THE INDUSTRY'S WEEKLY NEWSPAPER

JANUARY 31, 1986

and ten wonderful years in Los

Angeles. After a short vacation,

I'll be working to help stations

with the small things other con-

sultants may not do. I'll also

become more involved in day-

Bruce

KHJ/See Page 8

D E: N S

EASY LISTENING EVALUATES ITSELF

Torbet's Mariann Del uca surveyed Easy Listening managers and programmers on a number of key topics, and Gall Mitchell summarizes the findings.

RATINGS RESULTS

Page 67

Arbitron fall '85 ratings for Anaheim, Buffalo, Charlotte, Columbus, Indianapolis, Louisville, Norfolk, Portland, Rochester, Sacramento, and San Antonio: Birches for Boston, Chicago, Detroit, Miami, and San Francisco. Page 34

IN THE NEWS THIS WEEK

- Lou Feust VP at Mehimen
- **Rick Devilin buys into WUTQ** & WOUR
- Stu Layne VP/GM, Lise Fransen-
- Bittman GSM at WLOL Lee Young Exec. VP at Motown
- Music Group Jerry Cregan President at Republic
- Radio Dave Forman Exec. Editor for KFWB
- **Rick Lambert PD at KLOL**
- Alex Bennett morning man at KITS
- Terry Williams PD at CHUM .
- KOAQ goes "Soft Rock" .
- David Landau Exec. VP at United .
- Stations
- Andree Ganis Nat'l Singles Director, Lisa Velasquez Assoc. Director at Atlantic
- Jeff McCarthy National PD at Midwest
- KDYL goes MOYL
- Carolyn Barnaby-Merz GSM at WIL-. AM & FM

TOOLS OF THE TRADE

Page 3, 4, 6, 7, 8

Debi Covello GSM at KEZR



SALES TOOLS YOU CAN USE

A data-packed special, timed for the RAB meeting in Dallas, covers key sales tools like market research, computers, proper training, all expressed in an easy-toapply, revenue and business-oriented fashion; material you can't afford to miss. Page 15

NEXT WEEK IN RAR

CBS Records Division President Al Teller blows the lid off the music video myths that infest the media . . . and the music business. Adam White has the story, next week.

Newsstand Price \$3.50



Arcara, Bouloukos Head **Cap Cities/ABC Radio**



Jim Arcara

As expected for several weeks, Canital Cities/ABC Inc. has named Exec. VP James Arcara President, Cap Cities/ABC Radio. He replaces Ben Hoberman, who retired from ABC earlier this month. Also, former VP/Operations, ABC Owned Radio Stations Den Boulo a named President of CC/ ABC Owned Radio Stations replacing the retiring Chuck DeBare. Ed McLaughlin will

Gilreath K101 VP/GM



Bill Güreath

After five months as GM at Price Communication ns' K101/ San Francisco, Bill Gibreath has been elevated to VP. Gilreath. who joined K101 as GSM a year ago, was previously GSM at neighbor KCBS.

Price Sr. VP/Radio Jack Me-Seriey noted, "Bill's contribution to the success of K101 contimues to be extremely impressive. This promotion re-flects our confidence in his " GILREATH/See Page 7

Don Bouloukos

continue as President, ABC Ra die Networks. Arcara will report to Broadcasting Division ARCARA/See Page 8

RKO Retires KHJ Calls, 'Car Radio'

Norman Combo VP/GM; Thompson KRTH (AM) Station Manager

RKO Radie will switch "Car RKO with the fondest memories Radio" KHJ/Les Angeles to "Smokin' Oldies" 930 AM/ KRTH February 1, laying to rest a set of truly legendary call letters, one of the last of the remaining three-call giants. The new format will concentrate on the first decade of rock 'n' roll, complementing co-owned Ol-KRTH-FM.

KRTH-FM VP/GM Pat Nerthe combo, while AM VP/GM Ren Thompson becomes Station Manager of the new AM operation. Ten-year KRTH-FM PD Beb Hamilton has resigned, forming Hamilton Communications, a broadcast consulting/ management company whose holdings include WCRO/Johns town, PA. Additionally, consolidation related to the new direction resulted in the elimination of over 30 positions on the AM station.

Explained RKO Radio President Jerry Lyman, "Our experiment with the innovative format 'Car Radio' was noble, but our conclusion is that innovation on AM in Los Angeles is a very expensive proposition. The staff under Ron Thompson did a superb job in their efforts to reestablish KHJ." Hamilton told R&R, "I leave

WPKX, KOPA, WMGF CONVERT 'Classic' Formats **Debut In Three Cities**

Three major market stations discontinued their respective formats this week in favor of increasingly popular "class programming. WPKX/Wash-ington signed off Country, becoming "Classic Rock" WCXR; KOPA/Phoenix drop-ped CHR for "All Classic Hits, 100.7 FM," with new call letters forthcoming; and WMGF/Milwaskee abandoned its A/C direction for "Classic Hits" and new calls WKLH



ing 25-34 men, emphasizes key AOR tracks from the '60s and 70s, although some seminal CLASSIC/See Page 8



Larry Bruce

KMET/Los Angeles has hired veteran KGB/San Diego PD Larry Bruce as its new PD. He succeeds Rich Piombino, who exited the Metromedia AOR three weeks ago. Bruce will continue operating his Melbourne-based consultancy, which works with stations in Australia and New Zealand. KMET VP/GM Howard

Bleem told R&R, "Larry's had a fantastic track record in San Diego, and I am confident he will have the same results in Los Angeles." Bruce said simp-ly, "Sounds to me like the greatest opportunity in Ameri-CR."

Prior to six years at KGB, Bruce was Director Of Research at KBPI/Denver, PD at KFML/Denver, and Director Of Marketing for Brown Bag Productions. He's had KGB in the top three 12+ in San Diego since spring '83, and in the top two for the past six books (since summer '84).

Bruce is KMET's fourth PD BRUCE/See Page 8

SELLS WEBN FOR \$12.3 MILLION; WQMF ALSO SOLD Wood Becomes Jacor President

Circe Communications, prin-GM Frank Weed, has sold WEBN to Jacor Communications for \$12.3 million in cash and stock Wood will be a major stockholder in Jacor and take the position of President/COO, e continuing to oversee WEBN. Terry Jacobs remains as Jacor's Chairman/CEO.

In a separate deal, Wood's The Other Corporation has sold WQMF/Louisville to WQMF GM John Otting, whose company will be known as Otting Broadcasting. Otting was previ-

ously a minority shareholder of The Other Corp. The price was

Wood told R&R, "It's emotionally satisfying for me to now play in the public arena without divorcing myself from WEBN, which is like my first child. Terry and I may be the new Mutt & Jeff of broadcasting he has a great financial back-ground and I've got the operating experience."

Jacobs commented, "Frank's managerial background will fit in very well with our future growth plans. I'll be freed up to make more acquisitions. Our

goal is to become a major media company involved in radio."

Jacor, which is publicly tradover-the-counter, owns WGST & WPCH/Atlanta, WBBG & WMJI/Cleveland, WQIK-AM & FM/Jacksonville, WVOI/Teledo, and WKYG & WXKX/Parkersburg, WV.

Wood's sister Robin Wood, who does morning drive at WEBN, owns the remaining 1.8% of Circe. WEBN is a Class B at 102.7 mHz with 16.6 kw at 876 ft., while WQMF is a Class B at 95.7 with 34 kw at 580 feet.

cipally (98.2%) owned by WEBN/Cincinnati President/

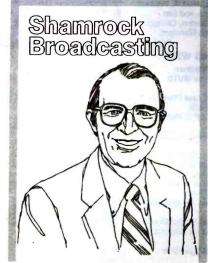
\$5 million cast

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"One of the things that really sets The Research Group apart is their broad radio experience. The entire professional staff has worked in station management and they really know the business. We found that most researchers deliver the research, but don't give you specific effective recommendations. It's different with The Research Group, Since they've been broadcasters at competitive winning stations, they can help you translate the findings of their work into an action plan. A plan that really works. With The Research Group the big difference is real know-how in programming and promotion, as well as research. And that's the difference that makes their clients win."

> Bill Clark President Radio Division Shamrock Broadcasting Company



For information on The Research Group's services and market availability, just send in the card below:

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Send to:	The Research Group Metropolitan Park, Suite 1200 1100 Olive Way Seattle, WA 98101	P/GN

or, for more information, call: Larry B. Campbell, President-206/624-3888

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PAGE THREE

JANUARY 31, 1986

PERFORMING PERFORMANCE APPRAISAL

Management consultant Charles Warner feels performance appraisais are a secret weepon of the best managers which others overlook, and he offers suggestions on how to conduct them.

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Forman Set As KFWB Exec. Editor

Dave Forman has been named Executive Editor at KFWB/Los Angeles. He replaces Exec. Editor Fred Walters, who remains at the Group W all-News station with the new title of Director/ News Operations.

For the last two years Forman produced and hosted his own syndicated television program. He previously headed up news operations for KNWS/Anaheim (now **KEZY**) when it was an all-News station serving Orange County.

KFWB VP/GM Dave Graves explained, "Dave will be in charge of programming and advertising for the station. I've always felt that promotion is properly a job for the program

Graves noted that KFWB surged 2.7-3.9 in the fall book, while all-News competitor KNX dropped 3.1-3.0. In morning drive KFWB now leads by more than a 2-1 margin. "I think we're ahead of them as much as we've ever been," Graves observed.

FRANSEN-BITTMAN GSM Layne Upped To VP/GM At WLOL

is Broadcasting has promoted WLOL/Minneapolis Station Manager Staart Layne to VP/GM. He succeeds Regional VP/GM Devie Rase, who's transferred to co-owned KPWR/Las Angeles on a temporary basis until a GM for that station is selected. At that point, Rose will take on more cor-

Cregan Republic President



Jerry Creegon

Jerry Cregan has been appointed President of Republic Radie, replacing Jerry Kelly, who exited the radio rep firm last week. Cregan has spent the past 13 years at Katz Radie, most recently as VP/Stations. Katz purchased Republic in April 1984.

Katz Radio Group President Ken Swetz commented, "I have some very strong philosophies on how a rep company should be run, and Jerry Cregan is very much in tune with that system."

Swetz continued, "My desire is to have the number one, two, and three rep companies, and we're going to work off our tails to make that happen."

Christal and Republic were the fifth and eleventh billing rep firms when Katz bought them in 1984, said Swetz. At the end of 1985, Katz remained the top biller, Christal had moved up to third place, while Republic was eleventh. Swetz added, "Our goal is to speed Republic into the top five as fast as we can."

KOAQ Takes Soft Rock Approach

Completing what management terms an "evolutionary cycle," CHR KOAQ (Q163)/Denver has begun using the term "Soft Rock." The new positioning statement describes Q105 as "a bright A/C station in both presentation and music selection, with a CHR flavor," according to PD/morning personality Jack Regan.

Regan continued, "The bulk of the audience is still 15-34, but we seek to broaden that a bit. Usi the 'hits' image indicates repetitiven ees to our audience. The market is simply oversaturated with CHR-type of records at this point. We're simply seeking to ex-pand with more variety, but with nonabrasive music."

Assistant PD Alan Slodge added, "We've been perceived as a soft rock station, so we're attempting to redefine ourselves with respect to KOAO/See Page 4



Stuart Lavne

porate responsibilities. Replacing Layne as GSM is Local Sales Maner Lies Frans en-Bittman.

Layne, who joined the station last April from sister KSHE/8t. Louis, observed, "WLOL has been on track and the dominant CHR for the last three years. We've got a spectacular team, and my contributions will be giving OM Tae Hammer all the tools he and his staff need to keep winning, and lending my golden ears to help pick the hits.

Prior to KSHE, Layne worked

Williams CHUM's **New PD**

Terry Williams, PD at CHUM Ltd.'s CFRW/Winnipeg. is transferring to sister station CHUM (AM)/Turente as its PD in early March. CHUM OM Jim Waters, who's also been handling programming, will concentrate on managerial duties.

Williams, a CHUM Group veteran, told R&R, "The history of CHUM is awe-inspiring. I want to return to the days of yore and restore CHUM to dominance in respect to where AM is in the '80s. I believe we have the potential to beat CFTR."

A former PD at CJCH/Halifax and CJJD (now CHAM)/Hamilt Williams will be replaced by CFRW Assistant PD Mark Maheu. Also new to CFRW is morning air personalty Kevis MacGowan from CFCF/Mentreal.

Bennett Conducts KITS Mornings

Controversial personality Alex Bennett, last heard eight months ago as KQAK/San Francisco's highly-rated morning man, has freed himself of contract entangle ments preventing him from Bay Area airwork and signed a five-year deal with crosstown CHR KITS beginning February 10. Bennett's freewheeling wakeup show. which features a live studio audience, displaces current AM driv-er Ed Velkman, who moves to afternoons, allowing PD Richard Sands to take himself off the air.

VP/GM Ed Krampf predicted, "Alex will make KITS a major part of San Francisco radio history. When he was at the 'Quake' he was the entire station, but KITS already has the seventh largest cume in the market. We now have a real shot at becoming the largest

for CBS National Spat Sales in New York and Chicago. He earlier held sales positions in Chicago at WBBM-FM and CBS-TV Sales.

Of Fransen-Bittman's promotion, Layne said, "Lisa's appointnt is well-deserved and designed to ensure WLOL's continued as on the national as well as SUCCE local sales level." Her replacement was not announced.

Lambert PD At KLOL

KLOL/Houston Assistant PD/-MD Rick Lambert has been upped to PD at the Rusk Corporat AOR, replacing Jee Dee n (nee m Marr), who has left the station. Concurrently, midday personality Dayna Steele has been named MD. Station Manager Pat Fast praised Denton, one of the format's most widely-admired programmers. "Denton is a very creative PD, and has made many friends at KLOL and all over the husiness." He added, "I feel Rick will bring the necessary energy level, organizational skills, and level, organizational skills, and time needed to get the job done. He has a real talent for cutting through the BS and getting right to the facts. It's also high time we brought Dayna into the picture as MD, as she's very informed and plugged into artists and the music industry.'

Lambert, a two-year KLOL staffer, previously did production at own KKBQ for six months CTO and spent six years at rival AOR KSRR. He told R&R, "The station's been around for 15 years and has had its ups and downs. I plan on swinging it back up by not relying on oldies so much and by setting ourselves apart from 97 Rock (AOR rival KSRR) by sounding not only better but different. I'm going to take some chances.

KLOL has fought a nip-and-tuck battle with KSRR for the past year; the two stations have been separated by no more than half a share in each of the last six books. In the fall '85 standings, KSRR was in the lead by 5.0 to 4.5.



CHR station in the Bay Area.

Bennett, a veteran of KMEL/Sau Francisco and New York stations WPLJ, WISCA, and WPIX, told R&R his show will be similar to the one he did at KQAK. "It's simply a matter of recapturing the spirit and putting it into the new sur-roundings," he said.

Since KITS uses a munic-intensive format, Bennett's program will stand out from the rest of the station. He explained, "There are no restrictions, other than those prescribed by law. I'll continue using live comedians, phone call-ins, and a live studio audience of about 15 or 20 people. I don't go age the grain of a music-inten ive sta tion such as KITS, since all its listeners are tuning in to be enter-tained. I'm like a carnival barker pulling people into the tent."

Young Exec. **VP/Motown** Music



Lee Young

Meterra VP/Business Affairs Lee Young Jr. has been appointed to the newly created post of Exec. VP, Motown Munic Group.

Young will oversee the group's worldwide business affairs and be directly involved in the planning and execution of all major operating decisions. He'll also oversee the tive division of Motown Recorde

Motown Music Group President Jay Lasker stated, "Lee and I have been part of a very successful team for many years, and I feel confident that he can assist in accomplishing Motown's challenges for the latter part of the Eighties and years to come." Young, who joined the company in 1976. was unavailable for comment.

Landau **Exec. VP For United Stations**



David Landau

David Landau bas been an pointed to the new position of Senior VP at United Stations Radio Senior VP at United St Networks in New York. He previously served as VP/Sales for the company, reporting directly to United Stations President Nick Verbitsky.

Verbitsky commented, "The growth of United Stations has been made possible by the outstanding efforts of our sales departments. and our sales success can be attributed to David Landau's leaderabio."

Landau joined United Stations in 1983 as Director/Eastern Sales. When US acquired RIKO Radio Networks last year, he assumed responsibilities for all facets of the networks sales operations. He also served in sales positions at the Christal Company and Info ii. Breader

NEWS IN BRIEF

Tim Can

· ED SIMPSON has been promoted

from Associate Director/Regional

volved in merchandleing, retail visibili-

ty, developing artist campaigns, and

mail market presence.

Hing to National Sales Director at

cords. Simpson will be in-



lest July.



Ed Sim

BARBARA BEDDOR is sloveled . JIM O'NEAL, PD at Oldies-format from Station Manager to VP/GM at ted CHR KCBN/Reno, has added on Olympic Broedcasting's KZZU-AM & the programming duties of A/C FM FM/Spokene. A five-year station sales ler stallon KRNO. He takes over for executive, Beddor served as GSM Larry Irone, who accepted the PD before advancing to Station Manager post at KHYL/Secrat

NYMRAD's Rock & Roller Coasters

Finahunod Gau

Andrea Ad

Martes

Arieta Re



Partying at NYMRAD's 2nd annual Rock 'N Roll Christmas Spectacular, heid at New York's Marriott Marquis Hotel, are (front (a) Find the second second

Columbia's Shorter Celebration



Columble held a wine-tasting reception celebrating the release of recording artist Wayne Shorter's solo LP and the opening of his first worldwide solo tour. Pictured are (I-r) Columbia's Phil Sandhaus, Shorter's manager Devid Rubinson, Columbia VP George Butler, label's John Tupper, Shorter, Columbia VP Ray Anderson, label's Mike Bernardo and VP Bob Sherwood.

CAMERON CARPENTER is the wn Label Manager for NICA rds/Canada. He had been responsible for marketing, promotion, and general development of the Motown roster while with Quality indis, Motown's previous Canen distributor.

. FLEETWOOD GRUVER, PD at WQXI (AMI/Atlanta, has as eumed the newly-created Director of Marketing post for WOXI-AM & FM, supervising arch and advertising, while retain 10 ing his AM programming responsibili--

· FRED BOHN has advanced from Se s Manager to Station Manager at WOLR & WOSNKalamazon, A 20w broadcaster, Bohn succeeds DON HECKMAN, who is entering station ownership in upstate New York.

• TIM CARR is appointed Manager/-A&R at Capitol Records. Carr, who will be responsible for acquiring talent as well as monitoring studio and club activity on the East Coast, previously operated TJC Special Projects, an independent management, book, consultation, and promotion agency.

• RAY GMEINER steps up from West Coast Regional AOR Promotion to West Coast Marketing/Promotion at Elektra/Asylum/Nonesuch Records.

· DAVID "JOHN" HANCOCK becomes PD at Susquehanna full-service outlet WARM/Scranton, PA. Hancock was previously PD at AOR KBCO/Boulder-Denver, CO.

KDYL Drops News For MOYL

After nearly four years as an all ws station, KDYL/Salt Lake City last week dropped the format to adopt a Music Of Your Life approach. Twenty-two staffers, in-cluding OM Robert Simmons and News Director Donald Knott, lost their jobs in the switch.

VP/GM Craig Hann a said the decision to abandon news was made when the fall Arbitron showed a precipitous 1.9-7 drop in KDYL's 12+ shares. "We decided to make an immediate change to give our stockholders a better return on their investment," said Har

"Our people were very good and we're very sorry to have to do this," he added. Hanson speculated that all-News may have failed because Salt Lake City is a "smaller" market, coupled with the difficulty of competing with full-service KSL, which has a stronger 50 kw signal.

"Unfortunately, broadcasting is a business first and a philanthropy second," Hanson concluded.

KOAQ

Continued from Page 3

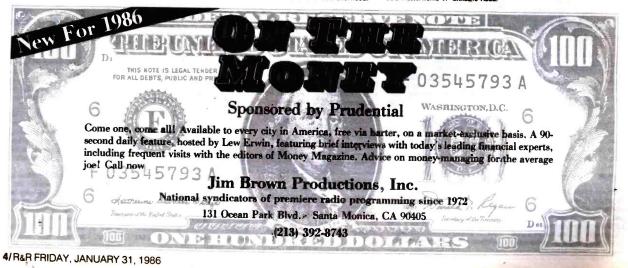
the market, which in turn redefines us for the industry as well."

KOAQ's move leaves the market with three CHRs. KPKE and KRXY on FM and KIMN on AM.

Marsalis Goes Classical



Joining trumpet soloist Wynton Marsalis (2nd from left) backstage after a guest performance with the New York Philharmonic at Lincoin Center's Avery Fisher Hall are CBS Masterworks Sr. VP/GM Joseph Dash, conductor Zubin Mehte, and DD Marsan Structure St. VP/GM Joseph Dash, conductor Zubin Mehte, and CBS Masterworks VP Christine Reed.



The rep VS. the conglomerep.

By Jerry Schubert, President, Eastman Radio.

The selling of America's radio stations is in the throes of change. Most of the industry's major rep firms have caught the mergermania fever that is sweeping the business community.

They are fast becoming "Conglomereps" whose main selling efforts are packaging stations into so-called "networks."

Is the "Conglomerep" the future?

We wonder if the packaged or commodity approach to selling radio is indeed the way to go.

It's not that we're against networks. Eastman is a member of Supernet because it does provide some ease of buying advantages for agencies and can deliver some benefit in reaching specialized audiences.

But we try to keep the concept of a network in perspective. For at Eastman, we have reservations about the impact of this approach on the quality stations across the country. Stations that have more things to sell.

As we see it, the faceless network will submerge the identities of the individual radio stations.



The faceless network will blur the competitive differences between stations.

The faceless network will make the sale on price, not value. (How do you sell value if, as in the case of one Conglomerep, you handle fifteen stations in one market?) Eastman's view of the future.

With more network selling, we see the need for a rep firm to sell value, not just numbers.

We see the need for a firm to represent the best stations in all markets.

We see the need for a firm to train its people to know its markets, its stations and to know how to sell value instead of price.

Since that has always been our approach, we see Eastman as that firm. Eastman. The largest independent Rep.

If your station wants to be sold independently by a Rep firm instead of supermarket style by a Conglomerep, Eastman is not only your best choice, it's your only choice. Today, we're the only major independent radio Rep firm with the people and resources to represent you to the nation's largest agencies and companies.



NEWS

The Tide is in

VELASQUEZ ASSOC. DIRECTOR Ganis Directs Atlantic





Andrea Ganis

Andrea Ganis has been elevated to Director/National Singles Promotion at Atlantic. Formerly Associate Director, she has been succeeded by Lias Velasquez, who was Manager/National Singles Promotion. Both are based at the label's New York headquarters.

Atlantic Sr. VP Vince Faraci, announcing the promotions together with VP/National Singles Promotion Sam Kaiser, commented, "Atlantic's phenomenal success in the pop singles arena is due in no



Lisa Velasquez

amall part to the dedication and professionalism of Andrea and Lisa. Each of them has grown tremendously, becoming among the most respected promotion executives in the business."

Ganis had been Associate Director/National Singles Promotion since September 1980, having joined the company that January. Velasquez, who joined the label in 1978, served as Manager/National Secondary Pop Promotion from November 1981.



Atco's Eddle & The Tide made a recent New York debut at the Bottom Line with two shows. Shown backstage are (i-r) group's Eddle Rice, Johnny Perri, and Scott Mason, Atlantic Sr. VP Vince Farsci, manager Bobby Corona, Atco's Marc Nathan, Atco GM Margo Knesz, and label's Paul Brown.

AC/DC Hits Gold



Atlantic's AC/DC were awarded gold plaques for their album "Fly On The Wall," following a Nassau Collseum Concert. Pictured (I-r) are group's Malcolm Young, Brian Johnson, Simon Wright, Angus Young, and Citif Williams, plus Atlantic Exec. VP/GM Dave Glew.



6/R&R FRIDAY, JANUARY 31, 1986

NEWS

McCarthy Appointed Midwest National PD

WIXX/Green Bay PD Jeff Mc-Carthy has been promoted to the newly created National PD position for parent Midwest Communications. While retaining his CHR duties at WDXX, McCarthy will now also oversee co-owned Country AM outlet WGEE, as well as (A/C; Country) KNOA & KMGK/ Des Moines; (A/C-CHR; Country) WRIG & WDEZ/Wassas, WI; and recently-acquired (Country:A/C)

WIKQ & WTBX/Hibbing, MN. Midwest President D.E. "Duke" Wright told R&R, "With eight stations and plans to expand, there was a real need for a national PD. We're very fortunate to have someone on staff who not only has outstanding programming abilities

Gilreeth

- 1

Continued from Page 1 Added Gilreath, "It's been an extreme pleasure working with Price and K101 to maintain the tremendous credibility the station has enjoyed over the past ten years. With the addition of new PD Smokey Rivers, we'll fine-tune the station and achieve even greater heights."



Jeff McCarthy but is also an excellent 'people' person."

McCarthy took over at WDCX last August, transferring after eight months as PD at WRIG. Earlier he spent two years at WMGF/ Milwankee as Asst. PD, a post preceded by programming stints in Toledo at WXEZ and WOHO. Mc-Carthy said, "With the backing of such a strong organization, we look to continuing our growth and making a strong network of stations."



Members of Mr. Mister gave an impromptu performance of their song "Broken Wings" during a recent visit to BMI's headquarters in New York. Pictured (I-r) are group's manager George Ghiz, BMI's Barbara Begley and Exec. Director Barbara Cane, and group's Richard Page and Stave George.



Celebrating the recent signing of Los Angeles-based vocal duo Fire Fox to Atlantic are (I-r) group's manager Steve Cohen, Steve Cohen & Associates' David Cook, Atlantic Sr. VP/West Coast GM Paul Cooper, producer Ollie Brown, group's Toi Overton, Atlantic VP/GM Black Music Operations Hank Caldwell, and group's Paulette McWilliams.

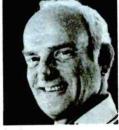


R&R FRIDAY, JANUARY 31, 1986/7

TRANSACTIONS

HEADS WEST COAST OFFICE

Faust New MahlmanVP



Lou Faust

Former Seloom, Inc. Chairman Lou Faust has joined the Mahiman Company as VP and will head the media brokerage firm's new West Coast office, beginning February 17.

fice, beginning February 17. President Bob Mehlman said, "We are very pleased that Lou has joined the Mahman Company in its expansion to the West Coast. Lou's expartence and integrity are well-known in radio broadcasting circles."

Faust's extensive radio broadcasing background also includes terms as Exec. VP/Radio with the John Blair Co., station management with Cap Cities at KPOL/Los Angeles and WPATMew York, group management at Bantell Media Corp. and Buequehanna Broadcasting, and addtional experience with Compuliet, Radio One Rep, the Forty-Six Corp., and Jone Communications.

The new office is located at 73-981, Hwy. 111, Paim Desert, CA 92260; (619) 345-7922.

Barnaby-Merz GSM At WIL-AM & FM

WBBF & WMJQ/Rochester GSM Caralyn Barnaby-Merz has transferred to the GSM post at LIN Breadcasting's Country sister combo WIL-AM & FM/Bt. Louis. Reporting to President/GM Craig MaGee, she replaces Jee Stephensen, who has left the stations.

Merz served five years with the Rochester stations, starting out as an Account Executive and working up to Promotion Director, Local Sales Manager, and then GSM. She told R&R. "T've sold nearly everything but Country, and find this exciting because the qualitative information about this audience is very different from what the stereotypical country listener is."

Deviin Partner in WUTQ & WOUR Purchase

WUTQ & WOUR/UTICA, NY PRICE: \$1.5 million cash, including a \$100.000 noncompete agreement. BUYER: Devlin & Ferrari Broadcasting. Inc., headed by President Rick Devlin and Exec. VP John Ferrari. Devin, formerty VP/Taikradio at ABC, earlier served as VP/GM at New York RKO stations WOR and WXLO. Ferrari owns Ferrari, Inc., a New York ad agency. The buyer is a new company, ed at 95 Madison Avenue, New York, NY 10016; (212) 532-3220. SELLER: Bunkfeldt Broedcasting Co., headed by Dr. Rudolf Bunkleidt. DIAL POSITION: 1550 KHz; 96.9 mHz POWER: 1-kw daytimer; 16 kw at

BOO feet FORMATS: Nostalgia (Toby Arnold);

AOR BROKER: Bob Biernacki of Mahiman Campany

WHKC & WGBF/EVANSVILLE, IN PRICE: \$1.25 million

BUVER: Pitter in Evensville, Inc., headed by Jam Productions VP/ Sales Rendy Bell; Joe and Luollie Kowhier, who operate a McAwet the aer chein; and CPA Brad Herrison. SELLER: Metre Radio, Inc., headed by Vernen Nolle. It also own WROK & WZOK/Mecklard, IL.

DIAL POSITION: 1280 kHz; 103.1 mHz POWER: 5 kw days/1 kw nights; 3 kw

at 300 feet FORMATE: A/C; CHR

Arcara

Continued from Page 1

President Michael Mallardi, while Bouloukos and McLaughlin will report to Arcara.

Commenting on the management restructuring, Mallardi asid "The Cap Cities and ABC Radio divisions have each enjoyed an extraordinary year, and our new management structure positions us for a contituation of the growth and profitability that has been a halmark of both organizations in the past."

Arcara served as VP/GH at WPAT-AM & FM/New Yerk for ten years. Before that he served as VP/GM at WPRO-AM & FM/Providence, moving there from Cap Cities' WKSW/Buffahe

Bouloukos attained his national post in 1983, moving from VP/GM at WLS-AM & FM/Chicaga. Earlier he was an Account Executive at WFYR/Chicaga. WDVA/DANVILLE, VA

BUYER: Favor Broadcasting Income Fund Ltd., a limited partnership prin-

cipally held by William Woodell and Ronald Verlander. SELLER: Virginia-Carolina Broadcasting Corp., owned by Henry Ho-

gen. DAL POSITION: 1250 kHz POWER: 5 kw FORMAT: Country

WPUT & WRVHV BREWSTER, NY

PRICE: \$1.4 million BUYER: Tri-Valley Broadcasting Corp.

SELLER: Putnam Broadcasting Corp. and WRVH Broadcasting Co., Richard Novak, President.

DIAL POBITION: 1510 kHz; 105.5 mHz POWER: 1 kw; 1.5 kw at 480 feet FORMAT: A/C; Beautiful Music BROKER: Mahiman Company

КНЈ

Continued from Page 1

to-day station management, working with properties of all market sizes and formats. My expertise will include areas no one else touches, particularly improving the sound of small/ medium-market automation systems." His new company is based at 12949 Califa St., No. Hollywood, CA 91607; (818) 783-582.

KHJ, which became famous as "Bos" \$2/KHJ in the mid-'00s under the programming guidance of Bill Drake and many other top PDs, jokes the growing list of flagging AMs to be carried under the wing of a strong FM counterpart. The station, which has not scored above a 1.0 (12+) in an Arbitrus since fall 1962, switched to Country in the fall of 1900, and became "Boss Radio" again in April 1985 before converting to "Car Radio" the following summer.

Bruce

Continued from Page 1 since last February; he follows Milke Harrisen, George Harris (now consulting KDMET), and Piombino. The station is third in LA.'s three-way AOR race, with its fall '85 2.5 12+ trailing KLOB (4.8) and KDROQ (3.9).



8/R&R FRIDAY, JANUARY 31, 1986

1.1

Classic

rock and recent selections will be included. Explaining the change, President/GM Bill Sherard told R&R. "We considered this long and hard for six months, and it seemed like such a clear opportunity that we had to go for it. The reaction from the sudience is unbelievable, and from an marketing standpoint, several agencies have expressed total commitment for K." No immediate staff changes are plasmed. The move leaves WMZQ-AM & FM as Washington's only Country outliets.

Continued from Page 1

Before opening his own company four years ago, Hagen and was earlier an Old at TM for several years. Of Hagen, Sherard commented, "Since he's lived here for the last two years, Don understands the market. With his research and programming background, he's more than qualified to step in."

KOPA: Seeking A Distinct Position

KOPA's move follows the success of First Media sistor station WZLX/Bestes. Said KOPA GM Carl Hamiltes, "With America growing older and the strong effect of advertisers looking more for 25+ demos, it was in our best interest to move forward and capture this position."

PD Dick Bascom noted, "This move will solidify our duit male and female sufficience base. While KOOL-PM does play oldes, they go back farther. Our presentation keys in on mid-to-late We and 70s, and we're using selected album tracks to help the imaging."

> WKLH: Welcoming New Listenership

New Listenership In Milwaukee, WKLH VP/ GM Tem Serves reported, "The recent Arbitron survey resulted in the highest cume ever for this frequency. Our transition will be very smooth, going from 'Classics of the '00s '70s, and '00s' to 'Classic Hits' exclusively. Fortunately, we are able to change our some to WKLH and heep our address at \$8.5, which allows us to continue servicing our exciting audience while welcoming new listenership. Using the slogan, "Where Gone,' WKLH will feature mashe from a variety of artists including Jackson Browne, Es-

gies, Superiramp, Rascals, Seesty Dea, plus Messera hits, and much more." PD Dave Bislop commented, "If WKLH is half as fun to listen to as it was to put together, we'll be a success story."

Josephon VP/National PD Steve Geldstein added, "It's remarkable how many stations can compete for the same target and leave a large portion of the audience underserved. "Classic Hits St" gives us distinguishable position."

COVELLO GSM KEZR Slates New Sales Staff Setup

In a sales department realignment at A/C outlet KEZR/San Jose, Local Sales Manager Debi Covelle has been promoted to GSM. At the same time, longtime Account Executives Rager Hesson and Dave Perex moved up to twin LSM positions.

Regarding Covello, a five-year station sales executive, principal/ GM Jehn Levitt remarked, "Debi is extremely knowledgeable and has a lot of experience with the Bay Area market. She's the natural choice." Of Henson and Perez, he added, "Their promotions will enact a news sales team concept at KEZR designed to increase sales and promote a closer-knit, yet compolitive, atmosphere."

STAFF

-Transfer College (213) 563-6230 7 Ville Franklant & Salar aller - Cold Information 10 Automation Selling Advised to 10 Automation Selling Advised Hilling 10 Colonopous Colonell 10 Colonopous Colonell 10 Colonella Colonell 10 Colonella Colonella 10 Her JOB (DAVI) Allies (DAVI) Hang Allies (DA NE CALFE Madesale Slight S THE REAL PROPERTY AND A REAL OF NT 10003 Autor Br. 101 Han & Han Market Park Street S 100 (Art) 200 (171 1 163-4310

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WASHINGTON REPORT

Industry Asked For Voluntary Restraint On Negative PAC Ads

NAB this week sent every radio and television station in the United States a "white paper" urging them to think carefully before accepting negative advertising from independent political action committees, or PACs. Besides going to NAB's 5380 members and all non-member stations, the memo is also being circulated on Capitol Hill.

The plea for voluntary restraint comes as Congress weights the idea of forcing stations to give free response time to candidates attacked in PAC ads. In recent weaks Sen. David Borea (D-OK), a key proponent of free response time, has let it be known that a strong effort by the industry to curb PAC ads might persuade bin to drop his bid for a legislative solution.

Screen Irresponsible Spots

"Dealing with paid independent political views is not easy." NAB acknowledged in its memo to stations. "Stations will and do vary significantly in their approaches. But deal with it we must. We should not be mere conduits for the irresponsible and destructive."

Ads bought by campaigns are generally not at issue, since stations are required by law to accept ads by candidates for federal office. It is illegal for stations to censor or edit the content of such spots. NAB urged stations not to take the safest and most cautious of all possible approaches — marely rejecting all PAC ads. That stance "could also have a negative impact on our communities," the association warned. "Broadcasters cannot assume that independent political voices abould have no input into the local political process."

PAC Ad Ban Too Simple

NAB added that stations are obligated not to duck the thorny issue "because as public trustees we owe it to our communities ... by exercising editorial discretion and increasing a station's involvement in the political process, we help to prove to Congress the fallacy of maintaining what are essentially outdated, discriminatory, and unconstitutional political broadcasting laws."

First Amendment Setback NAB is clearly worried that the growing concern in Congress over PAC ads will not only draw a mandatory response provision, but will blant the industry's attempt to win new First Amendment freedoms, such as repeal of the Fairness Doctrine.

In deciding whether to accept a PAC ad, NAB urged stations to consider such factors as whether it:

• reflects a personal vendetta • is unfair or patently false

• raises issues of no concern to the local audience.

> Debates, Special Programs

NAB said broadcasters have a good record of contributing to the political process with debates and other special programs, but added, "We can and should do much better By increasing the number of radio and television stations which air political debates, interviews, news series, and other programming designed to elicit the kind of information an informed electorate needs and deserves, we can enhance and dignify the election process. Every station should be a contributor to the extent possi-



PRESUDENTIAL INTIATIVE — President Reagan greets NAB President Eddle Fritts during last week's first meeting of the Presidential Board of Adlaors on Private Sector Initiatives. Frits was named Vice Chairman of the board, which seeks to develop voluntary, private programs as an atternative to government action.

NO ANTITRUST VIOLATIONS

FTC Clears Motorola In AM Stereo Probe

The Federal Trade Commission (FTC) this week notified Motorola that an investigation of its AM stereo marketing practices has turned up no evidence of antitrust violations. The probe was triggered by a complaint last year from competing AM stereo entrepreneur Leonard Kahn.

Kahn filed his complaint after Harris Corp. dropped out of the the AM stereo wars and entered a licensing agreement to sell Motorola's C-QUAM system.

After this week's letter from the FTC staff saying "no further action is warranted," Motorola AM Stereo Coordinator Chris Payme commented, "We at Motorola are very pleased that the FTC has found, at least at this point, that we behaved properly in the marketplace."

Motorola says approximately 340 AM stations are presently broadcasting in C-QUAM stereo workdwide. The firm estimates four million C-QUAM radio sets are now in the marketplace. In addition to 22 manufacturers previously building C-QUAM sets, companies recently added to the list include Audi, Kenwood, Mercedes, Mazda, Mitsubishi, Porsche, Saab, Sanyo, Sunkyong, and AMC Jeep & Renault.

NEW/S BRIEFS

McKinney Takes Three-Month Leave

FCC Mass Media Bureau Chief Jim McKinney is taking what amounts to a three-month leave of absence from his regular duties in order to prepare for an upcoming international conference on expanding the AM band from 1806-1705 kHz. McKinney is Chairman of the U.S. delegation to those talks, set for this April in Geneva.

Effective February 1, McKinney has named one of his two deputy chiefs, BM Johnson, to serve as acting bureau chief during his sbeence, which could last until early May.

Prior to the April meeting, McKinney plans an extensive tour of South America to line up support for U.S. positions. His itinerary includes stops in Brazil, Argentins, Mexico, and Chile.

Sudbrink Gets \$113,000 Cuban Interference Aid

The FCC test week granted Bedbrink Broadcasting \$113,271 to compensate it for the expense of boosting power at WNWSRitiemi from 5 kw to 25 kw in 1981 to offset AM interference from Cuba. Sudbrink hes since sold the station to Jefferson Piles.

· .

Compensation for broadcasters hermed by Cuben signals was approved by Congress in 1983 as part of the legislation that created Radio Marti. The only grant prior to last week's was \$12,000 to Plough Broadcasting for costs incurred in a power increase for WSUNTTampe (now owned by CBB).

#LINOIS SIGN-UPS - NAB radio members from illinois last week persi

The FCC granted relief to Sudbrink only after making sure its power hike wan't actually "for the purpose of rendering service to previously unserved areas." To the contrary, the Commission found that the new 25 kw power level falls "far short of recovering all the previously served areas test to Cuben interference."

Librore exercise or and rate membership drive. Pennsylvania will be aimlarly bitzed this week. Shown above in NAB's Weakington "boler room" are (left to right) Dave Armstrong, WXTA & WPBN/locidord; NAB Reglond Manager Vincent Turner, Athene Sollow, WO/OV/Evension; Deer Preige, WYS & WXET/Crystel Late; Charles Wright, WBYS/Cartion, William Hensen, WJOL & WLL/Joliet; and Lindsey Wood Davis, WSDR/Sterling.

Other Key Developments:

 An abrupt cancellation of House and Senate sessions following Tuesday's explosion of the space shuttle delayed possible action on an amendment to ban broadcast advertising of amokeless tobacco.

d 35 of their ho

 NAB will induct famed sportscastor Mel Atlen and commentator Earl Nightingale into the Radio Hall of Fame during its annual convention in Dates.



el Allen



Earl Nightingale

10/R&R FRIDAY, JANUARY 31, 1986



The success story continues. Every station that used The Predictor™ to help map strategies for the fall sweep saw their Arbitron shares climb. This follows unanimous gains also in the Spring survey. Average 12+ share growth has been approximately 25%.

Why the success? Because The Predictor's revolutionary customized perceptual research diary taps the mindset and opinions of the Arbitron "diarykeeper profile." No other strategic research does this. Thus, if you want to succeed in a diary-based ratings system you'd be wise to use the industry's only diary-based market research. Then you can find out how your programming and marketing are perceived by the "diarykeeper profile."

We are conducting two Predictor[™] studies each week. Thus, please call Larry Johnson or Jhan Hiber soon to discuss details, market availability and timely scheduling. Join the leading groups, and stations from New York to Huntsville, that are going to score in '86 with The Predictor[™] Add your station's chapter to The Predictor[™] success story!

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WHAT'S NEW

Edited by Don Waller

Hottest Topics Of '86

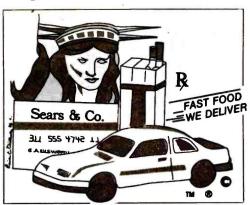
but the following ten topics have been selected by the editors of "Advertising Age" as the potentially hottest products or news stories of 1986. Some of these will have an obvious impact on your radio station, directly (advertising) or indirectly (your listeners' litestyles)

Either way, it's a fascinating list, and one which no future-oriented programmer, air personality, salesperson, or station owner should miss. The arouments start here:

Subcompact Cars - Sure, they've been around for years, but soon Americans will be kicking the tires of small, low-priced imports from Yugoslavis (via the \$3900 "Yugo GV"). Korea (the \$5000 "Excel"), and Greece (the under-\$5000 "Desta APV"). Since the average price of a new car in the US now exceeds \$11,300 and the average price of a used car exceeds \$5200, these budget-priced imports are aiming at becoming the spiritual heirs to the Model T and Volkswagen.

The Statue of Liberty - When President Reegan rekindles the torch heid by the restored lendmark, it will mark the beginning of "Liberty Weekend '86," highlighted by extensive promotional tie-in efforts from Avon Products, Eastman Kodek, Black & Decker, Stroh Brewery, and Kellogg Co. ABC-TV will offer ten hours' worth of exclusive coverage of the weekend's events, culminating in a concert fearuring Kenny Rogers, Lionei Richie, Frank Sinstra, Willie Note and similar unknowns. So far, 800 licensees have been granted rights to produce promotional items. Make your station's plans early . . . Cigarette Liability Suits — Ana-

lysts fear that increased public anmoking sentiment may result in a groundbreaking product liability suit against one of the major tobacco companies, which ian't doing much for the price of, say, R.J. Reynolds Industries stock. Furthermore, a success ful suit may induce the government to ben all cigarette advertising and promotion in the very near future.



Individual Ratin nt Accounts --Expect mutual funds, insurance companies, and credit unions to try to chip eway at this \$175 billion US market. half of which is currently held by banks and S&Ls. Considering that two-thirds of the Americans presently eligible to open IRAs have not yet done so, it's fair to say that a megabucks advertising bettle for these untapped dollars will swell your station's billing for '86 and beyond.

Prescription Drug Ads - Medica-tions for arthritis, heart decisions and hypertension may be the first to benefit from the U.S. government's newly d attitude toward consumer-ta 10 ated prescription drug campaigns. 01 Since the abovementioned conditions affect a large number of Americans, pharmaceutical companies are willing to accent the additional costs of direct-toner ads, which would be a boon for your radio station's revenues.

Product Licensing — As foreshe-dowed under the Statue of Liberty item, the licensing name game is expected to continue unabated in '86. 1985's retail sales of goods stamped with licensed names, from TV shows to corporate logos, are estimated at \$40 billion, with ciplhing accounting for 40% of that figure. For little more



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N. Tape & Label

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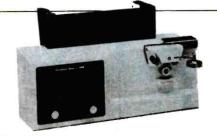
than signing on the dotted line, a firm can take home an average of six percent of the garment's whole le price an offer so attractive that Coca-Cole has moved into the rag trade via a line of sportswear

Seers's "Discover" Credit/Financiel Services Card - To be introduced in the spring with a \$40 million ad campaign, the "Discover" card is Seers, Roebuck & Co.'s attempt to cut in on the lucrative credit-card merket. Amono "Discover" 's banelits: no charge for the card itself for the first two years of its existence, and \$150 worth of discounts on Sears ms and with companies accepting the card. Furthermore, merchants will be charged 1,25% fees on "Discovcard sales, as opposed to the -1.6-3% rates asked by Sears's creditcard competitors

Fast Food Deliveries - Those who know claim that by the early 1990s at least 25% of all meals eaten by Americans at home will have been purad somewhere else. This is parche tially attributed to stable grocery prices and the emergence of the vide ocassette recorder as America's home entertainment center. Already operators who'll deliver a pizza and a videocassette have begun to dot the horizon, bringing new meaning to the term "full-service restaurant."

Camcorders - Defined as a videocamera and recorder in a single unit weighing between five and eight pounds, camcorders should eliminate previous "two-piece" models almost overnight. The introduction of full-size (two-hour) VHS units should sour consumer interest, if not in '86, then certainly by '87, when the price of camcorders drops from its current average of \$1500 per unit. And just wait until the even-smaller 8mm format gains a foothold in the US market.

15-Second Soots - Carve this into stone: 1986 will see the 15-second commerical come into widespread use before the year is out. This will be especially tough for radio, as the shorter spots will make it possible for advertisers who couldn't previously attord TV to do so. While many industry observers object to the increased clutter that will no doubt result, an equal number see 15-secand soots as a natural vehicle to in-



Radio Can Opener

A natural promotional item for mornings 'n' middays, the "400" radio/ can opener from the Waterbury, CT-based Hamilton Beach company, fits under almost any kitchen cabinet, saving valuable counterspace and ine of use. CD 00.00

The AM/FM radio features a weatherband and slide-rule tuning, while the can opener's cutting assembly is easily removable for cleaning.

Men Earn More **Doing Women's Work**

ork" pays more - if you're a man. According to a recent survey conducted by Working Women magazine, those rare men in "women's jobs" are much more likely to take home more money than their female counterparts. For example, male secretaries earn an average of 49% more than temple secretaries (\$20,123 va. \$13,538), male teachers earn 23% more (\$23,732 vs. \$19,349) and ared male nurses 9% more reak (\$23,155 vs. \$21,194).

7

dominated by man. Furthermore, wo men are becoming entrepreneurs all more than double the rate of men. And why not? Out on the labor market, women's weges are still averaging 64% of men's weges; i.e., women are still earning 64 cents on the dollar compared to men

Outrageous? Consider this: The salary gap between those who take care of our money and those who take care of our children is a staggering 76%! Child-care workers earn a median salary of \$6,820, while financial managers eem \$28,492. Talk about priori-

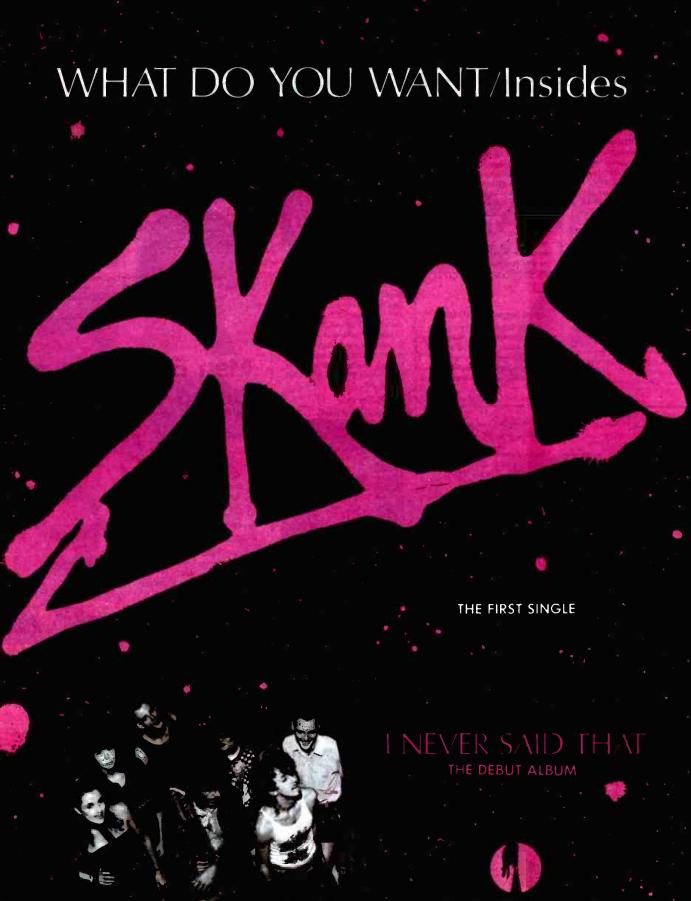
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However, women who have entered male-dominated fields have some reversed the salery gap. Female law professors reportedly earn 33% more than their male collegues (\$48,802 vs. \$36,724), female agricultural and food scientists eem 15% more (\$26,023 vs. \$22,722), and for femal e petrole ers it's 23% (\$23,732 vs. um engin \$19,349). On the other hand, it's not as if there are an astronomical amount of females in any of these occupations.

More significant is that two out of every three women entering the U.S. lacrease their ads frequency fre-auency frequency frequency box force are entering jobs previously



The CONCERT PULSE is a weekly computerized report ranking each artist by computerized report ranking each artist b their average box office gross reported pe venue. Courteey of POLLSTAR, a publication of Promoters' On-Line Listings. (800) 7383, or in California. (209) 224-2631 18001 344



spindletop Records solo summer street austral texas 787 a

NENDER RECORDS AMPISTREET AMPISTREET

HAR TO YEA , MAD, YADHT REP BO

PRO:MOTIONS

MTV Appoints VPs

MTV has formed a new core product management group and promoted three to VP: former Editorial Director Judith McGrath takes on **VP/Creative Director duties;** Dougles Herzog, former News Director, is now VP/News & Long Form; and Kenneth Celzier, who had been Exec. Producer/Studio Production, becomes VP/Studio Production. Also at MTV, Marcy Bratman, former Director/Program Services, has been named Producer/On-Air Promotion. And Creative Director Julian Goldberg was upped to Sr. Exec. Producer/ Long Form

Warshaw Segues To KFSD **Dick Warshew has joined Lotus** Communications' KFSD/Sen Diego as NSM. He comes to the station after ten years in GSM posts with Los Angeles outlets KIQQ and KUTE. Warshew's office will be localled at Lotus Communications' headquarters: 6777 Hollywood Bivd., Hollywood, CA 90028: (213) 461-8225.

PROS ON THE LOOSE

Mike McCarthy - Middays WBCY/Charlotte (704) 542-8812 Eric Page - Mornings/MD WSKZ/Chattenooge (812) 426-1134

Jay Walker - PD KSET-FIMEI Paso (915) 581-4224

Ron Brooks - Nights KO83/Moate (209) 571-2461

Randy Hennig - Middays WISN/Milweukse (414) 542-6000 Heegen Higgins — Afternoons KMQQLos Angeles (213) 659-2344

Stove King - PD WZYP/Hunts-tille (205) 536-5319

Nancy Leigh - Overnights 2106/Philadelphia (215) 877-

4335 KHALes Angeles (213) 693-6297

Multimedia Electe Hamby, Magaha

Multimedia, Inc.'s Board of Directors elected former VP/Controller Robert Hamby Jr. as VP/Finance. Hamby, who joined Multimedia in January 1985, was previouely a certified public accountant with Pest, Merwick, Mitchell & Co. for 13 years. Succeeding Hamby as Controller is Thom Megaha. He had been Controller for Multimedia Broadcasting Co. since March 1981. Before joining Multimedia in 1979 as Assistant Controller, Megehe was Audit Senior with Peet, Marwick, Mitchell & Co. for two years.

Braun Segues To KOAQ Randy Braun has joined KOAQ

(Q103)/Denver as LSM. He come to the station from Major Merket Radio/Los Angeles, where he was a national sales rep. Before that, he worked for KWIZ/Santa Ana, CA.

Jan Pemberton Assistant PD KESI/Sen Antonio (512) 661-

Roger Poterson - PD KQXR/

field (805) 327-0339

Nick Scott - Nichts KRTH/Los

Los Angeles (818) 508-7738 Terry Shey - Weekends KHM

Los Angeles (213) 256-1594

CHRONICLE

• WB Midwest rep Stove Fing

ett and MS Distributing rep Ricki

Gale, daughter Alleon, their first

. Former KilS/Les Angeles,

KEZT/Sen Diego personality Liz

Fullon and husband Carl Koerbi-

ing, daughter Samantha Jacque-

m - Nights KHJI

Anasias (213) 305-8202

Dave Sabe

2171

Bak

child.

NYSBA Taps Rollly, Levite -



Joseph Relly

illy has been e President of the New York State. **Broadcasters** Association. He becomes the first Executive Director to be elected to that post in the association's 30-year history. Larry Levite, President of Algor roadcasting in Buffalo, will serve as Chairman of the Board of Directors. He succeeds Richard Nov President of WRVH & WPUT/Patternon, NY.

PolyGram Ups Locatelli-Stenmark



Eleine Locatelli-Stenmark, hes been promoted to Assistant to the Sr. VP/Promotion at PolyGram rds. Locatell-Stenmark, who as been with the label since 1984, was most recently Promotion Coordinator. Her background includes 12 years in promotion and advertising at RCA Records and five years with Columbia Records.

Durpetti & Associates **Picks Regional Managers**

Durpetti & Associates, loGevren Guild's Mth rep firm. has named five Regional Managers. They are: John Fablen, NY; heel Blackman, Atlanta; Jay Kirchmaler, Detroit; Cheryle Hangertner, Sen Francisco; and Bruce Pollock, Los Angeles.





Brofeel Records Debuts

Broteel Records, Inc. has been formed under the direction of President Kirk Tyler, Exec. VP Dele Kimberlin, Exec. VP Joanne Tyler, VP/Promotion Jimmy Brooks, VD. A&R Charles Khaliq, and Chief Engineer John Gostz. The label's first release was "Groove" by Charle Khallq from the "Now We're Together" EP. Broleel is based at P.O. Box 15087, North Hollywood, CA 91615; (818) 966-2093.

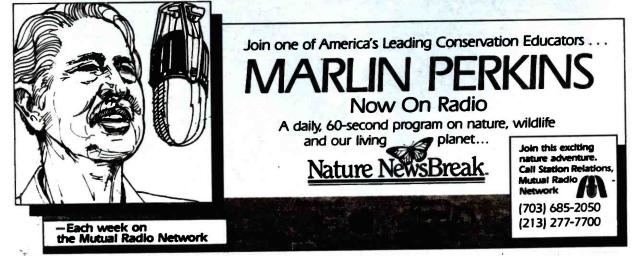


Jay Kirchmain



Chervie Hangartne





14/ R&R FRIDAY, JANUARY 31, 1986

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SPECIALSUPPLEMENT





DO IT YOURSELF Improving Your Profit Profile

t is very weird the way we radio folks joke around about the salespeople who make the required number of sales calls each day and say to the potential customer: "You don't want to buy any radio time, do you?" Or, worse yet, "Hi - I just stopped by to say 'hello!""

The plain fact is, these activities really do occur in the daily lives of our salespeople – and we in management ultimately place the blame on them!

If so, we're missing the point. If we have failed to equip our people with the proper "tools," how can we expect them to do any more than that? If a salesperson has the printed materials, or if he has produced a dynamite spec spot, or if he is armed with reams of the latest media information, he will sell.

My favorite story (I know ... you've all heard it!) is about the salesperson who drives up to the store ... turns off the engine ... starts at the customer's business ...starts the engine ... backs out of the parking place ... and drives away! When confronted with this strange activity, the person's embarrassed response to management criticism was "I didn't have anything with me to sell him!"

"Anything" translates to T-O-O-L-S. Tools, of course, are those instru-

Tools, or course, are there many ments of sales invented and provided by management to get a better job done. And yes, it is your responsibility to make sure those tools are property distributed to your staff. This special supplement to R&R takes a look at the various types of tools available to today's radio station sales department. Some are new, while some are old standards with a new twist.

Power Tools

As any manager or account executive knows, the keys to getting the order are innovation and hard work. The two are virtually inseparable; nothing is easy without a unique approach. But no one ever said sales was easy.

The Radio Advertising Bureas was established – and currently station sales efforts. With radio presently "enjoying" only 6% of the entire advertising page, generating-new business and attracting more business from established ascounts are its two primary objectives. To assist with this effort the RAB distributes on a regular basis [AB FRIDAY, JANUARY 31, 1986]



a variety of useful tools to aid salespeople in their efforts to achieve the near-impossible: to crack the stubborn client and bring him into the radio fold. In the following pages RAB Exce. VP Wayne Cermils and Regional Manager Dave Giffurd impart a little 04 4000

CUTTING THE DEAL:

RAB Exec. VP Wayne Cornits and Regional Manager Dave Gifford outline a variety of marketing tools you can use to help get your station's sales on track.

RESEARCH TO RICHES:

Reymer & Gersin Exec. VP Harvey Gersin explains how market research can be expanded beyond programming and promotion to assist your sales department in conquering those hard-to-get prospects.

COMPUTERS: PLUGGING IN

Your station's business computer can tackle a lot more then your traffic and billing problems. WQUT-WJCW/ Johnson City VP/GM Ken Maness looks into the link between silicon and sales.

THE DRILL: HANDS-ON TRAINING

No tool can be used effectively without proper training. Sales training expert Chuck Reaves, President of XXI Associates in Atlanta, examines a few basic techniques to "get the order." (edited by Reed Bunzel) Also, Greenwood Development Programs VP/GM Stan Former explains what you should look for when shopping for a sales training program.

ILLUSTRATION: JULIE CASTILLO

sales wisdom and outline numerous examples of marketing and merchandising tools and how they can be applied on the local level.

Many managers look at research as either a programming or promotion tool, failing to see its utility in sales. "How can research help me sell Bob down at the hardware store?" they ask. "It's too expensive, and can't tell me anything about my market I don't already know." Well, the fact is research does have a very distinct place in radio sales. Research can help measure listeners' perceptions of



BY DWIGHT CASE

Dwight Case, Radio & Records

certain businesses, uncover attitudes for shopping (or not shopping) at a particular department store, or determine which items attract customers into a store in the first place. Reymer & Gersin Exec. VP Harvey Gersin outlines some of the advantages of undertaking original, primary research and using it to attract new clients.

Your station's business computer is also an excellent tool if used correctly. Data-based management systems, ratings analysis, and word processing all can assist you in preparing presentations for hard-toget clients – as well as those advertisers who are highly numbers-conacious. WQUT/Jabasen City VP/GM Kee Masses highlights some current – and future – applications of computer technology in sales.

Every tool in the world has no value, however, if the user lacks the proper operating skills. The same is true with sales tools. All the information gleaned from RAB's numerous publications and computer files, all the market research, and all the computer microchips in the world mean nothing if the salesperson has no training. Put simply: sales training is essential. Chuck Reaves, President of Atlanta-based 21 Associates (and former top salesman for AT&T) delineates some of the dos and don'ts in the sales arena. In addition, Greenwood Development's Stan Forrer examines what you should look for when evaluating sales training programs.

Every salesperson, no matter how confident or smug, needs new sales tools and ongoing training. Like sales, the learning process never stops. A good salesperson stays that way because he or she knows it's a cold world out there and can use all the help available. And that's what tools and training are all about.



If your radio station(s) are located in medium and/or small markets-or if you have a conceptual or growth story that needs to be sold in a large market, please read the following:

Salespeople and their backup staff at Radio Rep firms have only so many hours in a day to do their job. They are understandably forced to respond to the demands of their major client stations and major agencies. It is also a fact that approximately 50% of today's national spot dollars are being spent in the top 25 markets. How many clients in the top 25 markets, must your current representative *sell*, *service* and *negotiate rates for*?

If your current national sales Reps are not calling you, communicating regularly on their efforts to position and market your station(s) in the marketing area you service, or if your share of national dollars is just not acceptable, it could be that they are being forced to spend their time where their major billing potential and demands are.

Now you have a new option to consider. . . Weiss & Powell Inc. For the first time a major national Representative has been re-positioned to give its total commitment and resources to medium and small market stations and selected stations in large markets with specialized sales needs.

Also it is important to know that **Weiss & Powell** is an Interep Company. This means that all of Interep's tremendous resources are available to you. Participation in the industry's best unwired spot network. Outstanding radio sales promotion and research materials. The Rep industry's most effective new business development. A one hundred per cent commitment to Radio.

You have a new option . . .



Please call or write Ralph C. Conner, President (212) 818-8950 100 Park Avenue New York, NY 10017

CUTTING THE DEAL Marketing & Merchandising

Sales tools. Two words which every salesperson knows can lead to improved professional performance and success, yet are often ignored on the job. "We need all the sales tools we can get," is the ubiquitous hue and cry at Monday morning sales meetings, yet when those tools are delivered they get lost on the credenza or in the circular file.

