

I N S I D E:

FCC MAY OPEN DOOR TO COMBINATION SALES, AD RATE EFFORTS

A new FCC Rulemaking could allow individual stations to combine their sales forces. Stations or their reps (or entire markets) may also be able to sell time in combination packages. **Brad Woodward** has the details on this potentially far-reaching development.

Page 12

AOR COLLECTING UPPER-DEMO HONORS

Steve Feinstein researchs the fall book and finds AORs are No. 1 18-34 adults in more markets than any other format, champions in 25-34 males, and are even making strong 25-49 gains. In a related column, **Jhan Hiber** also finds the news is encouraging for AOR overall.

Page 18, 40

KOST IS CLEAR FOR A/C DOMINANCE

Ron Rodrigues talks to **KOST/Los Angeles OM Jhani Kaye** about the station's dramatic fall ratings climb: over a four share 12+ and almost seven 25-49.

Page 42

PEOPLE IN THE NEWS THIS WEEK

- **Steve LaBeau** PD at KFI
- **Rick Scott** PD at KSFO
- **Ken Dennis** Corporate Director for King
- **John Rivers** PD at KFOG
- **Lee Rogers** OM at KCBO-AM & FM
- **Keith Abrams** programs WHTX
- **Mike Elliott** PD for WISN
- **Dick McGarry** Station Manager, Ed Krovitz GSM at KGIL-AM & FM
- **Bruce Raven-Stark** GSM at WLTW
- **Howard Schwartz** GSM at WZKS
- **Peter Philbin** VP at EIA

Page 5, 6

WINNING STRATEGIES: INFORMATION & INTUITION

Consultant **Charles Warner** continues his examination of winning radio strategies by emphasizing three elements: proper research, detailed analysis of competition, and imagination.

Page 20

COUNTRY TRIUMPHS UNDER THE MICROSCOPE

Lon Helton brings out the stories behind the Country ratings achievers in Philadelphia, Dallas, Nashville, and St. Louis.

Page 50

HR COMBAT IN BALTIMORE

AR is making a battle of its CHR rivalry with **B104** in Baltimore, and **Joel Denver** talks to the generals on both sides of the combat zone.

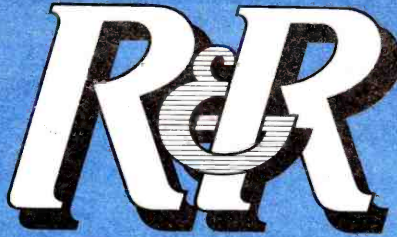
Page 36

LOOKING FOR AN ON-AIR GIG

Dan O'Day continues his series on job-hunting with sound advice on where to look, placing an ad, calling a PD, and sending out an aircheck.

Page 34

Newsstand Price \$3.50



RADIO & RECORDS

SPINOFFS TO COME

Taft Buys Gulf's Radio/TV Outlets For \$755 Million

Taft Broadcasting has announced that subsidiary **Taft TV & Radio** will acquire five TV and seven radio stations from **Gulf Broadcast Company** for \$755 million. The completion of the transaction is anticipated late this year, pending approval by the FCC and Gulf stockholders. Industry sources estimated the value of the radio stations at \$95 million. Properties involved are **WKLS-AM & FM/Atlanta**, **KTXQ/Dallas**, **KLTR/Houston**, **WNDE & WFBQ/Indianapolis**, and **WLTT/Washington**. The TV stations are located in Tampa, Phoenix, Greensboro-Winston Salem-High Point, Dallas, and Houston.

Said Taft Broadcasting Chairman **Charles Mechem**, "As we stated when we sold our domestic theme parks a year ago, Taft's strategic plan is to

concentrate its resources on the expansion of our communications operations, especially radio and TV broadcasting. Now, in a single transaction, we are able to take a major step in that direction. This acquisition clearly states Taft's intention to be a leader in the broadcasting industry.

"While we would like to retain all the Gulf stations, FCC rules do not now permit us to do so. Since this acquisition would give us ownership of both TV and radio in four markets

(Houston, Dallas, Washington, and Tampa), we may have to divest ourselves of a radio or TV station in each of those locations."

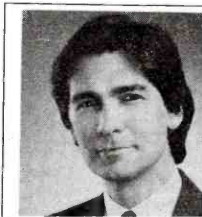
Taft already owns radio properties **WSUN & WYNF/Tampa**, **WGR-AM & FM/Buffalo**, **WKRC & WKRQ/Cincinnati**, **WTVN & WLWQ/Columbus**, **WDAF & KYYS/Kansas City**, **WDVE/Pittsburgh**, and **KEX & KKRZ/Portland**.

President **Dudley Taft** added, "These radio and TV stations

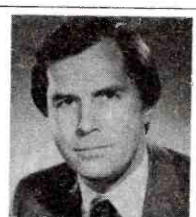
TAFT/See Page 6

JANSSEN VP/ADMINISTRATION

Scripps-Howard Ups Roddy To Radio GM



Steve Roddy



Richard Janssen

At **Scripps-Howard Broadcasting**, Director/Programming & Marketing **Steve Roddy** has moved up to the new post of General Manager/Radio, heading operations of its seven radio stations. He takes over the duties previously handled by **Richard Janssen**, who becomes VP/Administration for the company's radio and TV properties.

Roddy held the Director's post for four years after spending four more as Operations Manager at **KULF/Houston**. "I'm very grateful that **Dick Janssen** and (**Scripps-Howard** President) **Don Perris** have given me the opportunity to learn and grow in such a quality people-oriented company," he said. "But none of all this could have happened without the excellent management teams that

we have at each of our stations."

The **Scripps-Howard** stations are **WBSB/Baltimore**, **WMC-AM & FM/Memphis**, **KMEM-AM & FM/Phoenix**, and **KUPL-AM & FM/Portland**.

Halyburton Upped To KLIF & KPLX VP/GM

KLIF & KPLX/Dallas-Ft. Worth Station Manager **Dan Halyburton** has been promoted to VP/GM of the Country-formatted stations.

Susquehanna Regional VP Larry Grogan said, "The stability and steady growth of our two stations over the past two and a half years since **Dan** took over as Station Manager

set to transfer to **KKBQ** as VP/Operations, will now hold that title for both **KKBQ** and **KSDO-FM**, but will be based in San Diego. **KKBQ** Asst. PD **Ron Parker**, who had been designated as PD for the stations, will stay on as Asst. PD.

Gannett Radio Division President Joe Dorton told **R&R**, "We're delighted that once and for all we've defined our relationship with **John Lander**. We now have as healthy a situation as at any radio station."

KKBQ-AM & FM VP/GM Cos Cappellino added, "This has been a long negotiation process, but it was worth it, as it's allowed us to keep the entire station intact." **Gannett Sr. VP/Programming Jay Cook** observed, "When we bought **KKBQ** we bought a first-class operation, and now we have the program-

LANDER/See Page 6

Christian Josephson President



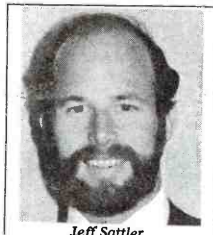
Ed Christian

Executive VP/Radio Group Manager **Ed Christian** has been promoted to President of **Josephson Communications**, placing him in charge of the company's seven stations (soon to be eight).

In making the announcement **Josephson International Vice Chairman John Archibald** remarked, "The appointment, which includes continuation of the responsibility for management of the Radio Group, is recognition of the significant contribution made by **Ed** over the years in building that group. It reflects the increased emphasis of **Josephson International** with regard to this important business segment."

CHRISTIAN/See Page 6

Sattler Heads Sandusky Programming



Jeff Sattler

K101/San Francisco PD Jeff Sattler has rejoined **Sandusky Radio** as Director of Programming. Based in Denver, Sattler will also assume day-to-day programming responsibilities for Talk outlet **KNUS**, from which **Jim Heath** has exited. **John Simon** remains acting PD for co-owned **AOR KBPI**.

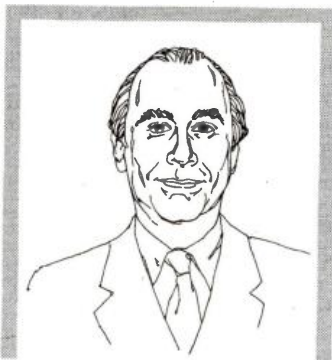
Sandusky Radio President **Toney Brooks** told **R&R**, "I needed a corporate PD to work with the myriad of consultants we have, plus serve to coordinate

SATTLER/See page 6

HALYBURTON/See Page 6

Why America's Most Successful Radio Broadcasters Demand The Research Group

*Lee Simonson
General Manager
WOR Radio, New York*



"I have been involved with The Research Group through two highly successful radio ventures: The latest at WRKS in New York. We are working on our third, WOR, New York, and I have confidence that it, too, will be a big winner.

Through both successes, and into this third, I have found The Research Group to be extremely responsive to the needs and anxieties of the people involved at the station level. I have lived through the explosion of their research business, and yet I find they are as accessible today as they were in 1977, when we began working together.

I would truly be uncomfortable in approaching a serious radio marketing programming problem without The Research Group."

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NUMBER ONE IN NEW YORK ON WNEW-FM

OFF THE RECORD / WITH MARY TURNER

According to the latest Arbitron ratings (Fall '84), Westwood One's hit radio series, *Off The Record with Mary Turner*, delivers more Adults 18-34 than any other network or syndicated radio program in New York City! *Off The Record* delivered an average quarter hour of over 124,000 Adults 18-34 on WNEW-FM*...that's 40% more than ABC's *American Top 40 with Casey Kasem*.**

But that's not unusual because Westwood One radio programs air on the nation's finest radio stations. Programs like

Scott Shannon's Rockin' America Top 30 Countdown, Encore with William B. Williams, the Superstar Concert Series, Live From Gilley's, Earth News Radio and the biggest satellite simulcasts and special events on radio.

Westwood One radio programs and great stations like WNEW-FM are the winning combination that's setting local and national audience records. Call (213) 204-5000 and become part of that winning combination.

Source: ARB Fall 1984, New York ADI *Saturday 11AM-NOON, WNEW-FM **Sunday 9AM-1PM, WPLJ

WESTWOOD ONE

FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY!

Los Angeles

Chicago

New York

London

CALENDAR & DATEBOOK: AN EVENTFUL COMBINATION

Between them, Brad Messer's Calendar and Sean Ross's Datebook provide all personalities with key dates in distant and recent history and colorful background information to make them score with listeners. Calendar covers the broad sweep of human endeavor, while Datebook concentrates on music events, and they both appear every week in R&R for the entertainment and use of the readership.

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DENNIS TAKES CORPORATE POST

Scott Stays With King As KSFO PD

Shortly after accepting the PD post at KJR/Seattle, along with the position of Director/Radio Programming for parent Ackerley Communications (R&R 2-1), KINK/Portland PD Rick Scott has opted to remain with King Broadcasting as programmer for Easy Listening-formatted KSFO/San Francisco, beginning in March. At that time, KSFO OM Ken Dennis will relocate to Seattle as the company's new Director/Programming, Research & Development, a position including duties formerly held by Alan Mason, VP/GM at sister station KGW/Portland.

KSFO & KYA/San Francisco VP/GM Ron Saito explained how the turnabout occurred. "We weren't aware of the Ackerley situation down here until it happened. A company policy is to retain the best people possible, and we certainly feel Rick is one of them. It's our view that he was a free agent until he left KINK. Although Rick had made a commitment, if there was still an opportunity within King, I thought he should look at it. At that point, it was a natural move for Ken to become Corporate Research Director, as he has a heavy research background. He did a tremendous job here."

Dennis spent three and a half years as OM for KSFO & KYA. Before that he was a partner/Exec. Director of Surrey Broadcasting, having previously been GM of the Radio Division for Frank Magid Associates. "Obviously, I'm very excited," said Dennis. "It allows me to focus all my energies now on research and development for all the King stations. It's a beautiful move for everybody." Scott, who has been with King for over seven years, rejoins Saito; the two worked together in 1982 at KINK. He told R&R, "The people here were overwhelming in their concern for me to stay, and it's an

TRANSACTIONS

Josephson Acquires WHFM For \$2.5 Million

Josephson Communications will purchase WHFM/Rochester from WVOR, Inc. for \$2.5 million. The seller, which already owns local FM WVOR, is spinning off the property following an earlier agreement to buy neighboring WHAM & WHFM. Plans are to switch WHFM's call letters to WZKC.

Josephson also operates WNIC-AM & FM/Detroit, WNOR-AM & FM/Norfolk, WVKO & WSNY/Columbus, and WMGF/Milwaukee. CHR-formatted WHFM broadcasts with 50 kw on 98.9 mHz at 340 feet.

Also pending FCC approval:

WBBX (AM)/Portsmouth, NH from Seacoast Broadcasting to Portsmouth Communications for \$450,000. WBBX is on 1380 kHz with 1 kw. Keith W. Horton Co. brokered.

honor to program KSFO, a truly legendary station. This was a very difficult decision, and I appreciate Ackerley's interest and graciousness."

KJR VP/GM Kevin Cooney said, "We're shocked and surprised. Rick's a talented programmer, but if it meant staying with a company he's been with for some time, we understand his decision." A search is now underway for a new KJR PD.

Elliott Becomes PD At WISN

Longtime former WTMJ/Milwaukee PD Mike Elliott has returned to the market as PD of crosstown full-service competitor WISN.

Elliott, who replaces exiting PD Steve Harris, spent last year as the Astros play-by-play announcer on KRBE-AM & FM/Houston. In addition to his six years as PD of WTMJ, he also programmed crosstown WLUM, WIOD/Miami, and KENR/Houston.



Mike Elliott

WISN VP/GM Steve Downes commented, "We're extremely fortunate to have ELLIOTT/See Page 6

NEW CALLS WZUU (AM)

WLZZ Ends Country For Adult CHR

WLZZ/Milwaukee discontinued Country programming for "Adult CHR" Monday (2-4), adopting new call letters WZUU (AM13) and simulcasting with co-owned WZUU-FM (Z95) from 10am to 6pm. Mornings will be continue to be handled by Larry "The Legend" Johnson, while other dayparts will be "shadowcast" slightly behind the FM.

WZUU-FM PD John Driscoll will now supervise operations and programming for both stations, as WLZZ PD Michael St. James assumes AM administrative duties.

Station Manager Steve Schram explained to R&R, "AM13 has a unique position in the market, as its music format is exclusive on the AM dial here. We wanted to constitute a solid image of one product identity for our stations. The Country format had not performed to our expectations, and frankly, we wanted to give Z95 the highest visibility available within the two properties. This will optimize our advertising and marketing impact, and give the opportunity for Z95 to be heard on an AM station."

LaBeau Appointed KFI's New Program Director

KFI/Los Angeles Assistant PD/MD Steve LaBeau has been promoted to Program Director. KFI & KOST Operations Manager Jhani Kaye, who had been overseeing KFI programming, will now concentrate more on developing and directing KOST.

VP/GM Don Dalton noted, "Jhani is a premier PD, and this move will make the most efficient use of his abilities to further

strengthen KOST's already-high ratings. Steve has earned this promotion through hard work, dedication, and a strong personal feeling for KFI." Kaye added, "I can't think of anyone in this organization who deserves this opportunity more than Steve."



Steve LaBeau

Presently KFI's afternoon personality, LaBeau joined the station for overnights in 1982, gradually moving up the airshift ladder while adding on music and Assistant PD chores. A former MD/personality at LABEAU/See Page 6

Rivers Picked As KFOG's Programmer

WZXR/Memphis PD John Rivers has been named PD at KFOG/San Francisco, replacing Dave Logan, who will consult the "Superstars II" station as he joins the Burkhardt/Abrams/Michaels/Douglas firm.

KFOG Station Manager Tony Salvatore told R&R, "He's got the track record, credibility, and maturity that we were looking for. He's perfect for KFOG."

Rivers commented, "Dave Logan has put together everything I've always had in the back of my mind as an AOR jock or programmer. It knocks me out how all the pieces are put together so well, including the production, which Logan and Dave Morey have taken to a new level. My only regret is leaving Summit, which is really starting to cook."

Rivers is a 17-year radio veteran who has worked at WGRQ and WYSL/Buffalo, KZOK/Seattle, and WLUP/Chicago, among other stations. He joined WZXR in January 1981, and became PD 18 months ago. No replacement has been named at WZXR.



John Rivers

KROVITZ NEW GSM

McGeary Station Manager At KGIL & K94.3

KGIL-AM & FM (K94.3)/San Fernando (Los Angeles) GSM Dick McGeary has moved up to Station Manager. At the same time, Sr. Account Executive Ed Krovitz was named General Sales Manager.

"These are two well-deserved promotions for two very loyal people," Buckley Broadcasting Western Regional Exec. VP Stan Warwick told R&R. "They give Dick and Ed opportunities to grow with the company and progress at this station. I'm now able to become more actively involved in my role as regional supervisor."



Dick McGeary

McGeary joined the stations two years ago as GSM following two years as VP/Western Sales Manager for Mutual Broadcasting. His 25-year career also includes a term as VP/GM at L.A. neighbor KHJ. "Measured by results is not just a slogan with KGIL," McGeary said. "I'm very pleased with the opportunity to expand on that success in this exciting marketplace."

A onetime GSM at crosstown KFI, Krovitz steps up after 13 years as Sr. AE.

Rogers Named OM At KCBQ-AM & FM

KGHL & KIDX/Billings OM and Communications Investment Corp. Corporate PD Lee Rogers has been named Operations Manager for KCBQ-AM & FM/San Diego. The KCBQ (AM) PD position was vacated early last month by Joe Patrick, while Fuzzy Herron remains as KCBQ-FM PD. Rogers will assume his new post February 18.

VP/GM Peter Moore told R&R, "Lee's worked for some fine radio stations and has the experience to do a great job. It hasn't been easy for anybody, but we're giving him all the tools he needs to win the tough battle that is San Diego Country radio."

Rogers, who has been CIC Corporate PD since September, spent two years as OM in Billings and eight years as an air personality at KMPS/Seattle. He told R&R, "CIC President Homer Peterson is one of the best people I've ever worked for. But I'm leaving one great company and facility for another in Infinity and KCBQ. All the basics are there, including formidable competition. For me, starting right now, the war is on."

CHASE EXITS

Abrams Set To Program WHTX

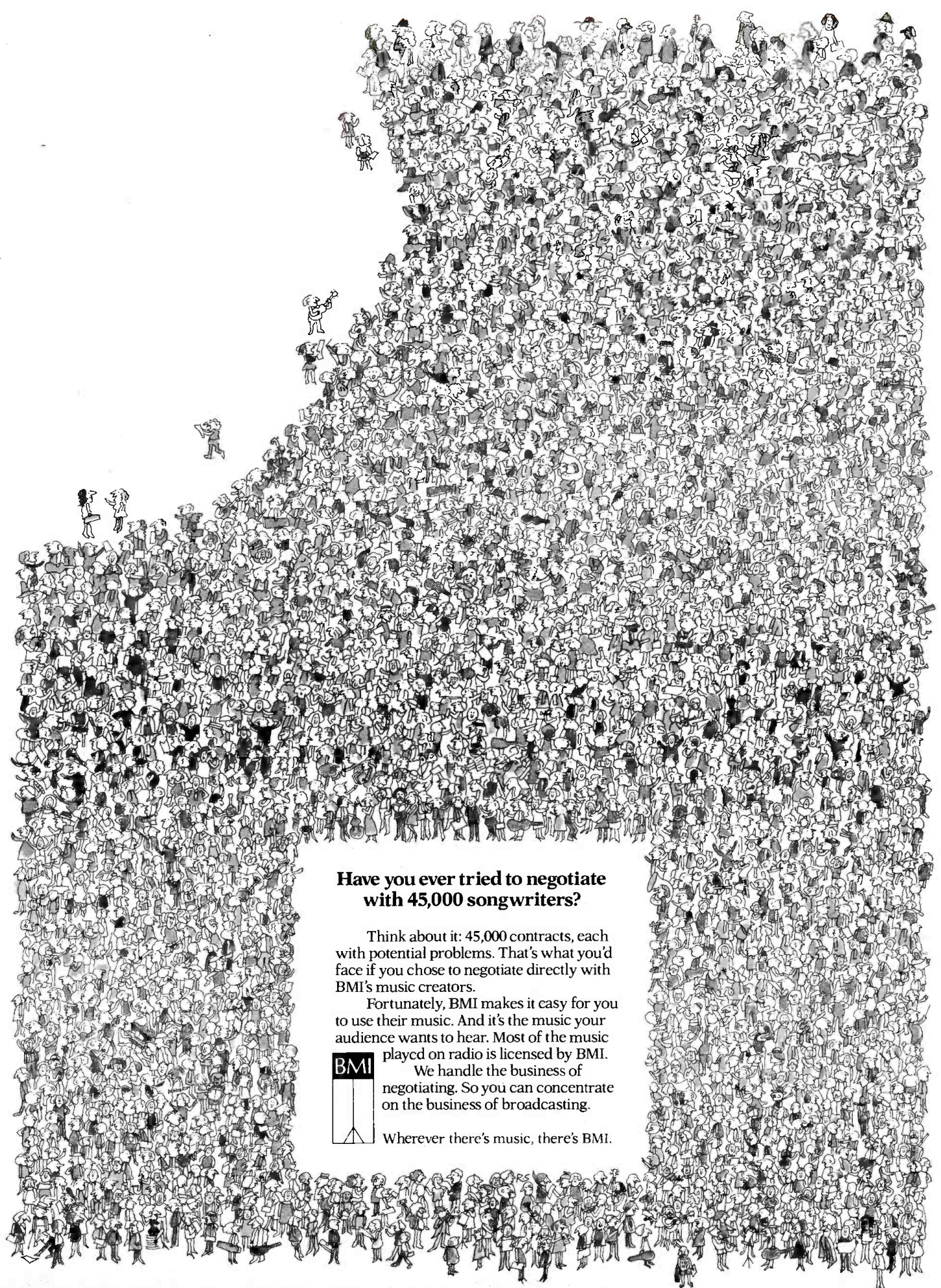
After slightly more than a year, Todd Chase has resigned as WHTX/Pittsburgh's programmer to pursue other opportunities. Replacing him is MD/night personality Keith Abrams, who becomes Program Administrator, reporting directly to VP/GM Ted Atkins.

Atkins told R&R that Abrams will continue his on-air duties. "His successful background as one of our top air personalities and MD of WHTX, plus his knowledge of Pittsburgh and the competitive radio scene locally, made him the ideal choice for this newly-created position."

An air personality at WHTX for the past three years following an air stint at crosstown WEEP, Abrams commented, "I don't think there are any major problems with our station. I plan to fine-tune us to work toward our demographic goals of increasing our penetration in the 25-44 cell."

R&R Observes Presidents' Day

In observance of Presidents' Day, R&R's offices will be closed on Monday, February 18. Our Los Angeles, Nashville, and Washington DC locations will be open during regular business hours on Tuesday, February 19.



**Have you ever tried to negotiate
with 45,000 songwriters?**

Think about it: 45,000 contracts, each with potential problems. That's what you'd face if you chose to negotiate directly with BMI's music creators.

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W.O.K.

I'll Add It



BILLY JOEL
"Keeping The Faith"

January 25

CIRBREAKERS

This Week: 34



MICK JAGGER
"Just Another Night"

February 1

CIRBREAKERS

This Week: 40



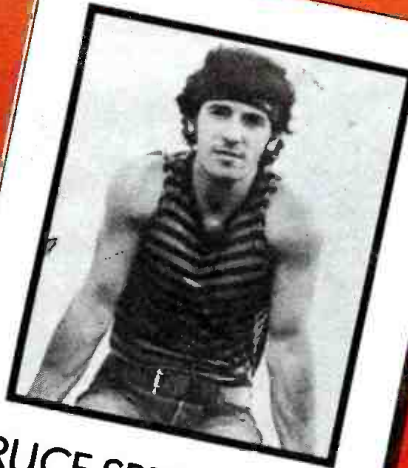
Columbia Records



SCANDAL
featuring PATTY SMYTH
"Beat Of A Heart"

CHR NEW & ACTIVE

Now On Over
135 Stations
56%



BRUCE SPRINGSTEEN
"I'm On Fire"

CHR NEW & ACTIVE

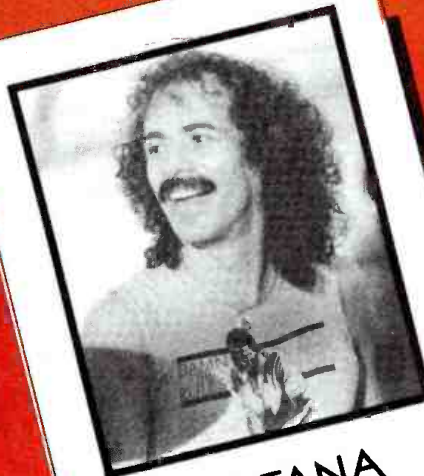
First Week — On
Over 125 Stations — 51%
#1 MOST ADDED



TOTO
"Holyanna"

CHR NEW & ACTIVE

On Over 70
CHR Stations



SANTANA
"Say It Again"

JUST RELEASED &
Already On
Over 40 Stations!

**THANK YOU RADIO FOR YOUR
CONTINUING SUPPORT**

PLAY HEADS.
MAKE SENSE.
NON-HEADS?
NON-SENSE.

"STOP
MAKING
SENSE

(Girlfriend Is Better)"



the new single from
TALKING HEADS



From the Sire album
Stop Making Sense

Film now playing at
theaters nationwide

© 1985 Sire Records Company

**RATINGS
REPORT**

Fall '84 Birch Advances

Detroit

WJR Softer Post-Tigers;
WRIF Extends AOR
Margin; WCZY Gains On
WHYT In CHR Race

	Summer '84	Fall '84
WJR (Misc)	11.6	9.8
WRIF (AOR)	8.0	8.3
WJOI (BM)	5.2	6.8
WJLB (Blk)	6.4	6.2
WLLZ (AOR)	7.0	6.1
WHYT (CHR)	6.9	5.6
WWJ (News)	4.3	5.6
WNIC-FM (AC)	4.2	5.1
WCZY (CHR)	3.5	5.0
WXYT (Talk)	4.7	4.2
WDRQ (Urbn)	5.2	4.0
WWWW (Ctry)	3.2	3.5
WOMC (AC)	3.1	3.1
WCLS (AC)	1.9	2.7
WCXI-FM (Ctry)	2.4	2.3
WCHB (Blk)	.6	2.0
WKSG (Gold)	1.8	2.0
WJZZ (Jazz)	2.5	1.9
WMJC (AC)	3.1	1.8
WCXI (Ctry)	1.4	1.5
WQRS (Clas)	1.5	1.4
WHND (Gold)	1.3	1.2
CKLW (BBnd)	.6	1.1
WGPR (Blk)	.9	1.0

Baltimore

WIYY, WLIF Remain
1-2; WBAL, WBSB
Climb To 3-4; WPOC,
WMAR Softer

	Summer '84	Fall '84
WIYY (AOR)	8.7	9.2
WLIF (BM)	7.5	8.4
WBAL (AC)	7.0	8.3
WBSB (CHR)	6.9	8.1
WXYV (Urbn)	7.2	7.5
WPOC (Ctry)	7.1	6.6
WMAR (CHR)	5.6	4.8
WCAO (Ctry)	3.2	3.9
WYST-FM (AC)	3.7	3.4
WCBM (N/T)	2.7	3.3
WFBR (AC)	4.4	3.2
WWIN-FM (Blk)	4.0	2.9
WEBB (Blk)	1.4	2.3
WITH (BBnd)	2.8	2.3
WWDC-FM (AOR)	2.8	2.3
WRQX (CHR)	1.4	2.1
WWIN (Blk)	3.5	1.9
WRBS (Rel)	1.2	1.8
WBGR (Rel)	1.8	1.5
WTOP (News)	.8	1.5
WHFS (AOR)	1.4	1.4
WHUR (Blk)	1.1	1.1
WQSR (AC)	.8	1.0

Dallas- Ft. Worth

KVIL-FM Stretches
Lead; KPLX Cops
Country Crown;
KEGL Edges KAFM
In CHR Dogfight

	Summer '84	Fall '84
KVIL-FM (AC)	10.9	12.7
KKDA-FM (Urbn)	8.9	8.5
WBAP (News)	7.0	6.8
KRLD (Ctry)	6.5	6.2
KTXQ (AOR)	8.4	6.0
KPLX (Ctry)	4.1	5.7
KMEZ (BM)	3.0	5.6
KEGL (CHR)	3.8	5.5
KAFM (CHR)	8.3	5.4
KZEW (AOR)	5.9	5.2
KSCS (Ctry)	6.6	5.1
KTKS (CHR)	1.1	3.0
KNOK (Urbn)	2.3	2.7
KESS (Span)	.3	2.5
KMGC (AC)	3.0	2.3
KQZY (Easy)	2.0	1.9
KLUV (AC)	3.1	1.3
WRR (Clas)	1.2	1.2
KLIF (Ctry)	1.0	1.1

Cleveland

WMMS Still Flies High;
WDOK Surges To Second
As WZAK Slips; WLTF
Jumps Into A/C Lead

	Summer '84	Fall '84
WMMS (AOR)	14.9	14.7
WDOK (BM)	6.2	8.0
WGCL (CHR)	7.3	7.2
WZAK (Urbn)	8.0	5.9
WQAL (BM)	6.3	5.3
WBBG (BBnd)	4.7	5.2
WLTF (AC)	2.9	5.1
WDMT (Urbn)	5.4	4.9
WMJI (AC)	4.5	4.9
WGAR-FM (Ctry)	3.3	4.8
WERE (N/T)	4.4	4.4
WJW (N/T)	3.4	3.7
WHK (Gold)	3.4	3.4
WRQC (CHR)	3.8	3.3
WJMO (Blk)	1.1	2.5
WGAR (Ctry)	3.3	2.3
WCLV (Clas)	2.1	2.2
WWWE (AC)	3.9	2.1
WABQ (Rel)	1.9	1.8

Hartford

WTIC-FM Dislodges AM
For First; WRCH Adds
Two, Moves To Third;
WHCN, WCCC-FM Slip

	Summer '84	Fall '84
WTIC-FM (CHR)	19.6	21.0
WTIC (AC)	20.3	19.1
WRCH (BM)	5.6	7.8
WHCN (AOR)	8.7	7.7
WCCC-FM (AOR)	4.7	4.5
WKSS (CHR)	3.8	3.4
WPOP (News)	4.4	3.3
WIOF (AC)	3.3	3.2
WDRG-FM (AC)	5.0	3.1
WDRG (AC)	1.2	2.6
WRCQ (BBnd)	2.6	2.4
WWYZ (AC)	1.7	2.2
WAQY (AOR)	1.3	1.5
WPLR (AOR)	1.7	1.5
WKND (Blk)	1.7	1.3

ARBITRON RADIO

Greensboro- Winston Salem- High Point

WTQR Down Three, Still
Number One; WQMG
Tops Black/Urban,
Rises To Second; WKZL
Sets Strong CHR Pace;
WSJS Rebounds

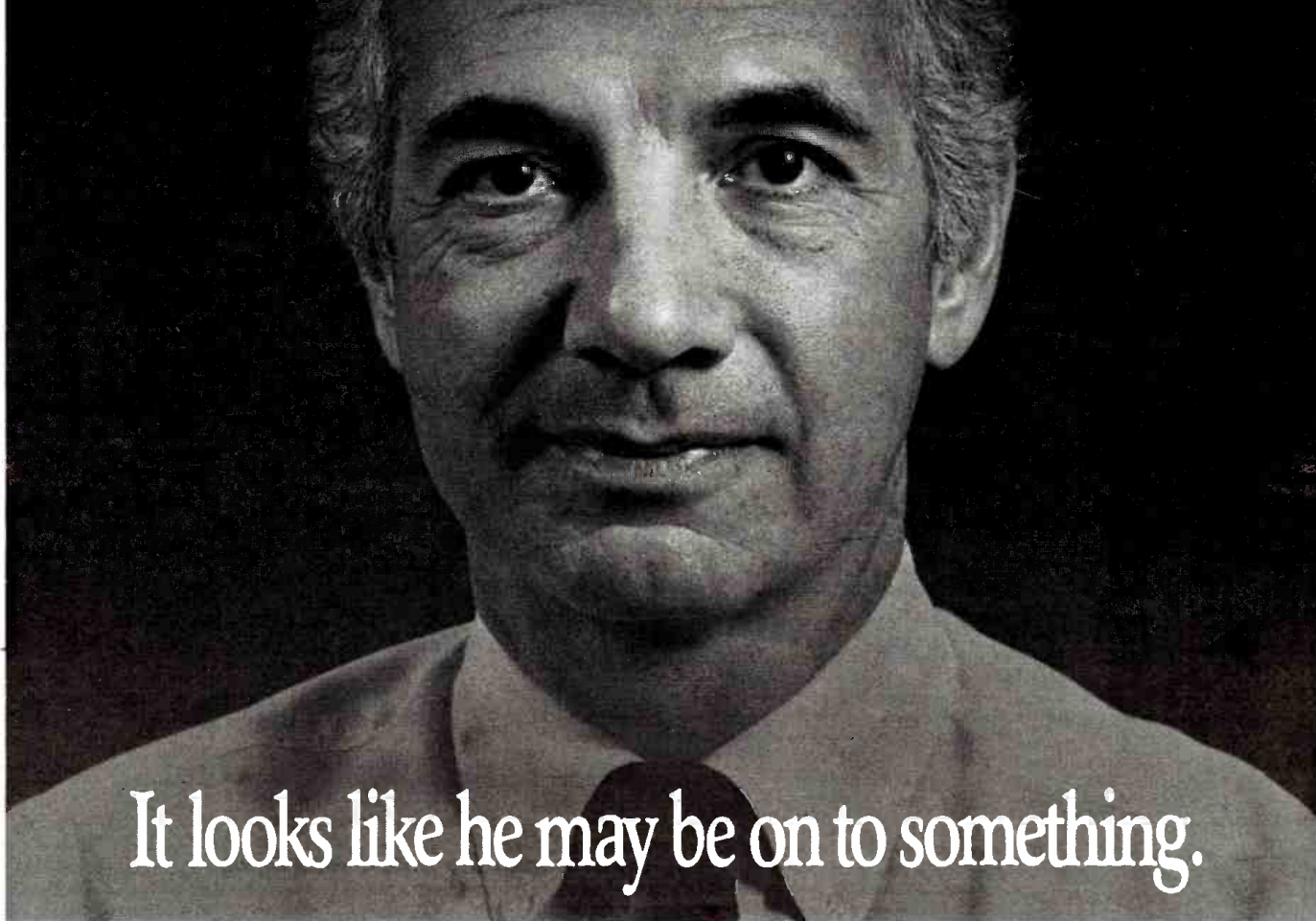
	Spring '84	Fall '84
WTQR (Ctry)	16.9	13.7
WQMG (Urbn)	8.8	10.6
WKZL (CHR)*	6.8	8.0
WMAG (AC)	8.8	7.3
WSJS (News)	4.3	7.0
WGLD (BM)	8.2	6.9
WSEZ (CHR)	6.8	6.3
WDCG (CHR)	3.8	4.1
WRQK (CHR)	2.6	3.8
WAIR (Blk)	3.3	3.0
WHPE (Rel)	1.3	2.0
WAAA (Blk)	2.6	1.7
WBG (BBnd)	2.5	1.7
WMFR (BM)	3.3	1.7
WVMO (Rel)	1.0	1.7
WPCM (Ctry)	.8	1.4
WPET (Rel)	1.2	1.2
WSMX (Rel)	1.5	1.2
WFMX (Ctry)	.7	1.2
WEAL (Blk)	2.6	1.0

Format Legend

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

*Was AOR in previous sweep.

Ron Nessen thinks the best way to get affiliates is to offer aggressive reporting, flexible schedules, targeted news products and a satellite connection.



It looks like he may be on to something.

He is. As Vice President, Mutual News, Ron's leadership gives our news team an edge. His background as broadcast journalist, editor, author, and former presidential press secretary means he knows how to deliver substantive radio news.

Just the way affiliates want it. Proof: over 800 carry the Mutual news product. And the list is growing fast.

THERE'S NO SUBSTITUTE FOR SOLID REPORTING.

News is news, you say? Ask your listeners. Ask them where they tuned to hear reports from the *first* radio correspondent to reach Grenada after the U.S. invasion.

Mutual.

Or where they heard reports on the condition of President Reagan from the *only* reporter at the *operating room* after the assassination attempt.

Mutual.

The Mutual Radio Network regularly

beats the TV networks and wire services on big stories. Like the plans to send Marines to Lebanon; the evacuation of dependents from Beirut; the resignation of James Watt.

Sure you can take your radio news from the TV networks, but what are you and your listeners really getting? Often just warmed-over television news.

OR FLEXIBILITY.

Your station can have our news any way your listeners want it: up to five minutes on the hour or up to five minutes on the half hour. And, unlike the TV networks, it's not all wrapped in a rigid package that allows you no scheduling options.

We also offer "Lifestyle" news and features — targeted to younger listeners — for up to 3½ minutes at the :55 mark, plus the news magazine "America

in the Morning," business reports, and closed circuit updates and special reports — that you can broadcast directly or incorporate into your own presentation. You choose the combination that best fits your format.

HOW ABOUT A FREE SATELLITE DISH?

We'll help you deliver the news with a free satellite dish. It'll provide you with our regularly scheduled programming and, simultaneously, continuous live coverage of fast-breaking news events and special short-form updates.

Nobody else offers anything else like it.

When you want *radio* news, come to the *radio* network. To learn more call Mutual Station Relations at (703) 685-2050.

 **Mutual's on a Roll.**

FCC May Let Stations Combine Ad Rates, Sales Forces

Largely overlooked in a blizzard of business practices deregulation by the FCC last month (R&R 1-25) was a proposal that has the potential to drastically alter the way radio advertising is priced and sold. If it goes through, stations not commonly owned could, for the first time, combine their sales forces, as well as sell ad time on two or more stations in a combination rate.

The contemplated change would essentially reverse the FCC's longstanding policy of requiring "arm's-length competition" among stations in the same market. Consequences of a major change could include enormous new opportunities for creative sales packaging of stations, and a reduction in the ranks of needed broadcast account executives.

In 1961 the FCC dropped the Golden West policy, which prohibited rep firms from representing two non-combo stations in the same market. Reps, however, are still barred from selling time in so-called "combination rates." Each station in a rep buy must set its own rate, and make an individual decision on whether to sell time in a particular buy.

Washington Report

80-90 Ruling Due In March, Lotteries Highly Unlikely

FCC Mass Media Bureau Chief Jim McKinney says he expects to seek full Commission approval of processing guidelines for FM drop-in applications under Docket 80-90 on either March 1 or 14.

Although he notes the Commissioners may overrule him, McKinney reaffirmed that he'll recommend against using a lottery to pick drop-in licensees (R&R, 11/23/84). "I think the worst think in the world we could do is open this thing wide open to a bunch of Xeroxed applications," McKinney explains.

However, a single lottery will be used to determine the order in which drop-in channels will be opened to applications over a period of several years, according to the Commission's ability to process them.

Prospective 80-90 applicants have been advised, as soon as they've locked in a tower site, to file Form 7460-1 with the Federal Aviation Administration as soon as possible to avoid processing delays later, especially for higher towers.

NRBA Charts \$128 Million In Drunk Driving PSA's

NRBA estimates that 98% of all radio stations air drunk driving and alcohol abuse public service programming, PSAs, and promotions worth \$128 million annually. The projection is based on mail surveys from nearly 700 stations.

NRBA President Bernie Maan, who released the figures at the annual RAB conference in Dallas, said they "clearly demonstrate radio's responsive and responsible voluntary actions in addressing" alcohol issues.

Meanwhile, NAB President Eddle Fritts asked members of the Louisiana Association of Broadcasters meeting this week for written commitments for alcohol awareness nonentertainment programming and off-air community outreach programs.

With the proposed ban on beer and wine ads clearly in mind, Fritts said NAB will use the pledges to "convincingly demonstrate to the nation at large the extraordinary efforts that broadcasters, on a voluntary basis, are making to fulfill your role as communicators to society."

Wirth Panel Expanded By Eight Seats

Unexpectedly strong interest in joining the House Telecommunications, Consumer Protection & Finance Subcommittee last week led to creation of an additional eight seats, bringing the panel's total membership to 24. The new slots are divided evenly among Democrats and Republicans. New members were reportedly attracted by timely finance issues, including corporate takeovers, on the panel's 1985 agenda. Tim Wirth (D-CO) continues as chairman.

The GOP will pick its new members this week. Democrats assigned a vacant seat and their four new openings to Reps. Billy Tauzin (D-LA), Tom Luken (D-OH), Mike Synar (D-OK), James Slattery (D-KS), and radio owner Wayne Dowdy (D-MS).

Because he owns a minority interest in seven stations, Dowdy has pledged not to vote on any legislation that would directly affect his holdings. Dowdy is currently part owner of WAKK & WAKH/McComb, MS; WNLK & WQZY/Dublin, GA; WKYK/Moss Point, MS; KCWD/Harrison, AR; and KPFM/Mountain Home, AR.

The Senate has yet to organize its subcommittees. However, no change is expected at the Communications Subcommittee, which should remain under the chairmanship of Barry Goldwater (R-AZ).

FCC Radio Panel Renewed To Assist AM Band Extension

The Advisory Committee on Radio Broadcasting that played a key role in killing 9 kHz AM spacing in 1981 has been renewed by the FCC for another two years. One of its prime tasks will be assisting the Commission in preparing for the 1986 international conference that will consider expanding the AM band in the Western Hemisphere from 1605 to 1705 kHz.

Chairman of the group is Lou Stephens, FCC Special Advisor on International Law. The group of broadcasters, engineers and representatives of broadcast trade associations has proven to be an effective vehicle for the radio industry in directly influencing highly technical AM and FM policies as they're being developed.

Radio News Salaries Stagnant In 1984

Radio news salaries in 1984 remained essentially unchanged, according to a survey of 327 stations conducted by Dr. Vernon Stone for RTNDA. News directors fared best, earning an average of 9% more, followed by highest-paid anchors (+5%) and highest-paid reporters (+4%). But anchors and reporters in general earned 4% and 2% less, respectively. Compared to those average figures, Stone's mean or "typical" salary data was even more discouraging.

Typical news director weekly pay ranges from \$250/week in small markets to \$566 in major markets. For typical reporters the range is \$225 to \$328 and for typical anchors, \$201 to \$404.

Stone reported receiving comments, such as this, from a major market news director earning \$228/week: "It's hard to find people to work fulltime at parttime wages." A small town ND earning \$200/week wrote, "This station makes a lot of money, but we're in a college town and labor here comes cheap."

Packaging An Entire Market

"For example," said the Commission, "if two or more stations jointly seek advertising, their combined appeal might help advertisers to reach a more diverse or better-targeted audience, particularly where participating stations have different formats."

"Further, combining sales may reduce costs through the reduction of advertising sales forces. Similarly, a combined sales force might result in certain promotional activities; e.g., of an entire market versus neighboring markets - which individual stations could not undertake alone."

Antitrust Complications

Looming over the proposal is the unanswered question, "At what point do joint sales practices cross the line and constitute a violation of antitrust laws?" An example, the FCC suggests, would be a noncompetitive market where cooperating stations force advertisers to buy time on every outlet.

Wide-Open Rep Business?

The Commission is also seeking comments on whether it should enforce any rules at all with respect to national rep firms, since they are not licensees. It said anticompetitive activities by reps might best be governed by the Department of Justice or the Federal Trade Commission.

"Combining sales may reduce cost through the reduction of advertising sales forces."

The sales proposals, along with the proposed elimination of fraudulent billing and network "clipping" rules, was released this week (2-5) in a Notice of Proposed Rule-making (Docket #85-842). Comments are due at the FCC by March 29, and reply comments by April 15.

Jim Hudgens of the FCC Office of Plans and Policy, author of the NPRM, stresses the Commission is "sincerely interested" in getting the widest possible comment on its sales policies. Technically, he said, the FCC has the authority to repeal or modify the policies without seeking public comment, but would rather get public and industry input before making any decision.

RADIO EXPERIENCE COUNTS

Female Partnership Wins KIFM/San Diego Interim License

A trio of experienced California broadcasters has won the right to undertake interim operation of KIFM/San Diego. If the decision is upheld after expected appeals from four losing parties, KIFM Partners would take over the A/C station from West Coast Media and run it until a permanent operator is chosen from a field of 46 applicants. Profits must be donated to California charities.

The winning partners are KSDO/San Diego news/talk anchor Rosalee Sell, who uses the airname Lee Marital; Mary Sorrentino, Operations Manager at San Diego Community College's KSDS/San Diego; and Ethel Mike, former Assistant GM at the University of Southern California's KUSC/Los Angeles.

Mike, the 50% partner, will be GM of the station. Sell and Sorrentino, 25% partners, will serve as Station Manager and PD, respectively. Mike originally sought the license on her own, but merged her application with that of Sell and Sorrentino to come up with the winning combination. The partnership also bought out another applicant for \$10,000.

KIFM's Downfall: Promise Vs. Performance

KIFM's (formerly KDIG) renewal was first denied in the mid-1970s for failing to air promised amounts of news, public affairs, religious, and instructional programming. In 1982 the U.S. Court of Appeals upheld the denial, charging that West Coast Media "disrespected the citizens of San Diego while

they devoted their resources to a station in a different city."

In a relatively close decision weighing comparative factors, the FCC Review Board gave KIFM Partners credits for:

- Having no other media interests
- 100% integration of its principals into management
- Extensive broadcast experience of its principals
- 33% minority ownership, 100% female ownership, 66% local residence and civic affairs participation
- proposed auxiliary power.

Attorney Dennis Kelly of the Washington law firm Cordell & Kelly, representing Sells and Sorrentino, expects his clients to retain KIFM's soft-rock format, but possibly add more "community involvement" programming. The station could be in their hands as long as three years, he speculated.

Kelly cautioned, however, "We are not a clearcut winner yet. We are about to begin actively negotiating with the other parties to settle the case and head off an appeal," which could tie up the final decision on an interim operator for years.

Along Comes A Woman



*The
new
single
from
the
triple
Platinum
album
Chicago 17*

Produced by David Foster ©1985 Warner Bros. Records Inc.



What's New

Edited by Don Waller

Satellite Seminar Upcoming

"Satellite Technology for the Non-Technical Manager," a two-day seminar presented by **Phillips Publishing, Inc.**, will be conducted at five different locations in the near future. The seminars kick off in Houston on Feb. 12-13, followed by Washington, DC (April 16-17), Chicago (April 24-25), and Denver (May 14-15), before winding up in Boston on May 21-22.

Basically, the presentation is designed to teach non-technical managers, who may or may not supervise a radio operation, not only what they need to know about how satellite communication affects their jobs and industries, but also how to speak the same language as their technical personnel and thus make informed decisions.

Among the subjects covered are communications satellite and ground segment fundamentals, the satellite industry as a whole, the industry's policymaking and regulatory bodies, and the future of satellite communications. Each registrant also receives a copy of the seminar workbook to take home.

Registration is \$595 per person; a \$50 per person multiple registration discount is available as well. For further information, contact Phillips Publishing Inc. at (301) 986-0666.

Top 11 Products Of '84

Take a look around. How many things do you see that didn't even exist five years ago? How many of these products are advertisers on your station? What do you think your station's client list will look like five years from now?

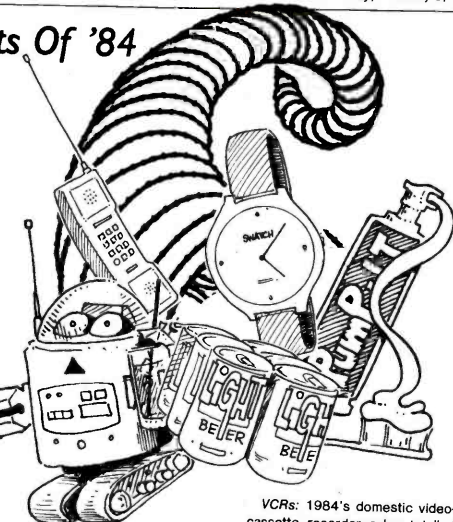
The answer to that last question might be found among the hottest products of '84, as compiled by the editors of *Advertising Age*. While some of these are doubtless destined to be flash-in-the-pan fads, others will become billion-dollar billings. You pick 'em.

Here are the contenders:

Pump toothpastes: Analysts are predicting these children's favorites will capture 30% of the \$1 billion dentifrice market by the end of '85, up from a 15% market share in '84.

Wine coolers: Up from seven million gallons in '83 to a projected 37 million gallons in '85, with an estimated retail value of \$325 million. And the big wineries haven't even trotted out their versions of these low-alcohol, cold bubbles yet.

Swatch watches: Approximately \$18 million in sales in '84 with 200,000 units on backorder, and a 20% advertising-to-sales ratio. Coming up is a new line of scent-



ed wristbands (banana, mint, and raspberry, if you simply must know), making this anti-status watch the hippest thing you can wear on your arm... for now.

Ibuprofen: The generic name for the first new over-the-counter pain reliever in 20 years. You know it better as "Advil" or "Nuprin" or, in its prescription version, "Motrin." Hovering around a seven percent market share, the product is expected to eventually increase to a 30 share, especially after the patent expires next June and everybody gets into the act.

Hair mousse: A projected \$100-\$200 million in '85 sales, depending on who's getting paid to do the projecting. The \$350 million hair spray market is going to have to spend some money battling this young bunch of upstarts, none of whom commands anything resembling the mane share of the market.

Toy robots: \$360 million in '85 sales — \$200 million of which went to "Transformers" and "GoBots." Several other toymakers are already developing cartoon shows based around their own transformable gizmos.

VCRs: 1984's domestic video-cassette recorder sales totaled seven million units. That means there are now 16.5 million VCR owners in the U.S. (20% of the TV households), or twice as many as last year. With low-end units down to around \$300, retailers pocketed \$4.6 billion in '84.

Low-alcohol beers: Still a product in search of a market, even though "Lite" dominates and parent company **Anheuser-Busch** spends a lot of money. Trouble is, beer consumption is down and sales are — dare we say it? — flat.

Software: \$1.8 billion in '85 sales, a figure expected to double by 1988. Current marketing costs are running between 30-50% of manufacturer's sales dollars, as a slew of companies fight for consumer attention.

Telephones: Spurred by the breakup of Ma Bell, Americans spent \$30 million on telephones in '84. That means 55% of us now own our own phones, up from 10% a few years back. Cordless and high-tech phones (see adjacent article) are expected to be the big sales movers.

Cocaine: Not legal, and not exactly a product, but estimated to be one of the largest, fastest-growing items in the marketplace.

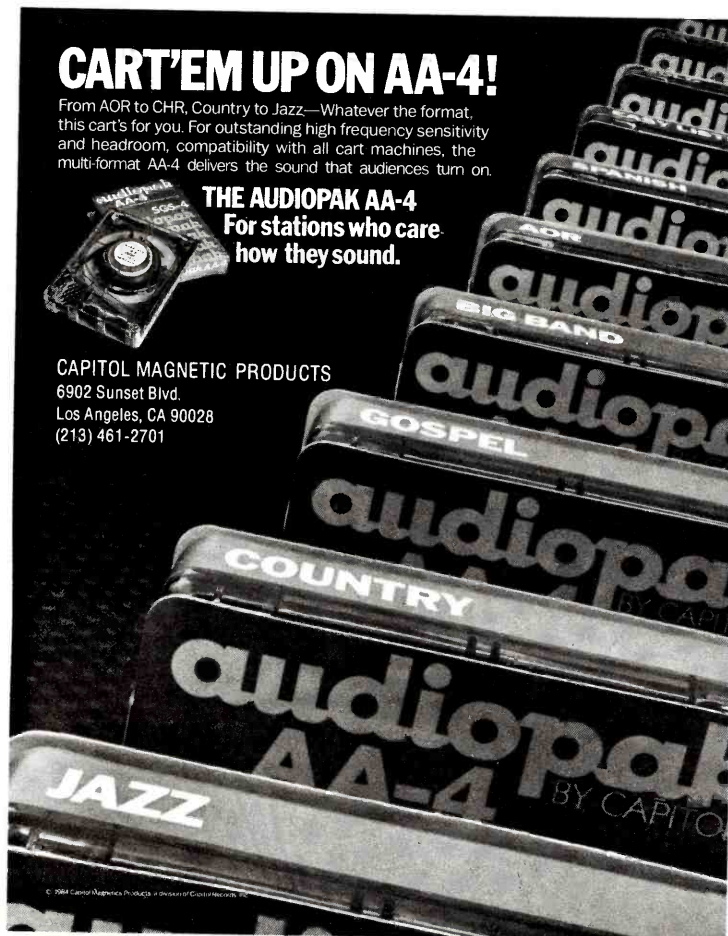
CART'EM UP ON AA-4!

