

**I N S I D E :**

**FCC LOTTERY SETS DOCKET 80-90 FREQUENCIES**

The first-ever FCC lottery process set the order for Docket 80-90 FM frequencies becoming available. **Brad Woodward** has the complete list and details.

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**THE AOR FORMAT BIAS: FACT OR FICTION?**

Top AOR managers discuss whether ad agencies are biased against AOR — and share some of their remedies for the situation.

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**THE DEFINITIVE TOM BIRCH INTERVIEW**

Guest columnist **Tom Birch** takes the opportunity to interview a ratings notable he knows well — **Tom Birch**. A unique presentation of some useful information.

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**YBPC HONORS & BLACK/URBAN RATINGS WARS**

In a double column, **Walt Love** salutes **Young Black Programmers Coalition** award-winners **Jherly Busby** and **Terri Avery**, while **Sean Ross** analyzes the format's top ratings races.

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**PEOPLE IN THE NEWS THIS WEEK**

- **Pat McNally** VP/GM, **Ruth Meyer** Station Mgr. At **WHN**
- **Jim Cutler** PD at **WZOU**
- **Jack McCoy** buys **XHITZ** programming rights
- **Stephen Youilos** VP at **CBS Radio Networks**
- **Vic Williams** Exec. VP/GM at **KYND**
- **Bill Edwards** PD for **WALK-AM & FM**
- **Doug McGuire** Program Mgr. at **WLWK**
- **Nesuhi Ertegun**, **Ramon Lopez** Co-CEOs for **WEA Int'l**
- **Charles Giddens** heads **Chapman** Major Market Division

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**PREPARING FOR A "SCREEN" CAREER**

**News/Talk** experts compare notes on the importance of screening callers . . . and the peculiar virtues needed by good screeners.

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**A COLLEGE REFRESHER COURSE FOR RADIO**

**Gary Kaplan** assesses the benefits for radio in seeking out new talent at colleges — and whether college radio programs are doing the job.

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**THE GREAT PROMOTION DIRECTOR SHORTAGE**

**Harvey Mednick** and consultant **Rick Sklar** identify a nationwide lack of qualified promotion directors — ironic when station promotion is more crucial than ever.

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Newsstand Price \$3.50



**DALLAS, HOUSTON, WASHINGTON, TAMPA**

**CBS Acquires Five Stations From Taft**

CBS Inc. announced last week that it had agreed in principle to purchase five radio stations from **Taft Broadcasting** for \$100+ million. The five stations involved include three properties **Taft** is purchasing from **Gulf Broadcasting** — **KTXQ/Dallas-Ft. Worth**, **KLTR/Houston**, and **WLTT/Washington** — and **Taft-owned** stations **WSUN & WYNF/Tampa-St. Petersburg**.

**Taft** had agreed in February to acquire all broadcast properties belonging to **Gulf**, a move which would result in cross-ownership of radio and television stations in these four markets. By selling the stations **Taft** eliminates the conflicts, and **CBS** picks up stations in

three top ten markets and moves into the Sunbelt. **CBS** had originally negotiated for **Gulf** stations in **Atlanta** and **Indianapolis** instead of **Tampa**, but **Gulf** wanted to sell all its broadcasting properties as a group. This transaction will leave **CBS**, which sold **WEEI/Boston** several years ago, with

seven AMs and 11 FMs. **Taft** will have seven AMs and eight FMs. **CBS** expects to close on the five stations at the same time that **Taft** assumes ownership of the **Gulf** stations. **CBS Radio** President **Bob Hosking** said, "We see no license transfer **CBS/See Page 4**

**Beck, Woodward Now Emmis VPs**



**John Beck** **KSHE/St. Louis** GM **John Beck** and **WENS/Indianapolis** GM **Christine Woodward** have been promoted to **VP/GM** for their respective stations.

**Emmis Broadcasting** President **Jeff Smulyan** noted, "We couldn't be more pleased with the efforts of **Chris** and **John**. They have both created formidable radio stations. **Chris** has given **WENS** a tremendous life since she took over the station, while **John** has put together a

team at **KSHE** that has made it a spectacular success."

**Beck** joined **KSHE** as **GM** a year ago after working as **VP/GM** at **KKCI/Kansas City**. A former **Sales Manager** for **CBS FM National Sales** in **Detroit**, he started his career nine years ago at **WFFM/Pittsburgh**, where he advanced from **Account Executive** to **General Sales Manager**. "Emmis has been very successful in its short four-year existence," said **Beck**. "To be named a **VP** is an endorsement both that I belong with them and of what we're doing at **KSHE**."

**Woodward**, a ten-year broadcaster, was promoted to **GM** at **WENS** in 1984 after a year as **GSM**, having previously managed **WVEZ/Louisville** and **WQLR/Kalamazoo**. "It's a vote of confidence from **Jeff**," she said. "I came into **Emmis** when **EMMIS/See Page 4**

**Mayne PD At WBAP**



**Bill Mayne** **KLAC & KZLA/Los Angeles** PD **Bill Mayne** has been appointed **Program Director** for **Capital Cities** sister station **WBAP/Dallas**. The station has been without a **PD** since **R.T. Simpson** resigned earlier this year. **KLAC & KZLA** have been identified as probable spinoffs for **Cap Cities** following its acquisition of **ABC**, while **WBAP** will likely be retained.

**Mayne** told **R&R**, "WBAP is a legend and I'm proud to be a part of it. It's also great to be **MAYNE/See Page 4**

**NEW CALLS KKCY**

**KQAK Slates New Management Lineup**

**Blevins VP/GM, Brand GSM, Yates & Hayes PDS**



**Bruce Blevins** **KQAK/San Francisco**, which will become **KKCY** when the investment group headed by **ALBERT S. COOK LIBRARY** **JOHNS HOPKINS STATE UNIVERSITY**



**Ronni Brand** **Highsmith Broadcasting** President **Ivan Braiker** takes over the station next month, has named **Christal Sr. VP Bruce Blevins** as its new **VP/GM**. **KABL-AM & FM/San Francisco** **GSM/NSM Ronni Brand** will be **KKCY's** **GSM**, and coming aboard as **Joint Program Directors** are **Hiatus Productions** principals **Tom Yates** and **Kate**

**Yates**. Commenting on **Blevins**, **Braiker** said, "Bruce's rep background, combined with his intimate familiarity with the market, will have an immediate impact on how we are perceived." **KQAK/See Page 4**

**LeSage WTMJ's VP/GM**



**Paul LeSage** **WTMJ/Milwaukee** **GSM Paul LeSage** has been named **VP/GM** at the station, following the transfer to **WTMJ & WTKT/Milwaukee** **VP/GM Steve Smith** to **VP/GM** at the **Journal Company's** **KTNV-TV/Las Vegas**. A manager for **WKTL** was not announced.

**WTMJ Inc.** President **Mike McCormick** said, "Paul has reestablished our high-profile **LESAGE/See Page 4**

**NEWS FEATURE**

**Country Surge Nearly Topples A/C Dominance In NRBA Survey**

**NRBA's** annual programming survey finds that **A/C** barely held off a strong challenge by **Country** to retain its status as radio's most-programmed format. **A/C** was aired by 30.4% of the 353 stations reporting, up 2.3. But **Country**, riding an even stronger 4.4 gain, weighed in with 29.9% of all stations, nearly overtaking the perennial lead-

er. **CHR** was third with 10.6%, followed by **Easy Listening** (5.3%), **Religious** (5%), **Oldies** (3.4%), **AOR** (2.4%), **News/Talk** (2.3%), and **Big Band/Nostalgia** (1.1%). After the **Country** and **A/C** gains, the only other growth format was **CHR**, which picked up an additional 1.2%. Showing significant slippage were

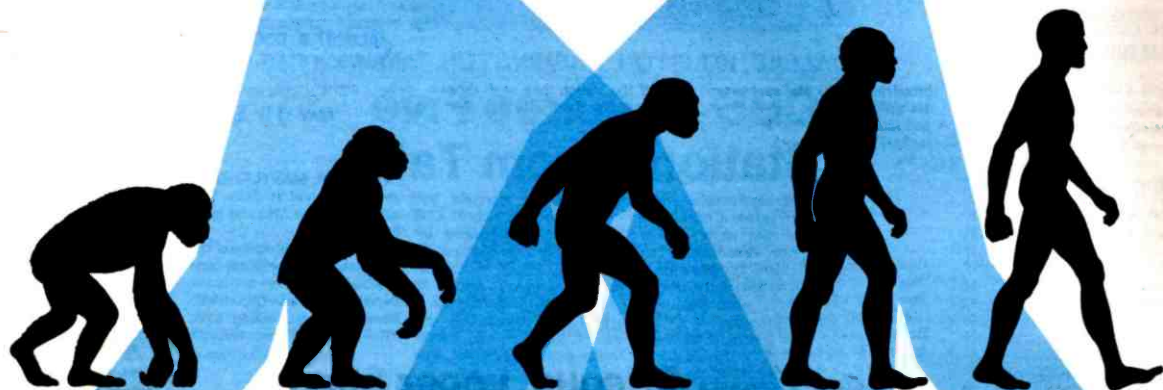
**News/Talk** (down 2.3 points and 50% from 1983), **AOR** (off 1.5), and **Easy Listening** (down 1.2).

**Most Extensive Study**

While **NRBA's** annual mail survey is strictly quantitative and unscientific, it has become the most extensive format study available in the industry, pinpointing trends with its year-

**NRBA/See Page 4**

THE EVOLUTION OF A BAND  
SUPERTRAMP  
THE NEW ALBUM



BROTHER WHERE YOU BOUND (SP-5014)

THE FIRST SINGLE

CANNONBALL (AM-2731)

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MAY 10, 1985

**STREAMLINED TRANSACTIONS**

R&R's new Transactions section responds to reader suggestions with a new, concise, easy-to-read format... and more station sales news.

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**McNally Adds WHN VP/GM Duties**

WAPP/New York VP/GM Patrick McNally has added the VP/GM post of Doubleday AM sister WHN to his duties. McNally replaces Brian Meers, who resigned last week.

Simultaneously, Ruth Meyer was named to the newly-created position of Station Manager at WHN, reporting to McNally. Meyer has held a number of executive posts at various New York radio stations, and most recently was Program Director at the ABC Directies and Entertainment Net-



Patrick McNally works. She was WHN's Program

Director in 1973 and guided the station through its format conversion to Country.

Referring to WHN's New York Mets flagship status, McNally said, "This brings me closer to my ultimate goal of playing shortstop for the Mets. I'm also looking forward to working with Ruth Meyer

and (PD) Joel Raab to continue to expand the station's leading role in the country music industry."

Meyer said, "Managing WHN has been a longtime dream of mine. Together with the very capable guidance of Joel Raab, I look forward to a dynamic new era for Country in New York."

**Unidyne Buys XHITZ Rights For \$19 Million**

Unidyne Research, a broadcast consultancy/direct mail company involving principal and veteran broadcaster Jack McCoy, has paid \$19 million to gain programming and sales rights to San Diego CHR outlet XHITZ/Tijuana for 20 years.

Station owner Victor Diaz, whose family has controlled the station for 35 years, entered a similar agreement three years ago with West Coast Media, but that deal was terminated after a contractual dispute resulted in a lawsuit by Diaz and a countersuit by WCM. Diaz resumed control of XHITZ last fall, and will retain its license. He also operates FM neighbor XLTN ("Radio Latina").

Contrary to a locally-published report indicating a forthcoming format change, McCoy told R&R, "I really don't know what I'm going to do with it yet. We've got a research project underway, and we may just leave it the way it is."

Best-known in the area for creating the "Last Contest" promotion while programming KCBQ, McCoy will now be competing against several former clients. He said,

"It's going to be a huge gamble, betting on the future of radio to give more money for the 20 years' use of the station than anybody's ever given for a property here. But we believe we'll bring more resources to the table than any station has ever had at its disposal before. After consulting for so many years, it'll be fun to put our hands on a station ourselves and see what we can do. I'd better win, because all our clients will be saying, 'Well, let's see how he does in his own market!'"

XHITZ operates with 100 kw at 1000 feet above average terrain, with a north directional signal.

**Ertegun, Lopez Share WEA Int'l CEO Posts**

WEA International President Nesuhi Ertegun and PolyGram Leisure Chairman/CEO Ramon Lopez have been named Chairman and Vice Chairman, respectively, for WEA International. Ertegun

and Lopez will also serve as co-Chief Executive Officers for the international recorded music operation of Warner Communications.

Ertegun founded WEA International in 1970 and has been president of the company since its inception. Lopez, who has been overseeing PolyGram's music and video operations in the UK since 1982, previously was Managing Director of EMI Records, Ltd.

WCI Chairman/CEO Steve Ross commented, "Nesuhi has built WEA International into a major force in the worldwide recorded music market, while Ramon has achieved great success over the course of his career in the international music business. Nesuhi and Ramon together will enhance our worldwide efforts at a time when our entire recorded music division is achieving particularly positive results."

Ertegun said, "Ramon is one of the outstanding record executives in the world, with the highest reputation for professional accomplishment. I'm personally delighted that I will have the opportunity to work closely with Ramon as we address the entire spectrum of our operations over the coming years." Lopez added, "I'm exceptionally pleased to be joining WEA International and to be now associated with WCI's U.S. record operations as well. I'm equally honored to have the opportunity to work alongside a man such as Nesuhi Ertegun, who has given so much to the music industry around the world, and look forward to working with the talented team he has assembled around him."

**Cutler Takes WZOU PD**

WZOU/Boston Production Director Jim Cutler has been promoted to PD at the Blair CHR station. He succeeds Dave Michaels, who exits after only three months at the helm.

Cutler, a first-time PD, told R&R, "This is an amazing opportunity to get a shot in such a major market. I've been given carte blanche do whatever is needed, and I know what needs to be done."

Prior to WZOU, Cutler worked as Production Director at WHYY/Detroit and 98X/New York; he has also been an air personality. "I'm not a paper tiger," he emphasized. "I'll be calling my own shots. This will be a tough challenge, and I wouldn't have taken this job if I didn't think I could make this station explode in the book." Cutler added that the station will continue with its CHR approach.

Before WZOU, Michaels worked in Tampa on-air at WRBQ and served as Asst. PD at neighbor

WFLA-AM & FM. Earlier, he was Asst. PD at KLAC/Los Angeles under Law. "I'm very proud of our accomplishments over the past three months," he told R&R. "I've no doubt WZOU will become one of the premier radio stations in the country."

**Youlios New VP/Sales At CBS Nets**



Stephen Youlios has been named Vice President/Sales at CBS Radio Networks, moving into the newly-created position from his role as Director/Sales. He will continue to oversee all sales for the networks, and will report directly to CBS Radio President Bob Haskins.

Haskins told R&R, "Steve has done an outstanding job, and he

YOULIOS/See Page 4

**Williams Rejoins KYND As Exec. VP/GM**

Vici Williams has been appointed Exec. VP/GM of Easy Listening KYND/Houston. Her appointment marks a return to KYND, where she served as VP/GM from 1978-82. At that time the station was owned by Harte-Hanks, and later became KKIQ-FM. Bayport Industrial Communications, which took over suburban KZRQ/Seabrook a year ago, changed the format to Easy Listening and picked up the KYND calls last February.

KYND President Ray Henderson commented, "Ms. Williams's expertise in broadcast marketing and specifically with marketing KYND in the Houston area will be an enormous asset to our company. With the addition of Ms. Williams, we now have both the key members responsible for the success of one of the area's great radio stations." PD John Davidson earlier programmed the original KYND.

Prior to rejoining KYND, Williams operated her own business, serving as Executive Director of Management Dynamics Institute. Before coming to KYND in 1978, she spent four years as GSM at WEZI/Memphis. Williams told R&R, "When I first started talking with the KYND folks, it was to

work on a consulting basis. But when I saw the cards with the old logo on them, the excitement started to surge. At that point I started listening seriously to them

about coming back and recreating KYND."

Former KYND General Manager Jaa Larsen will now take over the duties of Station Manager.

**Edwards Now PD At WALK-AM & FM**

WGGB/Long Island PD Bill Edwards has been named Program Director at crosstown A/C competitor WALK-AM & FM. The appointment reunites Edwards with WALK Station Manager Ron Gold; the two worked together at WGGB until six months ago. Former PD Sean Casey will stay on to concentrate on his midday shift.

Gold remarked, "I'm ecstatic to have Bill's talents as both a program director and announcer showcased at WALK-FM's 50,000-watt station. I look forward to continued growth and success for both Bill and WALK-AM & FM."

Edwards spent three years with WGGB - first as MD, then Asst. PD, and the last 18 months in the programming chair. He previously worked on-air at WEJL/Saratoga



Bill Edwards and WTKO/Ithaca. "We're already number one on the Island," Edwards said, "but most of our ratings come from Suffolk County even though we also blanket Nassau County. So my job is to tighten up the sound to make it a winning product for the whole area."

**McGuire WLVK Program Manager**



Former WYAY/Atlanta PD Doug McGuire has been named Program Manager at Capitol Broadcasting Corp.'s Country-formatted WLVK, beginning May 13. He replaces R.T. Simpson, who resigned due to "philosophical differences."

VP/GM Jerry Reckerd said, "Doug brings enthusiasm, desire, and the background necessary to make K97 the number one Country station in Charlotte."

Capitol VP/Programming Bill Thomas added, "Our company is

McGUIRE/See Page 6

## KQAK

Continued from Page 1



Tom Yates Kate Hayes

A ten-year company veteran, Blevins has been Sr. VP at Christal since 1979, having previously been the company's VP/West Coast Manager based in San Francisco. He told R&R, "I have the highest regard for Christal, but the opportunity to work with this company and the assembled local team is exciting and irresistible."

Regarding Brand, a former associate in the Bay Area at Christal before she joined KABL in 1981, Blevins added, "Ronni is highly regarded in the S.F. media community for her integrity and acumen. She is a real pro."

On Yates and Hayes, Braiker continued, "The programming announcements in the next few weeks are very exciting, particularly with Tom and Kate at the controls. They are consummate pros with long-term records of success."

Yates and Hayes formed Hiatus, a longform program production company for networks and syndicators, in 1981 after working together at KSNB/San Francisco as PD and MD, respectively. Yates earlier programmed KLOS/Los Angeles for many years and has also worked as a consultant, primarily to AOR stations. In addition to her term at KSNB, Hayes has programmed nearby KTIM-FM/San Rafael and worked at KCBS-FM (now KRQR)/San Francisco and WCFL/Chicago.

## LoSage

Continued from Page 1

marketing position for WTMJ's programming elements locally. And he's brought the local sales department and national sales rep activity and productivity into close concert with both stations' visible and intrinsic audience values."

Formerly with WZUU-AM & FM/Milwaukee for 16 years as VP/GM, LoSage told R&R, "This is one of the great radio stations in the country, and it has a long and proud tradition in the market. We are a very strong entity in the market, and any fine-tuning will come over a period of time, as WTMJ adjusts to the subtle changing needs of its listeners."

## Emmis

Continued from Page 1

there were just two stations. Now there are four, and it's exciting to be a part of a company that's growing by leaps and bounds."

## CBS

Continued from Page 1

problems, and we're looking at a date sometime in September. CBS will sign this deal when Taft closes with Gulf, and at that point Gulf will cease to be a broadcast entity."

Hosking envisions no changes in either format or management at any of the stations. "We bought these stations because they're good stations in good, rapid-growth markets," he told R&R. "We do not intend any format changes, and we're hoping that present management will remain as well because that's basically what we bought."

While the acquisition of these five stations will increase the value of CBS Inc., it will not have much impact on Ted Turner's proposed deal to assume control of the company. "We've been negotiating to purchase these stations for months, long before Turner made his offer," Hosking continued.

KTXQ/Dallas-Ft. Worth is an AOR FM with 100 kw at 102.1 at 1420 feet; KLTR/Houston is an A/C FM with 100 kw at 93.7 at 1779 feet; WLTY/Washington is an A/C FM with 22.5 kw at 94.7 at 780 feet; WSUN/Tampa-St. Petersburg is a 5 kw Country fulltime on 620 kHz; and WYNF/Tampa-St. Petersburg is an AOR FM with 100 kw at 1290 feet.

CBS presently owns WCBS-AM & FM/New York, KNX & KKHR/Los Angeles, WBBM-AM & FM/Chicago, KCBS & KRQR/San Francisco, WCAU-AM & FM/Philadelphia, KMOX & KHTR/St. Louis, and WHTT/Boston. Aside from the five stations purchased by CBS, Taft owns WKLS-AM & FM/Atlanta, WNDE & WFBQ/Indianapolis, WDFA & KYYS/Kansas City, WKRC & WKRP/Cincinnati, WGR-AM & FM/Buffalo, KEX & KKRZ/Portland, WTWN & WLWQ/Columbus, and WDVE/Pittsburgh.

## News Feature

### NRBA

Continued from Page 1

to-year comparisons. The 1984 questionnaire was sent to all 7600 commercial stations in the country, and the 46% response rate was a record high.

Because NRBA releases only separate AM and FM figures, the industrywide format totals listed here are compiled by R&R from data furnished by the association. Under NRBA's format breakdown, Country actually beats A/C 29.9-28.9%. However, R&R's tally combines NRBA's "Soft Rock" category into the A/C total, giving it a 30.4-29.9% edge. (NRBA also used an ambiguous format category called "Ethnic," which encompassed Spanish, other foreign language, and some Black formats. Therefore, a combination of the Ethnic and Urban formats would produce too high of a Black/Urban figure, but the Urban percentage alone is obviously too low.)

Here are some other highlights of the survey:

- 13% of AMs are now stereo and 11% are planning to convert
- 82% of AMs, 41% of FMs own satellite dishes
- 6% of AMs, 26% of FMs lease cable channels
- 88% of AMs, 66% of FMs

are affiliates of national, state, or regional networks

- 25-54 is the most popular target audience, sought by 64% of AMs, 41% FMs. Next is 18-49, targeted by 20% of AMs, 36% of FMs

- 30% of AMs and 39% of FMs offer commercial-free segments

- The average commercial load is 11 minutes/hour for AMs, nine for FMs

- Newscast lengths average six minutes on AM, four on FM
- 72% of AMs, 44% of FMs carry sports events

- 65% of AMs, 80% of FMs air syndicated programs

### Format Penetration

Format	'82	'83	'84
A/C	30.0	28.1	30.4
Country	25.5	25.5	29.9
CHR	8.2	9.4	10.6
Easy	7.9	6.5	5.3
Religious	5.6	5.5	5.0
Oldies	3.2	4.0	3.4
AOR	4.0	3.9	2.4
N/T	2.9	4.6	2.3
Big Band	2.5	2.0	1.1
Urban	2.3	0.5	0.5
Classical	0.7	0.5	0.5
Ethnic	1.2	0.8	0.3
Other	—	7.4	8.1

1984: 3513 stations reporting

1983: 3205

1982: 1884

—Brad Woodward

## Material Wealth For Madonna



Madonna was presented with platinum and multiplatinum awards at a party during her Los Angeles engagements. Pictured (l-r) are WB Chairman Mo Darty, VP President Lenny Waronker, Madonna, and manager Freddy DeMann.

## ASCAP Honors Top Songwriters



ASCAP held its second annual Pop Awards Dinner in Los Angeles last week, honoring its most successful songwriters. Pictured at left are (l-r) triple award winner (Writer, Song, Publisher of the Year) Lionel Richie, ASCAP President Hal David, and Quincy Jones, who was recognized for cowriting "P.Y.T." and "Yah Mo B There." At right, (l-r) Michael Jackson's manager Frank DiLeo, who promoted the multi-award winning "Thriller" LP while at E/P/A; Almo Music Vps Ira Selsky and Brenda Andrews, "Thriller" (the song) cowriter Rod Temperton, Jones, David, and Almo President Lance Freed.

## Youlios

Continued from Page 3

has made outstanding contributions to the success of our network sales operations. We're proud that he has become an integral part of our team."

Youlios said, "With all due modesty, this is basically a title change, and I will continue to help CBS make new clients aware of the strengths and vitality of the radio network medium. More selfishly we want to continue to sell CBS Radio Sports and all the advantages of sports marketing, as well as develop our longform youth business."

Prior to joining CBS Radio Networks in 1982 Youlios was National Sales Manager at CBS O&O WBBM/Chicago. Prior to that he held Account Executive positions for CBS Radio Spot Sales in both New York and Chicago. He began his CBS career at WBBM.

## Mayne

Continued from Page 1

able to return home to Texas."

Mayne programmed the L.A. stations for the past year and a half. Prior to that he was Operations Director for KVET & KASE/Austin. He starts his new job at the end of June; no new KLAC & KZLA PD has been designated.

## STAFF

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**Production Assistant:** ILLIENOURIS  
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**Staff Director:** JACQUES BERTRAND  
**Staff Producer:** JOHN HERR  
**Assistant Staff Director:** SHARBY O'BRIEN  
**Staff Director:** JOHN HERR  
**Business Office:** 1212 15th Street, N.W., Washington, DC 20005 (202) 462-1400  
**Washington Office:** 1800 MCDONOUGH  
**Assistant Executive:** VIVIANA ALVARO  
**Office Manager:** CHELSEA SCHMIDT  
**Blue Book Register:** 175 Madison Avenue, New York, NY 10022  
 (212) 485-0111  
**Annual Directory:** SONGWRITERS  
**Headquarters:** 1419 14th Street South, Nashville, TN  
 37212 (615) 252-0262, 272-8888  
**Music Chief:** HARVEY ALLEN  
**Office Manager:** GREGORIAN ENGLISH

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## AGGRESSIVENESS.

The meek may indeed inherit the earth, but they won't win athletic contests and they'll make precious few sales.

At Torbet, we understand that.

That's why aggressiveness is something we prize when we see it and nurture when we hire it. It's why our sales force has a reputation for getting the extra order and the extra dollar. It's why we've been able to increase our clients' billings and why Torbet is the fastest growing rep in the business.

But we also know that aggressiveness has limitations. That without skill, judgment, research and a specific familiarity with individual markets we'd be spinning our wheels. Without continuing service, fast response to new developments and alert anticipation of future trends, we'd be shortchanging our clients.

At Torbet, we put it all together to create one of the most effective sales organizations in the business and to build a fine, satisfied list of diversified client stations. Find out how effective our organization could be for your station.

Call us today.



Torbet Radio

# TORBET

Torbet Radio, One Dag Hammarskjöld Plaza, New York, NY 10017 212-355-7705  A subsidiary of Selkirk Communications, Ltd.

## Southern Starr Buys WTID

WTID/Suffolk (Norfolk), VA  
 PRICE: \$2.65 million for 76% of 1st  
 census.  
 BUYER: Southern Starr Broadcast-  
 ing Group, headed by Peter Starr.  
 SSBG also owns WFLY/Orlando and  
 WPLR/New Haven.  
 SELLER: Voice of the People, Inc.,  
 owned by John Laurino, who also  
 operates WYAL/Scotland Neck, NC.  
 Minority VOP stockholder Michael  
 Bader owns WGLL/Mercersburg,  
 PA.  
 DIAL POSITION: 106.9 mHz  
 POWER: 100 kw at 964 feet above  
 average terrain  
 FORMAT: Country

KAMX & KFNG/Aibouquerque  
 PRICE: \$2.1 million  
 BUYER: Coastal Communications,  
 headed by Richard Booth. Coastal al-  
 so owns KMJX/Conway (Little Rock)  
 SELLER: 50% owned by family of S.L.  
 & Patricia Agnew; 45% owned by in-  
 vestor Donald Leonard.  
 DIAL POSITION: 1520 kHz; 107.9  
 mHz  
 POWER: 1 kw daytime; 22.5 kw,  
 4130 feet above average terrain.  
 FORMAT: AM simulcasts AOR with  
 FM.  
 BROKER: Greg Merrill of Chapman  
 Associates.

KLSZ/Denver  
 PRICE: \$1,778,000  
 BUYER: Century Broadcasting,  
 which also owns WAIT & WLOO/Chi-  
 cago, KMEL/San Francisco, and  
 WLFV/St. Petersburg, FL.  
 SELLER: Leo Payne Broadcasting  
 DIAL POSITION: 1090 kHz  
 POWER: 50 kw days/500 watts  
 nights  
 FORMAT: A/C

WYAK-AM & FM/Surfside Beach-  
 Garden City, SC  
 PRICE: \$1.75 million  
 BUYER: Ellek Seymour, who also  
 owns WETT/Ocean City, MD, and  
 WTRT/Bethany Beach, DE.  
 SELLER: Lower Grand Strand Broad-  
 casting, owned by Robert Johnson.  
 DIAL POSITION: 1270 kHz; 103.1  
 mHz  
 POWER: 1 kw daytime; 3 kw at 300  
 feet above average terrain.  
 FORMAT: Country simulcast

KILA/Las Vegas  
 PRICE: \$1.5 million  
 BUYER: SRO Broadcasting, which al-  
 so owns KJET & KZOK/Seattle, KIOK  
 & KALE/Tri-Cities, WA; and KBFW/  
 Bellingham, WA. SRO is in the pro-  
 cess of selling KSJO & KHST/San  
 Jose.  
 SELLER: Faith Communications  
 Corp., which has obtained an FCC  
 permit to move its nonprofit program-  
 ming to 90.5 mHz, a noncommercial  
 frequency. Faith retains KANN/Ogden,  
 UT; and KCRW/Twin Falls, ID.  
 DIAL POSITION: 95.5 mHz  
 POWER: 100 kw  
 FORMAT: Religious  
 BROKER: Broadcast Media Associ-  
 ates

WFIJ/Huntsville, WAJF/Decatur,  
 WRAB/Arab, and WSHF/Sheffield —  
 all Alabama  
 PRICE: \$1.5 million  
 BUYER: Comco, Inc., involving 24  
 partners, headed by Chairman James  
 Robinson. Comco also owns WKIQ/  
 Inverness, FL; WAMR & WRAV/Ven-  
 ice, FL; and WRYO/Crystal River, FL.  
 Comco is seeking continuance of  
 FCC waiver, allowing purchase of  
 WFIJ and WAJF despite contour  
 overlap.  
 SELLER: FaH Co.  
 DIAL POSITION: 1450 kHz; 1490  
 kHz; 1380 kHz; 1290 kHz.  
 POWER: WFIJ and WAJF have 1 kw  
 days/250 watts nights; WRAB and  
 WSHF operate with 1 kw.  
 FORMAT: WFIJ is A/C; WAJF,  
 WRAB, and WSHF program Country.

KERV & KRVL/Kerrville, TX  
 PRICE: \$1,230,882  
 BUYER: Kerrville Radio, Inc., headed  
 by Joe Abernathy and Wayne Day-  
 ton  
 SELLER: Chess Enterprises, owned  
 by E.C. Ebinger, James Constance,  
 and Robert Hanna. Hanna also has in-  
 terests in KROX/Crookston, MN;  
 KCLW/Hamilton, TX; and KICS &  
 KEZH/Hastings, NE.  
 DIAL POSITION: 1230 kHz; 106.3  
 mHz  
 POWER: 1 kw days/250 watts nights;  
 3 kw  
 FORMAT: Country; A/C

WYNX/Smyrna (Atlanta), GA  
 PRICE: \$1 million  
 BUYER: Hubert Hoffman, who also  
 operates WGGM & WDYL/Chester,  
 VA.  
 SELLER: Jonquil Broadcasting  
 DIAL POSITION: 1550 kHz  
 POWER: 50 kw days/500 watts  
 nights  
 FORMAT: Religious

KILE/Galveston, TX  
 PRICE: \$790,000  
 BUYER: Breckenridge Broadcasting,  
 which also owns KROO/Brecken-  
 ridge, TX; KEAS/Eastland, TX; and  
 KEGG/Dangerfield, TX. Pending FCC  
 approval is the purchase of KYBE &  
 KTAT/Frederick, OK.  
 SELLER: Galveston Radio, Inc.,  
 headed by Tom Wiseheart and Frank  
 Junell.  
 DIAL POSITION: 1400 kHz  
 POWER: 1 kw daytime  
 FORMAT: A/C

WSNQ/Torrington, CT  
 PRICE: \$550,000  
 BUYER: Consumer Service Radio,  
 headed by Station Manager William  
 Knudsen.  
 SELLER: Northwest Connecticut  
 Broadcasting, owned by Home News  
 Publishing Co., which also operates  
 WKPT & WTFM/Kingsport, TN;  
 WINE & WRK/Danbury, CT; and  
 KWGA & KWGF/Stockton, CA.  
 DIAL POSITION: 610 kHz  
 POWER: 1 kw days/500 watts nights  
 FORMAT: A/C

KRRK & KZLT/East Grand Forks, MN  
 PRICE: 50.28% for \$500,000  
 BUYER: Robert and David Norman  
 (father/son)  
 SELLER: Marlin and Mary Obie  
 DIAL POSITION: 1590 kHz; 3 kw  
 POWER: 5 kw days; 1 kw nights; 3 kw  
 at 164 feet above average terrain.  
 FORMAT: Country; A/C

### McGuire

Continued from Page 3

committed to format dominance in  
 Charlotte. Doug is the kind of PD  
 that can make that happen."  
 McGuire left WYAY last month  
 after nearly a year as PD there.  
 Before that he spent six years with  
 WMZQ-AM & FM/Washington,  
 first as an air personality and later  
 as Asst. PD/MD. McGuire told  
 R&R, "I'm thrilled, and ready to  
 have fun on the radio in Charlotte.  
 The opportunity at K97 is irresisti-  
 ble."

## GIDDENS TO DIRECT

### Chapman Launches Major Market Division

Chapman Associates has formed  
 a new brokerage division called  
 Chapman Major Market Radio, to  
 be headed by Associate Charles  
 Giddens. Operating out of Wash-  
 ington, DC, the new division will  
 handle station transactions exclu-  
 sively within the top 100 mar-  
 kets.

Giddens, a former Group VP  
 with First Media, joined Chapman  
 Associates last June after launch-  
 ing WYAY/Atlanta. Explaining the  
 new development, he told R&R,  
 "The marketplace has changed so  
 quickly in the last year because of  
 deregulation and abolition of the  
 7-7-7 rule, and we're now making a  
 real commitment to working with  
 major market stations. Before, we  
 had no way to handle such a trans-  
 action beyond the individual of-



Charles Giddens

ices; we were all selling in-  
 dependently. We're now pooling  
 our information through comput-  
 ers, and are therefore able to move  
 much faster than most of our com-  
 petitors."

## MCA Sales Winners



MCA recently held regional sales and promotion meetings, presenting awards to top sales personnel. Pictured at left is Michael Khouri (left), one of four Salesmen of the Year, with MCA Distributing Sr. VP John Burns; at right, (standing l-r) St. Louis/Cincinnati (Branch of the Year #2) Sales reps Larry Desmore, David Weigand, Wm Loth, Regional Mgr. Mike Smith, and Michael Salsinger (also a Salesman of the Year), and Salesmen of the Year Robert "Chic" Jogodka and Richard Weber; (kneeling l-r) Burns and MCA Dist. VP Bob Schnieders.

## Chicago Seven



Full Moon/WB artists Chicago recently played the L.A. Forum. Celebrating backstage are (l-r) group's Bobby Lamm and James Pankow; MCA Records Group President Irving Azoff, visiting in a friend-of-the-group capacity; producer David Foster; band's Walter Parazaider; manager Howard Kaufman; and group's Lee Loughnane.



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nationwide media brokers

*PUTTING BUYERS AND SELLERS TOGETHER FOR OVER 31 YEARS*

***Not all our offerings are multi-million dollar deals.  
Here is a select list of smaller market opportunities  
ideal for the first-time owner.***

LOCATION	TYPE	PRICE	TERMS	CONTACT	PHONE NO.
Maine	AM/FM	\$950K	Cash	Ron Hickman	(401) 423-1271
Vermont	AM/FM	\$895K	Terms	Ron Hickman	(401) 423-1271
Colorado	FM	\$850K	Terms	David LaFrance	(303) 534-3040
Massachusetts	AM	\$850K	Cash	Ron Hickman	(401) 423-1271
Florida	FM	\$800K	\$75K	Randy Jeffery	(305) 295-2572
Rocky Mtns.	FM	\$800K	\$125K	Greg Merrill	(801) 753-8090
Connecticut	AM	\$750K	Terms	Warren Gregory	(203) 364-5659
Oklahoma	AM/FM	\$750K	\$150K	Bill Whitley	(214) 680-2807
Colorado	AM/FMcp	\$725K	\$150K	David LaFrance	(303) 534-3040
Wisconsin	AM/FM	\$650K	\$250K	Peter Stromquist	(319) 332-7339
Kansas	FM	\$650K	Terms	Bill Lytle	(816) 941-3733
California	FM	\$650K	SOLD*	Jim Mergen	(818) 366-2554
Colorado	FM	\$650K	\$120K	David LaFrance	(303) 534-3040
Nebraska	FM	\$595K	\$175K	Bill Lytle	(816) 941-3733
Utah	AM/FM	\$575K	SOLD*	Greg Merrill	(801) 753-8090
Nebraska	AM/FM	\$560K	SOLD*	Bill Lytle	(816) 941-3733
Florida	AM	\$500K	SOLD*	Randy Jeffery	(305) 295-2572
Florida	FM	\$485K	\$90K	Bill Cate	(404) 458-9226
Florida	AM	\$450K	SOLD*	Randy Jeffery	(305) 295-2572
Wisconsin	FM	\$400K	Cash	Peter Stromquist	(319) 332-7339
Michigan	FM	\$400K	Terms	Burt Sherwood	(312) 272-4970
Texas	AM/FM	\$390K	\$90K	Bill Whitley	(214) 680-2807
Oklahoma	FM	\$350K	Cash	Bill Lytle	(816) 941-3733
West Virginia	AM/FMcp	\$350K	Cash	Ron Hickman	(401) 423-1271
Texas	AM/FM	\$350K	\$75K	Bill Whitley	(214) 680-2807
Florida	FM	\$325K	\$50K	Randy Jeffery	(305) 295-2572
Pennsylvania	AM	\$325K	\$175K	Ron Hickman	(401) 423-1271
Missouri	AM/FM	\$325K	\$75K	Bill Lochman	(816) 941-3733
Wisconsin	AM	\$325K	Terms	Burt Sherwood	(312) 272-4970
Virginia	AM	\$300K	SOLD*	Mitt Younts	(202) 822-8913
Texas	AM	\$300K	\$100K	Bill Whitley	(214) 680-2807
Arizona	AM/FM	\$250K	\$70K	Greg Merrill	(801) 753-8090
Colorado	AM/FM	\$245K	SOLD	David LaFrance	(303) 534-3040
Texas	FM	\$230K	SOLD*	Bill Whitley	(214) 680-2807
Wisconsin	FM	\$180K	Terms	Burt Sherwood	(312) 272-4970
West Virginia	AM	\$150K	\$25K	Mitt Younts	(202) 822-8913

For information on these properties, please contact the associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates, Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341 (404) 458-9226

\*Subject to FCC Approval

## WDLP TAGGED \$10,000 FOR DECEPTIVE CONTEST

# Four Illegal Takeovers Of KXRQ Result In \$20,000 Fine

The maximum possible fine of \$20,000 was handed out to Cate Communications Corp. by the FCC last week for illegally transferring control of KXRQ/Trumann, AR to other parties four times over a five-year period without Commission approval. Cate is also accused of entering three separate agreements to sell KXRQ, but failing to file any of the contracts with the Commission, as required by FCC rules.

Here's the sequence of events, as outlined by the FCC, that caused the fine:

- November 1978 - Without notice to the Commission, a sales contract is executed to sell the station to SWR Enterprises, owned by Bobby Stotts, K.W. Webb, and James H. Roberts. They operate KXRQ until the summer of 1981 and invest \$148,000 in the station.

- June 1981 - MaBe Communications assumes control for a period lasting just under two years, and puts \$52,000 into the property. Again, the FCC is not told of the arrangement, or that a purchase agreement is reached.

- April 1983 - ADA Broadcasting Corp. begins operating KXRQ for three months without making a Commission filing or revealing the existence of a sales contract.

- June 1983 - SWR resumes control and fails to report the change to the FCC.

The Commission wasn't swayed by Cate President and 90% owner William Cate's defense that the sales contracts were executed by SWR's Webb under "power of attorney" from Cate. "Licensees

are responsible for the acts of their employees performed within the scope of their employment, especially those charged with the management and supervision of the licensee's station," the FCC reiterated.

### Misleading Contest Proves Costly

In other action, the Commission has fined WDLP/Panama City, FL \$10,000 for "willful and repeated" violations of the rules against deceptive contests. The agency charges that WDLP conducted a "Window Sticker" contest that included "false and misleading promotional announcements with respect to the amount of prizes awarded."

Other sanctions imposed by the FCC recently include:

- A \$4000 fine for KTYN & KBQQ/Minot, ND for failing to enclose its tower inside a locked fence, failing to perform equipment proof-of-performance measurements, having an unlicensed operator on duty, and not logging weekly EBS tests.

- A \$3100 fine against KCUZ/Clifton, AZ for lack of a locked

tower fence, having no operational EBS system, failing to make a public inspection file available, and not having a licensed operator on duty.

- A \$2000 fine for WYNU/Milan, TN for originating over half of its programming 25 miles away in Jackson, rather than in its city of license.

- A \$500 fine for KGMN/Kingman, AZ for airing lottery information.



**TAKE MY DONATION, PLEASE** — Comedian Henny Youngman was one of more than a hundred celebrities who pitched in during National Public Radio's recent fundraiser (April 22-27). The campaign netted over 100,000 pledges totalling \$6 million, all of which goes to the network's 210 member stations. Above, Youngman (left) joins fundraiser cohort Dick Cavett (right) and NPR producer Frank Tavares at the St. Regis Hotel in New York.

## NEWS BRIEFS

### Joint Station Sales Practices Opposed

The FCC's proposal to allow competing stations that aren't commonly owned to combine sales efforts — including establishment of "combination rates" and joint sales forces — has drawn opposition from both NAB and NRBA.

In comments filed with the Commission, NRBA said the change would "create unfair competitive advantages for grandfathered combinations, group owners, and others with substantial resources," and possibly set up a "dangerous trap" of forcing stations to hire expensive legal counsel to avoid antitrust violations.

While also opposing most joint sales practices, NAB asked the FCC to explore permitting combo selling of commonly-owned radio and TV outlets, as long as separate rates were also

available. Additionally, NRBA supported and NAB took no position on the companion proposals to repeal the FCC's fraudulent billing and network "clipping" rules.

### Packwood Reintroduces Freedom Of Expression Bill

The Freedom of Expression Bill, which made little headway in Congress last year, has been reintroduced by its author, Sen. Bob Packwood (R-OR). The measure (S. 1038) would repeal the Fairness Doctrine and equal time rules and grant full First Amendment privileges to broadcast.

Chances of the controversial proposal's passage are dim. It was defeated last year by the Senate Commerce Committee, which Packwood chaired at the time, and broadcast lobbyists this year are preoccupied with the fight against an alcohol ad ban or counteradvertising requirement.

### Dow Jones Signs Up For Mutual SCA Network

The Dow Jones News Service has become the first major commercial client to contract for use of Mutual's fledgling nationwide FM subcarrier network, known as MultiComm. The move was apparently prompted by the service's need to escape escalating AT&T long distance line rates for communicating with the approximately 2000 brokerage houses and other clients of its financial news offerings.

Using MultiComm, Dow Jones will unplug its information over the Mutual satellite system. It will then go out over FM subcarriers of participating stations for reception by clients on special receivers. Trial distribution to receivers in New York City begins later this month, and may be expanded to other Top 10 markets by the end of September. Service will be available from 8am to 6:30pm.

### Regional Concentration Repeal Withstands Challenge

An attempt to have the FCC reimpose the regional concentration rule repealed last year has ended in fail-

ure. The Commission has denied reconsideration of the item sought by Henry Geller, Donna Lampert, and FCC Citizens for a Fair Media.

Geller wanted the Commission to set up a new scheme in which each state would be considered a region, and a concentration index would be devised based on each station's share of news audience.

Rejecting Geller's idea, the FCC said a region is "an inappropriate market for measuring viewer or listener concentration, since competition for both program acquisition and advertising occurs mainly on local and national levels." The Commission also said Geller's plan was too TV-oriented, failing to account for how TV and radio news audience data could be rolled into a single concentration index.

### Other Key Developments:

- NAB and NRBA have lined up country entertainers Eddie Rabbitt and Tammy Wynette for September's joint radio convention in Dallas. Dick Clark will also be on hand with his "Rock 'N' Roll Revival" show, featuring top artists from the past.



Eddie Rabbitt Tammy Wynette

- Although it has reserved exclusive rights for itself to set procedures and review decisions in the key KHJ-TV/Los Angeles renewal, the FCC told the Review Board this week to handle those matters itself, in the normal manner, in the other nine RKO license cases now pending.