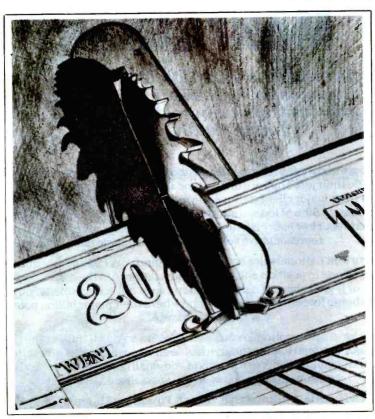
The number one problem in sales is that we don't use what we have. We don't take the time to do our homework. If salespeople would use just 50% of the information that's available to them through any number of resources, they could improve their level of professionalism – and their credibility – 75%. But the usual tendency is to take the quick way out, to just fly by the seat of the pants and avoid the vast amount of assistance imparted by organizations like the Radio Advertising Bureau.

In The Right Hands

Getting sales materials to the proper person(s) is a similarly difficult challenge. Sales tools are often distributed to a radio station's sales manager, who takes a perfunctory look at it and dismisses it (or at least shelves it for later inspection). At this point all that valuable material is wasted, because while it could be applied to your station's sales effort it simply sits in managerial limbo. Even worse, it might be working against you if your competition has a different at-titude and readily uses the materials while you let them slide. Often the sales manager thinks he has other jobs to get done rather than look at all the stuff sent out by the RAB and similar resources. Unfortunately many salespeople don't ever get the opportunity to look at the information, which then never gets to the client, who in turn is kept ignorant about much of what radio can offer him.

The point is, this candy store of wonderful sales tools is going to waste. Instead of falling into the hands of the sales manager, it should be given to individual salespeople. The sales manager should then assign each salesperson to present, in turn, a report on whatever material/information has been received during the past week and how it can be applied in the local market. In most cases the typical salesperson will wait until the possible moment to study last what he/she has been given, then

18/R&R FRIDAY, JANUARY 31, 1986



give it a perfunctory glance. At this point they usually get a pleasant surprise: they discover wonderful things about radio they never knew before. Then, when they present it to the staff, they get so excited that everyone else gets excited, as well. For the first time they can see what is available to them, and the department's attifude can change. But, as RAB President Bill Stakelin says, "A sales tool isn't worth a damn if nobody-ever uses it."

A Few Examples

Some of the most useful sales materials are those which help tear down prospective clients' objections to using either radio or your individual station. For example, RAB publishes a little booklet comparing TV viewership patterns against radio listening habits. This booklet quotes from a professional study which reports that the TV, audience can be divided into three viewing categories: heavy, medium, and light. The study shows how much time per day these three groups spend with TV and radio. The light TV viewer, for instance, possesses 75% of total spendable income, and on the average has a higher income, higher education, and better-paying job. They also are the heaviest radio users.

Armed with this information, the salesperson can visit the car dealer — who is spending 75% of his budget on TV — and explain about that important segment of the population he is missing. The salesperson tells him how he can allocate a part of his budget to radio and target in on the light TV viewers who don't see his commercials but have money to spend on a car.

Another case study for radio vs. TV is one prepared by McDonalds, which has a nationwide goal of penetrating each market at a 90% rate. Its findings, however, suggest that television offers it only 85% penetration: radio is required to get anything above and beyond that. Radio offers higher frequen-

cy at a much lower cost, so McDonalds redirected part of its budget and achieved 90+% penetration in every market – and watched its market share shoot up.

The "power of newspaper" argu-ment is also successfully breached with the proper tools. Another McDonalds study indicates that 78% of all its customers decide to patronize one of its restaurants within two hours of their visit, and more than half make that decision within two minutes. The average morning paper, however, usually misses 60% of its own primary market area, and those who do buy it usually take a perfunctory glance through it. The evening paper arrives when businesses are closing and nobody is going to go out and buy anything. As with evening television, most prospective customers will sleep for eight hours before they remember that ad in vesterday's paper. The power of radio in influencing these decisions is so obvious that McDonalds

BY WAYNE CORNILS & DAVE GIFFORD

spends \$35 million per year on radio alone.

RAB's "Instant Background" tool ists hundreds of businesses in a variety of business profiles. It suggests the peak months of sales, what the share of market is by various chains, distance traveled to shop at a certain store, whether tomers eat in or take out at McDonalds, the customer's demographic makeup, and so forth. If you walk into a business with this information, the client automatically knows you have done your homework and are different from the other salesperson who just wants to make money. This information is available not only in

"Many managers give their salespeople a coverage map and a rate card and send them out on the street to die. Without sales tools there is no success."

booklet form, but also as part of RAB's on-line radio sales marketing system. RABCOM (formerly known as RABCOOP) places thousands of information files at your computer fingertips.

The Training Tool

The station with the best-trained salespeople wins, but only with the help of the best sales tools. You can't teach what you don't know, and many managers give their salespeople a coverage map and a rate card and send them out on the street to die. Without sales tools there is no success.

One underlying problem today is that stations don't have the capacity to teach their people how to sell. They don't teach salespeople how to understand their customers, or manage their time, or manage their accounts, and they don't teach them how to take more risks. The first rule of sales is that there is no interest greater than self-interest: everything you say to a prospect has to be aimed at his own self-interest. But you have to know what that self-interest is. You have to talk to him in words that he understands, which means you have to talk his language. Tools such as RAB's "How To Talk To Your Retailer" can help meet this challenge.

The best question a salesperson can ask himself is, "What is it that you sell?" The most common an-CUTTING THE DEAL/See Page 20

RADIO'S GREATEST ROCK ROCK'S GREATEST STARS 15 DYNAMIC WEEKS

Now...the inevitable radio link between album rock's beginnings and the cutting edge of today's format.

I'I'IHI

With Mike Harrison

Riding the winning direction of AOR in the late '80's, **ROCK CONNECTIONS** pulls in the important upper demos and turns on the core younger audience.

With a music-intensive format, new and rare interviews, great historical flashbacks and the unique perspective of host Mike Harrison (KMET-FM Los Angeles, WNEW-FM New York, <u>Goodphone Communications</u>)— **ROCK CONNECTIONS** is <u>your</u> connection to listeners and advertisers this summer.

Make the connection <u>today</u>. Call Jamie Curtis in New York at (212) 975-7316 or Steve Epstein in Los Angeles at (213) 460-3547.

> One hour each weekend throughout the Summer. Three-hour specials on Memorial Day, Fourth of July and Labor Day Weekends. Produced by Broadcast International In association with Goodphone Communications.



14



The Radio Advertising Bureau offers numerous tools to assist radio stations in their ongoing quest for sales and profits. ness: Check microfilm copies of

Continued from Page 18

swers are radio time, spots, and promotions, but the correct answer is solutions to problems. The only thing the client wants to do is solve his problem; he really doesn't care about the radio station at all. He doesn't care how you help him; he just wants help. Sell him a solution.

Handyman's Dream

Most sales tools fall into seven basic categories: prospecting, anticompetition, presentation, sales promotion, sales training, service, and gimmick tools. Following is a brief description:

Prospecting tools

 Monitoring the competition: Each salesperson listens to a different station each week, to evaluate that station's programming and advertisers.

 Discovering new businesses:
 A designated salesperson periodically checks out building permits,



Wayne Cornils, RAB

business licenses, and tax number filings. This gives the station a leg up on new business about to break. • Checking "sales" help wanted

ads in the newspaper. • Developing contacts: Become part of the community. Contact the local commercial real estate firms and Chamber of Commerce. • Cultivating leads through

members of the local planning

· Monitoring last year's busi-

files of your own business over the past several years. Maintain histories of your regular – and not-soregular – clients. Anti-Competition Tools • Newspaper circulation infor-

last year's newspaper ads. Keep

 Newspaper circulation information: Obtain the updated audited circulation figures for your local newspaper and compare them against the total market area.

• Television viewership studies: Compare the strengths of radio vs. the peculiarities of TV viewership patterns. Don't undersell TV's influence: emphasize radio's dominance with primary target consumers.

Presentation tools • Spec spots: The spec spot is the staple of the industry, but is used far less than it could be. The spec requires a little more work, but the payoff is worth it.

• Sample cassettes: A demo of award-winning or "favorite" spots produced by your station over the



past year can illustrate your effec-

• Videotape/photographic presentation: Testimonials of other satisfied clients can present a picture of success.

 Conference room demo: Closing a deal is much easier in a nondistracting locale rather than a client's office. Audio-visual tools can also help your case.
 Sample Sales Promotion Tools

 Direct mail shopping tabloids: Multi-media tools cross-selling advertisers on both radio and in print.

 Sweepstakes: Clients become involved in station promotions, with participating advertisers also winning prizes in contests and giveaways.

Sales Training Tools

• Trainings tapes: Most training tapes have information of value to the radio salesperson.

• Role playing: Real-life situations acted out between salespeople and station personnel. Role playing develops interactive skills and helps prepare for contingency situations. Videotape is an attractive option.

 Checklist questions: After each call, a salesperson should evaluate his/her performance through a battery of self-analyzing questions. Service Tools

• "Chase's Calendar Of Events": Vital in assisting clients on innovative marketing ideas, as well as unique sales promotions and station contests.

CRMC certification: RAB suggests that all station salespeople become Certified Radio Marketing Consultants.

Gimmick Tools

 Any variety of promotional ideas, such as taking Polaroid shots of a new business going up in town and presenting the pictures to the prospective client just prior to his "Grand Opening." Gimmick ideas work to create a bond between the station and client.

On the whole the radio business is becoming very sophisticated, largely due to the greater attention being paid sales tools and training. Numerous stations have improved their sales efforts by utilizing information that for years has been ignored, but which they only recently discovered. Competition is based on getting the leading edge, and professional use of the proper sales tools provides that edge.



board.

20/R&R FRIDAY, JANUARY 31, 1986

John Blair & Company FROM THE DESK OF: JIM HILLIARD STRATEGIC PLANNER NOVEMBER 1985 ANNOUNCEMENT OF 1 WBAP/KSCS DALLAS -DECEMBER 1985 FT. WORTH PRESENTATION BY THANK RALPH FOR AD. BLAIR RADIO. CALLE. B. WISH SUCCESS. NEGOTIATE PURCHASE REVIEW 1986 STRATEGIC OF SELCOM & TORBET LANS FROM REP FROM SELKIRK. PRESIDENTS: STRATEGY MEETING ON COLOMBO-BLAIR UNWIRED APPROACH FOR DXARART- SELCOM/RAK NEW RADIO DOLLARS. EASOLING-TORBET DISCUSS SUPPORT SYSTEMS TO EACH FIRM WITH BARBARA & JOHN. JANUARY 1986 TAKE OVER REPRESENTATION OF METRO MEDIA'S KMET LA FEBRUARY 1986 SCHEDULE TAKEOVER SET UP STRATEGY TEAM VISIT WITH KAREN MEETINGS WITH & HOWARD. BRNR WELCOME MICHELLE JENNINGS SUPERNET & RANDY FREER TO BLAIR NEW YORK & DAVID A DAMS AVAGEMEN ONFERENCE CONGRATS TO DETROIT OFFICE FOR 3 UNWIRED SPONSOR BREAKFAST 857 SURVEY - LAN UNIVER SI, 1926

RESEARCH TO RICHES Measure For Measure

A ou pass that big department store each day on the way to the station. Every day it bugs you because the store won't place a nickel in advertising on your station (or, for that matter, on any radio station). What's worse, that store is just one of a chain with branches all over your market.

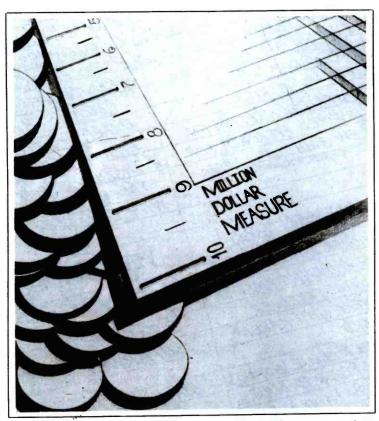
You wonder what it will take to convince its media buyer to allocate some of its newspaper budget for radio. Your sales department has already tried every conceivable strategy. You have cited dozens of department store radio success stories to prove radio's viability, and have quoted syndicated mational studies on shoppers' behavior and lifestyles.

Even local ratings data may have little effect on swaying the "holdout" prospect. Arbitros figures verify that your station's listener demographics are made to order for this sales prospect. Your proposed spot schedule demonstrates that your station offers a substantial cost per thousand advantage over his newspaper buy. But it all falls on deaf ears.

Several comparable situations probably exist in your market. This old-fashioned way of thinking dictates the advertising policies of many auto dealers, banks, fast food chains, furnikure stores, supermarkets, and florists, to name a few. Some use radio, but often in amounts too small to prove effectivenesa. Chances are you've just about given up on this prospect. But before you throw in the towel, consider this: the war is far from over. You've only just begun to fight.

Research For Sales & Profit

The answer to your solution may very well lie in original (primary) research conducted in your local market by your station and geared specifically for sales. "But stationoriginated research is intended for programming or promotion," you say. "How can it help sales?"



Proprietary research works well to measure listeners' images of your station, as well as your competitors'. Considerable research is conducted nationwide to determine listeners' attitudes toward particular radio stations' talent, news, and music. Usually these studies lead to innovative promotion or programming-oriented campaigns tailored for the station and using demographic or psychographic approaches.

programming or promotion," you Sales research is something difsay. "How can it help sales?" Sales research is something different. Its application as a sales tool will change the way you think about selling radio time. It will help you reach that radio prospect even when everything else has failed. Custom sales research could bring in thousands of new revenue dollars to your station over the course of a year.

Custom Design

So - what's so special about custom sales research, and just what will it do for your station?

Let's look at the two key areas your sales research will explore: Listeners as consumers, and your prospect's local image strengths and weaknesses. Armed with this information, your station will open doors previously closed to radio.

The first area probes consumer's lifestyles, buying habits, and media usage. Once again, we're talking about information from people in your own market – not syndicated national data. We find out how many cars they intend to buy, which charge cards they carry, whether they own or rent their home, how many vacations they

BY HARVEY GERSIN

take and where they go, where and how often they shop at department stores, and which radio stations they listen to (and when and where). Other media usage may be included, such as newspapers, outdoor, and television.

This information will let you understand the listener as a consumer. And, since it is about people in only your market, the findings will have more impact on your prospective advertiser(s).

Probing The Public Image

The second area gives your station its greatest advantage: indepth probing of the prospect's image.

Most likely, your hard-to-get prospect never took the time or spent the money to find out his own public image. In fact, many local

"A good advertising campaign should be based on how a product or service will meet the needs of the potential customer. Finding the right 'hot buttons' is crucial."

advertisers just don't know what their local imagery really is. Most are "in the dark" when they are searching for benefits to motivate their prospects (customers) to buy. A good advertising campaign should be based on how a product or service will meet the needs of the potential customer. Finding the right "thot buttom" is crucial.

In the case of the holdout department store prospect, research may reveal that some people bypass it because of one or two discourteous clerks. Perhaps shopping there can be a very frustrating experience. Maybe some customers had to wait in line too long and preferred the competition because there were altion and a clustered or dirty appearance, or the layout of the departments was confused with hard-

RESEARCH TO RICHES:

to-read aisle signs. With consumer convenience becoming a major shopping motivator, a retail establishment might find itself losing potential sales if it inadvertentby makes shopping there difficult.

Your local sales research study may uncover that customers shop at your prospect's store strictly out of habit. These people are easy prey to another store if the "right" benefits are communicated in that outlet's advertising.

On the other hand, your prospect's store may be attractive to people because its prices are perceived to be lower than its competitors'. Shopping at the store might even be percieved as a pleasant experience; aisles are well-designed, derks are courteous, and the lines are short.

Cross-Examination

Image questions can be written to cover a single major radio prospect, such as that department store chain, or they might encompass bree or four target industries in your market. The industries you in-



vestigate should be chosen on the basis of revenue potential as a radio advertiser. The subjects under examination may also be a prospect for national spot radio, and such information would be of tremendous value to your rep.

What do you do with all this information? You have accumulated facts which show how people feel about your prospect. You probably have a good idea what turns his consumers on or off. In fact, you prohably know more about your prospect than your prospect does. You also have rich information about the prospect's market, the consumers, and their lifestyles and media usage. The next step is what catapults your sales department from salespeople to marketing consultants.

When you call your prospect to arrange an appointment, position it as a gesture to work with him on his marketing needs. Explain that you have recently conducted an extensive survey of local consumers – some of whom are his customers, and others who are potential buyers. Indicate that you are willing to share this information with him.

When you set up this meeting it is advisable to invite the prospect's top management, advertising executive, and advertising agency. Top management of your station should plan on going, too. This should plan on going, to Your prospect will be extremely eager to hear what you have to say, since the topic is near and dear to his heart. This research is unquetionably a great "door-opener."

Be Prepared

Now that you have the heldout as a captive audience, you go to work. If your research findings suggest that the prospect has low recognition or image problems, you point out how your station can help improve things for him. Come to the meeting prepared with a package of avails, tailoring costs per thousand and reach-frequency data to his specific needs. Few can resist this attention, and chances are your station will get the sale – and a loyal client.

Your data may uncover a consumer benefit which your prospect never imagined. Advertising speedy checkout, for example, can motivate customers to go out of their way to shop at a particular store. People have been known to drive 45 miles out of their way because it is easy to get in and out of a store. A media slogan like "You're always next in line at Meyers" can work wonders for the bottom line.

There are many additional benefits to sales-oriented original research:

 It builds rapport between the prospect and your station. It gets the prospect's_interest, he appreciates the "free" help, and sincerely believes that your salesperson and the station itself are interested in him and understand him.

 The research creates a pressing need in the mind of the prospect and, if it has one, its agency. Your study presents a solution, backed by credible research.

• The research opens doors. In fact, it may even open up new industries within your market. Take a look at how many industries in your market do not use radio sufficiently in their media plans. With sales-oriented research, many of "As radio competition increases in 1986 and beyond, it behooves your station to turn more to *marketing*... marketing the station to the listener."

them will be your sales target for 1986.

 Research builds your station image within the business community. Your account executive won't be just one of many salespeople who come knocking at the prospect's door; be becomes a "marketing specialist." Just think of the advantage your station will have over your competitors.

The methodology need not be complex or expensive. Telephone research is very effective. Interviews can encompass a whole ADI or they can be limited to a smaller. and more meaningful, geographic area. Research costs also vary on the basis of the length of interview and the sample size. A longer questionnaire can encompass a whole industry and several establishments within that industry; if one prospect doesn't bite, another will.

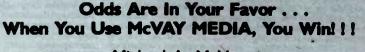
Regarding cost: By selecting two or three important local industries in your market and assessing their revenue potential, you can determine how much money you want to spend. A research investment of less than \$5000 can yield a return amounting to ten times or more over cost.

As radio competition increases in 1986 and beyond, it behooves your station to turn more to marketing. Many stations do a great job marketing the station to the listener. That is good. It represents a quantum lesp over the traditional methods luring listeners by means of expensive contests and playing "ten in a row."



ARB Fall '85 Score Card

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l	STATION/CITY	12+TREND	14
	WMJI/CLEVELAND	6.0 - 6.8	
	WBBG/CLEVELAND	4.9-6.5	
	KAYI/TULSA	10.7-11.5	
	WAJI/FT. WAYNE	8.3-12.1	
	KMJI/DENVER	6.8 - 6.8	
	KRZN/DENVER	1.5 - 2.1	
	WMAG/GREENSBORO	7.9 - 8.8	
	WRDU/RALEIGH	6.0 - 8.5	
	WWWM/TOLEDO	5.0 - 5.9	
	WOHO/TOLEDO	1.2 - 2.1	
	WLCS/JACKSONVILLE	•• - 5.6	
	KKLI/PORTLAND, OR	3.0- 3.6	22
	CKLW/DETROIT	4.7 - 5.4	
	WMXI/FT. LAUDERDALE-MIAMI	1.3-1.8	
	KGLD/ST. LOUIS	1.0-1.6	
	KWK/ST. LOUIS	3.9- 3.4	
	KSMG/SAN ANTONIO	5.4- 4.7	
	KEYI/AUSTIN	8.3- 5.5	
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KING JAMES SOUTH 24650 Caroar Ridge Rd. Suize 148 Oaveland, OH 44145 (216) 892-1910 Michael A. McVay McVAY MEDIA Rebraces TX 75080 (214) 644-7800

COMPUTER CONNECTION Plugging In For Profit

adio is becoming an increasingly competitive medium. It is competing with newspaper, with television, and (with very little prudence) with itself. Success is largely determined from the bottom line, which is directly proportionate to the size of the advertising pie it is able to slice off. Getting ahead requires hard work, innovative ideas, and the correct tools to implement a unique marketing plan.

Your station's computer can be an effective and invaluable tool in developing a successful sales strategy. Dozens of standard applications exist (thanks to the hundreds of software programs currently on the market), but sales functions generally fail into three categories:

 For ratings analysis, applying audience data to the needs of prospective clients.

 As a word processing system, developing custom-designed sales proposals and personal mass mailings.

• As a database, analyzing ratings and other information about your listeners and clients.

By adapting these three computer applications you should be able to crunch numbers and data to custom-fit your prospective client needs. Using the data already stored in your computer files (or readily available through a variety of sources), you can actually draw a better picture of the client's business than he has himself. By developing a clear picture of a prospective client's consumer base, and then designing an effective media plan, you not only will be resource. It also allows you to be more effective on the creative lev-

24/R&R FRIDAY, JANUARY 31, 1986



Qualitative, Not Quantitative

Qualitative research is an extremely useful computer application. By plugging ratings data into your computer you can create a client's customer profile not only in terms of age but background as well. You can determine education and occupation, income, buying habits, and then analyze the market for particular radio stations and determine where that client would best speed his dollars. Obviously you would like a piece of that action, so you can use your computer to examine your own audience and develop a plan that can help the client out. Research of this sort need not be expensive, and it can be a vital element in selling the "hard-to-get" client or the one who is sold on newspaper and television but not radio. Some clients are far more number-conacious than they should be, placing too much emphasis on raw ratings data and too little on qualitative analysis. Computer-analysed research can present a clear image of the client or the listening audience (or both), but concern over numbers cannot be allowed to stand in the way of their radio advertising schedule. If a client seems preoccupied with measurements — which may or

"You can use your computer to examine your own audience and develop a plan that can help the client out. Research of this sort need not be expensive, and it can be a vital element in selling the 'hard-to-get' client or the one who is sold on newspaper and television but not radio.

may not be valid - you can try to satisfy his needs and projection with as much research as possible to get him on the air.

It is easy to fall into the computer trap, relying on bits and bytes for your every need. But the human factor is critical in the computer picture as well, and is auggest to anybody that computers alone will get the order is a gross misconception. Ultimately the cient has to feel right about the station – and about radio.

Keep in mind one fact: no computer ever sold a thing. The sales person makes the sale, and the reps, media buyers, and clients are aware of this. They realize the importance of the computer in deveoping your sales presentation, buthey aren't going to buy just be cause a computer tells them in The computer simply accomplianes the drudgery work that, you had to do it yourself, word prohibit you from using the siand incovidege you were original hired for. Instead, you can app your talents to the needs of the attion or clients.

For Your Consideration

JAN HAMMER Best Pop Instrumental Performance (Ornestra Group or Soloss) Mitami Vice Theme

Best Instrumental Composition Miami Vice Theme

ENDIN

SILICON PLUS SALES EQUALS SUCCESS

ive years ago most radio broadcasters were eyeing compoters with great anticipation. Only the largest major market facilities could afford the big pieces of iron required to accommodate traffic and billing operations, and additional functions - such as programming and inventory control were still an alluring dream. For many stations it was business as usual, until silicon replaced index cards and the age of the microcomputer dawned.

How quickly things change. Today most stations enjoy computer automation in a wide variety of business capacities, from traffic to programming to news to sales. Desixtop computers have replaced some of the antiquated mid-sized models, and many station personnel view the PC as a vital tool for their job. Business software is available for virtually every station function, and time formerly spent hunched over a stack of paper can now be better spent on prospecting, planning, or performing.

Many salespersons often view their department's old IBM or Apple desktopper as a simple machine that cranks out invoices and collection notices on a monthly basis. They can't see past the standard features to recognize functions that can adapt to innovation and invention. The following article looks at some of the more recent applications stations have developed for their PCs. Some of the below-men tioned functions are being incorporated today at a number of stations, while others are uses that are still a few months or years away. All, however, illustrate the many possibilities available to the crea tive and imaginative salesperson at any computerized radio station.

Your computer has two vital sales functions, both as the station's business center and as a word processing clearinghouse: data management and word processing.

Business As Usual

You are probably already using your computer for a variety of business functions; that's probably the reason you purchased it in the first place. If your station is likely adedicated system primarily operated by the front office staff. It's number one priority is probably scheduling spots, printing the logs, translating all inventory usage into an itemized statement, and print-26/ R&R FRIDAY, JANUARY 31, 1986



ing it as a bill to be sent to the client. Simple traffic and billing. Another function of this compu-

Another inection or the comparter is to handle the bookkeeping duties of the station. These include accounts receivable and accounts payable, as well as other general ledger applications usually handied as part of any station's accounting department. Every station account is electronically filed within the computer, instantly accessible for any number of uses. Most radio stations today have at least some sort of business system which handles most, if not all, of these functions.

Many stations, however, fail to see the great value of the information collected within the computer. The great quantities of data stored within any business system provides a tremendous sales tool which often goes completely untapped. For example, you can project into the future and determine what percentage of inventory is sold by a particular date. If your strategy for processing your radio station has to do with supply and demand, and obviously if your inventory is tight, you are going to raise the rate. Or if it is not tight, you might want to ac-cept a lower bid. The information contained in the system can assist you in sales tracking from both a historical perspective as well as an indication of future performance.

Data Base Support

Computers can also be equipped to assist you in many sales support roles. Support computers are usually the smaller, personal computers – the IBM PC (or compatible) Apple, or even Radio Shack TRS-80 models. These units are generally 31 1986

small, stand-alone units operated by one user at a time, with their own independent printer.

One fundamental use of a support PC is accounts list man ment, which occurs through the use of a data-based man software system. In a DEM pro-gram you have the opportunity to categorize blocks of information so you can access that information by certain specified criteria. For example, you might want to have a out (or generate a mailing list) of every advertiser in the automotive industry. To create this you huild a selection code into the system so you can key in whatever category you're looking for and determine specific information about a specific client or group of clients. If you want to send a letter to every sonal account who you know will have business coming up in the fourth quarter, you have a selection code programmed into your database to flag it.

Word For Word

The second sales tool application for your computer is word processing. In many cases you can take a good word processor and marry it to your database management system. This combination really makes your operations sophisticated, because it can isolate bits of information in one system and merge it into whatever requirements you might have for your word processing. For instance, you might want to send a letter to every Ford dealer on your list, which, in a large market, might be a large number of clients. Of course you'd want to call them by their first name, and you'd want each letter to look as if it had been individually

typed. The DBM system can flag each Ford dealer, marry it to the letter you type in the word processing system, pull his first name out of his address file and place it after the salutory, and produce a "handtyped" letter.

Word processors are also excellent tools to use in the preparation of professional-looking client presentations. Once you write a standard station presentation and plug in the product category variables and the account's name and address, the computer can customize it for each client.

Graphically-Speaking

An additional sales application is business graphics. Radio broadcasters are just beginning to discover the visual capabilities of their computers. Using a "plotter" and some readily available software programs, you can generate some incredible charts and comparative graphics which can illustrate any number of comparative situations or future projections.

Let's ary that you run a radio station with a tremendous appeal in the 35-44 demo. With a graphics program you can take the Arbitres (or any research you have) and chart the demographic spread of your radio station against your competition and demonstrate why buying your station would be a beter buy. If you need to explain to a potential clenx why radio is a potential clenx why radio is a potential clenx thy radio is a potential clenx thy radio is a potential clenx thy radio is a solution of the market, Station B satisfies another, and Station C a third. Virtually any story in the market can be simplified by illustrating it in your presentation.

Ratings analysis is another specialized computer application. The best ratings programs take the ARB information and put it on a disc, from which your computer can generate a wide variety of comparative market studies. A salesperson can show a custom ratings report to an advertiser and make virtually any case to buy your station. You can illustrate your demographic spread, substantiate your case for huying three deep in the market, or compare radio vs. television or newspaper in demographic reach and cost. In any case you can generate these reports at great speed, producing tabulated results and creating graphic printouts – each of which is invaluable as a sales tool.

High Tech vs. High Touch

The computer age has provided virtually any business the ability to excel just by the press of a button.

BY KEN MANESS



Ken Meness, WQUT-WJCW/Johnson City

Because of this high-tech approach, however, many managers are loning sights of the human element in business. Number-crunching and electronic manipulation have their place, but nothing can replace human touch. As John Nesbitt anys in "Megatrends," one of the big dangers of becoming hightech is the loss of high touch. One of the pitfalls of trying to do too much too fast is that you can pretty rapidly send a signal to your subapeople or other station employees that you are a name-counter or a number-cruncher.

Thus, it is vital that you use care when you marry the high tech and the high touch togother. As mentioned above, when you send a mass mailing to every Ford dealer, use your computer to do it on a personal level. Nobody likes to get a letter that opens "Dear Occupant" or "Dear Mr." when he knows you know his name. Instead of seeming remote, you can customize your approach so that your human touch brings a very personal touch the commuter.

Obviously there are many functions that don't lend themselves very well to computerization. The most fundamental advantage of using a computer is saving time. You can do anything a computer can do, but it can do it much faster. Also remember that anything you can do by hand you can teach a computer to do. But when you must use judgment, or are reluctant to lose some of your personal involvement, using the computer may not be necessary or prudent. You may just want to accomplish those things without trying to automate or computerize them.

A computer is a useful sales tool, but it has to be used with windom. It can't do everything, just like you can't. But it can do most of what you do, and it can reduce the drudgery of tedious tasks and free you up so you can make better use of your time.

And time is money.



Changing your station's format? BMI makes any move easier.

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That's because BMI has always licensed and encouraged all forms of music. Even when others didn't.

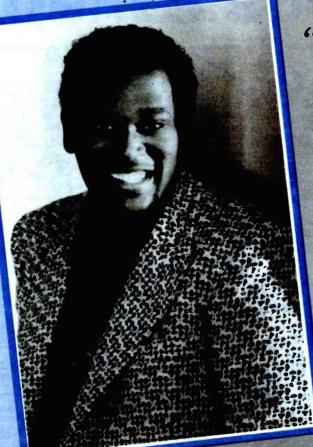


And no matter how many times a format changes, one thing will never change. You'll always have plenty of BMI music to play.

Wherever there's music, there's BMI.

C 1985 8M

Luther Vandross



"The Night I Fell In Love"

- An album that's fast approaching Double Platinum
- An album that has given Luther a Grammy nomination: Best R&B Vocal Performance - Male
- An album that has already given you three smash singles:
 "Til My Baby Comes Home"
 "It's Over Now"
 "Wait For Love"

Now, The New Single! "If Only For One Night"

Stage Two of "The Night I Fell In Love" Tour will commence on February 27, 1986. See Luther on tour with special guests Isley, Jasper, Isley!

Luther Vandross ... On Epic Records, Cassettes, And Compact Discs

THE DRILL Hands-On Training

raining is an essential tool of any trade, an element of professionalism that is integral to preparing for a successful career. No one wants to go under a surgeon's knife if the doctor has no training in his field. A person who has all the creativity in the world but can't play the scales has no chance at being a concert pianist. And a salesperson who has no training in the art of selling really isn't a salesperson. People who are unaware of the importance of training are generally those who do poorly in their chosen field or who are poorly-served by untrained professionals.

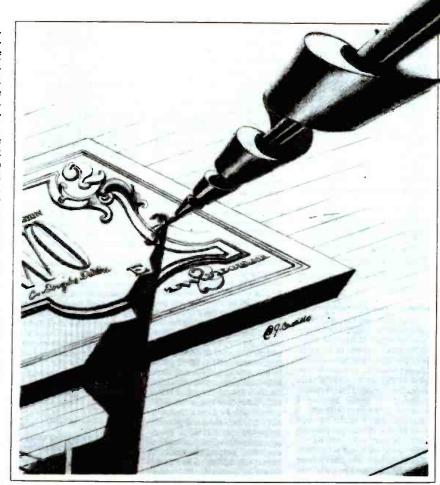
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In the radio business we are allowed to make only a first impression. If a radio station sends an untrained salesperson into the market and that person makes a negative impression, the chance of a second salesperson getting in are not very good. Training that first person to go in and make an excellent impression is the key to successful business.

Contrary to popular belief, everyone is in sales. This includes the local minister, the schoolteacher, the newspaper reporter, and the more obvious radio station salesperson. Each of us needs good, ongoing sales training – including the sales trainer himself. I believe in sales trainer I attend sales training seminars put on by my competition because they always teach me something about selling my service to someone else. Training is critical.

Basic Training

There is no such thing as "five steps to perfect sales." Still, there are a few pointers – Chuckisms, as I call them – that can lead to a more understanding and effective sales approach. The most important of these is establishing the customer's needs, and realizing that there is no one reason why people buy. A good sales training program will show individuals with little sales background how to ask



the question "what will it take to get the customer to buy?"

Another Chuckism says that every customer has a secret and that secret is what it would take for that customer to say "yes." Everyone would like to be shown a reason and an excuse to do business, and breaking through that personal breaking through that personal breaking through that personal breaking through that personal vou do that by asking the right questions and listening to the answers. Nine times out of ten they will keep that information to themselves, but if you can learn their secret you learn their need.

One of the most common mistakes a salesperson can make is assuming he or she knows "the answer." The typical, untrained salesperson hils the streets with the answer already "figured out." They think they know why the customer should do business with them, but never take the time to find out how the customer perceives the situation. Sales is the ability to ask the question, not the smug self-satisfaction of assuming the answer. If a salesperson asks the right questions and learns why (or why not) the customer will (or won't) do business, he can feed that knowledge right back and get the contract signed.

Asking The Question

When a man goes into a bardware store and asks for a quarterinch drill bit, what does he want?

He wants a quarter-inch hole. Knowing how to ask the question and understanding what the customer needs will bring about the sale. To illustrate this Chuckism, let's look at the local hardware store. The store clerk knows that each customer who walks into the shop has a specific need; very few people browse in a hardware store just for kicks. The customer usually is looking for a hammer, or a pound of nails, or a length of pipe to hook up an automatic icemaker. In each case, if the clerk asks the customer what he intends to do with the nails or the pipe, he can suggest something else that the customer can buy. If the customer is looking for a %-inch bit, the clerk knows the person is trying to drill a

BY CHUCK REAVES

hole but might be able to suggest a saddle valve that will make the job easier or more efficient.

Applying this to radio, a salesman has to go in and figure out what the client wants. Obviously the hardware clerk is going to say he wants more sales, but what he really wants is more qualified buyers, with a legitimate need, walking into his store. If the salesperson attempts to understand the client's needs and walks into the store with

"There is no such thing as 'five steps to perfect sales.' A good sales training program will show individuals with little sales background how to ask the question 'what will it take to get the customer to buy?' "

a genuine interest in finding a solution, he will get a lot further than if he talked demographics, coverage, ratings, and so forth. The hardware store owner doesn't know about all these things, and they mean very little until they translate into hard sales.

Mandate Or Myth?

At this point it is necessary to dispel several longstanding myths about sales. First, there is no one way to sell. Everyone approaches sales differently, and it is wise to capitalize on your own unique talent, skills, and experience. Use your own personality to make the sale happen. Another myth to strike down: the secret of sales does not emanate from the gift of gab. The secret of sales is listening. not talking. Too often I have seen salespersons come out of a training session and think it is time to go out and talk to the customer. It isn't. It is time to go out and listen to the customer.

Time was that sales was approached in a scientific manner. When I was with AT&T we told our people how to dreas alike, talk alike, and walk alike. Everyone wore the same three-piece pinstripe suit with a while shirt. Men and women wore the same uni-THE ORL/See Page 30

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THE DRILL: HANDS-ON TRAINING

Continued from Page 29

form, checked their personalities at the door, and tried a very rigid procedure to try to sell the client. Today's sales managers are discovering, however, the importance of dressing for the personality of the customer. You stand a better chance of selling the hardware store owner if you dress like him than if you dress like a penguin.

Also, sales should be looked at as helping rather than selling. No one really wants to be sold, but most of us enjoy buying. The difference is that we buy what we think we need, and resent it when some hard-pres sure salesperson comes into the picture and tries to pass something off on us. It may be something we really need, but we will resist the sale just for the sake of resistance. However, if the salesperson takes the time to really understand what we need, and explains how the product or service will assist us in our daily lives, we will be much more amenable to laying out some hardearned cash.

Persistence Pays Off

The power of persistence cannot be overlooked. For every one person who says "yes," there are 20 others who say "no." This is part of what I call the Theory of 21. If a salesperson is looking for a positive response, he must find that 21st person. It is an "if at first you don't succeed" proposition; you have to keep going back and ask for the sale. It is too easy to give up an order, which makes it even easier to give up the next order. If a salesperson refuses to give up he will go straight to the top.

It offends and disappoints me that we live in a society where giving up is considered ordinary and not giving up is considered extraordinary. People think you're nuts if you keep going back for the order after you've already been turned down. For instance, again when I was with AT&T, if a potential customer said, "I'm not going to buy from you," I would not give up. Instead I'd go back a few days later and again ask for the order. They would say, "We are buying from your competition," and I would go back again and ask for the order. If they said they already bought from the competition, I would go back again. And if they said, "We are putting your competition's equipment in the basement as we sit here and speak," I would go back again because inevitably some of that equipment wouldn't work.

No sale is ever lost, and the person who wins is the one who keeps going back. A customer never says no, just "not yet."

call (212) 378-0138.



Buying Sight Unseen

One of the most common excuses why a potential customer will not buy radio time is that it is intangble and immeasurable. "How do I know these ads on the radio are doing any good at all," is the rhetorical question. You can't see it, you can't feel it, and once the :00 spot is over it's gone forever (until next time, that is). Selling radio is a conceptual sale. It's tough to sell, and it's easy to get discouraged and give up. But it also brings out the best in a salesperson.

"... It is too easy to give up an order, which makes it even easier to give up the next order. If a salesperson refuses to give up he will go straight to the top."

What tools can the radio salesperson use to break down the common resistance and get the order? Information. He has to be armed with the facts: why radio works or doesn't work (as claimed by competitive media). It works because repetitive messages lead to greater retention. It works because it reaches a greater audience. It works because it sticks for whatever reason. Thousands of reasons exist why radio works, and the creative salesperson also must know

The satesperson also must know how to refute the negatives. If the customer says, "I'm not going to buy from you because I use newspaper," you have to assume that is an invalid excuse and push further. Then if the customer says, "Well, I'm already on a couple of other stations," this means that he is aware of radio's effectiveness. So

After 15 years of small and major market radio management, sales, and programming, I became "the attorney who's been there," bringing new meaning to the word "counsel." Our customized course on "practically everything you wanted to know about owning a radio station

but didn't know who or what to ask" is just one aspect of our full-service assistance to firsttime owners. Station audits with specific suggestions for profit-improvement, contract negotiations and drafting, and dispute arbitration are other ways we can help you. Find out more. Contract attorney/consultant **Barry Skieleky** at 132 E. 45th St., New York, NY 10017. Or

you counter with something like, "Then you agree that radio does work?" Obviously the customer does, or he wouldn't be advertising on those stations. This tells you something about his need, which lets you tell him how your station can help his need, and before you know it you're closing the deal.

Reverse Psychology

Whenever a customer tells you why he won't buy from you he's really telling you what it would take for him to buy from you. The most common resistance to a potential order is "I've already bought your competition," which - if you know your competition provides you with a fairly good idea of what the customer is looking for. Once you know this, tailoring your approach to fit his perceived needs should be simple.

If your presentation still falls on ears, try another approach. deaf Virtually everyone likes to offer advice when he can, and your potential customer is probably no exception. If he refuses to buy your station, hit him with a genuine plea for help. If he says, "We're pleased with our present media plan," ask him to outline what it is he's doing Tell him you want to know how he approaches his business, so you can get a better idea of his philosophies and techniques. Ask him why he's using your competition, or why he doesn't believe in radio, and what he would do if he were trying to sell a person like himself. As soon as the customer starts to answer, he is telling you what it would take to present and close the order

Everybody likes to think he can run another person's business better than the person actually in charge. Jocks think they can do a PD's job better, the PD thinks he can do the GSM's job better, and the GSM thinks he can do the President's job better. Some of this may be due to career frustration, but some is also based on fact. Proximity tends to shrink a person's attitude and performance, blending the trees into one large forest. You know better than anyone else what it would take for a car salesman to sell you a car, and you'd probably appreciate the chance to so instruct him. Likewise, your customers should jump at the chance to impart information on how to sell them. By analyzing and understanding what they say you can de-rive a good impression of their own tastes and preferences.

A Few Don'ts

Now — do you see what we've done? The last few paragraphs have been reminding you of proven sales techniques, but as you "... Understanding is a combination of wisdom and knowledge ... to adapt the myriad sales training to intuition, coupled with experience and hard work."

read, them new sales ideas came into your mind. This is the value of continued training. You've probably heard these ideas before, but as you reread them just now you were able to relate recent experiences to these principles. This will help you be a more effective salesperson; that's the value of continued training.

The major mistake most salespeople make today is talking too much. Rule number one: don't outtalk the customer during the first half of your meeting. Too many salespersons believe their wit and personality and gift of gab will seal the deal, but this approach can be misleading and detrimental. If the appointment is scheduled to last 20 minutes, let the customer talk 90% of the time.

Also: don't ever take yourself too seriously. This is a major error that, again, a lot of errant salespeople make. They feel that the world will come to an end if they don't close the sale. Salespeople who start to lose are generally those who aren't having fun with their jobs. Above all else, sales should be fun.

Another suggestion: mirror your customers. If you're meeting with your good of country boy bottler and distributor, dress and talk appropriately. If the client is an executive bank type you'll want to take off the John Deere cap and put on a silk tie and a healthy dose of sophistication.

Personality & Behavior

We have already established that understanding the market and customer is a vital element in a salesperson's job. But exactly what is understanding? Where does it come from, and how is it applied? First, by understanding personality.

Four personality types generally exist in business: the driver, influencer, steadfast, and the analytical personality. Understanding these four traits can greatly help you learn to approach people the way they want to be approached, and recognizing them is easy. For instance, if a person is a driver, he doesn't want any stray chitchat; he wants you to state your business and get out. The salesperson who succeeds is the one who studies these personalities and applies them in his job.

Understanding personality types is a learned science. Luck may work in the beginning, but eventually it comes down to general intuition - which is learned only through perseverance and experience For instance, if I went into your office the first thing I would do is look you straight in the eye, shake your hand, check out your handshake and your dress and your office. You can learn a lot about a person in just a few short minutes, and once you get a feel for how a person works you can adapt your style accordingly.

Understanding is a combination of wisdom and knowledge. It is the combination of intuition and gut feel. It is the ability to play a hunch rather than check the facts, to sell on the feel of a handshake rather than the weight of a formal presentation. Understanding is being able to adapt the myriad sales training techniques to intuition, coupled with experience and hard work. Experience is what tempers the wisdom and intuition we have, but the sales training brings the experience. Sales training provides the fundamentals.

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

Something for nothing! You Betl Bill Hennes & Associates, one of the nation's leading program consultants in all formats, announces an on location, no cost, no obligation market study and analysis. You cover the travel expenses – we do the rest! Act now and save up to \$3000. This offer ends March 15th.

Make sure your station is ready for the upcoming rating period. Call (312) '364-6966 for full details.



30/ R&R FRIDAY, JANUARY 31, 1986

PROFESSIONAL PROLIFERATION Evaluating Sales Training Programs

Possibly the most important thing a radio station can do today to escalate its value is to have and maintain a highly trained performing sales staff. Selling radio advertising has become a true profession, requiring skills far beyond our expectations of just a few years ago. As a result the number of sales trainers and consultants have profilerated profusely.

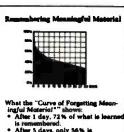
A recent industry survey listed 27 training companies which specialized in working with radio stations. From this vast number, which seems to be growing every year, how do you choose a sales trainer or consultancy service that best suits the needs of your station? How can you be sure the sales training "pro" has values and attitudes that are reflected in your own business philosophies? And how can you be sure it won't simply be a grand waste of money? Following are some guidelines to use in making the decision.

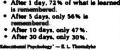
Goal-Oriented Training

What do you want your training program to accomplish?

A sales training program is not vastly different from the training of a sports team. Training is the ed ucation and practice that must be done to make even routine transactions go smoothly. In the case of a baseball team, each spring is a time of training and review of fundamentals of the sport. One would suspect that a team like the Kansas City Royals could attribute part of its 1985 successful season to the training it went through in February and March. How else do you make the fielding of a grounder on Astroturf look so easy during the World Series?

Many examples of sales training payoffs exist in all fields of business. Some of it is good, some is bad. While sports analogies provide very visual examples of both, more dramatic illustrations can be drawn studying blatant examples in other professions. In a notorious highway patrol incident, for example, four officers were killed in a gurfight. After the shooting was over, one of the dead officers – who had reloaded during the shootout – was found with cartridges in his pockets. Under fire, he had apparently taken precious seconds to





do what he learned on the practice range: eject his empties into his palm and stuff them into his pocket before reloading live rounds. Obviously, not all training is good and it is important that the leasons being taught are of some intrinsic value.

In another incident, an officer had stopped a vehicle for a traffic violation and suddenly became the target for the driver's handgun. Witnesses were surprised to see the officer draw and fire two shots, holster the weapon, and stand in the military at ease position. Upon investigations, it came to light that it was department policy on the firing range to fire two rounds and then holster the weapon and stand in the "at ease" position. The officer had reacted instinctively, exactly as he had been trained. Had the officer missed and returned to the "at ease" position, his training would have made him an easy target for tragedy.

Sales: The World View

Is sales training presenting real-world situations?

The sales training company you choose should demonstrate expertise in making its training simulate actual selling situations. This training helps cope with reality and the everyday pressures associated with it.

Video tape has made real-world simulation possible and has gained in popularity among sales trainers and consultants. If you purchase video tapes, make sure they are not just another lecture or talking head. Video sales training lectures can be deadly or dull. Many of us remember dozing off during lectures when we were in school (or attending various conventions), and a video lecture may cause a dozing response from your salespeople. While sleep learning is a subject of discussion in some research centers, your station's sales training session is not where you want that research to occur.

Training to face reality takes extra time, extra energy, extra creativity, and extra money. All of those "extra" ingredients cannot be provided by the sales consultant working out of a garage. The firm(s) you have been investigating should have given you references; check them out.

Adult Education

Was the prospective educational system designed for adults? Many sales training "experts"

have developed metaphoric (and fancinating) presentations, but applying them in real-life situations can be quite disastrous. "War story" sales training, for instance, fulfills the ego of the presenter and is often entertaining to his audience. However, the educational value of the program may be questionable because its battles are won and lost in the trenches, not on the playing fields.

The foundation of any effective training program is founded on performance. When a program is performance-based the participant does not go forward until various knowledge requirements are completed in the current sension. This performance-based focus on the salespeople is called student-centered learning. This means that each training objective undergoes a thorough task analysis, and is studied because the participant needs to know certain skills or techniques to be a successful salesperson.

Whatever sales training you choose should take into consideration the most modern concepts and principles concerning both how salespeople learn and what salespeople need to know. Only through continued testing and refinement will a training program continue to match content to salesperson needs.

The sales training program you select should cover three basic elements: watching, learning, and adapting. The salesperson needs to be able to watch a strategy, have the opportunity to learn what the ingredients of that strategy are, and see how it works. Only then can the salesperson adapt the strategy to his individual style. This process is no different from that of a basicetball player learning the fundamentals of a layup and then adapting the lesson into a slam dunk. Sales techniques have to be practiced and adapted to the individual.

Nothing set forth in a sales training program should be preented as the absolute answer to all sales problems. There are no absolutes in sales. No two situations are ever exactly alike and no set of procedures is always effective. What should be offered are options that are valuable for your salespeople's repertoire of skills. Most sales techniques are simple and based on common sense; but they require extensive practice to be used successfully. Salespeople need to know what works for them. The tactics and strategies presented have to be practiced and refined until they become natural and internalized for the salesperson. The point is that salespeople will instinctively revert to the way they have been trained.

Training

And Then Some Is the training done consistently? Any firm offering a quick-fix sales seminar or a quick-fix set of training tapes is not providing the full story.

Salespeople have to work constantly at refining and adapting their selling capabilities, not only in formal and informal training sessions but, most important, by using those skills on a daily basis in the course of their duties. If salespeople are not encouraged to use the training they have received, the money you spend for sales training can only be called an expense – not an investment.

If you choose a sales training program that is done in a one-shot manner, 70% of it will be forgotten in 20 days. This is illustrated graphically in the book "Educational Psychology" by E.L. Thermdyke. The curve of forgetting meaningful material shows:

• After one day, 72% of what is learned is remembered.

BY STAN FORRER



Greenwood Development

 After five days, only 56% is remembered.

After ten days, only 47%.

• After 20 days, only 30%. The responsibility for assuring sales training success rests squarely on the shoulders of the management team. Sales trainers who tell you otherwise should cause you to consider another trainer. It is management's commitment to the concept of regular repetition and reinforcement that assures success of the training program you select.

Mark Twain claimed that Missis sippi riverboat pilots had the toughest job in the world. No matter how often they made the trip between St. Louis and New Orleans, the river never stayed the same. Sandbars would move, Shifting channels would create islands out of peninsulas and peninsulas out of islands. If Mark Twain lived in our time he might say managing a radio station was the toughest job in the world. Much like the Mississippi River, a station never seems to stay the same: just when you believe you have the perfect sales staff, someone moves on, a shift occurs, and you are starting all over again.

The sales training program at your station can become one of your best management tools to deal with the constant stabilized base to help minimize the effects of the constant shifts. The sales training commitment you make can have a positive impact on your bottom line. However, training doesn't work by itself. It requires management to commit to the success of whatever programs you choose.



RaR FRIDAY, JANUARY 31, 1986/31



RATINGS AND RESEARCH

JHAN HIBER *

"REAL WORLD" SAMPLING

The Music Panel

familiar with any song, he's in-

formed that it's played regularly on the radio station and encourag-

ed to tune in to hear it. If he doesn't

know or doesn't hear a song, he marks a "don't know" box pext to

the title, and it's not included in the

The "real world" is where the

audience normally hears and en-

joys music - on the radio. It's a

familiar environment. The listener

is relaxed, in his own element, and

has "normal" receptivity. There-

fore, responses and evaluations are

Benefits & Handicaps

test only a few songs per respon-

dent. For those accustomed to test-

ing 40 or more songs per person via

callout, this is a problem. The

Music Panel, however, strives for a

The Music Panel can be used to

less biased and more accurate.

tabulation.

By Steve Warren

- I became disenchanted with callout research. I saw it was biased toward ballads. It can't test new music very well; it's expensive and time-consuming. And training/supervising a callout staff was a bitch.

But there was one thing that troubled me the most: callout data wasn't drawn from "real world" sampling. People normally don't listen to music over the phone. And they don't judge music by hearing only a few seconds of it.

So I started experimenting with mail-back cards. The more I worked with direct mail research, the more I liked the results. My system, "The Music Panel," is a versatile music research technique, which may also be utilized for other research applications.

"Real World" Testing

Arbitron uses direct mail to tabulate listening. The Music Panel uses direct mail to evaluate music preferences and responses. Short research questionnaires are mailed weekly to pre-selected respondents. Each person is asked to evaluate a limited number of songs. If the respondent is umycaly g/Sul-The Panel is best for testing songs the programmer is most concerned about; i.e., recurrents that

Cerned about; 1-2, recurrents that may be burning or new adds. The Music Panel is particularly valuable for evaluating the newer playlist adds, which don't research well by callout or auditorium testing methods. And this system eliminates "data-padding" (cheating) and interviewer mistakes.

songs. Remember, the listener hears all the songs in the normal

It takes approximately ten days from date of mailing the week's questionnaires until enough cards are returned for tabulation. For those used to overnight tabulations, this may be troubling. Participants may be recontacted and queried again two or three times per year. Hearing From Listeners

The research card leaves space for listeners' open-end comments. Anyone who's ever reviewed ARB diaries agrees the written comments are often more enlightening than the actual diary entries. This system opens a new channel of



Steve Warren

communications between the listener and PD. Given this opportunity, listeners tell you interesting and important things – an excellent source of qualitative information.

"The Music Panel builds a very large mailing list. With this you can get answers to virtually any question you think of or for direct mail promotions."

Doing It Yourself

Although you could retain The Programming Co-Op to handle the Music Panel research, you can also do it quite well in-house. You need a computer with good mailing list and calculation software programs. And, of course, a person to handle it all.

You may want a graphics program. You can evaluate data strictly by the numbers, but I've found a chart or graph gives me new insight. By examining such displays, I'm able to "see" a record's pattern (right-brain) in Steve Warren is Director of The Programming Co-op, which he established in 1981 after a 20-year radio programming carear. The Fayetteville, AR-based firm provides consultancy, research, and programming services for medium and small market stations and presently counts 19 clients with CHR, Country, and A/C formats. Warren also wrote "The Programming Co-op Operations Manual."

addition to the logical, numbersonly (left-brain) evaluation.

You also need a good copy machine. You can send it all to the printer each week, but it's quicker to run copies of your research cards and questionnaires in the office. Hint: Don't use shoddy quality copies. Do use colored paper.

And you'll need a bulk mail permit and a business reply permit so participants won't have to pay postage. The permits cost \$50 each. And a chat with the post office will help you calculate the cost of your weekly mailings.

Your Mailing List

There are several ways to build your mailing list. You can start with previous contest and registration entrants. You can get active listeners (and their friends) from your request lines. Or you can select participants at random by phone to bring in specific types of listeners you want to include in your samples.

You can also solicit participants over the air with a liner like this: "We'd like you to be part of our Music Panel. Help us play more of the music you like most. Send us your name, age, and address ..." This will generate response from both active and passive listeners. The opportunity to tell you directly about their music preferences is a strong incentive for people.

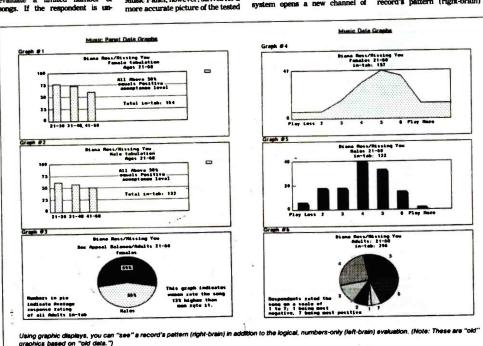
I don't advise buying mailing lists. It's best to build your list in your own computer. A versatile mailing list program will allow you to resort and use your lists in a variety of ways, which will prove most valuable in the future.

Residual Benefits

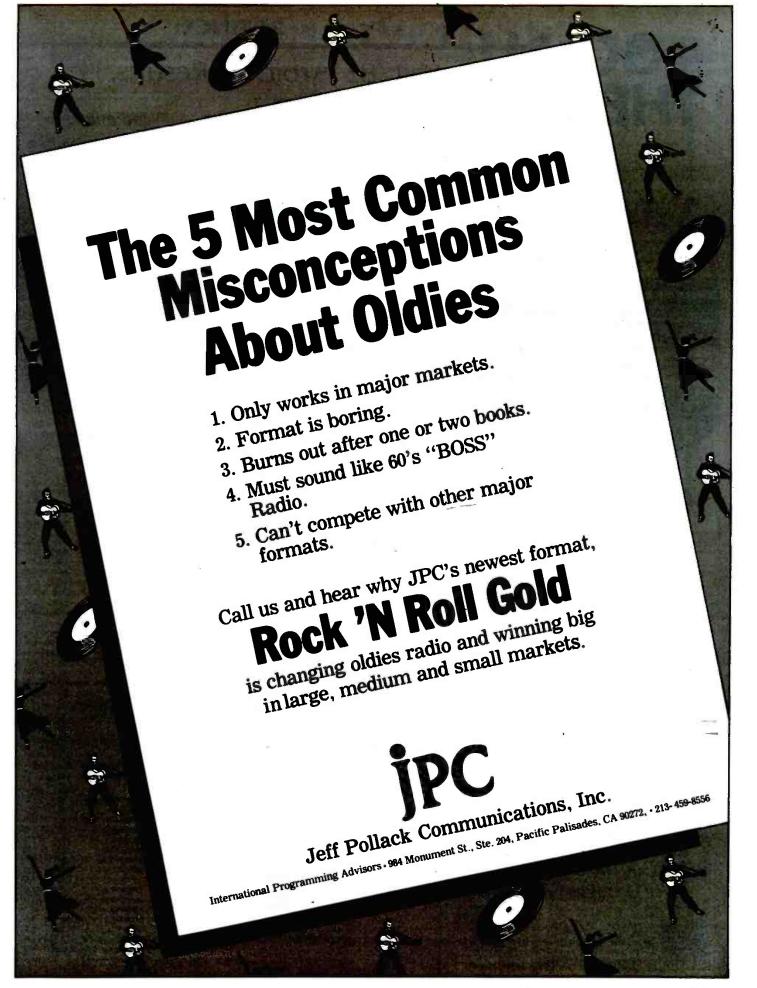
Over the course of time. The Music Panel builds a very large mailing list. With this tremendous data base, you can easily get an swers to virtually any question you think of or for direct mail promotions.

There are sales applications, too. You can tie in a direct mail flyer or coupon distribution with a client's spot buy. This provides an extra incentive for increasing the budget. These client mailings could be included in your Music Panel package or mailed separately.

The data base allows you to research your audience's use of a chen's product or service. A sales presentation with impressive graphics, showing how many of your listeners could be his customers, can be very persuasive. Or you can do simple questionnaire research for your clients. Becoming a retail research source holds tremendous potential for a station (not to mention extra income).



32/R&R FRIDAY, JANUARY 31, 1986



RATINGS

GO ALL THE WAY With Jack And Valerie



JACK WAGNER

"Love Can Take Us All The Way" (Duet With Valerie Carter)



C 1984 OWEST BECORDS

Fall '85 Arbitron Results, 12+

Anaheim

KIIS-FM, H Steady; KRO Toward Top Up; KKG	Q, KLOS ; KRTH L	Vault
	Spring '85	Fal '85
KIRS-FM (CHR)	9.1	9.0
KBIG (B/EZ)	6.8	6.8
KABC (Talk)	5.7	5.9
KROQ (AOR)	4.3	5.9
KLOS (AOR)	4.7	5.7
KRTH (Gold)	3.3	4.9
KJOI (B/EZ)	4.9	3.9
KNX (News)	3.2	3.6
KKHR (CHR)	4.0	3.4
KMPC (BBnd)	4.3	3.4
KOST (AC)	4.3	3.2
KNET (AOR)	3.9	3.1
KFWB (News)	2.5	2.5
KFI (AC)	1.6	2.4
KFAC-FM (Clas)		2.2
KIQQ (AC)	1.4	2.1
KKGO (Jazz)	1.0	2.1
KBZT (AC)"	2.3	2.0
KZLA (Ciry)	2.5	1.9
KMGG (AC)	1.6	1.8
KIKF (Ctry)	1.5	1.6
KNOB (B/EZ)	2.0	1.6
KEZY (CHR)	1.3	1.4
KLAC (Ciry)	1.8	1.4
KRLA (Gold)	.9	1.3
KTNQ (Span)	1.2	1.2
KUTE (B/U)	1.4	1.0
KWIZ (AC)	.9	1.0
KYMS (Rel)	.9	1.0
*Formerly KHTZ (CH	R) until midboo	ĸ

Portland

KKRZ Leads Market, Takes Massive CHR Lead; KXL **Combo Gains Three; KINK** Up To Fourth; KKCW, KKLI, Tighten A/C Race; **Country Up** Somo 185 Fel '85 KKRZ (CHR) 9.8 8.9 KXL-FM (B/EZ) 7.4 8.3 KXL (News) 5.6 8.0 KINK (AOR) 5.7 7.1 64 62 6.3 KEX (AC) 8.1 KGW (AC) 10.1 6.3 KKCW (AC) 4.6 5.9 KUPL-FM (Ctry) 4.0 4.8 KYTE (BBnd) 4.8 4.6 KMJK-FM (CHR) 8.0 4.3 KKLI* (AC) 3.6 KWJJ (Ctry) 2.6 2.8 KWJJFM** (City) 1.7 2.5 KYTE-FM (Clas) 2.3 2.3 2.1 KPDO-FM (Rei) 1.7 KKEY (Talk) 1.4 KSGO (Gold) 1.6 1.7 KKSN (Clas) 1.4 2.1 KPDQ (Rel) 1.2 .6

Subchard Arm KCHIN-PM in No. *Wes KJB until August 1965.

