#### HANDS-ON FOR HANDS ACROSS

As America's most ambitious charity effort draws near, it's full speed ahead for the Hands Across America folks, as detailed in a two-page mini-special. Page 36

#### ADDS DECLINING AT CHR

Comparing the number of adds by CHR stations before and after labels disavowed independents, the facts and figures are clear: the format is adding fewer records now. Ken Barnes presents that evidence and many more interesting findings.

#### A TRIO OF PROMOTION TITANS

Adam White profiles three of the true legends of record promotion: Juggy Gavies, Moe Preskell, and George Furness, with vintage pictures to help recreate a colorful era.

#### IN THE NEWS THIS WEEK

- CKEZ brings back "Big Eight" as CKLW-FM
- Morton Gould President of ASCAP
- Mary June Rose PD at WIBC Tim Bryan VP/GM at KAJA
- Vaughn Thomas Arista Nat'l R&B Promotion Director: Jean Pierre Op. Dir /Black Music
- Firm offers actual airplay data to industry
- Larry Weiss GM as KOFM goes Format 41
- Linda Jubert VP/Operations at WTPI Lisa Velasquez-Nuzzo RCA Nat'l CHR Promotion Mgr; Rhonda Herlich-Dorfman Nat'l AC rep as label
- expands staff Atlantic sets regional staff
- Bill Hurlitz GSM at WISN & WLTQ
- Radio conservatism rapped by Clive
- Norman Fischer sues J-P Enterprises

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#### **PUTTING OFF THE HITS**

Some prominent AORs hold off on proven hits. Steve Feinstein investigates and discovers at least two sides to the Page 50

#### SHANNON ON Z100'S RETURN TO THE TOP

Scott Shannon is always quotable, and after this book he has quite a story to tell. Joel Denver provides an ear

Page 44

#### THE NEW AC: WHAT'S IN A NAME?

John Sebastian tells Donna Brake the reasons behind his repositioning of EOR as "The New AC.

Page 56

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

Managing Editor Jeff Green takes a detailed look at broadcast schools: whether they're a good source of new talent for radio and whether they live up to their promises

Newsstand Price \$5.00



#### AZOFF INKS NEW PACT

#### **MCA Acquires Front** Line, Full Moon

MCA, Inc. has announced it will acquire the stock of Front Line Management, Full Moon Records, and Facility Merchandising in exchange for MCA, Inc. common stock, the value of which was undisclosed. The acquisition represents MCA Records and Music Group's entry into personal management of musical entertainers, the vending of novelty items in venues nationwide, and additional involvement in recorded music.

It was also announced that MCA Records and Music Group



Irving Azoff President Irving Azoff, one of the principals of the acquired companies, will ink a new, longterm pact with MCA, Inc. and oversee the new properties

Front Line's artist roster includes Don Henley, Heart, Chicago, Stevie Nicks, Dan Fogelberg, Jimmy Buffett, Michael McDonald, and Boz Scaggs. Howard Kaufman, another principal of the acquired companies, will enter into a longterm agreement with MCA and continue as President, reporting to Azoff. MCA/See Page 13

#### Isgro Hits Labels, RIAA With Conspiracy Suit

gro has sued the Recording Industry Association of America (RIAA) and most major record companies for damages arising from their suspension of his services earlier this year. He's charging them with conspiracy and restraint of trade under federal and state antitrust statutes, and is seeking damages in excess of \$75 million.

in US District Court in California (Central District) on behalf of Isgro individually and of his businesses, Isgro Enterprises and Quickcross Promotions Representing him is the firm of Cannata, Genovese & Papale, San Francisco.

Named in the suit with the RIAA are A&M, Arista, Capitol, Chrysalis, Geffen, MCA, Mo-

**BOEN GM AT KTCZ & KTCJ** 

#### **Buron Becomes** Parker President



Lou Buron

Lou Buron, Doubleday Regional VP and GM of KDWB-AM & FM/Minneapolis, has been named President of Parker Communications, a subsidiary of the Parker Company.

KDWB Station Manager/ Doubleday Director Of Sales Mike Boen will serve as GM at Parker's Minneapolis combo KTCZ & KTCJ.

The moves, which also in-clude KDWB's top-billing Account Executive Jeff Litt joining KTCZ & KTCJ as Sales Manager, occur as Legacy Broadcasting takes over KDWB and other Doubleday properties.

Parker principals John & Kathleen Parker commented, "Parker Communications has experienced growth in the last three years, and we plan an accelerated acquisition posture. We've known Lou for several years, and have full confidence in his abilities to build an ag-



Mike Boen gressive and effective management team.'

Kathleen Parker, discussing Boen, added, "Mike's done quite a bit of sales development and training, and with our new BURON/See Page 13 defendant. At presstime, a spokesman for the RIAA said it ISGRO/See Page 8

town, PolyGram, RCA, and the

Warner/Elektra/Atlantic la-

bels. CBS is not named as a

BACKER DIRECTS

#### New Age/Jazz Label Set By RCA

RCA/Ariola will launch a new label in the fall for new age music and contemporary jazz. Leading this effort is Steve Backer, formerly Windham Hill VP/East Coast Operations and onetime Director/Progressive Jazz at Arista.

Backer, whose status with RCA is that of an exclusive independent producer, says he expects to sign and develop approximately ten new age acts and ten contemporary jazz artists in the first year of activity. None has yet been signed.

The label, to be named, will be managed and marketed as part of RCA/Ariola's Red Seal classical unit. Whether Red Seal will staff up in promotion and marketing to handle new age and jazz will be decided nearer the launch, according to Backer, who declines to put a figure on RCA/Ariola's level of investment in the new venture.



Steve Backer

Under his direction, RCA will also embark on a major jazz reissue program. Product will appear via the existing Bluebird logo, and the first release also set for the fall - is expected to comprise 15 albums. Backer said, "I'm very ex-

cited by the dynamics (RCA/ Ariola President) Elliot Gold-RCA/See Page 8

#### \$20 MILLION NEEDED

#### Cleveland Gets Rock Hall Of Fame

Subject to certain conditions, Cleveland will be the home of the Rock & Roll Hall of Fame and Museum. "Firm commit-ments" of at least \$20 million from public/private city and state sources will be necessary to build and operate the museum/archive center, according to Hall of Fame Foundation Chairman Ahmet Ertegun, who added that securing an acceptable site in downtown Cleveland is another prerequisite.

Cleveland was one of three cities seriously considered; the

others were Chicago and Philadelphia. Ertegun said deciding was difficult because "rock and roll belongs to all of America." But, he explained, "we've been swayed by the Cleveland community enthusiasm, and have been most impressed by the people who spearheaded the drive, especially Ohio Governor Richard Celeste, Cleveland Mayor George Voinovich, and U.S. Representative Mary Rose

The Hall of Fame, which will, it's hoped, attract up to 300,000

visitors annually and bring \$25 million to the local economy, should be built within three years; the site will be selected ithin six months.

The Cleveland committee behind the campaign includes WMMS OM John Gorman and MD Kid Leo, WHK & WMMS VP/GM William Smith, WGCL PD Phil LoCascio, independent record promoter Gary Bird, Jules and Mike Belkin of Belkin Productions, HOF Committee member/air personality Norm

CLEVELAND/See Page 8

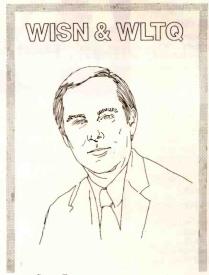
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Steve Downes Vice President/General Manager WISN & WLTQ

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MAY 9, 1986

#### **INCENTIVES AS** REWARDS

Incentive contests are a favorite sales-boosting technique, but they should be handled with care. Guest Management columnist Rick Stewart of Western International Premiums and Harvey Mednick offer insights on incentives

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# At WTPI

Peoples Broadcasting partner and corporate VP Linda Jubert has been named VP/Operations for the company's first acquisition. WTPI/Indianapolis., Jubert had been Business Manager and Public Affairs Director at WTPI, which made its debut October 15, 1984.

Said Jupert, "In 1976, I was approached by Peoples Broadcasting about being a partner. At that time, the station, then WIFE, was dark. It took us eight years to get the license, because there were nine groups originally vying for it. Over the years, each time we were awarded the license, other groups appealed.

"My whole career seemed in suspension. I didn't want to make any serious career changes because I knew we'd eventually get the station. Needless to say, it's quite rewarding and fulfilling to have a radio station now that's operating

Beginning her career in New York at WPIX Radio and TV in the early '70s in the business and traffic departments. Jupert later worked at several Indianapolis stations, including WTLC and WIRE.

## PAGE THREE CKEZ Revives "Big Eight" Rock Approach As CKLW-FM

After a disappointing 0.7 per-formance in the winter Arbitron, CUC, Ltd. Easy Listening outlet CKEZ received approval from the CRTC to revive the classic "Motor City" CHR format presented by sister AM CKLW during the '60s and '70s. The switch took place Monday (5-5).

Adopting new call letters CKLW-

FM, the station has revitalized "The Big Eight," complete with hard-driving "20/20" news, vintage choir jingles, and DJs who use the same names assigned to personalities under the original format. Said PD/morning man Dave Shafer, "I don't want to call it an oldies station, because I want to be able to open it up if I want, but that's

basically what it is. We're going to recreate the old Motown sound of

Shafer, who twice worked at CKLW during the '70s (the station is now Big Band), said that most of the CKEZ staff is expected to stay on, but some may be asked to adopt one of the generic on-air names used by a succession of DJs in the '60s. When asked about the station's potential. Shafer replied, "One thing's for sure: I don't think we can possibly do as badly as we were doing with the Easy Listening

## **Arista Promotes** Thomas, Pierre



Vaughn Thomas

Arista has promoted Vaughn Thomas to National R&B Promotion Director and Jean Pierre to Director of Operations, Black Music Dept. Thomas had been West Coast Promotion Director for the label, and will remain based in L.A. Pierre, based in New York, was Asst. National Promotion

A Kansas City-based company,

Broadcast Recognition Systems,



Jean Pierre

VP/R&B Promotion Tony Anderson commented. "I'm very pleased to award these well-deserved appointments to two of the staples of our company. Jeanie and Vaughn are two of the most valuable and capable people in the record business

is played, we estimated each

song's listening audience, using

#### KAJA Ups **Bryan To** VP/GM

At Clear Channel Communications' Country-formatted KAJA/ San Antonio, GM Tim Bryan has been promoted to VP/GM. Bryan, who joined the station in January, previously worked at KXXY-AM & FM/Oklahoma City, where he served as Regional Sales Manager and GSM.

A ten-year broadcaster and former junior high school teacher, Bryan told R&R that his 100 kw station, presently the top-rated local Country outlet, is aiming to become San Antonio's highest-rated station. "We're already the top FM biller," he said, noting that KAJA operates without the services of a ratings firm. "I appreciate Clear Channel's vote of confidence."

#### Firm Offers Airplay Monitoring results document they're certainly

from Arbitron." This data and its use for promotion and marketing strategy is the core of its appeal, says Oppenheimer. He claims that the cost of

#### daypart information available

#### **KOFM Drops CHR** For Format 41

Surprising competitors, Guy Gannett's KOFM/Oklahoma City announced it will drop its present CHR format in favor of Transtar's Format 41. The switch will take place in early June, and Larry Weiss, GSM at sister station WSSP/ Orlando, will become GM. With the change comes new calls, KOMJ, and a new identity, "Magic 104." Departing will be VP/GM Mike Colello and PD Charlie Cooper, as well

as most of the air personalities.
Guy Gannett VP/Radio Mike Horn said, "Mike Colello did an exemplary job with KOFM through the years, and his decision to relocate to the East is a loss to the company. It was fortunate, though, to have a manager with Larry's experience and leadership abilities within the organization, particularly after his outstanding sales achievements with WSSP. Our format switch will put Larry's talents to best use." Horn added that Weiss's replacement at WSSP will be announced shortly

Weiss, who joined Guy Gannett in December 1983 after a number of years as GM of WAMT & WAJX/ Titusville, FL, told R&R, "It's an exciting career opportunity, as I've wanted to be a GM again. I think with the greying of America, Format 41 will deliver the right demos

the advertisers are looking for."

Colello told R&R, "The company has been very generous in helping all of us make this transition. They plan to do an extensive promotional kickoff for the new format. Their justification for the change is the salability of the 25-54 demographics which this format has an excellent track record in achieving all across the country.'

Cooper, who was only four-tenths of a share (12+) behind format leader KJYO's 6.8 in the fall Arbitron, added. "All of my staff are top-notch and I highly recommend them to anyone looking for quality



Morton Gould

#### Gould **ASCAP President**

Composer/conductor Morton Gould has been voted President of the American Society of Compos-Authors, and Publishers (ASCAP). He replaces Hal David, the performing right organization's head for the past six years, who'll continue to serve on ASCAP's Board of Directors and coordinate ASCAP's ongoing legislative campaign in Washington.

An ASCAP member since 1935, Gould was elected to the ASCAP Board in 1959 and has chaired its Symphony and Concert Committee for 25 years. "It's been of personal and professional satisfaction to be a part of this great music organization," said Gould. "I look forward to working on behalf of all the Society's members and representing their interests."

At the same time as Gould's election, the following officers were also reelected: Irwin Robinson and Arthur Hamilton, VPs; John Green, Asst. Secretary; Leon Brettler, Treasurer; and Sidney Herman, Asst. Treasurer. Marilyn Bergman is the newly-elected Sec-

#### **Rose Now WIBC PD**

Mary June Rose has been promoted to PD of John Blair & Co.'s WIBC/Indianapolis. Rose joined the full-service AC giant last October as Asst. PD, and became acting PD in February when PD Andy Bickel left to program KLZZ-AM & FM/San Diego.

VP/GM Roy Cooper commented, "Mary June is a very talented lady who has a grasp of what a modern full-service station is all about. She has the potential to be a very good program director at a radio station which still maintains prominence in the market. Mary June's a sparkplug, and has earned the respect of our high-powered personalities. And that says a lot."

Prior to WIBC, Rose programmed WLVV/Statesville, NC for nearly a year, and was Asst. PD at WBT/Charlotte between 1978-82. "I've wanted to work here for a long time," she told R&R, "as WIBC's one of the country's great radio stations. The fact that I'm going to get to program it is wonderful. The best thing I can do is maintain WIBC's image and position. Sometimes that's much harder than anything else you could do."

# Jubert VP

claims to have developed a computerized radio monitoring service which can continuously identify all the records broadcast by a station 24 hours a day. The firm is planning to offer its services to record companies and music licensing societies, and eventually to establish a nationwide system to track approximately 380 stations in 50 mar-

Company President Hal Oppenheimer will demonstrate the Music Classification System (MCS) of "Airplay Audits" to label execs in New York Thursday (5-8) via the RIAA's Market Research Committee. He'll also undertake a similar pitch to ASCAP representatives.

The MCS presentation will draw on 14 weeks' monitoring of five Los Angeles CHR and AOR stations conducted with the help of MCA Records. The company brought the concept two years ago to label Ex-VP/Marketing & Promotion Rich Palmese, who agreed to provide facilities for intensive, ongoing tests of the technology and its applications.

Says Oppenheimer, "The purpose of the pilot project was not just to demonstrate our technology, but to develop report software that gave management information they could really use on a dayto-day basis." He adds, "While stations claim that their playlists represent 'a variety of inputs,' our not a reliable indication of actual airplay. Furthermore, since we also know to the minute when a song

monitoring one song on 50 stations AIRPLAY/See Page 8

#### **WEISS GM**

#### NEWS





Rhonda Herlich-Dorfman

#### **VELASQUEZ NAT'L CHR MGR.;** HERLICH NAT'L AC REP

#### **RCA Expands Promotion Staff**

In an expansion of its promotion department, RCA has named Lisa Velasquez-Nuzzo National Promotion Manager/CHR and Rhonda Herlich-Dorfman National AC Promotion rep. At the same time, Pete Spasoff becomes Cincinnati promotion rep for the label. Skip Bishop is local rep in Houston, and Bobby Hurt takes a similar post in Nashville. Nashville rep Mila Collins transfers to Dallas, which had formerly been serviced in tandem with Houston.

Velasquez-Nuzzo had been Associate Director/National Singles Promotion at Atlantic, having been with the company for eight years. RCA National Promotion Director Mike Becce, to whom Velasquez-Nuzzo reports, commented, "I've been aware of Lisa's work at Atlantic for some time now; she's well established with radio program-

Herlich-Dorfman, who transfers from RCA's AOR department after four years, reports to Director/Promotion & Trade Relations Bonnie Goldner, who said, "Rhonda has proven herself a tremendous asset to the promotion department. She brings a special affinity for AC music to this position."

Summing up, VP/National Pro-

motion Ed Mascolo stated, "Being able to hire veterans like Bobby and Pete gives us tremendous impact in the field. All in all, with the addition of Skip, and with Mila's move to Dallas, RCA promotion is poised to handle the new challenges of 1986 and beyond.

Spasoff comes to RCA from Arista field promotion, Bishop had been VP/Programming at Broadcast Properties Inc., and Hurt had been in independent promotion in Nashville, earlier holding national positions with Ariola America.

#### **Atlantic Resets Regional Staff**

regional pop promotion staff, elevating four local promotion representatives and giving them

regional responsibilities.
The new Regional Pop Promotion Directors are: Bob Clark. covering the Midwest out of Cleveland; Mark Gorlick, West Coast, from Los Angeles; Kim Stephens, South, out of New Orleans; and Bruce Tenenbaum, Northeast, out of New York. They report to VP/ Field Operations Lou Sicurezza.

In addition, Paula Tuggey has been appointed West Coast Promotion Coordinator, a new post at the label's Los Angeles offices.

Commenting on the expansion, Atlantic Senior VP Vince Faraci said, "The music industry is in a constant state of change, and we at Atlantic are continually responding to these changes to ensure maximum exposure for our artists and their records. The reestablishment of a regional staff is the latest reflection of our ongoing determination to maintain the number one promotion team in the busi-"The four local rep posts will be filled and announced shortly, he



Bob Clark

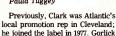


Mark Gorlick



Paula Tuggey









Bruce Tenenbaum

has been local promotion rep in Los Angeles since 1983, having joined in 1980. Stephens, on staff since 1981, has been handling promotion in the New Orleans and Houston markets. Tenenbaum most recently covered the New York/New Haven territory, and came to Atlantic in

Tuggey was assistant to the company's West Coast Director/Artist Relations & TV. She joined Atlantic in 1983 from EMI America.

#### Chrysalis Congratulates Benatar



Following Pat Benatar's recent Meadowlands, NJ sh<mark>ow, Chrysal</mark>is executives met her backstage. Pictured (I-r) are VP Rick Dobbis, Exec. VP Jeff Aldrich, guitarist Neil Geraldo, Benatar, Chrysalis Chairman Chris Wright, President Jack Craigo, Chrysalis Music President Bruno Kretchmar, and Chrysalis Music's Cherie Fonorow.



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ADDS DECLINING AT CHR Comparing the number of adds by CHR foures are clear: the forest is adding lower regards now. Ken Barnes. presents that evidence and many more

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Managing Editor Jeff Green taken a takent for radio and whether they live up



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AZOFF INKS NEW PACT

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#### BACKER DIRECTS

#### New Age/Jazz Label Set By RCA

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Coder his direction, BCA will relate program. Pridget will Source on HCA: Artely's level of Artely President). Killed Gold



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#### Cleveland Gets Rock Hall Of Fame

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The Hall of Fame, which will. months rair personality North other seriously remodered, the It's beyod, attract up to 100.00



# **Broadcast**

FRIDAY, MAY 9, 1986

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RADIO NETWORKS

#### Davis Criticizes 'Conservative' Radio

Arista President Clive Davis has renewed his criticism of conservative radio programming, and warned that record companies are becoming more and more cautious in developing new and unusual artists as a result of broadcasters' "arbitrary and narrow decisions about what listeners will and will not accept." He was speaking Friday (5/2) in Los Angeles at the Music Business Symposium.

Contending that large and vital areas of modern music are being "disenfranchised" by all radio formats, Davis asked, "If an album is released and it has no avenue of exposure to the public, if the roads to public awareness have been sealed off by a pattern of conservatism, sterilization, and market research. if radio has decided that certain types of music must be consigned to the Sunday morning listening abyss, how is the next generation of Dylans, Streisands, Coltranes, Bowies going to be heard?"

The Arista chief bemoaned the relatively small number of per-

formers who are addressing political issues — in times "at least as volatile as the '60s" — in their music and who are reaching a significant audience. Those folk and rock artists who do write and sing about such issues, he said, suffer from lack of airplay or from label reluctance to sign them - a Catch 22, in effect. "Sometimes I think it's not so much political content that scares radio away from a certain segment of music as it is the sound of anything that doesn't 'fit the format.

Yet Davis sees no creative void. and pointed to the "explosion" of new and revitalized acts in black music, where programmers are more supportive of such talent. "And you will hear more sharp, pointed social commentary in one track by Run-DMC than you will in a random hour of most AOR programming."

His conclusions? "It's time for revolt again," he said, "only this time it can't be shouldered only by stations who play rock." Labels

which sign new American bands shouldn't accept college radio airplay "as a kind of consolation prize for honorable intentions.' Jazz musicians with crossover appeal should not be allowed "to languish in the radio equivalent of a Soho loft." Artists offering pop bailads "shouldn't have to feel the ironic discrimination for being Caucasian" – a reference to the greater current acceptance of such music at CHR when performed by blacks.
"Tear Up The Rulebook"

Davis made no suggestions as to how long record companies should sustain and support artists beyond first or second albums which receive only modest exposure. He did conclude, "Every positive step that's been made in the history of pop music has been made when the rulebook's been torn up and something's come along that shatters our notion of how the game should be played. I think we're ready to enter that kind of period right

#### Honorable Gold



Celebrating Manhattan's first three Japanese gold awards (for "Sun City," Grace Jones, and Stanley Joroan) at a party at L.A.'s Palace are (i-r) Capitol-EMI International VP Kick Van Hengel, Little Steven Van Zandt, Manhattan President Bruce Lundvall, Grace Jones, EMI-Capitol CEO Bhaskar Menon, newly-signed artist (and "Sun City" participant) Nona Hendryx, and Manhattan VP Bruce Garfield.

#### ARBITRON WINTER **'86 ADVANCES**

Tampa-St. Petersburg WWBA Rolls Into First; WRBQ-FM Up As Well; WPDS, WDUV, WHBO Climb A Share

	Fall '85	Win '8
WWBA (B/EZ)	11.7	13.
WRBQ-FM (CHR)	12.2	12.
WQYK (Ctry)	8.2	7.9
WIQI (AC)	7.6	6.
WYNF (AOR)	6.3	5.5
WSUN (Ctry)	5.8	- 4.9
WDAE (BBnd)	5.1	4.5
WGUL (BBnd)	3.7	3.9
WFLA (AC)	3.3	3.6
WNLT (AC)	3.8	3.4
WPDS (AC)	2.1	3.0
WDUV (B/EZ)	1.8	2.8
WTMP (B/U)	1.9	2.0
WRXB (B/U)	1.6	2.1
WHBO (Gold)	1.0	1.8
WAVE (AC)	1.1	1.7
WPLP (Talk)	2.9	1.7
WLFF (BBnd)	.9	1.3
WRBQ (CHR)	.9	1.1

#### **Portland**

KKRZ Inches Toward Double-Digit Threshold; KEX Breaks AC Tie, Hits Second Overall; KMJK-AM & FM Improve; KWJJ Gains On KHDI -EM

Gains On I	COPL-F	IVI
Fall	'85	Win '86
KKRZ (CHR)	9.8	9.9
KEX (AC)	6.3	8.0
KINK (AOR)	7.1	6.5
KGW (AC)	6.3	6.3
KXL (News)	8.0	6.3
KXL-FM (B/EZ)	8.3	6.1
KGON (AOR)	6.4	6.0
KKCW (AC)	5.9	5.3
KMJK-AM & FM		
(CHR)	4.6	5.3
KUPL-FM (Ctry)	4.8	4.4
KYTE (BBnd)	4.6	4.4
KWJJ (Ctry)	2.8	3.9
KKLI (AC)	3.6	3.2
KWJJ-FM (Ctry)	2.5	3.2
KYTE-FM (Clas)	2.2	3.0
KSGO (Gold)	1.6	2.4
KKSN (Clas)	1.4	2.2
WPDQ-FM (Rel)	2.1	1.5
KUPL (Ctry)	.4	1.0
KXYQ (CHR)	.6	1.0

#### Sacramento 9KSFM Improves To Hold Off Hot KCTC; KFBK Moves To Third; Total Country Share Up Three As KRAK Combo Soars

AS KNAK C	OHIDO 3	vars
	Fall '85	Win '86
KSFM (CHR)	10.4	10.9
KCTC (B/EZ)	8.2	10.6
KFBK (N/T)	6.7	7.3
KZAP (AOR)	7.0	6.9
KXOA-FM (AC)	7.7	6.4
KWOD (CHR)	8.9	5.9
KRAK-FM (Ctry)	4.6	5.4
KRAK (Ctry)	3.4	5.2
KXOA (BBnd)	4.7	4.4
KAER (Ctry)	3.3	3.9
KHYL (AC)	3.7	3.7
KGNR (BBnd)	3.0	2.6
KPOP (CHR)	2.0	2.1
KROY (AC)	2.4	1.7
KFIA (Rei)	1.0	1.3
KSMJ (B/U)	.6	1.1
KGO (N/T)	1.3	2.0

#### Salt Lake City-Ogden

KSFI Extends Lead; KSOP-FM Nearly Doubles While Competitor KKAT Up Two; KISN, KALL, **KLUB Gain In Crowded** AC Field; KDYL, KUTR Make Solid Showings

	Fall '85	Win '86
KSFI (B/EZ)	10.9	12.1
KRSP-FM (AOR)	9.9	9.0
KSL (AC)	10.4	8.7
KSOP-FM (Ctry)	3.7	7.0
KKAT (Ctry)	4.0	6.0
KCPX (CHR)	6.2	5.8
KISN (AC)	4.4	5.1
KALL (AC)	3.7	4.7
KLCY (AC)	5.5	4.2
KTKK (Talk)	2.9	2.8
KLTQ (AC)	3.6	2.7
KBUG (Gold)	3.9	2.4
KCGL (AOR)	1.8	2.4
KLUB (AC)	1.5	2.3
KDYL (BBnd)	.7	2.2
KUTR (Rel)	.9	2.1
KZAN (Ćtry)	3.6	2.1
KMGR (AC)	2.7	1.9
KDAB (AC)	2.2	1.7
KLRZ (CHR)	1.9	1.4
KFMY (CHR)	1.4	1.3
KSRP (Gold)	1.2	1.3

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#### **NEWS IN BRIEF**

#### **Hurlitz Rejoins WISN** & WLTQ As GSM

After two years as GSM at Malrite's Milwaukee CHR WZUU, Bill Hurlitz has rejoined WISN & WLTQ as GSM. Hurlitz had worked at the Hearst combo for

Continued from Page 1

had not yet been served with the complaint, and therefore had no comment. It was also unclear which, if any, of the defendant labels had been served.

#### **Antitrust Alleged**

The complaint charges the labels with conspiring to restrain and monopolize the trade and business of record promotion in violation of the Sherman Antitrust Act and its California equivalents, and to collectively refuse to deal with independent record promoters, including Is-

The result of these alleged violations, according to the suit, is that "price-fixing, group boycotts and foreclosure of competition have and will continue to fester" in record promotion; that "the beneficial and lawful effects of price, quality, and service competition among and between record companies is eliminated and destroyed": and that "the adverse and anticompetitive impact on independent record promoters is substantial and material, and prevents [them] from lawfully engaging in their trade.

Damages sought are for loss of profits (estimated at "in excess of' \$25 million), detrimental impact on the value and goodwill of Isgro's businesses, and costs. The suit seeks treble damages under both federal and California state laws, and asks that the defendants be enjoined from their refusal to deal with Isgro.

#### "Eliminate The Independents"

Commenting on the complaint, attorney Lawrence Papale said of the defendants that "the idea was simply to eliminate independent record promotion as an industry, the theory being that they felt it was simply costing them too much money to do business that way." He added, "The record companies talked openly about the problem, that if any one of them were to go off and terminate the services of the independents, they would be at a competitive disadvantage against their competitors."

Papale noted, "We expect to

prosecute this very vigorously, and we'd like to see a trial date sometime within a year."

The record companies named in Isgro's suit terminated use of his services - and those of other firms - within days of the February 24 NBC-TV "Nightly News" segment claiming that there were links between independent promotion and organizover two years as an Account Executive before joining WZUU.
WISN & WLTQ VP/GM Steve

Downes commented, "We couldn't have found a better person to lead our sales organization. Bill's fine reputation in the business community and his broad sales management experience, as well as his previous WISN & WLTQ experience, make him the perfect person for the job."

Hurlitz added, "It's a good book, it's a good pair of radio stations; what more could I ask? I've spent some time here before and it's real good to be back."

Hurlitz's radio sales career also includes seven years at WOKY/ Milwaukee as an AE and Local Sales Manager.

#### Cleveland

Continued from Page 1

N. Nite, and various city/state officials and businessmen.

The rally to bring the rock shrine to Cleveland had critical support from the local radio community, which staged concerts, parties, special broadcasts, and other activities to gain attention to the citywide effort.

Said WMMS's Gorman, "This announcement was the first day of better things for Cleveland. The Hall Of Fame means jobs, prestige, and positive national recognition. Almost every storefront has a poster about it. The private sector and city government came together to make this a reality. Twenty years ago I would've never dreamed that rock 'n' roll would become a big campaign issue in an election . . . now it is."
WGCL's LoCascio said,

"When we heard the good news, we gave away concert tickets and played ten-second books of every number one record of the past 30 years. Everyone is incredibly psyched about it. 'Cleveland is on a rock and roll' is our city slogan right now."

Added WMJI PD Rick Torcasso, "We threw several Magic After Work Parties, where people could sign HOF petitions, and continuously promoted rock 'n' roll as part of Cleveland's heritage. We profiled certain rock classics with intros like, 'WMJI salutes the future Rock & Roll Hall Of Fame with Hall Of Famer Ray Charles.

For its part, WRQC asked a local group, Cleveland, to set a Guinness record for the longest concert by a six-piece band -100 hours and 25 minutes. The marathon raised \$2000 for the cause, and the group received a rare civic award of excellence. A videotape of the event was sent to the Hall Of Fame committee in New York, which reportedly responded, "OK, we get the message . . . you guys (the city) don't have to send us anything more."

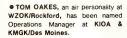
 DAVID McKIE is named Director/ Production Services at Century 21 Programming. He is the former PD at KZZU/Spokane.

- DENNY MOORE becomes VP/Corporate Productions at TM Communications. Most recently VP/GM at WWWI/Greensboro, Moore was previously GSM at nearby WGLD.
- BILL MCKAY joins WXAM & WQXY/Baton Rouge as GSM. McKay arrives from a similar post at KONO & KITY/San Antonio.
- STAN MAIN, most recently Asst PD/mornings at KCPX/Salt Lake City, is named PD at CHR WDAY-FM (Y94)/ Fargo. Main's background also includes stints as MD at KOSO/Modesto and PD at KELP/EI Paso. Main takes over for BRAD ANDERSON, who steps down to concentrate on his morning show.
- ED WODKA, VP/GM at KRLD/Dallas, assumes the Presidency of the Dallas/Ft. Worth Area Radio Managers Association (ARMS). He succeeds KLIF & KPLX GM Dan Haly-
- **BEATRICE VON SILVA TAROUCA-**WAGNER becomes VP/Business Affairs for WEA Europe. Operating from WFA's London offices, she reports to WEA Europe President Siegfried

BILL VANCE, Sr. Account Executive at KTFX/Tulsa, is promoted to Station Manager.







- AL GUREWITZ has joined Fastfire Records as Director/Retail Promotion, handling marketing and merchandising at the New York-based indie. His background includes a number of years at E/P/A, most recently as VP/ Promotion
- JOAN THAYER YAZMIR has resigned as VP/Public Relations & Advertising at BMI. She'll continue to act as a consultant to the licensing organization, and will announce future plans
- MARK McCLURE, most recently MD/middays at WLLT/Cincinnati, joins WZOK/Rockford as Asst. Operations Manager



Denny Moore



Stan Main

- DAVE PARKS is promoted from OM to Station Manager at KITE/Corpus Christi, following the departure of VP/GM CHUCK DUNAWAY to WOICE Columbia, SC.
- JIM TRAPP is named PD at AOR KZEL/Eugene. He succeeds KEN MARTIN, who stays on as Promotion Director. Trapp was once PD at KTYD/ Santa Barbara.
- ART FARKAS, a onetime PD at KFIG/Fresno, replaces DEAN OP-PERMAN as PD of crosstown KKDJ.
- JERRY GAULKE, former GM at KOBE & KOPE/EI Paso, is appointed Station Manager at KFIG-AM & FM/ Fresno.



#### Airplay

Continued from Page 3 nationwide, 24 hours daily for one week, could cost only between \$225 and \$400. Airplay audits are updated daily, and fed on-line to clients' PC terminals each morn-

The airplay reports can detail the monitored song's frequency of airplay (or lack of it) and relative airplay ranking (real playlist position) in a given city for each station being tracked combining relevant formats, as well as a frequency analysis with gross impressions. Data is provided for the last 24 hours, the current week, and the last four weeks. Various other permutations of this would be available on regional and national reports once the full system is established

Whether and when such a system becomes fully operational depends on the reactions of labels and other potential users. "We need a favorable response from more than just MCA before we invest several millions of dollars in building it," comments Oppenheimer, but he says that the company is not looking for labels to foot the

startup costs. He declines to reveal how much has been invested in the system so far.

Kansas City entrepreneur Robert Uhlman developed the MCS idea in 1982, and gained financing via Oppenheimer's investment banking firm. The technology, developed under contract by a Washington, DC defense company, recognizes digitized patterns of songs stored in the central computer as they're broadcast by radio stations

Continued from Page 1

pany. I wouldn't be putting my new venture through RCA/Ariola if I didn't feel they were willing to move forward ag-

During his stint with Arista from 1974-80, Backer worked with Goldman and Bob Buziak (now RCA Records President). He was with Windham Hill for five years, and was previously involved with Island's Antilles jazz line. In the early '70s, he served as GM of ABC's Impulse

man is bringing to the com-

gressively worldwide.'

**ASCAP Awards Dylan** 



At a reception at Chasen's in L.A., Bob Dylan was presented with the ASCAP Founders Award. Cited as "one of the most influential forces in pop music," he was presented the award by ASCAP President Hal David.

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#### **WASHINGTON REPORT**

#### KNAB FILES COMPLAINT

# Wirth Campaign Infuriates Colorado Radio

Noting the Wirth's subcommit-

tee's jurisdiction over broadcast-

ers, Bailly further accused the Con-

of his own power in support of his

case, she charged, because the or-

iginal spots were not purchased by

An apparent request by House Telecommunications Subcommittee Chairman Tim Wirth (D-CO) for free time to respond to GOP radio ads questioning his record has touched off a furor among some Colorado radio stations

The incident began when the Colorado Republican State Central Committee bought radio ads critical of Wirth, who is a candidate for his state's Democratic U.S. Senate nomination

In letters dated April 11, Wirth's campaign told stations airing the GOP snots "that we bereby assert entitlement to response time for each and every commercial paid for" by the state GOP. The letters cited the FCC's Zapple doctrine. which requires stations that sell

time to legally qualified candidates to sell equivalent time to their opponents

#### **KNAB Charges** Intimidation

ple doctrine and "patently and improperly attempted to intimidate

KNAB/Burlington, CO GM Bette Bailly immediately filed a complaint with the FCC, charging that Wirth had misrepresented the Zapand censor KNAB" and other sta-

meritless claim for equal response Bailly pointed out the Zapple Doctrine makes no mention of free time, but only deals with equal opportunities to buy time. The doctrine doesn't even apply in this

primary season has yet to begin. Wirth Cites gressman of "using the trappings **Fairness Doctrine** In a follow-up letter to Bailly,

Wirth campaign manager John Frew seemed to back away any claim for free time under the Zapple doctrine. However, Frew implied that the station may be obligated to furnish response time under the Fairness Doctrine. He asked for a discussion with Bailly of "your station's policy for making

a candidate, and the Colorado

time available to candidates or their supporters when a candidate is attacked

In fact, the Fairness Doctrine has nothing to do with equal time provisions. It merely requires stations to provide an overall balance in their coverage of controversial issues of public importance.

Bobby Baker, Acting Chief, FCC/Fairness & Political Broadcasting Branch, said he has asked Wirth to respond to KNAB's charges by May 16.

#### Stations Must Log **Treatment Of** "Significant" Issues

The FCC last week directed radio stations to begin keeping quarterly logs of how their programming has addressed the most significant issues facing their communities of license.

It was the Commission's third attempt to craft a logging system that will pass court muster since detailed program logs were abolished in the deregulation of commercial radio in 1981. Two other methods - annual and then quarterly issues/programs lists - were struck down by the U.S. Court of Appeals as containing insufficient information on which to base a petition to deny.

#### **Ensuring Public** Participation

In his presentation to the four FCC Commissioners last week, Bob Ratcliffe of the Mass Media Bureau explained, "This approach, which was advanced by ABC at an earlier stage of the radio deregulation proceeding, appears to offer the best accommodation of the Commission's interest in minimizing regulatory intervention and paperwork burdens for licensees and its concern for assuring effective public participation in the license renewal process.

Ratcliffe continued, "A licensee would, under this record-keeping requirement, be obliged to prepare and maintain in its public file quarterly lists of programs which, in the exercise of the broadcaster's good-faith judgment, represent the most significant treatment by the station of the issues the licensee believed to be of community concern.

"It should be emphasized that this does not constitute a comprehensive issues/programs logging obligation which neither we nor the court believe is required or appro-

#### FCC Bows -To Court's Wishes

The new emphasis on significant issues is expected to withstand any court challenge, since the appeals court itself strongly suggested adopting the approach. In the December ruling that shot down quarterly issues/programs lists, the court said although focusing on significant issues "would entail some use of managerial personnel, and consequently entail some increase in costs, such costs would not be as substantial as those entailed by a daily issues log."

The annual and quarterly issues/programs lists were struck down because they gave only examples of issue-responsive programming. As the court said in December, "It is simply impossible to determine whether the inadequate treatment of the issues on a merely illustrative list fairly reflects on the quality of a broadcaster's overall

The court complained that illustrative lists "will not assure a petitioner to deny the ability even to come close to making a prima facie case" against a station's program performance.

# **NEWS BRIEFS**

#### **WOZW & WOZI Escape Revocation With Distress Sale**

The FCC has discontinued license revocation proceedings against WOZW & WOZI/Presque Isle, ME after approving distress sales of the stations to minority buyers. Weiner Broadcasting will sell WOZW for \$10 to Dr. Benito Rish. The FM goes to Carlos-Franklin Communications for \$178,944

Revocation proceedings were begun against Weiner Broadcasting and owner Allan Weiner last May for alleged "unauthorized and unlicensed opera-

In okaying sale of the combo, the Commission said Weiner had satisfied all the conditions that allow stations in license trouble to undergo distress sales - sale to a minority buyer, prior to the start of a license hearing, at no more than 75% of fair market value

#### FCC Seeks \$96.4 Million Budget

FCC Chairman Mark Fowler appeared before a Senate committee last week to defend his agency's request for a fiscal year 1987 budget of \$96,363,000 and 1855 positions. That's a \$1.9 million increase over this year's authorized budget, and \$6 million more than the current FCC kitty after cuts under the Gramm-Rudman balanced-budget law.

Fowler said the Commission will ask for an extra \$900,000 and 36 positions next year to implement its new fee collection program, which is expected to yield \$30 million a year from broadcasters and applicants

Pointing to the many new services authorized by the FCC, including over 700 new FM stations. Fowler told the committee, "As a result of these actions, I would note that the state of telecommunications in our nation is quite healthy and consumers are seeing tangible benefits from our procompetitive policies:

#### WFTW Wins Channel **Upgrade Over** Competitors

WFTW/Ft. Walton Beach, FL has won FCC permission time: four competing applications for the new frequency were rejected by the Commission. An original victory by WFTW owner Vacationland Broadcasting had been appealed to a federal court, which remanded the case back to the Commission at the FCC's request.

A key issue in the proceeding was whether Vacationland be allowed to continue operating WFTW-AM in Ft. Walton if it won the improved FM facilities. Upon taking a second look, the FCC again ruled that Vacationland's promise to divest the AM was adequate to avoid giving the company a demerit for a lack of media ownership diversity.

#### Radio News Staffs 32% Female

A survey of 405 radio stations conducted by the Radio-Television News Directors Association (RTNDA) says 32% of radio news personnel are now female

Vernon Stone of Southern Illinois University estimates there are now more than 1400 female radio news directors, compared to fewer than 200 in 1972. He estimates minorities make up 9% of all news staffs, and that there are 200 minority radio news directors.

Other RTNDA findings: • 28% of radio newscasters are

• 53% of all radio stations have female newscasters, compared to 15% in 1972

#### Other Key Developments:

• The FCC is seeking comments by August 1 on whether it should preempt local controls over RF radiation produced by broadcast antennas. NAB and the Electromagnetic Energy Policy Alliance have asked the Commission to override local regulations in favor of new uniform national standards.

. RTNDA will bestow this year's Paul White Award on former CBS news President Fred Friendly, now with Columbia Graduate School of Journalism, at this year's annual RTNDA Convention, Salt Lake City, August 26-29.

· An ongoing FCC review of FM technical and operational rules has been discontinued. Among other things, the review resulted in deletion of FM stereo transmission quality standards and rules on SCA impact on main channel signals.

 National Public Radio's board has approved a 1986 budget of \$25.9 million. NPR is currently working towards a goal of doubling the public radio audience by the year 1990. A Harris poll says 57% of top U.S. executives listen to NPR news programs very or somewhat often

· Concerned that public radio stations are becoming increasingly commercial, the FCC has issued guidelines on how educational stations should handle announcements promoting the sale of goods and services, enhanced underwriting and donor acknowledge ments, program-related materials, host selling, and foreign language program-

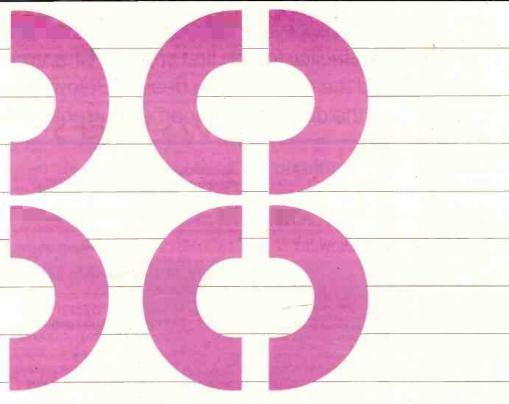


MUTUAL PRESENCE — Officials of Mutual were out in force at the recent White House Correspondents Dinner, one in a series of prestigious media banquets staged in Washington each spring. Pictured (I-r) are Mutual's Capitol Hill engineer Danny Brechner; VP/News & Special Programs Ron Nessen; Ira Berger, Needham, Harper & Steers; Mutual Co-President Jack Clements; and White House correspondent Peter Maer

10/ R&R FRIDAY, MAY 9, 1986

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Greg Merrill Logan, UT (801) 753-8090

Ernie Pearce Atlanta, GA (404) 998-1100

Ray Stanfield Los Angeles, CA (818) 366-2554

Peter Stromquist Los Angeles, CA (818) 366-2554

Bill Whitley Dallas, TX (214) 680-2807

Randy Jeffery Orlando, FL (305) 295-2572 David LaFrance Denver, CO (303) 234-0405

Bill Lochman Kansas City, MO (816) 941-3733 Mitt Younts Washington, DC (202) 822-8913

#### TRANSACTIONS

# Norman Fischer Sues J-P Enterprises

Brokerage firm Norman Fischer & Associates has filed suit against J-P Enterprises, the former owner of KHAT & KECK/Lincoln, for allegedly failing to pay \$51,000 in commissions following the sale of the stations to TM Communications. TM, which purchased the combo for \$1.05 million, has also been named a party to the suit. Fischer, who had entered into a brokerage agreement with the seller, claims it brought J-P and TM together. The two parties then severed communications with Fischer and finished the deal on their own. Fischer is seeking \$51,000 in fees, plus legal costs TM President Pat Shaughnessy told R&R, "We have no responsibility for payment of any brokerage fees; if there is any payment due it would be covered by the seller." Fischer said he could not comment on further specifics regarding the suit.

#### CALL SIGN CHANGES

Charlevoix, MI, WKHQ to WKOS (effective 5/1)
Colorado Springs; KKHT to KKCS (5/1)
Detroit; WCXI-FM to WNTM (requested)
Jackson, MS; WYHT to WZRX

(requested)
Reno; KSXY (new station)
Seattle; KIXI-FM to KLTX (4/28)
Windsor, CO; KFSC to KVVS (5/1)

#### Burón

Continued from Page 1

ratings (KTCZ's progressive AOR mix jumped 2.7-4.5 in the winter Arbitron), we need someone to help maximize our sales potential."

Buron had been with Doubleday and KDWB for 15 years, starting as an AE, then LSM and GSM. He was named GM eight years ago and has been Regional VP for the last five years, supervising KDWB-AM & FM/Minneapolis, KPKE/Denver, and WLLZ/Detroit; his regional responsibilities have also included WMET/Chicago and WAVA/Washington.

Boen, a 13-year KDWB staffer, also began as an AE, and became Sales Manager in 1978, Director Of Sales for Doubleday in 1982, and Station Manager in 1984

Buron told R&R, "It's an exciting group to join, both in terms of the stations we have right now and the fact that we're in an acquisition posture."

Along with KTCZ & KTCJ, Parker owns KXTZ/Las Vegas, KIKI & KMIA/Honolulu, and, pending FCC approval, KLZE/ San Jose.

Discussing the Minneapolis combo, Boen commented, "The station is already well-run and well-programmed, but there are some areas in sales where I can make some improvements."

#### WLEC & WCPZ/ SANDUSKY, OH

PRICE: \$2.9 million

BUYER: Erle Broadcasting Corp., headed by President James Embrescia. It also owns WADC & WMGP/Parkersburgh, WV.

SELLER: Miller Broadcasting Co., headed by Richard Miller. DIAL POSITION: 1450 kHz; 102.7

POWER: 1 kw; 10 kw at 140 feet FORMATS: AC; AOR.

#### WGHB/FARMVILLE, NC

PRICE: \$403,750

BUYER: Atlantic Coast Communications, owned by Jerome Lamprecht and his son Thomas. Thomas was Station Manager at WQSR/Catonsville, MD.

SELLER: Farmville Broadcasting Co., owned by L. Gene Gray. DIAL POSITION: 1250 kHz POWER: 5 kw days/2.5 kw nights FORMAT: Country BROKER: Whittle Agency

#### **KEYL/LONG PRAIRIE, MN**

PRICE: \$350,000, comprising \$50,000 cash and the balance at 11% over seven years.

BUYER: Alan Stencel and his wife, Mary. Alan is OM and Mary is bookkeeper at WRJC-AM & FM/Mauston, WI

SELLER: The RadioWay Corp., owned by Jerome VanKempen and Donald Schermerhorn.

DIAL POSITION: 1400 kHz

POWER: 1 kw days/250 watts nights
FORMAT: Country

#### KDEJ/ANCHORAGE, AK

PRICE: \$350,000 for the CP to an unbuilt Class C FM...

BUYER: General Broadcasting Corp., controlled by Jerome Maltz, who also controls California stations KCKC/Indio and KZTR/Camarillo, and KLRZ/Provo-Salt Lake City. SELLER: Local Talent Broadcasting

Co., controlled by Frederic Constant, who also owns KWNZ/Carson City-Reno, KIVA/Sants Fe-Albuquerque, KTOX & KIZN/Boise, and KDUK/Florence-Eugene, OR. DIAL POSITION: 97 3 MHz POWER: TBA

FORMAT: TBA
BROKER: Chapman Associates

#### MCA

Continued from Page 1

The Full Moon roster includes Chicago and Peter Cetera. Warner Bros. Records will continue to exclusively manufacture, market, and distribute Full Moon product worldwide. The present Full Moon/Epic arrangement for Dan Fogelberg will remain unchanged.

Facility Merchandising handles novelty vending rights in over 25 venues nationwide and was partnered in a joint venture with MCA Inc. for the vending rights to the 1984 Summer Olympics.



RECORD-SETTING DEAL CLOSES — Legacy Broadcasting's \$43,550,000 purchase of KJOVLos Angeles is the highest price on a completed sale of a stand-alone FM station in broadcast history. Shown at the closing ceremony are (I-r): Legacy Co-Chairman/President/CEO Carl Hirsch, KJOI, Inc. Exec. VP John Lynch, Legacy VP Phyllis Hirsch, media broker Hugh Ben La Rue, and Legacy Co-Chairman Robert F. X. Sillerman.

#### WZXM-AM & FM/ GAYLORD, MI PRICE: \$309,788

BUYER: Radio-Active Communications, Inc., owned by Steven Monklewicz and his wife, Mary. Monkiewicz is News Director at WLLZ/Detroit. SELLER: Barr Broadcasting Corp., principally owned by William Barr and his wife, Betty.

DIAL POSITION: 900 kHz; 95.3 MHz POWER: 1 kw; 3 kw at 325 feet FORMAT: AC; CHR

#### KTOB/PETALUMA, CA

PRICE: \$800,000, plus other considerations

BUYER: North Bay Broadcasting, headed by Barton Fenmore (80%) and Edward Gardner (20%).
SELLER: KTOB. Inc., headed by

President Robert Lipman.
DIAL POSITION: 1490 kHz
POWER: 1 kw
FORMAT: AC.

BROKER: William A. Exline, Inc.

#### KBUC≯AM & FM/ SAN ANTONIO

PRICE: undisclosed

BUYER: TK Communications, headed by President/CEO John Tenaglia. It also owns KLUV/Dallas and WSRF & WSHE/Ft. Lauderdale.

SELLER: TETCO, Inc., headed by Tom Turner. It also operates KRYS-AM & FM/Corpus Christi.

DIAL POSITION: 1310 kHz; 107,5 MHz

POWER: 5 kw; 100 kw at 1535 feet FORMATS: Country

FORMATS: Country
BROKER: George Moore And Associates

#### KBRG/FREMONT (SAN FRANCISCO-SAN JOSE), CA

PRICE: \$2,875,000, comprising assumption of notes totalling approximately \$1,250,000; the remainder in cash

BUYER: Radio America, Inc., a Nevada corporation.

SELLER: Leon A. Crosby, a sole proprietorship.

DIAL POSITION: 104.9 MHz POWER: 3 kw at 300 feet

FORMAT: Spanish

BROKER: Greg Johnson of Blackburn & Co.



Bob Pates

Erank Royla

#### 4 EXCELLENT REASONS TO TRUST YOUR PROPERTIES TO THE NEWEST BROKER ON THE BLOCK.

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#### One In Five On Diet

According to a recently published survey conducted by MCRA Information Services, an incredible 18% (or nearly one in five) of Americans are currently dieting. Astonishing as this may seem, the figure is actually down slightly from an earlier (1981) survey, which found that 22% of the adult U.S. citizenry claimed to be dieting.

However, not every dieter is trying to lose weight. A growing number of Americans say their dietary habits are primarily designed to monitor their salt or cholesterol intake. In the 1985 survey, 13% of the adults said they were on a low-salt regimen. compared to 7% in 1981, while 8% of the '85 survey group said they were trying to control their cholesterol levels, as opposed to a mere 2% in '81.

Even though 59% of those dieting said weight loss is their main goal, this new-found health consciousness has caused some significant shifts within the diet foods market. Dieters' purchases of powdered drink mixes are down 30%, while low-calorie drink mixes are two times more likely to be purchased by dieters as non-dieters. Similarly, diet carbonated drinks

flavored with non-caloric Nutra-Sweet are three times more likely to be bought by dieters. What's more, unsweetened cereals are 17% more likely to be consumed by dieters, while presweetened cereals are 27% less likely to be purchased by these weight-watchers.

Meanwhile, muffin consumption rose 30% among dieters — mostly in the whole-grain and bran categories. Nevertheless, sales of fattening products such as croissants have experienced a 200% growth rate among dieters since 1981. That rate outpaces the popularity of the product among non-dieters, who consumed 113% more croissants in '85 than '81

So who are the dieters among us? They generally live in metropolitan areas with populations of at least two million, and are usually white with an average income of more than \$40,000. Male adults account for 32% of all dieters; women aged 45 and older account for another 29%. Not surprisingly, the largest percentage of dieters (34%) consists of females aged 18-34. Food for thought.



# "Stinky Pinkys"

Designed to spare the nose the agony of de feet, "Stinky Pinkys" are sock-like items filled with a special blend of all-natural earth materials which, when inserted into your shoes, absorb obnoxious odors overnight. Stinky Pinkys can be used in running shoes, sneakers, boots, brogans — in short, anything that is worn on the feet.

Furthermore, Stinky Pinkys are reusable time after time. Simply set them out in the sunlight for one day every three months or so, and their odor-absorbing capabilities are fully restored.

Priced at \$19 for three pairs (which the manufacturer notes is good for six shoes), Stinky Pinkys are available through the New Jersey-based Tools For Llving catalog at 1-800-334-7777.

# First Voice-Activated Car Phones On Horizon

Two versions of voice-dialed mobile cellular telephones will hit the market this summer.

One model, the "1280" cellular telephone system from AT&T, is designed to recognize the speech patterns of the caller who "taught" it up to 20 phone numbers. Saying a code name such as John Doe, for example, will cause the telephone to scan its roster of speech patterns, select the appropriate one, and dial the phone number.

The second model, to be built by British-based FCA Telecom, will include a voice-recognition device that will respond to virtually any voice that pronounces one of the unit's programmed identifying names — home, cleaners, airline, or office, for example U.S. manufacturing and marketing rights for the unit have been granted to Ballas-based Voice Congranted Vo

Anywhere,

Where's the beep? Anywhere in the

USA when you're using the "Cue"

system from the Santa Ana, CA-based

DiversiCom firm. While most elec-

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one city at a time, the "Cue" system

enables you to page (or be paged by)

anyone anywhere in the continental

US, or as the Rip 'n' Read news ser-

vice puts it, "from the bottom of the

Grand Canyon to the top of the Statue

How does it work? For \$45/month.

the system links an "800" telephone

number through a satellite to the beepers. For further information, con-

tact Diversicom's Mike Brodie at

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trol Systems. Cost of the voice-recognition attachment will be approximately \$300, which will be added to the price of the cellular phone itself.

In contrast, AT&T's voice-activated car phone will retail for \$1475, which includes a button-sized microphone that can be mounted on your car's sun visor. This allows you to hang up the receiver and continue your conversation while keeping both hands on the steering wheel

#### POLLSTAR

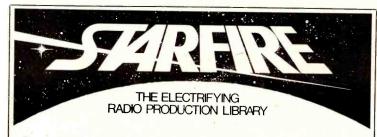
#### TOP 20

CONCERT PULSE

#### LW TW ARTIST

- 1 1 ZZ TOP
- 2 2 RUSH
- 3 KENNY ROGERS -
- 4 4 JOHN C. MELLENCAMP
- 3 5 FIRM
- 6 ALABAMA
- 6 7 PAT BENATAR 7 8 HEART
- 9 AEROSMITH/T. NUGENT
- 10 VAN HALEN 10 11 OZZY OSBQURNE
- 9 12 LOVERBOY
- 11 13 WILLIE NELSON
- 13 14 HANK WILLIAMS JR.
- 14 15 AMY GRANT
- 17 16 KISS
- 16 17 BLACK SABBATH
- 18 SIMPLE MINDS
- 19 19 STEVIE RAY VAUGHAN
- 20 20 ANNE MURRAY

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



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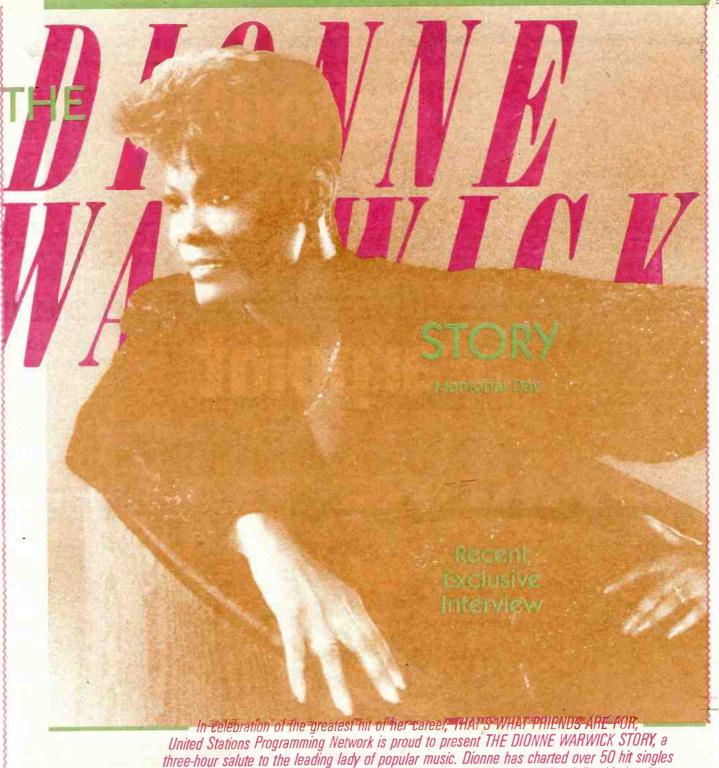
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In celebration of the greatest hit of her careet, THAL'S WHAT PRIENDS ARE FOR,
United Stations Programming Network is proud to present THE DIONNE WARWICK STORY, a
three-hour salute to the leading lady of popular music. Dionne has charted over 50 hit singles
during her remarkable career. And every tune sounds as fresh today as when it first hit the charts.
Because Dionne doesn't simply record hits. She creates classics. THE DIONNE WARWICK STORY
features that dazzling voice, singing an almost non-stop three hours of those enduring
standards. In a compelling "audio biography" Dionne recently granted exclusively to
United Stations Programming Network, she relates anecdotes about her beginnings as a
teenaged gospel singer to her discovery by Burt Bacharach, up to the current day. In short, it's a
sure-fire hit special that's guaranteed to make this the warmest Memorial Day on record.
So call today to reserve THE DIONNE WARWICK STORY for your station.

For station clearance information call our Affiliate Relations Dept. in Washington, D.C. at (703) 276-2900.

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# STREET TALK

Is-it true that **A&M** VP/Creative Services **BOB REITMAN** is leaving the label to become President of **ROBERT REDFORD**'s as-yet-unnamed movie and record company? Film at 11.

Back at A&M, it's said that two longtime friends of radio will join the company's national promotion staff. Based in Chicago, one will focus on CHR, the other on AOR. Full details next week.

Considered one of L.A.'s most popular Spanish-language personalities, humorous KWKW morning ace RODOLFO CORTEZ was found stabbed to death and stuffed into a trash bin in an alley last week. No suspects have been arrested yet, although his 20-year-old cousin, who had been living with Rodolfo, is wanted for questioning. Said HUMBERTO LUNA, rival wake-up man at crosstown KTNQ, "Spanish radio lost a very good friend and a very good talent."

With LEGACY's takeover of WLLZ/DETROIT, look for DOUG PODELL, acting PD since January, to be formally named PD very shortly.

"All New Age Music, All The Time." That could be a positioning statement for the "New Era" format the **BURKHART/ABRAMS** consultancy is pitching. Almost exclusively instrumental, "NE" mixes New Age with synthesizer sounds and contemporary jazzers. Mastermind **LEE ABRAMS** sees the format for "people who like rock or AC, but would like a spot on their dial for atmospheric music. It's like the late '80s Beautiful Music for 25-49s."

"It was touchy for a while," said WLEQ/FT. MYERS PD JEFF EDWARDS, describing the 25-foot flames that surrounded the station when a brush fire got too close for comfort. The ten-person staff hosed down the roof, signed off, and fled. A bulldozer cut a dirt swath around the building, saving the building. Once back on-air, the 'LEQ staff turned the incident into a "live broadcast from the flames."

Speaking of Phoenix, consultant/former PD ERNESTO GLADDEN has rejoined KUKQ & KUPD/PHOENIX as VP/Programming, while combo OM/KUKQ PD ED HAMLIN is now VP/Operations. VAL McINTOSH, KUPD's PD since '84, has stepped down.

**POLYGRAM** is expanding, and coming aboard in a new post is **BILL SMITH**. Details of Bill's appointment and additional expansion are on the way.



SO WHICH WAY'S NORTH? — Here's KFI & KOST/ L.A. Production Director/weekend talent/parttime sharpshooter Kenny Noble looking quite the part on the set of "North & South. Book Two." For those who've been watching, Kenny wears a green uniform, except when he's one of General Grant's guards, when he's dressed in blue, of course. For those of you with black-and-white TVs, good luck.

In last week's news story about WZXR/MEMPHIS changing back to AOR, VP/GM CRAIG SCOTT noted that part of the reason was due to a "poorly executed change to CHR and some lingering association with an old AOR image!" Which shouldn't necessarily come to bear on outgoing PD STEVE KELLY, who arrived only last October, eight months after the CHR format started up.

When J.D. NORTH became PD/morning man at WJLQ/PENSACOLA, he secretly became the "mysterious man dressed in white." In disguise, J.D. went around to malls and restaurants handing out money. It stirred up tons of publicity, even on competitors' stations. After passing out over \$1000 in one week, J.D. divulged the identity of the generous gent, much to the chagrin of his rivals.

Our belated condolences to the family and many friends of **GEORGE CRAWFORD**, who passed away two weeks ago. George had been the morning personality on WGH/Norfolk from 1959-83, when he retired.

More grade A gig openings: WYAY/
ATLANTA PD BOB NEAL's looking for a
morning zoo cohost who can write and do
voices ... And KWJJ (AM)/PORTLAND is
looking for a personality PM driver. PD is
LARRY COATES.

Continued on Page 19

# This Is Dedicated... "THE LOVE PARADE" The Dream Academy PRODUCED BY ALAN TARNEY MANAGEMENT: TARQUIN GOTCH

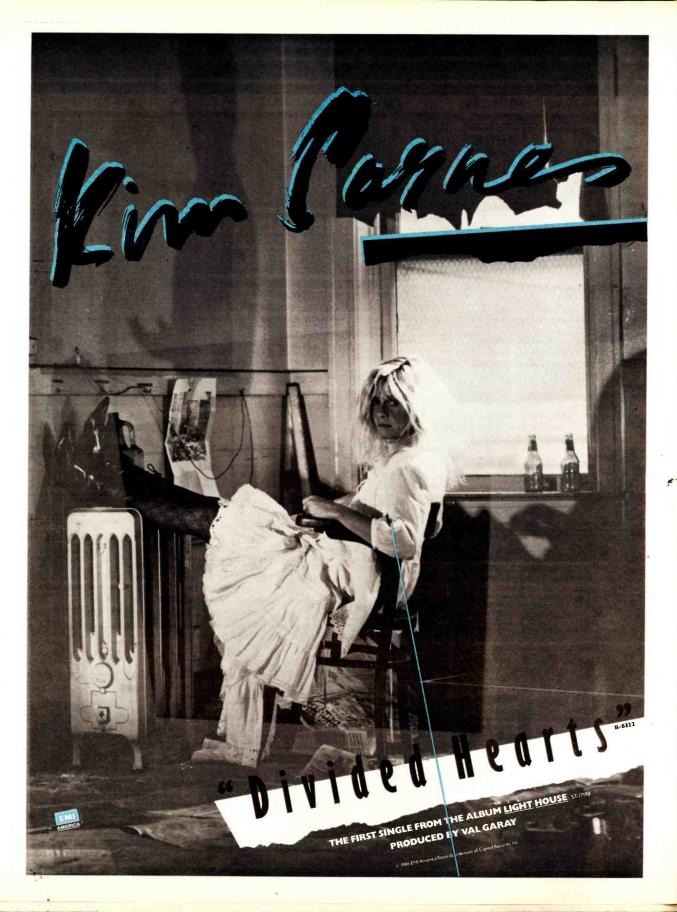


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#### STREET TALK

Continued from Page 17



Dee Meets Dees: She went on vacation and landed a job — that's the story behind KKRZ/PORTLAND Morning Zoo crewmate LORNA DEE who, while visiting her family in L.A., heard about RICK DEES's sidekick RAECHEL DONAHUE leaving for KLOS. A quick intension and three days.

Lorna Dee interview and three days' on-air auditioning has won her the gig. This leaves a big morning opening for top-rated KKRZ. The OM is GARY BRYAN.

And with JOHN RIO (aka MR. LEONARD) leaving KKBQ/HOUSTON to join the Morning Zoo at Z100/NEW YORK, KKBQ VP/PD JOHN LANDER's collection needs another crazy character. Don't delay.

Meanwhile, BILL STAIRS, Nat'l PD for CONSTANT COMMUNICATIONS' five stations in Eugene, Albuquerque, Boise, and Reno, has split over the usual PhD after only four months. Bill, the third to hold that post this year, previously put top-rated KZZU/Spokane on the air.

If your station is involved in HANDS ACROSS AMERICA, call UNITED STATIONS VP/News HARVEY NAGLER to register to feed live reports from the line during the live national broadcast 1-4pm EDT May 25. The number's (212) 575-6100.

WESTWOOD ONE plans to simulcast the last of six Amnesty International concerts coming up this spring. The six-hour MTV June 15 simulcast from Giants Stadium in N.J. will feature STING, U2, BRYAN ADAMS, and other artists TBA next week.

Late word that WNTR/WASHINGTON's been sold at auction for \$775,000 to a Christian radio group.

Happy birth-day to **BILL** and Louise Hallahan **STAKELIN** on the May 3 arrival of Meaghan Michelle. Mother, child, and even Dad are doing well.

K-104/ERIE's plexiglass safe contained \$5000 and a trip to Hawaii for the listener who picked the correct key from a big bowl. Unfortunately, uh, none of the 332 keys worked. VP/Operations BILL SHANNON says they're going to try the contest again. Probably a good idea.

Sad to report the death of veteran WHN & WAPP/NY GSM RALPH GARONE, who died this week of pancreatic cancer. Ralph was 45.

New KFRC/S.F. night rocker TURI RYDER arrived in San Francisco in style. She made her debut broadcast while aboard a United DC-10 flight from Chicago. Chief Engineer PHIL LERZA coordinated the cooperative effort with Airphone, the firm providing phones on planes. Turi used one for broadcast, the other as a monitor. Once Turi landed, she was picked up in the KFRC Mobile Studio right on the runway, and the broadcast continued while another, smaller plane followed them from above, repeating the signal back to the station.

Cactus flower: The Miss Arizona who's competing for the upcoming Miss USA title is none other than KVEC/SAN LUIS OBISPO VP/Programming DAN ARMSTRONG's daughter, Jodi.

WMMR/PHILADELPHIA morning man JOHN DEBELLA, who refers to PETER GABRIEL as the "patron saint of the Morning Zoo," prefaces Gabriel tunes with the sound of a choir singing "amen." John's so high on PG that he's started a campaign to get WEBN/CINCINNATI to play his song "Sledgehammer" ('EBN is one of the few AOR holdouts). Saying that WEBN stands for "We're Educated Below Normal," DeBella's asking listeners to call 'EBN and inquire why they're not playing the record.

'EBN PD TOM OWENS is nonplussed, saying the 25 calls he's had won't influence him one way or another, although he figures to be on it eventually. DeBella has an ulterior motive to his drumbeating, explains 'MMR OM TED UTZ. They'd like nothing more than a visit from Peter. By the way, 'MMR has been a holdout on some hit records itself (see this week's AOR column). Maybe Canadian stations will start a campaign to get it to play HONEYMOON SUITE.

The national "gas war" championship may well go to WBJW (BJ105)/ORLANDO. Enticed by a \$2000 prize, one enterprising owner paid customers six cents/gallon to fill up for eight hours. Needless to say, the lines were backed up over four miles long, and the TV/newspaper coverage was just as wide.

On May Day, WXRK/NEW YORK morning maniac HOWARD STERN held a mock "funeral" at Rockefeller Center for his former employer, WNBC (down 2.6-2.0 after firing him), Stern and partner ROBIN QUIVERS, outfitted in robes and hoods, toting casket and urn with ashes, traveled up Avenue Of The Americas in a limo with a bubble top. They led the crowd, estimated to be in the thousands, in a version of "Turn, Turn," with lyrics changed to "There is a time to be hired, a time to be fired." Stern also directed the crowd to give 'NBC a collective "finger." So many of his fans sent flowers to 'NBC that security guards at the station were reportedly instructed to stop accepting deliveries.

PROBRAM DIRECTORS WAD. 5/23-26 GHR. SPECIAL WAD. 5/23-26 GHR. SPECIAL WAD. 5/23-26 GHR. SPECIAL AREA CODE NUMBER ZI3-ZOH- 5000

M PROBRAM DIRECTORS WAD. 5/23-26 GHR. SPECIAL AREA CODE NUMBER ZI3-ZOH- 5000

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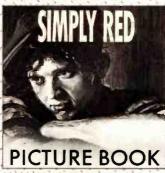
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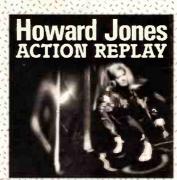
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### IT MUST BE ...



SIMPLY RED "Holding Back The Years" From the Picture Book LP New This Week:
K106
WPHD
WBLI
Z93
93FM
WNVZ
WRSR
WMMS
KHTR
KPLUS
KUBE
KNBQ
And Many Morel
A/C Chart:

R&R BREAKER, One Of The MOST ADDED



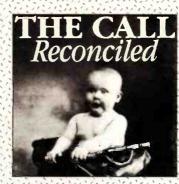
New This Week:
K106
CHUM
WLAN-FM
Q106
WFMF
WGCL
WZPL
KQKQ
KKRD
KKRC
KHTZ

HOWARD JONES

"No One Is To Blame"

From the Action Replay EP

R&R CHR: 22-10



Already On: K104 WKRZ-FM OK100 95XIL KKLS-FM

THE CALL

"Everywhere 1 Go"

From the Reconciled LP

Over 100,000 units sold off AOR alone!



...ON ELEKTRA MUSIC CASSETTES, RECORDS AND COMPACT DISCS.

#### PRO:MOTIONS

#### **Carr Joins Active Markets**



Rick Carr has joined Active Markets/Rock Experience as Regional Manager, which includes station affiliate relations for the West Coast. Carr has worked with Steve Dahi and WLS-FM/Chicago, as well as handled radio-oriented promotions with A&M and Stvx. Survivor, and others. He most recently headed his own Midwest concert promotion enterprise

#### **Robinson Manages KLUB** & KISN Sales

Kenneth Robinson has been named Sales Manager of KLUB & KISN/Salt Lake City. Before this appointment. Robinson was an AF with neighboring KSL-TV and also served as Retail Sales Manager for KSL radio. His background also includes the NSM post for Common Carrier Advertising.

#### **DVP Label Debuts**

Daryll Dobson has formed DVP Records & Tapes. In addition to heading promotions, Dobson will work with Paul Vasta, who will oversee general operations. The label's first release is "The Mind Electric." DVP is based at P.O. Box 934, Deerfield Beach, FL 33441; (305) 428-1093.

#### MTV Networks Taps Four



Jessica Falcon

Jeffrey Manoff has assumed the National Sales Manager/Director of Advertising Sales post at MTV Networks, Inc. Manoff was most recently Director/Advertising Sales, New York. Other stints include Account Manager, Warner Amex Satellite Entertainment Company and VP/Associate National Broadcast Director, Foote, Cone & Belding.

#### **WLRW Taps Tipton**

Dave Tipton has been appointed Sales Manager at WLRWI Champaign, IL. Prior to this he was Director/Media Sales for Times Mirror Cable in Springfield, IL. Tipton's background also includes posts with WLUP/Chicago, WXFM/Chicago, and WJKL/Elsin,

#### **CHRONICLE**

• KYKY/St Louis PD Jim Richards and wife Patti Breedlove, formerly with A&M Records, son Jason Ellis, April 29.

• SMN Starstation personality John Calhoun and wife Doris, son Nick Michael, April 20.



Jim Del Balzo

Jock McLean segues to MTV as Director/Acquisitions. He was previously with consulting firm McL Communications; before that he was VP/Music Programming for CBS/Fox Video. Jim Del Balzo also joins MTV as Director/Talent Relations. Prior to this, he was Local Promotion Manager for Columbia Records in New York, Before that he was National Album Promo-

Gordon Launches Sales

Veteran broadcaster Donald

Gordon has established Donald S.

Gordon & Associates, a sales con-

sultant/training firm that special-

izes in a "hands-on" approach.

Gordon got his sales start at

WLIB/New York. He later joined

Hollingbery, PGW and R.E. East-

man and spent ten years there,

becoming one of the original sev-

en owners of what is now East-

man Radio. In the '70s he launch-

ed the syndication firm Radio Con-

certs International. Gordon & As-

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Training Firm

Jock McLean

tion Manager and National College Promotion Manager for PolyGram. And Jessica Falcon was appointed Director/Talent Relations for VH-1. Before joining MTVN. she was Director, Artist Development/Special Projects at E.S.P. Management, Inc. Prior to that she was Manager, Media Relations for CBS International and a publicist for Howard Rloom

#### PROS ON THE LOOSE

Danny Austin - PD/Middays KTAW-FM/Bryan-College Station, TX (409) 764-7400

Mornings Bob Campbell -WZXR/Memphis (313) 258-5679 Jim Cummings — GM WUWU/ Buffaio (716) 833-8934

Shadow Haze - Nights KZPS/ Dallas (214) 490-3578 Shadow Haze aka Myke Kross

Nights WZOU/Boston (617) 472-1751

Larry Martin - Middays KTUN/ Houston (207) 374-9978 Val McIntosh PD KUPD/Phoenix

(602) 893-7752

Kevin Sanderson - MD WCXI-FM/Detroit (313) 393-2607

#### **EMI America Promotes Kara**

Debra Kara has been promoted to Manager/A&R Administration for EMI America Records. Kara has been with the label since 1981 and held various posts, includiing Assistant to the President and Assistant to the VP/Marketing.

#### **CHANGES**

Joseph Frank Leoce Jr., former Sales Manager at Repulbic Radio/New York, joins Select Radio Representatives/New York as AE.

Jill E. Malenezak, former AE at Eastman Radio, joins United Stations as AE.

Kathy Wagner, former AE at Cross Keys Advertising, joins WYSP/Philadelphia as AE.

Joeseph Nathan, former AE at WRRB/Syracuse, joins WYSP/Philadelphia as AE

Michael Roe, former Director/ Sales & Marketing for Cable Entertainment/Ocean City, joins WYSP/ Philadelphia as AE

Ena Cooper, former Sales Representative for a major supplier of construction materials, joins KING 1090/Seattle as AE.

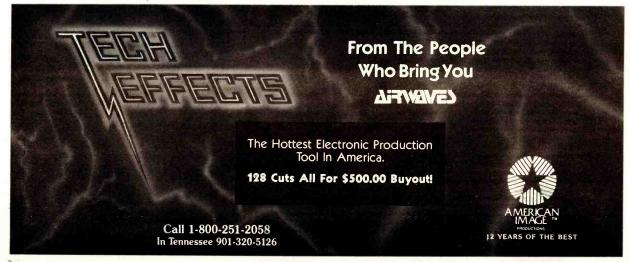
Cindy Fennel-Montgomery, former host of a live entertainment talk show on Canadian-based Cable 10, joins KING 1090/Seattle

Sue Lynn Shue, former Video Sales Representative at Warner/ Elektra/Atlantic Corp./LA, has been promoted to Music Video Product Manager

Wonda L. Venters, former Retail Sales Manager for WHBQ/Memphis, joins WGKX (KIX-106)/Memphis as AF

Patti Erickson, former AE at KTFM/San Antonio, joins WLUP/ Chicago as AE.

Allison Perkins, former AE at the Shopping Center Network, joins WLUP/Chicago as AE.



# III FAMS HALEN

THE NEW SINGLE FROM THE SMASH **ALBUM 5150** 

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#### RATINGS AND RESEARCH



JHAN HIBER

# The Next Seven Years: A Forecast

Last week we looked at some of the ratings and research developments of the past seven years. This week we'll put down the gold watch, pick up the crystal ball, and offer some fearless forecasts as to what's comin' round the research bend.