From AOR to CHR, Country to Jazz—Whatever the format, this cart's for you. For outstanding high frequency sensitivity and headroom, compatibility with all cart machines, the multi-format AA-4 delivers the sound that audiences turn on.



THE AUDIOPAK AA-4
For stations who care how they sound.

CAPITOL MAGNETIC PRODUCTS
6902 Sunset Blvd.
Los Angeles, CA 90028
(213) 461-2701



For the Best in a TRAVELING BILLBOARD® (Bumper Strip or Window Label) call Byron Crecelius, person to person, COLLECT 314-423-4411.

DO PROGRAM DIRECTORS BUY ON-AIR BROADCAST CONSOLES?

Apparently, most manufacturers don't think so.

Look through the pages of this week's **Radio & Records** (or any other "programmer's" magazine). We're betting that it's probably like last week's and every other issue before, in that you won't see any ads for broadcast boards.

You see, the traditional wisdom is that only engineers understand consoles and make console buying decisions. So, manufacturers save their ad dollars to buy space in "engineering magazines." And their ads usually talk about distortion levels, slew rate, db gain and other technical eccentricities.

The Whole Story

As we all know, there's an entire other side to the successful use of a broadcast console. It's the side that the operator sits at. Your disc jockeys, air talent, news and sports personnel have to live with this console 24 hours a day, long after the engineer has bought the board because it met his technical requirements.

Little things, items that may not even have been on the engineer's checklists, become very big things over the months and years of use. Do the buttons "feel" right? Is there a place to rest your hands, or set copy? Does the angle of the meters match the operator's line of sight, or does he have to strain to see them? Is there a sufficient number of input and output busses for all your sources? Is the console truly attractive so you can create a positive working environment?

Make your own checklist with your programming concerns in mind. Chances are, it will contain some very important items that weren't considered before.

"Human Engineering"

That's a tired, overused term by now. But it was invented to try to address the operational features that are built into some broadcast consoles. **Some** broadcast consoles. Many boards that spec out beautifully are a nightmare to use. Or at least offer none of the operational benefits that can help your talent use the console to sound better on the air.

Our Story

We're Radio Systems. And, obviously, we manufacture a console that we'd like operators to know more about.

Like everybody else, we advertise in engineering magazines—because our board **is** very impressive from an engineering standpoint. In fact, it's got better technical specifications than almost any other board on the market.

But our consoles are also a joy to use from the other side, your side. They're attractive, cleanly designed, and built to assist an operator with programmable, automatic functions.

Our Price

One thing you should know is that the rules are changing as far as what consoles cost.

In the past, a console that looked and worked the way ours

does cost much more than most stations could afford. Programmers wouldn't get the consoles they wanted because of price.

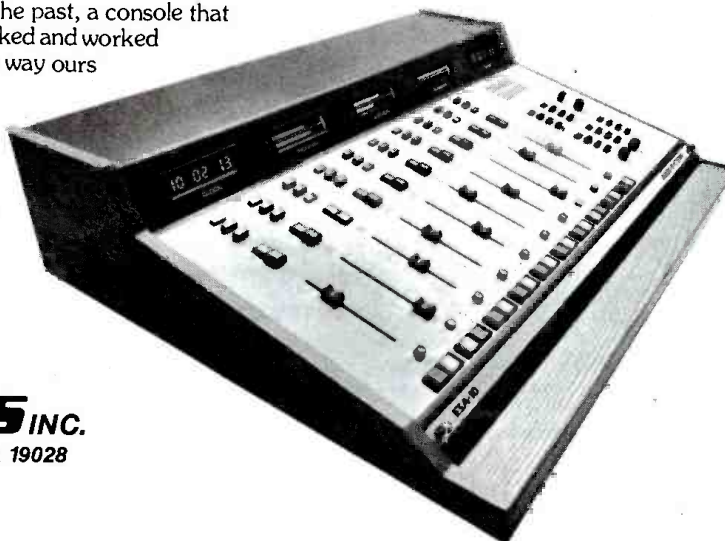
The 10 channel console pictured below is less than \$10,000, and, costs about the same as many of the no-frills compromises you had to live with before. By force of habit, some engineers might not even look in our direction, assuming our style consoles cost much more money.

Our Ads

Marketing people call this type of advertising going for a "secondary buying influence." But we believe that in many well-run stations, your opinion on equipment is taken very seriously, and is far from "secondary."

If your station is in the market for a console, make sure your engineer is considering a Radio Systems' board. If he needs some encouragement, call our toll-free number or write us for a catalog and users list.

We'll be running ads in **Radio and Records** all year highlighting the operational features of the console. Because your "secondary buy" is of primary importance to us.



RADIO SYSTEMS INC.

5113 WEST CHESTER PIKE • EDGEMONT, PA 19028

800/523-2133 or (In PA 215/356-4700)



Don Henley



"ALL SHE WANTS TO DO IS DANCE"

7-29065



BURBANK—They're pickin' up the prisoners and puttin' 'em in a pen • And all she wants to do is dance, dance • Rebels been rebels since I don't know when • And all she wants to do is dance • Molotov cocktail—the local drink • And all she wants to do is dance, dance • They mix 'em up right in the kitchen sink • And all she wants to do is dance • Crazy people walkin' 'round with blood in their eyes • And all she wants to do is dance, dance • Wild-eyed pistol wavers who ain't afraid to die • And all she wants to do is—All she wants to do is dance and make romance • She can't feel the heat comin' off the street • She wants to party • She wants to get down • All she wants to do is—All she wants to do is dance • Well, the government bugged the men's room in the local disco lounge • And all she wants to do is dance, dance • To keep the boys from sellin' all the weapons they could scrounge • And all she wants to do is dance • But that don't keep the boys from makin' a buck or two • And all she wants to do is dance, dance • They still can sell the army all the drugs that they can do • And all she wants to do is—All she wants to do is dance and make romance • Well, we barely made the airport for the last plane out • As we taxied down the runway I could hear the people shout • They said, "Don't come back here, Yankee!" • But if I ever do—I'll bring more money • 'Cause all she wants to do is dance and make romance • Never mind the heat comin' off the street • She wants to party • She wants to get down • All she wants to do is—All she wants to do is dance • All she wants to do is dance and make romance • All she wants to do is dance •

©1984 Korchmar Music ASCAP
Words and music by Danny Korchmar

2nd Single From The LP, **BUILDING THE PERFECT BEAST**

GHS/MSG 24026

Produced By: Don Henley, Danny Korchmar and Greg Ladanyi

AOR Albums Breaker Debut **4**



GEFFEN RECORDS

AOR Tracks: **3**

Management: Front Line

Pro:Motions

Davis New Capitol Video VP

Dan Davis has been appointed VP/Video Distribution and Sales for **Capitol's** Record Group Services. His appointment is concurrent with the label's formation of a home video distribution and sales division. Davis has spent 21 years with Capitol, most recently as VP/Creative Services. His background also includes serving as Exec. VP of **VSDA** and **NARM**.

Tyler Named AIR VP

Bruce Tyler has been tapped as VP/Operations for **Active Industry Research (AIR)**. He has worked at the company since its inception 2½ years ago, serving as assistant to then VP and now AIR President **Alan Smith**. Prior to that he was a parttime employee with an independent radio promotions firm.



Bruce Tyler

Seidel Directs PolyGram Jazz

Richard Seidel has been elevated to Director, **PolyGram Jazz**. After serving as GM and Marketing Director at **Contemporary Records**, he segued to **PolyGram Classics** in 1982 as Promotion Manager. Seidel's most recent post was that of Product Manager.

Blair/Detroit Promotes Starr, Chichester

Rita Starr and **John Chichester Jr.** have been promoted to Office Manager and Sales Manager, respectively, at **Blair Radio's** Detroit branch. Starr is an 11-year veteran who first joined the Detroit office in 1974 as sales assistant to the Office Manager. Over the years she advanced to Account Executive and later to Detroit Sales Manager. Chichester, a Blair/Detroit AE since 1981, spent two years prior to that with **Campbell-Ewald**, first as Media Research Analyst and then a spot broadcast buyer. In related activity **Ann Patalone** has been appointed Account Executive.

Seyler Takes KLZI LSM Helm

Scott Seyler is the new Local Sales Manager at **KLZI/Phoenix**. Most recently Account Supervisor with **Boyd & Farmer Advertising**, Seyler also worked as an AE at crosstown **KNIX-AM & FM**.

Blair/RAR Taps Angotti

Laurie Angotti has been elevated to Research Manager at **Blair/RAR**. Prior to joining the company as a Research Analyst last year, Angotti worked with **Eastman Radio** for nearly three years. Before that she was associated with **Buckley Radio Sales**.

Gersh, Zutaut Shift To Geffen



Gary Gersh



Tom Zutaut

Tom Zutaut has moved to **Geffen Records** as part of its A&R staff. During the last four years he was affiliated with **Elektra/Asylum Records**, where he began as National Singles Sales Manager and later progressed to VP/A&R, West Coast. Zutaut's background includes a work-study post at **WEA's** Chicago branch in 1977, which led to the Midwest Regional Singles Specialist position in 1979. Also joining the Geffen A&R team is **Gary Gersh**. He transfers over from **EMI America** after five years as VP/A&R. Gersh first came to EMI America in 1978 as Director of Album Promotions.

Mavis Creates

Front Page News

Demetra Mavis has established **Front Page News**, a marketing and promotion firm. Mavis was most recently National Promotion Director for **Megatone Records**. **Front Page News** is located at 729 Mason Street, #45, San Francisco, CA 94108; (415) 776-9406.



Demetra Mavis

Aristo Moves Into Video Promotion

Nashville-based public relations/media company **Aristo Music Associates, Inc.** has formed a video promotion department. Working with President **Jeff Walker** are Special Projects Coordinator **Craig Campbell** and Tour Press Coordinator **Melissa Shor**.

Davis Directs KRLD Sports Sales

KRLD/Dallas AE **Jimmy Davis** has been tapped as Director of Sports Sales for the facility. Davis, an eight-year KRLD vet, has 20 years' experience in the Dallas/Fort Worth broadcast market. In his new post, Davis will oversee national and local sales of Dallas Cowboys football broadcasts and other sports-related programs.



Jimmy Davis

KWES Appoints Ross, Crawford

Pat Ross has been upped to Regional Sales Manager at **KWES/Odessa, TX**. She accepts the newly-created post after serving as the station's General Sales Manager. Succeeding her as GSM is **Garry Crawford**. He joins **KWES** from **KNFM/Midland, TX**, where he was Odessa Sales Manager.

Munoz Accepts Bronze VP Post

Mason Munoz has joined **Bronze Records** as VP/Marketing. He comes to the label after ten years with **Columbia Records**. The first four years there were spent in sales, the last six as Director of East Coast Product Marketing.



Mason Munoz

HNW&H Ups Pappas To VP

Elaine Pappas has been raised to VP at **Millier, Newmark, Wechsler, and Howard**. Before her promotion, Pappas was Director of Research, a post she'd held since 1983. Before that she spent three years with **Bernard Howard and Company**, following 16 years as VP/Director of Research at **Metro Radio Sales**.

Pyle Picked As WMAG SM

Kim Pyle has been promoted to Sales Manager at **WMAG/High Point, NC**. Before moving to WMAG as an Account Executive, Pyle held a similar position at **WTQR/Winston-Salem**. Her radio background includes the Sales Manager post at **WKIX/Raleigh** and GM of **WOKX/High Point**.

Smith Steps Into A&M Dance Post

Ray Smith has been named National Promotion Director of Dance Music for **A&M Records**. Before accepting this post, Smith operated his own promotion firm. His music industry career also includes a stint as National Promotion Director for **Vanguard**.



Ray Smith

Rondor Music Raises Hornell, Bradley

Stuart Hornell and **Tom Bradley** have been upped to Managing Director and Senior Director, respectively, of **Rondor Music-London**; both men will also serve as VPs for **Rondor Music International**. Hornell and Bradley have spent almost five years with **Rondor-London**. Prior to that each was affiliated with **A&M Records' London** office. **Rondor** is a subsidiary of **Almo Irving Publishing**.

Whose new AGC makes your Optimod sound even better?

Only the new Harris Ulti-Mate 91 Tri Band AGC! Here's more subtle signal control than you'll get from anything else on the market.

110 dB dynamic range improves any audio source. You'll hear the difference immediately. Put Ulti-Mate in front of your Optimod or other audio processing system for remarkable sound enhancement. With its unprecedented 110 dB dynamic range, not even digital source material is degraded.

Beef up your audio chain. Ulti-Mate's phase coherent design insures waveform fidelity and minimizes distortion as signals are processed and amplified. The linear VCA allows extraordinary processing capability to enhance even the purest system. And Ulti-Mate even

makes an excellent "final" broadband limiter.

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 HARRIS

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Ratings AND Research



JHAN HIBER

AOR: Another Optimistic Rating

How does it feel to be successfully programming a format that's supposedly dead? If you know someone who programs an AOR station, you might pose that question. About a year ago some observers were draping AOR in black. So let's see what the format's latest ratings checkup indicates in terms of future health.

Past Doldrums

The industry landscape is littered with those who have been mourning the passing of AOR as a viable format. In some cases the wake was justified. The AOR that scored a zillion share of teens and 18-24s might have had a sales story in the past, but with the aging of baby boom listeners that story became less noteworthy.

As the available audience shrank, so did the format's Arbitron shares. At the same time CHR began to come on stronger than bear's breath. In some cases, that emergence led to a lemming-like migration to CHR, leaving some markets (New Orleans, for example) without a commercial AOR outlet. In many other metros AOR — like Beautiful Music — is down to just one station.

Current Status

Ours is an industry where survival often means changing. That's true for Beautiful Music/Easy Listening; this format has seen its outlets dwindle and its music reprogrammed to appeal to those without gray hair.

As Beautiful Music has adapted and subsequently prospered, so too has AOR. From our only-the-strong-survive department it seems that AOR facilities have either been able to successfully ap-

peal to adult 25-40 demos, or meld enough current product into their format to generate some 18-34 numbers. This might mean that there's only a handful of AORs from which to choose (New York has just one major outlet, Chicago two). But those which have adjusted can prosper — both in the books and on the street.

Let's examine a cross-section of fall '84 Arbitrons to see what the numbers have to say.

"AOR facilities have either been able to successfully appeal to adult 25-40 demos, or meld enough current product into their format to generate some 18-34 numbers."

Multiple Increases

This week we'll analyze four randomly-chosen markets:

- Denver-Boulder
- Miami-Ft. Lauderdale-Hollywood
- Seattle-Tacoma
- Wilkes Barre-Scranton

We'll not only look at the fall '83-spring '84-fall '84 12+ trends, but also at the composite format shares among adults 18-34. As you'll see in the data the news is pretty good for AOR.

In all of the cases, the format's 12+ share was higher than in the spring '84

sweep. The same story was true with regard to the adults 18-34 story — consistent improvement over the spring '84 estimates.

Comparing fall '83 to fall '84 numbers, there was a mixed bag. Two of the markets (Denver-Boulder and Wilkes Barre-Scranton) saw essentially the same 18-34 shares for this book versus the fall '83 results. In the Seattle area the 18-34 AOR shares dropped somewhat compared to a year ago,

while in South Florida the 18-34 number was notably higher.

It's important to keep in mind the point cited above about the relatively small number of stations now programming AOR. In the Miami and Wilkes Barre-Scranton areas just one outlet carries the AOR banner. Seattle has two AORs doing battle, while the Denver area is a hotbed with three contestants.

Here are the shares from the three aforementioned surveys, showing the AOR composites for persons 12+ and adults 18-34:

Week In Review

Stations Respond To NAB Idea

Ken McDonald Sr., President of McDonald Broadcasting and the spearhead behind the NAB's Radio Audience Measurement Task Force, tells R&R response to the idea has been overwhelming. As reported three weeks ago, McDonald sponsored, and the NAB board approved, a measure setting up the task force to investigate ratings options for the radio industry. Task force members have yet to be announced, but interested broadcasters may want to call McDonald at (517) 752-8161.

WQXR Disappears

Classical-formatted WQXR/New York did not show in the fall '84 Arbitron report, causing a furor at the station. Arbitron did not receive simulcast paperwork from the AM station and its sister FM, WQXR-FM, and so treated the AM as an individual entity. As such, it did not qualify to make the book. However, Warren Bodow, GM of the properties, contends, "The stations have been simulcast for ten years — you'd think Arbitron would do a better job in its home market. Now it looks as though there never was an AM station for WQXR when indeed it usually comes around 200,000 people."

Denver-Boulder

	Fall '83	Spring '84	Fall '84
Persons 12+	14.3%	12.6%	13.0%
Adults 18-34	24.7%	22.6%	24.5%

Miami-Ft. Lauderdale-Hollywood

	Fall '83	Spring '84	Fall '84
Persons 12+	3.0%	3.0%	3.8%
Adults 18-34	7.4%	8.2%	10.0%

Wilkes Barre-Scranton

	Fall '83	Spring '84	Fall '84
Persons 12+	6.6%	6.9%	7.1%
Adults 18-34	18.0%	13.8%	17.6%

Seattle-Tacoma

	Fall '83	Spring '84	Fall '84
Persons 12+	10.2%	7.9%	7.9%
Adults 18-34	17.3%	14.9%	15.5%

Fitter, Trimmer

Based on what I see here, AOR is not going away. The format is now slimmer and trimmer, a more efficient advertising vehicle often aired on just one or two strong survivors. Indeed, just like any other-formatted stations, AOR outlets can score in Arbitron and have robust bottom lines. Although AOR may not be the easiest format to do well, it can be most rewarding when handled with care.

Next week we'll look at Country, another format that's spawning rumors of declining fortunes. See you then!

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February 16th will be New Year's Eve all over again on more than 450 radio stations across America. Westwood One's **Superstar Concert** recording crew traveled to Indianapolis to capture every note as REO Speedwagon rocked in the New Year before a sold-out crowd of 18,000 at the Market Square Arena. This exclusive performance includes the classics that made the band a favorite among American rockers since 1977, as well as hits like "Can't Fight This Feeling" and "I Do' Wanna Know" from REO's current platinum album, *Wheels Are Turnin'*. Make a resolution now to tune in for this rock spectacular. The Superstar Concert Series brings the biggest names in rock music to Westwood One Radio Network affiliates throughout the year with exclusive performances by superstars like The Fixx, Pat Benatar, Billy Squier, Journey, Stevie Nicks and The Cars.

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FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY!

Management

How To Develop A Winning Strategy: Part II

By Charles Warner

Rapid changes in radio's competitive environment have increased the need for strategic planning. Because making strategic decisions depends on accurate perceptions of the competitive environment, they should be made by those closest to the battle, ideally without interference from corporate spectators who sit in the detached comfort of their absentee armchairs.

Surveying the environment is the most important element in formulating strategy, and some kind of research must be done in order to expand the possibilities from which strategic choices can be made. It is in creating strategic alternatives that imagination comes into play. The two vital ingredients of imagination, or creativity, are *information* and *intuition*.

Information

Gathering information can be done externally or internally. If a station goes outside to a reliable research company, like the Research Group or Coleman Research, there are the advantages of knowing that the research will be done under professional supervision, with technical precision and without perceptual bias. Responsible research suppliers also help stations examine a wider range of possibilities than might otherwise be considered.

There are some problems with buying external research. First, it can be quite expensive, and for many stations evaluating the tradeoffs can be painful. Should a station pay \$25,000 for a marketing study or invest that money in a promotion campaign? Next, who's going to interpret the research? Marketing research seldom comes up with absolutely clear-cut, black-and-white answers' the data has to be interpreted. It's here that local market knowledge, programming experience, and intuition are important.

For instance, research will always show that all listeners hate "too much repetition" of records. Those inexperienced in programming will interpret this information literally and recommend slowing down music rotation. Knowledgeable pros know this reaction means that people don't



Charles Warner

want to hear some songs (ones they don't care for or are tired of) repeated often, but they love to hear their favorites over and over.

Research companies, no matter how reputable, are influenced by the preferences and prejudices of their clients — they don't stay in business designing research studies that prove how stupid their customers are. Finally, any research that deals with people's intentions or tries to predict their future tastes and actions (especially if it's based on what people say they're going to do) is worthless.

Nothing can substitute for a thorough, internally-designed analysis of the competition, which includes detailed descriptions of the following elements, as recommended by Harvard Business School professor Michael Porter in "Competitive Strategy":

Future goals — What drives competitors; where do they want to go. Some stations are run by an owner who is often satisfied, complacent, ego-involved with a format, underpriced in rates, and

stubborn. If you attack this type of station, the owner is apt to hunker down, not promote much, and try to wait you out in a war of attrition because he or she can afford it and is comfortable with a format. Stations financed by money from investment bankers (leveraged buyouts, especially) usually have a go-go outlook and excellent short-term results — bankers allow two or three years to make it, then they get crazy if projections aren't met. Save your money

"The ability to absorb large quantities of research data, synthesize it, and then come up with an unusual approach is at the heart of creative thinking."

in face of an initial push from these invaders and come back strong after they've blown their wad and can't defend themselves.

Assumptions — What is a competitor's perception of its relative position and what are the historical or emotional identifications it makes (with the radio or record business, picking hits, etc.)? It's usually safe to go after a station whose PD has a lot of gold records on his wall. Does the manager have a sales background and are his financial rewards based on one-year profit figures? If so, defending an attack by cutting a commercial load and substantially increasing a promotion budget is unlikely. Does a competitor rely on callout music research or assume that its programmer's gut feel is adequate?

Current strategy — A strategy doesn't have to be explicitly stated; it can be implicit in actions. A competitor's strategy is best described by the major operating policies in each department and by the management style and values of its key executives.

Capabilities — How good is a competitor's top management? GMs are more critical to a station's success than a PD. A stupid GM won't let a good PD do what must be done to win, will take few risks, will blame the PD for failure, and the good PD will

leave. A smart GM will hire a good PD, take intelligent risks and responsibility for setbacks, give the PD credit for winning, and the PD will probably stay around for a while. How good is a competitor's signal, its sales department, and its operating people who organize and execute the competitor's strategy? Does a competitor do ongoing marketing research, including focus groups? What is the competitor's financial position; can it afford to do research or mount a counterattack? How good is the track record of the parent company, the corporate owner?

Other questions to consider about your competitors: What are they best and worst at? Are they likely to change what they're doing to react to a competitive assault? How quick is their response to changes and competition likely to be? What is their staying power?

Competition's response profile — Is the competition happy with its current position? What likely moves will the competition make and what strategy, if any, are they likely to respond with? Where is

the competition most vulnerable? What will provoke the greatest and most effective retaliation?

Once you have done a detailed analysis based on the above elements, then you can develop a strategy of your own — a game plan. One of the best books to read about addeveloping strategy is Paul Zimmerman's "The New Thinking Man's Guide To Pro Football." Thoroughly analyze, develop a plan, and attack weaknesses in the competition. Go after those who don't do research, don't have enough money to or won't retaliate, who have a track record of ineffective corporate interference, slow to move, are apt to react emotionally, or hire weak people and underpay them.

In developing strategy, it's vital to have a well-organized and thorough competitor intelligence system to collect, compile, catalog, digest, and evaluate information. I remember Bob Pittman staying up all night looking at detailed hour clocks and music rotation charts of every format competitor — he knew his competition better than they knew themselves. That's one of the reasons why he always won.

Intuition

The other main reason for Pittman's enormous success is his superb intuition, which is a combination of imagination and ex-

perience. However, in order for the creative imagination to function, it must be thoroughly absorbed in the subject — it must have lots and lots of information. The ability to absorb large quantities of research data, synthesize it, and then come up with an unusual approach is at the heart of creative thinking. Imagination comes from thinking of a large number of alternatives, analyzing them, and then making a unique connection.

Imagination also involves taking risks, in doing something new. However, just because something is new, different, or "creative" doesn't mean it's right or will work. What works is keeping up on industry trends and listeners' tastes and then using imagination to give people what they want. Experience is essential in knowing how to interpret research and in understanding what alternatives haven't been successful in the past and why.

Strategies

There are two basic overall competitive strategies, differentiation and segmentation. Differentiation is the more difficult as it requires strong marketing ability, creative flair, strong research capabilities, excellent execution of a format, and highly-skilled people. A segmentation strategy is easier to execute, but the focus must be on a market segment, or niche, that is sizable (big enough to make a profit selling time) and measurable (definable by some measurement method). You can't program to blue-eyed people because there's no way of finding out how many of them there are.

Three initial strategic moves to consider are prior announcement, false announcement, or secrecy. Prior announcements can preempt a competitor's move, test advertiser/competitor reaction, and alert suppliers such as the record industry. False announcements can throw the competition off and delay defensive responses (particularly in purchasing advertising). Secrecy cuts the lead time for competitive defensive reaction. Both of these latter moves can harm a station's credibility and allow little time for a sales department to presell changes to advertisers.

Part three of this series will focus on the most important element of strategy — how to execute it.

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

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NETWORKS PROGRAM SUPPLIERS



REED BUNZEL

NETWORK SWIMSUIT ISSUE

Torn Between Two Seasons

For several years now a few well-known consumer magazines have recognized the lull between the football and baseball seasons with an annual pictorial on the latest polyester and lycra swimwear. Conceived with an astounding degree of integrity, this column would never stoop to such consumerism (to say nothing of sexism), except to capitalize on a catchy trend. The only curves in the network industry relate to profit, revenue, and ratings, but they are enough reason to borrow a clever (?) idea and take a preseason (or postseason) look at the gridiron and diamond.

CBS Super Sunday

The game itself is history, the 21-week season is over, the headlines and great debates have subsided, and another set of unbelievably large rings is now being constructed for the world champion San Francisco 49ers. Super Bowl XIX brought a record \$500,000 for :30 of television time and a record audience for radio.

Capping a season of 37 NFL broadcasts, the CBS Radio Sports team converged on San Francisco (and Palo Alto, along with everyone else) on January 20 for The Great Game. Pregame, postgame, and halftime reports were anchored by Brent Musburger, while play-by-play was called by Jack Buck and Hank Stram, the network's primary anchor team throughout the regular season (see R&R 9/7/84). There is nothing regular about the Super Bowl, however, and the CBS Radio network began planning for this sports ritual back during the preseason preparations.

CBS Director/Programming David Kurman claims the greatest difference between its usual Monday night broadcasts and a Super Bowl event is the amount of planning involved. "A lot of this can be seen by our advance and onsite planning schedules," he says. "While we can go in on a Monday and wire the booth for that night's game, our staff must arrive at the Super Bowl four days early to meet with the telephone company, the stadium people, and the local audio crew to arrange all systems. We install wireless equipment at remote locations — something extra we do for the Super Bowl — and wire the booth a day or two early. The Super Bowl is an American institution, and we try to make it something special."

The CBS broadcast itself was blacked out in both San Francisco and Miami owing to NFL rules favoring the local flagship station. The network broadcast did keep the spectators at Stanford Stadium informed and entertained, however, when a last-minute NFL decision was made to "pipe" the game around the perimeter of the stadium and through the surrounding parking lots. While this is a common practice for the World Series and other sporting events, CBS claims it was a highly unusual move for the Super Bowl.

In order to personalize the game for affiliate stations, CBS set up a "Super Bowl Hotline" earlier that weekend. Hank Stram and Jack Buck fielded calls from 60 stations around the country for professional perspectives on the game and expert commentary. Custom promos were provided for the broadcast itself.

For Stram, who won two NFL championships for Kansas City, and for Jack Buck, who's broadcast seven Super Bowls for CBS, the game is just as exciting (and considerably more relaxing) up in the booth as it is down on the field. "Obviously, you've

got a lot more at stake when you're down there on the sidelines," Stram says. "Every play has a chance of being the big one. As a coach or player this is always on your mind, and the game becomes very intense. Up here you can enjoy it more when you can see the whole field and watch the plays unfold. You can separate yourself from the intensity and share that excitement with the listeners, which is what this is all about."



Brent Musburger

Hank Stram

Jack Buck

Take Me Up With The Ball Game

With major league teams playing in 22 cities throughout the United States and Canada, baseball is a profitable broadcast business — and network natural. Each of the 26 teams in the American and National Leagues has its own baseball network broadcasting most (if not all) of the 162-game season. Whether the team itself or local flagship radio station operates these individual networks, they provide a great listener and advertiser base. They can also create a logistic headache in the backhaul stage of the broadcast.

Backhaul, simply put, is getting the signal from the stadium to the station, a challenge greatly complicated during away games. If the Los Angeles Dodgers are playing a series in Montreal, getting the game back to KABC and the other network affiliates can be a difficult task yielding dubious results.

"Sports Satellite Interconnect" is a new system developed by IDB Communications to greatly alleviate the distribution problems of all baseball network broadcasts. The Los Angeles-based company is locating send-receive earth stations in each of the 22 pro baseball cities, enabling the networks to backhaul their signal via satellite directly to the station or home city. This, in effect,

eliminates the need for land-line communications. It also provides a higher quality audio signal, and in many cases, reduces distribution costs.

"Up to this point backhaul has mostly been done by expensive and inconsistent land lines," comments IDB Director/Marketing Peter Hartz. "Those networks that have been using satellite distribution were going through a variety of brokers and satellite systems. Our new system is the first national interconnect for radio, and we're trying it out with baseball, which has the highest number of away games of any sport."

IDB reports that more than half of the major league networks have bought into the new system, which transmits over Westar III, Transponder 2. National League games are priced slightly higher than American League broadcasts, owing to additional costs for a business phone, sports ticker, and "dry pair" wires to the dugout — all of which the American League already provides.

"Reaction has been fabulous," Hartz says. "We estimate that 18 of the teams will be with us by Opening Day, and we're looking to expand into the remaining cities and other professional sports as well."

STATION-NETWORK PARTICIPATION

Battle Of The Ban

Throughout 1985 this page will occasionally take a look at what network and program suppliers are doing to battle the growing movement to eliminate beer and wine advertising from the broadcast media (see R&R 1-18). This week, Drake-Chenault President Jim Kefford offers a few suggestions to combat the ban effort.

"Radio stations should immediately cease station involvement in events encouraging the use of alcohol," Kefford says. "With this movement to ban alcohol-oriented commercials we are jeopardizing \$750 million in advertising. You hear so often that broadcasters as a whole aren't a tremendous lobbying group, and as an industry we have to rally our forces to defeat this measure. We have to let our local congressmen know our feelings, and each station should inform them of everything they are voluntarily doing to increase awareness about the problems of drinking and driving."

As part of a memo to D-C client stations, Kefford recommended that station personnel should not appear at events such as "nickel beer," "two-for happy hours," and "weekend warm-ups." As alternate promotions he suggested:

- Sponsoring happy hours that don't promote alcohol, but are tied in with a local band and "after-work hors d'oeuvres."
- Establishing drinking-and driving seminars at local schools, and involving station personalities.
- Developing a "designated driver" program in time for the spring prom, graduation, and summer vacation events. Station reminders could be inserted in all rented taxis, and "Designated Driver" stickers could alert bartenders to patrons who are non-drinking students.
- "We as broadcasters may believe that cancelling cigarette advertising on radio and television did not reduce smoking," Kefford concludes, "but we cannot assume that Congress shares this belief. We must work as an industry to save the beer and wine business. Removing ourselves from blatant promotion of alcohol is a positive step."

Network Spots

ABC KidRadio

ABC Talkradio has developed a weekly "Children's Radio Workshop," airing Sundays at 10:00 (ET). The one-hour program is hosted by Larry Miller, Barbara Rosen, and Barry Fitzsimons and targets children ranging in age from 6-12. The workshop features radio games that will double as teaching tools, focusing on education topics such as history, auditory comprehension, language instruction, etc. Prizes are awarded throughout the program, but they are not limited to a select few. Every child who calls, with a right or wrong answer, receives a letter and a prize — thus rewarding participation, not winning. The program also features music, poetry, radio soundtracks, anecdotes, and topical discussion for 20th century children.

For further details, call (212) 867-5293.

Tax Talk Slips Facts

Washington Broadcast News has signed IRS Commissioner Roscoe Egger, Jr. to host a 13-week series of weekly two-minute programs featuring suggestions on tax preparation. The program, "Tax Talk," will originate in Washington, and will be transmitted via satellite through the facilities of Mutual, AP Radio, and UPI. Non-network stations can access the 13 programs of income tax advice on WBN's free Spotmaster Service by calling (800) 828-8881.

Six Pack For Max Fix

United Stations has just finished production of its 1985 "Country Six Pack" series, offering stations a heavy dose of Country music, interviews, and entertainment. The package of six 3-hour programs, scheduled to coincide with various holiday weekends throughout the year, presents some of the hottest performers in Country music. Among those featured in this year's series are Loretta Lynn and Emmylou Harris, with topics ranging from "The Award Winners" to "Christmas Around The Country — 1985."

Call (212) 869-7444 for more details.

Sun Sells Wire Web

The Toronto Sun has sold United Press Canada to Canadian Press, effective January 31. United Press Canada, a service separate from United Press International (but which the latter still held a minor interest in); became the second Canadian wire service seven years ago. At the time of its sale UPC had 90 subscribers and 54 employees.

R&R MUSIC CALENDAR

Monday 18

FEBRUARY

- Behind The Music** (RKO2)
Billy Joel
- Checkin' In** (RKO2)
Ray Stevens
- Private Session** (RKO1)
David Lee Roth
- Solid Gold Country** (US)
Country's Greatest Liars

Tuesday 19

FEBRUARY

- Behind The Music** (RKO2)
Glenn Frey
- Checkin' In** (RKO2)
Ed Bruce
- Private Session** (RKO1)
Jeffrey Osborne
- Solid Gold Country** (US)
Name Game

Wednesday 20

FEBRUARY

- Behind The Music** (RKO2)
Stevie Wonder
- Checkin' In** (RKO2)
Johnny Paycheck
- Private Session** (RKO1)
Scandal w/Patty Smyth
- Solid Gold Country** (US)
Jim Ed Norman

Thursday 21

FEBRUARY

- Behind The Music** (RKO2)
Foreigner
- Checkin' In** (RKO2)
Exile
- Private Session** (RKO1)
Chicago
- Solid Gold Country** (US)
Feature Year 1981

Friday 22

FEBRUARY

- Behind The Music** (RKO2)
Steve Perry
- Checkin' In** (RKO2)
Emmylou Harris
- Private Session** (RKO1)
Cars
- Solid Gold Country** (US)
Grammy Award Winners Pt. 1

The Week Of

FEBRUARY 18-22

- Country Closeup** (NP)
Ray Price
- Earth News** (WO)
"That's Dancing"/"Breakin' It"/Foreigner
- Encore w/ William B. Williams** (WO)
Joni James/Teresa Brewer
- In Concert** (WO)
Los Lobos/Romantics
- Live From Gilley's** (WO)
Philip Skaggs
- Metalshop** (MJJ)
Metallica
- Music Makers** (NP)
Johnnie Ray
- Off The Record** (WO)
Kinks/Survivor/David Lee Roth
- Off The Record Special** (WO)
Peter Wolf
- Pop Concert** (WO)
Grammy Special
- Shootin' The Breeze** (WO)
George Benson/Linda Clifford/Jonzun Crew
- Special Edition** (WO)
Philip Bailey
- Star Trak** (WO)
Phil Collins/John Hunter/Ashford & Simpson

The Weekend

FEBRUARY 16-17

- Budweiser Concert** (WO)
Sheila E.
- The Countdown** (WO)
Sade/Nolan Thomas
- Countdown America With John Leader** (RKO)
Journey
- Dick Clark's Rock, Roll, & Remember** (US)
Byrds
- Dr. Demento** (WO)
Dentist Ditties
- The Great Sounds** (US)
Ray Coniff
- Hot Ones** (RKO)
Philip Bailey
- King Biscuit Flower Hour** (ABCR)
Autograph/Zebra
- Lee Arnold On A Country Road** (MBS)
Statler Brothers/Judds/Johnny Cash
- Musical!** (WO)
Robert Klein/"Music Man"/Irving Berlin
- Rare & Scratchy Rock & Roll** (PIA)
Eagles
- Rick Dees' Weekly Top 40** (US)
New Edition
- Rock Album Countdown** (WO)
Gluffria/Glenn Frey
- Rock Chronicles** (WO)
Song Remains The Same
- Rock Over London** (RI)
XTC
- Scott Shannon's Rockin' America Top 30** (WO)
Foreigner/Hall & Oates/David Lee Roth
- Silver Eagle** (ABCE)
George Jones
- Solid Gold Saturday Night** (RKO)
Rolling Stones
- Superstars Rock Concert** (WO)
REO Speedwagon
- Top 30 USA** (CBSR)
Rascals
- Weekly Country Music Countdown** (US)
Moe Bandy

NETWORK PROMOS

● **Susan O'Connell** has joined **ABC Radio Networks** as Manager/Network Programming. She comes to ABC from CBS, where she held several production and news positions. In her newly-created position at ABC O'Connell will assist in the development of news, sports, and other non-music programming. Prior to her work at CBS she was a Producer/Writer/Account Executive for **Progressive Radio Network**, and was General Manager of **WBAU-FM/Garden City, NY**.

● **Kevin Rider** has been appointed Director/Program Operations at **United Stations**. He will oversee the technical aspects of producing the company's five weekly shows and specials. Rider joined United Stations in 1982 to work on "The Great Sounds," and was promoted to Chief Engineer last September.



Bonnie Abdelnour

Also at United Stations, **Bonnie Abdelnour** has been named Director/Corporate Development. She will be responsible for developing special programs for client companies. Abdelnour comes to the company from **WPIX-FM/New York**, where she served as National Sales Manager and Director/New Business Development. She also spent four years with **WOR/New York**, where she was an Account Executive.

TMC can now recreate the same success-proven CUSTOM jingle packages originally created for:

- Highly respected **NEWS/TALK** station **WBBM-AM**, Chicago
- The hottest **CHR** station in Denver **KPKE**
- One of the greatest **Country** stations in America, **KLAC**, Los Angeles
- Top Contemporary station, **WTIC-FM**, Hartford
- Top **A/C** station **WFBC-FM**, Greenville, South Carolina

Phone Janie Autz, toll-free, 1-800-527-7759, for details or to request your demo of these **CUSTOM** jingle packages... **NOW** in syndication. Hear why TMC is the custom music-maker for so many of the best!



TM Communications, Inc.

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NEWS & INFORMATION FEATURES

FEBRUARY 11-15

Lifestyle

- Mind Games** (RKO1)
Imaging (2/11)
Face value (2/12)
Making them listen (2/13)
Mood food (2/14)
Phone night (2/15)
- Smart Money** (RKO1)
Home inspection (2/11)
Overseas fidelity (2/13)
Tax savers (2/15)
- Waldenbooks Review** (WO)
Lisa Birnbach/"Ice Cathedral"/
"Eat To Win"/"Lovestrong"

General Information

- American Focus** (FOY)
Milton Friedman (2/10)
- Computer Program** (PRN)
Kitchen appliances/computer geniuses/
stock market PCs/Local Area Networks
- Ed Busch Talk Show** (AP)
Martin Birnbach/job market/home cures (2/9)
Sports medicine/junk or antique? (2/10)
- Health Care** (PIA)
Love & Friendship (2/10)
- Jim Bohannon Show** (MBS)
John Crystal (2/17)
- Larry King Show** (MBS)
Tom Wicker (2/18)
John Block (2/19)
Jay Bernstein (2/20)
Kate Moody (2/21)
- News Bilmp** (PRN)
Passionate love/shady ladies/
love addiction/video violence/
schizophrenia in children

Comedy

- Daily Feed** (DCA)
Time understands/exist pois for '86/
sill Chernenko/revised State of the Union/
MX Cusnart
- Radio Hotline** (ASR)
Mom/duty/sexual harrassment/munchies/
close personal friend
- Stevens' & Grdnic's Comedy Drop-Ins** (ASR)
Pain reliever/radio juggler/meanwhile,
somewhere else/no news/hurt me
- Laugh Machine** (ASR)
Rodney Dangerfield/Steve Martin/
Eddie Murphy/Rowan & Martin

Entertainment

- Assignment Hollywood** (MBS)
Matt Dillon (2/11)
Ann Reinking (2/12)
Mel Gibson (2/13)
Anita Morris (2/14)
Lorenzo Lamas (2/15)
- Entertainment Coast-To-Coast** (CBSR)
Lionel Richie/Kool & The Gang/
Pamela Sue Martin (2/15)
- Screen Scenes** (SOU)
Man Under Suspicion (2/11)
Perils Of Gwendolyn (2/12)
Maria's Lovers (2/13)
After The Fall Of New York (2/14)
Weekend Hits & Misses (2/15)

E/P/A DELIVERS E/P/A DELIVERS



REO SPEEDWAGON

"Can't Fight This Feeling"

CHR CHART: 7 239 STATIONS 99%

A/C CHART: 4

#1 Hottest Record In The U.S.!



SURVIVOR

"High On You"

CHR CHART: 28 213 STATIONS 88%

KAFM 20-17
KEGL 7-4
93FM add 34
Y100 deb 29

B97 deb 29
B96 29-24
WLS deb 31
WLS-FM deb 31

Q102 24-18
WGCL 21-14
92X 24-21
WNCI 25-17

ZZ99 29-18
KHTR 33-26
KWK 9-7



ISLEY, JASPER, ISLEY

"Kiss And Tell"



CHR
SIGNIFICANT ACTION

WNYS
WCAU-FM
94Q
KKRZ
KMEL
WVSR

WLAN-FM
98PXY
WKFM
WJZR
WZLD
KAMZ

WOKI
WFMI
KZIO
WJXQ
WRQN
KIKI
KQMQ
KO93
KCAQ

KHYT
WJAD
Q104
Q101
WPFM
Z102
Y94
KFMW
KCDQ

KIST
OK95

CBS ASSOC. RECORDS

E/P/A DELIVERS E/P/A DELIVERS



TEENA MARIE

"*Lovergirl*"

CHR CHART: 26 199 STATIONS 83%

WXKS-FM 19-15	B97 30-20	KS103 18-6
Z100 19-17	WHYT 11-8	KITS 14-12
WCAU-FM 2-4	KBEQ add 24	KMEL 3-2
WHTX add 21	KIIS-FM 15-12	KPLUS 15-6
Z93 27-16	FM102 3-2	KUBE 23-17



JOHN HUNTER

"*Tragedy*"

CHR CHART: 33 170 STATIONS 71%

WXKS-FM 25-19	Z93 25-22	KDWB-FM 18
WNYS 26-20	KAFM 17-15	KWK 20
WBLI add	KEGL 16	WLOL-FM 14-11
WCAU-FM 31-23	WHYT 24	KPKE deb 29
PRO-FM 31-26	ZZ99 20	FM102 22



ROBEY

"*One Night In Bangkok*"

CHR SIGNIFICANT ACTION

195	WFMI	WIXV
KPLUS	Y106	KHTX
K104	OK100	OK95
WKFM	95XIL	

SILVER BLUE RECORDS

When the rain begins to fall

THE
S-
I-
N-
G-
L-
E

with

JERMAINE JACKSON  **PIA ZADORA**

a multi-platinum smash in Europe
is now breaking strong in the United States

A
N
D

THE
A
L
B
U
M

When the rain begins to fall

featuring the hit single

When the rain begins to fall

now available on
MCA/CURB Records

ALBUM #MCA-5557 SINGLE #MCA-52521

MCA RECORDS
CURB
RECORDS



NEW BELIEVERS THIS WEEK!!!

CHR NEW & ACTIVE

WXKS-FM
CKGM
CKOI
Z100
WCAU-FM
PRO-FM
CFTR
Z93

Y100
Q105
WHYT
ZZ99
Q103
FM102
KWOD
KMEL

WFLY
Q100
WVSR
WERZ
93Q
WKFM
WRCK
WBBQ

KXX106
WJZR
WZLD
KAMZ
KSET-FM
WANS-FM
WZYP
WOKI

WFMI
G100
KRGV
WQUE-FM
Z98
KZIO
WZPL
WJXQ

WRQN
WHOT
KMGX
KHOP
KSKD
KDON-FM
KHYT
WFBG

WZYQ
WJBQ
WOMP-FM
WJAD
WCGQ
Q104
Q101
WXLK

KKQV
WHSL
WCIL-FM
99KG
K96
KHTX
SLY96
KIST

WE ARE COMMITTED!!!

Street Talk

In the ongoing "impending sale of RKO" story: Three key network executives winged out to Los Angeles last week and were holed up in meetings at the Bel Air Hotel. Checking out a bid by **MOBIL OIL**? "That's bizarre," said one highly-placed source. Looking at a proposal from **WESTWOOD ONE**? "No comment," says President **NORM PATTIZ**. Tune in next week . . .

The **MCA/POLYGRAM** merger rumors are heating up again. More on that as details develop.

Then there's the rumor about **ABC O&O's KLOS/LOS ANGELES** and **KSRR/HOUSTON** switching from AOR to CHR with **WPLJ/NEW YORK PD LARRY BERGER** acting as National PD. However, all parties involved say it's not true.

Following an 18-month federal investigation of mail fraud, tax evasion, and conspiracy charges, barter programmer **WILLIAM B. TANNER** pleaded guilty last week to several reduced charges. Tanner, former President of **WILLIAM B. TANNER CO.**, faces a possible \$16,000 fine and four years in prison for mail fraud and tax violations.

As part of plea bargain conditions, the U.S. government has agreed not to prosecute Tanner for additional criminal charges. However, civil actions might still be taken against him, and several related lawsuits filed by private parties are still pending. No date has yet been set for sentencing.

Veteran Bay Area personality **TOM PARKER**, who recently vacated mornings at **K101/SAN FRANCISCO**, has returned crosstown to **KFRC** for afternoon drive. With the departures of PD **JEFF SATTLER** (see Page 1), Parker, and GSM **DICK STEIN** (who left last week), K101 has quite a few shoes to fill.

At **ARISTA**, VP/Promotion **DON IENNER** will soon head all promotion activities for the label, while **TONY ANDERSON** will be named VP/Black Promotion. Details next week in R&R.

RHUBARB JONES is picking up his **CMA** and **ACM** Personality of the Year awards and moving them to Atlanta for mornings at **WYAY**. Rhubarb had been with **WLWI/MONTGOMERY** the last seven years, most recently as PD/MD. **WLWI** OM **DR. SAM FAULK** assumes the PD duties, airstaffer **GREG MOZINGO** takes over as MD, and **JACK DONOVAN** joins the station for afternoon drive.

Dog Days In Detroit

It all began as an innocent prank: **WHYY/DETROIT** morning man **BOBBY MITCHELL** put together a takeoff on the song "Grandma Got Run Over By A Reindeer," called "King Boots Got Castrated By Judge Sosny." The song referred to the dog that was recently put on trial for murder and faced a veterinarian's scalpel as punishment.

CAP CITIES management suspended Bobby, and that was that . . . until afternoon personality **J.J. WALKER** took up the cause. J.J. barricaded himself in the studio, demanding that Bobby be reinstated, and continued playing the Stevie Wonder hit "You Haven't Done Nothin'." He put listener calls on-air, and even stopped playing commercials at one point.

The incident made front page news two days in a row in the *Detroit News* and *Free Press*. According to accounts from those papers, **WJR & WHYT GM RON PANCRATZ** was relieved of his duties at WHYT (but continues to manage WJR), OM **GARY BERKOWITZ** was suspended until February 26, but no further action was taken against either personality.

Ironically, the Detroit News named Berkowitz "Radio Executive Of The Year." Pancratz, Berkowitz, and Station Manager **MAUREEN HATHAWAY** were unavailable for comment, but night personality **MIKE WAITE** is handling things until Gary's return later this month.

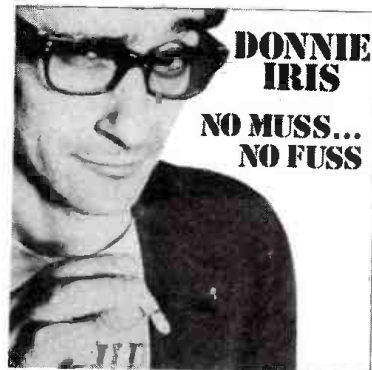
So much is happening at **WLLZ/DETROIT** that it's hard to keep track, but here goes: **BUCK McWILLIAMS** and **CHRIS O'CONNOR** did not leave **WZUU/MILWAUKEE** for WLLZ. Instead, they're taking over mornings at **KDWB-FM/MINNEAPOLIS**. So who is going to WLLZ for mornings? Former **KDWB AM** driver **CHRIS EDMONDS** and **WQFM/MILWAUKEE's JIM RODIO**; the two succeed exiting **STEVEN (CLEAN) SEGAL**. Chris's partner **DON MICHAELS** will stay at **KDWB** with the new title of Asst. PD. Meanwhile, WLLZ Asst. PD **JOE URBIEL** has jumped crosstown to **WRIF** in the same capacity. Replacing Joe at WLLZ is Research Director **JIM PEMBERTON**.

Continued on Page 28

DONNIE IRIS

MAKES ROCK AND ROLL THE OLD FASHIONED WAY

NO MUSS... NO FUSS



39949

Featuring

"INJURED IN THE GAME OF LOVE"

WS4-04734

AOR / TRACKS 44

AOR / ALBUMS DEBUT 32

WYSP	KQRS	WRXL	WXCS
WDVE	KSHE	KISS	WWWV
WHJY	KLOS	WOOS	WRUF
DC101	KDKB	WSKS	WRHM
WKLS	91X	WTUE	KUFO
WCKO	KOME	WWCK	KQWB
WSHE	KSJO	KATT	WBYG
WNOR	WDHA	KEZO	KFMQ
WYNF	WPLR	WWCT	KSQY
WEBN	WYDD	WIOT	WCPZ
WMMS	WPDH	KILO	WZZQ
WLVQ	WAQY	KKDJ	KWHL
WLLZ	WAAF	KMBY	KFMF
WRIF	KLAQ	KLPX	KRQU
KKCI	WKQQ	WQBK	KZOQ
WQFM	WQMF	WIZN	KTYD

HME RECORDS

Distributed by CBS Records, Inc.

BIO	TO	PROGRAM DIRECTORS	AIR DATE	EVERY WEEK	TIME	2 HOURS
	FROM	WESTWOOD ONE	AREA CODE	(213)	NUMBER	204-5000
MESSAGE	M	MUSICAL 2 HOUR VALENTINE'S DAY SPECIAL				
	O	FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE... AND ONLY				

Band Of The Year

— Rolling Stone Critics' Poll

Best New Artist

— Rolling Stone Critics' Poll

Artist Of The Year

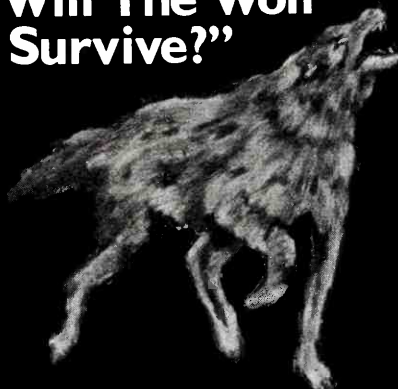
— Third Place,
Rolling Stone Critics' Poll

Los Lobos



The New Single

"Will The Wolf Survive?"