Columbus

WLVQ Has Monster Book; WCKX Nearly Doubles To Lead B/U; WVKO Also Up; WCLT-FM Doubles Spring '85 Fall '85 WLVQ (AOR) 11.5 15.1 10.5 WXGT (CHR) 11.1 WTVN (AC) 10.1 10.4 WBNS-FM (B/EZ) 12.6 9.7 WSNY (AC) 10.8 9.6 WNCI (CHR) 4.9 53 4.2 WRMZ (Ctry) 3.9 WCKX (B/U) 3.4 1.9 WINNI (Ctry) 3.6 3.4 WVKO (B/U) 2.7 3.3 32 WBNS (AC) 22 WHOK (Ctry) 3.6 3.0 WCLT-FM (AC) 1.5 .7 WLW (AC) 1.5 1.5 WZZT (B/U) 3.1 1.5 2.4 1.4 WRFD (Rel) WBBY (Jazz) 1.1 WCOL (NT) .8

Louisville

WHAS Zooms Over 15; WRKA Gains Four; WVEZ Up Two; WDJX Debuts Solidiy As CHR

contrary i			
	Spring 85	Fat '85	
WHAS (AC)	12.4	15.3	
WAMZ (Ctry)	14.0	11.4	
WLRS (CHR)	11.9	9.0	
WRKA (AC)	5.0	8.9	
WOMF (AOR)	8.6	8.5	
WVEZ (B/EZ)	5.6	7.7	
WAVG (AC)	5.5	6.8	
WDJX . (CHR)	-	5.8	
WLOU (B/U)	8.4	4.9	
WJYL (B/U)	4.3	4.2	
WCII (Ctry)	4.5	4.0	
WAKY (Gold)	2.9	2.9	
WXLN (Rel)	1.3	1.5	
WXVW (B/EZ)	2.0	1.4	
*First book, formerly W	K.JJ.		

Sacramento KS FM Steady At Top; **KWOD Gains Three For** Second: KFBK, KSKK Up A Share

	Spring '85	Fall '85
KSFM (CHR)	10.5	10.4
KWOD (CHR)	5.9	8.9
KCTC (B/EZ)	9.2	8.2
KXOA-FM (AC)	9.0	7.7
KZAP (AOR)	10.4	7.0
CFBK (N/T)	5.7	6.7
(XOA (BBnd)	4.1	4.7
KSKK* (Ciry)	3.5	4.6
CHYL (AC)	4.0	3.7
RAK (Ciry)	5.0	3.4
(AER (Ciry)	4.4	3.3
(GNR (BBnd)	2.9	3.0
KROY** (AC)	2.0	2.4
KPOP (CHR)	2.8	2.0
KOO (NT)	1.5	1.3
"Switched call lat December 1985. "First book, was 1985.	New to KIM KIMC unit S	8.481 m

Indianapolis

WIBC, WFBQ Trade Places In Close Race; WXTZ. WFMS Join Double-Digit Ranks; WZPL On The Rise

	Spring '85	Fall '85
WIBC (AC)	15.4	14.7
WFBQ (AOR)	15.5	14.4
WXTZ (B/EZ)	9.2	10.2
WFMS (Ctry)	8.2	10.0
WZPL (CHR)	8.3	9.6
WTLC (B/U)	8.3	8.0
WENS (AC)	6.1	6.1
WMLF (BBnd)	4.4	4.5
WNAP (CHR)	4.9	4.1
WTPI (AC)	2.6	3.4
WIRE (Ctry)	5.1	2.4
WNDE (AC)	2.1	2.1
WGRT (B/U)	1.3	1.0

Buffalo

Double Figur Approach Wo Shows S	orks; W	DCX
	Spring '85	Fal '85
WBEN (AC)	9.6	13.3
WJYE (B/EZ)	9.8	10.6
WYRK (Ctry)	5.6	7.3
WBUF (AC)	7.4	6.6
WPHD (CHR)	6.2	6.5
WKBW (AC)	5.5	6.0
WNYS-FM (CHR)	5.5	5.9
WECK* (BBnd)	6.9	4.9
WGR (AC)	4.2	4.9
WBEN-FM (CHR)	4.6	4.7
WBLK (B/U)	5.1	4.5
WKSE (CHR)	5.0	3.7
WDCX (Rel)	.9	2.4
WGR-FM (AC)	2.3	2.4
CILQ (AOR)	2.6	2.2
WUWU (AC)	1.0	1.3
WYSL (CHR)	2.4	1.1

Norfolk

WNOR-FM Rockets To First; WCMS-FM Gets Big Boost; WOWI Opens B/U Lead; WRAP Moves Up

	•	
	Spring '85	Fall '85
WNOR-FM (AOR)	9.0	11.6
WFOG (B/EZ)	10.6	9.7
WCMS-FM (Ctry)	7.2	8.7
WOWI (B/U)	7.1	7.6
WLTY (AC)	8.3	7.5
WWDE (AC)	5.5	5.8
WMYK (B/U)	6.1	5.7
WNVZ (CHR)	6.7	5.6
WRAP (B/U)	3.4	4.5
WTAR (AC)	4.4	4.3
WPCE (Rel)	4.6	4.0
WRER* (CHR)	5.6	3.7
WXIN (AC)	2.2	3.3
WNIE (Talk)	1.7	2.6
WHITH (B/EZ)	1.8	1.8
WTID (Ciry)	1.6	1.3
WNOR (Gold)	.8	1.0
* Farmariy WHEY.		

34/ R&R FRIDAY, JANUARY 31, 1986

SHAMELESS PERFECTION.

BROADCASTJINGLES

We'd be the first to admit we're fussy at HLC. We don't grind out pattern or format jingles. You can get those anywhere. What we do give you is Quality. Jingles that are tailored to the unique personality of your station. It's the kind of perfection that Wheaties wanted for "What The Big Boys Eat," that Levi's wanted for the "501 Blues," that Pepsi, Honda, Coors, Nissan, Kodak, Disneyland, Dodge, Gatorade, Anhaeuser Busch and The Wall Street Journal all wanted. And got. Naturally, this kind of perfection does not come cheaply. But when you consider what you get for what you pay, we're the best bargain in the country. Call for our free demo reel,

(213) 464-6333

REEL TE VRALIMAL MALINE HERME

RATINGS

Birch Quarterly Fall '85 Results, 12+

ner 185 Fell '85

5.2 6.6

4.9 5.7

3.5 4.1

3.0 3.6

2.5 3.5

2.6 3.5

3.8 3.4

2.7 3.3

26 3.3

2.6 3.1

4.0 3.1

2.2 2.8

3.1 2.2

2.2 1.7

9.7

6.5

3.7

3.3

21

1.7

1.1

5

Chicago

WGN Climbs To Top As

WBMX-FM Plummets;

Boston

WBCN (AOR)

WBZ (AC)

WHDH (AC)

WRKO (Talk)

WJIB (B/EZ)

WHTT (CHR)

WEEL /Nows

WAAF (AOR)

WZOU (CHR)

WROR (AC)

WBOS (Ctry)

WZLX* (Gold) WVBF (AC)

WGBH (Clas)

WMJX (AC)

WILD (B/U)

WXKS (BBnd)

WBUR (Clas)

WHJY (AOR)

WFNX (AOR)

Switched from WILK (Oct. 29. 1985).

WSSH (AC)

WXKS-FM (CHR

WBCN Rises, Expands Leed As WXKS-FM, WBZ Slip; WHDH, WJIB, WAAF, WSSH Shor

WJIB, WAAF, w Increase		AAE	WOMAT MIT		
			WBBM, WGC		LUP
		50	Gain Ground		
Su	wher '85	Fell '85		mmer 185	Fell 18
	11.0	12.2	WGN (Talk)	9.2	9.
	9.5	8.7	WBMX-FM (B/U)	10.4	7.
	9.0	.8.3	WDBM (News)	5.2	6.
	5.7	6.4	WGCHFM (B/U)	5.1	6.
	5.6	5.4	WLUP (AOR)	4.9	5.
	4.8	5.2	WIND (Talk)	3.5	4.
	4.8	5.1	WBBM-FM (CHR)	5.3	3.
	4.1	3.9	WLS (CHR)	3.0	3.
	3.0	3.7	WKQX (CHR)	2.5	3.
	3.1	3.6	WLOO (B/EZ)	2.6	3.
	4.1	3.3	WMAQ (Ctry)	3.8	3.
	3.9	3.2	WFYR (AC)	2.7	3.
	1.6	2.9	WLAK (AC)	2.6	3.
	1.4	2.3	WXRT (AOR)	4.3	3.
	2.8	2.2	WJJD (BBnd)	2.6	3.
	2.5	2.0	WLS-FM (CHIR)	4.0	3.
	1.8	1.9	WCLR (AC)	2.2	2.
	1.3	1.8	WJINK (Gold)	3.1	2.
	1.2	1.6	WUSN (Ctry)	3.1	2.
	.9	1.5	WCKG (AOR)	2.2	1.
	1.0	1.2	WFMT (Clas)	1.7	1.
	.8	1.0	WAIT (BBnd)	1.*	
	HR) in mid	book	WINET (AC)		
			WVON (B/U)		
			WNOLFM /		1.
		1			

Detroit

WJR Keeps I WHYT In Seco WRIF, WCZY Slide; W	AM & VLLZ,	VJLB, FM
WNIC-FM	mprov	Feb 185
WJR (Misc)	9.2	9.2
WHYT (CHR)	7.0	6.8
WJLB (B/U)	9.1	6.7
WLLZ (AOR)	5.0	6.7
WRIF (AOR)	9.0	6.5
WINIC-FM (AC)	4.3	6.2
WWJ (News)	5.1	5.3
WCZY-AM & FM		
(CHR)	7.2	4.7
WXYT (Talk)	4.1	4.1
CKLW (BBnd)	3.4	3.7
WJOI (B/EZ)	2.8	3.7
WJZZ (Jezz)	4.5	3.4
WWWW (Ctry)	3.2	3.3
WOMC (AC)	3.0	3.1
WLTI (AC)	1.0	2.7
WKSG (Gold)	2.1	2.6
WCXHFM (Ctry)	2.3	2.4
WDTX (AC)	1.8	2.4
WILLC (AC)	1.4	1.8
WCXI (Ctry)	1.6	1.6
WMUZ (Rel)	.7	1.3
WCHB (B/U)	1.6	1.1
WORE (Clas)	1.4	1.1
WOPR (B/U)	1.3	1.0

1-800-952-1986 Note! Call Toll Free Note! Now's the time to call Surrey.



Cable

CALL (303) 989-9980 TODAY? Consulting Radio Programming Radio Engineering

San Francisco

KGO Slips, Still Number One: KMEL Climbs To Second As KSOL Slips Slightly; KYUU, KIOI Dr Two; KSFO, **KABL-FM Gain** Summer '85 6 KGO (N/T) 8.8 KINEL (CHP) 4.2 KSOL (B/U) 5.2 KBLX (B/U) 4.7 KYUU (AC) 6.9 KCBS (N/T) 3.6

3.3

2.3

2.5

2.8

5.0

28

2.0

3.4

2.2

2.9

1.4

1.9

2.4

2.6

2.3

22

.9

.3

1.1

1.3

KEOG (AOR)

KROR (AOR)

KWSS (CHR

KLOK-FM (AC)

KOME (AOR)

KITS (CHR)

KNEW (Ctry)

KABL (B/EZ)

(Clas) KNBR (Misc)

KFRC (CHR)

KOIT (B/EZ)

KSAN (Ciry)

KBAY (B/EZ)

KLOK (AC)

KOED (Clas)

KYA (Gold)

KKHI-AM & FN

KIOI (AC)

KABL-FM (B/EZ)

KSFO (AC)

юр	WSHE, WQBA Drop, Still 2-3; WHQT, WINZ, WIOD, WKQS Up Notably			
	Sun	mmer 185	Fal 181	
al (85	WHYI (CHR)	10.6	9.8	
8.2	WSHE (AOR)	9.4	6.8	
5.0	WOBA (Span)	8.1	6.6	
5.0	WLYF (B/EZ)	6.0	5.5	
4.5	WHQT (B/U)	3.7	5.4	
4.4	WINZ-FM (CHR)	6.0	5.4	
4.2	WINZ (N/T)	2.9	4.5	
4.0	WAXY (AC)	3.7	4.3	
3.7	WIOD (N/T)	2.3	4.2	
3.5	WKQS (Ctry)	2.1	3.8	
3.2	WJQY (AC)	3.0	3.7	
2.8	WLVE (AC)	2.2	3.3	
2.8	WNWS (Talk)	2.3	3.1	
2.7	WRHC (Span)	2.7	2.9	
2.5	WAIA (AC)	2.9	2.7	
2.4	WOBA-FM (Span)	2.0	2.0	
2.3	WTMI (Clas)	2.1	2.4	
1.9	WEDR (B/U)	2.8	2.3	
2.3	WKAT (BBnd)	1.2	2.	
1.8	WAQI (N/T)	.8	2.	
1.7	WCJX* (CHR)	2.2	1.	
1.7	WCMQ-FM (Span)	3.3	1.3	
1.6	WMEM (Rel)	2.6	1.	
1.4	WMXJ (CHR)	.4	1.	
1.4	WSUA (Span)	2.0	1.	
1.3	*First book, was dark b **First book under these		ny was	

Miami-

Ft. Lauderdale

WHYI Slips, Still First;

Fal '85

9.8

6.8

6.6

5.5

5.4

5.4

4.5

4.3

4.2

3.8

3.7

3.3

3.1

2.9

2.7

2.6

2.4

2.3

2.3

2.0

1.9

1.8 1.6

1.5

1.0

San Antonio

KQXT New Leader; KCOR Adds Two For Third; KAJA New Country Leader; **WOAI Gains**

	Spring '85	Fall '85
KOXT (B/EZ)	8.5	9.8
KTFM (CHR)	9.6	9.3
KCOR (Span)	5.0	7.0
KISS (AOR)	7.0	6.8
KAJA (Ctry)	5.2	5.9
WOAL (NT)	4.5	5.8
KSMG (AC)	5.3	4.7
KONO (AC)	4.4	4.2
KBUC-FM (Ctry)	4.8	3.9
KKYX (Ctry)	5.8	3.7
KITY (CHR)	4.3	3.6
KSAQ (CHR)	3.1	3.4
KEDA (Span)	4.4	3.2
KLLS (AC)	4.6	3.1
KXZL (AOR)	3.2	3.1
KTSA (AC)	4.4	2.9
KESI (AC)	1.7	2.4
KBUC (Ctry)	1.0	2.3
KAPE (B/U)	2.2	2.1
KSJL (CHR)	2.2	2.0
KRNN* (News)	-	1.8
KSLR (Rei)	2.1	1.2
KXET (Span)	.3	1.1
*First book. formerly KL	LS.	

Charlotte

WSOC-FM New No. 1 As WPEG's Competitors Make Progress; WEZC Takes A/C Crown; WROQ-FM Opens Up CHR Race

	Spring '85	Fall '85
WSOC-FM (Ctry)	12.6	13.1
WPEG (B/U)	13.4	12.1
WEZC (AC)	7.4	9.9
WROQ-FM (CHR)	8.3	9.8
WLVK (Ctry)	6.6	7.3
WBT (AC)	9.4	7.2
WBCY (CHR)	8.3	6.4
WZXI (B/EZ)	5.6	6.0
WJZR (CHR)	4.4	4.1
WXRC (AOR)	-	2.2
WGIV (B/U)	1.1	1.9
WOCC (B/U)	1.4	1.7
WWDM (B/U)	-	1.2
WLON (Ctry)	1.3	1.0
WRDX (AC)	-	1.0
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		-

Rochester

			WEZU (D/EZ)	11.1	11.44						
WPXY-FM Takes Top Spot; WCMF, WEZO Inch Closer; WHAM Tightens A/C Race; WDKX, WZKC Double			WVOR (AC)	13.6	11.4						
			WHAM (AC)	6.4	9.1						
			WMJQ (CHR) WDKX (B U) WZKC (Ctry)	7.7 2.9 2.5	6.9 5.6 5.3						
							Sonng '85	Fat '85	WLYF (BBnd)	6.4	4.9
						WPXY-FM (CHR)	12.5	12.0	WBBF (N/T)	5.5	3.6
WCMF (AOR)	11.2	11.7	WNYR (Ctry)	3.6	3.1						

36/R&R FRIDAY, JANUARY 31, 1986

12 + Share Fall)	New York City	3.0	,B*	9% O 96% O
WLITW (Lite FM)	Los Angoles		10.4*	13.00
TOL	Phoenix	R.9	4.9	48%
XXXX	Atlanta	3.3	Sup.	34%
WYAY (Y108)		6.8	9.1	11%
• WEAM	Rochester	12.8	14.8*	126%
	Birmingham	3.2	7.2	100 M
• WESSE	Providence	and the second second	6.0	43%
• WWILL	Hartford	4.8	No.	
o witor	The second second	/		The sector

Q: What do all these stations know that you ought to know?

A: Not what. Who.

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All figures: Persons 12+ M-S, 6a-12m, Fall '85 ARB.

MANAGEMENT

Performance Appraisals: A Must **For Good Managers** By Charles Warner

One of the most important techniques a manager can use to improve employees' effectiveness is to conduct regular performance appraisals. In his book "High Output Management" Intel President Andrew Grove gave the reasons why his company conducts performance appraisals (I've rearranged the order):

• To improve performance

. To provide feedback to the subordi

- . To assess subordinate's work
- To motivate
- To justify raises
- · To reward performance • To provide discipline
- . To provide work direction

. To reinforce the company culfure

Grove also says that giving such performance appraisals is "the single most important form of task-relevant feedback." But despite being effective management tools, regular performance appraisal meetings are rare at most radio stations. Why?

No More Easy Chair First, conducting performance



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

appraisals isn't easy. Most manag-ers would rather avoid them, since they often bring about anger, anxiety, discomfort, guilt, embarrass ment, and frustration on both sides. Next, conducting performance appraisals requires that a er be well organized and mana prepared. In order to be prepared, a manager must observe an employee's on-the-job behavior and performance objectively. That means a manager must be around enough to know what employees are doing. And he must know enough about an employee's job to determine if he or she is doing it right.

"In Search of Excellence" authors Peters and Waterman talk about how managers in excellent companies manage by walking around - they take the time to know what's going on. General managers isolate themselves from their employees at too many radio stations. How are managers going to know if someone is doing a good job if they don't get off their easy chairs and walk around? If you're a GM, when was the last time you sat in a studio for 30 minutes, or more and watched your on-air personality go through his or her paces? When was the last time you made a sales call on a difficult prospect with a salesperson, and let the salesperson make a presen-tation while you kept quiet?

General managers who come out of sales must spend time with their rogram directors to learn what a disc jockey's job is and what a ic director does. General 1004 managers who come out of programming must be coached by their sales manager in order to understand what salespeople do, to appresiate how difficult their jobs are, and to eradicate the tradi-

tional hostility that exists between sales and programming.

Meet Regularly

Department heads (sales managers, program directors, news director s, chief engineers, etc.) should conduct regular appraisal meetings with each of their employees. General managers should conduct performance appraisals with their department heads, not with individual employees. The proper role for a general manager is that of a cheerleader, role model, and value communicator; not that of a direct supervisor.

Although the primary purpose of performance appraisals is developmental, to help employees im-prove, there are two other purposes: Evaluative - to define, measure, and reward good per-formance; and defensive, to avoid individual and government criti-cism and lawsuits resulting from oyee selection, evaluation, empl and dismissal actions. Performance appraisals can also help motivate employees by establish-ing unambiguous performance goals. Part of this motivating process comes from the intrinsic rewards employees experience when they participate in setting and achieving self-defined goals. Some caution is in order when

conducting performance appraisals: 1) Communications can flow from superior to subordinate, and often there is little of the desirable coaching and development effect present; 2) Supervisors are uncomfortable because they are afraid that negative appraisals may alienate an employee; and 3) The frequency and timing for inter-views should not be at supervisors' convenience, but according to employees' needs. (There is a natural tendency for supervisors to appraise good performers more often and avoid appraising poor performers.)

On The Defensive Frequency and timing of per-formance appraisal interviews

Review Tips

Here are some suggestions to bear in mind when conducting performance appraisals:

1. Be prepared.

2. State the review's purpose and attempt to put the appraisee at

3. Facilitate the discussion of performance-related problems through active listening, the frequent recall of positive situations, the effective use of silence to encourage more interviewee reflection and discussion, and honest and straightforward comments and ers.

4. Minimize personal criticism and don't focus on personality

5. Allow or encourage cathersis when employees are trustrated. Allow for conflict and disagree ment, even anger, but don't reciprocate with tension or anger.

6. Use probing questions to search for underlying problems and possible solutions. Performance problems are often linked to deeper problems

should not be based on administrative convenience. For examp conducting performance apprais-als on a fixed-interval basis, particularly at annual salary review time, is not effective. Variable performance appraisals are much better, and they should vary according to the individual employee's ds. Variable interviews also tend to encourage the appraiser to offer feedback at the time when job behavior is noticed, and thus give a better, more interactive communication and development complexion to the interviews.

During interviews employees often react defensively to what they perceive as negative com-ments, even when these comments are placed in the middle of favorable ones. Defensiveness takes many forms: Transference of ne to others or to faulty work hla materials or equipment; denial or outright negation of any mistakes; apathy or indifference; even outright hostility. Many employees have an ambiv-

7. List the disagreement areas between yourself and the employee. Try to agree on areas of agreement and disagreement.

8. Always conclude the performance appraisal with a summary and future plan of action that will lead to improvement

9. Avoid the illusion of finality: make sure employees understand the review is not all-important or ritten in stone.

10 Appraisals must be made in the context of the employee's total performance. Never base apprai on isolated instances but on a pattern of behavior and performance.

11. It's often useful to have aps rate themselves before a formal performance appraisal. Then the focus during the interview should be on the self-review. the employee's plans for improvement, and the performance disagreements between the supervisor and the employee.

alent feeling about self-improve-ment needs. On the one hand, there's generally a need toward greater competency in people, but this need is frequently offset by a threat to current self-esteem. In general, the lower the self-esteem of the appraisee, the more apt he or she is to react defensively to a performance review and the stronger the reaction. This defensiveness is very often the case with creative or ego-centered people in broadcasting. Finally, never conduct per-formance appraisals in front of anyone else; do them alone with an employee.

If your employees aren't motivated, it's your fault, not theirs. You're the one who hires and supervises them. So if you want to be an effective manager and help unleash your employees' motivation to win and improve, then conduct regular, structured, effective performance appraisal meetings. It's a management technique that ineffective managers almost never

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KFAC/LOS ANGELES, the station that brought you the original Classical Top 40, appears to be taking a ride to Colorado in a new rig, one we hear is decorated with fringe on top.

Latest word about **TRANSTAR** is that it's now marketing **CNN NEWS** as part of its package of satellite services. And don't be surprised if this rapidly-growing network unveils a new "Oldies Channel" soon.

Where did that ridiculous statement that Chicago Bears QB JIM McMAHON allegedty said about New Orleans women being sluts come from, anyway? We hear that B97/NEW ORLEANS night rocker BOOMER received ten calls from listeners who insisted they heard about the slam, and so he called TV sportscaster BUDDY DILIBERTO and told him to check it out. But the bit, which later expanded to include a line about the local men being stupid, apparently ran on TV without confirmation, and Buddy's been suspended ever since. They say that everyone in Crescent City is letting WDSU-TV know that they want him back.

Just a few days earlier, DC101/ WASHINGTON morning personality GREASEMAN (Doug Tracht) suggested on Martin Luther King's Birthday that if the assassination of the black leader was cause for a day off, then "killing four more would result in getting the rest of the week off." After a number of complaints were lodged, the G-Man apologized on the air later that day and the following morning, saying he was only kidding around. During the apology no direct reference was made to the faux pas. He's been off the air since the 16th, but DC101 claims he wasn't suspended; he's on a prescheduled vacation.



GET UP, GET DOWN — The Rock & Roll Hall Of Fame's first induction dinner at the Waldorf in NYC last week, encosed by Atlentic Chairmen Ahmet Ertegun, was an evening of meny highlights, including the closing all-star jam session. From left: Kelth Richards, Nell Young, Chuck Berry, house player Will Lee (with guitar), and Paul Shaffer.

It's a sure thing: STEVE DAHL & GARRY MEIER will be returning to WLUP/CHICAGO in mid-February, this time for PM drive. Dahl comments, "I'm just looking forward to putting all the (WLS) politics behind and concentrating on the show."

Personality patter in New York includes speculation that JOEY REYNOLDS will get HOWARD STERN's vacant chair at WNBC. Apparently Joey's a serious candidate, as he could be heard on the station last weekend And while WXRK's top brass might like to move Howard from afternoons to AM drive,

don't look for him to give up his morning sleep. Who's in line for the top COLUMBIA black promotion slot vacated last week by VERNON SLAUGHTER? We hear the frontrunner is RUBEN RODRIGUEZ, who was VP/Black Music at Island until last October.

What's going on at SUMMIT COMMUNICATIONS' recently-acquired fullservice/CHR combo KCMO & KBKC/KANSAS CITY? Several sources say both stations are for sale, and that some local bids have been submitted. So what happens to OM GERRY CAGLE and his staff, and that of KCMO PD ART WANDER? After a Tuesday afternoon meeting, some staff members indicated a format switch for KBKC was imminent but, interestingly, not back to Country.

Meanwhile, at crosstown AOR KYYS, PD JOE McCABE will be stepping down shortly ... And is KBEQ personality BILL BAILEY heading to a competitor as PD?

Down in Houston, KSRR Asst. PD MICHAEL STEVENS has left to seek a programming assignment.

SANDY BEACH has given up his longtime PD post at at WWKB/BUFFALO to concentrate on his afternoon show. Who'll take over? Whoever it is will help 'KB evaluate whether a format change for the new PRICE COMMUNICATIONS station is warranted.

As we went to press, Street Talk learned that DAN HERN, GSM at KSGO & KGON/PÓRTLAND, has been promoted to VP/GM.

KKHR/LOS ANGELES seems to be gearing up for another run at the market, as the CBS CHR has inked consultant JEFF POLLACK COMMUNICATIONS ... Was that crosstown Oldies outlet KRLA using KRTH (AM)'s "Smokin' Oldies" slogan this week?

Peeking into the suggestion box for the NAB Radio Board Vice-Chairman's post, we find the name of RKO RADIO President JERRY LYMAN. That brings the field up to at least four, as joining him are Michigan's KEN McDONALD, California's ROBERT FOX, and Ohio's DAVID PALMER. Continued on Page 43







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STREET TALK



SEX AS A WEAPON — Armed with Arbitron artillery all their own, 17 of radio's pretivest protessionals grace the pages of the March Fleydoy, as the magazine presents its first-ever pictorial of women in the business, titled "Radio Visions." Armong those featured include (1st row, H): KROQ/Los Angeles's April Whitney, KY102/Kanase City's Frankle Hutchison; (2nd row, H) WGGC/Glaegow, KY's Lisa Hammond, KTYD/Santa Barbara's Judy Smalley; (3rd row, H) WWCL/Pittsburph's Chris DeCarlo and 91X/San Diego's Janne Anderson. The instant collector's item goes on sale Feb. 4.

Continued from Page 41

WKXL/Concord, NH announcer David

Harris, commenting on the local reaction to the news that Concord High School social studies teacher Sharon Christa McAuliffe had died in the space shuttle explosion Tuesday:

"Everybody was tuned to the radio. We suspended regular programming and commercials, and asked people to call in to express their feelings. Talk host Jim Rivers was down at Cape Canaveral covering the liftoff, so we heard about it right away. Christa had been in the station several times for interviews and special programs. You should have seen this place the day that Vice President Bush announced her as the one chosen from 10,000 applicants. We carried that announcement live, and everybody was jumping up and down. Today, everybody's just stunned."

Many an AOR goes commercial-free on Thursdays, the first day of ARBITRON's weekly diary. KZEW/DALLAS arranged to go one step further, cutting out all spots and talk Thursday (1/30). The programming plan called for no live jocks, only recorded IDs, with preproduced musical signatures for weather and time in the morning.

Our condolences go out this week to the family and friends of BEARSVILLE RECORDS owner ALBERT GROSSMAN, who passed away while making a transatiantic trip to MIDEM.

WOMEN IN MUSIC, a nonprofit network of industry professionals, is gathering February 4 in New York. For details, call LINDA KIRISHJIAN at (212) 975-1701.

Great minds must think alike. The same inspiration struck twice in the Boston area, where both WBCN and WAAF ran similar song perodies called "Leader Of The Pats" as a tribute for Patriots coach RAYMOND BERRY. It was a genuine coincidence, by the way; neither AOR is alleging plagiarism.

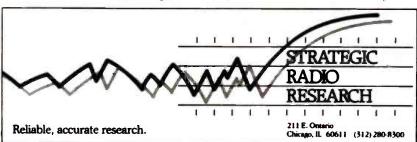
Former KMEL/San Francisco Asst. PD JACK SILVER shas been accoped up by competitor KFRC as its new Asst. Programmer.

With WZGO (Z105)/PHILADELPHIA VP/GM BILL PHIPPEN moving to WARM/ATLANTA, COX has sent in VP-Director/Broadcast Standards JOHN FURMAN JR. as acting GM until a permanent replacement is found. Could Z106 be the next stop for consultant MIKE JOSEPH? He left the company's Miami outlets last week with plans to show up elsewhere within the chain shortly. If so, it'd mark his return to the City of Brotherly Love and an ironic matchup against WCAU-FM, a former "Hot Hits" client.

KBUG & KCPX/SALT LAKE CITY are splitting the sprogramming duties between KBUG morning man GREG SMITH and KCPX midday talent BRAD STONE. They'll call the shots on their respective Oldies/CHR stations.

Congratulations to MCA Group President IRV AZOFF and his wife Shelly on the arrival of their third child, Jeffrey Jordan, January 23.

And in the once-is-not-enough-dept., BURKHART/ABRAMS/DOUGLAS/ELLIOT President DWIGHT DOUGLAS and his wife Traci had twins, Amanda and Taylor, January 24



Seven The Hard Way

- MTV World Premiere, Jan. 29
- 38 City Tour Begins, Jan. 30
- AOR Track: 18
- CHR Adds This Week!

WBEN-FM	KTUX	OK100	WCGQ
WPHD	WGRD	WKHI	WHSL
WMMS	KIKX	95XIL	WDBR
KPLUS	KSND	WOMP-FM	KOZE
K104	KSKD	WEXX	KHTZ
WSPK	WGUY	KEMN	KBIM
98PXY	WIGY	WJAD	OK95
WRCK	WIKZ		01100
WTLO	1	14	



"Le Bel Age" produced by Neil Geraldo. Associate producer Joe Chiccarelli Man

Management Rick Newman

Chrusalis

R&R FRIDAY, JANUARY 31, 1986/43



NETWORKS/PROGRAM SUPPLIERS

NETWORK BRIEF

AP Radio: Commercial Free, Member-Owned

Every avid network watcher (and who isn't one?) knows that almost every major network last year changed hands — or at least was strongly courted in a heady rush of merger mania. No need to repeat the list here, but it should be noted that only one web managed to come through 1985 unscathed: Associated Press.

"Now wait a minute," you say. "AP isn't a real network. They're a wire service. And they service television and newspapers. They don't carry commercials. They don't run a countdown. So what are they doing in your column?"

The fact is, AP Broadcast, a division of Associated Press, is very much a network. The company services over 1000 radio stations nationwide, supplying a variety of standard wire news, scheduled newscasts, and a full slate of other informational programming features. This week: a brief discussion with Deputy Director/AP Broadcast John Reid on how AP managed to keep out of everybody's merger plans, what the company plans to do to keep it that way, and what lies ahead for 1986 and beyond.

The term "wire service" carries a romantic ring of antiquity – war correspondents and independent stringers huddling in jungles and scribbling notes on a little pad. Wire news is still an important part of any station's news operations, but Reid explains that today's AP is more than just a news wire. "We're a news, information, and programming service," he says. "Our product is delivered in a



John Reid

variety of dutterent ways, but we never lose sight of the fact that we are a worldwide news-gathering organization."

The primary delivery method is still the traditional radio wire, but technology has improved both the speed and the programming menu. "Newspower 1200 was introduced to give our members a lot more news and the option to select much more precisely what sort of news

Public Interest Drafts Major League Baseball

Chicago-based Public Interest Affiliates has struck a deal with Major Leegue Baseball Productions to syndicate the long-running "This Week In Baseball" and the new "Baseball Radio Newsatelite." "This Week" is a 15-minute recap of each week's baseball action, hosted by Hall Of Fame broadcaster Mei Allen and based on the television series of the same name. "Newsatelite" is a new service which will provide stations with player interviews, game actualities, and feature material throughout the baseball seeson.

PIA President Brad Sevi says. "We're truly excited about both projects. This is one of the best sports packages available anywhere and gives a station total fexibility."

Major Lengue's Exec. Producer Geoff Bellinfante added, "This gives stations access to programming materials they've always wanted but were never able to get before. There's no doubt that this will be as successful as our television programs, because it will give local stations' sports coverage the competitive edge in the market-

Both programs are evailable on a market-exclusive, barter basis, and will debut opening day. April 7.

they wish to receive," Reid continues. "For instance, if a station has no interest in farm reports, they can eliminate the agriculture news."

AP Network News is the audio counterpart to the traditional wire service. "It's really three networks bundled into one." Reid explains. "It provides three newscasts an hour during weekdays, but we also provide additional audio closedcircuit material, which is particularly important to all-news and full-information stations. Every hour we provide feeds of actualities, voicers, and wraps of national stories, and twice a day we provide feeds of regional news. The third element is the great variety of

Mutual Expands "King," Sets New Hours

In an attempt to update the format of its everpopular "Larry King Mutual Broad-Show," casting is shifting the program to an earlier time slot and expanding the hours. Beginning Monday (2/3) 'Larry King" starts at 11pm (ET), and will be lengthened from five hours to six. Mutual's New York studios and parent company Westwood One's Los Angeles facilities will also be used to provide satellite tieins and communication.

The new format will feature King interviewing top name entertainment, sports, and political guests. During the second hour King will take live phone calls from listeners, followed by two hours of the popular "Open Phone America" segment. The final two hours will include a taped repeat of the first two hours. Also, when major news developments warrant, some or all of the first "King" hour will cover latest developments in whatever story is unfolding.

Mutual VP/News & Special Programs Ron Nessen comments, "Mutual's intention is to make what's great even greater. Larry King is a broadcasting legend with national scope, and originating the guest from one of the three major news cities in the nation will give the show even more dimension and excitement."

feature programming distributed as part of the network lineup."

Okay ... if AP is so great, why didn't someone try to snatch it up in the sales bonanza of 1965? "To begin with, AP is a member-owned service organization, so a buyout would be difficult." Reid says. "There's no reason why the stations would want to give up that autonomy. We're an industry-operated news cooperative, and that's our greatest strength. There aren't very many organizations where the customer is the owner."

This owner-operated system is also instrumental in company research and development. For instance, Newspower 1200 evolved primarily from the needs of individual stations. They desired a system whereby they could select which information they wanted to receive without being bombarded by every possible news item. Reid comments: "Many stations were ignoring the news we were providing, so we set up a system where they could pick and choose."

Also contrary to current network practices (and somewhat antithetical to most network definitions), all AP services – the wire feeds and the radio network – are available on a cash-only basis. Stations pay a fixed charge for as much of the wire material as they can use, and the network is also commercialfree. "Believe it or not, this is one of our biggest selling points, even in a world of compensation and barter." Reid points out. "Stations don't give up any of their inventory. Radio isn't like other retail businesses: you can't go out and order more inventory when you run out. Once you've sold all your time, that's it."

Reid admits that commercialfree is not necessarily an easy sell. but insists that in the long run it is a much more viable method. "There is no question but that it's a lot more work to sell a service that requires the station to pay hard cash every week. But the concept of a commercial-free, pay-cash network has strong industry support. We have an extremely successful radio network, and with all the changes that took place last year in the network business, we feel our stability is a great testament to our system. We have a very stable, reliable, consistent, constantlyupdated product, and don't see anything to suggest any change."

HOTTELET RECEIVES CBS GOLD MIKE — Longtime CBS News correspondent Richard C. Hottelet was recently presented with the CBS Radio Network's Gold Mike Award, recognizing his lifelong service to radio journalism. The presentation was made by CBS Sr. VP Richard Brescie at a private kuncheon in New York.

Hotelet served as CBS News United Nations Correspondent since 1960, and became Public Afteirs Counselor for the U.S. Mission to the United Nations last October. He joined CBS in 1944 as a correspondent in Edward R. Murrow's London office, and also served in Moscow and Bonn, West Germany.

While making the presentation, Breacia said, "For four decades Dick's reports have explained the critical events of our time to our affiniteds and listeners. Through his efforts, our ability to serve the public has been strong and true. He continues his distinguished career now as an outstanding asset to the United Nations, and we are proud to have been associated with him."

44/R&R FRIDAY, JANUARY 31, 1986

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NETWORK FEATURE FILE

MUSIC FEATURES

The Weekend

	Febru	ary 8-9	
American Country Portrai	ts(BRE)	Pioneers in Music	(0111)
American Eagle	(DWR)	Playback	(81)
An American Eagle Valentine		Feebured year: 1977	
Countdown America With		Powercuts	(GSN)
Dick Clark	(US)	Simple Minds/Hooters (2/8)	
Pete Townshand and The Who			
		Rick Dees Weekly Top 40	(USP)
The Countdown	(WO)	Paul McCartney	
Whitney Houston/Five Star		Bock Chronician	(WO)
Country Calendar	(CW)	Push/Mick Jagger/Brian May/Diviny	
Dan Seals/Johnny Lee	,,		
Dick Clark's Rock, Roll		Rock of the World	(BRE)
& Remember	(USP)	Madonna	
Carpenters		Rock Over London	(RI)
Dr. Demento	(WO)	Level 42	
Flo & Edde		Rock Superstars	(BRE)
Future Hits	(WO)	Elvis Costalio	
Mickey Thomas E.L.O.		Rock Week	(WO)
Gary Owens' Supertracks	(CRN)		
Selute to Buddy Holly		Scott Muni's Ticket To Rid Valentine's Day Special 'love songe	
Gospel Line	(84)	Soott Shennon's Rockin'	
The least of these is love		America Countdown	(WO)
Great Sounds	(USP)	Pete Townshend/Dream Academy/	(00)
Three Suns		Mile & The Mechanics	
Jazz Show With		Solid Gold Seturday Night	(US)
Devid Senborn	(NECE)	Beatles. A to Z (2/8)	(00)
John Scolleid		Street Best	(IRE)
King Blacuit Flower Hour	(DIR)	Fat Boys/Bar-Kays	
Renbow		That's Love	(WO)
Musicall	(WO)	Valentine's Dev Special: Lionel Rich	
Cities of Musicals/Funny Lady/Al H Joel Hirschhorn	Casha 8	Sammy Robins	
		Top 30 USA	(COSE)
Music Of The City	(84)	Motown's greatest groups	
Tribute Songe		Weekly Country Music	
On The Radio	(NSBA)	Countdown	(USP)
John Couger Mellencemp		Berbera Merchall	

The Week Of

February 10-14	
Country Calendar	(CW)
Devid Frizzell (2/10) -	
Sewyer Brown (2/11)	
Mos Bandy (2/12)	
Vince Gill (2/13) Pazzy Bally (2/14)	
Country Today	(ILM)
John Conlee	(
Earth News	(WO)
Robert Almen/Beeu Bridges/Maryl S	Breep/
Chuck Nome & Robert Vaughn	
Encore With	
William B. Williams	(WO)
Andrews Sisters	-
In Concert	(WO)
NO(S	(111)
Innerview NGS	(ma)
Line One	(WO)
ENts Costello (2/10)	
Live From Gilley's	(WO)
Jim Glaser	
Off The Record	(WO)
	cademy
Off The Record Special	(WO)
Tom Petty Part 2	
Pop Concert	(WO)
Don Henley	
Shootin' The Breeze	(WO)
Durrell Column/Klymasu/Freddle Ji	
Solid Gold Country	(USP)
Feature year: 1974 (2/10)	
Moe Bandy birthday sak/le (2/11)	
Songe of "The Heart" (2/12)	
Evis Prestey's tove songs (2/13)	
Valentine's Day solute to 'Falling in Lo (2/14)	~
Speciel Edition	(WO)
Eugene Wilde	,
Star Trak	(10)
Sting/Hooters/Shelle E.	(
Star Trak Profile	(WO)
Don Henley	1

NEWS & INFORMATION FEATURES

February 3-7

COMEDY

(CW)

(DCA)

(PRN)

(ASR)

(ASR)

(ASR)

(ASR)

.

GENERAL

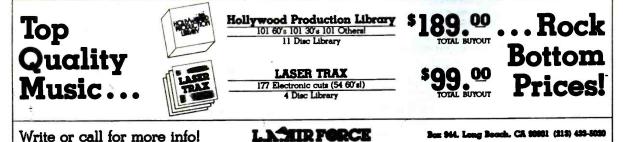
Ed Busch Talk Show	AP)	Comedy Show With Dick Cavett	(CW
black civil rights leadership (2/1)	· ·	"Work"	
Joseph de Louiss open/Dr. Thomas Sza	62.	Daily Feed	(DCA
psychiatrial/meaning of life (2/2)	- 1	Of bonus plan/asbestos curaine/los	ng distanc
Computer Program (P	RN)	beloting/restatement of the un	ion/
Computerized appliances/knowledge engineering/computers in stock mart Local Area Networks		oh yes, let's!	
News Blimp (P	RND	Laugh Mechine	(PRN
Lip synching/travellin' man/videos used 5 legal cases/buffato hunting/ 76 rpm records		George Carlin/Travesty Ltd./ Henny Youngman/Gary Owen Robert Klein/Steven Wright	~
NBC Extra (N	BC)	Party Drop-Ins	(ASP
The new doctors		Party channel Andre/Barbo/cable	billboard
Specamanahip/rock vs. classical music/	RNI)	typing/dirty Kasem/voodoo pa	rty doll
hear today, gone tomorrow pro-ponent automatic record changers	×	Radio Hotline	(48
	W)	You're OJK./my favorite song/trict	
Bud Grant/Jerry Valma/Hank Stram	.w)	I sing/I'm totally deguated	
San Wyche	- 1	Stevens & Grdnic's	
	cwo	Comedy Drop-Ins	(48
SIU in 1967 NIT/Kentucky Derby/A.J. Fo Bob Gibeon/Sten Musici		Talk to merminule in court/for sum Captain Wonderful/chaineaw p	
Waldenbooks Review (V Joseph Heler & Mersbel Morgan/ "House"/Peter Ueberroth	VO)	United Spots Of America Some cole/Sid Keester/United But International/more splitshick/h	me
PROGRAM SUPPLIERS KE		MB = Musical Stansfrooms (415) 38 MBC = NBC Radio (212) 664-4444	
AP = Associated Press (202) 955-72		NICE = NBC Rado Entertainment (
ABR = Al Star Padio (213) 850-1189		664-4444	
BRE = Barnett Robbins (818) 788-23.	31	NP = Nerwood Productions (212) 7	55-3320
CB = Continuum Broadcasting (212)		NORA = NSBA Network (213) 308-	
580-9525		PRN = Progressive Radio Network (212)
CB6 = CBS Radio (212) 975-4321	0	585-9400	
CBBR = CBS RadioRadio (212) 15-4	991 -	PLA = Putter Internet Attitutes (312)	
CRE = Creative Padio Shower (4)(6) 787-0410		943 6666 International (212) 696-3	2260
CW - Caryton Webster (314) 724-08	25	SING = Strand Broadcast (213) 318	
DCA = DC Audo (202) 638-4222	7	Si = Syndicate # (818) 841-9350	1000
DBR = DIR Broadcasting (212) 371-68	50	SLP = Steve Lehman Productions (213)
GBN = Global Satulite Net (818) 908		467-2346	
IN = Innerview (213) 652-8710		TRAN = Transtar (213) 460-6383	
LBP = Lee Balley Prod. (213) 256-27	78	US = The United Stations (212) 57	5-6100
LW = London Wavelength (914) 961-	7800	WINH = Weedeck Radio Network (2	13)
BER - Manual Reportmenting (703) 684	5.2000	483 5000	

460-6383 ne (212) 575-6100 Network (213) ting (703) 685-2000 462-5922 WO = We NBB = Mutual Broadcasting (703) 685-20 NUI = MUI Broadcasting (212) 245-5010 ood One (213) 204-5000



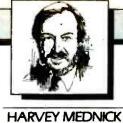
ROGER WILCO — Atlantic recording artist Rpoer Datirey visited ABC Radio's New York studies for a recent adtion of Global Satellite's "Rockine," Mugging for the lens after the show are WXKR's Mark Coppole. Atlan-tic's Perry Cooper, Global's Cindry Tollin, Datirey, and "Rockine" Executive Producer Howard Gamain.

UNITED KINGDOM	#1
GERMANY	# 2
IRELAND	#2
HOLLAND	#4
U.S. RELEASE DAT FEBRUARY 12th	



6/R&R FRIDAY, JANUARY 31, 1986

IMAGE & MARKETING



INVESTIGATING INCENTIVE TRAVEL

Tripping The Sales Fantastic

Incentive is defined as, "something that has a tendency to incite to determination or action." And as you can well imagine, a first-class trip to Paris can be very inciting as well as exciting to potential advertisers.

If you're not familiar with the concept of consumer incentive travel, here's a short primer on the subject, courtesy of Juanita Sylvest, VP/Incentive and Leisure Travel for Baltimore-based Travco, one of the nation's largest international travel services. She said that its beginnings lie in the trading stamp boom of the late '50s and early '60s. The stamps (still available in some areas) are given in amounts proportionate to the dollars spent, collected in books, and then traded for gifts at redemption centers. The leaders in the field, S&H (the "green stamp" people), noted that in addition to bethroom scales and vacuum cleaners, they were starting to get requests for trips as gifts to supplement their normal array of hard goods. And so consumer incentive travel was

The idea is most common today among the airlines in their frequent-flyer programs and, as Incentive Marketing magazine said, "travel is the greatest incremental motivator, and the most effective."

Internal Use Is **Equally Valuable**

Let's not lose sight of the fact that you have two viable applications for this supreme motivator internal and external. Let's first look at incentive travel as an internal management tool.

Once again, its origins go back as far as the '20s and '30s and have grown since the early '60s with the airline industry to the point where, as Juanita told us, "85% of all in-



Juanita Sylvest

ONE YEAR AGO TODAY

- George Harris PD at KMET/Los Ange
- Bud Stiller VPIGM of KHOW/Denv
- Michael Home GM of KOY & KQYT/Phoenix
- Dennie Cerpenter GM at KMGW/h
- Kevin Cooney VP/GM at KJR
- Devid Melmberg ON at KEEY/St. Paul & WDGY/Minneepolie
- Hervey Holiday PD at WFIL/Philadelphia
 Hervey Holiday PD at WFIL/Philadelphia
 #/1 CHR: "I Want To Know What Love Is" Foreigner (Atlantic) (2 wits)
- ##1 AIC: "Careless Whisper" When (Columbia) (2 wks)
- ##1 B/U: "The Borderlines" Jeffrey Osborne (A&M)
- ##1 Country: "Baby's Got Her Blue Jeans On" Mel McDaniel (Capitol)
- ##1 AOR Track: "The Old Man Down..." John Fogerty (WB) (4 wis) •//1 LP: "Centerfield" - John Fogerty (WB) (3 wks)
- FIVE YEARS AGO TODAY

Craig Scott VP at WMPS & WHRK/Mam Golf Lebher President of WWDC-AM & FMWashington Bob Knight-Adems PD at WHD1/Boston

- Bob McKay PD at KCBQ/Ban Diego
- e #1 CHR: "The Tide is High" Blondie (Chrysalis) (3 wits) ##1 A/C: "The Tide is High" -- Blondie (Chryselis)
- #/1 B/U: "Burn Rubber On Me" Gep Band (Mercury/PolyGram) (2 wks)
- #/1 Country: "9 To 5" Dolly Parton (RCA) (3 wks)
 #/1 AOR LP: "Double Fantary" John Lannon & Y. Ono (Geffen) (2 wks)

TEN YEARS AGO TODAY

 Pat Shaughnessy VPIGM of KIQQ/Los Angeles Jerry Clifton PD at WILJX/M

- ... We Wax Exec. VP at E/A
- ##1 CHR: "50 Ways To Leave Your Lover" Paul Simon (Col.) (2 wks)
- ##1 A/C: "50 Ways To Leave Your Lover" Paul Simon (Columbia)
- #/1 Country: "This Time I've Hurt Her" Convey Twitty (MCA) (2 wis)
 #/1 LP: "Desire" Bob Dytan (Columbia) (2 wis)

centive travel is used as a sales motivator."

As far as internal sales motivation is concerned, there's one simple rule for you to apply: incentive travel can be used effectively in any situation where you have measurable managerial objectives. It is extremely valuable in helping you meet established goals. The underlying man wiał key here is that you reward with an Kem; in this case, an attractive trip which the salespeople would not otherwise normally purchase for themselves.

One word of caution: make sure the trips you are offering are of sufficient scale to positively motivate your sales force. If your station is here in L.A., for instance, a week-end in Palm Springs (100 miles away) is not going to deliver quanturn sales increases. It goes back to the old "make the punishment fit the crime" line. Great increases are most often the result of great rewards.

A New Trend

It also used to be the rule that you took the entire sales department away to Hawaii as a reward for their outstanding performance. However, Juanita said, "In the past, group movement was used to bestow a single shared experience; the trend now is to the individual experience. However, this is only valid for internal use." So although you may have to sacrifice a bit of



Wyatt Thompson

the old perceived camaraderie, you'll receive greater appreciation by utilizing the individual trip reward system.

The Sales Trip

The advertiser-based external travel incentive program had its beginnings with radio operators looking for a way to shore up soft first-quarter billing. They put together a medium-priced trip, generally to a warm, inviting spot (the Caribbean being a favorite) to which an advertiser would not have to make too great a commit-ment in ad dollars. WTOD & WKLR/Teledo VP/GM Clyde Reb-



erts reported, "We put together two trips to the Caribbean - one to Aruba, the other to Barbados. The trips are offered between December-March at a price between \$10-15,000, depending on whether they are agency or direct. Twenty



Rick Stewart

or 25 couples go on each trip. It's a great way to get the year started off right. After April we're generally sold out, so this promotion takes up the slack."

The Major Event

From those simple first-quarter trips an entire industry has grown. **BTI** (Broadcast Travel Incentives, Inc.) sprung from EZ Communications as the result of President Wyatt Thompson's nine years of sales trips for his company's own stations. Wyatt has some definite thoughts about incentive travel: "It's a super sales tool with lots of billing. We ask for and get a \$25,000 average commitment with 20 par-ticipents minimum." This is accompliated on ironclad 52-wee contracts with initially projected expenditures and no variances allowed. If it sounds bullet-proof, it is. And the reward is just as great: Wyatt has put together trips to such sought-after locations as Rome, Paris, and the Riviera.

Special Requirements

Wyatt, Juanita, Clyde, and Rick Stewart, President of Western International Premiums (a division of Western International Media, one of the nation's largets buying services), all agree on several points:

· Quality is a prime consideration; many of the participants are world travelers themselves.

 Special events (cocktail parties) in a private chateau) that only the incentive operator can provide must be featured.

1.2

· Since the operator is commissioned by the airlines and hotels, cost to the station is virtually nil in comparison to doing it yourself.

· An introductory cocktail party highlighting the destination and itinerary really sells the tip. · Only the client or key decision

maker should take the trip.

• The GM/station staff are guests. They should not have to do anything.

A Final Thought

As Juanita said, "The people who participate in incentive travel programs are VIPs. Each person who goes on a trip should feel that it is one you couldn't purchase yourself or receive any other way." Rick added, "The intimate contact you have with clients in a festive trip atmosphere gives you an opportunity to get to know them in a way you couldn't duplicate in a s environment.'

Whether you use BTI, Travco. Western International Premiums, or do it yourself, those are great thoughts to keep in mind. And the billing doesn't hurt either!

DATELINES

1986

March 6-8 Country Radio Broadcasters' 17th Annual Country Radio Seminar Opryland Hotel, Nashville

April 9-13

Alpha Equitor Rho National Broadcasting Society's 44th Annual Convention Sheraton Park Towers, Dallas

April 13-16

National Association of Broadcasters' 64th Annual Convention **Delles Convention Center, Delles**

April 13-17

National Public Radio Annual Convention

Town and Country Hotel, San Diego R&R FRIDAX, JANUARY 31, 1986/47







RHYTHM IN AMERICA

Soul Brother #1 In The Mainstream

The statistical summaries of the year gone by that I present here during January are some of my favorite and, I think, most useful - columns. But they did prevent me, until now, from saluting one of the most gratifying comebacks in years, by one of America's most important and influential artists - James Brown.

"Living In America" marks the first CHR chart hit James Brown has ever had in the 12+ years of R&R's existence. It's his first pop Top 10 record since "Get On The Good Foot" reached #10 in Cash Box in 1972. If it goes all the way to the top, it would be his first No. 1 pop hit (Cash Box assigned "I Got You" a #2 peak in 1965).

This year marks the 30th anniversary of Brown's recording career, which he didn't begin until he was almost 30 (by most authorities) count). The guttural, gospel-styled was a Please Please Please ge R&B hit in 1956, but did not

appear at all on the pop charts of

the day, whether through actual

lack of airplay and pop sales or primitive chart methodology.

He labored in obscurity as far as

general market audiences went

(which wasn't far in those days)

until at least 1962, but established

himself as the hardest-working

man in show business and the king

of R&B performers on the black

circuit (as documented by his

rightfully legendary "Live At The

Apollo" LP). Notable hits like."Try

the R&B charts, and were sup-

planted by a new release two

months later (Brown's output was

the most prolific of any major per-

Me."

of *

Crazy,"

former)

"I Don't Mind," "I'll Go

The Bells" came out, climbed

and an unearthly version

The first time I, as a California suburban kid, became aware of him was with "Night Train" in 1962, with its famous travelog of East Coast cities ("Atlanta, Georgia"). The next year he put the standard ballad "Prisoner Of Love" through an almost frighten-ingly intense emotional wringer, scoring a Top 20 pop hit, but gen al stardom still seemed pretty much out of sight.

Revolution In Sound "Out Of Sight" wasn't quite the

breakthrough record, just missing the Top 20 in 1964, but it was the blueprint for not only Brown's new sound but the future of black music. With the poporiented Sam Cooke style still dominating

the R&B world and Otis Redding and mon Burke and the Motown roster just beginning to shape the sounds of '60s soul, James Brown was already setting up the '70s with the pure riff/groove sound of "Out

Of Sight." That record and his 1965 followups "Papa's Got A Brand New Bag" and "I Got You" (which were Top 10 pop hits, at last) stood out from the songs surrounding them like a CD player in a pile of Vicas, paving the way for Sty, Nortrols man Whitfield, the Meters, Kool & The Gang, and all the groove-dominated stylistic innovators to come later. But Brown, having established the groove, shifted gears in 1966 with the majestic (if chauvinistic) ballad "It's A Man's Man's Man's World," featuring almost symphonic strings and an agonizingly dramatic vocal.

He returned to the groove for "Money Won't Change You," the great "Cold Sweat," and the unforgettably-titled "I Can't Stand Myself (When You Touch Me)," displayed a tendency toward moral preachments in "Don't Be A Dropout," and even foreshadowed hi current hit with a 1968 number called "America Is My Home.

Loud & Proud

Then came controversy and perhaps his proudest moment, when he released a song that quickly became an anthem of black pri "Say It Loud (I'm Black And I'm Proud)." It was a crucial state-

titled "I'm White But I'm All Right," which attempted to extend the "Say It Loud" message to all ethnic groups, with mixed success, judging by this excerpt: "The oriental people/You know their skin is yellow/But when they get their thing together/They'll sure 'nuff be

Following "Say It Loud," Brown moved away from politics, concentrating instead on popcorn. In 1989 he released no less than five songs about doing the popcorn, all of which were R&B hits, and one of which ("Mother Popcorn") was a classic. With that song and followups like "Get Up (I Feel Like Being A Sex Machine)" and "Super Bad," he stripped his sound down closer to the bone, taut, tense, wired grooves that defined funk for the era and beyond. His subject matter ranged from "Hot Pants" to heroin ("King Heroin"), with occasional returns to political concerns ("Funky President (People It's Bad)") and dance ("I Got Ants In My Pants (And I Want To Dan

But the pop drought had begun. and was followed by a slackening of his Black radio appeal as well. When the rappers broke, Brown came up with "Rapp Payback" (an allusion to an earlier hit, "Brother Rapp," as well as a claim staked on originating the style). More recently he appeared on the "Dr. Detroit" soundtrack, and in 1964 launched a comeback attempt by uniting with Afrika Baam-beatas on the "Unity" single. But it took "Rocky IV" and a clever piece of songwriting/arranging by Dan Hartman to return James Brown to the radio.

Whatever happens to Brown's career after "Living In America." his place in musical history is assured. He will in all likelihood be regarded as one of the crucial figures in American 20th century music when all is said and done and totalled up. Say it loud.

> The James Brown Influence

While it would take another page to list every artist James Brown

has influenced, it is possible to mention some of the acts who've covered his songs. They include. listed by song title:

"I Don't Mind" - In Crowd (feat. Steve Howe) McCoys

Who "I Got You" - Mitch Ryder "I'll Go Crazy" - Tommy James & The Shondells Moody Blues

Standells



"It's A Man's (Woman's) World" Irma Thomas Brilliant "Mother Popcorn" - Aerosmith

"Papa's Got A Brand New Bag" -McCovs

Otis Redding

"Please Please" - Mitch Ryder

De & Tina Turner Who

"Rock Me Again" - Human League

"Sex Machine" - Flying Lizards Janie Jones & The Clash

"Shout & Shimmy" - Who "There Was A Time" - Gene

Chandler

Plus two recent medleys by Mister B and the Soul Kings, a song called "James Brown" by avantgarde UK group Cabaret Voltaire, and the ultimate James Brown tribute, "The Crunge" by Led Zeppelin. Where is that confounded bridge?





some of his white audience (although its combined Cash Box/ Billboard chart ranking was #13) but enshrined him as a black hero forever. (As a historical footnote, it also inspired an answer record by Vic Waters & The Entertainers en

Cash in on the king of httime talk radio

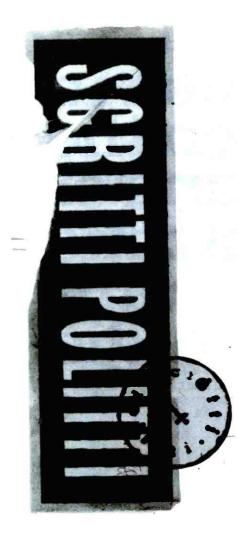
Talknet's Bruce Williams is now heard by more people coast-to-coast than any other nighttime talk show host.* Why is he #1?

Because he's an expert on the care and feeding of money. You name it. Everything from loans and investments to insurance and lawsuits. And he doesn't pull punches. No double-talk. No mumbo jumbo. And that's why listeners love him.

Bruce Williams. For listeners and stations he's like money in the bank.

For more information on how you can cash in on the industry's hottest talk programming service, call Deborah McLaughlin at (212) 664-4456.





WHTT	WNOK-FM	WGAN
WKSE	WZLD	KQIZ-FM
195	WKZL	WCGQ
KPLUS	KEYN-FM	KSMB
Q100	KOXR	WHSL
930	KIKX	WDBR
KHFI	KSKD	KGOT
WSSX	KCPX	KOZE
	95XXX	

"Wood Beez (Pray Like Aretha Franklin)" Produced by Arif Mardin The New Single From Cupid & Psyche 85

for Partisan Management Ltd. Management: Bob Last

DATEBOOK

SEAN ROSS

Holly, Bopper, Valens Crash

MONDAY, FEBRUARY 3

1959/Buddy Holly, the Big Bopper, and Ritchle Valens are killed in a plane crash. 1971/Lynn Anderson's "Rose Garden" is certified gold.

1978/R&R reports that the FCC has given cable operators a free hand to carry whatever radio stations they wish. 1982/"Free Stow On The Town Square? Department's a rest match to carry interfere and the second Tony Butler (Big Country) 1957.

TUESDAY, FEBRUARY 4

1974/One of the first people to cite brainwashing by R&B as a legal defense, Patty Hearst is kidnapped by the Symbionese Liberation Army and locked in a closet with a radio blaring KDIA/Oakland. In her book about the kidnapping. Hearst claims that when "Jungle Boogie" by Kool & The Gang came on, SLA leader Donald "Cinque" DeFrieze performed an obscene dance to it.

1977/"American Bandstand" runs a special 25th anniversary show on ABC. Chuck Berry and an all-star band including Chartie Daniels, the Pointer Sisters, and Gregg Aliman jam on "Roli Over Beethoven." 1380/Self-proclaimed Iranian hostage Scott Miller is fired from WOBL/Oberlin for reasons which, station management insists, did not have anything to do with his actions.

1983/Karen Carpenter dies of a heart attack at age 32 triggered by her running battle with anorexia. After Carpenter dies, anorexia receives a lot more public attention and a lot more people believe they have it; one physician compares it to St. Vitus's Dance. Birthday: Allos Cooper 1948.

WEDNESDAY, FEBRUARY 5

1966/Maybe with the new Rambolam we may be subjected to this again: Sgt. Barry Sedler's "Ballad Of The Green Beret" enters the cherts on its way to #1. Sedier ian't heard from for another 12 years, until the first of two shooting incidents, by which time his personal appearance is very non-mill

1972/Paul Simon's first solo-single, the Jamaica-recorded "Mother & Child Reunion," is released. 1982/Stevie Wonder's "That Girl" goes #1 B/U for nine weeks, a record that still stands. Birthdays: Christopher Guest (Spinal Tap) 1948, Bobby Brown (ex-New Edition) 1969. Bob Marley would be

THURSDAY, FEBRUARY 6

41.