#### Diary Diehards

Naturally, one has to wonder about the future of Arbitron's 20-year-old methodology. If Control Data sells Arbitron (a much-rum-ored possibility), the new owner may have drastically different ideas about the ratings firm's direction. Given that caveat, here are some possibilities we may see emerge from Laurel during the next seven years:

 Arbitron will keep the diary technique. However, look for the ratings firm to switch diary placement techniques. One of two options may see the light of day: placing one diary per household (called non-clustered sampling, an improvement over the current diary for every person in a home — the 12+ clustered approach), or staying with the clustered system but

"Birch not only has injected some sanity into the sweep timing but has also put Arbitron on the defensive."

putting radio and TV diaries in the same household. This latter technique would mean recruiting fewer agreeing families or persons, but would give immense power to those homes selected for the radio/ TV sweeps.

The non-clustered, one-diaryper-home approach would cost Arbitron more since more households would have to be contacted (about 2.3 times more homes than now participate).

All diarykeeper placement calls will be made from a centralized WATS headquarters on a regional or perhaps national basis. For years Arbitron has had a WATS center in Beltsville, called Central Interview Control (CIC). CIC's capacity has been expanded.

over time as tests were conducted to see if WATS placement in non-metro portions of the Total Survey Areas made sense. CIC has also been pressed into service when there was difficulty with locally-done placements in some tricky metros.

As the response rates continue to decline, Arbitron may find it has to abolish the cheap but perhaps less effective reliance upon unsupervised local recruiting callers working out of their homes in favor of centralized regional or national WATS control. Better quality interviewers and interviews might result in more and higher caliber diary-keepers. Those folks might be more conscientious in filling out and returning the diaries, resulting in improved ratings quality.

· Some way will be found to shorten the lag time between when a person is recruited by Arbitron and when he actually gets the diary. Currently, there is about one month between the time the local interviewer/recruiter calls a home, gets someone to agree to keep the diary, and the time the diary is received. If that time frame could be drastically cut to no more than one or two weeks, the response rates would likely jump. That's because the placement call could be fresher in the diarykeeper's mind. The excitement or interest in keeping the booklet would be higher, thus cooperation and return would no doubt rise.

 Ongoing research into how to extend the life and utility of the diary will continue. At the same time Arbitron has to be wary of costs.

Arbitron will massage the diary one more time and introduce a new customized qualitative/product usage report that will allow stations to put together sales stories based on how their diarykeepers are profiled. I'd call the new report "Diary Data." Arbitron flew this as a trial balloon at the latest meeting of the Advisory Council.

#### Telephone Trials

And what will Birch be doing? The firm is likely to see its growth and usage stabilize over the next few years. It's recent rapid growth, both in dollars and advertiser usage, can't continue. And lingering questions remain about the basic methodology. (Some may wonder if you can recall by quarter-hour what you listened to yesterday between 6-10am.)

Whether Birch remains Avis to Arbitron's Hertz or instead jumps into the driver's seat depends on two major challenges Birch must

• The "white space" problem: those areas in a Birch book where, in a key daypart/demo, a station has no numbers, only "white space." How can a station, say an AC, show so well in Arbitron and then see nothing but white space in the relevant Birch? Perhaps the recent move to surveying four weeks monthly, instead of two, will help add reliability.

 The accreditation factor. The seal on the inside of the Arbitron

"Arbitron will keep the diary technique. However, look for the ratings firm to switch diary placement techniques."

reports indicates that Arbitron's service is accreditated by the Electronic Media Rating Council. The EMRC seal means the relevant ratings firm has paid a six-figure sum annually to have its procedures audited by one of the big seven accounting companies. The auditors determine whether what's being produced complies with that ratings company's announced methods. If there's a notable discrepancy, the seal is not granted.

Currently, products put out by Arbitron, Nielsen, and Statistical Research, Inc. (the RADAR network ratings service) have earned the EMRC accreditation seal. However, not all of Arbitron's of

ferings achieve the EMRC stamp. For example, Condensed Market Reports and the AID system are not accreditated.

Birch has talked for years about applying for EMRC accreditation. However, the telephone-based survey firm has yet to follow through, at one time pleading cost considerations. Indeed, the annual audit isn't inexpensive. But watch for Birch to apply for EMRC accreditation in the not-too-distant future. By doing so and then achieving the EMRC seal, Birch could remove an obstacle to its growth and increased acceptance.

One recent move by Birch is likely to be adopted by Arbitron (or should be). That has to do with the rescheduling of sweep periods. Spring will now be March/April/May, summer will then be June/July/August, etc. By adjusting the survey time frames to more reasonably match the seasons, Birch not only has injected some sanity into the sweep timing but has also put Arbitron on the defensive. Its spring results will be out a month earlier than Arbitron's (which run April/May/June).

#### **Electronic Gizmos**

The NAB recently received 18 proposals for different ways to improve how radio is measured. Arbitron and Nielsen are experimenting with devices that can record in a calculator-sized unit what TV channel is watched and by whom. It doesn't take a mental giant to figure out that such a device, if perfected and accepted by the public, could also be adapted to record/radio station usage.

A computer phone bank might be one way of jazzing up telephone surveys. There are no humans to get sick or take a coffee break, just automatons programmed to make calls, probe for listening details by daypart, and then move on to another household.

Even if there was a new technique that proved feasible there would still be the question of public acceptance. At what point do people get fed up recording data into a hand-held unit? Are there questions regarding invasion of privacy involved when you scan a car?

#### Perceptual/Music Advances

Meanwhile, on the station front, broadcasters will still be looking for the strategic research technique that can give them a competitive edge. As a result, some company or companies will take the following steps:

 Fresh Focus. It's likely someone will come up with a way to make focus groups even more useful, especially with regard to getting feedback about visual images.
 Such an improvement could also benefit the record companies, which might want to test visual aspects of their marketing campaigns.

• Rolling perceptual studies will become more widespread. Someone will perfect a way to reliably conduct weekly and/or monthly perceptual studies. With the likely rise in the importance of Arbitron's monthly reports, such monthly perceptual feedback may be priceless.

 Music research will become more realistic. Either in the callout

"Birch is likely to see its growth and usage stabilize over the next few years."

or auditorium test environment, wise PDs will realize they have to test the overall context of their format, not just certain songs. For example, stations will, probably in the auditorium setting, play 30-minute portions of their format—music mix, DJ comments, commercials, PSAs, news, etc.—and have the respondents track how they feel about each ingredient. This feedback can be tracked through questionnaires and/or electronic responses (such as galvanic skin response).

The next few years promise to be exciting. That's one reason why many of us stay in the biz — the only constant is that nothing's constant. And thanks again for your continued support.



#### MAKING IT IN RADIO

Your Future In The Modern Medium by Dan Blume MAKING IT IN RADIO, Dan Blume, A wealth of information about careers in radio. The inside story about the industry, how stations and networks operate, and much more. Top pros provide firsthand advice about how to break in and succeed in announcing, programming, sales, engineering, and management. 175pp. (P)

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



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# **Net Worth At NAB**



PRESENTING THE PHONEHEADS — "it's Phoneomenal," reads the display describing Talknet, NBC Radio's long-form programming. Martin Muli's balancing-act head was easily removed from the cardboard sign so guests could have their pictures taken as the face on the "incredible walking phone." Pictured (i'h) are Talknet hosts Sally Jessy Raphael and Bruce Williams (who NBC claims is the #1 nightlime radio talk show host in America).



WARWICK AND WESTWOOD — The Westwood One Radio Networks supplied the entertainment at the opening ceremonies of the NAB Convenion. Following opening remarks by NAB President Eddie Fritts and a special award presentation to NBC's Grant Tinker, Dionne Warwick took the stage for an hour-long concert which was recorded (for later broadcast) by WW1's mobile studio. Pictured (I-r): WW1's Richard Kimball, NAB's Hank Roeder, Dionne Warwick, and NAB's Barry Freeman.



DIAMOND TIM — New York Mets color analyst (and ex-St. Louis Cardinals/Philadelphía Phillies pitcher) Tim McCarver shakes hands with United Stations Radio Networks President Nick Verbitsky after signing an exclusive contract naming McCarver as the networks' sports commentator. The "Tim McCarver Show" is a two-minute sports commentary airing Monday-Saturday, and features the veteran pitcher's personal and professional insight on baseball and other sports. Pictured (I-r) are US's Ed Salamon and Bill Hogan, McCarver, and Verbitsky.

By all accounts the recent National Association of Broadcasters' Convention and International Exposition (April 11-16) was both successful and uneventful. Aside from the sort-of-surprise military attack on Libya (which quickly drew most of the news sorts from Big D back to New York or Washington), this NAB was business as usual. No hotel workers' strikes or prize fights to contend with.

Drawing an official (but undocumented) count of 39,000+ attendees and spread out over the entire Dallas-Ft. Worth metro, the convention was - again - determined to be largely television-oriented. Because of radio's growing minority status at the spring meeting, and because of the growing impetus behind the joint NAB-NRBA confab in the fall, radio networks have begun to question the importance of the April gathering. Still, they do insist on putting on quite a show; the network suites at the Loews Anatole remained the place for shmooze and booze, and the bottomless wet bars and shrimp boats encouraged as much flesh-pressing teeth-grinning as possible. Meanwhile, guests such as Dr. Ruth, Julian Lennon, Dionne Warwick, and Stan Freberg kept the joint jumpin' and the flashbulbs poppin'.

Herewith, a few of the networks' highs at the Loews.



LENNON GLAD — Atlantic recording artist Julian Lennon made a special guest appearance at the CBS RadioRadio suite to greet his many fans and to record an interview for an upcoming segment of "Rock Connections." Pictured (I-r) are . . . well, Julian's the one striding into the room.



STAN BY YOUR MAN — Continuing what has become almost a veritable tradition, the Mutual Broadcasting System again brought the "Larry King Show" to the NAB in Dallas. Monday night's show featured award-winning radio commercial genius Stan Freberg, who recounted his days of magically turning Lake Michigan into whipped cream, and other tricks of the trade. The following day Freberg was inducted into the NAB Radio Hall Of Fame.



STATE OF THE NETWORK — The ABC Radio Networks held its annual affiliates meeting during the NAB Convention, hosting a reception for over 300 members of the six (seven, actually) networks. VP/Sr. Exec. Bob Benson recounted the new programs and services offered by ABC since the last meeting, then handed the mike over to Networks President Ed McLaughlin, who in turn introduced Radio Division President Jim Arcara. The guest speaker at the meeting was ABC broadcaster Howard Cosell, whose remarks focused on the responsibility of journalists to their audiences. Pictured (Hp.1) Bob Benson, Jim Arcara, Neward Cosell, and Ed McLaughlin.

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Olivia Newton-John appears courtesy of MCA Record



#### NETWORK FEATURE FILE

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

May 12-16

#### MUSIC FEATURES

#### The Weekend

	May	17-18	
American Christian Countdown	(SP)	Legends Of Rock Kinks	(NBCE
Kathy Tricolli American Eagle	(DIR)	Musical!	(WO
Lacy J. Dalton/Nitty Gritty Dirt Bar		Pia Zadora/"No Strings"/musical s Pioneers in Music	alaries (DIR)
Countdown America Wi		Elton John/Billy Joel/Joe Jackson	(DIN
Dick Clark Mike & The Mechanics	(US)	Plain Rap Countdown Belinda Carlisle	(PRC
Countdown USA	(CUSA)	Power Cuts	(GSN
Country Calendar	(CW)	GTR/Moody Blues/Van Halen (5/1	8)
Pául Davis/George Strait The Countdown	(WO)	Reelin' In The Years	(GSN
Patti Labelle/S.O.S. Band	(WO)	Lovin' Spoonful	
Dick Clark's Rock, Roll		Rick Dees' Weekly Top 4	0 (USP
& Remember	(USP)	Rock Chronicles	(WO
Bobby Rydell		Bob Seger/Ozzy Osbourne/Marillio	
Dr. Demento Very short songs	(WO)	Scott Muni's Ticket To Ri Beatles fans speak out	de (DIR
Elvis Hour	(CRN)	Scott Shannon's Rockin	
Sun years		America Countdown	(WO
Entertainment		George Michael/Level 42/Whitney	
Coast To Coast  Tony Bennett/Boom Boom Mancin  Lyle Alzado Wast"Top Gun"	(CBSR)	Sinatra Special Johnny Mercer song book	(CRN
Future Hits Belinda Carlisle/Genesis	(WO)	Solid Gold Saturday Nigh Simon & Gartunkel	t (US
Gary Owens' Supertracks	(CRN)	Super Gold Jan & Dean/Motown (5/17)	(TRAN
Great Sounds Four Aces	(USP)	That's Love Arnold Swarzenegger/Judd Nelson	(WO)
Hot Rocks Stevie Nicks	(USP)	Jeffrey Osborne	
Jazz Show With		Top 30 USA Dionne Warwick/Neil Sedaka/	(CBSR)
David Sanborn	(NBCE)	Culture Club/Genesis	
Al DiMeola		Weekly Country Music	
King Biscuit Flower Hour kinks	(DIR)	Countdown Earl Thomas Conley	(USP)

AA - Audiophile Audition (416) 457-2741
ABC = ABC Direction Net (212) 887-7777
AP = Associated Press (202) 955-7200
ASR = All Star Radio (213) 850-1169
RRF # Remail Bobbon (810) 700 2221
CB = Continuum Broadcasting (212):000 GR
CBS = CBS Radio (212) 975-4321
CBSR - CBS RadioRadio (212) 975-0324
CCA = Christian Countdown America (§ 12) 820-1369
CRS = Creative Radio Shows (818) 787
CUSA = Countdown USA (415) 383-7302
CW = Clayton Webster (314) 367-3166
DCA = DC Audio (202) 638-4222
DIR - DIR Broadcasting (212) 371-6850
ESG = Emlana Syndication Group (209), 578-6747
GSN = Global Satellite Net (818) 906- 1888

1888 IN = Incentive (213) 652-8710 KSE = Kris Stevens Enterprises (618) 961-8255ILBP = Lee Bailey Prod (213) 256-2778 LW = Landon Wervelengh (1914) 961-7600 MBS = Mutual Broadcasting (703) 685 MJI = MJX Broadcasting (212) 245-5010

2900 WRN = Weedeck Radio Network (213) 462-5922 WO = Westwood One (213) 204-5000

SPI = Spin Publications Inc (212) 496-6100

The Week Of

May 19-23 American Music Magazine With Rick Dees Nu Shooz (5/19) Simply Red (5/20) Pet Shop Boys (5/21) Billy Ocean (5/22) Janet Jackson (5/23) The Concert (WO)

**Country Calendar** (CW) Exile (5/19) Bellamy Bros. (5/20) Vince Gill (5/21) Shelly West (5/23) **Country Today** (MJi)

**Earth News** (WO) Simple Minds Bob Seger/Joe Piscopo/ Danny DeVito/Ridley Scott

William B. Williams (WO) 1942: Glenn Miller Live From Gilley's (WO) Metalshop (MJI)

Off The Record (WO) Bob Seger/Judas Priest/Joe Jackson Off The Record Special (WO)

Pop Concert (WO) Rockline (GSN)

(USP)

Solid Gold Country May chart-toppers (5/19) Feature year 1967 (5/20) Tom Collins (5/21) Stars in the news (5/22) Tom T. Hall (5/23)

Solid Gold Scrapbook (US) Birthdays and anniversaries (5/19) This week in 1973 (5/20) May gold & platinum (5/21) This week in 1964 (5/22) Elton John (5/23)

Special Edition (WO) Pointer Sisters Pt. 2 (WO) Howard Jones/Whitney Houston/Starship

#### GENERAL INFORMATION

(PRN) Fingernails/gray market/dangerous h clubs/dangerous drinking water Computer Program (PRN) Add-ons/line plotters/bugs/bubble memory/ Ed Busch Talk Show Government waste/nuclear energy (5/10) Missing children/Dr. Lendon Smith (5/11) NBC Extra (NBC) Sound Advice (PRN) uality radios/car speakers/tape units/ installation/boosters

#### **NETWORK PEOPLE**

 Jim Asendio has joined CBS News as a reporter assigned to anchor hourly news broadcasts on the CBS Radio Network. Asendio comes from WINS! New York, where he worked as a reporter and anchor to a weekly news interview broadcast.

Also coming to CBS is Cynthla Collins, who has been named as an Account Executive in the New York Office. She joins CBS from Satellite Music Network, where she also served as an AE.

#### COMEDY

Comedy Hour (MJI) Jerry Seinfeld/Dan Aykroyd/Joe Piscopo/ Bob & Ray/George Carlin/Don Adams Comedy Show With Dick Cavett (CW) Advertising: Bob Newhart/Monty Python/ Mel Brooks/Carl Reiner/Woody Alien/ Daily Feed Slowing summer Pt. 1/paid to fill up/ dumb budget awards/Reagan pressed conference/ceslum sale Laugh Machine Bill Cosby/Kip Adotta/Woody Allen/ Robert Klein/George Carlin Live From The Improv (DIR) Alan Havey/Larry Miller/Lotus Weinstool Charles Fleischer/Joe Bolster National Lampoon's True Facts (SLP)

Hippo-nosis/bug juice/a snail in his coffii another breakout/but is it soft? Party Drop-Ins Record offer/party line #3/all blooper cable

network/instavite/party Patty Radio Hotline (ASR) Nothing ever goes wrong/just wanted to hear my voice/Three Stooges/walk everywhere/I'm a psychiatrist Stevens & Grdnic's

Comedy Drop-Ins (ASR) Pain reliever #3/radio juggler/meanw somewhere else/multi-brite/ yogurt scalping

United Spots Of America (ASR) Mr. Sugar cereal/Victoria Principal psa/ nuclear freeze PSA



PLUTONIC FRIENDS — Warner Bros. recording family act the Forester Sisters were the musical guests on NBC's recent "Live From Walt Disney World" broadcast. Pictured (I-r): Christy Forester, Disney World's Tom Kennington, Pluto, Kathy Forester, Goofy, June Forester, NBC's Warren

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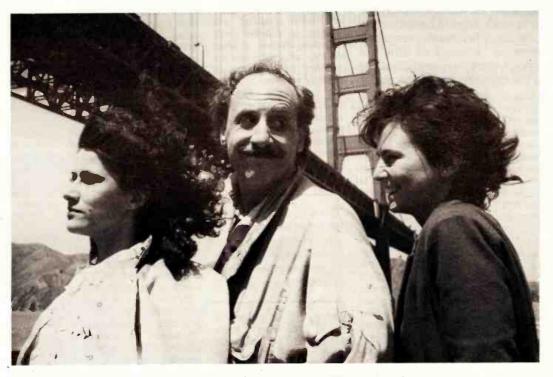


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26/R&R FRIDAY, MAY 9, 1986

# WEVE GONE IN THE



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(Left to right) Producer Christy Fraser, Host Alex Bennett, Newscaster Lori Thompson

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# **Building Success Through Incentives**

By Rick Stewart

Over the years it's been my great pleasure to have assisted hundreds of American companies in the development of various incentive and motivation award programs. The manner in which some companies view incentives never ceases to amaze me. Not surprisingly, companies that understand how to use incentives and actually put them to work, tend to be successful industry leaders. On the other hand, companies that view incentives as "a waste of time" or state flatly "they don't work" are organizations that tend to be at the opposite end of the scale.

you run an incentive program your company will automatically be successful. What it does say is that with a properly structured incentive program, management has a powerful tool which can help achieve a specific goal. Whether that goal is increased revenues, market penetration, or whatever, it doesn't really matter. You can, in fact, target an incentive program for your specific needs and then achieve that goal.

#### **More Productive**

An added benefit is the camaraderie, glamour, and excitement which are instilled in the participants. While the measurement of this added benefit is sometimes difficult, I'm sure we would all agree that people who are motivated, have a sense of urgency, and feel a loyalty to their company are more productive. It's obvious that productive people tend to be more effective and enthusiastic. Unfortunately, key decision-makers will often

This isn't to say that if neglect to include management personnel in the incentive program.

> This is a major error which can backfire and result in a less effective program. Management personnel should always be included in a program because they are the people who motivate the troops under their command. Besides, in most organizations these management people have risen through the ranks and been accustomed to receiving incentives and recognition for accomplishments. Therefore, by the time they reach management levels, it's still expected.

Companies that effectively utilize management in their incentive programs reads like Who's Who in Corporate America; i.e., Johnson and Johnson, which has included management personnel for more than ten years. One company that effectively motivates management personnel is the office communications firm Harris/Lanier. It's been using incentive programs targeted toward its managers for a number of years. Harris/Lanier's last promotion was unique. In fact, it was so satisfying and motivational that the company is bringing the program back next year.

Those H/L individuals who have qualified are brought to Atlanta along with their spouses. At 10am the day after arrival, the qualifier and spouse are transported to one of Atlanta's fashionable shopping malls. They are given \$3000 and have from 10am-5pm to go on a "shopping spree." By the end of the day, the participants are totally exhausted. However, they've walked away with not just

"Get a good handle on the target audience . . . you can always find the right incentive which will motivate them to accomplish your goal."

"things" but memories which will carry them throughout the following sales year. After all, the whole point of the promotion was to produce sales and motivate the management staff to incite their people and build warmth, loyalty, and affection for the company. All this was accomplished.

#### Prize Package

The type of award or prize given as an incentive is also very important to ensuring a successful program. Incentives that ei-



Rick Stewart is President of the Motivational Incentives Group and Western International Prem ums, divisions of Western International Media Inc. In the incentive business for 12 years, Stewart was responsible for the development of the '84 summer Olympics' gold, silver, and bronze

ther can't be purchased on the open market or wouldn't normally be purchased by the target audience are always the most sought after. Add to this a high perceived value and acceptance within "a peer group," and you'll be heading in the right direction.

Trips are an area that can be extremely successful for the client company or an absolute nightmare. Believe it or not there are still companies that will run an incentive trip program where the award is travel for a single individual. If we're talking about an organization whose target audience is predominantly made up of married people, then what do we do about the spouse? If, in fact, the only way you can bring your spouse is to kick in an additional \$1500 to \$2000, how motivational is that?

Trips also become a nightmare when a company attempts to handle a trip "in-house." A successful awards trip is more than booking airline reservations, hotel rooms, and fishing trips at the site. It's the hundreds of little details, which a professional incentive company takes care of, that make the trip a memorable occasion and motivate people to accomplish the goal again next year.

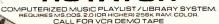
From a management standpoint, your key people who attend the trip shouldn't have to worry about those details. They should spend their time with the individuals who earned the right to be there. That can't happen if you're worried about handling baggage, arranging side trips, taking care of dinner reservations, etc. For some, an awards trip isn't always the answer because of budgetary considerations or other reasons.

A glamorous program can, nonetheless, be developed without using exotic trip destinations or the awarding of furs or other luxury items. If you get a good handle on the target audience through research and asking many questions, you can always find the right incentive which will motivate them to accomplish your goal. The bottom line is that well-run incentive programs don't just happen. It takes a great deal of thought, planning, and creativity to ensure success

Finally, it's been my experience that the most effective incentive programs are the ones that are well thought out, have simple qualifications, include management, and make sense for participants and company alike. Those organizations which build history and tradition into their programs, and take the time to recognize the qualifiers' efforts, are the same organizations which year after year dominate their individual markets.

All too often we get caught up in the day-to-day operation of our business and our undying challenge to increase sales, increase profits, gain market share, etc. As a result, we lose sight of those individuals who help us achieve our goals. It was perhaps best said by Lee Iacocca in his recent autobiography, "In the end all business operations can be reduced to three words: people, product, and profits. People come first; unless you've got a good team, you can't do much with the other





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# Z-100's #1 in New York!

Congratulations to Dean Thacker, Scott Shannon, and the rest of the Z-100 crew. It's great to see you back on top in the Winter Arbitron results.

**JHAN HIBER & ASSOCIATES** 

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#### **IMAGE & MARKETING**



HARVEY MEDNICK

#### UNREWARDING REWARDS

# When Incentive Programs Don't Work

I recently talked with a GSM who was searching for a way to motivate his sales team during a slow first quarter. The subject then shifted to the development and execution of incentive promotions. Potentials In Marketing says these are the number one motivators. But do they always work?

#### Counterpoint

Heinz Goldmann, a sales motivator/incentive specialist, said in a Sales and Marketing Management article, "If a sales contest ends with one winner who is your top sales performer, as well as the same person who won last year, you have a threefold unrewarding reward.

"First, with one winner, everyone else is a loser. Secondly, his repeated winnings reinforce this effect. Finally, since the winner usually doesn't need the reward, it makes him unpopular with his fel-low salespeople. If this is common, the company would not profit by it, since the net sales increase would be minimal."

#### The Right System

Is it surprising then, that contests designed to act as motivators

Bill Mayne WBAP/Dailas PD

Paul LeSage WTMJ/Milwaukee VP/GM

John Beck GM for KSHE/St Louis

Bruce Blevins VP/GM at KQAK/San Francisco

● Christine Woodward WENS/indianapolis VP/GM

• #1 AC: "Suddenly" - Billy Ocean (Jive/Arista)

can so easily become demotivators? We've all used them at a variety of levels, from retail sales to audience hype, and we should know how to use them effectively. Goldmann advocates taking a second look at the entire area of sales incentives, since the wrong systems currently far outnumber the right ones. Here are some tips to bear in mind:

· Any contest rewarding very few winners is bad business for your company and has a demotivating effect on the losers. They often respond with weakened sales efforts and end up selling less than before. The key question here is: What would you do in a contest in which you knew you had no chance

 There's little or no relationship between sales contests and sports contests (although a lot of manag-

ers like to position them that way). Top performers don't add significant results to your station's sales figures. You have to motivate the bulk of your salespeople and avoid having individual winners. Generate as many winners as possible by having everyone compete against his/her own self-described targets, and winning if the goals are reached or exceeded.

· Regular year-end contests are

explain what the goals are and change the formula often enough to offset the injustices

· Don't award the same prizes time after time. If you have a decent commission structure, avoid using money. Travel, gifts, and special events will create more participant enthusiasm.

· Try to include the non-selling staff in the contests. Don't lose the opportunity to profit doubly by having the rest of the station personnel push their sales colleagues. At the same time this will reduce the barriers between the two groups.

· Don't let your contest simply be a guessing game with an added performance reward. When you fail to explain how a salesperson should win, you lose extra sales opportunities. Remember this ground rule: - sales contests aren't meant to be intelligence tests.

· Link your contests to training. People learn when they feel a need in this case the need to win.

· Free yourself from the notion that sales contests must reward overall performance rather than increased results. Thinking that way will lighten the pressure on average and low performers, making it easier for them to improve. You should also have a system that rewards top results.

If you factor in these tips, your next sales contest will be a winner.

# Sales and Marketina

anticipated by salespeople, who of-ten see them for what they are: a greed-based remedy for poor planning. Worse still, salespeople will sometimes slow down just before the contest is announced as well as after it's over.

· Contests with the same repeated goals, particularly those dealing with sales volume, contradict basic

"If a sales contest ends with one winner . . . the same person who won last year, you have a threefold unrewarding reward."

marketing principles. Remember there are more important goals than total sales.

· There's no such thing as a "fair" or "just" contest. It should be a marketing tool for reaching specific goals. This premise will automatically favor certain people and areas. Your responsibility is to

#### DATELINES

American Association of Advertising Agencies' Annual Meeting Greenbriar, White Sulphur Springs, WV

#### May 21-25

American Women in Radio and Tele vision's 35th Annual Convention Westin Hotel Galleria Dallas

#### June 9-10

Burns Media 18th Annual Radio Studies Seminar Sheraton Crystal City Hotel, Washington, DC

#### June 10-12

5th Annual International Radio Festival of New York Sheraton Centre Hotel, New York

Broadcast Promotion and Marketing Executives/Broadcast Designers Association's Annual Seminar Loew's Anatole, Dallas

#### June 26-27

Atlanta Radio Forum '86 Burkhart/Abrams/Douglas/Elliot & Associates programming conference

#### June 26-29

11th Annual Upper Midwest Communications Conclave Radisson Plymouth, Minneapolis

#### July 13-16

7th Annual New Music Seminar Marriott Marquis, New York

Radio-Television News Directors Association's International Conference Salt Palace Convention Center, Salt Lake City

5th Annual Jazz Times Convention Roosevelt Hotel, New York

#### •#1 AOR Track: "Trapped" — Bruce Springsteen (Columbia) •#1 LP: "Southern Accents" — Tom Petty (MCA) (6 wks) FIVE YEARS AGO TODAY

•#1 CHR: "Don't You (Forget About Me)" - Simple Minds (A&M)

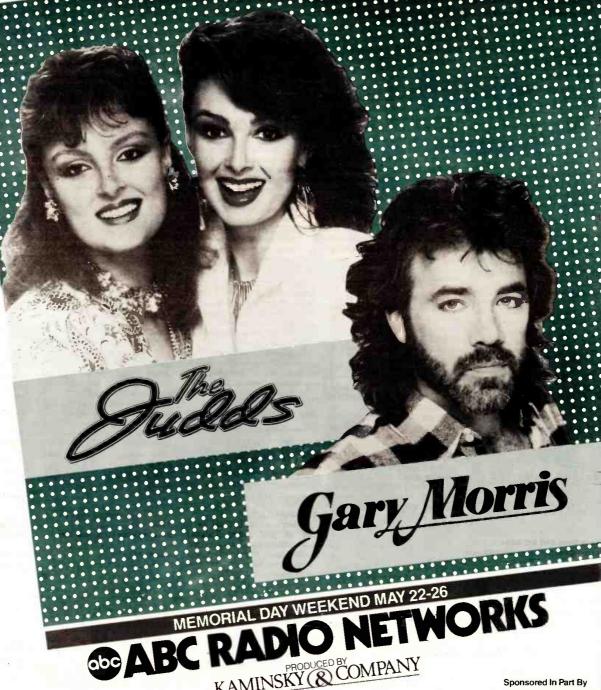
#1 B/U: "You Give Good Love" — Whitney Houston (Arista) (2 wks)
 #1 Country: "Don't Call Him A Cowboy" — Conway Twitty (WB)

ONE YEAR AGO TODAY

- Jeff Green R&R A/C Editor
- Tony Berardini GM at WBCN/Boston Mike McVay VP/Operations, WWWE/Cleveland
- Ward Huey President, Belo Broadcasting
- #1 CHR: "Being With..." Smokey Robinson (Tamla/Motown) (2 wks)
   #1 AC: "Her Town Too" J. Taylor & J.D. Souther (Columbia) (5 wks)
- #1 B/U: "What Cha' Gonna Do For Me" Chaka Khan (WB)(2 wks)
   #1 Country: "I Loved 'Em Every..." T.G. Sheppard (WB/Curb)(2 wks)
- #1 LP: "Face Dances" Who (WB)(5 wks)

#### TEN YEARS AGO TODAY

- #1 CHR: "Welcome Back" John Sebastian (Reprise/WB)(3 wks)
- •#1 AC: "Welcome Back" John Sebastian (Reprise/WB)(3 wks)
- #1 B/U: "Love Hangover" Diana Ross (Motown)(2 wks) • #1 Country: "My Eyes Can Only See" - Charley Pride (RCA)
- #1 LP: "Presence" Led Zeppelin (Swan Song/Atlantic) (3 wks)
- PROGRAM DIRECTORS MEEKLY HOUR FROM
  WESTWOOD ONE
  AREA CODE
  NUMBER
  213-704-5000 0 M E ROCK RADIO'S MOST LISTENED-TO INTERVIEW SALLES M FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY



KAMINSKY & COMPANY





KEN BARNES

#### CHR:FewerAdds, Less New Music

There's a lot of talk going around about the radio-andrecord relationship today. I had a few questions myself, I wanted some factual answers, an' I figured those answers, and the rather extensive database generated in trying to arrive at those answers, would be of general interest.

Here are some of the questions I wanted to deal with:

Are CIR stations adding fewer records since the week of March 14, the first reporting period after most record companies severed their ties with independent promoters?

2) If there's a drop, is it significant?

3) Are fewer records by new artists getting a shot?

The answers, in brief, are 1) Yes, 2) Yes, but it's not nearly as drastic as some have claimed, and 3) Absolutely. In the process of coming to these conclusions, many more questions surfaced, and I found I needed the bank of data you see reproduced in the upper right.

#### Feel Like A Number

A walk through this field of numbers produces some intriguing data. The information covers six weeks before March 14, March 14 itself, and six weeks following March 14. The first column on the left shows the total number of adds reported by the CHR station panel that week.

The first figure that jumps out at you here is the 927 total adds on March 14, the low point of the entire 13-week period. That figure looks worse because the total the week before was 1298, the high point of the quarter-year surveyed.

That dropoff of 28% in adds was the one cited by Rolling Stone and others in pointing to the "dramatic effect of dropping indies" or whatever they called it, but it's misleading. As you can see, add totals came back up quickly, with April 4's 1228 the second highest total of the entire 13 weeks, and only April 25's 972 brings the average down again.

However, there is a dropoff when you compare pre-March 14 and post-March 14 total add figures. It amounts to about 4% (1159 down to 1114). When you factor in the number of CHR reporters in those two periods (241 average before March 14, 237 after), the dropoff shrinks further. Put another way, for the six weeks before March 14, stations averaged 4.8 adds a week; for the six afterward, they averaged 4.7.

But before anyone gets too excited about how radio adds are holding their own, check the figure for the same 13-week period last year: 1284. The higher number is partially explained by a larger average reporter sample in 1985 (252), but if you adjust for that, moving the 1986 average upward

32/R&R FRIDAY, MAY 9, 1986

from 1121 to 1180, you still get an 8% dropoff in total adds from last year to this. And that's a significant difference.

Interestingly, last year, without a momentous dividing line like the events of March 14, there were also a lot more records added in the first six weeks surveyed than in the last six: 1300 to 1226. Maybe it's the spring break, or there's a natural product full after mid-March that could play a greater role in the dropoff than any changes in promotion methods. (The week of March 15. 1985, oddly enough, established the high-water mark for total adds in that 13-week span with 1542, while March 14, 1986 was of course the low point this year. I should point out that USA For Africa came out on March 15 last year.

#### The Most Addeds' Piece Of The Pie

Evaluating total add numbers gives you a story, but not the whole story. When you want to see what kind of records are getting the adds, by new or established artists, the number and percentage of adds locked up by the five Most Added records R&R highlights each week is a good indicator of how much support is going to established, or very hot, acts. It also has a bearing on the total adds figure - for in-stance, the March 7 peak of 1298 total adds corresponded with by far the highest number of adds going to the top five Most Added: 676, or 52.1%. (A closer look reveals a simple explanation: March 7 was the week the new Van Halen, Rolling Stones, and Bob Seger singles came out. That also makes it clearer why the dropoff the next week was apparently so drastic.)

Anyway, the percentage cornered by the top 5 Most Added ranges
from that 52.1% to a low of just
22.8% on Jan. 31. The average before independent promotion dropped out of the picture was 35.8%;
afterward it climbed to 36.9%. A
much higher number would have
been a clear indication that radio
was playing it very safe after
March 14, but that was not borne
out. The 1985 average was 34.1%,
which is not too much lower.

#### Safety In Numbers

But if that stat shows radio isn't just relying on the safest consensus choices, the next set does show that the format has been more conservative since "Independents Day"

#### CHR Adds - The Basic Stats

This is the base of information I used to determine whether CHR stations were adding fewer records after independent promoters were dropped by labels and the structure of promotion was altered. It's a lot of figures, but there are some interesting trends and conclusions, which I highlight over in the main column.

Let me explain the categories of information I used. I sampled the CHR National Activity Levels (which list every record reported by our CHR reporters) for a full quarter, 13 weeks: six weeks before March 14, the week in which the main impact of the indie severance took place: March 14 itself (listed in bold type at right); and six weeks afterward. Averages were computed for the Before March 14 period, the After March 14 period, and overall. And, for a further (and, it turned out, quite useful) basis of comparison, I added up the same categories for the equivalent period of time in 1985, computed the average, and printed that as well.

Total Adds is the sum of every add reported in a given week. Next is the total of adds for the fop five Most Added records of that week; these are almost always established or currently hot artists, and the percentage they lock up of the total adds (the next category over) is a good indicator of the extent radio is playing it safe in that week. Next is simply the total number of records that received one or more add that week

Then come three categories reflecting adds given to newer acts. The first is the number of *songs* by new artists receiving adds. New artists are defined for this purpose as

those who have not yet had a CHR Breaker, once they hit 60% airplay or the chart, they weren't counted. Next is the number of adds going to those songs by new arists, followed by the percentage of the total adds the new artist records received. Finally, a few more incidental figures: the total number of songs reported that week, the number of records with ten stations or more reporting them, and the total number of debuts in the week.

0 / 18/ 18/

		/	aded	Stor	Most	ing acords	Shiring Add Total	"Hen	A-DO	10x
	. ,	185	Most /	Ado	Asc.	AS AS AS	Po.	80	cords	orde /
Date	Total	100	Most Added Top	Pe	Cords Hen	Artis Records	Bring and Total	Total	A Orlean	Part of the state
1/31	1140	260	22.8%	104	41	269	23.6%	216	108	842
2/7	1120	284	25.4%	105	40	435	38.8%	218	109	777
2/14	1163	490	42.2%	98	33	205	17.7%	222	107	784
2/21	1113	393	35.3%	95	34	284	25.5%	216	104	753
2/28	1122	379	33.8%	98	31	307	27.4%	211	100	743
3/7	1298	676	52.1%	87	28	216	16.6%	208	104	779
3/14	927	363	39.2%	85	32	187	20.2%	211	96	728
3/21	1149	508	44.2%	92	31	185	16.1%	213	100	825
3/28	1051	347	33.0%	92	33	205	19.5%	206	99	826
4/4	1228	551	44.9%	87	33	171	13.9%	206	95	776
4/11	1115	354	31.7%	87	29	189	16.9%	204	95	761
4/18	1170	404	. 34.5%	84	29	194	16.6%	206	91	766
4/25	972	304	31.3%	89	34	219	22.5%	205	90	811
Overall Avg. Avg.	1121	412	36.8%	93	33	236	21.1%	211	100	782
Pre-3/14 Avg.	1159	414	35.8%	98	34	288	24.9%	215	106	780
Post- 3/14	1114	411	36.9%	88	32	194	17.4%	207	95	794
Avg. 1985	1284	438	34.1%	98	35	311	24.2%	210	98	899
same tim	e period	)								

(March 14). Those statistics relate to the number of adds going to new artists. The first category simply lists the total number of records that received adds (one or more). This doesn't fluctuate a whole lot (range 84-105), but the first half average of 98 is 11% higher than the second half's 88, indicating fewer records are getting adds lately. (1985's average was 98 as well, and both halves averaged 98, so that factor doesn't seem to be seasonal)

"Overall activity and total adds are down but not dramatically. What is down, though, is the amount of adds going to new artists."

Next is the number of records by new artists getting adds. (As mentioned in the data definitions at top right, new artists were defined as those who had not yet had a CHR Breaker. Once a record hit 60% or the chart, its adds were not counted in the new artists category.) There was a slight drop post-March 14, but nothing significant, and the 1985 average was only a tad higher.

The difference comes in the total number of adds received by these new artist records. Total adds going to new artist records before March 14 averaged 288, compared to just 194 afterward. a dropoff of

one-third. And even the pre-March 14 average is 7% lower than last year's 13-week average, 311. No question, unproven acts have been suffering since March 14.

This is underscored by the next set of figures, which is simply the percentage of the total adds collected by the new artist records. Again, it's a significant difference. Before March 14, new artists received just about one-fourth of the total adds; after that date, they garnered just 17.4%, a little more than one-sixth. Last year, new artists racked up 24.2% of the total adds.

#### Radioactivity Lessens

The remaining figures, which measure overall reported activity and not merely adds, are less dramatic. The Total Records Reported column is just that, all the records receiving one or more reports, and it hardly fluctuated. ranging from 204 to 222 and averaging 211, compared to last year's 210 (with a larger reporting sample). So actually, there's a little more overall activity this year by that measurement. Dividing it into pre-March 14 and post-March 14 averages, the result is 215 Before and 207 After, no big change.

The number of records with ten or more stations reporting them showed a 10% decline after March 14, sliding from a 106 average to 95. But the overall average, 100, was a bit higher than the 1985 quarter's 98. (These records would be the 40 on the chart, everything in New & Active and Significant Action, plus those records on the way down and

dropped from the listings but still being played on ten or more stations.)

A more significant figure, in all likelihood, is the total number of Debuts received by all reported records. Interestingly, there are a few more after March 14, an average of 794 a week compared to 780 before. But both figures are well below the 1985 period's average of 899

That might make you think that fewer records this year are making the transition from Add or On to an actual station chart position. But if you compare the ratio of total debuts to total adds (899/1284 in 1985, 782/1121 in 1986), they're virtually identical, indicating the same percentage of added records are converting into debuts. In other words, debuts are down because adds are down, pure and simple, but those records that are added are still charting in the same proportion.

Summing up, overall activity and total adds are down since the deceleration of independents, but not as dramatically as some have contended. What is down, though, is the amount of adds going to new artists, indicating a conservative reaction from radio during a confusing and transitional period. There are other conclusions, no doubt, which can be drawn from this and similar data, and it would also be worthwhile to monitor a few more six-week periods to see if any of these trends have changed. Meanwhile, I hope this study has provided some facts to underlie an often emotional dialogue.

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#### DATEBOOK

## Lennon's Fly; Hog Couple Returns

#### MONDAY, MAY 12

1975/Jefferson Starship gives a free concert in Central Park which eventually costs the group and WNEW-FM \$14,000 in cleanup and damages.

1978/What's amazing is that radio stations still do this promotion now: 99X/New York, in the first of its artistblacklist weekends, bans the Bee Gees for 48 hours.

1979/The new Jefferson Starship lineup, featuring Mickey Thomas on lead vocals, debuts at Golden Gate Park. It was the eventual banning of rock concerts from this venue that led to "We Built This City."

Birthdays: Billy Squier 1950, Steve Winwood 1949, Billy Swan 1942, Greg Phillinganes 1956.

#### TUESDAY, MAY 13

1977/EMI/Capitol releases the Beatles' "Live At The Hollywood Bowl" LP. In the liner notes, George Martin's daughter asks him if his charges were as great as the Bay City Rollers. On the same day, CS&N's "Just A Song Refore I Go" is released.

1978/Paul Anka opens a disco in Las Vegas named after his early disco/gospel number, "Jubilation."

1985/Stevie Wonder is cited by the UN for his efforts against apartheid. 1985/Bruce Springsteen's wedding to Julianne Phillips at 12:10 AM.

Birthdays: Stevie Wonder 1950, Mary Wells 1943.

#### WEDNESDAY, MAY 14

1969/Lighthouse plays its first show in Toronto.

1976/Abba's "Mamma Mia" is released in America and becomes the object of a three-way cover battle which Abba wins. Also released on that day is Klss's "Flaming Youth." Dave & Sugar's "The Door Is Always Open" is the #1 Country record; "Silly Love Songs" is #1 CHL.

1982/Six years later, Paul McCartney (with Stevie Wonder) is #1 again with "Ebony & Ivory." Birthdays: Jack Bruce 1943. Tom Cochrane (Red Rider) 1953. Bobby Darin would be 50.



Brian Eno, Billy Squier, Steve Winwood, Stevie Wonder

#### THURSDAY, MAY 15

1971/Two John Lennon/Yoko Ono films, "Fly" and "Apotheosis," are screened at Cannes

1974/A son, Ahmet Rodan, is born to Mr. & Mrs. Frank Zappa.

1974/Larry Uttal leaves Bell to form Private Stock.

1979/GM settles out-of-court with 11 sound equipment distributors, thus allowing it to leave the radio as semioptional equipment.

1981/Kim Carnes's "Bette Davis Eyes" goes #1 CHR.

Birthdays: David Byrne 1952, Eddy Arnold 1918, Brian Eno 1948, Graham Goble (LRB) 1947

#### FRIDAY, MAY 16

1980/Dr. George C. Nichopoulous is indicted in Memphis on 14 counts of illegally prescribing drugs to Elvis Presley, Jerry Lee Lewis, and others.

1983/Epistle From Dippy: Gunman Robert Wickes holds a junior high school English class in Brentwood, NY hostage. After WBLI/Patchogue plays "Fooling Yourself" by Styx and reads his "epistle to the world," Wickes kills himself.

1984/Andy Kaufman dies of lung cancer.

#### SATURDAY, MAY 17

1974/Ray Stevens's "The Streak" goes #1 CHR.

1975/Mick Jagger puts his fist through the window of a Montauk, Long Island restaurant. Fortunately, the Stones' North American tour proceeds in two weeks as planned.

1980/Peter Criss leaves Kiss; Robbie Dupree performs "Steal Away" on "American Bandstand." 1985/Columbia presents USA For Africa with its first royalty check for "We Are The World."

1985/R&R prints the "Is **Prince** Dead" hoax, based on several pieces of funeral imagery on the "Around The World In A Day" LP. On the same day, **Marvin Gaye's** "Sanctified Lady" becomes the first (and only) posthumous B/U #1.

Birthday: George Johnson 1953.

#### SUNDAY, MAY 18

1968/lt's always great to retell this story for a new generation of readers. The Northern California Rock Festival — featuring Steve Miller, Janis Joplin the Doors, and Grateful Dead — is disrupted by Hog Man and Hog Woman, who leap on stage and yell, "We're all on hog" as they distribute mysterious pills to the audience, 24 of whom take them and are hospitalized.

1975/"That's Nothing, Wait For Abject Misery Day" Dep't: 44 are injured, four are hospitalized at a Bay City Rollers riot north of London on "BBC Fun Day."

1979/Donna Summer's "Hot Stuff" is #1 Disco; the Bellamy Brothers' "If I Said You Had A Beautiful Body, Would You Hold It Against Me" goes #1 Country.

1984/Prince's "When Doves Cry" is released.

#### KCAQ deb 32 WXKS-FM deb 34 K104 add WBEN-FM 29-27 WERZ 39-37 KXYQ add WKSE 35-30 WNNK 34-22 95XXX on WNYS 34-30 KC101 on OK100 add WSPK 32-26 B94 add RI-104 on PRO-FM add WCZY 24-21

WERZ 39-37 WNNK 34-22 KC101 on WSPK 32-26 RI-104 on 93Q on WRCK add WKRZ-FM add WBBQ 29-24 WSSX on KAMZ 26-25 WFMI add 40 KBFM 40-37 KSND add KMGX deb 40

100KHI on 95XIL add WGAN on WZYP on WPFM on WVBS on WBWB deb 40 WAZY-FM add KDVV add KZOZ on OK95 add

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WHYT 33-32

KIIS-FM add

KKRZ 35-33

FM102 24-22

KMEL 33-27

KUBE 33-29

KMJK on

KITS add



DAN O'DAY

# A Morning Show Critique

Recently I received an aircheck from KPUR/Amarillo's morning team of Michael Williams & Joey Griffin, While I could tell they put a lot of effort and preparation into their show, it seemed to me they were doing a few things that tend to sabotage their effectiveness on the air. I asked them for permission to critique their tape in this column, and they agreed . . . knowing that I would not be sparing in my criticisms. In certain places I spell words as they were pronounced. The punctuation I use reflects the rhythm of the person's delivery. Interspersed throughout are my own comments, in italics.

MICHAEL: Good morning. JOEY: Good morning! M: How you feeling?

J: I feel just wonderful! I'm a little angry at Mother Nature, though. It's really not nice to fool (Station Weatherman) like this (Michael laughs heartily - but his laugh sounds false.)

(Joey's remark about fooling the weatherman was cute, but it wasn't funny enough to evoke a laugh from Michael. It also wasn't funny enough to evoke a laugh from their audience ... which leaves Michael laughing all by himself, hollowly, unnaturally.)

M: (completing forecast) Tomorrow it'll be sunshine and 58. (He waits for J to provide current temperature.)

J: (caught off guard) I don't know what the current temperature is

M: (laughing heartily, sounding genuinely surprised) Oh! I thought you were listening . . . (What a difference between a genuine laugh and a forced one! There was no joke here, but the spontaneity of the moment and honest response from Michael made it fun to listen

J: 14KPUR at 12 minutes into the 6 o'clock hour

M: Slowly but surely getting through a Wednesday, the Morning Show with Michael & Joey. Let's take a look at this morning's KPUR Calendar for today. (Lighthearted background music begins underneath.) On the calendar for today. Wednesday March the 19th, the Battle of Coledo Creek happened on this date; Fannin's force was in retreat and was confronted by the Mexican army in 1836. (I'm guessing this refers to a battle during Texas's war for independence from Mexico. But can J&M be sure that everyone listening knows what they're talking about? Why not add just a couple of words to clarify: "General Fannin's force of Texas Rangers. .. ")

#### A Tense Moment

In 1831, Englishman Edward Smith walks into the Wall Street City Bank in New York City and forcibly withdraws \$245,000, thus committing the first U.S. bank robbery. (I know this might sound picky, but

how about some structural consistency here? Michael used the past tense ("battle happened force was in retreat . . .); Joey is using the present tense ("walks into the bank"). The flow of a good morning show is very important. and this lack of consistency works against establishing a good

M: On this last full day of winter. the annual migration of the swallows arrives at the Mission de San Juan de Capistrano in Califor-

J: In 1928, "Amos & Andy" debuted on WMAQ radio in Chicago

M: And speaking of cartoon characters (Huh? We were speaking of radio show characters, not cartoon characters!), Carl Anderson started the famous comic strip "Henry" on this day back in 1932.

J: A famous Roman festival begins today in honor of Athena: she was the goddess of the city, of handicrafts and agriculture and also of morning disc jockeys

(A famous Roman festival? If it's so famous, why aren't you or your listeners familiar with it?)

M: And a plot to kidnap Abraham Lincoln (music segues to record intro underneath) failed on this date in 1865 when the prez cancelled an appearance at Soldier's Home near Washington, where John Wilkes Booth was waiting to kidnap him. Booth of course caught up with Mr. Lincoln and shot him about a month later. That's a look at this morning's calendar on stereo KPUR

#### A Trivial Pursuit

(How would I describe this feature, in a single word? Boring! The information could be interesting, but it needs to be presented in an interesting manner. First, I'd suggest breaking up this feature into two segments of three or four items each. Part One can be done at 6:12. Part Two at  $7:12\ldots$  and then they could double their mileage by repeating each segment in the two remaining hours, when they'll have experienced a nearly complete turnover of audience.

(Second, I'd get rid of the background music. It gives the feature a "canned" effect that makes it feel anything but spon-

(Third, it wouldn't take much effort for them to find something to say about each item to personalize it, to make it their own and not some wire service's. Let's quickly generate a few ideas for making each item their own

(FIRST U.S. BANK ROBBERY: Throw in a one-liner about criminals, defense attorneys, banks ... Be outraged that the first U.S. bank robbery was committed not by an American but by a ... Tie it in to a foreigner humorous comment about Ed Meese.)

(SWALLOWS RETURN: Make a California joke - maybe the swallows go back every year because they're hooked on Tofutti Speculate as to how they know where & when to fly)

(AMOS & ANDY: Turn it into a call-in trivia question: "What two radio characters made their debut today...?" "What did Amos do for a living?" Or they could have one person be in charge of collecting and assigning the calendar items so that the other person can be challenged to guess the answer. For example, if Joey had handled that day's items and had given Michael only those that he himself would be reading, she could have said, "Okay, Michael, what two radio characters made their debut ... The audience could hear him respond naturally, their enjoyment enhanced because they know his answer is not rehearsed )

(HENRY: How can anyone mention "Henry" without remembering his two most distinctive characteristics: He never spoke, and he had no hair (unusual for a boy). Use those as part of your trivia question . . . or at least mention them in some way. How about: kind of a cross between Telly Savalas and Marcel Marceau . . .)

(ROMAN FESTIVAL: Pretty boring. Maybe throw in a trivia question asking listeners to identify some other Roman god.)

(LINCOLN KIDNAP: Now this is a fairly interesting item, but Joey read it matter-of-factly in a run-together word style. How about giving it just a little bit of the drama it deserves?)

#### Working Out The Kinks

M: . . . 6:36 on a Wednesday J: And nothing feels as good as a great workout.

M: (sounding confused) Huh? J: (laughing) I went by Fifness World yesterday and hoisted a

M: (sounding very interested) Did you?

J: ... weights

M: Okay. Well, I have . . . You'll be happy to know, I have my workout clothes in the car.

J: All right! What a guy!

M: So unless I can come up with a good excuse between now and this afternoon, I'll probably be out there this afternoon and at least look at the weight machines.

J: We will meet you there

M: (briskly, professionally enthusiastic) And we'd love to have you meet us out there Saturday, the whole KPUR crew is gonna be out from noon to 2 at Fitness World, we're gonna be having a big live remote (Hey, that's radio jargon! Listeners know what a live broadcast is; they don't know what the hell a "remote" is) out there and showing everything that's going on. They've got some neat machines, and the whole set-up at Fitness World is really pretty slick. I like the way it's laid out.

J: It really is laid out really nice. There's a lot of space: that's one thing that's real nice about it that the amount of spaciousness that there is there and there's a lot of room to stretch out. A lot of gyms don't give you enough room to stretch out, and stretching out before and after the workout is really important to do

M: Maybe I'd better take notes

J: (laughing naturally) They have a lot of . . . the, uh, Lifecycle machines

M: (enthusiastically) Oooh,

you know, the ones that you punch up Level Five or Level Ten in your case . M: I'd die!

J: ... and those are always a

good aerobic workout. And they have two separate rooms, one for the ladies and one for the guys. Of course, everybody switches off because it's a real social atmosphere.

M: Sure. It's a lot of fun. They got Nautilus machines, they've got free weights, they've got the aerobics, they've got the cycles, they've got the lap pool which they also do water aerobics in, whirlpool, steambaths, the whole bit. So why don't you come on out and join us this weekend at Fitness World? It's gonna be . . . a . . uh . . . lot of fun. (Record starts.)

(This could've been a good live spot, but it ended up a jumbled mess. Michael starts out conversationally but then suddenly switches to Mr. Announcer. And I don't believe for a second that he's at all interested in this stuff: "They've got some neat machines, and the whole set-up is pretty slick." When Joey mentions the Lifecycles, he responds with, "Oooh, yeah!" - as though the prospect were as pleasurable as an ice cream sun-

(Joey, on the other hand, sounds like she knows what she's talking about, but for some reason she finds herself babbling on; take another look at her description of the "spaciousness." Then she tries to sell contradictory features of the gym; first she points out that there are separate rooms for men and women, and then she says "everybody switches off because it's a real social atmosphere." So which aspect does the client want to pro-

NEXT: I continue to savagely critique these two talented and defenseless disc jockeys.



#### **DRAWING THE LINE**

#### The State-By-State Route

With two weeks remaining before the long Memorial Day holiday — and Hands Across America — there's still time to sign up for your space in the cross-country route. Following is a list of 16 states (and the District of Columbia) through which the line runs, including the mileage spanned and estimated number of participants needed to complete the event. If you want to quickly coordinate a station/corporate sponsorship effort in your area (or where the line is bound to be a bit thin), contact the appropriate state office (also listed below).

State	Mileage	People Needed
New York	25	33,000
New Jersey	67	88,440
Delaware	32	42,240
Maryland	164	216,840
Washington	20	26,400
Pennsylvania	298	393,360
Ohio	599	790,680
Indiana	274	361,680
Illinois	333	439,560
Missouri	125	165,000
Kentucky	52	68,640
Tennessee	125	165,000
Arkansas	322	425,040
Texas	621	819,720
New Mexico	401	529,320
Arizona	467	616,440
California	202	266,640

#### Indiana

Brad Senden 9100 Purdue Road Suite 204 Indianapolis, IN 46268 (317) 283-7169

#### Missouri

Bill Fleming 314 N. Broadway Suite 925 St. Louis, MO 63102 (314) 436-3000

#### Illinois

Katie Broeren 122 S. Michigan Ave. Chicago, IL 60603 (312) 236-0886

#### Kentucky

Nancy Cole 1 Executive Blvd. Suite L-2 Paducah, KY 42001 (502) 442-6603

#### Tennessee

Tiff Bingham 8 North 3rd Street Suite 1 Memphis, TN 38103 (901) 527-4USA

#### Arkansas

Bev Lindsey 3426 Old Cantreu Road Little Rock, AR 72201 (501) 374-6655

# Be a part of history Gardina interest interest

#### Texas

Ralph Wunder 1906 Main Street Dallas, TX 75201 (214) 458-8055

#### **New Mexico**

Velia Silva Solar One Building Suite 1000 2626 Pennsylvania Ave. NE Albuquerque, NM 87110 (505) 883-5500

#### Arizona

Abby Shapiro 4371 N. Scottsdale Road Scottsdale, AZ 35241 (602) 990-3626

#### California

Miriam Alexander or Dave Fulton 1900 Avenue of the Stars Suite 900 Los Angeles, CA 90069 (213) 556-1812

#### **New York**

Mary Kelly, John Hoyt, or Susan Stogel 876 Broadway 5th Floor New York, NY 10003 (212) 505-5487

#### **New Jersey**

Jane Maggin 153 Halsey St. 1st Floor Newark, NJ 07101 (201) 877-9750

#### Washington, DC

Donna Brazile 1605 New Hampshire Ave. NW 4th Floor Washington, DC 20009 (202) 745-1003

#### Maryland

Margaret Rabino 34 Market Place Baltimore, MD 21202 (301) 547-2400

#### Pennsylvania

Carol Gibson Convention Tower 960 Penn Ave., 3rd Floor Pittsburgh, PA 15219 (215) 849-6490

#### Ohio

Bonnie Millenthal 177 S. High Street Columbus, OH 43215 (614) 221-7667

# See You In

As I look back over the past year and a half at the unprecedented success of "We Are The World" and USA For Africa, I'm still stunned when I consider how much we were able to accomplish with our efforts. I said then, and I feel even more strongly today, that radio was the driving force behind USA For Africa. We could not have raised over \$44 million without your help and support.

Our efforts to combat the problems of hunger and homelessness continue this year with Hands Across America, a project designed to raise funds to combat this rapidly escalating epidemic here in the United States. And once again radio is critical. During the past few weeks I have had an opportunity to visit many of the cities on the Hands Across America route, and I've had the opportunity to talk by telephone with many more. In virtually all of these cities and towns radio has taken the lead in encouraging their listen-



ers to "join the line." As a result of your continued support, I'm convinced that we are going to be tremendously successful on Sunday, May 25.

# Governors Endorse Hands Event

All 16 governors (eight Democrats and eight Republicans) — in all the states traversed by the **Hands Across America** line — have endorsed the project in an unaccustomed show of bipartisan support. Governors **Bruce Babbitt** (AZ) and **Tom Kean** (NJ) are Governors Co-chairmen for the event, and issued this proclamation:

Hands Across America is a big project, but no bigger than the hearts of the American people.

When we link our arms across this land on that special day in May we will be bound together as a nation — Americans helping Americans.

On that day there will be no poli-

tics, no divisions, no disagreements — just an outpouring of the American spirit.

We'll be in the line that day in New Jersey and Arizona — joining millions and millions of Americans in a once-in-a-lifetime testimony to our nation's caring and unity and pride.

It will be some day. Come join us.

#### **Religion Joins Hands Effort**

The organizers of Hands Across America, in conjunction with Coca-Cola USA, are working with over 20,000 churches and synagogues along the cross-country route to heighten awareness and increase participation in the event.

"The need for assistance for America's hungry is great and deserves the kind of attention being drawn in the Hands Across America project," comments Monsignor Daniel Hoye, General Secretary of the United States Catholic Conference.

Rabbi David Saperstein, co-director of the Union of American Hebrew Congregations, looks to the religious values of the American public as the impetus behind the

event. "The profound values that Christians and Jews cherish are constantly tested by the epidemic of hunger and homelessness plaguing our nation," he explains. "With its mission to organize and publicize the issue, Hands Across America provides people of conscience the opportunity to achieve the religious obligation to feed the hungry and shelter the homeless."

Hands Across America is urging local religious leaders to involve their congregations in various group activities. This can be done throught sermons stressing the importance of the "human family" and helping those in need, and by circulating America sign-up materials and information.

"Hands Across America is Americans helping Americans," concludes **Brian Dyson**, Sr. VP at Coca-Cola. "In the past this country has shown its willingness to offer assistance to those in need around the world. With Hands Across America, citizens will be able to impact the quality of life in their own backyard."

# Radio: Tuning In, Lining Up

teners who will receive an all-ex-

pense-paid trip to Ohio and places

The bedrock of many radio stations' Hands Across America efforts is the programming being produced by the United Stations Radio Networks.

As the official network for the event, USRN is producing and distributing via satellite daily news and information updates recorded by celebrities endorsing the project. In addition, on Sunday, May 25, United Stations will present a special 3-hour live proadcast commencing at 1 pm (EDT). This broadcast will be anchored by KIIS-FM/Los Angeles personality Rick Dees and WPLJ/New York's Jim Kerr, and is designed to coincide with the nationwide event

Leading up to this special program, many stations have been feeding USRN with daily updates of their own promotional announce-

· KLZI/Phoenix is producing lo calized updates to use in conjunction with the national feeds, so the station can rotate information every 90 minutes. It has also sponsored a number of promotions, which includes busing listeners 40 miles west of Phoenix to the mile of line the station purchased

· WKIS/Orlando is working "hand-in-hand" with sister station WARM/Cincinnati to send Florida listeners to the line. A weekly contest is being held to select two lis-

· WLAM/Lewiston, ME bought the first block in line at Battery Park in New York, and is transporting listeners - including the mayor of Auburn - to their place in line

• WYSP/Philadelphia bought the first mile in Philadelphia, and sponsored a 14-hour live broadcast emceed by comedian Yakov Smirnoff. Admission price of \$10 bought a place in the fine



Joining hands at United Stations in New York are US's Ed Salamon, WBLS FM's Ken Webb, WPLJ's Jim Kerr, US's Nick Verbitsky, WOR's John Gambling, WCBS's Harry Harrison, and WRKS's Chuck Leonard.

Radio

THE CRISIS DEFINED:

# **Hunger And** Homelessness In America

The initial attempts by Band-Aid and USA For Africa, with subsequent "Live Aid," "Farm Aid," Comic Relief," and other projects, proved invaluable to increasing public awareness of the worldwide hunger crisis. Millions of concerned individuals and groups, stunned by the first pictures of famine victims in Ethiopia and elsewhere, pitched in to contribute time, money, and muscle to fight the spreading plight of hunger. Millions of dollars have been collected so far to send aid to starvation-ravaged African nations, and these efforts are beginning to pay off. Food, medicine, shelter, and educational programs are starting to make a difference; lives that yesterday would be lost to hunger are today being saved.

Hands Across America is an event completely targeted to fighting hunger and homelessness in the United States. While some Americans complacently fret over the plight of the hungry in Africa, others are helplessly looking for their next meal or that night's shelter. The problems of hunger and homelessness in the U.S. are growing at a rapid pace; not only is the number of hungry Americans on the rise, but this population is also getting considerably younger.

Statistics from national, state, and private studies report the nearepidemic proportions of these two inter-related problems:

· An estimated 10-20 million Americans go hungry at some time each month.

. The U.S. Conference of Mayors reports the demand for emergency food assistance will grow this year in 80+% of all cities.

• Up to 2.5 million Americans (including many families with children) are homeless - and the number is rising.

· The number of households served monthly by emergency food providers jumped 17% last year; 69% of all recipients were families with children.

· One of every five children (20%) lives in poverty.

Black Americans constitute the largest segment of the hungry and homeless population. According to the U.S. Census Bureau:

• Half of all black children in America live in poverty

· Black infant mortality is twice as high as for the white population. • Over 1/3 of the American black

population lives in poverty. · Over the last 10 years the black median family income dropped

· In most cities blacks are grossly over-represented among the homeless.

Monies collected by Hands Across America will be used to make a dent in this growing "way of life." The first USA For Africa domestic distributions were made to organizations such as the "Cities In Schools" program, the National Student Campaign Against Hunger, and to the Physician Task Force on Hunger in America. According to USA For Africa Exec. Director Marty Rogol, "These (disbursements) do an excellent job of meeting the criteria established by USA For Africa's leadership in the areas of relief, recovery, and development. Our staff has sorted through literally thousands of proposals, and that process will continue as we identify other organizations to receive domestic grant monies.

Funds collected directly from Hands Across America will be earmarked for three specific areas. The first of these is limited emergency assistance, which will go to the direct assistance of hungry and homeless people - and will constitute about 10% of the fund. The second area of concern is program support and development, which will consume 50% of the funds. The third area of funding is longterm development; 40% of the funds will be set aside to identify programs which will promote self-sufficiency, housing, and job

how to "join the line." Robert F. Kennedy used to tell a

wonderful story. Briefly, it's about

seeing something wrong, and thinking somebody should do something about that - somebody should take action. And then he realized he was somebody. I am somebody, and so are you. Together we can make a difference.

See you in line on May 25.

Line

Ken Krager

If you haven't already talked with your local Hands Across America office, please call. If you're in a state not on the 4000mile route please call us here at the national office in Los Angeles. We'll provide you with all the information we can, but in turn we ask your help in reaching your listen-

We've hit the "home stretch."

Our efforts in the next few weeks will force all of us to reach farther than any of us have ever tried before. And in these critical last few weeks before the event we still need your help. Hands Across America is staffed by a tremendous group across the country over 300 employees and thousands of volunteers - but we can't do it alone. Past experience has told us that millions of Americans will decide to join Hands Across America in the last few weeks leading up to the event, and getting sign-up information out to all these people is crucial. You can help us reach the millions of people, both on and off the route, who want to be a part of history on May 25th but don't know

# **CORPORATE ACTIVITIES:**

# Holding Hands Across America

Interest in Hands Across America has been spearheaded by the activities of major corporations and small businesses alike. Soft drink leader Coca-Cola USA and top financial institution Citibank/Citicorp are sharing the copromoter's role, and interest and activity within the business sector has been phenomenal.

Support for the project has taken many forms, and individual participants have tailored their programs to fit their products or services. For instance, Citibank has pledged to donate one cent to HAA for each transaction made with one of their credit cards from April through June of this year. They will also give two dollars to the project for every new approved card application during the same period.

The food industry has backed Hands Across America with individual efforts. Wally Amos of Famous Amos cookies is inviting people to "join Wally in line" with a sign-up announcement in each bag of cookies sold between March and the event. Amos has also personally sponsored a mile of the line for those people interested in participating in the event but who cannot afford to contribute monetarily Safeway stores have printed information about Hands Across America on over 62 million grocery bags used in its 2000 stores nationwide.

Retailer J.C. Penney is underwriting an exhibition of 170 original "Comic Relief" cartoon strips which focused on world hunger during last Thanksgiving week. This tour is being staged in conjunction with HAA, and transportation for the artworks is being donated by North American Van

Over 750 corporations and businesses have pledged their support

in one form or another to HAA. The Coca-Cola bottlers in New York and L.A. have bought the first and last miles of the route, American Express has announced that it will buy the single most difficult mile to fill anywhere along the route, Thom McAn shoes has purchased the George Washington Bridge segment of the line, and Jazzercise Fitness Centers will conduct an "aerobithon" on May 25th to raise money for the project.

On the non-corporate front, the U.S. Jaycees has joined over 50 other national membership organizations in endorsing the project. These groups include Big Brothers/Big Sisters, Boy Scouts of America, Camp Fire Inc., Girl Scouts of the USA, Little League Baseball, and the NAACP

The list goes on and on, proof that the consciousness of the corporate world has been touched by this gargantuan effort to help re lieve the problem of hunger and homelessness in America

R&R FRIDAY, MAY 9, 1986/37



ADAM WHITE

# Promotion In Motion — For 50 Years

Think you've paid your dues in promotion? Feel you've put in enough time to be called an "industry veteran" by the trades? Believe that you've seen and heard everything that can happen in this business?

Now consider the experiences of Juggy Gayles, 72, George Furness, 74, and Moe Preskell, 75. These men have been promoting songs and records nationally for 40, 50 years apiece. These men are walking definitions of the term "industry veterans."

Some of the incidents and anecdotes which follow may provoke feelings of deja vu. Not necessarily because you were there, but because the more things change, the more ... you know the rest. And if you were there, write in and share the recollections. They'll probably be instructive.

#### Juggy's Lindy Hop

"As far as I'm concerned, there's no difference in promotion today compared to yesterday. It's the same as when George Furness and I were song pluggers. We used to go to the hotels, clubs, and radio stations. It's just getting to know people. There's no contact like a personal contact."

That's Juggy Gayles, who got his start in the music business more than 50 years ago by entering Lindy Hop dance contests at night-spots like New York's Empire Ball-room. "We would win \$5, \$10, whatever you could in those days. I got to know the bands and the song-writers — Jimmy Van Heusen, Sammy Cahn. They were the ones who got me my first job actually, with Warner Brothers, for Remick Music. And I became a song plugger."

Then as now, the name of the game was getting exposure for the material. Says Juggy, "You see record promotion guys today, they go to the discos. We used to go to the hotels where the bands were playing, and we'd go up to NBC or CBS. Como would be on the air, Sinatra, Nat 'King' Cole, Dinah Shore. I got good training because I worked on some good songs." Among them: "On The Atcheson, Topeka And The Sante Fe," "White Christmas," "I'll Be Around," "The Trolley Song."

The contacts Juggy made working for such publishers as Leo Feist and Irving Berlin, as well as Remick, encouraged him to form his own publishing firm, United Music, in 1946. Juggy says the company did well for the next ten years, with such copyrights as



Juggy Gayles



Pictured (I-r): Juggy Gayles, Lionel Richie, Gayles's son Ron Resnick, Exec. VP of Sleeping Bag Records.



Song Plugging with Sinatra: (I-r) Juggy Gayles, Frank Sinatra, and Jack Gale, Gayles's partner in United Music



New York jazz days: (I-r) columnist Earl Wilson, Juggy Gayles, Woody Herman, Stan Kenton



Shown (I-r): Juggy Gayles, Harry Belafonte, Gayles's wife Rudy

"The Hucklebuck," "I Won't Cry Anymore" and "Somewhere Along The Way."

#### All-American Face

"Then I split from my partner, and got into the record business, working for Jerry Blaine at Jubilee," relates Juggy. "My first project there was Della Reeses, and I remember taking her to Philadelphia for 'American Bandstand.' Diek Clark said, 'Juggy, I'm probably going national with my show,' and I told him, 'Dick, you can't lose. You're like Pat Boone, you've got the all-American face.' He loved that

"I stayed with Jubilee through the Della Reese thing ("And That Reminds Me") and the Don Rondo thing ("White Silver Sands") until

Jerry gave me a DCM - Don't Come Monday. That's how you used to get fired, and to this day, I still use the expression."

Juggy's next gig was at Carlton Records, where Joe Carlton taught him the importance of sales – lessons he's never forgotten. "You see promotion men working for companies today, they don't know sales," he says. "But you can't promote unless you do."

Carlton was "the smartest man I've ever worked for, bar none," adds Juggy, although he smiles at the thought of one particular incident in 1988. "I remember going out on the road with a Jack Scott record called 'Leroy.' I went into Pittsburgh, Cleveland, Detroit, Chicago, Milwaukee, and by the

time I got into Minneapolis, I saw that we were on the wrong side.

"I called Joe to let him know, but he said, 'Juggy, don't fuck around. We finally hit the charts and you're telling me to turn the record over?' I said, 'Joe, do you want to sell 100,000 records or do you want to for a million?' He said, 'Juggy, don't do it — I'm telling you.''

#### Scott's Flip

"So I said, 'Fine, Joe, I'll see you when I get back,' and I went on to Des Moines, Memphis, New Orleans, and Atlanta. By the time I came home, the flipside was on its way. And the first thing that Joe did was give me a \$5000 raise for the year." The Jack Scott flip? "My

True Love." The record did go on to sell a million.

While Juggy was working for Carlton, one of his United Music copyrights got a new lease on life. "Bernie Lowe had Cameo Records out of Philadelphia, and he had Chubby Checker's "The Twist." Then Bernie did an album on Chubby, and "The Hucklebuck' was in it. Joe and I were sitting at the bar at Al & Dick's, and I shouted, "Hey Bernie, what's your next release?" He said, "You've got "The Hucklebuck" in there. Why don't you force it out?"

"Now, my company was dormant at that time. It was a good way to make money: there were no expenses, and we were just collecting the mechanicals and the ASCAP performances. So I called Milo Hamilton at WIND, which was the powerhouse station in Chicago at that time, and said, 'Hey, Milo, I need you.' He replied, 'What for?' I said, 'There's a cover of

"There's no difference in promotion today compared to yesterday. It's just getting to know people. There's no contact like a personal contact."

-Juggy Gayles

"The Hucklebuck" on the Chubby Checker LP. Will you start playing it? He said, 'Why, is it he next single?' I said, 'No, but you can make it the next one.' So he started to play it, the local distributor got the calls, and out came the record." And for United, more mechanicals and ASCAP royalties.

"You could bust some things out in a hurry in those days," tells Juggy, "and seeing all these things then did me a world of good later, when I worked at Atlantic. I remember going out late in 1966 with two white labels, one by Bobby Darin ("If I Were A Carpenter") and the other by Sonny & Cher. All I did was go to two cities, Cleveland and Detroit. Cleveland PD Bob Smith came by the Sahara Motel, we had breakfast, and he said, "What are you in with?" I showed him the two records, and he said, 'Fine, you're straight."

#### **Always Winners**

"I left Cleveland after I covered it with my white labels, and went into Detroit. At that time, Paul

Continued on Page 40

# ATLANTIC SALUTES GEORGE, JUGGY AND MOE FOR HELPING ATLANTIC MAKE HISTORY



## Promotion In Motion — For 50 Years

Continued from Page 38

Drew was the kingpin at CKLW. I went to him and said, 'Paul, I've got two big winners.' See, I never yelled the word 'smash'; to me, they were always winners. Paul said, 'You got it.'

"So all I did was go to Cleveland and Detroit. The whole thing might have taken three or four days. I came back and I remember Sheldon Vogel coming down to ask, 'Juggy, you're the fair-haired boy; what happened?' I said, 'Nothing, Shel. I got lucky.' They gave me two good pieces of property, I went to two good cities, and that was it. And the two records busted out immediately. So it didn't have to take that long."

Understandably, Juggy has a fund of Atlantic stories, and considers the mid-to-late '60s to be the company's golden era. "I went to work there in 1965." he says. "The year before, they'd done \$4 million. In '65, they did \$8 million, in '68 \$12 million, and when I left at the end of 1969, they were doing \$50 million. Those were the years!"

"There's nothing new; the wheel just keeps turning around and around. And me? I'm never going to get old. If I work, I never get old."

— Juggy Gayles

At that time, Atlantic was independently distributed. "When I would go into a city," says Juggy, "my legs were the promotion man for the distributor. I'd call to tell him I was coming in, to fix lunches, dinners. And that's what they would set up all along for me. I used to say it was like guerrilla warfare — we'd take four cities one day, five cities the next. We didn't have to worry about P-1s, P-2s or P-3s. Your P-2s and P-3s were lucky if they could get on our mailing list. Today, it's another story."

#### Cleveland Butterfly

Juggy remembers the shift from AM to FM: "There was a new type of music coming in, and I knew that the AMs didn't want to play it. Like Iron Butterfly. The first city in the entire United States that asked if I could get Iron Butterfly to come in was Cleveland. Now they're all fighting about where the Rock & Roll Hall of Fame should be. If you ask me, it should be either New York or Cleveland."

Juggy was an early Led Zeppelin fan, too. "When we got a test pressing. I knew immediately it was going to bust out. We had a distributor meeting in Freeport in January 1969.; and like I said, everything depended on the distributor. They had to believe in you, and you had to have good product.







Shown during the '40s with an economy-sized bottle of "superior rum" are famed songwriter Sammy Cahn (left) and Moe Preskell



Pictured (I-r): Moe Preskell, Annette Funicello, Preskell's wife Sofie

"I was sitting with a girl named Margie Celt, who worked for Amos Heilicher, and I said, 'Margie, load up on this - it's going to be a big one.' And if you bought at the meeting, you got an extra 10%. It was \$2.50 an LP, so you got another quarter. That was big money. And said to Paul Glass, my Chicago distributor, 'Paul, are you listen-ing?' And he said, 'If Juggy tells me to load up. I'm going to load up.' And he knew he could save a quarter on every record. You know, they may have ordered 20,000-25,000 LPs right there. You want to see the figures? I've got the sales records of Atlantic '65-'69. Sales and charts. We once had 18 records on the Hot 100. As far as I'm concerned, there wasn't another independent like Atlantic at that

Juggy left the label in 1969 to handle promotion for Morris Levy, then Bob Crewe. He was out of work for a while but returned to Atlantic in 1972 to do local promotion in New York. "It was Jerry Wexler's ex-wife, Shirley, who got him to bring me back," says Juggy. "In fact, I got \$10 a week more working for them locally than I was making as part of the big national team in the '60s. You see, Jerry Wexler never used to give raises. He was known for it."