# Lottery Picks Docket 80-90 Channel Order

Using a lottery for the first time in a radio proceeding, the FCC this week randomly selected the channel order for opening application "windows" over the next several years for 684 Docket 80-90 FM stations on 80 channels.

First out of the gate, probably in early summer, will be 96.5 mHz, with drop-in availabilities in England, AR; Colusa, CA; Marseilles, IL; Corydon, IN; Breaux Bridge, LA; Portage, MI; Sparta, MO; Clarksdale, MS; West Yellowstone, MT; Fredonia, NY; Pine Ridge, SD; Harrogate, TN; Algoma, WI; and Moundsville, WV.

Here's the order for all 80 commercial FM channels:

1. 96.5 mHz	11. 98.9	21. 107.5
2. 101.1	12. 100.1	22. 101.3
3. 92.1	13. 102.9	23. 107.9
4. 92.9	14. 97.9	24. 102.5
5. 96.9	15. 106.7	25. 102.3
6. 98.1	16. 102.7	26. 94.5
7. 100.7	17. 92.7	27. 103.7
8. 105.1	18. 96.1	28. 94.3
9. 95.5	19. 98.5	29. 107.3
10. 98.3	20. 104.1	30. 105.9

31. 97.1	56. 107.1
32. 101.9	57. 93.1
33. 94.1	58. 92.3
34. 95.7	59. 95.1
35. 105.5	60. 103.3
36. 103.5	61. 102.1
37. 92.5	62. 106.3
38. 105.7	63. 93.7
39. 95.9	64. 105.3
40. 95.3	65. 97.5
41. 103.9	66. 103.1
42. 99.9	67. 101.7
43. 99.5	68. 94.9
44. 99.3	69. 104.7
45. 96.7	70. 93.3
46. 100.5	71. 93.5
47. 98.7	72. 100.3
48. 104.3	73. 97.7
49. 99.7	74. 106.5
50. 93.9	75. 100.9
51. 107.7	76. 104.9
52. 94.7	77. 106.9
53. 99.1	78. 96.3
54. 106.1	79. 97.3
55. 101.5	80. 104.5



Sixth in a series

## How accountability helps make our selling better

How do you evaluate your radio rep's sales performance? Is simply meeting budgets all that you require? Or exceeding last year's? How do you measure accountability?

At HNW&H, we have developed a standard that evaluates our performance against specific marketing conditions. This is a unique grading system that lets us measure ourselves far more harshly than any outsider could. This way, we can quickly pinpoint any areas that are not up to our standards. We then create and institute a plan of action to correct the situation. That's part of the way we've gotten to almost \$65 million in less than four years.

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## Where The Millionaires Are

There are 832,602 millionaires in the U.S., says Georgia State University marketing professor Tom Stanley. Using data supplied by the Census Bureau and the IRS, plus information obtained by surveying affluent Americans, Stanley has been studying rich folks for the past ten years.

He discovered the highest concentration of millionaires (244,890 of 'em) in what he defined as the South: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi,

North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia, and the District of Columbia. Almost half the millionaires found in this Southern sample make their homes in Texas or Florida.

The nine Northeastern states took second in the regional sweepstakes with 203,490 millionaires spread out over Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont. The



12 Midwestern states of Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin took third regionally with 192,491 millionaires in residence.

### Most Live In California

The remaining 184,198 millionaires live in the 13 Western

states, primarily California. In fact, California leads the nation with 114,427 millionaires, nearly as many as second-place New York (78,460) and third-place Texas (68,560) combined. Other than fourth-place Illinois (47,786), the rest of the top ten states in this million-dollar survey are in a tight race: Florida (38,707), New Jersey (37,511), Pennsylvania (35,222), Ohio (32,348), Michigan (32,104) and, trailing a bit, Massachusetts (21,977).

All this is fascinating, but bear in mind that your radio station's signal is rated by metro. For example, the District of Columbia is the

country's richest metro — not because of the 3751 millionaires residing there, but because most of the 20,054 millionaires living in Virginia and the 19,676 living in Maryland are concentrated around the nation's capital. Remember also that tax laws vary from state to state, which accounts for an undetermined number of millionaires who really don't spend much time in their legal place of residence.

So where don't the millionaires live? Well, the state with the fewest millionaires is Vermont with 1031. But we hear it's still a nice place to live.

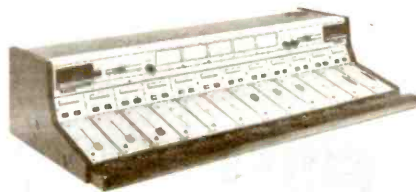


## Badge Radio

Set your sights on new sales heights with this unique promotional item, the "Badge Radio." Available in AM or FM, with volume control or pre-set volume, and with headset or earphone, the Badge Radio can be worn on a jacket, shirt, around the neck, or clipped to a belt.

Manufactured by Toronto-based TIS Information Systems, the unit measures 3 1/2 inches in diameter and 3/4 inches in depth and comes with a replaceable battery. For further information, contact Potentials in Marketing at (612) 333-0471.

## Harris Unveils Latest Broadcast Console



The "Gold Medalist" is the Harris Corporation's most recent edition to its line of audio consoles. Designed for on-air or production use by either AM or FM operations, this 12-channel unit features 36 inputs with logic-controlled switching for audio-follow and remote start/stop control.

Among the unit's additional features are five VU meters for stereo program, stereo audition, and mono-sum. Balanced input and output circuits, microphone capability on each input channel, and six multiple input selectors are also included. The Gold Medalist also can be customized with the addition of up/down counters, a master clock readout, and four-position preselector fader modules, all of which can be easily attached.

P&G linear faders are offered in plug-in modules to drive the VCAs, making for noise-free operation. For further information, contact Gary Wright at (217) 222-8200.

## Surnames Are Not Sure Names

Don't name your company after yourself. That's the advice of Joseph Mancuso, President of the Center for Entrepreneurial Management. As quoted by *Wireless Flash*, Mancuso claims that giving your company your own name should be avoided because, if the enterprise fails, your name becomes associated with failure. And that can be a tough image to shake.

So what are your alternatives? Mancuso says you should keep your consumers in mind. Besides giving them a name that's easy to understand and remember, make sure the name will fit your company as it grows.

## Rent-A-Fan Club

You say you need the kind of ego boost that only a mob of screaming fans can supply? Simply call Rent-A-Fan Club. You'll be supplied with a crowd of star-struck bobby-soxers guaranteed to cheer, whistle, scream your name, and beg for an autograph.

Based in Los Angeles (where else?), the organization will even toss in a gaggle of paparazzi to snap your picture as you make your grand entrance. According to radio newsletter *Rip 'n' Read*, the price for all this ego massage is "\$100 and up, depending on how weird you want them to be."



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

# 213-553-4330

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**WESTWOOD ONE PRESENTS**

# LARGEST STEREO CONCERT SIMULCAST EVER

**SATURDAY NIGHT, MAY 18**

**WITH SHOWTIME** 

## **HUEY LEWIS AND THE NEWS**



The Westwood One Radio Network and Showtime are proud to present *Huey Lewis and The News: The Heart Of Rock 'n' Roll*, a record-setting stereo concert simulcast exclusive airing Saturday night,

May 18. Starting at 7:40 p.m. Eastern/Pacific time, more than 200 Westwood One affiliates throughout the country will throw out the first ball with a 20-minute Huey Lewis interview, followed immediately by the hour-long simulcast of hits from the band's three Chrysalis LPs, including all the homeruns from their quintuple platinum *Sports* album. A capacity crowd of hometown fans were on hand at San Francisco's Kabuki Theatre for this show, recorded by Westwood One's *Concertmaster I* mobile studio, so don't miss the latest all-star concert exclusive from the world champ in stereo simulcasts—Westwood One.

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

# PRO:MOTIONS

## Thatcher Named WJFM Station Manager

WJFM/Grand Rapids has appointed Michael Thatcher Station Manager, replacing David Myers. For three years prior to this appointment, Thatcher worked as a broadcast consultant. His 20+ years of broadcasting experience includes management posts with stations in Wichita, Omaha, and Peoria.

## Peters Productions Taps Lee



Jerry Lee

Jerry Lee joins San Diego-based Peters Productions, Inc. as Western Regional Manager for radio sales. Prior to this appointment, Lee was GM of KJQV/San Diego for three years following a nine-year stint as Station Manager at KLOL/Houston.

## PROS ON THE LOOSE

Don Berry — VP/GM KSNB & KEED/Eugene (503) 886-8828  
 Nick Caplan — Mornings WYNS/Buffalo (716) 826-4492  
 Greg Daniel — MD WBMK/Knoxville (615) 691-6006  
 Gary Landis — Director/Programming RKO (212) 889-7444  
 Dave Michaels — PD WZOU/Boston (617) 857-4847  
 Jim Owens — PD KLSI/Kansas City (816) 734-2853  
 Rich Phillips — PD WJTT/Chattanooga (615) 877-7422

## LeFrak-21 Entertainment Group Created

LeFrak Entertainment Co. has acquired a 50% interest in the 21 Entertainment Group, resulting in the establishment of LeFrak-21 Entertainment Group. Serving as Chairman of the Board is Samuel LeFrak. 21 Entertainment Company President Fred Haayen becomes President of the new Entertainment Group, while LeFrak Entertainment Exec. VP Herb Moelis provides administrative and financial direction. The LeFrak-21 Entertainment Group is based at 40 West 57th Street in New York City.



(l-r) Fred Haayen, Sam LeFrak, and Herb Moelis

## Metroplex Managers Elect Officers

The Dallas-Ft. Worth Area Radio Station Managers have elected a new slate of officers for 1985. KPLX & KLIF VP/GM Dan Halyburton is President, KRLD VP/GM Ed Wodwa is VP, and KISS 106 VP/GM John Hare is Secretary-Treasurer.

## Barnes Manages Republic/LA

Sue Barnes has been named Manager of Republic Radio's Los Angeles office. With the company for three and a half years, Barnes previously worked as an Account Executive with KRTV/Los Angeles, KYUU/San Francisco, and CBS/Los Angeles.



Scott Gillmore



Jim Bearden

## KMMM & KOKE Promote Gillmore, Bearden

Scott Gillmore has been upped to GSM at KMMM & KOKE/Austin. During the past three years he served as LSM of KMMM. Gillmore succeeds Bob McDonald, who has become GM of KGNB & KNST/New Braunfels, TX. In other activity Jim Bearden has been promoted to LSM. He had worked as a KOKE AE since 1982.

## Exmeyer New WYNG LSM

R. Clark Exmeyer has been appointed Local Sales Manager at WYNG/Evanoville, IN. He moves up after three years as a station AE.

## B & B Marketing Formed

Billy Bass and Bill Underwood have joined forces to create B & B Marketing, a company offering black music marketing, promotion consulting, and artist development services to labels, artists, and managers. B & B will focus its attention on New York, Atlanta, and Los Angeles. The New York office, run by Underwood, is located at 330 West 58th Street, #4H, New York, NY 10019; (212) 245-2520. Bass operates from L.A. at 4316 Marina City Drive, #825/CTN, Marina Del Rey, CA 90202; (213) 306 9160.

## Atlantic Ups Colamussi



Karen Colamussi

Karen Colamussi has been elevated to National Merchandising Manager for Atlantic Records. She joined WCI in 1979 and two years later moved to Atlantic's Merchandising Department. In 1983 Colamussi became Merchandising Coordinator & Buyer.

## Weiss & Powell Taps Corneliss

Glenn Corneliss has been promoted to New York Sales Manager for Weiss & Powell Radio Sales. Before joining Weiss & Powell in 1983, he was PD for WGSB & WBAB/Long Island, WAAL/Binghamton, and WVRB/Ithaca, NY.

## Davis Bows Lazar, Vintage Bay Labels

Gary Davis is founder and President of City By The Bay Music, Inc., which includes the labels Lazar Records and Vintage Bay Records. Working with him are Head of Marketing Bill Black, Head of Sales Henry Meyer, and promotional staffers Brian Rooney, Joey Breece, and Daren Atherton. Headquarters are based at 2015 Bridgeway, Suite 301, Sausalito, CA 94965; (415) 332-4141.

## Sherman Opens Brokerage Firm

Forty-year broadcast veteran Barry Sherman has founded his own media brokerage and investment counseling firm, Barry Sherman & Associates. He was most recently VP/Resident Partner of media brokers Norman Fischer & Associates, Inc. BS & A is located at 1828 L Street, NW, Suite 300, Washington, DC 20036; (202) 429-0658.

## Lewis To KQKT LSM

Maysia Lewis has been tapped as Local Sales Manager for KQKT (KQ96)/Seattle. She most recently held a similar post at cross-town KSEA. Lewis's former radio posts include Sales Manager and NSM at WPKX-AM & FM/Washington, AE at AP, and Managing Editor at KIRO/Seattle.

## DFA Starts Engineering Placement Service

On-air talent search firm Don Fitzpatrick Associates has established a computerized engineering placement service. The San Francisco-based organization will recruit and place video and audio engineers for broadcast, industrial, and production companies.

# PROJECTED STATION IMAGE VS PERCEIVED STATION IMAGE

What do you think your audience hears? But what do they hear? Every sound from your station transmits your image: your promotions, your ID's, all your production! Details are important — call for more.

CALL 1-800-251-2058  
 In Tennessee 901-320-5126



AMERICAN  
 IMAGE  
 PRODUCTIONS

12 YEARS OF THE BEST



**The Single Is  
"raspberry beret"**

**CHR Breaker!**



JHAN HIBER

# RATINGS AND RESEARCH

## Conversations With Myself

By Tom Birch

When Jhan Hiber called to offer me a chance to write his guest column for a week, I went nuts. What a great opportunity! But after I hung up the phone, I realized my dilemma. How do you jam everything you think is worthwhile into one article and still maintain some semblance of order?

No problem! This column is a realization of a dream - I ask all the questions (the way I want them asked), then I provide all the correct answers! But before I start, please excuse the enthusiasm, as lots of good things have been happening lately.

**R&R:** Tom, what about agency acceptance?

**TB:** A revolution is brewing, and Birch Radio is one of the organizations leading it. The revolution I speak of is a move by agencies away from the diary methodology. It's not just in radio, but in television as well.

The funny thing is that the anti-diary movement is being fueled not only by the agencies and advertisers, but by the rating services themselves. Birch has picked up the gauntlet by providing a telephone-based radio measurement system. And in the words of Kenyon & Eckhardt Sr. VP/Media Director Alan Goldin, "I have always believed that telephone methodology represents a superior method for measuring radio. I consider the diary technique to be an archaic and inadequate instrument with which to measure radio listening."

On the network television side, AGB, Nielsen, and even Arbitron are testing a people meter. The contention is that the fragmentation of television being caused by cable is making the diary obsolete. Finally, on the local television scene, both Arbitron and Nielsen are expanding a number of markets with meter measurement, claiming it is superior to a

diary-only technique.

This anti-diary feeling is just beginning to yield tangible evidence. On March 26, Kenyon & Eckhardt signed a longterm contract with Birch Radio with the intention of using our service as its primary source of radio buying. Other agencies and advertisers around the country are reacting in a similar fashion. Birch now lists some 400 agency and advertising clients who are buying the Birch service.

Many of these 400 clients have come to the realization that the telephone methodology yields more accurate estimates overall. They see it doing a better job of measuring minorities and other hard-to-reach respondents, and that Birch is providing the only truly complete description of the radio medium.

Radio is the ultimate target medium. It selectively delivers the entire spectrum of product consumers: people from high-income households, people who haven't read a newspaper in the past 24 hours, people who are planning to buy a new home in the next six months... and on and on. Yet, after all these years, most agency buyers are still buying on the basis of age and sex!

Birch Radio is now introducing agencies to the magic of qualitative and product usage information. We're showing them how to use the Cume Duplication Tables in our Quarterly Reports to construct more accurate and effective buys. Agencies are learning how to use Birch Radio

"exclusives," such as Audience Composition and Location of Listening, upfront during the initial planning stage of a buy.

Our presentations to agencies are more than just "pitches for Birch." They're discussions on the fundamentals on how to get the most out of radio by buying smart.

When we make a major agency conversion, everyone wins. The agency does because it will be doing a better job for its clients. The clients win because they're getting the most for their money. Radio benefits because the medium - when bought correctly - truly is red hot."

"After all these years, most agency buyers are still buying on the basis of age and sex."

**R&R:** Why all this sudden agency interest in Birch?

**TB:** A number of factors have converged. First, our positioning of the service to agencies in the past had always been as a "complement" to Arbitron. Until the winter '84 sweep, we did not have weekly cumes in the dayparts, nor did we have sufficient market coverage to support utilization by regional and national agencies. Even our qualitative data did not make major impact because it was buried in the back of our quarterly books.

We've fixed the deficiencies on the product side. The weekly cumes have now been in the past four Quarterly Summary Reports. We're now measuring 84 U.S. markets monthly and an additional 50 on an annual or semi-annual basis. And the Qualitative is now presented in a separate, easy-to-read format.

But the biggest differ-

Tom Birch founded and developed the radio ratings division (Radio Marketing Research, now known as Birch Radio, Inc.), which later spawned Birch Consumer Research. Birch presently serves as Chairman/CEO. His background includes programming, research, and management posts with such radio chains as Storz, Lin, McLendon, and Tell.



Tom Birch

ence lies in people and approach. Dick Weinstein, who became President of Birch Radio in September, was one of the most important players at Arbitron during its biggest growth years between 1974-80. He ran the agency effort for both radio and TV, and not only has the respect of many of the most influential agency people, but he also knows how to sell 'em.

Dick's first move was to attract some other powerful additional management talent, such as Bill Livek, who until last September was Arbitron's VP/Sales & Marketing. Then there's Bill Engel, who was VP/Sales & Marketing at Arbitron and its Radio Product Manager during the '70s.

I know I'm bragging, but I feel we now have the best management team in the business, supported by a national team of top-notch representatives. They're bright, motivated scrappers who'll walk through walls to get the job done properly.

**R&R:** So what does all this mean to broadcasters?

**TB:** Longterm, it means Birch is likely to replace Arbitron at a large number of important agencies, which is good news for radio. Improbable that Birch could replace Arbitron? Hardly! The movement is already underway.

Broadcasters in such markets as Washington, Houston, Seattle, Atlanta, and many others are already pricing avails based on Birch estimates. Due to biases in the diary sample base, the audiences to many formats are significantly understated by Arbitron relative to Birch. And because Birch (and earlier, Mediastat, Trac-7 and Burke) telephone estimates of AQH persons to these formats have historically been higher

than Arbitron, many stations will happily learn they'll finally be getting their due - larger audiences.

Short-term, stations can now sell with Birch in most situations. There are very few agencies that will not accept presentations based on Birch Qualitative and Product Usage data, and Birch Monthly Trend Reports are now the most accepted source of trending information in the industry. Additionally, a growing number of agencies are now requesting avails on Birch Quarterlies.

We've checked, and learned that such agency subscribers as D'Arcy, Ayer, Bates, and Bozell all actively use Birch data at either the planning or buying stage. Even current nonsubscribers are now using Birch data. Dancer recently requested Birch Qualitative on an avail request for Molson's. And a station was recently successfully presented on Birch to Campbell-Ewald in Detroit.

If your station is not now selling with Birch data, you may well be missing some dynamite opportunities to increase your share of local and national revenues.



# How to recover from a down book

Strategic Radio Research's new "Quick Answers" study can tell you exactly *why* your book went down

One of the biggest frustrations in radio involves waiting for an Arbitron report to arrive on your desk, knowing from your advances that you had a down book. You wait and wait, and then, when the actual book finally arrives, you realize that you can't figure out why your ratings went down.

Unfortunately, that's what typically happens. An Arbitron report is designed to tell you how many listeners you gained or lost, but it isn't designed to tell you why.

Pour over the book with a fine-toothed comb or spend 40 hours doing AID runs, and you still won't get that answer.

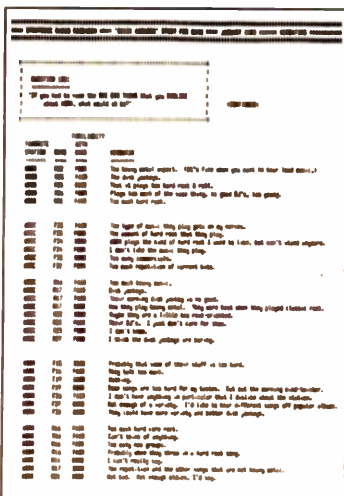
### If you knew what was broken, you could fix it

You're probably anxious to make the necessary corrections and get your station back on track.

But what are the right corrections?

Your GM thinks your music got too hard, while your MD argues that your music got too soft. The jocks think your music was too repetitive, but you think it might have been too unfamiliar. You're not sure whether you were playing too many currents or too many oldies.

On the other hand, the problem very well could have been your spot load. Or the loss of a key member of your air staff. Or your signal. Or a promotion that backfired.



Strategic Radio Research's reports are both clear and comprehensive. In the sample page shown above, respondents describe the one thing they dislike most about the client station.

It's even possible that your programming was right on target but lacked adequate advertising support.

### Fast, accurate research at a reasonable price

Strategic Radio Research's new "Quick Answers" study can tell you, in 10 days, whether you actually lost listeners and, if so, why.

Here's how we do it: First, we'll set up a conference call with our president, your GM, and your PD to make a list of the possible reasons for your audience loss.

Next, we'll design a questionnaire, generate random telephone numbers, and make calls into your market from our Chicago phone center.

Finally, 48 hours after interviewing is completed, we'll ship you a clear, easy-to-read report that will spell out exactly why your book went down.

And we won't charge you an arm and a leg: The price of the "Quick Answers" study, for a sample size of 350 respondents, is a very reasonable \$6,450.

### Our research helps YOU make better decisions

At Strategic Radio Research, we understand the value of "gut feel" in radio programming. (No radio station ever became a long-term success based on statistics alone.)

Therefore, we won't tell you to drop 220 of your oldies, fire your midday jock, and sign up for our satellite network.

Instead, we'll accurately and honestly report what your listeners say about your station. That allows you to take the appropriate actions to get your station back on track.

### Call or write for more information

Our "Catalog of Research Services (1985)" describes the full range of studies available from Strategic Radio Research—focus groups, auditorium music tests, large-scale market studies, weekly music research, and more. Call or write for your free copy.

But do it soon. Since we do all our own recruiting and interviewing, we can only accept a limited number of projects each quarter.

Call Kurt Hanson or Tom Teuber today at (312) 883-4400, and just tell us you need "Quick Answers."

# STRATEGIC RADIO RESEARCH

655 W. Irving Park at Lake Shore Drive  
Chicago, IL 60613  
(312) 883-4400

Possible reasons for audience decline:	CHR	ADP	A/C	Country	MT
Air personalities	•	•	•	•	•
Competitors getting better	•	•	•	•	•
Declining interest in format	•	•	•	•	•
Demographic changes	•	•	•	•	•
Ineffective advertising	•	•	•	•	•
Lack of excitement	•	•	•	•	•
Music (burned-out)	•	•	•	•	•
Music (oldies vs. currents)	•	•	•	•	•
Music (hard vs. soft)	•	•	•	•	•
Music (unfamiliar)	•	•	•	•	•
New competitors	•	•	•	•	•
Not enough advertising	•	•	•	•	•
Oversaturation of format	•	•	•	•	•
Position/image problems	•	•	•	•	•
Sample error (Arbitron)	•	•	•	•	•
Spot load	•	•	•	•	•
Too much talk	•	•	•	•	•

You can guess at the reason for your audience decline, but a wrong guess means that you'll actually make matters worse. Strategic Radio Research's "Quick Answers" study will pinpoint exactly what went wrong, so you can fix the problem and get your audience back.

NBC RADIO ENTERTAINMENT PRESENTS

*Live*  
FROM THE

# Hard Rock

CAFE

**Sunday, May 26**

Our May edition of Live From The Hard Rock Cafe is all set to add excitement to your station's Memorial Day Weekend programming. Robert Klein will be hosting our 90-minute live broadcast from the world's greatest rock 'n' roll restaurant, with one of the great fathers of rock 'n' roll.

Bo Diddley, as his special guest. Plus we'll have plenty of music, star-studded interviews, the latest music news and much more!!

To be a part of radio's most innovative and entertaining live radio show, call Shirley Maldonado at (212) 664-5538.

8:30PM Eastern, 7:30PM Central, 6:30PM Mountain, 5:30PM Pacific



NBC RADIO  
ENTERTAINMENT



Robert Klein



Bo Diddley





REED BUNZEL

# NETWORKS/PROGRAM SUPPLIERS

## SUPER-SUNDAY BROADCAST

# Radio USA For Africa

First there was the all-night "We Are The World" recording session in late January, attended by virtually every available recording superstar except Prince. Next came the single, breaking longstanding records right and left as it shot up R&R's charts. On Good Friday over 8000 radio stations worldwide simultaneously aired the single in a unilateral commitment to eradicating the famine in Africa. Then on April 21 the three-hour "Radio USA For Africa" program was broadcast via satellite to 500 radio stations in the U.S. and around the world.

An estimated 30 million listeners may have tuned into the broadcast, which originated from Westwood One's Los Angeles studios. A combination of live and taped segments, "Radio USA" featured interviews and music from several dozen artists, including Pat Benatar, Lindsey Buckingham, Jackson Browne, Yoko Ono, Rod Stewart, John Denver, Kenny Loggins, Quincy Jones, Harry Belafonte, and others who were (or were not) part of the original "We Are The World" session.

The list of hosts for the broadcast crossed many network lines and represented a first-string lineup of national radio personalities. Dick Clark, Casey Kasem, Bob Kingsley, John Leader, Walt Love, Scott Muni, Joel Denver, Scott Shannon, and Mary Turner were part of the all-star broadcast team.

"We're all feeling about ten feet off the ground," says Westwood One President Norm Pattiz. "When you wrap up more than 500



radio stations throughout the U.S. in a program that's the most listened-to satellite broadcast in radio history, and when you consider the potential millions that can be raised through this event to benefit the hungry, it's a gift package that's very easy to feel good about."

In addition to industry luminaries who volunteered their time, Sen. Edward Kennedy — who has traveled to Ethiopia and witnessed the famine firsthand — commented on the project: "I'm proud to add my voice to the many artists and guests on 'Radio USA For Africa,' whose message of hope and help for millions of famine victims is going out across the nation and around the world."



**WESTWOOD ONE FOR AFRICA** — More than 50 artists and broadcast personalities participated in Westwood One's "Radio USA For Africa" live broadcast. Pictured during a break in the three-hour special are (l-r) USA For Africa co-founder Ken Kragen, Westwood One President Norm Pattiz, Supertramp's John Hellwell, and Fleetwood Mac's Lindsey Buckingham.



**LIVE... FROM CULVER CITY** — Chrysalis recording artist (and new mother) Pat Benatar prepares for one of many live artist interviews during the "Radio USA For Africa" broadcast. Testing the microphone (l) is Z-100 New York's Scott Shannon.

President Reagan also delivered a special message during the program, commenting, "Through your volunteer efforts this broadcast — the largest satellite broadcast in history — will touch and inspire the generosity of thousands of Americans. The song 'We Are The World' means we can make a difference."

Competition played a secondary role during the broadcast, as the non-exclusive program was carried on as many as four stations in the same market. "Radio USA" was delivered via digital transmission on Satcom 1-R. National Public Radio also participated by delivering the signal in analog on Westar 4. The combined effort of

these two satellite facilities was designed to distribute the program to as many radio stations as possible.

The special broadcast, which was produced for Westwood One by Bert Kleinman, raised over \$1

million from national and local advertising. With the continued sale of records and related merchandise, "We Are The World" coordinator Ken Kragen claims the project has raised more than \$37 million to date.

## DIR BROADCASTING PRESENTS

# Best Of The Rockies

In what's referred to as "the only awards program produced specifically for and by radio," Bruce Springsteen walked away with four of the eight categories during the recent Rock Radio Awards ceremony in New York.

Springsteen, who was not present, took top male vocalist, single, album, and in-concert act recognition. Tina Turner, Huey Lewis & The News, and Cyndi Lauper all took home one award apiece, and the Beatles grabbed the Hall Of Fame honors for favorite alltime album: "Abbey Road."

In addition, Band-Aid organizer Bob Geldof received the Tom Donahue Award for recognition of a significant contribution to FM radio. Geldof, who says the song "Do They Know It's Christmas" made "compassion fashionable," earned the award for his efforts in organizing the grass-roots African relief fund.

These awards are voted by the on-air staffs at 250+ radio stations across the country. Staged at Jerry's Restaurant in Manhattan, the program was produced by DIR Broadcasting for broadcast over Memorial Day weekend (5/25-26).



**RAUCOUS ROLL** — At the 7th annual Rock Radio Awards Billy Squier (l) and Fiona announce the winner of the "Favorite All-Time Album," which was the Beatles' Abbey Road. Also pictured (to Fiona's right) are Weird Al Yankovic and WNEW-FM/New York's Charlie Kendall.

## GOSPEL AMERICA

# It's Not Just Religion Anymore

Religious radio is all the same: evangelical preaching, pass the loot, sing the hymns, and repent-repent-repent Sunday morning fare.

Not quite, if the producers at Battle Mountain Broadcasting have anything to say about it. "Gospel America," a three-hour "inspirational" music program, may catch many Bible-thumping broadcasters a little off-guard. Don't get the idea that "Gospel America" is an irreverent or off-the-wall Christian program. It's not. As Debra Gould, CEO of marketing agency Gould-Herring Broadcasting, explains, "This is a contemporary program that spot-



lights the top Christian music of the day. But it does it in a way that many listeners might not even be aware of the gospel orientation."

The show is particularly oriented toward the non-Christian radio station. A large majority of the stations carrying the program are Country, while only five percent are Christian-formatted. "A lot of

stations ignore the fact that there's a great Sunday morning drivetime," says GHB President Damon Herring. "A large percentage of people in cars at that time are on their way to or from church. Christian music is just the type of programming these people are looking for — but they don't listen to the Christian station."

"Gospel America" draws on several regular features, including artist interviews, comedy segments, a mini-countdown, concert tour information, and music ranging from Amy Grant to Elvis Presley. The program is hosted by KLIF/PT. Worth personality Joe Rivers and distributed on a barter basis.

# MUSIC CALENDAR

# NETWORK PROMOS

## The Weekend

MAY 18-19	
<b>The Countdown</b> Wheat/Freda Jackson (WO)	<b>Rock Docs' Weekly Top 40</b> (US) Tears For Fears
<b>Countdown America With John Leeder</b> (WBK1) Comptons	<b>Rock Chronicles</b> (WO) Rock duets/The Turner & Bryan Adams/ Leo Laboe
<b>Country Closeup</b> (WP) Charlie Sheen/Anna Murray/Lin Ed Norman	<b>Rock Over London</b> (P) Stephen Tin-Tin Duffy
<b>Country Report</b> (WRN) Earl Thomas Country/Hilly Mottier/ Loon Swartz/Rube Malvine	<b>Solid Gold Saturday Night</b> (WBK2) Brooks Lea (5/16)
<b>Dick Clark's National Music Survey</b> (MSB) Mary Coleman	<b>Street Beat</b> (WR2) Tears Marie/Wildcat Houston
<b>Dick Clark's Rock, Roll, &amp; Remember</b> (US) Moody Blues	<b>Super Grod</b> (TRAM) Mokey's greatest hits (5/16)
<b>Dan &amp; Deanna On Bleeker Street</b> (CB) Garry & The Pacemakers	<b>Superstar Portraits</b> (WR2) Kenny Rogers
<b>Dr. Demento</b> (WO) Masho Man Music	<b>Superstars Of Rock</b> (WR2) Tom Petty
<b>Future Hits</b> (WO) Shane Sings/Sean/Paul Young/Dan Haskley	<b>Superstars Rock Concert</b> (WO) Elton John
<b>Gospel Line</b> (SB) Preachers are people too	<b>Weekly Country Music Countdown</b> (US) Buddie Paddock
<b>The Great Sounds</b> (US) Recessory Cleanse	
<b>Hot Country Gold</b> (WR2) Glen Campbell	
<b>Hot Ones</b> (WBK1) Dan Fogelberg	
<b>Lee Arnold On A Country Road</b> (MSB) Mary Margaret/Danna Fargo/ Emylee Harris/Waylon Jennings/ Kenny Rogers	
<b>Metalshop</b> (SLJ) Dishman	
<b>Musical!</b> (WO) Florence Henderson "Oliver" female stars	
<b>Musical Starstreams</b> (MS) Chris Spinners	
<b>Music Masters</b> (WP) Tony Martin	
<b>On The Radio</b> (MSBA) Pentecost Stars	
<b>Power Cuts</b> (GBN) Tom Petty (5/16)	
<b>Rare &amp; Scratchy Rock &amp; Roll</b> (PIA) England Dan & John Ford Coley	

MONDAY	
MAY 20	
<b>American Music Magazine</b> (US) Wildcat Dece	<b>Country Report</b> (WRN) w/Ron Martin George Jones/Tommy Wynette Solid Gold Country (US) Post trip to #1

TUESDAY	
MAY 21	
<b>American Music Magazine</b> (US) Cynid Luper	<b>Country Report</b> (WRN) w/Ron Martin Jerry Reeb/Billy Martin Solid Gold Country (US) Charlie Sheen

WEDNESDAY	
MAY 22	
<b>American Music Magazine</b> (US) Sharon	<b>Country Report</b> (WRN) w/Ron Martin Lee Greenwood/George Jones Solid Gold Country (US) Country Landscapes

THURSDAY	
MAY 23	
<b>American Music Magazine</b> (US) Billy Ocean	<b>Country Report</b> (WRN) w/Ron Martin Tammy Wynette/Jerry Reed Solid Gold Country (US) Feature year: 1985

FRIDAY	
MAY 24	
<b>American Music Magazine</b> (US) Comptons	<b>Country Report</b> (WRN) w/Ron Martin Gary Merrill/Lee Greenwood Solid Gold Country (US) Tom T. Hall

## The Week Of

MAY 20-24	
<b>Country Today</b> (SLJ) Alabama	<b>Earth News</b> (WO) "A Vote To Kill" David Cavallier/ Karna & The Waves
<b>Dance Music International</b> (P) Steve Arrington	<b>Encore w/William S. Williams</b> (WO) 1986 McGuire Statys
<b>Earth News</b> (WO) "A Vote To Kill" David Cavallier/ Karna & The Waves	<b>Live From Gilroy's</b> (WO) Johnny Rodriguez
<b>Off The Record</b> (WO) Blues Prop/David Lee Rubin/Blade	<b>Off The Record Special</b> (WO) Deep Purple
<b>Off The Record</b> (WO) Blues Prop/David Lee Rubin/Blade	<b>Pop Concert</b> (WO) Head & The Gang
<b>Off The Record</b> (WO) Blues Prop/David Lee Rubin/Blade	<b>Shedding The Brass</b> (WO) Wildcat Houston/George Duke/Billy Ocean
<b>Off The Record</b> (WO) Blues Prop/David Lee Rubin/Blade	<b>Special Edition</b> (WO) Steve Nigley & The Pops Pt. 2
<b>Off The Record</b> (WO) Blues Prop/David Lee Rubin/Blade	<b>Star Trek</b> (WO) Blues Prop/David & The Gang/John Lennon

Several additions to the staff at United Stations Radio Network this week: Jim Flaminge has joined the United Stations Radio Network as Technical Director for "Solid Gold Country" and Production Assistant for "The Great Sounds"; Rich Vestute has been named Co-Technical Director and will assist Flaminge with "Solid Gold Country"; and Bob Hoffmeister has been added to the company's Affiliate Relations Department in Washington, DC.

Associated Press has named two new Broadcast Executives to its nationwide staff: Susan Spaulding will be based in San Francisco and will cover Northern California, while Matthew Hill will cover Michigan and Ohio. Prior to joining AP Spaulding was an account executive at WRXZ/Raleigh, and previously worked at WOKI-WGLD/High Point, NC. Hoff formerly was Broadcast Executive for Utah, Idaho, and Montana, and prior to joining AP in 1980 served as a reporter/anchor at WRXZ/Harrisburg.

Also at AP, two staffers have joined the Broadcast News Center. Carol Ester comes to the Washington, DC office from the Minneapolis bureau, while Rich Johnson has joined the company from Cable News Network in Atlanta.

Chris Coverzani has been named Director/Radio Division at the Dick Clark Companies. Coverzani joined the company in 1980 and has co-produced "Dick Clark's National Music Survey" for the Mutual Radio Network, and also produced "Rock, Roll & Remember" for United Stations.

## NEWS & INFORMATION FEATURES

MAY 13-17	
COMEDY	GENERAL INFORMATION
<b>Bobby Jo Amberg's Bar &amp; Grill</b> (DR) Fanciful night/roasting & grilling/ talking team can	<b>Computer Program</b> (PRN) Computer games/addiction/phones/ emulation
<b>Daily Feed</b> (DCA) When SF Hutton speaks.../apace re/ dew/dew/Budapest concert/ Swedish bomb/baby/younger & water	<b>Ed South Talk Show</b> (AP) Health promotion estate investments (5/11) Investing/record collecting/Theme songs (5/12)
<b>Honey Wine</b> (DR) Toward Honey/Wine pursuit/tea-up a Honey	<b>News Biting</b> (PRN) Home team news/fish-cash/Golden Pheasant Award/DW/rougher college classes
<b>Lough Machine</b> (PRN) Robert Klein/Tom Lehrer/George Carlin/ Steve Martin/Credibility Gap/Bob Newhart	<b>Newsline Extra</b> (NBC) Life On Line
<b>Radio Hotline</b> (ASR) Apartment/home the heck an it/ world is coming to an end/ comedy/dignity, you win	<b>Sound Advice</b> (PRN) Speaker placement/feedback/ headphones/phase
<b>Red Neckerbon</b> (DR) Friends, songs, battles/safety/ regulation/drunk driving	LIFESTYLE
<b>Stevens &amp; Grindie's Comedy Drop-ins</b> (ASR) With me here.../bar/impaction/humor/ jazz/blues/hello/obscure/humor/ so you want to be a star	<b>American Focus</b> (FOY) Ron Douglas (5/11)
	<b>Health Care</b> (PIA) Testing babies (5/12)
	<b>Larry King Show</b> (MSB) Harry Belafonte Jr. (5/12) Dr. Kenneth Cooper (5/14) George Allen (5/15) Tommy Lasorda (5/16) Kenneth Jampan (5/17)
	<b>Public Affairs</b> (PIA) Testing question (5/12)
	<b>Something You Should Know</b> (MSB) Thinking Sin (5/12)
	<b>Waldenbooks Review</b> (WO) "James Cassie Day Book" "Toby Lion"/"Ladies Home Justice"
	<b>Lasting for love</b> (5/17)
	<b>Lucid dreaming</b> (5/16)

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Always Will!!!



# Radio Should Go To College

By Gary Kaplan

Many of my clients believe I have the on-demand ability to simply pull high-potential radio executives out of my hat. If only it was that easy. But as most seasoned business professionals know, there's no quick fix for poor succession planning.

If you haven't developed and retained a strong flow of talent, you'll always end up running around like a chicken with its head cut off when you lose a key player. Therefore, we cannot ignore the fact that radio's future depends on nurturing this new and continuous talent flow. Which brings us to the issue of where to find a ready supply of this talent. How about going back to college?

## Symbiotic Relationship

Radio using college and college using radio: a symbiotic relationship that needs revitalization. Please do not misunderstand. This is not a sweeping indictment of the radio industry's recruiting practices. I'm merely suggesting that colleges and universities represent a "hidden" marketplace whose talent potential is more often than not unconsciously overlooked.

For an updated perspective on the existing relationships between radio and college, 15 professors and major market station managers were surveyed. I wanted to ask some hard questions: Are college media courses in sync with radio's actual needs; How successful are the placement programs; What kind of jobs do these graduates typically land?

They had no problem answering the first question: Which colleges house the best broadcasting curriculum? Five were repeatedly mentioned — the University of Wisconsin, Southern Illinois, Indiana University, Ohio University, and Missouri. Honorable mentions included Northwestern, San Diego State, Syracuse, Temple, and the University of Texas.

The second query — the viability of the programs being offered — produced several schools of thought. Some felt the programs were adequate, while others believed the opposite. And a third group addressed the decreased student interest in radio. The majority, however, shared a bottom line concern: There is definite room for improvement.

## Experience Best Teacher

Practical experience — the long and short of it — buzzed its way through many of the conversations. KSDD-AM & FM/San Diego VP/GM Jim Price thinks college radio programs are "doing better than they used to (since) more instructors are coming in with practical experience." Echoing those sentiments, James Hoyt of the University of Wisconsin says, "There are a significant number of faculty members who have first-line radio experience. Some schools compensate for on-staff experience by having radio industry people come in and speak."

But Dave Smith from Ball State University points out a Catch-22

stumbling block. "Some universities insist that professors have PhDs. However, the schools are short on professors with practical experience — some PhDs have never worked in a radio station." University of Georgia Professor James Fletcher adds, "Lots of professors teach the way radio used to be, not the way it is or will be. Schools should be preparing students for the future. In order to do this, the schools have to be much more vigorous in their research of broadcasting. We can do that, but we're spending too little energy doing it."

That energy could be put to good use strengthening subject areas the respondents found weak. Ratings, research, computer applications (comparing logs, text processing), writing skills, production, and legal aspects appeared on their wish lists. Another key area that definitely requires attention is sales. "The biggest problem is that students want to go on-air and forget sales," says Jim Price. "Few colleges teach sales, and it's the greatest opportunity. People can make money because it's up to their own initiative."

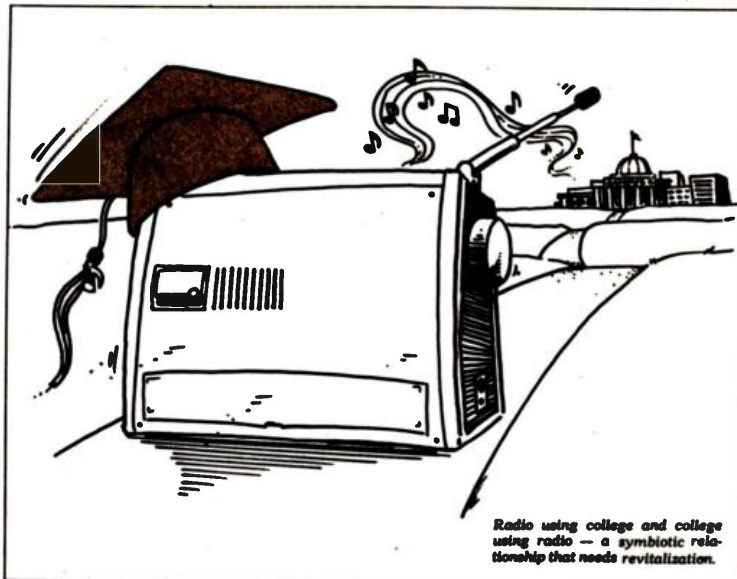


Gary Kaplan

California State Long Beach Prof. Steve Ryan, on the other hand, favors more on-air study. "The most important thing colleges can offer students is on-air experience at a campus station. They need this experience to get into the industry."

But the nuts and bolts of practical experience, coupled with book learning, don't teach everything about radio, says KIIS-AM & FM/Los Angeles President/GM Wally Clark. "The key is to be an open thinker. Bring basic business knowledge, and encourage students to be creative and use common sense. Expose them to the elements and then let them grow. Radio people should be in tune with what's going on in society."

What's not being taught bothers KVIL/Dallas VP/GM Dave



Radio using college and college using radio — a symbiotic relationship that needs revitalization.

Space. "The programs aren't adequate. There isn't much practical experience about how the business really works. Students don't have a good grasp of the market so they can understand what fuels commercial radio. Basically, radio executives have an obligation to stockholders to produce a profit. Students don't learn that in school. They should minor in business/marketing and understand economics, accounting, and finance."

Several of the college professors indicated they urge radio majors to minor in related subjects. For example, a writer might minor in drama or English, a sales major could also study marketing/management, and a person with his heart set on being an air personality might also opt for a couple of speech classes. Generally, these institutions stress liberal arts — economics, political science, etc. — as in the case of San Diego State. "We don't try to stamp people out with cookie cutters," notes Professor Joe Johnson. "We encourage them to take PR, news, secondary business courses. We counsel them and offer suggestions."

## Radio Interest Down?

Others, meanwhile, cite the growing impact of TV and film as a negative influence on the demand for radio-only programs. Although Missouri University operates its own station and requires students to work there, Mackie Morris, Chairman of the Broadcast & News Department, admits, "We cannot perceive to any degree at all that our students have an interest in a radio career. This is the TV age — everybody wants to be an anchor. With a 95% place-

ment record in sending people to broadcast jobs across the country, I truly cannot remember ten people in ten years who have gone to work in radio out of this program. Radio education is simply a part of the broadcasting process for us."

