

**I N S I D E:**

**TEAMWORKING FROM THE TOP**

Ellen Hulleberg, President of McGavren Guild Radio, offers sound views on how you can successfully build a winning station team in this week's Sales column. Page 32

**JOCKS AS JERKS**

A side effect of the rage for personality jocks is a sometimes unfortunate tendency to go for the outrage on the air. Dan O'Day cites four real-life examples and expresses his own outrage. Page 39

**ANTI-TRAFFICKING REFORM: ON THE HORIZON?**

Public interest groups are stepping up the pressure to roll back the deregulation clock and impose new trafficking rules. Details in Radio Business. Page 10

**IN THE NEWS THIS WEEK**

- Erica Farber, Marc Guild Exec. VPs at Interop
- Dana Horner GM at WLLZ
- Betty Pazdernik VP/GM at WCZY
- Jeff Sydney Sr. VP/GM West Coast for PolyGram
- Tom Watson OM at KEZR
- Bill Ferguson Sr. VP at UPI as expansion rolls
- Tony Smith heads EMI singles promotion, John Hey AOR as Don Wasley resigns
- John Bibbs President of KIX, GM at WGKX
- WYSP completes shift to Classic Rock, starts Howard Stern simulcasts
- Great Tralls sets new radio managers
- Bobby Irwin PD at WISN & WLTO
- Tom Paleveda Ops. Dir. at WMIL; Margaret Odyia PD at WOKY
- Dave McKay OM at WZEE
- Michael Emmerson President of RCA Red Seal
- Pat Crocker GSM, Barry Goldberg NSM at KSHE
- Gary Rozynek GSM at WAVA
- Marilyn Massucci GSM at KRQX & KZEW
- Zemira Jones GSM at WDJY
- Mark DeBoskey GSM at KYXY
- Noble buys KISS

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**THE SEMIANNUAL AOR SCOREBOARD**

Steve Feinstein presents his exhaustive and authoritative study of AOR's performance in the spring Arbitron. Page 50

**MARKETING RECORDS: US VS. UK**

Guest Records Editor Peter Robinson of RCA-UK explores the interchange and differences between the US and the UK in record promotion and marketing. Page 43

**NEXT WEEK IN R&R**

Newspapers and radio stations can actually work together to their mutual benefit. Harvey Mednick recaps the L.A. Herald Examiner's favorite DJ promotion. Newsstand Price \$5.00



**Emmis Turns WAPP Into Hot 103.5**

**Havens WHN PD As Mullins Opens Consultancy**

Emmis has converted WAPP/New York to a New York version of its Urban-slanted hybrid KPWR/Los Angeles, surprising many market observers who had predicted a Classic Rock approach for the station. In addition, as mentioned last week, Gary Havens has been named PD of WAPP's AM, Country WHN. Former PD Neal Mullins will open a broad-based radio consultancy. "We're calling it 'The Hot 103.5,'" said WAPP VP/GM Stuart Layne, describing the changes Friday (8/15) in which WAPP became WQHT.



**Gary Havens**  
Layne described WQHT's format as similar to KPWR, adding, "It is, of course, research-



**Neal Mullins**  
ed and designed for New York. Basically, New York is a very conservative music market. Even though there are two terrific CHR stations here, they are (musically) conservative CHRs."

**DRISCOLL TO PROGRAM**

**Jacobs Named KLTY General Manager**

KRQX & KZEW/Dallas GSM Paul Jacobs has been appointed GM at Statewide's cross-town Contemporary Christian outlet KLTY. Statewide VP/Programming Mark Driscoll will transfer from WAPE/Jacksonville next week and assume the programming duties for the station, which plans to switch call letters and formats, possibly as soon as late September. Present KLTY staffers, including PD Brother John Rivers, will be given opportunities to qualify for the new direction.

Jacobs told R&R that KLTY's future identity "has not been fully established," but he did reveal three format possibilities: CHR, Light Rock, and JACOBS/See Page 31

A Michigan native, Jacobs spent four years as GSM at KRQX & KZEW, four as an AE at WRIF/Detroit, a year in marketing services with the William A. Robinson Co., and two more as an AE at WNIC-AM & FM/Detroit. "Besides the facility and the signal, which are both incredible assets to build upon," Jacobs said, "this is the first time I've worked with a small company. I feel I will learn more about broadcasting in the next year than I've learned in the ten years prior. Needless to say, to be a GM in Dallas at 32 is exciting."

**YOUNG PLANS PRODUCTION FIRM**

**Case Transfers To Z93 As OM**

KUBE/Seattle PD Bob Case is transferring next week to the Operations Manager's post at First Media sister CHR outlet Z93 (WZGC)/Atlanta, starting August 26. Case takes over for John Young, who has left the station after over seven years as PD. Young, a longtime popular voiceover talent, plans to start his own audio production company; those details are forthcoming.

Z93 VP/GM Paul Nugent told R&R, "When we started discussions over six months ago about searching for an OM to oversee programming, promotion, and marketing, Bob's name and the outstanding job he'd done at KUBE kept coming up."



**Bob Case**  
Of Young, Nugent added, "What do you say about John Young and what he's done here? He's done it all, and is CASE/See Page 31

**KID LEO INTERIM PD**

**Gorman Resigns As WHK & WMMS OM**

After 13 years with WMMS/Cleveland, WHK & WMMS OM John Gorman resigned August 15, and will now concentrate fully on Gorman Media, his Cleveland-based station consulting firm. Also leaving WMMS to join Gorman shortly is Asst. PD/evening personality Denny Sanders, a former WMMS PD who's been with the station 15 years. Creative Services Director/MD Kid Leo has assumed the interim PD duties until Gorman's successor is named.



**John Gorman**  
Malrite VP/Programming Jim Wood told R&R, "Knowing full well that his real mission was to become a consultant, we've been talking with John about consulting WMMS, KSRR/Houston, and perhaps other Malrite stations in the future. Because he's restructuring his company, he's not able to sign anything definitive yet. The desire on both sides to continue working together is obvious. There's nothing bad you can say about John because he's done a wonderful job program." GORMAN/See Page 31

**Trigony Cox Exec. VP/Radio**

After five and a half years as VP/GM at Viacom's KIKK-AM & FM/Houston, Nick Trigony has accepted the Exec. VP/Radio post for the Cox Enterprises, Inc. Broadcasting Division, starting September 28.

Prior to KIKK, Trigony spent nine years with ABC, including stints as VP/GM at WPLJ/New York (1977-81) and KXYZ/Houston (1975-77), GSM at WLS (AM)/Chicago, and National Sales Manager and AE with WABC/New York. Earlier he worked four years as an AE with John Blair & Co. in Chicago and New York.

"Emotionally, this decision was very difficult," Trigony TRIGONY/See Page 4

**Caldwell Solar Exec. VP**

Hank Caldwell has joined Solar/Constellation Records as Exec. VP, supervising record division marketing, promotion, and sales.

Dick Griffey, Chairman of Solar/Constellation, commented, "Hank's 24 years of experience in the music business have earned him the respect of the industry. We are most fortunate and honored to have him join our staff."

Caldwell told R&R, "I feel CALDWELL/See Page 31

# FORE!

OV 41534

JACOB'S LADDER  
STUCK WITH YOU  
WHOLE LOTTA LOVIN'  
DOING IT ALL FOR MY BABY  
HIP TO BE SQUARE  
I KNOW WHAT I LIKE  
I NEVER WALK ALONE  
FOREST FOR THE TREES  
NATURALLY  
SIMPLE AS THAT

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AUGUST 22, 1986

RATINGS VS. REALITY

Guest Ratings Editor **Allan Klein** takes a hard look at the differences between **Arbitron**, **Birch**, and the real world, and finds some startling stats.

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ADDS STAFF, BUREAUS

**Ferguson Sr. VP At UPI**

Continuing to rebuild under new ownership, UPI has promoted **Bill Ferguson** to the post of Senior VP & Exec. Editor/Broadcast Services. Ferguson, a 37-year UPI veteran, will be responsible for the wire service's broadcast editorial operations, reporting to Editor-In-Chief Maxwell McCrohon.

"Bill Ferguson has been a tireless advocate within UPI for better broadcast services," McCrohon commented. "His innovations in UPI's broadcast news products have benefitted the entire industry." FERGUSON/See Page 4

**Great Trails Realigns Management**

In the wake of Alexander Williams's buyout of Great Trails Broadcasting last week, several management changes have taken place. **Walter Broadhurst**, VP/GM of WING & WGTZ/Dayton-Eaton, transfers to VP/GM at WCII & WDJX/Louisville, where he re-

GREAT TRAILS/See Page 31

**Interrep Promotes Farber, Guild To Executive VPs**

**Erica Farber** and **Marc Guild** have been promoted to Executive VP/Radio Development, Director of Interrep and Exec. VP/GM of Internet, respectively. In her new post Farber will oversee the Major Account Selling Program, designed to educate advertisers on how to integrate radio into their overall marketing plans. Guild will supervise Internet's sales and operations departments.

Commenting on the promotions, Interrep President **Les Goldberg** said, "One of the great things about Interrep is its people resources. No



Erica Farber

one is better qualified to lead the Major Account Selling Program than Erica. We're equally fortunate to have someone of Marc's caliber available to step in and take over the network."

A six-year company veteran, Farber joined McGavren Guild Radio as Director/Promotional Selling and advanced to VP/GM of Interrep's Radio Marketing Division in 1983. Two years later she was appointed VP/GM of Interrep Marketing Systems, which included Internet and the Radio Marketing Division.

Guild, Internet's VP/Sales & Operations Manager since 1985, got his start in McGavren Guild's re-



Marc Guild

search department ten years ago. He progressed to Manager of McGavren Guild Network/Research & Operations, then was upped to Manager/Marketing & Research for Internet in 1982. Two years later he was promoted to VP/Research & Operations of the unwired network division.

**Sydney Named PolyGram West Coast Sr. VP/GM**



Jeffrey Sydney

**Jeffrey Sydney** has been named Sr. VP/GM-West Coast for PolyGram Records. He will oversee all West Coast operations for the label, and will also be in charge of soundtrack activities, reporting directly to PolyGram President/CEO **Dick Asher**. **Russ Regan**, who recently left PolyGram to become Motown's President/Creative Division, had administered many of Sydney's new duties.

Asher commented, "Working with Jeff represents PolyGram's commitment to the West Coast and its rich pool of talented artists, managers, and producers." Added SYDNEY/See Page 6

**Watson New OM At KEZR**



Tom Watson

Veteran programmer **Tom Watson** has been named OM at **Alta Broadcasting AC KEZR/San Jose**, replacing **Joe Eick**. A 27-year broadcaster, Watson recently left the PD post at WASH/Washington, and before that was PD at KJR/Seattle.

WATSON/See Page 6

**WASLEY RESIGNS**

**EMI America Promotes Smith, Hey**



Tony Smith

**Tony Smith** has been promoted to National Singles Promotion Director at **EMI America** and **John Hey** has been upped to Smith's former position of National Album Promotion Director for the label. Smith replaces 16-year veteran promotion executive **Don Wasley**, who has left EMI America and the



John Hey

music industry for a new career opportunity.

**EMI VP/Promotion Dick Williams** commented, "Tony Smith has served the company well in the AOR department, and I look forward to his continued enthusiasm in his new position. **John Hey** was

EMI/See Page 6



Dana Horner

**Horner GM At WLLZ**

**Dana Horner**, former President of **Fairwest**, has been appointed VP/GM of **Legacy AOR WLLZ/Detroit**. He succeeds longtime GM **Mike Solan**, who exited a month ago.

Horner told R&R, "We're going to work on focusing the station. There's an excellent group of people working in all the areas. The programming side seems in good shape, the sales side is in excellent shape - (GSM) **Joe Bacarella** did an excellent job as interim GM - and I'm also most impressed with (Promotions Director) **Mike Isabella**."

**Doug Podell** will continue as acting PD, a role he's played since December. Horner says a decision on whether Podell will be officially named PD will be made shortly, adding, "I'm sure Doug is going to exhibit all the traits I look for in a winning Program Director."

HORNER/See Page 6

**STERN SIMULCASTS START**

**WYSP Goes To Classic Rock Format**

**Infinity AOR outlet WYSP/Philadelphia** instituted two changes this week, switching formats to all-AOR "Classic Rock" and simulcasting the morning show of **WXRK/New York's Howard Stern**. Stern's show replaces former wake-up man **Seruff Connors**, who has been shifted to afternoons.

To fit both **WXRK** and **WYSP's** programming, Stern broadcasts dual-city IDs and takes calls from Philadelphia listeners on a toll-free line. When he enters a stopset WYSP plays a station promo, airs its own information and/or spots, then reintros Stern with a slightly derogatory dig aimed at New York (such as "Live, from New York, where you still can't get a good cheesesteak...").

How will Stern's act be received in Philadelphia? **WYSP GM Ken Stevens** told R&R, "First, most of his content is not localized. It's mainly observations about life that you'd hear in any locker room in any town. Second, I'm not sure that his show would be as successful coming out of any city other than New York. People are used to a lot of entertainment in the Howard Stern vein coming out of New York. The New York-oriented humor of 'Saturday Night Live' and **David Letterman** is very akin to what goes on during Howard's show."

**WYSP PD Andy Bloom** reports dozens of calls on Stern's brand of WYSP/See Page 31

## Irwin PD At WISN & WLTQ

Three-year KVUU/Colorado Springs PD Bobby Irwin has been hired to program Milwaukee full-service AM AC WISN and Transtar Format 41 WLTQ. He replaces Mike Elliott, who departed a few weeks ago to program market-leading full-service WTMJ.

WISN, although full-service, has typically maintained a music image, and despite a disappointing spring Arbitron, creating a 12-share gap (12+) between WISN and WTMJ, Irwin says the station will remain musically active. He also noted that at this point the FM will remain as is.

Irwin added, "With a legendary AM radio station like WISN plus WLTQ, a strong FM AC contender, and a winning staff, this really is a terrific opportunity."

Said VP/GM Steve Downes, "I've found the PD job to be one of the hardest jobs to fill. You have to find someone who has the experience, the track record, and the personal dynamics that fit in with the organization you have. Bob's professional talents and personal character are consistent with the high standards we pride ourselves in here at both stations."

Prior to joining KVUU, Irwin had worked as an air personality at KOIL/Omaha and in Denver at KIMN and KPPL. He is replaced in Colorado Springs by Dan Jackson, who had been programming sister AM KSSS and will now become OM for the pair.

## JONES GSM

### WDJY Sets New Sales Team

Zemira Jones, former GM at United Broadcasting's WRQC/Cleveland, has joined the company's sister Black/Urban outlet WDJY/Washington as General Sales Manager. In addition, 12-year WDJY veteran Jack Wamsley has moved up to National Sales Manager and Senior Account Executive Vincent Mickens has been appointed Local Sales Manager.

Jones commented, "To me, this is a great promotion to a top ten market, which is also my home town."

## Ferguson

Continued from Page 3

In other developments, UPI has added 37 editorial positions and opened six new bureaus. By mid-September previously closed bureaus will be reopened in the Ohio cities of Dayton, Akron, and Youngstown, as well as in Roanoke, VA and Charlotte, NC. Persian Gulf coverage will be bolstered by a new bureau in Bahrain.

"This expansion is a strong sign of the commitment to UPI's news report," said McCrohon. "We have begun to add staff in a strategic manner to meet longstanding news needs and offer better service to our subscribers."

4/R&R FRIDAY, AUGUST 22, 1986



Gary Rozynek

## RANKIN LSM

### Rozynek GSM AT WAVA

Upon taking over WAVA/Washington from Doubleday last week, Emmis Broadcasting immediately transferred ten-month WENS/Indianapolis GSM Gary Rozynek to the CHR outlet in the same post, filling a longtime vacancy.

Rozynek, who previously had been LSM at WENS for five years, said, "Basically, when Emmis took over this station we got a winning situation. It's nice having what we consider to be a dominant CHR station. (GM) Alan Goodman has built a great team here. The only thing I'll be doing is implementing the Emmis philosophy: 'Success through intensity and integrity.'"

Meanwhile, Mary Rankin is returning to WAVA as Local Sales Manager, a position she vacated two years ago to join WVY/Jacksonville. Rounding out the leadership of WAVA's eight-person sales operation is National Sales Manager Barry Smith, a holdover from Doubleday.

## Trigony

Continued from Page 1 told R&R, "because the time I've spent with Viacom and KIKK have been the happiest personal business years I've ever had. It's been rewarding to work here, but I guess I got the itch to do more."

Looking ahead, Trigony continued, "Cox has great facilities in great markets, and there's a lot of opportunities in the radio division to make it better. My goal is to get the best people to make this the best radio division anywhere, and I'm not going to stop until I do it. The beauty of Cox is that I can achieve my goal of running a radio division and still live in a lovely city like Atlanta."

President Walter Liss Jr. said, "Nick has extensive management experience in major radio markets, bringing to Cox a strong record for heading our 12 AM and FM stations. We are confident he will extend his successful record as Exec. VP of our important radio group."

The Cox radio group includes KFI & KOST/Los Angeles, WCKG/Chicago, WTRK/Philadelphia, WIOD & WAI/Atlanta, WSB-AM & FM/Atlanta, WSOC-AM & FM/Charlotte, and WHIO-AM & FM/Dayton.

## Paleveda Directs WMIL's Operations

Tom Paleveda has been named Operations Director at Sundance Broadcasting's WMIL/Milwaukee, while at the same time, Margaret Ody becomes PD at sister AM WOKY.

Paleveda was Programming Assistant at WMIL, and was previously Promotions Director and acting PD at WYYY/Syracuse. WOKY & WMIL GM Doug Kiel commented, "Tom has great radio instincts and training and will insure WMIL's position as the most listened-to Country music station in Wisconsin."

Paleveda commented, "It's a great company, full of very talented people, and we have exciting plans to increase our domination of the Country format in Milwaukee."

Ody was Assistant PD and mid-day host at WOKY and previously worked at the Satellite Music Network. Kiel said, "WOKY is the leading station in the Big Band-MOR format in America, and Margaret will help us because she really understands that music."

Ody added, "At WOKY we're fortunate to have a positive attitude with winning people in place, and we'll continue to grow."

## McKay OM At WZEZ

Twelve-year Easy Listening programmer Dave McKay has been named Operations Manager at WZEZ (EZ-93)/Nashville. He recently joined the station after moving from KQWT/Phoenix following a format/call letter change to AC KOY-FM.

WZEZ GM Dave Thomas commented, "McKay is one of the best in the country to program this format. We looked all over for the best person for the job, and finally found him. We feel very fortunate to have him join us, and we're glad KQWT decided to rock."

McKay told R&R, "I'm very pleased to be here, South Central Broadcasting is an outstanding organization. It's very good to have an opportunity to work for Dave Thomas, and I'm fortunate to find a place where they are going to allow me to do what I want to do." Prior to his year at KQWT, McKay spent eight years at WWBA/Tampa-St. Petersburg.

## Pazdernik

Continued from Page 3

wired to that market and community, and who is committed to the city."

Pazdernik had been WCZY's VP/GSM for the past year, having joined the stations as GSM in 1984. During her eight years with Torbet, she served as an AE from 1976-79, and five more as VP/Detroit Regional Manager. Pazdernik also was worked for Leo Burnett Co. and J. Walter Thompson.

## GOLDBERG NSM

### Crocker Upped To GSM At KSHE

As KSHE/St. Louis GSM Rick Dames leaves to become VP/GM of co-owned WHN/New York, the Emmis AOR has upped Local Sales Manager Pat Crocker to GSM and Regional Sales Manager Barry Goldberg to National Sales Manager.

Crocker has been with KSHE two-and-a-half years, the last year and a half as LSM. He told R&R, "I look forward to carrying on the great work that my predecessor accomplished."

## KRQX & KZEW Appoint

### Massucci GSM

KRQX & KZEW/Dallas Local Sales Manager Marilyn Massucci has been named GSM of the Belo Gold/AOR combo. She succeeds Paul Jacobs, who joins neighboring Christian outlet KLTU as GM (see separate story Page 1).

Massucci has been with the stations for four years, starting as an AE when KRQX was News/Talk WFAA. She switched to KZEW in 1983 and was named LSM for the combo in January 1985. Prior to joining Belo, she had been OM of WJOL/Pittsburgh, served in various programming/music capacities for KMGC/Dallas, and been a buyer for a Dallas agency.

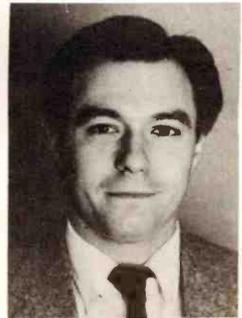
KRQX & KZEW VP/GM Gene Boivin commented, "She's an extremely strong person, she has an excellent knowledge of the format and market, and understands how the station's departments interact."

Massucci told R&R, "I'm glad the door is open for me to do more for the sales staff and our national rep. I want to make an already superb sales staff even better and keep this a fun place to work."

## DeBoskey GSM At KYXY

Twenty-year radio sales veteran Mark DeBoskey is the new GSM at Parker Broadcasting AC outlet KYXY/San Diego, reporting to recently named VP/GM Jim Price. The GSM post had been vacant for several months since the departure of Allan Stelmach, during which time KYXY switched rep firms from Torbet to HNHW.

DeBoskey returns to San Diego after a one-year GM stint at AC KKNV/Fresno. He had worked eight years at KBZT, four years each as GSM and GM. He has also worked in sales at Crosstown KSDO & KEZL and at KEZY/Anaheim. Said DeBoskey, "Although KYXY has been undersold in terms of the use of its strength, there's a good core sales staff here. I know the Parkers are committing to a growing chain, but they've got to get this station back where it belongs. Jim will do that, and it'll be my job to convert that to dollars."



Pat Crocker

Goldberg, a seven-year station veteran, said, "I'm excited to be back in national sales representing the top station in St. Louis."

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# DARYL HALL

BARES ALL "THREE HEARTS"  
THE MAN...THE MUSIC...AND THE HAPPY ENDING MACHINE ON

## ROCK STARS

THE TIMOTHY WHITE INTERVIEW  
LABOR DAY WEEKEND



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## NEWS IN BRIEF

● **RUSS EGAN** is the new Operations Manager at **WIIN & WFPG**/Atlantic City and PD at **WIIN**, where he does PM drive. Upped to News Director is **CARLA CONTENTO-KENNEY**, while **LISA CERNY** moves from nights to middays and **GREG GASTON** steps up to Assistant Sports Director. **WFPG** Morning Host **ALAN KEITH** was named **WFPG's** MD/Promotion Director.

● Former **KHIT** and **Q96/Seattle** personality **MORRY SHANAHAN** has joined **ZMFM 91/Wellington, New Zealand** as PD. His new morning crew includes **Mark Kennedy**, **Pauline Gillespie** and **Herb Gardiner**.

● **LORETTA UCELLI** has been named VP/Public Affairs & Communications of the **National Association of Broadcasters**. She most recently was Director of Communications for the **American Federation of Government Employees** in Washington, and previously worked at **KDKA/Pittsburgh**; **WCLG/Morgantown, WV**; and **WNEW-TV/New York**.

● **RAY MASSIE** has joined **WYNK-AM & FM/Baton Rouge** as PD. He was formerly PD at **WSFM/Harrisburg, PA**.

● **RON LYON** is the new PD and afternoon drive personality at **WJBI/Hyde Park, NY**. He was ND for the station for two years, and his new position will include the continued development and management of the News Department.

● **GARY WEISS** will be President/GM of new **Metroplex** stations **WKIX & WYLT/Raleigh-Durham**, following the expected September 4 FCC approval of the acquisitions. Weiss is currently GSM of **WHBO & WNLT/Tampa-St. Petersburg**.

● **EVAN PACE** has been appointed A&R Director for **Motown Records**, where he will be responsible for new talent acquisition and assist in artist development of creative projects. Pace most recently operated his own artist management company, and was previously associated with **MCA Records**, **Chappell Music**, and **Ariola Records**.



William Shriftman

● **WILLIAM H. SHRIFTMAN** has been appointed VP/Finance & Business Affairs of the **Gannett Radio Division** after five years as Sr. VP/Finance & Administration of the **Radio Advertising Bureau**. He succeeds **DON TROUTT**, now VP/GM of recent Gannett acquisitions **KCMO & KBKC/Kansas City**.

● **WTRG/RALEIGH**, owned by **Capitol Broadcasting**, signed on August 14 with a Gold format. The PD is **Gary Mitchell**, formerly of **KWK/St. Louis**.

### EMI

Continued from 3

recently voted our Promotion Man of the Year for the best AOR performance in the field, which makes him the ideal man to take over **Tony Smith's** responsibilities. It is with deep regret that I bid farewell to **Don Wasley**. His experience and his valued contributions to **EMI America** will be missed. I wish **Don** every success in his new career."

**Wasley** joined **EMI America** in 1982 and had been National Singles Promotion Director since December 1985. He has been named Director/Marketing & Promotions for **LA Gear**, a Los Angeles athletic shoe firm.

Commenting on his move, **Wasley** said, "Obviously, this was a difficult decision for me to make. On the one hand I've been presented with a fantastic career opportunity that provides me and my family with comfort and security, but I can't just walk away from my first love without wishing a fond and heartfelt farewell to all my friends in the industry who have supported me these past 16 years."



Jeff Mazzei

● **JEFF MAZZEI** has been appointed Music Director at **WCBS-FM/New York**. Before joining the Programming Department at **WCBS-FM** in 1985, **Mazzei** was Assistant PD at **WYNY/New York**.

● **VAN EDWARDS (TESKY)** is appointed Production Director at **WCXR/Washington**. Also at **WCXR**, **BILL O'BRIEN (BRIGHAM)** joins for overnights from **WHAG/Hagerstown** and **WIYY/Baltimore**. **Chuck Cordell** exits as Production Director, and new parttimers are **Mark Alan Bliggs** from **Channel 4** and **Devon Kane** from **WMJR/Manassas**.

### Sydney

Continued from Page 3

**Sydney**, "I'm extremely happy to be back at **PolyGram**, and look forward to working with **Dick Asher** and the opportunities that lie ahead."

**Sydney** previously worked for **PolyGram** as Director/Legal & Business Affairs from 1981-85, when he joined **Universal Studios** as VP/Music Business Affairs.

### Bibbs

Continued from Page 3

the concept of promoting from within. **David** and I have been working closely together for some time in preparation for this. But what excites me most now is to have the rare opportunity, in this often volatile business, to build on and execute specific plans to further the station's growth over a number of years, and to know that I will be here to see them through to fruition."

## Emmerson President Of RCA Red Seal

**Michael Emmerson** has been appointed President of **RCA Red Seal**, overseeing worldwide operations of the classical division. He will be based at **RCA/Ariola's** headquarters in **New York**.

**RCA/Ariola** President **Elliot Goldman** commented, "Michael's extensive experience with and knowledge of classical music and of its very special worldwide market made him a natural candidate. His unique understanding of the **Red Seal** operation and its potential convinced me he was an excellent choice for the job."

**Emmerson** has been President of **London Artists**, an international artist management firm based in



Michael Emmerson

**London**, since 1973. He has also worked in concert promotion, served as Secretary of the **Ulster Theatre Trust**, founded and directed the **Newcastle-Upon-Tyne Festival**, and ran the **Belfast Festival** in **Northern Ireland** for eight years.

### Horner

Continued from Page 3

**Horner** said there were no plans to adjust the format: "We will most certainly be a force in the market as an AOR station."

**Horner's** 15 years in radio include various sales positions with **KING/Seattle**, including **GSM**, from 1976-82; and VP/GM of **Sandusky's KJZZ & KZAM/Seattle**, which became **KSLY-AM & FM**. In April 1986 he became President of **Fairwest**, whose planned merger with **Hicks Communications Group** (to be called **Capstar**) fell through. **Horner** retains a part-ownership of **WZPL/Indianapolis**.

"He's a worse golfer than I am," **Legacy VP Doug Brown** quipped, adding, "Dana is an acknowledged overachiever in the industry. During his years with **Sandusky**, one of the best rock 'n' roll companies in America, he had excellent exposure to some very fine AOR and rock programming."

As for speculation that **WLLZ** may sign ex-**WMMS/Cleveland** **OM John Gorman** as consultant, both **Horner** and **Brown** acknowledged that **WLLZ** is currently talking with a number of consultants, but no decision has been made yet.

### Watson

Continued from Page 3

**atle**, **WNCL/Columbus**, and **KQEO & KZZX/Albuquerque**. **Watson** has also been Exec. VP with ratings consultant **Balon & Associates** and worked on-air at **San Francisco** stations **K101** and **KSFX** and **KKDJ/Los Angeles**.

**GM John Levitt** remarked, "Joe did a good job bringing **KEZR** to where we are now, but we now have a window of opportunity to pull away from the pack. We feel **Tom** has the major market and format experience to take us that next step."

**Watson** told **R&R**, "KEZR is a long-established AC in the **Bay Area**, known for its **Easy Rock** format. There've been several excellent programming predecessors, and I'm looking forward to taking **KEZR** to the next level of programming and ratings success. **Alta** partners **Jim** and **John Levitt** are brilliant businessmen and broadcasters, and with their support there's no reason why **KEZR** can't be the dominant AC station in the **South Bay**."

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WESTWOOD ONE RADIO NETWORKS PRESENT

# DON JOHNSON

OFF THE RECORD

*with*

MARY TURNER

A ONE-HOUR EXCLUSIVE  
INTERVIEW AND PREVIEW  
OF HIS GREAT NEW ALBUM!

Don Johnson recently went into a studio in Miami and recorded "*Heartbeat*," his first album for Epic. He invited some of his friends to play on the record as well. They include Ron Wood, Stevie Ray Vaughan, Bonnie Raitt and Willie Nelson, to name just a few.

Westwood One is proud to present an exclusive, penetrating interview with Don Johnson conducted by Mary Turner. This special one-hour conversation will include cuts from *Heartbeat* as well as Don talking candidly about his life and his music. The program is available in the one-hour format as well as in 10 short-feature segments.

To lock up exclusive rights in your market contact your Westwood One Station Relations Representative at (213) 204-5000 or Telex 4996015 WWONE.



WESTWOOD ONE  
RADIO NETWORKS



**TRANSACTIONS AT A GLANCE**

**Transactions So Far in 1986: \$1,575,980,000  
This Week's Transactions: \$35,630,000**

- KISS/San Antonio \$13,300,000
- WLEV/Easton, PA \$6,300,000
- KGLD & KWKST, Louis \$6,100,000
- WBGA & WGIB/Brunswick, GA and WTJS & WKIR/Jackson, TN \$4,000,000
- WTIP & WVSRI/Charleston, WV \$3,250,000
- KFMZ/Maurice, LA \$640,000
- KNNN/Salina, KS \$600,000
- WCSJ-AM & FM/Morris, IL \$600,000
- KMFO/Aptos-Capitola, CA \$500,000
- KRZI/Waco, TX \$340,000

**Noble Spree Continues  
With KISS Purchase**

**TRANSACTIONS**

**KISS/SAN ANTONIO**  
PRICE: \$13.3 million in cash and other considerations  
BUYER: Noble Broadcast Group, John Lynch, President. It also operates XETRA-AM & FM/San Diego, WRSC & WQWKS/Sate College, PA; WRCZ/Hershey, PA; WEAN & WLLTions Ltd.; Thomas Paken, general partner.  
DIAL POSITION: 1580 KHZ  
SELLER: Sound Communications Corp., Frank Stisser, President  
POWER: 1 kw days/500 watts nights  
FORMAT: AOR

**WLEV/EASTON, PA**  
PRICE: \$6.3 million  
BUYER: Eastern Broadcasting, Roger Neuhoff, President. It also owns all Jr. owner. He is the station's Program Director.  
BUYER: KRZI, Inc., Van Doren Good-PRICE: \$340,000  
PRICE: \$340,000  
BUYER: KRZI, Inc., Van Doren Good-PRICE: \$600,000, including a \$100,000 noncomplete agreement  
SELLER: Midwest Broadcasting, Inc., Roger Coleman, owner  
SELLER: Grundy Communications, Inc., John Robinson, President  
DIAL POSITION: 1550 KHZ, 104.7 MHz  
POWER: 250 watts daytime; 6.6 kw at 210 feet, with a construction permit to expand to 40 kw  
FORMAT: AC, Country  
BROKER: Burt Sherwood, Inc.

**WCSJ-AM & FM/MORRIS, IL**  
PRICE: \$600,000, including a \$100,000 noncomplete agreement  
SELLER: Compass Communica-tions, a general partnership of Compas Communications, Inc., H.P. Stane, President, and Curran-Victor Management, Ltd., Dawn Curran and Herb Victor, managing partners.  
Compass also owns KSSS & KVUU/MHz  
POWER: 250 watts daytime; 6.6 kw at 210 feet, with a construction permit to expand to 40 kw  
FORMAT: AC, Country  
BROKER: Burt Sherwood, Inc.

**KMFO/SANTA CRUZ (APTOS-CAPITOLA), CA**  
PRICE: \$500,000  
BUYER: KMFO Radio, Inc., Chester Tar, Christopher Murray, Norman Stone, and C&C Communications, Inc., also own partners. They also own ready a minority partner in the station.  
BUYER: Sharon Ledoux, who is a partner.  
PRICE: \$640,000  
BUYER: Sharon Ledoux, who is a partner.  
SELLER: Maurice Broadcasting, Simla Ellis, majority owner.  
DIAL POSITION: 106.3 MHz  
POWER: 5 kw at 500 feet  
FORMAT: Urban Contemporary

**WESTERLY BROADCASTING CO.**

**of Rhode Island**

*has acquired*

**WCMC-AM/WNBR-FM**

**Wildwood, New Jersey**

*from*

**Jersey Cape Broadcasting Corp.**

**\$1,800,000**

**Our Associate Ron Hickman initiated the transaction and assisted in negotiations.**

**Ronald L. Hickman**

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**KNNN/SALINA, KS**  
PRICE: \$600,000, comprising \$350,000 cash, the remainder in notes.  
BUYER: KFRM, Inc., James Ingstad, owner. He also owns KNUU & KXLP/ New Ulm, MN; KWAD & KKWFW-Wadena, MN; and KOVC & KKVJ/Valley City, ND.  
SELLER: Compass Communica-tions, a general partnership of Compas Communications, Inc., H.P. Stane, President, and Curran-Victor Management, Ltd., Dawn Curran and Herb Victor, managing partners.  
Compass also owns KSSS & KVUU/MHz  
POWER: 250 watts daytime; 6.6 kw at 210 feet, with a construction permit to expand to 40 kw  
FORMAT: AC, Country  
BROKER: Blackburn & Co.

**KGLD & KWKST, LOUIS**  
PRICE: \$6.1 million  
BUYER: Chase Broadcasting Co. of St. Louis, Roger M. Freedman, Chairman/CEO, President of Chase Broadcast Group is Perry Ury, Parent Broadcast Communications Corp. also owns WTC-AM & FM/Hartford and WSR-AM & FM/Stamford, CT.  
SELLER: Robinson Broadcasting, principals Thomas J. Embrescia, Larry Pollock, and Larry J.B. Robinson, MHz  
DIAL POSITION: 1380 KHZ; 106.5 MHz  
POWER: 5 kw days/1 kw nights; 39 kw at 560 feet  
FORMAT: Oldies, CHR  
BROKER: H.B. La Rue

**WTP & WVSRI/CHARLESTON, WV**  
PRICE: \$3.25 million  
BUYER: Ardman Broadcasting, Inc., Myer Feldman, owner. It also owns KBCO & KCKN/Roswell, NM and has interests in WSSH/Boston and WLAM & WKZS/Lewisville, ME.  
SELLER: Beasley Broadcasting, George Beasley, owner. It also owns WMOO & WBLX/Mobile; WFAI/Fayetteville, NC; WRAC/Augusta, GA; WDMT/Cleveland; WWMO/Riversideville, NC; WYNG/Evanville, IN; WXTU/Philadelphia; WKML/Lumber-ton, NC; WFTC & WRNS/Kinston, NC; WLAT & WYAV/Conway, SC; KFM/D/Pella, IA; and WCJX/Miami, MHz  
POWER: 1 kw; 50 kw at 420 feet  
FORMAT: AC  
BROKER: Cecil Richards, Inc.

**ALBUQUERQUE, NM KAZQ (new station)**  
Columbus, GA WEIZ to WDAK (8/29)  
Eloy, AR KKAJ to KXMK (8/25)  
Gainesville, FL WMGI to WDVH (8/11)  
Glens Falls, NY WNIO to WAYI (8/10)  
Hanover, NH WTSL (new)  
Hilton Head Island, SC WHHR to WHHR-FM (8/25)  
Hilton Head Island, SC WHHO to WHHR (8/25)  
Jefferson, GA WEEG to WBKZ (8/30)  
DIAL POSITION: 1440 KHZ; 100.7 MHz and 1390 KHZ; 104.1 MHz  
POWER: 5 kw days/1 kw nights; 100 kw at 450 feet; and 5 kw days/1 kw nights; 100 kw at 655 feet  
FORMAT: Oldies, Country and -AC, Country  
BROKER: Blackburn & Co.

**LOS ALAMOS, NM KPZA to KBOM (8/19)**  
Midvale, CA KHOT to KQMD (8/19)  
Marshfield, IA KFJB to KMGT (8/19)  
Moab, UT KMOR to KCMY (8/25)  
Muncy, PA WKJR to WTPS (8/17)  
Orangeburg, SC WTCB (remains signed)  
Earl, MS WKKE to WJNT (8/18)  
Rocky Mount, NC WFMA to WTRG (8/14)  
San Francisco KFRC to KMMS (8/18)  
San Francisco KBLX to KBLX-FM (8/13)  
San Francisco KRE to KBLX (8/25)  
Santa Rosa, CA KOTE to KWFN (8/25)  
Wildwood, NJ WNBR to WZXL (8/25)  
Williamsburg, VA WOSF to WMBO (8/14)  
Yakima, WA KAJR to KZTA (8/14)

**CALL SIGN CHANGES**

**ALBUQUERQUE, NM KAZQ (new station)**  
Columbus, GA WEIZ to WDAK (8/29)  
Eloy, AR KKAJ to KXMK (8/25)  
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FORMAT: Oldies, Country and -AC, Country  
BROKER: Blackburn & Co.



WESTWOOD ONE RADIO NETWORKS PRESENT

Stevie Nicks

**SUPERSTAR CONCERT SERIES**

is proud to invite you and your listeners to rock a little with Stevie Nicks in an exclusive show airing the weekend of Saturday, September 6 on more than 400 Westwood One Radio Network affiliates throughout North America. The set was recorded by Westwood One's mobile studios during Stevie's current Westwood One/Sun Country Cooler-sponsored *Rock A Little* tour of the States, and features her emotionally-charged performances of solo smashes including "Stop Dragging My Heart Around," "Edge Of Seventeen," "Leather & Lace," "Stand Back," "Talk To Me" and "I Can't Wait." Also featured are the Nicks-penned Fleetwood Mac hits "Dreams" and "Rhiannon," and a cover of Tom Petty & The Heartbreakers' "I Need To Know." Stevie Nicks on the *Superstar Concert Series* — get ready to rock a lot! For more info about the most listened-to concert series on radio, contact your Westwood One Station Relations Representative at (213) 204-5000 or Telex 4996015 WWONE.



WESTWOOD ONE  
RADIO NETWORKS

# Public Interest Groups Push For Five-Year Holding Rule

# Reliance Wins Long Battle For Blair Control

MACFADDEN GIVES UP

Public interest groups in Washington, DC are threatening to bring to a halt the boom in broadcast station trading by demanding, in a petition filed with the FCC last week, that the Commission reinstate its old anti-trafficating rules.

Those regulations, eliminated in 1982, required that owners hold stations for three years before selling at a profit. Elimination of the holding requirement has been credited, in part, with fueling the recent surge in station trading. According to industry figures, more than \$30 billion in broadcast properties have changed hands in the past four years.

The anti-trafficating petition was filed by the Office of Communication of the United Church of Christ, Action for Children's Television, and the Legal and Education Fund of the National Organization for Women. If they succeed, the resulting rules would be even more onerous than the former ones: the petitioners are asking for a five-year holding period.

FCC Denial Sets Stage For Court Fight  
Officials of the organizations, however, say their petition is a mere formality, since they readily acknowledge that a majority of FCC officials continue to support the open market-place over stringent regulation.

Anticipating an FCC denial, the petitioners believe the real battle will be waged in the courts and Congress. "We're just going to start the ball rolling," said Andrew Schwartzman, a public interest attorney who helped craft the petition. "This should not be viewed in isolation."

Profit Motive Hit  
In the petition, the public interest groups range against abolition of both three-year rule as "mistaken in both policy and law."  
"The Commission in its 1982 action has thus fused together the notion of trafficating in licenses and serving the public interest. The trafficker, by definition, is not seeking to act as a public trustee; he is in broadcast station for the money — a period," the petition charged.

25% Of Stations Held Under Three Years  
The petition added that the absence of anti-trafficating rules promotes instability in broadcasting. It pointed to the results of a recent FCC study showing that, since the holding period was killed, 25% of the 4,359 TV and radio stations sold had been held less than three years. In that same period, 45% of all commercial stations changed hands, according to the report.

Industry Split?  
According to some sources, the filing of last week's petition deepens a widening rift in the industry between those who applaud the recently-released free market forces and those who believe the essential character of broadcasting has been marred.

Trading Slowdown Sought  
"We are seeing a building and broad-based concern about the impact of deregulation," said Schwartzman. He predicted that, by the time the FCC or the courts act on the anti-trafficating petition, industry support will have blossomed.

Meanwhile, Back On Capitol Hill . . .  
Reimposed trafficating limits already enjoy a measure of support in some circles. FCC Commissioner Jim Quello, a former radio broadcaster, has expressed strong concern about the impact of station turnover on the industry. It was his request that prompted the FCC trafficating study earlier this year.

Silent Support Discerned  
However, some people have identified a growing, but silent, faction in Congress. "I think it is a number of recent policy decisions, we've anticipated an FCC denial, the petitioners believe the real battle will be waged in the courts and Congress."

Capital Seeks Financial  
The subsidiary, Financial Capital Broadcasting Co., has been formed with an eye toward the acquisition of radio stations, according to company officials.  
Rosenthal added that the company is targeting "FM stations with good signals in markets with growth potential." Financial Capital has not yet announced any acquisitions.

Clear Sailing Through 1987  
The bill's dominance, coupled with what could be a protracted battle at the FCC and then in the courts, ensures there'll be no slowdown — at least due to government regulation — in station trading through the end of 1987. "It, as some experts have predicted, the boom runs its course by that time, the effect of the requested rule's changes may well be moot."

Four New FMS Set  
New FM channels allotted by the FCC in the past week include both 100.3 and 103.1 MHz to Quincy, CA; 106.9 MHz to Brookfield, WI; 104.3 MHz to Greenwood, MS; and 92.9 MHz to Marshall, TX.

Local Billing Rises 9.6% In May  
RAB reports that local radio ad revenues swelled by 8.5% this May, compared to the same month in 1985. Based on its analysis of sales in 72 radio markets covering 55% of the American population, RAB says local radio billing is running 7.8% ahead of last year, on a year-to-date basis.

Radio Stations Sell  
RAB added that national spot billing was up 1.4% in April.

Radio Stations Sell  
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Fritz: Focus On Future

Blair & Co.  
The end came last Friday (8/15) when a US appeals court reversed a lower court ruling invalidating the Reliance tender offer for Blair stock. Reliance tender offer for Blair stock will immediately be placed in a voting trust controlled by former Sen. Eugene McCarthy (D-MN) for the expected 60 to 90 days FCC approval of Reliance's longform application will take.

\$365.5 Million Pricetag  
Reliance, a New York investment firm headed by Saul Steinberg, will pay \$365.5 million in cash and securities for the seven million shares of Blair stock tendered — about 90% of outstanding shares.

Hastings Forms Firm  
Veteran broadcaster Gordon Hastings this week announced that he has formed a new company, Hastings Broadcasting Corp., to acquire broadcast properties.

Grossman Joins FG&K  
Frazier, Gross & Kadlec, Inc., the Washington, DC-based communications consulting firm, last week named David Grossman to the post of Director/Planning & Administration.

Radio Nets Post Record Sales Increase  
Revenues for radio networks have blossomed this summer, according to figures for 55 radio markets. The data, collected by RAB and two accounting firms, will include 1984 and 1985 total time sales, plus local and national spot information for each market.

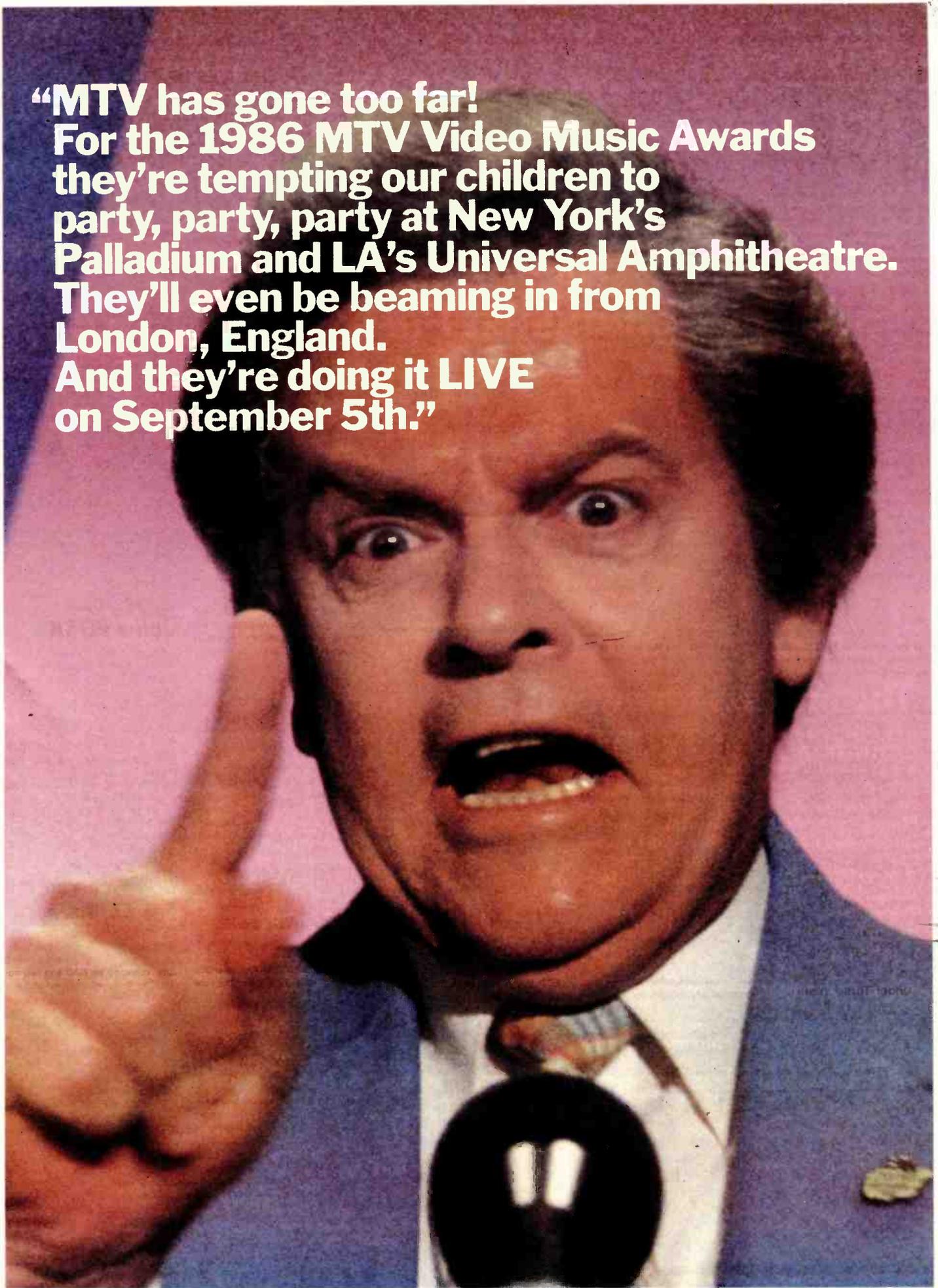
Radio Stations Spin-Off?  
In addition to its radio and television rep businesses, Blair owns eight radio stations. WHND & WZOU/Position, KXIV & KVLD/Dallas, WFLA & WPDS/Tampa, and WIBC & WNAF/Palm Beach. There was no word from the company this week on rumors emanating from Blair that the radio group will be spun off after the Reliance takeover is completed.

