers. The handwritten message described the robbery and included a blank for the amount of money taken (which turned out to be about \$22,000).

1968 — Vietnam communists launched Tet Offensive, largest coordinated military maneuver of the war.

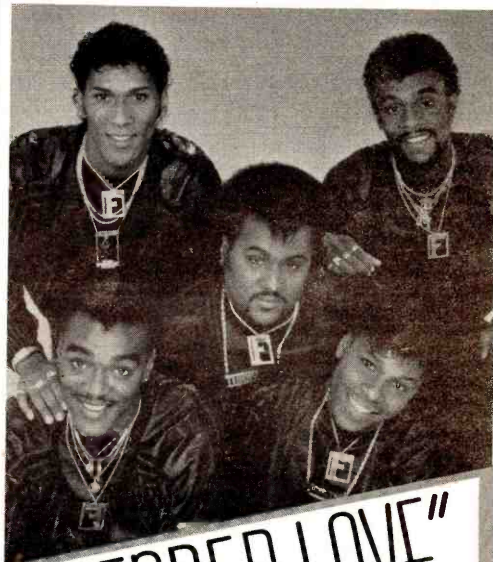
1961 — Monkey Ham rocketed into space by USA.

1936 — "Green Hornet" first broadcast.

1928 — Scotch brand tape went on sale.

Birthdays: Actress Suzanne Pleshette 49. Actor James Franciscus 52. Actress Jean Simmons 57. Actress Carol Channing 63. Novelist Norman Mailer 63.

THE LOVE AFFAIR HAS JUST BEGUN.



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JOEL DENVER

CONTEMPORARY HIT RADIO

TOP 10

ESTABLISHED

1. Bruce Springsteen
2. Phil Collins
3. Lionel Richie
4. Sting/Police
5. Huey Lewis & The News
6. Prince
7. Bryan Adams
8. Cars
9. John Cougar Mellencamp
10. Billy Joel

TOP 10

UP & COMING

1. Tears For Fears
2. Whitney Houston
3. Mr. Mister
4. A-Ha
5. Wham!
6. Sade
7. Simple Minds
8. Billy Ocean
9. Paul Young
10. OMD

TURNING THE TABLES

CHR's Most Valuable Players

If you were given the chance to choose the most valuable CHR artists, who would you choose? I posed that question to 12 CHR programmers. They, in turn, named their top five choices for established artists, and five more who fit the up-and-coming category.

Not surprisingly, most of them had a difficult time narrowing their choices down to five. Among those artists who earned honorable mentions were Hall & Oates, Chicago, REO Speedwagon, former Eagles Glenn Frey and Don Henley, Aretha Franklin, and Sheila E. And now, on to the lists.

Bruce Springsteen, dubbed the "next Dylan" in 1973, walked away with the top honors. "Powerful, truly inspiring. We'd like to make him an honorary Vermonter!" said Rob Poulin of 95XXX. SLY96's Joe Collins termed Bruce and the rest of his established picks as his "meat & potato artists."

Phil Collins can seemingly do no wrong these days. He received glowing reports from almost every programmer. 94Q's Jeff McCartney saw Collins as "the guy who came out of left field. We couldn't give a Genesis record away but, working solo with new rhythms and a brighter sound, he's winning and we're winning with him. It takes a hit artist to sell singles, and this guy sells a lot of singles!"

Lionel Richie has also been able to transcend format boundaries, including Country. His name appears on half of our programmers' picks, together with the frequent comment that he always tests well and doesn't seem to burn out.

Huey Lewis and Bryan Adams seem to be the good guys wearing the white hats. "Power Pop" was the classification Jeff McCartney used to describe Huey: "If he releases an album in '86, it'll prob-

ably go number one and stay that way all year."

The same goes for Bryan, currently enjoying the success of his sixth single off the "Reckless" LP. Q104's Leo Davis placed Bryan in his new artist category, since Bryan is only beginning to experience CHR success. Everyone else, however, thought he belonged in the established category. "A straight rock n' roller, he'll mix with anything," said Steve Louizos.

That includes Tina Turner, who sings with Adams on "It's Only Love." Tina, listed only twice on programmers' wish lists, cornered the honorable mention category. "She symbolizes many things to many people," says Rob Poulin. "Our winter promotion featured the hottest thing we could think of: Tina Turner on New Year's Eve."

Many considered Billy Joel and Steve Perry as the most under-rated established artists. One PD described Joel as "a consistent hit-maker who doesn't get the awards." And Bill Shannon said of Perry, "His voice will carry him through the rest of the '80s." Steve Louizos added, "Journey will hang tough."

Here are a few notable comments on other established artists:

- Cars: "A perfect blend of trendy and traditional."
- John Cougar Mellencamp: "Transcending into superstardom"; "a consciousness-raiser on the heels of Bruce Springsteen."
- ZZ Top: "A lil' ol' band with lots of fun and excitement."
- Cyndi Lauper: "The complete artist with personality, talent, and fun."
- Kool & The Gang (another honorable mention winner): "The white man's urban band — the best white urban band there is."

Differences as to what constitutes an established or up and coming artist/group came to the forefront when PDs discussed Simple Minds, Sade, and Wham. Although Simple Minds is considered a new band in this country, the group had released five albums on Virgin Records in Europe before signing with A&M.

Gene Sandbloom placed Simple Minds on his established list because "they've been around, and they'll be around. They're the perfect band for modern audiences who want a rougher edge." Simple Minds were listed on two up-and-coming lists as well, coupled with numerous honorable mentions. Despite the category conflict, most of those surveyed felt positive about the band's future.

Scott Shannon, PD Z100/New York

Established

1. Bruce Springsteen
2. Mr. Mister
3. Rolling Stones
4. Michael Jackson
5. Madonna

Up & Coming

1. Eddie Murphy
2. Mr. Mister
3. Hooters
4. Whitney Houston
5. Paul Young

Gene Sandbloom, MD KIIS-AM & FM/ Los Angeles

Established

1. Sting
2. Cyndi Lauper
3. Cars
4. Simple Minds
5. Sade

Up & Coming

1. Oingo Boingo
2. A-Ha
3. OMD
4. INXS
5. R.E.M.

ably go number one and stay that way all year."

The same goes for Bryan, currently enjoying the success of his sixth single off the "Reckless" LP. Q104's Leo Davis placed Bryan in his new artist category, since Bryan is only beginning to experience CHR success. Everyone else, however, thought he belonged in the established category. "A straight rock n' roller, he'll mix with anything," said Steve Louizos.

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Jeff McCartney, MD 94Q/Atlanta

Established

1. Lionel Richie
2. Bruce Springsteen
3. Huey Lewis
4. Phil Collins
5. John Cougar

Up & Coming

1. Tears For Fears
2. Whitney Houston
3. Dire Straits
4. Freddie Jackson
5. Billy Ocean

Kid Leo, MD WMMS/Cleveland

Established

1. Bruce Springsteen
2. John Cougar Mellencamp
3. Bryan Adams
4. Phil Collins
5. Pat Benatar

Up & Coming

1. Paul Young
2. A-Ha
3. James Brown
4. Dream Academy
5. Katrina & The Waves

Bill Shannon, OM K104/Erie

Established

1. Lionel Richie
2. Phil Collins
3. Billy Joel
4. Bruce Springsteen
5. Journey/Steve Perry

Up & Coming

1. Whitney Houston
2. Wham!
3. Billy Ocean
4. Tears For Fears
5. A-Ha

Reggie Blackwell, PD WROQ-AM & FM/Charlotte

Established

1. Bruce Springsteen
2. Phil Collins
3. Prince
4. Bryan Adams
5. Madonna

Up & Coming

1. Whitney Houston
2. Tears For Fears
3. Mr. Mister
4. Wham!
5. Sade

Gene also listed Sade as an established artist because her first album went triple-platinum and the "Promise" LP hit number one in L.A. only two weeks after its release. Gene said, "Sade sums up what the older core audiences are looking for." And Rob Poulin, who listed her as up and coming, added, "She exudes the smooth sophistication that translates into tremendous adult appeal."

Winning the new artist category by a small margin was Tears For Fears. Following their debut album with three hit singles from their second LP, the group should

be around for quite awhile, according to most of those polled.

Running a close second was Whitney Houston, who was described by many PDs as a potential superstar. Jeff McCartney saw her as filling the CHR void for a young, black female artist. "When they pass out the Grammys, Whitney will be standing there to receive hers."

Also mentioned in the same breath was Mr. Mister. Most of the PDs expected this group to make it big in 1986.

Continued on Page 36



The
Anne
Murray
record for
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*Now And Forever
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*The new single from
Anne Murray*

*Written by
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*Produced and Arranged by
DAVID FOSTER*

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Capitol

CHR's Most Valuable Players

Continued from Page 34

Here are more notable comments on other up-and-comers:

• **A-Ha**: "They'll do for Norway what Duran did for England."

• **OMD**: "Already multigold in dozens of countries, they should break wide open in America."

• **Katrina & The Waves**: "She's bright, she's fun, and she cooks."

• **Billy Ocean**: "Filling another niche for a black vocalist."

• **Gingo Boingo**: "On the verge of national stardom."

• **INXS**: "Huge cult following that continues to grow."

• **R.E.M.**: "By the time the audience catches on, R.E.M. is already working on something different."

Tom Evans, PD KIYS/Boise

Established

1. Bruce Springsteen
2. Phil Collins
3. Huey Lewis
4. Lionel Richie
5. Prince

Up & Coming

1. Tears For Fears
2. Wham
3. Billy Ocean
4. Whitney Houston
5. Mr. Mister

Jim O'Hara, PD KIK/Davenport

Established

1. Sting
2. Lionel Richie
3. Cars
4. Bruce Springsteen
5. Wham

Up & Coming

1. A-Ha
2. Corey Hart
3. Sade
4. OMD
5. Mr. Mister

As for underrated new artists, Leo Davis felt more attention should be given to Freddie

Rob Poulin, PD 95XXX/Burlington

Established

1. ZZ Top
2. Bruce Springsteen
3. Phil Collins
4. Cars
5. Tina Turner

Up & Coming

1. Sade
2. Tears For Fears
3. Simple Minds
4. Katrina & The Waves
5. Outfield

Leo Davis, PD Q104/Gadsden

Established

1. Bruce Springsteen
2. Lionel Richie
3. Prince
4. Billy Joel
5. Madonna

Up & Coming

1. Bryan Adams
2. Whitney Houston
3. Mr. Mister
4. Tears For Fears
5. Paul Young

Steve Louizos, MD WAZY-FM/Lafayette

Established

1. Sting
2. Phil Collins
3. Bryan Adams
4. Journey/Steve Perry
5. Kool & The Gang

Up & Coming

1. Tears For Fears
2. Simple Minds
3. Mr. Mister
4. A-Ha
5. OMD

Jackson. "There seems to be some kind of invisible barrier holding him. We've had two number one

Joe Collins, PD SLY96/San Luis Obispo

Established

1. Huey Lewis
2. Bruce Springsteen
3. Lionel Richie
4. Phil Collins
5. Tina Turner

Up & Coming

1. Tears For Fears
2. Whitney Houston
3. Mr. Mister
4. Til Tuesday
5. Hooters

songs from him and are expecting a third. I hope everyone sees the superstar we've got in him."

And Rob Poulin wanted big things to happen for the Outfield. "This article helped remind me of this band's importance. 'Say It Isn't So' never got the attention it deserved, and you can bet we'll be on the next single."

Also mentioned in this category was Dire Straits. Both Scott Shannon and Jeff McCartney called them "longtime superstars in their own right" and expressed hope that the band would now be accepted into CHR. Kid Leo, meanwhile, saw veteran R&B artist James Brown as an up-and-coming success. "If Aretha and Tina can do it, then certainly James Brown can do it. Both girls had to revamp their acts, but James has been doing the same thing for 25 years. He doesn't have to change a thing!"



STUNG BACKSTAGE — Stung by his performance, 94Q/Atlanta's evening personality Christie Tanner met Stung after his local appearance.

Lower On The Totem Pole

Some popular artists' shining stars seem a bit tarnished after looking over the survey results. Among the reasons cited for this situation were multi-releases on the record companies' part and airplay overkill. But what are you going to do when the phone lines are lit up all day?

Duran Duran is a key example of phone frenzy. Said a poll participant, "If phones could pick the winner, it'd be Duran Duran and their associated projects."

Others sharing burnout mentions were **Madonna** and **Michael Jackson**. One PD noted, "I'm still playing most of the stuff from **Bruce** and **Phil Collins**, but I had to blow out most of Michael and Madonna."

Varying interpretations of the category labels found **Wham** be-

ing mentioned as both an established and up and coming act. As one PD pointed out, "Careless Whisper" was a classic. I hope they can continue what they've started."

Another surprise was **Pat Benatar**. Despite her past performance in both the CHR and AOR formats, Pat received only one vote as an established artist and no honorable mentions.



Z104 TO THE RESCUE — When the food bank in Portsmouth, VA was vandalized, \$1000 worth of food was lost. WNVZ(Z104)/Norfolk asked its listeners to help out, and the response was overwhelming. 180 bags of food were collected from listeners, while a local company matched that amount. In addition, the station received over \$800 in cash donations.



FRIENDS — Clarence Clemons (center) played DJ at WAPP/New York, jamming phone lines and filling requests. Welcoming him to the studio are (l) WAPP acting PD Steve Ellis and (r) Columbia's Jimmy Del Balzo.

MOTION

Rich Bird, Production Director at WCLM-AM & FN/Carbondale, adds on PD/morning duties, as **Matt McCann** exits to program WLRW/Champaign

... WZZO/Allentown's **Mike "Mudman"** Alan is alive and well, handling overnights at WAYV/Atlantic City ... **Lisa Taylor** moves from Z98/Tampa to WFYR/Chicago as a swing personality ... WZZP/South Bend PD **J.J. Duling** segues to the programming chair at WQWQ/Muskegon, MI ... **Theresa Honer** joins KKRD/Wichita as midday news anchor from KWCH-TV/Wichita.

KSND/Eugene's new morning team consists of **Dan Dobbner** from cross-town KDUK, **Scott Free** from KWNZ/Reno, and **Joan Murray** from Eugene neighbor KEED ... KZJU/Spokane PD **Bill Stairs** is named National PD for Constant Communications ... At

WNVZ/Norfolk, **Mary Ann Raymond** is upped to MD, and **Jeff Morgan** takes over middays ... **Karen Summers** exits evenings at KFI/Los Angeles for the same post at KHEY-FM/E Paso.

BITS

• **Power From Power 95** — WPLJ/New York is celebrating Super Bowl Sunday by giving away a white on white 1986 Trans Am, complete with "power steering," "power brakes," and lots of other "power extras." In addition, the winner will find a Super Bowl package in the glove compartment. It includes roundtrip airfare for two to New Orleans, hotel accommodations, game tickets, Super Bowl merchandise, a sightseeing tour, and other "power" surprises.



WINGS FIXED, FLYING HIGH — Members of RCA recording group Mr. Mister visited with WPLJ/New York staffers to celebrate the success of their hit single, "Broken Wings." Shown (l-r) are personality Pat St. John, Mr. Mister's Richard Page and Steve George, and WPLJ MD Lisa Tonocci.

FOR QUICKSILVER THE FORECAST IS PLATINUM!



with
"QUICKSILVER LIGHTNING"
(7-89457)
Performed by Roger Daltrey.

and
"ONE SUNNY DAY/DUELING BIKES"
FROM **QUICKSILVER**
(7-89456)
Performed by
Ray Parker Jr. and Helen Terry.



From the forthcoming
QUICKSILVER
ORIGINAL MOTION PICTURE SOUNDTRACK
ALBUM
(81631)

Soundtrack Executive Producers: Becky Mancuso and Christopher Meledandri



ON ATLANTIC RECORDS & CASSETTES.

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STEVE FEINSTEIN

Building The Artist Roster Of Your Dreams

Here's the rules of the game — you're given unlimited finances and the ability to void all existing contracts. Which ten artists — five established, five up 'n' coming — would you sign to your label?

Just as in the "real world," your goal is to build a roster that balances commercial and artistic considerations. Let's watch the fun, boys and girls, as our panel of rock radio sharpies picks and prognosticates.

Up 'n' Coming

Some people see U2 as established, others view them as up 'n' coming. Either way, sentiment is strong for them. Joe McCabe says the band's "ready to explode. They're doing it the Springsteen route, developing a core following through touring." Val McIntosh observes, "They already sell out arenas based strictly on AOR play.

Tom Barker KFMQ/Lincoln PD Established

- Alabama
- Lionel Richie
- Bruce Springsteen
- U2
- Wham!

Up And Coming

- Hooters
- Katrina & The Waves
- Julian Lennon
- Wynton Marsalis
- Sawyer Brown

When they get a CHR hit, they're going to be huge." Rick Williams is impressed that U2 "inspires such keen devotion among their fans. It's only a matter of time before they win over middle America."

Steve West praises the group's "quality of workmanship and Bono's dedication to his art." Russ Mottla notes their uplifting themes and feels "the environment of this country is right for socially-meaningful music." Ron Diaz calls them the "most important and positive

Amy Dahlman WAQX/Syracuse Assistant PD Established

- Bryan Adams
- Phil Collins
- Def Leppard
- Dire Straits
- Stevie Ray Vaughan

Up And Coming

- Bon Jovi
- 805
- Ronny Mardones
- Martillon
- Charlie Sexton

band around. We need their message of 'good will and brotherhood instead of violence.'"

The Hooters drew raves on a number of fronts. Diaz was impressed by "how quickly they were embraced on their first album." Greg Gillispie feels they're "well-managed," and Jay Lopez likes their "positive attitude and skill at writing and arranging."

Ron Diaz WYNF/Tampa MD Established

- Bryan Adams
- John Cougar Mellencamp
- Bruce Springsteen
- Steely Dan
- U2

Up And Coming

- Hooters
- Divinyls
- Joe Lynn Turner
- John Parr
- Mike Rutherford

Julian Lennon also ranked high. "He's inherited some of his father's mystique and talent, and is a pop phenomenon," says Gillispie. "Anybody that young, who can write and sing as well as he does, has a bright future," predicts McIntosh.

Curt Gary WEBN/Cincinnati MD Established

- Cars
- Huey Lewis
- Steely Dan
- Sting
- ZZ Top

Up And Coming

- Angel City
- Russ Ballard
- Bears
- INXS
- Holly Knight
- U2

INXS drew hefty praise. "They have the raw talent and energy of the early Stones," says Gillispie. Curt Gary enthuses, "They're a unit, a team, with a camaraderie that comes across to the audience. You can feel that they love the music they're making." Rick Williams notes the band has "a focal point in Michael Hutchence, and is willing to tour and work hard."

Greg Gillispie WDVE/Pittsburgh PD Established

- Phil Collins
- John Cougar Mellencamp
- Prince
- Bruce Springsteen
- Sting

Up And Coming

- Hooters
- Julian Lennon
- John Parr
- Sade
- U2

Russ Mottla advises us to watch out for Charlie Sexton: "He combines the best of old-style guitar-based rock 'n' roll with the right imaging for the '80s." Bonnie Stacey gives him points for "charisma and female-appeal," while Amy Dahlman calls him "a serious musician who isn't spoiled yet." Sade is "not easily classified, and has the potential to cross over to many formats," says Greg Gillispie. Bonnie Stacey calls her appeal "universal."

Russ Mottla WAAF/Worcester- Boston MD Established

- Dire Straits
- John Cougar Mellencamp
- Tom Petty
- Bruce Springsteen
- U2

Up And Coming

- Alarm
- Cult
- Divinyls
- INXS
- Charlie Sexton

John Parr's "a songwriter to watch," says Joe McCabe, who's echoed by Gillispie's thought that "Parr can write hits for himself and other artists."

Russ Mottla goes for the Divinyls because they're "basic and gritty." Singer Christine Amphlett has a "mysterious, sexual, charismatic appeal" that's made Ron Diaz a believer.

The future for Talking Heads is bright, says McCabe, who feels leader David Byrne will have no problem "maintaining his integrity while becoming more mass-appeal."

Established

No burn-out for the Boss at AOR; Bruce Springsteen is still tops. "He

TOP 10

ESTABLISHED

- Bruce Springsteen
- Phil Collins
- Bryan Adams
U2
- John Cougar Mellencamp
Dire Straits
Sting
- Steely Dan
ZZ Top
Prince
Tom Petty
Michael Jackson
Lionel Richie

TOP 10

UP & COMING

- U2
- Hooters
- Julian Lennon
- Charlie Sexton
INXS
- John Parr
Sade
- Talking Heads
Divinyls

Note: all other up and coming artists received only one vote apiece.

hasn't peaked yet in the minds of the masses who have only just discovered him," observes Tom Barker. "Forget overexposure and burn, this guy will always be in touch with the times," predicts Joe McCabe, while Rick Williams feels, "If anybody can avoid backlash, he's the one. Bruce is straight from the heart, and connects one-to-one with his audience." In the

Valerie McIntosh KUPD/Phoenix PD Established

- Bryan Adams
- Phil Collins
- Lionel Richie
- Bob Seger
- Bruce Springsteen

Up And Coming

- Eurythmics
- Whitney Houston
- Julian Lennon
- George Strait
- U2

eyes of Greg Gillispie, "He's an across-the-board American hero."

Phil Collins stock is also high. McCabe predicts Collins "will be writing hits until the next century." Rick Williams describes him as a "hit-making machine," and Amy Dahlman considers him a "consummate professional who crosses over with little effort."

Bryan Adams scored points for attitude as well as talent. "Still

Jay Lopez
WWWV/Charlottesville PD

- Established
1. Bryan Adams
 2. Phil Collins
 3. Crosby, Stills, & Nash
 4. Tom Petty
 5. Bruce Springsteen
- Up And Coming
1. Hooters
 2. Julian Lennon
 3. Lone Justice
 4. Talking Heads
 5. U2

hungry," says McCabe. "A prolific songwriter," notes Dahlman. "His down-to-earth, easy, hooky songs will never go out of style," adds Val McIntosh.

Steve West
91X/San Diego MD

- Established
1. Cars
 2. Dire Straits
 3. Bruce Springsteen
 4. Sting
 5. Pete Townshend
- Up And Coming
1. Hooters
 2. INXS
 3. Mr. Mister
 4. Simple Minds
 5. U2

Ron Diaz figures John Cougar Mellencamp's "blue-collar message will always have a huge audience." Nor will Dire Straits face any glum predicaments, according to Steve West, as leader Mark Knopfler's "multiple talents will continue to develop." West also is high on Sting, who's "proved he

Bonnie Stacey
KNCN/Corpus Christi

- Assistant PD
- Established
1. Jimmy Page
 2. Robert Plant
 3. Bruce Springsteen
 4. Barbra Streisand
 5. U2
- Up And Coming
1. Julian Lennon
 2. Yngwie Malmsteen
 3. Sade
 4. Charlie Sexton
 5. Kim Wilde

knows no artistic boundaries and will continue to explore other avenues of expression."

The Cars "have survived changes in new music trends. The last album shows their songwriting skills are intact," says Curt Gary. Joe McCabe foresees that "as long as Jack Daniels still sells bourbon, ZZ Top will be selling records. They peaked once, probably will again, and then'll come back at least a third time."

Prince was a pick for Greg Gillespie. Although "he may be difficult to work with, he's got the potential to write hit songs in a variety of styles, like Lennon & McCartney could." McCabe agrees, adding, "He may be a gamble with his image and attitude, but is a talented and original enough writer to be worth the risk."

Lionel Richie "can't seem to do anything wrong" in Valerie McIntosh's eyes and ears. Likewise for Rick Williams, who says, "He's mastered the art of mass appeal, and is the Steven Spielberg of record-making."

Tom Petty has "more stylistic depth than he's given credit for," opines Russ Mottla. The consensus on Michael Jackson was summarized by Joe McCabe, who feels "even if he's peaked, he'll still sell millions."

Rick Williams
KTYD/Santa Barbara PD

- Established
1. Phil Collins
 2. Hall & Oates
 3. Michael Jackson
 4. Lionel Richie
 5. Bruce Springsteen
- Up And Coming
1. Hooters
 2. INXS
 3. Sade
 4. Tears For Fears
 5. U2

Thanks, But No Thanks

As interesting as our panel's picks to be signed were the artists they would *not* sign. Many artists met objections on grounds other than lack of talent, such as overexposure, attitude, or staying power. Here's a sample of comments:

Asia: "Corporate music for corporate minds... let's write a song for big bucks' mentality."

Boston: "So much time has elapsed between albums that it has to hurt them."

David Bowie: "Too branched-out into acting, and not committed enough to touring and recording" ... "Inconsistent quality from album to album."

Duran Duran, Madonna, and Cyndi Lauper: "No staying power; their longevity is subject to the whims of 15-year-old girls."

Bob Dylan: "It's a matter of time before he gets bummed out and gives up recording."

Michael Jackson: "Most over-exposed human being on the planet."

Paul McCartney: "Bad economics; the return won't equal the investment" ... "Too long since he's had a song that connected in a lasting way."

Rolling Stones: "They're history" ... "Too demanding" ... "Sales don't equal the image."

Rush: "I don't see them gaining new fans, only maintaining their core."

Van Halen: "Eddie without Dave is like Ozzie without Harriet" ... "I'd break up the band, sign just Eddie, and bring in session musicians to spotlight his virtuosity" ... "Picked a replacement (for David Lee Roth) too hastily."

Wham: "Their videos look like milk commercials... death penalty for too much cuteness."

Stevie Wonder: "How interested is he in making great records?" ... "His passion seems to have cooled."

ZZ Top: "Afterburner" is feeling a burn... all the songs sound alike... after the first week, calls and sales fell off."



L.A. THIEVES STEAL A LISTEN — Backstage at the Hollywood Palladium are (l-r) INXS' John and Andrew Farris, KMET/Los Angeles MD Pam Edwards, the band's Michael Hutchence and Kirk Pengilly, Assistant PD Sky Daniels, and the group's Tim Farris.



OUTFOXING A BEAR — CFOX/Vancouver's "Fox" mascot wrenches the mike from midday man Darrell "The Bear" Hebert during a live remote.

SEGUES

WYMG/Jacksonville-Springfield, IL switches to AOR, consulted by Burkhardt/Abrams. Ex-WLAV/Grand Rapids Promotion Director **Mike Thomas** is PD; he can be reached at (217) 243-2323.

Marion Barrow steps down as WAQY/Springfield, MA PD. **Brian Hale** is Acting PD... WYNF/Tampa ups MD **Ron Diaz** to Assistant PD... At KESI/San Antonio, **Jim Robinson** (ex-KSJO, WGRX, KGON, KZOK) replaces **Jim Pemberton** on afternoons and as Assistant PD. Also, **Ron Rice** is new to late-nights... KNAC/Long Beach hires **Kevin Stephens** as MD... The new MD at WLNZ/Lansing is **Cathy Down**.

Rick Anderson, last heard as **Max Hunter** on KMET/Los Angeles, replaces **Nancy Walton** on KROR/San Francisco nights... WSHE/Miami midday vet **Randy Thomas** relocates to Los Angeles... WLIR/Long Island gives middays to Production Director **Bob Marrone**... KMYZ/Tulsa realigns its airstaff, as **Sammi Lee** replaces **Mike Kelley** on middays, **Rod Seagram** takes over PM drive, **Ray Spencer** moves to evenings, and **J. David** is upped to overnights... WAPL/Appleton adds **Paul Nelson** to mornings, as **Marc Coulter** leaves for outside production, and takes on **Chuck Lamers** for parttime... The new MD at WLNZ/Lansing is **KICT/Wichita** overnighter **Tim Gallo-way** takes on production duties.



SUPPORT THE FOUNDATION — A WBLM/Portland on-air auction of five pairs of AC/DC concert tickets brought in over \$860 for the Abused Women's Advocacy Project. Discussing the good deed are (l-r) Station Manager **Eve Rubins**, the project's Director, and an auction participant.



DONNA BRAKE

ADULT/CONTEMPORARY

Programmers' Picks To Click

Just for fun, 12 programmers were asked to imagine themselves at the helm of a new record company and being able to sign any artists they wanted. There were, however, three hitches: They must sign five established and five up and coming artists, it must be a longterm commitment (five years), and they had to think in terms of A/C appeal.

It was interesting to see how each programmer interpreted the hypothetical situation. Some chose artists according to how they, as label managers, could personally contribute to the artists' development. Others went for the heavy hitters, who were sure-shot money makers. But what the heck, we said it was supposed to be fun. Let's look at some of the picks:

Lionel Richie

Lionel came in first on the established list. Most felt Lionel was such an automatic that they didn't even comment on choosing him. And those who didn't list him in their top five had nothing negative to say about him as a performer. Chris Alexander summed it up by saying, "Lionel Richie captures the feelings of love in each of us."