1970/On the same day that John Lennon's "Instant Karma" is released in the UK, the New York Post discovers the connection between Charles Manson and the "White Album."

1981/In the wake of John Lennon's death, "Women" goes 6-1 CHR. Yoko Ono releases "Walking On Thin Ice," the song she and John had been remixing the night he was killed. And the Post announces that the remainder of

the Beating will unlike to record "All Those Years Ago." 1981/Slave Dahl is fired from WLUP/Chicago, effectively ending his morning-show satellite broadcasts to other cities. Dahl resurfaces shortly thereafter at WLS-FM.

Birthdays: Notalle Cole 1950, Fabian 1943, Brian Travers (UB40) 1959.



Dennis Edwards, Johnny "Guitar" Watson, Barbara Lewis, Dave Davies

FRIDAY, FEBRUARY 7

TRUDAT, FEDRIDART / 1 1975/Black Water goes of I CHR; #1 Country is Tem T. Hell's "Sneety Snele" from his children's LP. 1975/Black when goes that it will release the first teacher love song, but does not reveal the title or artist. 1979/Stephen Stills becomes the first rock artist to record on digital equipment, but the tracks are never

1980/Pink Floyd's elaborate "Wall" tour of America begins.

Birthday: Steve Bronski (Bronski Beat) 1960.

SATURDAY, FEBRUARY 8

1973/Max Yasgur (as in Yasgur's Farm) dies.

1973/Carty Bitmon gets a gold record for "You're So Vain." 1973/Carty Bitmon gets a gold record for "You're So Vain." 1974/Terry Jacks's "Sesons in The Sun," released in Canada the previous fail, goes to #1 CHR in America.

1980/Devid & Angels Bowle are divorced. 1980/Survivor's first LP is released.

SUNDAY, FEBRUARY 9

1964/The Beatles make their first appearance on Ed Sullivan's show.

1972/Wings, then barnstorming the UK playing colleges and small clubs, make a surprise appearance at the U. of Nottingham.

1975/Cher's solo TV show premieres with Filp Wilson, Elton John, and Bette Midler as guests

1981/Bill Haley dies of natural causes at age 56 in Harlingen. TX, where he had, according to locals, spent the last several years wandering the streets drunk. Haley felt (probably correctly) that he had not received the

financial success or respect due him.

1985/Rey Parker Jr. makes his dramatic debut on an episode of "Berringers." Brithdeys: Carole King 1942, Berbers Lewis 1944, Holly Johnson (Frankle Goes To Hollywood) 1960.

Improve your on-the-air sound

with ever 35 years of music history at your fingertips! RockCom^{ee}, developed by Norm N. Nite, is an integrated system of computer software and services that gives fast & easy access to data on more than 2,700 artists and 18,000 recordings. For IBM PC XT & 100% compatibles. Licenses starting at \$495.



50/ R&R FRIDAY, JANUARY 31, 1986



RECORDS

ADAM WHITE

Exporting American Talent

This is the time of year when several thousand people from the international music community, many Americans among them, get together for about a week on the French Riviera. It's for Midem, the annual combination convention/bazaar where artists, masters, labels, songs, publishing catalogs, merchandising lines, video rights and other commodities are bought and sold, acquired, and licensed. It's also a place to spend inordinate amounts of money on Cannes hotel rooms, meals, cab fares, and, of course, drinks.

I mention this not as a crass ploy to get to Midem (although don't say I didn't think of it, what with the weather in New York in January) but as a lead-in to this week's column topic: the acceptance of US artists and repertoire abroad.

"There was a time when it would take an average of 18-24 months to establish an act in a major foreign market. That's all changed."

Tom Ruffino Warner Bros. VP/International

The Americans who are in Cannes this month will likely find a positive climate for their product. US record labels, through overseas subsidiaries or licensees, can tell some significant success stories from the past 12-18 months. What's also helping these companies' international interests is a softer dollar, boosting income when foreign currency conversions are made

Confirming the increased enthusiasm for music "born in the USA" are Warner Bros. VP/International Tem Ruffine, RCA VP/International Dan Burkhimer and Canitel VP/International Kick Van Hengei.

Hell Of A Time

Ruffino, with many years of global experience, says, "Looking back, you can see that we used to have a hell of time getting American product exposed. There was a heavy nationalistic viewpoint in Germany, France, and Japan. International repertoire took a back seat, and our job was much more difficult.

"Lately, the trend is in the other direction. Local repertoire is not fresh enough, not exciting enough to sustain the same degree of consumer interest. We're finding that the turnaround time to develop our acts is much quicker. There was a time when it would take an average of 18-24 months to establish an act in a major foreign market. That's all changed."

Two key elements: a better understanding by artists and man-agement of the potential benefits from international activity, and the exposure generated by video clips American product, more of which have been made in recent years than at any time before. "Talent managers are genuin

eb interested in the world," states Ruffino, "because they recognize that record sales for major acts outside the US can equal if not surness domestic numbers." Close in that regard is Madaana's "Like A Virgin' ' album: five million units abroad, six million at home.

Citing a specific market, Tom notes. "In Japan, where local repertoire is very strong, you're now seeing artists like Madonna or Lionel Richie capable of selling the same as Japanese talent. That used to be very unusual. Now the base is broadening, not just from the media point-of-view, but also with consumers." The "Virgin" album is at the 750,000-unit mark there, he says

More Awareness

Comments Don Burkhimer, who served for a while as Managing Director of RCA's UK company, "American artists are certainly more aware than ever of the strength of the worldwide marketplace. They like to be able to work and reach territories like Japan and Australia. They recognize that taking time away from the US. even when they could be earning a lot of money from personal appe ances, is worthwhile; it pays off. It takes longer, but that's what you need to do to become a worldwide attraction."

"American artists are

certainly more aware than ever of the strength of the worldwide marketplace it pays off."

> -Don Burkhimer **RCA VP/International**

in Europe, as an example. Their 'new musical mode" and promod die substantial sales in Australia and Germany, among other markets. "The band has never really been successful before on an interna-tional basis," he says.

Another instance of the improving international environment for American talent: Talking Her med to EMI outside the US. Foreign sales of their last album, according to Kick Van Hengel, are around the million mark, with particular strength in Germany, Aus-tralia, and Scandinavia. Aside from promotional chores undertaken by David Byrne and added ad-vantage of the "Stop Making vantage or use computes the Sense" movie, Kick attributes the Heads' popularity to videos.

The Role Of Video

Record companies in Europe have long relied on videoclips for promotional clout. Limited (compared to the US) exposure for mutic on radio guarantees TV's importance in influencing national record sales. "In that respect, the Europeans were far ahead of the Americans until MTV arrived," says Van Hengel. "Then US com-panies started waking up to the power of video."

The dramatic increase in clip availability for both new and established American acts has given foreign affiliates more to work with than ever before. "Video has filled a tremendous void," agrees Don Burkhimer, "Labels in those countries used to have nothing to work with but the record. That's seidom enough." This, of course, recalls what happened when MTV got started. Clips from overseas filled the cable channel's early programming and fueled another British "invasion" in 1983-83.

None of this is to say that establishing Americans abroad is now a breeze. States Tom Ruffino, "One of the difficulties we have is explaining an image; it's very subjective. In Prince's case, for example, I can't explain to a Japanes why he's running around in a leotard. That's really not the point, but it takes a long time to get peo-ple to understand an artist's talent, not why he's doing whatever he's doing. With Prince, it was a very long, hard process. People resisted tremendously."

Sub-Subculture

Nor did Ruffino and his WEA International colleagues gain any advantage from "Purple Rain," the movie. "It was not successful over sees. If I said it broke even, I'm being flattering. It was too much Americana, too much of what was really a sub-subculture that nobody abroad could really recognize Nevertheless, Warners persisted with the music. "We feel we've broken Prince overseas to the extent that he's a selling artist. He's interested in touring and doing some things for us that weren't done previously. He now recognizes the international market. which is an important step."

As noted above, Tom'is some with many years of involvement in the global music wars, and that prior experience is precisely one of the reasons he's optimistic about American talent abroad in '86. "I don't stand alone so much when The trying to explain things," he says, "but at the beginning, people looked at me as if I were totally nuts. I'd say, 'You can't regard

Berlin as an extension of Boston. If has its own idiosyncrasies, its own culture, and you have to deal with it that way.

"The Europeans were far ahead of the Americans until MTV arrived. Then U.S. companies started waking up to the power of video."

> -Kick Van Hengel **Capitol VP/International**

"People didn't want to hear that Today there's much more flexibility in the business. There's understanding that you've got to give international markets what they need when they need it. Many of the hang-ups are gone, and there's acceptance that we're trying to do what works for a particular market. That may have nothing to do with any other market - never mind the US - but let's try it."



You've probably read those pro-motional handouts or artist blos hyping the fact that a particular it hyping the fact that a particular re-lease went gold in, say, Australia or the UIC. How gold is 17 Well, Oown Under an abum has to selt 35,000 pieces for that award. In Britain, it takes seles of 100,000 units. Cutte a difference, So here are official certification levels for abums in ten major markets, as set (in most cases) by the respec-tive national trade associations.

	Platinum	Guid
United States	1.000.000	500,000
Germany	600,000	250.000
Britain .	300,000	100,000
Buydyn -	260.000	100,000
Preneo	200.000*	100.000
linky	200.000	100,000
Japan	200.000	50,000
Canada	100,000	50.000
Halland	100.000	60,000
Americantin	70.000	35,000

RAR FRIDAY, JANUARY 31, 1986/51

European New Age

Correct me if I'm wrong, but most of the musicians an sociated with the New Age trend of recent years have been American. The music certainly has European connections, however, if you think of Mille Oldfield, or some of the EG artists, or various German aggregations like Tangerine

Dm Anywey, Jaco Records to Isunch-ing in the US what it calls the first New Age-oriented label to feature suchashely European artists. Laador name, and it's at is the na

ing the first couple of months' ness: "Bayou Moon" and "Ae-is" from Newman, "Voices" from N to Condi anda. "Ch tion" by Je by Tim Cross and Harding Album." The s will be on

Don points to Starship, currently tional cooperation are yi

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CALENDAR

BRAD MESSER

A Consultant's Impartiality

The lady was so strikingly beautiful that some males. seeing her for the first time when they visited the radio station, couldn't muster up even a shred of composure. Guys were known to stop dead in their tracks and stare, mouths open.

She was a stunningly attractive hunkette. The only part of her that wasn't impressively developed was her professional talent. She sounded embarrassingly amateurish on the air.

Although no one could stand to listen to her airchecks, neither could any supervisor bring himself to fire her. Her presence was so decorative that she survived, at last count, three successive changes in management

Radio is a strange game. Although a programmer is expected to make personnel decisions based primarily on how a performer sounds and what kind of numbers he or she gets, decisions are very often affected by factors completely unrelated to actual job performance. Sympa-thy often plays a part, as in the case of a DJ who probably should be canned, being kept on the payroll because his wife just ran out on him.

In my own experience, it has sometimes been impossible to consider air performance and offair personality as two separate and unrelated factors, but in the past few years I have been able to do it, with great ease, in certain cases. Those cases occur at out-oftown stations which I consult by phone and written report, but do not personally visit.

It's tough to be clinically impartial about fellow workers when you know them as real people, but as a news consultant, it's easy as pie to just look at numbers and listen to airchecks and render impartial opinions based strictly on programming values

That kind of impartiality can give a consultant an advantage over someone whose decisions are subject to influence by such things as big brown eyes.

Airborne Beans

MONDAY, FEBRUARY 3 - Japanese people observe the Setsuban festival today by throwing dried beans at one another. The bean throwing symbolizes a legend in which ancient warriors drove away demons, except that the modern idea is to drive winter away. (Source: "What Happened When".)

1984 - Use of the pesticide EDB (ethylene dibromide) on grain was prohibited after many products, including pancake and muffin mixes, were found to be contaminated. EDB causes cancer in animals

1980 — Abscam sting revealed by FBI. 1959 — Buddy Holly, the Big Bopper, and Richie Valens died in Iowa plane crash

1913 - 16th Amendment created US income tax.

Birthdays: Musician Melanie (Melanie Safka) 39. Comedian Shelly (Sheldon) Berman 60. Comedian Joey Bishop (Joseph Gottieb) 67. Novelist James Michener 79. Illustrator Normal Rockwell born 1984.

Rebeis Form Confederacy

TUESDAY, FEBRUARY 4 --- The attempt to split the USA into two separate nations began in earnest 125 years ago today, when delegates from six seceding Southern states voted to start a new country called the Confederate States of America (1861). The first rebel states were Alabama, Louisiana, Mississippi, Florida, Georgia, and South Carolina. 1974 - Patty Hearst kidnapped by SLA at Berkeley

1941 - USO (United Service Organizations) founded

1913 - Demountable automobile tire patented.

Birthdays: Musician Alice Cooper (Vincent Furnier) 38. Actress Cheryl Miller 43. Feminist Betty Friedan 65. Aviator Charles Lindbergh born 1902.

Dow Broke 1300

WEDNESDAY, FEBRUARY 5 - The first time the Dow-Jones Industrial Average ever topped 1300 was during trading one year ago today (1985), although at the close, the Dow had retreated to 1285.23. (The first time the Dow ever closed over 1200 was 4/26/83.)

1978 - Fred Newman set world record of 88 consecutive basketball free throw shots while blindfolded

1976 - Earthquake killed 22,000 in Guat

1971 - Apollo 14 astronauts spent 10 hours on the moon.

1953 - "Peter Pan" movie released.

Birthdays: Musician Al Kooper 42. Former Dallas Cowboy Roger Staubach 44. Baseball legend Henry "Hank" Aaron 51. Bob Merley would have been 40.

Highest Wave

THURSDAY, FEBRUARY 6 - The highest wave ever observed at see occurred during a Pacific Ocean hurricane 53 years ago this evening (1933). Americans who rode out the storm aboard the "USS Ramapo" reported it measured 112 feet from trough to crest.

1971 - Astronaut Alan Shepard played golf on the moon.

1952 - King George VI died and Princess Elizabeth became Queen of England.

1778 - France became the first nation to recognize the United States of America as a legitim ate option

Advance: a tocket launched by the USSR in 1964 will rendezvous with comet Halley one month from today. Brithdays: Singer Netalle Cole 38. Singer Fablen (Fabien Anthony Forte) 43. Director Francels Truffeut would have been 54. Actor Rip Tom (Elmors Tom, Jr.) 55. Actress Zse Zse Gebor 63. President Renald Resgen 75. George Hermon "Robe" Ruth 1895.

Largest Telescope

FRIDAY, FEBRUARY 7 - The world's largest optical telescope, after 14 years of construction, went into service 10 years ago (1976). The heart of the Soviet 'scope is a giant mirror nearly 20 feet in clameter (236.2 inches). It is theoretically sensitive enough to pick up the light from a candle 15,000 miles away

1985 - Mexicans kidnepped US drug agent Enrique Selazar, whose mutilated body was found in a shallow grave about a month later

1984 - During a shuttle mission, two astronauts became the first men to float unterhered in space

1984 — President Research ordered 1400 US Marines out of Labenon. 1984 — President Research ordered 1400 US Marines out of Labenon. 1940 — "Proportio" movie released. 1904 — Baltimore business district fire destroyed 2600 buildings. Birthdays: Civil rights activist Heavy Newton 44. Author Charles Dickens born 1812. John Deare (mar alow) born 1804.

52/R&R FRIDAY, JANUARY 31, 1986



AIR PERSONALITIES

DAN O'DAY

Morning Shows: 40 Hours A Week Won't Cut It

Okay, gang, now that the New Year is here I finally can leave behind all that holiday goodwill and offer some blunt responses to a couple of letters from air personalities.

First we have a letter from Jay Phillippi (WWSE/Jamestowa): "Your recent article on show prep was very interesting, but this is where the griping starts. When I saw that you were going to take on show prep I was excited; right now it is the big discussion concerning my morning show, "The Philipside." After reading American Comedy Network's

"... To be good at anything requires sacrifices, understood, but if I had wanted the life of a monk I would have gone to a monastery..."

> -Jay Phillippi WWSE/Jamestown

"Method to the Madness," it was obvious that what I needed was to get organized. Unfortunately we run into the problem there that recurred in your column: Lots on how important it is to be prepared ... but ideas on how to prep are nowhere to be seen.

"Yeah. I know that Scott Shannos (Z100/New York) is said to spend three hours or more a day preparing for his Zoo. Wonderful. One, I'm not doing a zoo. Two, what does he do for three hours or more? And three, I'm glad he's got three hours somewhere to do this stuff.

"Just so I can get this off my chest, let's look at the question of time. Nothing makes me drool tters from air personalities. more than the thought of having time at the station when I can sit down at my typewriter and prep. time in the studio to work on character bits. etc. BUT! In the majority of markets, even the morning people aren't given that kind of time.

"I start off with four hours each weekday on the air, usually followed by three hours of production, plus helping to fill out the AM announcing staff. Plus I do a weekend shift. Suddenly I've got to start finding time at home for show prep. No great problem, but now I've got to know what I want to bring with me and know that I've got to make time somewhere to bar myself inside a production studio for the recording.

'Now before everyone starts up the strains of 'Poor, Poor Ptitful Me,' let's be serious. If entering broadcasting meant sacrificing all my spare time (and what personal life is left), then maybe it's time to split into insurance sales. To be good at anything requires sacrifices. understood, but if I had wanted the life of a monk I would have gone to a monastery..."

Only You Can Prep Your Show

MY RESPONSE: Basically, Jay, I see two major complaints in your letter. First you think there should be more information available on how to prepare for a radio show. Second, you consider the great time demands required to prepare a top morning show to be excessive.

Your first point is rather easy to

address: No one can tell you how to prep your show, because only you know what you want it to consist of. There are surprisingly few secrets in personality radio. Do you want to feature a tough. music-related trivia question each hour? Okay, you'll want to sit down with music books the day before and find the questions. Want to do a satire on some current event? Okay, you'd better read the newspaper and listen to, or watch the news to find out what people are talking about ... and then write your bit. Then go into the studio and produce it.

But I suspect you already know that, Jay, because you devoted two pages of your letter to telling me exactly how you prepare for your show; obviously you've given the subject a lot of thought. My hunch is that what you're seeking is a way to do the work without putting in so much time. And this leads directly to the second point:

I believe a jock should have a life away from the radio station. And it is my experience that creating and sustaining a winning morning show requires a tremendous investment of time. If I hear one more person moan about what an easy life Scott Shannon or Rick Dees has, I'll scream! Do you think Shannon has lots of free time? Think again? I'll wager that between Shannon and Dees, they spend more hours per week working at radio than any other five air personalities in any size market.

It doesn't take great sacrifices to be a run-of-the-mill jock. But I honestly don't know how to achieve great success as a personality without spending more than 40 hours per week at your job (including the time at home spent writing, researching, etc.) That kind of success seems to require a tremendous commitment and a willingness to sacrifice. I'm not praising that fact of life; I know that such dedication holds potential harm to your personal life.

You included a tape of production samples, and actually your production work and character voices are above average. But there's a lot more to doing a good morning show than writing and producing. Those two elements simply support the air

"I'll wager that between Shannon and Dees, they spend more hours per week working at radio than any other five air personalities in any size market."

personality's primary responsibility: quality live performance and the ability to deliver a quality live performance. The ability to deliver a consistently entertaining, wellpaced, professional show comes only with experience.

I must say I detect a contradiction in your letter. First you admit that your major market "connections" haven't helped you to land a major market morning gig ... and then you complain that "you've simply got to know someone." I think you're fooling yourself.

If your tape is an accurate guide, then yes, you do have

talent. But it sounds to me as though you're looking for a shortcut to the top. Occasionally even a cliche can be accurate. In your case, I'd refer you to the old saw about "having to pay your dues."

Radio Stories, Part II

From Rasa Kaye (News Director, WLTW/New York): "I was doing weather service on a high-quality phone line for Compe-Weather. It was my first time on the air with the Ross & Wilson Show at WABC. I walked into my little air studio, closed the door, and started talking. Suddenly I noticed three blond, blue-eyed, two-week-old kittens crawling up my jeans, up my sweater, and onto my shoulders ... thinking I'm Mom.

"The door was closed and I was live on the air, with no way to get rid of them. They had been asleep in a roll of carpeting in the corner. Apparently Mom Cat had been locked in one of the other air studios overnight. They started crying into the microphone and batting curiously at it. And because they were so young, it wasn't easily distinguishable as a cat noise; it was very squeaky.

"Within minutes all kinds of helpful types from Ross Brittain to John Maker (the newsman) to the program director called and said, "You sound great. But you've got to turn down your headphones; they're feeding back!"

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

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R&R FRIDAY, JANUARY 31, 1986/53

JENNIFER RUSH •

Of Love"

'The Power

The biggest selling single by a solo female artist in the history of the music industry in the U.K.

Bruce Stevens, MD, WBBQ/Augusta, GA — " #1 female phones 25-49, #6 phones overall. Males starting to call, everybody loves this record and it's the #2 selling single in Augusta behind Dionne Warwick — jumps this week 20 to 10!"

sille

Scott MacKay, MD, KISS 96½/Buffalo, NY — "By far the most active record on our list. All the phone lines light up everytime it's played."

Chris Lesisko, Sunshine Music 1-Stop, Orlando, FL — "Jennifer Rush, fastest-breaking record this week from airplay on Y106 and BJ105. Looks like a smash for Epic Records."

Brian Thomas, PD; Dave Wright, MD, BJ105/Orlando, FL — "Amazing phone response starting with the first play."

Jim Steal, Asst. PD, Y105/Orlando, FL — "Kind of record that makes my job easy."

Steve Flecher, Southern Music 1-Stop, Orlando, FL — "Jennifer Rush immediate sales from Y106 and BJ105 airplay., A definite hit record."

Jim Randell, PD, HOT-104/Buffalo, NY — "Instant upperdemo female phones."

Don Tandler, MD, WTLQ/Wilkes-Barre, PA — "Last week's highest debut, currently pulling #2 female adult phones and a surprising number of teenage calls as well."

Bill St. John, MD, Q104/Gadsden, AL — "Hot female phones 18-49; they just don't like it, they love it."

Bob Hartow, PD, KATD/San Jose, CA — "Biggest request of the year — all demost This is unbelievable."

Sarah Eberhard, MD, WRFC/Athens, GA — "My first two calls were thank-you calls, not requests, because people had heard the record elsewhere and just loved it."







CONTEMPORARY HIT RADIO

THE CHR BUZZARD

WMMS Dominates Cleveland, Again!

It was a shock to many when last May, one of the AOR format's grandfathers, WMMS/Cleveland, officially announced its shift to CHR. Among the most surprised were fellow AOR stations who'd been following WMMS's music and promotions. In short, one of AOR's cornerstones had come loose. Many predicted disaster for "The WMMS Buzzard."

In earlier months there'd been some industry talk about WMMS exploring the idea, but many figured it would never happen. But those who seemed least surprised or flustered were the loyal WMMS listeners. To them, it was simply "The Buzzard" giving them what they wanted all along. After a slight dip in that first CHR Arbitrum (12.8-11.0), WMMS rebounded nicely in the fall book with a 12.3-14.5 showing, its highest 12shares ever.

> Buying Into The Mainstream

When I spoke to WHIK & WMMS OM John Gorman, he was about to undergo surgery that would involve wiring his jaw shut for several weeks. During those last few speaking minutes, he recalled, "The only people who really complained about the munic changes were the 'earth dogs' who felt we'd sold out.

"Actually we bought in to the mainstream. Most of the audience just accepted it in stride. It was a move we had to make eventually. I knew it as early as 1983."

John, who's been with WHMS for over 12 years (most of that time as PD), said that Malrie management was a bit hesitant at first about the idea to change. "But I explained to Carl Hirsch and Gil Reseawald that this was a longplay move. They then understood AOR was a dying format for our purposes. I'm a lot more comfortable with CHR as a longterm format."

AOR Too Limited

But John had kind words for AOR. "It was a wonderful format for WMMS for a lot of years. We gained a lot of notoriety in AOR, but it was too limited and we were looking at taking a different road: being mass appeal and taking it all. We had to become a full-service CHR."

WGCL is number one in teens with a share in the mid-20s, with WMMS right behind. WMMS dominates WMJI by over 30 shares in 18-34 men and by nearly ten in 18-34 women.

When it comes to 25-49 demos, WMMS is first in men with better



John Gorman

than a 20 share, about double that of WMJI. WHJI takes top honors with 25-49 women with shares in the mid-teens, a few steps in front of runner-up WLTF (A/C), which is slightly also do third-place WMMS. However, "MMS is number one 25-49 adults, besting WMJI by approximately four shares.

Guerrilla Warfare

Besides giving credit to WMMS's music image, John points to the station's aggressive news and public affairs posture as part of the reason for the Buzzard's growth. "We rival most other stations in this area. We try to get news exclusives the same way we do music exclusives. Our folks are from the Frank Reynelds school of getting the scoop first. We are in guerrilla warfare with the whole market."

Ab, sooner or later, the subject had to come up. John talked about the on-air attitude toward the competition, especially the name-calling involving WGCL. John and the Buzzards refer to them as the Baboons. "It's real simple. We want the city, and if someone else is doing something in Cleveland and we have some way to raid it, we're going to do it. We have this 20-foothigh buzzard, which I love to take out to other stations' events. We want it all."

Building A Monopoly

"I believe in monopolies and Cleveland should be ours. You also have to be sincere about this or you're going to be beaten." he cautioned. "Unlike other stations I've seen do well for a few books and take the market, we are never going to be complecent. WMMS will never be caught with its pants down."

Clarifying his remarks about sincerity, John said, "Pomposity will never win. You can't believe your own hype, and can't believe your plies to the morning show. In other cities I hear morning personalities taiking about their salaries, cara, new houses, and swimming pools. The little guy out there can't relate to it."

Charity-Minded Efforts

Sounds OK, but im't calling WGCL "Baboons" being pompous? "No," said John. "We lay that on the competition, and back it all up with action. We are completely plugged into the market, and work on every level with the local charities, police departments, and other city government agencies for the betterment of Cleveland and its people."

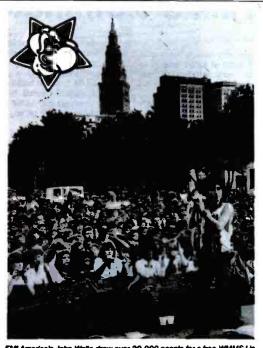
Indeed, there seems to be an endless list of events that WMMS has done on the public's behalf. Many of the station's merchandising items, sold by various retail outlets, benefit charky. One good example would be the Star Bar (a

[UZZAR O Moming ZOU

The Buzzard Morning Zoo (top I-r); Len "Boom Boom" Goldberg and Ed

bach, and Ruby Cheeks,

h" Ferenc. Shown (bottom +r): Ceptain Kenny Clean, Jeff Kinz-



EMI America's John Walle drew over 20,000 people for a free WMMS Listerer Appreciation Day in a local park last September.

candy bar which benefits The Hunger Task Force). Other charitable products include several of the famed "JuBAS Buzzard T-shirts, sweatabirts, etc. The Morning Zoo's Token Joke Book has sold over 30,000 copies and benefits police widows.

Recently, the station's Cops, Kids & Christmas campaign, in conjunction with Arby's and with Rainbow Babies & Childrens' Hospital, collected maney to get toys for hospitalised kids. Perhaps most prominent was the release of the

m- Cleveland C.A.R.E (Cleveland Artists Recording For Ethiopia) alhe burn.

No Jingles

Produced by WMMS personality (and former PD) Deany Sanders, the C.A.R.E. record featured members of the Michael Stanley Baad, the Cars' Ben Orr, Duanie Iris, and members of Beau Coup. The disc retails for \$4.99, and half of the profits went to the Greater Cleveland Interchurch Council for distribution to the hungry in Ohio; the remaining money was donated to USA For Africa.

There is one area John has been flexible in when it comes to other radio stations. "Normally I don't do anything with any other radio station in town, but we are quite united in our efforts to bring the Rock & Roll Hall Of Fame to Cleveland."

Most people don't categorize WMMS as the typical CHR station. "We weren't the typical AOR years ago either." he noted. "While others use jingles, (Morning Zoo member) Lea Geldberg does these amazing voice sweepers which he's successfully marketed to stations outside of Cleveland as well.

"I encourage my folks to stretch, grow, and make extra money. There are so many appearances and things happening here that we have a 'Daily Buzzard' circulated internally updating appearances and promotions. It's the only way to keep up with it all."

Little Heavy Metal While 'MMS has long been involved with concerts (anniversary and listener appreciation in particular), John has narrowed his field a bit according to music style. "I'll turn down a Twisted Sister concert spot before 8pm to eliminate our former hard rock image."

CONTEMPORARY HIT RADIO

WMMS Dominates Cleveland, Again!

Continued from Page 55

21

We play very little in the way of heavy metal at all anymore. I've become very selective in promoting what I consider to be mainstream concerts.

WMMS: a giant among radio stations in the city of Cleveland, boasting a formidable reputation as an AOR which successfully made the transition to CHR. Hypothetically, John, what would you do is suddenly someone with a good signal and the financial backing to make it happen decided to go AOR? "We would stay as we are. No one can really best us, no matter what the format.

"What we do goes beyond the format. We have the best personalities and music, and we are totally plugged into the city in a very sincere manner. We want WMMS to be the full-service station for Cleveland and play the hits at the same time. The only way we'll ever be beaten is if we beat ourselves."

ERP.



Matt The Cat 10e-2pm



Kid Leo MD/2-6pm



Denny Sanders 6-10pm



10pm-2am





Said WMMS OM John Gorman, "Many of my staff have been here for as long as I have. They are the lifeblood of the station, as each contributes so much to its chemistry and success.

"This town really tikes personalities, and the CHR format allows you to put on the top hat and swing a cane for a little show biz. Denny Sanders has been here for 15 years. Our most recent addition, Ruby Cheeks, started last March or April and now has become part of the Morning Zoo. She was just voted one of the 86 most interesting people in the city by Cleveland Magazine."



RCA/Grunt's Starship stormed into town for a free indoor WMMS concert at Cleveland's Public Hall. Listeners wrote in over 50,000 requests for 10,000 free lickets. While onstage, the Starship was given the key to the city as station staffers looked on.

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56/R&R FRIDAY, JANUARY 31, 1986



ADULT/CONTEMPORARY

A/C SUCCESS, PART 1 WELI: A Winning Tradition

New Haven's geographic position gives it an importance above its size. It is the halfway point between New York and Boston, and the I91/I95 intersection makes it the New York/Hartford connection. New Haven also is blanketed by a number of radio signals, and after a hard year's work, WELI again owns the Elm City crown. Getting the comeback story was Sr. Associate Editor Hurricane Heeran.

Metro Changes

WELI OM/PD Chuck Gross could admit to being a programming genius with the full-service outlet's dramatic rebound. However, he feels that the station's current success is due to the workings and understanding of Arbitron as much as with programming.

In the spring '84 ratings, WELL had climbed to its best book in three years with a 16.1 12+, and ranked first in 25-54 adults. But then New Haven's definition was changed by Arbitron, which added a few more towns to the stew.

Instead of increasing the sampling, diaries were taken from the New Haven metro. Explained Chuck, "They added Meridian, which represented about 12% of the population of the new metro, and it got about 15% of the diaries. Of those diaries, Hartford stations got about 75% of the listening, giving them an unreal presence in our marketplace.

"Conversely, while they were oversampling in that part of the area, they were undersampling the core of the metro, which includes New Haven, East Haven, West Haven, and Hamden. These communities represent about 45% of the population, but got only about 30% of the diaries. That was what was killing us.



WELI's Trends

12+

Share

15.1

87

11.5

16.1

13.9

Here is a five-book trend for WELI's Arbitron perform-

12+

Renk

1

2

2

Chuck Gross

ance:

Book

Fa '85

So '85

Fa '84

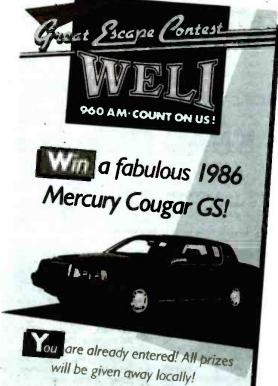
Sp '84

Fa '83

"The real success story was finding out what the hell Arbitron was doing and petitioning for something that was already in the rules of methodology. They created a city split, and that probably accounts for 50% of our increase."

The Other Half Wins According to Chuck, dealing with Arbitron was half the battle in returning to the top. The other half involved the listeners who make up the New Haven market. As part of its marketing effort, WELL hit the area with a direct mail campaign during the spring and fall books of '85.

Chuck also mentioned a timely bumper sticker campaign. "I really have to give my hat off to Promotions Director Sta Saginer. He came up with a message and tied it in with a buckle-up campaign. The day the bumper sticker hit was the same day the State Legislature passed a law requiring drivers to buckle up. It created a lot of awareness."



"The WELL calls have been in this market for over 50 years, and people had a preconceived notion of what the radio station was. So the 25-45 year-olds would hardly tune in. The only time they'd sample was in bad weather."

A big part in keeping a solid image while making the change was played by morning man Ros Robmer, who celebrated his 28th anniversary with WELJ January 10. Chuck feels Ron "creates a comfort zone for the older audience. It's like Dick Clark on TV, that 'everything's cool, because Dick says it's cool. 'So everything is cool, even though we're playing Dream Academy."

Loyal By Local

Full-service competitors from larger markets penetrate the New Haven metro, making local information on WELL an important factor. "Our base is New Haven and the shoreline," said Chuck. "If you're interested in information there, you have to come to us. If you want to know about Hartford, you have to go to WTIC. For info on Bridgeport, there's WICC. Staying local will always be key to our success."

With everything now realigned, it looks as if WELI's ratings prominence might remain as much a New Haven tradition as the Yale-Harvard rivalry.

A BEARY CHRISTMAS — B100/San Diego's Rich Brothers Morning Zoo hebped make Christmas a little brighter for less fortunate children in area hospitals by sponsoring a Teddy Bear Picnic at the San Diego Zoo. Listeners who donated new or "slightly loved" teddy bears were admitted free to the zoo. Shown here with some of the 2000 bears are (i-r) the station's Pat Gaffey, Scott Kenyon, Program Manager Bobby Rich, and Frank Anthony.

Storming To The Top

18-45

Renk

3

9

4

3

25-54

Rank

2

3

2

Another factor was Hurricane Gloria. which left areas of New Haven without power for several days. "A lot of people turn to us for information. not entertainment, and the hurricane forced them to sample WELL a little bit longer. I think they found out that we weren't a Perry Come station; we were an A/C station."

Which brings up the age factor. While other contemporary formats are seeking older, demos, many full service A/C stations are trying to skew younger. Because WELL had been MOR during the '60s and '70s, Chuck found when he came aboard in 1982 that "60% of the cume was over 55. There was a heavy amount of Percy Falth-type music.

"We changed it and became a true A/C station. In came the Beatles and all the new stuff. Unfortunately, it takes a long time to change people's perception, especially if you've been around a long time.

ACCELERATION

Randi Allison leaves KRTH/Los Angeles to be afternoon news anchor across town at KF1 ... Also in L.A., Miles Cameron joins KB2T in the midday slot ... At WCLY/Washington, Al Santos takes over midday duties, while MD Deve Foxx moves to do the "Love Songs" shift in the evening and become Director/Production-Operations ... Kliff Kurt joins 3WM/Toledo in news.

Pat O'Neill is the new PD at WMGN/Madison, replacing &ill Vancil, who is upped to Station Manager or wor a WMGN ... Matt McCann leaves WCIL/Carbondale to program WLRW/Champaign. He is replaced by Richard Bird ... Steve Scett is now PD/morning driver at KFSB/Jopin ... Steve Smith departs WARX/Frederick-Hagerstown to be Asst. PD/afternoon personality at V100/Charleston. Janie Batter is named MD at KTVL/ Tyler... Ken Burk will do afternoons at KVEC/San Luis Obispo... Cendy Curry is the new evening talent at WJBX/Bridgeport... Gene Parter jumps into evenings at WLHT/Grand Rapids... Steve Lorvorn is named Production Director at WHAS & WAMZ/Louisville.

Scott Wheeler becomes Asst. PD at K2-93/Peoria Changes at KZTRV/entura: Eydle Bowen is now Operations Manager/morning personalty. Jeff McMurray is the midday man/Production Director, and Mark Wheeler is handling overnights.

Amy Sierra climbs from parttime to evenings at KELT/McAllen ... Char-Ne Ocean spits WKRG/Mobile for middays at crosstown WDLT.

Best wishes to veteran WISN/Milwaukee morning man Chartle Hanson, who retires at the end of this month



"MORE THAN MODAL"

KNAC Pounds Pure Rock

AOR

"More balls than any other station" ... "loud 'n' proud" . . . "an explosive spot on your dial."

These image liners sound like they could've been written by the members of mythical heavy metal band Spinal Tap. In fact, they belong to an authentic radio station that Nigel and crew would adore - KNAC/Long Beach, which adopted a hard-hitting "Pure Rock" approach January 8.

The station, whose signal pene-trates parts of the Los Angeles metro on the western side, now has a unique niche. In its previous "Rock 'n' Rhythm' six-vear phase, in which it mixed new wave with R&B, it shared a considerable amount of music with KROQ, Now KNAC is the only source in the L.A. Basin for the hard rock that KLOS and KMET once championed but then virtually abandoned over the last year in their quest for upper demos

KNAC Music Monitor

Afternoons rpions No One Like You nes When The Whip Comes

Pete Tow and White City ng

ad Zad alle Hearthr aker/Livin Lovin' Maid

Joe Lynn Turner Losing You Joe Lynn Turner Losing You Yes Owner Of A Lonety Heart Acrosmith Big Ten Inch Record Tem Petty Don't Bring Me Down Lynyrd Skywyrd That Smell Beth Lee R Down Rett Ley It Down Y&T Face Like An Angel Back in The U.S.S.R Priest The Hellon/Elect Eye ZZ Tep Can't Stop Rockin'

Evenings

Del Lep pard Rock Of Ages Green Grass & High

Sister You Want What Walling For The Sun I Silent Mint

nt Night Limelight Mot Metal Heal Mos Fade To B Little G tick Axe Comin' After Joe Waleh Turn To Stor Kles Rock & Roll All Ng

KNAC serves a steady diet of the kind of artists who were staples during AOR's modal era: Melly Hatchet, Rush, Ozzy Osbourne, Scorpions, Ted Nugent, Krokus, and Y&T. As consultant Jeff Pollack says, "It's even exclusive of the pop music that AOR used as a balance a few years ago. This sta-tion is more than modal. It's totally dependent on hot tempo, electricguitar, absolute-energy rock 'n'

mil.' That means a mix devoid of AOR mainstays like Stevie Nicks, Huev Lewis, Mike & The Mechanics, Mr. Mister, and Hosters. The station is even light on Bruce Springsteen, John Cougar Melleacamp, Dire Straits, and Pat Benatar.

Pollack and PD Jimmy Christoer both claim that word of the new format has spread like "wildwhich is believable in fire ' Southern California, home of such hard-rocking native sons as Van Halen, Ratt, and Dokken. The music community is reacting positively; there's now a station that will leap at the opportunity to co-promote the sold-out iron Maiden

FALL RATINGS RAP

Stories We Can Tell

Watch this space for a fall '85 ratings accreboard with 12+ shares and demographic breakouts for every AOR around the nation. In the meantime, we'll take a quick look at some of the impressive gains made by rock radio. its history. The station was also the

overall

New York WNEW-FM/New York sprang back 3.5-4.1 while facing its first AOR competitor in years, WXRK, hich was down 2.5-2.1. 'NEW-FM actually had a better book than its record-high 4.3 of last spring, as this was the first time it's ever n number one in men 25-54. which previously went to either Gold WCBS-FM or personality WNBC. Former 'NBC bad boy Howard Stern showed gains on 'XRK afternoons, although he was only on for the last third of the book; his daypart was up .5 12+ and 1.7 shares in men.

Los Angeles KLOS's 4.8 is the highest 12+ in and Die arena shows in Los Angeles that KMET and KLOS SDUTD.

The station's primary appeal will be to 15-24s, which is fine, ac-cording to Pollack, who says he's "always been the kind of guy who, when the whole country goes one way, likes to go the other way." He proposes that "older-skewing stations are making a big mistake thinking that to play electric rock 'n' roll doesn't appeal to people 25+. We're hearing 30-year olds say, 'Thank goodness a station is

In a certain light, KNAC has merely switched from one style of

and is able to be as irreverant as ever. Ex-KROQer Wild Bill Scott, no stranger to hard rock from his days at the old WLUP/Chicago, tagged a "More balls than ever before" liner with the comment,

The station had a .5 in the fall Los Angeles book. Though its primary target is to raise its profile in its own Orange County book, Pollack feels over a one share in L.A. would make KNAC a "major factor" in

2051 E. B. IKC (FAT TOUTIN

Swell Station Souvenirs

"Greatest Rock 1986" in the latest in a long line of top-quality calendars from WNEW-Fill/New tion personalities drame Vort. St tize classic songs in full-color; glossy photos, such as the one above for Dylan's "Positively 4th Street" The centeriold is a twoname college of anepehots of listeners. Net proceeds from sales go to the T.J. Martell Foundation.

The Hooters aren't the only bigseller from the city of Philadelphia. WMMR's John DeBella and his fetlow Morning Zookeepers have reand an album that mixes briginal bits with outside material by Stevens & Grdnic, Kip Addotta, and Fio & Eddle. "Abbey Dirt Road " which includes a "DeBella Answers Your Phone" message, has sold an estimated 40,000 copies locally.

4" STREET

rocking again."

3

4

6

8

alternative radio to another. changing stripes to appeal to another lunatic fringe. Says Pollack, "KNAC continues to be an experimental station, except with a different musical genre." Consequently, most of the airstaff has made the transition

"Yeah, I have three now."

that market.

first L.A. AOR to ever score a dou-

ble-digit share in men 25-34, where

KLOS won in every weekday day-

part except AM drive and was

within 4 of leader KIIS-FM

KROQ's 3.9, its highest 12+ since spring '83, has the modern rocker topping KIIS in teens and even nic-

ping KMET in men 18-34. PD Rick

Carrell can claim a victory that's based primarily on astute pro-gramming and unique per-

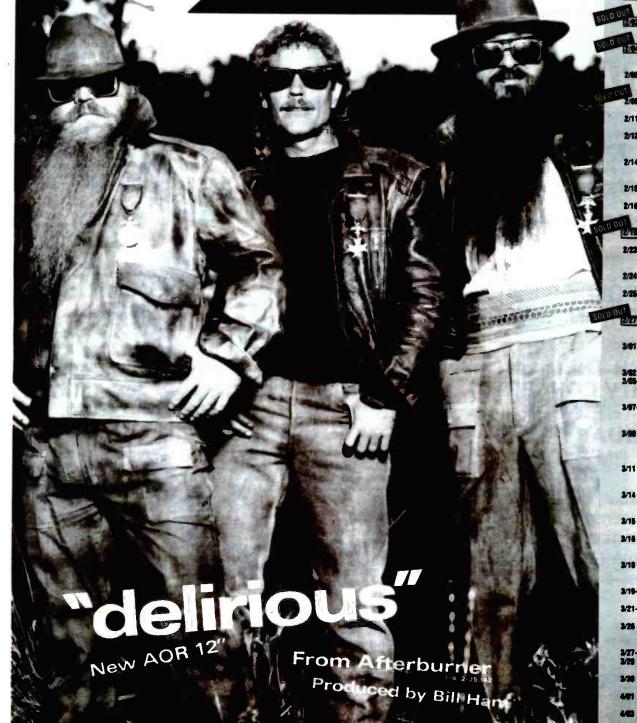
sonalities rather than big bucks

promotions; KROQ does virtually

no advertising or contesting in a market full of big spenders.

Continued on Page 60





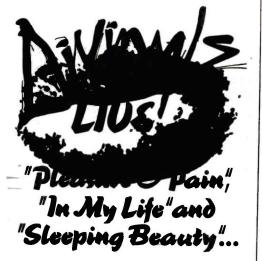
N.P

17/1

Management: Bill Ham/ Lone Walf Production

The Tour Is On! Civic Center, Lake Charles, LA Barton Coliseum, Little Rock, AR Rocses 1/30 1/31 241 **1**17. 2/11 2/12 2/14 2/15 2/16-17 2152 2/23 2/24 2/25 14120 3/81 3/82 3/87-8 nti. MS 3/19-28 3/21-22 3/27-28 3/29

AOR EXCLUSIVE



RECORDED LIVE AT THE RITZ IN NEW YORK

CATCH THEM ON THE MTV CONCERT OF THE WEEK FEBRUARY 8TH 11 PM E.S.T.

"Such volatility combined with her no nonsense musicianship makes Christian Amphlett one of the most original rock figures of the '80s." New York Times





TA

Stories We Can Tell

Continued from Page 58

KMET's 2.5 was its lowest share since summer '76. It's started off the New Year with 1968 songs commercial-free over six days, and is blanketing the market with a busboard and billboard campaign that says, "Rock now ... with 15 in a row on compact disc."

Chicago

All three AORs gained 12+, with WLUP improving 3.5-4.0 for its highest 12+ since summer '82. It's another vindication for the Loop's farsightedness in early '83, when it was among the first hard-rockin' AORs in the country to move to a more adult approach.

WLUP was tops in men 18-34, and third in men 25-34 behind WLS (AM) and WXRT. ('XRT's 2.6 12+, up from 2.5, was 74% 25+.) Superstars II WCKG's 1.6-1.9 gain included top-five rankings in men 18-34 and 25-34 for the first time.

Steve Dahl & Garry Meier's domination of afternoons on CHR WLS was extraordinary. They're tops 12+, in men 18+, and in men 25-54, where they have almost twice the share of 22 WGN.

Philadelphia

Where will WMMR stop in its drive to become the most consistently dominating major-market AOR in the country? Up for the fourth book in a row, its recordhigh 9.8 includes first-place finishes in 12+, men 18+ and 25-54, adults 25-54, and wormen 18-68. WMMR more than triples the nearest competitor in men 18-34, and it even ranks second in men 35-44.

WROQ rebounded 3.1-3.7, including top honors in women 25-34. Hard-rockin WYSP was off 3.1-3.0, and has gradually softened its hard-rock stance, adding catalog titles by artists such as Billy Jeet, Fleetwood Mac, and Pure Prairie League.

Bay Area

Looking beyond KFOG's 3.0-2.3 drop and KRQR's 2.3-2.5 gain in San Francisco, it turns out that both stations actually slipped in men 18-34 and 25-34. The result is that KRQR shared top benors for 18-36 with Urban KSOL and moved into a tie with KFOG for first place in 25-34 gays.

All is not lost at KFOG, by the way, where 18+ men are still stable in middays and afternons. Speaking of demos and dayparts, progressive KKCY, which inched up 4-7 overall, is encouraged by its fourth-place rank in 25-34 adults at might, junt a hair behind KFOG.

In San Jose, KJJO increased 2.3-3.2 in its first book under the new regime of VP/GM Gary Rodriguez and OM Dana Jang. That showing bested the pair's former employer, KOME, which slid 5.3-3.0. KSJO was #1 men 18-34, and in a five-way tie for #2 men 25-34.

Atlanta

WKLS-FM/Atlanta apparently needed a Wise guy to shake it up. "96 Rock" leaped 6.4-9.0 for its highest 12+ since spring '81 and rocketed in rank among men 25-54 from 11th to first. PD Bill Wise's tight currents and giveaways of compact disc players, parking for a Sting show, and rock trips helped the station jump from sixth to second place in the market. Or maybe it was last summer's cockroach races that sparked 'KLS's rise by the combined amount that CHR powerhouses WZGC (number one 12+) and WQXLFM (third) dropped together.

AOR

Minneapolis

- Another sleeping giant that finally avoke this fall was KQRS-FM, as PD Dave Hamilton began capitalizing on its 16-year heritage to leap-frog 7.14.0 over CHR heavyweight WLOL. KQ' took adult 18-34 honors for the first time in memory and was up significantly in men 25-34, topping alternative KTCZ, which slipped 4.2-2.7 overall.

Denver

KBCO OM Dennis Constantine and his KAZY counterpart, Chueck Browning, share excitement on two fronts. First, their stations both increased: KBCO weat 5.5.9.9 for its highest-even 12+, and KAZY jumped 3.9.5.6. Second, Denver is perhaps the strongest AOR market in the country, with 21 AOR shares when you add in the showings of KPBI (7.7-7.3), KTCL/FL Collins (1.2-1.5), and KILO/Colorado Springs (.6-7). Additionally, all four CHRs were down.

Denver is unique in its extremely high concentration of 25-34s, which explains how KBCO and KAZY can both thrive by targeting that demo. KBCO places more of an emphasis on current music and has a more eclectic (aorry bout that word) mix of aounds. KAZY goes more for the gold, is a bit more familiar, and has faster rotations, though both stations have slower turnarounds than many AORs.

KAZY did a fascinating promotion where listeners solved intricate mini-mysteries from clues given on-air (Ex.: "There's been a theft in London at noontime of a watch that was set on Pacific Coast time. What time did it show when it was recovered five hours later in Paris?")

Thirty winners took a "Mystery Train" ride to Glenwood Springs, and were divided into teams to solve a mystery that a troop of actors played out on the train.

And There's More

Why is WSHE/Miami so ecstatic about its 6.3-6.6 decrease? Partly because its demos are still superfine - /1 in 35-64 adults, for instance. Primarily, though, because it's now the /1 contemporary music station in town, besting CHR legend WHYI(Y190), which continued to feel fragmentation from three other CHRs and dance rock WHQT.

WLL2/Detroit was so happy about its 3.6-12 increase and rival WRIF's 7.0-4.9 drop that it flew in recently departed PD Carey Carelep from Tampa for a celebration. WRIF's off-book apparently reflects the absence of morning.duo Jim Johnson & George Baier, who split in October and sat out a nocompete clause before joining WLLZ after the book.

Pittsburgh powerhouse WDVE is at an all-time high 12+, moving 8.1-8.4 and dominating men 25-49.

We may be seeing another AOR dynasty in the making at KUPD/ Phesenix, up (8.3-10.4) for the fourth book in a row and tied for first place with Country giant KND-FM. Morning madman Dave Prati is in the mid-20s with men 18-34, and Amistant FD Carties Jehassen is # 112+ in afternoons.

The merry pranksters at WEBN/Cincinnati gained 7.4-8.2, recapturing the lead in 25-54 men. The game troopers at WSKS went 2.8-2.9.

WZZO/Allentown is #1 again, moving 11.2-12.6 for a record-high 12+ and #1 positions in cume, men 18+ and 25-54, and women 25-49.

WBAB/Long Island isn't crying over a 5.2-4.7 12+, not after capturing 4/15 in men 18-34 and 25-34 for the first time while staying on top in adults 18-34. Its demographic composition jumped from 38%-57% adults 25+.

WCMF/Rochester notched its highest-ever 12+, up 11.2-11.7 under the guidance of interim PD Simon Jeffries. The station also increased its audience comp of 25+ adults from 28%-41%.

WLVQ/Columbus regained first place by vaulting 11.5-15.1 12+ and leading in 25-54 adults. It cut its commercial load to make room for 96-minute music sweeps, increased visibility for the morning show, and used a mix of 65% current music.

"Murphy's Law" is responsible for something remarkable at WWCT/Peeria. PD Jeff Murphy has quietly moved the station 7.4-10.3-13.0-16.0 since taking over in fall '83. It's tops in 12+ and men 18+ and 25-34, and approaches a 70 share in men 18-24.

SEGUES

KMGG/Santa Rosa goes tight AOR with PD Paul Lencour and GM Casey Btangle at (707) 578-0977 ... KSP/Stillwater, OK has switched to AOR with PD David Gerritt and Jim Randolph as MD. Call them at (405) 372-7800.

KILO/Colorado Springs ups PD Rich Hawk to OM, and KQWB/Fargo does the same for PD Mark Nicholis

... Jeff Fetters is out as KTCL/Ft. Collins PD ... KSRR/Houston Assistant PD Mitcheel Sevense resigns ... Consultant Jeff Pollack Inks WAQY/ Springfield, which names Brian Hale PD ... Burkhert/Abrams is in at WKCR//Syncuse.

KZEW/Dalles rehires former 11year vet Jon Ditton for 10pm-2am. His "F.M., The Racio Solvo" includes features devoted to blues, live, and local music. ... Guy Perry takes on afternoons and promotions for WWCK/Filmi ... Dusty Blevet is on KMET/Loc Angeles weekends.

EXCLUSIVE ATCO REVEALS AOR'S WINNING FOUR-MAT!



Wake your listeners up to the familiar sound of **STEVIE NICKS**. Her platinum album "Rock A Little" (90479) has given AOR radio two top ten tracks with more to follow. Includes the current smash, "I Can't Wait."

On Modern Cassettes and Records.





With your audience wide awake and going about their daily business, give them something new. Try a track from the **JOHN MILES BAND** album "Transition." (90476). We suggest the powerful "Blinded."

On Valentino Cassettes and Records.



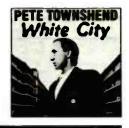


Wind up the day with one of AOR's premiere artists, **PETE TOWNSHEND**. With the monstrously successful "White City" (90473) album, you can hardly go wrong. This one's been on top since its release and features "Give Blood" and "Hiding Out."

On Atco Cassettes and Records.

Night time means rock and roll. We suggest the latest from guitar virtuoso **GARY MOORE**, "Run For Cover." (90482) Gary's following has been building steadily and a track like "Out In The Fields" should break him wide open!

On Mirage Cassettes and Records.





1.1.1.1.1.1.1.1.1.1.1







1986 Adurtic Recording Casp @A Warner Communications Co.



Lookin' Good!

The fall Arbitrons are startin' to roll in, and things are looking good for Country as a whole. Both the 12+ and 25-54 shares are up for the majority of stations whose books I've seen. In a number of markets the Country share has increased dramatically. There are also a few stations showing hefty individual gains.

During the coming weeks we'll analyze the more interesting batties, point out those stations making noteworthy gains, and single out those individuals especially worthy of praise. Now let's get at those overviews.

1

Major	Northeast	Markets	
-			

				34
	12+		Ra	mk.
	Su 85	F15	SullS	FW
WBO6/Boston	2.0	2.9	10	8
WHN/New York				8
WXTU/ Philadelphia	3.2	3.3	9	8

Congrats to WBOS and PD Mark Tuder on the station's best ever Country showing. As a matter of fact, Mark said it was the best book

CLOSE-UPS

There are also a new scattors s. in the station's history, save for perhaps one time when it was Disco. Mark was particularly entimeed that the station was beginning to get good reaponse from younger demos. "The key," said Mark, "is that we were out in force in the marketplace. Along with the appearances came a lot of things -tickets and such - to give away on

the air." Comparing 'BOS's sound this book with that of spring '84. Mark said, "Ukra-contemporary." He also admitted the music mix is much more contemporary than he expected it to be when he took over last June. "That just comes from learning the market." he said. "The audience's definition of country is extremely different than

anywhere else I've been." Mark has also found he can take chances on newer country artists because their sound fits what his market will accept as country. This also means he's not playing much music by traditional artists.

WHN fell almost a point behind its spring '85 3.1 and suffered quite a loss in curne, no doubt attributble to baseball being out of season. The use of no TV probably didn't help the cause, either. There's been much speculation regarding 'HN's FM sister WAPP teaming up for a Country combo, but that's just what it is: speculation. Supposedly the Deshleeday folks want nothing to do with Country on their Big Apple FM. Another rumor is that, with the departure of Doubleday President Gary Stevens, WiRN, along with the remaining Doubleday stations, is up for sale.

WXTU appears to have settled in with a dependable base. Its last six books have read 3.3, 3.7, 2.6, 3.3, 3.2, and 3.3. Looks like Country has found a solid home in Philly.



WUBE/Cincinnati PD Mille Chepman credits his Direct Mail to his increase. Pictured here is the front of his brochure.

	Atlanta			
	12+		35-6 Ras	4
	8485	786	-	-
KHX	8.9	6.6	3	4
YAY	3.3	4.9	11	10
VPLO	1.7	2.1	14	14

The Country battle in Atlanta really heated up this time out.

17

WYAY had its best book since debuting Country in June '84, making the FM race with 'WKHX tighter than its ever been and marking the first real threat to 'KHX's superiority. Meanwhile, 'KHX's sister WPLO made its first upward move in *four* years. This book is also a prime example of

Continued on Page 65 #**

· WPOC/Baltimore held a "Super Saturday" live broadcast from four area mails. In addition to the broadcast there were a country band and public auction at each mail to benefit the Johns Hopkins Children's Center. POC personalities served as auctioneers, selling off TVs, microwaves, Pound Puppies, Cabbage Patch dolls, and more. Some record and publishing companies also got involved, putting up some celebrity items; i.e., Bobby Bare's spittoon (which went for over \$50) and an autographed Willie Nelson headband (which went for over \$100).

• WKQS/Milami will heat up South Florida with a chili cookoff to benefit the Leukemia Society of America. Contestantis will "create" their own chili from scratch, and a panel of judges will select the best tasting, entry. The \$50 team fees will be donated to the Society. Providing entertainment will be the Nitty Gritty Dirt Band.

 WKLR/Toledo, in conjunction with TV-13, supplied eight "Costs For Kids" collection bins for a recent promotion. Over 12,000 costs were donsted and over \$8000 reised to help keep Toledo's needy children warm.

• WFMS/Indianapolis, in association with WTNR-TV (NBC), held a benefit concert for the United Way. Performing on behalf of the charity were the Judds, Lee Greenwood, the Nithy Gritty Dirt Band, and the Forester Steters. Over \$40,000 was raised.

HOLIDAY LIGHTS — KC-99/Rochester staged a "Holiday Lights" Christmas contest, whereby listeners were asked to include the station's calls in their outdoor holiday decorations. The winner earned \$999 in cash and an equal amount was donated to his favorite charity. Placing first were the sixth grade students of St. John The Evangelist School in Penfield. Also pictured are the three contest finalists.

.

EVERYBODY'S CALLING ON Girls Next Door

"LOVE WILL GET YOU THROUGH TIMES OF NO MONEY" GUARANTEED TO MAKE YOUR REQUEST LINES LIGHT UP! JOIN THOSE ALREADY GETTING CALLS...

CHETTAIBUTTED BY C	APITOL RECORDS			Nas	lusic Square Inville, TN 37 815/242-193	203				
R&R:	MEW &	ACTIVE	57/14	ľ.	USIC GROU			BB: 67	CB: 79	
WYII	WXTU	WQBE	KLZ		-		WWKA	WNYR	WYNG	WROZ
KUSA	KSOP KRZK	KLUR KYKX	WCAO	KIZN	1.20.0	KUU T	WIXY	WMTZ	WTCM	WTVR
WPOR	KGAY	WGTO	KSO	KWKH		KFDI KUUY	WAMS KCKN	KFGO KFQX	WEZL KJBS	WUSY KQIL
KNNN	KRKT	KRYS	KWOC	WCCN		WIXL	WMML	WRNS	WTSV	WVAM
KLLL	WXBQ	WPAP	KOLO	WTVY	KHSL	WGNA	KNOE	KALF	KFEQ	KIGO
WDXE	WKYG	WWWW	WTCR	WUSQ	WXCL	WWNC	KKYX	WWJO	KTTS	WYNE
WOKK	WJAZ	KBRQ	KAKA	KEIN	KFRD	KKAL	KRDR	KRWQ	KVOC	WBGW
WXTU	WLWI	WKIX	WWWA	WACO	WSLR	WOW	WAXX	KJNE	WHIM	WKCQ

THE STATLERS ARE THE PEOPLES CHOICE

RR

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PolyGram Records

COUNTRY

Lookin' Good!

Continued from Page 62

why the folks at Can Cities went after WPLO. Put the two together and you have an 8.7. which ain't too shabby streetwise.

WPLO & WKHX OM Neil Mc-Ginley sees no reason to panic about 'KHX's decline, noting, 'Looking at the last three or four years, our best books have always come in the spring while we've slipped a bit in the fall."

On the other side. WYAY OM Bob Neal said one of the biggest things Y106 did was fix its signal. "We were on the old tower for the first four weeks of the book but went from 967 feet to 1400 feet for the last eight weeks. This brought us much closer to signal parity with WKHX."

WYAY was also very aggressive promotionally. In \$100, \$1000, and \$5000 hits they gave away close to \$90.000 in cash

For you Figger Filberts quickly adding up the Country share, you've probably already noticed it's slipped 13.9 to 13.6. But remember the 13.9 of last spring was the highest Country share in Atlanta's history. The real good news is that both FMs are outperforming their 12+ shares in the 25-54 category

This market promises to be one of the hotter battles in 1986. In his parting shot, Neil McGinley said. "Y106 had a good book so it looks like we'll have another competitive year." Befitting the number two Country FM in town, Bob Neal was a bit more graphic, adding, "The guns are blazin'

Cincinnati 12+ Hami An MA Pas Suits

FR

WURE-FM 42 7.8 9 Ya know, a PD's gotta have mix-

ed emotions when the guy across the street turns out the lights. Sure, your first thought is how great it's gonna be with no direct competition. But then you realize you aren't going to get the other station's former listeners by default. Like John Houseman would say, "You've got to earrrrn it." And earn 'em is exactly what WUBE/ Cincinnati and PD Mike Chapman set out to do. And it's what they accomplished. Check out the 9-1 jump in the 25-54 rankings. The major weapon was a direct mail campaign. "That was the total answer," said Mike. "We designed our own piece and sent out 513.000. The total prize package exceeded \$50,000 and included a conversion van, a boat, a car, and a number of vacations. The whole thing probably cost \$150.000, but we doubled our numbers and went to number one 25-54. It was money extremely well spent."