USC Radio Professor Dr. Satrie Mazing agrees. "Students are not interested in radio. It lacks the visual imagery and appeal of TV. Of the applications we get for the journalism school, radio is much in the minority — 95% want to go into TV. Out of 300-350 admissions each year, less than a handful express an interest in radio."

A similar ratio exists at Temple University. "Of the 1300 students we have, at most not more than 300 list radio as their primary interest," explains professor and former department head Gordon Gray. "TV and film have taken over our program due to student interest and the direction in which the media have gone. The requirement today for on-air radio work is specific knowledge of music and an ability to be glib on the air. It doesn't require very much knowledge of the field, where at one time it did."

"The primary jobs for college-educated people are in news and management. And those programs are similar to TV. We offer, as a result of demand on the one side and the industry direction on the other, courses in radio that are combined with TV. If you add up the number of radio-only courses we have, it's pretty thin."

A USC teaching assistant with seven years' radio experience sees it differently. "It used to be that anyone who could push buttons could get in radio. Now GMs are upgrading and making more demands; they want people who

are more educated. I see students who want radio very strongly and don't even want to discuss the possibility of going into TV," says Pat Bivertson. "They like the idea of being heard, but not necessarily being known. They think radio is the place to be."

I agree. Most of the young people pursuing a radio broadcasting major are doing it because they're serious about the industry. The kids who are "starstruck" tend to be the ones who chase the opportunities in film and television. But the students in radio are anxious to learn, have a good attitude, and a good idea of what they want.

## Viable Resource

So are radio and college broadcasting programs in sync with each other? It depends on who you talk to. Jim Price contends, "Radio is giving colleges good feedback. If colleges are not getting proper feedback maybe it's because they're not asking the right questions." From the other side of the fence Prof. James Fletcher retorts, "At the moment colleges are working hard to improve, and I'm not sure broadcasters are. I'd like the broadcasters to persuade me that they're working harder."

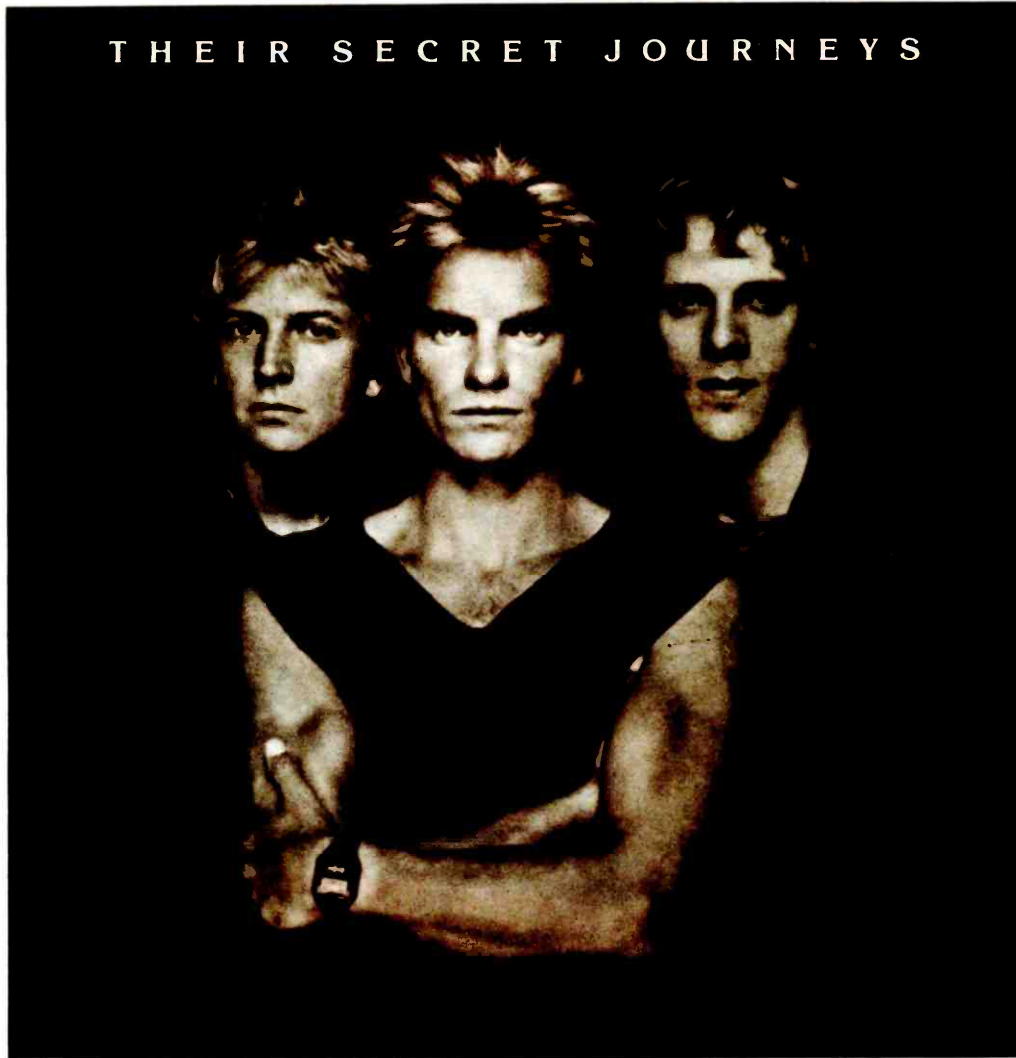
Whatever the case, it still remains that colleges are and can be even more viable talent resources. Radio, however, must extend a helping hand and talk to these institutions about its needs and give them a reason to contemporize their radio offerings. The old boy network is steadily growing older, and radio cannot afford to lose its grasp on tomorrow's upcoming talent.

Next Time: A closer look at recruitment, placement, and collaborative efforts between radio and colleges.

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HARVEY MEDNICK

RICK SKLAR COMMENTS

Is There A Promotion Director Shortage?

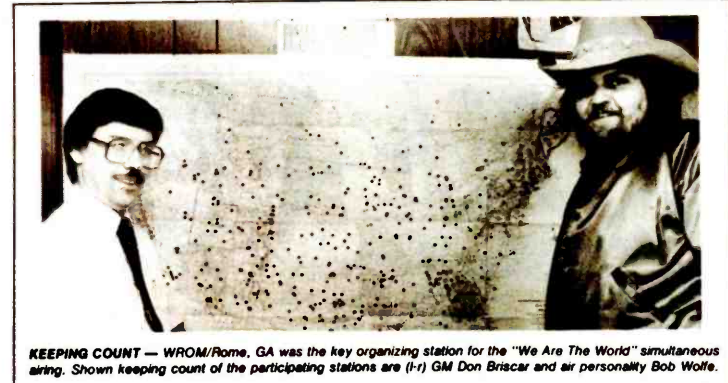
While talking recently with Rick Sklar, President of consulting firm Sklar Communications, he mentioned the difficulty he was having finding a good promotion director for a client station in Baltimore. At the NAB convention in Las Vegas, Rick told me he still hadn't found anyone suitable, and added that a similar opening for a Boston station had also become available. Rick lamented that there seemed to be a real lack of skilled radio promotion directors, personnel he sees as vital in today's competitive broadcast environment.

This column addresses some of the reasons for this possible shortage of promotion talent, and is intended to help one understand the qualifications and responsibilities inherent to the position.

Rick points to format rigidity as one reason why well-rounded promotion people are hard to find. "Everybody seems to only give away concert tickets and prizes through call-in-to-win methods. And many stations buy their TV spots from a service that's just cranking them out. So why do we need good promotion personnel? Because if everyone's using similar formats, you've got to find the areas where stations can be differentiated from one another. One

way is with air personalities; another is in the types of promotions you do. If you have creative people who can come up with new, different ideas, your station will stand out. But because there aren't many of those pros floating around, everybody sounds the same."

Could it be that broadcasters don't source themselves as a profession adequately? Look for promotion people in places other than the boss's office. That's where his secretary is usually rewarded for a job well done by being named promotion coordinator and, if the skills are latently there, success follows. How about the local theme park? Or sports team?



KEEPING COUNT — WROM/Rome, GA was the key organizing station for the "We Are The World" simultaneous airing. Shown keeping count of the participating stations are (l-r) GM Don Brisca and air personality Bob Wolfe.

They are always under the gun to come up with special nights and activities to gain better exposure and improve attendance: i.e., come-building. Ad agencies, P.R. firms, or maybe even a TV or newspaper person who is low on the totem pole in a large creative services department. Often they have ideas related to radio from their exposure as listeners but no forum to operate from. Look outside, where there's freshness and a lack of preconceived notions about the business.

Rick said, "The emphasis at Broadcast Promotion Marketing Executives is on television, and has been suffering as a result." This certainly is worth a great deal of review at the upcoming June convention in Chicago; perhaps a panel discussion is in order. Your peers may have some ideas about this issue, and as R&R's representative there, I'd be more than glad to talk with you about it.

Structure/Reporting Are Success Keys

Whoever is in charge of creative services must work in all areas of station activity. In drawing the flow chart, Rick feels, "There has to be a direct line to the GM, and a number of broken lines (indicating interaction but not subordination) running to sales and programming." He also believes that a three-person "think-tank" session between the PD, promotion director, and either a consultant, music person, or other staffer presents an fertile environment for creating unique ideas. How many times do you schedule sessions where the air is clear and no territorial imperative exists? Not often, I imagine. Don't be afraid of the think-tank. Many times an individual who is not innately creative is a great "hitchhiker" and provides the needed twist or angle that lifts an idea from mediocre to marvelous.

Understanding And Leadership Missing

Rick praised the late Hal Neal, former President of ABC Radio, as one who made "a contributing factor because he understood promotion and its value. There was all kinds of emphasis given to it at ABC in his time."

Hal made promotion people feel good at ABC because he started in that area and then made it all the way up the ladder. At the BPME in 1972, Hal made a special effort to hang out with the station promo people in attendance. He showed them he was one of them and that they were important to him.

Hal's overt concern for promotion folks points to their classic positioning problem: promotion talents are traditionally writing words for other people's mouths. That is, they create promotions that personalities reap the benefit from, and stage events and productions which accent the sales department.

The message here for promotion people is to now think about yourself. Enter your material in competitions. Win an award or two from BPME, the local art directors club, etc. With your name on the plaque or certificate, see how your stock in trade increases. An old, tired, but ever-timely line in this business is the one about the publicist who could publicize everyone but himself.

Ad Agencies Just Don't Understand Radio

Many station promotion directors have mentioned problems they've encountered with ad agencies which don't seem to understand how to market radio as well as they could. Rick pointed out that this difficulty is rooted in the uniqueness of radio itself. He felt most agencies are superb in the marketing of tangible products. But when it comes to radio? "They frequently don't come up with the most effective approaches to advertising it, promoting it, or using other media to reinforce what is happening on the air to get results in a rating book."

Remember that in many cases when you have an agency, the promotion manager is not fulfilling the vital role of "translator." It is critically important to attend all meetings to reinforce the uniqueness of radio and the best ways to market it. Often the manager or PD is saddled with this burden at agency get-togethers, and it just doesn't work as well.

A Marketing Contradiction

It seemed ironic to Rick that in a time characterized as the "era of the marketer," the role of the marketing person in radio has been so severely diminished. He reiterated the need to make management understand how important an area promotion is when distinguishing one station from the next. He said, "As this understanding grows I hope we'll see better promotions, more imaginative and creative individuals, and better-paid people getting into the promotion field."

Agree/Disagree

R&R would like your feelings on this issue. Whether you agree or disagree, drop me a line. Let this page serve as a public forum for a topic that at least one major figure in our industry feels needs attention.



Rick Sklar

The Factors Of Dollars And Responsibility

Rick noted, "Promotion has traditionally been one of the lowest-paying areas of broadcasting. Even though promotions affect the ratings, the program director is the one who has to answer for the rating books; that tends to diminish the role and salaries of promotion people."

As a manager you should look for ways of measuring accountability, both to ratings and budget. Offer an incentive based upon come growth or budget management. For example, promotion directors who meet such station goals as come growth, TV schedule GRPs, and cost control receive a spiff equal to ten percent of the dollars saved against budget. This way you have a reward that's not unlike a PD's ratings growth incentive or a manager's profit override. For the promotion person, this process also raises awareness in the management office and gives him some real performance-based stature among his peers.

BPME Not Doing Its Job For Radio

Reflecting on conversations he's had with radio promotion people,

ONE YEAR AGO TODAY

- DAVID BARRETT NAMED GM AT WBAL & WYV/BALTIMORE
JIM BLAKELY BECOMES VP/GM AT KACE/LOS ANGELES
BILL KUNKEL STATION MANAGER AT WAVA/WASHINGTON
BOB GARRETT NAMED PD AT KITS/SAN FRANCISCO
MIKE WAGNER VP/PROGRAMMING AT ALTA BROADCASTING
BOB SCOTT NAMED PD AT KHTR/ST. LOUIS
GREGG LINDAHL UPPEO TO GROUP PD AT GAYLORD
CHR: "Let's Hear It For The Boy" — Deniece Williams (Columbia)
A/C: "The Longest Time" — Billy Joel (Columbia) (2nd week)
Black: "Let's Hear It For The Boy" — Deniece Williams (Columbia)
Country: "Honey" — Ricky Skaggs (Epic)
AOR Track: "Magic" — Cars (Elektra)
LP: "Heartbeat City" — Cars (Elektra) (8th week)

FIVE YEARS AGO TODAY

- JERRY AND BOB GREENBERG FORM MIRAGE RECORDS
TOMMY HADGES NAMED PD AT KLOS/LOS ANGELES
AL DI NOBLE NAMED VP/GM AT CASABLANCA
BOB LOONEY NAMED GM AT KGFJ/LOS ANGELES
TOM YATES BECOMES PD AT KSNAN/SAN FRANCISCO
A/C: "Biggest Part Of Me" — Ambrosia (WB)
A/C: "Don't Fall In Love With A Dreamer" — Kenny Rogers & Kim Carnes (UA) (2nd week)
Black: "Let's Get Serious" — Jermaine Jackson (Motown) (3rd week)
Country: "The Way I Am" — Merle Haggard (MCA)
LP: "Against The Wind" — Bob Seger (Capitol) (8th week)

TEN YEARS AGO TODAY

- NEIL ROCKOFF NAMED GM AT WHN/NEW YORK
CHR: "He Don't Love You" — Tony Orlando & Dawn (Elektra)
A/C: "Love Will Keep Us Together" — Captain & Tennille (A&M) (2nd week)
Country: "Thank God I'm A Country Boy" — John Denver (RCA)
LP: "Straight Shooter" — Bad Company (Swan Song/Atlantic) (2nd week)

# DEPECHE



# MODE



**KMEL 27-15**  
**I95 add**  
**KIIS-FM add**  
**KZZP add**  
**KS103 add**  
**KPLUS add**  
**KITY deb 40**  
**KCAQ add 22**

Marketed by Warner Bros. Records



# STREET TALK

Now that **KQAK** (to be **KKCY/SAN FRANCISCO**) has set its new management and programming team (see Page 1), it's only a matter of time before the new format unfolds. Considering the backgrounds of joint PDs **TOM YATES** and **KATE HAYES**, all bets are on AOR... but what kind?

When **KQAK** jock **JED THE FISH** made a few less-than-flattering remarks about consultants and his station's future on the late-night, local "Night Music" video show, he didn't know Tom was listening. And so when Jed arrived for work the next day, there was a dead mackerel wrapped in a newspaper waiting for him with the note, "Is there life after 'Night Music?'" Moral: never assume your PD is hard of hearing.

Just a few blocks away, concert promoter **BILL GRAHAM**'s offices burned to the ground Tuesday (5-7) to the tune of \$1 million in damages. Gasoline cans reportedly found nearby led authorities to suspected arson.

Following the \$2 billion sale of **METROMEDIA**'s TV outlets to Marvin Davis and Rupert Murdoch, don't be surprised if the radio stations go on the block next.

Rumor has it that **UNITED STATIONS** has its eyes set on drafting two major (and we mean major) national radio personalities. Further rumor has it that U.S. principal **DICK CLARK** is personally involved in one of the talent negotiations.

We also hear that **RKO** Director of Programming **GARY LANDIS**, who's relocated to the United Stations office in New York, is ready to consider a new opportunity.

**ROCSHIRE RECORDS** principals **SHIRLEY** and **CLYDE "ROCKY" DAVIS** were sentenced to ten years in federal prison and fined \$100,000 and \$60,000, respectively, for embezzling more than \$12 million from the Hughes Aircraft employee medical fund.

In other courtroom action, **WILLIAM B. TANNER**, the advertising/broadcast services executive who pleaded guilty earlier this year to mail and income-tax fraud charges, has been sentenced to four years in prison and fined \$16,000.

**LEE DE YOUNG** will be leaving A/C-formatted **WCLR/CHICAGO** in August to answer "a calling from God." Lee is moving to Grand Rapids, where he'll be responsible for the broadcasting arm of the Reformed Church of America. His missionary travels will take him around the world, and that decision leaves **WCLR** President/GM **CHET REDPATH** searching for a new programmer.



**ACROSS THE GREAT DIVIDE** — When **IRS** Records formally pacted with **MCA Records** May 3, **IRS** President Jay Boberg (left) and Chairman Miles Copeland (right) marched along with the label's staff from their former **A&M Records** home in Hollywood to **MCA's Universal City**. Along the way, they were met by an **MCA** welcoming committee on a **Universal Studios** tram, led by **MCA Records/Music Group** President Irving Azoff. The joint contingent then climbed aboard the tram and crossed the **Studios' Red Sea**, with Copeland and Boberg demonstrating their remarkable promotion abilities by parting the waters.

Confirmed for **WNIC/DETROIT**'s all-star reunion next weekend: **BILL GABLE**, **GARY BURBANK**, **SUPER MAX KINKLE**, **LEE ALLEN**, **MICKEY SHORE**, and **BIG JIM EDWARDS**. Could it really be true that **DICK PURTAN**, who happens to be celebrating his 20th year in Detroit radio, is being snubbed because he's employed at competitor **WCZY**?

Across town, local prognosticators seem to think with increasing certainty that **WLLZ/DETROIT** will be shifting soon from AOR to a CHR hybrid, a la **WMMS/Cleveland**, under the guidance of consultant **BOBBY HATTRIK**.

Other exiting PDs this week include **CHRIS GABLE**, who resigned from A/C outlet **WAI/MIAMI**. Chris will remain with the station for three weeks; **MD RON ST. JOHN** is interim PD. Another programming opening was created up the coast at **WNF/DAYTONA BEACH**, as PD **RANDY VAN HALEN** is packing up for evenings at **KOFM/OKLAHOMA CITY**. The Florida CHR not only needs a new PD, but several air talents as well.

It appears that A/C-formatted **WKSJ/COLUMBIA CITY** (Ft. Wayne) has gone dark due to a lack of funds; no one is answering the phones.

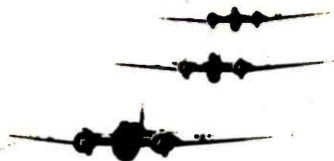
If you think working in Spartanburg, SC is small potatoes, think again, as departing **WSB/ATLANTA** personality **RUSS SPOONER** is headed for the good life at **WORD**, where he'll earn a cool \$100,000 per year.

Continued on Page 26

B I O	TO	PROGRAM DIRECTORS	AIR DATE	SAT. MAY 18	TIME	8PM
	FROM	WESTWOOD ONE	AREA CODE	(213)	NUMBER	204-5000
M E M O	HUEY LEWIS WITH SHOWTIME		CONCEPT SIMULCAST			
	FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE... AND ONLY					



# NIGHT RANGER



BRUCE CONN  
MANAGEMENT, INC.



MCA RECORDS

## SENTIMENTAL STREET THE DEBUT SINGLE FROM 7 WISHES

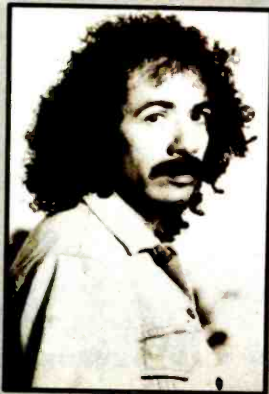
MCA-52591

MCA-5593

PRODUCED BY PAT GLASSER  
FOR PATRICK GLASSER ENTERPRISES, INC.

# Santana

“I’m  
the  
one  
who  
loves  
you”



## CHR SIGNIFICANT ACTION

KPLUS	KKFM	WCGQ	KKAZ
WYSR	KPOP	WHSI	KHTX
WERZ	OK100	WBNQ	KBIM
KAMZ	WKHI	WDBR	OK95
WJXQ	WOMPFM	KTRS	

# Mick Jagger

“Lucky  
in  
love”



CHR Chart  
DEBUT 40

Over 170 Stations  
Strong!

AOR Tracks 7-4



## STREET TALK

Continued from Page 24

Not far away, a great set of calls for a Black/Urban station east of the Mississippi has become available, as 5 kw daytimer **WSOL/ELLERY, SC** switched to **CHR WMNY**. Picking up the Black slack is nearby **WORG (AM/ORANGEBURG)**, which is ending A/C for Black/Gospel/Urban programming.

Get-well-quick wishes go out to **M.S. DISTRIBUTORS** Minneapolis sales rep **PAT THOMPSON**, who's recovering from brain surgery.

A change at **KKRZ/Portland** finds midday personality **SEAN LYNCH** elevated to **MD**. **SCOTT DRAKE**, who gives up the title, also gets a boost to Programming Assistant/Production Director.

Beginning in a few weeks, **Y108/Denver** Assistant **PD BEAU MATTHEWS** will be taking a sabbatical from radio until September. The station still needs a **PD**, and will now need an afternoon personality and night rocker as well. Contact **MALRITE VP/National PD JIM WOOD** at **KSAN/San Francisco**.

**CHRISTOPHER LANCE** leaves the noon-3pm slot at **KKRH/LOS ANGELES**. Replacing him is former **KFRC/San Francisco** and **WLS/Chicago** personality “**SLIM**.” She is the first female personality to hold down a regular shift on the station since it switched to **CHR**.



**Philip Greer**  
**GLIEBER, 51**, suffered a fatal heart attack while jogging last week.

Two auto accidents claimed lives of broadcasters — former **WHK/CLEVELAND** personality “**WILD BILL**” **WILKINS, 35**, and **WIGS/GOUVERNEUR, NY** owner **HERBERT SPRINGER**, a former Washington, DC station engineer. Herbert was 34.

Our condolences to **POLYGRAM Sr. VP/Promotion JOHN BETANCOURT** and family on the loss of his father after a lengthy illness.

The **NEW MUSIC SEMINAR** has changed dates for its convention from August 6-9 to September 25-28. The confab is still slated for New York's **Marriott Marquis Hotel**.



Don Weir

Congrats to former **WAPL & WHBY/Appleton, WI GM DON WEIR**, who's the new **GM** at **COMMUNITY PACIFIC Country/CHR** combo **KEED & KSND/EUGENE**.

Meanwhile, **PD MIKE ANTHONY** will leave at the end of May to join the **RESEARCH GROUP** as a client counselor.

Just in time for Mother's Day, **GTE Sprint Communications** has scooped **STEVIE WONDER**'s “**I Just Called To Say I Love You**” hit as the theme to its new TV/radio spots.

Former **Y100/MIAMI** Music Director **FRANK AMADEO** has returned to the **CHR** giant as **Asst. PD/MD**, rejoining the station from **ELEKTRA-ASYLUM**, where he was the Florida Promotion/Marketing Manager. Former **MD JONI SIANI** is now Entertainment Editor.

**KROQ/LOS ANGELES** Operations Manager **SCOTT MASON** also adds Assistant **PD** duties, while **KTFM/San Antonio** upped **MD STEVE OWENS** to **Asst. PD**, moving **PM** driver **Joe Nasty** to **MD**. . . On the heels of a fine winter book, **KBP/DENVER** acting **PD JOHN SIMON** has also been advanced to **Asst. PD**.

**WLS-FM/CHICAGO** is seeking an aggressive, creative **Production Director/swing** personality. Contact **PD DALLAS COLE** immediately.

**KSHE/ST. LOUIS** has snared **WMMS** promotions ace **JIM MARCHYSHYN** as **Director/Marketing & Promotions**.

**GARY GUTHRIE** has officially opened the doors on his program/management consultancy, called “**Edinborough Rand**,” with **FIRST MEDIA** as his first client. Gary can be reached at (602) 991-6761.

Stork Stops: Congrats to consultant **PETE SALANT** and his wife **Debbie**, who announce the arrival of **Geoffrey David (4-27)**. . . Happy to report that **WDST/WOODSTOCK, NY** Sales Manager **IKE PHILLIPS** and his wife **Carloe** gave birth to daughter **Marisa Danielle (5-2)**.

## STRATEGIC RADIO RESEARCH

OUR RESEARCH HELPS YOU  
MAKE BETTER DECISIONS.

Call or write for your free copy  
of our new “Catalog of Research  
Services (1985).”

655 W. Irving Park at Lake Shore Drive, Chicago, IL 60613 ☐ (312) 883-4400

If you believe in Rock & Roll...  
 You've got to believe in Hits,  
 You've got to believe in Van-Zant,

# VAN-ZANT

*"You've Got to Believe  
 in Love"*

7-29037

Debut single from the Geffen/Network album, **VAN-ZANT** GHS/MSG 24089.

Produced by: **RODNEY MILLS**

Management: **GEORGE CAPPELLINI FOR GROUND CONTROL MANAGEMENT, INC.**



# VITAMIN Z



*"Burning  
 Flame"*

7-29039

the first single from  
 their debut Geffen album,  
**rites of passage**  
 GHS/MSG 24057



Produced by:

**ROSS CULLUM & CHRIS HUGHES**



*And the Winner is... Radio!*

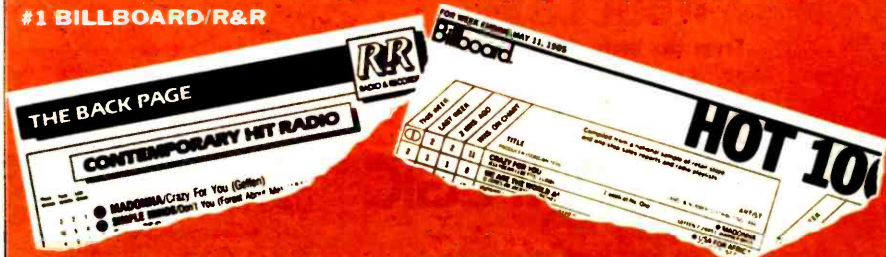
# MADONNA

*"Crazy For You"*

7-29081

From the Original Motion Picture Soundtrack, **VISION QUEST**  
 GHS/MSG 24063

#1 BILLBOARD/R&R



Congratulations to the 5 finalists in the **VISION QUEST** contest:  
 Pam Brooks, MD-WPDH • Kathy Denker, MD-KS-103 • Bob Jacobson, MD-WJZK • Clint Marsh, MD-WAOV • Al  
 Scari, PD-KVSF ... thanks to all the participants, and congratulations to the 203 winners of a **VISION QUEST** Compact Disc



# 4 More Hits — Count On RCA!



## MENUDO "Hold Me"

*The Brand New Single  
From The Brand New Album  
"MENUDO"*

WPLJ 22	WCAU-FM	KBFM
Z100 29-26	195	WSEZ
WTLO 35-29	KMEL	OK100
Y100 38-35	Q100	95XIL
WJZR deb 38	K104	WKSF
KAMZ deb 30	WLAN-FM	WXLK
KRGV 35-29	WZLD	WIXV
KITY deb 38	KITE	WDBR
KTFM 30-25	KSET-FM	KTRS
WRKR deb 30		

**CHR SIGNIFICANT ACTION**



## EURYTHMICS "Would I Lie To You"

CHR CHART: **DEBUT** 35  
211 REPORTERS - 84%!  
A.O.R. TRACKS: 3

B104 add	WHTX deb 30	S3FM add 30	WGCL 31-27	KHTR 29-24	KKRZ 33-30
K106 35-30	PRO-FM 33-27	Y100 add 36	92X 34-30	KJMN 38-36	KWOD 37-35
WHTT 38-30	CHUM 30-24	B97 deb 28	WNCI add	KPKE add	KS103 deb 40
WXKSFM deb 31	WAVA deb 30	WVNZ deb 38	WCZY 32	O103 deb 29	KMEL 30-25
WNYS 38-30	Z93 32-24	B96 25-20	WHYT deb 34	KIISFM 39-31	KPLUS 35-28
CKGM deb 38	KAFM deb 36	O102 add 34	ZZ99 29-26	KOPA deb 30	KUBE 33-30
B94 deb 29	KEGL add				



## RICK SPRINGFIELD "Celebrate Youth"

CHR CHART: 23  
203 REPORTERS - 81%

WXKSFM 23-20	CHUM add	B97 17	KBEQ 9	KPKE deb 29
WNYS 20-17	Q107 19	WGCL 16-14	ZZ99 13-10	KOPA 15-12
Z100 18	KAFM 14-12	92X 22-19	KWK 17-15	KWOD 19-16
PRO-FM 15-13	Y100 30-26	WCZY 27-17	WLOLFM 33-29	KPLUS 22-19



## DOLLY PARTON Duet With KENNY ROGERS

"Real Love"  
From the Dolly Parton album  
"Real Love Is The Real Thing"

**ON YOUR DESK THIS WEEK**

## MEAT LOAF

We're proud to announce the RCA debut single

"(Give Me The Future With A) Modern Girl"

**RCA**  
Records and Cassettes



KEN BARNES

# ON THE RECORDS



Abba hit stronger with "Fernando" than the Dodgers have

## ALL THE MALE NAME HITS

# The Name Game, Part II

As promised, here's the second and final part of the On The Records Definitive Guide to Specific Name Hits. Already, reaction to the list is so overwhelming that as I write I'm looking at an anthology album and a home video spectacular. (The LP is "Ronnie Milsap's Greatest Hits" and the video is "The Doors Live," which happened to be lying around the office, but the reaction to the name list has been pretty good, anyway.)

This time the focus is on male names that have hit Top 15. While most female name songs have been sung by males, there seem to be a lot of male name numbers, usually story songs, by same-sex singers. Once again, songs about historical characters are not included, which lets out records like "Vincent" (Van Gogh) or "Harry Truman." As for other trends, they're here for the delving, as follows:

- Uncle Albert/Admiral Halsey - Paul McCartney & Wings
- Alfie - Dionne Warwick
- Amos Moses - Jerry Reed
- Movin' Out (Anthony's Song) - Billy Joel
- Arthur's Theme - Christopher Cross
- Ben - Michael Jackson\*
- Bennie & The Jets - Elton John
- Don't Mess With Bill - Marvelettes
- My Girl Bill - Jim Stafford\*\*
- Ode To Billie Joe - Bobbie Gentry
- Billy - Kathy Linden
- Billy Don't Be A Hero - Bo Donaldson & The Heywoods
- Which Way You Goin' Billy - Poppy Family
- Bobby's Girl - Marcie Blane



Dionne sent a message to Michael and asked Alfie what it was about

- Me & Bobby McGee - Janis Joplin
- Charlie Brown - Coasters
- Goodtime Charlie's Got The Blues - Danny O'Keefe
- Chuck E.'s In Love - Rickie Lee Jones\*\*
- Dandy - Herman's Hermits
- Daniel - Elton John
- Danny Boy - Conway Twitty
- Danny's Song - Anne Murray
- Do The Freddie - Freddie & The Dreamers\*\*\*
- D.W. Washburn - Monkees
- Wreck Of The Edmund Fitzgerald - Gordon Lightfoot!
- Elli's Coming - Three Dog Night
- Fernando - Abba
- Frankie - Connie Francis
- Freddie's Dead - Curtis Mayfield
- Happy Jack - Who
- Hit The Road Jack - Ray Charles
- House That Jack Built - Aretha Franklin
- Jack & Diane - John Cougar Mellencamp
- Jack & Jill - Raydio
- Jumpin' Jack Flash - Rolling Stones
- Master Jack - Four Jacks & A Jill
- Jesse - Carly Simon
- Jessie's Girl - Rick Springfield
- Jim Dandy - Lavern Baker

- Jim Dandy - Black Oak Arkansas
- You Don't Mess Around With Jim - Jim Croce
- Go Jimmy Go - Jimmy Clanton
- Goodbye Jimmy Goodbye - Kathy Linden
- Jimmy Mack - Martha & The Vandellas
- Down At Papa Joe's - Dixiebelles
- Run Joey Run - David Geddes
- Big Bad John - Jimmy Dean
- Sloop John B. - Beach Boys
- Johann Angel - Shelley Fabares
- Johann B. Goode - Chuck Berry
- Johann Get Angry - Joanie Sommers
- Hey Jude - Beatles
- Me & Julio Down By The Schoolyard - Paul Simon
- Juanita's Farm - Paul McCartney & Wings



Shelley had a ball with Johnny Angel

- Kookie Kookie (Lend Me Your Comb) - Edd "Kookie" Byrnes
- Hats Off To Larry - Del Shannon
- Bad Bad Leroy Brown - Jim Croce
- My Boy Lollipop - Millie Small
- Brother Louie - Stories
- Mack The Knife - Bobby Darin
- Message To Michael - Dionne Warwick
- Michael - Highwaymen
- Mickey - Toni Basil
- Mickey's Monkey - Miracles
- Norman - Sue Thompson
- Patches - Clarence Carter
- Tall Paul - Annette
- Peter Gunn - Ray Anthony
- Quentin's Theme - Charles Randolph Greane Sound
- Rikiki Don't Lose That Number - Steely Dan
- Romeo's Tune - Steve Forbert
- Watching Scotty Grow - Bobby Goldsboro
- Simeon Says - 1910 Fruitgum Co.
- Speedy Gonzalez - Pat Boone
- Sagger Lee - Lloyd Price
- A Boy Named Sue - Johnny Cash
- Timothy - Buoyos
- Major Tom - Peter Schilling
- Tom Dooley - Kingston Trio
- Willie & The Hand Jive - Johnny Otis Show

Little Willy - Sweet



Johnny wins the weirdest boy's name title award

There you have it. With this week's list and last week's, no one in the industry need ever suffer uncertainty about naming a song again. (No song named "Again" has ever made the Top 15.) Now the complete list of specific name hits is conveniently at your disposal (or already in your disposal).

I trust this will prove an indispensable tool in all future dealings with artists who might be prone to improperly title a song - a potentially fatal error. Make sure your artists use only names proven successful in the past. No need to call and thank me for this service - really, it was nothing. (No need to call and tell me it was nothing, however.) As the Showmen once sang about rock & roll itself, "Don't you misname it."

### Footnotes

- \* Actually a rat - but a male rat
- \*\* A real person (musician Chuck E. Weiss) but judged not historical yet
- \*\*\* A coup of sorts - putting a song with your own name in the title in the Top 15. See also "Go Jimmy Go" and "Kookie Kookie"
- # Weird name for a boy, but that's what Millie wanted
- ## Weird name for a girl; that's why they invented commas! Actually a ship, but I'll take anything that floats! See also "Sloop John B"



John does double duty with Jack and Diane



Toni gave Mickey good cheer

The Marvelettes offer advice for Jim Stafford

# JUSTICE PREVAILS

# LONE JUSTICE

“Ways to be  
wicked” 7-29023

the first single from their debut album

**LONE JUSTICE** GHS MSG 24060

Produced by **JIMMY IOVINE**

Management  
**CARLYNE  
MAJER**



**CHR NEW & ACTIVE**

51 23 20%

**AOR ALBUMS BREAKERS**

30

**AOR TRACKS BREAKERS**

35



CLASSIC ROCK

# DATEBOOK

SEAN ROSS

## Decade Dominators

Each decade since the Great Depression has had one singer or band that dominated popular musical tastes. In the '30s it was **Bing Crosby**, the '40s **Frank Sinatra**, the '50s **Elvis Presley**, the '60s **The Beatles**, and in the '70s you could make an excellent case for **Elton John**.

These artists crossed paths along the way. Crosby and Sinatra met during WWII. Sinatra was a guest on the "Welcome Back, Elvis" TV special on May 12, 1960. The Beatles met with Elvis in Graceland during 1965, and Elton John has appeared on records with **John Lennon** and **Ringo Starr**.

With the exception of Elvis Presley, all of these Decade Dominators were at their peak by a year ending with "5." For example, on May 17, 1975, Elton released his album "Captain Fantastic And The Brown Dirt Cowboy." It became the first album to be certified platinum on release date. Despite some lengthy timings, various tracks from that album were played on CHR stations.

At the time Elton was President of **Rocket Records**, although he continued to release his own records for MCA. It was reported that MCA had a \$25 million insurance policy taken out on Elton John's life with Lloyd's Of London.

Who is the musical master of the '80s? Could it be **Prince**, **Michael Jackson**, **Bruce Springsteen**? Or **Cyndi Lauper**, **Madonna**, or **Duran Duran**? And has he/she/they met with Elton John yet?

### MONDAY, MAY 13

1955/Elvis Presley experiences his first riot while playing at Jacksonville, FL.

1974/More than 50 persons are injured in a riot outside a **Jackson 5** concert in Washington, DC's RFK Stadium.

1977/After years of bootlegs, the "Beatles At The Hollywood Bowl" album is released.

1977/Larry Flynt offers ten famous women \$1 million to do a nude centerfold. **Linda Ronstadt** is the first of the ten to reject his offer.

Birthdays: **Ritchie Valens** 1941, **Mary Wells** 1943, **Stevie Wonder** 1950.

### TUESDAY, MAY 14

1955/Bo Diddley's first record debuts on R&B charts. Originally titled "Uncle John," it was changed to "Bo Diddley."

1973/Loggins & Messina's album "Sittin' In" goes gold. The album was supposed to be Kenny's first solo album, with Jim Messina as a session man. The duo recorded together for five years, and Loggins's first solo album "Celebrate Me Home" came out in 1977.

Birthdays: **Bobby Darin** 1936, **Jack Bruce (Cream)** 1943, **Gene Cornish (Rascals)** 1945.

### WEDNESDAY, MAY 15

1918/Eddy Arnold is born as Richard Edward Arnold. His first manager was Colonel Tom Parker during the '40s. In 1966, Eddy was elected to the Country Music Hall Of Fame.

1963/The 5th annual Grammy Awards (for 1962) are held.

1974/Bill Wyman becomes the first Rolling Stone to release a solo LP with "Monkey Grip."

1978/In honor of George Clinton, who grew up there, Plainfield, NJ declares a **Pariafunkademic Week**. Birthdays: **David Byrne (Talking Heads)** 1952, **Brian Eno** 1948.



### THURSDAY, MAY 16

1958/A notable day for **Alan Freed**. First he's arraigned by the Suffolk County, MA grand jury on charges of inciting a riot on May 3. Later in the day he signs a contract with **WABC/New York**, where he will work for both radio and television.

1960/The formation of **Motown Records** is reported.

1972/"Fillmore," the documentary film of **Bill Graham's Fillmore West**, premieres in New York with an "R" rating.

1981/The Pretenders' **Martin Chambers** is married to **Tracy Atkinson**.

Birthdays: **Roger Earl (Foghat)** 1946, **Barbara Lee (Chiffons)** 1947, **Jock Bartlett (Firefall)** 1950.

### FRIDAY, MAY 17

1969/"Chicago Transit Authority" is released, the first of 17 albums by **Chicago**. For most of the '70s, the group is a success with both AOR and CHR formats, then becomes an A/C staple. Lately the group is regaining its AOR following.

1978/The movie "Thank God It's Friday" premieres. **Donna Summer's "Last Dance"** will take an Oscar for the film.

1980/Kiss drummer **Peter Criss** leaves the band to pursue a solo career.

Birthdays: **Taj Mahal** 1942, **Jesse Winchester** 1944, **George Johnson (Brothers Johnson)** 1953.

### SATURDAY, MAY 18

1963/The Beatles start their first headlining tour in the UK as "Please Please Me" tops the British charts. Touring with them are **Roy Orbison** and **Gerry & The Pacemakers**.

1968/**Doors**, **Grateful Dead**, **Steve Miller Band**, and **Janis Joplin** perform for 8000 people at the North California Rock Festival in Santa Clara, CA.

Birthdays: **Big Joe Turner** 1911, **Perry Como** 1913, **Rick Wakeman (Yes)** 1949.

### SUNDAY, MAY 19

1945/**Pete Townshend** is born. During his 30th birthday, there were stories of the **Who** breaking up. Now as he turns 40, the stories say the **Who** will get together again.

1979/Since the breakup of the Beatles there have been rumors of a reunion, and two near-reunions. The first is on **Ringo Starr's "I'm The Greatest"** track (with **John Lennon** and **George Harrison**). The second was at a "Welcome Home" party for **Eric Clapton** and bride **Patti Boyd Harrison**, by **Ringo**, **George**, and **Paul McCartney**.

Birthdays: **Grace Jones** 1953.

(This column written by Hurricane Heeran, filling in for the vacationing Sean Ross).



# WHITNEY HOUSTON.

## "YOU GIVE GOOD LOVE"



**CHR NEW & ACTIVE 88/57**

B104 add	B97 deb 29
K106 add 24	WCZY add
WCAU-FM on	WHYT add 33
PRO-FM add	KIIS-FM add
WAVA add	KOPA on
94Q 25-19	KMJK on
Z93 deb 26	FM102 on
KAFM add	KS103 add
I95 deb 37	KMEL deb 38

**2nd WEEK #1 BLACK/URBAN**

PRODUCED BY KASHIF  
WRITTEN BY LALA

**ARISTA**



**BRAD MESSER**

## CALENDAR

### Pope Shot At St. Peter's Square

**MONDAY, MAY 13** — The Pope was shot four years ago today (1981). Pope John Paul II was hit by two bullets. Emergency room doctors worked on him for five hours. A few days later he was smiling, and three weeks after he was shot, the Pope left the hospital and blessed crowds on the way to his Vatican apartment.

1940 — 1st flight by single-rotor helicopter (Vought-Sikorsky VS-300). 1930 — Halsetone killed Texas man near Lubbock. 1916 — "Jenny" U.S. airmail postage stamp issued with airplane printed upside-down. In 1982 — a collector paid \$500,000 for four of them, the world record price for "mistake" stamps.

1854 — 1st US billiards match Syracuse NY. 1846 — US declared war on Mexico. 1607 — Jamestown settlers landed near James River, Virginia, and began building 1st permanent English settlement in the New World. They were 13 years ahead of the Pilgrims in the "Mayflower".

Stevie Wonder (Stevland Judkins, later Stevland Morris) 35. Bee Arthur (Bernice Frankel) 59. Heavyweight champ Joe Louis, "The Brown Bomber," born 1914. Dr. George Papanicolaou born 1883: developed "pap smear" test for cervical cancer in 1928, a discovery which was ignored by other doctors until 1940.

### Thermometer Inventor Born

**TUESDAY, MAY 14** — Gabriel Fahrenheit was born 299 years ago (1686). He invented the common household (mercury) thermometer when he was 28. On the original Fahrenheit thermometer, the average human body temperature was 100 degrees, but manufacturing technology was so crude that the copies registered 98-point-6... and that's the reading that stuck.

Today the Midnight Sun begins at the North and South Poles.  
50th anniversary of the first major league night baseball game (1935). 1913 — Rockefeller Foundation established with \$100 million donation from John D. Rockefeller. 1904 — 1st Olympic Games in USA, St. Louis, MO. 1878 — Vestelie trademarked. 1874 — 1st goal posts in football. 1804 — Lewis & Clark Expedition began.  
George Lewis 41. Soprano Patricia Hillsted 60.

### U.S. Rescue Raid Unnecessary

**WEDNESDAY, MAY 15** — The American merchant ship "Mayaguez" was seized by Cambodia on May 12, 1975. Three days later — ten years ago today — U.S. Marines were sent to recover the ship and rescue the 39 civilian crewmen. What the rescuers didn't know was that Cambodia had already released the crew one day earlier. A hundred Marines attacked Cambodia's Tang Island and couldn't find anyone to rescue. Forty-one of the Americans were killed.

1974 — India became 6th nuclear nation. 1972 — Alabama Gov. George Wallace, was shot and crippled by 21-year-old driver Arthur Bremer, who was later sentenced to 63 years. 1940 — Nylon stockings went on sale. 1930 — 1st airline stewardess.  
Baseball player George Brett 32. Singer Laine Kazan 45. Musician Tini Lopez 48. Photographer Richard Avedon 62. Singer Eddy Arnold 67.