Lorna Ozmon, PD WROR/Boston

- Established
1. Stevie Wonder
 2. Phil Collins
 3. Lionel Richie
 4. Billy Joel
 5. Hall & Oates

Up & Coming

1. Wham
2. Whitney Houston
3. Tears For Fears
4. Julian Lennon
5. Sade

Dave Dillon, PD WEZS/Richmond

- Established
1. Bruce Springsteen
 2. Lionel Richie
 3. Barbra Streisand
 4. Stevie Wonder
 5. Phil Collins

Up & Coming

1. Whitney Houston
2. Mr. Mister
3. Dire Straits
4. David Foster
5. Sade

Stevie Wonder

Stevie Wonder was also considered a natural by most of the programmers. His strengths as an artist and composer, plus his ability to always have his finger on the pulse of contemporary music, were pointed out as major assets.

Phil Collins

Spurred by his recent phenomenal success in the format, Phil Collins chalked up third place. His versatility as an artist, musician, and producer were big attractions. John Roberts commented, "In spite of the fact Collins has been around for a while, I don't think he's even hit his peak. He's an across-the-board success story."

Jere Sullivan, PD WAIA/Miami

- Established
1. Stevie Wonder
 2. Lionel Richie
 3. DeBarge
 4. Phil Collins
 5. Barbra Streisand

Up & Coming

1. Jack Wagner
2. Dream Academy
3. Rob Tro
4. Atlantic Starr
5. Gentle Persuasion

Stephen Meade, PD KMGQ/Santa Barbara

- Established
1. Lionel Richie
 2. Billy Joel
 3. Stevie Wonder
 4. Hall & Oates
 5. Whitney Houston

Up & Coming

1. Angela Bofill
2. Phoebe Snow
3. Boz Scaggs
4. Renee Digs
5. Jones Girls

Billy Joel

Some of the polled PDs felt Joel still has a very solid future ahead. Others, however, believed he may be at a burnout point and that recent offerings have not been up to par with his past material.

Barbra Streisand

Several programmers put her first on their lists. Others thought her recording future would not be right for their label.

Bruce Springsteen

There were also mixed reviews for Springsteen, as evidenced by his inclusion on both top ten charts. Some saw him as an established act, while others felt his A/C per-

formance rated an up & coming nod. No one doubted that he would have continued success in the future, but some PDs said he wouldn't be a real strong A/C artist. On the positive side, Dave Dillon remarked, "Bruce is what America is all about. Americans are bullish on America. I don't see that changing. Bruce epitomizes the 'All-American Boy.' He's real."

Dave Mason, PD WTAE/Pittsburgh

Established

1. Lionel Richie
2. Diana Ross
3. Stevie Wonder
4. Phil Collins
5. Paul McCartney

Up & Coming

1. Jack Wagner
2. Bruce Springsteen
3. Billy Ocean
4. Tina Turner
5. Whitney Houston

Bob Hughes, PD WLTT/Washington

Established

1. Steely Dan
2. Cars
3. John Denver
4. Billy Ocean
5. George Strait

Up & Coming

1. Michael Franks
2. Schooner Faire
3. Junior Cline & The Recliners
4. Mark Isham
5. Clint Holmes

Beth Fast, PD WMYX/Milwaukee

Established

1. Lionel Richie
2. Phil Collins
3. Stevie Wonder
4. Billy Joel
5. Hall & Oates

Up & Coming

1. George Michael (Wham)
2. Billy Ocean
3. Whitney Houston
4. Paul Young
5. Sade

Michael Jackson

With the exception of Bobby Rich, who placed Jackson first on his list, everyone labeled the pop star a high-risk bet. Reasons for not choosing him: "He's overexposed," "he's become a parody of himself," "he's cartoonish," "the public doesn't care about him

TOP 10

ESTABLISHED

1. Lionel Richie
2. Stevie Wonder
3. Phil Collins
4. Billy Joel
5. Barbra Streisand
6. Bruce Springsteen
7. Michael Jackson
8. Steely Dan
9. Paul McCartney
10. Hall & Oates

TOP 10

UP & COMING

1. Whitney Houston
2. Sade
3. Wham
4. Billy Ocean
5. Jack Wagner
6. Michael Franks
7. Angela Bofill
8. Bruce Springsteen
9. Mr. Mister
10. John Cougar Mellencamp

anymore." "there's too much pressure for the next album to be a killer and, if it's not, he's finished."

Bobby, on the other hand, cautioned, "Michael Jackson is an artist, not just a performer. Both sides of the industry have made the mistake of writing him off. And several times now he's proved wrong those who thought he was burned out. My first inclination was not to choose him, but he will surprise us. He'll be back with lots more great material."

Rounding Out

Rounding out the top ten were Steely Dan, Paul McCartney, and

Denny Long, PD WCCO/Minneapolis

Established

1. Barbra Streisand
2. Stevie Wonder
3. Billy Joel
4. James Taylor
5. Kenny Rogers

Up & Coming

1. Sade
2. Marilyn Martin
3. Maurice White
4. Mike & The Mechanics
5. A-Ha

Chris Alexander, PD KGSW/Rock Springs

Established

1. Barbra Streisand
2. Stevie Wonder
3. Billy Joel
4. Bruce Springsteen
5. Lionel Richie

Up & Coming

1. Whitney Houston
2. Sade
3. Glenn Frey
4. Alan Parsons
5. Don Henley

Bobby Rich, PD KFMB (B100)/San Diego

Established

1. Michael Jackson
2. Steve Perry
3. Pointer Sisters
4. Alabama
5. Del Shannon

Up & Coming

1. Whitney Houston
2. Mr. Mister
3. George Winston
4. Thompson Twins
5. Durell Coleman

ADULT/CONTEMPORARY

the Cars. McCartney was a problem for some programmers. While several had faith he'd still be around writing and producing better material than his recent releases, others said he was finished. Steely Dan was picked because of their unique sound and use of gifted musicians on their LPs. As for the Cars, Bob Hughes commented, "The Cars have terrific Adult Contemporary potential. They're very talented and versatile."

Runners-Up

Huey Lewis & The News, Dionne Warwick, Steve Perry, Kenny Log-

John Quincy, PD WXTG/Charleston

Established

1. Lionel Richie
2. Phil Collins
3. Paul McCartney
4. Billy Joel
5. Bruce Springsteen

Up & Coming

1. Sade
2. Billy Ocean
3. Whitney Houston
4. Corey Hart
5. Debarge

gins, Glenn Frey, and Hall & Oates were all honorable mentions for the established lists. Billy Ocean and Whitney Houston, straddling the fine line between established and up & coming (like Springsteen) for a few PDs, were also mentioned as odds-on favorites.

Who Didn't Make It?

There were some artists who didn't make programmers' wish lists. These included:

- **Neil Diamond:** Oddly enough, not only was Neil Diamond not picked by any of the programmers, he never even crossed the minds of most. It's as if he didn't exist. Most noted that owing to the lack of hit product from Diamond in recent years, it would be difficult to make a longterm investment in him as an artist.

- **Barry Manilow:** (see Neil Diamond)

- **Cyndi Lauper, Madonna, Culture Club, and Prince:** Although the comments were not universally negative regarding these artists, there was a general feeling that each has an image

which could prove disastrous when considering them for A/C longevity. One programmer said he felt Cyndi Lauper and Boy George were talented, but believes their careers have been somewhat mismanaged.

- **Stevie Nicks:** One programmer actually said, "She sounds like she's been hit in the throat with a bag of nickels."

- **Helen Reddy:** Just kidding. Bobby Rich rounded off his list of who he definitely would not want on his label by saying, "Any artist who publicly bad-mouths popular music or gives lousy interviews to radio."

The Up & Comers

The up and coming choices were a lot more varied, although Whitney Houston was the number one pick by a wide margin. While most were certain that Sade would become an A/C staple, one programmer was not yet convinced: "Sade is either the next Barbra Streisand or a flash in the pan." Another added, "Sade has been great for A/C by giving the format a new artist we can call our own. Her style is unusual and different, yet she's able to achieve mainstream appeal."

John Roberts, PD WLLT/Cincinnati

Established

1. Phil Collins
2. Lionel Richie
3. Bruce Springsteen
4. Huey Lewis & The News
5. Glenn Frey

Up & Coming

1. Wham
2. John Cougar Mellencamp
3. Whitney Houston
4. Tears For Fears
5. Sade



NOT QUITE AN ARM & LEG — WENS/Indianapolis raffled off four pairs of tickets to see Bruce Springsteen by asking people to donate a pint of blood. Four hundred and fifty people gave while morning drivetime personalities Bruce Munson (left) and Mark Patrick did a live remote from the blood center.



WPOE HO HO — WPOE/Greenfield's GM Don Brownlee felt like being Santa to his hardworking staff of reindeer, and the results were captured for posterity. Pictured are (l-r): Brownlee, SM Ken Albridge, AE Hartley Pleshaw, jocks Brad Williams and Chuck Jenest, Station Manager M.J. Gregory, AE Chip Ainsworth, PD Glenn Summer, and copywriter Joey O'Rourke.



THE FUTURE OF A/C — KITY/San Antonio's Jamming High School Pep Party attracted nearly 1500 students and gave the A/C outlet plenty of local coverage. Pictured in one of the tents are (l-r): KITY's Sonny Rio, Nick Davis, David Delgado, Express-News' Barbie Ann Dunn, KITY PD Rick Upton, and "Jammin'" dancer Lupe.

WB A/C

DREAM ACADEMY

"Life In A Northern Town"

A/C: 6 Full Service: 12



DIRE STRAITS

"Walk Of Life"

A/C: 7 Full Service: 7

ELTON JOHN

"Nikita"

A/C: 13 Full Service: Debut 15



MICHAEL FRANKS

f/

BRENDA RUSSEL

"When I Give My Love To You"

A/C: 13 Full Service: 16

GARY MORRIS & CRYSTAL GAYLE

"Making Up For Lost Time"

Full Service: **BREAKERS** Debut 20



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LON HELTON

COUNTRY

TOP 10

ESTABLISHED

1. Alabama
2. Willie Nelson
3. Hank Williams Jr.
4. Kenny Rogers
5. Oak Ridge Boys
6. George Strait
7. Judds
8. Ronnie Milsap
9. Merle Haggard
10. Ricky Skaggs

PICKIN' THE GRINNERS

Programmers Choose "Perfect 10"

Nashville, 12:01am. The contract of every living recording artist who's ever graced a country chart has just expired. Because you have the negatives of certain photographs, your new label is able to make ten signings before anyone else can move. The only guidelines are that you'll be signing them to seven-year contracts and you must choose five established acts and five up-and-comers.

The success of the label, as well as your livelihood, depends on your choices. Who would you sign?

The above scenario was laid out before 12 programmers from around the nation. Each of the four regions (E, MW, S, and W) was represented with a P1, P2, and P3 station. Our ersatz "label chiefs" also provided reasons for each pick in addition to commenting on acts they didn't sign.

The desire for balance on the programmer's label paralleled the desire for the correct radio mix.

The perceptions of even those within the industry as to who's established and who's an up-and-

Tom Hennessey, WPOR/Portland, ME

Established

1. Kenny Rogers
2. Alabama
3. Willie Nelson
4. Hank Williams, Jr.
5. Dolly Parton

Up & Coming

1. Forester Sisters
2. Dan Seals
3. Southern Pacific
4. John Schneider
5. T. Graham Brown

keep them in the forefront for many years. (Funny, throughout the exercise the word "crossover" was avoided by these radio folk. Hmmmm.) Adaptability and dependability were two characteristics of the group which made them especially attractive to many.

One programmer didn't "sign" Alabama because "They're a one-man group." That, however, was precisely the reason John Hart made 'em his number one draft pick. "I chose 'em 'cause I want (lead singer) Randy Owen, just in case the group doesn't last the full term of the contract. Randy will be a star for a long time to come."

The sameness of their music came in for a minor rap or two. One said, "It seems like they've stalled into set styles." Agreeing, though seeing a light at the end of the tunnel, another added, "Perhaps they've been a little complacent. However, if the new single ('She And I') is any indication, it may be a sign they're once again actively expanding their music."

A Balancing Act

Before getting into specifics on the top ten artists chosen, there were some interesting similarities among contributors which should be noted.

Everyone was given a few days' notice, and it was obvious from the answers that a lot of thought went into the choices. Although nothing was mentioned about roster make-up in the guidelines, most of the respondents were very careful about "balancing" their labels. Many intentionally chose certain artists based on various considerations (modern vs. traditional; male vs. female vs. group, etc.). Thus instead of choosing the best available artists, many would, for example, choose a top "traditional" male artist to round out the lineup, as opposed to adding another "contemporary" male vocalist who might actually be a stronger label entry.

Bob Jones, WQBE/Charleston, WV

Established

1. Ricky Skaggs
2. Ronnie Milsap
3. Judds
4. Statlers
5. Barbara Mandrell

Up & Coming

1. Marie Osmond
2. Sawyer Brown
3. Nitty Gritty Dirt Band
4. Billy Joe Royal
5. Restless Heart

criteria imposed upon the selectors was that the established acts were stars today and should be stars throughout their contract with the "label." The up-and-comers were those deemed not to have reached stardom yet but would most likely do so during the life of the contract. The obvious ambiguity in the criteria was the perception of "stardom." Thus, a couple of artists, most notably the Judds, didn't rank as high on either list as might have been expected.

Over the next couple of pages you can see individual panelist choices. Now, artist by artist, as they ranked, here are the comments of the industry's newest moguls.

Alabama — The overwhelming pick. Alabama appeared on 9 of the 12 rosters, more than any artist. Most panelists felt the broad appeal of the band's music would

Ken Johnson, WYRK/Buffalo

Established

1. Merle Haggard
2. Willie Nelson
3. George Strait
4. Alabama
5. George Jones

Up & Coming

1. Gary Morris
2. Judds
3. Dan Seals
4. Eddy Raven
5. John Schneider

Mike Chapman, WUBE/Cincinnati

Established

1. Alabama
2. Hank Williams, Jr.
3. Judds
4. Exile
5. Anne Murray

Up & Coming

1. Southern Pacific
2. Dan Seals
3. Rosanne Cash
4. Gary Morris
5. Jimmy Buffett

Chris Collier, WOW/Omaha

Established

1. Willie Nelson
2. Merle Haggard
3. George Jones
4. Statler Brothers
5. Tom T. Hall

Up & Coming

1. Eddy Raven
2. Randy Travis
3. Keith Whitley
4. Whites
5. Gary Morris

Best summing up the overall feeling on the boys from Fort Payne, an incredulous Mike Chapman said, "I can't believe anyone who's ever gone to an Alabama concert wouldn't sign 'em!"

Willie Nelson — Explaining the reason he wanted Willie, the ever-pragmatic Ken Johnson said, "With Willie on the label I know I'm gonna have at least nine duet possibilities." Acknowledging there were other reasons, Ken added, "He's a great stylist with a tremendous broad-based appeal outside of country. Just having him on the label is an asset."

Comments like H. David Allan's "He'll be forever" and Chris Collier's "He's ahead of his time: constantly and consistently creative and innovative" were typical of the remarks. Buddy Owens's succinct comment was, "Willie Nelson: A force of the past, present, and future."

Answering one concern voiced by many who didn't list Nelson, Tom Hennessey said, "Willie's in a class by himself. When you listen to his music or see him on stage you're impressed by his intensity. That intensity is what will over-

come all of the outside distractions and keep him a star over the long haul."

As I mentioned, not everybody saw it that way. One person said, "Willie's hit his popularity peak. What's ahead will at best be maintaining what he has. I don't see much room for expansion."

I was surprised to see that Willie appeared on only four of the 12 rosters. The most often-cited reason

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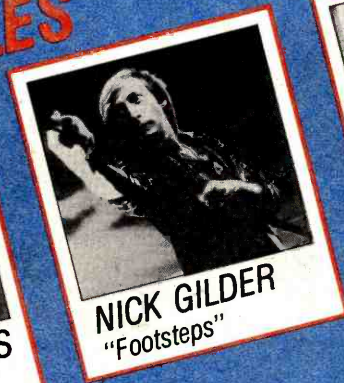
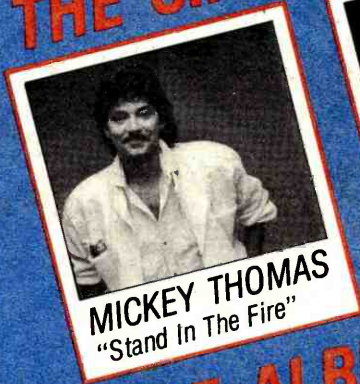
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Programmers Choose

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for not signing Willie was the fear that all of the outside stuff in addition to a grueling concert schedule would soon get the best of him. One thought it already had, sadly saying, "Willie just looks tired to me."

Hank Williams Jr. — By and large there was nary a negative comment regarding Bocephus. Though he showed up on only five of the 12 lists, the seven who didn't choose him said it was merely a matter of only having five slots. As a matter of fact, Hank Jr. is this poll's equivalent of basketball's "sixth man." More than any other artist, I heard, "If I had one more space it'd go to Hank."

Neil McGinley offered, "He has a core audience that's unbelievable and incredibly loyal." With an eye to the future, Tom Hennessey said, "He has an exciting and expanding legion of younger fans who are record buyers and will be for a long

Randy Allen, WGEE/Green Bay Established

1. Oak Ridge Boys
2. Alabama
3. Don Williams
4. Lee Greenwood
5. George Jones

Up & Coming

1. Gary Morris
2. Earl Thomas Conley
3. Exile
4. Rosanne Cash
5. Kathy Mattea

time to come." **Buddy Owens** also felt Hank'll be around a while, adding, "He enjoys a wide appeal and shows a great musical imagination, especially for one as young as he is." Quick and to the point, Chapman reasoned, "He sells tons and gets easy airplay."

Kenny Rogers — Kenny only appeared on three rosters but placed fourth overall because he had two

firsts and a second. Obviously, the folks who chose him love him. "Longevity, mass appeal, absolutely sure instant sales," said Buddy Owens. "A star who will remain a viable recording act for years to come," opined Tom Hennessey.

Bob Call concurred, "If anyone can transcend the next few years it'll be Kenny. He's transcended the music tastes of the past 15, so why should the future be any different?"

While no one doubted Kenny's enormous talent, not many were sure he's going to have the drive and desire needed to be a music innovator in the coming years. That was the single biggest factor for the nine who opted not to get his John Hancock on a seven-year deal. "I'll be shocked if he's still making records in seven years" is how one of our execs-for-a-day put it. Another said, "Unless he can find a new angle I think he's level-

ed off. I'd be a bit reluctant because his best years may be behind him and he may well have already reached the public's saturation point."

Oak Ridge Boys — Here again one of our execs was ready to make one pick into four. Van Mac said, "Besides one terrific group, the Oaks can be dissected into four incredible individual vocalists. That's how much depth there is."

Those picking the Oaks felt, as Neil McGinley expressed, "They're versatile and not afraid to try something different."

I was very surprised, on the other hand, that a number of panelists echoed one programmer who said, "They're not a multidimensional act. They have one or two different styles and theirs not much more they can do." "They aren't doing anything new" was another common reason for why the Oaks weren't picked.

George Strait — A typical com-

John Hart, WUSY/Chattanooga Established

1. Alabama
2. George Strait
3. Reba McEntire
4. Steve Wariner
5. Exile

Up & Coming

1. Billy Burnette
2. Forester Sisters
3. Rosanne Cash
4. Gail Davies
5. Marie Osmond

ment regarding George's inclusion was, as John Hart put it, "There's always gonna be a traditional base in country and George does it better than anybody around." Buddy Owens feels George's potential is huge, adding, "His appeal grows with each record. If his intense Southwest popularity duplicates itself in other parts of the country, he will absolutely boom." Ken Johnson felt the same way, with

Missing In Action/ On The Horizon

Many of you have by now noticed a number of household names who are conspicuous by their absence on the top 10 lists. There are also a few acts who received votes and comments which are particularly indicative of things to come. Here are some of the comments on both sets of artists.

T. Graham Brown — "With just two records he's really kicking butt." "Great future." "Really sells a song."

Earl Thomas Conley — "Distinctive style and voice." "Fine writer." "Not as good as he's going to be." "I don't think he knows what he wants to sing yet."

Exile — (Exile's points were evenly divided between the two categories. Added together, the points would have been enough to finish in the top half of either list.) "They're a good group but they aren't country." "Best harmony in the biz." "They've only really done one record — and it's the same one every time out." "I don't have a problem with Exile but each song sounds like the last." "Wrote better songs when they weren't cranking them out at such a rapid pace."

Crystal Gayle — "She's the top female out there." "Too much of the same style record after record." "Too bland. She's in danger of blending in with the wallpaper." "Needs to stretch more vocally — take some chances."

Mickey Gilley — "Mickey will continue to make top 10 songs, but people still identify him with the Urban Cowboy thing. I don't think he'll be able to expand beyond

that." "Does a ballad or a kickin' song as well as anybody. An image problem may hold him back."

Lee Greenwood — "Lee has a professionalism and business sense that will serve him well." "His music aims right at the heart of the female demo." "Lee puts on a great show but it's not reflected in the music listeners hear on the radio. Therefore his future appeal's tough to predict." "He really belongs in A/C." "Exciting, entertaining shows. Once people see him they're hooked as a fan and will go out and buy records." "Great image and voice. He can do nothing but get better." "Some material is very good but he also has some that's real average."

George Jones — "He's the 'Great One.'" "Although he might not grow that much as an artist in the next few years, he's regarded as a pillar of country music, a real back-to-basics guy for whom there will always be an audience." "He has a unique vocal style and interpretation that seems to be very wide-ranging." "No better singer. But he doesn't deliver the fringe sales I'd need to succeed." "Money in the bank. Couldn't sing a bad song if he tried."

Waylon Jennings — "He may well get his act together with the

move to MCA but right now I wouldn't feel real comfortable with him." "One of the core country artists you've got to have." "He's good but sporadic, inconsistent." "Needs to break out of the stereotype he's gotten himself into to make it over the next seven years."

Barbara Mandrell — "Another victim of media over-exposure." "She's shifted herself into a real pop sound." "She's not going to be content singing country music for too many more years. She has too many irons in the fire." "She's also been around a long time and hasn't shown the adaptability needed to span the next seven years." "Her outside interests may cause her to lose interest in the daily grind of touring. She may elect to get off the road, do specials, and devote more time to her family." "It will take an awful lot to overcome the forced absence of the last couple years."

Reba McEntire — "Reba's diaphanous following is a plus but her style is one that can explode or disappear. I don't know which will happen so I don't want to take a chance." "She's a sweet lady, which is what accounts for people voting her awards. Her music isn't mainstream enough to attract wide attention." "No better voice in music. Clean image and lotsa hits on the way."

Anne Murray — "She's had 15 years of hits and I don't know how many more she has left in her." "Consistent hitmaker who gets

sales from buyers of varied tastes." "She's already retired as far as active interest is concerned." "I don't think she's proud of having songs do well in the country field. If you can get her to go in front of a national audience and say 'I'm country,' I'll sign her."

Dolly Parton — "Simply overexposed." "She needs to get back to basics. If she keeps putting out this pabulum type of music she's going to fade pretty soon." "Dolly will continue to sell records if for no other reason than her great personality attracts a huge mass appeal audience." "She's conquered the world of country music and I see her moving on to conquer other worlds." "She's so multitalented that I don't know what she'll bring to the label. But I do know what she's brought and I want her."

Restless Heart — "They're the Eagles of the future." "Because they've primarily been studio musicians, I'd be worried they wouldn't dig life on the road. They might figure they could make just as much money and enjoy homelife more if they went back to working in the studio." "Another formula band. There's not enough room for all of the formula bands which have appeared. Some won't make it."

John Schneider — "He's surprised a lot of people with his last few records. He really can sing." "He's dedicated himself to being a country artist and will carry on for as long as he wants." "He'll continue to be a steady performer but may be inconsistent over the long

haul because of so many outside interests." "He's into making movies and is singing songs to finance them." "Keeps getting better with each album. Should continue on to real stardom."

T.G. Sheppard — "He's been finessed to the top of the charts by label hype." "Makes good radio records but nothing that really grabs you." "Tries too hard to be a star." "It doesn't sound like he does songs he believes in."

Statler Brothers — "They're dependable, consistent sellers and performers." "Jimmy Fortune is a tremendous addition to the group. His writing has lifted the group above the constant output of gimmicky songs they were putting out." "They're living on their name."

Randy Travis — "He's 26 years old and has 40 years of good country songs left." "His originality is a breath of fresh air."

Conway Twitty — "His choice of songs the last few years has limited his appeal to only middle-aged women. That's too narrow to produce many sales in the future — especially as they start to die off." "He no longer projects any warmth or humanity. That doesn't play well in the '80s." "He hasn't done anything different in five years."

Don Williams — "He's in a rut with his music." "Everything sounds alike. I hope his move to Capitol means an injection of life." "He did his best stuff ten years ago."

"Perfect 10"

one reservation: "He hasn't really come into his own yet; what we've heard is just the tip of the iceberg. The only disadvantage is that he's not a writer so he has to rely on other people. But he has a lot of charisma/sex appeal onstage that projects well and will take him a long way."

Those who didn't sign George weren't sure he could expand his popularity and record sales beyond the core he's already established, at least not to any great degree.

FYI: George was also included on one exec's up-and-comer list. Combining those points in this category would have placed George third on this list.

Judds - Wynonna and Naomi are the only act to rank on both the "established" and the "up-and-comer" charts. They showed up on a total of seven rosters and, com-

Van Mac, WOKK/Meridian, MS

Established

1. Oak Ridge Boys
2. Ronnie Milsap
3. Crystal Gayle
4. Hank Williams Jr.
5. George Strait

Up & Coming

1. Vince Gill
2. Randy Travis
3. Karen Taylor-Good
4. Bandana
5. Lorrie Morgan

binging the point totals, would have placed second to Alabama on this list.

Rarely was a discouraging word heard about the Judds. Bob Jones said, "They have an incredible enthusiasm that shows through on everything they do." Both Ken Johnson and Neil McGinley cited the duo's "unique style and sound. They're miles different from any other act." Bob Call said, "They've quickly established themselves as one of the most outstanding duos in country music."

About the only downside comment was from a programmer whose excitement about the duo was tempered by their latest album effort. "I think they may be a gamble," he said. "The latest stuff doesn't have the enthusiasm nor as much soul as the original material did. It's starting to sound as overtly commercial as all the other stuff coming out of Nashville."

Ronnie Milsap - Ronnie's only being selected to three out of 12 rosters also surprised me, especially considering his tremendous success in '85. Comments like "a complete entertainer" and "amazing ability to outdo himself

on each successive record" were typical. As was Buddy Owens's prediction, "He may still have his biggest hit coming. Ronnie always surprises me with his music."

Merle Haggard - Ken Johnson said that Merle's an artist who "seems to be able to change over the years and still be at the forefront of contemporary country music." Chris Collier said he felt Merle is our collective conscience. "We need someone to watch over us; that's his job. I really like what he has to say."

These two held the minority view, however. To a person the programmers respected the man and what he's accomplished. However, comments like "Merle has done some terrific stuff but seems to have lost his edge. If he does one more waltz I'll throw up," "He'd better stop doing ballads or nobody's going to play him... wish he wouldn't do such depressing music all the time," and "He's recording songs he likes without a lot of regard to whether or not it's what the people want to hear" were made by those not signing him.

Ricky Skaggs - Rather surprising that only three lists would include the CMA's Entertainer of the Year. Bob Jones picked Ricky "because of his ability to appeal to not only traditional audiences but also the younger demos who respect his musical ability." Neil McGinley likes his "different, fresh sound" while Buddy Owens said, "When you're talking country this is the guy. He'll soon become a huge seller."

Others felt Ricky has a "small but loyal audience" which might limit his sales. One detractor believes "a lot of the attention he's garnered is label and media hype. I think he's a created star. I don't think his music is as popular with the masses as many have been led to believe. His music is more popular in the industry than it is outside of the business." Another added, "If we're going to survive, his music is not the future of country music."

Neil McGinley, WKHX/Atlanta

Established

1. Alabama
2. Hank Williams Jr.
3. Earl Thomas Conley
4. Oak Ridge Boys
5. Ricky Skaggs

Up & Coming

1. Judds
2. Sawyer Brown
3. Forester Sisters
4. Exile
5. Dan Seals

Bob Call, KYGO/Denver

Established

1. Judds
2. Alabama
3. George Strait
4. Lee Greenwood
5. Dolly Parton

Up & Coming

1. Sawyer Brown
2. Vince Gill
3. Forester Sisters
4. Southern Pacific
5. Dan Seals

Up-And-Comers

Forester Sisters - Taking the top spot, the four ladies from Lookout Mountain, GA were listed on five rosters. Bob Call pointed to their "immediate acceptance" as a prime factor. Tom Hennessey and Neil McGinley both loved their "fresh sound," with Neil adding, "They bring another dimension to female country music."