#### New York Groove

In '73, Juggy went independent, and has stayed that way since. "Look, people respected me," he says, "and when it comes to New York, nobody knows the city better than I do, especially when it comes to radio. You're looking for demographics? I'll give you demographics

"I went to Z100 PD Scott Shannon. When he sees my son and I walk in there, he comes over and picks our brains. He won't speak to too many guys, but we know this city. And I told him about this Atlantic series, 'The Best Of Wilson Pickett,' 'The Best Of Sam & Dave', and so on. I said, 'Scott, look at these things, because I'll tell you which ones will get listeners in New York. Maybe you'll get listeners, and maybe you'll get some old listeners. 'See, this is where I may be of value to certain people over the years.

"That was my credo. I knew the jocks out there. You could sit and

"I never bypassed any of the so-called little jocks at the stations, because you never knew where they were going to be."

- Moe Preskell

talk to people, and most of the guys got to know me pretty well. In those days, you wanted to get people to take a shot with you. If you had the credibility, they went with you. I was very close to George Wilson, for example. When I told him something was going to be a hit, be didn't have to ask.

"It's the same as today in New York with the companies I work for. When I know they're going after an artist, I'm not going to let up. I can sit with Scott Shannon or Frankie Blue, and they believe me. The same with Larry Berger or Lisa Tonacci. If you've got the credibility, you stand a shot."

#### 'He's A Shark'

Aside from working projects for various labels, Juggy is involved with indie Sleeping Bag Records with his son Ron Resnick and partner Will Sokolov. "They run it. All I've got is money in there." he says. Is he happy that Ron's in the business? "Sure — I had him in the business a long time ago. He left it for a while and went to San Francisco, but I'm thrilled with what's doing now because he's good. He's a shark, not like me!"

So at age 72, Juggy Gayles remains as involved in the music industry as he was 50 years ago. "III didn't like what the hell I was doing, do you think I'd be doing it? My creativity is that I can help build somebody. Look, it's the same as when I was a music publisher. You had to be an editor. I'm not a Joe Carlton or a Jerry Wexler, who had the American language at their fingertips, and I can't write music. But you had to be an editor.

"It's still the same today. The edit and the mix is the big thing in the record business. So there's nothing new; the wheel just keeps turning around and around. And me? I'm never going to get old. If I work, I never get old."

#### Hamburger, Hamburger

"It used to be a beautiful feeling to go out on the road, and you'd meet other promotion men and congregate. I remember being up at WERE/Cincinnati at 2 o'clock in the morning — the guy at the sta"It was like guerrilla warfare — we'd take four cities one day, five cities the next. We didn't have to worry about P-1s, P-2s or P-3s. Your P-2s and P-3s were lucky if they could get on our mailing list."

- Juggy Gayles

tion was Clark Reed — and all the promotion people would be there. Everybody brought a hamburger when they came in, and by the end of the night, we'd have hamburgers up to here."

The diet may have been predictable, but Moe Preskell has nothing but good memories of promoting music and artists across the USA, and across four decades. "My wife Sofie was the one who minded the traveling." he acknowledges. She says, 'Moe didn't bring up the kids. I did.' But it was a way of life at the time, and that's the reason I got to know all the people I do know."

In the '30s, however, the names Moe first worked with didn't belong to the entertainers of the day. Instead, they were Revlon, Elizabeth Arden, Guerlain, Helena Rubinstein — the major cosmetic companies. He owned and operated his own business, Apex Display Corp., which handled advertising, window displays, and package designing for those firms.

What led him to show business was a pre-World War II connection with entrepreneur Lou Levy, who was then personal manager of composers Sammy Cahn and Saul Chaplin, and the Andrews Sisters, among others. Working for Levy, Moe handled all the artists' personal appearances, as well as national exploitation, advertising, and promotion.

#### Al & Dick's

After the war, he again worked for Levy, joining Leeds Music in charge of promotion, production, sales, and advertising. "Lou and Sammy Cahn used to come up to my office all the time," recalls Moe, "because they loved to see the artwork I was doing." In 1952, he opened his own small advertising agency, based in the Brill Building. "I was doing the song sheets for all the publishers, and eventually got to know most of the people. The 5 o'clock hangout was Al & Dick's Restaurant, where everybody congregated to discuss the music business."

The ad agency expanded into music publishing when Paul Cohen of Decca Records called Moe at home. "He's one fellow who never got the credit he deserved, because he was responsible for Nashville music. He was the A&R man who found Red Foley, Ernest Tubbs, Brenda Lee — people of that caliber — and created a great country field for Decca. Anyway, I was doing my artwork one day, and he

Continued on Page 42

40/R&R FRIDAY, MAY 9, 1986

#### A Tribute To

# HERB ALPERT & JERRY MOSS

Of A&M Records

Century Plaza Hotel · Los Angeles

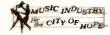


DINNER CHAIRMAN Gil Friesen · A&M Records

NATIONAL CAMPAIGN CHAIRMAN Tim Neece · Tim Neece Management VICE CHAIRMEN

Harold Berkman · Music Express
John Frankenheimer · Loeb & Loeb
Robert Gold · A&M Records
Alex Hodges · International Creative Mgmt., Inc.
Zach Horowitz · MCA Records

Proceeds to be used for capital projects at the City of Hope National Pilot Medical Center



GENTLEMEN:  PLEASE RESERVETABLE(S), (10 PERSONS TO A TABLE) OR P FOR THE DINNER HONORING: HERB ALPERT AND JERRY MOSS.	TRIBUTE JOURNAL RATES  (Please doese various selective)
INNER CIRCLE (PREFERRED SEATING)  CONTRIBUTION: S500 PER PERSON—S5.000 PER TABLE OF TEN  GENERAL RESERVATIONS  CONTRIBUTION: S300 PER PERSON—S2.500 PER TABLE OF TEN  I CANNOT ATTEND THE DINNER. BUT PLEASE LIST ME AS A CONTRIBUTOR  (CHECK.ONE)   FOUNDER (\$1.000)   PATRON (\$500)   SPONSOR (\$5	□ BACK COVER S15.000.00 □ SILVER PAGE S1.500.00 □ MISIOE COVERS S10.000.00 □ WHITE PAGE S1.000.00 □ PLATINUM PAGE S5.000.00 □ ONE-HALF PAGE B½" X5½" (VERTICAL) S 800.00 □ GOLO PAGE S.2.500.00 □ ONE-QUARTER PAGE [½½" X5½" (VERTICAL) S 500.00  PRINTER'S DEALINE FOR AD CDPY—MAY 23, 1986  IMPORTANT: FINISHED PAGE SIZE IS 8½" WIDE (HORIZONTAL) BY 11" HIGH (VERTICAL)  ADO ½ INCH FOR BLEED AREAS.
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#### RECORDS

# Promotion In Motion — For 50 Years

Continued from Page 40

called and said, 'Moe, I just recorded Al Alberts on a song called "Bandera," written by Hal David and Leon Carr. I think we should get into publishing. You know everybody in the music business, why don't you get involved as my partner?'

"I said, 'Paul, I'm an artist, I don't want to get involved.' He said, 'No, we'll do it, we'll start a company. You get 50% and I'll get 50%.' So I agreed. We went into a bar to have a drink, and there was a bottle of Bluegrass Liquor, so we called the company Bluegrass Music. I got more involved with the music than the artwork."

Moe also found a company in Ocean City, NJ, called Top Tunes. "A fellow who was in real estate had gotten drunk one night, and a bandleader who was big in the Philadelphia area, Billy Dukes, talked him into the music business. So I bought it from him."

#### Moe's Songs

Among the Preskell copyrights were Ernie Kowacs's theme "Oriental Blues," "I Cried," "You're Sixteen," and "My Special Angel." But Moe was later obliged to sell the firm to pay medical costs for his emotionally disturbed son. "I sold it to Ed Silvers, who was then with Snuff Garrett, for \$40,000. He sold it about five months later for \$80,000 or \$90,000."

After working for Bob Merrill, Moe took a post with Walt Disney Productions as it branched out into records with the Disney and Vista labels. "I remember getting a call from a jock at KQV/Pittsburgh, Chuck Doherty, who said, "Moe, I've got a song here I'm playing. I don't know where I got it, but it'd be a great thing to pick up.' I said, 'Swell, send it to me.' I heard it and thought it'd be great for Connie Francis. After talking about calling

Connie, I realized that Disneyland .
Records needed a pop artist.

"We were only involved with soundtracks at the time, so I called our A&R chief, Tutti Camarata, and said, 'I'm sending over a piece of material, "Tall Paul." See if Annette can do it. I think we can launch her: she gets the most mail of any of the Mouseketeers, she's got a big range, and the song itself is great.' He called me back and said, 'Moe, I think you're right,' and went in and recorded it.

"Now my boss, Jimmy Johnson, was in Europe at this time, and when he came back and played the record, he called me and said, 'What's wrong with Tutti? You

"You know Walt won't go for it. He's not going to take one of his Mouseketeers and make her a rock & roll star." We'll get into trouble and he'll close the place down.'"

-Moe Preskell

know Walt won't go for it. He's not going to take one of his Mouseketeers and make her a rock & roll star. We'll get into trouble and he'll close the place down."

#### Out On A Limb

"I said, 'Jimmy, we've got to have something to launch our company. We can't do the same business with just soundtracks.' I told him the performance money would more than pay for the recording, and I turned the copyright over to Disney. 'All right,' said Jimmy, 'let me go out on a limb.'

"Well, the record became a smash, and I got a letter from Walt

and Roy Disney: 'Moe, enclosed you'll find a check as a little token of appreciation for creating a new artist for our label.' They sent me \$100, and even took the tax off. I told Jimmy, 'I'm going to screw up your whole bookkeeping — I'm never going to cash this check.' He said, 'Moe, we'll all get into trouble.'''

Preskell traveled extensively with Annette. "I was constantly on the road, with one cab for her luggage and another with her school-teacher and mother. It was quite a chore." The cross-country treks brought him into contact with hundreds of radio people, but when Disney asked Moe to move to California permanently, he declined and took over national promotion for Kapp Records.

"Dave Kapp was one of the peers of the record business," observes Moe. "He had a sense of dignity about him, and he had a feeling for the music. He would record exceptional, outstanding talent that he felt had mass appeal." An example Moe cites was Jack Jones, with whom he also traveled extensively in launching the singer's disc career. "By the time we got back, we knew we had established a new artist. He was personable, and he didn't bypass anyone. And that was always my philosophy. I never bypassed any of the so-called little jocks at the stations, because you never knew where they were going

Just such a person was Paul Drew, who Moe remembers meeting "at a little closed-circuit station on the Georgia Tech campus, spinning records for the college students" years before he became a prominent programmer. "There was the unbelievable Tom Clay of WJBK, a big factor in Detroit, who later created a stir in Los Angeles by telling his listeners that if they had any problems, to call the local chief of police, whose private num-

ber he gave out over the air.

"I also recall meeting one of the most beautiful, talented individuals in the business, Harold Childs, who was then a Philadelphia distributor's promotion man. When Jerry Moss was in promotion on the West Coast, I'll never forget him taking me on a promotion tour to San Diego. And the president of A&M today, Gil Friesen, was my promotion man in California when I headed the Kapp promotion staff."

They were, Moe agrees, exciting years. "I'll never forget Cleveland one time, when I was having dinner

"Programmers ask,
"Where is it happening?"
Well, it can't happen
unless you're the judge,
eyes, and ears of your
audience. That's what you
were hired for because
you have a sense of the
marriage between the
lyric, the music, and
the artist."

-Moe Preskell

at the Versailles Hotel on Euclid. There was a phone call which I picked up in the lobby, and as I answered the call there were two girls nearby at the reservation desk checking in.

"Well, a guy walks out of the restaurant and unloads about six bullets into one of the girls, who fell across my feet. As she lay there, dead, and I was completely in shock, the guy asks me for a cigarette — and I don't even smoke. Then the cops whisked him away, and I didn't wait around to find out what the hotel had in store as an encore."

On another topic, Moe reminisces, "You can't cement a relationship with everyone you meet through the years, but you can try. And I think it's sacrilegious that when a PD or an MD loses the title in front of his name, he also loses the phone calls from the same people who used to beat his doors down to get him to play a record. They forget he ever existed. That's a terrible feeling."

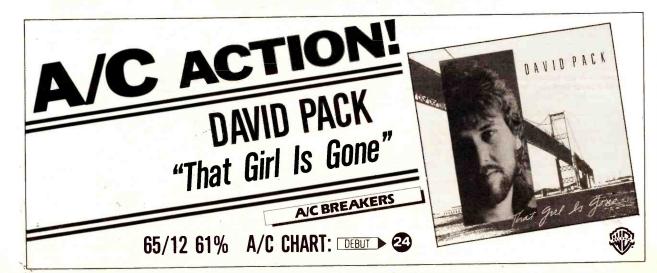
#### Go For It

If the business hasn't changed much in that respect, says Moe, it has in terms.of programming. "A lot of the jocks used to have the liberty to play a record they felt was the kind of thing people wanted to hear. When they had a meeting, it wasn't only between the MD and the PD; everybody was involved. There was a 'let's go for it' attitude, that if this one doesn't happen there's another one behind it.

"They exposed a lot more records than they do today, and they went out on a limb. Bill Randle and 'Yellow Rose Of Texas' was one of the prime examples. I don't think a lot of people wanted to play the record, and yet Bill felt it was something his audience would like to hear. Needless to say, the record became a very big hit.

"We lose sight of that a lot of the time. Programmers ask, "Where is it happening?" Well, it can't happen unless you're the judge, eyes, and ears of your audience. That's what you were hired for because you have a sense of the marriage between the lyric, the music, and the actist

"Many MDs or PDs lose sight of their own area. They look at the Back Page of R&R, and by virtue of the artist's name value, they'll put it on — many times without even hearing it. But you can have a hit in your market, while that rec-



#### RECORDS

ord may never see the light of day anywhere else. The people you're playing a record for don't care what's #1 in California or know what's #1 in New York. All they hear is what you're putting in their ears."

When Kapp, too, moved to California and Moe wanted to stay in New York, he joined ABC/Dunhill. "I remember Jay Lasker asking me if we'd have a problem getting play on 'MacArthur Park' by Richard Harris. I said, 'Jay, if the record has got it in the groove like we hear it, it's worth the shot. He asked if we should cut it down, and I said, 'If you do that, you're taking the guts out of the song. It's also not what Jimmy Webb wants: he wants it whole, the way he wrote it.''

#### **Sunshine State**

"I took the record out, and after the third week of working it, people started to respond. But a lot of jocks told me, 'If I play this record, I'm taking another record away.' I said, 'If you hear it and think it's good enough, you shouldn't limit it for that reason.'"

Moe left ABC upon that label's move West, taking an offer "from a fellow by the name of Charles Hansen, who was then doing all the music book printing for schools. He asked me to come to Florida where he had this plant, and so I moved there to do all his artwork."

A stint selling Disney merchandise again to major department stores in Florida followed. "Then one day I got a call from Henry Stone, who said he wanted me to listen to a song he'd just recorded. I said, 'Henry, what the hell good am I? I've been away from the business for years.' He used to be my distributor when I had the Disney line."

Stone prevailed, Moe listened, and told him, "It's great, you've got a smash. Find someone to promote it and go for it' He said, "There's no one in town. Why don't you do it? Why don't you come in after you finish work; you don't work all day."

"So I started coming in there around three or four o'clock, using a little room in the back where, when it rained, I had to put a pail down to catch the drops. No air conditioning — nothing — and one WATS line. So Henry walked in one day and said, 'How we doing?' I

said, 'Henry, I must have made 12 calls. Your WATS is being used by

"I'm 75 years old, and the whole business kept me young."

-Moe Preskell

people in your distributorship.' So he told me to use the regular phone, and I kept calling out. Finally I got to maybe one guy I knew. We'd go through the routine 'Send it to me, Moe.'

"As the weeks went on, I started picking up more people that I knew. I got back in the swing, and the record took off." It was "Rock Your Baby" by George McCrae.

#### 'They Kept Me Young'

Moe has since retired, but was dramatically reminded of his many years in promotion — and the many people he got to know—when he went into the hospital last November for the removal of a brain tumor. "The people in the industry were just unbelievable," he says. "I couldn't have come through it without the prayers, the cards, the flowers. My doctor said, 'I'm going to stop coming into this room, it looks like Campbell's Funeral Parlor.'

"It really was incredible: letters from people I haven't heard from in years. They kept me young. I'm 75 years old, and the whole business kept me young."

# George Furness: A Role In The Birth Of Rock



Atlantic Brain Trust: (I-r) George Furness, Nesuhi Erlegun, Ahmet Erlegun, Jerry Wexler



George Furness and Pat Boone



Pictured (I-r): Then-RKO National PD Paul Drew, George Furness, Robert Plant



Pictured at a farewell party for longtime Atlantic promoter John Fisher are (I-r) Atlantic's Johnny Musso (now Scotti Bros. Records President), RKO programming architect Bill Drake, Atlantic Chairman, Ahmet Ertegun, Fisher, RKO National MD Bernie Torres, and Furness.

Mention the true veterans of national record promotion, and George Furness's name comes to mind. Few know him as well as Juggy Gayles does. "When George and I worked for Atlantic Records," he observes, "I thought we were the best one-two promotion punch in the entire country."

Both men came from the Brownsville section of Brooklyn, and both were song pluggers in the 1930s and '40s. Furness graduated to to that profession from playing piano for what Gayles calls the "Mickey Mouse" bands of the day. "He was a good player, and he'd rehearse various singers for the era's radio broadcasts, like the Lucky Strike 'Hit Parade.' He'd rehearse the people that came up there on all the songs that Robbins Music published."

#### Playing For Frank

Furness also worked for Sinatra while at Robbins, according to

Gayles. "I remember one time when Frank went to Gary, Indiana for a benefit show, he took George out to play for him."

Furness moved to Broadcast Music Inc. soon after its inception in 1940 before he and Gayles were employed by the same firm, Carton Records. "Joe Carlton was, like, on a roller coaster," says Gayles. "When things went well, he'd give you a raise. If it got a little cold, he used to say, "Let's cut back." And I remember him saying to us, 'Look, you've got to tell your ous, 'Look, you've got to tell your

families they have to change their way of fiving.' And George looked at me, and looked at Joe, and said, Joe, I have to tell my children now they can only have two meals a day instead of three?"

Gayles and Furness became even stronger partners in promotion at Atlantic Records from the early '60s on. "He was a delight to work with and was one of the hardest-working guys in the business," says Gayles. "He used to tove to travel on the road, while I used to duck it. He would fight for his tours like there was no tomorrow.

"I remember him arguing with a radio guy in Cleveland. It was when Atlantic had 18 records on the top 100, and we must have had seven or eight songs playing on that sta-

tion. George was insisting on another record, and the guy was saying, "It's new, I'm not that crazy about it. Let's see what happens with it." George says, "But it's a hit." The guy asks, "Where?" George replies, 'Everywhere.' The guy asys, "That's what I'm asking you: where?' And George replies right back, 'That's what I'm telling you: everywhere.' That's how George was. When he had it, he wouldn't let up."

#### Freed In New York

But Gayles's most significant recollection of Furness concerns the so-called "father" of rock & roll: Alan Freed. "George was the one responsible for Freed coming to New York," he says. "He and I were sitting in Alan's office in Cleveland one night. There were

four of us, in fact: George, myself, Alan, and his second wife, Jackie. He'd just gotten off the air.

"Well, George picked up the phone and called a guy named Bob Smith, who was the PD at WINS/ New York, and said, 'Bob, if you're looking for someone, I've got the man for you: Alan Freed.' 'How can I hear him?' Smith asked, and George said, 'He has a syndicated show in New Jersey. You can listen that way.' Smith was working for Bob Leder, who was the station manager. And that was the beginning of Alan Freed coming to New York."

George Furness, suffering in recent years from failing health, now lives in Milwaukee near his daugh-

### **CONTEMPORARY HIT RADIO**



JOEL DENVER

#### **SHANNON REBOUNDS**

# **Z100 Takes NY By Storm And Surprise**

es, ladies and gentlemen, moms and dads, and boys and girls in rock 'n' roll radioland: this is our quarterly Z100/New York column! But not just any column – it's a column overflowing with deep meaning and sincerity. Put your hands on the radio and feel the warmth of PD Scott Shannon's sincerity! Can we have an Amen? (Amen!) How 'bout a Hallelujah? (Hallelujah!)

Now that we've gotten that out of the way, there are a lot of great reasons to look at this volatile situation once again. New York is not only the number one market in America, it's been the site of a hard-fought struggle between Z100 and WPLJ. Moreover, a reversal of Z100's potentially detrimental ratings distortion/delisting problem with Arbitron has just been resolved.

#### Sales Manager's Dream

It's also interesting to note that not only has Z100 regained market leadership, but it's the first time since the winter 1983 book that a non-Urban station was number one in the cold-weather sweep. In that survey, WINS beat WKTU 5.45.2. "This is a real difficult book to win," said Scott. "It was a stunning victory, not only for us personally, but also for the CHR format."

Z100 has generated what my predecessor John Leader once called "a sales manager's dream." Despite having to introduce a new partner for the Morning Zoo in Jack Murphy and overcoming some tremendous psychological/ emotional obstacles from the slide in ratings (not to mention the possiin ratings (not to mention the possibility of delisting), Scott and his staff came through.

Not only have they grabbed top honors in the 12+ category moving 5.6-1 (while WPLJ slipped 6.0-5.5, third behind WRKS's 5.5-5.6), the Z-Morning Zoo is the number one music morning show as well. "Demographically it's our best book ever, capturing number one adult demos 18-34, 18-49, 25-49, and 25-54. We are less than a share away from being number one teens, just behind WRKS."

#### Yesterday's Newspaper

Scott talked about what this winter survey meant to him personally, the staff, and parent Malrite. "It's been a long, lonely 90 days for us. Everyone had counted us out. This was truly an uphill battle for everyone, from (Malrite Chairman/CEO) Milton Maltz to (VP/GM) Dean Thacker to me, the airstaff, and even the phone operator, because almost everyone had deserted our corner.

"The problems arose when we dipped in the last book, when WPLJ beat us. Everyone was offering their opinion as to why we were now over. Other stations' air

"We updated and streamlined our music selection, getting rid of stale or burned-out titles. We picked up the pace of the station in both music tempo and on-air intensity. Everything took on a rejuvenated, refreshed intensity."

personalities in the market were calling us a fad. In one of the trades I read where another major market programmer said something like, 'I always knew Shannon couldn't stay successful with anything over two years.'

"Another article interviewed various PDs who openly discussed my programming methods. Most of them were critical," he lamented. "For me it was just kind of strange that for two and a half years, we were more or less a prototype for the format, in some folks' eyes. Then we have a dip and are no longer hip. 2100 was yesterday's newspaper — washed up."

#### A Tight Unit

Scott found out that it's a cold world out there. When you're on your way up they cheer ya, when you're on your way up they cheer ya, when you're on your way down they jeer ya. "Then along came the Arbitron dispute; it was about halfway through the book when we learned of WPLJ's complaint. The following morning we found out someone had distributed copies of Arbitron's letter to us and WPLJ acknowledging the complaint. R&R learned of it before we did! It was just disappointing to see everyone act so childish about the matter.

"I really don't want to get into all of the specifics, because in the end we want to avoid the dirty laundry aspects of the situation. We are just happy things have been resolved. We can now get on to what we do the best, and that's doing great radio."

Scott's feelings on being number two have already been established in past articles. But this particular Arbitron incident triggered a variety of reactions within Z100. "I'm certainly not fond of being accused of playing dirty pool," he stated. "At first Lwas sad, then I got mad. From there it changed to determination. Everyone involved with our operation felt the same way and worked together closely to achieve victory and vindication. We really had a tight unit here."



It's the latest print of the Z100 Morning Zoo! Shown (I-r): Public Service Director Johnathon B. Bell. Zoo Keeper Scott "Clean Shaven" Shannon, News Anchor Clair Stevens, Baby D.J. Captain Kevin, and Assistant Zoo Keeper and newest member Jack Murphy.

#### **Lonely Feelings**

In a similar situation at other stations, this might have been the straw that broke the camel's back. Delisting could have had a disastrous impact on the bottom line. It could have rippled into everyone's careers at 2100.

Scott said, "Everyone at Malrite and at Z100 took on an attitude of intensity, determination, and confidence. It would be a real lie to tell you the slings and arrows simply bounced off our skin and didn't bother us. Of course it did. We all felt the mud being thrown at us. It's safe to say they (WPLJ) did more good to us than harm in the end. It helped us achieve the desired goal of being back on top. The loneliness of finding people who we thought believed in us (not being there) simply brought us closer together as a staff.

"It would be hard to ask for any more support than what I got from bean Thacker. There was support for what we were trying to accomplish and overcome from Milton Maltz. (Radio Division President) Gil Rosenwald, (VP/Programming) Jim Wood, and from the other PDs in Malrite. This support meant as much to me as the actual outcome of this siege."

#### **Back To Basics**

Well, you don't improve your ratings on good vibes alone, although it's a necessary element of success, so I questioned Scott about what formatic adjustments he's made to Z100 to improve his standing.

ing.
"(Operations Manager) Shadow
Stevenson, (MD) Frankie Blue,
and I sat down for a whole day and

"It's been a long, lonely 90 days for us. Everyone had counted us out. This was truly an uphill battle for everyone

... because almost everyone had deserted our corner."

tore everything apart. We examined music monitors, music research, and various other data and made a decision to strip Z100 down sound-wise. We simply created a cleaner, updated version of the original Z100. No great mysteries; the formatic improvements were all pretty basic."

One of the overall criticisms
Scott spoke about earlier was that
Z100 had gotten very passivesounding and was playing too
many oldies. In an effort to make
the station more exciting, he said,
"We really did get aggressive
again on our music. Our music.
policy has always been the same
right along. Our aggressiveness
has fluctuated depending on the
sound we want and the available
product."

#### Streamlined, Refreshed

"We updated and streamlined our music selection, getting rid of stale or burned-out titles. We picked up the pace of the station in both music tempo and on-air intensity. Everything took on a rejuvenated and refreshed intensity.

"As part of letting the audience know how badly we wanted to be number one again, we openly dis-Continued on Page 46

**Choice Comments** 

Once it's in ink, it's hard to deny! Over the last several years the verbal gunfire has been pretty heavy between Z100 and WPLJ. Here are a couple of past and current quotes pertinent to this ratings war.

On beating Z100 in the fall '85

Dook:
"Whenever we make changes
they are infliated from within, not
without. I never let the competition
program WPLJ. As a result, I've
never paid attention to Scott's insults and on-air tactics. I spend my
time listening to our morning

—Larry Berger (R&R, 1-17-86)

On beating beaten by WPLJ in the fall '85 book:

"I basically trained Larry Berger and the rest of the market. Larry learned his lessons well. He's twice the PD he was two years ago. The next three months will be the busiest of Larry's life."

- Scott Shannon (R&R, 1-17-86) On Arbitron's decision to list Z100 in the winter '85 book:

"This survey will always have a bad smell about it."

- Larry Berger (New York Daily News, 4-23-86)

On being relisted in the winter '85 book:

"Any programmer worth a damn knows that a ten-second remark couldn't possibly alter, this or any other survey. Anyone making a remark like that is either lying or just plain stupid. Most likely the former,"

- Scott Shannon (R&R, 5-9-86)

# THE ARISTA GOAL CARD. DON'T BROADCAST WITHOUT IT.



It's the mark of distinction among those in the know.

The Arista Goal Card says that a hit record has arrived.

Like these three new releases:

#### GTR. "WHEN THE HEART RULES THE MIND"

Already ruling AOR...and conquering Top 40.

Already playing:

94Q — B93 — KHTR — WHTT — Q105 — Y108 — WAVA — WBLI — KKRZ — WMJK — WMMS — KWK — K106 — 195 WRNO — B106 — 92X — FM100 — KLPZ.

R&R AOR Album: 13\* to Billboard — Debut album 74\*
R&R Hot Tracks: 18\* to 11\* to R&R 135/63 2nd Most Added

# JERMAINE STEWART. "WE DON'T HAVE TO TAKE OUR CLOTHES OFF"

The word is-emphatically-out!

This is one well-dressed record that continues to draw admirers.

WMMS — JOHN GORMAN "Local dance clubs and MTV gave this one away. The second it hit the turntable I knew it was destined to be big. How did the company let this one go so long?" DON IENNER

"Because we were laying a base
— timing is everything."

WPHD — JOHN HAGER
"We added this one off of club
action. Good record."

BJ105 — Brian Thomas
"Immediate positive response and phones and from our test airplay last week."

Area. Phones have been on fire since we began testing the record last week!"

93FM — PATTY HAMILTON

FM102 — CHRIS COLLINS
"First day play created Top 5
requests. The song should go Top
5-Smashola!"

KMEL — KEITH NAFTALY
"A positive and timely message
for the sexually obsessed Bay
Area. Phones have been on fire
since we began testing the record
last week!"

93FM — PATTY HAMILTON
"The record was added at 93FM
two weeks ago because of sales
and requests."

#### Krokus, "Schools Out"

The summer officially starts on May 19 when Arista unleashes this classic blow against higher education. Krokus takes this anthem to a new generation.

ARISTA.
THE SIGNATURE OF SUCCESS.

#### **CONTEMPORARY HIT RADIO**



# Z103 Cash Card Is A Winner

Who says you have to be in a big market to hand out big bucks? Z103 (WTHZ)/Tallahassee has reached deep into the corporate coffers to fund a direct mail piece called the "Z103 Cash Card," created by Women At Work.

The attractive four-color mailer contains the Cash Card (as seen here) and details on how to win the \$10,300 grand prize. From 6am-7pm, Z103 calls out card numbers, giving listeners ten minutes and three seconds to respond to win

**\$10**3.

The eight-week promotion urges listeners to hang onto the card for future Z103 contests and to listen for special discounts at various merchants around the city.

#### MOTION

WJFM/Grand Rapids rips off a couple of former WGRD staffers, including new PD Jeff Jennings and News Director Mike Keyworth . . .

Turi Ryder leaves overnights at WLS/Chicago for nights at KFRC/San Francisco . . . Vicki Sharp comes off the midday shift at KRNQ/Des Moines to become OM/MD under PD Doug Gillen . . . News anchor Todd Pettingale joins the morning team at WFLY/ . Ron O'Brien is out at OK95/Tri-Cities: afternoon man John Purdy returns and takes over MD duties, while John Travis joins for the evening shift ... WZPL/Indianapolis night rocker Steve Stiles acquires MD duties, replacing Charlie Brown KMEL/San Francisco all-nighter Ty Bell segues to middays at WAPI/Birmingham, replacing George Rivers.

Y108/Denver's "Bwana Johnny" joins the morning crew at KSND/Eugene ... Billy of WBCY/Charlotte's "Cattlah & Billy" exits, so now it's just "Cattlish For Breakfast" ... KZOZ/San Luis Obispo ups Steve Theroux to MD ... CHR loses 2103/Memphis and KO93/Modesto to adult rock formats ... Roger Nelson exits the MD spot at KBOZ-FM/Bozeman ... Gayle Hartmann is the new Promotions Director for KITY & KONO/San Antonio ... Steve Wall is appointed PD/MD at 99KG/Salina, upped from Promotions Director/AM drive ...

1100(WNFI)/Daytona Beach announces a new lineup: the I-waking crew of Marc Ross & Rick Jewell from WZUU/Milwaukee, MD/middays Tony Mann from WJAX/Jacksonville, PD Beau Richards on PM drive, 806 Mitchell in the evening, Trish Anderson at night, and Rick The "2" Man overnight.



BUZZARD WITH A HEART ON — Heart invaded the offices of WMMS/ Cleveland while passing through Cleveland. Ann & Nancy Wilson (front i-r) are covering the desk, while band members Denny Carmassi, Howard Leese, and Mark Andes make small talk with OM John Gorman in back.

# **Z100 Takes NY By Storm**

Continued from Page 44

cussed the situation on the air with the audience. We didn't lay any guilt trips on the listeners, but we let them know we let them down.

"Our frankness and sincerity resulted in hundreds of phone calls and letters from which there was some very valuable information, as well as support and criticism. For example, we found because WPLJ has made its morning show more like ours, there was some confusion growing between the two."

#### **More Selective**

In an effort to again draw a distinction between the Z-Morning Zoo and the 'PLJ Waking Crew, Scott took a lot of the chatter out of his presentation and upped the number of records played each hour, "We didn't do less personality, we just became more selective in the quality of the nonmusic elements. We made less time count more."

To further explore how this concept was successfully put to practice, Scott did something many others have tried — he went back to the past for a few answers. "Right after the fall book came out, I went home and spent hours listening to old airchecks of KHJ back during the days when Don Steele was on afternoons and Robert W. Morgan did mornings.

"These weren't airchecks you can buy today through any service; some of these I taped myself. What I studied was their ability to be super-entertaining with fewer words. Now, you're not going to hear our version of 'Boss Radio' on Z100. But listening to a successful example of what I was trying to accomplish helped me understand it."

#### More Music & More Fun

As far as on-air mentions and catchy phrases are concerned, there was little difference between books, with the exception of the increased use of WHTZ in combination with Zi00. Why? "When WPLJ began using 'Power 95,' it helped freshen them up a bit," said Scott. "People who've come in here and heard us use the term 'flame-throwing' think it's some sort of magical phrase. Like Zi00 or anything else decent-sounding, it adds freshness, and freshness is a positive point for your station."

"More Music and More Fun, WHTZ ... Z100," was one of the station's only liners or slug phrases. Rather basic, huh? Well how about this for a down-to-earth, top-of-the-hour ID? "Thank you for listening to WHTZ, New York's, #I radio station ... WHTZ, it's nice to be home again, Z100."

It's all part of Sott's plan to return to basics. "No fancy catch phrases right now. Maybe later. Too many PDs feel under pressure to come up with them, and in the process come up with something contrived-sounding instead of something with a strong appeal. I prefer to wait until I stumble across something. And I will."

**Direct TV Concept** 

Cash was a part of the promotional menu for 2100 during the winter book. The station didn't really do anything revolutionary, simply handing out \$5000 for the Song Of The Day for a few weeks and inviting listeners to send in their Free Money Cards — a simple contest asking name, address, phone, and when you listen to Z100. If the station calls and you've got it on, \$1000 is the prize.

"Our main efforts were focused on sounding up, happy, and having a good time," Scott explained. "A ten-second TV campaign emphasized our ongoing bumper sticker contest. We backed that up with increased visibility for our Prize Patrol in the five NY boroughs."

"I'm certainly not fond of being accused of playing dirty pool. At first I was sad, then I got mad. From there it changed to determination."

For the spring book Scott is utilizing TV more than at any other time to date. Using the unique "Direct TV" concept from Nashvillebased Filmhouse, Inc., Zi00 is running the "Free Money Birthday Contest." A 30-second TV spot, built into a light schedule (Sunday-

"We didn't do less personality, we just became more selective in the quality of the nonmusic elements. We made less time count more."

Tuesday, with a heavy blitz on Wednesday) directs the cume to tune in on Thursday mornings at 7:20am.

Scott reads a birthday, and the first person to call in with that birthdate, subject to verification, wins \$10,000. The amount escalates each week for six weeks, topping out at \$30,000 for a simple phone call! There are 11 different commercials so the viewer doesn't get burned on one spot.

#### **Back On Target**

At this point Scott waxed a bit philosophical on the business, and backed up a point I'd made several weeks earlier in an article titled "L.N.F.W.M.U.S." (Let's not forget what made us successful.) "It just seems a lot of programmers forget the basics. There's this feeling we have that things have to keep moving on. While I agree you've got to update, you can lose sight of why they tune you in. Our original concept at Z100 was entertainment. We're back on target now."

#### **BITS**

All Kinds Of Pleasures — WSPK/ Poughkeepsle is giving listeners their pleasure ... "Pleasure Palace," that is. In conjunction with Pepsi, the WSPK "Pepsi Pleasure Palace" will be awarded to one lucky listener, yielding over \$20,000 in wonderful prizes. It's actually a garden house stuffed with goodies, and WSPK listeners can call in once a daypart to win a key that might fit the door. The winner will receive the garden house, along with a hot tub, home securify system, stereo, albums, a microwave, and many other prizes.

Altoona Dribble — For the 17th year, WFBG/Altoona and a Penn State fraternity bounced together for Easter Seals last month. Several frat members stood on street corners pounding basketballs into the pavement as passers-by pledged amounts for the hours they kept it going. After 100 hours of heavy dribble, more than \$25,000 was raised.

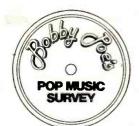
Cruising With You — Y106/Orlando Breakfast Clubbers Bill Cross and Jeff Cohen, along with the local "PM Magazine" crew, got listeners and viewers into the spirit of summer by broadcasting live from the Virgin Islands. For an entire week they stretched out on the tropical Caribbean sands broadcasting frolic and

fun, offering the same delights to the folks back home: every day, one lucky listener/viewer won a cruise.

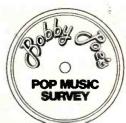
 Call Me — WSNX-AM & FM/Muskegon signed on the air with a CHR format that's city-grade over Grand Rapids. To facilitate the 50kw signal at 104.5 mHz, PD J.J. Dulling has installed a toll-free request line.

What'd You Hear? — Y100/Mieml is giving away trips, new cars, shopping spress, and over \$100,000 in cash in its "Last Record" contest. Random phone calls are being made throughout the Dade, Broward, Palm Beach, and Monroe counties. If there's a lucky listener on the line who knows the last record played on Y100, he wins the hourly prize. Y100 has given away several thousand dollars in cash and trips already, and will keep the goodies coming for the next few months.

• I Have My Scruples — How Many Do You Have? Q107/Washington is giving listeners a chance to air their morals and opinions on "A Question Of Scruples," an on-air version of the new Milton Bradley game. The object of the game is to predict how other players will react to real-life dilemmas; Q107 will set the stage for live competition. The best solutions will receive a free copy of the game.



# 15th Annual Radio/Records Seminar & Awards Banquet At The Marriott Airport Hotel—Atlanta, Georgia June 27-28, 1986



The only convention that honors the real stars of the recording industry: the radio & record executives! If you have a serious career in our industry, you cannot afford to miss this event.

#### **RECORD NOMINATIONS 1985**

• RECORD COMPANY OF THE YEAR '85 (CORPORATE)

Capitol...MCA...Atlantic...Columbia...Polygram...RCA...EMI America...Atco...Elektra...Manhattan

RECORD COMPANY OF THE YEAR '85 (INDEPENDENT)

Arista...Chrysalis...Sire...Geffen...Camel...Qwest...Scotti Brothers...Island...Private I...Modern

RECORD COMPANY PRESIDENT OF THE YEAR '85 (CORPORATE)
 Al Teller (CBS) Don Zimmerman (Capitol) Doug Morris (Atlantic) Jim Mazza (EMI America)
 Guenter Hensler (Polygram) Bob Kraznow (Elektra) Bruce Lundvall (Manhattan)

• RECORD COMPANY PRESIDENT OF THE YEAR '85 (INDEPENDENT)

Jack Craigo (Chrysalis) Seymour Stein (Sire) Gil Friesen (A&M) Ed Rosenblatt (Geffen) Bruce Bird (Camel)

Harold Childs (Owest) Jerry Greenberg (Mirage) Paul Fishkin (Modern) Johnny Musso (Scotti Brothers) Cory Robbins (Profile)

Ray Anderson (Columbia) Walter Lee (Capitot) Steve Meyer (MCA) Bob Sherwood (Columbia) John Betancourt (Polygram) Vince Faraci (Atlantic) Wargo Knesz (Atco) Neil Portnow (EMI America) Larry Douglas (Epic) Paul Cooper (Atlantic)

RECORD COMPANY EXECUTIVE OF THE YEAR '85 (INDEPENDENT)

Sal Licata (Arista) Skip Miller (Motown) Rick Dobbis (Chrysalis) Michael Leon (A&M) Al Coury (Geffen)

Denny Rosencrantz (Full Moon) Pat Pipolo (Camel) Bob Greenberg (Mirage) Dick Kline (21/Amor) Carol Peters (Pasha)

◆ VICE PRESIDENT PROMOTION OF THE YEAR '85 (CORPORATE)

Dick Williams (EM! America) Walter Winnick (Epic) Rich Fitzgerald (Warner Brothers)

Sam Kaiser (Atlantic) David Urso (Elektra) Jack Satter (Manhattan)

● VICE PRESIDENT PROMOTION OF THE YEAR '85 (INDEPENDENT)

Michael Lessner (Motown) Rick Stone (A&M) John Brodey (Geffen) Phil Quartararo (Island)

Michael Plen (I.R.S.) Ralph Tashjian (Private I)

VICE PRESIDENT R&BURBAN PROMOTION OF THE YEAR '85 (CORPORATE)
 Ernie Singleton (MCA) Jimi Starks (Epic) Hank Caldwell (Atlantic) Cortez Thompson (Warner Brothers)
 Varnell Johnson (Manhattan) Ronnie Jones (Capitol) LeRoy Little Jr. (Polygram) Michael Johnson (EMI)

NATIONAL PROMOTION DIRECTOR OF THE YEAR '85 (CORPORATE)

Stu Cohen (Warner Brothers) Dan DeNigris (Epic) Tom Gorman (Capitol) Frank Turner (MCA) Don Wasley (EMI)

David Leach (Polygram) George Chaltas (Columbia) Marc Nathan (Atco) Mike Becce (RCA)

NATIONAL PROMOTION DIRECTOR OF THE YEAR '85 (INDEPENDENT)

Rick Bisceglia (Arista) Bob Catanta (Island) Steve Resnik (A&M) Mike Krum (Scotti Brothers) Suzanne Emil (Sire)

Arthur Promoff (Geffen) Bob Gooding (Qwest) Rich Sargent (Lone Wolf) Denny Zeltler (T.C.) Tony Anderson (Arista)

NATIONAL PROMOTION EXECUTIVE OF THE YEAR '85 (CORPORATE)
 Kerry Wood (Polygram) Lisa Velasquez (Atlantic) Sandy Thompson (MCA) Marc Ratner (Warner Brothers)
 Shelley Green (EMI) Nan Fisher (MCA). Barbara Seltzer (Atco) Susan Levine (Manhattan)

NATIONAL PROMOTION EXECUTIVE OF THE YEAR '85 (INDEPENDENT)
 Sean Coakley (Arista) Marko Babineau (Geffen) J.B. Brenner (A&M) Kevin Sutter (Chrysalis)
 Steve Lake (Scotti Bros.) Al Cafaro (A&M) Bruce Schoen (Arista) Fred Scotti Jr. (Scotti Bros.) Kathy Kenyon (Island)
 NATIONAL AOR PROMOTION DIRECTOR OF THE YEAR '85 (CORPORATE)

Bill Bennett (Epic) Bill Bartlett (Capitol) Judy Libow (Atlantic) George Gerrity (Warner Brothers)

Tony Smith (EMI America) Brad Hunt (Elektra) Drew Murray (Polygram) Alan Wolmark (RCA) Micahel Prince (Atco)

NATIONAL A/C PROMOTION DIRECTOR OF THE YEAR #85 (CORPORATE)

Polly Anthony (Epic) Bonnie Goldner (RCA) Mike Martucci (Columbia) Mary Conroy (Atlantic) Dorine Gruen (Polygram)

NORTHERN REGIONAL LOCAL PROMOTION EXECUTIVE OF THE YEAR '85 (CORPORATE)

Rick Salvador (Capitol) Marc Benesch (Columbia) Rich Tamburro (EMI) Joe lanello (Atlantic) Bobbi Silver (Polygram)

Gerry Thompson (Epic) Linda Baker (Warner Bros.) Jim Davenport Jr. (EMI) Ritch Bloom (Columbia) Biff Kennedy (Epic)

Joe Reagoso (MCA) Tommy Schoberg (EMI) Andy Szulinski (Polygram) Bobby Shaw (MCA) Herb Gordon (Columbia)

Rick Miller (Atlantic) Ted Musarro (RCA) Roman Marcinkiewicz (MCA) Pat Milanese (RCA) Rick Alden (Elektra)

David Garbarino (Capitol) Lenny Collins (Epic) Tony Chalmers (Capitol) Don George (MCA)

NORTHERN REGIONAL LOCAL PROMOTION EXECUTIVE OF THE YEAR '85 (INDEPENDENT)
 Jeff Backer (Arista) Charile D'Atri (Chrysalis) Eva Wood (A&M) Judy Vertucci (Motown)
 Gregg Feldman (Arista) Jerry Lembo (Chrysalis) Charlie Lake (A&M) John Grady (Arista)
 John Boulos (Island) Neil Lasher (Chrysalis) Bruce Hixs (Motown) Tom Moran (Arista)

SOUTHERN REGIONAL/LOCAL PROMOTION EXECUTIVE OF THE YEAR '85 (CORPORATE)

Terry Lawson (EMI) Billy Brill (MCA) Geno Rumple (Capitol) Wade Conklin (Polygram) Robbie Vogt (RCA)

James Bishop (Capitol) Danny Davenport (Warner Bros.) Kim Stephens (Atlantic) Jeff Shane (Epic)

Mike Martin (EMI) Ed Nuhfer (Warner Bros.) Mike Steele (MCA) Chuck Jones (Elektra)

Ted Mellencamp (Polygram) Chal Martina (EMI) Sandy O'Conner (Capitol) Michael Conway (Epic)

Tim Burruss (Columbia) Warren Hudson (Warner Bros.) Erik MacDonald (Atlantic)

Tom Chaltas (Columbia) Mark Niederhauser (RCA) Jim Sellers (Elektra) Rich Tardanico (Columbia)

SOUTHERN REGIONAL/LOCAL PROMOTION EXECUTIVE OF THE YEAR '85 (INDEPENDENT)
 Joanie Lawrence (Arista) Lee Durham (A&M) Geary Tanner (Chrysalis) Margaret Ann Ronayne (Motown)
 Steve Brack (Chrysalis) June Colbert (Arista) Paul Crowley (A&M) Kelly Norris (Arista)
 Mike Pack (Motown) Jeff Hackett (Chrysalis) Dave Prescott (Arista) Jordan Zucker (A&M)

#### **RADIO PRESENTORS:**

KENT BURKHART
ALAN BURNS
SUNNY JOE WHITE
MIKE SCHAEFER
NICK BAZOO
RANDY KABRICH
MARK ST. JOHN
MIKE PRESTON
STEVE PERUN

DWIGHT DOUGLAS
JOHN GORMAN
DAVE VAN STONE
RANDY LANE
RICK GILETTE
STEVE RIVERS
BOB KAGHAN
GUY ZAPOLEON
RALPH WIMMER



#### **RECORD PRESENTORS:**

WALTER LEE
STEVE MEYER
AL COURY
CHARLIE MINOR
EDDIE MASCOLO
WALTER WINNICK
JOHN FAGOT
MICHAEL LESSNER
SAM KAISER

EE VINCE FARACI
(FR JOHN BETANCOURT
DON IENNER
IINOR MARGO KNESZ
ICOLO DICK WILLIAMS
INNICK RICH FITZGERALD
DT DANIEL GLASS
ESSNER PHIL QUARTARARO
ER JACK SATTER
BOB CATANIA



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Room Reservations (404) 766-7900 Badges & Tickets are mandatory for admittance to all functions—strictly enforced.

# **CHR PICTURE PAGE**



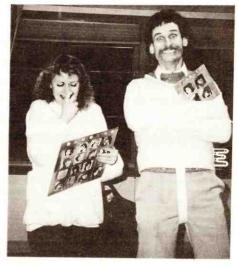
MD OF THE YEAR — KMEL/San Francisco MD Keith Naftaly was recently honored as "Music Director Of The Year at the Gavin convention. Congratulations, Keith.



YOU GIVE GREAT XEROX — WKSS/Hartford sponsored the "First Ever KISS-FM Copy Art Competition." Over 500 listeners participated, displaying the finest of Hartford's budding copy machine artists. Morning man Jeremy Savage dreamed up the idea, and Xerox awarded a \$500 grand prize to the winner whose picture is seen on the right.



**WEARING YOUR KISS** — WKSI/Greensboro has introduced its own line of designer jeans ("KISS Jeans"). The jeans are part of the station's "Kisswear" clothing line, which also features T-shirts, night shirts, surgeon shirts, sweatshirts, and "KISS Lips."



ARRGGGHHHH! — KUBE/Seatle MD Wendy Christopher receives her copy of the Bangles' latest single, "Manic Monday," from frenzied local rep Larry Reymann. A little tied up with business, eh Larry?



Z100 MOVES WITH MARILYN — Marilyn Martin (I) recently visited with Z100/New York MD Frankie Blue to promote her debut self-titled album.



THIS COULD BE YOUR NIGHT — KSAQ/San Antonio made two lucky listeners' dreams come true when Loverboy member Matthew Frenette met them backstage. Gathered (I-r) are former KSAQ MD Lisa Giles, Matthew, and the two grand prize winners.

# Congratulations to the Warner Bros. Promotional and Sales Team for a Job Well Done!

Linda Baker Al Frontera (1937-1986)**Jerry Barrett Bobby Belisle** Todd Galli Mark Goldstein Larry Bole Valarie Goodman Sue Brett Warren Hudson Gary Briggs Mary Klinedinst Jeff Criden Chris Crist **Greg Lee** Michael Linehan Danny Davenport Murray Nagel Craig Diable **Jarid Neff** Gene Dries

Ed Nuhfer

George Skaubitis

Alan Ferszt

Steve Fingerett

Craig Smith Sue Emmer Dave Stein Rich Fitzgerald George Gerrity Nancy Stein Carol Hart Beverly Stevens Ann Hesen George Stone Mark Maitland Debbie Sweeney Patti Oates Kenne Swink Mike Symonds Kenny Puvogel Marc Ratner Mark Wallace Rochelle Staab Richard Wolod Dino Barbis Russ Thyret Lou Dennis Stu Cohen Dave Dannheisser Charlie Springer

Radio & Records AOR Albums: 1

Billboard Albums Chart: 1\*

Thank You, VAN HALEN



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PHILADELPHIA PITTSBURGH
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STEVE FEINSTEIN

## ARBITRON ARROGANCE OR PRUDENT PROGRAMMING?

# Holding Off On Hit Records

As far as communicating the

reasons for his decisions to record

companies, Utz says, "I don't want

to explain all of them" for reasons

of "competitive edge." He adds, "I

don't think we need to do a 20-min-

In both sports and music programming, "holdouts" don't play ball. In sports, a holdout is an athlete who hasn't come to contractual terms with his team and refuses to play ball. In record promoter parlance, a holdout is a station that refuses to play a record despite its overwhelming acceptance by the majority of other AORs.

Now we're not referring to stations whose positions are outside the realm of mainstream AOR. Understandably, you wouldn't expect modern rock, progressive, and softer, 25+ stations to play a hard rock record no matter how high its chart position or impressive its sales story

Instead, we're talking about mainstream rockers whose playlists are relatively similar to most other AORs. When such a station is among only a handful not playing a top 15 record, is it an admirable free-thinker or simply stubborn?

#### Ted Utz

First, let's sound out some programmers commonly considered to be "stubborn" or "opinionated." Ted Utz, OM of top-rated WMMR/ Philadelphia, says, "I hear that every week." He grants that a programmer has to be open-minded and play records that he doesn't believe in, but adds, "If a record is going to take you in a direction you don't want the station to go in, that's where I draw the line

That's why he didn't play Star-ship's "Sara," which he brands as "wimpy." He also refused to play consensus acts such as Honeymoon Suite and Robert Tepper, saying, "We like to stay away from records that sound formula and massproduced.

These are judgment calls, of course, but Utz makes no bones about being subjective: "I've always relied on my gut reaction and intuition. That's what got me

Utz says he uses his callout research as a checks-and-balances system for his own taste. Though skeptical about Mr. Mister, he tested "Broken Wings" for six months while competing WYSP played it. He added it only when the song finally tested familiar from additional CHR airplay. "We didn't miss anything by not playing it early," says Utz. "We were there when it became a hit."

Utz isn't above second-guessing himself: "Dream Academy is something we probably could've played," but didn't.

ute dissertation on why and why not. You can't always explain it to a guy in L.A. What really counts is that people in this market who work 'MMR live with it and develop a feel for what we do.

#### Beau Phillips

KISW/Seattle Assistant Station Manager Beau Phillips says, "I have one obligation as a programmer, and that's to my listeners, who have a certain expectation of what KISW should sound like. We

**FOOD FOR THOUGHT** 

#### Ian Grace: Give Jocks Half Your Promotional Budget

WHJY/Providence interim PD lan Grace has done something rather dramatic right off the bat at the last two stations he's programmed. In his first week, he divided the promotional budget in half, taking money that had been spent on billboards and television and giving raises to the entire airstaff.

Why the generosity? Grace feels it inspires jocks to renew their commitment, making for a more unified effort and ultimately a better sounding station. He's also skeptical of heavy advertising's value: "How many stations have you seen spend unbelievable amounts of money on television, print, and billboard, yet go down?"

He prefers to spend the dollars on boosting morale and improving the on-air sound. "Your transmitter is your greatest weapon" is something he considers many people lose sight of in the push to promote, which can result in stations actually inviting people to sample an inferior product.

Grace also notes that nothing is more demoralizing than a jock seeing an expensive TV campaign that doesn't work and wondering, 'Why don't they give me a raise

instead of wasting all this money on a stupid TV commercial?"

On a different subject, Grace advocates unorthodox office hours for PDs. He spends at least one weekday every other week away from the station listening. Part of his reason is that "there are many times a PD may not hear the full shows of his midday and afternoon jock for weeks at a time. You're continually in meetings and on the phone."

On days when he is in the office. he usually doesn't come in until 11am. He's up at 6am, though, and always within a phone call's reach. He uses the time to listen to the market, make notes, and brainstorm. "I've learned that it's not necessarily the amount of hours you spend in the station that get you the points on the board." he





#### WNEW-FM's Dirty Guitar And Clean Car

Recent contests at WNEW-FM/New York have awarded a couple of outstanding prizes. First, a tie-in with the Stones' "Cirty Work" album awarded a handmade guitar from Keith Richards's personal collection. Richards auto-graphed the instrument, which he says he played on the "Some Girls" album. Pictured up top are (from left MD Mark Chernoff, Columbia's Linda Kirishjian, Richards, the winner, and Rose Polidoro and Aileen Krikoryan of the station's promotion department.

Station's promotion department.

Then, during March and April, another contest gave clues for the title, time, and date of what 'NEW-FM estimated would be the two millionth record it would play. The station received over 1,250,000 entries, with 15,000 correct guesses of Argent's 'God Gave Rock 'n' Roll To You'' (the song was a hit in 1968, the year 'NEW-FM started rock-ing). The randomly chosen winner picked up a \$40,000 Porsche Targa at Tower Records' Marhattan store, where the station's morning show was broadcasting live from the front window. In the bottom photo are (I-r) personalities Richard Neer and Mark McEwen, two winners, Lisa Glasberg, and a lottery official.

A postscript: After other jocks on the station "complained" of not being in on the giveaway, 'NEW-FM announced it would give away an additional seven Porsches for the spring book.

try not to violate that credibility. My audience could care less whether we're in synch with the labels' strategies.

"I'm not going to get caught in the wave of 'We've got 75 adds, and you're the only one in the market who's not on it.' Just because a record is charting high is not the end all and be all to me. We didn't play Power Station, and when I went to the concert, it was a Duran Duran crowd of 14-year-old girls, not the rock crowd."

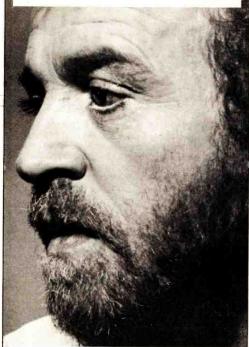
Phillips also defends his decision to pass on the Starship's latest album. "We Built This City' was an obvious ploy at becoming mass appeal, while 'Sara' was a tremendous CHR-AC crossover. But I'm not a pop station, and I wasn't comfortable with their sound."

Acknowledging that he's known for being "frustrating" to labels, he says his finicky tastes result from being a "victim of fragmentation in this market. I'm not the only AOR; in a different situation my thinking might be different. As it is, though, I'm here to superserve the rock 'n' roll audience. Pet Shop Boys and Dream Academy had killer songs, and our listeners may like them. But listeners tuning in for mood service would be confused, and our image would be blurred.

He's had his share of mistakes -"We're never too big to admit that we blow records, like 'Don't You Forget About Me.' I was wrong and admitted it to the record company. After I saw Huey Lewis do 'Working For A Living' in concert, I went back to the station with the record rep and added it on the spot.

"But I'm proud of our overall batting average in staying off an inordinate amount of bad records about which stations say, 'Why not, we need a couple of records to fill

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FOR AUPTA SOUND, INC.
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PRODUCED BY BERNARD EDWARD?
PRODUCED BY AREST HAMMOND & DIANE WARREN,
PRODUCED BY RECEIT HAMMOND & DIANE WARREN,

Capitol.

#### AOR

# **Holding Off On Hit Records**

Continued from Page 50

some slots in our B rotation any-

Phillips says he prefers to reserve air space for music that has a "passion" worth committing to. "When we do say yes, we put the full-court press on to bring a record home. We banged the Del Fuegos, sold out 3000 tickets in five days, and the record is selling. That more than balances the fact we won't play songs we don't believe in for four weeks and see them die."

#### **Bill Bennett**

E/P/A VP/Album Promotion Bill Bennett is philosophical about programmers who hold out. "You have to know when to pull back. I didn't want to lose Fabulous Thunderbirds support at WLUP/Chicago over the Ozzy. At one point, I was ready to blow up certain stations. Now, maturity tells me that with as many varied artists our company has in just AOR alone modern, hard rock, etc. - I can't go out and tell every radio station what its playlist should look like. In my heart, I think the Loop was wrong in not playing Ozzy, but I have enough respect for guys programming a very successful radio

What does rattle him, though, is inconsistency. When KQRS/Minneapolis added Judas Priest after not playing Ozzy, "I almost went nuclear," says Bennett. "They agreed Ozzy was a hit record, but had problems with his image and didn't want to say his name on the air."

But he makes allowances for what he feels are legitimate reasons. "In some instances, programmers are right to stick by their guns. KGON/Portland loved the Ozzy, but said they had spent two years getting over a metal image with advertisers. I can understand that if you're trying to reposition your station."

He also acknowledges that some programmers can be as surprising as they are stubborn. WEBN/Cincinnati, considered a "tough" station by many promoters, "was banging Robert Tepper way before we brought out the 12-inch," recalls Bennett. "And I thought we'd never get them on Ozzy, but they called us up and said, "We love it." Similarly, KQRS may not have played Ozzy, but Bennett's Aldo Nova record is top five.

"I'd much rather be fighting guys with distinct tastes than dealing with the penguins out there."

- Bill Bennett

And there are also programmers who initially resist, but are open-minded. KLOS/Los Angeles originally said "no way" to Ozzy, but then their research off airplay from rival KMET led them to add the record. Bennett was able to use this story with other reluctant stations.

A successful programmer can point to his ratings as proof that he knows his market well enough to be able to disregard national airplay trends and say, "We don't feel we have to play this record," notes Bennett. He calls this "Arbitron Arrogance," but notes that "big labels have it, too. On occasion, we posture ourselves with some arrogance."

He appreciates this single-mindedness from both parties. "I like when an AOR station says. 'Hey, I know what I'm doing.' And I take my hat off when Warner Bros. says. 'I know you don't hear Dream Academy, but we're gonna deliver it anyway, with or without you.""

Ultimately, Bennett prefers opinionated programmers to those who just follow charts or consultants. "People with distinct tastes are usually intelligent, and I'd much rather be fighting these guys than dealing with the penguins out there. At least they're thinking programmers. You can't condemn a guy who's skeptical about a hit record just for being different. I can call (WDVE/Pittsburgh PD) Greg Gillispie and talk music with him; he's an intelligent

#### Alan Wolmark

RCA National Album Director Alan Wolmark strongly advocates radio giving listeners more than just comfortable, familiar sounds. "If programmers only programmed what they thought their stations should sound like, they'd end up with boring stations. Playing the records that sound different is what makes you sound truly progressive. That's the kind of music that goes on to set new standards and carve new paths for mainstream album radio. Any major act that's had a profound influence has started out with people not knowing what to do with it, with programmers scared and confused! because the music sounds so different. That's why Springsteen and Police had a difficult time being established."

#### RADIO ACTIVITY

#### **Upstate New York News**

#### Nice Work If You Can Get It

In "Pretty in Pink" Molly Ringwald's character works in a record store. KBCO/Denver ted in with the flick by giving a contest winner the chance to work in a record store for a weekend and earn \$300. If the winner wasn't excited by that prospect, he could cash in the job for \$200 worth of A&M records and cassettes.

#### Odds 'N' Sods

WMMR/Philadelphia celebrated its 18th birthday by giving away 18 gifts a day for 18 days, including bicycles, weekend getaways, and videos ... KMET/Los Angeles, which has long imaged itself as the "Mighty Met." calls its new morning show "Club Met." The station has also revived a well-named nightly spotlight — "Locat Licks" — for tapes by area musicians ... Happy 15th anniversary to WDIZ/



WBCN's third Rock 'n' Roll Expo drew over 30,000 people for sponsors' booth and displays. Greg Klmn, Tomny Keene, and members of the Alarm played live. Three full-time people were hired to help sell participation, and Women At Work assisted with production of the event, which was broadcast live. Promotion mavin David Beiber says jock appearances along with "a face-to-face environment for advertisers made the event a testament to the station's activism on every level."

#### **SEGUES**

Jim Trapp is KZEL/Eugene's new PD, replacing Ken Martin, who stays on as Promotion Director . . . Dean Opperman, named to his fourth stint as KKDJ/Fresno PD four weeks ago, has exited that post and KKDJ mornings. His replacement as PD is Art Farkas . . WHMD/Hammond's MD chair is now filled by Cliff Kahuna, as Karin Caruso leaves for WIBR/Baton Rouge . . KISW/Seattle weekender Mike Jones adds Assistant MD chares

KLOL/Houston is no longer consulted by Jeff Pollack. It retains Burkhart/Abrams.

Debra Glick rejoins WIBA-FM/Madison for middays after a spell at crosstown Country WTSO ... Steve Cormier, ex-WCCC/Hartford, takes on WIZN/Burlington mornings . . . Loretta Crawford from WMGX/Portland, ME moves to middays at neighboring WCLZ .... WQMF/Louisville Operations Director Alan Sells is doubling on mornings with Ron Clay KZAP/Sacramento ups intern Jim Frazier to overnights . . . KATT/Oklahoma City moves Greg Czubeck from middays on its AM to late-nights on the FM, gives evening man Mark Jordan Production Director duties, and makes parttimer Rich Connor Con-

tinuity Director.

KLOL News Director Charlie Welss
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#### For All TV Stations:

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#### **AOR PICTURE PAGE**



ALONE TOGETHER — Dave Mason's St. Louis visit included an appearance at a KSHE Classics Concert. From left, Assistant PD Al Hofer, personality Randy Raley, Mason, Director/Marketing & Advertising Jim Marchyshyn, OM Rick Balls, and Assistant Director/Advertising and Promotion Abigail Pollay.



JOIN THE FIRM — WRKI/Danbury contest winners traveled to London for a Firm listening party at Abbey Road studios. From left, the band's Paul Rodgers, the winners, and the Firm's Jimmy Page.



GLOWING REVIEWS — WHMD/Hammond says "Better safe than Soviet," and is taking no chances with radioactive fallout from the Chernobyl nuclear power plant accident. Its "Radiation Patrol" visits local businesses, using geiger counters to check workers for fallout and giving them aclean bill of "radioactive" health and station goodies From left, PD Ron Chatman, morning man Ace O'Connell, and Assistant PD/Promotion Director Alan Rider.



HE PLAYED REAL GOOD FOR FREE — At KRQR/San Francisco's free Gien Burtnick concert are (i-r) A&M's Iris Dillon, overnighter Mimi Chen, Bay Area musician Robbie Dunbar, programming assistant Marianne Stone, MD John McCrae, Burtnick, National AOR Director J.B. Brenner, and a Burtnick backup singer.



## CALENDAR

**BRAD MESSER** 

# **A Phrase That Pays**

Our business thrives on high employee morale, which is an asset with value almost beyond calculation. Two extremely powerful tools used in the continuing campaign for high morale are the simple words Thank You.

Hey, not to say that plenty of other two-word phrases don't have their own unique impact — including You're fired, It's herpes, I quit, I'm pregnant, We won! — but for sheer positive contribution over the long term, the phrase Thank You is a strong candidate for overall champion.

In the first place, a supervisor must be aware of what an employee is actually doing in order to have something specific to say thanks for, and a leader who pays enough

Hey, not to say that plenty of ther two-word phrases don't have heir own unique impact — including You're fired, It's herpes, I quit, agreement of the word of the

The street rims both ways. Bosses don't bandy this about, but they apparently require TLC just like everyone else. If the words from workers are sincere, the boss may appreciate them even more than anyone knows, because many supervisors are more accustomed to incoming flak than to incoming praise, if for no other reason than

that the very nature of business is problem-solving and problems are the raw materials with which management routinely works.

And as long as I am on this Suzy Sunshine kick, it might as well be said that Thank You, which travels smoothly up and down the organizational structure, also travels very effectively laterally: word of thanks to a co-worker of equal status can be remembered by the receiver, and perhaps ever cherished, long after those words have been forgotten by the giver. Strictly from a business point of

Strictly from a business point of view, no matter what direction a Thank you is sent, it is 1000% cost-effective.



MONDAY, MAY 12 — The first United States postcard was issued 113 years ago (1783). Collecting picture postcards (deltiology) is reported to be the third most popular collecting hobby, behind coins and stamps. One year ago, the Governor of Illinois commuted the sentence of convicted rapist Gary Dotson, after alleged victim Cathleen Webb said the rape had never happened (1985).

Maxle Anderson and son Kris began the first American transcontinental balloon flight in 1980. The U.S. and Canada established the North American Air Defense Command (NORAD) in 1958.

Birthdays: George Carlin 49. Burt Bacharach 57. Lawrence Peter "Yogi" Berra 61. Howard K. Smith 72. Florence Nightingale born 1820.

Pope Assassination Attempt

TUESDAY, MAY 13 — Five years ago, Pope John Paul II was hit by two bullets at St. Peter's Square (1981). He was back at work three weeks later.

One year ago, Philadelphia police dropped a plastic-explosives bomb from a helicopter onto a building housing members of the radical group MOVE, touching off a fire which killed seven adults and four children and destroyed 61 homes (1985).

First freeflight by single-rotor helicopter (Vought-Sikorsky VS300) 1940.

The best selling book of all time, the Revised New Testament Bible, went on sale in the U.S. in 1881, with 800,000 orders placed the first day.

Birthdays: Stevie Wonder (Stevland Judkins, later S. Morris) 36. Bea Arthur (Bernice Frankel) 63.

#### **Fahrenheit Thermometer Slightly Off**

WEDNESDAY, MAY 14 — 300th anniversary of the birth of Gabriel Fahrenhelt in 1686 (at Danzig, Germany, which is now Gdansk, Poland.) He invented the mercury thermometer and created the temperature scale that bears his name. Fahrenheit intended that the human body temperature register exactly 100 degrees, but because of crude manufacturing techniques, his thermometers registered it as 98.6.

Jamestown, Virginia, the first permanent English settlement in what's now the United States, was founded in 1607. Vaseline trademarked 1878. Football goal posts first used 1874.

Twenty-four hours of daylight begin in polar regions from North Cape, Norway, northward.

Birthdays: George Lucas 42. Patrice Munsel 51. Bobby Darln would have been 50 (died 1975).

#### First Airline Stewardess

THURSDAY, MAY 15 — Ellen Church, a registered nurse with a valid pilot's license, became the first airline stewardess 56 years ago. She served chicken and fruit salad (and sat on a mailbag because she had no seat assignment) on a United Air Lines flight from Oakland, California to Cheyenne, Wyoming (1930). On the ground, the first stewardess had to sweep the cabin and help put in fuel.

Kumar Anandan of Sri Lanka set the Guinness record for "balancing on one foot" in 1980: he lasted 33 hours (May 15-17).

America's first two female generals were appointed in 1970. Nylon stockings went on sale 1940.

Hurricane season begins in the Eastern Pacific.

International Pickle Week May 15-24.

Birthdays: George Brett 33. Lainle Kazan (L. Levine) 46. Trini Lopez 49. Richard Avedon 63. Eddie Arnold 68. Lyman Frenk Baum, newspaperman who wrote Wizard Of Oz stories, born 1856.

#### First Academy Awards

FRIDAY, MAY 16 — The first Academy Awards were presented 57 years ago (1929). A couple hundred members gathered at a hotel where Academy President Douglas Fairbanks dispensed 12 statuettes in about five minutes. The silent movie "Wings" (starring Clara Bow) was Best Film.

Congress okayed more than \$400 million to fly 140,000 Vietnamese refugess to America in 1975.

George Wymann began the first transcontinental motorcycle trip in 1903, eventually arriving in New York City 50 days after leaving San Francisco.

The nickel coin was authorized in 1866.

Birthdays: Olga Korbut 21. Debra Winger 31. Billy Martin 58. Liberace (Wladziu Valentino Liberace) 69. Studs Terkel 74. Hendry Fonda would have been 81.

Saturday (5-17) Armed Forces Day. Watergate hearings began 1973. First Kentucky Derby 1875. Forerunner of New York Stock Exchange formed 1792. Sugar Ray Leonard 30. Dennis Hopper 50. Ayatollah Khoumeini 86. Sunday (5-18) Mount St. Helens big eruption 1980. Reggle Jackson 40. Pope John Paul II 68. Perry Como 73.



# GAVIN CHRISTOPHER

# "ONE STEP CLOSER TO YOU"

"Definitely a mass appeal record. Clubs are smoking as Gavin powers into topten phones at 96X."

JOHN HOLIDAY, PD, 96X/MIAMI

"Top 25 phones the last four nights. Debuts at 27 this week!"

JERRY BANTA, MD, WYKS/GAINESVILLE

"Sounds like a #1 draft pick to us!"

JIM STEAL, ASSISTANT PD, Y106/ORLANDO

"Definitely a mass appeal record.

Phones are starting!"

TONY MANN, MD, WNFI/DAYTON

"Went from 21-14 this week. If this is an example of his first release, I can't walt for the next. The guy's incredible!"

PETE RUSSO, CLUB 21/MIAMI

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# **ADULT CONTEMPORARY**

DONNA BRAKE

**EOR BECOMES THE NEW AC** 

# What's In A Name? Plenty!

Throughout the past year in this column I've made it a point to not only explore the successful elements of mainstream AC stations, but to also take closer looks at adulttargeted stations which are either hybrids of AC and other mainstream formats, or for whatever reasons are clearly adult but so different that no label seems to accurately describe them.

Each time I learn of one of these different breeds, it serves as another reminder of how broad the Adult Contemporary spectrum is, and, within the format, how many approaches are possible in reaching that extremely diversified adult audience. These stations vary from the simplest of hybrids to the more complicated eclectic forms. That brings us to this week

A little over a month ago, the King of Adult Eclectic Radio, John Sebastian, threw in the towel on trying to market his programming concept as EOR (Eclectic Oriented Rock) and has now adopted the term "The New AC" to describe and position his format. Naturally, that perked up my interest, so I talked to John about the switch.

Presently, five stations are using the format: KKGR/Anchorage, KGRQ/Casper, KESI/San Antonio, and most recently WCLZ/Portland and WBGK/Milwaukee

#### Eclectic Is Still The Best Name

R&R: What's the difference between the New AC and EOR?

JS: The name.

R&R: That's it?

JS: There's a constant evolvement in the concept (of my format), just as there is in any good concept. If there's any change, it's that the format is more eclectic

R&R: Then why the switch?

JS: Eclectic is the best term to describe the format. But it's not a term that everybody understands and it's not a term that makes people feel terribly comfortable. By using the New AC, the format is positioned in a much more comfortable way for people, and they're much more openminded about discussing it. Indeed, if you have to position it as one of the existing formats, it is closer to AC than any of the others.

It was a mistake to call it Eclectic Oriented Rock. In hindsight, I would've used the New AC from the beginning. Just since I changed the name, I've been deluged with inquiries and have signed three new stations.

R&R: How are the prospective clients who are now showing an in-



terest in the New AC different from those inquiring about EOR?

JS: They're from AC stations. In the past most of the stations which expressed interest were either AORs which weren't doing well or AORs with a low-end demographic base. Now, AC stations and people who are already into upper-demo AOR are also showing interest.

These particular ACs are wrapped in the format glut that exists in almost every market. There are three, four, or even five ACs; a lot of them with mediocre ratings. Since I changed the name, they're looking at this format as a possible alternative to other concepts they could've done in the past.

R&R: How subtle could a switch from mainstream AC to the New AC be?

JS: The texture is such that with a lot of AC stations, we can go from AC to the New AC, keep a lot of the existing audience, make them happier, and open up to a much broader audience that hadn't been sampling the station in the past. This would also be true for upper demo

So texturally, it is a fairly smooth transition from AC of almost any kind to my format. The difficulty for some of them is dealing with the fact that the music is a lot dif-

We should establish that this is a new format. Many people don't want to accept that; that's one of the reasons I'm using the New AC. It's probably the newest format to



dary Dick Dale. Standing (I-r) with their wives and/or lovers are XTRA's Gary Beck, Erik Thompson, Bob Montague, Dan Springfield, and PD Jim LaMarca; kneeling in front is Dick Dale.

come along since progressive rock in the late '60s. It's involved in a new kind of music, including new age and contemporary jazz elements, which are really the newest forms of music since the Beatles. So I think I can say it's also the newest format since the Beatles. But for the sake of relatability, it's the New AC

#### The Method

R&R: After you sign the GM or owner, what's the procedure in getting the format off the ground?

JS: I would get them the initial playlist so they could begin the dubbing process, which is very lengthy. (There are currently some 1200 titles, and the list is growing.) We're dealing with a lot of music

New AC

Sampler

Street'

Balance

Life'

Of Life'

She Will"

Texaco"

Smiles To Go"

Dooble Brothers - "Toulouse

Jackson Browne - "Lives In The

Fleetwood Mac — "Hypnotized"

Latin Quarter — "Radio Africa"

Steely Dan — "Kid Charlemagne"

James Taylor - "The Secret Of

Moody Blues - "The Other Side

Paul McCartney - "Every Night"

Simon & Garfunkel - "April Come

Larry Carlton - "Smiles And

Rickie Lee Jones - "Last Chance

Linda Ronstadt — "Someone To

Beatles - "She's Leaving Home"

John Martyn - "Lonely Love"

Dan Fogelberg -- "Wysteria"

Cliff Sarde — "Waiting"
Little Feat — "Dixie Chicken"

Lay Down Beside Me"

Bob Seger - "The Ring"

Eagles - "Sad Cafe"

Earl Klugh — "Dream Come True"

that is unique, not easy to find, and not currently played.

Once the PD is in place and the nucleus is there, I'd visit the station to talk with the PD, the sales department, and the jocks, going over the systems philosophically and otherwise from A to Z. Then we'd go on from there: music calls, follow-up trips, and advising on every part of the station's operation.

R&R: On the average, how long does it take to get it all together?

JS: I don't know if I can give you an average. At WBGK/Milwaukee, we basically got it on the air in a week and a half, which was incredi-

#### What Makes You So Special?

R&R: What else makes your for-

JS: For example, a few weeks ago I noticed that the top seven songs on R&R's AC chart had already been broken on my format six months to a year ago, including Dream Academy's "Life In A Northern Town," Starship's 'Sara," and Elton John's "Nikita." AC's best new songs of the year are songs we're breaking.

We're not doing a slight twist on what everybody else is doing. People tune it in and know instantly who you are; you've immediately carved out a new niche. That's why we have the highest time spent listening in every one of our markets.

R&R: What kind of listeners does this format appeal to?

JS: They're 25-44, pretty evenly mixed male and female. They tend to be slightly more educated and successful than the norm, and are certainly more musically sophis-ticated. They generally feel disenchanted with radio, that there's no format for them. They feel album rock is too hard, traditional AC is too wimpy, CHR is too bubblegum and repetitious.

R&R: You use almost no music from Black/Urban. Are most of your listeners white?

JS: Yes, although I wouldn't say we don't get a number of black listerers. In general, though, it's predominantly white. But we certainly play Stevie Wonder and we broke Sade. We play black artists who have the sound we're looking for.

R&R: How do you describe the sound of your format?