### Silent Movies Won 1st Academy Awards

**THURSDAY, MAY 16** — The first Academy Awards were presented 56 years ago (1929). Best production was "Wings." Best director, Frank Borzage for "Seventh Heaven." Best Actress, Janet Gaynor in "Seventh Heaven." "Street Angel" and "Sunrise." Best actor, Emil Jannings in "The Last Command" and "The Way of All Flesh." Those were all silent movies. A special award was given to Warner Brothers for "The Jazz Singer" as "the outstanding talking picture which has revolutionized the industry." A second special award was voted for Charles Chaplin. Only 200 people attended the banquet and all the awards were handed out in just under five minutes.

1903 — 1st US transcontinental motorcycle trip began at San Francisco: George Wyman reached New York City July 5. 1898 — Nickel five-cent coin authorized.

Former Olympic gymnast Olga Kerbet 30. Four-time Yankees manager Billy Martin 57. Entertainer Liberace (he dropped the first name Wladziu) 66. Writer Studs Terkel 73.

### Glacier Park Never Defrosts

**FRIDAY, MAY 17** — 75th anniversary of the designation of Glacier National Park, over one million acres of Rocky Mountain scenery in Montana (1910). Winter is reluctant to depart. The huge icepacks never melt, and snow usually blocks Glacier Park's major road across the Continental Divide until early June, when 50-foot snowdrifts are still commonplace.

1973 — Watergate hearings began in U.S. Senate. 1954 — Supreme Court school desegregation ruling. 1920 — Oldest still-existing airline Royal Dutch KLM began service Amsterdam-London. 1875 — 1st Kentucky Derby won by "Aristides".

Retired boxer Sugar Ray Leonard 29. Musician Taj Mahal 43. Actor Dennis Hopper 49. Ayetollah Khomeini 85. Saturday (5-18) Armed Forces Day. 1980 — Mount St. Helens' big blast. 1953 — 1st supersonic woman Jacqueline Cochran went 652mph in an F-86. 1910 — Comet Halley appeared.

Raggle Jackson 39. Pope John Paul II 87. Perry Como 72.  
Sunday (5-19) 1964 — U.S. Embassy in Moscow discovered electronically bugged. Peter Townshend 40. David Hartman 48. Ho Chi Minh, architect of communism in Vietnam, born 1890.



**NOT  
ENOUGH  
GOOD  
SONGS  
NOT  
ENOUGH  
DON  
HENLEY  
NOT  
ENOUGH  
LOVE  
IN  
THE  
WORLD**



"NOT ENOUGH LOVE  
IN THE WORLD"  
DON HENLEY'S  
NEW SINGLE  
IS ON YOUR DESK





JOEL DENVER

STUNTING FOR EARS

# Kelly "Sticks To It" In Boston Marathon

You're the new morning kid on the block in Boston, and this city has some tough wake-up service competition. So how do you make a big splash? Certainly not by just running cute phone bits and playing the most music. Everybody's doing it that way.

You get out, put your face in front of the crowd as often as possible, and hope you build a following. Or... do what WHTT's new morning maniac Bruce Kelly did — pull off a stunt so attention-grabbing no one could possibly miss it. Unless, of course, that weekend he was visiting his sick aunt in Tibet.

### Stick This

Taking advantage of an already-famous event, the 26-mile Boston Marathon, Bruce decided to complete the entire course on a pogo stick! With thoughts of increased AQHs bouncing in his head and a charitable cause as increased motivation, Bruce raised over \$10,000 for the Children's Happiness Foundation, an organization that grants the fondest wishes of children with life-threatening or terminal illnesses.

Timing is everything in a promotion, and Bruce couldn't have clocked this one better. Beginning the grueling trek at midnight on Friday, April 12, he arrived at the Boston Marathon's official finish line at the Prudential Center the following Monday morning just 30 minutes before the big race began.



Bruce Kelly before the race

Bruce Kelly crossing the finish line

### The Agony Of "De Feet"

If you've ever used a pogo stick, you know what fun it can be to spring up and down for a few minutes at a time. But what about doing it for hours on end? We're talking pain, and plenty of it.

During this 60-hour one-man pogo parade, Bruce was forced to stop twice briefly owing to muscle cramps in his stomach, legs, and feet; both times he received medical attention. At one point, suffering from dehydration, heat exhaustion, and hypoglycemic

Continued on Page 36

## KZ 93 With A Sobering Thought

# KZ.93

## Have A Great Time

BUT IF YOU DRINK...



PLEASE DON'T DRIVE!

Play It Safe And Stay Alive

## We Are The World Rockford-Style

Not to be outdone, and certainly to show a strong measure of support, WZOK/Rockford night personality J.D. Stewart assembled 22 talented local vocalists and a collection of area media notables to sing "Rockford/We Are The World." Aside from references to Illinois and nearby Wisconsin, the lyrics follow the original verbatim.

The single went on sale for \$2.50, and thousands have now crossed the counter. Sixty percent of the proceeds stay in Rockford to help the needy, while the remainder is sent to USA For Africa.

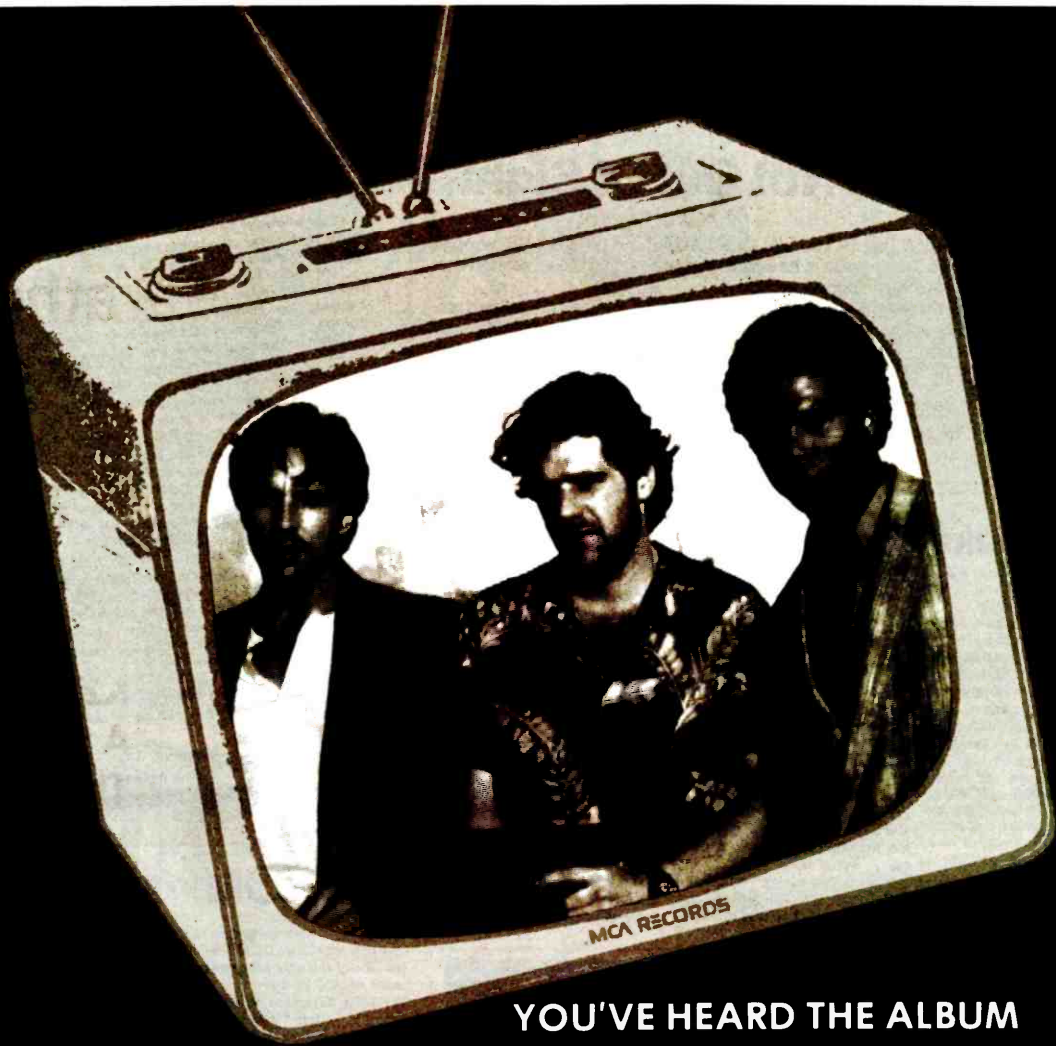
Backed by extensive local TV/newspaper exposure and national coverage from ABC, the well-produced project has been a super success, according to J.D. and PD Brad Fuhr.



J.D. Stewart (at podium) says, "Let's pick it up from the chorus again. Ah-one, and ah-two, and ah-three..."

With prom time just around the corner, KZ93/Peoria came up with a novel idea to remind everyone not to drink and drive. Stuffed inside each rented tux in the Peoria area is a jacket card (pictured) which makes the message clear.

The obvious tie-in is that most people putting on a tux are headed for a social occasion where alcohol is likely to be consumed. The campaign has been backed up by numerous on-air announcements. A positive way of reinforcing a grim fact — drunk driving takes lives.



YOU'VE HEARD THE ALBUM

*the  
allnighter*

YOU'RE PLAYING THE RECORD  
**SMUGGLER'S BLUES**

CHR: 28 AOR TRACKS 16  
NOW SEE THE SHOW...AGAIN

THE SMUGGLER'S BLUES EPISODE

ON **MIAMI  
VICE**

FRIDAY, MAY 17, ON NBC

SMUGGLED TO YOU BY MCA RECORDS CASSETTES AND SOON TO BE CD S

## THE MAILBAG

### All Night But Not Out Of Sight

After the recent article "A Day In The Life Of An Allnighter" (R&R 4-12), several letters came to my attention. One person, who asked to remain anonymous, related how the all-night show was a "learning experience."

He went on to explain that when no one else was around, it provided an "opportunity to learn what was really going on at the station by casually sifting through the mail on the PD's and GM's desks!" Granted, this airshift in the dead of night does allow opportunity for experimentation and growth, but being nosey is risky and in bad taste, no matter what time of day.

However, another letter from KC103/Evansville, IN allnighter Chip Ramsey did strike a chord with me. He brings up some pretty valid thoughts worth consideration if you work overnights or are involved in programming or management.

### Kelly "Sticks To It" In Boston Marathon

Continued from Page 34

shock, he was taken to a local hospital emergency room.

Is this any way to earn a living? Bruce said, "It's that little extra you have to give. With 40,000 jocks out there across the country, you have to do something different. I've been here only two months, and this has generated bags of mail, media coverage, and more important, contributions. We'll top the \$20,000 mark before it's all over."

#### Not Evel Kaledel

Bruce talked about steeling himself to complete the stunt once he said he'd do it. "This was a hard one, and I worked out to prepare my body for it. It definitely goes a step beyond just showing up on the television to say 'Hi,' and then going to answer some phones.

"I'm not the Evel Kaledel of radio. I don't crash into walls. I do what I say I'll do. Even though I needed medical attention during this event, I got up and finished it, and was still able to walk away from it, ready to start something different.

#### 285,000 Jumps

"Some people figured out a jumps-per-mile formula on a computer, and estimated I jumped 285,000 times. I was using a high-tech pogo stick, and I did some nerve damage to my left arm. My little finger is a mess and I'm going to undergo some rehabilitation."

Does Bruce see more morning personalities doing pogo schtick like this to gain attention? "It all depends if you have the confidence in yourself to pull off the impossible. Make sure you tie the idea back into the community - serving it in some way - or you might be labeled a buffoon. If you help the community, they will pay to see you be a funny man.

"People are into heroes, and this puts me into a responsible position through a wacky, impossible premise, giving it credibility by way of the charity," said Bruce. "Now I've become more than just a voice on the radio. The audience is getting the feeling. 'He's out there working for us, do-

ing something for the community.' The exposure is invaluable."

#### More To Come

No stranger to massive publicity, Bruce has pulled off other stunts. While working at 89.4/Pittsburgh, he sat in every one of Three Rivers Stadium's 60,000 seats, raising close to \$50,000 for the Muscular Dystrophy Association. Bruce once dived into 5000 gallons of jello for MDA, and is still the world recordholder for the longest underwater radio broadcast - seven days.

What is this daring young man up to next? "I'm still formulating another stunt. It could have some-

thing to do with a parachute, a giant birthday cake, a 55-gallon drum of KY Jelly, and a set of car keys," he joked. And he offered this hot tip. "I predict pogos will be a hot item this summer. At least in Boston, anyway."

Right now Bruce has a just-released single receiving national distribution, titled "Wrestlemania," on Flank Pig Records, whose motto is "The Hits Just Keep On Squealing." "It's a story of the good-guy and bad-guy wrestlers joining together for one momentous match to save the world against Martian maggots," Bruce explained. This one might need some dayparting.



GETTING A TAN ALL OVER — WPST/Tranton DJ Jay Sorenson celebrated the first day of spring by inviting three lovely listeners to shave off his beard. Shown (l-r) are Sandy Gold, Vicki Teets, and Olga Boasso, who were more than happy to prepare Jay for upcoming months of tanning.



A NEW WINDOW ON THE WORLD — RAB VP/National Sales-West Gordon Hearne (l) and President Bill Stahelin (r) recently visited KIS-AM & FM/Los Angeles VP/GM Wally Clark (c), and were treated to a VIP tour of the station's new facilities.

## KC103 Hit Radio!

Dear R&R:

I just finished reading your article on overnight guys and gals. On behalf of countless overnights (myself included), it's nice to know that even the invisible get recognition once in a while.

The value of a good overnights to a station is worth far more than GMs and PDs realize. I pride myself on the fact that no matter what happens, I can probably figure out a way to squeak through until morning. No boss likes to get a phone call at 3am saying that the john is backed up again and what do I do? I'm also proud of the fact that when the morning guy and news gal arrive, the coffee is fresh, the wire is stripped, a new weather forecast is typed, and things are all set for the fast pace of morning drive. Keeping the station going is what being an overnights is all about.

I hope the GMs and PDs of the world see this. Because we overnights are on in an unrated time slot, it's difficult, if not impossible, to reap the rewards other jocks do. We are the last choice for remotes and station appearances, even though we are the lowest-paid members of the airstaff and could use the money the most. When it comes to review time, many GMs find it hard to give the overnights guy a raise because he is in a non-money shift.

We work the longest and most physically demanding shift; yet we must come to a staff meeting at noon, which is the middle of our "night." I doubt my boss would meet with me at 2am. When my GM says he'll meet with me at ten, he totally forgets that 10am for him is 1am for me. Yet, if I have to see him, that's when he's available.

Don't get me wrong — I love my job and I love radio. Most of the time, we're allowed to miss a meeting, and they try to call us after 2 in the afternoon. It's just that we are seldom heard from and often forgotten. The next time your GM or PD asks you, "What have you done for me lately?"; just remind them that his phone didn't ring at 2am last night.

Sincerely,

Chip Ramsey, KC103/Evansville, IN

## MOTION

Dave Byrd Coldren, former night jock at Boston's WCOZ and WBOS, has landed the night show at Oldies outlet WCGY in Beantown, not at KFRC/San Francisco as previously reported ... Brad Fahr gives up mid-days to concentrate on WZOK/Rockford programming duties, and Chris Micheale steps in to replace him ... Donna Dark exits WRKR/Racine for weekends at WLAK/Chicago ... WLSR/Louisville night rocker Rocky Knight moves up to mornings with Lisa Lyons, while parttimer Mr. Robinson slides into evenings.

WQID/Biloxi PM driver Ralph Christopher is named MD ... Jon Allen leaves OK100/thaca for afternoons at WIXV/Savannah ... Steve Gelder is new to mornings at Z101/Fairmont, NC ... Steve Owens is upped to Assistant PD at KTFM/San Antonio, and Joe Nasty regains the MD title ... At WZMM/Wheeling, Michael St. James takes on AM drive, Cheryl Lynn joins as MD/PM drive, and Mark Anthony signs on for evenings ... Craig Novak fills the on-air vacancy at LASER 588, replacing former PD David Lee Stone, who exits for Radio Luxembourg.

KHTX/Reno welcomes Dave Evans to middays, replacing Skip Davis, who becomes fulltime Production Director. At the same time, Tamara Nelson is

KHTX's News Director, succeeding Art Cross, now headed for KPRO/Riverside ... John Kessler leaves B100/San Diego for morning drive at KBOS/Fresno ... KRSP/Balt Lake City announces the following lineup: Steve Carlson on AM drive, Bob Jennings during midday, "Tiny" Tony Dancer in the afternoon, Mike McKay at night, and Lyle Morris working overnight ... KOD-AM & FM/Great Falls, MT abandon A/C for CHR.

## BITS

• Happy Birthday To Me — WLS (AM)/Chicago is celebrating its 25th anniversary by giving away \$25,000. Sometime during the week the station will play the Beatles' "Birthday" song; the 25th caller will win the money.

• A Corvette For You, And You, And You! — WHTT/Boston is giving listeners the chance to win one of three Corvettes in a month-long promotion. Whenever the Corvette's rev-up is heard, the 13th caller will receive a key which is either bogus or the real deal. The keyholders with keys that start the cars drive 'em home.

• A Fuel's Paradise — CFRW/Winnipeg, Manitoba celebrated April 1 by declaring it April "Fuel's" Day, not only for the day, but until May 13th. The station will be announcing a location of a participating Gulf station up to three times a day; the first 13 listeners to arrive with a CFRW Super-card receive a free fill-up.

#### Coming Next Week:

"The Two-Percent Theory," as applied to programming, will demonstrate how a small sector of the population actually determines what we hear on the radio. Program to them and win.

**EVERYTHING YOU NEED TO  
CREATE THE MUSICAL  
EXCITEMENT YOUR  
LISTENERS DEMAND**



**PAUL YOUNG**  
**"EVERYTIME YOU GO AWAY"**

CHR: 112/60 - 44%

AOR Tracks **DEBUT** **40**

The Excitement Is Spreading With The Second Straight Week  
Of Out-Of-The Box CHR Additions.



**THE HOOTERS**  
**"ALL YOU ZOMBIES"**

This Is The Song That You've Been Hearing In Immediate Heavy  
-Rotation On Your Neighborhood AOR - *Can you really wait any longer?*

**AOR ALBUMS BREAKERS** 63% **DEBUT** **28**

22 Pre-Release CHR Additions: **CHR SIGNIFICANT ACTION**

WCAUFM	WLANFM	WRCK	WZLD	OK100	WPFM	WHSL	WDBR
Q100	Z106	WKRZFM	KQXR	WKHI	WDV	WBNO	OK95
K104	WPST	WTLO	KBOS	95XIL	KNIN		



**KENNY LOGGINS**  
**"FOREVER"**

Another Classic In  
Kenny's Trademark Style.

This Is The Cut That Your Audience Is Begging For.



**COCK ROBIN**  
**"WHEN YOUR HEART IS WEAK"**

Bound To Be The Biggest Record Of The Season.



COLUMBIA RECORDS



STEVE FEINSTEIN

FORMAT BIAS: FACT OR FICTION?

When Ratings May Not Result In Requisite Revenues

What could be more frustrating than having your station successfully attract 25+ listeners, only to be turned down for the business those upper demos were supposed to draw? The stumbling block would be a reputed "anti-AOR format bias" among advertisers, particularly national ones.

AOR Stigmatism

Reports say that some advertisers tell AOR stations, "Even though you've got 25+ members, we still won't buy you. AOR listeners aren't the kind of upscale consumers we're looking for."

When WMMR/Cleveland changed its format label to CHR, for example, VP/GM Bill Smith commented (R&R 4/12/85) that he expected the change to have a "positive affect on national advertisers who've taken a dim view of the term 'AOR.'"

Could a station that's number one in 25-49 adults (as "MDS is), no matter what format label, get shut out of business if so obviously deserves? In a subsequent conversation, Smith clarified his comments. "Years ago there was a real problem of getting banks, airlines, and major clothing retailers; we don't have that problem now. We're number one in the market in national billing, and about 20-30% over our national budget each month.

"However, on several sales calls our GSM has faced an AOR stigma from airlines, for instance, whose buyers said no AOR station was to be bought, regardless of numbers. They were comparing us to how AOR stations in their own markets sound, but when they heard our airchecks they changed their tune."

Rock 'n' Roll Threat

WJOT/Toledo VP/GM Bob Laferty allows that certain older, conservative advertisers may "feel threatened by rock 'n' roll and do some unfair projecting about the audience." To overcome those fears, "JOT quotes Birch data that shows it leading its entire market in households with combined annual incomes of \$35,000+, as well as those households with plans to purchase a single-family residence within the next year.

Techne Rockers

WAFF/Worcester VP/GM Richard Ries says, "With AOR getting more mature and heavy metal music waning, the format is becoming more acceptable to buyers."

For example, he reports business from New England-area high-tech companies looking to

recruit new employees. The station's selling point was that 'AAF is a better way to reach a currently-employed "yuppie" engineer or programmer than a newspaper's classifications, which may be read primarily by people out of work.

Bias Isn't Format Exclusive

WBNR/Cincinnati President/GM Frank Wood notes, "Bias probably exists for every format. Also, there is such a thing as an intelligent format bias. Each format has certain audience characteristics that make it a better vehicle for some advertisers than others."

AOR's 25-34 strength makes it an essential part of any 25-54 campaign, says Wood. "No one format really does well 25-54; it's too broad a demo. For an advertiser to cover it, he's got to buy the lower, middle, and upper flanks." Station image helps melt resistance, particularly on a local level, he feels. "We do things to make ourselves a Cincinnati institution - charity work, our fireworks show - whether or not people like our music."

The AOR Listener Down The Block

WMMR/Philadelphia VP/GM Michael Craven is familiar with format bias from his days selling Country which, like AOR and Black, often experiences resistance. "A bias is simply an opportunity to change a buyer's attitude by using good salesmanship. We take the Arbitron apart and use qualitative data such as Tapscan and CharterPlus to show that an AOR listener and an all-News listener can live next door to each other in the same neighborhood. In fact, the same person may even listen to both stations."

With "MMR number one in men 25-54, Craven reports, "We're making steady inroads into prestige accounts that were previously not heard on AOR." Three banks, an investment house, and three airlines came on board lately. One of the banks signed on for the first time after "MMR wisely made it a distribution point for 100,000 maps detailing alternate commuter routes when the main traffic artery into the city was shut down. The traffic that was generated also backed up "MMR's qualitative claims about its audience. The bank was "overwhelmed," says Craven.

Preempting Protests

AT WYYY (98 Rock)/Baltimore, VP/GM David Barrett sees little problem with format bias. Ac-

Ryan Homes advertisement including contact info for M.L.M. BUILDERS, INC. and a testimonial from J. Michael Hollifield.

ROCKERS BUY HOUSES, TOO - A campaign that ran on WOT/Toledo elicited this letter from the satisfied advertiser.

counts include real estate companies and financial institutions, and qualitative info showing TYY's high index of households that spend \$75 or more per week on food convinced a formerly reluctant grocery chain to buy the station. Barrett says TYY's presentation is geared ahead of time to preempt objections. A slick sales brochure is designed to break down biases; by virtue of its upscale promotional events and community involvement, TYY is positioned as something other than a stereotypical AOR. "We run into as many biases selling WBAL (the market's top-ranked A/C) as we do 98 Rock," claims Barrett. "BAL is stereotyped as being too old and on AM, while TYY is stereotyped as being too hard and not delivering the right kind of people. "In the final analysis, some stations are better sold than others, and some stations have a market niche that has more potential than others. We're multidimensional - we've got heritage and our image

on the street is good. Those elements help shape our whole marketing effort." WBCN/Boston GSM Bob Mendelsohn considers objections to AOR as "less of a bias than a legitimate marketing question. Your rep then has to go as far as he needs to - to the media planner or director, or even the client - to find out what the objection is. "Sometimes the target is a certain quality of audience that maybe we really can't deliver. Other times the assumption is based on national AOR tendencies that may not be true for 'BCN. We then show that the person's assumptions about rock 'n' roll are not necessarily true. It's a matter of basic salesmanship - making the effort, pursuing what the objection is." The simple truth, says Mendelsohn, is that "our listeners from the late '60s and early '70s have grown up with the station, and are now in their late twenties to mid-thirties. They're exactly the people advertisers want to reach."

You Can Bank On AOR

'BCN just landed the Bank of Boston, a conservative company that, according to Mendelsohn, had been "afraid rock 'n' roll would be a negative for its image. We got a \$10,000 schedule on an auto-loan buy, not by doing anything magical, but just through chipping away and consistently presenting our story."

On a related note, KSHE/Bk. Louis GM John Beck tells of a radio commercial on KSHE that spotlights a local bank's young executives. A 28-year-old branch VP presents himself as a yuppie-type, providing an image a KSHE listener can identify with. The result, says Beck, is that young people are walking into the bank asking about the services offered in the spot.

With messages like "You're Never Too Old To Rock 'N' Roll" and "I Grew Up With KSHE," the station's billboards, TV spots, and sales literature (see 4/5/85 column) have positioned KSHE as clearly rock, but with a broad appeal to adult listeners and advertisers. Continued on Page 40

Rep Raps Bias

Selcom VP/New York Sales Manager Scott Donahue represents AORs such as KFOG/San Francisco, WXRT/Chicago, WQFM/Milwaukee, and WDIZ/Orlando. He presents a strong indictment of the inequities in how AOR is regarded by some advertisers.

"It's frustrating to look at the other end of the spectrum, at Easy Listening, Music Of Your Life, or News and Talk stations. They're as old as AOR is young; they spill out over the primary demo as much as AOR spills out younger with 18-34s. Yet advertisers go out of their way to buy these stations because of their so-called upscale slant. Even when qualitative proves that we have 25-34 year-old executives with high-income, high-educational indices, there's still a problem.

overcome incredible obstacles just to get in on the buy. But it's the young turks and white collar executives who are doing all the travelling because the older execs are more settled and not bouncing around as much.

"AOR's audience is not saturated with airlines and 25+ advertisers. How many more trips can you get out of an Easy Listening station that runs so much of that kind of advertising? A schedule on an AOR station stands out; you have a degree of exclusivity. One hour separation between airline spots is certainly a saleable item.

"With airlines in particular, an AOR that's #1 men 25-64 has to

# ROBERT PLANT

## LIVE ALBUM PARTY

**L**ive from NBC Studios in New York, NBC Radio Entertainment is proud to present Robert Plant in a very special 60-minute Album Party. Join Robert as he discusses his musical career, and reveals the creative process behind his new album *Shaken 'N' Stirred* on Es Paranza/Atlantic Records. Featured will be the new single *Little By Little*, plus more great songs from Robert's latest and most adventurous album to date. Don't miss the party. Call (212) 664-5538.

Produced by NBC Radio Entertainment in association with Torus Communications.

Tuesday, May 21.  
10 PM Eastern  
9 PM Central  
8 PM Mountain  
7 PM Pacific



 **NBC Radio  
Entertainment**

RADIO  
ACTIVITY

Joe Walsh Knows  
What You Do...  
Which Is Why  
He Knows  
You Need  
"The Confessor"

## DOUBLE BREAKER

Joe Walsh:  
"The Confessor"

## For The Record

- In the 4/19/85 column, KGB/San Diego was listed incorrectly as being #1 in men 25-54 in the fall '84 book. KFMB(AM) was #1; KGB was #2.

- In the 3/22/85 article on KISS/San Antonio, GM Jim Tiller stated that KISS beat rival KXZL 4:1 in adults 25-34. It should be noted that Tiller was referring to recent Birch numbers, not the fall '84 Arbitron, where KISS had only 44% more quarter-hours than KISS in that demo.

Also, KXZL consultant Gary Burns disputes Tiller's contention that KXZL's sign-on as AOR in spring '83 was commercial-free. Additionally, Burns attributes KXZL's 7.1-6.4 drop last fall primarily to losing about ten shares in teens to two new CHRs.

**Late Breaking Foolin' Around:** On April Fool's Day, KBCO/Boulder spoofed high-tech by simulating a broadcast from the year 2027. The bit included synthesized jock voices, timechecks measured in "Kronars," and futuristic spots and newscasts.

... WBCN/Boston broadcast a six-hour Fool's Parade ... WRNC/Long Island turned Country, with appropriate music and jingles; WHCN/Hartford caused a stir by also playing cosmic cowboy tunes for 90 minutes.

... WAAF/Worcester morning man Peter "Zip" Zipfel, posing as country singer Danny Brockway and accompanied by a lawyer, phoned Fools' lead singer Mike Girard to claim that the band's "She Makes Me Feel Big" was a rip-off of the fictitious Brockway tune "I Love My Rig." Girard fell for the bit, devised with the help of his manager, and called his own lawyer in a panic.

**Tax Tips:** On T-Day, April 15, KMET/Los Angeles provided free tax advice from accountants at the site of a live broadcast. Packets of Alka-Seltzer were also distributed ... KTXQ/Dallas led up to the big day with the "1040 Blues," airing a blues tune every night at 10:40.

**Anniversary Action:** Ten thousand KTXQ "Q-Card"-carrying listeners saw a Stevie Ray Vaughan/Lonnie Mack concert on Q102's tenth anniversary. Cardholders picked up their free tickets by stopping to see a series of live broadcasts at area clubs emceed by Assistant PD Redbeard.

## SEGUES

Amarillo, TX should have an AOR by October 1. Owner/GM Jay Speegle and DM Janice Williams are looking for a PD, MD, and air talent. Reach them at (806) 374-1637.

WAPL/Appleton's Rick (Absolute) Panneck is named MD as Marc Coulter steps down to concentrate on mornings.

WCKG/Chicago's new Promotion Director is Patti Stephen, upped from Promotion Coordinator.

WDIZ/Orlando nights go to Sats Gannon from KEZO/Omaha ...

KOMPLas Vegas overnites belong to Clay Downey from KVEZ/Logan, UT ... Robin Rio Coates moves from parttime to overnights at WHMD/Hammond, as night rocker Alan Rider ex-

## B/A/M/D PLANS 25+ RESEARCH STUDY

## Ultimate Sales Piece

What the world needs now is definitive data showing that AOR's 25+ audience is legit, with the disposable income to buy premium products. At this year's Burkhart/Abrams AOR client meetings, plans for such a study were announced.

So far, a committee of client GMs has been formed to take bids from research firms. The researchers will conduct a study and link it with existing qualitative data.

All client stations and major rep firms have been solicited to contribute to the project's cost. Cli-

ents are also being surveyed on which product lines are proving the most difficult to land as advertisers.

Will the study results be available to the press and non-client stations? That will be determined by a vote of client stations. Stay tuned.

## BIAS

Continued from Page 38

WNEW-FM/New York National Sales Manager Wendy Stock attributes format bias to a lack of sophistication on the part of some buyers. She cites two examples:

- The only major airline not on 'NEW-FM is one that wasn't moved by airchecks or qualitative information dealing specifically with 'NEW-FM. Instead, it insisted on employing only national format averages.

- A nationwide floral service shut out AOR for Secretaries' Day despite the fact, Stock says, that 'NEW-FM attracts many executive bosses with secretaries.

Stock refers to 'NEW-FM as "Adult Rock," never as a 'rocker,' which she feels has negative connotations. "I tell a buyer, 'Our listener is someone just like you.' WNEW-FM is the station that New York's fast-track, 25-34 yuppies and entrepreneurs are loyal to. If I weren't so disgusted by the word 'yuppie,' I'd call us 'yuppie radio.' That's who we reach. The same people who think they don't want us would realize that they actually do."

A Chase Manhattan service offering computerized home banking bought 'NEW-FM, understanding that its listeners are consumers of cutting-edge, high-tech items, such as wide-screen TVs, compact discs, VCRs, and home computers.

## Comparing Comp

While many AORs are just beginning to draw significant 25+ shares, WXRT/Chicago has been attracting those demos for several years. 'XRT, says GM Seth Mason, has always told buyers, "Whatever premise you have about AOR, throw it out. We don't fit the mold."

He explains why some AORs may not be getting what they feel is their fair share of the business:

- Most AORs are just beginning to draw dominant 25+ numbers. Many haven't had an audience composition of mostly 25+ listeners on a consistent basis over a number of books, and buyers need to see a pattern.

- If comp is still weighted towards under 25s, then buyers may assume the older end has more in common with the younger end than with a more desirable, upscale 25+ listener. Substantial teens, even at a station with respectable 25+ numbers, scare off a 25+ buyer. 'XRT purposely stresses its paucity of 12-17s in a sales piece called "Less Teens For Your Money." It offers a reverse ranking for teen shares among Chicago stations.

- Having a significant segment of its audience under the age of 25 can make a station inefficient when competing for 25+ business against formats targeted purely 25+.

- Smaller markets don't have qualitative data such as Scarborough indexes that document what percentage of a station's audience uses various products and services.

- Stations' aggressive pursuit of 12-24 business in the recent past at the same agency they're now pitching for 25+ buys lingers in the minds of decisionmakers.

## Time Buys Come In Time

Mason says, "You're in an arena with stations that have 70-80% of their audience in the 25+ demo. When you've got only 40%, you're an underdog that has to prove beyond a shadow of a doubt that you belong. You must prove you're not just sitting there with a bunch of 25-27 year-olds.

"In the same way that you can't get the 25+ audience overnight, you can't get the business overnight. We didn't get 15 airlines overnight."

its for WQUE/New Orleans.

Former WMET/Chicago staffer Scott Loftus has joined with area concert promoters Jam Productions to broker the 9pm-1am slot on WVVX/Highland Park. The "R.P.M." (Real Precious Metal) show airs Sunday through Friday nights, and syndication is planned.

KUPD/Phoenix moves to 740 East Highland #104-106; Phoenix, AZ 85011.

Laurie Neff is appointed WCCC/Hartford's News Director ... KATT/Oklahoma City ND Shelly Dunn leaves for KRQX/Dallas nights.

Tom Koetting joins WDEP/Pittsburgh weekends ... WRXL/Richmond parttime Mike Rosal exits ... KL0L/Houston's Vanessa Lake takes on KEZE/Spokane weekends.



# EVERYTHING I NEED ♦ MEN AT WORK



## AVAILABLE NOW!

Single and 12" from the Columbia album,

38 04929

**"TWO HEARTS."** FC 40078

ON COLUMBIA RECORDS AND CASSETTES.

Produced by Colin Hay and Greg Ham.

Mixed by Bob Clearmountain, Colin Hay, Greg Ham.



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DONNA BRAKE

# ADULT/CONTEMPORARY

## B100, KLZZ WINTER SUCCESSES

### 2 Ways 2 Win

There are few markets more prolific in A/C radio than San Diego. B100 (KFMB-FM) and "Class FM" (KLZZ-FM) led the pack of ten A/C's in the winter Arbitron, notching significant growth in both 12+ and adult demo cells. This week two ecstatic programmers, B100's Bobby Rich and KLZZ parent VP George Johns, talked about their different ratings successes.

For Bobby, who returned to B100 as PD seven months ago, this book was more like a *deja vu* experience. The station scored its best book since Bobby left 25 sweeps ago, back in the spring of '78.

The winter stats for B100 were impressive, as the station jumped 5.3-6.5 12+. B100 is first in women in all adult demos 18-54 and second to sister station KFMB with adults 25-49 and 25-54.

KLZZ-FM, one of over 20 "Class" stations George works with, completed its first year as an A/C with a bang. Class FM increased 12+ from 2.9-5.3, and moved into third place in the crucial 25-49 and 25-54 demos.

#### A Ten-Year Tradition Gets Even Better

How did they do it? Bobby credits most of B100's success to intangible factors. "I was lucky to get here at a good time because B100 was already doing well. It was just a matter of pulling elements together and tightening up. I have a good feel for the market, and nobody was bringing A/C to San Diego in a fun way. It's a certain sound... feeling... magic. I know how to pinpoint it, and luckily, was able to recreate it."

Musically, B100's format is what Bobby calls "Adult Hit Radio." He programs music common to both A/C and CHR charts, creating a very bright sound. Bobby thinks most A/C stations would

be better labeled "A-DULL Contemporary." "The main reason we're doing so well is because we're having fun and we sound like it."

Bobby doesn't believe in pursuing Arbitron's specific demo cells. Instead, he's aimed B100 at a broad 21-49 year-old target. "I don't believe in narrowcasting. I shoot for a median audience of 29-42 and attempt to superserve that range of listenership."

Is he worried about new competition from KLZZ? Not really. "B100 is a station that takes the offensive. We do not program defensively, or counterprogram. But they can counterprogram us if they want to."

B100 is celebrating its tenth anniversary this month and operates without the assistance of a consultant. Bobby said, "I'm not the kind of guy who works well with consultants; I've had nothing but bad experiences with them. Some people get a lot out of them, but I'm much happier knowing I win or lose based on my own leadership."

#### The Meaning Of "Class"

Despite certain similarities between KLZZ and the other Class stations, George Johns claims the San Diego outlet is an experimental one for him. He calls it the "Lab."

When contemplating changing KLZZ (then KPRI) from AOR to A/C, George felt the only way to succeed was by doing it "hotter and bigger" than the existing competitors. George was reluctant to go into much detail regarding station strategy, saying he'd learned a long time ago to sell information rather than give it away! But he did break the KLZZ success story into three basic parts: music, talent, and promotion.

Like B100, KLZZ programs more upbeat music than most other A/C stations. Songs are selected according to the philosophy that "a hit is a hit is a hit." George revealed, "I don't add a record that is considered just an adult hit; I don't believe there is such a thing. Besides, A/C music can be louder now. There was a time when you couldn't play loud records on an A/C station, but that



IT'S A JUNGLE OUT THERE — That's the slogan for the B100 B-Morning Zoo featuring the Rich Brothers, shown here in before and after poses: (l-r) PD Bobby Rich, Frank Anthony, Assistant PD Scott Kenyon, and Pat Gaffney.

changed when Michael Jackson and Boy George began appealing to housewives. Loudness is still a factor, but no longer the main criterion for adding music."

George stressed how crucial it is to have the right air talent. "A/C is the most expensive format to run because you must use talented people to win. You must have adults on the radio talking about adult things. I hired great talent who were either troublemakers or labeled hard-to-handle. But I don't have any problems with them."

Class FM centered its winter promotion around its first birthday. Among the prizes, KLZZ gave away ten cars valued anywhere between \$8-10,000 each. George placed great emphasis on using the correct promotions. "Promotion affects a station by 25% either positively or negatively, and is responsible for 25% of the ratings either way. I've seen bad promotions destroy radio stations."

Is KLZZ setting its sights for an all out battle with B100? Not according to George. "I'm not interested in B100. The enemy is KFMB(AM). They are the market leader."

#### Mornings Get Competitive

A major daypart where both stations have been concentrating their efforts is morning drive, and the hard work has paid off for both. B100's "Rich Brothers B-Morning Zoo" increased the station's ratings 12+ 53% over last fall, finishing second behind KFMB's Hudson & Bauer in 25-49 and 25-54 adults. With a 7.0 12+ share, morning drive actually led the other dayparts at B100. Meanwhile, KLZZ-FM (which simulcasts drivetimes with its AM) had impressive gains as well, moving into third with 25-49 and 25-54 adults.

The philosophies of both morning shows, however, are quite

different. Rich describes B100's Morning Zoo as "unique from other zoo-type shows. It's a true team effort. We're presented as a group and only give our individual names once per hour. The show is heavily produced. We lead off each stopset with a 'Promo-ette,' which is produced during the record that's playing and is the first thing the listener hears out of the song. These features constantly promote what's coming up, always working toward achieving that 'afraid-to-turn-the-radio-off-because-you'll-miss-something' goal with listeners."

The KLZZ-AM & FM morning show revolves around personality/Operations Manager John Forsythe. George said, "It's based on the Johnny Carson Show. We have all of the necessary players, but John Forsythe is definitely the central character. John is a very good-looking guy — a sort of Robert Redford type — so we've worked at getting him out in the marketplace. He's very pleasant and ladies like him." George added that the KLZZ morning show is not at all zoo-like. The station uses a little humor and a lot of listener call-ins for content.

#### An A/C Kind Of Town

So why is A/C radio so popular in San Diego? Both programmers agree that it's for a combination of reasons. One is that with A/C stations KFMB-AM & FM being longtime market leaders, it's only natural that other stations would follow. Said Bobby, "Stations follow leaders, and right now, San Diego is in an A/C cycle. Of course," he laughed, "we are the hippest, the funniest, and the best." George and Bobby concur that San Diego is a great place to live and has a large audience of quality, affluent people. George likes to think of the perfect KLZZ listener as a "35-year-old female married to a vice president of a corporation."

San Diego will continue to be a great A/C market to watch and the race between B100 and KLZZ will no doubt become more exciting as we approach the spring results. For now, it's a dream come true for Bobby, who said, "It's been a goal here for B100 and KFMB to be numbers one and two in the market, and in our prime demos we are right now."

Still, he might be best advised to take an occasional glance over his shoulder, because there is a slew of quality A/C's right behind battling to gain the biggest piece of the pie.

## PROGRESS

Mark St. John leaves WHMY/Montgomery for nights at CK101/Cocoa Beach... Bryan McIntyre is the new Program Operations Manager at WPTF/Raleigh, departing from WBSB/Columbus... Alan Jay joins WFP/Philadelphia for weekend news... Lisa Waxler is promoted to MD at WRRM/Cincinnati... Jay Mathews exits KRAT/Utah to become Production Manager at WMET/Chicago... Angela Fleming is now Programming Coordinator and Peggy Boeck is the new Promotion Coordinator at WHAS/Louisville.

Rick Joyce leaves his PD post at WCFR/Springfield, VT to take the Operations Manager's position at WCNL/Newport, NH. Bob Flint is appointed the new WCFR PD... Christie Maxx joins WMMJ/Cleveland for 7pm-midnight... Mike Greene checks out from middays at WBEY/Annapolis for the same slot at WPTX/Lexington Park... Three promotions at WTRX/Flint: Johnny Burke is upped to Operations Manager, Cameron Smith is now PD, and Michael Thorpe is named Assistant PD.



John Forsythe

# KLZZ

Class FM 106.5/AM 600

42/R&R FRIDAY, MAY 10, 1985

# MUSIC STATIONS OF AMERICA, CAN WE TALK?

Ever want to clear a great talk show  
but were afraid it wouldn't quite fit  
because you're not News/Talk?  
Let's talk.

Most of the stations that carry our  
unique call-in programming service  
are actually music stations. According  
to a recent survey, 76% to be exact.  
And that covers just about any music  
format from MOR to AC, from  
Country and Western to Oldies.  
In fact, that same survey showed  
only 26% as being News/Talk stations.

So, if you thought that music and talk  
didn't mix, think again. Give us a call  
at (212) 664-4456.

Talknet. We hit just the right note.



**Talknet**  
FROM NBC RADIO

Source: NBC Survey, completed January, 1995. Format information based on American Radio, Fall, 1994 by James H. Duncan, Jr.



BRAD WOODWARD

AVOIDING "DING-A-LING ROULETTE"

# Screening Radio Calls For Fun And #£?‡#£‡

Would a music station let a crowd of strangers wander in off the street and pick the records to be played that day? Of course not! Yet many Talk stations do exactly that when they engage in the risky game known in some circles as "ding-a-ling roulette." That's the high-stakes, no-win game of letting callers go on the air unscreened, with no consideration for who is calling, what they want to say, or how their comment fits into the program's theme and pace.

Quaint obscurities and simulated barnyard sound effects are the most obvious signs that a round of ding-a-ling roulette is in progress. Consider these less apparent but equally lethal giveaways:

- Ten callers in a row expressing an identical opinion
- Habitual callers who have nothing to contribute but like to hear themselves on the radio



Chris Davala

• The caller who wants to discuss garbage pickup in the middle of a spirited conversation about prostitution.

For many stations, failure to screen calls is simply a matter of economics. They can't or won't foot the extra cost of hiring screeners for a station already top-heavy with hosts, producers, and news personnel. Where screening does take place, it can be as cursory as answering the phone and placing callers on hold or, at the best stations, as elaborate as having the screener run a "mini-program" off the air.

Two stations that exert the extra effort are WGST/Atlanta, where screening is a longstanding custom, and KARN/Little Rock, which recently adopted the practice.

### "Keeper Of The Gate"

WGST Station Manager Chris Davala says screening "gives the station control over the program's flow and direction, keeps crackpots off the air, and helps immensely with content. I see the screener as the keeper of the gate. If the job's done right, your talk programs move forward smoothly. Done improperly, the show can drag. Burnout on subjects, topics, and content is our biggest enemy."

KARN Director/News & Operations Neal Gladner can personally testify to the perils of failing to screen calls. "We just answered the phones live... hoped and prayed," he recalls. "The biggest

problem was never knowing if the person on the line really meant to call the show. You always run the chance of being in the middle of a great piece with a Congressman only to have the caller say, 'Do you have the number from that PSA?' or 'What time is the stock market news?' We've even had people answer contest questions from contests that were running on other stations!"