Comparisons seemed to be the order of the day, as H. David Allan remarked, "I consider them a female Alabama," while John Hart liked their family image and said they were "the female Statler Brothers."

Gary Morris - Versatility and vocal prowess were the qualities most admired by Gary's would-be signers. Chris Collier said, "His music doesn't seem to have boundaries. He's more sincere in his approach than a lot of people who use the word 'crossover.'" Ken Johnson added, "Gary stretches himself vocally and adds a lot more to songs than most others." Noting Gary's achievements onstage and his new career on "The Colbys," Mike Chapman wants him because "with the new TV exposure he can't help but explode." Summing it up was Randy Allen: "Gary Morris is a man with a potential that's unlimited and a style that's unmatched."

Dan Seals - In addition to his multiple musical talents, many wanted Dan on their label because of his music business acumen. Most felt he'd made it to the top before "as part of England Dan & John Ford Coley and was a sure bet to do it again. As Mike Chapman put it, "Dan knows what it takes to make it."

Musically, Ken Johnson said Dan "does an excellent job of combining old and new styles. He has an interesting slant on old sounds. He has a real handle on what the audience wants." Bob Call said Dan is a triple threat: "He has a sound that knocks out a crowd, a

good business sense, and a good selection of music that has broad appeal."

Sawyer Brown - "From the standpoint of their immediate acceptance to younger demos, I can't think of a group that had a more meteoric rise nor one with as much potential for broadening the appeal of country music." That's the reasoning Bob Call used when making Sawyer Brown his top up-and-comer. Neil McGinley said, "They've been labeled as not being 'country enough,' but I think they're in the wave of the future." SB was also cited for the strength of their live performances. Bob Jones believes "their great stage show will inevitably help sell records."

Comments from the naysayers: "I don't see a band that wears yuppie clothes as being the country band of the future. They don't fit the image that I have in my mind of what would endure in the years ahead," "They're plastic and don't have the depth," and, "I don't think they'll be around as a group very long. No question they have a great stage show but on records they may be a flash in the pan."

Southern Pacific - With two former members of the Doobie Brothers and one former CCR member, Southern Pacific got a lot of points for knowing what it takes to get to the top. Tom Hennessey feels "they have an exciting sound and have proven they can find good material. They're injecting uptempo music that the country audience of the future will be looking for." Bob Call stated, "If they hang together, they have a sound and presentation which has the potential to bring people into country music."

Overall, folks agreed with H. David Allan, who liked their "mass appeal." Some, including Mike Chapman, feel "they're country's future."

As one might expect, the bit of skepticism in Bob's comment was expressed several times, as a number of PDs questioned the

group's commitment to country. And, as one might also expect, the comment that "they're just not country" was also heard once or twice.

Vince Gill - Bob Call picked Vince "not so much for his contribution to date, but for his sound. What he has to offer is unique and can only get better." Likewise, Van Mac digs Vince's style and presentation and the fact he "works very hard on his music." Most often cited, however, was Vince's enormous potential, even by those who did not select him for their label.

H. David Allan, KRKT/Albany, OR

Established

1. Alabama
2. Kenny Rogers
3. Exile
4. Ricky Skaggs
5. Lee Greenwood

Up & Coming

1. Sylvia
2. Forester Sisters
3. Judds
4. Southern Pacific
5. T. Graham Brown

One programmer feels Vince is very close. "He needs to find a niche. As soon as he does, he'll be a star" is how one put it.

Rosanne Cash - A number of new "label chiefs" believe, as John Hart stated, that like a few others on this list, "she's moving in the direction that the industry needs to go and knows the hit songs that can take her there." "What a voice!" is all Mike Chapman said.

Another wasn't so sure, allowing, "While Rosanne has a lot to contribute to our format, she can also be poison." "Her unpredictability and headstrong tendencies toward the music she makes and when she wants to make it" were reasons given for the latter comment.

Eddy Raven - A good deal of contradiction when it came to Eddy. Chris Collier said, "He's got a real great sound and displays a lot of presence on stage." Ken Johnson said, "Eddy knows a good song plus has a definitive style in all of his records."

On the other hand, comments included, "There's nothing that sets him apart" and "His records all sound alike."

Marie Osmond - "Great name recognition plus great voice equals great potential" is the reason Bob Jones made Marie his top up-and-comer. John Hart thought Marie to be "a young Anne Murray. No one has taken full advantage of her talent. People have signed her because she's an Osmond, seemingly overlooking her great voice and incredible talent."

Buddy Owens, KUZZ/Bakersfield

Established

1. Kenny Rogers
2. Willie Nelson
3. Alabama
4. Hank Williams Jr.
5. Ronnie Milsap

Up & Coming

1. Reba McEntire
2. George Strait
3. Ricky Skaggs
4. Judds
5. Lee Greenwood



SHARON ALLEN

NASHVILLE THIS WEEK

CMA Board Meets In London

The first quarterly meeting of the Country Music Association's Board of Directors is being held this week in London. Among the topics being discussed are the goals and objectives established for the coming year by CMA Board Chairman Joe Galante and President Rick Blackburn. These are: attract a newer, younger, broader audience; explore solutions to image problems; improve percentage of retail shelf space; artist development; and industry personnel development.

A Thursday afternoon luncheon kicks off a point-of-purchase merchandising campaign sponsored by the CMA and the major UK labels to promote country music in the United Kingdom. Rosanne Cash, Exile, Don Williams, Sawyer Brown, the Oak Ridge Boys, George Strait, Alabama, the Judds, Gary Morris, and Hank Williams Jr. are the artists who will be featured in the "Discover the New Country" campaign.

The Marketing/Promotion Committee is initiating work on Marketing Plan '86. The International Committee is discussing ongoing UK projects and CMA European involvement in several countries. The Radio and Membership Committees are reviewing a new survey to develop ways to enhance broadcasters' CMA involvement.

Opryland Troupe Tours Europe

People in Germany, Switzerland, and France will get a taste of Tennessee when a ten-member cast from Opryland's "Country Music USA" production performs in 11 European cities within the next month. One of the troupe's

performances will be in front of former Nashvillean Joe Rodgers, the U.S. Ambassador to France, at the U.S. Embassy in Paris.

The performers present impersonations of popular country artists and recognize the contributions that bluegrass, gospel, western, and folk music have made to the country sound. A six-piece band and a four-person production team will accompany the singers and dancers on the trip, which will also include a television appearance in Munich.

This isn't the first time an Opryland ensemble has performed abroad. In 1974 "Country Music USA" was chosen by the U.S. State Department to tour the Soviet Union with Tennessee Ernie Ford. The show was also performed in Amsterdam and Utrecht, Holland in 1978, as well as at the White House and cities throughout the U.S.

Songwriters Honored

The Statler Brothers took top honors last week during the nationally televised "6th Annual National Songwriter Awards" held at the Tennessee Performing Arts Center. The honors, previously billed as the "Music City News Top Country Hits of the

Year Awards Show," were voted on by subscribers of the publication.

The winners were: Song of the Year and Best Traditional Ballad, Jimmy Fortune for "My Only Love;" Best Contemporary Ballad, Lisa Palas, John Jarrad, and Will Robinson for "There's No Way;" Best Traditional Upbeat, Gene Pitney and Cayet Mangiarancina for "Hello Mary Lou;" Best Contemporary Upbeat, Bob McDill for "Baby's Got Her Blue Jeans On;" Best Country Rock Song, Dave Loggins, Lisa Silver, and Don Schlitz for "Forty Hour Week;" and Best Comedy/Novel Song, Buddy and Carlene Kalb for "The Mississippi Squirrel Revival."

Lisa Silver also received the Rising Star Award. The Presidents Award went to Waylon Jennings for his contributions to the Sue Brewer Fund, which aids struggling songwriters. Roger Miller won the Trendsetter Award for expanding the awareness and appreciation of country music through the music he wrote for the Broadway play "Big River."

Bits and Pieces: According to Country Music Seminar Executive Director Frank Mull, seminar registration is up by 254% thus far, and the record companies have yet to turn in their registrations... The Nashville Music Association's Board of Directors met last week and voted unanimously to change the name of the organization to the Nashville Entertainment Association (NEA). "There are whole new industries growing up out of Nashville and, although we owe a great debt to our music industry, we are



Kristofferson, Coe, and Cash: 19th century outfits

rapidly becoming a total entertainment center," said Chairman of the Board David Skepner... John Anderson is one of the national radio spokesmen for the Internal Revenue Service. He'll be doing PSAs urging you to file tax returns early.

John Anderson has been in the studio with Emmylou Harris recording their version of the George Jones and Tammy Wynette duet "Someone I Used To Know" for Emmylou's forthcoming Warner Bros. album... Earl Thomas Conley was interviewed by former Blood, Sweat & Tears drummer Bobby Colomby for a segment of "Entertainment Tonight"... Last spring the Oak Ridge Boys performed a benefit concert in Nice, France to aid Feed The Children. You'll remember that those funds were used to drill four water wells in drought-stricken Kenya. Now, William Lee Golden is raising more money for Feed The Children efforts worldwide through the sale

of souvenir sweatshirts. The shirts bear Golden's likeness on the front, and three Indian tepees on the back (Golden has three tepees on his property near Hendersonville, TN). Within the first 90 days of advertisement in his *Golden Era* newsletter, he received orders totaling \$3200... Larry Gatlin and the Gatlin Brothers taped an appearance on the United Cerebral Palsy Telethon at the Imperial Palace in Las Vegas. The Marty Pasetta production, hosted annually by John Ritter, aired January 18-19 nationwide... Sawyer Brown taped their first appearance on Dick Clark's "American Bandstand"... Next month, on February 17, "The Last Days Of Jesse James" will air on NBC's Monday Night at the Movies. The movie, filmed in Nashville and the surrounding area, stars Kris Kristofferson as Jesse James, Johnny Cash as Frank James, with Willie Nelson as Gen. Joe Shelby and David Allan Coe cast as Bill "Whiskey Head" Ryan.

NASHVILLE IN MOTION

Ralph Emery joined Top Billing International for marketing of all personal appearances, commercial endorsements, and media representation... Olympic gold medalist Tracy Caulkins also signed with Top Billing... Peggy Rogers is the new National Director of Public Relations for BFI Records. She was formerly with Dick Clark Productions... Jenell Briley was just appointed promotions coordinator for Stellar Entertainment Inc... Deborah Evans Price is exiting R&R to join Third Coast Publishing as Editor of *Country News*. Executive Editor Vernell Hackett will handle editorial duties for Third Coast's *American Songwriter* and the recently purchased *Country Rhythms*.



STUART MAKES CBS DEBUT — Marty Stuart celebrates his signing with CBS and debut release "Arlene" with CBS VP/GM Rick Blackburn (front left), producer Curt Allen, and VP A&R Bonnie Garner.

WHO'S NEW

Who's New: Columbia's Marty Stuart is the first of the CBS "Horizon '86" pack to hit the charts with his new single "Arlene." A native of Mississippi, Stuart began playing with the legendary Lester Flatt at 13 and remained with Flatt for six years. In 1980 he met Johnny Cash and later joined Cash's band. A multi-instrumentalist, Stuart released his own acoustic LP "Busy Bee Cafe" on the Sugar Hill label in 1982. The album included musical assistance from Doc and Merle Watson, Jerry Douglas, Earl Scruggs, and vocals by Cash.

In addition to playing with Flatt and his four years as Cash's guitarist, Stuart has also worked with Bob Dylan, Emmylou Harris, Pure Prairie League, Billy Joel, and the Highwaymen.



Who's New is a recurring Nashville This Week feature spotlighting artists making their debut in R&R's Country New & Active section.



WALT LOVE

BLACK/URBAN

WONDER LEADS PACK

Programmers Play The A&R Game

This week we asked 12 Black/Urban programmers/managers to pretend they could create their own artist rosters — regardless of cost — that they felt would offer the best return over the next several years. The results are fascinating, as you'll see.

Apparently, Stevie Wonder's whereabouts are still at the top. Wonder had last year's #1 Black/Urban record with "Part-Time Lover"; (in fact, he's had that distinction two of the four years R&R has designated it). He's had more weeks in this paper's #1 spot than anybody else. And the PDs and MDs responsible for these chart statistics apparently felt strongly enough about Wonder's future chart potential to make him the most sought-after act — new or established — on their artist rosters. Wonder led Prince, Lionel Richie, and Michael Jackson by a comfortable margin, and had twice as many chart points as Luther Vandross.

Wonder's closest competition was Whitney Houston, cited by all but three members of our panel. Houston was clearly the most desired up-and-coming artist; had we ranked all artists together, she would've scored enough points to edge out Prince for second place. She was also one of only two female artists in the top ten overall (Sade placed tenth in the full sample.) Trailing Houston are New Edition (fifth overall) and Ready For The World (eighth).

Interestingly, both the overall top ten and top 20 were evenly divided between established and new artists. This seeming equilibrium collapses, however, when you examine original lists. Of the 12 PD & MDs we surveyed, only two divided their lists neatly between veterans and youngsters. Most skewed heavily to established artists but a few submitted lists comprised almost entirely of new artists. The complete results are shown below.

Dave Allen, PD, WOCQ/Ocean City

1. Prince
2. Michael Jackson
3. DeBarge
4. Madonna
5. Lionel Richie
6. Whitney Houston
7. Diana Ross
8. Kool & The Gang
9. Billy Ocean
10. Chaka Khan

WOCQ evolved into this format from CHR over a period of several

years and remains oriented towards the musical mainstream, something still reflected in Allen's artist roster. Allen was one of only three participants to cite a cross-over act; otherwise his choices are representative of those PDs who skewed their lists familiar, as typified by his opening comment, "You'd have to take the majors first." Asked for a wild card act, Allen finally decided, "I'd like somebody new and hungry" and picked New Edition.

Brute Bailey, PD, WDJY/Washington

1. Stevie Wonder
2. Aretha Franklin
3. Doug E. Fresh
4. Luther Vandross
5. Whitney Houston
6. Prince
7. New Edition
8. Fat Boys
9. El DeBarge
10. O'Jays

Bailey's WDJY is heavy on new music and independent-label product, again reflected here with the presence of Doug E. Fresh and the Fat Boys. (Bailey, Jeff Wyatt, Duff Lindsey, and KSOL/San Francisco PD Marvin Robinson were the nicest to rap acts; few other PDs, including some who utilize them a lot on-air, cited any.) Although we counted El DeBarge and his family as one act, Bailey singled out the new single artist after having seen him on "Miami Vice" the previous week.

Guy Broady, PD, WTKL/Baton Rouge

1. Michael Jackson
2. Prince
3. Lionel Richie
4. Luther Vandross
5. Stevie Wonder
6. Aretha Franklin
7. Whitney Houston
8. Tina Turner
9. Kool & The Gang
10. Sade

Broady gave Michael Jackson his only first place vote; most of those mentioning him put him in

the #2-4 range). The WTKL PD also cited Patti Labelle as a possible wild-card choice.

Dean Dean, PD, WDMT/Cleveland

1. Lionel Richie
2. Tina Turner
3. Michael Jackson
4. Prince
5. Stevie Wonder
6. Kool & The Gang
7. Pointer Sisters
8. Whitney Houston
9. New Edition
10. Madonna

Duff Lindsey, Asst. PD/MD, XHRM/San Diego

1. New Edition
2. Klymaxx
3. Ready For The World
4. Whitney Houston
5. Dionne Warwick
6. Isley Brothers
7. Fat Boys
8. Five Star
9. Sade
10. Freddie Jackson

Lindsey called his potential artist roster "well-rounded." He said, "I was trying to think of the people who were really selling, as well as the adult-oriented acts such as Sade and Whitney." When we commented on the number of new acts on his list, Lindsey stated that "the verdict may be out on some major artists. A lot of the (major artist) records that have been coming out have not been big action records.

"If I were putting together a record label, it would be really exciting to get acts for the future. That's what I tried to put in here."

Jim Maddox, GM, KJLH/Los Angeles

1. Stevie Wonder
2. Lionel Richie
3. Prince
4. Michael Jackson
5. Luther Vandross
6. Whitney Houston
7. Sade
8. Aretha Franklin
9. Pointer Sisters
10. Tina Turner

In keeping with his oft-stated disdain for rap and the conservative nature of KJLH, Maddox's list was

TOP 10

ESTABLISHED

1. Stevie Wonder
2. Prince
3. Lionel Richie
4. Michael Jackson
5. Luther Vandross
6. Tina Turner
7. Kool & The Gang
8. Aretha Franklin
9. Dionne Warwick
10. Pointer Sisters

TOP 10

UP & COMING

1. Whitney Houston
2. New Edition
3. Ready For The World
4. Freddie Jackson
5. Sade
6. DeBarge/El DeBarge
7. Run D.M.C.
8. Sheila E
9. Doug E. Fresh
10. Klymaxx

comprised almost exclusively of adult-image artists (depending on how one classifies Prince these days). Like Dave Allen, Maddox also finally added the New Edition as a possible wild-card act, but most of his specific praise was saved for people such as Whitney Houston ("I sure did like Whitney that time out") and the Pointer Sisters ("They were rockin' and rollin' for a minute").

Marvin Robinson, PD, KSOL/San Francisco

1. Ready For The World
2. New Edition
3. Janet Jackson
4. Family
5. Jesse Johnson's Revue
6. Durell Coleman
7. Freddie Jackson
8. Doug E. Fresh
9. Run D.M.C.
10. Michael Jackson

"Most of the artists I've named are ones that I consider to be powerhouses... as we approach the '90s," Robinson stated. "I feel these artists are the ones who'll be at the forefront of the music industry in terms of black product."

Marc Little, OM, WPDQ/Jacksonville

1. Stevie Wonder
2. Dionne Warwick
3. New Edition
4. Glenn Jones
5. Pointer Sisters
6. Al Jarreau
7. Tina Turner
8. Michael Jackson
9. Lionel Richie
10. Temptations

Terri Avery, Asst. PD/MD, KKDA-FM/Dallas

1. Prince
2. Luther Vandross
3. Stevie Wonder
4. Whitney Houston
5. Freddie Jackson
6. Cameo
7. Lionel Richie
8. Ready For The World
9. New Edition
10. Kool & The Gang

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The A&R Game

Continued from Page 49

Michael Jackson is the only one of Robinson's choices who could firmly be classified as an established artist and Robinson cited him last, "just to add a little cuteness to the list."

the female vocalist as her number one choice "without question." Saunders was also the only one to champion Atlantic Starr, whose "Secret Lovers" became a surprise hit in recent months, largely based on airplay around Columbia.

have a couple of big records off an album but can't follow with a third single. Now she's got a fourth single out that's going to be a big record." Tolliver added that he would take Prince "with or without the Revolution."

**Chas Saunders, PD,
WDPN/Columbia, SC**

1. Sade
2. Ready For The World
3. Freddie Jackson
4. Stevie Wonder
5. Eugene Wilde
6. Atlantic Starr
7. Sheila E
8. Kool & The Gang
9. Isley Brothers
10. Wham!

**Lynn Tolliver, PD
WZAK/Cleveland**

1. Whitney Houston
2. Lionel Richie
3. Freddie Jackson
4. Tina Turner
5. Stevie Wonder
6. Kool & The Gang
7. Prince
8. Luther Vandross
9. New Edition
10. Pointer Sisters

**Jeff Wyatt, PD
WUSL/Philadelphia**

1. Run D.M.C.
2. Sade
3. Whitney Houston
4. Sheila E
5. Morris Day
6. New Edition
7. Patti LaBelle
8. DeBarge
9. Lionel Richie
10. Stevie Wonder

Saunders has been a staunch supporter of Sade since she took the reins at WDPN, and described

Tolliver was another Whitney booster. "She's shown a lot of consistency in one LP. A lot of artists



WITHERED & DRIVE — Bill Withers stopped by WILD/Boston to do a guest DJ shift with afternoon drive jock Rick Anderson (r), who's seen here being dwarfed by his guest.

Who Did Well

One of the most interesting trends above is a noticeable preference by programmers for those acts who've established some sort of presence outside B/U radio. All ten established acts and eight out of ten up-and-coming artists have had multifactor hits. (Only rap acts Run D.M.C. and Doug E. Fresh are still waiting.) Several of those chosen, among them Dionne Warwick, the Pointer Sisters, Lionel Richie, and Tina Turner, are acts who've come under fire at times for allegedly aiming too much at the crossover market.

Stevie Wonder, on the other hand, has been assailed in the media recently for the amount of time he spends between albums, the money he spends recording LPs, and an occasional oddball release; e.g., "Secret Life Of Plants." None of that seemed to bother our panel, although at least one member who would have signed Wonder said, "This means I'll have to have a very rich company."

1985 was widely cited as the year of the mellow and/or adult black artist, an assumption supported by

Who's Missing

Because of the predominance of those artists with current material, some bonus points should probably be spotted most of those artists at the far end of their hiatus between releases; e.g., **Ashford & Simpson, Gladys Knight & The Pips, Jermaine Jackson, Jeffrey Osborne, etc.** These performers aren't cold, per se, but at the same time aren't top-of-mind with most panelists right now.

The success of crossover artists seems to have come largely at the expense of this format's traditional workhorses — those artists who chart consistently in B/U but rarely cross over. No panelist mentioned **Meze, the Whispers, Bobby Womack, Stephanie Mills, the Dazz Band, or the Bar-Kays.** In some cases, this might be attributed to the lack of a recent appearance. Then again, only one person cited **Atlantic Starr** despite the act's four top-15 singles in the last year.

The biggest surprise (or non-surprise, depending on how one feels about Prince now) was the absence of most of those artists associated with him. **Jesse Johnson**, despite three straight number one hits last year, was mentioned by only one participant. Both the **Family and Morris Day** were cited by one programmer only; **Sheila E.** did make our list, but mostly because of fervent support from one reporter. On the other hand, **Ready For The World** showed strongly. Perhaps in

a potential artist-backlash situation (such as some believe exists with Prince), sounding like an artist isn't as much of a problem as actually being associated with him. Witness **New Edition**, who outscored **Michael Jackson** by a few points, and the lack of Jackson siblings.

The advantage, then, seems to be with the handful of veteran superstars who've been consistent enough to weather an occasional long hiatus or dog album, and with a few new acts who managed to blast their way into the format with a string of consecutive hits (**New Edition, Whitney Houston, Sade, Freddie Jackson**). Because of a fairly steady flow of new product, the rest of this format's artists have to fight constantly for agenda space. That means a hard road for both new artists (*nobody* cited an artist whom they thought would have their first hit soon) and A&R people, who'll have to keep their wits about them at all times.

—Walt Love & Sean Ross

the inclusion of Whitney Houston, Freddie Jackson, Aretha Franklin, Luther Vandross, and Dionne Warwick. Maturity also favored the **Isley Brothers** (although not enough to put them in the top ten). Panelists who cited the Isleys were asked to choose between the older generation of Isleys and Isley/Jasper/Isley. To a person, they chose the Isley Brothers despite the greater chart success, since the split, of the younger act.

Even before the "hot hits" era

reached CHR, B/U radio was known for playing predominantly current material. And with the exception of Michael Jackson, all of the artists on both charts were acts with recent or current hits. Doug E. Fresh made the top ten on the strength of one chart single. Looking at the rest of the choices, one might assume that Dionne Warwick, even with a career spanning three decades, might not have been cited as widely without the success of "That's What Friends Are For."

—Walt Love & Sean Ross



WATCHING YOU WATCHING ME — Bill Withers's American tour supporting his "Watching Me, Watching You" LP ended with a concert at the Beverly Theatre. Backstage were (l-r): former Columbia staffer Michael Johnson, KACE PD Pam Robinson, Columbia's Junious Taylor, Withers, and Columbia's Ron Oberman and Eric Nuri.



FRENCH (MUSTARD) CRULLERS — WDKX/Rochester morning man Kevin Morrison (r) makes donut deliveries in a six-door stretch limo to a different business each morning. He's seen here bringing donuts to Ernestine Smith at French's Corporate Headquarters.



BARBARA BARNES

Jazz Directors Pick Stars

If you were to start your very own label and could have your pick of artists, who would you include on your roster? Would we see the names of Wynton Marsalis, Stanley Jordan, McCoy Tyner, or Miles Davis on your list? What about Manhattan Transfer or Dizzy Gillespie? Remember, success of the label would be up to you and your choices. This week, Jazz programmers and directors exercised this theoretical freedom and came up with some thought-provoking ideas.

The Parameters

Participants of this survey were asked to prioritize their top five choices for two categories — established and up-and-coming. It was specified that artists should be able to record currently — no reissue rights, please. The full tallied results and individual lists are in adjacent boxes.

Lush Life

Wynton Marsalis took the crown for the established category. He had a total of five votes, the most awarded to any one artist. That crown was clinched by attaining the highest mark possible on three ballots. No other artist in this category drew more than one ballot with their name at the top. Wynton's main attraction, it seems, is his ability to sell records.

them. I would continue spending money to keep him right at the top."

Eric Jackson, JD WGBH/Boston

Established

1. Sarah Vaughan
2. Oscar Peterson
3. Herbie Hancock
4. Nancy Wilson
5. Miles Davis

Up & Coming

1. Kenny Barron
2. James "Blood" Ulmer
3. Tony Williams
4. Buster Williams
5. Abdullah Ibrahim

Al Wallack of WEBR says his intentions are to "raid all the other labels of the talents I admire most, with an eye toward turning a buck

Al Wallack, PD WEBR/Buffalo

Established

1. Wynton Marsalis
2. Weather Report
3. Pat Metheny
4. Sonny Rollins
5. Jimmy Smith

Up & Coming

1. Michael Petrucciani
2. Rob McConnell
3. Rare Silk
4. George Winston
5. Holliday Brothers

Wylie Rollins, MD WBGO/Newark

Established

1. Wynton Marsalis
2. Branford Marsalis
3. Art Ensemble/Chicago
4. Pat Metheny
5. Carla Bley

Up & Coming

1. Olu Dara
2. Abdullah Ibrahim
3. David Murray
4. Jorge Dalto
5. Diane Reeves

so I could continue raiding other labels of their best talents!" He quips, "I'd sign Wynton because I know he'd be able to subsidize the label, . . . then I'd hire Ricky Schultz." (Go get 'em, Al!)

Of course, no one really overlooks his genius as a musician, and while Wynton didn't make it on (KJAZ) Bob Parlocha's list (because of space limitation), he had this to say: "Marsalis is a promising young musician whose albums are interesting and exciting. His persona, skills, and ability to sell records make him an excellent spokesman for a jazz label."

WFAE's Paul Stribling, who wants his label's name and slogan to be "Artsake Records," dedicated to the artist who is dedicated to the art, also voted for Wynton. "He is a serious musician

Dorian Paster, MD WJZZ/Detroit

Established

1. Miles Davis
2. Herbie Hancock
3. Jack DeJohnette
4. Wayne Shorter
5. John McLaughlin

Up & Coming

1. Darol Anger
2. Judy Roberts
3. Emily Remier
4. Bill Evans
5. George Cables

Alternating Currents

The exact definitions of "established" and "up-and-coming" are debatable, especially in Jazz. You will notice that some names in the U&C category are artists who've been on the scene for decades. Examples include **Abdullah Ibrahim** (aka **Dollar Brand**), noted to have had a "subtle but profound influence on modern music," and **Tony Williams**, who as **WGBH's Eric Jackson** describes, "was very innovative 15-20 years ago and should be brought back into light."

While these artists and others like them have already acquired impressive credentials and respect, some chose to put them in the latter category because these artists, they feel, could and should have much more recognition than they currently enjoy.

On the other hand, the young **Branford Marsalis** has established recognition from appearing on his brother **Wynton's** records. He also recorded "Scenes In The City" on his own, which went all the way up to number five on **R&R's** Jazz chart in 1984. However, greater recognition occurred only when he recorded and toured with pop star **Sting**. For some, this was enough to consider him an established artist.

So Branford now sits on both sides of this survey's fence. Had the voting points accumulated all in one category he would've had a stronger ranking on either side, closing the gap between the top two notches in the U&C category or moving up to second place in the established. Combining **Wayne Shorter's** split votes would've had similar results.

There is definitely no shortage of jazz talent that could use and deserve wider recognition. In short, too many to choose from. This factor, along with the split-vote situation, is immediately responsible for the low totals and the lack of a general consensus beyond the first two or three spots in the final tallied lists.