Produced and Remixed by
T-Bone Burnett and Steve Berlin

From the Slash/Warner Bros. album
How Will The Wolf Survive?

© 1985 Slash Records



Street Talk

Continued from Page 27

PAUL LEMIEUX has been named acting PD at CHR-formatted **WZOU/BOSTON**, following the departure of **DAVID GARIANO**. David can be reached at (617) 437-0055.



Chris Crist

Hats off to **WB Los Angeles** rep **CHRIS CRIST**, who this week not only celebrates 20 years in the biz, but begins his second decade with the Bunny.

WHTX/PITTSBURGH PD **TODD CHASE** is on the loose again. Anyone looking for a solid pro to program or manage should call Todd at (412) 733-2974.

Things change quickly in Florida radio. **DOUG MATTHEWS** is out as **WFYV/JACKSONVILLE** GM after a week and a half, with no replacement named yet. Also, **BOBBY KNIGHT** was in and out as PD of **WOWD/TALLAHASSEE** pretty quick. He split after a week, and now **BILL NORRIS** is acting PD.

After a healthy fall sweep, the mood was upbeat at the **BURKHART/ABRAMS/MICHAELS/DOUGLAS & ASSOCIATES** Superstars meetings in Miami Beach last week. No course correction or major shifts in direction given; instead, clients were encouraged to continue moving their AORs towards upper demos as the format positions itself as "the new mainstream." The firm also announced that it will be cosponsoring a research study with clients and rep firms to show the purchasing power of the emerging 25+ AOR audience.



CBS college rep **GREG THOMPSON** has been named Regional Promotion Manager for the Central/Cleveland region at **CHRYSALIS**.

PETER HAMLETT exits the PD post at **WNOK-FM/COLUMBIA, SC**, remaining as corporate Chief Engineer. Also leaving is MD **SCOTT SUMMERS**, who joins **WKQZ/MYRTLE BEACH, SC**. Acting PD at **WNOK-FM** is **JEFF CLARK**.

WNCI/COLUMBUS and OM/PD **HARRY VALENTINE** have parted company. Contact VP/GM **DALE WEBER** for this prime CHR programming opportunity. Handling the programming in the interim is midday personality **JOHN L**.

JACK FORSYTHE and partner **TOM COSSIE** are going their separate ways, dissolving **Straight Time Marketing & Promotions**. Forsythe is forming **SILVER NOTE MARKETING & PROMOTIONS**, maintaining the same research personnel from **Straight Time**. You can reach Jack at (412) 366-7461.

KLLS/SAN ANTONIO PD CAT SIMON has joined **WMET/CHICAGO** for AM Drive, leaving the KLLS programming slot open. Serving as interim PD is Asst. PD **DAVE JAGGER**, who's moved up from evenings to mornings.

Across town, **AMERICAN MEDIA'S KWED** will change calls to **KTXB-105**, and that's got folks in town buzzing about what the new format will be.

Other call letter changes include **KLPO/LITTLE ROCK** to **KHGN**, **KXAS/HOUSTON** back to **KILT-FM**, and **KHEP/PHOENIX** to **KONC**.

Legendary air talent "EMPEROR" **BOB HUDSON** has returned to the morning airwaves at **KRLA/LOS ANGELES**. During the '60s, the Emperor entertained Southern California at **KRLA** as part of its all-star lineup that included **Casey Kasem**, **Bob Eubanks**, **Dave Hull**, and **Johnny Hayes**.



Rick Shannon
'Suds' Coleman

The new morning team at **KHIT/SEATTLE** is **RICK SHANNON** and "SUDS" **COLEMAN**, who join the CHR outlet after four years with crosstown **KZOK**. They replace **MORRY SHANAHAN**, who segues to middays.

KTFM & KTSA/SAN ANTONIO have nabbed two personalities from **WFYR/CHICAGO**. **C.K. COOPER** will do mornings at **KTFM**, while **TOM RIVERS** will cover afternoons at **KTSA**. In addition, **R&R's BRAD MESSER** has joined both stations as News Director (see Page 35). **WFYR** now needs two talented personalities, so contact PD **GLEN MARTIN** at (312) 861-8130.

Are there more changes on the way at **WKW/ST. LOUIS**?

WKFM/SYRACUSE PD KEVIN FENNESSY has resigned from the CHR outlet. No replacement has been named. Also out is MD **TODD HOLIDAY**.

Best wishes to **KSAN/SAN FRANCISCO PD J.D. SPANGLER** on his recent marriage to **LORI SCHUMANN**.



Stork Stops: To **EMI AMERICA's KEN BENSON** and **PASHA's LYN BENSON**, their first, **ALISON LYN (2-2)** . . . To **MUSICVISION's DRAKE HALL** and wife **Chelsea**, **BENJAMIN ALEXANDER (1-30)** . . . **WDAF/KANSAS CITY** Asst. PD/MD **DON CRAWLEY** and wife **Kyoko** are proud parents of **JONATHAN YOSHIO (1-30)** . . . **WKQS/MIAMI MD JIM RICHARDS** and wife **Debbie** gave birth to daughter **FREYA LYN (1-29)** . . . And last week, **MCA Director/National Publicity ANDY McKAIE** and wife **Ria** welcomed son **ALEXANDER RYAN**.

Listen to this . . .

The
Odyssey File

Proudly Welcomes
KKCS-FM/Colorado Springs

(213) 392-8743 131 Ocean Park Blvd., Santa Monica, CA 90405

Meet some of rock's greatest minds over breakfast

Start with
SIMPLE MINDS
"DON'T YOU
(FORGET ABOUT ME)"

7-inch (AM-2703) and promotional 12-inch (SP-17304)

Produced by Keith Forsey



Members Of The Club:

WCAU-FM	WZLD	KMQQ	WAZY-FM
Q100	WFMI	WQCM	99KG
WERZ	WJXQ	WJBQ	WDBR
WKFM	WRQN	WJAD	KHTX
WJZR	WHOT	WHSL	OK95

The first single from
**THE
BREAKFAST
CLUB***
(SP-5045)

The original motion picture soundtrack.

An A&M Films/Channel Production.
A Universal Picture.

*Produced by Keith Forsey/David Anderle/Steve Goldstein/Gary Chang

On A&M Records, compact discs and BASF chrome cassettes.
See the SIMPLE MINDS video on MTV



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On The Records



KEN BARNES

LAND OF A THOUSAND DANCES

Time, Pointers Add To Pop's Dance Card

With the resurgence of dance music over the past few years, it's only natural that a key element of that form is coming back — the song built around a specific dance. There are two of those on the Black/Urban chart now: the Time's "The Bird" and the Pointer Sisters' "Neutron Dance."

The Time, as veteran dancemasters who've already reintroduced "The Walk," provide specific instructions on doing the Bird. (The Bird was an early '60s dance popularized by Dee Dee Sharp and the Rivingtons, while Jimmy McCracklin's "The Walk" preceded the unrelated Time track by a couple of decades.) The mechanics of actually performing the Neutron Dance are a bit cloudier, especially if you've ever seen a neutron dance (they mostly stand in one place and let their electron partners orbit around them, according to dancers with a degree in advanced physics).

Be that as it may, both songs are part of a pop tradition as old as recorded music itself. Before the rock era, dance crazes ranged from the Bunny Hop to the Black Bottom, the Charleston to the Mambo, etc., etc. Rock's big dance explosion started in 1960 when Chubby Checker revived Hank

Ballard's dance invention, the Twist. Once the Twist caught on, the floodgates opened. Dances immortalized in song include:

- The Afro-Strut
- The Ali Shuffle
- The Alligator Boogaloo
- The Baby Elephant Walk
- The Barefoot Rock
- The Barracuda
- The Beat Street Strut
- The Bird
- The Birdland
- The Bluejean Bop
- The Body Talk
- The Boogaloo
- The Boomerang
- The Bossa Nova
- The Boston Monkey
- The Bounce
- The Breakdown
- The Bristol Stomp
- The Broadway Freeze
- The Brontosaurus Stomp
- The Bump
- The Bus Stop
- The Camel Walk
- The Choo Choo
- The Cinnamon Cinder
- The Clam
- The Climb
- The Clyde
- The Continental
- The Continental Walk
- The Cool Jerk
- The Crusher
- The Cuban Slide
- The Curly Shuffle
- The Dartell Stomp
- The Dip
- The Do
- The Dog
- The Donkey Kong
- The Duck
- The 81
- The Elephant Walk
- The Fingerpop
- The Fish
- The Float
- The Fly
- The 45
- The Freak
- The Freddie
- The Freeze
- The Frug
- The Funky Chicken
- The Funky Penguin
- The Funky Walk
- The Hand Dance
- The Hand Jive
- The Hanky Panky
- The Harlem Shuffle
- The Hippy Hippy Shake
- The Hitchhike
- The Hoochi Coochi Coo
- The Horizontal Bop
- The Horse
- The Hucklebuck
- The Hully Gully
- The Hully Gully Twist
- The Hump
- The James Bond Walk
- The Jerk
- The Karate
- The Karate Boogaloo
- The Karate Monkey
- The Kung Fu
- The Latin Hustle
- The Latin Skate
- The Limbo
- The Locomotion
- The Loop De Loop
- The Madison
- The Magilla
- The Majestic
- The Mashed Potatoes
- The Meltdown
- The Mess Around
- The Monkey
- The Monster Mash
- The Mouse
- The Mule
- The Mystery Dance
- The Neutron Dance
- The New Continental
- The Pachuko Hop
- The Peppermint Twist
- The Peter Gunn Locomotion
- The Philly
- The Philly Dog
- The Philly Freeze
- The Pogo
- The Pony
- The Popcorn
- The Popeye
- The Popeye Waddle
- The Push And Kick
- The Push And Pull
- The Resurrection Shuffle
- The Robot Walk
- The Rock
- The Ronde
- The Safety Dance
- The Shag
- The Shake
- The Shimmy
- The Shing-A-Ling
- The Shotgun
- The Shotgun Shuffle
- The Skate
- The Slauson
- The Slauson Shuffle
- The Sloop Dance
- The Sloopdy
- The Slop
- The Slow Fizz
- The Snake
- The Soul Makossa
- The Soul Shake
- The Soul Twist
- The Souful Strut
- The Spank
- The Stomp
- The Strand

Twine Time
with Alvin Cash and the "REGISTERS"
IT'S MASHED POTATO TIME
DEE DEE
Dee Dee Sharp with a mash appeal hit

Easy-to-follow directions for doing the Twine (some assembly required)



Pointer Sisters demonstrate the Neutron Dance.

Now that's dancin'. It's not an exhaustive list (there are plenty more), but it sure was exhausting for Sean Ross, Julie Rosenstein, Don Waller, and me to assemble. I know I've got another contest running (the Grammy Handicap), but I thought if any of you really want to tax your powers of recall, you might try to connect as many of the dance sensations on the list to artists who originated them. (Origins become fuzzy in many cases — who really invented the Boogaloo? — so I'll accept any appropriate artist.)

No time limit on this one, take it slow. You can come up with a bunch of answers by looking in the index of a Whitburn or Cash Box chart book, but I'm onto that trick; that won't get 'em all. The entrant with the most acceptable artist answers (only one artist per dance counts, but multiple answers to hedge your bets are OK) will win a swell prize, plus the acknowledgement by his peers as Dance King of the Known Universe. The next step's up to you.



Time flies with the Bird

YOUR TWIST PARTY WITH THE KING OF TWIST CHUBBY CHECKER

Dance monarch Chubby Checker twists slowly in the wind



WALK FREEZE



Bobby Freeman and friends (Carol Doda top right) demonstrate a few strokes of the Swim

R&R ONE YEAR AGO TODAY

- BILL SHERARD, DAVE ROSS, JON PINCH, VIC ADERHOLD PROMOTED AT METROPLEX
- BOB GOULD NAMED VP/IGM AT WMET/CHICAGO
- PAT FANT BECOMES STATION MANAGER AT KLOL/HOUSTON
- MIKE BOEN NAMED STATION MANAGER FOR KDWB-AM & FM/MINNEAPOLIS
- #1 CHR: "Thriller" — Michael Jackson (Epic)
- #1 A/C: "An Innocent Man" — Billy Joel (Columbia) (2nd week)
- #1 Black: "Encore" — Cheryl Lynn (Columbia)
- #1 Country: "Roll On (Eighteen Wheeler)" — Alabama (RCA)
- #1 AOR Track: "Jump" — Van Halen (WB) (5th week)
- #1 LP: "1984" — Van Halen (WB) (3rd week)

FIVE YEARS AGO TODAY

- NEIL PORTNOW PRESIDENT OF 20TH CENTURY FOX RECORDS
- BRUCE MARR NAMED OPERATIONS DIRECTOR AT KVI/SEATTLE
- MOON MULLINS NAMED PD AT WDAF/KANSAS CITY
- #1 CHR: "Longer" — Dan Fogelberg (Full Moon/Epic) (2nd week)
- #1 A/C: "September Morn'" — Neil Diamond (Columbia) (2nd week)
- #1 Black: "I Shoulda Loved Ya" — Narada Michael Walden (Atlantic) (5th week)
- #1 Country: "I'll Be Coming Back For More" — T.G. Sheppard (WB/Curb)
- #1 LP: "Damn The Torpedos" — Tom Petty (BackStreet/MCA) (3rd week)

TEN YEARS AGO TODAY

- JOHN LONG NAMED PD AT KRUX/PHOENIX
- #1 CHR: "Black Water" — Dobie Bros. (WB)
- #1 A/C: "Best Of My Love" — Eagles (Asylum) (3rd week)
- #1 Country: "Sneaky Snake" — Tom T. Hall (Mercury)
- #1 LP: "Blood On The Tracks" — Bob Dylan (Columbia)

THEY RULE WITH AN IRON MIKE.



ALL HAIL THE NEW "KING OF ROCK," RUN-D.M.C.

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R&R

Datebook

R&R/Friday, February 8, 1985

SEAN ROSS

The Mild Boys

Despite **John Taylor's** description of 1984 as "one nervous breakdown after another," there's a lot of evidence that the members of **Duran Duran** are mellowing out. **Andy Taylor**, who turns 24 on Saturday, took the group through two fairly important thresholds (for teen idols) by being the first group member to get married and then the first father.

"It's really good," Andy told *Smash Hits*. "We got a lot of stuff from the fans which was nice. We got a whole roomful of baby shoes and stuff."

Andy and the other Duran members are preparing for an "even bigger" tour of America in 1985. In the meantime, Andy, John, **Roger Taylor**, **Robert Palmer**, and (Chic drummer) **Tony Thompson** have assembled an LP as the **Power Station**, on which Andy gets to sing on one track. In December, Duran regrouped to start recording a soundtrack to the next James Bond film, "A View To Kill."

The Wild Man

Duran's "Save A Prayer" is one of the best recent examples of an "underground" hit. Originally the British follow up to "Hungry Like The Wolf" in summer 1982, "Prayer" went 2½ years without showing up on any American playlist and still managed, by the time the official single came, to insinuate itself into a lot of U.S. gold libraries.

All that really kept Duran off the chart was lack of a single and the presence of other Duran 45s. "I Put A Spell On You" sold — by **Screaming Jay Hawkins's** estimation — several million copies and never showed up on any national chart. Hawkins' story isn't that unusual among '50s R&B records: besides shaky chart methodology in the early days of rock, a lot of R&B artists claim that their managers deliberately *underexaggerated* their piece counts so that they could pay fewer royalties.

When Hawkins went into the studio to record "Spell," he intended to come out with a straight MOR ballad. The final deranged recording — a product, Hawkins says, of everybody getting very tanked up — was recorded on February 12, 1956.

MONDAY, FEBRUARY 11

1965/**Ringo Starr** and **Maureen Cox** are married in London.

1967/**The Turtles'** "Happy Together" is released.

1979/One of the first indie punk LPs on the UK charts, **Stiff Little Fingers'** "Inflammable Material," is released. **Gene Vincent** would be 50.

TUESDAY, FEBRUARY 12

1958/**The Monotones'** "Book Of Love" released.

1964/**The Beatles** debut at Carnegie Hall.

1975/**Bob Dylan's** "Blood On The Tracks" goes gold.

1976/**Sal Mineo** is murdered in Los Angeles.

Birthdays: **Ray Manzarek (Doors)** 1943, **Steve Hackett (Genesis)** 1950, **Gil Moore (Triumph)** 1951.

WEDNESDAY, FEBRUARY 13

1961/**Frank Sinatra** launches the **Reprise** label.

1980/**John Lydon's** home is raided by British police for the second time in a month. The cops smash Lydon's door with an axe; he meets them at the top of the stairs with a ceremonial sword.

1981/Amid the home taping controversy, **Island** announces its new "1 + 1 cassette" line with an LP on one side and blank tape on the other.

Birthdays: **Peter Tork** 1944, **Peter Gabriel** 1950.



THURSDAY, FEBRUARY 14

1953/**Hank Williams's** "Kaw-Liga" hits the Country charts.

1961/**The Platters** sue **Mercury**. The label had refused to accept some sides where **Tony Williams** relegated lead vocal duties to other members of the group.

1972/**Steppenwolf** Day in Los Angeles.

1972/"**Grease**" opens off-Broadway.

1980/**Lou Reed** married to **Sylvia Morales** in New York; the marriage becomes the main theme of Reed's "The Blue Mask" LP.

Birthdays: **Eric Anderson** 1943, **Tim Buckley** would have been 38.

FRIDAY, FEBRUARY 15

1964/**Dave Clark 5's** "Glad All Over" released.

1965/**Nat King Cole** dies.

1970/After **Sly & The Family Stone** show up late for a show at Washington DC's Constitution Hall and patrons riot, the Daughters of the American Revolution ban rock concerts at the auditorium. Today most rock shows have moved out to the Capitol Center but Constitution Hall has once again become a venue for R&B concerts.

1981/**Mike Bloomfield** dies.

Birthdays: Ex-Motown/Invictus songwriter/producer **Brian Holland** 1941, **Klinks' Mick Avory** 1944, **Melissa Manchester** 1951.

SATURDAY, FEBRUARY 16

1971/**Allan Passaro**, the Hell's Angel tried (and acquitted) for killing **Meredith Hunter** at Altamont, sues the **Rolling Stones**. Passaro charges that by showing the Hunter murder in "Gimme Shelter," his privacy has been invaded.

1974/**Elton John** releases "Benny & The Jets" as a 45.

1979/**Elvis Costello** plays at the Palomino, the L.A. country/folk club made famous by "Every Which Way But Loose."

Birthdays: **Sonny Bono** 1935 (or maybe 1937 or 1940).

SUNDAY, FEBRUARY 17

1969/**Bob Dylan** and **Johnny Cash** record together in Nashville.

1970/**Joni Mitchell** announces her retirement but doesn't retire.

1972/A year before its release, **Pink Floyd** premieres "Dark Side Of The Moon" in concert.

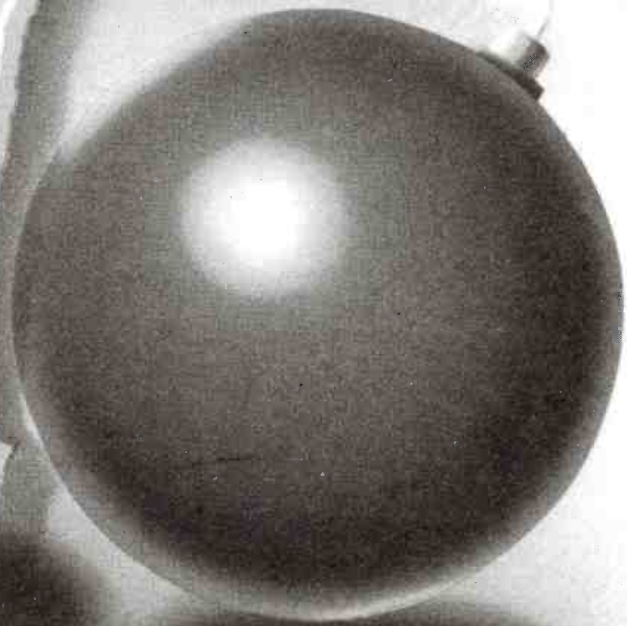
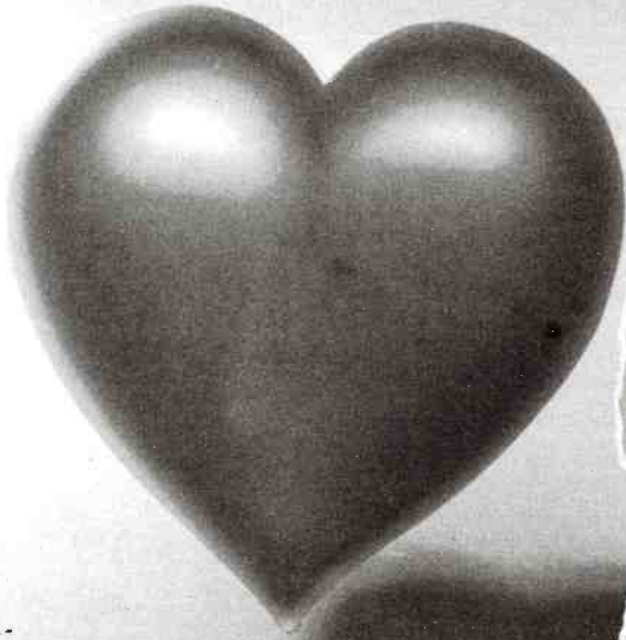
1979/**Blondie's** "Heart Of Glass" released.

1982/**Thelonius Monk** dies.

Birthdays: **Bobby Lewis** 1935, **Gene Pitney** 1941.

A RECORD YOU'RE GOING TU

BE HEARING A LOT OF.



PIECE
PIECE BY
the new single by
TUBES.

From the album, **LOVE BOMB**

Produced by **Todd Rundgren** for Alchemedia Productions, Inc.

Capitol.
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Air Personalities



DAN O'DAY

THE JOB-HUNTING SURVIVAL GUIDE—PART TWO

How To Find Job Openings

The most obvious place to look for jobs is in "the trades"; that is, radio trade publications. Radio & Records is, in my opinion, the best source of fresh openings in major and medium markets. Another good source is the *Gavin Report*. For small market openings, you should check *Broadcasting* in addition to R&R and Gavin.

If you're planning to respond to an ad in the trades, do so quickly. The better job opportunities attract upwards of a hundred applicants. With those kinds of odds to beat, it's amazing how many jocks respond to ads that appeared six weeks ago.

Both R&R and *Broadcasting* accept "blind box" ads, in which the identity of the advertiser is withheld from the reader. In these cases, the job seeker sends the tape & resume (T&R) to the box number in care of the publication, which forwards it to the advertiser.

Why do employers use blind boxes? Obviously, they want to remain anonymous to the general public. This might be because they don't want to be bothered with unwanted phone calls from applicants. Perhaps they're planning to replace a jock who is unaware that he or she is on the way out. Maybe the opening is occurring due to a format change, which the station wants to keep secret from its competitors.

The one obvious danger of replying to a blind box ad is that you might be sending a T&R to your own station . . . or to another station in your chain. If your current employer knows you're looking around, then you don't have to worry. But most of us tend to keep you inquiries confidential. For this reason, it's important to read the blind box ad carefully; if the description of the station could reasonably fit your own, it may be wise to forego replying. (Usually the ad will offer some specifics; e.g., market size, format, geographic location.)

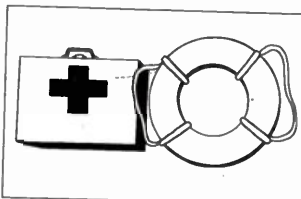
Running Your Own Ad

You can use the trades to place your own ad, too. Gavin and R&R will list you for free. (For a fee, R&R will assign you your own blind box number and forward any replies to your confidence.) *Broadcasting* accepts paid advertisements only, with or without a blind box. Your ad in *Broadcasting* is most likely to be read by small market program directors and station managers.

If you run your own "Position Wanted" ad, be sure to indicate what you're looking for in terms of market size, format, and geographic location. If you're out of work or if your employer knows you're looking, by all means include your name and phone

number. A surprising number of ads list only a phone number, and I suspect the average program director isn't fond of calling a number without knowing even the name of the person he's calling. And if there isn't someone available to answer the phone during normal business hours, pick up a cheap telephone answering machine and plug it in.

A secondary method of learning of job openings is through personal contacts. Let your friends in other markets know you're on the lookout for a good opportunity. (But make sure they're your friends before you confide in them; some people just love



spreading gossip.) Local and regional record promoters often are among the first to hear of personnel changes at other stations; make it a habit to ask your promo people, "What's new?"

A third method is to visit stations and markets in which you'd like to work. I know a guy who stopped by a San Francisco station during his vacation. The station manager took him on a tour of the facilities, and at the end of the tour he offered the guy a job doing all-nights. The guy accepted . . . and a few months later he became Program Director. And remember, he didn't show up looking for a job; he simply wanted to see what the station was like.

A fourth method involves some time, effort, and expense. But it can be effective, especially in small and medium markets. Decide in which markets you're most interested in working. Select your target stations in those markets. To find out which stations are market leaders, check the ratings reports in R&R. You might also look up the station's listings in either "Standard Rate and Data Service" (SRDS) or the an-

Getting To Know Applicants

The more care and attention a PD devotes to hiring the right air personality, the more likely the personality is to find the "right" employer. K-101/San Francisco Jeff Sattler has an unusual method for getting to know his most promising applicants: "After I've narrowed the field to three or four finalists, I request a personal letter from each. I ask them to make it as long as they like, detailing their hobbies, favorite movies (and why), goals, personal history (where they grew up), musical preferences, etc. I encourage them to be as open and honest as possible.



nual "Broadcasting Yearbook." Check for see which station(s) in your format has the highest advertising rate card; odds are the higher-priced station also are more highly rated.

Calling The PD

Next, telephone the station. Because the personnel listings in both SRDS and "Broadcasting Yearbook" often are outdated, you need to find out who the program director is. Do not simply call the station and ask for the program director. First find out the PD's name. Call the station and have the receptionist spell and pronounce the name for you. (Or, to save money, call after 11pm and have the night jock give you the information.) Then, in a separate phone call, on another day, call the program director person-to-person. You call person-to-person because:

1) You won't have to pay for the call unless you actually reach the PD. Program directors tend to be very busy, and you might call a few times before you get yours on the line.

2) Nosy, obstructive secretaries are less likely to demand, "What are you calling in reference to?" when it's a person-to-person call.

So . . . You've got the PD on the line. "Hello," you begin. "My name is Ed Jock. I'm a jock at KKED in Maple Falls and I heard you might be having an opening for an air personality soon."

The PD might reply, "Where did you hear that?"

"Oh, another jock by the name of (Any Name) mentioned it, but he wasn't sure." Or the PD might reply, "No, I'm afraid there are no openings."

To this you respond, "Oh. Another false lead. While I've got you on the line, do you happen to know of any good openings in the area?" Regardless of the response to this last question, you then thank the PD and end the conversation.

Every now and then, however, the PD will answer your original question with, "Yes, we do have an opening."

"Great!" you say. "I've been doing morning drive here for the past two years, and if it's okay with you I'd like to send you my tape and resume."

At this point the PD will either ask you a few questions or simply tell you to send the tape. Don't try to sell yourself during this phone call; you're simply trying to get someone to listen to your aircheck. Here's an example of an annoying phone call, courtesy of KDWB's Dave Anthony:

"Hello, is this the Program Director?"
"Yes, I'm Dave Anthony, the Program Manager . . . What can I do for you?"
"Well, a friend of mine said you have an

opening and I have a tape that I'd like to get your comments on. I've worked at XXXX and XXXX and would like to apply. I can do it, I know what you want, I know I can make it, I know I can do it."

"Please send me a cassette and resume to P.O. Box XXXX, and I'll get back in touch with you after I review it."

"Oh . . . I thought I could just drive by and talk with you first."

As Dave points out, there's really nothing to talk about until *after* he's heard the tape.

The Aircheck

My survey of program directors indicates an overwhelming preference for cassettes over reels. Typical of PDs' comments are those of Dave Anthony:

"Cassettes are now universal. I haven't had a functional reel-to-reel deck in my offices for years. Go use the production room? Good luck. Either somebody's producing something brilliant or dubbing music to cart (or the engineer's got the room torn up). I have cassette players in my office, at home, in my car, and strapped to my waist."

This isn't to suggest that reels won't be listened to. But as WZ0Z's Joe Moss points out, "I always listen to the cassette tapes before I get to applicants who send reels." Remember, you want to do everything you can to set the stage for the PD to be in a good mood when listening to your tape.

Quite a few PDs complained of receiving badly dubbed tapes. "Jocks should be very careful of cassette quality," says WOOS's Rick Singer. "A lot of people/stations don't have good quality facilities to dub cassettes. If it's going to sound muffled, distorted, or (and this happens a lot) the cassette runs at the wrong speed, you'd better go for a reel." If you're not trying to keep secret your job-hunting, a local cassette duplication company should be able to run quality dubs for you at affordable prices.

Instead of using a plain, unadorned label with your printed or typed name on it, consider making a classier impression as recommended by Brown Institute Broadcasting Placement Director Mike Kronforst: "Have some custom cassette labels printed up. It really dresses up the overall package." I agree. If you're going up against stiff competition, you've got to make every aspect of your sales pitch (i.e., your job application) sparkle.

NEXT: What goes into your aircheck . . . Resumes . . . Cover letters . . . Auditioning your prospective employer.

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



AMERICA'S FASTEST-GROWING OLDIES SHOW! Rare & Scratchy Rock 'n Roll

- 3-hour weekly oldies show on a barter-basis
- Now playing in Chicago, New Orleans, Denver, Milwaukee, St. Louis and many more!

For demos & details call (312) 943-8888

Program Services Group, Inc.

3033 W. Logan Boulevard

Chicago, IL 60647

CALENDAR



BRAD MESSER

Back From The Boondocks

Personal. In this column in mid-1982 I wrote that I was abandoning the metro rat race and moving to the Blue Ridge Mountains to become an escaped newsman.

I did it. Farmhouse, barn, 27 acres of Heaven. Drove my old tractor, wore Mountain Man plaid shirts, wielded a chainsaw, and did macho back-to-the-earth stuff like that, surviving on syndicated radio and freelanced writing.

The mountains were at first breathtaking, then charming, then just mountains, and finally boring. Forever proving that the grass is always greener on the other side of the fence, I got to lusting after the fast lane and hungering for civilization and challenge and change.

We unloaded the farm. Last month I rejoined my former employer (KTFM & KTSA/San Antonio) and am now happily being a news director again. So it goes.

Back to business. So far, except for that one letter from NBC Radio VP Jim Farley Jr., I've had zero additional response from people who have found uses for a microcomputer in a newsroom. Should I put this subject off for another decade, or are you users and experimenters goin to share some experiences?

Item Two. Am helping put together a panel for major convention in September. Seeking pro newspeople who have met the challenge of creating effective news packages for mostly-music stations. Programmers, who are the best?

Mail's forwarded to me if addressed to R&R, 1930 Century Park West, Los Angeles, CA 90067, or mail direct to 16615 Fort Oswego, San Antonio, TX 78247, or simply call (512) 655-5500.

Smallest Nation

MONDAY, FEBRUARY 11 — The world's smallest nation became an independent country 56 years ago today (1929). The Vatican (officially "The State of the Vatican City") covers 108.7 acres and is completely surrounded by the city of Rome.

The "Guinness Book Of World Records" points out an obvious statistic: the world's smallest nation has a birth rate of zero. Forty-four-pound lobster caught 1977. Beatles performed first US concert 1964 (Washington Coliseum). Ruth Stewart became first black airline stewardess 1958. Caterpillar Club organized 1919 for people whose lives have been saved by parachutes.

Tina Louise 48. Burt Reynolds 49. Eva Gabor 59. Gene Vincent ("Be Bop A Lula," 1957) would have been 50.

Lincoln's Birthday

TUESDAY, FEBRUARY 12 — Abraham Lincoln was born in a Kentucky log cabin 176 years ago today (1809). Lincoln became the 16th President when he was 52. His birthday was made a national holiday on this date in 1892, about 27 years after Lincoln was assassinated.

Charles Darwin was born in England on the same day as Abe Lincoln (1809). Darwin developed the theory of evolution by natural selection when he was 35.

US Ambassador to Afghanistan Adolph Dubs assassinated 1979. Superman radio program premiered 1940. NAACP founded 1908.

Sportscaster Joe Garagiola 59. Lorne Greene 70.

Jesse James Turns Outlaw

WEDNESDAY, FEBRUARY 13 — Jesse James pulled his first robbery 119 years ago today (1866). He was 19. His gang robbed the bank at Liberty, Missouri, killed a bystander, and rode away with \$17,000. Jesse James is the most famous outlaw America has ever produced, but his Robin Hood image of stealing from the rich to give to the poor is undeserved. Jesse kept everything.

Merger of Texaco and Getty Oil companies approved 1984. Alexander Solzhenitsyn expelled from USSR 1974. Blondie & Dagwood married in comic strip 1933. ASCAP formed 1914. Mississippi River blocked by ice jam at New Orleans 1784. Boston Latin School (oldest US public school) opened 1635.

Carol Lynley 42. George Segal 51. Operatic Soprano Eileen Farrell 65. Tennessee Ernie Ford (Ernie Jennings Ford) 66.

Valentine's Day

THURSDAY, FEBRUARY 14 — Americans will exchange around \$500 million worth of Valentine cards today. That's one-fifth of the annual income of the greeting card industry.

40th anniversary of the World War II bombing of Dresden, Germany, in which Royal Air Force incendiary bombs ignited many separate fires, which joined to create the first manmade firestorm. 100,000 to 200,000 people died. The Dresden conflagration of 1945 is the largest and deadliest fire ever started on purpose.

Feature movie "Tarzan of the Apes" premiered 1918. (Short Tarzan serials had begun 1912). Arizona 48th state 1912. Oregon 33rd state 1859. St. Valentine beheaded AD278.

Florence Henderson 51. Hugh Downs 64. Sportscaster Mel Allen (Melvin Israel) 72.

Pre-Sunrise Sky Oddity

FRIDAY, FEBRUARY 15 — An unusual astronomical event before sunrise this morning. The two brightest "stars" right beside the thin crescent moon are the planet Venus and Mars, in a rare triple conjunction.

Women were admitted to practice law before the US Supreme Court 1879. First ironclad US Navy ship "Monitor" completed in 1862 (built in 126 days).

Clair Bloom 54. Harvey Korman 58. Cesar Romero 78.

Tomorrow (2-16) Nylon patented 1937. Silver dollar became legal US money 1878. John McEnroe 26. Sonny Bono 50.

Sunday (2-17) First Class postage increases to 22 cents. Comic strip "BC" began 1958. Gene Pitney 44. Jim Brown 49. Hal Holbrook 60.


take me with u

The New Single From

"Purple Rain"

CHR BREAKERS

Prince
and the
Revolution



Produced, Arranged, Composed and Performed by
Prince And The Revolution

© 1985 Warner Bros. Records Inc.

Contemporary Hit Radio



JOEL DENVER

B104 & WMAR FIGHT IT OUT

Big Battle Brewing In Baltimore

Everyone loves a winner, but when you have two winners in a market within the same format it can sure make for a divided camp. Such is the case in Baltimore's CHR race between long-dominant B104 and Hot Hits rival WMAR. The fall Arbitron dealt B104 PD Steve Kingston and staff a tough hand, as the station dropped 7.5-4.4 12+. Across town at WMAR, PD Ralph Wimmer and staff were rejoicing with the best results since taking a CHR approach: a 3.4-4.2 increase.

So why are both stations winners? Despite B104's decline, it's still ahead, and with the increase at WMAR, the folks there certainly feel like winners. This tight race is beginning to resemble a football game, as

advertisers, record promoters, and the like begin to choose up sides. They've got a beer in one hand, peanuts and popcorn in the other, and they're waiting for the next round to begin.

Hot Hits Begins To Sizzle

No stranger to CHR programming, Ralph Wimmer joined WMAR last March after programming then-Abell Communications sister station WDOQ/Daytona. Ralph, who began his programming career at WRVQ/Richmond, also launched WQRK/Norfolk (now WNVZ). To put WMAR on a winning course, he needed to call on everything he'd learned.

A Tweak Here And There

Upon taking the station over, Ralph walked into a less-than-perfect situation. In a very short time, WMAR had begun to develop a negative image within the market on all demographic levels. "Even the teens weren't thrilled with what we were doing," he admitted.

Ralph described his prescription for a ratings cure. "(Consultant) Mike Joseph did a great job setting us up. It's what happened after he left that caused us the trouble. We needed to clean up the sound, so I eliminated formatics like double-jingles, but we still jingled into and out of stops and in between records. WMAR became more streamlined.

"I gave the air talent more of a chance to become personalities, and lessened the emphasis on delivering promotional information in a liner-card manner. With the ability to relax a bit, they actually sounded like they were having more fun. We also did some selective dayparting. Not much, just enough to make the station sound like it should at any hour of the day."



Ralph Wimmer



Looking For Weaknesses

If you're going to ride into battle, you'd better be prepared to aim for your opponent's "Achilles Heel," and that's what Ralph did. "Realizing we had a lighter spot load than B104, we began promoting music sweeps. We stopped the countdowns, with the exception of the 'Hot 10 At 10,' which runs every day. We still use a lot of Mike's philosophy, but we customized it to do what B104 wasn't."

Grabbing The Music Lead

Knowing that perception is reality, Ralph strived to continue leading the way on the hits. "My Assistant PD/MD Jim Payne and I made a conscious effort to be first with the hits. We became more current than B104, and stretched our appeal by adding in only a few recurrences, called 'New Golds.' They're updated and replaced quite often so as not to become stale.

"In addition, I formatted our talk sets instead of just having everyone talking just to be talking. A lot of this has to do with jock prep. I really believe the audience can tell if you don't have the situation in hand and under control. It's hard for them to feel secure about your sound if you come off tentative."

Rubbing Elbows With The Music

If you're out to be number one, you can't be shy about it, so self-motivation is a necessity. It would seem Ralph has no problems in this area. "I have a great staff with a lot of energy; they don't need to be prodded. We just had to establish winning hab-

Continued on Page 38

Heating Up The Town

As WMAR/Baltimore continues to establish itself, PD Ralph Wimmer explained his station's promotional positioning. "Our whole philosophy is not to tie ourselves into one promotion each book. We are doing a contest called the 'Hot Cash' contest, which is good for money for each title listeners can name out of the last ten played. We're also active in weekly club appearances." Other recent promotions included a "School Spirit" contest, a "Hi-Lo" game (listeners guessed the price of a Mitsubishi Mirage), as well as contests to win CD players and discs and a Honda ATC.

"I strongly believe in weekend promotions, and we've got one going every weekend. A recent 'Pick A Flick' weekend with a theater chain allowed the hourly winner to select the theater and movie. That brought us great response. But what we really like to do is roll out our 1941 Mack firetruck for personal appearances. Driving it down the road attracts a lot of attention, and it fits in so well with our Hot Hits identity.



"As we gear up for the spring, we look to increase our lead in participation with the March of Dimes Walkathon. Unlike other cities where there is usually one station acting as host, almost all of the stations play a part in this walk. Visibility will continue to be a key part in our growth in the coming books."



Mike Frazer



Davey Crockett



Pete Michaels



Mark Davis



Kym Landers



Tim Watts



Rick Thompson

B104 Looks For A Quick Turnaround

When Steve Kingston joined B104/Baltimore as PD, it was like a homecoming after spending a year at the helm of B94/Pittsburgh. This Baltimore-Washington native also has other PDships at WPGC/Washington and WYRE/Annapolis to his credit.

"I always seem to come back to this area because I understand it so well. This part of the country has some of the best CHR in America, and I like the challenge and professionalism of the broadcasters here. It always makes for a competitive situation."

Well, maybe things got a little too competitive, as the results of the Arbitron were made known. "I was a bit surprised," he admitted. "When you have a Hot Hits station that's had minimal impact for a year and a half, you begin to take them for granted. If anything, I usually give my competition too much credit, but this time I didn't give them enough."

Hungry To Win

"Finally, WMAR's format began to click in and they carried about half of our teens across the street. That's if you believe the results of only one book, which I find hard to accept. I don't think this is a 4.4 radio station; time will prove otherwise. Since I've been at B104, our Birches have never fallen below a 7 share, and all of our attitudinal and local research discredit the Arbitron results."

The numbers had to have come as a shock to the airstaff as well, but Steve seems to be leading an army of hard-chargers. "We all suffer the effects together. Our



morale is great and not one of us feels down because of the results. Each of them dug in his heels deeper to make sure we turn it all around. We're hungry to prove we're winners."

Continued on Page 38



Steve Kingston

Debuts February 25

AMERICAN MUSIC MAGAZINE



STARRING

RICK DEES

Radio stations can now make RICK DEES a part of their air-staff all week long.

"AMERICAN MUSIC MAGAZINE starring RICK DEES" . . . five one hour shows, one for each day Monday through Friday, every week. Ideal for drive time adjacencies, mid-days or early evenings.

Just as TV's Entertainment Tonight lets everyone know what's happening in the entertainment world, "AMERICAN MUSIC MAGAZINE starring RICK DEES" will let your listeners know what's happening day by day in the world of music . . . from Rick's vantage point in Hollywood—the record capital of the world.

You'll find out the WHO, WHAT, WHERE, WHY AND WHEN of videos, tours, new albums and new projects. Who's hot and who's not.

"AMERICAN MUSIC MAGAZINE starring RICK DEES" is filled with lots of music, Rick's ingenious wit, his irresistible charm and his entire cast of comedic characters who have made his week-end program a giant success. Drop-ins from the actual stars themselves will complete the program.

For station clearance information call our Washington, D.C. office at (703) 556-9870.

For national sales information call our New York office at (212) 869-7444.

The United Stations
AMERICA'S TARGET RADIO NETWORKS

New York • Chicago • Washington, D.C. • Los Angeles

Hot Hits

Continued from Page 36

its, and as a result, this is very much a team effort here. I'm the conductor of the orchestra, but if my jocks — the players — can't play their instruments, then we sound bad. When the numbers came out we held a little celebration. We feel we've won a battle, but not the war. We still have growth to go, so we aren't sitting back on our laurels.

"Jim also puts out an in-house weekly music memo to keep the jocks up to date on what's going on in the music industry — notes about the artists, upcoming albums, and anything else the audience might want to know. This contributes to everyone's on-air content a lot. We always feed information about our new adds, which allows the airstaff to familiarize the audience with the music faster. Our research program is designed to monitor what the active public wants to hear."

Keeping Mr. Mo On The Team

In any business situation, if you gain ground on the leader, then Mr. Mo (or Momentum to his close friends) has joined your side. The problem with Mo is that he's more fickle in his loyalty than a 12-14 female contest fanatic. Keeping Mr. Mo satisfied is no easy task.

Ralph noted that B104 is already toughening up its act for the next book. "It's obvious they're trying to make a comeback, but we aren't going to go away. (B104 VP/GM) Jim Fox and Steve Kingston are good competitors, so I don't discount their plans at all."

"WMAR has been undergoing a continuous reshaping process that began in the

"I'm the conductor of the orchestra, but if my jocks — the players — can't play their instruments, then we sound bad."
— Ralph Wimmer

spring and continued throughout the summer when we felt it start to jell. We have the momentum, and with our visibility, hungry attitude, and leadership role on music, we intend to keep it."

Ratings Box Score

Let's take a quick peek at the last four Arbitrons for B104 and WMAR, and their four most recent Birch monthlies. Who's really showing the true trend?

	Arbitron			
	Fall 83	Wntr 84	Sprg 84	Fall 84
B104	6.8	6.3	7.5	4.4
WMAR	2.8	3.1	3.4	4.2
	Birch			
	Aug/Sept	Sept/Oct	Oct/Nov	Nov/Dec
B104	7.0	7.9	7.1	7.9
WMAR	5.6	5.5	5.3	4.4

B104 Quick Turnaround

Continued from Page 36

Every Body's Business Is Our Business

I've got to credit Steve Kingston with coming up with a statement used to describe his situation at B94 when it was setting its sights to become the number one station in Pittsburgh. "We're in the body business," he told me then. And it seems as if he still is. "B104 is also in the body business. We want to be number one, to dominate all demographic cells. There has been very little format narrowcasting in the market, and to Ralph Wimmer's credit, he's done a good job with this approach. Now he's got to expand. This will be a real test."

Ralph indicated he's moved WMAR's presentation into a more personality-oriented direction. However, B104 has a good head start on him. "For instance, our afternoon guy, Willy B, has been with us almost from the beginning, so he's got a lot of market recognition. B104 also has a weekly 90-minute video show running on UHF-TV 54. We call it 'B-TV' which stands for Baltimore's Top Videos. Our on-air people are rotated as hosts, which takes us out of the realm of faceless personalities."

I told Steve that market observers have taken a few verbal swipes at B104's morning team of Brian & O'Brien. Steve was quick to defend them. "I'm very proud of Brian (Wilson) and Don (O'Brien). They'd never worked together before, so they were in a sense married into this team and have developed into a great act. It's like anything new that requires tight timing and

"Our game plan is longterm, and we don't plan to make any knee-jerk reactions to this book, just some objective observations."

— Steve Kingston

execution; it takes work. In fact their ratings suffered least of any daypart."

Longterm Game Plan

From some tapes I'd heard of B104, it seemed it was playing more oldies than some of the CHRs which saw increases this book, but Steve didn't see that as a critical factor. "I really don't think it had too much of an effect one way or another, although we may have to readjust our thinking in this area. Our game plan is longterm, and we don't intend to make any knee-jerk reactions to this book, just some objective observations. WMAR is going after the young end of our demographic envelope by narrowcasting, and we must try to protect that end without sacrificing our adults. I predict a quick turnaround for the spring book."

Showing Off Baltimore's Best

"Baltimore's Best, B104" is how the station bills itself, and PD Steve Kingston makes every effort to deliver nothing but the best in promotions. This past book, "we tried to be everywhere," he said. "We put money into TV spots, and we were heavily involved in the Prince phenomenon, giving away ten fantasy vacations to see Prince perform anywhere in the world. The station received lots of outside exposure from our Beach Boys 'Toys For Tots Concert,' which was a sellout at the Baltimore Civic Center."



"Coming up we'll be doing more TV commercials, giving away 104 trips to Disneyland, and kick off a bumper sticker campaign. B104 is and will continue to be a high-profile station. In this year's March of Dimes Walkathon we plan to be more visible than anyone else. There is no expense too great to insure the success of this station. Perception is reality, and B104 wants to make the best showing in Baltimore."

JAM PRODUCTIONS.

presents

INTO THE MUSIC!

The new CHR jingle excitement on...

WPLJ **HITRADIO 95**
New York

Call JAM Creative Productions in Dallas
(214) 526-7080



MORE FROM THE SWIMSUIT SECTION — KFRX/Lincoln recently held its "Battle Of The Sexes Swimsuit Competition." When it was time to pose with the winners, PD Tracy Johnson couldn't help but wonder what to do with his hands. He finally decided on an "over-the-shoulder" look, tie and all.



FOR ANIMAL LOVERS ONLY — Y108/Denver jumped to the aid of Denver's local Humane Society when the organization found itself running short on animal food. The morning "zoo crew" suggested that animal lovers drop off pet food at the studios on the way to work, and within three hours, over two and a half tons were deposited at the door. Smiling with all the kibble are (l-r) Y108 Zoo members Jon Duane, Chuck Buell, Con Schader, and Geina Horton.



WHAT A SONG — Jack Wagner toured the country in support of his EP, single "All I Need," and just-released single "Premonition." Here's Jack vidding with KCAQ (Q105)/Oxnard-Ventura PD Brian Thomas.

Motion

KITY/San Antonio welcomes Elvis Duran to nights... Harsha Ramayya is doing parttime air work at WYKS/Gainesville... New to Y107/Nashville are Mark Chase from KXX106/Birmingham, Chris Tyler from KZ103/Tupelo, MS, and Gary Jeff Walker from Crosstown KX104. Exciting Y107 is Dr. Dave, who can be reached at (615) 868-3999... John Stoner promoted to MD at WOMP-FM/Wheeling... Bonnie Knox leaves KOXR/Bakersfield to join KEZR/San Jose as MD/air personality... Bill Crews upped to MD at 94TYX/Jackson. "Rock America" Satellite Network's Freddie Mertz is the new AM personality at KDVV/Topeka, replacing Jay Roberts... At Q100/Allentown, Eddie Munster takes on Music Assistant duties, in addition to Promotion Director/on-air work... G100/Mobile's new lineup looks like this: the "G-Morning Crew" of Charlie Ocean & Scott O'Brian; midday personality, Carmen Brown, formerly of WBLX/Mobile; Production Director Tommy Brown, 1-4pm; afternoon host Amy, who's upped from evenings; overnighter Randy G. Rose, who moves to 8-midnight; and weekender Andi McGuire, who takes the overnight shift.

New Parallel One Reporters

A quick glance at the Parallel One Playlist pages will reveal some new logos and lists. These changes are the result of R&R's annual fall Arbitron ratings review.

Bear in mind that this is only a partial list of the changes to be made. The Parallel Two updates will be announced within the next couple of weeks. Since population shifts pushed the Columbus, OH 12+ metro over the 1,000,000+ mark, the market now becomes a P-1. Here are the new P-1s:



KEGL/Dallas
PD: Randy Brown
MD: Joe Folger
(817) 457-9700



Y108(KRXY)/Denver
PD: Robin Mitchell
Assistant PD: Beau Matthews
(303) 989-1075



KMEL/San Francisco
PD: Nick Bazoo
MD: Jack Silver
(415) 391-9400



KKRZ/Portland
PD: Gary Bryan
MD: Scott Drake
(503) 226-0100



WNCI/Columbus, OH
OPS Mgr: Harry Valentine
(614) 224-9624

P-2s that are now P-1s:



WMAR/Baltimore
PD: Ralph Wimmer
MD: Jim Payne
(301) 377-2222



ZZ99/Kansas City
PD: Jim Collins
MD: Kim Welsh
(913) 384-9900



92X/Columbus
PD: Adam Cook
Asst. PD: Joel Kelly
(614) 221-7811

Note: KNBQ/Tacoma-Seattle is now a P-2 reporter; WPHD/Buffalo is no longer a CHR reporter.

TOTAL: 241 CHR Reporters



WHAT DO YOU THINK ABOUT PREMARITAL SEX? — WPST/Trenton gave away 85 Cabbage Patch dolls in a recent fundraiser for a community hospital. Here's WPST midday man Jay Sorenson getting some reactions from the "adoptees."



STRUTTIN' IN SAN ANTONIO — Sheena Easton met with San Antonio radio folks after a local show. Smiling backstage are (l-r) KITY Programming Assistant Rhonda Bollenberg, KITY personality Rick Upton, KONO jock Chris Kelly, Sheena, and KITY Promotion Director Charisse Pappas.



AND NOW FOR A REALLY FUNNY GUY — Entertainer Milton Berle recently visited with WGCL/Cleveland's Hutch In The Morning for fun, games, and more fun.

Bits

• **Who's That Star?** — WLS-AM & FM/Chicago will be awarding lucky listeners over \$40,000 in cash during the next few months in its "Secret Celebrities Contest." Celebrities from all over the world will be singing the WLS jingle. Each day, beginning with Larry Lujack's morning show, a "jingle singer" will debut while various air personalities give clues regarding his/her identity. Upon announcement, the 15th caller will be picked to guess the secret identity. An incorrect guess boosts the \$1000 minimum jackpot by \$100.

• **Have I Got A Deal For You** — KRBE-AM & FM/Houston, in conjunction with a local jeweler, will be giving away Longines/Wittnauer watches valued at up to \$375 each to listeners who weren't happy enough with their Christmas loot and would "rather have a Longines!" A timely promotion.