JS: That's the most difficult question one could ask. All I can say is, it's quality, it's production value, it's kind of a jazz feel, it's the highest level of talent that's been achieved in musicianship so far in music, it's real-sounding as opposed to synthesizer-sounding, it's real instruments. It's all these things combined to produce a sound that is instantly identifiable

Also we're using more new age and light jazz than any other format (other than Jazz). It's the softtextured, hooky kind of music like Hiroshima. And we're getting into a lot of the Windham Hill product. We incorporate it into the regular format as well as the special shows. The more we do it, the more the audience tells us to do more of it. There's no question we've struck a nerve. It's very powerful.

R&R: OK, what wouldn't we hear on your stations?

JS: What you don't hear is the core of CHR, (Madonna, Prince, Cyndi Lauper), the core of AC. (Kenny Rogers, Barbra Streisand, Barry Manilow), and the core of AOR (Van Halen, Rolling Stones,

R&R: What's your oldies-to-currents ratio?

JS: We're about 50/50 right now, but with this contemporary jazz and Windham Hill music being so explosive, I wouldn't be surprised if we go more current very soon.

#### **Choosing The Music**

R&R: How do you pick the mu-

JS: We listen to every cut on every album that's released - single or not - and try them out on our listeners. We find out afterwards through callout and other means of research whether we were right or wrong

R&R: How can you possibly listen to that much music?

56/R&R FRIDAY, MAY 9, 1986

#### ADULT CONTEMPORARY

JS: It takes a lot of work. We establish days where we do nothing but listen to music. I listen at night, on weekends, and on planes. I make it the most important part of the week, and it should be. This is what our product is.

R&R: Does your format provide other services besides music?

JS: Sure. We pay a lot of attention to the news and information, giving listeners a credible reason for listening to this music station for the information they need. We do news in both drivetimes, for the most part.

#### What About AOR

R&R: Several of your stations are R&R AOR reporters. Do the PDs at those stations feel uncomfortable calling this format the New AC?

JS: No. They realize why it's important to do that and I think it's a truer handle on where we are. It also helps them with advertisers and general media acceptance.

Those stations have been AOR reporters for one reason only. It affords us the opportunity to use album cuts more than the other formats.

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R&R: Has that created any problems with the trades or record companies?

JS: I haven't felt any of that at this point. Our business is not one

K-101

LEHING DOWN ON THE JOB — K101/San Francisco's Jack Kulp flashes several of the 22 pairs of tickets the station is giving away. The prize: a week in Walkiki.

that readily opens its arms to something new. They don't really want to believe that there's anything new.

R&R: What's the response to your format been like overall from record companies?

JS: They've been very helpful as far as service goes. But the problem is that although some labels have come around dramatically, especially the small, independent companies, many others (including some big ones) still don't understand why we don't necessarily play the hit singles.

#### No Shortage Of Talent

R&R: Do you find that the best PDs for the New AC are younger, fresher programmers?

JS: Not necessarily. I'm finding there are a lot of PDs who are really burned out on their formats and are prepared for something new and exciting. I have far more PDs and jocks on a list of potential employees for a station than I have stations. We have no problem stocking the stations.

The problem hasn't been with PDs, jocks, or even GMs. It's been with owners not being able to understand what the format is. When you think about it, the average owner is 60 and doesn't want to discuss a format that, by and large, plays music they can't find on R&R charts.

R&R: The term EOR probably didn't help much.

JS: That's right. They thought it was probably just some weird format instead of the most main-stream format they could imagine.

R&R: Do you think there's a lot of listener fatigue out there?

JS: Definitely, and for two reasons: they're sick of the repetition, and they really do want a very eclectic variety of music.

#### **Breaking Free**

**R&R**: Do the stations all sound the same?

JS: Not verbatim, but certainly to the listener they would sound basically the same. I feel very free with this format. We're no longer tied to the mentality of "Do we beat the competition on a record-by-record basis?" "Are we just as familiar as them?" "Do we play just as many records as them?" We've broken away from those games because people aren't listening to us on a record-by-record basis. They're listening for a texture and atmosphere, like a tapestry. It doesn't matter to them if a record was top ten or not.

R&R: At one time you were a big believer in that mentality you say you're free of. What made you shake it? JS: I've always been an openminded person and have made some major shifts in my career, from extremely tight CHR to tight AOR to this concept. I've always subscribed to the idea that the audience is smarter than I am. That's easy to say, but I think you'll find that 95% of all programmers believe deep down that they'll dictate to the listeners and not let the listeners educate them. If you believe listeners can educate you, then you're able to make dramatic shifts in your thinking.

There's a specific instance I can tell you about. I was at a party with friends and we were listening to music when someone said, "That's a great cut. Too bad it's too good to be on the radio." When I heard that I just snapped. That phrase stayed with me and I begin writing under the letterhead of "Songs Too Good To Be On The Radio." In a very short time, I had more songs on that list than I did on my current AOR list. I realized there was a format there.

I began doing reseach, and found great disenchantment with radio in general among 25-44 year-olds. I put the format together based on what they did and didn't like. Like anything else that's good, it's a very simple idea. We got rid of all the negatives and really took everything to heart.

As a result I have extraordinarily loose repetition levels, very wide playlists, very eclectic mix of music, and no contests or gimmicks at all. One of our latest newspaper ads says, "Tired of radio insulting your intelligence?" That hits the listener right in the eyes, and they read on.

#### Not As Loose As It Seems

R&R: You say the format is loose, but you still have rotations and other limitations.

JS: Yes. We have very strict formatics. It's just so loose that the audience doesn't realize it. It's all preprogrammed. The disc jockey doesn't pick the music at all.

R&R: What are your immediate goals with the New AC?

JS: My professional goal is for this to be the biggest format moneymaker in radio today. The overhead is low and the rates one can charge can be high because of the quality of the listenership. Aside from Classical listeners, no other format can compare qualitatively.

R&R: By the same token, then, the format is not for everyone.

JS: No it's not for everyone, and we'll never be number one 12+. We get zero teens. very few 18-24, and almost no 55+. But we get who we want with no waste whatsoever.



SITTING IN FOR THE CHAIRMAN — Pia Zadora joined WYNY/New York's Sid Mark on his "Saturday With Sinatra" program.

#### **EVENTS**

#### A New Age Update

WMT-FM/Grand Rapids is airing "Coming Of Age" every Wednesday evening from 6-7, featuring new age music. Assistant PD Dennis Green said, "I found myself listening to more and more of it at home. Somewhere along the line I realized other people were doing the same thing. If people like it, we in the media have an obligation to look Into exposing it. There's no reason George Winston, Mark Isham, Shadowfax, and Mannhelm Steamroller can't be played right along with more conventional artists."

#### 40 Years!

WRVA/Richmond morning personality Alden Aaroe recently celebrated 40 years of broadcasting at the station. Virginia Governor Ballies and Richmond Mayor West declared January 31 "Alden Aaroe Day." Other highlights included a special studio gathering of friends, fans, former competitors, current competitors, and co-workers. The 67-year-old's morning show ranks in the nation's top ten in average quarter hours.

#### Fur Secretaries Only

KOAQ (Q103)/Denver is rewarding secretaries with days off and a shot at winning a \$1600 fur coat. Secretaries are invited to proclaim on company letterhead that they're Q103 listeners. Letters are randomly selected, and those offices are visited by the morning team, Jack Regan & The Coach. If the station is playing, the secretary wins a day off and qualifies for the fur coat. No word on whether Q103 is covered in the event a male secretary wins.

#### Mine Games

When news about the Crystal Salt Mines closing broke last month. WOMC/Detroit decided to host a farewell dinner and invited 60 listeners to "dine in the mine." Each morning when "Hi-Ho, Hi-Ho" by the Seven Dwarfs was played (not available on CD), the designated caller became a winner. The event — held 1165 feet under Detroit — included cocktails, hor d'oeuvres, dinner, a tour of the salt mines, and salt samples. Overall, station officials claim it was a "mineboggling experience."

#### **Getting Your Goat**

KUGN/Eugene just wrapped up a promotion called "Goat-A-Gram." Here's how it worked: If a goat paid someone a visit, that person could send it to another person of his choice for a minimum \$15 donation to the Special Olympics. KUGN transported a pygmy goat from point to point in the station van, equipped with a two-way radio to keep in touch with the on-air talent. One stop was the office of Eugene Mayor Brian Obie. Suffice it to say the goat left tangible evidence of its presence.

The promotion lasted five days (though I'll bet the van is still being aired out), and nearly \$3000 was raised. PD Dan Mullin said there were only three spoilsports during the entire promotion. Naturally, the folks at Special Olympics, which relies solely on contributions, were thrilled with the results.

#### Holy Citation!

When the Batmobile was in Billings, MT recently on a promotional tour, KIDX arranged for it to deliver doughnuts to the winning office in the station's daily "Listen While You Work" contest. While KIDX air talent C.J. Swobods was parked at the doughnut shop, a local police officer took the opportunity to write a couple of tickets for operating a vehicle without proper licensing and without lights and equipment. It marked the first time the station ever delivered foiled doughnuts, but the publicity was great.

#### **KWAV For The Community**

KWAV/Monterey, sponsored the fourth annual Clam Chowder Cookoff recently in Santa Cruz. The chefs competed for the grand prize trip to Manhattan. "Tasting kits" were also available, which included recipes from local restaurants and individuals. Proceeds benefited the Santa Cruz Parks and Recreation Department.

KWAV also raised more than \$40,000 for Big Brothers/Big Sisters in this year's "Bowl For Kid's Sake" fundraiser. That's more than double last year's amount.

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LON HELTON

**NEW MUSIC TALK, TOO** 

# Oldies: More Today Than Yesterday?



Larry Daniels



Neal Mullins



Ed Salamon



Craig Scott



Bob Young

As I mentioned last week, there's been a lot of talk lately about the high percentage of oldies being played by Country stations. Indeed, this has been an "A" topic for the last couple of years. As evidenced by the conversation during a recent Country Radio Seminar panel, some label execs are concerned that some oldies are getting more airplay than some currents by new artists.

Spurred on by a conversation with WB's Nick Hunter, I began thinking back to my days at WMAQ/Chicago and realized we were playing 50-60% oldies in 1975! The more I thought about it, the more it seemed that little in the oldies/current mix has really changed in the past ten years. To check it out, I called a few folks who were programming major Country stations around 1975 to see what they were doing.

As anyone who's ever had a conversation about oldies can attest, it's virtually impossible to talk about them without talking about currents and new music. So included with these programmers' oldies comments are their thoughts about music in general. Interestingly enough, each programmer said the amount of oldies being played now isn't that much different than the percentage played on their stations ten-eleven years ago.

#### **Mullins Would If He Could**

WHN/New York PD Neal Mullins, who played 65% oldies when he was WINN/Louisville PD ten years ago, said, "It's really not much different than it used to be. I'd like to play more currents, though, I would if they were stronger. Of late, I've even been tempted to throw in some album cuts to get more of a current feel on the station.

"We're unique because we're the only Country station in New York. We have to be cautious not to wind up with only a bunch of old people listening to us. If the product were there I'd whittle down the oldies."

"Be careful that 'safe' doesn't equate to boring. When you want to attract foreground listening you have to create excitement. New records can create excitement to a degree no old record can."

- Ed Salamon

Fantasizing a bit, Mullins said, "if I were to program an FM Country station in New York City, I'd play a lot of currents and a lot of youth-oriented product. To do that I'd have to go out of the format for music the way it stands now."

music the way it status flow. Returning to the reality of his AM outlet, Müllins allowed, "Oldies recreate people's pasts. An AM station that has a base audience of 35+ must play a lot of oldies because people in that age group enjoy reliving the good times. If you're trying to appeal 18-34, it's a different case. Since they don't have a lot of past, the oldies aren't that necessary."

#### Repetitive Rotations

Discussing his past programming practices, United Stations VP/Programming Ed Salamon recalled, "In 1973 at WEEP/Pittsburgh I instituted a format which was 50% gold. When I went to WHN in 1975 we followed the same guide-

lines. However, I also ran a short current list in the area of 30 songs. The net effect was a lot of exposure for the currents I did play. Thus, we were able to get a lot of very strong reaction to songs very quickly. Because of the repetition the songs became familiar to our listeners pretty fast. As a result, records which didn't test well showed up quickly and could be cycled in and out in three or four weeks.

"If you're playing a lot of currents but not giving them a lot of play, it takes longer for listeners to give you feedback on the records. The key is not how many new records you play but how often you play them. If people don't hear them in a good rotation, there's no way they can ever get excited over them. When we added a record we played the hell out of it. This helped create excitement about the record?"

Addressing last week's comment that playing a high degree of wellresearched oldies was considered the "safe" route, Salamon said, "One must be careful that 'safe' doesn't equate to boring. When you want to attract foreground listening you have to create excitement. New records can create excitement to a degree no old record can. Of course, you must be playing the right new records. You must expose them enough so people can get turned on by them. And you have to be selling those records in the sense you sell all of the other elements on your radio station. Once you decide to play a new record, you have to make it special; turn them into treats for your listen-

Salamon added, "Research does not equal playing it safe. Bob Pittman (at WMAQ) and I were both very big on research. We both also did some controversial stuff. Controversial in the sense that what we did often was not the accepted thing to do. We were doing things people hadn't done before, and it was research that led us to do the new kinds of stuff. Research did not lead us to play it safe. It told us what the audience wanted. Research should lead you to create something new and exciting. If research leads you to programming a station that's boring, you're doing something wrong."

#### Too Old, Gotta Go

WXTU/Philadelphia PD Bob Young was programming WMC/Memphis in 1975. He was playing 60% oldies — the same percentage 'XTU is playing now. Like the others, Young says a primary reason for playing a lot of oldies is the lack of currents. "At any one time there's not more than 15 or 20 exciting current songs." Young said. "Besides, it takes the adults we're appealing to a while to catch on to

"The average 25-54 year-old doesn't spend much time getting acquainted with new music. They want to hear the latest from their favorite artist; perhaps they'll also listen to a great new song. But they're not going to work at listening to the radio. So we play the best of what's new. We take it up slow (rotationally), and we bring it down slow so it's comfortable for them to listen to."

Offering his assessment of the present situation, Young added, "Record companies are trying to break all of these new acts because many of the former mainstays aren't mainstays anymore. Nashville is now playing catch-up to establish new acts. In the meantime we have to play oldies to fill the void."

Does this mean he'll move away from a high percentage of oldies as currents get stronger? "Probably not," he said. "The problem is

Country goes through periods of good product but then goes through dry spells. I program what I do to sustain quality. That's what's winning here, and I don't intend to change it."

"The average 25-54 year-old doesn't spend much time getting acquainted with new music. They want to hear the latest from their favorite artist; perhaps they'll also listen to a great new song. But they don't want to work at listening. So we play only the best of what's new."

- Bob Young

#### Hits Vs. Artists

For WREC & WZXR/Memphis GM Craig Scott, who was National PD for Plough Broadcasting a decade ago, the shift to 50% gold came quickly for the chain, which included Country outlets WJJD/Chicago, WMPS/Memphis, WCOP/Boston, WSUN/Tampa, and WPLO/Atlanta. Scott explained, "Through the early '70s the Plough philosophy was to play one oldie per quarter-hour. That amounted to about 25% of our music. Then Bob Pittman woke up the world, and everybody started imitating WMAQ. Our gold percentage shifted to 50% almost overnight.

"In 1974 many programmers were operating with a lot of emo-

58/R&R FRIDAY, MAY 9, 1986

#### COUNTRY

tion and very little science. We added records based on artist appeal. chart position, and our emotional connection to record labels. We were much more promotable people than today's people are.

"The frustrations one hears from the record companies today stem from the fact there's different criteria for adding records than there used to be. Country music was much more artist-oriented ten years ago. Many adds were based purely on the belief that a particular artist had real importance to a radio station's total mix. Back then there were 15 or 20 artists who fell into this 'automatic add' category. The obligation we felt to those artists was a direct cause and effect of large playlists.

"As the business began to change in '75, it became more 'hit' and more song-oriented. There may be four or five artists in that 'automatic add' category today. Playlists are shorter, and the difference is made up with oldies.

"The heart of it all for the labels is that they want to get their records played. Therefore, it comes down to the size of a list and what they have to do to get on it."

#### Research Says More Oldies

KNIX/Phoenix General Program Manager Larry Daniels is able to offer the unique perspective of a programmer who, ten years later, is still with the same station. He also says he's not playing a much higher percentage of oldies now than in the past.

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old ch D/ s, a, nne at ur up ed Reminiscing about the days prior to '75. Daniels said, "I remember playing 80 currents here. But as we began to learn the art of research. we determined there weren't that many currents testing well enough which deserved to be played regularly. We learned to play the songs that would do us the most good and to discard those that didn't have mass appeal. A lot of bad songs fell into regular rotation in those pre-research days," he

Commenting on KNIX's evolution. Daniels said. "Perhaps the major change in the last ten years is that the oldies we're playing now are well-tested. This wasn't done to any great extent ten years ago. We also position oldies better on the air now than we used to. We understand the public enjoys the oldies, so we maximize the benefits we get from their play more now than before. Research has shown which oldies need to be repeated most often. Our levels of sophistication have improved, and computers have helped refine oldie rotations even further."

Pointing out another change. Daniels continued, "There was a time when Country stations played only the oldies the Country core was interested in. Now, of course, the oldies we play must pass more stringent criteria to get on the air. To be part of our gold library, 'casual' Country listeners must enjoy them."

While Daniels admits to an extremely high percentage of gold, he's not married to it. "It's impor-

"I'd like to play more currents; I would if they were stronger."

- Neal Mullins

tant to be flexible," he cautions. "Stations playing 55% oldies today may find themselves forced to change in three months. If there comes a time when a lot of exciting songs are out, then the amount of currents on playlists should increase."

#### Helping Without Hurting

Commenting on the criticism radio has been subjected to regarding the gold situation, Daniels opined, "All we try to do is reflect what the public is telling us they want. I sense the record industry is not doing that. They're trying to create a market. They're trying to change their marketing to reach a younger audience. But what if that audience doesn't exist? I have a great deal of respect and empathy for record companies. If they're in a tight spot right now, we want to help. But we want to do it the right way - and not at the expense of our ratings."

Citing an example, Daniels relat-

Citing an example, Daniels related that a few years ago KNIX actively tried to attract the 18-34 audience. "In doing so, we felt we hurt our core. When we did that, we

went nowhere. We lost the very people who listened to us the most. Since that time, we target and research our core. That's all we care about. The fringe people will come along if it's good."

And what is KNIX's core telling the station? "They want oldies," said Daniels. "Of course, they want a certain amount of currents, too. What bothers me is we also hear them say that much of the new music they're hearing is not what they're used to. It's different." How good or bad that is remains to be seen.

#### All Current Country?

As a final exercise, I asked all of the participants if they felt a 100% current Country format is viable today. They were fairly unanimous — it wouldn't work. "You'd be playing a bunch of music people couldn't care less about." responded Neal Mullins. Craig Scott added, "There's a real need to present music that's familiar to the audience Country radio targets."

Taking a "research it and see" attitude was Ed Salamon, who said, "I don't know if the music today is strong enough to support an all-current station. You have to understand that 'current, recurrent, and oldie' are elements of our language — not the people's. It then comes down to testing on a song-by-song and market-by-market basis.

"The answer can also lie in the competitive situation," Salamon continued. "If everybody is turning right, one guy will be able to make a living turning left, even if it's the wrong direction."

Picking up the point, Larry Daniels explained how to determine when it's time to move to a higher current mix. "Here again we're back to research," he said. "The public will tell us when they want more currents.

"Throughout our years of current research," continued Daniels, "we've normally seen 12-15 songs test well. If, all of a sudden, we started to consistently see 20-25 songs test strongly every week, we would take that as a sign we should be playing more currents.

"Again, we originally cut our playlist because our early research showed that only 12-15 songs a week tested well. We went to more oldies because they did — and do — test well."

Next week, some thoughts and observations on the present state of currents, oldies, and new music.



COLD COUNTRY BOY — Ricky Skaggs is welcomed to Vermonl by WCVP/Randolph MD Debbie Price (I) and PD Greg Price (f).

# **BOOKSHELF**

371) THE GUITAR GREATS, John Tabler & Stuart Grundy Profiles based on in-depth interviews with masters of electric guitar, B.B. King, Eric Clapton, Carlos Santana, Pete Townsend, and 10 others. This fascinating book covers each artist's musical background, innovations, techniques, career, and private life, with definitive discographies. 192 pp (P) \$10.95

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COME 'N' GET IT — Whispering his way through a breakfast interview during a remote at a Po Folks restaurant is WSUN/St. Petersburg morning man Jim Shafer. Seated on the left side of the table is restaurant chain owner and country music legend Bill Anderson.

#### NASHVILLE THIS WEEK



SHARON ALLEN

#### TO GO OR NOT TO GO

# **Dilemma: International Touring**

There's just no place like "The Green Green Grass of Home." With recent international tensions resulting from terrorism and the American bombing of Libya, country acts touring or planning tours overseas are cancelling or at least reevaluating.

Here's what a few country acts have been through.

#### Curtain Drops On Goodwill Tour

Southern Pacific found themselves cancelling at least 15 shows after having played only five for the Goodwill Exchange of Arts America tour set up by the U.S. State Department through the Halsey Agency. The tour was to have included 12 days in Turkey, a week each in Poland, Yugoslavia, and finally Spain.

On April 14, the day the U.S. bombed Libya, Southern Pacific was in Turkey. Group member Stu Cook told R&R, "The timing couldn't have been worse." They had already played two shows in Ankara and Istanbul, but found the tension to be mounting as they arrived in Adana, near the Syrian border, and were allowed to play only one of the two scheduled shows

Cook says, "We were set to go on a sightseeing tour when we were asked to stay in our hotels and keep a low profile." The group was at this point concerned about the visible lack of security. "After the bombing it started to occur to us that we were the only 'advertised' Americans there. We didn't really consider ourselves prime targets as opposed to diplomats or military, but we were certainly easier to find. Because of this we were more concerned about some oddball just trying to make a personal statement, rather than some stateorganized terrorism.



EXPRESSIVELY NICOLETTE -Paul Davis and Nicolette Larson chat after her recent taping of TNN's "New Country.

"We were headed to Poland next, but there had been a bomb threat at the Embassy in Poland a day or two before. So we decided we didn't need to go there at all. We felt we'd get less cooperation from a (Soviet) bloc country than we would from an ally should we need

Cook continued, "The State Department was very sympathetic to our concerns. The problem with that situation was the government isn't always informed either. We were asking, well, what about this and what about that. And they said, 'We don't know that yet.' Being creatures of the evening news, that was slightly unsettling. Tim Goodman had a shortwave radio and we listened to the BBC every night."

All things considered, they found the Turkish national police and the military police helpful, providing security and police escorts. In re-trospect, Cook said, "I really don't think anything would have happened to us. But the risk was not worth taking, especially in countries where they don't even sell our rec-

#### Security In Numbers

The Nitty Gritty Dirt Band, Janie Fricke, Johnny Cash, George Jones, Bill Monroe, Gene Watson, and Mark Gray all appeared at Wembley's "Silk Cut Festival" in England March 30. They went on to do a weeklong series of perform-ances in Belfast, Frankfort, Zurich, and Estavanger, Norway. The Dirt Band's Jeff Hanna and Bobby Carpenter told R&R about that

"Even under normal circumstances I get a little spooked leaving the country," Hanna admitted. They were in Frankfurt during the Berlin nightclub bombing, and they thought, "What are we doing here?

On the positive side, they all felt a little more secure, since all the acts traveled together on a chartered plane, with the same pilots and stewardesses each day. "That helped," Hanna said, "If terrorist organizations acted they would probably hit a commercial airline A private charter is less likely." He went on to say, "It's not the lark it was a few years ago, but we're glad we went."

"Not one word was ever said about calling off the tour," added Carpenter. "We didn't feel threatened. We're thinking of going back next year." Said Hanna, "I'm just glad to be back home."



actress Catherine Bach, Alabama's Teddy Gentry, and RCA/Nashville VP Joe Galante at the RCA reception following the ACM awards show



CHALKIN' 'EM UP - Alabama set a record in country music history as the first country act to receive eight consecutive platinum honors. The group was presented platinum plaques for "Alabama's Greatest Hits" at a press conference prior to a concert near Nashville. Pictured (I-r) are RCA's Randy Goodman, Jeff Cook, RCA's Dave Wheeler, Teddy Gentry, label's Jack Weston, Randy Owen, and Mark Herndon.

#### **Bellamys Can Tour**

The Bellamy Brothers have been touring Europe for ten years. Last year they did two tours and David says he saw signs of "weirdness" along the way. "Nothing happened directly to us," he said. "On the first tour we had just returned home from Frankfurt, turned on the TV, and saw the place at the airport where we had just done a television taping had been bombed."

On a return trip, Howard and David found themselves leaving Vienna shortly before a bombing happened. "That really kind of scared me," David said. "I didn't expect terrorism there.

'We've traveled everywhere. In fact, we've lived in those European airports. I'm not afraid to go anywhere, but the Middle East is just too strange. Life is real cheap there. We're fairly upset about Europe because that's a good market for us. We probably make more money there on a per-night basis than we do here.

"We were supposed to go to Spain and England - we had about three weeks blocked out in September - but have decided not to go. I think we might look toward Australia and New Zealand this year and just wait on Europe a while.'

#### **Boxcar Not Intimidated**

Another veteran of the European tour circuit is Boxcar Willie He has other views. His dedication to his longtime fans is the reason he returns

"Terrorism is a terrible thing, but I'm not gonna give in to them. There's too many good country fans over there. I go to play country music - not to meddle in their politics or beliefs. The moment we let terrorism stand in our way, they have won the war," opines the traditional country star.

Boxcar believes countries are doing everything they can to deter terrorism, and feels safe over

there. "I'm more afraid of getting mugged in New York City at night. I think we can help seal the world with music," Boxcar says. "Unless World War III breaks out, we're gonna play country music.

In January, Ricky Skaggs cancelled his Holy Land tour after the U.S. Intelligence Agency contacted the Skaggs organization advising it to do so. Manager Chip Peay said, "They couldn't guarantee the safety of our party.

Though Ricky Skaggs didn't make that trip, he did go on that month with his second European tour covering Norway, Belgium, Denmark, West Germany, France, and Northern Ireland. First-time visits included Holland, Germany, England, Ireland, Scotland and Sweden.

"A couple of days after we played Holland," Peay relates, 'the Amsterdam airport was bombed. And two days after we left Paris, they found a bomb on top of the Eiffel Tower. We didn't have any trouble other than that, but we really didn't think about it; we were too busy."

Despite the current world political climate, Peay says Skaggs is still on course. After successfully completing two long and ambitious tours of Europe, the first one in May of 1985, Skaggs has laid new groundwork at a considerable cost. The tours included "top-of-thesound and lighting equipline" ment, "cream-of-the-crop venues and "comfortable hotels" for their 16 member crew. His determination to appeal to the young rock album buyer is a priority, with low ticket prices (\$5-7) as one incen-

As for the state of international touring, Peay summarizes, "I think it's a little too hot now. We need a little bit of a cooling-off period.

(This story cowritten by Katy Bee.)



THE SHERRILL SHOW — Billy Sherrill, BMI's most-awarded songwriter (83 awards and five Million-Performance awards), was honored recently with a tribute dinner by the Nashville Entertainment Assn. On hand to pay their re-spects were (I-r) BMI VP Roger Sovine, BMI Exec. VP Frances Preston, Sherrill, BMI Sr. VP Theodora Zavin, Charlene Sherrill, and BMI Pres. Ed Cramer



WALTLOVE

# **WJJS Bites The AM Bullet**

Have you heard the joke about the latest trend in Black/Urban radio? It's called "changing format." With unyielding advertiser resistance to Urban Contemporary in several markets, broadcasters have been forced to consider a variety of alternatives.

For example, WJAX/Jacksonville recently flipped from Urban to CHR, picking up the new calls WAPE. KOKA/Shreveport has traded UC for SMN's "Heart & Soul" programming.

But even more discouraging was when, not long ago, highly-regarded Black outlets WDAO/Dayton and WVKO/Columbus were relegated to their AM daytime sister signals; the high-powered FMs became ACs. (Subsequently, WDAO has converted to Black oldies.)

It appears that this same situation has now reached small-market proportions, as new WHRQ & WJJS/Lynchburg, VA parent CRS Communications has flipped WJJS's top-rated FM UC format to WHRQ's 1 kw AM signal at 1320 kHz. The FM side is now CHR WXYU (U102). Ironically for black broadcasters, the decision occurred on April Fool's Day.

"We're fighting that age-old, narrow-minded stereotyped mentality: 'If it's black, it's no good. And if you're black, we know you ain't got any money to spend.'"

#### Struggle On The Home Front

WJJS PD/MD Robert "Lad" Goins has been with the station since 1968, and in addition to handing some sales accounts, has programmed WJJS for the past nine years. Lad said that under the new setup, CRS feels it now can increase the combo's overall revenue. But why couldn't UC sell on the FM? "We didn't lose the ballgame at the agencies." Lad explained. "We lost it with local retailers."

Lad gave his new employers full credit for trying to make a go of things with WJJS as an FM. "We had a well-trained informed sales staff out on the streets. They know the product and have made good sales presentations, but we're fighting that age-old, narrow-minded stereotyped mentality: 'If it's



Robert 'Lad' Goins

black, it's no good. And if you're black, we know you ain't got any money to spend.' None of us could crack that attitude of negative thinking about a B/U-formatted station. Out of all the car dealerships in the Lynchburg/Hill City area, only three would advertise on WJJS."

That local retail reaction is particularly disappointing when considering that Birch figures showed WJJS with a healthy 2:1 black/ white audience mix. Referring to the fact that the station also finished either first or second in nearly every demo in the Arbitron, Lad lamented, "Local retailers wouldn't buy us with that type of information. It's a shame! I hate to say it, but in our geographical area, (switching to AM to make room for a CHR FM) seemed to be the only way to go."

WJJS's move to the AM band might not be so significant if the signal was comparable to the FM's. As an FM, WJJS covered a 70-mile radius, including 16 Central Virginia counties fulltime. By comparison, the daytime AM covers only a 35-mile radius, serving Lynchburg and parts of five counties.

#### **Mixed Reaction**

Reaction to WJJS's situation has been mixed. From an article in the Lynchburg News, local NAACP representative Charles Mangum said he understands the management's decision but felt the move will have "a very definite negative impact on the black community, especially the surrounding counties that have always looked towards WJJS for some sort of guidance and listening pleasure." He added, "WJJS is being shunted to the background, given just daylight programming on the static band."

Gerard Hutcherson, who runs a local funeral home, agreed. "Td say it will have a negative effect. We do a lot of business in the rural areas. There are people there who said they can't get the station."

Local Baptist minister Rev. Harry Pilson said, "To me, it's a disservice to the community." But an area furniture store ad director said the switch and establishment of a new CHR was an excellent idea. "As advertisers, we're very happy about it," he said. "We feel it will give us two strong stations to target our customers, whereas before we had one."

"While owners may make more money from their FMs by playing to advertiser bias, it doesn't appear that with weaker AM signals they can keep making the same money off the black community as they once did."

#### What's Ahead?

Will the black ad dollars WJJS generated still come in now that the station's on AM? Maybe, maybe not. WDAO and WVKO both have new successful FM counterparts, but have suffered in the ratings themselves. WDAO's original format is gone. WVKO has slipped from the 7-9 share it previously enjoyed to a 2-3 range. So while owners may make more money from their FMs by playing to advertiser bias, it doesn't appear that with weaker AM signals they can keep making the same money off the black community as they once did.

And money is the name of the game. It's hard to believe that retailers in some markets don't want to expose their products to the public on the top-rated station in town because they perceive B/U radio as inferior in some way. After all, since our format has performed to the standard of excellence that's made it a solid winner throughout the country, people in Black/Urban radio deserve the rewards of success from the society they serve.





METROPLEX TURNS JERMAINE — Jermaine Jackson recently visited both Dallas/Ft. Worth B/U outlets. In picture #1, he's seen with (I) KKDA-FM APD/MD Terri Avery; in shot #2, Jackson visits KDLZ. Seen (I-r): KDLZ's Keith Silas, Arista's Kenny Byrd, KDLZ's Teresa Robinson, Jackson, and the station's Andrea Griffin.

# **BLACK/URBAN PICTURE PAGE**



GUILTY BY ASSOCIATION — Dallas natives Yarbrough & Peoples were met backstage by staffers from KDLZ/Ft. Worth. Shown (I-r): KDLZ's "Baron," Calvin Yarbrough & Alisa Peoples, and KDLZ's Keith Solis.



FIRE & "DESIRE" — Rene & Angela were the stars of a nine-store appearance at L.A.'s Wherehouse Records to promote their "Street Called Desire" LP. Seen (I-r): PolyGram's Narvelan Hunt, Steve Heldt, Angela Winbush & Rene Moore, KACE's Marsha Robinson, and Wherehouse's Willie James.



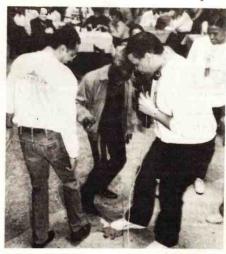
THE BIIIIG MONEY — KRE/San Francisco recently presented an oversized check for \$1400 to Renee Hunter, winner of its fall bumper sticker promotion. Seen (i-r): KRE's Nick Harper, Hunter, Station Manager Charles Richardson, and KRE's Dorothy Walls.



TOYS DO FALL IN LOVE — Miami resident Robin Gibb stopped by WEDR/Miami to thank them for playing his song "Toys." Seen (I-r): PD Leo Jackson, Gibb, WEDR's Jane Carnegie, and MD George Jones.



PORSCHE'D ENTRY — Wayne Mason was the lucky one among 170 keyholder candidates who wanted to drive away a 1986 Porsche 944 given away by K94/Nofolk. He's behind the wheel; outside are K-94 OD Wynn Evers and night man Ben "Magic."



BRISTLING STOMP — When former WBMX/Chicago PD Lee Michaels went crosstown to WGG/FM, he took WBMX morning man Doug Banks with him for evenings. Michaels (I), GM Marv Dyson, and Banks then held a press breakfast, where they destroyed WBMX in effigy. Here they are stomping on their compellitor's T-shirt.



PUBLIC FRIENDS — WOCO/Ocean City sponsored Atlantic Starr's last area concert. Shown (I-r) back: PD Dave Allan, WOCO's Paul Butter and Ray Moore, and A&M's Woody Johnson. In front: group members Wayne Lewis, Barbara Weathers, Jonathan Lewis, Joseph Phillips, and David Cochrane.

# MARKETPLACE

#### **AIRCHECKS**

#### Audio And Video Airchecks!

Gary Owens, KFMB/Mark Larson, Milwaukee CHRs WKTI & WZUU. Cleveland CHR WRQC, DC101/Greaseman, KZZP Bruce Keily & KNBQ/

Current Issue #72 features KLOS:Shana, WROQIJJ. McKay & Q Zoo, WDTX:Jim Harper, KHIT/Andy Barber, KEGU-Stevens & Pruett, Albuquer-que CHRs KNMQ, KIVA & KKSS, KKHR-Jack Armstrong, 90-min. cassette. \$5.50

55.50 Special Issue #5-78 features SAN DIEGO AM DRIVE! CHR K5103, A/Cs KFMB, B100, KYXY, KLZZ, KIFM & KWLT. AORS KGB, 91X & XHITZ. PJUS UTABA XHRM, 99-min. cassette: 55.50.

Special Issue #5-79 features HOUSTON AM DRIVE! CHRs KKRQ & KRBE-FM, AORS KUOL, KRBE & KSRR. A/CS KFMK & KLTR, Urban KMJK & Country KIKK. 90-min. cassette: \$5.50.

Country KIKK. 90-min. cassette. \$5.50 VIDEO #6 features the RADIO EVENT OF 1986, the KFRC 20TH ANNI-VERSARY REUNION! With all-time greats Dr. Don Rose, Mark McKay, Chuck Buell, Beau Weaver, Bill Lee & more! 2 incredible hours on VHS or BETA, \$39.95, VIDEO #5 features KFI/Steve Labeau, BI/00/B Morning Zoo, KS103/Dave Otto, KMGG/Robert W. Morgan & KIIS/Paul Freeman-Larry Morgan-Benny Martinez. 2 hours, VHS or BETA, \$39.95.

riorgan-benny Martinez. 2 hours, VHS or BETA, \$39.95.
Classic Issue fC-66 (retures KYA/Tom Campbell-1996, Chicago's WYNR/Ed
Meyer-1963, WKS)Rob Siroct, 1977, KCBQ/Brian White-Gene Knight-1976,
KGBS)Jimmy Rabbitt-1975, KBLA/Bob Dayton-1967, KHJ/Beau Weaver-1976. Cassette, \$10.50.
Still available, fC-65 with the KFRC 20th Anniversary (3 hours on cassette,
\$10.50).

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

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Hundreds renewed again!

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of radio's most popular humor service

For sample, write on station letterhead to: O'Liners

1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025

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Hilarious 20-40 second comedy bits . . . . 25 pages per month delivered to your mouth. For sample & info on FREE book of 100 Krazy Kommercials, write HYPE, IBM. . 7805 Sunset Blvd., #206. Los Angeles, CA 90046.

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RADIO'S MOST RESPECTED DJ GAG SHEET SINCE 1970

RICK DEES, KIIS-FM: "Tom, you really are The Best. Really look forward to the arrival of The Weenie, such a shot in the irm for our Morning Team!

FOR FREE SAMPLES WRITE

Electric Weenie, Inc

#### The "underground" of comedy-services THE PLAIN BROWN WRAPPER

Get good, funny, proven material at a fair price. No "filler." All original. For free sample send \$1.00 (P&H), along with name and address to:

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American Radio
JOB MARKET
1553 North Eastern, Las Vegas, NV 89101



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#### **FEATURES**

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Hollywood's most respected Entertainment News wire service WEEKLY LIVE FRIDAY phone call with your on-air talent.

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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 veteran. Call or write for rates.

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nd Productions. Mini-Stingers. 20 five and ten second ers and punctuations on one 15 i.p.s. stereo reel. Spe-

(717) 266-1422

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new sound for a song. Original music packages start as low as \$3,000. Customized re-sings from just \$1,500. Give us a jingle and we'll send you a demo reel of ours.

the MISIC 615 E. Pike SPIRCE Seattle, WA 98122

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Pre-recorded comedy bits including parody commercials, slice-of-life skits, drop-ins and more. Send \$5 for informa-tion and sample cassette you can use on the air. Jocks! Call for details on our aircheck service, "Check

BROADCAST PRODUCTIONS EAST, INC. 23 Rustic Ave., Medford, NY 11763 (516) 286-8125



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Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

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Submit to:

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RADIO & RECORDS 1930 Century Park West Los Angeles, Calif. 90067 (213) 553-4330

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rotation system! 5 minutes a week is all it takes to give you precision control! 100% Custom To

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**OPENINGS** 

**OPENINGS** 

**OPENINGS** 

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Just right for you, if you like to be out in the community, are quick on the phone, and can generate the special spark that lights up a market. Join toprated, four-person morning show on this excellent station in this top 100 market. Rush tape and resume to: Rick Belcher, WSGW, P.O. Box 1945, Saginaw, MI 48603. EOE M/F

790 • WSGW

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Dept. R., P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

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RadioActive Magazine: Seeks Assoc. Editor to write, lay out & paste. Editorial & radio experience preferred. Resume: Jim Dawson, NAB, 1771 N. St. NW, Washington, OC 20036.



If your job hunting is stymied stale leads for jobs that opened up three or four weeks ago, you need MediaLine. It's the broadcast industry's only daily updated job listing. Get fresh job leads. Get MediaLine. 312/855-6779.

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Exposure is now available for radio announcers to 1500 sta-tions in the top 200 markets. One-of-a-kind company will pro-mote you. Unique marketing concept. Applicants are limited. Call 24 hours (305) 435-9225.

AUDITIONS INTERNATIONAL. A radio bro sion of Morning Show Production Suite 95, Miami, Florida 33162.

#### EAST

Small AM/FM on Maryland shore is accepting applications for future air talent openings. Experience is a plus. T Scott, Box 237, Cambridge, MD 21613. EOE (5-2)

Seek ND for NH's best FM. Big bucks! No beginners. T&R: Brian Phoenix, WCYT, 113 Rochester Hill Rd., Rochester, NH 03867. EOE (5-2)

# **OPPORTUNITIES**

#### **OPENINGS**

Vacation area small market seeks application for future announcer openings. Country/Automation knowledge helpful. T&R: WOLC, Box 920, Port Jervis NY 12771 or (914) Big bucks for great CHR morning man. Show prep & produc-tion a must. T&R: Walt Speck, 95 Triple X, 8ox 9530, S. Burlington, VT 05401, EQE (5-2) 856 5185 FOE (5-9)

WAEB/Atlentown is adding a fulltime street reporter, T&R: ND, 8ox 2727, Lehigh Valley, PA 18001, EQE (5-2)

Q105 seeks a morning jock who is reliable, witty, & creative T&R: Rick Everett, Box 872, Groton, CT 06340. EOE (5-2)

WRCN/Long Island has possible full/parttime openings for dedicated rock jocks. T&R: Lenny Sloch, Sox 866, Riverhead. dedicated rock jocks. T NY 11901, EOE (5-2)

Small market station with major market sound. Now accept-ing applications for future openings. No cells. T&R: Henk Dale, WNQQ FM 106. Route 22 & 119, Blairsville, PA 15717.

Adult CHR on Meine coast needs afternoon drive/production. No beginners & no calls. T&R: Tim Moore KISS 94FM, 8ox 9494, Ellsworth, ME 04605. EOE (5-2)

#### MORNING SHOW HOST

Medium market respected AOR seeks articulate, topical morning show host. Must. be able to think quick, be friendly, and be workable. Cassettes and resumes to Radio & Records, 1930 Century Park West, #319. Los Angeles, CA 90067. EOE, females en-

CT's hottest station seeks air personality for all shifts & newspeople. No calls. T&R: Stef Ryback KC101, 59 Quinniplac Ave., N. Haven, CT 06473. EDE [5-2]

WLTN (AM) has immediate opening for mornings. Experience preferred. Airshift/production. T&R: Lisa Mills, 8ox 349, Littleton, NH 03561 or (603) 444-3912 EQE (5-2)

#### WCAP

#### NEWS ANCHOR/REPORTER

Local news leader seeks dedicated and creative newsperson to write, produce and deliver news-casts, plus create and gather stories. T&R to Julie Stinneford, News Director, WCAP, 243 Central St., Lowell, MA 01852. EOE M/F

Sales Development Manager for Jersey Shore's leading station. Handle major accounts & supervise sales staff. RESUME: Stephan Rice, 3601 Highwey 66, Neptune, NJ

Northern NH's leading station seeks experienced sales person for opening as Sales Manager. RESUME: GM, WMOU-FM, Box 489, Berlin NH 03570. EOE (5-9)

#### WGAN

CHR PRODUCTION PRO — For creative promos. etc. at top-rated hit station. Great location & facilities. Salary \$18,000 - \$20,000. T&R to PETE FALCONI, OM, WGAN FM-103, Box 10139, Portland, ME 04104

Morning Anchor/Reporter. Strong presentation, effective communicator. T&R: Phil Gregory ND, WPTR/WFLY, Box 12279, Albeny NY 12212. EOE (5-9)

Hot Rockin' CHR seeks wild, exciting afternoon drive person-ality. Rush T&R: Jon Le Mieux. 92 Rock 7, One Broadcast Plaza, Middletown, NY 10940, EOE (5-9)

#### TOP 5 MARKET

AC station seeks dynamic entertainer who knows how to let the music shine through Send T&R to Radio & Records, 1930 Century Park West, #333, Los Angeles, CA 90067, EOE

#### Major Market Adult AOR

Seeking Morning News personality. If you are currently a news personality in a major or medium market, with at least 5 years professional experience, send tape & re-sume to: Radio & Records, 1930 Century Park West, #323, Los Angeles, CA 90067 FOF M/F

#### **OPENINGS**

Top 50 ADR seeks MD/Midday jock ASAP, Experience help ful. Females encouraged. T&R: Tim Smith WKLC, 100 Kan awha Terrece, Albans, WV 24177, EOE (5-9)

#### **Radio Production People**

Leading radio broadcasters offer outstanding opportunities for highly motivated professional production people. Qualified candidates should submit resume, salary history, references, and work samples, to Radio & Records, 1930 Century Park West, #326, Los Angeles, CA 90067, EOE

#### SOUTH

B100 seeks PD. Also, future air talent & news for all shifts. T&R: Bill James, 8ox 2428, Wilmington, NC 28402. EOE

Seak production wixard/PM drive personality ASAP, T&R: Carmen James, PD, WWWC, Box 580, Wilkesboro, NC 28697, EOE (5-2)

Seek talented, strong & dependable team pros. Production & creativity a must. T&R: Philip Moon, PO, KQTY, Box 165, Borger, TX 79007. EOE (5-2)

KDBS/KRRV seeks News Reporter ASAP. Chance for advancement, Creative writing & nose for news a must, T&R: Dr. J. Karst, 1515 Jackson St. Alexandria, LA 71301 or Dr. J. Karst, 1515 Jackson (318) 442-1410 EOE (5-2)

MD/afternoon drive personality for AC WCHV. Come work in beautiful Central Virginia. T&R: Tom Graves, 1140 Rose Hill Dr., Charlottesville, VA 22901. EDE (5-2)

Medium-market CHR/AOR has openings for jocks. Quick tight sound for top-rated 18-34 in university town. T&R Scott Burnett, Box 87B, Fayetteville, AR 72702. EOE (5-2)

AC combo seeks newspersons for possible luture openings T&R: Doug Kellett/ND WEIZ, Box 1840, Columbus, GA 31994 EOE (5-2)



#### TOP SATELLITE OM

IUP SAI ELLITE UM

WITX, where it all began, needs Operations Manager for Satelifie Gold format. Join Price Communications, one of America's fastest-growing radio groups. Excellent production a must. Also helpfulb background in Gold or AC, satelifie experience, ability to write with established morning talent. Possible airwork. Good bucks for right person Rush production tape and resume to. David Gerard, WTIX, 332 Carnodelet St., New Orleans. LA 70130. No calls please. EOE

Hot AC in Top 100 seeks an overnighter. T&R: Debbie Parmiley KHOO, 8ox 21088, Waco TX 76702. EOE (5-9)

Future opening for reporter/anchor for Talk/News format, T&R: Ron Kreshesky ND, 2015 38th Ave., Vero Beach FL 32960, EOE (5-9)

Darby City's top CHR seeks a newsperson with personality. Experience required. T&R: Rocky Knight WLRS, B00 S. 4th St., Louisville KY 40203. EOE (5-9)

#### PD FOR ADULT CHR

In large Southeast market, Major group, Need excellent management skills, Will consider assistant PDs wanting to move up. Marketing background helpful. Tape & resume to Radio & Records, 1930 Century Park West, #327, Los Angeles, CA 90067. EOE

Top CHR in medium market seeks relaxed storyteller for morning drive newscasts, Experience & strong delivery a must. T&R: Jim Beasley Box 11202, Chattanooga TN 37401. EDE (5-9)

#### FOX96FM

#### PRODUCTION/CONTINUITY DIRECTOR-

Group owned FM/AM combo in Deep South college market is looking for creative writer with strong production skills. No beginners. Attractive compensation package Send "PRODUCTS OF YOUR IMAGINA TION' lo Sander Walker, P.O. Box 2000, Tuscoloosa, Aloboma 35403.

#### **OPENINGS**

Seek experienced Operations person with management potential. Driair & production, T&R: Fred Petry WDCA, Box 1056, Ocala FL 32687, EDE (5-9)

Anchor/Reporter needed for Southeast Powerhouse, Four-person staff, computerized newsroom. T&R: Oick Cullom WISE/KISS-FM, 90 Lookout Rd., Asheville NC 28804, EOE

Top-rated AM seeks News/Sports/Announcer to help out in mornings & middeys. T&R: David Wilson, 920 Commerce Rd., Pine Sluft AR 71601, EOE (5-9)

#### Q107

Where have all the creative production wizards gone? I've heard dozens of great jox - but not a lot of good, creative pro duction. If you can write creative stuff, and do the **voices** necessary to produce them, jet a tape to **WKQB-FM**, 4995 LaCross Rd., Suite 1600, North Charleston. SC 29418.

#### MIDWEST

Seek PD in medium-market CHR. Three-five years' experi-ence. T&R: David Nelson, Regional Broadcasters, 122 Lyon NW, Grand Rapids, MI 49503. EOE (5-2)

#### Morning Personality CHR

Outstate Michigan. Need a fun upbeat conversationalist who uses comedic bits and/or characters on-air, and who enjoys public appearances. Competitive salary. Please send resume and cassette to: Radio & Records, 1930 Century Park West, #332, Los Angeles, CA 90067. EOE

3

#### MIDWEST COMBO

Is looking for a goal-oriented sales manager with local and national exposure. If you have a minimum of 5 years sales management experience and are ready for a challenge at the GM level, send resume and salary history, in confidence, to Radio & Records, 1930 Century Park West, #334, Los Angeles, CA 90067, EOE M/F

Centrel KS Country FM seeks responsible, herd-working person to fill fulltime announcing slot. T&R: KYEZ-FM. Dave Edwards, Box 80, Salina KS 67402. EOE (5-9)

Seek hot evening personality for CHR in university market. T&R: Scot Harrison KCCQ, Box 728, Ames, IA 50010, EOE (5-9)

#### **Promotion Person Wanted**

Major league Midwest broadcast property seeks minor leaguer ready to move up to the big leagues. Must be ambitious, aggressive and creative. Must be able to hit off-speed pitches and field line drives. 2 +: years experience preferred. Demonstrate your desire with work samples, resume, batting average and salary requirements to Radio & Records, 1930 Century Park West, #329, Los Angeles, CA 90067. FOF

Morning man. Authoritative, quick wit, phone finesse & sav-vy. Mid market in Michagan vacationland. T&R: WHLS, Box 807, Port Huron, MI 48060. EOE (5-9)

WKAU-FM seeks great PM drive personality yesterday! P-2 CHR in WI 2nd largest market. Appleton/Green bay. T&R: Ron Ross PD, 1765 Block Rd., Kaukauna WI 54130. EDE 15-9)

#### **Exceptional Morning Person**

Rare opportunity for exceptional morning person. Energetic, warm, funny, a relatabels performer with a team attitude ... Midwest university market. T&R to Radio & Records, 1930 Century Park West, #331, Los Angeles, CA 90067. EOE

#### **OPENINGS**

# WEST

Program-Operations Mgr.

California FM Adult Contemporary seeks disciplined, aggressive and organized pro with outstanding leadership skills to lead a young air staff. Include resume, aircheck, salary requirements and why you're the person for this job. You'll have all the tools to win - outstanding signal, competitive promotion budget, top management support. Group-owned, California market. Applicants must have rating, talent management success and track records to prove it. Send T&R to Radio & Records, 1930 Century Park West, #314, Los Angeles, CA 90067 FOF M/F

#### SALES MANAGER

Nation's #1 Classical Music Station seeks qualified sales manager for the 13th market. Candidates should possess minimum of 3 years sales management experience with successful track record. Excellent compensation package. Inter-ested applicants send detailed resume and salary history to KING-FM, 333 Dexter Avenue North, Seattle, Washington 98109. No phone inquiries. EOE. M-F. HC.

#### **Rocky Mountain** Contemporary FM

Looking for up and coming radio pro. Duties include assistant program director, promotions and airshift. Great company with all benefits and the right salary for the right person, females encouraged. Send T&R, and photo to: Radio & Records, 1930 Century Park West, #328, Los Angeles, CA 90067, EOE

#### KRTH AM 930 V 101 FM

K-EARTH 101 FM/KRTH AM930, Los Angeles. America's premier radio stations are searching for the nation's finest news anchors. Send T&R to Mary Lyon or Yvonne Painton, KRTH Radio, 5901 Venice Bivd., Los Angeles, CA 90034. No Calls. EEOC

#### RKO V RADIO

A Division of RKO General, Inc. A CHALDRP COMPANY

#### **Promotions Director**

Major Market West Coast station looking for aggressive Promotions Director. Must have good people skills, exceptional detail orientation and consistent follow-through. Previous large market radio promotions experience helpful. Outstanding opportunity with major company for creative individual with strong desire to win. Resume and references to: Radio & Records, 1930 Century Park West, #318, Los Angeles, CA 90067. EOE

Active market/Rock experience, Telemarketing, Commission, No calls, LA applicants only. Resume: Active Markets, 3000 Ocean Pk. Blvd. #3001 Santa Monica, CA 90405 EQE (5-2)

KRRI/Las Vegas Rock Oldies seeks sales pro. Resume: Box 97, Bouldar City, NV B9005, EQE (5-2)

Seek experienced PD & News Director for high desert South 92311. EQE (5-2)

Need sales rep for AM/FM. Must be aggressive & goal orient ed. Resume KSZL/KDUC, Box 250, Barstow, CA 92311 FOF (5-2)

Exciting opportunity! Active Markets/Rock Experience. Tele-marketing. Commission. RESUME: Active Markets: 3000 Ocean Park Biod. #3001, Sante Monica CA 90405, L.A. ap-plicants only. EDE (5-9)

R&R FRIDAY, MAY 9, 1986/65

# **OPPORTUNITIES**

**OPENINGS** 

**OPENINGS** 

#### **RADIO SALESPERSON** SAN FRANCISCO

Contact: Teresa Freitas Sales Manager



77 Maiden Lane San Francisco, CA 94108 415 - 788-2022

#### SOUTHERN CALIFORNIA AOR

Seeks AIR TALENT plus! Experience & knowledge in any of the following: Programming, Music, Production, Promotion. Looking for you to fill an airshift & contribute to our team. Warm & friendly personality helps. Three years experience required. Excellent pay for the right person. Cassette & resume to: Radio & Records, 1930 Century Park West, #305, Los Angeles, CA 90067. EOE

KJQ. FM/AM seeks one more natural-sounding pro. Creative copywriting/production required. Let me hear your best. T&R: Paul Wilson, 1506 Gibson Ave., Ogden UT 84404, EOE (5-9)

#### KALI/Los Angeles

Spanish Contemporary Music/News operation seeking experienced bilingual newsperson for highly-charged format. Background should include on air/street reporting, editing and total news commitment. KALI is part of group operation nationwide and offers career enhance ment potential. T&R by 30 May to: Alberto Aguilar, ND, 1104 S. San Gabriel Blvd., San Gabriel, CA \$1776. EOE M/F

MT's top AC FM powerhouse has an opening for a creative & professional air talent. T&R: K99-FM, Box 3129, Great Falls MT 59404. EOE (5-9)

L.A.-Ventura County small market seeks weekend & relief on-air talent ASAP, T&R: J.L. Martinez, 3851 E. Thousand Oaks Blvd., Westlake Village CA 91361. EOE (5-9)

KUIC needs versatile fulltime production pro to work magle for our clients. No beginners, T&R: Steven Bise, 419 Mason St. Suite 203, Vacaville CA 95688. EOE (5:9)

Growing organization seeks a sales & PBP combo. Developing into Sales Manager. T&R: Larry Schneider, KARS, Box 860, Belen NM 87002. EOE (5.9)

KFAT-Country in Oregon seeks alr talent for AM drive. No beginners. T&R: Skip Taylor, Box 965, Corvallis OR 97339. EOE (5-9)

#### PERSONALITY IN PORTLAND

CHALLENGE: To create a midday show on a legendary radio station Information and entertainment that are compelling, great adult contemporary

music and personality. **OPPORTUNITY:** For a seasoned pro that wants to live in a great city and work in an environment of innovation

and creativity. Tape and resume to: **Rick Sadle Program Director** KGW Radio 1501 S. W. Jefferson Portland, OR 97201

No calls, please. EEO M/F



KWNZ-FM, Reno's top CHR, seeks qualified applicants for late-night & parttlme openings. T&R: Dave Shakes, 557 Washington St., Reno NV 89503. EOE (5-9)

#### AC/MOR

Weekday personality for AC/MOR in Ketchikan, Alaska. Morning drive for right person. Must be community oriented. No 'Boss Jocks." Part-time sales also available. Send T&R to: PATRICIA MACKEY, PO Box 7700, Jocks," Pan--...
T&R to: PATRICIA MACINE...
Ketchikan, AK 99901. EOE

#### SURBURBAN L.A. STATION

Looking for a personality to anchor morning drive, plus a personality newsperson Why not give it a shot? All inquires confidential. Send T&R to Radio & Records, 1930 Century Park West, #330, Los Angeles, CA 90067. EOE

#### POSITIONS SOUGHT

Sportacaster with experience in anchoring/reporting/PBP & talk. Have considerable news & jock experience, too. HOW-ARD SIMON: (607) 733-5599 (5-9)

Air talent/PD with eight years' experience seeks AC Asst. PD/MD in AL. Professionally run organization only. CHRIS: (205) 845-9047 (5-9)

Des Moinest Currently working in top 100 & want to.come home. Experience as PD/ND/DJ in AC/MOR/Country/Oldies. KEVIN: (319) 355-7388 (5-9)

Female former major merket ND seeks same in medium/major market. Six years' experience in AOR. Would be comfortable with CHR/AC. CALL: (605) 348-1560 (5-9)

#### **Country Program Director**

22 years on-air: Cincinnati, Sacramento Miami, San Antonio. Industrious; good people/leadership skills. Knows Country music. Small/medium market, South or West. (512) 684-4631, 692-2403.

OM/PD in Country or CHR seeks small/medium southern mar-ket .to raise my family. Experienced. FRED: (417) 934-2788 (5-9)

Experienced MD seeks MD/Asst.PD in medium/large market Extensive knowledge in AOR/CHR/AC Organized creation ensive knowledge in AOR/CHR/AC. Organized, creative sonable, dedicated. GARY: (301) 759-3264 (5-9)

Six-year pro. Can help your station in any program News/sports/on-air. MIKE: (419) 537-0313 (5-9)

Experienced OM seeks to grow with a contemporary Christian station. A people motivator experienced in various aspects of broadcasting, DICK BARRETT: (319) 355-6456 (5-9)

News Hustler. Medium market, news/sports/drivetime an-chor gets the story first. STAN LEE: 4849b N. Goldenrod Rd., Winter Park FL 32792 or (305) 671-7886 (5-9)

16 years pro. Asst. PD/Afternoon drive personality from suc-cessful WEZC/Charlotte seeks job as PD. STEVE SUTTON: (404) 479-4145 (5-9)

Book on this. Top 50 market jock with drive, MD & phone ex-perience seeks medium/large market. Any shift. CALL: (609) 655-0740 (5-9)

Carol Miller look out! Female rock Jock. Eight years' experience on-air. MD/Production/Video Jock. Major market material, top 20 only. CALL: (919) 370-1105 (5-9)

I'll strive to top your goals & mine, Trained broadcaster with on-air experience. Mold me into what you need. CHR/AC/ Country. KENT SUNDERMAN: (402) 687-2893 (5-9)

#### POSITIONS SOUGHT

Major market jock desires AOR/CHR programming position anywhere. College grad, research, programming & promotion. If you call me, you'll hire me. DAVE: (313) 979-2042 (5-9)

Calling Texasi Dalles, San Antonio, Austin, Waco & Corpus Christi. 11 years in the business. CHARLIE: (214) 734-5430

Sports fanatic with potential. Young Canadian seeks a break. Excellent in PBP. KEN HORNICK: 160 George St., Sarnia, Ontario Canada, N7T 7V4, Apt. 115,-(5-9)

NY CHR jock seeks challenge in any medium/large market. Any airshift, production too. Now doing research for Z-100/ New York. MIKE: (718) -946-6140 (5-9)

ND seeks medium market. Sports/talk. Year+ experience. MICHAEL DONOVAN: (414) 248-1550, 6701 or 1026 Wis-consin St., Lake Geneva, WI 53147. (5-9)

20 years' experience: Any format but prefer Country in Indi-anapolis, Evansville, Bloomington, Louisville, Lexington. TIM TOLBERT: (812) 865-3988 (5-9)

#### **OVERWHELMINGLY** ADEQUATE

#### THE SLIM ONE

WLS-FM, KFRC, Los Angeles (213) 666-9111

Four-year news veteran. Excellent writer, editor, attitude 8 team player. Personable delivery & come highly recommend ed. Relocate anywhere. RICK: (305) 648-9145 (5-9)

Top 25 markets. Air personality not afraid of Adaptable to all formats. Currently five years' with Adaptable to all-formats. Currently five years' with station in top 45 market. CALL: (615) 352-7825 (5-9)

Six-year pro with great production & character voices. Fun show. Will relocate. STEVE: (703) 978-6609 (5-9)

Atlanta major market morning man on the loose. Highly-rated in Jan-Feb of '86. KEITH CONNORS: (404)438-8717 (5-9)

MD/On-air position sought. Five + years in radio. Thorough knowledge of music & programming skills in AC/CHR/Jazz. FRANK FEDERICO: (414) 342-4021 (5-9)

Ratings miracle worker PD ready for a new challenge. AOR/CHR/AC, I can make you money! THOM ROBINSON: (304) 529-3908 or 523-8401 (5-9)

Versatile personality seeks the right opportunity. Programming, personality. AC/Country/Oldies/Sports/News experience. Can work any format. DAVE BACHYNSKI: (305) 275-8054 (5-9)

Minnesotal If you want an experienced one-to-one personality with excellent production & news skills, you want me. RANDALL: (307) 686-3753 (5-9)

Helpl I'm bored & wish to advance. Prefer MW, but will relocate anywhere. MARK: (915) 697-094B (5-9)

PD with proven track record seeks CHR/URBAN PD, DJ, MD. ROBERT: (419) 472-4739 (5-9)

12-year major Jazz voice, Miami market, seeks fulltime position. Strong producton, smooth communicator, great con-ulty, truly dedicated. STU GRANT: (305) 940-9445 (5-9)

News pro. Kennedy Space Center Reporter seeks anchor slot in South-East ASAP. 12 years' AOR/AC/CHR. BOB ALLEN: (205) 983-1065 (5-9)

ATTN Tri-stata: New England, PA, large metro Jock with drive, MD & phone experience. Seeks major/medium gig, any airshift. CALL: (609) 655-0740 (5-9)

I can sell Sharp street salesman & mature Country, MOR & Big Band programmer. RON ROBIE: Box 179, Buffalo WY 82834. (5-9)

ne-year Broadcast Journalist seeks position with medium e market news operation. Strong writing, delivery & inter-ving. PETER: (507) 359-7545 (5-9)

Ready to work. 20-year-old jock seeks fulltime position. AC/ Country preferably evenings or overnights. Will you give me a break? SCOTT: (615) 968-7360 (5-9)

ntion South & other warm climate medium/major mar-. 17 years' experience, mornings, PD, news, production, y. Available now. LARRY KAY: (717) 653-2500 (5-9)

Sparkle plenty, News/Jock/Production/Advancment, Entry level. Some experience plus education. Go anywhere now KATHY: (319) 355-4212 or 386-3832 (5-9).

Looking for CHR. Nine-year pro. Formerly of 96X & KISS-FM/ Miami, Big WAYS/Charlotte, Z97/Ft. Worth, KENO/Las Vegas. BEAU WALKER: (305) 557-1059 (5-9)

Nine-year female broadcasting professional seeking employment in TX area. Experienced research specialist. WLTF/-WRMR: ANNA CALHOUN: (216) 696-4444 or 991-0938

19-year pro seeks FSA/AC on either coast. Boston, Houston, Providence & Syracuse. Music personality with Sports/Talk Show experience. LARRY MARTIN: (207) 374-9978 (5-9)

Eight-year pro seeks gig in L.A. Hardworking, mature, de-pendable. Record promotion/MD/Asst.PD/an-air & off No. ego problem. DAVE BARE: (213) 930-4380 (5-9)

Strong teem player seeks fulltime gig in any market. Fun, sonable, gives 110%. Three + years' experience AOR/CF AC. Excellent references. LARRY: (814) 536-2435 (5-9)

#### **POSITIONS SOUGHT**

Dedicated female jock in medium market with excellent references. Six years' experience Oldies/CHR/MD. ROXANNE: (512) 686-5454 (5-9)

Announcer with five years' experience wants to move up to medium market. Currently employed, family man, looking to move West. BRIAN:(806) 293-7903 (5-9)

Formerly KNX-FM, KHJ-AM, now doing weekends in L.A. This warm, personable, entertaining AC communicator needs fulltime deal. D.L.: Box 26241, Encino, CA 91426. (5-9)

High-energy female jock gives & needs a good break. Medium marker prefered. STACI: (305) 596-2172 or 251-7713 (5-9)

- K-101 San Francisco (AC) 9th to 1st 25-54
- KLLS San Antonio (AC) 14th to 1st 25-54 BJ-105 Orlando (CHR) - 5th to 1st. #1 in 5 of

#### 6 Adult Demos A SH BILL GARDNER

- Program Executive
- · Commercial Pilot, Aircraft Owner
- · On-Air talent

Seeks next challenge!! (801) 943-4171

#### PD or OPERATIONS

years in Country. Can handle Big Band or Nostalgia. Know and love radio. Team player with exceptional knowledge of music, contests, promotions, production and Top ratings for 15 years. [303] 243-

#### MISCELLANEOUS

WJRZ-FM CHR needs single & album record service from all labels, including promotions. Contact Kevin Rogers, Box 100,-Manahawkin, NJ 08050 or (609) 597-1100 (5-9)

KDZA/Odessa needs record service from all labels. Contact Rocky Bea PD, Box 351, Odessa, TX 79760. (5-9)

O WRENCHI Mohagan misses you. Contact Mohagan at (213) 313-1954. Okay, Bye-Chuck. (5-9)

#### **R&R** Opportunities Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

#### Deadline

To appear in the following week's issue, we must receive your ad by Thursday 12 tioon (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.

#### Payable in Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

For opportunities you must place your free listings **by mail only**. Address all 24-word ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067

66/R&R FRIDAY, MAY 9, 1986

# NATIONAL MUSIC FORMATS

#### Added This Week

#### **Bonneville Broadcasting**

Kevin McCarthy (800) 631-1600

#### Easy Listening

JOHN DENVER "Flying For Me" TONY BENNETT "How Do You Keep The Music Playing"
JOHN BARRY ('OUT OF AFRICA' SOUNDTRACK)

#### **Broadcast Programming**

John Sherman/Bob English (800) 426-9082

#### **Adult Contemporary**

DAVID PACK "That Girl Is Gone" NEIL DIAMOND "Headed For the Future"
ATLANTIC STARR "If Your Heart Isn't In It" JONATHAN BUTLER "Baby, Please Don't Take It"

#### **Modern Country**

SAWYER BROWN "Shakin'"
GARY MORRIS "Anything Goes"
RANDY TRAVIS "On The Other Hand"
WAYLON JENNINGS "Will The Wolf Survive" GEORGE STRAIT "Nobody In His Right Mind..."

# Century 21 Greg Stephens (214) 934-2121

#### The Z Format

38 SPECIAL "Like No Other Night" FABULOUS THUNDERBIRDS "Tuff Enuff" MODELS "Out Of Mind, Out Of Sight" GTR "When The Heart Rules The Mind"

#### The A/C Format

PET SHOP BOYS "West End Girls" ANNE MURRAY "Who's Leaving Who JAMES TAYLOR "That's Why I'm Here"

#### Super-Country

PAKE McENTIRE "Savin' My Love For You" RICKY SKAGGS "I've Got A New Heartache J. CASH & W. JENNINGS "Even Cowgirls Get The Blues"

#### Concept Productions

....

JETS "Crush On You" KENNY LOGGINS "Danger Zone"
PETER GABRIEL "Sledgehammer MOODY BLUES "Your Wildest Dreams"
GTR "When The Heart Rules The Mind" BANGLES "If She Knew What She Wants"

#### Country

T.G. SHEPPARD "Strong Heart"
MICHAEL MARTIN MURPHEY "Rollin' Nowhere"
WAYLON JENNINGS "Will The Wolf Survive" GEORGE STRAIT "Nobody In His Right Mind..." JUDDS "Rockin' With The Rhythm Of The Rain"

DAVID ALLEN COE "A Country Boy Who Rolled The

#### Drake-Chenault

38 SPECIAL "Like No Other Night" SIMPLY RED "Holding Back The Years"
GTR "When The Heart Rules The Mind"

#### Contempo 300

JAMES TAYLOR "That's Why I'm Here"
MIKE & THE MECHANICS "All I Need Is A Miracle"

#### **Great American Country**

SAWYER BROWN "Shakin RONNIE McDOWELL "All Tied Up" T. GRAHAM BROWN "I Wish I Could Hurt That Way Again

#### Media General **Broadcast Services**

#### **ACtion**

HIROSHIMA "One Wish" EL DeBARGE "Who's Johnny" DAVID PACK "That Girl Is Gone" ANNE MURRAY "Who's Leaving Who"

#### MEDIA GENERAL CONTINUED

JAMES TAYLOR "That's Why I'm Here"
JEAN-MICHEL JARRE "Fourth Rendezvous" NEIL DIAMOND "Headed For The Future"

#### Your Country

SAWYER BROWN "Shakin'"
RONNIE McDOWELL "All Tied Up" .MARK GRAY "Back When Love Was Enough"
T. GRAHAM BROWN "I Wish I Could Hurt That Way Again"

DREAM ACADEMY "The Love Parade SIMPLY RED "Holding Back The Years" BOYS DON'T CRY "I Wanna Be A Cowboy"

#### Peters Productions, Inc.

#### Country Lovin'

GARY MORRIS "Anything Goes"
JUDY RODMAN "Until I Met You" GEORGE STRAIT "Nobody In His Right Mind..."
GEORGE JONES "Somebody Wants Me Out Of The Way" SCHNEIDER "You're The Last Thing I Needed Tonight"

#### The Great Ones

LITTLE RIVER BAND "Time For Us" ANNE MURRAY "Who's Leaving Who"
NEIL DIAMOND "Headed For The Future" JONATHAN BUTLER "Baby, Please Don't Take It"

#### Radio Arts

#### Country's Best

SAWYER BROWN "Shakin" MARK GRAY "Back When Love Was Enough" KATHY MATTEA "Love At The Five & Dime" SWEETHEARTS OF THE RODEO "Hey Doll Baby"

J. SCHNEIDER "You're The Last Thing | Needed Tonight"

#### Soft Contemporary

JAMES TAYLOR "That's Why I'm Here"

#### Sound 10

**TEMPTATIONS "A Fine Mess"** PET SHOP BOYS "West End Girls"
NEIL DIAMOND "Headed For The Future"

#### Satellite Music Network

#### The Starstation

PET SHOP BOYS "West End Girls" LEVEL 42 "Something About You"

#### Country Coast-To-Coast

RANDY TRAVIS "On The Other Hand"
KATHY MATTEA "Love At The Five & Dime"

#### Rock 'N' Hits

KENNY LOGGINS "Danger Zone" BLOW MONKEYS "Diggin' Your Scene" BOYS DON'T CRY "I Wanna Be A Cowboy"

#### TM Programming

Stereo Rock

JETS "Crush On You" EL DeBARGE "Who's Johnny 38 SPECIAL "Like No Other Night" SIMPLY RED "Holding Back The Years" BOYS DON'T CRY "I Wanna Be A Cowboy"

#### TM A/C

MADONNA "Live To Tell"
CULTURE CLUB "Move Away"
LEVEL 42 "Something About You"

#### **TM Country**

SAWYER RROWN "Shakin" JUDY RODMAN "Until I Met You" GEORGE STRAIT "Nobody In His Right Mind ..."
DOLLY PARTON "Tie Our Love (In A Double Knot)" T. GRAHAM BROWN "I Wish I Could Hurt That Way Again"

#### Transtar Country

Rick Honea (213) 460-6383

JUDY RODMAN "Until I Met You" SOUTHERN PACIFIC "Reno Bound"

These people don't give praise lightly, so why are they saying such nice things about the New Music Seminar? Because we put on a Seminar they're proud to participate in. A Seminar with over 40 seminar they're proud to participate in. A Seminar with over 40 seminar was a seminar with over 40 seminar was a seminar with over 40 seminar was a controversial panels and educational workshops, featuring truly controversial panels and educational workshops, reaturing truly significant industry speakers. A Seminar that includes one of the most comprehensive and fascinating music festivals in the world.

And by expecting a room accordial decision makers, we've made the most comprenensive and rescineting music Testivals in the world.

And by attracting 5,000 essential decision makers, we've made the And by autracting 3,000 essential decision makers, we ve made it seminar a unique opportunity to build your network of contacts and accounts are accounted to the contact of the contact o promote your artists, products, or business in pleasant, modern promote your artists, products, or business in pressant, modern surroundings. But don't take our word for it. As you can see, many other people will tell you the same. Find out why - send the coupon

nnow.

For information on how to take advantage of the marketing and promotional opportunities at the Saminar, call Joel Webber at (212). The Raleigh Prinskey of The Raleigh Prinskey of The Raleigh Prinskey of The Raleigh Prinskey of The Raleigh Prinskey (212) 265-A160. Early further information call last Deman at Comp. (212) 265-A160. Early further information call last Deman at Comp. (212) 265-A160. 233-7408. For press information, call nategor Finskey of the nategor Group, [212] 265:4160. For further information call Jeff Dorman at

The New Music Seminar is for the movers and shakers of the music The New Music Seminar is for the movers and shakers of the music business, a seminar like no other—where key people shape the music of tomorrow today, It's a valuable learning experience."
NICK BAZOO, PROGRAM DIRECTOR, B94, PITTSBURGH

Last year's best Album Radio Panel was at the NMS. Overall there Lest year's best Album Radio Panel was at the NMS. Overall there was no better way to keep a grip on the entire music industry than being at the NMS."

DEMIS MC MARARADA NOT DOWN. Doing at the NMS. PRESIDENT OF PROGRAMMING, DENIS MC NAMARA, VICE PRESIDENT OF PROGRAMMING, WLIR/FM, NY/LONG ISLAND

"The current ratings game in Top 40 radio is not to see how The current ratings game in top 40 radio is not to see now predictable you can be, but who beats you with the best new ideas and picks tomorrow's hits first. The NMS is a great place to explore and picks tomorrow's hits first. The NMS is a great place to explore and picks tomorrow's hits first. and picks tomorrow's hits first. The NMS is a great place to explore where music is headed and exchange new programming ideas, and the non-stop club scene of New York City provides a great backdrop."

GENE SANDBLOOM, MUSIC DIRECTOR, KIIS-FM, LA

In the past seven years the NMS has not only reflected current in the past seven years the ramo has not only relieved current trends, but has served as an important window to the music scene oi tomotrow. TONY BERARDINI, GENERAL MANAGER, WBCN/FM, BOSTON

Tonly wish that when I started out in management at the aga of 12 turny wish mar when I started out in management at the age of IZ there would have been something like NMS to attend, so I would not have made an many mistakes and completely maked in nice. Inere vyunu nave neen someuning like NMO to artand, so I would not have made so many mistakes and completely messed up Dire Straits career. ED BICKNELL, DAMAGE MANAGEMENT (DIRE STRAITS) Straits' career

"A ringside seat to a three ring, three day non-stop overview of the "A ringside seet to a three ring, three day non-stop overview of the state of the music industry, present and future. The opportunity to meet new people spearheading the latest music sounds around the world. I haven't missed one yet. Worthwhile, exciting, fun. SEYMOUR STEIN, PRESIDENT, SIRE RECORDS

SEAMO	Last Name
First Name Company Name Address	State Zip Postal Code
Country Phone Occupation	ease send me more into about NMS 7.  m interested in pursuing advertising on interested in pursuing advertising opportunities at NMS7. Send me info.
EM MARIC	pportunities at NMSJ. 35 SAVE \$50—REGISTER BEFORE MAY 30.