KARN's hosts used to screen their own calls — the Talk radio equivalent of taking your hands off the wheel of a speeding car to tie your shoes. The hosts would either answer the phones during commercials or break away to screen while a guest or caller was talking. "Both situations are bad," says Gladner. "They cause the host to take attention away from the program. The guest would often stop speaking when he noticed the host had turned around to answer and talk on another phone. Or a caller would ask a question and then have to repeat it because the host didn't hear it."

### Controlling Flow, Direction

Gladner maintains "callers are to a Talk station what records are to a music station. Who you're able to attract as a listener is in direct line with what you're doing on the air. If you sound old and scratchy, you're likely to attract that kind of listener. If your calls sound old, stray from the subject, and are irrelevant, it's hard to attract that sought-after 25-54 demo or even the 35-64s.

"Call screening allows for a nice on-air mix. If we had six callers taking the same position on a topic with three others on hold who have the same position, and a lone voice calls to take the opposing view, a screener allows us to move that call right ahead. It lets us work every moment to make that show the best it can be."

Gladner sums up, "We're now sold on the screening process," which he partially credits for a big jump in one show's 25-54 numbers. "We put a lot of work into research and topic selection, and we're sure that contributed. But we're equally certain the screening, which gave us a younger sound, helped as well."

### Computer Link

KARN's screener communicates with the host via flash cards, but will soon switch to an intercom system (hooked) to the host's headphones and eventually to an



"The ideal screener is an individual with two heads and four arms."

inexpensive computer as WGST recently did. "With the computer, the screener can display each caller's name, location, and comment on a CRT unit in front of the host," Davala explains. "The screener can indicate which calls are better than others and can even add his own comments to the host."

Veteran Talk programmer Ira Apple asserts, "The ideal screener is an individual with two heads and four arms," who has the ability to simultaneously listen to the program, answer phones, converse with callers and judge whether they should be allowed on-air, keep track of the log, and, if necessary, engineer the show. In many cases producers double as screeners, while other stations hire a separate body — either a fulltime broadcast professional or a college student getting minimum wage.

The competent screener is always on the lookout for ways to improve the show's quality. In addition to deciding who goes on when, the screener should tell soft talkers to speak up and advise callers to turn down their radios. They can steer callers away from repetitive comments or questions, suggesting a fresher approach. They must "babysit" the callers on hold, being careful not to promise that someone will get on after a certain number of other calls, for the order of putting calls on the air can (and should) change frequently, depending on available calls.

Screeners must also be diplomats. They're an important point of public contact with the station, and their function guarantees that they'll be offending a fair number of listeners. They should readily supply management names when requested by a miffed caller, and then warn their bosses that a complaint may be forthcoming. They must tactfully prevent callers from monopolizing their time in the screening conversation, and avoid getting into battles with argumentative callers. Often, screeners must silently endure verbal abuse and even threats plus steel themselves against being bullied into putting through unsuitable calls. By the same token, they must also keep trivial calls off the air.

Outstanding screeners go beyond filtering calls, especially when there's no producer on duty. They keep an eye on the wires, watch for appropriate guest call-

out opportunities that may flow from the conversation, listen for and flag segments that might make good promos or notify the news department if a guest is breaking news. The skilled screener can also give valuable feedback to the host through facial expressions, signals, or body language.

### King Breaks The "Rules"

Of course, there are no hard and fast screening "rules." The "Larry King Show" violates virtually all the guidelines covered here. He takes calls in the order they're received, and callers are only asked their location. But the audience knows that when it comes to bad calls, King takes no prisoners. That's a major element of his style. It's also true that some natural screening occurs when callers are required to hold for long time periods at their own expense.

As a general rule, unless you have a Larry King on your staff, your station — and your listeners — will be the winners if you avoid ding-a-ling roulette. Apply careful and thoughtful screening to calls from people who are seeking the privilege of programming your station.

### Screening Tips

Screening can and should vary by station and show. However, WGST/Atlanta Station Manager Chris Davala passes along these general tips:

- Beware of callers who pause a lot between sentences as they're being screened
- Avoid callers with a personal "bone to pick" with the host, based on a past conversation
- Watch out for regulars who disguise their voices to thwart policies like the one-call-a-day rule
- Look for the ability to express a viewpoint concisely and knowledgeably
- Seek those with a desire to shed "light" on the subject as opposed to "heat" on the host
- Look for a variety of fresh, unpredictable viewpoints, especially ones that are different from the current on-air call
- Steer clear of callers who like to argue for argument's sake.

## ON THE MOVE

Executive Editor Lorna Gladstone upped to Assistant Program Manager at WGN/Chicago... Phil Rogers joins WBBM/Chicago as Assistant News Director. Shaun Benford and Steve Miller sign on as writers, Ron Gleason as sportscaster... Dr. Joy Browne to WABC/New York as weekend overnight host. Steve Albert named sports announcer... KYW/Philadelphia promotes Rosemary Hedded to Assistant News Director, names Lauren Lipton editor/writer, takes on Susan Weiner as Advertising Promotion Manager... TV game show host Bob Barker now appears each Monday on KIEV/Los Angeles



Bill Gordon



Rosemary Hedded

Co-hosting PM drive on WERE/Cleveland is Bill Gordon... Retiree host Dave Scott earns a permanent slot doing weekend overnights on KGO/San Francisco... Financial planner Michael Odes hosts a Saturday show on WCBM/Baltimore... Attorney Neal Boortz takes over the 10am-noon talk show on WGST/Atlanta... WINZ/Miami appointments include Technical Director Mitch Wein, reporters Mary Croft and Lori Sheppard... Tony DiIorio now covers traffic for WHJ/Providence, while Mayor Buddy Cianci takes on 4-6pm... Paul Muth returns to WIND/Chicago as Executive Producer



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From the minute we launched our NEWSPOWER 1200 service, we knew we were on to something hot.

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WITHOUT A DOUBT**



# BLACK/URBAN

WALT LOVE

## YBPC Honors Avery & Busby



Jheryl Busby

On May 11 the YBPC (Young Black Programmers Coalition) will present its Awards of Excellence to KKDA-FM/Dallas Asst. PD/MD and newly-elected YBPC VP Terri Avery and MCA Records' Sr. VP/Black Music Division Jheryl Busby. Slated for presentation during the organization's annual scholarship banquet at Dallas's Plaza of Americas Hotel, these awards honor outstanding achievements in the radio and record industries.

### Moving On Up

Terri's broadcasting career began in her hometown of New York City. With the help of WWRL's Sonny Taylor and Bobby O'Jay, she became an intern there in 1977. Her first position was working in the research department. I should say she was the research department because the station didn't have one until she arrived. Avery also got the opportunity to become an on-air weekend personality, the first female at WRL

to be given such a chance. Other women had hosted station talk shows, but never an R&B music and gospel program.

When Terri felt the timing was right, she mailed out airchecks. Chuck Smith, Operations Manager for KKDA-AM & FM, was impressed by one of these early offerings. He offered her an opportunity she couldn't refuse, mid-days on the FM (K104). In 1978 she advanced to the newly-created MD post.

Since then Terri has earned awards from a number of organizations. In 1983 the YBPC named her Music Director of the Year. While working with VP/Programming Michael Spears in 1984, she was promoted to another newly-created position, Asst. PD. As part of this programming team, Terri helped the station achieve the highest Arbitron share (7.8) in its history. She's also active in Dallas/Ft. Worth community organizations.

### An Industry Buzz

Jheryl "Buzz" Busby's first record gig was as a regional promotion rep for Memphis-based Stax Records, home of Isaac Hayes, the Staple Singers, Johnnie Taylor, the Bar-Kays, and others. Following his Stax stint, Jheryl established his own independent promotion business, working with various labels. "I became quite fond of one account - Neil Bogart's Casablanca Records," he recalled. "Neil offered me a regional rep position. I accepted."



Terri Avery

When Casablanca contracted for PolyGram distribution, Jheryl left to pursue a career with Atlantic and later CBS Records. He rejoined Casablanca as National Director of Promotion/Black Product and was later upped to VP/Black Promotion for the label.

first time in the company's history. Jheryl has achieved in a year and a half what those before could not accomplish in a decade."

YBPC President Brute Bailey had this to say about the two honorees: "The YBPC looks forward with great pleasure to presenting the Awards of Excellence to Jheryl Busby and Terri Avery. Selecting Mr. Busby and Ms. Avery was a most difficult task, given the number of quality brothers and sisters who merit this kind of recognition. We are positive the radio and record industries will endorse and support our selection. The YBPC hopes everyone will join us in Dallas for this exciting evening of togetherness."

Congratulations again to Terri and Jheryl. I'm really looking forward to a wonderful evening; hope to see you there.



Brute Bailey

# Spring '85 Ratings Wars

There are a number of hot Black/Urban wars this spring. But the biggest story is perhaps an armistice in Detroit's vicious three-year battle between WJLB and WDRQ.

Several weeks ago, "Strong Songs" WJLB flexed enough muscle to prompt its arch-rival to adopt Transtar's Format 41 service. WDRQ was one of several highly-publicized format switches, (including KMAI/Honolulu and an imminent change at WQKS/Williamsburg), but it was the foremost instance of a once-dominant Black/Urban outlet finally abdicating.

Last fall, it was noted that B/U stations were now competing musically with each other and CHR rockers. As the multi-format hit marches on, that list must now be expanded to include A/C and even some AOR stations. And B/U programmers who've always led CHRs on black music by four to eight weeks must now contend with CHRs starting to play such

tunes as "Solid," "Jungle Love," and "The Word Is Out," well after most B/U outlets have moved these songs to recurrent.

In several markets a rift is developing between stations that will play rap and techno-funk product, and those that try to avoid it when possible. While few stations are turning outright to a Black A/C format, many that once tried to go head-to-head with a musically tough competitor are now sitting out some hard records and targeting the 18+ listener.

### Birmingham

	Sp '82	F '82	Sp '84	F '84
WATV	6.3	7.6	5.9	8.5
WENN	10.4	9.8	11.7	11.8
WJLD	3.7	4.9	1.9	2.4

WENN seems to be living up to its "making it happen in the '80s" slogan. Last fall, it trailed only Country WZZK. This spring, PD Dave Deane is making house and car payments in his quest for the top slot. Crosstown WATV is holding up pretty well for a 1k AM daytimer. (Ironically the station has tended to do better in the fall, operating with reduced

### By Sean Ross

hours.) The station is continuing a dollar bill serial contest that's been running for more than a year. Both stations have long and fairly similar playlists although WATV's list seems a little more heavily-pyramided. WJLD airs some contemporary music but concentrates mostly on gospel.

### Columbia

	Sp '82	F '82	Sp '84	F '84
WDPN	6.3	5.9	6.4	4.4
WOC	11.9	7.9	6.6	6.6
WWDM	5.9	11.6	10.7	9.1

Continued on Page 51

# Whitney

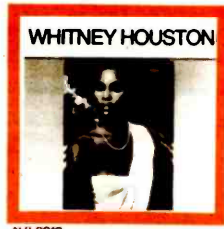
## She's Number One!

**"You Give Good Love."** AS1-9274

It's shot to the top spot on the R&R chart, just proving what we've been saying all along:

**She's Got It!**

It's just the first smash from her debut album, **Whitney Houston.**



ALB-8212

**Thanks To Black Radio  
#1 HOTTEST/100%**

**BLACK/URBAN**

761 **1** **WHITNEY HOUSTON**/You Give Good Love (Arista)  
Produced by Kashif. Written by LaLa.

**Arista Means Action... & There's More To Come!**

# THE E/P/A STORY

**CYNDI LAUPER**

"The Goonies™ 'R'  
Good Enough"



**BREAKER!**

First Week:

174 REPORTERS OUT OF THE BOX-69%  
#2 MOST ADDED!

AOR Tracks  
One Of The  
MOST ADDED

*Spic*

*Portrait*

**SADE**

"Smooth Operator"



CHR Chart: 5  
A/C Chart: 1 5/3

*Portrait*

**JOHN CAFFERTY  
AND THE BEAVER BROWN BAND**

"Tough All Over"



**BREAKER!**



184/80 73%  
One Of The  
MOST ADDED

AOR Tracks: 24 - 10!!

**REO  
SPEEDWAGON**

"One Lonely Night"



CHR Chart: 18  
A/C Chart: 13

*Spic*

**BREAKING ARTISTS Is An**



# CONTINUES...

## 'TIL TUESDAY

"Voices Carry"



## BEACH BOYS

"Getcha Back"



# BREAKER!

# -- NEW -- IN THIS WEEK'S R&R!

CHR Chart: **DEBUT** 38

156 REPORTERS-62%

AOR Tracks: 24

*Baby Face*

*Epico*

## SURVIVOR

"The Search Is Over"

CHR Chart: 30

AOR Tracks: 24

A/C Chart: 15



## LUTHER VANDROSS

"Til My Baby Comes Home"

CHR Chart: 33



*Epico*

*Scotti Brothers*

Produced by CBS Records

# Everyday Commitment At E/P/A!

# COLUMBIA'S



## SIX PACK OF HITS



**MARVIN GAYE**  
"Sanctified Lady"

Black/Urban Chart: **2**

From The Forthcoming Album  
"DREAM OF A LIFETIME"



**WHAM!**

"Everything She Wants"

Black/Urban Chart: **18**



**BILL WITHERS**

"Oh Yeah"

Black/Urban Chart: **21**

From The Just-Released Album

"WATCHING YOU WATCHING ME"



**GLADYS KNIGHT & THE PIPS**

"Keep Givin' Me Love"

Black/Urban Chart: **31**



**PHILIP BAILEY**

"Walking On The Chinese Wall"

**BLACK/URBAN NEW & ACTIVE**

Now On The Verge Of Breaking - 40  
Black/Urban Reporters - 49% Including:  
WXYV WAMO WVEE WDIA KACE  
WILD WDJY KYOK WHRK KJLH  
WDAS WHUR KRNB WYLD-FM XHRM  
KSOL



**LISA-LISA AND CULT JAM WITH FULL FORCE**

"I Wonder If I Take You Home"

Second Week And Already On  
WXYV WDJY WZEN-FM WNHC  
WRKS KRNB KACE WQQK  
WDAS WOWI KDAY WANM  
WUSL WDMT KJLH WWWW

Busting Out In New York, Philadelphia And Los Angeles!



COLUMBIA RECORDS





LON HELTON

# COUNTRY

## WMC, KVOO, WLWI PROFILES

### ACM Country Stations Of The Year

Earlier in the week the Academy of Country Music acknowledged the winners of this year's "Hat" awards for Station of the Year and DJ of the Year before a nationwide television audience. Following a different procedure than in previous years, the ACM presented awards to stations and personalities in each of three market sizes. In the past, only one station and one DJ award were presented. The winners were determined via a vote of the Disc Jockey, Radio, Promotion, and Publication category members of the Academy.

It's become traditional here to profile the winners of both the ACM and Country Music Association awards. This week, we'll take a look at the three celebrated radio stations; next week we'll profile the award-winning DJs.



VP/GM Don Meyers



Ron Jones



Bill Knight



Bill Dotson



Aunt Elotae Louise



Eddie Edwards



Debbie Arnold

## LARGE MARKET STATION OF THE YEAR

# WMC/Memphis: Mid-South Monster

WMC/Memphis may well be the prototype of what an AM must be to win in today's environment. Profiled on these pages on previous occasions, WMC is a classic AM Country radio station. The fall '84 Arbitron showed WMC with a 12+ of 7.8, good for fourth in the market; it also came in fourth 25-54. A ton of promotions, loads of personality, and a heap of community involvement have made WMC one of only a handful of AM music stations still out-pointing an FM competitor.

### They've Got Personality

WMC, which has been on the air for more than 60 years, turned Country in 1972. Its broadcast day starts how all of us would like to have our station's day begin - with the number one morning show in town. As a matter of fact, the morning team of Bill Dotson and Aunt Elotae Louise have top-

ped the Memphis morning ratings for the last 11 consecutive books! They provide waking Memphians with a blend of topical humor and timely information with an accent on local events and news. Capsulizing their roles, OM Ron Jones said, "Bill plays a straight man to Elotae, who jokes about everything from local politicians to Hollywood stars. She says what everybody else would like to say and reflects the local attitudes and lifestyle." (While I've never heard their show, I understand that to believe them you have to hear them. We'll do a feature on this top-rated morning duo in the near future.)

Next up in middays is Bill Knight, a 13-year radio vet. Bill does a lot of freelance commercial work around town, and is also involved in outside civic work.

Afternoons are handled by Eddie Edwards, a third-generation disc jockey who's been at WMC a little over a year. For those of you who've never met Eddie, you'll find his picture in the dictionary under the word "crazy." That definition can also be applied to his show, which features his fast-paced "Get Eddie-Ized" sound in addition to the musical accompaniment he provides on various instruments.

Continued on Page 54

## MEDIUM MARKET STATION OF THE YEAR

# KVOO: The Pulse Of Tulsa

The success of KVOO/Tulsa - the "Voice Of Oklahoma" - over the last 14 years is almost legendary. The years have seen KVOO consistently ranked among the market's top three stations. More often than not, KVOO's been sitting right on top of the ratings. The fall '84 book shows KVOO number one with a 12+ of 14.1 - almost four shares ahead of the number two station.

The demos are right there too. KVOO is number one in come, number one 25-54, and number three 18-49. Not too shabby in a market where only three of the top ten stations are on the AM band. And, as Frank Sinatra might say, they've done it their way.

KVOO, as programmed by VP/Operations Billy Parker, flies in the face of most modern-day programming gurus' philosophies. Billy's 70-record playlist is renowned. Another KVOO policy contrary to the "rules" is the 14 minutes of spots the stations runs all the time, even through the book." Billy describes KVOO as a "real Country station. By that I

don't mean 'gutbucket,' but we're a station that not only plays the country hits and a ton of country gold, but we also play the new hits by the new artists." Billy's philosophy is that "No one can pick all the hits all the time, so we let our

Continued on Page 54

## SMALL MARKET STATION OF THE YEAR

# WLWI Dominates Montgomery

Involvement is the key word at WLWI/Montgomery, a station with a history of dominating the 127th largest market in the U.S. All you have to do is spend a few minutes perusing its quarterly "Call Letter" newsletter to see what I mean. The pages are full of shots showing jocks out and about in the town. Other pics show contest winners, straight A students receiving certificates from the station, and sales and management personnel involved in outside activities.

The involvement has shown up in the ratings. The last four Arbitrons show the station with 12+ numbers of 18.0, 23.5, 24.8, and 18.5. The nearest competitors in the middle two books were over

ten points away! The 25-54 numbers are equally as impressive, with the station ranging from the mid-20s to the mid-30s.

While the ratings are the most

Continued on Page 54



Front, l-r: Personalities Jim Hill, 7pm-midnight, and Jerry Vaughn, 11am-3pm. Back row, l-r: Bob Laffite, midnight-5am; Bobby Lester, 5-7pm; OM Billy Parker, 9-11am; Jack Fox, 5-9pm; and KVOO VP/GM Jack Cresse.

# 200 HIT SHOWS AND SOARING HIGHER...



## WITH EMMYLOU HARRIS

The Silver Eagle Cross Country Radio Show is celebrating its 200th broadcast. We thank the artists, managers, record companies, agents and everyone else who have made this show a great success. What a celebration we have planned!

Join us for a very special concert. Singing her hits, including The Ballad of Sally Rose and all your other favorites... Emmylou Harris and the Hot Band recorded live at the Taft Theater, Cincinnati! May 11th.

From honky tonks to concert halls, from coliseums to country fairs, we're America's choice. Bringing the best country music wherever its played. Join our celebration!



PRODUCED BY DIR BROADCASTING.

Sponsored in part by True Value, Kraft BBQ Sauce, Ford Parts and Services and Frito-Lay.

# A Response To The "New Deal"

Dear R&R,

I'm writing in response to the comments made by Jimmy Bowen in R&R (3-22) regarding the "New Deal." Mr. Bowen says that he wants to see record companies quit lying to radio. This statement is a very noble one, but I would like to see it practiced by his own label.

Mr. Bowen assumes that most music directors allow promoters to run the show. Any music director who takes his job seriously will not be coerced into moving numbers around to suit record companies. In Mr. Bowen's words: "Don't let anybody tell you what

your damn #1 record is in your market." Well, I have news for Mr. Bowen. I was absolutely slammed against the wall when my chart didn't reflect MCA's ideal for the Bellamy Brothers. The week before, I was asked to artificially move one piece of MCA product

ahead of another so the "priority" act could go into the number one spot in Billboard. This is ridiculous!

Having worked on both sides of the music industry, I am well aware of how records are worked. The bottom line is that record companies should want to sell records, period! Airplay is a vital element to reach that end. The battle for chart numbers should be of less importance than rotations because, as we all know, the higher the rotation, the more airplay. This same theory is not always applicable to

chart numbers.

Radio stations and record companies should work closely together to be effective. Ideally, the local and regional promoters are "specialists" who know the programming philosophies of their radio stations. If it were not for these "specialists," there would be no need for promotion on the local level. When national record people put undue pressure on their local reps, radio feels it. I work with a regional promoter who, in my opinion, is excellent. I can tell when

pressure comes from the top because he becomes a different person and our working relationship drastically changes.

As far as I'm concerned, this whole issue has become a vicious cycle. Labels complain about radio giving bogus reports and radio blames the labels for chart pressure. I think we all need to sit down and reexamine what we do for a living.

This letter was written by an MD in a top ten market. The name has been withheld.

## WMC/Memphis

Continued from Page 52

In evenings there's Debbie Arnold, who grew up in Memphis. She says her goal had always been to work at WMC, and she's had her wish come true the last two years.

Les Tivers has held down the overnight show for the past ten years. A former college math professor, Les started his radio career in 1972.

Also on staff is Production Director Rob Grayson. Rob was recently honored with a "Best of Category" selection at the Memphis Advertising Federation's 19th annual "Pyramid/Addy" awards.

These personalities weave together programming elements which add up to full service. Included throughout the day are 16 traffic reports from the station's helicopter, features from fulltime Farm Director Buddy Sanders, Memphis State University football and basketball, reports from MSU Coach Dana Kirk, Paul Harvey news and commentary, and stock and commodity reports.

### Promotions

Ron Jones attributes much of WMC's success to its long history of promotions featuring audience and community involvement. The list of things WMC has been associated with over the last year or two alone is as long as your arm. Marsha Roberts is the Promotion Director who keeps the staff hopping from chili cookoffs to softball games. WMC promotions are a mix of annual events the station has participated in for a number of years to new activities based on community needs. Such was the case with the "I'm A Sober Driver" campaign instituted over the holidays.

Remote broadcasts are also a large part of the WMC arsenal.

Any activity which draws the people of Memphis together is fodder for a potential live broadcast. From fairs to a barbeque contest which attracts 300,000 chefs, WMC makes it a point to be in the middle of the action.

Ron said, "All of these activities together are necessary for an AM station to garner the numbers needed to be dominant in a market. The real key in putting these things together, though, is for the people on the air to have fun. In that way I guess we're probably a little formatically looser than



many stations. I like to hear good formatics, but by the same token I don't want it so tight that it's like a rubber band ready to break. I believe in the jocks having a lot of leeway. After all, they're professionals. A PD certainly has to provide parameters, but the air talent need to be able to do what they feel is right and relatable within those guidelines. Listeners love the human aspect of a station that laughs and has fun. Being real and spontaneous is also very important. These things are critical for an AM station today."

Few folks on either band are doing it as well as WMC. Perhaps one of its publicity flyers sums it up best: WMC-79 serves Memphis and the mid-South with the best in entertainment, information, and community involvement. Congratulations to everybody at WMC for being the ACM's Large Market Station of the Year.

## KVOO: The Pulse Of Tulsa

Continued from Page 52

audience do it by letting them hear as much of what's out there as possible. If you stay in touch, it really doesn't take long to find out what the audience really likes."

As you might expect, KVOO relies heavily on personalities, information, and promotion. Starting off the personality lineup is morning man and 13-year station vet Jack Fox, followed by Billy Par-

ker, Jerry Vaughn, Bobby Lester, Jim Hill, and Bob Laflite. Billy was also quick to point out that while the music is very important, they base their sound on music and information. Thus, KVOO's eight-person news staff is an integral part of the station's success.

As you can see, KVOO is one of the unique radio stations in the country, let alone in Tulsa. In addition to all of the full-service elements, KVOO features a good

amount of programming which can't be heard on any other station in town. The weekend includes rodeo news, a bluesgrass hour, some Gospel, and a square-dance show that Billy says "gets more mail than anything else on the radio."

Perhaps it is that very "uniqueness" which has contributed so greatly to KVOO's success. Congratulations on being named the ACM Medium Market Station of the Year.

## WLWI Dominates Montgomery

Continued from Page 52

visible (to outsiders) measure of WLWI's success, the station's overall excellence is what earned the ACM honors. Describing the station, OM Dr. Sam Faulk says, "The accent is on personality in everything we do. We also believe it takes more than just music to gain the widespread audience response we've enjoyed. It takes constant promotions, heavy community involvement and awareness, high visibility, and a commitment to all-around excellence."

Although WLWI resides in a "small market," there's nothing at all "small" about the station or the way it's run. Judging by the numbers WLWI garners, I doubt there's anything small about its revenues. In fact, WLWI could be transplanted to any city in America and sound right at home. The station promotes constantly with heavy on-air contesting and giveaways. Cash prizes of \$1000 are regularly offered as part of the current "Money in the Music" contest. Promotionally, heavy billboard and TV advertising are part of its arsenal.



OM Sam Faulk



MD Greg Moringo

Like so many successful FM stations these days, WLWI - 142 - has a heavy news and sports commitment. Locally produced newscasts air at 20 minutes before the hour with updates at :10 past. Drivetime sportcasts are included in the headline summaries. WLWI also has a heavier sports commitment than most music-oriented FMers, as it's the flagship station for the Auburn University football and basketball networks.

Besides doing all of the big things right, WLWI is tops when it comes to the "people thing." On a personal note, I was knocked out last year when afternoon personality Rhubarb Jones (who has since left for mornings at WYAY/Atlanta) won the Personality of the Year award from the CMA.

The station printed up T-shirts and erected a billboard saluting him. Talk about class.

As Dr. Sam points out, WLWI's success starts with the support it receives from its parent company. Owned by Colonial Broadcasting, whose other Country properties include WOWWW/Pensacola, WUSY/Chattanooga, and WWWI/Greensboro, Winston-Salem, WLWI is a member of one of the premier, young radio chains in the country. Colonial's most recent show of support for WLWI was the purchase of an AM sister for the FM Country giant. WLWI-AM signed on March 25 with 50,000 watts at 760 - another weapon for the ACM Small Market Station of the year: WLWI/Montgomery!



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SHARON ALLEN

# NASHVILLE THIS WEEK

## MTV/VH-1 Comes To Nashville

Last January MTV launched a second video music service, VH-1. It was designed to reach the 25-54 demos and therefore provides an outlet for videos on country artists.

Last week the Nashville Music Association sponsored an MTV/VH-1 seminar here to find how the Nashville music industry could get its fair share of exposure on the 24-hour music cable channel.

MTV principals encouraged the labels to produce more crossover material. They said VH-1's target audience (25+) feels free to like the songs they like regardless of format. They don't appear to be as susceptible to peer pressure as a younger demographic.

To support this theory, MTV CEO Bob Pittman said, "There are only two categories of music - good songs and bad songs."

VH-1's Kevin Metheny said, "When we first discussed this, it looked a little unbelievable on paper ... Earl Thomas Conley back-to-back with the Commodores, back-to-back with Air Supply."

One of the most important questions yet to be answered is whether VH-1 will directly affect country record sales ... and to that we can only say - time will tell the tale!

### Heart To Heart For Phil

Leona Williams, Webb Pierce, Jeanne Pruett, Sammi Smith, Ferlin Husky and WSIX/Nashville morning man Gerry Heise were among those on hand last weekend at a benefit for session guitarist/producer Phil Baugh. Baugh suffered a heart attack recently and is scheduled for corrective surgery.

One of the most noted guitar players in the industry and one of the Nashville Superpickers, Baugh appeared on sessions for artists such as Tammy Wynette, Johnny Duncan, George Jones and many others. As a producer, he formed his own label, Sound Factory Records, and released product on Allen Frizzell, Sammi Smith, Linda Davis, and Leon Ralston.

The fund to benefit Phil is called "Heart to Heart." Those wishing to donate can send contributions to the Heart to Heart Fund, 1107 Joseph Ave., Nashville, TN 37207.

### Is It In The Water?

According to Sawyer Brown's lead vocalist Mark Miller, there must be something in the water in



### WHO'S NEW

## Chance For Country

Mercury/PolyGram's newest vocal band is Chance. That name could mean almost anything, but the five members of the group prefer to think of it as "the possibility of a favorable outcome in an uncertain situation." All five hail from Texas and have played together in various bands throughout the state for the past several years. They were most recently known in their home state as Texas Pride. They began play-

ing dances in the Gulf Coast area, then expanded to South-Central and Northern Texas. Though they've gone through a few changes, the most recent being keyboards, the group now consists of Jeff and his brother Mick Barokh, with Jeff handling fiddle, steel, and Billy Hester, bass. Mick, Jeff, and John handle things vocally, with Billy contributing backup vocals.



WELCOME TO THE CMA — Members of the Country Music Association welcome new member Jay Cook, National Radio PD for Gannett Radio. Pictured are (l-r): CMA's Rob Parrish, CMA board member and Gannett President/CEO Jeff Davidson, Cook, and Steven Greif, CMA board member and President of Greifworks/Bareworks.

Apopka, FL that produces country singers. Mark and fellow band member Gregg Hubbard both hail from Apopka, as does WB's John Anderson.

Actually it may be a case of follow-the-leader. You see, John used to babysit Gregg when he was little and would pass the time singing and playing for him.

While we're on the subject of Sawyer Brown, Miller has turned over his lead guitar duties to Michael Thomas. They've also added Steve Seraggs on keyboards, rhythm guitar, and sax. The two new members will round out the group's concert band and be known as the Guys Next Door.

### Where's The Fire?

During a recent concert appearance at "Duke's" in Tulsa, Leon Everette got quite a surprise. Following his band's two-song warm-up, Leon took the stage and began performing his opening number, "Hurricane." As he did, the club's entire sprinkler system began releasing a torrential downpour. Needless to say Leon wasn't ex-

pecting the "special effects."

Luckily there was no fire; however, the sprinklers couldn't be shut off quickly enough to avert water damage to the stage and equipment. So the show had to be cancelled, but Leon promised the crowd a ... raincheck.

### Conlee Aids Farmers

As you know, John Conlee has reputation for sympathizing with the working man, and his concern for farmers and ranchers has prompted him to schedule a benefit for them June 2 at the Omaha Civic Auditorium. Proceeds will go to the newly-established "Family Farm Defense Fund."

Concerned over the plight of farmers after Reagan's veto of the farm debt bill, Conlee called Duane Woodland, President of the National Farmers Organization, and said he wanted to do a benefit and make sure the money raised would be used in a way to help farmers and ranchers. So the NFO is setting up the show with the aid of Conlee's booking agent.

## Nashville In Motion

Congratulations to Con Hunley and his wife Karen. On April 24 they became parents of a 9 lb. 13 oz. baby girl, Britany Logan. She's named after her father, Conrad Logan ... And congratulations to Shelly West in her engagement to Gerry Heed. The couple met at "Hes Her," where he worked as part of the production crew. He has worked as stage manager for several CMA awards shows and also at President Reagan's inauguration. Shelly and her mother Dottie are busy planning the July 16 nuptials ... Jehany Cash is recovering from minor surgery. He was hospitalized last week for removal of adhesions and scar tissue that formed as a result of a previous stomach operation ... David Allen Coe formed a new road band. Members consist of Richard Marx on steel, Ken Morgan on piano, Wayne "Bear" Seale playing lead guitar, Glenn Watkins on bass, and Edward Gray on drums ... Marie Omond will join the Statlers and John Schneider to cohost the 10th annual Music City News Awards June 10.

Gov. George Wallace proclaimed the week of June 9 "Alabama Appreciation Week" in Alabama. WFFA/Fert Payne originated the idea to honor the group for contributions to their home state. Alabama's June Jam will climax the week of events, which will include a parade, celebrity auction and other activities ... Cherley Pride is being awarded a doctorate from Wheeling College in Wheeling, VA. Pride will receive the doctorate in humanities at commencement ceremonies this weekend.

Shelly West signed with McFadden & Associates for bookings ... Ricky Staggs leaves next week on a European tour which will cover the United Kingdom, Ireland, Germany, Holland, and Sweden. A "Live in London" album will be recorded and will be released in September ... Nashville's Limghters, Inc. has merged with the Rodgers Agency of Atlanta, making Limghters President Miles Bell and Hugh Rodgers partners. The booking-management enterprise will be based in Nashville.

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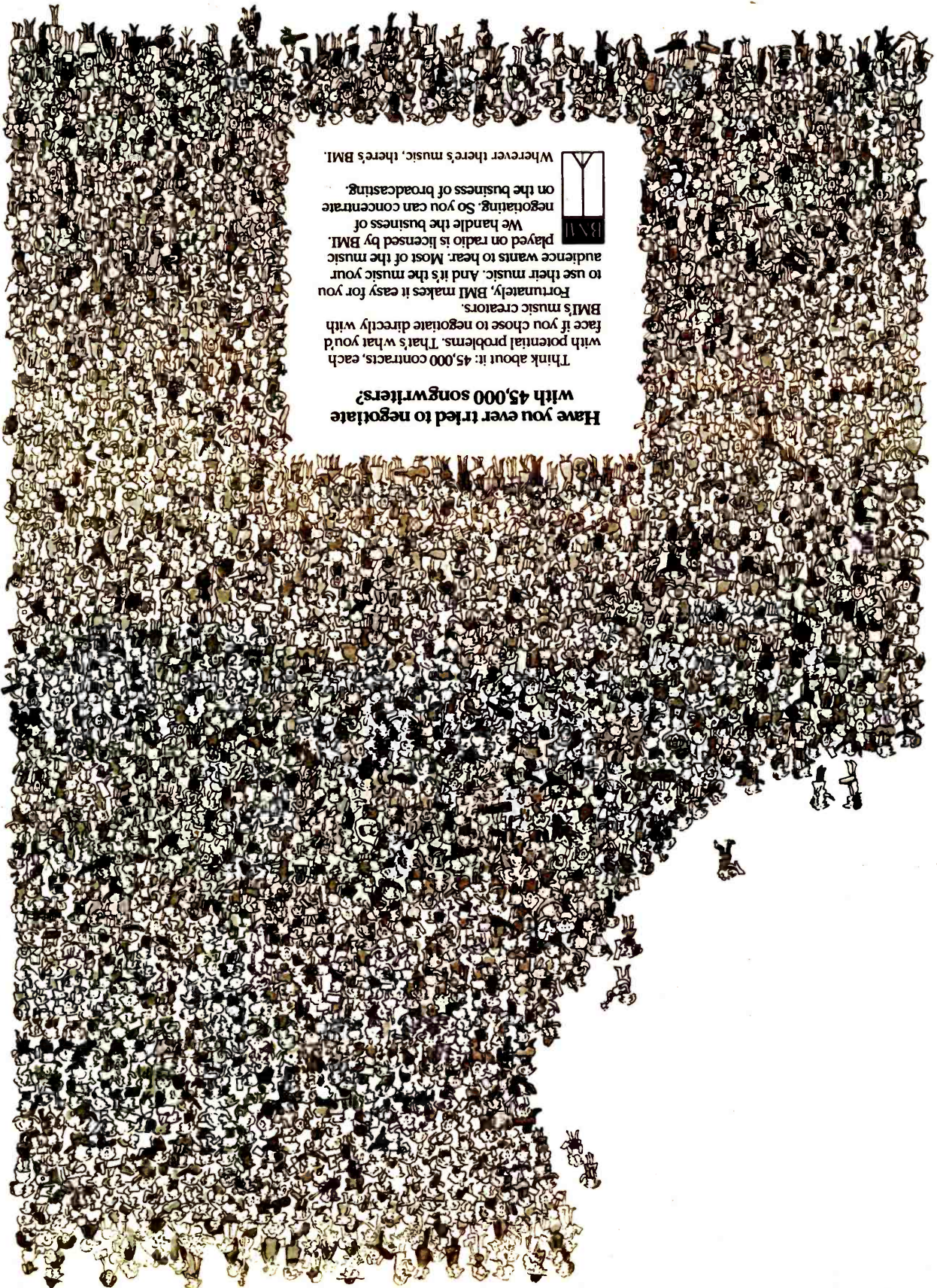
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composite aircheck, rating history, programming philosophy, related programming material (memos, reports, etc.), a recent photo, earnings history and detailed information outlining your strengths and the ways in which you can contribute to our growth. Please respond completely and in enough detail so that we can get to know you thoroughly in your first correspondence. All information to: **Radio & Records**, 1930 Century Park West, #984, Los Angeles, CA 90067.

## OPENINGS

### EAST

WJUS-FM A/C is seeking full & parttime announcers. T&R: Frank Gentry, Box 102, Franklin, NJ 07418. EOE M/F (5-10)

Copywriter wanted to create & write unique & exciting radio ads. Contact: Mrs. Hill WFFW/WRL, 2707 Atlantic Ave., Atlantic City, NJ 08401. (609) 348-4444 EOE M/F (5-10)

Major market combo in New York State seeks candidates for future news openings. All day-parts, possible news director. Experience, maturity, stability, serious hard-working attitude mandatory. Tapes, resumes, and salary requirements to: **Radio & Records**, 1930 Century Park West, #988, Los Angeles, CA 90067. EOE

Immediate opening: We need a community-minded & three years experienced morning personality at this full-service Oldies AM. T&R: Jim Reed, Cuprock Rd., Norwich, CT 06360. EOE M/F (5-10)

New England group looking for sales pro. Two great stations in two great states. Call Linda C.: (613) 967-8231 & let's talk about your future. EOE M/F (5-10)

New England A/C needs fulltime experienced anchor/retreat reporter. Women/minorities encouraged. T&R: Howard Herman, WBKN, 100 North St., Pittsfield, MA 01201. EOE M/F (5-10)

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## OPENINGS

### MEDIUM MARKET STATION

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AM newswoman reporter/personality, comfortable with AOR & A/C formats, needed for AM/FM combo. C&R: Richard Remondino, WWTR, Box 717, Ocean City, MD 21842. EOE M/F (5-10)

Mid-MS 50kw is accepting T&Rs for fulltime openings, including MD. Don Spencer, WDBX, Box 79, Waterville, 04901. EOE M/F (5-3)

Afternoon drive jock needed for this U.S./Canadian border A/C station. \$190 a week. T&R: Paul James, WYBG, Massena, NY 13662. EOE M/F (5-3)

WSLB/Opelousas is looking for an overnight person to supervise our automated FM & to do production. T&R: Rick DeCaro, Box 238, NY 13668. EOE M/F (5-3)

Classy 95/Washington, D.C. is looking for a female morning news anchor who has qualities, friendly conversation & is a professional. All Casey: (301) 441-3500 EOE (5-3)

WRAN/Dever is looking for individuals for parttime & utility airshifts. Local talent is encouraged. T&R: PD, 251 Millbrook Ave., Randolph, NJ 07869. EOE M/F (5-3)

PD with air shift is available at this MOYL station in Berkshire. Salary requirements, C&R: WURN, Box 1285, Pittsfield, MA 01202. EOE M/F (5-3)

T&Rs are now being accepted to fill afternoon shifts at these great A/C stations. WUPN/WLBR, Box 1270, Lebanon, PA 17042. EOE M/F (5-3)

Small market A/C near Buffalo & Erie is seeking T&Rs for future a/c & news opening. Females are encouraged. Bill Tyan, Box 209, Willow Rd., Durkin, NY 14048. EOE M/F (5-3)

We've got full & parttime positions open for personable & dedicated pros for our suburban NYC A/C. T&R: Bruce Goldsen, WJME, Box 95, Danbury, CT 06810. EOE M/F (5-3)

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Afternoon news/production person is wanted for this Country AM. T&R: Henry Jay, WGTO, Box 123, Cypress Gardens, FL 33880. EOE M/F (5-10)

On-air talents & experienced salespeople wanted for this CHR. T&R: Jonathan Keyes, Isle 95, Suite V2, Carvelite Arcade, Christiansburg, St. Croix, VI 00820. No calls. EOE M/F (5-10)

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## OPENINGS

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Knowledgeable & savvy female wanted to join CHR "Zoo" morning show. You'll do traffic, but still have fun! T&R: Randy Kabanoh, WROD, 400 Radio Rd., Charlotte, NC 28216. EOE (5-10)

### Capital Cities Communications

Capital Cities is expanding in Atlanta. Personality air talent needed for future openings: 10am-3pm; 7pm-Midnight; Midnight to 5am. Tapes and resumes to: Neil McGinley, WKHX, 360 Interstate North, Suite 101, Atlanta, GA 30339. EOE

VA Country station is accepting T&R for air talent/Production Director. No calls. Station Manager, WREL, Box drawer 802, Lexington, VA 24450. (5-10)

AM/FM Market leader seeking midday announcer with production skills. T&R: Russ Cassidy, WCMF, 800 Commonwealth Pl., Virginia Beach, VA 23464. EOE M/F (5-10)

WJMS FM/Myrtle Beach needs individual with voice & production personality. T&R: Matt Sedota, 429 Pine Ave., N. Myrtle Beach, SC 29582. EOE M/F (5-10)

### NEWS DIRECTOR

Central Florida AM/FM looking for a quality News Director with good management and people skills. Must be a m/w/ta. T&R to Radio and Records, 1930 Century Park West, #982, Los Angeles, California, 90067. EOE.

Top-rated Country station is looking for entertaining & creative people. Production ability a must. T&R: OM, Box 522, Amherst, VA 24521. EOE M/F (4-12)



Class C FM, 50kw AM in top 50 market. Hands-on position. Must be able to maintain high quality from studio to transmitter. Good salary and benefits. Send resume with references to: **Bernie Barker**, General Manager, WAPI, 2146 Highland Ave., S., Birmingham, AL 35205. EOE

# OPPORTUNITIES

## OPENINGS

Experienced ADR programmer is needed for a new FM. Photo, programming thoughts. C&R: Jenico Williams, Box 30,000, Amarillo, TX 79120. EOE M/F (5-3)

Immediate opening for nonperson to serve this AM/FM. News gathering & writing is important. T&R: Mike Turner, WDXI, Jackson, TN 38301. EOE M/F (5-3)

Have drive time slot open at the college town CHR. T&R: Bill Brown, Box 430, Ruston, LA 71270. EOE M/F (5-3)

9888. 100,000 watt mass appeal CHR, is looking for an entertaining morning personality. No experience. T&R: Steve Anderson, KJWG, Box 6117, Laredo, TX 78042. EOE M/F (5-3)

Looking for your first break? Small market A/C needs someone who can think. T&R: KAPB, Box 7, Marksville, LA 71361. EOE M/F (5-3)

WAGW/WRB needs mature & versatile announcers with good knowledge of sales. T&R: Producer, 8 Birchwood, NC 28369. EOE M/F (5-3)

WAVY FM will have rare openings for full & partime personnel in the near future. T&R: Phil West, Box 727, Savannah, GA 31402. No calls. EOE M/F (5-3)

Contemporary Country FM in Pleasant needs an innovative & community-minded PD. C&R: J.T. Shingley, WDAJ, Box 611, Dertington, SC 29532. (803) 393-4081 EOE M/F (5-3)

Sports/Talk host is wanted with good knowledge of baseball & football for San Diego station. T&R: Producer, 8 Birchwood Trail, Ormond Beach, FL 32074. EOE M/F (5-3)

### TOP-RATED MEDIUM MARKET CHR

In a large chain is now taking tapes and resumes for openings in June. We need a Rich Little Jr. for a morning team! Lots of voices as needed. Also, a seasoned pro for middays and a crazy person for early nights! The cash is right! Radio & Records, 1930 Century Park West, #980, Los Angeles, CA 90067. EOE M/F

Needed: Creative morning personality for this medium market CHR. We've got good bucks for the right person. T&R: Jim Betton, WAAY, Box 2041, Huntsville, AL 35804. EOE M/F (5-3)

EMUZ/KOUE is looking for a HD & accepting T&Rs for possible future openings. Larry Seaward, Box 198, Houston, TX 77001. No calls. EOE M/F (5-3)

Major group station in Top 15 Sunbelt market is seeking an exceptional talent to help increase our morning ratings. Applicants must have at least 5 years' commercial radio experience, and the ability to entertain and inform an adult audience. You will work in a new state-of-the-art facility located in one of the nation's most desirable cities. Your efforts will be supported by a professional management team and all the tools it takes to win big. If you can effectively use humor to relate to adults and are looking for a unique opportunity to grow in your career, this could be your chance of a lifetime! We offer major-market pay for major-market talent. Please mail your tape and resume today. We are an Equal Opportunity Employer eager to hear from you. T&R to: Radio & Records, 1930 Century Park West, #983, Los Angeles, CA 90067.