• **Here's Lookin' At You, Ronnie!** — KEARTH/Los Angeles honored the results of the Presidential elections by giving away inauguration posters featuring a painted-portrait-turned-poster of President Ronald Reagan. The posters were awarded every hour, and all a lucky listener had to do was call in to win.

• **One Last Laugh In 1984** — KMEL/San Francisco honored 1984 with a guffaw when it sponsored a "Holiday Comedy Extravaganza," featuring some of the funniest comedians on the circuit today. The event was held at Wolfgang's, a local comedy club, and hosted by KMEL's Howard Hoffman, who drew the curtain on all kinds of humor. Listeners were treated to drinks, favors, and a helluva lot of laughs.



STAYING IN TOUCH — RCA's Daryl Hall & John Oates visited with the KMEL/San Francisco staff and contest winners after their recent performances in Oakland. Shown here (l-r) MD Jack Silver, winner Tish Ciolino, Promotion Director Julie Bruzzone, Hall, winner Lisa Luce, Oates, winner Denise Lombardi, and station photographer Jim McVicker. In front are (l-r) KMEL air personalities Sonny Joe Fox and Howard Hoffman.



105 ALBUMS, JUST FOR YOU — WKAU/Kaukauna, WI invited listeners to keep track of the 105 songs in its year-end countdown in order to win 105 albums. In less than a week, 1895 entries arrived for review. Sitting among the albums are (clockwise, from left) WKAU PD Ron Ross, winner Jenny Schlag with sister Chris and mother Donna, and WKAU MD Kim Bradleigh.



STEVE FEINSTEIN

GROWING UP WITH UPPER DEMOS

The Format Comes Of Age

This was the sweep that swept away AOR's doomsayers. After enduring growing pains, AOR has begun to grow up. Continuing to shed teens, it's emerging as the dominant format for attracting young adult males.

The figures indicate that AOR has made great strides in repositioning itself away from a 12-24 skew into an 18+, truly adult format. The evidence lies in examining rated markets with AORs, where the format is #1 with:

- 18-34 adults in more markets (57%) than any other format.
- 18-34 males in more markets (83%) than any other format.
- 25-34 males in more markets (60%) than any other format.
- 25-49 males in a third of the markets surveyed, including "Top 10" cities such as Philadelphia, Boston, and Detroit.

This last statistic is a particularly pleasing development. AORs with outstanding 25+ strength are essentially pulling the numbers of a male-skewed A/C station. As their loyal, adult audience grows up, tenured AORs grow with it by offering musical depth and variety, along with stressing market heritage.

Format flight has left the AOR ranks shrunken but stronger, with smaller 12+ shares but almost universally sturdier demos. The AORs which have stood their ground are now cashing in on their commitment with more saleable demos. May they keep on rocking... all the way to the bank.

Format Scorecard

	Fall '84	Spring '84	Fall '83
AORs Surveyed	141	192	156
Surveyed Markets w/AORs (standard/condensed)	100 (95/5)	142 (123/19)	105 (101/4)
12+ Scores	50% down (71) 45% up (64) 3% flat (4) 2% debut (2)	46% down (89) 47% up (91) 4% flat (7) 3% debut (5)	57% down (57) 39% up (61) 3% flat (5) 1% debut (1)
#1 Market Shares	14	24	12
Markets With AOR #1 in 18-34 Adults	57% (57)	44% (63)	50% (53)
Markets With AOR #1 in 18-34 Males	83% (79)	71% (87)	83% (84)
Markets With AOR #1 in 25-34 Males	60% (57)	46% (57)	(not available)
Markets With AOR #1 in 25-49 Males	33% (31)	(not available)	(not available)
Markets With AOR #1 in Teens	16% (15)	24% (30)	36% (36)

All figures refer to Arbitron metro survey areas, Monday-Sunday, 6am-midnight. Stations with market-leading shares have 12+ figures in bold.

First or second-place showings in cum and key demos are indicated. Italics signify a tie for the position. Under-the-line signals are included in determining a station's rank. Since condensed markets contribute demo figures only for 18-34 adults, amount of markets used in figuring performance percentages for that demo is larger than in other demos.

Consulted stations are noted by (A) for Burkhart/Abrams/Michaels/Douglas & Associates; (B) Gary Burns; (F) Frank Felix; (BP) Beau Phillips; (P) Jeff Pollack Communications; (S) John Sebastian. Co-consultations are also noted.

Stations indicated as such were consulted during the fall '84 Arbitron ratings period. Stations may have begun or terminated consultation since then.

A station that also appears under the line in a neighboring market (e.g., KFOG/San Francisco and KFOG/San Jose-San Francisco) contributes figures only from its primary market towards the format scorecard.

Fall '84 Station Stats

Station/Market	12+	Cum	Adults				Teens								
			18-34	18-34	25-34	25-49									
WPYX/Albany (A)	12.5-11.8	—	1	1	1	1	2	WXKE/Fl. Wayne	9.2-9.7	—	1	1	2	—	2
WQBK-FM/Albany	3.1-3.6	—	—	2	2	—	—	KKDJ/Fresno (A)	10.1-11.1	—	1	1	1	1	1
KFMG/Albuquerque (P)	10.2-6.4	—	2	2	2	—	—	WRUF-FM/Gainesville (P)	14.8-16.9	1	1	na	na	na	na
KWXL/Albuquerque (A)	5.2-5.7	—	2	2	2	—	—	WLAJ-FM/Grand Rapids (A)	11.8-9.9	—	1	1	1	2	2
WZZO/Allentown (A)	11.3-9.2	1	1	1	1	1	2	WCKN/Greenville-Spartanburg	5.9-4.5	—	—	—	—	—	—
KNAC/Anaheim-Long Beach	5.4	—	—	—	—	—	—	WTPA/Harrisburg (A)	11.4-13.3	2	1	1	1	1	1
KWHL/Anchorage (P)	17.3-15.1	2	1	1	1	1	2	WHCN/Hartford (A)	5.8-6.7	—	2	1	2	—	2
WAPL/Appleton	9.5-13.5	2	1	1	1	2	2	WCCF-FM/Hartford	3.8-4.7	—	1	—	—	—	—
WKLS-FM/Atlanta (A)	6.9-6.7	—	—	2	—	—	—	KPOL/Honolulu (A)	9.6-11.1	—	1	1	1	1	2
KLBJ-FM/Austin	14.4-8.8	—	—	1	2	—	—	KSRR/Houston (P)	5.5-5.3	—	—	1	2	—	—
WIYY/Baltimore (A)	6.9-8.0	2	1	1	1	1	2	KLOL/Houston (A)	5.8-4.8	—	—	—	1	—	—
WHFS/Baltimore-Annapolis	6-1.1	—	—	—	—	—	—	WFBO/Indianapolis (A)	9.6-11.3	—	1	1	1	1	—
WGRX/Baltimore (S)	5-7	—	—	—	—	—	—	WFYV/Jacksonville (A)	14.9-11.4	—	1	1	1	1	—
WBCN/Boston	8.6-8.4	—	—	—	—	—	—	WZXY/Johnson City	2.6-1.5	—	—	—	—	—	—
WAAF/Boston-Worcester	1.9-2.6	—	1	1	1	1	—	KYYS/Kansas City (A)	5.9-5.8	—	1	1	1	—	—
WGRQ/Buffalo (A)	5.8-5.2	—	1	1	2	—	—	KKCI/Kansas City (P)	3.0-2.7	—	—	—	—	—	—
WIZN/Burlington	4.0-4.1	—	na	na	na	na	na	KCFX/Kansas City	1.5-1.3	—	—	—	—	—	—
WOOS/Canton	10.6-8.1	—	1	1	1	2	—	WIMZ/Knoxville (A)	18.6-15.8	2	1	1	1	—	1
WOWE/Chattanooga	2.4-2.3	—	—	—	—	—	—	KOMP/Las Vegas (A)	9.3-10.4	2	1	1	2	—	2
WLUP/Chicago	2.8-3.1	—	2	1	—	—	—	WKQQ/Lexington	12.2-13.2	—	1	1	1	1	1
WXRT/Chicago	2.4-2.6	—	—	2	1	—	—	WMJX/Little Rock	11.4-9.6	—	2	1	2	—	1
WMET/Chicago	2.9-2.3	—	—	—	—	—	—	KLOS/Los Angeles (P)	3.5-3.7	—	2	2	2	—	—
WEBN/Cincinnati (P)	8.0-8.7	—	1	1	1	1	—	KMET/Los Angeles (A)	3.1-3.2	—	—	—	—	—	—
WSKS/Cincinnati	3.6-4.0	—	—	2	—	—	—	KROQ/Los Angeles	2.8-2.5	—	—	—	—	—	—
WMMS/Cleveland (P)	10.4-10.9	1	1	1	1	1	2	WOMF/Louisville	10.5-10.3	—	1	1	1	2	2
KILO/Colorado Springs	12.0-13.1	2	1	1	1	1	2	KFMX-FM/Lubbock (A)	12.4-9.5	—	—	1	—	—	2
WLVO/Columbus (A)	12.6-14.9	1	1	1	1	1	1	WIBA-FM/Madison (F)	11.3-10.1	—	7	1	2	—	2
KNCN/Corpus Christi	11.3-11.3	—	2	1	2	—	2	KRIX/McAllen-Brownsville (B)	5.0-7.9	—	—	1	2	—	—
KTXQ/Dallas (A)	4.0-4.3	—	—	1	2	—	—	WZXR/Memphis (A)	10.0-7.2	—	—	2	—	—	2
KZEW/Dallas (P)	4.5-2.9	—	—	—	—	—	—	WSHE/Miami-Fl. Lauderdale	3.0-3.8	—	2	2	2	—	—
WRKI/Danbury (A)	11.2-11.8	1	1	na	na	na	na	WCKO/Miam-Fl. Lauderdale	1.7-1.8	—	—	—	—	—	—
WTUE/Denver (A)	13.6-11.5	—	1	1	1	1	2	WQFM/Milwaukee (P) (S)	7.2-8.6	—	1	1	1	2	1
KBCO/Denver-Boulder	4.0-4.5	—	1	1	2	1	—	KQRS-FM/Minneapolis (P)	6.2-6.5	—	—	1	—	—	—
KAZY/Denver	4.2-4.4	—	—	1	1	1	—	KTCZ/Minneapolis	2.4-3.2	—	—	—	—	—	1
KBPI/Denver (P)	4.4-4.1	—	—	—	—	—	—	WZEW/Mobile	1.2-1.3	—	—	—	—	—	—
KGGO/Des Moines	17.4-18.3	1	1	1	1	1	1	KFIV/Modesto	9.6-11.4	—	7	1	2	1	2
WRIF/Detroit	5.7-5.6	—	1	1	1	1	—	WKDF/Nashville (A)	9.5-10.2	—	1	1	1	—	2
WLLZ/Detroit	4.2-3.9	—	—	2	—	—	—	WNEW-FM/Nassau-Suffolk-N.Y.C (A)	3.0-4.0	—	2	1	1	—	—
KLAQ/El Paso (A)	11.1-10.6	—	2	1	2	—	—	WBAB/Nassau-Suffolk	3.2-3.9	—	—	2	—	—	—
KZEL/Eugene (A)	14.5-14.2	2	1	1	1	1	2	WLRN/Nassau-Suffolk	1.7-1.5	—	—	—	—	—	—
KZAM/Eugene	4-4.3	—	—	2	2	—	—	WRCN/Nassau-Suffolk (P)	6-1.4	—	—	—	—	—	—
WWCK/Flint (A)	18.1-11.9	2	2	1	2	2	1	WPLR/New Haven	6.8-6.0	—	2	2	2	2	2
								WNEW-FM/New York (A)	3.1-3.9	—	2	1	2	—	—

Fall '84 Station Stats

Station/Market	12+	Cume	Adults	Men	Men	Men	Teens
			18-34	18-34	25-34	25-49	
Continued from Page 40							
WNOR-FM/Norfolk	10.3-8.0	2	1	1	1	1	—
KATT-FM/Oklahoma City (P)	10.9-9.8	—	1	1	1	2	—
KEZO/Omaha (A)	12.2-14.2	—	1	1	1	7	2
WDIZ/Orlando (A)	10.9-7.9	—	1	1	1	—	—
WWCT/Peoria	7.4-10.3	—	2	1	1	1	2
WMMR/Philadelphia (A)	6.2-5.9	—	1	1	1	1	—
WIOQ/Philadelphia	4.3-3.7	—	—	—	2	—	—
WYSP/Philadelphia (P)	3.7-2.9	—	—	—	—	—	—
KUPD/Phoenix	5.4-7.1	—	1	1	1	—	2
KDKB/Phoenix (P)	7.4-4.1	—	—	2	—	—	—
KSTM/Phoenix	1.7-.8	—	—	—	—	—	—
WDVE/Pittsburgh (A)	7.9-7.9	—	1	1	1	1	2
WYDD/Pittsburgh	2.2-1.8	—	—	—	—	—	—
KINK/Portland	5.9-6.8	—	1	1	1	1	—
KRCK/Portland (P)	4.8-4.1	—	—	2	2	—	—
KGON/Portland (A) (F)	5.3-3.5	—	—	—	—	—	—
WHJY/Providence (P)	9.9-9.8	—	1	1	1	2	1
WBRU/Providence (A)	3.3-3.3	—	—	2	2	—	—
WXLP/Quad Cities	10.3-11.8	2	2	1	2	—	2
KFMH/Quad Cities	1.3-1.7	—	—	—	—	—	—
WRDU/Raleigh-Durham (A)	*-6.7	—	2	1	1	2	—
KOZZ/Reno (A)	12.1-16.1	1	1	1	1	1	1
WRXL/Richmond (P)	8.7-8.8	—	2	1	1	2	—
KMET/Riverside-L.A. (A)	2.8-3.7	—	—	2	—	—	—
KLOS/Riverside-L.A. (P)	3.0-3.6	—	2	—	—	—	—
KOLA/Riverside-San Bernardino	2.3-2.3	—	—	—	—	—	—
KCAL-FM/Riverside-San Bernardino	3.2-1.5	—	—	—	—	—	—
WCMF/Rochester (P)	11.6-8.8	—	2	1	1	2	—
KZAP/Sacramento (A)(P)	8.3-7.5	—	1	1	1	2	—
KSHE/St. Louis (P)	8.8-12.0	2	1	1	1	2	1
KMBY/Salinas-Monterey	3.2-3.1	—	—	—	—	—	—
KRSP-FM/Salt Lake City (F)	8.9-7.1	—	1	1	—	—	2
KCGL/Salt Lake City	1.2-2.5	—	—	—	—	—	—
KISS/San Antonio (P)	6.3-7.1	2	1	1	1	—	1
KXZL/San Antonio (B)	7.4-6.4	—	—	2	—	—	2
KESL/San Antonio	.7-1.1	—	—	—	—	—	—
KGB/San Diego	9.2-8.9	2	1	1	1	2	2
XTRA-FM (91X)/San Diego	4.4-4.8	—	—	2	—	—	1
KFOG/San Francisco (A)	1.9-2.6	—	2	1	1	—	—
KRQR/San Francisco	1.8-2.2	—	—	2	—	—	—
KQAK/San Francisco	1.6-1.7	—	—	—	—	—	—
KOME/San Francisco-San Jose (P)	1.5-1.7	—	—	—	—	—	—
KSJO/San Francisco-San Jose	1.3-1.3	—	—	—	—	—	—
KOME/San Jose (P)	4.9-4.6	—	1	1	—	—	2
KSJO/San Jose	4.2-3.5	—	—	—	—	—	—
KFOG/San Jose-San Francisco (A)	.7-2.7	—	—	2	1	2	—
KTYD/Santa Barbara	14.6-12.1	1	1	na	na	na	na
KVRE/Santa Rosa	2.3-4.4	—	—	na	na	na	na
KISW/Seattle	4.7-5.4	—	2	1	2	—	2
KZOK/Seattle	3.2-2.5	—	—	—	—	—	—
KEZE/Spokane (BP)	8.7-9.7	—	1	1	1	2	2
WAQY/Springfield, MA (F)	8.9-8.7	2	1	1	1	1	2
WAQY/Syracuse	12.3-7.4	—	—	2	2	2	2
WYNF/Tampa	7.5-6.7	—	2	1	2	—	2
WIOT/Toledo (A)	9.1-11.2	—	1	1	1	1	2
KWFM/Tucson (P)	6.8-6.0	—	2	2	2	—	—
KLPX/Tucson (B)	7.7-6.1	—	—	—	—	—	—
KMOD/Tulsa (P)	7.8-7.7	—	2	1	2	—	2
WWDC-FM/Washington (A)	5.3-5.8	—	2	1	2	—	—
WFHS/Washington-Annapolis	1.7-1.6	—	—	—	—	—	—
WKQR/West Palm Beach (S)	2.9-2.5	—	—	—	—	—	—
KICT/Wichita (A)	11.5-10.0	—	2	1	1	2	2
WEZX/Wikes Barre-Scranton (A)	6.9-7.1	—	1	1	1	—	—
WAAF/Worcester	13.4-11.8	1	1	1	1	1	1

SEGUES

WWET/Lafayette, IN switches from A/C to a tight AOR approach as WLZR ("Lafayette's Laser"). Kay Bradley is PD and can be reached at (219) 583-3000.

John Hutchinson named KLPX/Tucson MD as Bryan Miller steps down to concentrate on his morning duties . . . Russ Mottla upped to WAAF/Worcester MD.

WLLZ/Detroit ups Jerry Lubin to overnights and John O'Leary to mid-days.

Bob Jenkins joins KRQR/San Francisco as Promotion Director.

Larry Moffitt will be consulting WZZQ/Terre Haute and KFMZ/Columbia, MO.

Scott Loftus, ex-WMET/Chicago, is looking for airwork at (312) 461-8233.

Consultants Report Card

The big story on the consultancy front was an impressive sweep for Burkhart/Abrams/Michaels/Douglas & Associates clients. It appears that the firm's advice to emphasize upper demos through "quality rock" and being more selective with heavy metal has been well-heeded. A smaller percentage of clients' 12+ shares rose than did last spring, when two-thirds of B/A/M/D stations were up, but this time the group notched an even higher ratio of first-place showings in all key demos. Most notably, over half of all AORs that placed #1 in men 25-49 were Superstars stations. The group also racked up seven #1 12+ shares.



Lee Abrams



Dwight Douglas



Jon Sinton

Consultant	Stations	12+	#1's Adult Adult 18-34	#1's Men 18-34	#1's Men 25-34	#1's Men 25-49
B/A/M/D	43	47% up (20) 47% down (20) 5% flat (2) 2% debut (1)	60% (26)	83% (35)	64% (27)	38% (16)
Burns	3	1 up 2 down	0	1	0	0
Felix	4	4 down	3	3	1	1
Phillips	2	2 up	1	2	1	0
Pollack	26	38% up (10) 62% down (16)	38% (10)	60% (15)	44% (11)	12% (3)
Sebastian	3	2 up 1 down	1	1	1	0



HERE COME THE JUDGES — The panel of judges for WKLS/Atlanta's "Home Cookin' IV" album were (l-r) Capitol's Stan Gleason, Brass Ring Productions' John Itsel, PolyGram's David St. John, Al Moss of the Wynn Jackson Organization, Judy Leonard of the Atlanta Songwriters Association, Landslide Records' Pam Kent, PD Alan Sneed, EMI America's Chris Hensley, Geoff Parker of Georgia State University, and MCA's Jay McDaniel. Proceeds from the album go to area charities.

STRETCHING IT — Champagne and a chauffeur-driven limo made two CHOM/Montreal contest winners' trip to see the band Parachute Club smooth and easy. From left, the winners, morning man Terry di Monte, and the driver.



UNTOUCHABLES NEST AT KNAC — KNAC/Long Beach sponsored an Untouchables concert at an area college. Mugging it up are (l-r) a band member, GSM Nicki Randolph, three of the Untouchables, station personality Roland West, PD Jimmy Christopher (standing), and three college representatives.

Adult/ Contemporary



RON RODRIGUES

WINNERS PT. 1

KOST: Cracking The Tough Nut

Los Angeles

Here is radio's land of opportunity. For entertainment professionals of all kinds, it's where dreams can come true. This is the broadcast playground of greats, near-greats, and those who simply want to appear great. Very few in this business don't have a longing to work in Southern California; it's the land of the \$2000 one-minute spot; where each rating point is worth two and a half million dollars; and where each format sinks three, four, even five stations deep.

But woe to the adult programmer. When modern A/C came into being in the '70s, the format found about as much success here as Dan Marino did in Palo Alto. Even the legendary KMPC never enjoyed the degree of popularity its fraternal brothers such as WGN/Chicago or KDKA/Pittsburgh did. From way back, aggressive Top 40 and CHR programmers fought each other for the adult market, leaving only crumbs for the A/C's. At the same time, many of the A/C's were making only halfhearted, and often ill-fated, attempts at the format.

KOST Soars

Here, however, is a station that's continuing to make a concerted drive towards 25-49 dominance in L.A. KOST has a near-seven share among those adults, the first to seri-



Jhani Kaye



Liz Kiley

Chris Roberts



M.G. Kelly

Ted Ziegenbusch

Ratings Race

Los Angeles
12+ population: 8,303,600
Rank: 2

	F83	SM84	F84
KOST	@3	@4	@7
KMGG	@3	@3	@4
KHTZ	@3	@3	@2*
KFI	@3	@2	@2*

Source: Arbitron, Mon-Sun, 6a-Mid, MSA 25-49 adults. Shares are rounded off. Asterisk (*) indicates tie figure.

KFI: Big Ship In Shallow Waters

No matter what its ratings, no matter what its format, KFI is a big station. As a Class I-A clear-channel at 640 kHz, the station has been heard in Norway, Australia, and South America. It is easily received, without fading, in a 700-mile radius around Los Angeles.

Turning that signal into success, however, has never been easy. Now an A/C, KFI was CHR between 1977 and 1983 (before then it was MOR). In all of its format permutations, the station ran second, or worse, to some other outlet. Now with just over a two-share among adults, OM/PD Jhani Kaye and his associates are searching for ways to keep contemporary music on AM with successful results.

One move he has so far resisted is simulating the veteran KFI morning team of

ously challenge (CHR) KHIS for the lead in that demo. More impressive, however, is that it's the first A/C FM to rank among L.A.'s top five stations.

In the fall of 1982, the Cox outlet placed third among three Beautiful Music stations. Looking to change, KFI/KOST PD Jhani (pronounced "Johnny") Kaye recounts, "There were no big niches in L.A. except for Urban, which the company wasn't in-

service aspects to the programming, and his reply was cautious. "By no means have we found all the answers; we're continually considering all kinds of new elements for the station."

VP/GM Don Dalton then announced that Kaye will be spending much less time with the AM. "I'm going to pull Jhani off the AM as PD but still have him manage the programming operations of both stations. He'll have a PD for the AM, but as I see the FM getting more successful, I'd rather have him spending more time with that facility. I think there's even more potential than that 4.4 we received."

Indeed, even with KFI's modest numbers, its combo figures with KOST make it one of the strongest influences in adult radio in Los Angeles.



interested in pursuing. We did see the slightest opening in the A/C market. Our timing happened to be excellent, because KNX-FM (now KKHR) abandoned its (mellow rock) format in favor of CHR, and handed one large chunk of audience away. At the same time, (A/C) KHTZ changed programmers, which greatly affected the station... its sound hardened. Suddenly, that small opening became a large one, and here we were

Music Monitor

Here's a sample midday hour of KOST/
Los Angeles:

"Heart Of Gold" — Neil Young
"Out Of Touch" — Hall & Oates
"Babe" — Styx
"Caribbean Queen" — Billy Ocean
"Taxi Dancing" — Rick Springfield
"Have You Never Been Lellow"
— Olivia Newton-John
"I Want To Know What Love Is" — Foreigner
"Up On The Roof" — James Taylor
"What About Me" — Rogers, Carnes, Ingram
"Mrs. Robinson" — Simon & Garfunkel
"Careless Whisper" — Wham!
"Open Arms" — Journey
"Stuck On You" — Lionel Richie

Virgin Material

I wondered if playing somewhat bouncy material such as "Like A Virgin" was consistent with that "soft hits" image. "We did play 'Like A Virgin,'" he said, "mainly because it was simply such a huge hit here — number one for seven weeks. When a record is that huge and you know that the 25-49 year-olds are aware of it, it's difficult not to play it, even on an A/C in Los Angeles."

The native Californian admitted his station probably has a more ethnic tinge to it than most soft stations. He pointed out that co-owned WSB-FM/Atlanta, also consulted by Mary Catherine, is more Country-flavored. He also emphasized that artist image has little to do with music selection. "A release by a well-known A/C artist is not an automatic for us. On the other hand, I have no qualms about playing an artist that might have a problem image, assuming it fits our sound. I'll even play Duran Duran, if they release a ballad and I believe it will be a hit record."

Climbing The Bandstand

Highly-visible during the fall book was a testimonial commercial from pop godfather Dick Clark. Said Jhani, "We used Dick for two reasons: he made the station credible because he is so credible among listeners. He has such widespread demographic appeal, and he ranks among the five most-remembered images on television. Secondly, we wanted him to deliver the message that anytime was the right time to listen to

Continued on Page 43

KOST: Cracking The Tough Nut

Continued from Page 42

KOST. There had seemed to be a misconception that you had to be in the mood to relax to listen to the station. I wanted to get the message across that KOST is both a background and foreground station. It really depends how loud you turn up the radio."

Asked if the station's former Beautiful Music format contributed to that "background" image, Jhani said, "More than that, I think the term 'soft' is sustaining that image. We use the word 'soft' on our outside advertising because we found that it's the best term. For us, it works better than 'mellow' or 'easy.' On-air, we use it only once per hour. On the TV spot, Dick uses the term, but not when directly describing the station. He'll say, 'KOST plays



Mike Sakellarides David K. Jones Jan Marie Bryan Simmons

soft hits from such artists as . . . ' but not as a slogan reference."

In its efforts to pull in cume, KOST has a tremendous advantage in that it's adjacent to a station with a weekly cume of two million people. "I love being right next to KIIS on the dial. They're at 102.7 versus our 103.5. The two of us share quite a bit of music, and if people don't have presets on their radio, listeners often reach us before they get to KIIS."

All In The Family

Kaye cited his airstaff for contributing towards that "foreground" image. "They know how to say things concisely without eating a lot of time, and they are certainly not just card-readers. Additionally, I've

never seen a station with such a family atmosphere as we've got. The people around here have a genuine liking for each other, and that charisma comes across on the air." He also announced the station's first on-air change since its inception. Veteran M.G. Kelly has been appointed the station's new morning man, replacing David K. Jones, who will stay as Production Director.

Does management at KOST have higher sights? "At the beginning, the company told me that a 2.7 with the right demographics would be fine. They said that a 3.0 would be heaven, so with a 4.4 are we higher than heaven? I'm so proud that we're actually beating KIIS in some of the adult demos where they were so strong."

LETTERS

Date Nutt DJ

Dear Ron:

I read with interest your column about important dates to remember this year (R&R 1/18). As Advertising & Public Relations Director and on-air personality, I found it useful in planning my promotions and airshifts for '85.

I was shocked, however, to discover the most important day of the year missing from your list! (No, not September 1, Emma M. Nutt Day, which honors the first woman telephone operator.) The date is April 26, National Disc Jockey Day: to recognize, laud and honor the profession of radio personalities in the industry.

I will be glad to send you more for next year's calendar, but I felt this needs to be known in '85.

Keith Carson
WRFM/New York

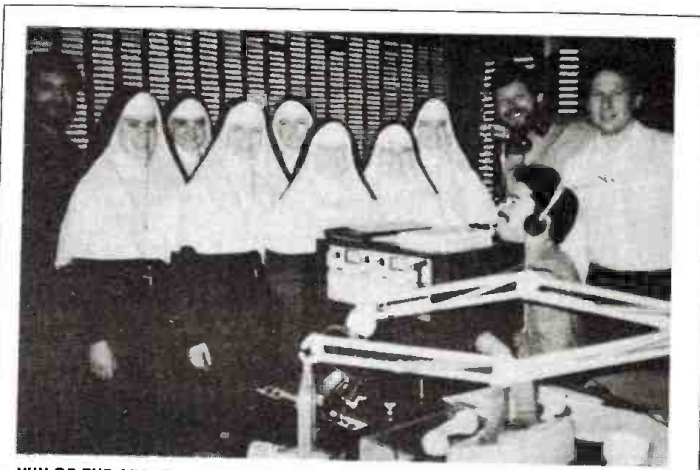
Editor's note: I'd vote for a national holiday, but disc jockeys would have to work it anyway.



DOLLS FOR DOLLARS — WFOX/Atlanta Program Manager Dennis Winslow presented a special guest on air recently to raise money for local hospitals. Roxie Trixie was one of 100 cabbage kids auctioned, raising \$7,000.



WWMJ ROCKIN' ANNIVERSARY — More than a thousand guests gathered to celebrate WWMJ/Bangor's first anniversary at an oldies dance hosted by RKO's Dick Bartley. Money raised at the event benefitted the local Ronald McDonald house. Shown are WWMJ staffer Judy Michaels and Bartley.



NUN OF THE ABOVE — A very dignified group of women joined a somewhat less dignified group of men over the holidays. It happened at B100/San Diego, where these singing nuns appeared to promote their Christmas album. Flanking the angelic vocalists are (l-r) "B-Morning Zoo" members Rich Brother Frank Anthony, Rich Brother/PD Bobby Rich, Scott Kenyon, and Pat Gaffey.



CAN'T WEIGHT FOR MORE — WTRX/Flint knew it had something big on its hands when Tom "Meal" Mason was hired to handle afternoon drive. To introduce him to the market (not the supermarket, the radio market), Tom lunched at 30 area restaurants his first 30 days on the air. The all-consuming campaign was backed by billboards (above). Shown in inset is Tom. The town reportedly ate it up!

Progress

KIFM/San Diego welcomes back Art Good for morning drive duties on weekdays, and "Lites Out" jazz on weekends. . . . WCCO/Minneapolis

Lou Holtz for commentaries . . . Bobby Ellerbee joins WEZL/Miami for PM drive from WEZS/Richmond . . . WBZ/Boston welcomes Tom Bergeron for weekend talk from local TV. Also joining is engineer Peter Swanson as studio crew chief . . . Steve Edwards joins WSNY/Columbus for middays and production from crosstown WNCI.

WFBR/Baltimore's new MD is Bob Moke. He replaces Andy Szulinski, who segues to PolyGram for local promotion . . . Kelly McCoy is now doing afternoons at WSB-FM/Atlanta from crosstown WQXI . . . K101/San Francisco picks up Kelly McCormick for overnights from KJ103/Oklahoma City . . . 2WD/Norfolk names PM drive personality Bill Campbell Asst. PD . . . Steve Austin and Mark Stahr are new weekenders at WRKA/Louisville . . . KGOR/Omaha morning man Dave Winger has left the station. Sliding in is Jeff Spurgeon from middays, while Jack Swanda moves up to middays from PM drive . . . Julio Flores is doing weekends at KSMA & KSMI/Santa Maria, CA . . . Pat O'Neill joins WNLT/Minneapolis from WGMN/Madison.

KEYI/Austin MD Chris Alan segues to sister station KNOW, and is replaced by Steve Jacobs . . . KLMS/Lincoln hires Brad Williams for news from WFYE/Rockford . . . Congratulations to KWAV/Monterey, CA MD Michael Reading on his promotion to PD . . . Bob Simpson is WBT/Charlotte's new morning man, from KIMN/Denver . . . Hats off to WMAJ & WXLN/State College, PA on their 40th and 20th birthdays, respectively. The stations would like to hear from former employees . . . Mike Rancourt is the new MD at WUPE/Pittsfield . . . KEEZ/Mankato, MN promotes Jo Guck Bailey to Sales Manager.



SURFIN' P-A — Mike Love joined WSNJ/Philadelphia for an intimate concert at Veterans Stadium. Shawn flanking Love are WSNJ air personalities Don Cannon and Hy Lit.



SPIDERS & SHIRTS — WYNY/New York morning man Dan Daniel and Spiderman recently bestowed each other with gifts. The station had awarded a cheesecake to a listener who also works at Marvel Comics. Spiderman found the cake so delicious that he visited Daniel and gave him a T-shirt in return.

AN EXCLUSIVE CONTEST FOR RADIO, OPEN TO ALL PROGRAM DIRECTORS AND MUSIC DIRECTORS...

Vision Quest

Louden Swain is eighteen years old, a member on the Thompson High Wrestling Team, and has but one Vision Quest... to lose 23 pounds and beat the toughest wrestler in Washington State!

But the toughest wrestler in the state is a human battering ram named Brian "Shute" from Hoover High, who works out with a seven-foot length of telephone pole between his shoulders and weighs 168 pounds.

His coach thinks he's crazy. His friends are less complimentary. They predict that Loudon will wind up in

ABOUT THE FILM...

traction "from his eyeballs down!"

It takes Loudon's self-appointed "half-Indian spiritual advisor," Kuch to put his pal's problem in perspective. Loudon, he claims, is on a Vision Quest, an attempt to gain communion with the Everywhere Spirit and find his place in the Eternal Circle.

Louden's sole distraction is Carla, a 21 year-old art student en route from Trenton, N.J. to San Francisco, who

has stopped in Spokane just long enough to buy a used car...and get ripped off by the dealership which employs Loudon's father.

Coming to her defense costs the senior Swain his job. Offering a roof over her head, while the relic is being repaired, puts Loudon in agonizing proximity to his first love...and fantasies of sexual fulfillment.

Louden is about to discover the difference between virginal fantasies and joyous reality. That, too, he will know is a form of Vision Quest...

PROVIDE THE CORRECT ANSWER TO THE QUESTIONS BELOW:

- Louden Swain is a _____ before his encounter with Carla.
- What is the name of the song on the album sung by the "RED ROCKER"?
- What song does Paul Weller sing lead vocal on? (Until now this song was only available as an English import.)
- Louden Swain's self-appointed, best friend is half _____
- What was the first single released from the Vision Quest album?
- In Madonna's song "GAMBLER," she states, "You can't stop me _____"
- Louden Swain must lose 23 pounds in order to _____ and wrestle against Brian "Shute."
- Louden was thought to be the _____ in the wrestling match between he and "Shute."
- Louden's coach and friends predict that he will end up in traction from his _____ down.
- The former drummer and lead singer of the Eagles sings on what track from the album?
- What is the name of the High School that Loudon Swain is wrestling for?

**MAIL COMPLETED ENTRIES TO:
 VISION QUEST CONTEST
 c/o Radio & Records
 1930 Century Park West
 Los Angeles, Ca. 90067
 ALL ENTRY FORMS MUST BE
 RECEIVED BY MIDNIGHT,
 MONDAY, FEBRUARY 25, 1985.**



Win a Sony portable compact disc player with battery pack...a complete set of the Geffen compact disc catalog...or a compact disc of Vision Quest!!!

By reading the summary of the film above, listening to the soundtrack and correctly filling in the answer to the 11 questions listed here, every P.D./M.D. will receive the compact disc from the soundtrack to the Warner Bros. Motion Picture "VISION QUEST."

These compact disc winners will be eligible for the Grand Prize drawing in which 5 Sony Portable Compact Disc Players with battery pack, and the complete Geffen compact disc catalog will be given away!

NAME _____	
STATION _____	
P.D. _____	M.D. _____
ADDRESS _____ _____ _____	
CITY _____	
STATE _____	ZIP _____
TELEPHONE _____ _____	

THE SOUNDTRACK OF VISION QUEST

- DIO**
"Hungry For Heaven"
- FOREIGNER**
"Hot Blooded"
- SAMMY HAGAR**
"I'll Fall In Love Again"
- DON HENLEY**
"She's On The Zoom"
- Features The New JOURNEY Hit Single**
"Only The Young" (7-29090)
- MADONA**
"Gambler"
- FOREIGNER**
"Cry For Me"
- RED DEER**
"Luric"
- THE SLYES**
"Shot T"
- JOHN MAYER**
"Chge"

VISION QUEST CONTEST RULES

- To enter, answer all 11 questions that pertain to the film and soundtrack and print your name, address, zip code, radio station, title and phone number on the entry form below and send to:
VISION QUEST CONTEST
 c/o Radio & Records
 1930 Century Park West
 Los Angeles, Ca. 90067
- No mechanically reproduced entries are permitted.
- Enter as often as you wish. Each entry must be mailed separately.
- Winners' names are drawn at random.
- Grand prize winners will be notified by phone.
- No substitution of prizes. Prizes are non-transferable.

- This contest is open only to program directors and music directors who are residents of the United States.
- Employees, independent contractors, agents or representatives of The David Geffen Company, Geffen Records, Warner Bros. Records, Warner Bros. Pictures, Radio and Records and affiliated companies are not eligible.
- There shall be five Grand Prizes, consisting of one portable Sony Compact Disc Player with battery pack, accompanied by 17 Geffen Compact Discs. Estimated retail value of each Grand Prize is approximately \$605.00. The number of Compact Discs awarded will depend on the number of correct entries received. The estimated retail value of each Compact Disc is \$15.00.
- No purchase necessary.
- Offer void where prohibited by law.
- Odds of winning depend upon the number of entries.

- Winner is responsible for all taxes on prizes.
- Winners' names may be obtained by sending a self-addressed, stamped envelope to:
 Geffen Records
 9130 Sunset Blvd.
 Los Angeles, Ca. 90069
- AT: Vision Quest Contest
- Entry forms must be received by midnight, Monday, February 25, 1985.
- Geffen Records or Radio & Records is not responsible for lost or delayed entries.
- All interpretations of the rules and decisions by Geffen Records are final.
- Winners will be required to consent to use of name and likeness for publicizing advertising.

Quest

FILM OPENS
NATIONWIDE
FEBRUARY 15 AT
THEATRES EVERYWHERE

All he needed
was a lucky break.
Then one day
she moved in.



VISION QUEST:

ANNA
"Smiler" and
"For You"

FRIDGE
"Artic Fringe"

TYLE COUNCIL
"Out To The Top"

WAITE
"Frige"

Producers: John David Kalodner,
Guber and Peter Guber
Material By These Artists

A GUBER-PETERS COMPANY PRODUCTION
A HAROLD BECKER FILM "VISION QUEST"
MATTHEW MODINE · LINDA FIORENTINO · MICHAEL SCHOEFFLING
Director of Photography DWEN ROIZMAN, A.S.C.
Music Score Composed and Performed by TANGERINE DREAM
Executive Producers STAN WESTON and ADAM FIELDS
Based on a novel by TERRY DAVIS Screenplay by DARRYL PONIGSAN
Produced by JON PETERS and PETER GUBER
SOUNDTRACK AVAILABLE ON GEFFEN RECORDS AND CASSETTES Directed by HAROLD BECKER

DOLBY STEREO
IN SELECTED THEATRES

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R RESTRICTED
UNDER 17 REQUIRES ACCOMPANYING
PARENT OR ADULT GUARDIAN

Now Available On Geffen Records,
Cassettes And Compact Discs
(GHS/MS6/2-24063)

Jason appears through the courtesy of Columbia Records.
Lisa Waito appears through the courtesy of Chrysalis Records.
Rattina appears through the courtesy of Sire Records Company.
The album appears through the courtesy of Warner Bros. Records, Inc.
The album appears through the courtesy of Capitol Records, Inc.
The album appears under license from Atlantic Recording Corp.



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Black/Urban Radio



WALT LOVE

KTSU: A Progressive Alternative

This week's Black/Urban column is the first of a two-part look at alternatives to commercial mainstream broadcasting. We begin with a visit to Texas Southern University's KTSU/Houston, which features a variety of programs presented in a style borrowed from another media counterpart, television. Some industry observers have credited KTSU with not only being a needed alternative to the city's commercial broadcasting facilities, but a leader in progressive programming techniques.

Charles Porter has held the KTSU GM helm for the past five years. His background spans 16 years, with stops at neighboring KCOH and KYOK as News Director. Porter also worked as a news reporter for local television outlets KTRK and KUHT, where he doubled as host of a half-hour talk and variety show. In addition to managing the station, he teaches "Experimental Learning," a senior level communications course at the university's School of Journalism.

Fundraising

Porter began the interview by explaining KTSU's university and community status. "We are an auxiliary department of the university. Our situation is similar to student services, the same thing that student athletics comes under. Auxiliary departments are not 100% supported by the state at the university level. We do get a minimal amount of funding from the university because we are one of its departments. Other funds needed to operate the station come from fundraisers."

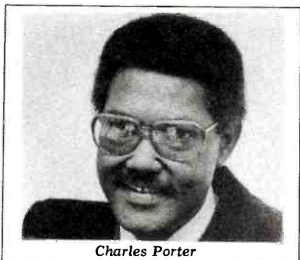
Comparing KTSU to cross-town college rival KUHF, Porter added, "The University of Houston's KUHF is designated as the NPR station in town, playing jazz fulltime. They are funded 100% by the university, which is nice because they can do a lot of things we can't. They have a staff of nine, and we have a staff of four. Their announcers are paid employees; ours are volunteers."

"KTSU is a cultural mixture of entertainment and information."

How does KTSU go about raising money? "Each year we sponsor four major fundraising events. In January we do a two-day radiothon. Then we sponsor what we call the 'June Jubilation,' another radiothon. We also have a four-day workshop, hosted by Edwin Hawkins. This workshop draws all of the gospel singers in the area, and they get to interact with Edwin. At the end of the year we have our annual Gospel Awards Concert. That's when we salute the best gospel performers in the Houston area. We present awards in 11 categories like Best Male Gospel Singer and Best Choir. "We were funded \$91,000 from the school's operational budget. Obviously, this isn't enough to operate a radio station. That's why our fundraisers are so important. Each year we raise approximately \$40-50,000."

Television On Radio

I asked Porter how he would describe KTSU's format to those who haven't heard it. "It's a cultural mixture of entertainment and information. Some people call us a Black station. But at the same time our



Charles Porter

most popular program is a Wednesday travel show called 'Around The World With Esther.' The host happens to be a Jewish lady who has been with us seven months and owns a travel agency. Since that time she has traveled to China, Russia, South American, England, and Central America. As you can see we are a mixture of good things!"

That programming balance of good things owes much to Porter's TV experience, as he relates: "In television, programming consists of entertainment, information, entertainment, information. The entire day is programmed with this philosophy. Similarly, we have music and talk shows. That's how our days are laid out. We've found that a number of people in Houston enjoy that approach. We can't quote any ARB or Birch numbers, but we do quite well with the little we have to work with."

"When I was in news, I always taught my reporters to write 'picture words' to help their listeners visualize the story. If listeners were watching a newscast on television, they would be able to listen to the words and see the action. Radio must have that imagination to make it work. I try to program each shift on KTSU as a picture that people can have in their minds as they listen throughout the day."



DURHAM TRANS-AM — Contest winner Priscilla Evans takes her place in the new 1985 Firebird Trans-AM awarded by WFXC (Foxy 107)/Durham, NC. Shown holding the door are (l-r) PD Alvin Stowe and WFXC's Jae Jackson.



WZAK'S BAD MOTOR SCOOTER — WZAK/Cleveland recently teamed up with WKYC-TV to give away a purple motorcycle commemorating Prince's local appearances. Winner Scherri Williams and WKYC's Tom Sweeney test-drive the 'cycle while OM Lee Zapis looks on.

"We devised an odd-even format clock that would blend our music shows into our talk shows. On the odd hours you play certain records in a predetermined position. These records come from a particular category that the announcers choose. In the even hours you do just the opposite. Once you do that for an hour, it's time for a talk show to break the train of thought. In television this is called 'breaking the viewer's vision,' which has a psychological impact on the viewer. So using this approach in radio would naturally have a psychological impact on the listeners. It should make their minds react and really make them think about what's taking place on the radio at that time. Try it, you'll see that it works."

Choice
90.9 FM
KTSU • HOUSTON

Porter continued, "I know it works because of the amount of heat I've gotten about comments made on several shows. We have a show on Saturdays from 2-4pm called 'Message To The Black Man,' which is hosted by the local minister of the Nation of Islam, Kuboo Aboo Ca. He doesn't preach hate, but he does tell it like it is through his historical examples. Some people can't take it, but they all admit he does make them think."

All told, KTSU airs 20 talk shows per week. As an example of what the program

week is like, Porter described a typical Monday offering. "On Mondays at 6:30am we start with 'Morning Fitness,' an exercise show hosted by our athletic director John Harvey. Following that at 9:30am is my 30-minute show, 'Porter Potpourri.' It's an analytical look at current events. From 1-2pm noted poet/actor/playwright Thomas Malonzo hosts 'Expressions,' later that night we have a show about blues music, featuring a combination of talk, music, and information."

According to Porter, KTSU's biggest day of the week is Sunday. "Sundays belong to us in this city. When your banker, who happens to be white, tells you that he listens to KTSU every Sunday morning, you've got to pay attention to what he's saying. Rice University did an independent survey of all media in the market and its impact on the metropolitan; 13 counties were mentioned. The survey revealed that a number of people who have relocated to Houston were tuning in our station. The survey also said that 40% of our listeners are non-black, and our predominant listeners are 25+. If we were a commercial radio station, we would be in a good position to sell just about any product."

Finding Talent

I asked Porter to explain how he decides which volunteers earn the opportunity to become a KTSU air talent. "Most of our volunteers have no broadcasting experience whatsoever. After we interview a person, we have some idea if he is really interested in broadcasting and not just in being a 'DJ' who talks into a microphone. I've noticed that most people seem to separate themselves into two categories — the serious and the not-so-serious. The interview usually tells us what each individual is best suited to do within our operating structure."

"We have 17 high school students who are announcers and interns. They come in every Saturday and work from 6am-2pm. Two of the great things about these kids are their dedication and thirst for knowledge. Another thing I like about having the kids in here is this: They're all black, white, yellow, and brown. Isn't that great? If you look at our weekly programming, hopefully you can see the cultural weave that we have in addition to the entertainment/information/entertainment concept we use."

The conversation ended with this final statement. "We are aware of our influence in the market and what makes KTSU unique. We choose what we're going to put on the air, and that's very important."

Next week Sean Ross offers additional information about alternative broadcasting.

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GLADYS KNIGHT & THE PIPS

"My Time"

Black/Urban BREAKERS 35 59/21 75%

ONE OF THE MOST ADDED

BILLBOARD: 69* -57*



REBBIE JACKSON

"A Fork In The Road"

Black/Urban BREAKERS 39 54/15 68%

BILLBOARD: 65* -56*



WHAM! featuring GEORGE MICHAEL

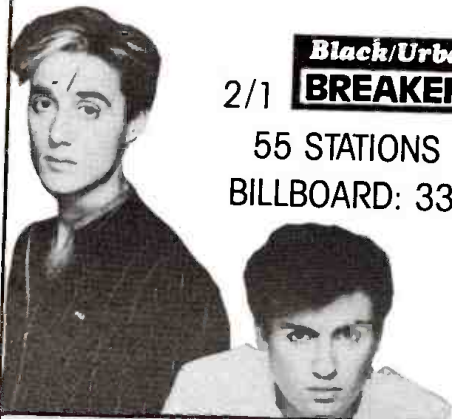
"Careless Whisper"

Black/Urban BREAKERS 23

2/1

55 STATIONS 70%

BILLBOARD: 33* -28*



MANHATTANS

"You Send Me"

BRAND NEW — READY TO EXPLODE!



THIRD WORLD

"Sense Of Purpose"

Black/Urban SIGNIFICANT ACTION

WHUR	WNHC	WJAX
KRNB	WRDW	WLOU
WDIA	WFXC	KOKA
WHRK	WJMI	WANM
XHRM	WKXI	



Black/Urban Picture Page



VANITY & TOURING MECHANICS — Motown's Vanitty recently made the rounds of West Coast radio to promote her new single, "Mechanical Emotion." Shown (l-r) in the first picture: KSOL/San Francisco PD Marvin Robinson, Vanitty's friend Mary Samuelson, KSOL's Michael Ericson, Vanitty, KSOL's Lee Perkins, manager Hal Ray, and Motown's Jesus Garber. In the second photo are (l-r): KACE/Los Angeles's Rich Guzman, Garber, KACE's Marsha Robinson and E.Z. Wiggins, Vanitty, and KACE PD Alonzo Miller.



WHISPERS BACKSTAGE AT BEVERLY — After the Whispers played the Beverly Theater in L.A., radio and record notables greeted them backstage. Pictured (l-r) are KDAY/Los Angeles MD/Asst. PD Greg Mack, group's Walter Scott, and Solar's Herb Trawick; looking on in the background is Katz Hollis's Danny Roberts.

K104 On The Beam



TWIN IMAGE LOVES HIM KNOTT — Jeanette (l) and Claudette (r) from Capitol's Twin Image (formerly known as Split Image) recently stopped by KJLH/Los Angeles to visit (c) the station's Leo Knott.



K104/Dallas has been a hive of activity lately. Shown above are the Gap Band's Charlie Wilson (left) and K104 morning team member Chris Arnold on the set of "The Beam," a new music-oriented TV show for which Arnold is one of the hosts. Below, RCA's Glenn Jones (center) is pictured on a station visit with MD Terri Avery and VCA's Programming Michael Spears.




JACKSON CRAWLS BY V103 — Crawling like her proverbial "Centipede," Rebbie Jackson stopped by WXYV (V103)/Baltimore. Shown (l-r) are Columbia's Freddie Richardson, Rebbie, WXYV MD Mark Williams, CBS's Marie Sellars, and WXYV PD Roy Sampson.

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"POO POO LA LA"

The New Single



MELBA GETS HOT

WITH HER NEW SINGLE

READ MY LIPS

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to get your hands
on the new
Melba Moore
because in 1985
she's changing
her tune and letting
it all loose
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that sizzles
with an urgency
and abandon
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could do justice to.

So if you
haven't heard
Melba Moore
in awhile,
now's the time
to check her
out again.
She's hotter
than ever.

STAY TUNED FOR MELBA MOORE'S FORTHCOMING ALBUM, **READ MY LIPS**

Capitol

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LON HELTON

PHILLY, DALLAS, NASHVILLE, LOUISVILLE

A Closer Look

Here's a look behind the scenes — and behind the numbers — as PDs in Dallas, Louisville, Nashville, and Philadelphia tell what went on during the fall sweep, and offer programming philosophies.

Philadelphia

	12+		25-54 Rank	
	Spring	Fall	Spring	Fall
WXTU	3.3	3.7	7	6

Comments: Three out of three for PD Larry Coates and GM Dennis Dougherty! In the three ARBs since going Country, it's climbed 2.6, 3.3, and 3.7 12+, and its 25-54 gains have been just as impressive, moving 14th place, seventh, and sixth.

According to Larry, "I'm not doing anything differently than what I've done in any other market I've programmed. I really believe one of the most important ingredients in this format is experience within the format. Being acquainted with the music for a long time — knowing where it's been and having an idea where it might possibly be going — is indispensable in programming Country."

Most people believe that to succeed in a Northeastern market you have to tailor your playlist for the region, perhaps skewing A/C. Larry doesn't believe that. "Initially, I thought the music would have to be greatly tailored. But based on what people have said they want to hear and the type of music being played on other stations, there was a tremendous void for good country music. I'm not saying traditional or modern; I'm not labeling it. I'm just playing what country music is today. My current playlist is 95% the same as any other major market Country station, regardless of location.

"We're playing 55 records, and I'll throw in a few album cuts, too, but make no mistake — I feel very strongly about every record I'm playing. This variety is one of the big reasons for our success. My powers

92 WXTU



Larry Coates

only come up every four hours, which is pretty slow by most major market standards. Therefore, they don't burn out as quick, which means I'm able to stay on records longer. Thus all the records on the stations become very familiar to the listeners. This is one of the big reasons we're the top station in the market for time spent listening. Our turnover rate is less than anybody's in the market, and that's after only ten months on the air."