1747 1st AVENUE, NEW YORK, NY 10128

R&R FRIDAY, MAY 9, 1986/67

#### RADIO & RECORDS NATIONAL AIRPLAY

# JAZZ

#### **TOP 30**

#### MAY 9, 1986

- LARRY CARLTON/Alone/But Never Alone (MCA Master Series)
- FREDDIE HUBBARD/WOODY SHAW/Double Take (Blue Note)
- AHMAD JAMAL/Rossiter Road (Atlantic)
  - BOBBY HUTCHERSON/Color Schemes (Landmark)
- JONATHAN BUTLER/Introducing Jonathan Butler (Jive/Arista)
- JOHN SCOFIELD/Still Warm (Gramavision)
- CHICK COREA/Elektric Band (GRP)
- DIZZY GILLESPIE/Closer To The Source (Atlantic)
- JOE HENDERSON/State Of The Tenor, Vol. 1 (Blue Note).
- SKYWALK/The Bohemians (Zebra/MCA)
- RUSS FREEMAN/Nocturnal Playground (Brainchild)
- NANCY WILSON/Keep You Satisfied (Columbia)
- 13 EDDIE DANIELS & LONDON PHILHARMONIC ORCHESTRA/Breakthrough (GRP)
- 22 SPECIAL EFX/Slice Of Life (GRP)
- 15 15 MISTER SPATS/Love Speaks (Pausa)
- TERENCE BLANCHARD/DONALD HARRISON/Discernment (George Wein/Concord) O 21
- 20 BUDDY RICH/Mr. Drums-Live On King Street (Cafe)
- CABO FRIO/Right On The Money (Zebra/MCA)
- 28 LESLIE DRAYTON & FUN/What It Is Is What It Is (Esoteric)
- GEORGE HDWARD/Love Will Follow (TBA/Palo Alto)
- ă 24 LIONEL HAMPTON & HIS ORCHESTRA/Sentimental Journey (Atlantic)
- 27 JDHN JARVIS/So Far So Good (MCA Master Series)
- JEANNIE & JIMMY CHEATHAM/Midnight Mama (Concord) 23
- DOC SEVERINSEN & XEBRON/Doc Severinsen & Xebron (Passport) 16
- DEBUT 3 LYLE MAYS/I vie Mays (Geffen)
  - 26 KEITH JARRETT/Standards Live (WB) 19
  - IRA STEIN & RUSSELL WALDER/Transit (Windham Hill) 27 17
  - PHAROAH SANDERS/Shukuru (Theresa) 26
- DEBUT > @ PAT METHENY & ORNETTE COLEMAN/Song X (Geffen)
- ARTHUR BLYTHE/Da-Da (Columbia) DEBUT > 30

Black/Urban stations contributing to Jazz: WKND/Hartford, Melonae McClean: KJCB/Lafayette, Horatio Handy; WYLD-FM:New Orleans, Delt Spencer; WDMT/Cleveland Dean-Dean Rufus.

#### **NEW & ACTIVE**

CHUCK MANGIONE "Save Tonight For Me" (Columbia) 13/3
Rotations: Heavy 3/0, Medium 4/1, Light 4/0, Extra Adds 2, Total Adds 3, WAER, KUOP, WLVE, Heavy: WLOO, KKGO, KIFM

SUSANNAH McCORKLE "How Do You Keep The Music Playing?" (Pausa) 13/0

pavy 010, Medium 6/0, Light 7/0, Extra Adds 0, Total Adds 0, Medium: WBFO, WRTI, WMOT, KANU, KPLU,

STEVE BACH "Holiday" (Cafe) 12/5

m 3/1, Light 6/2, Extra Adds 2, Total Adds 5, WFPL, WNOP, KKGO, KMHD, KLCC. Heavy.

SCOTT COSSU "Reunion" (Windham Hill) 12/4
Rotations: Heavy 0'0, Medium 8/2, Light 4/2, Extra Adds 0, Total Adds 4, WUWM, KUOP, KIFM, KLSK, Medium: WDET,

WKSU, KPLU, WHRO, WVPE, KXPR.

BERTRAMI "Dreams Are Real" (Milestone/Fantasy) 12/1

BERTRAMI "Dreams Are Real" (Milestone/Fantasy) 12/1

EDDIE HARRIS & ELLIS MARSALIS "Homecoming" (Spindletop) 11/7 Rotations: Heavy 20, Medium 21, Light 4/3, Extra Adds 3, Total Adds 7, WMOT, WBEE, KPLU, WFSS, WAVE, WVPE, KLCC. Heavy, KJAZ, KPR, Medium: KAPR, Medium

PRINTY, NASC, NASC, MEDURIT, NASC, AMENDIATE, NASC, NA

WRTI, WBEE, KXPR.

MABIL TOTAM "Double Bass" (Consolidated Artists) 11/0

Rotations: Heavy 1:0, Medium 6:0, Light 4:0, Extra Adds 0, Total Adds 0, Heavy: WMOT. Medium: WEBR, KADX, KLON, KUOP, WVPE, KWMU.

CHET ATKIMS "Street Dreams" (Columbia) 10/2

Rotations: Heavy 2:0, Medium 2:0, Light 5:1, Extra Adds 1, Total Adds 2, WAER, WFAE. Heavy. KKGO, KPLU, Medium: KIND WVPE.



Thank You Radio for our First #1 Album!

#### LARRY CARLTON 1 — 4 Weeks in A Row



JOHN JARVIS



So Fa So Good: JOHN JARVIS **29**-22

GREENIDGE/UTLEY New & Active

#### MOST ADDED

ARTHUR BLYTHE (11) Da-Da (Columbia) BUDDY RICH (10)

r. Drums — Live On King Street (Cafe) EDDIE HARRIS & ELLIS MARSALIS (7) Homecoming (Spindletop)

#### HOTTEST

LARRY CARLTON (21)

Alone/But Never... (MCA Master Series)
FREDDIE HUBBARD/WOODY SHAW (18) Double Take (Blue Note)
AHMAD JAMAL (14)

Rossiter Road (Atlantic) BOBBY HUTCHERSON (13) Color Schemes (Landmark)

RUBY BRAFF/SCOTT HAMILTON "A Saliboat in The Moonlight" (Concord) 10/2
Rotations: Heavy, 4/0, Medium 3/0, Light 3/2, Extra Adds 0, Total Adds 2, WBGO, KXPR. Heavy, WYRS, KUHF, KADX, WUSF

MARIIA MULDAUR "Transblucency" (Uptown) 10/0
Rotations: Heavy 40, Medium 4/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: WAER, KPLU, WVPE, KLCC. Medium: WRTI, WBPT, KNDX, WUSF.

MICHEL PETRUCCIANI TRIO "Pianism" (Blue Note) 9/5 Rotations: Heavy 4/0, Medium 2/2, Light 1/1, Extra Adds 2, Total Adds 5, WBBY, KADX, KPLU, KLCC, KLSK. Heavy: WCLK, KANU, KJAZ, KXPR.

DANIU, NEGO TYLER "Heritage" (Rounder) 8/1
Rotations: Heavy 2:0, Medium 3:0, Light 2:0, Extra Adds 1, Total Adds 1, WJZZ, Heavy; WCLK, WNUR, Medium: WBGO,

MARC JOHNSON "Bass Desires" (ECM) 8/0

Medium 4/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: KJZZ. Medium: WRTI, WFPL, WDET, JAMES WILLIAMS SEXTET "Progress Report" (Sunnyside) 7/6
Rotations: Heavy 3/2, Medium 2/2, Light 1/1, Extra Adds 1, Total Adds 6, WGBH, WBEE, WDET, KJAZ, WHRO, KLCC.

KAZUMI WATANABE "Mobo Splash" (Gramavision) 7/5

ns: Heavy 2/0, Medium 1/1, Light 2/2, Extra Adds 2, Total Adds 5, WBGO, WBBY, KPLU, KXPR, KIFM. Heavy, WNOP,

RDBERT GREENIDGE & MICHAEL UTLEY "Mad Music" (MCA Master Series) 7/3 Rotations: Heavy 1/0, Medium 0/0, Light 4/1, Extra Adds 2, Total Adds 3, KMHD, WAVE, KLSK. Heavy: KBEM

NOBERT INTERTION OF A MICHAEL OF LIFET MAD UNITED THE MADE IN MADE IN

MILTON NASCIMENTO "Encontros E Despedidas" (Polydor/PolyGram) 7/1

Rotations: Heavy 0,0, Medium 3/1, Light 4/0, Extra Adds 0, Toral Adds 1, WVPE. Medium: WRTI, KLCC.

UZEB "Between The Lines" (10U) 7/1

Rotations: Heavy 1/0, Medium 3/0, Light 3/1, Extra Adds 0, Total Adds 1, WAER, Heavy, WNOP, Medium: WJZZ, KBEM.

Rotations: Heavy 3/0, Medium 2/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: WYRS, WAER, KKGO, Medium: WEBR,

SANDY OWEN "Boogle Woogle Rhythm & Blues" (Ivory) 6,5
Rotations: Heavy 2/1, Medium 2/2. Light 00. Extra Adds 2, Total Adds 5, WKSU, KLON, KKGO, KMHD, WLVE. Heavy.

WLOO.

ROB MULLINS "Night Street" (RMC) 6/4

Rotations: Heavy 1/0, Medium 2/2, Light 2/1, Extra Adds 1, Total Adds 4, KERA, WNOP, KTCJ, KKGO. Heavy: WLOO.

L. SUBRAMANIAM "Mani 4 Co." (Milestone/Fantasy) 6/1

Rotations: Heavy 2/0, Medium 2/0, Light 1/0, Extra Adds 1, Total Adds 1, KJZZ. Heavy: WDET, KXPR. Medium: WHRO.

LARRY CORYELL "Equipolse" (Muse) 6/0
Rotations: Heavy 2/0, Medium 3/0, Light 1/0. Extra Adds 0, Total Adds 0, Heavy: WKSU, WHRO, Medium: KANU, KJAZ,

BOBBY WATSON "Appointment in Milano" (Red/PSI) 6/0
Rotations: Heavy 1/0, Medium 3/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: WCLK, Medium: WRTI, KANU, WUWM.

RITZ "Born To Bop" (Pausa) 6/0
Rotations: Heavy 20, Medium 40, Light 0/0, Extra Adds 0, Total Adds 0, Heavy, WMDT, WAVE, Medium: WYRS, KUHF,

#### **REGIONALIZED ADDS & HOTS**



50 Reporting Stations 46 Current Reports

MIDWEST APRIADO JAMAS.
AMORO JAMAS.
AMORO PICH
HOLESTI
JOHN BCOFIELD
HOBARIO & SAN
IVAN LINE
JOH WILLIAMS
V 87818 & HALDE

KRVS/Lafayette and WUSF/Tampa

RLERUSIANS Fe (\*) NICE FUNCE: RADO HATEVI HAX LARGES'S ARE HICHEL, PRIVACE FAN DOUBT CORRU ROOTT CORRU BOSTERS

called in frozen playlists. KUHF/Houston and

WRTI/Philadelphia failed to call in a report; their playlists were frozen.

KRVS failed to report for two consecutive weeks and was not used in this week's data.

# GEFFEN RECORDS IS PROUD O PRESENT..

# PAT METHENY/ORNETTE COLEMAN SONG X



#### **DEBUT ON R&R** JAZZ CHARTS 29

AVAILABLE ON GEFFEN RECORDS, CASSETTES AND COMPACT DIGITAL DISCS

"Song X, is not only a joint triumph but Metheny's most stun-ning album yet." NEWSWEEK

"Metheny and a bril-liantly assembled band respond to every facet of Coleman's music... THE WASHINGTON POST

"Song X' isn't just a matter of good intentions it's an experiment that works. For all their differences, Mr. Metheny and Mr. Coleman are both masters of melody." **NEW YORK TIMES** 



MANAGEMENT: TED



#### FEATURING THE TRACKS

"KATHELIN GRAY"& "MOB JOB"

PRODUCED BY PAT METHENY

# YI E MAYS



"Mays album is full of strong melodies, grace-ful piano work and atmospheric harmonies."

THE WASHINGTON POST



**FEATURING THE TRACK** "HIGHLAND AIRE"

**DEBUT ON R&R** JAZZ CHARTS 25



MANAGEMENT TED KURLAND ASSOCIATES. PRODUCED BY LYLE MAYS & STEVEN CANTOR EXECUTIVE PRODUCER: PAT METHENY

# **BLACK/URBAN**

#### BREAKERS

#### **PAULI CARMAN**

Dial My Number (Columbia)

66% of our reporters on it. Rotations: Heavy 10, Medium 21/4, Light 35/14 Total Adds 16 including WXYV, WILD, WVEE, WHRK, WGCI, KSOL, WPEG, WLOU, WXLA, WVOI. A Most Added Record. Debuts at number 37 on the Black/Urban chart.

#### **NEW EDITION**

With You All The Way (MCA)

62% of our reporters on it. Rotations: Heavy 6/1, Medium 19/6, Light 29/23, Total Adds 30 including WWIN, WUSL, K104, KMJQ, WDIA, WHRK, WYLDFM, WTMP, WBMX, WJLB, B95, KMJM, KDAY. A Most Added Record. Debuts at number 34 on the

#### **NEW & ACTIVE**

MTUME "Breathless" (Epic) 50/23

PRITAIN BEAUGHDON 1975. LIGHT 30/18, Total Adds 23, WXYV, KMJQ, WHRK, WYLDFM, WGCI, WBLZ, KDAY, KSOL, WATV, WENN, Z93, WFXC, WOMG, WHYZ, WQFX, KIIZ, WJJS, WBLX, WORL, WPLZ, WAAA, WYOI, KDKQ

PET SHOP BOYS "West End Birls" (EMI America) 50/4
Potations Heavy 150, Medium 251, Light 93, Total Adds 4, WYEE, KÖLZ, WCKX, WYKO, Heavy, WILD, WHRK, WTMP,
WREZ, WOMT, KAMM, KILD, KHRH, OCTO4, WOKK, JET94, WMMKC, WALT, WQ

FAT BOYS "Sex Machine" (Sutra) 49/5

Dilations Heavy 90, Medium 200, Light 205, Total Addis 5, WRKS, WNHC, JET94, WBLX, WCKX Heavy WDAS, WDIA, T/MP, WDMT, WZAK, WKU, KIZ, KOKY, WZEN, Mediums include WWIN, KT04, KNAJO, WBMX, WLUM, KNAM, KDAY, JAL, NJFRM, KSOL, Moves 40,31 on the Black/Libran charl

PRECIOUS WILSON "I'll Be Your Friend" (Jive/Arista) 49/5

Rotations Heavy 6/0, Medium 18/1, Light 25/4, Total Adds 5, WAOK, WPEG, WANM, WCI K104, WKND, WNHC, WAAA. Mediums include: WWIN, WILD, WRKS, WUSL, KMJQ, WO

ARETHA FRANKLIN "Ain't Nobody Ever Loved You" (Arista) 48/11

ons, Heavy 4/O, Medium 21/2, Light 25/9, Total Adds 11, WDAS, WLIB, WENN, WPEG, WFXC, KDLZ, KJOB, WLOU, WPLZ, WWDM Heavy WDA, WTMP, JET94, WWKO Mediums include WYEE, WYLDFM, K94, WZAK, XHBM, DBM, Selection of the Company

WHODINI "Funky Beat" (Jive/Arista) 47/13

Rotations: Heavy 3:0, Medium 17/3, Light 27/10, Total Adds 13, WWIN, WYEE, WDIA, WHRIX, WBMX, WGCI, KMJM, KJLH. XHRIM, WTKL, WLOU, WALT, WYO! Heavy: WDAS, WZAK, KDAY: Mediums include: WRKS, K104, KMJQ, WJLB, KSOL, WRND Debtas at number 40 on the Black/Uhan chart

WILLIE COLLINS "Let's Get Started" (Capitol) 44/9

ons Heavy D.O. Medium 19:0, Light 25:0, Total Adds 9, WILD, WDIA, WGCI, WKND, WDKX, Z93, WLOU, WANT, Medium WYLDFM, WTMP, WZAK, WFXA, KGIXL, WTKL, WFKC, WFXC, KDLZ, WGFX, WJMI, WZAZ, KJCB, KAPE, WANA, WCKX, WZEN, KDKO.

MAI TAI "Female Intuition" (Critique) 42/4

PRINDED HILLIEUM (LETTIQUUS) 92/19 19/ 4/O, Medium 18/0. Light 20/4, Total Adds 4, OC104, WTKL, WLOU, KDKO. Heavy: WDIA, WOFX, WCKX 15: WEDR, WOWI, WDMT, WZAK, XHRM, WNHC, WFXA, WENN, ZB3, WFXC, WOMG, WKKI, WBLX, KHYS

GAVIN CHRISTOPHER "One Step Closer To You" (Manhattan) 41/8

Rotations, Heery 1/0, Medium 14/0, Light 26/8, Total Adds 8, WXYY, WEDR, WDMT, WLUM, WQFX, WJYL, WLOU, WPLZ, Heery, WTLC. Medium WDAS, WAMO, WYEE, WTMP, XHRM, 293, KJCB, WQQK, KHYS, KAPE, WCKX, WZEN, KDKO,

JOESKI LOVE "Pee Wee's Dance" (Vintertainment/Elektra) 40/9

Potations: Heavy 91, Medican 122, Upis 198, Total Adds 9, WBLZ, WILLIA, KAMIM, KSOL, WFXA, WATV, WENN, WCXI WCXC, Heavy: WDJY, KMAO, WOMT, WZAK, KDAY, WOMG, KIIZ, WZEN, Mediums include: WRKS, K104, WJLB, XHRM Dobust air number 30 on the Bleck/Urban chart.

TIMEX SOCIAL CLUB "Remors" (Jay) 38/7

Rotatione: Heavy 10/0, Medium 16/2, Light 12/5, Total Adds 7, WDJY, WVEE, WEDR, WENN, WOFX, KOKY, WLOU, Heavy, K104, KNJO, KNJM, KDAY, XHRM, WJMM, KIIZ, 2103, WZEN, KBUZ, Mediums include: WWIN, WXYY, WHJR, WTMP WZAY, KJUH, KDOJ, KDKO, Debus at number 35 on the Black/Urban chart.

RAINY DAVIS "Sweetheart" (Supertrants) 38/4 Rotations Heavy 40, Medium 1771, Light 153, Total Acds 4, WhitiC, OC104, WOOK, KDKO, Heavy, WRKS, WDAS, WAMO, WOWN, Medium 1971, Light 153, Total Acds 4, WhitiC, OC104, WOOK, KDKO, Heavy, WRKS, WDAS, WAMO, WOWN, Medium 1971, Light 153, Total Acds 4, WhitiC, WDKC, WCKC, WOMG, WCXI, KHNS, WANT, WRLZ, WTLC.

PAUL LAURENCE "Strong Out" (Capitol) 36/4

wy 4/0, Medium 23/1, Light 9/3, Total Adds 4, WDAS, KSOL, KJCB, WKWM, Hessyr: WNHC, KQXL, KOKY, ins include, WWIN, WXYV, WAMO, WBMX, WDMT, WZAK, WJLB, WATV, WENN, WFXC, WQMG, WXLA.

SMOKEY ROBINSON "Sleepless Hights" (Tamin/Notoren) 35/8
Peatanon: Heery 30, Medium 162, Light 166, Total Adds 8, K94, WGC, WZAK, WCKC, WHYZ, WJYL, WCKX, WYOL
HERRY WAGK, WGLZ, WANAL MEDIum WAKO, WEE WOLA, WTOH, ZBG, WFEG, WGFK, WAM, KHYS, KAFE, WAAA.

TRICK JAMES "Sweet & Sexy Thing" (Gordy/Motown) 34/34

Robbions: Heery 2/2, Medium 9/8, Light 20/23, Toba Adds 34, WWIN, W/XY, WDAS, WUSL, WAMO, K104, WDA, WHRK, KNS, WOWL, WHAW, WAX, WLIM, KNJM, KDAY, WDKX, WAAA, WATY, WENN, WFX, WATY, WENN, WFXC, WGPX, WJMB, KNZ, WJMS, KNYS, WAATY, WENN, WFXC, WGPX, WJMB, KNZ, WJMS, KNYS, WAATY, WAAA, WKWIM, WTJC, WZEN, KDKO.

WTLC
TICA "One Way Leve" (Temmy Boy) 31/6
Rotesone Heavy 30, Medium 13/1, Light 15/5, Total Adds 6, WHRK, WTKL, WCKI, KJCB, WLOU, WORL, Heavy HOT105, without Yi-Riki, Medium: WILD, WILIM, WFZA, KCIK, WXOK, WPEG, JETBI, WFXC, WOMG, WOFX, WZAZ, KHYS.

(www.dum.au) www.dum.au/ dum.au/o, Light.22/9, Total Adds 9, WWIN, KNJM, WKND, KDLZ, WQFX, WBLX, WAAA, WCKX, K104, WDIA, WHRK, KIZ, KUOB, KAPE, KDKO

WZEN Medium: WHUR, K104, WDIA, WHRIK, KIIZ, KLOB, KAPE, KDKO

PAUL HARDCASTLE I/CARDN (KENYON: "Dor't Wasta My Time" (Chrysailis) 38/5

Rotations: Heavy 1/0, Medium 12/1, Light 17/4, Total Acids 5, WDJY, WDIA, WJJS, WANT, WYOI. Heavy: KIIZ Medium
WWN, WYER, K104, KSQ. WOWI, WKND, 283, WTNT, WAAA, KNCK, KACC

CONNE: "Experience" (Sannyview) 27/9

Potataorns: Heavy 0/0, Medium 6/1, Light 186, Total Acids 9, WXYV, WOWI, WZAK, XHRM, WFXA, WFXC, WKXI, WAAA.
WZEN Medium WWR, WDAS, WDAN, KDAY, WZAZ, WBLX, WHZZ, WANM

TEMPTATIONS "A Fine Moss" (Gordy/Molown) 27/6
Postations Heavy 00, Medium 100, Light 17/6, Intel Adds 8, M94, MGCI, 293, WOFX, KHYS, KAPE, Medium WWIN, WDIA,
WZAN, CO10-4, WFIG. WLOU, WARA, WCKX, WZEN, KACE

WARA, CO10-4, WFIG. WLOU, WARA, WCKX, WZEN, KACE

WARA, CO10-4, WFIG. WLOU, WARA, WCKX, WZEN, KACE

WAZARATI "100 MPH" (WB) 28/10

Rotations: Heavy 3/2, Medium 8/1, Light 15/7, Total Adds 10, WTMP, WGCI, KMJM, XHFIM, WATV, KDLZ, WQFX, WQCK, WCKX, WTLC. Heavy WZEN. Medium: WHUR, K104, WOWI, KDAY, WNHC, WTKL, KIIZ.

#### **MOST ADDED**

RICK JAMES (34) Sweet & Sexy Thing (Gordy/Motown) **NEW EDITION (30)** With You All The Way (MCA)

MTUME (23) Breathless (Epic) PAULI CARMAN (18)

Dial My Number (Columbia)

#### HOTTEST

PATTI LABELLE/MICHAEL McDONALD (71) On My Own (MCA) SOS BAND (49)

WHITNEY HOUSTON (45) The Greatest Love Of All (Arista) JANET JACKSON (37) Nasty (A&M) STEPHANIE MILLS (34)

I've Learned To Respect The . . . (MCA)

BOOKER NEWBERRY "Take A Place Of Me" (Omni/Atlantic) 25/2

Rotations: Heavy 1/0, Medium 12/0, Light 12/2, Total Adds 2, WBMX, KHYS. Heavy: WFXC, Medium: WDAS, K104, WOWI WZAK, WNHC, KQXL, WTKL, WQMG, WQFX, WZAZ, WLOU, WANM.

#### SIGNIFICANT ACTION

TOTAL CONTRAST "What You Gorsa De Aboet It" (London/PolyGram) 24/16 Rotations: Heavy 00, Medium 1/1, Light 23/15, Total Adda 16, WHUR, WDIA, WHRIK, K94, WBMX, WKND, WADK, WATV. LETB4, WKNX, WAZX, WAJS, WBMX, WAAA, WTLC.

E.G. DAILY "Say It Say It" (A&M) 24/5

Light 9/2, Total Adds 5, WILD, WGCI, WFXA, WJMI, WPLZ. Medium. WHUR, WVEE, 04, WDKX, WOOK, KAPE, WANM, KDKO. ns: Heavy 0/0, Medium 15/3, Li 5, WOWI, KDAY, KJLH, OC104 REGINA "Baby Love" (Attentice) 22.10

Rotations: Henry 10, Medium 82, Light 158, Total Adds 10, WDAS, KMJO, WDMT, 293, KDLZ, KJCB, WPLZ, KAPE, WZEN, KBUZ, Habery, WOWI, Medium: WTME, WTKL, WORL, WANAI.

DONNELL PITMAN w/CHI-LITES "Your Love is Dynamite" (After Five/Fastilire) 22.2

Rozations: Heavy 00, Medium 30, Light 19x2, 19th Apule 8, 2007, 19x2, 19

WZASI, KIMAMI, KDAY, WIZIK, WACK, WATY, JETBI, WEKZ, WGEY, WGCK, WICK, WGCK, WGCK, WTLC BEASTIE BOYS: "Hold II, Now WIH IR" ("Del Jam/Colembia) 21:/8 Rotations Heavy 10, Medium 6/2, Light 14/8, Total Adds 8, KIMJO, WAOK, WATY, WENN, WCXI, WZAZ, WBLX, WANIM Heavy, KDAY, Medium WDAS, WOMT, WZAK, WORT

Heavy KDAY Medium WDAS, WDMT, WZAN, Tramb.

DRAMATICS "One Love Ago" (Fantasy) 20.6

DRAMATICS "One Love Ago" (Fantasy) 20.6

RAMATICS "One Love Ago" (Fantasy) 20.6 ZAPP "Itchin' For Your Twitchin' " (WB) 20/2

ns Heavy 3/0, Medium 10/0, Light 7/2, Total Adds 2, KHYS, WVOI Heavy WATV, WENN, WTLC Medium K104 WZAK, KSOL, WAOK, WFXA, WPEG, WALT, WOOK, WCKX

CHERRELLE "Artificial Heart" (Tabu/CBS) 19/5 ds 5, WILD, K104, KJLH, WDKX, WWDM: Heavy WHYZ Medium

KOPPER "Velocity" (KMA) 19/5

um 2/0, Light 16/5, Total Adds 5, KMJQ, WHRK, WEDR, WOWI, WPLZ, Heavy: JET94, Medium.

IVY "Tell Me" (Heat) 19/2

Rotations: Heery 1/0, Medium 10/0, Light 8/2, Total Adds 2, WHYZ, WANT, Heery; WDJY, Medium: K104, WOWI, WDMT, KSOL, KDLZ, KOKY, WLOU, KAPE, WGPR, WTLC.

EUGENE WILDE "30 Mins To Talk" (Philly World/MCA) 18/3
Rotationie: Heavy GO, Medium 8/O, Light 12/3, Total Adds 3, WYLDFM, KJCB, WYOI, Medium: WDJY, WTMP, KDAY, WATV,

Wichel, Waren. JAMICE "Bye-Bye" (4th & Breadway/Island) 18/3 Rizations: Heavy 1/0, Medium 6/1, Light 11/2, Total Adds 3, WDIA, WHRK, W.J.S. Heavy: WOWI, Medium: WWIN, WHUR,

AUICE "You Can't Hide From Love" (Columbia) 15/11

Rotations: Heavy 0/0, Medium 2/1, Light 13/10, Total Adds 11, WWIN, WEDR, WDMT, WAOK, WATV, WFXC, WQFX, WKXI,

WILLIAM BELL & JANICE BULLOCK "I Don't Want To Wate Up (Feeling Guilty)" (Wilbe) 15/3
Rotations: Heavy 3/0, Medium 4/0, Light 8/3, Total Adds 3, WTKL, WOMG, WTLC, Heavy WEDR, WAOK, WZAZ, Me

1/0, Medium 5/1, Light 8/2, Total Adds 3, WVEE, 283, WXLA. Heavy: WhitC. Medium: WDAS, WDJY.

PROMISSION MOND.

READY FOR THE WORLD "Ceremic Girt" (MCA) 13/3

READY FOR THE WORLD "Ceremic Girt" (MCA) 13/3

And I lake 7/2 Total Adds 3, KMJO, WFXC, WVOL Heavy; WQQK, Medium; K104, WJLB,

RAP-O-MATIC, LTD. "Lies, Lies" (Profile) 13/1

1. WLOU, Heevy, WTMP, Medium: WATV, WEXC. MIAIMI SOUND MACHINE "Bed Boy" (Epic) 12/2
Rotations: Heavy 1/0, Medium: WAMO, WBLZ, B95, WLUM,

BKINNY BOYS "Jockbox (America Leves The Skinny Boys)" (Warlock) 12/1

J. BLACKFOOT "The Sirl Next Door" (Sound Town) 12/1

J. BLUCKPUUT I IN SWIT NOZI LOOK" (\$00000 10001) 127.

POSIGIONEY HONEY ON, Medicar HO, Light 81, TOST Adds 1, WVOL Medicare: WDIA, WATV, WKXI, WZAZ,
KENNY & JOHNNY, THE WHITEHEAD BROS. "I Jampaed Out Of My Skin" (FIR/Mashattan) 11/6
POSIGIONE: HONEY ON, Medicar 21, Light 95, TOST Adds 6, WUS. WDIA, KJCB. WLO, WANM, WTLC, Medicare: WDIAS
NEW KUBS ON THE BLOCK "Be My Blit" (Columbia) 11/3
POSIGIONE: HONEY ON, Medicare JO, Light 73, TOST Adds 3, WHUP, WHYEC, WBLX. Medicare: WILD, KDAY, KCKY, WALT. NEW KIDS UN ITE BULVAN UP ITE BULVAN PROBABILITY OF THE PROBABILITY OF

MADONNA "Live To Tell" (Sire/WB) 11/8

NO. Light 1/0, Total Adds 0. Heavy: OC104. Medium: HOT105, K94, B95, WLUM, KSOL.

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 Breeker status must also have sufficient heavy and medium rotation airplay to enter the chart.

# **BLACK/URBAN ADDS & HOTS**

#### EAST

WXYV/Bahin Roy Sampson
CONNIE
PAULI CARMAN
ROY AYERS
MIDNIGHT STAR
GAVIN CHRISTOF
RICK JAMES
JULCY
MITUME
HOTLBALL
SOS BAND
VANITY

nanfilmon Newmen/Dunn
WHODINI
RUN D.M.C.
NEW EDITION
ROY AYERS
SKYY
RICK JAMES
MAIN ATTRACT
NADINE
JUICE JUICE
Hottest:
LABELLE & MCDONAL
STEPHANIE MILLS
SOS BAND
ANITA BAKER
ALEXANDER O'NEAL

WILD/Boston
Smith/Thomas
JANET JACKSON
COLONEL ABRAMS
CHERRELLE
PAULI CARMAN
E.G. DAILY
WILLIE COLLINS HOTEEST: LABELLE & MCDONAL ATLANTIC STARR FORCE MD'S MIDNIGHT STAR JANET JACKSON

Jordar/Micteen
MIDNIGHT STAR
MIDNIGHT STAR
MIDNIGHT STAR
MIDNIGHT POSSESSIO
TOTAL CONTRACT
TOTAL CONTRACT
MIN ATTRACTION
52ND ST.
PAULI CARMAN
MILLIE COLLINS
HOTELE
PRINCE
SOS BABD
PRECIOUS MILSON
JANET JACKSON
ATLANTIC STARR

. F

Jemes Jordan

PAT BOYS
ALISHA
BILLY OCEAN
NEW KIDS ON THE B
RAINY DAVIS
HOTELS
STEPHANIE MILLS
LABELLE & MCDONAL
VANITY
JETS
PATTI AUSTIN

WRKSNew York
Tony Gray
ATLANTIC STARR
HELI'SA MORGAN
RUN D.M.C.
PAT BOTS
Hottest:
PRINCE
LABELLE 4 MCDONAL
STEPHANIE MILLS
FRICO PALCO WHITNEY HOUSTON

OC104/Ocean City OCIDADOCARA CHY
DAVA AHAN
FALCO
FALCO
BLOW MONKEYS
HAI TAI
PAULI CARMAN
RAINY DAVIS
HOTERST
HHITNEY HOUSTON
LABELLE 4 MCDONAL
BILLY OCEAN
SOS BAND
EL DEBARGE
WINASCHINGTON

WDAS/Philadelphia
Joe Tamburro
RUN D.M.C.
PAUL LAURENCE
RICK JAMES
BUNNY SIGLER BURNY SIGLER
REGINA
NADINE
ARETHA FRANKLIN
HOTTEST JACKSON
WHITNEY HOUSTON
WHODINI
FORCE MD'S

WUSL/Philadelphia WUSLIPHHADAIPHA
Tony Quarterone
JOYCE SIMS
RUN D.H.C.
LISA LISA
NEW EDITION
RICK JAMES
KENNY & JOHNNY WH
HOTESEL
LABELLE & MCDONAL
PRINCE
STEPHANIE MILLS
SOS BAND
NU SHOOZ

WAMO/Pittsburgh
Woodson/Anthony
RICK JAMES
TEENA MARIE
HOTTESE
HOTTESE
BILLY OCEAN
MIDNIGHT STAR
TEASE
JANET JACKSON

WDKX/Rocheste Andre Marcel
CHERRELLE
SMOKEY ROBINGON
AMTHONY & CAMP
RICK JAMES
WILLIZ COLLINS
RUN D.M.C.
HOTEGER
LABELE & HCDONAL
STEPHANIZ MILLS
PATTI AUSTIN
MILTHE HOUSTON
MIDNIGHT STAR

WHURAWASHINGTON
MINA ATCHIS
RENZ & ANGELA
MELL'SA HORGAN
HEW XIDS ON THE
TOTAL CONTRAST
HOLEST
SOS BAND
JAMET JACKSON
WHITNEY HOUSTON
BILLY OCEAN
52ND ST.

WOJY/Weshington
Brute Bailey
HI DNIGHT STAR
ATLANTIC STARR
ATLANTI

KACE/Los Angeles

Pam Robinson
HINTON BATTLE
SLY FOX
NEW EDITION
DRAMATICS
JULCY
ROTES HOTEONAL
PATTI AUSTIN
SIMPLY RED
ANITA BAKER
SOS BAND

#### WEST

KDKO/Denve HTUME
NEW EDITION
MAI TAI
RAINY DAVIS
HOTLEST
SOS BAND
WHITNEY HOUSTON
JANET JACKSON
BILLY OCEAN
ALEXANDER O'NEAL

KAHAos Angeles Doug Gilmore KAHAGA Angeles
Doug Gilmore
SKYY
CONTROLLERS
WHITNEY HOUSTON
WHODINI
FORCE MD'S
CHERRELLE
BOTTERLLE
BOTTERLLE
BOTTERLI
ABELLE & MCDONAL
PATTI AUSTIN
PRINCE
ATLANTIC STARR
NU SHOOZ

XHRM/San Diego Dufi Lindsey MAZARATI SKYY WHODINI CONNIE MTUME NEW EDITION RICK JAMES MORRIS DAY LATOYA JACKSON Hottest: Hottest: LABELLE & MCDONAL LABELLE & MCDONAL SOS BAND JANET JACKSON TIMEK SOCIAL CLUB WHITNEY HOUSTON

# SOUTH

WAOK/Atlanta Larry Tinsley RICK JAMES RUN D.M.C. JUICY BEASTIE BOYS VOLTAGE BROTHERS JUICE TOTAL CONTRAST PRECIOUS WILSON NOTESES. PRINCE ATLANTIC STARR STEPHANIE MILLS

WVEE/Allante
Ray Boyd
PAULI CARMAN
O'CHI BROWN
MIDBIGHT STAR
MHODINI
TIMEX SOCIAL CLUB
PET SHOP BOYS
HOLLESTEPHANIE MILLS
WHITNEY HOUSTON
JANET JACKSON

WFXA/Augusta
Jasper Owens
JOESKI LOVE
RICK JAMES
SHEILA E
SHEILA E
PAULI CARMAN
LORNAN
LORNAN
LORNAN
LORNAN
LORNAN
LABELLE & MCDONAL
SOS BAND
WHITNEY MOUSTON
ALEXANDER O'NEAL
JANET JACKSON

WTKLEston Rouge
E. Rodney Jones
WHODINI
THA
NEW EDITION
RAI TAI
WILLIAN BELL
ALLER TOUSSAINT
BASELL & HCDONIA
STEPPHANE HILLS
ATLANTIC STARR
JARET JAKESON
CONTROLLERS

KQXL/Baton Ros Guy Broady none Hottest: Hottest: E.T. STEPHANIE MILLS NU SHOOZ PRINCE FALCO

WXOK/Baton Rouge AI Wallace HONE HOTESET: PRINCE CASKFLOW STEPHANIE MILLS NEW EDITION JETS

WATV/Birmingham
Ron January
BRAST E BOYS
ARTHONY & CAMP
TOTAL CONTRAST
RIN D.M.C.
RIN D.M.C.
RICK JAMES
HOLLES MCDONAL
SOS BATTA
RELL'S A MORGAN
STEPHANIE HILLS

WENN/Birmingham
Roe Bonner
EL DEBARGE
JOEBKI LOVE
TIMEX SOCIAL LOVE
FORCE MD'S
ROY AVERS
RICK JAMES
SKYY
BEASTIE BOYS
MIUME
NEW EDITION
ARETHA FRANKLIN
HOTEBER ARETHA PRANKLIN Hottest: STEPHANIE MILLS LABELLE & MCDONAL

KUKO/Phoenix
Robert Wideman
PRECIOUS WILSON
WILLIE COLLINS
YARRROUGH & PEOPL
HIGHIS SOOND HACHI
NU SHOOZ
STEPHANIE HILLS
LABELLE & MCDONAL
JANET JACKSON
WHITNEY HOUSTON KSOL/San Francisco RODISAN FIRICIS
RODINSON/MOODY
MTUME
PAULI CARMAN
ROY AYERS
PAUL LAURENCE
JOESKI LOVE
HOTTER
HOTTER
NU SHOOZ

NU SHOOZ LABELLE & MCDONAL STARPOINT SADE

WQFX/Guifport-Biloxi
Jim Lucas
RICK JAMES
MAZARATI
MTUME
TIMEX SOCIAL CLUB
SKYY
JUICE
ROY AVERS
MAIN ATTRACTION
RUN D.M.C.
GAVIN CHRISTOPHER
TEMPTATIONS Cliff Fielcher 52ND ST. WILLIE COLLINS WILLIE COLLINS
HTUME
DONNELL PITMAN
REGINA
O'CHI BROWN
TEMPTATIONS
HOTLES
LABELLE & MCDONAL
SOS BAND
WHITNEY HOUSTON
JAMET JACKSON
ATLANTIC STARR

WQFX/Guifport-Biloxi

KMJQ/Houston

WJMUJackson
Carl Maynes
RICK JAMES
ROY AYERS
E.G. DAILY
ROYERS
E.G. DAILY
HOLDER
HOLDER
HOLDER
HOLDER
HOLDER
HITNEY HOUSTON
SADE
LABELLE & MCDONAL

WKXIIJackson
Tommy Marshall
RUN D.H.C.
BEASTIE BOYS
JOESKI LOVE
TOTAL CONTRAST
TKA
NEW EDITION
JUICE
CONNIE
ROY AVERS
JANANNI C
HOLLERE:

JAWANNI C Hottest: STEPBANIE MILLS LABELLE & MCDONAL MICHAEL HENDERSON SOS BAND ATLANTIC STARR

WZAZ/Jacksonville

WZAZJJacksonville
Nat Jackson
BEASTIE BOYS
PAULI CARMAN
JUICE
VOLTAGE BROTHERS
TENITA JORDAN
TOTAL CONTRAST
HOLLESI
JANET JACKSON
LABELLE & MCDONA
PATTI AUSTIN
WHITNEY HOUSTON

WPDQ/Jacksonville Larry Brody

Larry Brody
JANET JACKSON
HOTTEST:
STEPHANIE MILLS
LABELLE & MCDONAL
WHITNEY HOUSTON
NU SHOOZ
ATLANTIC STARR

Bill St. John
RENE & ANGELA
MITURE
ANTHONY & CAMP
PAULI CARMAN
RICK JAMES
HOTTER
HOTTER
JOESKI LOVE
WHITNEY HOUSTON
JANET JACKSON
LABELLE & MCDONAL
TIMEX SOCIAL CLUB

KHZ/Killeen

Bill St. John

KJCB/Lalayette

KJCBL/Layette
Horatio Handy
RENE & ANGELA
PAUL LAUNENCE
EUGEME VILL
RESCIBA
RE

KOKY/Little Rock Frezier/Earl

JUICY
MIDNIGHT STAR
NEW EDITION
TIMEX SOCIAL CLUB
HOTESS:
JANET JACKSON
ATLANTIC STARR
PRINCE
LABELLE & MCDONAL

WJYL/Louisville

WHHEMSIMMECH SMOKEY ROBINSON NEW EDITION GAVIN CHRISTOPHER HOTESE: LABELLE & MCDONAL MHITMEY HOUSTON ATLANTIC STARR SOS BAND PATTI AUSTIN

WPEG/Charlotte WPEGICharlotte
Michael Saunders
MILDRED SCOTT
PRECIOUS WILSON
ARETHA FRANKLIN
NEW EDITION
PAULI CARMAN
PRINCE
HOTEBEL
HITMEY HOUSTON
ATLANTIC STARR
LABELLE & MCDONAL
JANET JACKSON
HIDNIGHT STAR JANET JACKSON
PATTI AUSTIN
TIMEX SOCIAL CLUB
CONTROLLERS

JET94/Chettenoogs
Frank St. James
JANET JACKSON
ROSE BROTHERS
JUICT
LATOTA JACKSON
FAT BOYS
RUN D.M.C.
HIDNIGHT STAR
TOTAL CONTRAST
JETS
ALEXANDER O NEAL
JANET JACKSON
STEPPHANE HILLS
BILLY OCEAN

WMMC/Columbia Chaz Saunders Chaz Saunders
ABC
JOHNNY KEMP
TRANS-K
BLOW MONKEYS
FIVE STAR
FABULOUS THUNDERS
MELL'SA MORGAN
HOTTERS
SOS BAND
PET SHOP BOYS
JERNAINE STEWART
JANET JACKSON
NEW EDITION

K104/Dalles K 104/Dalles
Torri Avery
CHERELLE
RICK JAMES
JOHNNY KEMP
NEW EDITION
HOLTERS'
TIMEX SOCIAL CLUB
JANET JACKSON
WHITNEY HOUSTON
LABELLE & MCDONAL
ALEXANDER O'NEAL

Aivin Stowe JEAN CARNE RICK JAMES MTUME NEW EDITION NEW EDITION
SKYY
ARETHA FRANKLIN
READY FOR THE WOR
RUN D.M.C.
JUICE
CONNIE
HOTEOST:
LABELLE & MCDONAL
SOS BAND
ANITA BAKER
WHITNEY HOUSTON
FIVE STAR

WFX C/Durham

KOLZFL Worth-Dallas
McCann/Madison
REGIRA
MEM EDITION
ARETHA FRANKLIN
MAZARATI
PET SHOP BOYS
MAIN ATTRACTION
HOLDERL
SOS BAND
WHITMEY HOUSTON
ANITA BAKER

Doc Foster WILLIAM BELL NTUME Hottest: STEPHANIE MILLS LABELLE & MCDONAL ROSE BROTHERS WHITNEY HOUSTON PATTI AUSTIN

WHYZ/Greenville
Michael Taylor
CONTROLLERS
IVY
SKYY
SMOKEY ROBINSON
MTUME
LABELLE & MCDONAL
ATLANTIC STARR
WHITNEY HOUSTON
JANET JACKSON
SOS BAND

WLOU/Louisville Tony T. Fields Tony T. Fields
TKA
ARETHA PRANKLIN
PAULI CARHAN
GAVIN CHRISTOPHER
WILLIE COLLINS
THEEK SOCIAL CLUB
HAI TAI
WHODINI
KENNY & JOHNNY WI
RAPOMATIC, LTD.
HOLLES
SOS BAND
E.T.

WJJSrLynchburg Lad Goins RICK JAMES JANICE MTUME TOTAL CONTRAST PAUL HARDCASTLE BOTTEST JANET JECKSON Hottest: JANET JACKSON LABELLE & MCDONAL CASHFLOW WHITNEY HOUSTON SOS BAND

LABELLE & MCDONAL WHITNEY NOUSTON

WHRK/Memphis
Wells/Smith
MIDNIGHT STAR
ROBERT PALMER
PAULI CARMAN
TKA
MTUNE
WHODINI
DRAMATICS
KOPPER
JUNIOR JANICZ
JUNIOR
TOTAL COMTRAST
FORCE MD'S
RICK JAMES
BEM EDITION
HOTTERL
LABELLE & MCDONAL
STEPHANIE MILLS
PET SHOP BOYS
SOS BAMD
BU SHOOZ

WHRK/Memphis

WDIA/Memphis
Bobby O'Jay
FORCE MD'S
FORCE MD'S
FAUL RARROCASTLE
JULIAN FLENOY
KENNY & JOHNNY WH
RUN D.H.C.
LATOYA JACKSON
NEW EDITION
WHODDINI
RICK JAMES
JULICY
JANICE
NIVEL JULCY
JANICE
NIVEL
JEAN CARNE
TOTAL CONTRAST
WILLIE COLLINS
BOTTER
HITMEY HOUSTON
ROSE BROTHERS
STEPHANIE HILLS
BILLY OCEAN
LABELLE & MCDONAL

WALT/Meridian Aundra Russell WHODINI PHILIP BAILEY Hottest: SHIRLEY MURDOCK LABELLE & MCDONAL SOS BAND NU SHOOZ BILLY OCEAN

WEDR/Miami

WEDRIMIAM
Jackson/Jones
JUNIOR
ROONEY O
JUICE
JUNES SOCIAL CLUB
STANIN SOCIAL
RIN D. H.C.
PRINCES
COLORS
COLORS
ROONE OSCIA
RO

HOT105/Miami
Tanner/Casskdy
JACKSON & HOUSTON
GEORGE MICHAEL
HOTLESEL
TKA
JOYCE SIMS
NU SHOOZ
PATTI AUSTIN
INPORMATION SOCIE

WBLX/Mobile Vernon Wells FAT BOYS BEASTIE BOYS BEASTIE BOYS
MITUME
NEW KIDS ON THE B
JOHNNIE TAYLOR
DR. YORK & SARAH
RUN D.H.C.
NAIN ATTRACTION
TOTAL CONTRAST
HOLLEST:
BOS BAND
MITUMEY HOUSTON
JANNET JACKSON
ATLANTIC STARR

WYLD-FM/New Orleans Dell Spencer Dell Spencer
MITURE
SKYY
EUGENE WILDE
HIROSHIMA
NEN EDITION
BOTTEN
LABELLE & MCDONAL
JUNIOR
SOS BAND
ANITA BAKER
CONTROLLERS

WOWUNOrdik
Roshon Vance
RICK JAMES
KOPPER
YARROUGH & PEOPL
CONNIE
LABELLE & MCDONAL
SOS BAND
HNITNEY HOUSTON
JAMET JACKSON
ATLANTIC STARR

K94/Nortole

KS4/Morfolk
Mile Allen
PORCE MD'S
HIDNIGHT STAR
YARBROUGH & PEOR!
YARBROUGH & PEOR!
TOTAL CONTRAST
SHOKEY ROBINSON
GEORGE HONARD
RICK JAMES
HIAMI SOUND HACHI
HOLLER!
HOST HONARD
LASELLE & MCDONAL
WHITMEY HOUSTON
SADE

WORL/Orlando WORL/Orlando
Earl James
MIDNIGHT STAR
52ND ST.
YARBROUGH & PEOPL
MTUME
NEW EDITION
DRAWATICS
TKA
ROTTERS
ROTTE TKA
HOTLEST:
LABELLE & MCDONAL
STEPHANIE MILLS
WHITNEY HOUSTON
SOS BAND
ALEXANDER O'NEAL

KHYS/Port Arthur KMYS/Port Arthur
Petry/Davis
JOYCE SIMS
MILDRED SCOTT
BOOKER NEWBERRY
ROY AYERS
TEMPTATIONS
ZAPP
CULTURE CLUB
RICK JAMES
MARVIN GAYE
ROTTER
RO MARVIN GAYE
HOttest:
LABELLE & MCDONAL
SOS BAND
STEPHANIE MILLS
WHITNEY HOUSTON
JANET JACKSON

WANT/Richmond
Nancy Williams
ARETHA FRANKLIN
SZND ST.
NEW EDITION
PHILIP BAILEY
TOTAL CONTRAST
STYLISTICS
STYLISTICS
DONNELL PITMAN
IVY
PAUL HARDCASTLE
HOCTES PAUL HARDCASILLHOTTEST HOTTEST AMOUNT HOTTEST LABELLE & MCDONAL STEPHANIE MILLS CABHFLOW SOS BAND ROSE BROTHERS

WPLZRichmond
Crumbiey/Daniels
and Datty
and Datty
NEW EDITION
NEW EDITION
NEW EDITION
ARETHA FRANKLIN
GAMIN CHRISTOPHER
KOPPER
JUICY
TERVER TONNES
BOTH TONNES
BOT

KAPE/San Antonio KAPE/San Antonio Mike Keily NEW EDITION PAULI CARMAN TEMPTATIONS REGINA HOTE-BELLE & MCDONAL SOS BAND WHITNEY HOUSTON ATLANTIC STARR « TEASE

WWDM/Sumfer Dean/McHugh FORCE MD'S CHERRELLE ARETHAL FRANKLIN HOT LEAST CASIPLON JERNAINE STEMART LABELLE & MCDONAL WHITNEY HOUSTON

WANM/Taliahassoe
Joe Bullard
DRAMATICS
SKYY
BEASTIE BOYS
JUICE
SPYDER D
KENNY & JOHNNY WI
PRECIOUS WILSON HOTTEST:
LABELLE & MCDONAL
STEPHANIE MILLS
ATLANTIC STARR
WHITNEY HOUSTON
MELI'SA MORGAN WIMP/Tamps
Chris Turner
Chris Turner
NEW EDITION
NEW EDITION
SENT L ROBBIE
L.A. DREAM TEAM
MAZARATI
SPYDER D
FRESH FORCE CREM
JUICY
JURES
FAT BOYS
PHILIP BAILEY
JORNNY KEMP
LABELLE L MCDONAL
ATLANTIC STAME

WAAA/Winston-Salem WAAAWinton-Selem
Tina Carson
MORRIS DAY
MAIN ATTRACTION
MORRIS DAY
MAIN ATTRACTION
MTUNE
COONIE
JEAN CARNE
BUNNY SIGLE
TOTAL CONTRAST
FICK JAME
LATOYA JACKSON
STEPHANIE HILLS
MELL'SA MORGAN
SOS BAND
LABELLZ & MCDONAL
PATTI AUSTIN

#### MIDWEST

WGCt/Chicago Les Michaels
E.G. DAILY
HTTDEE
HTTDE
HTTD

W8MX/Chicago Marco Spoon RICK JAMES TOTAL CONTRAST WHODINI NEW EDITION BOOKER NEWBERRY Hottest: LABELLE & MCDONAL COLONEL ABRAMS COLONEL ABRAMS JETS VANITY FREDDIE JACKSON

FREDDIE JACKSON
WOLZICHICHINEN
WOLZICHICHINEN
WOLZICHICHINEN
WOLZICHICHINEN
WOLZICHICHINEN
SIMPLY RED
SKYY
MTURE
LA. DECAM TEAM
SOUTE
LAS LIKE
HOLLER
HOLLER
HOLLER
HOLDIGHT
HITMER JOUSTON
HITMER JOUSTON
HIDNIGHT STAR

WDMT/Clevelend
Dean Dean
JUICY
JUICY
GAVIN.CHRISTOPHER
REGINA.H.C.
SKYY
HOTELE HODONAL
JAMET JACKSON
FAT BOYS
JOESKI LOVE
ROSE BROTHERS

WZAK/Cleveland WZAKCIeweland
TOIllweifPerry
RICK JAMES
REENA MARIZ
RICKALEL HENDERSON
RUN D.M.C.
SHOKEY ROBINSON
DRAMATICS
SKYN
LE
LABELLE & HODONAL
WHITMEY HOUSTON
ATLASTIC STARR
PAT BOYS
GEORGE CLINTON

WCKX/Columbus
Rick Stevens
SMOKEY ROBINSON
PRECIOUS WILSON
JOESKI LOVE
HAIN ATTRACTION
PAT BOYS
FRESH FORCE CREW
PET SHOP BOYS
MAZARATI
PETER GABRIEL
DIZZY GILLESPIE
HOCKEGE Hottest: STEPHANIE MILLS LABELLE & MCDONAL SOS BAND WHITMEY HOUSTON CONTROLLERS

WVKO/Cole WVKO/GONUMBUS
KC Jones
PET SHOP BOYS
YABBROUGH & PEOPL
PAULI CARMAN
HOTLGATH
HIONIGHT STAR
JANET JACKSON
SOS BAND
ANTLANTIC STARR
WHITNEY HOUSTON

Z103/Columbus
Keth Antoins
nons
Hottest:
TIMEX SOCIAL CLUB
MELI'SA MORGAN
WHITNEY HOUSTON
SOS BAND
LABELLE & MCDONAL

WJLB/Detroit WJLBDefroid
Alexander/Whitmore
NEW EDITION
YARBROUGH & PEOPL
ARETHA FRANKLIN
NOTLEBEL
PATTI AUSTIN
LABELLE & MCCOHAL
ALEXANDER O'NEAL
STEPHANIZ MILLS
NU SHOOZ

WGPR/Detroil
Joe Spencer
none
Hotteet:
STEPHANIE MILLS
HICHAEL HENDERSC
LABELLE 4 MCDONA
HAGAZINE 60
JANET JACKSON

WKWMIGrand Rapids
GrantFranklin
DURELL COLEMAN
TERMA MARIE
PAUL LINGRON
PAIC LINGRON
PAIC LINGRON
MISSING SAND
STEPMANIE MILLS
LABELLE & MCDONAL
CONTROLLERS
EL DEBARGE

WTLC/Indianapolis WTLCAndiampois
JAY JOHNSON
TENITA JORDAN
KERNY & JOHNNY ME
RICK JAMES
MAZARATI
RUN D.M.C.
JEAN CARNE
MILLIAH BELL
TOTAL CONTRAST
HOCLES!
LABELLE MCDONAL
STEPPARE HILLS
STEPPARE HILLS
STEPPARE HILLS
STEPPARE HILLS
STEPPARE

REME & ANGELA
TEARS POR FEARS
JOHNNY KEMP
NEW EDITION
HOTTUS
HOTTUS
LABELLE & MCDONAL
SOS BAND
JANET JACKSON
JETS

WXLA/Lansing Liz Colbert

MIDNIGHT STAR
PAULI CARMAN
SKYY
O'CHI BROWN
HOTEBELT
CASHPLOW
LABELLE & MCDONA
STEPHANIE MILLS
CONTROLLERS
ROSE BROTHERS

WLUM/Milwsukee Bernie Miller JOESKI LOVE RICK JAMES GEORGE CLINTON GEORGE CLINTON
ABC
MELI'SA MORGAN
GAVIN CHRISTOPHER
HOLLOST
LABELLE & MCDONAL
MHITNEY HOUSTON
SOS BAND
CONTROLLERS
JANET JACKSON

KMJM/St. Louis Mike Stradford MAZARATI JOESKI LOVE WHODINI CASHPLOW MHODINI
CASHFLOM
HAIN ATTRACTION
NEW EDITION
RUN D.M.C.
RICK JAMES
HOTTEST
SOS BAND
WHITNEY HOUSTON
HID WIGHT STAR
HAZARATI
LABELLE & MCDONAL

WZEN/St. Louis Billy Rysn RICK JAMES REGINA REGINA
SKYY
MAIN ATTRACTION
JEAN CARNE
CONNIE
LYNN WHITE
HOTCEE:
TEASE
ILABELLE & MCDONAL
HIDRIGHT STAR
TIMEX SOCIAL CLUB
JOESKI LOVE

KBUZ/Wichita Rochel Wright
52ND ST.
PAULI CARMAN
FORCE MD'S
REGINA

87 Reporting Stations 83 Current Reports

WXOK and KQXL/Baton Rouge reported a frozen list this week.

WZZT/Columbus and WGPR/Detroit failed to report and their information was frozen.

R&R welcomes these new B/U reporters: B95 (KBKC)/Kansas City, WXLA/Lansing, KOKY/Little Rock.

# COUNTRY

#### **TOP 50**

	Weeks	We		Week			Reports/Adds
	1	2	7	4	0	STEVE WARINER/Life's Highway (MCA)	160/0
ı		5	2	2	2		159/0
1	1	3	11	6	€	FORESTER SISTERS/Marna's Never Seen Those Eyes (WB)	159/0
		9	5	3	4		159/1
		1	1	1	5	RONNIE MILSAP/Happy Happy Birthday Baby (RCA)	158/0
	1	0	6	5	6	NITTY GRITTY DIRT BAND/Partners, Brothers, And Friends (WB)	157/0
-1	1	4	12	9	0		159/0
-	2	0	16	10	0	WILLIE NELSON/Living In The Promiseland (Columbia)	163/0
	1	В	15	11	0	DWIGHT YOAKAM/Honky Tonk Man (Reprise/WB)	155/0
	- 1	1	9	7		ROSANNE CASH/Hold On (Columbia)	143/0
	2	5	20	15	•	DAN SEALS/Everything That Glitters (EMI America)	162/1
	10	5	14	12	12	OAK RIDGE BOYS/Juliet (MCA)	146/1
	31	) :	26	18		LEE GREENWOOD/Hearts Aren't Made To Break (MCA)	163/1
	22		19	16		RESTLESS HEART/Til I Loved You (RCA)	153/2
1	19	)	17	14		JOHN CONLEE/Harmony (Columbia)	138/0
1	. 27		24	19		JUICE NEWTON/Old Flame (RCA)	161/3
	29	2	25	22		MARIE OSMOND/Read My Lips (Capitol/Curb)	154/3
1	26	5 6	23	20	Ō		150/0
-	3		3	8	19		122/0
1	2		4	13	20	HANK WILLIAMS JR./Ain't MIsbehavin' (WB/Curb)	114/0
- 1	31	2	29	26	3	CHARLIE DANIELS BAND/Drinkin' My Baby Goodbye (Epic)	135/1
1	32	2	28	25	2	EXILE/Super Love (Epic)	130/5
ı	26	2	27	24	3	EVERLY BROTHERS/Born Yesterday (Mercury/PG)	126/3
1	37	3	35	27	3	JUDY RODMAN/Until I Met You (MTM)	147/5
1	39	3	36	29	3	SOUTHERN PACIFIC/Reno Bound (WB)	144/4
	36	3	34	28	<b>3</b>	ED BRUCE/Nights (RCA)	142/5
1	46	3	9	33	Ð	KATHY MATTEA/Love At The Five & Dime (Mercury/PG)	139/21
1	35	3	13	30	33	CHARLY McCLAIN & WAYNE MASSEY/When It's Down To Me And You (Epic)	128/6
	4	1	3	17	29	JUDDS/Grandpa (RCA/Curb)	86/0
1		. 4	1	36	30	T. GRAHAM BROWN/I Wish That I Could Hurt (Capitol)	134/16
ı	-0.0	- 5	Ю.	41	<b>3</b>	DOLLY PARTON/Tie Our Love (In A Double Knot) (RCA)	135/24
ı	_	- 4	4	37	€	RANDY TRAVIS/On The Other Hand (WB)	125/18
	-	- 4	5	40	3	MICHAEL JOHNSON/Gotta Learn To Love Without You (RCA)	118/18
	-	4	9	45	3	RONNIE McDDWELL/All Tied Up (MCA/Curb)	120/22
ı	BRE	A	KE	ER	33	GEORGE JONES/Somebody Wants Me Out Of The Way (Epic)	109/13
1	49	4	2	39	33	MARK GRAY/Back When Love Was Enough (Columbia)	107/14
1	3RE	ΑI	ΚE	R	<b>9</b>	JOHN SCHNEIOER/You're The Last Thing I Needed (MCA)	110/35
Г	50	4	7	44	<b>3</b>	SWEETHEARTS OF THE RODEO/Hey Doll Baby (Columbia)	91/7
	6	1	0	21	39	JANIE FRICKE/Easy To Please (Columbia)	61/0
1	3RE	ΑI	ΚE			GEORGE STRAIT/Nobody In His Right Mind (MCA)	97/52
	DE	BU1				SAWYER BROWN/Shakin' (Capitol/Curb)	94/29
ı		-	-	47		GLEN CAMPBELL/Cow Poke (Atlantic America)	85/5
l	42	31					63/1
	8	8				WAYLON JENNINGS/Working Without A Net (MCA)	56/0
1	DEI	_				EMMYLOU HARRIS/Today   Started Loving You Again (WB)	74/16
1	21	30	_				46/0
Î	DEI	BU1	_			PAKE McENTIRE/Savin' My Love For You (RCA)	88/28
-						ROBIN LEE/I'll Take Your Love Anytime (Evergreen)	65/7
	7	22				EARL THOMAS CONLEY/Once in A Blue Moon (RCA)	42/0
L	15	18	3 :	34	50	KEITH WHITLEY/Miami, My Amy (RCA)	45/0

#### MAY 9, 1986

Total Reports/Adds	Heavy	Medium	Ligh
160/0	137	21	2
159/0	129	26	4
159/0	128	29	2
159/1	129	22	ε
158/0	131	19	ε
157/0	118	31	8
159/0	109	43	7
163/0	93	66	4
155/0	86	56	13
143/0	105	25	13
162/1	64	88	10
146/1	65	67	14
163/1	35	113	15
153/2	57	80	16
138/0	70	57	11
161/3	32	108	21
154/3	37	96	21
150/0	33	96	
122/0	79	21	21
114/0			22
	60	34	20
135/1 130/5	26	86	23
126/3	24	86	20
	25	70	31
147/5	15	92	40
144/4	8	98	38
142/5	8	94	40
139/21	7	81	51
128/6	11	80	37
86/0	38	30	18
134/16	3	66	65
135/24	3	60	72
125/18	8	63	54
118/18	5	58	55
120/22	2	60	58
109/13	4	60	45
107/14	3	56	48
110/35	2	39	69
91/7	5	49	37
61/0	18	26	17
97/52	2	29	66
94/29	1	26	67
85/5	0	41	44
63/1	5	37	21
56/0	11	27	18
74/16	2	29	43
46/0	15	14	17
88/28	0	24	64
65/7	1	33	31
42/0	13	13	16
	200		

#### HOTTEST

RONNIE MILSAP (80) Happy Happy Birthday Baby (RCA) TANYA TUCKER (72) One Love At A Time (Capitot) REBA MCENTIRE (69) Whoever's In New England (MCA) STEVE WARINER (53) Life's Highway (MCA) EDDIE RABBITT (44) Repetitive Regret (RCA)
DWIGHT YOAKAM (42) Honky Tonk Man (Reprise/WB)
NITTY GRITTY DIRT BAND (41) Partners, Brothers, And Friends (WB) FORESTER SISTERS (37) Mama's Never Seen Those Eyes (WB) KENNY ROGERS (33) Tomb Of The Unknown Love (RCA)

#### MOST ADDED **GEORGE STRAIT (52)**

DAN SEALS (31) Everything That Glitters (EMI America)

Nobody In His Right Mind . GARY MORRIS (37) Anything Goes (WB)
JOHN SCHNEIDER (35) You're The Last Thing I WAYLON JENNINGS (33) Will The Wolf Survive (MCA) STATLER BROTHERS (31) Count On Me (Mercury/PolyGram) T.G. SHEPPARD (30) Strong Heart (Columbia) SAWYER BROWN (29) Shakin' (Capitol/Curb)
PAKE McENTIRE (28) Savin' My Love For You (RCA) JUDDS (24) Rockin' With The Rhythm . . . (RCA/Curb)

OOLLY PARTON (24) Tie Our Love (In A Double Knot) (RCA)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses Immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest

#### BREAKERS

JOHN SCHNEIDER

You're The Last Thing I Needed Tonight (MCA)
On 67% of reporting stations. Rotations: Heavy 2, Medium 39, Light 69, Total Adda 35
Including WGNA, WAJR, WHN, WCOS, KILT-FM, WSIX, WQYK, WUBE, WFMS, WDAF,
WXCL, WLLR, WIL, KIK-FM, KLZ, KUGN, KFMS. A most added record. Moves 49-37 on the Country chart.

#### **GEORGE JONES**

Somebody Wants Me Out Of The Way (Epic)
On 67% of reporting stations. Rotations: Heavy 4, Medium 60, Light 45, Total Adds 13,
WHN, KYKX, WCMS, WRNL, KRMD, WSLR, WMNI, WKKQ, WCUZ, WITL, WTOD, KMPS,
KRPM. Heavy: WOW, KTOM. Moves 46-42-35.

**GEORGE STRAIT** 

Nobody In His Right Mind Would've Left Her (MCA)

On 60% of reporting stations. Rotations: Heavy 2, Medium 29, Light 66, Total Adds 52 including WRKZ, WIXY, WYAY, WEZL, KSSN, WLWI, WWKA, WTQR, WDAF, KTTS, KVOO, KYGO, KRAK, KSON, KMPS. A most added record. Debuts at number 40 on the



# EE NO HO SAH

23

But It Doesn't Matter How You Say It . . . Just Play It!

"I'LL PULL YOU THROUGH" 52821

TISH HINOJOSA & CRAIG DILLINGHAM

MCA RECORDS CURB

# **COUNTRY ADDS & HOTS**

EAST MOST ADDED

Waylon Jennings (MCA)

T.G. Sheppard (Columbi Michael Johnson (RCA)

Ronnie Milsan (RCA) Reba McEntire (MCA) George Straft (MCA)

HOTTEST Tanya Tucker (Capitoi) MOST ADDED MIDWEST George Strait (MCA)

Ronnie Milsap (RCA)

WEST MOST ADDED George Strait (MCA)

HOTTEST Reba McEntire (MCA)

D. Yoakam (Reprise/WB)

GARY MORRIS GEORGE STRAIT MAYLON JENNING BRENDA LEE

SARDANA BARDANA HOLLY DUNN ANTHONY ASHITHCH MRAYS HINOJOSA & DILLIN HOTCH HANK WILLIAMS JR. KENNY ROCERS DWIGHT YOAKAN YORSTER SISTERS EDDIE NASSITT

GEORGE JONES
GEORGE STRAIT
JUDGS STRAIT
JUDGS STRAIT
JUDGS STRAIT
HOLEGET
TANYA TUCKER
EXILE
COM
SMEETHEARTS OF

WQYK-FM TamperSt. Pete, FL

NAME GRAY
JOHN SCHOLEDER
RANDY TRAVIS
PARE HCENTIRE
HICHAEL JOHNSO
HOTEGET
HANK HILLIAMS
TANYA TUCKER
STEVE MARINER
DWIGHT YOAKAM
EXILE

GEORGE STRAIT GARY MORRIS JOHN SCHOLEIDER ANNE MURRAY TOM MOPAT LEON EVERETTE J.D. MARTIN HOLLUST;

CDR EXILE SANDY TRAVIS

WRK-FM West Palm Beach, F

MALCHAK & RUCKE! EMMYLOU HARRIS T.G. SHEPPARD COM HUMILEY HOTLOST KENNY ROGERS JUDDS TANYA TUCKER ROMNIE MILISAP ROGANNE CASH

WUSO-FM Winchester, YA

JOHN SCHNEIDER SAMYER BROWN GEORGE STRAIT

GEORGE STRAIT Hottest; ROWNIE HILSAP REBA HCENTISE NITTY GRITTY E TANYA TUCKER STEVE WARINER

JUDDS GEORGE STRAIT GARY MORRIS

TY GRITTY DIRT

KJNE Waco, TX

MODIN LEE
T.G. SHEPPARD
BANDARA
JOHN CENVER
BILLY JOE BOYAL
FAMOY TRAVIS
GEORGE JONES
GARY MORRIS
STATILER BAYMER
GEORGE STRAIT
MATLON LENNINGS
MARTY STUART
LEON EVERTIK
ROGER MITTAKER
HOLGERIT

KYXX

WWKA Orlando, FL

### EAST

WTSV Claremont, No

WOKO COTATO

WILLIE NELSON TANYA TUCKER

WTCR-FM Huntington, WV

WVAM Altoons, PA HINOJOSA & DILLI BERTIE HIGGINS PINKARD & BONDEN HICHAEL MURPHEY ANNE MURRAY

WPOC-FM Baltimore, MO HICHAEL JOH RONNIE HODO T. GRAHAM E

WBGW-FM Bangor, ME MHITES STATLER BRO

Nottest: BILLY SWAN JOHN SCHNETCER

CHIMPOOR, NH
STATLER BROTHE
MILTES
MICHAEL MIRPHE
MICHAEL MIRPHE
GART MORRIS
ROSTERS
ROSTERS
SEDIE RASBITT
FORESTER SISTE
SMETTHERS
JUICE NEWTON
JUICE NEWTON

BILLY SWAN ROBIN LEE HARK GRAY HOTTHET JUDOS HANK WILLIAM MERLE NAGGAI KENNY BOGER ANNE MURRAY

JOHN SCHNEIDER Hotteet: OAR RIDGE BOYS ROSANNE CASH RONNIE HILSAP EDDIE RABBITT TANYA TUCKER

WQAR-FM Cleveland, OH

KATHY HATTER DOLLY PARTON HOTTEST NITTY GRITTY

PORTIEND, WE SOVAL DAVID ALLAN COE ANNE MURRAY LISA CHILDRES HOTEAS REDAIL ROWNIE HILSAP REBA MCEMPIRE EDUIR ARBEITT FORESTER SISTERS WILLIE MYLSON

SWEETHEARTS OF T GEORGE STRAIT WAYLOW JENNINGS JUDDS STATLER RROTHERS MENDOUP. TI HICHAEL HERPHEY DAVID ALLAN COS EMEYLOU HARRIS MITTES FICKY SKAGG STATLER ENOTHER REAL MCENTIFE HOLLSEL LEE GREENWOOD RANDY TRAVIS TANYA TUCKER ED BRUCE GEORGE STRAIT STATLER BROTHERS Notteet: LEE GREENWOOD FORESTER SISTERS COR RINNIE HCDOWELL. RANDY TRAVIS

Rochester, MY
HARK GRAY
LISA CHILDRESS
STEVE EARLE
HICHAEL HURPHEY
HOTERST
HITT GRITTY DIRT
FORESTER
DAN SEALE
TANYA TUCKER
DMIGHT YOAKAM KATHY MATTEA DOLLY PARTON SOUTHERN PACIFI HOLLEST: STEVE MARINER WWVA Wheeling, WV

WZKC Rochester, NY

Wheeling, WV
LENIS STOREY
LISA CHILDRES
MAYLOW JENNIN
GARY HORRIS
T.G. SHEPPARD
JUDDS
HOTLER
HOTLER
HOLSON
DAN SEALS
MILLIE MELSON
DAN SEALS
JUICE MEMOTON

none Nottest:

EMMYLOU HARRI: JIM GLASER GEORGE JONES T.G. SMEPPARD GEORGE STRAIT

JOHN SCHNEIDER GEORGE STRAIT

WWWW-FM Detroit, MI

LEE GREENWOOD Nottest: RONNIE HILSAN GEORGE STRAIT RANDY TRAVIS DON WILLIAMS NANK WILLIAMS

JUDOS
WHITES
STATLER BROTHERS
HOCKER'
HOTH GRITTY DIX
STEVE WARINER
ROWNIE HILSAP
REBA HCENTIRE

WKKQ-AMFM

EMPYLOU HARRIS GEORGE STRAIT GEORGE JONES T.G. SHEPPARD JOHN SCHNEIDER SWEETHEARTS OF

WAXX Eau Claire, WI

CASH & JENNINGS JOHNNY PAYCHECK JAN GRAY T.G. SHEPPARD STATLER BROTHERS

HOTTOGET HANK MILLIAMS REBA HCENTIRE RORNIZ MILSAP JUDDS DAN SEALS

ANNE MURRAY GARY MORRIS SAMYER BROWN JOHN SCHNEIDER MAYLON JENNING BILLY SWAN NANCI GRIFFITH

MIDWEST

RONNIE MCDOMELL BILLY JOE ROYAL DOLLY PARTON SANYER BROWN T.G. SHEPPARD RAY PRICE JOHRNY PAYCHECK PARE HCENTINE MOTEMATE HORTEST HANK MILLIAMS JR ROWNIE HILSAP EDDIE RABBITT CDB

GEORGE STRAIT Hotteet; FORESTER SISTI BONNIE HILSAP WILLIE NELSON EDDIE RASBITT STEVE MARINER

Hotteet: KENNY ROGERS HANK WILLIAMS EDDIE RABBITT WILLIE MELSON DWIGHT YOAKAM

KXXY Objehome City, OK KATHY MATTEA JOHN SCHNEIDER MARK GRAY MICHAEL JOHNSON Hottest: FORESTER SISTERS

Kenese CHy, MO
JOHN SCHNEIDER
GEORGE STRAIT
RANDY TRAVIS
HOTHEST
HOTHEST
RONNIE HILSAP
FORESTER SISTE
LEE GREENMOOD
WILLIE NELSON

DAN SE LEE GE EXILE

GEORGE STRAIT EMPTLOU MARRIS GARY MORRIS SILLY JOS ROYAL MAYLON JESNINGS HOTESET; HARK WILLIAMS J RONNIE HILBAP ROS NANCE CASH DAN SEALS WILLIE MELSON DAVID ALLAN CO PARE HCENTIRE JIM GLASER TOM WOPAT GARY MORRIS GEORGE STRAIT

KTTS-AMFM Soringfield MO

CHARLT MCCLAIM
KATHY MATTER
MICHAEL JOHNSON
HOTLEST:
REBA MCENTIRE
TANYA TUCKER
STEVE MARINER
HITTY GRITTY DI
FORESTER SISTER St. Cloud, MN
MAYLON JENNIS
T.G. BHEPPARI
RANDY TRAVIS
RANDY TRAVIS
GEORGE STRAIS
BOTCOST
KENNY ROGERS
TANYA TOCKER
RONNIE HILSAN
WILLIE MELSON MICHAEL MURPHEY EMPTLOW MARRIS GARY MORRIS HOTTOBER TAMPA TUCKER ROWNIE MILBAP REBA MCENTIRE NITTY GRITTY DI ROGARRE CASH

SOUTH

KPLX-FM Dallas/FL Worth

KHEY El Pago, TX

KKIX Fayetteville, AR

TON MOPAT HICHAEL JOHNSON CASH & JENNINGS STATLER BROTHERS MOTHERS MOTHERS MOTHERS REBA HICHAEL RONNIE HILBAP EXILE RESTLESS HEART RATHY HATTER

KET-FM Houston, TX

DAVID ALLAM ANNE MURRAY JIM GLASER

GEORGE STRAIT JOHN SCHNEIDER SAMYER BROWN T.G. SHEPPARD DAVID ALLAN COR ABSTRACTS AND TO SERVICE SHOULD SHOULD SHOULD SAMPER SHOWN GARY MORRIS HARINER & CHASE HOOLESS! ROUSE HILSAP DMIGHT YOAKAH DAN SEALS CDB JUDY RODMAN

KATHY MATTEA MICHAEL JOHES GEORGE JONES RONNIE MCDOM HONNIE MCDOWE Hottest: EDDIE RABBITT HARIE OSMOND CDB WYAY Atlanta, GA DOLLY PARTON MARIE OSMOND' GEORGE STRAIT EXILE MOTEST! HANK WILLIAMS EDDIE RABBITT KENNY ROCERS TANYA TUCKER DMIGHT YOAKAM DAN STALS KTPK-FM Topeks, KS

SWEETHEARTS OF MARK GRAY JOHN SCHWEIDER SAWYER BROWN Hottest: WTCM Traverse City, Mi

KASE Austin, TX JOHNNY PAYCHECK STATLER BROTHERS WHITES MMITES MAYLOW JENNINGS SANTER SECON MARTY STUART CEORGE STRAIT LISA CHILDRES NOTESET REBA MCENTIRE NITTY GRITTY DI STEVE MARINER DAN SEALS LEE GREENMOOD WYNK Baton Rogue, LA

DOLLY PARTON GEORGE STRAIT HARK GRAY JOHNNY PAYCHECE EMPTYLOU HARRIS HOTTON

KYKR Resument, TX GEORGE STRAIT
PARE HCENTIRE
DOLLY PARTON
MISTES
HICHARL JOHNSON
HOCKEST!
DHIGHT YOAKAH
EARL THOMAS COSTEVE MARINER
MILLIE MELSON
CONNAY THIFTY HOTTURE BROTH HOTTURE KENNY ROGERS REBA HCENTIRE RONNIE MILSAP DWIGHT YOAKAM WILLIE NELSON

WZZK-FM Birmingham, AL none Nottest: none

STEVE WARINER HANK WILLIAMS JR. DAN SEALS

CON HUNLEY JUDOS T.G. SNEPPARE STATLER BROTH WEZL-FM Charleston, SC CASH & JENNIN GEORGE STRAIT PAKE MCENTIRE GARY MORRIS T.G. SHEPPARD WDXE

Chetrooge. In JIH GLASER TON MOPAT TON MOPAT TON MOPAT HOSPITER COR RANKEL MOST HOSPITER CORP. HALLSAP TUCKER RORNIE MILISAP RESTLES HEATT FORBREER SISTER EXILE WCOS-AMFM Columbid. SC

RANDY TRAVIS JUDOS STATLER BROTHER MAYLON JEMMINGS HICHAEL HURDNEY NARVEL FELTS

GEORGE STRAIT
PARE MCENTIRE
T. GRAHAM MKOM
RANDY TRAVIS
MOLLEGE:
JOICE MENTON
EXILE
MARIE OSMOND
RESTLESS HEART

ED BRUCE ROBIN LEE MARK GRAY Hottest; DAN SEALS BARSARA HANDR: OAK RIDGE BOY: REBA HCENTIRE ROSANNE CASH

WGKX Memphis, TN WAYLON JENNINGS GARY MORRIS GEORGE STRAIT BILLY WRAYS GEORGE STRAIT MOLLY DUNN EMMYLOU HARRIS CASH & JENNINGS J.D. MARTIN NARVEL FELTS WATS
HOTTEST:
GIRLS NEXT DOOR
NITTY GRITTY DIST
EDDIE RABBITT
STEVE WARINER
ROWNIE HILSAP

WPAP-FM Panama City, FL LEON EVERE CASH & JEN GEORGE STR RENNY DALE NOTE:

GIPSO, TX
JUDY RODMAN
CHARLT MCCLAI
MICHAEL JOHNS
DOLLY PARTON
JIH GLASER
HARK GRAY
HARK MILLIAMS
TANYA TUCKER
RENNY ROGESS
RONNIE MILSAP
MITTY GRITTY WKSJFM GARY HORRIS

WSIX-FM Nashville, TN

MICHAEL JOHNSO FORNIE MCDOWEL DOLLY PARTON JOHN SCHWEIDER PAKE MCENTIRE GARY MORRIS SAMYER BROWN GEORGE STRAIT

WQDR Raleigh, NC Rainegh, NC

KATNY MATTEA

RONNIE MCDOMELL

DOLLY PARTON

FANDY TRAVES

BANTER BOAM

ROSAMME CASH

ROSAMME CASH

TONESTER SISTERS

ZODIE RABBITT HOTTER TO SHE TO GEORGE STRAIT LEON ZVERETTE MARINER & CHAS LEMIS STOREY CASH & JENNIMO GART MORRIS PAKE MCENTIRE HANN WILLIAMS TANYA TRUCKER REBA MCENTIRE DWIGHT YOAKAM EXILE

SAWYER BROWN JUDOS PARE MCENTIRE HOTTER REBA MCENTIRE STEVE WARINER ROWNIE HILSAP

WRNL EXILE RANDY TRAVIS MICHAEL JOHNSON GEORGE JOHES JOHN SCHNEIDER BILLY SWAN BILLY SWAN BILLY JOE BOYAL JIM GLASER

163 Reporters 159 Current Reports

The following stations reported no change in their rotations this week:

> WYRK/Buffalo WYII/Williamsport WAMZ/Louisville KMBR/Bismarck

The following stations failed to report this week and their rotations were frozen: WZZK/Birmingham KIKK/Houston KGA/Spokane

# WEST

PARE HCENTIRE HARK GRAY STATLER BROTHERS JOHN SCHNEIDER

JOHN SCHREIDER
HOTEBET:
OAK RIDGE BOYS
REBA MCENTIRE
GIRLS NEXT DOOR
KENNY ROGERS
GEORGE JONES

CON HUNLEY STATLER BROTHERS RAY PRICE

BILLY JOE HOYAL JUDOS

RONNIE HILSAP TANYA TUCKER REBA MCENTIRE NITTY GRITTY DIR FORESTER SISTERS

MARK GRAY RONNIE HODOWELL MICHAEL HURPHEY

Hottest: NITTY GRITTY DIRT REBA HCENTIRE DWIGHT YORKAM STEVE WARINER JOHN CONLEE

RONNIE MCDOWELL
T. GRAHAM BROWN
PARE MCENTIRE
SAMTER BROWN
JOHN SCHNEIDER
GLEN CAMPBELL
GEORGE STRAIT
HOTTER
RESTLESS HEART
MILLIE NYLSON
MILLIE NYLSON

JOHN SCHNEIDER GEORGE STRAIT

GEORGE STRAIT HOTEGET: HOTEGET HILSAN DAN SEALS DMIGHT YOAKAN COB KATHY MATTEA KIK-FM 4-sahelm, CA

KUZZ Bakerslield, CA JUDOS STATLER BROTH WHITES MATLON JENNIN KATHY HATTEA HOTLESE; JOHN CONLER DAN SEALS LEE GREENHOOD RANDY TRAVIS FORNIZ HILSE, MAYLON JENNINGS JOHN SCHMEIDER RONNIË HCDOWELL RANDY TRAVIS BANDRNA CASH & JENNINGS HOLLEST RONE

HICHAEL HURPHEY JUDOS MRITES STATLER BROTHER BOTEST TOVE MARINER DWIGHT YOAKAM EDDIE RABRITT DAN SEALS JIM GLASER Eugens, OR
JOHN SCHEIDER
BANDARA
BTATLER BROTHERS
GARY MORRIS
GEORGE STRAIT
MAYLON JENNINGS
HOLLOWS
HOLLOWS
TANTA TUCKER
LISA CHILDRESS
STEVE BARLE

KFRE Fresno, CA ROBNIE MCDOWELL, JUDDS: MICKREL MURPHEY DAVID ALLAN COE HOTE ALLAN COE HOTE CASH ROBANNE CASH ROBANNE KILSAD KENNY ROGERS DWIGHT YORKAN KFMS RATHY MATTEA ROBIN LEE DOLLY PARTOM JOHN SCHNEIDE! PAKE HCENTIRE GEORGE STRAIT T.G. SHEPPARD JIH GLASER

HOTTGET REBA HCENTIRE TANYA TUCKER RONNIE HILSAP FORESTER SIST EDDIE RABBITT GOR HHI, OR

MILITES
MICHAEL MURPHEY
T.G. SREPPARD
CON HONLEY
STATLER BROTHERS
RAY PRICE
JACK STRONG
HOTEBEL
EDDIE RABBITT
DMIGHT YOAKAM
DAN SEALS
RESTLESS HEART
CDB KZLA Los Angeles, CA

DWIGHT YOAKAM WILLIE NELSON LEE GREENWOOD KNIX-FM Phoenix, AZ

HOTESET NEAT DOOR CASH & J

T. GRAHAM B STATLER BRO DOLLY PARTY RONNIE HILSAP DWIGHT YOAKAM EDOIE PABBITT

KWJJ Portland, OR DACEMBERG, CA
ROWNIE HCDOWELL
GEORGE STRAIT
RATTY MATTER
RATTY
ROWNIE MILLIAMS JI
ROWNIE MILLIAMS JI
ROWNIE MILLIAMS
RENNY ROGERS
DWIGHT YORRAM
JUDGE KCCY-FM Pueblo, CC

KTOM
Selman, CA
EMBYLOU HARRIS
STATLER BROTHERS
EVERLY BROTHERS
PATSY MARIE

KSOP-FM Self Lake City, UT

KCKC HOTTERT BARBARA HANDS EDOIE RABBITT STEVE WARINES RANDY TRAVIS LEE GREENWOOD

GEORGE STRAIT PARE MCENTIRE EVERLY BROTHE Nottest:

CHARLY MCCLAIN
MARIE OGHOND
OAR RIDGE BOYS
HOTEGET
RESTLESS HEART
FORESTER SISTER
WILLIE NELSON
DAM SEALS
EDDIE RABBITT T. GRAHAM BRO RANDY TRAVIS KATHY NATTEA HOTTESH HEBRA HOENTIRE ROBNIE HILSAF

GEORGE JONES GEORGE STRAIT SAMYER BROWN EMMYLOU HARRIS

KAREN TAYLO

EMMYLOU HARRIS HOTTOGET HITTY GRITTY DIST REBA HCENTIRE DWIGHT YOAKAM STEVE WARINER DAD SEALS T.G. SHEPPAR CASH & JENNI GEORGE JONES

STATLER BROTHERS
MAYLON JENNINGS
HICHAEL HURPHEY
JIN GLASER
HOTGOSTIP
FORNIE HILEAP
REBA HCENTIR:
TANYA TUCKER
NITTY GRITTY DIS
ROSANNE CASH

JUDOS
GARY MORRIS
ANNE MURRAY
MATLON JENNINGS
GEORGE STRAIT
HOITEST
FORESTER SISTERS
TANYA TUCKER
RESTLESS MEART
RESTLESS MEART

PAKE HCENTIRE SILLY SMAN MAYLON JENNINGS MRAYS SOUTHERN PACIFIC GEORGE JONES Hotteet: Hottest: NITTY GRITTY DIRT TANYA TUCKER ROWNIZ HILSAP ROGANNE CASH

74/R&R FRIDAY, MAY 9, 1986

# **FULL-SERVICE AC**

### **TOP 20**

Three Two	eks V	àsi Veek		
1	1	1	1	WHITNEY HOUSTON/The Greatest Love Of All (Arista)
17	8	5	Õ	
12	7	3	€	
20	12	7	0	
6	3	2	5	DENNIS DeYDUNG/Call Me (A&M)
19	17	12	0	SIMPLY REO/Holding Back The Years (Elektra)
	19	15	Õ	BILLY DCEAN/There'll Be Sad Songs (To Make You Cry) (Jive/Arista)
10	9	8	В	PHIL COLLINS/Take Me Home (Atlantic)
18	13	11	0	MIAMI SOUND MACHINE/Bad Boy (Epic)
	20	14	Ď	MOODY BLUES/Your Wildest Dreams (Polydor/PG)
2	2	A	11	STEVIE WONDER/Overjoyed (Tamla/Motown)
5	4	6	12	DIRE STRAITS/So Far Away (WB)
J	7	19	Œ	GEORGE MICHAEL/A Different Corner (Columbia)
	6	10	14	DIDNNE WARWICK/Whisper In The Dark (Arista)
	11	13	15	BANGLES/Manic Monday (Columbia)
13		9		FORCE MO'S/Tender Love (Tommy Boy/WB)
3	5		16	
_	_	20	Ð	40 (0.40)
L_DE	BUT	♪	0	
11	16	16	19	JERMAINE JACKSON/I Think It's Love (Arista)
BRE	AΚ	ER	30	NEIL DIAMOND/Headed For The Future (Columbia)

#### MAY 9, 1986

Tot			
Reports/Ade	ds Heav	y Medium	Light
46/0	42	4	0
44/2	31	9	4
41/1	33	7	1
43/2	26	16	1
37/0	27	8	. 2
38/4	22	15	1
38/2	15	22	1
33/0	23	9 .	1
31/1	25	3	3
40/1	8	24	8
33/0	15	13	5
29/0	17	8	4
34/3	7	20	7
28/0	12	14	2
27/0	8	14	5
28/0	9	13	6
27/3	6	17	4
25/1	5	15	5
21/0	7	1-1	3
29/11	4	.12	13

### MOST ADDED

NEIL DIAMOND (11) Headed For The Future (Columbia)

JAMES TAYLOR (11) m Here (Columbia) ANNE MURRAY (9) Who's Leaving Who (Capitol)

DAVID PACK (7) RONNIE MILSAP (6) Happy, Happy Birthday Baby (RCA) PET SHOP BOYS (5) West End Girls (EMI America)

### HOTTEST

WHITNEY HOUSTON (35) P. LABELLE/M. McDONALD (28) On My Own (MCA) SADE (21)
AS. . . (Portrait/CBS) PHIL COLLINS (17) DENNIS DEYOUNG (16)

# BREAKERS

### **NEIL DIAMOND**

Headed For The Future (Columbia)

62% of our reporters on it. Rotations: Heavy 4, Medium 12, Light 13, Total Adds 11 including WSB, KFMB, KJR, WTIC, WELI, WGY, WIBA, WSPD, Debuts at number 20 on the Full-Service chart.