TOP 10

ESTABLISHED

1. Wynton Marsalis
2. Pat Metheny
3. McCoy Tyner
4. Grover Washington Weather Report
6. Sarah Vaughan
7. Herbie Hancock David Sanborn Wayne Shorter
10. Miles Davis Dave Grusin Branford Marsalis

TOP 10

UP & COMING

1. Stanley Jordan
2. Branford Marsalis
3. Kevin Eubanks Tom Harrell David Murray
6. Darol Anger Kenny Barron Olu Dara George Howard Abdullah Ibrahim Kirk Lightsey Pat Martino Amina Claudine Myers Michel Petrucciani Special EFX

who's very concerned about his art. Wynton's incredibly gifted, and I think in a few years the bad image he's portrayed will be washed away by experience."

Rejoicing In Appeal

Finishing second in the established category is **Pat Metheny**, who scored four votes. **Bob O'Conner** and **Rob Wilson** from **KIFM** agreed on Pat as their number one act in this category because of "his wide-ranging appeal and unique approach. We also figure he'd have a couple more Grammys to come (he already has three), and has the best potential for commercial success."

Adds **WBGO's Wylie Rollins**, "As a fusion artist, Pat's identity always cuts through the music, and that's something most fusion artists can't always do. I also know I can count on some nice sales on the records he puts out."

Linda Yohn, MD WKSU/Kent

Established

1. Grover Washington Jr.
2. Wynton Marsalis
3. David Sanborn
4. Thad Jones
5. Ernestine Anderson

Up & Coming

1. Kirk Lightsey
2. Sphere
3. James Newton
4. Craig Harris
5. Abbey Lincoln

Wallack concurs in that, "Pat Metheny has enormous crossover potential."

Time For Tyner

Following Metheny in the same category is **McCoy Tyner**, with

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Directors Pick Jazz Stars

Continued from Page 51

three ballot votes. KWMU's jazz team of Jim Carl and Jim Wallace agree, "He's one of the giant player-composers of the last 30 years."

Tyner is (KXPR) Gary Vercelli's number one pick. "I feel that he and Elvin Jones were just as important to John Coltrane's group as Coltrane himself," he says, "and he is certainly carrying on the Coltrane legacy. And as I look at my list of artists, I see a need for a big name like McCoy to help carry the company, so he'd be one of my heavy hitters."

Parlocha imparts, "Recent recordings by pianist McCoy Tyner have been, in my opinion, somewhat spotty. Musicians are often so involved in their music that they are not able to view a record objectively. That's why a producer is important. If he knows his stuff, he can see a record as both a work of art and as a presentation. Tyner's work with horns is second to none and that's how I would produce him."

Jim Carl, JD Jim Wallace, MD KWMU/St. Louis

Established

1. Nina Simone
2. Carla Bley
3. McCoy Tyner
4. Branford Marsalis
5. John McLaughlin

Up & Coming

1. Amina Claudine Myers
2. Andy Bey
3. David Murray
4. Enrico Rava
5. Art Lande

New Standards

Stanley Jordan conquered the kingship in the U&C category. He had a total of four ballot votes and, like Wynton, took three first-place ballot spots.

Former WLOQ MD Paul Gerardi who had recently segued to *Jazz Magazine*, states, "The underlying sound of my label

would be contemporary, formed with a core of quality artists. Stanley Jordan would be my first pick."

"He is a class act and is someone who's got a strong mind and idea about where he wants to go." Stribling adds.

And Joe Lowrey of WHRO states, "He's another young talent who's got a helluva future ahead of him."

Paul Stribling, JD WFAE/Charlotte

Established

1. Wynton Marsalis
2. Pat Metheny
3. Dave Grusin
4. Phil Woods
5. Grover Washington Jr.

Up & Coming

1. Stanley Jordan
2. Wayne Shorter
3. Tom Harrell
4. Carol Sloane
5. Oskay & O'Domhnall

New Boundaries

Branford Marsalis placed second in this category with two highly-ranked votes. Lowrey says, "Branford's a person of eclectic tastes. His name is not only recognized in the jazz community, but more people in rock now know of him too."

"This guy's hot. In touring with Sting, Branford will have come away from that experience with a lot more insight to the music scene which he would not have had otherwise. And he is now known to more people outside of jazz," says Rollins.

But What About These Folks?

A distinct general consensus did not appear beyond the first two or three places. But what about the others?

Yohn on Grover Washington Jr.: "Great, soulful crossover artist."

Wallack on Weather Report: "I'd want them on my label because they're constantly recording."

Parlocha on Wayne Shorter: "In spite of his work with Weather Report, Wayne Shorter is the most underexposed true genius in jazz. He is certainly the most important and original post-Coltrane tenor saxophonist, but his greatest talent is as a composer. It's hard to believe that his recent release, 'Atlantis,' is his first recording as a leader in some ten years."

Paster on Herbie Hancock: "I chose him for much the same reason I chose Miles Davis (see below), as well as because he writes some very beautiful melodies."

Yohn on David Sanborn: "No-body doesn't like David Sanborn."

O'Conner and Wilson, also on Sanborn: "Blue-eyed soul and pop-jazz at its best."

Paster on Miles: "He is a forward-thinking musician with a vast traditional base. Miles's been a jazz innovator for years and is able to be very avant-garde and accessible at the same time."

Jackson, also on Miles: "He's been involved with what's been

Joe Lowrey, PD WHRO/Norfolk

Established

1. Stan Getz
2. Chic Corea
3. Sarah Vaughan
4. Dizzy Gillespie
5. Wynton Marsalis

Up & Coming

1. Stanley Jordan
2. Branford Marsalis
3. Indra Lesmana
4. Kevin Eubanks
5. Kenny Kirkland

happening for at least 35 years and continues to be a leader and trend-setter in music."

Stribling on Dave Grusin: "He has impeccable tastes."

Lowery on Dizzy Gillespie: "He seems always willing to work in different settings and is such an inspirational force in the music."

Interestingly, while many of the participants said that "they would have if they could have" voted for

Another Dimension

Well, you've heard all the magnificent praises and wonderful thoughts. Now here are some of the doubts and reasons why the following artists weren't included on a few lists:

On David Sanborn: "Creatively, I don't know where he's going."

"He's into so many things now, I don't know what he's most comfortable with."

On Miles Davis: "His last record seemed full of negative vibes." "I don't like the direction that he's taken."

On Manhattan Transfer "Their last record was great, but creatively I don't know if it's them or Jon

Hendricks." "If I hadn't already chosen a vocal act, I would have rather gone with Rare Silk for longevity."

On Wynton Marsalis: "He's technically a super musician, but he doesn't have any fire."

On Stanley Jordan: "His first album did impressively well, but I don't know if it's just a flash-in-the-pan or not." "I'm not sure if he'll maintain appeal."

Manhattan Transfer, the group did not show up on anyone's list.

Voices On Vocalists

Sarah Vaughan was the only vocalist who acquired a high ranking. Here are thoughts on her and her counterparts.

WGBH's Eric Jackson of Vaughan: "To me she has a voice that keeps getting stronger as she gets older. She's the reigning female vocalist."

Lowrey, also on Vaughan: "She's known and respected, and has all kinds of crossover potential."

Rollins of Diane Reeves: "She's a singer I like who has yet to achieve the tremendous impact and respect I know she's capable of."

WJZZ's Dorian Paster of Judy Roberts: "She's steeped in the jazz tradition, yet at the same time is able to write some very catchy tunes and present them in a format readily accessible to a cross-section of audiences."

Yohn of Ernestine Anderson: "This lady has it all - a big beautiful voice coupled with an innate sense of swing. She sings the blues and jazz with equal facility. I'd love

Bob O'Conner, JP Rob Wilson, JP Asst. KIFM/San Diego

Established

1. Pat Metheny
2. David Sanborn
3. Dave Grusin
4. Bob James
5. Spyro Gyra

Up & Coming

1. George Howard
2. Stanley Jordan
3. Skywalk
4. Sade
5. Special EFX

Bob Parlocha, MD KJAZ/San Francisco

Established

1. Wayne Shorter
2. Art Blakey
3. Betty Carter
4. McCoy Tyner
5. Sonny Rollins

Up & Coming

1. Branford Marsalis
2. Kevin Eubanks
3. Terrence Blanchard
4. Kenny Kirkland
5. Nancy King

to hear her with the Count Basie band as led by Thad Jones."

Carl and Wallace on Nina Simone: "She's our pick because of the range, power, and quality of the interpretations she gives to everything she sings."

Stribling on Carol Sloane: "Technically she's up there with Ella Fitzgerald and Sarah Vaughan."

Vercelli on Jackie Paris: "He's already made some classic albums in the '60s for Impulse Records and is a very good guitarist. But Jackie's more widely known as a vocalist. Thus far, he's been recognized in the industry as the musician's singer. He's definitely a talent deserving wider recognition."

O'Conner and Wilson on Sade: "She's a terrific crossover artist who is a good attraction to jazz for new listeners."

Parlocha on Betty Carter: "To my mind, Betty Carter is easily the finest jazz singer, male or female. I would have her in the studio at least once a year and promote her heavily until I see her on the Carson show!"

Paul Gerardi, (former MD) WLOQ/Orlando

Established

1. Weather Report
2. Ahmad Jamal
3. Grover Washington Jr.
4. Freddie Hubbard
5. Steps Ahead

Up & Coming

1. Stanley Jordan
2. Special EFX
3. Tom Harrell
4. Kirk Whalum
5. Kenia

Gary Vercelli, JD KXPR/Sacramento

Established

1. McCoy Tyner
2. George Cables
3. Archie Shepp
4. Woody Shaw
5. Elvin Jones

Up & Coming

1. Pat Martino
2. Steve Grossman
3. Stafford James
4. Jean Carn
5. Jackie Paris

ALL THAT JAZZ

Best wishes go to WLOQ/Orlando's MD Paul Gerardi, who'll soon depart to New York to do some freelance writing for *Jazziz* magazine. Call him at (212) 473-1138 after February 1. As of this writing, no MD replacement has been announced. . . . Gerry Weston is named GM of WFPL/Louisville after five and a half years as JD/Associate Producer. Covering his previous duties is interim Associate Producer Joe Vincenza. . . . New PD at WLVE/Miami is John Moen. . . . After an eight-year battle for ownership, WBYY/Columbus's license is in full ownership of Carl Nourse. . . . Replacing WGCI/Chicago's Graham Armstrong as PD is former crosstown WBMX PD Lee Michaels. The station is no longer reporting to this section, due to a jazz cutback. . . . WBFO/Buffalo boosts power to 20 kw. . . . More jazz at KJZZ/Phoenix, which began broadcasting full-

time last month.

Independent promoter Cheryl Werier takes up Landmark's account, replacing Dede Whiteside, who was recently named Executive Director at Ford/Conti/Alex Artist Management.

As anticipated, Kareem Abdul-Jabbar's new, MCA-affiliated jazz label, *Cranberry Records*, was recently announced. . . . NPR announces "A Jazz Jubilee," a month full of jazz programming, celebrating Black History Month in February. Nationally distributed shows include: "American Women In Jazz," "The Basie Dozen," "Jazz, America's Classical Music," "Horizons," and "Profiles In Jazz."

Contact Sarah Carlston at (202) 822-2321. . . . Spearheaded by Tani Jones, *Jazz Aid* will host a concert for the needy at the Los Angeles Forum May 15. For more information, write:

Jazz Aid International, PO Box 2415, Santa Monica, CA 90406-2415

The National Academy of Jazz (the organization which spawned from the "NARAS Munity" last year) is now in full swing, so to speak. Officers include President Jim Washburn and VP Frank Capp. The Board of Directors are Bob Florence, Plas Johnson, Mundell Lowe, Marty Morgan, Chuck Niles, Dave Pell, Sue Raney, George Rappaport, and Jack Wheaton. Goals are the general advancement of jazz, and to give formal (televized) recognition for excellence in this field. Branch organization "Jazz For Life" (like Jazz Aid and Live Aid) will organize activities (concerts, etc.) for the domestic needy. Active (voting) membership for this nonprofit organization is \$35. Call Membership Director Terri Tilton at (818) 901-8500 for more information.

MARKETPLACE

AIRCHECKS

Audio and Video Airchecks!

VIDEO #4 features WZGG/Ross Brittain, WBSB/Willy B., WAVA/Charlie & Harrigan, KFRC/Tom Parker, KWSS/Kelly & Kline, KZZP/Clarke Ingram, & KZZP/Bruce Kelly. \$39.95. VHS or BETA, 2 full hours.

Current Issue #70 features WYRK/Howard Stern, WFYR/Jeff Elliott & Jerry St. James, KFRC/Bobby Ocean, KRLA/Emperor Bob Hudson, WYNY/Harris & Harris, KSRR/Mr. Moby, KYUU/Rick Shaw & Phoenix's new KKFR. 90-min. cassette, \$5.50.

Current Issue #69 features Pittsburgh's WHTX & B94, KIIS/Rick Dees, KZZP/Clarke Ingram, WAVA/Charlie & Harrigan, KHJ/Dave Hull, St. Louis A/C KSD, Kansas City's new CHR KBKC, WLS-AM/Steve Dahl. 90-min. cassette, \$5.50.

Special Issue #5-73 features CHICAGO AM DRIVE! WLS/Larry Lujack, WLUP/Jonathan Brandmeier, WGN/Wally Phillips, WMET/Stu Collins, WJMK/Joel Sebastian, WCKG/John Landecker, plus WXRT & WGCI. 90-min. cassette, \$5.50.

Special Issue #5-74 features Las Vegas CHR's KLUC, KITT & KYRK, AOR KOMP, & A/Cs KUDO, KMJJ & KMZQ, San Bernardino CHR KGGI, AOR KCAL-FM, & A/Cs KMEN, KQLH & KBON, Bakersfield CHR's KKXX & KQXR, Oldies KGEO & A/C KLLY. Cassette, \$5.50.

STILL AVAILABLE: #5-69 (Baltimore), #5-70 (Philly) & #5-71 (Washington D.C.) @ \$5.50 each.

Classic Issue #C-63 features WCFL/Big Ron O'Brien-1975, WMCA/Gary Stevens-1965, K100/Eric Chase-1976, XERB/Wolfman Jack-1971, KAFY/Dick Lyons-1966, KYA/Gary Cocker-1976 & KFI/Tim Kelly-1978. Cassette, \$10.50.

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(619) 460-6104

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Due to the large number of placements of our registrants and the increased demand of radio stations across the country, NATIONAL is in need of qualified personnel for virtually all radio positions, particularly news people and announcers, for small, medium, and major markets. We are also short of qualified female personnel. If you are seriously seeking a move, contact NATIONAL now. For complete information including brochure and registration form enclose \$1 postage/handling to:



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VP/Director Human Resources
Media General Broadcast Services, Inc.
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Memphis, TN 38112
EOE M/F



FSA needs morning personality. Heavy information format. C&R: Dave Anthony, Box 2494, Weirton, WV 26062. EOE M/F (1-24)

WRKI AOR needs parttime news/person possible parttime air work. Local applicants encouraged. T&R: Buzz Knight, Box 95, Danbury, CT 06810. EOE M/F (1-24)

95.7 FM

We've got exceptional positions for exceptional people. Looking for: A HOT Production Director and Announcers. Join Conn's fastest growing FM. T&R to Bob Mitchell, c/o KISS-FM, 60 Washington St., Hartford, CT 06106. Beginners need not apply. EOE

NH CHR seeks fulltime announcer/production person who's ready to win. No beginners. T&R: Mike Trombly, WKNE-FM, Keene, NH 03431. No calls. EOE M/F (1-24)

Q-106 seeks talented personalities for possible future part-time/week openings. T&R: Bob Spence, WOKA, Box 2508, York, PA 17405. No calls. EOE M/F (1-24)

PD for dominant full-service AM. Experience a must. Air shift required. T&R: Thom Williams, WGHQ, Box 1880, Kingston, NY 12401. No calls. EOE M/F (1-24)

Automated CHR going live. Need two/three experienced air personalities. T&R: Thom Williams, WBPM, Box 1880, Kingston, NY 12401. No calls. EOE M/F (1-24)

Full-service A/C seeks experienced news reporter/communicator. Adult sound/easygoing. Call: Bob Mercer, (302) 478-2700 (9am-12 noon EST) EOE M/F (1-24)

DC metro A/C needs adult communicator. Prior experience/production a must. T&R: Bob Appel, WINX, Box 1728, Rockville, MD 20850. EOE M/F (1-17)

Suburban NY AM needs upbeat, entertaining FM driver. T&R: Jim Bosh, WJDM, 9 Caldwell Pl., Elizabeth, NJ 07201. EOE M/F (1-17)

Top-rated stations in Berkshires need anchor/reporter. Three-person staff. Top facility. Competitive market. T&R: Tom Higginz, WUHN/WUPE, Box 1265, Pittsfield, MA 01202. EOE M/F (1-17)

KC99 FM, Rochester's #1 Country music station, has opening now for unique, entertaining personality. If you're a team player that plays to win, we want to hear from you now. You'll work in new state-of-the-art facilities, with a major league support staff. Excellent pay and benefits for the right candidate. T&R to Bobby Hatfield, PD, WZKC-FM, 259 Monroe Ave., Rochester, NY 14607. EOE M/F

SOUTH

PM drive/news anchor. Needs production sense/phone ability. Jim Dent: (205) 595-2940 EOE M/F (1-24)

KITE-105 seeks 7pm-12am air personality. Team player/good production a must. T&R: Bob O'Neil, PD, 441 Laguna, Corpus Christi, TX 78401. EOE M/F (1-24)

PROGRAM DIRECTOR

3 years experience • Marketing • Salable promotions • Air personality • Production skills • Deliver 35+ audience • Major market adult music FM. Resume plus critiqued aircheck tape of your station. Radio & Records, 1930 Century Park West, #235, Los Angeles, CA 90067. EOE

ND needed. A/C leader in sunny South. T&R: Sunny 105, Box 669, Augusta, GA 30903. EOE M/F (1-24)

New Southern 100& Country FM needs PD. Minimum five years' experience/two years' in programming. Ed Holladay: (601) 693-2661 EOE M/F (1-24)

Top-rated FL A/C with full-service news department. Seek morning anchor with strong/authoritative delivery. T&R: Nancy Frost, WRCC, Box 189, Cape Coral, FL 33910. EOE M/F (1-24)

Progressive, adult-oriented station with a strong commitment to news looking for News Anchor/Reporter. If you're a good writer, energetic street reporter, and have a smooth, unique delivery style, send T&R to Deana Hunley, WBPH Radio, P.O. Box 1230, Huntsville, AL 35807. EOE

100 kw CHR has future openings. Minimum three years' experience. T&R: Kelsey Scott, Box 570, Fayette, AL 35555. EOE M/F (1-24)

CHR FM ready to explode. T&R/references: Mark Driscoll, Box 1740, Jacksonville, FL 32201. EOE M/F (1-24)

WTM new FM. Need entire staff; air/production talent. ND. Rush T&R: J. Michael Pruetz, Box 954, Tupelo, MS 38802. EOE M/F (1-24)

WSBR seeks experienced A/C personalities for FL's Gold Coast. We're small, but growing. T&R: Stephen Harlow Hess, 5700 N. Federal Hwy., Boca Raton, FL 33431. No calls, please. EOE M/F (1-24)

Top-rated Country FM seeks morning man. Top salary in area, great fringe/medical benefits. You'll love this station. T&R: Dave Wright, Box 2038, Lakeland, FL 33806. EOE M/F (1-24)

100 kw Country FM needs bright/creative/personable talent. Production skills. 7pm-12am. T&R: Les Gardner, WTWE, Box 400, Manning, SC 29102. EOE M/F (1-24)

KZ-106 SE 100 kw rocker. Seek zany/crazy/almost-out-of-control 6-10pm jock. T&R: Scott Chase, Box 11202, Chattanooga, TN 37401. EOE M/F (1-24)

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If you're a super-talented creative, innovative production person. If you have the ability to create, write, and produce exciting, dynamic promos and commercials. If you can perform a short airshift well. If you can do character voices as well as a strong straight delivery, and have a range from soft sell to hard sell. If you enjoy working in two state-of-the-art multitrack production studios. If you enjoy working with the best and in the best environment.

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EOE

Resort FM needs air talent. Decent pay, great location. State-of-the-art equipment. T&R: Jona Höpfer, Beach 95FM, Box 400, Wanchese, NC 27881. EOE M/F (1-24)

Morning entertainer for SE NC CHR. T&R: Bill Sellars, Z-101, Box 665, Fayetteville, NC 28340. EOE M/F (1-24)

WWVZ/Charleston is accepting applications for announcing positions. T&R: Tony Hart, Box 30669, Charleston, SC 29417. EOE M/F (1-24)

Good attitude/production a must. Possible future openings air personalities/news persons. T&R: Ken Martin, PD, GC-101, Box 5069, Gainesville, FL 32602-5069. EOE M/F (1-24)

Country FM in sunny FL. Needs hot morning man, night jock/production pro. T&R: Glenn Moore, Box 1060, Avo, FL 33825. EOE M/F (1-24)

Experienced, humorous morning drive personality. Good production a must. T&R: V. Balkcum, WGBR/WGBR, Box 207, Goldsboro, NC 27533. EOE M/F (1-24)

SW FL AM/FM seeks aggressive reporter for expanding news department. T&R: Jerry Edwards, WINX, Box 331, Ft. Myers 33902. EOE M/F (1-24)

Z-103 fast-growing FL CHR seeks air talent for all shifts. C&R: Brian Douglas, Box 13549, Tallahassee, FL 32317. EOE M/F (1-24)

Self-motivated news/person needed for hip A/C NC. Enthusiasm, stability, creativity a must. C&R/news philosophy: Tom Cassidy, Box 2956, Asheville, NC 28802. EOE M/F (1-17)

Future openings at hip A/C in the mountains. C&R/salary requirements: Tom Cassidy, WSKY, Box 2956, Asheville, NC 28802. No calls please. EOE M/F (1-17)

AOR has immediate openings for air/production. Prime shifts available. T&R: Glen Martin, KKXZ, 427 E.9th, San Antonio, TX 78215. EOE M/F (1-17)

100 kw CHR, A/C seeks clever morning person. Other positions available. T&R: Kirk Sherwood, 221 Willowbrook Dr., Jackson, MS 39206. EOE M/F (1-17)

Morning anchor/reporter for TX combo needed now. One year's experience. T&R: Quinn, KXIS/KIIZ, Box 880, Killeen, TX 76540. EOE M/F (1-17)

Assistant ND full-service 50 kw AM. Experience a must. T&R: Mike Blackman, ND, WPTF-AM, Box 1511, Raleigh, NC 27602. EOE M/F (1-17)

MIDWEST

KKRC/Sioux Falls needs night rocker. Good bucks for the right person. T&R: Dan Kieley, KKRC, 1704 S. Cleveland, Sioux Falls, SD 57103. EOE M/F (1-24)

News/outside reporter/meetings & mobile traffic reports. Split shift. T&R: Ira Bilner, WIRL, Box 3335, Peoria, IL 61614. No calls please. EOE M/F (1-24)

NEW STATION NEEDS STAFF

Tulsa's new music intensive adult contemporary FM station needs an entire staff. Immediate openings for mornings, middays, afternoons, nights, overnights and weekend air personalities. We also need newspeople and production director immediately. Good production skills a must. Rush cassettes and resume to **John Curry, KVLT, Box 900, Owasso, OK 74055.** EOE M/F

Fulltime opening for ambitious announcer with good production. Mid-OH AM/FM. T&R: Marilyn Malone, Box 508, Galion, OH 44883, or (419) 468-4864 EOE M/F (1-24)

Rare announce opportunity at top-rated full service AM. Need seasoned/bright communicator. T&R: Brad Hartman, KFOR, Box 80208, Lincoln, NE 68501. EOE M/F (1-24)

Country FM needs ND fast. One year news experience. T&R: John Gauss, Jr., Box 38, Scottville, MI 49564. EOE M/F (1-24)

WQQ

Muskegon, MI 50 KW FM coastal/regional CHR looking for winning air talent to fill all day positions including morning drive and production director. You'll be working with first class facilities and radio professionals and be provided excellent benefits. Send cassettes and resumes to:
Goodrich Broadcasting
3565 29th Street, SE
Kentwood, MI 49508

OPPORTUNITIES

OPENINGS

NEWS PEOPLE

Small-medium market in Midwest AM/FM wants to build resume pool of News People who can lead the shop anticipating future openings. Send resumes to: Radio & Records, 1930 Century Park West, #137, Los Angeles, CA 90067. EOE

Announcer for future opening. 100 kw A/C FM. Will consider entry level. T&R: Chuck Yates, KGRC-FM, Box 1017, Hannibal, MO 63401. EOE M/F (1-17)

Experienced morning talent needed. A/C in Central IL college community. T&R: Jim Puttess, WIHN, 207 W. Jefferson, Bloomington, IL 61701. EOE M/F (1-17)

Announcer sought for promotion-oriented CHR No. MI. Good production skills. T&R: Pete Spencer, WATT, Box 520, Cadillac, MI 49601. EOE M/F (1-17)

UPPER MIDWEST CHR FM

Upper MW CHR FM seeks creative talent with good voices. Various dayparts possible. Excellent pay and working conditions for talented team players. Send T&R to Radio & Records, 1930 Century Park West, #242, Los Angeles, CA 90067. EOE M/F

"TELEPHONE TALK"

Major market stations wants personality with provocative, humorous, imaginative telephone finesse. Send tape and resume to: Radio & Records, 1930 Century Park West, #204, Los Angeles, CA 90067. EOE

AE Growing market. If you can generate new business, call us. Attractive commission plan. Resume: Jim Lewis, WAKE(AM), Valparaiso, IN 46383, or (219) 462-6111 EOE M/F (1-17)

Creative? Need copywriter with good production/announcing capabilities. Female encouraged. T&R/writing samples: KGRC, Box 1017, Hannibal, MO 63401. EOE M/F (1-17)

KFMW 108 MORNINGS

Number 1 FM (29.8) in Midwest, looking for creative personality with at least 3 years experience. Great opportunity. New facilities. Call Michael Dee at KFMW, (319) 234-2200.

Needed now. Afternoon personality Central KS CHR. Good pipes/production a must. Great place to grow. T&R: Scott James, KHOK, 171 S. Main St., Holsington, KS 67544. EOE M/F (1-17)

Join a top-rated NE WI station. Need fulltime air talents, local parttime announcers. C&R: Jeff McCarty, WIXX, Box 1991, Green Bay, WI 54305. EOE M/F (1-17)

A/C Morning Show

We're one of the country's top-rated A/C's in a Top 20 market, with one of America's hottest groups. We're searching for a morning entertainer who is extraordinarily warm, sincere, topical, local and has quick, to-the-point, relatable humor. Drop-ins and phone bits are fine but the most important quality you'll need is to have fun on the air and make it sound that way. An incredible opportunity with great money and great people! RUSH cassette, resume and references to: Radio & Records, 1930 Century Park West, #224, Los Angeles, CA 90067. EOE M/F

OPENINGS

WEST

Morning personality. Country AM. Medium-sized Rocky Mountain market. T&R/salary: Jon Rand, KGEW, Box 5278, Boise, ID 83705. EOE M/F (1-24)

Immediate fulltime opening. Production/creativity a must. T&R: KCIN Country, Box 1428, Victorville, CA 92392 or (619) 245-8635 EOE M/F (1-24)

TOP-RATED WEST COAST A/C

If you believe morning radio should be both provocative and entertaining, complemented with an excellent fast-paced information package, and can bring a winning track record to one of the nation's most successful and prestigious A/C stations, we would like to hear from you. Please send tape and presentation to: Radio & Records, 1930 Century Park West, #241, Los Angeles, CA 90067. EOE

Top-rated small/medium FM A/C seeks air talent. T&R: Bob 1056, Ukiah, CA 95482, or (707) 462-0945 EOE M/F (1-24)

KCSN seeks qualified volunteers for program hosts. Country music format. Tapes/inquiries: Country Hosts, KCSN, 18111 Northhoff St., Northridge, CA 91330. EOE M/F (1-24)

EXPERIENCED SALESPERSON

KZQZKAL, Central Coast's #1 AM & FM stations, have an immediate opening for an experienced salesperson. Must have minimum of 3 years experience. Top account list, benefits, and income. ONLY KILLERS NEED APPLY. Also opening for one entry-level position. Send resume to P.O. Box 220, Arroyo Grande, CA 93420. EOE

Experienced sales pro needed for AM/FM combo in Riverside/San Bernardino. If you can sell radio, let's talk. Call: GSM, (714) 825-5020 EOE M/F (1-24)

Future full/parttime openings for personality A/C in Reno. T&R: S. Miller, 100 Arlington, Ste. 240, Reno, NV 89501. EOE M/F (1-24)

KBOS seeks Hot 6pm-12am jock. Good production/pay. Females encouraged. T&R: Kris Van Kamp, 2020 E. McKinley, Fresno, CA 93703. EOE M/F (1-24)

CHR personality for sunny CA. Quality voice, human, experienced C&R. Brian Casey, KQ93, 2121 Laney Dr., Modesto, CA 95355. EOE M/F (1-24)

KERN/Bakersfield N/T needs ND. T&R: Rogers Brandon, Box 2700, Bakersfield, CA 93303. No calls please. EOE M/F (1-17)

50 kw CHR near Sacramento needs morning talent. Minimum three years' experience. T&R: Scott Mitchell, K100, Box 631, Marysville, CA 95901. No calls please. EOE M/F (1-17)

OPERATIONS MANAGER



We need a leader with 5 years of experience motivating an airstaff. If you can get the best out of people and do a top-quality airshift...