Concerning the station's sound, Larry explained, "I do personality and information in the mornings, while still playing 13 or 14 records an hour with 12 minutes/14 units an hour. The rest of the day we play around 18 records an hour in three-record sweeps. However, we still try to make sure the warmth and personality come through in these long sweeps — we don't want background-sounding on-air people, who are just doing the formatics and mechanics.

Continued on Page 52

Louisville

	12+		25-54 Rank	
	Spring	Fall	Spring	Fall
WAMZ	10.4	11.4	1	1
WCII	5.8	5.0	8	7

Comments: Number 1 12+! Way to go Coyote Calhoun and the rest of the staff at what has to be one of the premier radio sta-

WAMZ STEREO FM 97

tions in the U.S. Consistently in double digits, WAMZ also hit the top spot in the fall '83 book. While there weren't any dramatic changes, WAMZ did add a new wrinkle when it got its first-ever station vehicle. Coyote utilized the new plaything by having his jocks make daily appearances around town, taping people as they said "WAMZ is my kind of Country station." Once an hour the actualities were replayed. If the person



Coyote Calhoun

heard himself on the air and called within 15 minutes, he won cash or prizes in the \$100 range.

Coyote emphasized that while the contest falls into the "forced listening" category, he felt the biggest gain came from the jocks meeting and talking with listeners in the marketplace six days a week. He credits that personal contact as a big factor in WAMZ's success.

Dallas

	12+		25-54 Rank	
	Spring	Fall	Spring	Fall
WBAP	6.3	6.9	4	2(tie)
KPLX	4.7	5.9	5	2(tie)
KSCS	6.6	4.4	2	8
KLIF	1.7	1.5	21	25

Comments: WBAP once again proved to be a powerhouse, mixing music, news, and information. Perhaps the most significant thing about this book is that it marks the first time in KPLX's five-year history that it has beaten KSCS, WBAP's Cap Cities sister station. At one point in the late '70s and early '80s, KSCS — the prototype for the Continuous Country format — led this market with 12+ shares in the upper eights.



It's been a long, tough climb for KPLX, and PD Bobby Kraig told me the station made a conscious effort to solidify its identity. He said, "We felt the audience really didn't perceive much difference between the two radio stations (KPLX and KSCS). To the listeners, there wasn't that big of a choice. What we did was set out to make sure they perceived a difference. We put more fun on the radio; made the station more entertaining between the records. We started by opening up throughout the entire day, but really focused on loosening up the morning show by putting in a few elements that people expect. We hired a guy for sports, and the morning show has grown into a team effort.



"In the other dayparts, instead of playing four in a row as we always had, we started playing two, doing a bit of in-house promotion or talking about fun things and then playing two more records. Opening things up really got everybody fired up as well."

Flex Your Plex

KPLX used a new TV campaign this time out, one based around the phrase "Flex Your Plex." Developed by Dale Pon and featuring a mixture of live action and animation, the spots featured Alabama, Ronnie Milsap, Reba McEntire, Ed Bruce, and the Judds, explaining that to "flex your plex" all you had to do was turn to 99%. KPLX also used billboards depicting country stars with a Popeye-like cartoon arm protruding from their bodies in a flexed position — flexing their plex, of course.

Promotion was also a key to success, as Bobby explained, "We've always been active with ticket and money giveaways, and again this book gave away a considerable amount of cash. We did the 'back-to-back music payoff' as a recycling contest. During morning drive we announced three songs. When listeners heard them played in a row during a specified daypart, the correct caller won the money. We gave away a \$10,000 prize, a \$5000 jackpot, and a number of \$1000 payoffs."

Continued on Page 52

Nashville

	12+		25-54 Rank	
	Spring	Fall	Spring	Fall
WSM-FM	8.8	11.5	1	1
WSIX-FM	7.2	6.3	4	5
WSM-AM	6.1	7.2	7	6
WSIX-AM	1.6	1.9	12	15
WJRB-AM	.5	.6	15	16
WJKZ-FM	1.0	.5	14	17

Comments: WSM is back on top 12+, a spot it also held a year ago. Since WSM does not subscribe to Arbitron, PD Gregg Lindahl was unable to talk about the numbers in specifics. But he was able to relate what has been happening in the marketplace through Birch numbers and his in-house research.

When we talked after the down spring book, Gregg felt that WSM's losses were partially due to a new A/C station debuting in the market, and listeners' inevitable sampling of that outlet. Though the 12+ figure was down in the spring, other key demos showed some growth. So there was really no reason for a lot of concern. Gregg pointed out, "We maintained our consistent, more music approach. We have a nice blend of music and promotional things happening all the time. This keeps us from being a boring Continuous Country. We give away cash every day of the year. Not huge amounts, but every day you can win \$95 on Nashville 95FM."

Perhaps just as gratifying as the FM's return to the top was the AM's growth. The downward trend has been stopped, with WSM-AM moving up the last three books. Gregg told me, "The AM is exceptionally

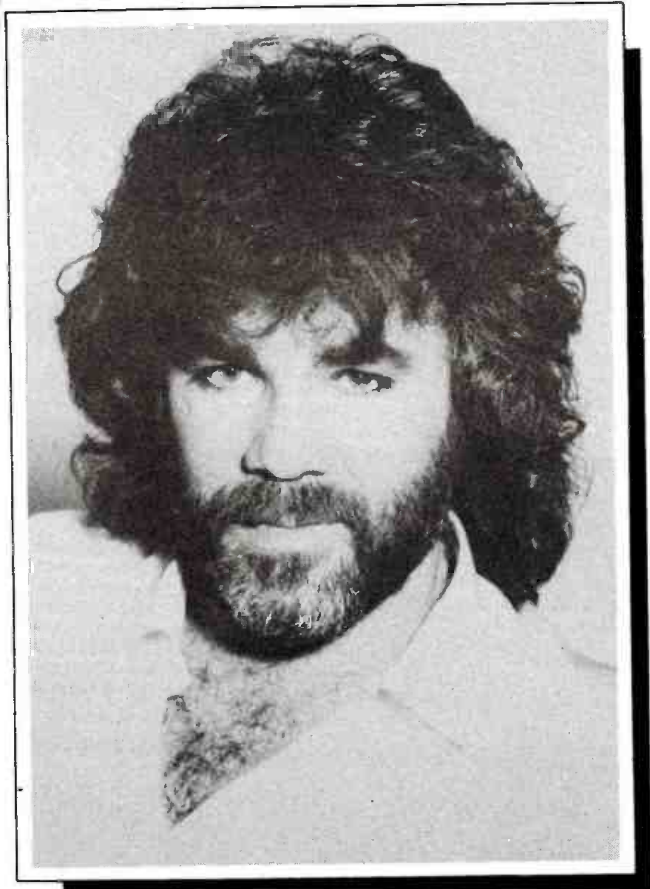
WSM



Gregg Lindahl

pleasing to us. It's been a year since we made major programming revisions, and people are responding to them. We streamlined the station and started giving people hard-hitting news without waiting for newscasts to bring it to them. We brought in Al Wyntor, changed hosts on the "Waking Crew" (the morning show broadcast with a band from the Opryland hotel) while stepping up the pace, cranked up the contesting, and gave the AM some excitement without clutter. We researched it before we made the moves. If the programming is right, people will respond to it. We're just giving people what they told us they want."

Thank you for a great year... And what a year it's been!



- * Off Broadway with Linda Ronstadt in "La Boheme."
- * My first #1 record "Baby Bye Bye."
- * My first Country video "Second Hand Heart."
- * Coming early March "Lasso The Moon," the theme from the new Paramount Pictures release, "Rustler's Rhapsody."

**A special thanks to Country Radio,
because without you none of the above
could have happened!**

Gary Morris**

Nashville This Week



SHARON ALLEN

Skaggs Tackles Northeast

Ricky Skaggs is launching an all-out effort to crack a region that isn't exactly a mecca for country artists — the Northeast. Touring with Mark Gray, Skaggs is backed by an extensive promotional campaign.

Skaggs says there are several markets he doesn't usually play these days, so he's decided to tackle the situation head-on. In the past he played Harvard University, Princeton, etc. (basically the college bluegrass market), and accumulated a number of fans. He said, "Over the past two years I've received an astonishing volume of fan mail from the Northeast region. That combined with it being a highly-populated area with great concert halls, radio stations and newspapers made this region a logical pioneering next step."

The elements of the campaign include two-week radio contests, Country, AOR, and CHR radio time buys, daily newspaper print advertising, in-store appearances at retail locations, an expert country promoter to consult with all Northeast concert promoters involved, radio station IDs, college seminar, television appearances, Contemporary Christian radio, and merchandising contest, Wrangler sponsorships, Martin Guitar merchandising, receptions, and market research.



MANDOLIN ROCK — Ricky Skaggs, on a Northeast tour, donated a mandolin to New York City's Hard Rock Cafe. It will become part of an extensive artifact collection. Skaggs (right) made the presentation to Eric Crisman, Hard Rock Cafe VP/GM.

Gill In Dutch

RCA artist Vince Gill has been invited to Holland to appear on radio station KRO's "Country Time" program . . . David Frizzell and his wife Judy are the proud parents of a baby boy. Johnathan David was born on Christmas Eve . . . The song "Breakaway" from Gail Davies's album "Where Is A Woman To Go?" has been chosen to appear on a movie soundtrack. No details as yet . . . Johnny Rodriguez and Willie Nelson plan to go into the restaurant business. What kind of eateries will they open? Mexican, of course . . . Bill Anderson's wife Becky is home from the hospital after a near-fatal auto accident in October. She's expected to fully recover in six months.

Pride Of The Skies

Charley Pride has just purchased his third airplane, a Convair 580 which seats 38. Charley performed over 220 shows in 116 cities last year, so it's a sure bet his new plane will accumulate a lot of mileage . . . The Nitty Gritty Dirt Band, Ricky Skaggs, and Vince Gill were among the artists who raised over \$12,000 for the Red Cross Ethiopian Drought Fund/Famine Relief Program at the "Concert for Humanity" in Nashville . . . Keith Whitley's hometown of Sandy Hook, KY will be throwing a homecoming celebration in his honor on Labor Day.

Bits & Pieces: The Nitty Gritty Dirt Band is recording a song for the soundtrack album for Paramount Pictures' forthcoming release "Rustlers Rhapsody," starring Marilu Henner and Tom Berenger . . . George Strait's third album for MCA, "Right Or Wrong," is his first to go gold . . . If you were considering a cruise to the Bahamas you may want to make reservations on the "Super Duper Country Cruise" April 29. The cruise will feature Johnny Lee, Moe Bandy, and Lane Brody.

Just thought you'd like to know!



(l-r) Christy, Kim, Kathy & June Forester

Who's New?

The **Forester Sisters** began singing much the same as many other country artists did — in church. The sisters are natives of Lookout Mountain, GA who have put their careers and educations on hold to devote all their energies to music. **Kathy** and **June** have taken leave of absences from their positions as elementary school teachers. **Kim** and **Christy** have postponed obtaining their degrees in anthropology and sociology, respectively.

With their back-up band, **Bear Creek**, they have opened shows for other artists including the **Kendalls** and the **Gatlin Bros.** Their debut single, "That's What You Do When You're In Love," was produced by **Muscle Shoals's Terry Skinner** and **J.L. Wallace**. In addition to the quartet's intricate vocal harmonies, **Kim** handles acoustic guitar for the group and **Kathy** plays piano.

Who's New is a recurring feature providing information about new artists debuting in R&R's Country New & Active section.



MIAMI, ALABAMA — WKQS/Miami recently hosted an Alabama concert. Shown after the show are (l-r) KISS-FM PD Mac Allen, personality Steve Brady, Jeff Cook, MD Jim Richards, Mark Herndon, Collins in the Morning, and Teddy Gentry.



NIGHT OUT IN DENVER — Following a concert in Denver, the Judds and RCA staffers called a meeting of the city's Country radio contingent. Present were (l-r) KLZ MD Steve Lewis, RCA's Carson Schreiber and Randy Goodman, KYGO talent Chuck Leary, KYGO PD Bob Call and MD Rick Jackson, Wynonna Judd, KBRQ MD Jim Stricklan, Naomi Judd, and RCA's Joe Galante.



L.A. MOVES — KZLA & KLAC/Los Angeles invited selected listeners to a party after a Hank Williams Jr. performance. The man himself was also in attendance, signing autographs and chatting with the partygoers. Pictured at the festivities are (l-r) KZLA personalities Barbara Barri, Tom Storey and Jim Rose, Hank, and KZLA & KLAC PD Bill Mayne.



PROMOTION 101 — Call Lee Shannon for the details, but somehow he convinced the WQIK/Jacksonville management that he should join the winners of a station contest on a cruise, featuring entertainment by George Jones, John Anderson, and Leona Williams. Chatting with the winners are George Jones and Lee (far right). Bon voyage, big guy?

Philadelphia

Continued from Page 50

"We like to do contests that have a major impact on the audience and marketplace. I don't give away albums, and very seldom will we give out tickets. We gave out a \$15,000 Jeep in the summer book, and the recent prizes have included trips to Hawaii and the Bahamas as well as a \$3000 mink coat."

Just how well WXTU will ultimately do is anybody's guess. For Larry, the success to date is "really very gratifying; not only in having a successful radio station, but in succeeding despite those in this market who — based on past performances — did not think it was going to work."

Dallas

Continued from Page 50

As you might expect, this book brought a great deal of satisfaction to the folks at KPLX. However, as always, reality is just around the corner. "It sure felt good when I first saw the advances," Bobby said. "Just a couple of seconds later I started to think, 'This is when the real work starts.'"

The last few months brought some changes across town as WBAP & KSCS OM R.T. Simpson announced his resignation. WBAP is looking for a PD with full-service credentials, while Andy Holt remains as PD of the FM.



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EAST

WTSV/WHDQ seeks news person for future opening. C&R sample: Bob Lipman, Box 1230, Claremont, NH 03743. EOE M/F (2-1)

Three openings for parttime maintenance engineers. FCC General License needed. Resumes: G.C.I., Box 683, Armonk, NY 10504. EOE M/F (2-1)

PROGRAM DIRECTOR

NYC vicinity A/C looking for a PD with major market experience. Strong music and research background and the ability to motivate a must! Replies will be held in strict confidence. T&R to: Radio & Records, 1930 Century Park West, #907, Los Angeles, CA 90067. EOE

News Director AM/FM combo in south central PA. Manage & direct two person staff. T&R: Box 479, Chambersburg, PA 17201. EOE M/F (2-1)

Here's a chance to grow — we'll make you a pro! A/C market leader in small Northeastern town is looking for an entertaining morning personality. Minimum one-year experience. Send cassette and resume to Radio & Records, 1930 Century Park West, #910, Los Angeles, CA 90067. EOE

Philadelphia's "LOVE SONG" station needs an adult-oriented morning person. Minimum 5 years experience. A stable secure environment, competitive major market salary. Tapes and resumes to Kris Chandler, KISS 100, 1001 Baltimore Pike, Media, PA 19063. EOE M/F

Openings

WTSV/WHDQ needs parttime announcers for Country & CHR. Possible future fulltime. T&R: Mark Belmonte, Box 1230, Claremont, NH 03743. EOE M/F (2-1)

Wanted: Morning man for WOYL station. Two years programming experience preferred. T&R: Dick Lambert, Box 8624, Wheeling, WV 26003. EOE M/F (2-1)

WGR/BUFFALO

The industry still recognizes Buffalo as one of the truly great personality markets in the country. And WGR has a rare opening for a strong personality; it's not for beginners. Taft Broadcasting with super benefits. Send tapes & resumes to: Jerry Reo, WGR, 464 Franklin St., Buffalo, NY 14202. EOE M/F

DIRECTOR NEWS & COMMUNITY AFFAIRS

WNBC - NEW YORK

WNBC Radio/N.Y. has an exceptional opportunity for an aggressive and creative professional to be responsible for supervising and participating in all aspects of WNBC Local News and Community Affairs Department operations. This will include on-air newscasts, budget preparations, and management of our ongoing license retention program.

Background should include a Bachelor's degree (or equivalent), 3-5 years' directly related radio broadcast and community affairs experience, and strong leadership qualities.

WNBC offers an excellent salary and benefits package, and opportunities to grow within this high visibility position. For prompt consideration, please direct your resume and audition tape to: John P. Hayes, Jr., VP/GM WNBC, Room 293, 30 Rockefeller Plaza, N.Y., N.Y. 10020 NBC is an equal opportunity employer M/F.

SOUTH

Immediate AOR/CHR opening for eager jack with pipes & production skills. Stable, competitive FM close to New Orleans. T&R: WHMD, Box 1829, Hammond, LA 70401. EOE M/F (2-8)

ND opening for WOYV. Last ND is now in Chicago. T&R: Bill James, Box 3032, Fort Pierce, FL 33448. EOE M/F (2-8)

NUMBER ONE

100,000-WATT CHR

In large North Carolina market, now accepting T&Rs for rare PM drive opening. Professionals with proven records send best to: Radio & Records, 1930 Century Park West, #921, Los Angeles, CA 90067. EOE

Openings

100kw FM, Q104 has rare opening for afternoon drive. T&R: Leo Davis, 752 Chestnut St., Gadsden, AL 35901. No calls please. EOE M/F (2-8)

WCMT has immediate opening for mature PD. Pay is negotiable & company benefits provided. T&R: Paul Tinkle, Box 318, Martin, TN 38237. EOE M/F (2-8)

Morning news/anchor reporter needed for central TX station. News experience a must! Call Don Quinn: (817) 699-9333 EOE M/F (2-8)

HOT ROCKIN' CHR

Needs morning pro (or team) to turn on this top 50 market. Hard work and desire to be #1 a must. T&R with salary expectations to: Radio & Records, 1930 Century Park West, #914, Los Angeles, CA 90067. EOE

Immediate opening for AM personality at Class C A/C in medium SE market. T&R: Ariene, Box 15860, Orlando, FL 32858. EOE M/F (2-8)

KTAW FM, Bryan College station CHR needs air talent with one year experience & strong production. T&R: Danny Austin, 3800 B. Old College Rd., Bryan, TX 77801. EOE M/F (2-8)

WOEN FM/Q104 has an opening for morning show talent with minimum three years experience. T&R: Leo Davis, 752 Chestnut St., Gadsden, AL 35901. No calls. EOE M/F (2-8)

50KW AM COUNTRY

Dominant 35+ needs upbeat personality for PM drive/Music Director. Country experience required. T&R immediately to: Radio & Records, 1930 Century Park West, #916, Los Angeles, CA 90067. EOE

B100 FM/Wilmington looking for great male & female A/C talent for openings soon. Rush T&R: Bill Johnson, Box 696, Burgaw, NC 28425. EOE M/F (2-8)

99.5 KRX needs a good woman. Rare opening for a dedicated female night rocker with creative production. T&R: Box 5166, Brownsville, TX 78520. EOE M/F (2-8)

Production Wizard!

We're looking for creative, experienced production directors for two radio stations in our group. Multi-track experience necessary. Exceptional compensation and state-of-the-art working environment.

EOE
T&R, Bill Thomas, WMJJ, 530 Beacon Parkway West, Suite 600 Birmingham, Alabama 35209


A Capitol Broadcasting Corporation Station

The 106 needs a reporter/afternoon drive anchor for A/C FM in 100,000+ market. Rush T&R/writing sample: Bill Morris, KTLT, 4245 Kemp Rd., #820, Wichita Falls, TX 76708. EOE M/F (2-8)

Possible AOR/CHR openings in music, promotion, & research with air shifts in competitive New Orleans area market. T&R: WHMD FM, Box 1829, Hammond, LA 70401. EOE M/F (2-8)

WFOX 97FM

FOX 97, WFOX/Atlanta — Looking for High-profile, warm, fun morning person for up-tempo A/C. If you've got an AM drive success story to tell in a medium to major market, we can offer top money plus great working conditions with one of the nation's best broadcast groups. Tapes and resume (no calls) to: Dennis Winslow, Program Manager, 2000 Riveredge Parkway, Suite 797, Atlanta, GA 30328 EOE



A SHAMROCK BROADCASTING COMPANY

Opportunities

Openings

Top 10 market accepting T&R for future openings: John Michaels, KLUW, 5217 Ross Ave., Merchant's Bank Bldg., Dallas, TX 75206. EOE M/F (2-8)

Presently working in Charlotte radio? Like to move up to the highest rated station? Rush T&R: Bill Martin, WBCY, 1 Julian Price Pl., Charlotte, NC 28208. EOE M/F (2-8)

Class A FM looking for informative, reliable, & aspiring AM personality who is a team player. T&R: Mitch Adams, Box 2103, Cheraw, SC 29520. EOE M/F (2-8)

Central FL opportunity as sales manager for aggressive rising star at turn-around suburban Orlando station. Resume to: Box 1535, Middleburg, VA 22117. EOE M/F (2-8)

Coastal community Country FM looking for on-air talent & production voice. Send air check, production tape & resume: WQQO, Box 5157, Wilmington, NC 28403. EOE M/F (2-8)

WSSP-FM

New 100,000-watt, mellow-formatted FM for Orlando, FL looking for air talent. Personable people with good production skills a must. T&R to: Allen Jackson, P.O. Box 3845, Cocoa Beach, FL 32924. EOE

Needed: Nighttime rock & roller. Big voice, top-rated station in the market. T&R: Alan Dupreite, WHHY, Box 2744, Montgomery, AL 36105. EOE M/F (2-1)

North TX Country & CHR seeking qualified ND, able to run one person department. C&R: MacMurphy, Box 4647, Wichita Falls, TX 76308. EOE M/F (2-1)

Currently 80 degree... CHR looking for current parttime & possible future openings. T&R: John West, WAIL 95, 7 McDonald Ave., Key West, FL 33040. EOE M/F (2-1)

SW A/C needs top-notch entertainer for drive position. T&R: Paul Conrad, Box 189, Cape Coral, FL 33910. EOE M/F (2-1)

News Director, morning shift. Write, edit, produce & air a variety of newscasts. T&R: Jim Lord Chaplin, Box 3032, Ft. Pierce, FL 33448. EOE M/F (2-1)

Sun & fun on the beach. Need nighttime energy for Savannah's top CHR WKV/95. No screeners please. T&R: Scott Reynolds, Box 676, Savannah, GA 31498. EOE M/F (2-1)

WKRE 50kw Country station needs morning jock. T&R: Jack Gillen, Box 220, Exmore, VA 23360. EOE M/F (2-1)

KNOO-FM looking for experienced 7-midnight air talent with good production skills. T&R: John Elliott, Box 21088, Waco, TX 76702. EOE M/F (2-1)

MIDWEST

Country announcer needed for 100kw region south of Tulsa. Become part to a growing team! Contact Carl Dunn: (918) 652-3308 EOE M/F (2-8)

Openings

Growing SW radio company keeps promoting! We need a news/sports PBP announcer for regional 100kw FM south of Tulsa. Call Randy Prichard: (918) 756-3980 EOE M/F (2-8)

Pros needed! Salespeople who want to go & grow with Super Hit 97. Resume: WAHC, D.P. Murphy, Box 707, Neenah, WI 54956. No calls please. EOE M/F (2-8)

TOP 25 A/C STATION

Group-owned, needs hilarious morning personality or team. Also mature, topical midday, afternoon, and evening jocks, and authoritative ND/morning newperson. We have the money to build a winning team... please take some of it. T&R to: Radio & Records, 1930 Century Park West, #920, Los Angeles, CA 90067. EOE M/F

Evening announcer needed for top-rated A/C station. Must have two years experience. T&R: Jane Walker, KAT FM, Box 688, Dubuque, IA 52001. EOE M/F (2-8)

The new Zip 104, South Bend's hottest new CHR, looking for evening jock to complement an already great team. T&R: J.J. Duling, Box 644, Mishawaka, IN 46544. EOE M/F (2-8)

NEEDED YESTERDAY

High-profile, afternoon drive CHR personality to join pros on the North Coast of America. Only quality need apply. No wimps. Excellent bucks. Send tapes & resumes to: Tom Jeffries, PD, WGCL Radio, 1500 Chester Ave., Cleveland, OH 44114. EOE

Hot Midwest CHR needs talent now! Strong production a must. T&R: Gary Bandy, 2103, Box 1667, Joplin, MO 64802. EOE M/F (2-8)

KOIL-1290 has an opening for a top-flight news/anchor. T&R: Terry Mason, 3000 Farnam St., Omaha, NB 68131. EOE M/F (2-8)

Country PD Top 50 Market Eastern Midwest

Applications to: Radio & Records, 1930 Century Park West, #915, Los Angeles, CA 90067. EOE M/F

Openings

Personality for top-rated AM. Country experience, good production & community involvement for this group station. Call Rob at WMAV/Springfield: (217) 629-7077 EOE M/F (2-8)

KFMZ/Columbia, a killer top-tracks, is looking for a creative promotion-minded PD. T&R: Contemporary Media, Inc., Box 459, St. Charles, MS 63302. EOE M/F (2-8)

KEYN/KQAM is looking for a lifestyle reporter with two to three years experience. T&R: Steve Allan Brooks, 2829 Salina St., Wichita, KS 67204. No calls. EOE M/F (2-8)

WMBD NEWSWATCH!

300,000 metro needs a news pro to join our 15-person AM/FM/TV news department as a radio reporter/anchor. We offer good pay solid benefits, excellent facilities, the chance to advance. We need a contemporary writer/reporter/thinker that lives news and loves to dig. Send tape, resume, writing samples: Duane Wallace WMBD-AM-TV, 3131 University, Peoria, IL 61604. EOE M/F

Possible future openings at WRIG. Top-notch AM stereo & new facilities with growing organization. Production a must. C&R: Jeff McCarthy, 529 3rd St., Wausau, WI 54401. EOE M/F (2-8)

KEYN is looking for a CHR personality. No card readers please. T&R: Steve Allan Brooks, 2829 Salina St., Wichita, KS 67204. No calls. EOE M/F (2-8)

KIOA/Des Moines wants sharp, take-charge programmer with AM savvy & track record. T&R: GM, 215 Keo Way, Des Moines, IA 50309. EOE M/F (2-8)

Morning communicator needed in beautiful capitol city. Powerful A/C FM offers unusual opportunity. T&R: Bill Vancil, WMGN, Box 2058, Madison, WI 53701. EOE M/F (2-8)

Our news director left after eight years. Can you fill his shoes? T&R: Bob Allen, Box 1379, Sioux City, IA 51102. EOE M/F (2-8)

Take charge Operations Manager/ Morning Personality. Must be a people-oriented, motivational self- starter. Must be creative and pro- motion-minded. State of the art facilities, a number one rated Mid- west Class C powerhouse, a top compensation package, and an opportunity to grow and develop can be yours if you qualify. Rush air- check and complete resume along with a detailed statement of your management and motivation philo- sophies to Radio & Records, 1930 Century Park West, #911, Los Angeles, CA 90067. EOE/MF

Top 50 CHR wants to hear some morning personality. Present format unimportant. Rush T&R: Box 2346, Kettering, OH 45428. EOE M/F (2-1)

BROADCAST PRODUCTION DIRECTOR

Excellent opportunity in top 20 market for strong, dramatic male voice. Good production very helpful. State-of-the-art studios, benefits, salary, limitless opportunity. Send T&R (record/concert spots preferred): Radio & Records, 1930 Century Park West, #908, Los Angeles, CA 90067.

Small market station has night opening. Good for refining skills. T&R: Ron Phillips, WTCJ, Box 397, Tell City, IN 47586. EOE M/F (2-1)

Afternoon drive needs creative, seasoned, mature announcer for stable AM. Immediate opening. T&R: Brad Hartman, KFDR, Box 80209, Lincoln, NE 68501 EOE M/F (2-1)

Sharp ND for AM/FM Rock combo. Personable delivery, females & minorities encouraged to reply. T&R: Les Cook, WIOB, Box 8605, Ann Arbor, MI 48107. EOE M/F (2-1)

Personality needed: PM drive entertainer for WOHO AM. Experienced, creative team player. T&R: Terry Sullivan, 2985 Pickle, Toledo, OH 43818. EOE M/F (2-1)

Openings

TOP-RATED CHR FM

Is still looking for the right morning person or team! This market can be blown away if you're creative, bizarre, slightly off-center and can entertain while playing a lot of music. Send T&R immediately! Radio & Records, 1930 Century Park West, #924, Los Angeles, CA 90067. EOE

News reporter/anchor needed for expanding news department. Excellent opportunity for growing experience. T&R: John Shrawsbury, Box 1652, Eidorado, AR 71730. EOE M/F (2-1)

Can we talk? If your talents lie somewhere between Joan Rivers & Walter Cronkite, then we should talk. Bill Klaus, WNIR, (216) 673-2323 (2-1)

CAN WE TALK!

Can you talk! If your talents lie somewhere between Joan Rivers and Walter Cronkite, then we should talk. Call Bill Klaus, WNIR (216) 673-2323. EOE M/F

I Need A Contemporary Morning Crazy

No puke... not T&T. An entertainer... and NOW! Send T&R to: John Wetherbee, 9292 N. Meridian, Suite 206, Indianapolis, IN 46260. EOE

Flint's top A/C station needs weekend people immediately. T&R: Michael W. Key, Box 1080, Flint, MI 48601. (313) 743-1080 EOE M/F (2-1)

Fulltime newpeople for possible openings. T&R: Gary Wascott, WSPT, Box 247, Stevens Point, WI 54481. EOE M/F (1-26)

WHERE HAVE ALL THE NEWS PROS GONE?

Upper Midwest group has three news positions available in various markets. Strong on-air reliability is the key! An equal opportunity employer. T&R to: Radio & Records, 1930 Century Park West, #923, Los Angeles, CA 90067.

WEST

Stereo Country needs drive talent. Females encouraged for rare opening in great location. T&R/photo: Chuck Gillespie, KFMR, 1120 San Juanin, Stockton, CA 95202. EOE M/F (2-8)

Hot Rock 102 needs you if you can do incredible production, believable morning news or weekends. T&R: Jay Walker, 2437 E. Orangeburg, Modesto, CA 95355. EOE M/F (2-8)



Denver's #1 CHR needs air talent/production pro for major airshift and production director duties. Personable, entertaining delivery, plus creative and multi-track ability is required. Send tape and current resume to Mark Bolke, KPKE, 8973 E. Kenyon Ave., Denver, CO 80237. EOE M/F

Need newperson at KDKO/Denver. Females encouraged with one to three years experience. T&R: Jay Johnson, 7880 E. Berry Pl., Inglewood, CO 80111. EOE M/F (2-8)

50 kw Country cookey needs smart, team-playing together parttimer. Good place to grow. T&R: Dawn, KERR, Rt. 1, Box 48, Poison, MT 59860. EOE M/F (2-8)

PD with air, music, news & management capabilities needed for mountain station. Resort market background a must. T&R: Vail Connection, Box 2963, Vail, CO 81658. EOE M/F (2-8)

KXGO needs heavy duty announcers immediately. No beginners please. T&R: Mr. Nelly, Drawer OQ, Arcata, CA 95521. (707) 822-3666 EOE M/F (2-8)

TOP 5 MARKET FUNNY STUFF

We are the leading A/C in a top 5 market looking for the best radio comedy writer/impressionist in the country for our already dominant morning show.

We are prepared to offer a top income level, if you understand topical humor and satire, backed up with a variety of characters and impressions. We are a major group operator and promise total confidentiality. No background calls will be made without prior permission.

We have perfect creative environment for the perfect person who can offer us truly funny stuff. T&R and writing samples to: Radio & Records, 1930 Century Park West, #917, Los Angeles, CA 90067. EOE M/F

Opportunities

Openings

Dynamic personality needed! First opening in three years. T&R: Rich Terry, 95 Alive, Box 670, Pocasset, ID 83201. EOE M/F (2-8)

Friendly people, fun station & great scenery. Medford DR's new MDYL station needs great air talent. T&R: Rick Kymala, Box 1400, Cave Junction, OR 97523. EOE M/F (2-8)

Regional sports station needs Sports Director. Includes PBP, airshift and production. Send T&R to John Kelley, KLMR, Box 890, Lamar, CO 81052. EOE M/F

KS 103FM
HOT HITS!

Afternoons In San Diego!
Gannett's KS103 FM has an afternoon drive position open now. Rare opportunity for a personality-oriented pro at the #1 CHR in America's finest city for America's premier broadcast group! Phones and fun a plus! Over-night tapes, resumes and references to: Mike Preston, Program Director, KS103 FM, P.O. Box 103, San Diego, CA 92104. No calls! EOE M/F

Major Northwest Country station has opening for PD. Minimum two years programming history of success. Send resume to R&R, 1930 Century Park West, #922, Los Angeles, CA 90067. EOE M/F

THE SEARCH IS ON

For CHR morning personalities. Top 5 market. Killer facility and opportunity. Rush resume to Radio & Records, 1930 Century Park West, #919, Los Angeles, CA 90067.

KNEW 91 AM
San Francisco/Oakland
A Malrite Station

Rare opportunity at Bay Area's #1 Country music station for production director. Creative production and voice skills a must. Minimum 5 years experience, AFTRA position. No phone calls; T&R to: Bob Guerra, PD, P.O. Box 910 Oakland, CA 94604. EOE M/F/H

AOR/CHR PROS

Needed for future openings. Morning and afternoon drive personalities especially encouraged to apply. If you can do more than read liner cards, if you have the ability to communicate and entertain, then great pay and benefits await. Rush tape & resume to: Radio & Records, 1930 Century Park West, #919, Los Angeles, CA 90067. All replies are strictly confidential. EOE M/F

KIK-FM

Group-owned Country station in Orange County. Southern California looking for experienced PD. Salary open. Good benefits. Possibility for National PD position. Tape & resume to: Jim Votaw, 2 City Blvd., East Orange, CA 92668. (714) 835-1300. EOE M/F

Openings

The special person who makes listeners feel excited, happy and enthusiastic about his fun radio station. Bright, up voice, with warm, caring style. Live AM country; Alive-sounding FM adult rock. Exceptional pay available for the exceptional person. Let's prosper together. T&R to Dennis Brown, KSTC, Sterling, CO 80751 EOE.

Positions Sought

Pop/Country radio personality with seven years experience looking. Have great pipes & production. Will travel. (412) 627-5017 (2-8)

Young, personable female DJ with three years experience at college level seeks first on-air gig. AOR/CHR preferred. WENDY. (312) 485-5633 (2-8)

Hot lady DJ seeks CHR/ADR. Experienced. Sunbelt please. (305) 229-3754 (2-8)

•••••
• If you believe in personality radio, how
• about 16 of 'em? Abused as a child, multi-
• ple personality looking for ratings chal-
• lenge in major market. 16 personalities for
• the price of one. Guaranteed more fun
• than Sybil before she got straightened out.
• For immediate tape and resume call (312)
• 828-0197.
•••••

15+ years experience in CHR & A/C. Dependable, production-minded DJ. Greater Cincinnati/Dayton area. (513) 528-5793 (2-8)

College MD with degree seeks to expand into your music department. Diligent & flexible. JIM BENSON: (216) 433-4381 (2-8)

Central CA morning personality wants to move up. Have great production skills. MIKE. (209) 363-3146 (2-8)

Rare bird. 47 year-old personality wants back in. Automation victim. I talk a bit. Funny, interesting, both or neither. Many mornings. (702) 871-7595 (2-8)

Outrageous Mornings

Like Letterman? Like Brondmeier? You'll like me too. One of America's best now available. Not expensive but well worth it. ROGER CARY, KS103/San Diego, KZZP/Phoenix, KOY/Phoenix (619) 282-8000

PD wants to come home to the Northeast. Have winning track record, multiple formats & understand the bottom line. JOHN: (703) 885-8044 or 949-8271 (2-8)

Female midday CHR & A/C natural. Strong production with eye on management for West Coast medium market. Three years CHR experience. Class act. DEBBIE: (916) 244-2377 (2-8)

Major market news anchor, formerly with KFVB, KFRC & WNEW, seeking similar position. (602) 265-9229 (2-8)

Tired of cutting hair; need to cut loose. Ex-KINBA midday AM on looking for fulltime gig on West Coast. FRANK BUTERA: (415) 223-1534 (2-8)

Copywriter/Production Director ready for sun & salary! '85 RAB & '82 TAB award winner. Character voices & creativity. Phoenix would be fine. SHARDAN: (501) 922-1355 (2-8)

Six year morning pro A/C, CHR, MOR, Talk, production, sports, career & family seeks challenge & stability. Now employed. MIKE: (317) 659-3517 (2-8)

College grad in music/broadcasting seeking position with music station. Over 20 months parttime experience with CHR. Interest in programming. ED: (402) 477-4696 (2-1)

For sale: one five-year pro currently doing afternoon drive/MD CHR gig. Looking for a new challenge. JAY: (512) 576-9784 (2-8)

17 year pro looking for a challenging programming 5/ or on-air position. Will relocate. Currently at WSB/Atlanta. BRENT ALBERTS: (404) 794-5007 (2-8)

California broadcaster with 12 years on-air experience seeks work in CA, OR, or NV in MOR, Country, or A/C. TOM KENLON: (707) 839-4551 (2-8)

Professionally-oriented grad with positive, ambitious attitude. Reliable combo operator with good all around skills. Ready to perform at ADR station. JC: (408) 724-7153 (2-8)

Conversational personality seeks ADR or A/C. Creative, tight production, enthusiastic, versatile, dedicated team player & enjoys radio. JOHN: (419) 729-3262 or 878-7583 (2-8)

Seeking PD or sales position at medium/large market A/C or Country station, preferably Midwest. RON DENNINGTON: (314) 428-3132 (2-8)

Positions Sought

PD/afternoon drive personality available in Upper Midwest. Great pipes & lots of experience in medium market. MARK: (612) 252-5611 (2-8)

Enthusiastic knowledgeable sports director with strong PBP delivery & sales experience looking for opportunity to move up. Tapes sent on request. (316) 672-7786 (2-8)

Position sought in announcing. Columbia grad, sharp, talented & hard-working. LISA: (412) 461-0310 (11-25)

Experienced on-air, good production, writing with eight years entertainment management wants West Coast position. RICK: (818) 353-1717 (2-8)

MORNING MOUTH

Phone Bits, outrageous humor, character voices, etc. Big ratings. Major market talent, currently doing mornings, seeks mornings or personality slot in top 50 market. Call J.R. (813) 365-2946

Energetic sports announcer seeks director position in medium/large market. PBP background, strong delivery, college grad, & relocatable. NICK: (818) 335-5419 (2-8)

Morning drive winner. For details, call MICHAEL after 2 p.m. (206) 533-6002. Void where prohibited. (2-8)

Afternoon drive/Production Director looking to move back to medium market CHR in the South. Interest in first PD position. SHAWN: (505) 722-9025 or (713) 728-1348 (2-8)

ADR personality, formerly with KAZY, KTL, KPKE & KSSR, lookin' to rock. Format experience includes ABC/Polack, Superstars & others. GREG FITZGERALD: (713) 445-2255 (2-8)

Will go anywhere for first job. Success-oriented with diverse background, warm personality, mature, dependable, creative & BA degree. MAE: (219) 883-9337 (2-8)

Announcer with tight, concise, creative delivery. Exciting on-air personality with intense desire to move. DUKE: (316) 672-7144 (2-8)

All pro relocated to Bay area. All formats, programming & music personality. Billboard award winner. Need money & more work! (408) 737-9240 (2-8)

Nutritionist, science expert with extensive radio/TV experience, including KABC. Capable of simplifying health info. Seek talk host position. (213) 476-7044 (2-8)

Experienced three year sports pro wants to relocate immediately. Have excellent PBP & am currently employed. ROBERT: (612) 275-9111 (2-8)

L.A.'s DAN SPRINGFIELD. Transtar, KHTZ, KS103, has a new road show. Looking for hard-hitting CHR or progressive A/C. Majors only. (901) 989-5886 (2-8)

Six years on-air experience looking for work in PA. Open to any format. STEVE DAVIES: (802) 728-3676 (2-8)

Experienced air talent with good production skills & acting & music background. Will relocate. ARTHUR: (213) 472-4166 (2-8)

Started in radio 13 years ago at WDAS. Collect R&B classics. Had a bad accident, but well now. Seeking southeast PA or NJ. KENNY DAVIS: (213) 644-7138 (2-8)

Creative, medium/major market MD/announcer seeks similar position in New England. Knowledge of all contemporary formats. For T&R call STAN: (617) 252-4715 (2-8)

Black air personality seeks opening preferably in FL or GA. Experienced in Country, A/C, CHR & Urban formats. Good production skills. JOHN McINTOSH: (305) 647-1668 (2-8)

News anchor/reporter ready to accept new challenges in new location. Also experienced with Arbitron book & terminology. JAY: (301) 484-8615 (2-8)

TERRY MORGAN is in search of a CHR or A/C station that needs a personality. Ten years experience in all aspects, seeks future with strong company. (317) 966-2077 (2-8)

Need challenge with successful team in medium/major market. Six years experience with good numbers in CHR, AOR & A/C plus research background. DAN: (517) 366-9051 (1-25)

RADIO

Randi Fellich appointed Account Executive KWNK/Simi Valley.

Wendy Wish promoted to Account Executive KRLD AM/Dallas.

Rene Evans joins KLZI FM/Phoenix as Account Executive.

John Kardzianac named Account Executive WBMM AM/Chicago.

John Frost appointed Account Executive KENI/Anchorage.

Helen Ratterman joins WKJJ FM/Louisville as Account Executive.

Patty Hansen promoted to Senior Account Executive KJYFM/Des Moines.

Changes

RECORDS

James Edwards promoted to Director of Marketing Systems for CBS Records/New York.

Charles Potuzak joins CBS Records/New York as Director of Financial Systems.

Carl Fraser appointed Manager of Financial Analysis for CBS Records/New York.

Donna Raybuck named Accounting Manager for CBS Records/New York.

Luis Mendez promoted to Director of Marketing & Licensing for RCA Records/New York.

Anthony Camardo appointed Marketing Coordinator for WEA/Chicago.

Judith Barahal promoted to Singles Specialist/Special Projects Coordinator for WEA/Chicago.

Fook-Wai Lee named Assistant Controller, Accounting Operations for CBS Records/New York.

Paul Guzman appointed Director of Financial Analysis & Budgets for CBS Records/New York.

Bernard Bushkin promoted to Director of Procedures & Controls for CBS Records/New York.

William Bagarazzi named Assistant Director of Financial Analysis & Budgets for CBS Records/New York.

George Blair promoted to Manager of Billing & Disbursements for CBS Records/New York.

INDUSTRY

Lynn McAdams joins Blair/RAR Inc./Chicago as Account Executive.

Jenna Sergant promoted to Account Executive for Blair/RAR Inc./Dallas.

Ronald Hyams named Account Executive for Blair/RAR Inc./New York.

Stacey Hill joins Christal Radio/Dallas as Account Executive.

Elisa Hart appointed Account Executive for Christal Radio/New York.

Daryl Leoce named Account Executive for Christal Radio/New York.

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: \$30 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$45 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 may place your free listings by phone only on Wednesday, Thursday & Friday 9am-5pm (PST) (213) 553-4330 or mail to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

The Music Section

National Music Formats Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation

DIONNE WARWICK with GLENN JONES
"Finder Of Lost Loves"
COMMODORES "Nightshift"
KIM CARNES "Invitation To Dance"
JOHN HUNTER "Tragedy"
ERIC CARMEN "I Wanna Hear It From Your Lips"

Country Coast-To-Coast

JOHNNY LEE "Rollin' Lonely"
DAVID ALLAN COE "She Used To Love Me A Lot"
JUDDS "Girls Night Out"

Rock 'N' Hits

JOHN PARR "Naughty Naughty"
JOHN HUNTER "Tragedy"
BRYAN ADAMS "Somebody"
MICK JAGGER "Just Another Night"
MADONNA "Material Girl"
PHIL COLLINS "One More Night"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

BILLY JOEL "Keeping The Faith"
BRYAN ADAMS "Somebody"
DAVID BOWIE with THE PAT METHENY GROUP
"This Is Not America"
DURAN DURAN "Save A Prayer"
JOHN PARR "Naughty Naughty"

TM A/C

COMMODORES "Nightshift"
PHIL COLLINS "One More Night"
ANNE MURRAY "Time Don't Run Out On Me"

TM Country

DOLLY PARTON "Don't Call It Love"
REBA McENTIRE "Somebody Should Leave"
ANNE MURRAY "Time Don't Run Out On Me"
RAY CHARLES with WILLIE NELSON
"Seven Spanish Angels"
GEORGE JONES with BRENDA LEE
"Hallelujah, I Love You So"
SHELLY WEST "Now There's You"

BPI

John Sherman/Bob English (206) 624-8651

Adult Contemporary

KIM CARNES "Invitation To Dance"
JANEY STREET "Under The Clock"
ERIC CARMEN "I Wanna Hear It From Your Lips"

Modern Country

NITTY GRITTY DIRT BAND "High Horse"
JOHNNY LEE "Rollin' Lonely"
SYLVIA "Fallin' In Love"
RESTLESS HEART "Let The Heartache Ride"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

BARBARA MANDRELL & LEE GREENWOOD
"It Should Have Been Love By Now"
DAVID ALLAN COE "She Used To Love Me A Lot"
SHELLY WEST "Now There's You"
ALABAMA "There's No Way"

The Great Ones

PHIL COLLINS "One More Night"
TOTO "Holyanna"
BARBARA MANDRELL & LEE GREENWOOD
"It Should Have Been Love By Now"

Concept Productions

Dick Wagner (916) 782-7754

CHR

MICK JAGGER "Just Another Night"
PHIL COLLINS "One More Night"
TEENA MARIE "Lovergirl"
ANIMATION "Obsession"
PRINCE "Take Me With U"

Country

NICOLETTE LARSON "Only Love Will Make It Right"
DARRELL CLANTON
"I Forgot I Don't Live Here Anymore"
CHARLY McCLAIN "Radio Heart"
EDDIE RABBITT "Warning Signs"

Media General Broadcast Services

Bob Dumals (901) 320-4433

Action

PHIL COLLINS "One More Night"
JOHN WAITE "Restless Heart"
ASHFORD & SIMPSON "Solid"

Your Country

JOHN FOGERTY "Big Train (From Memphis)"
REBA McENTIRE "Somebody Should Leave"
EVERLY BROTHERS "The First In Line"
SYLVIA "Fallin' In Love"
SAWYER BROWN "Step That Step"
FORESTER SISTERS
"(That's What You Do) When You're In Love"

Hit Rock

TEENA MARIE "Lovergirl"
SURVIVOR "High On You"
DURAN DURAN "Save A Prayer"
BILLY JOEL "Keeping The Faith"
MICK JAGGER "Just Another Night"
MADONNA "Material Girl"
PHIL COLLINS "One More Night"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

MADONNA "Material Girl"
PHIL COLLINS "One More Night"
ERIC CARMEN "I Wanna Hear It From Your Lips"
PRINCE "Take Me With U"
FRANKIE GOES TO HOLLYWOOD "Relax"
BRYAN ADAMS "Somebody"

Contempo 300

POINTER SISTERS "Neutron Dance"
PHIL COLLINS "One More Night"

Great American Country

MICKY GILLEY
"I'm The One That Mama Warned You About"
REBA McENTIRE "Somebody Should Leave"
BARBARA MANDRELL & LEE GREENWOOD
"It Should Have Been Love By Now"
DAVID ALLAN COE "She Used To Love Me A Lot"
SHELLY WEST "Now There's You"

Century 21

Greg Stephens (214) 934-2121

The Z Format

MICK JAGGER "Just Another Night"
PHIL COLLINS "One More Night"
MADONNA "Material Girl"
AUTOGRAPH "Turn Up The Radio"
PRINCE "Take Me With U"
ANIMATION "Obsession"
BRUCE SPRINGSTEEN "I'm On Fire"
CHICAGO "Along Comes A Woman"

The A/C Format

PHIL COLLINS "One More Night"
POINTER SISTERS "Neutron Dance"
CHERYL LYNN "At Last You're Mine"
CARS "Why Can't I Have You?"

Super-Country

REBA McENTIRE "Somebody Should Leave"
EDDIE RABBITT "Warning Sign"
SYLVIA "Falling In Love"
CHARLY McCLAIN "Radio Heart"

Radio Arts

John Benedict (818) 841-0225

Country's Best

BARBARA MANDRELL & LEE GREENWOOD
"It Should Have Been Love By Now"
ALABAMA "There's No Way"
REBA McENTIRE "Somebody Should Leave"
EDDIE RABBITT "Warning Sign"
SHELLY WEST "Now There's You"

Soft Contemporary

BILLY JOEL "Keeping The Faith"
ERIC CARMEN "I Wanna Hear It From Your Lips"
PHIL COLLINS "One More Night"
KIM CARNES "Invitation To Dance"

Sound 10

CARS "Why Can't I Have You?"
PHIL COLLINS "One More Night"
DURAN DURAN "Save A Prayer"
DAVID LEE ROTH "California Girls"
KIM CARNES "Invitation To Dance"



BREAKER

THINK PINK
A&M Records proudly announces
another milestone for the
Minneapolis sound. The first single
and album from the debut of former
Time guitarist and "Jungle Love"
co-author, Jesse Johnson.

The Single

BE YOUR MAN

7-inch AM-2702 and special 12-inch SP-12122

From The Album

JESSE JOHNSON'S REVUE SP-6-5024



On A&M Records, Compact Discs,
and BASF Chrome Cassettes.
Produced by J. Johnson for
J.W.J. Productions Inc.

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Black/Urban

BREAKERS.

"Breakers" are those newer records that have the greatest level of station activity on any given week.

JESSE JOHNSON'S REVUE Be Your Man (A&M)

65% of our reporting stations on it. Rotations: Heavy 3/0, Medium 24/4, Light 40/16, Total Adds 20 including WWIN, WAMO, WDA, WTMP, WBLZ, WDMT, WFXC, WJMI, K94, WDAO. A Most Added Record. Debuts at number 31 on the Black/Urban chart.

PATTI LABELLE New Attitude (MCA)

84% of our reporting stations on it. Rotations: Heavy 3/0, Medium 24/4, Light 39/19, Total Adds 20 including KNOK-FM, WHRK, WDMT, WJLB, XHRM, KSOL, KQXL, WXOK, WWWW. A Most Added Record. Debuts at number 33 on the Black/Urban chart.

GLADYS KNIGHT & THE PIPS My Time (Columbia)

75% of our reporting stations on it. Rotations: Heavy 2/0, Medium 26/6, Light 31/15, Total Adds 21 including WDZY, KNOK-FM, WYLF-FM, WBMX, WZAK, XHRM, KDKO, KUKQ, WANT. A Most Added Record. Debuts at number 35 on the Black/Urban chart.

REBBIE JACKSON A Fork In The Road (Columbia)

68% of our reporting stations on it. Rotations: Heavy 1/0, Medium 25/4, Light 28/11, Total Adds 15 including WWIN, WDAS, WDA, WLUM, WRD, W, W, W. Debuts at number 39 on the Black/Urban chart.

ROCKIE ROBBINS We Belong Together (MCA)

62% of our reporting stations on it. Rotations: Heavy 0/0, Medium 21/2, Light 28/7, Total Adds 9, WDAS, WENN, WQMG, WJJS, KHYS, WANT, WTOY, WKWM, WTLC.

EVELYN "CHAMPAGNE" KING Out Of Control (RCA)

61% of our reporting stations on it. Rotations: Heavy 4/0, Medium 24/2, Light 20/7, Total Adds 9, WDZY, WYLD-FM, WZAK, WJLB, WZEN-FM, KQXL, Z93, JET94, KOKA. Debuts at number 40 on the Black/Urban chart.