## MIDWEST

Promotional programmer/DRM slot open now at this CHR. T&R: G&L, CLU82, Box 1320, Cincinnati, OH 45201. EOE M/F (5-10)

New regional Country station in a. M. is seeking an experienced personality with good production skills. Contact Rich Carson: (218) 878-5108 EOE M/F (5-10)

Talk programming producer wanted to host books, direct guests, & run boards with weekend airshift possible. T&R: Gary Bruce, W880, 2131 N. University St., Peoria, IL 61604. EOE M/F (5-10)

## OPENINGS

Parttime announcer. If you're conversational, have fulltime experience communicating w/ adults 25+, here's your chance to step up to one of the most respected stations in Mobile, Ala. Fulltime potential later if you're good enough. Tape & background to Radio & Records, 1930 Century Park West, #987, Los Angeles, CA 90067. EOE

Award-winning capital newscaster needs pro who can do it all. T&R: ND, KLMS, Box 81804, Lincoln, NE 68901. No calls. EOE M/F (5-10)

Chicago metro A/C station seeks experienced & professional news anchor. T&R/writing sample: Anna Kraft, WZVW, 1000 E. 50th St., Merrillville, IN 46410. EOE M/F (5-10)


Needed: Air talent for KOBB. T&R: Bruce Clark, WKDQ, Box 2000, Evansville, IN 47714. EOE M/F (5-10)

## Account Executive

If you're the top biller at your station and one of the top billers in your market, we want to talk to you!!!

WLS is one of the greatest AM and FM Radio institutions in the nation. Due to our tremendous growth we have outstanding opportunities for Senior Agency and Co-op Account Executives.

If you have an exceptional track record in either Agency and Co-op Sales, send your resume with salary history to Bart McGuinn, American Broadcasting Companies, Inc., 233 N. Michigan Ave., Suite 1907, Chicago, IL 60601. Equal Opportunity Employer M/F/H/V



We're looking for full & partime Oides/CHR jocks. T&R: J.P. Decosta, WJIM, Box 30124, Lansing, MI 48908. EOE M/F (5-10)

Wanted: News anchor/term broadcaster with one year's experience. T&R: KQRC, Box 1017, Hannibal, MO 63401. EOE M/F (5-10)

Pl. Wayne's only stereo Country needs air talent with high energy, the ability to communicate with adults, & promotional minded. T&R: Karen May, WBTU, Box 933, IN 46801. EOE M/F (5-10)

**NEWS DIRECTOR**

Needed for award-winning Midwest AM/FM to head up five-man news team. Must be experienced in management, innovative and people-oriented. Fantastic benefits and facility. T&R to: Radio & Records, 1930 Century Park West, #982, Los Angeles, CA 90067. EOE M/F

WCMB, Chicago's premier Christian-CHR, is seeking a creative morning person with a good taste. T&R: Bob Bear, Box 248, Dunwoody, IL 60532. (312) 561-3480 EOE M/F (5-10)

All Country newscasters needs morning person/MD with experience. T&R: Steve Beany, KWRE, Box 220, Waukesha, WI 53091. EOE M/F (5-10)

Wanted: Announcer for summer opening at information/Country market leader. Good production skills are important. T&R: D.S. Lee, KFQD, Box 2988, Fargo, ND 58108. EOE M/F (5-10)

Sales manager wanted for northern MI 100W FM. Must have experience with national & regional accounts. Call evenings: (517) 321-1763 (5-10)

Mature Pro DJ w/strong production skills. Grow with innovative contemporary, adult FM in major North-Central market. Warm, friendly, one-on-one. Smooth, polished voice. Aircheck, production, resumes, & copy of last Arbitron to: Radio & Records, 1930 Century Park West, #986, Los Angeles, CA 90067. EOE

## OPENINGS

Single 104.5/104.5 has present, part & possible fulltime openings. T&R: Dan Bryan, W8QV, 2353 Brown Rd., Oakdale, WI 54653. EOE M/F (5-10)

Females encouraged for midday opening, at top-rated small market CHR. T&R: Michael Stevens, KBBQ, Box 2300, Ardmore, OK 73402. EOE M/F (5-10)

Big FM, Country format. Live-air talent in drivetimes. Top 100 market. Send T&R: Lee Auld, WOLX, Box 630 Selma, OH 44460. (5-10)

**Dynamic Morning Announcer/PD**

*Mature voice, experience. Salary negotiable. Contemporary Country. Excellent person needed to create an outstanding "sound." Salary requirements, tape, resume to: Manager, KOOR-AM/FM, Independence, IA 5644 (319) 334-2540. EOE*

Account Executives: Get paid what you're worth! Sell A/C in 80's fastest growing county. Call the station manager at WAKE AM/104.5: (218) 462-8111 EOE M/F (5-3)

EYTV FM has an opening for a chief engineer. R. Bob Denver, Meyer Broadcasting Co., Box 1738, Bloomach, MO 65802. No calls. EOE M/F (5-3)

Want to work for a top small market station? Full service AM stereo needs a morning personality. C&R: Scott Richardson, KOGA, Ogilvie, IL 60153. EOE M/F (5-3)

New Class A FM in Cadillac needs a manager who has strong sales & management experience. Will be on air in one to two months. (517) 321-1763, evenings. EOE M/F (5-3)

We're now accepting T&Rs for job openings with small market A/C & CHR client stations. James Media Services, 1775 Woodrow Ct., Wichita, KS 67203. EOE M/F (5-3)

**PROGRAM DIRECTOR**

Major Market, Midwest. Multi-formal experience mandatory. Top pay and benefits package. Resume to: Radio & Records, 1930 Century Park West, #991, Los Angeles, CA 90067. EOE

Wanted: News Editor at full service Country station in state capital. T&R: John Austin, WTL, 3200 Pine Tree Rd., Lansing, MI 48910. No calls. EOE M/F (5-3)

Country K100 FM/Fargo-Moorhead needs a top evening personality with strong production experience. T&R: Dick Johnson, Box 97, Moorhead, MN 56560. EOE M/F (5-3)

We have an opening for an overnight A/C personality at WNAM/Appleton-Dishkash. T&R: Charis Berner, Box 707, Neenah, WI 54956. EOE M/F (5-3)

Experienced air talent with good production is needed now for the afternoon drive at top-rated Country FM. T&R: Carl Rade, KOEL FM, Oshtemo, IA 50962. EOE M/F (5-3)

## A PRAIRIE HOME COMPANION

COMPANY MANAGER

Minnesota Public Radio needs Company Manager for "A Prairie Home Companion" radio show. "A.P.H.C." is produced by Minnesota Public Radio and is broadcast nationally through American Public Radio. The Company Manager will be responsible for all operational aspects of the program, including budgets, facilities, product development, music selection, touring, promotion, and contract negotiations. Requires proven management experience, entrepreneurial instinct, and business background, preferably in arts management. Apply to: Personnel, Minnesota Public Radio, Inc., 45 E. 5th St., St. Paul, MN 55101 AA/EOE

Opening for a chief engineer who has at least eight years experience, including satellite communications & FM stereo. J.D. Ball at KBBN/Mpls: (612) 822-4481 EOE M/F (5-3)

## 93QFM

is seeking a successful Program Director who will keep it a winning AOR Good pay/benefits/working conditions. Resume to: Ralph Barnes, WGFH 606 W. Wisconsin Ave., Milwaukee, WI 53203. EOE

## OPENINGS

### WEST

We have future openings for Country music talents with at least five years experience. T&R: KOLN, Box 30198, Billings, MT 59107. No calls. EOE M/F (5-10)

KOBB is looking for an afternoon drive air personality who will succeed in Hotstage, MOR & production. T&R: Jesse Piro, Box 1068, Yuba City, CA 95691. EOE M/F (5-10)

Country K2FM/KV88 is now accepting T&Rs for future openings. Doug Shena, 1856 E. Plamings Rd., Suite 436, La Vegas, NV 89118. EOE M/F (5-10)

SW CHR top-rated in market, seeking future KMDJ. Good production & music. T&R/production samples: KMDJ, Box 2308, Renoval, MD 96201. EOE M/F (5-10)

PD & AM drive wanted for A/C information station. Promotion & production a must. C&R: Charis Michaels, KSTR, Box 1130, Grand Junction, CO 81502. EOE M/F (5-10)

Engineer needed for AM/FM in Tri-Cities, WA. Good pay/benefits. References/Resume: OAL, KOTY/KHWR, Box 612, Karavotok, WA 98338. EOE M/F (5-10)

### Attention CHR Jocks

Mountain West 100,000-watt CHR FM seeking top-notch jocks - middays and 7-midnight. Good bucks. Send tape & resume immediately to: Chris Leroy, 515 7th Street West, Billings, MT 59101. EOE

Like mountain, clean air and money? Class-3 CHR in Rock is looking for talent. T&R: K082, Rt. 46, Potosi, MO 65880. EOE M/F (5-10)

On our way to Biller of stereo Country! AM-96.4/96.4-Media is looking for mature voice for PM drive & production. Ker Hopper, KTRB, Box 3836, Modesto, CA 95362. (510) 771-1000

CHR personality, the 100th market. Must have creative production talents & love to work. T&R: John Wayland, KRWB, Box 7971, Stockton, CA 95207. (510) 960-0000

62 KBBN/Purdum needs Sports Director to handle reporting, talk shows, sports production & operations. T&R: S. Gallagher, 1801 SW Jefferson, Portland, OR 97201. (5-10)

**Shetrock Communications**

**new 104.5 KMYZ in Tulsa is looking for the most creative personalities for morning drive. Individual or team. State of the art facilities in the great state of OK. Send tapes, resumes, photos and all your good stuff to:**

**Jim Ray, KMYZ, 5810 E. Stealy Dr. Suite 801, Tulsa, OK 74135.**

No calls.

Medium market CHR is seeking a motivated & creative morning personality. Strong production & affairs required. T&R: Paul Wilson, LKJ, 1608 Olson St., Ogden, UT 84404. EOE M/F (5-3)

Experienced engineer/announcer is needed for future opening. T&R: Jim Hampton, KWVN, 300 Holly Dr., Concord, CA 94521. EOE M/F (5-3)

Orange County's Country, KR FM, is seeking new air & news talent. T&R: Chris Adams, 2 City Blvd. East, #183, Orange, CA 92668. No calls. EOE M/F (5-3)

Openings are available for all shifts & news at new Southern OR monster Big Band station. C&R: Mick Ryan, KBBQ, Box 9000, Medford, 97501. EOE M/F (5-3)

K-STAR AM/FM, a medium market station, is seeking a beginning anchor/reporter with potential. T&R: John Schell, Box 1120, Grand Junction, CO 81501. EOE M/F (5-3)

Now 100,000 watt A/C FM plant covering all of Northern CA seeks afternoon drive pro with great production. C&R: KARL, Box 80, Burney, 96013. EOE M/F (5-3)

AZ's only progressive AOR seeks fulltime on-air person with strong production skills & who knows rock, past & present. T&R: Jeff Prots, KSTH, 625 W. Southern, Mesa, 85202. EOE M/F (5-3)

Immediate opening now for air personality/Production Director at this A/C station. T&R: GM, KJUS FM, Box 8890, San Luis Obispo, CA 93403. EOE M/F (5-3)

Single 98 has openings for an experienced salesperson & personality PD with production skills. T&R: Roger McDonald, KJL, 960 Price Ave., Ft. Worth, OR 94053. (908) 528-8000 EOE M/F (5-3)

This A/C is now accepting T&Rs for future openings. George Foss, KBCA, 7806 W. 12,000, N. Trumpton, UT 84337. No calls. EOE M/F (5-3)

# OPPORTUNITIES

## POSITIONS SOUGHT



**We're not looking for good talent.**

**We're looking for the best!** Specifically morning talent and PDs. Several opportunities currently available. Send information as soon as possible to: Don Anthony, Surrey, 105 S. Union, Suite 605, Denver, CO 80222

Opening for announcer/producer who wants to ride in the bus. T&R: Pat Chid, KRNL, 800 Major Blvd., Ravenna, WY 82301. BOE MAF (5-3)

EMIL, Harshon AZ's leader, has openings for full & part-time announcers. T&R: Mike Thompson, Box 10, Cottonwood, 86328. No calls. BOE MAF (5-3)

## POSITIONS SOUGHT

Former air talent/MD WRE/Indianapolis needs work. Ready to relocate. Team player and a plus for you. TERRY FULLER: (317) 344-3541 (5-10)

Professional creative CHR or A/C, currently midday & Promotions with experience as Production Director. Company with security & commitment wanted. BPC: 1409 823-1712 (5-10)

ADR PD/MD with 10 years experience seeks new challenge. Outspoken pro that gets results. GARRETT: (914) 630-7823 (5-10)

Creative Production Director has extensive current market. Have production, great ideas & voice. How I need allow room on the East coast. DESHALE: (914) 636-7829 (5-10)

Air personality/Production Director/writer who likes to get things done, seeks creative CHR or A/C with good management. NGRIVE: (817) 536-3093 (5-10)

Fresh ideas from major market. Move another formerly with WHEW, KPWB & KFI. (800) 266-9229 (5-10)

Want numbers? I've got ten of them (801) 483-4083. Call & you'll get more numbers. Seven year medium market pro available now. JOHN WALKER (5-10)

Upsurge 37-year old personality with characters who can provide wit & creativity. Drives to & experienced in programming & management. TONIC: (313) 894-8762 (5-10)

RICK RABALA is looking for just or move (6) anywhere. Available now. (813) 446-4871 (5-10)

20 year pro All personality/PD/MS. Oides or CHR high energy in all markets. Needs looking for a permanent home. RC: 1409 372-1234 (5-10)

RICK WARD, 22 years medium market CHR, Oides or Country. Up movements on way now. Available now. 1409 378-0727 (5-10)

English personality seeking on-air position anywhere! You won't be disappointed! RUBEN, HARRIS: (800) 677-3830 (5-10)

Top quality announcer/producer wants to join established news operation in medium or large market. Ten years experience. Now for MW. NICK LAMBERG: (318) 386-9977 (5-10)

You're there, I'm here. I'd rather be there. Former PD drive pro is ready to move out! ROD: (318) 342-3068 (5-10)

Want easy PD/MS is available! Ten year pro seeks programming position with stations looking for a creative & honest team player. JIM KERRY: (309) 221-9336. (5-10)

Female with 12 years experience, mostly in news, five at WLVJ/Charlotte. Super anchor & news reporter, prefer MW. (615) 629-0291 (5-10)

Reporter/Anchor & RD, ten years experience in large & medium markets. Five time award winner, good writing & voice. Available now. JOHN KERRY: (414) 873-4238 (5-10)

GRIS SHERRID, sports & on-air talent. (308) 861-8276 (5-10)

MD/1 in the morning, ready to make your mornings number one. Only stable companies considered. DAVE: (804) 786-9324 (5-10)

## Ed Hunske (Larson)

Ambition abounds! Mature pro seeking position with music station. Two years' experience with medium market CHR and ACR. Looking for a future in programming. Call mornings (408) 477-4696.

## POSITIONS SOUGHT

12 year veteran PD seeks opportunity in major market. Proven track record. Major BU station. RICH PHILLIPS: (619) 877-7432 (5-10)

Jack with major market experience is seeking new challenges & new horizons. Currently employed in top-25 market. Let's talk! MARK: (414) 461-2108 (5-10)

Medium market morning man, major market talent on or off air in Washington, Baltimore, NYC & in areas in CA & FL. TONIC: (318) 852-4529 (5-10)

Bright new voice wants to boost your ratings. Seeking BU job slot in TX or TN medium market. Will relocate. PAULA: (718) 943-4979 (5-10)

Unemployed announcer seeking position in small market. Any format. Ready to relocate. T&R available. BO HARRIS: (218) 706-2212 (5-10)

Five year radio news pro. Great plans, innovative writing style & versatility. Mike DONALD ORTIZ COHEN on coast to you available. RICH MCJULIETTE: (312) 464-6374 (5-10)

Add that big market sound to your CHR. Experienced medium market personality seeks new challenge. Great plans. T&R available. RICH MCJULIETTE: (312) 464-6374 (5-10)

Over 1000 character volume! Many sound the same... amazing! BROWN & CO. for hire. Top-50 market. (804) 237-2139 (5-10)

Sports package. PEP announcer available for your sports package now. Five years division one experience. JOHN REBERTSON: (714) 535-3476 (5-10)

Medium market morning. Talent AM drive pro produces ratings & revenue. SEAR: (308) 833-8002 (5-10)

Major market pro available for AFPM/MD or shift. All formats. Custom markets manager. AL: (801) 966-2641 (5-10)

Former production manager at SBET/As Angeles for eight years. Available now. GUS KRUBER: (213) 472-8009 (5-10)

CHR, A/C co-ordinator looking for new challenge in BW. Five years experience in medium market. SHAWN: (808) 722-9025 or (718) 726-1348 (5-10)

Attention WVC judges: Need a talented/11 can do voice & write line. Experienced on top shows. Ring my ding-ding! The JORDAN: (618) 288-1143 (5-10)

Dedicated & hard-working A/C or Country personality looking for a good job market. Writing to relocate. JOHN: (801) 767-1568 (5-10)

Experienced medium market air personality seeks fulltime air position. Strong voice, enthusiastic, all markets considered. Will relocate. MICHAEL: (517) 372-0443 (5-10)

Talented CHR, A/C personality looking for PL gig. Top production & references. LARRY: (804) 386-1769 or (813) 246-1680 (5-10)

Boy, do I want back! 16 year funny & family man in radio. Looking for moving community. RICH's talk. (703) 271-7096 (5-10)

Alpha Beta Kaps, accredited school. Need start, mature & disciplined. Six months news talking, DJ or sports. Can do production. BOB DAVIS: (802) 344-8473 or 832-2222 (5-10)

Creative 15 year veteran in all formats seeking full or parttime position in CA. Excellent production. JACK: (618) 304-8913 (5-10)

Cross-over/MD, also charge GM/MD with 23 years experience in seeking CHR or A/C for research, production or on-air position in MW. Box 44382, Channah, OH 46244 (5-10)

Some experience in top 100 market. Want parttime salesperson. Prefer MW. RANDY: (318) 368-4212 or 368-0281 (5-10)

Wanted: Greater Chattanooga-Dayton area. Professional with 18 years experience as PD/MD looking for CHR, A/C or B/J. Available now. SCOTT: (615) 626-9793 (5-10)

Experienced talk show hostess wants a slot where she can develop her talents. Bright, warm & witty. MARY: (308) 377-8712 (5-10)

Experienced Country programmer with excellent track record on WJZZ/MSK seeking a long term position with a stable operation in SE/WV. RICK: (218) 623-4693 (5-10)

GM's: Medium market PD in Great Lakes area is my goal. We consider small market PD. Experienced, smooth & great production. MARK: (308) 464-9431 (5-10)

Broadcast excellent good cooking entry level position on-air. Trained in news/production. Will relocate to CHR, A/C or ACR. Available now. TOM: (318) 388-4212 (5-10)

Baltimore Philanthropist wants to stick his stick in your spring! Want the audience? Sign on the ultimate innovator in place of this. Phono PHILASH: (301) 377-8349 (5-10)

Experienced research consultant is looking for a change. Major/medium markets considered & am relocating. Let's talk about increasing your numbers! (418) 294-6489 (5-3)

I am homeseek for New England & the NE! Recent college grad with over seven years experience seeks slot in any ACR, CHR or A/C. SCOTT LEVISON: (308) 739-4239 (5-3)

PD with winning track record wants to come home to the East in any Country, CHR or ACR station. JOHN: (703) 886-9044 or 948-8271 (5-3)

Country personality in the same market since '86 needs similar position. JACK BENO: (808) 371-6488 (5-3)

## POSITIONS SOUGHT

Presently employed, hard working & experienced family man seeks a long-term opportunity in MA or NH. THOM WHEAT: (603) 877-346-1088 (5-3)

HUGBO HART: Major market doing talk show personality is seeking good opportunity in Top 25 market. If you're looking for volumes: (707) 443-8938 (5-3)

Young & ambitious pro with four years experience is now at 100,000 watt Country FM & want a CHR or small market PD slot. RON ALLSTON: (618) 663-7486 (5-3)

Can't work when you're unemployed. Will with experience at KGLD & 95.7 probers BWW, North or East. DON YORR: (512) 676-2566 or 676-7036 (5-3)

Just recently missed out a big gig. SCR/Atlanta. Creek water is seeking fulltime slot. FRANK BUTERA: (418) 223-1534 (5-3)

12 year pro currently broadcasting music & news worldwide with the Voice of America in D.C. wants a position in S. CA or Las Vegas. STEVE: (301) 340-2268 (5-3)

The best news on one page. Large metro area job with five times MD experience seeks Top 100 mid-Atlantic station. CRAIG: (308) 746-8032 or 755-1252 (5-3)

## PROMOTION SPECIALIST

**W/production**  
**MAJOR MARKET EXPERIENCE** in all phases of marketing including sales client lists, promos w/major bands, AND commercial production. Conception to execution. Tape & portfolio w/excellent refs upon request. R. Keith Wilson, (303) 750-8008. P.O. Box 781, Englewood, CO 80110.

Well-programmed, local & warm personality seeks air shift on a radio & production operation in a medium market. PAUL BAKER: (418) 334-4302 (5-3)

Available now: Reluctable DJ with experience in news, news/weather, sport & production. Give me a good start! GREG: (308) 386-4212 or 764-8626 (5-3)

Hard working pro with eight years experience in news, announcing & production is immediately available in L.A. RON BRONSTEIN: (312) 344-8972 (5-3)

College grad with experience in promotions, traffic, continuity, programming & production desires fulltime air shift, but will consider any position. (308) 762-0177 (5-3)

Midwest Creative rock jock is being held prisoner in Pittsburgh. America's leading ACR city. Send help quickly! JERRY STROTHGERS: (412) 344-8972 (5-3)

I've done ACR & CHR air work in Chicago, Seattle & Jacksonville & have progressed in Milwaukee, Atlanta & Rochester. GREG ALBERTS: (404) 794-8007 (5-3)

Eight year pro with major market experience seeks Production Director slot &/or air shift in the Tampa/St. Petersburg area. ALFREDO: (312) 676-9649 (5-3)

Five year pro seeks creative & challenging air talent slot in any A/C or CHR format. CHRIS BROWN: (806) 482-3303 (5-3)

DAVE HENRY: Jack in the afternoon at KLSZ/Los Angeles is looking for a Kansas City or Toledo opening any station. (913) 941-7044 (5-3)

Pro with three years experience in Country, A/C & CHR is looking to move up to a medium market challenge, especially in SW TX. JIM: (808) 822-7843 (5-3)

Radio is my life. Ambitious team player with good voice & production skills has a B.A. & eight years A/C, CHR & AOR experience. JEFF: (308) 762-1871, after 7 o'clock (5-3)

Top-rated jock with eight years experience is tired of the B.S. & wants to work with true professionals. D.L.: (317) 388-4380 (5-3)

15 years experienced air talent currently working at Oides station Super 1080 wants to relocate anywhere for any station. DARRYL EVANS: (618) 808-8388 (5-3)

Max cannot live on parttime about Announcer/production position sought in very small market station East of the Mississippi. DON: (618) 886-3762 (5-3)

I'm looking for a real good PD to round out my air performance. I've got five years WC experience & prefer a West Coast medium/major market. BLMO: (808) 773-8126 (5-3)

Turn me on tonight... I'm radio active. Former WCKX/Atlanta Production Director/Assistant PD with good press contacts near ACR challenge. BRADEN: (308) 822-4323 (5-3)

Superiorly Produced Director who is a creative writer has a great taste & character voices. Formerly with WFOQ/Indianapolis, I'm ready now. TOM: (317) 846-2185 (5-3)

Major market morning personality with over 80 character voices & 11 years as a stand-up comic is looking for a slot alone or with a team. WOODY: (408) 892-8238 (5-3)

RICK BICRETT: 16 year numerous, informative & creative pro is now available. Presently looking for similar slot anywhere. (208) 881-7282 (5-3)

Attention small markets: If you're looking for an ambitious, creative & hard working female announcer with drive & dedication, call MERRAL: (212) 293-1274 (5-3)

## POSITIONS SOUGHT

Available Wednesday with over 20 years experience. Five years in news, want slot in Philadelphia. St. Louis, Denver or anywhere in FL. (613) 446-4871 (4-20)

TED KELLY: 10 years experienced CHR personality is available now. Formerly with 89.4 & 89.7, I'm ready for a challenge with a winner only. (504) 348-4628 (4-18)

Pro with four experience in as sports PEP, sports talk show host & news anchor/reporter wants to relocate. RANDY: (304) 622-0386 (4-26)

April 8th marked the 21st year as a Philadelphia PD/CM personality. Now I'm seeking a similar combo in a Top 10 market. ALAN SWAN: (215) 674-0888 (4-12)

San Francisco sales-over/promotions specialist wants a position at a West Coast production house, agency or station. GEORGE: (714) 786-0806 (5-3)

## MISCELLANEOUS

WWWW needs record service from all labels. Contact WWWW, Carrollton Ave. Extended, Greenwood, MS 38930. (5-10)

WWRC/Washington, DC needs MOR & A/C singles & LP service from all labels. Chuck Dohmann, 6121 George Ave., Silver Spring, MD 20910. (5-10)

KSPW/Baltimore needs Country service of singles & albums. Brian Rice, Box D, WA 98227. (5-10)

CHR & A/C record service needed immediately! Send product to: WYLL, 1288 Jones Rd., Melbourne, FL 32938. (5-10)

South FL's top-rated AM/HR combo needs CHR & AOR service. Send singles & albums to: Tins, WAL, 95, 7 McDonald Ave., Key West, 32040. (305) 286-7878 (5-10)

ETSW/Grand Citrus requests A/C record service from all labels. We need titles as well as current hits. Tim Scott, 2940 Brady St., Davenport, IA 52804. (5-3)

WYWA, All 800 Radio, seeks record service. We feature current, traditional & bluegrass music. Rochester, NY 14608. (5-3)

NYWA/Las Vegas needs emergency CHR service from all labels. Robert Haldy, 919 West Bonanza St., NV 89108 (5-3)

**Important Notice:** When replying to R&R Blind Boxes, please keep the size of your package limited to a 9" x 12" envelope

**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-6pm (PST) (213) 563-4330 or mail to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

**Thank you,  
Black/Urban  
Radio for  
helping us  
reach our  
goal!**



**Sade and  
Luther Vandross  
are now platinum--  
thanks to you!**

Distributed by CBS Records



## NATIONAL MUSIC FORMATS

Added This Week

### Satellite Music Network

George Williams (214) 343-9205

#### The Starstation

HAROLD FALTERMEYER "Axel F"

#### Country Coast-To-Coast

JOHN ANDERSON "It's All Over Now"  
GARY MORRIS "Lasso The Moon"

#### Rock 'N' Hits

PHIL COLLINS "Sussudio"  
SURVIVOR "The Search Is Over"  
JOHN CAFFERTY & THE BEAVER BROWN BAND  
"Tough All Over"  
KIM CARNES  
"Crazy In The Night (Barking At Airplanes)"

### Concept Productions

Elvin Ichiyama (916) 782-7754

#### CHR

DURAN DURAN "A View To A Kill"  
CYNDI LAUPER "The Goonies 'R' Good Enough"  
LUTHER VANDROSS "Til My Baby Comes Home"  
JOHN FOGERTY "Centerfield"  
"TIL TUESDAY "Voices Carry"  
KIM CARNES  
"Crazy In The Night (Barking At Airplanes)"  
JOHN CAFFERTY & THE BEAVER BROWN BAND  
"Tough All Over"

#### Country

JANIE FRICKE "She's Single Again"  
DAVID ALLAN COE "Don't Cry Darlin'"  
DOLLY PARTON & KENNY ROGERS "Real Love"

### Media General Broadcast Services

Bob Durnais (901) 320-4433

#### Action

JOHN FOGERTY "Centerfield"  
MAUREEN STEELE "Save The Night For Me"  
TINA TURNER "Show Some Respect"  
JOHNNY MATHIS "Right From The Heart"  
EVELYN "CHAMPAGNE" KING "Til Midnight"  
ANNE MURRAY "I Don't Think I'm Ready For You"

#### Your Country

HANK WILLIAMS JR. "I'm For Love"  
BELLAMY BROTHERS "Old Hippie"  
KENNY ROGERS "Love Is What We Make It"

#### Hit Rock

PHIL COLLINS "Sussudio"  
DURAN DURAN "A View To A Kill"  
BOY MEETS GIRL "Oh Girl"  
MICK JAGGER "Lucky In Love"  
CYNDI LAUPER "The Goonies 'R' Good Enough"

### Transtar

Chick Watkins (303) 578-0700

#### Adult Contemporary

DeBARGE "Rhythm Of The Night"  
REO SPEEDWAGON "Can't Fight This Feeling"  
COMMODORES "Nightshift"  
MADONNA "Crazy For You"  
BRUCE SPRINGSTEEN "I'm On Fire"  
DAN FOGELBERG "Go Down Easy"

#### Country

Tom Casey (213) 480-6383  
LEE GREENWOOD "Disie Road"  
STEVE WARNER "Heart Trouble"  
LOUISE MANDRELL "Maybe My Baby"  
STATLER BROTHERS "Hello Mary Lou"

### TM Programming

Cal Casey (214) 634-8511

#### Stereo Rock

LUTHER VANDROSS "Til My Baby Comes Home"  
PHIL COLLINS "Sussudio"

#### TM AC

REO SPEEDWAGON "One Lonely Night"

#### TM Country

JOHN ANDERSON "It's All Over Now"  
JANIE FRICKE "She's Single Again"  
HANK WILLIAMS JR. "I'm For Love"  
VERN GOSDIN  
"Dim Lights, Thick Smoke, (And Loud, Loud Music)"

### Peters Productions, Inc.

Debbie Walsh (619) 565-8511

#### Country Lovin'

DAN SEALS "My Old Yellow Car"  
HANK WILLIAMS JR. "I'm For Love"  
GARY MORRIS "Lasso The Moon"

#### The Great Ones

LIMAH! "Never Ending Story"

### Drake-Chenault

Bob Lawrence (818) 883-7400

#### XT-40

CYNDI LAUPER "The Goonies 'R' Good Enough"  
LIMAH! "Never Ending Story"  
GRAHAM PARKER & THE SHOT  
"Wake Up (Next To You)"  
JOHN CAFFERTY & THE BEAVER BROWN BAND  
"Tough All Over"

#### Contempo 300

MADONNA "Angel"  
GRAHAM PARKER & THE SHOT  
"Wake Up (Next To You)"

#### Great American Country

HANK WILLIAMS JR. "I'm For Love"  
BELLAMY BROTHERS "Old Hippie"  
WILLIE NELSON, KRIS KRISTOFFERSON,  
WAYLON JENNINGS, & JOHNNY CASH  
"Highwayman"

### Radio Arts

John Benedict (818) 841-0225

#### Country's Best

BELLAMY BROTHERS "Old Hippie"  
HANK WILLIAMS JR. "I'm For Love"  
ALABAMA "Forty Hour Week (For A Livin')"

#### Soft Contemporary

DOLLY PARTON & KENNY ROGERS "Real Love"  
LIMAH! "Never Ending Story"

#### Sound 10

JOHN FOGERTY "Centerfield"  
WHITNEY HOUSTON "You Give Good Love"  
PHIL COLLINS "Sussudio"  
EVELYN "CHAMPAGNE" KING "Til Midnight"  
ANNE MURRAY "I Don't Think I'm Ready For You"

### BPI

John Sherman/Bob English (206) 624-8651

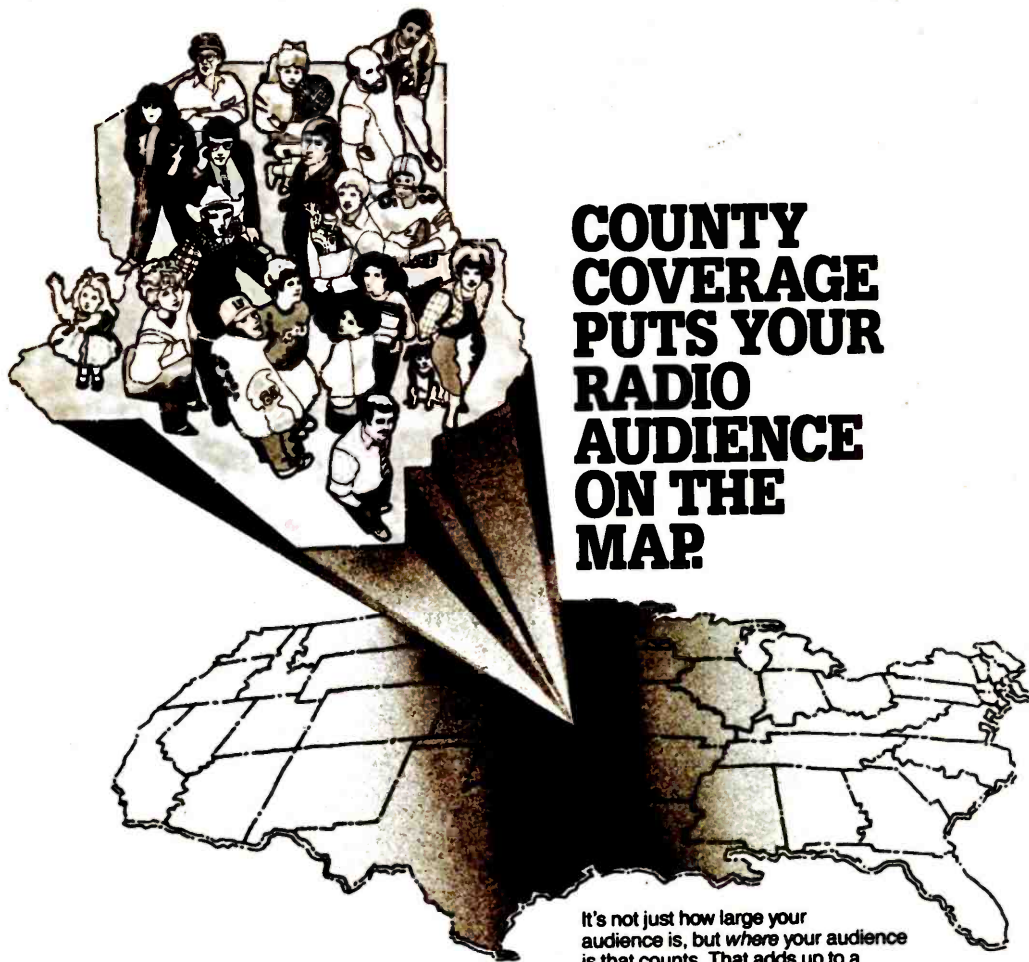
#### Adult Contemporary

LIMAH! "Never Ending Story"  
SADE "Your Love Is King"

#### Modern Country

ALABAMA "Forty Hour Week (For A Livin')"  
ANNE MURRAY "I Don't Think I'm Ready For You"  
CHARLEY PRIDE "Down On The Farm"





# COUNTY COVERAGE PUTS YOUR RADIO AUDIENCE ON THE MAP.

It's not just how large your audience is, but *where* your audience is that counts. That adds up to a better selling approach for your station.

With County Coverage, you can pinpoint your station's audience reach county by county. Show advertisers your station can deliver a target audience in their trading area.

Arbitron Radio 1985 County Coverage Study, with all field work conducted in 1984, will be published June 7, 1985. Order now and put your audience on the map.

Contact your Arbitron Radio representative for more information or call:

**(212) 887-1300**

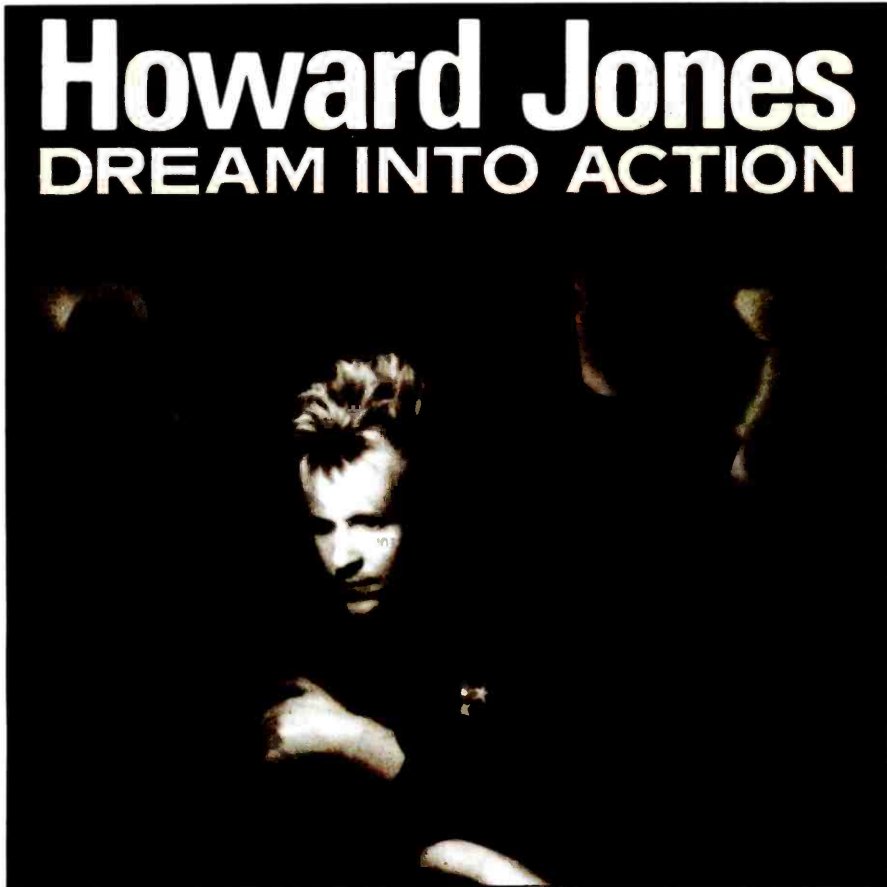
**ARBITRON  
RATINGS**





# HOWARD JONES

## Howard Jones DREAM INTO ACTION



British superstar HOWARD JONES breaks in America  
with his smash single  
**"Things Can Only Get Better."**

Current believers are:

WWIN, WXYV, WDJY, WKYS, WHUR, WANT, V103, WPEG, WGIV,  
3WZ, WWDM, WEDR, WPDQ, WTMP, WGCI, WBLK, WZEN, KMJM,  
KPRS, WHRK, WLOK, KRNB, KGFJ, KJLH, KACE, XHRM, WJYL,  
WNHC, WPLZ, WLUM, KQXL, WVKO, KUKQ.

Urban Track: 58\* Billboard  
CHR Track: 19\* Billboard 17\* R&R  
CHR Album: 34\* Billboard 18\* R&R  
Pick To Click In Impact.

Remember, **"Things Can Only Get Better"** with HoJo!



# BLACK/URBAN ADDS & HOTS

## EAST

**WVTV** Charlotte  
Ray Campbell  
PERRY PAID  
CONRADSON  
HICK & HICK  
HICK & HICK  
LISA LISA  
GLOVE BERRY  
Baltimore  
LISA LISA  
GLOVE BERRY  
Baltimore  
GAMMA PALFREY  
Baltimore  
BILLS '68  
WETNEY REPORT  
Baltimore

**WVTV** Charlotte  
Ray Campbell  
PERRY PAID  
CONRADSON  
HICK & HICK  
HICK & HICK  
LISA LISA  
GLOVE BERRY  
Baltimore  
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GLOVE BERRY  
Baltimore  
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GLOVE BERRY  
Baltimore  
GAMMA PALFREY  
Baltimore  
BILLS '68  
WETNEY REPORT  
Baltimore

**WVTV** Charlotte  
Ray Campbell  
PERRY PAID  
CONRADSON  
HICK & HICK  
HICK & HICK  
LISA LISA  
GLOVE BERRY  
Baltimore  
LISA LISA  
GLOVE BERRY  
Baltimore  
GAMMA PALFREY  
Baltimore  
BILLS '68  
WETNEY REPORT  
Baltimore

## SOUTH

**WVTV** Charlotte  
Ray Campbell  
PERRY PAID  
CONRADSON  
HICK & HICK  
HICK & HICK  
LISA LISA  
GLOVE BERRY  
Baltimore  
LISA LISA  
GLOVE BERRY  
Baltimore  
GAMMA PALFREY  
Baltimore  
BILLS '68  
WETNEY REPORT  
Baltimore

**WVTV** Charlotte  
Ray Campbell  
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CONRADSON  
HICK & HICK  
HICK & HICK  
LISA LISA  
GLOVE BERRY  
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GLOVE BERRY  
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GLOVE BERRY  
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Baltimore  
BILLS '68  
WETNEY REPORT  
Baltimore

## WEST

**WVTV** Charlotte  
Ray Campbell  
PERRY PAID  
CONRADSON  
HICK & HICK  
HICK & HICK  
LISA LISA  
GLOVE BERRY  
Baltimore  
LISA LISA  
GLOVE BERRY  
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GLOVE BERRY  
Baltimore  
GAMMA PALFREY  
Baltimore  
BILLS '68  
WETNEY REPORT  
Baltimore

## MIDWEST

**WVTV** Charlotte  
Ray Campbell  
PERRY PAID  
CONRADSON  
HICK & HICK  
HICK & HICK  
LISA LISA  
GLOVE BERRY  
Baltimore  
LISA LISA  
GLOVE BERRY  
Baltimore  
GAMMA PALFREY  
Baltimore  
BILLS '68  
WETNEY REPORT  
Baltimore

**WVTV** Charlotte  
Ray Campbell  
PERRY PAID  
CONRADSON  
HICK & HICK  
HICK & HICK  
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GLOVE BERRY  
Baltimore  
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GLOVE BERRY  
Baltimore  
GAMMA PALFREY  
Baltimore  
BILLS '68  
WETNEY REPORT  
Baltimore

82 Reporting Stations  
78 Current Reports

The following stations were frozen  
this week: WVIN/Baltimore, JET94/  
Chattanooga and WDMA/Memphis.  
WOKS/Williamsburg is no longer  
a Black/Urban reporter.

Stations are listed by  
region. Hots are listed in  
order of their airplay activity.



**A HIT  
ON THE RISE  
FROM  
KENNY G &  
KASHIF.**

**BREAKER<sup>37\*</sup>**

Together these two dynamic musicians have come up with a sound that's too hot to cool down.

**"Love On The Rise"**

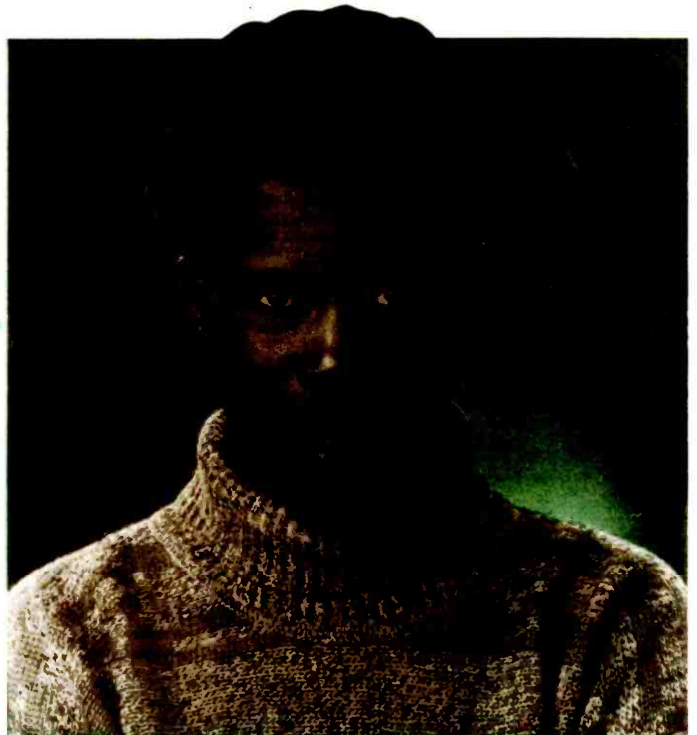
From the album **GRAVITY** by  
**KENNY G & G-FORCE**

**THE  
THIRD WAVE  
OF SUCCESS  
FROM  
BILLY OCEAN.**

The title track from his platinum LP is his third consecutive top 5 hit!