WUBE's skyrocketing numbers came in the wake of WSAI & WKXF dropping Country just prior to the start of the book. In spring '85 WSAI had a 1.6 and was 14th 25-54 Also in that book WKXF had a 2.8 and was tenth in the target demo. Thus, 'UBE alone is just .8 shy of the share previously accumulated by three stations. Up. up, and away!

Phoenix

		12+		25-54 Hank	
s		Sp 85	Fas	Spits	FBS
1	KNIX-FM	8.9	10.4	1	1
	KNIX-AM	1.7	2.4	20	11

For the first half of this commentary, reread the Cincinnati overview. It's the same situation here. KNIX-AM & FM found themselves alone in the format when KJJJ-AM & FM dropped Country to become News/Talk KFYI and A/C KFYR prior to the book.

The result was KNIX-FM grabbed a market-topping 12+ share of 10.4 to tie with AOR KUPD. This was the first time in its history that KNIX hit double digits. It was the third time the station was number one 12+. (Previous number one ratings came back-to-back at the peak of the Urban Cowboy craze in spring and fall 1980, with a 9.2 and 9.1.)

I know I repeat this stat in every one of these mini-profiles. And everybody (except GM Mike Owens, General Program Manager Larry Daniels, PD Eric Foxx, and the salespeople. of course) may be tired of seeing it. But here goes: For the 16th time in the last 17 ARBs, KNIX-FM has been number one 25-54. Simply amazing. Even more amazing: KNIX-FM is three shares ahead of its nearest competitor 25-54.

Heaping praise on his staff. Owens said, "It's truly a great group of people. We plan it, execute it, and it sure seems to bring results.

KNIX-AM pulled its best numbers since spring '82 (also a 2.4). It also made a nice move in the target demo rankings. No doubt KNIX-AM was the beneficiary of KJJJ-AM's bailout.

Looking at market totals, the KNIX 12+ combo of 12.8 is just short of last spring's four-station total of 14.0. Like WUBE, KNIX did a superb job of attracting a former competitor's audience before they were lost to another format.



KENTUCKY FRIED AMATEURS - Charly McClain and Wayne Massey are flanked by the winners of the Kentucky Fried Chicken Amateur Song writing Contest: (i) Darryl Autry and (r) John Seay. After the contest, the winners joined McClain and Massey on the "Nashville Now" set for a post contest interview

San Diego

			25-34	
	12+		Rank	
	Su 85	FWS	Suns	F'85
KSON-FM	3.2	4.5	11	5
KCBQ-FM	1.6	3.0	17	11
KCBQ	.9	1.3	21	11
KSON	.9	.9	19	24

The more-than-three-point jump in the Country share is the big news in San Diego this book. The 9.7 garnered by the four stations is the largest share since the 11.4 chalked up in the winter '83 book. KSON-FM's 4.5 is the biggest single share for a Country station since at least spring '79. KSON-FM's major promotional

thrust was a direct mail "lottery" campaign that began halfway through October. "That had an awful lot to do with the cume in-crease," said PD Mike Shepard. We were trending upwards before it went out, but there's no doubt it made a great impact."

Shepard also credited KSON-FM's increase to "making this a better overall radio station. We finetuned the music and beefed-up the services on the morning drive

Regarding the increase in the total Country share, he said, "Both (sets of) stations were promotionally aggressive. With (KCBQ-AM & FM GM) Charlie Ochs entering the picture, each side got even more serious about the fight. The resulting competition made all of the stations better."

San Francisco

	L2 -	12+		25-54 Rank	
	Su 85	FILS	Sults	F'NS	
KSAN	3.2	4.1	7	2	
KNEW	2.2	2.3	14	15	

Look out! KSAN is number four in the market 12+. "Who woulda thunk it." you might say. But you wouldn't say that if you knew the Mairite people. You see, no one's ever told KNEW & KSAN VP/GM Steve Edwards, National PD Jim Wood, or KSAN PD Bill Stedman (who spent a couple years with Malrite in Cleveland prior to heading West) that SF isn't a Country market. What they do know is how to run great-sounding Country stations, which complement one another.

A combined 6.4 12+ share is good enough for second place and the highest 12+ share since the 6.8 in spring '83. More significant, perhaps was KSAN's big 25-54 move. The combined 25-54 share puts the KNEW/KSAN duo in the catbird's seat for those demos

Asked about the KSAN number. PD Stedman said. "We've been doing this for a while. After a time it just clicks and catches in the people's minds. We're not doing anything drastically different than we did six months or maybe even a year ago. We always do TV and target it well. We had hourly giveaways with low-key contest liners and a nice Christmas promotion. But overall we didn't do anything that we don't ordinarily

There were some changes on the AM side when KNEW PD Bob Guerra took over the OM slot this month at Malrite's recently-acquired KLAC & KZLA/Les Angeanwhile, Harry Val has slipped into Guerra's chair at KNEW



SPOOKY CHRISTMAS — WMNI/Columbus air persona ality Soook Beck man and traffic reporter Sgt. Dick Geary are shown here at the "MM-sp-onsored "Spooks Santa Zoo." Over 1500 stuffed animals and 45 baskets of food were collected and distributed to 45 families, institution nursing homes throughout the area



CRAZY NOT GOOFY - WHN/New York contest winner Sharon Dahl (r) nd 'HN afternoon jock Dan Taylor had a great time at Walt Dieney World with escort Gooly



NASHVILLE THIS WEEK

Skaggs's International Tour

CMA Entertainer of the Year Ricky Skaggs and CBS Records kick off Phase II of their international marketing plan, which will cover 15 dates in 11 countries im 20 days.

tional arena presents a great op-

It's A Star Search For

Songwriters

run half-hour television series

showcasing songwriter competi-

tion among the new and most

talented, is scheduled to air September '86 in 185 markets.

According to producer Sam Rid-

dle, Ben Vereen will host the

weekly series, formatted for

three-song competition, with the songs being sung by former alum-

ni of "Star Search," who will ap-

pear as regulars on the show.

Each week, the winning song will receive \$1000 and is eligible for the

following week's competition. There will be 12 semifinalists at

the end of the season. It's then

narrowed down to four, with the

"You Write The Songs," a first-

portunity for our art form."

In May 1995, Skaggs made his first European tour, encompassing six countries and eight dates, Combining that success with his CMA Entertainer of the Year award, the joint forces of CBS Records/Nashville, CBS International, CBS New York, CBS UK, in association with Paul Fean of the Asgard Company (who handled the initial tour), began immediate formulation of a return visit to double the original tour schedule.

E/P/A Sr. VP/GM, Dea Dempsey commented, "Ricky had set his goals for the international market feeling that he had a music and a presentation that had international appeal." CBS/Nashville Sr. VP/GM and CBA President Rick Blackburn added, "It's very encouraging to see Ricky Skagga's success in doing business on a workdwide acale. This CBA Entertainer of the Year's entrance into the interna-



CASH JOWS PERKINS TRIBUTE — Resame Cash was the only female artist featured in a television special tribute to Carl Perkins. Cash joined Dave Edmunds, Ringo Starr, George Harrison, Eric Clapton, Silm Jim Phantom (formerly of the Stray Cats), and Perkins in the show, which was aired in Great Britain on New Year's Day and will air in the United States on HBO in January or February. Pictured (irr) Cash, Starr, and Phatom.

number one song winning \$250,000 and the runners-up \$50,000 each. Riddle said, "We're not looking

Riddle said, "We're not looking for the songwriters, we're looking for the song, and Nashville will play a very important role, as there are probably more songwriters in Nashville per capita than in any other city in the world.

A Nashville liaison yet unnamed will be chosen to work with the show producers, Beb Banner & Associates, and Television Program Enterprises. Until that person is in place, all entries should be forwarded to Bob Banner & Associates, 8687 Meirose, Los Angeles, CA 50089.



Bits & Pieces: The glitter was in the gold and the proof is in the platinum. The Judés are shown receiving congratulations and celebrating the newest award for their RCA LP "Why Not Me."... On the road, another dust Merris and Mandrell (Gary and Barbara respectively) will combo for a

14-city concert tour to begin March 2 and wrap up the last week in April. Morris will combine his music and acting careers, flying to the West Coast to tape "Colbys" segments between concert engagements ... The Foresters are working on their second album for Warner Bres., but later this month their family harme will be heard as the back-up voices for the Bellamy Brothers next LP ... Bluegrass great Bill Mearce will celebrate 50 years in bluegrass with a commemorative "50-states" tour. This man, a king among kings in musicdom, is credited by many with founding and creating bluegrass as an American art form . . . Louise and Iriese Mandrell will appear on the Arthritis Foundation National Telethon scheduled to air from Nashville on Sunday, April 27. Mickey Gilley, national celebrity host, will be joined by Bill Andersen, who will serve as MC and national anchor host .

Just thought you'd like to know!

NASHVILLE IN MOTION

Michael Martin Nurphey join Kragen & Co. for management, where he will still be handled by his longtime manager, Gery Borman ... Vision Management has added Stan Strictiond as pariner and Director of Sales and Markeling . . . Maya Video, formed by Randy Nille, opens in L.A. with a video production facility. Nile serves as President of the Company and most recently produced Bobby Blue's Video , "Once Upon A Time." ... Al Caudell has been tacced to handle PR duties for Nashville india label Fic Fac. . . Pele Drate is moving his Drake Music Group to Berry Hill. The new address is 648 We it inin Drive, Nashville, 37204 (615) 269-6922...Ghost Town in The Sky ment park in Maggie Valley, NC ACT N 15 signed recording artist Rezzy Balley to a three-year contract as the park's rson and featured artist ende Reggie Mec has been appointed President of the booking agency McFadden & Associates Inc.



RAZZY SIGNS WITH GNOST TOWN — Pictured at the aigning of Razzy Balley's new three-year agreement with Ghoat Town in the Sity are, from left, Steve Mittolat, director of marketing for Ghoat Town; Razzy Balley; John Don's, president of The Hafmark Direction Company; and Kelth Robinson, general manager of Ghoat Town.



WHO'S NEW

RCA's Pake MoEntre, whose first angle release is "Every Night," credits his greatest influence to Merie Haggerd. "As a small boy, our femily vialted Neatville and I bought my first Haggard record."

Pake's einging career began early as he travelled on the nodec circuit with his dad, Clark, also a champion rodec cowboy. Along with his aleters Reba and Buele, Pake would aing for nicitals, dimes, and guarters in hotel tobbles. " ang 'Jesus Loves Me' and Reba would aing her special version of Hound Dog."

The Oldshoma netive has made a serious commitment to his musical carreer, but he plans to keep his membership in the Professional Rodeo Cowboy's Association and keep right on a ropin' steers! Over the past six years. McEntire has combined his aligning and rodeoing by performing at the rodeos in which he was competing. Prior to signing with RCA, Pake has released two albums and several singles on "Old Cross Records," his own label.



Who's New is a recurring Nashville This Weak feature spollighting artists making their debut in Rights, Country New & Active section.

66/ RaR FRIDAY, JANUARY 31, 1986



EASY LISTENING RADIO

BECOMING MORE FULL-SERVICE?

Torbet Polls GMs, PDs

Judging from the fall '85 ratings thus far, Easy Listening (including Big Band, Nostalgia, and Classical) more than held its own. Winning standouts include WJIB/Boston; New Orleans's WBYU and WWIW; Milwaukee-Racine's WOKY and WFMR; Phoenix's KQYT, KMEO-FM, and KLFF; KODA/Houston; WWEZ/Cincinnati; KING-FM/Seattle; WCTO/Long Island; KXL/Portland; WPCH/Atlanta; KDUO/Riverside-San Bernardino; KBAY/San Francisco (San Jose book); Cleveland's WQAL and WBBG; San Diego's KJQY and KPQP; KJLA/Kansas City; Los Angeles's KJOI and KBIG; and WPEN/Philadelphia.

Prior to the release of the ratings Torbet Radio surveyed Easy Listening station managers and programmers, quizzing them on a variety of format-associated topics. The poll was supervised by Sr. VP/Research & Marketing Mariana DeLace and ranged from newscast offerings to on-air talent objectives. Following below are some of the responses culled from the 29-question survey.

What, if any, is the single greatest weakness of a syndicated format?

GMs: Would like more flexibility, more current music, local programming control, less repetition, and the ability to delete unwanted songs on format tapes. PDs: Would like more variety,

PDs: would use more variety, less repetition of music/titles, greater rotation and depth, and localization.

What is the "best" syndicated Easy Listening format currently being offered? "The 'best' syndicated formats currently offered: Bonneville, Churchill, TM, and Kalamusic."

GMs: Those who answered yes cited background/"elevator" music and age perception, plus lack of Easy Listening station promotional efforts as the primary causes.

PDs: Were in agreement with GMs' first three reasons: also mentioned non-listener format perceptions and selling the buying power of 35+ to media buyers.

What is the most successful contest or promotion you've ever sponsored?

Leading the mentions for both GMs and PDs were trips, givesways, and mystery songs. What one objective best de-

Here again GMs and PDs agreed, most often citing friendly, relaxed, conversational, communicative, personable, warm, easy, and one-on-one.

Is Easy Listening becoming more full-service?

60% of the respondents said yes, 35% somewhat, and 5% no. 68% believe it's important for an EZ sta-

tion to be community-involved. Are news, sports and business



VINTAGE BENNY — WQXR/New York has added the "Best of Benny" to its Sunday lineup. The opening program featured withhit lease Stem as host. Going over the final datalis are (i-r) James Lebenthel of Lebenthel and Company, sponsor of the rebroadcasts; WQXR President/GM Warren Bodow; and Robert Michelson, distributor of the programs.

reports an integral part of an Easy Listening format?

88% of the respondents answered affirmatively. Surveyed stations air an average of 1.3 newscasts per hour, averaging 3.18 minutes in length. 41% consists of local news, 36% antional news, 25% international; 50% are affiliated with a national; addo network.

Do you consider your station format to be traditional Easy Listening, contemporary Easy Listening, or a mixture of the two?

Traditional: 32% of GMs; 21% of PDs

Contemporary: 28% of GMs; 32% of PDs

Mixture: 40% of GMs; 47% of PDs

Is it really possible to be both traditional and contemporary? 80% of PDs said yes, while 65%

of GMs agreed.

How are contemporary vocals perceived by your audience? GMs: 21% said very well, 54%

GMs: 21% said very well, 54% well, 16% not too well, and 9% not well

PDs: 21% very well, 54% well, 20% not too well, 3% not well.

Those stations polled air 4.6 vocais in an average hour: 65% of these songs are the original artist or group. 63% of the vocais are by a solo artist versus a group.

Is commercial incompatibility a problem?

GMs: 12% said frequently, 77% sometimes.

PDs: 27% frequently, 65% sometimes

When it's a problem, 56% recut it, 28% reject it, and 16% run it anyway; 9.3 minutes of commercials per hour was the average.

Is there room for more than one Easy Listening station per marhet?

73% of GMs said no and 68% of PDs concurred.

PROGRAMMING NOTES

CHFI/Toronto presented the "Great Toronto Ski Dev" at the Metro Zoo, an opening day kickoff to National Ski Kalamusic welcomes WVEN/Springfield, IL; KOLT/Casper; WORA/Warrentown, VA; and WDAQ/ Denbury as clients WKBR/Manchester, NH's news department wins Golden Mike from the New Hempe Association of Broadcasters ... KBIG/Los Angeles isunched its series of "Setundary Night Specials" with an hour of Julio Intestes and his munic . WQRCAtyannis, MA and the BBC presented a live simultaneous broadcast via astellite to honor the 300th anniverany of the Plignins' naming their new towns after their old homes (Bernstable, Phymouth, and Bristol) WNCN/New York leatured a two-hour live broadcast from Tower Records with Lucia

FLOW BHI Nash successes Ben Cegle as GM of WDEF-AM & FM/Chattanooga: Michael Alfano takes on PD dules for both outlets ... WMRE/Boston mom-

Mariann DeLuca

community?

Both GMs and PDs concurred:

neville, followed by Churchil

Do you think the format has an image problem in the advertising

TM Easy Listening, and Kalama

both outlets . . . WMRE/Boston moming host Warren Schroeger returns to neighboring WJIB, where he previously spent 13 years . . . Sally Goswell joins KGON & KSGO/Portland as Promotion Director ... Sig Sallowicz hosts the 10-11am slot on WVVX/Highland Park, K.IOI/Los Angeles recently cele brated 15 years as an Easy Listening WLEE/Richmond relocate outlet to 3977 Deep Rock Road. Box 8477. Richmond, VA 23226; (804) 747-0107 ... KMLO/Vista, CA wel-comes Gary McEvoy as PD ... Milchell Rolnick, new Supervisor/Studio **Operations at WPEN & WMGK/Phile**delphia, will appartneed the stations' reconstruction project. In related activity John Costello is promoted to Assi Chief Engineer and Tony Riccio to Meintenence Supervisor.



SUPPORT GROUP — WQAL/Cleveland recently aponsored the Shriners' Free Crippied Children's Clinic. Children up to 18 years with orthopedic injuries and disorders were given free examinations; some were selected for free medical treatment and hospitalization. Surrounded by cap-bearing Shriners are (I+1) WZAK/Cleveland AE Earl Jones, WQAL's OM Larry Morrow and Promotion Director Andrea Amico, WZAK Assistant to Promotions Reiph Poole, and WQAL personality Jay Lynn.



WHUR'S ANNUAL FOOD DRIVE

Harvest For The World

The end of the calendar year always brings a rush of public service promotions in all formats. Because of the nature of the Black/Urban format and its long tradition of community involvement, public service is a year-round commitment.

Last year WHUR/Washington MD Mike Archie brought the station's annual "Project Harvest" remote food drive to our attention. This week, we asked the station's Patrick Ellis to share the logistics of staging a successful community promotion so you can get a planning head start.

Ellis, the station's news producer and host of its Sunday gappel music show, has been with WHUR since Howard University took it over from WTOP 15 years ago. For ten of those years he's been involved with Project Harvest.

Founded by Lillian Greese, Project Harvest is a non-profit charitable organization which has been operating in D.C. for the past 19 years. In addition to helping needy families. Project Harvest aids senior citizens' homes, hospitals, and settlement homes.

The foundation is co-sponsored by the local Anthony Bowen YM-CA. For years, the principal radio station sponsor was the old WOOK-AM. In 1977 WOOK jumped to FM and became the more teenoriented OK-100. Air personality Jerry Philips, who had been that station's Project Harvest liaison, took his "Morning Sound" program to WHUR and brought the annual food drive with him.

Months Of Thanksgiving

WHUR raised \$18,500 cash and filled two tractor trailer trucks with food for needy Washington families this past year. How much lead time does something like that "Approximately six take? months," says Ellis. "If you've never done this sort of thing before. maybe eight months. There are a lot of things that have to be taken care of. First there's finding and securing a site for the event, which can be difficult. Next you need to make sure the site you've chosen has everything you need to make the event come off smoothly.

In previous years Project Harvest had been held outside the District Building, Washington's City Hall. This year it was moved to the Old Post Office Pavillion, a new development of shops and restaurants in downtown Washington.

"The second step," says Ellis, "is making sure you have power outlets for electricity. You must fmp/RaR FRIDAY, JANUARY 31, 1986

Washington's Superstation

Last year we had organizations like the Safeway stores; they've been involved longer than I have. Just this Thankagiving the Safeway people donated the two tractor-trailer trucks we filled with food. Afterwards, they drove the trucks to our marshaling point, where the food and money were inventoried and distributed. Here's where the police come in again. They guarded promos from local dignitaries. This year we got promos from Mayor Maries Berry plus several congressmen and senators. We also get promos from celebrities in the entertainment industry who happen to live here or come through town. We ask them to lend their names and help us raise money and food. Most do. Some hear what we're doing and volunteer their



PHILLIPS RETURNS AT HARVEST TIME — Although he's been gone from WHUR for several years now, Jerry Phillips (seated) returned to help with this year's Project Harvest. Fronting him are (I-r) WHUR's Patrick Ellis and Marilyn Robinson, Project Director Lillian Greene, and WHUR ND Tom Pope.

also get with the phone company about installing the telephone lines that will be needed to do your live broadcast.

"Then you must interact with your local police for all the help you'll need to make sure nothing goes wrong. For example, the police will take care of the security so the crowd doesn't get out of line and cause a disturbance. They will also take care of any traffic problems that might arise since so many people drive up with their donations and hand them to you from their cars. We always get a lot of people giving and partying on their way someplace else. It's an event you just have to see to apnneriate.

> Lining Up Corporate Sponsors

"Corporate aponnors are very important to this type of project. 31, 1986 all the food and money until we were ready for distribution. "Other charter sponsors includ-

ed organizations like the Riggs National Bank of Washington and PEPCO, the local power company. This was their first year working with us and they donated \$2000. And Coke was also on hand. These organizations do a lot of good nes on behalf of the needy. They thi help us promote what we're doing by paying for things like buttons, event literature, and other items we don't have the money to put up ourselves. The Riggs National Bank has a recreational vehicle they've let us use for the past five years, and we broadcast from it.

The Big Day

By October 1, Ellis says Project Harvest becomes his fulltime job as he begins adding the final touches. "We go out and get taped time and voices to the cause.

"After that, it's time for the live broadcast and the collection of food and money. We have a 20-person working staff for the day of the event, which takes place the Tuesday before Thankagiving. We open



RIGGS RIGS SUPPORT — Broadcasting in front of the mobile unit loaned by the city's Riggs Nutl' Bank are (i-r) Phillipe, WHUR's John Blake, PD Jesse Fax, MD Mitte Archie, Star-Step's Stephanie Colbert, and WHUR's Emme Jonee.

up on Monday and by Wednesday night it's all over."

WHUR takes care of getting the food and money to Project Harvest. In turn, the organization arranges the baskets, adds turkeys and fresh produce to the collected food, and distributes the goods. "People who've been identified as needy by a number of community organizations are ready to have a nice Thankoglying dinner, courtesy of other people who care about their fellow man." motes Ellis.

Premium Efforts

"The corporate perks we offer also bring a good response. For example, we might say anyone who comes to our location and donates \$100 or more will receive dinner for two at a local restaurant. We gave away home recording equipment to someone who donated \$1000. 7-Eleven was also very good about supplying perks for giveaways."

PD Jesse Fax and the WHUR staff recently made their mark in Washington by becoming that city's I station, as well as besting competitor WKYS for two books in a row. That's the first time that's happened since WKYS's ascent in the early '80s. Most agree that much of WHUR's strength lies in its community service and its image as "Howard University Radio."

Ellis is fiercely proud of Project Harvest's success and regards similar moves by other D.C. stations (most notably WKYS and MOR WMAL) as competing efforts, much the same way a promotions director would view the other guy's "Music Guarantee" or "Cash & Cara" giveaway. Ellis would be willing, however, to share his accumulated experience with stations in other cities beginning a food drive or looking to bolster their efforts. Whatever the case, the time to plan any future commanity service project is now.



Two Great Singles From THE WILDCATS ORIGINAL MOTION PICTURE SOUND TRACK

> MICHAEL JEFFRIES/"RAZZLE DAZZLE" MAVIS STAPLES/"SHOW ME HOW IT WORKS"

Produced by Hawk Wolinski and James Newton Howard for "Wildcats", the Warner Bros. motion picture starring **Goldie Hawn** Mavis Staples appears courtesy of Private 1 Records and CBS Records

🗣 🛛 1986 Warner Bros, Bevords Inc.

MARKETPLACE

COMEDY

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VIDEO /4 features WZGO/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 WXRK/Howard Stern, WFYR/jeff Carten and yor, james, KRC/Bobby Ocean, KRA/Horperor Bob Hudson, WYNYAHIN's A Harris & Harris, KSRMM: Moby, KYUU/ Rick Shaw & Phoenix's new KKFR, 90-min. casette, \$5.50.

Current Issue #69 festures Ritsburgh's WHTX & B94, KIS/ Rick Dess, KZZP/Clarke Ingram, WAVA/Charle & Herrigan, KH/Dave Hull, St. Louis A/C KSD, Kansa City's new CHR KKC, WLS-AM/Szeve Dahl. 90-min, casette, 53:50

Sprctal lasue /S-73 features CHICAGO AM DRIVE! WLS/Larry Lujack, WLUP/jonathan Bradmeier, WGN(Waly Philips, WMET/Scu Collins, WJHK/joel Sebastian, WCKG/joh Lus decker, plas VXRT & WGE(1; 90-min, casette, \$550.

Special Issue /S-74 features Las Vegas CHRs KLUC, KITT & KYRK, AOR KOMP, & A/Cs KUDO, KMJJ & KMZQ, San Bernardino CHR KGGI, AOR KCAL-FM, & A/Cs KMEN, KOLH & KBON, Bakersfield CHRs KKXX & KQXR, Oldies KGEO &

AC KLL / Casette (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.

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

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14

RED RERSON

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PROVEN MONEY-MAKER

Contemporary

1.

FREE

Sample

Stand Stand

Weird! Wacky! & Wild!

Write on station letterhead to: CHEEP LAFPS 1111 W. El Camino Real Suite: 109-212 Sunnyvale, CA 94087

COMPLETE BITS

Not just one-liners, but a series of complete, ongoing bits Write for free samples or send \$10 for starter kit and info to:

GHOSTWRITERS 2301 Unity Avenue North, Dept. RR-7, Minneapolis, MN 55422

A COMEDY EDITORIAL

SYNDECOM, 550 Price Ave., #8, Redwood City, CA 94063

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Collect (415) 366-1781

Hundreds renewed again!

Free sample!

Contemporary Comedy

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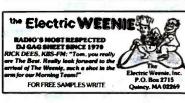
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PERM

DEMO

Ratings And Revenue Hiney Wine • Amatellin "U" • Whamco • Bobby Jo's Bar & Grill . Irving Lobiolloy on Sports DORSEY AND DONNELLY ENTERPRISES 1170 Corporate Dr. West, Suite 207 Arlington, TX 76006 1.000.331.0000





of radio's most popular humor service head to: O'Liners ole, write on station letter 1237 Armscost Ave., Suite #8-R Los Angeles, CA 90025







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BERVICEI Airshift-ready music notes, star facts, calendar, more!

"If Today is Your Birthday" Carol Bushman, nationalty known Astrologer, is now of-fering her unique, upbeat birthday forecast. Very modest fee with exclusively in your city. Call or send for a ONE-MONTH FREE TRAL SAMPLE. Carol Rushman & Co. 6290 N. Port Wat

shington Rd., Giendale, WI 53217 (414) 962-5228

CONSULTANTS

ADULTS ONLY The only UPTEMPO ROCK FORMAT specifically designed for ADULTS 25-49 For free demo or more info: (512) 448-1873

"DROPINZ" 50 wild tracks for your show each month only \$20. Semi-annual and yearly rates too. Sample cassette \$4. Station consulting, aircheck critique and production by a 22-year major market veter an Call or write for rate **Stu Collins Broadcast Services** 174 King Henry Court, Paletine, IL 60067 (312) 991-1522 Gw FREE DOPE "The Kingpins of Organized Comedy" Comedy Warehouse, 10240 West St, Martins, Franklin, WI 53132 (414) 529-5813 EMPLOYMENT/INSTRUCTION 10,000 RADIO, TV JOBS Over 10,000 Redio & TV jobs are published every year. Up to 98% of the nationwide openings can be found in THE AMERICAN RADIO JOE MARKET weekly pap MAnnu The most current anu America Ame colleges and universities. Complete listings for DJs. Program Directors. News people, Sa Engineers. Production Directors. All major. m medium & small markets ta: AOR, COUNTRY, MOR, CHR, BEAUTIFUL MUSIC, NEWS, TALK Many A SE OD SPECIAL 6 weeks \$1495 American Radio



RADIO & RECORDS 1930 Century Park West es, Call. 90067 (213) 553-4330 Los Ange

70/ BAR FRIDAY, JANUARY 31, 1986



OPPORTUNITIES

OPENINGS

SOUTH

ID needed. A/C leader in sunny South. T&R: Sunny 106, Box 89, Augusta, GA 30903. EOE M/F (1-31)

Top-reted CHR seeks talent for future openings. No begin ners. T&R: Mille Stewert, PD, 50 Old Hickory Bivd., Jackson TN 38305. EDE M/F (1-31)

a, all shifts Seek pros. Three years' exhelpful, not necessary. T&R h. TX 77340, EQE M/F (1-31)

TOP RATED 100kw CHR

In growing Georgia, Florida, Alabema mar-ket, purting finishing touches on winning air staff, seeks aggressive/hi-profile, tal-ented personality. Come to the sunny, warm South and let's *win* together! Send T&R to: Radio & Records, 1930 Century Park West, #249, Los Angeles, CA 90067.

EOE

Newsparses. One-men news staff for top-rated Country AM/RM. T&R: Millis Allen, OM, WTVR AM/RM, 3314, Cut-shaw Av., Nichmond, VA 23230. EOE M/F (1-31)

WJYO-PM seeks full/perttime A/C air talent. Minimum five years' experience. T&R: Devid Souse, 2001 Mercy Dr., Or-lendo, FL 32808. EOE M/F (1-31)

Crossitive talent needed. Writing skills/character voices. T&R: TK-101, Box 12764, Pensacole, FL 32676. No calls. EOE M/F (1-31)

WSB ^{FM} ANNOUNCER

WSB-FM needs midday talent. Atlanta's A/C leader needs strong communicator for impor-tant daypart. T&R: John Chappell, PD, 1601 W. Peachtree St. NE., Atlanta, GA 30309. EOE M/F

Creative talant with energy/pipes to make 100kw Modern Country Powerhouse come alive. T&R: Torrmy Lee, Box 278, Anniston, AL 38202. EOE M/F (1-31)

d A/C FML Future openings for morning drive/Assist : Herrison Cooper, Box 1327, Valdosta, GA 31601 PD. TAR: Harris EOE M/F (1-31)

PD 100kw CHR FM. Experienced CHR programming at banefits. Work with top-rated airstaff. T&R: Jim Ryan 1 W. Granada Bivd., Ste. 201, Ormond Beach, FL 32074 BO1 W. Granada EQE M/F (1-31)

PM DRIVE

New Orleans PM Drive opening anticipated. Must be creative, humorous, interesting, and willing to work. Music target 25-49. Send T&R to: Radio & Records, 1930 Century Park West, #250, Los Ange-les, CA 90067. EOE

PL small market. Need strong DJ. Good production skills. T&R: BBI Thompson, PD, WAFC, Clewisto EOE M/F (1-31)

at PM on rest mount manufer ran seeks moture, entertaining morning personality. Pive years' experience. Strong production. T&R Hunter Henring, 2334 Airport Bivd., W. Colombie, SC 29169 EOE M/F (1-31) ks me

PMI drive/ news anchor. Needs production sense ty. Jim Dant: (205) 595-2940 EOE M/F (1-24)

KLTE-106 seeks 7pm-12am sir personality. Team player/good production a must. T&R: Bob O'Nell, PD, 441 Lagune, Corpus Christi, TX 78401. EOE M/F (1-24)

nny 105, Bo ND needed. A/C leader in sunny South. T&R: Su 669, Augusta, GA 30803. EOE M/F (1-24)

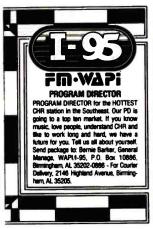
> **MEMPHIS HOT**

UP-N-COMING CHRI Need hungry midday air talent with killer instinct. Warm, fun, energetic, relatable. Love to do appearance! Hard work, strong production; many benefits! Send T&R to: STEVE KELLY, PD, 203 Beale Street, Memphis, TN 38103. NO CALLS EOE

SUMMIT COMMUNICATIONS, INC.

72/ R&R FRIDAY, JANUARY 31, 1986

OPENINGS



New Southern 100kw Country FM needs FD. Minimu years' experience/two years' in programming. Ed Hol (601) 693-2661 EOE M/F (1-24)

Tep-reted FL A/C with full-service news department. Seek morning anchor with strong/suthoritative delivery. T&R: Nen-cy Frost, WRCC, Box 189, Cape Coral, FL 33810. EOE M/F (12-4)

DO YOU THINK YOU'RE **TOUGH ENOUGH?**

to join a 24-hour mobile news team in Texas that goes to the scene of the action and works hard to get the story first. News is showcased at this major market Adult Contemporary station. Use your creative and investigative reporting skills here. Now looking for news anchor/reporter talent. looking for news anchor/reporter target. Love sports and you have the extra edge. Send T&R to: Radio & Records, 1930 Century Park West, #251, Los Angeles, CA 90067. EOE M/F

100 kw CHR has future openings. Minimum three years' ex-perience. T&R: Kelsey Scott, Box 570, Fayette, AL 36555. EOE M/F (1-24)

PM ready to explade. T&R/references: Mark 1740, Jacksonville, FL 32201. EOE M/F (1-24)

MIDWEST

intertaining & 'up'? Do you want mornings in Co t? Good money for the right pro. T&R: Mark Lindi Main, Dubuque, LA 52001. EOE M/F (1-31) sry format? (KIX, 908 Me

WWP2 has opening for midday air personality. Auto-experience helpful. T&R: Dennis Martin, Box 286, ry, MI 49770. EDE M/F (1-31)

MORNING CO-HOST

Top 25 AOR powerhouse seeks a funny and topical human being to co-host morning drive. Some news experience helpful. Great benefits and bucks to the right person. Minimum 3 years experience. No be-ginners. Send T&R to: Radio & Records, 1950 Century Park West, #246, Los Ange-les, CA 90067. EOE

Country Announcer needed yesterday. Produc T&R: Tim Ahlborn, WMKC, 334 N. State, Sai 49781, or (816) 347-5103 EOE M/F (1-31) stion a must. nt Ignace, MI

WCP2 reads alternation news anchor/reporter. Lifestyle-ented news delivery. Females encouraged. T&R: Ren Huan, Box 1390, Sendueky, OH 44870. EOE M/F (1-31)

Air talent/production, Adult CHR, No beginners. Future open-ings. T&M/photo (optional): KOLL, 318 1/2, S. Gillette Ave., Gillette, WY 82716, No calls. EOE M/F (1-31)

experienced PD. Also need Production Director volca/quality copywriting for top-rated CHR. suer, Box 1410, Lafayette, IN 47802. EOE M/F

News/sports person for delivery/gethering & PSP/production. T&R: Steve Owens, KSOK, Box 917, Arkanese City, KS 67005, EOE M/F (1-31)

OPENINGS

Just cost another to CA. Need 7-midnight, now. T&R: Pet Paston, JKG95, Box 1737, Sioux City, IA 51102. EOE M/F (1-31)

0102 M Q102. Major market top-rated station. Need only the best partitime talent. C&R: Dave Allen, 1906 Highland Av., Cincin-netl, OH 45215. EOE M/F (1-31)

NEW STATION NEEDS STAFF

Tulsa's new music intensive adult contemp-orary 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 and production director immediately. Good production skills a must. Rush cassettes and resume to John Carry, KVLT, Bex 900, Owasse, OK 74055. EOE MF

Co-anaharhapartar for NT. Aggressive on-street/polished on-air. Genet place in growing company for right parson. Recu-me: Howerd Manroe, WOMP, Box 448, Belleire, OH 43806. EOE M/F (1-31)

Creative? Need copywriter with good production/announcing capabilities. Females encouraged. Writing samples/T&R: KGRC. Box 1017. Hennibel. MD 63401. EOE M/F (1-31)

OHIO ROCKER Seeks tapes and resumes for immediate positions. Rush to Radio & Records, 1930 Century Park West, #248, Los Angeles, CA 90067 EOE

Amouncer for future opening. 100kw A/C FM. Will conside entry level. T&R: Chuck Yetes, KGRC-FM, Box 1017, Henni bel, MD 63401. EOE M/F (1-31)

Pallaime seleoperson. One year's experience. Selling of com-marclet time to prospective/setablished clients. Full benefits. Resume: Marty Green, Box 600, Eau Claire, WI 54702. EOE M/F (1-31).



News and Public Affairs Director

WJLB, Detroit's Urban powerhouse, needs a seasonsed News and Public Affairs Direc-tor. Applicants must have previous experience as News Director, planning and hosting a talk show, and be able to lead and direct a department. A sensitivity towards a large Urban audience is crucial. Send tape, resume, references and salary history to

> IAMES L. ALEXANDER Program/Operations Manager 2050 Penoloscot Building Detroit, Michigan 48226 EOE

rest/entituatestic night person needed now. Experience required. T&R: KCCO, PD, Box 728, Ames, IA 50010. EOE M/F (1-31)

Tep 20 market AOR seeks morning news personality. C&R: Media Strategies Inc., 30806 Squires Trail, Fermington Hills, MI 48018. No calls. EOE M/F (1-31)

WEST

ni mi ult needs ri mager. Three years' sal mming. Telephone sales expertise. Resu-, Box 1629, Canoga Park, CA 91304. No me: Dick Downes, 80 cells. EOE M/F (1-31)

KKBN/Twein Herts full/parttime openings. Twein Herts, CA 95383. EOE M/F (1-31) TAR: Box. 708

WINNER

In major N.W. market looking for adult communicator with *great* production skills. Imagination required. Send T&R to: Radio & Records, 1930 Century Park West, #247, Los Angeles, CA 90067. EOE

OPENINGS

Dedlessed ND. Must work odd hours. Station is committed to news. T&R: Sidney King, Box 1428, Victorville, CA 92392, or (619) 245-8636 EOE M/F (1-31)

e on-air personality. T&R: Lynn, KZMK/KSVA, 3614 Court, Sierrs Vista, AZ 85636, or (602) 459-1470. Kings Court, Si EOE M/F (1-31)

Q88-FM seeks highly talented, exciting on-eir personality. T&R: BH Kelly, OM, 888 W. 2nd St., Reno, NV 89503. EOE F (1-31)

--------------MALOR MARKET

COUNTRY STATION

Seeks up-and-coming Morning Talent! Must have morning experience and a warm sincere sound. Must understand short and to-the-point personality. Good bucks, good equipment, good benefits in a grow ing cityl Send cassette, resume, and references to Radio & Records, 1930 Century Park West, #245, Los Angeles, CA 90067. EOE

AE/Seles Manager. Must be good closers. Skw 24-hr station in Honolului Resume: Tom Adams, KLNI, Box 882, Peerl City, HI 96782, or (908) 671-8500 EOE M/F (1-31)

Hard/Filestyle. T&R/Fell/regional network. Versatile delivery. Nard/Filestyle. T&R/selecy regularments: Buce Buchanan, KALL/KLCY, 312 E. S. Temple. Selt Leke City, UT 84111. EDE M/F (1-31)



a winner in a winning city, send cassette and resume to:

Dave Parks, Vice President Of Operations KS. 103 Box 103

San Diego, CA 92104 FOF MIF NO CALLS PLEASE

No. A2's top-rated CMR seeks experienced PD/morning tal-ent, Must be outstanding talent with proven track record. Leadership quality. T&R: Don Cenn, (802) 634-3683 EOE M/F (1-31)

Albuquerque's nervest AC 98 KHJ seeks dynamite drive per-sonaity. T&R: Gery Marshall, 3500 Comenche, Bidg. E. Albu-querque, NM \$7107.



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 wellrun, successful company that knows how to win. This is a great opportunity for a real per-sonality. No calls, please. Send T&R to: KKAT-FM, P.O. Box 45150, Salt Lake City, UT 84145. EOE M/F

Tep-resed small/ medium FM A/C seeks air talent. T&R: Box 1068, Ukish. CA 95482, or (707) 462-0945 EOE M/F (1-24)

ICBN seeks qualified volunteers for program hosts. Country nusic formet. Tapes/inquirise: Country Hosts, IKCBN, 18111 Vordhoff St., Northridge, CA 81330. EOE M/F (1-24)

Go ahead. Make my day.

If you're a naturally funny human and/or humanoid, WE NEED YOU for our morning show and production room. Tapes from all formats welcome. Salary \$14,400/ year plus production/copywriting commissions. Resume and tape including your best production to: P. Wilson P.D., KJQ FM/AM

1506 Gibson Avenue, Ogden, UT 84404 EOE ... no droids need apply.



OPPORTUNITIES

OPENINGS

KCRL 96.7 THE ROLL SECTION IMMEDIATE **OPENING!!!**

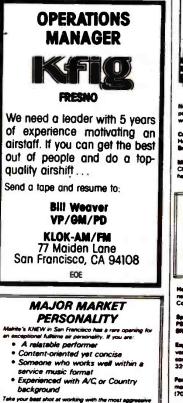
Local Sales Mgr. in Southern California's fastest growing area ... The Riverside-San Bernardino-Ontario metro. Must have minimum three vears' experience in Medium Market Radio Sales. KCAL-AM Spanish and KCAL-FM AOR seeking an experienced Sales Manager who will carry own list and develop local sales department. We are also looking for ambitious, self-motivated, experienced salespeople. Send resume to:



KCAL RADIO P.O. Box 390 Redlands, CA 92373 EOE MIF

KFIG #1 ADULT CONTEMPORARY

In Central California, looking for Adult Communicator with strong production qualities. T&R to Jon Smoot, KFIG RADIO, P.O. Box 4265, Fresho, CA 93744, EOE



Take your best shot at working with the most appressive company in the industry. TBR to Henry Valentine, KNEW, 66 Jack London Square, Oakland, CA 94607. NO CALLE EOE MF

KDÆW 91 AM

OPENINGS

TOP-RATED WEST COAST A/C you believe morning radio should be both provocative and entertaining, complemented with an excellent fast-paced information package, and can bring a win-ning track record to one of the nation's most successful and prestigious A/C stations, we would like to heer from you. Please send tape and presentation to: Ra-dio & Records, 1930 Century Park West, #241, Los Angeles, CA 90067. EOE

POSITIONS SOUGHT

Benutliki PLI News personality longs to feel send between her toes again. Leave message on either coast. SANDY: (813) 442-2082, or (305) 472-4384 (1-31)

Premotion opecialisti Major market experience. Client tie-ing to charity benefits. Conception to execution. Portfolio with excellent references. R.K. WILSON: (303) 781-1981 (1-31)

Violan of fermat change Top 50 market. Nine-year news sparts veteran. Relacele West Coast. Conversational. humar ous. WOODY CHAVES: (213) 204-0761 (1-31)

Experienced drivetime news anchor/personality. Good credentials from Beaumont to Buffelo. CODY: (713) 943-1238 (1-31)

Two years' experience, good pipes/personality. Seek medium market CHR. I'm the communicator you're look for, NE preferred. JOHN PERRY: (\$14) 342-2444 (1-31)

16-year voteran seeks PD gig Top 50 market. Charlotte's nice, but time to move on. STEVE SUITON: 97041 372-1104 (1-31)



Hey PLI Telenited air/production pro et top-rated Top 30. Seel new chellenge in smaller market. Any shift/formet except Country. SCOTT: (704) 553-1141 (1-31) rts pro oo the small

PSP/network experience, Excellent reco BRENT: (404) 468-2827 or 658-3171 (1-31)

erlansed BD cooks gig in madkim/large market to ad ice scarser. Creative, organized, hardworking people per-with extensive music knowledge, GARY: (301) 758son with exte 3264 (1-31)

Pamily man with nine years' experience seeks medium/majo market. Country, A/C, Oldise in East. MARK ANDERSON (703) 943-4969 (1-31)

Give me shullestient Two years' experience. Conquered shall town, need bigger challenge as CHR MD, BIG LAR: (308) 728-7980 (1-31)

Artisulate/versatile. Four years' A/C drive/news, production. BE Journalism. Anything but Country. I leve cold weather. CHUCK: (304) 265-2000 (1-31)

POSITIONS SOUGHT

Punny membra shew. Good bits/benter/experience. Proven publicity-gatter. Hardworking, reliable. Will relacate any Top 100, A/C, CHR/AOR. J.C.: (914) 965-5079 (1-31)

Major market broadvester. Sook menager/air/PD gig in medi-um market with major ideas. Over 10 years' experience. KEITH: (305) 271-1671 (1-31)

Top-rated afternoon drive in NY. Now in TV. 14 years at WALK/WKIK/WTFM/WBAB/WL/R. Unique talent, Are you in-terested? MALCOLM: 1516) 587-6468 (1-31)

PD at sep-rated small market wants to move up PD/MD/talent in medium market, CHR/AOR only, MARK-JEFFREY: (707) 822-7223 (1-24)

Ledy with a surprise seals madium/small market CHR/AOR, A/C, Prefer TX/CO/OK/KS. Six years' experience. DEBBE: (\$12) 926-7898 (1-31)

Illie replace this A/C afternoon drive announcer. Produc-heracter velose/humor. Impreseive track record. Madi-email market. MITCH: (819) 667-8665, 667-1241 (1-31) r/ch



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) 965-6130.

15-year vet programmer seeks Hot CHR to make top-rated. Proven track record. PHIL: 1318) 837-4380, or 837-3327 (1-31)

So you want a great & crazy jock? You've got him. Six years ADR/CHR. RANDY STEVENS: (714) 579-7781 (1-31)

Entry level peutien in radio. Broadcest School graduate. Hardworking, sharp, telented, Willing to learn/relocate. JOHN: (602) 945-8757 (1-31)

Clip this and save. 10-year vst seeks CHR/AOR in SE/MW. Married, stable Assist. PD at National Formet leader. SCOTT: (813) 837-8290 (1-31)

Top-resed Country, A/C (DJ/Promotions Director seeks excit-ing challenge. Excellent track record/stitude. TOM: (801) 896-8739 (1-31)

Best sinshift South/SE. Dependable. Four years' experience numbers/production/remotes/promotions. | learn quickly. TERI: (804) 237-4399 (1-31)

Experienced AOR. Tight production, aware attitude, great amile. Accept no imitations. JOHN: (312) 282-3773 (1-31)

I'm ready to program your station for success. Form WFIL/WAMS. DICK FENNESSY: (215) 927-5376 (1-31)

eed veloo & personality. Seat opportunity to grow in amail/ adium market. 14 months' experience. Any formet, any-hare. Available now. SRIAN DAVIS: (414) 962-3469 (1-31)

New available. Eight years' experience. Intensive AOR know-ledge. Dutstanding references. Would like to continue as MD, will take any offer. P.D. WITT: (\$18) 254-0394 (1-31)

I'm ready to put 13 years' audience-winning experience to work. MW Country FM preferred. Will consider other loca-tions. ALLEN: (316) 722-8786 (before 1pm CST) (1-31)

Dependiate. hardworking person seeks announcing, pro-gramming position Country/Oldise. 16 years' experience. ED LEAL: (817) 485-0234 (1-31)

British radie pre. 12 years' experience CHR/AOR/, A/C. Radio Caroline. Secremento area preferred, relocate for right offer, CARL KINGSTON: (916) 922-4824 (1-31)

Dates appearing at the end of each listing signily first week listed.

Important Notice: When replying to R&R

Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

Pres agent. 11/53 market experience. Drivetime/MD experi-ence for Top 100 medium market. Mild climate. CRAIG: (305) 755-1292 (1-31)

Leading for a streight man? A second potato? Maybe another Ed. McMahon? Call mel I have lots of experience plus a degree. CHAD: (805) 335-8479 (1-31)

Here small, will smool. Looking for evaning/overnight gig playing R&RR&B/Oddes. Experienced/researable. Interest-ed? JACKSON DOUGLAS: 18031 554-4863 (1-31)

Maming personality. One of America's top-rated personality Jocks. Phones/humor/big ratings. CHR, A/C, Country. AM DJ; Box 861333. Sen Diego, CA 92108 (1-31)

2/aggressive news/ sports/PBP/anchor reporter. Five perience. Prefer Los Angeles area. MIKE: (419) 537years experi 0313 (1-31)

high major/minor league baseball team wants the herdest orking veteren PBP men available? Seven vears' ex-rience. Strong references. BOB ELLIS: (801) 266:1230 (1-31)

veers WGCI. Seek announcer/MD gig with B/U, CHR. Int ratinge/references. EVAN LUCK: (312) 871-3838 (1-31)

MISCELLANEOUS

150kw AM/RH camba seeks service from all labels. MOR, -A/C, CHR. Michael Moore: MD, KOMA & KMY, Box 1520, Okishome City, OK 73101. (1-24)

R&R Opportunities Advertising

Realle & Records provides free (24 words) lastings to radio stations and record companies in Openings. Free beings of the same length are also available to individuals seeking work in the industry under Postions Sought. All other advertising must run display. Changes must be mailed in on con

Deadline

To appear in the following week's issue, we must receive your ad by Thereadey 12 noon (PST) prior to issue date. **Display advertising**

Display: \$40 per inch per week (maximum 35 words per inch) includes border and logo. Blind Box: \$50 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling. Pavable in Advance!

Display & Blind Box advertising orders must be type-written or printed and accompanied by check melled to our office in advance.

OPPORTUNITY FORM

	,	D POSITION SOUGHT
Region		I MISCELLANEOUS
PD Name:		NAME:
GM Name:		PHONE: (

1. Please type or print clearly, using 24 words or less to include address/phone number, and attach to this form.

2. Do not use abbreviations.

3. All ads are subject to editing.

Mail to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067

R&R FRIDAY, JANUARY 31, 1986/73

dable, mature male pro seeks new challenges. Prefer Texas or MW, 13 years

of experience, but I still want to learn. Call CHRIS at (915) 267-6391 before 1pm.

POSITIONS SOUGHT

35.9

In a six-station market! Creative, depen-

...

Arbitron littler, Double your ratings, double your fun. Top 100 markets only, that want to be #1, (217) 528-5107 (1-31)

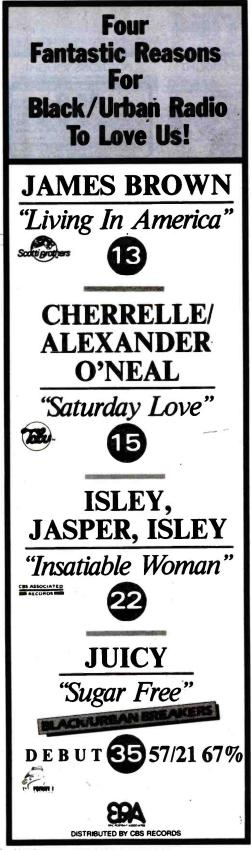
Great production person seeks future position. TX only, A/C, EZ/CHR. 808: (815) 673-2545, or 695-2697 (1-31)

Innovative marketing person can turn your small market sta-tion into madia canter. Use copyrighted "Radio/cable" ad selles program. Let's talk. ROD HARSELL: (406) 251-5487 (1-31)

f'm bered. No opportunity to cut loose & express myself. Got a chellenge for me? Five years in racio. Call today! FRANK MICHAELS: (802) 722-2916 (1-31)

IL/IM/WI. Seek opportunity A/C, CHR/AOR. Four years' exper-ience near Chicago. TON: (312) 535-1168, or Box 811, Tin-ley Pk., IL 60477, (1-31)

SW OH AM/PM drive. ON/programming. CHR. A/C. Proven winner. experienced. dependable. Available now for spring '88 book. (513) 528-5783 (1-31)



NATIONAL MUSIC FORMATS

Added This Week

Bonneville Broadcast System

Keven McCarthy (800) 631-1800 Easy Listening BARERA STREISAND "Somewhere"

Broadcast Programming

John Shemen Boo English (800) 238-6082 Adult Contemporary JAMES TAYLOR "Only You" AMETHA FRANKLIN "Another Night" Modern Country ALABAMA "She And I" JANE FRICKE "Easy To Please" EARL THOMAS CONLEY "Once in A Blue Moon"

Century 21 Gray Suphane (214) 934-2121

The Z Format ELO "Calling America" CARS "Tim Not The One" ARCADIA "Goodbye is Forever" TOM FETTY &... "Needes And Pine" John Couldan MELLENCAMP "R.O.C.K. in The USA"

The A/C Format DAN SEALS "Bop" JAMES TAYLOR "Only One" ATLANTIC STARR "Secret Lovers"

Super-Country TANYA TUCKER "One Love At A Time" WAYLON JENNINGS "Working Without A Net"

Concept Productions Even totypere (010) 782-7754

CHR DAN SEALS "Bop" ELO "Caling America" TOM PETTY &... "Needles And Pins" ATLANTIC STARR "Secret Lovers" SMPLE MINDS "Senctify Yourself" Country

Country MICHAEL MARTIN MURPHEY "Tonight We Fide" CHARLIE DANIELS BAND "Still Hurtin' Me" GIRLS NEXT DOOR "Love Will Get You..."

Drake-Chenault Bob Laurence (818) 883-7400

XT-40 MARILYN MARTIN "Night Moves" LOVERBOY "This Could Be The Night" JOHN COURDAR MELLENCAMP "R.O.C.K. in The USA"

Great American Country

MEL McDANIEL "Shoe Siring" JANE FRICKE "Easy To Please" MERLE MAGGARD "I Had A Beautiful Time" EARL THOMAS CONLEY "Once in A Blue Moon"

Media General Broadcast Services Bob Dummer (901) 320-4433

ACtion MDGE URE "If I Was" CARS "I'm Not The One" JAMES TAYLOR "Only One" ATLANTIC STARR "Secret Lovers" MKE & THE MECHANICS "Silent Running"

Your Country RANDY TRAVIS "1982" MARTY STUART "Arking" PAKE MEENTINE "Every Night" LANRY GATLIN "Nothing But Yor Love Matters"

MEDIA GENERAL CONTINUED

Hit Rock

MARLYN MARTIN "Night Moves" ABC "How To Be A Millionaire" ATLANTIC STARR "Secret Lovers" SIMPLE MINDS "Sancitly Yoursel" LOVERBOY "This Could Be The Night" JOHN COUGAR MELLENCAMP "R.O.C.K. In The USA"

Peters Productions, Inc. George Junet (800) 255-8511

Country Lovin'

ALABAMA "She And I" MEL McDAMEL "Shoe String" JANE FRICKE "Easy To Piesse" SOUTHERN PACIFIC "Perfect Strange" EARL THOMAS CONLEY "Once in A Blue Moon"

The Great Ones DIRE STRAITS "Walk Of Life"

Radio Arts

Country's Best

JANE FRICKE "Easy To Please" SAWYER BROWN "Heart Don't Fail Now" BELLAMY BROTHERS "Feelin" EARL THOMAS CONLEY "Once in A Blue Moon"

Soft Contemporary

DAN SEALS "Bop" EVERLY BROTHERS "Born Yesterday" Sound 10

DAN SEALS "Bop" STING "Russians" CARS "I'm Not The One" RANDY GOODRUM "Sthoustle" ATLANTIC STARR "Secret Lovers" EVERLY BROTHERS "Born Yesterday"

Satellite Music Network

The Starstation JAMES TAYLOR "Only One" MIKE & THE MECHANICS "Silont Running" Country Coast-To-Coast

RICKY SKAGGS "Cajun Moon" ANNE MURRAY "Now And Forever" T. G. SHEPPARD "In Over My Heart" DON WILLIAMS "We've Got A Good Fire Goin" " Rock 'N' Hits

PLOCK 'N' FIFLE CARS "I'm Not The One" JOHN COUGAR MELLENCAMP "R.O.C.K. In The USA"

TM Programming

Stereo Rock ABC "How To Be A Millionaire" ATLANTIC STARR "Secret Lovers" SIMPLE MINDS "Sencitly Yourself" TM A/C

EI DeBARGE w/DeBARGE "The Heart is Not So Smart" TM Country

RANDY TRAVIS "1982"

Transtar

Country Ed Chendler (213) 460-6363 GARY MORRIS "100% Chance Of Rein" DON WILLIAMS "We've Got A Good Fire Goin' "

74/ R&R FRIDAY, JANUARY 31, 1986



TOP 30 JANUARY 31, 1986 GRP LIVE IN SESSION/GRP Live In Session (GRP)

DAVID GRIEMAN/Acousticity (Zebra Acoustic/MCA)

TONY WILLIAMS/Foreign Intrigue (Blue Note)

DENNIE WALLACE/Twilight Time (Blue Note)

NY NEATH/New Picture (Landmark)

JAMES NEWTON/Airican Flower (Blue Note)

WERNERAL THREETING Alished Thinking (Pausa)

KNNK WHALUM/Floppy Disk (Columbia)

HARVIE SWARTZ/Urben Earth (Gramavis

JOHN BLAKE/Twinkling Of An Eye (Gramavision)

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MOST ADDED DAVID BENOIT (9) This Side Up (Rounder) HARVIE SWARTZ (9)

Urban Earth (Gramavis JININY HEATH (7) New Picture (Landmark) Celebrate! (Zebra) Just Want To Sing (Delos)

HOTTEST

TONY WILLIAMS (17) Foreign Intrigue (Blue Note) GNP LIVE IN SESSION (15) GRP Live In Session (GRP) JOHN BLAKE (12) nkling OI An Eye (Gramavision) DAVID GRISSIANI (12) (Zebra Acoustic/MCA)

CLAUDIO INDOTTI "Claudio" (Uptowa) \$/1 Rotations: Heavy 50, Medium 3/1, Light 1/0, Extra Adds 0, Total Adds 1, KWAU Heavy' WBGO, WKSU, KJAZ, KPLU,

RO, Meaum WHIL. MY BANROW "Astemm in New York" (Uptown) 3/8 alione Heavy 50, Medium 30, Light 10, Extra Adds 0, Total Adds 0, Heavy KJAZ, WHRO, WUSF, KLCC, KXPR

Mone Treany Sou, Instant W. Carl Constant Sou Constant Source Constant Source

, ATCU JOE WILLIANS "I Just Wast To Sing" (Dolos) 8/7 Rotations: Newy 2/1, Medium 2/2, Light 3/3, Extre Adds 1, Total Adds 7, WEBR, WMOT, KLON, KKGO, KMHD, J. KLCC Heavy, WBGO.

RO (KLCC Heavy, Wstau) WILER RADTHERS AIR POCKET "Hanger" (Fessil) &/8 stone: Heavy 30, Medium 30, Light 20, Extre Adds 0, Totel Adds 0, Heavy WMOT, WNOP, WJZZ, Medium, WBBY

NP, KRVS IN**UR PHYSOCK "Navin" & Rectin' Good Time" (Milestene/Fastasy) 7/2** Irona Heavy 1/0. Medium 2/0. Light 3/2, Extra Adds 1, Total Adds 3, WGBH, KUHF, WJZZ, Heavy WBGO, Medium

PER ADAMS/FRANK FOSTER "Generations" (Muse) 7/2 stons: Heavy 2/0, Medium 2/0, Light 3/2, Extra Adds 0, Total Adds 2, WGBH, WNUR Heavy, WFPL, KUZZ, Medium HONS H

II, KJAZ MAEL PETRUCCIANI & RON MCCLURE "Cold Blues" (Ow/PSI) 7/2 MAEL PETRUCCIANI & RON MCCLURE "Cold Blues" (Ow/PSI) 7/2 Mathematical Structure Structure Adds 0, Total Adds 2, WOBH, KLCC, Heavy WDET, KJAZ, WHUR

alora Peery Su Neodom 171, Upri S1, Extra Acos U Iotal Acos 2, much, KLUL, Nexy, MUE I, KUAL, MINUH, JE WISP BIE BAND "Robin" With Yeo Obhen "(Bibgroup) 7/8 itons Heavy 30, Medium 20, Light 20, Extra Acids 0, Total Acids 0, Heavy WMOT, KLON, WUSF, Medium WKSU

ARAMER QUINTET "You Make He Smite' (Soul Note) 7/9 Ione Henry 30, Medium 30, Light 10, Estre Adds 0, Totel Adds 0 Heary, WUWM, KLON, WVPE, Medium KJAZ

S. WALF S. WALF IE ELLINGTON "AN Star Road Band Vol. 2" (Dector Jazz) 6/1 IE ELLINGTON "AN Star Road Band Vol. 2" (Dector Jazz) 6/1 IE ELLINGTON "AN Star Road Band Vol. 2" (Dector Jazz) 6/1 1006 Heavy 10, Medium 20, Light 21, Extra Adds 0, Total Adds 1, WUMA, Heavy WFPL, Medium, KUHF, KLON IBY ENRIQUEZ "Live At Concerts By The Sea, Vol 2" 6/1 1006 Heavy 10, Medium 30, Light 21, Extra Adds 0, Total Adds 1, WDET, Heavy WUSF, Medium, WNOP, KADX,

RGE COLEMAN "Masketian Pasarama" (Theresa) 5/6 Ions Heavy 10, Medium 40, Light 10, Extra Adds 0, Total Adds 0, Heavy, WFPL, Medium WRTI, WNUR, WVPE

REGIONALIZED ADDS & HOTS EAST SOUTHWEST. Ar Walant Ar Walant Alle attaces Jos mach cans Taita ber Ony Ch Rettert: San Chartent San Little in a San Carlinge Batta DAVID

BLACS BLACS LAVE IN M 1.1.00 UNDERCONSTRUCT Chris Magner Storigt Walders Storigt Calendar Storigt Calendar Storigt Calendar Storigt Calendar Start Lang La Massa Start Lang La Massa Storigt Calendar Storigt Calen Rado Radia Rado Taman Rado Taman Rado Taman Rado Tama Ra 406 MILLINE UI (MIT), TO THE INC POINT !-------ICTIDICAS ICTIDICAS ILTON BP FROCIL MITE MITE MITE ILTON ILT STATE TRANSPORT JANKE MART PILLIANS 28.23 Division of the second WEST PERSONAL PROPERTY AND INCOME. 440 -TT WILLIAM And Adams Any MAAMY ANY MAAMY NEW SINGAD JINU MAAY Mottoot: Filly MAAY SILLy MAAY PISSANGLAT BICHTS COLD 1100 JUSTO ALMARIE DAVID DEMOTY HTUDE -----CHARTE MANTER WLINGS C Auffelgenennen Gerr Versell Jagen merte Haller i Anderer Meller (Meller Betleret) Trert Billingen ALLE ALLE LIVE SE C antronet Martin California KKSN/Portland and WRTI/ Philadelphis called in a frozen playlist. A DESCRIPTION OF THE OWNER OWNER OF THE OWNER OWN ter, für ben und 48 Reporting St. 46 Current Repo

iporte

WBEE/Chicago failed to report and therefore its playlist was fromm.