#### JAMES TAYLOR

That's Why I'm Here (Columbia)

60% of our reporters on it. Rotations: Heavy 1, Medium 16, Light 11, Total Adds 11 including WFBR, WISN, WTMJ, KHOW, KFMB, WTIC, WGY, WIBC.

### **HOWARD JONES**

No One Is To Blame (Elektra)

51% of our reporters on it. Rotations: Heavy 1, Medium 17, Light 6, Total Adds 4, WTVN, KFMB, WICC, WIBA.

### ATLANTIC STARR

If Your Heart Isn't In It (A&M)

51% of our reporters on it. Rotations: Heavy 0, Medium 16, Light 8, Total Adds 3, KFMB, WELI, KBOI.

### **NEW & ACTIVE**

LEVEL 42 "Something About You" (Polydor/PolyGram) 23/2 Rotations: Heavy KFMB, WCHS, WGOW, WPOE, WMTR, WSTU, KTWO, Medium 13/2, Light 3/0, Total Adds 2, WBT, WHAS, Heavy KFMB, WCHS, WGOW, WPOE, WMTR, WSTU, KTWO, Medium including WFBB, WTNY, KHOW, KJN, WHBC, WING, WSPD, KBOI.

Rotations: Heavy 1/1. Medium including WFBR, WTVN, KHOW, KJR, WHBC, WING, WSPD, ABUJ.

WIKE & THE MECHANICS: "All I Need Is A Miracle" (Aliantle) 22/0

Brotations Heavy 4/0, Medium 1/70, Uppl 1/0, Total Adds 0 Heavy WWKB, KEMB, WSTU, Medium including WTAE.

WTVN, KHOW, WICC, WCHS, WGY, WHAS, WHBC, WING, WSPD, KBD, WPDE, WGBR, WCIL, KFDD.

RONNIE MILSAP "Happy, Happy Birthay 8aby" (RCA) 17/6

Brotations: Heavy 1/1, Medium 9/1, Light 7/4, Total Adds 6, WISN, WTMJ, WTIC, WGY, WCIL, KFDD. Medium including

NUNNIE MILSAP "Tappy, nappy bitingay baby" [KUA] 17/0 Rotations: Heavy 1/1, Medium 9/1, Light 7/4. Total Adds 6, WiSh, WTMJ, WTIC, WGY, WCIL. KFQD, Medium including WFBR. SSKC, WHAS, WHBV, WPOE, WJBC, KTWO, KVEC.

OMD "If You Leave" (A&M) 17/1 Rotations: Heavy 20, Medium 14/1, Light 1/0, Total Adds 1, WTAE, Heavy, WWKB, WCIL. Medium including WTVN, KHOW, WCHS, WING, WSPD, KBOI, KSL, WPOE, WMTR, WSTU, KTWO

WCHS, WING, WSHU, KBUI, KSL, WPDE, WMIH, WSTU, KIWU.

STEPHEN BISHOP "The Heart is So Willing" (M CA) 16/3
Rotelions Heavy 1/0, Medium 7/0, Light 8/3, Total Adds 3, KFMB, WHBC, WGBR, Heavy, KSL, Medium KHOW, WRVA, WSPD, KBUI, WMTR, WASK, KTWO

MARILYN MARTIN "MOVE Closer" (Atlantic) 15/3
Rotelions Heavy 3/0, Medium 5/1, Light 7/2, Total Adds 3, WGOW, WASK, KVEC, Heavy WHBY, WTKO, KTWO, Medium

PROBLEM WIREAY "Who's Leaving Who" (Capitol) 14/9
Rotation: Heavy 0, Medium 692, Light 8/7, Total Adds 9, WSB, KFMB, WHBC, WIBA, WMTR, WGBR, WSTU, WJBC, KFQD, Medium including WFBR, KUGN, WTKO, KVEC.

TEMPTATIONS "A Fine Moss" (Motown) 14/4
Rotations Heavy 0, Medium 4/1, Light 10/3, Total Adds 4, WFBR, WCHS, WJBC, KFQD, Medium including KHOW, WSTU,

DAVID PACK "That Girl is Gone" (WB) 13/7

ds 7, WHBY, WMTR, WGBR, WSTU, WJBC, KFQD, KTWO. Medium

including KJR, WASK, KYJC PET SHDP BOYS "West End Girls" (EMI America) 12/5 PET SHDP BOYS "West End Girls" (EMI America) 12/5

JOHN DENVER "FlyIng For Me" (RCA) 10/3
Rotations: Heavy 0, Medium 7/1, Light 3/2, Total Adds 3, WSPD, WMTR, KVEC, Medium including WTMJ, WHBY, WIBA
KSL, WPOE, WJBC.

## SIGNIFICANT ACTION

WILLIE NELSON "Living in The Promiseland" (Columbia) 7/0
Rotations Heavy 2/0, Medium 4/0, Light 1/0, Total Adds 0. Heavy: WTMJ, WHBY. Medium: KSL, WJBC, WCIL, KTWO.
EL DBBARGE "Who's Johnny" (Gordy/Motown) 6/2
Rotations Heavy 0, Medium 1/0, Light 1/2, Ortal Adds 2, WMTR, WASK, Medium: WSPD.
MATT BIANCO "Half A Minute" (Atlantic) 6/0
Rotations Heavy 2/0, Nedium 3/0, Light 1/0, Total Adds 0. Heavy, WCCO, KTWO Medium: WHBY, KUGN, WASK,
BANGLES "If She Knew What She Wants" (Columbia) 5/3
Rotations Heavy 0, Medium 2/2, Light 3/1, Total Adds 3, W/CC, WPOE, KTWO, Light including WICC, WPOE, KTWO,
DON DORSEY "Prestol", (Telarc) 5/1
Rotations Heavy 0, Medium 2/2, Light 3/1, Total Adds 1, WJBC, Light including WTMJ, WCCO, WHBY, WHBC,
SHEEMA EASTDM: "WARGD 1/2 In over 1/2 EMI America) 5/1

DON DORSEY "Pressur Volume 1, Light 5/1, Total Adds 1, WJBC Light Including W1MJ, Rotations Heavy 0, Medium 0, Light 5/1, Total Adds 1, WJBC Light Including W1MJ, ROTATION "Magic DI Love" (EMI America) 5/1
SHEENA EASTON "Magic Di Light 2/0, Total Adds 1, KTWO, Medium including WHBY, KUGN,

SHEEMA EASTON
Rotation's Heavy 0, Medium 3/1, Light 2/0, Total Adds 1, KTHO
GRAHAM NASH "Innocent Eyes" (Atlantic) 5/0
GRAHAM NASH "Innocent Eyes" (Atlantic) 5/0
Light 2/0, Total Adds 0, Heavy, KTWO, Medium: WWNR, WPOE

Rotations Heavy 10, Medium 20, Ugin 20, Total Adds 1, Wolfc, Medium WFBR.

LITTLE RIVER BAND "TIME For Us" (Capitol) 4/1
Rotations Heavy 0, Medium 1/0, Light 3/1, Total Adds 1, WJBC, Medium WFBR.

CHUCK MANGIONE "Save Tongth For Me" (Columbia) 4/10
Postations Heavy 0, Medium 3/0, Light 1/0, Total Adds 0, Medium WCCO, WHBY, KVEC, Light: WJBC.

CHUCK MANGIONE "Save Infigit For Michael (Commission) 1970

Anotaions: Heavy 0, Medium 20, Light 10, Total Adds 0, Medium: WCCO, WHBY, I JANET JACKSDN "What Have You Done For Me Lately" (A&M) 3/1 Rotations: Heavy 0, Medium 21, Light 110, Total Adds 1, KHOW Medium including JONATHAN BUTLER "Baby, Please Don't Take It" (Jive/Artisa) 3/0 Rotations: Heavy 0, Medium 2/0, Light 1/0, Total Adds 0, Medium KSL, KYEC Light 1/0, Total Adds 0, Medium 1/0, Total Adds 0, Medium KSL, KYEC Light 1/0, Total Adds 0, Medium KSL, KYEC Light 1/0, Total Adds 0, Medium KSL, KYEC Light 1/0, Total Adds 0, Medium 1/0, Total Adds 0, Medium



# **ADULT CONTEMPORARY**

# BREAKERS

#### **NEIL DIAMOND**

Headed For The Future (Columbia)

76% of our reporters on it. Rotations: Heavy 1, Medium 42, Light 38, Total Adds 34 including 2WD, W101, WSNY, WMYX, KGW, WAEB, WKGW, KCIX. Moves 28-19 on the AC chart.

#### **JAMES TAYLOR**

That's Why I'm Here (Columbia)

61% of our reporters on it. Rotations: Heavy 1, Medium 31, Light 33, Total Adds 29 including 2WD, W101, WSNY, KUDL, WMYX, KS94, KGW, KHYL, WGLL, WWPA. Debuts at number 23 on the AC chart.

## DAVID PACK

That Girl Is Gone (WB)

61% of our reporters on it. Rotations: Heavy 2, Medium 39, Light 24, Total Adds 12 including LOVE94, WLTS, 2WD, W101, WARM98, KS94, B100, WGLL. Debuts at number 24 on the AC chart.

#### JONATHAN BUTLER

Baby, Please Don't Take It (Jive/Arista)

54% of our reporters on it. Rotations: Heavy 1, Medium 23, Light 34, Total Adds 7, WARM98, B100, WJDX, WCHV, WAGE, WZLQ, K99.

#### **NEW & ACTIVE**

MARILYN MARTIN "Move Closer" (Atlantic) 52/4
Rotations: Heavy 4/0, Medium 29/2, Light 19/2, Total Adds 4, 2WD, WGLL, WAGE, WORG. Heavy: KIFM, WEIM, WCHV.
WAHR. Medium including 2WD, WGLL WAGE, WORG.

WAHR. Medium including 2WD, WGLL, WAGE, WORG.

EL DeBARGE "Who's Johnny" (Gordy/Michown) 47/9

Rotations Heavy 1.0, Medium 23.1, Light 23/8, Total Adds 9, B100, KIFM, WAEB, WXTC, WIVY, U102, WTRX, KDUK, WAGE Heavy, KELT, Medium including WTRX, VION, WKYE, 96WAVE, WMGN, KWFM, KALE

ARETHA FRANKLIN "AIn't Nobody Ever Loved You" (Arista) 47.7

ROTations Heavy 20, Medium 17.1, Upin 28/6, Total Adds 7, 97-314, KIFM, KEZR, WSFM, WAVE, WCHV, KRLB. Heavy:

KELT, WSFL, Medium including WAEB, WKYE, 96WAVE, WMGN, KWFM, WCKO, WAEV, KKLV.

HIROSHIM - 700 Wish: "Eppl 44/12 Research of the state of

#### **ROTATION BREAKOUTS**

		Total Reports/Adds	Heavy	Medium	Light	
C CHANN V DED						
O SIMPLY RED		107/1	95	10	2	
PATTI LABELLE/MICHAEL I	McOONALD	107/2	93	11	3	
<b>② MACONNA</b>		107/0	87	20	0	
4 WHITNEY HOUSTON		100/0	87	13	0	
5 SADE		104/0	82	17	5	
BILLY OCEAN		107/1	62	39	6	
MIAMI SOUND MACHINE		95/1	63	28	4	
8 PHIL COLLINS		95/0	62	26	7	
O LEVEL 42		92/3	48	40	4	
1 HOWARD JONES		99/7	38	53	8	
CULTURE CLUB		91/5	39	50	2	
MOODY BLUES		100/3	32	58	10	
(B) GEORGE MICHAEL		99/7	18	68	13	
14 DENNIS DeYOUNG		83/0	37	37	9	
MIKE & THE MECHANICS		84/5	40	39	5	
16 DIRE STRAITS		67/0	12	39	16	
ATLANTIC STARR		81/7	8	57	16	
18 BANGLES	-, 4	58/1	11	31	16	
NEIL DIAMOND	5 -	81/34	1	42	38	
20 JERMAINE JACKSON		59/0	7	34	18	
21 OMD		61/2	19	34	8	
DREAM ACADEMY		74/14	4	46	24	
JAMES TAYLOR		65/29	- 1	31	33	
2 DAVID PACK		65/12	2	39	24	
STEPHEN BISHOP		59/0	5	44	10	
26 FORCE MD'S		46/1	6	22	18	
TEMPTATIONS		60/7	3	38	19	
PET SHOP BOYS		36/5	18	11	7	
29 DIDNNE WARWICK		48/0	6	19	23	
30 STEVIE WONDER		40/0	4	19	17	

#### MOST ADDED

**NEIL DIAMOND (34)** Headed For The Future (Columbia)

JAMES TAYLOR (29) That's Why I'm Here (Columbia) STEVIE NICKS (20) Has Anyone Ever

ANNE MURRAY (17) Who's Leaving Who (Capitol)

DREAM ACADEMY (14) Love Parade (Reprise/WB)

#### HOTTEST

#### PATTI LABELLE/MICHAEL McDONALD (81)

On My Own (MCA) SIMPLY RED (77) Holding Back The Years (Elektra)
WHITNEY HOUSTON (66) The Greatest Love Of All (Arista)
MADONNA (53)

Live To Tell (Sire/WB) SADE (45)

Never As Good As The... (Portrait/CBS)

ANNE MURRAY "Who's Leaving Who" (Capitol) 40/17
Rotations: Heavy 0, Medium 14/3, Light 26/14, Total Adds 17 including V100, K106, 96WAVE, WJDX, KQ99, KWFM, WWPJ
WGHV, 194, K99, KMGQ. Medium including WKYE, WKNE, WSKI, WCKQ, WAHR, WJON, KALE.

WOHY, 194, K99, KMGO, Medium including WKYE, WKNE, WSK, WCKU, WAHF, WON, KALE.

JANET JAKENSON "What Have You Done For Me Lately" (&&M) 38/1

Rotations, Heavy 101, Medium 180, Light 100, Total Adds 1, WRKA Heavy including WHTX, KYKY, V100, WKYE, WEIM, WSKI, WWHA, WOKO, KREIB, Medium including WAER, K106, U102, KEIL, WIRK, KWEM.

WSKI, WWPA, WCKQ, KRIB. Medium including WARD, R.100, UTUE, RELL ITTUD, RETURN, RETURN

### SIGNIFICANT ACTION

RONNIE MILSAP "Happy, Happy Birthday Baby" (RCA) 24/11

THOMSE MEANT REPUT, PROPERTIES ABOY (HLA) 24/11

Rotations: Heavy 1/0, Medium 5/1, Light 18/10, 16/11 Adod 11 including WAEB, WKYE, K106, WNAM, WOHO, WCKO, WAGE, KRIB, KFSB, WXUS, WJON, Heavy, WAHR, Medium including WEIM, WGLL, WORG, KALE.

SUIZANNE YEAR Isaturing JOE JACKSON "Lett Of Center" (A&M) 24/2.

Rotations: Heavy 0, Medium 8/1, Light 16/1, Total Adds 2, WCHV, WKYX, Medium including WKYE, WAVE, WSKI, KTYL, KKYL, KOSW, KAI

ELO "So Serious" (CBS Associated) 24/1 Rotations: Heavy O, Medium 11/0, Light 13/1, Total Adds 1, WAEB, Medium: WAVE, KIOA, KLYF, WMGN, WSKI, WTNY, KYTL, WJON, KKLY, KOSW, KALV, KOSW, KALV, KOSW, KALV, KUN, KALV, KUN, K

HOUTERS "Where DO The Children Go" (Columbia) 23/2
Rotations: Heavy O. Medium 11/1, Light 12/1, Tolal Adds 2, K106, WZLO, Medium including KVIL-FM, WSFM, WKYE, WMON, WWMJ, WEIM, WSKI, WORK, WORK, KALE
STEVIE NICKS "Has Anyone Ever Written & Song About You" (Modern/Alco) 20/20

Rotations: Heavy 0, Medium 2/2, Light 18/18, Total Adds 20 including WHTX, WAVE, WNAM, KWFM, WGLL, WSKY, WCKQ, WEIZ, WGSV, WAEV, WZLQ, WFFX, KQSW, KMGQ, KALE.

MR. MISTER "Is It Love" (RCA) 19/2

#1

Rotations: Heavy 1/0, Medium 11/1, Light 7/1, Total Adds 2, U102, WZLQ, Heavy; WMGN, Medium including KVIL-FM, V100, KVIU, KWFM, WEIM, WCKQ, WFFX, KTYL, 194, KQSW.

DJHN COULDAR MELLENCAMP "Under The Boardwalk" (Riva/PolyGram) 14.5 Rotations: Heavy 10, Medium 61, Light 74, Total Adds 5, KKLT, B100, WTRX, KVUU, WKYX. Heavy: U102. Medium including WLTF, KHYK, K101, WLGC-FM, WARF.

PATTI AUSTIN "The Heat Of Heat" (Qwest/WB) 13/2 Rotations: Heavy 0, Medium 5/0, Light 8/2, Total Adds 2, B100, F

Rotations: Heavy 0, Medium 50, Light 812, Total Adds 2, B100, KMGQ. Medium: WPIX, KOST, WEIM, WORG, WZLQ.

NU SHDDZ "I Can't Wait" (Atlantic) 12/5
Rotations: Heavy 11, Medium 60, Light 54, Total Adds 5, KQ99, WEIM, WWPA, WZLQ, WFFX. Medium: V100, WMGN, WGLL, WCRV6, KYYL. DELTA "Change Of Heart" (MCA) 11/10

ns: Heavy O, Medium O, Light 11/10, Total Adds 10, WEIM, WKNE, WSKI, WGSV, WKYX, WMT-FM, KFSB, KKLV, KALE, Light including KTYL.

KUSW, RALE: Logia rebolandi N. YE.
LITTLE RIVER BAND "Time For Us" (Capitol) 11/4
Rotations: Heavy 0, Medium 20, Light 94, Total Adds 4, KIFM, WAVE, WSKI, KALE, Medium: KWFM, WJON.
HEART "Wohlm" At All' (Capitol) 11/4

1 6/1, Light 5/3, Total Adds 4, WHTX, WKYE, WMGN, WFFX. Medium including V100, WCKQ,

BANGLES "If She Knew What She Wants" (Columbia) 19/8
Rotations: Heavy 0, Medium 1/0, Light 9/8, Total Adds 8, WKYE, U102, WSKY, WCKQ, WAEV, 194, KQSW, KALE. Medium

JOHN COUGAR MELLENCAMP "Rain On The Scarecrow" (Riva/PolyGram) 10/1 Rotations: Heavy 0, Medium 5/0, Light 5/1, Total Adds 1, WSKY. Medium: V100, WMGN, WWPA, WCKO, KALE

#1 THANK YOU, A/C RADIO, FOR LEADING THE WAY IN BREAKING



ELEKTRA RECORDS

# **AC ADDS & HOTS**

#### EAST

#### PARALLEL THREE ONE

WPIXINOW YOU WON'NY SHIPPERTIES HOTTEST & MCDONAL HADDNNA SIMPLY RED SADE HIAMI SOUND MACHI

WSNUPhiles.
Tyler/Cunnon
GEORGE MICHAEL
ATLANTIC STARR
"Fest!
"HOUSTO

WHTRIPHISDURGH Keith Abrams STEVIE NICKS HEART HOLLERLI HHITNEY HOUSTON DRD.

#### PARALLEL TWO

HIROSHIMA ELO RONNIE MILSAP EL DEBAHGE Hottest: WHITNEY HOUSTON SIMPLY RED HADONNA LABELLE & MCDONAL SADE

VIOUCharleaton Ron Brandon TEMPTATIONS ANNE NUMBRAY JETS EBMNY LOGGINS HOLLEST! PHIL COLLINS MADDINA

WSFMMerrisburg
Ray Mussley
GEORGE MICHAEL
ARETHN FRANKLIN
HOLDS BEI
LABELLE B HCDONS
ADDONNA
SIRELY NED
LEVEL 42
BILLY OCEAN

~ pi

WKYEJohnstown Jack Michaels HEAPT JAMES TAYLOR ROWNIE HILBAP BANGLES

WKGW/USca-Rom Cerpenter/Cerr NEIL DIAMOND JAKES TAYLOR

PARALLEL

HashelfMiller
BELIMDA CARLISLE
STEVIE NICKS
HOTTER: NOUSTON
NIAM! SOUND MACH!
PET SHOP BOYS
HIKE & THE MECHAN
HARDONNA

WEBANTHONDURG
Jack Raymond
STEVIE NICKS
ROGER WEITTAKER
DELTA
HILLIE NELSON
HULSENELSON
STOPLEY RED
HADONNA MADONNA EVERLY BROTHERS BILLY OCEAN

WKNE/Keene Mike Trombly STEVIE HICKS DELTA Bottest: MRITHEY HOUSTON NADWHAM

HOULE MET IN MOUSTON MINITED TO MEET THE YEAR OUT THE YEAR OU SADE LABELLE & MCDONAL

WSKUMONIPAGE
Brace Stebbins
NEIL DIAHOND
LIM
STEVIE RICRS
DELTA
HOTEGELS
SIMPLY RED
LABELLE & MCD
ARGONNA MACONNA BILLY OCEAN CULTURE CLUB

WONG/Selisbury Dennis/Waleh BTEVIE HICKE RONNIE HILISAP RONNIE MILSAP MOTTERS: BIMPLY RED MADOWNA MIKE & THE MECHAN LEVEL 42 HOWARD JONES

WINY/Watertown George Neber rone Hottest: PHIL COLLINS HITHEY HOUSTON SIMPLY RED BANGLES LABELLE & MCDONAL

WWFA/WHILEMSPOT Sewyer/Meshder JAMES TAYLOR RU BROOZ ARNE MURRAY BIROCHINA Hottast: LEVEL 42 WEAM! SOUND MACE OND SADE CULTURE CLUB

#### PARALLEL ONE TWO

John Chappell nons Hottest: WHITNEY HOUS PHIL COLLINS LABELLE & HC LEVEL &2 SIMPLY RED

KYK.FMTDallas Rhodes/Chapman none Hotteet: PRIL COLLINS JERMINE JACKSON DIRE STRAITS WHITNEY HOUSTON BANGLES

97ALAMiami Harylyka HIROSHIHA ARETHA FRANKLIN HOTEBBI BILLY OCEAN GEORGE HICHAEL WHITNEY HOUSTON LABELLE & MCDONI SIMPLY RED LOVES4/Miami Mognijohnson DAVID PACK DREAM ACADEMY HOTESE! -LABELLE & MCD HADONNA

WLTS/New Orlands Scott/Mitchell DAVID PACK HIROSHIMA BOOK 1-812 SIMPLY RED LABELLE & HCDONN WHITS/EY HOUSTON SADE BILLY OCEAM

WJDXJackson Jack Wattins JAMES TAYLOR ANNE MURRAY JONATHAN BUTLER HOTEGET EIRPLY RED LABELLE & MCDOMA HHITMEY ROUSTON SADE HADONNA

107 Reporters 97 Current Reports

#### SOUTH

# PARALLEL

DAVID PACK TEMPTATIONS Hottest Houston
LABELLE & HOUSTON
LABELLE & HOUSTON
SAMPLY RED
SADE
PHIL COLLINS

K108/Beaumont
Bill Thomas
RONKIE MILSAP
ABME MURRAY
JAMES TAYLOR
MOOTERS
HOTERS
SIMELY RED
LASELLE & MCD
MADOMIA
LEVEL 42
BILLY OCEAN

WAYFICherlesion
Jeff Kent
JEAN-HICHARL JARR
ASNE HURRAY
BANKLES
BLOW WORKEYS
SIMPLY BED
HOMAND JONES
LABELLE & MCCONAL
HADDONNA
PHIL COLLINS

Quincy/O'Eriem
HIROSHIMA
ATLANTIC STARR
PET SHOP BOYS
EL DEBARGE
HOTEBATE
DESNIE DEYOUNG
LABELLE & MCDOMI
PHIL COLLINS
SINPLY RED
WHITNEY HOUSTON

WEZCIGharbone
Herring/Contway
HONARD JONES
HURE & THE MECHAN
HELL DIAMOND
LOTE HADDONA
LABELLE & HODDWAL
PHIL COLLINS
SADE
MNITNEY HOUSTON

PARALLEL THREE

WSKY/Ashevile Brian Lee JAMES TAYLOR BANGLES JOHN COUGAR STEVIZ NICUS HOLLERE I SIMPLY RED HADDINYA

HADONNA MODDY BLUES HIKE & THE NECHAN LASELLE & MCDONAL WOCKOCAmpbelistile
SmithMcClendon
BELIND CARLISUE
STEVIE MICKE
ROWELE MILES
B. E. TAYLOR GROUP
FONCE MD 'S
SIMPLY RED
SIMPLY RED
HAMI SOUND NACH!
HOMARD JONES
LABELLE A HODORAL
PET SHOP BOYS

KTYLTyler
Jeff Brown
none
Hot test:
OMD
DENNIS DEYOUNG
SIMPLY RED
HIAMI SOURD HACHI
WHITNEY HOUSTON

Six stations reported a frozen list this week: KIOA/Des Moines

KVIL/Dallas WLTE/Minneapolis WNIC/Detroit WSFL/New Bern Four stations failed to report this week. Their rotations

KWAV/Monterey WLLT/Cincinnat WSB-FM/Atlanta WTNY/Watertown

The following stations are no longer AC reporters: WCLY/Washington, D.C. WRAL/Raleigh

## MIDWEST

## PARALLEL

WLTF/Cleveland
MADELLE & MCDC
ZZ TOP
MODOY BLUES
MOLES MOLES
MOLES
MOLES
MOLES
MITNEY HOUST
DENNIS DEYOUN
PET SHOP GOYS
MIANI SOUND M

WMJUCIeveland hvers/Torcasao DREAM ACADEMY ATLANTIC STARR HOStest: HADDNINA LABELLE & MCDONAL PET SHOP GOYS BILLY GCEAN MIKE & THE MECHAN

WSNY/Columbus Steve Edwards NELL DI AMOND JAMES TAYLOR TEMPTATIONS HOTEORE: HADDNINA LABBULE & NCDONAL MIRE & THE MECHAN LEVEL #2 SIMPLY RED

WNIC/Detroit EnvirVi unit andal none Notable BANGLES FORCE MD'S MHITNEY HOUSTON JERMAINE JACKSON PHIL COLLINS

WOMCIDETOR
Berry Argenbright
none
Hottpat:
SADE
PHIL COULTRS
LABELLE & HCDO
BINFLY RED
MADDRINA

KLSUKenase City BaHey/Alen Howard Jones LEVEL 42 Hottest: PHIL COLLINS WHITMEY HOUSTON MADONNA CARELLE & MCDONAL SIMPLY RED

KUDL/Kenses City Dene Hellem JOHN DENVER JAMES TAYLOR BOLLEWIT DENNIE DEYOUNG MNITHEY HOUSTON DIAMA ROSS STEVIE MONDER DAN SEALS

WMYX/Mihwaukes Beth Fast JAMES TAYLOR HELL DIAMOND HOTESS! PHIL COLLINS WHITNEY HOUST BIMPLY RED LABELLE & HCD SADE

Watermann/Gerci DAVID PACK JAMES TAYLOR MOLEUSTI SIMPLY RED SADE

KYKYISA Louis Richards/Blair LEVEL 42 HOWARD JONES Hottest; LABELLE & HCE SADE WHITNEY HOUSTON MADONNA PHIL COLLINS

PARALLEL TWO

Oshkosh Bennet/Collins STEVIE NICKE HOTTESE SADE SIMPLY RED LABELLE & MCDONAL MADONNA, HOODY BLUES

Hottest: WHITNEY HOUSTON

KLYFIDE Moines

Bob Mejors

HIME A THE MECHANI
GEORGE MICHAEL
ATLANTIC STARE

NELL DIAMOND
HOLLEST
SIMPLY RED
HIM HOUSTON
HIANT SOURD MACH]
RILLY OCEAN

WTRX/Files
Pegreon/Burks
EL DEBARGE
JEAS-HICKHARL JARR
JOHN COUGAR
HOTEGALS
SIMPLY RED
HIGHE SOUND MACHI
SADE
LABELLE & MCCONAL
MADONNA

WLHT/Grand Rapide Brown/Ashhord
JAMES TAYLOR
DREAM ACADEMY
NEIL DIAMOND
HOCKOSI:
HINE 6 THE MECHAN
MHITMEY HOUSTONPHIL COLLINS
DEMNIS DEVOTES
SADE

WENSINGIERAPOIE
Gray/Eagen
CULTURE CLUB
BILLY OCEAN
HOTERE, DENIS DEVOUNG
MIRE & THE HECHAN
HITNEY HOUSTON
SIMPLY RED
JACK MAGNER

WFMK/Lanaing Bill Fulson JAMES TAYLOR DREAM ACADEMY NEIL DIAMOND HOCKERLY HOUSTON PHIL COLLINS DEMNIS DEYOUNG OMD

SIMPLY RED HIKE & THE MECKAN LEVEL &2

WLTE/Minn

none Hottest: SIMPLY RED CULTURE CLUB LEVEL 42 MADOMNA LAMELLE & MCDX

WHNNYSaginaw Nison/Mertin HOODY BLUES HIKE & THE MECHAN PREM ACADEMY SIMPLY RED LABELLE & MCCONAL SAME HITNEY HOUSTON PHIL COLLINS

3WMATORED King/Methews HOMARD JOHES NEIL DIAMOND HOTE-SE DENNIS DEYOUND WHITHEY HOUSTON BIMPLY RED LABELLE & MCDONAL HADDORA

Raymodu/Caparton
CULTURE CLUB
PET SHOP BOYS
HOTTES!
REART
PHIL COLLINS
HHITMEY HOUSTON
RIKES THE HECHAN
BILLY, OCEAN

PARALLEL THREE

White Books Delra HICHAREL TOWLINSON FORCE MD'S REUNION HOTEREL BIRRLY RD HIAN' SOUND HACH! WHITNEY HOUSTON LABELLE 6 HODOWAL SADE

HEAFEAU CIBINE
RICE RODETS
BANGLES
ANNIE MURRAY
JAMES TATLOR
NOTCEST:
DENNIS DEVOUNG
SIMPLY RED
RADE
WIKE A THE NECHAN
LABELLE & MCDONAL

HOTTERS: STEVIE WONDER WILLIE NELSON SADE LABELLE & MCDO MCOODY BLAKES

KFSBJophn Steve Scott ROWNIE MILSAP DELTA BOLLERE: BIRDLY RED SADE HIAMI SOUND MACHE BILLY OCEAN HADDINNA

HADDINIA
WXUSLEFapette
Bob Vizze
TEMPTATIONS
ROWNIE NILSAP
ANNE HUBRAY
HITORIA
HITORIA
SIMPLY BED
MADDINIA
LABELLE & MCDONNE
SADE
MHITMEY HOUSTON

XWEB/Rochesie Dahl/Axelson TEMPTATIONS NEIL DIAMOND HOTESET LABELLE & MCDONAL MIAHT SOUND MACHI MACHI MACHI MACHI MACHINEY HOUSTON MACONNA CULTURE CLUB

WJON'S Cloud John Floe'M Diem RONNIE MILBAP MOTERAL DEYOUNG SIMPLY RED WHITNEY MOUSTON SADE LABELLE & MCDONAL

# **FULL-SERVICE AC**

WELFNow Haven Gross/McCormick NEIL DIAMOND ATLANTIC STARR Nottests

GEORGE HICHARL

WGY/Schemectedy
Make Nett
SIMELY RED
HEIL DIAMONI
JAMES TAYLOR
ROWNIE HILBAP
ANNE HURBAY
HOTERATE
MOTEPHEY MOUSTON
DENN'IS DEVOLUSE
LABELE & MCDOM
HADOMRA
PHIL ODLLINS

## PARALLEL

ONE

# Tom Guddy CULTURE CLUR LABELLE & HCD HOTTHEY HOUSTON BANGLES DENNIS DEYOUNG SADE PHIL COLLINS

PARALLEL TWO

HOMARD JONES BANGLES HOCEARS HOTEARS HHITNEY HOUSTO LAMELLE & HODO HIAM! SOUND MA PET SHOP BOYS BILLY OCEAN

47 Reporters **44 Current Reports** 

## PARALLEL THREE

PARALLEL

THREE

#### SOUTH PARALLEL PARALLEL

ONE

WSB/Atlents
Greg Piccieno
BELLY DCEAN
CULTURE CLUB
GEORGE HICHAN
MEIL DIAMOND
ANNE HURRAY
HOLICOLE
ADGORNA MIANT SOURD BILLY OCEAN MOODY BLUES

NONE HOTTEST HOUSTON DENNIS DETOUNG STEVIE HONDER-DIRE STRAITS DIONNE HARMICK

# MIDWEST

PARALLEL

TWO

Californ SalevSt John DAVID PACK

Chambers/Dorn
STEPHEN BISHOP
ANNE HURRAY
HOttest:
DENNIS DEYOUNG
HHITMEY HOUSTON
SADE
PHIL COLURN
LABELLE & MCDONG

WinG/Deyton
Beatty/Colline
Per Shop BOYS
HEIL DIAMOND
HOTEBEL
SADE
HADDNINA
BILLY OCEAN

WIBC/Indianapol Mary June Rose NEIL BIAHOND JAMES TAYLOR

PARALLEL ONE SSKRC/Cincinnell Denny Nugent PET SHOP BOYS Hottest: BANGLES

BANGLES
PHIL COLLINS
WHITHEY HOUSTON
JERMAINE JACKSON
HIAM! SOUND MACH!

WTYNCOlumbus
John Lane
HOWARD JONES
HOTERST COLLINS
RANGLES
RIANI SOUND MACH
DIRE STAITS
JERNAINE JACKSON

Wishinshwauhee WellecafeMort SADE GEORGE MICHAEL TAMES TAYLOR ROWNIE WILEAP HOLES TO JOHNE WARRICH WILTERY HOUST LABELLE A MICHAEL A MICHAEL SADE SADE

JAMES TATION
NOTEBEL:
WHITNEY HOUSTON
MIAN! SOUND MACH!
SADE
MADONNA
BARRY MANILON WEST

TWO MOBIAIDUQUERQUE FIRENAM SCHWIDER LABELLE & MCDONAL MIAMI SOUND MACHI SIMPLY MED Hottest: none NOTE
KBOWBOISE
Drew Harold
ATLANTIC STARR
HOTSOST
ATLANTIC STARR
GEORGE MICHAEL
PHIL COLLINS
LABELLE & HEDONI
WHITHER HOUSTON
KUGNYEugens
Mulhn James
none

GOTE ORE; STEVIE WONDER HARCHESTER & JARR DIONE MARBICE SADE SADE KSUSARL LENG CHY Cemich Jessep none Hottoats STEVIE WONDER HITTRY HOUSTON DERNIS DEVOISE JEDNISH TE JACKSON PALONINE

# BruceMicElveln SIMPLY RED LEVEL 42 CULTURE CLUB HOTERS: PRIL CDULINS BANGLES WHITMEY HOUSTON HIAMI BOURD HACHI HADDHMA

WGBR/Goldsboro Mika Rubie STEPHEN BISHOP DAVID PACK AMME MURRAY HOTCHAT HOTCHAT BUSTON DERNIS DEYOUNG DIRE STRAITS SADE LABELLE & MCDDI

WSTUDENT MECHANISM CONTROL MURRAY DAVID PACK SUT POX HOTEWEY HOUSTON SIMPLY INCOME SADE & HODON SADE SILLY OCEAN

WSPD/Toledo Stewart/Heller

StewartHeller
JAMES TAYLOR
MEIL DIAMOND
JOHN DENVEN
HOLLEGE!
HOLLEGE!
MITNEY HOUSTO
DENNIS DEYOUNG
STEVIE HONDEP
SADE
PHIL COLLINS

PARALLEL

One station failed to report this week. The rotations were frozen: WDBO/Orlando

#### PARALLEL PARALLEL

ONE

KOY/Phoeni Jack Blair

## PARALLEL

THREE

SADE KTWC/Casper Bob Young ERILE BANGLES SHEEMA BASTON SAMYER BROWN DAVID PACK GLEN CAMPBELL Mottast:

Four stations reported a

frozen list this week: KYJC/Medford WCCO/Minneapolis WRVA/Richmond WWNR/Beckley

## WEST

KWEMSen Diego Mark Zegan ARZTHA FRANKLIN DREAM ACADEMY EL DEBARGE LIM

HOTTOSTINA SIMPLY RED HARILYN HARTIN CASELLE & HODOM MODDY BLUES

KEZNSAN JOSE ELELMANE ARETHA PRANKLIM DREAM ACADEMY MOLTESE SIMPLY RED SADE LABELLE & MCDOMA HADONNA BILLY OCEAN

PARALLEL

TWO

KVUU/Coloredo

Howardirwin
OND
CULTURE CLUB
JOHN COUGAR
DAVID PACK
HIROSBINA
BDB SEGER
HOLIASELE 6 HCH
HODOY BLUES
LEVEL 42
HOWARD JOHES

# PARALLEL

ONE

KOSTFLee Ange KayarKiley none Hoctest: SIMPLY RED SADE

KKLT/Phoents Church/Thomas HIAMS SOUND JOHN COUGAR MOTTHEY HOUSTON BIMPLY RED PHIL COLLINS LABELLE & MCDONI DENNIS DEVOUNG

MADONNA

KMYLJSacrament

KONVÄNDERMAN

MITTMEY NOUST

JAMES TÄYLÖR

NOTEBER

CULTURE CLUB

PHIL COLLINS

MITTMEY HOUST

LABELE & MCD

SIMPLY RED

THREE

KDUKEugene Kinghering JAMES TAYLOR TL DEBARGE HOLLES HOUSTON SIMPLY RED SADE LABELLE 4 MCDOM BILLY OCEAN OMD DREAM ACADEMY Hottast: PHIL COLLINS WHITNEY HOUSTON HADDNNA

KWAYMontersy Michael Reading none Motseat: LABELLE & NODONI SADE PHIL COLLINS WHITNEY HOUSTON SIMPLY RED

KWFMTUceon Chdi Ryan Higoshima PET SHOP BOYS ANNE MURRAY STEVIE NICKS HOTLBALLE L HOD MADONNA MOODY BLUES

KMGQ/Santa Barbar Stephen Monde ANNE MURRAY STEVIE NICKS PATTE AUSTEN Hoctest: SIMPLY RED PHIL COLLINS SADE BILLY OCEAN LABELLE & MCT

KKLV/Anchorage Greg Wilkinson DELTA NEIL DIAMOND NOGER WHITFAKER HOLLESS BILLY OCEAN LABELLE & NCDONI SIMPLY RED BADE LEVEL 42

ERNO/Reno
Jem O'Neal
NEIL DIAMOND
HIKE & THE MECHAN
JAMES TAYLOB
HOTUSEY HOLISTON
LABELLE & MCDOWAL
SIMPLY RED
SADE
BILLET OCEAN

BARRESSANDERS
HOTEGET:
PHIL COLLINS
DESNIE DEYOUNG
HIKE & THE MECHAN
MADDANA
WHITNEY HOUSTON

R ALETTI-Cities
Bill Templeton
BANGLES
LPB
DELTA
STEVIE NICKS
HOTLEST
HIARL SOUND MACHI
RIARL SOUND MACHI
RIARL THE MECHAN
MOUDY BLUES
PET SINDS BOYS

W101/Tampa DeCarlofWilliams HOMARD JONES SEED ANNED DAVID PROCES JAMES TAYLOR HOCKER! PRIL COLLINS LABELE A HODONAL HIANI SOUND MACH! SADE BELLY OCEAN

PARALLEL

KSWGreet Falls
Steve Kelber
DAVID PACK
HEIL DIAMOND
ANNE MURRAY
JOMATHAN BUTLER
HOTEMEY HOUSTON
SAIPE
SIMPLY RED
LEVEL 42
HADDHNA

WEIZ/Columbus
Jms Jacobs
HEIL DIAHOND
STEVIE MICKS
MOREBSE!
HACONNA
BIMPLY RED
SADE
LARELLE & HCC
BILLY OCEAN BILLY OCEAN
WGSV/Gunteraville
Jeckson/Bell
JEAN-MICHAEL JARR
STEVIE NICHS
FORCE MD'S
DELTA
HOLLERLIS E MCDONAL
HADDHNA

ATLANTIC STARR HOTTOST HHITNEY HOUSTON LABELLE & MCDOMAL SADE HIAMI SOUND MACHI PHIL COLLINS MADONNA BILLY OCEAN CULTURE CLUB WAHRHUMENTER
Delies/Cennon
LEVEL 42
METL DIAMOND
SAMYEB BROWN
CARY NORRIS
HOTCOST
HOTCOST
HOTCOST
ONNIE HILSAD
HADONRA
BILLY OCEAN

WDLT/Mobile Keth Cherry DAVID PACK HIROSHIMA HOLESELE & HO PRIL COLLINS SIMPLY RED SADE BABGLES

KELT/McAllen Griffin/Allen none Hottest: GEORGE MICH

SADE BILLY OCEAN SIMPLY RED MADDAWA

WLAC-FM/NsshvHle Nichold/Sargen! GEORGE HICHARL NEIL DIAMOND TEMPTATIONS NOCTEST: LANELLE & NCDOND HOLTMEY HOUSTON PHIL COLLINS BILLY OCEAN DENNIS DEYOUNG

SIMPLY RED

WSTF/Orlando Jim Ballard

SANGE PORTER
MARILIN MARTIN
DONNAMN BUTLER
HIROSHIM
HIROSHIM
ANNE MANUE
ANNE MERANCE
ROMBIE MILESAP
BOLESANCE
ROMBIE MILESANCE
ROMBIE MILESAP
BOLESANCE
ROMBIE MILESANCE
ROMBI

WSFLNew Bern Gery Lee none Hottest: NACONNA LABELLE & HCDONAL WHITMEY HOUSTON KADE RMLDLABBOOK ROD RODERS ANDER HURBRAY HEIL CIAMOND JAMES TAYLOR ARETMA PRANKLIN JEAN-HICHAEL JÄRR HIROSHIMA RODNIE HILSAP DZEAR ACADEMY LABELLE & MCDOMAL HADONNA

JAM BAHANG
BIMPLY RED
MOTTHEY RED
HANGLES
WHITHEY HOUSTON
HIAMI SOUND MACHI
PHIL COLLINS
FORCE MD'S SILLY OCEAN SIMPLY RED MIKE & THE MECHAN WORG/Orangeburg Meriner/Wright HABILYN HARTIN HEIL DIAMOND ABME HURRAY HOTERAT SIMPLY RED LARELLE & MCDON HOMARD JONES BILLY OCEAN HADONNA

WEZS/Richmond Bewins/Dilkon KEIL DIAMOND JAMES TAYLOR ATLABTIC STARR HOLLBAY HILL SUBSTON PHIL COLLINS LARELE & NCCOMAL GEORGE HICHMEL MIAMI SOUND MACHI WKYX/Peducah
Frana Carrell
JOHN COUGAR
SULLANGE VEGA
DELTA
HOTTEREY HOUSTON
BINDLY RESIDENCE
BADE
LABELLE & MCDONAL
LEVEL 42 WAVE/Saresots Tellone/Hunting WAVE/Sarsote
TellonaRiumington
JAMES TAYLOR
OUTFIELD
RETHA FRANKLIN
LNE
KENTY LOGGING
BILL COSSY
NEIL DIAMOND
JOE JACKSON
MICHAEL JOHNSON
STEVIE MICKS
HOLLEST,
MALTHEY HOUSTON
BINDLY RED
LEBELLE & RECOGN
LOBELLE & RECOGN

WAEWSermonth
Phillip Wes1
BANGLES
ANNE HURRAY
BLOW HONKEYS
STEVIT NICKS
HOTTORIA
BINDLY RED
HAR TORNAL

HADDINEA HODDY BLUES SILLY OCEAN

WZLQT-Upelo
Rope Nelson
OVEF #EDO
PET SHOP BOYS
NOW EDIT COR
NOW EDIT

WFFX/TUBCalones
Sander Walker
#IU SHOOZ
STEVIE NICKS
BLOW MONKEYS
HEART
NEIL DIAMOND
HOTUBEL
SIMPLY RED
BILLY OCKEM
HADOWNA
LASELLE & MCDOWAL
HIAWI SOUND HACNI

WHITNEY ROOMS SADE SILLY OCEAN LABELLE & MCDONAL MODDY BLUES

TWO WET/Charlotte Mike Colline LEVEL #2 MADONNA Hottmati none

WGOWIChattenoog Date Democratory MARILYM HARTIM PET SHOP BOYS HOTTMEY HOUSTON HIJMEY HOUSTON HIJMEY HOUSTON LABELLE & MCDOM PHIL COLLINS SIMPLY RED

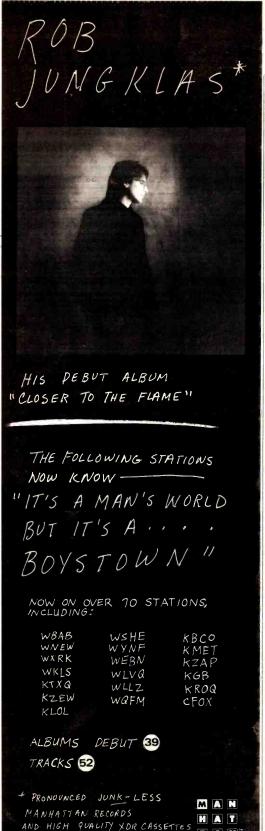
Will Armedison
Doug Lane
NEIL DIAMOND
NEIL DIAMOND
NEIL DIAMOND
SINCE MINITARY
HOWARD JONES
HOTCH
DENNIS DEYOUN
MINITARY HOUST
LABELLE & MCD
SIMPLY RED

WCRL/Carbondale Rach Strd MODOY BLUES ROWNIZ WILSAP NOCEARL MACOUNTA ATAMI SOUND MACHI FORCE MD'S DAS SEALS MHITMEY HOUSTON WASK/Letyotte Harria/Johnson HARLIYN MARTIN EL DERANGE JAMES TATLOR HI ROSSHIHA HOTCASEL MHITWEY HOUSTON SADE DENNIS DEFOUNC GLHELY SED LASELLE & HODGOM

THREE

BORE BOTTAGE: WHITTEY HOUSTON DIOMNE WARMICK PHIL COLLINS SADE LEBELLE & MCDON

R&R FRIDAY, MAY 9, 1986/77



## RADIO & RECORDS NATIONAL AIRPLAY

# **AOR TRACKS**

hree Two Weeks Weeks	tag		157 Reports	Total			
			ROLLING STONES/One Hit (Rolling Stones/Columbia)	Reports/Adds P		,	Medium 24 -
4 3	2		BOB SEGER & THE SILVER/Like A Rock (Capitol)	139+/10		118+	
6 5	4	_	MOODY BLUES/Your Wildest Dreams (Polydor/PG)	147+/1		114+	31-
— 15	7	0	PETER GABRIEL/Sledgehammer (Geffen)	150+/5	30+	91+	54-
2 1	1	5	JOURNEY/Be Good To Yourself (Columbia)	127-/1		115-	12=
26 13	6	Ğ	HEART/Nothin' At All (Capitol)	127+/2	38+	98+	28-
_ 16	10	ŏ	38 SPECIAL/Like No Other Night (A&M)	133+/2		103+	30-
3 2	3	8	JULIAN LENNON/Stick Around (Atlantic)	113-/1	26-	89	23=
	11		GTR/When The Heart Rules The Mind (Arista)	135+/3	10+	64+	68 -
11 8	8	10		108-/2	12-	73+	33-
21 21	18	0	VAN HALEN/Dreams (WB)	110+/12	11+	66+	40-
17 14			VAN HALEN/Best Of Both Worlds (WB)	108 = /4	20+	65+	39-
23 20		=	JOE JACKSON/Right And Wrong (A&M)	124 = /3	8+	45+	71-
3 11		-	ROLLING STONES/Winning Ugly (Rolling Stones/Columbia)	97-/1	5+	<b>53</b> =	43-
_ 37			JOURNEY/Girl Can't Help It (Columbia)	103+/13	2+	48+	52+
39 34			INXS/Listen Like Thieves (Atlantic)	112+/16	4+	31+	70+
54 29	21		JOHN C. MELLENCAMP/Rain On The Scarecrow (Riva/PG)	102+/4	5-	41+	55-
1 4		18	VAN HALEN/Why Can't This Be Love (WB)	66 - /0	22-	54-	11-
EBUT	•		FIXX/Secret Separation (MCA)	104 /104	1	13	82
33			HOWARD JONES/No One Is To Blame (Elektra)	89+/8	11+	43+	43-
27			STARSHIP/Tomorrow Doesn't Matter Tonight (Grunt/RCA)	91+/5	8-	33 -	55 ⊦
7.	16	22	HONEYMOON SUITE/Feel It Again (WB)	72-/0	15 –	54 –	15-
36			MODELS/Out Of Mind Out Of Sight (Geffen)	108+/8	3=	20+	70-
2 10	13	24	MR. MISTER/Is It Love (RCA)	69-/0	8-	45 -	20-
_ 52	40	3	ICEHOUSE/No Promises (Chrysalis)	94+/16	5+	18+	55 +
0 9	17	26	DAVID BOWIE/Absolute Beginners (EMI America)	73 -/0	6-	31 -	38-
0 40	35		ROBERT PALMER/Hyperactive (Island)	85+/11	2+	26+	50-
EBUT	•		STING with JEFF BECK/I Been Down So Long (IRS/MCA)	87 /85	0	11	64
- 47	29	_	JOURNEY/Raised On Radio (Columbia)	68+/7	1+	30+	34-
28	27	30		86-/2	3=	20 -	58-
44			GIUFFRIA/I Must Be Dreaming (Camel/MCA)	82+/5	4+	20+	53-
41	38		HONEYMOON SUITE/Bad Attitude (WB)	80+/16	0=	25+	46+
-	48	33	JACKSON BROWNE/In The Shape Of A Heart (Asylum)	80+/24	5=		·50+
	32	34	BOB SEGER & THE SILVER/Tightrope (Capitol)	59+/4	3+	30=	28+
38		35	VAN HALEN/Love Walks In (WB)	61-/3	3+	30+	30
12			ZZ TOP/Rough Boy (WB)	57-/2	8-	34 -	21-
57			GOLDEN EARRING/Quiet Eyes (21/Atco)	92+/16	0 =	3+	74+
-		_	LOU REED/No Money Down (RCA)	84+/20	1 =	11+	
	28		JUDAS PRIEST/Locked In (Columbia)	59-/0	2=	18-	30-
			HEAR 'N AID/Stars (Mercury/PG)	70 - /2	0=		52+
			KENNY LOGGINS/Danger Zone (Columbia)	63+/31	0=	-	47+
EBUT			FABULOUS THUNDERBIRDS/Wrap It Up (CBS Associated)	65+/28	2+		46+
-			OUTFIELD/All The Love (Columbia)	61+/16	1+	14+	38+
			FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)	48 - /2	1 -	22 - 14 +	23-
		_	ZZ TOP/Woke Up With Wood (WB)	56 +/20	1 = 2 =	14 + 5 =	37+ 46=
5 46			KROKUS/Burning Up The Night (Arista)	66-/1	_	-	
			JOE COCKER/You Can Leave Your Hat On (Capitol)	59+/13	3=	10+	39+
			JACKSON BROWNE/Lives In The Balance (Asylum)	47-/0	3+	20-	24-
	41		HOOTERS/Where Do The Children Go (Columbia)	47-/2	3=	14-	29-
	39		CALL/I Still Believe (Great Design) (Elektra)	40-/0	4-	13-	25 - 43 -
	42		TEARS FOR FEARS/Mothers Talk (Mercury/PG)	55 - /1	2 = 0 =	6-	
			ROB JUNGKLAS/Boystown (Manhattan)	66+/8	-	2=	40+
			MOODY BLUES/The Other Side Of Life (Polydor/PG)	44+/5	3+	16+	27=
			GRAHAM NASH/Innocent Eyes (Atlantic)	46 - /0	0-	11-	31 -
		_	38 SPECIAL/Somebody Like You (A&M)	43+/15	0 =	11+	
			ROBERT PALMER/Addicted To Love (Island)	27-/0	2-	17-	10-
DEBUT			ROLLING STONES/Back To Zero (Rolling Stones/Columbia)	32+/3	0=	14+	17=
	52		FIRM/Live In Peace (Atlantic)	28 - /0	4=	12-	14-
			PHIL COLLINS/Take Me Home (Atlantic)	24-/0	3-	16-	5 -
19 32			JOHN EDDIE/Jungle Boy (Columbia)	44+/13	0 =	4+	23+

## **BREAKERS**

JOURNEY
Girl Can't Heip It (Columbia)
66% of our reporters on it.
FIXX
Secret Separation (MCA)
66% of our reporters on it.
ICEHOUSE
No Promises (Chrysalis)
60% of our reporters on it.

TAN

## RADIO & RECORDS NATIONAL AIRPLAY

# **AOR ALBUMS**

			14			
Three Two Last Weeks Weeks Week	157 Reports	MAY 9, 1986	Total Reports/Adds	Power	Heavy	Medium
- 4 3 0	JOURNEY/Raised On Radio (Columbia)	"Be Good" (127) "Girl" (103) "Raised" (68)	140 -/0	54 –	129+	11-
	VAN HALEN/5150 (WB)	"Dreams" (110) "Best" (108) "Why Can't" (66)	134 + /1	<b>51</b> –	122-	11+
	BOB SEGER & THE SILVER/Like A Rock (Capitol)	"Rock" (139) "Tightrope" (59) "Aftermath" (25)	149-/0	<b>45</b> =	135-	13+
	ROLLING STONES/Dirty Work (Rolling Stones/Columbia)	"One Hit" (142) "Winning" (97) "Back" (32)	147-/1	44 -	131 -	14-
	MODDY BLUES/The Other Side Of Life (Polydor/PG)	"Wildest" (147) "Other Side" (44) "Rock" (31)	149+/1	34 –	115+	32-
	38 SPECIAL/Strength in Numbers (A&M)	"No Other" (133) "Somebody" (43) "Heart's" (12)	134 + /2	33+	103+	31-
20 15 9 🔽	HEART/Heart (Capitol)	"Nothin' At All" (127)	128=/1	38+	99+	28 -
	GTR/GTR (Arista)	"Heart" (135) "Jekyll" (22) "Hunter" (15)	137 + /3	10+	64+	<b>70</b> –
4 5 6 9	JULIAN LENNON/The Secret Value Of Daydreaming (Atlantic)	"Stick Around" (113) "You Got What" (11)	118-/1	26-	90-	25+
	JOE JACKSON/Big World (A&M)	"Right And Wrong" (124) "Wild West" (20)	132 = /3	8+	<i>50</i> +	75 -
	HONEYMOON SUITE/The Big Prize (WB)	"Bad Attitude" (80) "Feel It Again" (72)	112-/1	15	<i>68</i> –	37+
	ZZ TOP/Afterburner (WB)	"Rough Boy" (57) "Woke Up" (56) "Velcro" (29)	108-/6	9-	45 -	57+
	SIMPLE MINDS/Once Upon A Time (Virgin/A&M)	"All The Things" (108)	109-/1	12-	73+	<b>33</b> –
	JACKSON BROWNE/Lives In The Balance (Asylum)	"In The Shape" (80) "Lives" (47)	107 - /8	9+	43 -	<i>58</i> +
	NXS/Listen Like Thieves (Atlantic)	"Listen" (112) "What You Need" (10)	119 + /14	5+	<i>36</i> +	<i>70</i> +
	JOHN C. MELLENCAMP/Scarecrow (Riva/PG)	"Rain" (102)	105 + /4	6-	44+	55 -
	ROBERT PALMER/Riptide (Island)	"Hyperactive" (85) "Addicted To Love" (27)	101-/8	4 –	40+	<i>56</i> +
	FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)	"Wrap It Up" (65) "Tuff Enuff" (48)	106 + /20	3-	30 -	64+
	HOWARD JONES/Action Replay (Elektra)	"No One" (89)	90 + 8	11+	43+	43-
	STARSHIP/Knee Deep In The Hoopla (Grunt/RCA)	"Tomorrow" (91)	93+/6	8-	<b>35</b> –	<i>55</i> +
	MODELS/Out Of Mind Out Of Sight (Geffen)	"Out Of Mind" (108)	113 + 8	3-	21+	73 =
	LIVE! FOR LIFE/Various Artists (IRS/MCA)	"I Been Down" (87)	90 /88	0	11	65
	ICEHOUSE/Measure For Measure (Chrysalis)	"No Promises" (94)	97+/16	54	19+	57+
12 12 15 24	MR. MISTER/Welcome To The Real World (RCA)	"Is It Love" (69)	71-/0	8-	<b>46</b> –	21-
11 11 16 25	ABSOLUTE BEGINNERS/Soundtrack (EMI America)	"Absolute" (73)	<b>75 – /0</b>	6-		40-
23 19 24 26	JUDAS PRIEST/Turbo (Columbia)	"Locked It" (59) "Turbo Lover" (27)	<i>76 – /2</i>	2=	20-	45 -
21 20 22 27	PRETTY IN PINK/Soundtrack (A&M)	"Left" (34) "Leave" (24) "Pretty" (16)	61 - /2	7-	22-	31-
DEBUT > 2	GIUFFRIA/Silk & Steel (Camel/MCA)	"Dreaming" (82)	82 /5	4	20	53
38 <b>2</b>	LOU REED/Mistrial (RCA)	"No Money Down" (84)	85 + /21	1 =	11+	60+
16 21 28 30	CALL/Reconciled (Elektra)	"Believe" (40) "Everywhere" (30)	64 - /6	6-	16 -	40 -
40 40 35 🕙	OUTFIELO/Play Deep (Columbia)	"All The Love" (61) "Your Love" (12)	68 + /11	3+	20+	41+
	JOE COCKER/Cocker (Capitol)	"You Can Leave" (59) "Shelter Me" (13)	71 + /9	4=		48+
	FIRM/Mean Business (Atlantic)	"Live In Peace" (28) "Tear Down" (12)	44 - /2	5-		22 -
	GRAHAM NASH/Innocent Eyes (Atlantic)	"Innocent Eyes" (46)	48 - /0	3-	16-	30 -
	MIKE & THE MECHANICS/Mike & The Mechanics (Atlantic)	"All I Need" (26) "Hanging" (24)	49 - /3	6-	20 -	22 -
	KROKUS/Change Of Address (Arista)	"Burning Up" (66)	69 = /2	2=		46=
	OZZY OSBOURNE/The Ultimate Sin (CBS Associated)	"Lightning" (41) "Shot" (17)	53 + /15	0=	7-	37+
	HOOTERS/Nervous Night (Columbia)	"Where Do" (47)	48 - /2	3=	14-	30 -
DEBUT DEBUT	ROB JUNGKLAS/Closer To The Flame (Manhattan)	"Boystown" (66)	71+/9	0=	3=	41+
	TEARS FOR FEARS/Songs From The Big Chair (Mercury/PG)	"Mothers Talk" (55)	<i>55-/1</i>	2=	6-	43-

# **BREAKERS**

Measure For Measure (Chrysalis)

## **NEW & ACTIVE**

BRIAN SETZER "The Knife Feels Like Justice" (EMI America) 37/1 (42/5)
Adds. WCXT, Heavy 4 Including CHEZ, WIZN, KYRE Medium 23 including WLUP, WXRT, WLVQ, WQFM, KAZY, 91X,

BRIAN SETZER "The Knife Feels Like Justice" (EMI America) 37/1 (42/5) adds: WCXT. Heavy 4 including CHEZ, WIZN, KVRE Medium 23 including WLUP, WXRT, WLVO, WOFM, KAZY, 91X, WZX, WONE, WRIX, KTYD.

ALARM "Strength" (IRS/MCA) 36/3 (34/8) adds: KZEW, WROK, KWRE, Heavy-4: WBCN, WLIR, KNCN, KMBY, Medium 25 including WBAB, WNEW, WXRK, WLLZ, KMET, KROO, 91X, WEZX, WAAF, WWWV, KTYD.

80DEANS "Love & Hope & Sex & Dreams" (Slash/WB) 35/9 (27/3) adds including WBCN, WHEB, KKDJ, WXRC, WRUP, Powers 1: Heavy 5: WOFM, WLIR, WIZN, KTOU, KVRE, Medium 16 including WRAT, KYYS, KAZY, KBCO, KGON, KLAO, WONE, WAPL, WAPL WTUP.

8RUCE HORNSBY & THE RANGE "The Way It Is" (RCA) 35/7 (29/10) adds: WXRT KGB, WPDH, WAAF, WLAV, KRKE, KKGR, Powers 2: Heavy 5: including KBCO, KLBJ, KZOK, WIZN, Medium 22 including WNOR, WEBN, KMET, KZAP, WHEB, WOUN, KLAO, WONE, WTUE, WWWV.

ERIC JOHNSON "Tones" (WB) 25/7 (18/1)

Adds: KAZY, WONE, WTUE, KSTM, WIZN, WCPZ, KOZZ, Heavy 2 including KROU. Medium 16 including KTXO, KZEW, KLOL, KBCO, KLBJ, KNCN, KLAO, KISS, KILO,

KEROS, MITH "ClassIcs" (Columbia) 25/6 (25/13)

KLOL, KBCO, KLBJ, KNCN, KLAO, KISS, KILO.

AEROSMITH "ClassIcs" (Columbia) 25/6 (25/13)

Adds WORM, KUPD, KFMG, KEZE, WBLM, WCXT. Heavy 1; WGIR. Medium 10 including DC101, WSHE, WLLZ, KSHE, KISW, WAOX, KLAO, WDIZ.

KIP A00TTA "Life In The Slaw Lane" (Rhino) 24/9 (17/7)

Adds WMMR, WHLY, KOME, WHFS, WEZX, WOUR, WHMD, KZEP, KZOO, Medium 8 including WPDH, KTCZ.

DANNY WILDE "The Boyfriend" (Island) 23/7 (17/4)

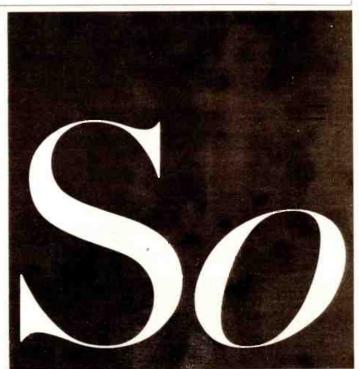
Adds. WOFM, WKLC, WHEB, WOUR, KATT, WOBK, WXRC, Power's 1; Heavy 1; KMET, Medium 16 including WLLZ, KGB, KNCN, WONE, WTUE, WRUF.

\*\*RUSSING BOOKS "Hearthroat Michaevy" (Marchyr/PolyGram) 23/4 (19/7)

RUBBER ROCED "Heartbreak Highway" (Mercury/PolyGram) 23/4 (19/7)
Adds, WNOR, KECO, WZZO, WWTR. Heavy 2: WBCN, WZN. Medium 14 including WIYY, WNEW, WHJY, WHEB, WONE,

PETER FRAMPTON "Premonition" (Atlantic) 23/2 (23/7)
Adds: WILZ, WHMD, Heavy 4: KAZY, WHMZ, WONE, WTUE, Medium 15 including WYNF, WLVQ, KISW, WLAV, KILO,

BOURGEOIS TAGG "Bourgeois Tagg" (Island) 23/1 (25/2)
Adds, WCPZ, Heavy 7 Including KAZY, 91X, WLIR, CHEZ, WONE, WTUE. Medium 13 Including KSRR, WXRT, KTCZ, KZAP, Continued on Page 80



R&R FRIDAY, MAY 9, 1986/79

# **AOR TRACKS**

#### MOST ADDED

Secret Separation (MCA). STING w/JEFF BECK (85) I Been Down So Long (IRS/MCA)
KENNY LOGGINS (31) Danger Zone (Columbia)
FABULOUS THUNOERBIROS (28) Wrap It Up (CBS Associated)
80X 0F FROGS (27) Heart Full Of Soul (Epic)

#### HOTTEST

JOURNEY (53) Be Good To Yourself (Columbia)
HEART (38) Nothin' At All (Capitol)
BOB SEGER & THE SILVER BULLET BAND (36)

ROLLING STONES (34)

One Hit (To . . .) (Rolling Stones/Columbia)
38 SPECIAL (33) Like No Other Night (A&M)

## **CHART CLIMBERS**

GOLDEN EARRING "Quiet Eyes" (21/Atco) 92/16 (79/25)

Adds including wh.ty, KSRR, KYYS, KFOG, WOUR, KEZE, Heavy 3: WOFM, WXRC, WHMD. Medium 74 including wNEW,
WMMR, D.C101, WNOR, WYNE, KORS, KSHE, KUPD, KZAP, KGB, KOME, WFYY, WIOT, KILO, KLPX. Moves 45-37.

\$TARSHIP "Tomorrow Doesn't Matter Tonight" (Grunt/RCA) 91/5 (89/9)

Adds WXRIK, KZEW, KZAP, WHEB, WOWE Heavy 33 including KSRR, WNOR, WEBN, WLVO, KUPD, WPDH, WEZX, WAPL,
WROK, WWWW, Medium 55 including WIYY, WBAB, WIEW, WHAP, KOBG, KBPI, KGON, KGB, KSJO, KEZO,
KIPP, WISH, WHIFE KYZY, AWARES 32-31.