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they’re tempting our children to  
party, party, party at New York’s  
Palladium and LA’s Universal Amphitheatre.  
They’ll even be beaming in from  
London, England.  
And they’re doing it LIVE  
on September 5th.”**





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The Monkees  
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Simply Red  
'til tuesday  
Tina Turner  
Van Halen

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Elvira  
Bob Goldthwaite  
Janet Jackson  
Don Johnson  
Jay Leno  
Motley Crue  
Robert Palmer  
David Lee Roth  
Steve Winwood  
Steven Wright

**BEST DIRECTION  
IN A VIDEO**

A-ha  
"Take on Me"  
Pat Benatar  
"Sex as a Weapon"  
Dire Straits  
"Money for Nothing"  
X  
"Burning House of Love"  
ZZ Top  
"Rough Boy"

**BEST  
CHOREOGRAPHY  
IN A VIDEO**

Pat Benatar  
"Sex as a Weapon"  
Morris Day  
"Oak Tree"  
Madonna  
"Dress You Up"  
Madonna  
"Like a Virgin"  
(Live Version)  
Prince and the  
Revolution  
"Raspberry Beret"

**BEST SPECIAL  
EFFECTS IN A VIDEO**

A-ha  
"Take on Me"  
Pat Benatar  
"Sex as a Weapon"  
Dire Straits  
"Money for Nothing"  
X  
"Burning House of Love"  
ZZ Top  
"Rough Boy"

**BEST ART DIRECTION  
IN A VIDEO**

A-ha  
"The Sun Always Shines  
on TV"  
Pat Benatar  
"Sex as a Weapon"  
Dire Straits  
"Money for Nothing"  
Honeymoon Suite  
"Feel it Again"  
ZZ Top  
"Rough Boy"

**BEST EDITING  
IN A VIDEO**

A-ha  
"The Sun Always Shines  
on TV"  
Pat Benatar  
"Sex as a Weapon"  
Dire Straits  
"Money for Nothing"  
X  
"Burning House of Love"  
ZZ Top  
"Rough Boy"

**BEST  
CINEMATOGRAPHY  
IN A VIDEO**

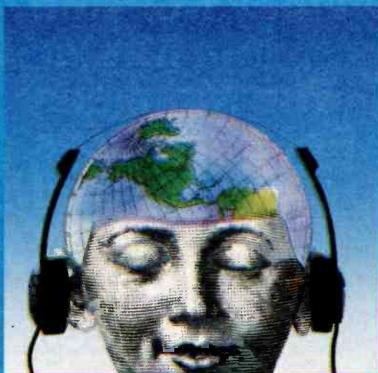
A-ha  
"The Sun Always Shines  
on TV"  
Pat Benatar  
"Sex as a Weapon"  
Joe Walsh  
"The Confessor"  
X  
"Burning House  
of Love"  
ZZ Top  
"Rough Boy"

**MOST  
EXPERIMENTAL  
VIDEO**

A-ha  
"Take on Me"  
Pat Benatar  
"Sex as a Weapon"  
Dire Straits  
"Money for Nothing"  
X  
"Burning House  
of Love"  
ZZ Top  
"Rough Boy"



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**ARBITRON RATINGS**

## MEDIA BOARD CREATED

### Congress Exerts Pressure For More Anti-Drug Abuse Programming

Responding to heightened publicity about epidemic drug abuse in the United States, Congress is seeking to push broadcasters into airing more programming about the dangers of drug use.

Legislation (HR 5335) pending in the House would create a new \$30 million Agency for Substance Abuse Prevention, whose acronym will become ASAP. Last week the House Commerce Committee adopted an amendment by Rep. Tim Wirth (D-CO) to create a 15-member "media advisory board" for the new agency.

Its purpose, said Wirth, is to "assist in the implementation of campaigns aimed at educating the public about problems of drug abuse." The panel would also encourage media to devote ongoing efforts "in the fight against drug abuse."

#### Radio Membership Planned

Board members will come from radio, television, cable, print and advertising. Appointed by the Secretary of Health & Human Services, they'll serve without pay, ex-

"When it comes to making the public aware of a problem, there is no greater resource than this nation's media industries.

—Rep. Tim Wirth

cept for travel and administrative expenses. The board will sunset out of existence within three years, unless renewed by the President.

While the Wirth measure is relatively mild, there appears to be some sentiment in Congress for a more heavy-handed approach, such as requiring broadcasters — particularly the television networks — to air greater amounts of anti-drug material.

Two weeks ago 338 members of the U.S. House signed a letter to the TV networks asking them to increase programming and PSAs against drug abuse.

In his remarks to the Commerce Committee, Wirth praised NAB and broadcasters in general for their programming efforts against drunk driving.

"We must now encourage these kinds of initiatives in the area of drug abuse," said Wirth. "The advisory board would have the unique ability to make coordinated, inter-media recommendations on how to put the media's influence to work in positive ways."

Wirth added, "When it comes to making the public aware of a problem, there is no greater resource than this nation's media industries."

Wirth is Chairman of the House Telecommunications Subcommittee and is currently the Democratic nominee for the Colorado U.S. Senate seat being vacated by Sen. Gary Hart.



**TEAM UP AGAINST DRUGS** — Federal officials recognized NAB last week for its part in "Team Up Against Drugs," a sports drug and alcohol awareness program sponsored by the Drug Enforcement Administration (DEA). Presenting the award to NAB President Eddie Fritts (right) were FBI Director William Webster and DEA Administrator John Lawn.

## KAHN ASKS FCC HEARING

### Motorola Takes Off Gloves Against Kahn

Four years after the FCC authorized AM stereo, the war of words and equipment between the two remaining system proponents, Motorola and Leonard Kahn, only appears to be heating up.

Last week Kahn petitioned the full five-member Commission to schedule an open hearing on his charge that the Motorola C-QUAM system violates its type acceptance by creating interference.

FCC Chief Engineer Thomas Stanley threw out the complaint last month. He said extensive monitoring of 23 C-QUAM stations turned up "no interference or bandwidth problems."

#### Demands Lab Tests

But Kahn last week called monitoring "irrelevant" because FCC rules require laboratory testing of equipment to gain type acceptance.

"Until and unless the rules are changed," Kahn declared, "the staff is not authorized to substitute field tests for laboratory tests."

#### Motorola Comes Out Swinging

Meanwhile, Motorola has apparently dropped its longtime policy of publicly ignoring Kahn, despite intense private irritation with his persistent attacks. The company's latest AM stereo bulletin is laced with criticisms of the inventor.

Said Motorola, "Once again we see a continuation of the clear pattern of Kahn making potentially damaging accusations concerning C-QUAM to a government agency, widely publicizing it during its consideration, and then having it soundly rejected."

#### Cites "Disgusted" Broadcasters

"We are finding more and more broadcasters disgusted with the behavior of Leonard Kahn and his version of the 'marketplace.' Surely there is no doubt that the standard for AM stereo is the Motorola C-QUAM system."

"It seems like AM stereo is fading away — it's certainly not growing."

—Takasumi Asana, Pioneer

Motorola also charged that Kahn's attempts to "slow down the momentum" of C-QUAM have damaged "the revival of the AM industry itself." It called on Kahn stations to switch their allegiance "for the benefit of their companies and for the AM broadcasting industry."

Motorola congratulated KKBQ/Houston and KLAT/Houston for converting from "obsolete" Kahn systems and asked others, "If your station is still broadcasting the kind of AM stereo that can only be heard by two percent of the AM stereo receivers built to date, then don't you think it's time to switch?"

#### Pioneer Drops C-QUAM Sets

However, there's evidence that the critical receiver industry is growing weary of the radio industry's failure to resolve the AM stereo stalemate.

Television Digest reports that Pioneer has abandoned its C-QUAM car radios due to poor consumer demand and the lack of an industry consensus on a transmitting system. Pioneer Marketing VP Takasumi Asana told the newsletter, "It seems like AM stereo is fading away — it's certainly not growing."

## NEWS BRIEFS

### Senate Orders Fairness Doctrine Review

A Senate committee last week added language to the FCC's funding bill ordering the agency to take another look at the Fairness Doctrine, specifically at alternative ways of administering and enforcing the policy.

Following a review last year, the Commission concluded that the doctrine is unworkable, but only Congress has the power to make changes. Based on that finding, a number of groups are appealing the Fairness Doctrine in federal court.

Those groups fear a new review ordered by Congress could result in dismissal of their suit. They'll make a major effort to knock the review provision out of the bill before it becomes law.

The language, which was sponsored by Sen. Fritz Hollings (D-SC), is not contained in the House version of the FCC's budget.

### Mexicans Sitting On AM Pact

The waiting isn't over yet. Mexico still hasn't signed a new AM agreement with the United States, even though negotiations wrapped up over four months ago.

NAB had raised hopes that the pact would be signed in Washington last week during the state visit of Mexican President Miguel de la Madrid. But the President came and went, and still nothing had been done.

NAB President Eddie Fritts met with a top aide to de la Madrid and delivered a letter imploring the Mexicans to take quick action on the treaty. It will enable thousands of daytimers to broadcast for two hours past local sunset. Several hundred daytimers on Mexican clear channels will get fulltime operating authority.

Fritts wrote, "Many broadcasters have bought expensive equipment and hired additional staff in anticipation of the extended hours."

### "Ducting" Among Coastal FMs Addressed

The FCC has dismissed protests to locating a new FM station in San Clemente, CA, based partly on complaints that distant FMs will receive interference owing to a phenomenon known as "ducting."

KKGO/Los Angeles and KCBO/San Diego charged that temperature inversion layers along the coast would cause the new FM signal to travel far beyond its predicted contour.

In okaying the new channel, the Commission noted that the ducting effect is under investigation in another proceeding.

And it added, "We are unaware of any adjacent channel FM interference or complaints of such interference along the Pacific coast due to a ducting effect." Besides, said the Commission, "We believe that the selectivity of the FM receiver is sufficient to avoid interference which may be occasioned by a weaker adjacent channel station."

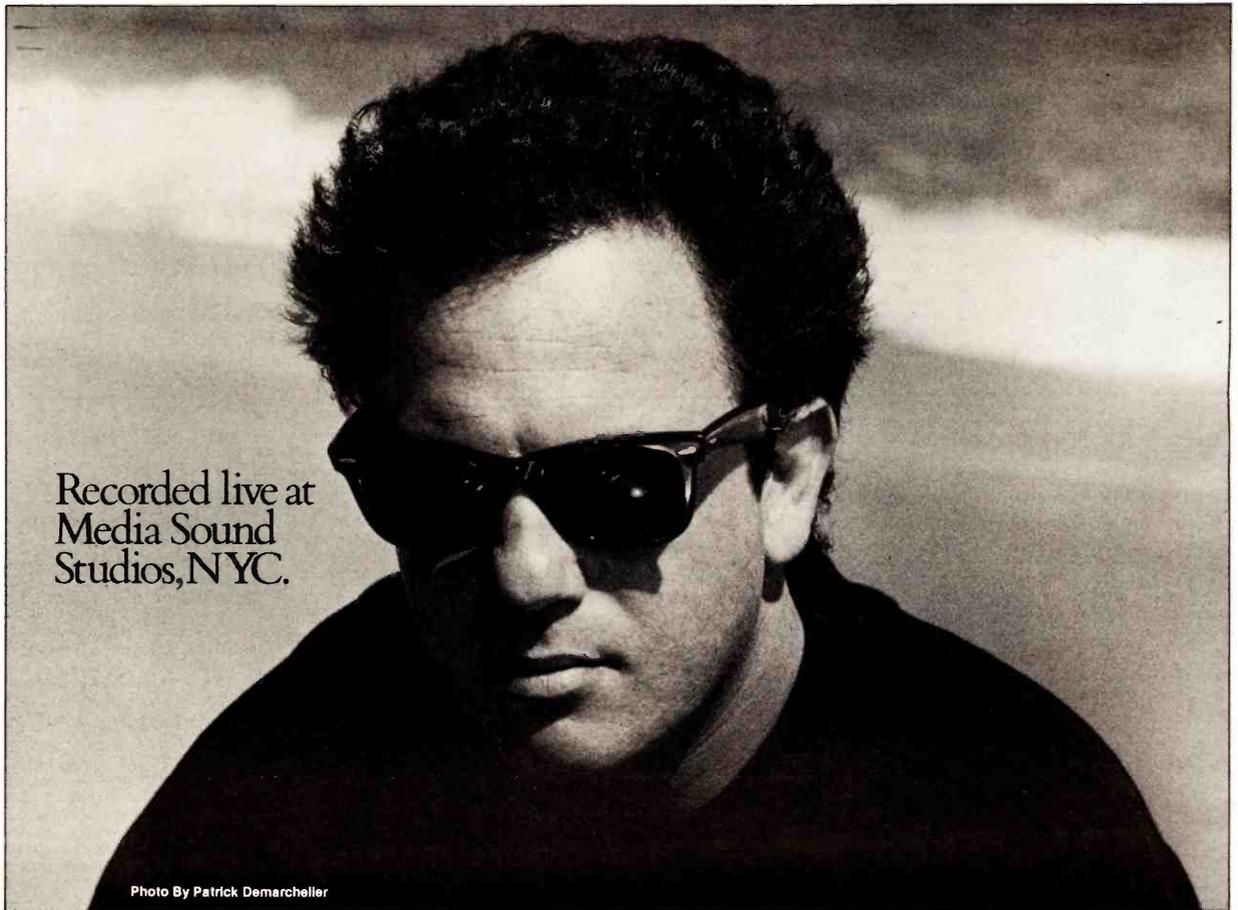


**BINGAMAN BRIEFING** — Sen. Jeff Bingaman (D-NM) spoke to a reception at a monthly meeting of Washington reps sponsored by NAB.

# BILLY JOEL

A VIEW FROM "THE BRIDGE"

THE TIMOTHY WHITE INTERVIEW  
**Labor Day Weekend**



Recorded live at  
Media Sound  
Studios, NYC.

Photo By Patrick Demarcheller

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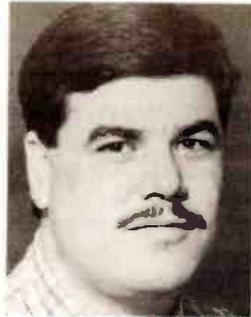


# PRO:MOTIONS

## PROS ON THE LOOSE

Steve Avery — PM drive WQLT/  
Florence, AL (205) 766-4692  
Al Becker — afternoons KRLT/  
Lake Tahoe (916) 544-5424  
Charlie Berger — mornings  
WAPP/New York (201) 337-0371  
Rob Boshard — 7pm-midnight  
KFMY/Provo-Salt Lake City (801)  
226-0213  
Al Brock — PD WRSR/Norfolk  
(804) 468-6697  
Chuck Cordell — Production Di-  
rector WCXR/Washington (703)  
836-0744 or (313) 697-0744  
Jerry Gavin — PD WQFM/Mil-  
waukee (414) 786-4436  
Keith Greer — afternoons/MD  
KFMY/Provo-Salt Lake City (801)  
377-4316  
Stacey Hill — OM/air talent —  
WIIN & WFPG/Atlantic City, NJ  
(609) 641-4476  
Buddy Hollis — Afternoons/  
Nights WLOL/Minneapolis (612)  
780-5726 or (612) 757-1282  
Bob Payne — Assistant PD  
WGRX/Baltimore (301) 484-3485  
Andy Summers — middays,  
KFMY/Salt Lake City (801) 521-  
9696  
Roger Tees — News Director,  
WIIN & WFPG/Atlantic City, NJ  
(609) 652-6764  
Chris Wagner — MD/Afternoons  
WNOP/Cincinnati (513) 661-  
8095  
Bo Weaver — PM drive, WKZL/  
Winston-Salem (919) 760-2435

## MCA Appoints Wooley VP



Gene Wooley

MCA Records names Gene Wooley to the newly created post of VP/Recording & Quality Assurance to oversee the quality of the label's recordings, from delivery to reproduction. For the last two years, Wooley served as the label's Director/Recording & Quality Assurance. Prior to that he was Staff Engineer for Capitol Records for over two years.

## Compass Opens New Offices

Compass Records opens its new Nashville office, with Alice Raleigh as Director/Marketing & Distribution and Regina Raleigh and Connie Cantu heading up the promotion department. The address is 1211 Division Street, Nashville, TN 37203; (615) 726-2046.

## Hopes WZZK GSM



Jim Hopes

Jim Hopes segues to the General Sales Manager slot for WZZK-AM & FM/Birmingham. Hopes was formerly VP/Sales for Scantland Communications.

## Decker Names Palmer Controller



Steven Decker

Steven Decker becomes Controller for Palmer Communications, Inc.'s Radio Division, and Business Manager for WHO & KLYF/Des Moines. Prior to joining PCI in 1984 as WHO's Broadcasting Business Manager/Controller, he was Senior Accountant with Peat, Marwick, Mitchell & Co.

## Sanjek Returns To BMI

Rick Sanjek rejoins BMI as Director of Writer/Public Relations. Sanjek's background includes working for BMI's Writer/Publisher Relations staff, a term as President of Circle South Music Group, a two-year stint in the A&R department of Atlantic Records, and VP slots at First Generation Records and the Drake Music Group. He's also worked as Associate Producer for syndicated specials for the Dick Clark Company, Silver Eagle Productions, and Jeff Simmons Television.

## Nealon VH-1 Exec. Producer

Liz Nealon segues to the Executive Producer slot at VH-1. She joined MTV in 1981 as an Associate Producer/Writer, and most recently served as Senior Producer/Long Form. Prior to joining MTVN she was with CBS Records as Producer/Columbia Special Products.

## Myers CBS Records Carrollton VP

Robert Myers is appointed VP/Carrollton Mfg., CBS Records Operations, after serving as CBS Records Carrollton Plant Manager since 1985. Myers joined CBS in 1981 as Director/Audio & Video Manufacturing, prior to which he was Superintendent of Manufacturing for RCA's Indianapolis-based video-disc operations. He's also held posts with Ford Motor Company and Western Electric.

## Fadal KEGL LSM

Donna Fadal has joined the KEGL/Dallas-Ft. Worth staff as Local Sales Manager. Having been with the station for five years, Fadal previously served as Director of Sales in the hotel industry.

## CHRONICLE

### Born To:

- Heritage Broadcasting President Paul Fiddick and his wife Julie, daughter Hanna Manning, August 12.

- WGOW/Chattanooga PD Garry Mac and his wife Carol, daughter Kellan, July 24.

### Married:

- WFMS/Indianapolis MD/morning man J.D. Cannon, to Melody Kerr, August 9.

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Discover how stations like Z-93 Atlanta and WWNK Cincinnati have harnessed the power of digital music technology to promote themselves... the Digitraks "Power Package." Now with over 20 distinctly different cuts... stingers, sounders, grooves... their ID's... promos cut through the dial like a knife. With the Synclavier, analog & FM synthesizers and top session musicians, Digitraks has produced the most powerful, sophisticated package on the market. If you'd like to hear the clean, crisp highs and solid, firm lows found on the "Power Package" call Marcus Graham for a demonstration tape. Discover Digitraks!

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# WNEW-AM NEW YORK IS CONDUCTING A NATIONAL TALENT SEARCH FOR THE MAKE-BELIEVE BALLROOM

WNEW AM, New York, is kicking off a nationwide talent search for a radio personality to host the historic "Make Believe Ballroom," in the great tradition of William B. Williams and Martin Block.

Finalists will participate in an on-air try-out for this prestigious position. Application deadline: September 1, 1986. No phone calls

accepted. Send tapes and resume to: Quincy McCoy, Program Director, WNEW AM, 655 Third Avenue, New York, NY 10017.

## WNEW 1130 AM

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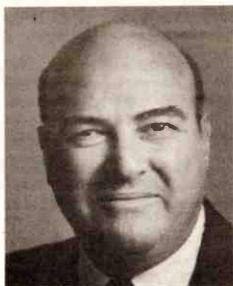
# Arbitron Vs. Birch Vs. Reality

By Allen Klein

What the radio industry needs is a referee to make judgment calls on the information rating research companies make under the heading of listener estimates. Some of the published findings make one wonder if the cover of each report shouldn't bear a skull and crossbones emblem with the warning that the following estimates may be hazardous to the health of the industry.

The sad part is we have become addicted to the rating report, and although we scream and threaten to break the habit as each yearly cost increase is put into effect, stations continue to pay the price in this sado-masochistic relationship.

Agencies, meanwhile, sit on the sidelines urging more information from the research companies. It's



Allen Klein

"We have become addicted to the rating report, and stations continue to pay the price in this sado-masochistic relationship."

easy to do this when it doesn't cost you anything. It's rare to find someone asking for better information. How an advertiser or agency judges the merits of one service or technique as better than another is something we are never told. Media researchers love to see new measurement companies enter the field, as it gives them the opportunity to "reevaluate" the marketplace and justify their jobs and departments. There is nothing wrong with this except they don't pay the bill. Stations willing to pay the bill should first determine if the service is good for radio before they decide if it is good for the station.

In previous analyses we looked at bottom-line audience levels in Arbitron and Birch in Los Angeles for the winter 1986 quarterly report. The difference in findings were very disturbing, if not incredible. A further review of listening by Places of Listening allows additional insight into the

only reports in Car and Other Away From Home figures through special tabulations.

There were other similarities and differences in the findings. Men listening levels were much closer both Home and Away than were women. Away From Home listening for women was much larger in Arbitron, both in number and the percentage of women listening to radio Away From Home. This was consistent throughout each

"We can't really progress when two services publish estimates that are hundreds of thousands of listeners apart for a given daypart in the same survey area."

daypart.

It is vital for the broadcast industry to get a fix on overall listening levels as well as Away From Home

listening. We can't really progress when two services publish estimates that are hundreds of thousands of listeners apart for a given daypart in the same survey area.

Radio's future is tied to its ability to deliver listeners outside the home. Virtually all of radio's competition stops when the individual leaves the confines of the home, but this does radio no good if researchers can't determine the size of this huge audience.

findings of the two services.

The following chart details In Home and Away From Home listening by Monday-Friday drivetime, midday, and nighttime listening for adults/men/women 18+, average quarter-hour estimates. The in-home listening levels are different enough to make one uneasy, but the Away From Home levels are extreme enough to make one very uncomfortable. The question of one's service's figures being higher or lower than the other is unimportant. The question of which service really represents how many people are listening to radio in these different places is vitally important. Birch offers a more detailed look at Home and Away From Home listening than Arbitron. Birch

"Media researchers love to see new measurement companies enter the field. There is nothing wrong with this except they don't pay the bill."

divides "Away" into In Car and Other Places. Birch also shows AM and PM drive separately. These figures were combined to match Arbitron's published figures. Presently, Arbitron

## Los Angeles/Orange Counties/Winter, 1986 In Home & Away From Home Average ¼ Hour Estimates/Monday-Friday

	ARBITRON		BIRCH		ARBITRON DIFFERENCES		
	Home (00)	Away (00)	Home (00)	Away (00)	Home (00)	Away (00)	Total (00)
<b>Adults 18+</b> Drive Time 6am-10am & 3pm-7am	8295 46%	9798 54%	7167 48%	7743 52%	+1128	+2055	+3183
<b>Adults 18+</b> Midday 10am-3pm	6582 35%	12043 65%	6129 38%	10055 62%	+453	+1988	+2441
<b>Adults 18+</b> Nighttime 7pm-midnight	4324 65%	2308 35%	5100 77%	1502 23%	-776	+806	+30
<b>Men 18+</b> Drivetime 6am-10am & 3pm-7pm	3216 37%	5474 63%	3058 39%	4820 61%	+158	+654	+812
<b>Men 18+</b> Midday 10am-3pm	2393 27%	6383 73%	2063 25%	6219 75%	+330	+164	+494
<b>Men 18+</b> Nighttime 7pm-midnight	2044 60%	1371 40%	2605 70%	1114 30%	-561	+257	-304
<b>Women 18+</b> Drivetime 6am-10am & 3pm-7pm	5079 54%	4324 46%	4109 58%	2923 42%	+970	+1401	+2371
<b>Women 18+</b> Midday 10am-3pm	4189 43%	5660 57%	4066 51%	3836 49%	+123	+1824	+1947
<b>Women 18+</b> 7pm-midnight	2280 71%	937 29%	2495 87%	388 13%	-215	+549	+334

**“In Toledo, where we already have a consultant, we pay their monthly fee just to keep them out of the market.”**

**“We know what E. Alvin Davis & Associates can do, and we don't want them across the street, even if it's with a non-format competitor.”**

—John Booth, II/President, Booth American



*“Simply put, we help our clients make more money.”* —E. Alvin Davis

Our commitment is to provide quality consulting services. By design, we have chosen to offer programming and marketing guidance for select clients.

This allows us to tailor individual strategies that consistently improve rating performance.

And while ratings are important, we know they are only one part of the profitability equation. We're dedicated to delivering marketing solutions that maximize profits and control costs. We exhibit fiscal responsibility.

The bottom line is this: We help our clients make money.

**A case in point:  
Booth American**

**Situation:** WLTF-FM/Cleveland had good ratings and excellent billing, but was still the #2 A/C, two points behind its principal competitor.

WIOG-FM/Saginaw faced a dual challenge. The entry of a new CHR competitor and a redefined metro — 85% larger — placed WIOG's 3kw Class A signal at a severe competitive disadvantage.

WZZP-FM/South Bend was sixth in the market with an A/C format. Its 4.7 share lacked rating strength to achieve billing goals.

**Solution:** To meet the competitive challenge, these Booth stations secured the services of E. Alvin Davis & Associates as programming consultant.

**Success:** WLTF became Cleveland's A/C leader and #2 station in a year and a half, moving 4.7 to 7.3.

WIOG forced its competitor out of the format and became Saginaw's #1 station, virtually doubling from 13.6 to 26.6.

WZZP changed format to CHR and debuted second in South Bend in its first book with a 12.1.



*“My family has been in the communications industry for four generations. Our company is successful because we choose as our colleagues and consultants only the best and the brightest. That's why we use E. Alvin Davis & Associates.”*

—John Booth, II, President, Booth American

**When you do something very well, you simply can't do it for everyone.**

For more information, telephone E. Alvin Davis at 513/984-5000.

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**Program Director/On-Air Talent** interested in career advancement, either now or in the future, phone Ted McAllister to schedule an appointment.

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WOKI	WFXX	KOZE
WLRS	KFMN	OK95
	WKSF	

TRACK BREAKER CHART DEBUT 12

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# RATINGS

SPRING '86

## Arbitron Demographic Ranking Trends

### New York

**WHTZ Sweeps Crowns For Teens And Young Adults; WPLJ New 25-54 Leader, Still Runner-up For Young Adults; WRKS Second Place With Teens; WLTW Gains In Older Adults.**

Wi '86	Sp '86	'86 Rank	Wi '86	Sp '86	'86 Rank	Wi '86	Sp '86	'86 Rank	Wi '86	Sp '86	'86 Rank
2	1	WHTZ (CHR)	1	1	WHTZ	1	1	WHTZ	2	1	WPLJ
1	2	WRKS (B/U)	2	2	WPLJ	2	2	WPLJ	3	2	WLTW
3	3	WPLJ (CHR)	3	3	WRKS	3	3	WRKS	1	3	WHTZ
4	4	WBL (B/U)	4	4	WNEW-FM	4	4	WBL	4	4	WCBS-FM
5	5	WAPP (AOR)	5	5	WBL	5	5	WNEW-FM	6	5	WRKS
6	6	WNEW-FM (AOR)	6	6	WXRK	6	6	WLTW	5	6	WBL
7	7	WXRK (AOR)	7	7	WLTW (AC)	7	7	WCBS-FM	8	7	WNEW-FM
11	8	WLIR (AOR)	10	8	WCBS-FM (Gold)	8	8	WXRK	7	8	WINS
19	9	WPIX (AC)	8	9	WYNY (AC)	9	9	WINS (News)	9	9	WXRK
15	10	WBLI (CHR)	11	10	WAPP	10	10	WPIX	18	10	WPAT-FM (B/EZ)

### Los Angeles

**KPWR Grabs Teens, Runner-up With Young Adult As KIIS-FM Retains 18-49 Leadership; KOST Jumps To Top Spot With 25-54; KLVE And KTNQ Make Gains With Adults.**

Wi '86	Sp '86	'86 Rank	Wi '86	Sp '86	'86 Rank	Wi '86	Sp '86	'86 Rank	Wi '86	Sp '86	'86 Rank
3	1	KPWR (B/U)	1	1	KIIS-FM	1	1	KIIS-FM	4	1	KOST
1	2	KROQ (AOR)	2	2	KPWR	4	2	KPWR	1	2	KIIS-FM
2	3	KIIS-FM (CHR)	4	3	KLOS	3	3	KOST	2	3	KRTH-FM
4	4	KDAY (B/U)	3	4	KROQ	6	4	KLOS	5	4	KABC (Talk)
5	5	KKHR (CHR)*	6	5	KOST	2	5	KRTH-FM	6	5	KBIG
9	6	KOST (AC)	7	6	KRTH-FM (Gold)	16	6	KLVE	3	6	KIQQ
6	7	KJLH (B/U)	5	7	KMET	7	7	KROQ	11	7	KTNQ
7	8	KLOS (AOR)	12	8	KLVE (Span)	11	8	KTNQ	17	8	KLVE
12	9	KNAC (AOR)	15	9	KTNQ (Span)	8	9	KIQQ (AC)	10	9	KLOS
8	10	KMET (AOR)	14	10	KKHR	9	10	KBIG (B/EZ)	12	10	KZLA (Ctry)

\* Switched to KNX-FM (AOR)

### Chicago

**WGCI-FM First Choice In 18-34 & 18-49, Runner-up With 25-54; WBXM New Teen Titan; WGN Takes 25-54 Pennant, Makes Gains With 18-49; WLAK Grows With Older Adults.**

Wi '86	Sp '86	'86 Rank	Wi '86	Sp '86	'86 Rank	Wi '86	Sp '86	'86 Rank	Wi '86	Sp '86	'86 Rank
2	1	WBXM (B/U)	2	1	WGCI-FM	1	1	WGCI-FM	2	1	WGN
1	2	WBXM-FM (CHR)	1	2	WLUP	2	2	WLUP	1	2	WGCI-FM
3	3	WGCI-FM (B/U)	4	3	WXRT (AOR)	6	3	WGN (Talk)	8	3	WLUP
4	4	WYTZ (CHR)	3	4	WBXM	3	4	WBXM	3	4	WJMK
7	5	WKQX (AC)	5	5	WKQX	8	5	WCLR	10	5	WLAK
5	6	WLUP (AOR)	8	6	WCLR (AC)	7	6	WXRT	7	6	WCLR
8	7	WFYR (AC)	6	7	WCKG (AOR)	10	7	WLAK	15	7	WFYR
13	8	WLS (CHR)	13	8	WFYR	4	8	WJMK	11	8	WXRT
6	9	WRXR (AC)	7	9	WJMK (Gold)	15	9	WFYR	9	9	WLOO (B/EZ)
9	10	WVXX (Misc)	10	10	WLAK (AC)	5	10	WKQX	4	10	WBXM

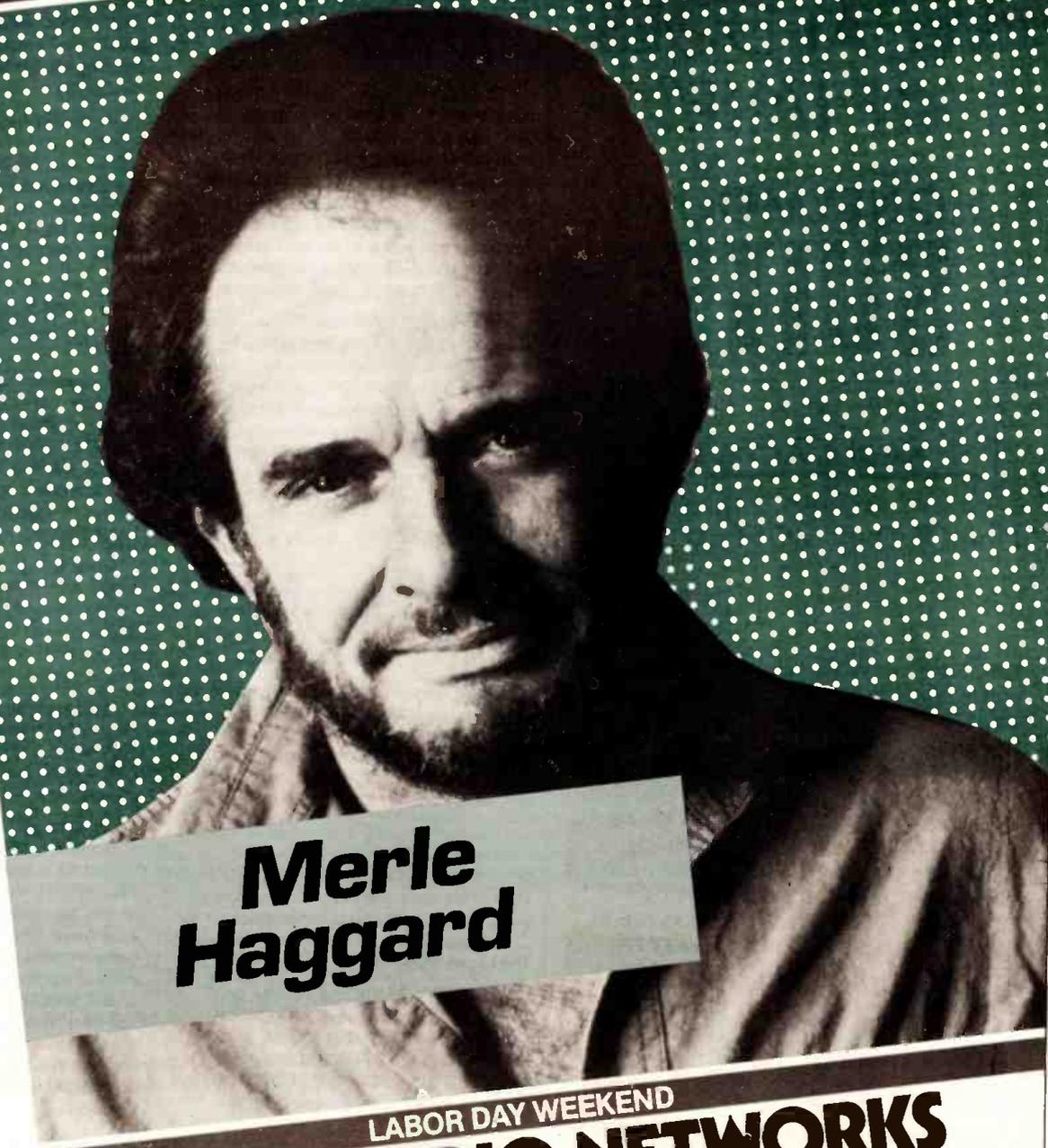
### San Francisco

**KSOL Leads In Teens, 18-34, 18-49; KGO Still First With 25-54, Runner-up With 18-49; KFOG Second Choice In 18-34, Shows Other Adult Growth.**

Wi '86	Sp '86	'86 Rank	Wi '86	Sp '86	'86 Rank	Wi '86	Sp '86	'86 Rank	Wi '86	Sp '86	'86 Rank
2	1	KSOL (B/U)	1	1	KSOL	1	1	KSOL	1	1	KGO
1	2	KMEL (CHR)	5	2	KFOG (AOR)	4	2	KGO (N/T)	3	2	KBBS
4	3	KWSS (CHR)	4	3	KYUU	9	3	KFOG	6	3	KNBR
3	4	KITS (CHR)	7	4	KMEL	10	4	KNBR (Misc)	2	4	KBLX
5	5	KLOK-FM (AC)	3	5	KRQR	2	5	KBLX	4	5	KOIT-FM
6	6	KYUU (AC)	2	6	KBLX (U/A)	3	6	KYUU	8	6	KIOI
13	7	KOME (AOR)	6	7	KIOI (AC)	5	7	KIOI	5	7	KSAN
8	8	KRQR (AOR)	8	8	KLOK-FM	6	8	KOIT-FM	11	8	KFOG
16	9	KSFM (CHR)	11	9	KOME	11	9	KBBS (N/T)	7	9	KYUU
39	10	KBRG (Span)	13	10	KOIT-FM (AC)	7	10	KSAN (Ctry)	—	10	KOFY (Gold)

# MUSIC OF AMERICA

COUNTRY MUSIC IN CONCERT



**Merle  
Haggard**

LABOR DAY WEEKEND

**abc ABC RADIO NETWORKS**

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**KAMINSKY & COMPANY**

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In Part By



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SKILL  
AND A HIT SONG.



# "WHAT DOES IT TAKE" HONEYMOON SUITE

**NEW & ACTIVE**

One Of The "MOST ACTIVE"

WXKS 28-25	WLOL deb-34	KIYS 12-10
WBEN 21-18	Z94 add	KSND 9-7
WKSE 26-20	K104 16-6	KXYQ 26-23
WNYS 16-15	WAMX 20-16	WGUY 9-8
CKOI 37-34	WMJQ 6-5	95XXX 19-16
WCAU 26-24	WGFM add	OK100 18-12
PRO-FM 20-15	WKQB 11-6	KWES add
CFTR 23-22	WSSX 21-15	WHSI 14-12
KRBE 25-24	WNOK 26-23	WBWB 28-22
WRSR 38-36	WKDD 23-18	Y94 1-1
Q105 add	KZIO 19-14	KKXL deb-30
KDWB 33-26	KZ93 25-18	WAZY 7-5
KWK 25-22	KF95 32-23	KGOT 3-2

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MENT FROM THE ALBUM **THE BIG PRIZE** ON  
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24/R&R FRIDAY, AUGUST 22, 1986

## R&R STREET TALK

Rumblings about **RCA RECORDS** being sold are getting the expected "no comment" from executives at both **RCA** and parent **GE**, though the rumor has now advanced to the stage where specific label executives are being mentioned as possible suitors.

Three Toronto men allegedly toppled **CHUM/TORONTO**'s tower on Monday, August 11 because — are you ready? — it interfered with their stereo and TV! The trio was apprehended later the same day and charged with the serious offense of "mischief endangering lives," which carries a minimum penalty of five years and a maximum penalty of life in prison.

The 160-foot tower, which also held the satellite dish for **CHUM-FM**, blocked traffic for more than six hours when its tethering cables were cut and it fell across Toronto's Yonge Street at dawn. **CHUM-FM** was back on air within minutes, but the AM lost power for more than an hour. **CHUM**'s studios and a car dealership across the street were damaged, and the stations' familiar neon sign was destroyed. Fortunately, there were no injuries.

**MUSICLAND RECORDS** has announced a new policy prohibiting its local outlets from reporting sales information to radio stations and trade publications. One insider told ST that, despite a vague corporate explanation, the decision was made because some retailers were found to be hyping sales reports in return for large quantities of albums from record labels. Local sales information can still be obtained, however, by contacting the corporate offices in Minneapolis at (612) 932-7052.

Despite delivering strong adult ratings, four-year **WMZQ-AM & FM/WASHINGTON** VP/GM **FRANK BYRNE** has left the station. Acting GM is **GSM PAUL WILENSKY**.

There were many programming changes this week, including **BILL ROTH**, who's reportedly resigned as PD for **GREATER MEDIA**'s **WMJC/DETROIT**. Since the AC station now has no GM or PD, how does it run? Must be "magic."

You usually know it when you're about to be fired, but not **WRSR/NORFOLK** programmer **AL BROCK**, who was stunned to learn of his termination this week — right after being given a raise and commendation for the CHR's good spring numbers. (See Pros On The Loose, Page 19).

PD **JERRY GAVIN** and morning man **STEVE PALEC** have exited **SHAMROCK COMMUNICATIONS AOR WQFM/MILWAUKEE**. MD **DANA BROWN** is filling in as Acting PD. . . **JEFFREY SCOTT** is leaving **KLAQ/EL PASO** to take on mornings at

**KBPI/DENVER**, where he'll front a team that includes **CHRIS POOLE** and **JOE MYERS**. . . And **JOE FOLGER** will be leaving his MD slot at **KEGL/DALLAS** by the end of the month to open the doors on **PRECISION MUSIC**, a research/consultation firm. Contact him at (214) 751-0530.

PD **TERRY WILSON** is gone from Jazz-formatted **WBBY/COLUMBUS** to pursue freelance marketing and PR for local jazz events. MD/morning man **MIKE PERKINS** is the frontrunner in the replacement contest. Elsewhere in the Buckeye state, AM-er **WNOP/CINCINNATI** has tightened its belt and jazzed a few employees out onto the street — including MD **CHRIS WAGNER** (see Pros On The Loose).

At least one PD is sticking around. Following weeks of searching for his replacement, **WLTF/CLEVELAND**'s **DAVE POPOVICH** has decided to stay and do the job himself. Dave, who will also retain his **WRMR & WLTF OM** post, recently formed **RADIO CONSULTING SERVICES**.

Advance congrats to **JAMES JORDAN**, who we hear is the new National Director/Radio Promotion for **TOMMY BOY RECORDS**.

Indications are that **WBCS/MILWAUKEE** is set to be sold — according to station insiders, at least. The first effects were felt when AM/FM OM **BOB BENES**, Promotion Director **CAROL MAHER**, 1-4pm personality **BOB LOOK**, and two other staffers were let go this week. The stations are part of the **GREAT TRAILS** buyout announced a week ago.

After a long career as morning news anchor and VP/News Director at **WOR/NEW YORK**, former RTNDA chief **LOU ADLER** is stepping down to try his hand at radio program syndication. Lou's first project: his "Medical Journal" series.

Happy to hear that **KFRC/SAN FRANCISCO** is keeping its original call letters, even with the new "Classic MOR" format. Maybe some great things don't have to change.

How do you top giving away 16 Porsches? Try Polynesia. **AOR KLOS/LOS ANGELES** is taking ten winners of a "Sing Your Way To Hawaii" song contest for a week of sun, fun, and live remotes (from 6am-10pm) from Kauai. The station received over 1400 home-made tapes from Kona crooners, making odds of winning 140-1. Also along for the ride is **JOE WALSH**, who'll be the guest jock for AM drive. Walsh is obviously gearing up for a second career in radio — he's fresh from a recent substitute gig filling in for **STEVE DAHL & GARRY MEIER** on **WLUP/CHICAGO** afternoons.

Continued on Page 26

## Great talent's hard to find!

... But it doesn't have to be.

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a magical potion  
"emotion in motion"

**ric ocasek**



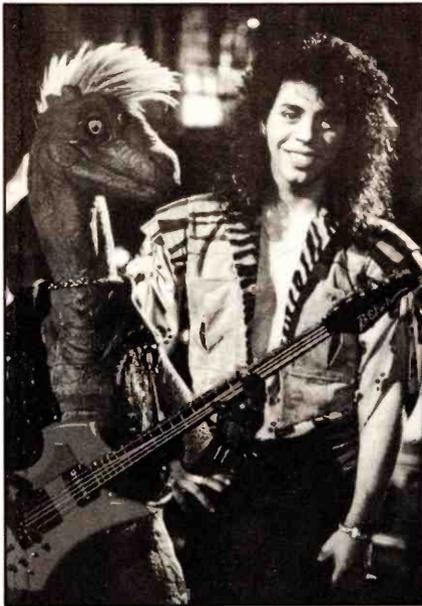
look in this issue of  
radio & records for a copy of  
the new ric ocasek single  
"emotion in motion"

t h e n e w s i n g l e  
from the forthcoming album  
**this side of paradise**

produced by chris hughes, ric ocasek and ross cullum  
management: elliot roberts/jeff kramer for lookout management



# "Luis Cardenas Runaway"



## THE SINGLE

B-72500

FROM THE ALBUM

ST-72200

ANIMAL INSTINCT

### CHR SIGNIFICANT ACTION

<b>WKSE</b>	<b>Q106</b>	<b>KKLS</b>
<b>WERZ</b>	<b>WCKN</b>	<b>99KG</b>
<b>WTLQ</b>	<b>KMGX</b>	<b>KBIM</b>
	<b>WZON</b>	



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## STREET TALK

Continued from Page 24

WRC/WASHINGTON is sponsoring its second annual "Woman Of The Year" contest. All entrants must be over 40, and WRC GM **TED DORF** said the station is interested in highlighting "renaissance women of the '80s who enjoy life and are taking a bite out of it." No swimsuit or evening gown competition in this contest, which is designed to acknowledge outstanding professional, personal, and civic performance and tear down sexist stereotypes. The station is offering \$25,000 in prizes, but no award for congeniality.

Due to some intense organizing by **WPLJ (POWER 95)/NEW YORK**, New York City Major **ED KOCH** has officially proclaimed September 5 "Power Day (New York City)." The observance is in celebration of the anniversary of **THOMAS EDISON** giving light to the Big Apple in 1882.

Lest anyone think **HOWARD STERN'S** dual-city morning show on **WXRK/NEW YORK** and **WYSP/PHILLY** (see Page 3) is a first, it was five years ago that **STEVE DAHL** began his own morning show network. Steve was Dahl-ing it up on both **KROQ/LOS ANGELES** and **WABX/DETROIT** before **WLUP/CHICAGO** let him go, separating him from his satellite.

Lineup for the **SATELLITE MUSIC NETWORK's** hard rock/heavy metal "Z-Rock" channel that debuts Sept. 1: **CRAIG 'KILLER' KILPATRICK** (WYSP/Philadelphia) mornings, **SUSAN EDWARDS** (KTKS/Dallas) noon-4pm, **SAM FREEZE** (KNAC/Long Beach) afternoons, and **WILD BILL EVANS** (ex-KNAC) nights/MD. Markets signed so far include Chicago, Norfolk, Grand Rapids, and the Quad Cities.

After six years, **WXLK/ROANOKE** GM/PD **RUSS BROWN** is leaving for other opportunities; a new GM will be named shortly. **CAT THOMAS** has been named MD, and the search is on for a PD... **WPOC/BALTIMORE** has hired **BRENDA BISSETT** (middays) and **TRISH HENNESSY** (nights), and is seeking their replacements immediately. Send T&Rs or call (301) 366-3693.

Our heartfelt wishes go out to the **RICKY SKAGGS** family. Seven-year-old **ANDREW SKAGGS** was seriously wounded when struck by a bullet allegedly fired by a motorist when the car the boy was riding in passed him on the highway.