11 11 5 12	SHARE SCHUUR/Schuur Thing (GRP)	
	INULGREW INILLER/Keys To The City (Landmark):	1 5
r 13	NERGIE MANN/See Through Spirits (Atlantic)	
12 14	CARLA BLEY/Night-Gio (ECM)	
14 15	MATT CATHIBUE/Hi-Tech Big Band (Sea Breeze)	1 1
16 16	THE EVERMANN'S EAST COAST OFFERING/Walkin' With You (MCA)	1 1
17 17	MONTY ALEXANDER/Full Steam Ahead (Concord)	
и 🚯	BEN SIDRAN/On The Cool Side (Magenta/Windham Hill)	F
19 💵	JANET PLANET/Sweet Thunder (Sea Breeze)	
28 🚳	HANK CRAWFORD/Roadhouse Symphony (Milestone/Fantasy)	R
26 🕗	SADE/Promise (Portrait/CBS)	
27 🕐	BILLY HART/Oshumare (Gramavision)	P
DEBUT DEBUT	PERRI'/Celebrate! (Zebra)	
24 🐼	LONNIE LISTON SMITH/Rejuvenation (Doctor Jazz)	
20 25	RICHIE COLE/Bossa Nova Eyes (Palo Ano)	R
25 26	WYNTON MARSALIS/Black Codes (From The Underground) (Columbia)	R
15 27	JEAN-LUC PONTY/Fables (Atlantic)	K
29 20	JULIE KELLY/Never Gonna Let Go (Pausa)	A
23 29	LARRY CORYELL & EMILY REMLER/Together (Concord)	w N
22 39	OTB/Out Of The Blue (Blue Note)	0 B
Rotations Heavy 3:0 eavy WVPE, KLCC, KXF	NEW & ACTIVE	KI G R KI
NEW YORK JAZZ Rotations Heavy 36 servy WVPE, KLCC, KKT ES HOOPER "Heapy totations Heavy 30, Me edum WLCQ, MVOP, 1	NEW & ACTIVE	
New YORK AZZ Rotators Heavy 33 every WYFE KLCC. KKF ES HOOPER "Heapt edum WLOQ. WHOP A EWE HARRIS "Notw Itations Heavy 41. Med	NEW & ACTIVE Madum Sri, Light Sd, Earte Adds 2, Totel Adds 6, WFAE, WKSU, KCSC, KJZZ, KJAZ, WUSF. R Madum Nith, WBBY, KKOG, WHRO. "" (Pressa) 122 Sum GY, Light SJ, Earte Adds 0, Totel Adds 2, WFPL, KRVS Heesy, WVRS, WMOT, KefM.	
NEW YORK AZZ Rotations, Heavy 34 Boytower, KLCC, KXF ES HOOPER, "Hoopk estum wiLOG, WNOP. ENE HARRIS "Natur Matoria Heavy 411, Med JZZ WYFE Medum: "Natur OBBY SHEW "Revent	NEW & ACTIVE Medium 5/1, Light 5/3, Eatra Adds 2, Total Adds 8, WFAE, WKSU, KCSC, KJZZ, KJA2, WUSF, R Madium With, WBBY, KKAO, WHRO. "" (Passa) 12/2 Sum 6/1, Light 3/1, Eatra Adds 0, Total Adds 2, WFPL, KRVS, Heavy, WVRS, WMOT, K/FM. VBBY, KJZZ, KPLU VBBY, KJZZ, KPLU VBBY, KJZZ, KPLU WSBY, KJZ, KPLU, KLSK in Mithbaldt" (Reara) 11/1	
New York Jazz Potators Heavy 34 sery WYFE KLCC KK SE HOOPER "Heapt Xelnos Heavy 30, MK ENE HARRIS "Notur Jacons Heavy 41, Mec DBSY SHEW "Notur DBSY SHEW "House	NEW & ACTIVE Medium S/1, Lipit S/2, Extra Addis 2, Total Addis 6, WFAE, WKSU, KCSC, KJZZ, KJAZ, WUSF, R Medium WRT, WBBY, KKGO, WHRO. 11 (Passa) 212 Stum 6/1, Lipit S/2, Extra Addis 0, Total Addis 2, WFPL, KRVS Heavy, WYRS, WMOT, KIFM, 195 WBY' (Jam) 31, Extra Addis 0, Total Addis 2, WFPL, KRVS Heavy, WYRS, WMOT, KIFM, 195 WBY' (Jam) 11/3 Sum 5/1, Lipit 2/1, Lipit 2/1, Extra Addis 0, Total Addis 3, WBFO, WKSU, KCSC, Heavy, WYOP, BH, WYRS, KRU, KLSK, 105 MBY' (Mappi) 11/1 MI Milhinght'' (Mappi) 11/1 MI Milhinght'' (Mappi) 11/1	
NEW YORK AZZ Postators Heavy 33 heavy WVFE KLCC, KXF ES HOOPER "Heavy statons Heavy 30, Me deum WLOQ, WNOP, W Heavy 40, Me Here NARRS' "Hater Statons Heavy 41, Me NEW Tweek KPLU WU Martin Heavy 41, Me	NEW & ACTIVE Madum WRIT, Upp 50, Ears Adds 2, Total Adds 8, WFAE, WKSU, KCSC, KJZZ, KJAZ, WUSF, R Madum WRIT, WBBY, KKGO, WHRO. "I (Press) 122 Sum 61, Lipt 31, Earle Adds 0, Total Adds 2, WFPL, KRVS Heavy, WYRS, WMOT, KIEM, WBBY, KJZZ, KPLU 15, WBY" (Lipt) 21, Lipt 21, Earle Adds 0, Total Adds 3, WBFO, WKSU, KCSC Heavy WNOP, 50 WBY" (Lipt) 21, Lipt 21, Earle Adds 0, Total Adds 3, WBFO, WKSU, KCSC Heavy WNOP, 50 WBY" (Lipt) 21, Lipt 21, Earle Adds 0, Total Adds 3, WBFO, WKSU, KCSC Heavy WNOP, 50 W JUT (Lipt) 21, Lipt 21, Earle Adds 0, Total Adds 1, KLON Heavy, WUWM, KJAZ, KLCC Medum 50, Lipth 30, Earle Adds 0, Total Adds 1, KLON Heavy, WUWM, KJAZ, KLCC Medum 50	
NEW YORK AZZ Potations Heavy 34 any WYE: KLCC. KXE SHOOPER "Heaps tations Heavy 30, Me chum WLCQ, WHOP, W NEW YAREW "Heaps tations Heavy 41, Mac 22. WYPE Medium: W NEW SHEW "Heavy 10 DAVID SENOT " Potations Heavy 10 Potations Heavy 10	NEW & ACTIVE Madium Str. Jupp 50. Extra Adds 2. Total Adds 9. WFAC, KRSU, KCSC, KJZZ, KJAZ, WUSF, R. Madium WRT, WBBY, KKGO, WHRO. 10" (Paesa) 12/ Sim 61, Lupp 31. Extra Adds 0, Total Adds 2, WFPL, KRVS Heavy, WVRS, WHOT, KIFM, 15W WY (Lupp) 11/3 Sim 51, Lupp 21, Logra 21, Extra Adds 0, Total Adds 3, WBFO, WKSU, KCSC Heavy, WNOP, 58H, WYRS, KRUL, KISK, 15W WY (Lupp) 11/3 Sim 51, Lupp 21, Lupp 21, Extra Adds 0, Total Adds 3, WBFO, WKSU, KCSC Heavy, WNOP, 58H, WYRS, KRUL, KISK, 16M Matagah "(Mapre) 11/1 KIT 40, Luph 30, Extra Adds 0, Total Adds 1, KLON, Heavy, WUWM, KJAZ, KLOC, Medium SF. This Bids Up", Lupp 30, Extra Adds 0, Total Adds 9, WMOT, MICO, WBPY, KTCJ, KL7Z, KPL	
New YORK AZZ Potetors Heavy 33 savy WYFE, KLOC KXF SHOPER "Heapt tenons Heavy 30, Me CHE HARRIS "Hatu tenons Heavy 41, Mac More YAL Medum WIG SHEW "Readum to DAVID BENOT Potetors Heavy 41, Mac More Heavy 41, Mac Mo	REW & ACTIVE Medium WRS, WIGO, WHRO, Medium WRS, KKGO, WHRO, Madium WRS, KKGO, WHRO, Madium WRS, KKGO, WHRO, Madium WRS, KKGO, WHRO, Magnetic Market	
New York Jazz Potations Heavy 34 any WYE, KLCC KR SHOPER "Heapt terions Heavy 30, Me ENE MARKS "Network Interne Heavy 47, Med Martines Heavy 47, Med Martines Heavy 47, Med Martines Heavy 47, Med Martines Heavy 47, Med DAVID SENSET Potations Heavy 10, INFE KLCC KIFM Heavy T SLAKELY "They A	NEW & ACTIVE Madum S1, Lone S3, Extra Adds 2, Total Adds 6, WFAE, WKSU, KCSC, KJZZ, KJAZ, WUSF, W Madum WHT, WB97, KKGO, WHRO. 17 (Passa) 122 Skim 61, Lone 31, Extra Adds 0, Total Adds 3, WFPL, KRVS Heavy, WYRS, WMOT, KKM, VB97, KJZZ, KPLU S5W JW1 (Jame) 11/3 Ikm 51, Lone 21, Lone 21, Extra Adds 0, Total Adds 3, WBFO, WKSU, KCSC Heavy, WYOP, S6H, WYRS, KPLU, KLSK, MM Mahaght" (Mapro) 11/1 Ikm 40, Lone 30, Extra Adds 0, Total Adds 1, KLON Heavy, WUWM, KJAZ, KLCC, Madum, S7. This S46 Up" (Spindletop) 18/2 Medum 44, Lone 33, Extra Adds 2, Total Adds 9, WMOT, WLOO, WB97, KTCJ, KJZZ, KPLU, W KWOOL Basil'' (GNP Crescende) 18/2	
Hew York JAZZ Potators Heavy 33 hevy WYE, KLCC KH SH HOPER "Heapt terms Heavy 30, Me Herm WLOQ, WNP, N CH HARRS "Heavy SHOP SHEW "New DBSY SHEW "New SHEW "New SHEW "New SHEW "New New SHEW "New New SHEW SHEW NEW SHE	NEW & ACTIVE Wadum St. Logn St. Care Adds 2, Tosel Adds 6, WFAE, WKSU, KCSC, KJZZ, KJAZ, WUSF, Window St. Logn St. Extra Adds 0, Total Adds 6, WFAE, WKSU, KCSC, KJZZ, KJAZ, WUSF, W Madum WHT, WBBY, KKGO, WHRO. "(Passa) 122 Skim St. Logn 31, Extra Adds 0, Total Adds 2, WFPL, KRVS Heavy, WYRS, WMOT, KrEM, VBBY, KJZZ, KPLU Star St. Logn 31, Extra Adds 0, Total Adds 3, WBFO, WKSU, KCSC Heavy, WYOP, SHI, WYRS, WHOT, KLSK, SHI, Man, 11/3 SHI, Man, St. Logn 30, Extra Adds 0, Total Adds 1, KLON Heavy, WUWM, KJAZ, KLCC, Madium, SF. Min 40, Logn 30, Extra Adds 0, Total Adds 1, KLON Heavy, WUWM, KJAZ, KLCC, Madium, SF. Madum 44, Logn 33, Extra Adds 0, Total Adds 1, KLON Heavy, WUWM, KJAZ, KLCC, Madium, SF. Madum 44, Logn 33, Extra Adds 2, Total Adds 9, WMOT, WLOO, WBBY, KTCJ, KJZZ, KPLU, W Stovet Basil'' (IGNP Crescende) 18/2 Wm 50, Lign 52, Extra Adds 0, Total Adds 2, WDET, WKSU, Medium, WRTI, WMED, KJZZ, WM 50, Lign 52, Extra Adds 0, Total Adds 2, WDET, WKSU, Medium, WRTI, WARD, KJZZ,	
New York Jazz Potators Heavy 33 hery WYE: KLCC KK SS HOPER "Heapt Strong Heavy 30, Med Here HARRIS "Note REDGE Heavy 47, Med Kelow NLOC, WHOP H ENE HARRIS "Note REDGE Heavy 47, Med Mot WBEE, KPLU HU Potatoris Heavy 10 MVT BLAKELY "Live J talions Heavy 00, Med HO KKPR EOREE CABLES "Ph EOREE CABLES "Ph Const Hoo KKPR	BUTAR ENSEMBLE "4 On 5 X 5" (Bainbridge) 15.4 Medium 51, Light 50, Extra Adds 2, Total Adds 6, WFAE, WKSU, KCSC, KJZZ, KJAZ, WUSF, M Madium WRTI, WBBY, KKGO, WHRO. WAY, KZZ, KUSZ, KKGO, WHRO. Standard 1, Light 31, Extra Adds 0, Total Adds 2, WFPL, KRVS Heavy, WYRS, WMOT, KIEM, WBY, KJZZ, KPL, Light 21, Extra Adds 0, Total Adds 3, WBFO, WKSU, KCSC, Heavy, WNOP, Self-WYRS, KRUU, KLSK, Windows 141, Light 27, Extra Adds 0, Total Adds 3, WBFO, WKSU, KCSC, Heavy, WNOP, Self-WYRS, KRUU, KLSK, Windows 144, Light 30, Extra Adds 0, Total Adds 1, KLON, Heavy, WUWM, KJAZ, KLCC, Medium, Sr, Mindingtif" (Mopro) 11/1 Mindows 144, Light 30, Extra Adds 0, Total Adds 1, KLON, Heavy, WUWM, KJAZ, KLCC, Medium, Sr, Mindingtif" (GPP Crescende) 18/2 Windows 52, Extra Adds 0, Total Adds 2, WDET, WKSU, Medium, WRTI, WMID, KJZZ, mma 0, Light 52, Extra Adds 0, Total Adds 2, WDET, WKSU, Medium, WRTI, WMID, KJZZ, mma 0, The CBy" (Francesy) 18/1	
New York AZZ Potatons Heavy 33 savy WYF, KLCC, KXF SE HOPFER "Heapt Satons Heavy 30, Me Second Heapt Antons Heavy 30, Me Second Heapt Horizations Heavy 41, Me David Senott " Potations Heavy 40, Med Mitors WRP Eatons Heavy 40, Med Methor KIPR Senter Calles "Ph tatons Heavy 40, Med Methor WRP (KL2, WF)	Contrar Ensemble "4 On 5 X 5" (Bainbridge) 15.4 Medum With, WBBY, KKGO, WHRO. Medum With, WBBY, KKGO, WHRO. With WBBY, KKGO, WHRO. With WBBY, KKGO, WHRO. With WBBY, KKGO, WHRO. With WBBY, KKGO, WHRO. WITH, WHRO, KKGO, KKGO, WHRO. WITH, WHRO, KKGO, KKGO, KRO, KKGO, KRO, KKGO, K	
New York AZZ Potatons Heavy 33 Serv WYE: KLOC KWE SE HOPER "Heapt Satons Heavy 30, Me Serv WYE: KLOC KWE Satons Heavy 30, Me Satons Heavy 41, Med Satons Heavy 41, Med Mot WEE: KHU WU Potatons Heavy 41, Med Mot WEE: KHU WU Potatons Heavy 40, Med Mot WEE: KLOC KWE Server Satons Heavy 40, Med Matons Heavy 40, Med Matons Heavy 41, Med Matons Heavy 41, Med	Contrar Ensemble "4 On 5 X 5" (Bainbridge) 15.4 Medum With, WBW, KKGO, WHRO. Medum With, WBW, KKGO, WHRO. With WHRO, WHRO, WHRO, KKGO, KUGO, KKGO, KUGO, KKGO, KK	
New York Jazz Potators Heavy 33 hery WYFE, KLCC, KK SE HOPER - Heapt Xenora Heavy 30, Me ENE HARRS - Heapt Xenora Heavy 30, Me Heat Arms - Heavy 30, Me Heat Arms - Heavy 41, Me Mot wret, KLC KH Mot wret, KLC, KH Arborn Heavy 41, Me Horators Heavy 41, Me Horators Heavy 40, Med down WHI KJZ, WF EORGE CASLES - Th Kitons Heavy 40, Med Mary RowLES/NES/ Mary RowLES/NES/ Mary RowLES/NES/ Horators Heavy 41, Med So, KLON, KLZ, WHI	BUTCHALL TRID "J. Comp. Revies/Red Mitchell Trie" (Fantasy) 16/1	
New York Jazz Potators Heavy 33 Sery WYE: KLC: KHC: SE HOPER - Heapt Seron Heavy 30, Me ENE HARRS "Hatus Second Heavy 41, Mac Mot WHE: KHC: KHC Mot WHE: KHC: KHC Hotators Heavy 41, Mac Mot WHE: KHC: KHC Hotators Heavy 41, Mac Mot WHE: KHC: KHC Hotators Heavy 41, Mac Hotators Heavy 41, Mac Hotators Heavy 41, Mac Hotators Heavy 40, Mac Hotators Heavy 40, Mac Hotators Heavy 41, Mac Mathor Heavy 40, Mac Hotators Heavy 41, Mac Hotators Heavy 41, Mac So, KLO: KLZ: WHI FRMAN HEAVES, WEA FRMAN Reley, WI FRMAN Reley, WI Hotators Heavy 41, Mac So, KLO: KLZ: WHI FRMAN Reley, WO, Mac	BUTCHALL TRID "J. Comp. Revies/Red Mitchell Trie" (Fantasy) 16/1	
New York Jazz Potalons Heavy 33 Bery WYF: KLCC KK SE HOPER "Heaps Satons Heavy 30, Me Satons Heavy 30, Me ENE MARKS "Hatw More WARKS "Hatw More Heavy 41, Mec More Heavy 41, Mec Hons Heavy 41, Mec Bore Calles "Pho- Heavy 41, Mec Mec Mark Row Les Web Mer More Les Web Mer Mark Reserved O. Mec Mer KLAZ Mer KLAZ	BUTCH ENSEMBLE "4 On 5 X 5" (Bainbridge) 15.4 Medium With, WBBY, KKGO, WHRO. Works, Krui, Kugir Sd, Extra Adds 3, UTEA, Adds 6, WFAE, WKSU, KCSC, KUZZ, KUAZ, WUSF, R Madium With, WBBY, KKGO, WHRO. "(Pass) 12 Sum 61, Light 31, Extra Adds 0, Totel Adds 2, WFPL, KRVS, Heavy, WVRS, WMOT, KKMA, WBBY, KUZZ, KRU, KSG, Champion, St, Extra Adds 0, Totel Adds 3, WBFO, WKSU, KCSC, Heavy, WNOP, Set, WYTS, KPU, KLSF, Tam 50, Light 30, Extra Adds 0, Totel Adds 3, WBFO, WKSU, KCSC, Heavy, WNOP, Set, WYTS, KPU, KLSF, Tam 50, Light 30, Extra Adds 0, Totel Adds 3, WBFO, WKSU, KCSC, Heavy, WNOP, Set, WYS, KPU, KLSF, Tam 50, Light 30, Extra Adds 0, Totel Adds 9, WMOT, WLOO, WBBY, KTCJ, KUZZ, KPLU, WKSG, Midelight" (Mapro) 11/1 Midelight" (Mapro) 11/2 WM 50, Light 82, Extra Adds 2, Totel Adds 9, WMOT, WLOO, WBBY, KTCJ, KUZZ, KPLU, Set, WKSG, KEU, KLSF, Set, WLO, Midelight" (Bip Crescendo) 18/2 Wm 50, Light 52, Extra Adds 0, Totel Adds 9, WMOT, WLOO, WBBY, KTCJ, KUZZ, KPLU, So, Light 52, Extra Adds 0, Totel Adds 9, WMOT, WLOO, WBBY, KTCJ, KUZZ, MBO, Light 20, Extra Adds 0, Totel Adds 9, WMOT, WLOO, WBBY, KTCJ, KUZZ, MBO, Light 52, Extra Adds 0, Totel Adds 1, WBGO, Heavy, WKAE, WUWM, KPLU, KXPR, So, WUP, MTCHELL TRID "Jammy Revies/Red Mitchell Trie" (Fantasy) 18/1 mr 40, Light 42, Extra Adds 1, Totel Adds 1, KUFF, Heavy, WKSU, KAAZ, WHRO, Medium Marti, Light 42, Extra Adds 1, Totel Adds 1, KUFF, Heavy, WKSU, KAAZ, WHRO, Medium Martin 44, Light 42, Extra Adds 1, Totel Adds 4, KCSC, KADX, WUSF, KLSK, Medium WOBH, WH 41, Kupt 42, Extra Adds 1, Totel Adds 4, KCSC, KADX, WUSF, KLSK, Medium WOBH, WH 41, WAB, 42, Extra Adds 1, Totel Adds 4, KCSC, KADX, WUSF, KLSK, Medium WOBH, WH 41, WAB, MER, SH1	
Mew York Jazz Potators Heavy 33 sery WYEr, KLCC, KXF ENCOPER "Heapt connone Heavy 30, Mey ENE HARRIS "Nature Stators Heavy 41, Mec Mott WHEE, KPLU, WU Potators Heavy 41, Mec Mott WHEE, KPLU, WU Potators Heavy 10, Med Hotators Heavy 10, Med Records Heavy 20, Med Records Heavy 20, Med	DUTAR ENSEMBLE "4 On 5 X 5" (Bainbridge) 15.4 Medium 51, Light 50, Extra Adds 2, Total Adds 6, WFAE, WKSU, KCSC, KJZZ, KJAZ, WUSF, R Medium WRTI, WBBY, KKGO, WHRO. "(Passa) 212 Sum 61, Light 31, Extra Adds 0, Total Adds 2, WFPL, KRVS Heavy, WYRS, WMOT, KIFM, WBW, KJZZ KPL, Sum 61, Light 31, Extra Adds 0, Total Adds 3, WBFO, WKSU, KCSC Heavy WNOP, Seft-WYRS, KWLU, KLSK, Mindinght" (Nopro) 117 Imm 40, Light 30, Extra Adds 0, Total Adds 1, KLON Heavy, WUWM, KJAZ, KLCC, Medium, Sr. Mindinght" (Nopro) 117 Mindinght" (Nopro) 118 Mindinght" (Nopro) 118 Mindinght" (Information Adds 1, KLON Heavy, WUWM, KJAZ, KLCC, Medium, Sr. Mindinght" (Information Adds 1, Total Adds 1, WBFO, WKSU, KGC, KLSK, KPLU, V KKGU Mindinght" (Information Adds 2, Total Adds 2, WDET, WKSU, Medium, WRTI, WMID, KJZZ, KPLU Sim 60, Light 52, Extra Adds 0, Total Adds 2, WDET, WKSU, Medium, WRTI, WMID, KJZZ, Mindinght 71, Extra Adds 0, Total Adds 2, WDET, WKSU, Medium, WRTI, WMID, KJZZ, Mindinght 72, Extra Adds 0, Total Adds 1, WBGO, Heavy, WFAE, WUWM, KPLU, KXPR, Si, WNUE Mindinght 72, Extra Adds 0, Total Adds 1, WBGO, Heavy, WFAE, WUWM, KPLU, KXPR, Si, WNUE Mindinght 74, Light 30, Extra Adds 0, Total Adds 1, KWEF, Heavy, WKSU, KAZ, WHRO, Medium Math 41, Light 34, Extra Adds 0, Total Adds 1, KWEF, Heavy, WKSU, KAZ, WHRO, Medium Math 41, Light 34, Extra Adds 1, Total Adds 1, KCSC, KADX, WUSF, KLSK, Medium, WRBH,	
New York Jazz Postors Heavy 33 Sery WYE: KLCC KK EN HOPER "Heapt Statons Heavy 30, Me ENE HOPER "Heapt Statons Heavy 41, Med MOT. WRE: KPLU. WU Postatons Heavy 41, Med MOT. WRE: KPLU. WU Postatons Heavy 100, Med EN HEAVER THE STATE EN REC CALLES "HEA AND STATE "HEAVER EN HEAVER THE STATE EN HEAVER THE STATE STATE STATE EN HEAVER THE STATE STATE EN HEAVER THE STATE STATE STATE EN HEAVER THE STATE STATE EN HEAVER THE STATE STATE EN HEAVER THE STATE STATE EN HEAVER THE STATE EN HEAVER THE STATE STATE EN HEAVER THE STATE EN HEAVER THE STATE EN HEAVER THE STATE EN HEAVER THE STATE EN HEAVER THE STATE STATE EN HEAVER THE STATE	BUTCH ENSEMBLE "4 On 5 X 5" (Bainbridge) 15.4 Medium With, WBBY, KKGO, WHRO. Works, Krui, Kugir Sd, Extra Adds 3, UTEA, Adds 6, WFAE, WKSU, KCSC, KUZZ, KUAZ, WUSF, R Madium With, WBBY, KKGO, WHRO. "(Pass) 12 Sum 61, Light 31, Extra Adds 0, Totel Adds 2, WFPL, KRVS, Heavy, WVRS, WMOT, KKMA, WBBY, KUZZ, KRU, KSG, Champion, St, Extra Adds 0, Totel Adds 3, WBFO, WKSU, KCSC, Heavy, WNOP, Set, WYTS, KPU, KLSF, Tam 50, Light 30, Extra Adds 0, Totel Adds 3, WBFO, WKSU, KCSC, Heavy, WNOP, Set, WYTS, KPU, KLSF, Tam 50, Light 30, Extra Adds 0, Totel Adds 3, WBFO, WKSU, KCSC, Heavy, WNOP, Set, WYS, KPU, KLSF, Tam 50, Light 30, Extra Adds 0, Totel Adds 9, WMOT, WLOO, WBBY, KTCJ, KUZZ, KPLU, WKSG, Midelight" (Mapro) 11/1 Medium 144, Light 33, Extra Adds 2, Totel Adds 9, WMOT, WLOO, WBBY, KTCJ, KUZZ, KPLU, WKSG, Midelight (Gipt Crescendo) 16/2 Wm 50, Light 52, Extra Adds 0, Totel Adds 9, WMOT, WLOO, WBBY, KTCJ, KUZZ, KPLU, Store Basil" (GNP Crescendo) 16/2 Mm 50, Light 52, Extra Adds 0, Totel Adds 1, WBGO, Heavy, WKAE, WUWM, KPLU, KXPR, Si, WNUP, MICHELL TRIO "Jammy Revies/Red Mitchell Trie" (Fantasy) 16/1 mr 40, Light 42, Extra Adds 0, Totel Adds 1, KUFF, Heavy, WKSU, KAAZ, WHRO, Medium Mol, Light 42, Extra Adds 0, Totel Adds 1, KUFF, Heavy, WKSU, KAAZ, WHRO, Medium Martin 44, Light 42, Extra Adds 0, Totel Adds 1, KUFF, Heavy, WKSU, KAAZ, WHRO, Medium Marting 44, Extra Adds 0, Totel Adds 1, KUFF, Heavy, WKSU, KAAZ, WHRO, Medium Marting 44, Extra Adds 0, Totel Adds 4, KCSC, KADX, WUSF, KLSK, Medium WOBH, WH 41, Light 42, Extra Adds 1, Totel Adds 4, KCSC, KADX, WUSF, KLSK, Medium WOBH, WH 41, Kupt 42, Extra Adds 1, Totel Adds 4, KCSC, KADX, WUSF, KLSK, Medium WOBH, WH 41, WH 42, Extra Adds 1, 101	



BLACK/URBAN



NEW EDITION

A Little Bit Of Love (Is All It Takes) (MCA)

54% of our reporting stations on it. Rotations: Heavy 6/3, Madkum 23/13, Light 42/35, Total Adds 51 including WWIN, WXYV, WRKS, WDAS, WAMO, KMJQ, WHRK, WOWI, WBMX, WJLB, KMJM, KDAY, KJLH, XHRM. This week's Most Added Record. Debuts at number 25 on the Black/When chart.

EUGENE WILDE

Dians (Phility World Attantic) 79% of our reporting stations on ik. Rotations: Heavy 2/0, Medium 35/4, Light 30/15, Total Adds 19 including WILD, WHRK, K94, WBMX, WBLZ, KACE, OC104, WXOK, WYKO, 2103, WKWII, KUKQ. A llost Added Record. Moves 35-26 on the Bisck/Urban

GAP RAND

Geing in Circles (Tetal Experience/RCA) 69% of our reporting stations on it. Rotations: Heavy 70, Madium 276, Light 25/12, Total Adds 18 including WILD, WANO, HOT105, WBMX, KJLH, WENN, 253, WPEG, WHYZ, WJYL, KBUZ. Debuts at number 29 on the Back/Urban chart.

KASHIF

Dancing in The Dark (Heart To Heart) (Arista)

68% of our reporting stations on it. Rotations: Heavy 4/1, Medium 23/4, Light 31/6, Total Adds 11, WHRK, KDAY, WRXA, WTKL, JET94, WHYZ, KIIZ, KJCB, KHYS, KOKA, KDKO. Moves 38-32 on the Black/Urban chart.

JUNCY

Sugar Free (Private I/CBS) 67% of our reporting stations on It. Rotations: Heavy 2/1, Madium 25/6, Light 30/16, Total Adds 21 including WDJY, WHUR, WYLD-FM, WGCI, WZAK, WJLB, KDAY, XHRM, WXOK, WHYZ, KBUZ. A Most Added Record. Debuts at number 35 on the Back/Arban chart.

KING DREAM CHORUS/HOLIDAY CREW

King Holiday (Mercury/PolyGram)

66% of our reporting stations on it. Rotations: Heavy 5/1, Medium 22/5, Light 29/12, Total Adds 18 including WRKS, KDLZ, WHRK, K94, WOWI, WBMX, WGCI, WZAK, WKND, WENN, WALT. Moves 40-34 on the Black/Urben chert.

JOCELYN BROWN

Love's Genna Get You (WB) 51% of our reporting stations on It. Rotations: Heavy 3/0, Wedkim 19/5, Light 30/14, Total Adds 19 Including WXYV, WDAS, WAMO, WVEE, WYLD-FM, WZAK, XHRM, KSOL, 239, WPDQ, KBUZ. A Most Added Record. Debuts at number 37 on the Black/Urban

NEW & ACTIVE

BERMARD WRIGHT "Aller Yee" (Nachottas) 45/11 Realizes Heavy 50, Medium 222, Light 1990, Total Adds 11, WXYV, WBAX, WFXA, WATV, WFEG, WJAX, WLOU, WPLZ, WWYO, WORF, KENO, Heavy, KHON, WKCJ, KMAN, WYT, WOOK, Debuss at number 39 on the Black/Urban chart. LUSHUS DAIN & PRETTY VAIN "The Dae Yee Lave" (Concelso/Motiona) 44/13 Realizes Heavy 50, Medium 12/1, Light 33/12, Total Adds 13, WOUT, WHORF, WTHP, WOATT, WENN, WFEG, WORN, WHITCH HOLY, LAVE, WORF, WZEN, Medium WZAK, KSOL, WFXA, WATV, WORK, WKRI, WOOK, KORA, WAAA,

WWWS, KOKO.
TRAMANE "In The Interning Time" (A&Id) 43/18
Rotations: Heavy 50, Medium 170, Ugit 21/7. Total Adds 10, WDIA, WTMP, KACE, WAOK, 283, JETM, WHYZ, WBLX,
KIYS, WYOL-Heavy, WAAD, WKNO, WOOK, WAAWA, WZEN,
TEDDY FENDERRARSS "Lave 44." (Asylam) 38/28
Rotations: Heavy 10, Medium 1728, Ugit 2521, Total Adds 29, WDAS, WDJY, WDIA, HOT105, WYLD-FM, WTMP,
WGCI, WAAB, KACE, KSOL, WAOK, WFXK, KORL, WTKL, WKOK, WATV, WENN, WFEG, JETM, WOPN, WHYZ, WJM,
WGCI, WAAB, KACE, KSOL, WAOK, WFXK, KORL, WTKL, WKOK, WATV, WENN, WFEG, JETM, WOPN, WHYZ, WJM,
WGCI, WAAB, WACE, KSOL, WAOK, WFXK, KORL, WTKL, WAOK, WATV, WENN, WFEG, JETM, WOPN, WHYZ, WJM,
WGCI, WAAB, WACE, KSOL, WAOK, WFXK, KORL, WTKL, WOK, KACE, WAIV, WENN, WES, JETM, WOPN, WHYZ, WJM,
WGCI, WAAK, WYTK, Ugit 200, Total Adds 10, VZAK, WJLB, KALM, WTKL, WOFK, KOCB, WFZ, KAFE,
WAAA, WZEN, Heavy 10, Medium an cludie WXYY, WHYK, WOHT, KACE, WAIV, WENN, ZB, WOPN, WOMG,
WGCI, WAAK, WKNS, MacLuma neludie WXYY, WHYK, WOHT, KACE, WAIV, WENN, ZB, WOPN, WOMG,
WGCI, WAAK, WATK, WAS DAWY, WINK, MAR, WATK, WOHT, KACE, WAIV, WENN, ZB, WOPN, WOMG,
WGCI, WAAK, WATH, WAS DAWY, WINK, MART, WENT, ZH12

PHILESES "After The Lave Has Gene" (Next Plates) 38/12 PRINCESS "After The Lave Has Gene" (Next Plates) 38/12 Realistics Heavy 20, Medium 18:3, Light 18:9, Total Addi 12, WAMO, WDA, KSH, WBMX, WKND, WAOK, WFXA WEAN, WAM, WKXI, WBLX, WFLZ Heavy, WDJY, WZEN, Mediums include WWM, WILD, WHLR, HOTIOS, WEDR, WOW, WDMT, KACZ, XHRM, KACZ, XHRM, Character Strategies (Next Plates) (Next

THE SHORLY MURDOCK "No Mare" (Ebilitra) 37/17 SHIRLY MURDOCK "No Mare" (Ebilitra) 37/17 WOFX, KIZ, WLOU, KAPE, WAA, WWO, WGPR, WYOI, KBUZ, KDKO, Heavy, WZEN, Medium WUSL, K104, WOW, KIAM, WKOM, MAM, WKWA, WWWS

JELLYDEAN INTER THTTE. JELLYDEAN (Schweik Talla' (EMI America) 37/18 Readons Howy (Schweik Talla') (Jan 137, Tota Adda 10, WDAS, WDJY, WHUR, WYEE, WDMT, WZAK, KOXL, WTKL, WOOK, KOKO, Henry, WAMO, KSH, KDAY, JETSH, WJAX, KNZ, Madaufa Include WHRK, WTMP, WBLZ, KACE, KSOL, KARO,

KUKO, UTFO "Fairy Tale Lever" (Belest) 35/5 Realision: Heavy 30, Medum 177, Light 15/4, Total Adde 5, WAMO, WGCI, KILZ, WORL, KUKO, Heavy: WJM, WBLX, WZEN. Medum wink, WXXY, WSX, KMAO, WEDR, WOWI, WDMT, WZAK, KDAY, KSOL WMARII "The Year Man" (Columbia) 35/3 Realision: Heavy 5/1, Medum 23/1, Light 7/1, Total Adde 3, WLD, WENN, WZEN, Heavy: WAMO, WLUM, JETPH, WJXX, Medumi Include WHEE, WHER, Ken, WTIP, WBL2, WDAT, WZAK, KACE, KJLH, KSOL, Moves 39-38 on the BlackArbon

Chart. ERMAANE JACKEON "I Think It's Love" (Arists) 32/32 Statistics: Newy GO, Mackum 55, Ligh 27/27, Tosil Adds 32, WWN, WUSL, WHAR, R104, RDLZ, KIALO, WDA WHAR, HOTIGS, Key WORK, WORK, WILL, KOM, YORK, WKNO, WAOK, WFAA, KOXI, WTRL, WATV, WOPH, WAR, WLAX, KOS, WANT, WARA, WAAA, WDAO, WTLC, WWNS, KLRG, MINIST 6 3 ATACIMEADS "Threat Hy Hosein" (Capital) 32/4 Rotations: Heavy 10, Mackum 162, Ligh 157, Tosil Adds 9, WWN, WYEE, WORK, KIPRA, WFAC, WORG, WZEN, KDNO, Rotations: Heavy 10, Mackum 162, Light 157, Tosil Adds 9, WWN, WYEE, WORK, KLR, KOXA, WAAA, WDAO, WOPH, KING, Heavy, WZAK, Mackum, WOAS, WTHP, WINT, WLAE, KARA, KLH, WOXI, KRZ, KOXA, MAAA, WDAO, WOPH, KING, Heavy, MCAK, Mackum, MCAS, WTHP, WINT, WLAE, KARA, KLH, WOXI, KRZ, KOXA, MAAA, WDAO, WOPH, KING, Heavy, MCA, KING, WINT, WLAE, KARA, KLH, WOXI, KLH, KOXA, MAAA, WDAO, WOPH, KING, Heavy, Hong, Kara, Kara, WAAA, WDAO, WINT, WLAE, WORK, KLH, WOXI, KRZ, KOXA, MAAA, WDAO, WOPH, KING, Heavy, HON, KARA, KING, KING, WINT, WLAE, KARA, KLH, WOXI, KRZ, KOXA, MAAA, WDAO, WOPH, KING, Heavy, HON, KING, KING, WINT, WLAE, KARA, KLH, WOXI, KINZ, KOXA, MAAA, WDAO, WOPH, KING, Heavy, HON, KING, HING, HING, HING, HANG, KING, KI

WKINA WWWS. NORA HERDITYX'''' I Teod Love''' (RCA) 31/12 Rotation: Heavy 30, Medum 52, Liph 25/10, Tosi Adda 12, WDAS, WDJY, WHUR, WEDR, WBMX, WGCI, WOMT, WXOK, WOMG, WJTL, WLOU, WWWS, Medum KOCU, WORK, KOCA, WAAA LUTTRER VAMMODS''''''' UDWYS Medum HERLIN'''''(Epile) 31/2 Rotation: Heavy 30, Medum 180, Liph 100, Tosi Adda 3, WBMX, KSOL, WOFX, Heavy, WVEE, WJL, WDAO, Meduma inchde WWW, WAAR, KCR, COLIN, WTKL, WERM, WAAK, WOO, WKO, KNO DABA DAME ''''Mphatamese''' (PVIMe) 31/2 Rotation: Heavy 110, Medum 131, Liph 171, Tosi Adda 2, WBMX, WZEI, Heavy, WIRS, KMJQ, WDA, WTMP, WDAT, WZAK, KDAY, WXOK, WATV, WAB, WOD, Meduma inchde: WWW, WDAS, WHRK, KSOL

MOST ADDED NEW EDITION (51) A Little Bit Of Love (Is All) (JERMAINE JACKSON (32)) (MCA) I Think It's Love (Arista) TEDDY PENDERGRASS (29) Love 4/2 (Asylum)

Sugar Free (Private I/CBS) JOCELYN BROWN (19) Love's Gonna Get You (WB) FURFILE WILDE (19) Diana (Philly World/Atlantic)



SETTY WRIGHT "Pain" (First String/Fantasy) 38/1

IT WINNENT THE TRANSPORT STUDY THE STUDY THE TRANSPORT OF TRANSPORT OF THE TRANSPORT OF TRANSPORT OF TRANSPORT OF THE TRANSPORT OF TRANSPORT OF THE TRANSPORT OF THE TRANSPORT OF THE TRANSPORT OF TRANSPORT OF THE TRANSPORT OF TH

Total Adds 11, WWIN, WUSL, WHUR, KDLZ, KOXL, WTKL, WKXI, WLOU, MDAS, K104, WHRK, HOT105, WZAK, WBLX, WQOK, WTLC.

EBU TE Nation by Wy Wy Set (Common 2015) 2013 Adds 3. WTMP, WENN, KIIZ, Heavy, WRKS, WDAS, WEDR, WDMT, Rotations, Heavy 8:0, Medium, 14:0, Light 63, Total Adds 3. WTMP, WENN, KIIZ, Heavy, WRKS, WDAS, WEDR, WDMT, WZAK, WLQU, WPLZ, WTLC, Medium, WWIN, WOW, WJLB, XHRM, WKND, WNHC, WPEG, WFXC, WOMS, WOFX, KHYS,

WANT, KAPE, WGPR CIALAR, KICHAR, "Dean The Might" (IIICA) 28/0 Rotations Heavy 20, Medium 130, Ugh 130, Total Adds D. Heavy, WKKI, WLOU, Medium KDL2, WTMP, WFXA, WATV, WERN, WFEC, WOPN, WONG, KINPS, KAPE, KOKA, WZEN, COMMIE "Fundy Little Beat" (Bunarywian) 27/4 Rotations Heavy 30, Medium 11/1 Light 80, Stath Adds A. WGCI, KLIH, WANM, WZEN, Heavy, WWN, WDAS, WEDR, WOM, WTMP, KDAY, WKKI, KIZ, Medium, WDJY, WDIA, WLB, WENN, WOMG, WPDO, WBLX, KHYS, WAAA, WGPR,



EDDIE MURPHY "Hew Could It Bo" (Columbia) 23/7 Relations: Heavy 10, Medium 8/3, Light 14/4, Total Adds 7, WAI

WAMO WVEE WEXA WOPN WHYZ WOEX WJAX Heav y 1/0, Medium 8/3, Light 14/4, K104, OC104, WPEG, KAPE,

WAM, Medumir KTOL, OCTON, WHEE, KAPE, WANM ET, (EDDE TOWNRS) "Beat Friends", (Total Experience/RCA) 21/10 Relations Heavy 00, Medum 51, Light 160, Total Adds 10, WYEE, KTOL, WZAK, WAOK, WFXA, WXOK, WHYZ, WDPO, KHYS, WWNS, Medumir WHEC, KAPE, WKIM, WZER, LATOYA, JACKSON "Ho's A Proteinder" (Private ICCS) 19/8 Relations: Heavy 00, Medum 42, Light 155, Total Adds 9, WOLY, WDIA, WRAK, WATV, WENN, WFEG, WOOK, KHYS.

Medium WTMP, COPE **PYTLIS RELEAD "I Libe Yes" (Carrers/CBS) 19/1** Rotations Heavy 40, Medium 80, Light 7/1, Total Adds 1, MPLZ, Heavy, WILD, WRKS, HOT105, WTLC, Medium: WWIN WSL, WYCE, KOLZ, WKND, WHOK, WOOK, WANH **GENE CHANDLER "Lisey" (Fastilive) 18/11** Registrom: Heavy, O, Medium 10, Light 17/11, Total Adds 11, KDLZ, KOXL, WATV, 283, WFXC, WOMG, WJYL, WOOK

tal Adds 11. KDLZ, KOXL, WATV, 293, WFXC, WOMG, WJYL, WOOK,

WZEN KOKO, KOKO MOUM "WOK "Fresh" (Norceny/PolyGram) 17/14 CASHELOW "Perty Fresh" (Norceny/PolyGram) 17/14 MCZ, KHTS, WAA, WKM, WWS, WZEN, WYOIL Mouim WAN, KAPE, WANM HCZ, KHTS, WAA, WKWM, WWS, WZEN, WYOIL Mouim WANK, KAPE, WANM HCZ, KHTS, WAA, WKM, WWS, WZEN, WYOIL Mouim WANK, KAPE, WANM HCZ, KHTS, WALM, YZ, UPY 14, Tata Mada S, WILL Kap, WMDI, WZAK WHYZ, WAT, WANM Heavy KAUM Romons heavy 31, Medum 72, Upy 14, Tata Mada S, WILL Kap, WMDI, WZAK WHYZ, WAT, WANM Heavy KAUM

A KMIO WOW

WZEN Wedium K10, KWJ0, WOWI KRZ KNAY TERNI DANCER "Lacer Fram The Burn" (Reflection) 17/1 Rotations Heavy 00, Medum 80, Light 11/1, Total Adda 1, WDJY, Medum, WDIA, WEDR, WXKK, WATV, WENN, WBLX, **MANYM AUX "Last Libr" (Columniks)** 18/3 Rotations Heavy 00, Medum 30, Light 13/3, Total Adda 9, WONG, WOFX, WJYL, Medum KAPE, WANM, WYKO, MU SHOQT "Can "Went" (Admitte) 13/3 Rotations Heavy 10, Medum 32, Light 97, Total Adda 9, WHKS, WHUR, WDIA, WTMP, WZAK, WDPN, WKXI, WOOK, WANH Heavy WMAD Herdium WDFT.

AMO. M um WDN BOOGLE BOYS "Party Asteroid" (Capitel) 13/6 Roations: Neevy 00, Medium 30, Light 106, Total Adds 6, WDAS, WDIA, KJCB, WPLZ, WWWS, WVOL Medium K104.

KDAY, WWDM. SYMMERS "She Dees" (Mirage/Alco) 13/1 Rotations Heavy 00, Medium 30, Light 1011, Total Adds 1, WOFX, Medium: KDLZ, WANM, WAAA ANDRE CYNOME "Satisfaction" (Cohumbio) 12/6 Reastors: Heavy 00, Medium 20, Light 106, Total Adds 6, WyLD-FM, WAB, WXCK, KJCB, WTLC, WZEN. Medium:

WTMP, WANI, KOPPER, "Ima To Say Geodbys" (KINA) 12/4 Rotations: Heavy DO, Medium 10, Light 114, Total Adds 4, WWN, WXYV, KDAY, KAPE, Medium WDMT. **INCINELE WALLACE "Tree Urght To Enswer" (ChiNgare) 12/3** Rotations: Heavy DO, Medium 10, Light 103, Total Adds 3, WEDR 233, WFLZ, Medium: WANM. **FULL FORCE "Unsettine Lurger" (ChiNgare) 18/4** Rotations: Heavy DO, Medium 10, Light 98, Total Adds 4, WANI, WFLZ, WANM, WFLZ, WANM, WENZ, MARD 4, URL 10, Light 98, Total Adds 4, WANI, WFLZ, WANM, WZEN, Medium 10, WWWS, **BIC, ChiN "Unsettine Light 52**, Total Adds 4, WANI, WFLZ, WANM, WZEN, Medium WWWS, **BIC, Chin "Unset This Rhymps" (The Freer) 16/3**

m WDMT, WZAK,

MKND

WKND BRANDI WELLS "Why Can't We Be Levers" (Omai/Attiantic) 18/3 Rotations Heavy 10, Medium 10, Light 80, Total Adds 3, WDAS, WHE'C, WLOU Heavy: WANM Medium WXOK. ALFE "June Ges Botter With Than" (Makerwan) 16/2 Rotations Heavy 00, Medium 20, Light 82, Total Adds 2, WNLDFN, WFXA Medium WWWS, WZEN FREESTYLE "Dean 1 Step The Reaft" (Maket Speciality) 16/1 Rotations: Heavy 20, Medium 10, Light 7/1, Total Adds 1, KLH Heavy, WOW, KDAY, Medium WEDR.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most ad of the non-charted records.

ART OF NOISE "Legs" (Chrysalis) 28/11 Rotations: Heavy 10. Medium 9/1, Light 18/10. Total Ac WGPR, WKMM. WZEN, Heavy: WWNS. Medium: WDA EBO "1'd Rather Be By Mysell" (Domino) 28/3

BLACK/URBAN ADDS & HOTS

KHZIKillann Bill Bi, Jahn

EAST

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WXYV/Baltims Rey Bempson Ruy Bampson Mar EDITION BOPED COPED BITELY MIRBOCE SOULTS A LIC., A JOY BITELY MIRBOCE JOCELTH BACHUE SADE TANBARCOET & PROFE MITHEY BOORTON FORCE NO 12 BILLY OCEAN

BLLE CHEMILLS SIGNATION JIMMY G & TACTURA EOPPER JIMMAINE JACESON ART OF HOISE BLACE IVORY STIRLEY HYDDOCK MEN EDITION All THAT HUBDOCK HER EDITION BOX COST: DATE & FRIENDS DATE & FRIENDS TANMACUSE & FROM TANMACUSE & FROM TANMACUSE TANNACUSE TANAN TAN WARDPlanterspin JINGAINE STEMAT JULY DENISE LARALLS EQUINE WILDE Bottest: FIVE STAR ATLANTIC STARE ATLANTIC STARE ATLANTIC STARE ATLANTIC STARE PORCE NO'S REPE & ANDELA WEADAWANTER JanesettaLase Inter Editor Eller Editor PENCESS JERNELSE JERNELSE JERNELSE JERNELSE JERNELSE JERNELSE JERNELSE JERNELSE JERNELSE JARSEJE JERNELSE JARSEJE JERNELSE JERNELS WKNEHiertierd JerdenfileLeen SADE VINISA VINISANDE VINISA VINISANDE VINIS EINC DEBAN CHONG NU BROCC EINC DEBAN CHONG EINC DEBAN CHONG HEN STATTC FARRELAGN DIGME & PRIBERS DAMA DAME HENTISA ROMAN HENTISA ROMAN Wydf Johnson Jerg Jerg Jackson Mlly Blockson Mlly Blockson Mlly Blockson Patti Aofrin Patti Aofrin Patti Aofrin Patti Aofrin Reme a Andela Jamet Jackson Rem Edition WYOL Philadalphia Wyolf Jackson

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WTRLINGS Ready day Denoty EADD IF PAGE LADNERCE JELIYEAL ADDRECE JELIYEAL ARETA PEDAELIH ARETA PEDAELIH ARETA PEDAELIH ARETA PEDAELAND ROBET BACKERON RELI'EA RORGAN RELI'EA RORGAN LATP WACKLAdamia Larry Tinalay Lary Thomas ARSTRA PRANKLIN SHARADAR JOLTON JOLTON TANANISE JOLTON TANANISE JOLTON PARER 4 TERM VAL OWNER ACCOUNT FANDERS ACCOUNT STATE WORKER SACE (C TANAN AL CORES SACE (C TANANA AL CORES SACE (C TANAN AL CORES SACE (C TANANA AL CORES SACE (C TANANANA AL CORES SACE (C TANANA AL Within anglass Michael Dier Miller Boltion PRINCESS RINC DISAN CHORDS BED UVUEDANALANIA Sector Andream JEL/THEAM TIA/ DOUBLE MACHI YAL FOOME BOIL RUMPORT JOCKLY BACOME BOILS RUMPORT JOCKLY BACOME ANALASSIC FYAR BOILS OFAR SHEME & AMERICA TA RADA & SEEN EING UMBAR UMAR ERO LATOTA JACROOM LUBHOR DAIN COMBAT MOTORIAS TEDOT PENDEROMAGE GAP BAND PULL FORCE CAMERICON HOTCOST ATLANTIC STARP SADE ATLANTIC DIMAN SADE MELLISA MONDAN PTEVIE NONDER TABROUCH & PROPL НИТИ С АВЛЕДА ТА ПАЛА В ВЕЛ 1977 ДАЛАДИТСЯ ТОЛУ ВИНИ СТИНУ ПИНИСТИ АНИО DIRAM CHOROL АНИО DIRAM CHOROL АНИО DIRAM CHOROL АНИО СТИНИСТОМ НАТОТА ЛИСТОМ ТЕОГОТ РИПСКОСТОМ НАТОТА ЛИСТОМ ТЕОГОТ РИПСКОСТОМ САЛИТОР РИПСКОСТОМ САЛИТОР РИПСКОСТОМ САЛИТОР РАЛИТСЯ СТИНУ СТИНИСТОМ СТИНИТСЯ СОСТАНИЕ В АЛИТОР РАЛИТОР И ПОСТОМ САЛИТОР САЛИТОР СОСТАНИЕ В АЛИТОР СОСТАНИЕ СОСТО WATVERveingten Ren Jassey GENE CHANDLER New EDITION LATORA JACKBON BERRADEN AUGUST SCHENER SCHENE SC ZBMChurlasten CBH Flatsher Citif Pinnsher Jocklyn Bando Thamaine Symbolic Thimis Gine Crambler Michild Baition Michild Baition Batter Baitis Baition Batter Baitis Baition Batter Pitter gram Billt Ocham FORCE HD'S WICHEBERN Reuge AN Welless SADE JUICT STOC DERAN CROBOS BUDGENE STOTAG HUMES CANADA HUMES CANADA HUMES CANADA HUMES CANADA HUMES CANADA DICHES & PRISIDE WPEG/Churtotte Pud durham GAP BAND TEDOT PUDERADAAS LABEUS DAIN LABEUS DAIN JUICT SACESON DURCT SCHOOL MELIARD WIIGHT HOLLIGHT BOUTON JAMEE BOOM MELI'SA ROMGAM SADE DIONNE 6 PRIEMOS

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GIN DR. John HEN KDITION GAP BAND POLL PORCE ARTTAL FRANKLIN ENGINE ANTIGENE STATUS HITHLEY HUNDOCK EBO COLLAGE BATP MEITHET HOUSDOCK SAFP MEITHET HOUSDOCK DISTORT HOUSDOCK COLLAGE SAFP HUTHOUSTON COLLAGE SAFP COLLAGE SAFP DOCKON LLS COLLAGE L.L. COOL J KJCBLalayatte Haratta Handy F.JCBA.dbysto F.JCBA.dbysto EAAPT P HANNIP HANNIP HANNIP HORKENP HOY ATERS HOY A WLOUILestentie Tany T. Plaise Yony T. Plate The Day of the State State of the State St WJYLLouiselle WilliamsLandocker WJJBA, ynchburg Lod Bains none Bottest: Diomme & PRIBHOS STEVIE HOMDER MELI'SA HOMDER MELI'SA HOMDER FIVE STAR TIVE STAA WHOREGALLAND MANDERSTAA AARDIT PAGE LANDENCE STOREM FILLANDEN STOREM FILLANDEN AARDIT PAGE LANDENCE STARTIG AND AND AND AND AARTSING AARTSING AARTSING STATIG START AARTSING AARTSIN PTPE STAR Stable Company Start Com WALTINgsteinen Aufmärs Russell Author Humsell Bing Diskar Chongs Jenon The Stinker Teal is a montal Sottost: Atlantic Stade Staff Diomat & Primmes Chi Fount & Frimmes Chi Fount South Chinagela WEDRICHAMI Janksen Jange HICHNILS HALLACE HOMA REPORT RELI'SA HOMGAN FRATLY COMMER SYEND EING SYENDLIC THMME

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The following stations reported a frozen playlist this week:

WPLZPARTNENS Bree Crumbley BERNARD UI GHT SECOLE UI GHT FULL FORCE MIST EDTT IN PFULL IS MELSON FORT STORE FALL FORCE AND AND AND AND SOCIE STORE SOCIE SOCI

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85 Reporting Stations 83 Current Reports

WJJ8/Lynchburg WWD4/Sumpter

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COUNTRY

and Mill	TOP 50	JANU/	NRY 3	51, 19	86	MOST ADDED
		Total Reports/Adds	Heavy	Medium	Light	BELLAMY BROTHERS (66) Feelin' The Feelin' (MCA/Curb)
Neon Latt Meets West						RECHAEL MANTIN MURPHEY (46)
STEVE W	ARIMER/You Can Dream Of Me (MCA)	160/1	130	20	10	Tonight We Ride (WB)
1 5 DOLLY PM	FOR/Think About Love (RCA)	161/0	123	34	4	KEITH WHITLEY (41)
2 2 3 DAK MOOR	BOV&/Come On In (You Did The Best You Could Do) (MCA)	156/0	131	19	6	Miami, My Amy (RCA)
	d Get Used To You (Epic)	161/0	114	44	3	JANNE FRICKE (30)
A 3 & MARIE CO	OND/There's No Stopping Your Heart (Capitol/Curb)	149/0	122	22	5	Easy To Please (Columbia) FARL THOMAS CONLEY (32)
13 10 C BARBARA	LANDRELL/Fast Lanes & Country Roads (MCA)	162/0	96	57	9	Once In A Blue Moon (RCA)
O I I O OLEN CAM	BELL/It's Just A Metter Of Time (Atlantic America)	153/0	106	34	13	SAWYER DROWN (29)
1 4 8 CRYSTAL	AYLE & GARY MORRIS/Makin' Up For Lost Time (WB)	142/1	105	26	11	Heart Don't Fall Now (Capitol/Curb)
	MES/The One I Loved Back Then (Epic)	148/0	102			MERLE HAGGARD (27)
14 12 O SYLVIA &	INCHAEL JOHNSON/I Love You By Heart (RCA)	155/0	91	54	10 13	I Had A Beautiful Time (Epic)
	SL/You Should Have Been Gone By Now (RCA)	162/1	69	80	12	Please Bypass This Heart (MCA)
20 15 D JOHN SCH	EIDER/What's A Memory Like You (MCA)	161/3	60	89	16	MEL MCDAMEL (24)
IN IN CO VINCE GILL	/Oklahoma Bordenline (RCA)	150/2	55	79	13	Shoe String (Capitol)
	CLAIN WIN WAYNE MASSEY/You Are My Music, You Are (Epic)	147/0	58	76 107	24	JU00\$ (23)
	WOOD/Don't Underestimate My Love (MCA)	162/2	31		22	Grandpa (RCA/Curb)
	Y/Please Be Love (Columbia)	154/2	47	85	14	
16 13 17 SOUTHER	PACIFIC/Perlect Stranger (WB)	140/1	57	89 91	24	1
	VER/Dreamland Express (RCA)	153/2	38		35	
27 24 CO GARY MO	REE/100% Chance Of Rain (WB)	156/7	22	99 70	25	
21 23 9 JOHN AND	ERSON/Down in Tennessee (WB)	137/3	42	102	41	HOTTEST
	the And I (RCA)	158/9	15	102	46	HOTTEST
	ABES/We've Got A Good Fire Goin' (Capitol)	161/11	13	902	29	STEVE WARMER (73)
a a S MICKEY C	LLEV/Your Memory Ain't What it Used To Be (Epic)	142/7	20	35	20	You Can Dream Of Me (MCA)
	TONAUA (RCA)	111/0	56	30	42	OAK RIDGE BOYS (67)
	NAND/In Over My Heart (Columbia)	148/9	17	40	15	Come On In (You Did The Best) (
	BINGNINGA Tell It Like It Used To Be (Capitol)	104/1	49 16	40	30	MARIE OGNOND (61)
41 33 G GEORGE S	TIGAT/You're Something Special To Me (MCA)	142/12			39	There's No Stopping (Capitol/C CRYSTAL GAYLE & GARY MORRIS (
	GGS/Cajun Moon (Epic)	139/9	12		62	Makin' Up For Lost Time (WB)
	INAY/Now And Forever (You And Me) (Capitol)	142/20	10		29	GEORGE JONES (46)
	MODRELL/Some Girls Have All The Luck (RCA)	127/3	10		22	The One I Loved Back Then (Epi
	/LOR/Everyday (Columbia)	106/1	33	33	20	DOLLY PARTON (43)
	ROYAL/Burned Like A Rocket (Allentic America)	86/0	33		21	Think About Love (RCA)
	ExecuteS/The Devil's On The Loose (RCA)	87/1	8		33	EXALE (30) I Could Get Used To You (Epic)
	INOTHERS/Sweeter And Sweeter (Marcury/PG)	112/11	17		46	BANGRA MANORELL (26)
	AVI8/1982 (WB)	111/13	26		28	Fast Lane & Country Roads (MC
	SISTERS/Just in Case (WB)	84/0	20		21	OLEN CAMPBELL (22)
	LEE/The Old School (MCA)	76/0 106/27	20		61	It's Just A Matter Of Time (Atlantic Am
AKER O MERLE H	GRANDA Had A Beautiful Time (Epic)		3		53	JUICE NEWTON (20)
AKER C LANKY &	TLIN & THE GATLIN BROTHERS/Nothing But Your Love Matters (Columbia)) 103/22 99/15	5		48	(Hurt (RCA)
AKER @ MAKE Me	NTINE/Every Night (RCA)	99/15 105/32	- 4		68	
EAKER 🥥 EANL TH	MAS CONLEY/Once in A Blue Moon (RCA)		2		84	
EAKER 🕲 BELLANY	BROTHERS/Feelin' The Feelin' (MCA/Curb)	111/66	7		27	
N N 15 43 CHARLE	MANIELS BAND/Skill Hurtin' Me (Epic)	100/29	. 1	~~	73	
EAKER 🕲 SAWYER	HOWH/Heart Don't Fall Now (Capitol/Curb)	52/1	13		18	MOST ADDED & HOTTEST Ist Pose
1 2 3 45 DAN SEA		90/24	2		56	achieving the most adde nationally, and the resorted "hollast" complete from all our m
KBUT O MEL Met		76/16			46	The number in parentheses immediately t
50 🗿 MARTY 8		87/39	_		66	the songs in Most Added & Hotlest indicate I
	CILE/Easy To Plasse (Columbia)	69/8	ļ		43	number of Country reporters adding the so week or noting that the song is among their first
DEBUT DE LACY L	ALTON/Don't Fell In Love With Me (Columbia)				46	
DEBUT D O MAY STE	ENS/The Balled Of The Blue Cyclone (MCA)	66/15		16		

BREAKERS.