Send a tape and resume to:

Bill Weaver
VP/GM/PM
KLOK-AM/FM
77 Maiden Lane
San Francisco, CA 94108
EOE

OPENINGS

MORNING MAN (or team)

If you have been waiting for the opportunity to move to the very best market in the country and to shine on the *Hottest* station, and to make *major* dollars, now is the time to rush your very best to us. We're CHR, but A/C-leaning presentation acceptable. Send T&R to: Radio & Records, 1930 Century Park West, #239, Los Angeles, CA 90067. EOE

KSPN-FM seeks morning talent. 25+ AOR. Emphasis on humor/lifestyle/entertainment. Pros only. T&R: Gary Whipple, Box 8598, Aspen, CO 81612. EOE M/F (1-17)

No. AZ's top-rated CHR seeks experienced PD/morning talent. Must be outstanding talent with proven track record/leadership quality. T&R: Don Cann, (602) 634-3693 EOE M/F (1-17)

Immediate opening for creative morning talent. We have fun & we're top-rated. T&R: Gary Wolcott, K1QY, 743 Main, Lebanon, OR 97355, or (503) 259-2414 EOE M/F (1-17)

KOST 103 FM

"Coast 103"
Los Angeles
Our 1st Opening Ever!!

JOB:
Morning Drive News
Personality
Requirements:
Participation in KOST 103's morning program as news anchor and an additional source of personality
Qualifications:
Warm, friendly, entertaining, and smart!
Tape and resume to:
Jhane Kaye
610 So. Ardmore Ave.
Los Angeles, CA 90005

NO CALLS M/F EOE

KSLY-FM has rare opening. Experienced CHR personalities only. T&R: Joe Collins, Box 1400, San Luis Obispo, CA 93406. EOE M/F (1-17)

Weekenders needed. 100 kw A/C. T&R: Steve Thomas, PD, KKPL, Box 141146, Spokane, WA 99214. No calls please. EOE M/F (1-17)

MAJOR MARKET PERSONALITY

Mainly's KNEW in San Francisco has a rare opening for an exceptional fulltime air personality. If you are:

- A reliable performer
- Content-oriented yet concise
- Someone who works well within a service music format
- Experienced with A/C or Country background

Take your best shot at working with the most aggressive company in the industry. T&R to Harry Valentine, KNEW, 66 Jack London Square, Oakland, CA 94607. NO CALLS. EOE M/F

KNEW 91 AM

PBP/Announcer needed to do football/basketball & DJ shift. C&R: KBIM, Box 2308, Roswell, NM 82021. EOE M/F (1-17)

Top Hits 67 K-WINK/Simi Valley seeks full/parttime air talent. T&R: Steve Smith, 2136 Winifred St., Simi Valley, CA 93063. EOE M/F (1-17)

FM Country leader seeks mature, friendly, topical, disciplined personality. 5am-10am. T&R/References: Art Sanders, 8228 S. Regal, Spokane, WA 99203. EOE M/F (1-17)

OPENINGS



WE NEED A WAKE-UP CALL!

Our team is in place but Salt Lake City's Premier Modern Country Station needs a morning show. Don't bother if you're not fun, friendly, topical and a bit of a character. We're a well-run, successful company that knows how to win. This is a great opportunity for a real personality. No calls please. Send T&R to: KKAT-FM, P.O. Box 45150, Salt Lake City, UT 84145. EOE M/F

FM 40 miles from Tucson needs personality for Country format. T&R: Paul S. Lotsaf, KAVV, Box 42977, Tucson, AZ 85733. EOE M/F (1-17)

AOR Modesto/Stockton seeks Production Director/Jock. Minimum five years' experience. T&R: Jerry Longden, KDJK, 570 Armstrong Wy., Oakdale, CA 95361. EOE M/F (1-17)

TOP 30 CHR

Great opportunity with major broadcast station for the right person with the right stuff! Top 30 CHR looking for creative personality for afternoon and evening position. Rush T&R to Radio & Records, 1930 Century Park West, #243, Los Angeles, CA 90067. EOE

POSITIONS SOUGHT

Seek any position in news. Have T&R. ROY. (213) 672-8301 (1-24)

KMOX/WFBR/KULF. 13 years in large markets. Music/talk, phones/production. Ratings/references. All positions considered. CHARLIE. (301) 444-5328 (1-24)

PD at top-rated small market wants to move up to PD/MD/talent in medium market. CHR/AOR only. MARK-JEFFREY: (707) 822-7223 (1-24)

Personality announcer seeks next opportunity. Six years' experience including programming. Most formats. Interested in sports. DAVE. (804) 384-3041, or (305) 275-6054 (1-24)

Top-rated small market DJ wants to build track record. Knows the hits, loves radio. Three years' CHR, A/C, Oldies. Will relocate. MUSIC MAGICIAN. (405) 622-3709 (1-24)

MD seeks MD/Assistant PD career advance to larger market. Creative, organized, hardworking personality. Great span of musical knowledge. GARY. (301) 759-3264 (1-24)



Saturday Night Live Of Radio
Three guys with a great morning show, TV experience, and our own stage act. Call for comedy album and tape. (916) 965-8130.

Large market drivetime entertainer targeting 18-44 | can relate! Outrageous at times. Quick. Contract expires in February. BRIAN: (504) 469-4779 (1-24)

Looking for step up. Morning personality CHR, A/C, PBP. Five years' on-air. Will consider any shift/format. Prefer MW. Have call, will travel. MIKE: (616) 627-9553 (1-24)

Why am I looking? Station owner bought the farm. Son automated it. 16-year radio comedian available now. RICK BETCKETT: (616) 453-8611 (1-24)

Has the theater of your mind been turned to cinders? Tired of nodding in front of the television? For excitement, JOHN: (602) 782-2746 (1-24)

MD/on-air wanted. Five years' music programming/on-air in Milwaukee. CHR, A/C, Jazz/Country/Oldies. FRANK: (414) 342-4021 (1-24)

The James Gang is available for your market. 20 years' Country format. 15 years' PD/OM. I can help! BILL JAMES. (319) 334-2289 (1-24)

Six-year veteran/permanent student of radio with good report (rating) card. Looking to learn more in FL interested? RICK: (305) 574-3579 (1-24)

Morning team. Warm & hilarious/conversational/news, original humor. No big voices/T.T. Joke service. Just friends having fun. MARK: (301) 426-1590 (1-24)

NATIONAL MUSIC FORMATS

Added This Week

Broadcast Programming

John Sherman/Bob English (800) 426-9082

Adult Contemporary

STARSHIP "Sara"
STING "Russians"
HEART "These Dreams"
THOMPSON TWINS "King For A Day"
ISLEY, JASPER, ISLEY "Caravan Of Love"

Modern Country

SAWYER BROWN "Heart Don't Fall Now"

Century 21

Greg Stephens (214) 934-2121

The Z Format

INXS "What You Need"
MARILYN MARTIN "Night Moves"
ABC "How To Be A Millionaire"
ROBERT TEPPER "No Easy Way Out"
SIMPLE MINDS "Sanctify Yourself"
LOVERBOY "This Could Be The Night"

The AC Format

HEART "These Dreams"
ARETHA FRANKLIN "Another Night"
MIKE & THE MECHANICS "Silent Running"
ANNE MURRAY "Now And Forever (You And Me)"

Super-Country

PAKE McENTIRE "Every Night"
JANIE FRICKE "Easy To Please"
MICHAEL MARTIN MURPHY "Tonight We Ride"
EARL THOMAS CONLEY "Once In A Blue Moon"
LACY J. DALTON "Don't Fall In Love With Me"

Concept Productions

Elvin Ichiyama (916) 782-7754

CHR

INXS "What You Need"
CARS "I'm Not The One"
MARILYN MARTIN "Night Moves"
ARCADIA "Goodbye Is Forever"
ROBERT TEPPER "No Easy Way Out"

Country

RANDY TRAVIS "1982"
ALABAMA "She And I"
JANIE FRICKE "Easy To Please"
BELLAMY BROTHERS "Feelin' The Feelin'"
EARL THOMAS CONLEY "Once In A Blue Moon"
REBA McENTIRE "Whoever's In New England"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

HOOTERS "Day By Day"
SHEILA E. "A Love Bizarre"
ATLANTIC STARR "Secret Lovers"
THOMPSON TWINS "King For A Day"
SIMPLE MINDS "Sanctify Yourself"
A-HA "The Sun Always Shines On TV"

Contempo 300

HEART "These Dreams"
ATLANTIC STARR "Secret Lovers"

Great American Country

ALABAMA "She And I"
SAWYER BROWN "Heart Don't Fall Now"
ANNE MURRAY "Now And Forever (You And Me)"

Media General

Broadcast Services

Bob Dumais (901) 320-4433

Action

STARSHIP "Sara"
FORTUNE "Stacy"
DAN SEALS "Bop"
STING "Russians"
MR. MISTER "Kyrie"
ELTON JOHN "Nikita"
HEART "These Dreams"
SURVIVOR "Burning Heart"
ARETHA FRANKLIN "Another Night"
THOMPSON TWINS "King For A Day"
ANNE MURRAY "Now And Forever (You And Me)"

Your Country

ALABAMA "She And I"
RICKY SKAGGS "Cajun Moon"
STATLER BROTHERS "Sweeter And Sweeter"
DON WILLIAMS "We've Got A Good Fire Goin'"
ANNE MURRAY "Now And Forever (You And Me)"
GEORGE STRAIT "You're Something Special To Me"
MICKY GILLEY "Your Memory Ain't What It Used To Be"

MEDIA GENERAL CONTINUED

Hit Rock

ZZ TOP "Stages"
STING "Russians"
ELTON JOHN "Nikita"
HEART "These Dreams"
HOOTERS "Day By Day"
SHEILA E. "A Love Bizarre"
THOMPSON TWINS "King For A Day"
ARETHA FRANKLIN "Another Night"
FREDDIE JACKSON "He'll Never Love You (Like I Do)"

Peters Productions, Inc.

George Junak (800) 255-8511

Country Lovin'

LARRY GATLIN "Nothing But Your Love Matters"

The Great Ones

STARSHIP "Sara"
ELTON JOHN "Nikita"
HEART "These Dreams"
ANNE MURRAY "Now And Forever (You And Me)"

Radio Arts

John Benedict (818) 841-0225

Country's Best

PAKE McENTIRE "Every Night"
MERLE HAGGARD "I Had A Beautiful Time"
ANNE MURRAY "Now And Forever (You And Me)"
LARRY GATLIN "Nothing But Your Love Matters"

Soft Contemporary

JAMES TAYLOR "Only One"
ATLANTIC STARR "Secret Lovers"

Sound 10

JAMES TAYLOR "Only One"
ARETHA FRANKLIN "Another Night"
MIKE & THE MECHANICS "Silent Running"
ANNE MURRAY "Now And Forever (You And Me)"

Satellite Music Network

Pat Clarke (214) 991-9200

The Starstation

ELTON JOHN "Nikita"
C. CLEMONS & J. BROWNE "You're A Friend Of Mine"

Country Coast-To-Coast

JOHN DENVER "Dreamland Express"
JOHN ANDERSON "Down In Tennessee"
GARY MORRIS "100% Chance Of Rain"
LEE GREENWOOD "Don't Underestimate My Love"
JOHN SCHNEIDER "What's A Memory Like You..."
MICKY GILLEY "Your Memory Ain't What It Used To Be"

Rock 'N' Hits

ELTON JOHN "Nikita"
INXS "What You Need"
SADE "The Sweetest Taboo"
SHEILA E. "A Love Bizarre"
ABC "How To Be A Millionaire"
LOVERBOY "This Could Be The Night"
TOM PETTY &... "So You Want To Be A Rock 'N' Roll Star"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

ELTON JOHN "Nikita"
MARILYN MARTIN "Night Moves"
ARETHA FRANKLIN "Another Night"
THOMPSON TWINS "King For A Day"

TM AC

ELTON JOHN "Nikita"
FREDDIE JACKSON "He'll Never Love You (Like I Do)"

TM Country

ALABAMA "She And I"
SAWYER BROWN "Heart Don't Fall Now"

Transtar

Adult Contemporary

Dave Bogart (303) 578-0700

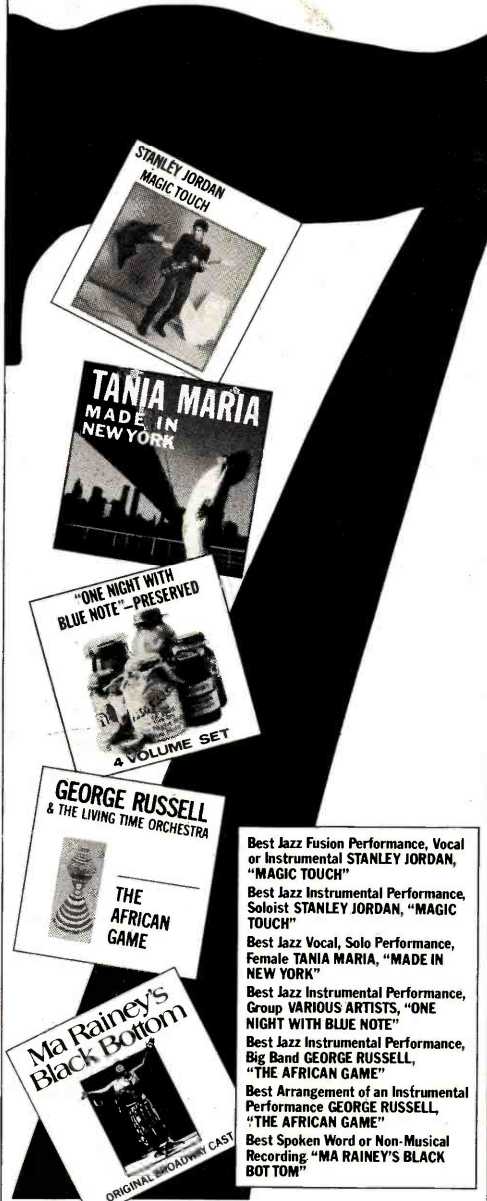
LIONEL RICHIE "Say You, Say Me"
FREDDIE JACKSON "You Are My Lady"

Country

Ed Chandler (213) 460-6383

JAMES TAYLOR "Everyday"
JOHN DENVER "Dreamland Express"
MICKY GILLEY "Your Memory Ain't What It Used To Be"

IN OUR 1ST YEAR



Best Jazz Fusion Performance, Vocal or Instrumental STANLEY JORDAN, "MAGIC TOUCH"

Best Jazz Instrumental Performance, Soloist STANLEY JORDAN, "MAGIC TOUCH"

Best Jazz Vocal, Solo Performance, Female TANIA MARIA, "MADE IN NEW YORK"

Best Jazz Instrumental Performance, Group VARIOUS ARTISTS, "ONE NIGHT WITH BLUE NOTE"

Best Jazz Instrumental Performance, Big Band GEORGE RUSSELL, "THE AFRICAN GAME"

Best Arrangement of an Instrumental Performance GEORGE RUSSELL, "THE AFRICAN GAME"

Best Spoken Word or Non-Musical Recording "MA RAINEY'S BLACK BOTTOM"

TURNING DREAMS
INTO MUSIC
ON
MANHATTAN
AND BLUE NOTE
RECORDS.

M A N
H A T
T A N

THE FIRST JAZZ SINCE 1950
BLUE NOTE

GRAMMY

NOMINATIONS
— AN —
UNPRECEDENTED
ACHIEVEMENT

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ROY AYERS



“HOT”

BLACK/URBAN BREAKERS

Black/Urban Chart: **33**
62/22 — 73%!

One Of The Most Added!



MARKED STATIONS

EAST

SOUTH

WXYV/Baltimore Roy Sampson... WYVA/Baltimore Dana Dan... WJZ/Charlotte Cliff Fletcher... WKXJ/Dayton E.L. COOL J...

WVEE/Atlanta Sofly Andrews... WNNM/Birmingham Michael Star... WQMG/Greensboro Doc Foster... WKLB/Baton Rouge Guy Broady...

WJXL/Jacksonville Mike Little... WFLX/Tallahassee Don Spencer... WKXJ/Jackson Tommy Marshall... WKXJ/Jacksonville Tony Mann...

WVFX/Dayton Fred Graham... WJXL/Jacksonville Mike Little... WKXJ/Jacksonville Mike Little... WKXJ/Jacksonville Mike Little...

WKXJ/Dayton Fred Graham... WKXJ/Jacksonville Mike Little... WKXJ/Jacksonville Mike Little... WKXJ/Jacksonville Mike Little...

WKXJ/Dayton Fred Graham... WKXJ/Jacksonville Mike Little... WKXJ/Jacksonville Mike Little... WKXJ/Jacksonville Mike Little...

WEST

WKXJ/Dayton Fred Graham... WKXJ/Jacksonville Mike Little... WKXJ/Jacksonville Mike Little... WKXJ/Jacksonville Mike Little...

WKXJ/Dayton Fred Graham... WKXJ/Jacksonville Mike Little... WKXJ/Jacksonville Mike Little... WKXJ/Jacksonville Mike Little...

WKXJ/Dayton Fred Graham... WKXJ/Jacksonville Mike Little... WKXJ/Jacksonville Mike Little... WKXJ/Jacksonville Mike Little...

WKXJ/Dayton Fred Graham... WKXJ/Jacksonville Mike Little... WKXJ/Jacksonville Mike Little... WKXJ/Jacksonville Mike Little...

WKXJ/Dayton Fred Graham... WKXJ/Jacksonville Mike Little... WKXJ/Jacksonville Mike Little... WKXJ/Jacksonville Mike Little...

MIDWEST

WGLN/Chicago Mike Anthony... WKXJ/Dayton Fred Graham... WKXJ/Jacksonville Mike Little... WKXJ/Jacksonville Mike Little...

WKXJ/Dayton Fred Graham... WKXJ/Jacksonville Mike Little... WKXJ/Jacksonville Mike Little... WKXJ/Jacksonville Mike Little...

WKXJ/Dayton Fred Graham... WKXJ/Jacksonville Mike Little... WKXJ/Jacksonville Mike Little... WKXJ/Jacksonville Mike Little...

85 Reporting Stations
80 Current Reports
The following stations reported a frozen list this week:
WAMO/Pittsburgh
WBXW/Chicago
WAOK/Atlanta
KHYS/Port Arthur
KJLH/Los Angeles failed to report and its list was frozen.

RADIO & RECORDS NATIONAL AIRPLAY

JAZZ

TOP 30

JANUARY 24, 1986

- 1 DAVID GRISMAN/Acousticity (Zebra/Acoustic)
2 GRP LIVE IN SESSION/GRP Live In Session (GRP)
3 TONY WILLIAMS/Foreign Intrigue (Blue Note)
4 BENNIE WALLACE/Twilight Time (Blue Note)
5 JOHN BLAKE/Winking Of An Eye (Grammavision)
6 JAMES NEWTON/African Flower (Blue Note)
7 HERBIE MANN/See Through Spirits (Atlantic)
8 KIRK WHALUM/Floppy Disk (Columbia)
9 MUGLEW MILLER/Keys To The City (Landmark)
10 JIMMY HEATH/New Picture (Landmark)
11 DIANE SCHUUR/Schuur (GRP)
12 CARLA BLEY/Walt (ECM)
13 WISHFUL THINKING/Wishful Thinking (Pausa)
14 MATT CATINIGUS/Hi-Tech Big Band (Sea Breeze)
15 JEAN-LUC PONTY/Fables (Atlantic)
16 TIM EYERMANN'S EAST COAST OFFERING/Walkin' With You (MCA)
17 MONTY ALEXANDER/Full Steam Ahead (Concord)
18 BEN SIDORAN/On The Cool Side (Magenta/Windham Hill)
19 JANET PLANET/Sweet Thunder (Sea Breeze)
20 RICHIE COLE/Bossa Nova Eyes (Palo Alto)
21 HARVIE SWARTZ/Urban Earth (Grammavision)
22 OTB/Out Of The Blue (Blue Note)
23 LARRY CORYELL & EMILY REMLER/Together (Concord)
24 LONNIE LISTON SMITH/Rejuvenation (Doctor Jazz)
25 WYNTON MARSALIS/Black Codes (From The Underground) (Columbia)
26 SADE/Promise (Portrait/CBS)
27 BILLY HART/Oshumare (Grammavision)
28 HANK CRAWFORD/Roadhouse Symphony (Milestone/Fantasy)
29 JULIE KELLY/Never Gonna Let Go (Pausa)
30 DON SEBESKY/Moving Lines (Doctor Jazz)

MOST ADDED

- HARVIE SWARTZ (12)
Urban Earth (Grammavision)
PERRI (10)
Celebrate! (Zebra)
BILLY HART (8)
Oshumare (Grammavision)
JANET PLANET (8)
Sweet Thunder (Sea Breeze)

HOTTEST

- TONY WILLIAMS (17)
Foreign Intrigue (Blue Note)
DAVID GRISMAN (15)
Acousticity (Zebra/Acoustic)
GRP LIVE IN SESSION (15)
GRP Live In Session (GRP)

GEORGE CABLES "Phantom Of The City" (Contemporary/Fantasy) 9/2
LISA RICH "Touch Of The Rare" (Trend) 9/2
MODERN JAZZ QUARTET "Topsy" (Pablo) 8/4
CLAUDIO RODITI "Claudio" (Uptown) 8/2
BLUE WISP KJAZZ "Rolling With Von Ohlen" (Mopro) 8/1
GEORGE COLEMAN "Manhattan Panorama" (Theresa) 8/1
ART BLAKEY "Live At Sweet Basil" (GNP Crescendo) 8/0
ART FARMER QUINTET "You Make Me Smile" (Soul Note) PSI
MEREDITH D'AMBROSIO "It's Your Dance" (Sunnyside) 6/1
HERMAN RILEY "Herman!" (Jam) 6/1
MAXINE SULLIVAN "Uptown" (Concord) 6/0

REGIONALIZED ADDS & HOTS

EAST

WADA/Boston City (1)
WEEZ/Chicago (1)
WBOS/Boston
WDCN/Winston-Salem (1)
WJZZ/Jacksonville (1)

MIDWEST

WZZM/Detroit (1)
WABC/Westchester (1)
WDBB/Charlotte (1)
WDRB/Raleigh (1)
WISN/Madison (1)

WEST

KADZ/San Diego (1)
KJZZ/Phoenix
KRWG/Winston-Salem (1)
KTVB/Vancouver (1)

SOUTH

WFLA/Tampa (1)
WFTS/Tampa (1)
WTVT/Tampa (1)
WWSB/West Palm Beach (1)
WWSW/Tampa (1)

NEW & ACTIVE

BOBBY SHEW "Round Midnight" (Mopro) 11/3
NEW YORK JAZZ QUINTET ENSEMBLE "4 On 6 X 5" (Bainbridge) 11/2
PERRI "Celebrate" (Zebra) 10/10
KENNY BARRON "Autumn In New York" (Uptown) 5/3
CALVIN KEYS "Full Court Press" (Olive Branch) 10/3
LES HOOPER "Hoopla" (Pausa) 10/2
FOWLER BROTHERS AIR POCKET "Hunter" (Fossil) 10/1
JIMMY ROWLES/RED MITCHELL TRIO "Jimmy Rowles/Red Mitchell Trio" (Contemporary/Fantasy) 9/4
GENE HARRIS "Nature's Way" (Jam) 9/3

DAVID GRISMAN AND A GREAT BEGINNING
The first Zebra Records release in association with MCA Records is...
Zebra Acoustic's debut release is...
ONLY THE BEGINNING!

49 Reporting Stations
48 Current Reports
WFSS/Fayetteville called in a frozen report.

COUNTRY

TOP 50

Three Weeks
Last Weeks

Three Weeks	Last Weeks	Rank	Artist/Record	Label
9	5	3	STEVE WARINER/You Can Dream Of Me (MCA)	
5	3	2	DAK RIDGE BOYS/Come On In (You Did The Best You Could Do) (MCA)	
8	6	4	MARIE OSMOND/There's No Stopping Your Heart (Capitol/Curb)	
1	1	1	CRYSTAL GAYLE & GARY MORRIS/Makin' Up For Lost Time (WB)	
16	12	9	DOLLY PARTON/Think About Love (RCA)	
14	11	6	GEORGE JONES/The One I Loved Back Then (Epic)	
19	14	10	EXILE/ Could Get Used To You (Epic)	
15	10	8	GLEN CAMPBELL/It's Just A Matter Of Time (Atlantic America)	
13	9	7	T. GRAHAM BROWN/I Tell It Like It Used To Be (Capitol)	
21	16	13	BARBARA MANRELL/Fast Lanes & Country Roads (MCA)	
4	2	5	JUICE NEWTON/Hurt (RCA)	
23	19	14	SYLVIA & MICHAEL JOHNSON/I Love You By Heart (RCA)	
24	22	16	SOUTHERN PACIFIC/Perfect Stranger (WB)	
27	25	18	EDDY RAVEN/You Should Have Been Gone By N (RCA)	
30	28	20	JOHN SCHNEIDER/What's A Memory Like You... (MCA)	
25	23	19	VINCE GILL/Oklahoma Borderline (RCA)	
20	18	15	WAYLON JENNINGS/The Devil's On The Loose (RCA)	
26	24	21	CHARLY McCLAIN with WAYNE MASSEY/You Are My Music, You Are... (Epic)	
29	27	23	MARK GRAY/Please Be Love (Columbia)	
22	20	17	BILLY JOE ROYAL/Burned Like A Rocket (Atlantic America)	
37	31	26	LEE GREENWOOD/Don't Underestimate My Love (MCA)	
32	29	25	JOHN DENVER/Dreamland Express (RCA)	
28	26	24	JOHN ANDERSON/Down In Tennessee (WB)	
46	38	27	GARY MORRIS/100% Chance Of Rain (WB)	
38	34	28	MICKEY GILLEY/Your Memory Ain't What It Used To Be (Epic)	
2	4	11	FORESTER SISTERS/Just In Case (WB)	
10	7	12	JOHN CONLEE/The Old School (MCA)	
41	35	29	DON WILLIAMS/We've Got A Good Fire Goin' (Capitol)	
41	36	32	T.G. SHEPPARD/In Over My Heart (Columbia)	
34	32	30	JAMES TAYLOR/Everyday (Columbia)	
—	—	40	ALABAMA/She And I (RCA)	
40	37	34	LOUISE MANRELL/Some Girls Have All The Luck (RCA)	
—	—	45	GEORGE STRAIT/You're Something Special To Me (MCA)	
48	42	38	RICKY SKAGGS/Cajun Moon (Epic)	
42	40	37	CHARLIE DANIELS BAND/Still Hurtin' Me (Epic)	
3	8	22	DAN SEALS/Bop (EMI America)	
BREAKER	57	47	ANNE MURRAY/Now And Forever (You And Me) (Capitol)	
BREAKER	58	48	STATLER BROTHERS/Sweeter And Sweeter (Mercury/PG)	
50	47	44	RANDY TRAVIS/1982 (WB)	
12	13	31	GENE WATSON/Memories To Burn (Epic)	
6	15	33	ROSANNE CASH/Never Be You (Columbia)	
35	33	29	JUDY RODMAN/ Sure Need Your Lovin' (MTM)	
DEBUT	45	49	MERLE HAGGARD/I Had A Beautiful Time (Epic)	
DEBUT	46	50	LARRY GATLIN & THE GATLIN BROTHERS/Nothing But Your Love Matters (Columbia)	
—	—	50	PAKE McENTIRE/Every Night (RCA)	
11	21	36	RESTLESS HEART/Heartbreak Kid (RCA)	
7	17	39	NITTY GRITTY DIRT BAND/Home Again In My Heart (WB)	
DEBUT	48	51	JOHNNY RODRIGUEZ/She Don't Cry Like She Used To (Epic)	
DEBUT	49	52	EARL THOMAS CONLEY/Once In A Blue Moon (RCA)	
DEBUT	50	53	MARTY STUART/Arlene (Columbia)	

JANUARY 24, 1986

Total Reports/Adds	Heavy	Medium	Light
162/0	142	15	5
162/0	134	24	4
157/0	126	25	6
154/0	132	15	7
163/1	102	54	7
154/0	111	34	9
163/1	90	69	4
162/2	95	55	12
148/0	102	41	5
163/3	66	86	11
138/0	96	28	14
159/2	63	82	14
152/1	51	86	15
162/4	31	112	19
160/4	29	109	22
151/1	44	93	14
141/0	58	64	19
149/4	46	83	20
152/5	36	89	27
124/2	67	40	17
161/8	14	109	38
154/2	19	104	31
140/1	39	75	26
150/9	6	92	52
138/6	10	89	39
113/0	56	37	20
114/1	67	29	18
150/18	6	81	63
141/9	7	84	50
117/6	12	81	24
149/34	7	63	79
128/5	5	83	40
131/25	12	60	59
131/15	5	72	54
110/9	7	62	41
75/0	29	25	21
124/28	2	41	81
102/11	4	62	36
98/22	10	39	49
66/0	21	25	20
59/0	15	21	23
75/1	2	38	35
79/35	3	24	52
82/24	1	30	51
85/12	3	23	59
45/0	8	21	16
46/0	7	18	21
56/4	6	28	22
73/53	1	12	60
61/11	1	23	37

MOST ADDED

- SAWYER BROWN (54)
Heart Don't Fall Now (Capitol/Curb)
- EARL THOMAS CONLEY (53)
Once In A Blue Moon (RCA)
- BELLAMY BROTHERS (45)
Feelin' The Feelin' (MCA/Curb)
- JANIE FRICKE (38)
Easy To Please (Columbia)
- MERLE HAGGARD (35)
I Had A Beautiful Time (Epic)
- ALABAMA (34)
She And I (RCA)
- ANNE MURRAY (28)
Now And Forever (You And Me) (Capitol)
- GEORGE STRAIT (25)
You're Something Special To Me (MCA)
- LARRY GATLIN & THE GATLIN BROS (24)
Nothing But Your Love Matters (Columbia)
- MEL McDANIEL (22)
Shoe String (Capitol)

HOTTEST

- CRYSTAL GAYLE & GARY MORRIS (75)
Makin' Up For Lost Time (WB)
- MARIE OSMOND (64)
There's No Stopping Your Heart (Capitol/Curb)
- GEORGE JONES (59)
The One I Loved Back Then (Epic)
- STEVE WARINER (58)
You Can Dream Of Me (MCA)
- OAK RIDGE BOYS (57)
Come On In (You Did The Best...) (MCA)
- BILLY JOE ROYAL (39)
Burned Like A Rocket (Atlantic America)
- T. GRAHAM BROWN (34)
I Tell It Like It Used To Be (Capitol)
- JUICE NEWTON (32)
Hurt (RCA)
- DOLLY PARTON (28)
Think About Love (RCA)
- JOHN CONLEE (24)
The Old School (MCA)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. **New & Active** records are those receiving airplay at 30-59% of the stations. Records in **Significant Action** are receiving airplay at 5-29% of the stations. Records do not have to reach **Breaker** in order to chart. However, once a record charts, it must reach the 60% airplay level within the two following weeks to achieve **Breaker** status. Checkmarks signify the most added of the non-charted records.