Thanks to authoritative sources, we can correct last week's mention about **WOLFMAN JACK's** evening show being his first pre-midnight gig since '68. Those in the know remember Wolfman was hot enough on **KDAY** from 7pm-midnight in the early '70s to tie **KHJ** in the Pulse ratings.

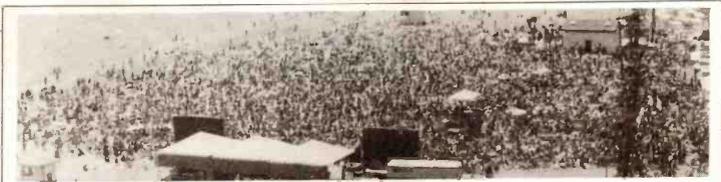
"The Rock 'N Roll Evening News" is coming to late-night weekend TV this fall. Created by veteran producer **ANDY FRIENDLY** ("Entertainment Tonight") and anchored by **KCBS-TV/L.A.** newsman **STEVE KMETKO**, what's billed as "America's first rock news and music showcase" will feature several well-known industry reporters and critics. The show is booked on over 130 stations covering 80% of the country. For more info, call **GAIL ROBERTS** at (213) 934-7765.

**SHANA**, ex-KLOS/Los Angeles mornings, is still in the So. Cal area, now weekendng at **KCAL-FM/SAN BERNARDINO**. . . Look for ex- **WFIL/PHILADELPHIA** PD **HARVEY HOLIDAY** to land on the air at crosstown Gold outlet **WGPR**.

Get-well wishes in Washington to **WMAL** VP/GM **FRED WEINHAUS**, who underwent heart bypass surgery last week, and to **FCC** Commissioner **MIMI DAWSON**, recovering from surgery to repair ligaments torn in a tennis accident.

And hopes for a speedy recovery go to **AOR** **WFBQ/INDIANAPOLIS** morning teammate **BOB KEVOIAN**, who was injured in a car accident August 14.

While new **WHN/NEW YORK** PD **GARY HAVENS** has relocated to New York (see Page 1), his wife, Linda, will remain in Indianapolis, though she's not there much. Linda's a member of professional race car driver **MICHAEL ANDRETTI's** pit crew as a scorer. Gary laughed, "It won't be any different — we don't see each other much now the way it is."



**NOW, THIS IS A PARTY** — The First Annual LA Beach Scene cosponsored by **KIIS-AM & FM/L.A.** attracted over 500,000 people in two days. Among the artists performing were **Stacey Q**, **Level 42**, **Device**, **Missing Persons**, **L.A. Dream Team**, **Andy Taylor**, **Belinda Carlisle**, **El DeBarge**, **S.O.S. Band**, **Art Of Noise**, **icehouse**, **Fire On Blonde**, **Isle Of Man**, **Honeymoon Suite**, **Sparks**, **Animotion**, **Nu Shooz**, **Jemaine Stewart**, **War**, and **the Untouchables**. Shown is an aerial photo of one of the four stages which were in action last weekend.

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**LOVE YOU FOREVER**

FROM THE ALBUM

**S I L K + S T E E L**

BULLET MANAGEMENT  
PRODUCED BY PAT GLASSER

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REED BUNZEL

# Ask The Network Advisor

Approximately every 43 seconds a person calls the R&R Network desk and asks, "How do I get my idea into syndication?" Not the same person, of course, and not exactly every 43 seconds — but the questions do come. Every time the phone rings, chances are good that someone has a great concept, local program, or demo — and a variety of questions about how to get it into national distribution.

These questions are always welcome, but a few are asked with slightly more frequency. Therefore, to save the potential program producer in Bozeman, MT a little in long distance rates, a few of the most common concerns are listed below. Some of these have been mentioned in previous columns; others are being addressed for the first time. In either case, the answers should provide a little insight into how to proceed in the syndication business: how to gauge whether your idea is a good one, how to get an established syndicator interested in it, how much money you can expect to see from it, and many others.

### Nothing New Under The Sun

**Dear Advisor:** I've got an idea for a program that's never been done before.

Stop right there! Don't ever start a query letter, phone call, or demo with that opening. Syndicators don't look for total innovation in a program. They are looking for something that radio stations can't do on their own, that will appeal to a wide audience, that advertisers believe will push their product, and that PDs will recognize as some-

"Syndicators don't look for total innovation in a program. They are looking for something that will appeal to a wide audience."

thing that will enhance their programming. If a program fits all these criteria and happens to be something that's never been done before, great. But sales come first.

**Dear Advisor:** I just procured the rights to 36 episodes of an old radio series produced in 1951 featuring classic Big Band hits by a big-name orchestra. I know there's lots of money to be made from this because of the great "Music Of Your Life" boom, but I don't know how to begin selling it. What do you suggest? — H.C., Altoona, PA.

The first thing to do is determine whether a radio station has a need for your program. Virtually all pro-

ducers believe 100% in their product, but that doesn't mean that a program director will feel the same way. Instead of simply trying to find someone to do all the legwork for you, make a trip to your nearest Big Band station and see if they're interested. Then go to another and get its response. A national syndicator likes to know that you believe enough in what you're trying to sell to do a little of the legwork yourself. They also like to see positive feedback from your efforts.

Simply having a program to sell means nothing to a potential syndicator. They're not necessarily looking for something unique, specialized, or offbeat. Syndicators are businesspeople who look to volume sales to make a profit. They need virtually all top 50 markets in order to do that; a program with minimal appeal or a narrow target audience may not offer enough excitement to turn them on. This does not just apply to Big Band programs; it crosses all format lines.

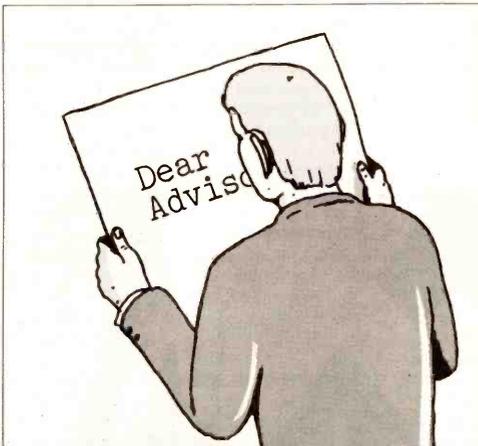
### AC Opposition

**Dear Advisor:** I have a great concept for an AC-oriented artist anthology program, but I'm getting very little interest in it. Why? — T.D., Parsippany, NJ.

Although AC continues to garner the biggest share of radio's audience, it still is a tough nut to crack because of the tight programming incorporated at most of these stations. Many ACs have tight controls over whom they will and won't play, and because a syndicated program has to appeal to as many stations as possible it tends to cover artists that some stations refuse to play. This is not to say that AC programs are not successful, but that successful AC programs are somewhat rare.

**Dear Advisor:** I'm a little concerned that I may get ripped off financially if I let someone else distribute my show. What sort of deal can I expect to strike that's fair for both of us? — D.M., Portland, ME.

First, most producers-to-be see the stories about all the profits the large syndicators pull in, and they expect to share in that immense wealth. They forget that every worthwhile journey begins with a single step. Forget about getting rich on your idea. Instead, simply



plan on keeping it going for more than 26 weeks. The big money comes when you have several shows in national distribution and an option with a large syndicator to develop other ideas. Your syndicated oldies trip down memory lane is not going to put a Ferrari in your driveway.

Now — to answer the question: in syndication the exception is the rule. There is no hard-and-fast deal.

"Your syndicated oldies trip down memory lane is not going to put a Ferrari in your driveway."

You can turn over the distribution or sales end of your show for a certain percentage; you can sell the program outright and wipe your hands of it; or you can take a standard weekly "salary" plus percentage of profit. Deals can range from 5% to 50% (or higher), and can encompass many clauses hidden in the small print. Also keep in mind that you really need more than one program to make any money; a one-shot deal will barely break even.

### Do-It-Yourself

**Dear Advisor:** I want to avoid the middleman. I know I can make 400 phone calls and get this show on the air; is there anything I should know before I begin? — R.S., Lincoln, NE.

Yes. Four hundred phone calls

advertisers buy for environment; they buy for bodies. If your show is guaranteed to be in every top 100 market, you can command a lot more than if you debut on six small stations. The key word here is demand. If this is your first show, you really can't demand anything. You can make a proposal, but demands are made by the "big boys."

### Stealth Or Consequences

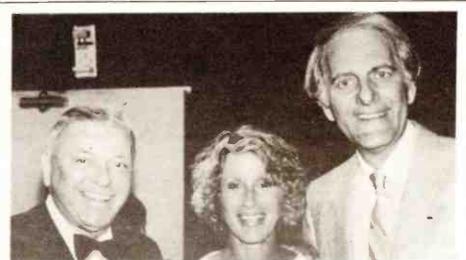
**Dear Advisor:** I've got a great idea for a program, but I'm afraid that if I send it to a network or syndicator they'll just take the concept and I won't see a thing from it. What can I do to protect myself? — A.K., Boston, MA.

Not much. It is very difficult to copyright an idea; if it were easier there probably wouldn't be so many lawyers. The fact is, most networks do not steal unsolicited ideas. Many lawsuits have been filed because someone sees a similarity between a show and his own concept, and can't believe someone else came up with it. True, some ideas may be absorbed into a network show, but the independent producer could be hardpressed to prove that he didn't absorb part of his idea from somewhere else. For example, with seven CHR countdowns in existence someone might claim that he invented the idea, but the countdown itself cannot be copyrighted. Names, characters, interview segments, music — these items can be protected. Overall concepts are much more difficult to copyright.

Also, every network assures me it wouldn't steal a program anyway. As one exec put it, "If an idea is good enough to steal, the producer is good enough to hire."

**Dear Advisor:** My girlfriend insists nondairy topping works better than whipped cream. From your experience...

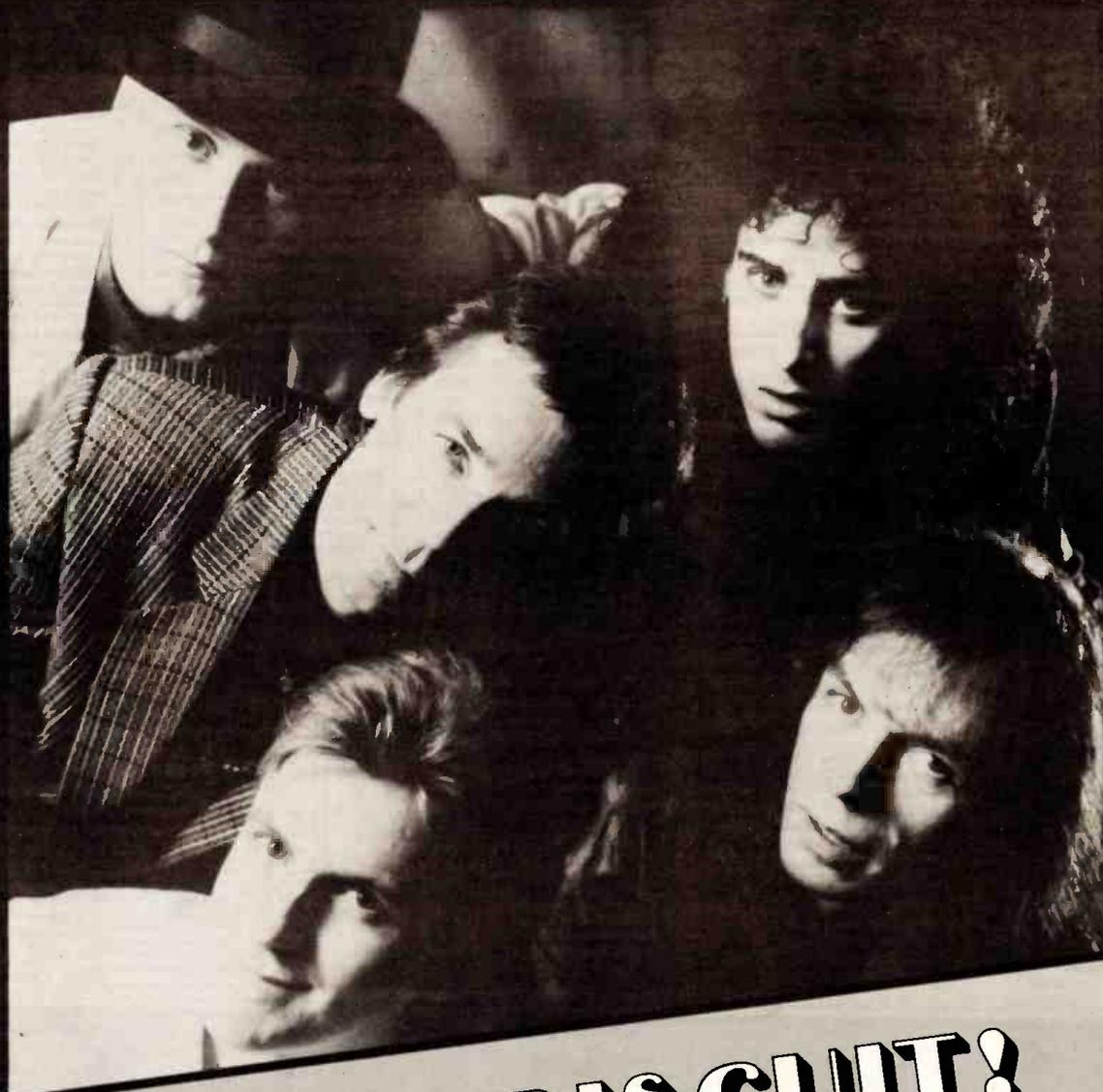
Sorry... wrong column.



FRANKLY SPEAKING — Recording legend Frank Sinatra recently met with Sid and Judy Mark following a sell-out concert performance. Sid Mark is the host of "Sounds of Sinatra," the two-hour weekly program produced by Orange Productions. Pictured (l-r): Sinatra, and Judy and Sid Mark.

# GTR

Monday, August 25



on  
**SUPER BISCUIT!**

GTR, spearheaded by the dual driving guitars of Steve Howe and Steve Hackett, ranks as the success story of the summer. Their certified gold debut album features the top 10 single and video "When The Heart Rules The Mind" as well as their new single "The Hunter," currently bulleting to the top. Recorded live on their SRO national tour.

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# NETWORK FEATURE FILE

## NEWS & INFORMATION FEATURES

August 25-29

### MUSIC FEATURES

#### The Weekend

August 30-31

<b>American Eagle</b> Labor Day Special	(DIR)	<b>On The Radio</b> Outfield	(NSBA)
<b>Christian Countdown America</b> Paul Smith	(CCA)	<b>Party America</b> Tom Hanks/Belinda Carlisle/Ted Danson/Howie Mandel/Jermaine Stewart/SOS Band/Cyndi Lauper (8/29)	(ABC)
<b>The Countdown</b> Jeffrey Osborne/Melba Moore	(WO)	<b>Pioneers in Music</b> John Waite/Billy Idol/Robert Palmer	(DIR)
<b>With Dick Clark</b> Phil Collins & Genesis	(US)	<b>Power Cuts</b> John Fogerty/George Thorogood/Fox	(GSN)
<b>Country Report Countdown</b> (WRN) Willie Nelson/Restless Heart/Nicolete Larson	(WRN)	<b>Profile '86</b> Bob Seger	(NBCE)
<b>Country Today</b> Nitty Gritty Dirt Band	(MJJ)	<b>Reelin' In The Years</b> Creedence Clearwater Revival/Beach Boys	(GSN)
<b>Dr. Demento</b> Roaches & other bug songs	(WO)	<b>Rick Dees' Weekly Top 40</b> Jermaine Stewart	(USP)
<b>John Leader's Countdown USA</b> Peter Cetera	(CUSA)	<b>Rock Chronicles</b> Fabulous Thunderbirds/Bryan Adams/Tom Cochran & Rod Dierl/Amnesty International	(WO)
<b>Dick Clark's Rock, Roll &amp; Remember</b> Jan & Dean	(USP)	<b>Rock Connections</b> Labor Day special	(CBSR)
<b>Elvis Hour</b> Ann Margaret	(CRS)	<b>Rock Over London</b> Greg Lake	(Rif)
<b>Future Hits</b> Peter Gabriel/Rod Stewart	(WO)	<b>Scott Muni's Ticket To Ride</b> Jeff Lynne/Dave Mason/Peter Noone	(DIR)
<b>Gary Owens' Supertracks</b> Tom Jones	(CRS)	<b>Scott Shannon's Rockin' America Countdown</b> (WO) Run-DMC ZZ Top/Monkees	(WO)
<b>Genesis Special</b> Genesis: solo & together	(RI)	<b>Sinatra Special</b> Count Basie	(CRS)
<b>Great Moments In Rock</b> Labor Day special	(NBCE)	<b>Solid Gold Saturday Night</b> ABCs of Rock 'N' Roll (8/30)	(US)
<b>Great Sounds</b> Peggy Lee	(USP)	<b>Spirit Of Summer</b> Donnie Warwick/Temptations/John Cougar Mellencamp/Huey Lewis/America/Police/Jan & Dean/Bryan Adams	(CBSR)
<b>Highlights</b> Marseilles	(DIR)	<b>Star Beat</b> Run-DMC	(MJJ)
<b>Hot Rocks</b> Mr. Mister	(USP)	<b>Super Gold</b> Labor Day weekend "Back to School special"	(TRAN)
<b>King Biscuit Flower Hour</b> Dire Straits	(DIR)	<b>Superstars Rock Concert</b> Bob Dylan/Tom Petty	(WO)
<b>John Landers' Hit Music USA</b> Steve Winwood/Outfield/Stacey Q	(USP)	<b>That's Love</b> Bobby Vinton/Gene Wilder/Gilda Radner	(WO)
<b>Live From The Apollo</b> Jermaine Jackson	(WO)	<b>Top 30 USA</b> Top tunes of the 80s: Bette Davis Eyes/Billy Jean/Endless Love/Ebony & Ivory, and more	(CBS)
<b>Metalshop</b> Vinnie Vincent/Paul Di'Anno	(MJJ)	<b>Urban Music Magazine</b> James Ingram/Jay Leno	(SI)
<b>Music!</b> Back musicals/"A Funny Thing Happened On The Way To The Forum"/Marilyn & Alan Bergman	(WO)	<b>Weekly Country Music Countdown</b> Ed Bruce	(USP)
<b>Musical Starstreams</b> Windsor Riley	(FF)		

#### The Week Of

September 1-5

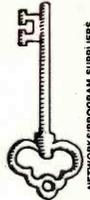
<b>Country Calendar</b> Conway Twitty (9/1) Garis Next Door/Diane Williams (9/2) Ed Bruce (9/3) Judy Rodman (9/4) Ricky Skaggs (9/5) David Allen Coe (9/6) Jerry Reed (9/7)	(CW)
<b>Country Closeup</b> Dan Seals/Nicolette Larson/Michael Martin Murphy	(NP)
<b>Country Report</b> Romie McDowell/Fred Knoblock (9/1) Gene Watson/Ronnie McDowell (9/2) Fred Knoblock/Gene Watson (9/3) Romie McDowell/Fred Knoblock (9/4) Gene Watson/Fred Knoblock (9/5)	(WRN)
<b>Earth News</b> Summer's biggest movies: Top Gun/Karate Kid II/Back To School/Alens	(WO)
<b>Encore With William B. Williams</b> Special tribute to William B. Williams	(WO)
<b>In Concert</b> George Thorogood	(WO)
<b>Labor Day Specials</b> Sling/Billy Joel (8/25)	(ABC)
<b>Line One</b> Alan Lee	(WO)
<b>Live From Gilley's</b> Nitty Gritty Dirt Band	(WO)
<b>Music Of America</b> Merle Haggard (8/27)	(ABC)
<b>Off The Record</b> Huey Lewis & The News/Daryl Hall/David & David	(WO)
<b>Off The Record Special</b> Sling	(WO)
<b>Pop Concerts &amp; Star Trak Profiles</b> Gordon Lightfoot	(WO)
<b>Rock Stars</b> Darryl Hall (8/25)	(ABC)
<b>Rock Today</b> Steve Winwood	(MJJ)
<b>Shootin' The Breeze</b> Chaka Khan/Michael McDonald/Jets	(WO)
<b>Solid Gold Country</b> Conway Twitty birthday salute (9/1) September calendar (9/2) "Train songs" (9/3) Feature: year: 1958 (9/4) Elvis remakes (9/5)	(USP)
<b>Solid Gold Scrapbook</b> The sun and the moon (9/1) This week in 1969 (9/2) Profile: Bee Gees (9/3) This week in 1960 (9/4) Profile: Mamas & Papas (9/5)	(US)
<b>Special Edition</b> Alexander O'Neal/Cherelle	(WO)
<b>Star Trak</b> Emerson, Lake & Powell/John Waite/Gavin Christopher	(WO)

### GENERAL INFORMATION

<b>The Blimp</b> Triggering Star Wars/Masters & Johnson sex survey/affluent parents/traditional weddings are back/palatial garbage dumper	(PRN)
<b>Car Show</b> Coast-to-Coast Chrysler/Dodge T-Vans/restorer Rick Cole	(SCGI)
<b>Computer Program</b> Analytical engines to punch cards/ENIAC/salicon chips/KCs & CPUs/home appliances	(PRN)
<b>Health Care</b> Bound pathways to the mind	(PIA)
<b>NBC Extra</b> Strike & you're out	(NBC)
<b>Public Affairs</b> Questions of law	(PIA)
<b>Reviewing Stand</b> Drug testing: Mayer/Fred/Health care & crisis: Stewart Westbury/Yoopee-Yi-Yay: Jim Shouiders advice/Fredley Bishop: not lava	(PIA)
<b>Sound Advice</b> Testing stereo/stereo shopping/the best bass/midrange sound/listening for highs	(PRN)
<b>Sporting News Report</b> David Winfield (8/25) David Winfield (8/28) Johnny Ray (8/27) Dwight Evans (8/28) Bill Buckner (8/29)	(CW)
<b>Sports Explosion</b> Pete Rose/Del Crandall/Joe McConnell	(PIA)
<b>Sports Flashback</b> Carl Yastrzemski's 3000th career hit/the "big scot"/Yankee Stadium no-hitter southpaw pitcher/pre-Hank Aaron NL RBI/"It might be, it could be, it is!"/Stan Musial/poetic heavy-weight champ	(CW)
<b>Wireless Flash</b> "Dallas": John Beck/"Allens": James Cameron/Cure/Boys Don't Cry	(CN)

### COMEDY

<b>Comedy Hour</b> Live Guest: Chris Elliott/Robert Klein/Howie Mandel/Mervyn Python/George Carlin	(MJJ)
<b>Comedy Show</b> School days: Robin Williams/George Carlin/Gilda Radner/Robert Klein/Cheech & Chong/Bob & Ray/Steve Martin	(CW)
<b>Daily Feed</b> Rehearsal life expectancy contest/Nancy's maid made/congressional vacation itinerary: Reagan press conference/White House drug test results	(DCA)
<b>Jackie the Joke Man</b> The bike & the panties/shoe man shoe/Eve's fig leaf/male named Bill/box turtle & the hard rock	(OHR)
<b>Laugh Machine</b> Robert Klein/Bill Cosby/Billy Crystal/Pat Paulsen/Buckson/Henry Youngman/Steven Wright/George Carlin/Rodney Dangerfield/Howie Mandel	(PRN)
<b>Live From The Improv</b> Kevin Nealon/Carol Stead/Rick Podolski/JJ Wall/Paul Clay	(DIR)
<b>Mel Blanc's Blankety Blancs</b> (ASR) Empor's 5 clothes/Caspy at the ball/poo: head/crotch/courts/naughty-car	(ASR)
<b>National Comedy Wireless</b> Starline: Rodney & Johnny/rent a cheerleader/lower brau beer/stutter rock album offer/George Shalov movie review	(DD)
<b>National Lampoon's True Facts</b> A fly is in my soup/space case/moose head/crotch/courts/naughty-car	(SLP)
<b>Party Drop-Ins</b> How to party lesson #44/Mike Wallace sit-com/new thashow to party lesson #17/TV promo (sexy)	(ASR)
<b>Radio Hotline</b> Publisher's clearing house/each what are you going to do about 10/15's customs office/this is the embarrassing	(ASR)
<b>Stevens &amp; Grdnic's Comedy Drop-Ins</b> Gandhi film festival/loser's dynamics/the finger/all weekend long/channel one	(ASR)
<b>United Spots Of America</b> Nubbles/scamo coffee maker/baby's first loofah/magic cards/s stores	(ASR)



NETWORK/PROGRAM SUPPLIERS

AA - Audiotape Audit (415) 437-2741	MS - Musical Starstreams (415) 363-7777
ABC - ABC Direction Net (212) 687-1111	NBC - NBC Radio (212) 694-4444
AF - Associated Press (202) 855-2700	NCE - NBC News Entertainment (212) 694-4444
AP - All Star Radio (212) 950-1159	NR - NBC Radio (212) 694-4444
BB - Barren Radio (818) 789-2331	NSA - NBC Radio (212) 694-4444
CB - Continuum Broadcasting (212) 550-9225	NSB - NBC Radio (212) 694-4444
CS - CBS Radio (212) 875-4321	NSC - NBC Radio (212) 694-4444
CC - CBS Radio (212) 875-4321	NSD - NBC Radio (212) 694-4444
CCA - Christian Countdown America (312) 820-1369	NSP - NBC Radio (212) 694-4444
CCM - Cooley Radio Network (818) 293-1818	NSR - NBC Radio (212) 694-4444
CD - Creative Radio Shows (818) 767-0410	NSS - NBC Radio (212) 694-4444
CGA - Countdown USA (415) 383-0410	NSV - NBC Radio (212) 694-4444
CH - Century Radio (214) 391-3186	NSW - NBC Radio (212) 694-4444
CHC - CHC Radio (202) 638-4222	NSX - NBC Radio (212) 694-4444
CHD - CHD Radio (212) 371-8500	NSY - NBC Radio (212) 694-4444
CHS - Century Station Group (209) 579-1100	NSZ - NBC Radio (212) 694-4444
CHT - Good Hope Communications Inc. (818) 900-7127	NSA - NBC Radio (212) 694-4444
CHU - Global Satellite Net (818) 906-1000	NSB - NBC Radio (212) 694-4444
CHV - In-Service (213) 652-8710	NSC - NBC Radio (212) 694-4444
CHW - Kin Service Enterprises (818) 881-8225	NSD - NBC Radio (212) 694-4444
CHX - Kin Service Enterprises (818) 881-8225	NSE - NBC Radio (212) 694-4444
CHY - Kin Service Enterprises (818) 881-8225	NSF - NBC Radio (212) 694-4444
CHZ - Kin Service Enterprises (818) 881-8225	NSG - NBC Radio (212) 694-4444
CH1 - Kin Service Enterprises (818) 881-8225	NSH - NBC Radio (212) 694-4444
CH2 - Kin Service Enterprises (818) 881-8225	NSI - NBC Radio (212) 694-4444
CH3 - Kin Service Enterprises (818) 881-8225	NSJ - NBC Radio (212) 694-4444
CH4 - Kin Service Enterprises (818) 881-8225	NSK - NBC Radio (212) 694-4444
CH5 - Kin Service Enterprises (818) 881-8225	NSL - NBC Radio (212) 694-4444
CH6 - Kin Service Enterprises (818) 881-8225	NSM - NBC Radio (212) 694-4444
CH7 - Kin Service Enterprises (818) 881-8225	NSN - NBC Radio (212) 694-4444
CH8 - Kin Service Enterprises (818) 881-8225	NSO - NBC Radio (212) 694-4444
CH9 - Kin Service Enterprises (818) 881-8225	NSP - NBC Radio (212) 694-4444
CH0 - Kin Service Enterprises (818) 881-8225	NSQ - NBC Radio (212) 694-4444

**WE'RE HUNGRY!**  
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WYSP

Continued from Page 3

outrageous humor. "It's been a mixed bag," he says. Half of the callers loved it — they'd say 'God, I can't believe he's doing this' — and the other half didn't like it at all. They'd say, 'Where's the music?' Is all this guy's going to do for four hours is talk?"

This twin-station simulcast also sets the stage for a battle between Stern and WMMR/Philadelphia's John DeBella, both of whom enjoy high ratings. The major difference: DeBella plays considerably more music with a high-energy, fast-paced atmosphere, while Stern can go four hours in a leisure, chatty tempo without playing a single cut.

WYSP PD Bloom insists the station's change to "Classic Rock" is one which has evolved over the last nine months. "It's only a format change in industry terms," he explains. "Last Christmas we were a 60% current, youth-oriented, harder-edged station. Since then we've added more oldies to each hour and deepened the library. We were already 70-80% oldies most of the time, and more than 75% of what we're playing now is songs we've already been playing."

Still, Bloom has not ruled out the possibility of including currents at a future date. "The reason we've gone full-tilt classic rock is because we find no demand for a current-oriented radio station right now. If market conditions change, we'd respond accordingly."

The format is not consulted by Fred Jacobs, whose "Classic Rock" format runs on stations such as WCXR/Washington and KCFX/Kansas City. No word yet on whether longtime WYSP consultant Jeff Pollack will be involved with the new approach.

Caldwell

Continued from Page 1

very fortunate to have been able to work and fine-tune my craft at a company as great as Atlantic Records. But I am even more excited to be able to be a part of Dick Griffey's Solar/Constellation Records. I feel that it is going to be a challenging and rewarding experience, and am hopeful that it will be one our industry can be proud of, especially those of us dealing with black music."

Caldwell joined the WEA organization in 1977, and worked as VP/GM of Atlantic Records in NY and VP of the Black Music Marketing Division of WEA in Los Angeles.

Great Trails

Continued from Page 3

places Tom Perryman. WING & WGTZ GSM David Leonard will take on the additional responsibility of Station Manager at those stations.

George Wymer, former GM of WHAG-TV/Hagerstown, MD, becomes VP/GM/GSM at WIZE/Springfield, OH. Hugh Breslin, former GSM at WHAG-TV, replaces Wymer as GM there.

Williams also announced that Great Trails will move its headquarters to the WING & WGTZ location.



The RCA promotion force gathered in full force at a listening party in New York for Daryl Hall's "Three Hearts In The Happy Ending Machine" LP. Pictured (l-r) are RCA promotion aces Butch Waugh, Jeffrey Naumann, Bonnie Goldner, Larry Van Druff, Basil Marshall, Bill Kennedy, Steve Leavitt, Eddie Mascolo, and Rhonda Herlich, Daryl Hall himself, and RCA's Alan Wolmark, Mike Becce, Steve Stoff, Lisa Velasquez, and Andy Allen.

RCA Fills Hall For Daryl

Emmis

Continued from Page 1

based on upbeat, energetic music. We can jump on music because we have a sound to fit, as opposed to reacting to sales or airplay in other markets."

Asked why the format was chosen, Layne mentioned a large degree of sharing ("between 40-50% in some instances") between CHR's Z100 and WPLJ and Urban WRKS in various combinations, and said Emmis felt there was a sizable unserved audience looking for upbeat, energetic music not played on those stations.

"Our positioning statements all use the word 'Hot,'" Layne elaborated. "Our long plays of music are 'Hot Streaks'; the extended-play dance version remixes of current songs are called 'Hot Mixes.' 'Hot' is the slogan which researched the best of anything that was available."

Layne continued, "We wanted to keep our (format) intentions as secret as possible, so we decided to use (KPWR Director/Research & Production) Joel Salkowitz and (Emmis National PD) Rick Cummings to put the whole format together. Starting late Friday afternoon, we began making calls, looking for the right PD and airstaff."

The station is using some of WAPP's personalities, a number of whom may stay, according to Layne. He said there's no timetable set for having a PD or staff in-house, adding, "It will happen when we find the right person and talent."

Havens Takes Over WHN

At WHN, veteran Country programmer Gary Havens has been named PD. WHN VP/GM Rick Dames told R&R, "We knew Gary from his days at WIRE/Indianapolis, and were very familiar with his recent consulting work. He's one of the best strategists in the business, plus he knows Country inside and out."

Havens, who has been involved in ownership and consulting for the last two and a half years, told R&R, "I wouldn't have left

my own company to go to work for anybody else but Emmis. And there's no other job I would have put my business on the back burner for except this one."

He described himself as "a big fan of personality radio," and added, "I'm terribly impressed with the all-star talent lineup at WHN. What a pleasure it will be to work with these folks."

Havens was at WIRE from 1971 through December 1983, and was PD from 1977 on. Most recently he was Exec. VP of Composite Communications, a company that owns four radio stations. He's been involved in the ownership and management of those stations in addition to consulting. He will retain his equity position in these stations, explaining, "I'm becoming an investor owner as opposed to an active owner."

Mullins Moves To Nashville

Former WHN PD Mullins will relocate to Nashville, effective September 2, to start his consultancy. Mullins said he would be working with stations all over the country, but wants to concentrate on the Southeast. "In particular," he said, "I want to work with small and medium market group-owned stations."

"Operating out of Nashville opens a whole world of possibilities. In addition to consulting radio stations in the areas of programming, marketing, promotion, and talent, I also plan to work into format delivery, syndication services, and working with stations to customize TV spots, utilizing Nashville's great production facilities."

"I'm really looking forward to getting back to the South," said Mullins, who at one time spent nine years as WINN/Louisville PD. He followed that with seven years at WDAF/Kansas City, five as PD, before moving to WHN as PD a year ago.

Mullins's Nashville business address will be 7003 Chadwick Drive, Suite 200, Brentwood, TN, 37027. His new phone number is (615) 377-8550. Mullins is available through the end of August at (203) 324-0129.

Gorman

Continued from Page 1

programming WMMS for 13 years. We wish him the best of luck."

Regarding Gorman's successor, Wood continued, "Obviously, when John becomes available to do this, we're going to take a lot of his input about who would be the best person. Chances are extremely good that someone from inside would be brought up, but that doesn't preclude the fact that there might be the most wonderful PD in the world who's always wanted to get his hands on the Buzzard. We're open for suggestions."

Gorman told R&R, "WMMS has achieved every goal we've set out to accomplish, and has consistently done it. Not only did we succeed in becoming a full-service CHR, reaching the widest demographics of most stations, but we've also become somewhat of an institution in Cleveland. I probably could've kept doing it as long as I wanted, but I stopped wanting to do it. I didn't just want to end up being the custodian of a very successful station. I wanted more, and that's one of the reasons I started the consulting company a little over a year ago. It was really hard to break away, but I've been faced with the decision for some time that in order to expand the consultancy I would need more time and have to give up WHK & WMMS."

When asked about the scope of his consulting business, Gorman said, "I'm not looking to be McDonalds, but more like a Saks Fifth Avenue." After a brief vacation, he and partner Sanders will begin planning Gorman Media's limited client roster expansion. The present roster includes WPHD-AM & FM/Bufalo and KGLD & KWK/St. Louis. Gorman reflected, "WMMS was the thrill of a lifetime, and the important thing is knowing your close-knit when to leave. You don't want to overstay your welcome... it's time to move on."

Gorman Media can be reached at 19754 Tanbark, Strongsville, OH 44136; (216) 572-1171.

Jacobs

Continued from Page 1

Classic Rock. "Mark, who is technically 'on loan' from corporate headquarters, brings the broad perspective necessary to do any of those three choices." However, Jacobs added that his brother, consultant and Classic Rock architect Fred Jacobs, has an agreement with KRQX & KZEW parent Belo Broadcasting, and that "I will respect that contract."

Driscoll remarked, "After spending a great deal of time in Dallas, I feel we have the facility and brainpower to inject an entire new presence into the market. We're going to carve an exciting 'new age' presentation that I hope will be a trendsetter, not only in Dallas but across the country. In the immortal words of my caddy, 'Fore!'"

Succeeding Driscoll at WAPE is former KJYO (KJ103)/Oklahoma City PD Bill Cahill. Cahill, who earlier was OM at WTRY & WPYX/Albany, said, "The truth is that WAPE is already on top in one book with the help of a fantastic staff. My goal is to keep the market dominance Mark has already built. We just forced our direct competitor (KOFM) out of the format in Oklahoma City. Understanding that someone might take a run at us in the near future in Jacksonville, we're preparing the station for that possibility."

Case

Continued from Page 1

probably one of the top programmers in the country. His contributions have been many and he'll be missed. But he's got a great opportunity; it's a super chance for him."

An 11-year Pacific Northwest broadcaster, Case served five and a half years with KUBE, handling afternoon drive the entire time and PD for the last three years. Before KUBE, Case worked two years as a utility announcer at KJR. "Atlanta is Z93's city," Case told R&R.

"As for the down book, I think more than anything it was competition catching up to the level that Z93's been at for years, so I don't see any reason for major changes. The train is rollin', and all I'm going to do is stoke up the fire."

Case added that the morning show, which had included Young, will continue to be handled by Steve McCoy and Mary Glen Lassiter.

Young, who negotiated a separation from his contract agreement, said, "I really loved my time at the station, but reached a point of frustration between doing the morning show and programming. When you combine this with an increasingly competitive marketplace, my diverse responsibilities, and other interests, I felt that the needs of the station had changed in a direction far different from what I was originally hired to do. I wish everyone at Z93 the best, including Bob Case."

# Teamworking In An Organization

By Ellen Hulleberg

The meaningful aspect of work is the process involved in "networking" or "team building." Personal touch, open and honest communication, and teamwork are of utmost importance. There are stars on every sports team . . . and there are stars that are identifiable in every company. It's how the team works cooperatively that determines if the team wins or loses the game

It's also this process that leads to success and puts meaning into a day's work. And it has to have considerable meaning. An effective manager spends 60 hours (none less than 55 hours) a week working. That's 11-12 hours a day, five days per week or many weekends.

## Command Performance

And this time isn't spent alone. The effective manager spends only 10-25% of the time alone; the other 75-90% of the time is spent helping his/her group to work more effectively. Conventional wisdom says that managerial behavior is planning, controlling, staffing, organizing, and directing. Actual managerial behavior today requires long hours of fragmented episodes and lots of oral communication.

The team a manager builds involves many people in the workplace. A good manager calls upon many different people from all levels within the corporation to get things done.

When a manager introduces a new policy, he/she can use two methods. The first possibility is the demand from the top that the policy be accepted — an authorized

"People who aren't involved in the process of change generally fear it and, therefore, sabotage the new policy."

command. This is rarely an effective way to introduce a policy change. People who aren't involved in the process of change generally fear it and, therefore, sabotage the new policy. They will undermine this ruling because they were not part of the decision-making process. Resentment rather than enthusiasm is created. Rules that are commands are generally made by very few people behind closed doors. They are per-

"Authoritative leaders tend to hire people they can control, rather than helping them be self-sufficient and responsible."

ceived as mandates from the top.

The second possibility: involving people in the decision-making process. It's the one that usually works. It seeks to involve those who will be affected by the decision. This process takes time, as people need the opportunity to digest and react to new ideas. It invites input, accepts changes, and encourages reactions from numerous people. This new policy isn't a surprise when it's announced. It is not a threat. The group was involved, is behind the decision, and will enthusiastically work to make it effective. They were part of the process; it's as much theirs as it is management's. This is networking at its best.

Many people, such as the highest biller or the most creative marketer, rise to management positions because of their competence. In many cases, these people have worked hard and long to achieve this level of attainment to reach their position of leadership. When this group becomes managers and are unable to use the process briefly described, they generally have a short-lived tenure or their leadership role is a burdensome one.

## Survival Test

A word about authoritative leaders. They tend to hire people they can control, rather than helping them be self-sufficient and responsible. They need to have all the visibility because they're inwardly threatened by other competent people. They appear to hold on to the control and power, which

makes it difficult for them to give recognition to competent people. They find it difficult to motivate employees and set up obstacles that make it difficult for a person to succeed. One person can never be as effective as a group effort.

The manager who functions in isolation can find himself/herself very much alone, losing the support and help of others in the group. Many managers in my company go through a survival test workshop, figuring out how they would survive if they'd been stranded on the moon. The workshop goes something like this: People are assigned to a group in which they are asked to select items from a survival list. You're only allowed a limited number of items and will not survive if you take unnecessary things. Initially, each person in the group works alone on the item selection.

Then, as a group, they make choices with the encouragement of the group leader. If the group is working cooperatively, the group list will reflect all members' participation. Two things become apparent in this process: In some groups the assigned leader controls the decision-making process and the end result in no way reflects the members' input. In other groups, each participant is aware of the role he/she has played in the group's survival or destruction.

This is a very telling game that goes on in the corporate world all the time. If there's a process of good teamwork, input will be accepted. There will be communication, listening, and interaction. The effective leader will make sure everyone's views are heard and the reasoning behind each view explained. The good leader will not force his/her views, but will try to get the group to achieve a consensus. The leader needs to be flexible and not be threatened by disagreements and diverse opinions.

When the answers are revealed, there may be surprises. Attention should be paid to the quiet ones, as they may have important contributions to make, but are hesitant to bring them out. Conversely, the most dominant or controlling group member may have a limited contribution to make. Good managers and effective leaders attempt to motivate people and are

committed to helping these people climb the corporate ladder. The employees as well as the corporation benefit.

## Clear View Of Goals

Have you ever heard the theory that a manager's job can be temporarily taken over more effectively when true delegation has occurred? That's because staff members have been involved in the decision-making process. They are prepared to assume the next level of responsibility when necessary. They have been helped to be a part of the entire department or company goal. If a manager leaves and what follows is temporary upheaval and disorganization, it doesn't tell us how important that manager was. Rather, it tells how uninvolved and uninformed his/her staff is, and how ineffective the manager was.

A person can be much more effective when he has a clear view of company goals. And it's important that everyone on the team feels a part of the company.

For example, in a service organization where client com-

"If a manager leaves and what follows is temporary upheaval and disorganization, it doesn't tell us how important that manager was. It tells how ineffective the manager was."

munication is extremely important, it should be very clear to the receptionist as well as the VP that his/her attitude on the telephone is terribly important. This initial contact gives the caller his first impression of the company.

Regardless of what the company's tag line might be, it will be known by the actual treatment of its clients and staff — and that's at all levels. If everyone from the receptionist to the president doesn't understand how important this is to the company's goals, it won't be carried out.

How often have you been in a situation where one call or one letter impacts your opinion of a com-



Ellen Hulleberg

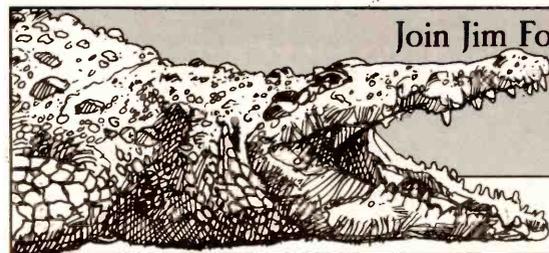
Ellen Hulleberg is President of McGavren Guild Radio. She began her career as a research assistant with the ABC Owned Radio Stations in 1966 and joined McGavren Guild in 1969 as Director/Research. In 1975 she was named VP/Research & Client Services for the firm and elected to its Executive Committee. Four years later she was promoted to Executive VP/Marketing Communications and served as McGavren Guild's Acting President between 1985-86.

pany? A rude employee, an unhelpful salesperson, a letter with a misspelled word. Companies strive for years and spend hundreds of thousands of dollars to gain a professional reputation, which one person can tarnish quickly.

Team-building, team strategy, and team spirit. Building gets the players involved, strategy is deciding what, when, and how to accomplish your goals, and team spirit is what you as a leader try to accomplish. A company's spirit is probably the most important ingredient for its success. If the leader genuinely invites and encourages participation, and believes the dignity of its employees is important to the company's success, your job will be more fun and rewarding.

That reminds me of an old anecdote:

There was an old farmer who lived with his sons. Every morning he would leave the breakfast table and hitch his horse Daisy to the plow. Then he would hitch up three more nonexistent horses. His sons assumed he was getting old and senile. Finally, one day they asked, "Dad, why do you continue to pretend you're hitching the three horses that died years ago? Do you miss them that much?" "Oh, no," he responded, "that's not the reason. I do it for Daisy. If she thought she were the only one still pulling the wagon, she'd never be able to do it."



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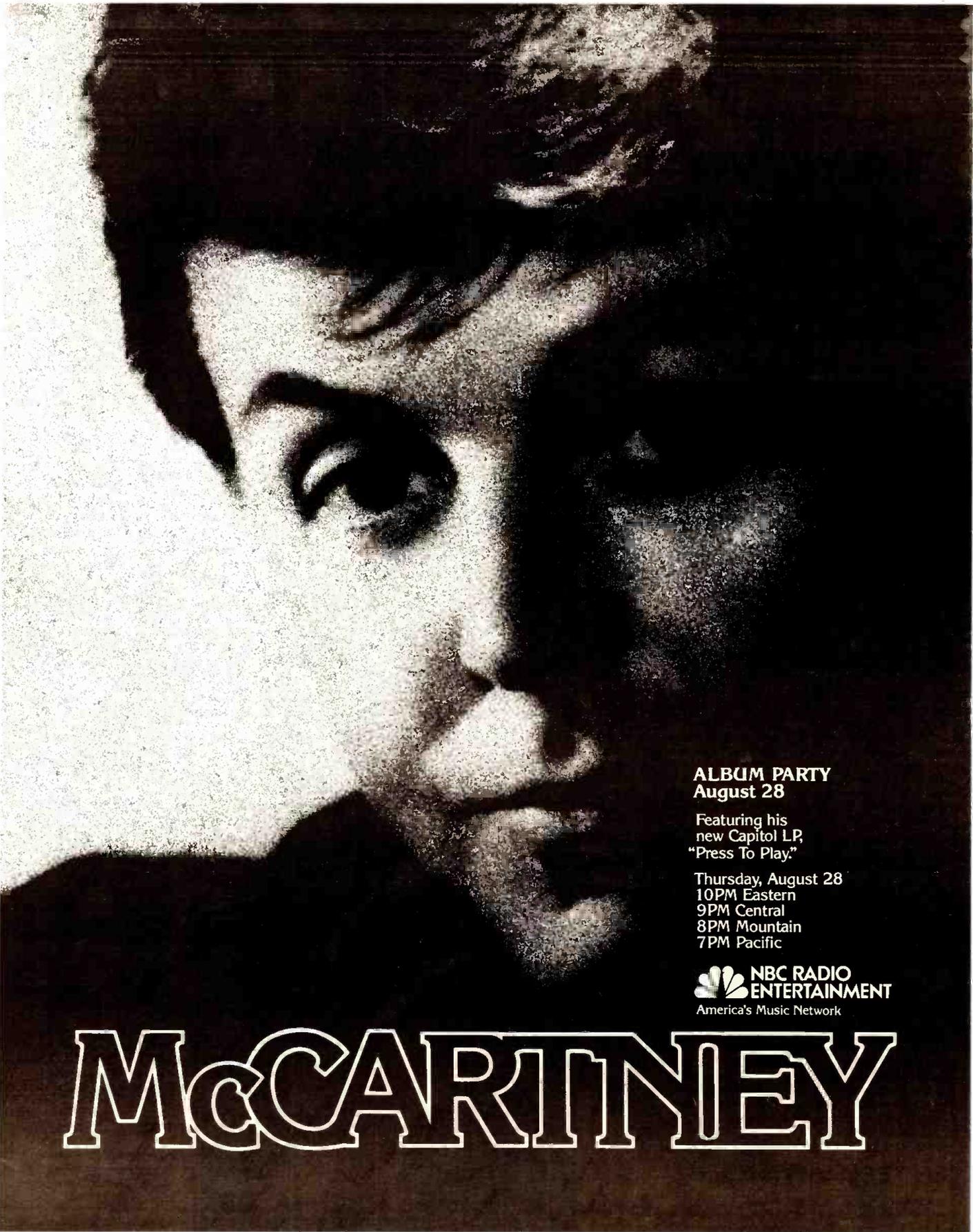
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HARVEY MEDNICK

## K-LITE'S ELECTRONIC SALES PRESENTATION

# Selling Via Satellite

It was probably the best pitching performance by a bird since Mark Fydrich took the mound for the Detroit Tigers in the mid-'70s. On July 24 at 11:30am (EDT) five cities from coast-to-coast were satellite-linked for a taped/live sales presentation by KIQQ (K-LITE)/Los Angeles.