BELLAMY BROTHERS

BELLARM T SHUTHETHO Feelin' The Feelin' (MCA/Carb) On 68% of reporting stations. Rosty 2, Medium 25, Light 84, Total Adda 66 Including WCAO, WOKO, WAJR, CHOW, KRRV, WOKK, KISS-FM, WLWI, WONE, WAXX, WOW, K102, KIK-FM, KLZ, KFRE.

MERLE HAGGARD

METLE HAGGARD I Had A Beautiful Time (Epic) On 65% of reporting stations: Rotations: Heavy 8, Medium 40, Light 61, Total Adds 27 Including WHYR, WIXY, WWYA, KEAN, WYME, WKLO, WMC, WSIX, WPAP, KJJY, WKKQ, WIL, KGHL, KYGO, KMPS.

EARL INUMAS CURLEY Once in A Blue Moon (RCA) On 64% of reporting stations, Rotations: Heavy 4, Medium 33, Light 68, Total Adds 32 Including WBGW, WICK, WYB, KFLX, WEBC, KSBN, WGDR, KWIRT, KCJB, KIOV, KTTS, KRST, KYAK, KGIL, KNEW.

LARRY GATLIN & THE GATLIN BROTHERS Mothing But Your Lave Matters (Columbia) On 63% of reporting elations. Robustions: Heavy 3, Madium 47, Light 53, Total Adds 22 Including WBCS, WHYR, WILY, WYMI, WILLO, KYRCK, WAMZ, WSLR, KFKF, WBCS, WDGY, KRKT, KRAK, KGKC, KGA.

anwitch SHUWN Heart Dan't Fall How (Capito/Carb) On 61% of reporting stations. Rotations: Heavy 1, Medium 28, Light 73, Total Adds 29 Including WIXY, WWA, KASE, KKX, WSX, WBM, KKYX, KSO, KTTS, WIL, KKAL, KKCS, KUGN, KEIN, KSOP.

PAKE MCENTIRE Every Night (RCA) On 60% of reporting stations: Rotations: Heavy 5, Medium 46, Light 45, Total Adde 15, WXTU, KYKR, WEZL, KPLX, KKIX, KJNE, KJJY, WCXI, WBCS, WMIL, KLZ, KCKC, KSAN, KGA, KIM.

ters are those records that have achieved concurrent airplay at 60% of our reporting stations. New A Active records are receiving airplay at 5-29% of the stations. Records in Significant Action are receiving airplay at 5-29% of the stations. Records do Bree not have to reach Breakler in order to chart. However, once a record charts, it must reach the 60% airplay level within the two following weeks to achieve Breakler status Checkmarks signify the most added of the non-charted records.

COUNTRY

NEW & ACTIVE

REL McDAWEL "Shoe String" (Capitel) 99/24 Retaining Heavy 2, McGum 32, Light 56, Total Adds 23 including WCAO, WOBE, WWVA, WUSY, KYKX, WI WHM, KWWIA, KCB, WUSO, KYAA, KYOC, KKCS, KUGA, KIMA

WINE KWUT, KCBI, WILD, KYAK, KYOC, KKCS, KUGN, KMA

MUNE, KWUT, KCBI, WILD, KYAK, KYOC, KKCS, KUGN, KMA

MANE FRICKLE "Easy To Fraces" (Chiumbio) \$7,60

Rostone Heavy 1, Medum 20, Lyrk & Total Adds is including WCAD, WOY, WIBD, WSOC, KYKK, WOYK, KJRE,
WORE, WGE, WGE, WICD, KIO, KTPK, KKK-R, KMPS,

MANE FRICKLE, WGE, WICD, KIO, KTPK, KKK-R, KMPS,

MONE, WGE, WGE, WGE, WICD, KIO, KTPK, KKK-R, KMPS,

MANE FRICKLE AND The Train and the train Adds is WGC, WBOW, WYRK, WRKZ, WITU, WOY, WVM, WORD, KYKK,

KJAC, WARA, WCA, WAD, WIG, Total Adds is A WGC, WBOW, WYRK, WRKZ, WITU, WOY, WVM, WORD, KYKK,

KAY J, BALTON Theor T Fail In Laze WITH No" (Columbia) 686

Rostons: Heavy 1, Medum 25, Lyrk 43, Total Adds is A WGC, WOY, WVM, KKKK, KSSN, WTH, KKK-FM, KLZ, Heavy,

WOKK, Madum WC/R, KBMR, WYNG, WTOD, KYOC, KTDA,

ANY STEVERS "The Ballad GI The Base Cyllene" (BICA) 68/15

Rostons: Heavy 2, Medum 13, Lyrk 43, Total Adds is Inducing WONA, WOY, KYRK, WUBD, WOHE, KFGO, KWHT,

KTTB, KKK-FM, KVCC, KFFE, KEAK, KSOP, KCKC, KGA

MICHAEL, MARTHI BURDFYEY "Tranget Me Ridde I WID) 66/45

Rostons: Heavy 2, Medum 13, Lyrk 43, Total Adds 41, Honding WONA, WOY, KYRK, WUBD, WOHE, KFGO, KWHT,

KTTB, KKK-FM, KVCC, KFFE, KEAK, KSOP, KCKC, KGA

MICHAEL, MARTHI BURDFYEY "Tranget Me Ridde I WID) 66/45

Rostons: Heavy 2, Medum 13, Lyrk 43, Total Adds 41, Honding WONA, WOY, KYRK, WUBD, WOHE, KFGO, KWHT,

KTTB, KKK-FM, KVCC, KFFE, KEAK, KSOP, KCKC, KGA

MICHAEL, MARTHING, LARAFY THE BURDER D LawY, WID, WID, MID, MID, MID, MID, MID, KEAH, KSSN, WLWI, WTSO,

K102, WOKK, KH FM, MAJR, KYOO, KCKE, KDA

J**OHOWY LEE "The Landiness in Lusy's Eyes" (WB) 90/7** Romine: Heavy D, Medium 25. Light 34, Total Adde 7, WDBY, KEAN, WEBC, WCMB, WKKO, WTBO, KOL, Medium WTBY, NGLO, WAARZ, WLWI, KTTB, WTB, KOZZ, KOTRE MILS NEXT (1908) "Love Will Got You Tarough Times With No Meany" (NTB), KGL, Medium WTSV, MILS NEXT (1908) "Love Will Got You Tarough Times With No Meany" (NTB) 57/14 control Heavy 0, Medium 14, Light 43, Tool Adda 15, WGBE, WKTU, WHYA, WHYA, WEZ, KGK, KJNE, WBLR, WYNG, WCG, KTTB, KYGO, KLUY, KLZ, KGLO, P2, BETTB WINGT SY "MEMIT SY "MEMIT SY "

THOLE, NTE, WHON, RUUT, RUZ, ROLO. RETTO WHITLEY "Blissed, bly Amy" (BCA) 82/41 Restore: Heavy 2, Medium 7, Light 43, Tosia Adds 49, Houding WVAM, WHYR, WYR, WEZL, WURY, WOKE, WWKA, KJME, RSO, WTSO, WOW, ROEL, RICAL, RULY, ROPM. BAC BAVIS "Bany Yuang Bhy" (BICA) 82/14 Restore: Heavy 0, Medium 11, Light 41, Tosia Adds 14, KEAN, WURY, WGTO, KIRK, KET-FM, KBM, WCMB, WPAP, KBO, WKCOC, KTTS, KIK-FM, KGE, KOLO.

ICENNEY R

INCL., HTM, ENG. "Configure Elarie" (Liberty) 51/8 Roteins: Hanry S. Madum 28, Light 22, Totel Adol 8, WWA, KEAN, WODR, WONE, WPMB, KPKF, WTHE, KTCM, Hanry KPLJ, WOID, WYOO, Medium: WMAN, KEAN, KRCY.



PAUL TILLS "The

see **Disportes Of You" (WD) 44/8** Medium 10, Light 53, Total Adde S, WVAM, WVMI, WTVY, WLWI, WNKI, WTSO, WOW, KIOV, KNRF avy 1. Ma BRANNEZ "Bie Ban't Cry Like She Good Te" (Epic) 4444 ary 4, Madum 27, Light 13, Total Adda 4, WAAM, WBGW, WVM, KCUB, Haary, WCVR, KKKK, KKYY, KBC

Medium: KYAK, WINNO. Patienty CONVETT "Places Dypacs This Heart" (NICA) 36/26 Patience Heavy O. Medium 7. Light 29. Total Adds 24 including WVAM, WKYG. WLWI, KKYX, WUSQ, WWW, WGEE,

KVOC, KBOP. KCKC m. NANG. Intendige" (NCA/Carb) 25/23 Interf D. Medium 4. Light 21. Total Adda 23 Including WCAO, WYIL, WBOC, WGTO, KBBN, WYNG, WDAF, KUZZ,

A. Note: ENGA LEE "Why You Been Rene To Long" (NCI) 25/0 done Heavy 1. Medum 9, Light 15, Total Adds 0, Heavy: KNKT, Medum: WOKQ, WEZL, WTVY, WPAP, WWK, WTOD, 24, KROP, Light: WCAO. WTCM, KBOP, Lig

CHITY CHITIS "They five Ook A Neart Of Ook" (Steam) 23/2 Sulton: Heavy 6, Madum 17, Ligh 2, WBGW, KTTS, Madum: WKLO, WTVY, WLW, WXCL, KTIWG, Light WCAO, WLBQ,

KEW. ABANI BAKKER "So Love With Nor" (Aviote) 22/13 Rotation: Heavy O. Madium 2, Light 20. Tolai Adde 13 including WCAO, WBGW, WTYY, KYKK, WLW, WKK, WBLR, KPGO, KTTB, KPDI.



LEWIS STOREY "Ale't No Tollin'" (Epic) 22/12 Rotations: Heavy D. Medium 3, Light 19, Total Adds 14 inclu

cluding WGNA, KEAN, WEZL, KIKK, WLWI, KBMR, WXCL, WTCM, Rotations Hea

RWWG, ISSUE: LORETTA LYNN "Jant A Wannan" (INCA) 22/0 Rotations: Heavy O, Madium 3, Light 10, Total Addis 0, WWVA, WTVY, WPAP, KBMR, KWNIT, KIK-FM, KVOC, KRWO, KSOP, WAYLON JEmmines "Working Without A Nat" (INCA) 21/21 Rotations: Heavy O, Madium 3, Light 10, Total Addis 21 including WYRK, WRK2, KKKK, WDXE, WAM2, KBMR, WCU2, KKAL,

TANYA TUCKER "Ben Love At A Time" (Copilal) 28/29 Rotaliona: Heavy D. Mischum 1, Light Uf. Total Adda 20 inchuding WTSV, WYII, KRRV, WDXE, WSM, WIRK, WCJ2, KFDI,

Rosson Franziski (Marchander) Brockdown" (Lav) 17/6 TON PRICE "Minclosippi Brockdown" (Lav) 17/6 Rossons Heavy D. Medium 4. Light 13, Total Adda 5, WOKK, WPAP, WKIK, WAXK, KFDI, Meidum WTVY, KFGO, KRWQ.

Notations Pressy 0, Indium 4, Light 11, Total Adds 2, KLLL, KUGH, Medum WBGW, KRWO, KCY, Light WBOS, WOKK.

NAME, WHAT, RING, MARKIN YOU WORD MINE And I Was Groes" (Epis) 14/3 Rotations Heavy O. Medium 3. Light 11, Total Adda 3. KRK, KTPK, KFDK, Medium: WPAP, KKYX, KTTS, Light: WGNA,

CARL JACKSON "You are The Reak (And I'm A Rulling Stane)" (Columbia) 11/2 Roution: Heavy O. Machum 3. Light B. Total Adda 2. WYR. KRKT. Machum: WESC. WPAP, KRWQ. Light: KRRV. WLWR. WARX, WCLZ, WYCM, KFDI.

ALIGOT WOLL, WOLLEN, WURDE OF A Postbar" (NTRI) 18/16 Ratilitine Heavy O. Medium O. Light 10, Total Adda 10, WCHT, WYR, KRWV, WCMB, WPAP, WADD, KWOD, KRWT, KWOC,

NC. **CANNE CASH "Nield Cu" (Columbia) S/S** alione: Heavy O, Medum O, Light S. Total Adda O, WBGW, WYR, WOKE, WOKK, WIRK, KRKT, KKAL, KCCY, KCBQ.



ARTIST/Song Title (Label)

Album Title

JUDDS/Rockin'-With The Rhythm... (RCA/Curb) **Rockin' With The Rhythm** CONWAY TWITTY/Lay Me Down Carolina (WB) Chasin' Rainbows GEORGE STRAIT/Dance Time in Texas (MCA) Something Special FORESTER SISTERS/Mama's Never Seen Those Eyes (WB) The Forester Sisters KENNY ROGERS/Tomb Of The Unknown Love (RCA) Heart Of The Matter JUDY RODMAN/Until | Met You (MTM) Judy NITTY GRITTY DIRT BAND/Partners, Brothers, And Friends (WB) Partners, Brothers, And... GEORGE STRAIT/In Too Deep (MCA) Something Special SHOPPE/Like A Rose in The Sand (MTM) The Shoppe BIG RIVER/Muddy Water (MCA) **Big River Soundtrack** STEVE WARMER/She's Crazy For Leaving (MCA) Life's Highway SAWYER BROWN/Shakin' (Capitol/Curb) Shakin' STEVE WARINER/Life's Highway (MCA) Life's Highway VINCE GILL/Colder Than Winter (RCA) Things That Matter JUICE NEWTON/Cheap Love (RCA) Old Flame

COUNTRY ADDS & HOTS

MOST ADDED	EAS	Γ.	HOTTHET
Robert Bathers (MCL) Meteol Martin Murphry			nes Warlaar (MCA) med (Capital-Carto)

MOST ACCED SOUTH HOTTEST Index Sector (BCL/Cork) Service Worker (BCL/Cork) Ballamy Brathers (MCA-Curb) Bak A Hallh Whilloy (ACA) Crystal Bayle & D Janie Reinie (Columnia) Rum ICA) Junio Printo (Columbia) 1983 - Bollomy Brothero (BICA-Curt

WEST HOTTEST

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80/ R&R FRIDAY, JANUARY 31, 1986

FULL-SER	VICE A/	
TOP 20	JANUARY 31, 1986	MOST ADDED
No Lat	Total Reports/Adds Heavy Medium Light	EVERLY BROTHERS (18) Born Yesterday (Mercury/PolyGram)
s Weeks Week		SMOKEY ROBINSON (8) Hold On To Your Love (Motown)
4 2 2 BARBRA STREISAND/Somewhere (Columbia) 1 5 3 D BNUE SPRINGSTEEN/My Hametown (Columbia)	39/0 33 5·· 1 39/0 34 5 0	SHEENA EASTON (7) Jimmy Mac (EMI America)
1 1 1 3 DIDINIE & FRIENDS/That's What Friends Are For (Arista)	38/0 31 6 1 37/1 31 6 0	JAMES TAYLOR (7) Only One (Columbia)
7 7 5 SADE/The Sweetest Taboo (Portrait/CBS) 5 3 4 6 STEVIE WONDER/Go Home (Tamle/Molown)	33/0 24 9 0	JACK WADNER W/VALERIE CARTER (7)
- 17 12 O DREAM ACADEMY/Life in A Northern Town (Reprise/WB)	35/5 13 21 1 32/0 21 10 1	Love Can Take Us All Away (Qwest/WB)
6 6 7 7 DIRE STRAITS/Waik Of Life (WB) 18 11 10 DIRLY OCEAN/When The Going Gets Tough (Jive/Arista)	30/3 18 11 1	
16 12 11 WWITINEY HOUSTONL/How Will I Know (Arista)	31/2 19 10 2 33/0 17 13 3	HOTTEST
13 🜑 STARSHIP/Sara (Grunt/RCA)	34/3 14 18 2	SADE (27)
15 😨 ELTON JONNU/Weitz (Golton) 15. 14. 14. 🚭 WWANU/I'm Your Man (Columbia)	34/2 8 23 3 27/1 12 14 1	The Sweetest Taboo (Portrait/CBS) BNUCE SPRINGSTEEN (25)
11 9 9 14 El DeBANGE with De BANGE/The Heart is Not So Smart (Gordy/Molown)	27/0 15 10 2	My Hometown (Columbia) BARBRA STREISAND (25)
- 19 CANNE MUNRAY ANOW And Forever (You And Me) (Capitol) 19 18 16 CO MICHAEL FRANKS techning BRENDA RUSSELL/When I Give My Love To You (WB)	28/3 5 16 7 25/0 7 16 2	Somewhere (Columbia)
3 8 8 17 IQ.VINAJOLA Miss You (Constallation/MCA)	28/0 10 11 7 32/7 3 15 14	DIONNE & FRIENDS (22) That's What Friends Are For (Arista)
DEBUT . CO. JANNES TAYLOR/Only One (Columbia) — _ 20 CO. GARY MONNINS & CRYSTAL GAYLE/Making Up For Lost Time (WB)	32/7 3 18 14 26/2 3 19 4	WHITNEY HOUSTON (15) How Will I Know (Arista)
EAKER I HEART/These Dreams (Capitol)	24/4 2 19 3	
otal Adds 2, WTMJ, WING.	ACK WAGNER with VALERIE CARTER "L Polations: Heavy 0, Medium 3/3, Light 6/4, Total A	ING CAN Take Us All Away" (Owest/WB) 9/7 Ids 7, WFBR, WHBC, WSPD, KSL, WPOE, WJBC, WCIL
HEART These Dreams (Capitol)	NRL NISTER "Kyrle" (RCA) 8/4 Rotaions Heavy 1/1, Medium 5/1, Ughl 3/2, Total ROD: WWNR, WWRA THOMPSON TWWNS "King For A Day" (Arista) Rotaions Heavy 1/0, Medium 3/1, Ughl 4/2, Total Adde 3 WWPA.	Adds 4, WWKB, WTVN, WCHS, WHAS Medium including Wi 8/3 KHOW, WCHS, WGBR, Heavy, WWKB, Medium including WS
HEART These Dreams (Capitol) 6% of our reporters on it. Rotations: Heavy 2, Medium 19, Light 3, fotal Adds 4, WWKB, KHOW, WGY, WRVA. Debuts at number 20 on the Full-Service chart.	MR. MISTER "Kyrls" (RCA) B/4 Potatons Newy 1/1, Medium 5/1, Ugrl 3/2, Total RBO, WWNR, WWR THOMPSON TWINS "King For A Day" (Arista) Rotatons Heavy 1/0, Medium 3/1, Ugrl 4/2, Total Adds 3 WWPA.	Adde 4, WWRB, WTVN, WCHS, WHAS Medium including Wi BA KHOW, WCHS, WGBR Heeny WWRB Medium including WS
HEART These Dreams (Capitol) 6% of our reporters on it. Rotations: Heavy 2, Medium 19, Light 3, fotal Adds 4, WWKB, KHOW, WGY, WRVA. Debuts at number 20 on the	NNL MISTER "Kyrle" (RCA) B/4 Potalona Heavy 1/1, Medium 5/1, Ugri 3/2, Total RDD: WWNR, WWNR THOMPSON TWINS "King For A Day" (Arista) Rotationa Heavy 1/0, Medium 3/1, Ugri 4/2, Total Adds 3 WWPA. SIGENIFICAN Rotationa Heavy 1/0, Medium 3/1, Ugri 4/2, Total Adds 3 WWPA. SIGENIFICAN Rotationa Heavy 0, Medium 3/2, Ugri 5/5, Total Adds 1 Rotationa Heavy 0, Medium 5/1, Ugri 0, Total Adds 1, Rotationa Heavy 0, Medium	Adde 4, WWKB, WTVN, WCHS, WHAS. Medium including Wi 8/3 KHOW, WCHS, WGBR Heery WWKB Medium including WS NT ACTION Ca 7, WHG, WBA, WWWR, WPOE, WTKO, WWPA, WJBC 74 74 74 74 74 74 74 74 74 74
HEART These Dreams (Capitol) 6% of our reporters on it. Rotations: Heavy 2, Medium 19, Light 3, fotal Adds 4, WWKB, KHOW, WGY, WRVA. Debuts at number 20 on the Full-Service chart. EVERLY BROTHERS Born Yesterday (Mercury/PolyGram) 1% of our reporters on it. Rotations: Heavy 0, Medium 9, Light 13, fotal Adds 10, WISN, WTMJ, KJR, WICC, WCHS, WBT, WIBA, WSPD,	MIL MISTER "Kyris" (RCA) B/4 Rotations Heavy (IT, Medium 51, Light 32, Total ROD, WHAR, WHAR THOMPSON TWINS "King For A Day" (Arista) Rotations Heavy (IO, Medium 31, Light 4/2, Total Adds 3 WWPA. SIGENIFICAN	Adds 4, WWRB, WTVN, WCHS, WHAS. Medium including Wi 8/3 KHOW, WCHS, WGBR Heery WWKB Medium including WS NTTACTION Car 7, WhA, WEA, WWNR, WPOE, WTKO, WWPA, WJBC 74 14, WTAE, KFI, WWPA, KFOD. Medium including WGBR, WC Imather American 141 WKB. Medium including WKPA, 14, WTAE, KFI, WWPA, KFOD. Medium including WGBR, WC 14, WTAE, KFI, WWPA, Medium SSKRC, WING, MMM/R Imather March 141 14, WCHS, Medium WKR, Medium WWRR, WWPA,
HEART These Dreams (Capitol) 6% of our reporters on it. Rotations: Heavy 2, Medium 19, Light 3, fotal Adds 4, WWKB, KHOW, WGY, WRVA. Debuts at number 20 on the full-Service chart. EVERLY BROTHERS Born Yesterday (Mercury/PolyGram) 1% of our reporters on it. Rotations: Heavy 0, Medium 9, Light 13, fotal Adds 10, WISN, WTMJ, KJR, WICC, WCHS, WBT, WIBA, WSPD, (SL, KFQD. NEW & ACTIVE REDOLE ACCISON "In 'I Hover Lave Yee (Line 1 Da)" (Capitel) 12/1 Diatom Heavy 10, Medium 71, Light 40, Total Adds 1, KJR, Heavy: WWPA, Medium Including WWKB, RHOW, WICC, WEAVE AMAGE 10, WISH, WICC, WCHS, Medium Including WWKB, RHOW, WICC, WICC MINING		Adds 4, WWRB, WTVN, WCHS, WHAS. Medium including Wi 8/3 KHOW, WCHS, WGBR Heavy WWKB. Medium including WS NTTACTION MALE ARE AND A WWWR, WPOE, WTKO, WWPA, WJBC, 7/ Mal, WTAE, KFI, WWPA, KFOD, Medium including WGBR, WC Million Amortal Still WKB, Medium including WKPA, 1/ KHOW, MAR, WWPA, Medium INN, 1/ KHOW, MAR, WWPA, 1/ KHOW, MAR, WKPA, 1/ KHOW, MAR, WWPA, 1/ KHOW, MAR, WKPA, 1/ KHOW, WKPA, 1/ KHOW, MAR, WKPA, 1/ KHOW, MAR, WKPA, 1/ KHOW, MAR, 1/ KHOW, MAR, 1/ KHOW, MAR, 1/ KHOW, MAR, 1/ KHOW, MAR, 1/ KHOW, MAR, 1/ KHOW, 1/
HEART These Dreams (Capitol) 6% of our reporters on it. Rotations: Heavy 2, Medium 19, Light 3, total Adds 4, WWKB, KHOW, WGY, WRVA. Debuts at number 20 on the full-Service chart. EVERLY BROTHERS Born Yesterday (Mercury/PolyGram) 1% of our reporters on it. Rotations: Heavy 0, Medium 9, Light 13, total Adde 10, WISN, WTMJ, KJR, WICC, WCHS, WBT, WIBA, WSPD, (SL, KFQD. NEW & ACTIVE REDOL 4000000 "The Theore Laws Yas (Line 10a)" (Cabina 12/1	MRL MISTER "Kyrls" (RCA) B/4 Rotations Heavy (IT, Medium 5/1, Light 3/2, Total ROD, WHAR, WHAR THOMPSON TWINKS "King For A Day" (Arista) Rotations Heavy (IO, Medium 3/1, Light 4/2, Total Adds 3 WWPA. SIGENIFFCAN SIGENIFFCAN SIGENIFFCAN Rotations Heavy (IO, Medium 3/1, Light 4/2, Total Adds 3 WWPA. SIGENIFFCAN Rotations Heavy (IO, Medium 3/1, Light 4/2, Total Adds 3 WWPA. SIGENIFFCAN Rotations Heavy (IO, Medium 3/1, Light 4/2, Total Adds 3 WWPA. SIGENIFFCAN Rotations Heavy (IO, Medium 3/2, Light 5/2, Total Adds 1, Rotations Heavy (IO, Medium 2/1, Light 3/2, Total Adds 1, Rotations Heavy (IO, Medium 2/1, Light 3/2, Total Adds 1, Rotations Heavy (IO, Medium 2/1, Light 3/2, Total Adds 1, Rotations Heavy (IO, Medium 2/1, Light 3/2, Total Adds 1, Rotations Heavy (IO, Medium 2/1, Light 3/2, Total Adds 1, Rotations Heavy (IO, Medium 2/1, Light 3/2, Total Adds 1, Rotations Heavy (IO, Medium 2/1, Light 3/2, Total Adds 1, Rotations Heavy (IO, Medium 2/1, Light 3/2, Total Adds 1, Rotations Heavy (IO, Medium 2/1, Light 3/2, Total Adds 1, Rotations Heavy (IO, Medium 2/1, Light 3/2, Total Adds 1, Rotations Heavy (IO, Medium 2/1, Light 3/2, Total Adds 1, Rotations Heavy (IO, Medium 2/1, Light 3/2, Total Adds 1, Rotations Heavy (IO, Medium 2/1, Light 3/2, Total Adds 1, Rotations Heavy (IO, Medium 2/2, Light 3/2, Total Adds 1, Rotations Heavy (IO, Medium 2/2, Light 3/2, Total Adds 1, Rotations Heavy (IO, Medium 2/2, Light 3/2, Total Adds 1, Rotations Heavy (IO, Medium 2/2, Light 3/2, Total Adds 2, Rotations Heavy (IO, Medium 2/2, Light 1/1, Total Adds 2, Rotations Heavy (IO, Medium 2/2, Light 1/1, Total Adds 2, Rotations Heavy (IO, Medium 2/2, Light 1/1, Total Adds 2, Rotations Heavy (IO, Medium 2/2, Light 1/1, Total Adds 2, Rotations Heavy (IO, Medium 2/2, Light 1/1, Total Adds 2, Rotations Heavy (IO, Medium 2/2, Light 1/1, Total Adds 2, Rotations Heavy (IO,	Adds 4, WWKB, WTVN, WCHS, WHAS, Medium including Wi 8/3 KHOW, WCHS, WGBR Heavy WWKB Medium including WS NTTACTION NT ACTION NT ACTION NOT ACTION

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ADULT/CONTEMPORA

BREAKERS.

ATLANTIC STARR

Secret Lovers (A&M) 70% of our reporters on it. Rotations: Heavy 10, Medium 32, Light 32, Total Adds 26 including WSNI, 2WD, W101, WARM96, WOMC, KKLT, WKYE, WKGW, KLYF, KQSW. Debuts at number 18 on the A/C chart. JAMES TAYLOR

Only One (Columbia) 62% of our reporters on It. Rotations: Heavy 1, Medium 33, Light 31, Total Adds 26 including WCLY, WSB-FM, KVIL-FM, KUDL, WMYX, KS94, KYKY, KMJI, KKLT, KGW. Debuts at number 28 on the A/C chart.

DAN SEALS

Bop (EMI America)

52% of our reporters on It. Rotations: Heavy 4, Medium 25, Light 28, Total Adds 19 including WHTX, 2WD, WOMC, WXTC, WIVY, KIOA, KQ99, KDUK, KWAV. Debuts at number 30 on the A/C chart.

ANNE MURRAY

Now And Forever (You And Me) (Capitol) 51% of our reporters on it. Rotations: Heavy 2, Medium 33, Light 19, Total Adds 8, 2WD, KMJI, WIVY, WLAC-FM, WSFL, WSTF, WAVE, KRNO.



EVERLY SHOTHERS "Born Yoolorday" (Marcury/PolyGram) 46/22 Reasons Heavy 0, Medium 173, Lipp 2018 Total Adds 22 including KGW, B100, WAEB, WKGW, KEY103, WSFL, KICA, WTRY, WITE, KOL, WHAN, KWPM Medium including WEIM, WKNE, WGLL, RANDY GOODRUM "Sitescells" (SRP) 42/2

Rotations: Heavy 80, Medium 19/0, Light 15/2, Total Adds 2, WLAC-FM, WXUS, Heavy KOST, KIFM, WSFL, WEIM, WCHV WORG, WJON, KMGQ, Medium including WKYE, WXTC, KOIL, KDUK, KWAV.

ROTATION BREAKOUTS

Reports Adds	Heavy	Medium	u

@ WHITNEY HOUSTON	104/0	88	15	1
2 SADE	100/0	87	11	2
SHLY OCEAN	103/3	79	21	3
O STARSHIP	1034	72	27	4
O DREAM ACADEMY	102/4	68	28	6
6 BRUCE SPRINGSTEEN	97/0	66	29	2
C BANGNA STREISAND	96/3	58	29	9
C ELTON JOHN	100/9	42	44	14
S STEVE WONDER	87/0	45	37	5
• WHINAM	86/0	53	29	4
11 DIDINE & PRIENDS	79/0	35	36	9
12 DINE STINATS	76/0	40	26	10
D INLEY, JASPER, INLEY	84/2	33	40	11
14 LIONEL NICHIE	69/0	14	41	14
D MICHWEL FRANKS LORENDA RUSSELL	72/2	27	38	7
D MINE & THE MECHANICS	78/15	11	47	20
17 B DOMANGE W/DOMANGE	06/0	22	34	10
C ATLANTIC STAR	74/26	10	32	32
CLARENCE CLEMONS & JACKSON SHOWNE	57/1	19	31	7
G HEANT	74/20	6	45	23
THOMPSON TWINE	77/8	4	43	30
O FREDORE JACKSON	64/2	7	43	14
D MR. MINTER	61/10	16	28 .	17
DIANA ROES	57/2	9	38	10
25 KLYMAJOX	56/1	10	28	18
26 STEVIE MICKS	50/1	14	25	11
S PEARO BRYSON	57/1	4	39	14
D JAMES TAYLOR	65/26	1	33	31
C ANETHA PRANKLIN	64/7	1	37	26
CO DAM SEALS	55/19	4	25	26

MOST ADDED

ATLANTIC STANS (26) Secret Lovers (A&M) Only One (Columbia) EVERLY BNOTHERS (22) Born Yesterday (Mercury/ HEART (28) These Drea s (Capitol) DAN SEALS (19) Boo (EMI America)

HOTTEST

WHITNEY HOUSTON (67) How Will I Know (Arista) SADE (67) The Sweetest Taboo (Portrait/CBS) BILLY OCEAN (51) When The Going Gets . . . (Jive DREAM ACADEMY (40) (.live/Arista) Life In A Northern Town (Repris STARSHIP (39) WB) Sara (Grunt/RCA)

CARS "I'm Not The One" (Endars) 37/15
 Statesme, Newy, O. Machan St. Light 2014. Total Acts 15 naturing WALK, WAER, WKGW, K108, WHAM, KOS9, WHAN, KWER, WKGW, K108, WHAM, KOS9, WHAN, KWER, WKGW, UKAN, UK



SURVIVOR "Burning Heart" (Seetil Brss./CBS) 24/3 Rotstone: Heary 50, Madum 11/1, Light 82, Total Adds 3, MSNI, KYKY, WMGN, Heary, WLLT, WLTF, WTNY, WCKO, Madum including WHTR, BIOD / 100, WSFNI, WRAKA, SWAI TOBI PETTY with STEVE INCIS "Bootlas And Piece" (IBCA) 21/8 Rotstone: Heary 0, Madum S1, Light 168, Total Ands 9, WSFNI, KYTO3, WMAIK KOS9, WMGNI, WSKY, KTVL, WHT-FM, TVM FEIT WIN STEVE MCR3 "Needles And Plac" (NCA) 21/8 Rotations Heavy 0, Mackum 5/1, UgH 168, Tota Acds 9, WSFM, KEY103, WHAM, KO99, WMGN, WSKY, KTYL, WMT-FM, WBOM Mackum Including WCN, WORG, KOSW, KALE. POINCE MO'S "Tender Laws" (WB) 16/18 Rotations Heavy 10, Mackum 5/1, UgH 109, Total Acds 10, KIFM, WEIM, WSKI, WSKY, WORG, WKYX, KKLV, KOSW, KMOO Heavy KWAV Medium Including WPX; KGW WSFL, KALE. ELD "Colling Amorites" (CDS Associated) 15/19 Rotations: Heavy 0, Mackum Including WPX; KGW WSFL, KALE. KTYL, BY, KGSW, Medium Including KALE. LOVEDDUY This Chaudi Ba The Including America Tendentian States

i, KOBW. National Producting Track. 1979 "This Could Be The Might" (Columbia) 14/6 Heary O, Machum 40, Light 106, Total Adds 6, WHTX, V100, K106, WWMJ, WSKY, 194. Medium: WCKQ, WCHV. LOWER

KOBW

JOW, KALE BO THO "THIND OF The Chase" (James) 14/1 nations: Heavy O, Madum 10, Lipit 13/1, Total Adds 1, WBOW. Madum: WEM IBNT RANGER "Beadbype" (Camer/MICA) 12/1 Istans: Heavy 30, Madum 80, Lipit 3/1, Total Adds 1, KYUU Heavy, KYIL-FM, WENB, WM-E. Mi Mators: Heavy 30, Madum 80, Lipit 3/1, Total Adds 1, KYUU Heavy, KYIL-FM, WENB, WM-E. Mi WHEN WINY KTL, WARE THE BANY ON CAN BE AND A STATE OF THE STATE OF THE

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MCMONG WIGHT, MCMON "Toughon Up" (IICA) 18/10 CLIVA AEWYTON-JONN "Toughon Up" (IICA) 18/10 Rotatione: Haavy O, Madum O, Light 10/10, Total Adds 10, WWAA, WEAA, WSKI, WAGE, WKYX, WZLQ, WFFX, KTYL.

ALE: IncCARTNEY "Spice Like Us" (Capitel) 18/1 Is Newy 10, Medium 50, Light 41, Total Adds 1, WMGN: Heavy: WAVE, Mediu PAUL N m: V100, K108, WRKA, KRLB KTYL

KTTL. JOHNI COURAR MELLENCAMP "R.O.C.K. In The U.S.A." (Nive/PakyGram) S-0 Reasons: Heavy O, Medun 22, Light 78, Total Adds 8, B100, V100, WKYE, WRKA, KOO9, WMGN, WOLL, WSKY. ESDE MUNIPY "Have Could B B" (Columbia) 97 Reasons: Heavy O, Medun 20, Light 87, Total Adds 7, WENA, WSKI, WORD, WAEV, KTTL, KOSW, KALE Medum W JAMES DROWN "Living in America" (Sould Bros./GBS) 9/0 Reasons: Heavy O, Medun 20, Light 70, Total Adds 3, WHTX, WRKA, KOB9, Medum: U102, WMGN.

Breakers are those records that have achieved concurrent airplay at 50% of our reporting stations. New & Astive 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.



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Five stations failed to report this week and therefore their U102/Knoxville WAHRAUNtevil WJDX/Jec 1

WLTS/New Orl WTNY/Watertown The following two stations are no longer AC reporters: WARM99/Atlents WMGF/MBwaukee

FULL-SERVICE A/C

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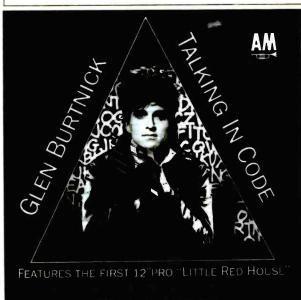
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AOR ALBUMS

er Neo Last ets Uteras Utera	157 REPORTS	JAÑUARY 31, 1986	Total Reports/Adds	Power	Heavy	Medium
	ZZ TOP/Afterburner (WB)	"Stages" (129) "Delirious" (57) "Rough" (55)	144 = /2		125 -	
	PETE TOWNSHEND/White City (Atco)	"Blood" (106) "Hiding" (57) "Face" (28)	145 = /1	18 -	91 -	50 -
	JOHN C. MELLENCAMP/Scarecrow (Riva/PG)	"Minutes" (84) "R.O.C.K." (60) "Justice" (51)	137-/4	19-	95+	41-
	MIKE & THE MECHANICS/Mike & The Mechanics (Atlantic)	"All I Need" (99) "Silent Running" (88) "Hanging" (13)			102 -	
	SIMPLE MINDS/Once Upon A Time (Virgin/A&M)	"Sanctify Yourself" (137) "Alive" (15) "Once" (13)	141-/0	36+	122+	18-
	FIRM/Mean Business (Atlantic)	"King's" (144) "Fortune" (26)	144 +/17	19+	85+	52 -
	HEART/Heart (Capitol)	"These Dreams" (129) "If Looks" (16)	134+/4	45+	113+	20-
	DIRE STRAITS/Brothers In Arms (WB)	"Ride" (106) "The Man's" (28) "Brothers" (18)	129+/5	15+	69+	58 -
	STEVIE NICKS/Rock A Little (Modern/Atco)	"Wait" (96) "Imperial" (27) "Talk" (25)	130-/2	13-	77-	48 -
	TOM PETTY & /Pack Up The Plantation - Live (MCA)	"Needles" (97) "So You Want" (64) "Don't Bring" (25)	124-/4	13-	54 -	64 -
	ALAN PARSONS PROJECT/Stereotomy (Arista)	"Stereotomy" (137)	143+/1	15+	71+	
	INXS/Listen Like Thieves (Atlantic)	"What You Need" (128)	138+/6	13+	72+	61 -
	MR. MISTER/Welcome To The Real World (RCA)	"Kyrie" (108)	114-/0	38 -	94 -	
	HOOTERS/Nervous Night (Columbia)	"Day By Day" (121)	123-/3	31+	88 =	30.
	PETER FRAMPTON/Premonition (Atlantic)	"Lying" (134)	135+/6	7+	44+	81 -
	STARSHIP/Knee Deep In The Hoopla (Grunt/RCA)	"Sara" (94) "Tomorrow" (14)	100-/1	23-	69 -	28 -
	ROCKY IV/Soundtrack (Scotti Bros/CBS)	"No Easy Way" (104) "America" (30) "Burning" (14)	114+/13	13+	36+	70-
	PAT BENATAR/Seven The Hard Way (Chrysalis)	"Le Bel Age" (107) "Sex" (13)	112+/9	5+	37+	62 -
	DREAM ACADEMY/Dream Academy (Reprise/WB)	"Life" (65) "The Edge" (28)	90-/6	13-	49-	37
	LOVERBOY/Lovin' Every Minute Of It (Columbia)	"This Could Be" (108)	110+/13	6+	39+	65
	OUTFIELD/Play Deep (Columbia)	"Your Love" (106)	107+/15	14+	39+	58
	RUSH/Power Windows (Mercury/PG)	"Manhattan" (60) "Mystic" (35) "Territories" (23)	90-/4	4-	28-	52
	QUICKSILVER/Soundtrack (Atlantic)	"Quicksilver" (95)	95+/17	0 =	14+	73.
	THOMPSON TWINS/Here's To Future Days (Arista)	"King For A Day" (75)	80 + /5	10+	33+	43
	AEROSIMITH/Done With Mirrors (Geffen)	"Shela" (91)	92-12	1 =	17=	65
	ALARM/Strength (IRS/MCA)	"Spirit Of '76" (55) "Strength" (34)	81-/5	6-	20-	54
	ASIA/Astra (Geffen)	"Too Late" (74) "Go" (11)	79-/1	3-	25-	-
	MARILYN MARTIN/Marilyn Martin (Atlantic)	"Night Moves" (90)	90 /16	2	9	71
	ROGER DALTREY/Under A Raging Moon (Atlantic)	"Let Me Down Easy" (50)	51-/0	8+	29-	20.
	CHARLIE SEXTON/Pictures For Pleasure (MCA)	"Beat's So Lonely" (66) "Impressed" (13)	76-/3	0-		53
	DOKKEN/Under Lock And Key (Elektra)	"The Hunter" (46) "In My Dreams" (27)	70-/3	3+	13=	-
	STING/The Dream Of The Blue Turtles (A&M)	"Russians" (61)	62-/1	3+	22-	
32 30 32	OTTY ORBOLIDME (The Likimste Sie (CDS Associated)	"Shot In The Dark" (75)	75 /74	0	4	52
BUT	OZZY OSBOURNE/The Ultimate Sin (CBS Associated)	"Addicted To Love" (60)	64 + /14	1 =	14+	
	ROBERT PALMER/Riptide (Island)	"I'm Not The One" (60) "Tonight" (12)	69+/29	2+	12+	
39 — 35	CARS/Greatest Hits (Elektra)		63-/1	1+		43
	PHANTOM, ROCKER & SLICK/Phantom, Rocker & Slick (EMI Americaa)	"Manic Monday" (43)	48+/5	8=		27.
	BANGLES/Different Light (Columbia)	"Silent Night" (53)	53-/0	1-		26.
	BON JOVI/7800 Fahrenheit (Mercury/PG) JOE LYNN TURNER/Rescue You (Elektra)	"Losing You" (53)	54 + /5	2+		29
			J T T / J		· · T	



84/R&R FRIDAY, JANUARY 31, 1986

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BREAKERS.

FIRM

Mean Business (Atlantic) \$2% of our reporters on it.

OUICKSILVER Soundtrack (Atlantic)

61% of our reporters on IL



Adde Including WHEW, D107, KEZEW, KISRR, KOME, WICH, WIPLR, KICT, KIRKE, Heavy 2, CFOX, KROU, Me Adde Including WHEW, D107, KEZEW, KISRR, KOME, WICH, KIDL, KICT, KIRKE, Heavy 2, CFOX, KROU, Me Including WHUY, KLOL, WHIZ, KYYS, WIGHM, KISHE, KOB, WOLR, KLDJ, KIKCH, MILAV, KATT, KIMOD, CRUIZADOS "Chrosolate" (Including WASK, WICH, KISE, KOB, WILR, KITCL, Madkum 34 including WASK, WIOR WILZ, KYYS, KIPC, KOBE FASTINAY "Thathag For The Rest" (Columbia) 314 (840) Adda Including WASK, KILO, WGRI, WHEF, WCKT, Heavy 0, Meduaum 24 including KLOL, KISRR WILZ, WHEF, KISHE, KIGB, MILE, WHEF, KISHE, THE REST" (Columbia) 314 (840) Mada Including WHON, CFOX, KILO, WGRI, WHEF, WCKT, Heavy 0, Meduaum 24 including KLOL, KISRR WILZ, WHEF, KISHE, KIGB, MILE, WHEF, KISHE, THOB, KISHE, KINOL, KISTH, FOWHER 2. Heavy 7 including CHOM, WHES, WILR, CHEE MILE, WHEF, KISHE, KIGB, KINOL, KISTH, FOWHER 2. Heavy 7 including KAZY, CFOX, WILR, CHEE KISRR, KISOL, WHON, CIGOX, WEZX, KINOL, KISTH, FOWHER 2. Heavy 10 including KAZY, CFOX, WINZ, WONE KISRR, KISOL, WHON, KIGOL, WOOK, WHEB, WHOUL, WWWH, KISRR, KISOL, WHON, KIGOL, WOOK, WHEB, WHOUL, WWWH, MOCH, WLIR, WHSP, WCCT, KOOL, POwers 2: Heavy 10 including KAZY, CFOX, WARZ, WONE KISCL, KISOL, MILR, WHSP, WCCT, KOOL, POwers 2: Heavy 10 including KAZY, CFOX, WARZ, WONE KISOL, WILR, WHSP, WCCT, KOOL, POwers 2: Heavy 10 including KAZY, CFOX, WARZ, WONE KISOL, WOOK, WLIR, WHSP, WCCT, KOOL, POwers 2: Heavy 14 IIX, WEZX, KITCZ, WCPZ Maduun 15 including KASH, KISOL, WHOO, WISOL, WHOU, WWHY, WOOK, WLIR, WHSP, WCCT, KOOL, POwers 2: Heavy 4: BIX, WEZX, KITCZ, WCPZ Maduun 15 including KEW, KIO, KISOL, MINSP, WCCT, KOOL, POwers 2: Heavy 4: BIX, WEZX, KITCZ, WCPZ Maduun 15 including KEW, KIO, KISOL, MILR, WHSP, WCCT, KOOL, POwers 2: Heavy 4: BIX, WEZX, KITCZ, WCPZ Maduun 15 including KEW, KIO, KISOL, MILR, WHSP, WCCT, KOOL, WEBA, WEDAU WHER KISOL, MAGKINI TI Franding WASHI KIROL BI

15 including CHOM

SADE "Premise" (Perirait/CBS) 25/1 (25/1) Adds: CRHY, Powers 5: Heavy 15 including WXRT, KAZY, KBCO, CHEZ, WONE, KTCZ, Me KB7, WBLM. daven 10 in IN WHES KILLIX

AOR TRACKS

MOST ADDED

JOHNI LENNON (83) Imagine (Capitol) 0227 0820UNIE (74) Shot In The Dark (CBS Associated) JOHN LENNON (73) Come Together (Capitol BLUE OYSTER CULT (06) itol) Dancin' In The Ruine (CBS) JOHN C. MELLENCAMP (82) Under The Boardwalk (Riva/PolyGram)

HOTTEST ZZ TOP (48) Stages (WB) HEART (43) These Dreams (Capitol) Kyrie (RCA) Sanctify Yourself (Virgin/A&M) HOOTERS (31) Day By Day (Columbia)

CHART CLIMBERS

HANNLYT MARTYN "Tigde Movee" (Atlandis) 98/16 (74/23)
Adda Including WH-LY, WEBN, WCDIF, WHCZ, WARL, Hawry & WECH, WORK, KCDL, IKEWR, WYHF, OFOX, WWCR, WZZO,
KROLJ, Hackwing WH-LY, WEBN, WCDIF, WHCZ, WARL, Hawry & WECH, WORK, KCDL, IKEWR, WYHF, OFOX, WWCR, WZZO,
WARF, KLBJ, KLAD, WYY, WCBF, WKCF, WCZ, KOGO, MLAY, KATT, KEZO, WWCT, KORE, KOFO, KOR, WYY, WOLR,
WARF, KLBJ, KLAD, WYY, WCBF, WCCF, WCZ, KOGO, MLAY, KATT, KEZO, WWCT, MONE & MCD, KATT, Heavy 18 Including
WARF, KLBJ, KLAD, WYY, WOCH, KOFF, WCZ, KOGO, MLAY, KATT, KEZO, WICT, MONE & MCL, KATT, Heavy 18 Including
WARA, WHYY, WOTK, KTOR, MCF, WCZ, KWCD, WARF, MCL, MARC, MALL, KATT, Heavy 18 Including
WARA, WHYY, WUTK, KOM, WHY, WOFH, KGF, WCX, WHCD, WCD, WTF, KORA, WCL, KATT, Heavy 18 Including
WARA, WHYY, WUTK, KTOR, MCH, WYX, WHY, WHY, WHY, WHY, KORK, WALK, KTO, RLOL,
KSWR, WSFE, KYYR, KSWR, KLBA, WARL, WWCK, WAAV, KEZO, WWCT, WOT, KIGO, Dobas et #88.

JOHNI COLLARA IMELLISACAIP "Illinoides To Blassaries" (INDAW SAVA) (KEYA) (JACAT) (11)
Adda Including OCKM, WHEY, KORA, KIGH, WANF, KORA, KORA, WANF, WARF, WLIF,
KLOS, KTOG, Machur, SH ANDING, WHY, KIGR, KOGO, KGB, MONE & XARR, WHYF, KSTM, WCZ, KSWR,
KGB, Machur ST, Including UNAR, KTOL, KJR, WKON, WHON, KIMW, KNOR, WARF, WHYF, KSTM, WCZ, KSWR,
KGB, Machur ST, INCLUNG, KUCL, KYRR, WKON, WHON, KIMW, KNOR, MARR, WHYF, KSTM, WCZ, KSWR,
KGB, Machur ST, INCLUNG J, KUCL, KSWR, WKON, WLNG, KBM, MONE 44-32.

MCGL, Machur ST, INCLUNG J, KUCL, KYRR, KUCL, WYRF, KGBK, KBWR, MORA, WANR, WSWE, KINA, KSSM, WCZ, KSWR,
Adda Including UNAR, WHYK, KIGL, KSWR, KCB, KARW, KINA, MONE 44-32.

MCGL, Machur ST, INCLUNG J, KUCL, KSWR, KIGH, KSWR, KBWR, MARR, WSWE, WLVG, KBCC,
KGB, MACHUR K, KGGO, KNARD, WHYR, KYRR, KSTM, WCZ, KSWR,
KGB, MACHUR K, KGGO, KNARD, WHYR, KYRR, KSWR, KSWR, KBWR, WSWE, WLVG, KBCC,
KGB, MACHUR K, KGGO, KNARD, WHYR, KYRR, KSWR, KSWR, KGB, MARR, WSWE, WLVG, KBCC,
KGB, MACHUR M, KGGO, KNARD, WHAR, WSWE, KYR, KOAK, KANK, WARR, WSWE, WLVG, KBCC,
KGB, MACHUR M, KGGO, KNARD, WHAR, WOYE, KYRS, KOAK, MARR, WSWE, WL

R. WOVE, KYYS, KGON, KOME, Heavy 16 Including WBAB, WNEW, Q107, WKLS, KTXQ, KLOL, WLUP, WRIF, Debute at #31.

KZEW, KFOG. Medium 46 including DC101, WILS, KTKO, KDOL, WULP, WIFE, Debuis et 491. ELD "Califies America" (CBS Associated) 7324 (4428) Madas including WBCN, WSHE, WNOR, WLIP, WLVO, WIFE Heavy 3, WZZO, KFMX, KRGU, Medium 59 including WILS, KZEW, KSRR, WIRT, WILZ, KSHE, KZAP, KFOG, Debus at 644. Adas including WBAB, WORK, WINHER, KLOL, KSRR, VEBN, KUPO, Heavy 5 WHEW, WILY, KORS, KGB, KOME, WRCN, WEDK, WROC, KSS, KDJK, Walker, MILOL, KSRR, VEBN, KUPO, Heavy 5 WHEW, WILY, KORS, KGB, KOME, WRCN, WHOK, WROC, KSS, KDJK, Walker, MILOL, KSRR, VEBN, KUPO, Heavy 5 WHEW, WILY, KORS, KGB, KOME, WRCN, WEDK, WROC, KSS, KDJK, Walker, MILOL, KSRR, VEBN, KUPO, Heavy 5 WHEW, KIYF, KORS, KGB, KOME,

MRCN, WPDH, WROQ, KISS, KDJK, Medium 41 including UK101, WVO, WWP, KYS, KSFE, KZP, Datuss at #42
 MICKEY THOMAS "Based in The Fire" (RCA) 58/28 (34/24)
 Ados including WBAS, WKLS, KSRR, WSHE, WNOR, KSJO, WDHA, KLAO, Heavy 2, KLOL, WRON, Medium 46 including WHEW, WXRK, WDVF, WLVO, WLL2, KUPD, KRON, Movies 59-50.
 JOHN COURAR MELIERCAMP "Liteder The Sandramki" (Rive/PolyGram) 62/62 (8/0)
 Ados including WBAB, WDVE, KLOL, WSHE, WNOR Heavy 25 including WHEW, WXRK, WMWR, KTXO, KZEW, KSRR

KEO WILP WIVO

CARS "I'm Not The One" (Elekars) 60/32 (31/26) Adds including KZEW, WSHE, WHOR SIN, CFOX, Navy 10 including KAZY, KBPI, KOME, WAQX, WONE, WTUE. Medium 36 including KTKQ, KGON, WZZO, KLAQ, Debuts at #52

CARTS 1 IN THE TRUE WORR BIX CFOX Heavy to manage the second seco

JOHN COUGAN INCLEMENT IN U.S.R. IN THE WASA. (INTERPRETATION OWNED, WARK, WILE, KZEW, WAGE INCLUDE (HOM, KEPI, WARL, WARK, KZAP, WOUR, WAAF, KEZO, Moves 44-28, ROBERT PALMER "Addicted Ta Lave" (Island) 60/14 (47/8) Adds Including 0107, WLLZ, KLOS, KGB, KROS, Hasey 12 Including WBCN, WMMR, 91X, WLR, KRK, KSTM, Medium 36 Including WHEW, KSRR, WHOR, WLIP, KSHE, KGON, Moves 49-46,

Medium 38 including WNEW, KSRR, WNOR, WLUP, KSHE, KGÓN, Moves 49-48. ZZ TOP "Delificies" (WB) 57/35 (24/7) Adds including WDE, WILS, KZEW, KLOL, KMAX, KISS, KDK, KRSP, Heavy 21 including KSRR, WPYX, WHCN, WPLR, WAQX, WAPL, WLAY, Medium 30 including WNEW, OC101, KNCN, WDIZ, KQOS, WWCK, KICT, KRKE. Debuts at

PETE TOWNSHEND "Hiding Out" (Atco) 57/6 (52/9) V. Heavy 23 including CHOM, Q107, KSHE, KAZY, KFOG. # 43-42

ALARM "Spirk Of '76" (IRS/MCA) 55/9 (46/18) , WCKO, WBLM, WWWV, WCPZ, Heavy 14 including WXRT, KORS, 91X, JAB, WHEW, KTXO, WNOR, WLUP, WLVO, Moves 48-47, KGON, WOHA HA, WEZX. WAQY. m 35 including WBA ATTES KNON KRIX Martin

TITES, NEWS, INTER INSUEN 33 IECULING ITSING, WITET, KIAM, WITH, YILAF, WLVA, MONS 48-47, ZZ TOP "Rough Bay" (WD) 55/3 (58/6) Adds WOSK, WHCN, KKDJ-Haavy 25 including WXRK, WDVE, 0107, WYNF, WOFM, KSHE, KFOG, KOME, KISW, Modium 29 including WEBN, WLVG, KYYS, KORS, Movie 39-37.

29 including WEBN, WLVD, KYYS, KORS, Moves 39-37. JOE LYNIN TURNER "Losing Yen" (Elahira) 53.6 (56.4) Ada: whete, wAO', WOMF, WOOJ, KOWB, Heavy 7, KLOL, KSRR, KORS, KOME, KRX, KISS, KFMG, Medium 29

Adde Wree, WAOY, WOMF, WOOJ, KOWB, Heavy 7; KLOL, KSRR, KORS, KOME, KRX, KISS, KFMG, Medium 29 including WhuY, WNOR, WYNF, WILZ, WRIF, Remains at 51. JIMMY BARNES "No Second Prize" (Gelfion) 49/15 (39/28) Adds including WHEW, 0107, KZEW, WROA, WKOQ, KCT, KRKE, Heavy 2: CFOX, KROU, Middium 33 including KLOL.

Adds including WhEW, Q107, KZEW, WRCH, WRCA, KICT, KRKE, Heavy 2, CFOX, KROU, Medium 33 including KLOL, KSRR, MLL2, KYYS, KSHE, KGB, Debus at 460 BANGLES "Manic Manday" (Columbia) 43/6 (38/6) Adds: WPCH, MACY, KOJK, WBLM, WOCJ, KGRG, Heavy 15 including WBCH, KBCO, KROO, 91X, WHFS, WLR, WPLR, KTC2, Medium 24 including WBLB, WKEW, KZEW, WHEB, KLAO, WROU, KKDJ, Moves 57-56.

NEW & ACTIVE

DEL FUEBOS "1 SNR Wast Yee" (Stank/WS) 46/16 (37/18)
 Ads including WOFM, KOON, KNCH, KEZO, KEZE, Powers 2: Heavy 7: WBCH, WORT, KORS, KISW, WHEB, KSPH,
 KTCL, Medum 28 including WIEW, WHUY, WHOR, KBCO, 91X, KLBJ, WOHE, WTUE.
 NISM "Byotis Baydwas" (Bioreary/Asignam) 54/25 (63)
 Ads including WICW, WLP, KOHE, KIAO, KISK, KOSS, WFBO, NFAG, Heavy 6: WOVE, 0107, WCCC, WFLR,
 KKDJ, KCOL, Medum 28 including KLOK, WIZZ, MOHA, NWES, KLD, KZEL, KSTM,
 YST "Face Libs An Angel" (Ability 25/26 (354)
 Heavy 1: Motowers 01 Yee" (Ability 25/26 (354)
 Heavy 1: Motowers 01 Yee" (Partmath/GBS) 32/6 (364)
 Heavy 1: Motowers 01 Yee" (Partmath/GBS) 32/8 (364)
 Heavy 1: Motowers 01 Yee" (Werk, WIZZ, WHE, KOME, KAD, KOSS, KATT.
 ALDO BOYA "The Went Wheb Fer Yee" (Oblimation) 31/8 (26/14)
 Ads: WEEN, MOHA, KOB, WHCK, KLO, WORR, WHOR, KALO, WORZ, KANO.
 FASTWAY "The Went Wheb Fer Yee" (Oblimation) 31/8 (26/14)
 Motowers 004.