HOWARD JONES "No One 1s To Blame" (Elektra) 89/8 (83/8)

Adds. KYYS, WHCN, KNCN, WWCK, KOMP, KRSP, KRIX, KÖZZ, Heavy 43 including WBAB, WXRK, WLUP, WXRT, WLVQ,

KTCZ, KAZY, KBP, WOUR, KLD, WONE, WROK, Medium 43 including WNEW, WMMR, KSRR, WSHE, WYNF, KBCO, 91X,

WHEB, KLAQ, WRXL, WIOT, WWW. Moves 24-20.

STING with JEFF BECK "I Been Down So Long" (IRS/MCA) 87/85 (0/0)

Adds including WBAB, WMAR, WDVE, KSRR, WLUP, KGON, KZAP, KGB, KOME, WPYX, WZZO, KISS, KYTD Heavy 11 including WBCN, WNEW, WXRK, Q107, KZEW, WXRT, 91X, KFOG, Meditum 64 including WHJY, DC101, KTXQ, KLOL, WCKS, WEBN, KYYS, WGFM, RBCO, KMET, KLIO, KLIPX, Debuts at #28

WORG, WEBN, KYYS, WOFM, KBOO, KMET, KILO, KLPK. Debuts at #28.

\*\*ROBERT PALMER "\*\*Hyperactive" (Island) \$57.11 (75.10)

\*\*Adds including WIYY, WKLS, WOUR, WROK, KKDJ. Heavy 26 including,Q-107, KZEW, KBCO, KROQ, 91X, KOME, WPLR, WHEB, WPDN, KRLO, WWWW. Medium 50 including WNEW, WMAN, WHJV, KTXQ, KSRR, WSHE, WCKG, WLVQ, KYYS.

KBPI, KZAP, KSJO, WZZO, WEZK, WAPL, WIAV. Moves 35.24.

\*\*LOU REED "THE Money Down" (RCA) 84.26/21(5)

\*\*Adds including WIYY, WNOR, WLVQ, KROQ, KSJO, KSJO, KLAQ, WIOT, KLPX, Heavy 11 including WBCN, WNEW, WXRK, WSTT, KTCZ, KFOG, Medium 59 including WBAB, WMAR, DC101, WLDP, KAZY, KBCO, 91X, KOME, WHCN, WEZK, KLBJ, WONE, WICH, WILO, KTD, Moves 50:36.

GIUFFRIA "I Must Be Dreaming" (Came/MCA) 82/5 (77/9)

Adds: WBCN, KMJZ, WKDF, WOOJ, WCPZ, Heavy 20 including KZEW, WQFM, KMET, KUPD, KOME, WPDH, WOUR,
KNCN, KILO, Medium 53 including WYY, WNEW, WXRK, WHJY, KSRR, WYNF, WEBN, KQRS, KLOS, KGB, KSJO, KISW,
KISS, KGGO, KZEL, KLPX, Moves 37-31.

KISS, Kuslut, K.C.E., Ku.P., Moves 37-31.

JACKSON BROWNE "In The Shape Df A Heart" (Asylum) 80/24 (57/19).

Adds including WIYY, WKLS, WLVQ, KGON, KZAP, WPYX, WHEB, WPDH, WDZ; KEZÖ, WRUF Heavy 24 including KZEW, WLUP, KBOO, KHOS, KIO, XELE, WWW, KTVD, Medium 50 including WBAB, KSHE, KAZY, KMET, KUPD, WHCN, KLBJ, KLAQ, WONE, WAPL, KLPX, KOZZ, Moves 48-33.

HONEY MODIN SUITE "Bad Attitude" (WB) 80/16 (69/9)

Adds Including WBAB, WRIF, KLAD, KGGO, KZEL, WRKI. Heavy 25 Including WHJY, WYNF, WEBN, WCFM, KMET, KOME,
KISW, WHON, WHER, KILO, KEEZ, WBLM, WWWV, KTYD, Medium 46 including KLOL, KSRR, WSHE, WNOR, KSHE, KZAP,
KSJO, KNCN, WDIZ, WAPL, WIOT. Moves 38:32.

KSJO, KNCN, WDIZ, WAPL, WIOT. Moves 38-52.

HEAR "N AID "Stars" (Mercury/PolyGram) 70/2 (71/8)

Adds. KOME, KZEL, heavy 4: WHY, KISS, WROK, KRIX, Medium 52 including WIYY, WBAB, WXRK, KTXO, WNOR, WYNF, WRIF, WOFM, KSHE, KLOS, KUPD, KGB, KISW, WHON, WHEB, KEZO, WIOT, KILO, Moves 47-40.

WRIE. WOPM, KSHE, KLOS, KUPD, KGB, KISW, WHCN, WHEB, KEZO, WIOT, KILO, Moves 47-40. JÜÜNREY "Rissed On Radio" (Columbia) 887 (67x24) 
Adds: WDVE, WOUR, KLAO, WKDF, KEZO, WIOT, KDJK, Heavy 30 including WHJY, DC101, WLVO, WOPM, KISW, WPYX, WHCN, WHEB, WPD, WFYV, WBAB, WNEW, WKLS, KTXO, WSHE, WNOR, WRIE, KYTX, KGB, KISS, Remains at 7 ≠ 29. ROB JÜNGKLAS "Boystown" (Manhattan) 6678 (59/18) 
Adds: KMET, KZAP, WHCN, WHER, WINZ, KMJK, WRIDU, WARL, Heavy 2: WHMD, KROU, Medium 40 including WNEW, WRIE, KTXO, WSHE, WHR, WILO, WRIE, KJS, WKSH, KLAO, WROK, KILO, Moves 57 52.

WAPL. Heavy 2: WHMD, KRQU. Medium 40 including WNEW, WHEB, KLBJ, KNCN, KLAQ, WRQK, KILO. Moves 57-52.

WARK, WKLS, KTXO, WSHE, WTNF, WLVO, WOEM, KGB, WHEB, KLBJ, KNCN, KLAD, WROK, KILO, Moves 57 52.

KROKUS "Burning Up The Night" (Arista) 5671 (\$7:0)

Adds: KTAL, Heavy 5; KORS, KNCN, KISS, WGIR, KRIX, Medium 46 including WHJY, KSPR, WRIF, WOFM, KLOS, KGB, WYV, WHEB, KAO, WKOP, KRIOK, WIOT, KILO, KLYP, Remains at #46.

FABULOUS THUNDERBIRDS "Wrap It Up" (CBS Associated) 65/28 (37/19)

Adds including WSHE, KUPP, KGDON, KZAP, WHCN, WEZX, WOUR, WONE, WROK, WLAV, WRIKI, Heavy 11 including KTXO, KZEW, WULP, KGDO, KISW, KILD, WKOD, KILO, Medium 46 including 0107, KMET, KFOG, WPDH, KILAQ, WRDU, WSHOW, MAN, KAZE, DOUBLE at #42.

TIPPER, REZO, WOIT, KEE, KLPY, WWWY, KOZZ, DBOUS 81 #42.
KENNY LOGGINS "Danger Zone" (Columbia) 63/31 (32/32)
Adds including WRRK, WSHE, WYNF, KGB, KOME, KSJO, WPDH, WKQD, KLPX, WWWV, KOZZ, Heavy 9. WNEW, WHJY,
KORS, KNCN, WSKS, KFMG, KEZE, KRIX, WCPZ. Medium 47 including WBAB, DC101, KSRR, WEBN, WLVQ, KYYS, KSHE,
KUPD, KLBJ, WAPL, WROK, KLO, Debus 81 #31.

OUTFIELD "All The Laye" (Columbia) 61/16 (46/16)

Adds including WLVQ, KMET, WAAF, WROK, KGGO, WWCT. Heavy 14 including WJHY, KZEW, WYNF, WRIF, KORS,
KNCN, KISS, Medium 36 including KSRR, KSHE, KLOS, KGB, WZZO, WPDH, WCMF, KLAQ, WDIZ, KEZO, WRKI, WWWW.
WRUF. Moves 55-43.

DDE COCKER "You Can Leave Your Hat Dn" (Capitol) 59/13 (46/12)

Adds including DC101, KLOS, WEZX, WOUR, WIOT, WRUF. Heavy 10 including KZEW, KAZY, KBCO, WONE, WTUE.

Medium 39 including WMME, WNOR, WCKG, KWET, KZAP, KPOG, WHCN, WHEB, WPDH, KLAQ, WFYV, WKDF, KILO,

WWWY, KRMO, Woves 54-47.

WWW. KFMO, Moves 54-47.

ZZ TOP "Wolce by With Wood" (WB) 56/20 (38/17)
Adds including DC:101, KZEW, WSHE, KOON, WPYX, KLAO,
WDCH WAAF, KISS, KILO, WBLM, WWW, KTYV, Medium 37 including WNEW, WNOR, WEBN, WLVO, KYYS, KZAP,
KOB, WDIZ, WAPE, WIOT, KZEL, KLEX, Debuls at #45.
JUHN EDIOE" "Jungle Boy" (Columbia) 44/13 (33/11)
Adds including WSHE, WILZ, KMET, WEEX, KNCN, WRIK, WBLM, WWW. Heavy 4: WINEW, WXRK, WMMR, KROU.
Medium 23 including WSHE, WILZ, KMET, WEZX, KNCN, WRIK, WBLM, WWW. Heavy 4: WINEW, WXRK, WMMR, KROU.

MODUM SLIP THE OTHER WASH, WHAT, WOEM, KOME, WHAT, WOLDER, KLAQ, WKDF, Debus at #60.

MODUM SLIPS. "The Other TSide Of Life" ("Polydor/Polygram) 44/5 (41/5).

Adds: WFV, WARG, KTAL, KWHL, KOZZ, Heavy 16 including KZEW, KTCZ, KBCO, KFOG, WEZX, KLI, O, WWW, Medium
Zi including DCIO1, WCKG, WLIP, KYYS, KAZY, KAZA, WPXY, WORD, WONE, WROK, WTLE, KEZO, WIOT, WRIKL, WRUF.

notes 2018. "Somebody Like You" (A&M) 43/15 (28/27)
Adis including/KieT, WOUT, WOMF, WKDF, KZEL, Heavy 11 including KLOL, WYNF, KSHE, WPYX, WHCN, WHEB, WEZX,
WWWY. Medium 31 including MKIES, WEBN, KGB, KSJOL, WPDH, KKDN, WDIZ, KISS, KOZZ. Deputs at #55.

## **NEW & ACTIVE**

OZZY OSBOURNE "Lightning Strikes" (CBS Associated) 41/21 (20/13)

AGASTA STATES, WILLY, KTXC, WPDH, KLAO, WKDF, KILO, KLPX
WAGA, WXAEV, WHITY, KTXC, WPDH, KLAO, WKDF, KILO, KLPX
BRUCE HORINSBY & THE RANGE 'EVERY LIRIES KISS' (RCA) 35.77 (29/10)
BRUCE HORINSBY & THE RANGE 'EVERY LIRIES KISS' (RCA) 55.77 (29/10)
BRUCE HORINSBY & THE RANGE 'EVERY POWERS 2: Heavy 5 including KBCO, KLBJ, KZOK, WIZN, Medium

Adds: WXRT, KGB, WPDH, WAAF, WLAV, KRKE, KKGR. Powers 2: Heavy 5 included 22 including WNOR, WEBN, KMET, KZAP, WHEB, WOUR, KLAO, WONE, WTUE.

SUZANNE VEGA with JOE JACKSON "Left Of Center" (A&M) 34/3 (36/3)
Adds: KRKE, KKDJ, WHMD. Heavy 6 including 91X, WHFS, WLIR, WBRU. Medium 21

KZEW, MSHE, WLUP, KTCZ, KFOG, KLBJ, WLAV.

ALARM "Absolute Reality" (IRS/MCA) 34/3 (32/8)

ALARM "Absolute Reality" (IRS/MCA) 34/3 (32/8)

ALARM "Absolute Reality" (IRS/MCA) 34/3 (32/8)

MODOU'S LEUES "Rock "N Roll Over You." (Polydor/Polygram) 31/2 (29/8)
Adds WYCK, KLPX Heavy 9 Including WHEW, DC101, KLDL, KFDG, KILD, KZDK, WWWV, KTYD. Medium 21 including
WYT, WKLS, KYNS, KZAP, WHOW, MROK, WOI'S, KZEL, KÖZZ. WIYY, WKLS, KYYS, KZAP, WHCN, WRQK, WIOT, KZEL, I CALL "Everywhere I Go" (Elektra) 30/13 (17/7)

ng KQRS, KLOS, KUPD, WPDH, KLAQ, KEZO. Powers 2: Heavy 6: KBCO, KMET, 91X, CHEZ, KRQU, KCGL kituding KROO. KOME, WEZX, KNCN, WKDF:

MODILATY IT INCIDENTIAL NO. R. WEZE, KROS, WICEBUDEARS "FORGOAWAY" (SIASHWB) 3076 (233)
Adds: WBON, WHEB, KKDJ, WXRO, WRUE, KOWB, WCXT, WZZO, Heavy 5: WOFM, WLIR, WIZN, KTQU, KVRE. Medium
12 including KYPS, BGO, KGON, KLAO, WAP, KLIF.

ZZ TOP "Velcro Fly" (WB) 29/4 (25/6)

Adds WKLS, WTPA, WWCK, WXKE "Heavy including WDVs, KLOL, WZZO, WPOH, KILO, WBLM, WWWW... KTYUD.
BOX OF FROGS." Heart Full 01 Sout." (Epip.) 28.72 (2/2)
Adds including WBAB, WKEW, WDVs, WHOF, KLID, WAPP, WWW., KOZZ. Medium 10 including DC101. WLLZ,

WILD BLUE "Fire With Fire" (Chrysalis) 27/8 (20/8)

Adds: WCKG, KMET, KOME, KISS, WSKS, WCXT, KILO, KMBY. Heavy 1: WQFM. Medium 15 Including KSRR WLUP, WLLZ, KGB, KISW, KLAO.

NOB, NOBY, NOBO.

"JUDAS PRIEST "Turbo Lover" (Columbia) 27/5 (22/5)

Adds: KOME, WPYX, WKDF, WWCK, WKLT, Heavy S. KMET, KUPD, KISS. Medium 23 Including WEBN, WLLZ, KLOS, KGB.

WHCN, WPDH, KNON, WIOT, KOZZ, KYYD.

BRIAN SETZER "Boulevard Of Broken Dreams" (EMI America) 26/3 (24/4)
Adds OHEZ, KMBY, WCXT. Heavy 3 including WiZN, KVRE. Medium 13 including WOFM, KAZY, 91X, WEZX, WONE, WTUE WRIKI.

BOB SEGER 8 THE SILVER BULLET BAND "The Aftermath" (Capitol) 25/3 (24/2)
Adds: KRKE, KKDJ, KZOK. Powers 1: Heavy 10 including WMMR, DC101, KLOL. WLAV, KILO, KZEL, Medium 15 including Adds: KRKE, KKDJ, KZOK. Powers 1: Heavy 10 including KTXQ, WNOR, WOUR, WAAF, WKDF, WRXL, KEZO, WIO

AEROSMITH "Dream On" (Columbia) 24/6 (25/13) Adds: WQFM, KUPD, KFMG, KEZE, WBLM, WCXT. Heavy 1:

BOB SEGER A THE SILVER BULLET BAND "Sometimes" (Capitol) 24/4 (20/2) Adds wDHA, WHON, WOUR, KPOI, Heavy 7 including WWMR, WDVE, WRIF, WAAF, Medium 16 including DC101, KQRS, KLOS, KMET, WARK, KEZQ, WIGH, WHIK, KOZZ.

DANNY WILDE "Isn't It Enough" (Island) 23/7 (17/4)
Adds WOFM, WALC, WHEB, WOUR, KATT, WOBK, WXRC. Powers 1: Heavy 1: KMET, Medium 16 including WLLZ, KGB,
KKCM, MCDe, WORE, WTUE, WHEB RUBBER RODEO "Souvenir" (Mercury/PolyGram) 23/4 (19/8)
Adds WNOR, KBCO, WZZO, WWTR. Heavy 2: WBCN, WIZN. Medium 14 i

JOURNEY "Once You Love Somebody" (Columbia) 23/0 (24/3)

Heavy 3: WHON, WFYV, KZOK, Medium 20 including WBAB, KFOG, KLBJ, KEZO, WIOT, KZEL, KLPX, WRKI, KOZZ, GTR "Jekyll And Hyde" (Arista) 227 (15/15) Adds including WFYX, WWCK, KLPX, WRKI, Heavy 6, KFOG, WHCN, WLAV, KMBY, WWWV, KTYD. Medium 16 including WFW, WNOK, KEZO, WIOT, KZEL, KOZZ.

PETER FRAMPTON "All Eyes On You" (Atlantic) 22/2 (21/7)
Adds: WLLZ, WHMD, Heavy 3: KAZY, WONE, WTUE. Medium 15 including V

CACTUS WORLO NEWS "Years Later" (MCA) 20/7 (13/3) Adds Including WXRK, WXRT, WPDH, WBRU, WOUR, WAAF, Heavy 1: ium 11 including Q107, KZEW, KNCN, KLAQ.

KILO.

BANGLES "If She Knew What She Wants" (Columbia) 18/6 (13/6)

Adris including KSRR, KBCO, WBLM, Powers 1: Heavy 4: 91X, WHFS, WLIR, WPLR, Medium 13 including WBAB, KTCZ,

BOURGEOIS TAGG "Mutual Surrender" (What A Wonderful World)" (Island) 18/1 (20/1)
Adds: WCPZ. Heavy 7 including KAZY, 91X, WLIR. WONE, WTUE. Medium 9 including KSRR, WXRT, KNCN

GLASS TIGER "This Red Line" (Manhattan) 17/12 (5/0)
Adds including KTXQ, WSHE, WPDH, KLIRJ, WROK, KEZO, WRUE

ERIC JOHNSON "Off My Mind" (WB) 17/4 (13/1)
Adds: KSTM, WIZN, WCPZ, KOZZ. Heavy 2 including KRQU. cluding KRQU, Medium 8 including KTXQ, KZEW, KLOL, KLBJ, KLAQ, KISS,

KILD.
KIP AOOTTA "Life in The Slaw Lane" (Rhino) 16/7 (10/2)
Adds including WEZX, WOUR. Heavy O. Medium S: WMMR, KTCZ, WHFS, WSKS, W
GTR "The Hunter" (Arlsta) 15/8 (7/7)
Adds including WYMF, WCKG, WROK, KILO. Heavy 2: WWWV, KROU. Medium 12 in

WWWV, KRQU. Medium 12 including DC101, KISW, WPDH, KLBJ.

LET'S ACTIVE "In Little Ways" (IRS/MCA) 15/2 (14/5)
Adds: CFNY, KTYD. Heavy 3: WLIR, WIZN, KCGL. Medium 8 including KROQ, 91X, CHEB.

# **AOR ALBUMS**

#### MOST ADDED

LIVE! FOR LIFE (88) Various Artists (IRS/MCA) LOU REED (21) Mistrial (RCA) **FABULOUS THUNDERBIRDS (20)** 

Tuff Enuff (CBS Associated) ICEHOUSE (16) Measure For Measure (Chrysalis)
0ZZY OSBOURNE (15)

The Ultimate Sin (CBS Associated)

#### HOTTEST

ncluding WIYY, WNEW, WHJY, WHEB WONE

JOURNEY (54) Baised On Badio (Columbia) VAN HALEN (51)

BOB SEGER & THE SILVER BULLET BAND (45) Like A Rock (Capitol) ROLLING STONES (44)

Dirty Work (Rolling Stones/Columbia)
HEART (38) Heart (Capitol)

#### **NEW & ACTIVE**

Continued from Page 79

BANGLES "Different Light" (Columbia) 21/5 (21/4) Adds: KBCO, 91X, WBLM, WHMD, KQWB. Powers 1: Heavy including WBAB, KSRR, KTCZ, WRDU, KTYD. Heavy 6 including WHFS, WLIR, WPLR, K97, KCGT, Medium 13

LET'S ACTIVE "Big Plans For Everybody" (IRS/MCA) 19/3 (18/6)

Adds: WXRT, CENY, KTYD, Heavy 3: WLIR, WIZN, KCSL, Medium (511) GLASS TIGER "Thin Red Line" (Manhathan 17/12 (510) Adds Including KTXQ, WPDH, KLBJ, KSTM, WRUF, Heavy 3: Q107, CHEZ, K97. Medium 8 including CHOM, WSHE, CFOX.

DOKKEN "Under Lock And Key" (Elektra) 17/6 (15/1)

Adds: KMET WROK, KEZO, KEZE, WGIR, WCXT, Heavy 2: KBPI, KGB. Medium 12 in LATIN QUARTER "Modern Times" (Arista) 15/1 (15/1) Adds: WHMD. Heavy 1: KCGL. Medium 10 including KTCZ. KBCO. WONE. WTUE

# REGIONAL AOR ACTIVITY

PLAYLISTS - An artist's name is listed once per playlist in the highest rotation that any of an album's tracks are reported. For example, if tracks from the same album are reported in both heavy and medium, the artist will appear in heavy.

Records being played in power are included in a station's heavy rotation. Of a station's lights, only those added this week - its light adds - are printed.

#### Symbols:

'a' - Record is newly reported or additional tracks have been added.

(M): (L) - Other tracks from that album are in those rotations

(medium or light). An artist's name with no abbreviations means all airplay is in the listed rotation.

A "frozen" list indicates that a current report was not received, and last week's rotations were included in the data base.

PARALLELS - Stations arranged by market size, according to Arbitron's MSA population figures.

Parallel One: 1,000,000+.
Parallel Two: 200,000-1,000,000 Parallel Three; under 200,000. Stations at a significant ratings disadvantage to their in-format competitor(s) are assigned a lower para-

#### EAST

#### PARALLEL ONE

WIYY/Baltime (301)889-0098 PD: TOM EVANS

PD. TOTAL DORTH PD. CHIEF CONT. PR. CHIEF CHIEF

WNEW-FM/New York PD: CHARLIE KENDALL MD: MARK CHERNOFF

(51%)935-2425 PD: ROB BRAIDE HD: BENOIT DUFRESNE

PD. NOS BRAILES

NOS BRAILES

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LOVEL 43

ACLIES STORES

1/2 WEERES

1/2 WEERES

MOMAN JOHES

MOMEN JOHN

MOMEN

WRCN/Boston (617)266-1111
PD: OEDIPUS
ABST. PD: BOB KRANES

ASST. DO. BOD ABANT
HAVY
ABSOLUTE BOI INVEST
BOORT PALIES
BORET PALIES MAX MODELS PETER CABRIEL RUBBER RODEO LOU REFO ROLLING STONES ALARM ART OF NOISE KEEL

ALARM
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KEEL
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DEL FURGOS
GTR
VAN HALEN
KROKUS
FIXX
GIUFFRIA
LIVE FOR LIFE
Medius
Light
BODEANS
RARIA DEVITO

WMMR/Philadelphia (215)561-0933 OM: TED UTZ NO: TRIN RILEY HOOTERS PETE TOWNSHEND

WDVE/Pittsburgh (412)937-1441 PD: GREG GILLISPIE MD: HERSCHEL

THE THE CONTROL OF TH

WHJY/Providence (401)438-6110 ASST. PD: GLENN STEWART

REATY

NEWTY

ROLLING FONCES

JOUNNEY

BOAT FALLE

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Q107/Toronto (416)967-3445 PD: GARY SLAIGHT ND: ANDY PROST

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HINE & THE HECH:
CACTUS MORLD N.
a JOB JACKSON
CHARLIE SEXTON
ABSOLUTE BEGINNERS
CULT ASSOLITE BEGINNER
TALK TALK
TALK TALK
1906
KROKUS
JUDAS PRIEST
OCEY OSBOURNE
COLDEN FARING
FABULOUS T- 81905
HAYMIRE (L)
EYE TEYE (L)
EYE TEYE (L)
ANADO OF THE HAND
GRANT PULLERTON
BREEDING GROUND

(202)828-9932 PD: DAVE BROWN ASST. PD: B.J. Meavy PETER GARRIES

GTR (M)
HEART
JOURNEY
HOODY BLUES (M)
ROLLING STONES
BOB SEGER (M)
VAN HALEN
Hedium
18 SPECIAL
BOX OF PROCS
JOE GOCKER
GOLDEN EARRING
JOE JICKEON
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ROLLING STORES
MONEYMOON SUITE
PETER GABRIEL
STARRHIE MINDS
MODELS
ZE TOP
FABULOUS T-BIRDS
Medius
Light
LIVE FOR LIFE
BAND OF THE HAND
RUBBER RODEO

WHFS/Annapolis

MEANY
JOE ANGESON
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WKLC/Charleston,

POI THE SHITM

"SAY WAN MALEN (M)

YAN MALEN (M)

MN. MISTER

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WDHA/Dover, NJ (201)328-1055

GM: BOB LINDER PD: MIKE BOYLE

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WTPA/Harrisburg

PA (717)697-1141 PB: SIMON JEFFRIES MD: CHRIS JAMES

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(304)722-3308

(301)263-1430 PD: DAVID EINSTEIN MD: BOB SHOWACRE WBAB/Long Island (516)587-1023 PD1 BOB SUCHMANN MD1 RALPH TORTORA

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WXRK/New York (212) 750-6400 PD1 PAT EVANS HD1 HARK DIDIA Meany INVAR FOLLOW INVAR FOLLOW INVAR FOLLOW INVAR FOLLOW INVAR FOLLOW INVARIANCE INVARI

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WPYX/Albany, NY (518)785-9061 FB1 ANDI TURCO MD1 BOB WELCH

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WZZO/Attentown (215)694-0511 PD: GENE ROHANO MD: RICK STRAUSS HEETY JOURNEY HOWARD JONES MODDY BLUES HEART MR. MISTER 38 SPECIAL PRETTY IN PINK

Heavy
ROLLING STONES (
VAN HALEN (M)
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JOHN COUGAR MEL.
PETER GABRIEL
38 SPECIAL
HOODY BLUES
JOE JACKSON
BEART
SIMPLE MINOS
HR. HISTER
LEVEL 42

HEB-FM/Portsmouth (603)436-7300 PO: JEFF LEFT ND: CHRIS GARACTI

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MOLING STONES
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48 SPECIAL WHCN/Hartford (203)247-1060 PD: DAMIEL NAYDEN ASST, PD: BBITTENS HEAVY

ROLLING STONES VAN HALEN BOB SEGER 38 SPECIAL GTR 38 SPECIAL
GTR
MONEYHOON SUITE
PETER CABRIEL
HOOTERE
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LIVE FOR LIFE
FABULOUS T-DIRDS
SOK DF FROGS
HOMARD JONES
OLEST OS SOURHE
ROS JUNKLAS
Light

(203)287-9070 PD: NEAL MIRSKY MD: AMANDA TEPPER

Heavy
BOS SEGGE
YAN ENCOUS
BOS SEGGE
ROLLING STONES
SIMPLE WINDS
SIMPL Heavy
2.7 TOP
JULIAM LENNON
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STARSHIP
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CHEZ-FM/Ottawa

(613)563-1919
PD: STEVE COLWILL
PD: GREG TORRING

BRUCE COCRBUA CLANNAD SIMPLE MINOS M+H CALL Medium FIRM EYE EYE Light

wYSP/Philadelphia

PD: ANDY BLOOM ASST. PD: MTRE WOLF

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WHTF/York

(717)266-6606 PD: MEKE ONDATED MD: TIM DRAYER

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(401)272-9550 FD: PETER LITHAN MD: ALISON, STEWAR

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PRETTY IN PINK (L)

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(617)752-5611 PD: CYNDE SLATER MD: RUSS MOTTLA

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wCMF/Rocheste (716)262-4330 PD: GREG AUSHAM MD: DAVE KANE

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WEZX/Scranton (717)961-1842 PD: DAVE LONDON HD: JAY DANIELS Heavy JOURNEY ROLLING STONES HEART BOB SEGER VAN HALEN

SIMPLE MINDS STARSHIP 38 SPECIAL MOODY BLUES Medicap FIX JOE COCKER FABULOUS T-BIRDS JOHN EDDIE TOP GUB FRANKIE MILLER Ligh; RIE ADDITA

WAQY/Springfield, (413)525-4141 PD: BRIAN HALE

Heavy
JOURNEY (M)
HEART
BOB SEGER (M)
VAN HALEN (M)
JOHN COUGAR MEL,
JIHMY BARNES
STARSHIP
ROLLING STONES
38 SPECTAL
HOODY BLUES
Hedium
TOP GUN wPDH/Poughkeepsle

(914)471-1500 PD: STEW SCHANTE MD: PAM BROOKS

WAQX/Syracuse (315)472-0200 PD+ ED LEVINE ASST. PD+ AMY DAHLM ASST. PD: ANY DAHLAU

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JACKBON BROWNE
JULIAN LENNON
DOZY OSBOUNNE (M)
Nedium
LIVE POR LIPE
TOP, GUN
PIAM

CFNY/Toronto (416)453-7452 OH: DAVID MARSDEN ASST PD.: DON BERN Heevy RT OF HOISE BSOLUTE BEGINNERS

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PETER CANFIEL
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JOE JACKSON
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(315)797-0803 PD: PETER HIRS MD: TOM STARR

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PARALLEL THREE

(518)462-5555 PD: JOHN COOPER HD: PEGGY APPLE

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WGIR-FM/Mancheste (603)625-6915

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wwwTR/Ocean City (301)289-4545 PB: RICHARD RE MD: SKIP ISLEY

PARALLEL

WKI SEM/Atlanta (404)325-0960 PD: BILL WISE MD: BOB BAILEY

MD. BOS BALLEY,

\*\*WAR YALEN (M)

\*\*YAR NALEN (M)

\*\*SIMPLE MINDS

\*\*RIME MISTER

\*\*JOURNEY (M)

\*\*JOHN COURANT MCL

\*\*HEART

\*\*JOHN COURANT MCL

PETER GABRIEL
ROLLING STONES
Medium
ROB JUNGKLAS
BOB SEGE#
HODELS
JOE JACKSON
8 ZE TOP
a ROBERT PALMER
JACKSON BROWNE

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(214)748-9898 PDI ROB BARNET ASST. PDI CIND

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ABSOLUTE BEGINNERS
138 SPECIAL
ROB SEGER (M)
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MODOY BLUES (M)
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TED NUGENT
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JULIAN LEMNOW
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TEARS FOR FEARS
FIXX
GUTFIELD
LIVE FOR LIFE
RUBBER RODEO
Light
FABULOUS T-BIRDS

WBLM/Portland, ME (207)783-2065 ON: JOSE DIAZ HD: NOBIN HATHIEU

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WRKI/Danbury

(203)775-1212 PD: BOB ROCAK ND: MARK DEVINE

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PRODUCT AND THE PROPERTY OF THE PR

KTXO/Dallas

(214)528-5500 PD: ANDY LOCKRIDGE ASST. PD: REDBEARD

Heavy VAN HALEN (M) INXS

(713)797-0097 PD: ANDY BEAUBIEN MD: WARREN WILLTAMS

MARRON MILLIAMS
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MARRO TACKSON BHOWNE CALL FABULOUS T-BIRDS SIMPLE MINDS ICENOUSE HEART

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KLOL/Houston (713)526-6855 PDI RICK LAMBERT MDI DAYNA STEELE

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VOL

WNOR-FM/Norfolk (804) 623-9667 VP PROC.; RON REEGER MD: DAVID HILLARY

Heavy JULIAN JENNON
JULIAN JENNON
FABULOUS T-REDS
BENPLE TINDS
VAN HALEN (\*\*)
JOURNEY (\*\*)
JOURNEY (\*\*)
JOURNEY (\*\*)
JOE JACKSOF
HOODY RUSES
FMELING STORES (\*\*)

Continued on next page

## **REGIONAL AOR ACTIVITY**

#### SOUTH (Continued)

OTHER CONTROL OF THE CONTROL OF THE

(915)544-8864 PD: PEPE LOPEZ Heavy
JOURNEY (L)
VAN HALEN (L)
JULIAN LESHON
JS SPECIAL
HEART
PHIL COLLINS
HIKE & THE HEC
SIRPLE MINDS
HR, HISTER
Medium
Light
TX
FOR LIFE

POR LIFE

(904)642-1055

PD: CHRIS JONES HD: LEX STALEY

WKQQ/Lexington

(606)252-6694 PD: DAVE KRUSENKLAUS MD: POB ELLIS

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WDIZ/Orlands

(305)645-1802 PD: RAD MESSICE

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REATY
JOURNEY (H)
MODOY RESULTS
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WAN MALEN (H)
HE SPECIAL (N)
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WTKX/Pensacola (904)438-7543

PD: MARK DAGMELL HD: J.D. STONE

MO J.D. STONE
MANY
PETER CABRIEL
GTR
HEART
JOE JACKSON
JOUNET (1)
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FIRM
FRANCOUS T-BJRDS
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PD: CAREY CURELOP ASST. PD: RON DIAZ

WYNF/Tampa (813)228-6090

Marry

Marry

18 TOP

## WSHE/Miami (305)581-1580

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Donor Paleze (1)

Donor Pale

#### PARALLEL TWO

# KLBJ-FM/Austin (512)474-6543 PDL CLARK RYAN HDL JEFF CARROL

KNCN/Corpus Christi (512)289-1000 PDI BOB PAZIO ASST. PDI BONNIE STACEY

(919)782-1061 OM: BEN BALL NO: BOB MALTO ASST. 700 BORNIES

MANNY

MANY

JOHNSEY

JOHNSEY

BORNIES

HO: BOB MALTON
Heavy
VAN HALEM
JULIAN-EMBORN
JOURNEY (M)
JOURNEY (M)
HISTER
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HOWEVEDON BUTE
36 SPECIAL
SIMPLE HIND
Medium
FIXX
ICHOUSE
ROS JUNCHIAS
LIVE FOR LIFE (804)282-9731 PD: DAVID GROSSH MD: PAUL SHUGRUE

HOLLING STONES (M)
SOULLING STONES (M)
JOUNNEY (M)
NODOY BLUES
HART
JOHN COUMAR MEL.
18 SPECIAL
HANS
PETER GABRIEL
HANG
PARULOUS T-BIRDS (
FTXX PASULOUS T-BIS FIXX LIVE FOR LIFE Light

WIMZ-FM/Knoxville (615)525-6000 PD: KERRY LAMBERT HD: HIKE CAPPS

MON HIRE CAPPS

MEATY
DESTRUCTION

MARKET

MAR

KMJX/Little Rock (501)470-0088
PD: TOM MOOD
MD: TOMMY SMITH

NO. TOWAY SHITH

NEATY
BOR SECRE
JOURNEY (L)
SIMPLE HINDS
SIMPLE HINDS
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WQMF/Louisville (502) 589-4400 PD: DUKE HEYER

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PD: DURE

Mesty
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ROLLING STONES (M)
VAN HALEN (M)
JULIAN LERMON
MEANT
MEANT
STARSHIP
Light

WKDF/Nashville (615)244-9532 POI BILL PUGH ASST, PDI DAVID

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(504)345-1070 PD: RON CHATHAN HD: KARIN CARUSO KISSISan Antoni

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RANGE CARROL

RANGE CAR (512)223-6211
PD: TRIP REES
ASST. PD: TON ASST. PD: TOM
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JUDAS PRIEST
JUDAS PRIEST
JOUNEY (M)
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VAN HALEN
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JIMMY BARNES
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JOHN COUGAR MEL.
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## PARALLEL THREE

WXRC/Hickory KRIX/McAllen-Brownsville (512)350-9999 PD: HICHAEL PARKER HD: ACE PMADERO (704)322-1713 PD: GREG MULL

Heery
VAN HALEN
JOURNEY
BOB SEGER
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JE SPECIAL
OCHOP
ALMARIMO

A JOHN MILE
A DAMP MILE
LUBHT

B DODE AMS

WWWV/Charlottesville (804)971-4057 PD: JAY LOPEZ

Heavy ROLLING STONES VAN HALEN MOODY BLOES BOB SEGER JOURNEY JULIAN LENNON 38 SPECIAL HEART ZZ TOP JOE JACKSON MONEYHOON SUITE GTR KZEP/San Antonio (512) 223-6211 PD? DANIEL COOK MD: DICK SHEETZ 

PDI DESCRIPTION OF THE PROPERTY OF THE PROPERT

WOOJ/F1. Myers (813)275-9665 PDI PAT DEISCH MDI CHARLIE KEEN ESI/San Antonio

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VAN HALEN
PET SIMP BOYS
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DOLDEN EARRING (512)337-4550 PDI LEE ROY MANSES ASST PDI JIM ROBIN New Port Jin Model - Look Total (n) Model - Look Model -

WRUF-FM/Gainesville (904)392-0771 PD: HARRY GUSCOTT HD: RICK RICHARDS

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> WZEW/Mobile (205)432-0102 PD: CATT STONE

PDS CAPT DAMPS

NARRY MARKE JOHES

JOUANNY (M)

BOLLING STORES (I

BOL

KTAL/Shreveport (318)425-2422 PD: TON MICHAELS MD- BRIAN MILLER

Maavy VAN HALEN BOB SEGER ZZ TOP OUTFIELD JOURNEY HEART

PHIL COLLINS
MODY BLUES
18 SPECIAL,
ROLLING STONES
ROBERT PALMER
MIRE A THE MECH.
DIRE STRAITS
OZEY OSSOURNE
HAGIUM
MODELS
RROKUS

## MIDWEST

#### PARALLEL ONE

WCKG/Chicago (312)781-7300 PD: DON DAVIS HD: TON DANIELS

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JOY, JACOBS PELL

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MAGUNES (M)

ROLLING STOMES (M)

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MAGUNES (M)

MAGU

WEBN/Cincinnati (513)871-8500 PD: TOH OWENS HD: CURT GARY

MOL CONT CARY

SOATY

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JULIAN LERNOW

VAN MALES

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JUNE COUCAR PEL
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TOP

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WLVQ/Columbus, OH (614)224-1271 PD: PAT STILL HD: LEE RANDALL

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WRIF/Detroit (313)827-9505 PD: MICHAEL MAYER ASST. PD: JOE URBIEL

MEAST, PO, JOE URBI
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MEAST, WAS MALEN (H)
DON SECRE (H)
PERM (H)

HONEYMOON SUITE HEAR 'N AID AEROSMITH

KTC7/Minneapolis (612) 339-0000 PD: BOBBY CHRISTIAN

WLLZ/Detroit (313)855-5100 ACT. PD: DOUG ACT. HD: ROZ PD: BOBBY CHRIST
Heavy
BLOW MONKEYS
BOB SEGER (M)
ELO (M)
GRANAM NASH (M)
HOMARD JONES
JOHN MARTYN (H)
LAURIE ANDRESON
LEVEL 42 (M)
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(314)842-1111

ON: RICK BALIS ASST. PD: AL HOPES

WESTERN

VAN MALTEN

JOURNEY

SOLLING STOMES

KYYS/Kansas City (816)561-9102 PDI SCOTT JAMESON MD: SKID ROADIE

WQFM/Milwaukee (414)276-2040 PD: JERRY GAVIN HD: DANA BROWN

KQRS/Minneapolis (612)545-5601 PDI DAVE HAMILTON HD: HALLY MALKER Heavy BOB SEGER (M) BOB SEGER BOLLING STONES

WLUP/Chicago (312)440-5270 PD: GREG SOLK ND: 81LL EVANS NEW TO THE TO TH Ph. ORES SOLAR
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WXRT/Chicago (312)777-1700 PD: NORH WINER HD: LIN BREHMER  AND COMES SAND PER SA

PARALLEL

TWO (216)535-7831 PD: MARD HOLKES

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Service Control of the Control

WAPL/Appleton-Green Bay (414)734-9226 PD: BRIAN TAYLOR HO: RICK PANNECK

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(PT) NATT SOICER

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WXKE/Ft. Wayne (219)484-0580 PDI RICK MEST HDI HAL BRANDY

MAL BRANDY
BOS SECER
PETER CARRIEL
FABILOUS T-BIRDS
JOURNEY ALKER (L)
ROBERT LEMBON
HOODY BLES
22 TOF (L)
HOMETON SUPPE
COMPANY
HOMETON SUPPE
LIVE FOR LIFE
JOE JACKSON
LIGHT
HOME
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(319)326-2541 OH/PD: TERRY DUGAN HD: GARY JAMES

Hedius FIXX LIVE FOR LIFE DANNY WILDE BOX OF FROGS OZZY OSBOURNE

KEZO/Omaha (402)592-5300 PDI BRUCE MCGREGOR MDI JOE BLOOD

MO: GARY JAMES

MOMETHOON SUITE (L)
OUTFIELD (L)
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JONES
JULIAN LENNON
B SPECIAL
JONN COUGAR NEL
BOB SECRE
Hedium
10P GUN (L)
Light
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HOOTERS

WTUE/Dayton (513)224-1501 PD: TON CARROLL ND: JOHN BEAUL(EU

MEN JOS ELODO

MENTY

JOURNEY (M)

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JULIAN LEMNON

BOB SECER (M)

SIMPLE MINM

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BOLLING STORES (M)

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LIVE FOR LIFE (L)

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MONEYHOON SUITE
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KGGO/Des Moines (515)265-6181 OP. DIR.: LARRY MOP PD: JACK EMERSON

KQDS/Duluth (218) 728-6421 PD: MIKE KELLER MD: JOHN TOWER

WLAV-FM/Grand Rapids (616)456-5461 PD: DAVE LANGE MD: ARIS HAMPERS

PO-JACK MITCHELL

Meavy

MEACH MINISTER

PHIL COLLINS

PROBERT PALMER

ROLLING STORES (M)

OUTFIELD

MR MISTER

MR MISTER

MACHE TOP

KATT-FM/Oklahoma City (405)848-0100 PD: PAT MELSH HD: SCOTT DOGGAS

Heavy DIRE STRAITS VAN HALEN (H) FIRM (H) BOB SEGER (H) INXS

Heavy
HONEYMON SUITE (
HOMARD JONES
JULIAN LENNON
VAN HALEN (M)
HEART
FABULOUS T-BIRDS
BOB SECER
MM. MISTER
Redium
Light WtOT/Toledo (419)248-3377 PD: HICHAEL HUGHES HD: RICK VAN GIL

MD BECK WAN GIT
Heavy
JULIAN LEMNON
JULIAN LEMNON
SIMPLE HINDITE (H)
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VAN HALEN (M)
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SIMPLE HIMOS
ROLLING STONES (H)
PETER GABRIEL
HOMER JOHES
HOMERYSON SUITE (H)
FIXE

KMOD/Tulsa (918)664-2810 PD: CHARLIE WEST ND: JIH JONES

Heavy
BOB SECER
GTR
JOURNEY (M)
BOBSET PALMER (M)
BOSSET PALMER (M)
WANDLEM
Hedium
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KICT/Wichita (316)722-5600 PD: RON ERIC TAYLOR RD: PHIL THOMPSON

Neary
J8 SPECIAL
ZE TOF (N)
VAN HALEK (N)
VAN HALEK (N)
HOODY SLIZES (M)
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SIMPLE MINDS
JULIAN LERNON
Medium
HOOFLES
CTR
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FIXX

WRQK/Canton (216)492-5630 PD: DAN BELFORD ND: GREG MORRISON

MED GREC MORRISON
BEAVY
JOSENSEY (H)
BOS SECER (H)
BOS SEC

Continued on next page

# **REGIONAL AOR ACTIVITY**

### MIDWEST (continued)

NODELS
NOMERO JONES
NOMERO JONE

WWCK/Film (313)744-1570 PD: MARK MILLER ASST. PD: LECIA MA

Heavy MR. MISTER 18 SPECIAL ROLLING STONES (M) BOB SECER (M) HEART ROLLING STYNES (#)
HEART
HEART
VAN HOLLEN (M)
VAN HOLLEN (M)
SIMPLE MINOS
JULIAN LEMMON
HOMERWOOD SUITE (M)
A TED MINEST
SMOMAND JONES
A JULIAN JONES
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A JULIAN SPIERT
TOP
TUR QUE
HOMER JONES
LIVE POR LIFE
LIVE POR LIFE

WFBQ/Indianapolis (317)257-7565 PD: THE BEARMAN

MONTH RAKER
HEAVY RAKER
JULIAN JENNON
JULIAN JENNON
HOODY BLUES (M)
MR. MISTER
BOS SECTR | M
SOME SECTR | M
SOM

#### PARALLEL THREE

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KFMZ/Columbia, MO (314)874-3000 PD: BRYAN JEFFRIES HD: CRAIG STEVENS

Meavy
JOURNEY
SOFTIELD (E)
SOFT

KQWB-FM/Fargo (218)236-7900 OM: HARK NICHO

ON: MARN NICHO
HEAVY
ROLLING STOMES
VAN MALEN (H)
VAN MALEN (H)
JOURNEY
JULIAN LENNOM
ROCHY BULES
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PETER GABRIEL
FRANKIE MILLER
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KLT/Kalkaska (616)258-2800 GM: CHUCK POET ABST. PO: TERRI BAY

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KFMQ/Lincoln (402)476-8565 PD: TOM BARKET MD: BOB ALLEN

Heary JOURNEY PETER CARTEL HEART MODDY BLAES ROLLING STONES VAN MALES GTP BOB SECER (M) STARSHIP 18 SPECIAL Wedlum PIDE Modium

A FIRE
Light

B ROBERT PALMER

I TEMOUSE

KSQY/Rapid City (605)578-3533 PD: JACK DANIELS ND: JEPP HICHAELS

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MANY
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CASS TIGER
CHAPTION

WZZQ/Terre Haute (812)232-5034 PDI DON RIVERS HDI DAN HICHAELS MACHONILIA
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MACHONICA
MACHONICA
VAN NELEE (M)
POLLITAG ENVINES (L)
JOURNAY (N)
JOURNAY (N)
JULIAN LEMBON
DOB-SECRE (N)
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WCPZ/Sandusky (419)625-1010 PDI RAMDY HUGG MDI KEVIN YOUNG

WCXT/Muskegon-Hart, MI (616)873-7129 PD: HARK ARTHON HD: TON WILSON

PD: MANTO TOW WILSON
HEATY STORES (\*)
MILLY STORES (\*)
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WEST

PARALLEL ONE

KAZY/Denve (303)759-5600 ACT. PD: ZAK PHILLS

(303) 759-7000
ACT. PDJ JAR PHILL!

HEAVY

KBPI/Den: (303)936-2313 PD: TOM HUNTER MD: LYNN WELLS

HOLLYN HUMERS
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KUPD/Phoenix (602)838-3062 PD: VAL MCINTOSM ASST. PD: CURTISS JOHNSON

Heavy
VAN HALEN (M)
JOURNEY (M)
ROB SECH (M)
JUDAS PRIEST (M)
ROLLING STONES (M)
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JULIAN LENNON JOURNEY (M) BOR SEGER (M)

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KBCO-FM/Denver (303)444-5600 PD: JOHN BRADLEY HB: DOUG CLIFTON

NAME BOOK CETTON

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CALL
LEGGEN CARDITEL
LEGGEN CA

KZAP/Sacramento (916)925-3700 PD: TOM CALE MD: BILL PRESCOT

ROB INHOKIAS
FINK
LINE FOR LIFE
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GREG KIPN
JOE JACKSON
HOMETPHONN SUITE
JULIAN LENNON
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BOUNGBOIS TAGG
BAND OF THE HAND
ICENOUSE
Light
FTARHIEP
TABULGUE T-BIRDS

91X/San Diego (619)291-9191 PD: MAD MAX ASST PD: 0%

NEATY TO THE STORES OF THE STO

KGB/San Diego (619)292-1360 PD: TED EDWARDS

JOURNEY [M] RUSH JULIAN LENNON [M] HEART DIRE STRAITS ROLLING STONES [M] BOB SEGER [M] CALL

BOD SECRE (H)

JOHAN PRIEST (H)

38 SPECIAL (H

KFOG/Sen Francisc (415)986-1045 PD: JOHN RIVERS

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KMET/Los Angeles (213)464-5638 701 LARRY BRUCE MDx JUDY MOMENTT-TRIEDMAN KSJO/San Jose (408)288-5400 OM: DANA JAME HD: KEN ANTHONY Heary TREEDMAN
Heary TREEDMAN
JIMMY BARNES
GIUPPRIA
HEART
JOURNEY 41
BOLLING STANES (
BOLLING STANES)
CALL (M)
DANNY WILDE (M)
CALL (M)
FIRM (M)
MOODY BLUES
GTM
MOODY BLUES
GTM
STANES (M)
HOMEY-MON SUITE ROLLING STONES GTR HR MISTER VAN HALEN |M) HEART JULIAN LENNON JOURNEY (M) Medius STARSHIP BOB SECTR PETER GABRIEL INXS

JUDAS PRIEST (M)
REGIUS
NACAS MODERNA
JOE COCKEM
BAND OF THE HAND
DORKEM
PETER CARRIEL
BRUCE HORMSY S
KING KORRA
JULIAN (ZENNIN
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LIVE FOR LIVE MODERNE
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(408)246-6811 PD: RON NEHN I MD: CANDI CHAP

GRAHAM NASH JUDAS PRIEST GIUFFRIA ROBERT PALMER CALL ABSOLUTE BEGINNERS KONEYMOON SUITE LIGHT FIOR TOP GUN LOU PÉED

KOME/San Jose

Name of the state KGON/Portland (503)655-9181 PD: PETE BOLGER ND: INESSA YORK

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KLOS/Los Angeles (213)557-7250 PD: TIM KELLY ASST. PD: KURT KELLY

KINK/Portland
(503)226-5080
PD: CARL RIDING
PPG ASST: KELLY
(FROZEN) MAREBALL
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AQQ-FM/Los Angeles PD1 RICK CARROLL

(818)578-0830

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CFOX/Vancouver (604)684-7221 PDI DON SHAFEN MDI KAREN HEWKO Heavy . PHIL COLLINS

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BILL NEWTON-DAV
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(505)765-5400 PD: FRANK JAXON MD: JESSIE BRICE

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KFMG/Albuquerque (505)265-8811 PDr TOH MARSHALL HDr MICHAEL DAVIS

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KILO/Colorado Springs (303)634-4896 ON: RICH HAWK NO: ALAN WHITE

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KSTM/Phoenix (602)835-1767 PD: JEPF PARETS ASST. PD: WENDY WESTON

ASST. PD. WEMOY

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ERIC JOHNSON
JEAN-MICHEL JARRE

PD: NEIL EDWARDS MD: TED KENNEDY Heavy JENNIFER RUSH (M) ROLLING STONES KEZE/Spokane (509)448-1000-. ON: JONAH CUMMINGS ASST PD: BREW HICHARLI

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KPOI/Honolulu (808)524-7100 PD: BILL MIMS MD: ANDY PRESTON

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KZELÆugene (503)342-7096 PD: JIM TRAPP ND: VENCE MERTS

KOMP/Las Vegas (702)876-1460 PD: 83G MARTY ASST. PD: TODD FOR

KKDJ/Fresno (209)226-5991 PD: DEAM OPPERMAN
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KRSP-FM/Salt Lake

(801)262-5541 PD: RANDY ROSE MD: JOHN PLORENCE

PD JOHN FLORENCE
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HOUSE THE STREET
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KMBY/Monterey (408)394-9000 PD: RICH BERLIN MD: PATTY MARTIN

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KZOK/Seattle (206)281-5600 OP. DIR.: PHIL MD: LARRY SHARE

KDJK/Modesto-Stockton (209)869-2594 PD: JERRY LONGE ND: HANK DAVIS

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Cheyenne (307)745-7396

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KZOO/Missoula (406)728-5000 PD: VERN ABOO

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KTCLIFE, COHINA,
(303)571-1232
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(FROZEN)
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MODERN ENGLISH
PUBLIC IMAGE LTD
JACKSON BROWNE
Medium
Light

NAME OF STATEMENT KKGR/Anchorage (907)278-4631 PDI JOHN ROHERTS MDI DAVE VAN DYRE

KOZZ/Reno (702)329-9261 PD: STEVE FUNK MD: HARRY REYNOLDS

(601)298-1142 PD: DEL WILLIAM

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KTYD/Santa Barbara

(805)967-4511 PD: RTCK WILLTAMS

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ASSOLUTE BESTINNERS
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OUTFIELD
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KCGL/SSI Lake
City
6601/908-1142

KWHL/Anchorage (907) 344-9622 MD: KEVIN VARGAS ON: CAPTER B SRAI

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J8 SPECIAL (#)
ROULING STOMES
HOODY BLUES (M)
PETER GARRIEL
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KSPN/Asper KSPN/Aspen
(303)920-1912
ACT. PD. FRANK ERIKSEN
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38 SPECIAL 157 Reporters, 152 Current Playtists. One station failed to report. Its rotations were frozen: KSPN/ Aspen. Four stations reported a frozen list: KFMX-FM/Lubbock, KINK/Portland, KRQR/San Francisco, KTCL/Ft, Collins.

# **CHR PARALLEL ONE PLAYLISTS**

#### EAST

# B104 WBSB Baltimore

PD:Steve Kingston MD: Amy Kronthal



WPLJ-FM RADIO MD: Lisa Tonacci

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# Baitimore PD: Ralph Wimme

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MODEY ELUCIPYOUT Miles & Direct CULTURE GLUB/Fore Away SWEETS AND THE COLLEGE

SS981/2 Buffalo

PD: Scott Robbins MD: Dave Gillen

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## Philadelphia PD: Scott Walker MD: Glenn Kalina WCAU-FM ... The hists

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Boston

PD: Bob Travis

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PD: Terry Williams Toronto MD: Brad "Knobby" Jones

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92 PRO'FM

Operations Manager: Providence Tom Cuddy

# PD: Bob Beauciramp MD: Guy Brouillard

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# 103 ₩PhD

Ops Dir: John Hager

MD: Mindy Michaels

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Long PD; Bill Terry Island MD: Ruth Tolson

MD. Ruth Tolson

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CTR/Mbon The Heart Poler BIMPLY PED/Holding Back The Year EDYS DON'T CRY/S Monte by A Coubby PALCO/Vienna Calling

## B94. Pittsburgh

PD: Nick Bazoo MD: Lori Campbell

MD: Lord Campbell

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Toronto VP/Programming: Sandy Sanderson MD: Bob Saint

ART OF NOISE/Free Dunn ANIMOTION/E Man! YOU FEMORE SHARES/VAY LITTLE TARE

Tom Coddy

| Section | Continue | BANDLEDITE Das Zinnes block fire BOME DOWNT CHYVI Sauries ES & Civiley BOME DOWNT CHYVI Sauries ES & Civiley BODGLES DAS DY MIRAS DAS DY BACKYMATER BILLS DES ZINGDOWNT SHILL MARK YOU CHEFFER THE BASE ES DYSAURIES RODERT TEMPER FORE IS MARK TO DOWNESS DETERMINED.

## Kess 1 0 8 F M PD: Sunny Joe White Boston

MD: Susan O'Connell

WXKS-FM

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# ROCK 102

WBEN-FM/Buffalo PD: Hank Ne MD: Roger Christian

MD. Roger Christian

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Buffalo

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Washington D.C. PD: Randy Lane MD: Paul Fuller

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#### SOUTH

# 97.1 MEGL Dallas

PD: Randy Brown MD: Joe Folger

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MD: Frankie Blue



PD: Mark St. John MD: Gene Baxter

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# CHR PARALLEL ONE PLAYLISTS

7-93 Atlanta

PD; John Young MD Chris Thomas

A CARLON CONTROL CONTR

EL DEBARGE/MAC', Johnny BREAR ACADEN/Love Parade RODOY BLUES/Voor Mildest Doorse

Miami WINZ-FM PD: Gabe Baptiste Asst. PD/MD: Mark Shands

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Ops Mgr. Chuck Morgan MD: Marcie Guckian

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Dallas

(94-Q) PD: Jim Morrison

Atlanta

ADDS 39
UN ACTOR LOSS INSTRUMENT Tene
STR/SMen The Heart Rules

Hot Hita!

MD: Mary Ann Rayment

PD: Chris Bailey

WNVZ

Norfolk

(G105) Tampa

Ops Mgr. Mason Dixon MD: Bobby Rich D. Boobly Rich

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PD: Gary Berkowitz

Assist PD: Michael Waite

103 KEEP HEARING THE ROCK

EEG Chicago

D. Joe Bohannon

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PD: Buddy Scott

PD: Steve Weed MD: Kathy Means

MD: Kathy Means

| Comment | Comment

BLOW PERSONNEYS/DISSESS TOUR BEARS

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MD: Joe Bohannon

Ops. Dir. Dave Robbins St. Louis MD: Tony Davis

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Minr Minneapolis

Asst. PD/MD: Don Michaels

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WPNO to

New Orleans PD: Mike Costello MD. Wayne Watkins

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Norfolk
PD: Al Brock
MD: Doc Michaels

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MD: Doo Michaels

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38. 40 INCE/Links | Line Things

Miami MD/Asst. PD: Frank Amadeo

MD/Asst PD: Frank Amadeo

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THE NUMBER I HIT MUSIC STATION
St. Louis PD: Garry Mitchell St. Louis MD: Kim Pool

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WKTI Milwaukee

PD: Tim Fox MD: Denise Lauren

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Ops Mgr. Jim Fox Cincinnati MD: Dave Allen

B9700 New Orleans PD: Kipper McGee MD: Greg Rolling

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KKBQ

PD: John Lander Asst. PD: Ron Parker

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PALCOFVIENCE Colling

Hit Padyal New Orleans

93 FM PD: Kevin McCarthy

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COLUMBUS PD: Adam Cook MD: Kevin Haines

MID: Rovin Halines

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Kousas Citys Hit Radio

Acting PD: Greg "Kid" Cassidy

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34. 35 STECHES The Heart Rules RECOV BLUESYMAN HILLIAN Grants BELIMON COME. INC. Find about You

## CHR PARALLEL ONE PLAYLISTS

Minneapolis OM: Tac Hammer Asst. PD/MD: Gregg Swedberg

- Ass. PDMU Grego Sweethern

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- 32- 36 30 SPECIAL/LIES No Dense Night EL SERMSE/SHG's Johnny -

## ONO KBEQ THE #1 HIT MUSIC STATION

PD: Steve Perun Kansas City MD: Karen Barber

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- HEART/Mothin: At All TRANS-EALIVING Do Vices SADE/Mover As Good As The BELLY OCCAM/There'il he had Sange grampour/mesties CVML 42/homething Atou! You

## NLS Chicago Ops. Mgr.: John AM 894 Gehron

Asst PD/MD: Chuck Crane

| Proceedings |

JOHN COUGAR/Rein On The Science on JOE JACKSCHOOLSTEEL AND MINING HODELS/OUT OF HERE, OUT OF G MAX/RESST STUDEN THE EYE 30 DFECESL/LIN NO DEBY NESSE GRANDER MEMORIPHES NO EET

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Ops Mgr. John Gorman Cleveland

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MD: Straw Kell

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ATTE/Crush On You GTE/ABon The Heart Sules FABLE DUE THEMDERS/Turk Emuff

Seattle

PD: Casey Keating

MD: Ron Harris

# KZZP104.7FM THE NUMBER 1 INT MUSIC STATION Phoenix PD: Guy Zapoleon MD: Steve Goddard

AD Steve Goodsto

ars lette Cart 1945/Pee Asovi Ti TEARS FOR FEATS/Nachery Tell Diana ROSS/Chein Brackies BROWNIE SEAT/HIS Test In-Fact B TATFY/I Lave My Maria (Miss BILLY OCCAMPTRIVE') I Se Bad Son JOHN (COURTER') I Se Bad Son

# MAGIC TOTA

PD: Jon Barry MD: Steve Naganuma Portlano

- Address to the control of the contro
- PRINCE/Mountains ROLLING STORES/One Mis CTo The Body SLOW RODRYS/Sigsin' Year Brane severy LOGGING/Danger Zone

## ICS TOSTIM PD: Dave Van Stone MD: Robin Kipps San Jose

VP/Ops: Dave Parks PD: Mike Preston San Diego

P.D. Milke Presson

Self Live State of the Control of the Control

PARKA DUE THUMBERS/TUFF Engli

KUBE 93FM

PD: Bob Case MD: Wendy Christopher

MODOY BLUES/Your Wildest Brents 36 SPECIAL/LINE No DENT WIGHT SLOW HENNEYS/DIGSTO' YOUR SCORE STANDALFERRESS TO DESCRIPT AND CONTROL PRODUCTION OF THE SCATTER CONTROL PRODUCT CONTROL PRODUCT CONTROL CONTR ADDE BLOW MORREYS/Dages/ Your Scene MODOY BLUES/Your Mildest Dream 38 SPECIAL/Lise No Other High!

Seattle
PD: Ric Hansen
MD: Sandy Loui

KWSS 94.5 PM

MD: Sandy Louie

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| Description of the control of the

ADDE 34: 37. 39 SIMPLY SECURESHIP SACE The Year MENON LOSSING/Denger Ione

## **EIM102** Juston

MD/Assist PD: Chris Collins Sacramento

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TRANS-E/Living On Video Gavin CobistOrmEP/One Step Closer Yo ELIMON CARLISLE/Med About You AEC/Voning Mills

# San Francisco

ZIOO FM KKRZ

Ops Mgr: Gary Bryan Portland MD: Sean Lynch

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PRINCE/Navaselhr
LOVINSOY/Leed A Double Life
ABC/Venity Allie
SDMODDIS TAGE/Natural Surranges
OTE/Men The Hart Fulre
Diana ROME/Cesin Nestion
MODON SLASHANDES

### 105 San Francisco PD: Richard Sands

27 38 SPECIAL/LIBE No Other Hight PATYI AUSTIN/The Heat Of Heat PATT ANTINCTS "MAY D" NAS" CONCRETE CON



PD: Mark Bolke

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DO LARELLE & MCDOMAL/ON My Own SIMPLE MINDE/ALL The TRINGS She Be METER CONTROL OF THE SHE SHE BE MOSTER CONTROL OF THE CHILDREN CONTROL OF THE CHILDREN



VP Prog: Gerry DeFrancesco Music Dept, Mike Schaefer, Gene Sandbloom

BOYS DON'T CRY/I Marine Se A Coultry PATTI MUSTIN/The Heat Of Mark

EL DESARGE/MAG'S JOANNY DREAM ACADEMY/LOVE FATAGE TEAMS FOR FEATS/MASSETS Tale

### KRXY Denver Ops Mgr. John Driscoll ENVER MD: Todd Cavanah

9 3 1 was ordered to the control of the control of

20 PETER GARRIED/Blockyhammer PARALDUN THEARDDRIVING Endf OTR/Mann The Heart Biles BOYS DON'T CRYST MANN BE A Coubse BUZNORD VEGA/Latt Or Center

CCTOD (DB Sacramento Sacramento Hil Muse PD: Tom Chase

MD: Mr. Ed

SOYS DON'T CRY/I menne De A Coubbe PRYCHESSELIC PUR/Prette In Pint

EAST MOST ADDED **Rolling Stones** GTR Peter Gabriel Kenny Loggins

BREAKOUTS Patti Austin Metros

# **CHR ADDS & HOTS**

MOST ADDED SOUTH
Rolling Stones GTR Kenny Loggins Simply Red Bangles

BREAKOUTS Steve Nicks

EAST

PARALLEL TWO

WFLY/Albany, NY Martin/O'Brien

Medrin'S Shen
BILLY OCEAN
DEEAM ACADEMY
KENNY LOGGINS
PSYCHEDILIC FUR (dp)
HOTERST
WHITHEY HOUSTON 4-2
HADDONNA 9-4
HIRE & THE MECHAN 6-5
MR, MISTER 7-6
SIMPLE MINDS 24-17

Q100/Allentown, PA Bryan Geronimo

Bryan Geronimo
ROLLING STOMES
STEVIE MICKS
SILV POX
SILV

ROLLING STONES Hottest: VAN HALEN 1-1 HEART 10-7 LEVEL 42 16-9 JOHN COUGAR 18-13 FABULOUS THUNDERB 26-20

WVSR/Charleston, WV

Bpence/Hempton
PALCO
SIMPLY RED
JETS
38 SPECIAL
HOTLESEL 1-1
JANET JACKSON 5-3
WHITNEY HOUSTON 10-5
MADONNA 15-11
LEVEL 42 18-13

K104/Erle, PA Bill Shennon

.. 7

BIR Shannon
CLASS OF '55
TED NUGENT
SIMPLY RED
PATTI AUSTIN
STEVIE NICKS
HOLLOST:
BOB SEGER 1-1
VAN HALEN 2-2
WHITHEY MOUSTON 4-3
JOHN COUGAR 7-5

Jay Brady
FABULOUS THUNDERS
DREAM ACADEMY
MODELS
ROLLING STONES
STEVIE NICKS
SUCHOSMORS
SUCHOMMORS
HOLL DIAMOND
NOTLES OF HOLLING SOLUTION
HOTERS OF HOLLING SOLUTION
HOTERY HOUSTON 5—8
WHITMEN HOUSTON 5—8
FOLUTIVES CLUS 22-17
38 SPECIAL 35-30

none Hottest: PET SHOP BOYS 1-1 VAN HALEN 19-12 SIMPLY RED 24-14 BILLY OCEAN 35-23 EL DEBARGE 32-24

JOURNEY
EL GEBARGE
PRINCE
HOLLEST
HOLLEST
HOLLEST
HANDINA 8-5
JETS 16-12
GEORGE MICHAEL 21-14

HADDILE 6 HCDONAL PETER GARRIEL INXS HOttest: VAN HALEN 1-1 OMD 6-3 HIXE 6 THE MECHAN 8-6 MR. MISTER 12-7 JANET JACKSON 18-9

WKEE/Huntington, WV

TRANS-X FABULOUS THUNDERS GTR Hottest: VAN HALEN 1-1 PHIL COULINS 3-2 WHITNEY HOUSTON 4-3 PET SHOP BOYS 5-4 JANET JACKSON 6-5

WLAN-FM/Lancester, PA

MARTHOMARIA TEARS FOR FEARS HOWARD JONES EL DEBARGE ATLANTIC STARR PET SHOP BOYS 2-1 WHITNEY HOUSTON 4-2 ROBERT PALHER 1-3 HADONNA 11-7 JETS 32-21

STAN TOWNS
FALCO
GAVIN CHRISTOPHER
HOTESEL
VAN HALEN 3-1
WHITHEY MOUSTON 4-2
MADONNA 14-4
MU SHOO2 10-9
LABELLE & MCDONAL 18-11

WSPK/Pouphkeepsis, NY
Deyton/Well
GTR (dp)
JANET JACKSOH
ROBERT TEPPER
ROBERT TE

RI 104/Providence, Ri Monk/Miner

Monk/Miner
JOURNEY
ART OF BOISE
GAVIN CHRISTOPHER
DZL FUEGOS (dp)
PETER GARNI EL,
ROBERT TEPPER (dp)
38 SPECIAL
ROLLEST
MACHONIA 13-10
MACHONIA 13-10
HOME DOS TO THE COMMENT TO THE COMME

Q92/Rochester, NY Stevens Messner

NU SHOOZ HEART HOTCEST 1-1 YAN HALEN 1-1 PHIL COLLINS 2-2 WHITNEY HOUSTON 3-3 HIAMI SOUND MACHI 7-5 HADONNA 11-6

\$6PXY/Rochester, NY Tom Mitchell

Tom Mitchell
FABULOUS THUNDERS
ROLLING STONES
ROLLING STONES
FORTY IN SICKS
PSYCHEDELIC FUR
HOLLEGT
VAN HALEN 1-1
WHITTEY HOUSTON 2-2
JAMET JACKSON 4-3
LABELLE & HOLDONAL 12-11
NU SHOOZ 19-17

SIMPLY RED PARALOUS THUNDERS RENNY LOGGINS INKS HOTE-BACKERS AND LOGGINS INKS HOTE-BACKERS AND ALL THUS HALL THE HALL THE HALL THUS HALL TH

930/Syrecuse, NY Laird/Dunes

Land/Durbes
METROS (dp)
MEIL DIAMOND
MODELS (dp)
FABULOUS THUNDERB (dp)
KORENCY LOGGINS (dp)
KORENCY LOGGINS (dp)
HOTELS (dp)
HOTELS (dp)
MAN MALEN 2-1
HITTHEY HOUSTON 5-4
MANDONNA 12-7
HR. MISTER 14-9

WPST/Trenton, NJ Tom Taylor

JETS
STEVIE NICKS
ROLLING STONES
HOLLENS
PRIL COLLINS 2-1
VAN HALEN 3-2
MADONNA 12-9
HOMARD JONES 20-17
GEORGE MICHAEL 30-19

JIM RAITE
SOLLING STONES
SOLLING STONES
SOLLING STONES
SOLLING STONES
SOLLING SECTOR
PATTI AUSTIN
HET ROUS TUNDERB
NOTCE SECTOR
HITTEY HOUSTON 1-1
OND 6-3
NU SHOOZ 19-13
JETE 23-13

Ragner/Dempesy
PSYCHEDE/EUE
BANCLES
DREAM ACADEMY
TRANS-X
GTR
Nottest:
NU SMOOZ 9-8
OWD 12-9
JUTS 18-14
GEORGE MICHAEL 24-18

WKRZ-FM/Wilkee-Barra, PA Jim Rising

JIM Raing
MODELS
METROS
METROS
STRVIE NICKS
KERN LOGGINS
HOLTER
VAN RALEN 3-1
PHIL COLLINS 9-2
RADONA 6-4
NIKE & THE MECHAN 16-1
MODEV BLUES 17-14
MODEV BLUES 17-14

WTLQ:Wilkes Barre, PA SmittvRuthowski

Smithykuthowski
ROLLING STONES
JERMANE STEMART
SIMPLY RED
SIMPLY R

Fennesy/Crockett
HOWARD JONES
GEORGE HICHARL
JOOTERS
JETS
HOODY BLUES
HOODY BLUES
HOODY BLUES
HOODY BLUES
HOLES OF AMERICA
ROLLES OF AMERICA
JOHN JONES
HILL COLLINS 2-1
HITTREY HOUSTON 4-2
JAMET JACKSON 10-8
HADONNA 12-9

PARALLEL THREE

ROLLING STONES GTR
GTR
MODELS (dp)
NEIL DIAMOND
HOCKEST;
WHITNEY HOUSTON 2-1
OMD 7-5
LEVEL 42 8-6
HADDNNA 11-8
JOURNEY 17-13 WGUY/Bengor, ME Roberts/Worcester

RobertaWorcester
STEVIE MICKS
S

WZON/Bangor, ME Tony Perkins

Tody Perkins

BLOW MONKEYS
BLOW MONKEYS
KENNY LOOGINS
CHARLIE SEXTON
ANTMOTION
STEVIE NICKS
HOTEBET
HO

WIGY/Bath, ME Anderson/Christina

Andomon/Christine
JEPS
SLY FOK
PSYCHEDELIC FUR
GTR
ROLLING STONES
BOYS DON'T CRY
BOLING ACRUSE
HOLLEGE:
HOLLEGE:
HOLLEGE:
HOLLEGE:
HOLLEGE:
HOLLEGE:
HOLLEGE:
JOURNEY 6-6
JOURNEY 6-6

103CIF/Beckely, WV Spencer/Kelly

HEART DREAM ACADEMY HOTTER TO VAN HALEN 1-1 WHITNEY HOUSTON 6-2 PHIL COLLINS 5-4 MADONNA 10-8 BOYS OON'T CRY 39-25

96XXX/Burlington, VT Speck/Yesner

Speck/Yeaner

ROLLING STONES

ROLLING STONES

RENNY LOGGINS

PETER GABRIEL

STEVIE NICKS

MAI TAI

HOTESEL

VAN HALEN 2-1

PHIL COLLINS 4-2

MADONNA 9-5

BILLY OCEAN 30-20

WIKZ/Chembersburg, PA Matthews/Alexander

GTR DIANA ROSS (dp) BANGLES PÉTER GABRIEL HOTTORY HOUSTON 2-1 JANET JACKSON 3-3 OUTFIELD 14-7 NU SHOO2 16-11 JETS 27-23

WZYQ/Frederick, MD Kemosebl/Armstrong

KANDASSATTHWOONG
WILD BLUE (dp)
OPUS
ROLLING STONES (dp)
SEV FOX
BANGLES
HOLESHED
VAN HALEN 1-1
WHITTEY HOUSTON 7-2
OUTFIELD 5-4
JAMET JAKESON 9-5
JOURNEY 15-10

OK100/Ithece, NY Neville/Wilkins

CLASS OF '55 GTPS STATE OF THE STATE OF THE

95XIL/Parkersburg, WV Paul DeMille

Paul DeMille
PATTI AUSTIN
MODELS
SIMPLY RED
STEVIE NICKS
TED NUGENT
TRANS
TED NUGENT
TANS SELT
VAN HALLEN
1 22 TOP 5-3
MHITHNY-MOUSTON 6-5
JULIAN LERNON 14-9
HADONNA 22-11

100KHI/Ocean City, MD J.J. McKey

J.J. McKey

MARILYN MARTIN

INCS. GARRIEL

KENNY LOGGINS

BANGLES

GRAHAM NASH

ROLLING STONES

E.G. DAILY

JOE JACKSON

HOLLERI:

PHIL COLING 1-1

PHIL COLING 1-1

PHIL TOLLING 1-1

PHIL TOLL

WQAN/Portland, ME Felconi/O'Nell

Falcon/O'Nell
STEVIE RICKS
ANIMOTION
SOLLING STORES
JERNAINE STEMARE
RESNY LOOGISS
PETER GABRIEL
PETER GABRIEL
STEMAR
HOUSTON 1-1
JANET JACKSON 4-1
JANET JACKSON 4-2
LABELLE 4 MCDONAL 24-18

WOMP-FM/Wheeling, WV Forster/Stewert

POTENTATION
INKS
METROS
PETER GABRIEL
STEVIE NICKS
ROLLING STOMES
HOLLING STOMES
HOLLING STOMES
HOLLING STOMES
BOUNDOIS SERVICES
BOUNDOIS SERVICES
BOUNDOIS SERVICES
LABGILE & MCDORAL 3-22

WFXX/Williamsport, PA

Minier/Stratton
PABULOUS THUNDERB
GIUPPRIA
BANGLES
STEVIE NICKS
INKS
PTTER GABRIEL (dp)
HOLLeal;
UN MAREN 1-1
SE TOP 18-12
JOURNIY 20-14
NU SHOOZ 21-15

Y107/Nashville, TN St John/Peace

REINY LOGGINS
GTR
HOTCEBEL
WHITNEY HOUSTON 5-1
VAN HALEN 2-2
JANET JACKSON 6-4
MADONNA 9-5
LABELLE & MCDONAL 10-6

LABELLE & MCCONAL 10-6
BJ 106/OFINE BLANCHER
Thomas/Wright
BANCLES
BAN

SOUTH

PARALLEL TWO

JASPECIAL
TABULOUS THUNDERB
NEIL DIAMOND
HOTEBEL
LABELLE 4 MCDONAL 2-1
WHITNEY HOUSTON 7-6
MADDNNA 14-9
BILLY OCEAN 19-14
NU SHOOZ 73-16

KHFEAueth, TX

EL DEBARGE EL BESSAGE ROLLING STONES (dp) SOUTH RED STEPLIE NICKS STEPLIE NICKS HOTESEN HAN HALEN 1-1 PRIL COLLINS 4-2 WHITNEY HOUSTON 6-3 OMD 7-4 HADONNA 13-6

MEART JOHN COUGAR HOOTERS HOTERSTOP BOYS 3-1 PET SHOP BOYS 3-1 VAN HALEN 5-2 WHITMEY HOUSTON 8-4 MIKE & THE MECHAN 9-6 MADONNA 22-13

KZZB/Besumont, TX Mike Murphy

Mike Murphy
PETER GABRIEL
EL DEBARGE
HAGAZINE 60
ANIHOTION
MILD BLUE
HOLLING STONES
HOLLING STONES
HOLLING TONES
HOLLING TO

WADPUBLINING NA AL PRINING WAPUBLINING NA AL PRINING WOOD BLOW MONKEYS MODELS EL DEBARGE ROLLEST BOYS 1-1 PAR MALEN 2-2 OUTFIELD 4-3 PHIL COLLINS 5-4 WHITNEY HOUSTON 6-5

Quither/Russell

PLOM MONKEYS

PETER GABRIEL

BELIGUE ON ELISE.