The whole idea started in November 1985 when Tom Mosher, VP/GM for the Outlet station, asked National Sales Manager Brad Lusk, "What if we used TV to . . . ?" Recalled Lusk, "I made my living as a TV director in Chicago, so it was easy for me to conceptualize a presentation. Luckily, Bonneville Satellite Systems is in the same building. Studio and tech help were just an elevator ride away."

### Show Prep

As they analyzed the station's needs, Lusk and Mosher agreed that what they really wanted to accomplish was to accurately position KIQQ in relation to the L.A. market, its competitors, and its Format 41 service from Transtar. The result was a presentation that utilized the talents of the staff and others connected with the station.

Lusk was chosen to serve as host/moderator. The five cities comprising the linkup were arranged by K-LITE's rep firm Select, whose President Frank Oxarart was tapped as a guest speaker. Media Research Graphics President Allen Klein was also pressed into service. Rounding out the foursome was Bill Moyes,

"The presentation moved us to the head of the class in awareness."

—Tom Mosher, K-LITE VP/GM

President of the Research Group and Format 41's prime architect. After Lusk and Mosher factored in a Q&A session, the total presentation clocked in at one hour.

The fact that the five cities were in three different time zones added another innovative opportunity. KIQQ served invited guests breakfast in San Francisco, brunch in Chicago and Dallas, and lunch in Detroit and New York.

### Curtain's Up

A six by eight-foot projection screen and a phone link for the live Q&A segment were set up in each city. I was at the Bonneville transmission site and must congratulate those folks — the presentation went off without a single hitch. The pre-taped intro showed the interior of the K-LITE studio, the setting for



The players (l-r) Lusk, Oxarart, Klein, and Moyes on the set during the presentation.

Lusk's preamble. Oxarart reinforced Select's national mission statement, while Klein showed slides depicting various stations' format strengths compared to Format 41's target. Moyes focused on the thought process which went into the format's development, how it fills the market's 35-44 void, and what the listener/buyer could expect from KIQQ in terms of performance and delivery.

The questions following the presentation were perceptive. Dallas asked about market fragmentation, Chicago wanted to know about competitors, Detroit questioned the format's durability, San Francisco asked about syndication of the format, while New York was curious about the integration of local services within the preset format. One clever sidenote: Since picture transmission was only one-way, a

slide of the skyline of the city from which the question emanated was shown. A quick wrap-up and thank you by Lusk capped the presentation, which went just two minutes over the contracted time.

### Feedback

Since the presentation took place, Lusk has received numerous complimentary phone calls. "We learned a lot," Lusk said. "The quality of attendees was so high that their impressions of KIQQ and our goals has really had an effect on station spirit. I'm glad we did it."

Added GM Tom Mosher, "It's something that's hard to measure in respect to effect and results. However, feedback on awareness and positioning from the ad community shows us that they have a clearer picture of who we are."

Mosher noted that the presentation wasn't meant to replace Lusk's national sales trips, but was another active way for the station to help the national buying community grasp the flavor and texture of both the station and the market.

As far as dollars were concerned, Lusk said, "Satellite time is expensive, but the 60 minutes were worthwhile. I can't honestly say how many of the buys that result over the next six months will reflect back on the presentation. But I will add that we received an IBM Pro Printer order from a buyer who was impressed by it."

Summing up, Mosher said, "The presentation moved us to the head of the class in awareness. There are so many things radio can use to market itself that sometimes we fail to innovate. But best of all, it was fun."

## ONE YEAR AGO TODAY

- Gary Owens Joins KKG/Los Angeles
- Dan Forth & Stu Krane VPs/ABC Radio Networks
- Ross Brittain to Z106/Philadelphia
- #1 CHR: "Power of Love" — Huey Lewis & The News (Chrysalis) (2 wks)
- #1 AC: "Cherish" — Kool & The Gang (De-Lite/PG) (3 wks)
- #1 BIU: "I Want My Girl" — Jesse Johnson's Revue (A&M) (2 wks)
- #1 Country: "I Fall In Love Again Last Night" — Forester Sisters (WB)
- #1 AOR Track: "Lonely Ol' Night" — John Cougar Mellencamp (Riva/PG)
- #1 LP: "Brothers In Arms" — Dire Straits (WB) (4 wks)

## FIVE YEARS AGO TODAY

- ABC Radio Networks plans to go satellite
- Dick Carr VP/Programming at Mutual
- #1 CHR: "Endless Love" — Diana Ross & Lionel Richie (Motown) (2 wks)
- #1 AC: "Endless Love" — Diana Ross & Lionel Richie (Motown) (2 wks)
- #1 BIU: "She's A Bad Mama Jama" — Carl Carlton (20th)
- #1 Country: "(There's) No Gettin' Over Me" — Ronnie Milsap (RCA)
- #1 LP: "4" — Foreigner (Atlantic) (2 wks)

## TEN YEARS AGO TODAY

- Rick Davlin VP/GM at WOR/New York
- #1 CHR: "Don't Go..." — E. John & K. Dee (Rocket/MCA) (4 wks)
- #1 AC: "Let 'Em In" — Wings (Capitol) (2 wks)
- #1 Country: "Bring It On Home To Me" — Mickey Gilley (Playboy)
- #1 LP: "Spitfire" — Jefferson Starship (Grunt/RCA) (6 wks)



Lusk checks out the studio link prior to the broadcast.

## DATELINES

1986

August 26-29

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

Sept 4-7

5th Annual Jazz Times Convention  
Roosevelt Hotel, New York

Sept 10-13

Radio '86 Management, Programming, Sales, and Engineering Convention, sponsored by NAB.  
New Orleans Convention Center, New Orleans

1987

February 7-10

Radio Advertising Bureau 7th Annual Managing Sales Conference  
Hyatt Regency, Atlanta

April 1-5

Alpha Epsilon Rho 45th Annual Convention  
Clarion Hotel, St. Louis

# BONNIE Raitt

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"NO WAY TO TREAT A LADY" • THE HIT SINGLE

PRODUCED BY BILL PAYNE AND GEORGE MASSENBURG FROM THE NEW ALBUM *NINE LIVES*.



LAST WEEK'S TRACK AND ALBUM BREAKER

THIS WEEK! TRACK **20** ALBUM **15**



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KEN BARNES

## ON THE RECORDS

### MORE IDEAS FROM THE DEEP SIX FILE

# The Columns You Never Saw, Part 2

Following up last week's column, I've got another sample of ideas suggested (or dreamed up by me) for this column that eventually ended up on the shelf. Some were rejected because the necessary research appeared overwhelmingly time-consuming; with others, the topic was too close to infinite and impossible to boil down. Others were of inadequate length, while still others were just plain dumb.

Of course many of the columns I have published have been overwhelmingly time-consuming to put together (try compiling year-end label stats some time), bordering on infinite (dance songs come to mind), too short, or just plain dumb (feel free to make your own nomination). But for every idea I put into action, there are a bunch that don't make the cut. In a continuing effort to penetrate the mystery surrounding the behind-the-scenes processes so vital to the makeup of On The Records every week, here are some more ideas you probably won't see anywhere else (including here).

#### Assorted Other Ideas

Some of these are solid, serious possibilities; others are the very dregs of the collection. You be the judge.

**Label histories for Smash, Dunhill.** Shortly after I completed a four-part series on revived labels, these two identities were resuscitated. Maybe if a couple more rise from the grave, I'll do a new series (those were fun).

**Versions of "Peter Gunn."** While there are a few preceding the Art of Noise/Duane Eddy collaboration, the song isn't quite in the "Twist & Shout" class for filling an entire column (or even a respectable short piece).

**Hit artists from Austria.** Inspired by Faleo and Opus, but a bit skimpy once you get past Mozart.

**Is Nu Shooz the first chart-topping Black/Urban act from Portland, OR?** Somehow the answer "Yes" seems to lack potential for expansion into a suitably lengthy column.

**Time lapse between peak positions in R&R and Billboard.** This was a spinoff from the recent column comparing No. 1 Country records in R&R and Billboard, the one that discovered that the latter publication turns over a new Country No. 1 every week. (The pattern still holds, by the way.) While checking out dates that different records went No. 1 in the two charts, I found an average of four weeks between a No. 1 record's R&R peak date and the subsequent peak in Billboard.

I wondered if that held true for all records (or Top 15 hits, or some similar category), and was also curious if similar gaps exist on other format charts. (Highly unscientific observation suggests the gaps do exist, but that Billboard doesn't lag behind R&R so drastically in other formats; it seems to be just a week or two in CHR/"Hot 100," probably a bit longer in Black/Urban, and I have to confess I haven't looked at a Billboard AC chart since they still called it "Easy Listening.")

I didn't follow through on this one because, essentially, I felt it was a

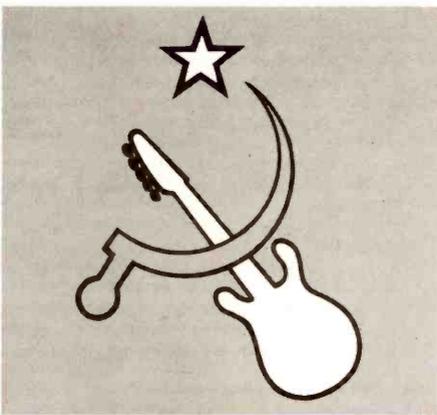
whole lot of work to demonstrate something just about everybody knows anyway. If enough people are curious, I might reconsider.

**Chuck Berry's 60th birthday.** Sadly, that occasion has already passed (last January); should have done it but it slipped on by.

**The Sonny Fox/Jay Walker & The Jayhawkers Story.** Back when I was doing occasional profiles of radio notables with recording artist pasts, John Rivers, then programming WZXR/Memphis (now at KFOG/San Francisco), wrote me a nice letter detailing the Y100/Miami morning man/PD's early days in Michigan leading a popular local band that specialized in Dylan/Byrds-type material. I went so far as to dig up at least three records by the group, but never got around to contacting Sonny to get the scoop.

(By the way, I'm still interested in doing more of these profiles, so if anyone has stories to relate and

## Songs About Russia



After "Nikita" and "Russians" rushed up the charts, I thought a re-connaissance into Soviet subject matter might prove illuminating. The territory isn't completely barren (there's Lenin & McCartney's "Back In The USSR," of course, plus Prince's "Ronnie Talk To Russia," Fischer Z's "Remember Russia," Boney M's "Rasputin," and more), but the reaching I'd be forced to perpetrate to fill a column ("Tundra & Lightning," "Lucky Czar") would be too much to bear.

photos and records to loan/sell/donate as artwork, please let me know.)

**Self-plagiarizing groups.** Triggered by various Kinks songs utilizing their hallowed riffs ("Destroyer" adapting "All Day & All Of The Night," etc.) and an Eric Carmen song that sounded just like "Go All The Way" from his Raspberries days, I started jotting down a few contenders, but decided in many cases it was too much of a judgment call about whether the soundalikes were intentional or inadvertently going over the same ground. Scratch one topic.

#### Contestant Gets Eyes Right

We've got a winner, so the phone company can rest easy about overloaded circuits as those calls keep flooding in. The first to call with the identity of all five sets of eyes in last week's impromptu contest was Bill Roberts of WCCM/Lawrence, MA. He wins a year's subscription to R&R, and, like virtually all free sub winners, he's getting it sent to his home (less chance of somebody from the station "borrowing" it is the usual reason).

Anyway, the orbs in question belonged to: Crystal Gayle, Graham Nash, Elton John, Billy Idol, and Van Morrison. Their eye songs (not necessary to win the contest) were "Don't It Make My Brown Eyes Blue," "Innocent Eyes," "Blue Eyes," "Eyes Without A Face," and "Brown-Eyed Girl."

Responding to my "Twist & Shout" column, Kim Landers at B106/Baltimore says he heard a reggae version of the song a few years ago and it's been driving him crazy trying to find out who did it. If you know, give him a call at (301) 823-5186.

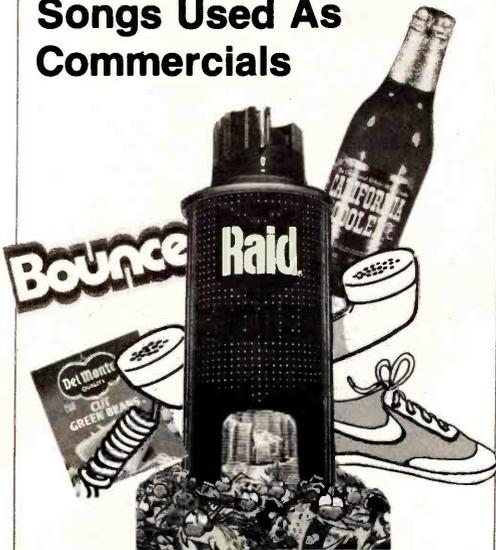
Random song notes: Don Johnson's "Heartbeat" was originally a single by its cowriter, Wendy Waldman. The Monkees' "That Was Then, This Is Now" is the title cut of an EP by New York pop band the Mosquitos. Bonnie Raitt's "No Way To Treat A Lady" was out earlier by Australian singer Lisa Bada a few years back.

Simply Red's "Money's Too Tight To Mention" was a B/U hit of sorts by the Valentine Brothers earlier this decade, while Robert Palmer's "I Didn't Mean To Turn You On" was Cherelle's first record. (Palmer has made a habit of covering contemporary Black/Urban hits, having recorded "You Are In My System" by the System and "Take My Heart" by Kool & The Gang last LP.)

Finally, let me catch up on a few assorted additions. Augmenting the America-theme song list last month are "America" by Anne Anello, "Sweet Lady of Liberty" by Bobby Vinton, and "American Wedding Song" by Diane Schuur & Jose Feliciano (these three courtesy of AC independent Kevin McDonald); plus "Lady Liberty" by Orleans and "This America" by last week's column topic Shocking Blue.

Master of esoterica Grelun Landon wrote to mention another recording Taylor, contemporary Christian rocker Steve. And finally, Donna Brake told me she went around for a whole day wondering why Madonna would write a song about a former fiddler for the Jefferson Starship. She thought the record was called "Papa John Creach." We've started calling her "Madonna Brake."

## Songs Used As Commercials



Every day there's a new commercial using a pop hit (old or new). It would make a fun column, but once again I just don't know how to limit it. If we go back 20 or 30 years, tons of songs would be left out; and any other approach (including this one) strikes me as superficial. I'm not even sure I could cite all the present adaptations; from "Surfin' Bird" and "Louie Louie" for California Cooper to "Nowhere To Run" for a brand of roach spray, there's truly nowhere to hide.

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GRACELAND



THE NEW ALBUM

Produced By Paul Simon  
Engineer: Roy Halee

Featuring The Single  
"You Can Call Me Al"  
On Warner Bros. Records,  
Cassettes and Compact Discs

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# WHAT COMES AFTER "LOVE TOUCH"?

ANOTHER  
HEARTACHE

ROD  
STEWART



## The New Single From The Album Rod Stewart

Produced By Bob Ezrin



© 1986 WEA Records N.Y.

CHR NEW & ACTIVE

One Of The "Most Added" 56/56

38/R&R FRIDAY, AUGUST 22, 1986

## DATEBOOK

SEAN ROSS

### TV Guide Splits Madonna's Personality

#### MONDAY, AUGUST 25

1967/Probably because it's often called the big sandbox: **Brian Wilson** makes what is already a rare concert appearance with the **Beach Boys** in Honolulu, which is captured on the "Lei'd In Hawaii" bootleg.

1970/**Elton John's** first American appearance at L.A.'s Troubadour; MCA President **Mike Maitland** is in the audience and subsequently signs Elton.

1973/**Butch Trucks** of the **Allman Brothers** breaks his leg in a car crash in almost exactly the spot where **Duane Allman** was killed. Also, guitarist **Henry McCullough** leaves **Wings**.

1978/**The Diana Ross/Michael Jackson** remake of "Ease On Down The Road" is released as the first single from "The Wiz."

*Birthdays:* **Elvis Costello** 1954, **Rob Halford (Judas Priest)** 1951, **Gene Simmons** 1949, **Vivian Campbell (Dio)** 1962.

#### TUESDAY, AUGUST 26

1970/On the same day that his Electric Ladyland recording studios open in New York, **Jimi Hendrix** plays his last show ever at the Isle of Wight pop festival.

1980/**Bassist Tom Peterson** leaves **Cheap Trick**.

1983/**Michael Sembello's** "Maniac" finally pushes "Every Breath You Take" out of #1 CHR after two months.

1985/**TV Guide** reviews "Desperately Seeking Susan," which, by now, has been released on videocassette. The magazine mistakenly reports that **Madonna** plays both lead characters.

*Birthdays:* **Valerie Simpson** 1948, **Willie Rush (Asbury Jukes)** 1952.

#### WEDNESDAY, AUGUST 27

1965/**The Beatles** meet **Elvis Presley** at Graceland.

1967/**Brian Epstein** is found dead of a Carbitol overdose.

1971/**Freda Payne** receives a gold record for the anti-Vietnam anthem "Bring The Boys Home."

1985/**The L.A. Times** reports that a "What's New"-type LP of pre-rock standards by Japanese singer **Frank Nagai** has upset Koreans and been banned by the **Korean Broadcasting Co.** It is the first time a Japanese artist has even attempted to release an LP in Korea for 20 years.

*Birthdays:* **Willy (Mink) DeVille** 1953, **Daryl Dragon** 1942, **Alex Lifeson (Rush)** 1943, **Jimmy C. Newman** 1927.



Willy DeVille, Gene Simmons, Valerie Simpson, Elvis Costello

#### THURSDAY, AUGUST 28

1954/**Elvis Presley's** "Blue Moon Of Kentucky" enters the Memphis C&W charts at #3.

1964/After their New York opener at Forest Hills, the Beatles meet **Bob Dylan**, who gives them marijuana for the first time.

1969/**Paul & Linda McCartney's** daughter **Mary** born.

1973/**Deep Purple's** "Smoke On The Water" and **Bobby "Boris" Pickett's** reissued "Monster Mash" — the "Twist & Shout" of the '70s — both receive gold singles.

1978/**Russ Knight** named PD at Country WHK/Cleveland. With **Gary D** in mornings (who asks female callers if they're virgins) and **Imus** in PM drive, WHK becomes a masterpiece of what one local terms "insult-the-listeners radio" several years before that sort of controversy becomes common.

*Birthdays:* **Danny Seraphine (Chicago)** 1948, **Hugh Cornwell (Stranglers)** 1949, **Dave Hlubek (Molly Hatchet)** 1951.

#### FRIDAY, AUGUST 29

1966/**The Beatles** play their last public concert at San Francisco's Candlestick Park.

1976/**Blues** veteran **Jimmy Reed** dies at age 50.

1979/**WBNO/Bryan, OH** (also known as the home of the etch-a-sketch) becomes the first solar-powered radio station.

1981/**Frankie Smith**, along with his troupe of rope-jumping/pig-latin-speaking children, perform "Double Dutch Bus" on "American Bandstand."

*Birthdays:* **Michael Jackson** 1958, **Dinah Washington** would be 62.

#### SATURDAY, AUGUST 30

1972/**John Lennon & Yoko Ono** stage the "One To One" concert at Madison Square Garden to benefit retarded children. Besides being Lennon's last full-blown concert, the show was also the basis for the live Lennon LP/vidiotape released earlier this year.

1982/**In** retaliation for America even considering **Radio Marti**, the high-powered **Voice Of Cuba** jams American airwaves on five channels . . . but just for four hours.

1983/After a lengthy campaign by **Gary Owens**, the **Three Stooges** get their star on the Hollywood Walk of Fame.

#### SUNDAY, AUGUST 31

1963/Back in the days before it was a TV commercial or part of an **Eddie Money** single, the **Ronettes'** "Be My Baby" becomes **Phil Spector's** first #1 hit.

1983/Great moments in rock TV #1: **Men At Work's** **Colin Hay** and **Greg Ham** guest-VJ on MTV.

1984/Rock TV #2: Canada's rock-video channel **Much Music** commences operation. Owned by the **CHUM Group** (which also used the odd anagram briefly for a co-owned record label) **MM** is scrambled unless you pay for it; it was, as of a few months ago, available free here with a satellite dish.

1985/**UB40's** "I Got You Babe" goes #1 Britain. **Bonnie Tyler's** "Holdin' Out For A Hero" charts a year and a half after its American release thanks to its use in a BBC series.

*Birthdays:* **Van Morrison** 1945, **Glenn Tilbrook (Squeeze)** 1957, **Gina Schock (ex-Go-Go's)** 1957.



DAN O'DAY

# AIR PERSONALITIES

**"The disc jockey as bully. The disc jockey as jerk. The disc jockey as bigot who ridicules anyone different from himself. I find it distasteful."**

— Dan O'Day

## A Wave Of Stupidity

From "Love is Hell," by Matt Groening:

**"SIX SIMPLE TECHNIQUES TO KEEP YOUR MAIN LOVE RELATIONSHIP ALIVE & KICKING:**

**6. Temper Your Hostility With Cleverness and Humor.**

You can transform your nastiest feelings into moments of levity by communicating them in the form of subtle, witty jokes. (Example:) "I don't love you anymore. Just kidding."

Why would it not be funny to make the above remark to your loved one? I mean, you do say you're kidding, right?

The above remark would not be funny because it would be an expression of hostility, not of humor.

And it is the question of humor vs. hostility that leads me up the steps of my soapbox this week.

During the past few years, a wave of stupidity has washed across a certain segment of our radio community. When a big wave recedes to the ocean, often it leaves behind driftwood and debris. This wave of stupidity brings with it bigotry, nastiness, and cruelty.

Riding the crest of this wave is a relatively new popular radio feature: The Disc Jockey As Bully.

I'll use four real-life examples to illustrate. The first three happened recently and received wide coverage in R&R and elsewhere. Rather than attempt to be diplomatic (I think it would simply be coy, not diplomatic), I'll refer to them by name. The fourth example comes from an aircheck I happened to hear a couple of years ago. Because this wasn't any kind of a news story, I'll omit the jock's name.

### "The Mexican National Anthem"

Randy Miller is a disc jockey at KSDO-FM/San Diego. For those of you not familiar with California, San Diego is in the Southern part of the state. Southern California has a large percentage of residents either who were born in Mexico or whose parents or grandparents were born in Mexico.

Miller saw a CNN news story about the San Ysidro border between the United States and Mexico. CNN says the border is the number one point of entry for illegal Mexican immigrants "and the leading area for the laundering of drug money and drug trafficking."

Miller thought it would be funny to put new lyrics to the tune of "She'll Be Coming 'Round the Mountain." Here are his lyrics:

*"They'll be coming across the border when they come.*

*They'll be coming across the border when they come.*

*They'll be coming across the border, 'cause there is no law and order;*

*They'll be coming across the border when they come.*

*They'll be carrying drugs and handguns, so they can have some real fun;*

*They'll be carrying drugs and handguns when they come.*

*They will not have a green card, but they sure know how to run hard;*

*Well, they will not have a green card when they come.*

*"Now all they know is Spanish, and if you don't they will vanish; Well, now, all they know is Spanish when they come."*

Miller entitled it "The Mexican National Anthem."

One would be hard pressed to find an adult Mexican-American in Southern California who doesn't have at least one relative or acquaintance who once was in this country illegally. Nonetheless, Randy was shocked when some Latino listeners were offended. "I was simply commenting on a social issue and really didn't expect any negatives on it," he said. "Frankly, we all were surprised by the reaction."

With all the lip service program directors and air personalities pay to the importance of knowing the community they're supposed to be serving, he was surprised by the reaction? Incredible.

KSDO-FM's Program Director, Dave Parks, said Miller created the bit to address "the illegal alien problems specifically" and it was not meant to reflect on the Mexican-American community "in general." And, in fact, after it first aired the title was changed to the "Illegal Alien Anthem."

Okay, I'm all in favor of biting satire that "comments on a social issue" and addresses "problems specifically." Let's look at Miller's "comments"; perhaps his point of view will offer a perspective that will help us to understand the problems related to the influx of hundreds of thousands of illegal aliens per year.

What insights can we glean from Verse #1? The only comment he makes here is that "they'll be coming across the border, 'cause there is no law and order." Perhaps that's the reason so many people risk their lives (many lives are lost while trying to sneak into the U.S.; more on that in a moment): because there is no law and order.

Personally, however, I agree with the immigration officials and the sociologists and the illegal aliens themselves, all of whom are unanimous in blaming the problem on Mexico's terrible, seemingly inescapable poverty . . . and on the desire of some Mexicans to try for a better life in America's fabled Promised Land.

Verse #2 says "they'll be carrying drugs and handguns, so they can have some real fun." Well, I'm sure "drug smugglers do carry both drugs and guns. But this is the "Illegal Alien Anthem," not the "Drug Smugglers Anthem." Miller has been in San Diego only a few months, so maybe he doesn't know that most Mexicans don't use illegal drugs or own guns. And most Mexicans caught trying to sneak across the border carry neither.

As for the "real fun" — well, if paying your life's savings to some guy (known as a coyote) for the privilege of being stuffed into his van with 50 other people and hoping you don't suffocate (as some do) during the long, hot, bumpy ride and then hoping that neither you nor your children are robbed, raped, or murdered by *banditos* on the American side of the border is what you consider to be "fun" . . . then I guess I see Randy's point.

Verse's #3 & #4: No, they don't have a green card, or a visa. Those are for people with money and connections. The people who risk their lives to cross our border have neither, and many of them speak only their native tongue. (How many languages did Randy's ancestors speak when they first set foot on U.S. soil?)

Do you see any value in Miller's "anthem" — as humor, as satire, or as social comment? If so, then your vision is much more acute than mine.

### The Martin Luther King Joke

Naturally, no discussion of this Disc Jockey as Bully phenomenon can omit the Greaseman's incredibly tasteless "joke" on the occasion of Martin Luther King's birthday. I've already gone on record as considering the Greaseman one of the most talented jocks around, and I'm at a loss to explain this incredible lapse in both taste and humanity. The incident sounds to me like a classic case of temporary insanity.

### Assassinating The President

Then there was J.C. Corcoran, who joked that he might try to impress actress Helen Slater by trying to assassinate President Reagan. Corcoran was amazed at the Secret Service's lack of sense of humor. He explained that even "a retarded child" would know it was a joke. Perhaps that same child would know that "humorously" threatening the life of the president is a crime, just as "joking" about carrying a bomb aboard an airline is a crime. Instead of admitting that he screwed up, Corcoran sought to blame others (i.e., the Secret Service).

### Gay Bashing

Lastly, there's the jock in Chicago who regularly ridicules gay men. The aircheck I heard featured a gay listener, who called to take exception to the jock's taunts. In an intelligent, articulate, respectful way, the caller explained why he found such comments hurtful and destructive. Clearly, he was seeking to communicate his feelings to the jock.

How did the disc jockey respond? Did he say, "Hmmm. I can see you've been hurt by this, that wasn't my intention"? Did he ask, "How about giving me an example of a 'gay'-related joke that you don't find offensive?"

No. His response was, "Jeez, give me a break! You guys just don't have any sense of humor at all!" — and then he hung up on the caller.

### Disc Jockeys As Bullies

"The disc jockey as bully. The disc jockey as jerk. The disc jockey as bigot who ridicules anyone different from himself. I find it distasteful.

I don't question anyone's right to represent such attitudes on the radio, if they can find a station willing to broadcast them. I think it's a pathetic way to make a living, but I do support freedom of expression.

But at least . . . at least . . . be honest about it. Don't try to hide your hostility, your bigotry, your callousness behind a cloak of "humor." Bullies aren't funny. They're just bullies.

A few years ago, the producer of "Saturday Night Live" was quoted as saying that no subject is sacred; in his show would find humor in any situation. Shortly after John Belushi died, he was asked if viewers could expect to see the show doing jokes about Belushi's death.

"No," he said. "I don't see any humor in that subject."

How hypocritical. It's funny as long as it involves someone else's pain. Unfortunately, there are some disc jockeys who seem to agree.

I guarantee that in each person's life there are subjects that the person believes should not be made light of. Not laughing at the death of a loved one or at the crippling of a child doesn't indicate a lack of sense of humor; it indicates the presence of human compassion. And if you don't have any compassion, then I suspect that ultimately the one who has no sense of humor . . . is you.

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

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## MIAMI SOUND MACHINE

### "Words Get In The Way"



CHR CHART: **11**  
 AC: SPENT 3 WEEKS AT **1**  
 THIS WEEK: #2

NOW ON OVER 80  
 CHR REPORTERS

WBEN deb 24  
 WKSE 21  
 WNYS 31-26  
 WPHD 29-22  
 CKOI 28-24  
 95INZ 20-17  
 Y100 deb 35  
 WRNO 28  
 WRSR 21-19  
 WMMS deb 40  
 WCZY add  
 KWK 35-32  
 WL0L 23-19  
 KKRZ 38-35  
 KS103 21  
 KMEL add  
 KPLZ 33  
 KNBQ 33  
 WNNK 38-33  
 WOKI 34-27  
 WLRS 24-20  
 Y106 31-24  
 KQM add  
 WZON 40-35  
 WHSL 29-23  
 OK95 25-21

## MICK JAGGER

### "Ruthless People"



Taken from the motion  
 picture soundtrack  
 "Ruthless People." 

"Ruthless People" musical  
 supervisor Tommy Mottola,  
 Champion Entertainment  
 Organization, Inc.

*Portrait*

## CYNDI LAUPER

### "True Colors"

FIRST WEEK OUT  
 125 REPORTERS  
 #2 MOST ADDED  
 INCLUDING:

WXKS	95INZ	WHYT	KMJK
WPHD	Y100	KDWB	FM102
CKOI	B97	KHTR	KMEL
WPLJ	Q105	WL0L	KWSS
B94	Z95	KPKE	KPLZ
WAVA	WMMS	KIIS	KUBE
94Q	92X	KZZP	KNBQ
Z93	WCZY	KKRZ	

AC: #1 MOST ADDED



**Epic**

# The Gift Of Music



## LUTHER VANDROSS "Give Me The Reason"

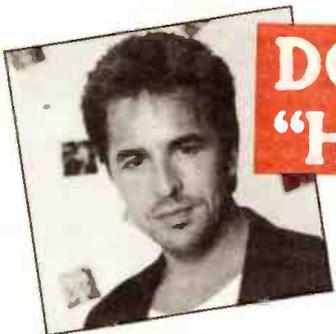
Taken from the motion picture soundtrack "Ruthless People." 

WXKS	B96	WERZ	KAMZ	100KHI	WVBS
WKSE	WCZY	WNNK	KBFM	WJAD	SLY96
WNYS	WHYT	WTLQ	WKFR	WCGQ	OK95
WQUE	FM102	WSSX	WRQN	KSMB	
WNVZ	KMEL	WNOK	KCAQ	WGLF	



## CARRERE® CARL ANDERSON & GLORIA LORING "Friends and Lovers"

CHR CHART: 9  
AC CHART: 1 #1 HOTTEST



## DON JOHNSON "Heartbeat"



Produced by Chas Sandford

### CHR BREAKERS

CHR CHART: DEBUT 40  
182/80 — 78%

### AOR TRACKS BREAKERS

AOR TRACKS: 27  
99/25 — 62%

### CHR NEW & ACTIVE

NOW ON OVER 90  
CHR REPORTERS!

WBEN 38-26	WTKI 22-15	WOKI 29-24	WKSE on	KUBE 23
WPHD 22-16	KWK 32-27	WDJX 34-28	PRO-FM on	
WRNO 31-26	KKRZ 34-27	KGOT 22-18	94Q on	
WRSR 35-29	KMJK 16-9	KYYA 23-19	Z93 33	
WMMS 22-17	KNBQ 37-31	WXKS on	KPLZ on	

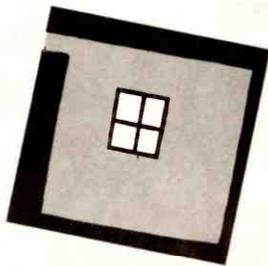
## FABULOUS THUNDERBIRDS "Wrap It Up"

CBS ASSOCIATED RECORDS

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# Merry Christmas From Portrait/CBS Associated Records!

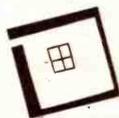
# PAUL SIMON



YOU CAN CALL ME AL

ONE OF THE "MOST ACTIVE"  
NEW & ACTIVE

WXKS add	KUBE 29-28	KATD 24-21
WBEN deb-38	KNBQ 39-37	KZZU 32-29
CKOI on	WNNK add	OK100 deb-39
WCAU deb-39	WKRZ deb-33	95XIL 40-29
PRO-FM add	KHFI add	WGAN add
K106 31-30	WBCY 27-21	WKSF 34-31
94Q on	WNOK 38-33	WYKS deb-30
WRSR 39-37	WANS 30-27	KNOE deb-32
WRNO on	WCKN deb-39	WPFM 40-35
WLS deb-35	WLRS deb-38	WHSL 30-25
KDWB deb-36	WHY 20-18	WVBS 37-33
KHTR on	94Z add	KYYY deb-40
WL0L 36-31	WXLK 31-28	WBWB 31-24
KIMN 28-22	WGTZ 36-33	KGOT add
KPKE 24-22	WMEE 29-27	KBOZ deb-35
Y108 add	WIXX 35-31	KTRS 40-26
KKRZ deb-40	Z104 33-25	KOZE 25-18
KMJK on	KSND deb-40	KBIM 32-30
FM102 add	KLUC 28-26	SLY96 deb-37
KPLZ deb-37	KXYQ 40-36	OK95 29-23



PRODUCED BY PAUL SIMON  
ENGINEER: ROY HALEE

From The Forthcoming Album

GRACELAND

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BRAD MESSER

## CALENDAR

### Got It In Writing?

Mr. or Mrs. Boss, are you sure that your newest jock is aware of all your station's longstanding rules about such and such? And can you be positive that everyone in the News Department knows the station's policies regarding blah blah and especially the critically important rule concerning yada yada?

I'll make my point after telling you something that happened last month.

A listener called a talk show host and was put on the air warmly complimenting the host and the station, to which the host, obviously quite pleased, offhandedly said something to the effect that someone ought to give that man an Arbitron book. Zap! The host was fired. It got in the newspapers.

One local paper described the station as a revolving door and splashed around plenty of hot, juicy quotes from the canned host, who allowed as how the fellow who gave me the axe knows nothing about radio, and my contract has

been breached and my lawyer will do this and my lawyer will do that. One thing his lawyer was going to do, the unemployed host told the newspaper, was ask the station which written policy the host had allegedly violated.

There, that's enough of the story to be able to go on and make my point. (Believe me, difficult to choose just one angle. Story raises so many questions. Would station be covered if simply had rule prohibiting doing anything stupid? Must rules be written to be rules? Will fired guy's lawyer really do this and that? Will fired man run out of lawyer money

before station does? Will there be more fiery quotes?)

I don't know any of those answers. The point I choose is this: if a broadcaster wants to insure that everyone knows his policies about everything, one efficient way to accomplish it is to have a policy book, which can be something as simple as a collection of old memos.

Some stations ask that employees sign an acknowledgment that they have read and understood what's in the policy book. Signing may or may not prove various legal doodads down the line, but that's a side issue.

The best reason to have station policies in writing is to accomplish the goal of clearly communicating management's rules (and maybe even reasons) so that employees, one and all, will pull in exactly the same direction all the time. It's hard to find fault with a goal like that.

#### Inhabitants Reported On Moon

**MONDAY, AUGUST 25** — The *New York Sun* began publishing a series of stories 151 years ago reporting that an astronomer had looked at the moon through a giant new telescope, and had seen people walking around up there. Moon people were short and hairy, with yellow faces and big wings, the newspaper said. The circulation-boosting series was soon exposed and became known as the Great Moon Hoax (1835).

Ten years ago, the average retail price of a new General Motors car was raised to \$6000 (1976). Twenty years ago, Orbiter-1 transmitted the first image of the whole Earth as seen from the moon (1966). Birthdays: Elvis Costello 32. Gene Simmons 37. Rolfe Fingers 41. Sean Connery 56. George Wallace 56.

#### Krakatoa Volcano Killed 36,000

**TUESDAY, AUGUST 26** — Krakatoa volcano erupted 103 years ago (1883) with an explosion so powerful that people 3000 miles away heard it four hours later. Krakatoa generated tsunamis ("tidal waves") up to 150 feet tall, which killed an estimated 36,000 people. The volcano is in Indonesia.

The federal government ordered banks to stop foreclosing on mortgages in 1932, to save thousands of people from losing their homes during the Great Depression. By Presidential proclamation, this is Women's Equality Day, observing the ratification of the 19th Amendment which granted voting rights to women in 1920.

Birthdays: Swimmer John Kinsella 34. Bob Cowell 37. Geraldine Ferraro 51. Editor Ben Bradlee 65.

#### First Turbojet Airplane

**WEDNESDAY, AUGUST 27** — The world's first "pure jet" (gas turbine) airplane was test-flown in Germany 47 years ago today (1939). It was a Heinkel He-108, the forerunner of the He-280, which became the world's first operational jet fighter about two years later (WWII).

Ten years ago, MIT scientists announced they had constructed the first manmade gene (1976). Fifteen years ago, the first Atlantic crossing by speedboat was completed (1971). The first dial-type telephone became available 90 years ago (1896).

Birthdays: Tuesday Weld 43. Daryl Dragon 44. Tommy Sands 76. Martha Raye 70.

#### #1 In Package Delivery

**THURSDAY, AUGUST 28** — Two teenagers started a little company called American Messenger Service 79 years ago today, with a telephone, two bicycles and six messengers (1907). It is now United Parcel Service, the world's largest package-delivery company. UPS handles twice as many packages as the U.S. Postal Service during Christmas rush.

Dr. Martin Luther King Jr. delivered his "I Have A Dream" speech to 200,000 civil rights demonstrators at the Washington Monument in 1963. The first radio commercial was broadcast in 1922.

Birthdays: Ron Guldry 36. David Soul (D. Solberg) 43.

#### Chop Suey Created

**FRIDAY, AUGUST 29** — A chef at a New York City restaurant created a new recipe 90 years ago, consisting mainly of stir-fried fresh vegetables (1896). He named it chop suey. Although chop suey was created in America, the chef was an immigrant from China. His recipe was based on a traditional Chinese cooking method in which food is rapidly heated over a very hot fire, which conserves firewood.

Twenty years ago, the Beatles gave their last American concert at Candlestick Park, San Francisco (1966). Birthdays: Michael Jackson 28. Elliot Gould (E. Goldstein) 48.



ADAM WHITE

# RECORDS

## Hits Across The Ocean

By Peter Robinson



Peter Robinson

The grass is always greener. How true that is when music business folk compare the relative merits of working and breaking records in the US and UK. As the two major music markets of the world, they have the greatest interchange — of hits, artists, producers, engineers, songwriters, publishers, and label personnel.

US rock acts come to the UK to get "that English sound." UK rock acts go to the US to work with revered American producers and engineers. Tina Turner and Philip Bailey come to the UK to make records, while such British black acts as Loose Ends and Five Star go to the US.

We're always looking for something from the other market. The "New York mix," the "original UK version," the "only" engineer who can get that sound, and he's in London, or Los Angeles, or New York.

In radio, it manifests itself in the UK soul DJ who checks out the new US 12-inches and can be playing them only two or three days after New York. Or the progressive US album radio programmer who's never more excited than when he has the newest new music on import from the UK, way before any US label knows what it's all about.

### Apparent Advantages

There are a vast number of differences between the two markets, and we can all admit to envy of some apparent advantages enjoyed by our transatlantic counterparts. For me, the biggest difference is the fast-moving nature of the UK market. Records invariably happen, or not, very fast. The "sleeper" is a rarity.

Unlike North America, where you have tried-and-tested routes to success which involve building your AOR base before pursuing CHR, or delivering a top ten B/U hit before trying to cross it, or going straight for CHR play and slowly gathering momentum week by week, everything is much more instant in the UK.

Initial BBC Radio 1 national airplay and good network TV coverage can provide up to 80-90% of the meaningful exposure needed to sell records. But while this is sufficiently powerful to make hits, you do need several weeks of sustained play at a good level of rotation. Just as in the US, where some early stations may begin to drop a single at a critical point, so in the UK the big danger is that the BBC will drop your record before you've been able to deliver significant sales.

This national radio thrust to UK promotion gives British labels a great advantage in the BBC's avoidance of a specific music format. Personally, I would welcome

more UK radio outlets devoted to particular music tastes, but there can be no doubt that national hit radio, as purveyed by the BBC, allows all kinds of music to receive exposure without a lot of agonizing over whether it fits the station sound.

It's often said that UK radio is less "safe" and that many British acts who break here would be too unconventional to fit US formats. The wisdom is that they would fail if they tried to pursue their career Stateside before conquering the British chart. Certainly, the number of quirky records which originate from the UK and become world hits probably owe a lot to the BBC's lack of commercial constraints.

### Fast Charts

But one major drawback of the British business when compared to the US is the speed and inconsistency of our charts. The UK industry chart is as close to an accurate reflection of sales (no airplay is factored in) as can be compiled. But it's so fast that because of national airplay and TV exposure, a new release by a major act can often sell enough to debut in the top 30 or even top 20 in the first week — and peak two or three weeks later, after which the airplay decline can be fairly rapid. So the single can be burned out in little more than four or five weeks. Certainly, eight weeks would currently be a good chart life for any single.

If albums are to be sustained by the release of numerous singles, those singles often must be issued with a frequency that the rest of the world finds impossible to keep up with. It's a confusing and far-from-healthy situation, but it's almost forced on us here to keep our album sales momentum.

When it comes to singles by American acts, these frequently climb so fast that a record can hit top ten and peak in Britain while only just reaching the upper half of the US charts. Result: the UK label is looking for the next single way before the US company is ready.

American black/dance singles are a phenomenon all to themselves. Frequently picked up from US indie labels for substantial advances, such records can be in the pop top 20 or even top ten before US exposure has spread much beyond East Coast club and Urban radio

play — and certainly before making the B/U charts, never mind CHR!

These records break via the street buzz generated by clubs and specialist soul radio programming, with heavy initial 12-inch sales causing an early pop chart entry (our national chart combines 7-inch and 12-inch singles sales). Radio 1 and London stations like Capitol and BBC/Radio London will then carry the record into the upper reaches of the chart, and frequently the label will fly the artist in for BBC-TV's "Top Of The Pops." Many are the examples of US black artists whose brief taste of pop success has been an appearance on that show.

### AOR Dilemma

A word here on the impact of network TV. This is clearly a huge factor in breaking records in Britain, both in singling them out from the pack and, on occasion, contributing to this remarkable speed of chart movement. It's not at all unusual for a strong visual performance or an outstanding video clip on "Top Of The Pops" to catapult a record from, say, 25-5 in one week — a chart move that would almost never be achieved through airplay alone.

While we can put lots of American black and club records in the

**"The biggest difference is the fast-moving nature of the UK market. Records invariably happen, or not, very fast."**

pop charts with relative ease, it's quite a different story when it comes to US (and even British) AOR acts. Every label has its stories of major American bands who earn more in merchandising from one arena date in the US than they do in record royalties from the UK in a year.

The Jonathan King BBC-2 TV series "Entertainment USA" helps somewhat by showing clips of major US working rock bands. But the absence of the frequent exposure (such as you have with AOR and MTV) makes it very difficult for bands like Heart, Night Ranger, and Journey to duplicate their domestic success. Occasionally, a blatantly pop-oriented single will break through at mainstream radio and help them establish a UK foothold.

### Second Time Around

One real advantage is our ability to rerelease and break singles on the second or even third attempt. There are dozens of examples: sometimes the record may be by a local act which happens the second time around because of a more focused or better-timed promotion by the label. "Love And Pride" by King failed dismally first time, but went all the way to number one when rereleased nine months later.

In recent years, many successful rereleases have happened in the wake of American top ten action. The US successes of A-Ha's "Take On Me," Falco's "Rock Me Amadeus" and Billy Ocean's "Caribbean Queen" enabled their respective labels to use that success to break them on a second try in Britain.

One good practice we've inherited from the US is the extended working of an album by the constant release of singles. For far too long in Britain, if you dared to release more than three singles, there were charges of "milking the album," or "exploiting the fans."

Now thanks to Michael Jackson, Madonna, Springsteen, Tina Turner, Bryan Adams et al., we have a whole host of UK-based acts extending the life of their albums far beyond the previously accepted sales plateau. Among them: Dire Straits, Paul Young, Sade, Tears For Fears, Go West, Wham!, and Five Star.

One continuing difference between the two markets is our practice of releasing a single — or two, even three — before shipping an album. Americans are frequently astonished that a new English artist can have a top ten single and not have an album in the marketplace (which may follow several months later).

There are several factors involved, including the belief that you need a solid hit or two first, so that retail will have faith in the album and stock it heavily, and that the public will be anticipating it.

### Careers Over Hits

Unlike the US, many acts are still signed to singles deals, with an album option. If a single hits quickly, a label can be caught unprepar-

ed. Not infrequently, by the time the album is released, public interest may have waned. Or a second single may have been released and flopped, resulting in decline of interest in the album.

Where this seems to have the most adverse impact is North America. Because of the economics of your business, a large number of big UK hits go unreleased in the US until the English company is able to deliver an album — and an act — rather than one 7-inch piece of vinyl.

I don't blame American labels for wanting to know that there is, indeed, an act of substance to market, preferably to tour; that there is more than one hit cut on the album; that there is consistency. I'd have to admit that a fair number of British hits fall into the "novelty" category, neither likely to be repeated nor to deliver a longterm career.

But now "artist development" is part of our international music business language. The term originated in your market, and just as we've learned that there's no shame to releasing more than three singles from one album, so we've recognized that the creative development of an artist — sometimes resisting the short-term benefit — is necessary. Why just look for hit records from whatever source, which may be short-lived, when you can build acts whose longterm following can provide the bedrock of your business for years?

The fact that so many British acts are achieving major international album success these days is precisely because we've learned the importance of delivering careers, not simply hit records.

Peter Robinson has worked for US record labels in Britain for 15 years. He's currently VP/A&R for RCA UK, where his roster includes Eurythmics, Five Star, Blow Monkeys, Wax, and Clannad. A keen observer of the American market, Peter began his career with MCA and CBS in international, marketing, and A&R posts.



JOEL DENVER

## COOK HAULS OUT HEAVY ARTILLERY

# WNCI Skyrockets 5.3-9.4, Upsets 92X

If you could have a camera trained on all the PDs' offices in any given market when the advances come out, the myriad expressions would be as varied as the rainbow. Over at WNCI/Columbus, PD Bill Richards was grinning like a cheshire cat over his 5.3-9.4 leap in Arbitron's 12+ department. But over at 92X (WXGT), Operations Director Adam Cook was probably chagrined seeing his shares slip from 10.5-8.0.

At the helm for three and a half years after a couple more programming WSKZ/Chattanooga, Adam isn't taking this lying down. In fact, he's already questioning the sampling as far as diary distribution and number of in-tabs for certain demos.