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L, WHE, KOHE, KOHE, KOHE, 26 BROWN "Under in America" (Sectil Brus./CBE) 38/3 (31/2) 29 BROWN "Under in Street, KTXG, KTXG, CFOK, WILL, WCCC, WKGO, WWCT, Medium 16 Inchaining III, WORK, WHER, WOHA, CHEZ, WOLH, KIXG, KIXGL, GFOK, WILL, WCCC, WKGO, WWCT, Medium 16 Inchaining III, JOHN "UBMa" (Bellium) 23/6 (25/4) X WHAR, KSIM, KSIM, KIXGL, WKCB, KOOL, WHER, WHOL X MILL, KSY, Medium 16 Inchaining KSP, WCSC, WHER, WHOL KTCZ KS7

DREAM ACADEBITY "The Edge Of Ferever" (Reprine/WB) 28/15 (14/6) Adds including (RDC), WCCC, WHCN, WFDH, WEZK, WCKG, KGGO, KSTM, Heavy Bincluding O107, KAZY, WOBK, WONE, WTUE, KTCL, Medium 16 including WKRT, WOUR, KLO, BRIE STRAITS "The Billion Toe Stream" (WB) 28/6 (22/4) Adds (C107) WOBK, WCKG, WFBG, KEZE, KOLA Poivers 2 Heavy 13 including KLOL, WLUP, KISW, WPLR, WAPL, KLO, Medium 12 including WEBM, KLOB, 91X, KFOG, WCUR, KLBJ, WDLZ, CLAMBED Tie A Litetime" (RCG), 27/17 (18/9) Adds including WHOR, WOBK, WOHA, WLAY, KTGZ, KSTM, Powers 1: Heavy 3 WLUP, WLIP, KCGL, Medium 14 and/order 1070, DIV, MCRW, WOBK, WOHA, WLAY, KTGZ, KSTM, Powers 1: Heavy 3 WLUP, WLIP, KCGL, Medium

Adds including WHOR WORK WORK, WORK, WORK, WAAK, KTCZ, KSTM, Powers 1; Heavy 3; WLUP, WLIP, KCGL, Medum 16 including KCME, KSJD, WHYX, WKOF, KAT, WOT, KAT, WOT, KFAG, Powers 2; Heavy 5; WXRK, WOFM, WAAX, KISS, KWHL, Medum 16 including WHF, KLOS, WOTA, WAT, MAT, KKD, KDMR, Berny 5; WXRK, WOFM, WAAX, KISS, KWHL, Medum 16 including WHF, KLOS, WOTA, WAT, WAD, KLO, KDMR, STEVE WICKS "Impartial Metal": (Biodesur, Mass) 27/8 (18/2) Adds including DCI01, KGB, KOME, KLISL, KOBB, KSTM, Heavy 9; KFOG, WHYN, WAAF, WKOQ, KISS, KLO, Medum 19 including WALG, WYCH, WOTB, KOBB, KSTM, PINNI "Fortune Neutoring CCI01, KGB, KSTM, WAAF, KKO, KHCH, WYSP, WAAF, WKOQ, KISS, KUC, Medum 19 including WKLC, WYCH, WHTF, WOZ, WCK, KEZO, WOT, PINNI "Fortune Neutoring CCI01, KGB, KSTM, WAAF, KKC, KLO, Heavy 5; KFOG, WYX, WHCH, WYV, KTYD, Medum 19 including WKLC, WYCH, WHTF, WOZ, WCK, KEZO, WOT, PIETE TOTWERDING CCI VIETH WICK, WYCH, WITF, WAAF, WCOK, Medum 9 including MAD, Including WKLC, WYCH, WHTF, WDZ, WCK, KEZO, WOT, PIETE TOTWERDING STANLING UP GALANT, KLOS, SIX, KOAE, WAC, WCC, WELR, WYSP, WAAR, Medum 9 including MAD, Including WKL, WYCH, WHTF, WDZ, WCK, KEZO, WOT, PIETE TOTWERDING STANLING UP GALANT, KLOS, SIX, KOAE, WCC, WHLR, WYSP, WAAR, Medum 9 including MAD, Including WKL, WYCH, WHTF, WDZ, WCK, KEZO, WOT, PIETE TOTWERDING STANLING UP GALANT, KLOS, SIX, KOAE, WCC, WHLR, WYSP, WAAR, Medum 9 including MAD, Including WAC, WYCH, WHTF, WDZ, WCK, KEZO, WOT, PIETE TOTWERDING STANLING UP GALANT, KLOS, SIX, KOAE, WCC, WHLR, WYSP, WAAR, Medum 9 including MAD, INCOMENTING STANLING UP GALANT, WACK, MED, WCC, WCL, WYSP, WAAR, Medum 9 including MAD, KZAP, WOCK

KAZY KO KZAP. WO

MILL OF VERSION "For State of Grazy" (RRS/NCA) 25/0 (27/3) Mary 2: MUR, NHCH, Madum 17 Indialing WIXIT, KNOQ, 91X, WCCC, CHEZ, WHEB, WEZK, KLBJ, KATT, KDJK, PADULOUS THUMDERNINDS "Thut Boulf" (CSS According) 25/25 (64) Adds including WCHE, KTXQ, WSHE, WACK, WHAV, WHEQ, Heavy 2: KZEW, KTXQ, Madum 15 including W

KLBJ, KUBL, KUD, KZEL, KICU, KITM, MIDDE UKE "II I Was" (Chryselis) 28/10 (16/10) Acts including WICH, WEZK, KITM, KYFE, Powers 2: Heavy 7: CHOM, CFOX, WHFS, WLR, CHEZ, WCN, KYRK, Medium 10 including WICH, WEZK, KYOL, KITM, KYFE, Powers 2: Heavy 7: CHOM, CFOX, WHFS, WLR, CHEZ, WCN, KYRK, Medium 10 including WICH, WCIZ, KITM, KYFE, Powers 2: Heavy 7: CHOM, CFOX, WHFS, WLR, CHEZ, WCN, KYRK, Medium 10 including WICH, WCIZ, KITM, KYFE, Powers 2: Heavy 7: CHOM, CFOX, WHFS, WLR, CHEZ, WCN, KYRK, Medium 10 including WICH, WCIZ, HOULD, WORK, WOHA BPIG: "Live to Liber" (Philyder/Patylfram) 25/6 (21/2) Acts wHOLW, WHFE, WHEB, WHTF, WHOU KELO, WCIK, WHZE, WHEB, WHTF, WHOU KELO, KONE, KLBJ, WAFL, Heavy 0: Medium 10 including KZAP, WARK, WOZ, WHOU, KATT, KEZO, KSTM. FINIO "Live to Poese" (Altantie) 28/19 (640) Acts including WICLS, KYTS, KOME; WKLC, KICT, KINKE, KLBK, Heavy 3: KLOL, WPYX, WHCH, Medium 15 including RZAP, WHTF, WCRG, KFAG, KEZE, WHTF, WCRG, KFAG, KEZE, WELE, KICL, KICT, KINKE, KEZE, KICH, KIME, KLOK, Heavy 3: KLOL, WPYX, WHCH, Medium 15 including RZAP, WHTF, WCRG, KFAG, KEZE, WELE, KICH, KEZE, KICH, KICH, KEZE, KICH, KICH

KZAP, WHTF, WCKG, KFARG, KEZE PETE TOWNISHEND "Bosonfamil Lave" (Abos) 18/5 (16/1) Ada including KUPD, WCG, KODB, WWCK Heery 8 including KBCO, 91X. KFOG, KISW, KZOK, KSPN, KTYD. Medium 10 including KGB, WFOH, KLBJ, KICT. DINE STRAFTS "Brothers is Armse" (WB) 18/5 (13/4) Adas 0107, WCCC, WFBD, KPOI, WBLM, Heery 8 including WYX, WHCN, KMOD, KZEL, KZOK, Medium 10 including KZAP, WHOU, WLAV, KRIE, KKDJ. FACE TO FACE "To Hild WWY" (Epile) 18/4 (14/14) Adas KSRR, WHYX, WOBK, WBLM, Heery 2 WBCN, 91X. Medium 14 including WXRK, WMMR, WHUY, WHEB, WAAF, KEPE

KEZE LLOYD COLE & THE COMMOTIONS "Leel Weekend" (Geffen) 18/2 (18/8) Ada: KRX, WCPZ, Powers 1: Heevy & WHPS, WLR, KTCL, KRCU, KCGL, Medium 10 including WXRT, KROQ, 91X, CHEZ, WEZY

FRANKIE MULLER "1'1'I LIO IO. You For Your Love" (PolyGram) 17/2 (16/6) Adda: WHFS, WKIC Haavy's WOFM, KZAM, KVRE, Madium 10 noluding WILZ, KOME, WPLR, WHEB, WEZX, WHIT,

KUNE KOBRA "Never Bay Die" (Capitel) 16/8 (8/7) Adds including KSRR, WLIZ, KSHE, WCCC, WHEB, WEZX, KNCN, Heavy 2, KLOL, KROU, Medium 10 including WNEW.

DIVENTILS "In My Life" (Chryselie) 16/3 (15/2) Adds WOFM, WOHA, WOUR, Powers 1; Heavy & WLIR, CHEZ, WKOQ, WIZN, KCGL, Medium 7 including KRIX, KDJK,

WWWY, PHIL COLLINS "Take the Heme" (Attantic) 15/5 (18/1) Adde 0107, KGOR, KISW, WOBK, WOUR, KSOY, Powers 3: Heeny 8 including WMMR, WDVE, WEBN, WRIF, WIMZ, WOMF, Medium Binchding WOPH, WXKE,



OZZY OSBOURNE (74)

Jimmy Barnes (G FIRM (17) ieffen)

Mean Business (Atlantic) QUICKELVER (17)

Soundtrack (Atlantic)

ZZ TOP (52) Atterburner (WB) HEART (45) Heart (Capitol) MR. MUSTER (38) Weicome To The Real World (RCA) SIMPLE MMDS (36) Once Upon A Time (Virgin/A&M) HOOTERS (31) Nervous Night (Columbia)

NEW & ACTIVE

FRANKE MILLER "De I "Benoing in The Rain" (Mercury/Poly/Gram) 22/5 (17/5) WELC, WORE, WILE, Heavy 3 KZAM, KVRE, Medium 12 including. WILZ KOME WPLR WHER WHITE KALK NET Y

LLOYD COLE & THE COMMOTIONS "Easy Please" (Sollan) 28/2 (19/6) Adde KRK, WCP2, Powers 1: Heavy & WHF8, WLR, KTCL, KRCU, KCCL, Medum 12 Including WRRT, KBCO, KROO, 91X,

Adde: KPBX, WCPZ. P CHEZ, WEZX. CPNY.

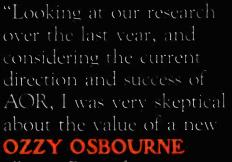
WAAF, KEZE IDCK AZE "Websens To The Clash" (Peaks/CBS) 16/8 (16/4) Adds: WHYT, KLAQ, KSB. Heavy 1: KBX. Mackum 7 including WOFH, KSHE, WDHA, WOMF, KFMG. GRUDEN PAULOSINGS "Webse El Essees" (Calibration 1 for (14/4) Adds: KDRL, Kash, Heavy 2: KBK, KZAM, KTCL, KCRL, KWE, Mackum 7 including WORT, KROQ, WOBK, CHEZ, KSTM, JETF PAULOS "Reso To Paradise" (Polydram) 15/2 (13/6) Adds: KDRL, KSB. Heavy 0: Machum 7: WOHE, WTLE, WHAD, KSFM, KROQ, KZOQ, KVRE, ISBK EEVLLE "Specific "Lib" (Addamation) 15/2 (13/6) Adds: KOMB, Pauses 2: Heavy 0: WBCH, WORT, WCPZ, KZAM, KTCL, KVRE, Medum 7 including WHEW, KBCO, WHE. KDDK, KCMB, Pauses 2: Heavy 0: WBCH, WORT, WCPZ, KZAM, KTCL, KVRE, Medum 7 including WHEW, KBCO, WHER.

B IVVEENS "Blate Of The Union" (Island) 15/1 (15/2) : KNUC Heavy & WHIS, KTCL, Madum 11 Including K2EW, WISH, KBCO, KNOC, WLIP, KSTM.



MOST ADDED

The Ultimate Sin (CBS Associated) CARS (29) Greatest Hits (Elektra)



album. But, after **HEARING** "Shot In The Dark," I'd say this is the most viable hard rock song I've heard in the last six to twelve months."

Greg Gillispie, WDVE Program Director (X Tough Customer!)

"Shot In The Dark" OZZY OSBOURNE

Produced By Ron Nevison

CBS ASSOCIATED RECORDS.

20-

85+ 52-

70+ 63-

88 = 30 -

73- 13+

64 -38+

55+

68+

92-16+

66+ 58-

44+ 80-

58-43+

67-25+

50+ 53-

56-354

37+ 59 ±

35+ 58-

39+

14+ 73+

18 45

41+ 18-

16 46

25 26

9+

29- 19

21- 44-

18- 36-

18- 38-

25+ 29-

12- 46-

29- 20-

22- 34

3+ 59+

11- 43-

21+ 30+

14+ 35+

12= 36+

18- 26-

2+ 46+

7+ 29-

10+ 36+

21- 15-

23- 5+

8- 36-

15+ 24+

15- 17-

4+ 34-

12= 22-

2+ 33+

9 41

52 4

57+

5+

8+

2

3+

3=

2-

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4-23+ 30 -

1+

1+

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1-

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6-

1 -

7-

1-

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1 -

40+ 52+

46+ 35+

16= 65-

41- 23+

32 - 30 -

32+ 39-

9+ 71+

OR TRACKS Hore had Led Total 157 REPORTS T3 T 1 1 ZZ TOP/Stages (WB) 129-/1 48-119- 9-SIMPLE MINDS/Sanctify Yourself (Virgin/A&M) 3 8 137+/2 34+ 116+ 12 4 D HEART/These Dreams (Capitol) 129 + 15v 43+ 106+ 21-11 G FIRM/All The King's Horses (Atlantic) 144+/17 19+ ALAM PARSONS PROJECT/Stereotomy (Arista) 0 137+/3 17 13+ HOOTERS/Day By Day (Columbia) 4 121 - 1/231+ MR. MISTER/Kyrie (RCA) 7 106-/0 **INDCS/What You Need (Atlantic)** 27 12 128+/10 12+ H D PETER FRAMPTON/Lying (Atlantic) 134+/5 -7+ 16 MIKE & THE MECHANICS/Silont Running (Atlantic) 88-/0 24-1 3 11 PETE TOWNSHEND/Give Blood (Alco) 7 108-/2 8-4 12 STARSHIP/Sara (Grunt/RCA) 94-/3 . 23-DIRE STRAITS/Ride Across The River (WB) 15 108-/4 5-14 STEVIE MICKS/I Can't Wait (Modern/Alco) 96-/3 . 1 . 10-LOVERBOY/This Could Be The Night (Columbia) 56 38 27 108+/14 6+ 0 OUTFIELD/Your Love (Columbia) 106+/16 35 32 21 13+ • TOM PETTY & ... /Needles And Pins (MCA) 25 17 97+/12 5-D PAT BENATAR/Le Bel Age (Chrysalis) 31 27 19 107+/11 4+ D MIKE & THE MECHANICS/AI I Need Is A Miracle (Atlantic) 1-99+/27 47 29 JOHN C. MELLENCAMP/Minutes To Memories (Riva/PG) 20 84+/16 39 31 23 10+ ROBERT TEPPER/No Easy Way Out (Scotti Bros./CBS) 104 + /2342 30 R+ 23+ 2 ROGER DALTREY/Quicksilver Lightning (Atlantic) 34 95+/17 0-23 23 20 23 AEROSMITH/Shela (Geffen) 91-/2 1 -9 8 13 24 DREAM ACADEMY/Life In A Northern Town (Reprise/WB) 11-65-/0 25 TOM PETTY & ... /So You Want To Be A Rock & Roll Star (MCA) 11 16 64 -/1 7-11 40 37 32 23 THOMPSON TWINS/King For A Day (Arista) 75 + 169+ 54 40 2 MARILYN MARTIN/Night Moves (Atlantic) 90+/16 2+ 84 /83 3





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R&R FRIDAY, JANUARY 31, 1986/87

OUTFIELO

Your Love (Columbia) 66% of our reporters on it. **ROBERT TEPPER** No Easy Way Out (Scotti Bros./CBS) 66% of our reporters on it. MIKE & THE MECHANICS All I Need Is A Miracle (Atlantic) 63% of our reporters on it.

TOM PETTY & THE HEARTBREAKERS **Needles And Pins (MCA)** 52% of our reporters on it.

> **ROGER DALTREY Quicksilver Lightning (Atlantic)** 61% of our reporters on it.



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88/R&R FRIDAY, JANUARY 31, 1986-

REGIONAL AOR ACTIVITY

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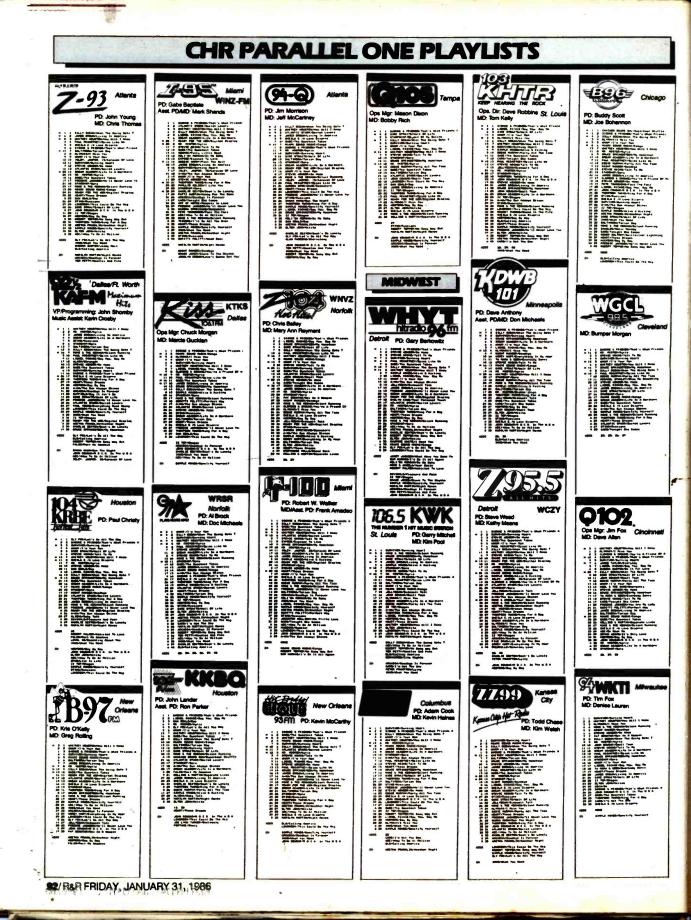
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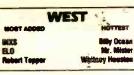
4/RAR FRIDAY, JANUARY 31, 1986

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CHR ADDS & HOTS

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313 Reporters

222 Current Reports

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following stations folled to ort this weak, and therefore usin playlists were frozen: WYKT/MErvestes WYSR/Charleston WORK/nosville KAY107/Tube WYRC.snaing KOSS/Ricdesto COSS/Ricdesto

NOTE:

CKGM/M

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlet then readded.

CKGM/Montreet and KPOP/Secremento have changed formats to A/C and AOR, respectively, and are no longer CHII reporters.

RAR FRIDAY, JANUARY 31. 1986/95

Citizen Martin

MIDWEST PARALLEL TWO

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MART FUELDA SHETLA E. ELO PARER & TERRY ARCADIA (40) TON PETTI (40) Rottest Diower & Primos 1-1 Wilter Tonoro 1-5 HD, Alfred 10-6 Decam 1-6 Decam 1-6 Decam 1-6 Decam 2-1 Decam 1-6

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KIRL/Davergant, M.

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WETZDayten, CH John Reberteen LOWERBOY ROBERT TEPPER ELD BOILDER & PRIEROS 1-1 RIAMI SOURD MACHI 8-3 WEITHEY HOUSTON 8-4 DREAM ACASHEY 16-1 BEAN ACASHEY 16-16

S.MOO/Doo Minimum, IA CHARAFENDS INCE INANI SOUDO INCEI DERAR ACADENY CANE (dp) CANE (dp) EDDIS OUPT (dp) PARTES & TELEY (dp) FARTES & TELEY (dp) BOTLOS / 1 SOUTION (dp) SOUTIO

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PARALLEL THREE

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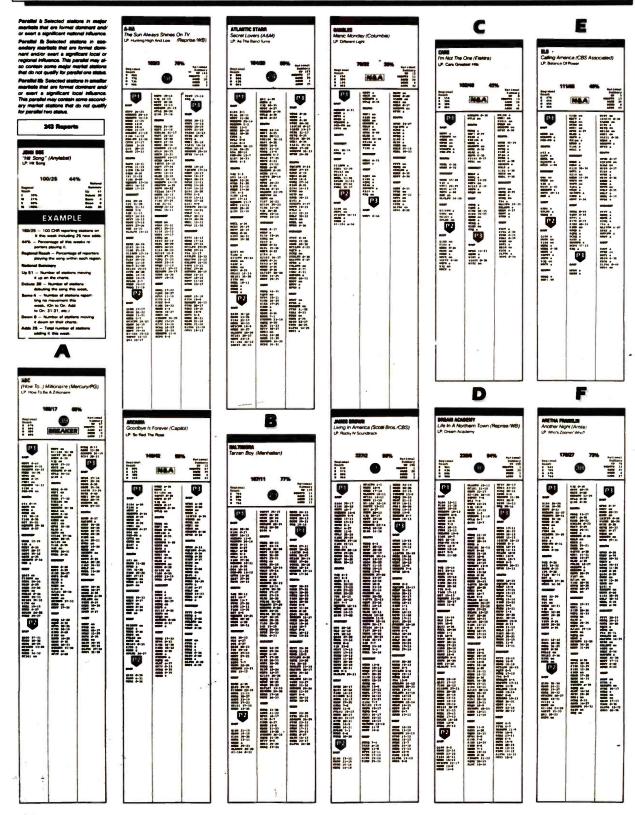
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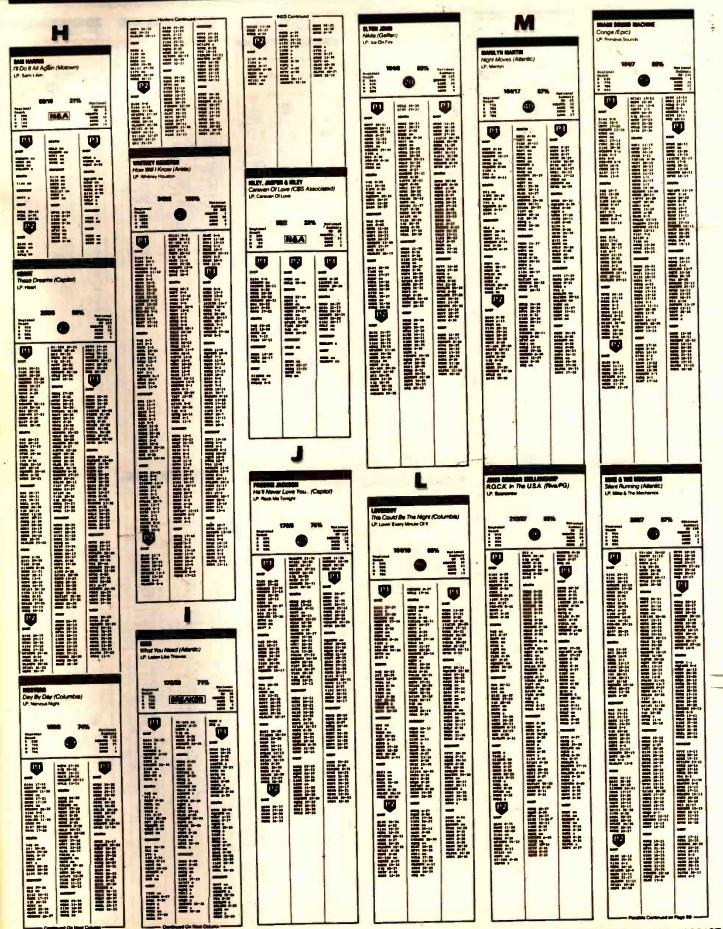
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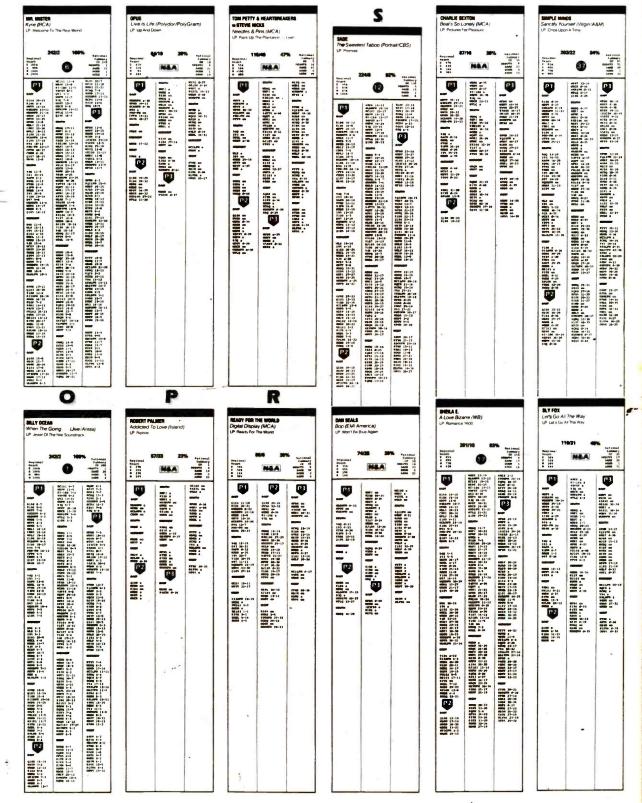
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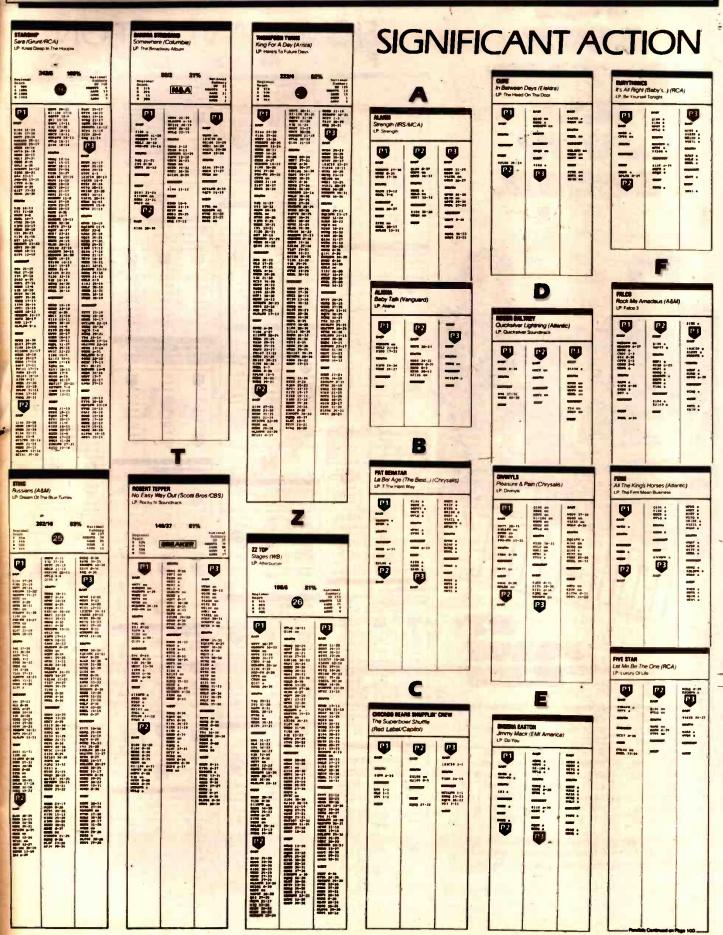
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R&R FRIDAY, JANUARY 31, 1986/97

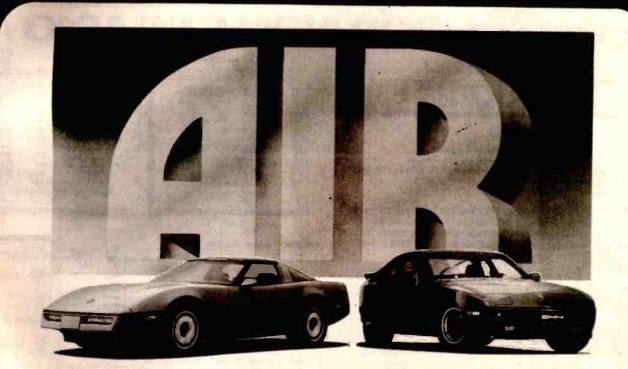


98/R&R FRIDAY, JANUARY 31, 1986



R&R FRIDAY; JANUARY 31, 1986/99

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JUST JUST BEGUH.			Add Andler Car (MCA) U* Data Marin Prog. Data Prog. Prog. Marin Marca (MB)	
"TENDERLUVE	Prior (Internet) Prior (Internet) Summer To The Rhymotry (Marchattan / Salarch) Summer To The Rhymotry (Marchattan / Salarch)			
WKSE deb 25 KC101 add KSND deb 39 WPLJ add 27 WPST add KSKD on Z100 add 26 WSSX deb 24 OK100 on KIIS-FM add WROQ deb 27 95XIL on KKRZ deb 39 WNOK-FM deb 35 KWES add KMJK deb 27 WANS-FM add WPFM add FM102 24-19 KBFM add Z102 add 36 KS103 add BJ105 deb 34 WGLF add KKTE 12-6 Y106 10-6 KTRS add			R	
KMEL 12-6 Y106 10-6 KTRS add KUBE deb 33 KF95 on KOZE deb 33 K104 deb 40 KIYS add OK95 on From The Warner Bros. Motion Ploture and Boundsreak Album <u>Krush Groove</u> and the Tommy Boy Album <u>Chillin</u> by Force M.D/s.				



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 Competion #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 #25

AIR Priorities

WEEK #25

ions listed below. Decide If each has the p in Top 40, or Top 25 in the R&R National Airplay Chart. Than call in your responses to AIR at 301-964-5544. Deadline for CHR m e is 6pm, Wednesday, February 5, 1996. TITLE

SOMEBODY SOMEWHERE EVERY TURN OF THE WORLD NOW AND FOREVER (YOU & ME) SLAVE TO THE RHYTHM A GOOD HEART

PLATINUM BLONDE CHRISTOPHER CROSS ANNE MURRAY GRACE JONES FEARGAL SHARKEY

ARTIST

LABEL EPIC WB CAPITOL MANHATTAN/ISLAND A&M .

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR music for artist managers, producers and record companies.

1985 Active Industry Research. Inc.

Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

CONTEMPORARY HIT RADIO

BREAKERS.

INXS

What You Nove: Up 39, Debuts 37, Same 38, Down 0, Adds 58 including WXKS-FM, PRO-FM, 293, KRBE, 296, KMJK, KNBQ. Complete airplay in Parallels.

ABC

(How To Be A) Millionairs (Mercury/PolyGram) 65% of our reporters playing it. Moves: Up 67, Debuts 32, Same 42, Down 0, Adde 17 including 2106, KTKS, 92X, KWK, Q106, WLRS, WAZY-FM. See Parallels, debuts at number 39 on the CHR chart.

ROBERT TEPPER

No Easy Way Out (Scotti Bros./CBS) 61% of our reporters playing it. Moves: Up 27, Debuts 36, Same 46, Down 0, Adds 37 including WBEN-FM, KAPM, WRSR, Q105, KHTR, KIRS-FM, KZZP. Complete airplay in Parallels.



 ARCADIA "Baselbys is Ferever" (Capited) 148442

 WKSR, KZZ, KTIS, KWSS, KAP 31 322, 1100 4-26, WAKS 93-3.

 WTDR FETTY with STEVE WEDS "Baselbas And Plass" (BCA) 11849

 Moves Up 12, Debuts 15, Same 39, Down 0, Adds 49 including B104, K106, WHT, PRO-FM, Q107, WAVA, KTKS, WAVA, KTKS, SOC, KITS, KWSS, KAP, Marker 31, 22, 100 4-26, WAKS 93-3.

 WTDR FETTY with STEVE WEDS "Baselbas And Plass" (BCA) 11849

 Moves Up 5, Debuts 16, Same 45, Down 0, Adds 49 including WHTT, WXS-FM, WNYS, WRSR, WLS, WZZU, KWK, KKRZ, 300, K103, KSMD, KSMB, WHO 53-30, WIMB 25-18, WGMD 32-72.

 Moves Up 5, Debuts 15, Same 26, Down 0, Adds 85 including WCALFAR, MOVE, 400, KAFM, WOLE FM, WRSR, WLS, WRSR, WLS, WZZU, KWK, 403, WRSR, WALS, WZZU, KWK, 403, WRSR, WALS, WZZU, KWK, 403, WRSR, WALS, 200, WRSR, 200

22X W2U, KDW5-FM, KWK, KK82, KNBO, KWK 35-30, WGRO 35-29, KKK 40-34.
 SU FOX "Unit's Ga All The Wby" (Capital) 110-21
 SU FOX "Unit's Ga All The Wby" (Capital) 110-21
 ZO, KAFA, Z259, KUBE, KOFA, KREE 1-1, KKEL 159, KRUS 20-12.
 CARS "The Nat The Dee" (Bellars) 182/46
 Mover Up 8, Debus 19, Same 29, Down 0, Add 46 moduling WHT, WCAL-FM, PRO-FM, 92X, WZUU, KHTR, KIIS KKS10, WGRM, WLRS, KRUS, NUTZ, WLO, LASH 44 6 moduling WHT, WCAL-FM, PRO-FM, 92X, WZUU, KHTR, KIIS KKS10, WGRM, WLRS, KRUS, NUTZ, WLO, LASH 44 6 moduling WHT, WCAL-FM, PRO-FM, 92X, WZUU, KHTR, KIIS KKS10, WGRM, WLRS, KRUS, NUTZ, WLO, LASH 44 6 moduling WHT, WCAL-FM, PRO-FM, 92X, WZUU, KHTR, KIIS-

FM, KS100 WGFW WUES KRWD, KWT, WIOL FM 34-29, KWT 58-35, WFBG 39-33. CMARLE SECTON "Beat's & Losoby" (MCA) 97/18 KMOSE U.95 (Dobust 9, Sume 23, Down 0, Adds 18 including 940, KTKS, WRSR, WC2Y, WERZ, KOX106, WCKN, Y107, KBDS, KFW, KO2 FM, KO2E, FMC 744, 21-11, JMS 35-24, KPULS 13-9. READY FOR THE WORLD "Digital Dispative" (IMCA) BK40 Noves U.93 (Dobust 9, Sume 30, Down 2, Adds 6, KRBE, KKR2, KWO, R1104, KWES, K2OZ, K106 26-21, WKSE 10-8, B04 12-7, R55 07, Y100 20-15, WC2Y 15-11, KKSFH 19-15, K2CB 12-8, KD0H-FM 29-23. EMANGLES "Bismis Nanoday" (Cohumbia) 78/32 MOVES U.97, 2010 20-15, MS74 19-15, K2CB 12-8, KD0H-FM 29-23. EMANGLES "Bismis Nanoday" (Cohumbia) 78/32 MOVES U.12, DISC 11-10, ZMS74, KUSH, FM, KUSE 27-20, KBFM 40-34, KFMN 33-27. KKST 0, WCD, WHOT, KD0H-FM, KKSL-FM, KUBE 27-20, KBFM 40-34, KFMN 33-27. KKST 0, WCD, WHOT, KD0H-FM, KKSL-FM, KUBE 27-20, KBFM 40-34, KFMN 33-27. KKST 0, WCD, WHOT, KD0H-FM, KKSL-FM, KUBE 27-20, KBFM 40-34, KFMN 33-27.

KSTOR, RHOM, WZD, WEDNIFEL KROLFIN, KUBE 27:20, KBFM 40-34, KFMM 33-27.
DAN SEALS "TBy" (CBM Amortes) 74:023
DAN SEALS "TBy" (CBM Amortes) 74:023
CM KKIR, KROLFIN, SKOLFIN, S 0

29-20, 0104 21-13. SAM MANNES "1"A Do It All Again" (Blakeus) 58/18 Movee Up 2, Datus B, Sam 30, Dam 0, Adds 10, WCALFA, WHYT, KMEL, 930, KKRD, KOMO, WFBG, WGLF, WVBS, 98KG, KKR2 39, AKUBE 30-26, KKND 634, KC21 439, WCRF 6-39. BARBA STREISAND "Semewhere" (Calumbia) 58/2 Moves Up 21, Datus 3, Sam 21, Dam 3, Adds 2, KIGB, WARFA, WKS-FM 31-29, WKH 34-29, WGAN 32-24, KOCR 24-18. Hai 3-28, WCCG 82-3, WCNH 332, KANH 109, KKR2 23-19, OK100 33-29, WKH 34-29, WGAN 32-24, KOCR 24-18.

SIGNIFICANT ACTION

PETER FRAMMTON "Lying" (Aliantis) 47/18 Moves Up 3, Decus 1, Sama 33, Down 0, Acds 10, WLS, WCZY, WKEE, WKRZ-FM, WHOT, KCPX, WKSF, WSPT, KTRS, KIBM, WHO ON, KPLUS ON, OTOX 0438, BADOT 32 21, KFRN 35-35. **DVINTL1 "Fissenses And Peint" (Caryosite) 41/6** Moves Up 8, Debuts 5, Sama 23, Down 0, Adda 5, WFM, KTUX, KKX, KGZ-FM, OTOA, WHTT 36-35, PRO-FM 35-32, KRBE 428, WHTT ON, KKZZ 34-31, KKKZ 35-34, WCMJ 73-30, WCMA 453, KWES 28-24, WHSL 38-32, OK86 35-33. **TALK TALK "Life is What You Make II" (EIR America) 38/6** Moves Up 5, Debuts 3, Sama 23, Down 0, Adda 5, WGMS-FM, WKSE, WKYZ, WCAL-FM 40-38, KEQL on KFULS 4-40, KTI0 39-29, WKZ-FM 3733, KSKD 4-37, OK100 39-32, KTRE 35-32, OK86 4-40. **TRALK DEBUT SHOREST (AMERICATION SHOREST (AKE) 35-30 FALCO**, "Reak **IIIA** America) **33/69 FALCO**, "Reak **IIIA** America) **34/69 SACO FALCO**, "Reak **IIIIA** America) **34/7 SACO FALCO**, "Reak **IIIIA** America) **34/7 SACO FALCO**, "Reak **IIIIA** America) **34/7 SACO FALCO**, "Reak **IIIIA** America) **36/7 SACO FALCO**, "Reak **IIIIA** America) **BACO FALCO**, "Reak **IIIIIA** America) **BACO FALCO**, "Reak **IIIIA** America) **BACO FALCO**, "Reak **IIIIIA** AMERICA) **BACO FALCO**, "

Money Up 0 Debus 1, Sames 2, Dom 2, Adds 30 including WBEN FM, WAYS, WAYA, KAFM, BSFM, KRBE, B97, KNEL, KZB, WAN, WROC 2104, K-HOL KHS, B94 4-28. **FERCE 1007 STreader Larger (WB) 32/14** Money Up 3, Debus 11, Sames 3, Dom 0, Adds 14 including WFLJ, 2100, KBS-FM, KC101, WFST, WANS-FM, KBFM, KYS, WKSE 4-25, KNKK 4-27, FNIC 24-18, WBSE 4-24. Money Up 3, Debus 11, Sames 3, Dom 0, Adds 14 including WFLJ, 2100, KBS-FM, KC101, WFST, WANS-FM, KBFM, KYS, WKSE 4-25, KNKK 4-27, FNIC 24-18, WBSE 4-24. Money Up 0, Debus 0, Same 0, Dom 0, Adds 24 including WHEN-FM, WHO, WANS, KPLUB, K104, WSFK, SBFXY, WFEX, WFA, KTLK, WORD, KKKU, KSHO, KSHO. **SWEEDIN LEASTER "Larger WEAK" (EMB Americe) 32/28** Majmis Up 0, Debus 0, Same 0, Dom 0, Adds 24 including WHFD, FRO FM, 250, WANS, KJEE, WSFK, NI104, WTLO, WHEO, KHAKZ, WHAK, KKK, WHO IN, KKRU, SHO **AUM PARADEDS FROLIEST "Exercisions"** (Antesia) **28/27** Majmis Up 0, Debus 0, Same 0, Dom 0, Adds 24 including WHFD, GHO, 0100, WRCK, KZ2B, WFM, WHO, WHOT, KFSB, KKKI, KSHO, KDON-FM, KRLS-FM, WDEN

MOST ADDED

ELO (66) Calling America (CBS CBS Associated) What You Need (Atlantic) Needles And Pins (MCA) CARS (46) I'm Not The One (Elektra) ARCADIA (42) Goodbye Is Forever (Capitol)

HOTTEST

MR. MISTER (137) Kyrie (RCA) WHITHEY HOUSTON (136) How Will I Know (Arista) BILLY OCEAN (197) (Jive/Arista) When The Going Gets Tough... SURVIVOR (194) Burning Heart (Scotti Bros./CBS) WHARIT (72) I'm Your Man (Columbia)

ALARM "Brough" (IRB/INCA) 28/1 Moves Up 15, Debus 3, Sem 9, Down 0, Adds 1, KZZB, WXKS-FM 27.24, WPHD 27.24, KAFM 17.12, KEGL 74, WMM 28-27, KMEL 20-17, WGUY 31-29, WGAN 30-27, KFMN 26-20, WPFM 40-34, WHSL 27.22, KZOZ 36-33, OKI95 23-21. FINAL "ALL The King's Herses" (Athenic) 25/25 Final "ALL The King's Herses" (Athenic) 25/25 Moves Lub O Debus 0, Same 0, Down 0, Adds 25 including WPHD, WMMS, 0100, K104, WRCK, WTLQ, WRNO, KDON-FM,

-NO KKI S.FM WD

Wark con, what con, betterm saver, into those date of hand out that and the set of the s

KX104, KIK, WKFR, WRON, KSKD, OFTR on, KRLUS 6/37. JENIMMER, MOLLIDAY "The Fritz Laws" (Gentas) 28/2 Movie: U.9. Doubar 4. Same 5. Down 0. dobs 2; R104, KCA2, WXKS-FM 6/30, WKSE 32-28, WNYS 6/33, Y100 d·34, FA102 21-20, K104 35-20, WERZ 40-38, WNOK-FM 40-25, KBFM on, Y106 on, OK100 27-22, 95KII. 34-31, WGAN 38-34, WYBS 37-34, WGLFAF d/32.

Moves 37-34, WCIL-FM d 32: **DAVID PACK 'Physe Me Wrang' (WD) 18-6 Moves** Up 6, Debute 2, Same 10, Down 0, Adds 0, WHT 40-38, KEGL on, WMMS on dp. K5103 on, WMMX 28-26, WTLO Moves Up 6, Debute 2, Same 10, Down 0, Adds 0, WHT 40-38, KEGL on, WMMS on dp. K5103 on, WMMX 28-26, WTLO Moves Up 6, Debute 2, Same 10, Down 0, Adds 0, WHT 40-38, KEGL on, WMMS on dp. K5103 on, WMMX 28-26, WTLO Moves Up 6, Debute 2, Same 10, Down 0, Adds 0, WHT 40-38, KEGL on, WMMS on dp. K5103 on, WMMX 28-26, WTLO Moves Up 6, Debute 2, Same 10, Down 0, Adds 0, WHT 40-38, KEGL on, WMMS on dp. K5103 on, WMMX 28-26, WTLO Moves Up 6, Debute 2, Same 10, Down 0, Adds 0, WHT 40-38, KEGL on, WMMS on dp. K5103 on, WMMX 28-26, WTLO Moves Up 6, Debute 2, Same 10, Down 0, Adds 0, WHT 40-38, KEGL on, WMMS on dp. K5103 on, WMMX 28-26, WTLO Moves Up 6, Debute 2, Same 10, Down 0, Adds 0, WHT 40-38, KEGL on, WMMS on dp. K5103 on, WMMX 28-26, WTLO Moves Up 6, Debute 2, Same 10, Down 0, Adds 0, WHT 40-38, KEGL on, WMMS on dp. K5103 on, WMMX 28-26, WTLO Moves Up 6, Debute 2, Same 10, Down 0, Adds 0, WHT 40-38, KEGL on, WMMS on dp. K5103 on, WMMX 28-26, WTLO Moves Up 6, Debute 2, Same 10, Down 0, Adds 0, WHT 40-38, KEGL on, WMMS on dp. K5103 on, WMMX 28-26, WTLO Moves Up 6, Debute 2, Same 10, Down 0, Adds 0, WHT 40-38, KEGL on, WMMS 0, MX 29, Down 0, Add 28, KEGL on, WTP 0, WTP 0 Moves Lip 6, Debuts 2, Sene 10, Dewn 0, Addis U, Will 43-26, ASSL UM, Mind Markell 47, Mind 48, Mind 4

Ibuts 0, Same 0, Down 0, Adda KLUC KZZU, WKHI, WPFM, 99

KEYN KRIBO, KLUG, KAZU, TINA, HYTEN, WAR AND MONTY (Capitol) 18/14 ANNE MURRAY "New And Ferever (Yeu And Me)" (Capitol) 18/14 ANNE MURRAY "New 20 David Addit 14 Including PRO-FM, WERZ, KTUX, KOKO, WHOT, KRO, 0104, 02YP,

Noves Up 0, Dabase 0, Same 2, Dawn 0, Adas 14 inclusing PRO-FM, WERZ, KTUX, KOKO, WHOT, KRO, O104, OZYP, KNOE FM, KKLSFM, KYYA, KBOZ FM, KBMA, SYNG CHAM On GRACE JONES "Save 17 The Rhythm" (Manhattan/Island) 18.4 Moves Up 4, Debuse 0, Same 12, Dawn 0, Adas 0, WKS5 933, WKTS on, CK03 0.29, 195 on, WHYT on, K104 34-24, WTL 0 mdg, WHOT on, KKKS mda, KCAQ Ondo, KK103 373, WKTS on, CK103 0.29, 195 on, WHYT on, K104 34-24,

WTLC on dp. WHOT on, KMGX on dp. KCAQ on dp. CKT00 37:31, W21P on, WHOL UN, KYTT UL RUMAUL PETE TOWERNEND "Whot Boest" (Adds 15 Including WPHO, WMMS, WRCK, WZLD, WFML Y108, KRNQ, WGRD, KEYNER, KKX, BOOK, WOMPEN, WYSL, WRON, WDRP, LEVEL 42 "Semething About Yoe" (Polyder/PolyGram) 15/15 Moves Up. 0. Datus 9, Same 9, Damin 0, Adds 15 Including KRBE, FM102, O100, WPST, WKRZ-FM, WTLQ, WNOK-FM, KAWZ, KKAK, KAGK, KAGZ-FM, WZL, WZP, WYSL, WTRS, OKSS.

KAMZ, KMGX, KOZ FM, WUQU, WZYP, WYSE, KNRS, UNSU FMY STAR "Link Hie Ser Do Gee" (RCA) 1005 FM, WYSE, WCZY, KOON FM, WUAD, WYBS, FM102 on, KMEL 3328, 0100 on-du, WTL, on, KAMZ, on, KSPM, odb, KTUX on, KCAO 0-39, 85000 26-22.

CURE "In Between Days" (Elektra) 15/3 Moves Lin 1, Debuts 0, Same 11, Down 0, Adds 3, CUNE "In Detween Days" (Eviders) 15/3 Moves Up. 1. Down 0, Adds 3. WERZ, KIKK, 95/XXI, KPLUS 36:33, Q100 on dp. WKRZ-FM on, WRON on, WGAN on, WHSL on, KKLS-FM on, WOBR on dp. WSPT on dp. KITS on dp. KITZ on dp. KBM on EDDE MURPHY "They Cash II Be" (Clausenable) 15/2 Moves Up. 0. Detxe 6, Same 7. Down 0, Adds 2, WERZ, KRNO, WKKS M d 33, KI04 d 33, WNOK FM on WFM on, KTUX d 27, WKDD ondy, KKNO FM ondy, KFN d 38, KK50 d 39, KKN00 on 95/KIL d 30, WKLK on

MAYE WOL OWNER, KYNC FALGOAD, KEW 338, KSKO 339, OK 100 on, 95XIL 330, WALA ON QLYNA NEWTON-JOHN "Tuggae Up" (INCA) 14/14 Mar I I In Denta S Samo O. Dum A. Add I Hauding WKSE, CKOI, K104, WTLQ, KSKD, KDON FM, WZON, OK100.

Moves Up 0, WCGO, WYKS, WZYP, 99KG. SIX, WJAD, WCGO, WYKS, WZYP, 99KG. SIXCEY THORAS "Based in The Firs" (RCA) 13/8 MOVER Up 1, Debuts 1, Semi 3, Down 0, Adds 8, WPHD, WZLD, WFMI, WKZL, KIYS, WKSF, 99KG, WDBR, WMMS on-do, Moves Up 1, Debuts 1, Semi 3, Down 0, Adds 8, WPHD, WZLD, WFMI, WKZL, KIYS, WKSF, 99KG, WDBR, WMMS on-do, Moves Up 1, Debuts 1, Semi 3, Down 0, Adds 8, WPHD, WZLD, WFMI, WKZL, KIYS, WKSF, 99KG, WDBR, WMMS on-do, Moves Up 1, Debuts 1, Semi 3, Down 0, Adds 8, WPHD, WZLD, WFMI, WKZL, KIYS, WKSF, 99KG, WDBR, WMMS on-do, Moves Up 1, Debuts 1, Semi 3, Down 0, Adds 8, WPHD, WZLD, WFMI, WKZL, KIYS, WKSF, 99KG, WDBR, WMMS on-do, Moves Up 1, Debuts 1, Semi 3, Down 0, Adds 8, WPHD, WZLD, WFMI, WKZL, KIYS, WKSF, 99KG, WDBR, WMMS on-do, Moves Up 1, Debuts 1, Semi 3, Down 0, Adds 8, WPHD, WZLD, WFMI, WKZL, KIYS, WKSF, 99KG, WDBR, WMMS on-do, Moves Up 1, Debuts 1, Semi 3, Down 0, Adds 8, WPHD, WZLD, WFMI, WKZL, KIYS, WKSF, 99KG, WDBR, WMMS on-do, Moves Up 1, Debuts 1, Semi 3, Down 0, Adds 8, WPHD, WZLD, WFMI, WKZL, KIYS, WKSF, 99KG, WDBR, WMMS on-do, Moves Up 1, Debuts 1, Semi 3, Down 0, Adds 8, WPHD, WZLD, WFMI, WKZL, KIYS, WKSF, 99KG, WDBR, WMMS on-do, MOVES WHO 0, DOWN 0, Adds 8, WPHD, WZLD, WFMI, WKZL, KIYS, WKSF, 99KG, WDBR, WMMS on-do, MOVES WHO 0, DOWN 0, Adds 8, WPHD, WZLD, WFMI, WKZL, KIYS, WKSF, 99KG, WDBR, WMMS on-do, MOVES WHO 0, DOWN 0, Adds 8, WPHD, WZLD, WFMI, WKZL, KIYS, WKSF, 99KG, WDBR, WMMS 0, DOWN 0,

NOVE UP , UKANY ON KITRS 6-38 (XHT 33-30, UKANY ON KITRS 6-38 (XHCARD) UEARS SINUFFLIXI CREW "Superiord Shoffin" (Red Label/Capitel) 13/1 Moves Up 3, Davis 1, Same 7, John 1, Adds 1, BSFM, 696 1-1, WLS 1-1, Z95 1-1, KX104 on, BJ105 d-5, KOMO 27-22, 100CR 1-1, KISR 24-15, WCIL-FM 1-1, KCCR 26-22.

100CR 1-1, KSR 24-15, WCIL FM 1-1, KCIC 28-22 ALISHA "Theby Tail" (Yangmard) 13/1 Moves Up 6, Doubs 1, Sama 3, Doun 2, Adda 1, WCL FM, WXKS FM on 83FM 29-28, KRBE 28-27, WSPK 28-23, WSSK 24-21, WYCK FM -37, RAU2 6-3, KE2B 20-12, BJIOS on, WTKS on **MAUNCE WITTE "I Need Yea" (Columbia)** 13/8 Moves Up 4, Doubs 1, Sama 7, Down 1, Adda 0, WKSE on WHT 6-32, K104 10-5, WKEE on KAMZ on, KTUX 20-16, KIKX ondp, KCMM card, OKIO 14-7, DIOI 15-11, KRM on dp. **ROBER DALTNEY "Discissibive" Liphthing" (Advantis) 12/1** Moves Up 2, Doubs 1, Sama 6, Down 0, Adda 1, BSOX, WFX 0, 68, B66 37-36, WMMS 40-38, WRCK on, WGTZ on, KTEM on, WAAD on, WFNI on, WHSE, on Y04 on, WOBR on L

Novest Up 2, Debust 1, Sema 8, Down 7, Adds 1, 85000, WH-D d-38, BB6 37-38, WHARS 40-38, WHCK on WGTZ on, KFM on WHSE on Y49 on WGB4 on ALDO HOWA "Remarent Of Yest" (Pertrahet/CB6) 11/1 Novest Up 4, Dobest 9, Same 9, Down 7, Adds 1, WHCN HWHCh on, WHARS on-dp, WERZ on-dp, WHCK on, WFMI on, WGD2 d0-39, WHSE on-dp, KKOT on, KKOZE on-dp, CHS6 on CH

25-22.1

25-22, WBFK 37-28, KURO on. **GENEOD DEWED ¹-ber Analter Dey" (IECA) 10/1** Moves Up 4, Debus 0, Sams 5, Down 0, Adds 1, WHBL WMBS an-dp, KBS-FM 23-20, KMEL 17-16, WFBB an-dp, KTLX 39-35, KMBK and pt, KCAQ 39-38 (50000 ndp, 1) 39-35, KMBK andp, KCAQ 39-38 (50000 ndp, 1)

Parallels Begin on Page 96 Adds & Hots Begin on Page 94 P-1 Playlists Begin on Page 91

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BREAKER AMES TAYLOR/Only One (Columbia)

BREAKER @ DAN SEALS/Bop (EMI America)



NATIONAL AIRPLAY/JANUARY 31, 1986

AOR TRACKS **CONTEMPORARY HIT RADIO** Three Raro Late Trave Non Little 3 1 1 1 ZZ TOP/Stages (WB) 14 8 4 O BILLY OCEAN/When The Going Gets Tough... (Jive/Arista) 5 5 3 3 SIMPLE MINDS/Sanctify Yourself (Virgin/A&M) 17 9 6 @ WHITNEY HOUSTON/How Will & Know (Arista) 32 12 6 B HEART/These Dreams (Capitol) SURVIVOR/Burning Heart (Scotti Bros./CBS) 5 2 2 3 11 O FIRM/All The King's Horses (Allantic) DIONNE & FRIENDS/That's What Friends Are For (Arista) WHANI//m Your Man (Columbia) 2 1 4 . G ALAN PARSONS PROJECT/Stereotomy (Arista) 5 3 . HOOTERS/Day By Day (Columbia) . . 4 6 MR. MISTER/Kyrie (RCA) 2 7 MR. MISTER/Kyrie (RCA) A 16 10 CONTRACTOR (ICON) 21 15 12 JAMES BROWN/Living In America (Scotti Bros/CBS) 24 16 13 COREAM ACADEMY/Livin A Northern Town (Reprise/WB) 24 28 15 O STARSHIP/Sara (Grunt/RCA) 10 7 18 BRUCE SPRINGSTEEN/Ay Hometown (Columbia) 25 17 18 BRUCE SPRINGSTEEN/Ay Hometown (Columbia) 2 2 27 14 12 (B) INXS/What You Need (Atlantic) - 33 14 O PETER FRAMPTON/Lying (Atlantic) 1 3 5 10 MIKE & THE MECHANICS/Silent Running (Atlantic) 7 5 7 11 PETE TOWNSHEND/Give Blood (Atco) 11 PAUL MCCARTNEY/Spies Like Us (Capitol) 13 10 10. 12 STARSHIP/Sara (Grunt/RCA) SADE/The Sweetest Taboo (Portrait/CBS)
 MIANN SOUND MACHINE/Conga (Epic) Complete Tracks Char Begins on Page 87 10 22 26 16 15 DIRE STRAITS/Ride Across The River (WB) 2 3 10 D MIKE & THE MECHANICS/Silent Running (Atlantic) 6 7 9 14 STEVIE NICKS/I Can't Wait (Modern/Atco) 3 3 5 15 STEVIE MICKS/Talk To Me (Modern/Alco) 15 11 10 16 STEVIE WONDER/GO Home (Tamla/Motown) 56 39 27 DI LOVERBOY/This Could Be The Night (Columbia) BREAKER 1 OUTFIELD/Your Love (Columbia) BREAKER TOM PETTY & .../Needles And Pins (MCA) 31 27 19 PAT BENATAR/Le Bel Age (Chrysalis) 37 32 22 SHEILA E./A Love Bizarre (WB) 31 28 20 D*A-HA/The Sun Always Shines On T.V. (Reprise/WB) BREAKER MIKE & THE MECHANICS/All I Need Is A Miracle (Allantic) 39 31 23 JOHN C. MELLENCAMP/Minutes To Memories (Riva/PG) 1 # 11 19 LIONEL RICHIE/Say You, Say Me (Motown) 38 27 (THOMPSON TWINS/King For A Day (Arista) 37 28 (2) HEART/These Dreams (Capitol) BREAKER
BOBERT TEPPER/No Easy Way Out (Scotti Bros./CBS)
BREAKER
ROGER DALTREY/Quicksilver Lightning (Atlantic) DIRE STRAITS/Walk Of Life (WB) 6 6 17 22 N&A Begins on Page 102 36 33 78 🕢 BALTIMORA/Tarzan Boy (Manhattan) 23 23 20 23 AEROSMITH/Shela (Geffen) 3 2 ATLANTIC STARR/Secret Lovers (A&M) 9 8 13 24 DREAM ACADEMY/Life In A Northern Town (Reprise/WB) ж 🗿 STING/Russians (A&M) 11 1F 16 25 TOM PETTY & ... /So You Want To Be A Rock & Roll Star (MCA) ZZ TOP/Stages (WB) 40 32 20 40 37 32 26 THOMPSON TWINS/King For A Day (Arista) 40 35 31 2 FREDDIE JACKSON/He'll Never Love You (Like I Do) (Capitol) 54 40 MARILYN MARTIN/Night Moves (Atlantic) ELTON JOHN/Nikita (Geffen) 38 20 DEBUT JOHN LENNON/Imagine (Capitol) 38 2 HOOTERS/Day By Day (Columbia) 60 45 44 @ JOHN C. MELLENCAMP/R.O.C.K. In The U.S.A. (Riva/PG) 19 18 19 30 JELLYBEAN/Sidewalk Talk (EMI America) 16 15 25 30 ROGER DALTREY/Let Me Down Easy (Atlantic) KLYMAXX/1 Miss You (Constellation/MCA) 12 20 25 31 22 21 21 32 NIGHT RANGER/Goodbye (Camel/MCA) 7 13 24 33 EDDIE MURPHY/Party All The Time (Columbia) 4 12 23 34 SIMPLE MINDS/Alive & Kicking (Virgin/A&M) **BLACK/URBAN** DEBUT DEBUT DEBUT DEBUT DEBUT DEBUT DEBUT DEBUT DI JOHN COUGAR MELLENCAMP/R.O.C.K. In The U.S.A. (Riva/PG) MELI'SA MORGAN/Do Me Baby (Capitol) 1 DEBUT SIMPLE MINDS/Sanctify Yourself (Virgin/A&M) 10 7 . 2 BILLY OCEAN/When The Going Gets Tough... (Jive/Arista) DEBUT S ARETHA FRANKLIN/Another Night (Arista) SADE/Sweetest Taboo (Portrait/CBS) 3 3 2 . BREAKER ABC/ (How To Be A) Millionaire (Mercury/PG) WHITNEY HOUSTON/How Will | Know (Arista) 0 FIVE STAR/Let Me Be The One (RCA) 7 5 5 10 B FORCE MD'S/Tender Love (Tommy Boy/WB) 15 11 7 **FREDDIE JACKSON**/He'll Never Love You (Like I Do) (Capitol) 12 **(D) RENE & ANGELA**/Your Smile (Mercury/PG) 11 8 ADULT CONTEMPORARY 18 13 YARBROUGH & PEOPLES/Guilty (Total Experience/RCA) 14 12 11 ZAPP/Computer Love (WB) 31 23 17 W ZAPP/Computer Love (WB) 21 18 15 WORRIS DAY/Color Of Success (WB) 1 5 3 O WHITNEY HOUSTON/How Will I Know (Arista) 1 12 DIONNE & FRIENDS/That's What Friends Are For (Arista) 2 SADE/The Sweetest Taboo (Portrait/CBS) 2 3 1 25 19 16 D JAMES BROWN/Living In America (Scotti Bros./CBS) BILLY OCEAN/When The Going Gets Tough . . . (Jive/Arista) Ø 974 19 17 14 O TA MARA & SEEN/Affection (A&M) 21 12 10 STARSHIP/Sara (Grunt/RCA) 40 27 20 CHERRELLE/ALEXANDER O'MEAL/Saturday Love (Tabu/CBS) DREAM ACADEMY/Life In A Northern Town (Reprise/WB) . 16 ATLANTIC STARR/Secret Lovers (A&M) BRUCE SPRINGSTEEN/My Hometown (Columbia) - 33 21 D JANET JACKSON/What Have You Done For Me Lately (A&M) BARBRA STREISAND/Somewhere (Columbia) 8 1 2 4 18 STEVIE WONDER/Go Home (Tamla/Motown) 19 13 C ELTON JOHN/Nikita (Geffen) FAMILY/High Fashion (WB) 24 21 19 19 STEVIE WONDER/Go Home (Tamla/Motown) 2 5 . 16 14 13 29 STEPHANIE MILLS/Stand Back (MCA) - 38 30 SMOKEY ROBINSON/Hold On To Your Love (Tamia/Motown) 11 D WHAML/I'm Your Man (Columbia) 9 11 DIONNE & FRIENDS/That's What Friends Are For (Arista) 35 30 🙆 2 6 39 32 75 2 ISLEY, JASPER, ISLEY/Insatiable Woman (CBS Associated) DIRE STRAITS/Walk Of Life (WB) 12 4 4 40 33 (2) ROY AYERS/Hot (Columbia) - 34 (2) ARETHA FRANKLIN/Another Night (Arista) 19 16 14 (D ISLEY, JASPER, ISLEY/Caravan Of Love (CBS Associated) 6 10 12 14 LIONEL RICHNE/Say You, Say Me (Motown) BREAKER (NEW EDITION/A Little Bit Of Love (Is All It Takes) (MCA) 25 23 18 3 MICHAEL FRANKS featuring B. RUSSELL/When I Give My Love ... (WB) BREAKER ELIGENE WILDE/Diana (Phility World/Allantic) 32 30 27 27 LLL COOL J/I Can't Live Without My Radio (Def Jam/Columbia) a G MIKE & THE MECHANICS/Silent Running (Atlantic) 17 15 15 17 EI DeBARGE with DeBARGE/The Heart Is Not So Smart (Gordy/Motown) 35 31 28 2 JENNIFER HOLLIDAY No Frills Love (Getten) BREAKER (ATLANTIC STARR/Secret Lovers (A&M) 34 22 19 (C. CLEMONS & J. BROWNE/You're A Friend Of Mine (Columbia) BREAKER @ GAP BAND/Going In Circles (Total Experience/RCA) 8 2 3 3 10 El DeBARGE with DeBARGE/The Heart Is Not So Smart (Gordy/Motown) DEBUT DEBUT DEBUT DEBUT DEBUT DEBUT 9 9 18 31 STARPOWT/What You Been Missin' (Elektra) - 28 THOMPSON TWINS/King For A Day (Arista) BREAKER (KASHIF/Dancing In The Dark (Heart To Heart) (Arista) FREDDIE JACKSOR/He'll Never Love You (Like I Do) (Capitol) 37 25 22 22 30 2 MR. MISTER/Kyrie (RCA) BREAKER S KING DREAM CHORUS/HOLIDAY CREW/King Holiday (Mercury/PG) 28 28 24 20 DIANA ROSS/Chain Reaction (RCA) NEA Begins un Page BL BREAKER JUICY/Sugar Free (Private I/CBS) 34 28 28 DURELL COLEMAN/Do You Love Me (Island) 2 11 14 25 KLYMAXX/ Miss You (Constellation/MCA) 11 14 17 28 STEVIE MICKS/Talk To Me (Modern/Alco) BREAKER DICELYN BRÖWN/Love's Gonna Get You (WB) 30 27 27 29 PEABO DRYSON/Love Always Finds A Way (Elektra) NEA Beams on Page 76

DEBUT BERNARD WRIGHT/After You (Manhattan) 5 N 22 READY FOR THE WORLD/Digital Display (MCA)