BREAKERS

ANNE MURRAY

Now And Forever (You And Me) (Capitol)

On 75% of reporting stations. Rotations: Heavy 2, Medium 41, Light 81, Total Adds 28 including WPTR, KIX106, CHOW, KILT-FM, WSIX, KKYX, WONE, WCXI, KFKF, WTHI, KWEN, KYAK, KUZZ, KLZ, KNEW.

STATLER BROTHERS

Sweeter And Sweeter (Mercury/PolyGram)

On 62% of reporting stations. Rotations: Heavy 4, Medium 62, Light 36, Total Adds 11, WPOR, WYNN, WSIX, WWKA, WQYK, WONE, WCXI, WKKQ, WMIL, WTOD, KGA. Heavy: WFMS, KXXY, WOW, KVOD.

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TUCKER**

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**ONE LOVE
AT A TIME**

is her debut single

ON CAPITOL



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Capitol.

COUNTRY

NEW & ACTIVE

- RANDY TRAVIS "1982" (WB) 98/22**
Rotations: Heavy 10, Medium 39, Light 49, Total Adds 22 including WPTR, KASE, WDOX, KHEY, WDKE, KYXX, KJNE, WSLR, WONE, KYNG, KIOV, KVOC, KLZ, KUGN.
- PAKE MCENTIRE "Every Night" (RCA) 85/12**
Rotations: Heavy 3, Medium 23, Light 59, Total Adds 12 including WCAO, WKYG, WUSY, WKLO, WESC, KILT-FM, KBMR, KSO, KWMT, KFBE, KEIN, KALF. Heavy: WOKK, KXXY, KFDD.
- LARRY GATLIN & THE GATLIN BROTHERS "Nothing But Your Love Matters" (Columbia) 82/24**
Rotations: Heavy 1, Medium 30, Light 51, Total Adds 24 including WRKZ, WVAW, WYNN, WGTO, KXXN, WRKX, WUSQ, WUBE, KWMT, WKCL, KIK-FM, KFBE, KJLO, KCBQ.
- MERLE HAGGARD "I Had A Beautiful Time" (Epic) 79/35**
Rotations: Heavy 3, Medium 24, Light 52, Total Adds 35 including WPTR, WVAM, WHN, KSSN, KLLL, WLWI, WCXI, WAXX, WDFB, WBCS, WWJQ, KEIN, KVEG, KWJ, KIM.
- EARL THOMAS CONLEY "Once In A Blue Moon" (RCA) 73/53**
Rotations: Heavy 1, Medium 12, Light 60, Total Adds 53 including WVAM, WNNY, KEAN, KKIX, KIKK, WLWI, KKYX, KFQO, WCUZ, WGEA, WTSO, KKAL, KRWD, KJLO, KCBQ.
- SAWYER BROWN "Heart Don't Fall Now" (Capitol/Curb) 72/54**
Rotations: Heavy 1, Medium 9, Light 92, Total Adds 54 including WQNA, WVAM, WPOP, CHOW, WUSY, WOKK, WKIX, WIRK, WITL, WOV, KIOV, KVOO, KRKT, KLZ, KRWQ.
- MEL MCDANIEL "Shoe String" (Capitol) 67/22**
Rotations: Heavy 0, Medium 19, Light 48, Total Adds 22 including WRKZ, WIXY, KYKR, WKLO, WESC, KSSN, WPAW, WQYK, WJUSQ, KBMR, WITL, KIOV, KUJY, KVEG, KSON.
- LACY J. DALTON "Don't Fall In Love With Me" (Columbia) 62/12**
Rotations: Heavy 0, Medium 15, Light 47, Total Adds 12, WBWG, WOKO, KRFR, WXBQ, WKIX, KWMT, WKCO, KTPK, KFBE, KOLO, KRPM, KIGO. Medium: WCVR, KBMR, WTOD.
- MARTY STUART "Arlene" (Columbia) 61/11**
Rotations: Heavy 1, Medium 23, Light 37, Total Adds 11, WVAW, WYNN, WESC, KILT-FM, KYXX, WRNL, KCFE, WTSO, KXXY, WOV, KFBE. Heavy: KIGO. Medium: WQNA, WAMZ, KFDD.
- JOHNNY RODRIGUEZ "She Don't Cry Like She Used To" (Epic) 56/3**
Rotations: Heavy 0, Medium 28, Light 22, Total Adds 3, WKYK, KIK-FM, KRPM. Heavy: WCVR, KIKK, KSO, WOV, KRKT, KSO. Medium: KRVR, WEZL, WTVY, WITL, KTPK, KEIN.
- JIM GLASER "If I Don't Love You" (NobleVision/MCA) 54/6**
Rotations: Heavy 0, Medium 19, Light 35, Total Adds 6, WIXY, KEAN, KHEY, WIRK, KIK-FM, KALF. Medium: WBWG, WEZL, KKK, WCMS, WGEA, WITL, WTCM, KJLO, KJHM.
- JOHNNY LEE "The Loneliness In Lucy's Eyes" (WB) 53/12**
Rotations: Heavy 0, Medium 18, Light 35, Total Adds 12, WVAM, WIXL, WUSY, WKLO, WTVY, KILT-FM, WPAW, WIRK, KBMR, KWMT, KALF, KIGO. Medium: WDKE, WXCL, WTCM.
- RAY STEVENS "The Ballad Of The Blue Cyclone" (MCA) 52/12**
Rotations: Heavy 1, Medium 14, Light 37, Total Adds 12, WKYG, WVAW, KIKK, WGKX, WKSJ, WKIX, WBCS, WDGY, WKCO, KUGN, KRWQ, KOLO. Heavy: WOV, WTCR, WYNG.
- BRENDA LEE "Why You Been Gone So Long" (MCA) 50/7**
Rotations: Heavy 1, Medium 17, Light 32, Total Adds 7, WCAO, WKIX, WRNL, WUSQ, KBMR, WKCO, KVOO. Heavy: KRKT. Medium: WOKO, WEZL, WCMS, KKYX, KFQO, WTOD, KSO.

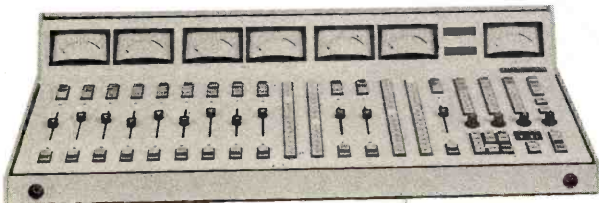
SIGNIFICANT ACTION

- JANIE FRICKE "Easy To Please" (Columbia) 47/38**
Rotations: Heavy 1, Medium 4, Light 42, Total Adds 38 including WVAM, WOKQ, WRKZ, KASE, WOKK, WIRK, KSO, WITL, KVOO, KRKT, KEIN.
- BELLAMY BROTHERS "Feelin' The Feelin'" (MCA/Curb) 45/45**
Rotations: Heavy 1, Medium 2, Light 42, Total Adds 45 including WQNA, WXTU, KKIX, WIVK, KSSN, KBMR, WXCL, KUZZ, KOIL, KALF.
- KENNY ROGERS "Goodbye Marie" (Liberty) 45/6**
Rotations: Heavy 0, Medium 22, Light 23, Total Adds 6, WCAO, KHEY, WESC, KLLL, WWWW, KFQO. Medium: CHOW, WGKX, KEIN, KTM.
- GIRLS NEXT DOOR "Love Will Get You Through Times With No Money" (MTM) 42/12**
Rotations: Heavy 0, Medium 7, Light 35, Total Adds 12, WCAO, WIXY, WXBQ, WTVY, WDKE, KLLL, WKIX, WUSQ, KSO, KFDD, KEIN, KALF.
- MAC DAVIS "Sexy Young Girl" (MCA) 38/15**
Rotations: Heavy 1, Medium 5, Light 32, Total Adds 15 including WQNA, WVAW, WTVY, WLWI, KJNE, WAXX, KFQO, WKCL, KRKT, KSO.
- PAM TILLIS "Those Memories Of You" (WB) 37/9**
Rotations: Heavy 0, Medium 6, Light 31, Total Adds 9, WCAO, WKLO, WESC, WOKK, WKIX, KKYX, WTCR, KFBE, KEIN.
- SONNY CURTIS "Now I've Got A Heart Of Gold" (Steem) 24/3**
Rotations: Heavy 6, Medium 18, Light 3, WKLO, WUSQ, WWJQ. Medium: WTVY, WLWI, WITL, KRWD, KSO. Light: WQNA, WCAO.

- MICHAEL MARTIN MURPHEY "Tonight We Ride" (WB) 19/18**
Rotations: Heavy 0, Medium 3, Light 16, Total Adds 18 including WIXL, WPCR, KRVR, WAMZ, WIRK, KBMR, KIOV, KKAL, KKCS, KNIX.
- MASON DIXON "Got My Heart Set On You" (Texas) 19/2**
Rotations: Heavy 0, Medium 7, Light 12, Total Adds 2, WKYK, KFQO. Medium: WTVY, WPAW, KKYX, WTCM, KRKT, KIGO. Light: WVAW, WAXX.
- LORETTA LYNN "Just A Woman" (MCA) 14/7**
Rotations: Heavy 0, Medium 1, Light 13, Total Adds 7, WVAW, WCVR, KRVR, WAXX, WOV, KCKC. Medium: KRKT. Light: WDXE, KXXY.
- BRUCE SPRINGSTEEN "My Hometown" (Columbia) 14/1**
Rotations: Heavy 0, Medium 2, Light 12, Total Adds 1, WIXY. Medium: WBWG, KRWD. Light: WOKK, WCMS, KJNE, WYNG, WQYK, KIDP, KSSN.
- CARL JACKSON "You Are The Rock (And I'm A Rolling Stone)" (Columbia) 13/1**
Rotations: Heavy 0, Medium 5, Light 8, Total Adds 1, KFDD. Medium: WESC, KKYX, KRWD. Light: KRVR, WCMS, WAXX, WCUZ, KUZZ.
- JIMMY BUFFETT "Please Bypass This Heart" (MCA) 12/12**
Rotations: Heavy 0, Medium 0, Light 12, Total Adds 12, WQNA, WCVR, KASE, WIVK, WCUZ, KVOO, KRKT, KKAL, KRWD, KOIL, KALF, KTM.
- CHUCK PYLE "Breathless In The Night" (Urban Sound) 12/3**
Rotations: Heavy 1, Medium 4, Light 7, Total Adds 3, WCAO, WKIX, KFDD. Heavy: KIGO. Medium: WVAM, WPAW, KRKT, KRWD. Light: WGTG, KFQO.
- TONI PRICE "Mississippi Breakdown" (Luv) 12/2**
Rotations: Heavy 0, Medium 3, Light 9, Total Adds 2, WEZL, KRWD. Medium: WTVY, KFQO. Light: WCAO, WGTG, WLWI, WTCM, KSO. KIGO.
- JOE STAMPELY "When You Were Blue And I Was Green" (Epic) 12/2**
Rotations: Heavy 0, Medium 1, Light 11, Total Adds 2, WQNA, KKYX. Light: KRVR, WPAW, KSO, KFQO, WOV, KVOO, KKAL, KSO.
- KEITH WHITLEY "Miami, My Amy" (RCA) 10/8**
Rotations: Heavy 0, Medium 1, Light 9, Total Adds 8, WCVR, WGTG, WAMZ, WOKK, WKSJ, KIOV, KUZZ, KSO. Light: WIRK, KRWD.
- ADAM BAKER "In Love With Her" (Signature) 10/8**
Rotations: Heavy 0, Medium 0, Light 10, Total Adds 8, WVAM, KRVR, WDXE, WOKK, WAXX, KRWD, KSO, KIGO. Light: WQBE, KRKT.
- SUSAN RAYE "I Just Can't Take The Leaving" (Westexas America) 10/6**
Rotations: Heavy 0, Medium 0, Light 6, WTCR, KRVR, WTVY, WESC, KRWD, KSO. Light: WOKK, KSO, KRKT, KUZZ.
- BOBBY BLUE "Once Upon A Time" (Nite) 9/2**
Rotations: Heavy 1, Medium 1, Light 7, Total Adds 2, WLWI, KOLO. Heavy: KRKT. Medium: KIGO. Light: WCAO, KKYX, KVOO, KSO.
- LEWIS STOREY "Ain't No Tellin'" (Epic) 8/5**
Rotations: Heavy 0, Medium 0, Light 8, Total Adds 5, WKLO, WTVY, WPAW, KFQO, KFDD. Light: WOKK, WAXX.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
JUDDS/Rockin' With The Rhythm Of The Rain (RCA/Curb)	<i>Rockin' With The...</i>
CONWAY TWITTY/Lay Me Down Carolina (WB)	<i>Chasin' Rainbows</i>
FORESTER SISTERS/Mama's Never Seen Those Eyes (WB)	<i>The Forester Sisters</i>
GEORGE STRAIT/Dance Time In Texas (MCA)	<i>Something Special</i>
KENNY ROGERS/Tomb Of The Unknown Love (RCA)	<i>Heart Of The Matter</i>
STEVE WARINER/She's Crazy For Leaving (MCA)	<i>Life's Highway</i>
SAWYER BROWN/Shakin' (Capitol/Curb)	<i>Shakin'</i>
GEORGE STRAIT/In Too Deep (MCA)	<i>Something Special</i>
BIG RIVER/Muddy Water (MCA)	<i>Big River Soundtrack</i>
NITTY GRITTY DIRT BAND/Partners, Brothers, And Friends (WB)	<i>Partners, Brothers, And ...</i>
JUDY RODMAN/Until I Met You (MTM)	<i>Judy</i>
SHOPPE/Like A Rose In The Sand (MTM)	<i>The Shoppe</i>
JUICE NEWTON/Let Your Woman Take Care Of You (RCA)	<i>Old Flame</i>
STEVE WARINER/Life's Highway (MCA)	<i>Life's Highway</i>
LARRY GATLIN & THE GATLINS/Indian Summer (Columbia)	<i>Smile</i>
JUDDS/Workin' In A Coalmine (RCA/Curb)	<i>Rockin' With The Rhythm</i>



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FULL-SERVICE A/C

TOP 20

Three Weeks
Two Weeks
Last Week

1	1	1	1	DIONNE & FRIENDS /That's What Friends Are For (Arista)
4	4	2	2	BARBRA STREISAND /Somewhere (Columbia)
13	8	5	3	BRUCE SPRINGSTEEN /My Hometown (Columbia)
5	5	3	4	STEVE WONDER /Go Home (Tama/Motown)
10	7	7	5	SADE /The Sweetest Taboo (Portrait/CBS)
2	2	4	6	LIONEL RICHIE /Say You, Say Me (Motown)
6	6	6	7	DIRE STRAITS /Walk Of Life (WB)
3	3	8	8	KLYMAXX /I Miss You (Constellation/MCA)
11	11	9	9	EI DeBARGE with DeBARGE /The Heart Is Not So Smart (Gordy/Motown)
—	18	11	10	BILLY OCEAN /When The Going Gets Tough... (Jive/Arista)
16	16	12	11	WHITNEY HOUSTON /How Will I Know (Arista)
—	—	17	12	DREAM ACADEMY /Life In A Northern Town (Reprise/WB)
DEBUT	18	15	13	STARSHIP /Sara (Grunt/RCA)
DEBUT	18	15	14	WHAM! /I'm Your Man (Columbia)
—	19	18	15	ELTON JOHN /Nikita (Geffen)
—	19	18	16	MICHAEL FRANKS featuring B. RUSSELL /When I Give My Love To You (WB)
8	10	15	17	MR. MISTER /Broken Wings (RCA)
14	13	13	18	JOHN DENVER /Dreamland Express (RCA)
BREAKER	19	18	19	ANNE MURRAY /Now And Forever (You And Me) (Capitol)
BREAKER	20	19	20	GARY MORRIS & CRYSTAL GAYLE /Making Up For Lost Time (WB)

JANUARY 24, 1986

Total Reports/Adds	Heavy	Medium	Light
390	35	4	0
390	33	5	1
410	28	11	2
360	30	6	0
371	28	8	1
370	22	12	3
340	26	8	0
310	17	11	3
280	15	12	1
270	14	11	2
293	14	12	3
326	10	18	4
314	7	19	5
261	8	16	2
326	4	22	6
251	7	16	2
230	4	15	4
210	9	12	0
256	4	16	5
255	2	17	6

MOST ADDED

- JAMES TAYLOR (21)**
Only One (Columbia)
- EVERLY BROTHERS (12)**
Born Yesterday (Mercury/PolyGram)
- DREAM ACADEMY (6)**
Life In A Northern Town (Reprise/WB)
- ELTON JOHN (6)**
Nikita (Geffen)
- ANNE MURRAY (6)**
Now & Forever (You & Me) (Capitol)

HOTTEST

- DIONNE & FRIENDS (25)**
That's What Friends Are For (Arista)
- BRUCE SPRINGSTEEN (23)**
My Hometown (Columbia)
- SADE (22)**
The Sweetest Taboo (Portrait/CBS)
- DIRE STRAITS (19)**
Walk Of Life (WB)
- BARBRA STREISAND (17)**
Somewhere (Columbia)

CHART EXTRAS

RANDY GOODRUM
Silhouette (GRP)

53% of our reporters on it. Rotations: Heavy 3, Medium 15, Light 5, Total Adds 1, KSL.

BREAKERS

JAMES TAYLOR
Only One (Columbia)

58% of our reporters on it. Rotations: Heavy 0, Medium 8, Light 17, Total Adds 21 including WWKB, WISN, WCCO, KFMB, KJR, WCHS, WGY, WGOW, WRVA, KBOI.

ANNE MURRAY
Now And Forever (You And Me) (Capitol)

58% of our reporters on it. Rotations: Heavy 4, Medium 16, Light 5, Total Adds 6, WWKB, KJR, WBT, WIBC, KBOI, KFQD. Debuts at number 19 on the Full-Service chart.

GARY MORRIS & CRYSTAL GAYLE
Making Up For Lost Time (WB)

58% of our reporters on it. Rotations: Heavy 2, Medium 17, Light 6, Total Adds 5, WTMJ, WBT, WGOW, WIBC, KOB. Debuts at number 20 on the Full-Service chart.

NEW & ACTIVE

- HEART "These Dreams" (Capitol) 20/4**
Rotations: Heavy 1/0, Medium 12/2, Light 7/2, Total Adds 4, KFI, KFMB, WSPD, WNNR. Heavy: WCIL. Medium including WFBR, KJR, KSL, WPOE, WPPA, KFQD, KVEC.
- PEABO BRYSON "Love Always Finds A Way" (Elektra) 20/0**
Rotations: Heavy 2/0, Medium 12/0, Light 6/0, Total Adds 0. Heavy: WISN, WVIC. Medium: WWKB, WCCO, KFMB, WGY, WHBY, KSL, WPOE, WTKO, WGBR, WJBC, WCIL, KTWQ.

- MAURICE WHITE "I Need You" (Columbia) 19/0**
Rotations: Heavy 4/0, Medium 13/0, Light 2/0, Total Adds 0. Heavy: WCCO, WVIC, WHBY, WGBR. Medium: WWKB, KJR, WCHS, WGOW, WHBC, WSPD, KBOI, KSL, WPOE, WTKO.
- DIANA ROSS "Chain Reaction" (RCA) 15/0**
Rotations: Heavy 2/0, Medium 10/0, Light 3/0, Total Adds 0. Heavy: WWKB, KVEC. Medium including WFBR, KFMB, WBT, WSPD, WPOE, WTKO, WGBR, KFQD, KTWQ.
- EVERLY BROTHERS "Born Yesterday" (Mercury/PolyGram) 12/12**
Rotations: Heavy 0, Medium 4/4, Light 8/8, Total Adds 12, WFBR, WHBY, WHBC, WIBC, WNNR, WPOE, WTKO, WPPA, WGBR, WJBC, KTWQ, KVEC.
- FREDDIE JACKSON "He'll Never Love You (Like I Do)" (Capitol) 11/1**
Rotations: Heavy 2/0, Medium 6/0, Light 4/1, Total Adds 1, KFMB. Heavy: WPPA. Medium: WWKB, WCC, WING, WNNR, KVEC.
- JUICE NEWTON "Hurt" (RCA) 11/0**
Rotations: Heavy 2/0, Medium 6/0, Light 3/0, Total Adds 0. Heavy: WVIC, WHBY. Medium: WCCO, KOB, WPOE, WJBC, WCIL, KVEC.
- CLARENCE CLEMONS & JACKSON BROWNE "You're A Friend Of Mine" (Columbia) 10/1**
Rotations: Heavy 3/0, Medium 4/0, Light 3/1, Total Adds 1, WTKO. Heavy: WWKB, WGOW, WPPA. Medium: WTVN, KHOW, KFMB, WCHS.
- KIRI TE KANAWA "Blue Skies" (London/PolyGram) 8/3**
Rotations: Heavy 0, Medium 2/0, Light 6/3, Total Adds 3, WHBY, WTKO, WGBR. Medium: WFBR, WPOE.
- DAN SEALS "Bop" (EMI America) 8/3**
Rotations: Heavy 0, Medium 6/1, Light 2/2, Total Adds 3, WING, WCIL, KVEC. Medium including WCCO, WGBR, WJBC, KTWQ.
- ISLEY JASPER, ISLEY "Caravan Of Love" (CBS Associated) 8/3**
Rotations: Heavy 0, Medium 3/0, Light 5/3, Total Adds 3, WGBR, WCIL, KTWQ. Medium: WCHS, WGOW, WING.

SIGNIFICANT ACTION

- MIKE & THE MECHANICS "Silent Running" (Atlantic) 7/3**
Rotations: Heavy 0, Medium 2/0, Light 5/3, Total Adds 3, WTVN, WCCO, WCHS. Medium: WPOE, WPPA.
- EUGENE WILDE "Don't Say No Tonight" (Philly World/Atlantic) 6/1**
Rotations: Heavy 0, Medium 2/0, Light 4/1, Total Adds 1, WNNR. Medium: WPOE, KVEC.
- THOMPSON TWINS "King For A Day" (Arista) 5/3**
Rotations: Heavy 0, Medium 2/1, Light 3/2, Total Adds 3, WWKB, WSPD, WNNR. Medium including WPPA.
- SURVIVOR "Burning Heart" (Scotti Bros./CBS) 5/1**
Rotations: Heavy 0, Medium 4/1, Light 1/0, Total Adds 1, WING. Medium including 55KRC, WHAS, WPPA.
- MR. MISTER "Kyrie" (RCA) 5/0**
Rotations: Heavy 0, Medium 2/0, Light 3/0, Total Adds 0, Medium: WNNR, WPPA.
- ARETHA FRANKLIN "Another Night" (Arista) 4/2**
Rotations: Heavy 0, Medium 0, Light 4/2, Total Adds 2, WCCO, WNNR.
- BILLY JOE ROYAL "Burned Like A Rocket" (Atlantic America) 4/1**
Rotations: Heavy 0, Medium 3/0, Light 1/1, Total Adds 1, WJBC. Medium: WFBR, WPOE, KVEC.
- COREY HART "Everything In My Heart" (EMI America) 3/1**
Rotations: Heavy 1/0, Medium 2/1, Light 0, Total Adds 1, WNNR. Heavy: WWKB. Medium: WPPA.
- SAWYER BROWN "Heart Don't Fall Now" (Capitol) 3/1**
Rotations: Heavy 0, Medium 1/0, Light 2/1, Total Adds 1, WJBC. Medium: WHBY.
- JAMES BROWN "Living In America" (Scotti Bros./CBS) 3/1**
Rotations: Heavy 0, Medium 1/0, Light 2/1, Total Adds 1, WPPA. Medium: WNNR.
- ATLANTIC STARR "Secret Lovers" (A&M) 3/0**
Rotations: Heavy 0, Medium 0, Light 3/0, Total Adds 0.



TEDDY PENDERGRASS

Join us in the celebration! TEDDY PENDERGRASS will be making his first live appearance since "Live Aid" on the American Music Awards Monday, January 27, and he will also perform on the Johnny Carson Show Friday, January 31. Watch for the performance of his latest single, "Love 4/2," shipping January 21.

ON ELEKTRA/ASYLUM MUSIC CASSETTES, RECORDS AND COMPACT DISCS.
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ADULT/CONTEMPORARY

BREAKERS

MIKE & THE MECHANICS Silent Running (Atlantic)

61% of our reporters on it. Rotations: Heavy 4, Medium 32, Light 29, Total Adds 23 including WSB-FM, WLLT, KMJI, B100, WAEB, V100, WKGW, WJDX, WTRX, WLHT, KOIL, KRAV, KWAV, KWFM. Debuts at number 25 on the A/C chart.

ARETHA FRANKLIN Another Night (Arista)

55% of our reporters on it. Rotations: Heavy 0, Medium 27, Light 32, Total Adds 12 including KVIL-FM, WSNY, B100, WSMF, KEY103, WXTC, U102, WRKA, KELT, KOIL, KUA, K99.

HEART These Dreams (Capitol)

51% of our reporters on it. Rotations: Heavy 0, Medium 29, Light 26, Total Adds 24 including WPIX, WARM99, KVIL-FM, WARM98, WLTF, WSMF, WKYE, KELT, WSFL, WNAM, KQ99, WTRX, KCIX, KDUK.