### In-Tab Snafu?

"We took our biggest hit in mid-days. It seems from 8am-3pm the station is almost devoid of female listeners. All of them headed to (AC) WSNY (grabbing just shy of a 40 share in 18-24 females), with the rest between (AOR) WLWQ and WNCI."

Adam went on to point out his dissatisfaction with the in-tab

"We may have put ourselves into too much of a defensive posture. This is the first time we've had anyone hit us so hard as a direct competitor."

— Adam Cook

diaries for those female 18-24s. Could be that a trip to Laurel is in the works! "Last spring," he recalled, "there were 117 18-24 female diaries returned in-tab, and this book there were only 67. In fact, there were about 200 less in-tab for the total sample."

As far as Bill Richards goes, the diaries, the sample, and the results were just fine. "The staff and management is absolutely thrilled. It's a good sign that a market can react to a good-sounding station, no matter what its history has been."

### Checked Past

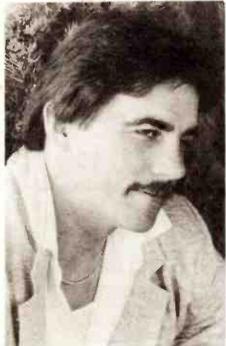
And "NCI has had a checked past. I'm probably the fifth PD in as many years and the station has seen a continual shift in for-



Inside the vault with \$100,000 in WNCI's "Phrase That Pays" contest are (back, l-r): midday personality Joe Dawson, partimer Doug Ritter, morning maniac Dave Ryan, news personality Tom Kelly, and overnigher Ken Taylor. (Seated l-r): late nighter Andy Clark, night rocker MD/Asst. PD Michael J. Fox, and partimer Dave Elliott. Not shown are weekenders Dan Bowen and Carrie Bowers.



Bill Richards



Charlie Rivers



Staffers hunger for cash



Dee Miller

music, for the most part, during this period of come growth. Now, I went out of the box on some new stuff, but our initial needs were to be familiar and consistent.

"We did a lot of dayparting, shying away from certain records. Van Halen was too tough for us, as were a couple of others at the time. Now that we've moved the come from fifth to first, this is no longer as big a problem as it once was. We can now open up our musical variety to include more of the harder-edged material."

"We did a lot of dayparting, shying away from certain records . . . Now that we've moved the come from fifth to first, this is no longer as big a problem as it once was. We can now open up our musical variety to include more of the harder-edged material."

— Bill Richards

"I'm not going to forget what got us here," he added quickly. "This will not become a station that adds ten new cuts each week. It will really depend on the product available and what the rest of the market is doing. We call more record stores in our TSA than you can believe. Using a computer we can rotate the information and store locations."

### Tweaking Rotations

Bill related, "I'll tweak our rotation three times a week if necessary to make sure it's right. Music is obviously what they tune in for, and so it must be right, whether we are out of the box on something or it's a cut we've waited six weeks to add."

So with this methodical competitor in the market, does Adam plan many changes? "Not really. I still don't fully believe this book. I mean, WNCI beats WLWQ in 18-34 men at night. That doesn't figure. So, I'm not really looking to alter our stance radically."

"We went into this year with a gameplan similar to last year's. Musically, we are current-intensive (about 85%) and use a strong rotation to keep the come high. That helped keep our lower-end base intact." WNCI doubled its teens from the mid-sevens to over

Continued on Page 46

mats as well," said Bill. "This is our best book in five or six years, and it's just so rewarding to see this great set of calls be reawakened as a force in the market."

Looking back at what may have given WNCI a bit of an edge this book, Adam reflected, "We may have put ourselves into too much of a defensive posture. This is the first time we've had anyone hit us so hard as a direct competitor. I've always been the aggressor, and with this situation we are looking to regroup and make a swift, strong recovery. I think the summer book will really tell the story as to our real position."

The story of WNCI's rise to success may seem like an overnighter, but Bill joined the station last September, and basically put all changes on hold for a while. "I

wanted to go through the past ratings books and see what had been done in the ways of research."

### The Phrase That Pays

"During this exploratory period I made very few on-air changes other than some rotational restructuring. I began looking for the right people, talents, jingles, and other necessities of a great-sounding station. Perhaps my toughest search was for the right slogan," he admitted.

Bill combined the slogan "WNCI 97.9, Not Too Hard, Not Too Light" (and not a rip-off of a description of the Three Bears' porridge), into a phrase-that-pays type of contest, good for \$1000 a whack. He backed it all up with 300 GRPs of TV time a week, plus 40 billboards, and rees-

tablished the calls in the listeners' minds. "I simply took all of this research data, combined it with some good gut observations, a strong contest, and a lot of input from my staff, and here we are. And now we're kicking off a massive bumper sticker campaign for the summer."

Additionally, WNCI did a couple of "Great Album Blow Outs," giving away an LP away every 197.9 seconds all weekend. The station also tied in with Columbia for a trip to London for the final Wham! concert, and was active with movie premieres.

### Consistent & Familiar

Bill elaborated about his music policy, considering his positioning slogan of "Not Too Hard, Not Too Light." "I let 92X establish the

ANOTHER  
BREAKER  
FROM

The  
**Karate Kid**  
Part II



NEW EDITION  
"Earth Angel"

**BLACK/URBAN BREAKERS**

8/15/86

BLACK/URBAN CHART: 31 - 20  
... And Crossing Quickly At CHR!

CHECK THESE CALLS:

B104 deb-28	93FM deb-29	KBEQ 21-16	WKEE on	WKSJ 39-33	WKZL add	WFBG add	KWES 23-13
WKSE deb-36	Y100 18-16	KDWB on	B106 add-27	WAPE on	KF95 add	WZON on	Z102 20-17
WPLJ 28-20	WQUE 28-22	KKRZ add	WBBQ on	WFMI add	KYNO add-38	WJAD on	WCIL add
Z100 24-21	B96 add	FM102 5-5	WROQ deb-33	WPOW 24-21	KQMQ 13	WQID on	
B94 add	WCZY 20-12	KS103 22-18	KAMZ 27-21	Y106 deb-35	KXYQ add	Q104 deb-33	
WAVA deb-29	WHYT 35-30	KMEL add-30	KEZB 11-9	94Z add	KATD add-34	Q101 add	

MCA RECORDS

Weekend Box Office Reports  
"Karate Kid Part II" Now Over \$90,000,000!

From the Original Motion Picture Soundtrack  
Containing the #1 Smash "Glory Of Love  
(Theme From The Karate Kid Part II)"



## WNCI Skyrockets 5.3-9.4 Upsets 92X

Continued from Page 44

a 14, while 92X was off less than a point, with better than a 42 share in this category. "But the contest at WNCI cost us some women, and generally helped knock the cume out of killer."

### No Screamers Here

"Record after record, we beat them to the active titles, which I really think helped to keep us in good shape. WNCI plays more gold than we do, and I'd almost say they got close to sounding AC in certain time periods, whereas we were more consistent."

Adam went on to clarify that 92X is not a screaming teeny-bop jukebox. "Everyone agrees we are more fun to listen to than WNCI. While not having a staff of scream-

"We're arming up for the fall. I will have all of the heavy artillery needed for that sweep. You can look for 92X to really come out smoking."

— Adam Cook

ers, we may have been a bit too chatty this book, as we tried to expand the personality image of our station. This is really an easy problem to fix, but I'm pretty pleased with our overall presentation."

Promotionally, 92X had its guns blazing as well this past book. "Positioning-wise, we are 'Your #1 Music Station.' We did small cash giveaways — \$100 hits to counteract their big prize contest. When the gas war phenomenon happened, 92X was the sole participant, and we got it down to 9.2 cents/gallon. And as the weather warmed up we became even more visible with our Summer Fun Spotter Van."



92X afternoon personality Kris Kelly, '38 Special's Jeff Carlisi, Ops Director Adam Cook, group member Don Barnes, and MD Kevin Haines are hangin' out.



92X drives down the price of gas.

### A Hot Summer

"We relied on billboards for cume reinforcement, and had about 20 showing, along with some

poster boards with our digital logo and positioning statement. We also had a few up there specifically for the morning show featuring Michael O'Mally & Chad Hunt."

Back over at WNCI, Bill remarked earlier he'd implemented a new bumper sticker campaign, adding, "And we're continuing with the phrase that pays as well. This is going to be a real hot summer for us, especially with a beach party coming up at a local amusement park."

Bill continued, "We're all very proud that we've moved 92X out of a regular event they used to have locked up. Every Thursday night at the Continent (a local club), upwards of 5000 folks jam the place and we all have a great time."

### A Happy Bounce

With a smile of contentment, Bill concluded, "If I had to put it (success) off to one thing, it's the right people on the staff behind me. I worked 18 hour days here, as did many others. The help and support from all the other programmers at Nationwide, plus that of (VP/Radio) Steve Berger, (WNCI GM) Dale Weber, and (national programmer) Dave Van Stone made it all come together."

"WLQ, WSNY, and 92X are all good stations," Bill conceded. "It's just a matter of timing. Like anybody, they can all be beaten. I'm



Michael O'Malley, mornings



Chad Hunt, mornings



Night rocker Suzy Waud rides again



David Glenn, late nights

However, we have the momentum, the talent, and the backing to maybe widen the gap a bit more."

Adam, on the other hand, still maintains that WNCI took a happy bounce in the Arbitron, while the corresponding Birch shows 92X sliding 22.2-11.9, while WNCI posted a healthy 6.4-10.3 gain. "Management believes WNCI's \$100,000 cash contest and WSNY's

"I'll tweak our rotation three times a week if necessary to make sure it's right. Music is obviously what they tune in for, and so it must be right."

—Bill Richards

direct mail \$65,000 campaign targeted at middays made big impacts. We had only \$20,000 in cash to hand out, but we did have more winners than anyone else."

### Optimistic Outlook

While looking at a down book isn't anyone's idea of fun, Adam has an optimistic outlet on what it represents. "In some ways this is the best thing to really happen to us. (Owner) Great Trails is looking to really support this situation. We aren't taking any of this for granted. We are feeling very good about the station, our efforts, and the quality people who are here."

"You have to expect some reaction, and it's all been positive from management. As a result, we are arming up for the fall. I will have all of the heavy artillery needed for that sweep. You can look for 92X to really come out smoking in the fall."

## Turnin' In To The Tunes

What does the 4-5pm hour sound like at both WNCI and 92X? Here's a song-by-song rundown of a typical hour at each station.

### WNCI

MADONNA/Papa Don't Preach  
JOURNEY/Foolish Heart  
JETS/Crush On You  
LEVEL 42/Something About You  
JOHN COUGAR MELLENCAMP/  
Small Town  
HOWARD JONES/No One Is To Blame  
DeBARGE/Rhythm Of The Night  
GTR/When The Heart Rules The Mind  
EAGLES/Hotel California  
JERMAINE STEWART/We Don't Have To Take  
BERLIN/Take My Breath Away  
HUEY LEWIS & THE NEWS/Heart & Soul  
KOOL & THE GANG/Misled  
JOURNEY/After The Fall

### 92X

TIMEX SOCIAL CLUB/Rumors  
DARYL HALL/Dreamtime  
POLICE/Every Breath You Take  
GLASS TIGER/Don't Forget Me  
FIXX/One Thing Leads To Another  
BELINDA CARLISLE/Mad About You  
PETER GABRIEL/Sledgehammer  
INXS/What You Need  
MIAMI SOUND MACHINE/Words Get In The Way  
HUEY LEWIS & THE NEWS/Stuck With You  
MONKEES/That Was Then, This Is Now  
GENESIS/Abacab



BUFF CITY — The Swatch female body builders took time out to visit Z100/New York during a recent Swatch giveaway. The grand prize was a \$5000 30-foot Mondo Swatch, plus tickets to a show featuring Belouis Some, a BMX bicycle, and a classic skateboard. Pictured here (l-r) are Z100's Claire Stevens, Ken Lane and PD Scott Shannon, and the Swatch body builders.

ONLY THIS BAND COULD TAKE  
ONE OF THE BEST SONGS OF ITS CAREER  
AND MAKE IT GREATER.

# CHICAGO

"25 OR 6 TO 4"

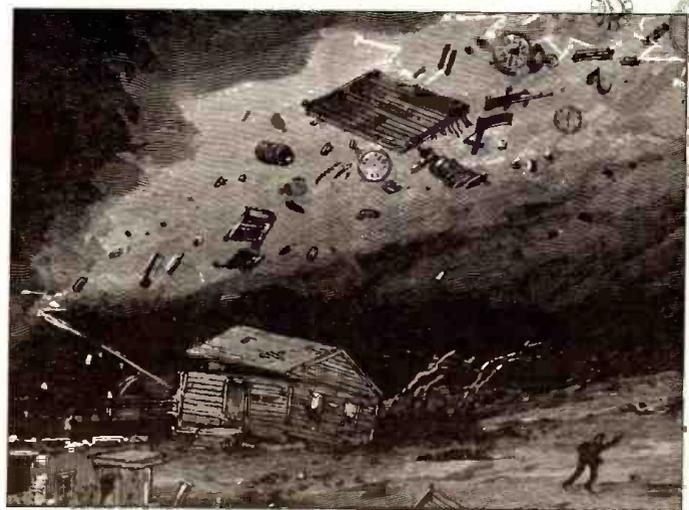
THE NEW SINGLE

PRODUCED BY DAVID FOSTER

FROM THE FORTHCOMING ALBUM

FRONT LINE MANAGEMENT

CHICAGO 18



©1986 WARNER BROS. RECORDS INC



# Good Reasons To A



## JOURNEY

"Girl Can't Help It"

- This is the cut that CHR demanded us to release in response to heavy AOR rotation.
- National tour begins August 23rd — Watch for JOURNEY in your market soon.

73 OUT-OF-THE-BOX ADDS  
INCLUDING:

WKSE	WRSR	WHYT
WPHD	WLS	KDWB
KRBE	Z95	KKRZ
95LNZ	Q102	KMJK
WRNO		



## TOTO

"I'll Be Over You"

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## LISA-LISA

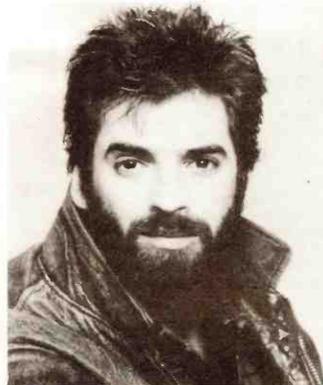
and Cult Jam with Full Force

"All Cried Out"

By now the facts are obvious:  
Everywhere this record is added it blows  
the phones off the hook & generates  
immediate singles & album sales

69/15 — 30% HOTS: 16%

B104	22-19	WQUE	22-6	KMEL	16-13
WXKS	12-7	KBEQ	23-19	WSPK	6-2
Z100	4-4	FM102	15-9	WAPE	9-6
B94	21-11				



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COLUMBIA RECORDS

# Add Great Records

The first release from the most brilliant  
TOTO album ever

Look for immediate Out-Of-The-Box  
album sales from their built-in multi-  
platinum audience

**59 CHR ADDS  
OUT OF THE BOX  
INCLUDING:**

WKSE Z95  
94Q KPKE  
95INZ KNBQ  
WRNO

## KENNY LOGGINS

"Playing With The Boys"

Who has to tell you how hot the Top  
gun movie & album has remained this  
summer: In just 3 short weeks this single  
is shaping up to be just as big as  
"Danger Zone"

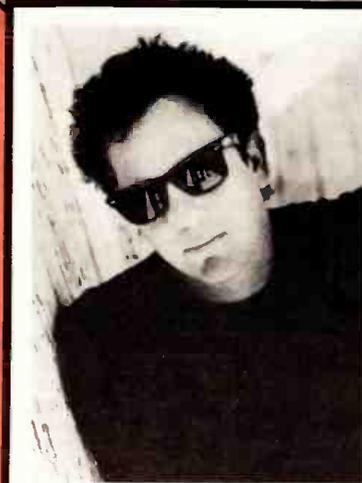
**NOW ON OVER 60  
CHR REPORTERS!**

## NEIL DIAMOND

"The Story Of My Life"

Ascending to the top of the nation's A/C  
and ripe for CHR crossover

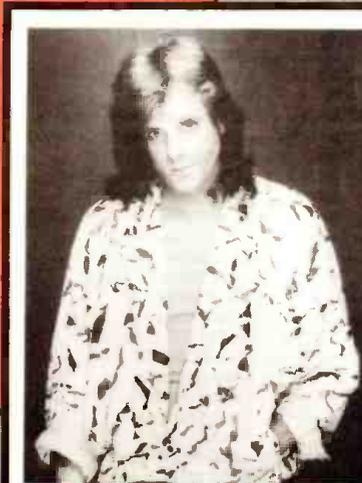
**AC CHART: 17  
AC FULL-SERVICE: 10**



## BILLY JOEL "A Matter Of Trust"

- The MOST ACTIVE new album at retail & radio this week.
- CHR and AOR saturation are coupled with a great video and major national tour

**AOR TRACKS: 15  
CHR CHART: DEBUT 38**



## EDDIE MONEY

"Take Me Home Tonight"

Eddie's back and locking up CHR and  
AOR radio F-A-S-T: Just look at this  
Out-Of-The-Box penetration:

**AOR TRACKS: 3  
CHR 81 STATIONS STRONG!**





STEVE FEINSTEIN

# AOR

## STRENGTH IN NUMBERS

# Rock Radio In Sound Health

Any way you slice it, this was another outstanding book for rock radio. In the last year, AOR has improved on three fronts: 12+ shares, demographically, and in sheer number of stations now doing the format.

### 12+

In the 12+ beauty contest, more stations increased than dropped in total share. There were exceptional gains by AORs in markets of all sizes - large (Cincinnati, Seattle), medium (Canton, Nashville, Oklahoma City, Omaha, Rochester), and beyond (Appleton; Cedar Rapids; Columbia, MO; Lexington; Madison; Poughkeepsie; Northwest Michigan).

### Demos

The important news lies behind the 12+ figures, of course. First, a higher percentage of markets than in any previous spring book have AOR stations leading the pack in what have become the format's key demos - men 25-34 and 25-49.

There's additional evidence to lay to rest the myth that rock radio attracts primarily 15-24 year-olds. As time goes on, more AORs balance their demographic makeup evenly between listeners under and over the age of 25. Among top-ten market rockers, for instance, the majority of leading stations get over half their numbers from 25+ listeners; the lowest percentage of 25+ listeners among the leaders in those markets is 46%.

### More AORs Than Before

More good news, particularly considering that the format was judged to be on its deathbed by some parties not too long ago, is

that the number of AOR stations in rated markets (206) is even higher than the total at the format's peak in 1983 (204). The current crop includes a wide variety of approaches to the format, ranging from hard rock to "Classic Rock" oldies to soft AOR.

In the last 18 months AOR has overcome its bad image among managers and advertisers, and is now quite the fashionable format to launch anew. Even in markets and regions where AOR might once have been considered too narrow in its appeal, smashing successful start-ups in places such as Boise, Greensboro, and Savannah can only influence more operators to let the rock begin to roll.

It's hoped this tally of ratings results will encourage that scenario, particularly in format holes in markets such as Cleveland, New Orleans, and Birmingham. Are any decisionmakers out there listening?

## Format Scorecard

	Spring '86	Spring '85
Stations Surveyed	206	176
Surveyed Markets w/AORs (standard/condensed)	142 (123/19)	129 (110/19)
12+ Scores	47% up (96) 40% down (83) 5% flat (11); 8% debut (16)	44% up 47% down 3% flat 6% debut
Markets With AOR #1 In Adults 18-34	46% (66)	50%
Markets With AOR #1 In Men 18-34	76% (93)	78%
Markets With AOR #1 In Men 25-34	67% (83)	65%
Markets With AOR #1 In Men 25-49	36% (44)	33%

All figures refer to Arbitron metro survey areas, Monday-Sunday, 6am-12midnight.

Stations with #1 shares in their markets have 12+ figures in bold. Stations debuting this book have asterisks next to their 12+ shares.

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

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

Consulted stations are noted by (A) for Burkhardt/Abrams/Douglas & Elliot; (AP) Al Peterson; (BP) Beau Phillips; (D) Alex Demars; (F) Frank Felix; (DH) Dave Hamilton; (GH) George Harris; (J) Fred Jacobs; (JS) Jon Sinton; (M) Larry Moffitt; (P) Jeff Pollock Communications; (S) John Sebastian. Dual consultancies are also noted.

The listing of consultants is done only as a point of reference. Credit for ratings performance primarily belongs to on-site program directors.

Under-the-line stations and stations listed as appearing in metros in addition to their own, such as KOMA/San Francisco-San Jose, do not contribute figures toward the scorecards.

# Winter '86 Station Stats

Station/Market	12+	Cume	Adults 18-34	Men 18-34	Men 25-34	Men 25-49	Teens	%25+	Station/Market	12+	Cume	Adults 18-34	Men 18-34	Men 25-34	Men 25-49	Teens	%25+
KAYO-FM/Aberdeen, WA	6.5-4.3	—	—	na	na	na	na	na	WCKG/Chicago (A)	2.2-2.2	—	—	—	—	—	—	55
WONE-FM/Akron	6.7-6.3	—	2	2	2	—	—	61	KFMF/Chico	5.8-7.5	—	1	na	na	na	na	na
WPYX/Albany, NY (A)	9.7-9.6	—	1	1	1	1	—	50	WEBN/Cincinnati (P)	8.2-11.1	—	1	1	1	1	—	50
WQBK-FM/Albany, NY	3.9-4.3	—	—	2	2	—	—	75	WSKS/Cincinnati	2.9-3.8	—	—	2	—	—	—	34
KFMG/Albuquerque (P)	7.9-7.4	—	2	1	2	—	—	50	WZYC/Coastal North Carolina	2.2-7.7	—	1	1	—	—	—	39
KRKE-FM/Albuquerque (A)	3.9-4.1	—	—	—	—	—	—	55	WXQR/Coastal North Carolina	*-2.5	—	—	—	—	—	—	25
WZZO/Allentown (A)	12.6-11.5	1	1	1	1	1	2	56	KILO/Colorado Springs	13.5-14.7	1	1	1	1	1	2	41
KATP/Amariello	*-4.2	—	—	—	2	—	—	36	KKFM/Colorado Springs (P)	*-4.5	—	—	—	—	—	—	61
KWHL/Anchorage (AP)	13.7-12.3	2	2	1	1	—	2	39	KFMZ/Columbia, MO (M)	12.1-20.0	1	1	na	na	na	na	na
KKGR/Anchorage (S)	8.5-8.1	—	—	—	—	2	—	84	WLVO/Columbus, OH (A)/(JS)	15.1-13.4	—	1	1	1	1	2	51
KRKN/Anchorage	2.3-3.5	—	—	—	—	—	—	27	KNCN/Corpus Christi	11.1-9.3	2	2	1	1	1	2	44
WAPL/Appleton (AP)	11.6-14.9	1	1	1	1	1	1	40	KTXQ/Dallas (A)	5.1-5.0	—	—	1	1	—	—	46
WKLS-FM/Atlanta (A)	10.5-9.2	—	1	1	1	1	—	55	KZEW/Dallas (J)	4.4-3.2	—	—	—	—	—	—	60
WGM/Atlanta City	6.7-6.0	—	—	2	2	—	—	56	WRKI/Danbury (A)	12.9-10.6	1	1	na	na	na	na	na
WJFX/Augusta-Alken, SC	*-2.7	—	—	—	—	—	—	21	WTUE/Denver	8.7-7.8	—	1	1	1	1	—	53
KLBJ-FM/Austin	11.6-12.1	—	1	1	1	2	2	43	KBCO-FM/Denver	6.7-6.9	—	1	2	1	1	—	67
WYIY/Baltimore (A)/(GH)	5.6-6.4	—	1	1	1	2	—	42	KBPJ/Denver	7.2-6.7	—	2	1	2	—	—	40
WGRX/Baltimore (D)/(JS)	1.3-1.2	—	—	—	—	—	—	77	KAZY/Denver	3.4-4.1	—	—	—	—	—	—	65
WTOS/Bangor	1.1-3.0	—	—	na	na	na	na	na	KGGO/Des Moines (M)	17.2-18.2	2	1	1	1	1	2	52
KWIC-FM/Beaumont	7.8-7.0	—	—	1	—	—	—	32	WRIF/Detroit (J)	4.4-5.3	—	1	1	1	2	—	54
KJOT/Boise	*-12.4	—	—	1	1	1	—	37	WLLZ/Detroit	4.1-1.4	—	—	2	—	—	—	38
WBCN/Boston	6.8-7.7	—	1	1	1	1	—	53	KQDS/Duluth (DH)	8.5-8.7	1	1	1	1	2	—	38
WZLX/Boston	5.0-4.1	—	—	2	2	2	—	65	KLAQ/EI Paso (JS)	11.1-12.4	—	2	1	2	2	—	33
WAAF/Boston-Worcester	3.3-2.2	—	—	—	—	—	—	28	KZEL/Eugene	10.2-10.1	—	2	1	1	1	2	53
WFNX/Boston	9-1.3	—	—	—	—	—	—	41	KZAM/Eugene	2.3-2.0	—	—	—	—	—	—	100
KBCO-FM/Boulder	16.2-14.8	1	1	na	na	na	na	na	KRXX/Eugene	6-1.7	—	—	—	—	—	—	83
WIZN/Burlington	8.4-3.1	—	—	na	na	na	na	na	KQWB-FM/Fargo	12.1-13.5	—	1	1	1	2	2	31
WRQK/Canton	6.4-9.5	—	1	1	1	1	2	55	WRZK/Fayetteville, NC	1.2-1.2	—	—	—	—	—	—	50
KGRQ/Casper (S)	10.3-9.1	—	2	2	2	—	—	70	WWCK/Flint (A)/(JS)	12.3-12.6	2	2	1	1	2	2	42
KRNA/Cedar Rapids	4.9-10.3	—	1	1	1	1	—	57	WOO/JFT. Myers	8.3-6.2	—	2	na	na	na	na	na
WFXR/Charleston, SC (P)	1.1-3.2	—	—	—	—	—	—	55	WXKE/Ft. Wayne	8.2-9.8	—	2	1	1	1	2	62
WKLC/Charleston, WV (A)	8.9-8.6	—	2	1	1	—	2	38	KKDJ/Fresno (A)	7.4-7.3	—	1	1	1	1	—	48
WRFX/Charlotte (J)	*-5.5	—	—	1	2	—	—	52	WRUF-FM/Gainesville (P)	16.7-10.9	—	2	na	na	na	na	na
WRCR/Charlotte-Hickory (P)	2.2-2.2	—	—	—	—	—	—	48	WLAV-FM/Grand Rapids (A)	10.2-11.0	2	1	1	1	1	—	50
WWWV/Charlottesville	15.2-14.2	1	1	na	na	na	na	na	WKR/RR/Greensboro	*-7.8	—	1	1	1	2	—	58
WOWE/Chattanooga	3.0-3.3	—	—	—	—	—	—	50	WTPA/Harrisburg (P)	4.2-4.1	—	2	—	2	—	—	37
KROU/Cheyenne-Laramie	6.2-5.6	—	2	na	na	na	na	na	WCCM-FM/Hartford	3.0-4.9	—	2	1	2	—	—	49
WLUP/Chicago	4.7-4.6	—	2	1	1	1	—	61	WHCN/Hartford (A)	5.8-4.7	—	—	—	—	—	—	56
WXRT/Chicago	2.8-3.1	—	—	2	2	—	—	68	KPOI/Honolulu (A)	7.7-7.0	—	2	1	1	2	—	53

# Winter '86 Station Stats

Station/Market	12+	Cume	Adults	Men	Men	Men	Teens	%25+
			18-34	18-34	25-34	25-49		
KSRR/Houston	4.7-4.8	—	—	2	1	—	—	47
KLOL/Houston (A)	4.3-3.8	—	—	—	—	—	—	47
KRBE-AM/Houston	8-7	—	—	—	—	—	—	—
WFBO/Indianapolis (A)	14.4-13.3	2	1	1	1	1	2	47
WFYV/Jacksonville (A)	9.8-9.8	—	2	1	1	1	—	68
WGLU/Johnstown	4.7-2.6	—	—	—	—	—	—	50
KYYS/Kansas City (A)	7.2-8.6	—	1	1	1	2	—	51
KCFX/Kansas City (J)	4.8-5.9	—	2	2	2	—	—	62
WIMZ-FM/Knoxville (A)(M)	14.7-13.3	2	2	1	1	2	2	53
WMMQ/Lansing (J)	7.0-9.0	—	2	1	2	2	—	47
WLNZ/Lansing	1.5-7.5	—	—	—	—	—	—	16
KKLZ/Las Vegas	*-9.0	—	1	1	1	1	—	67
KOMP/Las Vegas (A)(JS)	9.5-7.5	—	2	1	2	—	—	42
WKQJ/Lexington	11.1-14.4	—	1	1	1	2	—	47
KFMQ/Lincoln (AP)	12.9-13.4	2	1	1	1	1	2	38
KMJX/Little Rock	7.7-8.7	—	1	1	1	2	—	39
KROQ/Los Angeles	4.3-3.8	—	—	—	—	—	2	29
KLOS/Los Angeles	3.3-3.4	—	—	1	1	2	—	56
KMET/Los Angeles (A)	3.2-2.2	—	—	—	2	—	—	60
KNAC/Los Angeles-Long Beach (P)	6-1.2	—	—	—	—	—	—	25
WQMF/Louisville	8.8-6.6	—	—	1	—	—	—	44
KFMX/Lubbock	10.0-8.5	—	—	2	2	—	2	54
WIBA-FM/Madison (F)	10.2-13.8	2	1	1	1	1	2	39
WGIR-FM/Manchester (P)	11.0-12.1	1	1	1	1	1	—	63
KRIX/McAllen-Brownsville	6.1-4.8	—	—	2	—	—	—	31
WEGR/Memphis	*-8.3	—	2	2	2	2	—	54
WSHE/Miami	6.0-5.9	—	1	1	1	1	—	58
WKLH/Milwaukee	*-7.0	—	1	2	1	1	—	75
WQFM/Milwaukee (P)(JS)	8.4-6.7	—	2	1	2	—	2	34
WBGK/Milwaukee (S)	*-8	—	—	—	—	—	—	68
KQRS/Minneapolis (J)	8.5-10.0	—	1	1	1	—	—	40
KTCZ/Minneapolis	4.5-3.8	—	—	—	—	—	—	77
KJJO-FM/Minneapolis	3.2-3.9	—	—	—	—	—	—	54
WZEW/Mobile	1.4-2.7	—	—	—	—	—	—	60
KDJK/Modesto	11.0-8.7	—	1	1	1	1	—	50
WLSQ/Montgomery	1.4-2.5	—	—	—	—	—	—	50
WDHA/Morrisstown	3.7-3.6	—	—	na	na	na	na	na
WCXT/Muskegon	6.3-6.0	—	—	na	na	na	na	na
WKDF/Nashville	9.8-12.3	2	1	1	1	2	—	47
WBAB/Nassau-Suffolk	4.7-4.6	—	2	1	2	1	—	56
WLIR-FM/Nassau-Suffolk	1.3-2.0	—	—	—	—	—	—	26
WRCN/Nassau-Suffolk (P)	*-8.1	—	—	—	—	—	—	50
WPLR/New Haven	6.2-6.6	—	2	2	2	2	—	58
WNEW-FM/New York (A)(GH)	3.7-3.9	—	—	1	1	2	—	62
WXRK/New York (P)	2.8-3.1	—	—	2	2	—	—	62
WAPP/New York	1.6-1.6	—	—	—	—	—	—	31
WNOR-FM/Norfolk (J)	11.8-11.4	1	1	1	1	1	—	56
WKLT/Northwest Michigan (A)	6.2-14.6	—	2	na	na	na	na	na
KBAT/Odessa/Midland	4.7-6.6	—	—	na	na	na	na	na
KATT/Oklahoma City (P)	9.5-12.8	1	1	1	1	1	1	35
KEZO/Omaha (A)	11.1-14.9	—	1	1	1	1	2	48
WDIZ/Orlando (A)	7.7-8.1	—	1	1	1	—	—	42
WTKX/Pensacola	5.8-5.8	—	—	—	2	2	—	61
WWCT/Peoria	16.0-18.1	2	1	1	1	1	2	38
WMMR/Philadelphia (A)(GH)	9.7-10.9	2	1	1	1	1	—	48
WTOQ/Philadelphia (D)	2.8-2.6	—	—	—	—	—	—	70
WYSP/Philadelphia (P)	2.8-3.6	—	—	—	—	—	—	44
KUPD/Phoenix	7.6-7.5	—	2	1	1	—	2	37
KSLX/Phoenix	3.3-3.5	—	—	—	—	—	—	77
KDKB/Phoenix	3.9-3.2	—	—	—	—	—	—	61
KSTM/Phoenix-Mesa	2.2-1.6	—	—	—	—	—	—	78
WDVE/Pittsburgh (A)	7.3-7.2	—	1	1	1	1	2	50
WBLM/Portland, ME (A)	14.6-11.6	2	1	1	1	2	1	33
WCLZ/Portland, ME (S)	2.8-2.8	—	—	—	—	—	—	50
KINK/Portland, OR	6.5-6.3	—	2	2	1	1	—	79
KGON/Portland, OR (GH)	6.0-7.1	—	1	1	1	—	—	50
WHEB-FM/Portsmouth (P)	10.1-9.1	—	1	1	1	2	—	49
WPDH/Poughkeepsie	10.8-15.1	—	1	na	na	na	na	na
WHJY/Providence (P)	9.2-8.7	2	2	1	1	1	1	46
WBRU/Providence (A)	4.2-4.2	—	—	—	—	—	—	52
WXLP/Quad Cities (M)	10.1-12.3	2	2	1	2	—	2	41
KFMH/Quad Cities-Muscatine	1.1-3.3	—	—	—	—	—	—	50
WRDU/Raleigh (A)	8.5-6.9	—	2	2	1	2	—	59
KSQY/Rapid City	6.4-7.3	—	—	na	na	na	na	na
KOZZ/Reno (A)	13.5-13.0	2	1	1	1	1	—	56
WRXL/Richmond (J)	9.6-10.5	—	1	1	1	2	—	43
KCAL-FM/Riverside-San Bernardino	1.4-2.0	—	—	—	—	—	—	5
KOLA/Riverside-San Bernardino	2.5-1.7	—	—	—	—	—	—	25
WCMF/Rochester, NY (M)	11.7-15.6	—	1	1	1	1	2	51
KZAP/Sacramento (A)(P)	6.9-7.5	—	2	1	1	1	—	59
KDJQ/Sacramento	2.1-2.1	—	—	—	—	—	—	38
WKQZ/Saginaw	*-8.2	—	2	1	—	—	—	47
KSHE/St. Louis (P)	12.6-12.0	2	1	1	1	2	1	41
WMRY/St. Louis	2.3-3.5	—	—	2	—	—	—	61
KMBY/Salinas-Monterey	4.3-5.6	—	—	—	1	2	—	65

Station/Market	12+	Cume	Adults	Men	Men	Men	Teens	%25+
			18-34	18-34	25-34	25-49		
WWTR/Salisbury-Ocean City	*-6.7	—	—	1	2	2	—	52
KRSP-FM/Salt Lake City (F)	.0-7.5	—	1	1	1	—	2	42
KCGU/Salt Lake City	2.4-2.6	—	—	—	—	—	—	19
KBER/Salt Lake City (A)	*-1.4	—	—	—	—	—	—	42
KISS/San Antonio (P)	6.8-8.5	2	1	1	1	—	2	25
KESI/San Antonio (S)	2.4-3.2	—	—	—	—	—	—	85
KZEP/San Antonio (A)	3.1-2.7	—	—	—	—	—	—	49
KGB/San Diego	5.9-6.6	—	2	1	1	2	—	46
XTRA-FM/San Diego (J)	5.5-6.6	—	1	2	—	—	2	30
XHIT/San Diego	-1.8-1.4	—	—	—	—	—	—	52
KFOG/San Francisco (A)	2.4-2.8	—	2	1	2	—	—	65
KRQR/San Francisco	2.2-2.1	—	—	2	1	—	—	64
KOME/San Francisco-San Jose (P)	1.4-1.6	—	—	—	—	—	—	44
KKCY/San Francisco	1.1-1.3	—	—	—	—	—	—	79
KSJO/San Francisco-San Jose	1.1-1.1	—	—	—	—	—	—	52
KOME/San Jose (P)	3.9-4.0	—	1	1	1	—	—	52
KSJO/San Jose	3.6-3.3	—	—	2	—	—	—	44
KTYD/Santa Barbara (A)	11.5-12.2	1	1	na	na	na	na	na
KMGJ/Santa Rosa	*-3.3	—	—	na	na	na	na	na
KRVE/Santa Rosa	4.6-1.3	—	—	na	na	na	na	na
WIXV/Savannah (A)	*-13.0	—	1	1	1	1	—	60
KISW/Seattle	4.7-7.5	—	1	1	2	—	2	34
KEZX/Seattle	2.6-3.4	—	—	—	—	—	—	93
KZOK/Seattle (A)	2.4-2.3	—	—	2	—	—	—	61
KTAL/Shreveport	4.5-6.0	—	—	2	1	—	—	48
WAOR/South Bend	7.2-9.5	—	2	1	1	—	—	45
KEZE/Spokane (BP)	8.6-10.0	—	2	2	2	—	2	35
WYMG/Springfield IL (A)	*-8.9	—	2	na	na	na	na	na
KORX/Springfield, MA (P)	6.8-8.2	—	2	1	2	—	2	33
KORX/Springfield, MO	1.7-7	—	—	—	—	—	—	0
WAQX/Syracuse (AP)	11.0-7.5	—	—	2	2	—	2	38
WKFM/Syracuse (A)	3.5-5.5	—	—	—	—	—	—	40
WYNF/Tampa (P)	5.5-5.2	—	2	2	—	—	2	36
WKRL/Tampa	4.5-5.0	—	—	2	1	2	—	59
WZZQ/Terre Haute (M)	17.2-16.5	2	1	1	1	1	2	44
WIOT/Toledo (A)(JS)	10.2-6.7	—	2	2	—	—	—	44
KLPX/Tucson (A)(JS)	9.3-10.5	2	1	1	1	1	2	49
KMOD/Tulsa	8.6-8.3	—	1	1	1	—	2	53
KMYZ/Tulsa (JS)	2.2-3.2	—	—	—	—	—	—	53
WOUR/Utica	10.1-10.6	—	1	1	1	2	—	31
WCXR/Washington (J)	4.1-5.3	—	2	2	2	2	—	63
WWDC-FM/Washington (A)	5.0-4.4	—	—	1	1	—	—	59
WHFS/Washington-Annapolis	1.3-1.3	—	—	—	—	—	—	50
WKGR/West Palm Beach	3.2-2.7	—	—	—	—	—	—	71
KICT/Wichita (A)	7.8-6.9	—	2	2	2	—	—	53
WEZZ/Wilkes Barre-Scranton (A)	7.6-6.3	—	2	2	2	—	—	27
WAFF/Worcester	13.1-11.5	1	1	1	1	1	1	41
WHTF/York (A)	6.2-6.3	—	2	1	1	—	—	46
Under-The-Line Signals								15
KNAC/Anahelm-Long Beach (P)	7-2.2	—	—	—	—	—	—	—
WWDC-FM/Baltimore-Washington (A)	2.5-2.4	—	—	—	—	—	—	50
CILQ/Buffalo-Toronto (A)	2.2-3.0	—	—	—	—	—	—	53
WONE-FM/Cleveland-Akron	1.5-1.9	—	—	—	—	—	—	60
KTCL/Denver-Ft. Collins	1.1-1.1	—	—	—	—	—	—	86

## Consultants Report Card

Consultants with two or more clients are listed. Clients in condensed markets contribute statistics only toward the 12+ and adults 18-34 figures. Hence, the base for a consultant's % of #1s in other demos will vary from his total of clients. For example, of **Burkhart/Abrams'** 47 clients, four are in condensed markets, so the company's base for men 18-34, 25-34, and 25-49 tallies is 43 clients.

Consultant	Clients	12+	#1s Adults 18-34	#1s Men 18-34	#1s Men 25-34	#1s Men 25-49
BLA/DVE	47	34% up (16) 53% down (25) 6% flat (3) 6% debut (3)	40% (19)	67% (29)	65% (28)	37% (15)
Damers	2	2 down		0	0	0
Felix	2	1 up 1 down	2	2	2	1
Harris	4	4 up	3	4	4	1
Jacobs	10	7 up 2 down 1 debut	5	6	4	1
Moffitt	6	4 up 2 down	4	5 (100%)	4 (80%)	3 (60%)
Peterson	4	2 up 2 down	2	3	3	2
Pollack	22	52% up (12) 36% down (8) 5% flat (1) 5% debut (1)	31% (7)	57% (12)	43% (9)	23% (5)
Sebastian	5	1 up 2 down 1 flat 1 debut	0	0	0	0
Sinton	9	4 up	2	6	3	2



LON HELTON

# COUNTRY

## RADIO VACATION — PART II

# Miles And Miles Of Texas

There's no more apropos title for this week's column than the title of the Hank Thompson/Asleep At The Wheel classic "Miles and Miles of Texas." Eight of our 13 days on the road — and 1650 of our almost 3900 miles — were spent in the Lone Star State.

To be honest, I didn't know what to expect from Texas Country radio. Most of my radio career was spent in Denver, Chicago, and Los Angeles, and I never worked south of the Mason-Dixon line. About the only Texas Country stations I've heard were in Dallas or Houston, so I wasn't quite sure what I was gonna hear with respect to how "country" the stations would sound.

What I heard, though, was decidedly not what I expected. Except for a few of the very small market stations, the radio I heard was no where near as "hard" as I thought it would be. The majority of the stations I heard could be dropped into any comparable-sized Northern market and not be out of place. I heard very little "Texas" music, and few tunes that wouldn't be played in almost any other market.

One thing that still amazes me is the sheer number of Country outlets. As someone who has primarily worked where Country was not a mass appeal format, I was astounded to find a Country station at every one-eighth turn of the radio dial. Perhaps a song should be written entitled "Miles and Miles of Country." But on to the trek.

### El Paso

The first sight greeting me as I exited the La Quinta Motor Lodge in the searing 100+ degree heat was a flat tire. On my birthday, no less. After taking care of that, I headed over to longtime Country giant KHEY. While there, I had the chance to chat with owner Jim Phillips, MDs Mike Hinrichs, and personalities Bill Powell, Pat Allen, and John Leonard.

El Paso is the 81st market; about a half-million people with 17 signals. After years of at times intense competition with KLOZ, among others, KHEY has suddenly found itself as the sole purveyor of Country music in El Paso — a market which has sported higher than 20 Country shares in the past. KHEY is after those shares, and as Phillips said, "When you're formatically alone, that's the time you have to go full blast, not sit back and rest on the fact you vanquished the competition."

KLOZ went dark June 1, following an ownership change. It's due back on soon, but with a different format. Ironically, it was KLOZ which forced KHEY owner Jim Phillips to take KHEY-FM Country five years ago. He told me

that shortly after KLOZ went Country, it was apparent that KHEY (AM) would not be able to stave off the competition alone. So, as both a defensive and offensive move, the FM joined the AM in Country.

Phillips has owned KHEY since 1969, and was in the format for years in the Dallas-Ft. Worth market. His opinion of the situation the last few years? "The only thing wrong with Country radio is that there are some bad operators who



don't wanna work hard," he offered. Phillips said Country's popularity has moved in waves. "We had one in the mid-'70s. Then, of course, there was Urban Cowboy. I believe we're on the brink of another major wave of popularity." Phillips also said he thought Country was left behind during the

last couple of years by the social/musical rush that spawned USA For Africa, Live-Aid, and the like.

It was interesting to hear Phillips's thoughts on the "new music" wave which has been sweeping Country radio lately. One might expect someone who has been around Country radio a long time, and who has built his business on a particular set of artists, to be a bit reluctant to change and embrace the new. But Phillips is extremely optimistic, saying he thinks this is an exciting time for the music and that it may turn out to be as good as it's ever been. He likes the direction it's heading.

KHEY-AM & FM are separate except for simulcasting midnight to five. Calling itself Y96, the FM plays a lot of music but maintains a foreground jock approach. Led by its three-person morning show, featuring an El Paso stand-up comedy traffic reporter, KHEY-FM is upfront in its personality delivery.

The AM is more traditional and features the expected higher diet of information, news, and features such as Paul Harvey. Both stations air a high percentage of oldies, perhaps as high as 75%, including recurrences.

### Odessa

Odessa is a town of about 200,000 and part of the Midland-Odessa rated market. Things are tough there economically owing to the depressed oil market.

In the week or two prior to my getting there, KYXX had undergone some changes. PD Bill Troy had left the day-to-day operation for a corporate programming post with KYXX owner Adam Shelton Communications, requiring him to travel to the group's other properties. Newly arrived to take over as PD was former KXXY/Oklahoma City MD Steve Rogers. Also around to chat was five-year station vet and MD/morning man Dave Richards.

Rogers explained to me that the station's had some ratings troubles and was also facing new FM competition. Troy had come in to get the station on the right track; Rogers was brought in to maintain that direction. Rogers said the feeling was that KYXX had gotten far too cluttered. In an attempt to regain listeners lost to new FM Country stations in the Midland-Odessa market, KYXX had moved to playing a lot of music. In many instances, four or five records were segued with no talk. Rogers told me that once KYXX reestablished itself in the listeners' minds as a music station, personality would be slowly readied.

The aforementioned competition exists in the form of 100,000-watt KNFM. The station bills itself as Continuous Country and is very upbeat and foreground in its approach. I only heard a little bit of the afternoon jock, but he's very up. It could have been a CHR station if the music were different. It's a good-sounding music mix — up and modern.

### Abilene

To these ears, at least, KEAN/Abilene is a great-sounding radio station. This is one of the more upbeat Country stations I've ever heard, and I loved the feel. Upbeat

## We Made It!

Hi. My name is **Amanda Helton**, and I'm 11 years old. Me and my brother **Brad** are back this week to describe more of the pictures we took on our trip across the country.

Consider yourself lucky that we're screening the pictures before they get to you. The old man had shots taken of himself next to every road marker between L.A. and Nashville. I think he was looking for directions to Wally World.

Seriously, we really want to thank all the great folks who made our two-hour waits in their lobbies so nice, while Dad talked radio with the guys. Thanks also for all the great stuff you gave us.



We were lucky to get to WBAP & KSCS. Dad drove us around for hours looking for Southfork. Says he wanted to have his picture taken with Pamela Ewing. He let these two guys in the pic when they told him they'd introduce him to her. KSCS PD Johnny O'Neil is on the left and WBAP PD Bill Mayne is on the right. The closest Dad got to Pam was a hair color commercial on TV. PS to JO & BM: He's still moanin' you lied.



We're really glad this picture came out. We thought it might be blurry 'cause we were laughing so hard when we took it. Dad found a box to stand on after he realized this first picture would look like a Mutt and Jeff act. Me and Brad took a couple of on-the-box shots to humor him, but, being truth-in-advertising Nader-ites to the very end, this is the one we sent in. Oh, well, there goes this week's allowance. Looking down on his midgeness are WGKX PD Jay Christian (I) and MD Chuck Edwards (r)



Look at this picture closely: It took no less than 40 minutes to take. That's because me and Brad stayed by the pool and let Dad fend for his photographic self. His camera had no film; KSSN's had no batteries. We're amazed these folks could still smile after all the muffed shots, but here they are: Left to right: Station Manager Joanne Scott, PD/afternoons Phil Hunt, Dad, and morning man Bob Robbins.