**"Suddenly"**

**15\*-5\***



**Arista Means Action...  
And There's More To Come!**

**ARISTA**

JAZZ

TOP 30

MAY 10, 1985

- 1 STANLEY JORDAN/Magic Touch (Blue Note)
2 RARE SILK/American Eyes (Palo Alto)
3 WEATHER REPORT/Sortin' Life (Columbia)
4 KENNY BURRELL GROVER WASHINGTON JR./Togethering (Blue Note)
6 STANLEY TURRENTINE/Straight Ahead (Blue Note)
8 ERICSTONE ANDERSON/When The Sun Goes Down (Concord)
7 MAYNARD FERGUSON/Live From San Francisco (Palo Alto)
9 BOBBY HUTCHERSON/Good Bat (Landmark)
9 YELLOWJACKETS/Samurai Samba (WB)
13 EMILY REMLER/Carwash (Concord)
17 EARL KLUHNS/Soda Fountain Shuffle (WB)
17 CHET Atkins, C.B.P./Stay Tuned (Columbia)
18 TAMA MARIA/Made in New York (Manhattan)
12 DANDY ANDER & BARBARA HIGGIE QUINTE/Live At Montreux (Windham Hill)
14 PHIL WOODS QUARTET/Live From New York (Palo Alto)
21 GEORGE HOWARD/Dancing In The Sun (TBA/Palo Alto)
18 BIONA LESSIANA w/REBULA/No Standing (Zebra)
18 DAVE GRUBBS/One Of A Kind (GRP)
DEBUT 20 DIZZY GILLESPIE/New Faces (GRP)
23 PATRICK FLUMMETT/Purists' Safari (Nones)
24 MICHEL PETRUCCIAMI TRIO/Live At The Village Vanguard (George Wein/Concord)
22 ANDREAS VOLLENWEIDER/White Winds (FM/CBS)
30 SPECIAL EPK/Modern Manners (GRP)
28 TAL FARLOW/The Legendary Tal Farlow (Concord)
14 DAVID SANBORN/Straight To The Heart (WB)
DEBUT 26 ANTHONY BRAXTON/Seven Standards 1985, Vol. 1 (Magenta/Windham Hill)
19 RICKY FORD/Shorter Ideas (Blue)
DEBUT 28 POCKET CHANGE/Colors Of The Wind (Brainchild)
20 JAMES WILLIAMS/Alter Ego (Sunnyside)
DEBUT 29 LIZ STORY/Unaccountable Effect (Windham Hill)

Black/Urban stations contributing to Jazz: WUND/Hartford, Melrose McChes; KJCB/Lafayette, Boston; Eves; WYLD-FM/New Orleans, Dell Spencer; WGCI/Chicago, Graham Armstrong; WDMT/Cleveland, Dean-Dean Rufa; WVOT/Toledo, Mass Myrick; XDRM/San Diego, DuR Lindsay.

NEW & ACTIVE

- MITCHEL FORMAN "Train Of Thought" (Magenta/Windham Hill) 18/8
RANBY BERGEN "Music For Plants, People & Washing Machines" (Zebra) 18/4
DALES DAVIS "You're Under Arrest" (Columbia) 12/4
ALPHONSE BOUZON "The Sky Is The Limit" (Passes) 11/3
CINCE CONEA "Voyage" (ECM) 10/1
DAVE McKENNA "The Key Man" (Concord) 10/0

MOST ADDED

- DIZZY GILLESPIE (24)
ANTHONY BRAXTON (14)
SARIL ILIAMI (12)
LIZ STORY (10)
SPECIAL EPK (9)
TOM GRANT "Just The Night Moment" (Passes) 8/0
JIMMY POWDER "So Many Stars" (Millstone/Fantasy) 8/7
LIQUEL MARPTON "Ambassador At Large" (Black-Hump) 8/2
BEST OF BLUE NOTE "Best Of Blue Note" (Blue Note) 8/0
MARK DRUMPHY "Slings The Hot King Into Space" (Blue) 8/1
PAML WRITER CONSORT "Concert For The Earth" (Living Music) 7/2
JOHNSA BREAKSTONE "Four Over Four Equals One" (Donnera) 6/2
JEFF LONBER "Step By Step" (Arista) 6/1
SADE "Diamond Life" (Petrain/CBS) 6/0

HOTTEST

- STANLEY JORDAN (32)
RARE SILK (18)
WEATHER REPORT (18)
YELLOWJACKETS (12)
BIOBY BURRELL & WASHINGTON JR. (17)
STANLEY TURRENTINE (12)
YELLOWJACKETS (12)
SAMURA SAMBA (WB)

REGIONALIZED ADDS & HOTS

Regionalized Adds & Hots grid with columns for EAST, SOUTH, and WEST. Includes station call letters and program details for various markets.

Regionalized Adds & Hots grid with columns for MIDWEST and WEST. Includes station call letters and program details for various markets.

Advertisement for Miles Davis' album 'You're Under Arrest'. Features the text 'THIS ONE'S A KILLER!' and 'Miles Davis "You're Under Arrest"'. Includes a photo of Miles Davis and promotional text about the album's quality and Miles' career.

KCSC/Oklahoma City, KPLU/Tacoma-Seattle, KTCJ/Minneapolis, WBFO/Buffalo, and WVOT/Toledo called in a frozen playlist.

# COUNTRY

## TOP 50

MAY 10, 1985

Week	Time	Last	Weeks	Artist	Title
13	8	4	1	CONWAY TWITTY	Don't Call Him A Cowboy (WB)
8	5	2	4	CHARLY McCLAIN	Radio Heart (Epic)
17	11	7	1	RONNIE MILSAP	She Keeps The Home Fires... (RCA)
9	4	3	4	RONNIE McDONWELL	In A New York Minute (Epic)
12	7	5	2	MARK GRAY & TANNY WYNETTE	Sometimes When We Touch (Columbia)
11	9	6	2	JOHN COBLE	Working Man (MCA)
10	10	8	1	MERLE HAGGARD	Natural High (Epic)
18	12	10	2	OAK RIDGE BOYS	Little Things (MCA)
8	2	1	9	SYLVIA	Fallin' In Love (RCA)
23	15	12	2	CRYSTAL BAYLE	Nobody Wants To Be Alone (WB)
22	17	15	2	RICKY SHARRS	Country Boy (Epic)
21	16	14	2	BARBARA MANDRELL	There's No Love In Tennessee (MCA)
24	18	17	1	T.S. SHEPPARD	You're Going Out Of My Mind (WB/Curb)
14	13	11	3	EXILE	She's A Miracle (Epic)
27	22	21	2	WHITESN/	It Ain't Love (Let's Leave It Alone) (MCA/Curb)
26	18	16	2	DEL McDANIEL	Let It Roll (Let It Rock) (Capitol)
24	20	18	2	WILLIE NELSON	Forgiving You Was Easy (Columbia)
35	27	25	2	LEE GREENWOOD	Owie Road (MCA)
36	24	21	3	EMMYLOU HARRIS	White Line (WB)
38	21	23	2	STATLER BROTHERS	Hello Mary Lou (Mercury/PG)
37	29	25	3	STEVE WARNER	Heart Trouble (MCA)
31	28	24	4	BAR SEALS	My Old Yellow Car (EMI America)
23	3	5	23	SAWYER BROWN	Step That Step (Capitol/Curb)
1	1	12	24	REBA McENTHINE	Somebody Should Leave (MCA)
42	35	36	2	EDDY RAVENH	Operator, Operator (RCA)
34	32	30	2	ED BRUCE	When Givin' Up Was Easy (RCA)
37	34	31	3	LOUISE MANDRELL	Maybe My Baby (RCA)
4	6	17	23	EDDIE HARRITT	Warning Sign (WB)
—	46	35	2	EARL THOMAS COBLEY	Love Don't Care (RCA)
—	44	40	2	JOHN SCHNEBERER	A Short Walk From... (MCA)
—	46	—	—	BELLAMY BROTHERS	Old Hippie (MCA/Curb)
BREAKER	42	37	5	ALABAMA	Forty Hour Week (For A Livin') (RCA)
—	43	43	1	JOHN ANDERSON	Ain't All Over Now (WB)
—	44	—	—	GARY MORRIS	Lasso The Moon (WB)
46	38	38	2	CHARLEY PRIME	Down On The Farm (RCA)
—	39	45	1	GEORGE JONES & LACY J. BALTHAZAR	Size Seven Round (Made Of Gold) (Epic)
BREAKER	44	35	9	HANK WILLIAMS JR.	I'm For Love (WB/Curb)
BREAKER	44	34	11	RAY CHARLES with MICKY GILLEY	Ain't Gonna Worry My Mind (Columbia)
43	41	41	2	DAVID ALLAN COE	Don't Cry Darlin' (Columbia)
DEBUT	41	39	3	NELSON/JENNINGS/CASH/KRISTOFFERSON	Highwayman (Columbia)
7	19	20	41	ALABAMA	There's No Way (RCA)
25	25	28	42	BETH STEGALL	California (Epic)
2	14	27	43	BOLLY PARTON	Don't Call It Love (RCA)
—	40	47	33	KENNY ROGERS	Love Is What We Make It (Liberty)
47	41	39	46	JUDY RODGERS	Ain't Been Had By Love Before (MTM)
45	39	37	46	JIMMY BUFFETT	Who's The Blonde Stranger? (MCA)
38	36	34	47	VINCE GILL	True Love (RCA)
DEBUT	43	43	1	JOHNNY LEE	Save The Last Chance (Full Moon/WB)
DEBUT	43	43	1	AMIE MURRAY	Don't Think I'm Ready For You (Capitol)
41	37	35	50	KATY MATTEA	Your Reputation Talkin' (Mercury/PG)

Total Reports/Adds	Heavy	Medium	Light
159/2	142	15	2
155/0	131	16	8
162/0	122	39	1
153/0	127	13	13
155/0	120	29	6
154/0	116	28	10
155/0	117	36	2
162/0	109	47	6
151/0	113	21	17
162/1	81	72	9
153/0	88	51	14
149/1	70	71	8
147/0	81	62	14
160/3	50	97	13
143/1	66	69	18
153/1	59	78	16
158/5	44	99	18
158/1	36	102	21
150/2	27	103	20
154/7	27	106	22
153/7	26	95	32
146/3	29	91	26
123/0	74	26	24
110/0	51	36	23
148/6	16	90	43
133/4	19	87	27
142/9	24	86	32
98/0	40	31	27
144/19	6	75	63
128/19	7	68	53
137/31	2	63	72
124/61	6	49	69
121/18	2	56	64
125/20	2	56	68
108/4	9	67	32
106/15	6	55	45
113/32	3	48	62
109/21	4	44	61
90/2	6	52	32
95/47	1	31	63
53/0	15	24	14
64/0	9	35	20
55/0	13	29	13
75/2	9	35	31
73/2	1	45	27
64/0	4	35	24
56/1	10	34	12
84/36	0	21	63
77/48	2	18	59
62/2	7	29	26

## MOST ADDED

Artist	Title
ALABAMA (81)	Forty Hour Week (For A Livin') (RCA)
AMIE MURRAY (48)	Don't Think I'm Ready For... (Capitol)
NELSON/JENNINGS/CASH/KRISTOFFERSON (47)	Highwayman (Columbia)
BOLLY PARTON & KENNY ROGERS (46)	Real Love (RCA)
JANIE FRICKE (42)	She's Single Again (Columbia)
JOHNNY LEE (38)	Save The Last Chance (Full Moon/WB)
GLEN CAMPBELL (34)	Let's Stay (Atlantic America)
HANK WILLIAMS JR. (32)	I'm For Love (WB/Curb)
BELLAMY BROTHERS (31)	Old Hippie (MCA/Curb)
LAME BRADY (28)	He Burns Me Up (EMI America)

## HOTTEST

Artist	Title
CHARLY McCLAIN (89)	Radio Heart (Epic)
CONWAY TWITTY (79)	Don't Call Him A Cowboy (WB)
MARK GRAY & TANNY WYNETTE (64)	Sometimes When We Touch (Columbia)
RONNIE MILSAP (60)	She Keeps The Home Fires... (RCA)
RONNIE McDONWELL (54)	In A New York Minute (Epic)
MERLE HAGGARD (50)	Natural High (Epic)
SYLVIA (45)	Fallin' In Love (RCA)
OAK RIDGE BOYS (37)	Little Things (MCA)
RICKY SHARRS (35)	Country Boy (Epic)
JOHN COBLE (28)	Working Man (MCA)

**MOST ADDED & HOTTEST** list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song the week or noting that the song is among their list.

# BREAKERS.

### ALABAMA

**Forty Hour Week (For A Livin') (RCA)**

On 77% of reporting stations. Rotations: Heavy 8, Medium 48, Light 69, Total Adds 61 including WPTX, WWH, WXTU, KX100, WZZK, WUBY, KIKX, WGXX, KKYX, WUSB, KSO, WWWW, KPKF, KLZ, KMP5. A most added record. Debuts at number 32 on the Country chart.

**HANK WILLIAMS JR.  
I'm For Love (WB/Curb)**

On 70% of reporting stations. Rotations: Heavy 3, Medium 48, Light 82, Total Adds 32 including WDVL, WFOR, WLQ, KXYL, WMB, KYXX, WUBE, WGPK, WOW, KTTB, KTFK, KYGO, KMAK, KRAK, KCUB. A most added record. Debuts at number 37 on the Country chart.

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, 5-7-85.

### RAY CHARLES with MICKY GILLEY

**Ain't Gonna Worry My Mind (Columbia)**

On 67% of reporting stations. Rotations: Heavy 4, Medium 44, Light 61, Total Adds 121 including WKYG, WKY, WLQ, KEAM, WYSH, WCOB, WNOX, WDXE, KYKK, WOYK, KSO, WCUZ, WDAF, KRBT, KBOP. Moves 46-38 on the Country chart.

On your desk today is one of **George Strait's** hottest records yet!

## "The Fireman"

1985 ACM Top Male Vocalist

Guaranteed to heat up your playlist and light up your phones!

From the LP "Does Ft. Worth Ever Cross Your Mind" 5518

Produced by Jimmy Bowen and George Strait

**MCA RECORDS**  
Delivering the Music of the 80's





*Holly*  
**DUNN**

**“Playing  
For Keeps”**

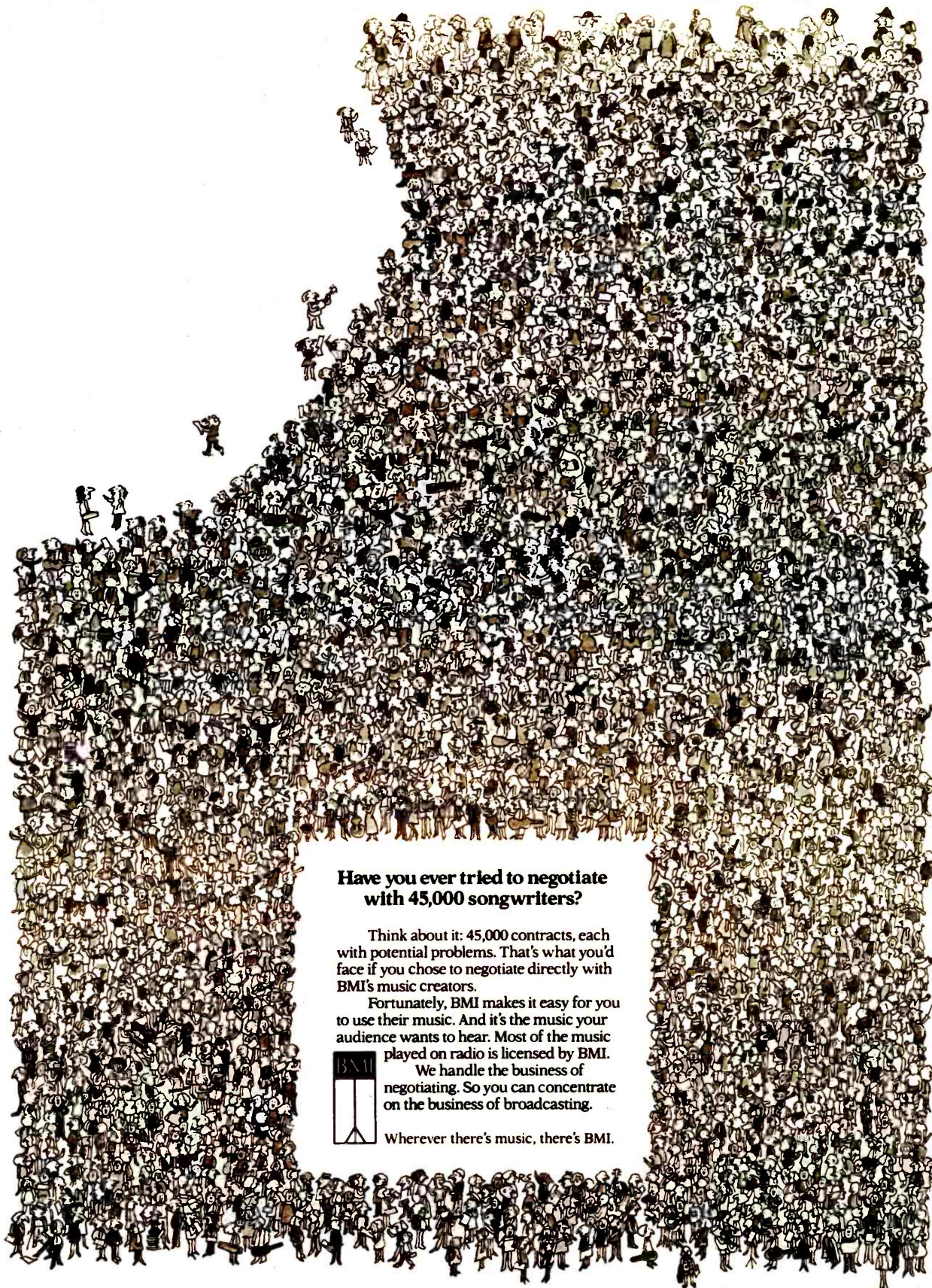
Produced by Tommy West



**MTM**  
**RECORDS**

Distributed by Capitol Records





**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.

Fortunately, BMI makes it easy for you to use their music. And it's the music your audience wants to hear. Most of the music played on radio is licensed by BMI.

We handle the business of negotiating. So you can concentrate on the business of broadcasting.



Wherever there's music, there's BMI.

# MARKETPLACE



BROADCAST PRODUCTIONS EAST, INC.

**TRAVELOG** — 90-second travel feature reviewing resort and vacation areas worldwide.

Easy sell to travel related businesses. For demo reply to:

23 Rustic Ave., Medford, NY 11763 (818) 286-8125

## INSTANT REAGAN

More fun than the real one! — live with your talent! Now on: KFMB/San Diego, WFYR/Chicago, WBT/Charlotte, KUDU/Kansas City and more!

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P.O. Box 2424 EL CAJON CA 92021 619 579 6999

## RECORD SERVICES

**NOW You Can BUY The MUSIC**  
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**RECORDBREAKERS**  
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Oldies — Rock — Country — Big Bands  
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It's a sure way to generate qualified sales leads.

Just Call

**(213)553-4330**

for more information.



# OPPORTUNITIES

## OPENINGS

### NATIONAL

#### FREELANCE STRINGERS

#### NEEDED!

Do you interview big names/celebrities in music, film or television? Call Radio Entertainment Production. (212) 714-1450.

## The Best News

Our growing chain seeks drivetime news anchors for WRKA/Louisville and WCAW & V100/Charleston as well as future opportunities. Join our group of ratings winners! Tape & resume to: **Bill Thomas**

#### V/P Programming



Capitol Broadcasting Corporation  
130 Beac on Parkway West Suite 600  
Birmingham, Alabama 35209

EOE

## AIR PERSONNEL NEEDED

NATIONAL is recognized as the leader in radio personnel placement. NATIONAL receives a constant flow of job openings in small, medium & major markets. We need announcers, news people, programmers, male and female, for all size markets. If you are ready for a move let NATIONAL help. We make the complete presentation for you. For complete confidential details and registration form, enclose \$1 postage and handling to:



**BROADCAST TALENT COORDINATORS**  
Dept. R., P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

## ASSOCIATE CONSULTANT

One of America's leading programming consultants is quietly looking for an Associate. This exceptional individual must have: strong programming and marketing skills; write, speak and present him or herself well; possess good interpersonal relations; and be a hard-working, highly motivated self-starter who is exceptionally talented and emotionally committed.

Please send complete information, including resume,

composite aircheck, rating history, programming philosophy, related programming material (memos, reports, etc.), a recent photo, earnings history and detailed information outlining your strengths and the ways in which you can contribute to our growth. Please respond completely and in enough detail so that we can get to know you thoroughly in your first correspondence. All information to: Radio & Records, 1930 Century Park West, #984, Los Angeles, CA 90067.

## OPENINGS

### EAST

WUOS-FM A/C is seeking full & parttime announcers. T&R: Frank Ganney, Box 102, Franklin, NJ 07418. EOE M/F (8-10)

Copywriter wanted to create & write unique & exciting radio ads. Contact: Mrs. Hill WPPH/WRL, 2707 Atlantic Ave., Atlantic City, NJ 08401. (609) 348-4444 EOE M/F (8-10)

Major market combo in New York State seeks candidates for future news openings. All day-parts, possible news director. Experience, maturity, stability, serious hard-working attitude mandatory. Tapes, resumes, and salary requirements to: Radio & Records, 1930 Century Park West, #988, Los Angeles, CA 90067. EOE

Immediate opening: We need a community-minded & three years experienced morning personality at this full-service Oldies AM. T&R: Jim Reed, Cuprock Rd., Norwich, CT 06360. EOE M/F (8-10)

New England group looking for sales pros. Two great stations in two great states. Call Linda C.: (413) 987-8231 & let's talk about your future. EOE M/F (8-10)

New England A/C needs fulltime experienced anchor/retreat reporter. Women/minorities encouraged. T&R: Howard Herman, WRMK, 100 North St., Pittsfield, MA 01201. EOE M/F (8-10)

On-air position involving scheduling, administration/management skills, programming knowledge, etc. Call Richard Scholten: WCTD/Long Island. (516) 423-8729. (8-10)

## OPENINGS

### MEDIUM MARKET STATION

Switching to Contemporary Hit Radio. Need qualified PD, AM personality and other air talent. Send tapes & resumes to: Radio & Records, 1930 Century Park West, #988, Los Angeles, CA 90067. EOE

AM newswoman reporter/personality, comfortable with ADR & A/C formats, needed for AM/FM combo. C&R: Richard Remondino, WQTR, Box 717, Ocean City, MD 21842. EOE M/F (8-10)

Mid-MS 50kw is accepting T&Rs for fulltime openings, including MD. Don Spencer, WDBX, Box 79, Waterville, 04901. EOE M/F (8-3)

Afternoon drive jock needed for this U.S./Canadian border A/C station. \$190 a week. T&R: Paul James, WYBG, Massena, NY 13662. EOE M/F (8-3)

WSSL/Opolisland is looking for an overnight person to supervise our automated FM & to do production. T&R: Rick De Franco, Box 238, NY 13689. EOE M/F (8-3)

Classy 95/Washington, D.C. is looking for a female morning news anchor who has qualities, friendly conversation & is a professional. All Casey: (301) 441-3600 EOE (8-3)

WRAN/Dever is looking for individuals for parttime & utility assignments. Local talent is encouraged. T&R: PD, 251 Millbrook Ave., Randolph, NJ 07869. EOE M/F (8-3)

PD with air shift is available at this MOYL station in Berkshire. Salary requirements: C&R: WURN, Box 1285, Pittsfield, MA 01202. EOE M/F (8-3)

T&Rs are now being accepted to fill afternoon shifts at these great A/C stations. WUPH/WLBR, Box 1270, Lebanon, PA 17042. EOE M/F (8-3)

Small market A/C near Buffalo & Erie is seeking T&Rs for future air & news opening. Females are encouraged. Bill Tyra, Box 209, Willow Rd., Dunkirk, NY 14048. EOE M/F (8-3)

We've got full & parttime positions open for personality & dedicated pros for our suburban NYC A/C. T&R: Bruce Goldsen, WME, Box 95, Danbury, CT 06810. EOE M/F (8-3)

## SOUTH

Gutty & aggressive salespeople needed at suburban Dallas station in the fifth fastest growing county in the U.S. KMMK FM, Box 865649, Plano, TX 75086. EOE M/F (4-28)

Afternoon news/production person is wanted for this Country AM. T&R: Henry Jay, WGTO, Box 123, Cypress Gardens, FL 33880. EOE M/F (8-10)

On-air talents & experienced salespeople wanted for this CHR. T&R: Jonathan Keyes, Isle 95, Suite V2, Caravelle Arcade, Christiansburg, St. Croix, VI 00820. No calls. EOE M/F (8-10)

### Hot East Coast FM

Brand new hot East Coast FM. Will be #1 in an hour. Rock-CHR. Can't tell you much more. Send cassette air check and resume quick! Before it's too late!!! Send tapes to: RADIO, P.O. Box 130SR, Richmond, VA 23227.

## OPENINGS

Killer afternoon jock/production pro with great pipes is needed now! No beginners please. Contact Rick James at K106 in Beaumont, TX: (409) 768-2476 EOE M/F (8-10)

Account Executive wanted for this top-rated Key West AM/FM combo. Salary, commission, bonuses & benefits. Total Contact WAIL/WKWF: (305) 296-7876 EOE M/F (8-10)

Top-rated CHR in OK's third largest market has an opening for the afternoon drive with good benefits & bucks. T&R: Chuck Morgan, Magic 95, Box 7953, Lawton, OK 73506. EOE M/F (8-10)

Knowledgeable & sunny female wanted to join CHR "Zoo" morning show. You'll do traffic, but still have fun! T&R: Randy Kalantz, WROD, 400 Radio Rd., Charlotte, NC 28218. EOE (8-10)

## Capital Cities Communications

Capital Cities is expanding in Atlanta. Personality air talent needed for future openings: 10am-3pm; 7pm-Midnight; Midnight to 5am. Tapes and resumes to: Neil McGinley, WKHX, 360 Interstate North, Suite 101, Atlanta, GA 30339. EOE

VA Country station is accepting T&R for air talent/Production Director. No calls. Station Manager, WREL, Box drawer 902, Lexington, VA 24450. (8-10)

AM/FM Market leader seeking midday announcer with production skills. T&R: Russ Cassidy, WCFM, 800 Commonwealth Pl., Virginia Beach, VA 23464. EOE M/F (8-10)

WYMS FM/Myrtle Beach needs individual with voice & production personality. T&R: Matt Sedota, 429 Pine Ave., N. Myrtle Beach, SC 29582. EOE M/F (8-10)

## NEWS DIRECTOR

Central Florida AM/FM looking for a quality News Director with good management and people skills. Must be a motivator. T&R to Radio and Records, 1930 Century Park West, #982, Los Angeles, California, 90067. EOE.

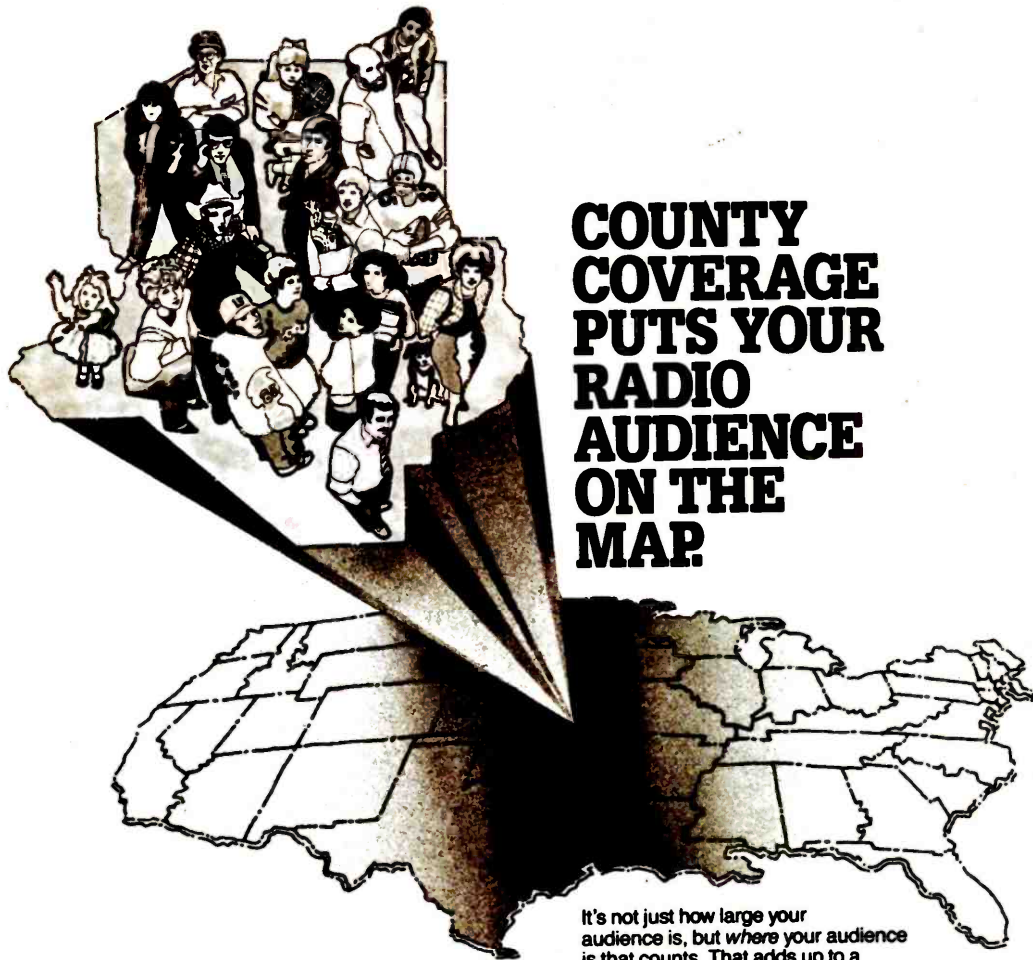
Top-rated Country station is looking for entertaining & creative people. Production ability a must. T&R: OM, Box 522, Amherst, VA 24521. EOE M/F (4-12)



**CHIEF ENGINEER**

Class C FM, 50kw AM in top 50 market. Hands-on position. Must be able to maintain high quality from studio to transmitter. Good salary and benefits. Send resume with references to: Bernie Barker, General Manager, WAPI, 2146 Highland Ave., S., Birmingham, AL 35205. EOE





## COUNTY COVERAGE PUTS YOUR RADIO AUDIENCE ON THE MAP

It's not just how large your audience is, but *where* your audience is that counts. That adds up to a better selling approach for your station.

With County Coverage, you can pinpoint your station's audience reach county by county. Show advertisers your station can deliver a target audience in their trading area.

Arbitron Radio 1985 County Coverage Study, with all field work conducted in 1984, will be published June 7, 1985. Order now and put your audience on the map.

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**ARBITRON  
RATINGS**





# A HIT ON THE RISE FROM KENNY G & KASHIF.

**BREAKER**<sup>37\*</sup>

Together these two dynamic musicians have come up with a sound that's too hot to cool down.

**"Love On The Rise"**

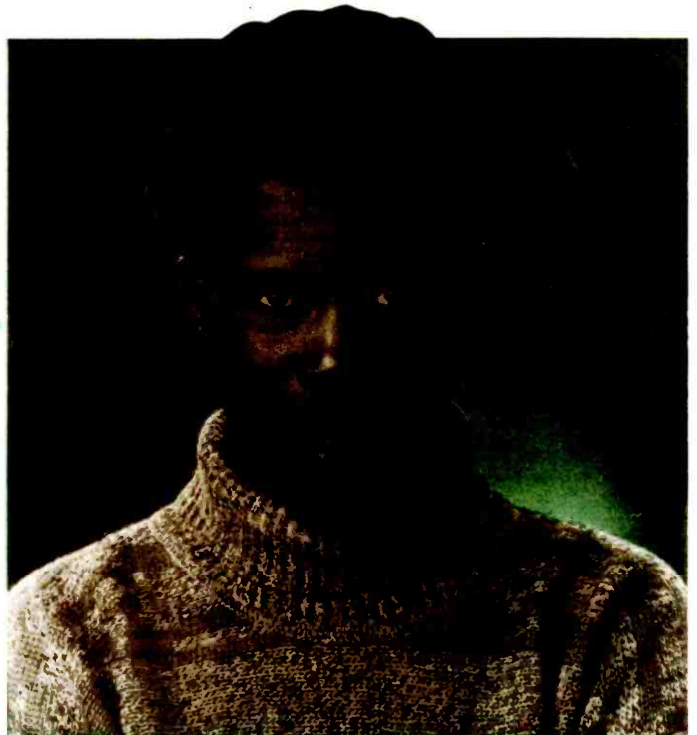
From the album **GRAVITY** by  
**KENNY G & G-FORCE**

# THE THIRD WAVE OF SUCCESS FROM BILLY OCEAN.

The title track from his platinum LP is his third consecutive top 5 hit!

**"Suddenly"**

**15\*-5\***



**Arista Means Action...  
And There's More To Come!**

**ARISTA**









# RADIO & RECORDS NATIONAL AIRPLAY

## AOR ALBUMS

153 REPORTS

MAY 10, 1985

Rank	Weeks	Album	Total Reports	Hot Rotation	Medium Rotation	Total Add'd Reports
1	1	<b>TOM PETTY &amp; THE.../Southern Accents</b> (MCA)	148	132	16	0
2	2	<b>PINK COLLINS/No Jacket Required</b> (Atlantic)	148	122	26	2
3	3	<b>USA FOR AFRICA/We Are The World</b> (Columbia)	145	132	13	0
4	2	<b>TEARS FOR FEARS/Songs From The Big Chair</b> (Mercury/PG)	145	127	18	0
5	1	<b>BRUCE JAGGER/She's The Boss</b> (Columbia)	143	109	34	2
6	1	<b>EURHYTHMICS/Be Yourself Tonight</b> (RCA)	142	91	51	4
7	1	<b>ERIC CLAPTON/Behind The Sun</b> (WB)	131	73	56	4
8	1	<b>DON HENLEY/Building The Perfect Beast</b> (Geffen)	125	80	45	0
9	1	<b>JOHN FOGERTY/Centerfield</b> (WB)	123	82	39	2
10	12	<b>JULIAN LENNON/Valotte</b> (Atlantic)	125	62	62	1
11	13	<b>POWER STATION/The Power Station</b> (Capitol)	115	62	53	0
12	11	<b>FIRM/Firm</b> (Atlantic)	108	64	44	1
13	14	<b>KATRINA &amp; THE WAVES/Katrina &amp; The Waves</b> (Capitol)	113	59	53	1
14	21	<b>JOE WALSH/The Confessor</b> (Full Moon/WB)	127	23	97	14
15	6	<b>BREAKFAST CLUB/Soundtrack</b> (A&M)	101	61	40	0
16	22	<b>GLENN FREY/The Alknighter</b> (MCA)	95	56	39	4
17	17	<b>BLADE/Rogues Gallery</b> (CBS Associated)	113	24	89	2
18	18	<b>HOWARD JONES/Dream Into Action</b> (Elektra)	105	47	57	7
19	20	<b>BRYAN ADAMS/Rockness</b> (A&M)	190	43	47	6
20	25	<b>KIM MITCHELL/Akimbo Alogo</b> (Bronze/Island)	104	21	82	5
21	24	<b>ALAN PARSONS PROJECT/Culture Culture</b> (Arista)	107	15	91	7
22	14	<b>VAN ZANT/Van-Zant</b> (Network/Geffen)	99	24	73	4
23	31	<b>TIL TUESDAY/Voices Carry</b> (Epic)	103	23	79	16
24	25	<b>DOCKEN/Tooth And Nail</b> (Elektra)	92	29	60	4
25	28	<b>GRAHAM PARKER &amp; THE SHOT/Steady Nerves</b> (Elektra)	97	26	67	8
26	13	<b>REO SPEEDWAGON/Wheels Are Turnin'</b> (Epic)	84	52	31	2
27	27	<b>BON JOVI/7800 Fahrenheit</b> (Mercury/PG)	92	11	81	7
28	27	<b>HOOTERS/Nervous Night</b> (Columbia)	95	11	80	22
29	35	<b>PRINCE/Around The World In A Day</b> (WB)	83	32	51	3
30	31	<b>LONE JUSTICE/Lone Justice</b> (Geffen)	79	12	65	8
31	40	<b>WILLIE &amp; THE POOR BOYS/Willie &amp; The Poor Boys</b> (Ripple/Passport)	84	8	62	31
32	16	<b>FIONA/Fiona</b> (Atlantic)	69	17	50	3
33	33	<b>SURVIVOR/Vital Signs</b> (Scotti Bros./CBS)	64	19	45	4
34	30	<b>BRUCE SPRINGSTEEN/Born In The U.S.A.</b> (Columbia)	54	18	33	17
35	27	<b>PAUL YOUNG/The Secret Of Association</b> (Columbia)	69	9	50	30
36	28	<b>MAMA'S BOYS/Power And Passion</b> (Jive/Arista)	65	2	58	11
37	27	<b>SHOOTING STAR/Silent Scream</b> (Geffen)	63	5	46	3
38	32	<b>ALISON MOYET/All</b> (Columbia)	48	17	31	0
39	21	<b>FOREIGNER/Agent Provocateur</b> (Atlantic)	41	22	19	1
40	27	<b>MEAT LOAF/Bad Attitude</b> (RCA)	63	5	48	4
41		<b>"Rebels"</b> (130) <b>"Don't Come"</b> (83) <b>"It Ain't"</b> (51)				
42		<b>"Susudio"</b> (109) <b>"Inside Out"</b> (92) <b>"Don't Lose"</b> (44)				
43		<b>"Trapped"</b> (140) <b>"Trouble"</b> (113) <b>"If Only"</b> (16)				
44		<b>"Everybody"</b> (138) <b>"Shout"</b> (42) <b>"Head"</b> (12)				
45		<b>"Lucky"</b> (129) <b>"Lonely"</b> (34) <b>"Hall"</b> (16)				
46		<b>"Would I Lie To You?"</b> (140)				
47		<b>"See What Love..."</b> (73) <b>"She's"</b> (68) <b>"Forever Man"</b> (45)				
48		<b>"Drivin'"</b> (114) <b>"All She Wants"</b> (28)				
49		<b>"Centerfield"</b> (0107) <b>"Searchlight"</b> (41) <b>"Girls"</b> (22)				
50		<b>"Say You're Wrong"</b> (124)				
51		<b>"Get It On"</b> (95) <b>"Some Like It Hot"</b> (56)				
52		<b>"Satisfaction"</b> (96) <b>"Radioactive"</b> (16) <b>"Closer"</b> (12)				
53		<b>"Walking"</b> (109)				
54		<b>"The Confessor"</b> (114) <b>"Rosewood Bitters"</b> (28)				
55		<b>"Don't You"</b> (81) <b>"Fire"</b> (45)				
56		<b>"Smuggler's Blues"</b> (95)				
57		<b>"Little Sheila"</b> (113)				
58		<b>"Things"</b> (104)				
59		<b>"Heaven"</b> (72) <b>"Kids Wanna Rock"</b> (19)				
60		<b>"Go For Soda"</b> (103)				
61		<b>"Days Are Numbers"</b> (104)				
62		<b>"You've Got"</b> (62) <b>"I'm A Fighter"</b> (52)				
63		<b>"Voices Carry"</b> (102)				
64		<b>"Alone Again"</b> (92)				
65		<b>"Wake Up"</b> (81) <b>"Weekend's..."</b> (19) <b>"Break"</b> (12)				
66		<b>"One Lonely Night"</b> (83)				
67		<b>"Only Lonely"</b> (86)				
68		<b>"All You Zombies"</b> (94)				
69		<b>"Raspberry"</b> (73) <b>"Paisley"</b> (26) <b>"Pop"</b> (18)				
70		<b>"Ways"</b> (75)				
71		<b>"Baby"</b> (72) <b>"Arms"</b> (16)				
72		<b>"Talk"</b> (63)				
73		<b>"Search"</b> (54)				
74		<b>"Glory Days"</b> (39) <b>"I'm On Fire"</b> (17)				
75		<b>"Everytime"</b> (67)				
76		<b>"Needle"</b> (65)				
77		<b>"Summer Sun"</b> (48)				
78		<b>"Invisible"</b> (34) <b>"Love Resurrection"</b> (21)				
79		<b>"That Was Yesterday"</b> (34)				
80		<b>"Modern Girl"</b> (51)				

## BREAKERS.

### HOOTERS

*Nervous Night* (Columbia)

63% of our reporters on it. #9/22 including adds at: WKLS, WLUP, WXRT, KKCI, KYYS, KSHE, KUPD, KOBE, WCIF. Debuts at #28 on the Albums chart.

### WILLIE & THE POOR BOYS

*Willie & The Poor Boys* (Ripple/Passport)

68% of our reporters on it. #4/31 including adds at: WMMR, WHJY, KZEW, KBPL, 91X, KOBE, WPHY, WZZO. Moves 40-31 on the Albums chart.

### LONE JUSTICE

*Lone Justice* (Geffen)

62% of our reporters on it. #9/8 with adds at: DC101, WNOR, KSHE, KNCH, WXLP, WYOT, KILQ, KTCL. Moves 31-38 on the Albums chart.

**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.

**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. Checkered records are those that were among the week's most added.

## HERE'S THE RECORD FOR YA



The first single  
**"YOU'RE THE ONLY LOVE"**  
(AM-2733)  
 from the new album  
**HERE'S THE WORLD FOR YA**  
(SP-5025)  
 from  
**PAUL HYDE AND THE PAYOLAS**  
 Produced by  
**DAVID FOSTER**

On A&M Records  
 and BASF chrome  
 cassettes.

**REGIONAL AOR ACTIVITY**

**EAST**

**PARALLEL ONE**

**WVU/Fairmont** (601) 488-0110

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- John ...
- ...

**01077Fairmont**  
(601) 907-0000  
 ...

**01077Fairmont**  
(601) 907-0000  
 ...

**WVU/Huntington** (215) 583-0000

- ...

**WVU/Huntington**  
(215) 583-0000  
 ...

**01077Fairmont** (601) 907-0000

- ...

**01077Fairmont**  
(601) 907-0000  
 ...

**WVU/Huntington**  
(215) 583-0000  
 ...

**01077Huntington, NC** (910) 293-0000

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**01077Huntington, NC** (910) 293-0000

...

**01077Huntington, NC** (910) 293-0000

...

**WVU/Long Island** (516) 932-0000

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**WVU/Huntington** (606) 488-7300

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**WVU/Huntington** (606) 488-7300

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**WVU/Huntington** (606) 488-7300

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**WVU/Huntington** (606) 488-7300

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**WVU/Huntington** (606) 488-7300

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**WVU/Huntington** (606) 488-7300

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**WVU/Huntington** (606) 488-7300

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**WVU/Huntington** (717) 991-1000

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**WVU/Huntington** (717) 991-1000

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**WVU/Huntington** (717) 991-1000

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**WVU/Huntington** (717) 991-1000

...