MR. MISTER Kyrie (RCA)

50% of our reporters on it. Rotations: Heavy 10, Medium 24, Light 19, Total Adds 7, WLTF, WRAL, WENS, KKUA, WEIZ, WZLQ, WFFX. Debuts at number 30 on the A/C chart.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 SADE	107/4	89	16	2
2 BRUCE SPRINGSTEEN	106/0	87	19	0
3 WHITNEY HOUSTON	106/1	83	19	4
4 BILLY OCEAN	103/2	75	26	2
5 STEVIE WONDER	97/0	69	26	2
6 OREAM ACADEMY	99/0	62	34	3
7 OIRE STRAITS	91/0	59	30	2
8 BARBRA STREISAND	96/1	56	32	8
9 OIONNE & FRIENOS	90/0	47	34	9
10 STARSHIP	101/2	36	59	6
11 WHAMI	89/3	45	36	8
12 LIONEL RICHIE	79/0	30	37	12
13 ELTON JOHN	94/14	14	64	16
14 ISLEY, JASPER, ISLEY	84/7	27	43	14
15 El DeBARGE w/DeBARGE	74/0	29	37	8
16 KLYMAXX	69/0	21	30	18
17 STEVIE NICKS	63/0	26	27	10
18 MICHAEL FRANKS /BRENDA RUSSELL	71/5	16	45	10
19 CLARENCE CLEMONS & JACKSON BROWNE	58/5	18	29	11
20 MAURICE WHITE	61/3	24	26	11
21 MR. MISTER	48/0	6	31	11
22 FREDDIE JACKSON	65/7	4	41	20
23 JOHN COUGAR MELLENCAMP	45/0	15	22	8
24 DIANA ROSS	57/5	8	40	9
25 MIKE & THE MECHANICS	65/23	4	32	29
26 THOMPSON TWINS	73/18	2	25	46
27 PEARO BRYSON	59/7	4	41	14
28 COREY HART	61/5	3	41	17
29 OMD	58/6	3	35	20
30 MR. MISTER	53/7	10	24	19

MOST ADDED

JAMES TAYLOR (31)
Only One (Columbia)
EVERLY BROTHERS (24)
Born Yesterday (Mercury/PolyGram)
HEART (24)
These Dreams (Capitol)
MIKE & THE MECHANICS (23)
Silent Running (Atlantic)
CARS (21)
I'm Not The One (Elektra)

HOTTEST

WHITNEY HOUSTON (64)
How Will I Know (Arista)
SADE (63)
The Sweetest Taboo (Portrait/CBS)
BRUCE SPRINGSTEEN (59)
My Hometown (Columbia)
STEVIE WONDER (42)
Go Home (Tamla/Motown)
BILLY OCEAN (37)
When The Going Gets Tough (Jive/Arista)

NEW & ACTIVE

ATLANTIC STARR "Secret Lovers" (A&M) 49/18
Rotations: Heavy 2/0, Medium 19/4, Light 28/14, Total Adds 18 including KVIL-FM, LOVE94, WMGF, WMYX, KYKY, B100, WAEB, KEY103, K106, WNAM, KIOA, KQ99, KWAV. Heavy: WPIX, KOST. Medium including WHTX, WCLY, WBS-FM, 97.9A, WSNY, WEZZ, WDLT.
 ANNE MURRAY "Now And Forever (You And Me)" (Capitol) 46/12
Rotations: Heavy 0, Medium 25/3, Light 21/3, Total Adds 12 including KGW, WKGW, KEY103, KQ99, WTRX, WEZ, WMT-FM, KKL. Medium including WCLY, KIFM, WAEB, WDLT, WNAM, KOIL, KWAV.
 RANDY GOODRUM "Silhouette" (GRP) 43/1
Rotations: Heavy 3/0, Medium 26/1, Light 14/0, Total Adds 1, WAHR. Heavy: KOST, KIFM, WORG. Medium including WAEB, WKYE, WJDX, WSFL, WTRX, WMGN, KOIL, KDUK.
 JAMES TAYLOR "Only One" (Columbia) 40/31
Rotations: Heavy 1/0, Medium 8/4, Light 31/27, Total Adds 31 including WLTS, WMGF, KOST, KIFM, WKYE, WKGW, WJDX, WDLT, KELT, KIOA, KWAV, KWFM, KYLY, WJON. Heavy: WSNY. Medium including WARM98, WGLL, WAHR, WMT-FM.
 STING "Russians" (A&M) 38/7
Rotations: Heavy 1/0, Medium 14/1, Light 23/6, Total Adds 7, WAEB, WEZS, KQ99, KOIL, KRLL, WBOW, KMGQ. Heavy: KEY103. Medium including KIFM, KVUU, KDJK, WSKY, WCKQ.
 DAN SEALS "Bop" (EMI America) 36/11
Rotations: Heavy 5/0, Medium 15/3, Light 16/8, Total Adds 11 including W101, KGW, B100, U102, WAVE, KVUU. Heavy: WKYE, WEIM, WGLL, KRLL, KYLY. Medium including WCLY, WEZC, WLAC-FM, KOIL.
 MIDGE URE "If I Was" (Chrysalis) 27/9
Rotations: Heavy 0, Medium 5/1, Light 22/8, Total Adds 9, WAEB, KIOA, KOIL, WKNE, KRLL, WMT-FM, I94, WXUS, WJON. Medium including WEIM, WSKL, WSKY, KALE.

SIGNIFICANT ACTION

EVERLY BROTHERS "Born Yesterday" (Mercury/PolyGram) 24/24
Rotations: Heavy 0, Medium 4/4, Light 20/20, Total Adds 24 including WCLY, KVIL-FM, WKYE, WAVE, WNAM, WMT-FM, KQSW, KMGQ, KALE.
 CARS "I'm Not The One" (Elektra) 23/21
Rotations: Heavy 0, Medium 5/3, Light 18/18, Total Adds 21 including WCLY, WKYE, WSFL, WAVE, WMGN, WXUS, KKL, KQSW. Medium including WCKQ, WJON.
 SURVIVOR "Burning Heart" (Scotti Bros./CBS) 23/1
Rotations: Heavy 7/0, Medium 7/0, Light 9/1, Total Adds 1, I94. Heavy: WARM99, WLLT, WLTF, WMJI, KUOL, WTRN, WCKQ. Medium: WHTX, B100, V100, 3WM, KRLL, KYLY, WXUS.
 JACK WAGNER with VALERIE CARTER "Love Can Take Us All Away" (Qwest/WB) 20/17
Rotations: Heavy 0, Medium 5/3, Light 17/14, Total Adds 17 including KIFM, WAVE, WNAM, WEIM, WGLL, WSKI, WCHV, WGSV, KKL, KQSW, KALE.
 SMOKEY ROBINSON "Hold On To Your Love" (Motown) 16/16
Rotations: Heavy 0, Medium 1/1, Light 15/15, Total Adds 16 including KEY103, WXTC, WAVE, WEIM, WSKI, WORG, WAEY, WZLQ, KQSW, KMGQ, KALE.
 NIGHT RANGER "Goodbye" (Cameo/MCA) 15/2
Rotations: Heavy 2/0, Medium 9/2, Light 4/0, Total Adds 2, WLHT, WFMK. Heavy: KVIL-FM, WENS. Medium including WHTX, WHNN, WMHE, WTRN, KYLY, WXUS, KALE.
 ROB TRU "Thrill Of The Chase" (Jamez) 14/4
Rotations: Heavy 0, Medium 1/0, Light 13/4, Total Adds 4, KOIL, WKNE, KQSW, KMGQ. Medium: WEIM.
 TOM PETTY with STEVIE NICKS "Needles And Pins" (MCA) 12/12
Rotations: Heavy 0, Medium 0, Light 12/12, Total Adds 12, WAEB, WKYE, WAVE, KKUA, WEIM, WCKQ, KRLL, WORG, WZLQ, KKL, KQSW, KALE.
 PAUL McCARTNEY "Spies Like Us" (Capitol) 10/1
Rotations: Heavy 1/0, Medium 5/0, Light 4/1, Total Adds 1, WMHE. Heavy: WAVE. Medium: V100, K106, WRKA, KRLL, KYLY.
 LOVERBOY "This Could Be The Night" (Columbia) 9/2
Rotations: Heavy 0, Medium 4/0, Light 5/2, Total Adds 2, WEIM, WAEV. Medium: WCKQ, WCHV, KQSW, KALE.

Breakers are those records that have achieved concurrent airplay at 50% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 8-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the A/C chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

156 REPORTS

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Power	Heavy	Medium
2	3	1	ZZ TOP/Stages (WB)	136-0	50-	124-	11=
3	2	2	MR. MISTER/Kyrie (RCA)	122-2	56-	114-	8+
16	5	5	3 SIMPLE MINDS/Sanctify Yourself (Virgin/A&M)	136+7	31+	101+	30-
11	4	4	4 HOOTERS/Day By Day (Columbia)	128-1	25+	88+	38-
1	1	3	5 MIKE & THE MECHANICS/Silent Running (Atlantic)	111-0	30-	97-	11-
-	32	12	6 HEART/These Dreams (Capitol)	125+/14	27+	79+	43-
8	7	6	7 PETE TOWNSHEND/Give Blood (Atco)	119-1	12-	76-	40-
-	17	9	8 ALAN PARSONS PROJECT/Stereotomy (Arista)	133+7	4+	54+	75-
9	6	7	9 STEVIE NICKS/Can't Wait (Modern/Atco)	115-2	20-	79+	32-
24	14	10	10 STARSHIP/Sara (Grunt/RCA)	100+/5	26+	73+	24-
DEBUT			11 FIRM/All The Kings Horses (Atlantic)	128/127	9	50	65
40	27	14	12 INXS/What You Need (Atlantic)	119+/9	9+	45+	65-
10	9	8	13 DREAM ACADEMY/Life In A Northern Town (Reprise/WB)	92-2	23-	71-	19-
-	-	33	14 PETER DINKLAGE/Lying (Atlantic)	129+/35	1+	23+	91+
34	26	16	15 DIRE STRAITS/Ride Across The River (WB)	108+/7	5+	39+	65+
12	11	11	16 TOM PETTY & .../So You Want To Be A Rock & Roll Star (MCA)	92-1	9-	51-	39-
26	25	24	17 TOM PETTY & .../Needles And Pins (MCA)	90+/15	6+	38+	48+
13	15	13	18 RUSH/Manhattan Project (Mercury/PG)	87-2	5-	36+	47-
44	31	27	19 PAT BENATAR/Le Bel Age (Chrysalis)	98+/11	3-	28-	62+
29	23	23	20 AEROSMITH/Sheila (Geffen)	101-0	1-	16-	75+
39	35	32	21 OUTFIELD/Your Love (Columbia)	90+/7	8+	26+	52-
36	29	22	22 ASIA/Too Late (Geffen)	95-2	3+	29-	55-
56	38	31	23 JOHN C. MELLENCAMP/Minutes To Memories (Riva/PG)	73+/11	7+	40+	31-
33	20	17	24 JOHN C. MELLENCAMP/Justice And Independence '85 (Riva/PG)	74-/5	7=	41-	31-
21	16	15	25 ROGER DALTREY/Let Me Down Easy (Atlantic)	72-2	7-	34-	37-
27	21	21	26 BON JOVI/Silent Night (Mercury/PG)	91-1	2-	24-	54-
-	56	39	27 LOVERBOY/This Could Be The Night (Columbia)	95+/21	1+	19+	66+
22	19	19	28 QUEEN/One Vision (Capitol)	85-/3	2-	20-	60-
-	-	47	29 MIKE & THE MECHANICS/All I Need Is A Miracle (Atlantic)	72+/28	2+	29+	38+
-	-	40	30 ROBERT TEPPER/No Easy Way Out (Scotti Bros./CBS)	82+/22	1+	20+	53+
31	30	31	31 CHARLIE SEXTON/Beat's So Lonely (MCA)	79-/4	1-	17-	55-
51	40	37	32 THOMPSON TWINS/King For A Day (Arista)	71+/6	8+	27+	40-
23	18	23	33 NIGHT RANGER/Goodbye (Cameo/MCA)	57-/0	9-	37-	20-
-	-	46	34 ROGER DALTREY/Quicksilver Lightning (Atlantic)	79+/29	0=	10+	57+
35	34	35	35 STING/Russians (A&M)	70-/3	2+	24+	42-
41	37	36	36 PHANTOM, ROCKER & SLICK/My Mistake (EMI America)	83-/5	0=	13-	58-
28	22	26	37 DOKKEN/The Hunter (Elektra)	75-/0	1+	13-	60-
7	13	20	38 ALARM/Strength (IRS/MCA)	62-/1	4-	21-	34-
37	38	39	39 ZZ TOP/Rough Boy (WB)	58+/6	3+	23-	32+
-	-	54	40 MARILYN MARTIN/Night Moves (Atlantic)	74+/23	1+	4+	58+
6	8	11	41 BRUCE SPRINGSTEEN/My Hometown (Columbia)	49-/1	7-	30-	15+
4	10	28	42 PETE TOWNSHEND/Face The Face (Atco)	38-/0	7-	33-	4-
60	51	43	43 PETE TOWNSHEND/Hiding Out (Atco)	52+/9	4+	14-	33+
-	60	45	44 JOHN C. MELLENCAMP/R.O.C.K. In The U.S.A. (Riva/PG)	47+/11	3-	23+	23+
14	24	34	45 ZZ TOP/Can't Stop Rockin' (WB)	47-/2	3-	25-	21-
-	-	60	46 TALK TALK/Life's What You Make It (EMI America)	64+/19	2=	6+	46+
5	12	29	47 STEVIE NICKS/Talk To Me (Modern/Atco)	38-/0	9-	25-	12+
-	-	55	48 ALARM/Spirit Of '76 (IRS/MCA)	46+/10	4+	13+	30+
-	-	56	49 ROBERT PALMER/Addicted To Love (Island)	47+/9	1+	12+	27+
59	54	52	50 CRUZADOS/Hanging Out In California (Arista)	52+/5	0=	3-	40+
-	-	58	51 JOE LYNN TURNER/Losing You (Elektra)	50+/8	0=	5+	31+
48	46	41	52 TOM PETTY & .../Don't Bring Me Down (MCA)	36-/0	0=	11-	21-
DEBUT			53 ZZ TOP/Velcro Fly (WB)	40+/9	1+	12+	23+
18	33	54	54 ASIA/Go (Geffen)	31-/0	3-	19-	10-
42	43	44	55 JOHN C. MELLENCAMP/Rain On The Scarecrow (Riva/PG)	28-/3	5-	17-	9-
58	49	49	56 RUSH/Territories (Mercury/PG)	31-/1	1=	13-	16-
DEBUT			57 BANGLES/Manic Monday (Columbia)	38+/6	8+	12+	20+
20	29	40	58 DIVINYLS/Pleasure And Pain (Chrysalis)	40-/0	0-	5-	28-
DEBUT			59 MICKEY THOMAS/Stand In The Fire (RCA)	34/34	0	1	29
DEBUT			60 JAMES BROWN/Living In America (Scotti Bros./CBS)	31-/2	3+	13+	17=

BREAKERS

FIRM

All The Kings Horses (Atlantic)

82% of our reporters on it. 128/127 including adds at: WBCN, DC101, KZEW, WLUP, KLOS, KMET, 91X, KGB, KFQG, KRQR. Debuts at #11.

PAT BENATAR

Le Bel Age (Chrysalis)

63% of our reporters on it. 98/11 including adds at: WRIF, KQRS, WIMZ, KMJX, WXLP, KOMP. Moves 27-19.

LOVERBOY

This Could Be The Night (Columbia)

61% of our reporters on it. 95/21 including adds at: WDVE, WHJY, DC101, WKLS, KSRR, WSHE, WNOR, WYNF, KUPD, KRQR. Moves 39-27.



TRACK #2 NEW & ACTIVE ALBUM DEBUT

39

AOR ALBUMS

Three Two Last
Weeks Weeks Weeks

156 REPORTS

JANUARY 24, 1986

Total
Reports/Adds Power Heavy Medium

1	1	1	ZZ TOP /Afterburner (WB)	"Stages" (136) "Rough" (58) "Can't Stop" (47)	144-/-1	54-	128-	14+
2	2	2	PETE TOWNSHEND /White City (Atco)	"Blood" (119) "Hiding" (52) "Face" (38)	145-/-1	25-	103-	40+
4	5	4	JOHN C. MELLENCAMP /Scarecrow (Riva/PG)	"Justice" (74) "Minutes" (73) "R.O.C.K." (47)	141+/+5	21-	88-	52+
5	4	5	MIKE & THE MECHANICS /Mike & The Mechanics (Atlantic)	"Silent" (111) "All I Need" (72) "Hanging" (12)	144-/0	35-	114-	26+
3	3	3	STEVIE NICKS /Rock A Little (Modern/Atco)	"Wait" (115) "Talk" (38) "Imperial" (18)	140-/1	28-	103-	35-
7	8	8	SIMPLE MINDS /Once Upon A Time (Virgin/A&M)	"Sanctify" (136) "Alive" (17) "Once" (10)	143+/+5	34+	110+	28-
6	6	7	TOM PETTY & ... /Pack Up The Plantation - Live (MCA)	"So You Want" (92) "Needles" (90) "Don't" (36)	130-/1	15=	65-	61=
8	7	7	MR. MISTER /Welcome To The Real World (RCA)	"Kyrie" (122)	127-/1	57-	116-	10+
12	10	9	DIRE STRAITS /Brothers In Arms (WB)	"Ride" (108) "The Man's" (23) "Walk" (15)	128-/3	14=	58+	69-
17	11	10	HOOTERS /Nervous Night (Columbia)	"Day By Day" (128)	128-/0	25+	88+	38-
35	20	13	HEART /Heart (Capitol)	"These Dreams" (125) "If Looks" (17)	131+/+9	31+	85+	44-
—	21	14	ALAN PARSONS PROJECT /Stereotomy (Arista)	"Stereotomy" (133)	141+/+7	6+	57+	79-
20	16	15	STARSHIP /Knee Deep In The Hoopla (Grunt/RCA)	"Sara" (100) "Tomorrow" (14)	113=+/3	27+	75+	33-
19	16	16	INXS /Listen Like Thieves (Atlantic)	"What You Need" (119)	133+/+10	10+	52+	71-
15	12	11	DREAM ACADEMY /Dream Academy (Reprise/WB)	"Life" (92) "The Edge" (14)	106-/3	26=	77-	23-
9	9	12	RUSH /Power Windows (Mercury/PG)	"Manhattan" (87) "Territories" (31) "Marathon" (13)	102-/0	6-	41-	57-
16	22	21	ROCKY IV /Soundtrack (Scotti Bros./CBS)	"No Easy" (82) "America" (31) "Heart" (23)	103+/+15	8+	34-	63+
10	14	17	ASIA /Astra (Geffen)	"Too Late" (95) "Go" (31)	106-/1	6+	40-	54-
DEBUT	19	18	PETER FRAMPTON /Premonition (Atlantic)	"Lying" (129)	129 /34	1	23	91
11	17	16	PAT BENATAR /Seven The Hard Way (Chrysalis)	"Le Bel Age" (98) "Sex" (20)	109-/7	3-	32-	69+
14	15	19	ALARM /Strength (IRS/MCA)	"Strength" (62) "Spirit Of '76" (46)	96-/2	8-	32-	58-
23	23	22	AEROSMITH /Done With Mirrors (Geffen)	"Shela" (101)	102-/0	1-	17-	75+
36	31	28	OUTFIELD /Play Deep (Columbia)	"Your Love" (90)	94+/+7	9+	29+	53-
18	18	20	ROGER DALTRY /Under A Raging Moon (Atlantic)	"Let Me Down Easy" (72)	73-/1	7-	35-	37-
37	33	31	LOVERBOY /Lovin' Every Minute Of It (Columbia)	"This Could Be" (95)	98+/+17	2+	20+	68+
27	26	25	BON JOVI /7800 Fahrenheit (Mercury/PG)	"Silent Night" (91)	91-/1	2-	24-	54-
25	25	24	DOKKEN /Under Lock And Key (Elektra)	"The Hunter" (75) "In My Dreams" (18)	87-/0	2+	13-	69-
31	30	29	THOMPSON TWINS /Here's To Future Days (Arista)	"King For A Day" (71)	76-/4	9+	30+	42-
29	28	27	CHARLIE SEXTON /Pictures For Pleasure (MCA)	"Beat's" (79) "Impressed" (10)	87-/6	1-	19+	59-
26	29	32	STING /The Dream Of The Blue Turtles (A&M)	"Russians" (70)	71-/3	2+	24=	43-
24	24	31	NIGHT RANGER /7 Wishes (Camel/MCA)	"Goodbye" (57)	57-/0	9-	37-	20-
32	32	30	PHANTOM, ROCKER & SLICK /Phantom, Rocker & Slick (EMI America)	"My Mistake" (83)	85-/5	0=	13-	59-
13	13	23	BRUCE SPRINGSTEEN /Born In The U.S.A. (Columbia)	"My Hometown" (49)	49-/1	7-	30-	15+
22	27	33	DIVINYLS /What A Life (Chrysalis)	"Pleasure And Pain" (40) "In My Life" (15)	55-/1	2-	9-	35-
—	36	35	ROBERT PALMER /Riptide (Island)	"Addicted To Love" (47)	51+/+9	1+	12+	31+
—	37	36	CRUZADOS /Cruzados (Arista)	"Hanging Out" (52)	52+/+5	0=	3-	40+
—	40	37	JOE LYNN TURNER /Rescue You (Elektra)	"Losing You" (50)	51+/+8	0=	5+	31+
DEBUT	39	38	BANGLES /Different Light (Columbia)	"Manic Monday" (38)	43+/+10	8+	12+	25+
DEBUT	39	38	DEL FUEGOS /Boston, Mass. (Slash/WB)	"I Still Want You" (37) "Don't Run Wild" (10)	42+/+13	1-	6-	28+
—	38	40	SADE /Promise (Portrait/CBS)	"Sweetest Taboo" (20)	25-/1	7-	15-	9+

GLEN BURTNICK

TALKING IN CODE

PRODUCED BY RICHARD LANDIS

EXECUTIVE PRODUCER JAY SENTER

AM RECORDS

FEATURES THE FIRST SINGLE "LITTLE RED HOUSE"

ON N&M RECORDS AND BASF CHROME TAPE

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BREAKERS

PETER FRAMPTON
Premonition (Atlantic)

83% of our reporters on it. 129/34 including adds at: WBCN, WMMR, WDVE, WNOR, KAZY, KBCO, KBPI, CFOX, KLAQ, WIBA. Debuts at #19.

MOST ADDED

PETER FRAMPTON (34)
Premonition (Atlantic)

CARS (25)
Greatest Hits (Elektra)

LOVERBOY (17)
Lovin' Every Minute Of It (Columbia)

ROCKY IV (15)
Soundtrack (Scotti Bros./CBS)

OPUS (14)
Up And Down (Polydor/PolyGram)

HOTTEST

MR. MISTER (57)
Welcome To The Real World (RCA)

ZZ TOP (54)
Afterburner (WB)

MIKE & THE MECHANICS (35)
Mike & The Mechanics (Atlantic)

SIMPLE MINDS (34)
Once Upon A Time (Virgin/A&M)

HEART (31)
Heart (Capitol)

REGIONAL ACTIVITY

PLAYLISTS — An artist's name is listed once per playlist in the highest rotation that any of an album's tracks are reported. For example, if tracks from the same album are reported in both heavy and medium, the artist will appear in heavy.

Records being played in power are included in a station's heavy rotation. Of a station's lights, only those added this week — its light adds — are printed.

Symbols:

- (N) — Record is newly reported or additional tracks have been added.
- (B) — A single's B-side.
- (M), (L) — Other tracks from that album are in those rotations (medium or light).

An artist's name with no abbreviations means all airplay is in the listed rotation.

A "frozen" list indicates that a current report was not received, and last week's rotations were included in the data base.

PARALLELS — Stations arranged by market size, according to Arbitron's MSA population figures.

Parallel One: 1,000,000+
Parallel Two: 200,000-1,000,000
Parallel Three: under 200,000.
Stations at a significant ratings disadvantage (s) are assigned a lower parallel.

EAST

PARALLEL ONE

WCBN/Boston (617)256-1111
PD: GREG VIGOR
ASST. PD: BOB BARNES

Heavy
ALBRIGHT
JOHN COUGAR MELL...
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

Medium
ALAN PARSONS PROJE...
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

Light
ALAN PARSONS PROJE...
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

CHOM-FM/Montreal

Heavy
SIMPLE MINDS
MR. MISTER
PETER DINKlage
PETE TOWNSHEND
STEVE NICKS
PAT BENATAR
MAGIC CRONIN
ARCADIA
DIVINYL
MICK & THE MCR...
JOHN COUGAR MELL...
TOM PETTY
ALICE IN CHAINS
DIRE STRAITS
Medium
ALAN PARSONS PROJE...
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

WXRK/New York (212) 750-4600
PD: PAT O'BRIEN
ASST. PD: MARY DODIA

Heavy
JOHN COUGAR MELL...
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

WHYY/Philadelphia

Heavy
MICK & THE MCR...
MR. MISTER
HOOTERS
STEVE NICKS
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

PARALLEL TWO

WQBR-FM/Albany, NY (518)462-5555
PD: JOHN COOPER
ASST. PD: B.J. COHEN

Heavy
MICK & THE MCR...
MR. MISTER
HOOTERS
STEVE NICKS
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

WBAB/Long Island

Heavy
MICK & THE MCR...
MR. MISTER
HOOTERS
STEVE NICKS
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

WDHA/Dover, NJ (201)328-1055
GM: BOB LINDER
PD: BOB ROYCE

Heavy
MICK & THE MCR...
MR. MISTER
HOOTERS
STEVE NICKS
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

WPHD/Poughkeepsie

Heavy
MICK & THE MCR...
MR. MISTER
HOOTERS
STEVE NICKS
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

WEXI/Scranton

Heavy
MICK & THE MCR...
MR. MISTER
HOOTERS
STEVE NICKS
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

WZCJ/Allentown

Heavy
MICK & THE MCR...
MR. MISTER
HOOTERS
STEVE NICKS
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

WOUR/Utica (518)757-0803
PD: PETER RICE
HOOTERS

Heavy
MICK & THE MCR...
MR. MISTER
HOOTERS
STEVE NICKS
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

WAAF/Worcester-Boston

Heavy
MICK & THE MCR...
MR. MISTER
HOOTERS
STEVE NICKS
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

WHYY/York

Heavy
MICK & THE MCR...
MR. MISTER
HOOTERS
STEVE NICKS
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

WADK/Syracuse

Heavy
MICK & THE MCR...
MR. MISTER
HOOTERS
STEVE NICKS
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

PARALLEL THREE

WZWB/Burlington (802)877-8800
PD: ROGER WATSON
MR. APPT. LAVORONE

Heavy
MICK & THE MCR...
MR. MISTER
HOOTERS
STEVE NICKS
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

WNCN/Hartford

Heavy
MICK & THE MCR...
MR. MISTER
HOOTERS
STEVE NICKS
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

WRCN/Long Island

Heavy
MICK & THE MCR...
MR. MISTER
HOOTERS
STEVE NICKS
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

WFMJ/Manchester

Heavy
MICK & THE MCR...
MR. MISTER
HOOTERS
STEVE NICKS
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

SOUTH

PARALLEL ONE

WNOF-FM/Norfolk (804)623-9667
GM: BOB BECKER
MR. DAVID BELLAMY

Heavy
MICK & THE MCR...
MR. MISTER
HOOTERS
STEVE NICKS
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

WZLW/Dallas

Heavy
MICK & THE MCR...
MR. MISTER
HOOTERS
STEVE NICKS
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

WYWF/Tampa

Heavy
MICK & THE MCR...
MR. MISTER
HOOTERS
STEVE NICKS
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

WRSR/Houston

Heavy
MICK & THE MCR...
MR. MISTER
HOOTERS
STEVE NICKS
PAT BENATAR
DIVINYL
FRANKIE ROCKER...
HOOTERS
IRON EAGLE
MICK & THE MCR...
ROBERT PALMER
STEVE NICKS
ALAN PARSONS PROJE...
CHRYSLER
RUSH
THE TONTO MONGERS
SIMPLE MINDS
TOM PETTY

EAST

MOST ADDED John C. Mellencamp
HOTTEST Dionne & Friends
Arcadia Mr. Mister
Cars Survivor

HEADLINES

SOUTH

MOST ADDED John C. Mellencamp
HOTTEST Dionne & Friends
Arcadia Whitney Houston
Tom Petty Billy Ocean

EAST

PARALLEL TWO

Q100/Allentown, PA
Geronimo/Janez
QUARTERFLASH
JOHN COUGAR
ARCADIA
SAM HARRIS
CARS
TOM PETTY (dp)
MARILYN MARTIN
FIVE STAR (dp)
LONESOME
DIONNE & FRIENDS 1-1
LONESOME
STEVE NICKS 3-3
LONESOME
MELISSA MCMECKEN 11-11