Houston got kind of embarrassing. Dad kept asking everybody over six-six if they knew Akeem Oluwole. The stop wasn't a total waste, though. Right after visiting KILT-FM to see (l-r) PD Rick Canda, Promotions Director Mary Jo Prince, and Asst. PD/MD Debbie Murray, we stopped at NASA so Dad could drop off his astronaut application.

TAKE A SPIN AROUND TOWN WITH  
**OUT GOIN' CATTIN'**  
THE NEW SINGLE BY

# S A W Y E R B R O W N

WITH SPECIAL GUEST  
JOE BONSALE



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PRODUCED BY RANDY SCRUGGS

JOE BONSALE APPEARS COURTESY OF MCA RECORDS, INC.

# Miles And Miles Of Texas

Continued from Page 52

personalities, great production, and a much higher-than-average percentage of current music created at a station which literally surged with energy. Listening to the station made you feel good! PD Bobby Owen gave me a sneak preview of the station's new jingle package, and it's a killer, in the same bright, clean style which will reinforce what's already been built.

KEAN often uses an interesting liner, "Music Made in the USA," which is delivered with tremendous pride and conviction by the jocks.

KEAN is another example of a station which formatically has the market to itself, but which has remained very aggressive promotionally and maintained a very high profile. It's going after the market, not simply the Country share. In keeping with its mass appeal posture, the word "Country" isn't used on the air, which is interesting for an Abilene station.

Musically, PD Owen says he's able to keep the tempo up by using a higher percentage of currents than most other Country outlets. In fact, every other record on KEAN is a current.

KEAN (AM) is a daytimer which began total simulcast with the FM not long ago.

## Waco

KJNE is another great-sounding radio station. My first impression was that it sounded very much like KEAN. So I wasn't surprised to learn from GM John Fletcher that the station was patterned after KEAN when it went on the air in March '84. Interestingly, KEAN PD Bobby Owen was KJNE's original PD, before he moved to KEAN. You may remember Bobby as Zack Owen during his KEAN days.

The battle between longtime Country station KFNO and KJNE has been intense. KJNE has been on top of the market with 12+ numbers in the 17s the last two spring

Arbitrons. This is a market battle we'll examine more closely later on.

Both stations sounded very good and are promotionally aggressive with contests and giveaways on the air.

While I was there, KJNE was in the middle of a very interesting promotion. Its morning personalities are permanently "Jay and Jane," regardless of who does the

show. (This, too, is parallel to KEAN, which features the permanent morning team of "Bobby and Bonnie." And that's why KJNE's Zack Owen is now known as Bobby. Whew.) Well, Jane is leaving because her fiancé has been transferred. The station ran TV spots featuring Jane relating what a great time she's had being part of the morning show. She invited everyone who was interested

to apply for her job. Fletcher said there'd been a great response, and in the short time I was in the station I saw at least six applicants.

## Austin

KVET & KASE are among the most formidable Country combos around, with in excess of a 20 share 12+. The reason is obvious: the stations sound great. The pair produces what one would expect in this situation — an AM which skews slightly more traditional than the FM, with more in the way of news and information while still playing a lot of music.

KASE has evolved from the more-music machine it was a few years ago into a music station which allows its personalities to shine through — not only in the morning but throughout the day. The talk I heard over the weekend was heavily oriented to local recreational activities — which I'd guess are a large part of the local lifestyle.

For me, the best example of KASE's success in reaching the masses was the fact that some old friends of mine (who cannot be classified as "Country listeners") are regular KASE listeners.

## San Antonio

It's funny how the refrain of that golden oldie from my past kept echoing through my mind... "Davy, Davy Crockett, king of the wild frontier." With shades of my past looming before my eyes, there I was alongside the Alamo in 110-degree heat. My ten-year-old son stood next to me with sweat streaming down his head, beaming and resplendent in his coonskin cap.

At any rate, here's another great Country battle we'll look at more in-depth at a later date, as KKYX, KAJA, and KBUC-AM & FM have been slugging it out for quite a while.

While I was there, the speculation was that KBUC, which had

recently been sold, would be changing formats. When I got to Nashville, almost the first call was from new KBUC owner John Tenaglia of TK Communications and new KBUC PD Jay Robbins. Both were adamant about the fact that KBUC was there to win the Country war.

KKYX PD Steve Warren told me his station had moved more current musically; it's up to about eight currents an hour. Noting that almost everybody in San Antonio listens to at least a little Country, he wants his AM station to be the station that everybody in town comes, at least for a little while. He said he likes for the jocks and station to go "where we're not expected."

Over the years KAJA fit the mold of a classic Continuous Country station. However, for the brief time I heard K97, its personalities sounded fairly foreground. The music mix didn't seem much different from KKYX, but the percentage of oldies was definitely much higher.

KBUC, both the AM and FM, sounded more traditional to me than either KKYX or KAJA — not only in the music mix, but in the jock presentation as well. New PD Jay Robbins used to work at KKYX, so it will be interesting to see the direction this station takes. Also of note is that KBUC is consulted by Rusty Walker.

Immediately upon entering San Antonio, I noticed a very high concentration of billboards advertising radio stations. The reason for this became clear when KKYX's Warren explained that when San Antonio transit system recently put a new fleet of buses into service, it made the decision to no longer accept any advertising. The obvious beneficiaries were the billboard companies.

Well, I told you there was miles and miles of Country in the miles and miles of Texas. Next week: Houston, Dallas-Ft. Worth, Little Rock and Memphis.



We're really glad this picture came out. We thought it might be blurry 'cause we were laughing so hard when we took it. Dad found a box to stand on after he realized this first picture would look like a Mutz and Jeff act. Me and Brad took a couple of on-the-box shots to humor him, but, being truth-in-advertising Nader-ites to the very end, this is the one we sent in. Oh, well, there goes this week's allowance. Looking down on his midgetness are WGKX PD Jay Christian (l) and MD Chuck Edwards (r).



Dad loves to rub elbows with ex-programmers who've become GMs. I guess he's hoping lightning is gonna strike the same place twice. (I don't think we'll keep our bags packed.) But Dad likes to see proof that kind of move can be made, so we stopped by KPLX/Dallas to see GM Dan Haliburton (l) and MD Mac Daniels (r).

BREAKER. . .BREAKER. . .BREAKER. . .



"HONKY TONK CROWD"

(7-28639)

JOHN ANDERSON

FROM THE FORTHCOMING ALBUM  
"COUNTRYFIED"

BREAKERS

36

PRODUCED BY: JOHN ANDERSON/JIM ED NORMAN

THE NEW TRADITION





SHARON ALLEN

# NASHVILLE THIS WEEK

## CMA ANNOUNCES FINALISTS

### And The Nominees Are...

For the first time, the CMA staged a formal press conference in Nashville to announce finalists for the 20th annual CMA Awards. Randy Travis announced the final ballot nominees from the stage of the Grand Ole Opry. They are:

#### Entertainer of the Year

- 1) Reba McEntire
- 2) Willie Nelson
- 3) Ricky Skaggs
- 4) George Strait
- 5) Judds

#### Female Vocalist of the Year

- 1) Rosanne Cash
- 2) Janie Fricke
- 3) Emmylou Harris
- 4) Reba McEntire
- 5) Anne Murray

#### Male Vocalist of the Year

- 1) George Jones
- 2) Gary Morris
- 3) George Strait
- 4) Randy Travis
- 5) Hank Williams Jr.

#### Vocal Group of the Year

- 1) Exile
- 2) Forester Sisters
- 3) Nitty Gritty Dirt Band
- 4) Oak Ridge Boys
- 5) Judds

#### Vocal Duo of the Year

- 1) Crystal Gayle & Gary Morris
- 2) Dolly Parton & Kenny Rogers
- 3) Marie Osmond & Dan Seals
- 4) Nicolette Larson & Steve Wariner
- 5) Waylon Jennings & Willie Nelson

#### Horizon Award

- 1) Forester Sisters
- 2) Kathy Mattea
- 3) Dan Seals
- 4) Randy Travis
- 5) Dwight Yoakam

#### Instrumental Group of the Year

- 1) Grand Ole Opry Staff Band
- 2) Hee Haw Band
- 3) Nashville Now Band
- 4) Oak Ridge Boys Band
- 5) The Strangers

#### Instrumentalist of the Year

- 1) Jerry Douglas
- 2) Johnny Gimble
- 3) Doyle Gresham
- 4) Mark O'Connor

#### Single of the Year

- 1) "Bop"/Dan Seals
- 2) "Grandpa"/Judds
- 3) "Nobody In His Right Mind Would've Left Her"/George Strait
- 4) "On The Other Hand"/Randy Travis
- 5) "Whoever's In New England"/Reba McEntire

#### Album of the Year

- 1) "#7"/George Strait
- 2) "Lost In The Fifties Tonight"/Ronnie Milsap
- 3) "Rockin' With The Rhythm"/Judds
- 4) "Storms Of Life"/Randy Travis

- 5) "Whoever's In New England"/Reba McEntire

#### Song of the Year (songwriter's award)

- 1) "1982"/James Blackmon & Carl Vipperman
- 2) "Bop"/Jennifer Kimball & Paul Davis
- 3) "Grandpa"/Jamie O'Hara
- 4) "Lost In The Fifties Tonight"/Mike Reid, Troy Seals & Fred Parris

- 5) "On The Other Hand"/Paul Overstreet & Don Schlitz

#### Music Video of the Year

- 1) "100% Chance of Rain"/Gary Morris
- 2) "Grandpa"/Judds
- 3) "Honky Tonk Man"/Dwight Yoakam
- 4) "Who's Gonna Fill Their Shoes"/George Jones
- 5) "Whoever's In New England"/Reba McEntire

The third and final round of balloting will be mailed by the CMA on August 22. Don't forget to mark your ballot and sign your voter certificate before mailing to the accounting firm Deloitte, Askins & Sells by the October 6 deadline.



THE POINT IS — It was a hoot backstage at the Pointer Sisters' show in Nashville as labelmates met up with (l-r) Earl Thomas Conley, June Pointer, Ruth Pointer, Wynonna Judd, Anita Pointer, new RCA artist Kyle Petty, and RCA Division VP Joe Galante.

## CMA Releases Research Study

By Katy Bee

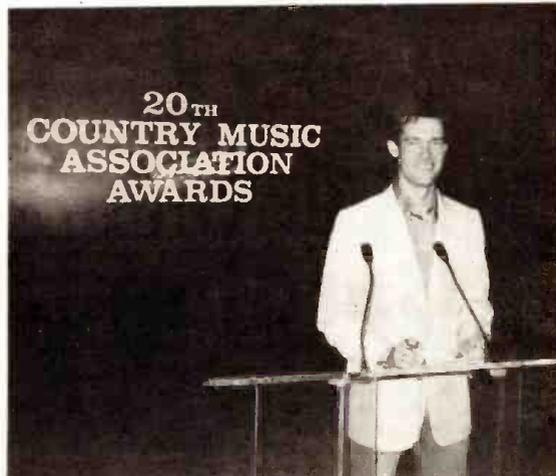
Country music is alive and well. The Country Music Association's new national market survey has been released with positive results. The research, conducted between February and April of this year by Market Data Corporation of Chicago, is believed to be unique to the music industry.

The purpose of the new study was to understand how consumers relate to country music, how they behave (listen or not listen to country music), and why they behave as they do (motivational factors that influence consumers' music choices).

A total of 486 personal in-depth interviews were conducted in 12 metro areas and five regions throughout the entire country. The big news clearly indicated that

country music is a well-accepted and identified format. Five out of ten consumers — of all ages and demographics — reported they "strongly like" country music. There is a far greater acceptance among younger groups than otherwise believed, and the acceptance is growing.

Six other major music types were included in the study with country (soft rock, rock, classical, jazz, black, and gospel), examin-



Randy Travis addresses the group

## BITS & PIECES

### Kragen Keynotes TBEM

● **Ken Kragen**, manager of **Kenny Rogers** and **Lionel Richie** and **Hands Across America** organizer, will keynote the 1986 Talent Buyers Entertainment Marketplace. The seminar, titled "Making Money Makes A Difference," will be held October 10-12 at Nashville's Sheraton Music City. For registration information, contact the CMA's Special Projects Department, 7 Music Circle N., Nashville, TN 37202; (615) 244-2840.

● **Tammy Wynette** and producer **Billy Sherrill** are working together again on her 50th career album. It has been 20 years since Sherrill signed the beautician from Birmingham to her first recording contract with **Epic**, when the two teamed up in the studio to cut her debut single, "Apartment #9." It was Sherrill who named the former Virginia Wynette Pugh "Tammy." He says he still regards Tammy as his greatest discovery and feels the day she walked into his office was one of the luckiest in his career.

● **Ricky Skaggs** and **James Taylor** have recorded a duet entitled "New Star Shining," which will appear on

Skaggs's new album, "Love's Gonna Get Ya." Skaggs initiated the idea for this duet, but a couple of years ago Taylor had asked Skaggs to play the fiddle on an album of his. At that time, however, their schedules clashed and it never happened. Skaggs produced the entire album, which is scheduled for release in late September.

● **Kenny Rogers** seems to like "closing shows" for **Capitol Records'** Browns. Last year **Sawyer Brown** opened for Kenny. In September, **T. Graham Brown** will front 41 dates with him in the Midwest and South.

● Last year, the **Forester Sisters** told *USA Today* they would consider themselves successful when they could financially support their mother **Vonnie** (allowing her to quit her job as a spinner in the local carpet fiber mill). August 1, Mom went to work for her daughters in their new Trenton, GA office. Mission accomplished!

● **The Nitty Gritty Dirt Band** have signed to host "The Country Express," a weekly half-hour country/crossover music video show underwritten by the Stroh Brewery Co. for broadcast on PBS stations. **Bob Carpenter**, **John McEuen**, **Jeff Hanna**, and **Jimmie Fadden** will share cohosting duties with featured band member **Jimmy Ibbotson**. The series will begin its fourth season this October.

The **Oak Ridge Boys** will also host a program and **Pinkard and Bowden** will take viewers on a playful shopping spree along Nashville's Music Row in yet another show. Both of these specials will be a part of "The Country Express" fall lineup.

● Speaking of the Oaks, in a couple of weeks you'll be receiving **Sawyer Brown's** latest single, "Out Goin' Cat-tin'," and you'll probably recognize a tenor voice you wouldn't normally expect to hear on a Sawyer boys' record. Yep, that's right, it's the "moonlighting" **Joe Bonsall**.

● **Larry, Steve**, and **Rudy Gatlin** taped a guest appearance on the syndicated television show "Dance Fever." The show, produced at **KTLA-TV/Los Angeles**, will air this fall.



WALT LOVE

TWO HEARTS THAT BEAT AT #1

# Carolina Spring Conquests

By Sean Ross

Between them, the Carolinas have as much successful B/U radio as the Western half of America. So primed are they for black music that some labels have promotional strategies for the two states alone. And the B/U outlets often do well despite signal and/or cash limitations: WWDM/Sumter functions as a local station in Columbia, 36 miles away, and shows up in several markets; WFXC/Durham has 3000 watts and a spotty signal in neighboring Raleigh. Both, however, edged out longtime market leaders this spring for #1.

WFXC signed on two summers ago as an FM successor to WDUR, which commanded Durham's half of the B/U listeners. (Raleigh residents usually preferred WLLC.) Within a year, Raleigh/Durham was unified and Foxy 107 was #2 overall. This spring, Foxy bested AC WRAL 10.2 to 9.9. And PD Alvin Stowe says that wasn't supposed to happen yet.

"This particular book was during an ownership transition, so there weren't a lot of promotional bucks not that there ever have

"This particular book was during an ownership transition . . . it's more of a miracle and a blessing that the station would come out on top in this one."

—Alvin Stowe

been. Around us were dream giveaways, TV, billboards, newspapers — you name it. It's more of a miracle and a blessing that we would come out on top in this one. It makes me feel we were doing the right things."

### Safe Radio

The early WFXC had CHR jingles, emphasized "seven-in-a-row," and ran perhaps the tightest music in the state. The playlists that were mailed to record companies used to contain Stowe's anguished explanation to reps why he wouldn't



Alvin Stowe



play as many records as his counterparts. Since then, Foxy's music policy has turned 180 degrees . . . twice.

"I was hearing 'you sound good, but you're not on the cut that WQMG/Greensboro is playing.' They've always been the avant-garde station playing anything first, whether it would end up as a hit or not. Meanwhile, we had a problem with our powers turning over every 2½ hours, which I think is too much for B/U radio. So we stretched the playlist out some.

"I also had to adjust my negative attitude toward rap; from the moment we started using it in limited rotation, our night numbers just took off. I've also had to change my attitude toward crossovers to some degree and toward LP cuts."

And that has changed again. In recent weeks, Stowe has worked to bolster the earlier dayparts by restricting LP cuts and even lower-rotation currents. "The way to grow was to stick to the hits and play safe radio — more recurrents, gold, and powers." So safe that, compared to the nearly freeform B/U radio often heard in the South, WFXC sounds almost like a Black WRAL. Stowe acknowledges that, but says the sound may toughen up again slightly.

### Two Foxy

When WFXC scored its first 10.2, rumors had other local FMs going B/U against it. Now WZFX (Foxy 99) has begun targeting Raleigh and Wilmington, both some distance from its Fayetteville location. Ironically, WZFX and WFXC are both consulted by Drake-Chenault, under whose guidance the slogan "Foxy" has proliferated throughout the South almost as fast as the term "strong songs."

"I'm honored that they would call themselves Foxy," says Stowe, "but I think it's bad business. (D-C programmer) Bob Laurence's impression was that they wouldn't come into our market. How he could say that knowing

"We had a problem with our powers turning over every 2½ hours, which I think is too much for B/U radio."

—Alvin Stowe

they have 100kw at 1500 feet, I don't know. I've actually had a couple of listeners ask if Foxy 99 was our new station."

At present there are four areas where Foxy 99 covers Raleigh better than Foxy 107. That problem, Stowe promises, will be corrected on September 1 when WFXC goes on a new tower. "We've got a lot of things happening," says Stowe. "WDUR and WFXC are moving in to a new location together, we'll have some new Raleigh listeners, and new owners Great American Media are pumping all kinds of money into promotions. So I feel really good about the future of these radio stations."

### Columbia Pictures

Since 1981, when it went to 100kw, WWDM has done what WZFX wants to do — serve a much bigger market from some distance away. This spring it did what everyone in Columbia would like to do: top Country WCOS 14.3 to 14.2. That was what PD Tony Dean hoped for when the "Big DM" began a slew of charity events/remotes, among them co-hosting this year's state NAACP Freedom Fund banquet. (Plans are now in the works for the station to import ice in response to the Carolinas' killer drought/heat-wave.)

"I'm really proud of the announcers," says Dean. "After getting off the air and doing your production and personal business, it's hard to drive up and down that



Tony Dean



highway. But they did it every day. Usually we had three jocks out at locations every week." MD Jeff McHugh adds that DM's van, acquired only ten months ago, has racked up 44,000 miles.

Despite centering its promotional efforts on Columbia — for instance, the statewide 800 number was terminated when "AT&T went crazy and it became too expensive" — WWDM registers in ratings books from Charlotte to Charleston. "Even though we don't target those markets," Dean says, "we keep our van rolling up and down our listening area." He also instructs the jocks to occasionally mention other cities.

### Alone & Not Alone

The oddest Columbia development this spring was the rise of Burkhart/Abrams-owned WMMC (C103). Formerly the "other" B/U FM WDPN, C103 began airing a zebra format that joined Cherrelle's "Artificial Heart" to Peter Cetera's "Glory Of Love." With its new approach, WMMC jumped 4.9-8.7 despite climbs by WWDM and CHR leader WNOK-FM, raising the possibility that Black, Urban, and CHR may cater to three audiences for similar bodies of music, instead of just two.

"We're going for the core Black audience now. C103 is going to get theuppies who want to hear certain black records but can't take too much at one time," Dean asserts. "I think a lot of people will listen to Lionel Richie on C103, not wanting to hear another black record behind him."

WWDM responded to C103's arrival by deliberately taking its music blacker. "We've picked up some old stuff from the Bar-Kays and George Clinton," says McHugh. Songs like "Bustin' Loose" by Chuck Brown are now heard on 'DM because they're "stuff C103 will never play."

The currents have changed also. WWDM had, like other Dean Landsman clients, leaned toward a fairly short list of very recent material, dropping anything that didn't perform within three to four weeks. Since WDPN has gone whiter (and sister WOIC is skewing older), 'DM has adjusted for a higher TSL — slightly lengthening its current list, slowing rotations, and dropping songs later.

### Bad Neighbor Policy

When WPLZ/Petersburg went #1 in Richmond last fall, one CHR reportedly attacked the station and its victory on-air. This spring, when WHRQ/Memphis passed a 15 share, the local CHR's PD is said to have told a reporter that K97 wasn't really his competition anyway. Have the former champions in Columbia and Raleigh/Durham

"I think a lot of people will listen to Lionel Richie on C103, not wanting to hear another black record behind him."

—Tony Dean

been any more gracious toward the new market leaders?

"Our management and WCOS's management have a very nice relationship," says Dean. "They did say some nice things in the paper, stating that the stations had two totally diverse audiences but that we managed to nurture ours a little better." Six days after the ratings came back, Stowe and his GM had received only one call from a rival, Cash Michaels at WLLC. The Raleigh News & Observer, Stowe thinks, might write something about the station soon. But "the Durham paper owns (CHR) G105," says Stowe. "So I don't expect them to write much about us anytime soon."

introducing an amazing young talent!

# CHICO DeBARGE

**W**ith a last name that has earned four gold albums, 19 year old Chico has begun his own career, writing, and co-producing on his first solo album.

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DONNA BRAKE

# ADULT CONTEMPORARY

## KOB: Albuquerque's Full-Service Giant

KOB/Albuquerque is one of those classic full-service dynasties, complete with all of those classic elements that have historically made those kinds of stations successful.

A couple of years ago, KOB slid to a seven share 12+, and it looked like maybe we were seeing the type of erosion that hasn't been uncommon even with some of the greatest AM radio traditions.

But KOB decided not to give up and disappear. Instead, the station's production director of several years, Tony Fitch, was given a shot at programming and KOB has bounced back as a market dominator.

KOB is the AM leader by a New Mexico mile, and the only station that really gives it a heap of trouble, on either band, is KOB-FM, its music-intensive sister AC station. Together they command a 27 share of the market 12+, with KOB-FM leading by two tenths of a share point. The demos complement each other nicely, and the stations are sold in combo, so it's the kind of competition that doesn't upset the folks at KOB very much.

Even so, the stations maintain total autonomy and, with the exception of sharing traffic information, rarely participate as a pair in functions, events, or promotions of any kind.

Looking across the dayparts in the spring Arbitron, you'd swear KOB was some sort of music-intensive format. In 12+ cells, the station has over a 20 share in morning drive, a 13 in middays, (a consistently difficult daypart for many full service stations), over an 11 in afternoons, and a nine share at night.

KOB's 18+ numbers are distributed fairly even with both men and women in all dayparts. In fact the only ever-so-slight blemish to this whole fairy tale is in adults 18-34 (M-S 6am-midnight). KOB-FM leads the 18-34s with nearly a 20 share, while KOB is fifth behind KFMG, KRKE-FM, and KNMQ. Otherwise, KOB is a strong second to KOB-FM in all other adult demos and first with the 35-64s.

### Adjustments

I asked Tony about adjustments he made at the station to propel KOB back. "We got rid of a lot of the talk we had on the air. We had been doing two interviews an hour. It seemed the audience was getting too much talk — a lot more than they were used to. It was going more in a talk direction, and we backed away from that.

"Also, for the last four books we've used Unidyne and direct



GLUTTONS FOR CHARITY — No, these aren't Wimpy wannabees — it's the KOB crew competing in a hamburger-eating contest — an event followed closely by a Maalox drinking contest. The contest, benefiting the University of New Mexico Children's Hospital Newborn Intensive Care Unit, is one of many charity functions KOB has been involved with this year.



Larry Ahrens

"We're always heavily involved with community and charity events with every kind of organization you can imagine."

—Tony Fitch, KOB PD

mail projects. We've worked with the 'Incredible Prize Catalog' and 'Your Check's In The Mail' campaigns alternately for the past two years."

### Consistent But Different

Although the ratings are consistently good across the board, each daypart is unique. KOB is a

combination of personality and music from 6am-6pm. Then it utilizes NBC's Talknet from 6p-9p, Sally Jesse Rafael from 9p-midnight, and Mutual's Larry King Show overnight.

The talk programming is preempted only for Albuquerque Dukes (the L.A. Dodgers farm team) baseball.

Mornings are hosted by friendly, personable, seven-year KOB-er Larry Ahrens, who you can frequently find in the R&R "Ratings Report" under "Drivetime Dominators." Larry keeps the news, traffic, sports, music, and other elements running smoothly. A couple of other important keys to the show include Metro Traffic (KOB is the only station in Albuquerque providing it), and sports with 20-year Sports Director Mike Roberts.

Fitch said audience participation was the key to the midday success. Mike Molony conducts a number of surveys and allows the audience to really voice their opinions. The issues discussed vary from fluffy and fun to hard-news topics.

KOB has also made a commitment to take the midday show on the road at least once a week to get out into the community. Additionally, more time is devoted to music in middays.

Chuck Logan is the "funny guy" on the staff, according to Tony, and is a highly recognizable personali-

ty, having been in the market for 18 years. His humor, in addition to the

## ACCELERATION

WHAS/Louisville personalities Terry Meiners, Wayne Perkey, Milton Metz, and Liz Curtis were voted the best radio personalities in the annual "Best Of Louisville" awards sponsored by Louisville magazine.

Mike McKay is PD at KLTO/Salt Lake ... Andy Holt is new WQXY/Baton Rouge PD from KVKI/Shreveport ... Jim Barrett joins WJR/Detroit as Assistant PD ... Brian Chase appointed OM at KRVA/Tulsa ... Rick Mummy is promoted to Production Director and Sonny Robinson takes on overnight duties at WXUS/Lafayette.

Andy Barber is the new morning man at WIVY/Jacksonville ... Steve Ruxton moves from weekends to afternoon drive at WASH/Washington ... Brian Casey leaves KOSO/MoDesto to join KUUD/Kansas City for afternoons ... Lee Githens is new MD at KIOA/Des Moines ... Bob James is MD/afternoon personality at WCHV/Charlottesville ... Julie London new reporter at U102/Knoxville.

Chris Andine joins KWEB/Rochester as weekend personality ... Andy Friedman is now afternoon anchor at KUIC/Vacaville ... Tim Phillips is upped to PD and Dan Deaton is promot-

ed to Ops. Director at WVTI/Melbourne, FL ... Rick Springer joins WORO/New London for middays ... Shereé Olson named News Director at WNFL/Green Bay ... At WKLF/Lakeland, FL, Dean Hanna becomes PD, Bob Crews is named OM ... Debbie Doff is the new Creative Director at WMAAS/Springfield ... Frank Murtagh is named Operations Director and Sharon Fox is the new Entertainment Editor at WAD-AM & FM/Marshfield-Brockton, MA.

Ken Pauli is MD at WJBR/Wilmington, DL ... Brad Pierce is doing afternoons at WMY5/New Bedford-Providence ... Davey Jones is the new afternoon talent at WGBR/Goldsboro.

John Dodge lands the Production Director job at WROR/Boston ... Roger Rose joins KFI/Los Angeles for afternoon drive ... Bob Wallace moves from parttime to middays at WFUN/Ashtabula, OH and George Purcell will host the station's "Talk Back" program ... Steve Dallas moves from afternoons to mornings at WAHR/Huntsville ... Andy Barber is the new morning personality at WIVY/Jacksonville ... Gary Knight is hired to do evenings at WKYE/Johnstown.

### Dedication

Tony believes the single biggest reason for KOB's continued success is the station's dedication to not only Albuquerque, but the entire state. He said, "We're always heavily involved with community and charity events with every kind of organization you can imagine. Everybody's always banging on KOB's door to help them out, and we've always done very well for them."

The station is also consistently plugged into the needs of the community. Said Tony, "It comes natural to us to do a remote anywhere in the state and to really be involved. We have the capabilities to do it, and will continue to go wherever we need to go to continue meeting the listeners' needs."

Recently KOB-AM & FM were sold to Price Communications. Naturally, there's no way of knowing how the sale will affect the stations, but Tony remains optimistic. "All indications right now are that things will remain the same," he said. "I have a very hard time believing that Bob Price would want to make any severe changes to two such successful stations."

# NATIONAL MUSIC FORMATS

## Added This Week

### Bonneville Broadcasting

Kevin McCarthy (800) 631-1600

#### Alpha

AIR SUPPLY "Lonely Is The Night"  
LARRY CARLTON "Smiles & Smiles To Go"

#### Easy Listening

PACIFIC POP ORCHESTRA "Feelings"  
SUSANNAH McCORKLE "I've Grown Accustomed  
To..."

### Century 21

Greg Stephens (214) 934-2121

#### The Z Format

DON JOHNSON "Heartbeat"  
TINA TURNER "Typical Man"  
EURYTHMICS "Missionary Man"  
ROBERT PALMER "I Didn't Mean To Turn You On"

#### The AC Format

BOB SEGER "It's You"  
ROSIE VELA "Magic Smile"  
DOWNES & PRICE "New York Hold Her Tight"

#### Super-Country

JUICE NEWTON "Cheap Love"  
RANDY TRAVIS "Diggin' Up Bones"  
ANNE MURRAY "My Life's A Dance"  
M. OSMOND & P. DAVIS "You're Still New To Me"  
GATLIN BROTHERS "She Used To Be Somebody's Baby"  
BARBARA MANDRELL "No One Mends A Broken Heart..."

### Concept Productions

Elvin Ichiyama (916) 782-7754

#### CHR

DON JOHNSON "Heartbeat"  
SHEENA EASTON "So Far So Good"  
NEW EDITION "Earth Angel"  
TOTO "I'll Be Over You"  
EDDIE MONEY "Take Me Home Tonight"

#### Country

RONNIE McDOWELL "When You Hurt I Hurt"  
GATLIN BROTHERS "She Used To Be Somebody's Baby"

#### AC

TOTO "I'll Be Over You"  
BEATLES "Twist & Shout"  
CYNDI LAUPER "True Colors"  
DAVE ADAMS "Dancing In My Sleep"  
MOODY BLUES "The Other Side Of Life"

### Media General

#### Broadcast Services

Bob Dumas (901) 320-4433

#### Action

PAUL McCARTNEY "Press"  
GENESIS "Throwing It All Away"  
BILLY JOEL "A Matter Of Trust"  
DAVID FOSTER "Who's Gonna Love You Tonight"

#### Your Country

LEE GREENWOOD "Didn't We"  
RANDY TRAVIS "Diggin' Up Bones"  
MARTY STUART "All Because Of You"  
STEVE WARINER "Startling Over Again"  
BARBARA MANDRELL "No One Mends A Broken Heart..."

### MEDIA GENERAL CONTINUED

#### Hit Rock

STACEY Q "Two Of Hearts"  
PATTI LABELLE "Oh, People"  
EURYTHMICS "Missionary Man"  
MICK JAGGER "Ruthless People"  
BILLY JOEL "A Matter Of Trust"  
ROBERT PALMER "I Didn't Mean To Turn You On"

### Peters Productions, Inc.

George Junak (800) 255-8511

#### Country Lovin'

JOHN ANDERSON "Honky Tonk Crowd"  
SOUTHERN PACIFIC "A Girl Like Emmylou"  
SWEETHEARTS OF THE RODEO "Since I Found You"  
SHELLY WEST "Love Don't Come Any Better Than This"

#### The Ultimate AC

BERLIN "Take My Breath Away"  
DAVID PACK "I Just Can't Let Go"  
J.D. SOUTHER & N. SHANKS "Step By Step"

### Radio Arts

John Benedict (818) 841-0225

#### Country's Best

JUICE NEWTON "Cheap Love"  
ANNE MURRAY "My Life's A Dance"  
RANDY TRAVIS "Diggin' Up Bones"  
M. OSMOND & P. DAVID "You're Still New To Me"

#### Soft Contemporary

ROSIE VELA "Magic Smile"  
GENESIS "Throwing It All Away"

#### Sound 10

BOB SEGER "It's You"  
ROSIE VELA "Magic Smile"

### Satellite Music Network

Pat Clarke (214) 991-9200

#### The Starstation

ANITA BAKER "Sweet Love"  
BERLIN "Take My Breath Away"  
PAUL SIMON "You Can Call Me At"

#### Country Coast-To-Coast

RESTLESS HEART "That Rock Won't Roll"  
SOUTHERN PACIFIC "A Girl Like Emmylou"  
E.T. CONLEY & A. POINTER "Too Many Times"  
SCHULYER, KNOBLOCH, &... "You Can't Stop Love"

#### Rock 'N' Hits

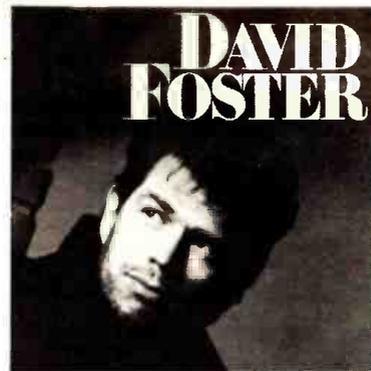
REGINA "Baby Love"  
DON JOHNSON "Heartbeat"  
STACEY Q "Two Of Hearts"  
BILLY JOEL "A Matter Of Trust"  
EDDIE MONEY "Take Me Home Tonight"  
MONKEES "That Was Then, This Is Now"  
C. ANDERSON & G. LORING "Friends & Lovers"

### TM Programming

Carl Casey (214) 634-8511

#### TM AC

WHITNEY HOUSTON "All At Once"  
MIAMI SOUND MACHINE "Words Get In The Way"



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(7-89376)

From the David Foster LP.

(81642)

Produced by Humberto Gatica & David Foster

44/7

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KIFM	KIOA	WKNE	WCHV	WZLQ	WBOW
WAEB	KQ99	WGLL	WEIZ	WFFX	KKLV
WSFM	WTRX	WSKI	WAGE	KTYL	KYJC
WKYE	WMGN	WQHQ	KRLB	WMT-FM	KRNO
WKGW	KDUK	WTNY	WORG	194	KQSW
WIVY	KGMG	WSKY	WKYX	KFSB	KMGQ
WSFL					KALE

### DOWNES & PRICE



## "NEW YORK HOLD HER TIGHT"

(7-89378)

From the Downes & Price LP.

(81637)

Produced by Ahmet Ertegun

33/7

WAEB	WTRX	WSKI	WCHV	WZLQ
WKYE	KDUK	WQHQ	WGSV	WFFX
WSFL	KGMG	WTNY	WAHR	KTYL
WAVE	WEJM	WWPA	WAGE	WJON
WNAM	WKNE	WSKY	KRLB	WBOW
KIOA	WGLL	WCKQ	WORG	KKLV
KQ99			WAEV	KQSW



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### EAST

Mid-Atlantic AC seeks fulltime announcer. T&R: Thomas Grooms, WPTX/WMDM, St. Andrews Church Rd., Lexington Park, MD 20653. EOE (8-15)

WCFR has sports/news opening. Anchor, writing & PBP skills needed. Rush T&R: Bob Flint, Box 800, Springfield, VT 05156. EOE (8-15)

Copywriter/production announcer. Stardust AM, Transtar AC FM. Some operator duties. T&R: Pete Eckhoff, WASR/WLXZ, Box 799, Laconia, NH 03247. EOE (8-15)

Evening position open at WLBR. PBP helpful but not necessary. T&R: Box 1270, Lebanon, PA 17042. EOE (8-15)

Great Lakes CHR fulltime midday opening. Personality with class, humor, & community service. T&R: Jim Cook, WJET, 1635 Ash St., Erie, PA 16503. EOE (8-22)

Announcers sought, all shifts. Personality. Contemporary Country. T&R: Ken Borden, DM, 257 E. Center St., Manchester, CT 06040. EOE (8-22)

Sales position available at E. Long Island's hit music station. Salary commensurate with experience. T&R: Richard Mastroberte, 252 W. Montauk Highway, Hampton Bays, NY 11946. EOE (8-22)

Seek adult, funny, bit-oriented morning man. Winning company. Great bucks. Burkhardt/Abrams. Great place to live. T&R: Box 929, Lewiston, ME 04240. EOE (8-22)

WMKR-FM/Baltimore, seeks production director/copywriter. Minimum three years' on-air experience. T&R: Ralph Wimmer, K106, 200 E. Joopa Rd. #201, Towson, MD 21204. EOE (8-22)

FSA seeks air talent for future openings. T&R: Joe Ryan, WKIP, Box 1450, Poughkeepsie, NY 12602. EOE (8-22)

Leading MOR seeks creative production manager/weekend personality. Major on-air experience. Strong writing, necessities. T&R: Production Manager, Box 60, Washington D.C. 20044. EOE (8-22)

Seek take-charge, reactive, experienced new pro. Winning company, great bucks. Burkhardt/Abrams. Great place to live. T&R: Box 929, Lewiston, ME 04240. EOE (8-22)

Production: genius for suburban AM. Creative? Pipes? Rush T&R/salary history: Alan C. Swan, BCNA, Box 3, Palmyra, NJ 08065-0003. EOE (8-22)

#### Production Director Wanted

Small to midsized market within 40 miles of NYC. Send tape, resume, salary requirements to Radio & Records, 1930 Century Park West, #432, Los Angeles, CA 90067. EOE



WHCN, Inc.

106 WHCN is looking for a late-night personality. Cassettes and resumes to: **Daniel F. Hayden, Program Director, 1039 Asylum Avenue, Hartford, Connecticut 06105. EOE**

#### TOP TEN MARKET

Oldies AM in Major Market seeking Morning Entertainer. If you can get the audience's attention while remaining concise, send T&R to: Radio & Records, 1930 Century Park West, #437, Los Angeles, CA 90067. EOE

## OPENINGS

### SOUTH

KNIN FM seeks great morning news person & hit-cranking afternoon personality. Three years' experience. T&R/photo: Chuck Beck, Box 787, Wichita Falls, TX 76708. EOE (8-15)

We've just lost another one to the majors! Join one of America's great AC stations. T&R: Nick O'Neil, WLTY, 720 Boush St., Norfolk, VA 23510. EOE (8-15)

Production help sought. Must be creative & detail oriented. New equipment. Station is tops. T&R: WNNC, Box 940, Newton, NC 28658. EOE (8-15)

Isle 95 seeks tapes to fill future openings. T&R: Jonathan Keys, Suite V-2, Caravelle Arcade, Christiansted, St. Croix 00820. EOE (8-15)

New small market station in lakes area of KY seeks applications for personalities & journalists. T&R: Stretch, Orawer D, Cadiz, KY 42211. EOE (8-15)

Regional 100K Country seeks adult personality team player with strong production. Great benefits, team atmosphere. T&R: Rick Nelson, WTNT, Box 3006, Tallahassee, FL 32315. EOE (8-22)

LOVE 94 has a rare opportunity for an adult contemporary personality. T&R: John Moen, WLVE, 194 N.W. 187th St. Miami, FL 33169. EOE (8-22)

KLUM FM seeks announcer/MD, Urban format. T&R: Lincoln University, Personnel Office, 820 Chestnut St., Jefferson City, MO 65101. No calls. EOE (8-22)

Air personalities, not DJs. Country or AC background. Big bucks for community-minded individual. T&R/picture: WBHP, Box 1230, Huntsville, AL 35807. EOE (8-22)

Morning drive communicator for FL FSA AM. Creative production required, PD possible. T&R/salary: WMEL, Box 1318, Melbourne, FL 32936. EOE (8-22)

B-100, Wilmington's top-rated station now accepting T&Rs for part/fulltime future openings. Also combo engineer/jock & news. T&R: "Animal," Box 2428, Wilmington, NC 28402. EOE (8-22)

FL CHR seeks creative, aggressive talent to assist in prep & production of our morning zoo. Overnight airshift included. T&R: 2-103, Box 13549, Tallahassee, FL 32317. EOE (8-22)

Immediate opening for ND in small market. Excellent salary & benefits for the right person. T&R: Chris James, Box 309, Valley Head, AL 35989. EOE (8-22)

Experienced AE for top-rated AM in beautiful Columbia. Call GSM Margaret Fort (803) 772-5600. EOE (8-22)

PD/morning announcer for top-rated AM WIS in beautiful Columbia. T&R/salary: Charlie Jones, Box 21567, Columbia, SC 29221. EOE (8-22)

Top-rated CHR has fulltime opening for experienced announcer with good production skills. Good benefits. T&R: Bob Bishop, Box 3487, Victoria, TX 77903. EOE (8-22)

TX Gulf Coast Country combo now accepting T&Rs for future full/parttime openings. KRYS, 702 McBride Ln., Corpus Christi, TX 78408. EOE (8-22)

Wanted: AC morning announcer. Humorous, talented, versatile! T&R: WGBR, Box 207, Goldsboro, NC 27533. EOE (8-22)

Cold beer & hot hits! Possible future openings in market of 30,000 for good CHR jocks. Talented beginners encouraged. T&R/salary: Big Jim Hays, Box 100, Brownwood, TX 76804. EOE (8-22)

Morning show host for Easy Listening FM in historic Charleston, SC. Must be mature & excellent production skills necessary. T&R: Jim Ray, WQXZ, Box 1364, Mt. Pleasant, 29464. EOE (8-22)

KZZB, one of the South's premier CHR stations, seeks a morning personality extraordinary. T&R/photo: Chris Baker, 2531 Calder Ave., Beaumont, TX 77702. EOE (8-22)

Bayou 104 seeks on-air PD for top-rated CHR format. ET&R/photo: Al Johnson, KBIU, 311 Alamo, Lake Charles, LA 70601. EOE (8-22)

KLAQ/EI Paso's only rocker has a rare opening for a highly creative & very entertaining morning personality. T&R: Neil Lamp, 4141 Pinnacle, Suite 120, El Paso, TX 79902. EOE (8-22)

Progressive AC seeks announcers. T&R: Scott Johnson, KHLA, Box 3067, Lake Charles, LA 70602. EOE (8-22)

### HOT 105

**HOT-105**, Miami's hottest, seeks news person. Sense of humor a must for mornings. Send T&R to **Duff Lindsey, WHQT, 377 Alhambra Circle, Miami, Florida 33134**. No calls. EOE

NW Arkansas's Top AM seeking midday and afternoon announcers. A member of the Donrey Media Group. T&R to **Randy Prichard, GM, KBRS, 2307 Highway 71 N., Springdale, AR 72764**. EOE/MF

#### WCVU-FM OPERATIONS DIRECTOR

South Florida's 100,000 watt music station WCVU-FM. Experience in Beautiful Music... Easy Listening format required. Send resume and tape to Personnel Department.

#### Palmer Communications Incorporated

Palmer Communications Centre  
333 Eighth Street South Naples, Florida 33940  
Equal Opportunity Employer

# OPPORTUNITIES

## OPENINGS

### NEW SOUTHEAST AOR

We need strong Morning Talent, with excellent production. Call SHARON... (213) 459-8556. EOE

### Sunbelt Morning Personality

Sunbelt major market young adult music outlet seeks top-flight morning personality — warm, personable, creative, witty. Only the best will do. Cassette & resume to Radio & Records, 1930 Century Park West, #42B, Los Angeles, CA 90067. EOE

### We Know You're Out There!

Production pro with excellent writing and production skills and versatile voice. Off-air fulltime position. T&R to Radio & Records, 1930 Century Park West, #429, Los Angeles, CA 90067. EOE M/F

### 100,000-WATT CHR

Major market-minded station seeks excellent people to finish killer staff. Excellent pay and benefits for the talent and market. Rush T&R NOW to Radio & Records, 1930 Century Park West, #431, Los Angeles, CA 90067. EOE



### CREATIVE DRIVETIME ANNOUNCER

Very special opportunity for creative drivetime announcer. Leading Southeastern rock station seeks experienced team player with personality and will to join a top-notch broadcast group. Send T&R to Radio & Records, 1930 Century Park West, #427, Los Angeles, CA 90067. EOE



### MIDWEST

K-98, hot AC, has rare opening for full/parttime position, work in a market surrounded by majors. Your next stop can only be up. T&R: Dan Osborne, Box 1647, Richmond, IN 47375. EOE (8-15)

Major market immediate hiring. Modern AOR/Hip. T&R: Classic Radio, 5869 E. 71st St., Suite 116, Indianapolis, IN 46220. EOE (8-15)

Small market FM in Northern MI has openings in news, PBP, on-air, & sales. T&R: WBWZ, Randy Rowley, 1532 Forrester Rd., Frankfort, MI 49635. EOE (8-15)

Experienced news anchor for medium IN market. Regional AM AC. T&R: Peter Zelcs, Box 2208, Kokomo, IN 46902. EOE (8-22)

Our Country AM sounds as good as the big stations. We want personalities. T&R: Ron Phillips, WTRF, 1011 Park Rd., Greensburg, IN 47240. EOE (8-22)

50kw Country FM seeks evening talent. Strong production a must. Heavy appearance schedule. Parttime openings too. T&R: PD, Box 933, Fort Wayne, IN 46801. EOE (8-22)

P-3 is your first step into the majors. 99KG in Salina is your way up. Future openings anticipated. T&R: Steve Wall, Box 6198, Salina, KS 67402-6198. EOE (8-22)

WKTY/La Crosse now accepting news T&Rs: Larry Green, 704 La Crosse St., La Crosse, WI 54601. EOE (8-22)

### PD/OM WANTED

Are you looking to be an integral part of the management team? If so, this Wisconsin FM station wants you! We need a strong management person, heavy in promotion and programming skills. Send letter, T&R, & photo to Radio & Records, 1930 Century Park West, #40B, Los Angeles, CA 90067. EOE

## OPENINGS



Radio announcer needed for Indianapolis Adult Contemporary FM radio station. Fulltime position. Send tape and resume to WTPI Radio, P.O. Box 1079, Indianapolis, Indiana 46206. Please, no calls. An Equal Opportunity Employer M/F.