NEW & ACTIVE

DAZZ BAND "Heartbeat" (Motown) 47/11

Rotations: Heavy 6/0, Medium 26/4, Light 15/7, Total Adds 11, WILD, WVEE, WDA, WYLD-FM, WHNC, WFXC, WPDQ, WORL, WPLZ, KOKA, WTLZ. Heavy: WWIN, WGLI, WZAK, KDAY, WJMI, KIIZ. Medium: WDAS, WAKO, KKDA-FM, KNOK-FM, KYOK, WTMP, WBMX, WDMT, WJLB, KMJM, WZEN-FM, KACE, XHRM, KSOL, WRD, WENN, KAPE, WANM, WQKS, WKWM, WWWW, KDKO. Debuts at number 34 on the Black/Urban chart.

FAT BOYS "Can You Feel It" (Sutra) 47/5

Rotations: Heavy 2/2, Medium 16/14, Light 28/27, Total Adds 43 including WWIN, WXYV, WILD, WRKS, WDAS, WAKO, WVEE, KKDA-FM, KNOK-FM, KYOK, WHRK, WEDR, WYLD-FM, WRD, KMJM, WZEN-FM, KACE, KDAY, KSOL, WVOL.

LUTHER VANDROSS "Til My Baby Comes Home" (Epic) 46/43

Rotations: Heavy 5/1, Medium 10/2, Light 14/10, Total Adds 13, WDAS, WAMD, KMJQ, KYOK, WHRK, WHNC, WATV, WKXI, KIIZ, WBLX, WEAS, KOKA, WTLZ. Heavy: KRNB, WZAK, KDAY, WQOK. Medium: WVEE, WDA, WEDR, WDMT, WENN, WPEG, WFXC, WJAX.

WHISPERS "Some Kind Of Lover" (Solar/Elektra) 45/17

Rotations: Heavy 2/0, Medium 18/3, Light 25/14, Total Adds 17, WILD, WDAS, WHUR, KKDA-FM, WHRK, WYLD-FM, WGCI, XHRM, WRD, WATV, WENN, Z93, WQMG, WXKL, WLOU, WKUQ, KQXL, Heavy: WZAK, KDAY, Medium: WUSL, WTMP, WZAK, WDRQ, KACE, KSOL, WFXC, KIIZ, KJCB, WBLX, WANT, KAPE, WANM, WDAO, WWWW.

GRANDMASTER FLASH "Sign Of The Times" (Elektra) 44/8

Rotations: Heavy 4/0, Medium 13/0, Light 27/8, Total Adds 8, KMJQ, KYOK, WJLB, WQMG, WJJS, KOKA, WQKS, WVOL. Heavy: WAMO, KSOL, WJMI, KDKO. Medium: WWIN, WILD, WAKO, WRD, WQOK, WDAO, WWWW. Moves 38-36 on the Black/Urban chart.

ROCKWELL "He's A Cobra" (Motown) 44/8

Rotations: Heavy 3/0, Medium 13/0, Light 27/8, Total Adds 8, KMJQ, KYOK, WJLB, WQMG, WJJS, KOKA, WQKS, WVOL. Heavy: WAMO, KSOL, WJMI, KDKO. Medium: WWIN, WILD, WAKO, WRD, WQOK, WDAO, WWWW. Moves 38-36 on the Black/Urban chart.

DARYL HALL & JOHN OATES "Method Of Modern Love" (RCA) 44/5

Rotations: Heavy 13/0, Medium 28/2, Light 5/3, Total Adds 5, KYOK, WGCI, WDRQ, WJLB, WLOU, Heavy: WJLB, WZAK, KACE, WKOK, JET94, WFXC, WJAX, WPDQ, KIIZ, WQOK, K94, WANM, WQKS. Medium: WWIN, WXYV, WDAS, WUSL, WJAX, WZAK, WJLB, WQMG, WJJS, WZAK, XHRM, WHNC, KQXL, Z93, WJMI, WJUS, WBLX, KDKA, WWDW, WKWM, WWWW. Moves 33-30 on the Black/Urban chart.

WHODINI "Freaks Come Out At Night" (Jive/Arista) 43/8

Rotations: Heavy 11/0, Medium 18/1, Light 14/7, Total Adds 8, WWIN, KKDA-FM, KMJQ, WDA, WBMX, WPEG, WFXC, WQKS, Heavy: KYOK, WZAK, WJLB, KMJM, WKND, WRD, WATV, WKXI, WQOK, WDAO, WWWW. Medium: WXYV, WDAS, WUSL, WAMO, WDJY, WVEE, KNOK-FM, WHRK, WDMT, WDRQ, KJLB, WENN, WQMG, WLOU, K94, WTOY, KUKQ. Debuts at 38 on the Black/Urban chart.

DIONNE WARWICK & GLENN JONES "Finder Of Lost Loves" (Arista) 42/9

Rotations: Heavy 1/0, Medium 11/1, Light 30/8, Total Adds 9, WILD, WAKO, WYLD-FM, WRD, WQOK, WQKS, WVKO, KDKO, KUKQ, Heavy: WDA, Medium: WTMP, WDMT, WZEN-FM, KDAY, WPDQ, KAPE, WKWM, WWWW, WANM.

PENNY FORD "Change Your Wicked Ways" (Total Experience/RCA) 40/2

Rotations: Heavy 7/0, Medium 13/0, Light 14/2, Total Adds 2, WUSL, WDR. Heavy: WDAS, KRNB, WDA, WPKO, WENN, WJAX, WANT, Medium: WWIN, WILD, WHRK, WDMT, WZAK, WJLB, WHNC, WATV, Z93, WFXC, WQMG, WPDQ, KJCB, WLOU, WAAA, KHYS, WTOY, WEAS, WTLZ, WQOK.

E. ISLEY, C. JASPER, M. ISLEY "Kiss And Tell" (CBS Associated) 37/8

Rotations: Heavy 4/0, Medium 13/2, Light 20/6, Total Adds 8, KMJQ, WJLB, KDAY, KSOL, KQXL, WQMG, WANM, WVKO, Heavy: WPEG, WJMI, WKXI, KOKA. Medium: WAMO, WAKO, WVEE, KRNB, WZEN-FM, KJCB, WQOK, WORL, KAPE, WAAA, WTLZ.

RAY, GOODMAN, & BROWN "Who's Gonna Make The First Move" (Panoramic) 37/8

Rotations: Heavy 2/0, Medium 12/0, Light 23/8, Total Adds 8, WHUR, WYLD-FM, WDRQ, WLUM, KACE, WENN, WEAS, WTLZ, Heavy: WHNC, WPDQ, Medium: WWIN, WXYV, WILD, WBMX, KSOL, WKND, WRD, WPEG, WFXC, WQMG, KOKA, WWWW.

KURTIS BLOW "Basketball" (Mercury/PolyGram) 37/3

Rotations: Heavy 9/1, Medium 16/0, Light 12/2, Total Adds 3, WUSL, JET94, WQKS. Heavy: WVEE, KKDA-FM, KNOK-FM, WDA, WRD, WATV, WPEC, WWWW. Medium: WWIN, WDAS, KYOK, WHRK, WEDR, WHNC, WZAK, KMJM, WQMG, KJCB, K94, KHYS, WANT, WANM, WKWM, WVOL.

FORCE MD'S "Forgive Me Girl" (Tommy Boy) 36/6

Rotations: Heavy 7/0, Medium 14/0, Light 15/8, Total Adds 6, WWIN, WJLB, WHNC, WQMG, WTOY, WDDM. Heavy: KRNB, WDA, KDAY, KJCB, WPLZ, WQKS, WWWW. Medium: WXYV, WILD, WVEE, KYOK, WDMT, WATV, WATV, WKXI, KIIZ, WANT, WEAS, KOKA, KDKO, WZAK.

ROXANNE SHANTE "Roxanne's Revenge" (Pop Arts) 32/10

Rotations: Heavy 5/1, Medium 11/2, Light 16/7, Total Adds 10, WAMO, WDA, WGCI, WATV, WENN, WPEG, WLOU, WANM, WTLZ, KUKO, Heavy: WRKS, WDAS, KDAY, WPLZ. Medium: WUSL, WVEE, WHRK, WDMT, WZAK, KMJM, KHYS, WANT, WDDM.

LONNIE HILL "Hard Times" (Urban Sound) 31/7

Rotations: Heavy 4/0, Medium 14/3, Light 13/4, Total Adds 7, KSOL, WRD, WFXC, KJCB, KAPE, WANM, KOKO, Heavy: WXOK, WENN, WLOU, KHYS. Medium: WAMO, KRNB, WEDR, WATV, WPEG, WPDQ, WBLX, WORL, WTOY, KOKA, WWDW.

MOST ADDED

LUTHER VANDROSS (43)
"Til My Baby Comes Home (Epic)
GLADYS KNIGHT & THE PIPS (21)
My Time (Columbia)
S.O.S. BAND (21)
Weekend Girl (Tabu/CBS)
JESSE JOHNSON'S REVUE (20)
Be Your Man (A&M)
PATTI LABELLE (20)
New Attitude (MCA)
MARY JANE GIRLS (20)
In My House (Gordy/Motown)

HOTTEST

NEW EDITION (40)
Mr. Telephone Man (MCA)
DIANA ROSS (33)
Missing You (RCA)
PHILIP BAILEY with PHIL COLLINS (21)
Easy Lover (Columbia)
UTFO (20)
Roxanne, Roxanne (Select)
KOOL & THE GANG (19)
Misled (De-Lite/PolyGram)

RUN D.M.C. "King Of Rock" (Profile) 29/13

Rotations: Heavy 5/1, Medium 10/2, Light 14/10, Total Adds 13, WDAS, WAMD, KMJQ, KYOK, WHRK, WHNC, WATV, WKXI, KIIZ, WBLX, WEAS, KOKA, WTLZ. Heavy: KRNB, WZAK, KDAY, WQOK. Medium: WVEE, WDA, WEDR, WDMT, WENN, WPEG, WFXC, WJAX.

JENNY BURTON "Bad Habits" (Atlantic) 27/19

Rotations: Heavy 1/0, Medium 5/2, Light 21/17, Total Adds 10, KRNB, WDA, WEDR, WDMT, WENN, WPEG, WFXC, WJAX. Heavy: WQOK. Medium: WTMP, WLOU, WANM.

NARADA MICHAEL WALOEN w/PATTI AUSTIN "Gimme, Gimme, Gimme" (WB) 26/10

Rotations: Heavy 0/0, Medium 8/2, Light 18/8, Total Adds 10, KRNB, WDA, WEDR, WDMT, WENN, WPEG, WFXC, WJAX. Heavy: WQOK. Medium: WTMP, WLOU, WANM.

WISH #FONOA RAE "Touch Me (All Night Long)" (IKR/Parsonal) 26/3

Rotations: Heavy 4/0, Medium 10/1, Light 12/2, Total Adds 3, XHRM, WNH, WTOY, Heavy: WDAS, WBMX, KACE, WLOU. Medium: WAKO, KRNB, WEDR, WDMT, WLUM, WFXC, WQMG, KIIZ, WDDM.

SIGNIFICANT ACTION

LILLO THOMAS "Settle Down" (Capitol) 24/14

Rotations: Heavy 0/0, Medium 6/3, Light 17/11, Total Adds 14, WXYV, KRNB, WDA, WDMT, WKND, WHNC, WRD, WATV, WKXI, WLOU, KDKA, WANM, WAAA, WDAO. Medium: WTMP, WFXC, WWWW.

ANGELA BOFILL "Let Me Be The One" (Arista) 22/7

Rotations: Heavy 0/0, Medium 6/0, Light 18/7, Total Adds 7, WXYV, WHNC, WPEG, WJJS, WBLX, WTOY, WWWW. Medium: KKDA-FM, WDA, WRD, WQOK, WJMI, WANM.

S.O.S. BAND "Weekend Girl" (Tabu/CBS) 21/21

Rotations: Heavy 0/0, Medium 8/6, Light 15/15, Total Adds 21, WXYV, WILD, WHUR, WAKO, KYOK, KRNB, WYLD-FM, WGCI, WBLZ, KDAY, WPKO, WENN, WQMG, WJMI, WKXI, WORL, KOKA, WDDM, WANM, WQKS, WDAO.

JEFF LORBER featuring AUDREY WHEELER "Step By Step" (Arista) 21/11

Rotations: Heavy 0/0, Medium 5/2, Light 16/9, Total Adds 11, WVEE, WDA, WGCI, WZAK, KMJM, KACE, XHRM, KSOL, WFXC, WDAO, WTLZ. Medium: WRD, WJMI, WANM.

MARY JANE GIRLS "In My House" (Gordy/Motown) 20/20

Rotations: Heavy 0/0, Medium 4/4, Light 16/16, Total Adds 20, WWIN, WDAS, WDJY, WHUR, KKDA-FM, KNOK-FM, WQOK, WBLZ, KDAY, WKOK, WENN, WQMG, WJMI, WKXI, WORL, KOKA, WDDM, WANM, WQKS, WDAO.

MAGNUM FORCE "Cool Out" (Paula) 20/1

Rotations: Heavy 2/0, Medium 13/0, Light 5/1, Total Adds 1, WDAO. Heavy: KOKA, WWWW. Medium: WWIN, WILD, KYOK, KRNB, WBMX, WDRQ, WZEN-FM, KDAY, WKND, WXOK, WLOU, WQOK, WKWM.

SHALAMAR "My Girl Loves Me" (Solar/Elektra) 19/13

Rotations: Heavy 0/0, Medium 8/4, Light 11/9, Total Adds 13, WDAS, WUSL, WEDR, WBMX, WZAK, KACE, WRD, WQXL, WORL, KAPE, WAAA, WTLZ, KDKO. Medium: WYLD-FM, WDRQ, KDAY, WANM.

SIEDAH GARRETT "Do You Want It Right Now" (Qwest/WB) 18/10

Rotations: Heavy 0/0, Medium 4/0, Light 14/10, Total Adds 10, KMJM, KACE, WHNC, WRD, WQOK, WJMI, WKXI, KOKA, WANM, WTLZ. Medium: WADK, WDA, WJLB, KSOL.

ALEXANDER O'NEIL "Innocent" (Tabu/CBS) 16/13

Rotations: Heavy 1/0, Medium 5/3, Light 10/10, Total Adds 13, WDAS, WHUR, KNOK-FM, WHRK, WDRQ, WJLB, KMJM, KQXL, WHRK, WATV, KAPE, WDDM, KDKO, Heavy: WQOK. Medium: KKDA-FM, KDAY.

THIRD WORLD "Sense Of Purpose" (Columbia) 14/5

Rotations: Heavy 0/0, Medium 3/0, Light 11/5, Total Adds 5, WHUR, WDA, XHRM, WRD, WLOU. Medium: WFXC, WJMI, WKXI.

CONTROLLERS with VALERIE DENECE "Just For You" (MCA) 14/1

Rotations: Heavy 0/0, Medium 7/0, Light 5/1, Total Adds 1, KACE. Heavy: WATV, WENN, Medium: WILD, KKDA-FM, WTMP, KSOL, WBLX, WANM, WDAO.

KYM YANCEY "Determination" (Critique) 13/3

Rotations: Heavy 0/0, Medium 1/0, Light 12/3, Total Adds 3, WENN, WQMG, WKXI. Medium: KRNB.

MICHAEL WYCOFF "Gonna Chase You (Till You Catch Me)" (Valley Vue) 13/2

Rotations: Heavy 0/0, Medium 4/0, Light 9/2, Total Adds 2, WENN, WAAA, Medium: KRNB, WLUM, KHYS, WTLZ.

PRINCE "Take Me With U" (WB) 12/12

Rotations: Heavy 1/1, Medium 1/1, Light 10/10, Total Adds 12, WDJY, WHUR, WAKO, WBLZ, KACE, KSOL, WRD, WENN, KIIZ, WANT, WDDM, WVKO.

ROXANNE with UTFO "The Real Roxanne" (Select) 12/9

Rotations: Heavy 0/0, Medium 4/2, Light 8/7, Total Adds 9, WILD, WUSL, WDJY, KRNB, WDA, WHRK, WDMT, KIIZ, K94. Medium: WDRQ, KDAY.

NEW JERSEY MASS CHOIR "I Want To Know What Love Is" (Savoy) 12/3

Rotations: Heavy 1/0, Medium 4/0, Light 7/3, Total Adds 3, WDMT, WJLB, WENN. Heavy: WPDQ. Medium: WWIN, WXYV, WVEE, WGCI.

CI CI "(You Got Me) Hypnotized" (Creative Funk) 12/0

Rotations: Heavy 0/0, Medium 7/0, Light 5/0, Total Adds 0, Medium: WWIN, WXYV, WPEG, WKXI, WPDQ, WBLX, WANT.

SHERYL LEE RALPH "You're So Romantic" (New York Music) 11/5

Rotations: Heavy 0/0, Medium 1/0, Light 10/5, Total Adds 5, KRNB, WDA, WXOK, WKXI, WTLZ. Medium: KOKA.

SHAKATAK "Down On The Street" (Polydor/PolyGram) 11/4

Rotations: Heavy 2/0, Medium 2/0, Light 7/4, Total Adds 4, WDAS, KMJM, JET94, WWWW. Heavy: WGCI, WTLZ. Medium: XHRM, KUKQ.

FOREIGNER "I Want To Know What Love Is" (Atlantic) 11/1

Rotations: Heavy 5/0, Medium 4/0, Light 2/1, WPLZ. Heavy: WDJY, WBLZ, KACE, WJAX, WJJS. Medium: WUSL, WHRK, WLUM, JET94.

STYLISTICS "Some Things Never Change" (Streetwise) 11/0

Rotations: Heavy 0/0, Medium 7/0, Light 4/0, Total Adds 0, Medium: WILD, WUSL, WZAK, KDAY, KQXL, WJMI, KAPE.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.



Patti LaBelle

NEW ATTITUDE
THE NEWEST SINGLE
FROM THE GOLD
BEVERLY HILLS COP
SOUNDTRACK



BREAKER



*Rockie
Robbins*

**WE BELONG
TOGETHER**
FROM HIS DEBUT
MCA ALBUM

MCA RECORDS
DELIVERING THE MUSIC OF THE 80'S

R&R JAZZ RADIO

NATIONAL AIRPLAY/30

February 8, 1985

- 1 SCOTT COSSU/Islands (Windham Hill)
- 2 PAQUITO D'RIVERA/Why Not! (Columbia)
- 3 DAVID SANBORN/Straight To The Heart (WB)
- 4 PAT MATHENY/First Circle (WB)
- 5 MANHATTAN TRANSFER/Bop Doo-Wopp (Atlantic)
- 6 VICTOR FELDMAN/Fiesta (Palo Alto)
- 7 BOB THOMPSON/7 In 7 Out (Rainbow)
- 8 RODNEY JONES/When You Feel The Love (Timeless/Zebra)
- 9 GEORGE BENSON/20/20 (WB)
- 10 SKYWALK/Silent Witness (Zebra)
- 11 LAUREL MASSE/Alone Together (Pausa)
- 12 DIANE SCHUUR/Deedles (GRP)
- 13 SHADOWFAX/The Dreams of Children (Windham Hill)
- 14 IN SYNC/Sync Or Swim (Silver Seven)
- 15 E. FITZGERALD/D. ELLINGTON/Stockholm Concert, 1966 (Pablo Live)
- 16 ART BLAKEY & JAZZMESSengers/Album Of The Year (Timeless/Zebra)
- 17 MISTER SPATS/Mister Spats (Track)
- 18 WYNTON MARSALIS/Hot House Flowers (Columbia)
- 19 JOE FARRELL/LOUIS HAYES QUARTET/Vim 'N' Vigor (Timeless/Zebra)
- 20 ARTHUR BLYTHE/Put Sunshine In It (Columbia)
- 21 JAMES WILLIAMS/Alter Ego (Sunnyside)
- 22 EARL KLUH/Night Songs (Capitol)
- 23 CLAUDE BOLLING TRIO/Jazz A La Francaise (Columbia)
- 24 RICHELIE BEIRACH/Elegy For Bill Evans (Palo Alto)
- 25 RON MCCOBY/The Other Whistler (Concord)
- 26 COTTON CLUB/Soundtrack (Geffen)
- 27 AL JAREAU/High Crime (WB)
- 28 GROVER WASHINGTON JR./Inside Moves (Elektra)
- 29 JACK WILKINS/Captain Black (Greene St./2001)
- 30 L. SUBRAMANIAM & S. GRAPPELLI/Conversations (Milestone/Fantasy)

Black/Urban stations contributing to Jazz:
 WKND/Hartford, Melonae McClean; WJAX/Jacksonville, Chris Turner; KJCB/Lafayette, Beatrice Evans; WYLD-FM/New Orleans, Dell Spencer; WGCI/Chicago, Graham Armstrong; WDMT/Cleveland, Dean-Dean Rufus; WVOI/Toledo, Maxx Myrick; XHRM/San Diego, Duff Lindsey.

NEW & ACTIVE

- LARRY CHERNIKOFF "Gallery Of Air" (Muse/Art) 14/3**
 Rotations: Heavy 2/0, Medium 4/0, Light 5/0, Extra Adds 3, Total Adds 3, WMOT, KAOX, KRVS, Heavy: WNUR, KLCC, Medium: WZAM, KCSC, WUSF, KWMU.
- SHORTY ROGERS/BUD SHANK "Back Again" (Choice/Bainbridge) 14/3**
 Rotations: Heavy 2/0, Medium 6/1, Light 5/0, Extra Adds 1, Total Adds 3, WJWM, KRVS, WHRO, Heavy: KADK, Medium: KJZZ, KFLU, WFSF, WUSF, XHRM.
- JACK WILKINS "Captain Black" (Greene St./2001) 14/1**
 Rotations: Heavy 2/0, Medium 8/0, Light 4/1, Extra Adds 0, Total Adds 1, WLOO, Heavy: WNOP, WHRO, Medium: WFAE, KSAX, KBEM, KCSC, KADK, KJZZ, KMHQ, KLSK.
- DAVE GRUSIN "One Of A Kind" (GRP) 13/13**
 Rotations: Heavy 0/0, Medium 1/1, Light 5/1, Extra Adds 7, Total Adds 13, WBFO, WYRS, KSAX, WMOT, KTCJ, KKKO, KJZZ, KMHQ, WFSF, WMGI, KRVS, KLCB, KRML.
- ROSEANNA VITRO "Listen Here" (Texas Rose) 11/5**
 Rotations: Heavy 2/0, Medium 6/1, Light 3/2, Extra Adds 2, Total Adds 6, KMHQ, KUOP, KPLU, WUSF, KLSK, Medium: WYRS, KXPR.
- GEORGE ADAMS/DON PULLEN QUARTET "Decisions" (Timeless/Zebra) 11/3**
 Rotations: Heavy 2/1, Medium 4/1, Light 5/1, Extra Adds 0, Total Adds 3, WKSU, WJWM, KRVS, Heavy: KLCC, Medium: WGBH, WUSF, KXPR.
- NYLONS "One Size Fits All" (Open Air) 10/1**
 Rotations: Heavy 5/0, Medium 1/0, Light 4/1, Extra Adds 1, Total Adds 1, KRML, Heavy: WMOT, WLOO, KTCJ, KKKO, KLCB, Medium: KCSC.
- MORGANA KING "Portraits" (Muse) 9/1**
 Rotations: Heavy 1/0, Medium 2/0, Light 5/0, Extra Adds 1, Total Adds 1, KRVS, Heavy: KLCC, Medium: WYRS, WKND.
- JACKSON/BROWN/WALTON/ROKER QUARTET "It Don't Mean A Thing..." (Pablo) 8/8**
 Rotations: Heavy 3/3, Medium 0/0, Light 1/1, Extra Adds 4, Total Adds 8, WYRS, WFAE, WDET, KLCN, WUSF, KLCC, KXPR.
- JAY LEONHART with JOE BECK "There's Gonna Be Trouble" (Sunnyside) 8/6**
 Rotations: Heavy 0/0, Medium 5/3, Light 3/3, Extra Adds 0, Total Adds 6, WYRS, WFAE, WDET, KLCN, WUSF, KLCC.
- FALCON & THE SNOWMAN "Soundtrack" (EMI America) 8/2**
 Rotations: Heavy 2/0, Medium 2/1, Light 4/1, Extra Adds 0, Total Adds 2, KTCJ, WFSF, Heavy: KRVS, KFM, Medium: WZAM, KLCC.
- DINAH WASHINGTON "Fats Waller Songbook" (EmArcy) 8/2**
 Rotations: Heavy 2/1, Medium 3/1, Light 3/0, Extra Adds 0, Total Adds 2, WBGO, WYBC, Heavy: WKSU, Medium: WLOO, KLCC.
- BILL BARRON "Variations In Blue" (Muse) 8/1**
 Rotations: Heavy 1/0, Medium 4/1, Light 3/0, Extra Adds 0, Total Adds 1, WHRO, Heavy: KJZZ, Medium: WJWM, WFSF, WKND.
- NEW PULSE JAZZ BAND "Boogie Man" (Kilmarrock) 7/4**
 Rotations: Heavy 1/1, Medium 4/1, Light 1/1, Extra Adds 1, Total Adds 4, WMOT, WUSF, WYVE, KWMU, Medium: WYBC, KRVS, KLCC.

MOST ADDED

- JAMES WILLIAMS (15)**
 Alter Ego (Sunnyside)
DAVE GRUSIN (13)
 One Of A Kind (GRP)
DAVID SANBORN (11)
 Straight To The Heart (WB)
MILT JACKSON/R. BROWN/C. WALTON (8)
 It Don't Mean A Thing... (Pablo)
ARTHUR BLYTHE (7)
 Put Sunshine In It (Columbia)
- BARRY MANLOW "2:00 AM Paradise Cafe" (Arista) 7/3**
 Rotations: Heavy 2/1, Medium 2/1, Light 3/1, Extra Adds 0, Total Adds 4, WYRS, WLOO, WFSF, Heavy: KKKO, Medium: KJZZ.
- DUKE ELLINGTON & HIS ORCHESTRA "4 Paul Gonsalves" (Fantasy) 7/2**
 Rotations: Heavy 2/0, Medium 2/1, Light 3/1, Extra Adds 0, Total Adds 2, WRTI, WYRS, Heavy: WGBH, KJAZ, Medium: WKSU.
- BOB MALINOSS/N QUINTET "Song For Janet Lee" (Discovery) 7/2**
 Rotations: Heavy 2/0, Medium 2/1, Light 3/1, Extra Adds 0, Total Adds 2, KJAZ, WHRO, Heavy: WMOT, WJWM, Medium: KPLU.
- RED GARLAND "So Long Blues" (Galaxy) 6/5**
 Rotations: Heavy 2/1, Medium 1/1, Light 1/1, Extra Adds 2, Total Adds 5, WBGO, WRTI, KSAX, WNUP, WJWM, Heavy: KPLU.
- M'BOOM "Collage" (Soul Note) 6/5**
 Rotations: Heavy 3/2, Medium 1/1, Light 2/2, Extra Adds 0, Total Adds 5, WDET, WKSU, WYVE, KLCC, KXPR, Heavy: WBGO.
- LINDA RONSTADT w/NELSON RIDDLE "Lush Life" (Alyson) 6/1**
 Rotations: Heavy 1/0, Medium 4/1, Light 1/0, Extra Adds 0, Total Adds 1, WNOP, Heavy: WMGI, Medium: WBEW, WYVE, KFM.
- PATRICK WILLIAMS "Dreams & Themes" (Allegiance) 6/0**
 Rotations: Heavy 0/0, Medium 0/0, Light 0/0, Extra Adds 1, Total Adds 1, WMOT, WYRS, WFAE, WDET, WKSU, WNUR.
- ARCHIE SHEPP "Down Home New York" (Soul Note) 5/5**
 Rotations: Heavy 1/1, Medium 3/3, Light 0/0, Extra Adds 1, Total Adds 4, WYRS, WFAE, WDET, WKSU, WNUR.
- WINDS OF CHANGE "Far East Subway Blues" (Muse/Art) 5/1**
 Rotations: Heavy 0/0, Medium 2/1, Light 3/0, Extra Adds 0, Total Adds 1, WYBC, Medium: WHUR.
- MONTY ALEXANDER/RAY BROWN/HERB ELLIS "Overseas Special" (Concord) 5/0**
 Rotations: Heavy 4/0, Medium 0/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: WGBH, KHUF, WHRO, WYVE.
- COUNTRY "Soundtrack" (Windham Hill) 5/0**
 Rotations: Heavy 2/0, Medium 1/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: KCSC, KFM, Medium: KTCJ.
- NORTHWIND "Circle In The Fire" (Palo Alto) 5/0**
 Rotations: Heavy 1/0, Medium 2/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: WYBC, Medium: WBFO, KWMU.
- TOM SCHMIDT "Deer Park" (Muse/Art) 5/0**
 Rotations: Heavy 0/0, Medium 3/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: WYBC, Medium: WBFO, KWMU.
- MEL TORRE "Elington & Basie Songbooks" (Verve) 5/0**
 Rotations: Heavy 2/0, Medium 1/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: KLCN, KXPR, Medium: WYRS.

HOTTEST

- PAQUITO D'RIVERA (18)**
 Why Not! (Columbia)
- SCOTT COSSU (17)**
 Islands (Windham Hill)
- DAVID SANBORN (11)**
 Straight To The Heart (WB)
- DIANE SCHUUR (9)**
 Deedles (GRP)

Regionalized Adds & Hots

Printed Adds are first ten provided by station. Hots are printed in order given by reporter. * symbol denotes commercial station.

EAST	SOUTH	WEST	WEST
WDBH/Houston Eric Johnson James Williams Pat Metheny Archie Shepp Joe Raposo Gwilym Jones Howard Mandel Freddie Hubbard Art Farmer Red Garland Herbie Hancock Ron Thompson WDRB/Charlotte Ornette Coleman Duke Ellington Freddie Hubbard George Benson Dave Grusin Jack Wilkins Joe Raposo WYFF/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins WRDZ/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins WRDZ/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins WRDZ/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins	WFSF/Tallahassee Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins WFSF/Tallahassee Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins WFSF/Tallahassee Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins WFSF/Tallahassee Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins WFSF/Tallahassee Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins	WYFF/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins WYFF/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins WYFF/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins WYFF/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins WYFF/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins	WYFF/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins WYFF/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins WYFF/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins WYFF/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins

53 Reporting Stations

The following stations called in a frozen playlist:

WJAX/Jacksonville
 KJCB/Lafayette
 WZAM/Norfolk

MIDWEST	WEST
WYFF/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins WYFF/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins WYFF/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins WYFF/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins WYFF/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins	WYFF/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins WYFF/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins WYFF/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins WYFF/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins WYFF/Charlotte Duke Ellington Herbie Hancock George Benson Dave Grusin Jack Wilkins

The following stations failed to report this week; their playlists were frozen:

- WBEE/Chicago
- WJZZ/Detroit
- KUHF/Houston

Editor's Note: WIAN/Indianapolis is no longer a reporting station.

The Call That Gets It All!



SUBSCRIBE TODAY!

RADIO & RECORDS

(213) 553-4330

Country

NEW & ACTIVE

- REBA McENTIRE "Somebody Should Leave" (MCA) 92/50**
Rotations: Heavy 2, Medium 27, Light 63, Total Adds 50 including WGNA, WKYQ, WILQ, KASE, KXYL, KYXX, WGXX, WLWI, WIRK, KSO, KXXY, WQW, KVEG, KCBQ, KGA. Debuts at number 43 on the Country chart.
- FORESTER SISTERS "That's What You Do When You're..." (WB) 87/12**
KIK-FM, KKCS, KMAK. Heavy: WTSV, KCKC. Total Adds 12. WVAM, WNYR, CHOW, WTVY, WESC, WTQR, KCJB, KXXY, KRST, WONE, KWMT, WBSC, WIL, KTPK, KKCS, KIGO. Debuts at number 48 on the Country chart.
- JOHN FOGERTY "Big Train (From Memphis)" (WB) 81/17**
Rotations: Heavy 1, Medium 26, Light 54, Total Adds 17 including WCAO, WAJR, WILQ, WEZL, KYXX, WSM, KYXX, WSLR, WDM, KWMT, WBSC, WIL, KTPK, KKCS, KIGO. Debuts at number 46 on the Country chart.
- EVERLY BROTHERS "The First In Line" (Mercury/PolyGram) 80/7**
Rotations: Heavy 1, Medium 38, Light 41, Total Adds 7. KEAN, WSM, WRNL, WOHK, KCJB, KKAL, KKCS. Heavy: KIGO. Medium: WCAO, WBGW, WPOR, KIKK, WQYK, KTTS, KUGN. Moves 49-45 on the Country chart.
- SYLVIA "Fallin' In Love" (RCA) 69/38**
Rotations: Heavy 1, Medium 16, Light 52, Total Adds 36 including WQBE, WNYR, WILQ, WYII, KASE, KLL, WCMS, WIRK, KBMR, WGEE, WTOD, KVOO, KVEG, KCCY, KGA.
- MOE BANDY & JOE STAMPLEY "Daddy's Honky Tonk" (Columbia) 63/7**
Rotations: Heavy 1, Medium 28, Light 34, Total Adds 7. WXTU, WPOR, KEAN, WUSY, WLWI, WIRK, WSLR. Heavy: KKYX. Medium: CHOW, WYII, KSO, KEBC, KTTS, KUZZ, KRYS, KCKC.
- NICOLETTE LARSON "Only Love Will Make It Right" (MCA) 60/19**
Rotations: Heavy 1, Medium 9, Light 50, Total Adds 19 including WVAM, WSNQ, WNYR, WIXY, WVMI, WEZL, WUSQ, WAXX, KTTS, WTOD, KUGN, KMAK, KXWJ, KCOM, KCKC.
- CHARLY McCLAIN "Radio Heart" (Epic) 56/39**
Rotations: Heavy 2, Medium 9, Light 45, Total Adds 39 including WTSV, WYII, WXBO, WSOC, WNOX, WGXX, WKIX, WTQR, WOV, KTTS, KFDI, KYAK, KXWJ, KSO, KSP, KCBQ.
- MAINES BROTHERS BAND "Everybody Needs Love..." (Mercury/PolyGram) 55/16**
Rotations: Heavy 0, Medium 18, Light 37, Total Adds 16. WGNA, WAJR, WIXY, CHOW, KASE, WEZL, KPLX, KYXX, WAXX, KWMT, WITL, WTSD, KTTS, WTHI, KMAK, KFTN.
- NARVEL FELTS "Hey Lady" (Evergreen) 52/4**
Rotations: Heavy 1, Medium 13, Light 38, Total Adds 4. WPOR, WVVA, WAXX, KCJB. Heavy: KKYX. Medium: WVAM, WBGW, WYII, WEZL, WTVY, WESC, WDXE, WSLR, WWJQ, WTOD.
- EDDIE RABBITT "Warning Sign" (WB) 51/48**
Rotations: Heavy 2, Medium 9, Light 40, Total Adds 48 including WBGW, WYRK, WDSY, WUSY, KIKK, KXAS, KYXX, WMC, WKSJ, WCUZ, KXXY, WIL, KNIX, KCOM, KSP.

- ZELLA LEHR "You Bring Out The Lover In Me" (Compliat/PolyGram) 25/6**
Rotations: Heavy 0, Medium 3, Light 22, Total Adds 6. WGNA, WIXY, KRRV, WWOD, WOKK, KRKT. Medium: KKYX, KSP, KIGO. Light: KVOO.
- SIERRA "The Almighty Lover" (Awesome) 25/2**
Rotations: Heavy 0, Medium 2, Light 23, Total Adds 2. KKAL, KCOM. Medium: WIXY, WYII. Light: KRRV, WWOD, WCMS, KBMR, WOV, KFDI.
- SIMON & VERITY "We've Still Got Love" (EMI America) 21/4**
Rotations: Heavy 0, Medium 3, Light 18, Total Adds 4. WGNA, WDXE, KUGN, KEIN. Medium: WOKK, KXYX, WCUZ. Light: WVVA, WAXX, KIOV.
- KEITH WHITLEY "A Hard Act To Follow" (RCA) 19/15**
Rotations: Heavy 0, Medium 2, Light 17, Total Adds 15 including WYII, KRRV, WLWI, KBMR, KWMT, WGEE, WOV, WWJQ, KRKT, KSP.
- CARLETTE "Any Way You Want Me" (Dak) 18/7**
Rotations: Heavy 0, Medium 1, Light 17, Total Adds 7. KRRV, WGTO, WESC, KLL, WWOD, KWMT, WOV. Medium: KMMI. Light: KTTS, KSP.
- MARGO SMITH "Take Your Memory When You Go" (Bermuda Dunes) 17/7**
Rotations: Heavy 0, Medium 0, Light 17, Total Adds 7. WVAM, WBGW, WOV, KTTS, KVOO, KEIN, KCOM. Light: KRRV, KSO, KRYS.
- GAIL DAVIES "Nothing Can Hurt Me Now" (RCA) 16/16**
Rotations: Heavy 0, Medium 3, Light 13, Total Adds 16 including WVAM, WSNQ, WDXE, KRMD, WIRK, WCUZ, KMAK, KQIL, KCOM, KSP.
- ADAM BAKER "I Can See Him In Her Eyes" (Signature) 14/3**
Rotations: Heavy 0, Medium 1, Light 13, Total Adds 3. WCAO, WBGW, KRYS. Medium: KIGO. Light: WYII, KRRV, KBMR, KFDI.
- BILL ANDERSON "Wino The Clown" (Swanee) 13/3**
Rotations: Heavy 0, Medium 1, Light 12, Total Adds 3. WVVA, WIRE, KVOO. Medium: WITL. Light: WLWI, KXYX, WOV, KTTS, KFDI, KSP.
- MARK GRAY & TAMMY WYNETTE "Sometimes When We Touch" (Columbia) 11/11**
Rotations: Heavy 0, Medium 1, Light 10, Total Adds 11 including WBGW, WSNQ, WTSV, WGTO, WDXE, WKSJ, KRMD, WCUZ, KCKC, KIGO.
- EDDIE EASTMAN "Dreaming All Over Again" (Artisan) 11/1**
Rotations: Heavy 0, Medium 4, Light 7, Total Adds 1. KQIL. Medium: WBGW, CHOW, KRQW, KIGD. Light: WSNQ, WYII, KRRV, WTOD, KRYS.
- LOBO "Am I Going Crazy" (Evergreen) 10/5**
Rotations: Heavy 0, Medium 0, Light 10, Total Adds 5. WVAM, WYII, WDXE, WCMS, KEIN. Light: KRRV, WGTO, KRMD, KBMR, KRYS.
- RONNIE McDOWELL "In A New York Minute" (Epic) 9/9**
Rotations: Heavy 0, Medium 2, Light 7, Total Adds 9. WBGW, WSNQ, WGTO, WTVY, WUSQ, WTQR, WCUZ, KUZZ, KWJ.
- MASON DIXON "Only A Dream Away" (Texas) 9/4**
Rotations: Heavy 0, Medium 0, Light 9, Total Adds 4. KLV, KXYX, KBMR, KFGO. Light: KMMI, WTVY, KRMD, WOV, KVOO.
- LEON RAINES "It Happens Every Time" (Atlantic America) 9/1**
Rotations: Heavy 0, Medium 1, Light 8, Total Adds 1. WAXX. Medium: KLV. Light: WSNQ, KRRV, WKSJ, WCMS, KRMD, KVOO, KCOM.

COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

SIGNIFICANT ACTION

- KEITH STEGALL "California" (Epic) 45/20**
Rotations: Heavy 0, Medium 6, Light 39, Total Adds 20 including WCAO, KRRV, WGTO, KYXX, WOKK, WSM, WQYK, WOV, KUGN, KGA.
- TONY ARATA "Sure Thing" (Noble Vision) 45/10**
Rotations: Heavy 0, Medium 11, Light 34, Total Adds 10. WTSV, WIXL, WLWI, KSO, WAXX, WITL, KCJB, KTPK, KFDI, KRKT.
- TERRY GREGORY "Pardon Me, But This Heart's..." (Scotti Bros./CBS) 45/2**
Rotations: Heavy 1, Medium 9, Light 35, Total Adds 2. WQBE, CHOW. Heavy: WYII. Medium: KKYX, WUSQ, KBMR, WWJQ, KEIN, KRYS, KIGO.
- DARRELL CLANTON "I Forgot That I Don't Live..." (WB) 42/2**
Rotations: Heavy 1, Medium 7, Light 34, Total Adds 2. WOV, KFRE. Heavy: KKYX. Medium: CHOW, WILQ, WYII, WITL, KRKT, KEIN, KRYS.
- BENNY WILSON "Acres Of Diamonds" (Columbia) 41/7**
Rotations: Heavy 1, Medium 5, Light 35, Total Adds 7. WCAO, WESC, WWOD, WIRK, WITL, KEIN, KSP. Heavy: KKYX. Medium: WOKK, KEBC.
- MARIE OSMOND "Until I Fall In Love Again" (Capitol/Curb) 35/12**
Rotations: Heavy 1, Medium 7, Light 27, Total Adds 12 including WCAO, WTSV, CHOW, WYII, WWOD, KSO, KTTS, KTPK, KFDI, KAL.
- TARI HENSLEY "I'm The One Who's Breaking Up" (Mercury/PolyGram) 27/3**
Rotations: Heavy 0, Medium 4, Light 23, Total Adds 3. WLWI, KFDI, KGA. Medium: KFGO, WTOD, KIGO. Light: WBGW, WSNQ, WCMS, KXYX.

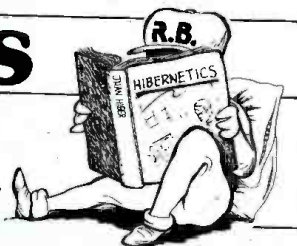
ARTIST/Song Title (Label)

Album Title

JOHN CONLEE/Working Man (MCA)	<i>Blue Highway</i>
GEORGE STRAIT/Any Old Time (MCA)	<i>Does Fort Worth Ever...</i>
GEORGE STRAIT/The Fireman (MCA)	<i>Does Fort Worth Ever...</i>
JUDDS/Drops of Water (RCA/Curb)	<i>Why Not Me</i>
GEORGE JONES w/BARBARA MANDRELL/Daisy Chain (Epic)	<i>Lady's Choice</i>
JANIE FRICKE/Another Man Like That (Columbia)	<i>The First Word In Memory...</i>
SHELLY WEST/I'll Dance The Two-Step (Viva)	<i>Don't Make Me Wait...</i>
RICKY SKAGGS/Country Boy (Epic)	<i>Country Boy</i>
EARL THOMAS CONLEY/Love Don't Care (RCA)	<i>Treadin' Water</i>
ALABAMA/Forty Hour Week (RCA)	<i>40 Hour Week</i>
GAIL DAVIES/Break Away (RCA)	<i>Where Is A Woman To...</i>
SHELLY WEST/Don't Make Me Wait On the Moon (Viva)	<i>Don't Make Me Wait...</i>
GUS HARDIN/What We Gonna Do (RCA)	<i>Wall of Tears</i>
JUDDS/Bye Bye Baby Blues (RCA/Curb)	<i>Why Not Me</i>
STEVE WARINER/Heart Trouble (MCA)	<i>One Good Night Deserves...</i>
REBA McENTIRE/Before I Met You (MCA)	<i>My Kind Of Country</i>

HIBERNETICS

A Guide To Radio Ratings And Research by Jhan Hiber



Here's what you get in simple, easy to read and useable form:

- Chapter 1**
Radio Research Overview
 — a history of research
- Chapter 2**
Focus On Focus Groups
 — Definition, use, do-it-yourself
- Chapter 3**
Telephone Studies
 — strengths/weaknesses, do's and don'ts
- Chapter 4**
Other Market Research Techniques
 — Mail, in-person, when/how to
- Chapter 5**
A Look Inside Arbitron
 — Intro and production
- Chapter 6**
The Almighty Diary
 — evolution, longevity, history
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R&R Country NATIONAL AIRPLAY/50

February 8, 1985

Three Weeks	Two Weeks	Last Week	Artist/Title	Total Reports/Adds	Heavy	Medium	Light
8	6	2	1 GARY MORRIS/Baby Bye Bye (WB)	158/1	134	18	6
15	12	5	2 EXILE/Crazy For Your Love (Epic)	160/0	126	32	2
11	9	3	3 DAN SEALS/My Baby's Got Good Timing (EMI America)	157/0	123	28	6
13	11	8	4 GLEN CAMPBELL/A Lady Like You (Atlantic America)	162/0	125	33	4
4	2	1	5 MEL MCDANIEL/Baby's Got Her Blue Jeans On (Capitol)	153/0	130	15	8
12	10	9	6 THE STATLERS/My Only Love (Mercury/Pg)	156/0	116	35	5
17	13	10	7 LEE GREENWOOD/You've Got A Good Love Comin' (MCA)	161/1	106	47	8
24	19	13	8 STEVE WARINER/What I Didn't Do (MCA)	161/1	83	70	8
25	18	16	9 KENNY ROGERS/Crazy (RCA)	157/2	74	74	9
16	14	12	10 GUS HARDIN w/EARL THOMAS CONLEY/All Tangled Up In Love (RCA)	151/1	89	47	15
27	22	18	11 DON WILLIAMS/Walkin' A Broken Heart (MCA)	163/1	57	96	10
19	16	14	12 VERN GOSDIN/Slow Burning Memory (Compleat/Pg)	153/2	72	65	16
20	17	15	13 MICHAEL MARTIN MURPHEY/What She Wants (EMI America)	158/2	67	71	20
35	27	20	14 RAY CHARLES w/WILLIE NELSON/Seven Spanish Angels (Columbia)	152/10	59	75	18
5	5	7	15 ED BRUCE/You Turn Me On (Like A Radio) (RCA)	132/0	86	30	16
1	1	4	16 OAK RIDGE BOYS/Make My Life With You (MCA)	126/0	80	27	19
23	21	19	17 LACY J. DALTON/If That Ain't Love (Columbia)	148/2	47	76	25
28	24	22	18 JOHN SCHNEIDER/Country Girls (MCA)	159/3	32	104	23
32	26	24	19 EARL THOMAS CONLEY/Honor Bound (RCA)	160/3	28	104	28
26	23	21	20 JOHN ANDERSON/Eye Of A Hurricane (WB)	135/1	39	75	21
38	32	25	21 NITTY GRITTY DIRT BAND/High Horse (WB)	156/4	30	93	33
40	34	29	22 BELLAMY BROTHERS/I Need More Of You (MCA/Curb)	161/7	25	100	36
33	28	26	23 GEORGE JONES w/BRENDA LEE/Hallelujah, I Love You So (Epic)	140/2	29	85	26
36	29	27	24 JANIE FRICKE/The First Word In Memory Is Me (Columbia)	150/6	28	87	35
37	30	28	25 JOHNNY LEE/Rollin' Lonely (Full Moon/WB)	156/7	24	94	38
9	7	6	26 EDDY RAVEN/She's Gonna Win Your Heart (RCA)	116/0	81	24	11
41	37	31	27 ANNE MURRAY/Time Don't Run Out On Me (Capitol)	149/9	20	90	39
-	-	38	28 ALABAMA/There's No Way (RCA)	151/31	13	75	63
-	-	42	33 JUDDS/Girls Night Out (RCA/Curb)	147/11	11	81	55
39	36	32	36 DAVID ALLAN COE/She Used To Love Me A Lot (Columbia)	127/6	23	64	40
47	39	34	31 DOLLY PARTON/Don't Call It Love (RCA)	141/11	11	77	53
3	4	17	32 T.G. SHEPPARD/One Owner Heart (WB/Curb)	109/0	51	38	20
44	41	36	33 WAYLON JENNINGS/Waltz Me To Heaven (RCA)	133/11	12	79	42
-	-	45	39 GEORGE STRAIT/The Cowboy Rides Away (MCA)	132/16	11	66	55
46	40	37	35 HANK WILLIAMS JR./Major Moves (WB/Curb)	134/10	10	70	54
10	8	11	36 RICKY SKAGGS/Something In My Heart (Epic)	106/0	48	30	28
2	3	23	37 CONWAY TWITTY/Ain't She Somethin' Else (WB)	88/1	32	35	21
-	-	47	42 MICKEY GILLEY/I'm The One Mama Warned You About (Epic)	132/11	7	66	59
-	-	48	43 BARBARA MANORELL/LEE GREENWOOD/It Should've Been Love... (MCA)	125/9	5	67	53
-	-	49	44 SHELLY WEST/Now There's You (Viva)	110/13	4	59	47
21	20	30	41 JIM GLASER/Let Me Down Easy (Noble Vision)	78/0	26	33	19
BREAKER	42	RESTLESS HEART/Let The Heartache Ride (RCA)	99/10	3	43	53	
DEBUT	43	REBA MCGENTIRE/Somebody Should Leave (MCA)	92/50	2	27	63	
BREAKER	44	SAWYER BROWN/Step That Step (Capitol/Curb)	100/36	1	27	72	
49	45	EVERLY BROTHERS/The First In Line (Mercury/Pg)	80/7	1	38	41	
DEBUT	46	JOHN FOGERTY/Big Train (From Memphis) (WB)	81/17	1	26	54	
29	31	40	47 RAY STEVENS/Mississippi Squirrel Revival (MCA)	55/1	9	23	23
DEBUT	48	FORESTER SISTERS/(That's What You Do) When You're In Love (WB)	87/12	2	28	57	
6	15	35	49 MERLE HAGGARD w/JANIE FRICKE/A Place To Fall Apart (Epic)	44/0	11	20	13
45	43	41	50 JOHNNY PAYCHECK/I Never Got Over You (AM)	51/1	12	26	13

MOST ADDED

- REBA MCGENTIRE (50) Somebody Should Leave (MCA)
- EDDIE RABBITT (48) Warning Sign (WB)
- CHARLY MCCLAIN (39) Radio Heart (Epic)
- SYLVIA (38) Fallin' In Love (RCA)
- SAWYER BROWN (36) Step That Step (Capitol/Curb)
- ALABAMA (31) There's No Way (RCA)
- KEITH STEGALL (20) California (Epic)
- NICOLETTE LARSON (19) Only Love Will Make It Right (MCA)
- JOHN FOGERTY (17) Big Train (From Memphis) (WB)
- GAIL DAVIES (16) Nothing Can Hurt Me Now (RCA)
- GEORGE STRAIT (16) The Cowboy Rides Away (MCA)
- MAINES BROTHERS BAND (16) Everybody Needs Love... (Mercury/Pg)

HOTTEST

- MEL MCDANIEL (95) Baby's Got Her Blue Jeans On (Capitol)
- GARY MORRIS (63) Baby Bye Bye (WB)
- RAY CHARLES w/WILLIE NELSON (55) Seven Spanish Angels (Columbia)
- THE STATLERS (51) My Only Love (Mercury/PolyGram)
- EXILE (44) Crazy For Your Love (Epic)
- DAN SEALS (39) My Baby's Got Good Timing (EMI America)
- GLEN CAMPBELL (33) A Lady Like You (Atlantic America)
- OAK RIDGE BOYS (32) Maky My Life With You (MCA)
- LEE GREENWOOD (29) You've Got A Good Love Comin' (MCA)
- KENNY ROGERS (28) Crazy (RCA)

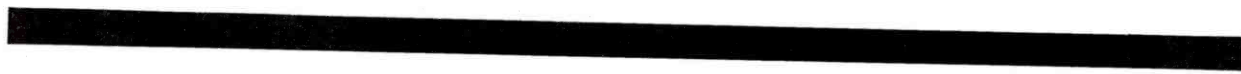
MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicates the total number of country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Monday, 2-4-85.

SAWYER BROWN
Step That Step (Capitol/Curb)
 On 61% of reporting stations. Rotations: Heavy 1, Medium 27, Light 72. Total Adds 36 including WCAO, WYRK, WXTU, WNYR, WSOC, KHEY, WESC, WUSO, WMNI, WIL, WTD, KYGO, KW-JJ, KTOM, KCKC. A most added record. Debuts at number 44 on the Country chart.