WZDQ/Boston
McKey/Carter
none
Hot: none

WYSR/Charleston, WV
Baley/Hampson
SHEILA E.
JOHN COUGAR
TOM PETTY
DAN SEALS
EDDIE MURPHY
ROBERT PALMER
ARCADIA
DIONNE & FRIENDS 2-1
STEVE NICKS 3-2
BRUCE SPRINGSTEEN 11-8
WMAI 12-3
BILLY OCEAN 17-12

K104/PA
Bill Shannon
PHIL COLLINS
JOHN COUGAR
FORCE MD'S
ROBERT PALMER
Hot: none

WYRZ/Exeter, NH
Jay Brady
ARCADIA
JOHN COUGAR
TOM PETTY
OPUS
DAN SEALS
ALDO NOVA (dp)
DIVERXLS
PAUL MCCARTNEY 5-1
STARBUCK 12-12
DREAM ACADEMY 20-15
MR. MISTER 24-18
MARILYN MARTIN 40-29

WTIC/Hartford, CT
Walt/West
LONDOBY
JOHN COUGAR
BANGLES
DIONNE & FRIENDS 1-1
SHEILA E. 2-2
JAMES BROWN 4-1
BILLY OCEAN 17-17
ATLANTIC STAR 33-7
STARBUCK 25-20

WAMX/Columbus, WV
Robinson/Collins
HEART
ROBERT TEPPER
THOMPSON TWINS
INXS
TOM PETTY
JOHN COUGAR
CARS
SLY FOX
Hot: none

WKEE/Hungton, WV
Miller/Swain
ROBERT TEPPER
SIMPLE MINDS
INXS
JOHN COUGAR
CARS
SLY FOX
Hot: none

WVAB/Beckley, WV
Bob Spencer
ARCADIA
ATLANTIC STAR
15-17
CASTER, IS
HOT: none

WRCW/Roanoke, VA
Walt/West
LONDOBY
JOHN COUGAR
BANGLES
DIONNE & FRIENDS 1-1
SHEILA E. 2-2
JAMES BROWN 4-1
BILLY OCEAN 17-17
ATLANTIC STAR 33-7
STARBUCK 25-20

WVAB/Beckley, WV
Bob Spencer
ARCADIA
ATLANTIC STAR
15-17
CASTER, IS
HOT: none

WRCW/Roanoke, VA
Walt/West
LONDOBY
JOHN COUGAR
BANGLES
DIONNE & FRIENDS 1-1
SHEILA E. 2-2
JAMES BROWN 4-1
BILLY OCEAN 17-17
ATLANTIC STAR 33-7
STARBUCK 25-20

PARALLEL THREE

WFOG/Altoona, PA
Steve Kealey
CARS
JOHN COUGAR
MARILYN MARTIN
ATLANTIC STAR
ROBERT PALMER
ARTHA FRANKLIN
ROBERT TEPPER (dp)
CHARLIE SEXTON (dp)
LONDOBY
JOHN COUGAR (dp)
NELL'S SA NORGAN
NIGHT WALKER
CHICAGO BEARS SHU
Hot: none

WGVJ/Bangor, ME
Roberta/Worcaster
JOHN COUGAR
MARILYN MARTIN
ARCADIA
TOM PETTY
ARTHA FRANKLIN
PETER FRAMPTON
HOT: none

WVAB/Beckley, WV
Tom Mitchell
TOM PETTY
CARS
ATLANTIC STAR
PETER FRAMPTON
ARCADIA
ROBERT PALMER
HOT: none

WVAB/Beckley, WV
Tom Mitchell
TOM PETTY
CARS
ATLANTIC STAR
PETER FRAMPTON
ARCADIA
ROBERT PALMER
HOT: none

WVAB/Beckley, WV
Tom Mitchell
TOM PETTY
CARS
ATLANTIC STAR
PETER FRAMPTON
ARCADIA
ROBERT PALMER
HOT: none

PARALLEL TWO

W800/Augusta, GA
Bruce Edwards
ROBERT TEPPER
ARCADIA (dp)
JOHN COUGAR (dp)
DIVERXLS (dp)
INXS
HOT: none

WVAB/Beckley, WV
Tom Mitchell
TOM PETTY
CARS
ATLANTIC STAR
PETER FRAMPTON
ARCADIA
ROBERT PALMER
HOT: none

WVAB/Beckley, WV
Tom Mitchell
TOM PETTY
CARS
ATLANTIC STAR
PETER FRAMPTON
ARCADIA
ROBERT PALMER
HOT: none

WVAB/Beckley, WV
Tom Mitchell
TOM PETTY
CARS
ATLANTIC STAR
PETER FRAMPTON
ARCADIA
ROBERT PALMER
HOT: none

PARALLEL TWO

WVAB/Beckley, WV
Tom Mitchell
TOM PETTY
CARS
ATLANTIC STAR
PETER FRAMPTON
ARCADIA
ROBERT PALMER
HOT: none

WVAB/Beckley, WV
Tom Mitchell
TOM PETTY
CARS
ATLANTIC STAR
PETER FRAMPTON
ARCADIA
ROBERT PALMER
HOT: none

WVAB/Beckley, WV
Tom Mitchell
TOM PETTY
CARS
ATLANTIC STAR
PETER FRAMPTON
ARCADIA
ROBERT PALMER
HOT: none

WVAB/Beckley, WV
Tom Mitchell
TOM PETTY
CARS
ATLANTIC STAR
PETER FRAMPTON
ARCADIA
ROBERT PALMER
HOT: none

PARALLEL TWO

WVAB/Beckley, WV
Tom Mitchell
TOM PETTY
CARS
ATLANTIC STAR
PETER FRAMPTON
ARCADIA
ROBERT PALMER
HOT: none

WVAB/Beckley, WV
Tom Mitchell
TOM PETTY
CARS
ATLANTIC STAR
PETER FRAMPTON
ARCADIA
ROBERT PALMER
HOT: none

WVAB/Beckley, WV
Tom Mitchell
TOM PETTY
CARS
ATLANTIC STAR
PETER FRAMPTON
ARCADIA
ROBERT PALMER
HOT: none

WVAB/Beckley, WV
Tom Mitchell
TOM PETTY
CARS
ATLANTIC STAR
PETER FRAMPTON
ARCADIA
ROBERT PALMER
HOT: none

PARALLELS

MIKE & THE MECHANICS

Silent Running (Atlantic)
LP: Mike & The Mechanics

228/4 83% National Summary
A 154
B 134
C 144
D 154
E 164
F 174
G 184
H 194
I 204
J 214
K 224
L 234
M 244
N 254
O 264
P 274
Q 284
R 294
S 304
T 314
U 324
V 334
W 344
X 354
Y 364
Z 374

P1 18
P2 19
P3 20

BILLY OCEAN

When The Going... (Arista)
LP: Jewel Of The New Soundtrack

241/3 96% National Summary
A 154
B 134
C 144
D 154
E 164
F 174
G 184
H 194
I 204
J 214
K 224
L 234
M 244
N 254
O 264
P 274
Q 284
R 294
S 304
T 314
U 324
V 334
W 344
X 354
Y 364
Z 374

P1 4
P2 5
P3 6

READY FOR THE WORLD

Digital Display (MCA)
LP: Ready For The World

82/5 33% National Summary
A 154
B 134
C 144
D 154
E 164
F 174
G 184
H 194
I 204
J 214
K 224
L 234
M 244
N 254
O 264
P 274
Q 284
R 294
S 304
T 314
U 324
V 334
W 344
X 354
Y 364
Z 374

P1 1
P2 2
P3 3

CHARLIE SEXTON

Bea's So Lonely (MCA)
LP: Pictures For Pleasure

74/9 36% National Summary
A 154
B 134
C 144
D 154
E 164
F 174
G 184
H 194
I 204
J 214
K 224
L 234
M 244
N 254
O 264
P 274
Q 284
R 294
S 304
T 314
U 324
V 334
W 344
X 354
Y 364
Z 374

P1 1
P2 2
P3 3

SIMPLE MINDS

Sanctify Yourself (Virgin/A&M)
LP: Born In The U.S.A.

180/68 73% National Summary
A 154
B 134
C 144
D 154
E 164
F 174
G 184
H 194
I 204
J 214
K 224
L 234
M 244
N 254
O 264
P 274
Q 284
R 294
S 304
T 314
U 324
V 334
W 344
X 354
Y 364
Z 374

P1 1
P2 2
P3 3

BRUCE SPRINGSTEEN

My Hometown (Columbia)
LP: Born In The U.S.A.

230/1 94% National Summary
A 154
B 134
C 144
D 154
E 164
F 174
G 184
H 194
I 204
J 214
K 224
L 234
M 244
N 254
O 264
P 274
Q 284
R 294
S 304
T 314
U 324
V 334
W 344
X 354
Y 364
Z 374

P1 7
P2 8
P3 9

MR. MISTER

Kylie (RCA)
LP: Welcome To The Real World

242/2 86% National Summary
A 154
B 134
C 144
D 154
E 164
F 174
G 184
H 194
I 204
J 214
K 224
L 234
M 244
N 254
O 264
P 274
Q 284
R 294
S 304
T 314
U 324
V 334
W 344
X 354
Y 364
Z 374

P1 8
P2 9
P3 10

TOM PETTY & HEARTBREAKERS

W&S/EVIE NICKS
Needles & Pins (MCA)
LP: Pick Up The Pieces (Level)

66/64 27% National Summary
A 154
B 134
C 144
D 154
E 164
F 174
G 184
H 194
I 204
J 214
K 224
L 234
M 244
N 254
O 264
P 274
Q 284
R 294
S 304
T 314
U 324
V 334
W 344
X 354
Y 364
Z 374

P1 1
P2 2
P3 3

SADE

The Sweetest Taboo (Portrait/CBS)
LP: Promise

218/15 89% National Summary
A 154
B 134
C 144
D 154
E 164
F 174
G 184
H 194
I 204
J 214
K 224
L 234
M 244
N 254
O 264
P 274
Q 284
R 294
S 304
T 314
U 324
V 334
W 344
X 354
Y 364
Z 374

P1 16
P2 17
P3 18

SHEILA E

A Love Bizarre (WB)
LP: Romance 1600

187/20 78% National Summary
A 154
B 134
C 144
D 154
E 164
F 174
G 184
H 194
I 204
J 214
K 224
L 234
M 244
N 254
O 264
P 274
Q 284
R 294
S 304
T 314
U 324
V 334
W 344
X 354
Y 364
Z 374

P1 22
P2 23
P3 24

SLY FOX

Let's Go All The Way
LP: Let's Go All The Way

79/32 32% National Summary
A 154
B 134
C 144
D 154
E 164
F 174
G 184
H 194
I 204
J 214
K 224
L 234
M 244
N 254
O 264
P 274
Q 284
R 294
S 304
T 314
U 324
V 334
W 344
X 354
Y 364
Z 374

P1 1
P2 2
P3 3

STARSHIP

Sail On (RCA)
LP: Knee Deep In The Hoopla

227/8 87% National Summary
A 154
B 134
C 144
D 154
E 164
F 174
G 184
H 194
I 204
J 214
K 224
L 234
M 244
N 254
O 264
P 274
Q 284
R 294
S 304
T 314
U 324
V 334
W 344
X 354
Y 364
Z 374

P1 15
P2 16
P3 17

SLY FOX

LET'S GO ALL THE WAY

SLY FOX

NEW & ACTIVE — 79/32

WKXS-FM add
 WBEN-FM add 39
 WKSE 30-25
 WNYS on
 WPHD 36-29
 PRO-FM add
 93FM 3-4
 KRBE 2-1
 B97 add

KZZB 4-1
 WMMS 30-16
 WHYT add
 KKRZ add
 FM102 on
 KWOD add
 KITS on
 KMEL 29-15
 KPLUS 30-20
 WTLQ 4-4

BJ105 29-19
 Y106 22-12
 KTUX 15-6
 WJZR 22-15
 WPFM 37-27
 Z102 32-21

SLY FOX

PARALLELS SIGNIFICANT ACTION

FORCE M.D.'s <i>Tender Love (WB)</i> <i>LP: Heart Groove</i>	EVELYN KING <i>Your Personal (RCA)</i> <i>LP: A Long Time Coming</i>	DINGO BONGO <i>Just Another Day (MCA)</i> <i>LP: Dead Man's Party</i>	JENNIFER RUSH <i>The Power Of Love (Epic)</i>
FORTUNE <i>Stacy (Cameo/MCA)</i> <i>LP: Fortune</i>	LISA LISA w/ CULT JAM & FULL FORCE <i>Can You Feel The Beat (Columbia)</i> <i>LP: Lisa Lisa w/ Cut Jam & Full Force</i>	OPUS <i>Live Is Life (Polydor/PolyGram)</i> <i>LP: Up And Down</i>	SCRITTI POLITI <i>Wood Beez... (WB)</i> <i>LP: Cupid & Psyche 85</i>
PETER FRAMPTON <i>Lying (Atlantic)</i> <i>LP: Remission</i>	MELISSA MORGAN <i>Do Me Baby (Capitol)</i> <i>LP: Mail to Morgan</i>	DAVID PACK <i>Prove Me Wrong (WB)</i> <i>LP: White Nights Soundtrack</i>	DAN SEALS <i>Boo (EMI America)</i> <i>LP: Won't Be Blue Again</i>
SAM HARRIS <i>I'll Do It All Again (Motown)</i> <i>LP: Sam-I-Am</i>	EDDIE MURPHY <i>How Could It Be (Columbia)</i> <i>LP: How Could It Be</i>	ROBERT PALMER <i>Addicted To Love (Island)</i> <i>LP: Police</i>	TALK TALK <i>Life's What You Make It (EMI America)</i> <i>LP: The Colour Of Spring</i>
JENNIFER HOLIDAY <i>No Frills Love (Geffen)</i> <i>LP: Say You Love Me</i>	ALDO NOVIA <i>Rumours Of You (Portrait/CBS)</i> <i>LP: Twain</i>	QUARTERFLASH <i>Walking On Ice (Geffen)</i> <i>LP: Back Into Blue</i>	MAURICE WHITE <i>I Need You (Columbia)</i> <i>LP: Stand by Me</i>
GRACE JONES <i>Slave To The Rhythm (Manhattan/Island)</i> <i>LP: Slave To The Rhythm</i>			



Isn't It Time You Were A Winner!

AIR's CHR Competition #5 begins in February of 1986. To date radio personnel across the nation have shared 84 prizes worth over a quarter of a million dollars. Now is the time for you to be a part of the industry's longest running contest.

All you should have to do is spend an average of twenty minutes per week listening to the AIR priority records. Then phone in your predictions on the hit potential of each. That's it! The grand prize is your choice of a brand new 1987 Chevrolet Corvette or Porsche 944. Thirty runners up will win TVs, VCRs or complete audio outfits. (A complete prize list and rules will be mailed to you upon registration)

CHR Competition #5 is open to all CHR PDs, MDs and consultants, as well as record company personnel. If you have the best ears in the business, prove it. Register today by calling AIR at (301) 964-5544. Remember, twenty minutes a week is all it takes.

WEEK #24

AIR Priorities

WEEK #24

Listen to the selections listed below. Decide if each has the potential to attain Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, January 29, 1986.

TITLE	ARTIST	LABEL
STEREOTOMY	ALAN PARSONS PROJECT	ARISTA
LOVE CAN TAKE US ALL THE WAY	JACK WAGNER	QWEST/WB
WHAT HAVE YOU DONE FOR ME LATELY	JANET JACKSON	A&M
BOP	DAN SEALS	EMI AMERICA
LET'S GO ALL THE WAY	SLY FOX	CAPITOL

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR music for artist managers, producers and record companies.

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RADIO IS EXPERIENCING
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THE FASTEST BREAKING ALBUM IN THE HISTORY OF
THE ALAN PARSONS PROJECT

RADIO & RECORDS AOR TRACKS: 8*

BILL HARD SONG INDEX: 8*

ALBUM NETWORK POWER CUTS: 7*

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THE TITLE TRACK AND FIRST SINGLE.
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STEREOTOMY

STEREOTOMY

STEREOTOMY

STEREOTOMY

ON ARISTA RECORDS, CASSETTES AND COMPACT DISCS

ARISTA

CONTEMPORARY HIT RADIO

Three Weeks Last
Weeks Weeks

- 4 2 1 1 **DIONNE & FRIENDS/That's What Friends Are For** (Arista)
- 10 5 2 2 **SURVIVOR/Burning Heart** (Scotti Bros./CBS)
- 11 8 5 3 **WHAM!/I'm Your Man** (Columbia)
- 18 14 8 4 **BILLY OCEAN/When The Going Gets Tough...** (Jive/Arista)
- 5 3 3 5 **STEVIE NICKS/Talk To Me** (Modern/Atco)
- 24 17 9 6 **WHITNEY HOUSTON/How Will I Know** (Arista)
- 14 10 7 7 **BRUCE SPRINGSTEEN/My Hometown** (Columbia)
- 35 21 14 8 **MR. MISTER/Kyrie** (RCA)
- 15 13 10 9 **PAUL McCARTNEY/Spies Like Us** (Capitol)
- 17 15 11 10 **STEVIE WONDER/Go Home** (Tamla/Motown)
- 1 1 4 11 **LIONEL RICHIE/Say You, Say Me** (Motown)
- 33 23 15 12 **JAMES BROWN/Living In America** (Scotti Bros./CBS)
- 32 24 16 13 **DREAM ACADEMY/Life In A Northern Town** (Reprise/WB)
- 28 20 17 14 **MIAMI SOUND MACHINE/Conga** (Epic)
- 24 24 15 **STARSHIP/Sara** (Grunt/RCA)
- 36 30 22 16 **SADE/The Sweetest Taboo** (Portrait/CBS)
- 7 6 6 17 **DIRE STRAITS/Walk Of Life** (WB)
- 30 32 25 18 **MIKE & THE MECHANICS/Silent Running** (Atlantic)
- 22 19 18 19 **JELLYBEAN/Sidewalk Talk** (EMI America)
- 34 31 26 20 **A-HA/The Sun Always Shines On T.V.** (Reprise/WB)
- 25 22 21 21 **NIGHT RANGER/Goodbye** (Camel/MCA)
- 37 32 **SHEILA E./A Love Bizarre** (WB)
- 2 4 12 23 **SIMPLE MINDS/Alive & Kicking** (Virgin/A&M)
- 3 7 13 24 **EDDIE MURPHY/Party All The Time** (Columbia)
- 9 12 20 25 **KLYMAXX/I Miss You** (Constellation/MCA)
- 39 36 33 26 **BALTIMORA/Tarzan Boy** (Manhattan)
- 36 37 **THOMPSON TWINS/King For A Day** (Arista)
- 37 38 **HEART/These Dreams** (Capitol)
- 31 29 28 29 **COREY HART/Everything In My Heart** (EMI America)
- 6 9 19 30 **CARS/Tonight She Comes** (Elektra)
- 40 35 31 **FREDDIE JACKSON/He'll Never Love You** (Like I Do) (Capitol)
- 40 32 **ZZ TOP/Stages** (WB)
- BREAKER** 33 **ATLANTIC STARR/Secret Lovers** (A&M)
- DEBUT** 34 **STING/Russians** (A&M)
- 8 11 23 35 **JOHN COUGAR MELLENCAMP/Small Town** (Riva/PG)
- 39 36 **HOOTERS/Day By Day** (Columbia)
- 16 18 30 37 **C. CLEMONS & J. BROWNE/You're A Friend Of Mine** (Columbia)
- DEBUT** 38 **ELTON JOHN/Nikita** (Geffen)
- 12 16 27 39 **BRYAN ADAMS with TINA TURNER/It's Only Love** (A&M)
- 39 38 40 **ASIA/Go** (Geffen)

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ADULT CONTEMPORARY

- 6 5 3 1 **SADE/The Sweetest Taboo** (Portrait/CBS)
- 8 3 1 2 **BRUCE SPRINGSTEEN/My Hometown** (Columbia)
- 12 8 5 3 **WHITNEY HOUSTON/How Will I Know** (Arista)
- 13 9 7 4 **BILLY OCEAN/When The Going Gets Tough...** (Jive/Arista)
- 2 1 2 5 **STEVIE WONDER/Go Home** (Tamla/Motown)
- 16 12 8 6 **DREAM ACADEMY/Life In A Northern Town** (Reprise/WB)
- 5 4 4 7 **DIRE STRAITS/Walk Of Life** (WB)
- 11 10 9 8 **BARBRA STREISAND/Somewhere** (Columbia)
- 1 2 6 9 **DIONNE & FRIENDS/That's What Friends Are For** (Arista)
- 21 12 10 **STARSHIP/Sara** (Grunt/RCA)
- 19 15 13 11 **WHAM!/I'm Your Man** (Columbia)
- 3 6 10 12 **LIONEL RICHIE/Say You, Say Me** (Motown)
- 19 13 **ELTON JOHN/Nikita** (Geffen)
- 23 19 16 14 **ISLEY, JASPER, ISLEY/Caravan Of Love** (CBS Associated)
- 20 17 15 15 **EI DeBARGE with DeBARGE/The Heart Is Not So Smart** (Gordy/Motown)
- 4 7 11 16 **KLYMAXX/I Miss You** (Constellation/MCA)
- 9 11 14 17 **STEVIE NICKS/Talk To Me** (Modern/Atco)
- 30 25 23 18 **MICHAEL FRANKS featuring B. RUSSELL/When I Give My Love...** (WB)
- 29 24 22 19 **C. CLEMONS & J. BROWNE/You're A Friend Of Mine** (Columbia)
- 22 22 20 20 **MAURICE WHITE/I Need You** (Columbia)
- 7 14 18 21 **MR. MISTER/Broken Wings** (RCA)
- 27 25 22 **FREDDIE JACKSON/He'll Never Love You** (Like I Do) (Capitol)
- 10 13 17 23 **JOHN COUGAR MELLENCAMP/Small Town** (Riva/PG)
- 28 26 26 24 **DIANA ROSS/Chain Reaction** (RCA)
- BREAKER** 25 **MIKE & THE MECHANICS/Silent Running** (Atlantic)
- DEBUT** 26 **THOMPSON TWINS/King For A Day** (Arista)
- 30 27 27 **PEABO BRYSON/Love Always Finds A Way** (Elektra)
- 28 28 **COREY HART/Everything In My Heart** (EMI America)
- 29 29 **OMD/Secret** (A&M)
- BREAKER** 30 **MR. MISTER/Kyrie** (RCA)

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AOR TRACKS

Three Weeks Last
Weeks Weeks

- 2 3 1 1 **ZZ TOP/Stages** (WB)
- 3 2 2 2 **MR. MISTER/Kyrie** (RCA)
- 16 5 5 3 **SIMPLE MINDS/Sanctify Yourself** (Virgin/A&M)
- 11 4 4 4 **HOOTERS/Day By Day** (Columbia)
- 1 1 3 5 **MIKE & THE MECHANICS/Silent Running** (Atlantic)
- 32 12 6 **HEART/These Dreams** (Capitol)
- 8 7 6 7 **PETE TOWNSHEND/Give Blood** (Atco)
- 17 9 8 **ALAN PARSONS PROJECT/Stereotomy** (Arista)
- 9 6 7 9 **STEVIE NICKS/I Can't Wait** (Modern/Atco)
- 24 14 10 10 **STARSHIP/Sara** (Grunt/RCA)
- BREAKER** 11 **FIRM/All The Kings Horses** (Atlantic)
- 40 27 14 12 **INXS/What You Need** (Atlantic)
- 10 9 8 13 **DREAM ACADEMY/Life In A Northern Town** (Reprise/WB)
- 33 14 14 **PETER FRAMPTON/Lying** (Atlantic)
- 34 26 16 15 **DIRE STRAITS/Ride Across The River** (WB)
- 12 11 11 16 **TOM PETTY & .../So You Want To Be A Rock & Roll Star** (MCA)
- 26 25 24 17 **TOM PETTY & .../Needles And Pins** (MCA)
- 13 15 13 18 **RUSH/Manhattan Project** (Mercury/PG)
- BREAKER** 19 **PAT BENATAR/Le Bel Age** (Chrysalis)
- 29 23 23 20 **AEROSMITH/Sheila** (Geffen)
- 39 35 32 21 **OUTFIELD/Your Love** (Columbia)
- 36 28 22 22 **ASIA/Too Late** (Geffen)
- 56 39 31 23 **JOHN C. MELLENCAMP/Minutes To Memories** (Riva/PG)
- 33 20 17 24 **JOHN C. MELLENCAMP/Justice And Independence '85** (Riva/PG)
- 21 16 15 25 **ROGER DALTREY/Let Me Down Easy** (Atlantic)
- 27 21 21 26 **BON JOVI/Silent Night** (Mercury/PG)
- BREAKER** 27 **LOVERBOY/This Could Be The Night** (Columbia)
- 22 19 19 28 **QUEEN/One Vision** (Capitol)
- 47 29 29 **MIKE & THE MECHANICS/All I Need Is A Miracle** (Atlantic)
- 42 30 30 **ROBERT TEPPER/No Easy Way Out** (Scotti Bros./CBS)

Complete Tracks Chart
Begins on Page 69

BLACK/URBAN

- 10 8 4 1 **MELI'SA MORGAN/Do Me Baby** (Capitol)
- 5 3 3 2 **SADE/Sweetest Taboo** (Portrait/CBS)
- 4 2 1 3 **DIONNE & FRIENDS/That's What Friends Are For** (Arista)
- 2 1 2 4 **STEVIE WONDER/Go Home** (Tamla/Motown)
- 12 7 5 5 **FIVE STAR/Let Me Be The One** (RCA)
- 16 10 7 6 **BILLY OCEAN/When The Going Gets Tough...** (Jive/Arista)
- 15 11 8 7 **FREDDIE JACKSON/He'll Never Love You** (Like I Do) (Capitol)
- 34 17 10 8 **WHITNEY HOUSTON/How Will I Know** (Arista)
- 6 6 6 9 **ATLANTIC STARR/Secret Lovers** (A&M)
- 25 15 11 10 **FORCE MD'S/Tender Love** (Tommy Boy/WB)
- 17 14 12 11 **YARBROUGH & PEOPLES/Guilty** (Total Experience/RCA)
- 30 18 13 12 **RENE & ANGELA/Your Smile** (Mercury/PG)
- 18 16 14 13 **STEPHANIE MILLS/Stand Back** (MCA)
- 29 19 17 14 **TA MARA & SEEN/Affection** (A&M)
- 29 21 18 15 **MORRIS DAY/Color Of Success** (WB)
- 36 25 19 16 **JAMES BROWN/Living In America** (Scotti Bros./CBS)
- 31 23 17 **ZAPP/Computer Love** (WB)
- 9 9 9 18 **STARPOINT/What You Been Missin'** (Elektra)
- 28 24 21 19 **FAMILY/High Fashion** (WB)
- 40 27 20 **CHERRELLE/ALEXANDER O'NEAL/Saturday Love** (Tabu/CBS)
- 33 21 21 **JANET JACKSON/What Have You Done For Me Lately** (A&M)
- 3 5 16 22 **READY FOR THE WORLD/Digital Display** (MCA)
- 23 22 22 23 **MAURICE WHITE/I Need You** (Columbia)
- 27 26 25 24 **EI DeBARGE with DeBARGE/The Heart Is Not So Smart** (Gordy/Motown)
- 39 32 25 **ISLEY, JASPER, ISLEY/Insatiable Woman** (CBS Associated)
- 1 4 15 26 **LIONEL RICHIE/Say You, Say Me** (Motown)
- 35 32 30 27 **L.L. COOL J/I Can't Live Without My Radio** (Def Jam/Columbia)
- 40 34 28 28 **DURELL COLEMAN/Do You Love Me** (Island)
- 35 31 29 **JENNIFER HOLLIDAY/No Frills Love** (Geffen)
- 36 30 30 **SMOKEY ROBINSON/Hold On To Your Love** (Tamla/Motown)
- 21 20 24 31 **GRACE JONES/Slave To The Rhythm** (Manhattan/Island)
- 8 12 20 32 **EVELYN "CHAMPAGNE" KING/Your Personal Touch** (RCA)
- BREAKER** 33 **ROY AYERS/Hot** (Columbia)
- BREAKER** 34 **ARETHA FRANKLIN/Another Night** (Arista)
- DEBUT** 35 **EUGENE WILDE/Diana** (Philly World/Atlantic)
- 22 28 29 36 **POINTER SISTERS/Freedom** (RCA)
- 13 13 26 37 **TEMPTATIONS/Do You Really Love Your Baby** (Gordy/Motown)
- DEBUT** 38 **KASHIF/Dancing In The Dark** (Heart To Heart) (Arista)
- DEBUT** 39 **WHAM!/I'm Your Man** (Columbia)
- DEBUT** 40 **KING DREAM CHORUS/HOLIDAY CREW/King Holiday** (Mercury/PG)

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