### CLASSY MIDWEST STATION

Needs classy PD. 100kw Contemporary. Need music and promotion experience. Include air show. Send qualifications to Radio & Records, 1930 Century Park West, #430, Los Angeles, CA 90067. EOE

### SPORTS TALK SHOW

Major market talk station with opening for sports talk host with personality. If your talent lies somewhere between Howard Cosell and Brent Musburger, send resume and tape to Radio & Records, 1930 Century Park West, #421, Los Angeles, CA 90067. EOE

### MAJOR MARKET MORNING SHOW

Leading Detroit contemporary radio station is accepting tapes and resumes for new morning host and/or team. Major league compensation for major league talent. Confidentiality guaranteed. Send resume and tape to: Radio & Records, 1930 Century Park West, #418, Los Angeles, CA 90067. EOE



All Hit B95, one of the South's top-rated CHR stations is seeking a Morning Personality extra-ordinaire. Are you funny? Outrageous? And downright nuts? Are you willing to make appearances, and go that extra mile? If this is you, and you are... Rush tape and resume along with salary requirement to Chris Baker, KZZB, 2351 Calder Avenue, Beaumont, TX 77702. EOE



Many have applied, but no one has been chosen! We continue to look for a topical, funny, friendly talent for our nationally top-rated music AC FM! If you qualify, we offer a stable company, management support, good salary, and the finest working conditions. Send T&R (no calls) to Mark Thomas, OPR, WCRZ, Box 1080, Flint, MI 48501. EOE/MF



WANTED: A "killer" news director for WHO-AM and sister KLYF-FM. Experience and ability to destroy competition. Strong anchor skills for morning drive shift. Minimum 5 years radio news experience in medium-to-large market with immediate past two years in radio news management. Broad collegiate background and budgeting experience required. Strong leadership skills. T&R to Mark Carros, WHO-AM, 1801 Grand Avenue, Des Moines, IA 50308. EOE/MF No phone calls, please

## OPENINGS

### GENERAL MANAGER AM/FM

Group owner of AM/FM stations in Midwest looking for experienced motivated GM, with strong sales and marketing background. Must have 3 years experience, CRMC, college degree or equivalent experience. Salary & bonus on performance. You'll like our style. Send full details of your background and earnings to Radio & Records, 1930 Century Park West, #420, Los Angeles, CA 90067. EOE

### EVENINGS WVIC

WVIC/Lansing, MI. Market leader for more than two years. E. Alvin Davis-style CHR. Fun, well-paced personality needed with experience using the phone. First class facilities, professional staff, good salary and benefits. Send cassette and resume to:

Goodrich Broadcasting  
3565 29th Street, SE  
Kentwood, Michigan 49508

EOE



### COMFORTABLE & BRIGHT ADULT COMMUNICATOR

for AM Drive: The Northlands' giant, WEBC. Immediate opening for this rare opportunity. Contact: Nick Diamond, WEBC, 1011 E. 9th St., Duluth, MN 55805 (218) 728-4484. EOE

### WEST

Radio promotions company expanding sales staff. Compensation-commission only. No calls. Resume: A.M., 3000 Ocean Park Blvd., Suite 3001, Santa Monica, CA 90405. EOE (8-15)

Top-rated regional seeks best adult personality. Excellent production. Minimum five years' required. No calls. T&R: Jim Elliot, KISF, Box K, Greeley, CO 80632. EOE (8-15)

Fast-growing FM in Colorado Rockies seeks dedicated, hard-working ND, on-air, & field work. CALL: Steve Hamilton, KEYO, (303) 328-1015 EOE (8-15)

Radio promotions company expanding sales staff. Compensation, commission only. No calls. Resume: A.M., 3000 Ocean Park Blvd., Suite 3001, Santa Monica, CA 90405. EOE (8-22)

Possible future openings for air talent/production person on KGBL/KXIO in beautiful Bend, OR. T&R: Daryl Delaney, Box 5061, Bend, OR 97708. EOE (8-22)

Inland Empire FM radio station under new ownership seeks PD who will do AM drive. Call GM at (714) 882-2575 EOE (8-22)

AM Country in Palm Springs seeks good weekend jocks that can get the job done! No beginners please. T&R: 490 S. Farrell 202C, Palm Springs, CA 92262 or (619) 320-6818 EOE (8-22)

Sought! Aggressive, creative & self-motivated salesperson who seeks great commission/fringe. Resume: KFGI, Box 4265, Fresno, CA 93744. EOE (8-22)

CA coastal CHR seeking new talent for winning team. Have solid basics? Genuine personality? T&R: KXFM, Box 1964, Santa Maria, CA 93456. EOE (8-22)

15 miles north of the Golden Gate Bridge in beautiful Marin! FM AC seeks up & coming morning talent. T&R: Bob Clarke, KTIM, 1623 Fifth Ave, San Rafael, CA 94901. EOE (8-22)

KLT/Grants uptempo AC has immediate opening for morning man & night man! Benefits, salary. Expanding to 100,000 watts. T&R: Jim Kapp, 210 1/2 E. Santa Fe Rd., Grants, NM 27020. EOE (8-22)



Portland's full-service giant has a rare opening; middays. We need a lover of the Pacific Northwest, a creative communicator who is as excited about AM radio as we are. If you can inform and entertain; if you have Top 40 production values and MOR humor; if you have an outstanding track record of community involvement. RUSH tape and resume to Carl Gardner, 4949 SW Macadam, Portland, OR 97201. EOE, no calls.

## OPENINGS

### California Top 75 Gold AC

Seeks dues-paid morning entertainer with creative selling and production skills. Structured format, pro organization. Send you best aircheck and resume to Radio & Records, 1930 Century Park West, #433, Los Angeles, CA 90067. EOE



### 50K AM EVENING TALK SHOW

Has prime evening talk show opening. If you are a communicator who can stimulate, entertain and inform... If you do more than just open lines and authors... If you communicate light, not just heat. We've got the chance of a career. Tape and resume a must to:

Tom Bender  
Operations Manager  
KOA Radio 85  
1380 Lawrence suite 1300  
Denver, Colorado 80204



We are looking for the best evening entertainer in the country! If you can use the phones, handle in-studio interviews, have a good working knowledge of AC and 60s music, send your resume to Rick Scott/Director of Programming, PO Box 3726, Seattle, WA 98124. EOE/MF

### RADIO SALES

San Francisco/San Jose  
— TOP-RATED STATION —

CONTACT: BILL WEAVER  
V.P./GEN. MGR.



1177 MAIDEN LANE  
SAN FRANCISCO, CA 94108  
(415) 788-2022

(EOE)

### #1 ADULT AC

Needs seasoned MORNING PERSONALITY. Warm! Friendly! HUMOROUS! NOT ABRASIVE! Must work well with others and prepare daily. Also require bright/life-style-oriented NEWS PERSON. LOCAL emphasis a must! AFT-DRIVE and MID-DAY tapes accepted! To be part of a national group in medium market powerhouse. Huge regional signal. More than 1,000,000 potential listeners. Tape, resume and salary requirements to Radio & Records, 1930 Century Park West, #415, Los Angeles, CA 90067. EOE



Southern California's only Smokin' Oldies station is searching for on-air program producers. Full and parttime positions are currently available at the finest broadcasting facility in the free world. Send your resume to: Dave Michaels or Irma Molina, 5901 Venice Venice Blvd., Los Angeles, CA 90034. EEOC



# OPPORTUNITIES

## OPENINGS

## POSITIONS SOUGHT

## POSITIONS SOUGHT

## POSITIONS SOUGHT

### TELEPHONE AD SALES

If you can sell by telephone...

...you might be interested in one of two telemarketing sales positions now open in Radio & Records' Los Angeles headquarters. This is an exciting opportunity to be part of our new National Telemarketing Department, which sells R&R's advertising and information services to radio stations and other radio-related businesses. Familiarity with the radio industry is a must. If you're a self-starter with professional selling skills and like using your talent to build something new, send us your resume. If you're already in the LA area, call **Barbara Fischer at (213) 553-4330** and sell yourself by phone. EOE.

Mail resumes to:



**Radio & Records**  
1930 Century Park West  
Los Angeles, CA 90067

### MAJOR CALIFORNIA NEW CHR (FM)

Looking to restaff all shifts (format change). We've got the tools if you've got the talent. Energized entertainers and contemporary newsmen needed NOW! Top dollar for top people. If you'd like the excitement of being in on the ground floor of a total team effort heading for #1, get your tape and resume in the mail today. Radio & Records, 1930 Century Park West, #417, Los Angeles, CA 90067. EOE

### POSITIONS SOUGHT

Successful FL pro: Seeks medium/major sunbelt drive position. Proven numbers, natural pipes, production second to no one. WSHE/WKGR/K-102. SEBASTIAN: (305) 468-3484 (8-15)

Sportscaaster seeks to move to OH/IN area. GREG: (305) 899-0393 (8-15)

Tired of striding out with music beds? Personality production will hit a home run every time! Bring in a new batter! MICK: (312) 849-0404 (8-15)

PD with winning ratings & top 10 market experience. Successful with promotions & production. 14 years' experience. MARK HILL: (503) 478-4839 (8-15)

New personality for on-air or production position. STACEY: (714) 839-9279 (8-15)

Good cooker for nites or afternoons. Formerly 96-X & K-102/Miami, KENO/Las Vegas, Z-97/Ft. Worth, WAYS/Charlotte. BEAL: (305) 557-1059 or (813) 649-6640 (8-15)

No nonsense, concise, mainstream AOR communicator with unique marketable voice & seven years' experience, seeks first large market overnights. BILL: (808) 661-1050 (8-15)

Seek adults? AC PD with 11 years' experience. Good air work, great pipes. Strong community involvement. Very stable. JIM: (307) 662-8976 (8-15)

Talented DJ seeks to break into the business. Radio school grad. Write, produce, prefer AOR/CHR/AC. Will relocate. NEWT: (309) 289-4483 (8-15)

Recent NW MBA-Marketing/Finance seeks OM. Eye towards station management. Eight years' radio news experience, four in major market. CALL: (312) 849-1538 after 6pm (8-15)

Want a Country MD that does it all? Eat, sleep & dream it? Here I am & I'm available now. Former PD. ROB RYAN: (814) 761-2918 (8-15)

Not just another girl

**SIDEKICK**  
1/2 of a  
"GREAT MORNING TEAM!"  
(806) 353-6018

Did your stations rating drop... again? I'm a take-charge PD with 16 years' experience. I'll deliver top CHR programming, hot promotions/production. BO WEAVER: (919) 760-2435 (8-22)

Five years' experience in top 20 market. Production, continuity, copywriting, part/fulltime personality. Will relocate. DENNIS SULLIVAN: (718) 330-0991 (8-22)

Seek entry-level announcer position. College educated, some large market experience. Serious only. TOM: (312) 779-5131 (8-22)

The satellite came... I want. Newswomen with broadcast/journalism degree four years' experience, ready now. STEPHANIE: (801) 451-5157 or 628-5106 (8-22)

'Tis the season to move up! Three years' experience, BA & a PM driver. Seek medium market. JIM: (717) 597-9239 (8-22)

Major market PD seeks AC/CHR programming position. Call (915) 534-7668 (8-22)

Anywhere now! Trained broadcaster, adult, CHR/MOR, good production. HENRY: (201) 836-5166 (8-22)

Disciplined, reliable, all-around AOR personality with tight production seeks stable gig. JOHN: (312) 282-3773 (8-22)

Female classical music program announcer/writer/producer seeks permanence, benefits. Five years' experience, degree, seven years in advertising. JEAN: (307) 754-9766 (8-22)

My time has come! Hungry jock seeks fulltime gig in small/medium market. Will relocate anywhere. Community involvement guaranteed. DAN: (201) 945-9409 (8-22)

Seeking fulltime break. Four years' parttime experience. Any format, anyplace. Let's talk. JON: (517) 754-2634 8:30-5 (8-22)

WRFX/The Fox, Z-100/Charlotte, WORD/Spartanburg, WRJZ/Knoxville, WAYS/Charlotte. Like radio with personality! VAN MANN: (704) 537-7660 (8-22)

Goofy, comic personality: Drive slot, medium market only. Great air, amazing production, experienced all formats. DENNIS STAPLES: (419) 255-1221 or 225-5665 (8-22)

Sportscast & PPP personality plus! No foul balls, just the best coverage I can give you. I'm seeking stability now. BILL: (503) 773-7727 (8-22)

### New Television Special...

Lyndon La Rouché, Colonel Qaddafi, and Dolly Parton in the biggest BOOB of the year contest!!! Zany, creative CHR personality looking for job in Southwest. ROB... after 5pm... (312) 894-3987.

Energetic, hardworking, positive female with three years' experience seeks progressive station. Call mel CINDY: (715) 362-4223 (8-22)

Qualified MD seeks MD/ass't. PD in medium market. BA degree, [pro attitude, knowledgeable in AOR/CHR/AC, Eager/driven, excellent human relations skills. GARY: (301) 759-3264. (8-22)

Young aggressive voice man to join morning team. Good voices/characters, love show prep. SE preferred. PAUL: (205) 821-8591 before 11am (8-22)

PD/MD seeks longterm commitment with your AC/Country station. MICHAEL: (615) 729-3844 (8-22)

Young, energetic, new college grad with two years' experience, seeks fulltime shift or news position. Will relocate. LANCE MORRISON: (919) 799-0376 Monday-Friday AM (8-22)

Medium market morning host, cohost, news anchor position sought. Past eight years in small/medium market. Telephone talk, too. WAYNE BYERS: (701) 251-2336 (8-22)

You can't get Howard Stern, so get me. Truly one of radio's "bad boys." STEVEN: (904) 725-6950 afternoons (8-22)

Female pro! The voice, talent, drive, experience you're seeking. Team player. CHR/AOR/AC/Urban/Oldies. CA only. ROBIN BARNETT: (408) 479-9901 (8-22)

Seven-year pro. WTIC/WORC/WHEM, seeks to move up. PD supports this ed! For radio's best team, call BRIAN: (203) 673-4537 (8-22)

Available: Aggressive, dedicated grad for copywriting, production, on-air position! Prefer S/E/SE Country/CHR/AC. Any takers? ELISSA: (806) 478-5524 (8-22)

Up-beat female announcer seeks fulltime. Hardworking, witty, creative & charming. Production excellent. Skills exceed length of experience. MICHELLE: (718) 836-4576 (8-22)

Announcer with three years' experience, including PBP, seeks part/fulltime in Albuquerque. THOM: (505) 892-2218 or 867-3371 (8-22)

Ft. Myers/Naples. Eight years top-50 jock, sales & news. Seek parttime air &/or fulltime sales. RICHARD: (816) 241-2632 (8-22)

Pro female seeks new challenge in radio. Six-year pro. Great voice, production & news experience. SUE: (505) 662-3122 (8-22)

**JEFF YOUNG**  
ND, WHTZ RKO Nets  
ABC News  
(203) 622-9168

CHR/AOR morning person, MD/ass't. PD, production, copywriting, extensive music knowledge. Seeks day shift medium/large market. ARTHUR: (505) 722-6797 (8-22)

Any demo you need. Proven last three books up in two time zones. Over nine years' experience. "FAST EDDIE" MONSON: (316) 265-4944 (8-22)

PD with major market experience seeks medium market CHR. STEVE: (915) 534-7668 (8-22)

Four years' medium market experience Full/parttime. BA degree, high energy. If you're near a major university market, I want to work for you. BOB: (205) 264-2811 (8-22)

What makes our stations promos/apots funnier than yours? My writing/producing. Fast on-air ad-libber. AOR/CHR medium/major market. JOHN: (602) 782-2746 (8-22)

Medium markets: Successful, knowledgeable PD/Air talent wants to make your station a winner. Eight-year pro. BOB MARTIN: (915) 833-7845 (8-22)

I'm still seeking the right opportunity. Prefer AC/Gold/Country/PBP. Programming experience. Small/medium market. DAVE MURDOCK: (305) 275-6054 (8-22)

Selem, OR area: More than 25 years in the business. Relocating to the Salem area. Experienced PD/production. All shifts considered. DENNIS: (503) 585-4356 (8-22)

Seeking a bright, happy-sounding morning man? News/production/copywriting, 18 years' experience. Available now. Prefer South, warm climates. LARRY KAY: (717) 653-2500 (8-22)

Recent female broadcast school graduate. Good production skills. Seeking entry-level position, small market. Urban/AC. Will relocate. ANDREA: (212) 882-1215 (8-22)

Experienced, talented, versatile communicator seeks news/production/DJ position. Will consider all markets. Available now! References available. RANDALL: (307) 886-3753 (8-22)

Smart, witty, reliable, dedicated and hardworking. Good looking and humble too. Seek medium market air slot. JIM: (717) 597-9239 (8-22)

Seek overnights. Six years' experience, and still learning. Early rock or Country. Going to waste at automated station. SE only. Call (404) 278-8968 (8-22)

Did your talk have a bad book? I've had four great books! Let's talk. JOHN LEVITT: (518) 477-4108 (8-22)

PD/MD with multiple market experience seek major market shift/production. All formats. Will consider overnights/fill-in/weekends. JAMES: (301) 651-9336 (8-22)

Personality production is the future! Don't be left in a sea of dead music beds. Grab a hold of personality production. MICK (312) 849-0404 (8-22)

Track record, team player/leader. CHR/AC/Country. 12 years' experience. Available now. Seeking right offer. ROD: (618) 337-1795 (8-22)

Sharp enthusiastic morning man with a year of small market experience. News/production. CHR/AOR/AC. TOM: (602) 287-5675 (8-22)

Two-year PD, announcing for ten. Promotions, traffic, equipment repair, news. Announcing or PD position at right station with right management. IJMO/KS. TIM: (217) 287-7626 (8-22)

Snow already. Announcer/MD with large metro experience seeks medium/major market gig. Any shift. AOR/AC/CHR/Oldies. Call (609) 655-0740 (8-22)

Talented, high-energy female personality seeks exciting opportunity & chance to relocate. Medium market preferred. STACI (904) 386-7255 (8-22)

Recent grad seeks on-air or news/sports position. Authoritative news delivery, strong PBP, highly trained in all areas of writing. MIKE JENKINS: (619) 282-8796 (8-22)

If you just want time & temp. stop reading this. Controversial personality (will work in cage)! MARK: (904) 725-6950 afternoons (8-22)

Keep me out of barber school! Vacaville weekend jock seeks fulltime gig on West Coast. FRANK BUTERA: (415) 223-1534 (8-22)

Jazz up your sports PBP. Five years' experience, seeking bigger challenge. TODD: (208) 356-7129 (8-22)

Seeking AE position in Austin or Houston. Highest numbers, whether sales or talent. Five years' experience. Presently employed. VIVIAN: (512) 576-0258 (8-22)

Hardworking, energetic, humorous drivestimer with two years' experience and production skills. Seeking CHR/AC. Love challenges. ED: (914) 794-0215 (8-22)

Seeking position in AC/Country/Talk formats in top 50 W/SW market. Experience includes KMZK/KOPA/KJJJ. RANDY ROLLINS: (602) 947-8972 (8-22)

I'm working doing time and temperature. I need out, to work with creative people. Prefer AOR in W but open to any offer. CHRIS KELLY: (707) 961-0444 (8-22)

Controversial morning personality. Great character bits and phone skills. Better than a "zookeeper." If you want ratings, call MARK: (904) 725-6950 (8-22)

Dates appearing at the end of each listing signify first week listed.

### R&R Opportunities Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

### Deadline

To appear in the following week's issue, we must receive your ad by Thursday 12 noon (PST) prior to issue date.

### Display Advertising

Display: \$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.

### OPPORTUNITY FORM

OPENING

POSITION SOUGHT

Region \_\_\_\_\_

MISCELLANEOUS

PD Name: \_\_\_\_\_

NAME: \_\_\_\_\_

GM Name: \_\_\_\_\_

PHONE: ( ) \_\_\_\_\_

1. Please type or print clearly, using 24 words or less to include address/phone number, and attach to this form.
2. Do not use abbreviations.
3. All ads are subject to editing.

Mail to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067

# BLACK/URBAN

## BREAKERS

### KENNY G

What Does It Take (To Win Your Love) (Arista)

68% of our reporters on it. Rotations: Heavy 1/0, Medium 19/1, Light 37/10, Total Adds 11, WXYV, WAMO, WVEE, KMJQ, WYLD, WBMX, WHYZ, WZAZ, WVOI, KUKQ.

### FORCE MO'S

One Plus One (Tommy Boy/WB)

65% of our reporters on it. Rotations: Heavy 0/0, Medium 15/4, Light 40/10, Total Adds 14, WXYV, WHRK, WYLD, W94, WBMX, WDMT, XHRM, WTKL, WENN, WLOU, WQOK, KHYS, KDKO, KUKQ.

### REBBIE JACKSON

Reaction (Columbia)

65% of our reporters on it. Rotations: Heavy 2/0, Medium 17/2, Light 36/12, Total Adds 14, WVEE, WHRK, WBMX, WJLB, WDKX, WENN, WPEG, WFXC, WHYZ, KJCB, WLOU, KHYS, Z103, KBUZ.

### LOOSE ENDS

Stay A Little While, Child (MCA)

61% of our reporters on it. Rotations: Heavy 1/0, Medium 19/0, Light 31/11, Total Adds 11, WRKS, WGGI, WDMT, WZAK, WPEG, WLOU, WBLX, WCKX, Z103, WTLG, WVOI.

## NEW & ACTIVE

### TINA TURNER "Typical Male" (Capitol) 48/48

Rotations: Heavy 2/2, Medium 8/8, Light 38/38. Total Adds 48 including WWINFM, WILD, WAMO, WHUR, K104, KMJQ, WHRK, WEDR, K94, WOVJ, WBMX, WBLZ, WZAK, WVKO, WJLB, B95, WLUW, KMJM, KACE, KJLH, XHRM, WPDQ, KDKO, KUKQ.

### KLYMAXX "Man Size Love" (MCA) 44/2

Rotations: Heavy 8/0, Medium 24/0, Light 12/2. Total Adds 2. WOVJ, WORL, Heavy: WLUW, KSOL, OC104, JET94, WFXC, KOKY, WQOK, WDDM, Medium: WDA5, WAMO, WHUR, WHRK, WBMX, WGGI, WBLZ, KMJM, KJLH, WAKR, Z93, KDLZ, WQMG, WHYZ, WQFX, WJJS, KHYS, WANM, WCKX, WGPR, WKWM, WXLX, WZEN, WVOI. Moves 39/39 on the Black/Urban chart.

### YARBROUGH & PEOPLES "Wrapped Around Your Finger" (Total Experience/RCA) 44/2

Rotations: Heavy 1/0, Medium 22/1, Light 21/11. Total Adds 2. WHUR, WDA, Heavy: WASSO, Medium: WDA5, WVEE, WEDR, WYLD, WDMT, WQMG, KOKY, Z93, WJMI, KIZ, KOKY, WJLY, WLOU, KHYS, KAPE, WANM, WAAA, WCKX, WXLX, WZEN, KDKO.

### RJ'S LATEST ARRIVAL "Heaven In Your Arms" (Manhattan) 42/10

Rotations: Heavy 0/0, Medium 16/0, Light 26/10. Total Adds 10. WILD, WHRK, WEDR, KJLH, WDKX, WAKO, WENN, Z93, WQOK, KHYS, Medium: WHUR, WVEE, K104, WBMX, WGGI, WZAK, WLUW, KACE, WLOU, WANM, WAAA, WCKX, WTLG, WXLX, WZEN, KBUZ.

### O.C. SMITH "What'cha Gonna Do" (Rendezvous) 38/4

Rotations: Heavy 2/0, Medium 18/3, Light 18/1. Total Adds 4. WDA, WTKL, WPDQ, WGPR, Heavy: WKXI, WZAZ, Medium: KMJQ, WOVJ, WTMP, WENN, WFXC, WQMG, WQFX, KOKY, WALT, KHYS, WKWM, WXLX, WZEN, WVOI, KDKO.

### JAMES "D TRAIN" WILLIAMS "You Are Everything" (Columbia) 36/6

Rotations: Heavy 0/0, Medium 16/2, Light 29/4. Total Adds 6. WGGI, WZAK, WAKO, KJCB, WQOK, KHYS, Medium: WHUR, K94, WOVJ, XHRM, KSOL, WKND, WHNC, WFXC, KIZ, WBLX, WFLZ, WANM, WTLG, KBUZ.

### RAPPIN' DUKE "Duke Is Back" (Tommy Boy) 33/4

Rotations: Heavy 1/0, Medium 14/0, Light 18/4. Total Adds 4. WVEE, WHRK, WDDM, WGPR, Heavy: WQOK, Medium: WDA5, WDJY, WZAK, WAKO, WFXC, WQMG, WQFX, WZAZ, KJCB, WALT, WBLX, KHYS, WCKX, KDKO.

### O'CHI BRODWIN "100% Pure Pain" (Mercury/PolyGram) 32/4

Rotations: Heavy 0/0, Medium 17/0, Light 25/4. Total Adds 4. WLOU, WAAA, WCKX, WTLG, Medium: WDA, WHNC, JET94, WGPR, WKWM, WXLX, WVOI.

### BEAU WILLIAMS "There's Just Something About You" (Capitol) 30/8

Rotations: Heavy 1/0, Medium 7/1, Light 22/7. Total Adds 8. WDA5, KACE, Z93, KDLZ, WLOU, WALT, WXLX, KDKO, Heavy: WTKL, Medium: K104, WZAK, KOKY, WANM, WGPR, WVOI.

### TRINERE "How Can We Be Wrong" (Jampacked) 30/3

Rotations: Heavy 0/0, Medium 15/1, Light 15/2. Total Adds 3. WBLZ, WQOK, KDKO, Medium: WVEE, WGGI, WDMT, XHRM, WFXA, WFXC, WQMG, WJMI, WKXI, KIZ, WBLX, WAAA, WVOI, KUKQ.

### RODNEY FRANKLIN featuring BRENDA RUSSELL "Look What's Showing Through" (Columbia) 29/10

Rotations: Heavy 1/0, Medium 10/1, Light 18/9. Total Adds 10. WWINFM, WDJY, WHRK, WEDR, K94, WGGI, WZAK, WLUW, WATV, WPLZ, Heavy: KACE, Medium: WHUR, WDA, WDMT, WENN, KDLZ, WLOU, KAPE, WANM, WTLG.

### AL JARREAU "L Is For Lover" (WB) 27/9

Rotations: Heavy 0/0, Medium 9/1, Light 18/8. Total Adds 9. WVEE, K94, WENN, WPEG, WFXC, WJJS, WBLX, WPLZ, WDDM, Medium: WWINFM, WAMO, WDA, WYLD, WDMT, WZAK, WAAA.

### GENOBIA JETER "All Of My Love" (RCA) 26/11

Rotations: Heavy 0/0, Medium 3/0, Light 23/11. Total Adds 11. WXYV, WHRK, WEDR, WDMT, WENN, Z93, KDLZ, WQFX, KIZ, WLOU, KDKO, Medium: WHUR, WZAK, WQOK.

### BOBBY JIMMY & THE CRITTERS "Roaches" (Maelco) 26/4

Rotations: Heavy 3/0, Medium 11/1, Light 12/3. Total Adds 4. WTKL, KOKY, WPLZ, WGPR, Heavy: WZAK, WHYZ, WQOK, Medium: WDA5, WDJY, WTMP, WBMX, WGGI, WDMT, WATV, WZAZ, KHYS, WDDM.

### L.A. DREAM TEAM "Nursery Rhymes" (MCA) 26/2

Rotations: Heavy 4/0, Medium 10/0, Light 12/2. Total Adds 2. WHRK, Z93, Heavy: XHRM, WXOK, WJMI, WDDM, Medium: WDA5, K104, WDA, WTMP, WZAK, WFXC, WHYZ, WKXI, KHYS, WVOI.

### CARL ANDERSON & GLORIA LORING "Friends & Lovers" (Carrera/CBS) 25/2

Rotations: Heavy 4/0, Medium 9/0, Light 12/2. Total Adds 2. WAKO, KHYS, Heavy: WLUW, WHYZ, WJJS, WDDM, Medium: WAMO, WBLZ, WDMT, B95, OC104, WFXA, WTKL, WPLZ, KAPE.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart.

## MOST ADDED

- TINA TURNER (48)
- JERMAINE STEWART (18)
- CLUB NOUVEAU (16)
- FORCE MO'S (14)
- REBBIE JACKSON (14)
- BILLY GRIFFIN (12)
- KENNY G (11)
- GENOBIA JETER (11)
- LOOSE ENDS (11)

## HOTTEST

- LEVERT (38)
- BILLY OCEAN (38)
- GWEN GUTHRIE (36)
- LUTHER ANDROSS (32)
- JANET JACKSON (27)
- ANITA BAKER (23)
- ORAN "JUICE" JONES (21)
- LISA-LISA & CULT JAM w/FULL FORCE (15)
- PATTI LABELLE (12)
- LIONEL RICHIE (12)

## SIGNIFICANT ACTION

### MAIN INGREDIENT "Do Me Right" (Zakia) 24/3

Rotations: Heavy 0/0, Medium 7/1, Light 17/2. Total Adds 3. WDA5, WOVJ, WKND, Medium: WDJY, K104, JET94, WPDQ, WZAZ, WGPR.

### JERMAINE STEWART "Jody" (Arista) 23/18

Rotations: Heavy 0/0, Medium 3/2, Light 20/16. Total Adds 18. WAMO, WHUR, WDA, WTMP, WGGI, WDMT, XHRM, WKND, OC104, WQOK, WFXC, WQFX, WQOK, KAPE, WCKX, Z103, WVOI.

### PHYLLIS HYMAN "Did I Friend" (PIR/Manhattan) 23/6

Rotations: Heavy 1/0, Medium 7/0, Light 15/6. Total Adds 6. WQMG, WDMT, WXOK, Z93, WFXC, KAPE, Heavy: KACE, Medium: WDA5, WHUR, WTMP, KSOL, WDKX, WANM, WAAA.

### LENNY WILLIAMS "Ten Ways Of Loving You" (Knobhill/Fantasy) 22/7

Rotations: Heavy 0/0, Medium 6/1, Light 16/6. Total Adds 7. WAMO, WDMT, WZAK, KACE, WZAZ, KOKY, WLOU, Medium: WQPR, WKWM, WTLG, WXLX, WVOI.

### WILLIAM BELL "Headline News" (Ichiban) 22/1

Rotations: Heavy 2/0, Medium 7/0, Light 13/1. Total Adds 1. Z93, Heavy: WZAZ, KOKY, Medium: WTMP, WTKL, JET94, WFXC, WLOU, WCKX, WTLG.

### SKIPWORTH & TURNER "Can't Give Her Up" (WB) 21/5

Rotations: Heavy 0/0, Medium 5/0, Light 16/5. Total Adds 5. WZAK, WAKO, WATV, KHYS, WTLG, Medium: WWINFM, XHRM, WHNC, WENR, WQOK.

### CLUB NOUVEAU "Jealousy" (Tommy Boy) 20/16

Rotations: Heavy 1/1, Medium 6/4, Light 13/11. Total Adds 16. WDA5, WDA, WEDR, WTMP, WBMX, WZAK, KMJM, WAKO, WXOK, JET94, WFXC, WQFX, WPLZ, WZEN, KBUZ, KDKO, WLOU, WZAZ, Z93.

### ALEXANDER O'NEAL "You Were Meant To Be My Lady" (Tabu/CBS) 20/3

Rotations: Heavy 0/0, Medium 7/0, Light 13/3. Total Adds 3. XHRM, KDLZ, KJCB, Medium: WHUR, K104, KOKL, WATV, WENN, WALT, WAAA.

### MICHAEL SEMBELLO "Wonder Where You Are" (A&M) 20/3

Rotations: Heavy 2/0, Medium 6/1, Light 12/2. Total Adds 3. WDA5, WZAK, WCKX, Heavy: WZAZ, WTLG, Medium: WDA, KACE, WAKO, JET94, KAPE.

### STACEY Q "Two Of Hearts" (Atlantic) 19/1

Rotations: Heavy 4/0, Medium 6/0, Light 9/1. Total Adds 1. WBMX, Heavy: KMJM, OC104, WANM, KUKQ, Medium: WAMO, WGGI, WBLZ, WLUW, WCKX, WFXC.

### GEORGE DUKE "Broken Glass" (Elektra) 18/9

Rotations: Heavy 0/0, Medium 5/2, Light 13/7. Total Adds 9. WXOK, KDLZ, WQFX, KIZ, KJCB, WQOK, WPLZ, WCKX, KDKO, Medium: K104, XHRM, WTLG.

### BILLY GRIFFIN "Believe It Or Not" (Atlantic) 17/12

Rotations: Heavy 0/0, Medium 3/2, Light 14/10. Total Adds 12. WDA5, WDA, WHRK, WEDR, WXOK, Z93, WFXC, WQFX, KJCB, WBLX, WAAA, WTLG, Medium: KACE.

### ATLANTIC STARR "In The Heat Of Passion" (A&M) 15/2

Rotations: Heavy 2/0, Medium 7/1, Light 6/1. Total Adds 2. WALT, WQOK, Heavy: WPEG, WJMI, Medium: WVEE, KACE, WFXA, WZAZ, KOKY, WBLX.

### LIQUID HEAT "Dr. Please" (Atlantic) 14/1

Rotations: Heavy 0/0, Medium 2/0, Light 12/1. Total Adds 1. WHRK, Medium: WFXA, WZAZ.

### HANSON & DAVIS "Hungry For Your Love" (Sleeping Bag) 11/6

Rotations: Heavy 1/0, Medium 4/1, Light 6/5. Total Adds 6. WXYV, WDA5, WZAK, WDKX, WTKL, WZEN, Heavy: WWINFM, Medium: WRKS, WOVJ, KSOL.

### OLIVER CHEATHAM "S.O.S." (Critique) 11/2

Rotations: Heavy 0/0, Medium 0/0, Light 11/2. Total Adds 2. WBMX, WXOK.

### 52ND STREET "You're My Last Chance" (MCA) 10/8

Rotations: Heavy 0/0, Medium 1/1, Light 12/7. Total Adds 8. WAMO, WHUR, KMJQ, WKND, KIZ, WLOU, WALT, WZEN.

### GIVENS FAMILY "Holdin' On" (PJ) 10/1

Rotations: Heavy 0/0, Medium 2/0, Light 8/1. Total Adds 1. WZEN, Medium: WQMG, WQFX.

### MICHAEL HENDERSON "Thi You Love Somebody" (EMI America) 10/1

Rotations: Heavy 0/0, Medium 1/0, Light 9/1. Total Adds 1. KMJM, Medium: WANM.

The Call That Gets It All!

R&R

SUBSCRIBE TODAY!

RADIO & RECORDS

(213)553-4330

Thank You "For Reacting" So Fast!

REBBIE JACKSON



"REACTION" 38.06197

55/14-65%! One Of The Most Added

**BREAKERS**

From The Forthcoming Album "REACTION" BFC 40364



COLUMBIA RECORDS — RADIO'S BEST FRIEND



TWO OF THE GREATEST  
VOICES IN MUSIC.

---

ONE OF THE FINEST  
RECORDS OF THE YEAR.

---

A LITTLE BIT MORE  
IS THE NEW HIT SINGLE BY  
MELBA MOORE



FEATURING **FREDDIE JACKSON**

Produced by Gene McFadden • Executive Producer: Beau Huggins

---

THE FOLLOW-UP TO HER TOP 5 SMASH,  
**LOVE THE ONE I'M WITH**



*Capitol*  
© 1984 CAPITOL RECORDS, INC.



# GWEN GUTHRIE

## “Ain’t Nothin’ Goin’ On But The Rent”

GWEN GUTHRIE signs a new lease on romance with “AIN’T NOTHIN’ GOIN’ ON BUT THE RENT” from her current LP “GOOD TO GO LOVER.” 99% of the country has confirmed that Gwen Guthrie’s debut Polydor single is a bonafide *HIT!!!*



R&R: ② BILLBOARD: 5\*  
CASHBOX: 8\* BRE: 6\* GAVIN: 2\*



# O’CHI BROWN

## “100% Pure Pain”



**BLACK/URBAN NEW & ACTIVE**

Already Being Played On:

WVEE	WDMT	WPEG	WZAZ	WAAA	WZEN	WRBD
WDIA	WZAK	JET94	WLOU	WCKX	WVOI	WLUM
WHRK	WDAS	WFXC	WALT	WGPR	WWWS	WRAP
WEDR	WAOK	WQMG	WQOK	WKWM	WLOK	WRXB
WOWI	WATV	WQFX	WWDW	WTLC	V103	KDLZ
WTMP	WENN	WKXI	WANM	WXLA	WIGO	WNJR

“O’Chi Brown is 100% pure danceable.” – Chester Benton, WRAP/Richmond, VA

“A refreshing new sound – hit potential all the way.” – Bobby O. Jay, WDIA/Memphis, TN

“I think 100% Pure Pain is definitely a Top 10 dance record with a lot of flair and technology complimented by excellent background vocals.” – Steve Hedgewood, KYOK/Houston, TX

“Fantastic record. . .100% pure hit.” – Bernard Miller, WLUM/Milwaukee, WI

“Great Track.” – Lee Michaels, WGCI/Chicago, IL

“Refreshingly different sound.” – Lynn Tolliver, WXAK/Cleveland, OH

“100% Pure Pain is a 100% Pure Hit.” – Ray Boyd, V-103/Atlanta, GA



PolyGram Records

# RADIO & RECORDS NATIONAL AIRPLAY

# COUNTRY

## TOP 50

AUGUST 22, 1986

Rank	Artist	Title	Label
1	REBA McENTIRE	Little Rock (MCA)	
2	NITTY GRITTY DIRT BAND	Stand A Little Rain (WB)	
3	RONNIE MILSAP	In Love (RCA)	
4	JOHN CONLEE	Got My Heart Set On You (Columbia)	
5	HANK WILLIAMS JR.	Country State Of Mind (WB/Curb)	
6	FORESTER SISTERS	Lonely Alone (WB)	
7	NICOLETTE LARSON	with STEVE WARINER/That's How You Know... (MCA)	
8	GIRLS NEXT DOOR	Slow Boat To China (MTM)	
9	EDDIE RABBITT & JUICE NEWTON	Both To Each Other (RCA)	
10	DWIGHT YOAKAM	Guitars, Cadillacs, Etc. (Reprise/WB)	
11	TANYA TUCKER	Just Another Love (Capitol)	
12	JANIE FRICKIE	Always Have Always Will (Columbia)	
13	CONWAY TWITTY	Desperado Love (WB)	
14	CRYSTAL GAYLE	Cry (WB)	
15	KEITH WHITLEY	Ten Feet Away (RCA)	
16	EDDY RAVEN	Sometimes A Lady (RCA)	
17	EXILE	It'll Be Me (Epic)	
18	ROSANNE CASH	Second To No One (Columbia)	
19	EARL THOMAS CONLEY & ANITA POINTER	Too Many Times (RCA)	
20	OAK RIDGE BOYS	You Made A Rock Of A Rolling Stone (MCA)	
21	STEVE EARLE	Guitar Town (MCA)	
22	LACY J. DALTON	Working Class Man (Columbia)	
23	SCHUYLER, KNOBLOCH & OVERSTREET	You Can't Stop Love (MTM)	
24	LEE GREENWOOD	Didn't We (MCA)	
25	GARY MORRIS	Honeycomb (WB)	
26	MICKEY GILLEY	Doo-Wah Days (Epic)	
27	RESTLESS HEART	That Rock Won't Roll (RCA)	
28	RANDY TRAVIS	Diggin' Up Bones (WB)	
29	SOUTHERN PACIFIC	A Girl Like Emmylou (WB)	
30	DON WILLIAMS	Heartbeat In The Darkness (Capitol)	
31	SWEETHEARTS OF THE RODEO	Since I Found You (Columbia)	
32	MERLE HAGGARD	A Friend In California (Epic)	
33	T.G. SHEPPARD	Strong Heart (Columbia)	
34	WILLIE NELSON	I'm Not Trying To Forget You (Columbia)	
35	STEVE WARINER	Starting Over Again (MCA)	
36	JOHN ANDERSON	Honky Tonk Crowd (WB)	
37	BARBARA MANDRELL	No One Mends A Broken Heart... (MCA)	
38	RAY CHARLES	The Pages Of My Mind (Columbia)	
39	JUICE NEWTON	Cheap Love (RCA)	
40	LYLE LOVETT	Farther Down The Line (MCA/Curb)	
41	MARIE OSMOND & PAUL DAVIS	You're Still New To Me (Capitol/Curb)	
42	JOHN SCHNEIDER	At The Sound Of The Tone (MCA)	
43	SYLVIA	Notin' Ventured Notin' Gained (RCA)	
44	GATLIN BROTHERS	She Used To Be Somebody's Baby (Columbia)	
45	STATLER BROTHERS	Count On Me (Mercury/PG)	
46	MARTY STUART	All Because Of You (Columbia)	
47	ANNE MURRAY	My Life's A Dance (Capitol)	
48	CHARLY McCLAIN	So This Is Love (Epic)	
49	JOHN SCHNEIDER	You're The Last Thing I Needed (MCA)	
50	RICKY SKAGGS	I've Got A New Heartache (Epic)	

Total Reports	Heavy	Medium	Light
160/0	143	13	4
159/0	140	17	2
161/0	138	22	1
152/0	134	15	3
152/0	126	21	5
160/1	100	59	1
153/1	94	54	5
153/1	97	47	9
160/2	81	74	5
156/2	79	69	8
160/3	61	93	6
150/1	74	69	7
135/0	94	30	11
158/4	39	107	12
147/1	65	71	11
137/1	90	33	14
155/5	20	119	16
148/1	30	97	21
151/7	13	106	32
146/5	19	102	25
139/2	29	78	32
127/0	31	72	24
145/10	14	92	39
142/10	3	91	48
117/2	9	75	33
135/9	5	90	40
143/10	3	86	54
135/29	8	64	63
128/10	4	77	47
111/0	58	26	27
118/10	3	71	44
88/0	37	34	17
87/0	28	41	18
106/17	2	53	51
111/23	1	45	65
105/15	2	47	56
107/24	2	35	70
85/10	6	41	38
103/40	1	30	72
91/11	4	44	43
89/57	3	15	71
83/59	0	14	69
61/0	6	39	16
72/42	1	16	55
43/0	10	18	15
60/13	2	22	36
67/31	1	10	56
66/12	0	29	37
26/0	8	10	8
33/0	6	16	11

## MOST ADDED

- JOHN SCHNEIDER (59)
- MARIE OSMOND & PAUL DAVIS (57)
- GATLIN BROTHERS (42)
- JUICE NEWTON (40)
- ANNE MURRAY (31)
- RANDY TRAVIS (29)
- MICHAEL MARTIN MURPHEY (25)
- BARBARA MANDRELL (24)
- STEVE WARINER (23)
- HOLLY DUNN (17)
- WILLIE NELSON (17)

## HOTTEST

- REBA McENTIRE (84)
- HANK WILLIAMS JR. (82)
- RONNIE MILSAP (73)
- NITTY GRITTY DIRT BAND (70)
- JOHN CONLEE (50)
- CONWAY TWITTY (44)
- GIRLS NEXT DOOR (37)
- FORESTER SISTERS (27)
- EDDY RAVEN (27)
- DWIGHT YOAKAM (26)
- EDDIE RABBITT & JUICE NEWTON (26)

**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

- WILLIE NELSON**  
I'm Not Trying To Forget You (Columbia)  
On 66% of reporting stations. Rotations: Heavy 2, Medium 53, Light 51, Total Adds 17, WGNA, WPOC, WIXL, KPXL, KYXX, WQDR, WKIX, WRNL, WONE, KJUY, WKKG, WFMS, WLLR, WKCC, KRST, KUGN, KIGO. Moves 40-34 on the Country chart.
- STEVE WARINER**  
Starting Over Again (MCA)  
On 69% of reporting stations. Rotations: Heavy 1, Medium 45, Light 65, Total Adds 23 including WGNA, WIXL, WDSY, WZZK, KPLX, WKSJ, WWKA, WRNL, WSLR, WONE, WFMS, WLLR, WKCC, KIOV, WIL, WTHI, WTCM, KFDD, KTOM, KSON. Moves 45-35 on the Country chart.

- JOHN ANDERSON**  
Honky Tonk Crowd (WB)  
On 2% of reporting stations. Rotations: Heavy 2, Medium 47, Light 56, Total Adds 15, WGNA, WWVA, KHEY, KYXX, WRNL, WTQR, WONE, WCUZ, WFMS, WWJO, KGHL, KYGO, KWJJ, KRPM, KGA. Moves 43-36 on the Country chart.
- BARBARA MANDRELL**  
No One Mends A Broken Heart... (MCA)  
On 66% of reporting stations. Rotations: Heavy 2, Medium 35, Light 70, Total Adds 24 including WGNA, WBOS, WQBE, WIXL, WXTU, CHOW, WYNN, WZZK, WEZL, WCMS, WKIX, WQHK, KFKF, WTSD, KGHL, KKCS, KCCY, KSAN, KGA, KIIM. Moves 46-37 on the Country chart.
- JUICE NEWTON**  
Cheap Love (RCA)  
On 1% of reporting stations. Rotations: Heavy 1, Medium 30, Light 72, Total Adds 40 including WCAO, WAJR, WIXL, WKYG, WWVA, WYAY, KASE, WYNN, KSSN, WPAP, WTQR, WSLR, WUBE, WLLR, KTTS, WIL, KTKP, KYGO, KEIN, KRPM. Moves 48-39 on the Country chart.

It's A Long Road From LA To Nashville Unless You're On HIGHWAY 101

## The First Single "SOME FIND LOVE" HIGHWAY 101

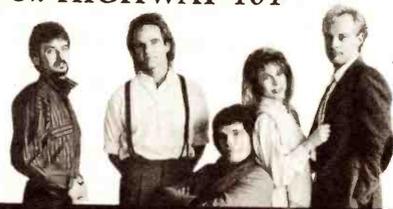
THE NEW TRADITION



Produced By Paul Worley

On Warner Bros. Records & Cassettes

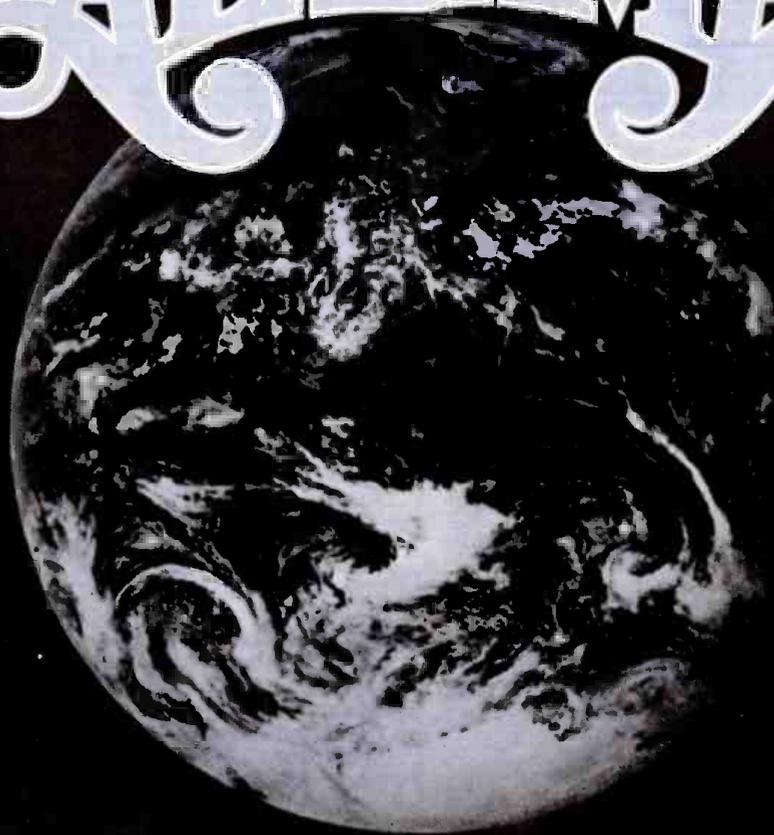
Direction: The Chuck Morris Entertainment Co. Englewood, Colorado 80111



**EVENT: FIRST STUDIO LP IN NEARLY  
TWO YEARS**

**WEEKS REMAINING: TWO**

# ALABAMA



**STATUS: MASTERING AND PRESSING  
NUMBER OF STATIONS ADDING THE  
FIRST WEEK: UNLIMITED!**

**PREDICTION: THE ENTIRE RADIO  
WORLD WILL BE "TOUCHED"**

**RCA**  
Records and Cassettes





# FULL-SERVICE AC

## TOP 20

Three Weeks	Two Weeks	Last Week	Title
3	2	1	MIAMI SOUND MACHINE/Words Get In The Way (Epic)
11	8	2	CARL ANDERSON & GLORIA LORING/Friends And Lovers (Carrere/CBS)
4	4	3	DOUBLE/The Captain Of Her Heart (A&M)
20	12	8	HUEY LEWIS & THE NEWS/Stuck With You (Chrysalis)
1	1	4	PETER CETERA/Glory Of Love (Full Moon/WB)
10	7	7	MIKE & THE MECHANICS/Taken In (Atlantic)
6	6	5	LIONEL RICHIE/Dancing On The Ceiling (Motown)
14	11	9	MICHAEL McDONALD/Sweet Freedom (MCA)
16	14	11	BERLIN/Take My Breath Away (Columbia)
20	12	10	NEIL DIAMOND/The Story Of My Life (Columbia)
5	5	6	GORDON LIGHTFOOT/Anything For Love (WB)
2	3	10	JEFFREY OSBORNE/You Should Be Mine (A&M)
17	17	17	EL DeBARGE/Love Always (Gordy/Motown)
18	14	14	STEVE WINWOOD/Higher Love (Istand/WB)
15	15	15	BILLY OCEAN/Love Zone (Jive/Arista)
7	9	13	ROD STEWART/Love Touch (WB)
<b>BREAKER</b> AIR SUPPLY/Lonely Is The Night (Arista)			
<b>BREAKER</b> GENESIS/Throwing It All Away (Atlantic)			
<b>DEBUT</b> ANITA BAKER/Sweet Love (Elektra)			
<b>DEBUT</b> PAUL SIMON/You Can Call Me Al (WB)			

AUGUST 22, 1986

Total Reports/Adds	Heavy	Medium	Light
46/1	38	6	2
46/2	37	6	3
41/2	30	7	4
43/1	22	19	2
39/0	27	9	3
39/2	27	11	1
36/0	28	7	1
35/0	26	8	1
36/5	19	15	2
40/3	14	19	7
35/0	24	9	2
34/0	13	16	5
32/5	4	22	6
26/1	12	12	2
29/1	3	25	1
23/0	6	10	7
26/4	0	19	7
24/7	0	11	13
20/2	1	13	6
20/9	0	9	11

## HOTTEST

- CYNDI LAUPER (9)
- PAUL SIMON (9)
- GENESIS (7)
- GLADYS KNIGHT & BILL MEDLEY (7)
- BERLIN (5)
- EL DeBARGE (5)
- TOTO (5)

## MOST ADDED

- MIAMI SOUND MACHINE (31)
- C. ANDERSON & G. LORING (27)
- LIONEL RICHIE (23)
- DOUBLE (20)
- MIKE & THE MECHANICS (19)

## BREAKERS

### AIR SUPPLY

#### Lonely Is The Night (Arista)

57% of our reporters on it. Rotations: Heavy 0, Medium 19, Light 7, Total Adds 4, WTIC, WRVA, WSTU, WJBC. Moves 19-17 on the Full-Service chart.