RESTLESS HEART
Let The Heartache Ride (RCA)
 On 61% of reporting stations. Rotations: Heavy 3, Medium 43, Light 53. Total Adds 10, WESC, WYRK, WMNI, WAXX, WQHK, WITL, WBCS, KKCS, KLZ, KYGO. Heavy: WOKK, KKYX, KRKT. Medium: WQBE, WDSY. Moves 47-42 on the Country chart.



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RESTLESS Heart



RESTLESS HEART

"Let The Heartache Ride"

PB-13969

BB 47

R&R 42

CB 47

Country

BREAKERS.

SMELLS LIKE A BREAKER. RCA

Adult / Contemporary

Continued from Back Page

BREAKERS

PHIL COLLINS

One More Night (Atlantic)

72% of our reporters on it. Rotations: Heavy 6/0, Medium 52/21, Light 41/28, Total Adds 49 including WPIX, Y97, WLTT, WSB-FM, 2WD, W101, WCLR, WLLT, WNIC, WISN, WMYX, KMJI, KKLT, KGW, B100, and 34 more. Debuts at number 22 on the A/C chart.

DIONNE WARWICK & GLENN JONES

Finder Of Lost Loves (Arista)

61% of our reporters on it. Rotations: Heavy 3/0, Medium 48/3, Light 33/4, Total Adds 7, WCLR, KMJI, WAEB, KRNT, WLTE, WTNY, K99. Debuts at number 25 on the A/C chart.

NEW & ACTIVE

KIM CARNES "Invitation To Dance" (EMI America) 67/7

Rotations: Heavy 4/0, Medium 38/3, Light 25/4, Total Adds 7, KVIL-FM, WGY, WING, WAHR, KFSB, WXUS, KKL, Heavy: WKBW, WEIM, WCHV, KALE, Medium: WFBR, WISN, WAEB, WRB, WBT, CK101, WMAZ, WRVA, KIOA, KRNT, WMGN, WHNN, KDUK, KSL, WNR, WKNE, WSKI, WJBC, KQSD, WGSV, WAGE, WKYX, WZLQ, WFFX, KTYL, WJBC, WCIL, KEEZ, WJON, KTWO, K99, KQSW, KRBS, WMGO.

JANET STREET "Under The Clock" (Arista) 59/11

Rotations: Heavy 4/0, Medium 26/1, Light 14/5, Total Adds 11, WSB, KGW, WSFL, WRVA, KOIL, KBOL, KWAV, KSL, KFSB, WJON, KFDD, Medium: WCCO, KFMB, WRIC, WKYE, K106, WMAZ, KRNT, WMGN, WWRN, WEIM, WKNE, WSKI, WGSV, WAHR, WFFX, KTYL, WJBC, WCIL, WXUS, KWEB, KTVB, KQSW, KRBS, KMGG, KALE.

POINTER SISTERS "Neutron Dance" (Planet/RCA) 56/6

Rotations: Heavy 18/0, Medium 26/1, Light 14/5, Total Adds 6, WTAE, KBEST, WVY, WMGN, KORO, KBOL, Heavy: KVIL-FM, KMGG, B100, KJR, V100, WPJB, WKJJ, WSFL, KUA, WWRN, WSKI, WPPA, WCKQ, WCHV, KRLB, KKL, Medium: Y97, 2WD, WNIC, WDMC, KLSI, KEZR, WAEB, WKYE, CK101, WHAS, WRKA, WTRX, WENS, KWAV, WTNY, WSKY, WKYX, WZLQ, KTYL, KFSB, KEEZ, KQSW, KMGG, KALE.

CARS "Why Can't I Have You" (Elektra) 46/6

Rotations: Heavy 2/0, Medium 18/1, Light 26/5, Total Adds 6, 97AIA, B100, WRKA, KOIL, KORO, WSKY, Heavy: WKBW, KALE, Medium: WFBR, WMAZ, WSFL, WMGN, WWRN, WEIM, WSKI, WCKQ, WCHV, KRLB, WKYX, WFFX, KTYL, KEEZ, WJON, KKL, KQSW.

TINA TURNER "Private Dancer" (Capitol) 46/2

Rotations: Heavy 4/0, Medium 25/1, Light 17/1, Total Adds 1, CK101, Heavy: WKBW, KJR, WWRN, WCKQ, KALE, Medium: WFBR, WMAZ, WABE, V100, WKYE, WPJB, KEY103, WMAZ, WSFL, KWAV, WSKI, WPPA, WSKY, WCKQ, WCHV, KRLB, WKYX, WFFX, KTYL, WJBC, WCIL, KQSW, KRBS, KMGG.

HONEYDRIPPERS "Rockin' At Midnight" (Es Paranza/Atlantic) 46/1

Rotations: Heavy 5/0, Medium 27/0, Light 14/1, Total Adds 1, CK101, Heavy: WKBW, KJR, WWRN, WCKQ, KALE, Medium: WFBR, WTAE, KVIL-FM, KBEST, KEZR, WICC, V100, WKYE, WPJB, WKJJ, WAVE, KRNT, KUA, KWAV, WSKI, WPPA, WSKY, WCHV, WKYX, WFFX, KTYL, WJBC, WCIL, KFSB, KEEZ, KKL, KQSW.

JOHN WAITE "Restless Heart" (EMI America) 45/6

Rotations: Heavy 0/0, Medium 23/2, Light 22/3, Total Adds 6, KVIL-FM, WICC, WRIC, WKGW, WRVA, KWAV, Medium: WFBR, WMAZ, WSFL, WHBC, WMGN, KPPL, WWRN, WEIM, WKNE, WSKI, WFFX, KTYL, WCIL, WJON, KKL, KTWO, KQSW, KRBS, KALE.

JOHN HUNTER "Tragedy" (Private I/CBS) 45/2

Rotations: Heavy 7/0, Medium 20/0, Light 18/2, Total Adds 2, V100, WSPF, Heavy: KLSI, WKYE, WCKQ, KTYL, KKL, KQSW, KRBS, Medium: WCCO, KEZR, WRIC, KEY103, WMAZ, WSFL, WAVE, WNAM, WHBC, WMGN, KDUK, KPPL, WKNE, WSKI, WVA, WSKY, WCHV, WZLQ, KWEB, KALE.

MOST ADDED

PHIL COLLINS (49)
One More Night (Atlantic)
DOLLY PARTON (33)
Don't Call It Love (RCA)
MANHATTANS (27)
You Send Me (Columbia)
DEBARGE (19)
Rhythm Of The Night (Motown)
DAN HARTMAN (19)
Second Nature (MCA)
DENNIS DeYOUNG (18)
Dear Darling (A&M)
CHERYL LYNN (18)
At Last You're Mine (Private I/CBS)

HOTTEST

WHAM! (115)
Careless Whisper (Columbia)
FOREIGNER (88)
I Want To Know What Love Is (Atlantic)
STEVE PERRY (64)
Foolish Heart (Columbia)
REO SPEEDWAGON (53)
Can't Fight This Feeling (Epic)
DIANA ROSS (45)
Missing You (RCA)
CHICAGO (41)
You're The Inspiration (WB)

BARBARA MANDRELL/LEE GREENWOOD "It Should Have Been Love By Now" (MCA) 44/7
Rotations: Heavy 1/0, Medium 17/1, Light 26/6, Total Adds 7, WAEB, WGY, WHBY, KOIL, KBOL, KFDD, KALE, Heavy: KSL, Medium: WISN, WCCO, WBT, WMAZ, WRVA, WRNT, WWRN, WEIM, WTKO, WKNE, WSKI, KORO, WAHR, WJBC, WCIL, KRBS

JOHN FOGERTY "The Old Man Down The Road" (WB) 44/2
Rotations: Heavy 13/0, Medium 21/0, Light 10/2, Total Adds 2, WLTT, KJR, Heavy: KEZR, V100, WKYE, WSFL, WAVE, WNAM, KWAV, WWRN, WEIM, WSKI, WCKQ, KRLB, KKL, Medium: WTAE, KVIL-FM, KGW, WICC, WPJB, WKJJ, WEZS, KRNT, WTRX, WENS, KOL, WMC, KKUA, WSKY, WAHR, WFFX, KTYL, KFSB, KEEZ, KQSW, KALE.

DENNIS DeYOUNG "Second Nature" (MCA) 43/19
Rotations: Heavy 0/0, Medium 13/4, Light 30/15, Total Adds 19, WKBW, WISN, WCCO, WKYE, K106, WSFL, WHBC, KIOA, KRNT, WMGN, KPPL, WSKY, KRLB, WZLQ, WJBC, WCIL, WXUS, WBOW, KKL, Medium: WFBR, WWRN, WSKI, WCKQ, WCHV, KTYL, KQSW, KRBS, KALE.

CHERYL LYNN "At Last You're Mine" (Private I/CBS) 43/18
Rotations: Heavy 0/0, Medium 6/4, Light 37/14, Total Adds 19, WKBW, WISN, WCCO, WKYE, K106, WSFL, WHBC, KIOA, WPPA, WCKQ, KRLB, WBOW, KTWO, KMGG, Medium: WCCO, WMAZ, WOME, WCCO, WRIC, WAVE, KIOA, WTNY, KQSW, KALE.

DURAN DURAN "Save A Prayer" (Capitol) 42/8
Rotations: Heavy 0/0, Medium 19/2, Light 23/6, Total Adds 8, B100, KEZR, WKYE, WMGN, WHNN, KWAV, KFSB, WBOW, Medium: WKWB, KEY103, K106, WMAZ, WWRN, WEIM, WSKI, KORO, WSKY, WCKQ, WAGE, KRLB, WKYX, KTYL, WCIL, KQSW.

ALAN GORRIE "Diary Of A Fool" (A&M) 40/15
Rotations: Heavy 0/0, Medium 9/4, Light 31/11, Total Adds 15, WFBR, WRMM, WICC, K106, WRVA, WHBY, KSL, KPPL, KORO, WCKQ, WCHV, KRLB, WBOW, KTWO, KMGG, Medium: WCCO, WMAZ, WAVE, WEIM, WSKY.

ASHFORD & SIMPSON "Solid" (Capitol) 40/6
Rotations: Heavy 9/1, Medium 20/3, Light 11/2, Total Adds 6, WTAE, W101, B100, WKJJ, WCIL, KFSB, Heavy: 97AIA, 2WO, KMGG, KOST, KFI, WPPA, KRLB, WKYX, Medium: Y97, WSB-FM, KVIL-FM, WSNY, WICC, V100, WSFL, WAVE, WENS, KWAV, WWRN, WSKI, WCHV, WFFX, KTYL, KRNO, KQSW.

KOOL & THE GANG "Misled" (De-Lite/PolyGram) 40/2
Rotations: Heavy 6/0, Medium 23/1, Light 11/1, Total Adds 2, WLTT, WSPF, WICC, V100, KEY103, WSFL, WSKI, WPPA, WCKQ, Medium: KVIL-FM, 97AIA, WLTT, WSNY, KLSI, KEZR, KJR, WPJB, WKJJ, WMAZ, WNAM, WMGN, KWAV, WEIM, WCHV, KRLB, WKYX, WFFX, KTYL, KRNO, KQSW, WSKY.

DAVID LEE ROTH "California Girls" (WB) 36/9
Rotations: Heavy 6/1, Medium 14/1, Light 16/7, Total Adds 9, WFBR, WOME, KUDL, B100, WAVE, KOIL, KKUA, WEIM, WSKI, Heavy: WPJB, WKJJ, WMC, WPPA, WCKQ, Medium: KVIL-FM, 97AIA, KMGG, KBEST, V100, WSFL, WEZS, WENS, KWAV, WWRN, WSKY, WJON, KKL.

DOLLY PARTON "Don't Call It Love" (RCA) 33/33
Rotations: Heavy 0/0, Medium 3/4, Light 29/29, Total Adds 33, WFBR, WCCO, KFMB, WAEB, WKYE, WBT, WSFL, WHBY, KIOA, WHNN, KSL, WEIM, WTKO, WKNE, WSKI, KORO, WSKY, WGSV, WAHR, WAGE, KRLB, WKYX, WJBC, WCL, KFSB, WWRN, WSKY, KQSW, KRBS, KMGG, KTYL.

GLENN FREY "The Heat Is On" (MCA) 31/3
Rotations: Heavy 8/0, Medium 17/0, Light 6/3, Total Adds 3, WSNY, WICC, WNAM, Heavy: KMGG, KEZR, WKJJ, WSFL, WENS, WPPA, WCKQ, KRLB, Medium: KVIL-FM, 2WD, B100, V100, WPJB, WRKA, WAVE, WMGN, WSKY, WCHV, KTYL, KFSB, KEEZ, KKL, KQSW, KALE, KKUA.

SIGNIFICANT ACTION

MANHATTANS "You Send Me" (Columbia) 27/27
Rotations: Heavy 0/0, Medium 4/4, Light 23/23, Total Adds 27, WFBR, WPIX, WICC, WKGW, WHBY, WHBC, KIOA, WTRX, WLTT, K99, WWRN, WEIM, WTKO, WKNE, WSKI, WSKY, WCHV, WGSV, WAHR, WAGE, KRLB, WJBC, WCIL, KEEZ, WJON, KTWO, KQSW, KALE.

DAVID BOWIE & PAT METHENY GROUP "This Is Not America" (EMI America) 27/10
Rotations: Heavy 0/0, Medium 5/1, Light 22/9, Total Adds 10, WAEB, WHNN, KWAV, WSKI, WCKQ, WGSV, KKL, KTWO, KQSW, KRBS, Medium: WSFL, WWRN, WEIM, WPPA.

DON HENLEY "The Boys Of Summer..." (Geffen) 27/1
Rotations: Heavy 8/0, Medium 16/1, Light 3/0, Total Adds 1, WTAE, Heavy: 97AIA, B100, WPJB, WHAS, WKJJ, WAVE, KKL, KQSW, Medium: Y97, KVIL-FM, WLLT, KLSI, KEZR, KJR, WICC, V100, KEY103, WTRX, WENS, WMGN, KKUA, KRLB, KTYL.

DIANE SCHUUR "New York State Of Mind" (GRP) 23/2
Rotations: Heavy 0/0, Medium 9/0, Light 14/2, Total Adds 2, KIOA, WPPA, Medium: WCCO, WMAZ, WRVA, WEIM, WAHR, WCIL, KWEB, KRBS, KMGG.

JERMAINE JACKSON & PIA ZADORA "When The Rain Begins To Fall" (Curb/MCA) 22/2
Rotations: Heavy 0/0, Medium 7/0, Light 15/2, Total Adds 2, KORO, KTWO, Medium: WKYE, WWRN, WEIM, WKYX, KEEZ, WJON, KRBS.

DENNIS DeYOUNG "Dear Darling" (A&M) 21/18
Rotations: Heavy 0/0, Medium 2/0, Light 19/18, Total Adds 18, WCCO, KFMB, WTRX, WHNN, WWRN, WEIM, WKNE, WSKI, KORO, WSKY, WCHV, KRLB, KTYL, KEEZ, KTWO, KQSW, KRBS, KALE, Medium: WCKQ, WKYX.

DEBARGE "Rhythm Of The Night" (Motown) 19/19
Rotations: Heavy 0/0, Medium 1/1, Light 18/18, Total Adds 19, Y97, 97AIA, WARM9B, V100, WRKA, WHBC, KWAV, WWRN, WCKQ, WGSV, WKYX, WZLQ, WFFX, KTYL, KFSB, WXUS, KEEZ, WBOW, KQSW.

BILLY OCEAN "Loverboy" (Jive/Arista) 18/1
Rotations: Heavy 5/0, Medium 8/0, Light 5/1, Total Adds 1, WRKA, Heavy: KMGG, WKJJ, KRLB, KTYL, Medium: KVIL-FM, 2WD, V100, WHAS, WENS, KKUA, WWRN, WTNY.

EUROGLIDERS "Another Day In The Big World" (Columbia) 17/1
Rotations: Heavy 0/0, Medium 4/0, Light 13/1, Total Adds 1, WSFL, Medium: WGY, WMAZ, WKNE, KALE.

PAUL HARDCASTLE "Rain Forest" (Profile) 16/2
Rotations: Heavy 5/0, Medium 4/0, Light 7/2, Total Adds 2, WOME, WKYE, Heavy: 97AIA, KOST, KFI, KWAV, WEIM, Medium: WCCO, B100, KTYL, KRNO.

ROB TRO "Who Do You Love?" (Jamey) 14/3
Rotations: Heavy 0/0, Medium 0/0, Light 14/3, Total Adds 3, WKNE, WJON, KRBS.

ROBERT FORMAN "The Only One" (Scotti Bros./CBS) 13/10
Rotations: Heavy 0/0, Medium 1/1, Light 12/9, Total Adds: 10 WCCO, KOST, WAEB, WSFL, WWRN, WTKO, WGSV, WXUS, KRNO, KMGG.

BRUCE SPRINGSTEEN "I'm On Fire" (Columbia) 12/12
Rotations: Heavy 0/0, Medium 4/4, Light 8/8, Total Adds 12, WPIX, WRMM, WARM9B, KEZR, WICC, WAVE, WNAM, WSKY, KRLB, KTYL, KTWO, KQSW.

TOTO "Holyanna" (Columbia) 12/3
Rotations: Heavy 0/0, Medium 4/1, Light 8/2, Total Adds 3, KVIL-FM, WEIM, KEEZ, Medium: WCHV, KTYL, KQSW.

PRINCE "Take Me With U" (WB) 11/7
Rotations: Heavy 0/0, Medium 4/3, Light 7/4, Total Adds 7, KVIL-FM, KEZR, V100, K106, WMGN, WCKQ, KRBS, Medium: WSFL.

NEW EDITION "Mr. Telephone Man" (MCA) 11/1
Rotations: Heavy 2/0, Medium 5/0, Light 4/1, Total Adds 1, KUOL, Heavy: WCHV, WVBBS, Medium: KLSI, K106, WPPA, KKL.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 WHAM!	135/0	129	6	0
2 FOREIGNER	128/0	109	17	2
3 STEVE PERRY	128/2	96	30	2
4 REO SPEEDWAGON	127/4	73	46	8
5 DIANA ROSS	112/1	82	29	1
6 BILLY JOEL	124/2	67	48	9
7 CHICAGO	109/0	70	36	3
8 KENNY ROGERS	121/5	62	48	11
9 JULIAN LENNON	127/17	24	86	17
10 ELTON JOHN	100/2	56	40	4
11 GEORGE BENSON	106/0	56	42	8
12 STEVIE WONDER	100/2	48	43	9
13 PHILIP BAILEY w/PHIL COLLINS	84/3	47	27	10
14 BARBRA STREISAND w/KIM CARNES	91/0	38	44	9
15 DARYL HALL & JOHN OATES	94/11	32	49	13
16 CULTURE CLUB	96/2	30	58	8
17 COMMODORES	106/8	13	73	20
18 JACK WAGNER	82/0	16	55	11
19 ANNE MURRAY	96/0	19	68	9
20 ERIC CARMEN	96/12	13	66	17
21 RAY PARKER JR.	76/0	19	45	12
22 PHIL COLLINS	99/49	6	52	41
23 MANHATTAN TRANSFER	70/0	19	45	6
24 JERMAINE JACKSON	60/0	9	36	15
25 DIONNE WARWICK & GLENN JONES	84/7	3	48	33

R&R AOR / ALBUMS

February 8, 1985

152 AOR REPORTERS

Three Weeks	Two Weeks	Last Week	Rank	Artist/Album (Label)	Total Reports	Hot Rotation	Medium Rotation	Total Adds All Rotations
1	1	1	1	1 JOHN FOGERTY/Centerfield (WB)	150	140-	10+	1+
2	2	2	2	2 DON HENLEY/Building The Perfect Beast (Geffen)	148+	124-	24+	2+
4	4	3	3	3 BRYAN ADAMS/Reckless (A&M)	142	134+	8-	0=
			4	4 VISION QUEST/Soundtrack (Geffen)	140	121	18	2
3	3	4	5	5 FOREIGNER/Agent Provocateur (Atlantic)	142+	108-	33+	3+
			6	6 DAVID LEE ROTH/Crazy From The Heat (WB)	134	112-	21+	2+
5	5	6	7	7 BEVERLY HILLS COP/Soundtrack (MCA)	129-	105-	24=	0-
10	6	7	8	8 REO SPEEDWAGON/Wheels Are Turnin' (Epic)	112-	93-	19-	1=
7	8	9	9	9 DEEP PURPLE/Perfect Strangers (Mercury/PG)	121-	64-	57-	1+
14	12	10	10	10 SURVIVOR/Vital Signs (Scotti Bros./CBS)	116-	78=	38-	1+
12	7	8	11	11 JULIAN LENNON/Valotte (Atlantic)	112-	79-	33-	0=
26	17	14	12	12 CARS/Heartbeat City (Elektra)	120-	53+	67-	2-
			13	13 LRB/Playing To Win (Capitol)	134+	25+	108+	5-
11	10	11	14	14 PAT BENATAR/Tropico (Chrysalis)	116-	49-	67+	0-
6	9	12	15	15 KINKS/Word Of Mouth (Arista)	109-	47-	59-	6+
8	11	13	16	16 GIUFFRIA/Giuffria (Camel/MCA)	102-	40-	61+	6+
13	14	15	17	17 JOHN PARR/John Parr (Atlantic)	94+	40-	47+	10+
15	15	17	18	18 TRIUMPH/Thunder Seven (MCA)	103+	24-	76+	6+
			19	19 GEORGE THOROGOOD & THE.../Maverick (EMI America)	110+	13+	94-	4-
17	16	18	20	20 AUTOGRAPH/Sign In Please (RCA)	92-	21-	71=	5+
38	30	23	21	21 JOHN WAITE/No Brakes (EMI America)	95+	13+	82+	9-
30	24	24	22	22 MARTIN BRILEY/Dangerous Moments (Mercury/PG)	88+	8+	77-	6-
24	27	31	23	23 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	75+	20-	48+	31+
9	13	21	24	24 PHILIP BAILEY/Chinese Walls (Columbia)	63-	40-	22-	2+
19	18	20	25	25 ROGER HODGSON/In The Eye Of The Storm (A&M)	69-	15-	54-	1-
35	29	28	26	26 SCANDAL f/PATTY SMYTH/The Warrior (Columbia)	63-	15=	47+	3-
			27	27 ROMAN HOLLIDAY/Fire Me Up (Jive/Arista)	69	4	60	11
22	22	25	28	28 HALL & OATES/Big Bam Boom (RCA)	58-	29-	29-	2+
29	28	27	29	29 FRANKIE GOES TO.../Welcome To The... (ZTT/Island)	59-	23+	33-	5-
20	20	22	30	30 TWISTED SISTER/Stay Hungry (Atlantic)	59-	9-	50-	1-
28	25	29	31	31 GENERAL PUBLIC/All The Rage (IRS/A&M)	54-	25-	29-	2-
			32	32 DONNIE IRIS/No Muss...No Fuss (HME/CBS)	64	4	56	11
			33	33 ROBIN GEORGE/Dangerous Music (Bronze/Island)	59+	6+	50+	7-
18	23	30	34	34 U2/The Unforgettable Fire (Island)	47-	18-	28-	2-
			35	35 SPANOS/Looks Like Trouble (Epic)	63+	1+	50+	24-
			36	36 DURAN DURAN/Arena (Capitol)	59+	10+	48+	4-
23	31	33	37	37 LOS LOBOS/How Will The Wolf Survive? (Slash/WB)	53-	15-	35+	8+
			38	38 JOHN HIATT/Warming Up To The Ice Age (Geffen)	48+	6-	37+	7-
21	21	26	39	39 DOKKEN/Tooth And Nail (Elektra)	45-	7-	38-	1-
33	33	36	40	40 ANGEL CITY/Two Minute Warning (MCA)	48-	4+	44-	1-



These Stations Already Have The Right To Rock:
 WHJY, WBCN, WBAB, WAAF, KZEW, KTXQ, KLOL, WCKO, KNCN, KLAQ, KISS,
 WIMZ, KFMX, KUFO, WLLZ, WQFM, KMOD, WTUE, WZZQ, KLOS, KMET,
 KUPD, KWFM, KFMG, KRQR, WXQR, KWXL, KEZE, KRQU, KOZZ

Gold Mountain PRODUCED BY GENE SIMMONS

BREAKERS

VISION QUEST
 Soundtrack (Geffen)

92% of our reporters on it. 140/2 with adds at: K97, KSPN. Debuts at #4 on the Albums chart.

TRACKS — Track airplay data for songs from all configurations, including albums, EPs and 45s. Shows four-week trend of chart movement. Records showing significant upward momentum are bulleted. Current week's total reports, hot and medium rotation reports, and total adds, are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

AOR ALBUMS — Album airplay data, with four-week trend of chart movement. Records showing significant upward momentum are bulleted. An album's most-reported tracks are listed, with number of stations reporting each song in parentheses. Current singles are **BOLDED**. Current week's total reports, hot and medium rotation reports, and total adds, are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's most added.

R&R

RADIO & RECORDS

213
553-4330

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The largest weekly
promotional idea exchange

Written for radio professionals
by radio professionals

Subscribe Today!

AOR / ALBUMS

MOST ADDED

BRUCE SPRINGSTEEN (31)
Born In The U.S.A. (Columbia)
SPANOS (24)
Looks Like Trouble (Epic)
UTOPIA (18)
P.O.V. (Passport)
GARY O' (17)
Strange Behavior (RCA)

MOST HOTS

JOHN FOGERTY (140)
Centerfield (WB)
BRYAN ADAMS (134)
Reckless (A&M)
DON HENLEY (124)
Building The Perfect Beast (Geffen)
VISION QUEST (121)
Soundtrack (Geffen)
DAVID LEE ROTH (112)
Crazy From The Heat (WB)
FOREIGNER (108)
Agent Provocateur (Atlantic)
BEVERLY HILLS COP (105)
Soundtrack (MCA)

NEW & ACTIVE

HEAVENLY BODIES/Soundtrack (Private I/CBS) 43/3 (43/7)

Adds include KKCI, KILQ, WCPZ. Hots: 1 KRQU. Mediums: 41 include WHJY, KTXQ, KZEW, WQFM, KLOS, KROQ, KOME, WZZO, KATT.

LOUDNESS/Thunder In The East (Atco) 39/10 (32/8)

Adds: WKLS, WCKO, WQFM, KCAL, WDHA, WAQY, WTUE, KILO, KOMP, WXQR. Hots: 0. Mediums: 36 include WBAB, KLOS, WAAF, KLAQ, WIMZ, KICT, KFMG.

GARY O'/Strange Behavior (RCA) 32/17 (19/12)

Adds include WBCN, KSRR, WSHE, KBCC, KNKN, KEZE. Hots: 2 KLBj, WIZN. Mediums: 22 include WHJY, WKLS, WLVO, KGB, KISW, WCMF, KLAQ, WLAV, KILQ.

JOHN HUNTER/Famous At Night (Private I/CBS) 30/4 (28/3)

Adds: KBPI, WRXL, KGGG, KZOO. Hots: 8 CHUM, WLUP, WXRT, WMMS, WIMZ, WIOB, CITI, KSPN. Mediums: 20 include KSHE, KBCC, WKLC, WCMF, WRUF, KLYV, KWHL.

UTOPIA/P.O.V. (Passport) 25/18 (9/9)

Adds include WYSP, WXRT, 91X, KQWB. Hots: 1 WTUE. Mediums: 16 include WBAB, WMMS, KBCC, KAZY, KLBj, KISS, WRKI.

FLASH AND THE PAN/Early Morning Wake Up (Epic) 24/5 (22/7)

Adds: WNEW, WSHE, KROQ, WPLR, KUFO. Hots: 5 KBCC, WLIR, WCPZ, KSPN, KRQU. Mediums: 14 include WXRT, KAZY, 91X, KNKN.

WIDOW/Gone Too Far (CBS Associated) 22/3 (24/12)

Adds: KCAL, WXCS, WZZO. Hots: 0. Mediums: 21 include WIYY, WHJY, KZEW, KYYS, KISW, KLAQ, KILQ.

WHAMI/Make It Big (Columbia) 21/1 (22/2)

Adds: WNEW, WSHE, KROQ, WPLR, KUFO. Hots: 5 KBCC, WLIR, WCPZ, KSPN, KRQU. Mediums: 14 include WXRT, KAZY, 91X, KNKN.

KEEL/The Right To Rock (Gold Mtn./A&M) 20/5 (17/4)

Adds: KWXL, KEZE, WXQR, KRQU, KOZZ. Hots: 1 KLOS. Mediums: 16 include WHJY, KZEW, WQFM, WAAF, KLAQ, KISS, WTUE, KFMG.

BILLY JOEL/An Innocent Man (Columbia) 20/5 (17/2)

Adds: WKLC, KMJX, WRXL, WBLM, KFMQ. Hots: 5 WDHA, WRDU, WIOB, WRKI, WHMD. Mediums: 13 include WBCN, WMMS, WRCN, KLAQ, KGGG.

ERIC CARMEN/Eric Carmen (Geffen) 18/3 (18/3)

Adds: KSHE, WZZO, WQBK. Hots: 4 include CHUM, WMMS, KRQU. Mediums: 14 include KAZY, KLAQ, WIMZ, WIOB, KGGG.

RATT/Ratt (Atlantic) 16/3 (18/1)

Adds: WDHA, WZXR, KRQU. Hots: 0. Mediums: 14 include WNOR, WQFM, KGB, KISW, WAQX, KISS, KEZE, KTYD.

BRONSKI BEAT/The Age Of Consent (MCA) 16/1 (16/0)

Adds: WMMS. Hots: 11 include WBCN, WXRT, KBCC, KROQ, KQAK. Mediums: 5 include WQBK, WIZN, KSPN, KRQU.

MADONNA/Like A Virgin (Sire/WB) 15/1 (15/4)

Adds: WHMD. Hots: 7 include WMMS, WZZO, WLIR, KLYV, KSPN. Mediums: 8 include KCAL, KQAK, WYDD, WIMZ, KMJX, WRDU, WQBK.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's most added.

AOR ALBUMS — Album airplay data, with four-week trend of chart movement. Records showing significant upward momentum are bulleted. An album's most-reported tracks are listed, with number of stations reporting each song in parentheses. Current singles are **BOLDED**. Current week's total reports, hot and medium rotation reports, and total adds, are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

AOR BREAKERS — A record is a breaker the first week that it's reported by at least 50% of our AOR reporters. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

R&R AOR / TRACKS

152 AOR REPORTERS

Three Weeks	Two Weeks	Last Week	Total	Hot	Medium	Total Adds
5						
6	4	2				
14	6	4				
	21	9				
1	1	1				
		15				
19	10	6				
4	3	7				
5	5	8				
3	2	3				
	30	18				
16	12	12				
11	9	11				
10	8	10				
10	14	13				
36	28	19				
28	20	18				
34	23	17				
		24				
12	11	14				
21	17	20				
2	7	21				
	51	37				
57	38	32				
28	27	28				
		45				
15	19	23				
41	33	31				
20	22	27				
42	34	33				
9	13	22				
DEBUT						
7	15	28				
24	29	35				
8	16	25				
		58				
58	43	39				
	49	42				
52	41	38				
		59				
26	25	30				
25	24	29				
		47				
		49				
51	50	46				
22	32	40				
38	36	41				
13	18	34				
	53	50				
		51				
DEBUT						
37	35	44				
27	31	36				
DEBUT						
45	45	48				
DEBUT						
DEBUT						
DEBUT						
DEBUT						
DEBUT						
DEBUT						

BREAKERS

SANTANA Say It Again (Columbia)

56% of our reporters on it. 85/84 including adds at: WBCN, WHJY, KSRR, WNOR, WMMS, KKCI, KBCO, KLOS, KFOG. Debuts at #32 on the Tracks chart.

CARS Breakaway (Elektra)

53% of our reporters on it. 81/22 including adds at: WIYY, DC101, WOJM, KUPD, KISS, KFMM. Moves 37-23 on the Tracks chart.

DAVID LEE ROTH Easy Street (WB)

51% of our reporters on it. 78/36 including adds at: WNEW, KZEW, WEBN, WRIF, KGB, KLAQ, KKDJ. Moves 45-26 on the Tracks chart.

NEW & ACTIVE

TUBES "Piece By Piece" (Capitol) 39/39 (0/0)
Adds: KZEW, KQRS, KGB, WRCA, KLAQ, WIOB. Hots: 0. Mediums: 26 include WEBN, KDKB, KFOG, KOME, WFYV, KISS, WLAV, KATT, KFMM, KKJ.

DWIGHT TWILLEY "Keep On Working" (Private/CBS) 39/2 (38/8)
Adds: KKCI, WCPZ. Hots: 1 KRQU. Mediums: 37 include KTXQ, KLOS, WZZO, KLBJ, KATT.

GARY O' "Shades Of 45" (RCA) 32/17 (19/12)
Adds include WBCN, KSRR, WSHS, KBCO, KNCN, KEZE. Hots: 2 KLBJ, WIZN. Mediums: 22 include WHJY, WKLS, KTXQ, KISW, WCMF, KILO.

JOHN HUNTER "Tragedy" (Private/CBS) 30/5 (27/3)
Adds: WRIT, KBP, WRXL, KGGQ, KZQO. Hots: 8 include WLUP, WMMS, WIMZ, WIOB, KSPB. Mediums: 20 include WYSP, KSHS, KBCO, WCMF, WRIF, KLYV.

JOHN HIATT "The Usual" (Geffen) 29/5 (28/8)
Adds: WCKO, WSHS, WACY, KFMM, WCPZ. Hots: 3 CITI, KILO, KSPN. Mediums: 22 include KYYS, KGN, KGB, WAAF, KLBJ, KKDJ.

TRIUMPH "Killing Time" (MCA) 25/6 (20/4)
Adds: WOFM, WCCO, KODS, KWXL, KILO, KUFO. Hots: 2 WLWQ, KKDJ. Mediums: 23 include KTXQ, KYYS, WAAF, KLAQ, WTUE, KOMP.

DEEP PURPLE "Nobody's Home" (Mercury/PolyGram) 24/13 (10/6)
Adds include WNEW, WYDF, WRIF, KUPD, KISW, KICT. Hots: 12 include WYSP, WHJY, KSHS, KISS, WLAV, KILO. Mediums: 9 include WBAB, KZEW, KGB, WOUR.

TOTO "Holyanna" (Columbia) 24/2 (26/10)
Adds: KDKB, KCAL. Hots: 4 include WTKX, WCPZ, KFMM. Mediums: 20 include WMMS, KSHS, WCMF, WRXL, KGGQ, WWWV, KLYV.

JOHN FOGERTY "Centerfield" (WB) 23/4 (21/1)
Adds: KSRR, KOME, KFMM, WCPZ. Hots: 13 include WKRT, WMMS, KAZY, WOH, WWWV, KYDY. Mediums: 10 include KYYS, WPKX, WAAF, KEZO.

DIO "Hungry For Heaven" (Geffen) 22/22 (0/0)
Adds include KSRR, KISW, WDH, WRCA, WOUR. Hots: 5 WHJY, WRIF, WCCC, KNKN, KISS. Mediums: 12 include KTXQ, KZEW, WIOT, KFMM.

FOREIGNER "Tooth And Nail" (Atlantic) 21/4 (24/3)
Adds: WMMS, WAAF, CITI, KWH. Hots: 11 include KGN, KISW, WAQX, WTKX, KISS, WLAV. Mediums: 10 include WBAB, WKLS, WLZ, KGB, KLBJ, WRKI.

JOHN FOGERTY "I Saw It On T.V." (WB) 21/3 (23/1)
Adds: WNEW, DC101, KAZY. Hots: 9 include WMNR, KTXQ, WCCC, WDI, KILO, WWWV. Mediums: 11 include WKLS, KZAP, KLBJ, KODS.

WIDOW "Bitch" (CBS Associated) 21/3 (23/11)
Adds: KCAL, WXCS, WZZO. Hots: 0. Mediums: 20 include WIYY, WHJY, KZEW, KYYS, KGN, KISW, KLAQ, KISS, KZEL.

MICK JAGGER "Turn The Girl Around" (Columbia) 20/16 (4/4)
Adds include DC101, KZEW, KOAK, WWTR. Hots: 9 WBAB, WNEW, WHJY, KTXQ, WXRT, 9IX, KFOG, WCCC, KZEL. Mediums: 9 include WKLS, KLOS, WPKX, KATT, WDKI, WRKI.

AUTOGRAPH "My Girlfriend's Boyfriend's Not Me" (RCA) 20/7 (15/5)
Adds: KLDS, KCAL, KGB, WDH, WWWV, KUFO, KYDY. Hots: 2 WQQQ, KISS. Mediums: 17 include WAQX, WOUR, WKDF, KWHL.

BILLY JOEL "Keeping The Faith" (Columbia) 20/5 (17/2)
Adds: WKLC, KMJK, WRXL, WBLM, KFMM. Hots: 5 WDHA, WRDU, WIOB, WRKI, WHMD. Mediums: 13 include WBCN, WMMS, KLAQ, KGGQ.

PHIL COLLINS "Susudio" (Impart) 19/6 (14/4)
Adds: WNOR, 9IX, WKLC, WDH, WDI, WIZN. Hots: 11 include WNEW, WMNR, WXRT, WXKE. Mediums: 8 include WBAB, KSRR, WLUP.

WHAM! "Careless Whisper" (Columbia) 19/1 (20/2)
Adds: KBCO. Hots: 12 include WLUP, WMMS, WKLC, KMJK. Mediums: 6 include WRCA, WCKN, WBLM, KSPN.

DAVID LEE ROTH "Just A Gigolo" (WB) 18/10 (10/10)
Adds: CFOX, CHEZ, WRDU, WBLM, WHMD, WXOR, KSPN, KFMM. Hots: 8 include KTXQ, KCAL, WTKX. Mediums: 9 include WAQX, WCPZ.

FLASH AND THE PAN "Midnight Man" (Epic) 18/3 (17/5)
Adds: WSHS, KROQ, KUFO. Hots: 5 KBCO, WLIR, WCPZ, KSPN, KRQU. Mediums: 10 include WXRT, 9IX, KOAK, KNKN.

U2 "A Sort Of Homecoming" (Island) 17/5 (14/4)
Adds: WSHS, WPLR, WAQY, WRKI, WBLM. Hots: 6 KBCO, 9IX, KOAK, KMBY, WIZN, KYDY. Mediums: 10 include KGB, WHCN.

KEEL "The Right To Rock" (Gold Mtn./A&M) 17/4 (16/4)
Adds: KWXL, KEZE, WXOR, KRQU. Hots: 1 KLOS. Mediums: 14 include WHJY, KZEW, WOJM, WAAF, KISS.

ERIC CARMEN "I Wanna Hear It From Your Lips" (Geffen) 17/3 (16/3)
Adds: KSHS, WZZO, WQBK. Hots: 4 include CHUM, WMMS, KRQU. Mediums: 13 include KAZY, WIMZ, KGGQ, KLYV.

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MOST ADDED

SANTANA (84)
Say It Again (Columbia)
GREG KIHN (53)
Lucky (EMI America)
TUBES (39)
Piece By Piece (Capitol)
BRUCE SPRINGSTEEN (36)
I'm On Fire (Columbia)
DAVID LEE ROTH (36)
Easy Street (WB)
SIMPLE MINDS (30)
Don't You (Forget About Me) (A&M)
ELLIOT EASTON (26)
(Wearing Down) Like... (Elektra)

MOST HOT

BRYAN ADAMS (125)
Somebody (A&M)
MICK JAGGER (123)
Just Another Night (Columbia)
JOURNEY (121)
Only The Young (Geffen)
JOHN FOGERTY (114)
The Old Man Down The... (WB)
DAVID LEE ROTH (106)
California Girl (WB)
GLENN FREY (104)
The Heat Is On (MCA)

EAST (continued)

WQBK-FM Albany, NY (518) 482-5555

- DAVID LEE ROTH
PAUL AND THE SMO
SPOVILL HILLZ COP
...
DAVID LEE ROTH
PAUL AND THE SMO
SPOVILL HILLZ COP

WQIR-FM Manchester (603) 825-6815

- DAVID LEE ROTH
PAUL AND THE SMO
SPOVILL HILLZ COP
...
DAVID LEE ROTH
PAUL AND THE SMO
SPOVILL HILLZ COP

WKLS-FM Atlanta (404) 523-0980

- DAVID LEE ROTH
PAUL AND THE SMO
SPOVILL HILLZ COP
...
DAVID LEE ROTH
PAUL AND THE SMO
SPOVILL HILLZ COP

WYNF-FM Tampa (813) 878-0455

- DAVID LEE ROTH
PAUL AND THE SMO
SPOVILL HILLZ COP
...
DAVID LEE ROTH
PAUL AND THE SMO
SPOVILL HILLZ COP

WTKF-Pensacola (904) 438-7543

- DAVID LEE ROTH
PAUL AND THE SMO
SPOVILL HILLZ COP
...
DAVID LEE ROTH
PAUL AND THE SMO
SPOVILL HILLZ COP

KLBB-FM Austin (512) 474-6443

- DAVID LEE ROTH
PAUL AND THE SMO
SPOVILL HILLZ COP
...
DAVID LEE ROTH
PAUL AND THE SMO
SPOVILL HILLZ COP

WOMF/Louisville (502) 589-4400

- DAVID LEE ROTH
PAUL AND THE SMO
SPOVILL HILLZ COP
...
DAVID LEE ROTH
PAUL AND THE SMO
SPOVILL HILLZ COP

WCKN-Greenville-Spartan, SC (803) 228-1511

- DAVID LEE ROTH
PAUL AND THE SMO
SPOVILL HILLZ COP
...
DAVID LEE ROTH
PAUL AND THE SMO
SPOVILL HILLZ COP

KFMX-FM Lubbock (806) 747-1234

- DAVID LEE ROTH
PAUL AND THE SMO
SPOVILL HILLZ COP
...
DAVID LEE ROTH
PAUL AND THE SMO
SPOVILL HILLZ COP

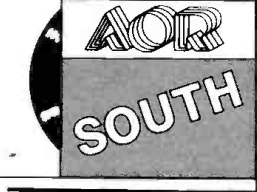
WVHM-FM Hammond (504) 345-1070

- DAVID LEE ROTH
PAUL AND THE SMO
SPOVILL HILLZ COP
...
DAVID LEE ROTH
PAUL AND THE SMO
SPOVILL HILLZ COP

WXOR-Jacksonville, NC (919) 455-2177

- DAVID LEE ROTH
PAUL AND THE SMO
SPOVILL HILLZ COP
...
DAVID LEE ROTH
PAUL AND THE SMO
SPOVILL HILLZ COP

PARALLELS — Stations arranged by market size, according to Arbitron's MSA population figures. Parallel One: 1,000,000 +. Parallel Two: 200,000 - 1,000,000. Parallel Three: under 200,000. Stations at a significant ratings disadvantage to their in-format competitor(s) are assigned a lower parallel.



WCKO/Miami (305) 731-4800

WSEH/Miami (305) 581-1580

KSRR/Houston (713) 797-0097

KZWE/Dallas (214) 748-9898

KTXD/Dallas (214) 528-5500

WIMZ-FM/Knoxville (615) 525-6000

WVNO-FM/Norfolk (804) 623-9667

WDRU/Raleigh (919) 782-1061

WKDF/Nashville (615) 244-9532

WKRL/Richmond (804) 282-9731

WKQQ/Lexington (606) 252-6094

WZXR/Memphis (901) 728-0080

WZXR/Memphis (901) 728-0080

KNCN/Corpus Christi (512) 288-1000

WVTV/Jacksonville, FL (904) 642-1055

WVIZ/Orlando (305) 845-1802

KKZZ/San Antonio (512) 226-6444

WVTV/Jacksonville, FL (904) 642-1055

WRUF-FM/Gainesville (904) 392-0771

WVTV/Jacksonville, FL (904) 642-1055

WVTV/Jacksonville, FL (904) 642-1055

WVTV/Jacksonville, FL (904) 642-1055

WVTV/Jacksonville, FL (904) 642-1055

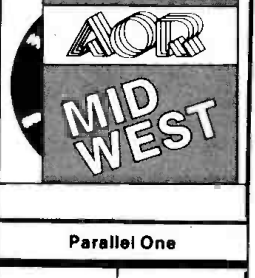
WVTV/Jacksonville, FL (904) 642-1055

WVTV/Jacksonville, FL (904) 642-1055

WVTV/Jacksonville, FL (904) 642-1055

WVTV/Jacksonville, FL (904) 642-1055

WVTV/Jacksonville, FL (904) 642-1055



Parallel One

WVTV/Jacksonville, FL (904) 642-1055

WVTV/Jacksonville, FL (904) 642-1055

WVTV/Jacksonville, FL (904) 642-1055

WVTV/Jacksonville, FL (904) 642-1055

WVTV/Jacksonville, FL (904) 642-1055

WVTV/Jacksonville, FL (904) 642-1055

WVTV/Jacksonville, FL (904) 642-1055

Continued on next page

MIDWEST (continued)

KQRS/Minneapolis (612) 545-801

BO. VEE WOODSON
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

KYSS/Kansas City (816) 581-9102

BO. JOE MCNEIL
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

KKCI/Kansas City (816) 531-3400

BO. KEVIN BAKER
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

KODS/Duluth (218) 728-6421

BO. MURPHY WOODS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

WTUE/Dayton (513) 244-1501

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

WIBA-FM Madison (808) 274-5450

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

WJCT/Peoria (309) 674-2000

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

WJLD/Davenport (319) 238-2534

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

WZZQ/Terre Haute (219) 232-3044

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

KATT-FM Oklahoma City (405) 848-0100

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

WIOU/Toledo (419) 248-3377

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

WYFE/Rockford (815) 877-3075

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

KICTV/Ichita (318) 722-5500

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

KMOD/Tulsa (918) 844-8110

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

Parallel Two

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

KSHS/St. Louis (314) 842-1111

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

WLLZ/Detroit (313) 863-1800

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

WUUP/Chicago (312) 440-5270

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

WMMG/Cleveland (216) 781-0667

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

WXKE/Ft. Wayne (219) 484-0580

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

KEZO/Omaha (402) 592-4300

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

CITI-FM Winthrop (204) 786-6181

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

WAPL/Appleton (414) 734-9228

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

WWSK/Cincinnati (513) 868-3696

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

WOOX/Canon (214) 492-5630

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

WCPZ/Sandusky (419) 825-1010

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

WHLT/Kalamazoo (616) 258-2800

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

WVQC/Columbus, OH (614) 224-1271

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

WQIB/Ann Arbor (313) 962-2881

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

WLAW-FM Grand Rapids (616) 456-5461

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

WFOB/Indianapolis (317) 237-7565

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

WFSK/Cincinnati (513) 868-3696

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

KFMQ/Lincoln (402) 476-8555

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

KLVJ/Dubuque (319) 597-1040

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

KSOJ/San Jose (408) 288-5400

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

KMET/Los Angeles (213) 464-5638

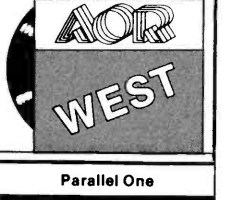
BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

WLSM/Chicago (312) 440-5270

BO. JOHN WATERS
NO. MURPHY WOODS
JOHN WATERS
... (list of names and call letters)

Continued on next page

PLAYLISTS - An artist's name appears once per playlist in the highest reported rotation. For example, if cuts from an album are reported in both hot and medium, the album will appear in hot. A small 'a' before an artist's name indicates the record is newly reported that week, or additional tracks have been added. An (M) or (L) after an artist's name shows that other tracks from that record are in those rotations (medium or light add). An artist's name with no abbreviations means all airplay of that artist is in the listed rotation. When three or more tracks from the same album are reported in medium, that album will receive credit as being in hot and be listed as such. The album's tracks will continue to receive credit as being in medium rotation.



WLSM/Chicago (312) 440-5270
WLSM/Chicago (312) 440-5270
WLSM/Chicago (312) 440-5270
... (list of names and call letters)

730 Miami PD: Keith Isley WINZ-FM MD: Mark Shands

90.5 Tampa Ops Mgr: Mason Dixon PD: Steve Rivers

710 Kansas City PD: Jim Collins MD: Kim Welsh

B96 Chicago PD: Buddy Scott MD: Joe Bohannon

St. Louis PD: C.C. Matthews

Chicago Ops. Mgr.: John Gehron PD: Dallas Cole

92.1 Ft. Worth VP/Programming: John Shonby MD/Assist PD: Pamela Steele

94-Q Atlanta PD: Jim Morrison MD: Jeff McCartney

Columbus PD: Adam Cook Assist PD: Joel Kiehl

Cleveland PD: Tom Jeffries MD: Shadow Stevens

Chicago Ops. Mgr.: John Gehron PD: Tim Kelly

WNCI Columbus 98FM Acting MD: John L.

110 Miami PD: Robert W. Walker MD: Joni Stani

MIDWEST Minneapolis PD: Dave Anthony Assist. PD/MD: Don Michaels

96.1 Detroit PD: Gary Berkowitz

St. Louis Ops. Dir.: Dave Robbins MD: John Frost

Detroit PD: Lee Douglas Asst PD: Steve Kelly

Phoenix PD: Reggie Blackwell MD: Art Morales

730 Norfolk PD: Jeff Morgan MD: Greg South

92.2 Cincinnati Ops Mgr: Jim Fox MD: Dave Allen

Kansas City PD: Pat McKay MD: Karen Barber

Milwaukee PD: Tim Fox MD: Kelly Wallace

WJOL 94.1 FM PD: Tac Hammer Minneapolis Asst. PD/MD: Gregg Swedberg

Los Angeles VP/Prog.: Gerry De Francesco Assistant PD: Mike Schaefer

EAST Most Added... Hottest SOUTH Most Added... Hottest

EAST

Parallel Two WFYI Albany, NY Todd Martini...

Parallel Three

WBEN/FM/Charlotte, NC Roger Christie...

Parallel Two

WVSR/Charlotte, WV Chris Bailey...

Parallel Two

WKFM/Brynolva, NY Kevin Fennessy...

Parallel Two

WVIR/Highland, WV Gary Miller...

Parallel Two

WKYC/Jacksonville, FL Lou Patrick...

Parallel Two

WHTF/Charlotte, NC Michael Berryhail...

Parallel Two

WVIR/Highland, WV Gary Miller...

Parallel Three

WBEN/FM/Charlotte, NC Roger Christie...

Parallel Two

WVSR/Charlotte, WV Chris Bailey...

Parallel Two

WKFM/Brynolva, NY Kevin Fennessy...

Parallel Two

WVIR/Highland, WV Gary Miller...

Parallel Two

WKYC/Jacksonville, FL Lou Patrick...

Parallel Two

WHTF/Charlotte, NC Michael Berryhail...

Parallel Three

WBEN/FM/Charlotte, NC Roger Christie...

Parallel Two

WVSR/Charlotte, WV Chris Bailey...

Parallel Two

WVIR/Highland, WV Gary Miller...

Parallel Two

WKFM/Brynolva, NY Kevin Fennessy...

Parallel Two

WVIR/Highland, WV Gary Miller...

Parallel Two

WKYC/Jacksonville, FL Lou Patrick...

Parallel Two

WHTF/Charlotte, NC Michael Berryhail...

Parallel Three

WBEN/FM/Charlotte, NC Roger Christie...

Parallel Two

WVSR/Charlotte, WV Chris Bailey...

Parallel Two

WVIR/Highland, WV Gary Miller...

Parallel Two

WKFM/Brynolva, NY Kevin Fennessy...

Parallel Two

WVIR/Highland, WV Gary Miller...

Parallel Two

WKYC/Jacksonville, FL Lou Patrick...

Parallel Two

WHTF/Charlotte, NC Michael Berryhail...

Parallel Three

WBEN/FM/Charlotte, NC Roger Christie...

Parallel Two

WVSR/Charlotte, WV Chris Bailey...

Parallel Two

WVIR/Highland, WV Gary Miller...