**WVU/Huntington** (717) 991-1000

**PARALLEL THREE**

**WVU/Huntington** (717) 991-1000

# COUNTRY

## NEW & ACTIVE

- NELSON/JENNINGS/CASH/KRISTOFFERSON "Highwayman" (Columbia) 95/47**  
 Rotations Heavy 1, Medium 31, Light 63. Total Adds 47 including WCAO, WBOG, WNYR, WYVA, WZZX, KILT-FM, KISS-FM, WYOR, WUBE, WQHK, WFMS, WL, K102, KVGG, KCBO, KSNM
- JOHNNY LEE "Save The Last Chance" (Full Moon/WB) 94/26**  
 Rotations Heavy 0, Medium 21, Light 63. Total Adds 36 include WOKQ, WOEY, WNYR, KMM, WBOC, WFNC, WKIX, WMRN, WITL, WQW, K102, KKXZ, KRMK, KMPB, KGA
- ANNE MURRAY "I Don't Think I'm Ready For You" (Capitol) 77/46**  
 Rotations Heavy 2, Medium 18, Light 58. Total Adds 48 include WQMA, WBOC, WYU, WYVA, WEZL, WUSY, KILT-FM, WMC, KFQO, WML, KECB, KVQO, KRST, KYGO, KUON, KFPE, KCKC
- BANANAMA "It's Just Another Heartache" (WB) 76/17**  
 Rotations Heavy 1, Medium 23, Light 52. Total Adds 17 include WCAO, WQBE, WFOR, KMM, WUSY, WFNC, WESC, WLWI, WSM, WPAP, WPRK, WYOR, KKKY, KLUJ, KMAK
- KENNY ROGERS "Love Is What We Make It" (Liberty) 75/2**  
 Rotations Heavy 9, Medium 35, Light 31. Total Adds 2 WPM, Heavy WBOC, KIKK, WKIX, KKYX, KRM, KBBR, WPM, KIOV, KCCY. Moves 47.44 on the Country chart
- JANIE FRICKE "She's Single Again" (Columbia) 71/42**  
 Rotations Heavy 2, Medium 18, Light 50. Total Adds 42 include WBOG, WTSV, WOEY, WNYR, WYVA, WBOG, WTVY, KKYX, WONE, WTSO, KTTX, KYGO, KFPE, KPM, KQJ
- VERN BOWEN "Don't Lights, That Good..." (Compass/PolyGram) 69/9**  
 Rotations Heavy 3, Medium 25, Light 40. Total Adds 9 WCAO, WQBE, WLQ, WUSY, WKLO, WDAF, WTL, WLJO, KRIS, Heavy KIKK, KVQO, KFDI, Mediums WKSJ, KLUZ
- SCOLLETTE LARSON "When You Get A Little Lonely" (RCA) 68/11**  
 Rotations Heavy 1, Medium 23, Light 35. Total Adds 11 WYVA, KASE, WTVY, WESC, WLWI, WTSO, K102, WTD, KMAK, KSOP, KGA, Heavy WOKK, Mediums WOEY, KTM
- CHANCE "To Be Lovin' (Mercury/PolyGram) 68/6**  
 Rotations Heavy 2, Medium 15, Light 42. Total Adds 6 WOEY, WUBE, KTRK, KIK-FM, KRPM, Heavy KIKK, WOLZ, Mediums WYI, KLV, WEZL, WOKK, WPAP, KTTX, KIKAL
- DAN FOUGELBERG "Go Down Easy" (Full Moon/Epic) 67/7**  
 Rotations Heavy 5, Medium 20, Light 32. Total Adds 7 WCAO, KIKK, KSN, KYKC, WWOOD, WYOR, KECB, Heavy WQMA, WBOC, WTSV, WOKK, KCCY, Mediums WML, WL, KYGO
- DOLLY PARTON & KENNY ROGERS "Real Love" (RCA) 66/45**  
 Rotations Heavy 1, Medium 11, Light 44. Total Adds 45 include WYR, WYRK, WRKZ, WZZX, WUSY, WGO, WQBE, WSM, WPK, WCI, WL, KFDI, KQIL, KLAZ, KCB
- MILLARY KANTER "We Work" (RCA) 63/12**  
 Rotations Heavy 0, Medium 17, Light 38. Total Adds 12, CHOW, WGO, WESC, WQYK, WMR, WAIX, KECB, WTD, KUDN, KMAK, KEAN, Mediums WOEY, KEAN, KTTX
- LAME BRIDY "She Burns Me Up" (EMI America) 61/29**  
 Rotations Heavy 0, Medium 8, Light 43. Total Adds 28 include WQMA, WNYR, WYVA, WYMI, WFNC, WLW, WPK, KFQO, KWMT, KUDY, KTTX, KRKT, KMAK, KRWO, KCCY
- GLEN CAMPBELL "Love Always Letter To Home" (Atlantic America) 60/34**  
 Rotations Heavy 0, Medium 9, Light 41. Total Adds 34 include WCAO, WBOG, WYVA, KRIV, WWOOD, WOKK, KYX, WML, WOLZ, KTTX, KTRK, KMAK, KRIS, KCKC, KGA

## SIGNIFICANT ACTION

- T.S. SHEPPARD "Feet Around And Fall In Love" (Columbia) 46/18**  
 Rotations Heavy 1, Medium 11, Light 34. Total Adds 18 include WYV, WOL, KRIV, KASE, KILT-FM, WTL, KRKT, KIK-FM, KQIL, KRIS
- LLOYD DAVID FOSTER "I Can Feel The Fire Gettin' Out" (Columbia) 38/1**  
 Rotations Heavy 4, Medium 12, Light 23. Total Adds 1, WCM, Heavy WTVY, KIKK, KKYX, Mediums WBOG, KEAN, KBBR, WPAP, KSO, WTL
- BOB BARRY & JOE STAMPLEY "Sun On A Red" (Columbia) 37/1**  
 Rotations Heavy 0, Medium 17, Light 20. Total Adds 1, WQMA, Mediums CHOW, WLO, WYR, WSM, WPK, WTL, KLUZ, KRN, KRIS
- WRIGHT BROTHERS "Fire In The Sky" (Mercury/PolyGram) 32/1**  
 Rotations Heavy 4, Medium 12, Light 16. Total Adds 1, KR-FM, Heavy WOKQ, WPAP, KKYX, WFS, Mediums KMM, WEZL, WESC, WRE, WQW
- BILL BRIDLEY "Wishes In Love" (RCA) 31/18**  
 Rotations Heavy 0, Medium 5, Light 28. Total Adds 10, WFOR, WESC, WOKK, WLWI, WPAP, KKYX, KTTX, KFPE, KRPM, KGO
- MAC DAVIS "I Never Made Love..." (RCA) 28/29**  
 Rotations Heavy 0, Medium 5, Light 21. Total Adds 20 include WYVA, WYVA, WYR, WPAP, KKYX, KSO, WKQ, KTTX, KRST, KCC

- BILL ANDERSON "Fly Party" (Dunnes) 25/6**  
 Rotations Heavy 0, Medium 3, Light 22. Total Adds 4, WCM, WKIX, KECB, WDL, KQIL, KRPM, Mediums WPAP, WTL, KSOP
- TOM T. MALL "A Bar With No Door" (Mercury/PolyGram) 18/18**  
 Rotations Heavy 0, Medium 2, Light 17. Total Adds 18 include WBOG, WYVA, KMM, WQBE, WLWI, WKIX, KBBR, KFDI, KRKT, KRIS
- TRACY LYNDEN "Straight Laced Lady" (RCA) 18/18**  
 Rotations Heavy 0, Medium 2, Light 18. Total Adds 10, WYVA, WYVA, WYI, WGO, WPAP, WKIX, KKYX, KFQO, KTTX, KTM
- DENNIS BOTTOMS "Old I Stay Too Long" (WB) 18/1**  
 Rotations Heavy 0, Medium 4, Light 15. Total Adds 1, WTVY, Mediums KMM, WPAP, KKYX, KTTX, Lights WYI, WPK, WAKX, KECB, KSO, KYGO
- BERLE KILGORE "Quality" (WB) 17/1**  
 Rotations Heavy 0, Medium 3, Light 14. Total Adds 1, WYU, Mediums WTSV, WTVY, KFDI, Lights WYVA, KRIV, WPAP, WQW, KRIS
- RAY PRICE "She Won't Let Go" (Step One) 11/6**  
 Rotations Heavy 0, Medium 1, Light 10. Total Adds 6, WYI, KFQO, KWM, KECB, WQW, KQIL, Mediums KFDI, Lights WYVA, KBBR, KSO, KYGO
- ALLEN BRIZZELL "You Be Love By Morning" (Epic) 11/2**  
 Rotations Heavy 0, Medium 1, Light 10. Total Adds 2, KRIV, WQYK, Mediums KKYX, Lights KBBR, KFQO, WQW, KVQO, KRKT, KLUZ, KFPE, KRWO
- PHILAND & DOWDEN "Music Industry" (WB) 9/7**  
 Rotations Heavy 0, Medium 0, Light 9. Total Adds 7, WYVA, WBOG, WSM, KTTX, KTRK, KUON, KSOP, Lights KBBR, KTM
- KATHY TWITTY "That's What Your Love" (Formula) 8/1**  
 Rotations Heavy 0, Medium 1, Light 9. Total Adds 1, WYI, Lights WQMA, WQBE, WWOOD, WLWI, WPAP, KVQO, KSOP
- MARCO SMITH "All I Do Is Dream Of You" (Bernade Dunes) 8/4**  
 Rotations Heavy 0, Medium 1, Light 7. Total Adds 4, WLWI, WPAP, KFQO, KRIS, Lights WYI, WTD, KTM, KSOP
- CHARLESTON EXPRESS "Leaving" (Dunnes) 8/4**  
 Rotations Heavy 0, Medium 0, Light 8. Total Adds 4, WEZL, KKYX, KFQO, KVQO, Lights WFC, WLWI, WQW
- JIM COLLINS "You Can Always Say Goodbye..." (White Owl) 8/3**  
 Rotations Heavy 0, Medium 1, Light 7. Total Adds 3, KMM, WGO, WYVA, Mediums KKYX, Lights WQBE, WCM, KBBR, KRKT

## ALBUM TRACKS

### ARTIST/Song Title (Label)

### Album Title

- ALABAMA/Down On Longboat Key (RCA) *40 Hour Week*
- CONWAY TWITTY/Bedroom Blue Eyes And Jeans (WB) *Don't Call Him A Cowboy*
- EMMYLOU HARRIS/Rhythm Guitar (WB) *The Ballad Of Sally Rose*
- NETLESS HEART/She's Coming Home (RCA) *Restless Heart*
- OAK RIDGE BOYS/Touch A Hand, Make A Friend (MCA) *Step On Out*
- ALABAMA/Can't Keep A Good Man Down (RCA) *40 Hour Week*
- KENNY ROGERS/A Little More Love (Columbia) *We Are The World*
- CRYSTAL GAYLE/Touch And Go (WB) *Nobody Wants To Be Alone*
- SHELLY WEST/If Dances The Two-Step (Viva) *Don't Make Me Wait On...*
- BUDDY EMMONS/Steel Guitar Rag (Step One) *Swingin' 40's - 80's*
- JUDD'S/Bye Bye Baby Blues (RCA/Curb) *Why Not Me?*
- JUDD'S/Drops of Water (RCA/Curb) *Why Not Me?*
- DOLLY PARTON/Tie Our Love (RCA) *Real Love*
- GEORGE STRAIT/Any Old Time (MCA) *Does Fort Worth Ever...*
- OAK RIDGE BOYS/Love Is Everywhere (MCA) *Step On Out*
- OAK RIDGE BOYS/Step On Out (MCA) *Step On Out*



NATIONAL KIDNEY FOUNDATION  
**COUNTRY MUSIC FESTIVAL**

**MEAL TICKET ENTERTAINMENT, INC.**  
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# RADIO & RECORDS NATIONAL AIRPLAY

## AOR ALBUMS

153 REPORTS			MAY 10, 1985		Total Reports	Hot Rotation	Medium Rotation	Total Adds	Net Rotations			
1	1	1	TOM PETTY & THE.../Southern Accents (MCA)	"Rebels" (130) "Don't Come" (83) "It Ain't" (51)	148	-	132	-	16	+	0	-
2	2	4	PAUL COLLINS/No Jacket Required (Atlantic)	"Sussudio" (109) "Inside Out" (92) "Don't Lose" (44)	148	-	122	-	26	+	2	-
3	4	3	USA FOR AFRICA/We Are The World (Columbia)	"Trapped" (140) "Trouble" (113) "If Only" (16)	145	-	132	-	13	+	0	-
4	5	2	TEARS FOR FEARS/Songs From The Big Chair (Mercury/PG)	"Everybody" (138) "Shout" (42) "Head" (12)	145	-	127	-	18	+	0	-
5	6	5	BRUCE JAGGER/She's The Boss (Columbia)	"Lucky" (129) "Lonely" (34) "Hall" (16)	143	-	109	-	34	-	2	-
6	7	7	EURYTHMICS/Be Yourself Tonight (RCA)	"Would I Lie To You?" (140)	142	-	91	-	51	-	4	-
7	8	8	ERIC CLAPTON/Behind The Sun (WB)	"See What Love..." (73) "She's" (68) "Forever Man" (45)	131	-	73	-	56	+	4	+
8	9	9	DON MENLEY/Building The Perfect Beat (Geffen)	"Drivin'" (114) "All She Wants" (28)	125	-	80	-	45	+	0	=
9	10	6	JOHN FOGERTY/Centerfield (WB)	"Centerfield" (0107) "Searchlight" (41) "Girls" (22)	123	-	82	-	39	-	2	+
10	11	12	JULIAN LENNON/Valotte (Atlantic)	"Walking" (109)	125	-	62	-	62	-	1	-
11	12	13	POWER STATION/The Power Station (Capitol)	"Get It On" (95) "Some Like It Hot" (56)	115	-	62	-	53	-	0	-
12	13	14	FIRM/Firm (Atlantic)	"Satisfaction" (96) "Radioactive" (16) "Closer" (12)	108	-	64	-	44	-	1	+
13	14	15	KATRINA & THE WAVES/Katrina & The Waves (Capitol)	"Walking" (109)	113	-	59	-	53	-	1	-
14	15	16	JOE WALSH/The Confessor (Full Moon/WB)	"The Confessor" (114) "Rosewood Bitters" (28)	127	-	23	-	97	-	14	-
15	16	17	BREAKFAST CLUB/Soundtrack (A&M)	"Don't You" (81) "Fire" (45)	101	-	61	-	40	-	0	-
16	17	18	GLENN FREY/The Altnighter (MCA)	"Smuggler's Blues" (95)	95	+	56	+	39	-	4	-
17	18	19	BLADE/Rogues Gallery (CBS Associated)	"Little Sheila" (113)	113	-	24	-	89	-	2	-
18	19	20	HOWARD JONES/Dream Into Action (Elektra)	"Things" (104)	105	+	47	+	57	-	7	+
19	20	21	BRYAN ADAMS/Rockness (A&M)	"Heaven" (72) "Kids Wanna Rock" (19)	190	-	43	-	47	-	6	+
20	21	22	KIM MITCHELL/Akimbo Alago (Bronze/Island)	"Go For Soda" (103)	104	-	21	-	82	-	5	-
21	22	23	ALAN PARSONS PROJECT/Culture Culture (Arista)	"Days Are Numbers" (104)	107	-	15	-	91	-	7	-
22	23	24	ALAN PARSONS PROJECT/Culture Culture (Arista)	"You've Got" (62) "I'm A Fighter" (52)	99	-	24	-	73	-	4	+
23	24	25	VAN ZANT/Van Zant (Network/Geffen)	"Voice Carry" (102)	103	+	23	+	79	+	16	+
24	25	26	TIL TUESDAY/Voices Carry (Epic)	"Alone Again" (92)	92	-	29	-	60	-	4	+
25	26	27	DOKKEN/Tooth And Nail (Elektra)	"Wake Up" (81) "Weekend's..." (19) "Break" (12)	97	-	26	-	67	-	8	-
26	27	28	GRAMHAM PARKER & THE SHOT/Steady Nerves (Elektra)	"One Lonely Night" (83)	84	-	52	-	31	-	2	-
27	28	29	RED SPEEDWAGON/Wheels Are Turnin' (Epic)	"Only Lonely" (86)	92	+	11	+	81	-	7	-
28	29	30	BON JOVI/7800 Fahrenheit (Mercury/PG)	"All You Zombies" (94)	95	+	11	+	80	-	22	-
29	30	31	HOOTERS/Nervous Night (Columbia)	"Raspberry" (73) "Paisley" (26) "Pop" (18)	83	-	32	-	51	-	3	-
30	31	32	PRINCE/Around The World In A Day (WB)	"Ways" (75)	79	-	12	-	65	-	8	-
31	32	33	LONE JUSTICE/Lone Justice (Geffen)	"Baby" (72) "Arms" (16)	84	-	8	-	62	-	31	-
32	33	34	WILLIE & THE POOR BOYS/Willie & The Poor Boys (Ripple/Passport)	"Talk" (63)	69	-	17	-	50	-	3	+
33	34	35	FIONA/Fiona (Atlantic)	"Search" (54)	64	-	19	-	45	-	4	-
34	35	36	SURVIVOR/Vital Signs (Scotti Bros./CBS)	"Glory Days" (39) "I'm On Fire" (17)	54	-	18	-	33	+	17	+
35	36	37	BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	"Everytime" (67)	69	-	9	-	50	-	30	-
36	37	38	PAUL YOUNG/The Secret Of Association (Columbia)	"Needle" (65)	65	-	2	-	58	+	11	-
37	38	39	MAMA'S BOYS/Power And Passion (Jive/Arista)	"Summer Sun" (48)	53	-	5	-	46	-	3	-
38	39	40	SHOOTING STAR/Silent Scream (Geffen)	"Invisible" (34) "Love Resurrection" (21)	48	-	17	-	31	-	0	-
39	40	41	ALISON MOYET/All (Columbia)	"That Was Yesterday" (34)	41	-	22	-	19	-	1	=
40	41	42	FOREIGNER/Agent Provocateur (Atlantic)	"Modern Girl" (51)	63	-	5	-	48	-	4	-
41	42	43	MEAT LOAF/Bad Attitude (RCA)									

### BREAKERS.

**HOOTERS**

*Nervous Night (Columbia)*

63% of our reporters on it. 95/22 including adds at: WKLB, WLUP, WXRT, KKCI, KYYS, KSHE, KUPD, KOBE, WCMF. Debuts at #26 on the Albums chart.

**WILLIE & THE POOR BOYS**

*Willie & The Poor Boys (Ripple/Passport)*

68% of our reporters on it. 84/31 including adds at: WMMR, WHJY, KZEW, KBPL, 91X, KOBE, WPHY, WZZO. Moves 48-31 on the Albums chart.

**LONE JUSTICE**

*Lone Justice (Geffen)*

82% of our reporters on it. 79/8 with adds at: DC101, WNOR, KSHE, KNCH, WXLP, WYOT, KILQ, KTCL. Moves 31-38 on the Albums chart.

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**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.

### HERE'S THE RECORD FOR YA



The first single  
**"YOU'RE THE ONLY LOVE"**  
(AM-2733)  
from the new album  
**HERE'S THE WORLD FOR YA**  
(SP-6026)  
from  
**PAUL HYDE AND THE PAYOLAS**  
Produced by  
**DAVID FOSTER**



On A&M Records  
and BASF chrome  
cassettes.





They'll Show You What  
It Takes To Reach

"THE HIGHEST HIGH"

# CHINA CRISIS

Produced by Walter Becker



© 1985 Virgin Records Ltd.



78/R&R FRIDAY, MAY 10, 1985

## AOR ALBUMS

### MOST ADDED

**WILLIE & THE POOR BOYS (31)**  
Willie & The Poor Boys (Ripple/Passport)  
**PAUL YOUNG (30)**  
The Secret Of Association (Columbia)  
**HOOTERS (22)**  
Nervous Night (Columbia)  
**BRUCE SPRINGSTEEN (17)**  
Born In The U.S.A. (Columbia)  
**TIL, THURSDAY (16)**  
Voices Carry (Epic)

### HOTTEST

**TOM PETTY & THE HEARTBREAKERS (132)**  
Southern Accents (MCA)  
**USA FOR AFRICA (132)**  
We Are The World (Columbia)  
**TEARS FOR FEARS (127)**  
Songs From The Big Chair (Mercury/PG)  
**PAUL COLLINS (122)**  
No Jacket Required (Atlantic)  
**BRICK JABBER (109)**  
She's The Boss (Columbia)

### NEW & ACTIVE

#### TRUMPET/Thunder Storm (BSCA) 45/4 (48/7)

Adds: WYSP, WDIZ, KISS, WRUF. Hots: 8 WBCN, WMMR, WRIF, WOFM, WAQX, KNCN, KUFO. Mediums: 36 include WBAB, KSPR, WSHE, WNOR, KYYS, KSHE, KMET, KGB.

#### REB 7/Red 7 (BSCA) 42/7 (28/8)

Adds: KPOR, KRKE, K97, KZEL, KZOK, WCX, KTCL. Hots: 2 WRIF. Mediums: 37 include WDVE, DC101, WOFM, KBCO, KAZY, KROQ, KFOG, KOAK.

#### CHINA CRISIS/Planet The Imperfection (WB) 33/14 (8/6)

Adds include WDVE, WXRT, WOFM, KROQ, 91X, WDHA, WLAV, WWWV. Hots: 5 WLIR, CHEZ, KTCZ, WIZN, KSPN. Mediums: 23 include WBAB, KBCO, WHFS, WAQY, WDIZ, KKDJ, KLPX.

#### BOGDOWN RATS/The Long Grass (Columbia) 23/7 (23/6)

Adds: WNEW, KFOG, CFOX, WOUR, KZEL, WQBK, WIZN. Hots: 2 91X, KROQ. Mediums: 28 include WBCN, WHJY, WXRT, KBCO, KAZY, KROQ, KOAK, KOME.

#### AUTOGRAPH/Sign In Please (RCA) 33/2 (26/2)

Adds: WKLC, KMOD. Hots: 4 KSPR, KISS, KFMB, KTYD. Mediums: 29 include WHJY, WRIF, KSHE, KGB, WAQY, WOMF, KATT, KRSP.

#### BELOUS SOME/Imagination (Capitol) 25/4 (23/6)

Adds: WDVE, WWCK, WIZN, KFMB. Hots: 3 KBCO, KOAK, WLIR. Mediums: 22 include WBAB, WHJY, WXRT, WLQ, KROQ, WOUR, WIMZ, WWWV.

#### U2/Underdogtable Fire (Island) 14/6 (8/6)

Adds include KZEW, KAZY, 91X, KOAK, KLB, J. Hots: 3 CHOM, WLIR, CITI. Mediums: 9 include WBAB, Q107, WXRT, KROQ, WCCC.

#### LOWME BACK/Strive Like Lightning (Alligator) 12/7 (8/5)

Adds: KZEW, KAZY, CHEZ, WZEW, WBSW, KSPN, KTCL. Hots: 0. Mediums: 8 include KTXO, WXRT, KBCO.

#### KING/Steps In Time (Epic) 11/6 (3/2)

Adds include KBCO, KOAK, WRCN, WIZN, WBSW. Hots: 2 WLIR, KCG. Mediums: 3 KROQ, WQBK, KROQ.

#### STRANGE ADVANCE/Two (Capitol) 11/1 (18/2)

Adds: KBCO. Hots: 3 Q107, CFOX, KROQ. Mediums: 7 include CHOM, CHUM, WHFS, WHMD.

**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.

**TRACKS** — Track airplay data for songs from all configurations, including albums, LPs, and 45s. Shown 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.

**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.













# CHR PARALLEL ONE PLAYLISTS

## WEST

### KPKE

Denver  
PD: Mark Bolke  
MD: Chris Knight

- 1 100% Pure  
2 100% Pure  
3 100% Pure  
4 100% Pure  
5 100% Pure  
6 100% Pure  
7 100% Pure  
8 100% Pure  
9 100% Pure  
10 100% Pure  
11 100% Pure  
12 100% Pure  
13 100% Pure  
14 100% Pure  
15 100% Pure  
16 100% Pure  
17 100% Pure  
18 100% Pure  
19 100% Pure  
20 100% Pure

### KMJK

Portland  
PD: Jon Barry  
MD: Steve Naganuma

- 1 100% Pure  
2 100% Pure  
3 100% Pure  
4 100% Pure  
5 100% Pure  
6 100% Pure  
7 100% Pure  
8 100% Pure  
9 100% Pure  
10 100% Pure  
11 100% Pure  
12 100% Pure  
13 100% Pure  
14 100% Pure  
15 100% Pure  
16 100% Pure  
17 100% Pure  
18 100% Pure  
19 100% Pure  
20 100% Pure

### KWSS 94.5 FM

PD: Dave Van Stone  
MD: Robin Kippe

- 1 100% Pure  
2 100% Pure  
3 100% Pure  
4 100% Pure  
5 100% Pure  
6 100% Pure  
7 100% Pure  
8 100% Pure  
9 100% Pure  
10 100% Pure  
11 100% Pure  
12 100% Pure  
13 100% Pure  
14 100% Pure  
15 100% Pure  
16 100% Pure  
17 100% Pure  
18 100% Pure  
19 100% Pure  
20 100% Pure

### KOPA

Phoenix  
PD: Reggie Blackwell  
MD: Art Morales

- 1 100% Pure  
2 100% Pure  
3 100% Pure  
4 100% Pure  
5 100% Pure  
6 100% Pure  
7 100% Pure  
8 100% Pure  
9 100% Pure  
10 100% Pure  
11 100% Pure  
12 100% Pure  
13 100% Pure  
14 100% Pure  
15 100% Pure  
16 100% Pure  
17 100% Pure  
18 100% Pure  
19 100% Pure  
20 100% Pure

### KUBE 93 FM

Seattle  
PD: Bob Case  
MD: Wendy Christopher

- 1 100% Pure  
2 100% Pure  
3 100% Pure  
4 100% Pure  
5 100% Pure  
6 100% Pure  
7 100% Pure  
8 100% Pure  
9 100% Pure  
10 100% Pure  
11 100% Pure  
12 100% Pure  
13 100% Pure  
14 100% Pure  
15 100% Pure  
16 100% Pure  
17 100% Pure  
18 100% Pure  
19 100% Pure  
20 100% Pure

### K-FIVE FM

Seattle  
PD: Jeff King  
MD: Damien

- 1 100% Pure  
2 100% Pure  
3 100% Pure  
4 100% Pure  
5 100% Pure  
6 100% Pure  
7 100% Pure  
8 100% Pure  
9 100% Pure  
10 100% Pure  
11 100% Pure  
12 100% Pure  
13 100% Pure  
14 100% Pure  
15 100% Pure  
16 100% Pure  
17 100% Pure  
18 100% Pure  
19 100% Pure  
20 100% Pure

### KMEL 100

San Francisco  
PD: Nick Bazo  
MD: Jack Silver

- 1 100% Pure  
2 100% Pure  
3 100% Pure  
4 100% Pure  
5 100% Pure  
6 100% Pure  
7 100% Pure  
8 100% Pure  
9 100% Pure  
10 100% Pure  
11 100% Pure  
12 100% Pure  
13 100% Pure  
14 100% Pure  
15 100% Pure  
16 100% Pure  
17 100% Pure  
18 100% Pure  
19 100% Pure  
20 100% Pure

### Z100 FM KKZZ

Portland  
PD: Gary Bryan  
MD: Sean Lynch

- 1 100% Pure  
2 100% Pure  
3 100% Pure  
4 100% Pure  
5 100% Pure  
6 100% Pure  
7 100% Pure  
8 100% Pure  
9 100% Pure  
10 100% Pure  
11 100% Pure  
12 100% Pure  
13 100% Pure  
14 100% Pure  
15 100% Pure  
16 100% Pure  
17 100% Pure  
18 100% Pure  
19 100% Pure  
20 100% Pure

### Q103 FM

Denver  
PD: Jack Regan  
MD: Alan Sledge

- 1 100% Pure  
2 100% Pure  
3 100% Pure  
4 100% Pure  
5 100% Pure  
6 100% Pure  
7 100% Pure  
8 100% Pure  
9 100% Pure  
10 100% Pure  
11 100% Pure  
12 100% Pure  
13 100% Pure  
14 100% Pure  
15 100% Pure  
16 100% Pure  
17 100% Pure  
18 100% Pure  
19 100% Pure  
20 100% Pure

### FM 100

Sacramento  
PD: Rick Gillette  
MD/Assist PD: Chris Collins

- 1 100% Pure  
2 100% Pure  
3 100% Pure  
4 100% Pure  
5 100% Pure  
6 100% Pure  
7 100% Pure  
8 100% Pure  
9 100% Pure  
10 100% Pure  
11 100% Pure  
12 100% Pure  
13 100% Pure  
14 100% Pure  
15 100% Pure  
16 100% Pure  
17 100% Pure  
18 100% Pure  
19 100% Pure  
20 100% Pure

### 77.7 FM

Phoenix  
PD: Guy Zapolon  
MD: Steve Goddard

- 1 100% Pure  
2 100% Pure  
3 100% Pure  
4 100% Pure  
5 100% Pure  
6 100% Pure  
7 100% Pure  
8 100% Pure  
9 100% Pure  
10 100% Pure  
11 100% Pure  
12 100% Pure  
13 100% Pure  
14 100% Pure  
15 100% Pure  
16 100% Pure  
17 100% Pure  
18 100% Pure  
19 100% Pure  
20 100% Pure

### KWOD 105

Sacramento  
PD: Tom Chase  
MD: Mr. Ed

- 1 100% Pure  
2 100% Pure  
3 100% Pure  
4 100% Pure  
5 100% Pure  
6 100% Pure  
7 100% Pure  
8 100% Pure  
9 100% Pure  
10 100% Pure  
11 100% Pure  
12 100% Pure  
13 100% Pure  
14 100% Pure  
15 100% Pure  
16 100% Pure  
17 100% Pure  
18 100% Pure  
19 100% Pure  
20 100% Pure

### KS 103 FM

San Diego  
VP/On: Dave Parks  
PD: Mike Preston

- 1 100% Pure  
2 100% Pure  
3 100% Pure  
4 100% Pure  
5 100% Pure  
6 100% Pure  
7 100% Pure  
8 100% Pure  
9 100% Pure  
10 100% Pure  
11 100% Pure  
12 100% Pure  
13 100% Pure  
14 100% Pure  
15 100% Pure  
16 100% Pure  
17 100% Pure  
18 100% Pure  
19 100% Pure  
20 100% Pure

### Hot Hits 105 KITS

San Francisco  
PD: Richard Sands

- 1 100% Pure  
2 100% Pure  
3 100% Pure  
4 100% Pure  
5 100% Pure  
6 100% Pure  
7 100% Pure  
8 100% Pure  
9 100% Pure  
10 100% Pure  
11 100% Pure  
12 100% Pure  
13 100% Pure  
14 100% Pure  
15 100% Pure  
16 100% Pure  
17 100% Pure  
18 100% Pure  
19 100% Pure  
20 100% Pure

### 103.5 FM

Denver  
PD: Doug Erickson  
MD: Gloria Avila

- 1 100% Pure  
2 100% Pure  
3 100% Pure  
4 100% Pure  
5 100% Pure  
6 100% Pure  
7 100% Pure  
8 100% Pure  
9 100% Pure  
10 100% Pure  
11 100% Pure  
12 100% Pure  
13 100% Pure  
14 100% Pure  
15 100% Pure  
16 100% Pure  
17 100% Pure  
18 100% Pure  
19 100% Pure  
20 100% Pure



EAST

MOST ADDED HOTTEST
Doris Dorez Simple Made
Princess Luper Madness
Cynthia Whelan!

EAST

PARALLEL TWO

WFLA/Tampa, FL: ... WTVT/Orlando, FL: ... WFTS/Tampa, FL: ... WTVT/Orlando, FL: ...

WFLA/Tampa, FL: ... WTVT/Orlando, FL: ... WFTS/Tampa, FL: ... WTVT/Orlando, FL: ...

CHR ADDS & HOTS

SOUTH

MOST ADDED HOTTEST
Doris Dorez Simple Made
Princess Luper Madness
Cynthia Whelan!

SOUTH

PARALLEL TWO

WDBL/Charleston, SC: ... WJRT/Jacksonville, FL: ... WTSP/Tampa, FL: ... WTVT/Orlando, FL: ...

WDBL/Charleston, SC: ... WJRT/Jacksonville, FL: ... WTSP/Tampa, FL: ... WTVT/Orlando, FL: ...

PARALLEL THREE

WDBL/Charleston, SC: ... WJRT/Jacksonville, FL: ... WTSP/Tampa, FL: ... WTVT/Orlando, FL: ...

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.



# PARALLELS

**Parallel B** Selected stations in major markets that are format dominant and/or exert a significant national influence.

**Parallel B** Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

**Parallel Bb** Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

**252 Reports**

**JOHN DOE**  
"Hit Song" (Anylabel)  
LP: Hit Song

**100/25 44%**

Reported	100
Added	25
Substituted	0
Deleted	0
Revised	0

**EXAMPLE**

100-25 - 100 CHR reporting stations in A this week including 25 new adds, 44% - Percentage of stations reporting positive playing.

Reported/Added - Percentage of stations reporting playing the song within each region.

**National Summary**

Up 51 - Number of stations moving #1 up on the charts.

Down 20 - Number of stations debuting the song this week.

Same 0 - Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

Down 0 - Number of stations moving #1 down on their charts.

Adds 25 - Total number of stations adding it this week.

**A**

**BYRAN ADAMS**  
Heaven (A&M)  
LP: Heaven

**2282 94%**

Reported	2282
Added	94
Substituted	0
Deleted	0
Revised	0

**BOY MEETS GIRL**  
On Air (A&M)  
LP: Boy Meets Girl

**1747 89%**

Reported	1747
Added	89
Substituted	0
Deleted	0
Revised	0

**B**

**THE JIVE**  
Only Lonely (Mercury/PolyGram)  
LP: 7007 Favorites

**850 39%**

Reported	850
Added	39
Substituted	0
Deleted	0
Revised	0

**C**

**THE CARERS**  
Crazy in the Night (EMI America)  
LP: Staying in Airports

**10906 98%**

Reported	10906
Added	98
Substituted	0
Deleted	0
Revised	0

**D**

**HELP DALEY**  
Waiting On The Chessie Train (Columbia) LP: Chessie Train

**1268 69%**

Reported	1268
Added	69
Substituted	0
Deleted	0
Revised	0

**E**

**JOHN CUFFERTY & BEAVER**  
Tough As An Ox (Scotti Bros./CBS)  
LP: Tough As An Ox

**10480 73%**

Reported	10480
Added	73
Substituted	0
Deleted	0
Revised	0

**F**

**NARVAL FALTERMEYER**  
And F (MCA)  
LP: Beyond Hell-Cat Soundtracks

**2284 97%**

Reported	2284
Added	97
Substituted	0
Deleted	0
Revised	0

**BOY MEETS GIRL**  
On Air (A&M)  
LP: Boy Meets Girl

**1747 89%**

Reported	1747
Added	89
Substituted	0
Deleted	0
Revised	0

**PAUL CELLINS**  
Susaudio (Atlantic)  
LP: He Jaded Request

**34784 98%**

Reported	34784
Added	98
Substituted	0
Deleted	0
Revised	0

**ROCKY**  
A Love Again (Elektra)  
LP: Tough And Hot

**8817 39%**

Reported	8817
Added	39
Substituted	0
Deleted	0
Revised	0

**SWYTHYRICKS**  
Would I Lie To You? (RCA)  
LP: Be Young Tonight

**21718 94%**

Reported	21718
Added	94
Substituted	0
Deleted	0
Revised	0

**THE CARERS**  
Crazy in the Night (EMI America)  
LP: Staying in Airports

**10906 98%**

Reported	10906
Added	98
Substituted	0
Deleted	0
Revised	0

**THE JIVE**  
Only Lonely (Mercury/PolyGram)  
LP: 7007 Favorites

**850 39%**

Reported	850
Added	39
Substituted	0
Deleted	0
Revised	0

**BYRAN ADAMS**  
Heaven (A&M)  
LP: Heaven

**2282 94%**

Reported	2282
Added	94
Substituted	0
Deleted	0
Revised	0

**SWYTHYRICKS**  
Would I Lie To You? (RCA)  
LP: Be Young Tonight

**21718 94%**

Reported	21718
Added	94
Substituted	0
Deleted	0
Revised	0

**THE CARERS**  
Crazy in the Night (EMI America)  
LP: Staying in Airports

**10906 98%**

Reported	10906
Added	98
Substituted	0
Deleted	0
Revised	0

**THE JIVE**  
Only Lonely (Mercury/PolyGram)  
LP: 7007 Favorites

**850 39%**

Reported	850
Added	39
Substituted	0
Deleted	0
Revised	0

**BYRAN ADAMS**  
Heaven (A&M)  
LP: Heaven

**2282 94%**

Reported	2282
Added	94
Substituted	0
Deleted	0
Revised	0

**SWYTHYRICKS**  
Would I Lie To You? (RCA)  
LP: Be Young Tonight

**21718 94%**

Reported	21718
Added	94
Substituted	0
Deleted	0
Revised	0

**THE CARERS**  
Crazy in the Night (EMI America)  
LP: Staying in Airports

**10906 98%**

Reported	10906
Added	98
Substituted	0
Deleted	0
Revised	0

**THE JIVE**  
Only Lonely (Mercury/PolyGram)  
LP: 7007 Favorites

**850 39%**

Reported	850
Added	39
Substituted	0
Deleted	0
Revised	0

**BYRAN ADAMS**  
Heaven (A&M)  
LP: Heaven

**2282 94%**

Reported	2282
Added	94
Substituted	0
Deleted	0
Revised	0

**SWYTHYRICKS**  
Would I Lie To You? (RCA)  
LP: Be Young Tonight

**21718 94%**

Reported	21718
Added	94
Substituted	0
Deleted	0
Revised	0



# PARALLELS

**MADONNA**  
into The Groove (Sire/WB)

1874 34%  
N&A

1874 34%  
N&A

**MELISSA MANCHESTER**  
Mathematics (MCA)  
LP Mathematics

512 29%  
N&A

512 29%  
N&A

**MARY JANE BUELL**  
In My House (Cordy/Motown)  
LP Only Four You

2236 89%  
N&A

2236 89%  
N&A

**BILLY OCEAN**  
Squidney (Arista)  
LP Squidney

2414 96%  
N&A

2414 96%  
N&A

**ALISON MOYET**  
Irreplaceable (Columbia)  
LP A.J.

1838 73%  
N&A

1838 73%  
N&A

**NEW EDITION**  
Lost In Love (MCA)  
LP New Edition

843 33%  
N&A

843 33%  
N&A

**TOM PETTY & HEARTBREAKERS**  
Don't Come Around Here (MCA)  
LP Southern Accents

1801 79%  
N&A

1801 79%  
N&A

**PRINCE**  
Raspberry Beret (WB)  
LP Around The World In A Day

2171 65%  
N&A

2171 65%  
N&A

**BOB DYLAN**  
The 1975 Live (Columbia)  
LP The 1975 Live

1874 34%  
N&A

1874 34%  
N&A

**BRANDY AND THE NEW POWER GENERATION**  
The New Power Generation (Capitol)  
LP The New Power Generation

2236 89%  
N&A

2236 89%  
N&A

**THE B-52's**  
Love Shaker (Capitol)  
LP Love Shaker

1874 34%  
N&A

1874 34%  
N&A

**THE B-52's**  
Love Shaker (Capitol)  
LP Love Shaker

1874 34%  
N&A

1874 34%  
N&A

**ROBERT PLANT**  
Little By Little (Es Paranza/Atlantic)  
LP Shaken N Stirred

8686 22%  
N&A

8686 22%  
N&A

**POWER STATION**  
Some Like It Hot (Capitol)  
LP The Power Station

2282 97%  
N&A

2282 97%  
N&A

**REO SPEEDWAGON**  
One Lonely Night (Epic)  
LP Whinnies And Yodels

2116 80%  
N&A

2116 80%  
N&A

**ROBERT PLANT**  
Little By Little (Es Paranza/Atlantic)  
LP Shaken N Stirred

8686 22%  
N&A

8686 22%  
N&A

**REO SPEEDWAGON**  
One Lonely Night (Epic)  
LP Whinnies And Yodels

2116 80%  
N&A

2116 80%  
N&A

**ROBERT PLANT**  
Little By Little (Es Paranza/Atlantic)  
LP Shaken N Stirred

8686 22%  
N&A

8686 22%  
N&A

**REO SPEEDWAGON**  
One Lonely Night (Epic)  
LP Whinnies And Yodels

2116 80%  
N&A

2116 80%  
N&A

**ROBERT PLANT**  
Little By Little (Es Paranza/Atlantic)  
LP Shaken N Stirred

8686 22%  
N&A

8686 22%  
N&A

**REO SPEEDWAGON**  
One Lonely Night (Epic)  
LP Whinnies And Yodels

2116 80%  
N&A

2116 80%  
N&A

**ROBERT PLANT**  
Little By Little (Es Paranza/Atlantic)  
LP Shaken N Stirred

8686 22%  
N&A

8686 22%  
N&A





# "As Soon As I Heard It, I Knew It Was A Hit"

There's a lot more to that statement than you may realize. You've never heard people say "I knew it was a hit the minute I saw it on the charts," or "I knew it was a hit when I saw the name of the artist." The first step in determining the hit potential of a record should be listening. But too often, listening becomes the last step. A program director's day is filled with responsibilities that keep him from spending the time necessary to become totally aware of all the record product he receives weekly. Their time spent listening is usually taken up familiarizing themselves with those records which have the highest visibility.

In a recent AIR survey of our participants, we've determined that the number one factor in deciding playlist adds is the sound of the record. That simple fact is the reason for AIR's success.

**AIR . . . the fastest, most reliable tool for getting radio to listen to music. Call Alan Smith at (301) 964-5544 for more information.**

WEEK #31

**AIR Priorities**

WEEK #31

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 response to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, May 15, 1985

	TITLE	ARTIST	LABEL
<b>CHR</b>	GET OUTTA TOWN	DAN HARTMAN	MCA
	SQUARE ROOMS	AL CORLEY	MER/POLYGRAM
	ALL YOU ZOMBIES	THE HOOTERS	COLUMBIA
	CHILL OF THE NIGHT	PETER SCHILLING	ELEKTRA
	OO-EE-DIDDLEY-BOP	PETER WOLF	EMI

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 response to AIR at 301-964-5544. Deadline for AOR responses is 6pm, Thursday, May 16, 1985

	TITLE/CUTS	ARTIST	LABEL
<b>AOR</b>	WILLIE AND THE POOR BOYS	WILLIE & THE POOR BOYS	RIPPLE/PASSPORT
	"These Arms Are Mine" "Slippin' And Silding"		
	THINGS TO COME	PETER SCHILLING	ELEKTRA
	"Chill Of The Night"		
	KATRINA AND THE WAVES	KATRINA AND THE WAVES	CAPTOL
	"Red Wine And Whiskey" "Do You Want Crying"		

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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# PARALLELS

## SIGNIFICANT ACTION

**B**

**NEW ISSUE**  
 1. New Issue - New Issue  
 2. New Issue - New Issue  
 3. New Issue - New Issue

**C**

**NEW ISSUE**  
 1. New Issue - New Issue  
 2. New Issue - New Issue  
 3. New Issue - New Issue

**D**

**NEW ISSUE**  
 1. New Issue - New Issue  
 2. New Issue - New Issue  
 3. New Issue - New Issue

**F**

**NEW ISSUE**  
 1. New Issue - New Issue  
 2. New Issue - New Issue  
 3. New Issue - New Issue

**G**

**NEW ISSUE**  
 1. New Issue - New Issue  
 2. New Issue - New Issue  
 3. New Issue - New Issue

**H**

**NEW ISSUE**  
 1. New Issue - New Issue  
 2. New Issue - New Issue  
 3. New Issue - New Issue

**H**

**NEW ISSUE**  
 1. New Issue - New Issue  
 2. New Issue - New Issue  
 3. New Issue - New Issue

**K**

**NEW ISSUE**  
 1. New Issue - New Issue  
 2. New Issue - New Issue  
 3. New Issue - New Issue

**L**

**NEW ISSUE**  
 1. New Issue - New Issue  
 2. New Issue - New Issue  
 3. New Issue - New Issue

**M**

**NEW ISSUE**  
 1. New Issue - New Issue  
 2. New Issue - New Issue  
 3. New Issue - New Issue

**M**

**NEW ISSUE**  
 1. New Issue - New Issue  
 2. New Issue - New Issue  
 3. New Issue - New Issue

**N**

**NEW ISSUE**  
 1. New Issue - New Issue  
 2. New Issue - New Issue  
 3. New Issue - New Issue

**R**

**NEW ISSUE**  
 1. New Issue - New Issue  
 2. New Issue - New Issue  
 3. New Issue - New Issue

**S**

**NEW ISSUE**  
 1. New Issue - New Issue  
 2. New Issue - New Issue  
 3. New Issue - New Issue

**T**

**NEW ISSUE**  
 1. New Issue - New Issue  
 2. New Issue - New Issue  
 3. New Issue - New Issue

**U**

**NEW ISSUE**  
 1. New Issue - New Issue  
 2. New Issue - New Issue  
 3. New Issue - New Issue

**T**

**NEW ISSUE**  
 1. New Issue - New Issue  
 2. New Issue - New Issue  
 3. New Issue - New Issue

**W**

**NEW ISSUE**  
 1. New Issue - New Issue  
 2. New Issue - New Issue  
 3. New Issue - New Issue

# LONG-BALL HITTERS



*Air Supply*

YEAR	SINGLE	POS.
1980	LOST IN LOVE	#2
1980	ALL OUT OF LOVE	#1
1980	EVERY WOMAN IN THE WORLD	#3
1981	THE ONE THAT YOU LOVE	#1
1981	HERE I AM	#4
1981	SWEET DREAMS	#3
1982	EVEN THE NIGHTS ARE BETTER	#2
1983	MAKING LOVE OUT OF NOTHING AT ALL	#1

- The career stats of Air Supply are tremendous:
- Over 15 million records sold.
  - 4-for-4 Platinum LPs (Greatest Hits is at 3 million).
  - A world(wide) series of chart-topping singles.

Now Air Supply steps into the box with

**"Just As I Am."**

Produced by Bob Ezrin. From the forthcoming album Air Supply.

Is it a hit? Try home run!

**ARISTA**

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