### GENESIS

#### Throwing It All Away (Atlantic)

52% of our reporters on it. Rotations: Heavy 0, Medium 11, Light 13, Total Adds 7, WISN, KFMB, WROK, WGBR, WJBC, WASK, KFQD. Debuts at number 18 on the Full-Service chart.

## NEW & ACTIVE

- PAUL SIMON "You Can Call Me Al" (WB) 20/0**  
Rotations: Heavy 0, Medium 9/1, Light 11/8, Total Adds 9, WSB, WISN, KFMB, WICC, WIBC, WROK, KBOI, WMTR, KFQD. Medium including WFBR, WTUJ, WCCO, KHOW, KUGN, WNNR, WTKO, WJBC. Light including WCHS, WHBC, WASK.
- ANITA BAKER "Sweet Love" (Elektra) 20/2**  
Rotations: Heavy 1/0, Medium 13/1, Light 8/1, Total Adds 2, WCC, WSPD, Heavy, KFMB, Medium including WFBR, WWKX, KJR, WCHS, WQOW, KSL, WNNR, WPOE, WMTR, WSTU, WASK, KVEC.
- SHEENA EASTON "So Far So Good" (EMI America) 18/1**  
Rotations: Heavy 0, Medium 11/1, Light 7/0, Total Adds 1, WSPD, Medium including WFBR, KFMB, WGY, KSL, WNNR, WPOE, WGBR, WJBC, KTWO, KVEC, Light: WCCO, WHBC, WROK, WTKO, WMTR, WSTU, KFQD.
- MOODY BLUES "The Other Side Of Life" (Polydor/PolyGram) 16/3**  
Rotations: Heavy 2/0, Medium 3/0, Light 11/3, Total Adds 3, WISN, WIBA, WROK, Heavy: WFBR, KVEC, Medium: KOY, KFMB, WPOE, Light including WWKX, KJR, WCHS, WHBC, WNNR, WTKO, WMTR, WSTU.
- GEORGE BENSON "Kisses In The Moonlight" (WB) 16/3**  
Rotations: Heavy 1/0, Medium 8/0, Light 7/3, Total Adds 3, WCHS, WTKO, KFQD, Heavy: WCCO, Medium: KFMB, WSPD, KUGN, KSL, WPOE, WGBR, WJBC, KVEC.
- WHAM! "The Edge Of Heaven" (Columbia) 15/0**  
Rotations: Heavy 0, Medium 10/0, Light 5/0, Total Adds 0, Medium: WWKX, WTVN, WCHS, WHAS, WROK, WSPD, WNNR, WTKO, WMTR, WJBC, Light: 55KRC, KHOW, WQOW, WSTU, KTWO.
- GLADYS KNIGHT & BILL MEDLEY "Loving On Borrowed Time" (Scotti Bros./CBS) 13/7**  
Rotations: Heavy 0, Medium 2/0, Light 11/7, Total Adds 7, WPRO, WCHS, WIBC, WTKO, WSTU, WJBC, WASK, Medium: WFBR, KUGN, Light including WHBY, WPOE, WMTR, WGBR.
- RONNIE MILSAP "In Love" (RCA) 12/0**  
Rotations: Heavy 3/0, Medium 5/0, Light 4/0, Total Adds 0, Heavy: WTUJ, WHBY, KVEC, Medium: WISN, WCCO, WPOE, WGBR, WJBC, Light: WHBC, WIBA, WTKO, KFQD.
- ANNE MURRAY "My Life's A Dance" (Capitol) 11/4**  
Rotations: Heavy 0, Medium 5/0, Light 8/4, Total Adds 4, WTUJ, WASK, KFQD, KTWO, Medium: WCCO, WHBY, KUGN, KSL, WJBC, Light including WISN, WGBR.

### WHITNEY HOUSTON "AR At Once" (Arista) 11/1

Rotations: Heavy 5/0, Medium 4/0, Light 2/1, Total Adds 1, KBOI, Heavy: KHOW, WTIC, WEJ, WSPD, KSL, Medium: KFMB, WROK, WASK, KVEC.

### ROSIE VELA "Magic Smile" (A&M) 10/3

Rotations: Heavy 0, Medium 4/1, Light 6/2, Total Adds 3, WCHS, WSPD, WNNR, Medium including WCCO, KUGN, WPOE, Light including WTKO, WGBR, WASK, KFQD.

### BOB SEGER & THE SILVER BULLET BAND "It's You" (Capitol) 10/1

Rotations: Heavy 0, Medium 5/0, Light 5/1, Total Adds 1, WHBC, Medium: WFBR, WCCO, WSPD, WPOE, WTKO, Light including WWKX, WNNR, WMTR, WGBR.

### CYNDI LAUPER "True Colors" (Portrait/CBS) 9/0

Rotations: Heavy 1/1, Medium 1/1, Light 7/7, Total Adds 9, WFBR, WICC, WHBC, WPOE, WTKO, WMTR, WGBR, WJBC, KTWO.

### CRYSTAL GAYLE "Cry" (WB) 9/3

Rotations: Heavy 0, Medium 5/0, Light 4/3, Total Adds 3, WIBA, WTKO, KFQD, Medium: WCCO, WHBY, WIBC, KTWO, KVEC, Light including WJBC.

## SIGNIFICANT ACTION

### DAVE VALENTIN & ANGELA BOFILL "Can't Change My Heart" (GRP) 7/2

Rotations: Heavy 0, Medium 3/1, Light 4/1, Total Adds 2, WHBC, KVEC, Medium including WCCO, KUGN, Light including WHBY, WPOE, WGBR.

### BILLY JOEL "A Matter Of Trust" (Columbia) 7/0

Rotations: Heavy 0, Medium 3/0, Light 4/0, Total Adds 0, Medium: WCC, WPOE, WJBC, Light: WDBO, WNNR, WTKO, KTWO.

### J.D. SOUTHER & NANCY SHANKS "Step By Step" (EMI America) 6/1

Rotations: Heavy 0, Medium 3/0, Light 3/1, Total Adds 1, WASK, Medium: WCCO, KUGN, KVEC, Light including WPOE, WGBR.

### TEMPTATIONS "Lady Soul" (Gordy/Motown) 6/0

Rotations: Heavy 0, Medium 3/0, Light 3/0, Total Adds 0, Medium: WFBR, WHBY, WNNR, Light: WCCO, WIBA, WGBR.

### TOTO "I'm On Over You" (Columbia) 5/5

Rotations: Heavy 0, Medium 1/1, Light 4/4, Total Adds 5, WHBC, KBOI, WPOE, WGBR, KVEC.

### THOMPSON TWINS "Nothing In Common" (Arista) 5/4

Rotations: Heavy 0, Medium 0, Light 5/4, Total Adds 1, WNNR, Light including KTWO.

### DOWNES & PRICE "New York Hold Her Tight" (Atlantic) 5/3

Rotations: Heavy 0, Medium 2/1, Light 3/2, Total Adds 3, WFBR, WTKO, WGBR, Medium including KVEC, Light including WPOE.

### KEEP IT DARK "Dreamer" (Elektra) 5/0

Rotations: Heavy 0, Medium 2/0, Light 3/0, Total Adds 0, Medium: WCHS, WASK, Light: WHBC, WNNR, WMTR.

### CARLY SIMON "Coming Around Again" (Arista) 4/4

Rotations: Heavy 0, Medium 2/2, Light 2/2, Total Adds 4, WGBR, WJBC, KTWO, KVEC.

### VIKING "Night Living" (No Parking Records) 4/1

Rotations: Heavy 0, Medium 0, Light 4/1, Total Adds 1, WNNR, Light including WCCO, WPOE, WGBR.

### DAVID PACK "Just Can't Let Go" (WB) 3/3

Rotations: Heavy 0, Medium 2/2, Light 1/1, Total Adds 3, WFBR, WPOE, KTWO.

### JAMES TAYLOR "Only A Dream In Rio" (Columbia) 3/3

Rotations: Heavy 0, Medium 1/1, Light 2/2, Total Adds 3, WPOE, WJBC, KVEC.

### TINA TURNER "Typical Male" (Capitol) 3/3

Rotations: Heavy 0, Medium 0, Light 3/3, Total Adds 3, WCC, WMTR, WSTU.

### NEW EDITION "Earth Angel" (MCA) 3/2

Rotations: Heavy 0, Medium 1/1, Light 2/1, Total Adds 2, WCIL, KTWO, Light including WMTR.



PRODUCED BY STEELY DAN PRODUCER GARY KATZ

# ROSIE VELA

## "MAGIC SMILE"

A MULTI-FORMAT SOUND

A/C BREAKERS

CHART 28-25

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# ADULT CONTEMPORARY

## BREAKERS

### BOB SEGER & THE SILVER BULLET BAND It's You (Capitol)

50% of our reporters on it. Rotations: Heavy 0, Medium 25, Light 25, Total Adds 21 including WLTS, WMYX, KEZR, WXTC, U102, WRKA, KQ99, WEIM, WTNY. Debuts at number 30 on the AC chart.

## NEW & ACTIVE

**DAVID FOSTER "Who's Gonna Love You Tonight" (Atlantic) 44/7**  
Rotations: Heavy 1/0, Medium 17/3, Light 26/4, Total Adds 7, KHYL, WKGW, WIVY, WMGN, KMG, KYJC, KRNO, Heavy, KDUK, Medium including KIFM, WNAM, WEIM, WGLL, WSKI, WQHO, WTNY, WSKY, WCHV, WORG, WFFX, KKLK, KOSW

**BILLY JOEL "A Matter Of Trust" (Columbia) 37/8**  
Rotations: Heavy 2/0, Medium 21/6, Light 14/2, Total Adds 8, WSN1, KVIL, WAEB, KRAV, WSKI, WPPA, K99, KALE, Heavy, WSKY, WCKO, Medium including KIFM, WKYE, KEY103, WNAM, WTRX, KDUK, WEIM, WKNE, WCHV, WFFX

**PATTI LABELLE "Oh, People" (MCA) 37/2**  
Rotations: Heavy 1/0, Medium 22/1, Light 14/1, Total Adds 2, KVIL, KD99, Heavy, KOSW, Medium including WHTX, KEZR, WFSM, WKYE, WMGN, KDUK, WMMJ, WEIM, WQHO, WTNY, WSKY, WCHV, KTYL, WMTFM, KKLK, KYJC

**CYNDI LAUPER "True Colors" (Portrait/CBS) 36/36**  
Rotations: Heavy 0, Medium 9/9, Light 27/27, Total Adds 36 including WPIX, WMJL, KOST, KHYL, B100, WKYE, WSTF, WMGN, KKUA, KWAV, WEIM, WGLL, WSKI, WQHO, WSKY, WCHV, WEIZ, WGSV, WAGE, KRBL, K99

**CARLY SIMON "Coming Around Again" (Arista) 35/35**  
Rotations: Heavy 0, Medium 5/5, Light 30/30, Total Adds 35 including WPIX, WHTX, KKLK, B100, KEZR, WSKL, WAVE, WNAM, KDUK, WMMJ, WGLL, WSKI, WQHO, WSKY, WCKO, WAGE, WORG, WKYE, WAEV, WZLO

**JANET JACKSON "When I Think Of You" (A&M) 35/19**  
Rotations: Heavy 0, Medium 14/5, Light 21/14, Total Adds 19 including WHTX, KYKY, B100, WAEB, K10A, WMMJ, WKNE, WPPA, WSKY, KFSB, WKUS, K99, KYJC, Medium including V100, KDUK, WGLL, WSKI, WQHO, WSKY, KRBL, KTYL

**DAVE ADAMS "Dancin' In My Sleep" (Elektra) 33/15**  
Rotations: Heavy 0, Medium 8/3, Light 25/12, Total Adds 15 including KOST, KIFM, KEZR, WKYE, WKGW, WMGN, KDUK, WTNY, WAGE, WAEV, KWBE, KYJC, KALE, Medium including WAEB, WGLL, WSKY, WCKO, WFFX

**DOWNES & PRICE "New York Hold Her Tight" (Atlantic) 33/7**  
Rotations: Heavy 0, Medium 6/1, Light 27/6, Total Adds 7, WKYE, K10A, KQ99, WTNY, WPPA, WSKY, KRBL, Medium including WEIM, WGLL, WCHV, WAHR, KTYL, Light including WAEB, WSFL, WNAME, WTRX, KMG, WKNE, WSKI

**SHEENA EASTON "So Far So Good" (EMI America) 32/3**  
Rotations: Heavy 1/0, Medium 17/1, Light 14/2, Total Adds 3, WSFL, KKUA, KFSB, Heavy, KALE, Medium including WARM98, KOST, KGW, WAEB, K106, KDUK, WMMJ, WEIM, WGLL, WSKI, WQHO, WCKO, WGSV, WJON, KOSW

**TOTO "I'll Be Over You" (Columbia) 30/30**  
Rotations: Heavy 0, Medium 9/9, Light 21/21, Total Adds 30 including KOST, KGW, KIFM, WFSM, KELT, KVUU, KMG, WMMJ, WEIM, WKNE, WQHO, WPPA, WCKO, WEIZ, WGSV, KRBL, WZLO, WFFX, KTYL, WBOV

**TEMPTATIONS "Lady Soul" (Gordy/Motown) 29/4**  
Rotations: Heavy 0, Medium 7/1, Light 22/3, Total Adds 3, WRKA, KQ99, WMGN, KYJC, Medium including WEIM, WSKY, WCHV, WORG, WMTFM, KALE, Light including WAEB, WSFL, WNAM, K10A, WKNE, WSKI, WQHO, WEIZ, WKYE, WAEV

**BRUCE HORNBSBY & THE RANGE "Every Little Kiss" (RCA) 29/2**  
Rotations: Heavy 2/0, Medium 16/1, Light 11/1, Total Adds 2, KDUK, KMG, Heavy, WSFL, WCKO, Medium including KVIL, WXTC, WMGN, WKNE, WSKI, WQHO, WAHR, WKYE, WZLO, WMTFM, 194, KWBE, WJON, KYJC, KMG

**PAUL McCARTNEY "Press" (Capitol) 26/1**  
Rotations: Heavy 0, Medium 17/1, Light 9/0, Total Adds 1, KVUU, Medium including WAEB, V100, WKYE, K106, WAVE, KWFM, WSKI, WQHO, WPPA, WCKO, KRBL, WORG, WFFX, KTYL, KOSW, KALE

## ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 CARL ANDERSON & GLORIA LORING	99/3	88	10	1
2 MIAMI SOUND MACHINE	96/0	81	12	3
3 HUEY LEWIS & THE NEWS	100/0	78	22	0
4 LIONEL RICHIE	93/0	87	6	0
5 MICHAEL McDONALD	93/0	80	10	3
6 MIKE & THE MECHANICS	95/1	74	17	4
7 BERLIN	94/3	68	23	3
8 STEVE WINWOOD	91/1	73	15	3
9 ANITA BAKER	93/3	50	37	6
10 BILLY OCEAN	94/4	42	48	4
11 DOUBLE	75/0	37	32	6
12 PETER CETERA	71/1	33	25	13
13 EL DeBARGE	88/5	20	54	14
14 GENESIS	90/30	4	58	28
15 GORDON LIGHTFOOT	74/0	31	34	9
16 AIR SUPPLY	88/8	5	59	24
17 NEIL DIAMOND	82/5	14	47	21
18 MOODY BLUES	73/4	9	55	9
19 JEFFREY OSBORNE	58/0	9	30	19
20 ROD STEWART	51/0	12	28	11
21 PAUL SIMON	68/9	6	43	19
22 MADONNA	50/0	19	22	9
23 KEEP IT DARK	58/0	14	38	6
24 DARYL HALL	55/4	9	34	12
25 ROSIE VELA	57/6	5	38	14
26 GENESIS	39/0	6	20	13
27 WHITNEY HUSTON	34/2	10	18	6
28 THOMPSON TWINS	57/4	4	35	18
29 BANANARAMA	41/2	12	22	7
30 BOB SEGER & THE SILVER BULLET BAND	50/21	0	25	25

## MOST ADDED

CYNDI LAUPER (36)  
CARLY SIMON (35)  
GENESIS (30)  
TOTO (30)  
DAVID PACK (21)  
BOB SEGER & THE SILVER BULLET BAND (21)  
JANET JACKSON (19)  
DAVE ADAMS (15)  
TINA TURNER (12)  
ROBERT PALMER (10)

## HOTTEST

C. ANDERSON & G. LORING (69)  
MIAMI SOUND MACHINE (51)  
MICHAEL McDONALD (51)  
LIONEL RICHIE (51)  
HUEY LEWIS & THE NEWS (48)  
MIKE & THE MECHANICS (43)  
STEVE WINWOOD (41)  
BERLIN (34)  
DOUBLE (21)  
PETER CETERA (13)

## SIGNIFICANT ACTION

**BELINDA CARLISLE "Mad About You" (IRS/MCA) 24/2**  
Rotations: Heavy 4/0, Medium 12/1, Light 8/1, Total Adds 2, KVUU, K99, Heavy, KVIL, WMMJ, KEY103, WMGN, Medium including WNIC, KYKY, B100, V100, WIVY, WAVE, WING, KRAV, KDUK, WZLO, WFFX

**ROBERT PALMER "I Didn't Mean To Turn You On" (Island) 22/10**  
Rotations: Heavy 0, Medium 5/2, Light 17/8, Total Adds 10, V100, WFSM, K10A, KDUK, WMMJ, WPPA, WCHV, KTYL, WBOV, KALE, Medium including WEIM, WSKI, WCKO, Light including WAEB, WKYE, WAVE, WORG, WAEV, WZLO

**DAVID PACK "I Just Can't Let Go" (WB) 21/21**  
Rotations: Heavy 0, Medium 4/4, Light 17/17, Total Adds 21, WARM98, WMYX, KHYL, WNAM, WEIM, WGLL, WSKI, WQHO, WSKY, WCKO, WGSV, WAGE, WORG, WZLO, KTYL, WMTFM, KKLK, KYJC, KRNO, KOSW, KALE

**GEORGE BENSON "Kisses In The Moonlight" (WB) 21/1**  
Rotations: Heavy 0, Medium 13/0, Light 8/1, Total Adds 1, LOVE94, Medium: WPIX, KOST, KGW, KIFM, WAVE, WCHV, WORG, WFFX, KKLK, KYJC, KOSW, KMG, KALE

**LUTHER VANDROSS "Give Me The Reason" (Epic) 19/2**  
Rotations: Heavy 0, Medium 8/0, Light 13/2, Total Adds 2, WLTS, KDUK, Medium: KOST, WEIM, WCHV, KOSW, KMG, KALE, Light including KELT, WAVE, WTRX, KMG, WSKI, WSKY, WORG, WAEV, WZLO, KTYL, WJON

**DAVE VALENTIN & ANGELA BOFILL "Can't Change My Heart" (GRP) 18/7**  
Rotations: Heavy 0, Medium 1/0, Light 17/7, Total Adds 7, KIFM, WQHO, WCHV, WORG, WKYE, WZLO, WKUS, Medium: WKNE, Light including WAVE, WNAM, WEIM, WSKI, WSKY, WAEV, WMTFM, WJON, KKLK, KMG

**VAN MORRISON "Ivory Tower" (Polydor/PolyGram) 13/1**  
Rotations: Heavy 0, Medium 2/0, Light 11/1, Total Adds 1, WZLO, Medium: WAVE, KALE, Light including WEIM, WQHO, WSKY, WCKO, WCHV, WMTFM, WJON, WBOV, KOSW, KMG

**TINA TURNER "Typical Male" (Capitol) 12/12**  
Rotations: Heavy 0, Medium 3/3, Light 9/9, Total Adds 12, B100, V100, WFSM, WIVY, U102, WSTF, WMGN, WQHO, WKYE, KOSW, KMG, KALE

**GLADYS KNIGHT & BILL MEDLEY "Loving On Borrowed Time" (Scotti Bros./CBS) 12/5**  
Rotations: Heavy 0, Medium 2/0, Light 10/5, Total Adds 5, KVIL, WNAM, WCHV, WAEV, KYJC, Medium: WEIM, WAHR, Light including WAEB, WKYE, WQHO, WBOV, KKLK

**RONNIE MILSAP "In Love" (RCA) 12/1**  
Rotations: Heavy 2/0, Medium 2/0, Light 8/1, Total Adds 1, WAVE, Heavy: WAHR, WJON, Medium: WKYE, KRBL, Light including WCKO, WGSV, WKYE, WZLO, WMTFM, KFSB, KWBE

**LOVERBOY "Heaven In Your Eyes" (Columbia) 11/6**  
Rotations: Heavy 1/0, Medium 2/0, Light 8/6, Total Adds 6, WFSM, K106, U102, WCKO, WAEV, K99, Heavy: KOSW, Medium: V100, WMMJ, Light including KDUK, WSKY

**BLOW MONKEYS "Wicked Ways" (RCA) 10/5**  
Rotations: Heavy 0, Medium 1/1, Light 9/4, Total Adds 5, WSKI, WSKY, WZLO, KOSW, KALE, Light including WAEB, WEIM, WQHO, KTYL, KKLK

**ANNE MURRAY "My Life's A Dance" (Capitol) 10/0**  
Rotations: Heavy 0, Medium 3/0, Light 7/0, Total Adds 0, Medium: WEIM, WAHR, WJON, Light: WNAM, WKNE, WCKO, WGSV, WZLO, KKLK, KYJC

**REGINA "Baby Love" (Atlantic) 9/2**  
Rotations: Heavy 1/0, Medium 5/1, Light 3/1, Total Adds 2, K106, WPPA, Heavy: WMMJ, Medium including V100, WXTC, KELT, WQHO

Breakers are those records that have achieved concurrent airplay at 50% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 8-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the A/C chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart.

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# AOR ALBUMS

157 Reports

AUGUST 22, 1986

1986	1985	Last Week	157 Reports	Album Title (Label)	Total Reports/Adds	Power	Heavy	Medium
2	2	1	1	GENESIS/Invisible Touch (Atlantic)	154-0	61+	142-	11+
1	1	2	2	STEVE WINWOOD/Back In The High Life (Island)	154-0	63+	142-	11+
3	3	3	3	PETER GABRIEL/So (Geffen)	150-1	50+	129+	16-
5	5	5	4	DAVID LEE ROTH/Eat 'Em And Smile (WB)	125-0	13-	86+	37-
-	-	-	5	EDDIE MONEY/Can't Hold Back (Columbia)	140+3	41+	105+	35-
6	4	4	6	EURYTHMICS/Revenge (RCA)	132-0	35=	105-	26-
4	6	6	7	VAN HALEN/5150 (WB)	114-1	34=	93-	18-
19	11	9	8	R.E.M./Lifes Rich Pageant (IRS/MCA)	137-1	12+	66+	67-
11	7	7	9	NEIL YOUNG/Landing On Water (Geffen)	137-2	16+	57-	75=
-	-	-	10	DARYL HALL/Three Hearts In The Happy Ending Machine (RCA)	119-2	31+	89+	28-
31	17	12	11	BILLY JOEL/The Bridge (Columbia)	115+7	20+	62+	49-
7	8	11	12	FIXX/Walkabout (MCA)	122-4	9=	56=	62-
12	15	14	13	BOB SEGER & THE SILVER.../Like A Rock (Capitol)	115+12	10+	52+	62+
23	21	16	14	GLASS TIGER/The Thin Red Line (Manhattan)	108-5	16+	68+	35-
-	29	23	15	BONNIE RAITT/Nine Lives (WB)	123+16	7+	30+	86+
-	-	-	16	TRIUMPH/The Sport Of Kings (MCA)	126-4	3	27	90
9	9	17	17	38 SPECIAL/Strength In Numbers (A&M)	90=6	12+	48-	38+
-	23	21	18	GEORGE THOROGOOD & DESTROYERS/Live (EMI America)	122+8	1+	24+	82-
36	30	24	19	DAVID & DAVID/Boomtown (A&M)	125+16	2+	19+	97+
13	12	13	20	GTR/GTR (Arista)	104-2	12=	46-	53-
17	14	15	21	ZZ TOP/Afterburner (WB)	87-2	11=	46-	39-
25	24	22	22	ALVIN LEE/Detroit Diesel (21/Atco)	105-2	2+	19-	77-
-	-	-	23	BON JOVI/Slippery When Wet (Mercury/PolyGram)	105-12	2	19	74
18	18	18	24	BOB DYLAN/Knocked Out Loaded (Columbia)	97-7	1=	22-	69-
32	31	29	25	ICEHOUSE/Measure For Measure (Chrysalis)	106+18	1=	16-	68+
35	35	31	26	FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)	105+22	1-	13-	84+
22	26	27	27	BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)	73+13	3=	26=	41+
-	-	-	28	DON JOHNSON/Heartbeat (Epic)	102-28	2	11	76
21	19	20	29	VAN MORRISON/No Guru, No Method, No Teacher (Mercury/PolyGram)	71-1	7+	26-	38-
14	16	25	30	TOM COCHRANE & RED RIDER/Tom Cochrane & Red Rider (Capitol)	63-3	8+	26-	34+
-	36	33	31	TOP GUN/Soundtrack (Columbia)	56+3	8=	26=	28+
37	34	34	32	INXS/Listen Like Thieves (Atlantic)	83+13	2+	15=	56+
24	28	32	33	ROD STEWART/Rod Stewart (WB)	68-4	0-	13+	53-
-	40	38	34	SMITHEREENS/Especially For You (Enigma)	74+10	1+	10+	50+
16	20	28	35	MOODY BLUES/The Other Side Of Life (Polydor/PolyGram)	50-0	4-	17-	29-
26	25	26	36	KIM MITCHELL/Shakin' Like A Human Being (Atlantic)	55-0	1=	18-	34-
-	-	-	37	CINDERELLA/Night Songs (Mercury/PolyGram)	65+4	1-	5-	50+
8	13	30	38	BIG COUNTRY/The Seer (Mercury/PolyGram)	44-0	2-	16-	23-
10	10	19	39	JOHN C. MELLENCAMP/Scarecrow (Riva/PolyGram)	41-0	6-	23-	12-
39	37	37	40	BEAT FARMERS/Van Go (MCA/Curb)	51-1	1=	9+	32-

## BREAKERS

**TRIUMPH**  
The Sport Of Kings (MCA)  
79% of our reporters on it.

**BON JOVI**  
Slippery When Wet (Mercury/PolyGram)  
66% of our reporters on it.

**DON JOHNSON**  
Heartbeat (Epic)  
64% of our reporters on it.

## NEW & ACTIVE

**RAINMAKERS "The Rainmakers" (Mercury/PolyGram) 47/7 (43/7)**  
Adds: WBAB, WKXK, WQVE, WTPA, KNON, WKDF, KLPX, Powers 1, Heavy 7, WLUP, KYYS, RDRS, KQDS, KEZO, KICT, WHMD, Medium 21 including WXRT, WOFM, 91X, WHFS, WDHA, WHEB, WLAV, KILO, KCGL.

**NOTHING IN COMMON "Soundtrack" (Arista) 44/3 (43/4)**  
Adds: WAQY, KNON, KQWB, Powers 1, Heavy 11 including CHOM, KAZY, 91X, WLIR, WONE, WTUE, KKCY, WHMD, KRQU, KCGL, Medium 25 including WNEW, WLUP, WXRT, KBCC, KINK, WLAV, WWCT, WRKI, WBLM, WWWV.

**ROBERT PALMER "Riptide" (Island) 40/12 (29/13)**  
Adds: including WNEW, WZZO, WLIR, WRDU, WRXL, WTUE, WBLM, WHMD, Powers 2, Heavy 12 including CHOM, WMMR, WAPL, WSKS, WQCT, KZEL, WCPZ, KSPN, KRQU, Medium 25 including KSRR, KAZY, 91X, WDHA, WCCC, WHEB, WKQO, WONE, WWWV.

**JACKSON BROWNE "Lives In The Balance" (Asylum) 33/6 (32/5)**  
Adds: WMMR, KZEW, KZAP, KMBY, WCX, KWHL, Heavy 3, KINK, KLB, KZEL, Medium 25 including WLUP, WRIF, KBCC, WAAF, WLAV, KDJ, WWWV, WRUF, KOZZ, KTYD.

**F.M.U.K. "Indiscreet" (Portrait/CBS) 27/5 (23/9)**  
Adds: WBAB, WHEB, KLAQ, WKLT, KCGL, Heavy 1, KSPN, Medium 18 including KORS, KGON, KINK, WHCN, WLAV, KMDD, KILO, KZEL, KLPX.

**DANNY WILDE "The Boyfriend" (Island) 25/5 (26/1)**  
Adds: KROR, WOBK, WXRC, KFMD, KRQU, Powers 4, Heavy 9 including KGB, WTPA, WHEB, WXKE, KZEL, KRIX, Medium 13 including WYNF, WLUP, KORS, KMET, WAQY, KISS, KATT, KMDD, KDJ, KMBY.

**DR. & THE MEDICS "Laughing At The Places" (IRS/MCA) 25/1 (28/0)**  
Adds: KTAL, Heavy 4, KSRR, WCCC, WLIR, WCPZ, Medium 16 including WNEW, KSHE, 91X, KGB, WHFS, WDHA, WPLR, WHEB, WAAF.

**OUT OF BOUNDS "Soundtrack" (IRS/MCA) 24/20 (4/1)**  
Adds: including WHJY, KZAP, KROR, KOME, KSJO, WDHA, WTPA, WHEB, WLAV, Powers 1, Heavy 3 including WLIR, KCGL, Medium 14 including 91X, WAQX, WAAF, KLAQ, KFNG, KLPX, WGIR, WXRC, WCX.

**IT BITES "The Big Led In The Windmill" (Geffen) 22/7 (15/12)**  
Adds: WBCN, WHCN, WHTF, WFYV, WRQK, WTUE, KVRE, Powers 1, Heavy 3, KTCZ, WHMD, KSPN, Medium 14 including KAZY, WDZ, WONE, KKD, KZEP, KRQU, KZOO, KCGL.

Continued on Page 79

DON'T BE AFRAID TO ASK.  
"I WANT IT ALL (I WANT IT NOW)"

## BLACK N BLUE



PRODUCED BY GENE SIMMONS  
THE NEW 12" FROM THE ALBUM  
**NASTY NASTY**

WARREN ENTNER MANAGEMENT  
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# TALKING HEADS

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- |       |      |      |
|-------|------|------|
| WPHD  | KPLZ | KXYQ |
| B94   | WERZ | KFMN |
| 95INZ | WGFM | WHSL |
| WRSR  | WPST | WAZY |
| WLS   | WRCK | WDBR |
| Z95   | K104 | WSPT |
| WL0L  | ZIYS | KGOT |
|       | KSND |      |

TRACK 14-9

THE SINGLE FROM  
THE FORTHCOMING ALBUM

# TRUE STORIES

PRODUCED AND PERFORMED BY TALKING HEADS

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78/R&R FRIDAY, AUGUST 22, 1986

## RADIO & RECORDS NATIONAL AIRPLAY

# AOR TRACKS

157 Reports

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Power	Heavy	Medium
5	1	1	1 GENESIS/Throwing It All Away (Atlantic)	145+/6	57+	129-	13+
9	4	3	2 PETER GABRIEL/In Your Eyes (Geffen)	144+/12	49+	122+	16-
28	10	6	3 EDDIE MONEY/Take Me Home Tonight (Columbia)	140+/3	41+	105+	35-
10	6	5	4 STEVE WINWOOD/Split Decision (Island)	131-/14	39+	102+	26-
3	3	2	5 HUEY LEWIS & THE NEWS/Stuck With You (Chrysalis)	131-/11	33-	105-	22-
2	2	4	6 EURYTHMICS/Missionary Man (RCA)	116-/0	33-	94-	21=
15	11	8	7 DARYL HALL/Dreamtime (RCA)	117-/2	31+	88+	27-
23	12	9	8 R.E.M./Fall On Me (IRS/MCA)	136-/11	12+	66+	66-
-	-	14	9 TALKING HEADS/Wild Wild Life (Sire/WB)	135+/21	13+	59+	66-
11	9	7	10 NEIL YOUNG/Touch The Night (Geffen)	128-/1	16+	57-	66-
22	13	11	11 DAVID LEE ROTH/Tobacco Road (WB)	111-/0	9+	72+	36-
DEBUT	DEBUT	DEBUT	12 JOHN FOGERTY/Eye Of The Zombie (WB)	123 /122	10	52	64
27	19	13	13 FIXX/Built For The Future (MCA)	116+/8	6+	51+	63+
26	22	15	14 GLASS TIGER/Don't Forget Me (When I'm Gone) (Manhattan)	103-/4	16+	67+	33-
43	26	19	15 BILLY JOEL/A Matter Of Trust (Columbia)	106+/8	19+	59+	43-
-	40	26	16 BOB SEGER & THE SILVER...It's You (Capitol)	108+/22	7+	48+	60+
-	30	18	17 TRIUMPH/Somebody's Out There (MCA)	126+/4	3+	27+	90-
4	7	10	18 VAN HALEN/Love Walks In (WB)	79-/1	29-	71-	5-
16	14	12	19 GTR/The Hunter (Arista)	104-/2	12=	46-	53-
51	34	24	20 BONNIE RAITT/No Way To Treat A Lady (WB)	118+/15	7+	29+	82+
36	28	22	21 GEORGE THOROGOOD &.../Reelin' & Rockin' (EMI America)	121+/8	1+	24+	81-
50	35	27	22 DAVID & DAVID/Welcome To The Boomtown (A&M)	118+/17	2+	18+	91+
19	17	16	23 ZZ TOP/Velcro Fly (WB)	84-/2	11=	46-	36-
-	36	32	24 BON JOVI/You Give Love A Bad Name (Mercury/Pg)	103+/10	2+	19+	73+
29	27	25	25 ALVIN LEE/Detroit Diesel (21/Atco)	99-/2	1+	18-	72-
25	24	23	26 BOB DYLAN/Got My Mind Made Up (Columbia)	90-/2	1+	21-	63-
-	-	38	27 DON JOHNSON/Heartbeat (Epic)	99+/25	2+	10+	75+
32	31	29	28 VAN HALEN/Summer Nights (WB)	68-/4	3+	38+	27-
-	53	42	29 ICEHOUSE/Cross The Border (Chrysalis)	97+/23	1=	12+	63+
21	32	30	30 GENESIS/Land Of Confusion (Atlantic)	69-/2	3-	30-	37-
-	-	43	31 FABULOUS THUNDERBIRDS/Look At That... (CBS Associated)	95+/26	0=	10+	77+
52	38	37	32 INXS/Kiss The Dirt (Falling...) (Atlantic)	83+/14	2+	15+	56+
1	5	17	33 STEVE WINWOOD/Higher Love (Island)	51-/11	14-	42-	3-
24	20	21	34 VAN MORRISON/Ivory Tower (Mercury/Pg)	71-/1	5=	26-	38-
48	45	40	35 STEVE WINWOOD/Take It As It Comes (Island)	55+/4	3=	28+	26=
-	56	48	36 38 SPECIAL/Heart's On Fire (A&M)	62+/14	4+	27+	29+
7	15	28	37 PETER GABRIEL/Red Rain (Geffen)	52-/0	2-	29-	21-
13	25	34	38 SPECIAL/Somebody Like You (A&M)	46-/0	9-	30-	15+
-	48	41	39 PAUL SIMON/You Can Call Me Al (WB)	60=/1	6=	22+	32-
58	52	46	40 SMITHEREENS/Blood & Roses (Enigma)	71+/10	1+	10+	49+
14	18	31	41 TOM COCHRANE & RED RIDER/Boy Inside The Man (Capitol)	45-/0	8+	23-	20-
41	41	47	42 DAVID LEE ROTH/Goin' Crazy (WB)	47-/4	1+	22+	25-
18	23	36	43 MOODY BLUES/The Other Side Of Life (Polydor/Pg)	47-/0	4-	17-	27-
55	50	45	44 CINDERELLA/Shake Me (Mercury/Pg)	65+/4	1-	5-	50+
DEBUT	DEBUT	DEBUT	45 STEVE WINWOOD/Freedom Overspill (Island)	43+/21	6+	22+	20+
6	8	20	46 JOHN C. MELLENCAMP/Rumbleseat (Riva/Pg)	41-/0	6-	23-	12-
31	29	33	47 KIM MITCHELL/Patio Lanterns (Atlantic)	50-/0	1=	18-	29-
49	47	50	48 GENESIS/In Too Deep (Atlantic)	44-/4	4+	14-	26+
-	58	46	49 BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)	46+/17	2+	13+	28+
-	55	50	50 ROD STEWART/Another Heartache (WB)	52+/13	0=	7+	43+
8	16	35	51 BIG COUNTRY/Look Away (Mercury/Pg)	41-/0	2-	14-	22-
44	42	44	52 BEAT FARMERS/Riverside (MCA/Curb)	50-/1	1=	8=	32-
-	54	53	53 DAVID LEE ROTH/Ladies Nite In Buffalo (WB)	43-/6	0=	13+	26+
DEBUT	DEBUT	DEBUT	54 KENNY LOGGINS/Playing With The Boys (Columbia)	43+/7	1+	11+	30+
-	56	54	55 THOMPSON TWINS/Nothing In Common (Arista)	41+/4	1=	11+	22=
30	43	51	56 BRUCE HORNSBY & THE RANGE/Every Little Kiss (RCA)	36-/2	0-	14-	18-
DEBUT	DEBUT	DEBUT	57 ROBERT PALMER/I Didn't Mean To Turn You On (Island)	40+/14	1=	11+	26+
-	60	58	58 LOVERBOY/Heaven In Your Eyes (Columbia)	29-/1	4=	18+	9-
DEBUT	DEBUT	DEBUT	59 RAINMAKERS/Let My People Go-Go (Mercury/Pg)	44+/7	1+	6=	20+
DEBUT	DEBUT	DEBUT	60 TINA TURNER/Typical Man (Capitol)	34 /34	2	8	23

## BREAKERS

- |  |   |
|--|---|
| JOHN FOGERTY<br>Eye Of The Zombie (WB)<br>77% of our reporters on it.                  | BOB SEGER & THE SILVER BULLET BAND<br>It's You (Capitol)<br>68% of our reporters on it.             |
| BON JOVI<br>You Give Love A Bad Name (Mercury/PolyGram)<br>65% of our reporters on it. | DON JOHNSON<br>Heartbeat (Epic)<br>62% of our reporters on it.                                      |
| ICEHOUSE<br>Cross The Border (Chrysalis)<br>61% of our reporters on it.                | FABULOUS THUNDERBIRDS<br>Look At That, Look At That (CBS Associated)<br>60% of our reporters on it. |

























# PARALLELS

## S

### BOB SEGER & SILVER BULLET BAND It's You (Capitol) LP Rock

67/7 29% National Summary  
DEBITS 17  
SAME 31  
DOWN 0  
ADDS 7

Regional Reach		National Summary	
E 33A	S 27A	DEBITS 17	SAME 31
M 25A	W 31A	DOWN 0	ADDS 7

Regional Reach		National Summary	
E 50A	S 53A	DEBITS 12	SAME 31
M 48B	W 73A	DOWN 0	ADDS 181

Regional Reach		National Summary	
E 50A	S 53A	DEBITS 12	SAME 31
M 48B	W 73A	DOWN 0	ADDS 181

### PAUL SIMON You Can Call Me Al (WB) LP: Girolamo

96/10 41% National Summary  
DEBITS 16  
SAME 34  
DOWN 0  
ADDS 10

Regional Reach		National Summary	
E 38A	S 44A	DEBITS 16	SAME 34
M 30A	W 54A	DOWN 0	ADDS 10

Regional Reach		National Summary	
E 50A	S 53A	DEBITS 12	SAME 31
M 48B	W 73A	DOWN 0	ADDS 181

### SIMPLY RED Money\$ Too Tight (Elektra) LP: Picture Book

133/12 57% National Summary  
DEBITS 20  
SAME 30  
DOWN 0  
ADDS 12

Regional Reach		National Summary	
E 50A	S 53A	DEBITS 20	SAME 30
M 48B	W 73A	DOWN 0	ADDS 12

Regional Reach		National Summary	
E 50A	S 53A	DEBITS 20	SAME 30
M 48B	W 73A	DOWN 0	ADDS 12

### STACEY Q Two Of Hearts (Atlantic)

146/31 63% National Summary  
DEBITS 59  
SAME 18  
DOWN 3  
ADDS 31

Regional Reach		National Summary	
E 73A	S 62A	DEBITS 59	SAME 18
M 45A	W 75A	DOWN 3	ADDS 31

Regional Reach		National Summary	
E 73A	S 62A	DEBITS 59	SAME 18
M 45A	W 75A	DOWN 3	ADDS 31

### ROD STEWART Another Heartache (WB) LP: Rod Stewart

56/56 24% National Summary  
DEBITS 0  
SAME 0  
DOWN 0  
ADDS 56

Regional Reach		National Summary	
E 23A	S 11A	DEBITS 0	SAME 0
M 11A	W 27A	DOWN 0	ADDS 56

Regional Reach		National Summary	
E 23A	S 11A	DEBITS 0	SAME 0
M 11A	W 27A	DOWN 0	ADDS 56

### 38 SPECIAL Somebody Like You (A&M) LP: Strength In Numbers

117/11 50% National Summary  
DEBITS 6  
SAME 29  
DOWN 3  
ADDS 1

Regional Reach		National Summary	
E 51A	S 51A	DEBITS 6	SAME 29
M 59A	W 38A	DOWN 3	ADDS 1

Regional Reach		National Summary	
E 51A	S 51A	DEBITS 6	SAME 29
M 59A	W 38A	DOWN 3	ADDS 1

### THOMPSON TWINS Nothing In Common (Anima) LP: Nothing In Common Soundtrack

87/13 38% National Summary  
DEBITS 12  
SAME 31  
DOWN 0  
ADDS 13

Regional Reach		National Summary	
E 23A	S 11A	DEBITS 12	SAME 31
M 11A	W 27A	DOWN 0	ADDS 13

Regional Reach		National Summary	
E 23A	S 11A	DEBITS 12	SAME 31
M 11A	W 27A	DOWN 0	ADDS 13

### TEXAS SOCIAL CLUB Rumors (Jay)

190/4 82% National Summary  
DEBITS 4  
SAME 41  
DOWN 32  
ADDS 4

Regional Reach		National Summary	
E 82A	S 81A	DEBITS 4	SAME 41
M 70A	W 73A	DOWN 32	ADDS 4

Regional Reach		National Summary	
E 82A	S 81A	DEBITS 4	SAME 41
M 70A	W 73A	DOWN 32	ADDS 4

### TOTO I'll Be Over You (Columbia) LP: Fahrenheit

58/59 25% National Summary  
DEBITS 0  
SAME 0  
DOWN 0  
ADDS 59

Regional Reach		National Summary	
E 29A	S 32A	DEBITS 0	SAME 0
M 16A	W 23A	DOWN 0	ADDS 59

Regional Reach		National Summary	
E 29A	S 32A	DEBITS 0	SAME 0
M 16A	W 23A	DOWN 0	ADDS 59

### TINA TURNER Typical Male (Capitol) LP: Break Every Rule

182/181 78% National Summary  
DEBITS 0  
SAME 0  
DOWN 0  
ADDS 181

Regional Reach		National Summary	
E 82A	S 81A	DEBITS 0	SAME 0
M 70A	W 73A	DOWN 0	ADDS 181

Regional Reach		National Summary	
E 82A	S 81A	DEBITS 0	SAME 0
M 70A	W 73A	DOWN 0	ADDS 181

### VAN HALEN Love Walks In (WB) LP: 5150

178/89 76% National Summary  
DEBITS 100  
SAME 33  
DOWN 34  
ADDS 9

Regional Reach		National Summary	
E 84A	S 88A	DEBITS 100	SAME 33
M 78A	W 75A	DOWN 34	ADDS 9

Regional Reach		National Summary	
E 84A	S 88A	DEBITS 100	SAME 33
M 78A	W 75A	DOWN 34	ADDS 9





# LIFES RICH PAGEANT R. E. M.



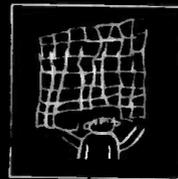
THE FIRST SINGLE

(IRS-52883)

## FALL ON ME

PRODUCED BY DON GEHMAN.

THIS RECORD IS A HIT.



THE #1 MOST REQUESTED AOR SONG  
IN THE COUNTRY.

AOR ALBUMS 

AOR TRACKS 

94Q/ATLANTA ADD! JEFF McCARTNEY: "This band's time has come! Creating a major stir in the record stores — top ten across the board. Requests coming from both teens and adults. No matter what your demo is, you can't miss with R.E.M.!"