Parallel Two

WKFM/Brynolva, NY Kevin Fennessy...

Parallel Two

WVIR/Highland, WV Gary Miller...

Parallel Two

WKYC/Jacksonville, FL Lou Patrick...

Parallel Two

WHTF/Charlotte, NC Michael Berryhail...

Parallel Three

WBEN/FM/Charlotte, NC Roger Christie...

Parallel Two

WVSR/Charlotte, WV Chris Bailey...

Parallel Two

WVIR/Highland, WV Gary Miller...

Parallel Two

WKFM/Brynolva, NY Kevin Fennessy...

Parallel Two

WVIR/Highland, WV Gary Miller...

Parallel Two

WKYC/Jacksonville, FL Lou Patrick...

Parallel Two

WHTF/Charlotte, NC Michael Berryhail...

Parallel Three

WBEN/FM/Charlotte, NC Roger Christie...

Parallel Two

WVSR/Charlotte, WV Chris Bailey...

Parallel Two

WVIR/Highland, WV Gary Miller...

Parallel Two

WKFM/Brynolva, NY Kevin Fennessy...

Parallel Two

WVIR/Highland, WV Gary Miller...

Parallel Two

WKYC/Jacksonville, FL Lou Patrick...

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WHTF/Charlotte, NC Michael Berryhail...

Parallel Three

WBEN/FM/Charlotte, NC Roger Christie...

Parallel Two

WVSR/Charlotte, WV Chris Bailey...

Parallel Two

WVIR/Highland, WV Gary Miller...

Parallel Two

WKFM/Brynolva, NY Kevin Fennessy...

Parallel Two

WVIR/Highland, WV Gary Miller...

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WKYC/Jacksonville, FL Lou Patrick...

Parallel Two

WHTF/Charlotte, NC Michael Berryhail...

Parallel Three

WBEN/FM/Charlotte, NC Roger Christie...

Parallel Two

WVSR/Charlotte, WV Chris Bailey...

Parallel Two

WVIR/Highland, WV Gary Miller...

Parallel Two

WKFM/Brynolva, NY Kevin Fennessy...

Parallel Two

WVIR/Highland, WV Gary Miller...

Parallel Two

WKYC/Jacksonville, FL Lou Patrick...

Parallel Two

WHTF/Charlotte, NC Michael Berryhail...

Parallel Three

WBEN/FM/Charlotte, NC Roger Christie...

Parallel Two

WVSR/Charlotte, WV Chris Bailey...

Parallel Two

WVIR/Highland, WV Gary Miller...

Parallel Two

WKFM/Brynolva, NY Kevin Fennessy...

Parallel Two

WVIR/Highland, WV Gary Miller...

Parallel Two

WKYC/Jacksonville, FL Lou Patrick...

Parallel Two

WHTF/Charlotte, NC Michael Berryhail...

Parallel Three

WBEN/FM/Charlotte, NC Roger Christie...

Parallel Two

WVSR/Charlotte, WV Chris Bailey...

Parallel Two

WVIR/Highland, WV Gary Miller...

Parallel Two

WKFM/Brynolva, NY Kevin Fennessy...

Parallel Two

WVIR/Highland, WV Gary Miller...

Parallel Two

WKYC/Jacksonville, FL Lou Patrick...

Parallel Two

WHTF/Charlotte, NC Michael Berryhail...

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

MIDWEST Most Added Hottest

Prince REO Speedwagon Wham! Madonna Bruce Springsteen David Lee Roth

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

WEST Most Added Hottest

Bruce Springsteen Wham! Greg Kihn REO Speedwagon Santana Foreigner

MIDWEST

Parallel Two

WKD/Akron, OH Matt Patrick FRANKIE GOES TO H BRUCE SPRINGSTEEN FIRM JAC WAGNER ALAN PARSONS (dp) EUROGLIDERS (dp) Hottest: FOREIGNER 2-1 RED SPEEDWAGON 10-5 POINTER SISTERS 8-5 SURVIVOR 11-11 BRYAN ADAMS 30-22

US93South Bend, IN J.K. Dearing JULIAN LENNON Hottest: HALL & OATES 2-1 POINTER SISTERS 14-10 RED SPEEDWAGON 20-11 GLENN FRET 23-13 DAVID LEE ROTH 22-15

WKFC/Carbondale, IL Tony Waitkus PAUL HARCASTE JADORA J JACKSON VELS TIME (dp) JOHN PARR (dp) ASHFORD & SIMPSON (dp) RED SPEEDWAGON 1-1 POINTERS SISTERS 8-5 PHILIP BAILEY 5-3 MADONNA D-14 PHIL COLLINS D-18

KKRM/Sioux Falls, SD Dan Klay JON HUNTER PHIL COLLINS ANTONIO MARIANO BONIE & MATHY JOHN PARR (dp) HALL & OATES 4-2 POINTERS SISTERS 8-5 GLENN FRET 10-7 DAVID LEE ROTH 15-11 TIME 25-8

KKSD/Salem, OR Len E. Mitchell BRUCE SPRINGSTEEN ALAN PARSONS (dp) DEBARGE (dp) Hottest: WHEELIE WHEELIE 1-1 PHILIP BAILEY 2-2 DAVID LEE ROTH 4-3 MIDNIGHT STAR 11-7 RED SPEEDWAGON 23-17

WKD/Ann Arbor, MI Matt Patrick BRUCE SPRINGSTEEN FRANKIE GOES TO H

WKRC/Cincinnati, OH Scott Mitchell GREG KINN (dp) GREG KINN (dp) ALAN PARSONS (dp) ALAN PARSONS (dp)

WKYC/Columbus, OH Tuttn/Baker MADONNA ANTONIO MARIANO PHILIP BAILEY 2-1 BILLY OCEAN 6-3

KKMG/Fresno, CA Kirk Clark MADONNA PHIL COLLINS BONIE & MATHY STEVE MILLER DAN HARTMAN GREG KINN

KXPR/Salt Lake City, UT Ausham/Main ASHFORD & SIMPSON MONDAY HOLLIDAY (dp) ZADORA & JACKSON (dp)

WKD/Dayton, OH King/Roberson MADONNA MICK JAGGER ANIMOTION GREG KINN JEFFREY OSBORNE BRUCE SPRINGSTEEN CARL HOTTST: TIME 15-12 RED SPEEDWAGON 18-13 TINA TURNER 30-10 PHILIP BAILEY 10-6 FRANKIE GOES TO H 34-28

WKYC/Columbus, OH Tuttn/Baker MADONNA ANTONIO MARIANO PHILIP BAILEY 2-1 BILLY OCEAN 6-3

WKYC/Columbus, OH Tuttn/Baker MADONNA ANTONIO MARIANO PHILIP BAILEY 2-1 BILLY OCEAN 6-3

KKMG/Fresno, CA Kirk Clark MADONNA PHIL COLLINS BONIE & MATHY STEVE MILLER DAN HARTMAN GREG KINN

KXPR/Salt Lake City, UT Ausham/Main ASHFORD & SIMPSON MONDAY HOLLIDAY (dp) ZADORA & JACKSON (dp)

WKD/Dayton, OH King/Roberson MADONNA MICK JAGGER ANIMOTION GREG KINN JEFFREY OSBORNE BRUCE SPRINGSTEEN CARL HOTTST: TIME 15-12 RED SPEEDWAGON 18-13 TINA TURNER 30-10 PHILIP BAILEY 10-6 FRANKIE GOES TO H 34-28

WKYC/Columbus, OH Tuttn/Baker MADONNA ANTONIO MARIANO PHILIP BAILEY 2-1 BILLY OCEAN 6-3

WKYC/Columbus, OH Tuttn/Baker MADONNA ANTONIO MARIANO PHILIP BAILEY 2-1 BILLY OCEAN 6-3

KKMG/Fresno, CA Kirk Clark MADONNA PHIL COLLINS BONIE & MATHY STEVE MILLER DAN HARTMAN GREG KINN

KXPR/Salt Lake City, UT Ausham/Main ASHFORD & SIMPSON MONDAY HOLLIDAY (dp) ZADORA & JACKSON (dp)

241 CHR Reporters 234 Current Reports

The following station reported a frozen playlist this week: WKRC-FM/Wilkes-Barre

The following stations failed to report this week: therefore their playlists were frozen: WNVZ/Norfolk Q107/Washington WZOK/Rockford WKFR/Kalamazoo Z98/Tampa WKSF/Asheville

WEST

Parallel Two

KMNO/Albuquerque-Santa Fe Stucker/Routree PAT BENATAR MADONNA JEFFREY OSBORNE ANIMOTION GLENN FRET 8-5 RED SPEEDWAGON 15-8 DAVID LEE ROTH 20-10 PHIL COLLINS 38-28

KLUC/Las Vegas, NV Richard/Chastain BRUCE SPRINGSTEEN DAN HARTMAN FIRM (dp) MADONNA BONIE & MATHY ANTONIO MARIANO STEVE MILLER ANIMOTION HOTTST: PHILIP BAILEY 4-3 HALL & OATES 5-4 JOHN FOGERTY 14-9 RED SPEEDWAGON 22-10

KGOT/Anchorage, AK Kay Taylor SANTANA DAN HARTMAN ANTONIO MARIANO STEVE MILLER ANIMOTION HOTTST: GLENN FRET 7-3 DAVID LEE ROTH 15-9 TERENA MARIE 27-20

KMNO/Albuquerque-Santa Fe Stucker/Routree PAT BENATAR MADONNA JEFFREY OSBORNE ANIMOTION GLENN FRET 8-5 RED SPEEDWAGON 15-8 DAVID LEE ROTH 20-10 PHIL COLLINS 38-28

KLUC/Las Vegas, NV Richard/Chastain BRUCE SPRINGSTEEN DAN HARTMAN FIRM (dp) MADONNA BONIE & MATHY ANTONIO MARIANO STEVE MILLER ANIMOTION HOTTST: PHILIP BAILEY 4-3 HALL & OATES 5-4 JOHN FOGERTY 14-9 RED SPEEDWAGON 22-10

KGOT/Anchorage, AK Kay Taylor SANTANA DAN HARTMAN ANTONIO MARIANO STEVE MILLER ANIMOTION HOTTST: GLENN FRET 7-3 DAVID LEE ROTH 15-9 TERENA MARIE 27-20

PARADES

Parallel I: Selected stations in major markets that are format dominant and/or exert a significant national influence.
Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence.

241 Reports

JOHN DOE 'His Song' (Anylabel) LP: Hit Song. Regional Reach: 100/25 44%. National Summary: 100/25 44%.

EXAMPLE 100/25 - 100 CHR reporting stations on a track including 25 new adds. 44% - Percentage of stations reporting playing it.

Regional Reach - Percentage of reporters playing the song within each region.

National Summary: Up 51 - Number of stations moving it up on the charts.

Debuts 20 - Number of stations debuting the song this week.

Down 0 - Number of stations moving it down on their charts.

Adds 25 - Total number of stations adding it this week.

BRYAN ADAMS 'Somebody (A&M)' LP: Rockless. Regional Reach: 200/17 83%.

ASHFORD & SIMPSON 'Solid (Capitol)' LP: Solid. Regional Reach: 188/14 78%.

DAVID BOWIE & PAT METHENY 'This Is Not America (EMI America)' LP: The Falcon & The Snowman Soundtrack. Regional Reach: 164/18 63%.

Why Can't I Have You? (Elektra) LP: Heartbeat City. Regional Reach: 148/24 61%.

DEBARGE 'Rhythm Of The... (Gordy/Motown)' LP: Rhythm Of The Night. Regional Reach: 80/60 25%.

DURAN DURAN 'Save A Prayer (Capitol)' LP: Arena. Regional Reach: 215/8 89%.

JOHN FOGERTY 'The Old Man Down The Road (WB)' LP: Centerfield. Regional Reach: 230/4 95%.

ANIMATION 'Obsession (Mercury/PolyGram)' LP: Animation. Regional Reach: 117/46 48%.

BRONSKI BEAT 'Smalltown Beat (MCA)' LP: The Age Of Consent. Regional Reach: 98/12 27%.

PHIL COLLINS 'One More Night (Atlantic)' LP: No Jacket Required. Regional Reach: 222/51 82%.

JOHN FOGERTY 'The Old Man Down The Road (WB)' LP: Centerfield. Regional Reach: 230/4 95%.

ANIMATION 'Obsession (Mercury/PolyGram)' LP: Animation. Regional Reach: 117/46 48%.

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JOHN FOGERTY 'The Old Man Down The Road (WB)' LP: Centerfield. Regional Reach: 230/4 95%.

ANIMATION 'Obsession (Mercury/PolyGram)' LP: Animation. Regional Reach: 117/46 48%.

PAT BENATAR 'Oh Oh Song (Chrysalis)' LP: Tropicana. Regional Reach: 173/4 72%.

ERIC CARMEN 'I Wanna Hear... (Geffen)' LP: Eric Carmen. Regional Reach: 185/7 77%.

DAVID BOWIE & PAT METHENY 'This Is Not America (EMI America)' LP: The Falcon & The Snowman Soundtrack. Regional Reach: 164/18 63%.

Why Can't I Have You? (Elektra) LP: Heartbeat City. Regional Reach: 148/24 61%.

DEBARGE 'Rhythm Of The... (Gordy/Motown)' LP: Rhythm Of The Night. Regional Reach: 80/60 25%.

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PHIL COLLINS 'One More Night (Atlantic)' LP: No Jacket Required. Regional Reach: 222/51 82%.

JOHN FOGERTY 'The Old Man Down The Road (WB)' LP: Centerfield. Regional Reach: 230/4 95%.

PAT BENATAR 'Oh Oh Song (Chrysalis)' LP: Tropicana. Regional Reach: 173/4 72%.

ERIC CARMEN 'I Wanna Hear... (Geffen)' LP: Eric Carmen. Regional Reach: 185/7 77%.

DAVID BOWIE & PAT METHENY 'This Is Not America (EMI America)' LP: The Falcon & The Snowman Soundtrack. Regional Reach: 164/18 63%.

Why Can't I Have You? (Elektra) LP: Heartbeat City. Regional Reach: 148/24 61%.

DEBARGE 'Rhythm Of The... (Gordy/Motown)' LP: Rhythm Of The Night. Regional Reach: 80/60 25%.

DURAN DURAN 'Save A Prayer (Capitol)' LP: Arena. Regional Reach: 215/8 89%.

JOHN FOGERTY 'The Old Man Down The Road (WB)' LP: Centerfield. Regional Reach: 230/4 95%.

ANIMATION 'Obsession (Mercury/PolyGram)' LP: Animation. Regional Reach: 117/46 48%.

BRONSKI BEAT 'Smalltown Beat (MCA)' LP: The Age Of Consent. Regional Reach: 98/12 27%.

PHIL COLLINS 'One More Night (Atlantic)' LP: No Jacket Required. Regional Reach: 222/51 82%.

JOHN FOGERTY 'The Old Man Down The Road (WB)' LP: Centerfield. Regional Reach: 230/4 95%.

PAT BENATAR 'Oh Oh Song (Chrysalis)' LP: Tropicana. Regional Reach: 173/4 72%.

ERIC CARMEN 'I Wanna Hear... (Geffen)' LP: Eric Carmen. Regional Reach: 185/7 77%.

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DEBARGE 'Rhythm Of The... (Gordy/Motown)' LP: Rhythm Of The Night. Regional Reach: 80/60 25%.

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ERIC CARMEN 'I Wanna Hear... (Geffen)' LP: Eric Carmen. Regional Reach: 185/7 77%.

DAVID BOWIE & PAT METHENY 'This Is Not America (EMI America)' LP: The Falcon & The Snowman Soundtrack. Regional Reach: 164/18 63%.

Why Can't I Have You? (Elektra) LP: Heartbeat City. Regional Reach: 148/24 61%.

DEBARGE 'Rhythm Of The... (Gordy/Motown)' LP: Rhythm Of The Night. Regional Reach: 80/60 25%.

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JOHN FOGERTY 'The Old Man Down The Road (WB)' LP: Centerfield. Regional Reach: 230/4 95%.

ANIMATION 'Obsession (Mercury/PolyGram)' LP: Animation. Regional Reach: 117/46 48%.

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JOHN FOGERTY 'The Old Man Down The Road (WB)' LP: Centerfield. Regional Reach: 230/4 95%.

Table with columns for artist names, record titles, and regional chart positions (National, South, Midwest, West, East).

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DAN HARTMAN
Second Nature (MCA)
LP: I Can Dream About You

Table with columns for artist names, record titles, and regional chart positions (National, South, Midwest, West, East).

J. JACKSON & P. ZADORA
When The Rain... (Curb/MCA)
LP: When The Rain Begins To... Soundtrack

Table with columns for artist names, record titles, and regional chart positions (National, South, Midwest, West, East).

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GENERAL PUBLIC
Tenderness (IRS/A&M)
LP: All The Rage

Table with columns for artist names, record titles, and regional chart positions (National, South, Midwest, West, East).

HONEYDEPPERS
Rockin' At... (Polygram/Atlantic)
LP: Honeydeppers Volume 1

Table with columns for artist names, record titles, and regional chart positions (National, South, Midwest, West, East).

MICK JAGGER
Just Jagger
LP: She's The Boss

Table with columns for artist names, record titles, and regional chart positions (National, South, Midwest, West, East).

JOURNEY
Only The Young (Geffen)
LP: Vision Quest Soundtrack

Table with columns for artist names, record titles, and regional chart positions (National, South, Midwest, West, East).

JULIAN LENNON
Too Late To... (Atlantic)
LP: Valotte

Table with columns for artist names, record titles, and regional chart positions (National, South, Midwest, West, East).

FRANKIE GOES TO
Relax (ZTT/Island)
LP: Welcome To The Pleasure Dome

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D. HALL & J. OATES
Method Of Modern Love (RCA)
LP: Big Ben Boom

Table with columns for artist names, record titles, and regional chart positions (National, South, Midwest, West, East).

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BILLY JOEL
Keeping The Faith (Columbia)
LP: An Innocent Man

Table with columns for artist names, record titles, and regional chart positions (National, South, Midwest, West, East).

GREG KINN
Lucky Me! America! (Capitol)
LP: Citizen King

Table with columns for artist names, record titles, and regional chart positions (National, South, Midwest, West, East).

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GLENN FLY
The Heat Is On (MCA)
LP: Beverly Hills Cop Soundtrack

Table with columns for artist names, record titles, and regional chart positions (National, South, Midwest, West, East).

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JOHN HUNTER
Trophy (Private ICS)
LP: Famous At Night

Table with columns for artist names, record titles, and regional chart positions (National, South, Midwest, West, East).

BILLY JOEL
Keeping The Faith (Columbia)
LP: An Innocent Man

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GREG KINN
Lucky Me! America! (Capitol)
LP: Citizen King

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KOOL & THE GANG
Are We (PolyGram)
LP: Emergency

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New & Active Continued

PARALLELS SIGNIFICANT ACTION

SONGS WITH LESS THAN 50 STATION REPORTS

TOTO Holyanna (Columbia) LP: Stranger in Town. Regional: 8116 26% National: 10. Includes station list and N&A logo.

TINA TURNER Private Dancer (Capitol) LP: Private Dancer. Regional: 2005 83% National: 25. Includes station list and N&A logo.

Regional chart with station codes and percentages.

W. Regional: 8116 26% National: 10. Includes station list and N&A logo.

W. Regional: 2005 83% National: 25. Includes station list and N&A logo.

W. Regional chart with station codes and percentages.

MARTIN BRILEY Dangerous Moments (Mercury/PQ) LP: Dangerous Moments. Includes station list.

Regional chart with station codes and percentages.

ROMAN HOLIDAY One Foot Back... (Live!Arista) LP: Teachers Soundtrack. Includes station list.

Regional chart with station codes and percentages.

ROBEY One Night In... (Silver Blue/CBS) Includes station list.

Regional chart with station codes and percentages.

JANEY STREET Under The Clock (Arista) LP: Heroes, Angels & Friends. Includes station list.

Regional chart with station codes and percentages.

Regional chart with station codes and percentages.

JOHN WAITE Restless (EMI America) LP: No Brakes. Includes station list.

Regional chart with station codes and percentages.

BRUCE COCKBURN I Had A Rocket... (Gold Mt./A&M) LP: Stealing Fire. Includes station list.

Regional chart with station codes and percentages.

ISLEY, JASPER, ISLEY Kiss And Tell (CBS Associated) LP: Broadway's Closer To Sunset Blvd. Includes station list.

Regional chart with station codes and percentages.

KENNY ROGERS What About Me. Includes station list.

Regional chart with station codes and percentages.

NOLAN THOMAS Yo' Little Brother (Mirage/A&M) Includes station list.

Regional chart with station codes and percentages.

Regional chart with station codes and percentages.

WHAMI Careless Whisper (Columbia) LP: Make It Big. Includes station list.

Regional chart with station codes and percentages.

DOKKEN Just Got Lucky (Elektra) LP: Tooth And Nail. Includes station list.

Regional chart with station codes and percentages.

STEVE MILLER BAND Songs Back (Capitol) LP: Italian X-Rays. Includes station list.

Regional chart with station codes and percentages.

SANTANA Say It Again (Columbia) LP: Beyond Appearances. Includes station list.

Regional chart with station codes and percentages.

TRIUMPH Follow Your Heart (MCA) LP: Spellbound. Includes station list.

Regional chart with station codes and percentages.

Picture Yourself In R&R.

If something's happening at your station or company — send R&R the photo and we'll put it on the Picture Page.



1930 Century Park W. Los Angeles, CA 90067 (213) 553-4330



PAUL HARDCASTLE Rain Forest (Profile) LP: Rain Forest. Includes station list.

Regional chart with station codes and percentages.

ALAN PARSONS PROJECT Let's Talk About Me (Arista) LP: Culture Culture. Includes station list.

Regional chart with station codes and percentages.

SIMPLE MINDS Don't You Forget About Us... (A&M) LP: BreakFast Club Soundtrack. Includes station list.

Regional chart with station codes and percentages.

VELS Look My Way (Mercury/PQ) LP: Velocity. Includes station list.

Regional chart with station codes and percentages.

MURRAY HEAD One Night In Bangkok (RCA) LP: Chess. Includes station list.

Regional chart with station codes and percentages.

GREG PHILLINGANES Behind The Mask (Planet/RCA) LP: Pulse. Includes station list.

Regional chart with station codes and percentages.

JERMAINE STEWART The Word Is Out. Includes station list.

Regional chart with station codes and percentages.

Regional chart with station codes and percentages.

Regional chart with station codes and percentages.

ACTIVES IN RADIO



LISA NOVAK
KRQR/San Francisco, CA

"AIR offers a great opportunity for labels to obtain a timely, nationwide consensus on new tracks. This service should prove especially useful with new or unfamiliar artists in getting a meaningful focus on 2nd, 3rd or even 4th cuts within an album. With the glut of product, coupled with those albums that do not get any attention past the lead track, AIR has to be the most cost effective method to get feedback."



VERN ARGO
KZOQ/Missoula, MT

"AIR is the fastest way for a record company to expose new music to the nation's AOR PD's & MD's. With the amount of product out, AIR assures a record company its best new cuts will be the first songs listened to each week."



MIKE PRESTON
KSDO/San Diego, CA

"I feel AIR to be an important tool for both radio and records, and I feel AIR records generally tend to be records that labels really give support to . . . and that's important."



ROGER GAITHER
KXX-106/Birmingham, AL

"AIR has made me a better program director by calling my attention to the "active" music available for airplay. I listen to the AIR records first. If I listen, then that's half the game."

AIR . . . The fastest, most reliable tool for getting radio to listen to music.
Call Alan Smith at (301) 964-5544 for more information.

WEEK #18

AIR Priorities

WEEK #18

Listen to the selections listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, February 13, 1985

	TITLE	ARTIST	LABEL
CHR	WE CLOSE OUR EYES	GO WEST	CHRYSALIS
	MATERIAL GIRL	MADONNA	WARNER BROS.
	JOEY, JOEY	STEPHANIE REACH	CONSTELLATION/MCA
	ONE NIGHT IN BANGKOK	MURRAY HEAD	RCA
	DON'T YOU	SIMPLE MINDS	A&M

Listen to the Tracks listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R AOR Hot Tracks. Then call in your responses to AIR at 301-964-5544. Deadline for AOR responses is 6pm, Thursday, February 14, 1985

	TITLE/CUTS	ARTIST	LABEL
AOR	WILL THE WOLF SURVIVE	LOS LOBOS	WARNER BROS.
	"Will The Wolf Survive" (12")		
	PLAYING TO WIN	LRB	CAPITOL
	"Blind Eyes" "Don't Blame Me" "Reappear"		

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR and AOR music for artist managers, producers and record companies.

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AIR

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Contemporary Hit Radio

Continued from Back Page

CHART EXTRAS

Chart Extras are records above the 60% airplay level without sufficient chart activity to debut on the National Airplay/40 this week.

DAVID BOWIE & PAT METHENY This Is Not America (EMI America)

68% of our reporters on it. Moves: Up 19, Debuts 44, Same 83, Down 0, Adds 18 including CKGM, CHUM, KIMN, KWSS, WBCY, WAHC, KYNO-FM. Complete airplay in Parallels.

BREAKERS

PRINCE

Take Me With U (WB)

61% of our reporters on it. Moves: Up 6, Debuts 30, Same 38, Down 0, Adds 74 including B104, PRO-FM, B96, 92X, ZZ99, KIMN, KS103. Complete airplay in Parallels.

CARS

Why Can't I Have You (Elektra)

61% of our reporters on it. Moves: Up 49, Debuts 28, Same 47, Down 0, Adds 24 including 93FM, WGCL, WNCI, WLOL-FM, KPKE, WFLY, KIKK. Complete airplay in Parallels.

NEW & ACTIVE

AUTOGRAPH "Turn Up The Radio" (RCA) 141/23

Moves: Up 64, Debuts 11, Same 42, Down 1, Adds 23 including 293, 93FM, B96, WGCL, 92X, KWK, KIMN, KWOD, G92, WHYY-FM, KHOP, Z102, KCMQ, KPLUS 36-30, KWCC 20-14, WAHC 33-23.

SCANDAL featuring PATTY SMYTH "Beat Of A Heart" (Columbia) 134/15

Moves: Up 48, Debuts 15, Same 58, Down 0, Adds 15 including 93FM, WNCI, KWK, WSPK, 93Q, KAMZ, WAHC, Z104, KCAQ, KHYY, Z102, KCMQ, WCAU-FM 40-32, KEGL 15-12, WLOL-FM 34-29.

JEFFREY OSBORNE "The Borderlines" (A&M) 131/19

Moves: Up 27, Debuts 10, Same 74, Down 1, Adds 19 including 92X, KOPA, KWSS, KUBE, WFLY, WRCK, KXX106, KX104, KJ103, KMGX, Q104, PRO-FM 30-24, 293 32-27, KMEL 25-21.

BRUCE SPRINGSTEEN "I'm On Fire" (Columbia) 123/119

Moves: Up 2, Debuts 2, Same 0, Down 0, Adds 119 including B104, WMAA, WHBT, WHLI, B94, WAVA, 94Q, B97, Q105, B96, WCZY, ZZ99, KZZP, KS103, KUBE.

ANIMOTION "Obsession" (Mercury/PolyGram) 117/45

Moves: Up 14, Debuts 18, Same 40, Down 0, Adds 45 including PRO-FM, Z93, KAFM, 93FM, WGCL, KDWB-FM, WLOL-FM, KIMN, Q103, WWSR, WANS-FM, KA Y107, KWOD 29-20, KMEL 33-22, WJBO 37-32.

COMMODORES "Nights in" (Motown) 98/27

Moves: Up 22, Debuts 7, Same 42, Down 0, Adds 27 including B104, WMAA, PRO-FM, WAVA, Q105, WBSN-FM, KXX106, WRGN, KMEL, KDON-FM, WPFM, KWTO-FM, WHTX 22-15, KQKZ 21-19, KQ93 38-32.

LITTLE RIVER BAND "Playing To Win" (Capitol) 96/14

Moves: Up 13, Debuts 6, Same 63, Down 0, Adds 14 including WHYY, KBEO, ZZ99, Q100, G92, KZZB, WDCC, KITV, KTFM, WSOV, KRSP, K104 40-36, WJXO 35-32, WJAD 38-33.

JOHN WAITE "Restless Heart" (EMI America) 91/13

Moves: Up 10, Debuts 8, Same 50, Down 0, Adds 13 including CKOI, WHYY, KWK, Q92, WNOK-FM, WKDD, KYNO-FM, KHYY, KRQ, WZOM, KLLS-FM, KGOT, WCAU-FM 40-32, WKDD 35-27, 95XIL 31-25.

DAN HARTMAN "Second Nature" (MCA) 81/43

Moves: Up 1, Debuts 4, Same 33, Down 0, Adds 43 including WMAA, WHYS, CKOI, Z93, WGCL, WNOK-FM, WHOT, KF95, KBOS, KYNO-FM, KDON-FM, KTDY, WCAU-FM, d-25, KPLUS, d-37, OK95, d-35.

GREG KIHN "Lucky" (EMI America) 70/70

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 70 including WKKX-FM, WCAU-FM, 94Q, 87, WCZY, FM102, KWOD, KMEL, KPLUS, WRCK, WZYP, KDO, KQ93, KTDY, 99KQ.

FIRM "Radioactive" (Atlantic) 69/20

Moves: Up 2, Debuts 10, Same 37, Down 0, Adds 20 including WCAU-FM, WKEE, WHTF, WZLD, WZYP, WKDD, WKAL, KLLC, WKHI, WPFM, KWTO-FM, KOZE, KPLUS d-40, WJXO 37-34, KQXR 39-32.

BRONSKI BEAT "Small Town Boy" (MCA) 66/12

Moves: Up 19, Debuts 4, Same 27, Down 4, Adds 12, WCAU-FM, WGCL, WKEE, KXX106, WNOK-FM, WZYP, KBOS, WFBG, WCGG, KISR, WHSL, WKKX-FM 11-7, 94Q 31-25, KMEL 11-9.

JERMAINE JACKSON & PIA ZADORA "When The Rain Begins To Fall" (Curb/MCA) 64/29

Moves: Up 0, Debuts 1, Same 33, Down 0, Adds 29 including WKKX-FM, Z100, PRO-FM, Y100, Q105, WHYY, ZZ99, Q103, KWOD, KMEL, WOKI, WZPL, 99KQ, FM102 d-29, Q104 35-32.

TOTO "Holyanna" (Columbia) 81/5

Moves: Up 11, Debuts 4, Same 41, Down 0, Adds 5, B96, WLOL-FM, WFLY, Q100, WDCC, G92 30-27, WKDD 37-32, WJXO 39-35, KQ93 32-26, KCPX 33-28, WZON 38-34, 95XIL 34-31, WBNQ 33-30, OK95 38-28.

DeBARGE "Rhythm Of The Night" (Motown) 60/60

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 60 including WKKX-FM, WCAU-FM, 94Q, 96X, Y100, WCZY, FM102, KS103, KMEL, WKFM, KEYN-FM, KCAQ, OK100, T94, SLY96.

TEMPTATIONS "Treat Her Like A Lady" (Gordy/Motown) 54/2

Moves: Up 23, Debuts 2, Same 24, Down 3, Adds 2, CKOI, Y100, WKKX-FM 22-17, 94Q 24-20, Z93 18-13, WCZY 18-13, FM102 15-13, Z106 21-18, KXX106 26-22, KSET-FM 21-19, WOKI 36-32, WRVQ 28-22, WKDD 33-30, 103CR 33-28, WOAY 24-18, Q104 7-6.

MOST ADDED

- BRUCE SPRINGSTEEN (119)
I'm On Fire (Columbia)
- PRINCE (74)
Take Me With U (WB)
- GREG KIHN (70)
Lucky (EMI America)
- DeBARGE (60)
Rhythm Of The Night (Motown)
- MADONNA (56)
Material Girls (Sire/WB)
- PHIL COLLINS (51)
One More Night (Atlantic)

HOTTEST

- REO SPEEDWAGON (174)
Can't Fight This Feeling (Epic)
- WHAMI (170)
Careless Whisper (Columbia)
- FOREIGNER (134)
I Want To Know What Love Is (Atlantic)
- DAVID LEE ROTH (113)
California Girls (WB)
- BILLY OCEAN (69)
Loverboy (Jive/Arista)
- POINTER SISTERS (55)
Neutron Dance (Planet/RCA)

SIGNIFICANT ACTION

- ROMAN HOLLIDAY "One Foot Back In Your Door" (Jive/Arista) 49/6
Moves: Up 1, Debuts 3, Same 39, Down 0, Adds 8, KWCC, Y106, KMGX, KDVV, KBM, SLY96, ZZ99 on, KPLUS on, Q100 d-37, WHTF on, WOKI d-40, KX104 33-30, WHOT on, KQXR on, OK95 d-40.
- JERMAINE STEWART "The Word Is Out" (Arista) 48/13
Moves: Up 14, Debuts 4, Same 16, Down 1, Adds 13, WKKX-FM, Z93, 93FM, B97, WKEE, WPST, Q100, KKRQ, KYNO-FM, KDMQ, KHYY, KRSP, CKGM 11-10, Y100 5-4, KMEL 34-25.
- ALAN PARSONS PROJECT "Let's Talk About Me" (Arista) 45/45
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 45 including CKOI, KPLUS, Q100, WWSR, WKFM, KWIC, KZZB, WJZR, KSET-FM, WDDI, KZKJ, WJXO, WRGN, KF95, KBOS, KQ93.
- SANTANA "Say It Again" (Columbia) 41/41
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 41 including KMEL, KWSS, WYSR, K104, WERZ, WKFM, WJZR, WOKI, WFMI, KX104, WJXO, KOFM, WRGN, KEYN-FM, KF95.

- NOLAN THOMAS "Yo' Little Brother" (Mirage/Atco) 41/7
Moves: Up 10, Debuts 6, Same 16, Down 2, Adds 7, KC101, 93Q, KWCC, WSSX, KHXX, SLY96, KIST, Z100 17-22, 96 13-3, Y100 17-15, WHYY 34-32, FM102 12-10, KMEL 15-11, K104 39-33, KCAQ 18-13.
- BRUCE COCKBURN "If I Had A Rocket Launcher" (Gold Mountain/A&M) 34/1
Moves: Up 4, Debuts 2, Same 27, Down 0, Adds 1, CKGM, CFTR 31-28, KMEL on, Q100 on, 93Q on, WOKI d-35, Z104 38-3, KF95 on, KIKI on, WOAY d-39, 95XIL 29-28, WJBO 26-24.
- ISLEY JASPER, ISLEY "Kiss And Tell" (CBS Associated) 32/32
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 32 including WHYS, WCAU-FM, 94Q, KKRZ, KMEL, WWSR, WLAN-FM, WJZR, WZLD, KAMZ, KZIO, WJZO, WRGN, KRI, KOMO.
- STEVE MILLER "Bongo Bongo" (Capitol) 26/10
Moves: Up 0, Debuts 0, Same 16, Down 0, Adds 10, Y100, WFLY, WRCK, WHTF, WSSX, WZPL, KEYN-FM, WHOT, KDON-FM, KGOT, K104 on, WERZ on, WZLD on, WANS-FM on, KSKD on.
- DOKKEN "Just Got Lucky" (Elektra) 23/3
Moves: Up 0, Debuts 1, Same 19, Down 0, Adds 3, WERZ, WFBG, WCGG, Q100 on, WWSR on, WJZR on, WOKI on, KX104 on, WPDQ on, WJXO d-39, KKKX on, KLLS-FM on, OK95 on.
- PAUL HARCADISTE "Rain Forest" (Profile) 21/7
Moves: Up 9, Debuts 1, Same 3, Down 1, Adds 7, KZZP, KS103, WERZ, WFMI, KTFM, WCL-FM, SLY96, WCZY 21-19, KJIS-FM 28-27, KOPA 22-18, FM102 21-11, KMEL 27-13, Z104 31-25, WPFM d-33, WRKR 28-22.

- SIMPLE MINDS "Don't You Forget About Me" (A&M) 20/20
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 20 including WCAU-FM, Q100, WERZ, WKFM, WJZR, WZLD, WFMI, WJXO, WRGN, WHOT, KDMQ, WJAD, WAZY-FM, KHXX, OK95.
- MURRAY HEAD "One Night In Bangkok" (RCA) 20/14
Moves: Up 2, Debuts 2, Same 2, Down 0, Adds 14, 93FM, KMEL, K104, Z106, WHTF, KJ103, KCAQ, OK100, WSOV, T94, WPFM, WIXV, CKGM 30-24, CKOI 22-15, Z104 d-38.
- TRIUMPH "Follow Your Heart" (MCA) 16/16
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 16 including WCAU-FM, KPLUS, WERZ, WKFM, WRCK, WHTF, KWIC, KZZB, WZLD, WOKI, WFMI, WJXO, KDON-FM, WDBR, OK95.
- MARTIN BRILEY "Dangerous Moments" (Mercury/PolyGram) 16/0
Moves: Up 1, Debuts 0, Same 15, Down 0, Adds 0, K104 on, WERZ on, WRCK on, WHTF on, WOKI on, WJXO 34-31, WRGN on-dp, Q101 on, T94 on, WDBR on-dp.
- KENNY ROGERS "Crazy" (RCA) 15/1
Moves: Up 0, Debuts 1, Same 4, Down 1, Adds 1, WQCM, WNVZ on, K104, 20-12, KAMZ 25-20, KKI d-35, OK93, 19-18, KHYY 30-25, OK100 24-16, WIXV 30-26, KST 35-29.
- ROBEY "One Night In Bangkok" (Silver Blue/CBS) 11/10
Moves: Up 1, Debuts 0, Same 0, Down 0, Adds 10, KPLUS, K104, WKFM, WFMI, Y106, OK100, 95XIL, WIXV, KHXX, OK95, 95 40-39.

- VELS "Look My Way" (Mercury/PolyGram) 11/6
Moves: Up 0, Debuts 0, Same 6, Down 0, Adds 6, WCAU-FM, WHTF, WZLD, WFMI, WPFM, WCL-FM, Q100 on, WKFM on, WOKI on, WJAD on, Q101 on.

- GREG PHILLINGANES "Behind The Mask" (Planet/RCA) 10/4
Moves: Up 0, Debuts 0, Same 6, Down 0, Adds 4, CKOI, WZYP, WHSL, OK95, KPLUS on, K104, on, 95XIL on, WJAD on, KWES on, WIXV on.

- JANEY STREET "Under The Clock" (Arista) 10/1
Moves: Up 1, Debuts 0, Same 8, Down 0, Adds 1, WKFM, KIMN on, WSPK on, WPST on, WHTF on, WJXO on-dp, KHOP on, OK100 on, 99KQ on-dp, KCBN 32-31.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number, how many added it for the first time this week. Moves indicate the type of activity this week; up for upward chart movement. Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels.

Note: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40.

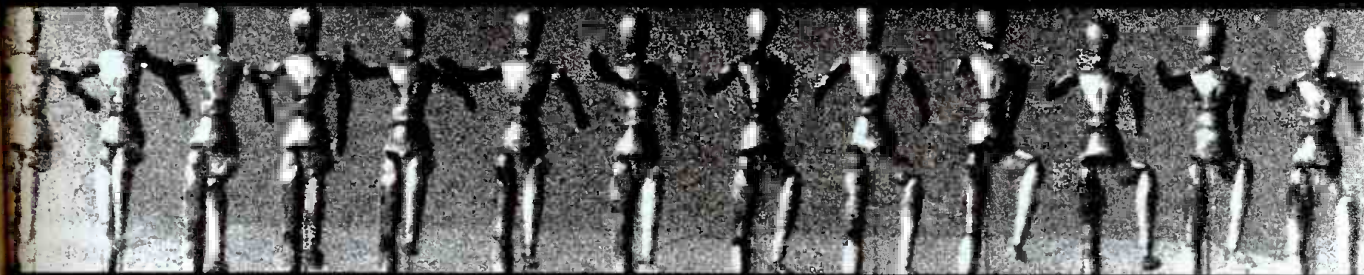
GO WEST



“WE CLOSE OUR EYES”

VS4 42850

T H E I S T S I N G L E



F R O M T H E I R F O R T H C O M I N G D E B U T A L B U M

P R O D U C E D B Y G A R Y S T E V E N S O N

1 2 " A R R I V E S A T A O R T H I S W E E K

V I D E O D I R E C T E D B Y G O D L E Y & C R E M E



Chrysalis

Cassettes, Records & Compact Discs

Contemporary Hit Radio

Three Weeks Ago	Two Weeks Ago	Last Week	Weeks on Chart	Title	Label
5	4	2	1	WHAM!/Careless Whisper (Columbia)	
3	1	1	2	FOREIGNER/I Want To Know What Love Is (Atlantic)	
8	5	4	3	BILLY OCEAN/Loverboy (Jive/Arista)	
10	9	6	4	POINTER SISTERS/Neutron Dance (Planet/RCA)	
9	8	5	5	DARYL HALL & JOHN OATES/Method Of Modern Love (RCA)	
2	2	3	6	PHILIP BAILEY w/PHIL COLLINS/Easy Lover (Columbia)	
27	13	8	7	REO SPEEDWAGON/Can't Fight This Feeling (Epic)	
16	11	9	8	GLENN FREY/The Heat Is On (MCA)	
28	17	12	9	DAVID LEE ROTH/California Girls (WB)	
24	18	15	10	JOHN FOGERTY/The Old Man Down The Road (WB)	
6	6	7	11	DON HENLEY/The Boys Of Summer... (Geffen)	
17	15	14	12	KOOL & THE GANG/Misled (De-Lite/PG)	
22	19	17	13	SHEENA EASTON/Sugar Walls (EMI America)	
1	3	11	14	CHICAGO/You're The Inspiration (WB)	
35	27	22	15	NEW EDITION/Mr. Telephone Man (MCA)	
25	23	19	16	TIME/Jungle Love (WB)	
7	7	13	17	PRINCE/I Would Die 4 U (WB)	
14	10	10	18	STEVE PERRY/Foolish Heart (Columbia)	
18	16	16	19	MIDNIGHT STAR/Operator (Solar/Elektra)	
30	26	23	20	ASHFORD & SIMPSON/Solid (Capitol)	
—	39	31	21	JULIAN LENNON/Too Late For Goodbyes (Atlantic)	
—	35	27	22	JOURNEY/Only The Young (Geffen)	
—	34	28	23	FRANKIE GOES TO HOLLYWOOD/Relax (ZTT/Island)	
38	30	26	24	HONEYDRIPPERS/Rockin' At Midnight (Es Paranza/Atlantic)	
40	32	29	25	TINA TURNER/Private Dancer (Capitol)	
—	—	33	26	TEENA MARIE/Lovergirl (Epic)	
33	28	25	27	GENERAL PUBLIC/Tenderness (IRS/A&M)	
—	—	36	28	SURVIVOR/High On You (Scotti Bros./CBS)	
—	37	34	29	JOHN PARR/Naughty Naughty (Atlantic)	
—	—	38	30	DURAN DURAN/Save A Prayer (Capitol)	
4	12	18	31	MADONNA/Like A Virgin (Sire/WB)	
—	—	—	32	MADONNA/Material Girl (Sire/WB)	
—	40	35	33	JOHN HUNTER/Tragedy (Private I/CBS)	
—	—	39	34	BILLY JOEL/Keeping The Faith (Columbia)	
15	14	21	35	STEVIE WONDER/Love Light In Flight (Motown)	
—	—	37	36	PAT BENATAR/Ooh Ooh Song (Chrysalis)	
—	—	40	37	ERIC CARMEN/I Wanna Hear It From Your Lips (Geffen)	
DEBUT	—	—	38	PHIL COLLINS/One More Night (Atlantic)	
DEBUT	—	—	39	BRYAN ADAMS/Somebody (A&M)	
DEBUT	—	—	40	MICK JAGGER/Just Another Night (Columbia)	

N&A Begins on Page 66

Adult/Contemporary

2	1	1	1	WHAM!/Careless Whisper (Columbia)	
3	2	2	2	FOREIGNER/I Want To Know What Love Is (Atlantic)	
4	4	3	3	STEVE PERRY/Foolish Heart (Columbia)	
23	16	9	4	REO SPEEDWAGON/Can't Fight This Feeling (Epic)	
9	5	5	5	DIANA ROSS/Missing You (RCA)	
17	13	7	6	BILLY JOEL/Keeping The Faith (Columbia)	
1	3	4	7	CHICAGO/You're The Inspiration (WB)	
18	14	11	8	KENNY ROGERS/Crazy (RCA)	
—	25	18	9	JULIAN LENNON/Too Late For Goodbyes (Atlantic)	
10	9	8	10	ELTON JOHN/In Neon (Geffen)	
13	12	12	11	GEORGE BENSON/20/20 (WB)	
8	6	6	12	STEVIE WONDER/Love Light In Flight (Motown)	
25	19	17	13	PHILIP BAILEY w/PHIL COLLINS/Easy Lover (Columbia)	
11	10	10	14	B. STREISAND w/K. CARNES/Make No Mistake... (Columbia)	
—	21	19	15	DARYL HALL & JOHN OATES/Method Of Modern Love (RCA)	
20	17	15	16	CULTURE CLUB/Mistake No. 3 (Virgin/Epic)	
—	24	22	17	COMMODORES/Nightshift (Motown)	
6	7	13	18	JACK WAGNER/All I Need (Qwest/WB)	
—	22	20	19	ANNE MURRAY/Time Don't Run Out On Me (Capitol)	
—	—	23	20	ERIC CARMEN/I Wanna Hear It From Your Lips (Geffen)	
5	8	14	21	RAY PARKER JR./Jamie (Arista)	
BREAKER	23	20	22	PHIL COLLINS/One More Night (Atlantic)	
16	15	16	23	MANHATTAN TRANSFER/Baby Come Back To Me... (Atlantic)	
7	11	21	24	JERMAINE JACKSON/Do What You Do (Arista)	
BREAKER	25	22	25	D. WARWICK & G. JONES/Finder Of Lost Loves (Arista)	

N&A Begins on Page 67

Three Two Last
Weeks Weeks Weeks

—	—	5	1	MICK JAGGER/Just Another Night (Columbia)	
6	4	2	2	BRYAN ADAMS/Somebody (A&M)	
14	6	4	3	JOURNEY/Only The Young (Geffen)	
—	21	9	4	FIRM/Radioactive (Atlantic)	
1	1	1	5	JOHN FOGERTY/The Old Man Down The Road (WB)	
—	—	15	6	PHIL COLLINS/One More Night (Atlantic)	
19	10	8	7	JOHN FOGERTY/Rock And Roll Girls (WB)	
4	3	7	8	GLENN FREY/The Heat Is On (MCA)	
5	5	6	9	DON HENLEY/Sunset Grill (Geffen)	
3	2	3	10	DAVID LEE ROTH/California Girls (WB)	
—	30	16	11	D. BOWIE w/P. METHENY/This Is Not... (EMI America)	
16	12	12	12	FOREIGNER/That Was Yesterday (Atlantic)	
11	9	11	13	REO SPEEDWAGON/Can't Fight This Feeling (Epic)	
10	8	10	14	JULIAN LENNON/Too Late For Goodbyes (Atlantic)	
17	14	13	15	SURVIVOR/High On You (Scotti Bros/CBS)	
36	28	19	16	DON HENLEY/All She Wants To Dance (Geffen)	
29	20	18	17	LRB/Playing To Win (Capitol)	
34	23	17	18	CARS/Why Can't I Have You (Elektra)	
—	—	24	19	ALAN PARSONS PROJECT/Let's Talk About... (Arista)	
12	11	14	20	DEEP PURPLE/Knocking At Your Back... (Mercury/PG)	
21	17	20	21	PAT BENATAR/Ooh Ooh Song (Chrysalis)	
2	7	21	22	FOREIGNER/I Want To Know What Love Is (Atlantic)	
BREAKER	23	20	23	CARS/Breakaway (Elektra)	
57	38	32	24	JOHN WAITE/Restless Heart (EMI America)	
28	27	26	25	G. THOROGOOD & THE.../Gear Jammer (EMI America)	
BREAKER	23	20	26	DAVID LEE ROTH/Easy Street (WB)	
15	19	23	27	JOHN PARR/Naughty Naughty (Atlantic)	
41	33	31	28	KINKS/Living On A Thin Line (Arista)	
20	22	27	29	AUTOGRAPH/Turn Up The Radio (RCA)	
42	34	33	30	MARTIN BRILEY/Dangerous Moments (Mercury/PG)	

Complete Tracks Chart
Begins on Page 71

Black/Urban

8	2	1	1	JEFFREY OSBORNE/The Borderlines (A&M)	
6	6	3	2	DIANA ROSS/Missing You (RCA)	
1	1	2	3	NEW EDITION/Mr. Telephone Man (MCA)	
17	11	5	4	PHILIP BAILEY w/PHIL COLLINS/Easy Lover (Columbia)	
9	7	4	5	GEORGE BENSON/20/20 (WB)	
29	17	13	6	SHEENA EASTON/Sugar Walls (EMI America)	
15	8	7	7	GWEN GUTHRIE/Love In Moderation (Island)	
38	20	17	8	CHAKA KHAN/This Is My Night (WB)	
11	9	9	9	KLYMAXX/The Men All Pause (Constellation/MCA)	
37	22	19	10	ASHFORD & SIMPSON/Outta The World (Capitol)	
12	12	11	11	GAP BAND/Beep A Freak (Total Experience/RCA)	
—	35	24	12	COMMODORES/Nightshift (Motown)	
25	19	16	13	NOLAN THOMAS/You' Little Brother (Mirage/Atco)	
—	37	28	14	TINA TURNER/Private Dancer (Capitol)	
26	23	20	15	POINTER SISTERS/Neutron Dance (Planet/RCA)	
2	3	6	16	PAUL HARDCASTLE/Rain Forest (Profile)	
—	39	30	17	W. FELDER w/B. WOMACK/I'll Still Be Looking... (MCA)	
4	5	8	18	KOOL & THE GANG/Misled (De-Lite/PG)	
33	25	22	19	READY FOR THE WORLD/Tonight (MCA)	
16	14	14	20	SADE/Hang On To Your Love (Portrait/CBS)	
39	29	25	21	UTFO/Roxanne, Roxanne (Select)	
40	30	27	22	TIME/The Bird (WB)	
—	36	29	23	WHAMI f/G. MICHAEL/Careless Whisper (Columbia)	
22	18	18	24	NUANCE f/VIKKI LOVE/Loveride (4th & Brdwy/Island)	
3	4	10	25	EUGENE WILDE/Gotta Get You... (Phil World/Atlantic)	
30	28	26	26	CHAMPAIGN/This Time (Columbia)	
10	10	12	27	PRINCE/I Would Die 4 U (WB)	
19	16	23	28	ROCK MASTER SCOTT &.../Request... (Reality/Fantasy)	
7	15	15	29	MADONNA/Like A Virgin (Sire/WB)	
—	—	33	30	D. HALL & J. OATES/Method Of Modern Love (RCA)	
BREAKER	—	40	31	JESSE JOHNSON'S REVUE/Be Your Man (A&M)	
—	40	36	32	CHERYL LYNN/At Last You're Mine (Private I/CBS)	
BREAKER	—	—	33	PATTI LABELLE/New Attitude (MCA)	
DEBUT	—	—	34	DAZZ BAND/Heartbeat (Motown)	
BREAKER	—	—	35	GLADYS KNIGHT & PIPS/My Time (Columbia)	
—	—	38	36	FAT BOYS/Can You Feel It (Sutra)	
—	—	40	37	JOHNNY GILL/Half Crazy (Cotillion/Atco)	
DEBUT	—	—	38	WHODINI/Freaks Come Out At Night (Jive/Arista)	
BREAKER	—	—	39	REBBIE JACKSON/A Fork In The Road (Columbia)	
BREAKER	—	—	40	EVELYN "CHAMPAGNE" KING/Out Of Control (RCA)	

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