HITTREY HOUSTON 3-2

JETS 8-3

FU SHOOZ 9-8

RADDONNA 14-11

E.G. DAILY 21-16

WSSX/Charleston, SC Philips/Allen

JULIAN LENNON
ROLLING STONES
DREAM ACADEMY
WILLO BLUE (GP)
HILD BLUE (GP)
HOLLEN (GP)
HOLL

ROLLING STONES
STEVIE NICKS
KERNY LOGGINS
JANET JACKSON
HOCLEST
HOLLINS 1-1
VAN HALEN 4-2
OUTFIELD 3-3
\*\*LAMI SOUND MACH! 5-4
LABELLE 4 MCDONAL 6-5 WNOK-FM/Columbia, SC Windhem/Plemmons

WindhamPlenmons
HOURLES (dp)
CTR (dp)
CTR (dp)
SANGIES
SANGIES
BLOM MONKEYS
BLOM MONKEYS
BLOM MONKEYS
ATLANTIC STARR
WARLIN'M MARTIN
HOLEGE
KITHEY HOUSTON 5-4
NU SMOOZ 17-14
JOURNEY 13-12ONAL 29-18
BOYS DOM'T CRY D-33

WROQ/Cherlotte, NC FALCO SELINDA CARLISLE KENNY LOGGINS WHITNEY HOUSTON 1-1 PRINCE 3-2 VAN HALEN 6-4 MIANI SOUND MACHI 8-7 MINE & THE MECHAN 24-20

WSKZ/Chattenoogs, TN

GEORGE KRANZ EL DEBARGE GTR KEINY LOGGINS KEINY LOGGINS 1911 COLLINS 3-2 OMD 7-3 WHITMEY HOUSTON 9-6 NIKE & THE MECHAN 10-8

KZPS/Dellas, TX

ART OF MOISE BOYS DON'T CRY BOYS DON'T CRY Hottest: Hottest: HOWARD JONES 5-3 OMD 8-5 NU SHOOZ 20-14 FALCO 24-16 HOWARD JONES 38 SPECIAL HOTERST VAN HALEN 3-1 WHITNEY HOUSTON 5-3 PHIL COLLINS 4-4 HADONNA 12-7 OND 9-8

WDCQ/Durham-Raleigh, Edwards/Wright

FALCO [dp] Hottest: WHITNEY HOUSTON 3-1 VAN HALEN 2-2 JANET JACKSON 4-3 MADONNA 6-4 PHIL COLLINS 5-5

KAMZ/EI Paso, TX

OwenicCozza
FORCE MD'S
OUTFIELD
OUTFIELD
JOHNY
EMP
BANGLES
HOTERST
HHITNEY HOUSTON 1-1
PET SHOP BOYS 11-3
ROBERT PALMER 5-5
JETS 16-7
GEORGE MICHAEL 17-8

KEZBJEI Paso, TX Haney/Simon

96X/Miemi, FL Holiday/Elliott

Hobday/Effort STOP TAFFY 911 STOPHANIE MILLS BROWSKI DEAT SOG BAND HADOUNA 4-1 LABELLE & HCDONAL 5-2 NU SHOOZ 6-3 TKA 17-6 GEORGE MICHAEL 27-7

WABS-FM/Mobile, AL

Bob Raiwigh

DREAM ACADEMY
KENNY LOGGINS
GTR
Hottest:
PET SHOP BOYE 1-1
PHIL COLLINS 3-2
VAN RALEN 4-3
WHINNEY HOUSTON 7-5
HADONNA 23-16

KBFM McAllan-Brownsville, Michael Cruz TX

KX104/Neshville, TN Cook/Fox

CONFOR HEART Hottest: MHITHEY HOUSTON 1-1 HADOWNA 9-4 JANET JACKSON 14-9 NU SHOOZ 24-17 EL DEBARGE 27-21

HaneyShoo PALCO OUTFIELD STARE JANET JACKSON HOOTERS HOELDEST SHOP BOYS 2-1 HADAELINE 60 4-2 JANET JACKSON 3-3 HADDHING 6-MCDONAL (7-13 LABELLE 6-MCDONAL (7-13

WKSI/Greensboro, NC Jackson/Denver

Jack Magner
PALCO
SIMPLY RED
MODELS (dp)
Hottest:
VAN RALEN 1-1
WHITMEY HOUSTON 2-2
PHIL COLLINS 3-3
MU SHOOZ 7-4
BILLY OCEAN 19-13

WANS-FM/Greenville, SC

TOMMY BRIDGE
GTR
KENNY LOGGINS
BELINDA CARLISLE
HOTE-SEL
VAN HALEN 1-1
PHIL COLLINS 3-2
LEVEL 42 5-4
WHITNEY HOUSTON 8-7
HADDNNA 11-10

WCKN/Greenville, SC

Wilson/North

EL DEBARGE
ROBERT TEPPER (dp)
MODELS (dp)
PETER GARRIEL
MACK HAGNER
HOTERS
HACK HAGNER
HOTERS
LARELLE & MCDONAL 5-3
MADDONNA 7-6
NU SHOOZ 14-7
BILLY OCEAN 18-12
SIMPLY RED 35-22

INNS
MAI TAI
CHARELE SEXTON
SOB BAND
BLOW MONNEYS
MOTTEST HOUSTON 6-1
FHATE SLO H-6
FACTOR S-3
HOUSE S-3
H

94TYXUJeckeon, MS Abell/Crews

ADSHUCTEMENT ADSHUCTEMENT AND ADDRESS OF THE PROPERTY OF THE PET SHOP BOYS 1-1 VAN HALEN 2-2 JANET JACKSON 3-3 PHIL COLLINS 4-4 OUTFIELD 6-5

WQUT/Johnson City, TN Mark Potter

MODELS (dp)
ROLLING STONES
SIMPLE MINDS
HOTELE MINDS
HOTELE MINDS
HOTELE MINDS
HOTELE HOUSTON 16-3
MAJONNA 23-16
NU SHOOZ 29-20
JOHN COUGAR 34-29

WOKI/Knoxville, TN Harper/Beech

Marpa/Bacch
PETER GABRIEL (dp)
GTR (dp)
INNS
GRAHAM NASH
ABC
HOLLER
VAN HALEN 2-1
PHIL COLLINS 6-3
HHITMEY HOUSTON 8-6
JAMET JACKSON 9-8
OMD 15-11

WFMI/Lexington, KY Fox/Jonze

Y106/Orlando, FL Stacy/Steel Stacy/Steel
MODELS
JANET JACKSON
GTR (dp)
DREAM ACADEMY
FABILOUS TWINDERS (dp)
MODDY BLUES FOUNDRES

OTR
INNS
PATTI AUSTIN
ROLLING STONES
BANGLES
BELLING CARLISLE
LOVERSOY
HOTLEST
WHITHEY HOUSTON 1-1
VAN HALEN 3-2
JOSS 1-3
GEORGE MICHAEL 21-14

942/Rateigh, NC Delloro/Hunter SIMPLE HINDS EL DESARGE HODELS (dp) GEORGE MICHAEL 21-14
WDJX/Louleville, KY
KENNY LOOGI NS
HOOTENS
GTR
MOODY BLUES
HOLLES IN 1-1
JANETE MICHAEL MODICAL TOP:

PHIL COLLINS 2-1

MIKE & THE MECHAN 4-2

VAN HALEN 5-4

LEVEL 42 14-10

MADONNA 15-12

WRVQ/Richmond, VA Lewis/Payne

Lewis/Peyre
JOHN COUGAR
SIMPLY RED
KERNY LOOGINS
BANGLES
NOTESSE
HOTESSE
HOTESSE
PHILEOGINS 2-2
PHITHEY HOUSTON 3-3
LABELLE 4 MCDONAL 9-4
NU SHOOZ 7-5 WLRS/Louisville, KY wight/Lyone-38 SPECIAL FALCO FALCO REPLY RED (dp) GTR HOTTSE: 2-1 VAN HALEN 2-1 WHITNEY HOUSTON 7-5 JANET JACKSON 8-6 MADONNA 9-7 NU SHOOZ 18-15

WXLK/Roanoke, VA Brown/O'Shea KENNY LOGGINS STEVIE NICKS GTR FM100/Memphis, TN John/Conley DREAM ACADEMY BANGLES SIMPLY RED GTR GTR
BANGLES
ROLLING STONES
HOSTEGE:
VAN HALEN 3-1
WHITNEY HOUSTON 6-2
OUTFIELD 4-3
MR, MISTER 7-5
MADONNA 13-6 GTR.
Hottest:
PNIL COLLINS 2-1
WHITNEY HOUSTON 4-3
OND 14-11
OUTFIELD 16-13
BILLY OCEAN 25-21

KTUX/Shreveport, LA Steel/Weber SteelWeber
INXS
ROLLING STONES
CTR
KENRY LODGINS
JANET JACKSON
BIMPLY RED (4p)
SLY FOX
HOLLER
HOLDER
LOUSTON 1-1
VAN HALEN 2-2
JAMET JACKSON 5-3
OUTFIELD 9-6
JETS 18-12

JETS 18-12
WKZLWinston-Salem, NC
Finney/Joseph
EL DEBARGE
KRENTY LOGGINS
ROLLING STONES
BLOW HOWER
HOLDSTON (dp)
HOLTER
JAMET JAKESON 5-3
MANDE JAKESON 5-3
MANDE JAKESON 5-1
U SHOOZ 17-11 WABB-FM/MODIA, AL FRENUESWYW F GEORGE MICHAEL 36 SPECIAL (dp) 81LLY OCEAN (dp) 71ACO (dp) DIANA HOSS KOBERT PALMER 1-1 NU SHOOZ 11-8 JUTS 14-9 LOUD 19-16 MCDONAL 23-13

WHHY FM/Montgomery, AL Bob Releigh PARALLEL

THREE

Dom Yests
BANCLES
BANCLES
BANCLES
GIERRIA
GIERRIA
GIERRIA
HOSTERI
YAN HALEN 1-1
YOUNNEY 6-2
BOUNGEDIS TAGG 8-3
HADORNA 17-8
JANET JACKSON 21-14 Michael Crux

GEORGE MICHAEL
DIATA ROSS
BLOW MONKEYS
NOTE: BLOW MONKEYS
NIAMI SOUND MACRI 2-1
MADONNA 5-2
MHITNEY HOUSTON 7-5
LABELLE 6 MCDONAL 17-15
NAGAZINE 60 23-21

KQIZ-FM/Amerillo, TX Brien Kryez

DYEAR NYSE
LOVERBOY
ROLLING STONES
SIMPLY RED
BOUNGEDIS TAGG
HOTERS
VAN HALEN 1-1
WHITNEY HOUSTON 2-2
MADONNA 3-3
OMD 5-4
LEVEL 42 7-5

General Coggins
WILD BLUE (dp)
PSYCHEDELIC FUR
HOTEGER: VAN HALEN 3-1
BOYS DOW'T CRY 14-6
LABELLE & MCDONAL 18-7
MU SHOOZ 25-11
PABULOUS THUNDERB 28-12

WJAD/Beinbridge, GA Elliot/Keily

EHOUKAİLY
ROLLING STONES
BLOM MONKEYS
PETER GABRIEL
SIY FOX
MILD BLUE
PSYCHEDELIC FUF (dp)
HOLLERLY
VAN HALEN 2-1
VAN HALEN 3-2
FRITMEY HOLBTON 4-3
OUTFIELD 5-4
HADONNA 10-7

STEVIE NICKS SIMPLY RED JETS (dp) BOYS DON'T CRY (dp) Hottest: JOURNEY 23-17 SOURCE 25-18 HOWARD JONES 26-20 LABELLE & MCDONAL 27-21 BILLY OCEAN 37-25

WCGQ/Columbus, GA Alen DuPrelet

FALCO 18 SPECIAL BOYS DON'T CRY JETS STEVIE NICKS GTR HOTLOST GTR Hottest; VAN RALEN 3-1 OUTFIELD 8-6 JANET JACKSON 10-7 WHITNEY HOUSTON 15-9 OMD 18-10

KISR/Ft. Smith, AR Rick Hayee

GTR
BANGLES
JOE JACKSON
ROLLING STONES
BELINDA CARLISLE
HOLDER
HOLDER
HOLDER
HIKE & THE HECHAN 5-2
WHITHEY HOUSTON 10-4
OMD 9-7
JANET JACKSON 11-10

Devisit John

GAVIN CHRISTOPHER
JEAN BEAUVOIR (dp)
SELITION CREITSLE
SUCCESSIVE STATEMENT OF THE STATEMENT O

WYKS/Galnesville, FL

EL DEBARGE DREAM ACADEMY SIMPLY RED GTR (dp) ATLANTIC STARR KENNY LOGGINS KENNY LOGGINS HOTTEST: VAN HALEN 2-1 WHITMEY HOUSTON 6-4 MR. MISTER 7-5 JANET JACKSON 10-7 HADONNA 12-9

WZYP/Huntzville, AL Tom Kelley

Tom Kelley

GAVIN CHRISTOPHER

BELINDA CARLISLE

HOLCOLLINS 3-1

MADORNA 4-2

VAN HALEN 5-3

HOMARD JORES 12-7

MIKE 4 THE MECHAN 15-10 MINE 4 THE MECHAN 1:

KSMB/Lstyette, LA

Segreves/Small

SIMPLY RED

ROLLING STONES

JERUALINE STEWART

BANGLES

MORTHANT

VAN HALEN 4-2

OUTF!ELD 6-33

JANET JACKSON 10-5

HALDOWN 15-12

STEVIE NICKS
ROLLING STONES
BELINDA CARLISLE
SOS BAND
OTR
HOCTROLLING STONES
PHILITODULINS 3-3
PHILITODULINS 3-3
ROLLING STONES
ROLLING STONE

KNOE-FM/Monroe, LA Knighten/Clery

Knighten/Chry
KENNY LOGITHS
NEIL DIAMOND
PETER GABRIEL
ROLLING STONES [dp]
HOTE-BER STONES [dp]
HOTE-BER JAN HALEN 2-1
PHIL COLLINS 3-2
JANET JACKSON 4-3
OMD 7-6
HIKE 6 THE MECHAN 10-9

KWES/Odesse Midland, TX John Clay

John Lay
MAI TAI (-ip)
DREAM ACADEMY (dp)
GTR (dp)
Hotteeti
WHITMEY HOUSTON 6-1
MADONNA 2-2
GEORGE MICHAEL 9-4
JETS (4-6
LABELLE 6 MCDONAL 15-9

Jeff Devis

REGINA

REGINA

LOS THUNDERS

JADULOUS THUNDERS

JADULOUS THUNDERS

JADULOUS THONDERS

JADULOUS TONES

HOLLING STONES

HOLLING STO

ROLLING STONES SOS BAND MAGAZINE 60 SIMPLY RED EL DEBARGE EL DEDRAGE HOTTER: WHITNEY HOUSTON 7-1 NU SHOOZ 6-2 NIAMI SOUND MACHI 4-3 JETS 18-12 BOYS DON'T CRY 21-18

WGLF/Tellehessee, FL Rick Sprinkles

PALCO SLY FOK SERNY LOGGINS 1905 HOLD SLUE (dp) HOLD SLUE (dp) HOLD SLUE (dp) HOLD SLUE (dp) HALDONNA 10-7-1 BOYS DON'T CRY 14-9 LABELLE & MCDONAL 19-12

KNIN/Wichits Fells, TX Beck/Key RANGLES (dp)
RENTY LOGGINS (dp)
RENTY LOGGINS (dp)
SIV FOX
HOTCHEST (dp)
SIV FOX
HOTCHEST (dp)
SIV FOX
HALENY 2-2
LABELLE & MCDONAL 25-15
NU SHOOZ 31-21
BOYS DON'T CRY 36-26

WHSL/Wilmington, NC Stewart/Stone StewartStone
STEVIE NICKS
SLY FOX
NETROS
ROLLING STONES
HOTHERLD 3-2
PHIL COLLINS 5-3
MADDHMA 9-8
JOURNEY 24-16

INKS
GTR
STEVIE MICKS
ROLLING STONES
PETER GABRIEL
HATTHEY HOUSTON 6-1
MACONNA 13-5
NU SHOOZ 27-16
HOMARD JONES 31-23
STARSHIP 36-25

# **CHR ADDS & HOTS**

GEORGE MICHAEL

99KG/Bellne, KS

Steve Wall

PALCO

WEST MOST ADDED **Rolling Stones** Kenny Loggins GTR Rolinda Carlisia

KHTZ/Reno, NV John Chommie

MOMARD JONES BANGLES WHITHEY HOUSTON MARILYN MARTH METROS (dp) BOLTOSIE 2-1 VAN BALES BOYS DON'T CRY 21-14 GEORGE NI CHARL 25-19 MR. MISTER 26-22

ShakedRyen
DREAM ACADEMY
MODELS
STEVIE MICKS
SASQLES
SELIMBA CARLISLE
MOCLOSI
OUPFIELD 3-2
JAMET JACKBOW 4-3
WHITHEY MOUSTON 9-5
ALADMENT 16-8
ALADMENT 16-8
ALADMENT 16-8
ALADMENT 2-15

CTHUSE MEMETED

OTP
PETER GABRIEL
PETER GABRIEL
STEVIE HICKS
AVEL OIANOMO
NETFONS
MILLO BAUF
BOX LOWIN PACK (dp)
BOX LOWIN PACK (dp)
BOX LOWIN PACK (dp)
BOX LOWIN PACK (dp)
LUB BOX 10-14
JOURNEY 19-16
LABELLE & MCDONA 23-17
MANNES LUB CHANNES

MA

SLYSS/Sen Luis Oblepo, CA Joe Collins

KBIM/Roewell, NM Chuck Mertin

John Chor

Peter Gabriel

BREAKOUTS Stevie Nicks Patti Austin Animotion

#### MIDWEST

### PARALLEL TWO

#### WKDD/Aluron, OH

Rolling Stones Simply Red

Stevie Nicks

IMXS STEVIE MICKS FIXX (dp) PHIL COLLINS 1-1 VAN HALEN 2-2 MIKE 5 THE MECHAN 5-3 NADOWNA 14-7 HEART 15-10

#### WKAU/Appleton-Oshkeoh, WI

WYKAU/Applaton-Oshkaol BoanGLES JETS MOODY BLUES BOLLING STONES (dp) BOYS DON'T CHY (dp) BOYS DON'T CHY (dp) BOYS MON'T CHY (dp) BOYS MON'T CHY (dp) BOYS MON'T CHY PROVEN 6-2 PET SHOP BOYS 1-4 MADONNA 16-12

### WGCL/Cleveland, OH LoCasole/Bumper

STARBHIP HOMAND JOHES BILLY OCEAN HEART HOTTER HOTTER HOTTER HOTTER HOUSTON 2-2 PET SHOP BOYS 3-3 OWE 0-1 HIME! FOUND HACH! 10-9 WIAM! SOUND HACH! 10-9

## WNCVColumbus, OH Richards/Foxx

JETS SIMPLY RED JOURNEY HOTEST PALMER 1-1 ROBERT PALMER 1-1 WHITWEY HOUSTON 2-2 PHIL COLLINS 3-3 OMD 11-5 JAMET JACKSON 14-6

## KIIK/Devenport, IA Jim O'Hera

Jers BANGLES GTR (dp) HOLLES GTR (dp) HELL DIAMOND (dp) HOLLES HOLLES HELLES HE

#### WGTZ/Dayton, OH John Robertson

JOHN HOSSIGON SIMPLY RED KENRY LODGINS BANDLES PRINCE HOTCOST. VAN HALEN 1-1 JANT JACKHON 2-2 JANT SHOP SOYS 3-3 WHITMEY HOUSTON 5-4 NADOWNA 11-6

# KRNQ/Dee Moines, IA Giller/Sherp

STEVIE NICKS HOOTERS HOTTERS HOUSTON 2-1 OND 6-3 HADDUNA 13-7 LEVEL 42 18-13 JULIAN LENNOM 20-14

#### ICZIO/Duluth, MN

PALCO
EL DEBARGE
SIMPLY RED
HOODY BLUES
HOTTOR
PET SHOP BOYS 2-2
PHIL COLLINE 3-3
WHITHEY HOUSTON 7-5
OND 10-8
HADDMMNA 16-14

## WMEE/Ft. Wayne, IN Tony Richards

LABELLE & HCDONAL LABRILE & PEDORAL NOTCOST: VAM HALEN 1-1 WHITWEY HOUSTON 2-2 JAMET JACKSON 8-6 NADOWNA 12-7 HIANI SOUND MACHI 23-14

SILLY OCEAN
HOORIS
HICKNES
SIMPLY RED
HOOTENS
HOKES\*

#### WIXCUGreen Bay, WI

38 SPECIAL OTE HODELS BOLLING STONES BOLLING STONES BOLLING STONES BOLLING STONES MRITHERY HOUSTON 1-1 OUTPIELD 4-3 OND 5-4 NADOWNA 6-5 HIKE 6 THE HECHAM 7-

#### WVIC/Laneing, MI Bennett/Meloney

RESSIT LOGGISS STEVIE SICKS Hottest VAM HALEN 3-1 HIRE 5 THE MECHAN 6-4 HADOWER 10-7 BOYS DON'T CRY 13-9 SISPLY NED 20-12

WZPL/Indianapolia, IN

# HOMARU JUNGO HOOTERS FALCO BILLY OCEAN JOE JACKBOM STEVIE NICKE KEMPY LOGGINE HOCKES PET BROP SOYS 2-1 PEIL COLLINE 6-2 MMITHERY HOUSTON 11-4 JAMEY JACKSON 18-8 NADOWNA 21-10 WKFR/Kelemezoo, MI Terry Weinscht

HOMARD JONES HOOTERS

STEVLE HICKS
SELL DIAMOND (dp)
38 SPECIAL (dp)
GOUPTHIA (dp)
BOCTORY, 1483 3-2
GOUBERY 18-14
HOMARD JONES 32-21
HEART 33-26
JETS D-30

#### Z104/Medison, WI Little/Hudson

PET SHOP SOYS 2-1 WHITHEY HOUSTON 12-4 OND 9-5 HADOWNA 14-8 WU SHOOZ 29-26

SIMPLY RED PSYCHEDELIC FUR

## KOFM/Oklehome City, OK Cooper/Ceesy

CooperCasey
PRETER GARRIEL (dp)
PRODELS (dp)
PRODELS (dp)
JOHE COUGAR
OFR (dp)
STEVIE MICKE
E.G. DAILY
HOCKEST:
JAMEN JACKSON 4-2
HADDEMA 8-6\*TON 6-4
HU EMOOS 20-14

## KQKQ/Omeha, NS Merk Evens

HOMARD JOHES BOYS DON'T CRY ROLLING STOMES HELL DIAMOND JETS JETS Hotteet: VAM HALEM 2-1 OND 3-2 NADOWNA 7-4 HIAMI BOUND NACHI 8-5 NU SHOOS 15-10

MOODY BLUES KENNY LOGGINS OUTFIELD GTR OTR Hottest: MUITHEY HOUSTON 3-1 MIKE 6 THE MECHAN 4-2 VAN HALEN 9-3 HR. HISTER 5-4 HADOMNA 6-6

#### WZOK/Reekford, IL

SIMPLY RED BANGLES BANGLES INCE FRONT LOGGINS FABLUST THUMBERS BOCKEGE: VAN BALEN 1-1 JAHET JACKSON 7-4 HADOMEN 8-5 HR. NISTER 9-6 BU SHOOZ 18-8

## WRQN/Toldeo, OH Joe Thomas

REBBY LOGGINS
INCE
STRVIE SICKS
BOCLOS:
VAN HALEN 2-1
OUTFIELD 3-2
PHIL COLLIES 5-3
WHITWEY HOUSTON 6-5
MR. MISTER 7-6

### KAY167/Tules, OK

HEAV SEEN
BILLY OCEAN
HIANI SOUND MACHI
GTR
TRANS-X
BOOLEGE;
PRIL COLLING 1-1
HERAT 2-2
HIKE & THE MECHAN 6-4
WEITHEN HOUSTON 19-6
PET SHOP BOYS 10-9

## KEYN-FM/Wichim, KS

LandPearmen
EL DEBARGE
MODOTY SLUES
SOLLING STORES (dp)
HOCKSET:
WHITHEY HOUSTON 2-1
PRE SHOP BOYS 11-2
OUTFIELD 3-2
HM. HISTER 5-4
HIKE & THE HECHAM 7-6

Hottest: VAM HALEM 1-1 HU SHOOZ 19-13 BILLY CCEAM 18-14 STARSHIP 20-16 LEVEL 42 22-17

## WHOT/Youngstown, OH Dick Thompson

JETS JOHN COUGAR JOHN COMMING THE STATE OF THE S

#### PARALLEL THREE

GTR
GIUFFRIA
JETS
MODELS
PSYCHEDELIC FUR (dp)
HOCTORY
FST SHOP BOYS 3-1
VAN HALEW 5-3
BOYS DON'T CRY 9-7
HADDMEN 14-11

### WBNQ/Bloomington, IL Justin/Robbins

Nottest: VAM HALEM 1-1 OUTFIELD 2-2 PHIL COLLINS 4-3 WHITMEY HOUSTON 5-4 HR. MISTER 12-7

#### WBWB/Bloomington, fN Jim Clouse

PABULOUS THUNDERS WILD BLUE METROS METROS HOTTOST: NADOMRA 7-1 LABELLE & NCDOMAL 18-9 BU SNOOS 21-11 BOYS DON'T CRY 30-16 SIMPLY REO D-20

Tony Watehus
SYNCH
DOKLER (dp)
PALCO (dp)
PRACO (dp)
GEORGE MICHAEL
ROLLING STORES (dp)
ROCHY BLUES
DEEMM ACADRY
BOLLES 01
BUSHOE 0-1
JARRY JAKENON 3-3
OND 15-10

### KQCR/Codor Repide, IA

PABULOUS THUMDERS BU SHOOZ STARBRIP HOCLOST: WHITMEY HOUSTON 1-1 OUTFIELD 3-2 NADOMNA 9-3 LEVEL 42 12-6 JANET JACKSON 17-7

#### KCMQ/Columbia, MO Tuttin/Beker

BANGLES

BREAM ACADEMY
PSYCHEMELIC FUR
PABLICUME THUMBERS
BOCLEGE;
MMITWEY MOUSTON 4-2
HADOMES 8-4
HOMARD JOWES 15-11
HU SHOOZ 18-13
BOYS DOW'T CRY 32-25

# Y94/Fergo, ND Anderson/Palm

MOODY BLUES PALCO (dp) FALCO (4p)
MODELS
PETER GABRIEL
GIUPFRIA
HOCKSEL:
PETL COLLIMS 2-1
VAN HALEN 4-2
MIKE & THE MECHAN 7-5
MADONNA 14-7
BOYS DON'T CRY 32-21

# KKXL-FM/Grand Fo Nordine/Right

JETS PALCO
38 SPECIAL
OTH
HOTCOST:
VAN BALEN 3-1
PHM-L COLLINS 4-3
COND 7-6
BOYS DOM'T CRY 8-7
JAMET JACKSON 13-10

## WAZY/Lafayotta, IN Kristi/Louizos

NUMBER LONGES
PATTI AUBTIN
SLY TOX
GYR (dp)
BOCLEST LO
BOCCEST LO

JohnsonMeyer
JOHN COUGAR
SIMPLY MED (dp)
PSYCHEDELIC FUR (dp)
HOTHERY MOUSTON 3-1
OMD 1-2
PET SHOP BOYES 5-4
HADOMEA 11-5
OUTFIELD 12-8

HOWARD JONES PET SHOP BOYS 3-1 WHITHEY HOUSTON 5-3 WHIKE & THE MECHAM 9-4 SZ TOP 7-5 MADONNA 10-7

### KWTO-FM/Springfield, MO T.K. O'Gredy

SOS BAND SIMPLE MINDS GAVIN CHRISTOPHER MAGAZINE 60

KYNO-FM/Freeno, CA

METROS KENNY LOGGINS ANIMOTION BANGLES BELINDA CARLISLE MODELS SIMPLY RED (dp) PABULOUS THUMBERS PABULOUS THUMBERS HEART SINPLE MINDS HOTCHST VAM HALRW 1-1 PET SHOP BOYS 2-2 JOURNEY 13-8 JAMET JACKBOM 14-9 HADOWIA 17-13 MODELS INCS Nottest: VAN HALEN 2-2 HADDHMA 14-6 JOURNEY 18-10 HOWARD JOHES 21-14 NU SHOOZ 20-16

WEST

PARALLEL TWO

KNMQ/Albuquerque-Sente Fo. KMGX/Freeno, CA Stucker/Rountree NM Berry/Carter

KKXXVBekerefield, CA Squiree/Kemper

JAHET JACKSON SIMPLY RED HOCLES! MRITHEY HOUSTON 2-1 PET SHOP BOYS 3-2 PHIL COLLINS 5-3 NADOWNA 7-4 OND 18-13

KQXR/Bekerefield, CA Martino/Birnon

HU SHOOS LABELLE & MCDOWAL HOCCEST: PET SHOP SOYS 1-1 VAM HALEN 3-2 NADOWNA 13-10 OWD 14-11 JAMET JACKSON 26-14

MEIL DIAMOND (dp) SIMPLY RED (dp) GTR (dp) BOURGEOIS TAGG (dp)

I OTH EVENTS

I MICE
OPE
OPE
OPE
OPE
OF BUSINES
HOLDING STORES
BELLINDA CARLISLE
HOCKCOST.
HIAMI SOUND MACHI 2-1
MHITHEY MOUSTON 4-2
HADOMRA, 7-5
PALCO 24-20
BOYN DON'T CRY 30-23

KIKX/Colorado Springs, CO John Dantzer

John Dambar STEVIE SICKE 38 SPECIAL FALCO MODELS (dp) BOUNGEDIS TAGG (dp) MOCHES (dp) MOCHES (dp) MAILEN 1-1 LEVEL 42 3-2 PHIL COLLINS 4-3 MR. MISTER 6-5 OND 7-6

KIMN/Denver, CO Erlokson/Perez

KSND/Eugene, OR

Burnaffystt

BELINDA CARLIFLE
KENNYLOGGING
BOUNDSDIS TAGG
BOUNDSDIS TAGG
BOUNDSDIS TAGG
BOUNDSDIS TAGG
FATTI ALBYIN
TRAMB-X
BOCLEGA
BOCLEGA
BOCLEGA
BOUNT TENY 2-2
RE, MISTER 9-5
GEORGE MICHAEL 28-9

KBOS/Freens, CA

KF86/Boles, ID Doss/Gregory

KIY8/Bolos, ID Tom Even

SIMPLY RED ROLLING STOWES HOTCHOT VAM HALEN 2-1 WHITWEY HOUSTON 5-4 HIANI SOUND NACH! 9-7 JANET JACKSON 11-9 LEVEL 42 15-11

# WDBR/Springfield, IL Moore/Lawley

GTR
ROLLING STOWES
BLOW MONKEYS
WILD BLUE
CHARLIE SEXTON (4p)
STEVIE NICKS
MOTENSEY Hottast: WRITHEY HOUSTON 8-1 JANET JACKSON 3-2 NADOWNA 12-5 NR\_ NISTER 14-11 NU SHOOZ 18-13

## WSPT/Stevens Point, WI Bouley/Steffen

Bould/No Enter Bould/

Kevin Robet

PATTI AUSTIN
FABULOUS THUNDERB
ABIMOPIOS
ROLLING STONES
PET SHOP BOYS
HOTSEN
VAN HALEN 1-1
JAMET JACKSON 2-2
Whithey HOUSTON 5-4
HADDOWNA 7-6
BILLY OCEAN 24-18

#### KFWW/Weterloo, IA

39 SPECIAL ROLLING STONES (dp) 18028 GTR HORTHERY MOUSTON 7-2 EZ TOP 13-9 JOURNEY 21-15 BOYS DON'T CRY 26-18 BILLY OCSAN 30-21

QUANTI-JOHNSON
SLOW NORKEYS
MODOY BLUES
PETER CARRIEL (dp)
HOCTAST
PET SHOP BOTS 1-1
WHITTEY MOUSTON 8-5
MADONNA 12-6
LABELLE & MCDONAL 15-12
VAN HALEN 16-(3)

## PARALLEL

KYYA/Billings, MT Charite Foxx

ROLLING STONES REMPY LOGGINS SIMPLY RED STEVIZ MICKS HOTTES! VAN HALEN 6-1 HIAMI SOUND MACHI MHITTEY HOUSTON

KGOT/Anchoress, AK J.D. Chandler
ROLLING STOWES
BOOS SEGER
BOYS DOW'T CRY
JEAN BEAUVOIR
BELINDA CARLISLE
BANGLES
HYCCHIL
POT HOP BOYS 2-2
ZZ TOP 8-4
JOUNNIY 10-6
NADONNA 12-7 J.D. Chandler

ART OF MOISE BELINDA CARLISLE HAGASINE 60 (dp) PARMICOUS THUNDERS HOTCEST JACKSON 3-1 OND 5-2 VAN HALRN 6-3 MHITHEY HOUSTON 8-5 BOYS DON'T CRY 28-20

## KCAQ/Oxnerd-Venture, CA

ROBBAT BEAT REMBY LOGGIES REMBY LOGGIES ATLANTIC STARP PABULOUS TRUNDERS MARLITH MARTIM (dp) E.G. DAILY MOST COMMON 2-2 OMD 5-4 CHORD 2-2 OMD 5-7 PSYCHEDELIC PUR D-27 WYORK 2-2 STOCKHOPPWS

30 SPECIAL
EL MERARGE
FALOU
EL MERARGE
FALOU
EL MUSTON
MITTHEY MOUSTON 4-4
MADOWNA 15-8
MU SHOOS 20-14
HOMARD JOWES 28-18
HOMARD JOWES 28-18

## KDON-FM/Selfree, CA

38 SPECIAL (4p)
Bottest:
PET SHOP BOTS 1-1
WHITHEY MOUSTON 5-4
OND 6-5
NU SHOOS 15-12
LABELLE & MCDOMAL 24-13

GTR
SUSABBE VEGA
BEIL OIAMOND
JETS
MOSTORIE 42 2-1
PHIL COLLINS 4-3
VAN HALEN 6-4
WHITHEN HOUSTON 8-6
MADDMEA 18-13

PET SHOP BOYS 2-1 BU SHOP BOYS 2-1 BU SHOP 3-2 HADOMMA 9-7 LABELLE 6 HCDOMAL 25-10 BOYS DON'T CRY 31-23 MOODOO GURUS
BAMGLES
CHARLIE SEXTON
KEMBY LOGGINS
HOTEST LOGGINS
PET SHOP BOYS 1-1
HU SHOP ZI-14
HU SHOZ 17-14
TEARE POR FEARS 27-19
EL DEBANGE D-34

#### KRQ/Tueson, AZ

SLY POX (dp)
ABC (dp)
HOCTEST:
PET SHOP BOYS 1-1
JAHET JACKBOW 5-2
LEVEL 42 7-5
OND 9-6
HADOWNA 10-7 KOMO/Honolulu, HI

STARPOINT PABLICUS THUNDERS BOLLING STORES HORLORI ROBERT PALMER 1-1 PET SHOP BOYS 2-2 MHITMEY HOUSTON 3-3 JAMET JACKSON 5-4 HU SHOOZ 6-5 THREE KLUC/Las Vegas, NV Desn/Taylor LABELLE & MCDONAL EL DEBARGE PASULOUS THUNDERS PABULOUS THUNDAND
GYR
SOLLING STONES (dp)
TRUMES-X (dp)
TR

KFIV/Modesto, CA Ruse Novek

JRN Ryen
ROBERT CARE STORES
REMRY LOOSINS
PETER GARRIEL
PASCLOS THUNDERS
PASCLOS THUNDERS
PASCLOS THUNDERS
PASCLOS THUNDERS
PASCLOS THUNDERS
PASCLOS THUNDERS
PASCHOT CARE
NADOWNA 12-4
OWD 10-6
RR. NISTER 13-10
BOYS DON'T CRY 23-18

38 SPECIAL STEVIE HICKS AHIMOTION BLOW HOWKEYS WILD BLUE HOCKERL 42 3-1 WU SHOOS 12-10 OND 13-11 HADDOWNA 17-12 JETS 30-25

## KBOZ/Bozeman, MT Steve Mills

## KKAZ/Cheyenne, WY Deve Hunter

Deve Nurvee BANGLES STEVIE NICKS OTR (dp) PETER GARRIEL (dp) EL DEBANGE ANIMOTION HOCTORI: VAN BALEN 2-1 PHIL COLLING 4-2 OND 7-6 HADOMRA 11-8 JOURNEY 18-10

Jey McCaM
SIMPLY RED
JETS
DETER GABRIEL
ROLLING STONES
HOCKIGHT
HOCKIGHT
HOCKIGHT
HOCKIGHT
JOURNEY 7-5
HOMARD JONES 16-7
BOYS DOW'T CRY 25-16

JAMES TAYLOR (4p)
Hottest:
PET SHOP BOYS 1-1
PHIL COLLINS 4-2
RADONNA 5-4
VAN HALRN 6-5
WHITNEY MOUSTON 12-6

## KTRS/Cooper, WY Kelly Gordon

CATR (dp)
MEIL DIAMONO
1 MSS
STRVIE MICKS
RESERV LOGG INS
SLY FOX
MILD BLUE (dp)
HOTTERS HOUSEON 1-1
PET SHOP BOYS 2-2
LEVEL 42 12-10

KOZE/Lewiston, ID Jey McCall

# Joe Colline BELINDA CARLIFILE KESSHY LOGGINS GTR SLOW MONKEYS BANGLES ROLLING STOWES HARD HALEN 2-1 WHITHEY HOUSTON 5-4 GND 7-6 HADDONNA 11-7 JOURNEY 16-12

Colline/Theroug COMMONTHMENT OF THE STATE OF TH

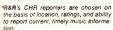
KZOZ/Sen Lule Oblego, CA

OKSS/Tri-Cities, WA OKESTY-CHOM. WA LeMesterPurdy ROLLING STORES BS.LINDA CARLISLE PATT! AUSTIN SIX POK JEAN BEALVOIR HOCLEST, 12-10 VAN MALEN 1-1 VAN MALEN 1-1 VAN MALEN 1-1 VAN MALEN 1-1 DOWN 19-10 HADOWNA 19-13 BOYS DON'T CRY 22-16

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then readded.

> 235 Reporters 234 Current Reports The following station reported a viist this w

KWK/St. Louis NOTE: Z103/Memohis and 3/Modesto have both changed formats and are no longer K003/Mod CHR reporters.



Parallel I Reporters: Selected stations that are format-dominant and/or exert significant national influence, in mejor markets with a metro 12+ population, according to Arbitron, of 1 million or more.

more.

Parallel 2 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

Parallel 3 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in smaller markets with a metro '12+population, according to Arbitron, of 199,999 and below.













G PETER GABRIEL FARILLOUS THUNDERRIBOS er (Getten) 127/28 Hational Summary UP 44 DEBUTS 27 DOMN 0 ADDR 25 Wationel Summery UP 1 EBUTE 12 WANTE 19 DOWN 0 ADDS 10 Regions Beach E 425 S 273 H 108 H 303 NAA NAA MOFN ON MEST 0-39 MSCF dm MSCF d-36 MSCF a M HIRE 4 MEYO ON 100FHI A MGAH & MOMPPN A BOOTH

MERCY 4-32

KRYP 34-22

KRYP 34-22

MECKT 4-30

KRPC 33-28

MECKT 34-32

MECKT 32-33

MECKT 32-**E** PI MRTT d-39 SOUGHTH o WPND d-37 CKDI on CPTF on RPHW on MAJAD & RIER on Q104 4-16 KSMB on Q104 4-16 KSMB on Q101 ob RMOEPH a WESL on WYSS a MICHET WESL ON YOU A WORK d-60 WEST CONTROL OF THE CONTROL OF TH KEGI. on WREH 35-37 MICHEST MEST ROUTE 27-24
RQITEM 4-40
RQITEM 4-40
RASE 28-12
RASE 28-12
RASE 4-39
RITER 4-39
RITER 5-39
RITER 5-3 WEST SCHOOL AND A SCHOOL AND A SCHOOL A S MRMS 22-17 MCSY 6-19 MRYY 8 KDMSFM 15-52 ERYR 8-35 MLOLEM d-35 EPKE a VLOS A EMEZ. a P2 MEDD 21-10 WEAD 4-36 KIIK on KROC on K210 4-35 MCAD 10-20 MVIC 10-12 3104 a MCOTH on WZOK a WROM 35-36 KERD on EAST 1 MGUT 4-30 MZON on 95XXX a H) DHERT WINDERT

ENTY d-17

WENG on

WHENG on

WHENG as

MCILPH 20-19

KCCA a

KCMC a

Y04 d-40

Y04 d-40

FREC 2-28

FREC 2-21

HFFOFM a

MTDRN 35-11

MEST on

KTMW d-18 REFO d-27 RIFS 34-30 RIEX on REED 33-27 RIFGX 39-36 ROMO 6 RIUC a-39 RYIV a RCAQ a RCYY on RCEY on RIEX 31-28 RRQ on MEST RGOT 20-14 RYYA d-28 R90ZFN on E21M 22-19 HZ0Z on SLY96 d-37 OK93 20-19 GTR
When The Heart Rules . . . (Arista)
LP GTR Vienna Calling (A&M) LP Falco 3 183/31 78%

National Burning by UP 87 DEBUTS 30 SAME 28 DOMM 3 ADDS 31

ACPH 8-39 KEEU 37-35

WPBG 38-32 WGGY d-29 WGGY d-28 W1GY 22-21 107C18 40-37 W1X2 d-38 100RW1 36-22 WGAX 39-29 WGAX 39-29 WGAX 39-29 WGAX 39-29

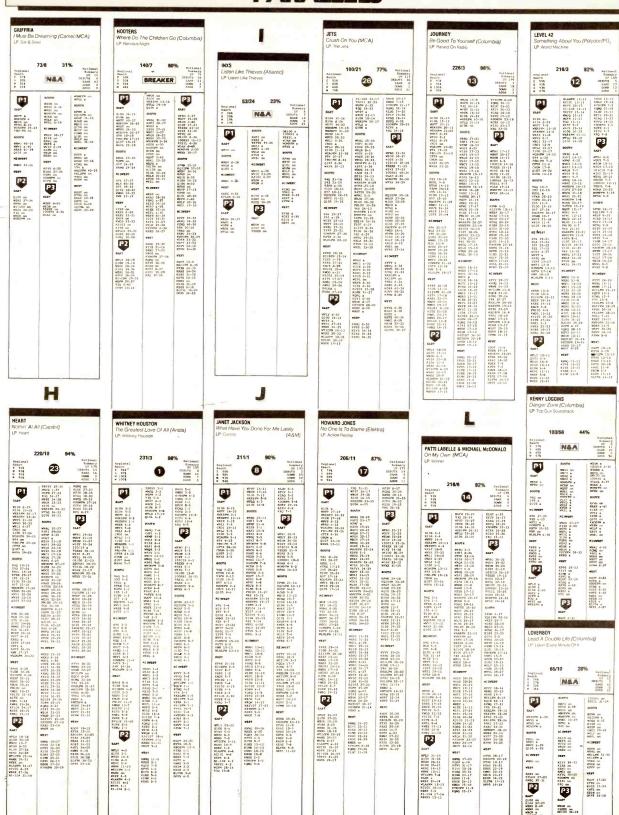
9APXY 29-2 WGFM d 40 930 16-34 WFST on WRCK 30-2L E106 on WRCKSTPE d-1

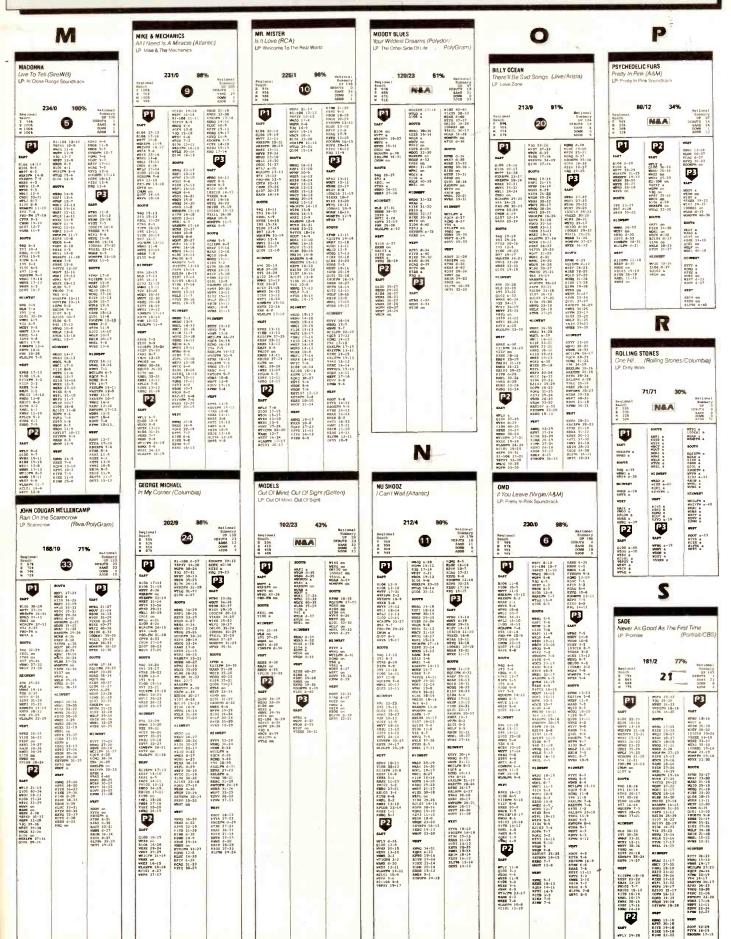
EMER ON FEER O

MITOWART
WINDO 27-26
MEAU de MANCI on MOTE 35-29
KEIO & MIRK 39-35
MEPL a 19-35
MEPL a 19-37
MEPS 30-39
KEIO 30-27
KOPN a KORO 4-29
KEPS 30-8
KEORO 4-29
KEPS 30-8
KERN 30-7
KER

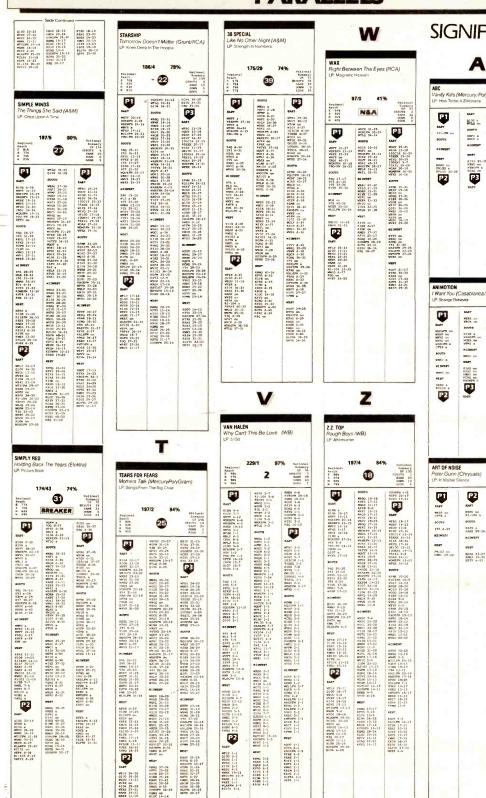
MEMBY 38-33 KP95 33-29 K198 33-29 K198 24-20 K19K a-40 K19K a-40 K19K 4-35 K19KPH d-37 X09KQ 60 X21V 30-25 KCAQ 40-35 KCAQ 40-35 KCAQ 33-30 KDOWFF 29-2



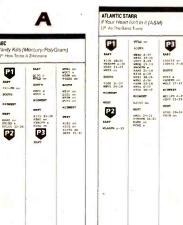


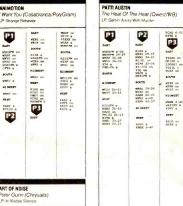


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## SIGNIFICANT ACTION





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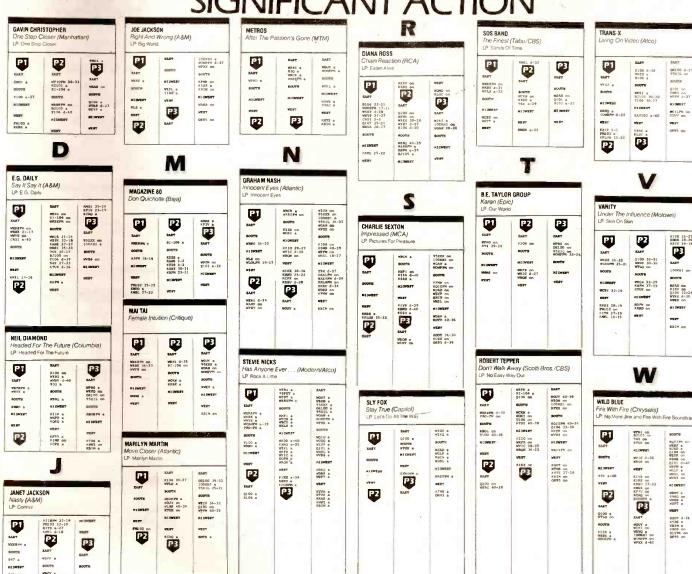
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# SIGNIFICANT ACTION



## **WEEK #13**

KAREN

# **AIR** Priorities

WEEK #13

Listen to the selections listed below. Decide If each has the potential to attain Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, May 14, 1986.

ITLE

WE DON'T HAVE TO TAKE OUR CLOTHES OFF YOU SHOULD BE MINE HEADED FOR THE FUTURE I WANT YOU ARTIST

JERMAINE STEWART

JEFFREY OSBORNE NEIL DIAMOND ANIMOTION B.E. TAYLOR GROUP **LABEL** ARISTA

A&M COLUMBIA CASABLANCA/POLYGRAM EPIC

## **COMPETITION #5**

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR music for artist managers, producers and record companies.

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# **CONTEMPORARY HIT RADIO**

# **BREAKERS**

#### SIMPLY RED

Holding Back The Years (Elektra)
74% of our reporters playing it. Moves: Up 70, Debuts 39, Same 22,
Down 0, Adds 43 including K106, WPHD, 93FM, WNVZ, WRSR, WMMS, KHTR. See Parallels, debuts at number 31 on the CHR chart.

#### **EL DeBARGE**

Who's Johnny (Gordy/Motown)
70% of our reporters playing it. Moves: Up 52, Debuts 54, Same 30,
Down 1, Adds 28 including WHTT, WXKS-FM, CHUM, Z93, 92X, ZZ99, KDWB-FM. See Parallels, debuts at number 37 on the CHR chart.

#### DREAM ACADEMY

Love Parade (Reprise/WB)

60% of our reporters playing it. Moves: Up 62, Debuts 20, Same 40, Down 0, Adds 20 including WAVA, Z93, Z95, B106, FM100, Y106, KNMQ. Complete airplay in Parallels.

#### **HOOTERS**

Where Do The Children Go (Columbia)
60% of our reporters playing it. Moves: Up 79, Debuts 18, Same 33,
Down 3, Adds 7, Q106, WGGZ, KEZB, WDJX, KRNQ, WGRD, WZPL. See Parallels, moves 40-35 on the CHR chart.

### **NEW & ACTIVE**

GTR "When The Heart Rules The Mind" (Arista) 135/63

Moves: Up 3, Debuts 28, Same 41, Down 0, Add6 58 including 14, 1106, WHTT, WNYS-WBLI, CFUM, WAVA, 92X, ZZ99, KHTR, Y108, KPLUS, KOFM, WBEN-FM 40-38, WZOU 32-29, Z102 36-31.

FABULOUS THUNDERBIRDS "Tuff Enuff" (CBS Associated) 127/28

Moves Up 44, Debuts 28, Same 27, Down 0, Adds 28 including K106, WHYT, V108, KPLUS, WBBO, KOCR, WXKS-FM
34-28, WMMS 2217, KNBD 24-17, W20U 26-26, WZEZB 04.05 K KND 33-27, WKSF 28-12, WCIL-FM 29-19

MODDY BLUES "Your Wildest Dreams" (Polydor/PolyGram) 120/23

: Up 47, Debuts 19, Same 31, Down 0, Adds 23 including WHTT, WNYS, Z93, KTK KHTR 25-19, KNBO 36-29, Q100 35-27, WERZ 38-33, KIKX 39-30, 95XXX 38-32

SSEA NUMB GS18 "Danger 200" (Solumbia) 103/56, ANN 3533, ANN 3532, 
KHTH 35-32, K104 d-40, WKDU 37-27, KIIIN GRSD, DELTA-III 36-33, BELLA III 36-34, BELLA III

MAX "Right Between The Eyes" (RCA) 9717 38-27, WXX5-59, 12-10, 25-25, Auro 30-25, Auro 30-

PSYCHEDELIC FURS "Pretty In Pink" (A&M) 80/12

Up 27, Debuts 14, Same 26, Down 1, Adds 12 Including K106, WFLY, 98PXY, KJ103, WGUY, WKSF, KCMQ, WXKS 25, WKSE 38-28, KIIS-FM 11-10, KITS 26-19, WZOU 20-16, WXLK 38-33, WVIC 30-26, 95XXX 39-33.

FM 312-5, WKRS 392-6, KIRSH M1-10, KIRS 26-19, WZCU QU-16, WXLS 36-33, WRL 39-29, 93AXX 39-33, 93 BANGLES "115 NE KIRSH M5-18 THE WASTE ("COlumbia) 79-05-5, WKLS 36-33, WRL 39-29, 93AXX 39-33, 33-32, 39-32, 89-32, WKLS 36-32, WKLS 36-

GIUFFRIA "I Must Be Dreaming" (Came/IMCA) 73/81. WXXS-PM, WNVZ, WKFR WF0X, KFMN, KYYY, WCAU-Moves Up 1-4, Debus 8, Same 43, Down 0, Agds 8 including WHT-T3, WXXS-PM, WNVZ, WKFR WF0X, KFMN, KYYY, WCAU-FWD 55/23, WRMO 40-34, WMMS 22-26, WREZ 37/34, WKSF 36/35, WAZY-FM 40-35, KKAZ 40-35, CK95 33-29. ROLLING STOKES "One-Hit (To Re Body)" (Rolling Stones/Columbia) 71/17. Wowsey Up 0, Debus 0, Same 0, 100 M, Agds 71 including WXXS-FM, WPPL0 340, WRMO, WRS, WMMS, KHTR, KMJK.

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 71 inclu KWOD, KPLUS, KUBE, KNBQ, 98PXY, KOMO, WDBR

LOYERBOY "Lead A Double Life" (Columbia) 65/10

Moves: Up 12. Debus 3. Same 40. Down 0. Adds 10 including WBEN-FM, WNYS, WCAU-FM, WRNO, WNYZ, Q105, WFMI, KPLUS 27-23, KNRIQ 3-51, K104 3-29, WNKI 33-29, KYQ 3-29, KYQ

Debuts 12, Same 19, Down 0, Adds 30 including WXKS-FM, Y108, KMEL, RI104, WCKN, Y94, KBIM, WHTT 1-37, WZOU 31-28, WFMI 40-36, WKDD d-36, WGUY d-30, Q104 d-36, SLY96 d-35.

BOUNGEUS TAGG "Metual Surrender" (Island) 60/5

Moves Up 18, Debus 7, Same 29, Down 1, Adds 5, KNBQ, KF95, KIX, KSND, KQIZ-FM, WBEN-FM 38-35, KUBE 32-28.

WNNK 4-0.6, RING 4-0.35, WXLF 8-21, KXYR 4-0.37, KDON-FM 40-37, KZZU 10-10, WOMF-FM 28-20, WBWB 38-26.

BLOW MONKEYS "Olggin' Your Scene" (RCA) 58/21

Moves: Up 8, Debuts 9, Same 20, Dewn 0, Andd s2 including WCZY, KMJK, KS103, KWSS, Q100, WKZL. SLY96, WHIT

25.21, KIISFM 233, KMEL 25.22, KMAZ 30-22, KILVE 39.25, KFI/32-29, OK100 38-30.

INXS "Listen Like Thieves" (Atlantic) 53/24 INAS "LISTER LIKE INIEVES" (AUGINIC) 53/24
Moves: Up 4, Debuts 7, Same 18, Down 0, Adds 24 including WRSR, Q105, WAMX, WGFM, KRBE, WZOK, WGLF, KFMW WRNO d-38, WMMS d-36, KKRZ d-36, WZOU 30-27, 94/TYX 39-34, WVIC 23-20, KXYQ 38-35.

### SIGNIFICANT ACTION

STEVIE NICKS "Has Anyone Ever Written Anything For You" (Modern/Atco) 49/49
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 49 including WXKS-FM, WKSE, WNYS, WCAU-FM, PRO-FM, Y100, WRNO, Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 49 including W KHFI, WBCY, WKDD, KRNQ, WZPL, KIKX, KSND, KDON-FM. WILD BLUE "Fire With Fire" (Chrysalis) 46/17

ebuts 4, Same 24, Down 0, Adds 17 including B96, Q100, KZZB, WSSX, WNOK-FM, KDON-FM, WTLQ on, C d-28, WRQN on, KSND 37-32, WFXX d-40, Q101 d-40, KGOT d-36, SLY96 on

PATTI AUSTIN "The Heat D' Heat" (DevisiWB) 46/15 Moves Up 15, Debus 4, Same 12, Down O, Adds 15 including B84, PRO-FM, KIRS KINS, K104, WFMI, KXYO, WKSE 35-30, WKNS 34-30, KME 33-47, KUBS 33-29, WKNNS 42-22, WSFN 32-26. WBBO 29-24

#### **MOST ADDED**

**ROLLING STONES (71)** 

One Hit (To The...) (Rolling Stones/Col.) GTR (63)
When The Heart Rules The Mind (Arista) KENNY LOGGINS (56)
Danger Zone (Columbia)

STEVIE NICKS (49) Has Anyone Ever Written... (M SIMPLY RED (43) (Modern/Atco) Holding Back The Years (Elektra)

## HOTTEST

WHITNEY HOUSTON (165)

eatest Love Of All (Arista) MADONNA (156) Live To Tell (Sire/WB)

VAN HALEN (113) Why Can't This Be Love (WB) OMD (73)

JANET JACKSON (67) What Have You Done For Me Lately (A&M)

ANIMOTION "I Want You" (Casablanca/PolyGram) 38/14
Moves: Up 0, Debuts 0, Same 24, Down 0, Adds 14 including WCAU-FM, CFTR, WRNO, KKRZ, KPLUS, KZZB, WFMI,
KDON-FM, 99KG, KDVV, KKAZ, WXKS-FM on, WPHD on, WMMS on-dp, WKDD on-dp. GRAHAM NASH "Innocent Eves" (Atlantic) 36/4

30/4 IRCK, WOKI, WGUY, 100KHI, WRNO 36-32, WLOL-FM 18-15, KZIO 32, KSMB 40-39, WHSL 18-17, Y94 d-37, KKRC d-34.

28/24, WWL 0-301, NIA, 0-95-0, (SMI) 27-22, 37ML 35-32, NORM 910-33, WITSL 1-974, 1-974-37, NITFU 03-98, ATLANTIC STARP "II Your Heart Isn't in I'', (A&M) 3-34, Moves Up 15, Debuis 6, Same 7, Down 0, Ados 6, WEEN-FM, WLAN-FM, WNOK-FM, KEZB, KCAQ, WYKS, WKSE 33-27, V100 31-22, WWISZ 3-32, WSSL 29-28, KAM22 1-196, WKSI 3-82, 68, R8PM 22-19, KM32 23-21, WSILE 37-32, KDVV 25-22.

Y100 31-27, WNNZ 34-29; WSSX 29-26, KAMZ 21-18, WKSJ 38-26, KBM 22-19, KMDA, 29-21, WSLF 37-22, KUVV 20-22.
RDBERT TEPPER "Oon"t Walk Away" (Scottli Bros., DBS) 32/3
Moves Up 9, Debus 1, Same 19, Down 0, Adds 3, WSPK, R1104, WCKN, WKKS-FM d 30, PRO-FM on, Y100 40-36, WERZ
40-38, KTIX 24-039, WNIC 28-25, WNRON 34-33, KKKO on-dp, WGUV 40-36, KOIZ-FM 40-38, O104 33-30, KHTZ 27-24

BELINDA CARLISLE "Mad About You" (IRS/MCA) 28/28
Moves Up 0, Debus 0, Same 0, Down 0, Adds 28 Including WPHO, B94, 195, Y100, B97, O105, ZZ99, KZZP, FM102, KMEL
O100, WKOB, WROO, KYS, KFW.

U100. WRUB, WRUD, W15, KPIV.

(MCA) 26/7

Moves: Up 3, Debuts 4, Same 12, Down 0, Adds 7, KM2, WRCK, KRBE, KZZU, WZON, WGAN, WDBR, KPLUS 35-33, KHFI

on, KZZB 4-04, KYS 6-38, KSND 4-04, KDW 40-34, KGOT 36-30, OK95 6-35.

on, KZZB 0-40, KYS 0-39, KSND 0-40, KDV 40-34, KDV 10-9-30, UN-90-0-39 VANITY "UNDER The Influence" (Motiown) 25/80 Moves Up 12, Debus 1, Same 12, Down 0, Adds 0, WKSE 26-22, WCAU-FM 35-31, WCZY 32-28, KITS 27-25, KMEL 16-15, 010 03-33-1, WKD 03-32-9, KBFM 37-32. KDFM on dp. KKFD 0-10p. KKFD 26-25, KMGX 26-26, KFM 39-39, 0104 32-24. WTK3 0 349. I ABC: "Vanity Kills" (Mercury/PolyGram) 24.6 Moves Up 3, Debus 9, Same 15, Down D, Adds 6, FM102, O 100, KHF1, WOKI, KYNO-FM, WGUY, PRO-FM on, KKRZ on-do, KRULS 32-28, WTLG on, KNS 39-55, KCAG on, WZYP on, WVBS on, OK95 35-31.

Movies: Up 3, Debus 0, Same 15, Down D, Addas 6, FM102, D100, KHFL, WOKL KYNO,FM, WGUY, PRU-FM on, KKHZ, On-GD, KFLULS 32-28, WITLO on, KKN 393 S, KCAO on, WZYP on, WBS on, OK95 35-31. E.G. DALLY "Say It Say It" (A.S.M) 24./4 Moves, Up 9, Debus 2, Same 9, Down C, Addas 4, CKOI, KOFM, KCAO, 100KHL, WKSE 21-17, KMEL 19-16, WKOB 21-16, WSSX 23-16, WKSI 35-33, 98X 20-17, Y106 0-39, 94Z 27-23, KTUX 0-36, KMGX 35-28, KFIV 23-19

MORAN ROSS "Chain Reaction" (RCA) 24/4
Moves: Up 8, Debus 3, Same 9, Down 0, Adds 4, WABB-FM, KBFM, BJ105, WIKZ, B104 23-21, WXXS-FM 17-11, WKSE
d3B, C107 25-21, WAVA 28-27, REC 25-22, KZZP on, WKEE 30-28, B106 d-30, WBB0 40-35, WGAN 28-20. TRANS-X "Living On Video" (Atco) 23/9

LIVING UN VIDEO (AICO) 23/9 Debuls 4, Same 7, Down 0, Adds 9 including WKSE, KBEQ, FM102, WKEE, B106, WKSI, KAY107, KSND, -FM d:33, KPLUS 30-22, K104 d:38, BJ105 30-20, Y106 38-27, OK100 d:39, NEIL DIAMOND "Headed For The Future" (Columbia) 22/15

FM, WNYS, WRNO, WERZ, 93Q, WBBQ, KIIK, WKFR.

ART OF NOISE "Peter Gunn" (Chrysalis) 18/4
Moves: Up 5, Debuts 2, Same 7, Down 0, Adds 4, CFTR, RI104, KZPS, KFIV, WKSE on, 195 d-29, FM102 on, KMEL 29-24.
WSRK on, KAMZ 29-26, KIKX 3-329, KIKXX 38-31, KCAO 35-34, WGAN d-36, O101 on.

World on, KAMIC 29-29, KINK 33-29, KINKS 39-39, KINKS 39-39, WASH 2007, CTOT 30-30, CTOT 3

FM 34-33, WANS-FM on, 7100 U-3, 11-3

MARILYN MARTIN "Move Closer" (Atlantic) 15/5

MRATIL 14 MRATIM muve Liusser (Audmite) J3/3 Moves. Up 6, Debuts 0, Same 4, Down 0, Adds 5, WTLQ, WNOK-FM, KCAQ, 100KHI, KHTZ, FM102 on, K104 30-27, WDJX Jn, WLRS 40.39, KTUX on, OK100 39-32, 95KL 25-21, WZYP 36-32, Q101 on-dp, WPFM 40-35. JANET JACKSON "Nasty" (A&M) 14/10 IN WXKS.FM B97 B96 WCZY KITS WSPK WBCY KEZB, Y106, KTUX

KIRS+M 36-19 , PMIUZ 22-19 , RMELO 19, NOWE 20-21.

MAI TAI "Female Intuition" (Critique) 140, NOWE 20-21.

MOI TAI "Female Intuition" (Critique) 140, NOWE, WCKN, KRBE, WGUY, 95XXX, WXKS-FM on, WKSE 36-33, WNYS on, WERZ 43-5, RIIVO 4 on, WGAN on, WOMP-PM on, KBIM on.

S.O.S. BAND "The Finest" (Tabu/CBS) 13/8
S.O.S. BAND "The Finest" (Tabu/CBS) 1

METROS "After The Passion's Gone" (MTM) 12/12

Moure: In 0. Debuts 0. Same 0. Down 0. Adds 12. WPHD. WERZ, 93Q, WRCK, WKRZ-FM, WGUY, WOMP-FM, WHSL.

SLY FOX "Stay True" (Capitol) 12/12
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 12, Q100, KTUX, KYNO-FM, WIGY, WZYQ, WJAD, WGLF, KNIN, WHSL. JOE JACKSON "Right And Wrong" (A&M) 12:6
Moves: Up 0, Debuts 1, Same 5, Down 0, Adds 6, WKSE, WLS, WZPL, Z104, 100KHI, KISR, WOMP-FM d-37, WFXX on,

R.F.M.Yon, N.NIN On, WUDB (Polip). UP39. BE. TAYLOR (ROUP) "Raren" (Epic) 11/0 Moves: Up 2, Debus 1, Same 8, Down 0, Adds 0, WPHD on, B94 29-24, WMMS andp, K104 on, WKFR andp, WV/C d-27, WRON on, WFBG on, OKTOO on, 95XL on, WOMP-PM 33-24.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the antistitie (aber) designation indicate the lotal number, how many added it for the first time this week. Wores indicate the type of activity this week. Up for upward othat movement. Same for sideways or continued unchanted activity. Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels. NOTE: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Alphialy40. CHR Rotation Confered — Futther Adds and/or Ons: tour plays in a 24-hour period, three of them before midnight. Dayparted Adds and/or Ons: two plays in a 24-hour period, both of them before midnight.

Parallels Begin on Page 89 Adds & Hots Begin on Page 87 P-1 Playlists Begin on Page 84

Breakouts are records not included in the regional most added, but which have five or more adds in a region, and fewer than 50 stations overall. This information will be published in R&R each week on the CHR Adds & Hots pages.



## CONTEMPORARY HIT RADIO

#### 2 VAN HALEN/Why Can't This Be Love (WB) 3 PHIL COLLINS/Take Me Home (Atlantic) PET SHOP BOYS/West End Girls (EMI America) MADONNA/Live To Tell (Sire/WB) 6 OMD/If You Leave (A&M) OUTFIELD/Your Love (Columbia) JANET JACKSON/What Have You Done For Me Lately (A&M) MIKE & THE MECHANICS/All I Need Is A Miracle (Atlantic) MR. MISTER/IS It Love (RCA) 15 NU SHOOZ/I Can't Wait (Atlantic) 13 D LEVEL 42/Something About You (Polydor/PG) 16 DOURNEY/Be Good To Yourself (Columbia) 18 PATTI LABELLE/MICHAEL McDONALD/On My Own (MCA) MIAMI SOUND MACHINE/Bad Boy (Epic) CULTURE CLUB/Move Away (Virgin/Epic) 22 D HOWARD JONES/No One Is To Blame (Elektra) ZZ TOP/Rough Boy (WB) 10 19 ROBERT PALMER/Addicted To Love (Island) BILLY OCEAN/There'll Be Sad Songs (To Make You Cry) (Jive/Arista) SADE/Never As Good As The First Time (Portrait/CBS) STARSHIP/Tomorrow Doesn't Matter Tonight (Grunt/RCA) HEART/Nothin' At All (Capitol) GEDRGE MICHAEL/A Different Corner (Columbia) 28 TEARS FOR FEARS/Mothers Talk (Mercury/PG) JETS/Crush On You (MCA) 40 36 31 SIMPLE MINDS/All The Things She Said (A&M) 6 7 14 28 ROLLING STONES/Harlem Shuffle (Rolling Stones/Columbia) 3 11 17 29 PRINCE & THE REVOLUTION/Kiss (WB) 37 30 BOYS DON'T CRY/I-Wanna Be A. Cowboy (Profile) BREAKER SIMPLY RED/Holding Back The Years (Elektra) 34 32 32 32 JULIAN LENNON/Stick Around (Atlantic) JOHN COUGAR MELLENCAMP/Rain On The Scarecrow (Riva/PG) DEBUT > A FALCO/Vienna Calling (A&M) BREAKER 3 HOOTERS/Where Do The Children Go (Columbia)

# ADULT CONTEMPORARY

N&A Begins on Page 94

BREAKER DELOS BANGLES/Manic Monday (Columbia)

BREAKER DEL OEBARGE/Who's Johnny (Gordy/Motown)

31 29 29 38 HONEYMDON SUITE/Feel It Again (WB)

OEBUT 38 SPECIAL/Like No Other Night (A&M)
10 17 33 40 INXS/What You Need (Atlantic)

3 2 SIMPLY RED/Holding Back The Years (Elektra) 2 PATTI LABELLE/MICHAEL McDONALD/On My Own (MCA) MADONNA/Live To Tell (Sire/WB) WHITNEY HOUSTON/The Greatest Love Of All (Arista) SADE/Never As Good As The First Time (Portrait/CBS) 6 BILLY OCEAN/There'll Be Sad Songs (To Make You Cry) (Jive/Arista) 8 MIAMI SOUND MACHINE/Bad Boy (Epic) PHIL COLLINS/Take Me Home (Atlantic) N&A Begins on Page 76 LEVEL 42/Something About You (Polydor/PG) 16 HOWARD JONES/No One is To Blame (Elektra) CULTURE CLUB/Move Away (Virgin/Epic) 15 12 MOODY BLUES/Your Wildest Dreams (Polydor/PG) GEORGE MICHAEL/A Different Corner (Columbia) 14 DENNIS DeYOUNG/Call Me (A&M) 17 B MIKE & THE MECHANICS/All I Need Is A Miracle (Atlantic) 4 7 10 16 DIRE STRAITS/So Far Away (WB) 25 22 TO ATLANTIC STARR/If Your Heart Isn't In It (A&M) 9 10 14 18 BANGLES/Manic Monday (Columbia) BREAKER B NEIL DIAMOND/Headed For The Future (Columbia) 3 9 13 20 JERMAINE JACKSON/I Think It's Love (Arista) 21 20 20 21 OMD/If You Leave (A&M) 

BREAKER DAVID PACK/That's Why I'm Here (Columbia)
BREAKER DAVID PACK/That Girl Is Gone (WB)

10 15 21 26 FORCE MD'S/Tender Love (Tommy Boy/WB)

10 15 21 26 FORCE MD'S/Tender Love (Tommy Boy/WB)

11 17 23 30 FET SHOP BOYS/West End Girls (EMI America)

12 17 23 30 STEVIE WONDER/Overjoyed (Tamla/Motown)

## **AOR TRACKS**

ROLLING STONES/One Hit... (Rolling Stones/Columbia) 2 BOB SEGER & THE SILVER.../Like A Rock (Capitol) MOODY BLUES/Your Wildest Dreams (Polydor/PG) PETER: GABRIEL/Sledgehammer (Geffen) JOURNEY/Be Good To Yourself (Columbia) Complete Tracks Chart 6 HEART/Nothin' At All (Capitol) 38 SPECIAL/Like No Other Night (A&M) 3 2 3 B JULIAN LENNON/Stick Around (Atlantic) 22 18 11 9 GTR/When The Heart Rules The Mind (Arista) 11 18 8 10 SIMPLE MINDS/All The Things She Said (Virgin/A&M) 21 21 18 **WAN HALEN/Dreams (WB)** 17 14 12 P VAN HALEN/Best Of Both Worlds (WB) 23 20 15 1 JOE JACKSON/Right And Wrong (A&M) 13 11 14 14 ROLLING STONES/Winning Ugly (Rolling Stones/Columbia) BREAKER DJOURNEY/Girl Can't Help It (Columbia)
39 34 22 DINXS/Listen Like Thieves (Atlantic) 54 29 21 DOHN C. MELLENCAMP/Rain On The Scarecrow (Riva/PG) 1 4 9 18 VAN HALEN/Why Can't This Be Love (WB) BREAKER FIXX/Secret Separation (MCA)
35 33 24 HOWARD JONES/No One Is To Blame (Elektra) 33 27 23 STARSHIP/Tomorrow Doesn't Matter Tonight (Grunt/RCA) 9 7 16 22 HONEYMDON SUITE/Feel It Again (WB) 44 36 26 MDDELS/Out Of Mind Out Of Sight (Geffen) 12 10 13 24 MR. MISTER/Is It Love (RCA) BREAKER ( ICEHOUSE/No Promises (Chrysalis) 10 9 17 26 DAVID BOWIE/Absolute Beginners (EMt America) 50 40 35 ROBERT PALMER/Hyperactive (Island) DEBUT STING with JEFF BECK/I Been Down So Long (IRS/MCA) 47 29 3 JOURNEY/Raised On Radio (Columbia)

32 28 27 30 BOB DYLAN & THE HEARTBREAKERS/Band Of The Hand (MCA)

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	BLACK/URBAN						
2		1		O	PATTI LABELLE/MICHAEL McDONALD/On My Own (MCA)		
5		3	2		SOS BAND/The Finest (Tabu/CBS)		
9		5	4		WHITNEY HOUSTON/The Greatest Love Of All (Arista)		
28		12	5		JANET JACKSON/Nasty (A&M)		
14		8	-7		ATLANTIC STARR/If Your Heart Isn't In It (A&M)		
3		2	3	6	STEPHANIE MILLS/I've Learned To Respect The Power Of Love (MCA)		
17		10	9		ALEXANDER O'NEAL/What's Missing (Tabu/CBS)		
37		29	14	ŏ			
23		16	12	ŏ			
21	1	14	13	0	CONTROLLERS/Stay (MCA)		
36	- 2	28	15	0	RENE & ANGELA/You Don't Have To Cry (Mercury/PG)		
6		6	6	12	The state of the s		
25	2	22	16		MELI'SA MORGAN/Do You Still Love Me (Capitol)		
_		_	33		MIDNIGHT STAR/Headlines (Solar/Elektra)		
30	2	26	19		JOHNNY KEMP/Just Another Lover (Columbia)		
20	1	19	18	_	JUNIOR/Oh Louise (Mercury/PG)		
-7		7	8	17	,		
29	2	7	20		TEASE/Firestarter (Epic)		
35		Ю	23		PHILIP BAILEY/State Of The Heart (Columbia)		
26		5	22		GEORGE CLINTON/Do Fries Go With That Shake (Capitol)		
_	3		26		EL DeBARGE/Who's Johnny (Gordy/Motown)		
34	3		25		MORRIS DAY/The Character (WB)  VANITY/I Index The Influence (Material)  N&A Begins on Page 70		
16	1		11		VANITY/Under The Influence (Motown)  ROSE BROTHERS/I Get Off On You (Malaco)		
32	3		27		PET SHOP BOYS/West End Girls (EMI America)		
40	3	0	37		52ND ST./Tell Me (How It Feels) (MCA)		
	4	0	30	_	YARBROUGH & PEOPLES/I Wouldn't Lie (Total Experience/RCA)		
	3		36		FORCE MD'S/Here I Go Again (Tommy Boy/WB)		
*1		4	10		NU SHOOZ/I Can't Wait (Atlantic)		
27	2		21		ANITA BAKER/Watch Your Step (Elektra)		
	_	_	40		FAT BOYS/Sex Machine (Sutra)		
33	3	2	32		STEVE ARRINGTON/Jammin' National Anthem (Atlantic)		
4	-	9	17		PRINCE/Kiss (WB)		
BRE	ΔI	KE	R	3	NEW EDITION/With You All The Way (MCA)		
	BU				TIMEX SOCIAL CLUB/Rumors (Jay)		
DE	BŲ				PRECIOUS WILSON/I'll Be Your Friend (Jive/Arista)		
					PAULI CARMAN/Dial My Number (Columbia)		
DE	BL				JOESKI LOVE/Pee Wee's Dance (Vintertainment)		
	BL				ARETHA FRANKLIN/Ain't Nobody Ever Loved You (Arista)		
DE	ΒŲ	1		40	WHODINI/Funky Beat (Jive/Arista)		